

# The Billboard

SIXTY-SIXTH YEAR

PR 50 C

DECEMBER 26, 1960 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Coca-Cola Hits Spot With Record Labels

Provides Disk-Testing Service to Mfrs.; Sends World Deejays Pack of Gimmicks

By JUNE BUNDY

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

In addition to a flock of gimmicks (recorded interviews with disk stars, contests, special tapes, and other promotional material) provided by Coca-Cola as part of its regular bi-monthly "Hi-Fi Club" package to deejays across the country, the firm makes available to "Hi-Fi" jocks from six to 12 new disk singles and asks the deejays to have panels of teen-agers choose the "A" and "B" sides.

### Information Service

The reports are usually sent back in seven to 10 days, and Coca-Cola, in turn, passes the information along to the manufacturers to help them decide "which side to push and how hard." The new releases are selected on a "first-come-first-served" basis. The service has been utilized by practically every label, including M-G-M, Decca, Coral, Amy, Dot, Capitol, ABC-Paramount, Mohawk, Laurie, Columbia, RCA Victor, Drago, Disneyland.

Coca-Cola also compiles a list of 15 top tunes in the country, on the basis of reports from "Hi-Fi Club" jocks. The list is included in the bi-monthly packages.

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

and the outlet in promoting the club—both on and off the air—to local teen-agers.

The bi-monthly package of material—interviews, stunts, etc.—is handled by Norwood Productions here. The club project itself is the result of the joint thinking of Coca-Cola, the McCann-Erickson Agency and the Norwood firm. The "Hi-Fi Club" today is one of the three largest teen-ager organizations in the world—the other two being the Boy and Girl Scouts and the 4-P Clubs.

### Time Periods

Some of the "Hi-Fi Club" shows run as short as 15 minutes a week (within a jockey's regular show), while some run as long as 18 hours a week, plus a weekly record hop. In spite of the multitude of contests and gimmicks involved, records are the major focal point of each program and Coca-Cola recommends that records make up the bulk of every show, noting "the principal and most important entertainment ingredient of your 'Hi-Fi Club' radio program is the music you (the jock) play." Club primers point out "This show should be 80 per cent music. Don't short-change the records for talk."

Coca-Cola has never had a refusal on taping interviews with disk stars (Paul Anka, Connie Francis, Andy Williams, etc.). These tapes—with blank spaces left for the "Hi-Fi Club" jock to tape in the questions, are part of the bi-

(Continued on page 18)

## PATIENTS DIG ROCK AND ROLL AS HEADY FARE

WASHINGTON — Rock and roll hath more charms than dinner music to soothe very agitated patients among the mentally ill, it was found at the Veterans Administration Hospital in Roanoke, Va. Music is widely used by the VA as therapy for its mental patients, and ranges from old favorites sung around a piano, to classical hi-fi recordings and rock and roll.

"Very agitated patients are upset by dinner-music types of records. For them, the music must be something with a strong beat, such as rock and roll, which gradually tapers off to softer playing." The musical transition effects a similar change in the mood of the patient, when the music therapy is successful, says VA.

The VA Information Service reports the case of a catatonic patient (completely withdrawn), who spoke his first words in 10 years when he criticized the playing of a volunteer worker by calling, "No, you hit a wrong chord."

In the parlance of show business, everyone's a critic.

Patients are organized into groups and encouraged to play rhythm instruments to a piano accompaniment. The VA hospitals hope for more volunteers to contribute musical skills to lead patients into group singing or playing instruments. Contact the director of volunteer activities at any VA hospital or home, the agency says.

## 3 Federal Agencies Watch for Rumored Payola Resurgence

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

By MILDRED HALL

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

Lishman was asked if the three agencies, each avowedly trying to protect both the public and competing business interests from unfair practices, were doing a good job in enforcing the new anti-payola law. The counsel, who guided the subcommittee's probes of payola and TV quiz scandals, did not care to express an opinion. However, on another occasion, Lishman had already let it be known that he felt the enforcement could use a good deal more vigor than shown so far.

When asked how he felt about the rapid fire consents signed by record firms with the Federal Trade Commission, promising no more payola, Lishman said dryly: "I'd be more interested in the complaints than the consents."

### Answers Questions

The press conference had been

called to answer questions on the Legislative Oversight Subcommittee staff report, which was formally released by Rep. Oren Harris, chairman of both the subcommittee and the full House Commerce Committee. The staff report summarizes the findings of a four-year period of investigation of regulatory agencies. Representative Derouanian opposed public release of the staff-written report because it gave results of some investigations that had not all been threshed out in open hearing.

The 265-page staff report is the swan song of the Legislative Oversight group, which goes out of existence after the first week in January. A full Commerce Committee report, far briefer than the staff document, is announced for January 3. It will comment on the subcommittee's painstaking research and recommendations on agency problems, its famous expose of TV quiz frauds and payola, and the reform legislation which grew out of its work. Counsel Lishman has announced that he is retiring.

On the subject of the Federal Trade Commission's handling of payola, the staff document says that in 1959, "it seemed clear that the Federal Trade Commission had been derelict in allowing an intolerable competitive situation to

(Continued on page 18)

## NEWS OF THE WEEK

**Deejay-Dealer Tie-Up Builds Interest in Old Rock Records . . .**  
In various sectors of the country, old rhythm and blues and rock records are experiencing significant revivals. In New York, a dealer-deejay team has succeeded in "breaking" old disks to the point where record firms have been forced to reissue them. Deejay Alan Fredericks sees this trend as a reflection of what teens really want. . . . **Page 3**

**Victor Tops in Singles; Columbia Wins Album Crown . . .**  
In the tabulation of records hitting the top 50 positions of The Billboard's "Hot 100" chart for the year 1960, RCA Victor easily outdistanced all other labels with 23 records in the top 50. Columbia Records nailed down the album crown by placing more new albums on The Billboard's monaural action and stereo action charts than any other firm. . . . **Page 2**

**RCA Victor, Mercury in Big Push On Percussive Sound Packages . . .**  
RCA Victor and Mercury Records will make

major efforts in the stereo "sound" album field next year. RCA Victor will launch a new "sound" series, Stereo Action, featuring unusual and elaborate packaging. Mercury is releasing five new Perfect Presence Sound albums, one new Living Presence Sound package, and a new international series. . . . **Pages 2, 3**

### DEPARTMENT AND FEATURES

Amusement Park Operation . . . . . 41	Music . . . . . 2
Arena, Auditorium Newsletter . . . . . 40	Music Pop Charts—
Audio Products . . . . . 19	Top LP's . . . . . 26
Bulk Vending . . . . . 50	Honor Roll of Hits . . . 31
Carnival Confab . . . . . 45	Hot 100 . . . . . 37
Circus Trouping . . . . . 42	Tomorrow's Tops . . . 33
Classified Ads . . . . . 49	Hot C. & W. . . . . 36
Coin Machines . . . . . 50	Hot B. & B. . . . . 38
Fair-Exhibition Management . . . . . 40	Music Record Reviews—
Final Curtain . . . . . 44	This Week's LP's . . . 27
Hot 100 . . . . . 37	Singles . . . . . 33-34
Letter List . . . . . 47	Radio . . . . . 2
Merchandise . . . . . 48	Roller Rumbblings . . . 44
	Routes . . . . . 44
	Show News . . . . . 39
	TV-Music-Radio . . . . 2

## Jocks Loose On Payola Tag

WASHINGTON—Many deejays refuse to acknowledge guilt of "payola" unless money is exchanged for specific record play, according to the Legislative Oversight Committee staff report summary of its payola hearings of February-May, 1960. The study reviews the major "payola patterns" uncovered by the subcommittee while hearing the testimony of some 58 witnesses.

The report recalls the naive excuses of some deejays that the money was for "listening" or "consulting" fees, or came from "legitimate" buy-ins into music recording, publishing, copyrights, et al. The report warns that no matter what name is given, the practices are still "commercial bribery," and punishable by laws set up to protect the public from deceit and to protect the competitive music interests from unfair methods.

## Theme Music Provided, Too

NEW YORK — All Coca-Cola International Hi-Fi Club deejays are provided with two recordings of "The Theme Music for Coca-Cola." "Arrangement No. 1" is a "big beat-type" treatment by arranger Sid Cooper. "Arrangement No. 2" is a "big band-type" arrangement by Billy Maxted.

The Cooper side may only be played as the show's theme, while the Maxted side may be played as a dance record or any other way the jock wishes. Hi-Fi Club spinners receive fresh copies of both versions about every seven weeks.

THE STRING OF HITS CONTINUES INTO 1961 ON DECCA CORAL BRUNSWICK

SEE PAGES 4-5-6-7

# RCA Tops Singles; Columbia Wins Year's Album Crown

## Victor Lands Most Singles In Top 50's

By BOB ROLONTZ

NEW YORK — RCA Victor swept into a commanding lead in the singles record field in 1960 with more records in the top 50 of The Billboard's "Hot 100" chart than any other label. In fact, Victor was far out in front of any other firm, with 23 disks landing in the top 50 as against 17 for second place Mercury. Behind Mercury was Columbia with 16. Victor, Mercury and Columbia finished in the same positions in 1959.

M-G-M Records with 15, ABC-Paramount with 14, Capitol with 12 and Decca with 10 in the top 50 of the "Hot 100," followed in that order.

The impressiveness of Victor's singles showing in 1960 can be noted when compared with 1959, when Victor finished first with only 18 records in the top 50 for the year.

In 1960 the trend of more records and more labels hitting the charts continued. A total of 91 labels hit the top 50 of the "Hot 100" with a total 297 different records. In 1959 a total 88 labels made it with 277 records; in 1958 a total 72 labels made it with 283 records, and in 1957 only 47 labels hit the top 50 positions.

Following the big seven, Victor, Mercury, Columbia, M-G-M, ABC-Paramount, Capitol and Decca, the remaining labels finished in the following order: Dot and King with eight each; Cadence, Liberty and Imperial with seven; United Artists with six, and Top Rank, Atco,

## Dot's Albany Branch Opens

HOLLYWOOD — Dot Records last week opened its own distribution outlet in Albany (N. Y.), giving the label its 12th branch and the second to be opened in the past fortnight. The firm opened a branch in Cleveland the previous week (The Billboard, December 19). Dot will establish a fully stocked warehouse in Albany. Sandy Harbi will head the branch operation.

Dot Distributing Corporation, a subsidiary of Dot Records, Inc., now owns branches in Dallas, Houston, Oklahoma City, New Orleans, Memphis, Nashville, Miami, Atlanta, Pittsburgh, Buffalo, Cleveland, plus the new one in Albany.

Carlton and Chancellor with five. The top seven labels had about 35 per cent of all the records that hit the top 50, and the next 10 had about 21 per cent of all records that hit the top 50. Added together, this means that 17 labels issued 56 per cent of all records that finished in the top 50 of The Billboard's "Hot 100."

Era, Cameo, Jamie, Dolton, Hi, Warner Bros. and Brunswick each had four; Laurie, Coed, Roulette, Veejay, Vista, Swan and Indigo each had three, and Cub, End, Challenge, Guaranteed, Shad, Big Top, London, Warwick, Atlantic, Fire, Argo, Monument, Parkway, Arvee and Scepter each had two.

Labels with one record each in the top 50 were Alton, Judd, University, Anna, Epic, Chess, Old Town, Rita, Canadian-American, Donna, Brent, Philips International, Amy, Minit, Goldisc, Keen, Ace, Federal, Verve, Lute, Soma, Madison, Calico, Dore, Eldo, Leader, Mohawk, Four Star, Republic, Shell, Promo, Coral, Sue, Milestone, Ric, Herald, Legrand, Kapp, Chief, Peacock, Prestige, Highland, Dunes, 20th Fox and Tag.

It is important to note here that the number of records a label may have in the top 50 does not necessarily denote the firm's sales position in the singles market. A firm

(Continued on page 20)

## Col. Continues Dominance of Album Fields

NEW YORK — Columbia Records continued its dominance of the album field in 1960 with more new albums on The Billboard's monaural and stereo action album charts than other labels. Columbia scored with 20 new LP's on the mono chart in 1960, four more than any other firm, and 24 new LP's on the stereo chart, double the number of any other label. Second to Columbia on the monaural action chart for 1960 was RCA Victor with 16 albums, and third was Capitol Records with 12. On the stereo chart, Capitol finished second to Columbia with 12 and Victor was third with 11.

A total of 32 firms landed new disks on the monaural action charts. This is higher than ever before as to the number of labels, and indicates the fact that indie labels are now able to crack the album charts fairly often, with at least one hot album a year.

Here is the way the labels finished in the monaural race for

(Continued on page 18)

# Mercury-Williams Rule Not Yet Final

CHICAGO — Attorneys for Mercury Records last week pointed out that the memorandum opinion handed down by Federal Judge Michael Igoe in the Tony Williams-Mercury case (The Billboard, December 19), was actually a ruling on a motion, and not a final decision in the case. Trial date has been set for February 1, 1961.

Williams, who had signed a standard 5 per cent contract with Mercury, as a member of the Platters, sought court approval to appear as a soloist without violating his Mercury pact.

After Williams filed his original suit, Mercury answered with a motion for judgment on the pleadings, with Williams following with a motion to strike Mercury's motion.

The court denied Mercury's motion for judgment, granting Williams' motion to strike. In doing so, however, Judge Igoe discussed the case in detail in a memorandum opinion delivered in conjunction with his order.

It was this court opinion, quoted last week in The Billboard, that up-

held Williams' position. The court pointed out that the recording contract between Williams and Mercury began, "Recording Agreement, Mercury Record Corporation," giving rise to the assumption that the defendant (Mercury) drafted the contract, and that the "contract should be construed most strongly against the defendant."

The court said that use of the

(Continued on page 20)

# Victor 'Sound' Album Series Set to Debut

NEW YORK — RCA Victor will launch a brand-new "sound" album series after the first of the year under the title of "Stereo Action." The new line will be packaged in a most unusual manner with die-cut outer liners and inner sleeves. The outer liner will carry cover copy, with cut-out space displaying the artwork printed on the inner jacket. There will be detailed notes on the studio equipment used on the recordings and a track-by-track breakdown of the musical program on the inner sleeves. The line will feature top arrangers, orks and artists and will retail for \$4.98.

The new line is in a sense a percussion series, aimed to grab a chunk of the sales of the current sound market. According to Bob Yorke of Victor's commercial records creation department, the new series is Victor's concept of "music in motion." "It is a deliberate effort to actually move the sound of the various instruments or voices from one speaker to the other, to suspend the sound between speak-

## SENATORS WAX 'WHITE HOUSE'

NEW YORK — What with the upcoming Inauguration, publisher Lou Levy of Leeds Music has a tune called "There's a New Man in the White House." A disk version of the novelty which describes "the youngest man in the high chair," has been cut by a group called the Senators and will be released shortly by ABC-Paramount.

## Carlton Slates First Distributors' Confab, in Chi

NEW YORK — Carlton Records will hold its first all-distributor convention at the Ambassador East Hotel in Chicago, January 3 and 4. Purpose of the meeting, which will be presided over by the firm's President, Joe Carlton, and other members of the diskery's executive force, is to outline to distributors new product and new artist ideas for the forthcoming year.

Important facets of these plans will be an explanation of merchandise plans with unusual trade gimmicks for deals. Additions to the firm's new album product and liberal plans to push the new Carlton "Hear How" \$1.98 will be detailed. Some 15 new numbers in that line will be announced, as will the signing of new artists like Merv Griffin, the Chantels and Laurie Davis.

Carlton Records is aiming for a \$2 million volume in 1961, which is estimated as almost double the goal achieved in 1961. Carlton figures that on the basis of the company's present monthly operating rate, this figure can be achieved.

In addition to Carlton, label executives attending the convention will include Vice-Presidents Don Genson and Norman Walter, respectively West Coast office chief and comptroller; Cy Carlton, ad and promotion manager; George (Juggy) Gayles, sales manager, and George Furness, sales promotion head.

ers, to make it literally move forward and backward and away in depth between listener and loudspeakers. We feel it brings a new dimension of excitement to stereo listening... the sound your eyes can follow," said Yorke.

The Victor executive noted that all new equipment has been created by Victor to produce the master tapes for the Stereo Action series. He said that arrangers and composers at work on the new series are creating their music in stereo action terms. He pointed out that in addition to the usual arranging for the ork, the arrangers are writing charts for the movement of instruments for the recording engineers to follow.

Initial albums in the Stereo Action series will feature Dick Schory, Marty Gold, Ray Martin, Bob Prince, Leo Addeo, Vic Schoen and the Keith Textor Singers. (See separate story). The firm has lined up an intensive advertising campaign for the Stereo Action line, and there will be point-of-sale merchandising displays, as well as a consumer advertising push.

# London Preps Surplus Stereo January Pitch

NEW YORK — London Records has announced a special January "Surplus Stereo Stock" program, designated "SP-61," with the planned goal of taking up the slack of the normal, post-Christmas slump in sales.

Under the program, a selection of 66 different current catalog stereo LP's are being made available at one-half the normal cost. Thus, items which carry a regular distributor cost of \$2.47, now go for \$1.24. Packages normally available to distributors at \$2.97, are available at \$1.49. In the Richmond low-price line, sets usually calling for a \$1.49 distributor cost carry a 75-cent tag.

The offer is open to distributors through January 31. In addition, to encourage dealers to engage in "end of the year," and "New Year" sales, London is offering an extra 10 per cent discount on all merchandise and a dated billing plan calling for March 10 payment on packages ordered during the life of the program. A special newspaper advertising allocation of 10 per cent of the gross amount of product ordered is also available to dealers.

Distributors have been advised that quantities of the 66 surplus

(Continued on page 26)

## The Billboard

The Amusement Industry's Leading Newsweekly  
Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.  
William D. Littleford

Editors

Paul Ackerman... Music-Radio-TV, N. Y.  
James W. McHugh... Show News, Chicago  
Aaron Sternfield... Coin Mach., Chicago  
Wm. J. Sachs, Exec. News Editor, Cincinnati  
Robert Rolontz... Assoc. Music Ed., N. Y.  
Lee Zhitto... Western Music Ed., L. A.

Managers and Divisions

L. W. Gatto... Main Office, Cincinnati  
R. S. Littleford Jr... Music-Radio Div., N. Y.  
Sam Chase... Asst. Publisher, New York  
M. L. Reuter... Show News Division, Chicago  
Hilmer Stark... Coin Mach. Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.  
L. W. Gatto  
Phone: DUbar 1-6450

New York 36, 1564 Broadway  
George Conell  
Phone: PLaza 7-2800

Chicago 1, 188 W. Randolph St.  
Maynard L. Reuter  
Phone: CEnter 6-9818

Hollywood 28, 1520 North Gower  
Sam Abbott  
Phone: HOLlywood 9-5831

St. Louis 1, 812 Olive St.  
Frank B. Joerling  
Phone: CHestnut 1-0448

Washington 5, 1426 G St., N.W.  
Mildred Hall, Chief, News Bureau  
Phone: NATional 8-4749

Advertising Managers

Music Adv. Sales Dir. ... Dan Collins, N. Y.  
Music Adv. and Prom. ... Andrew Cslida, N. Y.  
Show News-Mdse. ... Robert Kendall, Chicago  
Coin Machine ... Hilmer Stark, Chicago  
Music-Western ... Robert McCluskey, L. A.

Circulation Department

B. A. Bruns, Director... Cincinnati

Send Form 3579 to

Main Advertising and Circulation Offices  
2160 Patterson St., Cincinnati 22, Ohio  
Subscription rates payable in advance. One year \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers when requesting change of address should give old as well as new address. Published weekly. Second class postage paid at Cincinnati and at additional entry of fice. Copyright 1960 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5 in U.S.A. and Canada; The Billboard Overseas Edition; Funspot, the monthly magazine of amusement management, and High Fidelity, the 19 magazine for music listeners. Printed by WORLD COLOR PRtg. CO., St. Louis Vol. 72 No. 52

### MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates.) Foreign rate \$30.

Payment enclosed

Bill me

753

Name \_\_\_\_\_

Occupation \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

## GEO. MAREK OUTLINES INDUSTRY AIMS, GOALS

NEW YORK—Looking ahead to the challenges facing the record business, RCA Victor chief George Marek last week outlined a number of aims and goals meriting broad industry attention during 1961.

Marek's views—coming on the heels of the best year in the label's history—touch many levels, including merchandising, artists and repertoire, packaging and dealer-manufacturer relations.

Framing his views as his "New Year's Wishes for the Industry," Marek made the following points:

**1. The Progress of Stereo**—"In order to put stereo across so that it achieves its fullest potential, we must place greater emphasis upon actual dealer demonstrations." Thus far, the RCA Victor general manager and vice-president noted, "there has been too much talk and not enough sound." He added that he had observed at first hand the positive effect of such demonstrations at the dealer level, and he expressed the hope that record and phonograph manufacturers could co-operate in emphasizing this type of positive sales approach.

**2. Single Records**—"We must make intelligent moves toward revitalizing the singles business." The executive, whose label is far and away the top singles line in the business, added: "I have great hopes for the Compact 33—a name to which the industry is welcome. If we use the Compact 33 well, if we use it in a manner which will ensure maximum advantage, it will serve not only as an important single but also as a sampler for new artists, as a testing ground for new ideas in sound."

**3. Creativity**: During 1961, Marek feels, the term, "creativity," must be applicable not only to the a.&r. function, but also to the areas of merchandising, packaging and promotion.

In connection with this thought, it is interesting to note that during 1960 RCA Victor took bold steps to implement such an all-encompassing concept of creativity. Notable examples were the Remington-Rand and the recently announced Dr. West campaign, the new Stereo-Action line with its packaging innovations, etc.

**4. Dealer-Manufacturer Relationship**: "I wish we could arrive at a better meeting of minds between the honest, legitimate retailer and the manufacturer and distributor," Marek stated. He added that he looked forward to an effort being made in 1961 to achieve such a meeting. The end result, he believes, would be more mutual understanding and co-operation in solving industry problems and realizing the industry's fullest potential.

"Let us re-examine the business, all of its aspects, including clubs and the problem of making the consumer more record-conscious. Let us also examine the problems of the individual dealer so that we may all progress with greatest efficiency and harmony."

**Dealer Selling**: "Let's put enthusiasm back into the selling of records," the RCA Victor chief stated. Some dealers, Marek feels, make no strong effort in this direction even when a customer is obviously in a buying mood. The lure of recorded music is a fact which need not be belabored, and large discount operations prove this every day by using records as a come-on or loss leader in order to bring buyers into a store. The record dealer should realize the power of such a lure and be more positive in his over-the-counter relationships with customers.

**5. New Artists**: As a final development contributing to total industry welfare, Marek expressed the wish that 1961 would see the rise of several new, exciting artists. "Another Presley, another Sinatra, or Paul Anka or Bob Newhart ... would provide new vitality and glamor to the industry. We must be on the alert to such possibilities and in order to realize them we must put forth our best efforts in a.&r., merchandising and promotion."

## AFM Moves to Stop Tracking

NEW YORK—Local 802 of the American Federation of Musicians will move early in January to effectively stop illegal tracing in the recording industry.

As of the first of the year, the musicians' union will begin to negotiate with individual studios some form of contractual agreement whereby the musicians' union will be kept informed on all recording activity taking place within their studios, including tracking. This, the union feels, would put a stop to all forms of tracking in of a singer's voice or an instrumentalist upon previously recorded and paid for instrumental backgrounds.

In essence, the new hoped-for arrangement would provide a method by which 802 could police the kind and amount of recording done in studios.

## Columbia Registers 13% Sales Increase

Lieberson Notes Col. Label's Advance In All Phases and on All Fronts in 1960

NEW YORK—Goddard Lieberson, president of Columbia Records, stated last week that 1960 was the best ever in the history of the company. Sales of records at Columbia were up 13 per cent over 1959, a year which topped 1958 by 22 per cent. According to Lieberson, Columbia made advances in all phases of company activity both domestic and foreign.

Lieberson noted in his year-end statement that Columbia's issuance of the 33 single, which was first released last summer by the firm in a move "to stabilize and simplify record retailing," has subsequently been adopted by all of the major companies. He said that the

33 single would point the way toward more convenient and profitable use of the 33 speed for all recordings, both albums and singles.

The Columbia president also pointed out that at year-end, after much testing, the diskery had launched Panorama, the new mail order operation of the Columbia Record Club. Panorama packages a film projector, illustrated books, colored slides, and recorded speeches by authorities on art, natural history and travel.

Columbia in 1960 also renamed and reorganized its custom record division, which is now called Columbia Record Productions. The custom division increased its pressings of outside labels. And the custom division negotiated a contract with the United States government to produce recorded material for all Federal agencies for a year. A special products department was organized to develop sales of premiums and promotions, transcriptions and studio services.

On the foreign level, Columbia

(Continued on page 12)

## Mercury In Big Push On Percussive Sound

CHICAGO—Mercury will make a major effort in the new percussive sound field with five new Perfect Presence Sound Series albums (popular) and one Living Presence Sound Series album (classical) highlighting its January release schedule.

The label is also planning to introduce a de luxe opera-package album, a new International Series, and a full line of its regular (\$3.98) label items.

Announcement followed the firm's recent Midwest distributor meeting here, during which Irving Green announced the label had had

a 15 per cent sales increase over 1959, and one of the best years in Mercury's history.

Albums included in the Perfect Presence series include Xavier Cugat, "Viva Cugat"; Frederick Fennell, "Fennell Conducts Victor Herbert"; Richard Hayman, "Harmonica Holiday"; Mike Simpson, "Discussion in Percussion"; and Pete Rugolo, "Ten Trombones Like Two Pianos." The de luxe line will retail at \$4.98 for monaural and \$5.98 for stereo.

Mercury's LPs release is Beethoven's "Wellington's Victory," con-

(Continued on page 12)

## LATE BILLBOARD SPOTLIGHTS:

**MARTY ROBBINS: DON'T WORRY (Marty's, BMI) (3:10) LIKE ALL THE OTHER TIMES (Marizona, BMI) (2:33)**—Here is one of Robbins' best disks. "Don't Worry" is a catchy country-styled tune, and the chanter sings it with feeling over rhythmic pop backing. Flip is a lively weeper which also gets a strong vocal. **Columbia 41922.**

**ARETHA FRANKLIN: WON'T BE LONG (Omell, ASCAP) (3:02) RIGHT NOW (Omell, ASCAP) (2:22)**—Young blues thrush Aretha Franklin comes through in solid style on her second outing for the label. She handles the swinging "Won't Be Long" with a sure vocal touch, and does a fine job on the flip as well. Strong wax. **Columbia 41923.**

## Scand. Exec Studies U. S. Disk-Selling

NEW YORK — European disk executive, Bjourn Fremmer, promotion-publicity director for the Scandinavian Record Company, is studying the promotion and merchandising techniques of U. S. diskeries with an eye toward utilizing their methods in the Scandinavian countries.

Fremmer has already set up extensive window displays on Count Basie's "Silver Anniversary" Roulette albums with dealers in Sweden, Norway, Finland and Denmark. The Roulette promotion involves all Basie LP's in the Roulette catalog, plus the label's entire series of Birdland jazz albums.

Fremmer, currently visiting the U. S., said that this type of full-scale promotion—built around one record star—is comparatively new to the Scandinavian countries. In line with this, Fremmer noted his label will place more emphasis on such all-out campaigns in the future. Roulette's "Basie Story" LP features elaborate packaging, with a special booklet and photo spread.

(Continued on page 12)

## TURN BACK THE CLOCK

# Deejay-Dealer Team Brings Fresh Life to Dated Records

By REN GREVATT

NEW YORK—Irving Rose, operator of the Times Record Shop, and WADO deejay, Alan Fredericks, are the men behind a joint effort which is successfully bringing a flock of old r.&b. and rock hits to renewed prominence here. Some of the disks are as much as 13 years old. The Rose-Fredericks venture has been so successful that it has sparked similar dealer and jockey activity in other areas.

Fredericks began programming old collectors' item disks three years ago when he had a show on the suburban outlet, WGBB in Freeport, Long Island. He continued the practice when he moved to WOV, New York and when that station became the current WADO—which also features Jocko, the space man—Fredericks dedicated his Saturday evening "Night Train" show exclusively to old disks.

Rose had started as a novelty store operator on the subway ar-

cade level of The New York Times Building in Times Square. Eventually he took a crack at stocking records and became something of a specialist in old disks. He was so successful in moving the old singles that he gave up the novelties to concentrate solely on the old record material.

### Exchange Deal

Rose and Fredericks got together and worked out an exchange deal in which Fredericks would give the store mentions on his show in return for being supplied with a continuing flow of old disks for the Saturday night show. When Rose showed up at his store the Sunday morning following the initial exposure on "Night Train," he found 200 kids waiting to get in to grab up the old disks. At this point he became a regular sponsor of the show and his business has now increased at least one-third.

Kids all over New York now re-

gard Rose as headquarters for getting the "good old stuff." "Kids are hungry for this kind of music," says Fredericks. "They can't get it among today's new releases which has accounted for a terrific upsurge in sales of the older items. A number of old records have caught on all over again to the point where record companies have reissued them."

Rose now encourages the kids to bring in their copies of old disks. For these, he'll give them credits toward other old records. For many of them, where a certain demand builds up, he'll offer a specific dollar credit on the Fredericks show. These credits can range from \$1 or \$1.50 to as high as \$10, depending on the scarcity of the particular item.

### Old Ones Move

Rose has had the experience recently of moving as many as 1,000 copies of a given old disk in as

(Continued on page 16)

## Japan Swings To Top Jazz Names in '61

YOKOHAMA — The jazz scene will be active here in the months to come with a number of well-known performers of this idiom now scheduled to appear. Things get off on a swinging kick next Monday (2) when Art Blakey and the famous Jazz Messengers make their concert debut in Tokyo.

The Messengers are also scheduled for concerts in Osaka, January 7 and 8. Meanwhile, the well-known Japanese pianist, Toshiko Akiyoshi, who has been making a name for herself for the last four years overseas, returns here with her quartet for a series of concerts starting at the end of January. One of the members of the group is her husband, alto saxist, Charlie Mariano. The Modern Jazz Quartet appearance here, originally set for January, have now been re-scheduled for May.

Reports indicate that ticket sales are moving briskly and that earlier fears of too great a talent rush at one time have been proven groundless. Tickets for the Blakey Tokyo bash have already been scooped up and a sellout appears assured. It is now hoped that the group will do three more concerts in February.

Also on the docket for local appearances are Earl Grant for January 22 and 23, and Juliette Greco and the Delta Rhythm Boys for February concerts in Tokyo.

## Pickwick Calls Meet Dec. 27

NEW YORK — Pickwick Sales has announced a year-end sales meeting for Tuesday (27). The meet will be held in the firm's Long Island City headquarters with sales staff members, regional directors from the West Coast, East Coast, Midwest and Abbot Lutz, distributor relations director; Ralph Berson, national sales manager, and Joe Abend, national promotion director, attending. Cy Leslie, Pickwick's president, will preside.

The meet is being held to outline new artist, catalog advertising and merchandising plans for the Design, Cricket, Off-Broadway and other lines of the company.

## Sinatra Label Tag: 'Reprise Records'

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

HOLLYWOOD — Frank Sinatra's new label will be called Reprise Records. The Billboard learned last week. As exclusively revealed by The Billboard, Sinatra's firm will start releasing product in mid-February (see December 5 and December 12 issues). The label itself is in four colors and its design is aimed at establishing a unique identity for the firm.

The firm's first album will feature Sinatra and will be titled "Ring-A-Ding-Ding," deriving its name from an original tune composed for the album by Sammy Cahn and Jimmy Van Heusen. It was recorded last week at United Recording Studios with Johnny Mandell's orchestra accompaniment and Felix Slatkin handling the artist and repertoire.

Originally, plans called for the initial release to include the above Sinatra album and a package featuring Sammy Davis Jr. Present thinking favors using the Sinatra album as a solo release, thereby allowing the new label to concentrate its total efforts on the one album. The second release would be headed by the Davis package, and will include albums by other artists now being sought. Negotiations currently are under way

with several artists to beef up the new label's roster.

Appointment of distributors is awaiting the naming of the firm's national sales manager. This is expected during the first week of January. Indications are the individual has been chosen but is at present affiliated with another firm.

Once Sinatra's Reprise Records gets rolling, the industry can expect some interesting departures from the established patterns. Sinatra has definite ideas as to the way he feels a label should operate. For example, currently under consideration is the plan to release an album throughout the world on the same date. This has never been done in the record business. Accepted procedure has been to issue an album to the domestic market first, and then make it available to foreign markets several months after its U. S. release.

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

### LABELS IN NO RUSH

## Jazz Makers Play Cool on 33 Plans

By JACK MAHER

NEW YORK — Jazz executives for the most part are taking a calm and somewhat cool view of the 33 disk as a singles vehicle.

With the possible exception of Riverside Records and Verve, most of the important jazz manufacturers have adopted a wait and see attitude toward the 33. They are willing to be followers rather than leaders. A majority of the companies have seen fit to produce disks of their top jazz artists as part of the Seeburg "Artist of the Week" tie-in, and in some cases will release these same sides to the public, but there is no indication of a wide-spread rush of releases in the new form.

Thinking among the smaller independent jazz labels is that there has not yet been sufficient interest on the distributor and dealer level to warrant a jazz 33 single at this

time. Blue Note, Prestige and Savoy have no plans in the immediate future for a 33 single. Atlantic plans to carry on with 45 production, as does Roulette. Argo will do much the same thing, the only compact 33 wax to be issued will tie-in with the Seeburg plan. Disks by Ahmad Jamal and Ramsey Lewis will be supplied.

Am-Par's new Impulse label has plans that are similar. The new Cadence Candid jazz label has set a policy to issue 45 singles, but according to executive Bob Altshuler, will wait and see whether a compact 33 demand develops. Les Koenig of Contemporary-Good Time Jazz summed up much of the industry's feeling on the subject when he said he believed the jazz market was predominately an album market.

Two companies taking the jazz  
(Continued on page 16)

## Court Upholds Abruzzo Copyright Law Ruling

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

The original action was brought by the Harry Fox Office through attorney Julian T. Abeles on behalf of Reeve Music and Robbins

Music. Targets of the suit were Crest Records, Inc., and Shelley Products, Ltd., both of Huntington Station, N. Y. The specific songs involved in the case were "I'm in Love Again," and "Too Young to Go Steady."

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

### A CORRECTION

NEW YORK—Last week's issue of The Billboard Record Programming Spotlight erroneously stated the Lambert, Hendricks and Ross trio was under the management of Shaw Artists. Lambert, Hendricks and Ross are with the Willard Alexander management office.

## New ASCAP Board Looks Like Old One

NEW YORK — The new board of the American Society of Composers, Authors and Publishers, to take office January 2 and to serve until March 31, 1963, will resemble closely the current outgoing board. Results of recent balloting for the posts have been certified to ASCAP President, Stanley Adams, by election committee chairman, Dorothy Fields.

In the popular writer category, board members will include Stanley Adams, Howard Dietz, L. Wolfe Gilbert, Otto Harbach, Jimmy McHugh, Richard Rodgers, Arthur Schwartz, Ned Washington and Jack Yellen. Standard writers elected are Paul Creston, Morton Gould and Deems Taylor. All incumbent writer members were returned to the Board.

In the publisher category, directors named in the popular production category include: Louis Bernstein, Shapiro-Bernstein; Jack Bregman, Bregman, Vocco and Conn; Irving Caesar, Irving Caesar Music; Max Dreyfus, Chappell; Bernard Goodwin, Livingston and Evans; Jack Mills, Mills Music; Edwin H. Morris, E. H. Morris; Maurice (Mickey) Scopp, Robbins, and Herman Starr, Harms. Standard publisher directors are Frank Conno: of Carl Fischer; Rudolph Tauher of G. Schirmer and Adolph Vogel of Elkan Vogel. Morris replaces Johnny Marks on the board.

## Lengsfelder Back in U. S.

NEW YORK—Hans Lengsfelder, managing director of Request Records, returned to the U. S. recently after a 10-week trip through Portugal, Spain, Greece, Italy, Austria, Switzerland, Benelux, the Scandinavian countries, France and England. Lengsfelder was in Europe to make new recordings for the Request label, as well as to sign up new artists.

While in Europe, the Request chief set up arrangements with distributors and importers there, and the line is now set to be pressed or imported in most European nations. Along with his record activities, Lengsfelder also engaged in business negotiations for his Pleasant Music firm, and acquired a number of new copyrights for the U. S. Pleasant Music is the sub-publisher in the States of the Austrian firm, Ludwig Doblinger.

tured the infringing record within the meaning of the Copyright Act.

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

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

6  
GREAT  
NEW HITS!

CONTINUING  
THE STRING  
OF BEST  
SELLING  
RECORDS  
INTO 1961  
FROM

DECCA®

CORAL®

BRUNSWICK

# JACKIE WILSON



**MY EMPTY ARMS**  
• b/w  
**THE TEAR OF THE YEAR**

55201



# BRENDA LEE



**EMOTIONS**  
b/w  
**I'M LEARNING ABOUT LOVE**

31195



This One



7RFK-78B-XCOL

# KITTY WELLS

# WEBB PIERCE



**THE  
OTHER CHEEK**  
b/w  
**FICKLE FUN**

31192

**DECCA**  
RECORDS

**LET  
FORGIVENESS IN**  
b/w  
**THERE'S MORE  
PRETTY GIRLS  
THAN ONE**

31197

**DECCA**  
RECORDS

# RED FOLEY



**GEORGIA TOWN BLUES**

b/w

**THE END OF THE WORLD**

31194



# ERNEST TUBB



**LITTLE OLE BAND OF GOLD**

b/w

**GIRL FROM ABILENE**

31196



# Film Themes Link Movie, Disk Trades

UA Program Sparks Trend to Closer, Effective Teamwork by Two Industries

By JUNE BUNDY

NEW YORK—The record and motion picture industries are working in closer and more effective harmony today than they have since the golden days of movie musicals.

United Artists Records' success in building film themes as singles hits (by careful co-ordination between the label and movie firms during a film's pre-production period) has been a major sparkplug of the new trend. UA now has four best film-themed singles — "Exodus," "Never on Sunday," "The Apartment," "The Magnificent Seven," all of which were released considerably in advance of the movies.

In each case, UA producers report the films benefited strongly at the box office as the result of the long-term radio exposure and co-ordinated promotion (lobby displays, theater racks, etc.) on the

## Victor Readies Big LP Month

NEW YORK — RCA Victor's pop albums for January will feature new sets by Perry Como, Chet Atkins, Rosemary Clooney and the Nelson Riddle ork, Toni Harper, and the recently signed vocal group, the Limelites. In addition, the firm will bring out its first LP's in the label's new "Stereo Action" line. (See separate story.)

On the Red Seal level, Victor is making January its great concerto month. Seven concerto LP's will be issued, including recordings by Artur Schnabel and Van Cliburn. The Schnabel LP is "The Heart of the Piano Concerto" with movements from six romantic concertos. This album will be sold at \$2 off list price, and will have a sticker on the front noting the \$2 reduction. The Cliburn release features the pianist playing the Sec-

(Continued on page 16)

## Beltone Ups Own Label; Stress R.&B.

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

The new label will concentrate heavily on rhythm and blues material which will have impact in the pop field as well. Arranger-conductor, Joe Rene, will handle a.&r. chores.

Beltone has been in existence as a recording facility for the past 14 years and will continue to operate in this field. It was Beltone, through its current president, Les Cahan, which worked with Design Records last year in implementing the development of a compatible stereo recording. Under the new set-up, Cahan becomes chairman of the board, with Irv Greenbaum taking over Cahan's former duties as chief engineer at the studio. In addition to Nathan, the board will also include Ralph Perez, president of Ansonia Records.

local exhibitor and distributor level.

### Presley Movie

In line with this, Paramount Pictures has introduced a special radio merchandising campaign on Elvis Presley's movie "G. I. Blues," currently going into national release. With the assistance of the Radio Advertising Bureau, Paramount selected 200 stations which had previously demonstrated "strong promotion-mindedness."

These stations were allocated a cash budget for a specified number of spots and told to form their own campaign based on their knowledge of their markets' needs. Thus each outlet — working, of course, with local Paramount field men and record distributors — is encouraged to devise its own contests, gimmicks, copy.

Meanwhile, veteran film composer and Academy Award Winner Dimitri Tiomkin struck a rather ominous note for film producers this month. Tiomkin is campaigning for film theme composers to be cut in on the profits from films the way that many stars, directors and producers have been for some time. Tiomkin bases his case on the growing importance of movie background music and themes — when tunes become best sellers — to a picture's box-office pull.

### Picker's Part

United Artists Records executive Vice-President David V. Picker (also an executive of the parent UA company) is currently working closer than ever with UA's indie film producers — conferring with them on eight future productions (discussing which composers and which types of material has the best potential for the singles field, etc.).

At the same time UA's artist and repertoire director Don Costa, who cut the label's best-selling film theme "Never on Sunday," has recorded the theme from the forthcoming Marilyn Monroe-Clark Gable movie "The Misfits," which will be released February 1.

Picker has been instrumental in encouraging the producers of "Paris Blues" (the Paul Newman film) to add three new Duke Ellington songs to its score, which already feature four Ellington oldies. Ellington, who wrote the movie's score, has recorded all seven theme for UA. The three new tunes were added after the picture was already in production.

### Short Score

An interesting development has ensued in the case of UA's best-selling theme-single "The Magnificent Seven" by Al Carola (No. 67 on the "Hot 100" this week). El-

(Continued on page 10)

## Chubby Checker Gets More Cash

PHILADELPHIA — Chubby Checker, whose first record, "The Twist," earned for him \$18,000 since graduating from South Philadelphia High School last June, made an appearance in Orphan's Court this past week in behalf of his guardian's request that the court increase Chubby's weekly allowance.

Appearing before Judge Harold D. Saylor, the rock 'n' roller was granted a \$50-a-week increase over the \$150 set by the court last August 31. The 19-year-old, whose real name is Ernest Evans, has his earnings protected by court decree as do other local juve record stars, including Fabian.

## LES BROWN'S ON COLUMBIA

NEW YORK—Band leader Les Brown, voted one of the deejay's favorite band leaders in The Billboard's 13th Annual Disk Jockey Poll (See poll results in this issue), is incorrectly identified on the poll as being affiliated with the Signature label. Brown recently signed with Columbia Records.

## Merc Distribs Go Independent

CHICAGO—Four major Mercury branch distributorships—in Los Angeles, Boston, Pittsburgh, and Cleveland—are being turned over to independent distributors, according to an announcement last week by Irwin H. Steinberg, executive vice-president of the diskery.

The move follows two other Mercury distributor changes made within the last month: Metro Distributing Company, headed by Carl Glaser, returning to the Mercury fold as its Buffalo distributor, and Leslie Distributors, New England, Inc., East Hartford, Conn., replacing Trinity Record Distributors Corporation, Hartford (The Billboard, December 12).

In Los Angeles, the Mercury branch was purchased by Norm Dudley, branch manager, who will retain all present personnel.

### Boston

In Boston, Dale Enterprises has purchased the distributorship including inventory and receivables. Personnel will be retained. John Penny will remain as sales manager for Mercury, and Paul Maged will continue to handle promotion for the parent firm. Joining the Dale staff are the following Mercury salesmen: Donald Grady, Nicholas Sentas and Dave Elkin.

In Pittsburgh, Bill Lawrence, Inc., takes over the Mercury distributorship. Fred Katz, who headed the Mercury sales force in the area, will remain regional sales manager for the parent label.

In Cleveland, a new firm headed by veteran Chicago distributor, Milt Salstone, takes over the Mercury line. Salstone, generally conceded to be one of the top independent grossers in the Chicago area for the past five years, opened his Cleveland offices last week (The Billboard, November 28).

M. S. Distributors of Ohio will be headed by Jack Bratler, former Roulette regional representative and veteran of the Cleveland record business. The Cleveland branch marks Salstone's first territorial expansion since he started in business in 1946. Phil Skaff will co-ordinate the Chicago and Cleveland operations for Salstone.

## Cuca Disk Colors To Match Studio

CHICAGO — Cuca Records, Sauk City, Wis., has completed work on its newly designed recording studio, named Studio A, and is issuing a new label design for 1961 to mark the event.

Cuca's new disk label will feature black lettering on red background, instead of the firm's more familiar silver on black.

Cuca also plans to sail into the new year with releases by Minnesota Marv and the Vanguards, featuring Marv Blihovda and his lead guitar man, Ed (White Lightning) Cree.

The firm's new Studio A boasts the latest in acoustical design, including complete carpeting; and the latest in equipment—Ampex multi-track stereo equipment, Telefunken microphone and a wide assortment of echoing devices.

# Columbia Notches Big Hollywood Action Year

HOLLYWOOD — The past year has seen Columbia Records grabbing a greater share of Hollywood's recording activity than at any time in the label's history. Columbia indicated its desire to build its Hollywood operation to a new level of importance a year ago when it transferred Irving Townsend to the Coast and placed him in charge of its artist and repertoire here.

Concurrent with Townsend's arrival, Columbia took the first steps toward establishing a central headquarters for the label that would house all facets of its operations with the exception of manufacturing. Heretofore, artist and repertoire, recording studios, sales and promotion were scattered in various locations. Headquarters was established in the CBS-KNX Building which until a decade ago had served as the Coast base for the CBS Network's operations. Columbia's disk studio, claimed to be the town's largest and most modern recording facility, is scheduled to be opened in February.

Aside from these physical improvements, the label's Coast recording activity has made it a more formidable competitor to the other majors here. It has become an important factor in grabbing the movie and TV sound-track plums. Columbia recently acquired the sound-track rights to the "Alamo" film, and more recently, has sewed up the "Checkmate" TV series, (revue production for CBS). Columbia currently is shipping the "Theme From Checkmate" as a single and "Music From Checkmate" is scheduled for next month's release. Johnny Williams, who writes the "Checkmate" score, was signed by Townsend as a contract artist.

Andre Previn, among the first artists signed by Townsend here, is being used by the label in all the four facets of his musical personality. The latest Previn release off to a strong start spotlights

## Bands Bringing In New Year's

NEW YORK — Bands will be "brought back" in a big way this New Year's Eve, with a flock of orchestras scheduled to "ring in the new and ring out the old" on CBS-TV, CBS Radio and ABC.

Eighteen bands will participate in CBS Radio's "New Year's Eve Dancing Party," which will run from 10 p.m. December 31 to 4 a.m. January 1. Guy Lombardo and his ork, plus several guest stars, will be starred in a special New Year's Eve show on CBS-TV from 11:15 p.m. to 12:15 a.m., sponsored by Chock Full O' Nuts coffee. The event marks the return of Lombardo to the Roosevelt Grill here, from which he has traditionally presented a New Year's Eve program.

Lawrence Welk and his crew will be all over the ABC network New Year's Eve. The regular Welk TV Saturday night show will be aired from 9 to 10 p.m.; "The Lawrence Welk Army Show" will be carried by ABC-Radio from 9 to 9:25 p.m.; and "New Year's Eve With Lawrence Welk" will be programmed from 11:45 p.m. to 12:15 a.m. by ABC-Radio. Welk will also be heard on CBS-Radio (from the Aragon Ballroom in Ocean Park, Calif., from 3 to 3:30 a.m.).

Other New Year's Eve CBS-Radio orks, all originating from ballrooms and hotels and night clubs across the country, will be Vincent Lopez, Denny Vaughan, Richard Maltby, Jimmy Palmer, (Continued on page 16)

his jazz side in "Andre Previn and His Trio Play the Music From Lerner-Loewe's 'Camelot'." On the pop side, his first for the label, "Like Love," was issued last spring. In September, he was given a semi-classical exposure doing the Gershwin "Rhapsody in Blue" and Concerto in F, with Andre Kostelanitz conducting. His next release will bring him into the full classical field.

Among the new artists signed in addition to Previn and Williams, are Hannah Dean, Dotty Walters (her next release will be issued in January), Big Miller (jazz blues singer), Mike Clifford (his initial release is due out in several weeks), actor Lawrence Harvey who is being used as a vocalist.

Artist-repertoire operations here have been increased. In addition to Townsend, Percy Faith and a recently acquired third man, Jim Harbert, handle a.&r. Some 25 Coast-based Columbia artists are recorded by this crew. The most recent Coast assignment was Johnny Mathis, who will be recording here.

## Wayne Lashes AGAC System

NEW YORK — Bernie Wayne, well-known Brill Building writer-publisher, has again attacked the so-called "collection of royalties plan" put into effect last year by the American Guild of Authors and Composers. The plan, originally instigated by AGAC several years ago, makes AGAC the central depot of mechanical royalty collections from publishers for its writer members. Wayne was a bitter opponent of the plan when it was first broached.

In a communication to AGAC executive secretary, Miriam Stern, Wayne has again pointed out that "I fail to see why I should give up 5 per cent of my royalties for the SPA (no matter what they change the name to, it'll always be SPA to me) collection plan."

"Through the years as an active member of BMI, I have fought the obvious pro-ASCAP activities of the SPA Council. Money in the SPA treasury has been used actively to demean BMI writers in the past, and make no bones about it. If this collection plan goes (Continued on page 16)

## London's Disks Made Available To Diners' Club

HOLLYWOOD — London Records, long an outspoken foe of the disk clubs, has agreed to make its product available to members of the Diners' Record Club. The Billboard learned last week. The initial London wares to be handled by Diners consists of four albums, one pop and three classical. The pop selection is a Frank Chacksfield package. The classical is divided between two Ernest Ansermet albums and one featuring Georg Solti.

The addition of the London banner to the "all-label" club's roster is the most important since Diners' concluded a deal with Decca Records a year ago. In its ad campaigns, Diners spotlights its claim that it is an all-label club. In addition to Decca, it offers albums from RCA Victor, Columbia and Mercury plus a formidable array of independents. Acquisition of London will add strength to its line-up of major wares.



\*ONE BLOW-UP SUITABLE FOR FRAMING OF THE ABOVE PHOTO OF GEORGE GOLDNER WILL BE GIVEN ABSOLUTELY FREE TO THE FIRST 8 DISTRIBUTORS ORDERING 50M OR MORE OF THE RECORDS BELOW!

ME GO UP? HELL NO! I JUST MADE A DEAL WITH CAPE CANAVERAL. THEY'RE USING OUR NEW RELEASES INSTEAD OF ROCKETS—THEY SAY THEY'LL SHOOT UP FASTER. THE HIGH FLIERS THAT ARE ZOOMING: "YOUR OTHER LOVE" BY THE FLAMINGOES, END 1081; "FLAMINGO EXPRESS" BY THE ROYALTONES, GOLDISC 3011; AND "TEENAGE VOWS OF LOVE" BY THE DREAMERS, GOLDISC 3015...WE'RE ALSO SHOOTING FOR THE MOON WITH "FORMULA OF LOVE" BY LITTLE ANTHONY AND THE IMPERIALS, END 1083.

**END RECORDS** 1650 BROADWAY  
NEW YORK, N. Y. **GOLDISC RECORDS**

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

**A** The record manufacturers themselves!

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

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

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

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

## MOTION PICTURE REVIEW

### Cantinflas Stuck With Sticky Story

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

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

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

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

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

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

Sam Chase.

★ ★ ★

## LEGIT REVIEW

### Lucille Ball Tame in 'Wildcat'

The new Lucille Ball musical, "Wildcat," which opened at Broadway's Alvin Theater, December 15, drew mainly lukewarm-to-bad reviews from local critics, and by the time this reviewer caught it (December 22) the star was suffering from what sounded like a bad case of laryngitis.

Consequently, whatever radiance and showmanship she displayed opening night was considerably dimmed. Since Miss Ball has repeatedly demonstrated on TV that she is a sock performer with strong personal magnetism, it is difficult to understand how she allowed herself to be so badly misused. The book is bad, direction uninspired, costuming unattractive, and characterizations stereotyped.

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

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

June Bundy.

## Film Themes Link Trades

• Continued from page 8

mer Bernstein's film score was too short (about 20 minutes) for an album, so no sound-track LP was issued. However, UA has received so many requests for an LP as the result of the singles click that it is now planning to augment the sound track and bring out an album.

Among the forthcoming UA productions which have hit theme potential are Lana Turner's "By Love Possessed," for which Sammy Cahn is writing a special theme; "The Naked Edge," and the Gary Cooper-Deborah Kerr starrer with score by William Alwyn. Also Frank Sinatra's Essex Productions signed a \$15 million pact with UA this month. His first film will star Dean Martin, Peter Lawford, Sammy Davis Jr., Joey Bishop and, of course, Sinatra.

Another potent source of potential hit singles should be theme music featured in a \$55 million product program (including "By Love Possessed") set by the Mirisch Company with UA for 1961 and 1962. The Mirisch Company produced "The Apartment" and "The Magnificent Seven," which in turn produced two top-selling singles for UA.

Movie themes on the charts this week include two versions of "Exodus" by Ferrante and Teicher (No. 5), and Mantovani (no. 70); "North to Alaska" by Johnny Horton (No. 6); "Ballad of the Alamo," by Marty Robbins (No. 38); "Pepe" by Duane Eddy (no. 88); "Gloria's Theme" from "Butterfield 8" by Adam Wade (74); and "Ruby" (from an old Jennifer Jones movie) by Ray Charles (No. 32).

# JOHNNY TILLOTSON'S NEW RELEASE

**JOHNNY TILLOTSON**  
• JIMMY'S GIRL •

CADENCE 1391



**CADENCE 1391**

## GERMAN Newsnotes

By JIMMY JUNGERMANN  
Producer, Bayerischer Rundfunk,  
Munich

**PUBBER ROW:** Music publisher Will Meisel has the German rights of four compositions by Don Jaime Mora de Aragon, brother of Dona Fabiola, Queen of Belgium: "Fabiola," "Bruselas," "Vals De La Reina," "Espanola Y Soberana." ... Werner Leismann's "So Long," published by Royal Verlag in Munich, is in Radio Luxembourg's Top 20. ... Music publisher Hans Lang has the world rights to a new song "Du Kommst," music by Werner Bochmann, words by Else Bree. ... When Peer's Theodor O. Seeger looked for a new hit in the States, he found a new dance, the Pachanga. Now the first German Pachanga is on the market, a Polydor disk by singer Audry Arno and the band of Hazy Osterwald.

### Mercury Push

• Continued from page 3

ducted by Antal Dorati, and features a full stereo effect with three orchestras.

"Verdi Rigoletto" is the label's de luxe opera package, featuring the complete opera in three acts, conducted by Gianandrea Gavazoni. Soloists are Alfredo Kraus, Ettore Bastianini, Renata Scotta, Ivo Vinco, plus a chorus and orchestra of the Maggio Musicale Fiorentino.

Mercury kicks off its new International Series with a "Music of The Toreador" album. Raimundo Nunez conducts a band playing at the Plaza Mexico, Mexico City's bullring. The International Series albums will feature authentic music by musicians of various countries.

In Mercury's regular (\$3.98) line the label is planning a full selection of releases headed by the Platters, "Life Is Just A Bowl Of Cherries"; Brook Benton, "Golden Hits"; and Jose Melis, "Jose Melis on Broadway."

The firm's sales and promotional staff plans to spend the remainder of December and the first week in January touring various marketing areas with sound films and demonstration tapes.

### Scandinavian Exec

• Continued from page 3

Fremer said he expects similar de luxe packaging will be applied to his company's album product abroad. Fremer presented Basie with a special gold disk (in appreciation of the Count's sizable album sales in the Scandinavian countries) during the orchestra's recent concert at Carnegie Hall here.

## DANISH Newsnotes

By TED WOLFRAM

Care of American Express,  
Copenhagen

**TALENT TOURS:** "TV in Tivoli," Saturday (17) night TV show, sent out over the Nord-Vision (Scandinavian) networks from the big stage of Tivoli's Concert Hall, presented such platter "faves" as Jan and Kjeld, Otto Brandenburg, Hans Kurt, Birthe Wilke, Four Jacks, the Blue Boys—and the Slovske Octet, from Jugoslavia. ... Big Christmas (charity) show, in the Forum, Sunday (18), had Jorgen Winckler, singing "White Christmas," and the famous pipe band of the Gordon Highlanders. TV Christmas concert, Saturday (17), had Mogens Ellegard, accordion virtuoso, who recently re-

**HOT WAX:** Billy Vaughn's "You Belong to My Heart" has reached 50,000 mark in Germany. ... U. S. hit "Mule Skinner Blues" is sung by Peter Alexander and Bill Ramsey on Polydor with German lyrics by Kurt Feltz. ... A U. S.-Hawaii song, 44 years old, is a new hit in Germany. It's "Aloha Sunset Land," published by Sam Fox, sung by Margot Eskens on the Polydor label as "Du Kommst Von Weit, Weit Her."

**NEW WAX:** Ariola issues a new record by Kurt Henkels and Lis Schwabing College Swingers: "Papa Liebt Mama" b-w "Baubles, Bangles and Beads." ... The most important music numbers are cut in the German version of U. S. film musical "Can Can." So the Bavarian Radio Station at Munich broadcast a Capitol disk with the sound track from "Can Can." The show was called "Songs From 'Can Can' You Didn't Hear in 'Can Can.'"

**PERSONALS:** Box champion Bubi Scholz stars in a film musical "Gehn Sie Nicht Allein Nach Haus," produced by Munich's Tele Film. ... British bandleader Reg Owen will conduct the Variety and Dance Orchestra of Radio Frankfurt once a month in a 45-minute show.

## BELGIUM Newsnotes

By JAN TORFS

Juke Box Magazine,  
Mechelen, Belgium

**PROMO PUSH:** Siemens, Belgium, is making big publicity for Johnny Tillotson's "Poetry in Motion" and Jackie Wilson's "Alone at Last," while Mercury is pushing "I'll Save the Last Dance for You" (Damita Jo) and "Someday You'll Want Me" (Brook Benton).

**NEW VOICE:** New name on the Barclay label: Gillian Hills, 16 years old, already known to movie-goers for her appearance in European pictures. Gillian recorded, amongst other titles, two tunes from Marilyn Monroe's "Let's Make Love" in French.

**PERSONALS:** The well-known French orchestra leader Camille Sauvage was badly hurt in a car crash near Reims. ... F. R. Faecq of World Music Publishing Company and Palette Records, arrived in Brussels from a business visit in South America.

The Chakachas, currently playing at the "Grotta del Piccione" in Rome, have won enthusiastic acceptance. An Italian film company has already made a sound track with this Belgian group for the new film "Un Marziano Sulla

### Best-Selling Pop Records in HOLLAND

Week ending December 24, 1960  
(Courtesy Foon-Plateau, Amersfoort)

Last Week	This Week	Title	Artist
2	1	O SOLE MIO (It's Now or Never)	Elvis Presley (RCA)
1	2	RAMONA	The Blue Diamonds (Decca)
3	3	NEVER ON SUNDAY	Melina Mercouri, Dalida, Lale Andersen, Anneke van Hooff, Mieke Telkamp (no labels listed)
4	4	EVERYBODY'S SOMEBODY'S FOOL	Connie Francis (M-G-M)
6	5	MIDI MIDINETTE	Conny (H. M. V.)
5	6	BARCELONA	De Wilmary's (Fontana)
7	7	ROCKIN' BILLY	Ria Valk (Fontana)
—	8	WHITE CHRISTMAS	Blue Diamonds (Decca)
8	9	TELEPHONE BABY	Johnny Otis (Capitol)
9	10	SO SAD/LUCILLE	Everly Brothers (Warner Bros.)
18	11	ARE YOU LONESOME TONIGHT?	Elvis Presley (RCA)
10	12	WIR WOLLEN NIEMALS AUS EINANDER GEHEN	Heidi Bruhl (Philips)
11	13	APACHE	The Shadows (Columbia)
14	14	WEIT IST DER WEG	Freddy (Polydor)
12	15	MY GIRL JOSEPHINE	Fats Domino (Imperial)
—	16	MAN OF MYSTERY	The Shadows (Columbia)
13	17	ONLY THE LONELY	Roy Orbison (London)
17	18	LET'S HAVE A PARTY	Wanda Jackson (Capitol)
19	19	PLEASE HELP ME, I'M FALLING	Hank Locklin (RCA)
—	20	MARY'S BOYCHILD	Harry Belafonte (RCA)

Terra" (A Martian on Earth). More background music has been cut for another Italian film "La Ragazza in Ventrina."

**STILL ON TOP:** In the meantime, Belgium is going "Elvis all the way" with "It's Now or Never" still number one on the hit parade, and "Are You Lonesome Tonight" getting tremendous momentum. The album "G. I. Blues" will be the best selling album during this hot month of December.

