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The Billboard

1958
OUTDOOR CONVENTION
SPECIAL

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NOVEMBER 24, 1958 **ABC** THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY **ABC**

Bowling, Anyone? Here's New Set-Up

New Automatic Ten-Pin Palace Boosts Low-Cost Fun for Mom, Dad and Kids

By **KEN KNAUF**

UNIVERSITY CITY, Mo.— "Bowl for 10 Cents a Game." That's the come-on heralding the Bowlette, a fresh experiment in amusement to be launched here the day after Thanksgiving.

The Bowlette is a fully-automatic miniature bowling palace that could start a new kegling trend equal to the once highly-popular diversion of miniature golf. If successful, it will add a new dimension to the amusement field in general and the coin-operated games business in particular.

It's the brainchild of Jack Rosenfeld, St. Louis coin machine distributor and head of the J. Rosenfeld Company.

The new recreation spot in this well-to-do West Side St. Louis neighborhood will feature bowling on 18 individual coin-operated alley games up to 20 feet long. The games have large pins, small-size bowling balls. Filling out the scene will be other fun machines including baseball games, a rifle range and a photo device—from 45 to 55 units in all. Initial cost of opening will run from \$1,200 to \$1,500, including costs of labor, lighting and fixtures. Building is leased and game installations are valued at \$25,000.

Pleasant, Busy Area

Site is a newly-remodeled 45 by 65-foot building which once housed a large drugstore. It's seated in the midst of a busy traffic center served by nine transport lines including buses and taxis. Within three miles of the site are 107,000 potential patrons,

an estimated 95 per cent in apartment dwellings.

But Rosenfeld's plans reach farther than the opening of this single site. If the idea succeeds—and he's using the initial Bowlette as a "guinea pig"—he hopes to set up similar rec spots in other sections of St. Louis. Says Rosenfeld: "This is a revolutionary idea . . . It will result in one of two things: A big success, or a big flop."

Actually, Rosenfeld has great expectations: He's already picked out two more Bowlette sites and claims that the idea has brought tremendous reaction from both businessmen and private citizens. "This town could sustain a chain of 10 or 12 such places," Rosenfeld believes.

The Bowlette, as its name implies, is designed as a miniature bowling alley—not a Penny Arcade. It will have seating room for 40 players and spectators just eight feet behind the long row of bowling games. It will provide fully-automatic refreshment service with a battery of soft drink, candy, cookie and cigarette vending machines. Nothing will be served "over the counter." Music will be supplied by a new Rock-Ola stereophonic juke box which should provide an added attraction for most opening day visitors.

Forming Bowling Leagues

Plans are underway to form bowling leagues broken down into the various age groups, and sponsored by local business and fraternal organizations. Sponsorship

(Continued on page 101)

TV SONG THEME PATTERNS CLING TO PRECEDENT

NEW YORK — "Theme Songs" for television shows continue to fall into definite patterns, with Westerns relying principally on specially penned "folk ballads" that feature the title, heavier dramatic shows sticking to romantic classical or semi-classical themes, musical variety shows tending to use a tune that's become associated with the star thru performance or recordings, and with quiz shows using everything from show-tune oldies to fast-paced openers written for the show.

That's the primary impression emerging from a check-up on theme music used in NBC-TV network shows this season.

Horse operas like "Cimarron City," "Fury," and "Restless Gun," among others, have all taken a leaf from Hollywood's book of oater S. O. P. and, like "High Noon," have guitar-twanging ballads underlining title shots. "Good-year Theater," on the other hand, uses Mamorsky's "Salute to Industry," the Hallmark series uses Williams' "Dream of Olwen," and soap opera "From These Roots" uses Clarke Morgan's "Prelude in D."

The Bob Cummings Show invites a musical double-take. Its theme is "A Romantic Guy I," by Frank Stanton—not the dapper CBS exec, however. The Arthur Murray Party, understandably, uses Strauss' "Tales From the Vienna Woods." Bob Hope sticks to "Thanks for the Memory." Tennessee Ernie closes with "Bless Your Pea Pickin' Heart," and Perry Como likes "Dream Along With Me."

Renewed Confidence To Key Outdoor Showmen's Meets

Silver Lining to '58's Murky Start Sparks New Season Hopes

CHICAGO — Outdoor showmen, fresh from vacations or a slow-down of their personal activities, will troupe into Chicago next weekend for the annual conventions and trade shows of various segments of the industry, exuding greater confidence than they did at the same point last year.

The outlook for 1958 was murky as showmen went into the 1957 conventions. The country was in a recession. Circus business late in 1957 was off; owners were treading "scared" in approaching 1958.

However, the '58 season proved a generally good one. For fairs and circuses, in particular, it was an excellent year. In the case of fairs, the good year is readily understandable. By fair time—late summer thru the fall—the general economy was on the way back, farm prices and crop conditions were the best in years, and the public was sold that the recession was behind them. Attendance was generally good-to-excellent. Weather for fairs as a whole was better than in any recent years, with a scant few hard hit by rain.

Circuses Soar

Circus operators who had tread cautiously earlier were amazed at the upturn in their business early in the year and at the high level it sustained thruout the year. Some attributed the upturn to the fact that many people refrained from buying cars, hard goods and the

like and thus had more for amusement attraction maintained the ever-number of youngsters circus-going age was a f

Amusement parks, K and other permanent in experienced good business whenever they w good weather. Unfortunate weekends and holidays mally were hurt by rain, leveled the year's receipts to of a moderate year.

Carnivals Build

Carnivals generally accounted for off-business in the spring months — months which caught more than the usual amount of rain in many areas. Those midway organizations which operated in the highly industrialized areas, principally, in Michigan, Ohio, West Virginia and the Mid-Atlantic States, also were hurt by high unemployment in those areas.

But business for those same shows at fairs in those areas was fair to good some months later. Elsewhere thruout the country, particularly in areas tied to the farm economy, carnivals enjoyed excellent and in many cases, record grosses.

Again, amusement rides, whether on touring carnivals or in permanent installations, enjoyed thumping business. More shows and parks added rides to meet the ever-increasing potential. One German-originated ride, the Wild Mouse, enjoyed brisk sales, and versions of it were being sold in

(Continued on page 49)

Might Save Dad Money

ST. LOUIS—Success of the Bowlette, new low-cost bowling emporium near here, would solve a personal problem for Jack Rosenfeld, owner of the University City recreation spot.

Rosenfeld complains that his two children, age 9 and 10, have "no place to go" for a good time. The Bowlette would solve the problem, and also cut down on family expenses.

Jack explains that, while he enjoys taking his kids bowling, it has usually cost him from \$7 to \$8 an evening. This, if done regularly, becomes a luxury, says Jack. Now, with the opening of his Bowlette, the young Rosenfelds, along with the other kids in town, can bowl to their hearts' content at a dime a game.

NEWS OF THE WEEK

Major Labels, Vet Artists DJ's Top Yule Wax Choices . . .
Disk jockeys concentrate on Christmas wax by major labels and veteran artists, with special emphasis on choral LP's, during the Christmas season, according to a recent Billboard survey to determine which Christmas records are played most frequently by jocks during the holiday season. . . . [Page 2](#)

Fun and Frolic Dominates 7th C.&W. Deejay Festival . . .
Seventh annual National Country Music Disk Jockey Festival sets new attendance mark as nearly 2,000 representatives attend two-day meet in Nashville. . . . [Page 3](#)

British Music Circles Rebel Against Influx of "Pop Rot" . . .
British bandleaders, songwriters, musicians and public press are protesting against the "deterioration in the field of popular music." Maestro Vic Lewis has asserted that teen-agers "deserve a better deal" than the "pop rot"

they are getting which is "largely controlled from America." . . . [Page 11](#)

Disk Business Spotty; LP's Hold Steady Pace . . .
A check of record sales among dealers and distributors across the country shows that business is still spotty. Singles are down in most markets, but LP's are ahead. Stereo LP's are making strong gains also. . . . [Page 4](#)

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See Brisk Biz At Trade Show

CHICAGO — Brisk buying is expected to highlight the annual trade show of the National Association of Amusement Parks, Pools and Beaches here at the Hotel Sherman next week. Amusement riding devices face the likelihood of especially heavy sales.

The trade show is one of the highlights of the outdoor industry's conventions which will open Sunday (30) in the Hotel Sherman. Organizations, besides the NAAPPB which will hold conventions, meetings and dinners, include the International Association of Fairs and Expositions, the Showmen's League of America and the American Recreational Equipment Association.

HOLIDAY SPIN POLL

Major Labels, Vet Artists DJ's' Top Yule Wax Choices

By JUNE BUNDY
NEW YORK — Disk jockeys concentrate on Christmas wax by major labels and veteran artists, with special emphasis on choral LP's, during the Christmas season, according to a survey recently conducted by The Billboard to determine which Christmas records are played most frequently by jocks during the holiday season. (See chart for complete results on yule poll.)

RCA Victor and Capitol tied for the most sides (nine each), while Bing Crosby was the No. 1 artist in terms of the number of sides (six)—singles, EP's and LP's—played by jocks. Crosby's "White Christmas" platter was a run-away winner in the singles field, pulling more than twice as many votes as runner-up, Nat Cole's "Christmas Song," with two Perry Como singles—"White Christmas" and "Home for the Holidays"—in third and fourth positions.

Only new song on the most-played singles list was Harry Belafonte's "Mary's Boy Child," which was No. 5. Missing from the list were several traditional holiday items—"Winter Wonderland," "Santa Claus Is Coming to Town," etc. The top Christmas LP was Percy Faith's Columbia package "Music from the Christmas Season," with Sinatra's "Jolly Christmas" second, and Bing Crosby's "Merry Christmas," third. It's interesting to note that altho Elvis Presley's Christmas LP was the No. 1 best selling album during the holidays last year, the package didn't place on the jockeys' most-frequently played list.

The jockey's preference for Christmas choral music is illustrated by the appearance of six choral LP's on the Top 10 list. They include Jackie Gleason's "Merry Christmas" (which features a choral group), Columbia's "Songs of Christmas" by the Norman Luboff Choir, Fred Waring's "Now Is the Caroling Season," No. 7; Walter Schumann's "Voices of Christmas," "Joy to the World" by the Roger Wagner Chorale, and

"Christmas Hymns and Carols" by the Robert Shaw Chorale.

Altho none of the strictly rock and roll artists made the chart, Pat Boone demonstrated his dual-audience appeal (adult as well as teen-ager) by scoring No. 1 on the most-played EP list with his Dot package "Merry Christmas," while his other holiday EP, "A Very Merry Christmas From Pat Boone" was No. 7 on the same chart.

Several EP versions of above mentioned LP favorites made the most-played EP chart, including Gleason's "Merry Christmas," the Wagner album; Schumann's "Christmas in the Air" and "Voices of Christmas," and Crosby's "Merry Christmas."

Col. Promot'n Seminar Clicks on All Fronts

NEW YORK — Columbia Records is beaming this week over the way their first promotional seminar for their distributor promotion managers went over last weekend. The promotional confab was called by the diskery to help promotion managers from 14 key markets get professional advice on new and better ways to expose the firm's new product—singles and albums—to deejays, TV shows, station management, and any other area where promotion is all important for records.

Idea of the meeting, which was sparked originally by Columbia sales chief Bill Gallagher, was to make the distributor promotion men more aware of the importance of promotion and to give them that extra know-how to improve their work with Columbia disks. The series of meetings were chaired by Columbia singles merchandise chief Dave Kapralik, with speeches by pop album merchandise chief Paul

McKimmie and classical album merchandise head, Pete Munvies.

Speakers at the meetings included deejays Bill Randle, of WERE in Cleveland; Steve Labunski, of WMCA, New York; Toby Di Luca, of WFIL, Philadelphia; Martin Block, of WABC, New York, and Bob Sadoff, of NBC network. Basically this panel called for better selling techniques on the part of all promotion men to get their product played on the air, and useful information about each record and album so that jocks would have programming material to use in talking about new records. Hypes were frowned upon and straight speaking was praised. In addition all of the panelists spoke of the

(Continued on page 14)

WB Sets 1st Yule Release

HOLLYWOOD — Warner Bros. Records is marking its first Christmas with the release of a single disk and five albums aimed at the yuletide season. Christmas single was cut by nine-year-old Johnny Alvin and backs "Santa Claus Wrecked My Electric Trains" with "Rudolph."

Holiday packages include "Caroling, Caroling" by the Gene Lowell Chorus; "Some Children See Him," Children's Choir of All-Nations; "A Christmas to Remember" Jimmy Joyce Singers with Billy May conducting the orchestra; "Sounds of Christmas" and the Vestry Choir singing "On a Clear Sabbath Morning."

VICTOR LOANS THRUSH TO COL.

NEW YORK — A genial spirit of co-operation spread over the record industry this week when RCA Victor Records okayed the loan-out of thrush Pat Suzuki to Columbia Records for the original cast album of Rodgers and Hammerstein's "Flower Drum Song." Columbia landed the original caster a few weeks ago. Suzuki is one of Victor's most promising young artists and has a starring role in the R.&H. musical due to open soon on Broadway.

DEEJAYS' FAVORITE CHRISTMAS DISKS

The following records are played most frequently by deejays each Christmas season, according to a survey made by The Billboard.

SINGLES

1. "White Christmas," Bing Crosby, Decca.
2. "Christmas Song," Nat Cole, Capitol.
3. "White Christmas," Perry Como, Victor.
4. "Home for the Holidays," Perry Como, Victor.
5. "Mary's Boy Child," Harry Belafonte, Victor.
6. "Rudolph the Red Nosed Reindeer," Gene Autry, Columbia.
7. "White Christmas," Frank Sinatra, Capitol.
8. "Silent Night," Bing Crosby, Decca.
9. "Silver Bells," Bing Crosby, Decca.
10. "Silver Bells," Fontane Sisters, Dot.

LP ALBUMS

1. "Music of Christmas," Percy Faith, Columbia.
2. "Jolly Christmas," Frank Sinatra, Capitol.
3. "Merry Christmas," Bing Crosby, Decca.
4. "Merry Christmas," Jackie Gleason, Capitol.
5. "Christmas Carols," Mantovani, London.
6. "Songs of Christmas," Norman Luboff Choir, Columbia.
7. "Now Is the Caroling Season," Fred Waring, Capitol.
8. "Voices of Christmas," Walter Schumann, Victor.
9. "Joy to the World," Roger Wagner Chorale, Capitol.
9. "Christmas Hymns and Carols," Robert Shaw Chorale, Victor.

EP ALBUMS

1. "Merry Christmas," Pat Boone, Dot.
2. "Merry Christmas," Jackie Gleason, Capitol.
3. "Joy to the World," Roger Wagner Chorale, Capitol.
4. "Christmas in the Air," Voices of Schumann, Victor.
5. "Perry Como Sings," Perry Como, Victor.
6. "Voices of Christmas," Walter Schumann, Victor.
7. "A Very Merry Christmas," Pat Boone, Dot.
8. "Christmas Concert," Mickey Mouse Ork, Disneyland.
9. "The Sounds of Christmas," Three Suns, Victor.
10. "White Christmas," Bing Crosby, Decca.
11. "Merry Christmas From Our House to Yours," Lawrence Welk, Coral.

Victor Pacts Larry Elgart

NEW YORK—RCA Victor has signed the Larry Elgart ork. Diskery has already recorded the band in an LP and hopes to have the set on the market either the end of December or early in January. Larry Elgart split with his brother Les a few months ago, as reported in The Billboard to go out with his own band. Les Elgart and his ork stayed with Columbia Records. The Larry Elgart Victor waxing was cut stereophonically and will be released both on monaural and stereo disks.

Rosner to New Victor Post

NEW YORK—Ben Rosner has been appointed to the newly created post of radio-TV relations manager at RCA Victor.

In his new job, Rosner will be responsible for all radio and TV TV liaison as it relates to Victor artists and product. Rosner, who recently headed up the Vik operation, has been with RCA since 1949.

Plain Org Debs Retail Test

CHICAGO — A giant in the field of wholesale catalog selling to small retailers, John Plain Company, Chicago, is emerging more and more as a factor in the sale of recorded sound and a first test retail discount store has been opened. John Plain thru a subsidiary, Benjamin Allen, a veteran wholesale distribution business, has opened its first retail discount store

(Continued on page 14)

Hudson-Ross Files Under Chapter XI

CHICAGO—Hudson-Ross Inc., local record-playback-appliance chain, this week filed under Chapter XI of the Bankruptcy Act in federal court, seeking to retain possession of its property while attempting to pay off 165 creditors. Chain's record departments numbered seven at the peak in 1957, but has dwindled down to a Loop and northwest neighborhood store under the Hudson-Ross monicker, while Mandel's down-

(Continued on page 14)

Caedmon Inks Decca Distribbs For 27 Cities

NEW YORK — Caedmon Records has expanded its sales coverage with the appointment of Decca as the line's distributor in 27 cities, according to Dick Weddell, Caedmon sales chief.

Decca Distributing Corporation now represents the class spoken-word line in Albany, Harrisburg, Buffalo, Newark, Philadelphia, Richmond and Charlotte in the East; in Cleveland, Cincinnati, Pittsburgh, Indianapolis in the North Central area; in New Orleans, Dallas, San Antonio, Oklahoma City, Atlanta, Birmingham, Memphis and Miami in the Southern territory; Milwaukee, Omaha, Kansas City and St. Louis in the Midwest, and Seattle, Phoenix and Honolulu in the West.

Caedmon has made other distributor appointments, including Trans-Disk, Boston; Arc, Detroit, and J.&F. in Baltimore. Present distribbs are retained in New York, Chicago, San Francisco, Los Angeles, Salt Lake City and Denver.

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Settlement of ASCAP-Justice Dispute Near

WASHINGTON — Talk of a consent decree settlement between Justice Department and ASCAP, possibly before Christmas, is increasing here. Justice spokesmen insist there is nothing official, and that there is "no target date" set for completion of negotiations.

Justice attributes strengthening rumors to the fact that "we quite naturally hope for an early and successful end to negotiations." However, Justice spokesmen say they are prepared for any snags that could put it over "for an undetermined length of time."

Principal complaints against ASCAP operation under its 1950 amended consent decree were noted by antitrust chief Hansen during Roosevelt hearings as: 1. ASCAP survey is not representative; 2. Society has failed to give proper credit to logged music; 3. Unfair benefits accrue to certain members at the expense of others.

In greater detail, Hansen said that: 1. The weighted vote permitted under the 1950 consent decree would necessitate amending the decree itself, if the voting policies of ASCAP were found to be unfair to membership; 2. ASCAP survey and sample logging procedures were being checked by Justice as to whether they were truly representative; 3. Distribution, particularly as affected by "multipliers" applied to logging samples was being studied as "vital" affecting distribution of performance money to members.

3 SIGMAN TUNES ON HIT PARADE IN SAME WEEK

NEW YORK — "There is always room for a good song of any type," said lyricist Carl Sigman this week after three of his songs—two of them current hits—were performed on The Hit Parade. Sigman, one of the better professional lyricists around today, penned the words to "The Day the Rains Came," and "It's All in the Game," two smashes that were spotlighted on last week's Hit Parade. One of Sigman's earlier hits "Bongo, Bongo, Bongo," was an "extra" on the same show the same week.

"No matter what type of tunes are going, it is important for a professional writer to keep on writing, and perhaps most of all, to have faith in yourself. At the present time, it appears that the quality songs are on their way back, which will make it better for the pros. But I believe a good rock and roll tune is as important as any swing or jazz tune to American music. Every good song has its place in the tune market today."

In addition to the hits, "The Day the Rains Came" and "It's All in the Game," Sigman has another ditty currently that appears likely to turn into a big one. This is "The World Outside" the popular version of "The Warsaw Concerto," for which Sigman wrote the lyric. Sigman had another big hit a few years ago in "Shangri La."

Fun and Frolic Dominates 7th C.&W. DeeJay Festival

Nearly 2,000 Converge on Nashville for Annual Meet to Set New Attendance Mark

By BILL SACHS

NASHVILLE — The seventh annual National Country Music Disk Jockey Festival, held here Friday and Saturday (21-22) proved once again that the delegates to this c.&w. trade extravaganza still come primarily for fun and general social goodfellowship rather than an education. This latest conclave, which again attracted not only the c.&w. deejays from everywhere, but important reps from all facets of the country music business, must be chalked up as the most successful one yet held, but the interest-laden Friday afternoon session suffered from lack of attendance.

According to unofficial figures, this year's event pulled nearly 2,000 registrations, a 30 per cent increase over last year's record mark. WSM officials, who coupled the event with its "Grand Ole Opry's" 33d anniversary, were lauded from all sides for their excellent handling of the conclave details and programming. While nothing of a startling or unusual nature developed at any of the sessions, both program periods Friday ran smoothly and offered much to the jockeys seeking additional know-how.

Morning Session
The initial meeting Friday morning at 10 had Ott Devine, WSM program director, as toastmaster.

Following his address of welcome, Jack DeWitt, WSM prexy, read a note of greeting from Gov. Elect Buford Ellington of Tennessee, who was unable to fill his place on the program due to other commitments.

Highlight of the morning session was an address by Matthew J. Culligan, executive vice-president of the National Broadcasting System. After expounding upon the merits of country music and the progress it has made over the years, Culligan introduced by remote control Morgan Beatty, NBC's world-news round-up reporter, who brought in direct from London, Berlin and Tokyo NBC's correspondents to spiel on country music and how it is being accepted in those areas. The gimmick clicked handily, especially the Berlin correspondent's quote that, "What the Russians fear most is your country music."

Culligan also discussed network and local-station programming and the need for co-operation between the two. It is only thru such co-operation that the public can be assured of sound, well-balanced programming. Individual station program managers must be given leeway to operate, Culligan pointed out, but the networks must co-operate by contributing certain efforts that the local stations can't do. NBC has worked considerably

in the past toward furthering country music, Culligan stressed and will continue to do so in the future.

Following Culligan's talk, toastmaster Devine introduced a taped greeting to the convention from Roy Acuff, now touring with his unit in Germany. The remainder of the morning was taken over by presentation of awards by the various music organizations and trade papers.

The Friday afternoon session was one of the best programmed of any in the past and offered much to the deejay whose mind ran in the serious vein. There was much criticism from the floor and the dais for the lack of attendance occasioned by the fact that numerous hotel-room social sessions were many away.

The Friday afternoon meeting opened with an address on "Country Music and Its Future in the Record Industry," delivered by Jack Burgess, merchandising sales chief of RCA Victor, in the absence of RCA Victor's director of a.&r. Steve Sholes who was forced off the program by illness. In the paper read by Burgess, Sholes was quoted as saying that the teenagers hold the key to the future of country music. "With the changing times," said Sholes, "old-fashioned c.&w. records are not wanted. The kids want the newer sounds, and they are the ones to be satisfied as they are the ones who buy the records." Sholes credited the country deejays with keeping c.&w. music alive in the face of much opposition. He rang a note of optimism by stating that the country music picture has never been brighter, with RCA Victor's c.&w. singles sales showing substantial increase each year over the last three years.

Ray Mossi, product advertising manager of the Pet Milk Company, outlined the success his firm has enjoyed by the use of country music in its programs over the radio net of some 200 keystone network stations. He described it as the best media for moving merchandise in the area covered, netting more results per \$1 spent than other types of music.

Connie B. Gay, of the Town and Country network, drew an ovation with his talk in which he scored those station and network

DJ 'Half Price Pick' Tie-Up

CLEVELAND—Pete Myers and the other deejays at WHK, here, have effectuated a potent tie-up with local record stores, according to a report passed along by Bill Gavin, program chief for "Lucky Lager Dance Time." Gavin says the deal is called a "half price pick."

Here's the way Gavin says it works: "Jocks each select one a week and local retailers sell it for 50 cents to all comers who quote the special password. When Pete picked "Whole Lotta Lovin'," kids went out in pelting rain to get the bargain. That's loyalty."

Other stations across the country report similar success with the premium-priced disk pick gimmick. (See Vox Jox.)

R & R Recedes Slowly; Still Packs Punch; Ballads Gain

Field Opens Up as Pop Absorbs Beat and Country Influence

By BOB ROLONTZ

NEW YORK — With a century old folk tune, "Tom Dooley," turning into the top hit in the country, and with ballads like "It's All in the Game" making it in big time style, it finally appears as tho the great rock and roll wave, which has engulfed the entire record business for the past five years, is slowly receding. But, and here a note of caution must be injected, this does not mean that rock and roll is

dead or even dying—what it does mean is that rock and roll is moving closer to pop in style and content, and that pop is absorbing the rock and roll beat and the rock and roll triplets. As rock and roll recedes, its fallout is permeating almost all pop hits.

A case in point is the aforementioned "It's All in the Game" which was the number one hit up to a few weeks ago. To some people, especially the kids, "It's All in the Game" was a rockballad in the rock and roll genre. To others, especially adults, "It's All in the Game" was a pop hit with some rock and roll figures. Much is in the point of view.

Altho the number one straight rock and roll hits are still sizable, and only the names of Elvis Presley and Ricky Nelson are necessary to show how strong r.&r. still is, ballads, foreign tunes, novelties, cha chas and instrumentals are making it. Some a.&r. men have commented that the record field today is so wide open that any sort of good tune can make it. Perry Como, Nat Cole and Dean Martin have each had three or four hits in more fiercely competitive than ever before," Leslie said: "This is also true of full-priced LP's and singles, so why point us out? Design has no 'precarious financial and credit arrangements' with rack jobbers. We operate on a guarantee-exchange basis. Returns last year were only 5 per cent.

"As for the name value of majors," Leslie continued, "Design has D'Artega, Dennis Day, George Jessel, Connie Boswell, etc. The hits this year, and these singers

rarely touch what could be called r.&r. material.

An indication of the current non-r.&r. tunes on The Billboard charts are the Ames Brothers "Pussy Cat," Tommy Dorsey's "Tea for Two Cha Cha," Enoch Light's "I Want to be Happy Cha Cha," the Four Preps' "Cinderella," the Platters' "Smoke Gets in Your Eyes," the Nu Tornados "Philadelphia, U. S. A.," Frank Sinatra's "Mr. Success," Keeley Smith's and

(Continued on page 14)

Randle, Block Warn of Name Jock Extinction

NEW YORK — Veteran deejay Bill Randle, WERE, Cleveland, told a group of Columbia Records promotion men here last week that the name disk jockey will become

as "extinct as the Dodo Bird," if the trend toward disk programming by local station management continues to build in the industry. (For a complete report on the Columbia meet see story elsewhere in this issue.)

Randle explained that he is not personally affected by the trend, since he owns stock in WERE and has a contract permitting him to play anything he wants to play. In line with this, another veteran deejay, Martin Block, WABC, New York, told the group that he, too, has an "ironclad" contract permitting him full control over disk programming.

However, Block said WABC execs had explained to him why they wanted him to follow a top-sellers-type format, and that he had in effect "succumbed" to management radio. Then Block brought the house down with a

(Continued on page 4)

Hefty Promotion Key To Strong C&W Field

NASHVILLE — The Country Music Association, organized recently for the purpose of fostering, publicizing and promoting the growth and interest in country music, heard how these virtues might be gained from a group of speakers at the org's first open meeting held Thursday morning (20) in Studio C of Station WSM here. Organization's total membership at press time was announced as 145.

Jack Stapp, general manager of Tree Publishing Company and one of the founders of CMA, in outlining the purposes and aims of the new body, told those gathered that one of the initial moves of the CMA should be to establish a permanent office devoted to furthering country music, to improve the ethics of the country music business and to expose unethical prac-

tices within the trade. The cost of maintaining and operating the office, Stapp said, would come from dues and money from shows to be sponsored by the CMA.

Veteran c.&w. talent booker Jim Denny, of the Jim Denny Agency here, suggested that the association's board of directors appoint an executive secretary, whose duties it would be to advise all c.&w. artists of the benefits to be derived by membership in the CMA. "It is important that the CMA have a large artist enrollment," Denny said, and the artist can, in turn, do much to further the cause of the CMA and country music in general by contributing their services to regular fund-raising shows we plan to sponsor." Denny also stated that a series of TV shows,

(Continued on page 14)

DISK JOCKEY CHECK LIST

- The following stories which appear in this issue will be of special interest to disk jockeys:
- Deejays' Top Yule Wax Choices Page 2
 - Mercury Breaks Hits With Big City Jocks Page 4
 - Multiplex Page 13
 - Ape Cal - Station Break Page 13
 - FM Bullish Page 6
 - C. & W. DeeJay Meet Page 2
 - Randle, Block Null Demise of Name Jocks Page 3
 - Columbia DeeJay Promotion Men Meet Page 2
 - WNTA Adopts All-Vocals Format Page 3
 - Pop Absorbs Rock and Roll Page 3
 - Half Price Jocks Page 3

Disk Sales Spotty; Yule Hopes Brighten Picture

NEW YORK—A spot check of one-stops, distributors and retail outlets throught the country tabs business conditions as still very spotty. Some areas list sales as varying from 5 to 20 per cent below last year's sales volume. In a few cities sales are about equal to last year for the same periods. Most dealers and distributors expect Christmas business to brighten the outlook.

Richmond is one of the few areas where sales are somewhat ahead of last year. Singles are the same, but LP sales are well ahead of the sales volume of a year ago. Equipment sales are up, and stereo LP's account to some extent for the increase in album sales.

The general trend in Philadelphia puts business at about par for this time of year. The heavy Christmas buying has not yet started. There has been a slight increase in the sale of singles during the past week. LP sales are somewhat ahead, and the increased volume of LP sales compensates for the singles' lag of a few months ago. Business is down in the New England markets. Providence reports that singles and album sales are off. In Boston singles' sales have been made in albums. The increased buying activity may be due in part to an early seasonal rush.

In Durham sales are about normal for this time of year. Singles have been slow until just recently, but LP's have been moving well. Stereo movement is also up.

St. Louis reports that singles' sales are definitely below last year's level to date. LP's are mov-

ing steadily, but stereo accounts considerably for the increase. Holiday buying is not in full swing, as yet.

West Coast Picture

A cross-section of dealers and distributors in Los Angeles report that sales started pulling out of a low ebb toward the end of last month and that strong gains were made during the first weeks of November. Generally, however, singles' record sales for the year are down from 10 to 20 per cent as compared to a year ago. LP sales have regained their loss to move up to a

level equal to last year's and stereo action is brisk and gaining.

New York shows singles' sales down from last year's and also a lag in over-all album purchases. Most dealers and distributors, however, feel that LP sales activity will pick up after Thanksgiving, when the full Christmas rush is expected to start. As far as the singles picture is concerned, it's a matter of product, and those distributors fortunate enough to carry some of the hotter lines expect singles' sales to remain at least equal to last year's pace.

Col. Field-Testing Dial-a-Disk Vender

NEW YORK — After many long months of plant tests and still more tests, Columbia Records has set a target date of January 30, 1959 for its automatic record vending machine, Dial-A-Disk. This is the automatic vender that has been developed by Holley Associates and for which Columbia Records is the national selling agent. It vends 10 different records, can take any type of mixture of coins and can make change. It can be set to charge 98 cents for a record, or more according to local taxes. It stocks 20 each of the top 10 records.

Columbia had shown the machine about four months ago at a rack operators convention in Miami. It showed it again at the meeting of the National Association of Rack Jobbers in St. Louis a fortnight ago. At the present time it has some of the machines out in the field being tested by operators and will send many more out for testing during December. The diskery would like to test the ma-

chine for at least 30 days in each location before it offers any for sale.

Machine will sell for a price tentatively set at \$595. At the present time the firm has inquiries about the machine from retailers, chain stores, venders, operators, exporters, and theater chains, both domestic and foreign. However, Columbia will not take any orders for the Dial-A-Disk until it is fully tested in the field. They hope to start full production early in February, 1959.

According to Columbia, the machine will help dealers as well as rack jobbers, operators, venders, etc. Dealers can place machines in drugstores, food stores, shoe stores, candy and soda stores, etc., and stocking can easily be handled by clerks, on a regular routine. Machine will, say Columbia execs, enable a dealer to actually enlarge his sales of top hits, by expanding his sale area into many more locations.

AFM-MGA War Tabs Disk East-West Jurisdiction Hassle

By LEE ZHITO

HOLLYWOOD — Bitter battle here between Cecil Read's Musicians Guild of America and the American Federation of Musicians threatens to flare into a major East vs. West war over jurisdiction in the recording field. This was the opinion last week of observers studying the ramifications of MGA's filing for National Labor Relations Board certification in the recording industry here. MGA had received NLRB certification among major motion picture studios several months ago covering employment of musicians in Los Angeles County only.

MGA Claims Only L. A.

Heretofore, contracts between the recording companies and the Federation covered musicians throught the country. In seeking certification, MGA will claim jurisdiction over recording musicians in the Los Angeles area only wherein the Guild operates, leaving AFM in control elsewhere. According to estimates, approximately a third of U. S. recording activity exists in Los Angeles, 50 per cent in New York, with remainder in Nashville and throught the country.

Feeling among those close to the recording scene indicates that the Guild would win NLRB certification here if it can push thru an election. This would mean that the recording companies would have to sign contracts with two separate labor organizations, with the Guild

covering recording activity here and with the Federation for recordings made elsewhere in the country.

These observers feel that the Guild's contractual demands will be considerably more lenient inasmuch as the fledgling organization still lacks the negotiating strength to drive as hard a bargain as the entrenched Federation. This would result in the recording companies swinging more work to the Coast where Guild terms would be in effect and away from the stiffer AFM conditions, thereby triggering East vs. West fight for work.

Guild is not expected to have as easy a time in pushing thru an NLRB election as it did for the motion picture industry. At that time, the overly confident AFM gave its consent to an NLRB election without trying to block the Guild's bid for certification. AFM had expected to score a crushing victory over Read's group without realizing the strength Read had been able to muster within the ranks of studio musicians here.

AFM Refusal Expected

AFM is expected to refuse consent for an NLRB election covering the recording industry. It will argue that heretofore contracts were written on a nationwide industry basis and that it would be to the detriment of the musicians to split up bargaining between several labor groups split up between East and West. The Guild will seek to petition NLRB for an election and push for a hearing before the Labor

'HOT 100' ADDS 11

NEW YORK — The Billboard's Hot 100 chart shows 11 new additions this week. They are:

72. Need Your Love—Bobby Freeman, Josie.
76. Sing, Sing, Sing—Bernie Lowe Ork, Cameo.
81. Intermission Riff—Bernie Lowe Ork, Cameo.
85. Love of My Life—Sam Cooke, Keen.
86. Gotta Travel On—Billy Grammer, Monument.
88. Lonely Teardrops—Jackie Wilson, Brunswick.
91. 16 Candles—The Crests, Coed.
93. Donna—Ritchie Valens, Del Fi.
94. C'mon, Everybody—Eddie Cochran, Liberty.
99. The Wedding—June Valli, Mercury.
100. Sweetheart—Peggy Lee, Capitol.

Low Price Indie Moguls Assert Business Good

NEW YORK — A considerable controversy developed among elements of the low-priced LP record industry this week. Pro and con statements were issued forcefully as the result of an article appearing in last week's Billboard which noted that "low price indie album lines may be in for an extended period of rough sledding."

Cy Leslie of Design Records and Carl LeBow of the Aamco label both issued statements noting that their costs of production per record were considerably below the 73-cent average figure as noted in The Billboard. "Our cost for four-color jackets and for pressing is way below that quoted in the story," asserted LeBow, "and I can assure you that by smart buying and an efficient operation, we are able to show a good profit. I'm in a different business than the major record companies. We believe we have every bit as good a product as they do both as to sound and artwork and our average daily gross today of \$10,000 to \$12,000 proves we're right."

Admitting that "it is certainly true that the inexpensive LP situation with healthy operations survive and make money."

"Perhaps more than anything else, the phrase 'there is a circumvention of royalty payments' is the thing that angered me most. The

Harry Fox office considers Design a 'model' company. Also, the truth is that the factor is just as much a problem in the full-priced field as in the low-priced field. Design does not factor and neither does any successful company."

Meanwhile, veteran disk magnate, Eli Oberstein, said: "I felt The Billboard made perfectly clear the type of operation it was referring to. Certainly anybody now being factored, or getting returns or who is not paying royalties is going to get knocked out of the box."

Another observer who is close to the scene freely stated that: "Of course there are legitimate operations in the low-price field. Many of these fellows have been in business for a good long time. But there's no doubt too, that there are others who are not healthy. Ask the dealers and the rack jobbers. They'll tell you. 'Methinks,' as our friend Shakespeare once said, he protests too much!"

WNTA Adopts All-Vocal Air Policy

NEW YORK — Starting this Monday (24) radio station WNTA, Newark, N. J., will program vocals only. Several outlets have adopted all-instrumental programming plans, but program director Art Ford believes it to be the first time a station has adopted an all-vocals format.

At the same time, WNTA has assumed a new station identification tag—"WNTA—The Sing Along Station." Ford said the format switch was made as the result of a station survey, which indicated that people who tune in their radio are frequently lonely and seek companionship. Vocals, said Ford, fulfill this need more than any other kind of music.

The station, according to Ford, has installed a library of 100,000 vocal records, and hopes to establish a definite personality. Ford originally experimented with the all-vocals format, when he programmed the entire 12-hour Sunday show with them. The format was so successful, audience-wise, that it was extended to Paul Brenner's Saturday show, with 11 hours of vocals.

Randle, Block

• Continued from page 3

deadpan aside: "My ratings have never been lower."

Randle told the promotion men that "Top 40" programming is probably hurting record sales, since rather than buying a current hit a "smart kid" merely has to flip thru the dial and one of "Top 40" outlets will be playing it.

Randle advised the promotion men to "have respect for yourselves," and told them the worst cross they have to bear is the "onus of reputation"—a reference to the caricature-like overly aggressive pluggers.

WB Enters EP Stereo Sweeps

HOLLYWOOD — Warner Bros. Records invades the stereo EP field this week with its initial release of 18 disks. WB feels it's second only to RCA Victor in releasing stereo 45 rpm disks. Move was prompted by the juke box industry's introduction of stereo equipment.

WB's two-channel EP's will list at \$1.29. Material for the release was culled from the label's LP albums.

Nielsen Heads Urania Sales

NEW YORK — Bill Nielsen, former sales chief of Epic Records, is the new director of sales for Urania Records. Appointment of Nielsen was made by Sig Bart, president of Urania. Nielsen replaces Dave Rothfeld who recently joined the Korvette stores as record buyer and manager.

7 NEW LABELS JOIN PARADE

NEW YORK—Seven labels joined the label parade this week. Here are the names and addresses of the newcomers: Bale Records, 5509 Seventh Street, N. W., Washington; Brooke Records, care of Dixieland Publishers, 133 Shamrock Road, Asheboro, N. C.; 610-A, 204 West 55th Street, New York; Lee Records, P.O. Box 348, Memphis; Poppy Records, P.O. Box 172, Riverbank Calif.; Shell Records, Room 806, 1697 Broadway, New York; Trace Records, P.O. Box 758, Shreveport, La.

NIGHT CLUB

Belafonte Better Than Ever at Waldorf

A packed room, with turn-aways, 18 musicians and a musical director poised on the podium, all candles on the tables snuffed out, house lights dimmed, and a hushed and anticipating audience sets the scene for the young, well-built, handsome and confident artist in his now-familiar open-necked red shirt to make his appearance. Once accomplished, Harry Belafonte takes

charge of the Empire Room, Waldorf, N. Y., and for one hour controls the emotions of all present varying from near tears to yocks worthy of a top comedian.

No matter what he sings, be it blues, folk, or calypso, he cannot fail to impress. Two numbers, "Cotton Fields" and "God Bless the Child," are from his "Belafonte Sings the Blues" album and others from previous RCA Victor

releases. Also included in his Empire Room repertoire were such as "Cu Cu Ru Cu Cu Paloma," sung in Spanish; "Hava Nageela," in Hebrew; a rollicking "When the Saints Go Marchin' In" and on down to a full 10 minutes of "Matilda" wherein everybody in their turn down to the waiters join in on the chorus. They loved him, tried to beg him back with sustained applause, and the room buzzed with laudatory comments for some time before returning to normal.

Tom Noonan.

CONCERT

Wax-Worthy Bloch Scores on Birthday

The Little Orchestra Society's Ernest Bloch concert (17), honoring the Swiss-born composer on his 78th birthday, was another essay into interesting, unhackneyed programming that we have come to expect from director Thomas Scherman.

Soloist Murray Panitz played

with a fine, steady tone in the opening "Suite Modale," a small concerto written last year. This gentle, lovely, continuously melodic music cries out for recording. Cellist Zara Nelsova's good sound was often drowned out by the orchestra's struggles with the monolithic chordal themes of the

"Voice in the Wilderness."

Other offerings were the jaunty, charming "Four Episodes for Chamber Orchestra" and the "Suite Symphonique." In the latter, the orchestra again experienced difficulties, but the beauty of the Passacaglia section saved the day. Composer Bloch was ill and could not conduct the program himself as originally planned. However, he sent a telegram of appreciation to the enthusiastic Town Hall, New York, audience.

Bernie Hodes.

NIGHT CLUB

A Diskery Should Sign Stewart Rose

With the current wax upsurge in romantic balladry, a.&r. men—not to mention TV talent buyers and production cats from the legit circuit—may well be overlooking a strong bet in a young romantic baritone named Stewart Rose who's been holding the male spotlight at New York's chi-chi Number One Fifth Avenue, with comedienne Phyllis Diller headlining.

Visually, he resembles the clean-cut, Ivy League types you'll find lunching with agency clients at Sardi's East. Vocally, his virile baritone resembles a blend of John Raitt and Tony Martin in show tunes and ballads like "Around the World" and "Love Is a Many Splendored Thing." He shows himself equally at home, however, in the swinging, finger-snapping blues

idiom of "The Joker and the Blues," a close-out tune penned for him by vocal coach Leola Carter.

Don't get the idea that Rose is an imitator or a "borrower" when it comes to stage presence, delivery and general style. He isn't. A veteran of cafe circuitry, musical "strawhatting," and the disk field, he's developed an easygoing vocal manner that's strictly his own—and which particularly pleases fem eyes and ears, to judge from twittering distaff reaction. The chief mystery is that, at last report, he's unsigned by a label.

Charles Sinclair.

CONCERT

Ray Lev Dazzles N. Y. With Virtuosity

Ray Lev, a keyboard artist of major caliber, labors under the dual handicap of being American and female. Either one alone is a tough rap to beat in the struggle for mass acceptance, but both together pose an obstacle which is out of all proportion to the major question, that of artistry. In the realm of pianistic ability, Miss Lev's concert last week before a packed and vocally enthusiastic Carnegie Hall

crowd, exhibited once again understanding as well as virtuosity, maturity as well as emotion. Her development was particularly evident in the early numbers on the program, which required considerable delicacy and restraint.

Absolutely dazzling in spots, no piano renditions of these classics now are in the catalog, altho Miss Lev's version of the Vivaldi-Bach once was issued by the Concert Hall label. Certainly

there would seem to be a real opportunity for a label to snare Miss Lev for these spectacular performances.

The remainder of her program, on an equally high artistic level, consisted of the posthumous Schubert B flat major sonata, the Brahms - Handel Variations and Fugue, a Chopin nocturne and Ravel's Toccata. As is her custom, she also played a contemporary American's work, introducing William R. Mayer's lively "Break - Through," another recording possibility.

Sam Chase.

REVIEWED IN BRIEF

Orders to Kill

Anthony Asquith has delivered a superior spy drama in depth, "Orders to Kill." Paul Massie is brilliant in the pivotal role of a brash pilot who learns about murder when he has to commit it by hand rather than by bomb. Irene Worth and Eddie Albert lend equally fine support. Not the least virtue of the British film is the Benjamin Frankel score, eloquent in its sudden silences as well as its pounding melodrama. It would make a good soundtrack album.

(Bernstein)

Heloise

The Gate Theater, N. Y., has a critical success in "Heloise," Britisher James Forsyth's first script to hit America. The vehicle could have a chance on Broadway, judging from audience response, and it's wax worthy as a spoken word disk. Eugene Miles' Abelard is intelligently performed, with Sol Serlin getting the thesp palms as mean old Uncle Fulbert. On night caught, Sara Schilling subbed for Mitzi Hoag as Heloise, her marked accent detracting from the author's poetic speech. Simple sets and costumes give the full flavor of the period.

(Hodes)

Jules Verne Revisited

"From the Earth to the Moon," Warner Bros.' adaptation of Jules Verne's science fiction story, should prove a winner with fans of this sort. The handsome production stars Joseph Cotten, George Sanders, Debra Paget and Don Dubbins. The adventure deals with a voyage to the moon and is set in the post-Civil War period. The script calls for lots of gimmicks and special effects—all of which are undertaken with obvious enjoyment by the principals. Louis Forbes has provided a charming background score which enhances the action. The central waltz theme is especially catchy, and could have disk possibilities, if either singles or an LP of the sound track is issued.

(Cook)

Turkish Opera

Our first Turkish opera, "Van Gogh" by Nevit Kodalli, was premed by WBAI-FM, N. Y. To a libretto based on Irving Stone's "Lust for Life," the ex-Honnegger pupil has written an atonal score of unrelieved depression and despair. Unidentified soloists worked hard at the continuously tense recitative, except for fine choral writing near the end. The

linguistic handicap won't help sell diskeries, the sincerity comes thru.

(Hodes)

Giesha Boy

"Giesha Boy" is by far Jerry Lewis' funniest film to date. In his latest madcap spree he's ably assisted by a very winsome, young Japanese lad and a rabbit, "Harry the Hare," who steals every scene in which he appears. There's also a hilarious episode in which Lewis unintentionally undresses Marie MacDonald and rolls her up in a carpet. Walter Scharf has provided a charming and melodic background score, which will be released by Jubilee Records. Jubilee will also issue a single record of the "Song From 'Geisha Boy.'" The tune is not done in the film.

(Cook)

El Chico Revue

Long a favorite in Europe, Portugal's Maximiliano de Sousa, who doubles between penning tunes and performing them in a vocal style not unlike that of France's durable Maurice Chevalier, has been holding a spotlight at El Chico, New York. He sings with a light, swiny charm but his "April in Portugal" shows off a ballad style with a fine sense of romantic phrasing. The Cuadro Flamenco provide a fiery, hip-swinging terp turn that's highly effective in the Hispanic surroundings.

(Sinclair)

'Whoop-Up' Will Click, Susan Will Slay N. Y.

By TOM NOONAN

WHOOOP-UP

Producers, Cy Feuer and Ernest H. Martin. Director, Cy Feuer. Lyrics by Norman Gimbel. Music by Moose Charlap. Book by Feuer and Martin. Sets and lighting, Jo Mielziner. Choreographer, Onna White. Musical and Vocal Director, Stanley Lebowsky. Orchestration, Philip J. Lang. Dance music arrangements, Peter Matz. Shubert Theater, Philadelphia, Pa.

Bookings for a successful run on the stem can be made now for this musical comedy produced by the team that gave us "Guys and Dolls" and "Can-Can." Having another month to tighten the proceedings a bit, plus step up the pace in a few scenes, should enable this vehicle to "come in" a hit.

The interesting plot deals with present-day Indians living on a reservation in Montana and finds involvement by means of a Buick Car Agency selling cars to them, two separate love affairs, a bar that is half on and half off the reservation, thus having a white line down the middle of the set, including the wall, the bar and the floor and so on into the second act. It is all neatly tied together with songs that stand out because of their lyrics. There are some great comic numbers, namely "Layin' Down the Law," "Flat-tery," and "1-3 Rock, 2-3 Dust," which have a chance of making it on records, plus one ballad with commercial appeal, "Never Before."

Certainly this show will project Susan Johnson's star into orbit. She is terrific in the role of the barmaid, Glenda Callahan, who chases the cowpunching hero thruout and finally catches him in the matrimonial lock only to lose him to the sheriff's men. Ralph Young very capably takes off the part of Joe Champlain, the pursued.

Paul Ford, the Colonel of Sgt. Bilko fame, holds second billing but could be used more, altho he is very effective as the owner of the Auto Sales Agency. Others in the cast deserving of kudos are Romo Vincent, Sylvia Syms, who has one solo which she handles well, Danny Meehan, rating attention for his adept handling of two songs with smart lyrics, and Julianne Marie, a beautiful chick who sings the aforementioned "Never Before," and P. J. Kelly, who is just fine as old Grandpere, head of the Champlain family. One they'll be talking about will be Asia Mercoolova who steals every scene she's in as Billie Mae Littlehorse, an Indian maid who feels sex should be off the reservation list.

The strong book, based on "Stay Away, Joe" by Dan Cushman, and the comedy situations that have been injected by both song and actions give this production the guts and the trimmings to keep Joe, his family, girls and fellow Indians repeating their parts night after night after night.

'Mardi Gras' Bright, Tuneful Starrer for Boone and Crosby

By CHARLES SINCLAIR

"Mardi Gras," a Jerry Wald blockbuster for 20th-Fox release, furnishes lots of proof that Hollywood hasn't lost its touch in cinemusicals. It's bound to score with the young movie-going crowd, and you'll hear plenty of radio, TV and coin machine plays of the tunes in its bright Sammy Fain-Paul Francis Webster score during the holiday season.

The big-budget, color-splashed film has the strongest kind of musical drawing cards in its three male leads—Pat Boone, Gary Crosby (there's no mistaking, on the screen, who HIS father is), and Tommy Sands—who portray three Virginia Military Institute cadets on a frolicsome holiday in New Orleans at Mardi Gras time.

Adults with long movie memories will find much in the frothy "Mardi Gras" plot that's familiar, with the boys pairing off with a yummy collection of young lovelies like Christine Carere, Sheree North and Barrie Chase via the same whiskered plot gimmicks that once brought Ruby Keeler into the arms of cadet Dick Powell. But bright musical bonbons like the barracks room "Stonewall Jackson" and "Loyalty" male trio numbers, the Pat Boone-Miss Carere duet on the revamped French ballad "I'll Remember Tonight," Sands' solo on "Shenandoah" with the VMI cadet choir, and Boone's indigo-round on "Bourbon Street Blues" more than make up for any lack of story bon mots.

'Kate' Superior, Adult Video; A Triumph for Alfred Drake

By BOB BERNSTEIN

The NBC-TV telecast of "Kiss Me, Kate" November 20 demonstrated a number of clear lessons. The continuity department trod a fine line amid the Cole Porter lyrics, cutting "goose" but leaving "quail," cutting "Coriolanus" but leaving "virgin" and generally giving an adult audience the benefit of the doubt. Alfred Drake gave a brilliant lesson in bravura performance, extracting every nuance with incredible ingenuity and providing high style both in acting and singing.

The scores of viewers must have tuned out every time Shakespeare was quoted, the 90-minute romp was superior TV all the way, glorious in color and brisk in pace. George Schaefer's re-direction wasn't too helpful, but the principals revived the fine Broadway staging half the time. Patricia Morison was a standout as Drake's partner, Julie Wilson was a pleasant comedic surprise and Bill Hayes was winning in an almost totally destroyed role.

Columbia has cut a \$1.98 "Kate" album on the Harmony label for supermarkets, while reissuing the original cast album which featured Drake and Miss Morison. RCA Victor has a new stereo low-price "Kate" for \$2.98 racks, all on the theory that a TV special has solid disk sales potential. This is debatable in the face of many weak results, but the biggest success, "Peter Pan," was based on a legit show like "Kate," so perhaps these new waxings will follow suit.

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FM Radio Boom Sparks NAB Promotion Pitch

WASHINGTON — FM radio's "booming" and "bullish" vigor is inspiring a whole new campaign by the National Association of Broadcasters, under leadership of Ben Strouse, WWDC-FM, Washington, the Association's FM committee chairman.

Stereo broadcasting and multiplexing on FM were discussed in an all-day meeting here last week at the NAB (18), and a new monthly publication called "FM-Phasis" was approved by the committee. The new monthly, which was proposed by John F. Meagher, NAB's vice-president for radio, will keep FM broadcasters up to date on latest wrinkles in FM

development and offer promotional material for the expanding medium.

Strouse gave these FM health statistics: 565 commercial FM stations in operation this year as compared with 533 last year; FM set sales to top 500,000 in 1958; 14 million FM receivers in use across the country; increasing numbers of autos equipped with FM radios. Strouse reported more than 5,000 cars in the Chicago-Milwaukee area alone have FM receivers.

Census Bureau has been asked to include a special question on FM radio in the next monthly census sample survey scheduled for the spring of 1960.

The FM day at NAB headquarters had Robert E. Lee of FCC and Kenneth W. Miller, U. S. supervisor for CONELRAD, to address the meeting on the vital role FM is playing in defense, weather and emergency fronts.

FM session scheduled for the 1959 NAB convention will feature a panel discussion of the stereo and multiplex problems of FM; rating services and the future of FM as a mass medium.

NEWS REVIEW

Omega Debs Name Band 'Salutes'

Omega has marketed an interesting series of special "salute" albums, featuring the Big Bay Band of Belgium. The sets were recorded in Brussels and have been released under the general title, "The Brussels World's Fair Salutes." The arrangements of various name bands are performed in the eight albums.

Soundwise, the engineering work by Peter Plum adds up to moderately good stereo for the most part with a considerable amount of channel separation in evidence. Unfortunately in the heavier volume brass chorus passages and in the case of some of the trumpet (Continued on page 14)

Welk & Troupe Sign With Dot

HOLLYWOOD — Lawrence Welk and his entire organization of musicians and vocal artists have been signed to a long term pact by Dot Records. The move, a rumor in the trade for six months, was announced here jointly this week by Dot prexy Randy Wood and Bob Thiele, veepee and a.&r. chief of the label. The pact runs in excess of three years, it was pointed out.

Officially, the contract becomes effective January 1 when Welk's old pact with Coral Records expires. However, a number of the members of the Welk artists roster had individual pacts with Coral and its subsidiary, Brunswick, which expire on different dates between January and March of 1959. These artists' pacts with Dot will become effective as their old contracts expire. Pete Fountain, on the other hand, can start recording immediately, according to the announcement. A press conference was scheduled for today (24) which would include maestro Welk, Wood, Thiele and Sam Lutz of Gabbe, Lutz, Heller and Loeb, personal manager for Welk.

British Warbler To Ankle Decca

LONDON — British pop singer Dickie Valentine, who shot to stardom on the Decca label here, is quitting the company because of dissatisfaction with the treatment he has received.

Valentine's main complaints include non-release of his singles, "almost non-existent" exploitation, and the 12 months delay in issuing his latest LP.

The disk company says: "We certainly would not want him to stay with us if he was unhappy."

NEWS REVIEW

New Jazz Yearbook To Debut

The New Yearbook of Jazz, Leonard Feather's latest addition to what appears to be a running chronology of the idiom, makes its bow via Horizon Press, Friday (28). Like the first two editions of the Encyclopedia, Volume Three focuses much attention on artist biographies, with close to 50 of the 188 pages, given over to this purpose.

The bios, of course, would be of considerable value to such jazz deejays as there are, but on the other hand this kind of material can always have a strong appeal to (Continued on page 14)

Live Longhairs To Get New Work Waxings

WASHINGTON — Efforts to get commercial recordings for new works of living composers by U. S. and Canadian symphony orchestras are being furthered by the recording guarantee project of the American International Music Fund, Inc., this month.

Available funds for the project will assure commercial recording this year for two selections to be chosen from taped symphony performance by a special jury. This (Continued on page 14)

Gay's WYLD Buy Okayed

WASHINGTON — The FCC gave the greenlight to Connie B. Gay's buy of WYLD, New Orleans, La., with a price tag of \$170,000 last week (19). Gay acquired the station from Rounsaville of New Orleans, Inc. The country music impresario is also owner of WFTC, Kinston, N. C., and KITE, San Antonio, Tex., and majority interest in WTCR, Ashland, Ky. Gay recently announced purchase of WGAY, here in Washington (The Billboard, Nov. 10, 1958), but said he does not intend to make it an all-country music station patterned after the others in his Town and Country network.

DISTRIBUTOR NEWS

By HOWARD COOK

ST. LOUIS — Don Hachtel of Recordit Distributing Company reports strong action on "Love Is All We Need" by Tommy Edwards on M-G-M. "The Purple People Eater Meets Santa Claus" by Sheb Wooley on M-G-M is also going well. "It's Only Make Believe" by Conway Twitty is the firm's number one platter. Cub is cooking with "Here in My Heart" by Al Martino. "The Gypsy" by Georgie Shaw on Metro is selling well. Strongest LP's are "Sarah Vaughan" and the sound track of "Tom Thumb" on Lion. "Sonny Rollins" on Metrojazz is a big item. Other hot LP's are "Pope Pius XII" on Urania and Joe Melis' Christmas package on Seeco.

Bud Lampe of Commercial Music Company lists "Smoke Gets in Your Eyes" by the Platters on Mercury as his strongest new disk. "Turvy II" by Cozy Cole on Love is showing healthy signs of becoming a hit. "Locked in the Arms of Love" by Coby Dijon on Epic looks promising. The side is getting heavy deejay play in St. Louis. "It's Just About Time" by Johnny Cash on Sun is getting a strong initial reaction. Tom Petrone was recently added to Commercial as a promotion man.

Paul Levy, Midwest Distributing Company, reports heavy coin for "Early One Morning" b-w "She Knows How to Rock" by Little Richard on Specialty. "Peek-A-Boo" by the Cadillacs on Josie is big. "Sermonette" by Della Reese on Jubilee is gaining. "Seven Minutes in Heaven" by the Poni Tails on ABC-Paramount is catching on in St. Louis. Ditto "Stagger Lee" by Lloyd Price on ABC-Paramount. "Don't You Know, Yockomo" by Huey (Piano) Smith on Ace is starting to click. Sales took sharp rise during the past week. "Didi Didi" by Johnny Garner on Imperial is a big local hit. "Sassy Fran" by Danny & the Juniors on ABC-Paramount is going well. "Caravan" by Cozy Vole on Grand Award is strong. Hottest LP's are "Dance With Dick Clark" on ABC-Paramount, "Showstoppers" by Eydie Gorme on ABC, "Dukes of Dixieland, Vol. 8" on Audio Fidelity, "Sutton" on "outh" by the Verdi String Quartet and "Ricky Nelson" on Imperial. Advance orders on the new Everly Brothers' LP are heavy.

Robert Hausfater of Recordit Distributing Company names "The Chipmunk Song" by the Chipmunks on Liberty as his strongest new record. "Gotta Travel On" by Billy Grammer on Monument is also hot. "I'll Remember Tonight" by Pat Boone on Dot is a hit. "A Lover's Question" by Clyde McPhatter on Atlantic is big. "Anna" by the Originals on Jackpot is breaking out. "Jealous Heart" by the Fontane Sisters on Dot is going strongly. "C'mon Everybody" by Eddie Cochran on Liberty is selling well. "So Much" by Little Anthony and the Imperials on End is moving. "Lovers Never Say Goodbye" by the Flamingos on End is also collecting coin. "Dance With the Teacher" by the Olympics on Demon and "Love You Most of All" by Sam Cooke on Keen are showing strong signs. "Mr. Grillon" by the Archibald Players on Arch is getting a lot of air play. "The Things I Didn't Say" by Russ Hamilton on Kapp is good. Strongest albums are "Hits I Missed" by Ted Heath on London, "Songs of the Fabulous Century" by Roger Williams on Kapp, "Stardust" by Pat Boone on Dot, "La Paloma" by Billy Vaughn on Dot, "Christmas Carols" by Robert Rheims on Rheims and "Christmas Carols" by Billy Vaughn on Dot.

NOTES IN THE MAIL: Leo Cheslak of Cadet Distributing Company in Detroit writes that he has several hot new platters. "The Chipmunk Song" by the Chipmunks on Liberty is the biggest Christmas novelty this year. Eddie Cochran's "C'mon Everybody" on Liberty is swinging. "Problems" by the Everly Brothers on Cadence is a smash. Epic is cooking with "I Go" by Coby Dijon. "The World Outside" by the Four Coins continues to grow. Other potential hits are "Somebody Bigger Than You and I" by Jimmy Jones on Savoy, "Whirlwind" by Charlie Rich on Phillips International, "Dance with the Teacher" by the Olympics on Demon and "I'm Going Home" by the Eugene La Marr on Colpix. Top three LP's are "My Fair Lady" by the Charleston Club Orchestra on World Wide, "Benny Fields and His Minstrel Men" on Colpix and "New Bottle, Old Wine" by Gil Evans on World Pacific.

Bob Heller of Chips Distributing Company in Philadelphia writes that his top singles are "Beep Beep" by the Playmates on Roulette, "Bimbombay" by Jimmy Rodgers on Roulette and "Peg of My Heart Cha Cha" by Neil Lewis on Future. Hottest albums are "Soul of Sapin" by 101 Strings on Somerset, "Maynard Ferguson at Newport" on Roulette, "Basie" by Count Basie on Roulette and "The Glory of Christmas" by 101 Strings on Somerset.

DISTRIB DOINGS: Grand Award has added the following new distributors: Onandaga Supply Company, Syracuse, N. Y.; Harold Lieberman Company, Milwaukee; Decca Record Distributing Company, Albany, N. Y.; Radio Distributors, Indianapolis; Walter Slagle Company, Denver and Sun State Distributing Company in Los Angeles.

Global, Stereotone and Bakersfield Records have set the following new distributors: Gateway Record Distributors, Atlanta; Moonglow Record Distributors, Antwerp, Belgium; Chips Distributing Company, Philadelphia; Century Distributors, Inc., in Dallas and Houston; Tri-Boro Record Distributors, Brooklyn, N. Y.; New Sound Record Distributors, San Francisco; Records Sales Company, Los Angeles; Eastern Record Distributors, East Hartford, Conn.; Heilicher Bros., Inc., Minneapolis; Custom Distributing Company, Cleveland, and Allen Distributing Company, Richmond, Va.

Ted Kellum sends word that Marnel Distributing Company in Philadelphia is buzzing with "Philadelphia, U. S. A." by the Nu Tornadoes and "Save My Soul" by Jack Scott on Carlton. Cameo is hot with "Sing, Sing, Sing" by the Bernie Lowe Ork and "Rocka Conga" by Dave Apple. Epic is swinging with "The World Outside" by the Four Coins. "Pledging My Love" by Roy Hamilton and "Locked in the Arms of Love" by Coby Dijon. Imperial is hot with "Lonesome Town" by Ricky Nelson, "Whole Lotta Loving" by Fats Domino and "Blues After Hours" by Ernie Freeman. Strongest Specialty items are "She Knows How to Rock" by Little Richard and "Peaches and Cream" by Larry Williams. Top United Artists platters are "If You But Knew" by Billy Barnes and "Black Nightgown" by Gerry Mulligan's Jazz Combo.

THE SONG

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"*

...*"have we ever glowed with such a glare"!!*

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ON M-G-M K12738

**From the Forthcoming Broadway Musical
"Whoop-Up." Music by Moose Charlap
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SAUNDERS PUBLICATIONS, INC., NEW YORK-HOLLYWOOD

VOX JOX

By JUNE BUNDY

CHANGE OF THEME: Gordie Baker, top-rated jock on WSPR, Springfield, Mass., for the past five years, has resigned from that outlet and is in the market for another jockey slot. . . . Bill Badger, formerly with WFIL-TV, Philadelphia, has joined WIP, Philadelphia, in the midnight to 6 a.m. spot. . . . Bert Kaye's "Sounds of Tomorrow" on WBAI-FM, New York, has switched its time period to Wednesday and Thursday nights from 11:05 to 11:35 p.m. . . . "Just John" Ury, ex-WONW, Defiance, O., has joined WERT, Van Wert, O., as program director.

Policy at the Storz outlet WTIX, New Orleans, apparently calls for giving jocks an opportunity to fill exec positions as well. Deejay Larry Wilson has been appointed WTIX program director and will also continue his 6-9 a.m. and noon to 2 p.m. shows. Meanwhile, Marshall Pearce has joined WTIX as promotion director and will also emcee an afternoon disk show. . . . Bob Duck wishes it to be known that he is "very much still at WCTA, Andalusia, Ala." . . . Starting this Thursday (27) WNTA, Newark, N. J., will air an all-Irish music show, with Peter Melia as host.

DEEJAY DAREDEVIL: Joel A. Spivak (band leader Charlie Spivak's son), KILT, Houston, recently proved he had the courage of his convictions—the hard way. Station cooked up a promotion stunt where the jock made a few disparaging remarks about the Flying Wards, an aerial act with the Shrine Circus. The Wards then "challenged" him to "get up in the air with them or shut up," and on November 17 Spivak, without any previous training, actually performed with them hundreds of feet in the air on the flying trapeze. The following day, another KILT jockey, Rex Miller, attempted to match Spivak's acrobatic feat by doing his entire three-hour show while standing on his head.

MORE ABOUT CHRISTMAS PROGRAMMING: Altho deejays for the past few years have refused to start playing Christmas records until after Thanksgiving, many jocks jumped the disk line this year and were spinning yule wax by mid-November. For in-

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IN THE BILLBOARD

stance, jocks at WLWL, Minneapolis, selected Liberty Records' "The Chipmunk Song" as its "Pick Hit of the Week" for the week of November 16, and at the same time picked "Christmas Sing Along With Mitch" as the "Best Bet Album" of the week. Meanwhile, New York City jocks, particularly the NEW crew, were also spinning the "Chipmunk" platter, along with such oldies as Eartha Kitt's "Santa Baby" and "Silver Bells."

HOLIDAY PROGRAMMING:

In a move to help deejays program for the coming holidays, The Billboard is running (in advance of the forthcoming Disk Jockey Special) the results of its survey of the most-played Christmas wax—singles, LP's and EP's. For a detailed report, including a special chart, see story elsewhere in this issue.

SODA-SPINNER TIE-UPS:

Several stations across the country are tying up their "Top 40" type record list with local soft drink distributors. For instance, WNOE, New Orleans, has a tie-up with Dr. Pepper, whereby the station's Top 50 list carries a premium offer of a disk for 69 cents. List advises readers to "Go to any one of the record shops mentioned on WNOE with six Dr. Pepper bottle caps and purchase the Dr. Pepper WNOE deejay pick (disk) of the week for only 69 cents."

A similar stunt is conducted by KOEL, Oelwein, Ia., which issues a "KOEL's Royal Crown Record Rating" list of 30 local best selling disks. Each month the station nominates a "Royal Crown Record Buy of the Month" which is available for 60 cents and six RC bottle caps at Marsh Music in Oelwein, Ia., and Thurst Kjome, Decorah, Ia. Each list carries a "This Week's Pick for 'Sound to Wear the Crown.'" Royal Crown and KOEL also sponsor joint record hops in both cities.

ATTENTION STEREO

JOCKS: A story in The Billboard's next Disk Jockey Special (December 15) will spotlight various aspects of stereo programming, and we'd like to hear from stations and jocks currently active in the stereo broadcasting field as soon as possible. Information we're interested in includes types of disks used, problems encountered, technical set-ups (AM-FM, FM-TV, etc.), promotion, audience response, etc.

JOCKS TALK TURKEY: Deejays at WDCY, Minneapolis (Don

YESTERYEAR'S TOPS—

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

NOVEMBER 20, 1948

1. Buttons and Bows
2. On a Slow Boat to China
3. A Tree in the Meadow
4. Twelfth Street Rag
5. Maybe You'll Be There
6. Hair of Gold, Eyes of Blue
7. My Darling, My Darling
8. My Happiness
9. It's Magic
10. You Were Only Foolin'

NOVEMBER 21, 1953

1. You, You, You
2. Vaya Con Dios
3. Rags to Riches
4. Ebb Tide
5. Eh Cumpari
6. Oh
7. Many Times
8. Ricochet
9. Crying in the Chapel
10. St. George and the Dragonet

Kelly, Dan Daniel, Jim Ramsburg, Bill Diehl, Stanley Mack and Bill Bennett), are pushing a "Spot the Turkey" contest for the holidays. Listeners are advised that somewhere in Ralph Martin's newscasts a "turkey" or obvious error will be committed. Winners (who spot the errors) will be awarded 20-pound turkeys for their Thanksgiving tables.

SOMERSET STERLING:

Early morning jock, Jack Sterling, WCBS, New York, has written his autobiography, "So Early in the Morning," which was published this month on his 10th anniversary as an early-morning jock at WCBS and 20 years as a pre-dawn deejay in the broadcasting field. It's a warmly human biog with interesting photos of Jack with his family and various celebrities and offers fascinating insight into the backstage life of an early-morning jockey program, starting at 3:30 a.m., the time Jack rises every morning to commute from Connecticut to New York for his 5:30 a.m. show.

BEEP COUNT: Paul Coburn, KLUB, Salt Lake City, recently ran an effective contest on the Playmates' new best seller "Beep Beep." The jock asked his listeners to write in an estimate of how many beeps were made by the little Nash Rambler on the disk. Coburn said answers ranged from 16 to 55 with the correct amount being 32, including the eight quick beeps at the end of the record. Winners received an album and a cash award.

ON THE BEAT

By REN GREVATT

The saga of a master can be a fascinating one when you think of its birth, its refusals, its final acquisition and the repercussions from all quarters when it blossoms into a full-fledged hit.

Bill Borelli of the well-known city of Philadelphia made a record not long ago called "Philadelphia, U. S. A." by a new group, the Nu Tornados. Borelli took the record around to various Quaker City entrepreneurs to give them a listen. The disk was played for Dick Clark, Bernie Lowe and it was even sent out to Johnny Thompson of Challenge Records in California. But nobody wanted to buy it. In New York, Borelli brought it to Walt McGuire of Felsted Records but the Felsted policy is to pay nothing in front on a master unless it's really breaking, so there was no deal here either.

Then Borelli took the record to Murray Deutch, professional manager of the Southern-Peer combine, with whom he had had previous dealings. A deal was made and Deutch acquired the rights to the song and commenced peddling the master itself. Bob Theile of Dot declined the offer of the disk because the asking price, he figured, was too high. "For \$1,000, I'm better off covering it with Milton DeLugg," Theile is reported to have said.

Deutch's next move was to go to Carlton Records. "I brought Jack Scott's first master to Joe Carlton too," he said. Carlton bought the Nu Tornados record at once for \$2,700 and immediately started promoting it to a fare thee well. In the heat of the ensuing excitement the Carlton interests became engaged in a running controversy with Deutch over the matter of some cover records that came out in the meantime, but now all is forgotten in the warm sunlight of a hit record. Everybody is working together in harmony.

In the meanwhile, now that the record has broken out, Deutch's phone has been ringing steadily with agonized complaints. The callers are asking questions like "Murray, why didn't you bring that record to me? Why man, you know how I'll always work on a record for you." It's reported that among the callers were Mickey Kapp of Kapp Records and Morty Craft of M-G-M Records. The kicker, of course, came with a call from George Pincus who operates that swinging label known as Pincus Platters. Pincus was reportedly hurt that Deutch had not given him a chance to acquire the record.

As a result of this record, Carlton has another hit and Bill Borelli of Borelli Productions has suddenly become very much in demand as an independent producer of masters. Borelli and the record have made it, you might say, and as for the Nu Tornados, the group will appear before 100,000 fans at the Army-Navy game in Philadelphia to perform their hit record "Philadelphia, U. S. A." during the half. All this from one master that finally found a label.

England's Mike Preston has been in the States, promoting his disk of "A House, a Car, a Wedding Ring." The young Britisher was on a marathon round of appearances during his fortnight here with nine TV shots and over 65 radio interviews with key jocks in the East. The disk is out here on London and was originally issued in England on Decca.

Petite, 19-year-old Barbara Evans has her first Carlton disk out this week, coupling "I Could Cry" and "Jimmy." The four-foot-nine-inch, 90-pound doll essays the sound of Bill Kenny of the Ink Spots on the disk. . . . Platters manager Buck Ram has signed Italy's "Roman New Orleans Jazz Band" for a tour of the States, opening in Las Vegas.

Sarah Vaughan has parted with manager George Treadwell and is now under the aegis of her husband, Clyde Atkins, Chicago cab magnate. . . . Bobby Blue Bland married model Grace Towels and will reside in Houston. . . . Nat King Cole's two brothers are both active in show-biz. Ike Cole is working Midwest lounges as singing pianist and Eddie and his wife, Betty, are working Australia as "The Two Hot Coles." . . . Julius (Mercy Baby) Mullins has started his own Mercy Baby label in Dallas. . . . The Magnificent Montague, WAAF, Chicago platter-spinner, is active in recording again with several assignments from Mercury as a.&r. rep in Chicago.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Whirlwind Rise For Nu Tornados

Five young Philadelphians, who went to high school with one another and have been singing as a group ever since, make up the Nu

Tornados. The boys are Phil Dale, Tommy Dell, Mike Perna, Louie Mann and Eddie Dono. Dono is the leader of the quintet, which has been together professionally for a year.

The five have appeared in night clubs from St. Paul to Boston. Recently they were approached by Al Scalise and Bill Borelli to record "Philadelphia, U. S. A." The disk was snapped up by Carlton Records. The rest is history.

The Nu Tornados have been seen nationally via the Dick Clark Show and are scheduled for two more appearances on December 3 and January 3. They carry two banjo musicians with them whenever they perform. It's home to Philadelphia for them this Saturday, when they're scheduled to appear during the half in the Army-Navy football game.

"Black Magic" Words For Keely Smith

Exotic brunette beauty Keely Smith, wife of Louis Prima, is often featured solo on Capitol Records, in addition to warbling with her famous husband. For several years, dark-eyed Miss Smith, who's of Irish-Indian descent, has been creating a sensation in night clubs with her dead-pan expression. In October 1957, she drew raves on her first TV performance for Dean Martin on NBC. In conjunction with the show, her version of "Autumn Leaves" was released, and proved to be a winner.

At the moment, the artist is at work with arranger-conductor Nelson Riddle on another album. Mr. and Mrs. Prima are currently



climbing the charts together with "That Old Black Magic." The couple maintains a permanent 20-acre residence in Covington, La., when they are not working clubs. They have two children.

“SMOKE GETS IN YOUR EYES”

THE PLATTERS

MERCURY 71383

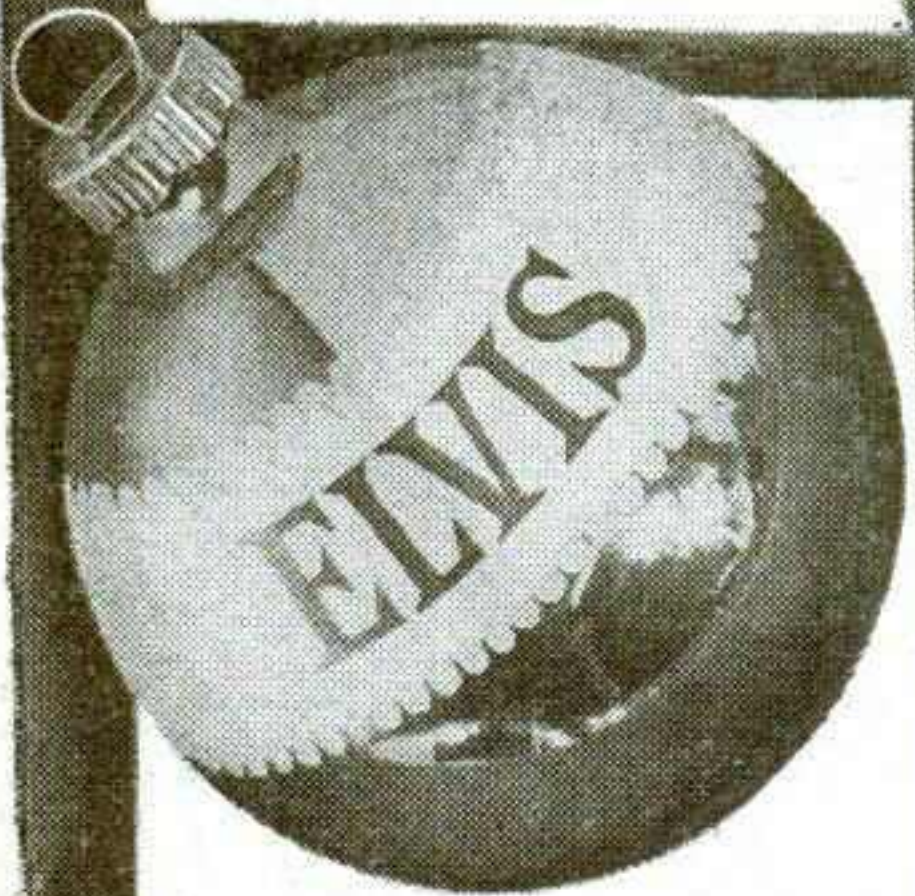


This One



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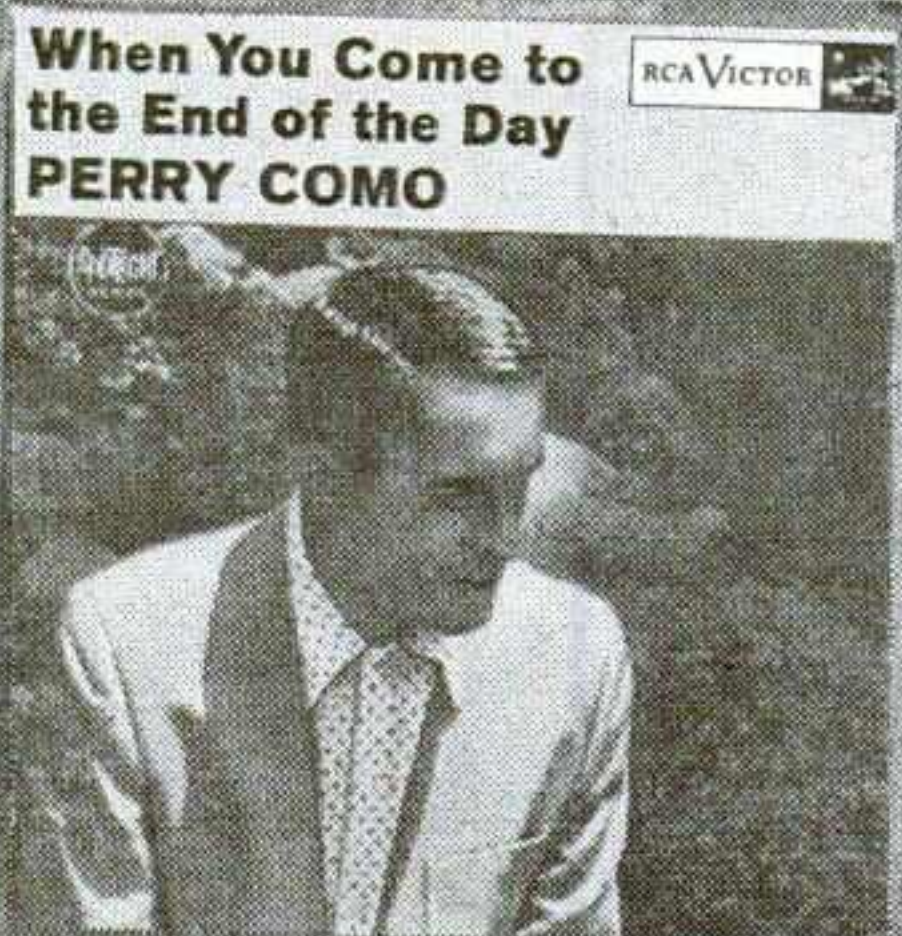
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Cindy Dean, who last September was named Queen of Country Music at the Virginia Folk Music Festival, Crewe, Va., and her husband, Bob D., are doing a series of guest shots on the hour-and-a-half Saturday night TV show, "Valley Barn Dance," beamed via WSWA-TV, Harrisonburg, Va. Appearing with them are the present co-stars of the series, Buddy Starcher and Blaine Smith. The Deans, who record for the Kay and Starday labels, were formerly featured on WSWA-Radio as the "Sweethearts of the Airwaves."

Red Foley and the "Jubilee U.S.A." crew will do a private performance Friday (28) at Will Rogers Auditorium, Fort Worth, for the Texas State Teachers' Association. . . . Si Siman and Ralph Foster, Crossroads TV and RadiOzark brass, last week made a successful expedition into the deer country south of Springfield, Mo. . . . Donald Lynch, presently receiving his mail at the Ryan Hotel, Sixth and Robert, St. Paul 1, says he has an interesting proposition for his former business associate, Texas Jim Robertson. . . . Irv Williams and the Town and Country Boys continue to hold forth each Saturday afternoon over WTOR, Torrington, Conn.

The jumpin' cowboy, Kenny Roberts, who last week began his third year with his own daily TV show over WWTW, Cadillac, Mich., is no longer heard on Decca Records and is currently shopping for a new label connection. Kenny guested with the WLS "National Barn Dance" in Green Bay, Wis., Saturday (22), and appears on the WLS unit's anniversary show at the Eighth Street Theater, Chicago, this Saturday (29). Last Friday (21), Roberts played a hunters ball at Reed, Mich., with his combo, the Jumping Jacks. He has a stagershow and dance at Walkerville, Mich., with his troupe December 6. "In addition to my singing on my TV show," typewrites Kenny, "I spin two records a day while the cameras pan the kids and parents who appear as guests on the show. Artists who send records can be sure that they'll be plugged. Ernest Tubbs' 'Half a Mind' and Les Paul's 'Big-Eyed Gal' have been getting good plugs and mail response in recent weeks."

Promoter Hap Peebles has set a package featuring Marty Robbins and band, Lee Emerson and band, Bobby Sykes, Norma Beasler and Joe Hudgins on an eight-day trek which started Saturday (23) in Kansas City, Mo. . . . Clyde Moody and troupe play the Eagles' Children Benefit Show at the Auditorium, Pittsburg, Kan., December 10. . . . TNT Records, San Antonio, has signed Jack Newman to an exclusive artist-composer contract. Many of Jack's compositions have been waxed in the country field, his recent big one being Hank Snow's "Whispering Rain." TNT's Bob Tanner reports that the firm is going all-out for country music.

Uncle Len Ellis, commercial manager and c.&w. deejay at WJOB, Hammond, Ind., celebrated his eighth anniversary as a platter jockey with a special show at Civic Center, Hammond, November 9. On hand for the festivities were Hank Thompson and His Brazos Valley Boys, Marty Robbins, Bobby Sykes, Joe Hudgins, and Tom Paul and the Glaser Brothers. Len says that two performances at-

tracted the biggest turnout the house has had in two years. Carl Smith and Lonzo and Oscar are slated for early appearances there. To celebrate the occasion and promote the recent show, WJOB turned its entire 20-hour broadcasting day, November 5, to airing country and western music.

Special guest on "Louisiana Hayride," Shreveport, Saturday (29) will be Lefty Frizzell, who'll be plugging his newest Columbia release, "Cigarettes and Coffee Blues." . . . The Waylighters Quartet, regular feature on WTVY-TV, Dothan, Ala., are leaning heavily on their initial Ridgecrest Records release, "Swing Low Sweet Chariot" and "Sunday Bye and Bye." . . . Also plugging their first Ridgecrest release are the Happy Rhythm Boys, quartet heard regularly on Station WHAB, Baxley, Ga. One side highlights Marshall Pack's "Every Hour and Every Day"; flip is "I Wanna Go There."

Visitors at the desk last Wednesday (19) en route to the Nashville deejay festival, were promoter-manager Jim Small, of Elizaville, N. Y., and a pair of his artists, Dick Sawyer, of Stratford, N. Y., and Neil Swanson, who for the last four years has appeared on "Teen-Age Barn," TV show originating in Schenectady, N. Y. En route to the convention, Sawyer and Swanson appeared on the Carl Stuart show over WAMO, Pittsburgh; the Lee Moore show over WWVA, Wheeling, W. Va.; the Jimmie Skinner show on WNOP, Newport, Ky., and the Jimmie Logsdon seg on WKLO, Louisville. En route back to New York State Monday (24), the lads stopped off in Knoxville for a guest shot on Lowell Blanchard's "Merry-Go-Round" over WNOX. Swanson's new release on Ace label couples two old standards, "Love-Sick Blues" and "Company's Comin'." Sawyer's initial release on Cool Records, "Sandy" b.w. "New Kind of Lovin'," is due for early release. Dick wrote both tunes.

Ed Fletcher, manager of Tom Tall and Paul Richey, currently set for an unlimited appearance with Tillman Franks' "Louisiana Hayride," Shreveport, has the two lads, along with Johnny Horton and Johnny Mathis, set for three engagements in Southern Louisiana December 2-4. . . . Red Brigham and His Harmony Hayriders, comprising Gerry Bell, Don Cerce and the fem trio, the Hummingbirds are being heard in a new show each Saturday over WLNA, Peekskill, N. Y. . . . Pete Wasilko and His Songspaders, heard in a weekly air show over WBLE, Bellefonte, Pa., are filling the interims with personals thru Central Pennsylvania.

First deejay to arrive in Nashville last week for WSM's Seventh Annual National Country Music Disk Jockey Festival was the veteran country platter spinner, Gabe Tucker, who now mans the turntables at KRCT, Pasadena, Tex., in addition to his duties of promoting records for H. W. (Pappy) Daily, Texas platter tycoon. Gabe arrived in Nashville by plane Sunday (16) and was met at the airport by "Grand Ole Opry" chief, Walter D. (Dee) Kilpatrick. Tucker's wife, Sunshine, joined him in Nashville Wednesday (19). . . . Bud and Carolyn Chase and the Triple-A Ranch Gang are heard at noon each Saturday over WSBS, Great Barrington, Mass.

PROTEST TEEN-AGE DISK FARE

British Bandleader Blasts 'Pop Rot'; MU Blames U. S. Imports

LONDON — A rebellion is gathering steam in Britain against what has been described as "the trash consistently being fed to the public under the guise of entertainment." The reaction to "pop rot" which was called "largely controlled from America," is stemming from songwriters, musicians and their representatives in the MU (Musicians Union) and most recently by the public press.

Band leader Vic Lewis, writing in the Melody Maker last week, called upon music and record men to "stop these insults to teenagers. They deserve a better deal."

Lewis asserted that: "We've all noticed the deterioration in the field of popular music. Any thinking person knows the teen-age idols are largely the creation of self-seeking wirepullers with little principal and less artistic discernment. The stock excuse is that the kids get what they ask for. The truth

is that the teen-agers don't really know what they want until they get it. Musical worth rarely enters their heads. How ridiculous it is when a cockney singing American folk songs in a fake accent can become a star! Are the stars of the future to be drawn exclusively from three-chord guitar bashers and bawlers of gibberish?"

Reaction to this pronouncement came quickly. Harry Francis of the Musicians Union asserted, "It (the Lewis article) was admirable and completely right in principal. We are suffering from an overdose of importations from the jungle of American entertainment. I've a higher opinion of public taste than some people. The kids have rubbish forced upon them and those who churn out the rubbish are largely controlled from America. The MU must be concerned with standards where they affect the livelihood of members. We aren't

too happy about the way in which our members are used by recording studios to create false reputations for poor performers either."

As a result of these statements a move was suggested to the Musicians Union, to the effect that more stringent tests be set up before so-called musicians would be admitted to membership.

Another suggestion called for protest meetings of parent and teacher associations and youth club organizers. Victor Knight, of the Songwriters Guild of Great Britain, calling the Lewis statement "public-spirited," declared that the meetings of parent and youth groups should "demand that recording and broadcasting companies stop this poisoning of youth immediately."

Several weeks ago, it was noted, the Performing Rights Society of Britain set up new and stringent rules regarding participation of American publishers in the British music scene. And it is no secret of course that for some months British cleffers have been in an uproar over the vast amount of American-originated disk material being programmed here over the BBC.

POP TUNES SECONDARY—BUT

'Moscow Nights' Swings Russkys on Volga Circuit

NEW YORK — Ulysses Kay, longhair composer just back from a State Department - sponsored tour of Russia along with classical composers Peter Mennin, Roy Harris and Roger Sessions, said this week that the hottest pop hit in Russia at the moment is a swinging ditty titled "Moscow Nights." It was penned by clemmer Vassily Solori-Sedaj, head of the Leningrad Composer's Union, whose main occupation is that of classical composer. There are no pop specialists in the USSR, but pop songs are sort of a secondary function of classical composers, according to Kay.

Kay pointed out that a pop tune becomes a hit in Russia not via radio plays, but via live performances in clubs, theaters, dance halls, etc., just as it used to be true in the U. S. years ago. Radio music is restricted to classical, semi-classical and folk music, with few pop songs performed. The record business, however, is important in Soviet Russia, said Kay, with the big Moscow department stores, for example, maintaining large record departments. The Russians have not yet got around to self-service, but they do have lists of all the records in stock on panels on the walls. A customer studies the panel, finds the title and number of

his record and then places his order with the clerk behind the counter. LP's, both 10-inch and 12-inch are the bulk of the business with no 45's available that Kay could see. Russian phonographs are two speed jobs that play LP's and 78's. Much sheet music is displayed in record stores according to Kay.

Dance orks usually play Russian music, claimed the longhair composer, but every so often he heard an old stock arrangement featured by the Glenn Miller Ork or the Sy Olliver Ork of the 1940's. He and the other longhairs caught a jazz concert in Tiflis, featuring a jazz gent named Eddie Rosner leading a large band with reeds, brass, strings and rhythm. Band sounded sort-of Lawrence Welk-ish according to Kay, and the acts on the bill with the band made it look like one of those 1940 Paramount Theater stagershows.

SINGLE SALES?

Lubinsky's Spiritual Talent Hot

NEWARK, N. J. — "You think singles aren't selling?" says Newark disk mahoff Herman Lubinsky. "They certainly are for our spiritual acts. We have more gospel and spiritual talent on Savoy and Gospel Records now than we've ever had before. This stuff is really moving!"

Lubinsky also announced the signing of four new groups to his Gospel label, including the Hightower Brothers (ages 7 to 17); the Evangelistic Soul Seekers of Brunswick, Ga.; the Christianaires of Richmond, Va., and the Prophets of St. Louis. A new LP is also set for release featuring the Caravans and the Staple Singers.

The loquacious Lubinsky revealed several other interesting bits of information. First, Savoy is going all out to serve juke ops with stereo singles, with four 3-D jazz disks now on release and more to come shortly. He also noted with not a little pride receipt of a letter informing him of his election (in absentia) to the governing board of the newly formed ARMADA (Association of Record Manufacturers and Distributors of America). Elections took place last month in Chicago.

3 Acts Sign With Imperial

HOLLYWOOD — Lew Chudd brought three groups into his Imperial Artists fold last week. Talent acquisitions include Manny Lopez and his Cha-Cha-Cha orchestra, the Lancers vocal group and the Rowan and Martin comedy duo.

Lopez and his 15-man Latin aggregation formerly recorded for RCA Victor. His first single under the Imperial banner is due later this month. Chudd plans to record the band for albums as well. Lancers, formerly with Coral, will be recorded later this month upon conclusion of a current Las Vegas club engagement.

Chudd will record Rowan and Martin in an album tagged "For Adults Only," featuring the comics in song and patter especially written for the album. Pair has had numerous TV guest shots and recently concluded their first movie appearance in U-I's "Once Upon a Horse."

N. Y. Dealer Org to Mull SORD Tie-Up

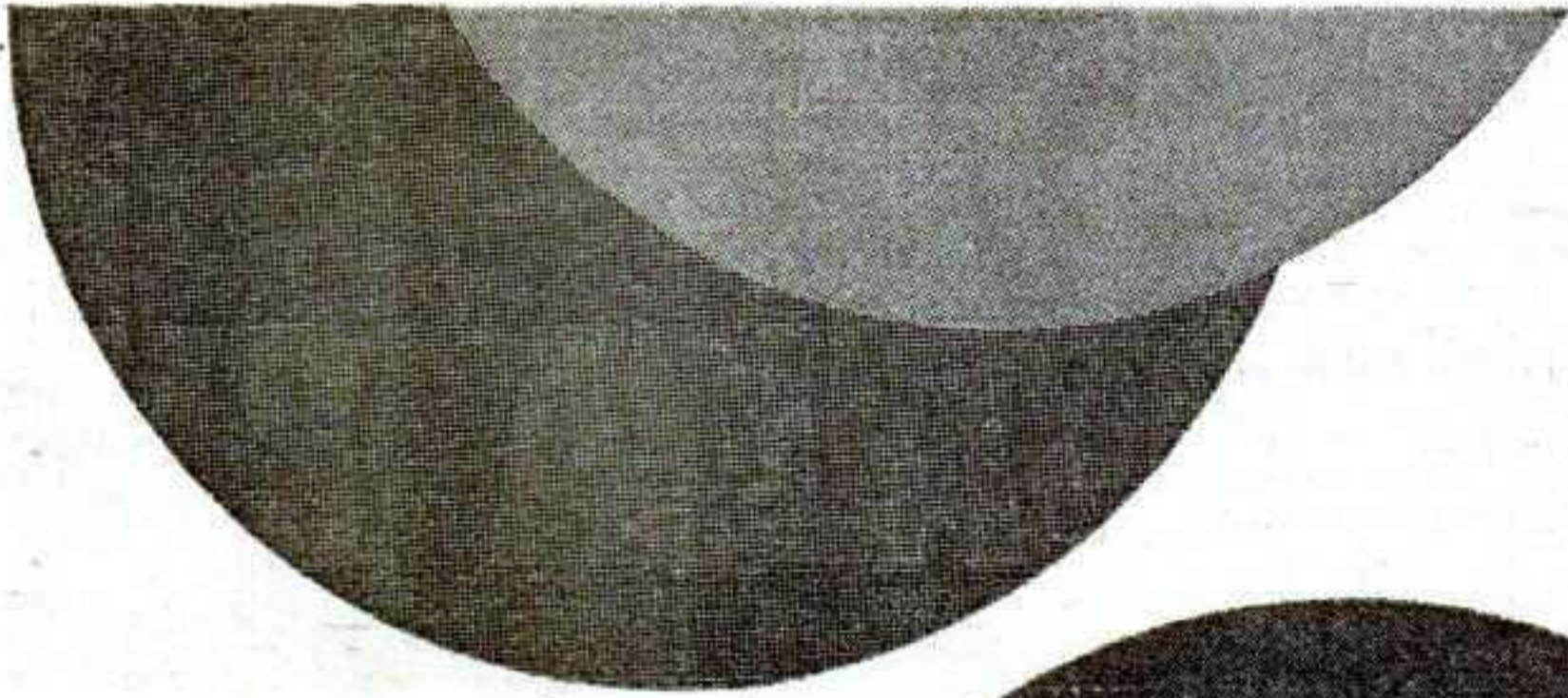
NEW YORK — The Association of Record Dealers of New York, Inc., at its meeting tomorrow (25) here will discuss projected association with the Society of Record Dealers of America, national dealer group formed last summer.

Charlie Lichtman of the Whirling Disk shop in the Bronx who is treasurer of the outfit, said that the New York organization, which now has over 220 dues-paying members from the city and environs, is ready to participate in the financing of legal steps against diskery clubs. This action is expected to be undertaken by the national body next month.

Lichtman added that the local group now includes members from a former association of New Jersey retailers as well as the New Yorkers. Another project in the offing, according to Lichtman, is the development of a plan for co-op buying by the dealers. The group is taking lessons on this from a spokesman for the Associated Food Store chain on Long Island, acknowledged experts in the group buying field.

DIAMOND BEATS ROBOT BRAIN

NEW YORK — Ike Diamond, logging chief at BMI, teaches basic data handling at Hofstra College out on Long Island a few nights each week. Last week, he took his class over to the Gruman Aircraft Plant at Bethpage, L. I., to show them the IBM-704, a giant computer used to handle various types of scientific data. One of the IBM machines was set up to play checkers against a human opponent. Diamond was challenged by his students to play the machine and he did. In case any BMI publisher has any ideas about getting the better of the BMI logging system, they better forget it. Diamond trounced the IBM mechanical brain.

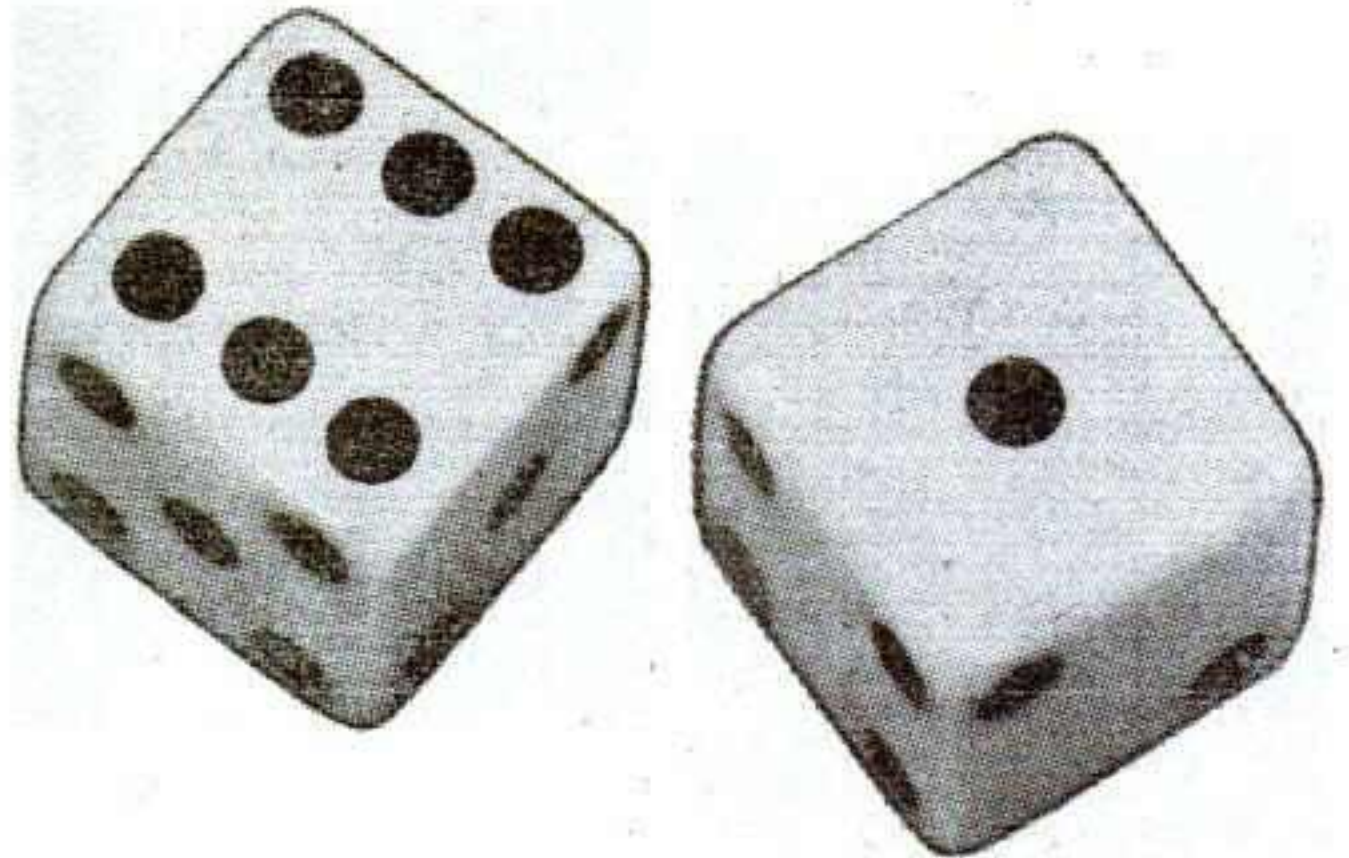


"AIN'T I THE LUCKY ONE"

MARTY ROBBINS



**COMES
UP
BIG!**



b/w "THE LAST TIME I SAW MY HEART" 4-41282

ON HIGH-FIDELITY RECORDS BY



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MUSIC AS WRITTEN

By BOB ROLONTZ

MEL ALLEN TO EMSEE JAZZ CONCERT

Sportscaster Mel Allen will be the emcee at The Herald Tribune Fresh Air Fund Concert to be held this afternoon (24) at the Hawaiian Room of the Hotel Lexington in New York, by the Ad Man's Post No. 209 of the American Legion. Key band performing at the concert is the group known as "The Many Splendored Stompers," who have lined up an amazing personnel list for the work. Here are the members of the group: piano — Herb Storer, Corday Perfume; trumpet — Larry Varvaro, Richard Manoff Company; drums — Bill Jecker, National Biscuit Company; clarinet — Ed Salvas, National Biscuit Company; tin whistle and alto sax — Les Lieber, This Week Magazine; franistan bass — Larry Lowenstein, CBS-TV; accordion — Hal Davis, Grey Advertising Agency. Thrush is Marie Janus of Cunningham and Walsh, who sings blues.