**NEW RELEASES:** Lou Neefs' first part in an original TV-musical "Anita My Love," met with great success and Palette rushed out a disk with two tunes from the musical: "Anita My Love" and "El Corococo," both penned by Hans Flower. ... Camillo Felgen, deejay on Radio Luxembourg and successful recording artist ("Sag Warum!") cut a new record for Electrola: "Nur Ein Schatten," a German version of "City of Tears." ... Polydor, Germany, bought the world rights for all Lorne Lesley recordings, made in Belgium by the Ronnex label.

**ON THE MOVE:** "Kili Watch" by the Belgian rock group, the Cousins, is climbing rapidly to the top of our best sellers and could break internationally. Already number seven on our charts, the original has been covered in France by Bob Azzam and Johnny Halliday.

### Best Selling Pop Records in INDIA

For December, 1960  
(Courtesy, The Voice, Calcutta)

1.	IF SHE SHOULD COME TO YOU	Anthony Newley (F)
2.	IT'SY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	Brian Hyland (HLR)
3.	TELL LAURA I LOVE HER	Ricky Valance (DB)
4.	MUSTAPHA	Bob Azzam (F)
5.	THE FAITHFUL KIND	Frankie Avalon (POP)
6.	JEALOUS OF YOU	Connie Francis (M-G-M)
7.	PLEASE DON'T TEASE	Cliff Richard (DB)
8.	IMAGE OF A GIRL	Mark Wynter (F)
9.	DOWN YONDER	Johnny and the Hurricanes (HLX)
10.	SPRING RAIN	Pat Boone (HLD)

## HOLLAND Newsnotes

By FRITS VERSTEEG  
P. O. Box 26, Amersfoort,  
Netherlands

**HOT WAX:** The two top-selling records here, Elvis Presley's "O Sole Mio" (RCA) and Blue Diamonds' "Ramona," reached the 100,000 mark within 10 weeks after release. Usually this figure is reached after some six months in the top position.

The coming year will be a bright one for Elvis Presley. His recent RCA recording of "Are You Lonesome Tonight" caused advance orders of 500 copies by some leading dealers. And that is quite an unusual situation in this country. His Paramount film, "G. I. Blues," will be released here during January. Inelco-Holland is preparing a heavy promotion of the LP under the same title.

Leading dealers and sales managers of disk companies made it

clear that this season will rival the big business of 1956 and 1957. One of them showed that his sales figures are higher than during those peak years. There are three LP's out-selling all others, the Dutch version of "My Fair Lady" (Philips), the third Toon Hermans LP from his "One Man Show" (H. M. V.) and the Decca LP "Always, the Blue Diamonds."

**DISK DATA:** Carla van Renesse of "Paper Roses" fame recorded a Dutch version of "The Green Leaves of Summer" (CNR).

**PERSONALS:** Henk Kervezee, Rood Recordings' publicity manager, will leave the company. William Scheurkogel will take his place and he formerly was in the press department of the U. S. Embassy. ... Hans van Zeeland, of the same company, visited Belgium to build up the Top Rank label in that country.

## ITALIAN Newsnotes

By SAM'L STEINMAN

Piazza San Anselmo 1, Rome

**MUSIC FAIR:** An International Salon of Music which will remain open for one month was inaugurated December 16 at Permindex, the World Trade Center. In addition to an exhibit of African Music provided by the British Council and one of Chopin by the Polish Embassy, two music bars are available to enable visitors to hear Italian and foreign records of today and of the past. Record and instrument manufacturers and publishers of 25 countries, including the U. S. are participating.

**ROYALTIES:** According to the Italian society of Authors and Editors (SIAE), 48 per cent of Italian music royalties come from the U. S. South American countries provide 13.5 per cent, England 10, Italy 8.5, France 8 and the rest of the world 10. During the first six months of 1960, seven million copies of the records of Domenico Modugno, Renato Rascel and Umberto Bindi were sold throughout the world and these worthies had 12 million juke plays.

**FESTIVAL NEWS:** With the elimination of the national prize referendum when the government refused to okay it, San Remo will try a new type of referendum without prizes. The commission, choosing songs, has eliminated most of the more than 400 entries. The remaining 50 must be cut down to 24. It now seems

likely that the two top music shows, Canzonissima and the San Remo Festival, will be merged to one in 1962. ... Meanwhile, the promoters of the Naples Festival are sitting tight with their prize referendum plan in the hope that there will be a new government with different ideas by mid-year.

**DISK DATA:** The first 500 of the 4,000 Cineboxes which will be distributed in Italy are ready for circulation. The first recording artist to be seen and heard will be Mina, Domenico Modugno, Gino Paoli, Giorgio Gaber, Tony Renis, Sandy, the Two Corsairs and the Ugly Ones. ... Teddy Reno has left RCA Italiana to form his own disk house. He has also signed Henry Wright, American singer.

**PERSONALS:** Musician Lallo Gori retired from San Remo selection jury because of "illness," but it is more likely that his chief, Sergio Pugliese of RAI-TV indicated that he did not want any of his personnel in this activity. ... Cornell MacNeil of the Metropolitan Opera home for Christmas and to arrange next summer's recording schedules in Rome. ... Adriana Martino is recording a special album of songs selected by Cesare Valbrega for RCA Italiana under the title of "The Splendors of Italian Vocal Numbers." It will cover outstanding music of three centuries. ... Latest success by Gianni Meccia is entitled "Il Pull-over," a bilingual title typical of current Italian pop songs. ... Graz, lots!

## Columbia's 13% Sales Boost

• Continued from page 3

purchased the Australian Record Company, as an addition to its now world-wide foreign business. The firm also opened up new headquarters and facilities in Canada.

In the U. S. Columbia began operations at new manufacturing facilities at Pitman, N. J. This new plant is Columbia's fourth, the others being located in Connecticut, California and Indiana.

In April 1960 the diskery inaugurates "Playback," a five-minute TV program produced and sponsored by Columbia, and featuring the label's top artists, both classical and popular. "Playback" is on TV in New York and Los Angeles, and will soon be shown in Chicago.

Lieberson also mentioned Columbia's consolidation of Epic's sales set-up, in November of 1960, and stated that the changes would help the sales strength of the subsidiary label.

Lieberson said that Columbia's dominance in the album field was

continued in 1960 with the strong sales of such hot pop artists as Mitch Miller, Johnny Mathis, Ray Conniff and Percy Faith. He noted that in the singles field the Percy Faith disk of "Themes From a Summer Place" had passed the million mark in sales.

Columbia Records in 1960 signed new long term pacts with the Philadelphia Orchestra with Eugene Ormandy, the New York Philharmonic, and Leonard Bernstein. Lieberson also pointed out that Columbia had three of the hottest musicals on wax in 1960, "Bye Bye Birdie," "Irma La Douce" and "Camelot." According to the Columbia president "Camelot" has passed the 200,000 mark in sales in less than a month.

when answering ads . . .

**SAY YOU SAW IT IN THE BILLBOARD!**

AND NOW . . .

*Dot* RECORDS presents



LAWRENCE WELK'S  
NEWEST SMASH ALBUM

*Dot* RECORDS

**CALCUTTA!**

**LAWRENCE WELK**

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

DLP-3359



"THE NATION'S BEST SELLING RECORDS"

# Postpone Allan Suit Against Tony Bellus

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

Allan filed a second amended complaint in Cook County Circuit

Court here, last week, seeking an accounting of funds from the accordion-playing rock and roll singer.

Allan also claimed breach of contract and asked the court to enjoin Bellus from further appearances without Allan's consent. Donald Merrill, who was Bellus' co-manager along with Allan, was named a co-defendant in the suit.

### Postpone

A court order placed the suit on the servicemen's calendar, from which it will have to be reinstated to the regular calendar after Bel-

lus' discharge from the Army, some two years hence.

The Bellus-Allan-Merrill management pact was entered into May 1957. Bellus has since been active in both personal appearances and recording dates. Last year, his "Robbin' the Cradle," on NRC, was on the charts for some weeks.

Allan and Bellus reportedly had a falling out about two years ago, at which time Merrill took over management of the singer. The original management pact signed by the trio would extend through 1964.

# CLGA ELECTS OFFICER SLATES

HOLLYWOOD—The Composers and Lyricists Guild of America elected the following as its officers on both Coasts: The Western slate was re-elected, including President Leith Stevens, Second Vice-President Davis Raksin, Secretary-Treasurer Jerry Livingston. Johnny Green remains as special assistant to the president.

On the East Coast, Elie Siegmeyer was elected first vice-president, John Gart as third vice-president, and David Terry as assistant secretary-treasurer, the post formerly held by Gart.

# Fields Disks Teach Piano

NEW YORK — Pianist Irving Fields, with some two dozen LP's on the market for at least eight different labels, has wrapped up plans for his own record company. Following the booming trend of instruction by disk, Fields is issuing the first in a series of records which will teach the rudiments of playing a musical instrument. The initial release, naturally, covers the basics of the piano.

The initial release, "E-Z Learn Piano Lessons With Irving Fields," is expected to be followed by further keyboard releases after the first one has paved the way. Additional releases will be issued as frequently as warranted. Instruction for other instruments also may be expected.

# Singer Denies FTC Charges

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

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

# Fedderson in Ballroom Deal

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

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

# Jingle Producers Form New Label

NEW YORK—FTP Records, a new label, has been formed, here by Forell, Thomas and Polack Associates, radio and TV jingle producer. Associated publishing firms will be FTP Music (ASCAP) and Rell-Tom-Pol Music (BMI). Jerry Field has been named vice-president and general manager of all three firms.

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

**REDD  
FOXX  
ALBUMS**

**HEAT  
HOLIDAY  
SALES**

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

**DOOTO**   
REG. U.S. PAT. OFF.

# 1960 CHART CHRISTMAS RECORDS

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

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

CHIPMUNKS & DAVID SEVILLE (LIBERTY) MELODEERS (STUDIO)

**MY SINCERE THANKS TO EVERYONE**

ST. NICHOLAS MUSIC INC.  
1619 BROADWAY, N.Y.C.

*Johnny Marks*  
WORDS AND MUSIC

**Have A Snow Ball!**

**LITTLE DRUMMER BOY**  
and Leroy Anderson's  
**SLEIGH RIDE**  
Both Widely Recorded

Leroy Anderson's  
**BLUE TANGO**  
A Billboard & Cash Box Pick  
Lester Lanin on Epic  
Bill Black & Combo on HI

**CORRINA CORRINA**  
A Brand New Version  
Ray Peterson on Dunes

**LONESOME AND SORRY**  
Laurie Sisters on MGM

**I CAN'T GIVE YOU ANYTHING BUT LOVE**  
Joni James on MGM

**MILLS MUSIC, INC.**  
1619 Broadway, New York 19, N. Y.

**TALENT HUNT**  
Rock and Roll Vocalist  
Through January 15, 1961.  
No tapes. Mail demos, photos to Marvin Cane  
**COED RECORDS**  
1619 Broadway New York  
Rejections promptly returned.

# Start making it a Happy New Year Now!

## WITH The Platters



### IF I DIDN'T CARE

B/W

### TRUE LOVER

71749



Celebrate the  
New Year with  
other new hits  
from MERCURY

Before I Fall  
In Love Again  
CLYDE McPHATTER  
71740

We Have Love  
Dinah WASHINGTON  
71744

Don't Read  
The Letter  
PATTI PAGE  
71745

Guess Things  
Happen That Way  
JUNE VALLI  
71750

Poor Me  
JIVIN' GENE  
71751

## Fresh Life to Dated Records

• Continued from page 3

little as two weeks. A number of titles of the reactivated disks will be recalled by tradesters. "Peppermint Sticks" by the El Chords on the Good label is one of them. Others would include "There's a Moon Out Tonight," by the Capris; "Baby Oh Baby," by the Shells on the Johnson label and "Bong Bong" by Vince Castro, originally cut by Charlie Merenstein for Apollo. This disk was recently bought by Apt Records and reissued as "Bongo Twist." Still another is "Tonight Tonight," by the Mellokings on Herald.

Rose and Fredericks, between them, have been able to generate enough excitement over given disks that manufacturers will reissue them. In cases like this, Rose will often get a two-week exclusive before the disk is distributed to other dealers.

Fredericks notes that the requests show a definite preference

for groups, to the point where old r.&b. groups are sometimes bought back together to re-record disks which were hits for them earlier. A notable exception to the group idea, however, is the now-famous "I Put a Spell on You," by Screamin' Jay Hawkins. This disk has generated considerable renewed interest already.

### More Success

The success of the local team operation has had reflections in other territories as well. These are the same type of records for which Alan Freed was most famous in his Cleveland and New York heyday. Now Freed is also programming this kind of material on the West Coast with considerable success.

Meanwhile, a number of other stores in various sectors are putting increased emphasis on the old-record idea. Among these are Frank Guida's Birdland Record store in Norfolk; Archie's in Richmond, a branch of Pat's One-Stop; and Paul Keyser's Record Bar in Jacksonville. An example of the desire for these disks from all over the map, is the fact that Rose's Times Square store has also embarked on a mail order operation. He'll ship the disks anywhere if payment is received in front.

Beyond this, Fredericks can't explain it, but he has received requests for plays of these disks from as far away as England and Buenos Aires, Argentina. It has been noted, too, that many jocks are now featuring at least a smattering of old-disk programming among the top 40 hits of the day. Many tradesters, noting the general decline in sales of even big singles hits today, look to the phenomenon of the revived old record as proof of what the teen buyers really want.

## Paper Does Disk Spread

COPENHAGEN — Politiken, local newspaper, devoted almost an entire page of text and an editorial in its December 18 edition to phono records. The big spread was head-lined in two colors, "Cheerio to Stereo!" "Platter Christmas," "Four Million Platters This Year."

It carried pictures of Leonard Bernstein, Melina Mercouri, and Julian (Cannonball) Adderley.

Three music critics contributed their views on records: Frede Schandorf-Petersen, Borge Roger-Henricksen, and Otto Leisner.

The Fona Radio form, which controls 30 retail phono outlets—18 in Copenhagen, and 12 in other cities of Denmark—contributed its views on records and its selection of the 10 "Tops" of the year, in the three categories. The point was made that since 1957, the sale of phono records has doubled in this country.

## Folk Showcaser To Open in Philly

PHILADELPHIA — Flushed by success of the folk singers in selling across the record counters and in the local concert halls during the past year—grossing bigger than the better known jazz names—a showcaser for folk talent will be opened here December 26.

Manny Rubin, who operates the popular Proscenium coffee house, branches out with another non-alcoholic room which he will call The 2nd Fret. Also located in the center of town, Rubin will feature folk singers and musicians. He is also shopping around for off-beat comics for the room which will be set up like a nitery but without a liquor bar or liquor license.

## Jazz Makers Play It Cool

• Continued from page 4

compact 33 single seriously however, are Riverside and Verve. President Bill Grauer of Riverside is launching a strong program of some 15 compact 33 singles featuring such top artists as Cannonball Adderley, Thelonious Monk, Chet Baker and Wes Montgomery. Due for release in January, this line of singles in both mono and stereo will not only be slated for juke box exposure but also for general retail consumption. The firm is going to special pains to package and merchandise the product at the retail level. Grauer explained that Riverside was making this move because he felt the 33 would bring the adult back to the singles market.

Verve, as an important jazz addition to M-G-M, has issued 20 singles in the new form, four each by Ella Fitzgerald, Anita O'Day, Johnny Hodges, Stan Getz and Oscar Peterson. This is iden-

tical with the batch Verve issued as part of its "Artists" Seeburg tie. These same disks have been made available to distributors for retail release. Other sides are due in the early part of 1961.

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

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

## Victor Readies

• Continued from page 8

ond McDowell Piano Concerto and the Prokofieff No. 3. The other Rubinstein release features the pianist playing Mozart's Piano Concerto No. 24.

Other Red Seal sets feature Gary Graffman, Jaime Laredo, Henryk Szeryng, Julian Bream, and Gregor Piatigorsky. The Victor concert month will be backed with a strong promotion and advertising campaign, and there are many items being made available for use in dealer stores. There will also be a window promotion contest for dealers.

Also in January, Victor is issuing two new "Living Strings" sets on the low-price Camden label. One features music of Hawaii, the other music from "Camelot." Other Camden sets for January spotlight the original-cast recording of "Wish You Were Here," plus albums by Frank Simms and His Minstrels, Armando Trovajoli, Frankie Carle, Tommy Dorsey and his ork with Frank Sinatra and Jo Stafford, George Beverly Shea, and Geraldo and his ork.

## Wayne Lashes

• Continued from page 8

through and the till gets loaded, I foresee a tremendous increase in anti-BMI propaganda emanating from SPA headquarters. It seems the height of folly to me to stuff the coffers that will eventually defile me."

Wayne pointed out that in his opinion, the Guild was progressing from what he called "one step to another." These were outlined as (1) voluntary enrollment in the plan, to (2) compulsory enrollment, to (3) power of attorney to the president, treasurer and executive secretary of SPA. The final step, according to Wayne, was a clause in the new agreement form which reads: "The council of the Guild shall, from time to time, be entitled to make reasonable rules and regulations which may be necessary or desirable to implement the collection plan and I agree to abide thereby."

## New Year's

• Continued from page 8

Jan Garber, Jimmy Carroll, Count Basie, Lester Lanin, Glenn Miller-Ray McKinley, Chuck Foster, Al Donahue, Art Gow, Teddy Phillips, Clyde McCoy, Eddy Howard and Anson Weeks.

The CBS remotes will follow the year out across the country—originating from New York, Montreal, Syracuse, New Orleans, Washington, Chicago, San Antonio, Denver, Tulsa, Okla.; St. Louis, Palm Springs Calif.; Los Angeles, and San Francisco.

## Dot Opens Up Houston Outlet

HOUSTON — A Houston wholesale distribution branch of Dot Records, Inc., has been opened here. All South Texas, including the Rio Grande Valley and Southwestern Louisiana, will be serviced by the local branch.

Norman D. Baxter has been named manager of the local branch operation. He joined the firm this year as a sales and promotion representative. The local outlet will operate under the name of Dot Records Distributing Corporation.

Dot's albums and single disks formerly were shipped to Houston area record dealers from the company's Dallas office.

Another Reader-Advertiser Benefit of the

## NEW BILLBOARD

Exclusively for the Music-Coin Industry

### Later News, Reviews, Charts and Price Lists

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

## BILLBOARD MUSIC WEEK

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



Watch for the  
**NEW Billboard**  
Coming January 9

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

If you're a man who takes pride in his work, you're a man who reads his business paper carefully. Cover to cover. Advertising as well as editorial pages. Why? Because—as a man who gets a kick out of doing a great job—you know there's no better place to get so many good, practical ideas you can put to work with extra profit to yourself, and your firm than in your business paper.



PHOTO ON LOCATION BY ENHARBANE

Where there's  
business action,  
there's a  
businesspaper

## The Billboard

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS



# THANKS KNUZ, HOUSTON

FOR BREAKING THE BIG COMEDY ALBUM OF 1961!

# THE HUMOROUS WORLD OF JUSTIN WILSON

AND TO STEVE PONCIO, UNITED RECORD DISTRIBUTORS WHO HAS ALREADY SOLD

# 19,500 COPIES IN HOUSTON!!

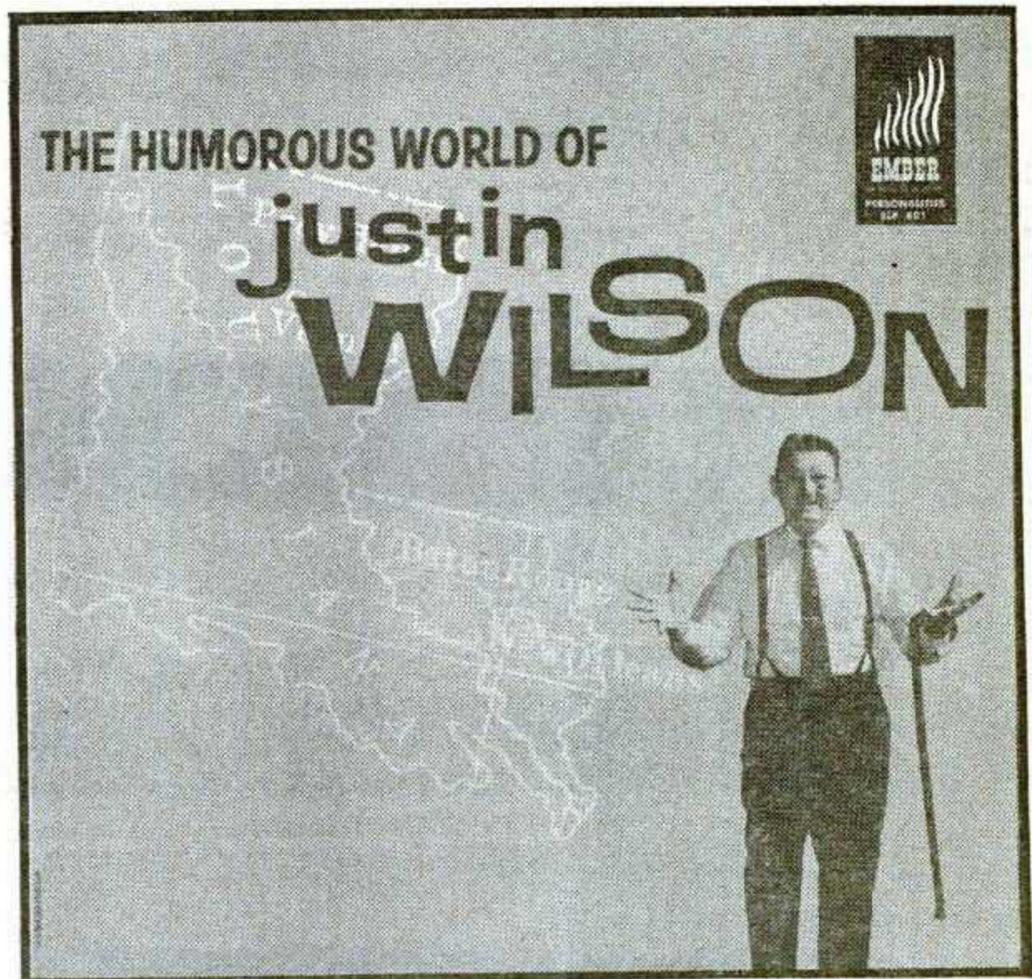
Here's a big thanks to Radio Station KNUZ, Houston, who broke this new comedy album on our Ember Label and started the landslide of orders to Steve Poncio, our Houston distributor. He has sold 19,500 copies of THE HUMOROUS WORLD OF JUSTIN WILSON album since December 12th. Our thanks, too, to Rocky Rolfe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

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

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

*Al Silver*

EMBER RECORDS



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

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

ALBANY, NEW YORK  
Delta Dist.  
1122 Broadway  
ATLANTA, GA.  
Dixie Dist. Co.  
1235 Techwood Drive, N.W.  
BOSTON, MASS.  
Dale Enterprises  
792 Commonwealth  
BUFFALO, NEW YORK  
M & N Dist.  
620 Washington Ave.  
CHARLOTTE, N. C.  
Bertos Sales Co.  
2214 Moorehead

CHICAGO, ILL.  
All State Dist.  
1450 S. Michigan Avenue  
CINCINNATI, OHIO  
Cosnat Dist.  
27-29 W. Court St.  
CLEVELAND, OHIO  
Cosnat Dist.  
1233 W. 9th St.  
DALLAS, TEXAS  
Big State Dist.  
1337 Chemical St.  
DENVER, COLO.  
Pan American Dist.  
36 S. Santa Fe Dr.

DETROIT, MICH.  
Aurora Dist.  
3731 Woodward Ave.  
EAST HARTFORD, CONN.  
Trinity Dist.  
477 Park Avenue  
EL PASO, TEXAS  
M. B. Krupp  
309 S. Santa Fe St.  
GREAT FALLS, MONT.  
Music Service  
204 S. 4th St.  
HIALEAH, FLA.  
Tone Dist.  
495 S.E. 10th Court

HONOLULU, HAWAII  
Microphone Music  
1244 College Walk  
HOUSTON, TEX.  
United Dist.  
1613 St. Emanuel St.  
INDIANAPOLIS, IND.  
Hoosier Record Dist.  
726 Russell Ave.  
LOS ANGELES, CALIF.  
Record Merchandising  
2580 West Pico Blvd.  
MEMPHIS, TENN.  
Music Sales Co.  
1117 Union Ave.

MILWAUKEE, WISC.  
John O'Brien Dist.  
2830 West Villet St.  
MINNEAPOLIS, MINN.  
Jather Dist.  
730 Lyndale St., N.  
NASHVILLE, TENN.  
Southern Dist.  
147 Lafayette St.  
NEWARK, N. J.  
Cosnat Dist.  
415 Halsey St.  
NEW ORLEANS, LA.  
Pelican Record Dist.  
616 Girard St.

NEW YORK, N. Y.  
Alpha Dist.  
457 West 45th St.  
OKLAHOMA CITY, OKLA.  
B & K Dist.  
608 N. Hudson St.  
PHILADELPHIA, PA.  
Chips Dist.  
1415 N. Broad St.  
PITTSBURGH, PA.  
Cosnat Dist.  
2226 5th Ave.  
SALT LAKE CITY, UTAH  
Great Western Dist.  
1364 South 2nd St.

SAN FRANCISCO, CALIF.  
Eric Dist.  
1251 Folsom  
SEATTLE, WASH.  
C & C Dist.  
3711 Hudson St.  
ST. LOUIS, MO.  
Robert's Record Dist.  
1906 Washington St.  
WASHINGTON, D. C.  
Schwarz Bros.  
901 Girard St., N. E.  
WEST TORONTO, CANADA  
Raleigh Record Sales Ltd.  
108 Wellington St.

# 3 Fed. Agencies Watch For Payola Resurgence

• Continued from page 1

engulf the music business. The music trade press had for years been lamenting the low estate of competitive practices in music distribution, but until the subcommittee's interest appeared, the Commission was content to do nothing. (Recent stories in The Billboard report increasing and continuing study of the popular music business practices by the agency.)

### How It Looks

Here is how the popular music business looked to the subcommittee as it began its probe: "Complaints of corruption in the complex distribution system of popular music... painted a picture of a unique and colorful American in-

dustry of constantly growing economic and cultural importance that was shot through with hidden deals, discriminatory and collusive practices, and, in general, a shockingly low ethical standard of competition."

Worse than the business corruption, in the subcommittee's view, was the way the marketers of popular music "had found in our publicly owned and licensed broadcasting facilities the ideal medium for the commercial promotion of their wares."

The full House Commerce Committee is already committed to act on the probers' strong recommendation that networks be regulated by the FCC. The staff report, analyzing forms of payola, includes ownership of music interests by deejays, and similar interests of networks. It points out "an analogous pattern, whereby interests of networks either own or are under common control with music publishing companies, record manufacturing, pressing and distributing companies, talent management concerns, etc." An interim report of the staff had also mentioned tie-ins with Hollywood movie firms.

The report singles out the ABC-Paramount network for "being the only one to require programming personnel to divest themselves of music interests," while the net keeps its own Am-Par Record Corporation, and subsidiary music publishing firms. The other two nets, with similar music interests, did not require divestiture by their employees. ABC Chief Goldenson's comment that it was "different" for deejays to own conflicting programming interests, as against net ownership, brought probers' comment: "This is a distinction without any real difference."

Also in connection with network licensing, the report points out the pressure on music and TV programming made by the "rating" scramble. It recalls testimony of Bob Clayton, Boston deejay with 17 years' experience, who said that mediocre "top 40" type programming resulted when a radio station had to meet rating competition in the area, to keep advertising revenue. "The ratings have the most influence on the kind of music you hear," said Clayton.

### Special Report Due

The staff says that a special report is due out of the American Statistical Association, in the near future, to test the validity of the ratings. In addition, the document of the payola probers recommends a full Congressional study of "how far broadcast program content and balance should be determined" by the appraisals of the rating services on audience size.

Counsel Lishman, commenting on the report, said they did not intend to "pin the blame" solely on government regulatory agencies. Many regulatory failures grow out of obsolete commission laws, lack of funds and lack of personnel. The report says that agencies like the FCC and the CAB, originally ordered to "foster" as well as "regulate" an infant industry like aviation or broadcasting, have an entirely different problem now that these are "thriving industries."

Lack of network regulation by the FCC is a case in point. Program responsibility of the individual licensee is given over to net-

# Ruth Lyons Yule Fund Hits \$300,000

CINCINNATI — Ruth Lyons' Christmas Fund, conducted annually in the WLW-WLW-T listening area thru her "50-50 Club," simulcast Monday thru Friday, 12 noon to 1:30 p.m., over the Crosley Broadcasting Company's four-city hook-up (Cincinnati, Columbus and Dayton, O., and Indianapolis), this season netted an all-time high of \$296,000 by mid-week last week, some \$53,000 over last year's final total. At the final count to be made this week, the total is expected to exceed the \$300,000 mark.

This was the 20th year for the Christmas Fund drive, which gets under way each year several months before the yule season. Listeners who contribute to the fund are permitted to participate in periodic drawings for valuable prizes, including such items as automobiles, color TV sets, mink stoles and the like, donated by the show's sponsors and other merchants in the WLW listening area. This year's drive had its climax Sunday afternoon (18) in an hour-and-a-half program over WLW-T, when final drawings were held and phone calls made to some 70 winners.

Money derived thru the fund is donated in its entirety each year to children's hospitals in the Crosley Broadcasting listening area for new construction and the purchase of new equipment. Miss Lyons originated the Christmas Fund idea on WKRC radio 20 years ago. Since joining WLW in 1947, Miss Lyons reportedly has raised more than \$1,600,000 thru the Christmas Fund.

# Audio-Visual Package Set By Columbia

NEW YORK — The Columbia Record Club has set the firm's audio-visual program, called Panorama, as a subscription service for members of the Columbia Record Club. Panorama is a combination record-slide film package, which contains a compact 33 record, a color slide projector, and a package of 32 single-frame, 35mm. color slides, as well as an illustrated booklet. The book and record describe the subject of the slides.

The first offerings from Panorama cover art, travel, nature and science. Top names in the field describe the various subjects, from art in the Louvre to space travel. Panorama subscribers pay \$3.98 each month for the slides, record and book, with the projector coming free.

works and to program suppliers who sell to the networks, the report points out. Control of payola by checking along the route from packager to the aired program is partially corrected in the Harris Broadcast Reform sections added to the Communications Act in the last Congress. But the network per se does not come under the jurisdiction of the Act.

The staff hopefully recommends that a permanent subcommittee of the House Commerce Committee be set up to keep a helpful liaison between the busy legislators and the 14 agencies — including the "big six" — they must supervise. Piecemeal and sporadic contacts have often become mere sparring matches, with commissions like the FCC complaining of lack of funds and up-to-date laws, while the legislators rebuked the agency for inefficiency. Continuing liaison would help both sides to work out mutual problems, Counsel Lishman pointed out.

# COCA-COLA MOVES ON GLOBAL RECORD SCENE

• Continued from page 1

monthly package (two per kit) along with a script.

Among the more interesting new "Hi-Fi Club" promotion in the works are "Hi-Fi Club Headliners," a local talent search contest patterned after the club's successful national contest "Talentsville U.S.A." last year; "Hi-Fi Club Winner - Spinner" — members list a "program" of five or 10 records they'd like played and send their entries to the deejay. Names are drawn, and winners appear on the programs and guest jocks and play their chosen disks.

Another new promotion is "Hi-Fi Club Wheel Deal." The wheels of the "Hi-Fi Club" deejay's car are numbered in digits from 0 to 9. A pointer arrow is affixed to the fender at the top. The winning number (drawn from entries submitted by members) is determined when the car stops at a predetermined time and spot and digits on the top of the four tires on his car, combined, form the winning number. Also new is a Coke commercial contest, where "Hi-Fi Club" members are invited to submit one or more 30-second Coke commercials. Winners receive cases of Coke, and their spots are read on the air. In each case, of course, Coca-Cola benefits since entries must be accompanied by bottle caps, or, in some situations, from the top of Coke case cartons.

All "Hi-Fi Club" members have special membership cards, which entitle them to enter contests, attend hops, and—in some cities—obtain discounts at certain record stores.

One of the Club's latest features is "penpals," whereby Coca-Cola

supplies U. S. jocks with long lists of Australian and Hong Kong "Hi-Fi Club" members who want American penpals. Deejays are also supplied with recorded greetings from other "Hi-Fi" Clubs around the world, plus, sometimes, tapes of outstanding local talent. In line with this, part of the regular package is an "International Top Tunes," based on info from foreign "Hi-Fi Club" jocks.

There are "Hi-Fi Clubs" in 45 States, including Hawaii (represented by Tom Moffatt, of KPOL, Honolulu). The Hong Kong "Hi-Fi Club" jock is Nick Kendall, Hong Kong Commercial Broadcasting Company, Ltd. The "Hi-Fi Club" is particularly strong in Australia — both on TV and radio — with nine Club spinners, including Ken Sparkes of 2GB, Sydney. In Adelaide (Bob Francis, 5DN) there are two major department stores, which have special counters where nothing is sold except "Hi-Fi Club" items. The Honolulu "Hi-Fi Club" has about 25,000 members now, and deejay Moffatt is planning a talent contest which will cover all of the islands.

Canada has 20 "Hi-Fi Club" jocks in 19 cities (two in Montreal). Serge Belair, CJMS, Montreal, staged a special treat for his French-Canadian listeners recently when Andy Williams cut a special section in French for the interview tape.

Prominent "Hi-Fi Club" emcees include Wally Phillips, WGN, Chicago; Paul Cowley, WKLO, Louisville; and Ken Vogt, WRIT, Milwaukee. "Hi-Fi Club" jocks in Texas, Wisconsin, Hawaii, North Carolina, and Maine, are particularly active in promotion endeavors.

# Columbia Dominates Albums

• Continued from page 2

1960: Columbia had 20 new albums on the chart; Victor, 16; Capitol, 12; Dot had 6; Verve had 5; Warner Bros. and M-G-M had 4; Command, Decca, Mercury and Atlantic had three, and Canadian-American, Atco, Vista, Stereodiddies, Coral, Jamie, Cadence, and ABC-Paramount had 2. Labels with one album on the monaural action chart were Original Sound, Liberty, Warwick, Kapp, Argo, Rheims, Signature, Imperial, Jubilee, Ni, Parkway, Dolton, and Grand Award.

In the stereo action scoring, the labels finished as follows: Columbia had 24 new albums on the chart; Capitol had 12; Victor, 11; Command, 6; London and Dot 5 each; M-G-M, 3; and Atco, Verve, and Kapp had 2 each. Mercury, Liberty, Decca and Coral had one each.

In the stereo division, only 14 labels were able to get new albums on the chart in 1960, indicating that the stereo field is much harder to crack than the monaural. It could also indicate the special type of appeal of stereo albums, or the fussiness of the stereo buyer.

### Mitch Scores High

The artist who scored the most heavily on both the monaural and the stereo action chart was the indomitable Mitch Miller, who placed five of his Sing Alongs on the monaural chart, and six of his Sing Alongs on the stereo chart. Following close on Mitch's Sing Along Gang on the monaural chart were Johnny Mathis and Ray Charles with four each (Charles' hot albums were on both the ABC-Paramount and the Atlantic labels); and Billy Vaughn, Elvis Presley, Ray Conniff, Connie Francis, the Everly Brothers and the Kingston Trio, had three each. Artists who scored with two LP's on the monaural chart were Santo and Johnny, Jonathan Winters, the Platters, Bobby Darin, Woody

Woodbury, Mario Lanza, Annette, Brother Dave Gardner, Bob Newhart, Pete Fountain, Enoch Light, Nat Cole, Brenda Lee, Duane Eddy and Mantovani.

In the stereo action division, following Miller's six albums, were the Kingston Trio and Johnny Mathis with five each; Billy Vaughn with four; Ray Conniff, Enoch Light, and Mantovani with three. Artists with two albums on the stereo chart were Percy Faith, Melachrino, Bobby Darin, Los Admiradores, Connie Francis, Roger Williams, Harry Belafonte and Ella Fitzgerald.

In a chart which is pop-dominated, it is interesting to note that two classical artists made the pop album listings this year. One was Van Cliburn, who also made it last year, and the other Sviatoslav Richter, the Russian pianist who scored so heavily in his concerts in the U. S. late in 1960. Almost every original cast, hit musical also made the charts in 1960, starting with "Fiorello" and including "Bye Bye Birdie," "Irma La Douce" and "The Unsinkable Molly Brown." Picture scores were also hot in 1960, with "Can-Can," "Ben-Hur," "Exodus" and "The Alamo," all making the charts.

The Billboard album chart listings are obtained by compilations of diaries of actual cash-register sales made by a scientifically selected, rotating sample of record dealers across the nation.

NEW YORK—Harlan Howard, writer of "Heartaches by the Number," "Pick Me Up On Your Way Down" and other notable tunes, has been signed to an exclusive long-term writer contract by Acuff-Rose Publications. Howard will also function as a member of the Acuff-Rose professional department, working out of the Nashville office.

**IN THE HOT 100**

---

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

**HANK BALLARD  
and the Midnighters**  
KING 5400

---

**HOOCHI COOCHI COO**

**HANK BALLARD  
and the Midnighters**  
KING 5430

---

**WALK SLOW**

**LITTLE WILLIE JOHN**  
KING 5428

---

**SLEEP**

**LITTLE WILLIE JOHN**  
KING 5394

---

**THE BELLS**

**JAMES BROWN**  
KING 5423

---

**ANGEL  
BABY  
and  
BABY  
OH BABY**

**CHARLES BROWN**  
KING 5439

**KING**

**THE SMASH VOCAL  
OF THE SONG OF THE YEAR**

**ANITA BRYANT'S  
"WONDERLAND  
BY  
NIGHT"**

**CARLTON 537**

**ATTENTION, RECORD MANUFACTURERS**

Mr. Gene Canter will give you an edge in building a new artist for your label. Make 1961 a record year by getting the best in record merchandising in Philly.

**"Percussion in Distribution"**

**GENE CANTER & BOB HELLER** 663-65 N. Broad St., Philadelphia 23, Pa.  
**RECORD DISTRIBUTING CO., INC.** Tel.: POplar 5-1010

**CALL  
POPLAR  
5-1010**

## NEW AUDIO PRODUCTS

### Stereo With Your Coffee

A stereo coffee table has been introduced by the Dorsett Electronics Company of Norman, Okla. The unit, which combines a four-speaker stereo phonograph with a coffee table, has a VM phono changer. It comes in blonde, mahogany, or walnut finishes and sells for \$239.

### Tiny Tape From Japan

Distributing a compact-sized tape recorder from the Far East is Import Distributors of America, Cleveland. The unit is a transistorized, push-button tape recorder that carries with it a microphone, two-way telephone pickup, record plug and earphone, splicing cutter and leather case. The set goes for a suggested list price of \$129.95. Importers of the new unit are Masuyuma International Corporation of New York. This company is a division of Global Manufacturing Ltd., Tokyo.

### Complete List of Components

A 151-page catalog has been issued by the Motorola Company in Chicago, which lists all of that company's universal-type components. The listings include mechanical and electrical specifications, cross-reference charts and complete price list of the major parts used in the firm's television receivers, home and car radios, and record changers dating back to 1949. The catalog is available to servicemen and technicians through local Motorola distributors.

### Tape Plays Reel & Cartridge

A new tape recorder listed in Sears, Roebuck Christmas advertising is listed as being able to play either reel-to-reel or cartridge tape music. The new machine, which is being marketed under the Sears Silvertone label, is of the RCA type; being either two or four-track, and playing at either the three and three-quarter, or seven and one-half inches-per-second speeds. The stereo machine has two nine-inch speakers and is made by the Warwick Manufacturing Company, of which Sears is a controlling interest. The machine lists for \$279.95.

### Tape Head Demagnetizer

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

### Display Rack for Audio Accessories

The Audiotex Manufacturing Company has announced the introduction of a self-service display rack for audio-stereo accessory products. The rack is said to take up less than four feet and contains accessories in the record, phono, music and photo fields. Among the items are tape head demagnetizers, splicers, disk brushes and cleaners, and stylus gauges and microphones. All are pre-priced. The rack is made by the firm, a subsid of Textron Electronics, based in Rockford, Ill.

### 'Phonotape' on the Way

The Matthew Stuart Company of New York started a new line of magnetic recording tapes available from Phono-Trix tape recorder distributors. The new line is being marketed on three-inch reels and comes in two length sizes. The Phonotape 300 contains 300 feet of acetate base tape priced at a suggested list price of 99 cents. The 420 is a Mylar tape that runs 420 feet and this sells for \$2.50. Both tapes are packaged in self-mailing boxes.

### Transistor Radio Convertible

A new radio debuted by the Grundig-Majestic Corporation is labeled as being convertible. The transistor set is titled the Mini-Convertible and can be used as either a portable or table model. This is accomplished by the insertion of the small transistor set into a table-cabinet which has a self-contained speaker. The suggested list price of the set is \$69.95.

## Beldon's Naming Keys Executive Expansion

FORT WAYNE, Ind.—Leading a string of new appointments in a revamping of executive personnel, the Magnavox Corporation announced that Jack S. Beldon, former president of RCA Sales, has been appointed marketing manager of its television, radio and phonograph division.

Beldon's appointment is part of an expansion move on the executive level at Magnavox. Frank Freimann, president of Magnavox, has also revealed that James E. Egan, a former zone manager for the firm, has been elevated to the field sales managership. Another RCA veteran, A. Robert

Baggs, who was merchandising and radio phono products manager with Radio Corporation, has been tagged for Magnavox manager of radio products and marketing developments. William H. Boedeker Jr. is the new manager of special products. A former Bell and Howell public relations director, Paul A. Wagner, assumes that same post with Magnavox.

In explaining the new appointments, Freimann noted that there would be no change in the firm's policy of restricted distribution. "By expanding our executive lineup, we will create new sales opportunities within the existing policy," Freimann said.

## Booklet Raps Cheap Buys

WASHINGTON — A booklet entitled "Plus Values" has been prepared and is being distributed by the Tube and Semiconductor Division of the Electronics Industries Association. The book will be distributed to some 30,000 electronics executives, government officials, purchasing agents, engineers and distributors who deal in the electronics field.

Citing the huge growth of cheap imports from foreign countries as a menace to all phases of the American electronics industry, the booklet points up the advantages of dealing in U. S.-made semiconductors and tubes. Directed at manufacturers and distributors, it mentions that American-made parts are not liable to the uncertainties of foreign transportation. It also notes the ready access American distributors and manufacturers have to the makers' inventories, engineering and laboratory services.

## Hoffman Sets Foreign Dept.

LOS ANGELES — Hoffman Electronics Corporation here has set up a new international trade department that will develop and co-ordinate the firm's interest in the overseas areas. Heading up the new foreign trade section is Bruce L. Birchard, who before this new post was patent attorney for the company. His official title is director of international trade and he will report directly to H. Leslie Hoffman, president.

Birchard has been active in the international area for Hoffman for some time. He was instrumental in setting up purchase and sales negotiations with organizations in Asia, Latin America and Europe.

## Disk Dealer Hikes Radio Sales With Special Display Features

LONDON — One British record retailer who hasn't been content to watch table-top radio sales fall off to a trickle because of the advent of television is H. B. Morris of Morris Radio Company, here.

British dealers watched largely the same chain of events as occurred in the United States, after BBC, and later another nationwide television broadcasting organization, went into operation. Sales of the once indispensable "wireless" in British homes cascaded, particularly where small table-top and portables were concerned.

Morris, however, wasn't concerned. Long the proprietor of one of London's largest retail record shops, he felt that the novelty of television would wear off soon, and that the British bent for applying news over the radio waves every 15 minutes through most of the day would soon be missed by audio-visual viewers.

Things worked out exactly as Morris had prophesied. Within only two years, radio sales began to increase again, while television viewers, pleased with some programs, found others distasteful, and eventually followed the American pattern of watching only favorite programs rather than gluing themselves to their sets night after night.

### Not Accidental

The fact that the Morris shop was one of the first to build small radio sales back to pre-television levels and has continuously increased its volume over the past three years was not merely a change in the popularity of television, however. Rather, it was the combination of extremely ener-

STORE-TESTED PROFIT POINTERS FOR DEALERS

## Service Essential For Stereo Sales

By ROBERT LATIMER

Bill and Manny Greenberg, brother partners who operate University TV-Appliances in Denver, are surprised and pleased with stereo phonograph profits.

Over-all store volume for July of this year was 50 per cent ahead of July of last year, and gross sales for the same month were only \$1,000 less than the previous December "top month." In both cases, the increases are traceable directly to stereo profits, which, to date, are several times what the brothers expected when they first entered the field.

### Service the Key

TV specialists for the past 10 years, the Greenbergs stayed out of stereo phonograph promotion until two years ago, when Bill Greenberg moved a few television sets out to make room for a half dozen moderately priced consoles along the left side of the store. Within a month the first four had sold, netting a much healthier profit on each \$275 set sold than the Greenbergs could fill on similar TV sales.

"Right away I noticed something," Bill Greenberg said, "which was the fact that every customer who pays any attention at all to the stereo display will glance first at the sets, take a long look at our big service department, completely exposed at the rear of the store, and only then, begin twiddling with the phonograph. Invariably, the first question they would ask, was whether we could give quick repair service on each of the stereo

phonographs shown. When the answer was yes, the customer was a lot more likely to reach for his wallet."

Since then, service has been the key to a stereo phonograph volume so healthy that the store has leased an adjoining shop and converted it into a separate stereo showroom—as well as adding no less than nine lines, and expanding the service department to match. Service surety is what brings the customer in, while care in selecting lines and pricing is "what keeps the sets selling" as the Greenberg brothers say.

As television retailers, the brothers had developed a double criteria which each of the sets added to the inventory had to match. Every set had to be salable in the moderate price range which the similarly moderate-income surrounding area would support. Bill Greenberg selected nine brands which fitted these standards, and has been profiting steadily ever since.

"We don't use gimmicks, we

(Continued on page 20)

## New Motorola Headquarters

CHICAGO — The Motorola Company has begun moving to its new headquarters site. The firm will occupy a new five-story building in Franklin Park which will provide some 300 offices. The company's present headquarters will continue as the communications manufacturing plant.

Beginning January 1, Motorola will open a Vancouver office, under the auspices of Canadian Motorola Electronics, Ltd. The new office is the latest member of an ever-widening sales-service network being set up by the Canadian affiliate.

## Zenith to Show Line

NEW YORK—Tuesday (27) the Zenith Corporation will show its new interim line of television, radio and stereo phonographs to dealers at the Barbizon-Plaza Hotel.

Among the things explained and outlined to dealers at the showing will be new merchandising, advertising and incentive plans set up by the firm. Among the new equipment features will be the showing of a new chassis called the Service Saver for Zenith's line of TV sets.

## AUDIO NEWS BRIEFS

The sympathies of the audio industry went out to William Baltz, vice-president and general counsel for the Admiral Corporation on the death of his son Steven in the airlines crash in New York City this past weekend. . . . Karl M. Carstens will resign from his post as advertising manager for the Magnavox Corporation as of January 1. . . . The new vice-president in charge of research at Stromberg-Carlson is Dr. Nisson A. Finklestein. His appointment takes effect January 1. . . . Because of increased business the Roberts Electronics Company of Los Angeles will move into a new one million dollar plant in Hollywood.

STORE-TESTED PROFIT POINTERS FOR DEALERS

## Credit Selling Can Increase Business

By ROBERT SCOTT

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

### Charge Plans

There are several ways of extending credit to your customers—through floor and financing plans

arranged by your suppliers, through such systems as Carte Blanche or the Chase-Manhattan Charge Plan, or directly through your local bank. One of the most popular at present (although the most expensive for dealers) is the credit card charge program such as Chase-Manhattan's. Here's how it works for record and audio equipment dealers:

The dealer, if he doesn't have one already, he must open a checking account with the bank. If he agrees to the terms of the contract and the bank approves his application (almost a matter of routine, say bank officials), the dealer is in business. He's given a charge imprinter (at a monthly rental fee of \$1), promotional material for the plan and a number of membership blanks for use by customers. The dealer pays, in addition, an entrance fee of \$25.

When the customer comes in, the dealer writes up the order as he ordinarily would, then uses the customer's card in his imprinter. There are four slips made to report the sale; one goes to the customer as a receipt, one to the dealer (he later deposits his slips in a Chase account as if they were checks), and two to the bank for processing. Since the bank requires a verbal OK on sales above \$25, it has established tie lines which are in operation during most of the time that metropolitan stores are open. The cost to the dealer on each transaction is 6 per cent. However, most bank plans have a provision for a discount both on volume and on the size of the average sale. The latter can mean a rebate of as much as 3 per cent of each sale, if the volume is large enough.

The customer is not only able to charge his purchase; he's able to pay for it on time as well. The present time period is five months, although thought has been given to extending it to 12 months. The customer pays a small carrying charge for the privilege.

Other systems are available through General Electric Credit Corporation and the Ampex Corporation. The General Electric plan applies to any merchandise sold by a dealer carrying General Electric products—anything from a G-E flashlight or phono cartridge to table radios and consoles will qualify the dealer. One retailer who has reported success with the plan is Sam Goody in New York. Goody's audio manager in the East Side store, Jay Schwab, comments: "We're very happy with the plan. We use it, under the name of 'Play While You Pay,' to wrap up big sales. People who want to buy consoles, or component rigs, or large orders of records can work out time payments under the plan. There's no cost to the store, and GECC takes all of the worries. There's one catch—it takes three days to get a credit OK. We prefer it to the credit card programs."

The Ampex and similar floor and credit plans are somewhat more restricted than GE's all-embracing program. While General Electric will finance a sale which may not involve any General Electric products, the other manufacturer floor plans apply solely to products of that manufacturer.

### How They Work

The company's dealer finance manager works out the original agreement with the dealer. When it has been completed, the dealer gets a sheet showing the specific details as they apply to the plan, and the method of operation. Usually the plan provides for a 90-day flooring with advance pay-

## Education Via Tape

TOLEDO—New ways for dealers to sell tape were outlined here this week by Bernard Cousino, chairman of the education committee of the Magnetic Recording Industry Association. "Each day at least one teacher, somewhere in the U. S., is discovering a new advantage in Magnetic tape as an aid to teaching," Cousino said.

Dealers wishing to cash in on either the home market or that of the classroom, can sell a number of advantages to tape as an educational aid, according to Cousino.

Among these are: 1. Tape permits endless repetition of lessons, without distortion or modification in the speaker's voice, which result from normal human fatigue; 2. It frees the student from relying on one teaching voice and one manner of speech; 3. Students in the classroom may work at different levels of achievement.

Also, 4. Teachers are relieved of much of the tedium of drill; 5. Errors can be corrected on the spot; 6. Lessons missed may be easily made up because tape preserves them as originally given by the teacher; 7. A student's performance may be checked without his being aware of it.

"Just as soon as a school gets its first tape recorder, it's in business, just as the town barber is ready for business as soon as he gets his first chair," said Cousino. "The great advantage of an electronic language training installation is that a school doesn't have to be rich to start one," he added.

ment of 10 per cent down at time of shipping. The merchandise is shipped direct, and the dealer's own bank then is billed for the balance. The bank also secures title to the merchandise through trust receipts, chattel mortgage, conditional sales contracts or some similar device. For this service, the bank makes a very small simple interest charge and, in some cases, a nominal service charge.

At the end of 90 days, if there are any units remaining unsold, the bank generally renews the flooring on the unsold items up to a maximum of three 30-day periods. With each renewal, the dealer reduces the amount owed to the bank, which also charges simple interest for each renewal plus nominal service charges. At the end of six months, if there are any items still unsold, the bank will except the remaining balance on those items. As the dealer sells the equipment, the bank must be paid off in full, either in cash or by the bank's acceptance of the retail time payment for the merchandise is deferred until the individual units are sold. The banks reportedly just break even. It's on the retail time-pay plans that they make their money. For that reason, the same banks that underwrite the flooring will also generally work out time payment plans with dealers. The manufacturer has assumed responsibility for the credit to the dealer while the bank assumes responsibility for the credit of the customer.

All the dealer has to do, if he carries a line which has such a plan, is to ask for help, be prepared to submit financial information concerning his business operations to the bank. And in many cases, he can use his own local bank.

### Using the Bank

Some local banks, such as the Security National in Huntington, L. I., N. Y., are willing to work out time payment plans directly with dealers. In most cases, the bank must be satisfied as to the financial condition of the dealer, and have some idea of the size of his operation and the average

## Service Builds Stereo Sales

• Continued from page 19

don't cut prices, and we have never even used outside demonstration," Bill Greenberg said. "Instead, we are concentrating on our own immediate neighborhood, where we are dealing with customers we have known for years, and who, by and large, have proved to be much better stereo prospects than we had ever expected. These people know that we can give the service they want, don't question the fact, and consequently are willing to pay prices which are just about \$20 over the competitive discount-house price for the same item."

The nearest thing to a "gimmick" which the Greenbergs have used, are three-cent post card direct mail efforts, which simply invite the neighborhood people to come in and listen to stereo in the sound-proof, carpeted, comfortably furnished new showroom. Pointed out on the card is that University TV-Appliances is carrying phonograph records for the first time, to simplify buying for stereo purchasers, and, of course, service.

### Sales Grow

This conservative, middle-of-the-road approach has worked out so well that University TV-Appliances

has consistently outsold some of Denver's biggest department stores, and watched its sales curve go steadily up, at a time when most appliance dealers had at least mild complaints over the sales picture.

The Greenbergs stick to phonographs which sell below \$300, with an average sale of \$275. About eight out of 10 sales are made to women, who have the final decision, and are usually prompted by the "furniture aspect" rather than music reproduction.

## CBS Ups Two Execs

DANVERS, Mass. — The creation of two new posts has resulted in the promotions of two executives of CBS Electronics. Former manager of marketing administration, Roy A. Jusuola, has been elevated to the newly created position of manager of marketing services. In a like move, John H. Hauser has been tagged to the new post of general manager of distributor sales. He formerly was distributor sales manager.

## Victor Lands Most Singles

• Continued from page 2

with a few records that sell a million each is better off than a firm with five 100,000 sellers. But the more records a firm can get into the top 50, the more chances it has of breaking hit records. Since Victor happens to have the world's only million-or-better single seller everytime out with Elvis Presley, it is obvious that Victor's sales position is mighty potent.

It is also interesting to note here that many of the labels mentioned separately belong to other labels, and if the subsidiary labels were added to the parent's total the results might be much different. For instance, Cameo's four added to Parkway's two and Swan's three, add up to nine, an impressive total for Bernie Lowe's Philadelphia empire.

In checking over the records of the past year, it is interesting to note that there are over a dozen artists who scored consistently as top-50 chart-makers with their disks. Artists who had five records in the top 50 in 1960 were Connie Francis, Brook Benton and the Everly Brothers. Artists with four records were: Duane Eddy, Dion and the Belmonts, Ray Charles, Sam Cooke, Paul Anka, Dinah Washington, Bobby Rydell, Jim Reeves, Brenda Lee, Hank Ballard

amount of a credit sale. Such banks accept consumer paper on the basis of the credit background of the individual customer. If his past record on everything else has been good, they'll pass on the loan. As a rule, the bank asks the dealer to take a minimum down payment of between 10 and 15 per cent, and discourages financing on sales less than \$100. Interest varies from State to State, depending on laws, but averages around 10 per cent, while the length of time a loan may run is up to 24 months.

For the dealer interested in selling on credit, manufacturers and local banks can help generally if the sale is \$100 or more; the credit card organizations on smaller sales. What sort of boost credit can give sales may be indicated in these figures, released by Chase-Manhattan: there are 320,000 CMCP cardholders in the New York metropolitan area. When a retailer signs up with the bank, he can count on a sales increase of from 50 to 200 per cent. In fact, a substantial number of the 5,700 stores now in the plan make credit sales in excess of \$20,000.

and the Midnighters, Bobby Darin, Jackie Wilson, Fats Domino, Bill Black and Frankie Avalon. The artists who scored with three in the top 50 were: Tommy Edwards, Conway Twitty, the Crests, Annette, Marty Robbins, Little Willie John, Lloyd Price, Jack Scott, the Platters, Elvis Presley, Pat Boone and Anita Bryant.

## London Preps

• Continued from page 2

albums are limited and that orders will be filled on a "first come first served" basis.

In addition to the group of stereo LP's, two monaural sets are also being offered on the surplus stock plan. These will be available to distributors on the same terms as those on the stereo portion of the program. These sets are Ansermet's version of Stravinsky's "The Rite of Spring," and Frank Chacksfield's "On the Beach" album.

London announced that it will participate in advertising expenditures only on ads run through today (26) and February 28, 1961. Cover mats from a number of well-known London titles are being made available.

## Merc-Williams

• Continued from page 2

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

"Had the parties intended this to be a contract for the individual services of each member of the group, they would have specifically so stated. Nowhere in the contract is found any language which could be construed as binding Williams individually."

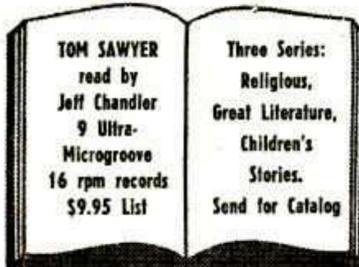
However, although the court has given its memorandum opinion on various aspects of the case, final disposition will not be made until the trial date, February 1.

CINCINNATI — Harry M. Mohr, formerly promotion-publicity director at WTVN-TV, Columbus, Ohio, has been named program manager of WKRC-TV here. He began his new duties Monday (19).

ON 20th FOX

# ALL YOU HEAR IS BEAUTY

## Audio Books Sell!



AUDIO BOOK COMPANY  
St. Joseph, Michigan  
"Great Literature in High-Fidelity"

EXTRA



# FOR DEALERS

How to get them? Every dealer wants to know.

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

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

## MUSIC AS WRITTEN

### New York

**MANUFACTURER NEWS:** Columbia Records has signed a number of new talents. Inked recently were the Johnny La Salle Quartet, Lincoln Chase, Marty Hill and Vinnie (Mandrake) Rogers. . . . Veteran jazz musician and bandleader Elmer Snowden cut an album for Riverside. His first recording since 1934. . . . Bobby Boyd's Boyd label is on the lookout for new masters in all fields and plans strong promotions for 1961.

Myers Music chief, Jimmy Myers, entertained Enrique Lebediger of Brazil and Peter Meisel of Germany recently. Lebediger represents the Myers firm in South America. The new FTP records combine has appointed Jerry Field as general manager. . . . Fred Mendelson is the new president of Duane Records. . . . Things are jumping for the Herald-Ember diskery which reports 10,000 copies of the new "Humorous World of Justin Wilson" moving across the counters. . . . Similar kind of optimism at Valmor Records over Kathy Jean's latest.

**TALENT TOPICS:** The Robert Shaw Chorale starts a national tour at Pennsylvania State College, January 8. This follows their TV appearance on the Ed Sullivan Show, Christmas Day. . . . Miles Davis has purchased the Jazz City nightspot in Greenwich Village. . . . The Sahara in Las Vegas has signed Johnny Mathis for a month starting January 3. . . . Pat Stanley has been signed to a multiple picture pact by Paramount. First flick is Jerry Lewis' "The Ladies Man."

Metronome Magazine has joined with Grossinger's to present a College Jazz Band Competition at the Upper New York State spa December 16-23. Village Gate owner Art D'Lugoff, Basin Street owner Ralph Watkins, deejay Les Davis and the magazine's editor Dave Solomon will judge. . . . Jerry Weintraub has joined Directional Enterprises' personal management firm. Jack Maher.

**MANUFACTURER NEWS:** Howard Caro has exited Grand Award Records as assistant to Enoch Light. He will announce his new plans after the end of the year. . . . Julie Cadenas has left his post as plant manager in the East for United Stereo Tapes, the Ampex subsidiary. He has several offers pending on which he will decide in January. . . . Sid Brandt of M-G-M flew to the Coast last week to confer with Verve execs Norman Granz and Irving Granz. Arnie Maxin, M-G-M prexy, joined Brandt on the Coast for the talks. Bob Rolontz

### Chicago

**MANUFACTURER NEWS:** Kenny Myers, Mercury sales veep, named winners of the label's Sweepstakes Contest last week. Chris Cain, salesman for Zamoisky Distributors, Baltimore, walked off with top honors—a new Mercury (auto not record) Comet. The contest was tied in with the firm's fall selling program. Winners of colored television sets were: Abe Chayet, Jackson Heights, N. Y.; Stan Hickman, Los Angeles; Jerry Levy, Atlanta, and Richard M. Davis, Galloway, Ohio. Winners of portable television sets were: Lew Krause, Philadelphia; Gerald M. Albert, Los Angeles; Art Buscaglia, Buffalo, N. Y.; Nick Sentas, Lynn, Mass.; Ed Rothberg, Miami; Dan Rankin, Hillside, Ill.; Harold Hinson, Charlotte, N. C., and F. McGrath, El Cajon, Calif.

Riverside Records is sponsoring a bowling team in the Daddy-O-Daylie Fun Bowling League, meeting every Sunday morning at South Shore Recreations. Alan Bress, Riverside, is captain of the team that includes Johnny Pate, Associated Booking; Carl Davis, Arnold Records, and Ray McCann, public relations man. Last week, the bowlers made up some 300 Christmas baskets for distribution to needy families in Chicago. . . . Olga Blohn, Creative Services here, is packaging tapes of the "Chicago on the Line" radio show, being handled by Ted Weber and Don Tillman. The show is devoted to in-depth interviews with record personalities, and is being aired from Chicago and several Southern Illinois cities. The tapes will be sold to radio stations under the name of Star Interviews. . . . Jerry Allan, former owner of Allan Records and J. A. Music Publishing Enterprises, was in town last week to confer with attorneys regarding his management suit against Tony Bellus. With Bellus in the Army, the case has been placed on the servicemen's calendar.

**TALENT TOPICS:** Al Williams, of the dancing "Step-brothers," is starting his own firm here to develop, manage and package talent for night clubs, television, recording and industrial conventions. His staff will include Carl Irving, veep; Dick Single, producer and choreographer; Eddy Smith, Rehearsal Center, and George Jack, assistant choreographer. The firm will work with local bookers. . . . Harold Harris Trio, managed by Al Williams, opens at the Playboy, Thursday (29). . . . Playboy also opens its new room, Playboy's Penthouse (after its television show of the same name) on New Year's Eve. The room is on the top floor of the bunny-styled nightery. Talent will include Robert Clary, the Edmond Sisters, Paul Dooley and Bertice Reading.

Miles Davis opens at the Cloister tonight (26). . . . Nelson Sardelli, Brazilian singing stylist at the Swing Easy, brings his 14-piece group into the Sutherland Hotel Lounge January 4. . . . Sonny Rollins opens the same day, for two weeks, at Birdhouse. . . . The Fat Belly is the name of a new club devoted to modern jazz, expected to open at 852 North State, site of the old College of Complexes. Jackie McLean is slated to open the spot. Nick Biro

### Cincinnati

**TALENT TATTLES:** Burt Farber, musical director for the McGuire Sisters, and wife, Pauline, breezed into town last week for a holiday visit with friends and relatives. . . . The Modern Jazz Disciples, who in a recent contest here wound up as repeat winners as the best jazz unit in the Cincinnati area, have moved into Mother's, suburban jazz spot, to play Tuesday thru Saturday nights on an indefinite engagement. . . . Tenor Richard Gordon, who for years worked in and out of Chicago under the management of Dave O'Malley, is now in the public relations office of the Charter Oak

(Continued on page 22)

### ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



### Caiola Climbs Charts With 'Magnificent 7'

Al Caiola was born in Jersey City, N. J., and began studying guitar when he was 11 years old. His professional career started shortly after he graduated from high school in the mid-30's when he joined the staff of local radio Station WAAT.

After traveling with many bands including a Marine band during World War II, Caiola joined the CBS staff orchestra in New York, a post he held for 10 years. He worked with such personalities as Arthur Godfrey and Steve Allen and was featured on a number of disk dates with such top artists as Hugo Winterhalter and Percy Faith.

In 1957, Caiola began his freelance career, which led to his association with Don Costa, who this past year signed him to a United Artists recording pact. The success of this arrangement is shown in Caiola's fast-rising single "Magnificent Seven," on the "Hot 100."



### 'Shop Around' Another Hit for the Miracles

The five members of the Miracles, all born in Detroit, are Bill (Smokey) Robinson, Claudette Rogers (Mrs. Bill Robinson), Ronald White, Robert Rogers and Warren Moore. All are in their early 20's.

The Miracles have traveled over much of the country with different tours, and have appeared with many well-known entertainers, including Marv Johnson, Jackie Wilson and Sam Cooke.

The group previously recorded for the Chess and Motown labels, chalking up success after success with such hits as "Money," "Got a Job," and "Bad Girl." Now the group has another hot one on the Tamla label, "Shop Around," moving up rapidly on the "Hot 100."

### YESTERYEAR'S TOPS—

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

DECEMBER 31, 1955

1. Sixteen Tons
2. Memories Are Made of This
3. He
4. Autumn Leaves
5. Moments to Remember
6. I Hear You Knockin'
7. Love and Marriage
8. Only You
9. Nuttin' for Christmas
10. It's Almost Tomorrow

DECEMBER 30, 1950

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

## VOX JOX

By JUNE BUNDEY

**DEEJAYS LIKE BUFFALOES?:** Best-selling album comedian Bob Newhart wrote a funny "liner" note for the sleeve of deejay Gary Owens' new single "What Is a Freeman?" on the Warner Bros. label. The novelty — a spoof on radio commercials, etc. — was penned by Steve Allen, an ex-deejay himself. The Newhart notes read as follows: "The disk jockey, like the buffalo, who once roamed the great Western Plains of these United States in uncounted numbers (the buffalos roamed the plains, not the disk jockey) is a vanishing breed.

"Automation has reared its ugly rear in the field of radio broadcasting," continues Newhart. "The conscientious disk jockey, who would like to spend most of his off-the-air time working out masterful ad-libs like 'and now here's (name of artist) latest platter,' is now being replaced in the fully automated radio station by an engineer, usually the owner's son, who presses button No. 6 titled 'Introduction to singer's record, new release.'

"The more astute disk jockeys, reading the writing on the wall, have left the broadcasting field for the more lucrative fields of used car sales, paper routes or rental libraries. Among these more adventurous souls is a friend of mine, Gary Owens, who realizing the loot involved in duping the public through recordings, as I have now done with two albums, believes this may even prove more lucrative than used car sales. I doubt this."

**DEEJAY-COP:** Policeman George Thomas co-emcees a weekly Saturday night (10:11 p.m.) "Teen-Age Canteen" show on WSTV, Steubenville, Ohio. As a 10-year veteran of the local police department, Thomas started his "Teen-Age Canteen" a year and a half ago on South Four Street. The club is open to kids between 14 to 18 on Friday and Saturday nights from 7 to 11 p.m. and on Sundays from 6 to 10 p.m. The WSTV show, with WSTV deejay Joe Fried as co-emcee, originates from the club.

Thomas devotes practically all his off-duty time to the youth center, which has a membership of well over 200 today. The hall is wired with several speakers, and records are played constantly (from a huge juke box) for dancing. A live combo is also featured at least once a week. Thomas credits the WSTV show for sparking a great deal of adult interest in the project. In fact, Officer Thomas personally convinced four local businessmen to sponsor the hour-long program, which makes WSTV the only radio station in the country with a policeman as a time salesman, albeit an unofficial one.

**CHANGE OF THEME:** Ted Work has rejoined WWDC, Washington, as music director, replacing Joe O'Neill, who assumes new duties as editorial assistant in the WWDC news department. . . . Joseph A. Grady, former operations manager at WHAT, Philadelphia, has been promoted to assistant station manager. . . . Harry W. Mohr, formerly promotion-publicity director at WTVN-TV, Columbus, Ohio, has been named program manager of WKRC-TV, Cincinnati.

Jack McDermott, a deejay for the past nine years in Boston, has joined WGBS, Miami, in the all-night slot. The station, notes McDermott, "has just gone independent and is embarking on the strongest crash promotion campaign that Florida has ever seen." . . . Dick Stedman, ex-program director at KVOR, Colorado Springs, Colo., has returned to KSCB, Liberal, Kan., as program chief. The Kansas outlet will shortly begin full-time operations after 13 years as a daytimer, and needs wax for its new format which will emphasize "good music for everyone."

Chuck Francisco, WIND, Chicago, opened at the local Civic Theater Christmas Day in "The Wizard of Oz." He plays the title role. . . . Elliott M. Sanger, executive veepee-general manager of The New York Times radio station, WQXR, New York, will go to Paris in early January as general manager of The New York Times International Edition. Richard Wendt, a Times production executive, will join Sanger next month as assistant general manager and will succeed to the post of general manager of the International Edition when Sanger returns to his post at WQXR. During Sanger's absence, Norman S. McGee, WQXR's sales-veepee, will assume his managerial duties at the station. Mrs. Sanger, program director at WQXR, will accompany her husband to Paris. Her duties will be distributed among various members of the WQXR program department.

**TEXAS:** Rex Miller has left KILT, Houston, to join WQXI, Atlanta. . . . Jerry Rice has taken over host duties on Coca-Cola's "Hi-Fi Club" on KNUZ, Houston, 8-9 p.m., across the board. . . . Bill Bryan, manager of KTRH, Houston, will host a new show, "Housewives Protective League," on that outlet at 2:10 p.m. . . . Dallas deejays contributed their services for the fourth consecutive year to assist the Salvation Army's Christmas drive. . . . Novell Slater, WFAA, Dallas, launched "Deejay Week" at the Salvation Army Christmas Cheer Kettle House last week, and both Slater and Jerry Fuller, another WFAA jock, volunteered their services at the house opening day from 12:30 and 1:30 p.m. Other Dallas stations which provided deejay teams were KBOX, KLIF and KRDL.

Station KAPI, Pueblo, Colo., is revamping its programming — switching from English-language pop music format to an all-Spanish operation, effective January 1. . . . The Broadcast Pioneers, New York chapter, is setting up the Broadcasters' Foundation, Inc., designed to "foster and promote the welfare of persons in need of assistance who have been employed or engaged in working in the field of radio broadcasting for 20 years or more, or in TV broadcasting for 10 years or more, and to assist them in time of illness, emergency, or financial need."

# DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

**PAUL ANKA**, singer and composer, swings this Christmas with two strong entries. It's Christmas Everywhere b-w Rudolph, The Red-Nosed Reindeer. ABC-Paramount will release his first 1961 single, Story Of Love b-w Don't Say You're Sorry, in January. After spending the holidays with his family, the versatile young showman heads for the Caribe Hilton, San Juan, P. R., December 31 for a week's engagement.

**BROOK BENTON'S** golden hits are now packaged in album form via the new Mercury release, Brook Benton Golden Hits. Included are his Endless, The Same One, It's Just A Matter Of Time, etc. Brook hails from Camden, S. C.

**CAMELOT:** The original Broadway cast recording of Camelot is now available on Columbia Records. Goddard Lieberson, Columbia's head man, produced the album of the new Alan Jay Lerner (book and lyrics), Frederick Loewe (music) musical. This is the same team that gave us My Fair Lady, Brigadoon, Paint Your Wagon and the movie, Gigi. Based on the book, The Once And Future King, Camelot stars Richard Burton as King Arthur and Julie Andrews as Guinevere.

**BIRTHDAYS OF THE WEEK:**  
Dec. 28, Oscar Levant. Dec. 28, Dorsey Burnette, Earl Hines, Billy Williams. Dec. 30, Vincent Lopez. Dec. 31, Jonah Jones, Jule Styne. Jan. 1, Xavier Cugat.

**RAY CHARLES** continues to climb Billboard's Hot 100 with his ABC-Paramount release, Ruby. Presently, Ray is represented on the scene on two labels, ABC-Paramount and Atlantic Records. His moving rendition of Georgia On My Mind is on the Atlantic label.

The **CRESTS**, featuring singer Johnny Mastro, have two winners in their latest for Coed Records, Remember (In The Still Of The Night) b-w Good Golly Miss Molly. The boys put themselves in the record limelight with their million seller, 16 Candles. Previous hits for the boys also included Six Nights A Week, The Angels Listened In, Step By Step and Trouble In Paradise.

**AHMAD JAMAL** is one of the few pianists represented on Billboard's Essential Inventory Top LP Chart. His album But Not For Me qualified him for this distinction. Right now, Jamal is busy at the newly opened Chicago bistro, The Alhambra.

**BRENDA LEE**, artist voted Most Promising Female Vocalist of 1960 in Billboard's Deejay Poll, will be in the New York area Christmas week for appearances at the Brooklyn Paramount Theater. Decca will ship her new release Emotions b-w I'm Learning About Love, this week (26th). Little Miss Lee's record, Rockin' Around The Christmas Tree, is a fast climbing Star Performer on Billboard's Hot 100 this week.

**PEGGY LEE:** New York's Basin Street East is preparing itself for record attendance when Peggy Lee opens January 12. On the scene with a new Latin album, Ole A La Lee, she will appear on the Perry Como TV show January 25, then she hops to Miami Beach's Eden Roc before making her first overseas trip for a date at London's Club Pigalle.

The **LIMELITERS**, new, young RCA Victor recording artists, are in the record limelight via their album Tonight: In Person, a refreshingly different blend of vocal and instrumental folk music combined with a little satire. Their "folk songs for moderns" include: There's a Meetin' Here Tonight, Molly Malone, The Monks Of St. Bernard, Headin' For The Hills, etc. The set was recorded live last summer at Hollywood's Ash Grove. Before the chance meeting in L. A. which resulted in their merger, Lou Gottlieb, Alex Hassilev and Glenn Yarbrough had worked as single supper club acts. Glenn had been singing at a club in Aspen, Colorado, called the Limelite—hence the group's name.

**PATTI PAGE** is back in her old country groove on her newest, Don't Read The Letter. She sings this weeper about a quarrel with her boy friend. Flip is That's All I Need To Know, a bright and smart novelty over first-rate backing by the orchestra. Miss Page opens at Blinstrub's in Boston, January 9 for one week and the Copa, N. Y. C., January 19 for two weeks.

The **PLATTERS** should have one of their biggest hits with their newest, If I Didn't Care, a classy performance of the old Ink Spots hit, b-w True Love, a swifty, bouncy tune sung brightly by the group. They are performing their million-sellers, Great Pretender, My Prayer, Only You, Smoke Gets In Your Eyes and Twilight Time, during their current night club, auditorium, theater and TV tour of Mexico. This is their second tour of Mexico.

**JACK SCOTT**, Top Rank recording star, comes thru with a solid rendition of a warm and tender country-oriented weeper, Is There Something On Your Mind. Billboard rates it "one of his best sides in a long time and he sells it powerfully." Flip is Found A Woman, cute rocker.

**GEORGE SHEARING** and his combo continued its two-year reign as the Favorite Instrumental Group of the country's deejays in this year's 13th

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

Annual Disk Jockey Poll conducted by The Billboard. Mr. Shearing and the group offer an unusual dishing, Honeysuckle Rose, their newest for Capitol.

**CONWAY TWITTY** has two stylish tunes on his new disk for M-G-M, C'est Si Bon, a solid, driving performance, b-w Don't You Dare Let Me Down. Harold Jenkins (his real name) first scored with It's Only Make Believe. The young man from Mariana, Ark., has an album titled Conway Twitty's Greatest Hits.

**ROGER WILLIAMS** was the receiver of two awards in Billboard's Deejay Poll: Favorite and Most Played Solo Instrumentalist. This is the second year in a row pianists swept the favorite, most played and most promising categories of the Solo Instrumentalists poll. From Omaha, Roger Williams' latest album is Temptation, a package of expressive piano solo treatments of some lush themes... a Billboard Spotlight Winner.

**PROMOTION DAYS & WEEKS:**  
December 31 is New Year's Eve.  
January 1 is New Year's Day.  
January is Break-A-Cold Month and Wheat Bread Month.  
January 1 begins Hot Chocolate Milk Time, the Centennial of Petroleum Industry, and Louisiana Yam Supper Season.

Have a great week!  
Tom Rollo

THIS WEEK'S NEW

## Money Records

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

**SINGLES**

CALCUTTA—Lawrence Welk .....Dot  
GHOST RIDERS IN THE SKY—The Ramrods .....Amy  
IF I DIDN'T CARE—The Platters .....Mercury  
JIMMY'S GIRL—Johnny Tillotson .....Cadence

**ALBUMS**

HUMOROUS WORLD OF JUSTIN WILSON—Justin Wilson .....Ember  
WILDCAT—Original-Cast Album .....RCA Victor

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

## MUSIC AS WRITTEN

Continued from page 21

Life Insurance Company, Phoenix, Ariz. Gordon, who has been heard on a number of the major labels, has appeared with the Chicago, St. Louis Municipal and St. Paul opera companies and for many years toured the nation's leading niteries.

Music trade members and deejays from a four-State area gathered at the home of Syd Nathan, King Records president, Sunday night (18) for the latter's annual Christmas party which attracted some 150 strong. . . . The McGuire Sisters are slated to make a pilot film in January for a new situation comedy series. Written around the singing sisters, the new seg will be interspersed with a liberal musical score woven by their musical director, Burt Farber, a localite by way of Brooklyn.

Bill Sachs

### Hollywood

**TALENT TOPICS:** Stuart Woodruff, Warner Bros. Records former West Coast operations manager, was promoted to Eastern District divisional sales manager. He will headquarter in New York, handling label's sales and promotion in the Eastern markets. Gene Benson was named to replace Woodruff as operations manager here. . . . Warners started production on "The Music Man" last week, but what label will get the album rights to the film is still up in the air. Picture company's subsid diskery is shooting for it, provided Capitol, who owns the Broadway original cast package, doesn't hold any strings.

Johnny Cash, accompanied by the Tennessee Two, and his manager, Stew Carnall, return from Germany where they toured U. S. Air Force installations. Cash is spending the holidays with his family at his Encino home here and then starts on a Midwest tour in January. . . . Liberty's Le Garde Twins (Tom and Ted), start a seven-week tour of their native Australia, opening in Sydney, sponsored by the Australian Broadcasting Company. This is their first return to their homeland after three years in the U. S. Lee Zhitto

### Pittsburgh

**MANUFACTURER'S NEWS:** Lenny Martin, head of Robbee Records, and Ben Herman, head of Standard Distributors, co-hosted a party at the Swanky LeMont Restaurant for area deejays to promote Martin's LP, "Two Bucs at the Holiday House," co-starring Pittsburgh Pirate baseball stars Elroy Face and Hal Smith. Among other guests were Dick Groat of the Pirates; Bob Prince, who broadcasts the Pirate games, and Jill Corey, the Columbia recording star, who is spending the holidays with relatives here. Jill reports to the Holiday House, Milwaukee, January 5.

Radio Stations WAMO and WEEP are giving an intensive plug to a new recording, "A Wonderful Time of the Year," which was waxed by Marie Moss Mansfield, a local songwriter and long-time pianist at Frank Blandi's Park Shenley Restaurant. The words and music to the tune were written by 22-year-old Dan Kinley, a New York TV actor, who died suddenly last summer while visiting his parents over a weekend. The platter features baritone Bob Mosley, and its reception has been so encouraging that Delaware Kinley, father of the late Dan, hopes to get national coverage for the tune.

**TALENT:** Gino James spent a day here this week plugging his Epic single "Popularity." Also in town were RCA Victor's Mickey and Sylvia promoting their "What Would I Do?" . . . The Jerry Lewis comedy, "Cinderella," now at the Stanley has provided the impetus for the encouraging sale of the Dot album from the sound track of the Paramount comedy. . . . The zero weather and heavy snow caused the cancellation of Jackle Wilson's one-nighter at the Town House night club, sponsored by WAMO's Sir Walter Raleigh, so the show will be rescheduled for early February, according to present plans. Leonard Mendlowitz.

### Toronto

**MANUFACTURER NEWS:** Newest firm in the manufacture of jackets is Modern Album of Canada Ltd., Toronto. . . . Arc Sound has a special budget for advertisements for spot ads in the newspapers being placed through Willis Advertising as a test, to register the labels being handled by the organization headed by Phil Anderson.

Strong play is reported by Wray Rutledge of a single by Connie Francis, "Where the Boys Are." On one side is the English version and on the other side is a French version, which might be used for the French stations in the Province of Quebec. . . . Wray also reports considerable interest in movie theme music from "Exodus" and "The Magnificent Seven." . . . Heintzman's store in downtown Toronto was mobbed with teen-agers when Johnny Mathis, Columbia recording artist, made a personal appearance.

**TALENT TOPICS:** Terry Gibbs is pounding the vibes at Town Tavern. . . . The Lamplighters joined the Jack Kane Show. Woody Herman, who guested on the Kane TV show, took over the host's chores for Jack who was ill and needed about 10 days' rest. Herman himself ran into trouble in coming to the city when deejay Phil MacKeller had to drive to Buffalo to rescue Herman from a snowstorm which had delayed him. . . . Howard Fogarty and his orchestra have the music chores at Cloud Room, Skyline Hotel, while Ruth Walker, who has finished her TV chores, went into the Le Cabaret Lounge. . . . The Billy Van Four have been signed up by the Rodeo label for two tunes by trumpeter Johnny Cowell, "I Miss You" and "Sunrise." . . . Toronto Musicians' Association hosted the first of a series of big band concerts at the Masonic Auditorium with Doug Kemp's 15 pieces providing music for an afternoon of dancing. The finances come from the Trust Fund of the recording industry granted to the Musicians' Union. Albums were presented to winners of spot dances by Moxie Whitney, Peter Appleyard, Pat Riccio, Jimmy Namaro, Bill Butler, Oscar Peterson and Phil Nimmons. . . . Tenor Brian Sullivan of Met Opera was one of the leading artists on "Patterns of Music," written, produced and directed by Len Casy.

Harry Allen Jr.

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

# COMING YOUR WAY!!

THE TEEN-AGE SINGING SENSATION OF '61!

Columbia's dynamic new discovery,

# MIKE CLIFFORD

Singing

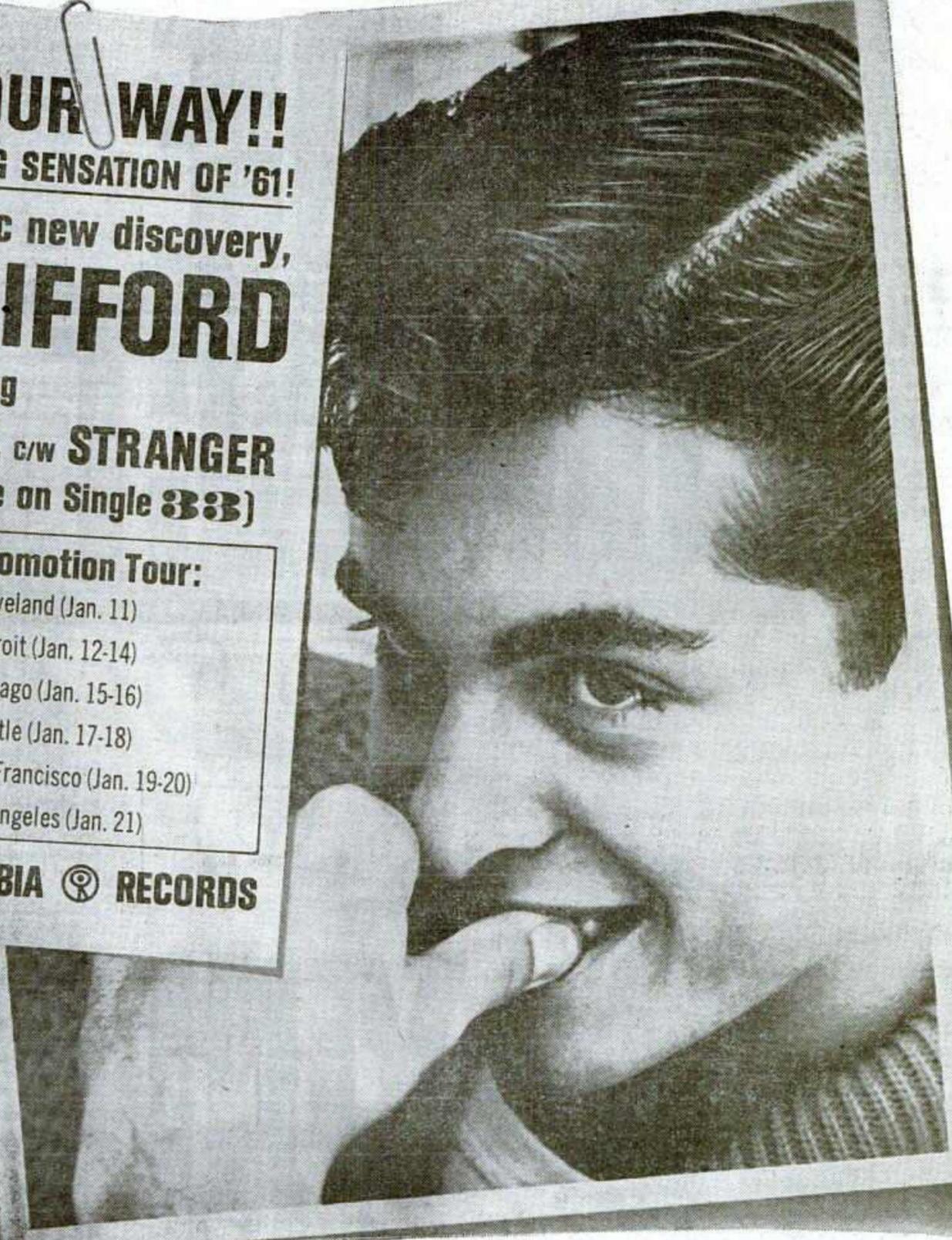
**POOR LITTLE GIRL** c/w **STRANGER**

4-41862 (also available on Single **333**)

### Now On National Promotion Tour:

- |                          |                            |
|--------------------------|----------------------------|
| New York (Jan. 1, 2 & 5) | Cleveland (Jan. 11)        |
| Boston (Jan. 3-4)        | Detroit (Jan. 12-14)       |
| Philadelphia (Jan. 6-8)  | Chicago (Jan. 15-16)       |
| Baltimore (Jan. 8)       | Seattle (Jan. 17-18)       |
| Washington (Jan. 9)      | San Francisco (Jan. 19-20) |
| Pittsburgh (Jan. 10)     | Los Angeles (Jan. 21)      |

**EXCLUSIVELY ON COLUMBIA  RECORDS**



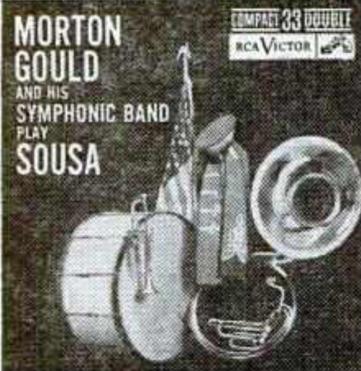
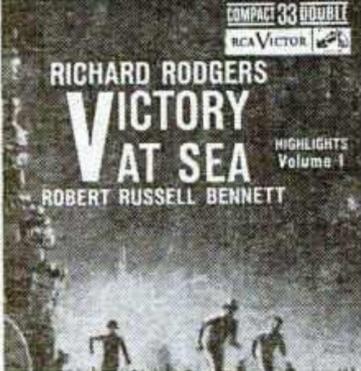
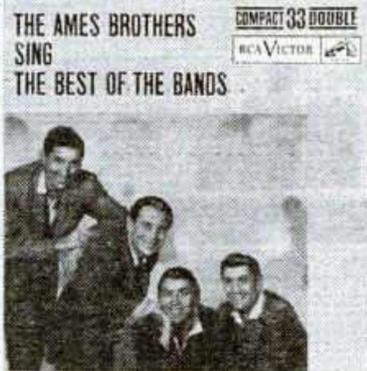
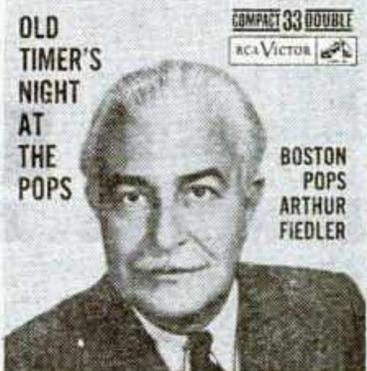
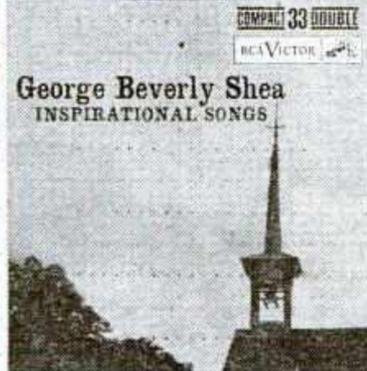
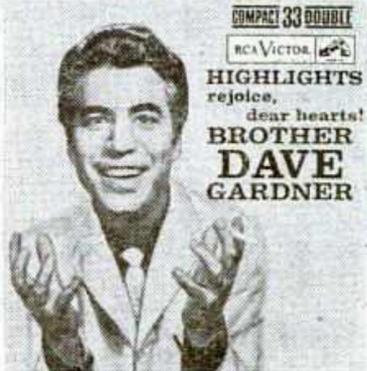
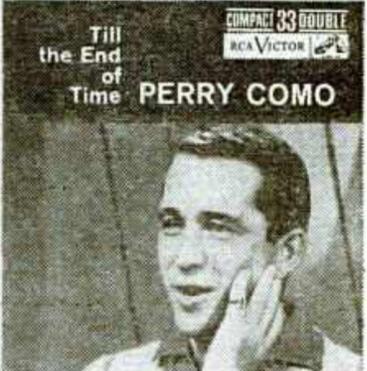
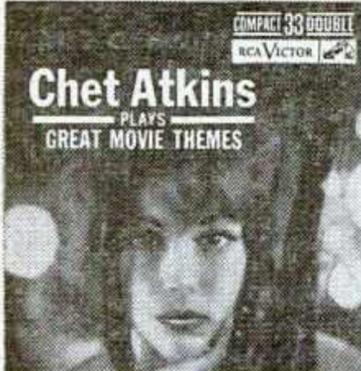
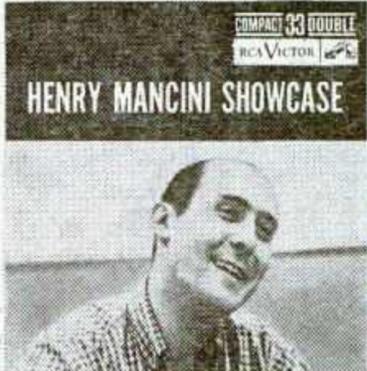
# THE COMPACT 33

# & YOU

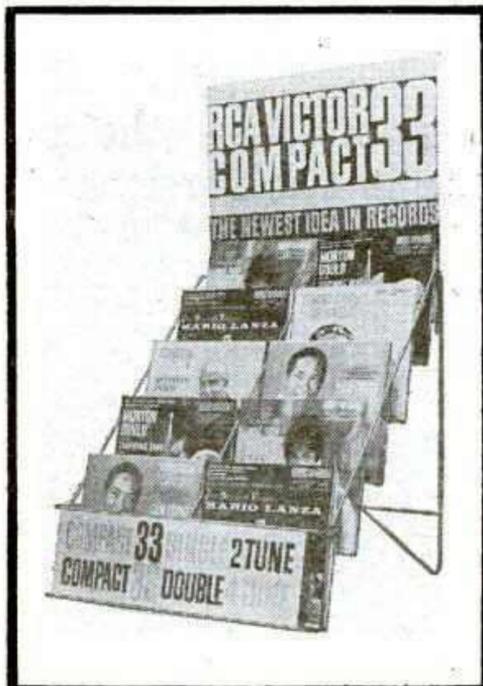
COMPACT 33 is RCA Victor's bold new idea for expanding your sales—the small record (7") at the big-record speed (33 rpm). It comes in two versions: the Double, with two selections on each side—an industry "first" from RCA Victor ... and the Single, with one selection per side. Doubles feature full-color sleeves, and list at \$1.49. Singles list at 98¢. ■ Billboard calls COMPACT 33 "a move of historic import to all segments of industry"! In addition to the new Singles in January, the first COMPACT 33 Doubles release includes the proven best-sellers shown here...all backed by special, giant-sized advertising and promotion campaigns. Order a complete selection now! **RCA VICTOR** 

MANUFACTURER'S NATIONALLY ADVERTISED PRICES SHOWN, OPTIONAL WITH DEALERS.

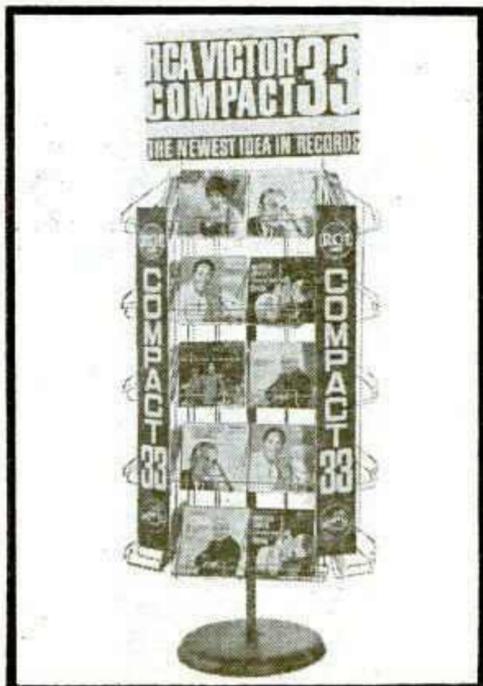
# AVAILABLE NOW ON COMPACT 33 DOUBLES

 <p><b>MORTON GOULD</b> AND HIS SYMPHONIC BAND PLAY SOUSA</p>	 <p><b>GLENN MILLER</b> SERENADE</p>	 <p>and now PRESENTING <b>DELLA REESE</b></p>	 <p>HIGHLIGHTS ROMBERG The Student Prince <b>MARIO LANZA</b></p>
 <p><b>RICHARD RODGERS</b> <b>VICTORY AT SEA</b> HIGHLIGHTS Volume 1 ROBERT RUSSELL BENNETT</p>	 <p>THE AMES BROTHERS SING THE BEST OF THE BANDS</p>	 <p>OLD TIMER'S NIGHT AT THE POPS BOSTON POPS ARTHUR FIEDLER</p>	 <p><b>SAM COOKE</b> SINGS</p>
 <p><b>BELAFONTE</b> AT CARNEGIE HALL HIGHLIGHTS</p>	 <p>George Beverly Shea INSPIRATIONAL SONGS</p>	 <p>HIGHLIGHTS rejoice, dear hearts! <b>BROTHER DAVE GARDNER</b></p>	 <p>Till the End of Time <b>PERRY COMO</b></p>
 <p><b>Chet Atkins</b> PLAYS GREAT MOVIE THEMES</p>	 <p>TWILIGHT TIME/THE THREE SUNS</p>	 <p><b>HENRY MANCINI SHOWCASE</b></p>	 <p>NEIL'S BEST <b>NEIL SEDAKA</b></p>

**PLUS**—LPC-100 ARTIE SHAW: THE KING OF THE CLARINET • LPC-102 TOMMY DORSEY ORIGINALS • LPC-103 SONS OF THE PIONEERS: TUMBLING TUMBLEWEEDS • LPC-106 FRANKIE CARLE; GOLDEN TOUCH • LPC-113 JEANETTE MacDONALD AND NELSON EDDY FAVORITES • LPC-114 BIG HITS BY PRADO • LPC-115 EDDY ARNOLD SINGS THEM AGAIN • LPC-116 HANK LOCKLIN'S GREATEST HITS • LPC-119 BUDDY MORROW: NIGHT TRAIN



Your distributor has news for you about two COMPACT 33 point-of-sale racks. The Counter Rack is 26" high, 15" deep and 15" wide. The Revolving Floor Merchandiser is 67" high, 13" deep and 26" wide. Call your distributor today for full information.



FOR WEEK ENDING JANUARY 1

# The Billboard TOP LP'S

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>G. I. BLUES</b> ..... 9 Elvis Presley.....RCA Victor LPM 2256	
2		2. <b>BUTTON-DOWN MIND OF BOB NEWHART</b> ..... 33 .....Warner Bros. W 1379	
3		3. <b>BUTTON-DOWN MIND STRIKES BACK</b> ..... 7 Bob Newhart.....Warner Bros. W 1393	
4		4. <b>NICE AND EASY</b> ..... 19 Frank Sinatra.....Capitol W 1417	
5		5. <b>STRING ALONG</b> ..... 20 Kingston Trio.....Capitol T 1407	
6		6. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II</b> ..... 9 Assorted Artists.....RCA Victor LM 6088	
7		7. <b>THIS IS BRENDA</b> ..... 6 Brenda Lee.....Decca DL 4082	
8		9. <b>SAY IT WITH MUSIC</b> ..... 12 Ray Conniff.....Columbia CL 1490	
9		10. <b>JOHNNY'S MOODS</b> ..... 18 Johnny Mathis.....Columbia CL 1526	
10		8. <b>EDGE OF SHELLEY BERMAN</b> ..... 23 .....Verve MGV 15013	
11		26. <b>MUSIC FROM EXODUS, AND OTHER GREAT THEMES</b> ..... 2 Mantovani.....London LL 3231	
12		14. <b>WILD IS LOVE</b> ..... 9 Nat King Cole.....Capitol WAK 1392	
13		20. <b>THE ALAMO</b> ..... 4 Sound Track.....Columbia CL 1558	
14		24. <b>KNOCKERS UP</b> ..... 8 Rusty Warren.....Jubilee JLP 2029	
15		31. <b>MERRY CHRISTMAS</b> ..... 2 Bing Crosby/Andrews Sisters.....Decca DL 8128	
16		22. <b>WEST SIDE STORY</b> ..... 8 Original Cast.....Columbia OL 5230	
17		11. <b>DARIN AT THE COPA</b> ..... 11 Bobby Darin.....Atco 122	
18		17. <b>GENIUS HITS THE ROAD</b> ..... 12 Ray Charles.....ABC-Paramount ABC 335	
19		19. <b>PAUL ANKA SINGS HIS BIG 15</b> ..... 26 .....ABC-Paramount LP 323	
20		25. <b>SOLD OUT</b> ..... 36 Kingston Trio.....Capitol T 1352	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
21		16. <b>MACK THE KNIFE—ELLA IN BERLIN</b> ..... 16 Ella Fitzgerald.....Verve MGV 4041	
22		— <b>CHRISTMAS SING ALONG WITH MITCH</b> ..... 1 Mitch Miller.....Columbia CL 1205	
23		12. <b>MEMORIES SING ALONG WITH MITCH</b> ..... 7 Mitch Miller.....Columbia CL 1542	
24		27. <b>BALLADS AND RHYTHMS OF BROADWAY</b> ..... 11 Johnny Mathis.....Columbia CL 17	
25		18. <b>REJOICE DEAR HEARTS</b> ..... 27 Brother Dave Gardner.....RCA Victor LPM 2083	
26		13. <b>TWIST</b> ..... 8 Chubby Checker.....Parkway P 7001	
27		15. <b>THEME FROM A SUMMER PLACE</b> ..... 36 Billy Vaughn.....Dot DLP 3276	
28		— <b>GENIUS OF RAY CHARLES</b> ..... 37 .....Atlantic 1312	
29		23. <b>KICK THY OWN SELF</b> ..... 18 Brother Dave Gardner.....RCA Victor LPM 2239	
30		34. <b>PERSUASIVE PERCUSSION, VOL. I</b> ..... 33 Terry Snyder All Stars.....Command LP 800	
31		36. <b>SENTIMENTAL SING ALONG WITH MITCH</b> ..... 26 Mitch Miller.....Columbia CL 1457	
32		— <b>MORE ITALIAN FAVORITES</b> ..... 1 Connie Francis.....M-G-M E 3871	
33		40. <b>IRMA LA DOUCE</b> ..... 4 Original Cast.....Columbia OL 5560	
34		— <b>UNSINKABLE MOLLY BROWN</b> ..... 1 Original Cast/Tammy Grimes.....Capitol WAO 1509	
35		— <b>MERRY CHRISTMAS</b> ..... 1 Johnny Mathis.....Columbia CL 1195	
36		21. <b>BRENDA LEE</b> ..... 19 .....Decca DL 4039	
37		— <b>LAST DATE</b> ..... 1 Lawrence Welk.....Dot DLP 3350	
38		— <b>CHRISTMAS MUSIC</b> ..... 1 Mantovani.....London LL 913	
39		— <b>MILLION DOLLARS' WORTH OF TWANG</b> ..... 1 Duane Eddy.....Jamie J 3014	
40		28. <b>BRAHMS CONCERTO</b> ..... 2 Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf.....RCA Victor LM 2466	

## ESSENTIAL INVENTORY (MONO ALBUMS)

on the charts 40 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>THE SOUND OF MUSIC</b> , Original Cast, Columbia KOL 5450... 54	
2		2. <b>INSIDE SHELLEY BERMAN</b> , Verve MGV 15003 ..... 88	
3		3. <b>ENCORES OF GOLDEN HITS</b> , Platters, Mercury MG 20472... 42	
4		4. <b>JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CL 1133... 139	
5		6. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LOC 6006 ..... 60	
6		8. <b>SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I</b> , Assorted Artists, RCA Victor LM 6074 ..... 57	
7		7. <b>MY FAIR LADY</b> , Original Cast, Columbia OL 5090 ..... 247	
8		5. <b>SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1160... 128	
9		9. <b>SOUTH PACIFIC</b> , Original Cast, Columbia OL 4180 ..... 342	
10		10. <b>FROM THE HUNGRY I</b> , Kingston Trio, Capitol T 1107 ..... 98	
11		12. <b>KINGSTON TRIO</b> , Capitol T 996 ..... 80	
12		11. <b>ITALIAN FAVORITES</b> , Connie Francis, M-G-M E 3791 ..... 47	
13		14. <b>HEAVENLY</b> , Johnny Mathis, Columbia CL 1351 ..... 67	
14		20. <b>HYMNS</b> , Tennessee Ernie Ford, Capitol T 756 ..... 171	
15		— <b>WOODY WOODBURY LOOKS AT LOVE AND LIFE</b> , Stereodiffies MW 1 ..... 42	
16		19. <b>THE MUSIC MAN</b> , Original Cast, Capitol WAO 990 ..... 148	
17		21. <b>OUTSIDE SHELLEY BERMAN</b> , Verve MGV 15007 ..... 57	
18		16. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LOC 1032 ..... 144	
19		22. <b>OKLAHOMA</b> , Sound Track, Capitol SAO 595 ..... 217	
20		13. <b>GIGI</b> , Sound Track, M-G-M 3641 ST ..... 130	
21		17. <b>MORE SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1243 ..... 102	
22		24. <b>KING AND I</b> , Sound Track, Capitol W 740 ..... 208	
23		— <b>PARTY SING ALONG WITH MITCH</b> , Mitch Miller, Columbia CL 1331 ..... 52	
24		15. <b>FAITHFULLY</b> , Johnny Mathis, Columbia CL 1422 ..... 50	
25		— <b>FILM ENCORES, VOL. I</b> , Mantovani, London LL 1700 ..... 128	

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

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		2. <b>STRING ALONG</b> ..... 19 Kingston Trio.....Capitol ST 1407	
2		1. <b>NICE AND EASY</b> ..... 18 Frank Sinatra.....Capitol SW 1417	
3		13. <b>BONGOS, FLUTES AND GUITARS</b> ..... 10 Los Admiradores.....Command RS 812	
4		3. <b>BONGOS</b> ..... 18 Los Admiradores.....Command RS 809	
5		6. <b>G. I. BLUES</b> ..... 6 Elvis Presley.....RCA Victor LSP 2256	
6		8. <b>PERSUASIVE PERCUSSION, VOL. II</b> ..... 19 Terry Snyder and All Stars.....Command RS 808 SD	
7		4. <b>SAY IT WITH MUSIC</b> ..... 8 Ray Conniff.....Columbia CS 8282	
8		— <b>BELAFONTE RETURNS TO CARNEGIE HALL</b> ..... 1 Harry Belafonte.....RCA Victor LSO 6007	
9		9. <b>PROVOCATIVE PERCUSSION, VOL. II</b> ..... 15 Command All Stars.....Command SD 810	
10		10. <b>JOHNNY'S MOODS</b> ..... 17 Johnny Mathis.....Columbia CS 8326	
11		12. <b>CHRISTMAS SING ALONG WITH MITCH</b> ..... 2 Mitch Miller.....Columbia CS 8027	
12		19. <b>SENTIMENTAL SING ALONG WITH MITCH</b> ..... 23 Mitch Miller.....Columbia CS 8251	
13		22. <b>CHRISTMAS MUSIC</b> ..... 2 Mantovani.....London PS 142	
14		5. <b>MEMORIES SING ALONG WITH MITCH</b> ..... 9 Mitch Miller.....Columbia CS 8342	
15		16. <b>LOOK FOR A STAR</b> ..... 18 Billy Vaughn Orch.....Dot DLP 25322	

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
16		29. <b>LAST DATE</b> ..... 2 Lawrence Welk.....Dot DLP 25350	
17		7. <b>WILD IS LOVE</b> ..... 10 Nat King Cole.....Capitol SWAK 1392	
18		14. <b>TCHAIKOVSKY: 1812 OVERTURE</b> ..... 27 Minneapolis Symphony Orch. (Dorati).....Mercury SR 90054	
19		18. <b>CAN CAN</b> ..... 23 Sound Track.....Capitol SW 1321	
20		17. <b>BRAHMS CONCERTO</b> ..... 3 Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf.....RCA Victor LSC 2466	
21		30. <b>JEALOUSY</b> ..... 5 Percy Faith.....Columbia CS 8292	
22		— <b>MUSIC FROM EXODUS, AND OTHER GREAT THEMES</b> ..... 1 Mantovani.....London P9 224	
23		— <b>MACK THE KNIFE—ELLA IN BERLIN</b> ..... 5 Ella Fitzgerald.....Verve MGVS 6163	
24		20. <b>THEME FROM "THE SUNDOWNERS"</b> ..... 2 Billy Vaughn.....Dot DLP 25349	
25		24. <b>WEST SIDE STORY</b> ..... 6 Original Cast.....Columbia OS 2001	
26		25. <b>GRAND CANYON SUITE</b> ..... 24 Morton Gould.....RCA Victor LSC 2433	
27		26. <b>WHITE SATIN</b> ..... 15 George Shearing.....Capitol ST 1334	
28		27. <b>BYE BYE BIRDIE</b> ..... 5 Original Cast.....Columbia KOS 2025	
29		28. <b>BERNSTEIN PLAYS BRUBECK, BRUBECK PLAYS BERNSTEIN</b> ..... 3 Dave Brubeck Quartet/Bernstein.....Columbia CS 8257	
30		— <b>ITALIAN FAVORITES</b> ..... 1 Connie Francis.....M-G-M SE 3791	

## ESSENTIAL INVENTORY (STEREO ALBUMS)

on the charts 30 weeks or more

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1		1. <b>PERSUASIVE PERCUSSION, VOL. I</b> , Terry Snyder and the All Stars, Command S 800 ..... 49	
2		2. <b>SOUND OF MUSIC</b> , Original Cast, Columbia KOS 2020 ..... 51	
3		3. <b>SOUTH PACIFIC</b> , Sound Track, RCA Victor LSO 1032 ..... 84	
4		4. <b>PROVOCATIVE PERCUSSION, VOL. I</b> , Command All Stars, SD 806 ..... 49	
5		7. <b>MY FAIR LADY</b> , Original Cast, Columbia OS 2015 ..... 84	
6		9. <b>FILM ENCORES, VOL. I</b> , Mantovani, London PS 124 ..... 72	
7		6. <b>BEN-HUR</b> , Rome Symphony Orch./Savina, M-G-M IEI ..... 32	
8		12. <b>FLOWER DRUM SONG</b> , Original Cast, Columbia OS 2009 ..... 40	
9		— <b>RODGERS: VICTORY AT SEA, VOL. II</b> , RCA Victor Symphony Orch. (Benneff), RCA Victor LSC 2226 ..... 61	
10		8. <b>BELAFONTE AT CARNEGIE HALL</b> , Harry Belafonte, RCA Victor LSO 6006 ..... 58	
11		10. <b>MUSIC MAN</b> , Original Cast, Capitol SWAO 990 ..... 66	
12		11. <b>COME DANCE WITH ME</b> , Frank Sinatra, Capitol SW 1069 ..... 80	
13		17. <b>GEMS FOREVER</b> , Mantovani, London PS 106 ..... 52	
14		18. <b>HERE WE GO AGAIN</b> , Kingston Trio, Capitol ST 1258 ..... 59	
15		5. <b>THEME FROM A SUMMER PLACE</b> , Billy Vaughn, Dot DLP 25276 ..... 35	
16		15. <b>KING AND I</b> , Sound Track, Capitol SW 740 ..... 71	
17		13. <b>GIGI</b> , Sound Track, M-G-M SE 3641 ..... 77	
18		14. <b>SOLD OUT</b> , Kingston Trio, Capitol ST 1352 ..... 35	
19		19. <b>MORE JOHNNY'S GREATEST HITS</b> , Johnny Mathis, Columbia CS 8150 ..... 41	
20		— <b>PETE FOUNTAIN'S NEW ORLEANS</b> , Coral CRL 7-57282 ..... 32	

BEST SELLING MONOPHONIC LP'S

BEST SELLING STEREO PHONIC LP'S

BASED  
ON SALES

# IN STORES & RACKS

BEST SELLING  
CLASSICAL ALBUMS

## MONOPHONIC CLASSICAL ALBUMS

1. **RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779
2. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252
3. **HANDEL: THE MESSIAH**  
Addison, Oberlin, Lloyd, Warfield, Westminster Chorus, Williamson (director), Philadelphia Symphony Ork. of New York, L. Bernstein, Columbia MZL 263
4. **SIXTY YEARS OF SONG HITS, VOL. 2 . . .** Assorted Artists, RCA Victor LM 6088
5. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054
6. **BRAHMS: SECOND PIANO CONCERTO . . .** Sviatoslav Richter, RCA Victor LM 2466
7. **GROFE: GRAND CANYON SUITE . . . . .** Morton Gould, RCA Victor LM 2433
8. **SIXTY YEARS OF SONG HITS, VOL. 1 . . .** Assorted Artists, RCA Victor LM 6074
9. **THE LORD'S PRAYER . . .** The Mormon Tabernacle Choir (Condie), Columbia ML 5386
10. **LANZA SINGS CARUSO—Caruso Favorites**  
Mario Lanza-Enrico Caruso, RCA Victor LM 2393

## STEREOPHONIC CLASSICAL ALBUMS

1. **TCHAIKOVSKY: PIANO CONCERTO NO. 1**  
Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252
2. **GROFE: GRAND CANYON SUITE . . . . .** Morton Gould, RCA Victor LSC 2433
3. **LANZA SINGS CARUSO—Caruso Favorites**  
Mario Lanza-Enrico Caruso, RCA Victor LSC 2393
4. **HANDEL: THE MESSIAH**  
Mormon Tabernacle Choir (Condie), Philadelphia Or. (Ormandy), Columbia MS 6058
5. **TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN**  
Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054
6. **RACHMANINOFF: PIANO CONCERTO NO. 3**  
Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355
7. **BRAHMS: SECOND PIANO CONCERTO . . .** Sviatoslav Richter, RCA Victor LSC 2466
8. **THE LORD'S PRAYER . . .** The Mormon Tabernacle Choir (Condie), Columbia MS 6068
9. **RODGERS: VICTORY AT SEA, VOL. 1**  
RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335
10. **SCHUMANN: CONCERTO IN A MINOR . . . . .** Van Cliburn, RCA Victor LSC 2455

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

(Stereophonic)

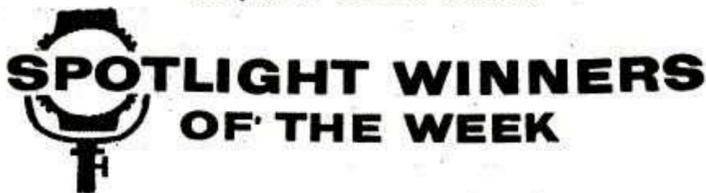
1. **101 Years of Familiar Songs**  
101 Strings . . . Stereo Fidelity 2 RS
2. **Soul of Spain, Vol. 1**  
101 Strings . . . Stereo Fidelity SF 6600
3. **101 Strings Play the Blues**  
. . . . . Stereo Fidelity SF 5800
4. **Ebb Tide**  
Frank Chacksfield . Richmond S 30078
5. **Silver Screen**  
101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

(Monophonic)

1. **Ebb Tide**  
Frank Chacksfield . Richmond M 20078
2. **Soul of Spain, Vol. 1**  
101 Strings . . . . . Somerset P 6600
3. **101 Years of Familiar Songs**  
101 Strings . . . . . Somerset 2 RS
4. **You Do Something to Me**  
Mario Lanza . . . RCA Camden CAL 450
5. **101 Strings Play the Blues**  
. . . . . Somerset P 5800
6. **Silver Screen**  
101 Strings . . . . . Somerset P 7000
7. **Concerto Under the Stars**  
101 Strings . . . . . Somerset P 6700
8. **Good Housekeeping Reducing**  
**Off the Record . . .** Harmony HL 7143
9. **John McCormack Sings Irish Songs**  
. . . . . RCA Camden CAL 407
10. **Soul of Spain, Vol. 2**  
101 Strings . . . . . Somerset P 9900

## Reviews of THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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

Pop

### GREAT MOTION PICTURE THEMES



**Various Artists. United Artists UAS 3122.** (Stereo & Monaural)—The Ferrente and Teicher versions of the themes from "Exodus" and "The Apartment" are featured in the collection. It should draw a good response, since most of the film themes collected here achieved some popularity. These include music from "Never on Sunday," "The Magnificent Seven," "The Alamo," "I Want to Live," "On the Beach," "Some Like It Hot," and half a dozen others. Most are direct sound track products. Quality on all is excellent.

### CAMELOT



**Original Cast. Columbia KOL 5620.** (Stereo & Monaural)—Julie Andrews and Richard Burton come to brilliant life in this colorful package as Lady Guinevere and King Arthur right out of the pages of the current Lerner and Loewe Broadway musical. They are joined by Robert Goulet who also presents a fine vocal style in his offerings. The score is pleasing and the book-fold package is filled with colorful photos of the cast in action, plus notes on the leading players. This new album is bound to grab off plenty of business during the coming months.

### WILDCAT



**Original Cast. RCA Victor LSO 1060.** (Stereo & Monaural)—With "Wildcat" currently pulling them in on Broadway, this original cast album should quickly turn into a top seller. It features Lucille Ball, Keith Andes, Don Tompkins, Paula Stewart, and the rest of the wild-catters, singing the merry musical score in bright, rousing fashion. A number of the songs, especially "Hey, Look Me Over," "Give a Little Whistle," and "Tall Hope," are already getting good action, and that, too, will help the LP. A strong bet for dealers here.

### MISTER LARRY VERNE



**Era EL 104—Verne is riding high with two novelty hits—"Mister Custer" and "Mr. Livongston," both of which are included in this package, along with equally funny monologs tagged "Mister Nero," "Mister Saki," "Mistopher Columbus," etc. Funny wax for Verne fans.**

Children's

### ALICE THROUGH THE LOOKING GLASS



**Lewis Carroll. London OSA 1211.** (Stereo & Monaural)—A masterfully produced set for the kiddie market— young and old kiddies alike, that is. These wonderful adventures of Alice are spun out by narrator Margaretta Scott, with Jane Asher, who sounds a lot like Hayley Mills, performing the dramatized Alice segs, with plenty of sound effects. A delightful two-LP set that will draw the undivided attention of young listeners.

### THE WIND IN THE WILLOWS



**Jessica Tandy and Hume Cronyn. Pathways of Sound POS 1026—**This is the second in the label's series of readings from the Kenneth Graham classic "The Wind in the Willows." On this set, there are further adventures of toad, rat, mole, and badger, in their own wonderful world of make-believe. Jessica Tandy and Hume Cronyn turn in delightful readings as they narrate the quartet's incredible experiences, with Miss Tandy reading "The Open Road," and Cronyn the story of "Mr. Toad." Children who have read the book, as well as many who haven't, will enjoy this disk. And so will a few adults.

Specialty

### HOW TO BOWL YOUR BEST



**Joe Wilman. Epic LB 2700—**With bowling now the nation's No. 1 sport, this excellent bowling instruction album should be welcome to many novices. The album features bowling instructions by Joe Wilman, bowling champion, teacher and member of the ABC Hall of Fame. The set gives essential instruction, starting with form and stance, and including footwork, armswing, timing, the foul line and tips on making spares and strikes. The album liner and gatefold contain additional instructions on practicing at home. A well-conceived and well-executed set that could enjoy good sales.

## SPECIAL MERIT SPOTLIGHTS

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

(Reviews appear elsewhere in this issue)

International

★★★★ **ITALIAN SONGS AND DANCES—**Various Groups, Montor MF 345

## • Reviews and Ratings of New Albums

### POP LP's

★★★★ STRONG SALES POTENTIAL

### POPULAR ★★★★★

★★★★ THE HOLLYWOOD ARGYLES  
 Late L 101—The Hollywood Argyles, featuring Gary Paxton (formerly Flip of Skip and Flip) are in fine exuberant vocal form on a group of bouncy r.&r. novelties, including their big hit single "Alley-Oop," "Hully Gully," and "Yakety Yak." Commercial wax with strong appeal for teenagers.

### JAZZ LP's

★★★★ STRONG SALES POTENTIAL

### JAZZ ★★★★★

★★★★ THE DON SHIRLEY TRIO  
 Cadence CLP 3046—Very tasteful instrumental performances by the trio, made up of piano, cello and bass. In fact, the opening band, "Water Boy," is a thriller from the opening bars. Other selections are "Where's My Bess," "Blue Skies," "In a Moorish Marketplace," etc. There are jazz, classical, folk and pop influences here, all merging into uncommonly good sides.

### SPECIALTY LP's

★★★★ STRONG SALES POTENTIAL

### SOUND ★★★★★

### ★★★★ SOUND EFFECTS IN STEREO, VOLUME I

Audio Fidelity DFS 7006 (Stereo & Monaural)—Here's something different for the audiophile, who is willing to pick up the needle and move it over after each of the 50 special sound effect tracks. Grooves are locked, which is a help perhaps to broadcasters but not to domestic listeners—jet takeoffs and landings, steamships, racing cars, surf, heartbeats, thunder and many others. It's part of the label's "Doctored for Super Stereo" series and in this respect it qualifies eminently. This can create a lot of interest.

### SACRED ★★★★★

★★★★ GOD IS MY SHEPHERD  
 Harvesters Quartet. Skylite SRLP 5973—Even though this label is owned jointly by the Blackwood Brothers and the Statesmen, other good groups are also spotlighted, as is proved here. The Harvesters perform with authority with piano and rhythm support, a number of fine and inspiring sacred and gospel offerings. A nicely varied program, too, which includes "Wonderful Saviour," "Listen" and "I'll Leave It All Behind." Entertaining and uplifting.

### CHILDREN'S ★★★★★

★★★★ ROMPER ROOM — NURSERY SCHOOL SONGS AND GAMES  
 Sandpiper Chorus and Orchestra. Golden LP 61—A very attractive disk for children with songs and games as featured on the TV show "Romper Room." The songs include such familiar items as "Pop Goes the Weasel," and "Old Mac Donald," activity tunes such as marches, jumping songs, etc. There are also games and songs for the youngsters to tap dance to. A good item for the 2 to 6 set.

### POP LP's

★★★ MODERATE SALES POTENTIAL

### POPULAR ★★★

★★★ AT THE 90TH FLOOR  
 Dick and Kiz Harp. 90th Floor SLL 901—This new label introduces a new singing team in the Harps—Dick and Kiz. Their album has been recorded in a club called the 90th Floor in Dallas. Four of the 13 tracks are by the duo, while the Mrs. sings the others to the accompaniment of her husband's piano with bass. Mrs. Harp's singing is very hip in the smokey modern manner. The material, too, is hip and unusual — "Ugly Duckling" and "Inch Worm" by Frank Loesser are indicative.

### ★★★ POLISH RADIO ENTERTAINS YOU

Polish Radio Orchestra. Brono BR 50151—A bit of a new touch for Bruno is this recording by various of the Polish State

orchestras. This difference comes in the style of repertoire, which unlike most Bruno sets, which features authentic music of a given country, is of a largely Western cast. Songs include "Without a Song," "Humoresque," "Blue Danube Waltz," played pleasantly by string-accented groups in danceable tempos. Easy listening but it will have a tough time against much competition.

### JAZZ LP's

★★★ MODERATE SALES POTENTIAL

### JAZZ ★★★

### ★★★ MUSIC FOR SWINGING SKIERS

The Ken Belding Trio. Addison AD 3000—The Ken Belding Trio performs fairly often at the Baggy Knees, in Stowe, Vt., one of the East's best-known ski centers. On this album the trio plays a number of familiar winter-type tunes with gusto, sparked by the drum work of Belding and the piano work of Alf Bartles. Songs include "Winter Wonderland," "Let It Snow, Let It Snow, Let It Snow," and "Moonlight in Vermont." There are originals, too, including "Baggy Knees," and "Lounge Lizard." Listenable, noncontroversial jazz.