NEW FIRM FOR SPIER, NARDONE AND WEBMAN

Larry Spier, Jr., Belle Nardone and Hal Webman, jointly associated in the operation and ownership of the various Larry Spier publishing firms and Greenwich Records, have formed a new BMI publishing firm, We Three Music. First song to be given an all out drive by the new firm is a ballad titled "Richer Than I" which has been recorded by Teddy Randazzo on ABC-Paramount (his debut cutting for the label), Ray Peterson for RCA Victor and Ed Townsend for Capitol. Another new song in We Three Music is "Don't Pity Me" which has been waxed by Dion and the Belmonts for the Laurie label.

HOFFMAN AND MANNING FOR BRITISH MUSICAL

Jack Hilton, English producer of the current Broadway smash "La Plume De Ma Tante" will produce the new musical comedy "Mr. Parliament," and has set Al Hoffman and Dick Manning to do the score. Book is by Don Appell. Deal for Hoffman and Manning was set by manager Jack Beekman. Show starts rehearsals in London in February. Show will star one of England's brightest comedy names, Arthur Askey.

HULA HOOPS IN PAREE

Duke Niles, who handles Ray Ventura's musical activities in the U. S., informs us that Parisians are getting hoop conscious and that this is helping Georgia Gibbs' recording of "Hula Hoop Song" which is now on release in France. It seems Parisians are using the Gibbs platter as an instruction guide to using the hoops. Ventura's firm, by the way, has snagged the Shapiro-Bernstein "Hula Hoop Song" for France.

New York

Frankie Avalon appears on the Dick Clark Show on November 29. . . . Neil Sedaka, cleffer of "Stupid Cupid," was signed by RCA Victor as a singer last week. His first disk is now out on the market, and it features a new tune penned by the artist, "The Diary." . . . We erred in reporting that Paul Francis Webster's new tune "Bourbon Street Blues" was a New Orleans classic. It was penned by Webster for the new flick "Mardi Gras." But it does have that classic flavor. . . . Columbia Records is releasing its first LP with hitmaker Johnny Cash. Set will be out next week. . . . Ray Passman, formerly with George Paxton Music and Ivan Mogull Music is opening an indie record promotion firm. He is still handling record promotion for Beverly Kenney, the Miller Brothers and Bel-monte.

Merle Harap, secretary to exec Pat Shapiro at Columbia Records, will wed David Flamhaft on Wednesday (26). Newlyweds will honeymoon in Puerto Rico. . . . The Jesu-illo De Jerez Company presented a Latin Musical Revue at the Actors Playhouse in Greenwich Village New York this past weekend (22) and will put on another performance on Saturday night (29). . . . Irving Fields opened at the Astor hotel in New York last week. . . . Jackie Lee and his trio are appearing at the Stagecoach Lounge in Merchantville, N. J. . . . The Violoncello Society will present an all Villa-Lobos concert at Town Hall, New York, by an ensemble of celli conducted by Villa Lobos. Phyllis Curtin will be soloist. . . . Vanguard Records has re-packed Erich Kunz, leading baritone of the Vienna State Opera. . . . Johnnie Ray returned this week from his 30-day tour in South America.

The Canadian vocal group, the Hi-Lites, are set for a film starting in January. Boys record here for Brunswick Records. . . . Don Elliott has signed with MCA, and will soon tour with his new instrumental group. . . . Paul Anka is headlining at the Theatre Du Cirque in Brussels. . . . Al Frackman has joined Seeco Records as assistant to sales manager Jerry Shiffren and product chief Howard Roseff. . . . Harold Friedman has opened an office in New York as a Record Consultant. . . . ARC Records has signed the Ideals. ARC artist Rick Randle has been on the road promoting his recording of "That Day." . . . Italian pop singer Claudio Villa will make his debut in the U. S. at Carnegie Hall on January 18. . . . Cino Latilla and Carla Boni, Italian singing duo, are spending their honeymoon in the U. S. They will appear at the Brooklyn Academy of Music on December 7. . . . Domenico Modugno's manager Erberto Landi tells us that the singer will return to Italy on January 30 to participate in the San Remo Festival of Song where he won top prize with "Volare" last year.

Chicago

Dick Schory, advertising manager and educational director of William F. Ludwig, major drum maker here, has left Concertap-disc for RCA-Victor. Schory's first percussion album will be out in December with a Steve Allen TV-er set for January. . . . The Big Bopper (Jape Richardson, p.d. and d.j. at KTRM, Beaumont, Tex.) has ankled his station post on a leave of absence to do personals while his Mercury disks are riding high. . . . The Diamonds are currently doing a month in Australia. . . . The Marv Frankels (he's Mercury's supervisor of billing) are parents of a son, born recently. . . . Jimmy Palmer and his band working the Great Lakes Naval Training Center service clubs for six weeks. Plum account is booked exclusively by Bill Richards of Music Corporation of America.

WAPE ADOPTS MONKEYSHINES

JACKSONVILLE, Fla., —

In a move to carry out the suggested jungle theme of its call letters, new station WAPE here has adopted a hair-raising sound gimmick. Tarzan-type yells herald all station breaks; while the station's basic promotional slogan is "The Big Ape."

Jocks at the new Brennan Broadcasting outlet, which went on the air October 23, lead a plush existence, since facilities include a swimming pool and high dive, which extends under the front wall of the building into the lobby and "B" studio.

Jockey personnel includes Charlie "Jolly Cholly" Herman ("Early Ape Call") and "Herman's Hangout", Jim Kerlin (who concentrates mainly on teen-agers and operates the station's record hops), Ted Jones; Jim Atkins, Mississippi Simpkins and "Dan the Music Man" Brennan.

Luboff Abroad For Material

LONDON — American choral director-arranger Norman Luboff has arrived here on a five-month trip to find folk songs from the British Isles and the Continent.

During his stay Luboff will be making periodic trips to Europe, and may record Phillips with a specially organized choir—if he can find suitable material.

Execs Deny Rumored Closing Of Dot's N. Y. Operation

NEW YORK—Rumors circulating in the trade this week that Dot Records would soon close its New York operation, with Bob Thiele slated for a West Coast move, were stoutly denied here by Thiele.

"I came back from my visit to the Coast last week to find my secretary looking for a job," Thiele said. "She figured on leaving January 1 when she had heard we were closing up. It's absolutely not true. It may have started when our promotion man, Bud Hellowell, moved his headquarters to the Cosnat office. We did that only because we think local promotion can be handled better directly with the distributor. The same thing has been done in our Coast offices. Promotion work there is now being centered with our distributor in Los Angeles.

"It's true that I've been spending a good bit of time lately on the West Coast. During most of that time I was working with Randy Wood in setting up our new agreement with Lawrence Welk. During the same time, of course, we also signed Debbie Reynolds to a Dot contract."

Meanwhile, from Nashville, came a statement from Dot Prexy Randy Wood, who was in the

GNP Inks 3 Artists

HOLLYWOOD — GNP Records last week added three artists to its roster. The indie label signed Ben Light to cut singles and albums. (Light, long a healthy disk seller, particularly for the juke trade returns to records after a two-year absence.)

Others signed include society batoner Joe Moshay, whose first album will be devoted to dance medleys, and Bobby Montez, whose kick-off package will be "Movie Themes in Cha-Cha-Cha."

FCC TO APPEAL COURT FUNCTIONAL MUSIC OKAY

WASHINGTON — The recent knockout of FCC's multiplex order for FM functional music by U. S. Court of Appeals here will bring petition for rehearing from the Federal Communications Commission. FCC spokesmen say: "We are not thru with that yet."

The Appeals Court two-to-one decision, with strong dissent by Judge Danaher, denied the FCC claim that functional music was not a "broadcast service." This was the basis for commission's demanding an end to "simplexing" of commercial music as an encroachment on broadcast time, and not in the public interest. However, the court has warned that the service may still be "barred as objectionable for other reasons."

Functional Music, Inc., WFMF-FM, Chicago, was main petitioner against the FCC ruling, and a number of other stations had been given periods of grace against the FCC's deadline on simplexing, in court orders, until the WFMF case was decided.

The court majority ruled: "Broadcasting remains broadcasting, even tho a segment of those capable of receiving the broadcast signal are equipped to delete a portion of that signal. . . . functional programming can be and is of interest to the general radio audience." Since the music is transmitted with intent to be received by the public, it "has the requisite attributes of broadcasting."

Dissenting Judge Danaher, on the other hand, said WFMF and other licensees had been warned

from the start that their special authorizations to simplex (use broadcast facilities during certain non-broadcast hours to send commercial subscriber music) did not give permission for FM broadcast bands to be "converted" to the use of their commercial subscribers.

Danaher said WFMF "had no vested right" to the wider coverage by simplex, or to "freedom from competition," simply because the order to multiplex would permit other FM stations to provide the lost service. FCC had given October 31, 1958 as absolute deadline for all Simplexing operations by FM stations.

New Roulette Sales Exec Takes to Road

NEW YORK — Irv Jerome, newly appointed sales veepee at Roulette, starts his first road trip and distributor tour in behalf of the label this week.

Jerome will make "an over-all appraisal of the distributor's sales operations in regard to Roulette singles and primarily in terms of LP's." The exec noted: "We are planning a heavy sales campaign between now and the end of the year on both monaural as well as stereo LP's and the effectiveness of this program can only be measured and succeed thru the full cooperation of our distributors in getting our product stocked, exposed and displayed."

Jerome will cover most of the country, visiting key dealers, operators, and one-stops in every area, including Boston, Hartford, Conn.; Pittsburgh, Cleveland, Detroit, Chicago, Minneapolis, Seattle, San Francisco, Los Angeles, St. Louis, Cincinnati and Philadelphia.

Harmony Skeds 2 Watch Firm LP's


NEW YORK—Harmony Records, Columbia's \$1.98 album line, will release two albums featuring the Longines Symphonette and the Wittenauer Choraliers. One set will be titled "Presenting The Longines Symphonette and the Wittenauer Choraliers" and the other will be titled "The Wittenauer Choraliers Sing." Both albums are taken from tapes of Longine shows over the past few years which have never been released commercially before. Sets are due for release the end of this month. More sets by the Longines Symphonette will be issued in the future.

CONCERT THEMES SAXERS' BATTLE

WASHINGTON — Three jazz sax headliners, Gerry Mulligan, Sonny Rollins and Ben Webster, will meet "for the first time on one stage," in a Sunday afternoon session at the Sheraton Park Hotel here, according to sponsors putting on the "Battle of the Saxes."

The reedmen will be presented November 30 in another of the Jazz Recitals being sponsored by Peter Lambros, owner of two Washington restaurants featuring jazz, and Felix Grant, emcee of the Felix Grant Show, on WMAL, which features jazz for the nightowls here from 11 p.m. to 1 a.m. nightly.

Each of the three will be backed by his own group, and the bill will be rounded out by local favorite Booker Coleman and his "Jazz Artists."

 MEN WHO READ BUSINESSPAPERS MEAN BUSINESS

R&R Still Packs Punch

• Continued from page 3

Louis Prima's "That Old Black Magic," Peggy Lee's "Light of Love," the Four Lads "The Mocking Bird," the Four Coins "The World Outside," Joni James "There Goes My Heart," Tommy Edwards' "Love Is All We Need," Johnny Mathis "Call Me," Roger Williams' "Near You," and Jane Morgan's "The Day the Rain Came." Some of the current hits also point up the fallacy of many of the dogmas that the business

swears by. For a long time sales chiefs and a.&r. men have stated categorically that no single record could make it unless the kids could dance to it. At the present time one of the fastest moving hits around is a tune called "Beep Beep" recorded by the Playmates on the Roulette label. As one disk jockey put it "any kid who can dance to this record is double-jointed." It happens to be an idea record and it tells a story—but it just isn't made for dancing. Neither is "Tom Dooley" for that matter and it's still a smash hit.

An interesting fact about the current hit market is that altho the country music field continues to shrink, more and more country-styled tunes, usually sung by boys from the country towns, are making it pop-wise. Many of the Pat Boone hits have been country-type tunes. And the Everly Brothers hits, including their current hit "Problems" has been of this genre. Such names as Conway Twitty, Johnny Cash, Marty Robbins, Jimmie Rodgers, Don Gibson, Robin Luke and, of course, the most important country singer of them all, Elvis Presley; indicate the strength of the country influence in today's pop market.

Rock and roll hits are still solid as exemplified by strong sellers by Big Bopper, Dion and the Belmonts, Bobby Darin, Earl Grant, the Kalin Twins, Bobby Day, Clyde McPhatter, Frankie Avalon, Ricky Nelson and the Royal Tones, to name a few. But there is room at the top for all types of tunes, including those "merger" tunes that have the best features of both rock and roll and pop.

Live Longhairs

• Continued from page 6

year's funds received a renewed grant of \$27,000 from the Rockefeller Foundation. The project has participation of leading orchestras and conductors, and has approval of the American Federation of Musicians.

The National Symphony Orchestra, under the baton of Howard Mitchell, will have as its entry for the project (25), the world premiere of John La Montaine's "Concerto for Piano and Orchestra," with Cuban-born pianist Jorge Bolet.

The recording project is designed to benefit living composers whose works will get commercial recording, and to provide extra income to performing musicians. The project hopes to increase the interest of the public and the music industry in the work of living composers.

Jazz Yearbook

• Continued from page 6

the just plain jazz fan. In fact, it might be said, Feather's work here is highly suited to this element, since it is written clearly and understandably, has a lot of facts and figures about the field and contains a number of photos of the big jazz names of this day in action.

Unlike various books on the subject, it is not confusing nor does it appear that the writers (Feather and guest chapter authors) are ever seeking to "snow" the uninitiated with imposing and ponderous critical prose. In short, the book does not seek to take positions and defend them. It does provide historical matter and facts of interest.

In a chapter headed, "Jazz U. S. A." there's a readable account of the gathering acceptance and growing respectability of jazz in 1958. Another chapter deals with the development of jazz on records. Guest authors from many foreign nations have also contributed accounts of the development of the art in their countries. On the directory side, there is an extensive compilation of winners of various jazz polls here and abroad, a list of organizations, record companies, schools, and commonly used abbreviations as well as a list titled, "How to reach the stars." Another list of jazz critics would seem to find its value strictly along trade lines.

In all, the book provides a fine wrap-up of jazz in our time, with particular value to the lay jazz fan who wants to know more about such things as traditional, mainstream, modern, etc.

Ren Grevatt.

Plain Org Debs

• Continued from page 2

in a Park Ridge, Ill., shopping center, under the monicker, Andre Flagg's.

The Park Ridge suburban store is an extremely attractive retail outlet, with a large record department, selling all singles at 79 cents while \$3.98 Long Plays are going for \$2.98 and all other merchandise is similarly discounted. Robert Hirshberg, a John Plain v.p., said that the Park Ridge store is an experiment, following two years of research from coast to coast. It is an experiment and other stores "may follow." Rumor is that blueprints call for at least another 20 stores by January 1, 1960.

The John Plain wholesale store catalog has carried "staple items, such as Long Play records" for nine years. The 1959 catalog carries two pages of "perennial best sellers in the Long Play field," for sale to "especially small stores in cities under 7,000."

Hefty Promotion the Key

• Continued from page 3

these to be sold to stations, are planned to raise funds for CMA. As another fund-raising idea, Denney suggested a series of four c.&w. shows to be presented within a year in a city to be selected, with promoter-members agreeing to refrain from booking in competition in the same city. A different city would be selected each year.

Eddie Arnold cited the need for new blood in the country and western field and suggested that the CMA institute a drive to get more radio and TV stations to program c.&w. fare. Doyle Wilburn, of the Wilburn Brothers, pointed out the need for closer co-ordination within the business. "To succeed in our purpose," Wilburn stated, "we must put into the business more than we take out."

Cracker Jim Brooker, Miami radio exec and deejay, stated that the CMA can do much to help the c.&w. industry earn greater respect in the trade. Members, he said, can aid in this respect by doing a better "sell" job on their product, by aiding in improving the coverage of c.&w. music and by keeping promotions clean and above board.

Nat Nigberg, producer of "Country America," Los Angeles, stressed the fact that country music is going strong on the Coast and that advertisers there are buying c.&w. more than ever before. "If

CMA had been formed five years ago," Nigberg said, "many of the problems that now permeate the field would not exist today."

Veteran promoter Oscar Davis stated that many country artists are not properly prepared to sell their wares in proper fashion, which is the primary reason for the bad reception to c.&w. music in many areas and to the music industry in general. He stated that c.&w. artists must learn to cooperate to a greater extent with the promoter on promotions.

At the Thursday afternoon meeting the membership voted unanimously to adopt the bylaws and constitution as originally proposed, after which the members chose a board of directors comprising the following: Ernie Tubb, representing the artists; Oscar Davis, artist managers, agents, bookers and promoters; Cracker Jim Brooker, deejays; Wesley Rose (chairman), music publishers; Walter D. Kilpatrick, radio and TV station reps; Ken Nelson, record company reps; Vic McAlpin, songwriters; Charles Lamb, trade press, and Bob Burton, of BMI, to serve as director at large.

The board will select the officers of the organization for the ensuing year, but up to press time had not announced its selections. The officers will be announced in next week's issue of The Billboard.

Hudson-Ross

• Continued from page 2

town department store record department was an H-R concession. In addition, H-R has an agreement with Weiboldt's for seven radio-TV-playback concessions, while it has one with Mandel Bros.

An actual schedule of individual indebtedness was not filed Wednesday (19), but the 10 top creditors include: Magnavox; Zenith Dist.; RCA-Victor Dist.; Philco Dist.; Sylvia Sales; Admiral Dist.; and Westinghouse Dist. Record distributor creditors include: Capitol; Coral; Decca; Mercury; James H. Martin; Music Dist.; Record Dist.; Columbia; Buena Vista; K.O. Asher All-State Dist.; Frumkin Sales; Garmisa; King; Midwest Mercury and United. Record publications owed include: Schwann; Long Player; Phonolog and Recordaid.

Referee in bankruptcy Bruno Nowogrodski gave H-R attorneys Ed Rothbart and J. M. Rosenfield till November 29 to file their complete skeeds of indebtedness. H-R's petition stated that the firm is not insolvent, but has not been able to meet its obligations "as they matured." Firm's assets and liabilities each were listed at \$1,405,981.41.

Omega Debs

• Continued from page 6

and trombone solos, there is a tendency toward muddiness or over-modulation in the recordings. Aside from this detracting factor the sound is good.

The real trouble with the albums is the apparent lack of ability to produce a real identification with such bands as Tommy Dorsey, Glenn Miller, Benny Goodman and Ted Heath, which receive the spotlight treatment. The arrangements are much the same, tho somewhat updated as to chordal structure in the ensemble passages, which in itself is perhaps one of the problems. Less dicking with the scoring might have produced a better replica of the sound.

Name value of those being saluted can account for some sales, it's true, but many aficionados will prefer the real thing, even if it's not in stereo form.

Those albums in the current release include:

"Salute to the Tommy Dorsey Ork," Omega OSL 16; "Salute to the Ted Heath Ork," Omega OSL 17; "Salute to the Glenn Miller Ork," Omega OSL 18; and "Salute to the Benny Goodman Ork," Omega OSL 19. Ren Grevatt.

Col. Seminar

• Continued from page 2

need for record promotion men to know something about radio programming, station ratings, etc., so that they could talk intelligently to deejays and station managers. (See separate story.)

As a result of these meetings, Columbia has decided to send all promotion men latest rating reports of stations and deejays in their territories so that they can help prepare programming aids to fit their local contacts. Columbia promotion men also set up liaison so that they can check on sales in each other's territories. Columbia will also prepare lists of their top new records each week so that stations can program from them.

DEE CLARK

NOBODY BUT YOU (Gladstone, ASCAP)

"Nobody But You" has already gained enough strength to make The Billboard's Hot R&B Sides Chart, and it looms a strong bet to score in pop marts also. The tune is a bright, rhythm number on which Clark is helped by a chorus and fine combo support. Abner 1019

16 NOBODY BUT YOU 1*

Dee Clark, Abner 1019



"LOLITA"
DON PALMER
quintet Abner 1021

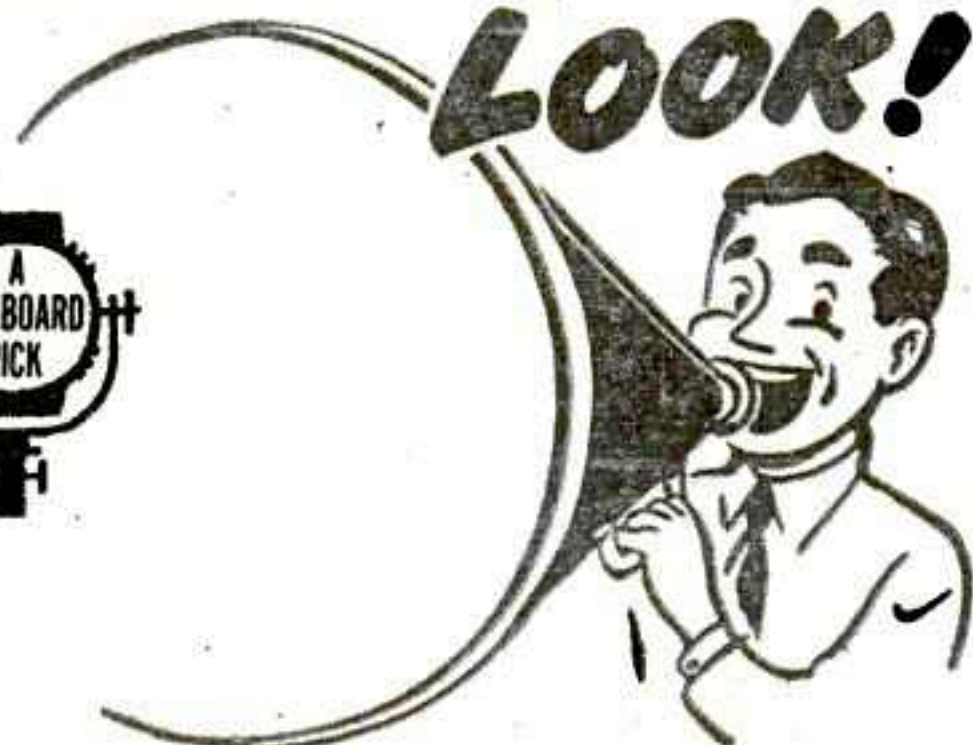
"HERE I STAND"
WADE FLEMONS
VeeJay 295

"THE GIFT OF LOVE"
the IMPRESSIONS
Abner 1023

* From Top R&B Sides, November 17.

VeeJay-Abner Records, 1029 S. Michigan, Chicago 16, Ill. (CA 5-6141)

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MGM K12738 on 45 & 78 rpm

MGM Records

MYSTERY PRICE

RCA Will Unwrap Magazine Stereo Tape Unit Dec. 1

CAMDEN, N. J. — RCA Victor continues to maintain security measures on the "nationally advertised price" of its forthcoming SCP2 magazine-load stereo tape unit. However, RCA now states that production lines will roll on the SCP2 December 1.

"A sizable number of these recorder-players will be in dealers' stores throught the nation by the middle of December," reports R. W. Sacon, vicepres and general manager of the RCA Victor Radio and Victrola division.

Some other details of the long-awaited unit — which, if it catches on, will give stereo disks a real run for the money — were also unveiled by Saxon.

Operation will be of the simplest variety. The four-track stereo tape cartridge is placed on the unit, and the user pushes a button. When the half-hour track is completed, the player shuts off. Then the cartridge is flipped — a la disk

—and plays another half-hour of stereo.

Special Features

Trade sources are guessing that the SCP2 unit will list at about \$250-\$300, plus \$9.95 or \$19.95 for one of two auxiliary speaker units that give a second-channel outlet.

It will have an output power of some five watts for monaural recordings, and 10 watts for stereo. A dual tone control, volume control, two transistorized preamps, electrical interlocking to avoid erasure, frequency response of 70-15,000 cycles, a chock-mounted tape deck, and a storage compartment holding up to six cartridges are other features of the new unit.

A "completely automatic portable version of the unit will be launched "during the first quarter of 1959." Console models are also in the works.

Says RCA's Saxon: "This instrument puts stereo tape playing into the mass market for the first time."

Magnecord to Stay With Two Track Tape

CHICAGO — Hugh Daly, sales vicepres of Magnecord, Tulsa, Okla., firm, joined the "stay with two channel, 7½ ips" camp when he told The Billboard this week that his firm will continue to emphasize this type of tape reproduction.

"We feel that currently four-channel heads and cartridges aren't perfected to the quality we wish to maintain," he affirmed.

Due to demand from Magnecord tape playback owners, Daly said the firm will soon be selling a four-channel head conversion kit.

"We are telling dealers and distributors that they will not achieve the same quality with this conversion right now that they would obtain from two-track at 7½ ips," he added.

Magnecord joins International Radio and Electronics and Viki of Minneapolis in adhering to the two-track, 7½ ips playback. (See story in The Billboard, November 17.)

Kable Kit Is Launched by Pickering Co.

NEW YORK — The latest in "stereo conversion kits" is about to make its bow. It's the "Kable Kit" from Pickering & Company, whose magnetic stereo cartridge has become a hot dealer item.

Termed by Pickering's fast-paced prexy, Walter Stanton, as "a self-merchandising item that's really needed in stereo, and one that will build customer traffic at accessory counters in both audio and record shops."

The Kable Kit, Model 603, is packaged in a clear plastic bag, and will be priced at \$2.98. It consists of a four-foot wiring harness with two insulated leads and a shield terminated at the pickup end with clips, and at the other end with separate shielded lines and moulded plugs.

A later edition, (Model 604) is planned featuring twin leads and twin shields for full four-prong operation. Packaged unit will be mounted, a half dozen at a time, on a special merchandising display.

SO GO AND MAKE YOUR OWN HEADS

NEW YORK — Here's a story passed on to us by one of the manufacturers in the troubled tape industry.

The bottleneck in research and development for new tape recorder products, said our source, has always been production of record and playback heads. To illustrate, he told about the reaction of U. S. firms to an imported tape recorder.

It seems this import played as well at 1½ ips, as many of our home-grown products did at 3¾ ips. The reason? The excellence of the recording heads. Excitedly, a couple of the bigger firms sent representatives abroad to find the source of these heads. They found the manufacturer in a tiny plant in a small European town. He employed but a few people and supplied only the one recorder manufacturer.

The U. S. reps told him to double his output immediately, that they would buy it all and pay premium prices.

"I've read about America," said the little manufacturer, "about the hurry and the heart attacks. I don't want to make any more than I'm making now, and I don't want any more money."

He wouldn't. He didn't. The U. S. firms are still buying recording heads from their sources here.

Sell Diamond Per Day for \$1,800 a Year

CHICAGO — Mike Remund, sales manager for Jensen needles, likes to put sales suggestions in dramatic language.

"The sale of a single diamond needle a day can bring the dealer a profit of \$150 a month or \$1,800 a year," says Mike Remund. "That's reason enough for a store to bring stock out of a drawer or from in back of a shelf so it can be seen and sold."

Remund advises dealers to go on a "diamond-a-day" campaign.

"Think of what it would mean to a store if every clerk got behind such a campaign," Remund says. "It would require only a little effort on everyone's part but the rewards in the case of a store with five clerks, let us say, would be sensational."

One of the big drawbacks to [\(Continued on page 20\)](#)

Wanted: 1,000 Portable Phonos By Egyptian Gov't

WASHINGTON — Between 500 and 1,000 portable phonographs in carrying cases are wanted by the Ministry of Education in Cairo, Egypt, from American suppliers, according to Commerce Department's Foreign Commerce Weekly.

Bidding instructions and other pertinent information can be obtained from the Trade Development Division, Bureau of Foreign Commerce, U. S. Department of Commerce, Washington 25, D. C.

Phono bids are invited thru local agents until December 22, by the Audio Visual Department, Ministry of Education, Cairo.

Bard Unit Converts To Stereo for \$29.95

NEW YORK — An inexpensive way to convert a phonograph to stereo reproduction is promised by the Bard Record Company with their new Stereophonic Converter and Balance Control Unit.

The converter is actually a miniature broadcasting station which transmits the second channel from a stereo record and which is picked up by an ordinary radio tuned to a "dead" spot on the broadcast band. The converter's use with

justing both channels to proper signal strength and maximum stereo effect. Ordinarily, a balance control alone costs about \$10. Another feature is the effective range of the unit—150 feet. No wires are needed to connect it to the radio which will act as the second channel. Presumably, all radios within 150 feet of the Bard Converter in a particular neighborhood would pick up the signal on the dead spot to which the converter is



stereo records requires the installation of a stereo cartridge in the record player. A ceramic turnover cartridge with twin sapphires is provided with the converter. Total price is \$29.95.

The manufacturer states that the unit is not a "so-called phono oscillator." What distinguishes it from the oscillator is the use of a variable, or tuning, condenser for critical tuning plus the fact that it is self-powered. It has its own transformer and pre-amp circuit.

A special feature of the Bard unit is a "balance" control for ad-

tuned. They would only receive one channel, however.

Shipments of the unit are scheduled to begin about the first of December. Wholesalers will operate on a 50 per cent markup and many territories are still open for distribution. Dealers who order in lots of a dozen will work on a 40 per cent markup. Lesser orders allow for a markup of one-third.

The Bard firm, located in New Rochelle, N. Y., is known in the industry as the producer of the "Orthosonic" Tone Arm.

Telectro Has Counter Display, Brochures

NEW YORK — A new display unit featuring the Telectro 1970 tape recorder is being made available to dealers by Telectrosonic Corporation. The two-piece display is a four-color cardboard

unit which emphasizes features of the model at the point-of-sale.

The prospect will be able to use the tape recorder himself by following the simple instructions [\(Continued on page 20\)](#)



BOSTON . . . NEW YORK . . . WASHINGTON . . . CHICAGO

. . . MIAMI . . . DES MOINES . . . NEW ORLEANS . . .

DENVER . . . LOS ANGELES . . . SEATTLE . . . DALLAS

HOW WELL IS STEREO SELLING?

A MARKET-BY-MARKET REPORT ON STEREOPHONIC PHONOGRAPH AND DISK SALES

Look for it in next week's Audio Products section (December 1 issue)!

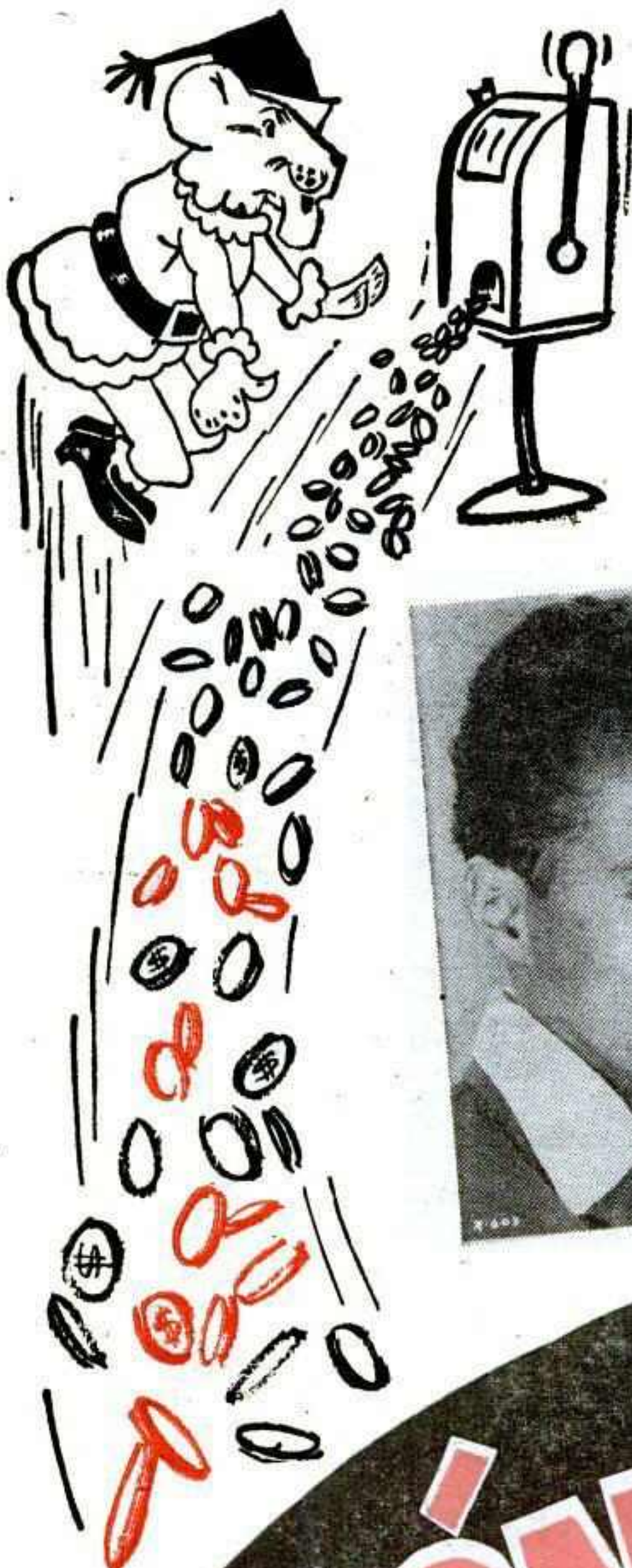
BOSTON . . . NEW YORK . . . WASHINGTON . . . CHICAGO

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when answering ads . . .

Say You Saw It in The Billboard



**THE BIG JACKPOT
CHRISTMAS RECORD**



**AUGIE
RIOS**

The Singing Sensation of the Broadway Musical "Jamaica"

**DÓNDE ESTÁ
SANTA CLAUS?
(WHERE IS SANTA CLAUS?)**

B/W
OL' FATSO

**METRO
K20010**



A Product of MGM Records A Division of Loews, Inc. 1540 Broadway N. Y. 36, N. Y. JU 2-2000

Stereo Cues Webcor Sales Exec Shuffle

CHICAGO — Because of increased volume accruing from stereo playback equipment and greater penetration of hi fi in the home, Webcor this week announced the creation of a new and high-ranked sales executive echelon. Bud Letzter, veepee in charge of sales, in announcing the major up-grading of Webcor's field sales

staff, said that the new total of 16 field sales personnel is an all-time high for the firm.

Three previously regional sales worked out of Philadelphia; Harold Maynard, previously posted in Cleveland, and Everett Olson, California State rep, will take over the Eastern, Midwestern and Western divisions, reporting directly to Letzter.

Replacing Mack as regional rep out of Philadelphia will be Al Daggett, previously salesman with

Pierce-Phillips, Philadelphia; Tom Pipes, ex - Arnold Wholesalers, Cleveland, steps in for Maynard, while Ray Hillebrand, formerly with Kierulff, Los Angeles, covers the State of California.

Mack as Eastern division chief directs four regional men, Maynard oversees five regional men in the Midwest, while Olson, onetime advertising and promotion chief in the home office, covers four men in the 11 Western States.

In a simultaneous move to co-ordinate home office activity, Martin Krenzke, previously industrial sales manager for Webcor, takes over the combined position of sales manager of industrial-export-distribution for Webcor. Charles Dwyer, distribution sales manager, resigned recently.

YOU SHOULDN'T AUTO BUY NOW?

NEW YORK — According to the November 15th issue of Business Week, retailers generally are in for a Christmas boom. Magazine says retail sales estimates look to be pretty solid and that this is expected to be the biggest Christmas season ever.

One important reason for this trend, Business Week points out, is the dip in auto sales. This gives retailers in all other lines a bigger bite out of total spending and releases money for general spending.

WINTER MEET

EIA Seeks Standards For Stereo

WASHINGTON — Reports on stereophonic standardization of records and broadcasting will be presented by the Consumer Products Division of Electronic Industries Association during the upcoming Winter Quarterly Conference, December 2-4, at the Roosevelt Hotel, in New York City.

EIA says it expects a record number of member-company representation. (Continued on page 19)

Admiral Ready With 'Cordless' Clock Radio

CHICAGO — The Admiral Corporation announces that it is in production and will deliver in time for Christmas selling a "cordless clock radio." The "Super 8" transistor unit will be available in two finishes—black and white and gold and white.

A special feature of the "Super 8" is a "sleep switch" control which shuts the radio off automatically from one minute to an hour after the switch is set. Other features include a "volume sentinel" which automatically corrects for volume variations in station changes and a Westclox electric unit with luminous hands. It also has a sweep second hand and an automatic self-adjusting timer.

Price has not yet been announced.

A-F DISPLAY

Frey Gilds Lily With Kiosk Aid

NEW YORK — Audio Fidelity has an important free display aid for dealers to use in their True Magazine window display contest. It is a revolving "kiosk" illustrating eight flashy Audio Fidelity covers. The kiosk is powered by a simple motor.

"Nothing catches attention like a moving display," A-F prexy Sid Frey told The Billboard. "Our covers are designed to be traffic-stoppers anyway. Adding the element of motion to them may be gilding the lily a bit but we don't want to miss any chance of attracting customers."

The Audio Fidelity window contest is scheduled to end December 24th.



Console Stereo High-Fidelity! 4-speed—Automatic changer—two 6" speakers plus compensating tweeters—last record shutoff—separate bass, treble, loudness controls—cherry, limed oak, mahogany finishes—ready for Stereophonic Sound! MODEL 46AC1

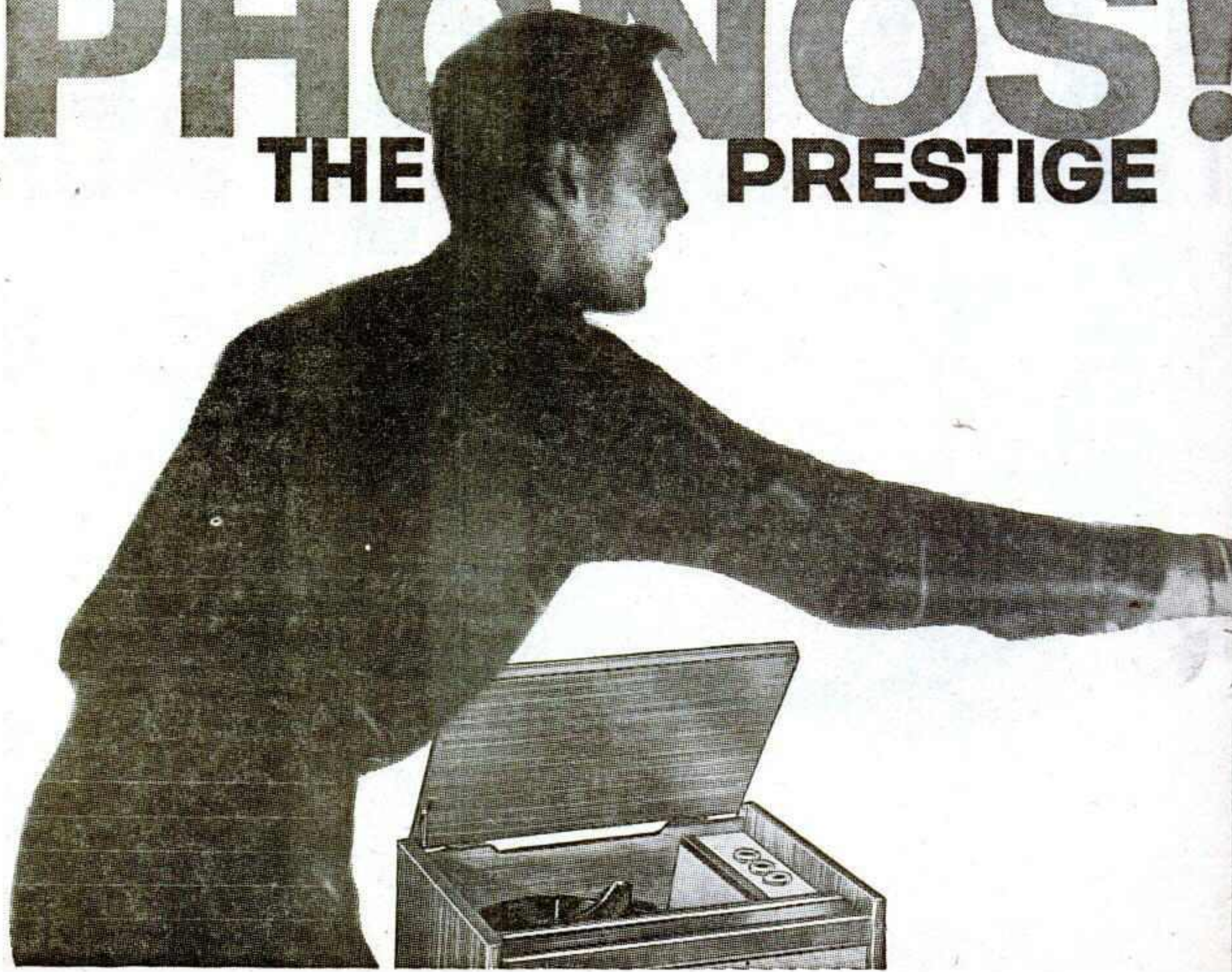
Over-sized Speaker Grill, Split-Lid Cabinet! Manual—4-speed—dual sapphire needles—built-in 45 RPM record adapter—tone control! MODEL 40MP1

Portable Stereo Units For Use with Model 45AC1 or Model 46AC1! Two 6" speakers plus compensating tweeters match speakers in master units—separate loudness, bass, treble controls! Shown above, Model 47SE1 for use with 45AC1.

Portable Stereo High-Fidelity! 4-speed—Automatic intermix—two 6" speakers plus compensating tweeters—last record shutoff—separate bass, treble, loudness controls—ready for Stereophonic Sound! MODEL 45AC1

4-Speed Automatic! Automatic intermix—last record shutoff—dual sapphire needles—tone control! MODEL 43AC1

NEW WEST PHONOS! THE PRESTIGE



Hallmark Names Eastern Rep Firm

NEW YORK — Paramount Enterprises, manufacturers of Hallmark stereo phonos and Hallmark stereo records, has a new Eastern rep. Jack Oxman, sales veepee for the firm, has appointed Hal Keller and Company.

The Hal Keller organization is located at 653 Ferne Street, Drexel Hill, Pa. They will cover the Eastern Pennsylvania, Delaware, Maryland, Washington, D. C., and Southern New Jersey areas.

TAPE CARTRIDGE

Broad Tape Study Is Webcor Aim

CHICAGO — Webcor is studying the broad recorded tape picture in preparing their product for next year. According to Bud Letzter, sales veepee, the Chicago firm is very interested in the RCA Victor cartridge playback method, is testing it and is continuing study on it.

Letzter added that Webcor has under consideration "several other

Trav-Ler to Tell Tape Plans Jan. 1

CHICAGO — Trav-Ler Radio Corporation confirmed this week a Billboard story (November 17) that they would enter the tape playback field.

The firm said that they would have no announcement to make concerning the direction of product development until the first of the year. They were definite, however, in their plan to market a tape playback unit.

projects in regard to stereo cartridge playback." The sales exec did not elaborate on that statement.

Livingston Sees Need For Tape Campaign

NEW YORK — Arthur Cooper is a disappointed man.

Art, vice-president of Livingston Audio Products, veteran recorded tape producer, was at the MRIA meeting in Chicago last week (The Billboard, Nov. 17) and he told The Billboard that he didn't think the meeting gave Livingston's Chet Smiley a fair hearing. Smiley asked the entire gathering, representing every facet of the tape industry, to forget their differences and promote "the concept of tape of whatever kind."

"We'd all benefit," Smiley told the meeting, "because a lot of people don't even know what tape is or what it can do. Speaking for Livingston, we'd be delighted to contribute royalties on our sales for the promotion of tape."

Smiley had in mind a promotion pool to which all would pay. Recorded tape firms would toss in 2 cents for every recorded tape reel they sold. Machine makers could throw in a nickel for every player or recorder sold. Blank tape people could toss in a penny a reel.

But nobody listened. At least, nobody seconded the motion.

Commenting on the lack of four-track promotion when the stereo disk loomed as a competitor, Cooper pointed to the fact that there were no four-track machines on the market.

"Who would have bought four-track if we had produced it?" Cooper asks.

Why couldn't there have been heavy promotion on four-track conversion kits?

"Tape," says Cooper, "is a connoisseur market. The disk, on the other hand, has wider acceptance. Then, there's the problem of money. Most of the tape people hadn't the kind of money that a concentrated four-track promotion program would have demanded."

These, Cooper says, are the reasons stereo tape couldn't keep up with disk.

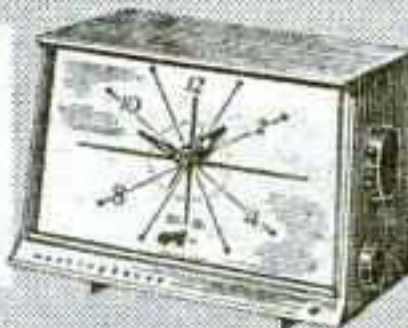


22 Sq. Inches of Speaker! Sleek, modern "All-Around" Cabinet, 6 tubes including rectifier. MODEL 636T6A

Lifetime Transistors Can't Wear Out... Can't Burn Out... Tiny all-transistor portable... shatter-proof case... ear-phone jack! MODEL 655P5



New All-Clock Radio! First time! Behind handsome clock face... a fine radio that wakes you to music or to an exclusive alarm tone! MODEL 677T4



• Low List prices! • 90-day factory warranty on parts and labor! • See your local Westinghouse Radio-Phonograph Distributor!

YOU CAN BE SURE...IF IT'S **Westinghouse**

WATCH "WESTINGHOUSE LUCILLE BALL-DESI ARNAZ SHOWS"—CBS-TV, MONDAYS



Stylish Space-saver! Full, rich tone... fully molded cabinet... 5 tubes including rectifier. MODEL 681T5

36" Pop-Up Antenna! Rugged 3-way portable with 2 antennas for extra-long-range! MODEL 662P4



WESTINGHOUSE RADIOS! LINE FOR CHRISTMAS SALES



WESTINGHOUSE, TELEVISION-RADIO DIV., METUCHEN, N. J.

Argos Has New Enclosure Kit Sales Catalog

NEW YORK — The "do-it-yourselfer" in the stereo age has started a sales spurt in one corner of the high fidelity industry. Manufacturers of speaker enclosure kits are feeling a surge of new business.

One firm, Argos Products, Genoa, Ill., is issuing a new catalog describing its full enclosure kit line. Designated Catalog C-58, it replaces Catalog 8-1 issued in September, 1957.

The new catalog features three new items:

1. The "Catalina" stereo hi-fi enclosure (for limited space). Measuring 24 inches wide by 11 inches high by 10½ inches deep, the Catalina may be used horizontally on a bookshelf, or, with the addition of four short legs, vertically on the floor (see illustration). The "forward front" construction allows maximum internal volume. It accommodates an eight-inch speaker.

2. "Prestige Baffles." These new baffles are built in rectangular shape for more pleasing appearance and for greater interior air mass. The new baffles give almost twice the internal volume for only slightly extra cost.

3. The new catalog also features 12 items which are revised in appearance but which have been in the previous catalog.

Copies of the new catalog are available by writing to the manufacturer.

Winter Meet

• Continued from page 18

representatives from all parts of the country. Consumer Products Division will also talk strategy for reduction or repeal of the 10 per cent radio and TV receiver excise tax during the conference.

THE SLADES

originated

"YOU CHEATED"

domino #500

Their New Hit!

"YOU GAMBLED"

domino #800

THE SLADES YOU GAMBLED

The group had the original of "You Cheated," and they follow their mild success with what could be a real winner. The tune has a similar feeling and they present the rockballad with a hit sound.

Domino 800



More than 1,100

RECORD DEALERS and CLUBS

are profiting by their use of

AUDITION

The Monthly Musical Shopping Guide

There is no better album-buying stimulant than AUDITION, with its complete reviews, lists, sidelights and colorful ads.

Want to increase YOUR album sales?

Then order AUDITION now!

AUDITION, Billboard Bldg., Cincinnati 22, Ohio

Enter my monthly order for AUDITION as follows:

| NO. OF COPIES | MY COST | MY PROFIT (at 15¢ cover price) |
|---------------------|-------------|-----------------------------------|
| () 20 copies..... | \$2.00..... | \$1.00 |
| () 40 copies..... | \$3.60..... | \$2.40 |
| () 80 copies..... | \$6.40..... | \$5.60 |
| () 100 copies..... | \$7.50..... | \$7.50 |

Over 100 copies..... @7.5¢ each..... 7.5¢ on each copy
(enter quantity)

SIGNED _____

STORE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Please include postal zone

Audio Feedback

By CHARLES SINCLAIR

THE "ATLANTIC PACT" HI-FI FIRM

Leonard Carduner, the slim, well-tailored veteran audio exec who heads British Industries Corporation looked out his office window last week at the morning sunlight sparkling on the water off Port Washington, Long Island, and aired for our benefit some of the business philosophies that have helped make BIC-handled products like Garrard changers, Wharfedale speakers, Leak amplifiers and the RJ enclosures and River Edge cabinets, familiar and sought-after names among audiophiles, who buy an ever-increasing amount of the firm's audio products from a network of more than 3,000 dealers in all parts of the country.

"There's too much fuss about 'new' products in this business that confuses both the dealers and the public," he said, adding, "I'm not suggesting the audio industry stand still, however. It's grown as far as it has because it offers the public more than the average packaged goods manufacturer can build into a phonograph or radio. It's a matter of emphasis."

Carduner puts the problem in these words: "A lot of manufacturers believe in maximum exploitation of any new wrinkle they may add to their product. Publications that cover the audio field, for the trade and for the consumer, are often quick to go along with the publicity. I can't blame them; news is news. But we take a different approach in handling 'new' developments, and we think the press and the trade should be aware of it.

"Take our Garrard changers, for example. We are constantly improving them, but the changes are usually in the nature of refinements. The previous model on a dealer's shelf will give the average customer just as much satisfaction as the 'new' model, altho our pipelines move pretty quickly and new models are very soon in stock. We've made something like 28 unannounced changes in the Garrard over a period of time. It just isn't our policy to make an issue about such improvements, or to pile them up and create a 'new model'."

"What about stereo changers?" we asked. Carduner smiled. "We started wiring Garrard changers for stereo last January, less than a month after the first stereo record was publicly shown," he replied. "We didn't tell anybody; we just did it. Then, our dealers heard about stereo in the spring months and started phoning us. We were delighted to be able to tell them, 'Go ahead and sell Garrard. You're already wired for two-channel sound.' And, we made available a conversion kit at a moderate price for units finished before the changeover. Everything went smoothly, and everybody was satisfied. When the pipelines were filled, we started advertising it as a fact."

Overstress on "newness" is not the only editorial angle overplayed, Carduner feels. "A sort of editorial snobbery has grown up around turntables, as against changers," he says. "I know of one editor who recently urged his readers to play stereo records only on a turntable. Well, I also know that HE listens to records on a Garrard changer which we helped him convert to stereo. In effect, he's dividing record players into three categories: Changers, Turntables - and Garrards.

"When a good record changer is in the 'Manual' position, the chief causes for rumble will be found in the main bearing, the rotor, the general balance of the turntable, and the care with which the unit is assembled. We think we are ahead on all points. In fact—and don't forget, we sell terrific manual players and turntables too—I'll be willing to stack any 10 new Garrard changers in a rumble test against 10 new models of a 'popular priced' turntable. I think the results will surprise you, as well as many dealers who are afraid to recommend a changer in an expensive installation."

Telectro Display

Continued from page 16

which are printed clearly on the display. In following the instructions, he will record his own voice and play it back immediately. He will be able to judge for himself the ease of operation and the satisfactory results that a home recorder offers.

The display has a built-in pocket which invites the prospect to take one of the small 12-page descriptive booklets describing all five of the currently available Telectro models.

The consumer brochure itself is new and is available separately in quantity. Printed in two colors, the booklet is divided into two sections describing with text and illustrations the complete line. Section one is devoted to the advantages and pleasures of tape recording. Section two is concerned exclusively with the five models and their features. Included on the back page are some of the acces-

Diamond a Day

Continued from page 16

diamond needle sales, according to Remond, is the indifferent packaging of some manufacturers.

"The fact that a product is packed in a small and not-very-impressive container makes people wonder if it is really worth the money they spend," he points out. To help the dealer overcome any customer doubts about the value of something as small as a diamond needle, Jensen began packaging its diamond styli in jewel cases about five years ago.

They also held to this packaging theory when they brought out a line of cartridges and a silicone-treated record cloth this year.

sory items available with Telectro recorders.

The cardboard display described above is the counter type and is compactly designed to fit conveniently wherever the dealer might choose to set it up.

CONCERT-DISC
CONCERTAPES, INC.
P. O. Box 88, Wilmette, Illinois

the ultimate in engineering. "Tokes" that satisfy other engineers are rejected by the skilled musicians who supervise every Concert-Disc recording session. Concert-Disc albums are known for "the cleanest sound in stereo."
This is the line you've been hoping to handle, the line that gives you prestige, the line that means PROFIT!

Sure, you can sell cut-rate, cut-quality stereo records today—your customers are eager to buy. But you're in business to stay (if you're not, stop reading right here). You want a prestige line—a line your best customers will buy—a line you can sell with pride, with confidence and with profit!
Quality Concert-Disc stereo albums SELL—in spite of a \$6.95 price. Or, perhaps, because of it! That price is justified. Concert-Disc stereo albums are

IN EVERY FIELD, ONE STANDS OUT
IN STEREO RECORDS, IT'S CONCERT-DISC
STEREO RECORD ALBUMS!



| | | |
|--|---|--|
| <p>A group of 15 jazz all-stars that appeals to every age level... playing I Cover the Waterfront, You Took Advantage of Me, 7 others. LPM-1644</p> <p>BREAD, BUTTER & JAM IN HI-FI</p> | <p>16 classic blues by the late Jimmie Rodgers... first and foremost in "Country" blues. Collector's items from 1929 through 1933. LPM-1640</p> <p>TRAIN WHISTLE BLUES THE LEGENDARY JIMMIE RODGERS</p> | <p>Argentina's popular romantic tenor sings beautiful Latin ballads with the heat that has given him such an avid following in the U. S. LPM-1881</p> <p>A TROPICAL EVENING DANIEL BICHO</p> |
| <p>MUSIC FOR BANG BROOM and HARP DICK SCHORY</p> <p>One-of-kind percussion album! No competition! A block-buster for hi-fi and stereo market... with exceptional sound. LPM-1866*</p> | <p>After the Party's Over AARON BELL TRIO</p> <p>Tyree Glenn, Hank Jones and Aaron Bell team up for the kind of swinging jazz that's so popular. <i>Satin Doll</i>, <i>Cool</i>, 8 others. LPM-1876*</p> | <p>REMINISCE WITH LARRY FERRARI</p> <p>Best buy for hi-fi and stereo market in the organ field. First Larry Ferrari record enjoyed same good sales you can expect on this one! LPM-1850*</p> |

MERCHANDISE FOR YOUR WINTER SELLING!

| | | | |
|--|--|--|--|
| | <p>Teens like the beat, adults like the standards... the Ames Brothers are a sure-fire bet for both on this one, with a dozen all-time greats. LPM-1855*</p> <p>Smoochin' Time AMES BROTHERS Sid Ramin's Orch.</p> | <p>Disc jockeys will be pushing this one as hard as "Other Worlds, Other Sounds." It will move just as fast for you, too! LPM-1749*</p> <p>FOUR CORNERS OF THE WORLD ESQUIVEL: HIS PIANO & GROUP</p> | <p>What a combination! Crosby and Clooney! Outstanding arrangements by Billy May and special material by Ira Gershwin! LPM-1854*</p> <p>fancy meeting you here CROSBY-CLOONEY</p> |
| <p>THE LUTHERAN HOUR</p> <p>Presenting the same choir that has achieved so much acclaim on the widely-heard radio program of the same name. LPM-1863*</p> | <p>The Drinkard Singers A JOYFUL NOISE</p> <p>Magnificent presentation of gospel music by the Drinkard Singers of Newport Jazz Festival fame. Discovered by Mahalia Jackson. LPM-1856*</p> | <p>ARTIE SHAW... a man and his Dream</p> <p>Number 8 in the "Jazz Milestone" series. A cross-section of Shaw hits including many collector's items from 1930's through 1950's. LPM-1648</p> | <p>PHINEAS NEWBORN, JR., AND TRIO Fabulous PHINEAS</p> <p>Phineas Newborn is pre-sold to jazz buffs! A pianist with active musical imagination and unbelievable keyboard technique! LPM-1873*</p> |

* available in Living Stereo.
ORDER FROM YOUR RCA VICTOR DISTRIBUTOR NOW!



The Billboard Buying Guide for PACKAGED RECORDS



BEST SELLING LP'S

FOR SURVEY WEEK ENDING NOVEMBER 15

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

| This Week | | Last Week | Weeks on Chart |
|-----------|--|-----------|----------------|
| 1. | The Kingston Trio | 2 | 4 |
| | Capitol T 996 | | |
| 2. | South Pacific | 1 | 35 |
| | Sound Track, RCA Victor LOC 1032 | | |
| 3. | My Fair Lady | 4 | 138 |
| | Original Cast, Columbia OL 5090 | | |
| 4. | Sing Along With Mitch | 6 | 20 |
| | Mitch Miller, Columbia CL 1160 | | |
| 5. | Only the Lonely | 7 | 9 |
| | Frank Sinatra, Capitol W 1053 | | |
| 6. | Tchaikovsky: Piano Concerto No. 1 | 3 | 17 |
| | Van Cliburn, RCA Victor LM 2252 | | |
| 7. | Gigi | 10 | 23 |
| | Sound Track, M-G-M E 3641 ST | | |
| 8. | King Creole | 8 | 11 |
| | Elvis Presley, RCA Victor LPM 1884 | | |
| 9. | Johnny's Greatest Hits | 9 | 33 |
| | Johnny Mathis, Columbia CL 1133 | | |
| 10. | Film Encores | 11 | 66 |
| | Mantovani, London LL 1700 | | |
| 11. | Ahmad Jamal | 15 | 2 |
| | Argo LP 636 | | |
| 12. | South Pacific | 19 | 243 |
| | Original Cast, Columbia OL 4180 | | |
| 13. | Oklahoma! | 21 | 161 |
| | Sound Track, Capitol SAO 595 | | |
| 14. | Victory at Sea, Vol. 2 | 13 | 3 |
| | RCA Victor Symphony Orch. (Bennett) RCA Victor LSC 2226 | | |
| 15. | Gems Forever | 17 | 17 |
| | Mantovani, London LL 3032 | | |
| 16. | Stardust | 18 | 19 |
| | Pat Boone, Dot DLP 3118 | | |
| 17. | Till | 22 | 20 |
| | Roger Williams, Kapp KL 1081 | | |
| 18. | But Not for Me | 5 | 10 |
| | Ahmad Jamal Trio, Argo LP 628 | | |
| 19. | More Sing Along With Mitch | 14 | 3 |
| | Mitch Miller, Columbia CL 1243 | | |
| 20. | Swing Softly | 16 | 10 |
| | Johnny Mathis, Columbia CL 1165 | | |
| 21. | The Music Man | 23 | 39 |
| | Original Cast, Capitol WAO 990 | | |
| 22. | Hymns | 25 | 92 |
| | Tennessee Ernie Ford, Capitol T 756 | | |
| 23. | The King and I | 24 | 118 |
| | Sound Track, Capitol W 740 | | |
| 24. | Strauss Waltzes | — | 1 |
| | Mantovani, London LL 685 | | |
| 25. | Billy Vaughn Plays the Million Sellers | — | 5 |
| | Dot DLP 3119 | | |



The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value,

as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Pop Albums

BREEZIN' ALONG

The Four Lads—Columbia CL 1223

The Lads should breeze to lots of coin with this attractive package. Attractive in its selections, pace, distinctive phrasing, melodic backing and colorful and eye catching cover. Title of LP is carried out in the first side with breezy tunes both listenable and danceable. Side two presents the group in a more relaxed manner with romantic standards tastefully handled. Loads of jockey programming ammunition here.



GLENN MILLER AND HIS ORCHESTRA (2-12")

20th Fox TCF 100-2

This is likely to become a collector's item. It's a de luxe packaging job containing the original film sound tracks from the films "Orchestra Wives" and "Sun Valley Serenade"—the only two full length films in which the band was featured. Included are "In the Mood," "Bugle Call Rag," "I've Got a Gal In Kalamazoo," etc., plus some new performances which were edited out of the original films. There are also the voices of Ray Eberle, Marion Hutton, etc., and performances by the Miller Six. Inner fold of the two record cover includes a terrific display piece—a photo of the Miller band, with names under each man.



TILL MORNING

Johnnie Ray With the Billy Taylor Trio—Columbia CL 1225

With the great Billy Taylor Trio (Earl May, bass, and Ed Thigpen, drums) and Mundell Lowe on guitar. Ray has a great background in rendering this set of standards. It's his strongest recently. Numbers include ballads and swingers. Selections are "My Ideal," "Day by Day," "Nevertheless," etc. Good cover shot of Ray. Strong potential.



FANCY MEETING YOU HERE

Bing Crosby and Rosemary Clooney With Billy May Ork—RCA Victor LPM 1854

A lot of charm here—A flock of tunes carrying different place names, carrying out the idea of the album title. Included are "On a Slow Boat to China," "Hindustan," "You Came a Long Way From St. Louis," etc. Cover also carries out the theme. Performances are very smart, with occasional interpolations and asides by Crosby and Clooney. Arranged and conducted in grand style by Billy May.



I WANT TO LIVE!

Sound Track—United Artists UAL 4005; UAS 5005

STEREO & MONAURAL

Themes from the sound track of Johnny Mandel's excellent score for "I Want to Live," are interpreted by a group of top West Coast Jazz Musicians. Tho the music is jazz-based, the set can also lure pop buys. It's a melodic and descriptive score that provides a good programming set for jocks. Fine cover photo by Paul Bacon will also help spark buys. Readable notes are by John Tynan. One of the strongest sound tracks to hit the market in a while.



The fastest, most complete and most authoritative evaluation of packaged records

-----Jazz Albums-----

JAZZ IMPRESSIONS OF EURASIA

The Dave Brubeck Quartet—Columbia CL 1251

The set is composed of musical settings based on themes suggested or acquired by the pianist and his crew on their European and Middle East trek earlier this year. It's an excellent six track set which allows Desmond his usual share of honors. Joe Benjamin is featured on bass, and Joe Morello holds down drums. It's another fine offering by the group, and another likely big seller. Good cover photo of Brubeck trying on a turban.



I WANT TO LIVE!

Sound Track—United Artists UAL 4006; UAS 5006

STEREO & MONAURAL

Gerry Mulligan and his jazz combo handle the themes from "I Want to Live," in stirring fashion. "Black Nightgown" is an especially fine track. Mulligan's name plus attention the pic is sure to inspire with openings will give the set top potential. Personnel includes Shelly Manne, drums; Art Farmer, trumpet; Bud Shank, alto sax and flute; Frank Rosolino, trombone and Red Mitchell on bass. Arrangements are by composer Johnny Mandell. Top potential.



NEWPORT 1958

Duke Ellington and His Orchestra (Featuring Gerry Mulligan on Baritone Sax)—Columbia CL 1245

Duke Ellington's 1956 Newport Jazz Festival recording was a big seller, and this new one, recorded live at the 1958 Newport Jazz Festival, could also turn into a strong item for the Duke. The material here is all new, 10 new tunes, and all penned by Ellington, of course. These are not the strongest pieces Ellington has ever written, in fact some of them sound like re-writes of other Ellington songs. But the performances of the band, the individual soloists, and Gerry Mulligan—who plays with the band on this LP, are mighty good, and that alone makes this an outstanding new release.



-----Classical Special Merit Albums-----

OFFENBACH: THE TALES OF HOFFMANN (3-12")

Mattiwilda Dobbs, Soprano; Uta Graf, Soprano; Leopold Simoneau, Tenor; With Various Artists and the Chorus and Orch. of the "Concerts de Paris" (Le Conte)—Epic SC 6028

An intimate, delicate waxing with superb style of this French gem. With only one complete "Hoffman" left (the Columbia was just withdrawn) this will thrill opera buffs. Simoneau is a perfect hero, Miss Dobbs doubles beautifully as two of his loves, Uta Graf scores as the third.



GABRIELI: PROCESSIONAL AND CEREMONIAL MUSIC

Choirs and Orchestra of Gabrieli Festival (Appia)—Vanguard BG 581; BGS 5004

STEREO & MONAURAL

The famed regal splendor of religious events in 16th Century Venice is evoked with great reality in this stunning stereo recording of 10 Gabrieli "motets," largely settings for liturgy used at great festivals like Christmas and Easter. With his use of widely spaced "double" and even "triple" antiphonal choirs, two organs and other instruments, Gabrieli's works are a stereo natural, and Vanguard's topnotch engineering does them full justice. Admittedly of specialized taste, the package is worth special sales effort.



-----Folk Albums-----

TRAIN WHISTLE BLUES

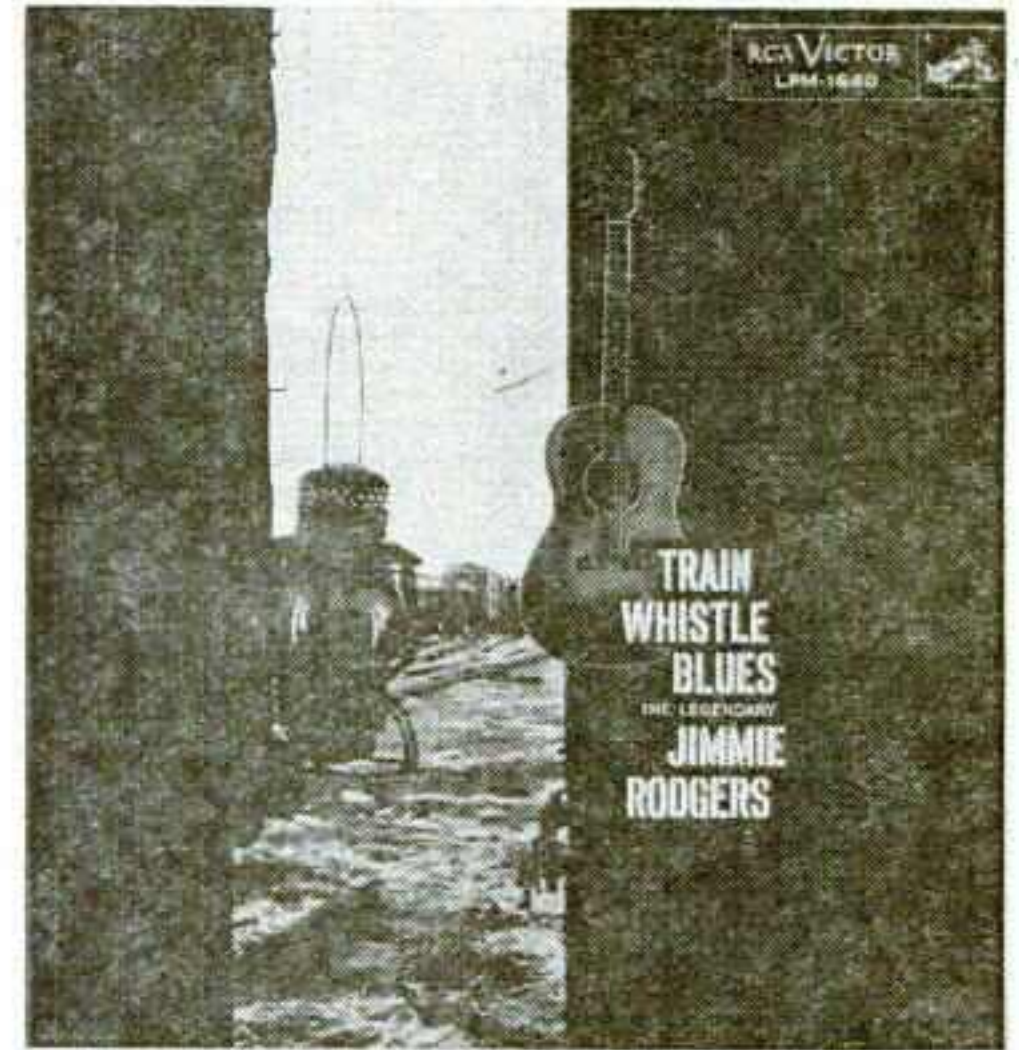
Jimmie Rodgers

The great late folk blues artist in a package of material, most of which was previously unreleased. Lovers of the Rodgers legend will find it hard to put down. Diskography gives dates and other recording data. Tunes are in Rodgers' earthy, train-blues groove. Backgrounds—either guitar or other instrumentation—will also interest the collector. Sound on these sides, cut in the late 1920's and early 1930's, is very listenable. An outstanding cover.



(Continued on page 25)

ALBUM COVER OF THE WEEK



TRAIN WHISTLE BLUES, RCA Victor LPM 1640. A striking cover photo by Art Kane shot thru the open doors of a boxcar sets a perfect mood for the great folk singer's album. It's a beautiful cover that's sure to coax many a customer.

• Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 15

Albums are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys.

1. ONLY THE LONELY Frank Sinatra
Capitol W 1053
2. VOICES IN LOVE Four Freshmen
Capitol T 1074
3. HAVE BAND, WILL TRAVEL Lester Lanin
Epic LN 3520
4. POLITELY Keely Smith
Capitol T 1073
5. SING ALONG WITH MITCH Mitch Miller
Columbia 1160
6. HOT CARGO Ernestine Anderson
Mercury MG 20354
7. THE KINGSTON TRIO Kingston Trio
Capitol T 996
8. YES INDEED Pat Boone
Dot DLP 3121
9. MORE SING ALONG WITH MITCH..... Mitch Miller
Columbia CL 1243
10. SWINGIN' ON BROADWAY Jonah Jones
Capitol T 963



Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 15

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

1. KING CREOLE, VOL. 1 ..Elvis Presley, RCA Victor EPA 4319
2. KING CREOLE, VOL. 2 ..Elvis Presley, RCA Victor EPA 4321
3. JOHNNY CASH SINGS HANK WILLIAMS..... Sun EPA 111
4. SPIRITUALSTennessee Ernie Ford, Capitol EAP 1-818
5. THE LORD'S PRAYER Pat Boone, Dot DEP 1068
6. JAILHOUSE ROCKElvis Presley, RCA Victor EPA 4114
7. NEARER THE CROSS Tennessee Ernie Ford, Capitol EAP 1-1005
8. LOVING YOUElvis Presley, RCA Victor EPA 1-1515
9. MY FAIR LADYOriginal Cast, Columbia EPA 5090
10. SING ALONG WITH MITCH . Mitch Miller, Columbia EPB 11601

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WORLD'S FINEST PERFORMANCES



Grand Award
WORLD'S FINEST HIGH FIDELITY

ENOCH LIGHT and the LIGHT BRIGADE, originators of the Hit Record I WANT TO BE HAPPY CHA CHA. Play CHA CHA'S GUAGLIONE • PATRICIA • LOVER • THE SHEIK • HOW HIGH THE MOON TEA FOR TWO • YES SIR, THAT'S MY BABY • CARA MIA CHA CHA • TREMENDO CHA CHA • SWEET AND GENTLE • LOLITA CHA CHA • I WANT TO BE HAPPY CHA CHA

G.A. 33-288

Monaural: GA 33-386

Stereo: GA 222 SD

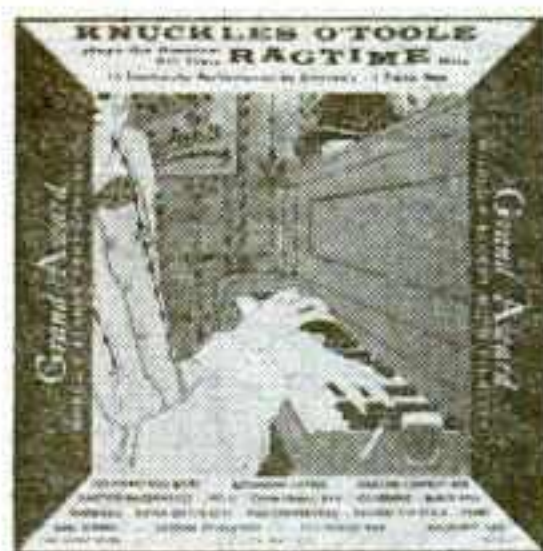
In fact...
this timely
Cha-Cha Album
contains the
ORIGINAL HIT
version of
**I Want To Be Happy
Cha-Cha** by Enoch
Light & His Light
Brigade plus 11
more exciting
pop Cha-Cha's

OTHER HOT ALBUMS FOR FAST CHRISTMAS PROFIT!



Monaural: GA 33-367 Stereo: GA 223-SD

18 of the world's most beautiful Christmas carols sung by the Edward Carrington Chora'e.



Monaural: GA 33-373 Stereo: GA 209-SD

Knuckles O'Toole, America's #1 Honky Tonk Piano Man, plays Ragtime favorites.



Monaural: GA 33-320 Stereo: GA: 221-SD

Enchanting background for the holidays. David Harkness on the Organ. Fredrico on the Chimes.



Monaural: GA 33-385 Stereo: GA 219-SD

Intense and spectacular music of the Bullfight by La Banda Los Amantes de la Corrida.



Monaural: GA 33-334

Cozy Cole with Coleman Hawkins, Rex Stewart, Tyree Glenn, Claude Hopkins, Billy Bauer, Avrell Shaw.

AVAILABLE IN MAGNIFICENT MONAURAL AND SPECTACULAR STEREO

GRAND AWARD

HARRISON, NEW JERSEY

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

(Each item is rated strictly according to its sales potential in the category in which it is classified)

SPOTLIGHT—Sure-Fire Merchandise—Top Demand

★★★★—Very Strong Sales Potential—Essential Inventory

★★★—Good Potential—Will Sell

★★—Moderate Potential—Salable Qualities

★—For dealers who stock all merchandise.

POPULAR ★★★★★

THE FABULOUS ARRANGEMENTS OF TOMMY DORSEY IN HI-FI
Tommy Dorsey Ork. Starring Warren Covington. Decca DL 78802

STEREO & MONAURAL

A sparkling set of stereo reminiscences of the late T. D. performed by the new Tommy Dorsey band. The arrangements of "Song of India," "Hawaiian War Chant," "Swanee River," etc., are faithful and the band does them full justice. An excellent stereo recording job increases salability and the crew's recent hit single, "Tea for Two Cha Cha," will tend to promote the album. Solid merchandise.

A MAN AND HIS DREAM

Artie Shaw Ork. RCA Victor LPM 1648
Shaw and his ork have a swingin' sound on a great group of tunes. It's an excellent programming item, and it can also score with those seeking dance sets. Arrangements are interesting and offer good backing to Shaw's solo clarinet passages. Cute cover photo ties in with the album contents. Strong potential. Selections include "I Could Write a Book," "S Wonderful" and "Time on My Hands."

SMOCHIN' TIME

The Ames Brothers with Sid Ramin Ork. RCA Victor LSP 1855 & LPM 1855

STEREO & MONAURAL

The Ames Brothers provide smooth, listenable vocal blend work on a group of "smoochable" standards — "Just Squeeze Me," "A Fine Romance," "Fools Rush In," etc. Smart backing by Ramin. Stereo is okay, but doesn't add or detract much from performance. Spinnable wax.

I WANT TO BE HAPPY CHA CHA'S

Enoch Light & The Light Brigade. Grand Award G. A. 222 S. D.

STEREO & MONAURAL

With the current kick for cha-cha-izing everything from ballads to pop tunes in full swing, this Grand Award package is likely to hit a real jackpot. Enoch Light has rounded up a great set of cha-cha arrangements on "Tea for Two," "The Sheik," "How High the Moon," among others, gathered a swinging group of ace sidemen, and added a stereo engineering job in the two-track version that will make woofer-and-tweeter addicts go misty-eyed. Album is worth giving maximum push.

THE KALIN TWINS

With Instrumental Accompaniment Directed by Jack Pleis. Decca DL 8812

Rockaballads and ballads in the teen groove — one dozen of them. The big ones by this team are, of course, here, including "When," "Three O'Clock Thrill" and "Forget Me Not." Jack Pleis has made some bright arrangements. For the younger album buyers this is a good one.

POPULAR ★★★

LOVE IS THE SWEETEST THING — SOMETIMES

Woody Herman, Vocalist with Frank DeVol & Ork. Verve MG V 2096

Woody proves he doesn't need the "herd" to hold the listener firmly in hand. Just give him a set of ballads and let him sing. This package will appeal to both jazz and pop followers, thanks to Herman's jazz-flavored ballading and the plush DeVol backing.

WALKIN'

Buddy Johnson Ork. Mercury MG 20322

A fresh parcel of performances by one of the finest rock and roll bands in the business. The reviewer uses the term rock and roll here in its broadest and best meaning — for this is a disciplined group with tremendous grounding in the blues. Style, crisp rhythms and bright arrangements, plus the individuality of sister Ella's vocals make this excellent wax. Included are "Rockin' Time," "Buddy's Boogie," "So Good."

WHOLE LOTTA SHAKIN'

Carl Perkins. Columbia CL 1234

A hot rockin' LP by the jumpin' and shakin' Perkins named Carl. First LP release on the Columbia label. This package features "Whole Lotta Shakin' Goin' On," "Tutti Frutti," "Shake Rattle and Roll," "Hey, Good Lookin'," and other r.&c. favorites. All are naturals for Perkins and the "crazy" backing of his brothers, J. B.

and Clayton, and W. S. Holland on drums. Teen followers will be after this one.

LOVE AMONG THE YOUNG

Jennie Smith. Columbia CL 1242

Young singer Jennie Smith, formerly on the RCA Victor label, bows auspiciously on Columbia with a warm new recording. She shows off not only a voice with feeling but an ability to interpret a song that many more experienced singers would envy. She's accompanied in most satisfactory fashion by the Ray Ellis ork. Tunes include the fine "Love Among the Young," "A Very Special Love," "Young and Foolish," and "White We're Young."

BUDDY KNOX & JIMMY BOWEN

Roulette R 25048

Fine rockabilly merchandise — and a lot in one package. One side contains performances by Knox, including "That's Why I Cry," and "All for You," and the flip is devoted to Bowen with some fine standards to vary the fare, as "Blue Moon" and "By the Light of the Silvery Moon." Good sound.

RAYMOND SCOTT CONDUCTS THE ROCK AND ROLL SYMPHONY

Everest LPBR 5007

Evergreens like "Star Dust," "Deep Purple," "Over the Rainbow," and "Amor" get pleasant, string-heavy treatment, with a quiet rock and roll backing designed "not to irritate adults." Sam Taylor's tenor sax and Scott's batoning are strong and should attract.

POPULAR ORGAN FAVORITES

Jesse Crawford, Organ, with Jesse Leeds, Piano, Celeste & Chord Organ. Decca DL 8790

All of the dozen tunes on this album are from the prolific pen of Jimmy McHugh. They include such all-time hits as "Sunny Side of the Street," "Can't Give You Anything But Love," "Don't Blame Me," and "Lovely Way to Spend an Evening." Jesse Crawford's interpolations on the pipe organ are relaxing and pleasurable, and he gets a valuable assist from his daughter, who shuttles from piano to celeste to Hammond chord organ.

MAE BARNES

Vanguard VSD 2016—VRS 9039

STEREO & MONAURAL

The veteran nitery thrush serves up a fine batch of swingy standards and feelingful blues, with excellent backing by some ace jazz men. Package should have dual market appeal. Selections include "S Wonderful," "Blues in My Heart," "Foggy Day" and "Old Man River." Great wax for hip jocks. Stereo is good.

MALET MISCHIEF

Harry Breuer & His Quintet. Audio Fidelity AFLP 1882

Breuer and his crew serve a listenable set of international favorites, done in attractive various tempos. His facility with percussion instruments is nicely demonstrated. Sound is excellent, and buys can also be lured from hi-fi bugs. Good potential.

THE RAGTIME KID

Brooke Pemberton, Piano. Warner Bros. WS 1235

STEREO & MONAURAL

This bright, bouncy ragtime piano LP has good stereo values and offers jocks an amusing instrumental programming package. Displayable flapper era cover. Selections include "Black and White Rag," "Kitten on the Keys" and "The Old Piano Roll Blues."

BUDDY

The Buddy Greco Quartet. Kapp KL 1107

A smartly produced package, featuring many talents of Buddy Greco. He is showcased as a singer, pianist and, of course, as an arranger for the quartet. The performances are crisp and bright, with a modern sound to the instrumentation. Discerning buyers will like it. Should dealers demonstrate it, they are advised to try several bands, in order to give a fuller idea.

DANCING DOWN BROADWAY

Cyril Stapleton, London PS 134

STEREO & MONAURAL

Lighthearted, imaginative instrumental arrangements by the British maestro of a variety of Broadway tunes — such well-

(Continued on page 29)

ring up greater holly-day sales with
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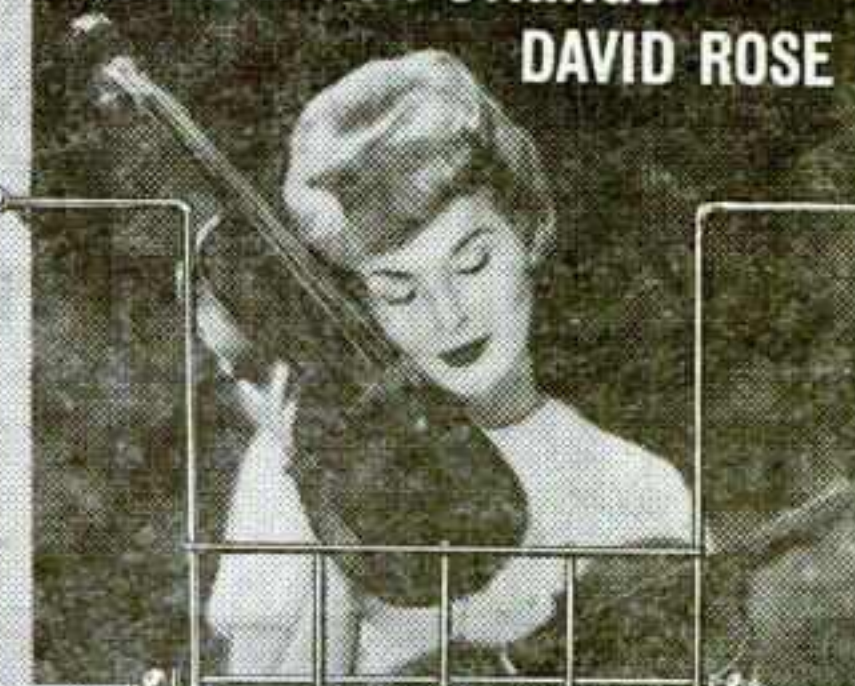
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DAVID ROSE



Mood music by David Rose, including Our Waltz, Holiday for Strings, and 10 others. A big Christmas seller. CAL-463



One of the great sopranos of all times, at the height of her career. A matchless gift of song for vocal and opera fans! CAL-462



Authentic hit arrangements of ten of the year's top tunes, including Near You, Tea for Two Cha Cha, The End, Volare. CAL-435



The famous Robert Shaw Chorale presents 25 yuletide favorites, including Near You, Tea for Two Cha Cha, The End, Volare. CAL-435



Enchanting Winterhalter versions of White Christmas, Winter Wonderland, plus 11 others. Lush, sure-to-sell sound! CAL-449

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Last year's big seller, now in "Living Stereo," with added chorus. Stereo version CAS-392, only \$2.98. L.P. CAL-392, \$1.98.



A dozen great dance tunes, like Rio Rita, Always, Blue Skies and How Deep Is the Ocean. Great for Christmas parties. CAL-355



Another RCA Camden best-selling dance album. Twelve Waltz King favorites, like Mexicali Rose, and Star Dust. CAL-358



The sensational Flanagan band at its peak, with a dozen hits like Where or When, Charmaine. A proven sales-maker. CAL-387

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HENRI ROSE
W 1225 W5 1225



buddy COLE PLAYS COLE porter
BUDDY COLE
W 1226 (mon.) W5 1226 (stereo)



IF YOU'RE LONELY
BARCLAY ALLEN
W 1227 (mon.) W5 1227 (stereo)



FUNKY PIANO—New Orleans Style
ALTON PURNELL
W 1228 (mon.)



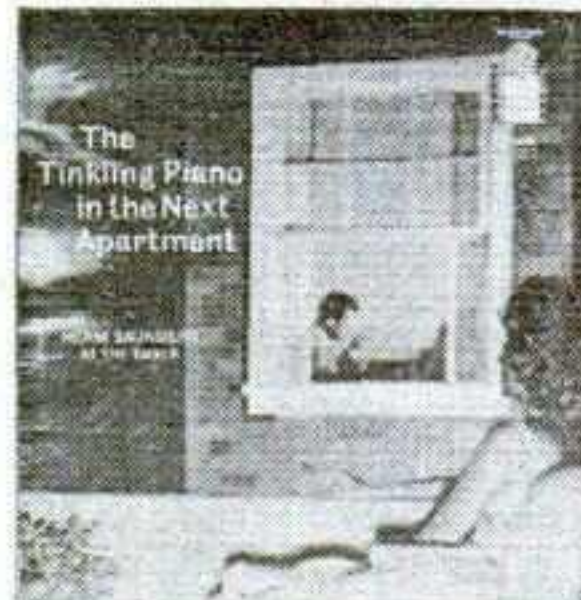
COME CLOSER TO ME
GERI GALIAN
W 1229 (mon.) W5 1229 (stereo)



SCOTCH MIST
RAY SHERMAN
W 1230 (mon.)



AM I IN LOVE?
MARVIN WRIGHT
W 1232 (mon.)



**THE TINKLING PIANO
In the Next Apartment**
HERM SAUNDERS
W 1234 (mon.)



THE RAGTIME KID
BROOKE PEMBERTON
W 1235 (mon.) W5 1235 (stereo)



BUSINESSMAN'S BOUNCE
EDDIE LE MAR
W 1236 (mon.) W5 1236 (stereo)



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The first name in sound

Reviews and Ratings of New Popular Albums

Continued from page 27

known show tunes as "If I Loved You," and "Getting to Know You," along with lesser played but equally listenable legit items — "Tonight" from "West Side Story," etc. Pleasant programming for jocks.

CUBAN MOONLIGHT
Stanley Black. London PS 137

Stereo is particularly effective on South American rhythms, so this stereo version of a previously released Black monaural album should attract additional buyers. Selections, all served up in danceable tempo and featuring interesting instrumental effects, include "Green Eyes," "The Moon Was Yellow" and other familiar standards, mostly in the Latin groove.

THE CLOVERS IN CLOVER
Poplar PLP 1001

A fine item by the well-trained group. But whereas much of the Clovers' material is in the blues idiom, this package contains a batch of smartly arranged pop standards, as "Old Black Magic," "Pennies From Heaven," "Idaho," a calypso, "Jamaica Farewell," the ancient and pretty "Kentucky Babe" — truly a well-chosen bevy of songs.

EXCERPTS FROM SHOW BOAT & NO, NO NANETTE

Bruce Trent & Doreen Hume with The Michael Sammes Singers & Johnny Gregory Ork. Epic LN 3512

Two memorable scores from the musical theater's Golden Age, produced on wax with charm and spirit. Voices are in the musical comedy light style, lending flavor and evoking considerable nostalgia. A bright cover will prove a good display piece. Good value.

LET'S FACE THE MUSIC AND DANCE
Eddie Bergman Ork. Coral 57266

Maestro Bergman leads his band thru its society type paces in most listenable and danceable style. There are six medleys plus a number of other singles comprising the sets. Excellent live quality of the stereo makes this one of the most realistic society dance sets now out. Should be a good one for the holiday trade. A prime item in its class.

POPULAR ★★

BUSINESSMAN'S BOUNCE
Eddie LeMar, Piano & Ork. Warner Bros. WS 1236

Here's an aptly titled package of bouncy, pleasant instrumentals with an easy, danceable beat. Selections include such nostalgic oldies as "Remember Me," "Love Is the Sweetest Thing," "With Plenty of Money and You," and other times of the '30's. Equally effective in stereo or monaural.

LITTLE WHITE LIES

Dick Haymes with Gordon Jenkins Ork. Decca DL 8773

The label has taken some of the best sides cut by Dick Haymes a few years ago and collected them for this new album release. Sides include the title song, "Spring Will be a Little Late This Year," "Sunday, Monday or Always," and "Too Late Now." Many of Haymes' fans of a few years ago will want this collection.

MOON OVER MULLICAN

Mona Mulligan. Coral CRL 57233

Mulligan, popular country pianist, takes 12 country tunes — five of his own — and with the aid of the Anita-Kerr Singers, presents a package for both the pop and country markets. His warbling and some fine picking of the 88 and yeoman instrumental and choral backing prevail. A well-made package.

SCOTCH MIST

Ray Sherman, Piano, with Rhythm Accompaniment. Warner Bros. W 1230

Title suggests the mood of relaxation after a couple of drinks of Scotch. Performance-wise, Sherman plays a tasty, spritely piano. Dealers will note that the repertoire, altho standards, contains many which have not been overperformed on wax. Included are "Ballin' the Jack," "Oh, You Beautiful Doll," "Gimme a Little Kiss."

MUCHO ROCK

Rene Bloch and Ork. Arden A 4002

Hybrid blend of r.&r. and Latin tempi provide the rhythmic interest with the full voice of a 17-man band giving the dancers an earful. Recording is aimed at the hi-fi clan, adding further to its sales appeal.

DANCING AT THE BRUSSELS FAIR

David Bee. Coral CRL 57233

Danceable medleys fashioned from Schubert, Chopin, Rossini and a dozen other longhairs. The band has a society sound. Eye-catching cover shot of the Fair.

BOPPIN' AT THE HOP
The Lawson - Haggart Rockin' Band. Decca DL 8801

Swinging dance sides include "Tequila," "Yancey Special" and "The Stroll," with brass featured. Adults should find them as catchy as the kids.

REMINISCE WITH LARRY FARRARI
Larry Farrari, Organ. RCA Victor LSP 1850 & LPM 1850

Organist Farrari provides catchy instrumental solo arrangements of a nostalgic line-up of standards, "Lullaby of Broadway," "Sweet Lullaby," "Red Sails in the Sunset," etc. An acceptable addition to the numerous organ solo packages.

HOLIDAY MUSIC FOR HAPPY PEOPLE
Bobby Roberts Ork. Decca DL 8818

A fine party waxing for the holiday season. The tracks are nearly all medleys of Christmas tunes like "Jingle Bells," or rollicking oldies like "Old Grey Mare" and "Hail, Hail the Gang's All Here," or show-tune favorites, interspersed with bouncy cha-chas. Maestro Roberts has tailored the whole album in a very danceable tempo, and you can practically hear the champagne corks popping.

POPULAR ★

JAN CLAYTON SINGS CAROUSEL AT THE BRUSSELS WORLD'S FAIR
With the Camarata Ork. Disneyland WDL 3036

STEREO & MONAURAL

LOW-PRICE POPULAR ★★★★★

HOLIDAY FOR STRINGS
David Rose Ork. RCA Camden CAL 463

Mood music par excellence, featuring the lush strings of the David Rose orchestra. The album includes such evergreens as "Over the Rainbow," "Lullaby of Broadway" and "Poinciana." These are given the full Rose treatment, which means they're smooth and satisfying. Likely to be a steady seller.

MUSIC FOR DREAM DANCING

Cyril Stapleton Ork. Richmond 20026

Ten of the 14 great titles from the original London album have been utilized for the new low-cost edition. These include "Stardust," "September Song," "April in Paris." The renditions of these all-time favorites are pleasantly rendered by the Cyril Stapleton ork, with the accent on strings and smooth arrangements. Excellent both as mood music or for dancing.

CALYPSO MANIA

Edmondo Ros. Richmond B 20021

The very slick Edmondo Ros outfit here is presented in virtually the same material which sold at twice the price on the London label. The beat is steady and the lyrics are cleaned-up calypso. A bargain buy.

LOW-PRICE POPULAR ★★★★★

HITS FROM THE CLASSICS

Cyril Stapleton Ork. Richmond B 20025

Another former London album re-pressed, minus four bands. The result is a bargain-priced package. As the title indicates, the music consists of pop hits which were adapted from the classics. These are arranged and played attractively for listening and dancing by the smooth Cyril Stapleton orchestra.

LOW-PRICE POPULAR ★★

RAINBOW FANTASY

Fredric Vonn, Piano. Harmony HL 7111

Restful treatments of "Ebb Tide," "Laura," "That Old Feeling" and some Chopin melodies, nicely played by Vonn in Chopin arrangements. Music to read by.

CHILDREN'S ★★★★★

HI-HO
Mary Martin with the Tutti-Camarata Ork. Disneyland WDL 4016

Perky thrashing by the star on a group of charming Disney tunes—"Some Day My Prince Will Come," "Lavender Blue," etc. Dual market appeal. Previously released as a monaural package, LP should attract additional sales in stereo — particularly among holiday buyers.

CHRISTMAS ★★★★★

CHRISTMAS WITH JESSE CRAWFORD
Decca DL 78794; DL 8794

STEREO & MONAURAL

Crawford plays his organ mastery on a nicely programmed series of traditional and popular Christmas tunes. Stereo is no out-

standing advantage, however, the set should do well in both stereo and monaural versions.

CHRISTMAS ★★★★★

NOEL NOEL
Hans Carste Ork. Decca DL 78809

A well-recorded Christmas offering, produced by Deutsche Grammophon, features an ork with strings and woodwinds and brass with numerous passages featuring the organ with bells. The repertoire is a mixture of carols and the more popular Christmas songs. Can be sold.

CHRISTMAS EVE IN THE CATHEDRAL
Westminster WST 15019

STEREO & MONAURAL

Here's another Christmas album with a somewhat specialized appeal, but one which may move strongly in certain customer areas. Recording has been done at the Shrine of the Immaculate Conception in Atlanta, Ga., and features various musical selections for the Christmas season performed by local choirs, plus organ selections such as "We Three Kings of Orient Are." Good stereo effect, achieving a lovely sound with the choirs "surrounded" by the organ.

CHRISTMAS CHORALE
The Edward Carrington Choral. Grand Award G. A. 223 S. D.

STEREO & MONAURAL

One of the better choral roundups of traditional Christmas carols plus some yuletide evergreens like "White Christmas," "Sleigh Ride," and "Jingle Bells." The general effect is something like Fred Waring's big production numbers, and the Edward Carrington singers have a bright, jovial sound.

Two-track version of this album contains some fine stereo work.

PIPES & CHIMES OF CHRISTMAS

Buddy Cole, Organ. Columbia CL 1224

Cole uses colorful organ effects in his attractive presentation of the Christmas hymns and anthems. Selections include most of the Christmas favorites. Liner notes give a brief history of the origin of the selections that can serve as an interesting, programming aid for jocks.

SING WE NOW OF CHRISTMAS
The Harry Simeone Choral. 20th Fox 3002

The selections include many of the most popular Christmas carols, as well as some that are not performed too often. Biggest sales advantage is the addition of the lesser heard material. The chorus is appealing. Attractive packaging is highlighted by a charming cover reproduction of a painting by Hulmah, which is also the design of a Hallmark Christmas card. Good potential.

CHRISTMAS ★★

CHRIST IS BORN
The Earl Snapp Choral With Audrey Paul, Contralto. Chime 1005

Lovely chorus sound on the Christmas folk material. Buyers seeking something a bit different than the usual program of carols and hymns can find this to their liking. Attractive cover. Selections include "Jesus Christ Is Born," "Christmas Candle" and "Kings to Thy Rising."

LOW-PRICE CHRISTMAS ★★★★★

CHRISTMAS CAROLS
Westminster Abbey Choir & The Bach Choir. Richmond B 20027

The two choirs are featured individually

in the attractive presentations of the carols and hymns. Low-price tag should prove a lure for the economy buyer. Good potential.

LOW-PRICE CHRISTMAS ★★

CAROL SINGING AT KINGSWAY HALL
The Butlin Choral Society. Richmond B 20028

A round dozen of the most-sung Christmas chorals, beautifully performed by the Butlin chorus. It's a quality album for the price featuring simple, non-gimmicky and sincere renditions. Up against mighty tough competition, however.

COUNTRY & WESTERN ★★★★★

COUNTRY PICKIN' AND SINGIN'
The Stanley Brothers & The Clinch Mountain Boys. Mercury MG 20349

For dealers with buyers who appreciate the true hill sound, this is it. Mountain ballads, sacred songs, country blues, instrumentals and harmony singing — it's all here with full authenticity. To paraphrase the saying: You don't hardly get records like this no more. Included are "Orange Blossom Special," "A Voice From On High," "The Flood."

FOLK ★★★★★

FIESTA TROPICAL
Bettini Ork. Vox 25.690—ST VX 25.690

STEREO & MONAURAL

A reasonably "authentic" sound of Rio de Janeiro at fiesta time, with eleven tropical favorites like "Brazil," "El Rio," and "Mama Inez" handled with a firm beat by
(Continued on page 30)



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Reviews and Ratings of New Popular Albums

Continued from page 29

maestro Bettini. Nearly all have left-track vocals by a male quartet that is frequently in danger of being overwhelmed by the rhythm section's insistent sound. Stereo effect in the two-track edition is well done, however.

JOSEPH MARAIS AND MIRANDA REVISIT THE SOUTH AFRICAN VEIL.

With the Bushveld Band. Decca DL 8811
Re-recordings of the noted songs of the African veil. This wax, of course, has better sound than the original performances, which are now hard to come by. The sprightly tunes are done in charming style, and include "Henrietta's Wedding," "Marching to Praetoria," "There's the Cape Cart" — about 16 in all.

LEON BIBB SINGS FOLK SONGS

Vanguard VSD 2012—VRS 9041

STEREO & MONAURAL

Leon Bibb is a sensitive and talented interpreter of the folk song, a fact which he proves here with a delightfully varied group of items ranging from tunes bordering on the spiritual to negro work songs, to blues and again to songs of Appalachian mountain derivation. A switch from many folk soloists, Bibb sings not only with his own guitar, but with tastefully arranged ork and choral support. Stereo effect here is not particularly noticeable, but no matter, it's the good performance here that counts.

FOLK ★★

IRISH VIOLIN

Jackie Roche. Avoca AV 106
For lovers of Irish music, this package is a must. Jackie Roche plays the Irish violin as well if not better than anybody on disks. With jigs, reels, Highland flings set pieces and hornpipes all neatly shuffled, it represents a highly listenable and even more danceable LP. Should certainly equal or top this artist's previous best sellers in this field. Roche is tops in talent and it comes thru beautifully here.

THE COSSACKS

Vox VX 25.730
An attractive cover sets off this package, which is of more than the usual interest to folklorists and students of liturgical music with an ear for Russian material. One side is made up of folk songs, including "Song

of the Volga Boatmen," "Evening Bells," "Along the Volga," etc. Side II contains liturgical songs of the 19th Century Russian church. The Cossack Chorus, conducted by Sergey Horbenko, has a big, virile sound.

INTERNATIONAL ★★★★★

FOUR CORNERS OF THE WORLD

Esquivel, His Piano & Group. RCA Victor LSP 1749 & LPM 1749

STEREO & MONAURAL

This dramatic, hip-swinging instrumental package of mainly Latin rhythms provides an excellent sound-showcase for stereo with Esquivel's fine piano work and backing by flute, guitar, bass and drums. Particularly effective are "Cielito Lindo," "Hungarian Rhapsody No. 2" and "April in Portugal."

L'AIR DE PARIS

Jacqueline Francois. Columbia 1200
The husky-voiced chanteuse, a niter favorite here, caresses her way thru some new French torch songs and Kurt Weill's haunting "Bilbao Song." Attractive backings. Good cover shot of thrush at the Eiffel Tower. Solid wax for sophisticates.

INTERNATIONAL ★★★

ORIENTAL FANTASY

Glanni Monese Ork. Vox ST VX 25.780
Semi-nude cover study gives package eye-popping display value. Album spotlights pop-adapted versions of such exotic classics as "In a Persian Market," Grieg's "Arabian Dance," "Scheherazade," etc. Instrumentals are lushly arranged in melodic, listenable stereo.

INTERNATIONAL ★★

THE GIRL FROM BUDAPEST

Erwin Halletz Ork. Decca DL 8797
Lush instrumental version of Hungarian favorites, more for listening than dancing. Kalman's "Two Beloved Eyes" and "Ay, Ay, Mama" are best sides.

LATIN AMERICAN ★★★

LOVE DANCES OF BRAZIL

Bernardo Segall, Piano with Emanuel Vardi Ork. Decca DL 8764

STEREO & MONAURAL

Vardi, who has also directed the Concert Masters of New York on that group's Gold Label releases helms a lush ork thru a group of generally sensuous Latin rhythms, including several sambas. The interesting instrumentation highlights low-register strings plus woodwinds. The recording is well done even though the stereo effect is only of moderate value. A danceable and listenable set, with a sultry-eyed Latin lass on the cover.

A TROPICAL EVENING WITH DANIEL RIQLOBOS

RCA Victor LPM 1881
Latest release in label's World Wide Series, package features the popular South American romantic tenor. All ballads are in his native Spanish and are sung with great feeling and tenderness with fine full backing by the Fernando Mullens Ork. Could be a big seller in certain locales.

RELIGIOUS ★★

CROSS AT THE CROSSROADS

The Clalborne Brothers Quartet. Corner Stone CQ 702

A package of hymns and spirituals by this very competent male quartet. Sides include "Cross at the Crossroads," "Ride in the Chariot," "Inside the Gate" etc. Performances have the quality of dignity and come right from the heart.

SOUND ★★★★★

MUSIC FOR BANG, BARROOM AND HARP

Dick Shory's New Percussion Ensemble. RCA Victor LPM 1866 & LSP 1866

STEREO & MONAURAL

A veritable battery of percussion instruments dominates this intriguing "sound" set. Over 50 different ones were used at one time or another in the recording to produce a truly novel effect on a variety of rhythms. Not recommended for backroom material, this one has to be listened to to be appreciated and sound buffs will really do just that. Fine hi-fi and stereo effects thruout and it can be recommended highly for this category.

SPECIALTY ★★★

6 FAT DUTCHMEN

RCA Victor LPM 1769
Crazy cover, interesting monicker of this group, plus the selections in this package should attract lovers of this type of music. Actually there are more than six members and group has a big polka sound. They feature waltzes, folkish melodies, schottisches and polkas all with big tuba coming thru strong.

SPECIALTY ★

HYMN TO THE KISS

Guy Sothern with Tee Carson, Piano. York LP Y 711

SPIRITUAL ★★★★★

A JOYFUL NOISE

The Drinkard Singers. RCA Victor LSP 1856 & LPM 1856

STEREO & MONAURAL

The Drinkards are seven — five fems and two men, who know their way around gospel material. "My Rock," "Use Me, Lord," "After It's All Over," are some of the wonderful selections, all of which are offered with great zest, verve and devotion. Judy Guions takes the driving lead in many cases and she's highly effective. Fine organ and piano sound have the stereo quality that makes you feel right there in the church jumping and shouting with the congregation. A fine entry for the market.

SPIRITUAL ★★★

GOSPEL TRAIN

Sister Rosetta Tharpe With the Sam Price Trio. Decca DL 8792

A dozen swinging gospel sides including "Don't Take Everybody to Be Your Friend," "Down by the River Side," "This Train," etc. These are tracks made in the mid-forties and later, representing much of the good material of this stylist.

Reviews and Ratings of New Classical Albums

CLASSICAL ★★★

TCHAIKOVSKY: 1812 OVERTURE; MARCHE SLAV; FRANCESCA DA RIMINI

Royal Philharmonic Ork. (Kletzki). Angel 35621

The over-recorded trio of favorites gets an exciting reading with superior sound. Attractive cover art. These works seem to surmount heavy competition, so this new disk should get its sales share.

MOZART: REQUIEM

Terese Stich-Randall, Soprano; Various Artists with The Vienna State Opera Choir and Vienna Symphony Ork. (Bohm). Epic LC 3507

A dramatic reading of the somber Requiem, with basso Kurt Bohme and Miss Stich-Randall standouts among the soloists. This should please many despite competition. Wood carving makes strong cover art.

MAHLER: DAS LIED VON DER ERDE

Southwest German Radio Symphony Ork. Cond. Hans Rosbaud. Vox ST PL 10.912

STEREO & MONAURAL

There are two other versions of this work, but this package should stack up well sales-wise both in the stereo and monaural field in its specialized market. Performances — both vocal (alto Grace Hoffmann and tenor Helmut Meichert) are excellent, particularly that of Miss Hoffmann.

STRAVINSKY: FIREBIRD SUITE; CAPRICCIO FOR PIANO AND ORCHESTRA

Charlotte Zelka, piano; Symphony of the Southwest German Radio, Baden-Baden (Horenstein), (Byrns). Vox ST PL 11.020

STEREO & MONAURAL

Two well-played Stravinsky keyboard works, with the "Firebird" of particular interest to collectors since it is the revised version of 1919. Miss Zelka plays well in both works, altho somewhat dispassionately. Current interest in Stravinsky should help sales. Colorful, well-executed cover design will make it look well in displays.

LISZT: TOTENTANZ AND MALEDICTION AND 4 SOLOS

Alfred Brendel, Piano; Vienna Symphony (Gleden). Vox PL 11.030—ST PL 11.030

STEREO & MONAURAL

Two of Liszt's showiest piano works are given a showy performance by pianist Brendel that will please keyboard collectors. Strikingly covered with series of reproductions of old prints that portray the "Death Dance" themes of the Middle Ages. Good stereo sound. Worth featuring.

VIVALDI: 4 OBOE CONCERTOS

Alberto Caroli, Oboe; Gli Accademici di Milano (Sandi). Vox ST PL 10.720

STEREO & MONAURAL

Chamber music fans will like this transfer to stereo of the earlier monaural edition. The four concerti have been rarely recorded elsewhere, and certainly not in stereo. The Gli Accademici play with skill and understanding. Fine stereo work, showcasing the oboe soloist, Alberta Caroli. Attractively covered with a pen sketch of Venice's Grand Canal.

SCHUBERT STRING QUARTETS

VOLS. I & II
Endres Quartet (3-12") Vox VBX-4; Vox VBX-5

Precision, balance and excellent esprit de corps make for a beautiful tone in everything this quartet plays. Their somewhat heavy approach sounds best in the slower movements but they certainly get the nod over the Vienna Kontzerthaus boys, who do the only other available version of the earlier quartets. Quality-wise, they stand up well against the Budapest readings of the later works. Excellent potential for the limited chamber-music market.

CLASSICAL ★★

SCHUBERT: WANDERER FANTASY; SCHUMANN: FANTASY

Leonard Shure, Piano. Epic LC 3508

Two romantic pieces, already much re-

corded, get strong virtuoso readings from Shure. Sound is excellent, cover shot poetic.

ELIZABETH SCHWARZKOPF SINGS OPERETTA

Angel 35696

Intimate, charming readings of Lehar, Strauss, Suppe and other Viennese airs. Long an operetta star, the gifted soprano gets across plenty of personality in the German lyrics. Chorus assists nicely.

ERNEST KRENEK: SESTINA FOR VOICE AND INSTRUMENTAL ENSEMBLE; LAMENTATIO JEREMIAE PROPHETAE

(Continued on page 46)

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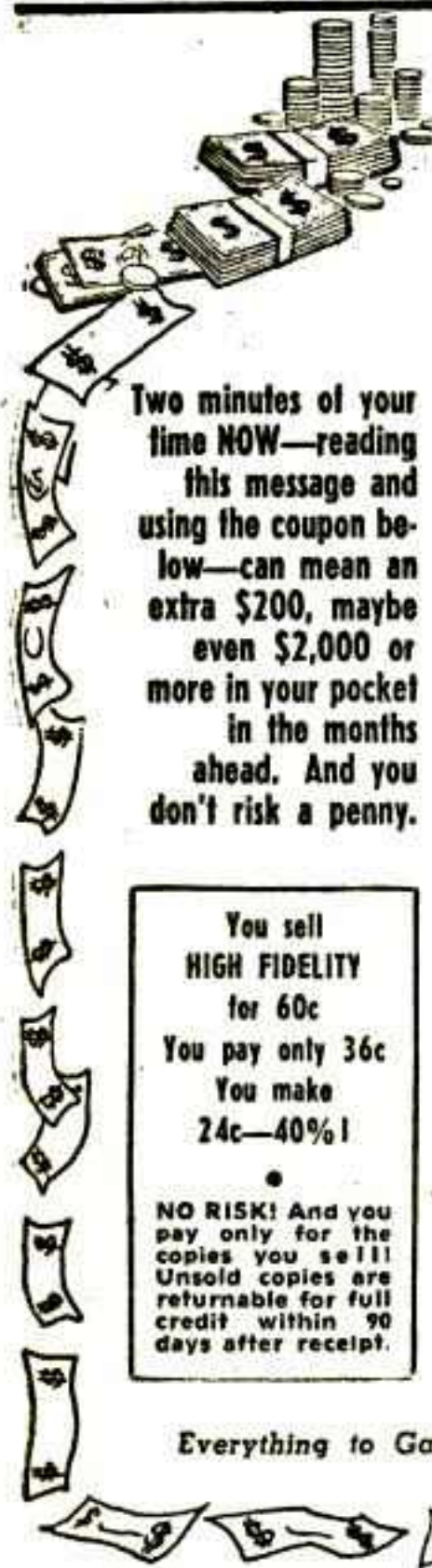
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SEE PAGE 99

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Reviews and Ratings of Stereo-Only Albums

(Ratings Indicate Relative Strength Among Stereo-Only Albums)

CLASSICAL ★★

DYORAK: SYMPHONY NO. 5

Bamberg Symphony (Hollreiser). Vox ST PL 10.810

Understandably a favorite with Americans, this new stereo version of the "New World" symphonic evergreen should attract buyers anxious to have a two-track edition, altho the Bamberg is not a top-selling ork in the classical field. Hollreiser provides a litting reading of much charm and musical merit. Stereo work has better "separation" than previous Vox entries. Cover shows an interesting old map of the early U. S.

FOLK ★★★★★

AFRO STEREO

Counterpoint CPST 5561

Colorful, uninhibited package—recorded in West Indies and featuring pulse-stirring drum solos—should attract stereo buyers. Utilizing a group of effective drums—Tambor, Quinto, Tumbo, Conga, etc.—Cyril Jackson and group play and vocalize with verve and vitality on a variety of Afro-Cuban and Latin tunes—"Conga," "Nerine," "Banda," etc. Exciting jockey wax for special programming.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 15

| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|--|-----------|----------------|
| 1. Tom Dooley By Dave Guard—Published by Beechwood (BMI) BEST SELLING RECORD: Kingston Trio, Cap 4049. | 1 | 7 | 6. Beep Beep By Donny-Morey-Chic—Published by H.A.L. (BMI) BEST SELLING RECORD: Playmates, Roulette 4115. | 9 | 3 |
| 2. To Know Him Is to Love Him By Phillip Spector—Published by Warman (BMI) BEST SELLING RECORD: Teddy Bears, Dore 503. RECORDS AVAILABLE: Cathy Carr, Roulette 4107; Evelyn and Towers Kingsley, Cap 4069 | 5 | 6 | 7. Lonesome Town By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545. | 8 | 5 |
| 3. It's Only Make Believe By Conway Twitty & Nance—Published by Marielle (BMI) BEST SELLING RECORD: Conway Twitty, MGM 12677. RECORD AVAILABLE: Jimmy Starr, Debbie 101. | 2 | 7 | 8. I Got Stung By Aaron-Schroeder-David Hill—Published by Gladys Music (ASCAP) BEST SELLING RECORD: Elvis Presley, RCA Victor 7410. | 11 | 3 |
| 4. Topsy II By Battle-Durham—Published by Cosmopolitan (ASCAP) BEST SELLING RECORD: Cozy Cole, Love 50034. | 4 | 8 | 9. One Night By Dave Bartholomew-Pearl King—Published by Travis-Presley (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7210. | 14 | 2 |
| 5. It's All in the Game By Dawes and Sigman—Published by Remick (ASCAP) BEST SELLING RECORD: Tommy Edwards, MGM 12688. | 3 | 13 | 10. The End By Jimmy Kronides-Sid Jacobson—Published by Criterion (ASCAP) BEST SELLING RECORD: Earl Grant, Decca 30719. | 6 | 9 |

Second Ten

| | | | | | |
|--|----|----|---|----|----|
| 11. I Got a Feeling By B. Knight—Published by Eric (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5545. | 12 | 6 | 16. Problems By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1355. | - | 1 |
| 12. Chantilly Lace By J. P. Richardson—Published by Glad (BMI) BEST SELLING RECORD: Big Bopper, Mer 71343. | 7 | 9 | 17. Rock-In' Robin By J. Thomas—Published by Recordo (BMI) BEST SELLING RECORD: Bobby Day, Class 229. | 16 | 14 |
| 13. Queen of the Hop By Woody Harris & Bobby Darin—Published by Walden-Tweed (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6127. | 13 | 4 | 18. Forget Me Not By Larry Martin-Larry Kolber—Published by Aldon Music (BMI) BEST SELLING RECORD: Kalin Twins, Decca 30745. | 18 | 5 |
| 14. Tea for Two Cha Cha By Vincent Youmans-Irving Caesar—Published by Harms (ASCAP) BEST SELLING RECORD: Tommy Dorsey Ork-Warren Covington, Decca 30704. RECORD AVAILABLE: Bill Ador Ork, Verve 10155. | 10 | 10 | 19. Cannon Ball By L. Hazlewood-Duane Eddy—Published by Gregmark (BMI) BEST SELLING RECORD: Duane Eddy, Jamie 1111. | 27 | 2 |
| 15. The Day the Rains Came By Sigmund-Becaud—Published by Garland (ASCAP) BEST SELLING RECORDS: Raymond Le Fevre, Kapp 231; Jane Morgan, Kapp 235. RECORD AVAILABLE: Dalida, Verve 10152. | 15 | 7 | 20. A Lover's Question By Brook Benton-Jimmy Williams—Published by Eden-Progressive (BMI) BEST SELLING RECORD: Clyde McPhatter, Atlantic 1199. | 26 | 3 |

Third Ten

| | | | | | |
|--|----|---|---|----|----|
| 21. World Outside By Sigmund-Addensell—Published by Chappell (ASCAP) RECORDS AVAILABLE: Four Aces, Decca 30764; Four Coins, Epic 9295. | - | 1 | 26. Love Is All We Need By Raleigh-Wolf—Published by Sheldon (BMI) RECORDS AVAILABLE: Jimmy Breedlove, Epic 9283; Tommy Edwards, M-G-M 12722. | - | 1 |
| 22. Call Me By Otis-Hendricks—Published by Meridian (BMI) RECORD AVAILABLE: Johnny Mathis, Columbia 41253. | 17 | 8 | 27. Mexican Hat Rock By John Sheldon—Published by Maryland (BMI) RECORD AVAILABLE: Applejacks, Cameo 149. | 20 | 7 |
| 23. Pussy Cat By Sunny Skylar & Tom Glazer—Published by Paxton (ASCAP) RECORD AVAILABLE: Ames Brothers, 'ic 7315. | 21 | 7 | 28. I'll Wait for You By Marcucci-DeAngeles—Published by Ramed (BMI) RECORD AVAILABLE: Frankis Avalon, Chancellor 1026. | 27 | 2 |
| 24. There Goes My Heart By Silver-Davis—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: Joni James, MGM 12706; Joe & Johnnie, J&S 1659; Dean Jones, MGM 12580; Smith Brothers, Decca 30360. | 22 | 4 | 29. Near You By Craig Goell—Published by Supreme (ASCAP) RECORDS AVAILABLE: Francis Craig, Dot 15159; Roger Williams, Kapp 233. | 29 | 12 |
| 25. Non Dimentiar By Redi-Galdieri-Dobbins—Published by Hollis (BMI) RECORDS AVAILABLE: Robert Ashley, MGM 12463; Nat King Cole, Cap 4056; Don Cornell, Coral 61905; Percy Faith, Col 40155; Joni James, MGM 12639. | 23 | 3 | 30. Letter to an Angel By Jimmy Clanton-Cosimo Mattassa—Published by Ace (BMI) RECORDS AVAILABLE: Jimmy Clanton, Ace 551; Five Shillings, Decca 30722. | - | 1 |

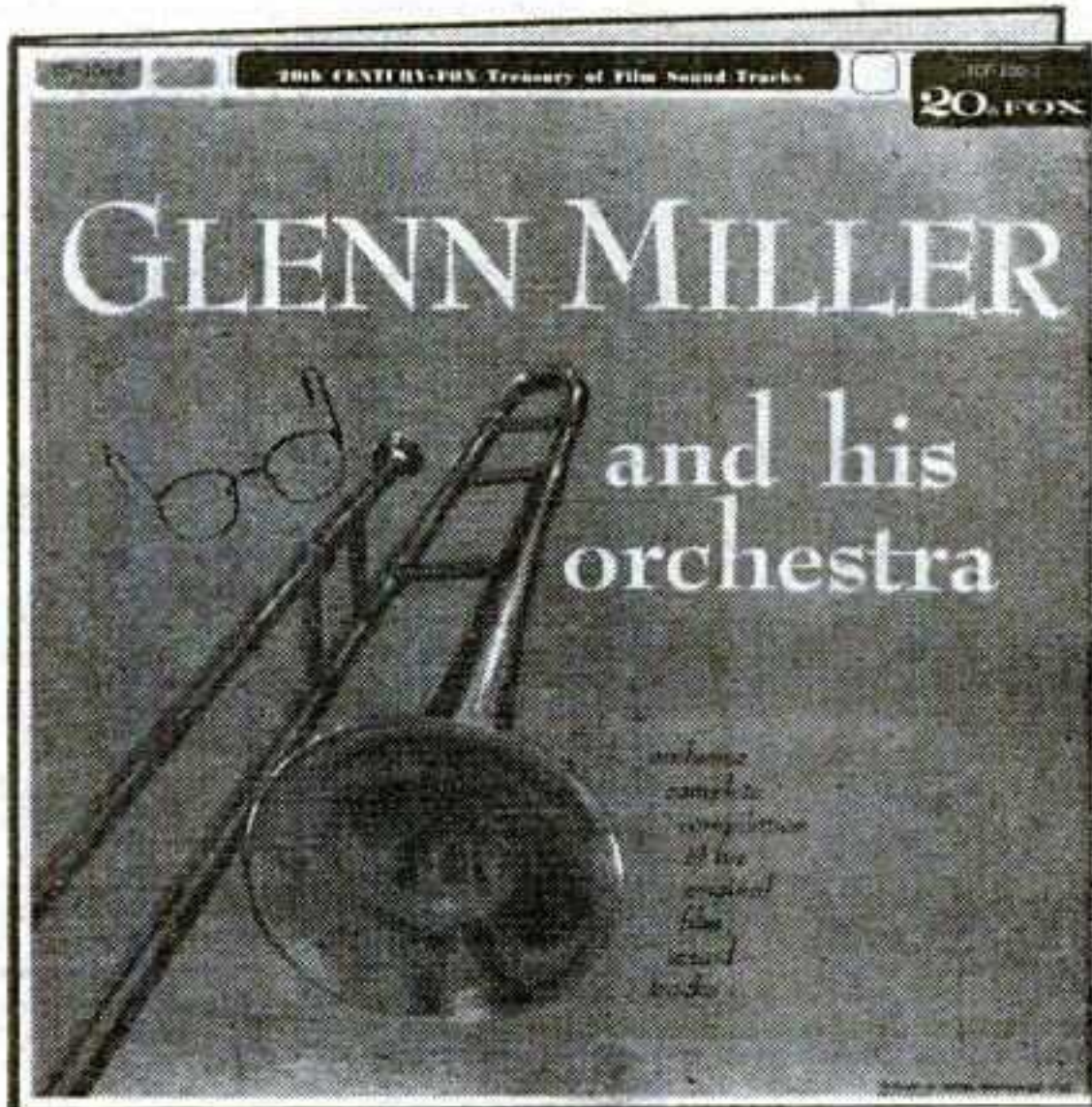
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FOX-3005 — THE ROOTS OF HEAVEN. From the Soundtrack of 20th's four-star Blockbuster. Composed and conducted by Malcolm Arnold with the London Royal Philharmonic. Dramatic, sweeping sound. Includes the five-minute overture acclaimed by critics.

**THE FINEST CHRISTMAS
ALBUM EVER PRODUCED**



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20th FOX

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The Billboard

HOT 100

FOR THE WEEK
ENDING
NOVEMBER 30

| THREE WEEKS AGO | TWO WEEKS AGO | ONE WEEK AGO | THIS WEEK | ★ STAR PERFORMER THIS WEEK | TITLE | Artist, Company, Record Number | WEEKS ON CHART |
|-----------------|---------------|--------------|-----------|----------------------------|----------------------------|--|----------------|
| 2 | 1 | 2 | 1 | | IT'S ONLY MAKE BELIEVE | Conway Twitty, M-G-M 12677 | 11 |
| 4 | 2 | 1 | 2 | | TOM DOOLEY | Klimgton Trio, Capitol 4049 | 9 |
| 11 | 5 | 5 | 3 | | TO KNOW HIM IS TO LOVE HIM | Teddy Bears, Dore 503 | 10 |
| 3 | 4 | 3 | 4 | | TOPSY II | Cozy Cole, Love 50034 | 14 |
| 1 | 3 | 4 | 5 | | IT'S ALL IN THE GAME | Tommy Edwards, M-G-M 12688 | 14 |
| 54 | 19 | 6 | 6 | | BEEP BEEP | Playmates, Roulette 4115 | 4 |
| — | 30 | 14 | 7 | | ONE NIGHT | Elvis Presley, RCA Victor 7210 | 3 |
| 65 | 18 | 11 | 8 | | I GOT STUNG | Elvis Presley, RCA Victor 7210 | 4 |
| 14 | 11 | 8 | 9 | | LONESOME TOWN | Ricky Nelson, Imperial 5545 | 6 |
| 15 | 13 | 9 | 10 | | QUEEN OF THE HOP | Bobby Darin, Atco 6127 | 8 |
| 13 | 10 | 10 | 11 | | I GOT A FEELING | Ricky Nelson, Imperial 5545 | 7 |
| 8 | 8 | 12 | 12 | | THE END | Earl Grant, Decca 30719 | 11 |
| 6 | 6 | 7 | 13 | | CHANTILLY LACE | Big Bopper, Mercury 71343 | 17 |
| 7 | 7 | 13 | 14 | | TEA-FOR TWO CHA CHA | Tommy Dorsey Ork-Warren Covington, Decca 30704 | 13 |
| 88 | 71 | 25 | 15 | ★ | CANNON BALL | Duane Eddy, Jamie 1111 | 4 |
| 19 | 17 | 16 | 16 | | FORGET ME NOT | Kalin Twins, Decca 30745 | 9 |
| — | 51 | 42 | 17 | ★ | PROBLEMS | Everly Brothers, Cadence 1355 | 3 |
| 5 | 9 | 15 | 18 | | ROCK-IN' ROBIN | Bobby Day, Class 229 | 17 |
| 32 | 20 | 22 | 19 | | A LOVER'S QUESTION | Clyde McPhatter, Atlantic 1199 | 6 |
| 16 | 16 | 18 | 20 | | MEXICAN HAT ROCK | Applejacks, Cameo 149 | 11 |
| 24 | 22 | 31 | 21 | ★ | THE DAY THE RAINS CAME | Jane Morgan, Kapp 235 | 10 |
| 17 | 23 | 17 | 22 | | PUSSY CAT | Ames Brothers, RCA Victor 7315 | 9 |
| 63 | 43 | 37 | 23 | ★ | LOVE IS ALL WE NEED | Tommy Edwards, M-G-M 12722 | 5 |
| 22 | 21 | 23 | 24 | | CALL ME | Johnny Mathis, Columbia 41253 | 9 |
| 47 | 41 | 29 | 25 | | LETTER TO AN ANGEL | Jimmy Clanton, Ace 551 | 6 |
| 25 | 25 | 19 | 26 | | THERE GOES MY HEART | Joni James, M-G-M 12706 | 11 |
| 41 | 47 | 20 | 27 | | I'LL WAIT FOR YOU | Frankie Avalon, Chancellor 1026 | 5 |
| 43 | 31 | 24 | 28 | | POOR BOY | Royal Tones, Jubilee 8338 | 6 |
| 75 | 53 | 39 | 29 | ★ | WALKING ALONG | Diamonds, Mercury 71366 | 5 |
| 35 | 29 | 28 | 30 | | NEED YOU | Donnie Owens, Guyden 2601 | 8 |

| THREE WEEKS AGO | TWO WEEKS AGO | ONE WEEK AGO | THIS WEEK | ★ STAR PERFORMER THIS WEEK | TITLE | Artist, Company, Record Number | WEEKS ON CHART |
|-----------------|---------------|--------------|-----------|----------------------------|--------------------------------|---|----------------|
| — | 81 | 36 | 31 | | THE WORLD OUTSIDE | Four Coins, Epic 9295 | 3 |
| 26 | 26 | 21 | 32 | | HIDEAWAY | Four Esquires, Paris 520 | 10 |
| 9 | 14 | 26 | 33 | | TEARS ON MY PILLOW | Little Anthony & the Imperials, End 1027 | 16 |
| 86 | 76 | 41 | 34 | | THE MOCKING BIRD | Four Lads, Columbia 41266 | 4 |
| 50 | 48 | 35 | 35 | | I'LL REMEMBER TONIGHT | Pat Boone, Dot 15840 | 5 |
| 100 | 83 | 62 | 36 | ★ | THAT OLD BLACK MAGIC | Keely Smith & Louis Prima, Capitol 4063 | 4 |
| 30 | 37 | 40 | 37 | | THE DAY THE RAINS CAME | Raymond Le Fevre, Kapp 231 | 10 |
| 12 | 12 | 27 | 38 | | SUSIE DARLIN' | Robin Luke, Dot 15781 | 16 |
| 33 | 35 | 50 | 39 | ★ | THE BLOB | Five Blobs, Columbia 41250 | 9 |
| 49 | 49 | 33 | 40 | | LOVE MAKES THE WORLD GO 'ROUND | Perry Como, RCA Victor 7353 | 7 |
| 44 | 44 | 30 | 41 | | FALLIN' | Connie Francis, M-G-M 13713 | 7 |
| 58 | 72 | 56 | 42 | ★ | COME ON, LET'S GO | Ritchie Valens, Del FI 4106 | 10 |
| 67 | 65 | 57 | 43 | ★ | TUNNEL OF LOVE | Doris Day, Columbia 41252 | 5 |
| — | 67 | 51 | 44 | | BIMBOMBAY | Jimmie Rodgers, Roulette 4116 | 3 |
| 52 | 46 | 52 | 45 | | NON DIMENTICAR | Nat King Cole, Capitol 4056 | 7 |
| 10 | 15 | 34 | 46 | | BIRD DOG | Everly Brothers, Cadence 1350 | 17 |
| 20 | 24 | 32 | 47 | | NEAR YOU | Roger Williams, Kapp 233 | 15 |
| 29 | 32 | 64 | 48 | ★ | THE TEN COMMANDMENTS OF LOVE | Harvey & the Moonglows, Chess 1705 | 11 |
| — | — | 81 | 49 | ★ | WHOLE LOTTA LOVING | Fats Domino, Imperial 5553 | 2 |
| — | — | 86 | 50 | ★ | SMOKE GETS IN YOUR EYES | Platters, Mercury 71353 | 2 |
| 76 | 50 | 44 | 51 | | MR. SUCCESS | Frank Sinatra, Capitol 4070 | 5 |
| 70 | 69 | 53 | 52 | | WHAT DO I CARE | Johnny Cash, Columbia 41251 | 6 |
| 98 | 64 | 60 | 53 | | A PART OF ME | Jimmy Clanton, Ace 551 | 4 |
| 37 | 77 | 38 | 54 | | TOPSY I | Cozy Cole, Love 50034 | 11 |
| — | — | 79 | 55 | ★ | PHILADELPHIA, U.S.A. | Nu Tornadoes, Carlton 492 | 2 |
| 36 | 28 | 46 | 56 | | WITH YOUR LOVE | Jack Scott, Carlton 483 | 9 |
| — | 79 | 66 | 57 | | I WANT TO BE HAPPY CHA CHA | Enoch Light & the Light Brigade, Grand Award 1020 | 3 |
| 42 | 38 | 49 | 58 | | ALL OVER AGAIN | Johnny Cash, Columbia 41251 | 8 |
| 31 | 42 | 61 | 59 | | FOR MY GOOD FORTUNE | Pat Boone, Dot 15825 | 10 |
| 83 | 70 | 65 | 60 | | CIMARRON | Billy Vaughn, Dot 15836 | 6 |

THE INDUSTRY'S FASTEST AND MOST COMPLETE PROGRAMMING AND BUYING GUIDE

These 100 sides are listed in order of their national POPULARITY, as determined by weekly local studies prepared

for The Billboard in markets representing a cross-section of the United States. These studies reflect sales registered for each disk up to press time.

| THREE WEEKS AGO | TWO WEEKS AGO | ONE WEEK AGO | THIS WEEK | ★ STAR PERFORMER THIS WEEK | TITLE | Artist, Company, Record Number | WEEKS ON CHART |
|-----------------|---------------|--------------|-----------|----------------------------|---------------------------------|----------------------------------|----------------|
| 46 | 56 | 70 | 61 | | TREASURE OF YOUR LOVE | Eileen Rodgers, Columbia 41214 | 14 |
| 40 | 45 | 45 | 62 | | NO ONE KNOWS | Dion & the Belmonts, Laurie 3015 | 14 |
| 39 | 33 | 69 | 63 | | THE SECRET | Gordon MacRae, Capitol 4033 | 11 |
| 77 | 73 | 63 | 64 | | LIGHT OF LOVE | Peggy Lee, Capitol 4017 | 4 |
| — | — | 71 | 65 | | PLEDGING MY LOVE | Roy Hamilton, Epic 9294 | 2 |
| 23 | 27 | 48 | 66 | | YOU CHEATED | Shields, Dot 15805 | 14 |
| 66 | 61 | 58 | 67 | | LOOK WHO'S BLUE | Don Gibson, RCA Victor 7330 | 9 |
| — | 80 | 67 | 68 | | SWEET LITTLE ROCK AND ROLLER | Chuck Berry, Chess 1709 | 3 |
| 60 | 62 | 47 | 69 | | MANDOLINS IN THE MOONLIGHT | Perry Como, RCA Victor 7353 | 5 |
| 87 | 75 | 68 | 70 | | JEALOUS HEART | Tab Hunter, Warner Bros. 5008 | 6 |
| 28 | 34 | 43 | 71 | | FIREFLY | Tony Bennett, Columbia 41237 | 12 |
| — | — | — | 72 | ★ | NEED YOUR LOVE | Bobby Freeman, Josie 844 | 1 |
| 56 | 54 | 77 | 73 | | GIVE MYSELF A PARTY | Don Gibson, RCA Victor 7330 | 9 |
| — | — | 74 | 74 | | LOVE YOU MOST OF ALL | Sam Cooke, Keen 2008 | 2 |
| 53 | 55 | 59 | 75 | | GUAGLIONE | Perez Prado, RCA Victor 7337 | 7 |
| — | — | — | 76 | ★ | SING, SING, SING | Bernie Lowe Ork, Cameo 153 | 1 |
| 27 | 39 | 83 | 77 | | HOW THE TIME FLIES | Jerry Wallace, Challenge 59013 | 15 |
| 21 | 40 | 82 | 78 | | LITTLE STAR | Elegants, Apt 25005 | 17 |
| 55 | 58 | 84 | 79 | | THIS LITTLE GIRL'S GONE ROCKIN' | Ruth Brown, Atlantic 1197 | 11 |
| — | 100 | 90 | 80 | | WHITE BUCKS AND SADDLE SHOES | Bobby Fadrick Jr., Big Top 3004 | 3 |
| — | — | — | 81 | ★ | INTERMISSION RIFF | Bernie Lowe Ork, Cameo 153 | 1 |
| 79 | 89 | 80 | 82 | | WIN YOUR LOVE FOR ME | Sam Cooke, Keen 2006 | 17 |
| — | — | 89 | 83 | | JO JO GUNNE | Chuck Berry, Chess 1709 | 2 |
| 71 | 66 | 55 | 84 | | NO ONE BUT YOU | Ames Brothers, RCA Victor 7315 | 9 |
| — | — | — | 85 | ★ | LOVE OF MY LIFE | Everly Brothers, Cadence 1355 | 1 |
| — | — | — | 86 | ★ | GOTTA TRAVEL ON | Billy Grammer, Monument 400 | 1 |
| — | 99 | 78 | 87 | | ALMOST IN YOUR ARMS | Johnny Nash, ABC-Paramount 9960 | 5 |
| — | — | — | 88 | ★ | LONELY TEARDROPS | Jackie Wilson, Brunswick 55105 | 1 |
| — | 95 | — | 89 | | IT DON'T HURT NO MORE | Nappy Brown, Savoy 1551 | 2 |
| 80 | 88 | 95 | 90 | | THUNDER ROAD | Robert M'Chum, Capitol 3986 | 11 |

THE BILLBOARD'S BEST BUYS

These records have shown the greatest national SALES BREAKOUT potential this week for the first time. Action sides are listed in capital letters.

POP

- SING, SING, SING INTERMISSION RIFF Bernie Lowe Ork
(Robbins, ASCAP) (Golden, ASCAP) Cameo 153
- GOTTA TRAVEL ON Billy Grammer
(Saga, BMI) Chasing a Dream (Combine, BMI) Monument 400
- NEED YOUR LOVE Bobby Freeman
(Clockus-Bennell, BMI) Shame on You, Miss Johnson (Clockus-Bennell, BMI) Josie 844

The above are previous Billboard Spotlight picks

- THAT OLD BLACK MAGIC Louis Prima and Keely Smith
(Famous, ASCAP) You Are My Love (Weiss & Berry, BMI) Capitol 4063
- LONELY TEARDROPS Jackie Wilson
(Pearl, BMI) In the Blue of Evening (Shapiro-Bernstein, ASCAP) Brunswick 55105

C&W

- YOU'RE GOING BACK TO YOUR OLD WAYS AGAIN . . . Hank Thompson
(Brazos, BMI) I've Run Out of Tomorrows (Brazos, BMI) Capitol 4085

R&B

NO SELECTIONS THIS WEEK.

| THREE WEEKS AGO | TWO WEEKS AGO | ONE WEEK AGO | THIS WEEK | ★ STAR PERFORMER THIS WEEK | TITLE | Artist, Company, Record Number | WEEKS ON CHART |
|-----------------|---------------|--------------|-----------|----------------------------|---------------------|------------------------------------|----------------|
| — | — | — | 91 | | 16 CANDLES | The Crests, Coed 506 | 1 |
| — | — | — | 92 | | THE WORLD OUTSIDE | Four Aces, Decca 30764 | 1 |
| — | — | — | 93 | | DONNA | Ritchie Valens, Del-Fi 4110 | 1 |
| — | — | — | 94 | | C'MON EVERYBODY | Eddie Cochran, Liberty 55166 | 1 |
| 45 | 52 | 72 | 95 | | LEAVE ME ALONE | Dickey Doo & the Don'ts, Swan 4014 | 9 |
| — | — | 96 | 96 | | EVERYONE WAS THERE | Bob Kayll, Carlton 482 | 2 |
| — | 93 | 87 | 97 | | CRAZY COUNTRY HOP | Johnny Otis Show, Capitol 4060 | 3 |
| 72 | 60 | 76 | 98 | | GO CHASE A MOONBEAM | Jerry Vale, Columbia 41238 | 7 |
| — | — | — | 99 | | THE WEDDING | June Valli, Mercury 71383 | 1 |
| — | — | — | 100 | | SWEETHEART | Peggy Lee, Capitol 4107 | 1 |

ALL HITS!

His 6th Hit in a Row!
JIMMIE RODGERS
BOMBOMBEY
 R-4116

The hit from their new album R-25043
 "At Play With The Playmates"
THE PLAYMATES
BEEP BEEP
 R-4115

NO NO BABY
PATTI and MARGIE
 R-4111

Buddy's Latest!
BUDDY KNOX
THAT'S WHY I CRY
 c/w
TEASABLE, PLEASEABLE YOU
 R-4120

New Artist! New Sound! New Hit!
JOHNNIE STRICKLAND
SHE'S MINE
 R-4119

Exciting New Cha Cha Hit!
MACHITO and his Orchestra
CHEEK TO CHEEK
 (Cha Cha Cha)
 R-4121

Listen to Valerie's album R-25046
 "Song Stylist Extraordinaire"
BAD GIRL
VALERIE CARR
 R-4092

• 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. TOM DOOLEY (Beechwood) | 6 | 4 |
| 2. THE DAY THE RAINS CAME (Garland) | 3 | 7 |
| 3. TO KNOW HIM IS TO LOVE HIM (Warman) | 7 | 4 |
| 4. NON DIMENTICAR (Hollis) | 2 | 6 |
| 5. IT'S ALL IN THE GAME (Remick) | 1 | 10 |
| 6. THE END (Criterion) | 4 | 6 |
| 7. NEAR YOU (Supreme) | 5 | 11 |
| 8. LONESOME TOWN (Eric) | 8 | 2 |
| 9. TEA FOR TWO CHA CHA (Harms) | 11 | 4 |
| 10. THE WORLD OUTSIDE (Chappell) | — | 1 |
| 11. CALL ME (Meridian) | 10 | 3 |
| 12. LOVE MAKES THE WORLD GO ROUND (Winneton) | 13 | 3 |
| 13. CHANTILLY LACE (Glad) | 14 | 2 |
| 14. I GOT A FEELING (Eric) | 15 | 2 |
| 15. LOVE IS ALL WE NEED (Sheldon) | — | 2 |

• Best Selling Sheet Music in Britain

(For week ending November 15)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. America publishers in parenthesis.

| | |
|--|--|
| More Than Ever—Sterling (Ampco) | Mad Passionate Love—Duchess (Burgess) |
| A Certain Smile—Robbins (Robbins) | Tulips From Amsterdam—Cinephonic (Silkorski) |
| It's All in the Game—Blossom (Remick) | Move It—B. F. Wood (B. F. Wood) |
| Trudie—Henderson (Kassner) | Stupid Cupid—Aldon (Aldon) |
| Carolina Moon—Lawrence Wright (Cromwell) | On the Street Where You Live—Chappell |
| Born Too Late—Anglo-Pic (Mansion) | Someday—Duchess (Leeds) |
| Bird Dog—Acuff-Rose (Acuff-Rose) | Poor Little Fool—Commodore-Imperial (Eric) |
| You Need Hands—Lakeview (Leeds) | Hoots Mon—Southern (Southern) |
| When—Southern (Sounds) | If Dreams Came True—Dominion (Korwin) |
| Mary's Boy Child—Bourne (Schumann) | |

• Best Selling Pop Records in Britain

(For week ending November 15)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

| This Week | Last Week |
|--|-----------|
| 1. IT'S ALL IN THE GAME—Tommy Edwards (MGM) | 1 |
| 2. HOOT MON—Lord Rockingham's XI (Decca) | 3 |
| 3. A CERTAIN SMILE—Johnny Mathis (Fontana) | 2 |
| 4. BIRD DOG—Everly Brothers (London) | 4 |
| 5. MORE THAN EVER—Malcolm Vaughan (HMV) | 9 |
| 6. COME PRIMA—Marino Marini (Durium) | 5 |
| 7. IT'S ONLY MAKE BELIEVE—Conway Twitty (MGM) | — |
| 8. MOVE IT—Clifford Richard (Columbia) | 7 |
| 9. STUPID CUPID/CAROLINA MOON—Connie Francis (MGM) | 6 |
| 10. KING CREOLE—Elvis Presley (RCA) | 10 |
| 11. TEA FOR TWO CHA CHA—Tommy Dorsey Orchestra (Brunswick) | 11 |
| 12. SOMEDAY—Ricky Nelson (London) | — |
| 13. TOM DOOLEY—Lionie Donegan (Pye-Nixa) | — |
| 14. MY TRUE LOVE—Jack Scott (London) | 8 |
| 15. LOVE MAKES THE WORLD GO 'ROUND—Perry Como (RCA) | 15 |
| 16. COME ON LET'S GO—Tommy Steele (Decca) | — |
| 17. WESTERN MOVIES—Olympics (HMV) | 16 |
| 18. SOMEDAY—Jodie Sande (HMV) | 17 |
| 19. BORN TOO LATE—Poni Tails (HMV) | 12 |
| 20. FALLIN'—Connie Francis (MGM) | — |
| 20. SUSIE DARLIN'—Robin Luke (London) | — |

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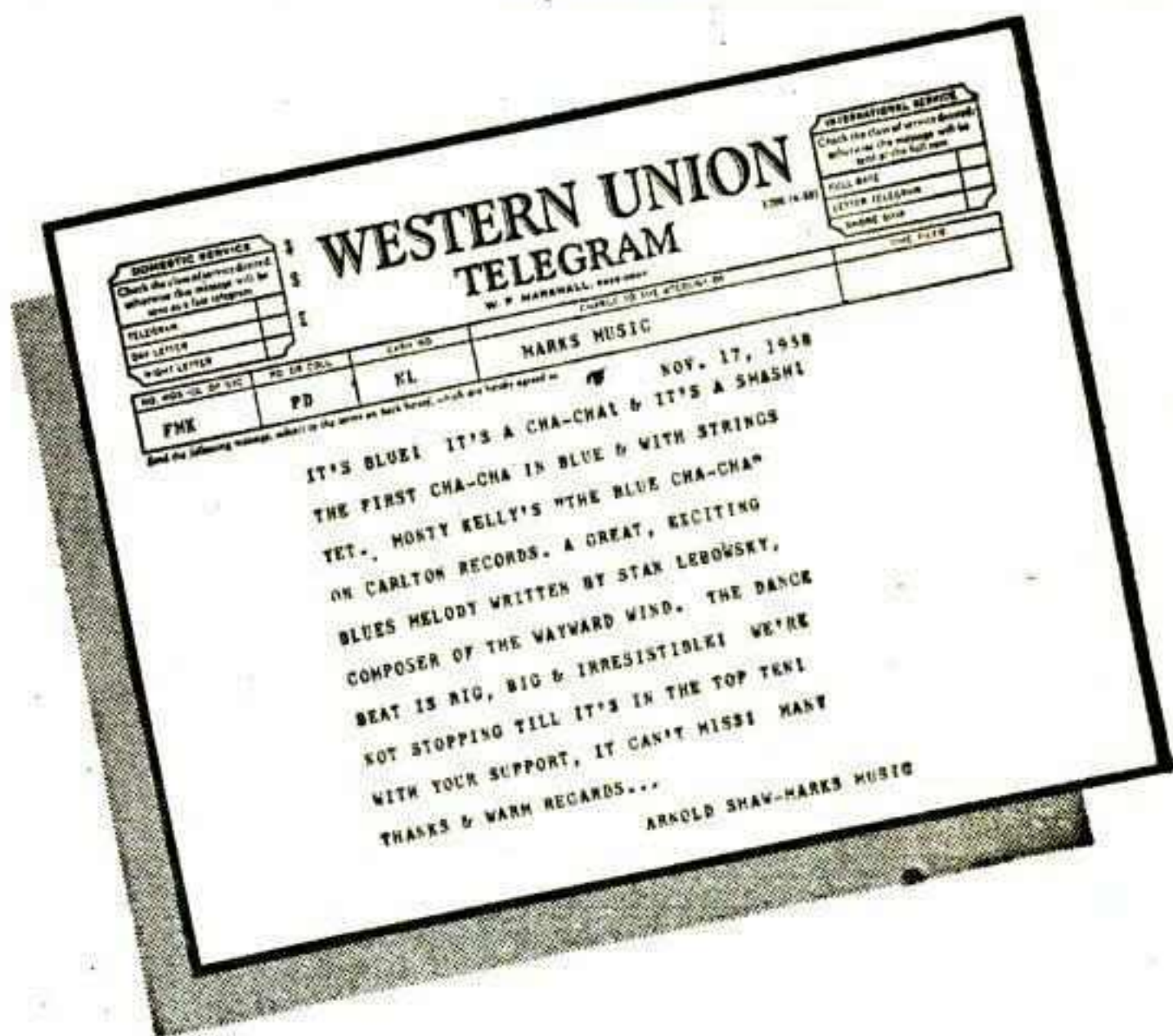
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and his orchestra

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JOHNNY CASH

SINGS

THE SONGS THAT MADE HIM FAMOUS

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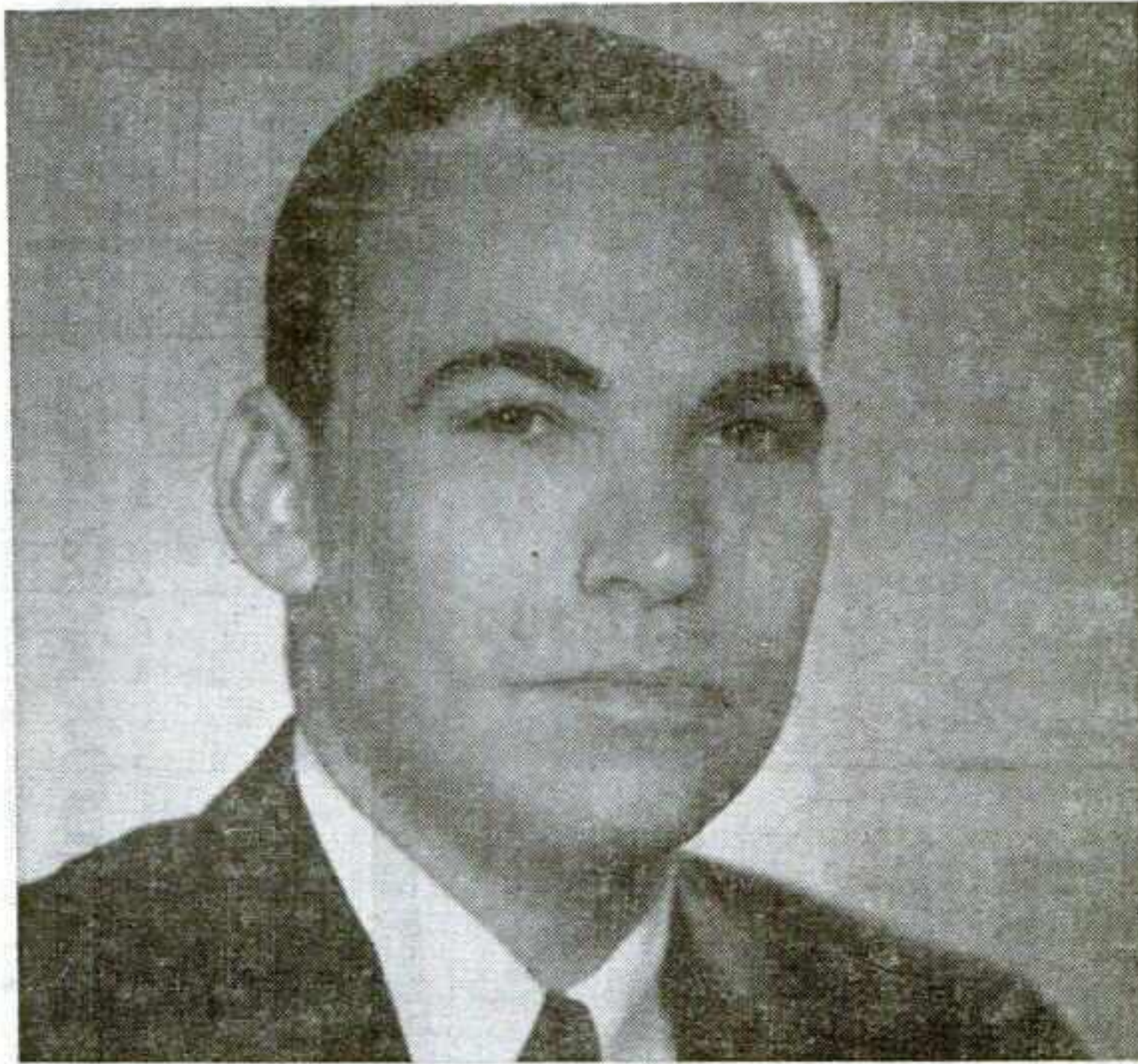


SUN RECORD

CO. MEMPHIS

The Billboard HOT C & W SIDES

| THREE WEEKS AGO | TWO WEEKS AGO | ONE WEEK AGO | THIS WEEK | TITLE | Artist, Company, Record Number | WEEKS ON CHART |
|-----------------|---------------|--------------|-----------|------------------------------------|-----------------------------------|----------------|
| | | | | FOR THE WEEK ENDING NOVEMBER 30 | | |
| 1 | 1 | 1 | 1 | CITY LIGHTS | Ray Price, Columbia 41191 | 6 |
| 2 | 2 | 2 | 2 | SQUAWS ALONG THE YUKON | Hank Thompson, Capitol 4017 | 6 |
| 6 | 4 | 4 | 3 | PICK ME UP ON YOUR WAY DOWN | Charlie Walker, Columbia 41211 | 6 |
| 3 | 3 | 3 | 4 | ALONE WITH YOU | Faron Young, Capitol 3982 | 6 |
| 8 | 12 | 12 | 5 | GIVE MYSELF A PARTY | Don Gibson, RCA Victor 7330 | 6 |
| 5 | 5 | 5 | 6 | YOU'RE THE NEAREST THING TO HEAVEN | Johnny Cash, Sun 302 | 6 |
| 15 | 15 | 9 | 7 | WHAT DO I CARE? | Johnny Cash, Columbia 41251 | 6 |
| 9 | 8 | 11 | 8 | COUNTRY MUSIC IS HERE TO STAY | Simon Crum, Capitol 4073 | 4 |
| 4 | 7 | 7 | 9 | ALL OVER AGAIN | Johnny Cash, Columbia 41251 | 6 |
| 7 | 6 | 6 | 10 | BLUE BOY | Jim Reeves, RCA Victor 7266 | 6 |
| 13 | 9 | 8 | 11 | HALF A MIND | Ernest Tubbs, Decca 30685 | 6 |
| — | 21 | 13 | 12 | BILLY BAYOU | Jim Reeves, RCA Victor 7380 | 3 |
| 18 | 17 | 18 | 13 | LIFE TO GO | Stonewall Jackson, Columbia 41257 | 4 |
| 16 | 13 | 10 | 14 | THAT'S THE WAY I FEEL | Faron Young, Capitol 4050 | 6 |
| 21 | 18 | 14 | 15 | MY BABY'S GONE | Louvin Brothers, Capitol 4055 | 6 |
| — | 19 | 15 | 16 | TOUCH AND GO HEART | Kitty Wells, Decca 30736 | 5 |
| 14 | 20 | 20 | 17 | YOU'RE MAKING A FOOL OUT OF ME | Jimmy Newman, M-G-M 12707 | 4 |
| 10 | 11 | 17 | 18 | TUPELO COUNTY JAIL | Webb Pierce, Decca 30711 | 6 |
| 17 | 22 | 19 | 19 | LOOK WHO'S BLUE | Don Gibson, RCA Victor 7330 | 6 |
| 24 | 25 | 23 | 20 | SEND ME THE PILLOW YOU DREAM ON | Hank Locklin, RCA Victor 7127 | 5 |
| 20 | 16 | 22 | 21 | A WOMAN CAPTURED ME | Hank Snow, RCA Victor 7325 | 4 |
| — | — | 27 | 22 | TREASURE OF LOVE | George Jones, Mercury 71373 | 2 |
| — | 28 | 26 | 23 | BLUE BLUE DAY | Don Gibson, RCA Victor 7010 | 5 |
| 11 | 10 | 16 | 24 | THE WAYS OF A WOMAN IN LOVE | Johnny Cash, Sun 302 | 6 |
| — | — | — | 25 | CIGARETTES AND COFFEE BLUES | Lefty Frizzell, Columbia 41268 | 1 |
| 12 | 14 | 21 | 26 | FALLING BACK TO YOU | Webb Pierce, Decca 30711 | 6 |
| — | — | 24 | 27 | I'D LIKE TO BE | Jim Reeves, RCA Victor 7380 | 2 |
| 19 | 23 | 28 | 28 | INVITATION TO THE BLUES | Ray Price, Columbia 41191 | 6 |
| 30 | — | — | 29 | A MANSION ON THE HILL | June Webb, Hickory 1086 | 2 |
| 25 | 26 | 25 | 30 | I HATE MYSELF | Faron Young, Capitol 4050 | 5 |

One In a Series of Industry Personality Statements

TODD STORZ, President, Storz Stations
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**The
 Billboard**
 THE COMMUNICATIONS CENTER
 OF THE MUSIC INDUSTRY



JET-PROPELLED



"DO YOU REMEMBER"

L. C. COOKE

checker 903

"GIMME A LITTLE LOVE"

BILLY EMERSON

chess 1711

"A HOUSE, A CAR & A WEDDING RING"

DALE HAWKINS

checker 906

"JO JO GUNNE"

b/w

"SWEET LITTLE ROCK 'N' ROLLER"

CHUCK BERRY

chess 1709

"DARLING"

JOHNNY & JOE

chess 1706

CHESS PRODUCING CORPORATION
2120 S. Michigan, Chicago 16, Ill. (CA-5-2770)

The Billboard HOT R & B SIDES

| | | | | | FOR THE WEEK ENDING NOVEMBER 30 | | | |
|-----------------|---------------|--------------|-----------|------------------------------|--|----------------|--|--|
| THREE WEEKS AGO | TWO WEEKS AGO | ONE WEEK AGO | THIS WEEK | TITLE | Artist, Company, Record Number | WEEKS ON CHART | | |
| 1 | 1 | 1 | 1 | TOPSY II | Cozy Cole, Love 50034 | 6 | | |
| 8 | 3 | 3 | 2 | ROCK-IN' ROBIN | Bobby Day, Class 229 | 6 | | |
| 2 | 2 | 2 | 3 | IT'S ALL IN THE GAME | Tommy Edwards, M-G-M 12688 | 6 | | |
| 7 | 5 | 4 | 4 | A LOVER'S QUESTION | Clyde McPhatter, Atlantic 1199 | 6 | | |
| 6 | 6 | 5 | 5 | I'M GONNA GET MY BABY | Jimmy Reed, Vee Jay 298 | 6 | | |
| 11 | 11 | 6 | 6 | KEY TO THE HIGHWAY | Little Walter, Checker 904 | 6 | | |
| 20 | 12 | 9 | 7 | QUEEN OF THE HOP | Bobby Darin, Atco 6127 | 4 | | |
| 3 | 7 | 7 | 8 | HOLD IT | Bill Doggett, King 5149 | 6 | | |
| 9 | 10 | 14 | 9 | CLOSE TO YOU | Muddy Waters, Chess 1704 | 6 | | |
| — | — | 20 | 10 | LONELY TEARDROPS | Jackie Wilson, Brunswick 55105 | 2 | | |
| — | — | 16 | 11 | NOBODY BUT YOU | Dee Clark, Abner 1019 | 2 | | |
| 14 | 23 | 22 | 12 | IT DON'T HURT NO MORE | Nappy Brown, Savoy 1551 | 6 | | |
| — | 16 | 11 | 13 | PLEASE ACCEPT MY LOVE | B. B. King, Kent 315 | 3 | | |
| — | 13 | 18 | 14 | TRY ME | James Brown, Federal 12337 | 3 | | |
| 4 | 8 | 13 | 15 | WIN YOUR LOVE FOR ME | Sam Cooke, Keen 32006 | 6 | | |
| — | — | — | 16 | WHOLE LOTTA LOVING | Fats Domino, Imperial 5553 | 1 | | |
| — | — | 25 | 17 | TO KNOW HIM IS TO LOVE HIM | Teddy Bears, Dore 503 | 2 | | |
| — | — | 27 | 18 | ONE NIGHT | Elvis Presley, RCA Victor 7410 | 2 | | |
| — | — | — | 19 | EVERYTHING WILL BE ALL RIGHT | Gene Allison, Vee Jay 299 | 1 | | |
| 26 | 20 | 15 | 20 | LITTLE BOY BLUE | Bobby (Blue) Bland, Duke 196 | 6 | | |
| 5 | 4 | 10 | 21 | TEARS ON MY PILLOW | Little Anthony and the Imperials, End 1027 | 6 | | |
| 30 | 15 | 23 | 22 | IT'S ONLY MAKE BELIEVE | Conway Twitty, M-G-M 12677 | 4 | | |
| 29 | — | 17 | 23 | WHY ME! | Ruth Brown, Atlantic 1197 | 3 | | |
| 12 | 14 | 21 | 24 | BABY FACE | Little Richard, Specialty 645 | 6 | | |
| 23 | — | — | 25 | YOU'VE BEEN AN ANGEL | B. B. King, Kent 315 | 2 | | |
| 27 | 17 | 12 | 26 | CHANTILLY LACE | Big Bopper, Mercury 71343 | 6 | | |
| — | — | — | 27 | HERE I STAND | Wade Flemons, Vee Jay 295 | 1 | | |
| — | — | — | 28 | SECRET LOVE | Ahmal Jamal Trio, Argo 5317 | 1 | | |
| — | — | — | 29 | NEED YOUR LOVE | Bobby Freeman, Josie 844 | 1 | | |
| — | — | — | 30 | LONESOME TOWN | Ricky Nelson, Imperial 8548 | 1 | | |



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“BUDDY”

by

Jackie Dee

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**Eddie Cochran
“C’MON
EVERYBODY”**

#55166

**The Olympics
“DANCE WITH
THE TEACHER”**

Demon #1512

**Margie Rayburn
“AND HE TOLD ME
A LIE”**

#55159

**Bill Lawrence
“HEY,
BABY”**

Freedom #44004

***LIBERTY* RECORDS Inc.
1556 No. La Brea, Hollywood, Calif.**

The Billboard Reviews

THIS WEEK'S SINGLES

• Reviews of New Pop Records

EXPLANATION OF RATING CATEGORIES FOR SINGLES

(Each item is rated strictly according to its sales potential in the category in which it is classified.)

- | | |
|---|-----------------------------|
| SPOTLIGHT —Strongest Sales Potential of ALL records reviewed this week | ★★★—Good Sales Potential |
| ★★★★—Very Strong Sales Potential | ★★—Moderate Sales Potential |
| | ★—Limited Sales Potential |

★★★★
BUDDY KNOX
 ★★★★★ That's Why I Cry
ROULETTE 4120 — Warm rockabilly delivery by Knox on fast-moving ditty with weeper-styled lyrics and good beat. It should move well. (Big Tee & Patricia, BMI)

★★★★ Teasable, Pleasable You
 Wistful multi-track chanting on pretty ballad with country flavor. Flip appears stronger. (Big Tee & Patricia, BMI)

★★★★
RUTH BROWN
 ★★★★★ I'll Step Aside
ATLANTIC 2008 — Rockaballad is warmly read by the chick. It's a pretty tune, and she presents it with real feeling. Top potential. (Progressive, BMI)

★★★★ Mama, He Treats Your Daughter Mean
 Gal has a new version of her former hit. She's pretty hot now after her "This Little Girl's Gone Rockin'." Side can step out. (Progressive, BMI)

★★★★
BILL DOGGETT
 ★★★★★ Rainbow Riot (Parts I & II)
KING 5159—A fine, swinging pair of sides which feature Doggett's organ with a honking horn and clapping, rhythm backing. Side is the classic Doggett walking rhythm pattern and they both have a fine sound. Side two builds nicely. Watch these. (Arnel, ASCAP)

★★★★
THE FOUR VOICES
 ★★★★★ The Box
COLUMBIA 41291—Tune has a novelty message that's akin to that of "The Thing." The boys work with a good big backing and choral support by a girl group. Good performance. Side rates action. (Witmark, ASCAP)

★★★ Each Time You Kiss Me
 The boys sing a medium tempo song of devotion to a girl friend. Tune has an attractive ring that can catch spins. (Witmark, ASCAP)

★★★★
DEAN BEARD
 ★★★★★ Keeper of the Key
CHALLENGE 59033 — A slow and plaintively sung tune which has a strong country feeling. A fine performance of a tune that could register well. (Vidor, BMI)

★★★ Egad, Charlie Brown
 A smart, sharp country blues sung in good frantic style by Beard with a male vocal group backing. Good but flip rates the edge. (Golden West, BMI)

★★★★
MITCH MILLER AND HIS SING ALONG CHORUS
 ★★★★★ Love Song From "The Buccaneer"
COLUMBIA 41301—Tune is from the forthcoming flick "The Buccaneer." Pretty number is sung smoothly here by the Mitch Miller Sing Along Chorus. An intriguing record that has a chance. Watch it. (Famous, ASCAP)

★★★ Moonlight and Roses
 From the best selling album "More Sing Along With Mitch" comes this single waxing of the standard. It is sung sweetly by the chorus and it could get millions of spins. (Robbins & Daniels, ASCAP)

★★★★
DOUG FRANKLIN
 ★★★★★ I Used to Wonder
COLONIAL 8888 — Good song gets warm reading by chanter and close harmony male group. Nice jockey wax. Some coin possible. (Bentley, BMI)

★★★ I Wonder Who's Kissing Her Now
 Rockaballad treatment of the evergreen finds all the boys in sweet voice. Another good jockey side. (Marks, BMI)

★★★★
THE MCGUIRE SISTERS
 ★★★★★ May You Always
CORAL 62059 Big sound by the chicks against lush backing on the inspirational - type theme. It's delivered with emotion by the trio. It can move. (Hecht-Lancaster & Buzzell, ASCAP)

★★★ A-choo-cha-cha (Gesundheit)
 Novelty cha cha about a cat who sneezes everytime his chick makes amorous advances. Nice reading by the gals. (Iris-Trojan, BMI)

★★★★
JOHNNY DESMOND
 ★★★★★ Apple
COLUMBIA 41302—Novelty ditty is handed a good reading by the chanter. He sells it surely, helped by interesting backing. Side could garner action and some coins. (Leontis, ASCAP)

★★★ Willingly (Melodie Perdue)
 The French tune receives a big voiced performance from Desmond on his first release for Columbia. It's a passionate tune and the singer hands it a lot of feeling. Good side. (Shapiro-Bernstein, ASCAP)

★★★★
MONTY KELLY
 ★★★★★ The Blue Cha Cha
CARLTON 495 — Attractive cha cha with a moody feeling is played with spirit by the large stringed Kelly crew. It too has a chance for plays. (Marks, BMI)

★★★ Willingly
 Pretty tune, originally called "Melodie Perdue" is handed deftly here by the Monty Kelly crew with a cha cha beat. Side is a good one and could catch coin. (Shapiro-Bernstein, ASCAP)

★★★★
THE THREE G'S
 ★★★★★ Wonder
COLUMBIA 41292 — Bright folk-flavored ditty with happy tempo is sung with spritely appeal by boys. Strong side. (Ridgeway, BMI)

★★★ These Are the Little Things
 Attractive warbling stint by boys on a wistful theme with nice lyrics. Merits spins. (Cedarwood, BMI)

★★★★
DAVE BURGESS
 ★★★★★ Lovey Dovey Baby
CHALLENGE 59032—A rocking rewrite of the old folk tune, "Buffalo Gal." A good hiccuppy vocal in the rockabilly tradition by Burgess could generate action. (Golden West, BMI)

★★★ I Hang My Head and Cry
 The tune was once recorded by Hank Williams and now Burgess gives it a fine and deeply felt emotional quality. Simple ballad is a good setting for the vocal. Two good sides. (Western, ASCAP)

★★★★
RAY STEVENS
 ★★★★★ The Clown
CAPITOL 4101—A rock and roll effort finds the cat laughing and crying simultaneously. Interesting arrangement, and there could be action. (Lowery, BMI)

★★★ School
 A "school" record somewhat in the Chuck Berry tradition. Has a minor key flavor and a message that gets right to the heart of the teen-age mind. (Lowery, BMI)



Pop Records

JOHNNY CASH

I JUST THOUGHT YOU'D LIKE TO KNOW (Hi-Lo, BMI)

IT'S JUST ABOUT TIME (Clement, BMI)

"I Just Thought" is a c.&w. ballad which is warbled in fine style over combo support that features solid piano work. Flip, "It's Just About Time," is an equally powerful ballad which tells about a gent having a tough time forgetting his past love. Both are strong pop and c.&w. contenders. Sun 309



CONNIE FRANCIS

MY HAPPINESS (Happiness, ASCAP)

NEVER BEFORE (Saunders, ASCAP)

The thrush has two likely clicks with these offerings. "My Happiness" is a dual track revival of the oldie that should come in for a heap of coin. It's a very danceable side. "Never Before," the flip, is a charming tune from the coming Broadway show, "Whoop Up," that is sung with feeling over lush rock support. Either can score. M-G-M 12738



PAUL ANKA

THAT'S LOVE (Spanka, BMI)

(ALL OF A SUDDEN) MY HEART SINGS (Leeds, ASCAP)

"That's Love" is a topical rocker that Anka clefted himself. He sells the tune with great verve and peppy rock backing. Flip is a nice change of pace. The lad has a big, dramatic sound on the lovely evergreen. Watch 'em! ABC-Paramount 9987



DION & THE BELMONTS

DON'T PITY ME (We Three, BMI)

JUST YOU (Schwartz, ASCAP)

The group figures to hit the charts again with either of these sides. "Don't Pity Me" is a moving rockaballad on which the lead is nicely backed. Flip, "Just You," is also a rockaballad that is nicely sung by the crew. Both appear winners. Laurie 3021



HERB & BETTY WARNER

SLOWLY (Republic, BMI)

The new duo has a warm sound on the pretty tune. It's a well-recorded side on which the artists reveal plenty of heart. It's done against mild rock backing. With exposure this can easily step out. Flip is an instrumental version by the Bugs Bower Group, which provides the backing for the other side. Dale 109



TEDDY RANDAZZO

IT'S MAGIC (Witmark, ASCAP)

RICHER THAN I (Montauk, BMI)

Randazzo has a possible two-sided hit with his first release for this label. Top side is a dramatic reading of the standard in rock tempo. "Richer Than I," the flip, is a tender rockaballad that is also presented with appeal. ABC-Paramount 9983



The fastest, most complete and most authoritative evaluation of this week's new releases

-----Pop Talent-----

CLIFF RICHARD

HIGH CLASS BABY (Kalith, BMI)
MOVE IT (Wood, ASCAP)

The cat is currently high on the British charts with this record. He has a smooth rockabilly style that could also win him plenty of American fans. "High Class Baby" is a rocker about a guy with a gal who prefers the finer things in life, while he likes to rock. Flip, "Move It," is a rockabilly ditty presented against twangy guitar support. He impresses highly on both. Capitol 4096



VERNON TAYLOR

TODAY IS A BLUE DAY (Clement, BMI)
BREEZE (Shapiro-Bernstein, ASCAP)

Taylor is a fine new artist with a refreshingly, distinctive style. He handles his first disk effort with great appeal and with exposure the lad could have himself a two-sided winner. "Today" is an uptempo, driving rocker on which he is nicely backed by guitars and a vocal group. Flip is a somber reading of the standard. Both are fine. Sun 310



CONNIE FREED

THINGS THEY DON'T TEACH YOU IN SCHOOL (Spartan-Taj, ASCAP)
WHEN YOU FALL (Spartan-Western, ASCAP)

The gal proves a strong new talent in her wonderful readings of these two tunes. "Things" is a ballad of heartbreak, which she handles with listenable ease. Flip, "When You Fall," starts as a rockarumba with a multi-track vocal and then proceeds into a rockcalypso with penny-whistle backing. Intriguing side can easily catch on. Challenge 59031



-----Pop Disk Jockey Programming-----

CATERINA VALENTE

SECRET LOVE (Remick, ASCAP)
OHO-AHA (Maurice, ASCAP)

"Secret Love" is from the thrush's latest album in which she salutes several other fem artists via simulating their vocal approaches. It's a swinging side that she sings with real gusto. Audiences should like. Flip is a fine go on an Italian tune, clefted by Domenico Modugno. This is also good jockey fare. Decca 30778



-----Christmas Records-----

AUGIE RIOS

DONDE ESTA SANTA CLAUS (Ragtime, ASCAP)
OL' FATSO (Shapiro-Bernstein, ASCAP)

The youngster has two powerful sides for the Christmas market. Both are done with charm and appeal. Top side asks "Where Is Santa Claus?" The tune has a Latin rhythm and it's sung with Latinish dialect. Flip is a very funny side that states: "I don't care who you are, old fatso. Get your reindeer off the roof!" It's a bouncy rocker that looms as a strong threat. Metro 20010



-----C & W Records-----

WEBB PIERCE

I'M LETTING YOU GO (Cedarwood, BMI)
SITTIN' ALONE (Cedarwood, BMI)

The fine artist has two great sides as usual. "I'm Letting You Go" is a moving ballad in the weeper tradition. "Sittin' Alone" is also from the lament school. Backing on each is traditional. Top potential. Decca 30789



THE WILBURN BROTHERS

WHICH ONE IS TO BLAME (Ridgeway, BMI)
THE KNOXVILLE GIRL (Sure-Fire, BMI)

The Wilburns handle these tunes with real feeling. "Which One" is a moving ballad about two lovers who share the blame for an affair that's creating talk. Flip is a doleful ballad about a gent who is driven to murder by a cheatin' gal. It's an interesting side, and the reading is tops. Decca 30787



-----R & B Records-----

NO SELECTION THIS WEEK.

The number for Jack Scott's recording of "Save My Soul" b/w "Goodbye Baby," which was spotlighted in last week's issue of The Billboard, was inadvertently omitted. Details are Carlton 493.

GENE MUMFORD

*** If You Were the Only Girl in the World
COLUMBIA 41286—Gene Mumford, former lead of the Dominoes, sells this driving version of the fine standard with excitement over support by a vocal group and large ork. Swinging side could move. (Remick, ASCAP)

*** Street of Dreams
On this side the lad tackles another standard to good results, a la Billy Eckstine. Again he is supported by a chorus and ork. If exposed the sides have possibilities. (Miller, ASCAP)

KAREN CHANDLER

*** Belong to Me
SUNBEAM 117—Unusual. The chick chants this sexy item in semi-recitative fashion to an uncommon backing. Deejays likely to expose it strongly. (Chappell, ASCAP)

*** Till the End of Time
A pretty ballad which makes a nice side, as the chick sings it to a backing which is tasteful and incorporates a triplet figure with classy instrumentation. (Joy, ASCAP)

THE NOBLES

*** Standing Alone
ABC-Paramount 9984—A pretty rockaballad is given an emotional warble by the lead voice with good chorus support. Light rhythm ork accompanies. It can attract. (Roncom, ASCAP)

*** Till the End of Time
The evergreen is done pleasantly by the crew with shuffle-rhythm backing by a lush ork. This can move also. (Joy, ASCAP)

THE DARTS

*** On My Mind
APT 25023—Rockaballad is nicely handled by the group. Good lead is given attractive group and ork support. It should do well. (Mellin, BMI)

*** Well Baby
Rhythm blues is done in sprightly fashion by the crew. The gents are singing about the way their baby moves them Danceable side. Good prospects. (Fire, BMI)

RONNIE DEE

*** I Make the Love
BACK BEAT 522—Ronnie Dee explains how he lets the other men fish and hunt, etc., but that he's an expert on making love. Cute side has a chance. (Big D, BMI)

*** Action Packed
On this side the chanter tells about his action-packed hot rod and how he drives it in action-packed style. It's an exciting side and it, too, could grab coins. Two good sides. (Big D, BMI)

SMOKEY WARREN

*** Ball of Fire
ROULETTE 7006—Lively side, with a lot of folk and country flavor. Warren sings it well. Will likely get a lot of pop exposure. (TV, ASCAP)

*** Prisoner's Dream
Like the flip, loaded with country flavor, even to the instrumentation. Again, a good song likely to get strong exposure. (M. M. Cole, BMI)

RUSS HAMILTON

*** All Alone
KAPP 250—The oldie is tastefully chanted by Hamilton for strong results, with warm choir support. Could break thru. (Berlin, ASCAP)

*** The Things I Didn't Say
Cha cha with cute construction is well delivered by chanter and girls. Like flip, has a chance to move if exposed. (Shapiro-Bernstein, ASCAP)

THE FIVE KEYS

*** Really-O Truly-O
CAPITOL 4092—Rocker with gimmick lyric boasts a strong lead and cute support by the rest of the group. Could get action if exposed. (Comet, ASCAP)

*** One Great Love
Rockaballad is prettily handled by lead Rudy West. An attractive side. (Eden, BMI)

RALPH BURNS

*** TI-PI-TI
DECCA 30786—A good one in the cha cha vein follows on the heels of the Tommy Dorsey band hit for the label. This another oldie done up in the Latin tempo, and it could also draw spins. Good alto work. (Felt, ASCAP)

*** Mon Oeuf
A catchy Continental air, played attractively with a clavichord in the melody spotlight. Has the feel of such tunes as "Petticoats of Portugal" and "Lisbon Antigua." Very attractive instrumental side. (BIEM)

FRANK DE VOL ORK

*** How Can You Forget
COLUMBIA 41285—A mighty pleasing record of the old Rodgers and Hart song now included in the Broadway show, "Suzie Wong." Instrumentation has the Prado organ sound and sax solo by Bill Hamilton. Programmable and it could step out. (Harms, ASCAP)

*** My Heart in Portugal
An infectious, Latin flavor which highlights fiddles makes this another attractive hunk of jock jazz. Flip has the edge, however. (Kalith, BMI)

RICHARD CANON

*** The Best Things in Life Are Free
CAPITOL 4093—Canon does the oldie in catchy, shuffle-beat tempo. Nice sound by the new artist. Disk could step out if plugged. (De Sylva, Brown & Henderson, ASCAP)

*** St. Louis Blues
The Handy blues classic is done against rapid bongo beat in the backing. Flip appears stronger side. (Handy, ASCAP)

JIM BACKUS

*** Why Don't You Go Home for Xmas
JUBILEE 5351 — Backus uses his McGoo voice in telling this Christmas novelty. It's a funny jockey item. Cat is telling his wife to split the scene for the holidays. (Feller, BMI)

*** Cave Man
Rapidly-paced tune is read with a chorus assist. Cat sounds like a pooped Tarzan. He's hunting for a cave girl to keep him company. Lots of vocal gimmicks. (Budd, ASCAP)

XAVIER CUGAT ORK

*** Billy's Cha Cha
RCA VICTOR 7405—Easy swinging cha cha instrumental with danceable beat and effective harmonica solo work. Fine jockey wax. (Conquest, BMI)

*** Gesundheit
amusing instrumental novelty with nasal-drip-type sound effects. (Iris-Trojan, BMI)

TERESA BREWER

*** The One Rose
CORAL 6207 — Nostalgic piping by thrush on the sentimental standard. Backing has slight r.&r. beat. (Shapiro-Bernstein, ASCAP)

*** Satellite
Happy vocalizing by canary on bright tune with cute lyrics. (Willow, ASCAP)

MACHITO ORK

*** Cheek to Cheek
ROULETTE 4121 — Swingy cha-cha version of the great oldie with a fine dance beat. Good jockey wax. (Berlin, ASCAP)

*** Cathy Cha Cha Cha
Okay instrumental cha-cha side, but flip has more spin potential. (Patricia, BMI)

THE FOUR ACES

*** Ol' Fatso
DECCA 30775 — Unusual Christmas tune also waxed by Augie Rios is sung brightly by the Four Aces with a kid voice chasing Santa off the roof. If the tune breaks this version could catch some coin. (Shapiro-Bernstein, ASCAP)

*** The Christmas Tree
Pleasant Christmas tune is sung in fair fashion by The Aces. (Allied, ASCAP)

(Continued on page 44)

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Stevie Layne and ork.
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vocal novelty
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Sylvester Bradford
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• Reviews of New Pop Records

• Continued from page 43

BILLY HOPE AND THE BADMEN
★★ Riding West
SAVOY 1554—Good rocker instrumental has that on-the-trail horseback flavor. Jockeys should like. (Savoy, BMI)

★★ Papa Luigi
Rocker with Italian touch makes a danceable side. (Volunteer, BMI)

RAY PETERSON
★★ Richer Than I
RCA VICTOR 7404—Tender rockaballad is sold warmly by Peterson over soft band support. Peterson has a good style, and with exposure disk has a chance. Tune is a strong one, and there will be competition, but this could share in the loot if it happens. (Moniauk, BMI)

★★ Love Is a Woman
Ray Peterson sings this interesting story song with feeling over intriguing backing featuring a hot flute and a rhythm section. (Rosarita, ASCAP)

WYNONA CARR
★★ I'm Mad at You
SPECIALTY 650—Driving rocker gets a gutsy delivery, with firm backing. Action possible. (Venice, BMI)

★★ If I Pray
Chick gives a husky reading of her own rockaballad. (Venice, BMI)

SAM (THE MAN) TAYLOR
★★ Let's Go Dancing
MGM 12729—A driving, hand-clapper complete with wild party, lowdown shouts, etc., with the good ork work by the Taylor band. This one rocks in good style. Worth programming in the boxes and on the air. Can pull action. (Time, BMI)

★★ Organ Grinder's Swing
The old tune by Will Hudson gets up-to-date, slow, walking rhythm ride by Sam Taylor and the group. Has a good sound and beat for the teens. (American Academy of Music, ASCAP)

THE MAR-VELS
★★ Could Be You
LOVE 5011—Wistful rendition of pretty rockaballad by lead singer and group. (Amore, BMI)

★★ Cherry Lips
Showmanly performance by lead singer and group on catchy r.&r. ditty. (Amore, BMI)

THE NORMAN PETTY TRIO
★★ Down From the Clouds
NOR-VA-JAK 1322—This has a big production sound, with the piano rippling up and down in majestic, concerto style. Chorus lends a non-lyric assist. Disk has a pleasant sound which could catch on. (Nor-Va-Jak, BMI)

★ Little Black Samba
Organ leads the way on this pleasant, danceable side. (Nor-Va-Jak, BMI)

JIM SWEENEY
★★ It Wouldn't Be the Same
COLUMBIA 41262—Jim Sweeney tells this weeper with warmth over simple country-fied rock and roll backing. Tune was penned by Fred Rose and Jimmy Wakely. (Milene, ASCAP)

★★ Afraid
Another warm ballad is sold feelingly by the chanter. Both sides make for good deejay programming. (Milene, ASCAP)

JOHNNY RICHARDS
★★ Estoy Casado
CAPITOL 4094—Nice sound on a mildly, swingin' Latin-tinged tune by the ork. Cats in the band do the vocal honors. (Music of Today, BMI)

★★ What Is There to Say
Smooth band approach on the oldie by the Richards crew. It's a pleasant dance instrumental side. Good material for jocks. (Harms, ASCAP)

JOSEPH DAMIANO
★★ This Is Love
CHANCELLOR 1028—Rockaballad is deftly handled by chanter and mixed group. (Debmur, ASCAP)

★★ Rumors
Another rockaballad gets fine treatment by Damiano with choir support. (Debmur, ASCAP)

THE BLUENOTES
★★ I Waited
COLONIAL 9999—Slow rocker has a sweet lead and strong support from the rest of the men. (Bentley, BMI)

(Continued on page 45)

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UA 151 X

IF YOU BUT KNEW
Billy Barnes
UA 148 X

BLACK NIGHTGOWN
Gerry Mulligan's JAZZ COMBO
UA 152 X

MORSE CODE
Sal Mure
UA 153 X

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• Reviews of New Pop Records

Continued from page 44

★★ **Never Never Land**
Mild rocker is spun off nicely by close harmony group. (Bentley, BMI)

RANDY HARD
★★ **May It Be My Fortune**
NRC 013—Celestial rockaballad is warmly handled by chanter and group. (Wonder, BMI)

★★ **Honey Doll**
Hard gives a refined rockabilly reading on his own up-tempo item. Fair prospects. (Wonder, BMI)

TINA ROBIN
★★★ **I've Got My Love to Keep Me Warm**
CORAL 62055—Miss Robin sings to a backing that's very close to the old Les Brown arrangement of the tune. Good seasonal fare. (Berlin, ASCAP)

★★ **Winter Wonderland Cha Cha**
The cold weather standard gets the updated cha cha treatment with an attractive vocal by the gal. (Bregman, Vocco & Conn, ASCAP)

STEVE KARMEN
★★ **Watchin' and Waitin'**
MERCURY 71386—A medium beat plaint about a darlin' who is missing. Song material has mediocre interest but Karmen has a nice style on the side. (Calyork, BMI)

★★ **Oh! Oh!**
A swinger which starts in soft, finger-snapping rhythm with bass, then moves out to include chorus and guitar. Karmen has a good animated style. Interesting side is worth spins. (Calyork, BMI)

THE ANTIWINEETS
★★ **Johnny**
RCA VICTOR 7398—Frenetic chanting by group on fast-moving rhythm rocker. (C & H, BMI)

★★ **Kill It**
Fem lead vocalizes with wild feeling and screams with group bouncing along behind her. (C & H, BMI)

THE MARKELS
★★ **The Letter of Love**
R & M 617—He pours it all out on paper. A fair rockaballad, adequately sung. (Rommen, BMI)

★★ **Darling, I Really Love You**
Rockaballad with lively rhythm and a good vocal by the lead singer and his group. (Rommen, BMI)

PHIL GORDON
★★ **That Old Devil Called Love**
LEEDS 779—Ballad has a smart lyric. Backing has a good alto sax line and triplet figure. (Pickwick, ASCAP)

★★ **Turkey Day**
Novelty with a rocking rhythm. Gordon belts it out well. (Leeds, ASCAP)

TOMMY ANGEL
★★ **Black Night**
NASCO 6022—Effective mood piece, depicting a motorcycle rider speeding thru the night to his girl. (Excellorec, BMI)

★★ **Honey Bee**
Pretty novelty with occasional gimmick voices and a good vocal by Angel. (Excellorec, BMI)

BO RHAMBO
★★ **Indian Love Call**
IMPERIAL 5552—Expressive organ solo interpretation of lovely standard. (Harms, ASCAP)

★★ **Lost in a Day Dream**
Pretty ballad is accorded similar organ solo instrumental treatment to flip. (Cash, BMI)

ROBERTA SHERWOOD
★★ **Bless This House**
DECCA 30779—Miss Sherwood offers a deeply meaningful and dramatic reading of this standard. Likely stuff for forthcoming holiday programming. (Boosey & Hawkes, ASCAP)

(Continued on page 46)



A Smash Follow-Up to "ROCKIN ROBIN" and the best-selling LP— "ROCKIN WITH ROBIN"

BOBBY DAY

"THE BLUEBIRD THE BUZZARD And The ORIOLE"

c/w

"ALONE TOO LONG"

#241

Class Records
HOLLYWOOD

JUBILEE'S HOT SEVEN

"POOR BOY"
The Royaltones
Jubilee 5338

"PEEK-A-BOO"
The Cadillacs
Josie 846

"NEED YOUR LOVE"
Bobby Freeman
Josie 844

"SERMONETTE"
Della Reese
Jubilee 5345

"MANHATTAN SPIRITUAL"
Reg Owen & Orch.
Palette 5005

"IN A LITTLE SPANISH TOWN CHA CHA"
Sy Oliver & Orch.
Jubilee 5349

"BARB'RY ANN"
Bobby Edge
Jubilee 5347

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FIDELIVOX
SEE PAGE 99

DANNY STONE
"I WOULD IF I COULD"

TRY ME
JAMES BROWN
and the FAMOUS FLAMES
Federal 12337
KING RECORDS

A Great New Star!

Margie Bowes
"ONE TIME TOO MANY"
b/w
"VIOLETS AND CHEAP PERFUME"
Hickory #1087

Reviews of New Pop Records

Continued from page 45

★ If I Can Help Somebody
An inspirational tune is offered in Miss Sherwood's typically dramatic style with choral support. Has a spiritual quality. (Leeds, ASCAP)

★ THE YOUNGSTERS
★ Sweet Talk
APT 25021—The gal group does the ricky-tick tune in pleasant fashion. Flavorful backing helps. Fair prospects. (Mellin, BMI)

★ Teenager Susan
Teenager Susan loves to rock and roll. Tune is done with a Latin-type beat. It can go as well as the flip. (Mellin, BMI)

★ THE ACE ADAMS SINGERS
★ Ooh-Ya Ya Ya
STAN 300—Good, jazz-flavored backing marks this swiny vocal by group. Spinnable wax. (Champ, BMI)

★ Clang Clang-Click Click
Okay piping by singers on rockin' ditty with fine backing. (Champ, BMI)

★ BARBARA EVANS
★ Jimmy, My Darling
CARLTON 490—The chick devotes this rockaballad tribute to a cat who flips her. Rather ordinary side. Fair prospects. (Maggie, ASCAP)

★ I Could Cry
A deep-voiced cat answers the chick as she tells all the reasons she could cry. Production is similar to the old Ink Spots type of record. (Maggie, ASCAP)

★ MOE KAUFMAN
★ Shepherd's Cha-Cha
JUBILEE 5352 — Lilted instrumental treatment with light cha cha tempo of pretty tune. Jocks should spin. (Budd, ASCAP)

★ The Great Healer
Delicately phrased jazz instrumental treatment of easy swinging theme with fine flute solo work. (Benell, BMI)

★ MARTHA CARSON
★ Light of Love
CADENCE 1356—Fervent thrashing on catchy gospel tune. Peggy Lee version is strong, but this should pull some play. (Singleton, BMI)

★ That Ain't Right
Gal sings out with a beat on a bouncy rocker. Flip tho is better side. (Marpat, BMI)

★ JERRY KELLER
★ Bee-Bee Baby
JUBILEE 5350—Exuberant chanting by Keller on bouncy, briskly paced rocker. (Melhedd, ASCAP)

★ A Wandering Stranger
Plaintive rockaballad is handled pleasant vocal treatment. (Melhedd, ASCAP)

★ SYLVESTER BRADFORD
★ Live Just to Love You
ATCO 6130 — Frantic chanting on bouncy rhythm item with infectious tempo. (Vanderbilt-Walden, ASCAP)

★ I Like Girls
Lively reading of okay rhythm-novelty. (Vanderbilt-Walden, ASCAP)

★ DICK ROMAN
★ My Greatest Mistake
MGM 12736—A slow and pretty ballad melody with a slight suggestion of the triplet beat behind the crooning Roman vocal. Some jocks will like this one. (Brunswick, BMI)

★ Party Girl
Medium beat tune is from the pic of the same title and Roman gives it a fair ride. Flip has more appeal. (Miller, ASCAP)

★ VIC WAYNE
★ I Saw You Crying in the Show
HAMILTON 50013—Vic Wayne debuts on the new Dot label subsidiary with a good reading of a touching rockaballad about a broken love. Interesting song could get spins. (Tree, BMI)

★ The Girl I Saw on Bandstand
Hamilton Records, the new subsidiary label of Dot Records, makes its debut with a pleasant reading by Vic Wayne of a rocking item about a gal who dances on the Bandstand Show. (Tree, BMI)

★ KEN DAVIS
★ Shook Shake
STAR-LIGHT 1006—A country-based, rockabilly ditty is sung nicely by Davis over typical combo support. (Salvatori, ASCAP)

★ Echo Rock
Some comment. (Salvatori, ASCAP)

★ THE FOUR FLIPS & DON FORBES
★ My First Emotion
PREMIERE 601—A slow and pulsing rockaballad by Forbes who sings it straight against triplet backing. (Sylvia, BMI)

★ The Boys
Gal tells of her problems in finding a good man or a good boy. Not much here. (Sylvia, BMI)

★ FI-TONES
★ What Am I Goin' to Do
ANGLE TONE 530—A blues. Lead

Reviews and Ratings of New Classical Albums

Continued from page 30

Bethany Beardslee, Soprano — The Choir of the State School for Church Music in Dresden (Flamig). Epic LC 3509
Moody, interesting, atonal excursions are performed earnestly by soprano, choir and chamber group. Caviar for a strictly limited audience.

BEETHOVEN: THE MOONLIGHT, PASTORAL & APPASSIONATA SONATAS
Raymond Lewenthal, Paul Badura-Skoda & Kurt Appelbaum, Pianists. Westminster XWN 18895
A standout recoupling of three fine performances from the Westminster piano library. Lewenthal is especially rich. Titles and tasteful cover girl should spur sales.

VIVALDI
Virtuosi di Roma. Angel 45030
The Virtuosi Di Roma comprises a group of individual soloists who specialize in music of the 17th and 18th century. On this new recording the ensemble turns in some excellent readings of a collection of Vivaldi Concertos, two featuring solo violins and two featuring solo horns. The recording is brilliant and the performance is first rate. Appeal of this will be limited but among those who enjoy Vivaldi it will be a must.

MOZART: 6 STRING QUARTETS
The Barchet Quartet with Emil Kessinger, Viola. (3-12") Vox VBX-3
Another worthy "Vox Box" whose good intentions are hampered by poorly engineered sound. The Brachet Quartet and Herr Kessinger offer worthy, somewhat old-fashioned interpretations, but the man at the controls has let "wolf" notes creep into cello and first violin parts, and both first and second violins are far too loud. Budapest versions of these works are available, but lower price of package will help sales.

CORELLI: 12 CONCERTOS FOR STRING ORCHESTRA AND HARPSICHORD, OP. 5, VOLS. 1, 2, & 3
Vox DL 423-1; 423-2; 423-3
A major contribution to the LP catalog that is marred by a squeezed-in sound in the highs, making the violins flat. Otherwise, it's an excellent job all around, taken at good tempos, with the ensemble in fine balance. The soloists are adequate for their task. The evenness of texture and light tone Eckertson achieves catches the spirit of the classic period. Detailed notes and attractive painting of Venice on jackets enhance package.

BACH BY GRANDJANY
Marcel Grandjany, Harp. Capitol P 8459
Grandjany displays his capable technique on the beautiful instrument in highly attractive fashion. The works of various tempos and modes are ideal for this instrument, and he presents the technical, Baroque works with great facility and ease. Appeal may be limited, but it's an excellent demonstration item. Sound is a feature.

HAYDN - BOCCHERINI - VIVALDI CELLO CONCERTOS
Gaspar Cassado, Cello; Bamberg Symphony (Perle). Vox PL 10.790
Biggest asset of this album is its packaging of three fine works from the standard cello repertory onto a single disk. Inasmuch as competing disks offer these works only in combinations of two, this album should get its quota of customers, even tho Cassado doesn't have the following of some of the others who have waxed these works. His bowing is sure, and tho the performances are a trifle cold, there is no question about his ability.

SAINT - SAENS: HAVANAISE, OP. 83; INTRODUCTION AND RONDO, CAPRICCIO, OP. 28; CHAUSSON: POEME, OP. 25
Aaron Rosand, Violin; Symphony Orch. of the Southwest German Radio, Baden-Baden (Reinhardt). Vox ST PL 10.470

STEREO & MONAURAL
This well-recorded, well-played stereo album is a triumph for violinist Aaron Rosand, whose big tone and superb technique are showcased on the Saint-Saens work with some of the best stereo sound

singer has an authentic quality, and he's well supported. (Mac-Avery, BMI)

★ It Wasn't a Lie
Ballad full of cliches in the lyric and a triplet background. Lead singer is okay. (Mac-Avery, BMI)

★ THE LOLLYPOPS
★ My Love Is Real
HOLLAND 7420—Effective performance by lead singer and group on okay rhythm material with good r.&r. beat. (Jama, BMI)

★ Believe in Me
Up-tempo rhythm ballad is sung with feeling. (Jama, BMI)

★ NICK TERRY
★ One Little Heart
SPIN IT 110—Pleasant warbling by Terry on routine r.&r.-styled item. (Deejay, BMI)

(Continued on page 47)

that Vox has achieved to date. Album's drawback is packaging, a "rescue" from the previous monaural edition with a badly-done paste-over title on the front and liner notes referring to Ravel's "Trigane"—not included in the stereo waxing.

GRIEG: SYMPHONIC DANCES; TWO ELEGIAC MELODIES
Pro Musica Symphony, Vienna (van Remoortel). Vox ST PL 10.330

STEREO & MONAURAL
The stereo version of a previously released monaural set, this has a moderately good sound, tho the feeling of fullness in the recording seems a bit wanting. Less familiar works of the composer are spotlighted with a performance by a non-name ensemble, which factors tend to lessen appeal. Outstanding Norwegian scene of a snow-covered mountainous crag will get attention.

BLUES IN THE NIGHT IN HI-FI
Various Artists. Westminster XWN 18897
Seven pieces capturing the tranquil mood of the night: Tchaikovsky's "Midnight" from the "Nutcracker Ballet," Debussy's "Les Parfums De La Nuit" from "Iberia," Ravel's "Nocturne" from Daphnis and Chloe, etc. A good classical album idea, which also shapes up as a showcase or sampler for artists on the label, as the Philharmonic Symphony Orchestra of London, conducted by Rodzinski; Vienna State Orchestra batoned by Jeremann Scherchen; Philharmonic Promenade Orchestra, by Sir Adrian Boult and Orchestra du Theater de l'Opera de Paris, batoned by Manuel Rosenthal. Considerable for the money.

MOZART: PIANO CONCERTOS NOS. 19 & 20
Ingrid Haebler, Piano; Vienna Symphony (Melles). Vox PL 11010
This is the sixth pairing of Mozart concerti by Miss Haebler currently available from Vox (unaccountably, her coupling of Nos. 15 and 18 was dropped from the catalog recently). Altho she shows a maturing of ability and perception, Miss Haebler is still no match for Gulomar Novaes, who also recorded the great D Minor (No. 20) for the same label. The Novaes album also contains a noble rendition of the precedent-making No. 9 (E Flat Major), a far better value than Miss-Haebler's efforts on No. 19 on this disk.

LOW-PRICE CLASSICAL ★★★★★
THE ART OF KIRSTEN FLAGSTAD
RCA Camden CAL 462
An exciting reissue of Flagstad's greatest singles of the 1930's, remastered superbly. Backings, mostly by the Philadelphia Ork, are fine and the now-retired diva is in top form. This should duplicate the Camden success with Lily Pons' and others' reissues.

SEMI-CLASSICAL ★★★
AM I IN LOVE?
Marvin Wright, Piano with Orch. Warner Bros. W 1232
Twelve of the great romantic melodies by classical composers, superbly performed. Sides include "Liebestraum," "Moonlight Sonata," "Valse Tiste," "Fantaisie Impromptu" etc. Pianist Marvin Wright plays them with sensitivity and precise technique, accompanied by a string and rhythm ensemble. Dealers will find this worth demonstrating. It is a popular packaging of great classical material.

SEMI-CLASSICAL ★★
ACCORDION CONCERT
Johnny Molinari. Coral RL 57234
Accordionist Johnny Molinari has appeared in concert with Metopera star Jarmila Novotna, and has been a soloist with Fred Waring and Meredith Willson. He demonstrates his technique and dexterity on this new release, showing off some virtuoso accordion work. Tunes include such accordion show stoppers as "Hungarian Rhapsody," "Rumanian Rhapsody," and the "Poet and Peasant Overture." A fine set for accordion fans and students.

BLACK NIGHT
b/w
HONEY BEE
(I LOVE YOU)
TOMMY ANGEL
Nasco 6022

The Crescendos
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Nasco 6021

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*** We Are Here for Such a Little While**
Adequate reading of so-so rockaballad. (Deejay, BMI)

BROCK WILLIAMS
*** Touch of Perfection**
TOPPA 1001—The chanter sings about the perfect world that the Lord made and the perfect love that he is proud to possess. (Mixer, BMI)

*** What Am I**
Brock Williams bows on the new label with an okay reading of a rockabilly tune. (Mixer, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

THE CANDLETTS: Everybody Loves to Rock and Roll/Angel Love—Vita 179
THE LEXONS: If I Fall for You/Hic—Lexx 0316

TAL MILLER: B-A-B-Y/What Is Life Without Love—Hollywood 1094
BUDDY OLIVER: Only a Street Light/Song of the Wedding Chimes—Day-Z-Bel 713
TOMMY WADE: Beginning to See the Light/This Isn't the First Time—Style 622

Christmas

DON RALKE CHORUS & ORK
***** Keep Christmas in Your Heart**
STARDISC 100—Pretty Christmas ballad is nicely rendered by the group. Side provides good holiday programming fare. Tune is done with light guitar and chime backing. (Origatunes, BMI)

***** Crackerjack Christmas**
Snappy Christmas tune should find a market. It's presented with cheerful backing. Fine jockey side. (Berry, BMI)

ARTHUR (DAGWOOD) LAKE
***** Katie the Kangaroo**
ENSIGN 2012 — Side begins with a spoken intro and leads into a cute tale about "Katie, the Kangaroo." Good holiday potential. (Hermosa, BMI)

***** Rudolph the Red-Nosed Reindeer**
The popular movie and TV comedian does the Christmas novelty in a manner

(Continued on page 48)

• Reviews and Ratings of New Jazz Albums

JAZZ ★★★★★
TED HEATH SWING SESSION
London PS 138

STEREO & MONAURAL

The British maestro provides an exciting stereo sound experience in this swinging instrumental LP, which should have appeal for both pop and jazz fans. Selections include a great version of Gillespie's "The Champ," "Rhapsody for Drums" and some quieter arrangements of "Eloquence," "Do Nothing 'Til You Hear From Me," etc. Merits jockey spins, too.

THIS IS PAT MORAN
The Pat Moran Trio. Audio Fidelity AFLP 1875

Pat Moran is a pianist who leads a lightly swinging jazz combo at the Cloisters in Chicago. Her associates are Johnny Whited and John Dolling on bass and drums, respectively. Miss Moran can play and she demonstrates her prowess on this bright new release containing happy jazz versions of a fine group of standards. It's small group jazz, slightly cool, the kind that anyone can enjoy. And the sound is fine. Tunes include "Stella by Starlight," "When You Lover Has Gone," and "Making Whoopee."

EXPERIMENTS IN SOUND
Johnny Richards Ork. Capitol T 981

This is a most interesting and intriguing album by the Johnny Richards ork that will interest both hi-fi and jazz fans. It features attractive sounds, rhythms and fine blowing by the swingin' crew. Some of the tunes are standards; others are originals by Richards, such as "Theme to End All Concertos." The band has been responsible for a lot of excitement, and this set should keep up that excitement.

JAZZ ★★★
BUDDY RICH IN MIAMI
Verve MG V-8285

The dazzling drums of Buddy Rich is the main dish in this highly palatable jazz fest with noteworthy trimmings provided by the Flip Phillips tenor, Peter Ind'a bass and Ronne Ball on piano. Can stir some action.

KRUPA ROCKS
Gene Krupa. Verve MG V-8276

A number of favorites are given the Krupa jazz touch to enhance this album's appeal. The noted drummer-man surrounds himself with piano (Teddy Napoleon), bass (Mort Herbert) and clarinet (Gail Curtis) to create some intriguing variations on the well-known themes.

SONG OF THE WANDERER
Kid Ory & Quintet. Verve MGM 1014

The great Kid Ory, aided by a /jazz

quintet, dusts off a group of evergreens in his characteristic lusty fashion to place this package high on the jazz collector's list. Tailgate treatment is given to such oldies as "Baby, Won't You Please Come Home," "Tiger Rag," "Toot Toot, Tootsie," and "St. Louis Blues" among others. Fine traditional stuff.