### SPECIALTY LP's

★★★ MODERATE SALES POTENTIAL

### SOUND ★★★

### ★★★ BONGOS-REEDS-BRASS

Big Band of Bob Florence. Life L 1001 (Stereo & Monaural)—This new percussion entry sounds and looks not too different from the flock of others pouring onto the market. Hifirecords' "Life" label offshoot also could be confused by some dealers and consumers for the Time label, whose product is similar in appearance though active in this area longer. The tunes on this disk are nearly all standards, played in suitably arranged versions to feature the instru-

ments named in the title. Only the mono version was available for review, but the ping-pong effect doubtless was featured in the stereo.

(Continued on page 31)

America's Best Loved Folk Singers!

## THE WEAVERS

At Carnegie Hall VRS-9010  
 At Carnegie Hall Vol. 2 VRS-9075 & VSD-2069\*  
 On Tour VRS-9013  
 At Home VRS-9024 & VSD-2030\*  
 Traveling On VRS-9043 & VSD-2022\*

VANGUARD records

## AUDIO FIDELITY NEW UNIQUE SOUND EFFECTS RECORD

DFM 3006 \$4.98 DFS 7006 \$5.95

## 101 Strings

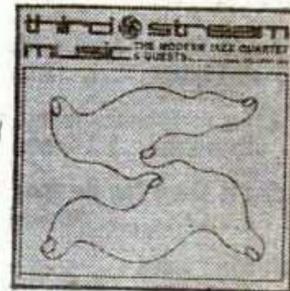
The World's First Stereo-Scored Orchestra

# "THIRD STREAM MUSIC"

ATLANTIC LP 1345 available stereo & monaural

## THE MODERN JAZZ QUARTET

album that created such a great sensation in the musical world in 1960!



Other LP's by The Modern Jazz Quartet

- 1325 Pyramid
- 1299 The MJQ at Music Inn, Vol. II
- 1284 One Never Knows
- 1265 The Modern Jazz Quartet
- 1247 The MJQ at Music Inn, Vol. I
- 1231 Fontessa

ATLANTIC RECORDS

## RETAILERS

ASK YOUR C. G. RECORD SALESMAN ABOUT THE

☆ FABULOUS ☆  
 ☆ HOLLYWOOD ☆  
 ☆ ☆ AWARDS ☆ ☆  
 ☆ CONTEST ☆

JAN. FEB. MARCH 1961  
 One of Your Customers can WIN \$500.00 CASH

Plus BONUS AWARD:  
 Round trip to Hollywood in time for THE ACADEMY AWARDS PRESENTATIONS with a TOP STAR as their Hollywood escort or \$300.00 in additional cash!

### FOR YOU!

1. 20% Free Merchandise throughout the contest
2. Special star-value display material including browser boxes and window posters
3. Free contest entry blanks for all your customers
4. A chance to win \$250.00 in album merchandise of your choice

PLUS A CHANCE TO CASH IN ON THE ALBUM OF THE YEAR

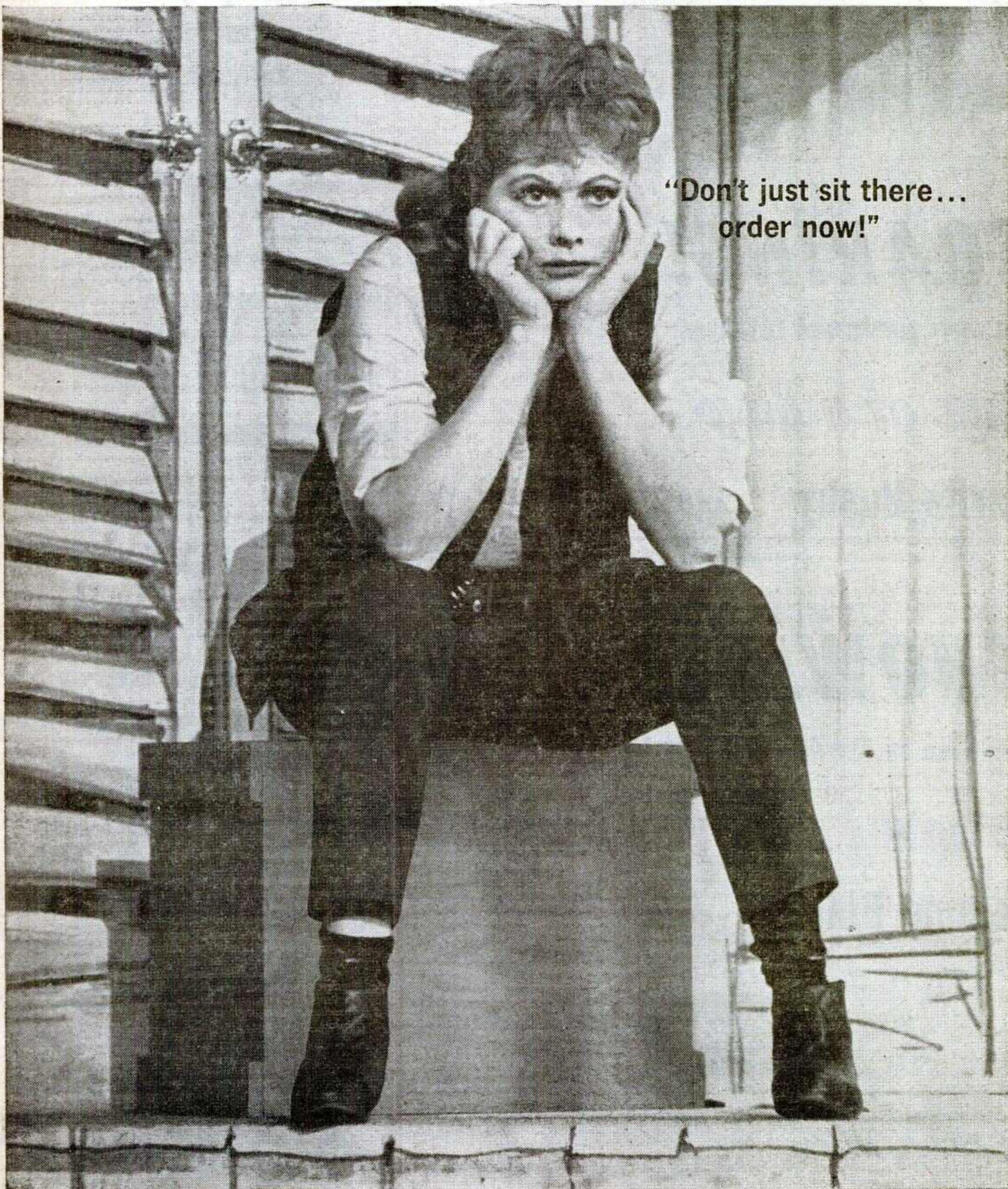
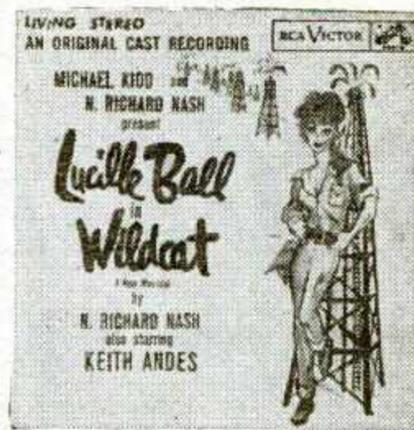
Every song that ever won an Academy Award on one record

CG  
 Gordon Jenkins conducts



12801	12802	12803	12804	12805	12806	12807	12808	12809	12810
12811	12812	12813	12814	12815	12816	12817	12818	12819	12820
12821	12822	12823	12824	12825	12826	12827	12828	12829	12830
12831	12832	12833	12834	12835	12836	12837	12838	12839	12840
12841	12842	12843	12844	12845	12846	12847	12848	12849	12850
12851	12852	12853	12854	12855	12856	12857	12858	12859	12860
12861	12862	12863	12864	12865	12866	12867	12868	12869	12870
12871	12872	12873	12874	12875	12876	12877	12878	12879	12880
12881	12882	12883	12884	12885	12886	12887	12888	12889	12890
12891	12892	12893	12894	12895	12896	12897	12898	12899	12900

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



**"Don't just sit there... order now!"**

# SCORING!

(Europe's biggest hit in 20 years hits in U. S.)

*milord*

**Edith Piaf 4493**

# SOARING!

(On every popular and C&W chart)

*wings of a dove*

**Ferlin Husky 4406**

# SHOWING!

(Looks like another chart buster for Jeanne)

*oh, how i miss you tonight*

**Jeanne Black 4492**



## CAPITOL'S

## HOT HITS

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

- 4466—**OL' MacDONALD** ..... **Frank Sinatra**  
 Billboard "Hot 100" ..... #66  
 Cash Box "Top 100" ..... #43  
 Music Vendor "Top 100" ..... #31  
 Variety "T.I.P.S." ..... #38
- 4406—**WINGS OF A DOVE** ..... **Ferlin Husky**  
 Billboard "Hot 100" ..... #42  
 Cash Box "Top 100" ..... #95  
 Music Vendor "Top 100" ..... #48  
 Billboard "Hot C&W Sides" ..... #1  
 Cash Box "Top 50 C&W" ..... #1  
 Music Vendor "Top 50 C&W" ..... #1  
 Variety "T.I.P.S." ..... #59
- 4412—**EXCUSE ME** ..... **Buck Owens**  
 Billboard "Hot C&W Sides" ..... #3  
 Cash Box "Top 50 C&W" ..... #3  
 Music Vendor "Top 50 C&W" ..... #10
- 4463—**WORLD SO FULL OF LOVE** ..... **Faron Young**  
 Cash Box "Top 50 C&W" ..... #11  
 Music Vendor "Top 50 C&W" ..... #14
- 4463—**FORGET THE PAST** ..... **Faron Young**  
 Cash Box "Top 50 C&W" ..... #27  
 Music Vendor "Top 50 C&W" ..... #25
- 4454—**IT'S GOT TO BE A HABIT** ..... **Hank Thompson**  
 Cash Box "Top 50 C&W" ..... #25  
 Music Vendor "Top 50 C&W" ..... #38
- 4469—**HAPPY, HAPPY BIRTHDAY** ..... **Wanda Jackson**  
 Variety "T.I.P.S." ..... #78
- 4492—**OH, HOW I MISS YOU TONIGHT** ..... **Jeanne Black**  
 Music Vendor "Top 100" ..... #99

## PICKED TO BE

## HITS

ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

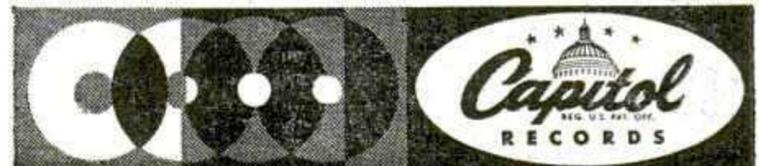
- 4489—**PEPE** ..... **Les Baxter**  
 Music Vendor "Hit Pick." "Les Baxter and his chorus and ork do a top-notch job on the title song from the motion pic 'Pepe' c/w DOLCE FAR NIENTE, a pretty instrumental waltz item from the musical 'The Unsinkable Molly Brown.'" Watch both.
- 4492—**OH, HOW I MISS YOU TONIGHT** ..... **Jeanne Black**  
 Variety "Best Bet." "Jeanne Black's 'Oh, How I Miss You Tonight' is an oldie fashioned and an answer to Elvis Presley's 'Are You Lonesome Tonight' and will go far because of the slick handling of vocal and recitative."

## BRAND NEW

## RELEASES

OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

- 4482—**I'LL NEVER SAY NO** ..... **Janice Harper**  
**LOVE IS A DANGEROUS THING**  
 This is Janice's swingin'est effort yet. Two ear-opening tunes that are destined for unlimited air-play on both pop and good music stations.
- 4493—**MILORD** ..... **Edith Piaf**  
**MILORD** ..... **Franck Pourcel**  
 This is the same record that is Europe's biggest selling hit single in 20 years! This is Piaf at her very best. Could parallel European success.
- 4494—**SNATCHIN' PEACHES** ..... **Dave Sheffield**  
**LING TING LAUNDRY**  
 Dave Sheffield's debut record features two novelty tunes with an exceptionally strong R & B sound. Has the lyric and beat combination that is currently setting the trend.
- 4495—**BLACK CAT** ..... **Tommy Collins**  
**MY LAST CHANCE WITH YOU**  
 An up-tempo rock-a-billy original, BLACK CAT has a strong novelty flavor that will attract a considerable amount of pop field attention. Watch both sides.
- 4499—**ENORMITY IN MOTION** ..... **Simon Crum**  
**CUZZ YORE SO SWEET**  
 Simon Crum novelty discs have always enjoyed great popularity and air-play, these two sides will be no exception. Current humor trend could make this one really big.



# HOT 100 ADDS 13

NEW YORK—The Hot 100 chart added 13 new sides this week. They are:

- 63. You Are the Only One (Hilliard, BMI)—Ricky Nelson, Imperial.
- 75. How to Handle a Woman (Chappell, ASCAP)—Johnny Mathis, Columbia.
- 80. (Let's Do the) Hully Gully (Islip, BMI)—Bill Doggett, Warner Bros.
- 82. Cherry Pink and Apple Blossom White (Chappell, ASCAP)—Jerry Murad's Harmonicats, Columbia.
- 92. Talk to Me, Baby (Pamco, BMI)—Annette, Vista.
- 93. Someday (You'll Want Me to Want You) (Duchess, BMI)—Brook Benton, Mercury.
- 94. Angel on My Shoulder (Sherman-DeVorzon, BMI)—Shelby Flint, Valiant.
- 95. Child of God (Adaris, BMI)—Bobby Darin, Atco.
- 96. We Have Love (De Larue, BMI)—Dinah Washington, Mercury.
- 97. Make Someone Happy (Stratford, ASCAP) — Perry Como, RCA Victor.
- 98. There She Goes (Four Star, BMI)—Jerry Wallace, Challenge 59098.
- 99. Oh, How I Miss You Tonight (World-Bourne, ASCAP) —Jeanne Black, Capitol.
- 100. Spoonful (Arc, BMI)—Etta and Harvey, Chess.

## Reviews and Ratings of New Albums

Continued from page 28

### SACRED ★★★

**★★★ SING AND SHOUT**  
Oak Ridge Quartet, Skylite LP 5974—Here's a spirited and talented sacred group that has been together as a unit for only two years. They have a strong feel for their material and they work here against a simple but effective piano accompaniment. "Sing and Shout," "I'll Lose My Blues in Heaven" and "Lord, I Want to Go Home," are samples of the neatly paced program. Boys are worth a hearing.

### RELIGIOUS ★★★

**★★★ JESUS GIVES ME A SONG**  
Tom Wyrzten, Word W 3138—Pianist Wyrzten, who has accompanied Jerome Hines, George Beverly Shea and others, provides reverent piano solo treatments of some moving sacred themes. Tunes include "God Leads His Dear Children Along" and "Abide With Me." Effective change-of-pace programming for religious record shows.

### ★★★ WHEN I KNEEL DOWN TO PRAY

Joe Ann Shelton with the Kurt Kusler Orchestra and Choir, Word WST 8065 (Stereo & Monaural)—Miss Shelton's rich mezzo soprano is spotlighted on a group of reverent sacred themes. Director of the Baptist Hour Choir and soloist on "The Baptist Hour," Miss Shelton has a considerable following in the Southwest.

### SPIRITUAL ★★★

**★★★ LET THE CHURCH ROLL ON**  
The Bible Way Church of God Choir, King 736—These spirituals have been recorded during church service by the Bible Way Church of God Choir in Cincinnati. Performances are impassioned and catch the true gospel spirit. Included are "Sinner's Prayer," "Jesus," and "Let the Church Roll On."

### BAND ★★★

**★★★ BEST OF THE MUMMERS**  
Aqua String Band, ABC-Paramount ABC 373 (Stereo & Monaural)—The sound of glockenspiel, banjos and saxophones that has greeted so many Philadelphians during the "Mummers" parade, is joyously evident in this fine set of 14 tracks by the Aqua Band under the direction of Gene Nemeth.

Polkas and oldies from the basis of repertoire for this band and "Bye, Bye Blackbird" and "Little Girl" are two of the best in the set which should sell in areas where this type of music is well known and admired.

### CHILDREN'S ★★★

**★★★ IT'S NICE TO BE NICE**  
Naine Lewis, Riverside-Wonderland RLP 1429—Painless and amusing little songs for kiddies that teach them the proper manners for various situations, such as table manners, travelling manners, etc. All are sung charmingly by Naine Lewis in a manner that will capture the attention of smaller fry and entertain them. A good gift item.

### LATIN AMERICAN ★★★

**★★★ A MUSICAL TRAVELOG OF THE CARIBBEAN (3-12")**  
Seeco SP 4002—Three records of Latin-American music have been attractively boxed and supplemented with travel folders extolling the virtues of Caribbean resort areas. The featured orks, one per disk, are the Sonora Matancera, the Luis Kalaff group and Cesar Concepcion's orchestra, each of which plays with plenty of Latin flavor, but are quite different from each other. The package would find favor with tourists, past, present and future.

### INTERNATIONAL ★★★

**★★★ PIATNITSKY SONG DANCE ENSEMBLE OF RUSSIA**  
Various Artists, Bruno BR 50121—Russian folk music, authentic in repertoire and performance. Good voices and instrumentalists. Disk is one of the label's "Around the World" series.

### CHILDRENS ★★★

**★★★ MARCELLA, THE CHICKEN WHO SANG OPERA**  
Nadine Lewis, Riverside - Wonderland RLP 1430—Nadine Lewis both narrates and plays the parts in this amusing story of the chicken who sang opera. The story tells about the adventures of a young lad with a group of barnyard friends, and it will hold the age range. As is usual with the albums in this series, it is well-produced and the cover is attractive.

**OF WARSAW-HALINA MICKIEWICZ**  
Polish Radio Orchestra (Rachon), BRUNO BR 50165

### SPECIALTY

**A MUSICAL TRAVELOG OF EUROPE**  
SEECO SP 4001

### INTERNATIONAL

**GOODWILL AMBASSADORS OF AMERICAN JAZZ-VOLUME 2**  
Jazz Ensemble of Europe, BRUNO BR 50143

**SONGS OF WARSAW**  
Mazowsze Song and Dance Ensemble, BRUNO BR 50168

# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JANUARY 1

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

### RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

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

1. **WONDERLAND BY NIGHT**—Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151.
2. **ARE YOU LONESOME TONIGHT**—Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Presley, Vic 7810.
3. **LAST DATE**—Floyd Cramer, Vic 7775; Skeeter Davis, Vic 7825; Joni James, M-G-M 12933; Lawrence Welk, Dot 16145.
4. **EXODUS**—Ferrante and Telcher, United Artists 274; Mantovani, London 1953; Medallion Strings, Medallion 602.
5. **A THOUSAND STARS**—Kathy Young and the Innocents, Indigo 108.
6. **NORTH TO ALASKA**—Johnny Horton, Columbia 41782.
7. **SAILOR (YOUR HOME IS IN THE SEA)**—Lolita, Kapp 349.
8. **MANY TEARS AGO**—Connie Francis, M-G-M 12964.
9. **YOU'RE SIXTEEN**—Johnny Burnette, Liberty 55285.
10. **HE WILL BREAK YOUR HEART**—Jerry Butler, Vee Jay 354.
11. **LONELY TEENAGER**—Dion, Laurie 3070.
12. **POETRY IN MOTION**—Lloyd Reese, Coral 62225; Johnny Tillotson, Cadence 1384.
13. **NEW ORLEANS**—Big Boy Myles, Ace 605; U. S. Bonds, Legrand 819.
14. **CORINNA, CORINNA**—Ray Peterson, Dunes 2902.
15. **ANGEL BABY**—Rose and the Originals, Highland 500.
16. **RUDOLPH, THE RED-NOSED REINDEER**—Johnnie Alvin, Warner Bros. 5024; Paul Anka, ABC-Paramount 10136; Gene Autry/Pinafores, Col 50075; Cadillacs, Josie 807; Bing Crosby, Dec 27159; Dudes, Sue 723; Red Foley/Little Foleys, Dec 46267; Spike Jones, Vic 0172; Korn Kobblers, M-G-M 15; Guy Lombardo, Dec 28410 and 27803; Melodeers, Studio 9908; Mulcays, Cardinal 1025; Prancers, Guaranteed 204; David Seville and the Chipmunks, Liberty 55289.
17. **PERFIDIA**—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okeh 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Ork/Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touzet, Geno Norman Presents 152; Ventures, Dolton 28.
18. **MY GIRL JOSEPHINE**—Fats Domino, Imperial 5704.
19. **STAY**—Little Joe and Thrillers, Okeh 7136; Maurice Williams and Zodiacs, Herald 552; Marsha Winters, Stephany 1805.
20. **WHITE CHRISTMAS**—Vic Barrel, Atlantic 2083; Big Maybelle/E. Wilkin Ork, Savoy 1541; Carmen Cavallaro, Dec 24141; Jesse Crawford, Dec 9056; Bing Crosby, Dec 23778; Drifters—Clyde McPhatter, Atlantic 1048; Al Hibbler/J. Pleis Ork & Chorus, Dec 30127; Ink Spots, Dec 24140; Joni James, M-G-M 12368; Guy Lombardo, Dec 28049; Guy Lombardo, Dec 23738; Mulcays, Cardinal 1024; Ravens, Savoy 1540; Cmdr. Shea School Boys' Choir, Cadence 1375; Ethel Smith, Dec 24142; Kate Smith, M-G-M 10096; Statues, Liberty 55292; Ray Stevens, National Recording Corp. 063; Sister Rosetta Tharpe, Dec 48119; Ernest Tubbs, Dec 46186; Beto Villa, Falcon 821; Fred Waring, Dec 24500; Hugo Winterhalter, Vic 0875.
21. **ROCKIN' AROUND THE CHRISTMAS TREE**—Brenda Lee, Dec 30776.
22. **THEME FROM THE APARTMENT**—Ferrante and Telcher, United Artists 231; Jack Lemmon, Epic 9399.
23. **RUBBER BALL**—Bobby Vee, Liberty 55287.
24. **(WILL YOU LOVE ME) TOMORROW**—Shirelles, Scepter 1211.
25. **SWAY**—Bobby Rydell, Cameo 182.
26. **ALONE AT LAST**—Jackie Wilson, Brunswick 55170.
27. **BLUE TANGO**—Bill Black Combo, Hi 2027; Lester Lanin, Epic 9426.
28. **LITTLE DRUMMER BOY**—Beverly Sisters, London 1862; Johnny Cash, Col 41481; Eric Jay, Bullseye 1021; Harry Simeone Chorale, 20th Fox 121; Henry Snow Singers, Whitewall 30005.
29. **FOOLS RUSH IN**—Brook Benton, Mer 71722; Remo Capra, Col 41697; Malcolm Dodds, End 1004; Norman Mapp, Jaro 70021; Joe Salvator, Secco 6006.
30. **LET'S GO, LET'S GO, LET'S GO**—Hank Ballard and the Midnighters, King 5490.

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

## LIMITED SALES POTENTIAL

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

### POPULAR

**JUANITA**  
Juanita Cruse with Gerald Wiggins and his Orchestra, GNP GNP 51

**THE PLAYBOY CLUB TONIGHT**  
Burns and Carlin, ERA EL 103

### SEMI-CLASSICAL

**GREAT MUSIC FROM EUROPEAN OPERETTA AND THE NIGHTINGALE**

FOR WEEK ENDING JANUARY 1

# The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	1	ARE YOU LONESOME TONIGHT	Elvis Presley, RCA Victor	7810	S	7
2	3	4	13	WONDERLAND BY NIGHT	Bert Kaempfert, Decca	31141	S	7
3	2	2	2	LAST DATE	Floyd Cramer, RCA Victor	7775	S	12
4	7	3	5	A THOUSAND STARS	Kathy Young and the Innocents, Indigo	108		10
5	6	10	30	EXODUS	Ferrante and Telcher, United Artists	274	S	7
6	4	5	6	NORTH TO ALASKA	Johnny Horton, Columbia	41782		15
7	8	8	11	MANY TEARS AGO	Connie Francis, M-G-M	12964		8
8	9	12	17	YOU'RE SIXTEEN	Johnny Burnette, Liberty	55285		9
9	5	6	9	SAILOR (YOUR HOME IS IN THE SEA)	Lolita, Kapp	349		10
10	27	42	71	CORINNA, CORINNA	Ray Peterson, Dunes	2002		6
11	10	7	7	HE WILL BREAK YOUR HEART	Jerry Butler, Vee Jay	354		9
12	12	18	21	LONELY TEENAGER	Dion, Laurie	3070		11
13	23	40	—	ANGEL BABY	Rosie and the Originals, Highland	1011		3
14	26	64	—	ROCKIN' AROUND THE CHRISTMAS TREE	Brenda Lee, Decca	30776		3
15	17	19	19	PERFIDIA	Ventures, Dolton	28		9
16	15	23	53	RUBBER BALL	Bobby Vee, Liberty	55287		5
17	20	25	51	WONDERLAND BY NIGHT	Louis Prima, Dot	16151	S	7
18	11	9	3	POETRY IN MOTION	Johnny Tillotson, Cadence	1384		12
19	18	13	8	NEW ORLEANS	U. S. Bonds, Legrand	819		11
20	22	33	58	(WILL YOU LOVE ME) TOMORROW	Shirley, Scepter	1211		6
21	62	—	—	RUDOLPH, THE RED-NOSED REINDEER	David Seville and Chipmunks, Liberty	55289		2
22	19	17	14	MY GIRL JOSEPHINE	Fats Domino, Imperial	5704		10
23	14	14	16	SWAY	Bobby Rydell, Cameo	182		8
24	28	53	—	LITTLE DRUMMER BOY	Harry Simeone Chorale, 10th Fox	121		3
25	16	22	41	BLUE TANGO	Bill Black's Combo, HI	2027		5
26	32	55	—	WHITE CHRISTMAS	Bing Crosby, Decca	23778		3
27	47	57	89	WONDERLAND BY NIGHT	Anita Bryant, Carlton	537		4
28	21	16	12	ALONE AT LAST	Jackie Wilson, Brunswick	55170		12
29	33	26	24	FOOLS RUSH IN	Brook Benton, Mercury	71722		7
30	13	11	4	STAY	Maurice Williams and the Zodiacs, Herald	552		13
31	41	65	72	DOLL HOUSE	Donnie Brooks, Era	3028		5
32	36	35	45	RUBY	Ray Charles, ABC-Paramount	10164		6
33	25	15	10	LET'S GO, LET'S GO, LET'S GO	Hank Ballard and the Midnighters, King	5400		15

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
34	29	51	69	SAD MOOD	Sam Cooke, RCA Victor	7816		4
35	42	59	62	WINGS OF A DOVE	Ferlin Husky, Capitol	4406		5
36	46	69	—	JINGLE BELL ROCK	Bobby Helms, Decca	30513		3
37	31	27	22	I'LL SAVE THE LAST DANCE FOR YOU	Damita Jo, Mercury	71690		10
38	34	34	40	BALLAD OF THE ALAMO	Marty Robbins, Columbia	41809	A	11
39	30	20	27	I GOTTA KNOW	Elvis Presley, RCA Victor	7810	S	7
40	38	24	20	HUCKLEBUCK	Chubby Checker, Parkway	813		12
41	24	21	39	LAST DATE	Lawrence Welk, Dot	16145	S	6
42	65	95	—	CALCUTTA	Lawrence Welk, Dot	16161		3
43	39	31	37	AM I LOSING YOU	Jim Reeves, RCA Victor	7800		10
44	35	29	18	SAVE THE LAST DANCE FOR ME	Drifters, Atlantic	2071		17
45	58	79	—	ADESTE FIDELES (O COME ALL YE FAITHFUL)	Bing Crosby, Decca	23777		3
46	66	47	31	OL' Mac DONALD	Frank Sinatra, Capitol	4466		8
47	37	30	23	LIKE STRANGERS	Everly Brothers, Cadence	1388		9
48	54	52	56	GEE WHIZ	Innocents, Indigo	111		6
49	44	49	59	ONCE IN A WHILE	Chimes, Tag	444		9
50	75	88	—	A PERFECT LOVE	Frankie Avalon, Chancellor	1065		3
51	57	84	—	I'M HURTIN'	Roy Orbison, Monument	433		3
52	51	50	43	GONZO	James Booker, Peacock	1697		8
53	59	71	—	SHOP AROUND	Miracles, Tamla	54034		3
54	64	—	—	SILENT NIGHT	Bing Crosby, Decca	23777		2
55	77	—	—	I COUNT THE TEARS	Drifters, Atlantic	2087		2
56	69	72	90	DANCE BY THE LIGHT OF THE MOON	Olympics, Arcee	5020		4
57	100	—	—	CALENDAR GIRL	Neil Sedaka, RCA Victor	7829		2
58	89	—	—	CHRISTMAS AULD LANG SYNE	Bobby Darin, Aco	6183		2
59	61	74	82	BUMBLE BEE	La Vern Baker, Atlantic	2077		7
60	45	66	—	CHIPMUNK SONG	David Seville and Chipmunks, Liberty	55168		3
61	78	—	—	TWISTIN' BELLS	Santo and Johnny, Canadian-American	120		2
62	93	—	—	BABY, O' BABY	Shells, Johnson	104		2
63	—	—	—	YOU ARE THE ONLY ONE	Ricky Nelson, Imperial	5707		1
64	53	43	32	AM I THE MAN	Jackie Wilson, Brunswick	55170		10
65	40	39	38	NATURAL BORN LOVER	Fats Domino, Imperial	5704		9
66	82	—	—	YOUR OTHER LOVE	Flamingos, End	1081		2
67	60	75	87	MAGNIFICENT SEVEN	Al Calola, United Artists	261		4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
68	79	98	—	(MY) LAST DATE (WITH YOU)	Skeeter Davis, RCA Victor	7825		3
69	81	86	—	PUPPET SONG	Frankie Avalon, Chancellor	1065		3
70	50	45	54	EXODUS	Mantovani, London	1953	S	6
71	74	—	—	RUDOLPH, THE RED-NOSED REINDEER	Melodeers, Studio	9908		2
72	43	58	84	HOOCHIE COOCHIE COO	Hank Ballard and the Midnighters, King	5430		4
73	73	78	88	RAMBLIN'	The Ramblers, Addit	1257		4
74	76	80	86	GLORIA'S THEME	Adam Wade, Coed	541		6
75	—	—	—	HOW TO HANDLE A WOMAN	Johnny Mathis, Columbia	41866		1
76	56	60	68	SEND ME THE PILLOW (THAT YOU DREAM ON)	Browns, RCA Victor	7804	S	7
77	99	—	—	MISTER LIVINGSTON	Larry Verne, Era	3034		2
78	72	77	80	RAMONA	Blue Diamonds, London	1954		5
79	85	96	—	YOU DON'T WANT MY LOVE	Andy Williams, Cadence	1398		3
80	—	—	—	(LET'S DO THE) HULLY GULLY	Bill Doggett, Warner Bros.	5181		1
81	48	54	67	WALK SLOW	Little Willie John, King	5428		5
82	—	—	—	CHERRY PINK AND APPLE BLOSSOM WHITE	Jerry Murad's Harmoncats, Columbia	41816		1
83	90	—	—	(MY) LAST DATE (WITH YOU)	Joni James, M-G-M	12933		2
84	84	87	92	HAVE YOU EVER BEEN LONELY	Teresa Brewer, Coral	62236		5
85	86	89	97	AGE FOR LOVE	Jimmy Charles, Promo	1003		4
86	88	93	—	HAPPY DAYS	Marv Johnson, United Artists	273		3
87	91	—	—	UTOPIA	Frank Earl, Crusade	1020		2
88	95	—	—	PEPE	Duane Eddy, Jamie	1175		2
89	98	—	—	LOVEY DOVEY	Buddy Knox, Liberty	55290		2
90	92	94	—	I IDOLIZE YOU	Ike and Tina Turner, Sue	735		7
91	94	99	99	WABASH BLUES	Viscounts, Madison	140		4
92	—	—	—	TALK TO ME BABY	Annette, Vista	369		1
93	—	—	—	SOMEDAY (YOU'LL WANT ME TO WANT YOU)	Brook Benton, Mercury	71722		1
94	—	—	—	ANGEL ON MY SHOULDER	Shelby Flint, Valiant	111		1
95	—	—	—	CHILD OF GOD	Bobby Darin, Aco	6183		1
96	—	—	—	WE HAVE LOVE	Dinah Washington, Mercury	71744		1
97	—	—	—	MAKE SOMEONE HAPPY	Perry Como, RCA Victor	7812		1
98	—	—	—	THERE SHE GOES	Jerry Wallace, Challenge	59098		1
99	—	—	—	OH, HOW I MISS YOU TONIGHT	Jeanne Black, Capitol	4492		1
100	—	—	—	SPOONFUL	Etta and Harvey, Chess	1771		1

# & TOMORROW'S TOPS

## BEST BUYS

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

### POP

\*CALCUTTA ..... Lawrence Welk  
(Pincus-Symphony House, ASCAP) Dot 16161

\*I COUNT THE TEARS ..... The Drifters  
(Brenner, BMI) Atlantic 2087

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

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

\*DANCE BY THE LIGHT OF THE MOON ..... The Olympics  
(Aries, BMI) Arvee 5020

### CHRISTMAS

\*CHRISTMAS AULD LANG SYNE ..... Bobby Darin  
(Vernon, ASCAP) Atco 6183

C&W—No selections this week.

R&B—No selections this week.

## BUBBLING UNDER THE HOT 100

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

1. YES, I'M LONESOME TONIGHT...Dodie Stevens, Dot 16167
2. DON'T READ THE LETTER...Patti Page, Mercury 71745
3. C'EST SI BON...Conway Twitty, MH-G-M 12969
4. MILK COW BLUES...Ricky Nelson, Imperial 5707
5. THE SLIDE...Goggie Rene, Rendezvous 134
6. OH, LONESOME ME...Johnny Cash, Sun 355
7. ALL IN MY MIND...Maxine Brown, Nomar 102
8. THERE'S A MOON OUT TONIGHT...Capris, Old Town 1094
9. YES, I'M LONESOME TONIGHT  
.....Thelma Carpenter, Coral 62241
10. WHY, WHY, BYE, BYE...Bob Luman, Warner Bros. 5284
11. I DON'T WANT NOBODY  
.....Ella Johnson and the Buddy Johnson Ork, Mercury 71723
12. I AIN'T DOWN YET...Dinah Shore, Capitol 4476
13. ZING WENT THE STRINGS OF MY HEART  
.....Kalin Twins, Decca 31169
14. DOMINICK, THE DONKEY...Lou Monte, Roulette 4308
15. LOVEY DOVEY...Buddy Know, Liberty 55290

## REVIEWS OF THIS WEEK'S SINGLES

### HOT 100: A TO Z

A Perfect Love	50
A Thousand Stars	4
Adeste Fideles (O Come All Ye Faithful)	45
Age for Love	85
Alone at Last	28
Am I Losing You	43
Am I the Man	64
Angel Baby	12
Angel on My Shoulder	94
Are You Lonesome Tonight	1
Baby O' Baby	62
Ballad of the Alamo	38
Blue Tango	25
Bumble Bee	52
Calcutta	57
Calendar Girl	59
Cherry Pink and Apple Blossom White	82
Child of God	95
Chipmunk Song	60
Christmas Auld Lang Syne	10
Corinna, Corinna	54
Dance by the Light of the Moon	54
Doll House	31
Exodus (Ferrante & Teicher)	5
Exodus (Mantovani)	70
Fools Rush In	29
Gee Whiz	74
Gloria's Theme	52
Gonso	52
Happy Days	86
Have You Ever Been Lonely	84
He Will Break Your Heart	11
Hucklebuck	72
Hoochi Coochi Coo	75
How to Handle a Woman	40
Hucklebuck	55
I Count the Tears	40
I Gotta Know	39
I Idolize You	90
I'll Save the Last Dance for You	37
I'm Hurlin'	34
Jingle Bell Rock	3
Last Date (Cramer)	41
Last Date (Welk)	80
Let's Go, Let's Go, Let's Go	33
Like Strangers	24
Little Drummer Boy	12
Lonesome Teenager	89
Lovey Dovey	89
Magnificent Seven	67
Make Someone Happy	97
Many Tears Ago	77
Mister Livingston	22
My Girl Josephine	68
(My) Last Date (With You) (Davis)	83
(My) Last Date (With You) (James)	65
Natural Born Lover	19
New Orleans	99
North to Alaska	46
Oh, How I Miss You Tonight	44
Oh, MacDonald	49
Once in a While	88
Pepe	15
Perfidia	15
Poetry in Motion	69
Puppet Song	73
Ramblin' on My Mind	78
Ramona	14
Rockin' Round the Christmas Tree	16
Rubber Ball	32
Ruby	71
Rudolph, the Red-Nosed Reindeer (Melodeers)	21
Rudolph, the Red-Nosed Reindeer (Seville)	34
Sad Mood	44
Sailor (Your Home Is in the Sea)	44
Save the Last Dance for Me	54
Send Me the Pillow (That You Dream On)	74
Shop Around	53
Silent Night	54
Someday (You'll Want Me to Want You)	93
Spoonful	100
Stay	30
Sway	23
Talk to Me Baby	92
There She Goes	98
Twistin' Bells	87
Utopia	87
Wabash Blues	91
Walk Slow	81
We Have Love	96
White Christmas	26
(Will You Love Me) Tomorrow	20
Wings of a Dove	35
Wonderland by Night (Bryant)	27
Wonderland by Night (Kaempfer)	2
Wonderland by Night (Prima)	17
You Are the Only One	79
You Don't Want My Love	69
Your Other Love	76
You're Sixteen	8

### SPOTLIGHT WINNERS OF THE WEEK

the pick of the new releases:

Strongest sales potential of all records reviewed this week.

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

### Pop

#### JOHNNY TILLOTSON



**JIMMY'S GIRL** (Skidmore, ASCAP) (2:39)—(LITTLE SPARROW) **HIS TRUE LOVE SAID GOODBYE** (Eastwick, BMI) (2:32)—Tillotson, who has a big hit right now with "Poetry in Motion," offers expressive readings on two strong themes. "Jimmy's Girl" is a gentle ballad with teen-appeal. Flip is a pretty folksy theme. Both sides have solid potential. Cadence 1391

#### JOHNNY BOND



**SIDE CAR CYCLE** (Wallace Fowler-4 Star Sales, BMI) (2:48)—(LIKE NO THIN' MAN (Red River-Golden West, BMI) (2:37)—Bond contributes showmanly chanting on two amusing novelties with dual market appeal. "Side Car Cycle" is about a guy in a Hot Rod Lincoln chasing a gal in the title vehicle. Either side could happen. Republic 2010

#### RONNIE HAWKINS



**NOBODY'S LONESOME FOR ME** (Acuff-Rose, BMI) (2:36)—(COLD, COLD HEART (Acuff-Rose, BMI) (2:41)—Two standout versions of great Hank Williams songs. Hawkins handles them well to unusual and highly effective Joe Reisman arrangements. Take your pick here. Roulette 4311

#### DON COSTA



**THE MISFITS** (United Artists, ASCAP) (2:28)—(CHI CHI (United Artists, ASCAP) (2:35)—The dramatic title theme from the forthcoming Marilyn Monroe-Clark Gable movie is wrapped up in a haunting instrumental theme. Flip, a pretty Latin-styled theme, is handed a pleasantly melodic ork treatment. Both sides are good with the "Misfits" the strongest. United Artists 286

#### BUDDY CLINTON



**TAKE ME TO YOUR LADDER** (Sequence, ASCAP) (2:13)—A bright and amusing novelty. The young man finds himself on the moon where the girls are 20 feet tall, requiring the use of a ladder. Well-conceived and executed material that could easily move out. Flip is "Joanie's Forever" (Sequence, ASCAP) (2:03). Madison 144

#### WEBB PIERCE



**THERE'S MORE PRETTY GIRLS THAN ONE** (Berwick, BMI)—(LET FORGIVENESS IN (Cedarwood, BMI)—Pierce has been doing well of late and here's another fine coupling. Top side, which has a solid vocal with an effective chick chorus, has a good Salvation Army beat. This is styled close to pop lines. The flip features the high Pierce tones and weepin' fiddles giving it strong country flavor. Decca 31197

#### PHIL PHILLIPS



**I LOVE TO LOVE YOU** (Sheldon, BMI) (2:47)—Phillips had a substantial hit with "Sea of Love," some time back and here's another bright, light-hearted effort that can easily draw coins and spins. It's bouncy and well-chanted. Watch it. Flip is "No One Else But You" (Bayou, BMI) (2:11). Mercury 71746

#### BRENDA LEE



**EMOTIONS** (Cedarwood, BMI) (2:47)—(I'M LEARNING ABOUT LOVE (Cigma, BMI) (2:40)—Two great sides for the tiny thrush. On top is "Emotions," which is patterned closely on the idea of "I'm Sorry," her recent smash. The flip is a wild, happy rocker. Gal really shouts it out here. Either way. Decca 31195

(Continued on page 34)

### MUSIC PUBLISHER INFORMATION:

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

# Reviews of THIS WEEK'S SINGLES

the pick of the new releases:

## SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 33

### JACKIE WILSON

**MY EMPTY ARMS** (Merrimac, BMI) (2:48)—**THE TEAR OF THE YEAR** (East-West, ASCAP) (2:35)—Wilson scores again with two powerful sides. First comes another pop-styled version of a classic—"Vesti le Guibba," from "Pagliacci." The flip is a stylish, blues-oriented ballad that can also go. **Brunswick 55201**

### Country & Western

### ROY DRUSKY

**I'D RATHER LOAN YOU OUT** (Moss Rose, BMI) (2:24)—**THREE HEARTS IN A TANGLE** (Sonlo, BMI) (2:44)—Two fine sides by Drusky, either of which has a chance. Top side is in the true weeper tradition and it's performed neatly with strong pop overtones. Flip is another grand weeper, more in the true country vein. **Decca 31193**

### SIMON CRUM

**ENORMITY IN MOTION (POETRY IN MOTION)** (Meridian, BMI) (2:34)—**CUZZ YORE SO SWEET** (Tree, B) (2:54)—Ferlin Husky's alter ego is a funny man and here he turns out another helping of his down-home country humor. Top side takes off the recent Johnny Tillotson hit and should get the big play. Flip, however, is cute enough and can also grab attention. **Capitol 4499**

### KITTY WELLS

**FICKLE FUN** (Tree, BMI) (2:31)—**THE OTHER CHEEK** (Cedarwood, BMI) (2:34)—Another neat pair of nasal efforts for the thrush. Top side is full of sin, shame and the lessons of life and it's handled with great style. Flip has an equally good performance very much in the weeper groove. Both have a chance. **Decca 31192**

### RED FOLEY

**THE END OF THE WORLD** (Leeds, ASCAP)—**GEORGIA TOWN BLUES** (Cedarwood, BMI)—Foley is heard in his best outing in a spell, particularly on the top side, a wonderful old tune by the late Fred Rose. A warm and expressive reading with good vocal chorus support. Flip has a walkin' beat with a fine, down-country blues sound. It also has a chance. **Decca 31194**

## SPECIAL MERIT SPOTLIGHTS

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

(Reviews appear elsewhere in this issue)

### Pop Disk Jockey Programming

★★★★ EDITH PIAF  
★★★★ FRANK POURCEL AND ORCHESTRA—MILORD  
(Alamo, ASCAP) (3:10) (2:15) Capitol 4493

### Pop Song

HAPSBERG SERENADE (Wemar, BMI)  
★★★★ "HAPPY" HANS (2:08) Top Rank 2097  
★★★★ IRV SPICE AND ORCHESTRA (1:55) Dragon 414  
★★★★ DIZZY DIXON AND THE DRAGONS (1:57) Sparkle 110

## Reviews of New Pop Records

★★★★

### VERY STRONG SALES POTENTIAL

### POPULAR ★★★★★

#### THE CAMBRIDGE STRINGS AND SINGERS

★★★★ Theme From "The World of Suzie Wong" — LONDON 1960 — Theme from the current flick gets a strong performance here by the huge string section which is as powerful as it is lush. Side could go. (Famous, ASCAP) (2:40)

★★★★ Theme From "Tunes of Glory"—Scotch pipes blend with the strings and voices to deliver a sock performance that

has a stirring martial quality. Tune comes from the United Artists pic of the same name. (United Artists, ASCAP) (2:18)

#### BOBBY SHERIDAN

★★★★ Sad News — SUN 354 — Uncommonly interesting instrumental, reflecting bluesy and country influences, with piano featured. Style is relaxed and nostalgic. (Knox, BMI) (2:09)

★★★★ Red Man — Blues-based instrumental with moods reminiscent of American

Indian and Oriental influences—which is astute ethnically as well as musically. (Hi Lo, BMI) (2:14)

#### CHARLIE BROWN

★★★★ Angel Baby—KING 5439—Charlie Brown comes thru with a very potent performance of the current disk breaking for Rosie and the Originals. This version could happen too. (Figur, BMI)

★★★★ Baby, Oh Baby—The chanter covers the tune now getting action by the Shells. Brown sells it solidly and the ork arrangement is strong, too. This side, too, could get real action. Watch both sides. (Figure, BMI)

#### FREDDY CANNON

★★★★ Two Thousand 88—SWAN 4066—Exuberant multi-track chanting by Cannon on a lively blues. Watch this one. It can go. (Conley, ASCAP) (2:56)

★★★★ Muskrat Ramble—A bright vocal interpretation of the vibrant oldie with r.&r. tempo on backing. Another good side. (Simon, ASCAP) (2:27)

#### JANICE HARPER

★★★★ I'll Never Say No to You—CAPITOL 4482—Here's an infectious and bright little ditty from the current Broadway show, "Molly Brown." The gal renders it with class and she can get plays. Nice Dick Weiss backing, too. (Rinimer, ASCAP) (2:23)

★★★★ Love Is a Dangerous Thing—A smart tune done to a saucy and slinky beat. Gal again turns in a solid vocal, also worthy of plays. (Sunbeam, BMI) (2:40)

#### PAUL EVANS

★★★★ Show Folk—CARLTON 539—Cute novelty with a good lyric is chanted with sock showmanship by Evans and femme chorus. Side has a catchy tempo. (Dymor, ASCAP) (2:42)

★★★★ I Love to Make Love to You—Romantic vocal stint by Evans on fervid rockaballad. (Deerhaven, BMI) (2:37)

#### EDITH PIAF

★★★★ Milord — CAPITOL 4493 — Mile. Piaf cut this side in the United States several years ago, and since then it has become a smash in Europe. It has much schmaltz and heart and the tune is a winning one. Just call it charmante. (Alamo, ASCAP) (3:10)

#### FRANCK POURCEL & ORCHESTRA

★★★★ Milord—The Pourcel ork had a hit some time back with "Only You" and the group can grab play with this version of the catchy British musical hall type tune. Both sides here can get play. (Alamo, ASCAP) (2:15)

#### TONY COSMO

★★★★ The Big Party—VANN 100—A happy, upbeat rocker with a lot of wild sound, from folks ready for a party. Cosmo gives it plenty of spirit and he's well abetted by vocal supporters. (Vann, BMI) (2:20)

★★★★ Tiny Hands & Funny Dimples—A smooth, soft ballad, delivered pleasantly by Cosmo. He sings it against a pleasant chorus and string backing. (Vann-Kahl, BMI) (2:36)

#### THE VIBRATIONS

★★★★ The Watusi — CHECKER 969 — Here's a new dance like the Twist and the boys sell it with a rhythmic style. There's a bit of both Chubby Checker and Hank Ballard here. Effort could step out. (Arc, BMI) (2:33)

★★★★ Wallflower—The Vibrations come thru with a wild performance of a ditty about a chick who doesn't want to dance like she should. Side really rocks and has a chance to break loose. (Arc, BMI) (2:10)

#### J. J. BARNES

★★★★ Won't You Let Me Know—KABLE 913—A bright, persuasive performance of a rhythmic item that moves. The lead singer is in the Jackie Wilson tradition and he handles this ditty with much warmth. Watch it. (Brohun, BMI)

★★★★ My Love Came Tumbling Down—The chanter sells this gospel-type effort with a lot of spirit over shouting support as he sings about his love. Exciting disk. (Brohun, BMI)

#### GEPRY BLAINE

★★★★ Mountain of Love—ARVEE 5018—Warbler Gerry Blaine comes thru with a first-rate vocal on a strong piece of teenage material, aided by an attractive ork arrangement. Could happen. (Beechwood, BMI) (2:30)

★★★★ Over Again — The lad sells this rockaballad neatly, again helped much by the backing. Flip, however, is much stronger. (Arvee-Hidle, BMI) (2:15)

#### SHIRLEY JONES

★★★★ Pepe—COLPIX 180—From the sound track of the new film, "Pepe," comes this pleasant reading of the catchy tune. Gal sings it neatly with the chorus of kids in the flick. Can get spins. (Shapiro-Bernstein, ASCAP) (2:25)

★★★ Lovely Day—A pretty Latin rhythm ballad reading by Miss Jones, from the upcoming film of the same title. Can also grab spins, though flip is stronger. (Peer Int'l, BMI) (1:53)

#### IRV SPICE & ORCHESTRA

★★★★ Hapsburg Serenade — DRAGON 414—A catchy instrumental version of the European theme with infectious tempo. Could happen. (Wemar, BMI) (1:55)

★★★ The Girls of Copenhagen—Lilting instrumental treatment of a sprightly theme. Spinnable. (Wemar, BMI) (1:53)

#### BOBBY RUSSELL

★★★★ To the Ones With Broken Hearts — IMAGE 1014—Appealing theme is sung with feeling and style by Russell. Merits spins. (Conmar-Wonder, BMI) (1:47)

★★★ Goin' Steady Dream—Wistful warbling by Russell and young femme chorus on teen-styled ditty. (Marlow-Wonder, BMI) (1:50)

#### BAKER KNIGHT

★★★★ The Beginning of the End—RCA VICTOR 7814—Baker Knight bows on the label with a strong performance of a gospel oriental tune. The backing is loaded with strings. A solid disk that could break open. (Baker Knight, BMI) (2:04)

★★★ I Can Tell—On this side the chanter comes thru with a swinging reading of a snappy rocker. It, too, has possibilities. (Baker Knight, BMI) (2:13)

#### JIMMY McCracklin

★★★★ The Bridge—MERCURY 71747—Fervent warbling stint by McCracklin on a feelingful gospel-flavored theme with dual market potential. Good side. (Brenda, BMI) (2:16)

★★★ What's That (Part I)—Exuberant rhythm-novelty with danceable tempo is sung with showmanship by McCracklin and chorus. (Brenda, BMI) (2:35)

#### LYNN ROBERTS

★★★★ Johnny, Wait for Me—ROULETTE 4320 — Miss Roberts sings a reply to the current hit by the Playmates. It's nicely done by the gal with a fem backup group. This could get action. (Planetary, ASCAP) (2:49)

★★★ That's the Way It Is—A slow and pensive ballad neatly handled by the ex-band vocalist. Here she's backed by a male group in a moody, blue setting. Listenable side, with organ and piano backing. (Planetary, ASCAP) (2:36)

#### JUNE VALLI

★★★★ Guess Things Happen That Way—MERCURY 71750—The fine country tune, written by Jack Clement and a hit for Johnny Cash some time back, is given a thoughtful and emotional go by the gal. It's done in brisk tempo with a good chorus assist. (Knox, BMI) (2:01)

★★★ Tell Him for Me—Another tune with the same title as an older, familiar ballad. This is uptempo with a certain Latin rhythm touch, with good, expressive thrashing by the gal. (Bayou, BMI) (2:26)

#### BOBBY MIZZELL AND GLEN LAYNE COMBO

★★★★ San Antonio Rose — CENTURY LTD 604 — The great Bob Wills standard in a fresh arrangement. Has a world of impact, particularly in the organ and horn passages. Watch it. (Bourne, ASCAP) (3:08)

★★★ Sunset Blues — Blues instrumental built on a simple, attractive riff and containing modulations which heighten interest. (Advent-Diziana, BMI) (2:20)

#### RAMRODS

★★★★ (Ghost) Riders in the Sky—AMY 813—Here's a smart instrumental version of the old Vaughan Monroe hit. It's dominated by guitars and wild and mysterious voices, as though out of space. Interesting sounds and the side is worthy of play. (Morris, ASCAP) (2:34)

★★★ Zig Zag—A good medium tempo blues. Side features a good tenor sax lead, abetted by guitars in the rhythm. Spinnable, with a nod to the flip. (Sweeten, BMI) (2:14)

#### MICHAEL ALLEN

★★★★ Someday — MGM 12972 — Solid r.&r.-tempo version of the great Friml

oldie with hip chick chorus on backing. (Famous, ASCAP) (1:58)

★★★ Lonely—Feelingful reading by Allen on a pretty rockaballad. (Haverford, ASCAP) (2:19)

#### "HAPPY" HANS

★★★★ Hapsburg Serenade—TOP RANK 2097—Appealing "Third Man Theme"-type melody from Europe is given flavorsome instrumental treatment. Watch it. (Wemar, BMI) (2:08)

★★ Honolulu Cooler — Pretty Hawaiian-styled guitar solo work on an okay theme. (Wemar, BMI) (1:55)

#### TERRI ANDERS

★★★★ All in My Mind—CHIEF 7027—The r.&b.-based ballad is given a go with plenty of heart and soul by the gal. She gets a solid guitar and vocal backing. Good bit of interest here. (Figure, BMI) (2:22)

★★ Come Back My Love—A medium beat rocker is done in fair fashion by the gal. Material on the flip is superior. (Figure, BMI) (2:08)

## ★★★ GOOD SALES POTENTIAL

DIZZY DIXON & THE DEACONS ...  
★★★★ Hapsburg Serenade (Twist)—SPARKLE 110—The European waxing, reportedly getting some action abroad, is a catchy blend of r.&r. twist-rhythm and "Third Man Theme"-styled piano work. Merits exposure. (Wemar, BMI) (1:57)

★★★ Tia Maria—Exotic theme is accorded an attractive piano solo treatment with deft Latin tempo. (Grand, ASCAP) (2:22)

#### GEORGE GREELEY

★★★★ Guinevere—WARNER BROS. 5188—A smart, brightly-styled performance of one of the tunes from the current Broadway musical, "Camelot." Greeley's piano work is heard to advantage and the disk could get exposure. (Chappell, ASCAP) (2:00)

★★★ Come Back to Sorrento—The familiar oldie receives a symphonic-type interpretation here from Greeley on piano, accompanied by the large string ork. Two good sides. (Editone, ASCAP) (2:45)

#### DICK STYLE

★★★★ A Thousand Tears Ago—RADAR 101—Dramatic piano solo work with non-vocal choral backing on an attractive theme based on "Pagliacci" aria. Spinnable. (Radar, ASCAP) (2:23)

★★★ We Must Have Faith—The Huntington Choral Society sings reverently on a moving inspirational theme with effective piano work by Style. (Radar, ASCAP) (2:09)

#### MARILYN MICHAELS

★★★★ Danny—RCA VICTOR 7831—Expressive chirping on a dramatic theme. (Valliant, ASCAP) (2:30)

★★★ Past the Age of Innocence—Gal sings with feeling on an okay tune from forthcoming legit musical "The Conquering Hero." (Chappell, ASCAP) (2:38)

#### WALLY HAWKINS

★★★★ First Date—JOY 248—A teen-slanted rocker ballad, with Hawkins giving a dramatic performance. Lots of interesting vocal tricks which can catch an ear. (Wemar, BMI) (2:09)

★★★ Hog Tied — A medium-beat rocker is sung neatly by Hawkins. The lad shows a lot of spirit and he gets a solid rhythmic backing. (Wemar, BMI) (2:11)

#### MADELINE KERN

★★★★ Danny—SIGNATURE 12052—A sensitive, folk-touched lyric, chanted with feeling by the thrush. A chorus and a backing featuring violins is heard. (Shoestring, BMI) (1:48)

★★★ Caliente Lover—Romantic Latin-flavored ballad, well-sung. Good arrangement. (Monument, BMI) (2:08)

#### GIL SHELTON

★★★★ Shirley My Love — LUTE 6004 — The lad sells this haunting item with feeling over moody support. Could get spins. (Kavelin-Hollyvale, BMI) (2:25)

★★★ A Penny in the Wishing Well — Chanter handles this weeper in pleasant fashion over interesting backing. (Kavelin-Hollyvale, BMI) (2:12)

(Continued on page 37)

# GHOST RIDERS IN THE SKY

THE **RAMRODS**

**AMY 813**

AMY RECORDS, 1650 BROADWAY, N. Y.

amy says:

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

*I love you too...*

  
*Amy*

THE SWING IS TO

Starday

for '61

JUSTIN TUBB  
"ONE EYED RED"

"I'd Know You Anywhere" #530

MOON MULLICAN  
"FAREWELL" (Piano Instr.)

"NEW JOLE BLON" #527  
A Billboard Spotlight Winner

Two more top country artists have joined STARDAY. Their first singles have that HOT STARDAY HIT SOUND.

Also, ready for big 1961 sales—

The Willis Brothers:  
"Y'ALL COME" #532

Bill "All American Boy" Parsons:  
"GUITAR BLUES" #526

Bill Clifton: (with 5 string banjo)  
"BED ON THE FLOOR" #529

Carl Story: (with 5 string banjo)  
"GET RELIGION" #531

NEW PACKAGE GOODS IN DAZZLING COLOR JACKETS:

GEORGE JONES  
Crown Prince of Country Music  
STARDAY LONG PLAY #125

THE SUNSHINE BOYS  
Golden Melodies  
STARDAY LONG PLAY #129

THE OAK RIDGE QUARTET  
Master Showmen of Songs  
STARDAY LONG PLAY #130

COWBOY COPAS  
Guitar Pickin' Country Style  
STARDAY EXTENDED PLAY #145

Complete listings of 30 LPs and 40 EPs available on request. (Includes all titles for collectors.)

COUNTRY MUSIC IS ON THE MOVE. Get your share of the action with

Starday

"COUNTRY AND GOSPEL INTERNATIONAL"  
BOX 115, MADISON, TENN.  
ON SPARTON IN CANADA

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Top Rank's new Pee Wee King release, "Lonely," co-written by King and John D. Finch, of Olney, Ill., has been retitled "Lonely Heartache." . . . Georgie Riddle, after a tour of the Pacific Northwest and Canada with a "Grand Ole Opry" unit comprising Don Gibson, Hank Snow, Georgie Jones, Jimmy Dickens and Smiley and Kitty Wilson, played a string of pre-Christmas dates in Texas and Georgia with George Jones. . . . "Michigan Jamboree," featuring Billy Martin and His Drifting Wranglers, has been signed by WILX-TV, Jackson, Mich., for a live telecast every Saturday night.

Thirty country music entertainers make up the cast of Harry (Hap) Peebles' 11th annual holiday tour of Midwestern States, carded for stops at Lincoln, Neb., December 28; Topeka, Kan., 29; Sioux City, Ia., 30; Omaha, 31; Kansas City, Kan., New Year's Day, and Wichita, Kan., January 2. Among the features are Roy Acuff and His Smoky Mountain Boys, Johnnie Lee Willis and His Western Swing Band, Autry Inman, Billy Grammar, the Wilburn Brothers, Cowboy Copas, the Cates Sisters and Merlene Garner, the latter a 17-year-old Miami gal, protégé of Mae ("Heartbreak Hotel") Axton.

Buck Owens, Capitol recording artist and president of Bluebook Music Publishing Company (BMI), Bakersfield, Calif., announces that R. B. (Chris) Christensen has joined the firm as partner and professional manager. Owens has a new Capitol album coming up soon. Deejay samples of his latest Capitol releases are available by writing to Buck at 725 34th Street, Bakersfield.

Roy Acuff and His Smoky Mountain Boys, with singer Melba Montgomery, returned to Nashville December 17 after an extended tour of American military installations in France, Germany and Italy. This was Acuff's eighth annual trip abroad to entertain American Armed Forces. Previous jaunts were made to Germany, Korea, Japan, the Caribbean area and Alaska. This week Acuff and the Smoky Mountain lads play a string of Midwestern dates for Hap Peebles, Wichita, Kan., promoter. In late January the group embarks on an extended tour of California, Washington, Oregon and Western Canada. Members of the Smoky Mountain Boys are Howdy Forrester, Jimmy Riddle, Lonnie (Pap) Wilson, Pete (Oswald) Kirby and Shot Jackson.

With the Jockeys

Tommy Good, formerly for four years at FFOX, Long Beach, Calif., is now whirling the country wax at KCKC, San Bernardino, Calif., which recently jacked up its c.&w. programming to 18 hours a day. It is planned to put the station on a full 24-hour c.&w. format in the near future, Good says. "The Cy Smith Show" kicks off the country music programming on the station each morning at 6. He is followed by Lee Ross, writer of the Bob Wills-Tommy Duncan hit, "Heart-to-Heart Talk." Afternoon hours are filled by the Hawaiian cowboy, John St. Clair, with Good holding down the nighttime slot. Station goes off the air at midnight. "Our record library is not all it should be," writes Good, "and we would welcome new releases from the artists and diskeries."