SOLEMN MEDITATION
The Paul Bley Quartet. Gene Norman Presents GNP 31

The Bley crew has a swingin' approach on the fine tunes contained in this set. The package should lure buys from mainstream buffs. Dave Pike is featured with the quartet on vibes with the pianist and his crew. "Porgy" is perhaps the most inventive and listenable track. Other selections include "Birk's Works," "Beau Diddley" and "Persian Village."

AFTER THE PARTY'S OVER
The Aaron Bell Trio. RCA Victor LPM 1876

Here's a happy, swinging jazz-pop set that makes for good listening. It features bassist-leader Aaron Bell, and now and again, T. Glenn, H. Jones, E. Jones, E. Thigpen, C. Bateman, and C. Smith. The tunes are mainly standards, with two fine versions of "Satin Doll," plus an attractive performance of "Slaughter on Tenth Avenue." If displayed, set has a chance for sales.

JAZZ ★★
FUNKY PIANO NEW ORLEANS STYLE
Alton Fursell, Piano. Warner Bros. W 1228

This will prove a gas to lovers of old blues. Tunes are such great items as "Yancey Special," "Pine Top's Boogie," "C. C. Rider" and other classics, and the sides contain vocals. The cover art captures the color and spirit of the album. Dealers will find it worth while to demonstrate this package to knowledgeable buyers of traditional jazz and to others.

BREAD, BUTTER & JAM IN HI-FI
Various Artists. RCA Victor LPM 1644

RCA Victor has put together a group of sides by top Dixieland and mainstream jazzmen that should appeal to the older set in the States. Artists include the Bud Freeman ork, Lee Wiley, Red Allen's All Stars, and Ruby Braff's group. Tunes are standards, such as "Do You Know What It Means to Miss New Orleans," "Sunday," "Stars Fell on Alabama," and "Did I Remember."

JAZZ ★
THE SONG OF SONGS
Various Artists Directed by Lois Solomon. Audio Fidelity AFLP 1888

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"SOMETIMES"
Duke 301

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RESERVATIONS SUGGESTED

Reviews of New Pop Records

Continued from page 47

that should appeal to tots. Fair chances. (St. Nicholas, ASCAP)

THE TRAVELERS
★ **Katie the Kangaroo**
ANDEX 2011—Cute novelty about a kangaroo who helps Santa on Christmas Eve. Fair chances. (Hermosa, BMI)

★ **I'll be Home for Christmas**
The lovely Christmas standard is warbled to fair effect by the group. It should go as well as the flip. (Gannon & Kent, ASCAP)

JO ANN LEAR
★ **Leave My Toys Alone**
VANITY 583—Cute novelty about a tot who wants to buy her daddy some toys of his own, so that she can have hers to play with by herself. Okay side for jocks. (Vanity, BMI)

★ **Let's All Have a Happy New Year**
Up-tempo jazz flavored theme urges that everyone have a good time for the New Year. Fair potential. (Peer, BMI)

GINGER DAWN
★ **Rocking With Santa**
LEE 1001—Tune tells of a youngster who has a dream about dancing with Santa Claus. Some coin possible.

★ **Madness**
So-so medium-beat theme about the "madness" of being in love. Flip offers more.

Polka

EDDIE LASH
★ **Just Because Polka**
JAY JAY 193—Attractive instrumental gets a toe-tapping performance from the folk group. Good potential in its market.

★ **Clarine Waltz**
Lash's concertine highlights this melodic waltz.

International

RALF BENDIX
★ **Come Prima**
CAPITOL 4102—A big, bold baritone sound by Bendix on the oft-recorded tune gets triplet backing in rick style. A lot of competition here will limit chances. (BIEM)

★ **O Mama Mia**
A bouncy Italian tune well sung by Bendix. Has a polka feeling. (BIEM)

Sacred

CARL STORY
★ **Old Country Baptizing**
STARDAY 411—Sincere country chanting by Story on fervent c.w. item. For traditional c.w. jocks. (Starday, BMI)

★ **Angel Band**
Moving sacred tune is sung with feeling by Story and chorus. (Starday, BMI)

Jazz

THE RED GARLAND TRIO
★ **Billy Boy**
PRESTIGE 121—Slow, bluesy variations the oldie is inventively handled by pianist and support. Some pop coin possible. (PD)

★ **Hey Now**
From Garland's newest album, this relaxed side should please his fans. (Garland-Prestige, BMI)

GENE AMMONS' ALL STARS
★ **Blue Hymn Parts I & II**
PRESTIGE 121—Slow, bluesy variations make a kind of tone poem, featuring Ammons' tenor sax and crazy flute by J. Richardson. (Ammons-Prestige, BMI)

FOLK TALENT AND TUNES

Around the Horn

Don R. Young, director of music of the State Prison of Southern Michigan, Jackson, (Continued on page 108)

More Folk Talent and Tunes on Page 11

Spiritual

THE FAMOUS WARD SINGERS
★ **Got on My Traveling Shoes**
SAVOY 4107—Terrific performance by this great group. Side starts with a lot of steam and never declines. Sure to get heavy play by discerning lovers of this art form. (Planemar, BMI)

★ **He's Watching Over You**
In contrast to flip, this side is more leisurely with a stately pace and beat. (Planemar, BMI)

THE IMPERIAL GOSPEL SINGERS
★ **My Change Will Come**
SAVOY 4106—The spirit is on them, as they chant this one. Fine gospel singing here, with the lead singer transported and carrying along the group with her. (Savoy, BMI)

★ **Swing Low**
The great spiritual gets a spirited reading with plenty of beat in the group's arrangement. (Volunteer, BMI)

DIXIE HUMMING BIRDS
★ **I Don't Know Why**
PEACOCK 1788—Deep-voiced lead and group give usual strong reading of moving spiritual. Excellent side. (Lion, BMI)

★ **Let's Go Out to the Program No. 2**
The group does imitations of all the top gospel groups on this interesting disk. Good side for gospel fans. (Lion, BMI)

Country & Western

MEL TILLIS
★ **The Brooklyn Bridge**
COLUMBIA 41277—Plaintive chanting by Tillis on expressive weeper about a guy all alone on the Brooklyn Bridge. (Cedarwood, BMI)

★ **Finally**
Tillis wails with plenty of feeling and heart on moving ballad. Should pull play from traditional jocks. (Cedarwood, BMI)

SKEETS McDONALD
★ **What Am I Doing Here?**
CAPITOL 4095—Peppy rhythm tune is given a good warble by the artist. Good backing accompanies. It can step out. (Lu-Tal, BMI)

★ **What I Know About Her**
Song has a traditional flavor despite piano triplets in the backing. McDonald renders the country ballad with sincerity. Good potential in this market. (Central Songs, BMI)

GLENN REEVES
★ **Tarzan**
DECCA 30780—Reeves piles into this blues in fine, driving style with a medium-tempo backing by the band. Has a novel sound, which could catch on. (Bona, BMI)

★ **Born to Cry**
A bouncy up-beat bluesy weeper sung attractively by Reeves. Backing is a bit on the jerky side but the vocal is well handled. (Bona, BMI)

PHIL SULLIVAN
★ **Luckiest Man in Town**
STARDAY 410—Personable vocal interpretation of amusing novelty tune with bouncy beat. Merits spins. (Starday, BMI)

★ **Love Never Dies**
Meaningful reading by Sullivan on heartfelt weeper. Traditional jocks should spin. (Lonzo & Oscar, BMI)

WILLIAM PENIX
★ **Dig That Crazy Driver**
DAFFAN 116—This has the down country hill sound with a good sound by Penix on the story of a hot-rodder who came to the end of the road. Great moral here has pop message but strictly rural delivery. (Silver Star, BMI)

★ **How Old Do You Get**
A fine delivery by Penix in the waveling, yodel style of Hank Williams on a medium-beater. Real down-home stuff. (Silver Star, BMI)

OKIE JONES
★ **Kiss Away**
MAJESTIC 1358—Traditional ballad is nicely handled by Jones and girl group. (Lehill, BMI)

★ **I Borrow From Peter**
Up-tempo item gets cute reading from chanter with traditional sound from girls. (Lehill, BMI)

DON VINSON
★ **Is Forever Just a Day**
MGM 12734—A weeper. Vinson sings it in the traditional style, backed by that kind of instrumentation. No chorus. For c.w. jocks. (Tower, BMI)

★ **Livin' With the Blues**
Traditional country side. A weeper in theme with a solid rhythm pattern. (Marlow, BMI)

SKEETER DAVIS
★ **Slave**
RCA VICTOR 7401—A good song idea, clefted by Beverly Ross. Vocalist does a solid job. (Zodiac, BMI)

★ **I Ain't A-Talkin'**
Novelty flavored side, well chanted, with lively plucked string backing. (Porgie, BMI)

BOBBY AUSTIN
★ **Castle of Love**
SUNDOWN 113—Austin tells his true love that they will build a castle of love together. He sells the country ballad well. (Durf, BMI)

★ **Fool, Fool, Fool**
The chanter explains how he destroyed his happy home because of a roving eye. Two traditional country sides. (Durf, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

PAUL SEIPP: Hold Me in Your Arms/Little Gray Shack—Blue Bell 1041

Rhythm & Blues

MAGIC SAM
★ **Easy Baby**
COBRA 5029—Funky, gutbucket blues is belted with real feeling by the cat. Good side for r.&b. marts. (Armel, BMI)

★ **21 Days in Jail**
Rhythm rocker is shouted by Sam with driving support. Also a good prospect for r.&b. coin. Tune is a blues. (Armel, BMI)

HOWLING WOLF
★ **I'm Leaving You**
CHESS 1712—Howling Wolf fans will get a charge out of this blues item which deals with a typical blues theme—a woman who can't treat her man right. (Ty-Po, BMI)

★ **Change My Way**
On this side the Wolf says it is time to change his ways as the life he is livin' just aint no good. Two good Southern blues. (Arc, BMI)

The following records, also reviewed by The Billboard music staff, were rated one star.

BIG CHARLES GREEN: You Excite Me, Baby/Rocking on the Moon Tonight—Hitt 180

RIDING STRONG
CHARLIE APPLEWHITE
SINGS
"I WROTE"
DSR 823
DESIGN RECORDS
PRODUCT OF PICKWICK SALES CORP., BRLYN 32, N. Y.

SEECO GOES POP!
FELICIA
b/w
BANDSTAND DANCING
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Bobby and The Orbits
Seeco 6005
SEECO
39 West 60th Street • New York, N. Y.

Gonna Go All the Way!
GOTTA TRAVEL ON
by
Billy Grammer
Monument 400
MONUMENT RECORDS

★ ★ ★ ★ ★
★ **The BIG HITS** ★
★ are on ★
★ **DOT** ★
★ ★ ★ ★ ★

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Jot down that number. It's important. It's the telephone number of The Billboard's Servicenter at the outdoor convention which starts at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day. Offered in co-operation with the Showmen's League of America, The Billboard's Servicenter will provide many free services to make your stay at the convention more pleasant. Located in the Hotel Sherman Lobby, The Billboard's Servicenter will offer a free paging service. That is why the number above is important. Anyone calling you at that number will be able to have you paged over a special public-address system. Anyone leaving a message at that number will know that the message will be held until you pick it up. Otherwise, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible. A battery of house phones will be set up in it to enable you to locate people in the hotel. Phones also will be provided for free outside local calls. Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc. Showmen's League of America members will register at the booth. The Servicenter will be open daily, Sunday, November 30, thru Wednesday, December 3, on the following schedules.

| | | |
|---------------|-------|-------------------|
| Sunday (30) | | 1 p.m. to 8 p.m. |
| Monday (1) | | 10 a.m. to 8 p.m. |
| Tuesday (2) | | 10 a.m. to 8 p.m. |
| Wednesday (3) | | 10 a.m. to 6 p.m. |

Fair Assn. to Name Queen of Queens

Five Contestants Vie for Title; To Be Presented at SLA Banquet

CHICAGO—The International Association of Fairs and Expositions will jump on the queen band wagon at its annual convention here by naming its own ruler to be known as the "Queen of Queens." Five candidates from that many States already have been entered and several more are looked for before the finals of the contest are held here in the Hotel Sherman on the evening of December 2. Entries thus far include Carol Parks, Crawfordsville, Ind., who will represent the Hoosier State; Carol Kucera, Clarkson, Neb., the Cornhusker State; Sarah Kay Burns, Caruthersville, representing the Show Me State; Judy Barger, Huntingdon, Tenn., from the Volunteer State, and Barbara Moert, Louisville, who represents the Blue Grass State.

The girls first won their titles at county fairs and went to the State fairs where they were selected as tops in the State.

The winner will receive prizes from the IAFE, will be presented to outdoor show business at the annual banquet and ball of the Showmen's League of America and will appear on several radio and television shows.

Contestants will compete in a formal or party dress and bathing suits. They will be judged on beauty and personality.

Three Chicagoans will serve as judges: John Slauch, Jon's Photographic Studio; Al Seaman, Seaman Model Agency, and Charlie Byrnes, The Billboard.

Confidence Key At Chi Conclave

Continued from page 1

greater numbers toward the season's end.

Among outdoor attractions, name stars made greater inroads than ever before, particularly at fairs and rodeos. Generally, these high-priced attractions more than paid the way, and it is the consensus that more fairs and rodeos will go for names in 1959 than ever before.

S. C. Court Rules Vs. 30-Day Show Competition Law

CHARLESTON, S. C.—Circuit Court Judge James B. Pruitt, has ruled that a new law providing a 30-day competition-free period for the Coastal Carolina Fair is "invalid and of no effect."

The suit, filed by the North Charleston Junior Chamber of Commerce, was the test of a particular provision for a competition-free period. It went into effect in Charleston County last February 14.

At least five other counties have similar laws, it is learned. They include Greenville, Laurens, Lee, Marion and Williamsburg counties.

Lawyers here expressed the opinion that Judge Pruitt's ruling "placed the laws of the other counties in a precarious position. If Pruitt's decision stands, the laws of other counties providing competition-free periods also would be invalid if tested," it was pointed out.

President R. B. Scarborough, of the Coastal Carolina Fair, who declined to comment on the decision, said it hadn't been decided whether the decision will be appealed to the State Supreme Court.

Jim Shoulders Crowned 1958 Rodeo Champ

DENVER — Jim Shoulders, Henryetta, Okla., for the third straight year has been named all around cowboy champion by the Rodeo Cowboys Association. In addition to the top honor, he was event champion in bull riding and bareback bronk riding, the only two events he enters.

Marty Wood, Bowness, Alta., won the saddle bronk riding championship, his first in this country. Jim Bynum, Forreton, Tex., won his second steer wrestling championship. Dean Oliver, Boise, Idaho, set a new single season record in calf roping, winning \$23,269 to take his second roping title.

Shoulders, already conceded to be the greatest champion rodeo has produced, wrapped up his third 1958 championship when he placed second in the bull riding at the season's last major rodeo in Harrisburg, Pa.

The championships are awarded on the basis of one point for every dollar in prize money won thru the season which begins each year on January 1. Shoulders' total winnings for the year were \$33,202.

Gooding Buys Pair of Mad Mouse Rides

COLUMBUS, O.—F. E. Gooding, president of the Gooding Amusement Company, announced here last week that he had placed an order with the Allan Herschell Company for two of its Mad Mouse rides. The North Tonawanda, N. Y., ride manufacturer is scheduled to deliver one device in April and the second in June. Gooding said he was contemplating the purchase of a third one in the near future.

Al Sweeney Inks 14 Races

CHICAGO — National Speedways, Inc., has closed for a total of 14 race dates in 1959, largest number of pre-convention contracts ever before inked, according to Al

Outdoor Show Ops Head for Annual Chicago Meetings

Fair, Park, League Lead Activities; Trade Show Looms Big on Scene

CHICAGO — Close to 5,000 outdoor showmen and representatives of allied trades will converge on Chicago Sunday (3) for the opening of the annual post-Thanksgiving convention of some half dozen various associations.

Major organizations to meet are the National Association of Amusement Parks, Pools and Beaches and the International Association of Fairs and Expositions. Equally important are conclaves set by the American Recreation Equipment Association, the International Motor Contest Association and the Middle West Fair Association.

The Showmen's League of America, Chicago-based fraternal organization and the oldest such in

outdoor show business, will spearhead a series of events, both social and of a business nature. Chicago's other two show clubs, the Ladies' Auxiliary of the SLA and Caravans, Inc., both fem groups, will hold their own social and business programs.

The NAAPPB annual trade show, which spreads thruout the mezzanine floor of the Hotel Sherman, will be one of the focal points of the meeting and the latest in amusement riding devices and equipment of many kinds will be shown.

During the hectic half-dozen days many fairs will sign their attractions for '59; park, carnival and kiddieland operators will shop for new rides and attractions for the new year and the open-air showmen and their ladies will relax at a busy round of social events that will be offered starting immediately after Thanksgiving.

Swenson Inks Cedar Rapids Fair Dates

TOLEDO, O. — The Swenson Thrillcade has been signed to play four shows at the All-Iowa Fair, Cedar Rapids, Aut Swenson, owner-manager, announced here last week. The contract will mark a return of the Swenson thrill show to that fair with three night and one afternoon shows on August 17-19.

Swenson also reported closing for two night shows at the Upper Sandusky, O., fair, September 17, and three performances at Great Huron County Fair, Norwalk, O., on September 18 (matinee and two evening shows).

The veteran thrill show operator reported he would be in Chicago several days before the convention got under way.

Sweeney, president of the auto race organization.

Sweeney will open his season at the Florida State Fair, Tampa, in February with four afternoon speedway-type events.

Also on the schedule are three meets at the Clay County Fair, Spencer, Ia.; three at Wisconsin Valley Fair, Wausau; two at the Ozark Empire Fair, Springfield, Mo., and one still date and one fair meet at the Burlington Hawkeye Fair, Burlington, Ia.

Garbrick Busy On Mixers

CENTRE HALL, Pa. — The Garbrick Manufacturing Company is operating two shifts at its plant here to fill orders for its new Merry Mixer.

E. L. Winrod, owner-manager of Monarch Exposition Shows, is exclusive sales representative for the firm. Winrod, who has offices at Largo, Fla., will also have an exhibit at the Chicago meetings.

OHIO STATE HONORS 8 PRESIDENTS

COLUMBUS, O.—Each of the eight days of the 1958 Ohio State Fair honored one of the eight U. S. presidents from the Buckeye State. The eight were William Henry Harrison, Ulysses S. Grant, Rutherford B. Hayes, James A. Garfield, Benjamin Harrison, William McKinley, William Howard Taft and Warren G. Harding.

As a part of the ceremonies surrounding each day, a commemorative Buckeye tree was planted in the Presidential Grove near the Youth Center on the Ohio State Fairgrounds.

Symbolic of the entire theme of Ohio's eight presidents, a huge pylon was erected in the center of the grounds. The pylon, 20 feet high, featured silhouettes of the eight presidents along its base.

Aluminum souvenir coins, each bearing the picture and data of one of the presidents, were distributed free to fairgoers at various exhibits on the grounds. To obtain a full set of these coins, a person had to make a complete tour of the fairgrounds.

The Ohio State Fair sponsored these special days in co-operation with the Ohio Historical Society.

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WITH A BIG GRIN, Curtis Finch, manager of the Danville Fair, adds up the \$48.25 for which he gave up \$5,000 in admissions. To promote the 50th fair he offered free gate admissions to each person presenting a 1908 or 1909 penny. In five days he had 4,825 pennies.

BIG RESPONSE

Danville, Va., Fair Hypos Golden Run

DANVILLE, Va. — The Danville Fair this year worked over its 50th anniversary theme from almost every conceivable angle and the promotion drew an all-out re-

sponse from residents of the five-county, two-State area served.

"More interest and good will than at any time in the past," is the way C. C. Finch, fair manager, summarized the five-day golden anniversary event.

A penny admission and a reception honoring area couples celebrating golden wedding anniversaries, were the two key promotions.

A dollar gate admission could be purchased for 1 cent by any person presenting a 1908 or 1909 penny (the Danville Fair Association was organized in 1908, and the first fair was held in 1909). Announcement of this offer some three months before the fair's opening created even more interest than had been anticipated—bank tellers reported numbers of persons changing bills into pennies over and over again in search of the right dates, and the result was 4,825 penny admissions to the fair.

The Danville Fair suffered no loss in gate receipts, however. If these admissions were eliminated from the 53,770 total paid admissions for the week, the resulting number would still be considerably ahead of the past two years.

"It was an interesting game for everybody concerned," says Finch. "We felt that many people with a real interest in participating in the fair never had an opportunity to get a pass of any kind. The penny admission to the 50th fair made it possible for a lot of people to come who otherwise couldn't have."

Anniversary Party

Even more important as a builder of good will was the reception held in honor of golden anniversary couples—on a normally slack day. Beginning early in July, press and radio announcements were used seeking the names of all couples in the five-county area celebrating 50th wedding anniversaries in 1958 or 1959. It was noted that a week's expense-paid trip to Florida would be awarded to one of those couples.

Even Finch, who is accustomed to good responses from promotions, was surprised at the results. Entry blanks were sent to more than 100 names received, with an explanation that participation would have to be limited to couples where both husband and wife could be present at the reception. Even with this limitation, the fair association's invitation was accepted by 77 couples, coming from all of the five counties served by the fair.

Arrangements were made with local business firms for a number of gifts for each couple—among them a corsage and boutonniere to

be worn at the reception, and a studio portrait by a local photographer at the couple's convenience.

The association provided each couple with handsome gold-printed reception invitations to be sent to as many friends and relatives as desired. It was emphasized that admission to the reception would be by invitation only, and some 2,000 of the cards were presented by groups of visitors to the reception. The only gate passes issued were for each anniversary couple and driver, if any. Where requested, couples were provided with free transportation.

The reception was held in the large tent used for the fair's exhibit of cut flowers, plants and flower arrangements. Local firms supplied the anniversary cake and other refreshments served during the 4-7 p.m. reception hours.

Old-Time Garb Used

Wives of association personnel served as hostesses, and wore dresses in the style of 50 years ago, made especially for the occasion.

Following the reception, the anniversary couples were taken to the fairgrounds amphitheater for a special program of music by the local barbershop quartet before major gifts were awarded by drawing. These included a lifetime supply of sheets and pillow cases, an anniversary party for 10 guests at a local restaurant, plus a clock-radio, portable TV, hi-fi set, and the expense-paid trip to Florida. An overflow crowd in the 5,000-seat grandstand witnessed the program.

Surprising — and gratifying — to Finch was the widespread personal interest generated by the anniversary party. In many instances, children and grandchildren of the couples came from far-away States to be present for the occasion; the fair office received hundreds of telephone calls from invited visitors asking whether they should bring personal gifts to the couples. (The 77 couples' entry blanks showed that they had a total of 395 children, 757 grandchildren and 99 great-grandchildren!)

Finch says, "The anniversary (Continued on page 56)"

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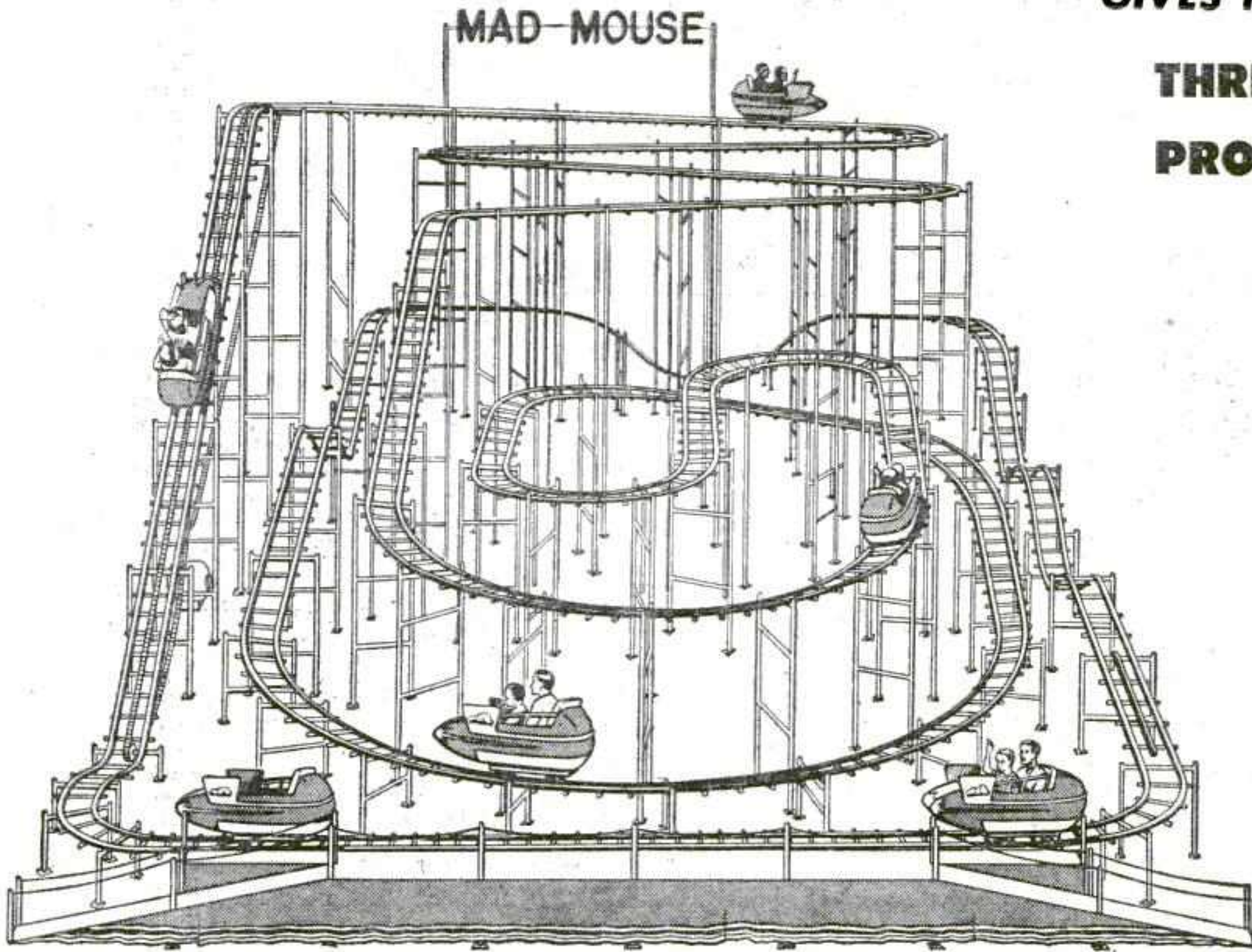
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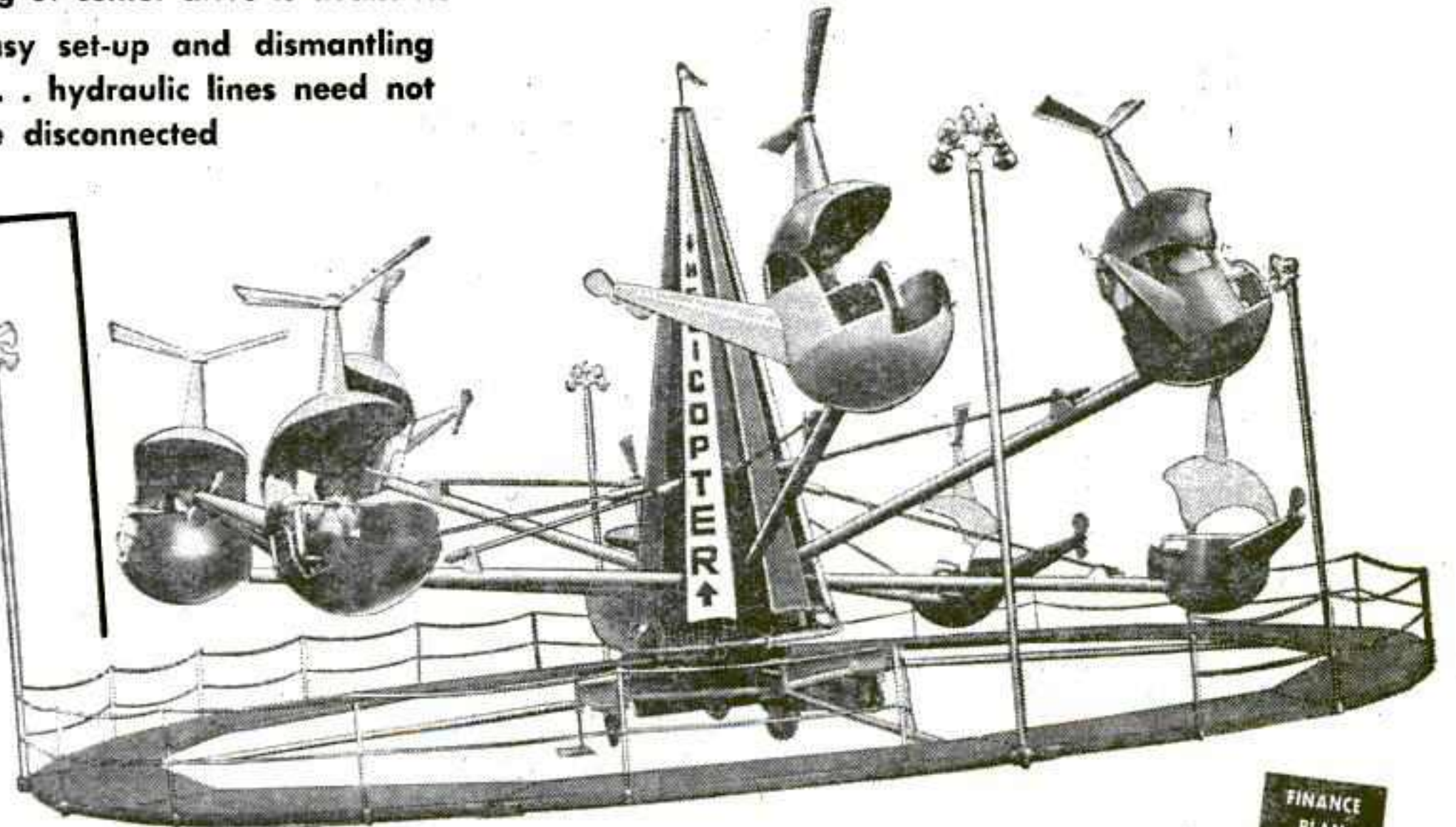
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"Grossed \$6,800.00 in 11 days with the 'Copter. Tops them all." L. S. Baxter, Custer, Wash.

"We wound up a very successful season with the Helicopter leading the kiddieland." Bernard Thomas, Lennox, So. Dakota

"The Helicopter now is between the 16 Wheel and the Tilt. Against these two strong rides it did 25% of the gross." Frank A. Griffen, Jacksonville Beach, Fla.

"Our two Helicopters are much beyond expectations, for at many of our dates we enjoyed gross income equal to the majority of our major rides." F. E. Gooding, Columbus, O.

"The Helicopter topped all rides in my park during the season of 1958, and I highly recommend it." Dick Dillon, Kiddy City, U.S.A., Youngstown, O.

"I never saw anything but smiling, happy faces on it all summer." Milton G. Jensen, 24 Highway Kiddieland, Independence, Mo.

"Finest ride ever built." Herbert Youtie, Morton, Pa.

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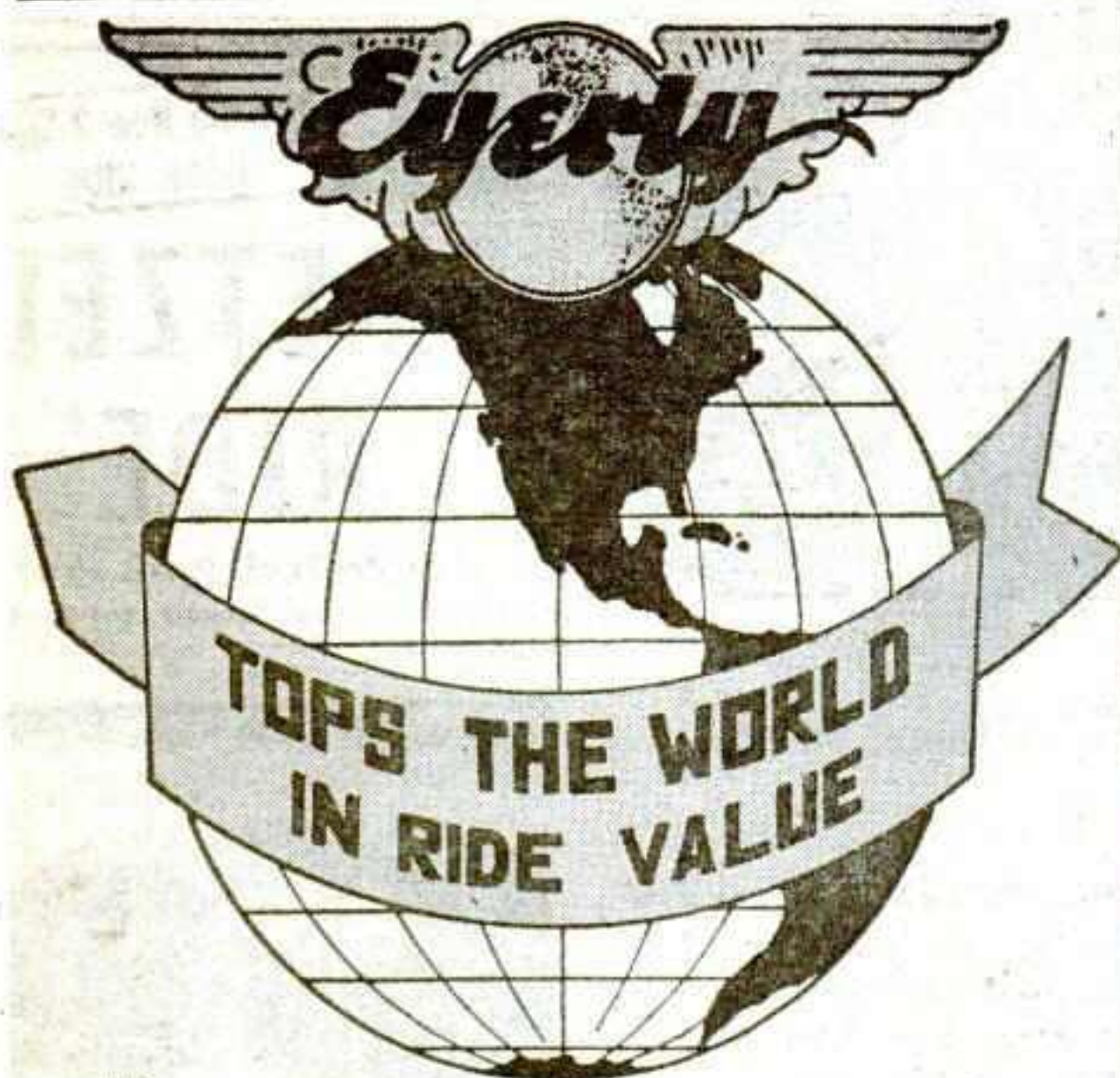
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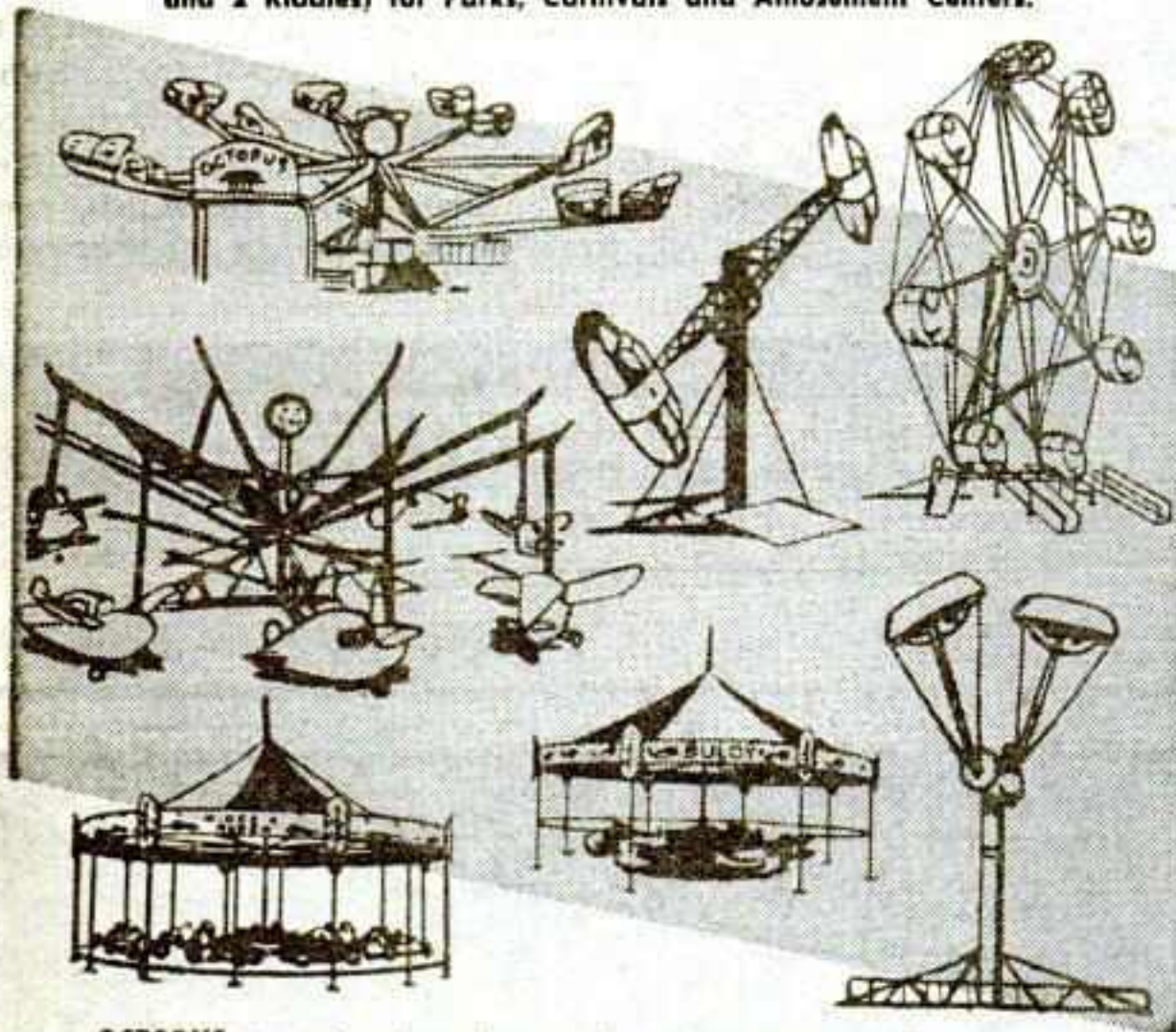
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Commando Gun Trailer to Bow At Chi Show

CHICAGO — Chicago Coin Company, manufacturer of the Commando Gun, will introduce its new trailer unit, which houses four guns, at the trade show of the National Association of Amusement Parks, Pools and Beaches which will open Sunday (30) in the Hotel Sherman here.

The trailer, which measures 34 feet from draw bar to the rear end, is designed for speedy set-up and tear-down. Chicago Coin Company officials say that the unit can be placed in operation within less than 15 minutes. Once on location, they point out, all that is necessary is to plug in electricity, set the ground, open the sides, and place into position the eye-catching sign which comes with the unit.

The trailer contains a workshop, with an area convertible into sleeping quarters. Standard equipment includes a p.-a. system and an exhaust fan. In transit, the guns ride in their own cradles.

Chicago Coin Machine Company sees the complete package as filling the needs of traveling showmen. It will continue to sell Commando Guns as units.

GAC-H Again Reps Jack Kochman Show

PATERSON, N. J.—The Jack Kochman thrill show will again be represented by GAC-Hamid, as well as by Kochman, General Manager Bob Conto reported last week.

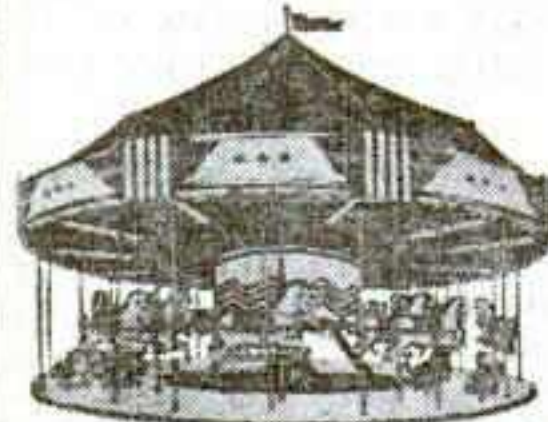
HIGH QUALITY FUN HOUSES

We are manufacturing the most outstanding Funhouses in Show Business. We already have in stock, one used Funhouse and two new ones with retractable living quarters that have been the talk of the midway. Our Funhouses are double decker, built of duro aluminum and steel. The flooring, platform and steps are also constructed of aluminum deckplate to insure quality, beauty and strength. An everlasting piece of equipment to be proud of, light, practical and original.

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NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
FERRIS WHEELS
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SHOOTING GALLERIES
FUN HOUSES

Write today for complete catalog
EASY TERMS: 25% down, three seasons on the balance.

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Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

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FOR SALE

Giant Merry-Go-Round Manufacturing Company, Successors to Parker Manufacturing Company. Has 3 Allan Herschell Merry-Go-Rounds that are trade-ins, 2 abreast, aluminum horses, fluid clutch, electric motor, new striped canvas top. Like new, 3 new 30' Parker Merry-Go-Rounds, 2 abreast, aluminum horses, fluid clutch, electric motor. Price \$3,000. De luxe models, \$3,950.

H. C. KIRK, Owner
750 S. Orange Blossom Trail, Orlando, Florida. Phone Garden 4-2895.

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220 WEST 42ND STREET, NEW YORK 36, N. Y. WISCONSIN 7-3370-1

PRESENTS FOR 1959
THESE MONEY MAKERS

GERMAN WILD MOUSE CARS

Tried—Tested—Proven

STREAMLINED SCOOTER CARS

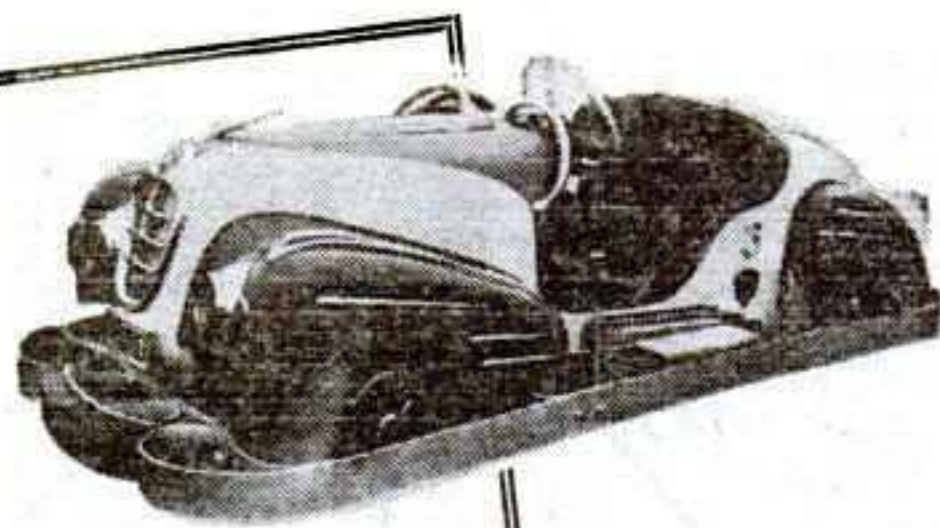
New 1959 Model (Fluid Drive)

GERMAN KIDDIE CAROUSEL (Various Sizes)

Fabulous multi-body Ride with Trolley Cars, Buses, Bicycles, Scooters, Racing Cars, etc.

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These and others are guaranteed to bring bigger grosses than ever before. Stop and see us at Booths 33, 33A, 34 & 34A at the Convention in Chicago.

Chi Intl. Stock Show Plans Record Entries

CHICAGO — Livestock entries from 32 of the United States and two Canadian provinces will be exhibited at the 59th annual International Livestock Exposition and Horse Show here November 28-December 6 in the International Amphitheater.

Leading States in number of entries are Illinois, with animals listed from 58 counties; Indiana, with 47 counties represented; Iowa with 46, and Ohio with 33 counties.

The management reports an increase of 8 per cent in both cattle and sheep entries over last year. Angus will be seen in the largest number among the six beef breeds that will be in competition. The Angus entry of purebred animals and individual steers consists of 611 head.

Shorthorn and Polled Shorthorn entries in the same categories total 456, and Herefords and Polled Herefords 442. Red Polled cattle in their first appearance at the Chicago show since 1933 number 57.

Entry increases are reported in the showing of all 10 breeds of sheep that will be exhibited. South-downs lead, with 237 head listed for competition, followed by 186 Hampshire sheep entries and 136 Suffolks. An entry of 728 barrows is recorded for the competition featuring eight swine breeds and cross-breeds.

Farm boys and girls from 10 States have entered 404 steers in the Exposition's Junior Live Stock Feeding Contest, an increase of 10 per cent over last year's contest, according to show officials.

Horses and ponies that will appear in action classes at each of the 13 International Horse Shows will number nearly 700. Featured will

be hunters and jumpers, three and five-gaited saddle horses, harness horses and ponies, and fast-pacing roadsters.

Arthur Godfrey will ride his famous Arabian, "Goldie," in a special performance at each of the horse shows, scheduled every evening November 28 thru December 6 and at matinees on Wednesday, December 3; Friday, December 5, and the final Saturday.

By the closing date for entries of carloads of prime steers and truckloads of sheep and swine on November 22, which will be exhibited both in the Amphitheater and in open pens of the Chicago Stock Yards, the show's total entry is expected to exceed 10,000 animals.

Natl. Ticket Reorganizes Top Positions

SHAMOKIN, Pa. — Alphonse (Fons) Conway, veteran president of National Ticket Company, has been named chairman of the board at a reorganization meeting here.

Other changes are Bill Conway, from vice-president to president, and John J. (Jack) Conway, from New York branch manager to vice-president. Jack Conway will continue to operate out of the Palace Theater building in New York.

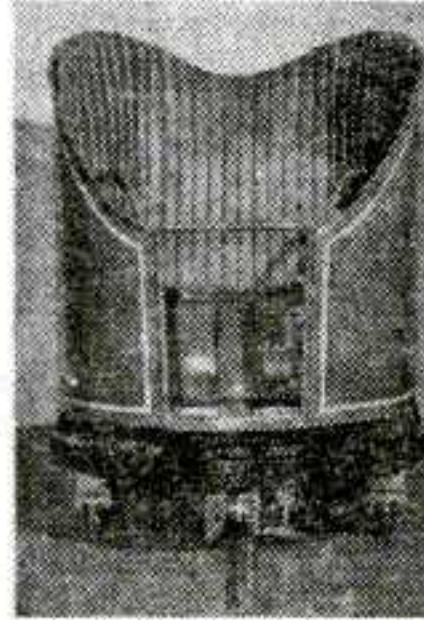
The Original Dark Ride Known Throughout the World

Also the New 2-Story DARK RIDE



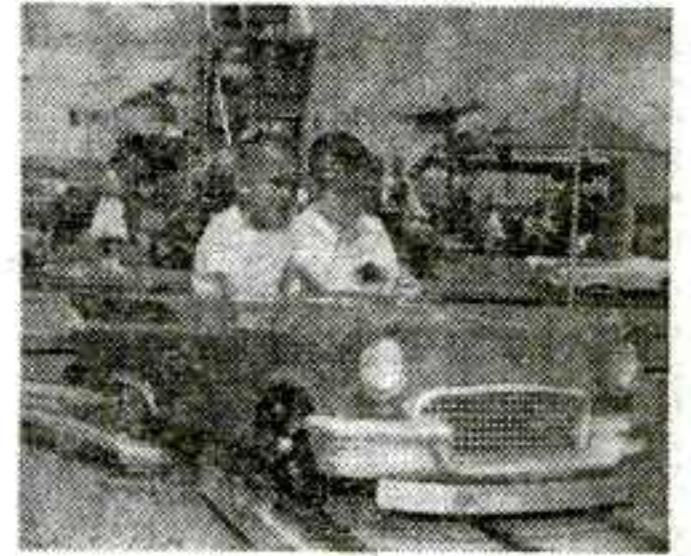
"PRETZEL RIDE"

Portable Pretzel, Park Pretzel Complete line of repair parts and illusions, etc.



The New DARK RIDE CARS

They Rotate-Whip Turns, Fast Turns, Slow Turns. These Cars Fit Your Present Pretzel Ride. A New Dark Ride With A Minimum Investment.



ALL AMERICAN & MIDGET

The American answer for hot rods, tracks, turnpikes, etc.

American made — no parts problems — light and rugged.

Air-cooled engine — adjustable speed. Highly maneuverable with ease.

Save money — low cost and upkeep.

Make money — more capacity in less space.



THUNDERBIRD JR. RIDE

The "hottest" captive car ride on the market. Ultra portable construction — flexible to fit any space.

Positive electric pickup designed by Pretzel Company — nearly 30 years' experience. Realistic roadway with no raised track. Cars equipped with headlights, tail lights, horn. All 4 wheels ride on roadway. Scaled models.

PRETZEL AMUSEMENT RIDE CO.

16 BEEBE RUN ROAD, BRIDGETON, N. J.

STOP AND SEE US AT BOOTH #198 AT THE CONVENTION IN CHICAGO

SENSATIONAL

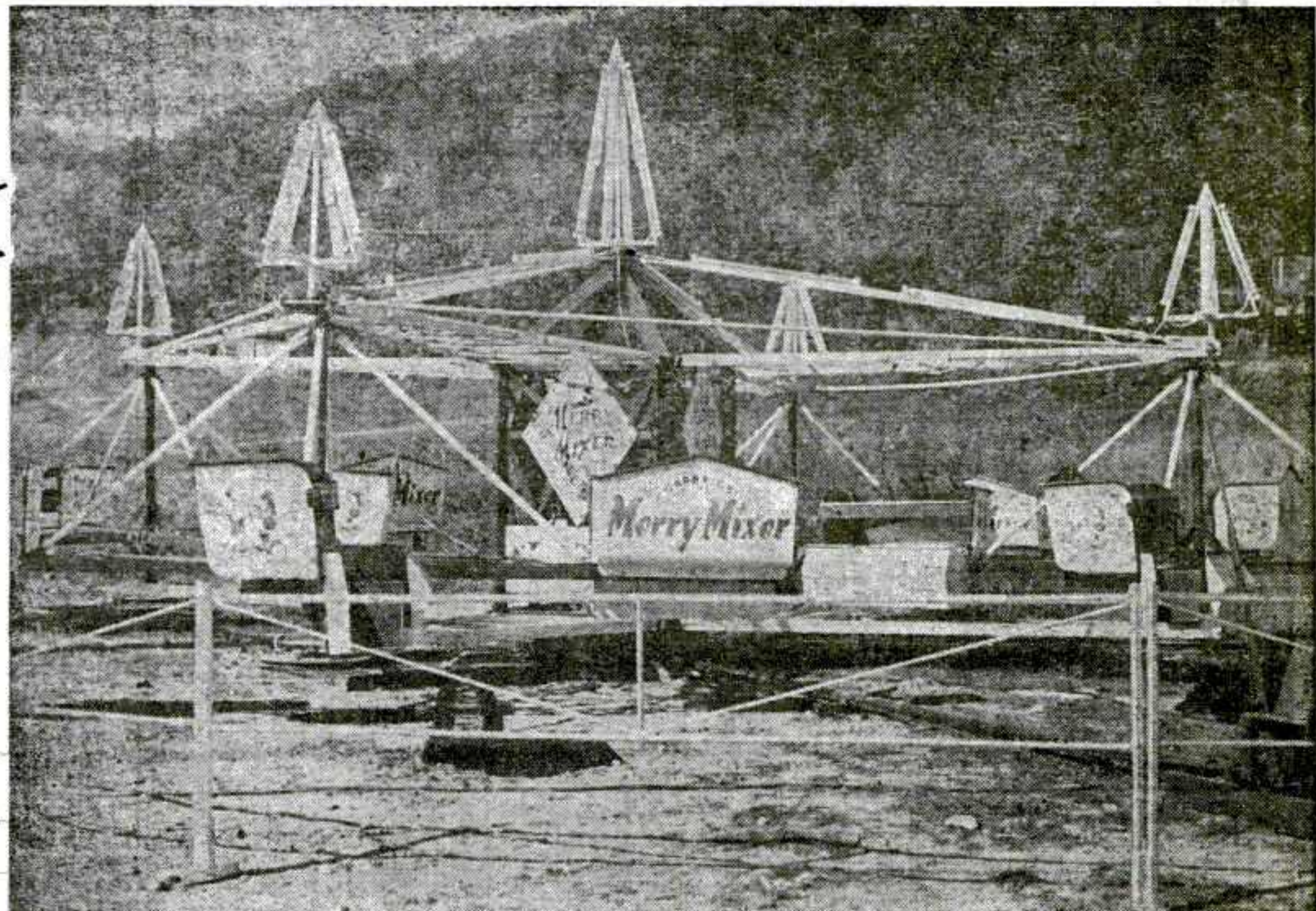


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by Garbrick Manufacturing Co. Centre Hall, Pa.

16 SEATS — 48 ADULTS
BIG — BIG CAPACITY

See Us at the Chicago Convention, Booth No. 124-D



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BIG ELI WHEELS AT SEASIDE PARK, N. J.

Many satisfied owners state their experience. A No. 16 BIG ELI WHEEL was installed at Riverview Park, Chicago, Ill., by Thrills, Inc. This Wheel experienced a very profitable season of 1958.

J. J. Frederick, Motor State Shows (owns several BIG ELI WHEELS and a BIG ELI SCRAMBLER), Joe says:

"As long as I am in the business will boost BIG ELI Products. They are the best. Others may imitate, they do not compare with BIG ELI. Ask the man who owns one."

Investigate the Aristocrat BIG ELI WHEEL. There is a size to fit your location. Ask for Price List A-73.

ELI BRIDGE COMPANY

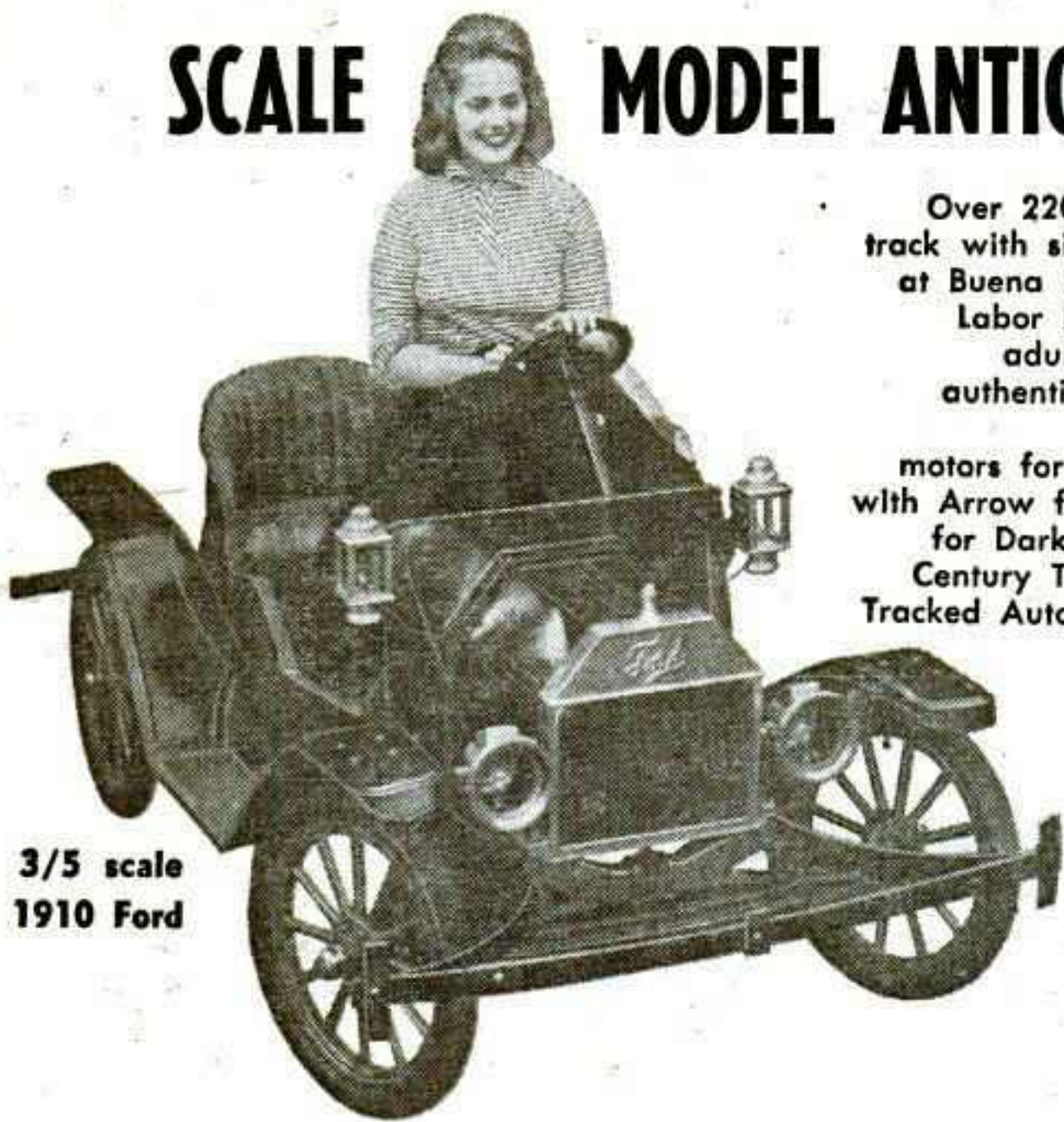
Ride Builders Since 1900

BIG ELI WHEELS

BIG ELI SCRAMBLERS

800 Case Avenue, Jacksonville, Illinois

SCALE MODEL ANTIQUE CARS



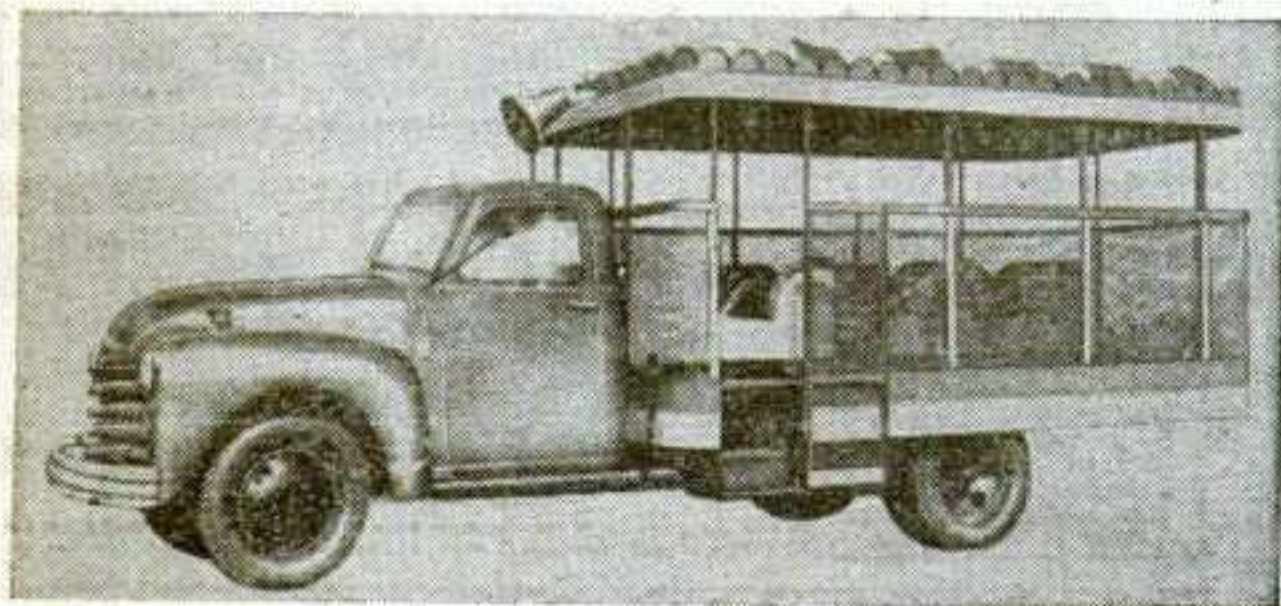
3/5 scale
1910 Ford

Over 220,000 riders on electric track with six Arrow Antique Cars at Buena Park—Memorial Day to Labor Day, 1958. Over 60% adults. Cars are beautiful, authentic, ruggedly built. Also in use with gasoline motors for freeway ride. Consult with Arrow for special theme rides for Dark Cars and Gags, 19th Century Train, Streamline Train, Tracked Auto, as well as standard rides.

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Whisp, Merry-Go-Round,
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Brooklyn 34, New York



NEW RANCH HOME? No, its the new administration building at the Dutchess County Fair, Rhinebeck, N. Y. Located in the center of the grounds, it contains five offices for the staff, public toilets and a garage. The modern structure has an exhibitor's lounge and director's meeting room. Maintenance equipment is kept in the full basement. Cost complete was \$30,000, including furnishings.



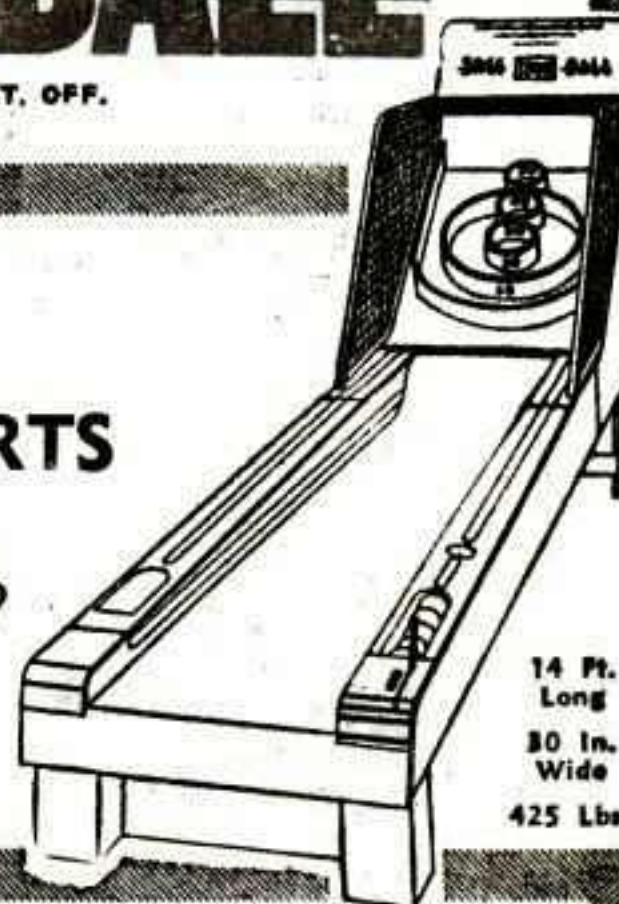
FOOL'S GOLD IS REAL GOLD to kids at the Great Danburg (Conn.) Fair. In the event's Gold Town Western section is a concession that earned the operators a neat bit of change since its inception several years ago. The unit, an authentic-styled gold panning operation for youngsters, goes for a quarter. Water and gravel, along with fool's gold, are transported into troughs by way of a motor-driven paddle wheel. The kids bottle the fool's gold and take it home as a souvenir.

SKEE-BALL

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after year in
PARKS—RESORTS
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GET STARTED FOR 1959
BY ORDERING YOUR
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14 Ft.
Long
30 In.
Wide
425 Lbs.

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High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—
GALLOPING HORSE CARROUSEL—FIRE ENGINES

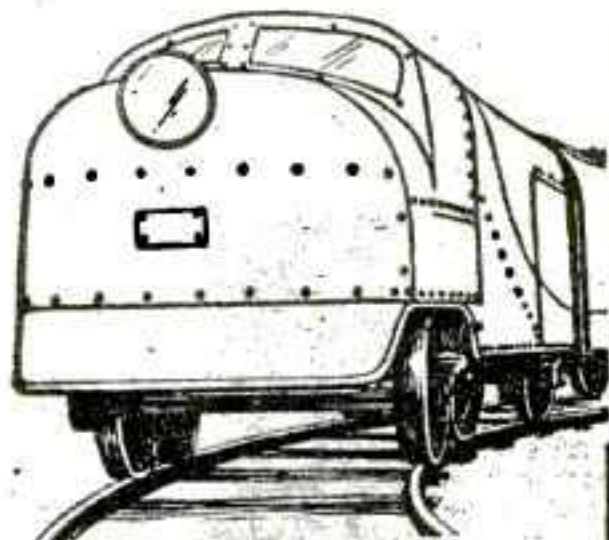
Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

Publicity Office Assists Park Group In Conclave Work

CHICAGO — Public relations for the NAAPPB's annual convention here will be handled this year by the office of Dorothy Strong and Marion Odmak.

Secretary John S. Bowman said that the publicity people would be present at the convention and trade show to assist representatives of local and national publications and broadcasters. Press releases will be made on a national level and in the localities of persons figuring in the convention activities.



Not As New As "PUTNIK"
But Proven Your Best \$ FOR \$ INVESTMENT
BOWERS STREAMLINER
THE ORIGINAL STREAMLINED TRAIN
on the market and in successful operation all over the country. For over ten years our Train has proven to be one of the most profitable and trouble-free Kiddie Rides available. This ride has been copied but never equaled. Get your order in now for your Kiddie Train at our low price of only \$1,650.00 F.O.B. Augusta, Ga. or send for complete information.
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HODGES HAND CAR RIDE
In Hand Cars, It's Hodges
Amazing SPOT OF FUN in a FUN SPOT.
See list of operators.
We sell caged type all steel Kiddie Wheel.
Have never charged for a replaced part.
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FOR SHOWMEN
RIDES AUTOS
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LOWEST RATES
LESH AGENCY
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NEW RIDES FOR 1959
5 models of Roller Coasters.
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FREE PLAN CATALOG
SINGLE PLANS \$5 to \$25
29 KIDDIE RIDE PLANS... \$129
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Includes: 91 Games 10 Jokers... \$40
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14 ILLUSION PLANS (40' diameter) \$50
ALL 68 PLANS \$334
A. BRILL BOX 875 PEORIA, ILLINOIS

ARENAS & AUDITORIUMS

Arenas See New Demand For Different Style Circus

By TOM PARKINSON

CONVERSATION WITH A NUMBER of executives from arenas indicate that there is a growing field for a different kind of circus to play buildings.

There are now some dozen or 18 circuses playing indoors. Managements of these shows very likely will say that the field is crowded now; that all the good stands are contracted.

But circus men and arena men are looking at this from different directions and each appears to have significant comment. The circus man looks first for auspices. If the favorite sponsors, Shrine and Police, are unavailable to a show, the circus in many cases is not overly enthused about a date.

The arena man may include sponsors in his approach. It is established that local organizations do come to the building manager to learn what is available to them in show business and they act on this local expert's information and advice. So the arena man who says he's in the market for a circus may have an auspice in mind or in hand.

BUT THE ARENA MAN'S initial interest is in filling out his building's annual entertainment schedule. The basic items include an ice show, sports, perhaps legit or concerts, events in the home show or sports show class and a circus. He wants a circus to round out the program, but only because he also has professional reason to think a circus would do business in his location.

So the ball is bounced back to the circus man. He sees business potential if he has a choice sponsor, and the arena man counters with the proposal that a circus come in with the same sort of a promotional program that an ice show uses.

That is exactly what Ringling-Barnum circus has tried to do, but it apparently has not gotten all the bugs out of its version of the promotion set-up, and it is too big for some buildings and unable to give others the annual engagement they would want for a circus.

PRESUMABLY, the system should include booking thru local promoters. Terms, of course, must add up to a price a local man can afford. He must have help from the circus in the form of advertising matter, publicity material and promotional plans. He must be expected to produce an advance sale, including such phases as block tickets, but UPC probably has no strength in this system.

Co-operation by the circus should be enough to get interest in the show as a show; too many circuses now rely on something other than know-how.

This may be the proper time for indoor circuses to make good use of the outside excitement invented by tented shows. A factor in circus almost always overlooked by the indoor outfits is ballyhoo. In this kind of show it will be needed, not as a sometimes thing, but on a regular and strong schedule. It could include clowns ahead of the date, calliope or six-horse hitch to tour the town streets or other obvious adaptations. Or it could be something new. In either case it must be counted as one of the important parts of the promotion, not as an afterthought.

Ice shows have generally succeeded in giving engagements to the increasing number of buildings. Now it would seem to be up to circuses to devise a system for doing likewise, in a manner equally dependable and satisfactory to arena managers.

THE CIRCUS MAN with initiative and showmanship enough to do the job right, will find a route of modern buildings in good towns ready to do business.

Vancouver Sees Mid-July Opening For Auditorium

VANCOUVER, B. C. — The \$5,000,000 civic auditorium will likely be opened officially on July 10 next year by the Vancouver International Festival. This was indicated when officials said the auditorium is about three-quarters complete.

June 1 is the target date for completion. Equipment and acoustics tests would follow. Almost all the concrete construction has been finished.

About \$2,500,000 has been spent of the total \$4,375,000 set aside for the project. Spending will speed up when finishing work gets fully underway and equipment installed.

Arthur Steadman of Calgary has

New Auditorium To Be Constructed At Muskegon, Mich.

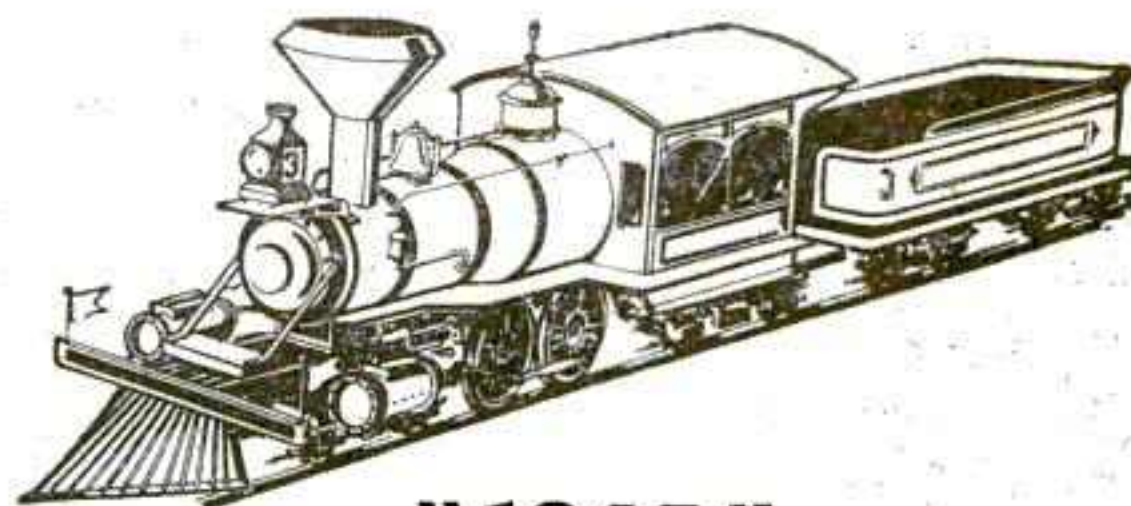
MUSKEGON, Mich. — A new million dollar auditorium for downtown Muskegon was approved by the city commission, with construction to start in the spring. The structure will be erected as the result of a gift by C. L. Walker, local industrialist. The plans call for a building 262 by 331 feet with a permanent seating capacity of about 4,000, doubled by the addition of temporary seats.

been named lighting technician. His appointment was announced by auditorium manager John Panrucker. Mr. Steadman comes to Vancouver from a similar post with the Calgary Auditorium.

KIDDIE CAGE TYPE FERRIS WHEELS PARK AND PORTABLE ALUMINUM MERRY-GO-ROUND HORSES

SEE US AT THE CONVENTION BOOTH #63

SAN ANTONIO ROLLER WORKS
229 Nolan St.
San Antonio, Texas



"1865"

OUTSIDE

but G-16 Guts Inside

Piece by piece, part by part, we have put our famous G-16 Miniature Train inside this gay and charming superstructure, an "1865" locomotive. The same big Wisconsin engine, the same rugged drive, and the same precision trucks... a powerful locomotive which can pull as heavy a load as a G-16. It's an appealing bit of Americana for those who want something different with time-tested performance.

FINANCE PLAN AVAILABLE

- MERRY-GO-ROUND • MINIATURE TRAINS • BOAT RIDE • KIDDIE AUTO RIDE
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Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

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Highest type and superb quality

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A Building on the Midway—a Trailer on the Highway. Works off of Car Battery, Push Button Control.

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P. O. Box 134 Marine, Ill.

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL OF FOLDED TICKETS

CASH WITH ORDER PRICES... 10M \$15.80 - ADDITIONAL 10M'S SAME ORDER, \$2.80
Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

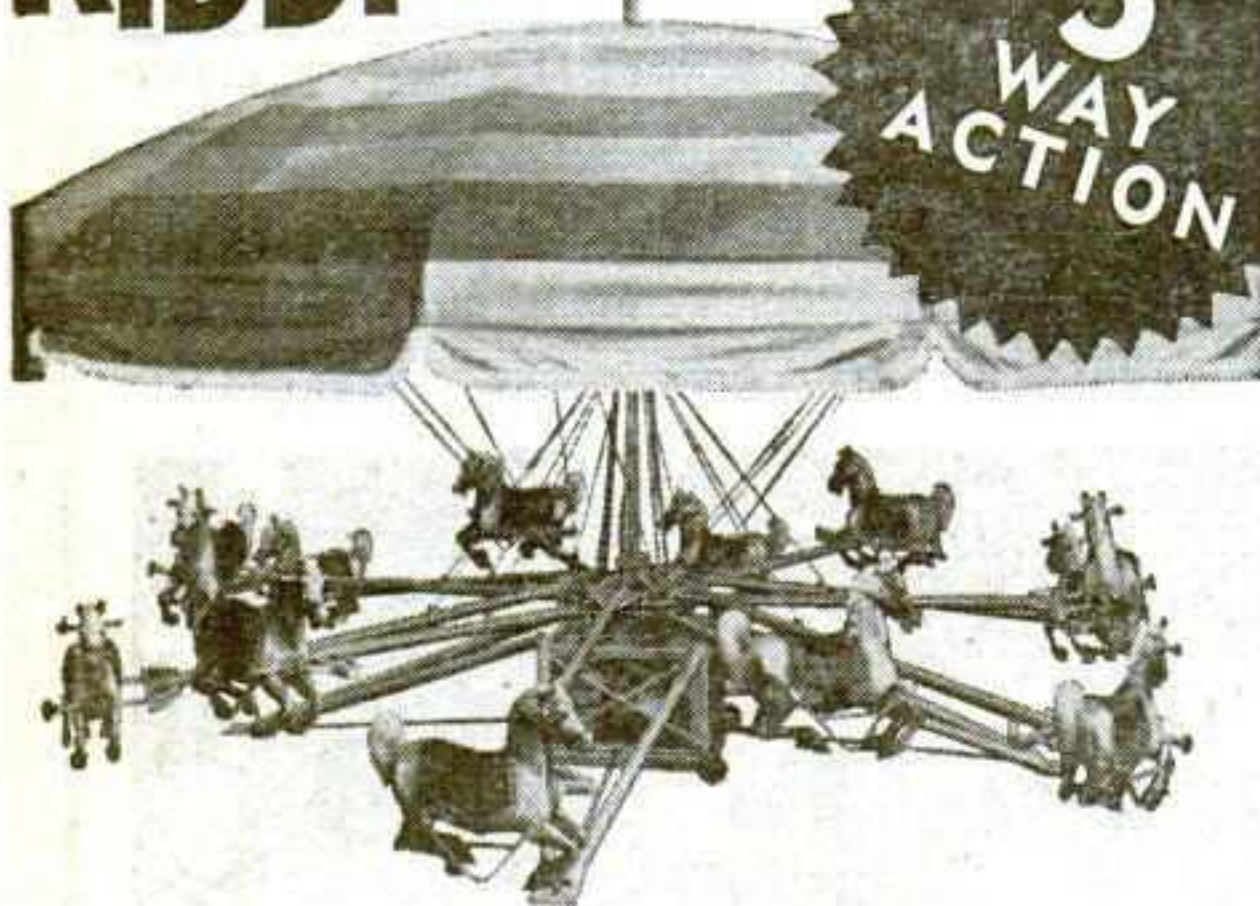
STOCK ROLL TICKETS
1 ROLL \$1.75
EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL
WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

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

IT'S A SHOW STOPPER!

new KIDDIE KAROUSEL

3 WAY ACTION



- ★ NEW Action — Round and Around — Up and Down — Back and Forth!
- ★ NEW Plastic Coated Top Opens and Closes Like an Umbrella!
- ★ NEW One-man one hour to set up or take down!
- ★ NEW Automatic Start and Timed Stop!
- ★ NEW Full size — 20-foot diameter!
- ★ NEW Special Designed Trailer for Easy Transportation!

SO MANY FEATURES—TOO MUCH TO TELL HERE
SEE US AT THE CHICAGO SHOW OR SEND FOR:

FREE DESCRIPTIVE FOLDER



CARPENTER AMUSEMENTS

213 N. 16TH Manufacturing Division OMAHA, NEBR.

Golden Run at Danville, Va.

Continued from page 50

party was an unqualified success. It began as a promotion, but it turned out to be something of genuine, personal importance in the lives of literally hundreds of people. It built good will for the fair of a kind it has never had before—and it has given me an entirely new perspective on how a fair can serve the people of an area!"

Other Angles

The anniversary theme was played to the hilt in all types of pre-fair promotion.

A Nissen wagon slightly more than 50 years old was purchased and reconditioned, with the anniversary fair dates painted on its canvas sides. During the late summer it stood outside the main fairgrounds entrance, in view of passersby on two main highways, and in September it was a unit in parades of various types in several area communities.

Again this year, for the second time, the association published a 16-page tabloid newspaper instead of the usual fair catalog. Considerable interest and comment resulted from the articles about early Danville fairs, gleaned from old newspapers and the fair association scrapbook, which were reprinted verbatim in *The Danville Fair News*. The paper was distributed to all box-holders in the five-county area.

Another interest-getter was announcement of the old-time balloon-ascension act which was presented daily during the fair as a special anniversary event, reminiscent of the balloon act at the first Danville Fair. Also provided as a free anniversary feature, in addition to the regular grandstand show, was a high-pole aerial act.

The fair fashion revue, which is an annual first-night presentation by area home economics students, furthered the 50th anniversary theme by featuring authentic costumes of 50 years ago along with today's styles.

A reconditioned horse-drawn fire engine once used by the Danville fire department attracted considerable attention to a fire-prevention exhibit, and two women's organizations arranged an elaborate then-and-now kitchen display.

An intensive publicity program was planned for the 50th anniversary fair, and received top cooperation from all media. Beginning early in July, the association provided periodic news and feature stories to all newspapers, radio and TV stations, with frequency of releases increasing as the opening date neared.

In addition to the planned program of advance publicity, the Fair Association this year inaugurated a policy of providing morning and afternoon news releases daily throughout fair week, with fresh copy going out from the fair office each night.

Danville and area newspapers sent their own reporters and photographers for further individual coverage. Also, in advance of the fair opening, a local radio station programed an especially prepared half-hour "Salute to the Fair," describing events in its early history; and while the fair was in progress, area TV stations sent cameramen for special coverage.

The fair's six exhibit buildings had an unusual number of visitors, reflecting the increase in exhibit categories of interest to city as well as rural residents.

New exhibits that attracted comment included the fair's first one-man art exhibit, by a local professional painter; an extensive hog-raising demonstration; an elaborate wildlife exhibit by area game wardens, featuring live animals of all types native to Virginia plus a fish-stocked pool; and several demonstration-type exhibits of interest to poultrymen.

In the Future

Finch isn't giving much thought these days to the 50th Danville Fair—his head is already full of new plans for the 1959 fair.

These include an enlarged flower department, with exhibits to be augmented by demonstrations and lectures; a new art department, with premiums to be offered local exhibitors; special areas thruout the fairgrounds for presentation of new entertainment features; and another major event—comparable to the anniversary party—to extend further the Danville Fair Association's service to the community.

SAVE POWER CABLE DOLLARS!



PORTABLE POWER CORD
#6 3/c 133 Strand Portable Cord in 150' Lengths. \$38 ft.

Come out to Universal Wire & Cable Warehouse while attending the OUTDOOR CONVENTION. Universal carries the largest inventory in the Middle West on all types of Power Cable and Wire. Call us for all your Electric Wire and Cable needs. Phone EAstgate 7-4777.

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WARNING

THE NEW ROMAN TARGET

Is manufactured under U. S. PAT. NO. 2619348. Anyone infringing on this Pat. will be prosecuted according to law.

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BUMPER SIGNS

In Brilliant Fluorescent Colors! New low rates and free literature entitled "A Great New Advertising Medium that rides for you FREE."

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AMERICA'S FINEST SHOW POSTERS

WRITE FOR 1959 DATE BOOK
CENTRAL Show Printing Co., Inc.
MASON CITY, IOWA

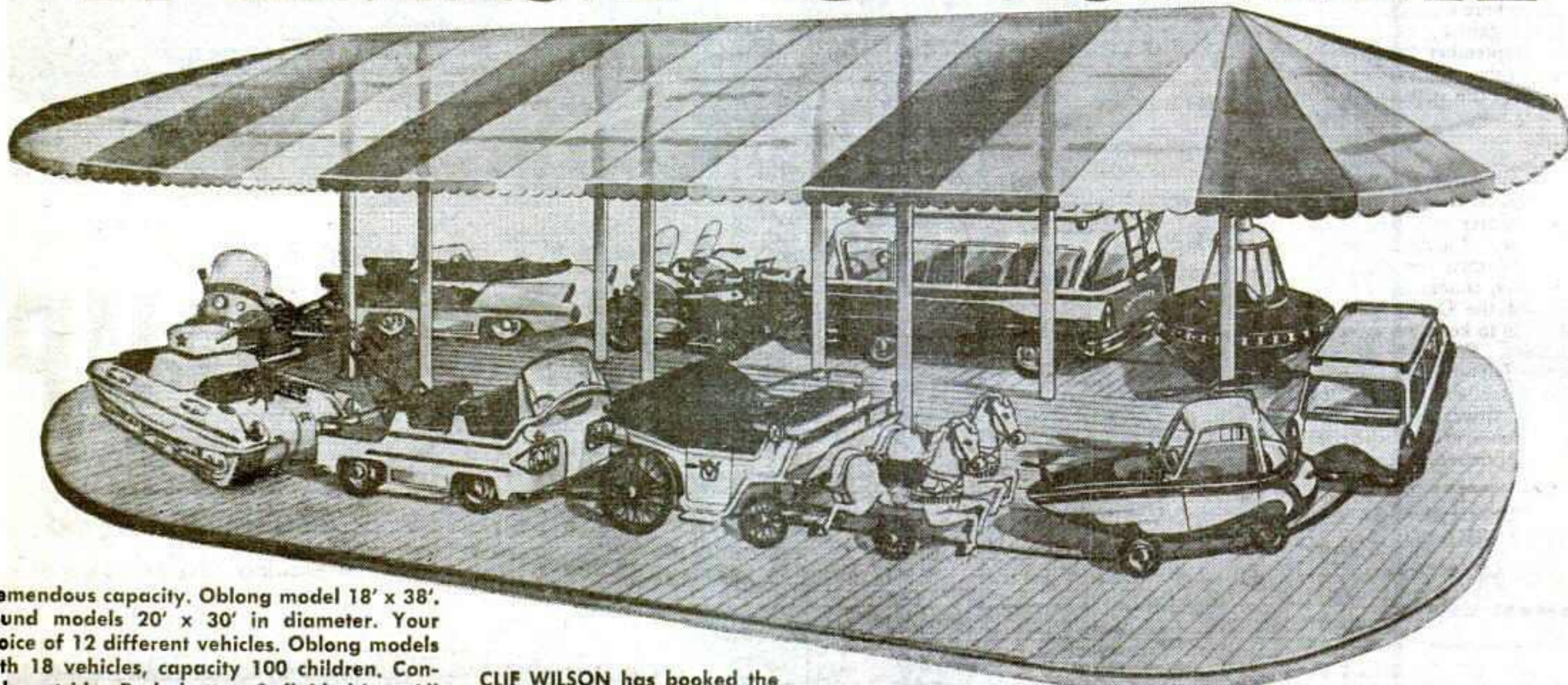
Shooting Galleries

And supplies for Eastern and Western Type Galleries. Write for new catalog.

H. W. TERPENING

137-139 Marine St. Ocean Park, Calif.

WHIRL-O-RAMA



Tremendous capacity. Oblong model 18' x 38'. Round models 20' x 30' in diameter. Your choice of 12 different vehicles. Oblong models with 18 vehicles, capacity 100 children. Controls outside. Push button & fluid drive. All models are portable.

CLIF WILSON has booked the oblong model for the 1959 MEMPHIS FAIR.

See the WHIRLYBIRD, WHIRL-O-RAMA, WILD MOUSE at the SHERMAN HOTEL, BOOTHS 192-139-140-145-146.

AMUSEMENT INDUSTRIES SUPPLY CORPORATION Subsidiary of **B. A. SCHIFF & ASSOCIATES, INC.**

901 SOUTH WEST 69th AVENUE, MIAMI, FLORIDA. Phone: MOhawk 1-0555



SAMMY BLAND, WCEC announcer, congratulates Edith Fisher, world's talking champion, who didn't quiet down for 110 hours, one minute and 30 seconds to establish a new record at the Rocky Mount (N. C.) Agricultural Fair.

post-hypnotic suggestion to keep him awake.

A total of 110 radio broadcasts of the Talkathon were carried during the four-day period from the fairgrounds by WCEC. Program director Ray Wilkinson said the promotion was one of mutual benefit, as the station was able to sell its broadcasts and build much-better-than-average listening during the period. The fair benefited from the coverage which reached into all news media and succeeded in attracting excellent patronage all week.

TALKATHON

World's Gab Champ Aids Rocky Mount

ROCKY MOUNT, N. C.—The world's talking record went by the boards at the Rocky Mount Agricultural Fair, and thousands of visitors saw it happen.

Comfortably fixed in a glass-walled house trailer was Edith Fisher, who yapped continuously for 110 hours, 1 minute and 30 seconds. Norman Y. Chambliss, veteran operator of the fair, terms the event the most successful promotion he has pulled off, and fairmen in the area know Chambliss as a gimmick-minded Carolinian.

The Talkathon was sponsored jointly by the fair and local station WCEC. A giant house trailer was moved onto the lot Sunday prior to fair week. Bright and early on Monday morning Miss Fisher, a department store clerk and one-time world's talking champion, was escorted to the grounds in the WCEC mobile transmitter.

Every hour a direct pick-up from the fair was broadcast by announcer Sammy Bland. Local firms sponsored the broadcasts. In addition to the commercial air time, Miss Fisher's voice was heard continuously by throngs around the trailer, which bore a loudspeaker. She started gabbing at 8:55 a.m. Monday, September 22, and continued to Friday night, September 26. When she started, the record stood at 97½ hours.

Thruout the entire area the "talking lady's" effort was a primary topic of conversation. She was allowed hourly rests of two and one-half minutes but passed up many of these. Lights in the trailer burned all thru the night and police officers, concessionaires and personnel of the O. C. Buck Shows dropped in to keep the talking lady company. Folks who had not been to the fair in years came just to see and hear her.

Chambliss said it was by far the best attraction he ever had. As the Talkathon continued, national

press services picked up the story and visitors from other States began mentioning hearing about it and reading about it in distant places.

Miss Fisher is now the undisputed world's talking champion. She received \$25 for every day of her effort and a \$100 bonus for breaking the record. Announcer Bland stayed with her during the entire promotion, being hypnotized by Joan Brandon, who was the grandstand feature, and getting a

ECHOLS ELECTRIC ICE SHAVERS

"All the Snow You Need for Bustest Days." Ladle, Scoop, Ice Pick, Funnel, 4 Pourouts and Cup Dispenser furnished with each machine. 1/3 hp., 110 volt, 60 cycle A.C. motors. Terms: 25% deposit with order, balance C.O.D. F.O.B. Bismarck, Missouri.

| | |
|---|---|
| High-Speed Shaver and Plexiglas Case — as pictured — \$137.50 | New Improved Shaver with Deluxe Plexiglas Case — as pictured — Special — \$325.00 |
| Machine only \$75.00 | Deluxe Stand \$20.00 |
| Aluminum Stand \$16.00 | |

S. T. ECHOLS, Inc. Box 216 BISMARCK, MO.

GIVE TO DAMON RUNYON CANCER FUND

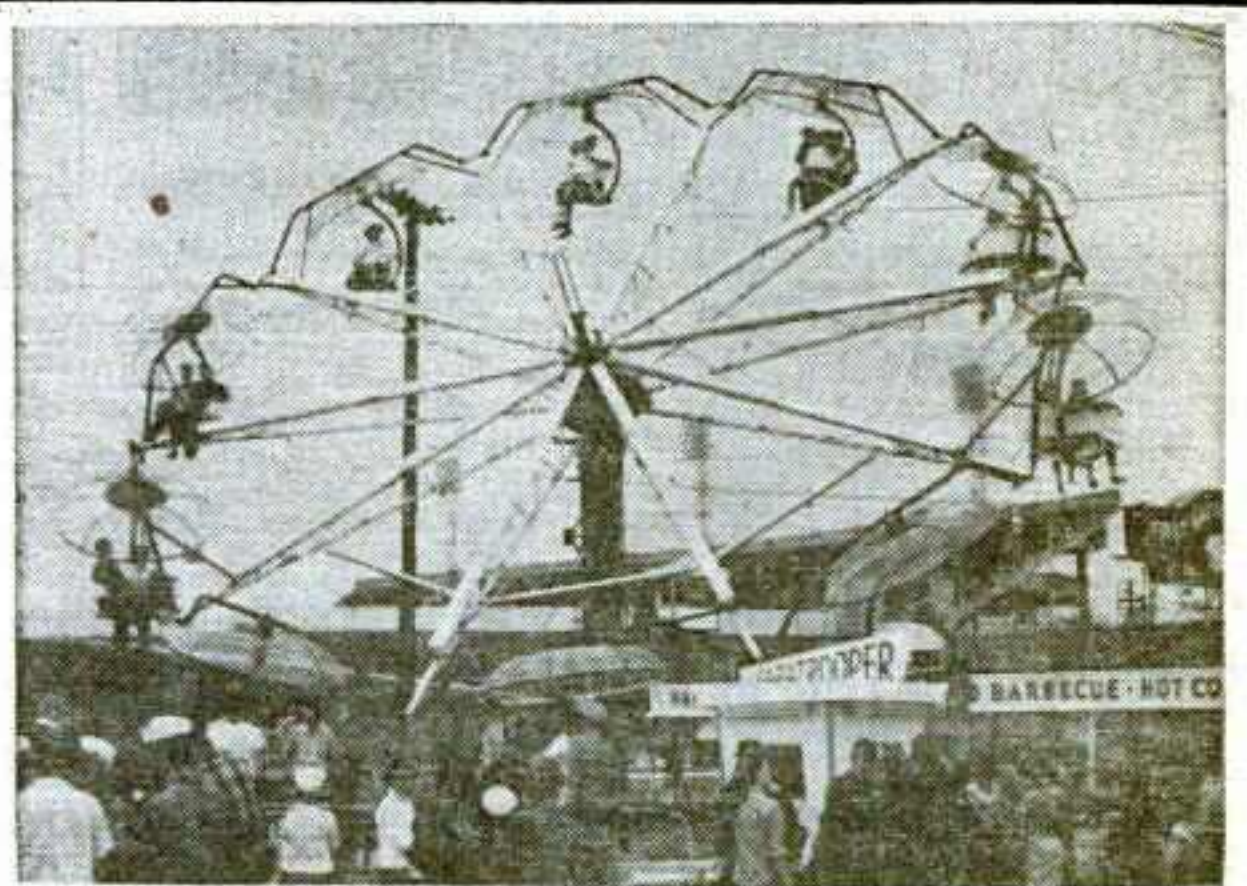
AMERICA'S FAMOUS TILT-A-WHIRL INFORMATION AT BOOTHS 5 & 6



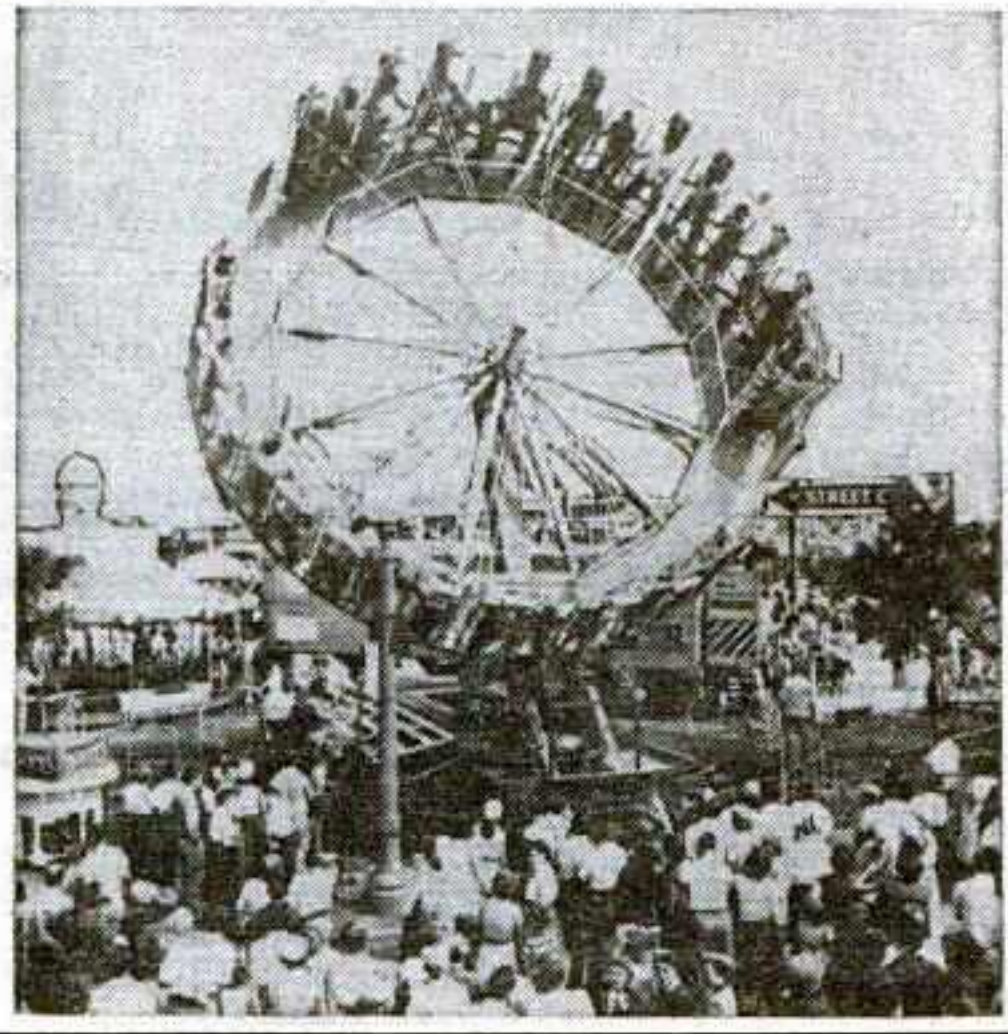
P. O. Box 306 Phone No. 4-5584 **SELLNER MFG. CO.** Faribault, Minnesota

Jump for profits WITH NEW PARATROOPER RIDE! 500 PASSENGERS PER HOUR

The Paratrooper is a new version of the successful Spitfire ride. Unique seating arrangements can easily be adapted to any Spitfire frame with available conversion kit. Entirely new, truck-mounted units with built-in handling equipment or standard units for ground installation are available. Ground units may be transported on 28-foot semi-trailer.



Seats are universally suspended beneath a screen canopy which resembles a parachute. Angle of the wheel swings passengers as it rotates. Capacity is increased by loading the 10 three-passenger seats from the ground, two at a time.



The ROUND-UP

MORE MONEY AT LESS COST
It's Popular Because It's Good

Join the Crowd! See the exciting new Paratrooper at the NAAPPB Show, Booth 194, Hotel Sherman, Chicago, November 30-December 3.

See us at the park show or write for complete details.
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A CORDIAL INVITATION TO ALL OUTDOOR SHOW PEOPLE

Dear Friends:

The Officers and Directors of the National Association of Amusement Parks, Pools and Beaches extend a most cordial invitation to all Outdoor Show People to attend the Outdoor Amusement Exposition November 30, December 1, 2, 3, 1958, at the Hotel Sherman, Chicago, Illinois.

This Exposition will afford you an opportunity to view the largest and finest display of new devices, equipment and services in the Outdoor Amusement field. We assure you it will be one of the most interesting Trade Shows you have ever visited.

For admission to the Exhibit Hall, you must register at the registration desk on the Mezzanine Floor of the Hotel Sherman.

**Remember the Dates:
Nov. 30—Dec. 1, 2, 3**
And the Place: Hotel Sherman, Chicago

Officers and Board of Directors
WILLIAM B. SCHMIDT, President
JOHN S. BOWMAN, Exec. Secy.

Steelwork and Zoo Keep Strates Busy

ORLANDO, Fla. — Steelwork and developments on the Zoo attraction have kept personnel busy on the James E. Strates Show property here. Show pulled into winter quarters following the Duval County Exposition at Jacksonville's Speedway Park, which ended November 8.

The Zoo operation was hampered by weather last year after the ground was cleared. Rain fouled up the lot. The Strates menagerie animals are the main attraction, with Bert Pettus in charge and daughter Sandra handling the refreshments.

Pettus had the elephants working the Shrine Circus here on Monday and Tuesday (17-18). There are six of them at the Zoo, plus a pair of llamas, camels, zebra, monkeys, lions, hippo, polar bear, hyenas, and other animal inhabitants.

Some 25 men will be kept active around the property, basically on rebuilding show fronts and wagons. Replacement of woodwork with steel has been a continuing process in recent seasons, with the desired all-steel accomplishment not far away now. In best weather the staff is increased to 50 or 60 men.

The Strates organization will be particularly active on the convention circuit this winter, seeking to fill a week vacated by cancellation of the Mid-South Fair in Charlotte. The Jacksonville date was created to provide a week near the winter quarters site at the tail

end of the season, but rainfall kept business from developing.

Dark Ride & Flying Fish To Be Shown

WILDWOOD, N. J. — The Flying Fish unit and two-story Dark Ride will be emphasized by Carl and Ramagosa at the Chicago outdoor conventions, Gil Ramagosa reports. The Flying Fish was originally built as Up 'n Atom on Sportland Pier last season, also operated at Pacific Ocean Park, and is nearing completion at Crescent Park, Providence. It is an individual-car coaster unit.

Pier business suffered from weather last spring, with proportionately better grosses being earned by the firm's undercover operations at Casino Arcade. The Holiday Golf Course there was particularly successful, being a complete indoor layout.

Gil Ramagosa said a new unit will be erected and perfected at Wildwood during the 1959 season before being offered for sale throughout the country.

Rodeo Clicks At Waterloo Hippodrome

WATERLOO, Ia. — A rodeo here for a three-day stand drew the best business for any attraction in the past several years at the Waterloo Hippodrome. Paid attendance totaled 16,054 people.

Rodeo was produced by Jerry Partlow and name attraction was Gabby Hayes. Management credited Hayes and Cedar Rapids TV cowboy Marshal J., with much assistance to the show.

Taking part were about 100 riders, using 150 head of stock. There also were some featured acts. All five rodeo events were included in the contest meet, which had \$3,000 in prize money. House was scaled low, with kids seats going at \$1.50.

Best attendance came Sunday (16) with 5,066 in the afternoon and 2,100 at night. There were five shows in three days ending Sunday. Promotion included TV and heavy newspaper usage. Jaycee queen took part. A store had a tie-in with ads and a window. Seven-Up distributed cards and about 10,000 ticket coupons, of which 1,500 came back.

Event kicked off observance of the Hippodrome's tenth year as a city operation, Manager Nicholas George reported.

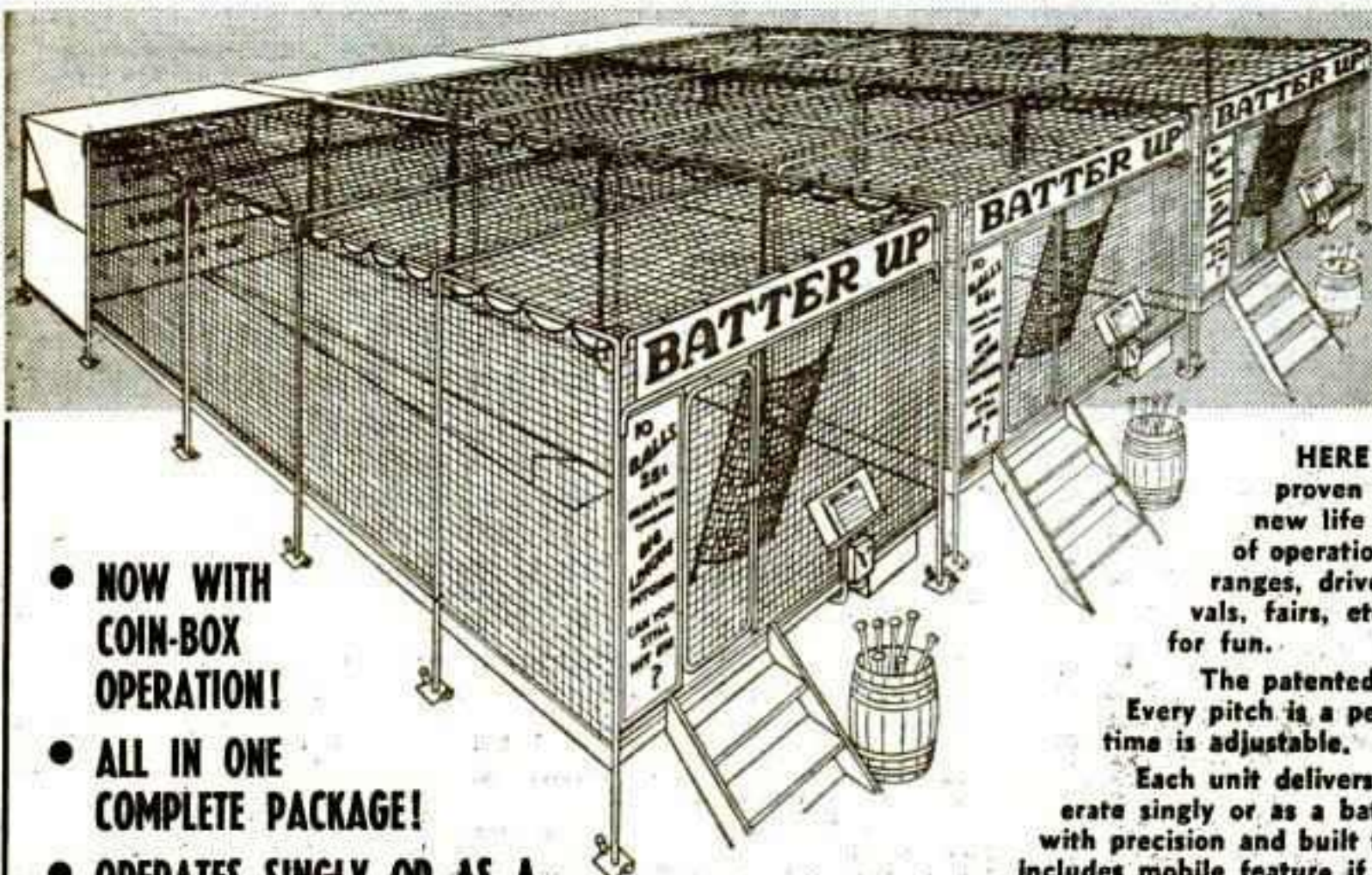
Hess Store's Outdoor Show At Fairgrounds

NEW YORK — A collection of circus acts plus a Santa Claus parachute drop by Robbins Air Circus was offered by Hess Bros. department store at the Allentown (Pa.) Fair grandstand on Saturday (8). Program lined up by Abe Feinberg also included Torelli's Circus, three clowns, juggler and acrobatic act. Some 10,000 persons watched.

Other pre-Christmas shows by Geinberg included six shows over two days at Sunset City, West Babylon, N. Y., where he had a parade, cowgirls and cowboys, and Claude Kershner, emcee of TV's Terrytoon Circus, plus variety acts at the Garden State Plaza, Paramus, N. J.

MOBILE—William E. Deneke was elected president of the Greater Gulf State Fair and will take over the new duties on January 1.

Also elected were Tofey Leon, vice-president in charge of publicity and promotion; Rod Slater, vice-president in charge of plant, and Roxie Lee Jr., secretary-treasurer. Another vice-president will be named to supervise exhibits.



BASEBALL BATTING RANGE

HERE AT LAST is a baseball batting range that is a proven money maker . . . a game that gives every location new life and action aplenty . . . and it fits into every type of operation: amusement parks, city parks, boardwalks, driving ranges, drive-ins, miniature golf setups, beaches, pools, carnivals, fairs, etc. . . . yes, every place where people play or go for fun.

The patented pitching machine is simple, positive and foolproof. Every pitch is a perfect strike and the ball speed as well as the game time is adjustable.

Each unit delivers to you fully equipped and ready to go. It can operate singly or as a battery of two, three, four or more. It is engineered with precision and built to last a life-time. It sets up fast, stores easily and includes mobile feature if desired.

"Batter Up" is a game of SKILL and ACTION . . . it's NEW . . . it's LIVE . . . it's CLEAN and best of all it's a BIG and FAST MONEY MAKER.

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The 20 ft. Kiddie Rough Rider
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Also larger sizes on special order, as we can build any size you wish.

FERRIS WHEEL

21-ft. High. Cage-type. Children cannot fall out.

KIDDIE AIRPLANE

Built in four different sizes, 8 plane, 6 plane, 4 plane with double or single seat. Have real Airplane action and styling.

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Has real boat action. Can be had with or without portable tank.

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Steel carts with cast aluminum ponies, built in almost any size you would want.

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Portable building 64 x 32 ft.
Spillman make—all in excellent condition, \$11,500.

Contact:
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North Dartmouth, Mass., or see you at Sherman Hotel—Convention—Booth 127.

WANTED
HELICOPTER RIDE
FOR CASH
BOX D-73
c/o The Billboard Cincinnati 22, O.

\$15,000 NUT

Chain Store Sponsors CNE Kid Barnyard

TORONTO—"Old MacDonald's Farm" may be an old song, but it's still on any small child's hit parade.

The farm was brought to life at this year's Canadian National Exhibition and attracted more than 250,000 adults and children alike.

Loblaws, a supermarket chain, took 20,000 square feet and spent \$15,000 to put on the display dreamed up by CNE Promotion Manager Bert Powell.

The show was the pride and joy of Loblaws President George Metcalfe, who has already okayed the show for next year.

The show garnered plenty of news space with the help of the CNE and Jack Mosher, promotional head of Loblaws's.

Loblaws, which owns some 200 stores in Ontario and 1,500 across the continent, took space in their daily grocery ads to push the show.

The public responded heavily by filling in 100,000 coupons used for daily draws for a puppy dog.

In setting up such a display, there was a problem to avoid the appearance of contrivance.

There were natural settings for the animals, and advertising for Loblaws was kept to a minimum. There was no admission charge.

Entrance was a large barn door on the outside of east annex of the Coliseum. This gave it an immediate rustic flavor.

The door will become a trademark of the show, as it is planned to use it again next year.

Inside the show a tape recorder played the nursery rhyme.

Displayed was every animal mentioned in the song, with a few variations, including some turtles, rabbits, hens, geese, a Shetland pony, Jersey cow, calves, goat, pigs and sheep.

Behind the display was the need to create an attraction in an area which otherwise contained static displays, such as farm produce.

Alta. Rodeo Assn. Elects Bartram For 20th Term

TABER, Alta. — H. H. (Mike) Bartram has been re-elected president of the Taber Rodeo Association for his 20th term. Other officers are Pete Lindquist, vice-president; Jack Hamshaw, secretary; Laurence Higa, treasurer, and Ross Gibb, assistant secretary.

The association will mark its 20th anniversary with a two-day rodeo next May.

The 1958 rodeo showed a net surplus of \$1,209 after expenditures of \$8,459 had been met. Gate receipts totaled \$3,922. Net balance is \$2,672, of which \$1,150 will go for prize money for the 1959 show.

Landrums Expand Reptile Attraction, Score on TV

FLAGLER BEACH, Fla.—Jim and Elizabeth Landrum, owners of Florida Reptile Gardens on Highway A-1-A, report a progressive summer season marked by expansion and improvement of their attraction. Some months ago they acquired the Hoskins Bird Zoo's bird and animal specimens. Their gift shop is being enlarged, and electrically warmed cages are being built for reptiles.

In addition to their tourist attraction the Landrums do a brisk

business selling reptiles, monks and 'gators, both to the public and to showmen. Many of their snakes and animals are captured locally, while others are purchased from wholesale sources. Their operation continues the year around.

The Landrums appear on the "Rumpus Room" TV show on alternate weeks via Jacksonville Channel 12. They have also been guests on the Dave Derringer Show aired over WESH-TV, Daytona Beach. The resulting publicity had been valuable in increasing their gross. Now in the slack season, they look forward to busy winter weeks when tourists begin their southward trek.

Nearly 450,000 See Motorama At Boston Stand

BOSTON — The General Motors Motorama finished a nine-day stand at the Commonwealth Armory here with nearly 450,000 persons viewing the free "greatest show on wheels," as G-M tagged it.

The 1959 Motorama will not be shown again. Boston is the only city in the country in which the entire show has been or will be shown. The New York City Motorama last month included less than half the exhibits assembled for Boston. Some of the exhibits will be sent to Canada for showings in Montreal and Toronto. Others will be sent to various auto shows throughout the country.

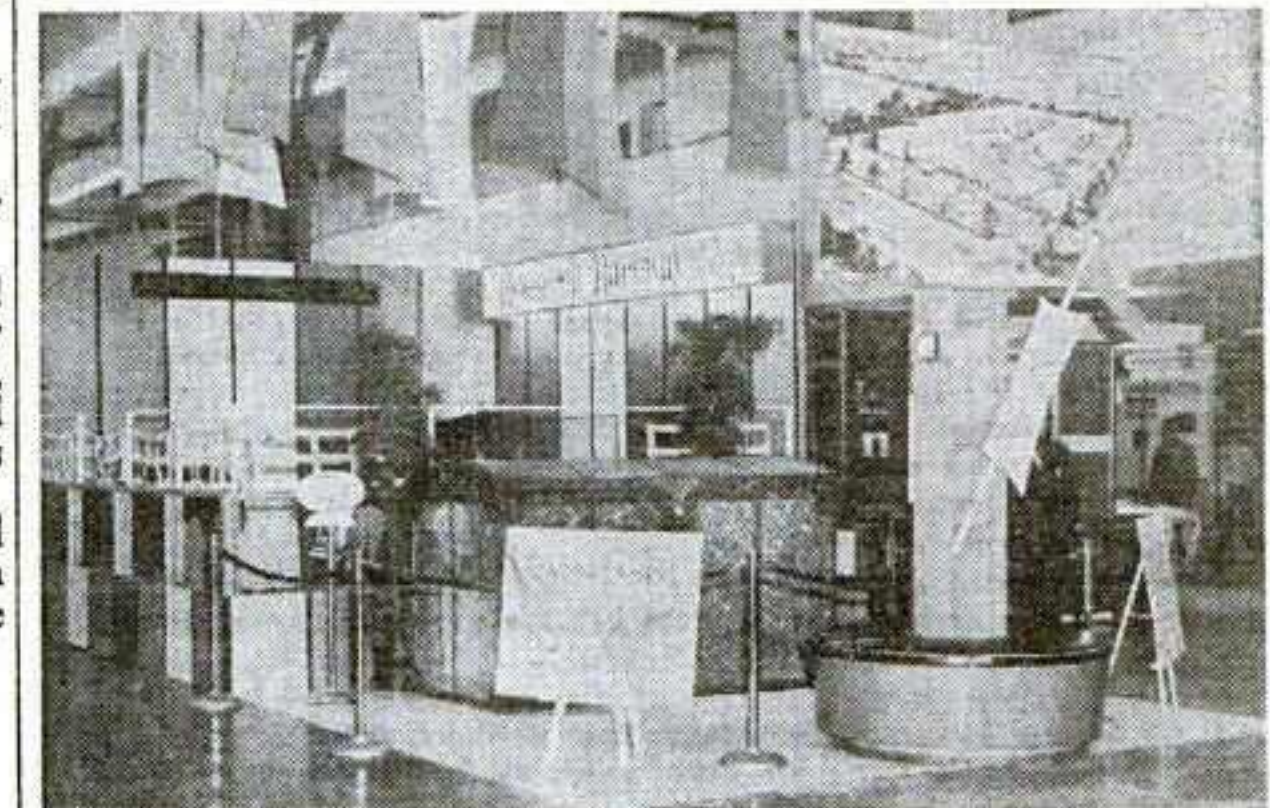
Highlights of the show included the musical stage presentation, "Imagination in Motion," produced by Maurice Evans and choreographed by June Taylor. It included a 21-piece orchestra and specialty acts as well as a bevy of showgirls.

Coast Firm To Rent Race Car Rides

LOS ANGELES — A leased package deal of half-size midget race cars for independent operation, will be presented by the A. & J. Midget Car Corporation, Inc., at the Chicago convention, Earl E. Atkinson and Norb J. Janssen, partners, said here.

Equipment for the operation of the motorized rides will include cars, ticket boxes, transportation trailer and canvas, all framed ready for operation. While Atkinson and Janssen will book the attraction, they will also seek operators as renters.

A. & J. operated the midgets at 12 fairs this season, including those at Springfield, Indianapolis, Dallas, Memphis, and Nashville. Seven cars are in the unit.



ONE OF THE OUTSTANDING exhibits at the Mineola (N. Y.) Fair at Roosevelt Raceway was the track operator's own display. A big attention-getter was the huge silver dollar chest representing the \$1,300,000 paid by the track to Nassau County in admission taxes during 1958. Also shown was a harness racing mare and foal and a blow-up of the projected Inn Hotel to be erected near the plant next year. Armed guards stood by the money chest thruout the fair.

NOW 2 FARES INSTEAD OF 1

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 "World's largest manufacturer of amusement rides"
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GOOFY GOLF See our Display in Booth 174
 COMPLETE 19 HOLE, PORTABLE, MINIATURE GOLF COURSE
 Complete with Caddy House, Clubs, Balls, Lights and Obstacles!
A PROVEN MONEY-MAKER!

- Rugged construction, entirely covered with fiber-glass for years of service.
- Designed for Family Appeal and Fun, wherever people gather to play.
- Permanent or Portable use. Takes location size approx. 100 x 150 ft.

Dealerships available. Big Profits. Low Cost. Write for prices, discounts and complete detailed information. Nothing else like it on the market. Write today!

FIBER-GLASS PADDLE BOAT
 (or Motor Boat)
 Real FUN for the Family in Parks, Clubs, Resorts. Brand New and different. Extremely Safe. Extra low maintenance. Rugged construction and beautifully designed.

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PARTY BATTER . . .
 for making . . .
HOT DOG on a STICK

Warehouses: St. Louis, Mo., & Hollywood, Calif.
 Tastes Twice as Good . . .
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 Write for Details
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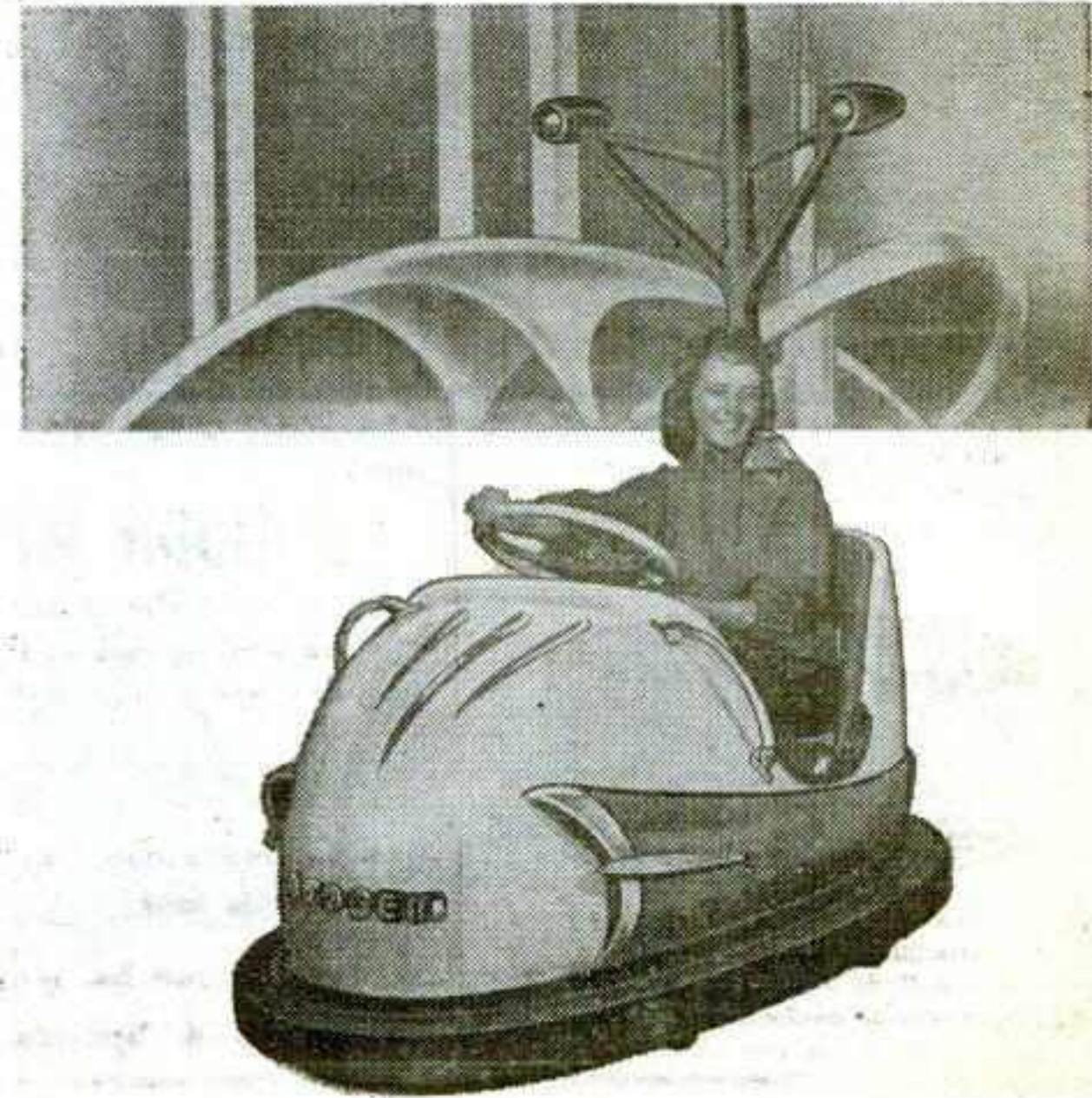
It's brand NEW!!

The Sensational **SPACE AGE DODGEM**

New years ahead styling
 New appeal
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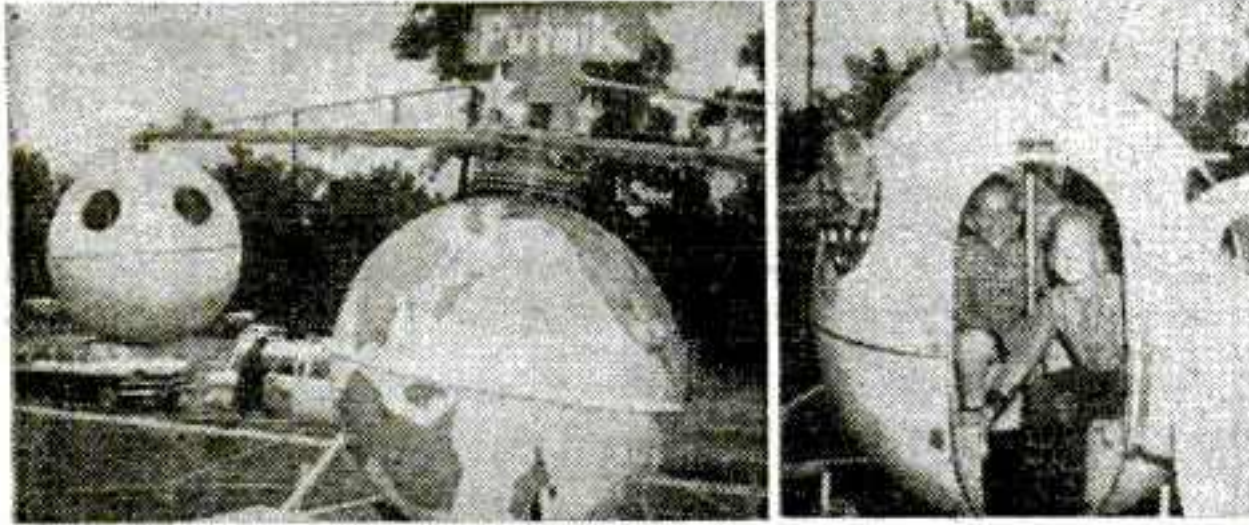
See the Space Age DODGEM at the Chicago Show or write for illustrated folder

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 6127 Sepulveda Boulevard Van Nuys, California Phone: Dickens 3-1558



INTRODUCING BOWERS "PUTNIK"

THE SENSATIONAL-NEW-SPACE AGE RIDE



Built on trailer—45 minutes up or down—one man operates—over 300 riders per hour—adults or children—professionally engineered.

Exclusive Distributors:

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OUTDOOR FIBERGLASS KIDDIE PARK ATTRACTIONS

PLUS

- SPACE SHIPS
- MECHANICAL FIGURES
- LAUGHING CLOWNS
- GIANT TOY SOLDIERS
- CARNIVAL HEADS
- DARK RIDE STUNTS

NEW KIDDIE COASTER

All steel construction, has adjustable leveling legs and ground plates. Steel cars have safety seat bars, and ball bearing running gear. Ride handles 15 tiny tots, or 10 larger kiddies. Requires a 35-ft. circle to operate, is powered with a 1 1/2 H. P. electric motor. Can easily be erected or dismantled in an hour's time.

SPECIAL PRICE FOR THE CONVENTION, \$2650.00.

See us in booths 22, 23, 24, 43, 44, 45.

GET OUR LIST OF 50 USED DEVICES.

KING AMUSEMENT CO., INC.

MT. CLEMENS, MICHIGAN

BRILL'S CAST ALUMINUM ANIMALS AND ANIMAL PATTERNS



when answering ads . . .

Say You Saw It in The Billboard

NATIONAL'S "PIGMY" TRACKLESS TRAIN IS NOT A TOY!

TRACKLESS TRAIN IS NOT A TOY!

NOW . . . \$5,500

PUTS YOU IN BUSINESS!

Nothing else to buy . . . no tracks needed . . . no installation cost . . . no extras . . . A Profitable Operation priced so low it will earn its cost in less than a month. WHAT BETTER INVESTMENT CAN YOU MAKE?

Write for descriptive circular and complete information.

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Manufacturers of

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- The Pony Trot
- Comet, Jr. Coaster
- Fun Houses
- The Steeplechase
- Old Mills and Chutes
- Coaster Cars
- Mirror Mazes
- Complete Kiddielands



National's Railroad Division builds Train Locomotives ranging from 18 to 400 hp to suit any purpose or location.

Levy-Longo Show To Tour as Atlas

Unit Opening Soon; Camden, S. C., Quarters for Ex-Metropolitan Rides

NEW YORK—Shirley Levy and Angelo Longo will combine their equipment and efforts next season most probably as the Atlas Amusements, for which a regular route of Southern fairs will be solicited at winter meetings. Longo operates the Silk City Shows out of Paterson, N. J., and has other amusement interests.

The Levy equipment has been operated over the years as the Lawrence Greater, Metropolitan and, most recently, the American Shows. Railroad items have been disposed of, it is reported and 12 rides are stored at the fairgrounds in Camden, S. C.

Booking is underway to open immediately with a small ride unit, which will keep the help busy and win some revenue to aid with repainting and general fix-up work. In the spring the full show will open and work its way up into New York State, touring around in the usual Eastern pattern while the show heads for fairs.

To Visit Meetings

Staff people and general composition of the show are yet to be announced. Longo said that either, or both, of the principals will be at fair meetings.

During the 1958 season Longo operated his Ferris Wheel and a couple of kiddie rides, plus concessions, in New Jersey and Pennsylvania, as well as having rides with the Third Avenue Amusements in New York City, working church bazaars and celebrations.

Butler Amusement Park in Washington, N. J., had a satisfactory season, Longo said. He had seven rides there and intends to add three more for 1959.

HOSPITAL BUYS MINI GOLF FOR THERAPY USE

NEW YORK — A novel miniature golf layout is the one installed on the grounds of the Philadelphia Psychiatric Hospital, Ford and Monument Roads, by Fairways Miniature Golf of New York. A complete nine-hole spread, it will serve as a form of therapy for patients as part of its recreational facilities. It is believed to be a unique location for mini golf.

ACTS, INSTALLATIONS

New England Club Sets First Banquet

BOSTON — The Infant New England Showmen's Association is launching what it hopes will be a long string of annual banquets. Its first such affair has been scheduled for the Bradford Hotel here, Wednesday night, December 17.

Ticket price is \$15 per couple or \$7.50 on individual reservations. In addition to food, there will be entertainment provided by the Al Martin agency, with the night's activity to start at 6:30 p.m. An attendance total of 350-450 is anticipated.

This affair will incorporate the installation at which John Venditto, of Providence, will become president, succeeding Jack Ableman. Larry Carr is in charge of the banquet committee, aided by Morris Stertz, Johnny Moses, George Pan-

agopoulos and Mack Clayton. The Ladies Auxiliary will also take an active part in the evening.

Others on the slate are vice-presidents Frank McTeague, Billie Burr and Rudolph Hebert; treasurer Milton Emerson, and secretary Joseph Freedman. The women will have Bernice Emerson as incoming president, succeeding Estella Natanson. Vice-presidents, in order, are Calire Penney, May Allen, and Mrs. N. Waterman. Dorothy Freedman is secretary and Ann Caporale is treasurer.

Member Sam Pockar, of Providence, distributed initialed tie clasps at the November 12 meeting. The new board of governors met November 19. The next regular meeting is set for the club-rooms, 276 Tremont Avenue, on Tuesday night (25).

UNDER ROOF

Mineola, N. Y., Is Almost All Indoors

MINEOLA, N. Y. — Closest thing yet to a completely indoors fair was the Mineola Fair and Industrial Exposition, held here in the luxurious environs of \$20,000,-000 Roosevelt Raceway. Second site since the historic Mineola Fairgrounds was acquired by Nassau County for office space, this one bids to be a new permanent location with a string of built-in improvements over conventional fair plants.

To begin with the raceway is obviously far from typical, being constructed chiefly for harness racing, during which wagering handles as high as \$2,000,000 nightly are not uncommon. One of the elements in the plant's design, however, is the great expanses of enclosed, heated floor space. Multi-level exhibit use is served by a series of escalators. Ultra-modern rest rooms are provided. Grandstand seating handles 20,000 patrons.

Except for farm equipment, grandstand stage and midway, everything at the fair is under permanent cover. The fair for its first time used no canvas, housing all exhibits in its huge raceway building and in the paddock area, where ample space normally occupied by race horses was made available for swine, livestock, sheep and poultry divisions.

With the harness racing meet out of the way, the valuable track surface was used for Buck Steele's Frontier Days Western show, soap box derby, youngsters' midget motorized racing, antique automobile racing, armed forces parade, Marine Corps mock attack, sports car gymkhana, and band concerts.

VISIT SPACE 49-A AT THE CONVENTION

See Scott Port-a-Fold Money-Making Stadium Seats.



Get grandstand admissions for bleacher seats by offering spectators these comfortable upholstered seats with backrests.

May be installed permanently or offered on a performance rental basis. THEY PAY EITHER WAY. Write for literature today.

3 LOW-PRICED MODELS
SCOTT-PORT-A-FOLD, INC.
713 Middle St. Archbold, Ohio

CONCESSION TRAILERS

New catalog just out showing many new models. Finest possible workmanship and new modern designs. Sold factory direct to you at the lowest possible prices. Terms arranged.

KING AMUSEMENT CO., INC.
Mt. Clemens, Mich.

Inventor Show Scores Big at Oklahoma Fair

OKLAHOMA CITY — The Oklahoma State Fair, ever alert to new and novel methods of improving its fair, this year came up with an Inventors' Congress. The congress, which drew a total of 90 entries, was open to Oklahoma inventors who had an item to display to potential purchasers, manufacturers, backers or marketers. The event was not competitive, but was merely a means by which the State's creators of new prod-

Del. Okays Bingo

WILMINGTON, Del. — All Delaware political subdivisions okayed bingo at the recent elections. Eligible to conduct the game will be non-profit organizations such as charitable, religious, veterans, volunteer firemen and fraternal.

ucts and services had a chance to show off their ideas with the hope of finding a backer or establishing other helpful contacts.

The idea was gleaned from a similar show held by the Redwood Falls, Minn., Chamber of Commerce. The congress was held in the Frontiers of Industry building as a part of the fair's new industrial development effort. Also in the building was an outer-space lecture-demonstration series and a sports car show.

Grande Prairie Fair, Rodeo Mull Amalgamation

GRANDE PRAIRIE, Alta. — Members of the County Agricultural Society voted at their annual meeting in favor of linking their annual fair with the Grande Prairie Stampede "if ways and means can be found agreeable to both parties, the society and the Grande Prairie Rodeo Association."

Legal, financial and property phases involved will be checked into by the agricultural society executive.

Against warnings from the floor that should such an act take place, fair grants from the government, the terms of the fairgrounds lease and the "very existence of the fair" would be jeopardized, was a rodeo representative's assurance that his association desired only to "get behind the fair as a community-wide effort and boost it."

"It has been the wish of our members to amalgamate with the agricultural society," said Fred Johnson, rodeo president. "We are in agreement with the fair board, financially and otherwise."

One anti-amalgamationist contended that "whenever any fair and rodeo go together the fair goes broke and is swallowed up by the rodeo."

In answer, Johnson pointed to communities which have seen their fairs prosper under the set-up. "At Swift Current, Medicine Hat and Lethbridge, interest in fairs, as exhibitions only, died out. Rodeo interest was brought in and revived them and today they are highly successful as fairs again," he said.

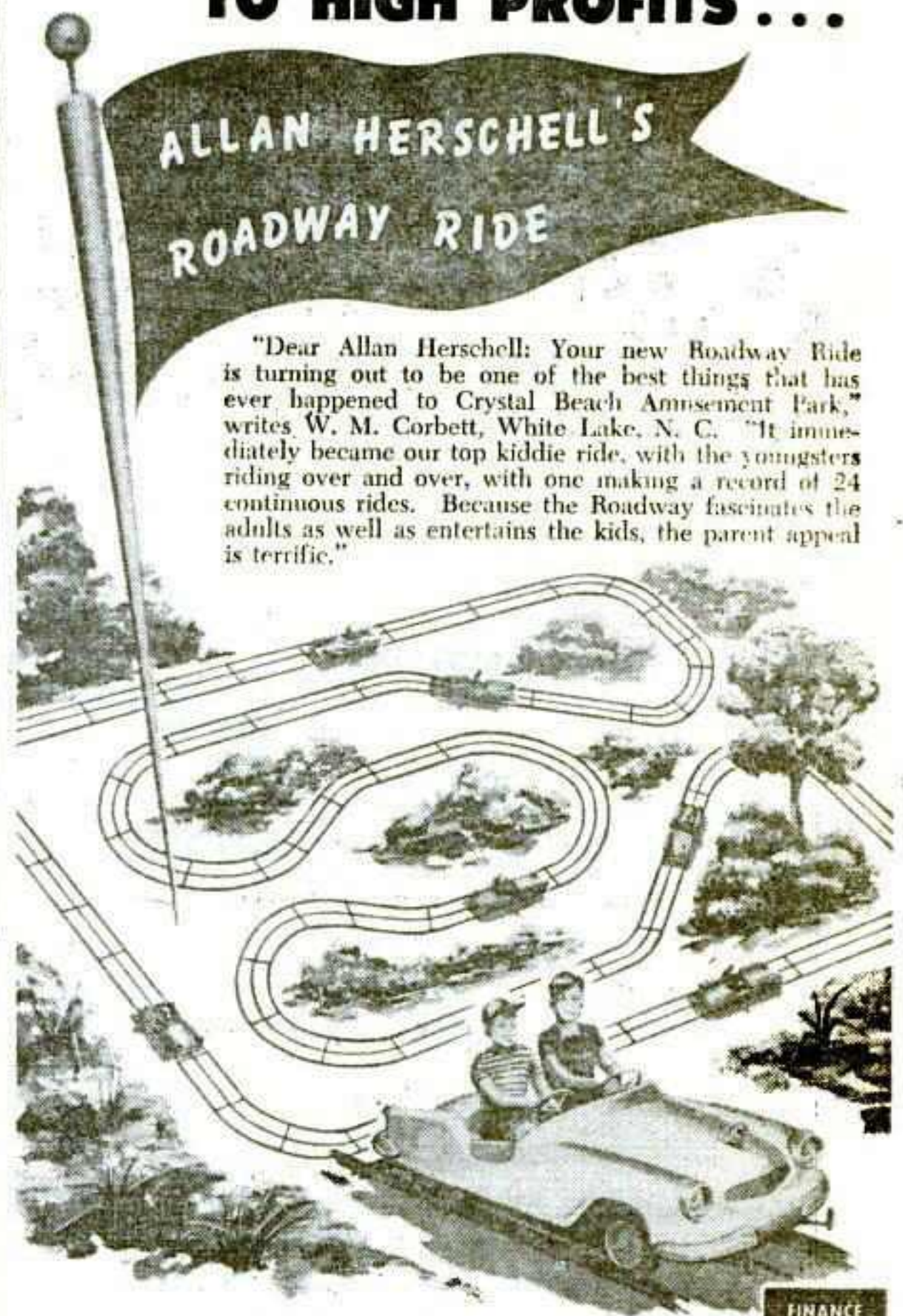
He assured the meeting it was not the intention of the rodeo association to "swallow up" the county fair, but merely to augment its attractions.

The question of whether to hold a two-day or three-day fair was discussed and the decision was left to the new executive. Attendance this year was 4,843, Mrs. Hudson Adair, secretary-treasurer, reported. Of this, roughly 2,200 came on the first day and 2,600 on the second.

A proposal to introduce pari-mutuel betting for the horse races was voted down.

A reunion took place recently at a performance of the Tommy Scott show in Warren, Pa., between Mervyn Rey; his wife, Gloria, and Pete Pepke, all formerly with Von Bros. Circus.

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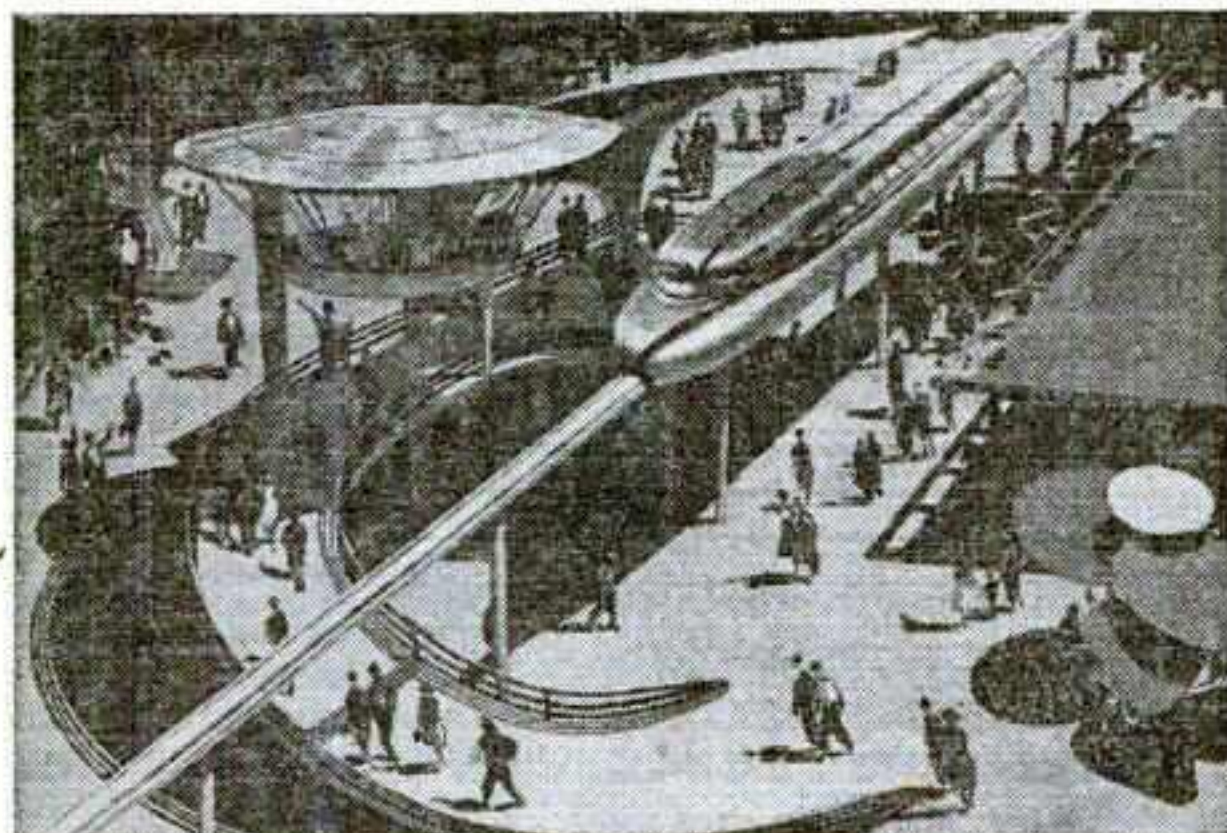
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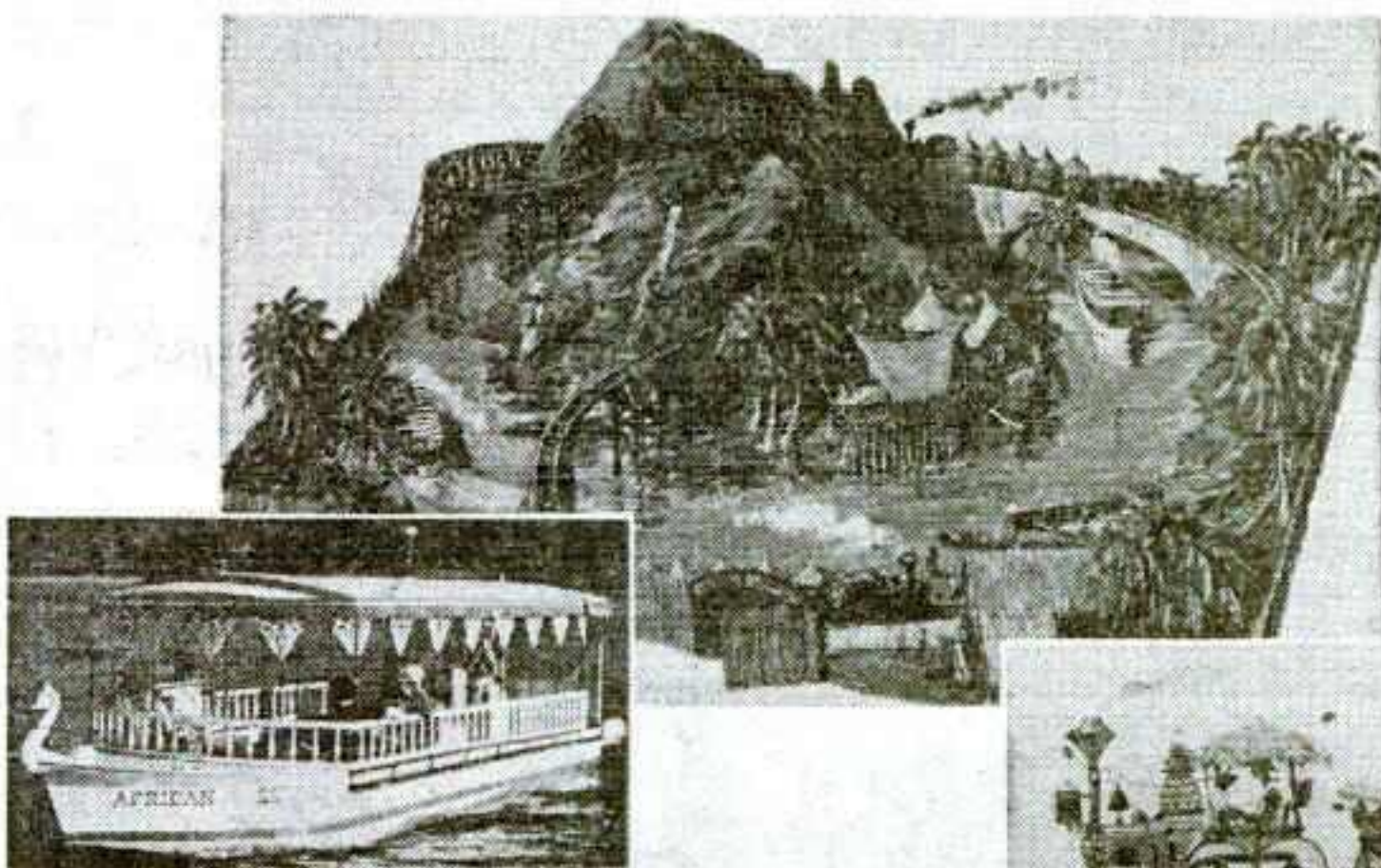
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Regina, Sask., Nets \$66,538 To Top 1957

REGINA, Sask.—Net profit of \$66,538 on the summer fair and \$45,103 on the year's operations were reported to directors of the Regina Exhibition Association at a Friday (7) meeting.

The fair week profit was \$4,838 better than in 1957 and the gain for the year was \$21,701.

Revenue for the six-day exhibition was \$357,824, down \$1,763 from last year, and expenses, totaling \$291,286, were \$6,601 less than in 1957.

An over-all profit of \$145,103, including bond and investment interest of \$11,758, was shown on the year's operations, and from this \$100,000 was appropriated for immediate and future capital expenditures, leaving the net of \$45,103 as against \$23,402 last year.

The year which ended September 30 was considered a good one in comparison with the gross profits for the five preceding years: 1957, \$123,400; 1956, \$130,000; 1955, \$150,300; 1954, \$158,000, and 1953, \$140,000.

Gate receipts at the fair were \$64,386, up \$450, and the grandstand figure of \$63,231 was down \$6,812.

Gate attendance was 219,941, an increase of 9,177, and the grandstand, at 68,214, was off 4,584.

A profit of \$17,973 was shown on the nine days of horse racing, \$6,247 ahead of last year. Revenue totaled \$176,654, down \$2,975, and expenditures were \$9,220 lower, totaling \$158,682.

A profit of \$425 was shown on the harness race met. Revenue

NEW PARK PLANS TOLD AT BOSTON

WAKEFIELD, Mass. — A new amusement center patterned after Disneyland, has been announced for this Boston area.

It will be called Pleasure Island and will be on a highway that circles Boston. Planning and designing the park will be C. V. Wood, and his Marco Engineering Company of Los Angeles.

Backers of the plan are connected with such Boston organizations as Cabot, Cabot and Forbes, industrial developers; Child Life Magazine, and Brecks of Boston.

was \$17,064, up \$733, and expenses were \$16,639, up \$2,994.

Midway revenue, at \$24,638, was only \$52 lower than last year and the concessions total was \$70,717, an increase of \$12,008. Exhibit space rentals totaled \$11,715, down \$529, and exhibitors' fees, at \$2,016, were down \$91.

With the paid parking areas having been greatly reduced in 1958, revenue in this department was only \$1,402, compared with \$6,873 the previous year.

Revenue on rentals of grounds and buildings was \$60,866, a decrease of \$2,980, and maintenance costs were \$33,895, some \$15,700 lower than in 1957. The net profit on rentals was \$26,971, as compared with \$14,199 last year.

Capital expenditures for the year totaled \$549,439, as against \$85,679 in 1957 and a balance of \$194 was reported for the capital reserve account. Biggest outlay was \$526,711 for the new Saskatchewan exhibit building.

The Stadium showed a profit of \$4,713, compared with \$1,815 last year. Revenue was \$53,017, up \$9,206, and expenditures were \$48,304, up \$6,307. The Stadium profit was higher than had been anticipated, with a large part of the revenue coming from rentals for purposes other than hockey and from operation of the food concession.

The winter fair showed a loss of \$5,558 as against last year's loss of \$6,577.

Saskatoon Ex Starts Work On 181G Bldg.

SASKATOON, Sask. — Contract for construction of a new administration building at Exhibition Park has been let for \$181,700.

Footings have been poured and it is hoped to have the building enclosed so that work can continue during the winter months.

S. N. MacEachern, exhibition manager, said the winning firm was the lowest of six original bidders whose tenders were opened early in October. At the time none of the tenders was accepted because bids were considerably higher than the exhibition board had anticipated.

Original estimates had placed the cost of the building at around \$143,000. By revising some of its specifications, particularly with respect to materials, the contract as let was cut down to about \$180,000.

Neither size nor appointments, however, had been reduced, MacEachern said.

The entire slate of officers has been re-elected.

Dr. V. E. Graham, dean of the College of Agriculture, University of Saskatchewan, will serve as president for his second term. R. H. Howes and C. M. Graham are vice-presidents; Robert Thomas, honorary president; A. D. Munro, honorary treasurer; C. C. T. Robertson, C. Agar, H. H. Sommerfeld and A. M. McIntyre, honorary vice-presidents, and Dr. J. L. Millar, honorary veterinarian.

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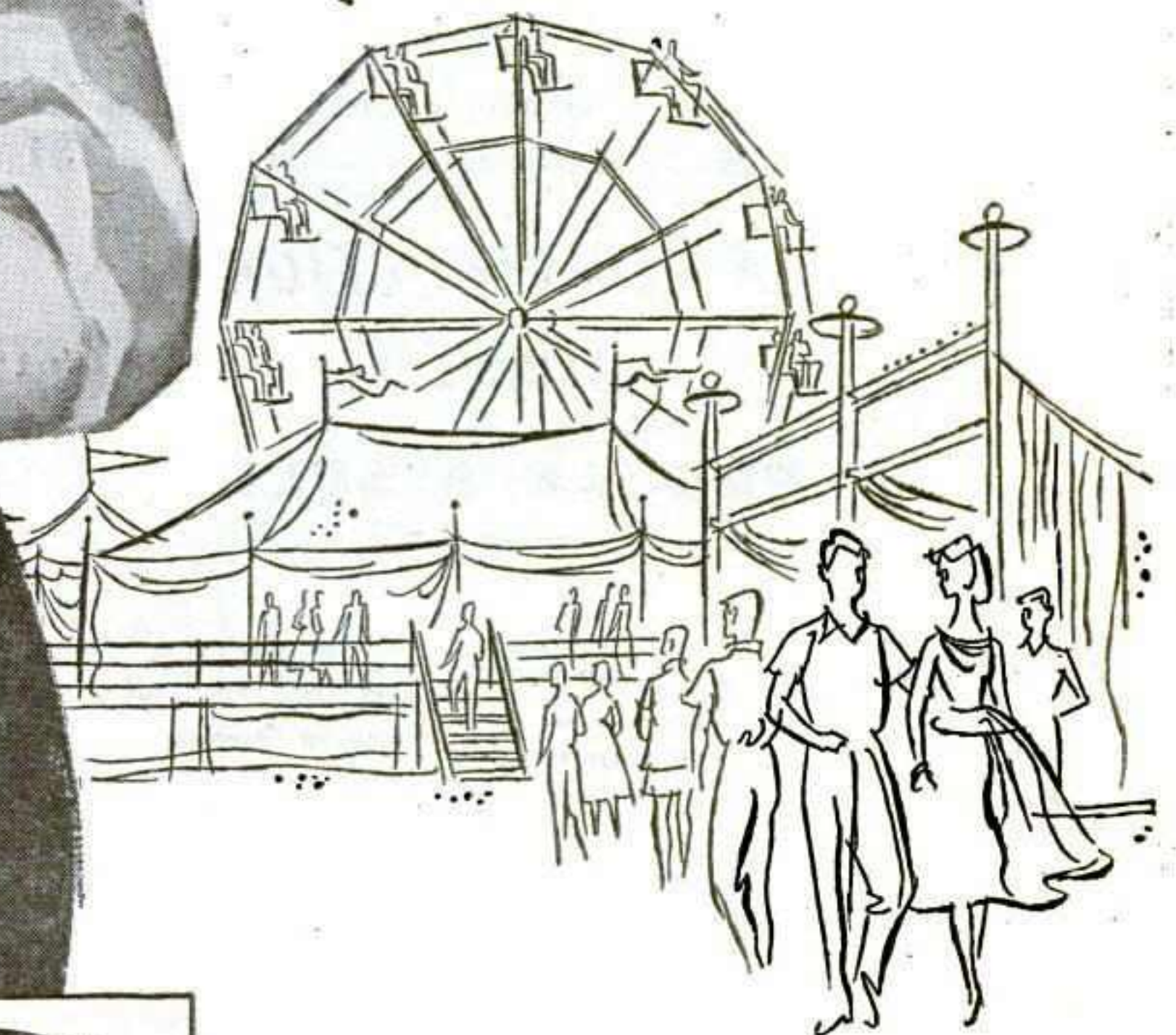
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THE FINAL CURTAIN

BRACE—Joseph, 58, carpenter for the Clyde Beatty Circus, at a hospital in Latrobe, Pa., November 1. Funeral was directed by the American Legion.

CRONIN—S. L. (Buster) 78, veteran circus manager and one-time owner of his own show, November 22 in Los Angeles. (Details in Circus Department).

GLASNER—Mrs. Jules, 67, co-directress of Cirque Bureau, in Bourges, France, October 12. She was granddaughter of Jean Bureau, who founded the circus in 1851. With her husband she ran the circus from 1936 until 1953, when she retired because of ill health.

HEATH—Jack, 61, for over 30 years a burlesque straight man, November 9 in Victorville, Calif. Survived by his widow, Madeline, Victorville, and a brother, William, of Pennsylvania.

HENDERSON—John, 78, carnival ride man for 46 years, his last connection being with Schafer's Just for Fun Shows, November 13 at his home in Willow Springs, Tex. Survived by his widow, Tommy, and a daughter, Etta Mae Froshour. Services November 16 and burial in Mount Zion Cemetery, Stern Creek, Tex.

KOONTZ—George, 66, Central States Racing Association official for the past 18 years and a former circus trouper, November 14 in Akron. Survivors include his widow and a daughter.

LEVAN—Harry, 63, former vaude trouper who had been Carny C. Carny on WCAU-TV programs, Philadelphia, died November 11 in University Hospital, that city. A native of New York City, he performed with his late wife Lettie Boles, as LeVan and Boles, in comedy routines. He joined WCAU-TV in 1950 for the Candy Carnival show, and also performed on other kid shows both local and network. Only survivor is Hernert Boles, a brother-in-law, of Bradford, Pa. Services were held November 13 at Joseph Levine and Sons, Philadelphia, with interment in Jamestown, N. Y.

PALMER—Harry S., 76, owner-manager of Lincoln Bros. Circus from 1921 to 1925 and the J. C. Lincoln Mighty Minstrels, 1926-1938, November 3 in Marshall Browning Hospital, Du Quoin, Ill. He had been in the printing business for the past 10 years. Survived by his widow, Gladys; a daughter, Mrs. Edna Henry, Slidell, La., and three sisters, Mrs. William Leake, Stillwater, Okla.; Mrs. R. E. McConnell, Omaha, and Mrs. William E. Stewart, Canton, O. Services November 5 and burial in Memorial Park, Du Quoin.

SMITH—Gracales, 71, long-time singer and performer, recently in Mankato, Minn. She had trouped in al-

most every phase of show business and at one time was a member of the vaudeville team of the Varos. Surviving are her husband, G. Ray Smith; a daughter, Maxine, and a son, Byron.

STEBLAR—John J., 87, who began in outdoor show business in 1919 with Charles Gerard as co-owner of the Starlight Shows, November 4 at his home in Lake Worth, Fla. He had also operated the Steblar Greater Shows and had been with the J. J. Page Shows for six years before retiring 14 years ago. Survived by his widow, Susan; a son, Joseph, and two daughters, Mrs. Michael Galla and Mrs. Joseph Jerman. Services November 8 and burial in St. John Cemetery, Springdale, Conn.

THORNTON—Elmer O., 74, veteran Miniature Train man who operated under the company name of Thornton Miniature Railways, October 27 in Methodist Hospital, Des Moines, it has just been learned. He began his career in 1915 at River-view Park, Des Moines, and had a steam train at that spot continuously since then. In the past he had also operated trains at many of the major fairs and parks in the Middle West. In all he designed and built 11 steam trains, selling nine of them. Surviving are his widow, Blanche; two daughters, Arline Waldron and Dolores Parks; (Continued on page 78)

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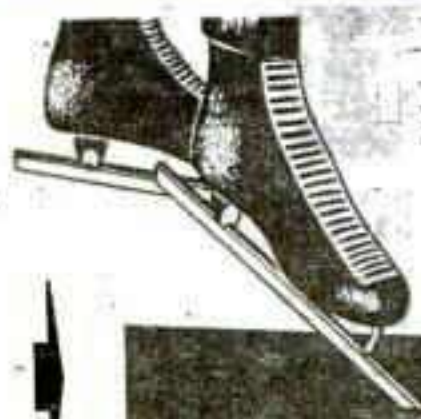
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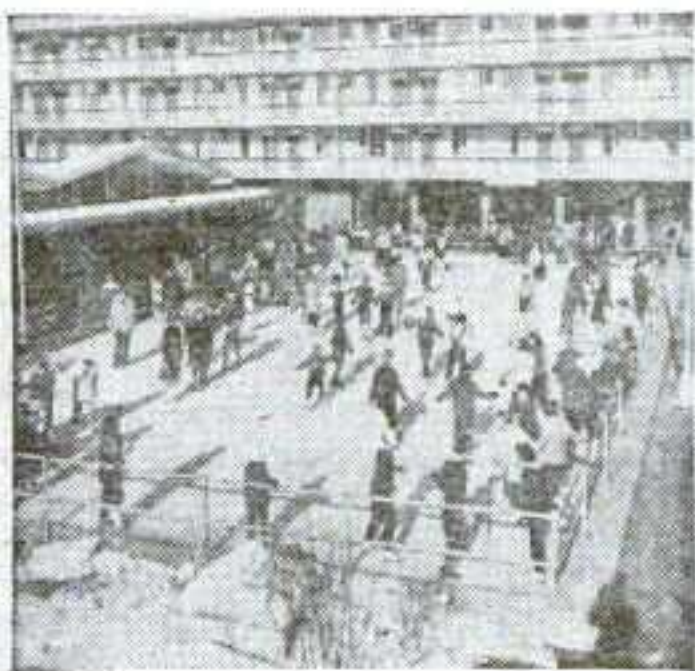
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- Louisiana Expo.: Raceland, La., 24-30.
- Merchants Jubilee: Madisonville, Tex.
- Scott, Turner, Rides: (College Park) Orlando, Fla., 24-27.
- Sugar State: Jeanerette, La., 25-30.
- Tidwell, T. J.: Rotan, Tex.

Circus Routes

- Hagen Bros.: Groves, Tex., 24.
- Jay Gould Circus: Owatonna, Minn., 28; Rochester 29; Baraboo, Wis., Dec. 1.
- Polack Bros. Circus: Springfield, Ill., 27-30; South Bend, Ind., Dec. 5-7.
- Ringling Bros. and Barnum & Bailey: Puebla, Mex., 28-30.

Ice Shows

- Holiday on Ice of 1959: Grand Rapids, Mich., 24-29; Toledo, O., 30-Dec. 7.
- Ice Capades, 18th Edition: Amarillo, Tex., 25-30; San Angelo, Dec. 3-7.
- Ice Capades, 19th Edition: Rochester, N. Y., 24-30; Springfield, Mass., Dec. 2-7.
- Shipstads & Johnson's Ice Follies of 1959: Hershey, Pa., 25-Dec. 6.

Miscellaneous

- Grenadier Guards Band, Scots Guards, Pipers & Dancers: Chattanooga, Tenn., 24; Knoxville 25; Winston-Salem, N. C., 26; New Haven, Conn., 29; New York 30.
- Ken Griffin Show: Canistota, S. D., 24; Moonsocket 25; Plankinton 26; Presho 27; Valentine, Neb., 28.
- Matchstick City: Sanford, Fla., 26-29.

Legitimate Shows

- Beryozka Russian Folk Ballet: (Broadway) New York 24-Dec. 6; (Erlanger) Philadelphia 8-13.
- Crazy October with Tallulah Bankhead: (Huntington Hartford) Los Angeles, Calif., 24-Dec. 13.
- The Disenchanted: (Walnut) Philadelphia, Pa., 24-29.
- The Flower Drum Song: (Shubert) Boston, Mass., 24-26.
- Gazebo: (Warren) Atlantic City, N. J., 24.
- Music Man: (Curran) San Francisco, Calif., 24-27.
- Sunrise at Campobello, with Liel Erickson: (American) St. Louis, Mo., 24-30.
- Two for the Seesaw: (Shubert) Detroit, Mich., 24-29.
- The Warm Peninsula, with Julie Harris: (Hanna) Cleveland, O., 24-29.

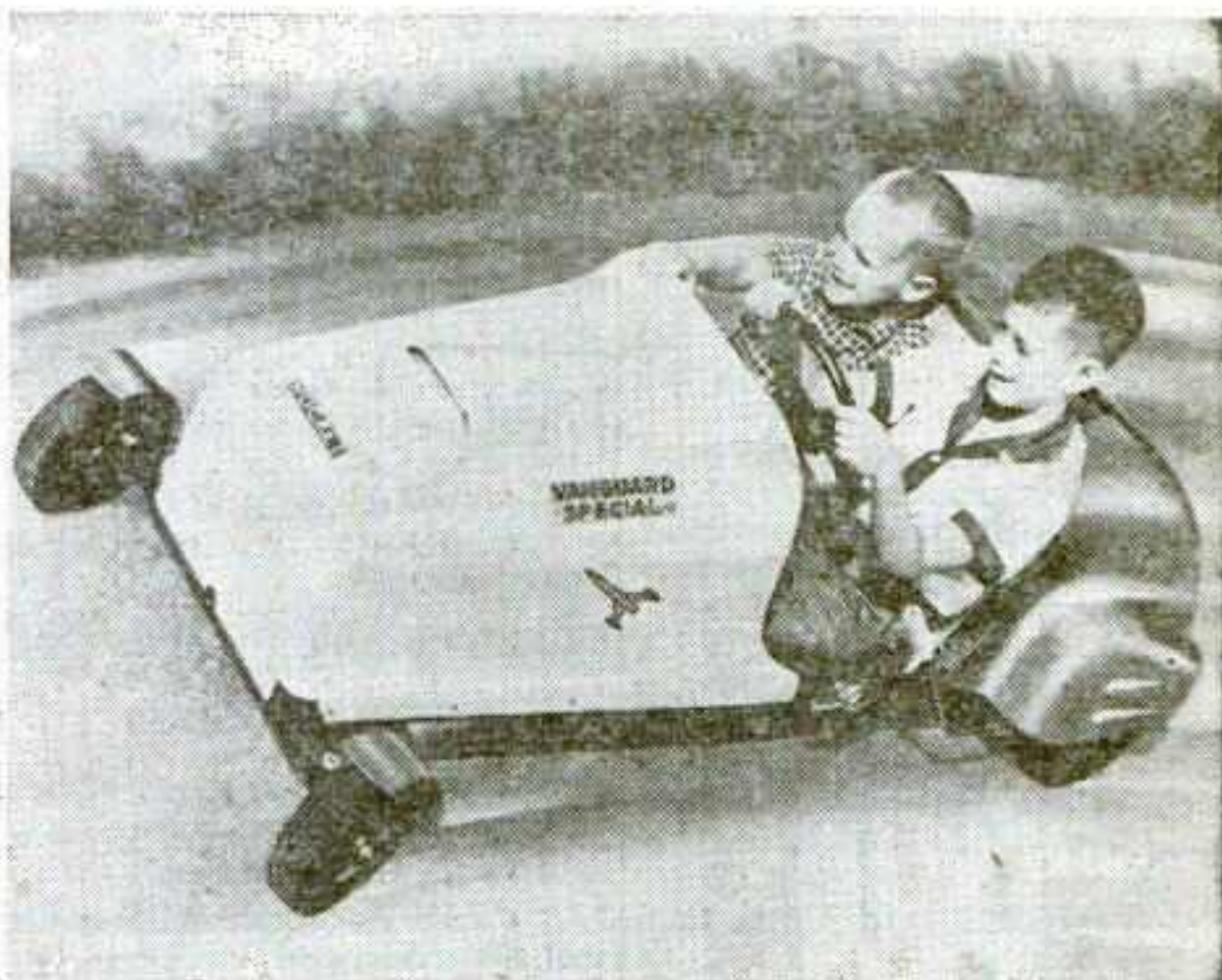
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Billboard Magazine, Nov. 24 Issue.

CHICAGO FAIR MEETING TO FEATURE OPEN FORUMS

Formal Speeches Held to Minimum; Monsour to Head 3-Day Conclave

By CHARLIE BYRNES

CHICAGO — For the second straight year open forum discussions rather than formal speeches will be a feature of the annual convention of the International Association of Fairs and Expositions to be held here in the Hotel Sherman December 1-3.

Last year for the first time the group treatment of various timely subjects was put into effect and proved popular among the fair executives.

Joseph T. Monsour, IAFE president and general manager of the Louisiana State Fair, Shreveport, will wield the gavel at the association meetings which will again be held in the Bal Tabarin.

On the first day the morning will be devoted to a number of meetings of affiliated associations such as the Federation of State and Provincial Associations of Fairs, Middle West Fair Circuit and the International Motor Contest Association.

On Tuesday morning (2) the IAFE will get its regular meeting under way, starting out with one of the most timely subjects—attractions. Donald L. Swanson, manager of the Michigan State Fair will moderate with topics to include parades, outdoor theaters, queen contests, giveaways, teacher days, religious programs, and



JOSEPH MONSOUR

shows, water shows, name attractions, special days and horse shows.

Space Discussion

A forum on commercial space will be moderated by Joseph B. Rucker Jr., of the State Fair of Texas. Topics will include selling methods, brochures, foreign government exhibits, building layout, contracts, rates, policies, booths and passes. Clarence C. Lester, manager of the Tulsa State Fair, will be in charge of the discussion on

agriculture with subjects to include county exhibits, soil conservation, flower shows, dairy, apiary, grange, judging systems, fruits, vegetables and farm bureaus.

On Tuesday afternoon three important topics are up for consideration—advertising, concessions and operations. L. Doc Cassidy, Kentucky Association of Fairs, will moderate the one on advertising with discussions to be heard on newspapers, billboards, posters, television, radio, farm magazines, bulletins, fliers, novelties, booster trips, agencies and contests.

G. W. (Bill) Wynne, Mid-South Fair manager, will handle the gavel in the discussion on concessions. Up for treatment by the group are merchandise games, concession systems, carnivals, portable and permanent stands, contracts, rates, passes and insurance. Andy Hanson, veteran manager of the All-Iowa Fair at Cedar Rapids, has been selected to head up the round table on operations. Subjects will include surveys, maintenance, admission taxes, tight gates, admission prices, year-round use of plants, themes, advance sales and community co-operation.

Open discussions will continue (Continued on page 78)

PUBLICITY

Promotion Panel To Discuss Fairs

CHICAGO — Publicity and promotion people from the fair business and outside the business will participate in an open forum discussion on fair promotion at the annual convention of the International Association of Fairs and Expositions to be held in the Hotel Sherman, December 1-3.

Doc Cassidy, longtime public relations director of the Kentucky State Fair, is heading up the program which will be held on the afternoon of December 2 in the Bal Tabarin of the hotel.

Members of the panel will include William Stapleton, former photo editor of Colliers, now with Eastman Kodak Company; Lawrence Fanning, managing editor of the Chicago Sun-Times; Betty Wolcott, Editorial Service Bureau, Eastman Kodak; Ray Speer, publicity director of the Minnesota State Fair, and Gene Johnson, also of Eastman.

Each of the panel will speak for 10 minutes and then the session will be open to questions. Johnson will speak primarily on promoting a picture-taking day; Miss Wolcott will talk on getting the ticket-buying public to take more pictures at

fairs; Stapleton will treat the subject of getting national magazine publicity thru pictures; Fanning will discuss hitting the papers with photos and Speer will outline the success his fair has had with special picture features.

GIMMICK

Danville Gate 53,770 Paid, 4,808 Pennies

DANVILLE, Va. — Final audit showed paid attendance at the Great Danville Fair's golden anniversary edition to be 53,770 for five sunshiny days. In 1957 the figure was 45,004 (one day of rain) and in 1956, 47,509.

On the special penny deal by which persons presenting 1908 or 1909 pennies got admission to the grounds valued at \$1, there were 4,808 of the coins tendered. Starting with Tuesday of fair week, daily totals on pennies were 516; 1109; 1,089; 842 and 1,270.

The fair offered \$20,000 in premiums. Curtis Finch, fair manager, said the association will try and develop another novel admission gimmick for next year. The penny deal won excellent press coverage.

Chase City Adopts New Area Title

CHASE CITY, Va. — The Mecklenburg County Fair is changing its name after operating 47 years as a county fair. Garland Moss, manager, said the title from now on will be the South Central Fair.

Moss said the event's sphere of influence has expanded to cover several counties on both sides of the North Carolina border, making the old title misleading. The new one is felt to better represent the area covered.

Also announced was the awarding of the 1959 midway contract to the Thomas Joyland Shows, which played the date this year.

Gresham, Ore., Nets \$52,000

GRESHAM, Ore. — Multnomah County Fair showed an operating profit of \$52,000 for its 10-day run in August, Manager Duane Hennessy announced after conclusion of a report by the county auditor.

Attendance and midway were up despite unusually hot weather. Hennessy said that the 1959 fair will operate August 6-15, near the end of the Oregon Centennial which will be past its half-way point in another part of the county. No conflict in draw is anticipated.

Idaho Fair, Rodeo Assn. Re-Elects Cleveland

BOISE, Idaho — George W. Cleveland, Idaho Falls, was re-elected president of the Idaho State Fair and Rodeo Association at its 22d annual meeting here recently.

Elected vice-presidents were Tom Parks, Filer; Elmer R. Terry, Pocatello, and Walter Yarbrough, Grandview. Erling J. Johannesen, Emmet, was returned as secretary-treasurer.

Attendance at the two-day conclave was good, with panel discussions featured at the business sessions. Miss Louise Shaddock, State Department of Commerce and Development, moderated one on "Our Fairs and Rodeos in Promoting Idaho." On the panel were Hugh Wilson, L. W. (Doc) Hawkins, Mrs. Ruth C. Hartkopf, Tom Parks and Bill Lees.

Ambrose Johnson and Secretary Johannesen reported on the International Association of Fairs and Expositions convention, and Tom

Parks and Elmer Terry on the Rodeo Cowboy Association's annual meeting.

The Western Idaho State Fair here were official hosts. Next year's meeting will be at Weiser where the Hell's Canyon Rodeo will host the group.

Silver Anniv. For Bocherts At N. Y. Fete

NEW YORK — The big National Showmen's Association banquet and ball at the Hotel Commodore on Wednesday (26) will coincidentally mark the 25th wedding anniversary of one of the club's loyal members. He is Charley Bochert, Mineola Fair manager, who with Mrs. Bochert will observe the date at a separate gathering with friends, then in the hotel's grand ballroom.

Chippewa Falls, Wis., Inks GAC-Hamid Show

CHIPPewa FALLS, Wis. — Northern Wisconsin District Fair has closed with GAC-Hamid to provide its night grandstand show in 1959, W. H. (Bill) Kittle, fair manager, announced. Kittle recently huddled with Ernie Young, of the agency's Chicago office.

Under terms of the pact, the show will be in for four nights, August 4-7, and will be headlined

by two names to be decided upon at a later date. In addition, Young will bring in Popeye on two kid days.

Signed earlier for the fair was the Aut Swenson Thrillcade, set to play two matinees and two night shows on the Saturday and Sunday of the fair, August 8 and 9.

Olson Shows again will provide the midway attractions.

Hunter Will Preside Over Federation

CHICAGO — The Federation of State and Provincial Associations of Fairs will hold its annual meeting here Monday, December 1, in the Bal Tabarin of the Hotel Sherman, Clifford C. Hunter, president, announced.

Hunter will preside at the 10 a.m. meeting which will include the roll call, remarks by Winfred H. Eldridge, vice-president, and the report of Joseph C. Bartlett, secretary-treasurer.

Wilbur E. Layman, Lincoln, Ill., will moderate a discussion on State association highlights.

In the afternoon at 1 p.m., Clyde E. Byrd, manager of the Arkansas Livestock Show at Little Rock and former State senator, and Paul Powell, member of the Illinois Legislature, will speak.

The Federation is made up of officials of State and provincial fair organizations and is affiliated with the International Association of Fairs and Expositions.

Additional Day No Help at Moose Jaw

MOOSE JAW, Sask. — Attendance at the 1958 Moose Jaw Exhibition and Stampede was off, even tho the event ran four days instead of the customary three.

Gate receipts, however, showed an increase of about \$3,000 over last year, due to an increase in the admission price. In previous years, the Kinsmen Club sold the gate tickets in conjunction with their car draw. This year the practice was discontinued and a 50-cent tab was in effect.

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Edmonton Ex Reaps 160G Profit in '58

EDMONTON, Alta.—Despite a decrease in income from the Gardens, the net profit of the Edmonton Exhibition Association increased from \$44,875 in 1957 to \$160,324 in the past year, L. P. Bromham, president, said in his annual report to shareholders.

The only debt now outstanding is to the city of Edmonton for \$67,368, a reduction of \$145,000 since last year.

In addition to cutting down this loan, the association in the past year paid off completely a loan of \$120,000 from the provincial government.

The association managed to increase its net profit by savings in administrative expenses, increasing revenue from some of its operations and thru receiving an increased provincial government grant.

In 1957 the grant was \$50,000 compared with \$100,000 in 1958.

The year had been one of continued growth of the association, Bromham said. Property worth more than \$30,000 had been purchased adjacent to its present lease holdings, the summer exhibition had been the most successful ever held, and the spring cattle show and fall show were "most successful."

Bromham said the directors had approved in principle a development plan to extend the race track to five furlongs and to relocate and construct buildings necessary for continued expansion.

The matter of providing adequate space for exhibits is one of grave concern to the directors and must be a part of any planned expansion, he said.

Now that the Detroit Hockey Club controls the hockey operation, the association retains 15 per cent of the receipts for the use of its facilities. In the past, when the association operated a hockey club, it received 25 per cent of the receipts. It was pointed out, however, that the exhibition organization now does not have to bear the deficit incurred by professional hockey in Edmonton.

Bromham reminded that the directors had continued the policy established in the past of giving assistance to various service and charitable groups. The Junior Chamber of Commerce had been able to raise more than \$5,000 by taking tickets on the midway and the Kinsmen Club received more than \$25,000 from its car raffle at the fair.

Spencer, Ia., Signs Midway, Auto Races

SPENCER, Ia. — The Clay County Fair closed for 1959 midway attractions and auto races at its November meeting of the board.

Al Sweeney's National Speedways was awarded the speed events and the Art B. Thomas Shows will provide the midway rides and shows.

Races will include two stock events and one speedway-type race all in the afternoon. Additional attractions will be considered at the Chicago meetings, according to Bob Keir, fair president.

A revision of admission prices was discussed and additional seating capacity in the grandstand was considered.

FAIR MEETINGS

Canadian Association of Fairs and Expositions, Royal York Hotel, Toronto, November 25-26. Emery Boucher, the Coliseum, Exhibition Park, Quebec 2, Que., secretary.

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 29-December 3. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 1-3. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Western Fairs Association, Biltmore Hotel, Los Angeles, December 2-4. Louis S. Merrill, 2500 Stockton Blvd., Sacramento, general manager.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 8-10. Eugene R. Moore, Tipton, secretary.

West Virginia Association of Fairs, Waldo Hotel, Clarksburg, January 3-4. Mabel Hetzer, P. O. Box 589, 307 First National Bank Arcade, Huntington, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 5-7. Hubert Ransom, Saint James, secretary.

Massachusetts Agricultural Fairs Association, Bancroft Hotel, Worcester, January 6-7. Paul Corson, Topsfield, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 12. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 13-14. Everett E. Erhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 13-15. Goldie V. Scheible, Fairgrounds, 1043 South Main Street, Dayton, executive secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 13-15. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia,

January 14. Tom Moore Craig, Spartanburg, secretary.

Missouri Association of Agricultural Exhibitions, January 15-16, Governor Hotel, Jefferson City. Victor M. Gray, Box 630, Jefferson City, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 15-16. J. S. Dorton Jr., Route 10, Charlotte 6, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond, January 17-19. William E. Finch, Danville, secretary.

Association of Alabama Fairs, the Battle House, Mobile, January 19-20. Christie W. Summers, Box 972, Jasper, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 18-20. H. B. Kelley, Hillsdale, secretary-treasurer.

Maine Association of Agricultural Fairs, Portland, January 21-22. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 22-23. A. D. Scott, Box 68, Fargo, secretary.

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 25-27. H. C. McClellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 25-27. Clifford D. Coover, Shelby, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 25-27. Clifford C. Hunter, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 26. Mr. William C. Lynn, 1 West State Street, Trenton, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 26-27. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Pennsylvania State Association of County Fairs, Hotel Abraham Lincoln, Reading, January 28-29. William Arthur Morris, 522 Court Street, Reading, secretary.

Association of Tennessee Fairs, the Noel Hotel, Nashville, January 29-30. Jack Vinson, 938 East Broadway, Newport, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 5-7. Bob Murdoch, 102 E. Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 9-10. Clyde E. Byrd, Box 907, Little Rock, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 22-23. L. (Doc) Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Oklahoma Association of Fairs, February 1-3, Biltmore Hotel, Oklahoma City. Harry James, 621 Court House, Oklahoma City, secretary.

Indiana State Fair Studies Tight Gate

INDIANAPOLIS—A three-man committee of the Indiana State Fair Board may recommend cessation of passes to Indiana State fairs after consultations with officials of other fairs at the convention of the International Association of Fairs and Expositions in Chicago on December 1.

Gov. Harold W. Handley, who attended a meeting of the board last week, is in the forefront of the effort to abolish the practice by which thousands of payless guests are admitted to the annual. "I am for an all-paid gate," he told the board, asserting that the free-pass arrangement has been abandoned by other States.

Estel L. Callahan, New Augusta, Ind., the new board president, told the committee that its report should be ready by December 5, the date of the next meeting.

An estimated 125,000 free passes were issued for the 1958 fair, board members said.

Middletown's Fair Banquet Attracts 94

MIDDLETOWN, N. Y. — The second annual fair dinner of the Orange County Agricultural Society was held for 94 persons Thursday (6) at American Legion Lodge. Present were board members, directors, department superintendents, assistants and friends.

James A. Carey, director of fairs for the State Department of Agriculture and Markets, was a speaker. Toastmaster and dinner chairman was Richard W. Milburn, chairman of grandstand attractions. Also introduced were Ben Strong, society president and acting manager; Ken Piggott, treasurer; State Police Sgt. Ernest W. Goodspeed, in charge of the police detail, and Mrs. Adele Gurda, whose husband, an executive board member, was unable to attend.

A moment of silence was observed in memory of the late Fred Germain, former general manager who instituted the dinners last year. Entertaining were Carol Smith, accordion, Judy Vaughan, baton twirling, and Bunny Ovens, soprano.

HUNTSVILLE, ALA.
Any concessionaire with legitimate concessions interested in independent area space at Huntsville, Ala., 1959 Fair, contact
D. C. FINNEY, Gen. Mgr.
at Sherman Hotel, Chicago convention.

Oregon Assn. Names Roush '59 President

GEARHART, Ore. — V. A. Roush, member of the Oregon State Fair Commission, was elected president of the Oregon Fairs Association at the conclusion of a three-day convention here Friday (14).

Duane Hennessy, manager of the Multnomah County Fair, Gresham, was elected vice-president. Eugene was selected for the November, 1959, convention.

Board of directors: Walter Holt, Portland, Pacific International Livestock Exposition; Harold Glarno, Myrtle Point, Coos County Fair; Mary O. Coons, Moro, Sherman County Fair; Harold Lewis, McMinnville, Yamhill County Fair; Vernon DeLong, La Grande, Union County Fair.

Jewett Bush, Clatskanie, retiring president, was voted an honorary life membership.

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Parks Convention Set for Opening

Park, Kiddieland, Pool Sessions Scheduled to Start December 1

CHICAGO — Executives from hundreds of amusement parks, kiddielands, piers, resorts, beaches and pools will converge on Chicago this weekend for the 40th annual convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, November 30-December 3.

NAAPPB Secretary John S. Bowman said all was in readiness for the big conclave. Paired with the convention sessions and social events is the Trade Show, where 92 exhibitors will showcase their newest wares in the way of amusement rides, concession equipment and more entertainment supplies.

NAAPPB directors will meet Saturday (29) but the full program gets started well on Sunday (30) with the trade show opening and a ladies tea scheduled. On Monday the formal business sessions get underway.

Full text of the convention program appears elsewhere in this issue. Bulking large in the schedule are talks on how to improve concession operations and income. There are to be panel discussions by past-presidents and by park executives that operated especially successful or unusual promotions last season.

While afternoon sessions will be devoted to the park business in general, special sessions are sched-

uled for the mornings. One such special program is directed at Kiddieland operators. Another will be aimed at the special problems of pool and beach operation.

All three major sections of the program will include program entries in which there will be illustrated talks about the NAAPPB summer tour of Europe.

AREA Schedules Dec. 1 Banquet; Speaker Named

CHICAGO—Annual banquet of the American Recreational Equipment Association will be Monday, December 1, at the Sherman Hotel's Gold Room. The 7:30 p.m. dinner will be followed by a speaker and business meeting.

Speaker will be Roger Franz, instructor for the Dale Carnegie Institute, whose topic will be "Thirty Minutes to a Better Memory." The talk is keyed to management and sales personnel.

President of AREA is Lyndon Wilson, who will preside. Secretary Ben O. Roodhouse again will be in charge of the distribution of tickets.

POP Operates On Holiday, Draws 5,000

SANTA MONICA, Calif. — Pacific Ocean Park departed from its winter schedule of Wednesday thru Sunday and opened on Veterans' Day (11) to catch the holiday trade. With an attendance of more than 5,000 that day, the park has pulled approximately 70,000 customers since October 19, when it passed its first million mark.

The park, sponsored by the Los Angeles Turf Club and Columbia Broadcasting System, is continuing construction, with \$1,400,000 reportedly earmarked for the present stage.

Since opening July 22, the park's personnel has been changed, with Ben A. O'Dorisio, one of the vice-presidents and general manager, assuming the managerial responsibilities of William H. Jaynes, who also was a vice-president and general manager with O'Dorisio during the planning, construction and opening of the park.

Gifford P. Eastwood, former attendance operations manager of the Los Angeles Turf Club, was named director of operations, with James Smith continuing as assistant manager in this department.

Another personnel change made under the administration of J. L. Van Volkenburg, former president of CBS Television who was named park president, was the consolidation of the publicity and special events departments, with Larry Sloan and Ned Moss replacing Lloyd Settle and Jerry Conway.

Palisades Slates Slenderizing Salon

Quarter Treatments to Be Stressed; Longer Circus, New Units in Works

NEW YORK—All stops are out again for the Palisades (N. J.) Amusement Park season, with operator Irving Rosenthal including a slenderizing emporium among the lures for 1959. This bait for fem patrons will be one of several new devices utilized to attract customers.

Other elements in the over-all program are as follows: A two-week extension of the Clyde Beatty & Cole Bros. Combined Circus which will run 42 days on the parking field, a Swiss gondola high ride which will traverse the Hudson River heights in full view of New Yorkers, the new shows by Lou Dufour, a new European ride to replace the Hurricane, and new color treatment for the park by Jack Ray.

By far the most novel development will be the reducing salon, for which Rosenthal will convert his Lustron all-metal home. Using a "25-cents-per-treatment" advertising theme, Rosenthal said he can break down women's resistance to high-priced, club-style slenderizing chains. Seven different machines will be placed, with a total of 40 units.

The quarter angle is anchored to the coin machine aspect of the machines. They will be geared for 15-minute runs. Park will provide medical supervision.

In another structure, park Super-

intendent Joe McKee is creating a scientific walk-thru exhibit which will show various mechanical and electrical oddities such as water running uphill. It will resemble various science theaters which have been popular over the generations.

The circus will run from March 27 to May 10 on a two-a-day basis. There will be three shows daily on Saturdays, Sundays and Easter week. Prices will be 90 cents for kids at all times, and \$1.50 and \$2.50 for reserves. Emmett Kelly and the Zucchini double cannon act are among the acts signed.

Promotional gimmicks again will be numerous next season. A tie-in with National Comics, publisher of books for kids, will give free park admission to children accompanied by adults. Matchbook use will be doubled to provide for distribution of 50,000,000 matchbooks good for free admission. Specially marked matchbooks will be good for free rides.

Rosenthal will saturate homes and small businesses with 15,000,000 special-deal tickets. Each gets the patron, for 60 cents, free parking, free gate admission, plus six rides, and the deal also applies to Saturdays and Sundays. For larger companies there will be 700,000 cards mailed out with the company

(Continued on page 70)

Ponce de Leon Attraction To Continue

DeLEON SPRINGS, Fla. — Bob Dunbar, operator of the Ponce de Leon Springs attraction, announced that business will continue as usual at his spot. While the Texas Jim Mitchell animal exhibit has moved out to Sarasota and the Clyde Beatty Circus organization has disposed of its interest in the venture, the Rusing water show will remain here and other segments of the operation will be intact.

Meanwhile Dunbar is lining up financial participation with interested parties and has secured promotional assistance from the De Land Chamber of Commerce.

Park Banquet Includes Acts, Vacation Prize

CHICAGO — Reservations for the NAAPPB's annual banquet and ball, a feature of the upcoming convention, may be made in advance at the association offices here.

George A. Hamid, past president of NAAPPB and head of GAC-Hamid, Inc., is in charge of arranging the entertainment, with local work being handled thru Ernie Young, of the GAC-Hamid office in Chicago.

W. W. Muar, vice-president, is chairman of the social events. He announced that a door prize will be awarded at the banquet. It will entitle the winner to a paid vacation for a week at a Miami Beach hotel.

Wilkes-Barre Sans Souci Plans 1959 Improvements

WILKES-BARRE, Pa. — Sans Souci Park will go ahead with a five-year expansion and modernization program aimed to have everything at top-notch level for a gigantic 60th anniversary observance.

That was the report voiced by veteran Edward J. Lee, president and managing director, at the annual meeting of the parent Hanover Amusement Company.

He said a major improvement for 1959 will be overhauling of the park's 500,000 gallon pool, with special emphasis on "out of the water services and thought to the non-swimming spectator."

This will be done with an amphitheater viewing section to be constructed at the former site of a small miniature train ride and a riviera-type setting at the pool side. Locker quarters will be modernized as well as the construction of a new entrance with improved refreshment facilities.

A two-train 1.5-mile 24-gauge railway was put into service the past season and Mr. Lee reported it exceeded expectations. He said the railway will be improved for this season with the addition of a small zoo, a tunnel and some track-side features.

The 3,000-capacity ballroom on the midway will get a face-lifting, new sound equipment and a diversified dance schedule.

He reported that additional areas will be black-topped to up the park's free parking capacity from 5,000 to 6,500. Additional all-weather picnic shelters, fireplaces and picnic tables will be provided.

Special emphasis will be placed on promotion of the Bear Cat coaster ride in the 1959 season. It is the only major coaster left in operation in Northeastern Pennsylvania. Coaster Supt. John Protchko is speeding the installation of new rails and modernized controls.

Sea Serpent At Salisbury

SALISBURY, Mass.—The recent election at this resort has ensured liquor for at least another year and it may be that the joy is too much for the community. They're seeing beasties in the briny.

Not little ones, but big ones. Fifty, or is it 500 feet long with three humps, a head like an eel or a cow and facial adornment which may be seaweed or something. About 40 people swear they saw this thing, and some added a few embellishments such as a large Cadillac fin for a tail.

The police department has described it in the official records as a "whatsis." No one suspects that a publicity man dreamed up the oceanic mirage and planted the report on the police blotter. It never does any harm, tho, to have a tame sea serpent around.

Gooding Park Has Good Year; Adds 25 Acres

COLUMBUS — Gooding's Zoo Amusement Park located directly across from the Columbus (Ohio) Zoo in Powell, O., report more than satisfactory business for the 1958 season.

Ned Skinner, picnic advisor and assistant manager, contracted for 128 picnics, an increase over last year of 31.

Floyd Gooding, president, announced the park had acquired 25 additional acres adjacent to the amusement park, this will insure more parking area and greater picnic facilities. Plans are being formulated to include a regulation baseball field, this is addition to the softball field, horseshoe courts and miniature golf course already installed.

Concessionaires include James and Della Hiese, custard and long range shooting gallery; Bob Brush, snow cones, candy apples, peanuts and pop corn; Bill McDougal, Arcade; John Mere, catering, cafeteria and soft drinks; Bill Ross, taffee; Mildred Evershor, skee ball, pottery pitch, balloon darts, coke

(Continued on page 70)

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PSAA Chapters To Meet Monday

COLLEGEVILLE, Pa. — The Pennsylvania and New Jersey chapters of the Participating Sports Association of America will meet at Lakeside Restaurant near here Monday (24). Vernon D. Platt said topics will include recent overtures to merge several swimming pool organizations and plans to oppose the Pennsylvania enabling act that allows local governments to tax admissions.

ROLLER RUMBLINGS

Cha-Cha Canteen Clicks At Philly Carman Rollery . . .

PHILADELPHIA — A weekly teen-age canteen has been established at Carman Roller Rink here by George Robinson, local photographer and well-known youth worker, in an attempt to keep neighborhood youths out of unsavory places. So successful have the sessions become that more than 900 teenagers now attend the regular Saturday night Cha-Cha Canteen, as the affairs have been dubbed, and attendance is still growing. Carman Rink is located in the Germantown section of town.

Chief drawing attractions at the dances are top-notch show business stars and recording personalities. Hardly a Saturday night goes by that a well-known rock and roll star or vocal group does not appear in the guest slot.

Robinson, who acts as emcee for the affairs, spins records and introduces the guest stars, who signs autographs for the youthful participants.

The canteen was first initiated in April of this year for about 150 teen-agers. The idea proved to be such a hit that in a short while attendance had grown too big for the quarters, necessitating a move of the affair to the bigger Carman Rink in June after attendance hit the 500 mark.

Today participants come from every section of the city, and outlying districts as well, and weekly guest lists show that attendance is still growing.

Groton's Melody Plugs Kiddie Sessions . . .

GROTON, Conn. — Melody Skating Rink is campaigning for additional kiddie trade, with management advertising: "Mothers, you don't have to hire a baby sitter. Leave your children with us while

you shop. We supervise junior and juvenile skating sessions every weekend. Matinees, Saturdays, 2-4:30 and Sundays, 2:30-5; free juvenile classes, Saturdays at 12, and junior classes Sundays at 2."

Delaware Skate Queen Gets Page 1 Publicity . . .

WILMINGTON, Del. — The Journal-Every Evening recently front-paged with a three-column headline and two-column photo the story of Audrey Marie Payton, 20-year-old New Castle girl who was Delaware's entry in the annual roller skating queen competition in Miami Beach, Fla., November 17-20.

Sponsoring her trip were the Dell-A-Roll Club, Seaford; the Diamond Skate Club, Felton; the Maryland Dance & Figure Club, Glasgow, and Printz Skating Club, of Wilmington's Printz Roller Way.

Thieves Strike at Vineland Rollery . . .

VINELAND, N. J. — Thieves broke into Vineland Rollo Rink early in the morning and stole \$248 in cash from the office and snack bar last week. Another \$250 left in a filing cabinet was overlooked. Owner Gus Morvay discovered the break. Harry Haffkey, skating instructor, said he closed the place at 11:30 p.m. Office doors and stock rooms were locked, but the thieves pried open the doors.

Chez Vous Observes 29th Anniversary . . .

UPPER DARBY, Pa. — Chez Vous, one of the foremost roller rinks in the Philadelphia area, celebrated its 29th birthday with a big party Friday (21). Hundreds of young married couples who had met for the first time at Chez Vous were guests of the management, making for an unusual reunion night. In addition to novelties and favors for all, gifts were presented to married couples attending.

The rink has introduced a family night for Wednesday evenings, 7 to 9:30. A 50-cent admission admits the entire family.

Joe Carrolo Feted By Friends in Biz

PROVIDENCE, R. I. — Many of New England's leading park figures are on the committee which worked up a whopping big surprise dinner for Sunday (23) in honor of Joe Carrolo, veteran Merry-Co-Round operator.

It was not a surprise in the true sense of the word. They just decided to honor Carrolo and told him to be at the Rhodes State Room, or else. Carrolo, 80, has been operating around New England for decades, and at the high point in his career had six Jennies in Rhode Island and neighboring

States. Now he has them at Oakland Beach, at Goddard Park and at Lake Nipmuc, Mendon, Mass.

Meyer Stanzler got the ball rolling. On the executive committee are Mrs. Imogene Melin, Joseph Muratore and Edward Phillips. On the 40-member honorary committee are Arthur Simmons, Crescent Park; Vince Ferla, Rocky Point Park; John and Charles Collins, Lincoln Park; Fred Markey, Dodgem Corporation; William Koster, executive director of the Variety Club of New England; showman Edward Fay and civic dignitaries.

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"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"

NAAPPB Program

40th Annual Convention, Hotel Sherman, Chicago

Saturday, November 29

2:30 p.m.—Board of Directors Meeting, Room 102.

Sunday, November 30

9:30 a.m.—Registration Desk opens, mezzanine.
10:00 a.m.—Exhibit Hall opens.
3:00 p.m.—Ladies' Tea, Downtown Club, 18th floor, Mrs. William B. Schmidt, hostess.

7:00 p.m.—Exhibit Hall closes.
10:00 p.m.—Skyline Terrace Club opens, 18th floor.

Monday, December 1

9:30 a.m.—Registration Desk opens, mezzanine.
9:30 a.m.—Beach and Pool Sessions opens, House on the Roof. Coffee, Vernon D. Platt, general chairman. Introductions of William B. Schmidt, NAAPPB president; James H. Dickson Sr., chairman emeritus; John S. Bowman, NAAPPB secretary.
Panel Discussion Members: Vernon D. Platt, O. B. Jenkinson, John E. Phillips, Joseph Malec, Tom Spackman, Anton J. Fenoglio, Merle E. Harris, Charles Flatt, Robert E. Freed, Robert A. Guenther, James H. Dickson Jr.

10:00 a.m.—Exhibit Hall opens.
11:00 a.m.—NAAPPB Executive Session, Louis XVI Room. J. R. Singhiser, program chairman; John S. Bowman, secretary, call meeting to order; R. M. Spangler, invocation; William B. Schmidt, NAAPPB president. Reports of program chairman, J. R. Singhiser; resolutions committee, John L. Campbell; music royalty committee, J. M. Gurtler; secretary, John S. Bowman; treasurer, A. L. Filigrasso; finance committee, Don Dazey; nominating committee, Robert A. Guenther.

1:00 p.m.—Exhibit Hall closes.
2:00 p.m.—NAAPPB session resumes, Louis XVI Room. Introduction of new members by NAAPPB president.
2:15 p.m.—Committee reports by Julian Norton, insurance committee; special report, "Jury Awards and You," by John Logan Campbell, insurance counselor; Harry J. Batt, government relations committee; M. A. Rindin, exhibit awards committee; William W. Muar, entertainment committee.

2:40 p.m.—President's Report, William B. Schmidt.
2:45 p.m.—"Magic of Color," O. C. Holland, Interchemical Corporation, New York.
3:00 p.m.—Exhibit Hall reopens.
3:35 p.m.—"Modern Design in Amusement Parks Today," John C. Ray, Belmont Park, San Diego, Calif.
3:55 p.m.—"Grand Ole Texas" Project, described by Peter Wolf, Peter Wolf Associates, Inc., Dallas.
4:05 p.m.—Illustrated discussion of show fronts, box offices, landscaping, etc., by Harry Batt Jr.
4:30 p.m.—Cocktail Conference.
6:00 p.m.—Beach and Pool Session's cocktail hour.
7:00 p.m.—Exhibit Hall closes.

7:30 p.m.—Annual Banquet, American Recreational Equipment Association Gold Room, Hotel Sherman. Lyndon Wilson, president.

Roger Franz, "Thirty Minutes to a Better Memory."
Tuesday, December 2

9:30 a.m.—Registration Desk opens.
9:30 a.m.—Directors' Meeting, election of officers, Room 102.
9:30 a.m.—Kiddieland Operators' Session. Coffee.
Call to Order, Arthur Fritz; Co-Chairman, Jimmy Thompson; Greetings, NAAPPB President William B. Schmidt; AREA president, Lyndon Wilson, and Jim McHugh, Funspot.
"Golden Opportunities in the Kiddieland Business," J. W. (Patty) Conklin.
"What We Learned From NAAPPB European Tour," Jimmy Thompson and Herb Youtie.
Panel Discussion by Fritz, Thompson, Conklin, McHugh, Ferd Clemen and Maurice Wood.

10:00 a.m.—Beach and Pool Session. Coffee.
Ted Miller, chairman for the day.
"Group Hospitalization and Life Programs for Your Employees," Charles Mack.
"Sporting Tips for Higher Income," Group discussion.
"What We Learned on the European Tour," illustrated, Vernon Platt and James Bateman.
"Our Best Promotions in 1958," idea trading post.

10:00 a.m.—Exhibit Hall reopens.
1:00 p.m.—Exhibit Hall closes for midday.
2:00 p.m.—NAAPPB Session resumes.
"You Got to Make a Profit," A. J. Claxton, Pinehurst, N. C.
2:35 p.m.—"Funspot Market Survey and What It Means to You," Thomas Lea Davidson, introduced by Maynard Reuter, publisher of Funspot.
3:00 p.m.—Successful Promotion of 1958, Robert E. Freed, moderator. Don Dazey, George Hamid Jr., George M. Harton, Richard L. Geist, James E. Johnson, Marvin Staton, Don Becker, Ben Sterling, Arthur R. Simmons, Dudley Humphrey, Ferd Clemen, Lawrence V. Stone, Julian Norton.

3:00 p.m.—Exhibit Hall reopens.
4:00 p.m.—"Your Public Relations Are Showing," Paul Jones, National Safety Council.
7:00 p.m.—Exhibit Hall closes.
7:30 p.m.—Annual Banquet and Ball, NAAPPB, Grand Ballroom.

Wednesday, December 3

9:30 a.m.—Registration Desk opens.
10:00 a.m.—Kiddieland Operators' Session.
Panel, "Greater Profits for Your Food and Drink Concessions," Tom Sullivan, moderator; Bert Nathan, Lee Koken, William E. Smith, Phillip Lowe and Spiro J. Pappas.
"Straighten Up and Fry Right," James Wert, Procter & Gamble film slides. Introduction by Bert Nathan.
"Opportunities for Group Hospitalization and Life Insurance Protection Thru Your Association," Charles Mack.
"Hot Idea Session," group participation.
Forum Discussion moderated by Jimmy Thompson, topics to include ride improvements, music, employee contact with patrons and financing equipment purchases.

10:00 a.m.—Beach and Pool Operators' Session. Coffee.
John E. Phillips, chairman for the day.
"New Methods of Artificial Respiration," James H. Car-nahan, American Red Cross.
Forum Discussion.
Problem-Solving Clinic.

10:00 a.m.—Exhibit Hall reopens.
1:00 p.m.—Exhibit Hall closes.
2:00 p.m.—NAAPPB session resumes, Louis XVI Room.
"Automation for Survival," Richard L. Geist.
"Food Is Your Fortune," Phillip Lowe, National Association of Concessionaires.
Gamble film slides. Introduction by Bert Nathan.

2:25 p.m.—Past Presidents' Panel.
Fred W. Pearce, A. W. Ketchum, Paul H. Huedepohl, A. B. McSwigan, Edward L. Schott, Arnold B. Gurtler, Harry Batt Sr., Edward J. Carroll, George A. Hamid, Elmer E. Foehl, Don Dazey, Henry G. Bowen, John L. Coleman.

3:00 p.m.—Exhibit Hall reopens.
3:40 p.m.—Movies and Slides about the NAAPPB European Tour and Late Summer Meeting at the Brussels Fair, narrated by John S. Bowman.
4:14 p.m.—Service Awards Announcements, William J. Tarr.
4:30 p.m.—Adjournment.
7:00 p.m.—Exhibit Hall closes.

New Fun Zone To Open in '59 At PNE Grounds

VANCOUVER, B. C. — A new amusement park scheduled to open in May is the 17-ride permanent fun zone on the grounds of Pacific National Exhibition here.

The amusement area was scheduled to open last year, but construction was delayed and the park did not operate except as the midway for the PNE. Hereafter it will be a full-season park.

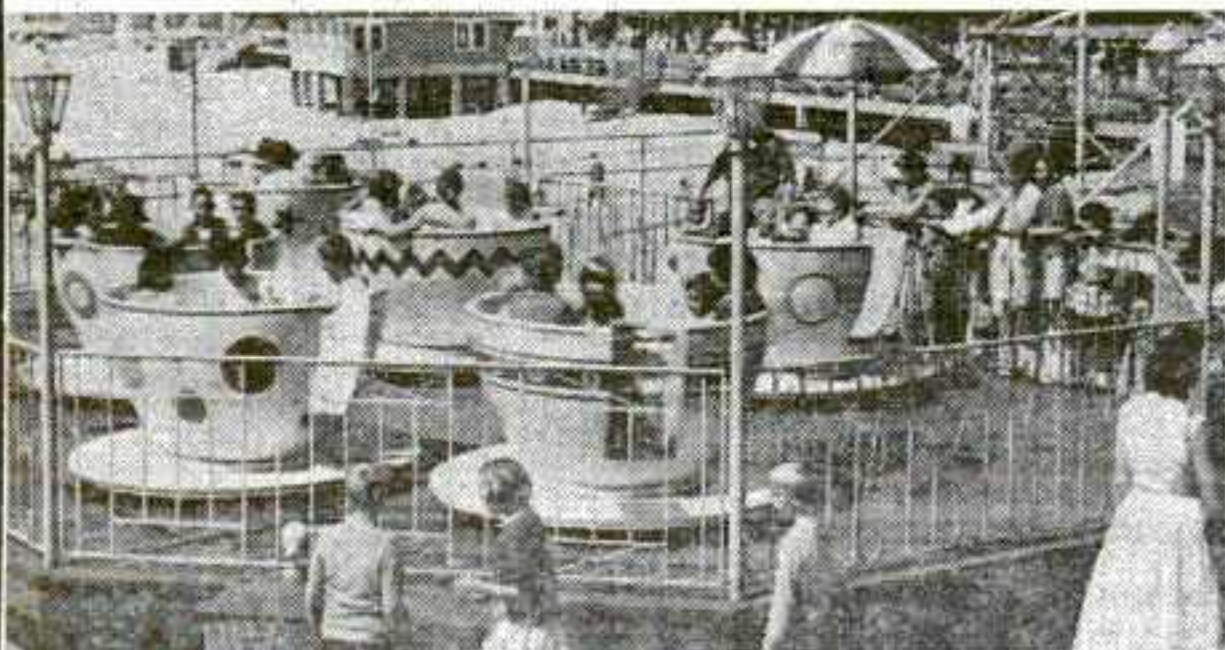
The Burrard Amusements, Ltd., operators of the new million-dollar nine-acre park, did a terrific business during the PNE. G. P. (Jerry) Mackey, Denver Burtenshaw and Bob Bollinger are the owners and operators. This trio went all out during the past summer in building the new park and attained a terrific gross on their rides and concessions. The amusement park boasts 11 major rides, 6 permanent kiddie rides, 14 permanent concessions, a restaurant and several smaller food concessions. Feature ride is the Roller Coaster, which is proclaimed as being one of North America's highest and fastest coasters.