Recent visitors on the Johnny Daume country record

show on KWCO, Chickasha, Okla., were Mae Boren Axton, of Jacksonville, Fla., and Billy Walker and his new publishing company associate, Oklahoma oil man Bert Cisco. Walker has chosen two tunes penned by Daume and his wife Delores for his next Columbia session. Daume already has several hits to his credit, among them "All I Need Is Some More Lovin'," done on Columbia by George Morgan and on RCA Victor by Montana Slim. . . . Sample copies of Kitty Wells' "Fickle Fun," on Decca, are available to deejays who will write to Tree Publishing Company, 319 Seventh Avenue North, Nashville. Penned by Bill Anderson, the tune is taken from Miss Wells' "Seasons of My Heart" album. Release is being made this week.

Bill Maxim, of CKYL, Peace River, Alta., typewrites: "I spin country and western music two-and-a-half hours a day, six days a week, and with this schedule it takes a heap of country disks to make a good show without repeating more than half the tunes each day. On Saturdays I try to air the top 30 in country music. I say try because from last week's tabulation I had less than half of the top hits. My problem is that I don't receive deejay samples from the top diskeries. I promise air time and label credit on all worthwhile disks received. I can also use releases and background material from the artists." Maxim's mailing address is Box 1148, Peace River, Alta.

Buddy Morris, program director at KDAN, Eureka, Calif., has added a new daily seg, 12:30-1 p.m., billed as "Uncle Bud's Country and Western Time." Morris laments that he is desperately in need of good c.&w. disks, particularly instrumental. . . . The Sullivan Family, bluegrass, gospel-singing group from Alabama, has a new LP release on Loyal Records containing such hymns as "Give Mother My Crown," "Traveling the Highway Home," "I'm Using My Bible for a Roadmap," "Walking My Lord Up Calvary's Hill" and "Does the World See Jesus in You." Deejay samples of the new LP are available by writing to Loyal Records, 1111 Randall Street, Shreveport, La.

Rosaly to Col. Latin A&R Job

NEW YORK—Pedro J. Rosaly, Columbia's new co-ordinator of Latin-American a.&r. for Columbia Records. Rosaly, formerly with CBS International sales division, was named to his new post by Nat Shapiro, director of Columbia's international a.&r. In this new position Rosaly will assist in programming and scheduling L-A artists and product in the U. S., and will help promote U. S. artists in Latin America.

Stone in New WSAI Post

CINCINNATI—Robert C. Stone, acting program director of WSAI here pending appointment of Don McCarty to that post effective January 2, has been named sales representative for WSAI-FM and Musicast, Inc. Stone will be in charge of time sales for WSAI's separate FM programming of Heritage Music, broadcast from 7 a.m. to 1 a.m., seven days a week. He will also handle sales and service for WSAI's Musicast operation, which provides background music to business and professional offices in the Cincinnati area.

The Billboard HOT C & W SIDES

FOR WEEK ENDING JANUARY 1  
TITLE, Artist, Company, Record No.

Table with 3 columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO. Lists 30 songs and their chart positions.

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

Season's Greetings. ardc. Allied Record Distributing Co. 1021 N. La Palmas Ave. Hollywood 38, Calif.

RELIABILITY—QUALITY RECORD PRESSING. Originators of the Patented rim drive, thick-thin type record. RESEARCH CRAFT CO. 1011 NORTH FULLER HOLLYWOOD 46, CALIF.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

Rose Maddox I Want to Live Again b/w Kissing My Pillow Cap. 4487. CENTRAL SONGS INC. 6308 Sunset Blvd., Hollywood 28, Calif. Phone: Hollywood 1-9347

A SOLID GOLD HIT. JIMMY BELL'S SHE WEARS MY RING. HICKORY 1136

Sure-fire Hit! BABY LOOK WHAT YOU'RE DOIN' TO ME and IS IT TOO LATE BABE ROSCOE SHELTON. Excella 2192. NASHBORO RECORDS, Nashville, Tenn.

ON MY KNEES and STAY. Charlie Rich Phillips International #3562. 639 Madison Memphis, Tenn.

2 GREAT INSTRUMENTALS  
by IVAN WARD  
"66 ROCK"  
"CONGO GLIDE"  
Savoy 1591  
**SAVOY** RECORD CO.  
NEWARK, N. J.

Main Theme  
from  
**EXODUS**  
45 #1953  
**MANTOVANI**  
LONDON RECORDS  
539 W. 25th St. New York, N. Y.

The ORIGINAL version of  
**THE BELLS OF ST. MARY'S**  
by  
**THE BAYSIDERS**  
on EVEREST  
Is THE SELLING version!  
#19393  
**EVEREST RECORDS**  
360 Lexington Ave. New York, N. Y.

ONCE A PROMISE  
UNITED ARTISTS  
**ULTRA AUDIO**  
NOW FULFILLED

Breaking for a Smash!  
**THEME FROM "THE YOUNG ONES"**  
Cameo #184  
**C.A.M.E. RECORDS**  
1405 Locust St., Philadelphia, Pa.

**RECORDING STUDIO**  
& Record Processing & Pressing  
45 P.M.—3 1/2 P.M., any quantities.  
from your tape or master.  
**Record Broadcast Corp.**  
P.O. Box 278, San Marcos, Calif.

**ELECTRONICS**  
Train for a bright future as a working electronic specialist in the modern Navy  
**NAVY**

**• Best Selling Sheet Music in U. S.**  
Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. EXODUS (Chappell) . . . . .	3	5
2. THEME FROM THE APARTMENT (Mills) . . . . .	2	23
3. LAST DATE (Acuff-Rose) . . . . .	1	7
4. WONDERLAND BY NIGHT (Roosevelt) . . . . .	4	3
5. WHITE CHRISTMAS (Berlin) . . . . .	5	5
6. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas) . . . . .	6	4
7. WINTER WONDERLAND (Bregman) . . . . .	8	3
8. SILVER BELLS (Paramount) . . . . .	9	3
9. GREEN LEAVES OF SUMMER (Feist) . . . . .	7	8
10. SAILOR (YOUR HOME IS IN THE SEA) (Garland Music) . . . . .	—	2
11. SANTA CLAUS IS COMIN' TO TOWN (Feist) . . . . .	15	2
12. ARE YOU LONESOME TONIGHT (Bourne-Cromwell) . . . . .	10	5
13. NORTH TO ALASKA (Robbins) . . . . .	—	1
14. CLIMB EVERY MOUNTAIN (Williamson) . . . . .	12	45
15. SAVE THE LAST DANCE FOR ME (Rumbalero-Progressive) . . . . .	14	6

**• Reviews of New Pop Records**

*Continued from page 34*

**THE FIVE SPOTS**  
★★★ Black Rock—SOMA 1147—The Five Spots come thru with a rocking reading of a driving instrumental item that moves. Good juke wax. (Celann, BMI) (2:10)

★★★ Mr. Fortune—Same comment. (Celann, BMI) (2:00)

**DAVE BURGESS**  
★★★ Without You—CHALLENGE 59101—Burgess sings out with plaintive emotion on a wistful ballad. (Jat, BMI) (2:27)

★★★ Are You Teasing Me—Feelingful vocal offering by Burgess on a pretty, country-flavored ballad. (Acuff-Rose, BMI) (2:20)

**THE SEARCHERS**  
★★★ Yvonne — MAC 351 — Soulful warbling by the group on a feelingful rock-ballad. (3:35)

★★★ Little Wanda — Lead singer and group wail effectively on a dual-market rock item. (2:45)

**PAUL BRUNO**  
★★★ Straight Ahead — CORAL 62242 — Reverent chanting by Bruno on an inspirational-type ballad. (Planetary, ASCAP) (2:32)

★★★ A Kiss From You—Pleasant warbling by Bruno on a pretty Latin-styled theme. (Planetary, ASCAP) (2:26)

**LINDA HOPKINS**  
★★★ All in My Mind—BRUNSWICK 55202—Fervent thrashing by the canary on an emotion-packed gospel-flavored tune. (Figure, BMI) (2:23)

★★★ I Diddie Dum Dum—Personable piping on a bouncy novelty with catchy tempo. Both sides are dual market in appeal. (Merrimac, BMI) (2:06)

**COOKIE**  
★★★ A Part of Everthing—MERCURY 71748—Cookie and the Cupcakes wrap up a gospel-type ballad in a sincere, ardent vocal. Worth spins. (Tek, BMI) (2:42)

★★★ Matilda Has Finally Come Back—Meaningful shouting by Cookie on an emotional blues item. Both sides are dual market wax. (MRC-Tek, BMI) (2:20)

**KIDNEY STONE TRIO**  
★★★ One Hundred Years From Today—SOMA 1145—Humorous side opens with spoken description of how we'll communicate 100 years from now, and then swings into an infectious, quick-stepping ditty on the same subject. Could get novelty play. (Manistee, BMI)

★★★ Available for President—Funny side with hill-country feel is a bit late since it deals with presidential elections, but makes some hilarious, spoofing points. Both sides are from the LP "Along Fraternity Row." (Manistee, BMI)

**JAY EPAE**  
★★★ Putti Putti—MERCURY 71736—An upbeat rocker, Hawaiian-styled. The chanter has a touch of Belafonte in his voice here and the side is sold effectively. Can get a lot of play in the Islands. (Brenda, BMI) (2:25)

★★★ Hawaiian Melody — Here's what might be called a soft, rock-a-hula. It's all about a pretty wahine, as they say, and the chanter handles it effectively against Island styled steel guitar backing. Listenable. (Eden, BMI) (2:16)

**JIVIN' GENE**  
★★★ Poor Me — MERCURY 71751 — A Fats Domino derived chanter offers a medium, walkin' styled rhythm tune. Pleasant, easy going wax on a tune written by Domino and Dave Bartholomew. (Commodore, BMI) (1:51)

★★★ That's What It's Like to Be Lonesome — A fine country song, written by Bill Anderson, is handed an effective treatment by Gene. Good ballad wax. (Tree-Champion, BMI) (2:42)

**THE SHADES**  
★★★ The Weird Walk—SMART 322—Blues instrumental in slow tempo and relaxed style. Satisfying. (M. G. H., BMI) (2:30)

★★★ Joe's Shuffle—Blues instrumental. Tempo is faster than the flip, and the arrangement has an interesting snare drum figure. (M. G. H., BMI) (2:00)

**FRANNY BOYE**  
★★★ I Know That We're in Love—GONE 5095—A rocker with an attractive vocal. A chick chorus supports the lead with a harmonic sound. (Myers, ASCAP) (1:55)

★★★ Rock Around the Clock—The rocker gets a vigorous go, with a chick chorus shouting encouragement behind the male vocal. Tempo picks up pace. (Myers, ASCAP) (2:14)

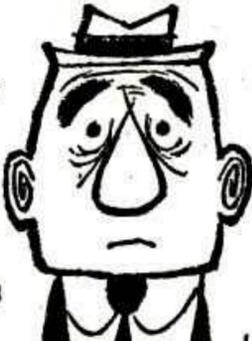
**LOLLY VEGAS**  
★★★ I'm Gonna Say We're Through—AUDIO INT'L 101—The boy shouts and sings in a falsetto voice in spots here to get across the blues-oriented point. Vocal group and combo assist. (Jamak-Dan Guy, BMI) (2:05)

★★★ It's Love—Swinging tenor wax adds a bit of life to this side which is an up-tempo rocker that tells of the sudden joy of love. Combo assists. (Jamak-Dan Guy, BMI) (1:40)

**THE SPARTANS**  
★★★ Love Is Strange—AUDIO INT'L 102—The boys sing with the girls on a swinging little Latin influenced opus about the mysterious qualities of love. Use of acoustical effects helps the side. (Ben Ghazi, BMI) (2:06)

★★★ One More Chance—The boys and girls sing this rather routine tune in the

"I DON'T KNOW WHY"  
CLARENCE (frogman)  
HENRY Argo 5378



"WATUSI"  
the VIBRATIONS  
CHECKER 965



"GUNSLINGER"  
BO DIDDLEY  
Chess 965



2120 So. Michigan Ave., Chicago 16, Ill.  
(Phone: CA 5-2770)

BIG! BIG! BIG!  
and Getting B-I-G-G-E-R!  
"WHEELS"  
BY  
The String-a-Longs  
Warwick M-603  
United Telefilm Records, Inc.  
United Telefilm, Ltd. Morfy Craft, President  
Judson 6-1050 701 Seventh Ave. New York 36

LATEST RELEASE  
**JO ANN CAMPBELL**  
Sings  
But! Maybe This Year  
b/w  
Lazy Daisy  
#10172



GREAT! GREAT!  
The Spiders  
"YOU'RE THE ONE"  
#5714  
**IMPERIAL RECORDS**  
6425 Hollywood Blvd.  
Hollywood 28, Calif.

**MICHAEL ALLEN**  
sings  
"SOMEDAY"  
and  
"LONELY"  
K12972  
**MGM Records**

**JOE JONES'**  
"ONE BIG MOUTH"  
R-4316  
Another Hit from  
**ROULETTE RECORDS**  
1631 Broadway, N.Y.C.

Your key to  
**SALES RESULTS—**  
the advertising columns of  
**THE BILLBOARD!**



when answering ads . . .  
Say You Saw It in The Billboard

(Continued on page 38)

Unsurpassed in Quality at any Price

Our amazing new process retains all details in highlights and shadows - every copy an original photograph!

8" x 10" GLOSSY PHOTOS

5 1/2¢ EACH IN 5,000 LOTS

6 1/2¢ in 1,000 LOTS \$8.99 per 100

POST CARDS \$29 per 1,000 Copy Negatives \$1.95

MOUNTED ENLARGEMENTS 20"x30" \$3.50 30"x40" \$4.85

"WE DELIVER WHAT WE ADVERTISE"

Plaza 7-0233

JJK Copy-Art Photographers

A DIVISION OF JAMES J. KRIEGSMANN

165 W. 46th St., NEW YORK 19, N. Y.

CALIFORNIA'S welcome to the world



Miramar

and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantonese Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8.

Across the U.S.A. and in HAWAII MASSAGLIA CREST OF GOOD LIVING

JOSEPH MASSAGLIA, JR., President

MASSAGLIA HOTELS

- SANTA MONICA, CALIF. Hotel Miramar
SAN JOSE, CALIF. Hotel Santa Clara
LONG BEACH, CALIF. Hotel Wilton
GALLUP, N.M. Hotel El Rancho
ALBUQUERQUE, Hotel Franciscan
DENVER, COLO. Hotel Park Lane
WASHINGTON, D.C. Hotel Raleigh
HARTFORD, CONN. Hotel Bond
PITTSBURGH, PA. Hotel Sharyn
CINCINNATI, O. Hotel Stefan
HONOLULU Hotel Waikiki Biltmore

World-famed hotels Teletype service—Family Plan

PHOTOS for PUBLICITY QUALITY PHOTOS IN QUANTITY

400 8x10... \$ 7.99 1,000 Postcards 19.00

BLOWUPS All other sizes, write to FREE sample & list BB

MOSS PHOTO SERVICE

350 W. 50 Street, New York 19 PL 7-3520

FAN MAIL GLOSSY PHOTOS

All sizes - quantities - color or black and white. Post cards, mounted blow-ups. It will pay you to see our free samples and complete price list before ordering anywhere. Write today for new low prices, samples, etc.

MULSON STUDIO Box 1941 Bridgeport, Conn.

CLOWN COSTUMES & ACCESSORIES Circulars Free DANCE & CLOWN COSTUMES For all other occasions get in touch with THE COSTUMER 238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Reviews of New Pop Records

Continued from page 37

established rockaballad way. Both sides also credit the Downbeats with support. (Jamak-Dan Guy, BMI) (2:16)

PAUL REVERE AND THE RAIDERS

Like, Long Hair—GARDENA 116—After a gag concerto-ish opening this side swings into a hard stomping piano instrumental. Rhythm is strong and could give disk a chance. (Maverick, BMI) (1:58)

Sharon—Mark Lindsay sings this side with a vocal chorus of what sounds like electronic pipers. Side is a hard bumping blues in a middle rocking tempo. (Maverick, BMI) (1:50)

ERROL DEE

Let Me Give You My Love—VAL-IANT 10002—Boy seems to have a good strong pair of lungs and sells this ballad with authority. Male vocal group accompanies and small combo takes care of instrumental duties. (Tune-Kel, BMI) (2:30)

This Is the End—Zooming use of tympani on this side sparks rocker material. (Tune-Kel, BMI) (2:29)

LARRY DEE

Turtle Dove—LAGREE 703—Dee's performance captures a true folk effect. A simple, well-conceived arrangement enhances the side. (Achimter, ASCAP) (2:24)

Am I Just Your Clown—A rockaballad, with a high-pitched vocal, with chorus unobtrusively in the background. (Johnstone-Montel, BMI) (2:26)

FRANK CHACKSFIELD & HIS ORK

Madeline—LONDON 1964—The title material from the British film gets a pleasant, string-filled reading by the Chacksfield orchestra. Side is attractive and worth spins. (Mogull, ASCAP) (2:13)

Couscous—Here's a song reminiscent of the Turkish scene with interesting Near East melody. Chorus and unusual percussion instruments are heard here. (Biem, ASCAP) (2:23)

GARY OWENS

What Is a Freeman?—WARNER BROS. 5189—A frothy bit of nonsense material written by Steve Allen, is recited by deejay Owens to piano accompaniment. Off-beat wax. (Rosemeadow, ASCAP) (2:07)

Yes, That Is So True—Here's a take-off on the country talking comic, a la Andy Griffith. This recitation was written by Owens and done in the down-home dialect. (Gary, ASCAP) (1:22)

PATTY AND PETER

Goody Goody—COLUMBIA 41924—The old tune, once a hit for the Benny Goodman band and Helen Ward, is here revived in instrumental fashion. Guitars are in the focus here. (Henderson, ASCAP) (2:15)

Frankie and the Pony—A string-accented combo turns out a version of the old p.d. tune, "Frankie and Johnnie." (Thursday, BMI) (1:58)

VAN DYKES

Gift of Love—DONNA 1333—Van Dykes comes thru with an impressive performance on a tender rockaballad, aided by a male vocal group. Disk could pull some coins. (Figure-Marble, ASCAP) (2:09)

Guardian Angel—A so-so rockaballad is sung warmly enough here by the chanter. (Labell, ASCAP) (2:10)

TONY MIDDLETON

I Need You—ALTO 2001—Tony Middleton turns in a rousing performance of a slight rocker, aided by a vocal group and listenable support. Lad has a contagious style. (Volo-Mac-Avery, BMI) (2:29)

Untouchable—Middleton sells this effort with warmth over old-style support. Flip is better. (Porgie, BMI) (2:27)

ESQUIRE BOYS

Frantic Franny—FRANSIL 16—A rocker, essentially an instrumental despite a few shouted phrases. Marked by a staccato beat, featuring horns and percussion. (Marpet, BMI) (2:20)

Moonlight in Vermont—Instrumental. (Goldsen, ASCAP) (1:50)

The Billboard HOT R & B SIDES

FOR WEEK ENDING JANUARY 1

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, WEEKS ON CHART, TITLE, Artist, Company, Record No.

- 1 1 2 HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354
2 2 1 LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400
3 4 19 SHOP AROUND, Miracles, Tamla 54034
4 3 3 6 STAY, Maurice Williams, Herald 552
5 10 13 19 DON'T GO TO STRANGERS, Etta Jones, Prestige 180
6 5 10 12 NEW ORLEANS, U. S. Bonds, Legrand 819
7 7 11 5 GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135
8 9 8 7 MY GIRL JOSEPHINE, Fats Domino, Imperial 5704
9 8 7 23 GONZO, James Booker, Peacock 1697
10 11 15 14 TODAY I SING THE BLUES, Aretha Franklin, Columbia 41793
11 16 26 RUBY, Ray Charles, ABC-Paramount 10164
12 24 6 4 SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071
13 6 4 3 ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810
14 13 9 11 CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327
15 12 16 22 FOOLS RUSH IN, Brook Benton, Mercury 71722
16 14 25 GEE BABY, Joe and Ann, Ace 577
17 25 I IDOLIZE YOU, Ike and Tina Turner, Sue 735
18 17 23 HAPPY DAYS, Marv Johnson, United Artists 273
19 20 13 MY DEAREST DARLING, Etta James, Argo 5368
20 19 18 15 AM I THE MAN, Jackie Wilson, Brunswick 55170
21 15 5 8 LAST DATE, Floyd Cramer, RCA Victor 7775
22 26 29 WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141
23 SPOONFUL, Etta and Harvey, Chess 1771
24 23 SAD MOOD, Sam Cooke, RCA Victor 7816
25 27 17 18 HUCKLEBUCK, Chubby Checker, Parkway 813
26 21 9 YOU TALK TOO MUCH, Joe Jones, Roulette 4304
27 PLEASE COME HOME FOR CHRISTMAS, Charles Brown, King 5405
28 29 BYE BYE BABY, Mary Wells, Motown 1003
29 DON'T BE CRUEL, Bill Black's Combo, Hi 2026
30 EXODUS, Ferrante and Teicher, United Artists 274

ANOTHER HIT FOR DEE! "YOUR FRIENDS" DEE CLARK Vee Jay 372 Vee Jay Records 1449 S. Michigan Chicago 5, Ill.

Effective Jan. 1, 1961 Ditto Records, Inc. 6061 Hollywood Blvd. Hollywood 28, Calif. Will be under exclusive management ownership of NORM RILEY

"TALK TO ME BABY" b/w "I Love You Baby" F-369 FROM "ANNETTE SINGS ANKA" BV-3302 Vesta Records

A Smash! 1961 Model LITTLE JR. PARKER "STAND BY ME" Duke 330 DUKE RECORDS 2809 Erastus St. Houston 26, Texas

JAMIE THE JORDAN BROTHERS Charibreaking Smash! "THINGS I DIDN'T SAY" Jamie #1169

RECORDS 1330 W. Girard Ave. Phila. 23, Pa. CE 2-3333

"PUSH PUSH" LAURIE 3067 AUSTIN TAYLOR

TIME RECORDS INC. STEREO TIME S/2022 CAMELOT Another Musical by LERNER & LOEWE Series 8000

America's Largest and Oldest ONE-STOP RECORD SERVICE! 45 RPM 60c ALL LP's-REGULAR DISTRIBUTOR WHOLESALE-NOTHING OVER SAME DAY SERVICE The MUSICAL SALES COMPANY The Musical Sales Bldg. Baltimore 1, Maryland

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

LIBERTY

YOU KNOW YOU BELONG TO SOMEBODY ELSE By FABIAN C #1067

Chancellor Distributed by AM-PAR Record Corp.

MUSIC MART, Inc. 321 Main Street Orange, N. J. Phone Orange 2-7413 LP RECORD CLUB When this card is completely used up... the name will be notified to a FREE LP RECORD.

GIVE TO DAMON RUNYON CANCER FUND

## White City to Be Shop Center Site

Mass. Park Disposal Slated by Knohl; 32 Rides, Other Units Going on Block

WORCESTER, Mass. — Venerable White City Amusement Park is being converted into commercial real estate, and when the inevitable construction work ends, all that remains will be a parking lot Merry-Go-Round and some new kiddie rides.

Owner Larry Knohl previously reported plans to save part of the park in connection with the anticipated shopping center on the Boston Turnpike frontage. Now he intends disposing of everything and only a few rides will operate near one of the stores.

Knohl has operated White City since 1954 when he acquired it from George Hamid Sr., who holds a first mortgage understood to be \$50,000.

There are 17½ acres involved, all of it premium commercial property since Worcester residents have taken to patronizing businesses in the park neighborhood—South Quinsigamond Avenue, Shrewsbury. White City has existed since early in the century and is estimated to be more than 50 years old.

**Going With the Times**  
Manager Charles Hamid said, "The park operation could never compensate for the way the property's value has shot up. You just have to go with the times." The park contains 14 major rides and 18 kiddie rides, virtually all of which will be sold by springtime, when construction begins. There

(Continued on page 47)

## Shop Center To Use 'Janus' Legit Troupe

DALLAS—A legitimate theater road production is scheduled by Big Town Shopping Center, which in its two years has used Bailey Bros.' Circus, W. A. Schaefer Jr.'s carnival rides and the big-time vaudeville of Hubert Castle.

"Janus" with an all-New York stage cast of five headed by Jack Carson, was announced for six nights and two matinees January 16-21 at the 500-seat Big Town Town Hall. Regular admission will be \$3.30, but each Big Town merchant will give discount coupons entitling their customers to purchase tickets at \$2.20.

George DeHaven's Empire Production Company, which last summer took Broadway stars to a shopping center at Paramus, N. J., for a series of stagelights, is producing "Janus." DeHaven reports similar shopping center productions lined up at Houston and Oklahoma City and hopes to add seven more such locations this winter and spring for casts from Broadway.

## LeSourdsville Park Is Sold

MIDDLETOWN, Ohio—Sale of LeSourdsville Lake Park, located midway between Middletown and Hamilton, Ohio, was announced Thursday (22) by Edgar Streifthau, founder and president of the park operating company.

New owners are Howard Bernie and Frank Murru, who head up Bernie Murru, Inc., which operates concessions at Cedar Point, near Sandusky, Ohio, and Long Beach, Calif. Purchase price was not revealed.

Officers of the new corporation will be announced early in January, Bernie and Murru announced. New owners plan to expand and improve the amusement park.

## Vt. Fairs Can Hit 2 Ways at Mutuels

MONTPELIER, Vt.—The pari-mutuel act passed last month will go to local communities now for their option. Several localities will place the measure on the ballot for a springtime vote. At issue is a system which creates a state stipend fund whose horse racing income will be channeled into agricultural fairs. Fairs in other states seeking additional operating moneys have expressed interest in it.

There are two ways for a fair to cash in on the operation:

1. Even if it does not hold pari-mutuels it will share every year in the stipend fund, which consists of 2 per cent of all money wagered. Department of Agriculture will determine the amount for each fair.

2. If it conducts mutuel races it can retain 10 per cent of the gross wagered at its track, coming from a pari-mutuel pool.

To explain further, there will be an 82 per cent payout to bettors, the remaining 18 per cent going into the track's pari-mutuel pool.

This is divided, 8 per cent to the state and 10 per cent to the track, known as the licensee. Every February the state will turn over 2 per cent of its end to the stipend fund for distribution to all agricultural fairs. Fairs sharing in it must use half for plant improvement and half for premiums and operation.

Act No. 259 establishes a three-member racing commission, one from each major political party and the third representing a fair. This group will set dates and make such rules and regulations as are not established in the act. Both running and harness racing are approved for any day except Sunday.

Only fair associations or corporations conducting fairs may be licensed for mutuels, or Vermont corporations wishing to conduct extended race meetings, with a percentage for the state stipend fund. In connection with the license each must post a bond not to exceed \$75,000 "as shall be determined by the commission."

## Don Drager, Ludlom With Freedomland

Californians on Management Team; More Names Due

NEW YORK — A meeting expected to produce staff announcements is scheduled January 2 for Freedomland. John C. Mullins of Denver, new president of International Recreation Corporation (The Billboard, November 14) will oversee the session.

Mullins has been named president, as had been predicted. Other appointments, none of them officially released, reportedly include Don Drager as manager and Stu Ludlom as vice-president of public relations.

Drager was most recently at Pacific Ocean Park, and his brother, Bud Drager, reportedly continue there as manager. He will function as executive manager for operations, and Fran Crews, special services manager, will implement the decisions. Drager will also function in other areas not yet defined.

Ludlom was an agency man associated with the early Disneyland seasons.

## D. R. Miller Buys Cuneo Cats, Llamas, Kuhn Mixed Animals

Fred Logan Injured by Leopard; Kelly-Miller May Buy Lions, Too

HUGO, Okla.—D. R. Miller, owner of the Al G. Kelly & Miller Bros. Circus, has purchased two principal wild animal acts and is dickering for a third.

From John Cuneo Jr. he bought the Cuneo Wild Animal Fantasy, consisting of nine leopards, a black panther, nine Alaskan dogs and a zebra.

From Capt. Eddie Kuhn, he purchased the mixed wild animal act he works. This act now has several advance bookings. It seems likely now that the act, still worked by Kuhn, will be with the Carson & Barnes Circus next season.

The Cuneo leopard act will be with the Kelly-Miller circus and is to be worked by Fred Logan. Logan was injured by one of the leopards last week while he was in the arena with Cuneo and the act. He had lacerations and puncture wounds from the leopard's teeth on his left arm and shoulder. Logan is superintendent of elephants with Kelly-Miller, also.

The seventh of the nine cats attacked Logan as it entered the arena and became confused. Cuneo beat the animal off Logan.

Also purchased by Miller from Cuneo was the five-llama act, with a pony. It is possible that he will acquire a lion act from the West Coast. These acts and other improvements for the show are part of plans for observing the show's 25th anniversary tour in 1961.

## Ocean Beach Cautioned on P.C. Deals

NEW LONDON, Conn.—New London City Manager Edward R. Henkle has presented a 25-page report to the city's Ocean Beach Park Board, recalling past highlights and pointing to a bright future. The board had requested advice on conducting a survey to provide for future expansion.

The report said consultants are not needed and that local city officials, experienced in the beach's problems, can attend to situations as they arise. The city manager also suggested a policy change in dealing with concessionaires, urging either the control of cash or elimination of percentage contracts in favor of flat fees.

Henkle estimated the beach value between \$6,000,000 and \$10,000,000. The property will be in still better condition in 1969, he added, noting that bond issue payments will cease at the time.

"Ocean Beach Park is a most profitable venture and after 1969, with prudent management, it should be a veritable gold mine."

In conclusion, he characterized the hiring of outside consultants as "a reckless and unnecessary expenditure of public funds."

## Texas State Fair Sees \$374,417 Net

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

DALLAS—The State Fair of Texas estimated that it had net earnings from 1960 operations of \$374,417 altho the fiscal year does not end until December 31, 1960.

Out of these earnings, the fair has met obligations amounting to \$366,084. Included were payments totaling \$100,084 on indebtedness outstanding on the Cotton Bowl stadium, Women's building, auxiliary parking lot and air-conditioning of the Electric building. Also paid was \$116,000 to cover the

State Fair Musicals deficit for the 1960 summer season and permanent improvements of \$150,000.

Re-elected to the fair's 48-member board for new three-year terms were Robert L. Clark, Fred F. Florence, D. A. Hulcy, George L. MacGregor, James M. Moroney, William F. Neale, Robert M. Olmstead, J. Woodall Rodgers, John W. Runyon, D. Gordon Rupe Jr., Hugo Schoellkopf, Clyde L. Steward, Joe C. Thompson, J. Glenn Turner, J. Ralph Wood and Ben H. Wooten.

## Victoria Arena Board, Dukowski In City Dispute

VICTORIA, B. C.—Victoria's six-man arena commission found itself still in office—but members wondered for how long.

City council, in the latest move in a controversy which blew up with the sudden resignation of six Memorial Arena employees in September, has declined to accept the commission's recommendation that it be "removed" from office.

But at the same time the council failed to support a motion voting confidence in the commission. Manager Joe Dukowski has also sent in his resignation.

## Palisades Combo Ducat To Include Sky Wheels

PALISADES, N. J.—Next season will see what is probably the first time a ride such as Sky Wheels will be included on a combination ticket. As part of an extensive promotion campaign Palisades Amusement Park is featuring the big unit on a 65-cent ticket which includes five other rides, front-gate admission, and parking.

Al Osborne will return for the spring and summer with the Dowis Sky Wheels. Ticket price will be 50 cents a ride, making the combination offer a very strong one. Irving Rosenthal said about 25,000,000 of these will be printed and distributed, mainly through industrial organizations. Bobby Paulson has been handling bookings, results of which are good to date.

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

Advertising next season will again hammer away at new devices as well as the ever-changing paint scheme. The Calypso and 35-foot German Merry-Go-Round will be delivered this winter through the Hot Rods organization, and two other rides, replacement channel boats and Antique Autos, will be obtained from Arrow Development Company.

## ARENA, AUDITORIUM NEWSLETTER

### Cow Palace Names Wilson, Okays \$1,832,401 Project

BOARD OF DIRECTORS of I-A District Agricultural Association, which operates the Cow Palace at San Francisco, has adopted a five-year improvement plan calling for expenditure of \$1,832,401 in capital outlay, with \$231,044 earmarked for 1961 projects. The board also re-elected its president, Robert McCarthy; vice-president, Fred Parr Cox, and secretary-manager, Nye Wilson. This will be Wilson's 11th year in this position. The Cow Palace announced the Grand National Junior Livestock Exposition will be March 25-29, and the 17th annual Grand National Livestock Exhibition, Horse Show and Rodeo will be October 27-November 5. Among 1961 rentals of the Cow Palace will be the Harlem Globetrotters, three; Jack Kramer's Pro Tennis, San Francisco National Sports and Boat Show, National Material Handling Show, Bay Area Hi Fi and Home Show, Western Electronics Show and Convention, Ringling-Barnum circus, Speed-O-Rama Show, midget auto races, space age exposition, Arabian horse show, Boy Scout exposition, stage-shows and an auto dealer presentation show.

### New Orleans Has 'Fiorello!'; Yule Parties Mark Bookings

NEW ORLEANS Municipal Auditorium, managed by W. Ray Scheuering, has scheduled this month such events as "Fiorello!" (20-28) and the first of the many Mardi Gras balls to come. Early December brought the Royal Ballet, an auto show, and other bookings. . . . Don Johnston, Seattle Civic Ice Arena, reports December bookings that include much hockey and wrestling. . . . Charles Bauer, Cincinnati Music Hall, tells of December events that include Robert Casadesu, pianist; many Christmas parties and concerts, plus use of the south hall December 3-27 by the post office department. . . . Toledo Sports Arena, Andy Mulligan managing, had "Holiday on Ice" to start the month. Skating and hockey kept things busy most of the other time. But there were kart races (18) and Teensville USA three times in the exhibit hall. . . . Lafayette, La., municipal auditorium, with Harold Weston as manager, had "Fiorello!" Monday (19), plus a busy month of parties and dances. . . . Greenville (S. C.) Memorial Coliseum has Christmas parties, basketball, Coca-Cola hi-fi hop, a gospel sing and a Rubinstein concert. In January there will be much basketball plus an auto show, Golden Gloves tournament, and Roger Williams (26).

### Los Angeles Officials Mull Show Managers' Protest

"SATISFACTORY PROGRESS" was reported after two or three meetings of representatives of the Los Angeles Fire Department and Building and Safety Department. They met in answer to a protest by Show Managers' Association of Southern California of "harassment tactics" by the latter group. The meetings followed consideration of the show managers' protests by the city council's building and safety committee, and the police, fire and traffic committee. The issue was whether the fire department or the building and safety department had jurisdiction over the control of conventions, trade shows and sports events. H. Werner Buck, SMA president, said that the organization was not trying to evade any laws but would like to be consulted on law changes affecting shows of this type. Battalion Chief John Degenkolb of the fire department, in charge of crowd control, said that several meetings had been held and "we are in good agreement on shows." After further study, a report will be made with the matter going back to the city council. Buck's association asked for arbitration of the problems and establishment of ground rules for future control of events staged by SMA members. In filing the protest, Buck and other officials said that the present tactics in crowd control threatened an industry which brings \$43,000,000 into the city each year. SMA has a membership of approximately 30 professional show promoters.

### Yorkton Gate Dips 4,323

YORKTON, Sask.—Attendance at the three-day summer fair was termed disappointing by Norman Roebuck in his presidential report to the annual meeting of the Yorkton Agricultural and Industrial Exhibition Association.

Paid admissions were 17,730, which was 4,323 less than in 1959. Grandstand attendance, at 9,614, was the lowest in 10 years. Midway revenue was comparable with last year and higher than the 10-year average.

Roebuck, who had been president for six years, resigned and was succeeded by Harvey Wood.

Roebuck pointed out that the association failed to break even on the year's operations. "Before allowing for depreciation, we still show a loss of \$46.72," he said. "The general financial position is satisfactory, but if we are going to continue to expand our activities

### Maine Race Track To Be Sold Soon

GORHAM, Me.—Gorham Raceway, a half-mile harness track, goes on the auction block January 6. U. S. Referee in Bankruptcy Richard E. Paulos intends to open sealed bids for the racing facility on that date.

The sale is part of Paulos' attempt to liquidate assets of the J. R. Cianchette & Sons Corporation of Pittsfield, Mass., which are not directly related to its primary business—road building.

Cianchette has operated the track commercially since 1945. Prior to that time it was part of a fairgrounds which marked its centennial in 1939. Cianchette seeks reorganization under the federal bankruptcy laws.

and improve our facilities, we will have to find ways and means other than the exhibition to increase our revenues," Roebuck said.

### Clyde Kendall Dies; Ran Fair In Greensboro

GREENSBORO, N. C.—The Greensboro Fair was deprived of its manager, Clyde Kendall, by his death on Friday (2) after 22 years' service. He was widely known in show circles as well as in this city, and the funeral on Sunday (4) drew a great many people, including George Hamid Sr., president of the fair, and Frank Bergen, whose World of Mirth Shows provides its midway.

Kendall, who was 56, passed away during heart surgery in Duke Hospital, Durham. With his wife, the former Virginia Mason, he lived at 1901 West Lee Street. Mrs. Kendall has been secretary of the fair and will continue in that post, Hamid announced, and a report on a new manager will be made next month.

Kendall was a well-known sportsman as well as a fairman. He managed the Cock'n'Bull Club, a hunting group with a lodge near Lexington, and only a month ago went on a hunting trip to Nova Scotia.

Funeral services were held at Hanes-Lineberry Chapel, with burial in New Gardens Friends Cemetery, Guilford College, N. C. He was a member of Guilford Friends Church. Survivors include three sisters, a brother, a stepson, and two half-brothers.

### 'Waters' Sets 3 Units for London Show

NEW YORK—Three "Dancing Waters" units are being combined in a single presentation in London, it is reported. They will be a feature of the Ideal Home Exhibit, occupying Olympia Grand Hall from March 7 through April 13. Promoting organization is The London Daily Mail.

The water spectacle operated with a single unit at the 1960 edition. Ernest C. Rolls of London, British representative for "Dancing Waters," arranged the deal, Sam Shayon, general manager, reports.

### WINTER FAIRS

**Florida**  
Bartow—Polk Co. Youth Show, March 2-4. W. P. Hayman, Box 711.  
Clewiston—Hendry Co. Fair & Livestock Show, Feb. 28-March 4. Mrs. Dorothy Moore, Box 1356.  
Dade City—Pasco Co. Fair Assn., Feb. 13-18. Lee Maxwell, Box 211.  
Eustis—Lakes Co. Fair & Flower Show, March 13-18. Karl Lehmann, Chamber of Commerce Bldg., Tavares.  
Fannin Springs—Suwannee River Fair & Livestock Show, Feb. 22-24. L. C. Cobb, Trenton.  
Port Myers—Southwest Florida Fair, Jan. 30-Feb. 4. Raymond Beckler, 1300 Shadow Lane.  
Largo—Pinellas Co. Fair & Horse Show, Feb. 27-March 4. H. J. Brinkley.  
Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 26-29. Ralph Huffaker, 2690 N.W. 7th Ave.  
Naples—Collier Co. Fair Assn., March 14-18. Charles P. McCool, Box 604, Route 1.  
Orlando—Central Florida Fair, Feb. 27-March 4. H. H. Parrish, Expo Park.  
Palmetto—Manatee Co. Fair Assn., Jan. 28-28. Harper Kendrick.  
Plant City—Fla. Strawberry Festival, March 6-11. Fred W. Nutter, 1043 W. Reynolds St.  
Sarasota—Sarasota Co. Fair Assn., March 20-25. K. A. Clark, 2900 Ringling Bldg.  
Sebring Highlands Co. Fair Assn., Jan. 16-21. J. A. Butler.  
Stuart—Martin Co. Fair Assn., March 13-13. L. M. Johnson.  
Tampa—Florida State Fair, Feb. 7-18. J. C. Huskisson, Box 1231.  
West Palm Beach—South Fla. Fair & Expo., Jan. 27-Feb. 4. William Lamar Allen.  
Winter Haven—Fla. Citrus Expo., March 4-11. R. J. Eastman, Box 1460.

## FAIR-EXHIBITION MANAGEMENT

### Peart Heads Regina Ex; Financial Results Bright

REGINA, Sask.—J. W. (Jack) Peart, a director since 1950, was elected president of the Regina Exhibition Association at the 54th annual meeting of directors. He succeeds Donald S. MacDonald, who automatically becomes honorary president for 1961.

Vice-presidents are W. Clarence Mahon and C. E. Beveridge.

Two directors, Ralph Heseltine and H. A. Rowsom, retired because of ill health. Heseltine, the senior member of the board, had been on the directorate for 37 years.

T. H. (Tommy) McLeod, manager, reported that Homer and Jethro will headline the grandstand show on the Class A Fairs circuit next year. Also with the Music Corporation of America Show will be the June Taylor Dancers, the Four Step Brothers and archery champion Ann Marston.

Only four times in the history of the association has the year been better financially than 1960, according to the directors' report. Additional winter fair accommodation and new race barns are likely to be considered by the fair board in the near future, the report indicated.

Net profits of \$61,238 on the summer fair and \$33,386 on the year's operations were shown. The fair week profit was up \$12,591 from last year and the profit on the year was up \$17,162. Gate attendance was 214,001.

### Reynolds to Report on Chicago When Mass. Fairmen Assemble

BOSTON—Massachusetts fairmen will hear Jack Reynolds of Eastern States Exposition report on the annual Chicago convention of the international association, when they meet January 16-17 in the Hotel Bradford. It will be the 41st annual meeting of the Massachusetts Agricultural Fairs Association, and formal phases of the program are all scheduled for Tuesday (17).

A welcome address will be delivered at 10:30 a.m. by Augustus G. Means, president, following which is slated secretary-treasurer Paul Corson's annual report. The State relations committee will also report through Corson. After nominating and resolutions committees are a coincidental luncheon held by the past president's club.

Afternoon features include talks by Agriculture Commissioner McNamara, "Massachusetts Fairs as I See Them"; Lloyd Davis, University of Massachusetts Extension Service, "Fairs in an Educational Program"; Dan Riedy, Division of Plant and Pest Control director, "Highlights of 1960 Massachusetts Fairs," and a panel, "Massachusetts Fairs in the Space Age." Panelists are Earle Carpenter of University of Massachusetts; Paul Corson, Topsfield; Bena Suzan, Weymouth; Charles Thayer, Cummington; Molly Higgins, county home economics agent, and Riedy. Banquet will start at 7 p.m. with talent provided through the AI Matin agency.

## FAIR MEETINGS

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 1-3. Robert L. Barnett, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs and Minnesota State Agricultural Society, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, St. James, secretary of the Federation.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 7-8. Mrs. Paul D. Kiepfel, Route 4, Box 77, Crafton, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 9. Joe F. Pruett, 155 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 9-11. Everett E. Erhart, Stafford, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 10. J. F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 10-12. Win Eldridge, 315½ East Mill, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 1043 South Main, Dayton 9, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 11. Tom Moore Craig, Piedmont Interstate Fair, Spartanburg, secretary.

North Carolina Association of Agricultural Fairs, Jack Tar Hotel,

Durham, January 12-13. Corbin Green, P. O. Box 776, Hickory, secretary.

Missouri Association of Fairs & Exhibitions, Governor Hotel, Jefferson City, January 12-13. Victor M. Gray, Box 630, Jefferson City, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 14-15. William E. Finch, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary-treasurer.

Massachusetts Agricultural Fairs Association, Bradford Hotel, Boston, January 16-17. Paul Corson, Topsfield, secretary.

Association of Alabama Fairs, Whitley Hotel, Montgomery, January 16-17. Christie W. Summers, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 18-19. William Arthur Morris, Box 912, Reading, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 19. A. D. (Bert) Scott, Fargo, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 19-20. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary.

New York Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 22-24. James A. Carey, Department of Agriculture & Markets, (Continued on page 47)

# AMUSEMENT PARK OPERATION

## Herschell in New Home; Davis Opens on Weekends

ALLAN HERSCHELL CO., INC., now is at home in its new plant at Buffalo, N. Y., having vacated the two plants used at North Tonawanda, N. Y., for so many decades by this company and its predecessors. One of the North Tonawanda buildings is a round one especially designed for housing Merry-Go-Rounds. The new plant is a modern building giving more and better facilities. . . . Pacific Ocean Park in on a special schedule for the holidays. It was closed December 24 and now will be open daily until January 2. Then it closes down until March 25. . . . Ken and El Davis, of Biloxi and Gulfport Amusement Park, Biloxi, Miss., write that they are open each weekend but closed on weekdays. Two shopping center units have played the territory but don't seem to affect business at the park. The past season was up for the Davis park, which now has 12 rides. They may add an Octopus and that will occupy the last vacant land on the site.

## POP Opens FM Radio Station

RADIO STATION KSRF went on the air from Pacific Ocean Park last week at Santa Monica, Calif. The station was designed by Fred Harpman, POP's chief designer, and its ultramodern design includes brightly hued plastic panels lighted by changing lights, making the station an attraction to the general public as well as hi-fi enthusiasts. The unit, located in the lobby of King Neptune's Kingdom, can operate without human assistance. The visible electronic brain, controlling seven audio tape machines, is preset to run 14 hours. Programming is specifically designed to serve the largest, highest income FM audience in the area and consists of music on high-fidelity tapes. Programming also includes stock market and weather reports on regular schedule.

## Tivoli Draws 4,213,939

THE ANNUAL MEETING of the stockholders of Copenhagen's Summer Tivoli was held Friday (16). The annual report disclosed that the total pay-gate attendance for the 1960 season, May 1-September 11, was 4,213,939, a decrease of 5.5 per cent from the 4,459,206 total of the 1959 season, May 1-September 13—an all-time record. The daily average for 1960 was 31,447. Gross income for the fiscal year, November 1, 1959-October 31, 1960, was \$2,241,352.35, an increase of \$72,140.70 above the 1958-1959 income. Expenditures for the year were \$1,989,873.40.

## Park to Sell More Stock

SHAREHOLDERS OF FRONTIER VILLAGE, scheduled to open near San Jose, Calif., next spring, are being asked to vote upon a move to sell an issue of common stock to give the company a higher authorized capital. Joseph Zukin Jr., Frontier Village president, has asked shareholders to authorize the issue of 1,000,000 shares, up from 400,000 under the article the management is seeking to change. Of the new total, 500,000 shares would be common stock and the remainder preferred stock, both to have a par value of \$5. All shares, whether preferred or common, would continue to have one vote.

If the shareholders approve the increase in the number of shares, Zukin will execute a certificate of amendment for filing with the secretary of state of the State of California.

## Wishing Well To Continue

HARTFORD, Conn.—The Wishing Well at Gillette Castle State Park will have \$3,000 in new money next year.

The well was threatened with a dry-up some months ago. It was closed temporarily by the Connecticut Park and Forest Department in a dispute with State auditors over recording and handling of coins tossed into the well by park visitors.

The new money will come from a \$3,000 Commonwealth Fund gift, the latter representing holdings of the Harkness Family, which gave Harkness Memorial State Park to the State several years ago. Donald C. Mathews, Park and Forest director, said the money will go for printing of descriptive literature on the Harkness Memorial State Park. Receipts from the sale of such material, Mathews added, are to be earmarked for the wishing well. Well receipts go to help provide summer camping for handicapped children and adults at Harkness.

## Fire Damages Revere Beach

REVERE, Mass. — A three-alarm fire caused damage of \$100,000 and threatened the entire beachfront of this big amusement area (12). It destroyed the third Revere Beach landmark in a year. Most of the big circular-roofed structure housed an amusement center, Skill-Right, once the scene of dance marathons in the thirties.

The blaze occurred in the same block where the Beachview Ballroom, another dance landmark, was destroyed last March. The beach's other dance landmark, the Oceanview, burned last December.

The latest blaze started in the basement of a cab company, which occupied the building along with a newspaper, a barroom and a bake-shop as well as the amusement center. The flames spread rapidly and brought fire companies from five communities to fight the flames which could be seen for miles on the frigid oceanside.

# Magic Mountain Wins Okay to Reorganize

DENVER—A new effort to get Magic Mountain amusement park out of its financial dilemma was approved in U. S. District Court here Thursday (15). U. S. District Judge Alfred A. Arraj gave the go-ahead signal to the park's petition to reorganize its corporate structure under Chapter 10 of the Federal Bankruptcy Act.

Magic Mountain, a \$3 million-plus venture, got into partial operation last June 30 and quietly closed on Labor Day. Hard pressed financially almost since construction began in 1957, the park's president, G. Norman Winder, testified later at a federal court bankruptcy hearing that the park's financial position was "about zero." The park grossed about \$80,000 ruding its short season, but lost \$18,000 on the operation.

In its bankruptcy petition, filed October 3, park officials listed liabilities of \$1,810,779 and assets of \$3,655,896.

## Southwestland Changes Name Of Theme Park

DALLAS — Texas Under Six Flags is to be the official name for the previously announced \$10,000,000 amusement park designed by C. V. Wood and being erected on Great Southwest Corporation property midway between Fort Worth-Dallas alongside the super toll road.

President Angus G. Wynne Jr. of GSC took the press on a tour of the 105-acre tract now marked only by concrete foundation slabs, and explained several operational and development plans which he and associates hope to have completed by late summer.

A one-charge admission, now believed to be about \$2.50 for adults, \$2 for children, will take one thru all the rides and "adventures." Hopes are to operate 10 months per year. Forecast is that the nut can be met and a modest profit shown on 650,000 paid admissions per season.

Texas and Southwest history will be dramatized in rides and adventures scheduled for Six Flags park, the press was told. A perpetual Confederate Pep Rally will enable visitors to enlist in the Confederate Army and get a military identification card. A Conquistadores pack mule trip is another adventure. A pirate ship sailing past Outlaw Island and Skull Rock and thru jungles to a battle will be another major operation. Wynne says there'll be a "stranded circus" with an extensive menagerie of usually wild animals that children can pet and get acquainted with.

In approving the reorganization program, Judge Arraj appointed Ray Jenkins of Denver trustee to put into effect the reorganization program. Jenkins is a retired district manager for the J. C. Penney Company.

Judge Arraj directed Jenkins to notify creditors and stockholders of MM that they may submit suggestions for reorganization. Jenkins was also directed to report any facts "pertaining to fraud, misconduct, mismanagement, or irregularities," in addition to managing the park.

The park's petition was supported by the U. S. Securities and Exchange Commission. The petition had been opposed by Benjamin C. Hilliard Jr., chief U. S. bankruptcy referee, at a hearing held several weeks ago. Hilliard contended the park had only "vague hopes" of raising the money it needs.

Attorneys for the SEC argued that interests of some 12,000 stockholders in the park demanded the appointment of a disinterested trustee to try to find new capital.

Judge Arraj ruled the park's petition had been filed in good faith and specified that Jenkins as trustee must have "expressed prior approval of the court" before borrowing money for MM purposes.

Judge Arraj authorized Jenkins to operate and manage the business of Magic Mountain to the extent he deems advisable, and "conduct the business as a going concern." To employ and fix compensation, subject to the court's supervision, of all officers and employees of the firm. Pay, out of funds coming to him as trustee, all current and necessary expenses and ordinary capital expenditures necessary to preserve the property, and to file with the court lists of creditors and their claims and stockholders and their shares.

## Elect Cecil Stewart

OGEMA, Sask.—Cecil Stewart has been named president of the Ogema Agricultural Society, succeeding K. Wiles. Ken McKague and George Baron are vice-presidents.



The biggest profits come from the best rides



FINANCE PLAN AVAILABLE

- Merry-Go-Rounds • Miniature Trains • Boat Ride • Kiddie Auto Ride • Portable Roller Coaster • Jolly Caterpillar • Sky Fighter • Helicopter • Mad Mouse • Mite Mouse • "1865" Locomotive • Brownie Tractor • Roadway Ride • Rodeo • Twister • Tank Ride • Buggy Ride • 18 Car Cat • Record Player • Merry-Go-Round Records • Tapes • Ride Timers • Canvases

## ALLAN HERSCHELL CO., INC. • EST. 1880

1165 Clinton St. Buffalo 6, N. Y. Phone: TA 5-8300

"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

GIVE TO DAMON RUNYON CANCER FUND



## LAUGHING MIRRORS

Require only a few feet of space. Ideal for Arcades, Parks, Kiddielands.

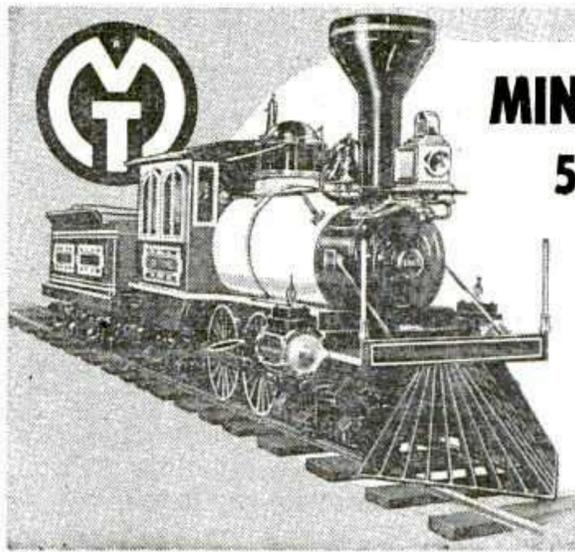
### NATIONAL RIDES

- Century Flyer
- Trackless Trains
- Kiddie Ferris Wheels
- Kiddie Buggy Ride
- The Pony Trot
- Comet, Jr. Coaster
- Fun Houses
- The Steeplechase
- Old Mills and Chutes
- Coaster Cars
- Mirror Mazes
- Complete Kiddielands

Write for Descriptive Circulars

## NATIONAL AMUSEMENT DEVICE CO.

P. O. BOX 488, VAC Phone: AMherst 3-2646 DAYTON 17, OHIO



## MINIATURE TRAINS

5 Famous Models . . . plus the new "1865"

- Steam type with real smoke . . . dependable G-16 gasoline power.
- Focal point for theme park or exciting 2nd train on G-16 track.
- Boost attendance and publicity.
- Also available . . . the finest Trackless Train.

## ALLAN HERSCHELL CO.,

MINIATURE TRAIN DIV. 1165 Clinton St. Buffalo 6, N. Y. Phone: TA 5-8300

# N. Y. Fair's Notes Seek \$67,500,000

NEW YORK — The New York World's Fair 1964-1965 Corporation is offering to corporations and institutional investors a \$67,500,000 issue of promissory notes maturing in February 1966. John W. Hanes, chairman of the finance committee, made the announcement.

The purpose of the issue is to finance pre-opening construction costs estimated at \$98,300,000. Of this total, \$30,800,000 will be obtained from advance rentals, admissions and other sources, leaving the remainder to be provided through the sale of notes.

Estimated receipts, including the proceeds of sale, total \$250,450,000, while estimated expenditures, including the payment of the notes with interest, total \$227,190,000. The estimated surplus of \$23,260,000 will be paid over to the City of New York for restoration and improvement of Flushing Meadow Park and for educational purposes. These estimates are based on reports of Andrews & Clark, construction engineers, and Madigan-Hyland, revenue engineers for the fair corporation.

Eastman Dillon, Union Securities and Company will serve as financial representatives of the fair corporation to advise and assist in obtaining subscriptions for the promissory notes. In this capacity they have formed a group of New York financial firms of which they will be a member and manager. The group has been authorized to obtain subscriptions for the notes at 100 per cent of their principal amount. It is not contemplated that the firms will underwrite the sale of

notes or make a general offering of them.

Included in the group of firms, in addition to Eastman Dillon, Union Securities and Company, are Blyth and Company; Dillon Read and Company; F. Eberstadt and Company; The First Boston Corporation; Glore, Forgan and Company; Goldman, Sachs and Company; Harriman Ripley and Company, Inc.; Kidder, Peabody and Company; Kuhn Loeb and Company; Lazard Freres and Company; Lehman Bros.; Merrill Lynch, Pierce, Fenner and Smith; Smith Barney and Company; Stone and Webster Securities Corporation, and White, Weld and Company.

Method of payment varies according to the amount subscribed: When the total subscribed is in excess of \$100,000, 40 per cent or \$100,000 (whichever is greater) shall be paid on the closing date and one-third of the remainder on the first day of 1962, 1963 and 1964. When the total amount subscribed is \$100,000 or less, the amount shall be paid in full on the closing date.

Hanes reiterated his conviction that every dollar invested in the fair will be repaid with interest and that a substantial surplus will remain to complete Flushing Meadow Park.

## San Antonio Rodeo Signs Dale Robertson

SAN ANTONIO—Dale Robertson, of the Wells Fargo television series, has been signed as the top name at the San Antonio Stock Show and Rodeo here February 10-19.

Also signed is Jimmy Murphy and his horse act, Millage Becker and sheep dogs; the Powder Puffs, trick riders. Buck LeGrand, Jimmy Schumacher and the Kajun Kidd will clown for the Gene Autry-Harry Knight rodeo.

## PNE Doubles Horse Racing Sked for '61

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

Previous years there have been 40 days of racing at the PNE track and 40 days at Landowne Park. The later, which has been operated by B. C. Turf, Ltd. will be dark this year.

The two racing organizations working together said Manager Jack Diamond, of B. C. Turf, can eventually make the PNE track an outstanding one. "This will be a test year. If all goes well, the B. C. Turf, working with the Ascot Jockey Club, will extend Exhibition Park's track".

"We can make it a six furlong track by pushing the grandstand and club house back. And we could be putting in a chute, stage seven and one-half furlong races."

Landowne Park will be kept open next spring for a training track, under present plans.

## London Shows Tell Programs For Christmas

LONDON—The Bertram Mills Circus, which opens its winter season in the big Olympia hall on December 20, will again have Circus Schumann Liberty and high school horses as one of its features. Albert, Pauline and Max Schumann will present Liberty horses and ponies and will be joined by Douglas Kossmayer in a "Dance Cavalcade—from Cakewalk to Rock 'n' Roll." Kossmayer also will present a Roman riding number. The Caroli Troupe of bareback riders are on the bill.

Animal acts are the Circus Knie's Siamese Elephant Ballet; Philippe Grusse, panthers; Rudy Lenz, with Mills' chimps, and Danion's sealions.

Aerial and ring acts are Josephine Berosini, high wire; Three Andreanys, flying trapeze; Lillian Kenny, trapeze; Three Balcombes, comedy on revolving ladder; Seven Brandts, teeterboard; Six Bertinis, cycle novelty; Bob Bransom, hoop roller and juggler, and Two Hentretis, swinging perch.

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

Program will tee off with Moritz Buhlman working with seven lions and two lionesses in their cage, while Pio and Alexandra Nock perform on high wire above the cage. During the teardown Miss Violet works on trapeze, and Pio Nock and Max do clown bits.

Horse and animal acts from Mills Circus are Phyllis Allen, Liberty horses and poodles; Gusta Kruse, elephants, and Joan Kruse, brown bears. The Ivan Bratuchin Troupe of Cossack riders and Trude Revernegg, trained pigeons, are on the bill.

Ground acts are Tonita and Lill, wire; Four Prietos, Western medley; Four Marchitos, bike; Four Talas, unsupported ladders; Otharis Troupe, teeterboard, and the Rios Troupe in tumbling and pyramids and Risley.

## N. D. Fairs Meet Jan. 19

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

One of the high points of the program will be a panel on "Highlights of 1960 Fairs" with a number of attractions people serving. Art Briese will moderate and the group will include William T. Collins, Ernie Young, Aut Swenson, Frank Winkley, Leo Overland and Fred H. Kressmann.

Theodore Eckberg, Kenmare, is president of the association.

## James Show Draws California Crowds

SAN FRANCISCO — James Bros. Circus, operated by Sid Kellner, has been drawing good crowds at performances under sponsorship of various organizations in central California. Many of the dates are tied in with Christmas parties. Show is using a drummer and accordionist instead of recordings this year.

Program includes Escalante Family; Mark Anthony, Dave Twomey; John Cline with ponies, dogs and elephants acts, Kirkam the Magician; the Hoffmans, and Volantys. Kellner is equestrian director.

# CIRCUS TROUPE

By TOM PARKINSON

GEORGE HAMID IS ABOUT to announce an expanded route for his Hamid-Morton Circus. While he has said he is not yet ready to reveal the exact dates or names of sponsors, he has named the towns and there are some new ones. For example, Hamid-Morton is to open at Muskegon, Mich., February 12-15. Little Rock is another new one; it is to follow the regular Milwaukee, Topeka, Kansas City and Wichita dates. Then will come Memphis, Wilkes-Barre, Pittsburgh, Altoona, Pa.; Cranston, R. I.; Norfolk, Va.; Montreal; Buffalo, tentatively, and Trenton. The season is to close June 1-4.

D. R. Miller and Jack Moore, of the Hugo shows, plan a trip to Mexico shortly to scout new acts. Miller recently purchased the home of his late brother, Kelly Miller. This is Dun Rovin, located across the road from K-M winter quarters and declared by the Chamber of Commerce to be the most beautiful home in Southeastern Oklahoma. . . . Mr. and Mrs. Frank Ellis, of K-M, left Hugo to spend the holidays in Des Moines, and Minnesota. Ellis and Herb Walters, of Famous Cole, were in charge of the Elks Club's Christmas party for kids. Walters has begun taking Masonic degrees.

Look for Obert Miller to spring with a new small show for next season. It is still tentative but it is being discussed. . . . New construction around Hugo includes a new animal barn and a new ring barn at the Kelly-Miller winter quarters farm plus a ring barn at the Obert Miller farm. . . . The Dallas Snow Seals made their first public appearance at the Hugo Elks party.

★ ★ ★

Clarence D. Auskings, the veteran agent, writes that he is at the Pecos Motel, Rowell, N. M., pending plans for 1961. He had been with the Fitzsimmons show, but that didn't open in Rowell because of cold and snow.

Charles J. Schlarbaum, trumpeter, has been with the Tommy Allan band playing the West and recently in Texas. He was in Tampa for Christmas with Ramon Escorsia, Roy Short and Nick Altrotte, all circus musicians. Schlarbaum will open with the Sells & Gray Circus on December 26. Show will then be using organ, trumpet and drums, he writes.

Clyde Beatty's Jungleland is in operation at North Miami Beach, Fla. . . . Ray Bickford, of the Circus Clown Club, writes that he has been out of action because of illness but now is eager to get on with his projects. . . . Paul Cristiani reports he will stay in Florida and that Lucio, Belmonte and Daviso Cristiani will go to Honolulu for the Fernandez dates. . . . L. B. (Doc) Holtcamp writes to praise the billing job that Sells & Gray Circus has been doing in the towns he has made in Florida.

Joe Sullivan, the veteran bannerman, writes that he underwent surgery, a laryngectomy, at Veterans Hospital in St. Petersburg early this month and plans to return to his home at 7042 S. Trail, Sarasota, by Christmas to recuperate. He expects to acquire a new voice and return to the road. He has been with Carson & Barnes Circus in recent seasons and has been on the road about 50 seasons.

The Seitz-Mendez high-wire act, appearing with Circo Price in Madrid, Spain, through January 25, has completed bookings through the first week of November, 1961. Following the Madrid date, Gene Mendez will fly back to the U. S. for a solo appearance at the Detroit Shrine Circus and then return to the continent by jet where he and partner Joe Seitz will perform at the Stadthalle in Vienna from February 16 through March 5. The duo then will go to Stockholm to join Circus Scott, which opens its seven-month season the first week in April. Including their 1960 season with the Clyde Beatty-Cole Bros.' Circus and subsequent Shrine dates, the act worked 40 weeks here in the States before heading abroad.

Seven little people left New York for the Detroit opening Sunday (25) of the stage comedy, "How to Make a Man." They include Charley Sylvern, Michael Dunn, George Brasno, and four formerly with Bob Hermine's Midgets: Pepi Krisch, Alois Sapik, Johnny Schone and Butch Karol-

lus. The show hits New York City January 28. Featured are Tommy Noonan, Barbara Britten, Vicki Cummings and Pete Marshall.

Clarence E. Pfeffer, formerly with Sells-Floto, Cole Bros. and other shows was a guest on the Glenn Martin Company Christmas show dates at Cleveland, and Marion, Ind. At Marion he sustained a severe head laceration from a trampoline accident and was treated at a Marion hospital. . . . The indoor Circus Royal at Brussels has opened and will run through February. Palais Des-Sports at Marseilles, France, has opened its season.

## Edna, Tex., Fair Elects President, Reorganizes Board

EDNA, Tex.—Irak Sklar, El Toro farmer, has been elected president of the Jackson County Fair. He had been serving as manager of the annual event.

Sklar succeeds Dewey Strane, rancher, who has been fair board president for several years.

Other officers elected were Ted Hanna, vice-president; Joe Owen, secretary, and Albert Randall, treasurer.

New directors are Harold Krenzler, K. B. Peck, Jack Jones and Rudy Skalicky. Present directors re-elected were Sklar, Mrs. Ted Hanna, Noble Moore and Roy Roads.

Holdover directors are Strane, Owen, Randall, Bob Gresham, E. M. McDowell, Hanna, Jess Kern, Arnold Koop, F. M. Frankson, Jerry Peters, Eugene Hajek and Ben Good.

## Port Lavaca, Tex., Elects Ramsey Fair President

PORT LAVACA, Tex.—Selection of new officers and setting of 1961 dates has been completed by the Calhoun County Fair Association.

Shannon Ramsey has been elected to his first full term as president, with Wes Newlin as first vice-president; Curtis F. Nelson, second vice-president; C. L. Cook, re-elected secretary; Paul Deming, treasurer; and Bert Wise to the newly created office of public relations director.

Ramsey completed the 1959-60 year as president, taking over the post when West resigned the office last April. The 1961 fair dates have been set at October 12-13-14.

AMERICA'S FINEST SHOW POSTERS  
WRITE FOR 1960 DATE BOOK  
CENTRAL Show Printing Co., Inc.  
MASON CITY, IOWA

6-**PHONEMEN**-6  
Deal starting December 26.  
Phones in. Strong sponsors, booked solid through July. Book, Tickets and Banners. 25% pay daily.  
Call 2-2584 or 2-2202  
Tampa, Fla.

**PHONEMEN**  
Book, Tickets, Banners  
HILDEBRAND  
Ofc. 624 Holt Hotel Bldg.  
Wichita Falls, Tex. Phone: 723-5301  
Also men for Lawton, Okla., and Wichita Falls, Tex. No collect calls. New Mexico State Safety Book to follow.

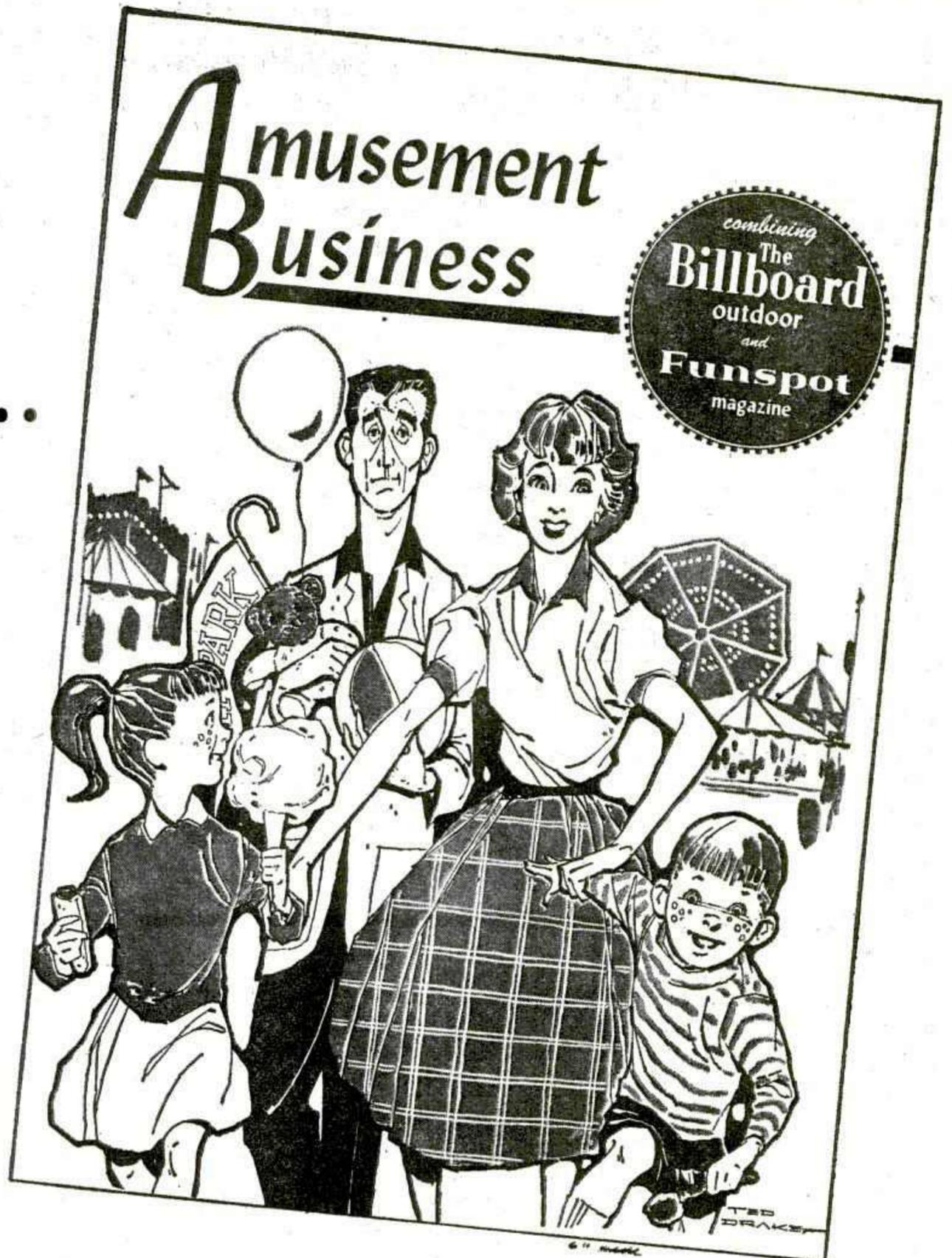
**TWO PHONE MEN**  
Civil Air Patrol Safety Book. Straight adv. No tax or U.P.C. 25% pay daily. Professional collectors. Sobriety demanded. No advances. No collect. YOU CAN GET IT HERE. 3 towns booked this area. Permanent work. FE 2-9461, to 10 a.m. only. Central Time. ODESSA, TEX., or MGR. CAP, Box 20, Terminal, Tex.

**OPENING DECEMBER 26**  
FOP-VFW-JC's Metropolitan Club.  
I need Promoter with good crews, man and wife teams. Book, Banners and Tickets. No collect. Pat Ley and Dave Help, call me.  
DON, LENOx 4-5321, Grand Rapids, Mich.

**PHONEMEN**  
Can use two good Phonemen for Civil Air Patrol repeat deal. Book and tickets. Collect and pay daily. Other good deals to follow. All strong sponsors. Doc Tate, contact. Sobriety essential. No collect, no advances, I have had it.  
JACK TURNER  
Phone: 4-7466 Lexington, Ky.

**PHONEMEN--PHONEMEN**  
Have opening for 5 men. Special police deal. Contact  
A. J. WIESNER  
Kenmar Hotel, New Kensington, Pa.  
Phone: EDison 9-1376 or EDison 9-0046

The ONE...  
 The ONLY...  
 COMPLETE  
 NEWS  
 WEEKLY



**SERVING THE GROWING AMUSEMENT INDUSTRY**  
**Photos • Special Reports • Features • Personals • Lists**

Interest and anticipation in Amusement Business, the only trade weekly devoted 100% to the expanding Amusement Industry, is building week after week. Certainly within the next two weeks, immediately prior to publication of the first issue dated January 9, reader-interest will reach its highest peak. TAKE FULL ADVANTAGE OF THIS INTEREST AND EXTRA READERSHIP BY RUNNING A HARD-SELLING AD IN THE JANUARY 9 EDITION. . . . MAIL THE COUPON ON THIS PAGE OR CONTACT YOUR NEAREST OFFICE FOR MORE DETAILS **TODAY!**

**Advertising deadline . . . Wednesday, January 4.**

2160 Patterson Street  
 Cincinnati 22, Ohio  
 Dunbar 1-6450

1564 Broadway  
 New York 36, N. Y.  
 Plaza 7-2800

1520 N. Gower St.  
 Hollywood 28, Calif.  
 Hollywood 9-5831

812 Olive St.  
 St. Louis 1, Mo.  
 Chestnut 1-0443

**Amusement Business Magazine**  
**The Billboard Publishing Company**  
 188 W. Randolph St.  
 Chicago 1, Ill.

Rush me advertising rates and specifications for the January 9 edition of Amusement Business.

Name \_\_\_\_\_  
 Firm \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

# ROLLER RUMBLINGS

By AL SCHNEIDER

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

This was considered the most important step taken at the sessions. A budget of \$15,000 for salary and expenses was approved. It is anticipated that two such representatives will be on the road regularly within four years. Eight applications received for the post

are being screened at national headquarters.

Cahill will confer frequently with the representative on the road, and it is expected that he will come to headquarters for briefing sessions at quarterly intervals. The entire program will be reviewed at the national convention at Fort Worth in July.

The growth of the RSROA in

the past two years—from 367 members in 1958 to 637 today—has required the establishment of more effective liaison arrangements between members and the central organization in order to provide for exchange of ideas and information. An important aspect of the representative's job will be to encourage the maintenance of high rink operating standards.

An important organizational move was the delegation of jurisdiction in the fields of art and speed skating essentially to a new technical commission. Detailed problems in the fields of competition and test skating have absorbed many hours of regular board meetings in the past. Under the new set-up it is expected that they will be more efficiently handled by the commission, which is to consist of specialists in technical aspects of skating.

The commission will have power to govern tests and competitions and all other technical phases in art and speed skating. It will also have power to establish new skating standards. The commission

(Continued on page 47)

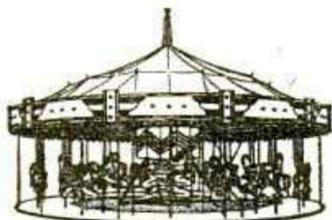
## !! INTRODUCING !!

### NEW, TESTED, COMPLETELY SUCCESSFUL !! VERNON H. GARBRICK FOLDING FERRIS WHEEL

Nothing to remove but neon lights and seats! Up or down in 45 minutes, 3 men! 40-foot, 12-seat wheel folds into own trailer! Pulls up with motor-driven winch and cable! Finest materials and workmanship! Write for literature to **VERNON H. GARBRICK WELDING & MACHINE WORKS**, Centre Hall, Pa. Phone: EMpire 4-1489, or Pleasant Gap, Pa. 15224 9-2032. Also manufacturer of the Spindle Ride.



## NEW MODERN AMUSEMENT EQUIPMENT



- KIDDIE RIDES
- ADULT RIDES
- MINIATURE TRAINS
- ROLLER COASTERS
- FERRIS WHEELS
- MERRY-GO-ROUNDS
- SHOOTING GALLERIES
- FUN HOUSES
- CONCESSION TRAILERS

Write today for complete catalog.

### KING AMUSEMENT CO., INC.

P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

## POPCORN--COTTON CANDY--SNO-KONES--APPLES

WE HAVE EVERYTHING YOU NEED  
WRITE NOW FOR OUR 120-PAGE CATALOG  
GO "GOLD MEDAL" ALL THE WAY

### GOLD MEDAL PRODUCTS CO.

World's Largest Manufacturer of Concession Equipment and Supplies  
New Address: 1825 FREEMAN AVE., CINCINNATI 14, OHIO

## High Quality KIDDIE RIDES

- ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
- GALLOPING HORSE CARROUSEL—FIRE ENGINES

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.  
ESTABLISHED 1888

## AMERICA'S FINEST SHOW TENTS

### O. Henry Tent & Awning Co.

- BERNIE MENDELSON
- CONCESSION TOPS ● SHOW TENTS
- RIDE CANVAS ● BANNERS

Field Representative: G. C. "MITCH" MITCHELL  
4862 N. Clark St., Chicago 40, Ill. Phone: Ardmore 1-1300

## UNITED STATES TENT

AND AWNING CO. ESTABLISHED 1870.  
Over 88 Years of Specialized Experience.

1230 N. EAST AVENUE SARASOTA, FLORIDA. PHONE: RINGLING 6-6316  
Circus—Carnival—Concession—Any Size—Any Type—Banners—Ride Canvas  
S. T. JESSOP GEO. W. JOHNSON

## BIG

AND BRAND NEW  
THE TRAIN WITH A  
FUTURE



*Aerotrain*  
This gleaming beauty pulls 'em in and around by the hundreds! Patented after the GM Aerojet by the most complete line of miniature trains manufactured anywhere.

4219 IRVING... WICHITA, KANSAS  
CHANCE MANUFACTURING COMPANY

## IT PAYS TO OWN Lenz INSURANCE



COMPARE SERVICE, KNOW HOW, COMPANIES & RATES  
BE SAFE—NOT SORRY

### CHARLES A. Lenz & ASSOCIATES, INC.

"The Showman's Insurance Men"  
1492 Fourth Street, North  
P. O. Box 7038, St. Petersburg 39, Fla.  
Phones 5-3121—7-5914

## MERRY-GO-ROUNDS

1960 Jumping Carousels, Kiddie size, 20 ft.; teen-age, 30 ft.; adult, 32 & 36 ft. sizes. Kiddie Rides, The Ferris Wheel, Auto, Airplane, Pony Cart, Boat Rides, Music Boxes, Ticket Booths. We also custom build.

### THEEL MFG. CO.

Ph. MU 2-4351  
Lawrence & Spruce Sts.  
Leavenworth, Kansas



- Rock-o-Plane
- Roll-o-Plane
- Fly-o-Plane
- Octopus
- Midget-o-Racer
- Bulgy the Whale



## SKATING RINK TENTS

42 x 102 IN STOCK  
52 x 122 AT ALL TIMES

### NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.  
100 Central Ave. Alton, Ill.  
Phone: HO 8-8883

## WOOD LETTERS

NO SKILL NEEDED to make attractive, long-life, low-cost SIGNS for Business or Home. WRITE FOR DETAILS

NORTHLAND PRODUCTS  
ROUTE 22-282 • ROCKLAND, MAINE

## INSURANCE

For the Amusement Industry

### SAM SOLOMON

"A Showman for Over 30 Years"  
8017 N. Sheridan Road, Chicago, Ill.  
Phone: LOngbeach 1-5555

## Carnival Routes

Fitzsimmon, Roy: Roswell, N. M., 26-Jan. 1.  
Hottle, Buff: \*Wm. H. Brooks; Baton Rouge, La., 26-Jan. 1.  
Merchants Festival Rides: Nashville, Tenn.  
Peter Paul Ams.: \*Peter Bicio; Sanford, Fla.  
Santa Fe Expo.: \*Wesley Clark; Edinburg, Tex., 26-Jan. 2.  
Scott's, Turner, Rides: (College Park) Orlando, Fla., 26-Jan. 15.  
Sugar State: Lafitte, La., 26-Jan. 1.

## Circus Routes

Sells & Gray: Auburndale, Fla., 26; Bartow 27; Kissimmee 28; St. Cloud 29; Sanford 30; Titusville 31; Cocoa Jan. 1; Winter Garden 2; New Smyrna Beach 3; Melbourne 4; Vero Beach 5; Fort Pierce 6; Stuart 7; Indiantown 8; Okeechobee 9; Belle Glade 10; Jupiter 11.

## Legitimate Shows

Music Man: (State Fair Music Hall) Dallas, Tex., 26-31; (Aud.) San Antonio 2-5; (Music Hall) Houston 6-14.

## Ice Shows

Holiday on Ice of 1961: (Vets Memorial Aud.) Des Moines, Ia., 29-Jan. 2; (Civic Center) Lansing, Mich., 4-9.  
Ice Capades, 20th Edition: (Coliseum) Spokane, Wash., 25-Jan. 2; (Ice Arena) Seattle 4-14.  
Ice Capades, 21st Edition: (Garden) Boston, Mass., 27-Jan. 11.  
Shipstads & Johnson's Ice Follies of 1961: (Arena) Philadelphia, Pa., 25-Jan. 8; (Garden) New York 10-22.

## Final Curtain

ANGEL—James E., 53, carnival concessionaire, December 8 in Newport, R. I. Survived by three sons, three daughters, four brothers, one sister and 10 grandchildren.

HAYES—John F., 86, at the Montgomery County Home, Yosts, N. J., December 16. A former circus performer with Ringling and Walter L. Main, he was sometimes billed as Billy the Bouncer and held a patent on the design of a trampoline dating from 1916.

LANGLEY—Mrs. William H., wardrobe mistress at Lakewood Theater, Skowhegan, Me., December 8.

ROBINSON—Mrs. Minnie A., 71, who with her surviving husband, Leland, was connected with Alabama Amusement Company, January 9 at her home in Foley, Ala., after a brief illness. Also surviving are a daughter, Mrs. E. R. Crimino, Bay Harbor, Ala.; a son, Glenn Alexander, Jacksonville, Fla.; a sister, Mrs. Lee Perry, Bryan, Tex., and three grandchildren. Burial December 11 in Pine Crest Cemetery, Foley.

WHITE—Gibson, 70, a director of the Kennedy Agricultural Society at Kipling, Sask., for many years and an honorary life member, December 3 in Regina, Sask. Survived by his widow, two sons and two daughters. Burial was in Regina.

WRIGHT—Fred, formerly active in show business, recently in Winthrop, Mass. His late wife, Julia, also formerly in the profession, died last July.

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

### TILT-A-WHIRL



Adds lots of flash for your midway thrills that make it a consistent repeater. Simple operation with lasting value year after year.

#### CHECK THESE IMPORTANT FEATURES:

- Beautiful Fluorescent Lighting
- New Center Light Column
- Colorful New Plastic Signs
- Fiberglass Car Tops and many extras

For literature and Particulars Write—Wire—Phone

### SELLNER MFG. CO.

P. O. Box 306 Faribault, Minn.  
Phone: EDison 4-5584



## MERRY MIXER

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

- Garbrick Wheels
- Chairswings
- Flying Saucer
- Kiddie Rides

### GARBRICK MFG., INC.

Lewis H. & Lewis A. Garbrick  
Centre Hall, Pa.  
Phone: EMpire 4-1403

## IN MEMORIAM

### In living memory of STANLEY W. WATHON

January 8, 1960

Winifred, Denise and family

## IN LOVING MEMORY

Of My Dear Husband

### BENJAMIN H. PATRICK

who passed away  
January 1, 1945

I miss you very much

BESSIE A. PATRICK

In memory of

### FRED (DUTCH) HOLTZMAN

passed away Dec. 27, 1957

FRANCES B. HOLTZMAN

## LYDIA POWELL

We Still Miss  
You So Much  
BETHEL

when answering ads . . .  
SAY YOU SAW IT IN  
THE BILLBOARD!

# SLA Hosts 300 Kids At Christmas Party

Toys, Entertainment Please Moppets; Second Event Held for Retarded Group

CHICAGO—The Showmen's League of America played host to almost 300 Chicago area underprivileged children here Sunday (18) at its annual Christmas Party in the Hotel Sherman.

Dozens of League members, headed up by co-chairmen Jack Duffield and Sollie Wasserman, were in charge of the activities. The youngsters were brought from their home neighborhoods to the hotel in chartered buses with a League member in charge of each group.

Upon arrival they were given party hats, welcomed by Duffield and saw a show emceed by Dick Ware. John Conrad and his Edmer the Elephant, a local television performer, kicked off the entertainment, which was themed to "Television U. S. A.". The rest of the show consisted of talented youngsters from Chuck Zemater's Hollywood Conservatory of Music. Included were an accordion band, the Hi-Fis, another musical group; dancers, musicians, acrobats, baton twirlers and singers, who pleased the youngsters.

George B. Flint, SLA chaplain, again served as Santa Claus, and Tom Carroll took several hundred feet of film of the party to be shown at the last meeting in January.

The children were served ice cream, cookies and milk. They then marched thru a "midway" where their shopping bags were filled with candy, fruit, nuts, small toys, novelties and articles of clothing.

### Toy Bags

With the shopping bags jammed to capacity, they then each received

a huge gunny sack loaded with large toys, dolls and such for the girls, other type toys for the boys. They then boarded their buses after a full afternoon and happily headed for their homes.

The SLA party this year actually was in two sections. On Monday (19), Ed Sopenar, new president, had a second party in nearby Cicero. Several dozen youngsters from a school for retarded children attended the event which was in the Cicero Town Hall. Toys, favors, etc., were distributed and the moppets were entertained by a group that included Wimpey the Clown.

Among those assisting Duffield and Wasserman in preparing and running the parties were Chick Bohdan, Harold Barrows, Jack Kwiet, Harry Cherniak, Petey Pivor, Ralph Woody, Hank Shelby, Johnny Hill, Charles Zemater Sr., Chuck Zemater, Jack Zemater, Stu McClellan, Sam Levy Jr., Nat Green, Dave Friedman, Louis J. Berger, Jimmy Stanton, Hy Neitlich, John Dundee, Tom Sharkey, Shiek Lempart, Henry Polk, Ed Levinson, Benedict Garmisa, Fred H. Kressmann, Bernie Mendelson, Bill Carsky.

Also Noble Case, Chick Schloss, Mickey Blue, Andre Dumont, John Sherlock, Andy Kasin, Morris Brown, Jerome Goby, Bert Castro, Denny Shean, Whitey Lehrter, Harry Morris, M. Lawrence, R. Pree, Jimmy Byrnes, Charlie Byrnes and Norman Schlossberg.

Invaluable assistance was given by some 50 members of the SLA Ladies' Auxiliary and Caravans, Inc. They helped serve the refreshments, assisted in checking the clothing and passed out the hundreds of small toys and favors.

# Detroit Club Treats 350 Youngsters

DETROIT—The Michigan Showmen's Association was the traditional host to some 350 underprivileged children in an annual Christmas party held in the clubhouse on Sunday afternoon (18).

A program of dancing, singing and specialties was presented by some 25 children from the Lovett School of the Dance. Santa Claus was present, in person of Clyde Butler, together with a number of clowns from the Detroit Fire Department.

Each youngster was served refreshments and given toys with a retail value of around \$5 each. Major items included large stuffed animals familiar on carnival midways.

Charles Sherman was general chairman, with Sam (Pork Chops) Ginsburg as co-chairman. Committeemen included Jack Dickstein, Sam Burd, Rex Allen and Edor Burge. Ladies of the Auxiliary acted as hostesses.

# Augusta, Ga., Fair Set for October 23-28

AUGUSTA, Ga.—The Augusta Exchange Club Fall Fair will officially be held October 23-28 next year, it was confirmed here last week by the board of control. There had been some talk around that the dates might be changed.

The '61 fair will be on the same approximate dates that it has used for several years and will follow the South Carolina State Fair, Columbia, and the Georgia State Fair, Macon.

James H. Drew World's Fair Shows have the '61 contract to provide all rides, shows, concessions and midway entertainment.

# CARNIVAL CONFAB

PACIFIC PATTERN: Louis and Gail Cecchini with their children are en route to the Hawaiian Islands to spend the holidays. They will be aboard the Matson steamer on both Christmas and New Year's Day. Upon their return, Louis will get set for a busy 1961 at his firms, Cecchini & Levaggi and Funville Midway, Inc., the latter operating the fun zone at the Los Angeles County Fair in Pomona. . . . Tom Hughes penned a note to friends in Los Angeles while flying BOAC between London and New York. He was returning to the United States and heading for Miami, Tampa and Mexico City. While in Europe, Hughes visited the Hamburg Dom celebration, which he said is the second largest carnival in the world after Munich Oktoberfest. It was his third time to visit it and he added that he had nothing new to report outside of two gigantic wheels:

Sam Snobar is putting in the winter at Pacific Ocean Park in Santa Monica, Calif., where he is assisting Archie Gayer in keeping his rides rolling. . . . Harold Hicks is a patient in the Veterans Administration Hospital in Houston, where he was scheduled to undergo surgery. His address is Veterans Administration Hospital, 2002 Holcombe Boulevard, Houston 31. . . . Meyer Scholm enjoyed the holidays at the PCSA club, coming in from his home in Lincoln Park in Los Angeles. . . . The wine for the PCSA Past Presidents' Party was donated by Dave Cavagnaro of Napa, Calif. He is known for his generosity for supplying showmen's events with Christian Bros. products, made near Napa. . . . Earl Stolze, PCSA chef, is recuperating from injuries received in an automobile accident. . . . Frank Warren is recuperating from a recent illness at the Colorado River dam near Parker, Ariz.

Kenneth Paine is on the mend after a stay in the Wickenburg, Ariz., hospital. He is in Los Angeles as the guest of Ronnie Wald. . . . Zack Hargis is reported by Ed Kennedy to be coming along fine in Perris, Calif. . . . Joe Blash and Lloyd Hillgoss are back from a trip to Mexico City. . . . Si Otis is a patient in a Glendale, Calif., hospital. . . . Ted LeFors plans to enter a hospital in the Los Angeles area soon for surgery. . . . Olin Thornton of the Lone Star State Showmen's Association is visiting his daughter in Los Angeles over the holidays.

Sam Abbott

★ ★ ★

The "Frankie" who won a bond in the annual NSA drawing is 18-month-old James Franklin Conklin, grandson of Patty Conklin. . . . Reid Lefevre, operator of the King Reid Shows and a veteran Vermont legislator, has been elected to the State Senate. . . . Louis (Abie) and Joan Zuckerman are parents of a boy, Leonard Allen, born November 18 in Mercy Hospital, Miami. . . . Show-wise visitors recently to Kingston, Jamaica, would have had no trouble recognizing Big-Hearted Senor Bennie Weiss on a Caribbean tour. . . . Merle Beam is letting no grass grow under his feet. With his holiday cards is enclosed a folder on the new Atlantic States Shows, combining Beam's Attractions and the Ross Manning Shows.

and several stores, plus the bingo building of Louie Fox, who is well-known in midway circles. . . . Big Al and Camille Howard and son Robert Allen are vacationing in St. Petersburg and Miami. . . . Frank Bland is expected to return to O. C. Buck Shows as advance and promotion man.

Joe Lehr pens from Philadelphia that James (Budweiser) Nevelle is in D. C. Village, a rest home in Washington, D. C., awaiting eye surgery and would like to hear from friends. . . . Showmen headed for the New York State Fair meeting in Albany are reminded that no signs are allowed this year in the lobby or on landings. They can be at the entrance to a room or suite. The Rosenbergs will operate a room directory in the lobby.

Irwin Kirby

Gean Nadreau, who recently underwent surgery in St. Joseph Hospital, Tampa, is on the road to recovery and would like mail from friends. . . . Peggy Ewell, Eleanor Lydick and Virginia Chrisman reported they would spend the holidays in Peter Paul Park, Sanford, Fla. . . . Ralph (Murphy) Miller, concessionaire, advises that he underwent surgery December 15 in West Palm Beach, Fla. Mail will reach him at 1286 Sunrise Road, West Palm Beach.

Al Schneider

LOS ANGELES—J. B. (Red) Dauer will be the next president of the Pacific Coast Showmen's Association. He was elected without opposition as nominations were closed at the meeting here last week (19) when Jack Lee made the motion which was seconded by VanTeen.

With the closing of the nominations, Sam Dolman moves to first vice-president from second vice-president, with Jack Kent and Joe Blash being second and third vice-presidents respectively. Al Weisman becomes secretary, succeeding H. D. (Bob) Matthews, who served in the post for six years. Harry Phillips again was named treasurer.

★ ★ ★

FLASHBACKS: 10 Years Ago—Mickey Doolan was elected president of the Pacific Coast Showmen's Association and G. D. (Jerry) Mackey was named first vice-president. After the merger of two tickets, Louis Manly and Al Weber were named vice-presidents. . . . R. L. (Ross) Sinderson and M. R. (Spot) Mason framed Star Lite Shows. . . . Frank J. Lee was signed as publicity director of Al Wagner's Cavalcade of Amusements. . . . J. C. Henson Shows took over the equipment of the John McGee Shows and re-titled as Greater Dixieland Shows.



THE SHOWMEN'S LEAGUE OF AMERICA Santa Claus hears the requests of a half dozen of the almost 300 underprivileged youngsters who attended the organization's Sunday (18) Christmas party in Chicago's Hotel Sherman. The whiskered gent is George B. Flint, club chaplain. Looking on are Sollie Wasserman (left) and Jack Duffield, who co-chairmanned this year's party.

# Penn Premier Show Fields Third Unit

Keystone Expo Framed by Serfass; Add 6 Rides, 4 Searchlights Since Closing

DUNN, N. C. — Experience gained with a No. 2 carnival last year is prompting Lloyd Serfass to spring a third show in 1961. Serfass, operator of the Penn Premier Shows, fielded Keystone State Shows last season. He managed Keystone State and had W. A. Godley as assistant, while Joe Gilman handled the main show in association with Harry (Buster) Westbrook, concession manager.

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

tering its complexion from year to year at any date.

**75 Weeks to Be Booked**  
With the dates already amounting to a sizable total, the three units will play about 75 weeks in 1961, compared with 53 spots shown by two shows last season. The route is rapidly shaping up with 12 Pennsylvania and North Carolina fairs under contract. The three-pronged operations has a capacity of 30 or more fair dates, Serfass emphasizes, and this logic will be stressed at the coming State fair meetings.

Under contract are the Somerset County Fair, Meyersdale; Fayette County Fair, Uniontown, and Cambria County Fair, Ebensburg, all in Pennsylvania; and the Alamance County Fair, Burlington; Surry County Fair, Mt. Airy; Reidsville Agricultural Fair; Person County Fair, Roxboro; North Carolina Negro Fair, Winston-Salem; Franklin County Fair, Louisburg; Golden Belt Fair and Vance County Colored Fair, both Henderson, and Hartnett County Fair, Dunn, all in North Carolina. The Cherry Point (N. C.) Spring Air Show also signed.

On December 8 Serfass hoisted a glass, as is his custom, to observe the 11th anniversary of a disastrous fire which wiped out his entire show in winter quarters at Carthage, N. C. There was little likelihood it would emerge for another season but Serfass, the genial Dutchman, framed a unit which has become strengthened and enlarged with time. The 1960 season was considered a high level for the organization, with two shows on the road.

Regular tour started in the Virginias, moving up to Baltimore for Decoration Day week, thence to Johnstown, Pa. for the big unit, and the Hunkers, Pa., firemen's celebration for Keystone State. They played separately until merging at the fair in Waynesburg, Pa., separating later for a few weeks in the South.

**Many Units Acquired**  
Since closing the show he has purchased another Tilt-a-Whirl, a Roll-o-Plane from Mike Orsini (who has the Rock-o-Plane on the show), and a Paratrooper from Rab Colegrove. Two kiddie rides were acquired at Kenneywood Park in Pittsburgh, and an Airplane ride from a park in Jennerstown.

Nine show fronts are being built in Dunn, where the show is wintering because of better work facilities. Most of these are either walk-over fronts or walk-through shows, with an eye to cutting the man-hours needed to set-up, tear down and handle while in operation. A Merry-Go-Round has been re-decked and nine trailer sides have gotten a scenic paint job plus lettered-on fair dates.

Five tractors were delivered last month by Johnny Canole and seven trailers from Graylock Trailer Sales of Pittsburgh. Shulman Salvage Company of Elmira, N. Y., sold Serfass four aerial searchlights and William Glosser Salvage Company of Johnstown, Pa., sold the show considerable cable footage.

# Crafts Pacts Redwood City July 4 Cele

REDWOOD CITY, Calif. — Crafts Shows and not the Royal West-Golden Gate Shows will play the annual Fourth of July celebration here under the auspices of the Peninsula Celebration Association, George Fakhouri, PCA president, said here last week (20).

Announcement that the contract had been awarded to Royal West and Golden Gate Shows was made two weeks ago by Alex Freedman, owner of these organizations.

"Freedman may have assumed that he had the contract under his own interpretation," Fakhouri said. "The contract at the time had not been signed with any carnival. It is now signed with the Crafts organization to play the date."

Fakhouri would reveal no figures as to bids. Crafts Shows has played the date for the past five years. Orville N. Crafts, show owner, said that his organization had paid more for the date each year as income justified. "We paid what we thought it was worth this year, too," Crafts said. He added that one of the ride features will be the Allan Herschell Sky Wheel which was purchased at the Chicago trade show earlier this month.

Peninsula Celebration Association represents a group of civic clubs in the area. Money from the carnival date is given to the various clubs for their respective projects, Fakhouri said.

# SEVEN EVENTS RUN OFF

## Benefits, Socials Busy MSA in Dec.

MIAMI — Two of the busiest weeks undertaken by the Miami Showmen's Association have drawn to a close, with seven major events transpiring. Ahead is the annual banquet and ball scheduled for January 9 in the Hotel Fontainebleu's LaRonde Room, Miami Beach.

Several of the recent events are notable ones in the club's history. The calendar reads as follows:

December 10—Welcome Home Dance in the clubrooms, with more than 500 persons attending. There were free food, prizes and dancing to a five-piece orchestra. The auxiliary aided in food preparation, and table service was featured. Roast beef au jus was the main course. Joe Ross was chairman and Mike Roman, co-chairman.

December 15—Blood Bank activity with a unit doing business at the club, plus a mobile chest X-ray unit. There were 366 pints of blood processed out of which 266 were accepted. The club's total is 829 pints, among the largest such banks in Florida. The day had its comical aspect: Members got \$5 and a steak dinner if their blood was accepted, or 50 cents bus fare and beef stew, for a rejection.

**Needy Kids Entertained**  
December 17 — Annual Christmas Party, at which more than 500 underprivileged, orphaned and handicapped kids were royally entertained. Kiddie rides were set up

on the parking lot, ample toys and plush were donated, and the youngsters were stuffed with hot dogs, candy floss, milk, ice cream, cake, potato chips and other goodies. Sydney Daniels and Willie Lish were in charge.

December 17 — Memorial services, a joint activity of the parent club and its auxiliary. Chairmen were William G. Bryant for the men and Mickey Hawkins for the women.

December 19—Election of 1961 officers. There were 275 members attending, largest gathering of the meeting season.

December 20—President's Party in honor of Harry (Buster) Westbrook at Miami Beach. Sammy Walsh, veteran entertainer who is a friend of the club, was toastmaster. On the dais were incoming President Bernard Allen, Dave Endy, Bill Cowan, Ben Weiss, John Viyona, Harry Westbrook Jr., Wallace N. Maer, Alton Pierson, Leo Bistany, William C. Bryant, Miami Beach Chief of Police Michael Fox, attorney Dan Chappell, Dade County Judge Schulz. Committeemen were Max Sharp, chairman, Nate Farber, co-chairman, and Lew Lange.

DECEMBER 21 — Distribution of Christmas baskets. Committee Chairman Whitey Tara and other members delivered about 100 expensively packed baskets to needy families. In addition to the customary fruit the baskets held hams, steaks, fowl and other delicacies.

**NEW YORK CITY**  
for important business and leisurely pleasure

**TIMES SQUARE**  
for round-the-clock entertainment and city-wide convenience

**HOTEL WOODSTOCK**  
for topflight accommodations & service—Cocktail Lounge & Restaurant

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

**JUDSON 2-5000**  
for immediate confirmation of your Woodstock reservation

L. E. JOHNSON, OF HENDERSONVILLE, N. C., SAYS:  
"We repainted our No. 13 Big Eli Wheel this summer and it still looks like new, runs like new, and we are still very proud of it. We appreciate doing business with such fine people, as we know you are, and also appreciate the good service we have had."

Now, before the Spring rush, is the time to investigate and purchase new ride attractions for 1961. For a proven profit-making ride that will give years of dependable operation, write for Price List A-75 and request full information on the size Wheel of your choice.

**ELI BRIDGE COMPANY**  
Reliable Ride Builders Since 1909  
393 Cass Avenue Jacksonville, Illinois

**FOR SALE**  
New specially designed Hot Dog & Hamburger Trailer. Built for Carnivals and Fairs, etc., or permanent location. Fully equipped for window service. Has grille, bun warmer, hot dog cooker, French fryer, 10 cubic foot freezer, hot and cold running water, toilet facilities, etc. Very colorful and eye-appealing. Only \$4,500.00.

**SAUCEE WEINIE, INC.**  
108 North Dearborn Chicago 2, Illinois

**ROBERT EARL ODOM**  
Call  
**B. A. Slover collect**  
R. E. 6-2047, Tampa, Fla.

**ALUMINUM TENT FRAMES**  
NOW—EVEN BETTER!  
With redesigned hinged legs for easy erection, 1 1/2" x 2" aluminum tubing! Slip-fit assembly. Rigid braces. Light weight yet durable gable or hip roof style up to 16'. Specially designed canvas to attach in all popular colors. Counter Supports and Awning Hardware available. Write or phone  
Evansville, IN 47711 5-8105.

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

# PCSA Banquet-Ball Pulls 300 Showfolk

LOS ANGELES—Although the more than 300 attending the annual Pacific Coast Showmen's Association banquet and ball in the Embassy Room of the Ambassador hotel here Tuesday (13) was not a record, the event was praised as one of the most successful ever staged.

The event was staged under the direction of Hunter G. Farmer as chairman for Steve Vaughn, the club's president. Introductions were held to a minimum by toastmaster Norman Carroll.

The room as well as the speaker's table was decorated in the Christmas theme. At the head table from PCSA were, in addition to Farmer and Vaughn, J. B. (Red) Dauer, first vice-president; Sam Dolman, second vice-president; Harry Phillips, treasurer; H. D. (Bob) Matthews, secretary, and Elsie Kennedy, auxiliary president. Showmen's clubs over the nation were represented by Bobby Cohn, Showmen's League of America; Matt Herman, Greater Tampa; Ben Morrison, Michigan; Earl Leonard, San Francisco Show Folks of America; Louis Wald, Arizona Showmen's Association, and Ruth Davis, president-elect of the PCSA auxiliary. Lou Dufour was to have represented the National Showmen's Association and Roy Jones the Lone Star Showmen's Association.

Carroll introduced several tables including those of West Coast Shows, S. J. Merten Fiesta Shows, Fair Time Shows, Monte Young Shows, Foley & Burk Shows, Crafts Shows, and Royal West-Golden Gate Shows. Firms represented included Cecchini & Levaggi, Eyerly Aircraft, Blash & Hilligoss, Alex Freedman as well as "The Long Beach" table of operators and concessionaires from the Long Beach Amusement Corporation. As special guests were Mr. and Mrs. J. A. Smith, and members of the

Elks Club in Glendora, Vaughn's home town. Congratulatory telegrams were read from J. W. (Patty) Conklin, Madison Hopes, Jimmy Lantz, and several clubs. Birthdays were noted for William Davis and Joe Steinberg, both strong supporters of the PCSA.

The floorshow was again produced by Walter Trask with Jimmy Ames, Harris Nelson, the Gardner Trio, and Jimmy Talbert and his orchestra featured.

The executive committee included Frank Warren, Al Flint, Orville N. Crafts, Joe Glacy, Mike Krekos, Eddie Harris, Theo Forstall, J. W. (Patty) Conklin, Bobby Cohn, Everett W. Coe, Ross Davis, Larry Ferris, Edwin E. Tait, C. F. Zeiger, Bob Downie, Roger Warren, Stever Merten, Arthur Andersen, Charles Goss, Toney Martone, Ernie Vaughn, and F. M. (Pete) Sutton. The reception committee members were William Davis, Sam Steffen, Jack Kent, Al Cecchini, Dick Havins, Harry Waldman, A. J. Whalen, Alex Freedman, J. B. Dauer, Al Rodin, Eddie Hellwig, Joe Blash, Ralph Christensen, Eldon Short, Chet Barker, Lloyd J. Hilligoss, Ed Kennedy, Jack Christensen, Elsie Kennedy, Mickey Wexler, Helen Vaughn, May Snobar, Edna Dauer, Lucille Dolman, Berta Harris, Margaret Farmer, Sally Flint, Betty Kent, Peggy Forstall, Ruth Davis, Madison Hopes, Marosa Herman, Peggy Steinberg, Annabelle Patchett, Blanche Henderson, Pauline Lang, Sally Short, Olivia Waldron, June Sutton, Leona Cook, Jimmy Lantz, and Vaughn Lang.

Jack Hughes was the chaplain with Matt Herman, Sam Dolman, Joe Steinberg, and LaMotte Dodson on the floor committee. Ben Beno and Al Flint comprised the door committee. On the publicity committee were Blanche Henderson, Sam Dolman and Sam Abbott.

# Ontario SLA Hosts 250 Kids At Yule Party

TORONTO — The Ontario Chapter of the Showmen's League of America hosted 250 youngsters at its annual Christmas party here Saturday (17) in the clubrooms.

A complete dinner was served by the ladies with Mrs. Brown in charge.

Leo Albert was chairman of the party and was assisted by Bill Martin, decorations; Bill Brown, refreshments, and Julie Silverman, gifts.

Donations for the event were received from members in both Canada and the United States.

# Byers Inks Cresco, Ia.

COUSHATTA, La. — Byers Bros.' Shows has signed to provide the midway attractions at the 1961 Howard County Fair, Cresco, Ia., Carl W. Byers, show owner, announced in winter quarters here.

The new Dodgem arrived here recently and transportation for the ride is on order. A new light plant, more towers and a new front entrance will be added for next season, Byers said.

**Thank You TONY MASON**  
Amusements of America  
For your purchase of 2 Tractors and new Mobile Home.  
"Save Money With Johnny"  
**JOHNNY CANOLE**  
8861 N.W. 18th Ave. Miami, Fla.  
Phone: PLaza 1-0206

LETTER LIST

Letters and packages addressed to person in care of The Billboard will be advertised in this list two times only.

TO ALL WHO USE THE LETTER LIST

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

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

c/o Mail Forwarding Service The Billboard Publishing Co. 2160 Patterson Street Cincinnati 22, Ohio

Mail no longer will be held at the New York, Chicago or St. Louis offices.

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

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

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

MAIL ON HAND AT CINCINNATI OFFICE

PARCEL POST

- Getgood, George W., magazine, 10¢
Regan, Joe, pkg., 25¢
Adams, Sanford
Adams, W. J.
Adler, Mrs. Felix B.
Alberta, Albert
Amrose, Wade C.
Ames Jr., Jack
Ames Sr., Jack
Anderson, Bert
Anderson, Blackie
Anthony, Lucille
Armstrong, Jimmy
Asel, John
Atterbury, Bob
Austin, Yellow & Winnie
Baker, Tom L.
Barbette
Barchinger, Linn
Barnett, Robert F.
Barry, A. H.
Barry, A. J.
Barry, A. J.
Barry, Silm
Bartlett, George & Mrs.
Beard, Tinnica
Beard, Myrtle Hutt
Beasley, James C. & Mrs.
Bell, George
Bell, William H.
Bellcock, William
Bennet, Charles
Bennett, Helen & Leon
Bennett, Wm. I.
Bergman, Leo H.
Bergman, Warren
Bernet, Sunny & Mrs.
Berofsky, Harry A. & Irene
Best, Dick
Biddle, Wm. J.
Bires, Johnnie & Phil
Black, Jack
Blackman, Pat
Borman, (No Shoes)
Bourbon, Michele & Nathan Barnhardt
Bower, Porter B.
Boyer, Ray & Peggy
Boyer, (Bucks Jenny)
Bradley, Jess & Mrs.
Brennan, Vince
Brooks, Arthur
Brooks, Rocky & Mrs.
Brown, Arthur & Mrs.
Brown, Earl & Mrs.
Brown, Mrs. Hope
Brown, J. J.
Brown, Phyllis
Brown, Marie Graham
Brown, Royce
Brown, Joe Tweedy
Brownfield, Charles E. & Mrs.
Browning, Frank
Brunk, Henry L.
Bryer, Ollis & Mae
Bryor, Jackson
Burch, Ernie
Burke, Geo.
Burke, James E.
Burkhardt, Carl
Burns, Richard
Butler, Al & Mrs.
Bybee, James H.
Calder, James
Canestrelli, Oreste
Cannon, J. M.
Carliate, George
Caroni, Mrs.
Carpenter, Chick & Mrs.
Carpenter, Keith L.
Carrol, Chas. & Mrs.
Carter, Clayton E.
Carter, June
Carter, T. J.
Cash, Senior Jody
Cavaliero, Tony & Mrs.
Cerrone, Vito
Chaudion, Jay
Chase, Doc
Cism, Wm. & Mrs.
Clark, Albert A.
Clark, Art & Mrs.
Clark, Frank
Clark, (Noble Trio)
Clark, Loudon
Clifford, Howard J.
Cobuccio, Joseph J.
Cobuccio, Joseph J.
Cochran, Grover A.
Coleman, Jack & Mrs.
Collins, Delilah
Collins, Ernie & Alice
Collins, Jimmie & Mrs.
Collins, Torchy Lee
Cooper, Mrs. Ruby
Coomes, Ruth
Connors, James & Mrs.
Cooper, Jack & Neke
Corona, Jana

- Corson, Clarence E.
Cousa, Herbert & Mrs.
Courtney, Art & Mrs.
Cox, Francis X.
Craden, Sammy & Mrs.
Crane, Sid
Crawford, John A.
Crowe, W. J. & Mrs.
Crouch, Del & Mrs.
Cuthbert, Charley
Darrington, Cyrus W.
Daubenspeck, R. V.
Davenport, Daniel E.
Davea, Louis Edgar
Davea, Jack
Davidson, (Demonstrator)
Davidson United Shows
Davis, Bob
Davis, Clarence & Mrs.
Davis, Clyde A.
Davis, Scotty
Dawes, Robert J.
DeBell, Linda
DeFranco, Fidi
Dearings, Stella & Peaball Sillm
Decker, Joseph
DeKnight, Harold
DeLoock, W. K. & David
Dell, E. M.
Delor, Marie
Dempsy Jr., John
Deongler, George
Deutsch, George P.
Diablo, Florence
Diavolo, Dave Devl
Dillon, Duke
Dias Sr., Kathleen
Dickerson Jr., Andrew J.
Dixon, John (Dixie)
Docen, Mrs. Kitty
Dovning, Wilbur E.
Drucker, Sam
Driggers, W. W.
Duffy, John
Dunbar, Roy
Duncan, Dallas & Mrs.
Earley, Ed
Eddington, Cecil & Mrs.
Duval, Joseph
Edlin, Ted & Mrs.
Ely, Helen
Ely, C. & Mrs.
Elliott, Walter
Ella, Frank
English, Wm. J.
Erwin, Leo O.
Evans, Mary Lee
Evans, Bob & Claude
Evans, Thomas & Mrs.
Ewell, Peggy
Farrell, Joe
Farrell, Hugh & Mrs.
Farrell, Sharon
Fay, Jimmy
Feiters, Robert D.
Fitzpatrick, Fred & Mrs.
Fleming, Tom
Fletcher, Lennie
Frederick, Henry
Frieday, John (Hank)
Forrester, Blackie
Fox, C.
Fraker, Chas. & Mrs.
Gable, Joseph
Gallagher, Russell & Rose
Garfield, Major
Garner, R. S.
Gelger, Rose
Gephart, James
Gerdt, Fred
Gervasi, Roy & Rosita
Gibbert, Jack
Gloth, Louis & Mrs.
Goff, Floyd H.
Goree, Johnny & Mrs.
Gosh, Byron
Graham, Pat
Gray, Carol
Green, J. O.
Griffin, Ed
Griffin, Mrs. Mary
Griffin, N. W.
Griffin, Robert
Grigsby, Ray
Grossman, Marie
Guest, Leonard & Mrs.
Gutts, Leonard
Haag, Ruby
Hager, Dorothea
Cooper, (Rosenzweig)
Hall, Duke & Peggy
Hall, L. D. (Doc)
Hall, Maude M.
Hamilton, George & Mrs.
Mills, Frank

- Hamrick Howard
Hardin, L. H. & Mrs.
Hardy, Don & Mrs.
Harrison, James H.
Harrison, Johnny
Haven, Dick
Hayes, Lester & Mrs.
Haynes, Bob
Haywood, Lee & Mrs.
Hecker, Roy
Hein, H.
Hennessey, Red & Mrs.
Henry, Fred T.
Hill, Nellie E.
Hillard, Don
Hinds, Kenny
Hines or Himes, Mrs. Vera
Hinkle, Milt
Hockett, Glen
Hodson, G. D.
Hoge, Mack & Mrs.
Holland, Torchy
Horowitz, Eddie
Horton, W. M.
Houston, Lee
Kester, Harry
Koy, Joy
Hudson, Dawn
Hulvey, Marvin
Humphrey, E.
Hunt, Art & Mrs.
Hunter, Tina B.
Husk, Mike
Ice, George
Ingram, Albert E.
Ireland, Agnes
Isenhower, George
Ivey, John & Mrs.
Jackson Bar Act
Jackson, Dixie
Jackson, Gypsy Red
Jamison, Capt. Jimmy
Jeanette, L. W.
Johansen Jr., Swede
Carl
Jackson, Ely
Johnson, Ruddy
Jones, Blackie
Jones, George
Karr, Sam
Katz, Harry
Keeler Jr., Charles & Mrs.
Keenan, Jimmy
Kellar, Prof. George J.
Kelleher, Pat
Kellems, Happy
Kelly, Danny & Mrs.
Kelly, Eugene
Kelly, James
Kelly, Joe (Comic)
Kennedy, Thomas F.
Kennedy, Thos. J.
Kester, David
Killingsworth, Kistler
Kincaid, Edna
King, James & Mrs.
Klaus, Freddie
Kline, Bob
Klein Jerry
Knap, George
Kuns, Francis E.
LaBadie, Lawrence
Larue, Jack & Mrs.
Larue, Lash
Ladouser, Esther
Lamb, George A.
Lange, Mrs. Doris
Lee, Sherrie
Leipold, Fred E.
Le Page, Bertie
Leonard, Bobby
Levine, Harry (Abe)
Levitan, M.
Levy, Samie
Lewis, Dick
Lewis, Dick
Lewis, Sammy
Lewis, Willie
Lightfoot, Lester
Lines, Rev. W. J. & Mrs.
Lipki, Jerry
Lipaky, Morris
Lockett, Ralph
Lopez, Pete
Lucas, Nick & Mrs.
MacDonald, Roger
McBride, Ruth
McCabe, Ruth
McDermott, William
McHugh, Jerry
McIntuit, Kenneth
McKelvey Ed
McWhorter, Ted
Mace, Don S.
Mahan, Mike Vernon
Maldin, Eddie & Mrs.
Mallman, Manny
Mannes, Jay S.
Martin, Lavern
Martin, Jean
Mastello, Anthony
Mason, Jim
Mason, Tony
Maurer, J. S. & Mrs.
Meggs, J. W.
Mellor, Mrs. L.
Meridian, Jack
Merritt, Benjie & Mrs.
Messino, Phil & Mrs.
Meyers, Ben & Mrs.
Meyer, Mrs. Doris
Middleton, Vernon
Milanese, Joseph
Miller, Ben C.
Miller, James E.
Miller, Nancy
Miller, Paul or
Mills, Frank

- Minor, Dr. Frank
Mitchell, Doc
Moimer, Peter M. & Beulah
Monroe, Vickie
Montello, James T.
Moran, Eddie
Moran, Billy
Moran, Bob
Morgan, James N.
Morrise or Mauri, Mr. Morris (Phoneman)
Moss, Chuck & Mrs.
Murphy, Jeff & Mrs.
Murphy, Pat
Napearski, Carl
Neal (Dark Ride) & Mrs.
Neison Jim
Newingham, Lyman
Nichols, Bob & Margo
Nichols, Moody
Nichols Jr., William
Nicholson, Mrs. Bonnie
Nock, Stewart & Ethel
Nolan, Jimmie (Pin Store)
Nolan, Larry & Mrs.
Norman, Charles
O'Connell, Nig & Mrs.
O'Donnell, Gene & Mrs.
Odom, Robert Earl
Oliver, Jack
Oliver, O. S.
Orlando, Mrs. Margaret
Ozolk, Frances
Overcoido, Reno
Park, Franklin Leroy
Parker, Tom
Parker, (Theatrical Ent.)
Parks, Ray
Pascini, Nello
Patterson, Anna & Linda
Patterson, John
Patton, Clifford & Mrs.
Patty, Thomas
Paul, F. W.
Pennington, Charles
Perrin, George
Perry, Fred P.
Perry, Tom & Mrs.
Peyton, Ron
Peyster, Jerry
Pheips, Rose
Pierce, Clair
Pike, Hazel & Bill
Pitzer, Billy
Poole, Charles
Poore, Kenneth
Pope, Vickie & Red
Porter, Roland & Mrs.
Potet, Wayne & Mrs.
Powell, Mr.
Powers, Robert
Prennell, Al & Mrs.
Price, Hal
Pugh, Carl
Reed, Amos & Mrs.
Reese, Robert James
Remington, Lester
Rice, C. H. & Mrs.
Richards, Dick
Richter, (Elmer)
Richards, Nellie
Riggs, Rick & Juanita
Ristick, James E.
Ritter, Leo H.
Roberts, Bill
Robinson, Robert
Rochman, Al & Mrs.
Roe, Larry
Rogers, Brownie
Roney, Keith
Ross, Charles
Rothman, Joseph
Roy (Ray?) Rita
Ruhl, Larry
Russell, Charlie
Russell, Fred & Mrs.
Sahara Rose
Sakobie Jr., James
Sally (Accordionist)
Sandusky, A. D.
Schnepel, W. W.
Schnepp, W. W.
Schofield, Blackie & Mrs.
Scott, Walter & Mrs.
Scott, John
Scott, Harold
Seibert, Dave
Scott, Ann & Tommy
Segrist, Butch & Mrs.
Selfers, Fred
Seltzer, Mrs. Loretta
Shaffer, James Earl
Sharp, Joe
Shiners, John
Shores, E. R.
Silverberg, W. & S.
Simons, Minnie
Simpson, Ding
Simpson, William
Singer, Herb
Slater, Red & Mrs.
Smith, Bert
Smith, David H.
Smith, Dorothy
Smith, Guy E.
Smith, Judy
Smith, Ray Gene
Smith, Talia Ray

Fair Meetings

Continued from page 40

State Office Building, Albany 1, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-24. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. C. C. Hunter, 707 W. Vine, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hotel Stacy-Trent, Trenton, January 25. William C. Lynn, Room 611, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 26-27. Mrs. Malinda Granberry, Mid-South Fair, Box 3808, Memphis 14, secretary-treasurer.

Western Pennsylvania Association of Fairs, Hotel Penn Albert, Greensburg, January 28. H. W. Churns, 524 Alexander Street, Greensburg, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, 102 East Locust, Tyler, secretary.

Arkansas Fair Managers Association, LaFayette Hotel, Little Rock, February 6-7. Clyde E. Byrd, Box 907, Little Rock, Ark., secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 13-14. Harry F. James, Room 612, County Building, Oklahoma City, secretary.

Florida Federation of Fairs and Livestock Shows, Thomas Hotel, Gainesville, May 14-16. T. L. Barrianeau, State Department of Education, Tallahassee, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, executive secretary.

Ontario Association of Agricultural Societies, King Edward-Sheraton Hotel, Toronto, February 22-23. F. A. Lashley, Room 4508, Toronto, secretary.

Midwest Fair Association, February 23-24, Kansas City, Mo. Clarence C. Lester, Tulsa State Fair, Tulsa, secretary.

CHICAGO - The appointment of Ralph A. Bergsten as managing director of the Chicago International Trade Fair was announced by Thomas H. Coulter, Chief Executive Officer of the Chicago Association of Commerce and Industry, which sponsors the Fair.

Bergsten has been associated with Don McNeill Enterprises, Inc. as executive vice-president for the past 10 years.