The three owners of Burrard Amusements, Ltd., are well known in outdoor show business. Mackey is a concessionaire, Burtenshaw a Pacific Northwest restaurant and cafeteria operator, and Bollinger a ride operator. On January 1 Dave Dauphinee, amusement manager at Pacific National Exhibition, is leaving the exhibition after 21 years of service to join Burrard Amusements, Ltd., in the capacity of general manager.

Burrard Amusements, Ltd., also secured the contracts several weeks ago for Oregon's 100-Year Celebration which will be held in Portland for next year for 100 days, June 10-September 17, to furnish all rides, shows, attractions and concessions for this event.

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Large swimming pool, 90x300 ft., and bath house which accommodates 1,000 people, this in need of some repairs.
One 5-room bungalow with year-round occupancy. Two other cottages and several other bldgs., including a Merry-Go-Round bldg. in good condition and several concession bldgs. also in good condition.
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Atty. John Papicoll, Meadville, Pa., Phone 56-261, or Phone 3408 at Andover, Ohio.

Palisades Slates

Continued from page 68

name imprinted thereon. They will be handed to workers as permanent season passes, entitling them to the same 60-cent deal upon presentation at the park.

Continuing will be disk jockey shows, free dancing and circus acts during the season.

A major improvement will be the conversion of the salt water pool filters from sand to coal and lining all filters with cement to prevent rust. In addition, a trough installed at the waterfall will con-

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Gooding Spot

Continued from page 68

joint, pitch-til-you-win and souvenirs, and Lil Franklin, Fascination.

The staff includes Floyd Gooding, president; Hal Eifort, general manager; Ned Skinner picnic advisor; Chick Franklin, publicity director; Bill Davis, maintenance; Jo York, electrical department; Larry McCartney, office and Emmet McCartney, utility.

tain violet rays to treat the water. This will cut by 90 per cent the usage of chlorine, Rosenthal said.

Rosenthal said that the usual lures of new rides can become wearing on patrons, and the effort to come up with a genuinely new attraction, plus the availability of the building, resulted in the slenderizing salon decision. It will be promoted heavily and will tie in with low-calorie foods and liquids.

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Cristiani Contracts Washington, Atlanta Shrine Engagements

Wins Ex-Hamid-Morton Dates; Sets Miami for Winter Show

SARASOTA, Fla. — Cristiani Bros.' Circus has contracted to play Atlanta for the Yaarab Shrine Temple and Washington, D. C., for the Almas Shrine Temple. Both stands will be played under canvas this spring.

The Washington date will be

CHS Elects Directors

CAMDEN, O.—Run-off elections in the Circus Historical Society have determined the line-up of directors for various districts. Harry Simpson, election commissioner, announced these winners: District 1, Richard Conover; 2, Roy F. Arnold; 3, Paul Ruddell; 4, Fred Bailey Thompson; 5, Sverre Braathen; 6, Bette Leonard; 7, Glen R. Draper; 8, Bob Taber; 9, E. W. Cripps; and 10, Edward Graves.

Brazilian Touring Africa

CAGUS, Puerto Rico — Circo Brasil, which just completed a tour of Puerto Rico, left recently for Dakar, where it will be the most of the French possessions in Africa. It has a new tent from U. S. Tent, Sarasota, for the tour. Acts include lions, chimps, bears and elephants. The show is owned by Antolin Garcia, who also owns Circo Romano, Circo Real Spadoni, Circo Garcia and Palacio de Aluminio, all in Brazil.

Polack Sets Baltimore Mark; New Sponsor at Philadelphia

PHILADELPHIA—After breaking an 11-year record in Baltimore, Polack Bros.' Circus came to Philadelphia for a three-day run (14-16) that launches the final month of its 1958 tour.

Both dates formerly were played by Polack's Eastern unit. Baltimore again was for Shrine, but in Philadelphia the Junior League is sponsor for the first time. James Rison was in charge of the advance promotion at Baltimore, and Dixie Hebert handled Philadelphia.

Louis Stern estimated a total attendance of 100,000 during the six days at Baltimore (3-8). Capacity houses were the rule, and several shows had turnaways.

Polack jumped to Baltimore from Jacksonville, Fla., also a former Eastern unit date, where a strong advance sale pushed business ahead of last year despite showers that cut matinee attendance both days. It was the final outdoor date of the season.

Prior to Jacksonville, a five-day date at San Antonio built up to a weekend of sellouts and turnaways that produced a gross considerably in excess of last year's. Mickey Blue and Bill Kay wound up their 1958 season at San Antonio and Jacksonville respectively.

Show has been having long moves since leaving the Pacific

played for several days in May. The Cristiani show signed the date thru negotiations handled by Howard Y. Barry, associate of the circus. Paul Cristiani, general manager of the circus, said that the show and Shrine had reached general agreement four weeks ago and that the contract was signed two weeks ago. Still to be worked out is the exact number of days. The show will use the same grounds in Washington that have been used by Ringling in years past.

For the past several years the Washington Shrine sponsored the Hamid-Morton Circus.

Atlanta also is a former Hamid-Morton date, but it was played by Polack and Wilson Storey in the past two seasons. It was signed this time by Lucio Cristiani and Paul Cristiani.

The Cristiani show will open its season with a stand of about a week in Atlanta. Paul Cristiani said last week that will be in early April.

Among other cities on the Cristiani route are Milwaukee, Davenport and Cleveland, Cristiani stated.

Meanwhile, the circus is set to open its mid-winter Florida tour. That gets under way January 9 at Miami, when the sponsor will be TV's Jim Dooley's Fishing Club. Lot will be near the center of the city. Stand will be for 10 days, and the Cristiani show has eight other towns also booked. A few more may be added.

J. C. Rosenheim contracted the stands for Milwaukee, Cleveland and Davenport.

Coast late in September. From Camp Pendleton, Calif., jump was made to Odessa, Tex., then to Oklahoma City, to Harlingen and Edinburg in the Rio Grande Valley, to Denver, and back to San Antonio.

A heavy weekend put over the seven-day run at Denver. At Harlingen, show had its biggest day in the 11 years it has played the Rio Grande Valley.

Buster Cronin, Veteran Mgr., Dies at 78

LOS ANGELES—Sylvester L. (Buster) Cronin, veteran circus manager and one-time owner of his own show, died here Saturday (15). He would have been 79 years old on November 25.

A native of Hartford City, Ind., he managed the Hagenbeck-Wallace Circus under Jerry Mugivan and the Sells-Floto show under Zack Terrell. He was also manager of the Al G. Barnes Circus which closed in 1937 and in the late 1940's the Clyde Beatty show.

In 1944, Cronin organized his own show and played an extended engagement here using a cantilever tent and presenting in the European manner.

Cronin was active in the Pacific Coast Showmen's Association, serving as its president in 1934. Since then, he served on the board of governors and as chairman of committees on bylaws, nominations and legislation.

He is survived by his widow, Dorothy, and a brother.

At Wednesday (19) services, which brought a large turnout of show people, pallbearers were Theo Forstall, Turner Johnson, Frank Chicarelli, Jimmy Wood, Steve Vaughn and Leonard Karsh. Burial was in the PCSA cemetery plot in Evergreen Cemetery.

Staff Named At Ft. Worth Shrine Show

FORT WORTH —Fort Worth Shrine Circus got under way here Friday (21) and continues thru Sunday (30). Chairman Victor Thornton heads the show, with Bob Atterbury, general director; Charles Basile, assistant director; Izzy Cervone, band; Hal Sands, productions, and Dorothy Conova, dancing.

A goal of 100,000 paid admissions has been set, and the advance ticket sales opened at a pace above last year's. Publicity is being handled by Walter Downing. Happy Kellems is in charge of the clowns. Don Coates is equestrian director.

Hagen on Holiday

LIBERTY, TEX.—Under the sponsorship of the Optimist Club, Hagen Bros.' Circus will make an afternoon and night performance here on November 27, Thanksgiving Day.

HALL OF FAME HONORS LEITZEL, 14 OTHERS

SARASOTA—The late Lillian Leitzel, star aerialist of the Ringling circus, was named to receive the Circus Hall of Fame's first annual Award of Merit.

The citation heads a list of 15 made by the Hall of Fame after receiving nominations from circus people and circus fans in balloting several months ago.

Salute to Leitzel and the Hall of Fame is scheduled to be televised on the Dave Garroway's "Today" program Tuesday (25).

Winners of Achievement Awards in several classifications were announced also by Victor Sabattini, president, and Lloyd Mader, director of the Circus Hall of Fame here. The classes and winners are:

- Best wire-walking troupe, the Great Wallendas.
- Best wild animal act, Clyde Beatty.
- Best circus handmaster, Merle Evans.
- Most versatile circus family, the Cristiani Family.
- Best wire walker, male, Harold Alzana.
- Best wire walker, female, Josephine Berosini.
- Best performing clown, Otto Griebing.
- Best producing clown, Paul Jung.
- Best flying return act, the Flying Malkos.
- Best horse act, Charles Mrowkowski.
- Best circus book, John and Alice Durant.

Named for special awards for service to the circus were the late A. Morton Smith, of Gainesville Community Circus, and the late George Chindahl, CFA historian. The Hall of Fame also is citing Col. B. J. Palmer for his contributions to the display material to the exhibit here.

The Award of Merit is set up as a permanent honor to the greatest names in circusdom. It is intended that one name will be added each year. Runners-up in this year's first selection, in order, were Charles Siegrist, Antoinette Concello, Fred Bradna and Alfredo Godona.

The Awards of Achievement for the various other persons are made on an annual basis, with these citations being based on the 1957 season. Mader said new polling will get under way shortly to select 1959 awards on the basis of the 1958 season. Those results may be ready in April.

Members of the Awards Committee are L. Mitchell White, Harry B. Chipman, Homer L. DeGolyer, Eric C. Wilson, Dr. H. H. Conley, Herbert Georg, Fred D. Pfening, John Yancey, Col. B. J. Palmer, Herman Linden and Henry T. Hutchinson.

Hagen Closing Strong Tour; New Quarters

FREEPORT, Tex. — Hagen Bros.' Circus will close its season here November 29 and go into quarters at the fairgrounds in Alice, Tex. This stand will be a super-market tie-in rather than the usual auspices.

Southern territory has been consistently good for the show, it was reported. Show was strengthened thru the addition of the Dubsy Troupe as well as three clowns and the Tanit Iako acts. Latter was used as a concert most of the season, but added to the big show in late weeks.

General Agent Joe McMahon has two agents, Charles Cuthbert and J. E. Hill, contracting for 1959.

Museum Group Launches Drive For \$150,000

BARABOO, Wis. — A campaign to raise \$150,000 for the Circus World Museum will open December 1, with C. P. Fox, Oconomowoc, as general chairman, and with The Milwaukee Journal taking a leading role in the project.

The Cole Bros.' "America" steam calliope wagon is being donated to the museum by Fred Hainer, Milwaukee, and this likely will be tied in with the campaign.

Court Conlee, Milwaukee Journal promotion manager, is aiding in the campaign. A 12-page brochure in color has been prepared and it will be used in the fund solicitations. About 5,000 will be mailed to manufacturers, Chambers of Commerce and to circus fans.

The entire campaign is a function of Wisconsin State Historical Society, which will use the \$150,000 in carrying out plans it has for redeveloping the former Ringling quarters here as a tourist museum and entertainment area.

The museum already owns much circus material, a number of antique parade wagons and a former Ringling building here. Another building is to be purchased soon, with others to be added later. Work on the first building includes new flooring and new paint. Wagons are being refurbished.

In addition to Fox the committee includes Gov. Gaylord Nelson, honorary chairman; Clark Wilkinson, treasurer; Don McNeil, Historical Society, and Joe T. Johnson, president of the Milwaukee Company, who is chairman of the charge of special gifts committee.

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EDWARDS' ODYSSEY

European Circuses Displaying Strong, Varied Performances

By JUSTUS EDWARDS

Altho I travel 11 months each year for Polack Bros.' Circus, I wanted to do a different kind of traveling so I took a leave of absence last summer and went to Europe.

I saw as many circuses as I could find in 12 countries in 14 weeks. Not that I neglected tourist attractions or other forms of entertainment. But to avoid being an aimless tourist, I wanted to look for circuses. I found 36 of them between arrival at Lisbon in May and departure from London in August.

I concluded the circus in Europe had problems, too. Said Carl Sembach, of Germany's Circus Krone, "This business gets each year more difficult." Owners complained about rising costs and blamed TV if business was bad. Old-timers longed for past glories, and fans deplored tendencies to break with tradition. Laymen talked in the same vague way as they do in the States: "Circuses? Not many left anymore."

Yet numerically, the European circus still seemed strong. There must be 200 shows, maybe more. My guess is the 36 I visited are less than half the total in free Europe, and there probably are a great many more behind the iron curtain. At the Russian circus I saw in Brussels someone told me the Soviet Union alone has 80 circuses.

Only seven of the circuses I saw were in buildings; all the other 29 were under canvas. All but one had one ring, true to European form. In seating capacity they ranged from 1,500 to 6,000.

Big Liberty Acts

I was overwhelmed by the number of horses and variety of breeds

with many shows. Krone was carrying 80 head, not to mention several dozen ponies, burros, zebras and zebroids, and had 32 more on lease to other shows.

In the first half of Franz Althoff a group of 12 Arabians were followed by 24 Lipizzans divided among three rings; in the second half 48 horses of assorted breeds appeared in one magnificent number. It was not unusual to see two or more Liberty displays in one show, and sometimes there would be a series of equine performances in one display, as in "La Cavalerie" of Amar.

In contrast high school displays never had more than four horses; occasionally just one. But there was no lack of quality. Finest school riding was in Schumann's Spanish-themed "Feria de Primavera" by Pauline, Albert and Max Schumann and Douglas Kossmeyer.

Roman Riders

There was considerable bareback riding, too. Early in the program there would be "voltige" or "pas de deux" by a team, with the girl doing classic poses while held by the man as he rode Roman-standing on two horses. Of the bareback troupes, biggest and best was the Enrico Caroli family of six men and four girls with Williams. Now and then there were spirited Roman-standing teams with a third horse from the opposite direction "threading the needle." Most exciting of all the equestrian acts were the Cossack riders of the Russian circus.

Stable tents, open to public inspection, were neat and orderly, each stall bearing the name and breed of the horse. Before I saw all these fine exhibitions of horse-flesh, I had no idea there were so

many Lipizzans this side of Vienna's Spanish Riding Academy, which I was fortunate enough to visit. There also were lots of Arabians. Strassburger featured Friesians, their sleek blackness accentuated by white trappings.

Cart Horse Act

Chipperfield's had a troupe of English Shire carthorses. Handsome bay horses of a Norwegian breed turned up now and then, outstanding because of their roached two-tone manes. There were frequent strings of flashy black-and-white spotted horses, which in Germany were called pantherchecken or tiger horses. It was a startling sight to see six of these being trained with six elephants in a new act by Franz Althoff.

Biggest elephant herds were Krone's 16, Franz Althoff's 13 and Williams' 11. Half a dozen shows lacked elephants entirely. Of the rest, better than half had less than five and several had but one. Elephant acts tended toward novelty.

Americano was using Billy Smart's five "technicolored" elephants, each one dyed a different color—an idea not as effective as it sounds. The five on Smart's own show wore comedy costumes in a rock and roll number. One of Oskar Fischer's three with Sarasani sported a derby hat and tuxedo jacket; another cranked a grind organ; the third made a telephone call. Hans Kossmeyer's with Scott formed a musical trio with piano, trumpet and drums. Knie's two with Rebernigg told time and did arithmetic problems like a pick-out pony. The five on Knie's own show had few conventional props but used logs to demonstrate how elephants are used as beasts of burden in Asia. One of Bertram Mills' foursome, among the smallest seen, entered the ring in an oversized jeep.

Three-Foot Stands

I saw three elephants in Europe doing one-foot stands, but none seemed to get the hind quarters as high as Mac MacDonald's Opal with Polack. One with Amar did her foot stand on a revolving pedestal.

Exotic animal displays were standard on many shows, tho they varied in make-up. Barum's collection consisted of four zebras, four guanacoes, three camels, a llama, a zebu and a yak. A similarly varied group on Busch-Berlin featured a guanaco leaping over a llama and a zebu. Three brown and three white camels with riders participated in the camel quadrille of Willy Hagenbeck. Eight zebroids and eight dromedaries made up Krone's exotic combination.

The eight camels, two llamas and two zebras of Franz Althoff's "Exotische Potpourri" were escorted each by a horseman as they drilled around three buffalo-type animals spaced equidistant in the middle of the arena, one a watussi with a horns spread of five feet. Billy Smart's "world's largest group of performing camels" consisted of nine animals with girl riders, directed by a man on horseback.

Chipperfield's used special paper to advertise its exotic finale, that included seven camels with girl riders, six llamas, two giraffes and a hippopotamus (one of three hippos I saw in circus rings). Bertram Mills had four zebras performing

(Continued on page 82)

Miller in Texas

SAN ANTONIO—The Paul A. Miller Wild Animal Circus made a stand here at the Plaza De Las Palmas shopping center, played November 11-16. It is free for shoppers at the center.

Beatty in Quarters After 'Best Tour'

DE LAND, Fla.—The Clyde Beatty Circus returned to its winter quarters at the fairgrounds here Tuesday (4) after the most successful season in the history of the show, according to the owners. The final performance was given in Palatka, Fla., Sunday (3). Attendance held strong until the wind-up.

Opening at Palisades Park, N. J., April 2, the show was on the road 210 days. Twenty-two States and two Canadian Provinces were visited in the 14,628 miles. The show played 20 Sundays. It traveled as far north as Val d'Or, Que., and as far west as Albuquerque, N. M. The most southern point was reached at Miami, where a three-day engagement was played to enormous business.

The owners, Jerry Collins, Randolph Calhoun, Frank McClosky and Walter Kernan, were on hand at the closing performances. They announced that for the coming season the show would be enlarged. New seats, floats and other equipment are scheduled. The shops will be opened December 29, according to Walter Kernan.

Floyd King, general agent, is working from his home at Macon, Ga., for a few weeks. He recently returned from a trip to the Northwest and California. Jimmy Woods, connected with several West Coast amusement enterprises, caught the show at its closing stand, as did Harry Hunt and James H. Drew Jr.

Staff Destinations

Frank McClosky, general manager, De Land; Walter Kernan, manager, and Robert (Bob) Reynolds, superintendent, Sarasota; Floyd King, general agent, Macon, Ga.; Frank Orman, legal adjuster, Orlando, Fla.

Edna Antes, office, Sarasota; W. M. Petty, auditor, Los Angeles; C. R. (Buck) Regar, national advertising, and his wife, Omaha; Neil Burke, contracting agent; Bill Lewis, downtown tickets, and Bill Webster, Sarasota. Karl Knudson, 24-hour, Los Angeles. Walter McClosky, Sarasota; William Sheets, Macon, and Arthur E. Bitters, Tampa.

Side Show

Bill English and family, Side Show manager, Sarasota; Charles Hunter, Washington; Don Leslie, Miami; Carlos Leal and Charles Roark, Macon; Moran Correll Burch, Sarasota; Dave Mullaney, Boston, and Emmett Hickman, Zanesville, O.

D. L. Conrad and W. J. Roy, mechanics, New Brighton, Pa.

3 Shows Set For Miami In January

MIAMI — A competitive circus situation has shaped up here for January. First in is Cristiani Bros. Circus, booked for a 10-day engagement starting January 9.

On January 16 a three-day repeat of the Junior Museum Show at Tropical Park will be promoted by Dave Endy with Frank Wirth as producer. The event did well in 1958, despite soggy weather.

Ringling is due to follow in the new Exhibition Hall at Miami Beach, for 10 days.

Raymond Aguilar, who has just finished the season as musical director on the Beatty show, will play the Shrine in Macon, Ga. He plans to visit his home in California and then return to Florida.

Raymond Aguilar, San Bernardino, Calif.; Fred Raymond, Portland, Me.; Frank Ballou, Jacksonville; Tom Wilson, Seattle; Jack Evans, Delco, N. C.; Carl Wahrmand, Dallas; Charles Mahoney, Jacksonville; Sam Steffan, Brownsville, Tex.; Carl Hunter, Brockton, Mass., and Tom Adair, Great Falls, Mont.

Performers

Clyde Beatty, Hollywood, Calif.; Count Nicholas and Alice Nicholas, Sarasota; Alex Konyot, Fort Lauderdale, Fla.; Josephine Berosini, Miami; Hugo Zucchini and family, Tampa, and Herb and Chata Weber, New York.

The Segura Family, Madrid, Spain; Gaona Family, New Orleans; Coleen Alpaugh, Los Angeles; Rosalie Nicholas, the Joannides Family, Audrey Nordine, Julian and Maria Armosi and the Three Namedils, all to Sarasota.

Eddie Dullum, Long Beach, Calif.; Ernie Burch, Sarasota; Lou Nagy, New York; Harry Dann, Sarasota; Jose Cueto, New Orleans; Merlin Hinkle, Los Angeles; Frankie Saluto, Oklahoma City; Cucciolo Rizzi and family, Sarasota, and Jimmy O'Dell, De Land.

Big Top Crew

George Werner, boss canvasman, Millstadt, Ill.; Bob Watley, Macon, Ga.; Thomas Fitzpatrick, Willy Sanders and A. R. Bentley, all to De Land, Fla.; Clarence Phelps, Sarasota, and Tommy Clarke, De Land.

John Trimay, Champaign, Ill.; George Scott, De Land; Edward Maynard, Macon; Jack and Betty Britton, Los Angeles; Paul Fisher and William Hill, Sarasota; Camel Nordine, Houston, Tex.; Frank Smith, Jake Besser and Lou Gustov, Sarasota.

Advance Department

Arthur E. Bitters, manager, Tampa; James Clark, Kokomo, Ind.; Robert Miles, Water Valley, Miss.; Walter L. Clark, Sylacauga, Ala.; Robert A. Johnson, Chattanooga; Robert Chaffin, Monticello, Ga.; Andrew Campbell, Providence, R. I.; John Fulghum, Richmond, Va.; Robert Cain, Milwaukee; Gordon Curran, Tampa; Fred Massey, Great Falls, Mont.; Kenneth Fondrie, Milwaukee, and James Crews, Tampa.

WANTED**NEW TENT CIRCUS NEEDS CONTRACTING AGENTS**

Capable of setting top auspices. Experienced men who can produce, apply at once.

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The Billboard, 1564 Broadway
New York 36, N. Y.

POLICE DEAL

Phonemen who phone me now will be able to start on Police Circus opening January 18 for Police Dept. of one of the nation's largest cities. Can use five good men and NOW for Annual Grotto Benefit Show—\$28,000.00 in repeat sales. Phones in—program—UPC's—pay daily.

Contact
CURTIS MASTERS
Phone: Mohawk 5796
BUFFALO, N. Y.

10 PHONEMEN

Exp., sober for UPC licensed deals, Adv. Tx. operate all Southwest, year around. Top comm. Also room mgrs. needed. Write or phone TOM (no collect), JA 3-4892 or PG #418, Houston, Texas.

20—PHONEMEN—20

Vet and police deal. All repeats.
1903 LaGrange St., Toledo, Ohio.
Phone: Cherry 6-5582.
No collect calls.
Come in—Duncan, Varvel, Browning.

Want Acts of All Kinds

Especially Want

TOP NAME ACT

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SHRINE CIRCUS**TANGIER TEMPLE—OMAHA****APRIL 13 thru 19, 1959**

CONTACT: Rink Wright or James D. Carpenter
Hotel Sherman—Nov. 29-Dec. 4, 1958

WRITE: Rink Wright, producer Phone: 285
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Wanting Chicago Representation

Contact

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32 W. Randolph Street, Chicago, Ill.
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WINTER IN SUNNY CALIFORNIA

Need experienced Phone Salesmen for oldest and best established specialized publications in Southern California. (Negro, Jewish, Nat. Guard, Italian, etc.) Permanent. Plenty repeat calls. Kmetz edition now working.

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WANTED PROMOTERS WITH CREWS
 My towns are set and phones in. Good auspices. Books, Banner, Tickets. Steady work — Wis., Ill., Mich., Minn. **SID HARRIS, Call Me.**
BOB NEWMAN
 Alpine 7-4877
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Clyde Beatty Circus
 1958 route. Complete with mileage, data, etc. If takes you through 21 States and two Canadian Provinces from opening at Palsades Park, N. J., to close at Palatka, Fla., Nov. 2. Just off the press. Every showman will want a copy. Postpaid \$1.
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KELLY & MORRIS CIRCUS
 Can use good Agent capable booking organized shopping center circus. Also Agent for circus, 1959. Can use two good Promotional Directors with crews for year-round work if you can get money not excuses. Wire replies: Western Union, Quitman, Ga., where I can call you. Do not call.
BILL MORRIS

PHONEMEN
 Can place 15 men Dec. 1. Need 4 men now. Banners, UPC's. Pay daily. Steady work thru '59.
MEARL N. JOHNSON
 Phone: WY 7-5161, Ashtabula, Ohio. From Nov. 27-30, call Saginaw, Mich., PL 4-7737. No collects from anyone.

3 PHONEMEN WANTED
 Xmas deal for kids. Office open. Phones in. Book, carded, \$15,000 in new taps. Very strong sponsor. Yearly deal. I have other spots to follow. 20% pay daily.
 Call **RAY LANIER**
 at Redwood 5-5364 (days), Utica, N. Y.

WANTED GIRL THRILL SHOW DRIVERS
 State salary desired and experience.
BOX 186
 The Billboard, 1564 Broadway
 New York 36, N. Y.

HUNT BROS.' CIRCUS
 Wants for 1959 Season Musicians, all instruments; Feature Acts and Clowns. CAN USE GOOD COOK to join at once in quarters as well as on the road.
 Phone: HYacinth 9-9825
 Burlington, N. J.

2—PHONEMEN—2
 UPC's and banners. Top auspices. Phones in. City carded. Daily draw. No collects.
DAVE HARDING
 WO 4-7042 Camden, N. J.

TELEPHONE SALESMAN
 For repeat Christmas deal. Experienced in Radio and TV. Legitimate year 'round bookings, by long established agency. Interested in salesman accustomed to high type selling and earnings. This is the first replacement in four years.
BOX D-72
 e/o The Billboard, Cincinnati 22, Ohio

PHONEMEN GILL McCOY
 call **ANDerson 3-5310**

2—PHONEMEN—2
 For towns in the surrounding parishes to the city of New Orleans (no New Orleans solicitation). Top auspices with local identity — live in New Orleans. Have two phones open for a series of good spots where you can write \$150 a day; however, if you don't know how to handle yourself around right people, forget this spot. No collects; advance on arrival. **JACK MURRAY, MAGNolia 7632, New Orleans 12, La.**

TELEPHONE MEN—2
 Fake charge of established veterans' paper. Thousands of renewals for Christmas.
HARRY F. KEHOE
 617 1/2 W. 33rd St. Kansas City, Mo.
 (Phone: Je. 1-0644)
 You pay yours, I'll pay mine.

Stevens Joined By Napolitano In Bailey Bros.

GAINESVILLE, Tex. — Richard A. Napolitano, of Chicago, is a new co-owner of the Bailey Bros. Circus, it was announced last week by Bob Stevens, co-owner and manager.

Stevens said that the show plans to open in March and will concentrate on booking Shrine auspices. Rolling stock will be increased to four show-owned trucks plus private vehicles. A nylon backdrop 240 feet long will be in use on the ball park dates.

Napolitano operates the All State Concession Company of Chicago, where he is a member of the State Legislature. His father had the balloon concession at the Century of Progress, and the son operates concessions at several Shrine shows and fairs.

Stevens said that he will start booking shortly and that he will go to Mexico December 1, to buy wardrobe for a spec and to hire acts.

He also revealed that other staff members will include Harry Hammond, office, and Milt Robbins, announcer.

Charles Hunt Resting From N. Y. Surgery

NEW YORK — Charles Hunt Jr., of Hunt Bros. Circus, went into University Hospital on East 20th Street for two operations intended to relieve his arthritic condition. He expected to be recuperating there for at least two weeks during which time he hopes to hear from his many friends.

The Hunt show has agents out in New England, with Harry Hunt contracting as usual around the New Jersey and Pennsylvania territory. So far, he reported, close to half the season is under contract.

Gray Opening Dallas Date

DALLAS — Gil Gray Circus opens at Dallas Auditorium here Tuesday (25) and continues thru Saturday (29) under Lions Club auspices. Show equipment and personnel will be included as a unit in the merchants' Santa Claus arrival parade.

Juarez Fair For Ringling

JUAREZ, Mexico — Ringling-Barnum Circus played to light and fair houses here for three days (8-10). Using the 6,000-seat Balderas bull ring, the show had night houses of 5,249 and 5,987, plus another one with 2,494. Afternoon houses were 1,823, 2,377 and 2,116. A third show on Sunday was canceled.

Evelyn Curry, back in action after her injury in Tennessee several months ago, features a group of cats which are half tiger and half lion. . . . Tom Inabinette, Harlingen, Tex., visited with Ringling show personnel. He also caught the Houston Shrine date. Howard Suesz also visited the Houston show while en route to the Hagen show in Louisiana.

UNDER THE MARQUEE

By TOM PARKINSON

Visiting Polack at Baltimore were Honey Shyretto, Vin Carey, Beverly Ann Kneavel, the Rudy Rudy-noffs and the Rudy Rudy-noffs Jr., Beryl Ott, Claire and Tony Conway. . . . J. W. Hartigan Jr., Morgantown, W. Va., writes that impersonator Russell Long worked three days at a Pittsburgh store recently.

Henry Brunk, who operates Brunk's Comedians in the summer, was manager of the Clyde Bros. Circus in its late-season weeks. . . . Rex Williams now has charge of the baby elephant act and mixed animal act on the Clyde show. These formerly were worked by Toni Smaha.

The F. A. Boudinots, Chicago, recently visited the Charles Velvin Turners of Villa Rica, Ga. The Turners are planning to return to St. Louis. . . . When the Orrin Davenport show played Utica, N. Y., CFA Roger Towne visited with Merle Evans, Roland Tiebor and the Konyots.

CFA Alan Davidson, Chicago, caught the Ringling advance in Phoenix and talked with Harry Davies, Felix and Amelia Adler and Chuck Burnes. . . . Clown Pappy Kerr played Westgate Shopping Center, Asheville, N. C. . . . Clowns at the Toledo Shrine show included Ray Sinclair, Charley Cheer, Dime Wilson, Al Ackerman, Larry Beiner and John Burke.

David King writes from Cedar Rapids, Ia., that he plans to take a stageman out for Christmas season bookings. Included will be: King, vent; Herbert W. McNeil, Punch; Bobby Key, juggling; Amazing Del Ray, dancing troupe, and Bobby and Bonny Brokofsky, clowns.

Billy Powell and Gee Gee Engesser have been playing fairs for a Chicago agent and appeared at half time at the Navy-Tulane football game in a ceremony to welcome Alaska into the Union. Gee Gee worked her Alaskan Huskies act to the music of combined navy bands totaling 385 musicians. They will be in Dallas for the holidays, then at Grand Rapids for Orrin Davenport and sports shows for the Shilling office. They are getting a custom-built trailer with kennels in the rear, and they are buying some property near Logansport, Ind.

Buck Leahy, clown contortionist, completed the season with Mills Bros. and then joined Hagen Bros. . . . Jim Nordmark, Sedro Woolley, Wash., spent some time this summer with Sello Bros. and with Carson-Barnes.

Making Al Martin's Worcester, Mass., Grotto circus, November 16-22, were Five Amandas, Rhodins, Hunt Bros.' Elephants, Blackstone Magician Troupe, Florida Trio, Noble Trio and clowns Jerry Bangs and Hal Haviland.

Tom Parker, who had last year's Cristiani date in Chicago, is making his new office a full-time business, having resigned from his position with Time and Life after two years. He has about 12 dates for a Christmas play in Chicago suburbs, with plans for other shows in the works.

Eddie Arvida, who was injured in a fall with Clyde Bros. on its opening day at Rockford, Ill., writes that he was released from the hospital there in mid-October and is at home in Camden, N. J. He credits Carl Wallenda with saving him from more serious injuries in his 35-foot fall.

When John A. Strong Jr. and Mrs. Strong named their infant son John Augustus Jones Strong, the father declared that one king of the small circuses was J. Augustus Jones and that "maybe we have another one." The Strongs have the John A. Strong Circus in California.


Visiting Polack Bros. at Baltimore were Bill Fusebaugh, Johnny Fulghum, Bert Sheldon, Frank Greene, Dutch Hill, Charles Miles, Katherine Gardner, Michael Larkin, Mr. and Mrs. James Keegan, J. J. Sauer and Dr. and Mrs. William Mann.

Bill Bailey is doing a Santa Claus date for a store in Memphis. . . . Bette Leonard is fully recovered and out of the hospital.

Circus people in Gainesville, Tex., at this time are Bob Stevens and family, Dolly Jacobs, Hazel King, Arthur (Bum) Henry; Bertha, Jimmy and Dolly Connors; Ed and Eltie Widaman, the Riding Dorchesteres, the Riding Christiansens, the Platos, Denny Pinson, Charley Lewis, and Glenn, Ethel, Shirley and Patricia Henry.

Jim Stutz is framing a new exhibit and will open at Houston for the fat stock show after the holidays. He has sold his Hitler's Armored Limousine, which is currently on the World of Mirth Shows.

Earl Shipley caught the Beatty show in Saratoga, Tampa and St. Petersburg, and also writes that the Buck Rogers, of the Beatty show, recently visited at the Shipley home. . . . Emmett Kelly was one of the featured acts to appear in a variety show under Jubilesta auspices of the Tampa Police Department.



HAROLD BROS.

CIRCUS

MAY WE TAKE THIS OPPORTUNITY TO EXPRESS OUR PROFOUND GRATITUDE TO THOSE FRIENDS—TOO NUMEROUS TO NAME—WHOSE ABSOLUTE CONFIDENCE IN OUR ABILITY AND INTEGRITY PROMPTED THEM TO BOOK OUR BRAND-NEW SHOW, SIGHT UNSEEN.

TO OUR LOYAL CO-WORKERS WHOSE FAITH AND COOPERATION MADE EVERY 1958 ENGAGEMENT AN OUTSTANDING SUCCESS — OUR MOST SINCERE THANKS AND APPRECIATION.

OVERWHELMING PUBLIC ACCEPTANCE OF OUR SHOW AND GREATLY INCREASED REVENUES TO ALL SPONSORS PROVE THAT THERE IS NO SUBSTITUTE FOR TALENT.

OUR MANY BOOKINGS OF NEW AND REPEAT DATES FOR 1959 PROVE THE COMPLETE SATISFACTION OF THIS YEAR'S SPONSORS AND THE ENTHUSIASM OF OUR NEW ONES.

A FEW DATES ARE STILL AVAILABLE FOR 1959, AND WE ARE NOW BOOKING FOR 1960 AND 1961

PERFORMERS: WE ARE PLANNING TWO SHOWS (POSSIBLY FOR 1959, DEFINITELY FOR LATER) AND WANT TO HEAR FROM TOP QUALITY ACTS. SECOND ACTS CONSIDERED ONLY IF THEY ARE OUTSTANDING.

2765 Ringling Blvd., Sarasota, Fla. Ringling 7-9868

AMERICA'S NEWEST CIRCUS

SHOWMEN'S LEAGUE MAPS BUSY MEETING SCHEDULE

To Honor Duffield at Prexy Party; Bill Carsky Slated for Presidency

CHICAGO — The Showmen's League of America will honor its officers, present and future, will elect new ones and will entertain hundreds of outdoor showfolk during the meetings to be held here in Chicago the week after Thanksgiving.

During the conventions a president will be named to succeed Jack Duffield, 1958 head of the League. Duffield will be honored at the annual President's Party on Sunday evening (30) and the high point of the social season will be reached on Wednesday evening (3) with the 46th annual banquet and ball set for that evening.

The League and others in the outdoor entertainment industry will pay tribute to Duffield at the President's Party in the Grand Ballroom of the Hotel Sherman. William (Bill) Carsky, League first vice-president, is chairman of the event, assisted by Maurice (Lefty) Ohren, a past-president.

Committeemen for this event include Ed Levinson, chairman of tickets, assisted by Noble Case, William Hetlich, Neil Webb and Petey Pivor. Herb Dotten is in charge of public relations, assisted by Nat Green, Al Sweeney, Harry Duncan, Mickey Blue, Dave Friedman and Benedict Garmisa. Max Brantman will head up the reception committee which has as members, Tom Sharkey, Harold Barrows, Sam Solomon, Charles Magid and Jack Benjamin.

Entertainment

Co-Chairmen of entertainment are Charles Hogan, Marcus Glaser and Norman Schlossberg. On the committee are Pat De Carlo, Harry Greben, Paul Marr, Sam Levy, Ernie Young, George B. Flint, Charles Zemater, Lou Breese, Ernie Fast, L. N. Fleckels, Dave Malcolm, Chick Schloss, Les Lear,

SLA Legion Post Elects Chick Schloss

CHICAGO — H. S. (Chick) Schloss was elected commander of the Al Sopenar Showmen's League of America Post of the American Legion here recently. He succeeds Earl T. Shipley.

John (Sheik) Lempart was named senior vice-commander; Harry G. Cherniak, junior vice-commander; Manuel Blasco, adjutant; Harold Barrows, finance officer; Sam Arenz, chaplain; Richard Pronath, sergeant at arms, and William Glickman, post historian.

Shipley will be added to the executive committee which also includes Jack Duffield, Jimmy Stanton, Charles Owens, Lou Keller, Bernie Mendelson, John P. Wulf, Max Brantman, Jack Hawthorne and Al Sweeney, all past commanders. Also Dr. J. M. Dugas, James P. Sullivan, Manuel Blasco, Harry Cherniak, Sam Glickman, Harry Ross, Carl Sedlmayr Jr., Harold Barrows, Max Friedman, Robert Revolt, David Goldfin, Mickey Stark and Al Rossman.



JACK DUFFIELD

Joe Higgins, George Hamid and Frank Taylor. Stage co-ordinators are Sam Ward, Dick Ware, Jimmie Stanton and Lou Leonard.

Sam J. Levy Jr., is chairman of the banquet and ball with two co-chairmen, Charles (Chuck) Zemater Jr., and Frank Taylor. Harry Julius is in charge of reservations and tickets and Louis J. Berger handles the program. Assisting Berger are John Lempart, Hy Neitlich, Harry Ross, Al Rossman, John Gallagan Jr., and Dave Friedman.

The election of officers will be held on Monday, December 1 at 2 p.m. in the League's clubrooms at 300 West Randolph Street. Candidates are William Carsky, president; Paul Olson, first vice-president; Ed Sopenar, second vice-president; Lou Dufour, third vice-president; Bernie Mendelson, treasurer, and Hank Shelby as secretary. The last named two are up for re-election. Sam J. Levy Sr., a past-president, is up for a five-year term as trustee.

Nominated to the board of directors are Douglas K. Baldwin, Louis Berger, Mickey Blue, Max

(Continued on page 77)

Gooding Calls '58 Season a Good One

Reports Many Records Established; Wild Mouse Scores Big Winnings

COLUMBUS, O.—The Gooding Amusement Company closed its 60th season here after racking up greater gains than in any other year in its history, F. E. Gooding, president, announced here last week.

Despite bad weather at many major fairs and celebrations and business cuts in some territories hurt by economic conditions, final returns proved many records were broken, he pointed out.

The organization, which owns over 100 rides and booked an additional 30 independent devices, also had a total of almost 50 back-end shows and fielded 11 units during the season.

The Wild Mouse, presented at State fairs in Ohio, Missouri and Tennessee, as well as those in Atlanta and Pensacola, Fla., exceeded all expectations in its popularity and financial return.

Independent ride owners who shared in the success included Ben Hirsch, Earl Ingalls, Lowell Staph, Stewart Relyea, Charles Garvin, Mervin Barackman, Hal Wilson, Teo Zacchini, Earl (Bud) Lipps,

Rod Link, W. T. Brownell, Tom Hickey and Fred Thurnberg Jr.

Shows presented under the Gooding banner were headed by Johnny Mack Brown, well-known movie and TV star, with his own Western revue. Others were Joy Purvis' Star and Garter Revue, Charles Hodges' Side Show and Rock and Roll revue, Jack Hatcher's Motordrome, Teo Zacchini's Funhouse, Eddie Pederero's Abominable Snowman and Monkey Drome, Bob Burns' Torture Show, Mark Williams' Nightmare Alley and Collette, Betty and Dock Hartwick, snakes and turtles; Brownell's Pigmy Horses, Sylvia Warren's Arcade, Gilbert Tracey's animal show, Erickson's Pigmy Horses and Snake Show, William Lauther's Ghost Ship, Milo Anthony's snake, pinhead and freak shows; Luxton Arcade, Emmet and Percilla Stoffel's Wild Life Show, Harvey Wilson Sr.'s Glasshouse, Strunk's freaks, Bennet's small man, Sharp's Zoo, Casey's Hall of Mirrors, the Stey Funhouse, Ingall's Funhouse, Stephens' Motordrome, the Black-

(Continued on page 77)

SLA PROGRAM SCHEDULE

CHICAGO — A brief run-down on activities of the Showmen's League of America during convention week is as follows:

Friday, November 28 thru Wednesday, December 3 — Open house in the clubrooms, 300 West Randolph Street.

Saturday, November 29 — Regular meeting, Bal Tabarin, Hotel Sherman, 7:30 p.m.

Sunday, November 30 — Memorial Services, Bal Tabarin, Hotel Sherman, 1:30 p.m.

Sunday, November 30 — President's Party, Grand Ballroom, Hotel Sherman, 6 p.m.

Monday, December 1 — Election of officers, clubrooms, 300 West Randolph Street, 2 p.m.

Wednesday, December 3 — Forty-Sixth Annual Banquet and Ball, Grand Ballroom, Hotel Sherman, 6:30 p.m.

Thursday, December 4 — Annual meeting and installation of officers, Louis XVI Room, Hotel Sherman, 8 p.m.

Registration — Hotel Sherman lobby, November 30 thru December 3.

Midwest Club Sets Jan. 5 Banquet-Ball

MINNEAPOLIS — The Midwest Showmen's Association will hold its annual banquet and ball January 5 in the Radisson Hotel here, William T. Collins, president, announced. Preston Lambert is chairman of the event.

The club's nominating committee will meet in Chicago at the Collins headquarters room on November 30.

364 LISTED

Plaque Drive Grosses Over 37G for SLA

CHICAGO — The Building Fund Plaque committee of the Showmen's League of America will wind up its drive during the outdoor meetings here and the tablet will be dedicated in the near future.

The drive has been in operation for two years and during that time over \$37,000 has been raised in addition to \$1,600 in donations. A total of 338 names have already been paid for in full with 26 additional pledges.

Carl J. Sedlmayr is chairman and J. W. (Patty) Conklin Canadian chairman of the committee. On the committees are Mickey Blue, William T. Collins, Frank R. Conklin, Frank P. Duffield, Lou Dufour, Hal Eifort, Max Friedman, Floyd Gooding, Harry Julius, Jack Kweit, Morris Lipsky, Maurice Ohren, Paul Olson, George Paige, Robert (Bob) Parker, Al Rossman, Jack Ruback, C. J. Sedlmayr Jr., Ed Sopenar, Louis Stern, J. P. (Jimmy) Sullivan, Ned Torti and Ben Weiss.

Phoenix Club Ball Dec. 15

PHOENIX, Ariz.—The annual banquet of the Arizona Showmen's Association will be held Monday evening, December 15, according to a club spokesman. The date originally had been announced by the club as on December 16.

Arizona State Fair Up 10% for Siebrand

PHOENIX, Ariz. — Siebrand Bros.' Circus & Carnival closed its 1958 season at the Arizona State Fair here with business for the 12-day event approximately 10 per cent over 1957, P. W. Siebrand, co-owner of the show, said. The fair closed Tuesday (11).

Siebrand explained that per-day business was seemingly on a par with 1957, when the fair ran 10 days. The increase in total revenue, he added, was from the two extra days.

The show furnished the free

show on the Plaza stage as well as a big top, obtained from Crafts Shows, along with the midway rides.

Condition of Kurt Smetona, known professionally as Strody, was reported as good at press time. He fell during the closing seconds of his wire act at the mid-afternoon show Saturday (1) and was reported to have suffered head injuries that kept him out of the performances for the remaining portion of the fair. Smetona, it was said, successfully underwent surgery at a local hospital early last week.

Game concessionaires on the carnival midway generally reported that business for the State Fair run was either good or up. Lloyd Hilligoss, of Blash & Hilligoss, which had 11 game concessions, including ceramic pitches and two shows, declared that the gross was "satisfactory." Margaret Farmer, with three bear pitches, said that her take was better than in 1957. Steve Vaughn declared that "it held its own."

Pete Kortess, playing the date for the third consecutive year with his Side Show, had a larger gross than last year. His attractions included Vernon (Tiny) Miller, fat man; Jesus Gonzales, seal boy; Stanley Marye, sword swallower; Joan E. Morrett, electric girl; Jules Gaubert, pinhead; Eko and Iko, sheephead

(Continued on page 76)

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MSA Forms Slate— Prell for 3d Vice

MIAMI — Joe Prell of Prell's Broadway Shows was placed in the order of succession for the Miami Showmen's Association, when the nominating committee brought in its slate of officers and directors at the Monday (17) meeting. Prell, currently second vice-president of the club in New York, was proposed for third vice-president.

Other officers will move up in accordance with the usual practice, barring the appearance of any independent tickets. Also new on the slate will be Phil Cook, former executive secretary who is proposed for assistant secretary.

John Vivona, first vice-president, is due to become president at the installations following the annual banquet. The nominating committee, with John Campi as chairman, included A. R. (Dutch) Whiteside, Jim Stabile, A. R. (Rhody) Ridings, Harry Weiss, John Hoffman, and Phil Cook.

The slate is as follows:

President, John Vivona; vice-presidents (in order), Harry (Buster) Westbrook, Mel G. Dodson and Joe Prell; secretary, A. R. Whiteside; assistant secretary, Phil Cook; treasurer, Alton Pierson, and assistant treasurer, William J. Tucker.

50 Directors Named

Board of directors: Raymond Blumberg, William C. Bryant, John Campi, S. Tommy Carson, Is Cetlin, Richard Coleman, Danny Dell, Jack Essner, Nate Farber, David Fineman, Pat Finerty, Ben Glasberg, George Gordon, Specs Groscurth, Joe Ross, Al Howard, H. William Jones, Murray Leavitt, Willie Lish, Harry Modele, Abe Prell, Louis A. Rice, Mike Roman, Harry Schieber, Calude Sechrest.

Also, Lloyd Serfass, Rim Stabile, Max Sharp, Irving Sherman, William Tara, L. I. Thomas, Dom Vivona, Rip Weinkle, Harry Weiss, Jack Weiss, John Wilson, Charles Wright, Harry Katz, Rhody Riding, Art Lewis, Lewis Bell, Roland Page, Bucky Allen, Tony Mason, Dutch Saltus, Bob Negus, Max Pincus, Max Goodman, Joe Marchiano and Newell Taylor.

Chi Showfolks Set Dec. 5 Fall Party

CHICAGO — The Chicago chapter of Show Folks of America will hold its annual fall party here in the Hotel North Park on December 5, George B. Flint, president, announced.

The club's Christmas party will be held December 21, also in the Hotel North Park, with a seven-course turkey dinner as the main attraction.

Serving on the fall festival committee are Marguerite Horan, Helen Jean, Flint, Lucian Kapp, Peggy Richards, Oliver Englund, Bill Hetlich, Dorothea Sullivan, Harry Frazier, Charles Stewart, William Robertson, Lena Toy, Etta Coulthard, Grace Lynn, Clara Paulson, Emma Kapp, Estelle Flint, Dora Ring, Ida Crosby, Caroline Thacker, Lillian Robertson, Martha Lewis, Mrs. Emerson, Ann Lynch, Agnes Kessler and Lillian Lawrence.

Arcade Men Flocking to N. Y. Club

Tap New Source; Add Jim Farley To Banquet Dais

NEW YORK — Dozens of membership applications from arcade people have been brought into the National Showmen's Association as a result of activities of members active in that phase of showbusiness.

A solicitation was made at a recent meeting of the Arcade Operators Association of Greater New York, which resulted in a flood of applications being taken up. Representing the show club were Charles Rubenstein, Sam Wertheimer, Max Schaeffer, Leo Willens and Frank Shork.

At Wednesday's (19) meeting it was brought out that more than 600 persons will be at the banquet Wednesday (26) in the Hotel Commodore's ballroom on the basis of advance reservations. Also discussed was the fund-raising, which indicated a record total of year-book ads would be attained during the administration of Jeff Harris as president.

Harris presided from the dais Wednesday, being flanked by La McKee, first vice-president; Joe Prell, second vice-president; Morris Vivona, secretary; Charles Rubenstein, treasurer, Louis D. King, chaplain, and Dr. Herman Cohen, club physician.

Gerald Snellens reported the acceptance of a banquet invitation from James Farley, president of Coca-Cola Export Corporation and nationally known political figure.

Vivonas Contract Charleston Return

Second Engagement Awarded; List of Assigned Fairs Extended With 10 Set

CHARLESTON, S. C. — The Exchange Club Fair has been awarded for a second straight year to the Amusements of America, bringing the show's list of contracted fair dates to 10 on the eve of the convention circuit.

The Vivona clan will go into the booking period in the best shape in years, with a couple of additional fairs also set for 1959 but not ready for announcement yet, General Agent Morris Vivona reported.

Robert Scarborough, head of the fair committee here, said paid admissions this season were 10,000 higher than for the previous year, when an announced total of 100,000 was given. He said the committee was "well pleased" with Amusements of America. Number of rides and shows reportedly exceeded any total of the past five years.

Scarborough reported that shows expressing an interest in the date included Cetlin & Wilson, World of Mirth, Marks, and Manning. It had been played for decades by the James E. Strates Shows. Dates for 1959 are tentatively set for Monday thru Saturday of the final week in October.

The Vivonas have contracted

Morris Vivona, attending his first meeting of the season, presented a \$400 check. He reminded the club that his brother, John, is incoming president of Miami Showmen's Association, which prevented a more equitable share of fund raising proceeds of the past season.

Bedford, Leighton and Hughesville, Pa.; Charleston, Sumter and Lancaster, S. C.; Burlington and Statesville, N. C., and Cumberland and Hagerstown, Md. Announcements are pending on other Southern dates, possibly for release during convention time.

Equipment is stored at the fairgrounds in Sumter. Manager John Vivona and family are in Miami, where he will be installed this winter as president of the Miami Showmen's Association. Phil Vivona on Saturday (29) will be married to Carol Jean Mac Isaac, of Leaksville, N. C., in St. Joseph of the Hills Catholic Church, Spray, N. C.

League Sets Memorial

CHICAGO — Members and friends of the Showmen's League of America will pay tribute to its deceased at annual memorial services to be held here Sunday afternoon, November 30, in the Bal Tabarin of the Hotel Sherman.

Ed Sopenar, third vice-president of the League and chairman of the services, announced they would get under way at 1:30 p.m.

Assisting Sopenar will be a committee made up of Hy Neitlich, Max Brantman, Harry Cherniak, Tom Sharkey, Jimmy Campbell, Chick Bohdan, Harold Barrows and Isaac Malitz.

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Canadian Assn. Ball Pulls Strong Turnout

MONTREAL — Canadian outdoor showmen turned out in good numbers for the 12th annual banquet and ball of the Canadian Showmen's Association held here Tuesday (11) in the Queen's Hotel. A special train was chartered from Toronto to bring members and guests from that branch to the event.

J. W. (Patty) Conklin served as toastmaster and presented gold life membership cards to H. E. Dubois, William Harding, J. Rooney, O. Drouin, Y. Monette, R. Dicosimo, K. Rifkin, A. Saien, Howard Jones, R. Genest and Ed Nicholls. Conklin also turned over two checks, each for \$766, to the two chapters, the money being profits from jam-

borees held at Quebec City and London, Ont., fairs.

Mrs. Christine Faith was elected Miss Carnival for 1958 and was crowned by Mrs. J. Rooney, last year's queen. Plaques for good work were presented to Vera Prockin, Harry Jones, Abe Levy, William Baker and William Dicosimo. Mrs. Christine Faith presented the club with a \$100 check to be placed in a trust fund until a building fund is started.

Seated at the speaker's table were Conklin, Mr. and Mrs. P. A. Marco, Mr. and Mrs. A. Zaien, Mr. and Mrs. Howard Jones, Mr. and Mrs. K. Rifkin, Mr. and Mrs. Don Pitcher, Y. Monette, Alex Roulard, Mr. and Mrs. Romeo Genest, A. Rivard, S. J. Young, H. E. Dubois, Eug Brouillet and Mr. and Mrs. Guinard.

Marco was presented with a five-piece engraved silver coffee and tea set.

Dancing followed the floorshow.

Phoebe Carsky Elected Prez By SLA Fems

CHICAGO — Phoebe Carsky will be installed as president of the Ladies' Auxiliary of the Showmen's League of America on November 30 in the Downtown Clubroom of the Hotel Sherman. She succeeds Dorothy Kennedy.

Also to take office are Ethel Wadoz, first vice-president; Jeanette Martindale, second vice-president; Bess Hamid, third vice-president; Evelyn Hock, treasurer, and Elsie Miller, secretary.

Named to the board of governors are Myrtle Hutt, Rose Page, Mae Smith, Monica Baress, Margaret Pugh, Agnes Smith, Kittie Doolan, Grace Weiner, Bella Lazar, Etta Henderson, Lucille Anthony, Lillian Lawrence, Katie Little, Martha Moss and Alda McCue.

The ladies will hold open house during the convention from November 30 thru December 2 in the Emerald Room of the Hotel Sherman. The past president's dinner will be held on the evening of December 2. The regular weekly meeting will be held on Friday, November 28 in the Emerald Room of the Hotel Sherman.

St. Louis Fem Club Elects Elsie Wear

ST. LOUIS — Elsie Wear has been named president of the Missouri Show Women's Club succeeding Marguerite Lohmar in the top position.

Also elected were Barbara McGinley, Catherine Oliver and Leonora Gdynia, vice-presidents; Virginia Von Brehren, secretary; Rose Brown, treasurer; Margaret Horn, social secretary; Opal Voss, sergeant at arms, and Helen Germain, chaplain.

Out-of-town directors are Anna Jane Bunting, Esther Speroni, Bea Dunn, Betty Hutchinson, Betty Proper, Dorothy Williams, Winifred Hottle, Dorothy Malbin and Elsie Calvert Kennedy. Local directors are Marguerite Lohmar, Florence Cobb, Gertrude Donnelly, Estelle Regan, Clara Campbell, Mary Thompson, Peggy Grimm, Bea Dawson, Florence Creeley, Lotis Francis, Sally Prevost, Verma Schantz and Teresa Sidenberg.

MIDWAY CONFAB

Capt. Bill Forkum, manager of the dynamite casket free act, reports a good season, having had the act on 22 shows in the Midwest and South. Working with him is Miss Smokey Lee. Act will work winter spots out of Delray Beach, Fla.

Harry Failor, electrician on Fuzzell's United Shows, is back as operator of the Skylark Drive-In Theater, Ocala, Fla. . . . Osmond S. (Swede) Olsen is back at his Mobile home where he is recuperating from injuries suffered in an auto crash. . . . Gilda Lee was called home recently by the illness of her mother, who is in Oschner Foundation Hospital, New Orleans.

Sailor Bob and his daughter, Peggie, are working their parakeets, dogs and magic in schools following the close of the John

Miller Amusement Doing Okay On Florida Spots

PALATKA, Fla.—Miller Amusement Enterprises chalked up a winning week at Putnam County Fair here, November 10-15. On the lot were 10 rides, 30-odd concessions and 6 shows. Show has played four Florida dates with three more to go. After the first of the year, a route of South Florida dates will be played previous to the regular Northern season.

The origination, out of La Grange, Ill., is owned by Charles E. Miller. Winter headquarters is at Pompano Beach, Fla. The Miller show does not function as an organized carnival during the summer season, but concentrates on committee-sponsored spots with five or six units in action. Their first showing as a complete carnival was the Labor Day date at Calumet City, Ill., followed by Evansville, Ind.

General Manager Fred Merker termed business highly satisfactory all season despite a few bad weather breaks. Merker, manager, agent, secretary and general overseer, is assisted by veteran ride superintendent Jack Kelly.

Back end shows at the Palatka fair were the Amos Young Funhouse managed by Mr. and Mrs. Melvin Miller; the Nat and Dot Mercy Snake Show; Harvey Wilson's Glass House; the Irene Burton Wild Life exhibit; Marcello Rocca, Globe of Death, and the Noell's Ark boxing and wrestling gorillas.

Roster of concessionaires includes Neal Carlin, 18 stores; Fred

Cole's bingo, Ernie Kaapunf, jewelry, photos and ice cream; Earl Fisher, pottery; Nellie Murphy, Bob Maury, Kennie Donaldson, Ralph Wysong, Ed. Tweedle and Mr. Zingo, plus a number of local independents.

Next season will feature the successful formula used in the past with the enterprise working closely with churches, civic clubs and fraternal bodies. Most dates will be repeats, some of which go back as much as 30 years. Normal territory is in the greater Chicago area and the nearby Midwest with a late-season swing into the South.

RIDES FOR SALE

- 1 Sunshine 3-car Choo Choo . . . \$ 900
- 1 Sunshine 4-Car Choo Choo . . . 1000
- 1 Hurlbut Train . . . 3500
- 1 Renslaer Train, like new . . . 2250
- 2 Smith & Smith J.G.T. . . . each 1750
- 1 Allan Herschell Auto . . . 750
- 1 Allan Herschell Boat . . . 3000
- 1 Allan Herschell Little Dipper . . . 3500
- 1 Allan Herschell Little Dipper . . . 4000
- 1 Tubs O' Fun . . . 1750
- 1 Spillman 32' Merry-Go-Round . . . 4500
- 1 A.H. 2 abreast, 36' . . . 7500
- 1 A.H. 2 abreast, 36' . . . 8500
- 1 Spillman 3 abreast, 42' . . . 9500
- 3 #5 Wheels . . . 3850 to 6500
- 1 #16 Wheel, like new . . . 9500
- 1 Dairy Queen Trailer . . . 2500
- 1 12-car Scooter Ride . . . 12000
- 1 Flying Scooter Ride . . . 7000

Transportation available on Wheels and Merry-Go-Rounds. Terms if rated.
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1 Allan Herschell Auto Ride
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Terms arranged to responsible parties.
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Girl Show, also Snake or Geek Show. One Mitt Camp. Place Pin Store Agent. Want Hunky Punks of all kinds. Out all winter.
MERCHANTS JUBILEE SHOWS
Madisonville, Tex., this week.

CLUB ACTIVITIES

Hot Springs Showmen's Association

Vivian Zimdars served as president at the regular meeting in the absence of June Reynolds. Also on the platform were Evelyn Rinaldi, Bonnie Wheatley, Rose Marie Stein and Jackie Wilcox, with the last named giving the invocation. A silver tea was given by Shirley Bazinet for President Reynolds. Memorial services will be held November 23, with Millie Wilson to represent the Auxiliary. Joan Canipe was given a surprise shower and house warming. Alice Hennies is home after a trip to Houston. Martha Moss will represent the club at the installation of Showmen's League Auxiliary officers in Chicago, while Alice Hennies will represent the club at the doings of the Caravans, Inc.

Miami Showmen's Association

MIAMI — The 238th regular meeting was presided over on November 17 by John Vivona, first vice-president, in the absence of president Ben Weiss. Martin M. Weiss, executive secretary, was called on to read the regular ticket for 1959 which was decided by the nominating committee at 1:15 p.m. that day. On the dais were Harry Westbrook, second vice-president; Mel Dodson, third vice-president; A. R. Whiteside, secretary; Paul Prell, assistant secretary; Alton Pierson, treasurer, and William J. Tucker, assistant treasurer. Past presidents and others invited to the dais included Sam Prell, William Cowan, Leo Bistany, Dave Endy, Art Lewis, Sam Solomon, Louis A. (Stretch) Rice, and Jack Weiss.

Rites for Olsen Draw Many Showfolk Friends

ORLANDO, Fla.—All departments of the James E. Strates Shows were heavily represented at the funeral of Elmer W. (Mike) Olsen, and many visiting showmen and friends also attended the services Thursday (13) in Hawthorne Funeral Home. Services were conducted by the Rev. Osborne R. Littleford, of Cathedral Church of St. Paul, with interment in Greenwood Cemetery here. Pallbearers, all members of the show, were James E. Thompson, Ernie Dellabate, Jack De Marco, Edmund Pasco, Otto Stonecipher and Hubert Smith. Olsen, general superintendent of the Strates carnival, died November 7 and had been with Strates 38 years.

Partial list of those attending final rites were Mr. and Mrs. James E. Strates, Mr. and Mrs. E. James Strates, Allan A. Travers, Mr. and Mrs. Howard D. Parker, Mr. and Mrs. Paul Buchanan, Mr. and Mrs. T. A. Evans, Mr. and Mrs. Clifford Ralyea, Mr. and Mrs. L. D. Powers, Mr. and Mrs. Charles Tedman, Ben Braunstein, Frances Fournier, Jack and Bonnie Norman, E. Laurance Phillips, Mrs. Hody Jones, Nick Bozimis, Mr. and Mrs. Jack De Marco, William Stillman, Ernie Dellabate, James Yotes, Mr. and Mrs. Russell Pelaguin, Mr. and Mrs. James Thompson, Dorothy Anderson, Mr. and Mrs. John Garrett, Mr. and Mrs. D. E. Truax, Mr. and Mrs. Frank Napiearski, John B. Simpson, Bertha (Gyp) McDaniels, R. B. Murphy, G. V. Thomas.

Mr. and Mrs. T. W. Kelly, Charles Guttermuth, Mr. and Mrs. Jerome Lash, James Montgomery, Katherine and Carol Napiearski, William J. Kuhns, Jack O. Cox, George F. Lewis, Diana Butts, Mr. and Mrs. W. E. Roscoe, Ann and John Asel, Clifford Alden, Mr. and Mrs. C. B. Mourchess, Mr. and Mrs. John B. Pettus, John E. McGuire, Max Lorenz, Bill Phipps, C. E. Duffey, Mr. and Mrs. Wayne Kingsley, Ed Pasco, George W. Murray, Walter Lumpkin, Tommy and Sandra Pettus, Winford Murphy, David L. Herb, B. T. Washington, Mrs. H. T. Scarboro, Mrs. Honey Lee Cominsky, George W. Ryan, Mr. and Mrs. W. S. Paster-

czyk, Mr. and Mrs. William Dearie, Mr. and Mrs. Otto Stonecipher, Sheriff Dave Starr, Victoria Spellman, Mr. and Mrs. Robert Dewey, Mr. and Mrs. Jimmy Williams, Mrs. Edna Rukin, Clarence E. Duffey, Henry Brooks, Jackie Thompson, Joseph Pascel, Roonie Geurero, Kayton Scarboro and Starr and Adele De Belle.

Durham Now Chosen for N. C. Meeting

CHARLOTTE — The North Carolina fair meeting will be held in Durham this year rather than at the traditional location, Raleigh's Sir Walter Hotel, secretary J. Sib Dorton reports. Date is January 15-16 in the Washington Duke Hotel, Durham. It is understood the advancement of the Georgia meeting to January 12 made it impossible for the North Carolina group to reserve the Sir Walter. Georgia, South Carolina, North Carolina and Richmond always dovetail their dates to assist attractions people.

'58 Good Season

Continued from page 74
hall fat show and Blom's big steer show and five-legged calf. Unit managers and secretaries for the Gooding company were John Enright, manager; Joe Gaskill, secretary-treasurer, Unit 1. Gerald Frantz, manager; Lee Frantz, secretary-treasurer, Unit 2. Hal Eifort, general manager; S. B. (Hap) Berkshire, secretary-treasurer; Charlie O'Brien, ride superintendent, Unit 3. Joel Kempner, Unit 4. Bert Miner, manager; Alma Miner, office, Unit 5. Bill Liesure, manager; Kay Liesure, secretary-treasurer. Delmar Groves, manager; Pricella Groves, office, Ray Riffle, manager; Eva Riffle, secretary-treasurer, Unit 8; Charles Pottoroff, manager; Julia Pottoroff, office. Harry Moore, manager; Patience Moore, office, Unit 10.

Personnel at the executive offices here include Gooding, Doris Relyea, office manager and executive secretary; Anna Ried, bookkeeper; Wilma McCartney, payroll clerk; Lyn Esterline, secretary to Gooding; Bob Cashner, superintendent of concessions and assistant agent, and C. W. (Chick) Franklin, publicity director.

Factory heads are Chuck Clymer, in charge of building operations; George Bouic, chief mechanic, assisted by Ted Smith and Frank Gray.

'TICKET AVE.' OUTSIDE PLANT IN SHAMOKIN

SHAMOKIN, Pa.—Instead of cutting the usual ribbon, National Ticket Company officials cut a roll of tickets when Willow Avenue was renamed Ticket Avenue outside its plant here. It was felt the change will enable out-of-town customers to locate the factory and offices quickly. The ticket "ribbon" was cut by Alphonse (Fons) Conway, board chairman, and the intersection is now known as Ticket Avenue and Pearl Street.

Showmen's League

Continued from page 74
Brantman, Elmer Byrnes, John Campi, Noble Case, William T. Collins, James F. Conklin, Hadji Delgarian, Herb Dotten, Hal Eifort, George B. Flint, John Gallagan Jr., Benedict Garmisa, Ken Garman, C. C. (Specks) Groscurth, Eph Glosser, Morris Haft, Jeff Harris, William Kaplan, Andy Kasin, Al Kaufman, Jack Kwiet, Lou Leonard. Ed Levinson, Sam J. Levy Jr., R. H. McIntosh, Gerald Mackey, Chuck Magid, P. A. Marco, Art Morse, Harold Paddock, Dave Picard, Harry Ross, David Russell, Jack Ruback, Harry Shore, Rudy Singer, Norman Schlossberg, Lloyd Thomas, Bernard Thomas, Sam Ward, Sol Wasserman, E. W. (Slim) Wells, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody and Charles Zemater Sr.

New officers will be installed at the annual meeting on Thursday, December 4 in the Louis XVI Room of the Hotel Sherman.

The League's clubrooms at 300 West Randolph Street, will be open to members and friends from November 28 thru December 3.

The organization, in conjunction with The Billboard, will again operate a Servicenter in the lobby of the Sherman. Registration of SLA members will be handled there by Bill Hetlich assisted by Whitey Lehrter, Ed Levinson, and George Johnson.



KIDDIE BOAT RIDE 41,432 RIDERS IN 11 DAYS

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("A" Circuit)
E. I. Clarke, President Mrs. Letta Walsh, Secretary
Edmonton, Alta., Canada Saskatoon, Sask., Canada
Place: Macdonald Hotel, Edmonton, Alta., Canada
Time: January 16-17-18, 1959

NOTICE

To all operators of custard machines and/or mobile frozen desserts manufacturing plants.
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State Dairy Supervision Division

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| 25 Rolls 18.75 | | 8,000 9.60 | |
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Opening this week for rest of season. All who wrote contact or come on. Need Glass Pitch and Pitch-Till-You-Win, Mug Joint and Fishpond, all Prize-Every-Time Games. Also can use Funhouse or any small Shows. Contact
MANAGER
1712 Southwest Road Sanford, Fla.

14 COUNTRIES

CNE Builds Intl. Trade Exhib Aspect

TORONTO — The Canadian National Exhibition, while mainly a consumers' fair, capitalized greatly this year on the international trade aspect.

Nearly two entire buildings were devoted to the display of products from 14 countries.

This was the second year, but the success of both the CNE in filling the space and that of the countries involved, augurs well for the scheme to be repeated again next year.

The International Trade aspect was built up to primarily fill in the gap created by the closing of the annual International Trade Fair at the CNE grounds.

Ivan Brodie, manager of the CNE space department, arranged two extra days to precede the opening of the CNE.

These were designated as special international trade days so that importers, jobbers, manufacturers and merchants could have an opportunity to look at new lines of goods available from all over the world.

Exhibition officials, however, found that attendance was not up to expectations during those two days. The businessmen thought it better to come to the buildings on the days when the CNE was open to the public so that they could bring their families. It was found that business in the two buildings was greatest on those days when public attendance was highest.

U. S. Participates

Greatest amount of space was taken by the United States Government, both by the Trade and Commerce Department and the Armed Forces. This was the first time in the history of the CNE the U. S. has exhibited.

The Trade and Commerce Department came not to sell U. S. products, but to show Canadian businessmen how they could best sell their products to the U. S.

The Armed Forces took a great

amount of space to tell the story of U. S. defense. While the joint-defense effort of the U. S. and Canada was not stressed in the exhibits, it was implied. It was strictly a prestige exhibit. The defense exhibit was also shown outdoors.

Missiles and projectiles were shown outside and provided the newspapers with a fair amount of copy.

The U. S. came in fairly late, but they did a good job of displaying their equipment.

Biggest displays were taken by Japan, the United Kingdom, Australia and India. The latter made its first entry into the fair.

In former years the U. S. had concentrated on prestige exhibits, but this year they showed products, thereby creating a great amount of interest by the public.

Score Publicity

Biggest news-space grabbers were India and Japan. Both displays were quite unique. Japan had pretty well lined up its distributors, but Australia and India were looking for assistance in building up trade.

The Japan display occupied nearly 4,000 square feet and was valued at nearly \$100,000. There were 52 different firms participating, ranging from fine Japanese textiles and housewares to optical goods with cameras, an electronic computer, a Japanese auto, scooters and a three-wheel truck.

The whole display was prefabricated in Japan and reassembled here by Japanese trade experts who came over specially.

The exhibit which is planned for next year again, had a special booth for trade inquiries, staffed by members of the Japan Trade Center in Toronto. There was a travel counter for tourist information and a special section featuring photographs of Japanese industries.

Detroit Sees 500G Yearly Arena Deficit

DETROIT — This city will have a permanent \$500,000 deficit in its operating budget as a result of the three key units of the Civic Center now being completed, Mayor Louis C. Miriani estimated last week.

The Veterans' Memorial Building has been operating about six years and the Ford Auditorium was opened last year. They account jointly for about \$200,000 of the deficit. The balance, it was indicated, will come from the \$54,000,000 combination Cobo Hall and Convention Arena, now under construction, with partial completion scheduled for 1960.

Stephen Kish, director of the Civic Center Commission, said that scales of rentals and fees are being set at competitive levels compared to other cities, and estimated average occupancy at 20 to 25 per cent, compared to a 37 per cent necessary to keep out of the red.

Open Forums at Fair Meet

• Continued from page 66

thru Wednesday morning. Dudley T. Fortin, California State Fair, will moderate one of the most timely topics at the start of the Wednesday morning meeting. This is grandstand shows. All phases of this business will be discussed with topics listed being auto races, horse races, thrill shows, fireworks, revues, name personalities, motorcycle races, free grandstands, covered stages and portable stages.

D. Robert Jones, Ohio State Fair, is set to head up the panel on youth, where discussions will center on special days, villages, admission prices, achievement, fun programs, calf scrambles, music, school, baton contests, spelling bees, newspaper throwing, tractor contests and judging systems. The IAFE will draw from the Canadian

Los Angeles Stock Show Pacts Circus

LOS ANGELES—Rudy Bros.' Circus, a championship rodeo and a variety show are among the features to be presented at the Great Western Livestock Show, which opened here Friday (21) for six days, Ralph (Tommy) Enriquez, vice-president, announced.

Admission to the show is free with the entertainment features to be presented as part of the event dedicated to encourage ranchers, 4-H Club and Future Farmer members to produce better livestock. Approximately \$65,000 will be awarded in prizes.

Rudy Bros.' Circus will give two performances nightly at 7:30 and 9 p.m. The free variety show will be presented daily at 1:30 p.m. and the Great Western Championship will be staged on Saturday and Sunday (22-23) at 1:30 p.m. An admission charge will be made for the rodeo.

Final Curtain

• Continued from page 64

three sons, Robert (who with his wife operates a Kiddieland at the Duluth, Minn., Zoo), Richard and John; 13 grandchildren and two great grandchildren. Mrs. Thornton and son, John, plan to continue operations at Riverview and Iowa State Fair, Des Moines.

YARBROUGH—Dr. S. M., 60, CFA member for 25 years and a clown in the original Gainesville Community Circus, at Gainesville, Texas, November 11. Surviving are his widow, Eloise; two sons, S. M. Jr., and David; a daughter, Mrs. Richard Buttolph; two brothers, and two sisters.

MARRIAGES

CAMPI-COOK—William David Campi, concession agent with Royal American Shows, and Bonnie Lee Cook, dancer, October 9 in Greenville, N. C.

FARMER-DAVIS—Peter Farmer and Cecilia Davis recently in Bentonville, Ark.

STRINGER-HAVINS—Gary Stringer, son of Doc and Jackie Stringer, and Debra Havins, daughter of showman Dick Havins, September 28 in Yakima, Wash.

BIRTHS

SNOWDEN—A son, Robert Vincent Jr., October 25 to Mr. and Mrs. Bob Snowden in Jacksonville, Fla. Father is a veteran outdoor showman and importer of animals. Mother is a former night club singer.

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In 1959 what will get money? Our new all aluminum hi-striker. This is a beautiful striker 26-ft. high, guyed out eight ways with airplane cable, indestructible base. Strings of lights on both sides, pennants down each guy wire. There never was such a flash on a hi-striker before, it's SENSATIONAL! Don't put up one, put up two or three and flash a lot of stock.

We have various other games for parks and carnivals. If it's made we make it, and can give you a fair estimate of what percentage of stock it's going to give out.

Gauche racks with pullup will be big again in '59. They were terrific in '58 in spots. Slot roll-downs still hold their own. There is more than one way to work a roll-down now. Pitch blocks are always good items. Punks for punk racks, six sets, and the one ball bottle game with the best aluminum bottle made. Other items too numerous to mention. Write for catalog or see Jr. at the Convention.

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CARNIVALS AND THRILL SHOWS

the

Indiana State Fair

Will receive and consider proposals from Carnivals and Thrill Shows on Dec. 3 for the 1959 Indiana State Fair, Sept. 2 thru 10. Meeting will be in the Administration Building, State Fairgrounds, Indianapolis, beginning at 9:30 A.M., Central Standard Time.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE

Wire on or before December 3, 1958

Earl J. Bailey, Secretary-Manager

Indianapolis 5, Indiana

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ART B. THOMAS SHOWS

Now booking for 1959 season. 10 Fairs, including Western Canada "B" Circuit; Colorado State Fair, Pueblo; South Dakota State Fair, Huron; Clay County Fair, Spencer, Iowa, and Southern Fairs to follow.

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SHOWS: Can place Shows of all kinds with own equipment. Especially want Circus Side Show.

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All contact

BERNARD THOMAS, Mgr.

Hotel Sherman, Chicago, Ill., Nov. 28-Dec. 4; after that permanent address, Lennox, S. D.

Alberta Rodeo Circuit Elects Thompson Prez

HIGH RIVER, Alta. — Lorin Thompson, Medicine Hat, was elected president of the Southern Alberta Rodeo Circuit at the annual meeting. He succeeds Lou Bradley, High River.

Vice-president is Charles Perry, Lethbridge. Bert Gibb, Cardston, was returned as secretary, and Herman Linder, also of Cardston, was returned as general manager of the circuit.

this week's

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NOVEMBER 24, 1958

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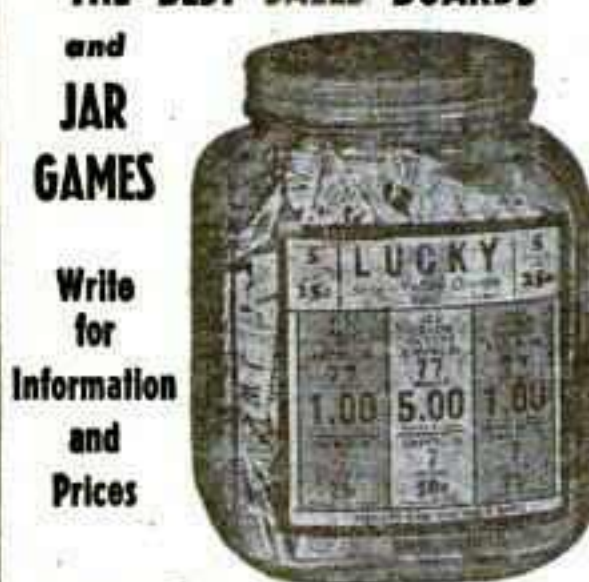
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MISCELLANY

Decorative Tiles Find Many Uses

By IRWIN KIRBY

Specially imprinted tiles are among the attractive merchandise items which are not only decorative around home or business, but also have a functional value. In addition they are useful for gift purposes. High quality domestic ceramic tile coasters, four and a half inches square and felt backed to protect the surface on which they rest, can be had for as little as 55 cents in one-color design (lot of 500) or 60 cents in two colors. The scale brings individual item price down to 32 cents on orders of great size.

Nobody throws out a tile, which is always useful as a support on tables or walls. Virtually any design provided can be transferred to ceramic tile, which is what makes these items so popular as gifts for commercial firms, and as souvenirs.

Cooga Mooga Products, the Pat Boone merchandising firm, has retained Jay Emmett Associates, New York, to represent Boone in the merchandising field. Emmett was involved in licensing operations for Superman and TPA (Television Programs of American) properties. He has already set contracted licenses covering Pat Boone white buck shoes, shirts, sweaters, lamps, publications and jewelry.

One of the better back-yard game sets to hit the market for Christmas giving is the play-bagged volley ball game. In the bag are a vinyl plastic ball and sturdy 12-foot net, plus instructions. Can be strung outdoors or in recreation room, and retails at \$2.98.

A valuable calendar addition is the January 18-23 New York Lamp and Home Furnishing Accessories Show. The 45th semi-annual edition will hold forth both in the Hotel New Yorker and nearby Trade Show Building. The accessories division was successfully added in 1956. Lamps and accessories will be exhibited on the second thru eighth floors of the hotel and second thru sixth floors at the Trade Show Building. The show is open to the trade only; that is, buyers purchasing for resale at the retail level.

A first-time toy is the Space Spinner, take-off on the old, flared-out spinning top used by juggling acts. Ends of a cord are manipulated to keep the top off the ground. It can be spun, thrown and caught and tossed aloft. Retails for 98 cents.

PIPES FOR PITCHMEN

RAY C. HERBERS... writes from Moultrie, Ga., to inform us that he celebrated his 75th birthday on November 7. Just 42 of those years have been spent in the show and pitch business, "and I am neither bragging nor complaining about it," Ray writes. "We left Pennsylvania two months ago to work South Carolina and Georgia. My wife, Madaline E. Ragan, and yours truly ran into J. D. Lance at Caldwell, Ga., where Lance's 'Sam From Alabama' minstrel show was playing. Lance and his wife, Eunice, also operate a truck stop on Highway 341, one mile south of Hawkinsville, Ga. He says the latch string is out to all showfolks at his spot there, which offers ample space for house trailers. Where are you, Hank Fredericks? Would also like to see a pipe from the author of Doc Lushwell and Count Seldom Scott. Madaline's sister, Mary, has been getting some gelt out on the West Coast. She closed her season last week in Phoenix, Ariz. Would also like to see pipes from Doc Frazier and his wife. Chief White Horse and Princess Yellow Robe are back in Pittsburgh after a tour of South Dakota to look over some of their

property. My old teammate on Russell Bros. Circus, Raymond A. Walton, and wife, are now working jewelry and perfume demonstration at dime stores. O. C. Cox and wife, let's hear from you. Madaline and I expect to wind up in Miami around Christmas time."

NEWS NOTES... from Cleveland by Bernard D. Kantor: "Dapper as usual, Eddie Crawford has been pitching portraits here with his typical proficiency. Question of the week: Where is Henry H. Varner, Akron's merchandise impresario? A prize announcement was made from Steve Carko, veteran gyroscopic worker at Kresge's, who announced plans for a uranium prospecting expedition in Colorado this winter. Florida fever is already attacking Elmer Morsal, the 'frenzied financier,' who is expected to take off for the South any day now."

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Men's 3-Rhinestone Rings, boxed 2.50 dz.
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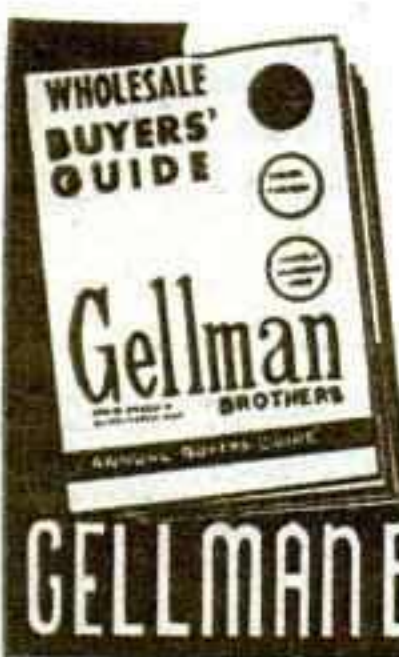
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COMING EVENTS

California

Los Angeles—Stockyards Rodeo, Nov. 29-30.
San Diego—Southern Calif. Marine Assn. Boat Show (Electric Bldg., Balboa Park), Jan. 23-Feb. 1.
San Jose—Santa Clara Valley Boat, Travel & Sport Show (Fairgrounds), Jan. 2-4. Bob Barkhimer.
Turlock—Far West Turkey Show, Dec. 2-4. M. S. Johnson, Chamber of Commerce, 207 Crane Ave.

Colorado

Denver—Denver Auto Show, April 6-11, 1959.
Denver—Denver Rodeo, Jan. 16-24.

Florida

Hollywood—Home Show (Armory), Jan. 24-28. Al Stern, 2007 N. Ocean Blvd.
Miami—Intl. Foreign and Sports Car Show, Jan. 25-Feb. 1, 1959.
Miami Beach—1959 World-Wide Auto Show, Feb. 27-March 8, 1959.
Tampa—Tampa Auto Show, Jan. 22-27, 1959.

Illinois

Chicago—Chicago Auto Show, Jan. 17-26, 1959.
Chicago—International Livestock Expo., Nov. 28-Dec. 6. W. E. Ogilvie.

Louisiana

Cameron—La. Fur & Wildlife Festival, Jan. 16-17. Jerry Wise.
Lafayette—S. La. Mid-Winter Fair, Jan. 15-18. Dr. T. J. Arceneaux.

Michigan

Bay City—Poultry Show, Jan. 15-18. Ben W. Mau.
Detroit—Detroit Auto Show, Nov. 22-30.
Detroit—Junior Livestock Show (Stockyards), Dec. 9-11. G. F. Ridley, 6750 Dix Ave.

Minnesota

Minneapolis—Midwest Auto Show, Jan. 9-13, 1959.
St. Paul—Land-O-Lakes Boat, Vacation & Travel Show (Auditorium), Jan. 16-24. Noel Van Tilburg.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 30-Feb. 8. F. W. Kahler.
St. Louis—St. Louis Auto Show, Nov. 21-30.

New Mexico

Albuquerque—Albuquerque Auto Show, Feb. 19-23, 1959.

New York

New York—Intl. Festival of Pets (Coliseum), Nov. 26-30.
New York—National Motor Boat Show (Coliseum), Jan. 16-25. Joseph E. Ohoates.

Ohio

Cleveland—Mid-America Boat Show (Auditorium), Jan. 3-11. Cleveland Press & Marine Trades Assn.
Columbus—Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), Jan. 18-25.
Toledo—Toledo Home & Travel Show (Auditorium), Jan. 31-Feb. 8. Milt H. Tarioff.

Pennsylvania

Harrisburg—Pa. Farm Show, Jan. 12-16. J. B. McCool.
Harrisburg—Standardbred Horse Sale (Farm Show Bldg.), Nov. 28.
Harrisburg—Feeder Pig Sale (Farm Show Bldg.), Nov. 25.
Harrisburg—4-H Club Tractor Clinic (Farm Show Bldg.), Dec. 8-10.
Philadelphia—Philadelphia Auto Show, Nov. 22-29.
Pittsburgh—Pittsburgh Auto Show, Jan. 10-17, 1959.

Tennessee

Pleasant View—Tobacco Festival, Dec. 12. Lewis H. Hunt.

Texas

El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Fort Worth Rodeo, Jan. 30-Feb. 8.
Houston—Houston Auto Show, Nov. 29-Dec. 7.
Laredo—Washington Birthday Cele., Feb. 18-March 2, 1959. J. George Loos, Mgr., Box 455, Laredo.

Odessa—Sand Hills Stock Show, Jan. 8-11.

Washington
Seattle—National Boat Show (Natl. Guard Armory), Nov. 28-Dec. 7. Hal Hamper.

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Europe's Circuses Show Heft

Continued from page 72

with four ponies and four palominos, adding up to an especially effective number.

Many Polar Bears

Not that all shows had wild animal acts, but those with more than one offset the 10 with none. Franz Althoff presented three simultaneously, with lions, tigers and mixed bears. Polar bears figured in six other groups, including 12

each with Knie, Billy Smart's and Willy Hagenbeck. This Hagenbeck group also contained four Russian and four Himalayan bears for a total of 20 bears. It and a group of four lions and four tigers that preceded it were both produced by Hagenbeck's stepson, Erich Klant of Holland.

Six male lions on Barun were followed by a sensational new mixed group made up of three tigers, three lions, three leopards, two panthers and a black panther. Both acts belonged to Benneweis and were handled by Gerd Siemoneit, a 26-year-old Prussian.

At Blackpool Tower the veteran trainer, Michael Konzelmann, told me why the extraordinary combination I saw there was so similar to one I had seen with Scott. He had broken both of them. In the Knie-owned group at Blackpool were four leopards, three lions, three tigers, two polar bears and two Himalayan bears. They were presented with fine showmanship by Eugen Weidmann.

Wardrobe Varies

Gilbert Houcke, on Krone with seven huge tigers, wore nothing but a leopard skin around his loins. In contrast, the venerable Rudolph Matthies turned out immaculately in striped trousers and cutaway, looked like a diplomat among his eight tigers on Busch-Berlin. Willy Hagenbeck, a massive man of 72, wore white tie and tails in his role of tutor in the big bear act on his show, while a boy and girl of teen age actually cued the animals. Firmin Bouglione, ever so casual in street clothes, presided over the Bouglione mixed group of six leopards, three tigers and one lion, a uniformed assistant being in the arena with him. A lion group of the same show was out because the trainer, Henry Dantes, had been sent to the hospital by an attack from one of the cats the day before.

As for beauty and the beasts, I saw four girls working with lions—Yvonne (Williams), Liliane Siemoneit (Barun), Alla Schweitzer (Franz Althoff) and Jeannette Macdonald (Amar); two with polar bears—Doris Arndt (Knie) and Lilian Daniels (Sarrasani), and one with tigers—Marffa la Corso (Franz Althoff).

The Quiet Approach

Among all the wild animal acts I viewed, I heard not a single shot. Motive of European trainers obviously is to prove how docile ferocious beasts have been made. Often a group of big cats would

have a particularly kittenish member—to be pulled around by the tail or draped around the trainer's neck. White-haired Togare with Sarrasani cued his lions almost entirely by voice and had all eight rotating in unison on their seats.

Jean Michon, working the lion-tiger combo with Willy Hagenbeck, did the old business of putting his head in a lion's mouth to good effect. In the same act, two tigers and a lion made a pretty picture leaping thru flaming hoops three abreast. After a dozen lions had been performed by Maurice Buhlman on Americano, they were left milling about the arena while Nock (a brother of the Swiss sway-pole Nocks now in America) did comedy high wire above them. A characteristic of Italian cat acts was a spontaneous appearing finish with much jumping over hurdles and the trainer's head.

It seemed to be an Italian custom also to use wild animal acts to close the matinee and open the night show, the arena meanwhile left standing. Elsewhere they started off the show or followed intermission. There seldom seemed to be a shortage of hands to make quick work of the steel.

Traffic in Animals

A widespread interchange of animal acts between circuses was noted. A show will develop an act, then after showing it two or three seasons to its own patrons will lease it to other shows. Knie, the featuring polar bears hired from Krone on its own show, had supplied lions and chimps to Williams, elephants to Rebernigg, and seals and a mixed wild animal group to Blackpool Tower. The Liberty and high school horses at Blackpool were from Krone, and those at the Great Yarmouth Hippodrome were from Bertram Mills. Mills, in turn, uses horses from Schumann in its winter season at the Olympia, London.

Chimpanzees, seals and platform bear acts were fairly frequent. The comparatively few dog acts ran mostly to French poodles. The eight poodles of the Hoppes with Sarrasani performed with two chimps, a house cat and nine pigeons. Several shows had pigeon acts. Roberts Bros. had a whole act of house cats presented by one of Victor Julian's brothers.

Cowboy-Indian Kick

Some of the leading circuses were on a cowboy-and-Indian kick. Knie's whole second half was billed as the "Original Texas Rodeo." Highlights were a Calgary cowboy named Lance King, some bored American Indians, Fredy Knie himself as a masked Zorro and Western trappings for the traditional Knie finale in which Elaine Knie was hoisted aloft on her horse.

First of Krone's five elaborately costumed displays was titled "Rodeo in Springfield." On Franz Althoff a "cowboybild" was followed by a "Wildwest Reiterer" and an "Indianer Reiterer." Sarrasani featured those excellent German-born whip and rope manipulators, the Cordons, who performed in flashy American-style Western togs. Benneweis had a Zorro number with whips and knives. Chipperfield's offered Chief Eagle-Eye in a knife-throwing display. The bareback riding Paulos with Bertram Mills appeared in Indian garb as the Mohawks.

Loudest and liveliest of all was Billy Smart's 20-minute Wild West finale. Billy Smart Jr. portrayed a Wyatt Earp character in a grim gun fight scene, and scrambled history was re-enacted amid whooping and shooting in such episodes as "Attack and capture of the pale-face girl" and "Death of Sitting Bull."

Few Aerial Acts

Biggest surprise of all was the small number of aerial acts with European circuses. Only four or five had more than two, many had only one, and one had none at all. The only high-wire troupe I saw was Bob Gerry's, with six people, on Strassburger. Yet to my surprise, I came across a dozen or more flying acts. Some of these had no

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catchers, and others brought a catch trap into action after starting without one. Most competent individual flier was Pierre Alize with Krone.

Six shows had Kimris-style aerial acts with revolving airplane riggings. The Three Antares at Blackpool worked above an illuminated fountain as the show's finale. There were no aerial production numbers in the American sense. Few webs were seen, tho Alma Piaia, working single at Blackpool, showed what real style can accomplish on a web. The Two Tanton on Busch-Berlin had one girl in a foot-loop layout off a swinging perch in which she held a trapeze by her teeth while her sister did a headstand on the bar. Top man of Aurora's, Hermanos Larible, balanced on his head on one trapeze while he held one-handed another trapeze upon which his partner did a headstand of his own.

Three solo girl aerialists who had won success in America turned up during my tour. Miss Mara, back in her native Spain, was given a warm reception at the Madrid premiere of Americano. Pinito del Oro, widely acclaimed last season in Spain, had moved to Sweden and top billing on Scott. Freya Josse was with Schumann.

Variety on the Ground

Among ground acts there was an abundance of trampoline-casting combinations, a goodly number of teeterboard troupes that were mostly from Hungary, plenty of jugglers, a fairly large representation of cyclists, not too many wire acts, a few Chinese troupes and a half dozen Arab acrobatic troupes, one of which, on Billy Smart's, had 13 members.

Of a considerable array of perch teams, most startling were the Esperantos on Rebernigg. The girl hung by her heels on a bar atop a head perch supported by the boy while he rode a rolla-bolla. Of half a dozen equilibrists doing one-finger stands, Tay-Ru on Benneweis wore no glove. Of several plate-spinners, the most diligent was the youthful Bartschelly with Billy Smart's, who set 32 plates to spinning over a wide area without breaking a single one. Brumbach had jugglers on horseback.

On Americano the Eight Hungarians did a two-high to a two-high. The Five Fellers on Moreno used a springboard at one end of their tight wire. Louis had a personable Italian family that did a six-people trampoline-casting number, a six-people juggling act and a six-people clown entry in the Italian tradition. A standard practice of Italian circuses is to open with a tumult of tumbling by all acrobats and clowns, and to begin

the second half with leaps over animals from a long inclined runway.

No less than six circuses had magician-illusionists. Chafalo with Amar was from Massachusetts. Ferry Forst with Bertram Mills gave his display a circus twist by making a girl disappear from a trapeze.

Talking Clowns

Perhaps the language barrier reduced my appreciation of the clowns. Most of them did more patter than pantomime. They also did musical stunts on instruments both conventional and otherwise. One bit I liked was the hammering on rocks to produce music.

The same gags turned up time and again. Repeatedly, the tooting would continue after a clown's horn had been taken from him. I couldn't count the eggs that were broken on heads in attempts to emulate the trick of tossing up an egg and catching it intact on a plate. The old business of two or three partners dousing each other with pails of water was being done with paint of varied colors substituted for water.

It was not unusual for a show to have a clown number of 10 minutes or more in each half, each by a different troupe. Ricco took up slack in Barum's program with comedy balancing and ball-spinning.

It was a pleasure to meet Max, who for 25 years was the partner of Grock. Now he was teamed on Americano with the Swiss August Nock, who also did high-wire comedy above the lions' den. Hermanos Tonetti, the young proprietors of Atlas in Spain, were close to what I expected of European clowns. Visually they were the most effective I saw, and from audience reaction it was apparent their dialog was funny. Charlie Cairoli was heavily featured at Blackpool Tower and deserved it. The British Don Saunders at the Great Yarmouth Hippodrome was one of the most honestly funny buffoons I saw. But my vote for the best all-round individual clown in my entire travels must go to Popov of the Russian circus.

Moscow's Popov

Popov has a youthful, almost girlish face and wears his blond hair in a Dutch bob. He uses no make-up except a little nose putty and eye shadow. A floppy checkered cap is the most conspicuous item of his costume. If my second-hand information is correct, he is 28 years old, was a factory worker four years ago and, tho he's star of the show, he won't reach top category, in salary and benefits, until he has served two more years, and provided he continues to do well.

He had a smiling, cocky manner, an I-can-do-anything-better-than-anybody attitude. He appeared after every display, usually burlesquing what had gone before and thereby revealing considerable skills of his own. The bit that struck me funniest was when a stooge collapsed trying to do a hand-balancing trick and Popov undertook to pump him up with a bicycle pump. It is hardly fair to compare the Russian circus or its artists with the others. Supported by the State, the performers have had unlimited opportunity to develop their talents. For dangerous feats, they use safety belt and mechanics, even in public—something difficult for a Western observer to reconcile.

Strangely, the biggest applause-getter in the Moscow show I saw at Brussels was a middle-aged strong man who juggled brass cannon balls and manipulated a hefty barbell as if it were a drum major's baton. There was polish to the acts and startling novelty. In the perch act the understander dislodged his pole and caught the top-mounter hand-to-hand. One man in the teeterboard act was on stilts so high that when he was thrown into a somersault the ends almost grazed the top of the tent.

Russ Animals

Bears, which I thought were the trade-mark of any Russian circus, were lacking in this show, nor

were there any big cats. The nine Cossack riders with a mounted ringmaster were terrific, and that was the extent of the horses. All the other animals appeared in a display that ran about 20 minutes and closed the show.

The trainer, Valdimir Dourov, wore a harlequin costume and talked continuously to his charges. There were roosters, foxes, a pelican, a rabbit that beat a drum with its hind feet, two enormous seals and about 100 pigeons. The single elephant whirled its trunk in a circular motion. A dozen mice ran up a rope to a miniature airplane that then rotated with a house cat as pilot. Most remarkable of all was a king-size hippopotamus that actually did tricks. A hippo doing a rollover is a spectacle to see.

Style Under Canvas

Krone, the most elegant show I saw, went in extensively for production that had a high professional gloss. There were five "bills" whose themes were U. S. Western, Oriental, Viennese, African and Cuban. Here, as in European circuses generally, no attempt was made at aerial production, but frequent appearances were made by the excellent Hanns Gerard ballet of 12 dancers, plus showgirls and male attendants. I found circus fans and some circus people who were critical of Krone's swing to theater-style glamour, but the show came off in great style.

Williams, notable for its class and big troupes, was using the 12-girl ballet of Eric Garden. The Klasky ballet of eight girls from Berlin was with Portugal's Mariano. Orfei was giving something not precisely circus but effective in a one-ring set-up, "Dancing Waters."

In Americano, efforts at costuming and production brought colorful results, and the program was loaded with talent assembled by the show's Swiss artistic director, Emil Buckhardt. Americano was American only in name. In physical layout, it was the flashiest circus on my tour.

One Three-Ringer

The only three-ring format encountered, that of Franz Althoff, was impressive because of the balance and co-ordination of its triple displays. For the latter part of the program, ring curbs were removed to provide a great elliptical arena, free of poles, for numbers in which dozens of animals participated.

Sarrasani, before its destruction in World War II, was one of the greatest circuses the world has ever known. Fritz Mey, long with the old Sarrasani, acquired the title three years ago and, with equipment assembled from here and there, put it back on the road. The program of the present-day Sarrasani was one of the strongest I saw. Among the smaller shows, I considered Rebernigg an especially enjoyable package of pure, concentrated circus. Size and scope achieved by Billy Smart's within a decade seemed little short of amazing. An air of distinction about the Bertram Mills tented circus indicated what the Mills indoor Olympia circus is like at Christmas time.

Circus Buildings

Copenhagen's Schumann, occupying a plush building scarcely a block from the enchanting Tivoli Gardens, seemed to have caught the spirit of Hans Christian Andersen. There was whimsical charm thruout this show, with its ponies that scampered thru the big barrels of a beer wagon, the horse that went to bed, the palominos that played push ball, the tiny pony that cavorted with an elephant, the puppet riders of the "desert patrol," acts that seemed to have been chosen for their gaiety and novelty, and above all the magic of the Schumann's own high school riding.

In France I visited two typical circus buildings, one at Amiens that was housing Napoleon Rancy, and the ancient Medrano in Paris. The summer show at the latter was the

(Continued on page 84)

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Europe's Circuses Show Heft

Continued from page 83

poorest I saw anywhere. Cirque d'Hiver in Paris, setting of the movie "Trapeze," was closed for the summer. Its owners are the Bougliones, who billed their touring show to convey the idea it was the tented version of Cirque d'Hiver. In fact, Bouglione's fireworks finale was programmed as a salute to the 150th anniversary of the Cirque d'Hiver-Bouglione.

Circo Price was on tour when I was in Madrid, but I visited the musty old circular building that is its Madrid home and saw the bronze plaque there dedicated to Pinito del Oro. Strassburger abandons its tent in August in favor of the Scheveningen seaside pavilion at The Hague and occupies the famous Carre building at Amsterdam in January and February. The big indoor circus season in London comes with the Christmas holidays.