- Snell, Jim
Snook, Bob
Song, Dave W.
Souders, Clyde N. & Mrs.
Sparks, Edward
Spitzer, Ann
Spitzer, John
Spitzer, Margie
Stardina, Mrs. Tincia
Stanley, Stan
Starr, Belle
Starr, Hedy Jo
Steinmetz, James & Barbara
Stevens, Joe
Stofman, Earl
Stoits, Lloyd & Mrs.
Stratton, Roland A.
Stryon, Danny
Sudan
Sullivan, Ed
Swan, Jack
Swan, Walter L. or Johnnie Johansen
Swartzlander, Lonnie
Switz, William
Sylvin, William
Taylor, Alton
Taylor, Connie
Thent, Bernie
Thomas, Lee
Thompson, Hope
Till, John G. & Mrs.
Todd, Mrs. John W.
Tripler, F. R.
Trotman, Ross
Tumber, Bill
Valdo, Pat
Valentine, Henry or Eleanor
Van Wye, Glenn
Venus, Bunny & Vickie
Vinicky, Antonin & Ingeborg
Vinson, Jack E.
Vital, Tony
Viznes, John & Mrs.
Vommero, Rickey
Vonderhelde, George
Wagner, Harry
Wagner, Harry
Wagren, George & Fritz
Walte, Kenneth
Walker, Sam
Walker, Dallas (Tex)
Walters, Albert J.
Wants, Mrs. Ruby
Ward, Alice
Ward, Mayme
Warren, Wm. & June
Watkins (Wild Life)
Watson, Oakly
Waters, Mrs. Jeannett
Webb, Mary
Webb, William & Mrs.
Webster, H. B. & Mrs.
Webb, Herman D.
Wellander, Mr. & Mrs.
Wells, Ellaha J.
Wendt, Gabby & Mrs.
West, George
West, Homer A.
Whipple, Chester
White, Stanley
White, W. W.
Wiedemann, Ed
Wilburn, Houston & Mrs.
Wilcox, Wesley
Wilson, G. E. & Mrs.
Wilson Jr., Robert John
Wilt, C. K.
Wiltie, Cash & Mrs.
Wolfe (Popa) Sirm
Woods, Rosslee
Wray, Jimmy
Wright, Jimmie & Mrs.
Wrisley, Stan & Mrs.
Yeager, Eddie
Yeager, Jack
Young, Dolly
Young, Roger
Zeldenstein, Bernard

COMING EVENTS

- Alabama
Birmingham-Birmingham Auto Show (Municipal Aud), Jan. 26-29.
California
Fresno-Fresno Boat & Vacation Show (Fairgrounds), Jan. 14-15. Bob Klemm, 2199 W. Madison.
Los Angeles-General Motors Motorama (Pan Pacific Aud), Jan. 29-Feb. 8.
Los Angeles-Southern Calif. Boat Show (Great Western Exhibit Center), Jan. 20-29. Jack Lockwood.
Oakland-Better Living Expo (Auditorium), Feb. 1-5. Patrick J. O'Toole.

Roller Rumbings

Continued from page 44

will report to the Board of Control for procedural and organization purposes, but is expected to become the "court of last resort" in the area of its competency.

The commission will consist of six men, representing five different key bodies in roller skating, with the Board of Control appointing two. The board's first appointees are M. M. Shattuck, Redland City, Calif., past RSROA president, and Bert Anselmy, Rolladium, Pontiac, Mich. The Advisory Board of RSROA, consisting of past presidents and board members, appointed William T. Brown, Seattle, past RSROA president. Three other appointees will sit with the commission as associate members by virtue of their positions-Richard McLauchlen, dean of the Society of Roller Skating Teachers of America; Frank Bartik, chairman of the Amateur Board of Governors, and Herb Eng, technical specialists representing the national office of RSROA.

Turning to competition and convention plans, the board accepted the invitation of the World Roller Skating Congress to participate in the International Congress competitions to be held in Tokyo, tentatively in February, 1962.

The 1962 RSROA convention and American championships was tentatively scheduled for Fort Wayne, Ind.

An informal bid for the 1962 convention as a silver anniversary convention was received from the City of Detroit through the Convention and Tourist Bureau. The proposal will be given serious consideration. Logical site would be the Convention Arena and Cobo Hall.

Two regional championships for 1961 were awarded. The Southwest Pacific Coast, together with the California eliminations, went to M. M. Shattuck and Joe Nazaro, to be conducted at the Oakland (Calif.) Auditorium, scene of the 1957 American championships. The South Central went to the South Central chapter, to be held at Will Rogers Memorial Coliseum, Fort Worth, scene of the 1961 championships, convention and trade show. Other regional championships were awarded at the convention in Little Rock last summer.

Promotion activities occupied a prominent spot at the Detroit sessions. Arrangements were finalized with Teen magazine for a promotional program for roller skating to be launched in the March issue. This will include editorial support, pictures and an invitation to skate free at participating RSROA rinks. No advertising consideration is involved in this tie-in, Cahill said.

A resolution of approval was given to the national Coca-Cola firm for its support of roller skating. Typical are the 20 by 60-foot 24 sheets to be used in principal cities in January and February, stressing roller skating through an attractive feminine skater in costume.

A new educational program designed to aid RSROA members in understanding association policies and programs more clearly was approved. This is tied in with the representative move and, Cahill said, "will aid him in his job because he will be dealing with an informed membership on association policies and programs."

- San Diego-San Diego Marine Exposition (Westgate Park), Feb. 18-26. San Diego Marine Assn.
San Francisco-General Motors Motorama (Civic Aud), Jan. 7-15.
San Francisco-San Francisco National Sports & Boat Show (Cow Palace), Feb. 3-12. Thomas Rooney.
San Jose-Santa Clara Valley Boat, Travel & Sports Show (Fairgrounds), Jan. 6-8. Bob Barkhimer, 2032 N. Pacific Ave., Santa Cruz.

Connecticut
Hartford - National Autorama (State Armory), Feb. 22-26. Joe Kixis, Autorama Corp., 2 Meadow Park Drive, Milford.

- Florida
Kissimmee - Kissimmee Valley Livestock Show, Feb. 22-26. James B. Smith, P. O. Box 193.
Madison-North Fla. Livestock Show & Sale, Feb. 27-28. O. R. Hamrick Jr.
Miami-Intl. Foreign & Sports Car Show (Dinner Key Aud), Feb. 3-8.
Miami-International Boat Show (Dinner Key Aud), Feb. 17-22. Peggy Leshon.

Georgia
Atlanta-Southeast Boat, Sports & Vacation Show (Municipal Aud), Feb. 24-March 3. Martin P. Kelly.

- Illinois
Chicago-Chicago Auto (Chi Expo Center), Feb. 18-26.
Chicago-Hobby Industry Trade Show (Hotel Morrison), Feb. 12-18. William L. MacMilland Jr.
Chicago-International Sports, Boat & Vacation Show (Navy Pier), Jan. 14-22. Frank Hogan.

Indiana
Indianapolis - Food-A-Rama Exposition, March 28-April 2, 1961. Phil A. Irwin Jr., 450 W. 13th St.

Kansas
Wichita-Kansas Sports, Boat & Travel Show (Forum Bldg.), Feb. 7-12. R. G. Langenwalter.

(Continued on page 48)

White City

Continued from page 39

is a full complement of eating, drinking and games concessions to dispose of.

Charles Hamid said he has just bought a nightclub, Tillie's, which is across the road from the park.

White City got its name from the color of the original structures. Knohl poured considerable money into the place, including new concession buildings, rides, a dance hall, boat landing, amphitheater and other elements. He is understood to have dropped plans for construction of a motel in the acreage overlooking Lake Quinsigamond.

The 1962 RSROA convention and American championships was tentatively scheduled for Fort Wayne, Ind.

An informal bid for the 1962 convention as a silver anniversary convention was received from the City of Detroit through the Convention and Tourist Bureau. The proposal will be given serious consideration. Logical site would be the Convention Arena and Cobo Hall.

Two regional championships for 1961 were awarded. The Southwest Pacific Coast, together with the California eliminations, went to M. M. Shattuck and Joe Nazaro, to be conducted at the Oakland (Calif.) Auditorium, scene of the 1957 American championships. The South Central went to the South Central chapter, to be held at Will Rogers Memorial Coliseum, Fort Worth, scene of the 1961 championships, convention and trade show. Other regional championships were awarded at the convention in Little Rock last summer.

Promotion activities occupied a prominent spot at the Detroit sessions. Arrangements were finalized with Teen magazine for a promotional program for roller skating to be launched in the March issue. This will include editorial support, pictures and an invitation to skate free at participating RSROA rinks. No advertising consideration is involved in this tie-in, Cahill said.

A resolution of approval was given to the national Coca-Cola firm for its support of roller skating. Typical are the 20 by 60-foot 24 sheets to be used in principal cities in January and February, stressing roller skating through an attractive feminine skater in costume.

A new educational program designed to aid RSROA members in understanding association policies and programs more clearly was approved. This is tied in with the representative move and, Cahill said, "will aid him in his job because he will be dealing with an informed membership on association policies and programs."

ROUND-UP
Worlds Most Unique Ride
POPULAR MONEY MAKER
800 rides per hour
Simple trouble-free construction and operation
Semi-trailer mounted units for permanent or portable use.
FRANK HRUBETZ & CO., INC.
8485 25th St. S.E. Salem, Oregon
Phone EMpire 4-8847

SNOW BALL
Ice Shaver
A Style and Size for Every Need
Write for full particulars
CLAWSON MACHINE CO., INC.
P. O. Box 5 Flagtown, N. J.

**ELGIN**  
**BULOVA**  
**WITTHAUER**  
**WALTHAM**  
**GRUEN**  
**BENRUS**  
**Watches**

**MEN'S and WOMEN'S NEW STYLE WATCHES**

Special for **\$39.50** 6  
Choice Lot for **\$49** 6

New Cases! New Faces! All Standard Brands! Rebuilt to run like new! Complete with expansion bands. 25% cash with order—balance C.O.D.

**WEINMAN'S**  
182 S. Main St. Memphis, Tennessee

**BUYERS' GUIDE**

**Gellman Brothers**

**SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE**

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

**A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.**

Our 40-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

**GELLMAN BROS.** 119 N. FOURTH ST. MINNEAPOLIS, MINN.

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Ball Gum Special Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

**IMPORTANT!** To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
2201 Washington Ave., St. Louis 3, Mo.

**SEND FOR New CATALOG**

OUR GREATEST LINE OF SENSATIONAL PROFIT MAKERS

WRITE TODAY →

**CEL-MAX, Inc.**  
582 SOUTH MAIN MEMPHIS TENN

Watches  
Premiums  
Promotions  
Novelties  
Costume Jewelry

**DIRECT FROM**

**Costume Jewelry Manufacturer**

**JEWELRY FOR GRAB BAGS**  
Beautiful, stylish Rhinestone Necklaces, Bracelets, Rings.

**TERRIFIC FLASH**  
Real Jewelry, No Slum. Guaranteed \$1.00 Retailers. Dozens of Styles. Immediate Delivery. Only \$18.00 per gross.

Other Sensational Values	Doz.
Miracle Prayer Crosses, boxed	\$3.50
Men's 3-Rhinestone Rings, boxed	2.00
Ladies' Bridal Ring Set, individual boxed	3.00
DeLuxe Hollywood Styled Earrings	3.00
Scatter Pins, boxed	3.00
Necklace Earring Sets, boxed	6.00
Necklace, Bracelet & Earring Sets, boxed	9.00

**SEND FOR FREE CATALOG**  
48 illus. Pages. 25% Dep. on C.O.D.'s.  
**PACKARD JEWELRY CO.**  
48 W. 25th St., Dept. B, N. Y. 10, N. Y.

**GIGANTIC PROFITS**

New tarnish Proof Wonder Metal! Guaranteed not to tarnish! Full of Life and Brilliance! In Natural Gold Color—or White!

1/4 Ct. Diamond \$7.20  
Gr. Min. order 1 Gross \$9.00

Also same ring in 1 Ct. center.

Complete line of other tarnish proof rings including birthstones!

Send \$2.00 for complete Sample Line and Catalog.

**STERLING JEWELERS, INC.**  
1973 B. Main St. Columbus, Ohio

**You Can't Beat BRODY For Merchandise 1961 CATALOG**

72 Illustrated pages, many new items and PRICES for Auctioneers, Concessionaires, Carnivals and etc. Full line of PLUSH PREMIUMS & GIVE-AWAY items. Send for FREE COPY.

**M. K. Brody & Co., Inc.**  
916 S. Halsted Chicago 7, Illinois  
L. D. Phone: Monroe 6-9520-9524  
—In Business in Chicago for 49 years—  
VISIT OUR SHOW ROOMS

**The Best Sales Boards and for Games**

Write for information and prices.

**VALENTINE COMPANY**  
Dept. B, 519 S. Jefferson Blvd. South Bend 17, Indiana

**Free Wholesale Catalog CONTAINING**

- Expansion & Photo Idents
- Heart & Disc Pendants
- Aluminum Chain Idents
- Rings • Pins • Pearls
- Closeouts, Etc.

**SEND FOR YOUR COPY TODAY**  
Please state your business.

**FRISCO PETE ENTERPRISES, Inc.**  
2048 W. North Ave. Chicago 47, Ill.  
EVerglade 4-0244

**WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS**

**TIP BOOKS**  
**BASEBALL BOOKS**  
at very, very reasonable prices. Phone Wheeling—Cedar 34282

**Columbia Sales Co.**  
302 Main St. Wheeling, W. Va.

**FREE! CATALOG ADULT GAMES JAR TICKETS**

- MATCH-PAKS
- TIP BOOKS
- SALESBOARDS
- PUSH CARDS
- BINGO AND CASINO EQUIPMENT
- Complete Supplies

Write to Catalog Dept.  
**ACE GAMES Manufacturing Company**  
2241 So. Indiana Ave. Chicago 16, Illinois

**SLUM PLUSH MEMPHIS TOBACCO CO. INC.**

320 MONROE AVE., MEMPHIS, TENN.  
NOVELTIES—TOYS—GAMES—SUNDRIES

**SOMEWHERE IN THE WORLD . . .**

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

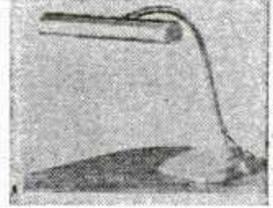
**new merchandise for tomorrow's . . .**

## parade of hits

**FOR LISTING**

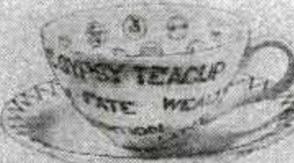
SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO:  
Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

**PIANO LAMP**



Designed for piano or organ. Scaled for use over the music rack of all grand pianos as well as others. In satin brass finish and guaranteed tarnish-free. Swivel mounted on 18-inch flexible arm. Push switch. Twelve-inch fluorescent bulb included. Suggested retail price, \$25.50.—Laurel Lamp Company, 230 Fifth Avenue, New York 1.

**TEACUPS**



White china cup and saucer with all the gypsy symbols. Included are dog for faithful friends, ring for engagement or marriage, bell for unexpected news. Come packed individually in a white box with instructions. Imported from Japan. Retail for \$2.—Peggy's Gift Shop, P. O. Box 8941, Crenshaw Station, Los Angeles 8.

**CUPS**



Moving eyes add interest to clown and monkey child's cup. Molded in high impact styrene. Has two handles. Retail for 29 cents.—Alladin Plastics, 1414 West 178th, Gardena, Calif.

**TILE KITS**

Mosaic tile kit. Contains an eight-by-eight-inch candy dish and five-by-five-inch ash tray. Youngster can decorate with colored tiles. Packed in open-face box. Retail for \$4.95.—Agency Tile Supply Corporation, 522 West 29th, New York.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT IN THE BILLBOARD PARADE OF HITS

**FANTASTIC RABBITS!**

Plush covered, eyes light, actually drink! BIG 12" Tall . . . \$27.00

In Gr. lots only \$24 dz.!

- 10" Plush Rabbit \$4.00 dz.
- 22" Tuff Rabbit \$9.60 dz.
- Bunny on bike \$4.00 dz.
- 7" Plush Rabbit \$3.00 dz.

**SAMPLE DEAL**  
1 doz. each plus 1 Drinking Rabbit—49 Toys \$22.85 only

**SPECIAL DEALS FOR BIG USERS!**  
FREE CATALOG—1,000 New Toys—Plush, Friction, Mech. & Battery. COMMISSION REPS WANTED.

**ACE TOY** 536A Broadway N. Y. C. WO 6-5627

**PARTY FAVORS**  
FOR ALL OCCASIONS  
**ST. PATRICK-EASTER VALENTINE**

FREE NEW 1961 ILLUS. PARTY FAVOR & DECORATION CAT.

**SENSATIONAL OFFER**

- 3003—St. Patrick 41 piece decorating kit
- 3705—Valentine 52 piece decorating kit
- 4928—Easter 27 piece decorating kit. YOUR CHOICE. Sample—\$6.30 per kit. DOZ. LOTS—\$5.25 each kit. 25% Dep., Bal. C.O.D., F.O.B. Chl.

**RODIN NOVELTY CO.**  
1102 W. Washington Blvd. Chicago 7, Ill. Phone: CH 3-8080

**SEASON'S GREETINGS HAPPY NEW YEAR**

**J & N COOK, Inc.** 763 W. Taylor Chicago 7, Ill.  
Operated & Managed by Jim & Nat Cook. Our only location.

## Coming Events

Continued from page 47

**Kentucky**  
Louisville—Kentucky Sports, Boat & Vacation Show (Ky. Fair & Expo. Center), Feb. 18-28. William H. King.

**Louisiana**  
Cameron—Louisiana Fur & Wildlife Festival, Jan. 13-14. Jerry Wise, Box 125.  
Franklin—St. Mary Parish Fair & Livestock Show, Feb. 18. F. A. Swann Jr., P. O. Box 323.  
Lake Charles—Southwest Dist. Livestock Show & Rodeo, Feb. 23-27. John E. Jackson, Box 1414.

**Massachusetts**  
Boston—New England Boat Show (Commonwealth Armory), Feb. 17-25. Frank Farrell.

**Michigan**  
Bay City—Bay City Poultry Show, Jan. 12-14. Ben W. Mau, 2009 Second St.  
Bay City—Bay City Pigeon Show, Jan. 20-22. Robert Riegel, 901 S. Arbor.  
Detroit—Detroit Boat Show (Artillery Armory), Feb. 11-19.  
East Lansing—Michigan Swine Breeders Show (Mich. State University), Feb. 10. E. C. Miller, 203 Ag Hall, MSU.  
Grand Rapids—West Mich. Sports & Boat Show (Civic Aud), Feb. 20-25. Jack Locks.

**Minnesota**  
Minneapolis—Upper Midwest Auto Show (Aud), Jan. 6-15. Max Winter.

**Missouri**  
Kansas City—Kansas City Boat, Sports & Travel Show (Municipal Aud), Jan. 27-Feb. 5.  
St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 17-26. Wendell Emrick.

**Nebraska**  
Omaha—Omaha Boat, Sports & Travel Show (Municipal Aud), Feb. 21-26. F. W. Gasque.

**New Jersey**  
Asbury Park—Jersey Coast Boat Show (Convention Hall), Feb. 18-26. Jerry Gasque

**New York**  
Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 18-26. Kearn E. McGroder.  
Hempstead—Marine Recreation Show (Island Garden), Feb. 4-13. Russ Crandall.  
New York—National Outdoor Expo. (Coliseum), Feb. 18-26. Sidney Panzer and Jim Hurley.  
Rochester—Rochester Auto Show (War Memorial Aud), Jan. 28-Feb. 4.  
Syracuse—Syracuse Auto Show (War Memorial Aud), Jan. 14-21.

**North Carolina**  
Charlotte—Sportsmen's Motor Boat & Vacation Show of the Carolinas (Coliseum), Feb. 21-26. H. F. Van Horn.

**Oaio**  
Cleveland—Mid-America Boat Show (Public Hall) Jan. 21-29. Irving Gray.  
Columbus—Columbus Dispatch-Star Boat Show (Veterans Memorial Bldg.), Feb. 22-27. Thomas P. Shutt.  
Toledo—Toledo Home & Travel Show (Civic Aud), Feb. 4-12. Milt H. Tarloff, 443 Spitzer Bldg.

**Oklahoma**  
Oklahoma City—Midwest Boat, Sport & Travel Show (Fairgrounds), Feb. 5-12. Jack Wright, 2719 N.W. 47th St.

**Oregon**  
Portland—Portland Boat & Sports Show (Pacific Intl. Expo. Bldg.), Feb. 11-19. Jack Matlack.  
Portland—Portland Boat, Travel & Sports Show (Memorial Coliseum), Feb. 17-26. Tom O'Loughlin.

**Pennsylvania**  
Allentown—Allentown Fair, Sports, Boat & Vacation Show (Fairgrounds), Feb. 17-26. Wendell Emrick.  
Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), Feb. 6-11. John Altland.  
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 24-March 4. Clinton W. Smullen.  
Pittsburgh—Pittsburgh Sports, Boat, Travel & Vacation Show (Hunt Armory), Jan. 14-22. Paul M. Waters.

**Rhode Island**  
Cranston—Farm & Home Show (Armory), March 16-19. Rhodes Exposition Co., 208 Crown Hotel, Providence 3.  
Cranston—Home Progress Show, Feb. 19-26. Rhodes Exposition Co., Inc., 208 Crown Hotel, Providence 3.

**Texas**  
Donna—South Texas Lamb & Sheep Expo., Jan. 19-21. James McQueen, 421 N. 11th St.  
Fort Worth—Southwestern Expo. & Pat Stock Show, Jan. 27-Feb. 5. Raymond E. Buck, P. O. Box 150.  
Houston—Houston Pat Stock Show & Rodeo, Feb. 22-March 5. Herman Engel, 2038 Tennessee Bldg.  
Laredo—Washington Birthday Celebration, Feb. 18-March 5.  
San Antonio—San Antonio Stock Show & Rodeo, Feb. 10-19. A. B. Johnson, P. O. Box 1746.

**Virginia**  
Richmond—WLEE Home Show (Arena), Jan. 25-29.

**Washington**  
Aberdeen—Better-Living Exposition, Feb. 27-March 2. Patrick J. O'Toole, Winthrop Hotel, Tacoma.  
Tacoma—Better-Living Exposition, March 14-19. Patrick J. O'Toole, Winthrop Hotel.  
Seattle—Seattle Boat, Trailer & Sports Show (Natl. Guard Armory), Feb. 4-12. Tom O'Loughlin.  
Spokane—Spokane Boat Show (Interstate Fairgrounds), Feb. 8-12. Wally C. Vawter.

**CANADA**  
**Ontario**  
Toronto—Canadian Boat Show (Automotive Bldg., Exhn. Park), Feb. 3-11. Loyal M. Kelly.

# THE MARKET PLACE FOR BUYERS and SELLERS

## Acts, Songs, Gags

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gags, Sketches, Monologs, Dialogs, Parodies, etc. Money-back guarantee. Laughs Unlimited, 106 W. 45 St., New York, New York. de26

THE ENTERTAINER: TOPICAL GAGS, stories, one-liners, risqué jokes. Published monthly. Sample copy, \$2. 12 back issues (2,400 gags), \$7. 6 back issues (1,200 gags), \$4. Eddie Gay, 242 W. 72nd St., New York 23, New York. ja9

25,000 PROFESSIONAL COMEDY LINES! Routines, Sight-Bits, Parodies. Monthly topical gag service, too! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y. de26

## Agents, Distributors Items

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

## FAMOUS MFR. CLOSEOUTS

Asst Earrings \$1.75 & \$3.00 Dz  
Pierced Earrings, Asst \$1.25 & \$1.75 Dz  
Charm Bracelets, Asst \$1.50 & \$2.50 Dz  
Tie & Cufflinks Sets \$3.75 & \$5.00 Dz  
Asst Boxed Sets \$4.50 & \$6.00 Dz

Send for descriptive literature on other terrific values on jewelry of all descriptions 25% deposit with order. bal C.O.D.

SAMUEL SILVERMAN & CO., INC.  
1820 Westminster St Providence, R. I.

HOSIERY—LOW PRICES: LADIES, CHILDREN, Men. Men's Stretch, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM5-1741), 1258 Market St., Chattanooga, Tenn. de26

## Business Opportunities

### FOR SALE

Factory of manufacturing Shooting Galleries and supplies Fully stocked, equipped and established, successfully operated business since 1927 Priced to sell by owner who wishes to retire.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

## JEWELRY CLOSEOUTS

### FREE CATALOG

R16—Asst. Girls' Stone Rings, Gr. S 4.75  
B-16—Rings Gr. 3.75  
E102—Asst. E/rgs. Gr. 6.00  
201—Plastic Wallets, asst. Gr. 10.80  
E5—Stone E/rgs, etc., asst. Gr. 12.00  
E1—Tailored E/rgs, asst. Gr. 18.00  
E2—Stone & Pearl E/rgs, asst. Gr. 21.00  
E130—Rhinstone E/rgs, asst. Gr. 30.00  
01—Odd Lot Brace & Necks, Gr. 15.00

Samples Regular Price  
25% Deposit. Balance C.O.D.

## NEW ENGLAND JEWELRY BUYERS

124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT  
START YOUR OWN BUSINESS . . .  
stamping SOCIAL SECURITY PLATES.  
NICKEL SILVER Key Protectors. Samples of either \$5e with your name, address and Social Security number. Catalog free.  
GENERAL PRODUCTS  
Dept. 88-153, 11 N. Pearl St.  
Albany 7, N. Y.



Knock  
Knock  
That's  
OPPORTUNITY  
check the  
CLASSIFIED SECTION  
this issue

## REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4 CASH WITH COPY.

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

## DISPLAY CLASSIFIED ADS

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

RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

### FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

This is a  
DISPLAY CLASSIFIED AD  
Your Advertisement Display  
in a space this size will cost  
only  
\$14 per insertion

## Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, Replacement Kettles for all Poppers Kristy Korn 120 S Halsted Chicago, Ill. de26

## For Sale—Secondhand Show Property

FOR SALE OR TRADE — ADULT RIDE (Orbit), center pole, engine & gears, mounted on semi trailer for fast set up. Balance in special raked van trailer. New modern cars. All slimline lights like Allan Herschell Twister. Ideal for park or road. Reithoffer, Dallas, Pa. OR 4-4686.

FOR SALE OR TRADE—1 ALLAN HERSCHELL Roller Coaster, trailer mounted which hauls same. Sweetheart for fast up and down. Reithoffer, Dallas, Pa. OR 4-4686

FOR SALE OR TRADE—2 SETS OF SISTER Gears for 36" Allan Herschell Merry-Go-Round. Hoyte, Box 11, Lehman, Pa.

## MORE BUYERS

Will Stop and Read

YOUR AD

if you use a

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

## Instruction and Schools

LEARN AUCTIONEERING — TERM SOON  
World's largest school. Big free catalog  
Reisch Auction School, Mason City 18, Iowa  
mh20

## Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG  
Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub Miniature, Radiophone for mentalists. Catalog, \$1, with refundable certificate Nelson's, 336-B South High, Columbus, Ohio. fe13

This is a  
DISPLAY CLASSIFIED AD  
Your Advertisement Display  
in a space this size will cost  
only  
\$14 per insertion

## TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

## Musicians

BEST STRING BASS, TUBA DOUBLE, REFERENCES. Guaranteed satisfactory. Any type music including Viennese. Frank Robyns, 476 W. Forest, Detroit, Mich. de26

DRUMMER-VOCALIST AVAILABLE — DESIRES location spots with combo. Play any style, dependable. Write, wire John Bonino, Gen. Del., Jackson, Miss. ja9

## Mobile Homes and Accessories

### MOBILE HOMES-TRAILERS

Old established company  
Buy FRANKLIN, world's finest Travel Trailers, 19' to 27', all tandem and self-contained (if desired), made to your order. Many other makes up to 65'.

RICKEY ROMERO

MOBILHOME CORPORATION  
P. O. Box 768 Petal, Miss.  
CARNIVAL PEOPLE SOLICITED

## Personal

TRAVEL TRAILERS — DESIGNED AND built to your specifications. Order now for spring delivery. Send your requirements for free analysis. Joslin Bros., Box J, Adrian, Mich.

## Photo Supplies and Developing

PHOTO BOOTHS CAMERAS, D.P. PAPER  
Developers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co 1546 W Cortez Chicago 22 Ill. ch 1fn

## Printing

BUSINESS CARDS CALENDAR BACK, \$3.25 per thousand. Send copy. \$1 deposit. LaSalle Printing Co. 5727 LaSalle, Chicago, Illinois.

DRAWINGS AND CUTS MADE TO ORDER. \$1 brings pencil sketch, deductible on first order. Lee Cressman, Washington, N. J. de26

## Salesmen Wanted

SALESMEN WANTED: BE YOUR OWN boss. Work in your own town or territory. No investment required. All new equipment. Replies held strictly confidential. The Billboard, Box 121, 188 West Randolph St., Chicago 1.

YOUR FREE COPY OF WORLD'S BIGGEST! Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine Desk 22B 307 North Michigan Chicago 1 ch-1fn

## Talent Wanted

DOG ACT FOR FEBRUARY 23, ONE-DAY stand. Give full details and price. P. O. Box 354, Poplin, Mo.

MUSICIANS: DRUMS, ACCORDION, Trumpet and/or Reeds. Extensive travel, steady, top salary. Picture, positive available date. Box 663, c/o The Billboard, Cincinnati 22, Ohio.

SINGER WANTS FRONT MAN OR WOMAN thoroughly capable to exploit and publicize in all fields. Resume, salary and telephone. Box C-664, c/o The Billboard, Cincinnati 22, Ohio.

## Outdoor Acts and Attractions

HIGH FIRE DIVE EXTRAORDINARY — Featured by CBS coast to coast combined with international exposure in far-off places. Mac Productions, 456 Lamphier, Warren, Ohio. ja16

## Wanted to Buy

WANT TO BUY—HORSE COSTUMES (TWO man). Must be reasonably priced. Write full description: Peter Ernst, 400 East Copiague, N. Y.

## COIN MACHINES

## Parts, Supplies

CAPSULE JEWELRY — ASSORTED EARRINGS, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross. 20% deposit with order. New England 124V Empire St., Providence, R. I. de26

## MUSIC-RECORDS ACCESSORIES

## Miscellaneous

WANTED—TOP NOTCH MELODY WRITER with recording and ASCAP pub. contacts. Sam A. Matter, 305 Hicks St., Brooklyn, New York

100 COMBINATION PHONOGRAPH RECORDS of your song, \$49.95. Melody composed without additional charge. Free particulars. Star-Light Enterprises, 1620 Edgewood Racine 2, Wis.



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

- Type or print your copy in this space:
- Check the heading under which you want your ad placed:
 

<input type="checkbox"/> Acts, Songs, Gags	<input type="checkbox"/> Mobile Homes, Accessories
<input type="checkbox"/> Advertising Specialties	<input type="checkbox"/> M. P. Films—Accessories
<input type="checkbox"/> Agents, Distributors Items	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Animals, Birds, Snakes	<input type="checkbox"/> New Equipment, Supplies & Services
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Calliopes and Band Organs	<input type="checkbox"/> Personals
<input type="checkbox"/> Collectors Items	<input type="checkbox"/> Photo Supplies & Developing
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Ponies
<input type="checkbox"/> Food & Drink Concession Supplies	<input type="checkbox"/> Printing
<input type="checkbox"/> Formulas and Plans	<input type="checkbox"/> Rigging and Props
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Scenery, Banners
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Talent Wanted
<input type="checkbox"/> Instructions and Schools	<input type="checkbox"/> Tattooing Supplies
<input type="checkbox"/> Locations Wanted	<input type="checkbox"/> Trucks, Trailers, Accessories
<input type="checkbox"/> Magical Supplies	<input type="checkbox"/> Wanted to Book
<input type="checkbox"/> Miscellaneous	<input type="checkbox"/> Wanted to Buy

## Talent Availabilities Headings

- |  |   |
|--|---|
| <input type="checkbox"/> Agents and Managers | <input type="checkbox"/> M. P. Operators              |
| <input type="checkbox"/> Hypnotists          | <input type="checkbox"/> Outdoor Acts and Attractions |
| <input type="checkbox"/> Miscellaneous       | <input type="checkbox"/> Vocalists                    |

- Indicate below the type of ad you wish:
 

<input type="checkbox"/> REGULAR CLASSIFIED AD—20c a word. Minimum \$4
<input type="checkbox"/> DISPLAY CLASSIFIED AD—Per agate line, 1 time, \$1; 3 consecutive times, 95c; 6 consecutive times, 90c; 13 consecutive times, 85c. Minimum 10 lines.
<input type="checkbox"/> 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 \_\_\_\_\_ I enclose payment of

CITY \_\_\_\_\_ STATE \_\_\_\_\_ \$ \_\_\_\_\_

GIVE TO DAMON RUNYON CANCER FUND

The Cat's Meow For All YOUR MACHINES.



**CAT'S EYE RINGS**

"THEY STARE RIGHT THROUGH YOU"

Watch your machines empty faster than ever with these beauties in 'em. All kids will want to wear these attractive rings.

- Brilliantly vacuum plated
- Faceted or jeweled eyes
- Labels available

**\$9.50** per M (faceted eyes)  
**\$17.00** per M (jeweled eyes)  
Order from your distributor or:

paul a. PRICE CO. INC.

55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-8



## on BALL AND VENDING GUMS

Same fine flavors, Centers and Coatings.

**Direct Low Factory Prices**

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size ..... 27¢ lb.  
Chicle Ball Gum, 130 ct. .... 35¢ lb.  
Clor-o-Vend Ball Gum ..... 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. ... 40¢ lb.  
Chicle Chicks, 320 & 500 ct. ... 36¢ lb.  
Bubble Chicks, 320 & 520 ct. 28¢ lb.  
Tab (short stick), 100 ct. ... 38¢ box  
5-Stick Gum, 100 packs .... \$1.90  
F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS

35 years of manufacturing experience.

4th & Mt. Pleasant • Newark 4, N.J.



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

**HAPPY ..... 1961**  
**NEW ..... our charms**  
**YEAR ..... prosperous for you**

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**

2538 Mission Street, Pittsburgh 3, Penn.

World's Largest Selection of Miniature Charms

ATLAS MASTER ... The proved 1c-5c Vendor

Ask About Our ATLAS Finance Plan



## ROUTE MANAGEMENT

### Los Angeles Operator Advocates Continuous Program of Upgrading

LOS ANGELES — "Never let the route grow static and volume will take care of itself."

That's the way Bill Wilson, of Metro Vending Company, Los Angeles, looks at route appearance—and the reason for a continuous upgrading program which involves 600 machines in the Los Angeles area.

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

For years, Metro Vending has kept in extremely close touch with suppliers, and is ready to run a test on newly developed fill items, well before they get general distribution. For example, Metro machines were among the first in California to offer 5-cent capsules, and later, 10-cent capsules, now

an important part of over-all volume.

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

#### Service Stations

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

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

Every Metro machine receives a thorough appearance reconditioning at least twice a year, often where vandalism or other causes necessitate repaint, and as soon as

they are badly scratched up, or lose appearance value in any way, they are replaced.

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

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

Wilson strives for commanding eye-appeal in every location possible, and usually gets results. The graceful wrought-iron-legged stand being used for most prestige stops was a big help.

Time payments available on Oak machines through all distributors.

All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c-5c coin mechanism, and optional slip clutch handle.

WE HAVE **oak's "PREMIERE"**

Ball Gum and Picture Card Vendor.

This is the only machine in the world that operates for 2c and as such is a proven profit producer—\$16 gross on every fill. As an added feature, each machine is water-proofed to protect both gum and cards. Perfectly legal in every city in the U.S., the "Premiere" holds 800 cards and 1000 ball gum.



Below are listed factory authorized dealers.

AMERICAN NUT  
1051 Tremont Street  
Boston 20, Massachusetts

BIRMINGHAM VENDING  
540 2nd Avenue, North  
Birmingham 4, Alabama

BUYMORE SALES  
#6 Bayview Avenue  
Lawrence, L. I., New York

DALE DISTR. (B.C.) LTD.  
1168 Seymour Street  
Vancouver 2, B.C., Canada

GRAFF VENDING SUPPLY  
2817 West Davis  
Dallas, Texas

H. B. HUTCHINSON CO.  
1784 N. Fairview Road, N.E.  
Atlanta 7, Georgia

IMPRONTO VENDING  
300 North Gay Street  
Baltimore 2, Maryland

LOGAN DISTRIBUTING CO.  
1850 West Division Street  
Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.  
4372 Lindell Boulevard  
St. Louis 8, Missouri

OAK SALES COMPANY  
2033 Fifth Avenue  
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA  
1121 — 71st Street  
Miami Beach, Florida

OPERATORS VENDING  
1023 South Grand Avenue  
Los Angeles 15, California

QUEBEC VENDING CO.  
109 Commissioner St. West  
Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH.  
609 Spring Garden Street  
Philadelphia, Pennsylvania

JACK SCHOENBACH  
715 Lincoln Place  
Brooklyn, New York

SIEGEL DISTR. CO. LTD.  
753 Chatham St.  
Montreal, Quebec, Canada

SOUTHERN ACORN SALES  
528-30 Bruns Avenue  
Charlotte 8, N.C.

STANDARD SPECIALTY CO.  
1028 44th Avenue  
Oakland, California

STAR VENDING SUPPLY CO.  
6327 Calhoun Road  
Houston 21, Texas

OAK MANUFACTURING COMPANY, INC.  
11411 Knightsbridge Ave., Culver City, California

### Sales Chart Aids Denver Operator In Making Most of Season Trends

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

Miller makes up an 8 by 10-inch sheet on each location, which is mimeographed to represent 26 two-week periods, covering each machine service twice a week over the space of a year. Running from top to bottom, the sheet covers sales collections, from 50 cents a week to \$10 a week.

As Miller services each machine, he opens a loose-leaf binder kept in his car, to the page representing that stop, and draws a line from the previous stop's collection figure to the current figure, which, of course, shows whether sales went up or down at a glance.

As the year progresses, the zig-zag lines on the sheet show Miller

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

A sudden zoom in sales at one particular stop will stick out the proverbial sore thumb, and encourage Miller to go deeper into the matter, and find out why. In the space of a few months, Miller can get a good picture of the general economic situation merely by whipping rapidly through the pages.

#### More Items

One effect of this graph system has been the vending of many more items than Miller offered before he went into the system. Another has been the addition of 5-

cent and 10-cent capsules on numerous routes. He has been able to quickly determine which installations are borderline from the standpoint of making a profit, and he can study them more closely.

#### Bad Memory

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

Incidentally, exhibiting his thick dossier of graphs is a highly effective means of selling a potential location owner on allowing a machine to be put in on a test basis. "It convinces people who have a poor opinion of bulk vendors that the operation is on a businesslike basis," Miller said.

The graph system is only three years old, but has been a major factor in increasing profits evenly

(Continued on page 51)

### Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c  
Combination

Weighs \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial projects pointer when in use.

\$22.00



Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N.Y. Distributors, Write for Prices. We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Distributors of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines. Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y. President 2-2900

### MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$14.50
N.W. DeLuxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model 253, 1c Porc. Converter for 100 ct. B.G.	4.50
Silver King 1c B.G. or Mds.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Acorns 1c or 5c B.G. or Mds.	10.00

### MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb. vac. pack tins, per lb.	.85
Pistachio Nuts, Jumbo Queen, Red	.73
Pistachio Nuts, Jumbo Queen, White	.68
Pistachio Nuts, Large Tulle	.70
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik, Red	.57
Cashew, Whole	.72
Cashew, Butts	.66
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gums	.28
M & M, 550 ct.	.47
Hershey-ets	.47

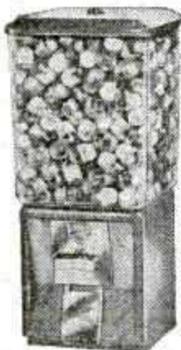
Rain-Blo Gum, 72 ct.	.30
Malt-ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.48
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Licorice Gums	.28
Hershey's Chocolate, 200 ct.	1.30

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the Operator.  
One-Third Deposit, Balance C.O.D.

IMMEDIATE DELIVERY  
on the New

Northwestern

### SUPER SIXTY



This capsule vender is truly the most accurate on the market. Handles all size capsules without "skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity.

Available with 5c, 10c or 25c Mechanisms

STAMP FOLDERS, Lowest Prices. Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN**  
SALES AND SERVICE CO.  
MOE MANDELL

446 W. 36th St., New York 18, N. Y. LOnghore 4-6467

# Southwest's Ops Notch Banner Year—Collections Climb High

By NICK BIRO

DALLAS — Bulk vending operators throughout the Southwest are having a banner year, perhaps the best in the area's history. With virtually no exceptions, collections are up, and operators are expanding their routes with more and a wider diversity of locations.

That's the consensus gathered by this reporter in a weekend of interviews and informal talks with operators while attending the annual Graff Distributing Company Christmas party here.

Close to 100 operators from the South, Southwest and Midwest were on hand, and all appeared optimistic. True, the sample was weighted, in that Graff's guests were his so-called key accounts—operators buying a certain minimum amount during the year. But their opinions are significant in that these are the major or big operators and they make up the backbone of the bulk vending industry.

Typical of the group is Dalton Wick, San Antonio operator with some 1,400 machines scattered around the San Antonio area. Wick, who concentrates on 210 gum and charms, nickel and 25-cent capsules, and century gum, noted it had been an extremely good year for him and his wife, Margaret, who is a close-working partner.

"Business is up from last year anywhere from 20 to 25 per cent."

Wick credits two major reasons for the improvement: (1) Modernization of equipment resulting in increased sales; (2) Multiple vending, setting four, five or six machines in a spot.

### No Slump

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

Wick said he tries to turn over his equipment as often as necessary—"we have no set rule. Whenever the machine is worn, it is exchanged, whether this is six months or several years."

Everett Graff, head of Graff Distributing Company, said his firm's sales were up from last year between 25 and 30 per cent. Graff himself doesn't operate, but his firm's sales of machines and fill to operators is generally a pretty good gauge of the industry's health.

Graff said better equipment, multiple vending and better merchandising techniques by the operators were, in his opinion, responsible for the general pick-up in business.

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

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

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

### Improved Display

The display is bright and attractive. Quite a few of Graff's operators mentioned they had success with the device. The panels come in various colors, shapes and sizes. All are eye-catching, and especially effective to show off hard-to-display charm items. An example in Graff's showcase had some small, dark plastic charms

mounted on the brilliantly white panel, creating an excellent effect.

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

J. J. McDonald, a relative newcomer to the bulk vending business, operating for about a year, said he had no long history to compare to, but his sales had steadily gone up in the last year.

McDonald operates a string of about 400 machines throughout Iowa, Missouri, Minnesota and North Dakota.

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

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

Graff noted that point-of-sale merchandising had helped his firm considerably in boosting sales. He cited the Styrofoam plastic display panels developed by his brother's firm as being very effective.

Another Graff tip—fill globes properly. As an example, take a globe with some 250 charms. One hundred should be displayed in the front, the rest should go to the bottom so they come out at once.

"The best advertising is having a kid get a charm right away, when the machine is full. He runs and tells his friends, and you've got yourself a following."

Graff noted that in many areas

### Sales Chart

Continued from page 50

over most of the route. The most direct application is the addition of another machine in spots which showed heavy sales during the tourist months of June, July, and August, where the graph line shot up sharply, warning Miller at the same time next year to provide more choice and more frequent service at the busy location.

### Johnson Boosts Route

MINNEAPOLIS — Harry Johnson Company, here, has expanded its candy and cigar routes in the nearby Lake Minnetonka area by buying out the route of the late Kelly Deidrick.

# PLEASE HELP FIGHT MUSCULAR DYSTROPHY

MUSCULAR DYSTROPHY ASSOCIATION  
OF AMERICA, INC., 1700 Broadway,  
New York 10, New York • JU 8-0000

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

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

Graff said his firm operated a minimum of 500 miles from Dallas—"the competition is too tough here and Dallas operators are the sharpest in the country."

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

season's  
greetings  
and a  
happy  
new year

From BOB & FRED

## Guggenheim

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

Hello, Everybody

## Holiday Greetings

Sam, George  
and Sid Eppy

**A NEW COMBINATION!**



### ACORN

1c or 5c  
BULK VENDOR

with our

NEW DRY ROASTED PEANUTS

(No oils or fats used in processing. Slightly salted splits. Excellent for the vending trade. Count: 1450 - 1500.) Use these dry roasted peanuts and avoid greasy mechanisms and globes.

SENSATIONAL NEW PEANUT ITEM

45c per pound, packed in 5-pound air-tight poly-lined bags. Send \$3.50 for sample bag prepaid.

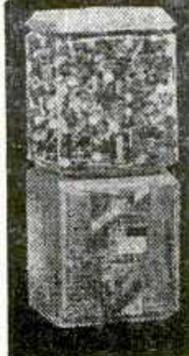
**Introductory DEAL**

1 Acorn Vendor \$19.25  
1c or 5c  
with 5 lbs. of peanuts. Only  
(Specify 1c or 5c when ordering)  
1/3 deposit, balance C.O.D.

**Rake Coin Machine Exchange**

609-A Spring Garden St.,  
Philadelphia 23, Pa. WAlnut 5-2676

**H. B. "HUTCH" HUTCHINSON SAYS:**




"Contact me for complete information on the Sixty and other Northwestern machines, stands and parts. These machines are the greatest for easy servicing and profit. Why not do it today?"

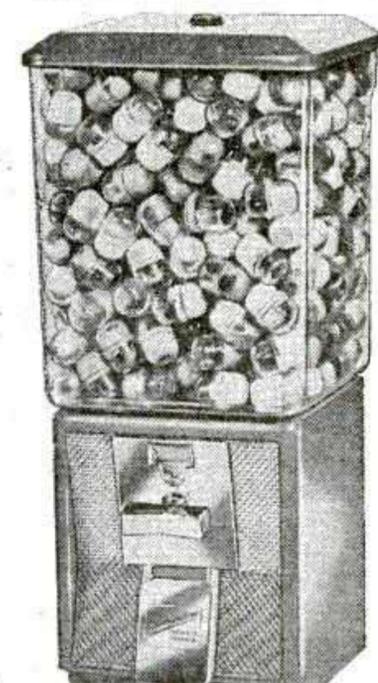
We handle complete line of machines, parts, stands, supplies, charms, capsules and ball gum.

**H. B. HUTCHINSON, JR.**

1784 N. Decatur Road, N.E. Atlanta 7, Ga.  
Phone: DRake 7-4300

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

QUOTE FROM LETTER IN OUR FILES



**You'll say the same when you try  
THE SIXTY SUPER C CAPSULE VENDER**

With QUICK-TACH at slight extra cost  
See your Northwestern Distributor or write

**THE NORTHWESTERN CORPORATION**

2124 E. Armstrong Street
Morris, Ill.

## CM COUNCIL PLAYS SANTA TO FLORIDA YOUNGSTERS

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

Sparked by Leonard Baitler, business manager of the Amalgamated Machine Operators Association, juke box operators are working together with the Miami Helping Hand Club to provide food, clothing and toys for under privileged children.

A fleet of 30 trucks, run by operators, is picking up bundles from some 50 Miami juke box locations. The operators have even donated a warehouse as a collection depot and shop where the toys and clothing are being repaired and refurbished by the operators and their mechanics.

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

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

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

"Every penny and pound of cash or merchandise will go to worthy people," Baitler promises.

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

Club women are sorting contributions, repairing clothing, arranging clothes on racks furnished by AMOA, and packaging food boxes which will include cigarets donated by vending operators.

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

## AS A LAST RESORT:

# Sell Location Coin Equipm't, Work Out Service Agreement

OMAHA — "If a location wants to buy equipment, there's only one thing for an operator to do — sell it to him." That's the opinion of Howard Ellis, president of the Music Guild of Nebraska, a director of Music Operators of America and one of the most respected veterans of the coin machine industry today.

Ellis' somewhat unusual-sounding solution, for an operator anyway, is based on the reasoning that if a man wants to buy equipment, he will. So the only way an operator can protect himself is to stay close.

Ellis suggests the operator sell the equipment and work out some sort of servicing agreement with the location. And, he predicts, within six months or a year, the location will be back asking the operator to operate the equipment as before.

Ellis made his statements in an exclusive interview with The Billboard, commenting on the suggestion by another industry leader that location sales were the answer to woes in the coin machine industry, that the sales should be made by distributors and that operators should become primarily service companies (The Billboard, November 21).

Ellis pointed out that his own views were very different from those expressed in The Billboard article.

Ellis looks on location sales as a last resort, not as a solution, and he feels that if made, they should be made by the operator, not the distributor.

To prevent locations from wanting to buy equipment, the Nebraska veteran suggests four areas in which the operator should concentrate: (1) Better programming, adapting the music to the location; (2) Suiting the right equipment to the right location, and making appropriate changes when a particular piece of equipment is not earning up to par; (3) Giving top service, especially when sought by the location on breakdowns and other trouble sources; (4) Using point-of-sale and other promotional

material to help attract the public into a location as well as emphasizing the equipment.

He noted that operating has become a "complex business," requiring astute management to meet the varied needs. "There's no more fast money," Ellis said. "The average man can't just come in and operate equipment—know-how is needed, and lots of it, for the operator to do an effective job."

Ellis said that he could see no particular advantage to the coin machine industry in having locations operate their own equipment. He said time had proved that a specialist like an operator was much better equipped over the long pull to do the job.

He pointed out that in actual practice, only the top locations have any inclination to operate their own equipment, anyway. The low-earning places have no desire to invest in equipment and the accompanying headaches of operating it.

His suggestion of letting the op-  
*(Continued on page 63)*

## Jack Dunwoody Named To Rowe-AMI Position



JACK DUNWOODY

CHICAGO — Jackson Dunwoody, vice-president of Rowe-AMI Sales, will head juke box and background music sales for the firm, replacing E. R. Ratajack, who leaves February 1 to join Muslo Operators of America.

Dunwoody retains his title of vice-president and reports to Charles H. Brinkman, Rowe-AMI Sales president. Ratajack is slated

to move to the newly created post of managing director and co-ordinator of MOA (The Billboard, November 7), which in effect gives MOA the co-leadership of Ratajack and George Miller, president.

Rowe-AMI Sales, formed last summer, handles all domestic sales for both Rowe Manufacturing Company and AMI products. All three firms are subsidiaries of Automatic Canteen Company of America. Foreign sales of background music and juke boxes will continue to be handled by AMI directly.

Dunwoody indicated there would be no change in Rowe-AMI Sales policy or organization.

A veteran in the sales field, Dunwoody has been with Rowe since early 1949. Joining as a salesman, he later became Southern division sales manager, and some three years ago, general field sales manager. In the latter post, he had complete responsibility for the entire Rowe field sales force, including field division managers.

He joined Rowe-AMI Sales as vice-president, when the firm was formed last summer. Originally from New York, he now lives with his family in Chicago.

## Pavesi Outlines PR Program

WHITE PLAINS, N. Y.—Carl Pavesi, president of the Westchester Operators Guild, has proposed a campaign of bringing in juke box patrons on the industry's public relations program.

Speaking before some 40 members and guests at the Top Hat Restaurant here Monday (19), Pavesi showed operators a sample placard dealing with the efforts of the coin machine industry to assist in Cardinal Spellman's Servicemen's Center.

The placard carries a blow-up of a newspaper clipping, explaining how the industry is supporting this charity. Juke box and bar patrons are asked to make donations—anything from 50 cents to \$10—and their names are entered on the poster.

### Two Effects

Each Westchester County operator will receive a supply of posters, and one poster is to be placed on each location. The campaign will have two effects: It will provide much-needed funds for servicemen, and it will identify the operator, the location owner and the ultimate coin machine cus-



CARL PAVESI

tomers in a three-pronged public relations drive.

Each patron who donates—whatever the amount—receives a letter of thanks from Cardinal Spellman.

Jack Wilson, president of the New York State Operators Guild, told the operators that while local public relations efforts are important and should be encouraged, the

national PR drive is paramount, and that good local works can be destroyed if the national organs of communications continue to distort the picture of the industry.

Millie McCarthy, president of the New York State Coin Machine Association, pointed out that one of the industry's problems is the lack of communications among operators in various parts of the State.

She said that many of the industry's problems arise in the State Legislature, and that it is incumbent for an operator in one part of the State to notify operators in other parts of the State about the activities of his local legislator when such activities affect the industry.

Guests at the meeting included, in addition to Wilson and Mrs. McCarthy, Barney Sugarman and Irv Kempner of Runyon Sales; Meyer Parkoff, Murray Kaye and Gordon Howard, Atlantic - New York; Abe Lipsky, Libra Distributors; Mike Mulqueen, New York State Operators Guild; Lou Werner, New York State Coin Machine Association, and Aaron Sternfeld, The Billboard.

## Syracuse Mulls Revamping Coin Machine License Fees

SYRACUSE — A proposal originating in the Police License Bureau recommending streamlining of the city's pinball and juke box licensing procedures to eliminate paper work and at the same time increase revenues was aired at City Hall.

Mayor Henninger, top police brass and Councilman Tarky Lombardi, chairman of the License Committee of the Common Council License Bureau, proposed that the pinball and juke box ordinances be amended to set up a master license for dealers (operators).

The proposal, supported by Det. Capt. Francis Ryan and Capt. Anthony Zrebiec of the Record Division, would eliminate the need for processing each individual application for a machine license and

substitute a dealer's permit. A charge of \$300 would be made for the dealer license.

It was explained that the paper work involved in complying with the ordinance now is excessive and not necessary. Time and effort could be saved by eliminating it and this would allow three license inspectors more time for actual enforcement.

For instance, officials said, 519 juke box licenses were issued in 1960 and each one had to be processed individually. This included separate and detailed investigation of the device or machine, the dealer's name and record and similar time-consuming procedures. He said the same thing could be accomplished by  
*(Continued on page 63)*

## Yule Standards Dominate Boxes; No New Hot Records Hit Scene

By NICK BIRO

CHICAGO—Christmas appears to be going traditional as far as the juke box business is concerned. Operators this year were sticking to the well-known Christmas standards for their holiday programming and at Billboard press time, Friday (23), no hot, new holiday disk had emerged on the juke box scene.

A spot check of major one-stops throughout the Midwest showed that operator buying was generally keeping pace with last year, or a little down, but concentrated in the standard vein.

Such names as Bing Crosby, Perry Como and Guy Lombardo headed the list of so-called old-timers, mingled with some newer entries like Bobby Darin, Bobby Helm and Brenda Lee.

Operator collections were down

a little, and reasons ranged from "lack of a hot new Christmas hit," to "poor weather," and "no holiday spirit."

A Chicago operator, whose collections were off about 5-10 per cent from last year, cited poor weather and general unemployment.

An Omaha operator whose collections were "a little down from last year," cited general business conditions.

Surprisingly, however, the operators were not too unhappy about the lack of a hot Christmas disk. "It's just so much less to buy," a Chicagoan stated flatly, pointing out that staid does a current Christmas hit pay for itself on the juke boxes.

"For us to make any money," the operator pointed out, "we have

to use the record for a few years." Thus the obvious popularity of standards.

"They're always good," the operators say. "You can put six or seven on a machine, make the place feel it's getting good holiday programming, and not be out of money. The disks are all in your library."

At Lieberman One-Stop, Omaha, Evelyn Dalrymple points out that "operator buying is good—they're just not buying Christmas tunes."

"It's the first time this has happened," Evelyn said, "and it appears to be an unusual trend. Usually, the operators hold off buying regular records and concentrate on holiday disks. This year, they're sticking to the regulars and leaving the Christmas tunes alone."  
*(Continued on page 63)*



**"the take on my new  
continentals has  
increased and  
stayed that way!"**

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

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



*first, and still way ahead in tomorrow's  
profitable compact styling*

**AMI**

**AUTOMATIC MUSIC, INC.**  
affiliate of AUTOMATIC CATERING COMPANY OF AMERICA  
 1500 UNION AVENUE, S. E.,  
 GRAND RAPIDS 2, MICHIGAN.  
 SINCE 1909 DESIGNERS, ENGINEERS AND  
 MANUFACTURERS OF AUTOMATIC MUSICAL  
 INSTRUMENTS FOR BUSINESS AND INDUSTRY.

N. ILLINOIS, N. INDIANA  
and IOWA OPERATORS—  
Ride to Bigger Profits on  
**MERRY-GO-  
ROUND**

Gottlieb's New 2-Player

"Round Robin" scoring! Step-up bonus  
feature, bumpers, rollovers, skill flip-  
pers for top action! Attractive, colorful!

WEEKLY  
SPECIAL at..... **\$150**  
C. C. 14' BOWLER (3" ball)  
Completely Reconditioned

SPECIAL—Gottlieb 1-Player  
SITTIN' PRETTY—\$150  
Completely Reconditioned

Reconditioned the  
National Way!  
**GOTTLIEB 1-PLAYERS**

CRISS CROSS .....	\$175
SUNSHINE .....	175
HI-DIVER .....	175
QUEEN OF DIAMONDS .....	235
MISS ANNABELLE .....	235
UNIVERSE .....	245
LIGHTNIN' BALL .....	245
WORLD BEAUTIES .....	245

**NATIONAL  
COIN MACHINE EXCHANGE**  
1411-13 Diversey Chicago 14. Ill.  
BUckingham 1-8211

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

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

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

His tenure in the d.a.'s office complete, DeAngelis, who is now practicing law, was available to once more serve the 23 operators in the group.

One of the last duties of Sabloski before stepping down was to successfully see the completion of a merger with a group of operators in the Allentown, Pa., area. The 23 members now represent Montgomery, Bucks and Lehigh counties.

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



EDWARD F. CLAFFEY

CHICAGO—Edward F. Claffey, a veteran with both juke box and home phonograph experience, was named a division manager by Seeburg, covering the Midwest.

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

Claffey, 40, was formerly sales manager with Glaser-Stears Corporation, Newark, N. J., manufacturer of phonograph changers. Prior to that, he held a similar post with Reeves Soundcraft Company, New York.

(Continued on page 60)

## REPORT FROM BRITAIN

### Sykes Visits London

LONDON—Man on a mystery visit. Into London a few days before Christmas flew Morey Sykes, of Mar-Matic, Inc., the firm which has the U.K. rights to Jennings fruit machines, and the full range of Keeney equipment. With him was a well-known accountant associate. The purpose of his visit was unclear, as we went to press, but it was apparent that it was connected with the rising tide of exports of fruits and uprights to Britain. A further announcement is expected shortly. Meanwhile, Jennings and Mills are fighting it out with the all-British Silver Queen fruit machine to be the firm with the largest number of fruits on location January 1, D-Day for legal gaming machines in Britain. The winner in this major battle was still anyone's guess at Christmas. The staffs, in all cases, were working right through the holiday season to see that machines were on locations in time. Retail price for fruits are running at 325 pounds for the British Silver Queen, and 425 pounds for both Mills and Jennings.

### Juke Box Sales Pick Up

LONDON—Juke boxes, which had suffered a slight setback during the past few months, when the main emphasis in buying was on gaming and amusement machines, are now going through a period of semi-boom. The all-British Bal-Ami New Yorker (with an AMI mechanism and an economy top) is doing particularly well. The other prong of the revival is the hideaway market, which has never been strongly developed in Britain. The recession, which has been experienced in the past few months, has resulted in a seeking out of new juke box business, and it has been found that pubs are particularly receptive to the idea of a hideaway unit, with wall boxes, in the various bars. All main American firms—AMI, Rock-Ola, Wurlitzer and Seeburg—are sharing in this boom. It will be helped still further when, in the new session of Parliament, a bill is put through by Home Secretary R. A. Butler extending and improving licensing hours for public houses and other licensed premises.

### New Console Bows

Ruffler and Walker Limited, of Battersea, London, one of the largest and longest-established coin machine firms in the business in the U.K. has introduced a new electronic console machine. This is the Ascot Forecast, based on the famous Sport of Kings machine. Through a top window can be seen a curved race course—not unlike Royal Ascot—with four horses at the starting gate. By turning two knobs, the player forecasts the first places in the race. Three results pays 12; first and second pays six; winner pays two. The race begins as soon as a coin is inserted. There is already a great deal of arcade interest in this simple machine, and it certainly looks like being another winner for Ruffler and Walker.

### Ainsworth Awards Prize

An unusual prize has been thought up by Ainsworth Consolidated Industries (G.B.) Ltd., for sales of its Aristocrat range of fruit machines in the U.K. They call it a boomerang. In fact, it is a round-trip ticket to the Ainsworth headquarters in Australia. It will be awarded to the distributor who puts up the best pro-rata performance in sales of the firm's Aristocrat, Clubmaster and Sheerline fruit machines in the year ending December 1961. The winner will be assessed on the sales percentage figure achieved over and above the standard quota laid down as standard for the area, and based on population.

### Amusement Trades Show

LONDON—Two exhibitor withdrawals are reported from the Amusement Trades Exhibition in January. They are Koromatics and Liberty Coin. Additional exhibitors to the full list already published in The Billboard are Major Matics, Ltd. (run by Hal Eldridge of Ainsworth Consolidated Industries (G.B.) Ltd.; A.B.&C. Automatics, Ltd., of Romford; Automatic Machines Service, of Belper; Coughtrey's Automatic Supply of Nottingham; Electromatics of Cleveleys; Ridgeway Engineering Company of Chertsey; and the Wico Corporation of Chicago.

### Fee Schedule Set

BIRMINGHAM—The recently formed Midland Coin Operators Association, at its December meeting, decided to fix the following fees for its members: Eight guineas per year for individual operators, and 15 guineas for companies, irrespective of the number of directors. It was also decided to defend the interests of members affected by site-poaching, and by "unfair" local authorities. The chairman of the association is Brian Wim-bush, and the secretary-treasurer is Geoffrey Allen, both of Birmingham.

### Water Damages Equipment

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

## LOWEST PRICES, HIGHEST QUALITY

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

## COIN MART, INC.

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

Another Reader-Advertiser Benefit of the

## NEW BILLBOARD

Exclusively for the Music-Coin Industry



## More New Editorial Services

Nine—count 'em—nine big editorial features are already well past the planning stage and on their way to your new Billboard. Sorry we can't be more specific at this time, but take our word for it—they'll mean more and better deejay programming . . . more and better buying and selling information for dealers . . . and more play and profit for operators. And, when you put that all together, it spells still greater effectiveness for advertisers in the new Billboard.

## BILLBOARD MUSIC WEEK

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

Watch for the  
**NEW Billboard**  
Coming January 9

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

## European News Briefs

### Count 60,000 W. German Phonos

BONN—West Germany's juke box count now stands at 60,000, a net gain of around 5,000 boxes in 1960. This is the lowest rate of increase since the German juke box boom took off, but, considering the mature state now reached by the industry, it is an impressive increase. West Germany's latest juke box count underlines the amazing vitality of the German music box market. In 1951, when the U. S. had around 550,000 juke boxes in operation, the Germans hardly knew what a juke box was. In this year, there were fewer than 500 juke boxes in all Germany. There was little progress through 1953, when the juke box count still stood at under 1,000. But 1953, as events demonstrated, was the blast-off year for the juke box boom. In 1954, juke boxes increased to 4,500, and 1955 to 12,500. Since then, the increase has continued at an even rate. The forecast is for a continued gain in juke boxes but at a diminishing rate of increase. The plateau is predicted for 1965, when the market is expected to stabilize at around 70,000 juke boxes. Although some industry analysts believe the market is even now close to saturation, the majority contends that there is still a large segment of the "Bierstube" and "Weinstube" market to be captured. Resistance to juke boxes is still strong in these quarters, but, once converted, they offer a promising reserve market.

### Operators Complain of Tax Bite

WEST BERLIN—Coin machine operators in this Cold War outpost are planning a campaign to win "hardship status" recognition for the fixing of taxes and license fees. The majority of operators feel that they are being asked to accept unreasonable hardship in the payment of taxes and fees according to normal scales. Although West Berlin makes a fetish of trying to pretend it lives in a normal world, in fact, the city lives a gambler's existence, and most operators feel it was time they faced facts in this respect. The tax and fee situation has come to a head with the collapse of the negotiations in Bonn for a new Bonn-Moscow trade agreement. The Soviets have retired to Moscow in a huff, muttering threats of a new blockade. In East Berlin, negotiations are dragging out for a new trade pact to replace that which expires at the end of the year, the pact which was canceled abruptly in September by Bonn in retaliation for Communist pressure on West Berlin. However, this bravado seems to have backfired. Communist East Germany is standing firm; it is refusing to let up on the pressure, and threatening the West Germans with a Berlin blockade, come January 1, if they refuse to back down and knuckle under. All of which puts the Cold War on the back of West Berlin businessmen, including the coin machine operators. Moreover—and this point galls the coinmen—Berlin's "Little Iron Curtain" chains them to Communist-encircled West Berlin and prevents them from expanding into East Berlin and beyond into Berlin's natural hinterland, as it existed prewar.

### Austrians Want Gaming Clarified

VIENNA—Amusement game operators have petitioned the government for clarification of the status of so-called "games of chance," which are regulated by a law adopted last June. The operators complain that local authorities indiscriminately are labeling all coin games as gambling games, although no cash pay-out is involved. The operators also are asking for a streamlining of the cumbersome State regulatory machinery. The gaming machine law, it is complained, takes operators through a legal labyrinth which requires weeks to negotiate. First, the Ministry of Finance must examine the machines proposed for operation and process the application. The Ministry may—and in fact, usually does—require exhaustive demonstration of the equipment. Finally, the Finance Ministry bucks the application on to the "Administration for the Gaming Machine Monopoly," which exercises ultimate jurisdiction.

### Wiegandt Pushes on UK Sales

LONDON—The amalgamated firm of Wiegandt and Deutsche Waggonbau, of West Berlin, is opening an all-out campaign for the British market. The West Berlin concern has appointed as its United Kingdom sole importer and distributor Automaten Distributors, Ltd., of London and Llandudno, Wales. Wiegandt is a pioneer German coin machine producer, its vending machines being famous in prewar Germany. Deutsche Waggonbau has emerged as a major postwar German vending machine manufacturer. Since the war, Wiegandt has branched into juke box and games production. Wiegandt developed the Tonmaster and Diplomat juke box series. The United Kingdom firm, headed by Arthur Brown, will handle the full range of Wiegandt juke boxes and Wiegandt-Deutsche Waggonbau automatic merchandising equipment.

### Tunisia Totals \$1.5 Mil. Import

TUNIS—Tunisia has imported coin machines in 1960 with a total value of nearly \$1.5 million, a record for this country. The machines include 150 games, and the remainder are almost evenly divided between vending machines and juke boxes. Most of the vending machines are being installed in Tunis and the larger cities. But the juke boxes are finding their way into even small settlements. The machines are serviced by firms in Tunis which send traveling crews through the country. An increasing percentage of the disks played in the Tunisian juke boxes are produced in Tunis and feature Arabic and Tunisian folk melodies. Most of the vending machines are of West German manufacture. But the juke boxes are of variegated origin. There are new German juke boxes, used American equipment and a sprinkling of new and used French juke boxes.

## Blatt Stresses Urgent Need to Diversify Line

MIAMI — Willie Blatt, prominent Miami operator and board member of the Music Operators of America, last week warned operators that many of them will eventually have to sell out or close shop unless they diversify by adding vending machines.

He pointed out that many of the leading music machine and game manufacturers have already begun producing vending machines, and that the average game and music operator must operate other types of equipment to make both ends meet.

"Having been an operator, jobber, distributor and manufacturer at one time or another since 1928," he added, "I can compare these times to the years when we could only operate penny or fruit machines. The operators who didn't believe that there was any future in operating games or music just called it quits, but the progressive operators stayed with the industry and went along with the times. And they are glad they did."

#### Small Operator

Blatt contends operators who blame poor business conditions on the trend toward consolidations are in error. He feels that small operations are often the most efficient ones.

"The amusement machine and vending industries have always been and still are among the best-suited businesses for the small man to get into, and he has a better chance to succeed than in many other industries because these are primarily services," he explained, adding that "when the personal touch is added to these services, there is a much better chance to succeed."

### Missouri Cig Tax May Be Increased 2-3 Cents a Pack

ST. LOUIS — Missouri's cigarette venders may be hit again soon with a tax increase as a method of providing some of the funds to meet the heavy demands for improved State services and expanded facilities.

Governor-Elect John M. Dalton said he was giving consideration to proposed tax boosts on cigarettes as well as on liquor and beer to raise some of the needed revenue. Authorized State expenditures already are at a record high of \$1,196,000,000 for the current two-year period ending next June 30, and a new peak in State spending seems certain.

The proposed State cigaret tax increase from 2 to 3 cents a package would bring in an additional \$5.5 million a year. (This is compared with proposed liquor and beer tax hikes which would produce about \$3.5 million more a year.)

Retiring Gov. James T. Blair had recommended increases on levies on the same items to the 1959 State Legislature but his proposals were defeated.

If the proposed increases are approved by the next Legislature, they could spell the difference between profit and loss for cigaret venders.

Two bright prospects, however, appear. One is that the proposals were defeated last time. The second is the governor-elect's insistence that major tax legislation be held up until a comprehensive study can be made. This was the recommendation of the citizens' tax-study group he recently appointed. Perhaps the group will decide the cigaret tax should be left as it is.

## BOASBERG HITS ATTEMPTS TO AUGMENT JOHNSON'S ACT

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

He cited a recent statement by an FBI spokesman to the effect that legislation will probably be introduced in the next Congress providing that certain types of pinball machines be banned from interstate commerce. Best guesses are that the proposed legislation will be aimed at in-line games.

While the shipment of fruit machines to overseas buyers is not illegal, federal agents have been attempting to block such shipments. Last month, 420 fruit machines consigned to London were seized on the grounds that the shipper failed to register them for overseas delivery.

#### Registration Laws

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

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

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

"2. There has been very little actual proof of pin games being operated by gangsters in the underworld. The truth of the matter is that it takes so much business acumen to operate pin games that gangsters find labor and sports infiltration much more to their liking.

"3. There are thousands of small businessmen throughout the country who see nothing wrong in awarding a prize on a pin game, and to deprive these small businessmen of a means of making a living would certainly work a hardship on them.

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

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

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



**Joe Ash says . . .**  
**CONTACT ACTIVE FOR PINBALLS**  
**FOR THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!**

Exclusive Gottlieb Distributor for Eastern Pennsylvania, South Jersey and Delaware.

**ACTIVE AMUSEMENT MACHINES CO.**  
 666 N. Broad St., Phila. 30, Pa.  
 POplor 9-4495  
Write or wire for prices

You can ALWAYS depend on ACTIVE ALL WAYS

Season's Greetings from **ATLAS**

**Finest in MUSIC**

SEEBURG 222 SH. . . . . \$865 SEEBURG 201 SH. . . . . 825 SEEBURG 161 SH. . . . . 765 SEEBURG 100-J . . . . . 525 SEEBURG K-200 . . . . . 495 SEEBURG V-200 . . . . . 375	A.M.I. J-200-S . . . . . \$725 A.M.I. F-120 . . . . . 325 A.M.I. 6-200 . . . . . 295 A.M.I. E-120 . . . . . 165 WURLITZER 2300-S . . . . . 725 WURLITZER 2400-S . . . . . 825 WURLITZER 1900 . . . . . 425 WURLITZER 2200 . . . . . 525
--	--

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS

MASTER LOCKS AVAILABLE FOR ALL PHONOGRAPHS AND CIG.

1/2 Dep., Bal. C.O.D. or Sight Draft F.O.B. Chicago



A Quarter Century of Service

**USED CIGARETTE VENDORS**

11-Col. NATIONAL (ML) . . . . . \$155 11-Col. NATIONAL (Mod. III Slant) . . . . . 185 13-Col. NATIONAL . . . . . 205 12-Col. EASTERN . . . . . 115 9-Col. DUGRENIER (Man.) . . . . . 75 SEEBURG 800E-1 . . . . . 245	Reconditioned
---	---------------

**ATLAS MUSIC COMPANY**

2122 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A. ARmitage 6-5005



The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest.

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

MUSIC

Table listing music machines under categories: AMI, ROCK-OLA, SEEBURG, WURLITZER. Includes models like D-40, E-80, G-200, etc.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines under categories: BALLY, CHICAGO COIN. Includes models like ABC Bowler, All-Star Bowler, etc.

UNITED

Table listing United brand machines. Includes models like Advance, Atlas Shuffle Alley, Bonus Bowling Alley, etc.

GOTTLIEB

Table listing Gottlieb brand machines. Includes models like Ace High, Add-A-Line, Annabelle, etc.

ARCANE & NOVELTIES

Table listing arcade and novelty machines. Includes models like All-Star Baseball, Aqua Duck, Auto Photo Model, etc.

DEUCES WILD (KAYE)

Table listing Deuces Wild (Kaye) brand machines. Includes models like Dodge City, Drivemobile, Golf Champ, etc.

ST. CHRISTOPHER (MUTO)

Table listing St. Christopher (Muto) brand machines. Includes models like Satellite Tracker, Scramball, Shooting Gallery, etc.

PINBALLS

Table listing pinball machines under categories: BALLY, WILLIAMS. Includes models like Ballerina, Balls-A-Poppin, Arrow Head, etc.

BUY  
**Bally**  
FOR  
**TOP EARNINGS**  
IN  
EVERY TYPE OF LOCATION  
EVERYWHERE

SEND FOR  
**FREE**  
NEW 1961  
PARTS CATALOG

WE NEED  
**BALLY BINGOS**  
(All Models)  
**SEEBURG G-100**  
**SEEBURG R-100**

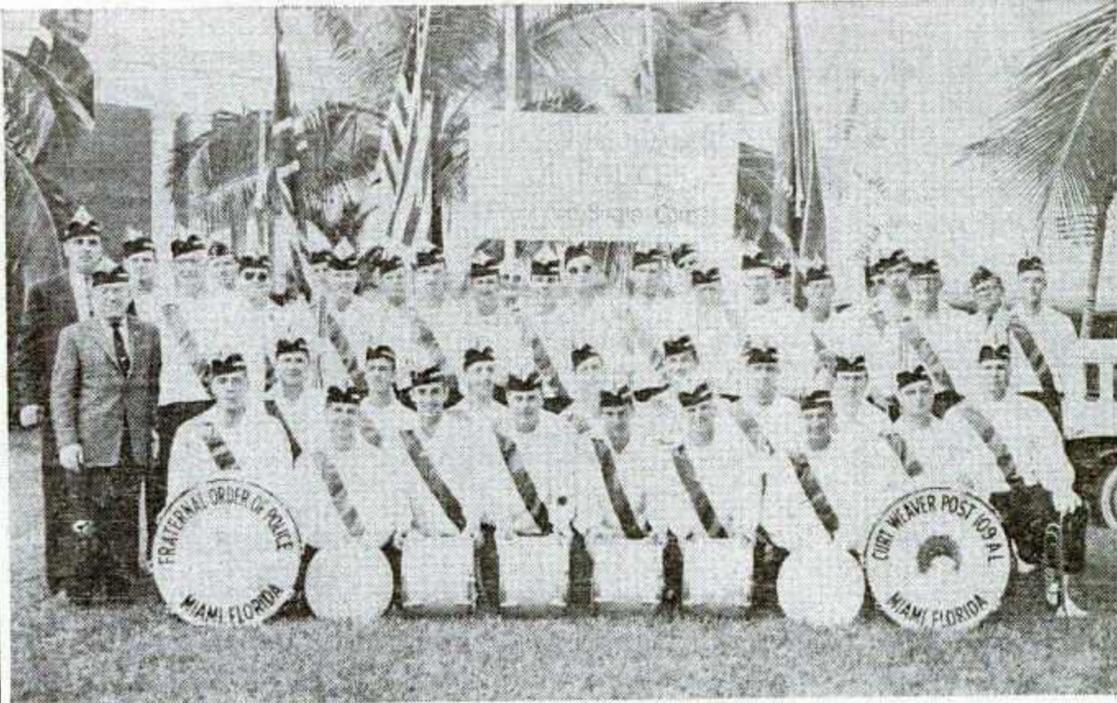
**RUNYON SALES COMPANY**  
Factory Representatives for:  
AMI Inc., Bally Mfg. Co., Irving Kaye Co.  
221 FRELINGHUYSEN AVENUE  
Newark 12, N. J. Bigelow 3-8777  
Offices: New York, N. Y. and Hartford, Connecticut  
Cable Address—RUNYONEX

We Wish  
Everyone  
**A MERRY  
CHRISTMAS**  
and  
**A HAPPY  
and  
PROSPEROUS  
NEW YEAR**

**Lew Jones** Distributing Co.  
Exclusive Wurlitzer Distributor  
1301 N. Capitol Ave. 1635 Central Pkwy.  
Indianapolis, Ind. Cincinnati, Ohio  
Tel.: MEtrose 5-1593 Tel.: MAin 1-8751

**SPECIAL!**  
**LORD'S PRAYERS**  
Only \$75.00 each  
**AIR FOOTBALL**  
and  
**AIR HOCKEY**  
Only \$135.00 each

All in excellent condition  
**SCOTT CROSSE CO.**  
1641 N. Broad Street  
Philadelphia, Pa.  
Center 6-4444



**WILLIE BLATT**, bottom left, prominent Miami operator and director of the Music Operators of America, sponsors the Miami Fraternal Order of Police Drum and Bugle Corps. Blatt, who is one of the industry's leaders in public relations, paid nearly \$5,000 for instruments and \$750 for flags. After only one year in existence, the Miami group won the American Legion State Championship.

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

By **JOSEPH KLEIN**

**INDIANAPOLIS**—Market valuations will determine the personal property taxes to be paid in Indiana on juke boxes, scales, bowling machines, shuffleboards, pinball machines and similar coin-operated equipment, the Indiana State Board of Tax Commissioners ruled last week.

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

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

### From Producers

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

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

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

In practice, however, the 100 per cent provision retained only a typographical existence on Indiana statute books. Had it been applied relentlessly, it would have left the State barren of coin-operated machines. The property tax rate in many Hoosier counties now exceeds and will continue to rise above the level at which the tax is \$10 per each \$100 of assessed valuation. That means that the operator would be required to pay \$100 yearly for each piece of equipment assessed at \$1,000 if the "true cash value" provision was to be applied. A hundred such machines would bring a prohibitive \$10,000 annual tax down on his head.

### 1959 Law

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

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

For the truth is that even though the law permitted the imposition

of a 100 per cent valuation, coin equipment in Indiana has not been assessed at 100 per cent—or even at 33 1/3 per cent of cash value.

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

### Definition

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

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

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

As interpreted by the Board, the law permits the exemption of equipment owned and operated by any Young Men's Christian Association, Knights of Columbus, Young Men's Hebrew Association, Young Women's Christian Association, Camp of United Spanish War Veterans posts of American Disabled Veterans of the World War, Veterans of Foreign Wars, or American Legion, chapters posts of the Grand Army of the Republic, or American War Veterans when used exclu-

## Deejay Stunt High in Rank

**PORTSMOUTH, N. H.**—Deejay Howie Promer, WHEB, here, has literally taken up garbage collecting as part of a decidedly unappetizing stunt to build new members for his early-morning show's "Breakfast Club."

In order to receive membership cards, listeners must send in their "breakfast remains." To date, Promer has received limp tea bags, used bubble gum, soggy cornflakes, and a hard-boiled duck's egg. Dialers submitting the most unusual breakfast left-overs win free pounds of coffee.

sively for the purpose and objectives of the organization.

The property tax continues to be a major source of local revenue in Indiana, the Board explained. In 1957, 85 per cent of all local revenue, exclusive of State grants, was derived from the property tax. In dollar amounts, receipts from Indiana local property and poll taxes rose from \$104 million in 1940, to \$355 million in 1957, an increase of 341 per cent.

**ROCK-OLA**  
**REGIS**  
TRULY THE WORLD'S MOST  
DISTINGUISHED PHONOGRAPH  
FLEXIBLE • DEPENDABLE • PROFITABLE

**ROYAL** DISTRIBUTORS FOR **Bally** *chicago coin* UNITED MUSIC

DISTRIBUTING, INC.  
222 E. 3RD ST., CINCINNATI 2, OHIO

**WE HAVE IT ...**

Chicago Coin's  
**RAY GUN**

Tested Profit  
Action!

WE HAVE THE LARGEST SELECTION OF COIN-OPERATED MACHINES IN SOUTHERN OHIO  
Call us collect for

Bally Jamborees (like new).....\$400	Go! World Beauties.....\$250
Auto Bell Galloping Dominos.....200	C. C. Shoot the Clown.....400
C. C. Classic 16' Bowlers.....275	and many other games

We buy and trade.  
Phone: DUbar 1-5152-53. Ask for Clint or Harold.

**THE CINCINNATI COIN MACHINE CENTER**

OPERATE  
**UNITED'S  
BOWL-A-RAMA**  
Welcome Everywhere  
WRITE FOR DETAILS  
**UNITED**  
MANUFACTURING COMPANY  
3401 N. California Ave.  
Chicago 18, Ill.

We wish everyone a  
happy and prosperous  
NEW YEAR

**END OF YEAR  
BARGAINS**

COMPLETELY RECONDITIONED  
**UPRIGHTS**

Games Inc. Gun Smoke.....\$125
Games Inc. Skool Shoot.....145
Games Inc. Double Shot.....145
Games Inc. Wild Cat.....275
Games Inc. Twin Super Wildcat....465
Keeney Criss Cross Diamond.....275
Bally Skill Score (new).....195
Bally Skill Derby.....Call or write
Bally Jamboree.....Call or write
Auto Bell Circus Play Ball.....125
Auto Bell Circus Wagon Wheel....125
Auto Bell Mermaid.....175
Auto Bell Horoscopes (fl. samp.)....145

**MUSIC**

Rock-Ola 1432 (45 rpm).....\$75
AMI C-40 (45 rpm).....65
Seeburg V-200 (conv. to VL with speed read program holder)....275

**ARCADES**

Bally Lucky Alloy, 11' & 14'.....\$395
Bally Trophy Bowler, 14'.....345
Bally Strike Bowler, 14'.....225
Bally Jet Shuffle Bowler, 8 1/2'....65
Wms. Super World Series.....45
Bally Twin Pony (floor sample)....445

Rush deposit to:

**Mickey Anderson**  
**AMUSEMENT CO.**  
314 East 11th St. Erie, Pa.  
Phone: GLen Dale 2-3207

**BARGAINS FOR THE WEEK**

AMI J200M, Stereo	\$575.00
AMI J200M	500.00
AMI J100M	500.00
AMI J200E, Stereo	675.00
3 AMI E120	145.00
2 AMI E80	145.00
5 AMI D80	75.00
5 Shuffle Rebound (Like New)	50.00
United and Bally Small Ball	
Bowlers	135.00
C. C. 2-Player Rocket	125.00
C. C. Drop Ball	150.00
Roll-A-Ball	85.00
3 Midway Red Ball	195.00
1 Midway Joker Ball	300.00
Ace Shuffle Alley	95.00
Banner	95.00
Clipper	125.00
Regulation	200.00

All Equipment subject to prior sale

Williams Crusader Gun	\$375.00
Williams Hercules Gun	360.00
Williams Titan Gun	400.00

**Central**  
DISTRIBUTORS, Inc.

2315 Olive Street, St. Louis 3, Mo.  
Phone: MAin 1-3511; Cable: "Condisl"

# Germans Hit Highest Export Year, But Begin to Level Off

BONN — West German coin machine exports marched to new all-time highs in 1960, according to preliminary figures.

Total exports will amount to about DM 24,500,000 (approximately \$6 million), a gain of nearly 11 per cent over 1959, which established the previous high.

In general, the German export totals confirm that the industry, after four years of fantastic boom, has reached a plateau. This year's gain of 11 per cent over 1959 compares with a 1959 gain of 17 per cent over 1958, which, in turn, posted a gain of nearly 50 per cent over 1957.

Juke boxes continue to do phenomenally well on the export market. Vending equipment recovered in 1960 some of the ground it lost

last year, and games were slightly improved.

Of 1959 total exports amounting to DM 21,750,000 (approximately \$5 million), juke boxes accounted for DM 13,306,000, venders DM 7,608,000, and games DM 1,251,000.

The 1960 total of DM 24,500,000 shows advances all along the lines: juke boxes advanced to DM 13,750,000; venders to DM 9,250,000, and games to DM 1,500,000.

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

The Germans are also disappointed at their lack of strong showing in Latin America and Asia. They are doing well on both continents, but not as well as they had anticipated. In both markets they are badly handicapped by high freight costs.

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

1. The domestic market switched from a new-box to primarily a replacement market.
2. U. S. juke boxes continued to compete strongly in the German market, despite some boasting by the German industry that domestic production would establish its primacy over the import market in 1960.
3. On the contrary, the German juke box seems to have lost ground

slightly in 1960, evidenced by the industry-wide shift of emphasis to vending equipment over juke boxes and games.

4. American manufacturers continued to strengthen their links to the German market, both because of the opportunities offered by this market and this country's position as a base for doing business in the European Common Market.

The consensus of German importers of U. S. boxes is that the Germans have failed in their challenge to the American box—that the U. S. box has strengthened its competitive position as the world's peer in quality.

Certainly, despite alarmist outcry to the contrary, the U. S. juke box will continue to overshadow the German juke box world export markets in 1961. This seems certain to be true for neighboring markets such as Britain, France and Italy as well as for markets where the freight rates favor U. S. producers.

From the German point of view, the trouble with American juke boxes is that they command a world reputation as prestige juke

boxes—the U. S. juke box has become a virtual status symbol for the location; so much so that in West Germany locations are ranked according to their juke boxes.

### Stay Low-Cost

Given this hard-to-alter fact, German producers are becoming reconciled to competing for the economy market; or, as one king-pin German producer phrased it, "Why talk of competition? We don't really compete; we are selling 'Volkswagen' juke boxes and you are selling 'Cadillacs.' There is no reason why we can't co-exist on this basis. There is a prestige market for 'Cadillacs,' but there are also a lot of people who have to settle for 'Volkswagens'."

There has been great activity in 1960 in the vending machine field; and here the German manufacturers are bidding for a gold-plated market—industrial in-plant feeding.

Wiegandt of West Berlin has merged with Deutsche Waggonbau and is concentrating on automatic merchandising equipment; Canteen has established a vending machine production base through its purchase of Tonomat; Bergmann has shifted its main emphasis to vending equipment; and Nova is entering the vending field through Rock-Ola's acquisition of the Fred Hebel Company.

This is only a partial rundown; it is accurate to say that every German juke box producer is rushing.  
*(Continued on page 60)*

## CLEAN ARCADE GAMES FOR SALE

5 Bally Beauty Queens	\$150	1 Genco Quarterback	\$ 90
7 Williams 4-Bagger	130	10 Chi Coin Rebound Shuffle	60
1 Williams King of Swat	90	3 Chi Coin Rocket Sh. 1-Player	80
19 Bally Batting Practice	225	4 Bally ABC 14 ft. Bowler	175
2 Bally Big Innings	195	3 Bally ABC Lanes, 14 ft.	110
2 United Star Slugger	90	3 Bally ABC Lanes, 11 ft.	90

1/2 DEPOSIT, WRITE OR CALL

### STAR SUPPLY CO.

7855 Stony Island Ave., Chicago 49, Ill.  
Telephone: BAyport 1-1616

# Canteen Acquires 3 Foreign Firms

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

In Hamburg, Germany, Canteen completed negotiations to acquire Helmut Rehbock, GMBH, until now a distributor for AMI equipment. In England, Canteen acquired full control of Rowe Automatic Merchandising Company, London. In Stockholm, Canteen acquired full control of Automatsaljning-AB.

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

### \$4 Million Sales

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

Rehbock is one of the major coin machine firms in Europe. The company will expand to include a complete vending operation in the Hamburg area.

Other Canteen plans in Germany said Rader, include establishment of operations in Cologne, Bochum and Stuttgart. Canteen International already has operations in Frankfurt, Weisbaden and Mulheim.

### Stock Deal

Canteen took over full control of Rowe Automatic Merchandising Company, London, by acquiring a 50 per cent interest held by Camp Bird Holdings, in an exchange of stock transaction. The Rowe company was established in 1959 as a joint venture of Canteen and Camp Bird.

Canteen already owns a 30 per cent interest in Automatsaljning-AB, Stockholm, and has agreed to acquire a 100 per cent holding.

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

According to Rader, Canteen

International operations are currently producing revenues at the annual rate of \$4 million. "We anticipate continued strong sales growth of Canteen International, with our foreign vending operations expanding at an increasing rate in the booming common market economy."

Rader cited several factors which indicate a growth in the common market even exceeding that of the U. S.: "greater population than the U. S.; heavier concentration of industry—an ideal condition for vending; the European habit of eating more frequently—five meals as opposed to three meals in America; and the slow development abroad of supermarket concepts of retailing, which means more sales of single items rather than by the carton or multi-unit packages."

### MUSIC

SEEBURG 222 DHR (Stereo)	\$850.00
AMI J-200 (Stereo)	745.00
AMI D-80	175.00
AMI E-120	195.00
Wurlitzer 2150	425.00
Wurlitzer 2100	395.00
Wurlitzer 1700	275.00

### GAMES

BALLY BEAUTY CONTEST	\$195.00
BALLY TROPIC QUEENS	275.00
C.C. DROP BALL	195.00
BALLY STRIKE BOWLER B/A	250.00
UNITED LEAGUE B/A	625.00
C.C. CLASSIC B/A	350.00
UNITED JUMBO B/A	350.00
UNITED NIAGARA S/A	375.00
BALLY CHAMPION	350.00
UNITED ATLAS S/A	375.00
C.C. TV BOWLER B/A	295.00
DELUXE 57 BASEBALL	245.00
BALLY HEAVY HITTER	285.00
BALLY BIG INNING	185.00
UNITED DELUXE BASEBALL	285.00
Genco Gun Club	325.00
Genco Wild West	225.00
Genco Circus Gun	275.00
C.C. PONY EXPRESS	495.00

### NOW DELIVERING

C.C. Pony Express	C.C. 6 Game
C.C. Duchess Bowler	C.C. Duke
Irving Kaye Pool Tables	
Valley 6-Pocket Pool Tables	

## MONROE

COIN MACHINE EXCHANGE, INC.  
2423 Payne Ave., Cleveland 14, Ohio  
Phone: Superior 1-4600

GIVE TO DAVID RUNYON CANCER FUND

Another Reader-Advertiser Benefit of the

# NEW BILLBOARD

Exclusively for the Music-Coin Industry

## New Improved Make-up and Typography

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



Watch for the  
**NEW Billboard**  
Coming January 9

# BILLBOARD MUSIC WEEK

- ... Music-Phono Merchandising
- ... Radio-TV Programming
- ... Coin Machine Operating

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

# Coin Talent Exodus Hits East Germany

**By OMER ANDERSON**  
**EAST BERLIN** — A call went out recently from Lueckewalde, East Germany's coin machine manufacturing center, to State labor exchanges for coin machine engineers and technicians.  
 Lueckewalde didn't actually expect to get trained technicians; the coin machine plants were hoping merely to get electronics technicians and ordinary mechanics who

could be trained in coin machine production.

It was a modest request, for East Germany has a pitifully small coin machine industry. The entire industry numbers only half a dozen plants, which concentrate on vending machine production.

Their output this year is estimated at 2,500 vending machines — period. That's all. The East Germans produced fewer than 100 juke boxes, copied from West German machines and a handful of Bolshevized pinball and soccer games.

### Labor Shortage

However, it's not Communist doctrine that prevents the East Germans from developing a big coin machine industry, as demonstrated by that call from Lueckewalde to the State labor exchange.

It's a prosaic matter of a skilled labor shortage. West Germany, too, is plagued by a labor shortage — with this difference: West Germany's coin machine plants are short labor because they are booming and can't get enough workers to keep pace with expansion.

East Germany's embryonic coin machine industry is short engineers and technicians because nearly all of them have "gone West," which happens to be literal fact rather than a figure of speech.

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

The term "refugee" applies to anybody once a resident of East Germany who left after the war to resettle in West Germany. These East Germans have been indispensable to the Bonn boom in coin machines. They encompass not merely technicians and workers but manufacturers, designers, and operators.

Perhaps the most talked-about East German refugee is Walter Talk, an animated toy manufacturer who has established his new plant at Magstadt, near Stuttgart. Talk's Uta concern produces the Bimbo line of animated juke boxes and coin games. He has just brought out a "talking parrot" coin game featuring a tape-recorder playback apparatus concealed in a parrot.

Talk literally took off from East Germany after the war with nothing but the clothes on his back. His capital was his skill at designing and producing animated toys, and the West German boom gave full scope to his talents.

He became an overnight success with his Bimbo Box, a standout kiddie attraction around the world in stores and other juvenile locations. Bimbo is a tape-operated, animated juke box with 52 or 200 children's music tracks. The tapes are synchronized with an animal orchestra which performs a pantomime as the tapes play.

### Coin Legion

And there are literally a legion of coinmen like the proprietors of the Otto Wichelhaus coin machine firm in Goettingen. The firm, whose present proprietor is Thea Wichelhaus, was founded in 1930 in Leipzig.

The firm prospered, and, in 1936, it opened a branch in Heringsdorf, a Baltic Sea beach resort.

After the war, the Wichelhaus family tried unsuccessfully to revive their company, but it soon became apparent that East Germany was to be Bolshevized by the Soviets, and there would be no future for private enterprise of any type, large or small.

The Wichelhaus family made a  
*(Continued on page 62)*

## COVERS ROUTE BY AIR

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

**GREENFIELD, Mass.**—Arthur Strahan of Mohawk Music Company here is an operator who is up in the air about his business a good deal of the time, but his feet are pretty solidly on the ground. Strahan uses planes to speed his New England operation.

He's obviously convinced the air age is here to stay since he's now in his third plane, making it possible for him to carry on his business in a wide area covering Massachusetts, Vermont and New Hampshire, with an occasional foray into Connecticut.

"There's scarcely even a small town among the New England hills and dales that doesn't boast of some sort of airstrip," says Strahan, "and this is the key to fast customer contact."

### Solves Problems

"A customer has a problem—whether parts, service or something else—a phone call is made, the plane is in the air in minutes, it's met at the airstrip by the customer and the problem is solved sometimes within a half hour even when it's many miles away," explains Strahan.

And he hasn't been satisfied with just the usual type of small plane. His present one is a Bellanca Crusader, the sports model of the small planes, which is faster and more maneuverable than the previous ones. "And by air," says the operator "the most distant customer is never more than an hour from service," a situation that delights the location owner for its sheer novelty alone.

While Strahan has speeded up his operation by air, he hasn't neglected his ground work. Several years ago he was intrigued by the economy of the small foreign car and tried out Volkswagens. He found the economy and low maintenance of the little machines a great saving and continued with them until now he has a fleet of four VW Karman Ghias, the classy sister of the Volkswagen.

### Machine Shops

To these he has added two Microbuses which, with their large capacity, have been set up with miniature machine shops as well as leaving plenty of room for carrying all the spare parts he needs, and at times even a phonograph or two. Strahan's brother, Paul, who is the firm's chief service engineer, takes care of the ground operation while Arthur stays mostly in the air.

But Strahan isn't satisfied to rely on speed alone to keep his business at peak. "Programming, programming and more programming," he repeats, "is the key to intelligent

operation of a music route." He claims that this method has enabled him to get a better take and in many of his locations he says he is able to arrange a 70-30 split.

"Each location requires special analysis," he said, believing that a little time and thought spent discussing the location owner's particular situation results in improving the income of both. He maintains he has put 18 or so of his locations into the \$70-a-week class by using his ideas on programming, and thinks he could do the same with many others if they'd let him.

### Diversification

While music is Strahan's chief business, he's not averse to a little diversification in its proper place. About a year or so ago he was "talked into" taking over the distributorship for the Hilsum line of stamp venders and Gold Medal popcorn machines. He did very little with either, until one day he walked into a bank where several people were trying to find stamps.

This prompted him to see what he could do with the bank management. His efforts met success and today has a number of the stamp machines working profitably in several big banks and hotels

around his territory. He is now giving more thought to the popcorn machines and hopes to come up with a new angle.

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



**DELUXE and "7450" 6-POCKET BUMPER POOL®**

Count on Valley Quality to Protect Your Profit!

See your distributor or write: **VALLEY SALES CO.** 333 MORTON ST. BAY CITY, MICH.

### MUSIC SPECIALS

SEE. SH-222 (50c) .....	\$825
SEE. 100-R .....	435
SEE. V-200 .....	245
SEE. 100-C .....	235
AMI K-100 (New) .....	795
AMI I-200M .....	525
AMI J-200M .....	595
AMI G-200 .....	275
AMI G-120 .....	365
ROC. 1455 .....	425
ROC. 1454 .....	395
WURL. 2150 .....	495
WURL. 2100 .....	450
WURL. 2000 .....	395
WURL. 1800 .....	325
WURL. 1700 .....	265

Write for complete price list.

**UNITED, INC.**  
 1101 West Vliet St.  
 Milwaukee 8, Wisc.  
 Phone: BRoadway 3-8474

### PRICE LIST

\*USED KIDDIE RIDE EQUIPMENT PONIES

Capitol Pony .....	\$300.00
Big Bronco Pony .....	250.00
Champion Pony .....	275.00
Exhibit Pony Express .....	Special
Crusader Ponies .....	300.00
Pinto Pony .....	250.00
Lee Pony .....	225.00

**MERRY-GO-ROUNDS**

Lane Merry-Go-Round .....	\$275.00
Lee Merry-Go-Round .....	275.00
Capitol Merry-Go-Round .....	210.00
Deco Merry-Go-Round .....	225.00
Texas Kiddie Ride Merry-Go-Round .....	225.00

**SPACE SHIPS**

Bally Space Ships .....	\$150.00
Atomic Jet .....	125.00
Space Ranger .....	275.00
Space Patrol .....	125.00
Super Jet .....	250.00
Jet Jr. .....	100.00

**VARIETY EQUIPMENT**

Sea Skate .....	\$250.00
Duck .....	175.00
Bull-Rabbit-Dog .....	150.00
Austin Car .....	175.00
Hawes See Saw .....	100.00
Turtle .....	125.00
Old Smokey Train .....	240.00
King Choo Choo .....	175.00
Elsie the Cow .....	190.00
Dale Pistol Gallery .....	75.00
Exhibit Pistol Gallery .....	75.00
HVD Metal Typewriter .....	175.00

\*All Rides are offered in a used, as is condition, with all parts complete. (For reconditioned equipment add \$50.00 to the price indicated.) All equipment listed is subject to prior sale. DISCOUNT TO DISTRIBUTORS/VOLUME BUYERS.

**KIDDIE RIDES, INC.**  
 2557 W. North Ave., Chicago 47, Illinois  
 Phone: ARmitage 6-8180

### KIDDIE RIDE SPECIALS

7 Lee Carousel, 2 Horse, Merry-Go-Rounds, only \$175.00 ea.  
 6 Lane, 2 Horse, Merry-Go-Rounds, only 175.00 ea.

Here is your chance to get the most profitable of all rides at a price that is real low.

Terms: 1/3 down.

**Modern Dist'g Co.**  
 3222 Tejon Street, Denver 11, Colo.  
 Phone GRand 7-5834

## "Profit-Makers" From

# chicago coin

- DUCHESS BOWLER
- 6 GAME BOWLER
- DUKE BOWLER
- PONY EXPRESS RIFLE GALLERY

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

## ROANOKE VENDING EXCHANGE, INC.

The Staff and Employees extend Best Wishes for the Holiday Season to All of Our Customers . . . Friends . . . Manufacturers and Suppliers

Jack G. Boss Harry D. Moseley

DISTRIBUTORS FOR

— America's Leading Manufacturers —

American Shuffleboard Company, Inc.  
 Automatic Music, Inc. Bally Manufacturing Co.  
 Automatic Products Co. Valley Sales Co.  
 Chicago Dynamic Industries, Inc. Midway Manufacturing Co.  
 Irving Kaye Co., Inc.  
 J. H. Keeney & Co., Inc. Williams Electronic Mfg. Corp.  
 J. F. Frantz Mfg. Co. Mfg. Corp.  
 Klopp Engineering, Inc.

Serving Virginia, West Virginia, North Carolina and East Tennessee

## ROANOKE VENDING EXCHANGE, INC.

4930 West Broad St.  
 Richmond, Virginia  
 (Phone—ATlantic 2-4221)

Charleston, W. Va. Bristol, Va.  
 625 Ohio Avenue 63 Commonwealth Ave.  
 (Phone—DI 3-0311) (Phone—NO 9-7147)



nance company in St. Louis and McCormick has taken over the helm of his firm, the local distributor of Rock-Ola juke boxes.

A report was made by William Geiger of Amusement Supply Company in East St. Louis, Ill., that business has been picking up a little for the last several weeks. . . Things are quiet as far as the J. Rosenfeld Company is concerned, but Jack Gorelick of the firm is "looking for a brighter year in 1961." Sales are down right now, but "we are not looking backward—only forward," he said. *John Hicks*

**DETROIT TOPICS**

**Joseph Brilliant**, for many years a leader of the Detroit juke box business as head of the Brilliant Music Company, has become the head of Draw-Matic Engineering Company, on West DeNichols Road, which is manufacturing a unique drapery tabling unit and developing new automatic, electronic, and wireless control devices for opening and closing traverse drapes, doors, and other movable units.

**Eddie Clemons**, another of the real old-timers of the juke box business, and still the active head of Music Service Company, has been enjoying the Florida climate during the record-breaking cold spell before the holidays, but is due back soon. . . **James T. Menzie**, owner of the Excel Music Company, who has been sole owner of the company since the withdrawal of his former partner, L. V. Harris, has established his headquarters at Woodward Avenue, at Clemons' office.

King-Pin Equipment Company, one of the largest operating-distributing firms in Michigan, is consolidating its operations in the Detroit office on Fenkell Avenue and closing the Western Michigan office at Kalamazoo. **John R. Pieters** and **Joel T. (Joe) Auton** remain as the owners of the firm, with Auton in direct charge of Detroit operators. Pieters will continue to maintain his own home in Kalamazoo, with frequent visits to Detroit on his schedule. This change will make an improvement in operating efficiency possible through consolidation, Auton said.

Auton, who also heads the extensive operations of Michigan Midget Movies and several playland operations, notes that the games industry is in a state of near doldrums, adding that "My main interest of late has been the new pool table of Irving Kay, which is more modernistic and has some fine new features." *Hal Reeves*

**East**

**PHILADELPHIA SCENE**

Everyone along Coin Row had the same word to pass along. "Business was slow enough," they reported in unison, "but the big snow brought it to a standstill." Most distributors announced that many of the operators, especially those from up-State, were snowed in and couldn't even get out to make collections. Many of the occupants of Coin Row had trouble getting to work.

The talk around the Active Amusement Machine Company is getting back to business following the birth of a girl to **Larry Ash** and his wife, November 19. **Joe Ash** is the proud grandpop. . . **Jack Palmer** at International Amusement reported that **Sol Groenteman** and **Al Polak**, the firm's two principals, returned to the United States from a trip to Europe. They want to spend the holidays with their families.

**Al Rodstein** at Banner Specialty is still enthused over United's Bowl-A-Rama. . . **Moe Bayer** at Scott-Crosse reports Jamboree and Barrel O' Fun are moving well.

**HARRISBURG HAPPENINGS**

**Leon Taksen**, the popular manager of the Amusement Machine Operators Association of Pennsylvania and a partner in the D&L Coin Machine Company in the State capital, suffered a shoulder injury December 14 when he slipped on an icy sidewalk. It happened while he was downtown to buy himself a birthday present. Taksen, picked by The Billboard last year as one of the top 10 newsmakers in the industry, reported his arm was "all strapped up." Some birthday present. *George Metzger*

**West**

**DENVER DOINGS**

Visiting Denver distributors was **Ralph Rivera**, who recently purchased the big Taos, N. M., route of **Harry Deckerhoff**, Rivera, who will operate in an area which has a population of 60 per cent Indian, immediately went to work modernizing the route, with many stereo phonographs planned. Deckerhoff, an expert office-machines mechanic, as well as a repairman on electronics equipment, will continue to operate his complete office machines and office supply dealership in Taos.

**Leo Negri**, of Draco Sales Company, is on a several weeks' swing through Southern Colorado, up into Durango, Colo., Farmington, N. M., and the Four Corners area. Negri is concentrating on well-engineered stereo installations wherever he goes.

**Tom Bean**, dean of Denver phonograph operators, bought a new Wurlitzer 200 stereo phonograph recently for addition to his route. . . An unusual bit of publicity came to **Sam** and **Dan Keys**, brothers who head Apollo Music Company, when they were interviewed on a popular Denver sports program. The Keys brothers sponsor a woman's bowling team which walked off with the Colorado State championship for 1960. Both of the Keys, incidentally, are bachelors!

**Bob Paulsen**, veteran coin machine mechanic, has been added to the payroll at Draco Sales Company, Wurlitzer distributor. Despite a general slow-down in new phonograph and new amusement machine sales, volume in used equipment has been brisk, according to **Mike Savio**, Draco head, which necessitated another full-time hand at the firm's West Alameda service headquarters.

Most distributors in this area are reporting a build-up on used equipment sales since November, which indicates that numerous phonograph route operators who formerly would buy new equipment shortly after the first of the year, are switching instead to near-new equipment, and beefing up the routes at a lower investment.

**Willie Schlager**, Austrain-born former ski instructor in this mountain center, has bought a route of amusement and vending machines in the Glenwood, Pagosa Springs, and Afton area. Schlager had considerable experience in German coin machine operation in Bavaria before emigrating to the United States. *Bob Latimer*

**MANNY OF VARIED TALENTS**

**Juke Box Service Chief Is Tropical Fish, Radio Expert**

CHICAGO — Manny Herman, head of Atlas Music Company's service department, is a man of many talents. Besides being an expert on Atlas' full line of music and vending equipment, Manny raises tropical fish, has a stereo and electronic rig, and operates an active citizens band radio station in his home with his family.

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

Manny's station is called 18W-5053, and is jointly operated by him, his wife, Lee, and their seven-year-old son, Jerry. "Manny's warm personality," writes CBN & V, "belies the fact that he was a Japanese prisoner of war for three years in the Philippines, and some of the stories he tells are hair-raising."

The other members of the family are Jimmie, 1½ years old, and "too young to use the microphone,"

and Dinah, their curbstome setter dog, which they acquired while Manny and Lee were living in the Republic of Panama during 1948-50.

For the radio bug, or more accurately, citizens band radio bug, a listing of Manny's equipment is impressive. (For the layman, it is absolutely unintelligible). Quoting from CBN & V, "Their control station consists of a Johnson Viking Messenger unit feeding a Thunderstick, vertical coaxial antenna. In their mobile unit, they have a Vocaline transceiver feeding a top loaded Heliwhip. Both units operate at their peak performance and enable Manny to contact the control station from almost any location in the Chicagoland area. Altho station 18W5053 has multi-channel equipment, they operate more frequently on channel 9."

**SEASON'S GREETINGS**

from

**SHAFFER MUSIC CO.**

Write for Illustrated Phono Catalog

849 N. High St., Columbus 8, Ohio

Phone: AX 4-4614

Offices in Cincinnati and Cleveland

**EXPERTS IN EXPORTS**

VENDORS	ARCADE EQUIPMENT	BINGOS
300 Victor Baby Grands . . . . . \$ 6.50	Auto Photo #9 . . . . . \$995	100 Atlantic City . . . . . \$50
Avenco Coffee & Choc. . . . . 225.00	Auto Photo #11 . . . . . 1,975	15 Big Shows . . . . . 60
Mills Hot Chocolate . . . . . 95.00	Bally Golf Champ . . . . . 175	5 Beach Beauty . . . . . 65
Spacarb 3 Drink . . . . . 325.00	Cranes . . . . . 125	25 Big Times . . . . . 60
Spacarb 4 Drink . . . . . 365.00	Capital Midget Movies. 125	20 Beach Clubs . . . . . 50
Barvend Fresh Brew & Choc. . . . . 395.00	Capital Panorams . . . . . 325	10 Broadways . . . . . 65
Automatic Popcorn . . . . . 175.00	Floor Grips . . . . . 75	15 Gayety . . . . . 60
Keeney 9-Col. . . . . 95.00	Motorama . . . . . 185	15 Gaytime . . . . . 60
Electric Cig. . . . . 125.00	Miniature Golf . . . . . 95	20 Hi-Fi . . . . . 60
P. X. 12-Col. Cig. . . . . 125.00	Miniature Football . . . . . 95	10 Pixie . . . . . 65
National 9-Col. Cig. . . . . 125.00	Peppy the Clown . . . . . 195	15 Miami Beach . . . . . 65
National 11-Col. Cig. . . . . 165.00	Set Shot Basketball . . . . . 225	5 Starlet . . . . . 65
National 13-Col. Cig. . . . . 185.00		2 South Seas . . . . . 75
U-Select 72-Bar Candy 70.00		15 Surf Club . . . . . 60
Rowe 7-Col. Candy . . . . . 185.00		10 Yacht Club . . . . . 60
		1 Tahiti . . . . . 60
		12 Variety . . . . . 65
		1 Mexico . . . . . 65

**PHONOGRAPHS**

Seeburg: 10 B, 10 C, 5 R,  
3 G, 15 V-200, 2 VL-200,  
10 KD-200, 5 201, 4 222.

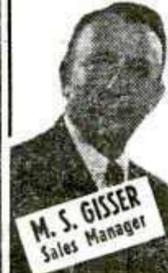
Wurlitzer: 10 1700, 10 2000,  
10 2100, 3 2150, 12 2300S.  
Rock-Ola: 3 1465, 5 1462,  
5 1455, 5 1452; 2 1478, new.

Write Us for Specially Low Prices.

Distributors for WURLITZER, UNITED, GOTTLIEB & MIDWAY.

**CLEVELAND COIN**

MACHINE EXCHANGE  
2029 PROSPECT AVE., CLEVELAND 15, OHIO  
All Phones: Tower 1-6715



M. S. GISSER  
Sales Manager

COLUMBIA, S.C.—A three-day Bally service school will be held for Southern operators at Peach State Trading Company headquarters, here, January 10-12.

Jim Faulk, Peach State manager, and Paul Calamari, Bally field engineer, will conduct the session. Emphasis will be on Bally's current Touchdown pin game, along with other current Bally models.

It's true. Big things really do come in little packages. And, to prove it, here's a new counter game with a selling price . . . and earning power "just like the good ole days"!!!

**SKILL CARDS**

A new compact coin-operated counter game with a sale price that can come out of the cash box in 1 week's time!

Here are some typical collection reports:\*

" . . . took in \$5.00 per hour on the first location in my area . . ."

" . . . \$75.00 total gross for three days . . ."

" . . . \$60.00 after one week in top tavern spot . . ."

\*(names of locations available on request—call collect)

The entire country is talking about SKILL CARDS.

WRITE . . . WIRE . . . PHONE TODAY! You'll have a sample the day after you call!  
Telephone Number: ALgonquin 4-4040

**REDD DISTRIBUTING CO., INC.**  
126 Lincoln Street  
Boston (Brighton) 35, Massachusetts

Exclusive distributors for:  
Seeburg, Bally, Chicago Coin and Fischer.  
Cable: REDDING.



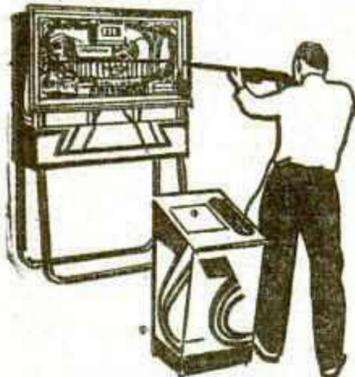
- Sturdy construction, formica finish.
- Perfect anti-tilt.
- Foolproof mechanism.

**Immediate Delivery!!!**  
**Order Today!!!**

Here's what Bob Slifer, NCMDA President, has to say about SKILL CARDS:

"We feel that the younger generation as well as the older players will play this card game. . . (it) takes little space, is easy to move, easy to service . . . less likely to have legislation problems, small investment for operators . . . opens way to new locations."

**WE  
HAVE  
IT...**



chicago coin's

**RAY  
GUN**

TESTED PROFIT ACTION!

Abe Susman

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



**Anchors  
Aweigh!**

You're off to a career  
with a future... a  
Navy career! Become  
a seagoing specialist.

**NAVY**



ENGLISH ROYALTY in the person of Queen Elizabeth, the Queen Mother, looks over a new Rock-Ola juke box installed recently in a new youth center at St. Peter's Church, St. Helier, Surrey. The Queen Mother was on hand for the opening of the club and stopped to get an explanation of the phonograph from one of the youth club members. Ruffler and Walker made the installation.

**Universal Firms  
Mulling Merger**

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

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

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

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

**Pa. Operators Plan  
Arthritis Donation**

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

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

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

**Memphis License Total:  
Games Up, Music Drops**

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

At the end of 1960 there were 856 phonographs on location, and 864 at the end of 1959. There were 624 games on location this year and 604 at the end of 1959.

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

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

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

"They stood in the way of progress," he said. "We had two other locations which were moved. I imagine other operators have had the same problem of losing locations."

The end-of-the-year figures for juke boxes for the past five years shows: 1956, 936; 1957, 952; 1958, 895; 1959, 864; 1960, 856.

Craig said there were 624 games on location this year and 604 at the end of 1959. Operators say that, although Memphis has never been a game town, the business has held its own and showed a slight pickup, apparently in keeping with a slight upturn in business conditions during 1960.

Games brought in flourishing business in the late 1940's and early 1950's, but leveled off and were in a decline in the mid-1950's, took another spurt forward in 1957, but have dropped some and have been in the neighborhood of 600 or more since then.

Figures for the last five years shows 631 at the end of 1956, 733 by the end of 1957, a big drop back to 600 at the end of 1958, a slight climb to 604 at the end of last year and this year 624.

Operators generally say they go for quality rather than quantity on games, eliminating locations which are not profitable and concentrating with good equipment on locations which are profitable.

**Coin Talent**

• Continued from page 59

mass exodus to West Germany in 1948 and that year re-established their coin machine business in Goettingen.

Like the rest of the refugees, they helped build back the West Germany coin machine industry, and they have prospered along with the boom. Only recently the firm observed its 30th anniversary.

There are some coin machine experts—on both sides of the Iron Curtain, incidentally—who hold that there is no point to training East German coin machine engineers, technicians or even skilled labor.

One West German expert observed, "Of course, it's wonderful from our view, for as soon as the East Germans train them, they will immediately flee to West Germany, and we will hire them. But it's no business for the East Germans."

Another Reader-Advertiser Benefit of the

**NEW BILLBOARD**

Exclusively for the Music-Coin Industry

**Faster  
Distribution**

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



Watch for the  
**NEW Billboard**  
Coming January 9

**BILLBOARD  
MUSIC WEEK**

- ... Music-Phono Merchandising
- ... Radio-TV Programming
- ... Coin Machine Operating

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



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

**PHONOS**

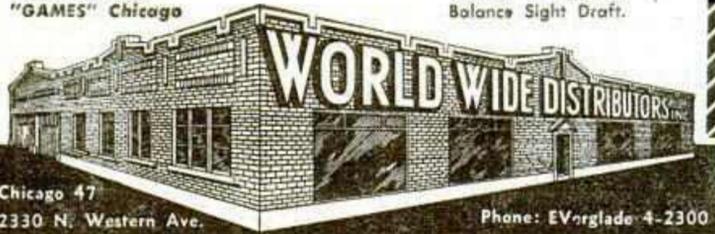
SEEBURG 222 SH .....	\$845	ROCK-OLA 1446-120 .....	\$275
WURLITZER 2300 STEREO .....	675	ROCK-OLA 1438-120 .....	225
ROCK-OLA 1478-120 .....	775	SEEBURG HF-100 G .....	375
ROCK-OLA 1468-120 .....	675	SEEBURG M-100 C .....	275
ROCK-OLA 1458-120 .....	525	SEEBURG M-100 B .....	225
SEEBURG HF-100 L .....	475	A.M.I. G-120 .....	345
SEEBURG HF-100 R .....	445	A.M.I. F-120 .....	275
SEEBURG KDH-200 .....	495	A.M.I. E-120 .....	145
WURLITZER 2150 .....	395	A.M.I. E-80 .....	145
WURLITZER 2104 .....	445	A.M.I. D-80 .....	125
ROCK-OLA 1448-120 .....	375	ROCK-OLA 1454-120 .....	425

**GUNS**

Wms. TITAN GUN .....	\$375	Genco BIG TOP GUN .....	\$175
Wms. HERCULES .....	345	Exhibit SHOOTING GALLERY ..	95
Wms. CRUSADER .....	325	Chi Coin SHOOT THE CLOWN ..	425
Wms. VANGUARD .....	295	Bally MOON RAIDER .....	325
Wms. CROSSFIRE .....	225	Bally GUN SMOKE .....	175
Genco DAVEY CROCKETT .....	225		

Cable Address  
"GAMES" Chicago

Terms: 1/3 Deposit,  
Balance Sight Draft.



Chicago 47  
2330 N. Western Ave.

Phone: EVerglade 4-2300

**WANTED**  
 Experienced Bingo Mechanic.  
 Must be honest and reliable.  
 Steady work. Write  
 BOX 115, The Billboard  
 188 W. Randolph Street  
 Chicago, Ill.

**For 1961  
 A Happy  
 Healthy  
 And  
 Prosperous  
 Year  
 To All**

**DAVID ROSEN**  
 Exclusive A M I Dist. Ea. Pa.  
 855 N. BROAD STREET, PHILA. 23, PA.  
 PHONE: CENTER 2-2903

**GIVE TO DAMON RUNYON  
 CANCER FUND**

**Int. Amusement  
 Moves Next Door**

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

The building was formerly occupied by the Sandy Moore Corporation of Pennsylvania and later the All-Vend Equipment Company.

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

**Howard Ellis**

• *Continued from page 52*

erator sell the equipment to the location is only if such top stops insist on buying.

Ellis suggested that where location sales did make inroads, operator neglect of the location was usually the cause. "Operators will often go along for years, getting a good income from the spot, and tend to take it for granted. We often forget that personal service means quite a bit to the small merchant."

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

**Yule Standards Top Boxes**

• *Continued from page 52*

Reasons? "I think there are a lot of hot new popular items out. That and the fact that a lot of bars and cocktail lounges are tending to stay away from Christmas tunes."

At Singer One-Stop, Chicago, Fred Sipiora says that operator buying is a little down from last year—maybe 15 per cent. Crosby's "White Christmas" and "Winter Wonderland" with the Andrew Sisters are the better selling standard to the juke box trade. Among newer tunes, Darin's "Christmas Auld Lang Syne" and Miller's "Must Be Santa" are leading the list.

At Jim O'Dwyer's Music Box One-Stop, standards are the major item for operators, Bernard Krok, manager, says.

Music Box services most of the Midwest and Southwest with offices in Houston, Denver, Dallas, Atlanta and Chicago.

Popular disks have fallen off during the past few weeks but there has been no major pickup in Christmas tunes either. Generally, operator business is off about 10 to 15 per cent.

Krok cited "lack of Christmas spirit," plus the fact that operators seem to be well-stocked from previous years with standards.

Among new tunes, Helm's "Jingle Bell Rock" and Brenda Lee's "Rockin' Round the Christmas Tree" were named as leaders. Among standards, the favorites include: "White Christmas," Crosby; "I'll Be Home for Christmas,"

Como; "Adeste Fideles" and "Silent Night," Crosby; and "Auld Lang Syne," Guy Lombardo.

All the one-stops interviewed expected operator buying to pick up after the holidays. For one thing, as many as seven to 10 holiday disks will be taken off the machines and operators will need replacements.

For another reason, record labels traditionally unveil a good quantity of new products in January. This usually gets a big boost at the retail level and operators tend to follow suit.

**Syracuse License**

• *Continued from page 52*

issuing a master's license for dealers and having them list all the machines they handle.

In addition to the saving of time and effort, the proposal would provide additional revenues of \$21,600 for the city to add to the \$43,460 already received under the current licensing procedures. There are 36 dealers handling from one to 55 machines each operating in the community.

Mayor Henninger voiced strong support for the proposal and said he felt that the \$300 dealer license was not excessive. He pointed out that the city provides substantial services in processing and enforcing pinball and juke box licensing and should be paid for it.

**RECONDITIONED  
 GUARANTEED**

**SEEBURG**

222S	.....	\$895.00
201DH	.....	775.00
HF100R	.....	425.00
HF100G	.....	365.00
100W	.....	325.00
M100C	.....	295.00
M100B	.....	225.00
3W1 Wallbox	...	47.50

**SEEBURG HIDEAWAYS**

HK200	.....	\$350.00
HHF100R	.....	350.00
H100W	.....	250.00
HM100A	.....	75.00

**WURLITZER**

2200	.....	\$475.00
------	-------	----------

Terms: 1/2 deposit required.

WORLD EXPORT  
 WESTERN EXPORT  
 DISTRIBUTING

**Davis Corp.**  
 Exclusive Seeburg Distributor

738 East Erie Blvd.  
 Syracuse 3, N. Y., U. S. A.  
 Phone: GRanite 5-1631

when answering ads . . .  
**SAY YOU SAW IT IN  
 THE BILLBOARD!**

**New as Tomorrow!**  
**GOTTLIEB'S 2 PLAYER**

**MERRY GO ROUND**

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

This Baby's really got it! High, wide and handsome canted light box stands out in any location. The ageless beauty and durability of **Stainless Steel** moldings provide an appealing new and clean appearance permanently. Sparkling appearance of plated 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
- "Round-Robin" holes score 100, 200 or 300 points
- Step-up bonus feature scores up to 200 points when ball goes out
- Top bumper and 2 side contacts increase bonus value
- Top rollovers score 10 times value when lit
- Rollover buttons light pop-bumpers for high score
- 2 super-powered skill flippers
- Coin box with locking cover • Plus a host of other fine features

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILL.  
 It's Always Profitable to Operate Gottlieb Games!

NEW MAGIC FROM RESEARCH!  
 "Hard-Cote" playboard finish adds wear-resistant qualities that extend playboard life to an all time high.

A Gottlieb  
**FLIPPER**  
 SKILL GAME

**Season's Greetings**

**"PERSONALLY"**  
we all wish you  
the most prosperous  
New Year!



PERSONALIZED FOR YOUR LOCATIONS

**SEEBURG**  
THE SEEBURG CORPORATION • CHICAGO 22, ILLINOIS