British Summer Shows

Four of the eight circuses I saw in Britain were summer-long shows in buildings at seaside resorts. Prince's was in the Pavilion Theater at Rhyl, North Wales. The Arena at Brighton sheltered Tom Arnold's Ice Circus, which interspersed straight circus acts with skating numbers. Billy Russell's occupied the Great Yarmouth Hippodrome, a fine old circular building a shade smaller than that of the Blackpool Tower Circus. More than any other, I had wanted to see the Tower Circus. I was not disappointed. It had a quality of talent and a smartness of presentation that came pretty close to circus perfection.

Responsive Crowds

Crowds as a rule were generously responsive, and children were notable for their rapt attention. I discovered that when circus-goers especially like an act, they clap hands in rhythm with the music. This, however, is only on the Continent. In Britain, I was told, it would mean disapproval. Musicians varied in number from four or five to Krone's 18. There sometimes were stringed instruments, occasionally a piano, and more often an electric organ. Familiar music was heard at all circuses except the Russian one.

Performances of all shows but two were divided by an intermission. Knie, Rebernick and Blackpool Tower had girls circling the ring before each display with the number that identified the display in the printed program. Program books were scrupulously accurate, even if an insert was necessary to cover a change.

Announcers fell into two classes—the concise ones and those who talked too much. For tops in top-hatted, red-coated splendor, I nominate Blackpool Tower's ringmaster-equestrian director team of Henry Lytton and Harold Holt.

Brisk Pace to Shows

Minimum aerial rigging contributed to a smooth running of the performances. Most shows had a brisker pace than I had been led to expect. Ring carpets were put down and up often and with sur-

prising speed. Sectional platforms for acts requiring a firm surface were handled with like efficiency. A few shows observed the amusing custom of having four or five prop hands rake the ring to the rhythm of music.

I noted that the prop boys never sat or lolled when not busy; they stood in line back of the ring. There was little of the careless conduct sometimes found among their American brethren. Performers are not permitted in public view in wardrobe unless working.

Seldom did butchers work the seats during a performance, and the few who did were extremely unobtrusive about it. There was always a lunch stand around the front of a circus, sometimes an elaborate set-up with tables and waitresses. Souvenirs were limited. Such items as popcorn, peanuts and floss candy were rarely seen. In Italian circuses a photographer circulated among the crowd during intermission with a lion cub that was used in pictures he took, for a fee, of small fry.

Trains, Trucks, Tents

Most European circuses travel by rail but in a manner similar to the piggy back service of U. S. railroads. The shows have no cars of their own, but load their wagons on flats of the railroad, which are so short they often hold but one wagon each. I was told by Carl Sembach that Krone uses 160 cars in three trains.

Some shows move by truck. Those in Denmark do, and Billy Smart transports everything by trucks except the animals. In France tented circuses are entirely motorized and they operate in the American style, playing one-day stands. Elsewhere, shows stay in a town from two days to a week or more. British shows begin a new stand with a matinee. On the Continent, except in France, a night show only is given opening day. Usual performance schedule in Spain is 7 and 11 p.m.

Three smaller shows I saw—Mariano, Atlas and Boltini's Espanol—had only two king poles. The usual set-up was four poles in a square formation supporting a perfectly round tent. Ferdinando Togni substituted eight metal girders surmounted by the metal frame of a canvas dome. Americano had six king poles in two rows, giving an oval shape with a stage for production numbers beyond the ring.

Williams, Amar, Bouglione and the Russian circus, whose tent was from France, had four poles in a row but still used just one ring. Franz Althoff alone had a three-ring layout, which was achieved by using the usual four king poles plus two more placed so they formed an unobstructed oval, approximately 46 by 132 feet in a tent approximately 158 by 231 feet.

Rings, Seats

The round tops ranged in diameter from about 105 feet to Krone's 185 feet and Billy Smart's 200 feet. Smart's was the only tent I saw with two rows of quarter poles. Standard diameter of rings is 13 meters (42 3/4 feet), tho the press chief for Knie insisted it was actually held to 12.99 meters to avoid the stigma of 13 for the superstitions.

Ring curbs are higher and wider than ours. The rings were always surrounded by boxes, containing as many as eight chairs each, usually velvet covered. Larger shows had more rows of chairs on the ground around the boxes. The other seats rose in tiers anywhere from nine to 20 high. These nearly always had footrests and bench-style backs.

Besides the main entrance at ground level, there were entrances around the sidewall reached by stairs rising from the outside to the level of the top row of seats. The bandstand might be above

the back door or out of sight in the front of the tent. It was common practice among the larger shows to have a platform near the top of each king pole bearing spotlights and an operator.

De luxe Caravans

Majority of shows had just one word painted on their wagons—the name of the show. Only a few American-style house trailers were seen. The "caravans" used for living quarters were of heavy construction and had plain exteriors. But the interiors of some of the owners' mobile homes were elaborate indeed. Carola Williams had a new one that was an example of luxury on wheels. Four wagons placed two by two, with a breeze-way in the middle, provided the family of Franz Althoff with as much space as a small house.

Fine wood paneling and leaded glass gave richness to the portable residence of Eli Benneweis. Chipperfield's "reception wagon" had crystal chandeliers from Belgium, mirror panels etched by an Italian artist, a fireplace and a cocktail bar that appeared at the push of a button.

There never were midways or Side Shows. Different styles of fronts were used, some more ornate than others and none, I was told, as elaborate as before the last war. The front often would be flush with the street. Festoons of lights outlined the tent at night. Fencing enclosed the entire lot. The menagerie always was corralled, the lead stock stabled in long, narrow push-pole tents. Entrance to the menagerie would be alongside the tent, usually to the right, or patrons could enter during intermission thru the back door. A small fee was charged.

Secret Routes

Locating the circuses took the ingenuity of an agent seeking a rival's route. European circuses generally are secretive about where they are going, and the routes that are published usually run out before they get into print. There's one exception, Knie makes known its entire itinerary from mid-April until late November. Other shows have more opposition than this Swiss titan. Italian and Spanish circuses book only a week or two ahead, their system about one degree above wildcatting. I was told these two countries have so many circuses, mostly small, that a complete list would be next to impossible.

Not all circuses stick to their home countries. Williams calls itself "das internationale circus" and spent the 1958 season in Austria. A small Austrian show called Medrano, not to be confused with the Paris Medrano, went to Israel. One of Holland's four or five circuses, Mullen, took a swing thru Belgium.

In 1957 Ferdinando Togni had ventured into Germany, but hit such bad business at Munich that it hustled back home. This year the Italians in Togni's towns must have been puzzled by posters, brought back from Germany, that read "grosse circus" instead of "gran circo."

Holidays Hurt

Holidays, it developed, can hurt circus business in Europe as they sometimes do in the States. I saw Krone and Franz Althoff, afternoon and night respectively, on June 17, which is Unity Day in West Germany, and neither had much more than half a house. The same thing happened to Bouglione in France on July 14.

Bouglione had a season's tie-up that appeared to be terrific. Traveling with the circus and setting up alongside it was "La Grande Parade," a portable trade fair, beautifully framed, exploiting a dozen products from soft drinks to household appliances. Also in on the deal were Radio Luxembourg and Radio Monte Carlo, and at each performance of the circus a radio program with audience participation was taped for broadcast on these stations.

One time I was led to an unexpected circus by posters. This confirmed my previous observation of a common fault with European circus bills. Their dates were printed too small to be read at a distance. Paper was mostly special, well done in good clear colors, some of it with a certain artistic quality. Best posting job was Americano's in Madrid, where full-page newspaper ads also were used. Several shows put out newspaper-style heralds. Most impressive publication of any circus was Knie's 24-page roto magazine, expertly edited and handsomely printed. An another example of Knie's promotional enterprise, a couple of years ago a small clown bearing the word Knie was sent to every automobile owner in Switzerland as a windshield charm.

A few circus lots I saw reminded me of the time an American circus owner blithely told an opposition owner he had the Boston Common contracted. A site equally central was that of Rebernick in Vienna, little more than a block from the State Opera. The lot occupied by Knie in Zurich each year was as close to the heart of the city as Michigan and Randolph in Chicago. I saw Strassburger in a church yard at Oldenzaat, Holland. In many towns, however, suitable lots were becoming increasingly scarce, especially for the larger shows. Williams came to Vienna five days after Rebernick left and had to go to the Prater amusement park to find an area large enough for its needs.

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3-1 SHOW WHITE PATENTED MOP. NO visible nails, wires or bands to scratch the furniture or hands. Dries from inside preventing souring, smelling or accumulation of germs. Postpaid \$1. Return for refund. Christie Mop & Broom Works, Knoxville 19, Tennessee.

Animals, Birds, Snakes

CHRISTMAS SPECIALS: DESCENDED Skunks, Pigmy Skunks, \$10 up, all sizes. Baby Raccoons, Snakes, Parakeets, Guinea Pigs, Monkeys, Animals, Birds, Reptiles, all kinds. Free list. Thompson Wild Animal Farm, Clewiston, Fla. del

Business Opportunities

ABSOLUTELY FREE BOOKLET—"MONEY With Astrology." Profitable career. Home study. Bachelor's, Master's, Doctor's Degree. R. Ford, Box 193, Williamsport, Pa. del

AVERAGE \$450. WEEKLY! SOUND LIFE time Business. Guaranteed Battery Rejuvenator, millions want, everywhere. Lightning seller. Sample, \$1. Certified Laboratories, Charleston 28-B, S. C.

FREE! ALL NEW 1959 NAME BRANDS Catalog. For Premiums, Prizes, Gifts. Full or part-time selling. Watches, Jewelry, Diamond Rings, Cameras, Typewriters, Hi-Fi Radios and Phonos, Appliances, Housewares, Hardware, Cookware, Power Tools, Musical Instruments, Luggage, Fans, Sporting Goods, Toys, etc. Eight floors of name brands. No inventory; no investment; no sales pitch. Our money-making catalog is your "store." Sells for you. Just show it to customers, friends, neighbors, watch the orders roll in. It's that simple. Orders shipped complete within 24 hours from our \$1,000,000 inventory. Continuous supply, lowest wholesale prices. Visit our showrooms or send for free catalog now. H. B. Davis Corp., Dept. B, Davis Bldg., 145 West 15th St., N. Y. C. 11, N. Y. AL 5-6666. ch-del5

BUY WHOLESALE! 25,000 NATIONALLY advertised products. Get amazing dealer catalogs. Complete details free. American Wholesalers, 1841 D.X. Levee, Dallas 7, Tex. ch-tn

FEATHER BIRD PICTURES, CEDARWOOD Frames, Miniature Saddles, hand-tooled Leather Belts, Billfolds, etc., Suede Jackets. Apartado 1000W, Tampico, Mexico. np

HOW TO FRAME MONEY-MAKING CON-cessions and show at fairs, carnivals and circuses. Complete, illustrated hand book of outdoor show business. List principal fairs, attendance, etc. Price \$1 postpaid. Globe Sales Co., Box 814, Macon, Ga.

INTERNATIONAL MAILORDER BUSINESS made easy. Complete individual setup service, not just instructions. Everything furnished. Hermes, 152-A West 42, New York City 36. del

LEARN SIGN PAINTING—HAVE YOUR own shop or make money on the road. Straley Lettering, 410 So. Western, Springfield, Ohio.

MAIL ORDER BUSINESS AT ITS BEST. Write Maupin & Maupin, 327 S. 28th, Lafayette 8, Indiana. no24

MILL ENDS & SHOP SCRAPS—IDEAL FOR many home and commercial uses. 4½ lb. plastic bag, \$1.25 or \$9 per dozen. No C.O.D. Southern Merchandise, Box 2541, Gastonia, North Carolina.

PARTNERS WANTED FOR BUSINESS seeking to emancipate humanity from wars, dictatorships, chaos, crimes, depressions, unemployment, poverty, etc. OrNSTEEN, Du Quoin, Ill.

"ROTO-BEAM" REVOLVING BEACON Light. Lights the way to greater profits. Price \$30. M. R. Levy, 316 Melwood Ave., Pittsburgh, Pa.

START IN MAIL ORDER. STEADY HOME income with order-pulling circulars. We drop-ship. Send 10¢ for details. Precision Instrument, Cliffside Park 6, N. J.

THE BIG MONEY IN LIQUID BATTERY additive with the Cadmium Base is in making it! Now you can easily do it, too. Details free. Pittman Industries, Box 992 B, Porterville, Calif.

60" SEARCHLIGHTS AND PARTS, UNUSED Sperry and G. E. Lights and Generators; complete line of Parts. Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15444 Hesperian Blvd., San Lorenzo, Calif. np

\$10 PER THOUSAND; 40% COMMISSION; Addressing-mailing! Sales literature, names, postage furnished. Write: Fox Enterprises, Aircraft, Marietta 10, Ga.

40x100 PORTABLE ROLLER RINK—TENT, floor, underpinning and blocking. Contact Bill Miller, Post Office Box 593 or dial WA 2-8600, Warner Robins, Ga.

Calliopes and Band Organs

CALLIOPES, AIR OR STEAM—SPECIAL price of \$750 for 44 note Calliopo, if ordered before Dec. 15. Cozait Organ Co., Danville, Ill. Phone 5245-1 R.

Costumes, Uniforms, Wardrobes

BEAUTIFUL GREEN SATIN CURTAIN, 540; Black Velvet (12x25), \$25; Maroon (10x15), \$10; several others. Orchestra Coats, blues, \$6; whites, \$5. Clown Suits, new, \$10. Wigs, Costumes, Wallace, 2453 N. Halsted, Chicago.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. del

Help Wanted

ATTRACTIVE THREE OR FOUR-PIECE Female Band wanted, also Cocktail Waitresses, for Sunny Florida. Send photo to Sam Greene, c/o Broadripple Hotel, 4301 Collins Ave., Miami Beach, Fla.

FEMALE INFERNATION CHARACTERIZATION act wants New York and or Las Vegas promotion manager. Contact: S. L. Burgess Jr., c/o Talent Exchange, 247 West 46th St., New York.

ORGANIST WITH EQUIPMENT, SOUTHERN booking. State price, name and address of present and past engagements. Small photo. Replies confidential. Box C-429, c/o The Billboard, Cincinnati 22, Ohio.

WANTED—GIRL WILLING TO LEARN TO teach Rock and Roll strip school. Box C-388 c/o The Billboard, Cincinnati 22, Ohio.

Needed . . . Triple-Threat Man!

Large regional food processor and distributor is looking for a young, aggressive man with peculiar talents. He is needed to represent the corporation's interests in a major family recreational area project.

Duties will consist of operating the firm's various food outlets in the park; of supervising and exploiting to the fullest a large display operation, and of being responsible for liaison with management of the park.

The man we are looking for should have experience in restaurant management and must, in addition, be capable of providing creative thinking in terms of imaginative display. He must further be capable of translating such imagination into profitable exploitation channels.

The successful candidate will report directly to the Director of Marketing. If you think you are this man, sell yourself in your first letter. Be sure to include some detail of your experience as well as salary requirements. Location—Northeastern United States. Write to

Box C-422, c/o The Billboard, Cincinnati 22, Ohio.

For Sale—Secondhand Show Property

BUILD KIDDIE RIDES—TESTED PLANS: Umbrella Airplane (18' square tower), 6 two-passenger planes, \$10; Auto, \$5; \$100 Chairplane, \$5. Free catalog. Brill, Box 875, Peoria, Ill.

FOR SALE—SALT WATER TAFFY JOINT. Mounted in truck. Air Conditioned, all modern. Late model wrapper and puller. Can finance part. Will trade for nice Fun House. Charlie Elder, 3501 Military Dr., Dallas, Tex. del

KING FIRE ENGINE, KING PONY CART and King Combination Ride. All rides 2 years old, located in permanent park, Shapiro, 37 Schuyler Road, Springfield, Pa. Phone: Kingswood 3-7017. del

FOR SALE—50-FT. PARKER MERRY-GO-Round. King Kiddie Electric Train, Kelly Swing, twenty seat car, Electric Car Ride, Electric Boat Ride. All for \$2500 cash. Ned McGill, 509 North Ransom, Gastonia, N. C. Phone UN 5-5359.

G-12 TRAIN ENGINE, 2 COACHES AND OBSERVATION car with 28 sections of track. Excellent condition. 1947 Tilt-A-Whirl, good running condition in stationary park, priced to sell, no deals. Reason for selling: replacing equipment. Wanted to buy or lease Dodgem or Lusse ride, must be in top condition. Star Lite Park, East Moline, Ill., or contact Michael Fix at N.A. of A.P.P.B. Convention, Sherman Hotel, Chicago.

NO. 12 ELI WHEEL, LATE MODEL. METAL seats, 3-phase 10-horse electric motor. Located in park, Chicago area. This machine refinished and in like new condition. Box C-415, c/o The Billboard, Cincinnati 22, Ohio. no24

OCTOPUS RIDE COMPLETE WITH SPECIALS built semi-trailer. Long Range Shooting Gallery built on semi-trailer. Eli Ferris Wheel with new seats, several rebuilt Kiddie Rides. Write for list. King Amusement Co., Mt. Clemens, Mich. no24

SACRIFICE, LIKE NEW—FIFTY-FOOT Snake Show, complete: no snakes, five new banners. Also Monkey Show. Steinmeiz, Berlin Road, Haron, Ohio.

TRAINS, ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. np

TENTS—PRICED TO SELL. 12X12, 15X15, 20X30, 40X40, 40X100; various other sizes; thoroughly overhauled. If interested, step on it. Milvo Awning and Tent Works, Rome, New York.

3,000 FOLDING CHAIRS, 4,500 STADIUM Chairs, Theatre Chairs, Lockers, Bleachers, Tents, Playground Equipment, Lone Star Seating, Box 1734, Dallas 1, Tex. p

Formulas and Plans

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

MODERN MANUFACTURING—FORMULAS and Processes, all kinds. Cleaners, Cosmetics, Foods, etc. Write for free list. Moon Chemical, Martville 2, N. Y.

Instructions & Schools

LEARN AUCTIONEERING—TERM SOON. World's largest school. Big free catalog. Reich Auction School, Mason City 18, Iowa. no24

YOU CAN ENTERTAIN WITH CHALK Talks and Rag Pictures. Send 10¢ for 32 page catalog. Balda Art Service, Oshkosh, Wisconsin. del

Magical Supplies

FREE CATALOG—MAGIC, SENSATIONAL Escapes, Illusions, Novelties, Great Heavens, Oshkosh, Wis. We buy magic Illusions-showgoods. Write us your wants. del

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Snooks, Hypnosis, Hocuscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Company 336 South High, Columbus, O. del

VENTRILOQUAL FIGURES NEW AND used. Complete instruction, scripts and novelties. Stamp for catalog. Brown Enterprises, 1711 S W 18th St., Miami 45, Fla. delB

Miscellaneous

BINGO SUPPLIES OF ALL KINDS—BLOWERS, Cages, Heavy Cards, Double Cards, Specials, Plastic Markers, etc. Amusement Industries, P. O. Box 2, Dayton 1, Ohio.

CROWNED (QUEEN-O-WATERS) Perfumes, Liqueurs, Sachet Mfrs., 22 Charlotte, Detroit, Mich. 12 half ounces assorted Oriental fragrances; packaged carton. Postpaid \$6; tax.

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-tn

Ponies

PURE-BRED SHETLAND PONIES—HOME of pure white Shetlands, matched pairs; Drills, Hitches. Can always get replacements for later, especially to show trade. Fred Wilnot, Richards, Mo.

Printing

EMBOSSED BUSINESS CARDS, \$3.98 PER 1,000 postpaid. Send postcard for samples & style chart. Temple Enterprises, 0836B Sandalwood, Dallas 28, Tex. del

FAST SERVICE! 100 B&XII LETTERHEADS, \$2 postpaid. Samples better printing dime. Refunded. R. Cook (BB), 818 West Gift, Peoria, Ill. del

JUMBO ENVELOPE—BEAUTIFUL, USABLE printing samples, Letterheads, Cards, Charts, Ples, Humorous Signs, etc. Send 25¢ coin. Merchants Press, Taylor, Texas.

POSTPAID PRINTING SPECIALS!

Quality Workmanship 500 1,000
Book (8 1/2 x 11) Letterheads \$4.00 \$6.00
Envelopes (5 1/2 x 7) 24 Lb. 3.75 6.25
Envelopes (No. 10) 24 Lb. 5.00 8.75
Business Cards 2.00 3.25
TAYLOR, Box 72, Brentwood, Maine

PRINT YOUR OWN ADVERTISING AND Letter Heads, Printing Presses, new and used Type and Supplies. Lists, 4c. Turnbaugh Service, Mechanicsburg, Pa.

This is a DISPLAY CLASSIFIED AD Your Advertisement Displayed in a space this size will cost only \$14 per insertion

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95; black or blue ink. Mialo Press, 6463-B Clovis Ave., Flushing, Mich. de15

5,000 COLORED CIRCULARS, \$39 COMPLETE. Art copy, layout, printing. Offset printing your copy, 8 1/2 x 11, 1M, \$5.50; 3M, \$19. Promotion-BB, 385 Broadway, New York City 13. ch-de8

Salesmen Wanted

AD MATCH SALES! YOUR OWN BUSINESS without investment! Sell for world's largest direct selling manufacturer of advertising matchbooks. Big spot cash commission. Start without experience; our tested sales kit tells you where and how to get orders. Men, women, part or full time. Match Corporation of America, Dept. D-210, Chicago 32.

DIRECT SALESMEN, PITCHMEN WANTED to introduce new Kitchen Item, 100% profit. Chrome and stainless steel; new, hot. Send \$1 for sample; refund first order. Write Usher Mfg. Co., Box 141, Station R, Louisville 12, Ky. del

JOBBER, SALESMAN - CARDED LOW-priced Razor Blades, Pocket Combs. Big profits. Sample card, 69c. Soluble, Box 352, Angola, Ind.

Tattooing Supplies

TATTOOERS! HARD TO GET ITEMS. Solder-All, Contact Points, Concentrated Black, No. 12 Sharps and new modern designs. Zeis, 728-A Leslie, Rockford, Ill.

Wanted to Buy

MANUFACTURER WHO MAKES CONCESSION trailer frames with retractable tandem wheels. Write L. R. Baker, 222 E. Foothill Blvd., La Verne, Calif.

REFRIGERATED ROOT BEER BARREL IN perfect condition. Also want Job Lot Merchandise for bargain store that retails under \$3. Wm. Leitz, 115 North, Owego, New York.

RIDES, SHOWS, STATE LOWEST PRICES. Also booking Concessions, Rides, Shows, 1959 best route. Northwest Robinson's Western Shows, Box 29, Everett, Wash. no24

ROLLER SKATING EQUIPMENT WANTED. Sound equipment, stage, tent, etc., wanted at once. Ray Swanson, 159 Walnut St., Winona, Minn.

SCHIFF HIGH ROAD MODEL ROLLER Coaster, good condition and priced right for cash. Dutch Schrader, 239 N. Park Ave., Cape Girardeau, Mo. no24

TEAR GAS CAPSULES OR PENS, SAMPLE and quantity lots and prices. Rhodes Coin, 106 W. Peter St., Uniontown, Pa. del

WANT CHAIR SWING, AIRPLANE SWING, Boat Ride and Train. Reasonable. Contact Lloyd's Roller Rink, 121 E. 31st St., Covington, Kentucky.

WANTED - LONG RANGE SHOOTING GALLERY, also Roman Targets. State price and condition. Write P.O. Box 418, Farmersville, California.

WANTED

Magic Carpet, Distortion Mirrors, Glass House, Stunts for Dark Ride and Fun House. What have you?

JOHN COLLINS

Lincoln Park, No. Dartmouth, Mass. See you at the Convention, Sherman Hotel.

COIN MACHINES

Used Equipment

CONVERTED ROLL-TYPE POSTAGE Stamp Machines 4's & 3's your choice. Pull lever type, standard make, modern, \$24.50 and old machine. Prepaid for advance check. Expert Conversion jobs your present model. Consolidated Associates, 1112 S. Main St., Phillipsburg, N. J.

FOR SALE - 1 PLATFORM PENNY SCALE: 1 Watling Penny Scale; 1 Scale for weighing pennies. \$70 takes all three. Herman Bantly, Reynoldsville, Pa.

FOR SALE - 15 MOO-V GUM BALL, \$6. 500 Guessers, \$32.50 ea.; 3 Watling Tom Thumb Fortune, \$35 ea.; 5 Watling 500 Fortunes, \$45 ea.; 6 A.B.T. Kirk Hilly Guessers, \$40 ea.; renewed, reconditioned. Send deposit and shipping instructions; balance sight draft. Gaycoin Distributors, 4868 Woodward, Detroit 1, Mich.

SCALES - SCALES - SCALES - 10 WATLING 500 Guessers, \$32.50 ea.; 3 Watling Tom Thumb Fortune, \$35 ea.; 5 Watling 500 Fortunes, \$45 ea.; 6 A.B.T. Kirk Hilly Guessers, \$40 ea.; renewed, reconditioned. Send deposit and shipping instructions; balance sight draft. Gaycoin Distributors, 4868 Woodward, Detroit 1, Mich.

SPECIAL - 5 LB ACORN GLOBES, 95¢ EACH cases of 3, F.O.B. No C.O.D. Southern Merchandise, Box 2541, Gastonia, N. C.

STAMP MACHINES - DU PLEX, \$12.50; Shipman Triplex, like new, \$34.50; Folders, Northwestern Rolltype, \$69; used, \$35. USP Co., 100 Grand, Waterbury 2, Conn. del

WANTED IMMEDIATELY TO BUY USED Penny Weighing Scales. Mr. Smith McCoy, Roderfield, W. Va. del

10 NON-COIN OPERATED POOL TABLES, strongly built, plywood top, all accessories, new; not \$550, just \$125 ea. takes all. 7 ft. by 44 in. wide. 16 numbered balls, 2 & 1/4 size. Wms. Jet Fighter Gun, shopped; 3 Exhibit Shooting Gallery, good; United Derby Roll, shopped; all 3 for \$350. 6 Q-Ball Pool Tables, \$200. ABC Coin Co., 2509 S. Presa St., San Antonio, Tex.

30 - 2, 3 AND 5 COLUMN VENDORS, \$12.95 each. 20 Stamp Machines, \$4.95 each. Al Hoff, 1929 Rose, Baltimore 13, Md.

50 COIN RADIOS, 2 HRS., LIKE NEW, PERFECT condition. One key, slug proof timer, guaranteed parts 30 days, \$10 each. Sandhaus, 5417 Guarno Rd., Pittsburgh, Pa.

TALENT AVAILABILITIES

RATE: 5c a word, minimum \$1. 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.

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Bands and Orchestras

TENOR BAND - COMMERCIAL, 8 PIECES, sober, reliable. Oregon's finest. Want resort or tour, summer 1959. Will go anywhere. Union. References or audition disc on request. Write Box C-421, c/o The Billboard, Cincinnati 22, Ohio. de8

4 TO 6 PIECE ORCHESTRA, SINGS, PLAYS rock & roll and jazz. Jump Jackson, 5727 LaSalle, Chicago, Ill. Normal 7-4151. del

Hypnotists

WORLD FAMOUS HYPNOTIST AVAILABLE for immediate bookings after Nov. 17. Contact Dr. Morton Greene, 5040 N. Kenmore Ave., Chicago 40, Ill. AR 1-9635. de8

Miscellaneous

AT LIBERTY - TUBA, TRUMPET, CLARINET. A-1 musicians. Sober, Frank Robyns, Apt. 217, 4625 Second, Detroit 1, Mich. no24

MAGIC SHOW - FAMILY TYPE, 12 TO 30 minutes. Available Pennsylvania area. Contact Mr. Love, 2110 Seventh Ave., Altoona, Pa. no24

WORK WANTED BY CARPENTER. Experienced Circus, Carnival, Motel, Kiddie Park, etc. Wages \$40 per week. Prefer year-round work. Age 50, O. K. health. Write L. M. Hagen, R. R., Rankin, Ill.

Musicians

LEAD TRUMPET MAN - ANY STYLE, AGE 30. Commercial and semi-name experience. No habits. Will take car or not. Bob Hughey, 143 Carolina Ave., Spartanburg, S. C. Ph. 2-6984. del

GIRL SINGER-GUITARIST - NATURAL voice with yodel, age 28, 5'3", 112 lbs. Know and do all the C and W standards. Available Dec. 1. Box C-419, c/o The Billboard, Cincinnati 22, Ohio.

Outdoor Acts and Attractions

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. de22

Vaudeville Artists

AGENTS, ET AL. - THE EXOTIC GUITARIST, in "Songs of the West," will be available December 10. An act decidedly different by the risque presentation. Box C-418, c/o The Billboard, Cincinnati 22, Ohio.

BUSTER DOSS VARIETY REVUE - MAGIC, Clown, Music, Vent. Act. Experienced all type dates. Phone dates, etc. Box 243, Roxton, Texas. del5

FEMALE IMPERSONATION ACT OPEN FOR night clubs. Rumba and exotic routines. Literature available on your club or agent letterhead. S. Burgess Jr., c/o Talent Exchange, 247 West 46th St., New York.

Letter List

Continued from page 84

Franklin, C. Frederick, Carl Pusner, The Great Galew, Whitey Callaghan, Anna Gallagher, Jack Gammel, Earl Gattis, Glen & Mrs. Generelle, Sam Gordon, Mrs. Betty Grantham, B. O. Graver, George Gray, C. H. Grey, Clinton Griggs, Charlie (foreign mail) Grignon, Walter Grobe, Jim Hackett, Edward J. Hagen, Eddie Halford, J. Lamar Hall, Pearl Hanker, David Lee Hankinson, Mrs. Rosie Hanks, Happy Hanly, H. V. Harlan, Marvin B. Harrington, William Harris, Pocketbook Hart, John P. Haverstick, Rocky Hawkins, Eunice Irene Raso, Tom Razo, Kathy Henley, Bill Heriff, Ronald E. Heys, Pat & Frosty Higgins, Raymond Hines, Charles W. Hitchcock, Clyde Hitti, John (Blacky) Hoff, Mrs. Ben Hook, Robert Hot, Leland Hudson, Smith Gerard Hyman, Harry J. Ireland, Mrs. Agnes Jackson, William J. Jacobsen, Chas. Jakes, Mrs. Betty James, Al James, Paul Jensen, Mrs. Grace Johnson, Jimmie & Pat Johnson, Pete B. Joplin, Paul Glen Joseph, Herman KWIAT

Moore, Jimmie (Not of Reno, Nev.) Monroe, George Moore, Pete (Small Man Show) Moran, Ed (Wolcott's Minstrels) Morgan, James Morgan, Lloyd Mourness, Charles D. Murphy, E. J. (Spud) Myers, Fred E. Nichols, Bob & Marge (Girl Show Ops) Nippo, William M. O'Hara, Avery O'Hara, Frederick O'Hara, Mickey O'Leary, Betty O'Neill, Mike Ortagus, L. H. Owen, Benny Pannebaker, Mrs. G. D. Paradise, Tony Parry, Bud Parsons, H. E. Pates, Mickey Pease, Earl E. Peabland, Fred W. Pederson, Mr. & Mrs. (Dalry State Shows) Pelcher, Anthony Permenter, Henry Pike, W. B. Pitzer, Lester W. Ponce, H. J. Poole, Bill Porter, Florence Powers, Babe Puckett, George Puttett, Mrs. Wayne Randl, Bob Ranson, T. V. & Mrs. Reed, James E. Reeves, Tommy Regan, Lou Reichert, Frank Reid, Ralph A. Revell, Mrs. Joyce R. Renton, C. Reynolds, Joe Reynolds, Larry & Burry Anderson Reynolds, Paul Richmond, Barbara Dear Riggs, Rick & Mrs. Riley, Fe Roach, John W.

WINTER FAIRS

California

San Bernardino - National Orange Show, April 9-19. G. Walter Glass.

Florida

Arcadia-DeSoto Co. Fair & Livestock Expo, Jan. 13-18. A. G. Erickson. Bartow-Polk Co. Youth Show, Dec. 4-5. W. P. Hayman. Clewiston-Sugarland Expo, March 3-5. Mrs. Dorothy Moore. Dade City-Pasco Co. Fair, Jan. 14-17. J. F. Higgins. DeLand-Volusia Co. Fair, March 2-7. Lee Maxwell. Eustis-Lake Co. Fair & Flower Show, March 9-14. Karl Lehmann. Fanning Springs-Suwanee River Fair & Livestock Show, Feb. 26-27. L. C. Cobb, Trenton. Kissimmee - Kissimmee Valley Livestock Show, Feb. 18-22. James B. Smith. Largo-Pinellas Co. Fair & Horse Show, Feb. 24-26. J. H. Logan. Miami-Southeast Fla. & Dade Co. Youth Show, Jan. 29-Feb. 2. Ralph E. Huffaker. Ocala-Southeastern Past Stock Show & Sale, March 26-31. Louis Glibbreath. Orlando-Central Fla., Fair, Feb. 23-26. Crawford T. Bickford. Palmetto-Manatee Co. Fair, Jan. 26-31. Harper Kendrick. Plant City-Fla. Strawberry Festival, Feb. 23-28. Fred W. Nutler. Plant City-Hillsborough Co. Jr. Agril. Fair, April 16-18. D. A. Storms. Sarasota-Sarasota Co. Fair, March 16-21. K. A. Clark. Tampa-Florida State Fair, Feb. 3-14. J. C. Huskisson. West Palm Beach-Palm Beach Co. Fair, Jan. 23-31. Lamar Allen. Winter Haven-Fla. Citrus Expo, March 7-14. Robert J. Eastman.

Wellner, Joe (Boloney) Williams, Adele Cathrina Wells, John J., Jr., or Williams, G. Betty Lou Williams, Joseph Will West, H. A. Williams, Lawrence West, Richard White, Bob White, William White, Wilbur Wick, Bob Wilder, Dan Young, Max B.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

Briggs, Benny L. Evans, E. W. Howan, Benny Kelly, Frances Kelly, Kitty Koebler, Joseph Sprengle, Raymond (Cy)

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

Angelus Amusement Co. Arnold, Raymond L. Bernstein, Milton Lee Briggs, Benny L. Burch, Mr. & Mrs. Ernie Burke, Capt. Jimmy Campi, William Donatto, Lillian Duks, Daniel T. Hawthorne, Jack Hennessee, Mr. & Mrs. John (Shiek) Lea, J. Lee, Robert J. Lee, Roberta Lue, Ava Magee, Jimmy March, Ed Messotti, Vivian Nicholas, Philip Payton, Earl M. Ransom, Richard Reynolds, Ely Richards, Franco Schultz, Roberta Stack, J. Lea Steek, John Trapeze Bros. Kiddie 20th Century Circus Rides

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

ST. LOUIS LIST Ackley, Jim Albert, E. J. Allen, Charles Allen, H. S. Azbill, Mr. & Mrs. Ovide Bee, Bonnie Bennett, James Bie, Frank Tom Borell, Thomas J. Brady, Mr. & Mrs. Leland Briggs, Benny L. Brody, Paul Buchanan, Paul Burke, James Burto, Leon H. Bush, Mrs. Linda Caldwell, Edward Cannon, Mr. & Mrs. Monty Cardella, Angelo Carpenter, Chick Carpenter, Walter E. Carr, Mr. & Mrs. Kenneth W. Cash, James T. Cassandra Chambers, J. M. Clay, Bill Collins, Dick Crowe, Charles H. Crowe, Wm. J. Culpepper, Milton E. Cundiff, Mr. & Mrs. A. B. Davis, Dana H. Delph, Tommy DeSata, Jos. John Eastman, Lee Ferguson, Danny Fosom, P. J. Fraker, Russell Gallo, Michael Gattis, Jimmie Gerds, Laurence Good, Oran Griggs, Charlie Griffin, Billy Griffitt, Irene Hall, Mrs. Ed L. Hardy, Betty Harris, Mr. & Mrs. Harold (Moe) Haywood, Lee Hennessee, John Holenbeck, Mrs. Glen Holenbeck, H. C. Hollins, John W. Isenhower, Mrs. Johnson, Mrs. Joyce Kahn, Jack J. Kelley, Charles O. Kerner, Mrs. Dorothy Kerner, James A. Kisor, Arthur G. Kortes, Mrs. P. Ladner, Dwight O. Laughlin, Matt & Mary Levine, Thomas M. Lewis, Dick Lipsy, Frank H. Lipe, Mrs. Wm. Licksy, Morris McCabe, Mrs. Ruth McHenry, M. F. McMillan, Mrs. R. J. Maddox Jr., Earl Maddox, Ted W. Magid, Charles Martin, Ralph Ray Mattison, Walter Mayberry, Mr. & Mrs. Wayne Maxyreck, Michael D. Melvin, Chester Meyers, R. A. (Bob) Minor, Frank Moreno, Geraldine O'Conner, Bell & James Owens, Richard P. Pizgukul, John Pizgukul, Roy Raddcliffe, James F. Rott, Bill Rogers, J. G. Romero, Mrs. Royal Mr. & Mrs. Danny Ruff, Max Scarborough, Bill Shaffer, Lee Shane, Michael Shannon, Mr. & Mrs. T. O. Shultz, Miss Robert Smith, Don T. B. Smith, Howard David Snook, Albert T. Soechi, C. P. Staley, Loyd Stanton, Richard Star, Hedy Jo Straus, Joseph Swartz, Jay Terry, Lloyd Trela, J. C. Trela, Sherry & Mom Trenholm, Joseph A. Uicar, Joseph Vallasio, Louis Weeks, Mills West, Forest E. Wilson, Marguerite E. Yestedt, Edwin J. Young, Roger Young, Kenneth Zawatzke, Jack A.

HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space:

- 2. Check the heading under which you want your ad placed:
Acts, Songs, Gags
Advertising Specialties
Agents, Distributors Items
Animals, Birds, Snakes
Business Opportunities
Calliopes and Band Organs
Collectors Items
Costumes, Uniforms, Wardrobes
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Formulas and Plans
For Sale-Secondhand Goods
For Sale-Secondhand Show Property
Help Wanted
Instructions and Schools
Locations Wanted
Magical Supplies
Miscellaneous
Mobile Homes, Accessories
M. P. Films-Accessories
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies & Developing
Ponies
Printing
Rigging and Props
Salesmen Wanted
Scenery, Banners
Talent Wanted
Tattooing Supplies
Trucks, Trailers, Accessories
Wanted to Book
Wanted to Buy

- Music, Records, Accessories
Business for Sale
Record Pressing
Situations Wanted
Used Dealer-Distributor Equipment
Used Records
Used Record Pressing Equipment

- Coin Machine Headings
Help Wanted
Opportunities
Parts, Supplies
Positions Wanted
Routes for Sale
Wanted to Buy
Used Equipment

- Talent Availabilities Headings
Agents and Managers
Bands and Orchestras
Dramatic Artists
Hypnotists
Miscellaneous
M. P. Operators
Musicians
Outdoor Acts and Attractions
Vaudeville Artists
Vocalists

- 3. Indicate below the type of ad you wish:
REGULAR CLASSIFIED AD-20c a word Minimum \$4
DISPLAY CLASSIFIED AD-\$1 per agate line One inch \$14 (14 agate lines to inch)
TALENT AVAILABILITIES AD-5c a word. Minimum \$1
Classified and all Talent Availabilities ads must be paid for in advance.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please insert the above ad in... Issue
NAME I enclose
ADDRESS remittance of
CITY STATE \$

GIVE TO DAMON RUNYON CANCER FUND

PROFILE OF WEEK

Always on The Move

ROBERT GRAFF



ROBERT GRAFF, of Dallas, is probably the busiest bachelor in the bulk vending industry. He operates more than 3,000 venders over a huge territory extending all the way from his Dallas headquarters to Oklahoma City, Denver and points far south in the Lone Star State.

Graff went into the Air Force in 1942 and served in the China-Burma-India combat theaters until late 1946. Discharged that year, he joined his brother, Everett, a distributor headquartered in Dallas. Robert became interested in the possibilities of bulk vending, but felt that Dallas was a saturated market. He moved to Oklahoma City, bought a few machines, and was off on a successful career. Three years ago he moved back to Dallas, convinced that "Dallas should have been my headquarters all along."

Six feet tall, Graff is a friendly person 37 years of age. Associates are surprised that he is a bachelor, until they learn that he often spends 11 and 12 hours a day out on his long routes, a grind that makes much social life difficult. "I'm thinking of doing something about it now," remarks Graff.

Graff is an insatiable hunter, however, and regularly makes trips of 1,500 miles or more to big game preserves in Montana, Wyoming, Colorado and other Western States in search of elk, deer, grizzly bears and antelope. He spends a week at a time on hunting forays high in the mountains.

On one of his trips he met up with another group of hunters in the Gunnison River district of Colorado. One man in the other party became interested in bulk vending after talks with Graff, and later bought some machines. This was the beginning of the route of C. A. McCathren, well-known operator in the West.

Life for Graff is one of constant travel, either on his route or hunting and fishing trips. He owns a collection of fine hunting rifles and has many awards for marksmanship to his credit. One of his elk kills set a record which still stands in Wyoming.

He finds bulk vending a rewarding business, and is proud that he still has most of the locations with which he entered the business 12 years ago.

Extra Effort Is Rewarded With Location Co-Operation

DENVER — Co-operation from location owners plays an important role in the efficient route of 500 machines run by Frank Thorwald.

He keeps machines spotless. This makes an impression on location owners, and many respond by taking a personal interest in machines in their stores. Many regularly clean machines, and some make minor repairs on their own initiative. Thorwald supplies location with postcards to be used in case of machine malfunction. Co-operation is excellent, and for his part Thorwald makes a trip to a location as soon as he receives a postcard. When going on a repair call, he services other machines in the vicinity.

Machine cleanliness is important to Thorwald. When a vender is set in a spot where it collects too much dust and grime, he prefers to take it off location. His route extends to spots 110 miles distant from Denver. Machines in Denver are checked weekly, and those in rural areas once every two weeks, Thorwald reports. Point-of-sale cards and display board for charms are frequently employed by Thorwald on machines.

Charms are used extensively, and the problem of selection from those available is continuous. He regularly makes informal tests with the help of his son, Francis. The lad takes new charms to school and shows them to his classmates, and then reports to his father which aroused the most interest. Thorwald then puts these charms in his machines, and reports that they have consistently moved quickly. Often

he will take his son to a prospective new location as well, and base his final decision partly on observations from a child's point of view.

Besides his route of bulk venders, Thorwald also operates 27 kiddie rides. Operation of them takes a great deal of his time, and he has no current plans for expansion.

State Cig Taxes Jumped 10.2% In September

RICHMOND, Va.—An average 10.2 per cent more packages of cigarettes were taxed in September, 1958, than during the same month last year, according to figures released by the Tobacco Tax Council. In the cumulative period, January thru September, there were 4.7 per cent more cigarettes taxed this year than last.

There are 42 States, plus the District of Columbia, that have a cigarette tax. Figures for the State of Maryland, whose new cigarette tax became effective July 1, 1958, are not included in the comparative totals.

A total of 41 States showed an increase in purchase of cigarette stamps and meter impressions during the period, January thru September, 1958, compared to the same period last year.

The total gross amount of State cigarette taxes collected for September, 1958, was \$60,876,134.

HORIZON U. S.

Scope of Mail-Order Bulk Vending Operation Takes in Every State

By FRANK SHIRAS

CHICAGO — Carousel Industries runs a large mail-order bulk vending operation reaching into every State, Cuba and Alaska. Almost all machines are located in 12 variety chains, either national or regional. As many as 1,500 and as few as 50 bulk venders are involved in any one of the 12 chains, said Irvin Brodsky, president.

Company policy varies somewhat from one variety chain to another, and a successful mail-order operation must follow to the letter the internal organization of each chain, said Brodsky. This applies to landing a chain, setting up a program, and supplying merchandise.

In getting a particular chain, a

personal visit is made to the executive headquarters. When authorization is given, a chain may either elect to contact individual stores itself or instruct Carousel to do this, depending upon company policy. Some chains have a concessions department—usually at

firm more latitude in handling the bulk vending program, Brodsky has found.

Machines are owned by Carousel. Servicing of machines is done by an employee in individual stores. Merchandise is sold at a mark-up, and thus there is no problem with collection of gross

(Continued on page 88)

5-Cent Venders Do Well in Shopping Centers, Op Finds

PHOENIX, Ariz.—An experiment in spotting 5-cent venders in neighborhood shopping centers, where the average customer spends a considerable amount of time, has proven highly successful for E. H. Van Patten.

In a typical location—a small neighborhood shopping center with parking space for 200 cars, and around 10 stores—Van Patten used four machines on a metal stand near the entrance to a popular variety store. Included in the line-up of four machines was one penny ball-gum vender with a "play ball" attachment, a 5-cent charm machine, a ring-and-ball gum 5-cent vender, and a 5-cent capsule vender.

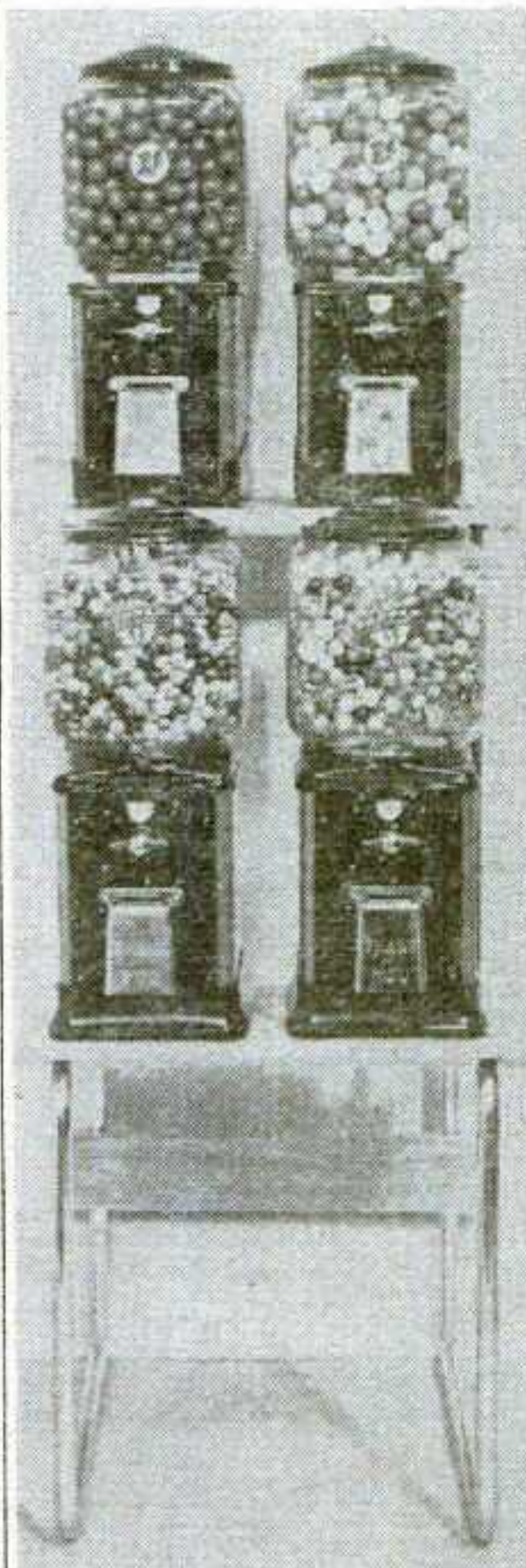
Well-dressed with panel boards in the front of each machine displaying contents, the arrangement is working out well, said Van Patten. The penny venders still stopped the most traffic. But at least two out of every five customers with small children dropped a nickel in one or more machines, and where two or three youngsters were concerned, usually got a nickel charm, or ring, or novelty for each child. In this location, the 5-cent charm vender has exceptionally strong appeal to mothers of small children, Van Patten has found.

Oak European Reps Visit Parent Firm

CULVER CITY, Calif. — Two representatives of Oak Manufacturing Company's European distributors conferred here recently with officials of the parent firm. They were George Charlier and Albert Den Ouden, of Confiserie Brabo, Antwerp, Belgium, distributors of all Oak vending machines in Europe.

Charlier reported that the vending machine business continues strong throughout Europe, and that there are several territories open for Oak distributors in several countries, including the French colonies. He said that coin mechanisms adapted for the domestic coins of foreign countries are available for Oak machines.

Charlier and Ouden planned to visit San Francisco and Chicago before their return to Belgium. (See picture of group, elsewhere in this section.)



VARIETY chains recommend a four-machine installation to Carousel Industries, Chicago.

the executive level—which handles the bulk vending program. Sometimes arrangements are made thru buyers or merchandise men at the regional level. "Every chain is a little bit different in its policies," said Brodsky.

Limited Basis

Most chains want to try out a bulk vending program on a limited basis first. When this proves successful, Carousel is authorized to put machines in all the stores. After years of experience with Carousel, a chain often gives the

Chains Have No Pattern of Management

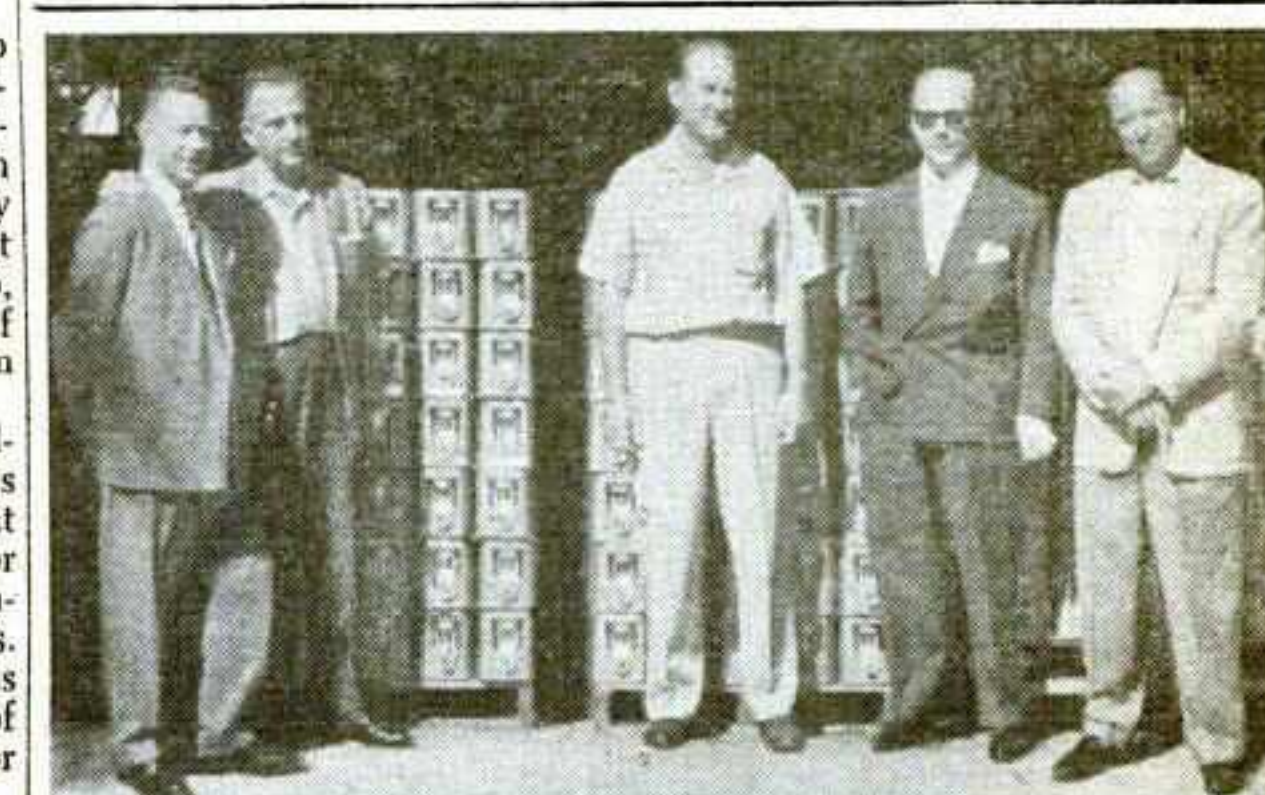
CHICAGO—A recent regional meeting of the Super Market Institute pointed up a basic problem of chain store management that indirectly affects bulk vending operators seeking to put their machines on location in grocery chains.

Many corporate chains have not yet fully resolved the problem of who should control the individual store, it was found at the meeting attended by 100 representatives of grocery chains. Some advocated complete control of all departments by the individual store manager. Others maintained that authority is best centralized in divisional heads. Individual practices are rife with variations.

This diversity in management of grocery chains may account for what some bulk vending operators consider indifference on the part of chains. If an operator does not first investigate the managerial set-up of a particular chain, he is liable to attempt a wrong approach. A phone call, a letter, a personal visit to the wrong person can easily fail to give any results.

Depending upon the chain and its size, an operator may do best to begin at the individual store level, discussing his program with individual store managers. If that person is primarily responsible for over-all management, it would be a practical way of gaining support. It would also avoid animosity that going over his head could arouse.

But where there is strong divisional control, an operator would do best by contracting someone at the headquarters office. Here it could be determined whether the chain would be willing to sponsor a bulk vending program in individual stores, or whether final arrangements would have to be made with the individual store manager. In this way an operator could get a good idea of how much effort he would probably have to expend in order to put his program thru.



REPRESENTATIVES of Confiserie Brabo, European distributor of Oak Manufacturing Company, made a recent visit to the parent firm. From left to right: Albert Den Ouden, of Confiserie Brabo; Sid Bloom, secretary-treasurer of Oak; Harold D. Probasco, vice-president of Oak; George Charlier, of Confiserie Brabo, and Sam Weitzman, president of Oak.

We sell
VENDING MACHINES
and MERCHANDISE
that are
BEST IN QUALITY
BEST FOR YOUR LOCATIONS
BEST FOR YOU
Phone or Write for Prices
J. SCHOENBACH
715 LINCOLN PLACE, BROOKLYN 16, N. Y.
President 2-2900

SAVE MORE MONEY—
MAKE MORE MONEY
Subscribe to The Billboard TODAY!

Bulk Vending Takes in Every State

• Continued from page 87

receipts from the machines. The difference between cost of merchandise to the store and selling price to the public compares to what an operator pays out as commissions to the location. Three types of merchandise are generally put in machines: 100-

count ball gum, 5-cent capsules, and ball gum-charms. Sometimes pan candies are used as well. The number of machines in each store and their placement varies. One variety store may have only a single machine, while others may have multiple installations as well. The 10-cent capsule has not proved very successful, and is being discontinued. Impulse buying of bulk vending merchandise seldom occurs at a level higher than a nickel, Brodsky has found. Continued inflation could make the 10-cent capsule feasible, however, he said.

Multiple Installations

Currently, Carousel is putting multiple installations of four machines in stores wherever possible. A two-tiered step-back stand manufactured by Victor Vending Corporation is used, along with machines made by the same firm. A four-unit installation was selected on the basis of advice from the variety chains. They reported that four machines on a stand was the ideal number to be serviced by an employee.

Shipments of merchandise are made directly to individual stores. It is very important not to overstock them with supplies, said Brodsky. Turnover is a basic gauge used by chains, and they want merchandise moving out of their stockrooms as quickly as possible. Besides, gum and pan candies will not stay fresh indefinitely. Neither is there any point in refilling machines with a capsule selection that moved slowly in the first place.

System Devised

Accordingly, Carousel has devised a system of basic shipments that has worked out best in practice. Ball gum is sent in 18-pound cartons, ball gum-charms in seven-pound quantities, two to a carton, and capsules in bags of 250, two bags to a shipping container. De-

pending upon store volume, shipments to stores are made up of varying combinations of these basic amounts.

An exact tally on the movement of merchandise is kept on each store by Carousel. This is very important, since there is no first-hand contact with the location. When reordering by the store lags, inquiries are made to determine the difficulty. The important thing is to find out the norm for a particular store, and keep merchandise moving out to it at regular intervals, said Brodsky.

A basic problem in a mail-order operation is keeping merchandise in the machines, said Brodsky. The physical separation of vending machines from counters in a store can sometimes cause them to be overlooked. Altho assigned to an employee in the store, the machines are not under his daily observation in the way that his own counter is.

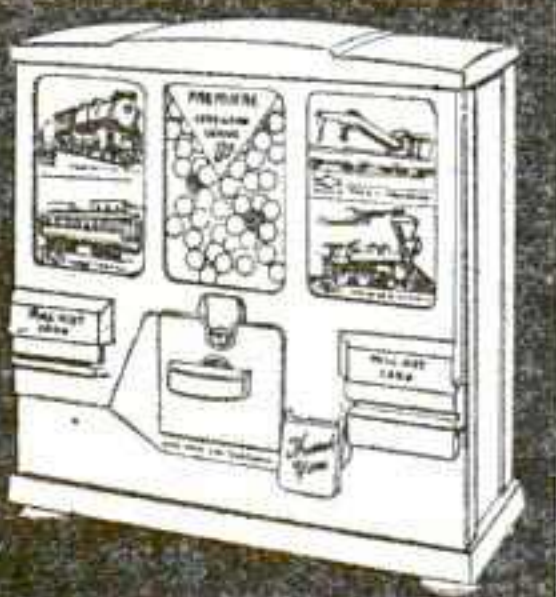
Machine Taxes

Taxes are another problem. Often a chain will find out for itself what the tax is on bulk vending machines in different areas. Carousel does this, with the aid of extensive files, or letters to the appropriate governmental body when necessary.

The basic aim of Carousel Industries is to evolve long-range bulk vending programs with the variety chains. Regular movement of merchandise thru machines—even if it is slow—is more important than quick earnings, in the firm's view. For this reason, Carousel will often put machines in stores that other operators gave up.

Brodsky founded Carousel Industries in 1951. Besides vending machines, the firm has kiddie rides on location in variety chains throughout the country, ranking as one of the largest in that field.

J. SCHOENBACH
Distributor For
oak Manufacturing Co., Inc.
715 LINCOLN PLACE, BROOKLYN 16, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES



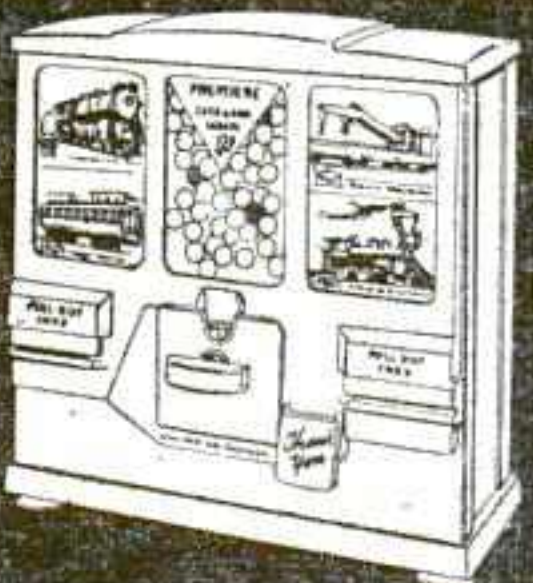
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"400"



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WE HAVE
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oak's 25c
CAPSULE VENDOR
only \$18.95



Here's the 25c Vendor that has the whole trade talking! At the low, low price of just \$18.45 this machine pays for itself on one loading... takes in \$87.50!

The Oak 25c Capsule Vendor vends lighters and a select assortment of jewelry items being shown by Oak factory sales offices listed below. Innumerable items in standard capsules will make the 25c Vendor a great profit producer for you!

west coast factory sales
OPERATORS VENDING MACHINE SUPPLY CO. M. J. ABELSON/Phone AT 1-6478
1023 South Grand Avenue
Los Angeles, California

east and midwest factory sales
2033 Fifth Avenue
Pittsburgh, Pa.

oak MANUFACTURING COMPANY, INC.
11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

COINMEN YOU KNOW

Chicago

Tower Music Company made its official debut over the weekend as a Wurlitzer distributorship, garnering good attendance at its opening in its spacious Division Street showrooms and shop. Bert Davidson, 18-State Wurlitzer rep, was beaming like a proud papa, both about the firm's new Chi distrib and about his strapping, 6' 2" son. Davidson, a 26-year vet in the business, announced that his boy—a ten-letterman from Colorado's school of mines—will enter Harvard's Graduate School of Business Administration next fall. Carl Greene, Tower prexy, was busy talking deals on the phone, seated in his office, the walls of which are covered with pix of winning horses from his racing stable. Bob, his brother, and Reid Whipple, factory rep, weren't moving too fast the morning after the big opening day, but still were able to report some business was transacted during the big day. Harry Salat, Tower sales rep, was engrossed in paper work and deep discussion with Davidson, the day after.

Joe Collins, AMI's fast-hoofing Midwest rep, was off again to confer with the firm's new distrib in Winnipeg, Ted Savage and Andy Petrachos of Monarch Coin Machine. If these young coin execs are half as good as Collins says they are, they'll put Canadian commerce in line—with the U. S. Mike Spagnola, AMI distrib major domo, smiling approvingly at the sound from the new re-

mote speakers for the stereo unit.

Chicago Coin's Sam Wolberg and Sam Gensburg were conferring busily in the factory's executive suite. Mort Secore, of CC's sales executive staff, showing pix of the firm's bowlers set in batteries in new-type locations and breathing excitement of Jack Rosenfeld's new experiment in St. Louis (See page one story this issue). Harry Click, head of firm's machine gun division, proudly showing off the new trailer with four-unit gun installation which he believes will prove hot sales gimmick for guns. Art Weinand, new sales chief, wasting no time, off to Minneapolis on business on first trip since his new appointment.

(Continued on page 89)

WINTERTIME OPERATIONS CANDY BALLS

210 Count, with CHARMS;
also 100 Count Candy Balls.
FREE: Candy Ball Labels.

**SO ROUND, SO SWEET,
SO PROFITABLE**

Samples and information on request.

EPHY

91-15 144th Place
Jamaica 35, New York

FINEST RECONDITIONED

VENDORS

| | |
|-----------------------------------|---------|
| Silver King, 1c or 5c..... | \$ 8.50 |
| Toppers..... | 10.00 |
| Model V's..... | 8.50 |
| Atlas Capsule Machine..... | 10.00 |
| Baby Grand, 5c..... | 7.50 |
| Premiere Card Machine..... | 17.50 |
| Hot Nut Machine, 3 Col..... | 22.50 |
| Stamp Machine, 2 Col..... | 15.00 |
| Shipman Stamp Machine, 3 Col..... | 22.50 |
| Pen Machines..... | 14.50 |
| N. W. 10 Col. Tab Machine..... | 19.50 |
| Mills Tab Machine..... | 14.50 |
| DuGronier Tab Gum Machine..... | 14.50 |
| Advance Comb Machine..... | 14.50 |
| Pen Machines, 50c..... | 6.50 |



**RAKE'S SPECIAL
MIXED CHARMS!**
Consists of all
factories latest
items in one
mixture.
\$9.00 per M

SEND FOR 1959
CATALOG, FREE!

"Rake's
Automatic
Merchandiser"

1/3 Deposit, Balance C.O.D.

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Philadelphia 23 Pa. LOmbard 3-2676



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ALL
THREE . . .

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2. SERVICE
3. TROUBLE-FREE OPERATION

Ask your distributor to stock
Cramer's "Star-Brite" for you!

SAVE MONEY!
210-170-140 BALL GUM

Also Cramer's "King-Size" Solid Ball Gum

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150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

Vend . . . the Magazine of Automatic Merchandising

HUNDREDS OF MONEY-MAKING VENDING IDEAS

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magazine of automatic merchandising!

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Yes—Please sign me up for Vend for

1 year \$5 3 years at \$10
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Name

Address

City..... Zone..... State.....

Occupation

MONTHLY FEATURES

Candy, Gum &
Nuts
Beverages
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New Products
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Industry News
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VENDING MACHINES — Parts, Supplies; Ball Gum, all sizes; 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Fanned Candies; 1 Hershey's, 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. **KING & CO., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill.**

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WIRE PALADIN SAN FRANCISCO

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| N.W. Model 49, 1¢ or 5¢ | \$14.50 |
| N.W. DeLuxe 1¢ & 5¢ Comb. | 12.00 |
| N.W. #39 1¢ Porc. | 7.95 |
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| Silver King 1¢ B.G. or Mds. | 8.00 |
| AST Gum | 30.00 |
| Mills 1¢ Tab Gum | 12.00 |

MERCHANDISE & SUPPLIES

| | |
|------------------------------|-------|
| Pistachio Nuts, Jumbo Queen | \$.77 |
| Pistachio Nuts, Large Tulip | .73 |
| Pistachio Nuts, Vendor's Mix | .58 |
| Pistachio Nuts, Sheik | .48 |
| Cashew Whole | .44 |
| Cashew Butte | .58 |
| Peanuts, Jumbo | .42 |
| Spanish | .32 |
| Mixed Nuts | .57 |
| Baby Chicks | .30 |
| Rainbow Peanuts | .32 |
| Boston Baked Beans | .32 |
| Jelly Beans | .38 |
| Licorice Gums | .38 |
| Leaflets, 450 ct. | .48 |
| M & M, 530 Ct. | .55 |
| Hershey-ets | .47 |

Rain-Blo Gum, 40 ct. .30
Malt-ets, 100 ct., per 100 .32
Rain Blo Ball Gum, 140 ct., 170 ct.,
210 ct. .30
Rain-Blo Ball Gum, 100 ct. .32
200 lb minimum, prepaid on all
Rain Blo Ball Gum.

Adams Gum, all flavors, 100 ct. .45
Wrigley's Gum, all flavors, 100 ct. .45
Beech-Nut, 100 ct. .48
Hershey's Chocolate, 200 ct. .40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands,
Globes, Brackets, Charms. Everything
for the operator.
1/3 Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

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.
LOngacre 4-6467

COINMEN YOU KNOW

Continued from page 88

Coven Distributing Company's major personnel were all in last week, keeping busy selling new and used equipment. In his new role as AMI dealer, Ben Coven has been hurrying to get ready for the new stereo equipment. Sid Paris, Ben's right hand, seen in action last week selling a couple loyal Coven customers, provided a classic example of how to sell. Irv Ovitz tells us that since introducing the COMCO speakers at Coven, two years ago, more than 12,000 have been sold.

Herb Jones, Bally veep, busy in executive session... United's Billy DeSelm, smilingly looking over the hustle and bustle in the firm's plant... RMSA president, Earl Kies, was busy with last minute details for the group's dinner dance at the Morrison Saturday (22). The conflict with many stars appearing at the Stadium complicated the job for Earl, but he still had an all-star cast lined up... Kurt Kluever, Rock-Ola sales manager, back in the office after a trip visiting distributors during the recent showings of the new line. Kluever is putting the finishing touches on the new showroom at the Rock-Ola factory—a real knock-out.

Marcel Wolverton and Henry Ross, partners in Midway Manufacturing, new Franklin Park game factory, are really busy. Not only are the two engineers working long hours designing parts and equipment and getting their plant ready for production, but they are attending night school classes as well to bone up on business management. The two are making most of the plant installations and fixtures themselves. One section of the plant is fenced off and draped over with a black tarp. "That's our new game experimental lab... top secret," say the boys.

United Manufacturing Company roadman Al Thoeke, at the home base last week, heads for the Iowa towns of Davenport, Iowa City and Des Moines, and Rapid City, S. D. Al's fellow sales rep, Ralph Sheffield, was "grounded" last week with a pleurisy attack—he was in Illinois Memorial Hospital. John Casola is in Jackson, Miss., and on his way back to the factory to take in the Park Show.

St. Louis
By JOHN HICKS

Timothy D. Schroeder, the latest addition to the Frank Schroeder family, was baptized at St. Clement's Catholic Church. He was born October 8 at St. Joseph Hospital in Kirkwood, a municipality of St. Louis, and weighed 8 pounds at birth. Little Tim is the third son in the family, which also includes four girls.

Funeral services for Earl Raney, owner of Raney Novelty Company here, were held October 8 in the chapel of Hoppe Funeral Home, with burial in Oak Grove Cemetery. Raney, 50 years old, died October 6 at his home. He started in the business about 23 years ago as an employee of Lee Turner. He later became a partner and took over the music and games operating firm when Turner got out of the business about 15 years ago. Surviving are his widow, Betty Jeanne Raney, and four children, Nancy, 6; Sheree, 3½; David, 2½, and Dennis, 7 months.

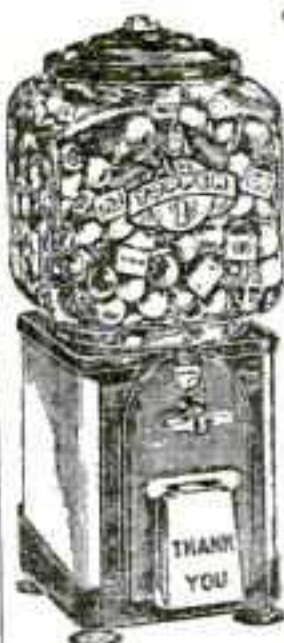
After 30 years at one location, Vending Machine Sales has moved from 1812 South Grand Boulevard to 4239 West

Natural Bridge Avenue. The company, one of the oldest operators of music and games machines, is jointly owned by Loren L. Burns and Kermit Neel. Burns, who has been with Vending Machines Sales off and on for the last 15 years, and Neel, a veteran of 30 years with the firm, purchased the business a year ago from Bernard Neel.

Burns, a former serviceman in the Armed Forces, is married and has a 12-year-old daughter. Neel and his wife have three daughters and a son, whose ages range from 11 to 22. The Milton Schraier's third child, Alene Hope Schraier, weighed 6 pounds 2 ounces when she was born October 6. Schraier, of J. Rosenfeld Company, said Alene Hope makes the family well-rounded. She has two brothers, 8 and 5.

The William Geigers, Amusement Supply Company, are football fans who each year make attending the University of Illinois homecoming an annual event. This year they were "delighted" when the Fighting Illini upset the three-point favorite Michigan State University Spartans 16 to 0. The Geigers drove to the

(Continued on page 90)



After all is said and done—your best bet still is **VICTOR'S STANDARD TOPPER** 1c Ball Gum Vendor **\$13.25** ea. \$12.75 each 100 or more

Distributed by **ROY TORR—LANSDOWNE, PA.**
Giving Friendly Service and Liberal Terms Since 1910



ATLAS MASTER 1c-5c Ball Gum & Charm VENDOR
New 10½" GLOBE (Capacity about 12 pounds)

CAN BE FINANCED!
Write for Full Details

SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Send **35c** for Sample Kit of Charms

EXCLUSIVE NATIONAL SALES AGENT

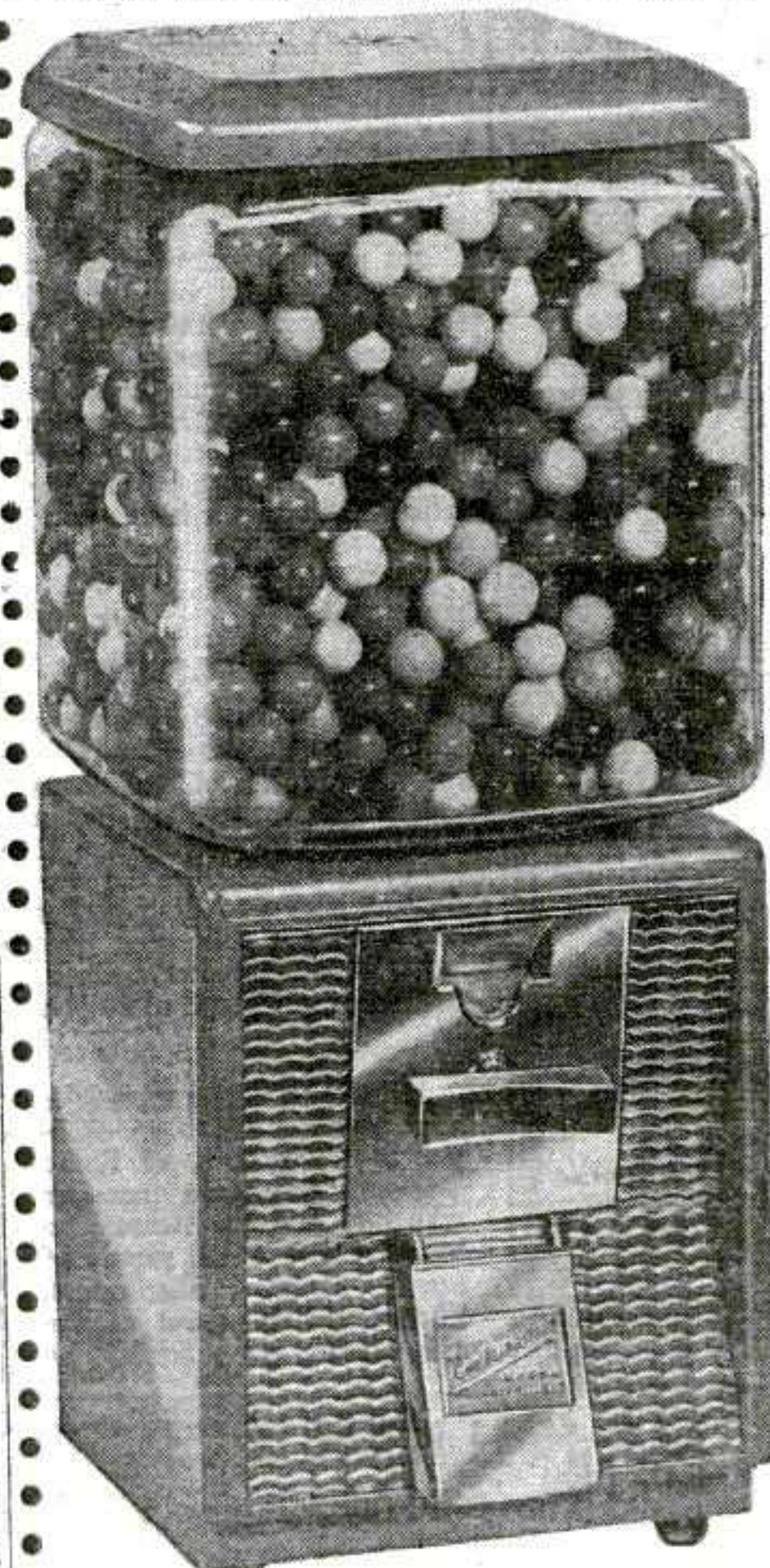
World's Largest Selection of Miniature Charms

PENNY KING COMPANY

2538 MISSION STREET

PITTSBURGH 3, PA.

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



SEE THE NEW

Northwestern

GOLDEN '59

at your distributor's today

- NEW! ATTRACTIVE! SALES-MAKING APPEARANCE.
- INTERCHANGEABLE MERCHANDISE UNITS WITH LOCKTITE CARRICAP.
- VENDS ALL PRODUCTS ACCURATELY. NO BREAKAGE OR CRUSHING.
- PRECISION-BUILT DIE-CAST PARTS TO ASSURE PERFECT FIT.
- THE BEST OF ALL LIFT-OUT MECHANISM, 1c, 5c, 10c & 25c.
- LARGE CAPACITY. ACTUAL 9 LBS. 210 COUNT.

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The use of good merchandise in Northwestern bulk vending machines is the most successful means of developing a permanent and profitable business. There are numerous suppliers of quality merchandise throughout the country, far too many to incorporate in a list, but the Northwestern distributors listed below assure you of the finest quality peanuts and fancy nuts for vendors, vending machine confections, pistachio nuts, tab gum, ball gum, penny confections for tab gum vendors, plastic and metal charms.

- Birmingham Vending Company
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Birmingham, Alabama
- Bernard K. Bitterman
4709 East 27th Street
Kansas City 27, Missouri
- Cleveland Coin Machine Exchange
2025-2029 Prospect Avenue
Cleveland, Ohio
- H. B. Hutchinson, Jr.
1784 N. Decatur Road, N. E.
Atlanta 7, Georgia
- King & Company
2700 West Lake Street
Chicago 12, Illinois
- Laniel Amusement, Inc.
1815 Quest, Notre Dame West
Montreal, Quebec, Canada
- Northwestern Sales & Service
1198 Tremont Street
Boston 20, Massachusetts
- Northwestern Sales & Service
446 West 36th Street
New York 18, New York
- Novelty Peanut Company
1409 South Ervay
Dallas, Texas
- Parkway Machine Corporation
715 Ensor Street
Baltimore, Maryland
- Peanut Products Company
801 Second Avenue
Des Moines 2, Iowa
- Peanut Products Company
1123 West 21st Street
Indianapolis, Indiana
- Rake Coin Machine Exchange
609 Spring Garden Street
Philadelphia, Pennsylvania
- Rohr Sales Company
9854 Twelfth Street
Detroit, Michigan
- Sidmar Vending Company
2137 Fifth Avenue
Pittsburgh, Pennsylvania
- Standard Specialty Company
1028 44th Avenue
Oakland 1, California
- Veeco Sales Company
2124 Market Street
Philadelphia, Pennsylvania
- Vendall Company, Inc.
1820 East 38th Street
Minneapolis, Minnesota
- R. R. Whitehead
1075 Woodland Avenue, S. E.
Atlanta, Georgia
- Wm. Ed. Randolph
4345 Connecticut Street
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Some fine flavors, Centers and Coating.

Direct LOW Factory Prices

Bubble Ball Gum, 140-170 & 210 ct. & Giant Size27¢ lb.
 Chicla Ball Gum, 130 ct.35¢ lb.
 Clor-a-Vend Ball Gum40¢ lb.
 Clor-a-Vend Chicks, 320 ct.40¢ lb.
 Chicla Chicks, 320 & 520 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
 34 years of manufacturing experience
 4th & Mt. Pleasant • Newark 4, N. J.

VICTOR'S

5-STAR BABY GRAND

- ★ Capsule 5¢ or 10¢
- ★ Rocket Charms, 5¢
- ★ Ball Gum & Charms, 1¢
- ★ Chicla Treats, 2 for 1¢
- ★ 100-Count Ball Gum, 1¢

\$13.25 ea.
 Write for Quantity Prices
 Minimum Packing: 4 to the Case

Write for Lowest Prices on our complete line of
 ● CAPSULES ● MACHINES
 ● CHARMS ● BALL GUM

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5¢

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TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

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 4650 W. Fulton St., Chicago 44, Ill.
 Est. 1889
 Telephone: Columbus 1-2773
 Cable Address: WATLINGITE, Chicago

Coinmen You Know

Continued from page 89

Champaign - Urbana campus with five couples in two automobiles. They left the Friday afternoon before the game and stopped overnight in Mattoon, Ill.

New York
 Gabe Forman, executive with Sandy Moore Distributors, returned from a European business trip this week and left the following day to join Sandy Moore in Florida where both men are hatching some business deals.



SANDY MOORE (right), president of Sandy Moore Distributors, Inc., Wurlitzer outlet in New York, welcomes his vice-president, Gabe Forman, who returns from week-long juke box and games sales tour of Europe.

Murray Kaye at Atlantic-New York reports that the firm has made some 50 installations of the new Seeburg stereo machine and is now installing them at the rate of three or four a day.

WIGGLE WORMS

Looks like the real thing! It wiggles, it crawls, it squirms like a worm! Stretch ends of worm, then let go . . . WATCH IT WIGGLE! Terrific play action. Vends perfectly.

\$8.00 per M

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Kids can become millionaires. Terrific play value! Ass'd. sizes. Ass'd. gold and silver plated. Vends perfectly. Can't be used as slugs.

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Name
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 Occupation

Meyer Parkoff and Gordon Howard of Atlantic-New York recently visited Tom Greco at Glasco N. Y. Also visiting Greco was Irv Kempner of Runyon Sales.

Robert Michelow, 70, Reliance Music, died Saturday (15) with the funeral following day. He was an active juke box operator until his death. His route is now operated by his son, Sidney Michelow.

The Music Operators of New York has its annual dinner meeting and election of officers Tuesday (25) at the Park-Sheraton Hotel.

Washington
 By DELORES NEWCOMB

Business at Hirsh Machines continues good. Company hasn't been hurt by all the "recession talk," says Treasurer Roger Squitiero. Again this year, Hirsh will give turkeys to employees for Thanksgiving. Christmas bonus arrangements are being worked out, too. Roger is mighty proud of his golf game. . . . with good reason. He has won four tournaments this year—one sponsored by the Variety Club and three by local clubs.

Hirsh de La Viez has been busy getting ready for the Variety Club Personality Dinner. Hirsh, who is chief barker of the local Variety Tent, is knee-deep in arrangements for the dinner to honor Jack Paar, chosen as the Personality of the Year.

The Washington Music Guild is still inactive as a group, but indications are that definite plans for future action will be formulated soon. Principals of the Guild have been meeting informally and hope to announce a program before long. . . . Rainy weather has hurt business at Funland Arcade, but Herb Brown believes that business generally will be better in the coming months.

Milwaukee
 By BENN OLLMAN

Contractors are at work expanding the headquarters of Red's Novelty, 9242 West National Avenue. According to owner Red Jacomet, the project will provide the firm with a new workshop in the rear of the plant, plus a loading platform. Just back from a hunting trip to South Dakota, Jacomet reports he brought down his limit of 20 pheasants.

Interest in stereo records is strong, according to one-stopper Stu Glassman, of Radio Doctors. "But those operators who buy the new stereo juke boxes receive a full supply of records for their distributors. That takes them out of the disk market for a while," he

notes. Stopins at Radio Doctors for disks recently included Robert Lax, Green Bay; Bob Jenner, Waupaca; Bibs De Rusha, Fond du Lac, and Mrs. Williams, Bailey's Harbor.

(Continued on page 103)

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That's One Dollar (\$1.00) per thousand.

Plastic CHARMS—Series #2.

Consists of 52 assorted CHARMS & COLORS. Packed in bulk in a drum. No exception to 100,000 quantity. Our loss leader—Your BEST BUY.

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In order to increase our mailing list, we are offering this week only one \$5.00 bag of our Deluxe Mix Charms with every purchase of 4 Toppers at \$13.25 each.

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1/3 Deposit on All Orders.
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A terrific money-maker in those Supers and Chain stores. The New Modern Key to Successful Bulk Vending.

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Name
 Address
 City Zone State
 Occupation

700 Attend RMSA's 2d Annual Banquet

CHICAGO — Over 700 people representing all phases of the music industry—operators, distributors and record traders—are expected to attend the second annual dinner-dance thrown by Recorded Music Service Association, the Chicago juke box operator group, here Saturday evening (22).



EARL KIES

Altho coverage was not possible by press time, the show alone was scheduled to run some two hours with a wide variety of recording talent to appear. Dan Belloc's orchestra was signed for the evening, with dancing to follow the entertainment fare.

Among artists scheduled to appear were Eydie Gorme, Shirley Forward, the Pepper Pots, Frankie Pizani, Jenny Smith and June Valli.

Other Acts

Earl Kies, president of the association and co-chairman of the event along with the Joe Filitti, said numerous other acts were scheduled to appear but were not definite.

Parkoff Plugs Stereo Music At Assn. Meet

KINGSTON, N. Y. — Meyer Parkoff, president of the Atlantic-New York Corporation, told members of the New York State Operators Guild that now is the time for them to capitalize on the consumer promotion by record companies and phonograph manufacturers and install stereo juke boxes on their locations.

Speaking at the NYSOG meeting at the Governor Clinton Hotel here Wednesday night (19), Parkoff said that the public is hungry for stereophonic music, and he predicted that collections would improve substantially with the substitution of stereo for monaural music. Parkoff was accompanied by Gordon Howard, Atlantic salesman.

Also a guest at the meeting was Bob Catlin, head of the Albany office of the Bilotta Distributing Company. Catlin spoke on the

(Continued on page 98)

JUKE HERO YEGGS YOWL

SAVANNAH, Ga.—When crooks broke into a local tavern they reckoned without the juke box and about 60 quarters dabbled with nail polish that were in the coin box.

They took the quarters and later were taken themselves when a roving patrolman stopped their car on a hunch and saw burglar tools—unlikely belongings of good citizens.

The quarters were identified by the tavern owner, who had used them to shill the machine. The crooks were sent to the hoosegow and the juke box became the proud hero in the whole fracas.

PVT. PRESLEY NO PUZZLER IN FRANKFURT

FRANKFURT, Germany —The juke box trade here is expecting American rock 'n' roll to rise to new peaks of popularity with the arrival of Private Elvis Presley for 17 months of military service.

An informal poll of operators by a Billboard International correspondent recently disclosed that operators expected their collections in general to boom by 12 per cent and eventually 20 per cent.

They base their opinion on an almost Pied Piper following the pouty-lipped rock 'n' roller commands among the German youth.

The feeling evidently is not unknown to the teen-agers idol, who in a recent press conference disclosed that 25 of his records have sold more than a million copies and his fan mail is running between 5,000 and 10,000 letters a week.

"It looks like most of my spare time over here will be spent answering my mail," Presley remarked.

United Preps Stereo Kit for Current Line

Unit in Production Soon Says Mitnick; 10 U. S., 10 Foreign Distributors Now in Fold

By NICK BIRO

CHICAGO—United Music Corporation will unveil a stereo unit to be used on their current UPB-100 model in the near future, according to Jack Mitnick, UMC head. The surprise announcement was made to The Billboard late last week.

With the United entry, all five U. S. juke box manufacturers have now taken a step into the relatively new stereophonic record medium.

United's stereo unit has been fully developed, Mitnick said, and is expected to go on the production line shortly.

Mitnick said the firm is also shipping their current UPB-100 line to distributors and expects to keep increasing production as they go along.

Distributors

United now has 10 U. S. and 10 foreign distributors handling their juke box line.

Altho details are not yet available on the new stereo unit, it is expected to consist basically of a dual channel amplifier (to replace the existing single channel amplifier in the juke box), a stereo cartridge, a dual volume control and at least one and maybe two remote speakers.

Mitnick said the current UPB-100 model is fully convertible to stereo. The tone arm is light enough and will hold a stereo cartridge easily—tho additional wiring will have to be added. He also said there is ample room for the dual channel amplifier in the phonograph cabinet.

Lists Distributors

A full listing of distributors now handling the United juke box are:

- Advance Automatic Sales Company, San Francisco.
- Banner Specialty Sales Company, Philadelphia.
- Black Sales (Irving Holzman and Dave Simon), New York.
- Central Coin Machine Exchange, Columbus.
- Double-U Sales, Baltimore.
- Empire Coin Machine Exchange, Chicago.
- Irving Morris Company, Newark.
- C. A. Robinson Company, Los Angeles.
- Mayflower Distributing Company, St. Paul.
- Western Distributors (George Trambitas), Portland and Seattle.

In Europe: Heinrich Hecker, Paderborn, Germany; Padorex Corporation, Lausanne, Switzerland; Ishammaris Automafabrik, Melmo, Sweden; American Television Company, Genoa, Italy; Helmut H. Hentz, Vienna, Austria; Frans Simons, Antwerp, Belgium; Juan Vasquez, Havana, Cuba; Sociedad General de Comercio C.A. Guayaquil, Ecuador; Industria Electromecanica del Norte, Monterey, Mexico; Cancel Hermanos, Santurce, Puerto Rico.

The speakers inside the enclosure can be rotated to four different angle positions to give wider dispersion. They're universal; that is, they can be used either on the wall or in corners. They measure 27 inches high, 22½ inches wide and 19½ inches deep.

AMI Distributors Show Stereo Adaption For Use on Modified 'I' Model Jukes

Matched Amp, Dual Volume Control, Stereo Cartridge and Matched Speakers in Package

CHICAGO — AMI last week became the fourth juke box manufacturer to enter the stereo field. The firm's distributors throughout most of the country began showing a stereo adaptation unit that could be added to the current I model.

The adaptation package consists of four parts—a matched amplifier, a stereo cartridge, a dual volume control and a pair of matched wall speakers.

Modifications on the current I cabinet had previously been made

by AMI enabling the stereo adaptation to be installed (The Billboard, September 29).

The modified I cabinet has a larger door to accept the second amplifier, a lighter tone arm, modified to accept the stereo cartridge and all special wiring needed for installation of the stereo unit.

The stereo unit is designed to function along with the speakers already in the phonograph. When playing a monaural record, each of the wall speakers, plus the

speakers in the phonograph, play the same single channel on the monaural record.

When playing a stereo record, each wall speaker plays a separate channel, but the speakers in the phonograph play a blend of the two channels that is accomplished by feeding a fraction of each separate amplifier's output into the phonograph speakers.

The amplifier in the adaptation unit is matched to the existing amplifier in the phonograph with a 22-watt output. Automatic volume control is, of course, applied to both and balanced to feed off a single dual-volume control knob.

Cartridge

The stereo cartridge is a special version of the commercial Sonotone (AT-4 model) with a .7 diamond stylus and a ceramic pickup.

The stereo speakers—each consist of a 10-inch woofer and 3½-inch high frequency cones.

LETTER TO EDITOR

Combine Title Strips With Record Sleeves?

The following letter was received from an Alabama music operator, who feels he has an idea that would help other music operators. What's your opinion? The Billboard would be interested in any ideas on this subject. Please address all replies to Bob Dietmeier, Coin Machine Editor, The Billboard, 188 West Randolph Street, Chicago.

"I have, I believe, originated an idea concerning music machine operators and record manufacturers that is of mutual interest. As you know, a man took an ordinary envelope and put a window therein, and made that envelope serve two purposes, one of which it had never served before. I would compare my idea to that idea. Every recording is sold in a shuck which acts as a protective cover for a record. If we added title strips to that shuck to match the record therein, the shuck would then serve two purposes, cover, and title strip service for music machine operators. This shuck containing title strips, together with the record, would constitute what I have termed 'Operators' Record Package,' and would save a music operator much time and many dollars.

"Operators that I have contacted about this 'Music Operators' Package' tell me that they would be more than happy to pay from 3 to 5 cents per recording more

than they are now paying if they could receive their recordings as an operators' package. Star Title Strip Company, Sterling Title Strip Company, Hit Parade Program Service, etc., would no longer be a necessary adjunct to the music operator. In my opinion, 'Operators' Record Package' would eliminate the aforementioned companies, would eliminate the operator having to take time to type title strips. His recordings would be ready to go on the route upon receipt. All programs on a machine would present a neat, clean, printed, uniform appearance that is easy to read, thereby aiding in the sale of the record. Each manufacturer could print his trade mark up in the left hand corner of the title strip which would allow the public to know who made the recording. Hit Parade Title Strip Service prints their trade mark in the upper left hand corner of their title strips.

"Extra cost of putting out this (Continued on page 98)

Plan New Juke, Game Assn. in Milwaukee

By BENN OLLMAN

MILWAUKEE — Formation of a new coin machine operator's association is expected to take place here this week. A call was issued for the gathering by a quartet of local coinmen to determine whether music and games operators here are interested in joining the proposed trade organization.

The meeting was to be held Thursday evening, November 20, at Ray Jackson's restaurant.

Heading up the move to set up the new group which will rival the existing Milwaukee Coin Machine Operators' Association are Sam Hastings, Hastings Distributing Company; Arnold Jost, Arnold Coin Machine Company; Jim Stecher, and Jerome (Red) Jacomet,

Red's Novelty Company.

Spokesmen for the proposed group claim that the incumbent organization has been "inactive," and that there have been a number of complaints voiced concerning its leadership. Officers of the Milwaukee Coin Machine Operators' Association currently are Doug Opitz, its president; Ken Kulow, Kendou, Inc., secretary-treasurer, and Matt Schaefer, vice-president. Joe Beck, Mitchell Novelty Company, has been one of the mainstays and recognized leader.

According to those in charge, this week's organizational meeting is also intended to present coinmen with an opportunity to "get their gripes out in the open." Say the spokesmen: "We hope that at this meeting we will be able to (Continued on page 98)

The Plain Facts about STEREO

Stereophonic sound and the machines to reproduce it—are not new at AMI.

It was two years ago that AMI engineering leadership developed what today is conceded to be the most advanced high fidelity stereophonic sound system available at any price.

This great instrument—choice of a number of world figures and musicians—reproduces both tape and discs with a breadth and depth uniquely faithful to the original performance.

AMI customers have had the benefits of this advanced technical information long before stereo was applied to commercial music.

*The AMI Imperial
High Fidelity
Stereophonic Home
Music Center*



WHAT DO YOU NEED?

In keeping with AMI's policy never to saddle the operator with equipment he cannot use profitably . . . and consistent with AMI's leadership in sound, the AMI stereophonic sound system is available at the option of the operator.

If monaural sound is adequate for his current needs, he need buy nothing more than the standard single channel multiple horn high fidelity AMI model "I" Juke box to have the very best obtainable.

When the operator is ready for stereo, his model "I" is ready also. All current AMI production is, and for some time has been, readily adapted to the addition of the essential components necessary to produce superlative stereophonic sound.

From the start, AMI's attitude toward juke box stereo may be summed up in the following three plainly stated points:

1. It must be *true* stereo.
2. Where used, it must be low enough in cost . . . and high enough in earning power so that operators will have a safe, profitable investment over a longer period of time.
3. It must be *flexible* . . . and adapted to the wide variety of locations found on every route.

WHAT IS TRUE STEREO?

Stereo is hearing with both ears . . . with voices and instruments coming to the listener from the position in which they were placed when recorded.

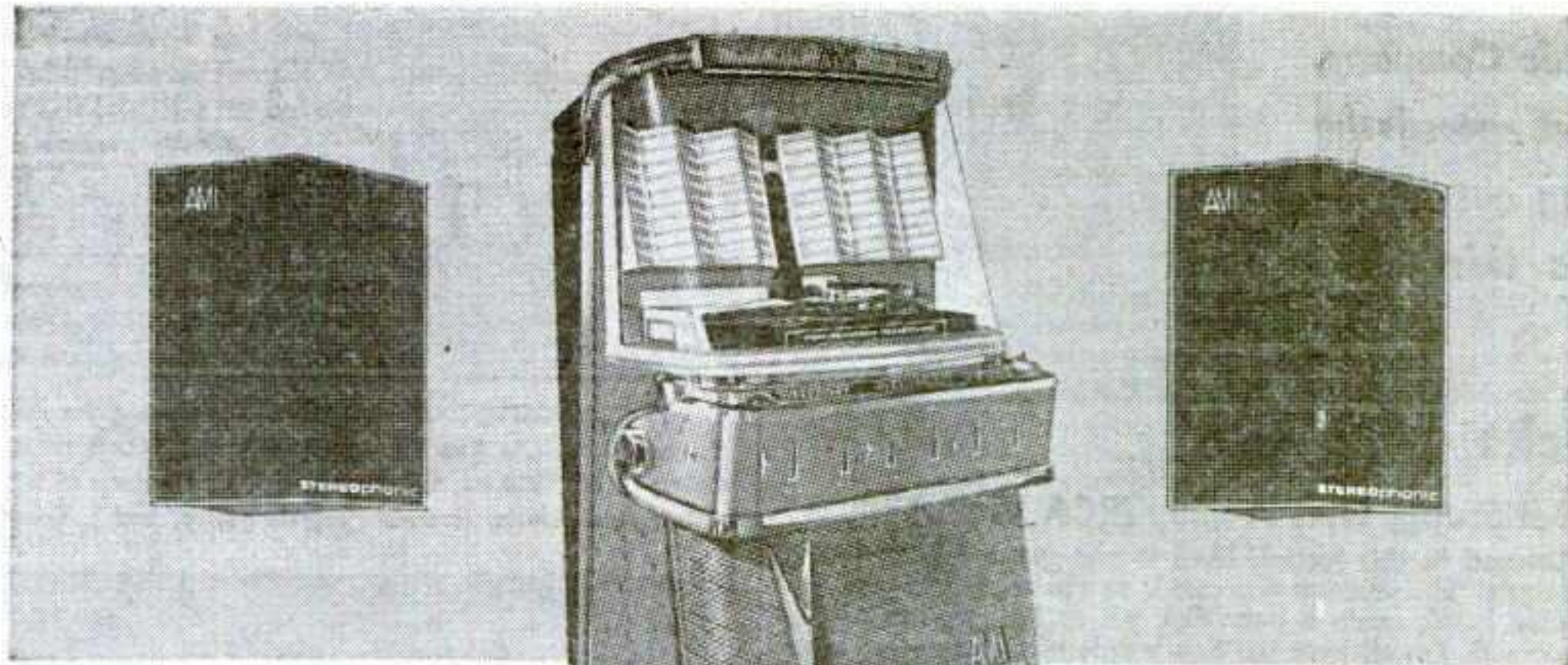


With true stereo, you hear from side to side . . . top to bottom . . . front to back. If the instrument on the left is 10 feet from the instrument on the right, *you should be able to hear this separation.*

Obviously, a music system that does not have two adequately separated speaker enclosures, cannot give a true stereo effect—even to the most attentive ear.

What else is needed for true stereo? Are two speaker systems enough? Not always.

For true high fidelity stereo, all speaker enclosures must be *identical* in design, rigidity, resonance frequency, size and type of drivers and horns. And above all they must carry the full range.



Attempts to surmount this problem by putting the bass through the juke box speaker—and only the middle and high frequencies through other enclosures, result only in phase distortion . . . imbalance . . . loss of fidelity. They fail to produce the stereo effect.

middle effect if the location is larger than a normal home sitting room.

The AMI juke box stereophonic sound system "mixes" the signal from right and left channels, feeding both bass and treble by means of a frequency dividing network to matching horns and drivers to the third, or middle enclosure located in the juke box proper.

Thus, the ear immediately discerns that the third channel augments right and left channels, producing the full "performer in the room" stereo effect.

Now do you have high fidelity stereo?

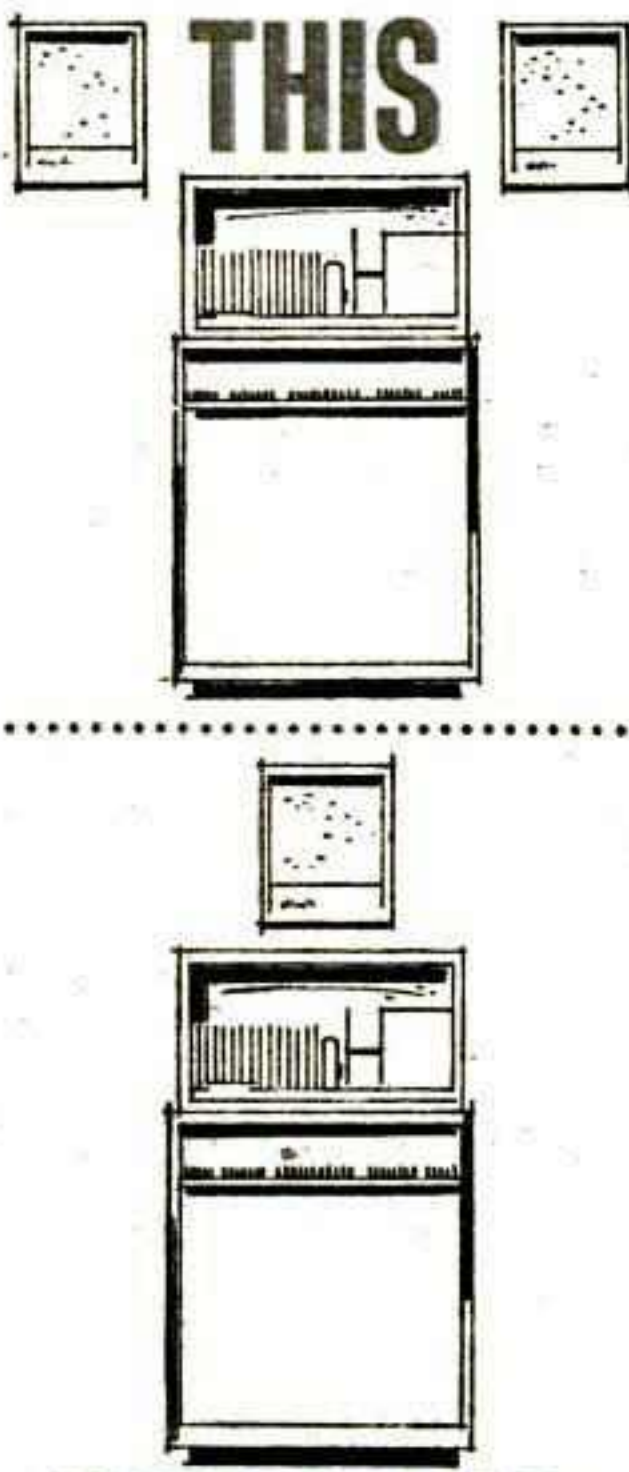
Perhaps, but only if you have high fidelity stereo components. You can readily see that with two channels—plus a third needed for true stereo in commercial systems—low signal to noise ratios are absolute musts. Thus the AMI uses a heavy, precisely balanced transcription type turntable with two new motors and new mountings for completely rumble-free performance. Low stylus pressure . . . featherweight tone arm . . . special stereo cartridge . . . two separate amplifiers . . . stereo pre-amp are of the highest calibre.

These AMI amplifiers and pre-amp surpass all but the most costly amplifiers used for professional and home systems.

It is gratifying that AMI's longer experience in the design and manufacture of stereophonic instruments of unrivaled quality for the home, has made superior components for juke box stereo immediately available to the operator.

WILL STEREO BE PROFITABLE FOR THE OPERATOR?

Stereo has captured the public imagination. It is already a tremendous business and growing fast. It is not only new—but *true* stereo brings the realism of live entertainment into the location.



NOT THIS

But what if you have two, perfectly matched speaker enclosures, entirely separated from turntable, components and juke box mechanism?

Even in that case, the stereo effect may be exaggerated—producing a kind of "hole in the middle" of the music. This is an unnatural sound to the listener, and results in customer irritation and possible distrust of all stereo as a "gimmick."

Engineers have found that with stereo records available today and in the foreseeable future—and even with tape—a *third* or middle channel is desirable to avoid this hole in the

At AMI we believe that you will soon have *some* location opportunities for *profitable* stereo installations.

But no two operators have exactly the same problems—and opportunities. Each situation is different. Some locations will be strictly monaural locations for some time to come.

FROM AMI YOU BUY ONLY WHAT YOU NEED . . . PAY ONLY FOR WHAT YOU CAN USE

AMI juke boxes today—as always—are designed and built to fit any location or operator need—stereo or monaural. Your investment in AMI equipment is a sound one. You buy only what you need and can profit from now. You pay for no more than this.

If your choice is monaural—that's what you get—and you've the best.

Should you later want stereo, the AMI you buy today is immediately adaptable to stereo—and you continue to have the best.

A JUKE BOX IS A JUKE BOX

Whether stereo or monaural—a juke box is still a juke box. Its purpose from the operator's standpoint is what it has *always* been: *to make money for him!*

To this end, beauty of cabinetry, quality of tone, facility of play features, ease of maintenance and service—whether stereo or monaural—are a hallmark of AMI juke boxes that give the operator *plus* earning power in every location.

HEAR THE DIFFERENCE. LET BOTH EARS TELL YOU. LISTEN TO AMI STEREO NOW AT YOUR FRIENDLY AMI DISTRIBUTORS.

AMI Incorporated
1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

Tune Talk...

Vincent Pace, route-man for Chicago's Star Music Company, tells what records he is putting out on his machines this week.



the picks

I Got Stung, Elvis Presley (RCA Victor)

"I listened to this record, liked it and got a few to test on the route. The reaction was good, so I'm buying heavy. Also, Presley hasn't made a poor disk yet as far as my stops are concerned. I'm all over the South Side of Chicago—have race spots, foreign spots, young and old locations, taverns, restaurants and ice cream parlors. Here's a disk I think will go in all places. Take even the foreign spots—they like their own music, but every now and then they go for a change—and this type of fast tune is usually good."

World Outside, Four Coins (Epic)

"Here's a nice slow, danceable ballad. The melody is familiar—taken from the Warsaw Concerto. That together with the arrangement should make it popular in most spots. This is not necessarily for any specific type location—it's what I would call a good general record. One thing more—this tune's gotten a lot of air play. That's always important. I usually pay attention to what's played on the radio—it'll generally go on the box."

I'll Wait for You, Frankie Avalon (Chancellor)

"This is one of those 'ify' type tunes. But when you've got all types of locations—you try things out to see how they go. I bought a few of these for my youth locations primarily. Avalon's got a good following—he's had a lot of air exposure with his shows and all—also some TV appearances. I think the disk has potential—we'll see."

the buyer

The year was 1946. Vincent Pace had just completed three years in the Navy and was deciding whether to continue in the service with a flying career or take a stab at civilian life. He chose to come home, and says now, it was a good move. Pace, with 12 years of juke box experience under his belt is both buyer and collector for about 100 machines on one of Star Music Company's routes. He's 32, with an even more youthful appearance. Pace started in the phonograph business in 1946 as a route helper, moved thru successive apprenticeships to his present post of collector, record man and serviceman. He's single, lives in Skokie and lists "... just like music," as a chief reason for his choice of work.

"Tune Talk" is a special feature for juke box operators. Each week The Billboard interviews a different juke box operator or route record buyer to find out what records they are putting out on their route that week, and why.

DOES YOUR ONE-STOP SERVICE MAKE MONEY FOR YOU?

Have you been paying pennies over wholesale for your one-stop service? Have you lost business because of delay in your one-stop deliveries? Have you missed a sale because your one-stop service has an inadequate inventory?

SWITCH TO MUSICAL SALES AND GET BACK ON THE PROFIT ROAD!

Musical Sales Company, Seeburg distributors for Baltimore, Washington and Virginia, is the oldest and largest one-stop record and accessory service in the nation. The huge Musical Sales building in Baltimore houses one of the most complete inventories in the country, and the vast shipping department guarantees same day service on any order from this nation or abroad for all labels, hits and accessories.

Musical Sales sells to you at **REGULAR DISTRIBUTOR WHOLESALE!** Nothing over, with free title strips and in one prompt postage saving shipment.

Remember, nobody beats Musical Sales prices and nobody beats Musical Sales service because Musical Sales is the oldest and largest one-stop service in the nation with worldwide distribution.

Call, write or wire your order today.



THE MUSICAL SALES CO.

Musical Sales Bldg. Baltimore 1, Md. Vernon 7-5755

Your ticket to

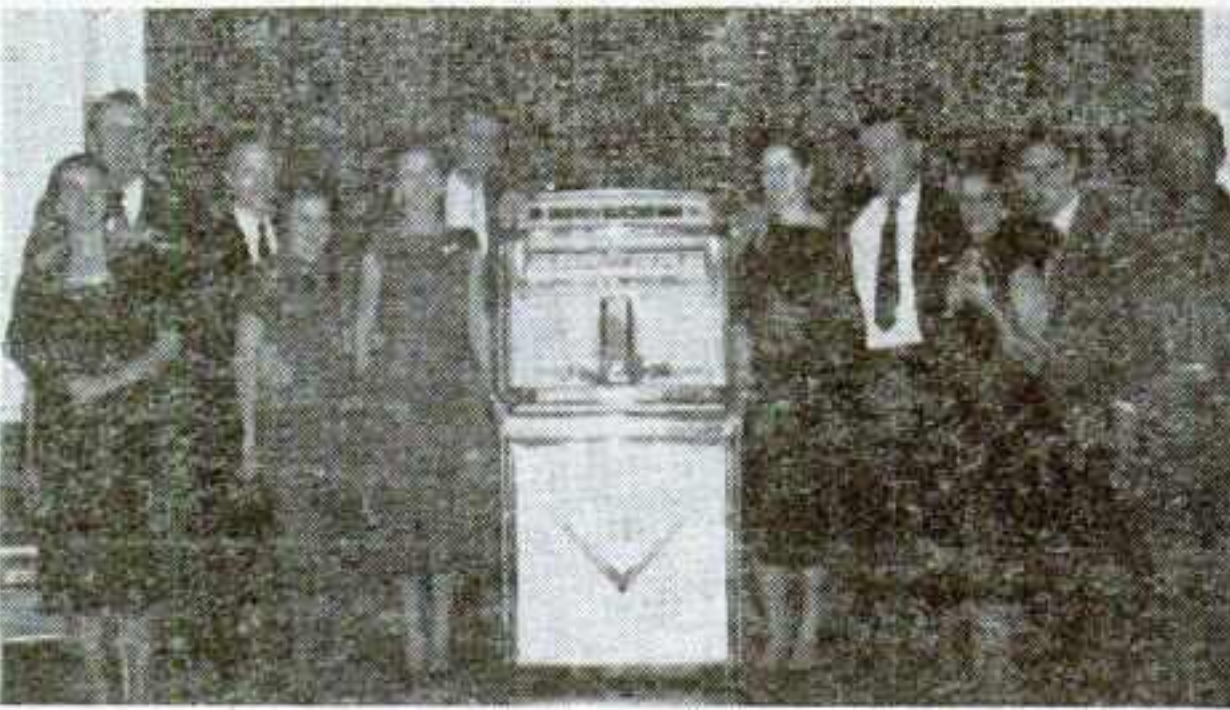
SALES RESULTS—the advertising columns of THE BILLBOARD!

GIVE TO DAMON RUNYON CANCER FUND

Rock-Ola Distributors Show



A COMPOSITE SHOT OF GUESTS attending the Automatic Music open house in Tulsa, last week, to see the new Rock-Ola line (see separate story). (Left to right) Lester Hirtz, Guy Eley and Mell Eley, of Altus, Okla.; G. M. Wilkins, Galena, Kan.; J. C. Hunter and wife, Chickalpa, Okla.; R. C. Hogard, president of Automatic; Fred Schulz, Rock-Ola representative, and J. Gregory, Oklahoma City.



GUESTS AT AUTOMATIC MUSIC COMPANY'S unveiling of the new Rock-Ola line in Tulsa last week (see separate story): Mr. and Mrs. Bubby Creggs, Mr. and Mrs. John Swift, Mr. and Mrs. Don Smith, Reba Wilkins, Romine Hogard, Mrs. Flynn, Don Smith and John Flynn.



BEN MURILLO, president and sales manager of Overland Music Inc., newly named Rock-Ola distributor in Oakland, Calif., stands with serviceman Jerry Wilson during showing of the new Rock-Ola Tempo stereo and monaural lines recently (see story of showing in The Billboard, November 17).

Sooners See Rock-Ola

TULSA, Okla.—Approximately 100 operators from in and around the Tulsa area attended an open house showing of the new Rock-Ola line, hosted by Automatic Music Distributing Company here, at

the Skirvin Hotel, November 8.

Hosting the event were Romine Hogard, head of the distributing firm, with his sales manager, Buddy Greg, and service personnel, John Swift, Don Smith and John Flynn.

Frank Schulze, Rock-Ola factory service technician, also attended, explaining the technical aspects of the stereo sound.



A COMPOSITE PICTURE of operators and guests who attended the Franco Distributing Company open house in Montgomery, Ala., November 2-7 (see separate story).

Ala. Ops Visit Franco

MONTGOMERY, Ala.—Rock-Ola days—with strong overtones of good old Southern hospitality—were held here November 2-7 by Franco Distributing Company as operators from Alabama and Northwest Florida flocked in to view the new stereo and monaural Tempo line.

Franco feted the trade with refreshments, food, and even gave attendance prizes for four lucky winners. Fred Lange, of Cullman, Ala., walked off with first prize—a mahogany bar by Rock-Ola; Virgil Harris, of Montevallo, Ala., took home a home record player by Sonic for second prize; third prize went to Van Clayton, Lawrenceburg, Tenn., a leather portable bar, with Isaac Cohen, of Montgomery,

taking a lucite ladies' bag for the fourth prize.

Attending

Among operators and their staff that attended were (see separate picture also): L. M. Flow, Isaac and Raymond Cohen, James J. Dinsmore, Johnny Yester, Mr. and Mrs. S. R. Stewart, Virgil Harris, H. Parker, Vincent L. Prestin and Glen B. Gaskin.

A. M. McCrory, Mr. and Mrs. Custis Emfinger, Mr. and Mrs. O. C. Coker, Mr. and Mrs. James Clusker, Mr. and Mrs. Harold Nall, Mr. and Mrs. Lloyd Cox, Mr. and Mrs. Ray Cox and family, Mr. and Mrs. Olin Spikes, Joe L. Hunt, H. T. Rowell and Maxie Hudgin.

Mr. and Mrs. Wallace Arnold, Mr. and Mrs. Archie V. Sims, Mr. and Mrs. Gene Simms, Mr. and Mrs. Leonard Gilbert, A. W. Harrell, J. D. Wasden, R. L. Dowdy, T. B. Dowdy, Mr. and Mrs. J. H. Mudge, Mrs. R. A. Irons, Mr. and Mrs. Van Clayton and Mr. and Mrs. Ray Clayton.

Mr. and Mrs. O. H. Dozler, C. P. Walker, Y. M. Young, Shelly Boyd, Johnny Johnson, Carlos Hilburn, Joe Byrd and son, James W. Byrd and family, Jack Biddy, J. A. Burke, Mr. and Mrs. L. S. (Jack) Suggs, Mr. and Mrs. W. J. Barnett, Fred Lange and David Mussafer.

M-N Holds School for Detroit Ops

DETROIT—A service school on the current AMI line was held by Miller Newmark-Distributing Company here, November 3, with some 30 operators in attendance.

The instruction was conducted by Monty West and Cliff Bitting, factory service engineers from AMI. In addition, M-N mechanics Leo Morse, Ted Donovan, Ray Nadeau, Clifford Johnson and Chuck Janssen were on hand to assist.

The event was hosted by Miller-Newmark's manager, Arthur L. Hebert, assisted by Ted Parker.

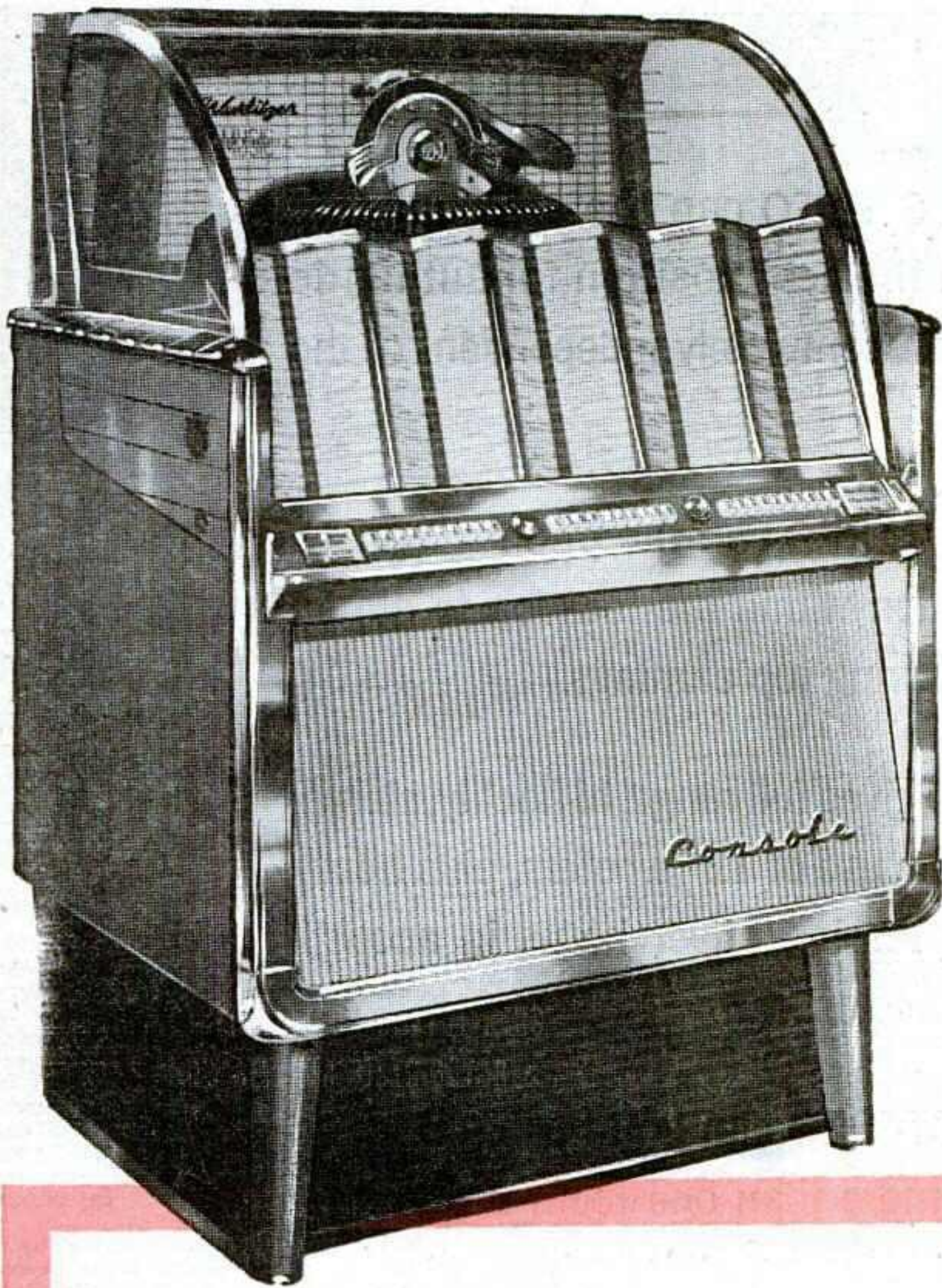
Operators

Among those in attendance were: Fred Zemke, Carlo Rosasco, of Zemke Coin Machines, Ann Arbor, Mich.; Russell J. Ballor, James P. Collins, Harry Miedzinski and Reginald Miedzinski, Harry's Amusement, Bay City, Mich.; Bill Turski, Alfred Jozwicz, Bill's Music, Detroit; James Silman, Kalamazoo Amusement, Kalamazoo.

Wayne Pressley, Kalamazoo Amusement, Kalamazoo; Rufus Shoffner and J. B. Heck, Shoffner Amusement Company, Monroe, Mich.; Eddie Helbig, Charles Curatol, Bill Vankoughnet, Union Coin Machine, Detroit; Edward Shell, Joseph Marchie, Frank's Music, Detroit; John E. Wagner, Wagner Amusements, Detroit; Mike Harowski, Co-Operative Sales, Detroit; Wally Taylor, W. W. Sales, Wyandotte, Mich.

Jim Schupfer, Music Service, Detroit; Fred Lewis, Lewis Amusement Company, Dearborn; Lester Sutton, Globe Amusement Company, Flint, Mich.

WURLITZER PHONOGRAPHS ARE PRICED FOR PROFITABLE OPERATION



NOW IS THE TIME
TO BUY THEM

If you want your business to make more money, make a call on your Wurlitzer Distributor. Right now he is offering new 200 and 104-selection Wurlitzer Phonographs that are tremendous values. All can be converted for Stereophonic Music quickly and economically on location at your convenience.

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FIT INTO
YOUR PICTURE?

Stereophonic Music has its place, and in that place it will prove immensely profitable. To determine that place is ALL IMPORTANT. It calls for careful analyzation of your spots. Take your time in doing it. Take your questions to your Wurlitzer Distributor. He'll help you reach a sound, sensible conclusion. Equally important, make sure you buy TRUE STEREO. Let your own ears be the judge. This is an IMPORTANT INVESTMENT for you. Investigate BEFORE you invest.


THE WURLITZER COMPANY


NORTH TONAWANDA, N.Y.


Established 1856

ROCK-OLA


Presents the Only Completely Flexible "All-Location" Stereophonic Sound System

 **1** Only with **ROCK-OLA STEREO** can the stereophonic speakers be placed in the best position for authentic stereo within the location completely independent of the phonograph.

 **2** Only with **ROCK-OLA STEREO** can the phonograph be placed in the best position within the location to attract customer play. Thus assuring top earnings.

 **3** Only **ROCK-OLA STEREO** gives full range, hi-fidelity, stereophonic sound through the use of 12" woofers, plus heavy duty hi-frequency compression driver horns in acoustically advance-designed enclosures.

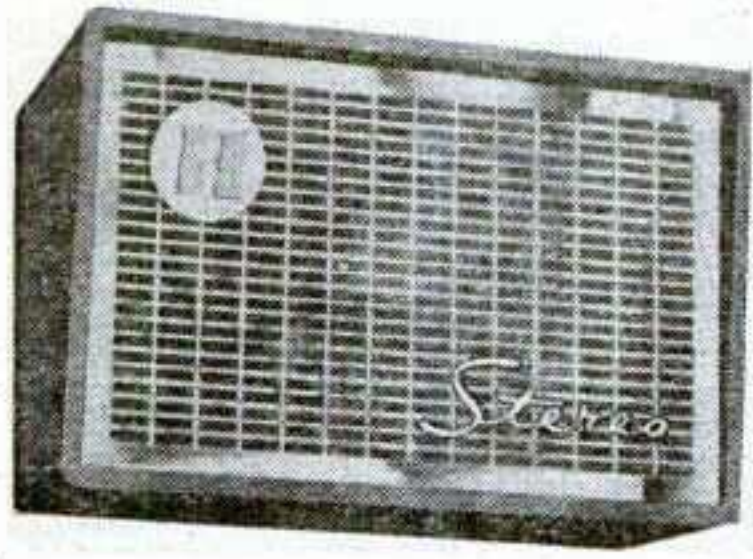
 **4** Only with **ROCK-OLA STEREO** can you have authentic stereophonic sound in more than one room within a location completely independent of the phonograph.

 **5** The **ROCK-OLA STEREO SYSTEM** is completely compatible for use for both stereo and monaural hi-fidelity records.

See and Hear the New Rock-Ola

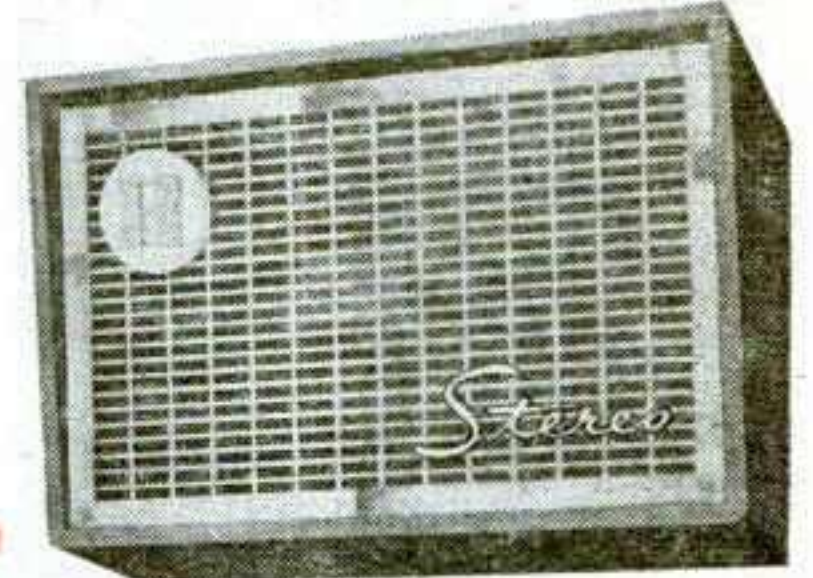
Tempo at your

Rock-Ola Distributor today



**ROCK-OLA
SETS THE
STEREO**

tempo



The ROCK-OLA StereoTwins
... Acoustically Balanced

The ROCK-OLA StereoTwins
offer complete flexibility of
location installation

Model 1475ST ...200 Selections

Model 1468ST ...120 Selections



ROCK-OLA also provides the Model 1475 and
the Model 1468 in the finest Monaural Hi-Fidelity

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Abraham Hosts 200

CLEVELAND—Joe Abraham, head of Lake City Amusement Company in Cleveland, hosted some 200 operators and guests to a week-long unveiling of the Rock-Ola Tempo line, November 2-8.

The showrooms were decorated thruout the week, with operators from the local and outlying districts dropping in for demonstration of the line. Food and refreshments were served thruout.

Hosting the event with Abraham were: George Metz, Paul Case, Charles Koch, George Bonyko, Stuart Koslen, Margaret Moss, Marie Russo, Eddie Miles, Antonio Sanvido, Lou Nagy, Warren George, Richard Booker, Joe Lewis, Paul Gresham, Stanley Narosny, Jim Hansen and John Seminatore.

Rock-Ola Rep

Representing the Rock-Ola factory was M. Danielson.

Among operators in attendance were: Joe Solomon, Charlie Koch, Joe Weiss, Paul Case, Nate Pearlman, Charlie Comella, Jack Cohen, George Hynke, Sanford Levin, Arnold Lief, Ed Kenny, Lou Margito, Harvey Norton, Charles Metro, Max Dunn, Sam Zelles, Paul Sauer, Stanley Lucas, Jake Sherban, Kenny Stutz, Lenny Haas, Buck Greene, N. Alexander, Bob Ehma, Robert Yulish, Mario Capolla.

(Continued on page 103)

Parkoff Plugs

• *Continued from page 91*

Vanguard, new Williams gun game.

Attending the meeting were President Jack Wilson, Lester Smith, George Shapiro, Ed Rockwell, all of Newburgh; Collins Troy, Harold Pincus and Steve Nekos, all of Kingston; Tom Greco, Glasco; Joe Reich, Tannersville; Max Cohen and Murray Cohen,



GROUP SHOTS OF OPERATORS and guests at the Lake City showing of the new Rock-Ola line in Cleveland recently (see story).



JOE ABRAHAM (FAR RIGHT) hosting Cleveland operators to showings of the new Rock-Ola stereo and monaural line: (l. to r.) Joe Lukin, Bob Rothenberg, Jerri McCarthy, John Cover, M. Danielson, Marie Russo, Bennie Mart and Abrams.

Woodridge; Tom Gobel, John Nucitelli, Mrs. Gertrude Browne and Mac Douglass, all of Beacon; Mr. and Mrs. Bill McCarthy, Hurleyville; Mike Mulqueen, Walden, and Lou Werner, counsel.

Letter to Editor

• *Continued from page 91*

service would amount to little more than the difference in the cost of paper now used and the kind of paper we might employ for this type of shuck.

"Of course, these title strips could be printed at the time that the shuck might be printed or printed separately and glued to the shuck at the time record is placed therein. There are several angles that could be employed in manufacturing an operators' package, but they could be easily worked out.

"I received a letter recently from the Alabama Amusement Association that states that at their last regular meeting, this idea was discussed and endorsed by that association and every member present. Every music operator that I have had the privilege of discussing this idea with has been very enthusiastic and their main concern seems to be when will this service be available.

"I believe the 'Music Operators' Record Package' will be valuable and remove many burdens from the backs of the music machine operators of the world, and aid them materially in the performance of their duty.

"I would be very pleased if it might be possible for you to publish something in the form of a news item concerning the 'Operators' Package.' I believe it would be good if you would ask for their comments concerning this type of service. A little publicity will enable them to receive it sooner, as the record manufacturers are, many times, reluctant to change their style of production without public clamor for a change.

"May I please hear from you at your earliest convenience, giving me your thoughts in the matter.

**"Yours very truly,
H. E. Killian, D.D.S.,
Anniston, Alabama."**

Senate May Start Coin Probe Dec. 2

WASHINGTON—Chances are good that the Senate Committee on rackets in labor and management will begin its probe of the coin machine industry December 2.

Committee sources told The Billboard last week (18) that the probers will "most likely" spend the week of November 24 "lining up" the coin phase of the probe and will "probably" be ready to go by December 2.

Names of the individuals who might be called upon to testify before the McClellan group have not been announced.

New Milw. Assn.

• *Continued from page 91*

clearly outline the needs for a new, more effective group."

A rough draft of proposed by-laws of the new trade association has already been prepared for presentation at the first meeting. Approximately 60 Milwaukee County coin machine firms are eligible for membership, and the organizers are anticipating that at least one-third of them will attend.

An attempt will be made later on by the fledgling group to draw up a code of business principles for all coin firm members to follow. Objectives of the code will be to "(1) encourage a greater degree of friendly co-operation among all elements of the industry; (2) eliminate commission rate chiseling, and location sniping, and (3) support ways and means of providing operators with a fair return on their investments."

You'll love the way it plays and pays!

and pays!

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RAYMOND LOEWY

UNITED PHONOGRAPH MODEL UPB-100

Mechanically correct... beautifully styled... in colors that blend into every decor... delivering richest high-fidelity sound...
the new UPB-100 offers the soundest investment an operator can possibly make in coin-operated music equipment.
For long-lasting harmony between operator and location... for continuous profits year after year, cover your territory with Music by United. Write for details.

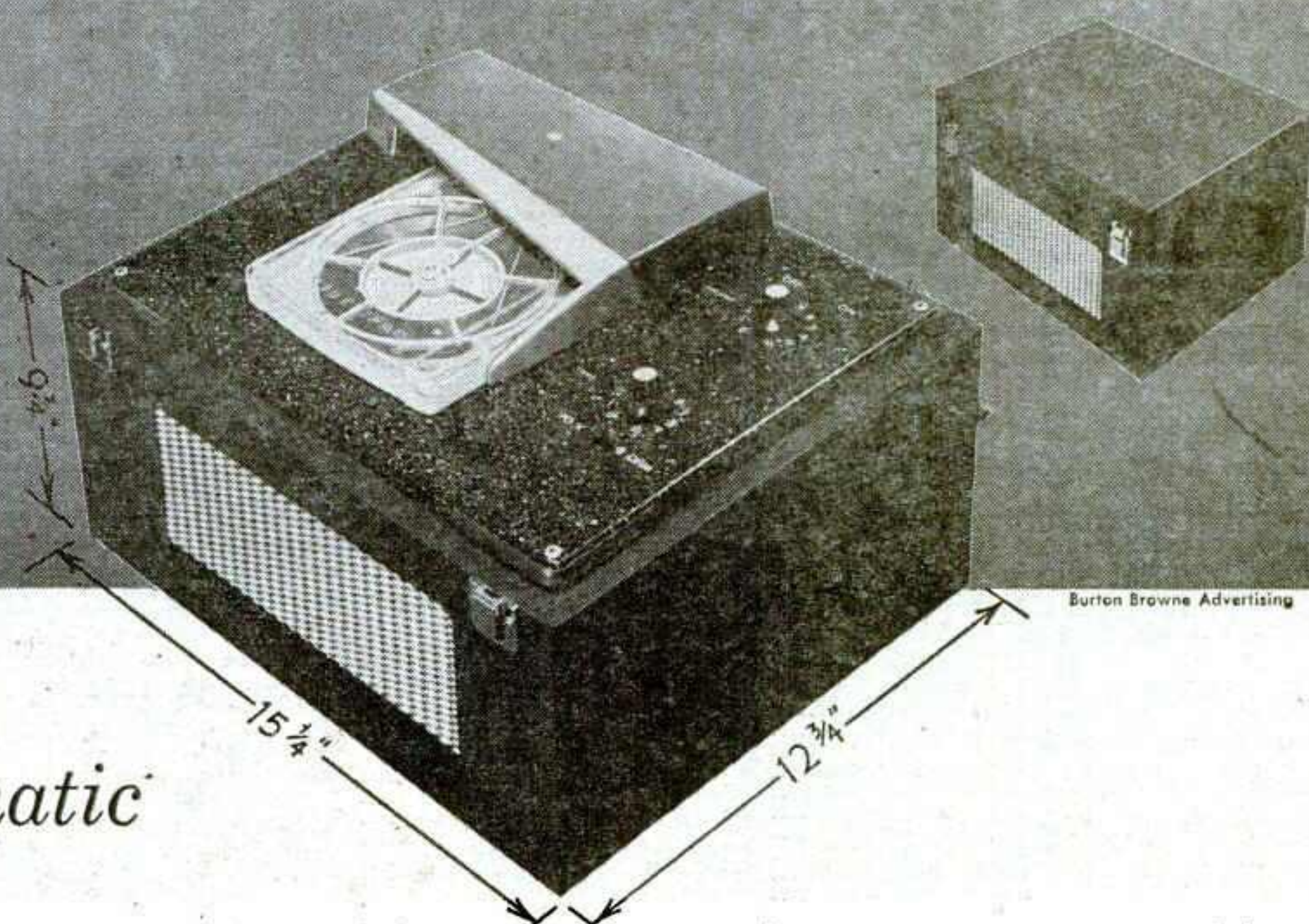
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Reliable Background Music

in a small package

drives 20 or more speakers

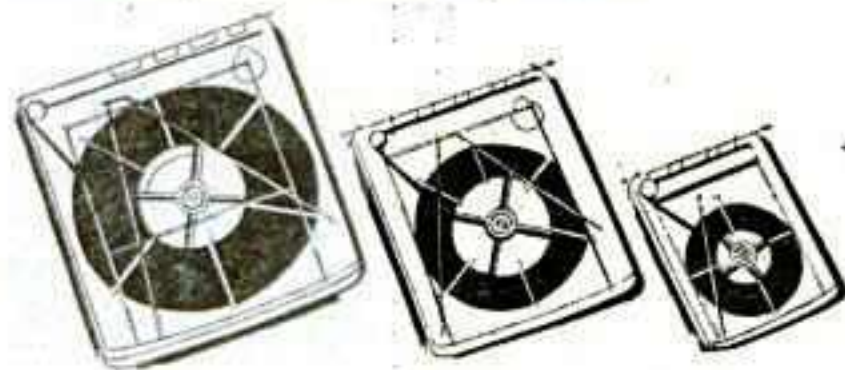


Burton Browne Advertising

*endless tape
fully automatic
all transistor*

fidelivox

Distributors, you now have a low-cost, fool-proof background music system for dining rooms, lounges, restaurants, taverns, stores, banks, super markets, factories, offices, parks, arenas, rinks —any indoor or outdoor places of amusement.



Fidelipac endless play tape cartridges are available in 300, 600 and 1200 foot sizes. Unlimited music supply is available from many leading recording companies—sources on request.

Fidelipac cartridges are available in quantity to packagers of music.

Fidelivox background music system features do-it-yourself ease of installation—a screwdriver is all that's needed to install and adjust loudspeakers. A choice of 70 volt line output or 8 ohm output is selected by simple flip of a switch. The 70 volt line will operate as many as 20 or more speakers.

Once installed, Fidelivox operation is as simple as putting a penny in a parking meter. Fidelivox is *fully automatic*—no handles, buttons, levers or mechanical devices to pull, push or turn. Just slip the cartridge in or slip it out. But in or out, the capstan rubber idler is never against the capstan unless power is on and the machine is in motion; "flats" cannot develop.

Fidelivox operates at 3 3/4" per second with wow and flutter under .3%; seven transistors (no tubes) deliver undistorted power output of 8 watts with 10 watt peaks.

A built in microphone circuit permits use of either carbon or dynamic 50 ohm microphone over simple two-conductor wire of any length. When mike switch is pushed, music mutes for voice over.

Use the handy coupon for detailed information.

Stereophonic Automation Corp., Dept. B-1
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Skokie, Illinois

Please send me complete details regarding (check one):

- Availability of Fidelivox Distributorship
- Name and address of nearest distributor
- List of music sources
- Quantity costs of Fidelipac Cartridges

NAME _____ TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS. Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of November 17, 1958)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

Main table with columns for High, Low, Mean Avg. and rows for various machine categories: MUSIC MACHINES, ROCK-OLA, SEEBURG, WURLITZER, PINBALL GAMES, BALLY, CHICAGO COIN, GENC0, SHUFFLE GAMES, ARCADE EQUIPMENT, and CODE.

TWO NEW GAMES

Bally Preems In-Line Speed Control Shuffle

CHICAGO — Carnival-Queen, an in-line pinball, and Speed Bowler, a shuffle bowler, were shipped to distributors by Bally Manufacturing Company last week.

Carnival-Queen introduces a new play feature to the in-line pin field: it combines regular in-line scoring with new "section scoring" which might best be described as "out-of-line" scoring.

Speed-Bowler, the new shuffle, gives varying scores for strikes and spares, depending on speed with which player delivers puck on each shot.

Magic Screen Moves

Carnival-Queen's playfield is standard 25-ball hole type, but the backglass has a new built-in "Magic Screen" which the player can manipulate left or right by pressing buttons on cabinet. Screen can be moved after third or fourth ball has been shot, depending on panel lighted. This gives player opportunity to shoot for either straight in-line scores or one section, or move screen to "sectional" side and shoot to fill out numbers in any of seven vari-colored sections for "out-of-line" scores.

Gottlieb Ships Sittin' Pretty, Single-Player

CHICAGO — D. Gottlieb & Company shipped to distributors last week a new single-player five-ball pin game, Sittin' Pretty, featuring an unusual play theme.

Object of the game is to hit ball targets by-the-number to "dunk" clowns, numbered from 1 thru 7, on the backglass scoreboard.

Decorated with carnival atmosphere, the backglass pictures the clowns, seated above tanks of water. Object, as in the popular carnival ball-pitching game, is to hit the target and see the individual clowns drop suddenly into the tank.

Dropping any three clowns in a row scores a free play and a special. Dropping four, five, six or seven clowns in a row, scores more free plays. Playfield has six contacts which, when hit, spin rotor targets, changing number of clown to be dunked.

Lights flash on backglass as each target is hit, showing clown, seated above tank, falling into tank at bottom of backglass. Panel lights up at end of game to rate player as "genius," "super," "excellent," "good" or "fair."

Eastern Game Mfrs. To Display at Pk. Show

NEW YORK — Eastern game manufacturers to exhibit at the annual convention of the National Association of Amusement Parks, Pools and Beaches in Chicago November 30 - December 3 will include Capitol Projectors, Mike Munves, Philadelphia Toboggan and Irving Kaye.

Capitol will bow its 1959 version of the Auto Test, Record-A-Voice and Kiddie Musical Ferris Wheel.

Player making any three numbers in any one of the colored sections actually scores three-in-line, altho the numbers may be scattered and not actually made in-line. Similarly, he may make four or five-in-line in these sections. Some
(Continued on page 102)

United Bows Duplex, 2-Way Ball Bowler

CHICAGO — Duplex Bowling Alley, a new ball bowler combining two games in one, is being readied for shipment by United Manufacturing Company this week.

The new alley, in 13 and 16-foot sizes, has a cabinet button which may be pressed by player to set for either straight regulation play or for "build-up" scoring.

Set for regulation, the game registers official bowling scores; set for "build-up," the game gives varying scores for strikes and spares in certain frames; Strikes range from 30 points in the first frame to 90 in the third, and so on, thru the 10 frames. Spares score from 20 to 60 points.

Duplex is a six-player, similar in design to Playtime, its predecessor. It has roll-overs below pins, with the ball hitting both pins and roll-overs.

MINIATURE BOWLING PALACE

Rosenfeld to Open 50-Unit Coin Recreation Spot for Teens, Adults

• Continued from page 1

will be at the relatively low fee of \$25, compared to a customary \$150-and-higher at the big-size alleys. And of course, the 10-cent-a-game bowling fare cuts way under the standard 40-to-50-cents-a-line at the jumbo lanes. Managing the projected league tournament activity is Arthur Andrews, who holds an M.A. in recreation from St. Louis' Washington University.

Colorful signs along the Bowlette's wide front plug the dime-a-game theme. Already launched is a promotion campaign in well-read neighborhood newspapers and spot announcements are going out on the "Good Morning, St. Louis" show on KWK-TV, Channel 4.

The Auto Test differs from last year's model in that it has an improved clutch, a new film and a new Formica exterior. List price is \$995.

Ferris Wheel

The Ferris Wheel, designed primarily for the kiddieland trade, is a coin-operated, one-rider affair which requires 30 by 40 inches of floor space. Height is five feet. The car seat is set at a 45-degree
(Continued on page 105)

Seven Chi Firms Ready Coin Exhibits for NAAPPB Show

CHICAGO—Windy City coin machine firms shaped up their exhibit plans for the park show (NAAPPB convention) at the Sherman Hotel here November 30-December 3, and are expected to see them up this week.

The show is expected to serve as the unveiling site for a number of new amusement games, and as the showcase for a large number of new machines recently introduced.

Fifteen coin machine firms are slated to exhibit, including seven Chicago-based companies.

Coin equipment exhibitors signed include: Auto Photo Company,

Los Angeles; Bally Manufacturing Company, Chicago; Capitol Projector Corporation, New York; Chicago Dynamic Industries, Inc., Chicago; J. F. Frantz Manufacturing Company, Chicago; Irving Kaye Company, Inc., New York; Logan Distributing Company, Chicago; Mike Munves Corporation, New York; Philadelphia Toboggan Company, Philadelphia; Standard-Harvard Metal Typer, Inc., Chicago; United Manufacturing Company; Williams Manufacturing Company, Chicago.

What's Showing

Bally hopes to unveil one or more new coin kiddie rides at the

show. The firm will also show its new Speed Bowler, shipped last week (see separate story this section); the Lucky Alley ball bowler and Lucky Shuffle bowler, and the Spook Gun kiddie target game. Three or four Bally rides are slated for exhibit, according to Herb Jones, vice-president.

Chicago Dynamic, according to Harry Glick, sales executive, expects to bow "something new in amusement games" at the show. The firm will definitely exhibit its Commando machine gun unit, which will be set up in firing operation in the lower exhibit hall of the Sherman. Both regular and trailer set-ups will be shown. The firm will show its current line of coin games, including the new Rebound Shuffle, compact shuffleboard game; the Twin Bowler, double alley ball bowler; Players' Choice, ball bowler; and possibly the Criss Cross Hockey game and the Genco Horoscope machine.

J. F. Frantz will display its Kicker & Catcher and Dodge City counter games; its Rifle Sport shooting gallery, and a group of coin-operated scales, according to John Frantz, president.

Vending Line

Logan Distributing Company owner, Jack Nelson, reports his firm will show the Victor Vending Corporation line, including the Victor Triple-Viewer on console stand.
(Continued on page 102)

500 Coinmen Attend Phil. Operator Banquet

PHILADELPHIA — Some 500 coin machine figures took over the Latin Casino here Sunday night (16) for the 29th anniversary banquet of the Amusement Machine Association of Philadelphia.

Distinguished guests at the banquet included city councilmen Sam Rose, Paul D'Ortona and Joe Gold; city solicitor, John Judge, and the following representatives of the Broad Street Trust Company: Harrison Jones, Jim Henderson, Ray Erfle, Irv Udell, Roland Kushmore, Bill Moore, Meyer Katzen, Frank McHenry, F. D. Caffrey and R. R. Marvel.

Distributors present included Dave Rosen, AMI; Joe Ash, Ac-

tive Amusement; Al Rodstein, Banner Novelty; Nat Solow, Bill Adair and Marvin Stein, all of Eastern Musical Sales; Max Brown, Abe Witsen, Scott - Crosse, and Hank Grant, Sol Groenteman and Jack Palmer, all of International Amusement.

Factory representatives were Alvin Gottlieb, D. Gottlieb & Company; Art Daddis, AMI and Sam Lewis, Williams.

Recording Talent

The floor show, which followed a filet mignon dinner, was highlighted by Jackie Leonard, comic. Recording talent performing included Jimmy Rodgers, Roulette;
(Continued on page 105)

2 Local Assns. Sign Members For State Org

NEW YORK — The Rochester Amusement Machine Association and the Syracuse Amusement Machine Association now have 100 per cent enrollment of their members in the New York Coin Machine Association.

A NYSCMA delegation of Bob Charles, vice - president; Mrs. Amelia McCarthy, treasurer, and Stretch Hanofee, business manager, recently met with officials of the two local organizations and agreed that the local groups pay NYSCMA dues for all their members, with the members reimbursing their local organizations.

Tom Greco, president of the State group, was unable to attend the meetings because his son had just broken his arm.

The Rochester group has 35 members, while 28 operators belong to the Syracuse organization.

TIGER QB SON OF PHIL. COINMAN

PHILADELPHIA — Gene Locks, who plays quarterback for Princeton University's football team, is the son of Jerry Locks, Empire Amusement Machine Service and board member of the Amusement Machine Operators of Philadelphia.

Locks, a senior, also plays third base for the Tigers and is the team's leading batter. Locks plans do not include a career in professional athletics, nor do they include a career in his father's business. He plans to enter law school next year.



Jack Rosenfeld

Scout, Kiwanis and church organizations, civic groups and newspaper columnists.

Philosophy behind the enterprise makes sense: Bowling is one of the nation's top pastimes—and Rosenfeld is providing it at a small

fee. Most teen-agers can't afford to bowl regularly at the big alleys and haven't until now had ready access to the coin-operated bowling games. Most of these games are located in taverns, where teens are taboo, and a large portion of the adult population, as well, seldom sets foot in a tavern.

Tops For Teens

"Some folks have never seen or heard of a coin-operated bowling game," says Rosenfeld. "Teen-agers no longer have the 'corner drugstore' as a gathering spot. It's been replaced by supermarkets. The Bowlette provides these kids with a place to meet their friends and have a good time without getting into trouble."

An interesting side-light on the Bowlette: It's located across the street from the largest grade school in the area, and across from the local City Hall and police department. Rosenfeld has talked to the police chief and reports he has the full support of the department. "The chief is delighted with the idea," says Rosenfeld, "and even expressed the hope we would stay open later in the evening to provide a safe place for the kids to get together 'after the show' in the evening."

Success of the first Bowlette would launch a chain of Bowlettes in St. Louis, and the idea could spread to other cities. It bears watching by amusement operators throught the nation.

FOR IMMEDIATE DELIVERY

| | |
|-------------------|--------------------|
| 7 RAINBOW | 5 AUTO RACE |
| 11 STRAIGHT FLUSH | 8 BRITE STAR |
| 13 WORLD CHAMP | 7 PICNIC |
| 9 ROCKET SHIP | 9 SEA BELLES |
| 6 ROYAL FLUSH | 7 WHIRLWIND |
| 5 CRISS CROSS | 6 HARBOR LITES |
| 7 ACE HIGH | 7 CONTINENTAL CAFE |



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| AMI C-40 (45 RPM) \$124.00 | SEEBURG COON HUNT \$ 69.00 |
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Bally Slates Boost In Kid Ride Output

Sees Fresh Group of Ops Interested In Moppet Trade; Skeds 4 New Models

CHICAGO—Bally Manufacturing Company, noting an expanding market for coin-operated kiddie rides, plans a sharp increase in production in this field.

Bally, for years the top coin ride producer in the industry, has four new models coming up, according to Herb Jones, vice-president.

Among the new models expected to be introduced shortly is a ride with a stagecoach theme, and a ride featuring a Merry-Go-Round motif.

The firm hopes to unveil one or more of the new models at the park show (NAAPPB convention) here November 30-December 3.

Jones said a recent Bally survey shows more and more established game operators becoming interested in the kiddie ride field. He said some of these operators have already begun to set up routes devoted to kiddie rides in addition to their game routes.

Model-T High

Among the firm's more recent ride introductions, the Model-T auto ride has been the most successful production-wise. According to Bally's figures, the Model-T ran about 50 per cent higher than the Bally Bike (motorcycle) ride on the production lines. Both rides are ranked high among the top 10 on the kiddie ride "sit parade" which rates each ride model according to highest gross receipts per unit. According to The Billboard's latest report on ride grosses, the motorcycle type ranked first (The Billboard, October 6).

By far the top ride production-wise, thru the years, is the Bally Champion horse ride. A fresh run on this perennial favorite has just begun at Bally. The horse model has been in repeated production at Bally for over six years, first introduced in 1952. Per-unit production of Champion far outranks output of all of the firm's other ride models put together.

Kiddie ride new model output

Industry Pays Final Respects To Joe Hirsch

NEW YORK — Members of the coin machine industry gathered at the Riverside Chapel here Thursday (20) to pay final respects to Joe Hirsch, 57, local operator who died as the result of a heart attack the previous day.

Hirsch, a colorful figure in the trade for 30 years, operated Manhattan Vending, a game and music operation. Tho he was primarily a game operator, he branched into juke boxes during the last year.

Hirsch had figured prominently in various legal actions involving location rights among operators and the rights of labor unions to picket locations.

He leaves a widow and two children, Stanley Hirsch and Mrs. Phyllis Newman. Hirsch was a member of B'nai Brith and the Free Sons of Israel.

Seven Chi Firms

Continued from page 101

Other Victor machines will be set up on bi-level stands. Fills displayed will include ball gum, charms, and pan candies. Also on display will be a line of costume jewelry, toys and novelty items.

Standard-Harvard, according to Henry Barnas, will show its line of metal-typer machines, widely used in Arcade and outdoor locations. He reports a newly developing demand for these units from the European market.

William, says Sam Lewis, director of sales, will exhibit its new Vanguard rifle game, possibly one of its current five-ball games, and hopes to unveil a new game at the show, not yet shipped to the trade.

United will show its new Duplex bowler, introduced last week (see separate story this section), its Niagara and Cyclone shuffle bowlers, its Sky Raider gun game, and the new UPB-100 juke box.

Two New Games

Continued from page 101

of these sections are marked with stripes, indicating higher possible scores than non-striped sections. In addition, some sections score higher when panel is lighted corresponding to section color.

Carnival-Queen has the standard Bally in-line features of extra balls, extra line, and advancing scores.

Bowler Details

Speed-Bowler, a six-player puck game, is available with single dime or double chutes for dime or three-for-quarter play. Cabinet measures 8½ feet by 25 inches.

GOOD WILL TIP:

See if Stops Can Use Old Game Boards

ALBUQUERQUE, N. M. — Don't discard those old shuffle play boards—they might be highly appreciated by one of your locations.

There are plenty of practical uses for such boards, according to Border Sunshine Company, big game, music and vending operators here.

When an excellent location, using Border Sunshine's games, juke boxes and venders all in one stop, remodeled recently, Harry Snodgrass, executive, delivered a pair of shuffle boards which were re-finished and made into a new top for the bar.

Provided with a convenient elbow rest, padded in plastic along the front and a gutter at the rear, the shuffle boards proved wide enough for a full-size bar top and became "one of the most attractive bars in town," according to the firm.

In Border Sunshine's own Fourth Avenue headquarters, the counters which enclose the service area at the rear of the showroom are similarly constructed. They consist of venerable shuffle boards which have been long serviced in taverns throuth the territory.

The boards have also been extensively used as handsome meat cutting blocks for use in modern kitchens.

stands at just five units to date in 1958, compared to 13 in 1957. New introductions at the park show, however, are expected to shoot the 1958 figure upward.

Midway in Groundwork On Three New Games

FRANKLIN PARK, Ill.—Midway Manufacturing Company, the new amusement game factory formed last month by Marcine Wolverton and Henry Ross (The Billboard, November 3), is laying the groundwork for three new games.

Midway is currently engaged in shaping up its newly leased, 5,000-square-foot factory at 10136 Pacific Avenue here for game engineering, design and production.

Wolverton and Ross, partners in the enterprise, said last week they have ideas for three new game products.

The two highly experienced en-

gineers are now devoting much of their time to design of parts and equipment that will go into their sales products. When all the parts are ready, the firm will begin mock-up on the first of the new games.

Key to the firm's production and sales plans is low overhead factory operation. Midway plans to produce games at a lower cost per unit while retaining standard quality, and hopes to be able to sell games at a relatively lower price.

Distribution arrangements for national sales are expected to be made after January 1. Production dates have not yet been set.

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| 1 Auto Race 120 | 1 Genco Circus Gun 275 |

Rock-Ola Distributor

ASK FOR BEN MACKIE or HAROLD HOFFMAN

3726 Kessen Ave., Cincinnati, O., MOntana 1-5004

Rock-Ola Distributors Show

Continued from page 98

H.Z. Hosts In Des Moines

DES MOINES—The Fort Des Moines Hotel here was the scene of the showing of the new Rock-Ola Tempo line to surrounding area operators by H.Z. Vending & Sales Company, recently.

The showing was hosted by Hymie Zorinski, head of the firm, which headquarters in Omaha. Approximately 75 operators and guests were in attendance at the unveiling.

Among those who were there: Paul Nelson, Vince Nelson, Lloyd Cramer, Oscar Napka, Mr. and Mrs. Wilson Strait, Bob Treinen, Bill Garrett, Lloyd Davison, Ed Reis, Bernard Hersoff, Mr. and Mrs. Bob Manville, Mr. and Mrs. Howard Ellis, Mr. and Mrs. Paul Christianson, and Jack Jeffrey.

Mr. and Mrs. Julius Epstein, Mr. and Mrs. Phil Epstein, Leo Miller, Mr. and Mrs. Morris Rosenstein, Joe Rothkop, Harry Abramson, Mr. and Mrs. Mike Stengel, Mr. and Mrs. George Osley and Dean Clem.

Badger Show In Milwaukee

MILWAUKEE—The spirit was gemütlich in this land of bratwurst and Braves last week. Badger Novelty Company, in true Tyrolean fashion, threw open the doors for one and all, unveiling the new Rock-Ola Tempo line to surrounding area operators and guests, November 2-8.

Mit schnacken on the table and hops in the glass, the local juke box trade was treated to a happy fare as they saw the new stereo and monaural models demonstrated.

Badger's head burgomeister, Carl A. Happel, was in charge of the event, with oberlieutenant Orville G. Carnitz sharing the hosting honors. Other Badger huntsmen were Richard Wegner (not the composer), George Klamm, Hausfrau Rose Foren, Ray Van Toor and James Carnitz.

Fabiano Hosts Detroit Trade

DETROIT — A showing that looked more like a grand celebration of some gala event than a juke box unveiling was hosted here November 2 by Fabiano Distributing at their showrooms.

More than 300 operators, wives and guests were on hand as the new Rock-Ola line was unveiled, together with a program of entertainment, refreshments and buffet and decorations to add a novel touch to the event (see pictures).

Frank Fabiano, president, together with Lou Nemesh, sales manager; Paul F. Folino, parts manager, and Mamie D. Folino, office manager, greeted the guests. From Rock-Ola, Kurt Kluever, sales manager, was on hand.

The group was entertained by Jackie Carbone, recording artist; Moe Carta, magician, and local entertainer, Tommy Ascot. The buffet was catered by a local firm with a full fare of turkey, roast beef, and ham to satisfy hungry palates.

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A PROFIT-MAKER FOR YEARS TO COME!

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| Chicoin Basketball... 125.00 | Exhibit Jiffers... 125.00 | Ex. Candid Camera... 125.00 |
| Chicoin Bull's Eye... 195.00 | Exhibit Vitalizer... 95.00 | Ex. Bluebird... 125.00 |
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| Chicoin Mtdt... 125.00 | Mills Pan-O-Ram... 325.00 | Ex. Radio-Gram... 125.00 |
| Skee Ball... 125.00 | Monkey Shines... 350.00 | Ex. 3 Little Meters on stand (Evolution, Whatiz, Wise Owls)... 145.00 |
| Chstr. Pollard Derby... 145.00 | Muto. Cross-Country... 295.00 | Ex. Voodoo, Mystic Eye, Air Mail, Circus Romance, Merry-Go-Round... 125.00 |
| Evans Bat-A-Score... 100.00 | Muto. Drivemobile... 125.00 | Ex. "Whom-To-Marry" 12 slot fortune... 95.00 |
| Ex. Hi-Ball... 95.00 | Muto. Lds. Pryr. new... 360.00 | Grandma (with indestructible head and hands)... 795.00 |
| Exhibit Ringerball... 95.00 | Muto. Lds. Pryr. used... 245.00 | Happy Home... 75.00 |
| Gen. Champ. Baseball... 145.00 | Muto. Rk. 'n Roll, new... 75.00 | Human Analysis... 125.00 |
| Genco Hi-Fly... 145.00 | Muto. Rk. 'n Roll, used... 50.00 | Irv. K. Wee-Gee... 125.00 |
| Genco Motorama... 345.00 | Muto. Voice-O-Graf... 395.00 | Muto. Love Pilot, Love Teller and Career Pilot... 125.00 |
| Genco Quarterback... 125.00 | Relaxolator, new... 275.00 | Mystic Pen... 125.00 |
| Muto. Hockey... 85.00 | Relaxolator, used... 175.00 | Photomatic... 495.00 |
| Muto. K.O. Champ... 245.00 | Sup. Poker Jkr... 75.00 | Question Girl... 75.00 |
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| Tem Strike... 199.50 | Wurlitzer 1700... 349.50 |
| Jumbo Ten Strike... 229.50 | United 14-Ft. Bowler... 325.00 |
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| Bumper Pools... 75 | American 9 Ft. Bankshot... 145 | Seaburg R... 545 |
| Flicker Pool... 125 | American 12 Ft. Bankshot... 175 | Wurlitzer 1900... 585 |
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Auto Test Ride In Plymouth Promotion

NEW YORK — Capitol Projectors, local game manufacturer, has worked out a promotion involving the use of 24 of the firm's Auto Tests with the Plymouth Division of the Chrysler Corporation.

The rides are now at the Detroit Auto Show which opened at the Detroit Arena Saturday (22) and closes Friday (28). They are lined up in a 100-foot battery, with each machine equipped with the Auto Test screen.

Each ride has been converted so that the front of the machine is the same as the front of the 1959 Plymouth — hood, seat and dashboard.

Object of the promotion is a driving race for spectators at the show. With each race, 24 show visitors are seated in their Auto Tests. All 24 projectors show identical driving situations.

Drivers are disqualified if they go more than 55 miles per hour. They are all confronted with the same obstacles. A master scoreboard shows the progress made by each of the 24 drivers while the race is in progress.

When the race is over, the silhouette of the winning car lights up. The races will be held continuously while the show is in progress, with a new batch of contestants for each race.

The promotion will be repeated at the Chicago Auto Show, to be held January 17-24. Sam Goldsmith, Capitol executive, and Dramaturgy, Inc., Cleveland display and promotion firm, worked out the details of the Plymouth promotion.

COINMEN YOU KNOW

Milwaukee
Doug Opitz and his Hilltop Coin Machine crew were being kept busy last week moving to their new home at 1907 North Third Street. . . "The new Party Pool game made by Fisher is the best selling game we've had here for a long (Continued on page 104)

BAUSCH & LOMB TELESCOPE \$695.00

EXPORT ALL MACHINES

PARTS AND SUPPLIES FOR ALL MACHINES!

MUNVES' MONEY-HANDLING EQUIPMENT!
Safes—Coin Changers—Coin Sorters
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POOL TABLES
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The **SPECIAL**
6-POCKET—6 Ft. Long
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THE MOST TROUBLE-FREE COIN DISPENSER ON THE MARKET TODAY

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- ★ Interchangeable Units (arranged for individual needs)
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- ★ Chrome-Plated Mechanism
- ★ Die-Cast Mechanism
- ★ All Dispensers Available in Quantity
- ★ Discounts on Quantity Purchases

\$32.95
List Price

The new model nickel dispenser is now available in quantity. This new Kwik Koin unit is remarkably improved over the older model. The mechanism is die-cast made and chrome plated with unflinching accuracy. The units are precision-machined to prevent clogging or jamming. The "wearing" parts of the old dispensers have been eliminated. Non-scratch base bottoms. Sturdy, accurate, fast coin mechanism with smooth operation.

The Kwik-Koin saves time and money for operators of Arcades, Transportation Depots, Clubs, Taverns, Restaurants, Drug Stores, Tobacco Stores and all other locations having coin machine equipment.

The Kwik-Koin is speedy, unfailing and simple in operation . . . a light touch of the lever delivers the coins into your palm.

Each unit is quickly removed for exchanging, emptying or re-arranging.

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|----------------------|-------------------|---------------------|---------------------|
| 25c Unit | 10c Unit | \$10.00 | 1c Unit |
| Capacity | Capacity | Capacity | Capacity |
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| Dispenses 4 Quarters | Dispenses 5 dimes | Dispenses 5 nickels | Dispenses 5 pennies |

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(Inquiries accepted now for local distributors)

COINMEN YOU KNOW

Continued from page 103

time," notes Sam Cooper, Paster Distributing Company.

Dick Saulig has returned to the Hastings Distributing Company roster. He is in charge of the repair shop. . . . A newcomer on the S. L. London Music Company staff is Bob Heckel, who is calling on operators in Wisconsin and Upper Michigan. . . . Bruce Jagor, Seeburg executive, came up from his Chicago office last week to view the Seeburg stereo display.

Police stirred Harry Jacobs Jr. out of a sound sleep recently, to notify him that someone had broken the big front plate glass window at his United, Inc., headquarters. "Evidently not a customer," according to Jacobs. Operators who stopped by to check the damage included Frank Barca, Kenosha; Val Andreas, Oshkosh; Al Felix, Oconto; Jack Zimmerman and Chuck Hartman, Watertown, and Clyde Fessler, Sheboygan.

Word from Ed Dowe, Beaver Dam, is that plans are being set for a November meeting of the Wisconsin Music Merchants' Association. Date and place has not yet been announced. . . . Joe Pelligrino is still recuperating from a broken rib. . . . Sam Cooper has shed over 20 pounds since going on the diet his doctor recommended.

John Cocking, Automatic Vending, was very pleased with the whole set-up at the NAMA convention in St. Louis. He came back with a \$100 U. S. Savings Bond, which he won as a door prize while attending one of the business sessions. . . . A familiar face is back on the scene now that Johnny O'Brien has returned to the disk wars. O'Brien is heading up the new branch being opened by the Carmisa Distributing Company, at 1907 W. Vliet Street.

The Badger Candy Club has scheduled its annual fall dinner-dance for Saturday evening, November 29, at the Milwaukee Athletic Club, reports prey George Vick. . . . Woody Johnson, United, Inc., reports that a gratifying number of State operators have taken on their recently added line of background music.

A long list of local coinmen took off for the North Woods for deer hunting this weekend. The list includes Danny Karoldzak and Fred Mueller, of the George Schroeder firm; Erv Hoeth, Mitchell Novelty, and Jerry Groll, Paster Distributing Company. Groll came back home with his deer in time to punch the clock on Monday morning.

Newcomers to the Hilltop Coin Machine Company payroll include Marian Grams, in charge of front office chores; Louis Miller, refrigeration serviceman, and routeman Larry Chase, whose father is also a coinman in the Craudon, Wis., area. . . . Sam Hastings reports that he is closing out the premium and merchandise section of his Hastings Distributing Company on Bluemound Road.

Boston

By CAMERON DEWAR

Tony Grazio, who recently took over Atlas Distributors from the Blatt brothers, Barney and Louis, is working almost night and day getting things to his liking. A new showroom is being installed and a brand-new heating plant will be in operation any day now. While

(Continued on page 105)

ROCK-OLA
120 and 200 selections
in Stereo or Monaural

BALLY
Carnival Queen most fabulous
game Bally ever made

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Rittenhouse 6-7712

Exclusive Dist. for Bally in E. Penna. and Rock-Ola in E. Penna., So. Jersey and Delaware

BIG BALL BOWLERS!!

Reconditioned—PRICES REDUCED!

BALLY TROPHY 14 ft.-11 ft. \$595
BALLY STRIKE BOWLER 14 ft.-11 ft. 495

BALLY GOLF CHAMP

CALL COLLECT FOR PRICES

WURLITZER MUSIC ARCADE MACHINES

WILL ACCEPT IN TRADE

SHUFFLE ALLEYS, BINGOS, SEEBURG B. All Makes & Models of 14 ft. & 11 ft. BOWLERS.



DISTRIBUTING CO.

296 LINCOLN ST.
ALLSTON 34, MASS.—AT 4-4040



ATLAS for TOP VALUES!

SEEBURG CIGARETTE



VENDOR

- Quiet All-Electric Selection—Delivery
- 22 Cols.—Over 800 Pack Capacity
- 3-Way Pricing
- Smart, Low Console Styling
- IMMEDIATE DELIVERY

MUSIC

- SEEBURG KD-200 \$795
- SEEBURG 100JL 645
- SEEBURG 100C 445
- SEEBURG V-200 (w/Speed-Read) 595
- SEEBURG VL (Converted) 665
- WURLITZER 1800 475
- ROCK-OLA 1442 315

Reconditioned—Refinished

NEW Calcoin 45 RPM Conversion for M-100A with fast-moving carriage gear! . . . \$49.50
Also Conversions for All Machines.

Exclusive Seeburg Distributors



A Quarter Century of Service

ATLAS MUSIC COMPANY

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

NOW DELIVERING

WRITE or CALL for Prices

- BALLY CARNIVAL QUEEN, GOLF CHAMP, LUCKY ALLEY
- BALLY BIKE, THE CHAMPION, SPEED QUEEN
- CHICAGO COIN CRISS CROSS HOCKEY, TWIN BOWLER
- ROCK-OLA STEREPHONIC AND MONAURAL 120-200 SELECTION

PHONOGRAPHS

- 1458 Rock-Ola, 120 Sel. (new) . . . Write
- 1462 Rock-Ola, 50 Sel. (new) . . . Write
- 1455 Rock-Ola Deluxe, 200 Sel. \$595.00
- 1454 Rock-Ola, 120 Sel. 575.00
- 1448 Rock-Ola, 120 Sel. 475.00
- 1446 Rock-Ola, 120 Sel. 395.00
- 1438 Rock-Ola, 120 Sel. 325.00
- Seeburg R's 500.00
- Seeburg Chrome Wall Boxes 45.00

BOWLERS

- Bally Lucky Shuffle Write
- Bally Trophy Bowling Lanes, 11 ft. or 14 ft. \$795.00

BINGO GAMES

- Beach Times Write
- Cypress Garden \$575.00
- Miss America 445.00
- Sun Valley 425.00
- Key West 295.00
- Big Show 250.00
- Broadway 150.00
- Variety 75.00
- Big Time 110.00

5 BALLS

- Gaytime \$119.00
- Gavety 60.00
- Flying Aces \$295.00
- Gott. Criss Cross 245.00
- Genco Fun Fair 275.00
- Balls-a-Poppin' 175.00
- Derby Day 125.00
- Coronation 45.00

ARCADE

- Wms. Four Bagger \$245.00
- Old Smokey Write
- Bally Spook Gun Write
- Chi Coin Steam 125.00
- Shovel 125.00
- Motorama 345.00
- Big Inning 395.00
- Chi Coin Croquet 95.00
- United Carnival Gun 125.00

All machines have been checked, cleaned and ready for location

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: MEIrose 4-8468 Indianapolis, Indiana

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

COINMEN YOU KNOW

Continued from page 104

business has been going on, the official opening was October 20.

Edward Ravreby, Associated Amusements, Inc., took his wife and daughter to New York over Columbus Day. The ladies remained for the week while Ed returned to look after the business, which is picking up greatly in used equipment. General Manager Richard Mandell took off on a selling trip to New Hampshire and Maine, where the response was good.

Stereophonic sound has operators excited in these parts and distributors are all busy showing the units with lots of orders in the offing. . . . Bob Jones, Redd Distributors, has recovered from a bout with a bad back and dashed off last week on a trip to Connecticut. He will look in at the Connecticut Music Operators' Association meeting and renew acquaintances.

Marshall Caras, Trimount Automatic Sales Corporation, reports business picking up

(Continued on page 106)

BARGAINS ALL WILL TRADE! ARCADE

| | |
|-----------------------|----------|
| WMS. TEN STRIKE | \$195.00 |
| GENCO SWEET 21 | 95.00 |
| BALLY ALL STAR BOWLER | 195.00 |
| BALLY SKILL ROLL | 175.00 |
| WMS. CRANE | 125.00 |
| CHI. C. STEAM SHOVEL | 125.00 |
| SHUFFLES & BINGOS | |
| CHI. C. BOWLING TEAM | \$175.00 |
| KEENEY SPEED LANE | 90.00 |
| KEENEY NATIONAL | 90.00 |
| UN. STARDUST | 95.00 |
| UN. STARLET | 85.00 |
| UN. PIXIE | 75.00 |

GAME SALES CO., MEMPHIS, TENN.
1051 Union Ave. Ph. BR. 5-1424

Game Mfrs. at Pk. Show

Continued from page 101

angle and the motion is at a slow rate. Midway music, on tape, plays while the car is in operation. List price is \$995.

Another piece of new equipment to be shown by Capitol is the Record - A - Voice Audition Booth, which allows the patron to speak into a microphone and then plays back the recording. It is designed as a companion piece for machines that deliver recordings of the customer's voice.

The cycle starts when the customer drops a dime in the coin chute, records for 60 seconds, and plays back immediately. Dimensions are 30 inches wide, 28 inches deep and six feet, six inches high. List price is \$595.

Capitol will also bow its equipment rental program for operators who feel it may be more economical to lease equipment than buy it.

Phil. Op Banquet

Continued from page 101

Joe Damania, Chancellor, and Frank Avalon, Chancellor, who introduced his latest release, "Dee Dee Dinah."

The festivities were emceed by Joe Sullivan, AMOP business manager, who presented a merit award to Bill Rodstein, past Association president and current owner of the Latimer Cafe. Rodstein was given a loving cup for creating the Sinatra Room in his bistro, a room which has the nation's largest collection of Sinatra records.

The following officers and bard members were presented with gift certificates for their wives: Sam Stern, president; Joe Levin, vice-president and board chairman; Sam Moss, secretary; Frank Urban, treasurer; Jules Sloan, financial secretary, and the following board members: Jerry Locks, Frank Fromowitz, Alex Swerse, Sam Klein, Bill Slawe and Bob Weisblatt. Klein was unable to attend the meeting, but his son accepted the award in his behalf. Also honored was Jonaie Nelson, secretary to the business manager.

Highlight of the award presentations was the citation given to Joe Silverman by Joe Levin on behalf of the Association. Levin told how Silverman took over the executive chores when the Philadelphia group was a new struggling organization and how he helped build it to an active association of 100 members.



Details will be announced at the show. Sam Goldsmith and Leo Willkens will represent Capitol at the show.

Kaye Exhibit

Irving Kaye will show his entire game line, including the De-Luxe Competitor Pool, Super Jumbo Hockey and Dueces Wild. The firm will also show Melody Towers, a speaker unit; several auxiliary speakers; the Street Cleaner, a gas-operated litter vacuum cleaner, hand driers and a home pool unit.

Manning the booth at the show will be Irving Kaye and Buddy Knox.

Mike Munves will have two new pieces of equipment at the show as well as a regular line of arcade pieces. To be shown for the first time are the U. S. Post Card Vender and a German unit.

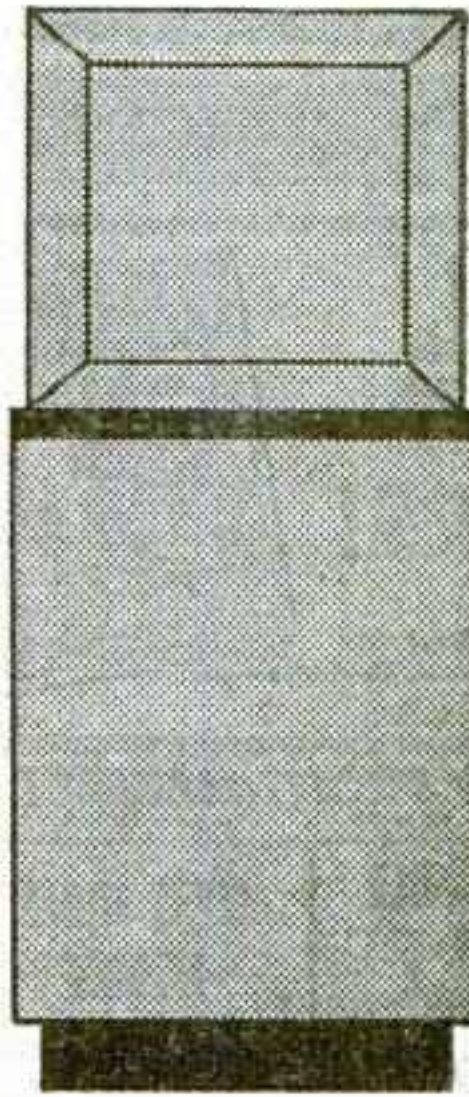
Post Card Unit

The Post Card unit vends six cards for 15 cents. The German machine features six mechanical monkeys who appear to play musical instruments while the actual music is furnished by a tape recorder. Complete details and prices will be available at the show.

The firm will also show its Bike Racer and a line of money handling equipment. Mike Munves and Joe Munves will represent the company.

Philadelphia Toboggan, represented by John Allen and Noel Jannotta, will show its Skeeball line.

WAIT'LL YOU SEE Auto Bells NEW Electronic AMUSEMENT GAME



Features never before seen Amusement Galore

AUTO-BELL MANUFACTURING CO.
29 WEST KINZIE STREET
CHICAGO, ILLINOIS U.S.A.
Tel.: Delaware 7-0078

ANOTHER Williams FIRST! "3-D"

with the 3-D SHOW TIME BACKGLASS

A REAL WINNER—SEE IT AT YOUR WILLIAMS DISTRIBUTOR

Williams

MANUFACTURING CO.
4242 W. Fillmore St., Chicago 24, Ill.

WHAT'S NEW IN COIN MACHINES?
WHAT ARE THEY GETTING FOR USED EQUIPMENT?
WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

Find out every week in

The Billboard

Order NOW at LOW Subscription Rates. Fill in and Mail Coupon Today!

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
 Yes Please send me The Billboard for one year at \$15.
 (Foreign rate, one year, \$15) 858
 Name
 Address
 City Zone State



Irving Kaye's HOUSE FULL of Quality!

On Display at N.A.A.P.P.B. Show, Hotel Sherman, Chicago NOV. 30th through DEC. 3rd **BOOTH 114**



"DEUCES WILD"
2-Player
Roll down poker table
Retaining both scores until following game, lite-up scoring mechanism with anti-cheat construction, measuring only 28" x 36".
5 Balls 5c
FAST ACTION! . . . EARNING POWER!

Activeaire



- Vacuum principle with burlap collector lined inside canvas catcher
- Picks up trash of all types. Saves time . . . money!

Automatic STREET CLEANER

A natural for Parks, Pools, Beaches, Arcades, Drive-Ins wherever people congregate!
 • Operates easily for one man
 • Gasoline powered, semi-pneumatic tires, ball-bearing wheels



Activeaire **Electric Hand Dryer**
 • Complete washroom service eliminating every washroom problem. Triple-plated easy care chrome, UL and CSA Approved backed by a \$50,000.00 Product Insurance Policy!

Super Jumbo Hockey



• 8 feet long, illuminated Formica Playfield . . . easy service . . . triple scoring!
Melody Tower
 • Cuts wallbox costs . . . ast'd color styles . . . Jensen hi-fi speaker . . . 5 level volume control . . . 8 and 500 ohm lines . . . 00x26x18.

BALL VIEWER MODEL

Deluxe Competitor 6-Pocket Pool Table

Eliminates "free play" . . . assures trouble-free operation . . .

NEW! Mahogany finish with gold trim
 plus matching mahogany formica top rail



Irving Kaye Co., Inc.

1537 BERGEN STREET
BROOKLYN 13, NEW YORK

See them at the N.A.A.P.P.B. SHOW and . . .

Order Today!

ATTENTION, IMPORTERS
Year End Clearance
 100 Late Model
Seeburg, Wurlitzer and AMI Phonographs
 Drastically reduced. Write for lists.
 Exclusive Gottlieb, Williams and Seeburg Distributors




Remember IN NEW ENGLAND IT'S TRIMOUNT!

TRIMOUNT

40 WALTHAM STREET
 BOSTON 18, MASS.
 Tel. Liberty 2-9480

Join the
Waves



...be a woman of the world!

COINMEN YOU KNOW

Continued from page 105

smartly. He and salesman Dan Brown tripped to Webster, where Adolph Dugas had set up a Seeburg stereo unit in a location. Bob Jones also went up and all say results are fine.

Salesman Dave Riskin observed at the foreign car show in Boston being impressed by a French Peugeot. Dave says he'll wait for a convertible. . . . Trimount has taken over the United 'ine of games and finds the machines arousing interest. . . . Julius La Rosa stopped in to say hello to Jerry Flatto at Boston Record Distributors and later went into Trimount to hear the stereo.

CHILDREN'S RIDES

Carousel Conditioned

FEATURE
 BALLY A.B.C., 14-Ft. Bowling Lane . . . \$395 (1 only—like new)

Circus Jet . . . \$100.00
 See-Saw . . . 125.00
 Space Ship Rides . . . 125.00
 Auto Rides . . . 200.00
 Elsie the Cow . . . 120.00
 Williams Crane . . . 125.00
 Twin Animal Ride (New) . . . Write
 Round the World Trainer . . . Write

A. B. T. CHALLENGER
 (with chrome stand) . . . 9.95
 Good condition—operating order—parts complete.
 Terms: F.O.B. Chicago. 25% Deposit. Balance C.O.D. or Sight Draft.

Will Buy or Trade
 for Big Bronco Horse, Champion Horse, Lane Fire Engine, Bally Model T.

FREE! FREE!
 56-PAGE CATALOG with complete Price List, Exclusively for **IMPORTERS!**
 Fully Illustrated
 Send for Your Copy Today!



WANT TO BUY!
 CASH or TRADE
 Chicoin—Bally—United
SHUFFLE ALLEYS
 • **BALLY BINGOS**

NEW CHICAGO COIN PROFIT-MAKERS!

| | | |
|-------------------------------|--|---------------------------|
| TWIN BOWLER 14'-18' | PLAYER'S CHOICE BOWLER 13'-16'-20' | CRISS CROSS HOCKEY |
|-------------------------------|--|---------------------------|

SPECIAL CLOSEOUT!
 NEW Games, Inc.
HOLE-IN-ONE
 Write for **LOW, LOW PRICE!**

GUNS

| |
|-----------------------------------|
| Genco CIRCUS GUN \$350 |
| "3-D" ARTS PARADE 295 |
| Genco STATE FAIR 240 |
| Genco DAVY CROCKETT 225 |
| Genco SKY ROCKET 195 |
| Keeney RANGER 160 |
| Un. CARNIVAL GUN 140 |
| Wms. JET FIGHTER 150 |
| Keeney SPORTSMAN 145 |
| Genco RIFLE GALLERY 145 |

NEW GAMES

Gottlieb CONTEST
 United CYCLONE
 Genco GYPSY GRANDMA
 Bally LUCKY SHUFFLE
 Williams GUSHER
 United ATLAS
 Bally BEACH TIME
 VALLEY 6-POCKET POOL
 Kaye COMPETITOR 6-POCKET
 Auto Ball CIRCUS DAYS
 Keeney DELUXE BIG TENT

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

CABLE: "FIRSTCOIN"—Chicago

Carousel industries inc

2645-47 W. Lawrence Ave.
 Chicago 25, Illinois
 Phone Uptown 8-1369

ATTENTION N. ILLINOIS, N. INDIANA and IOWA OPERATORS—

SITTIN' PRETTY
GOTTLIEB'S NEW THRILLER!

Will Leave You "Sittin' Pretty" in Your Locations!

YOU'LL BREAK RECORDS WITH:

• Dunking Clown features: Dunk clowns into water by hitting Roto Targets and Rollovers . . . Specials for any 3, 4, 5, 6 or 7 clowns dunked! Excitingly fast-play action! Rating chart! Many others! See page ??? for all the Great Gottlieb Features!

ORDER NOW FOR IMMEDIATE DELIVERY!

NATIONAL COIN MACHINE EXCHANGE
 1411-13 Diversey, Chicago 14, Ill.
 BUckingham 1-8211

The beautiful Indian summer weather brought many operators into town from far away places. A delegation from Bristol, Conn., included Art Rhode, Pete Suma and Ernie Geramonde. Ed Warner, Newport, R. I., also was shopping around, as were Harlan Mitchell, Troy, N. H., and Ray Farrell, Taunton.

Detroit
 By HAL REVES

J. B. Howard is opening Howards Amusement Center, a new Arcade in the uptown section at 8838 12th Street. . . . Games are being placed by the A. R. Young Company, headed by Alvin R. Young, who operates Arcades at amusement parks along with a game route. . . . Alex Kramer has become president of Automatic Caterers, Inc., which is a subsidiary of Interstate Detroit Coffee Company, which Kramer also heads. F. S. Koppelman remains as vice-president under the new set-up.

Richard M. Kopel, Interstate vice-president and general manager, reports the firm has taken over automatic feeding of 6,000 people at the General Motors Transmission Plant at Willow Run. . . . Maurice J. Feldman and his partner, Frank Silver, who formerly had the S & F Amusement Company, have re-registered title to the Central Coin Machine Exchange, one
 (Continued on page 107)

Making More Money for Operators . . .

1 to 7 Coins Per Play

KEENEY'S DELUXE BIG TENT



• Its universal appeal to all players is accounting for substantial long-run earnings. Keeney's Deluxe Big Tent defies comparison on: Principle of play appeal, earning ability, original cost, security of investment.

FEATURES:

- One to Seven Coins Per Play
- Optional Nickel, Dime or Quarter Play
- Colorful Backglass Scoring
- Records Free Plays
- Expertly Engineered and Correctly Built to Minimize Service Calls
- Handsome, Deluxe Wood-Grain Finish

Write—Wire—Phone TODAY!

J. H. Keeney & CO., INC.
 2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS
 Telephone: HEmlock 4-5500

Only FISCHER POOL TABLES

give you these operating advantages!



"VISIBALL" TRAY
 Best method of ball identification ever devised! Balls pocketed are visible in open tray at FRONT of table. Balls may be turned for checking but can not be removed for replay. Standard equipment on all Fischer coin pool tables.

AUTO-RESET SCORING
 Sure-fire safeguard against player controversy! Easy to understand and use. A scoring disc, for each ball pocketed or scratched, is color keyed to players' cues. When game is completed, button automatically and instantly resets all discs. Optional equipment on Fischer 6-pocket tables.

See these Fischer features on

IMPERIAL VII, IMPERIAL VI and DELUXE 6-POCKET TABLES

and PARTY POOL . . . the unique new 6-Game bumper type table with exciting 6-pocket play appeal!

Visit your distributor, or write Bill Weikel,
FISCHER SALES & MFG. CO.
 9 S. Clinton St., Chicago 6, Ill. SPring 4-5514

ALLEYS

| | |
|--------------------------------|-------|
| United 16' JUMBO BOWLING ALLEY | \$525 |
| 14' BOWLING ALLEY | 325 |
| 11' BOWLING ALLEY | 325 |
| CLIPPER S. A. | 175 |
| MERCURY S. A. | 125 |
| TEAM S. A. | 105 |
| CHIEF S. A. | 95 |
| LEAGUE S. A. | 95 |

PINS

| | |
|---------------------|-------|
| Gottlieb SCOREBOARD | \$145 |
| GLADIATOR | 175 |
| MARATHON | 175 |
| SWEET ADD A LINE | 125 |
| EASY ACES | 145 |
| TREADOR | 225 |
| DERBY DAY | 135 |
| TWIN BILL | 125 |
| Williams SURF RIDER | 185 |
| PICCADILLY | 140 |
| HOT DIGGETY | 135 |
| PERKY | 115 |
| PETER PAN | 115 |

MUSIC

| | |
|-----------------|-------|
| SEEBURG M 100 C | \$395 |
|-----------------|-------|

CENTRAL OHIO COIN MACHINE EXCHANGE, INC.
858 N. High St. Columbus 8, Ohio
Tel.: AXminster 4-3529

COINMEN YOU KNOW

Continued from page 106

of the oldest active distributing firms in the city, specializing in the amusement game field.

Earl E. (Mike) Benson, who operates the Michigan Nickel Company, one of the major long-established amusement game routes in the area, is establishing the Benson Music Company in the downriver suburb of Ecorse. . . . Helen Mandalis, widow of Steve Mandalis, is taking over direct ownership of the extensive cigarette machine route operated by her husband under the name of Olympic Vending Company. She has been administrator since his death last December. Her son, Constantine Mandalis, continues in direct charge of servicing on the route.

Vaughn L. Demirjian, who has been with the Patterson Music Company for a number of years, is establishing his first independent venture with the purchase of the Les Music Company. This juke box firm was owned by the late Bode Abraham, who died about a year ago, and Demirjian is taking over the operation from his widow.

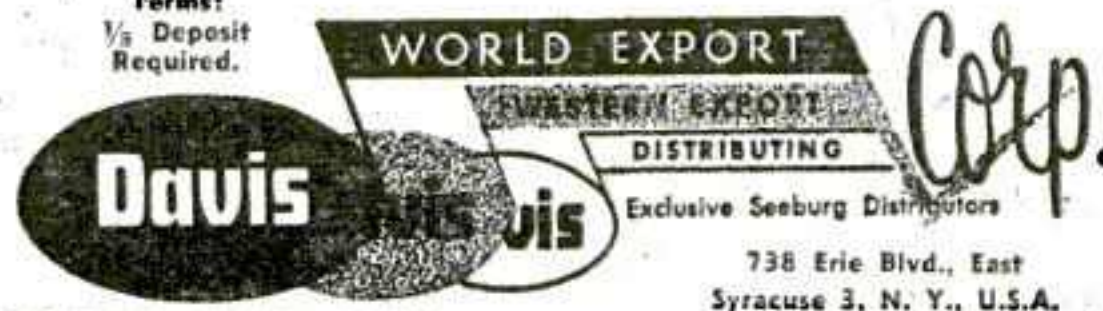
Murray Statfield, an electrician, is entering the vending field with what is believed to be the first route of malted milk venders to be established in this area. He is calling his new firm the Murray Vending Company, and establishing headquarters in the north-end suburb of Oak Park. . . . Roger L. Champoux, a newcomer to the coin machine business, is forming the Dairy Fresh Milk Vending as a partner with Thomas H. Deveraux, handling milk and orange drinks.

"Stereo is the thing," says Richard V. O'Meara, manager of Music Systems. O'Meara says that all stereo installations so far going in are on contract, with a higher percentage—60-40 instead of the usual 50-50—and at dime play in what has generally been a nickel town. This placement program is being backed up by signs and napkins at point-of-sale. A policy of local newspaper advertising is under discussion to bring in the public.

DAVIS Guaranteed Phonographs Look—Operate Like New

| | |
|-------------------------------|-------|
| SEEBURG M100C | \$375 |
| SEEBURG 100W | \$450 |
| SEEBURG HF100G | \$475 |
| SEEBURG HF100R | \$575 |
| SEEBURG HVL200 Hideaway | \$595 |
| SEEBURG V200 with VL Receiver | \$650 |
| SEEBURG 100JL | \$685 |
| SEEBURG KS200H | \$725 |
| SEEBURG KD200H | \$775 |

Terms: 1/3 Deposit Required.



CABLE ADDRESS: "DAVDIS"



WURLITZER

| | |
|------|-------|
| 1900 | \$495 |
| 2000 | \$495 |

AMI

| | |
|------|-------|
| E120 | \$295 |
| F120 | \$395 |
| F80 | \$365 |
| G120 | \$450 |

ATTENTION OPERATORS!

We're Changing Our Route Equipment

Call or write for wholesale prices to the operator on 1700's, 1800's, 1900's, 2000's, 2104's, 2100's.

Unbelievable Prices! Shopped & Ready for Location

BINGOS

| | |
|---------|----------|
| Starlet | \$ 85.00 |
| Pixie | 60.00 |
| Caravan | 90.00 |

ARCADE

| | |
|------------------------|----------|
| C.C. Croquet Pool, New | \$145.00 |
| C.C. 11-Ft. Bowler | 325.00 |
| C.C. 14-Ft. Bowler | 335.00 |
| Seeburg Coon Hunt | 75.00 |
| Dale Gun | 25.00 |
| 14-Ft. Bally Bowler | 345.00 |
| 2-Pl. Rocket Shuffle | 425.00 |
| C. C. Classic | 395.00 |

1/4 down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: MEIrose 5-1593

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS AND EXPORTERS

| | | | | | |
|----------------------|---------|--|-------|-----------------------------|----------|
| ARCADE | | WANT TO BUY | | CANDY VENDORS | |
| Auto Photo #9 | \$1,595 | Bonus Guns, Palomino Horses, Up to 100 Seeburg M 100A, Sun Valley, Big Show, Showtime, Key West, Parade. | | U-Select-It, 54 bar | \$ 49.50 |
| Balloon-o-Mat | 195 | | | U-Select-It, 72 bar | 69.50 |
| Banorama | 175 | | | Mills 5 col., 5c | 65.00 |
| Basketball Champ | 195 | | | Mills 8 col., 5c & 10c | 110.00 |
| Bear Gun | 125 | | | Ship. Gum & Mint, 5c | 15.00 |
| Bonus Gun | 215 | | | Shipman 6 col., new | 165.00 |
| Basketball, C.C. | 175 | | | Vendall, 8 col. | 85.00 |
| C.C. Bandbox | 175 | | | National 6 col., 5c | 69.50 |
| Cap. Panorams | 325 | | | National 9 col., 5c | 95.00 |
| C.C. Pistol | 75 | | | N.W. Sweet Sixteen, 16 col. | 295.00 |
| Coon Gun | 135 | | | | |
| Drivemobile | 150 | | | | |
| Dale Gun | 50 | | | | |
| Ex. Pop Gun | 495 | | | | |
| Gen. Quarterback | 125 | | | | |
| Gen. Rifle Gallery | 175 | | | | |
| Gen. Gypsy Grandma | 395 | | | | |
| Horoscope | 110 | | | | |
| Lord's Prayer | 195 | | | | |
| Midget Movies | 125 | | | | |
| Mer. Ath. Scales | 50 | | | | |
| Metal Typers Harv. | 195 | | | | |
| Midget Alley | Write | | | | |
| Pitch'm-Bat'm | 195 | | | | |
| Photomatic | 350 | | | | |
| Phil. Toboggan | 395 | | | | |
| Pirate Gun | 350 | | | | |
| Rock 'n' Roll | 75 | | | | |
| Set Shot | 250 | | | | |
| Sidewalk Engineer | 150 | | | | |
| Silver Gloves | 175 | | | | |
| Six Shooter | 95 | | | | |
| Squirts | 585 | | | | |
| State Fair | 275 | | | | |
| Treasure Cove | 225 | | | | |
| Tungo | 145 | | | | |
| Un. Super Slugger | 275 | | | | |
| Wms. Crane | 150 | | | | |
| MUSIC | | CIGARETTE VENDORS | | COUNTER GAMES | |
| AMI-D80 | \$295 | Lehigh 10 column | \$110 | Advance Shockers | \$19.50 |
| Seeburg V 200 | \$25 | National 9 M | 125 | ABT Challengers | 25.00 |
| Seeburg C | 410 | National 11 col. | 165 | Gott. 3-Way Grippers | 25.00 |
| Seeburg R | 585 | Keeney 9 col. | 110 | Merc. Grippers | 25.00 |
| Seeburg G | 545 | Mercury 9 Col. | 135 | Kickers & Catchers, new | 52.50 |
| Seeburg W | 545 | Lehigh 12 col. | 150 | Peek Show | 25.00 |
| Wur. 1500 | 175 | Lehigh 15 col., new | 225 | Pop Up | 18.00 |
| Wur. 2100 | 795 | Eastern Elec., 22 col., new | 320 | 3 of a Kind | 20.00 |
| SMALL BOWLERS | | THIS WEEK'S SPECIAL | | | |
| Royal | \$625 | 100 latest type Wurlitzer 400 Deluxe Fortune Telling Scales, \$110.00 ea. | | | |
| Tournament | 575 | 10 Bally Golf Champs, \$495.00 ea. | | | |
| Jumbo | 525 | | | | |
| Trophy | 495 | | | | |
| Bowling | 425 | | | | |
| ABC | 425 | | | | |
| Bally All Star | \$278 | | | | |
| Bally Deluxe Star | 295 | | | | |
| Un. Midget Alley | 295 | | | | |
| Wms. Ten Strike | 275 | | | | |
| Wms. Ten Pins | 275 | | | | |
| Pixie | Write | | | | |

"Wurlitzer Distributors"

CLEVELAND COIN MACHINE EXCHANGE, INC.

M. S. GISSER (Sales Manager)
2029 Prospect Ave. Cleveland 15, Ohio
All Phones: Tower 1-6715



WAIT'LL YOU SEE THE NEW HIGH-SCORE PUCK-TYPE BOWLER



REALLY NEW SKILL APPEAL PEPS UP PLAY IN A HURRY

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

**THE WISE OPERATOR
DEPENDS ON
WORLD WIDE**



**SPECIAL! Chicago Coin
ROCKET SHUFFLES Like New \$395**

PHONOS... WORLD WIDE CONTINUED

| | | | |
|----------------------|-------|-------------------|-------|
| SEEBURG KD-200 | \$745 | ROCK-OLA 1458-200 | \$675 |
| ROCK-OLA 1445-200 | 775 | SEEBURG HF100-JL | 465 |
| A.M.I. H-200 | 745 | SEEBURG HF100-J | 445 |
| ROCK-OLA 1455, D-200 | 675 | SEEBURG HF100-R | 575 |
| WURLITZER 2000 | 595 | A.M.I. G-120 | 525 |
| A.M.I. G-200 | 575 | ROCK-OLA 1454 | 575 |
| SEEBURG V-200 | 495 | SEEBURG M-100C | 395 |

NEW! ALL NEW!

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COIN CALENDAR

Association Meetings scheduled. Check for changes.

November 25—Music Operators of New York, Inc., quarterly meeting, 250 West 57th Street, New York City.
December 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
December 1—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.
December 1—California Music Merchants' Association, Oakland Division, 311 Broadway, Oakland, Calif.
December 2—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
December 2—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.
December 3—Music Operators Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
December 3—Summit County Music Operators' Association, monthly meeting, Akron, O.
December 4—Phonograph Merchants' Association, Cleveland, General Meeting, Hollenden Hotel, Cleveland, O.
December 4—California Music Merchants' Association, Sacramento Division, Sacramento Hotel, Sacramento.
December 4—Eastern Ohio Phonograph Operators' Association, 4104 Rush Boulevard, Youngstown 12, O.

**FOLK TALENT
AND TUNES**

Continued from page 48

is in need of sample platters for four weekly shows that originate from within the institution and which, he says, are enjoyed by approximately 6,000 inmates in and outside the walls. "Rebel-Round-Up," heard three hours Sunday mornings, features c.&w. and religious music. "Merry-Go-Round," heard Monday nights, features an hour of pop and country music. Religious and hymnals are heard early Sunday evening, with a show made up of jazz records following later that night. In addition to the above programs, Young says they are

also preparing half-hour tapes, with music furnished by the inmate orchestra, to be played on various Jackson stations. Artists or record firms may address Young at 4000 Cooper Street, Jackson, Mich.

Skeeter Davis has a new release, "I Ain't a-Talkin'" b/w "Slave," coming out on RCA Victor this week. . . . Hardrock Gunter has a new platter on the Cullman label, "Let Me Be a Fool" b/w "It Will Show." Sporting a new biscuit on the same label is Ray Sanders, with "I Can't Resist You" b/w "I'm So Afraid." Deejays wanting copies of Cullman samples should write to Hal Smith at 4705 Gallatin Road, Nashville. . . . Eddie Skelton, still presenting his TV stanza on WJHL-TV, Johnson City, Tenn., each Tuesday, says he has deejay samples available on his new Dixie label release, "Without You" b/w
(Continued on page 109)

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\$595.00

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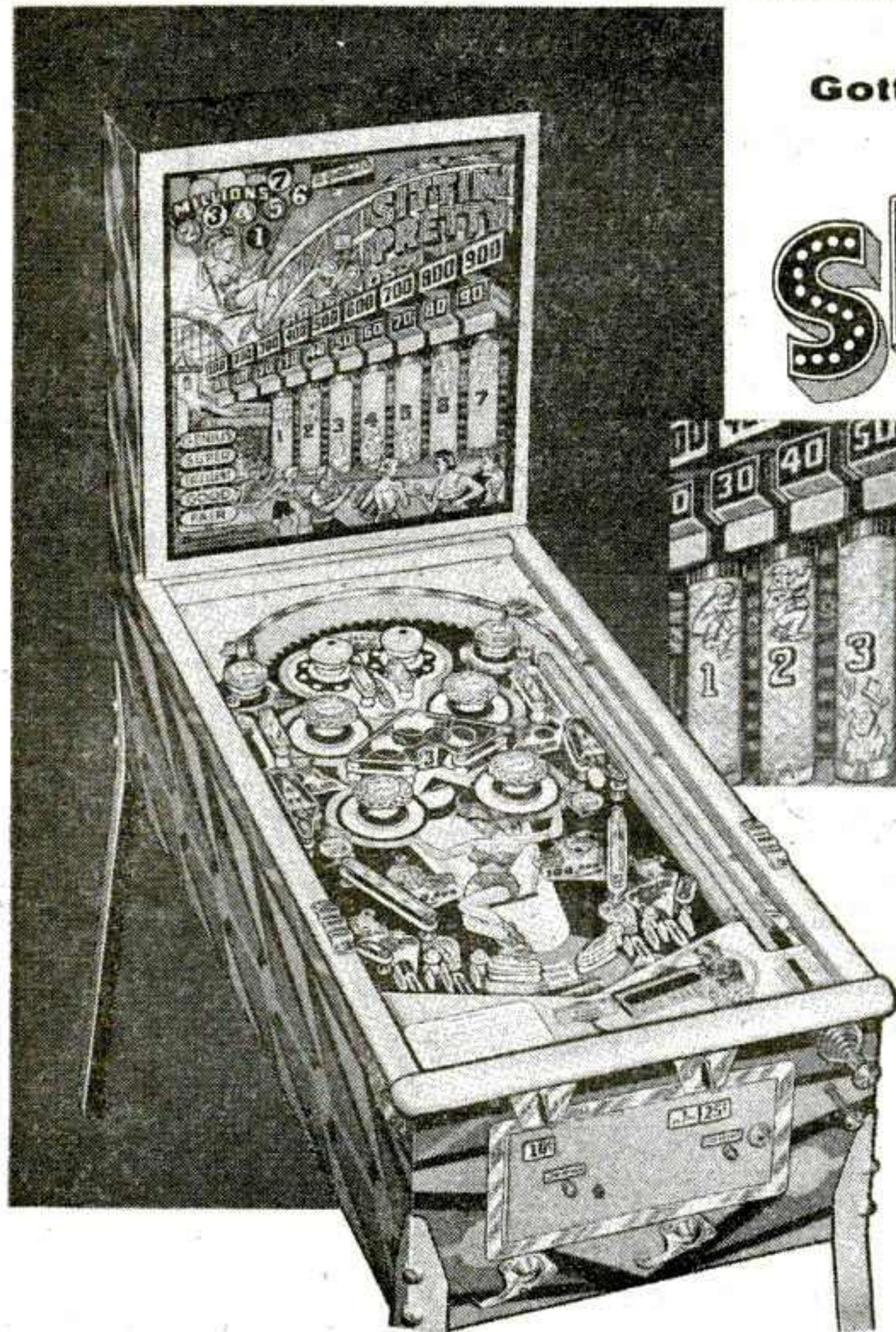
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OLK TALENT AND TUNES

Continued from page 108

It Swinging." Write him in of the above station. Eddie recently scouting for talent for of dates he is lining up in Tennessee.

arker Wilson, formerly ee and announcer with the ntertrust Doughboys over network of Southern and thwestern stations, is now regular on KCUL's "Cow- n Hoedown," Fort Worth, ere he shares emcee chores n Horace Logan, KCUL gram director, and Jack nderson. Special "Cowntown edown" guests November 8 re Jim Reeves and band, n the show's regular cast rprising Dee and Patty, yton Williams, the Farrell others, the Melody Five, the nset Starlighters, the Braga ters, Joe Paul Nichols and Poovey. . . . Don Richard- y, RadiOzark and Cross- ds TV publicity chief, ringfield, Mo., has again cepted appointment as Mis- ri Public Information Di- tor for that State's March Dimes, marking the third ar he has served in a volun- ry capacity for the fund ve.

The Jubilee Promenaders, th L. D. Keller, along with njoist Harold Morrison and dler Jimmy Gately, this eek wind up a fortnight's and in the plush Blue Room the Roosevelt Hotel, New leans. . . . Will Mercer, pre- viously unexploited in the rec- d field, has just had his first lease on the Hi label. Bal- d side is "Not Much to Give ou"; flip is the bright-tem- ped "Call of the Wild." Jim Reeves occupies the guest slot n the "Red Foley Show" from ringfield, Mo., Saturday 29). "Jubilee U.S.A.'s" guest n the same date will be ndy Walker and Jimmy akely.

With the Jockeys

Deejay samples of Stonewall son's new Columbia release, fe to Go," and Pat Kelly's new ilee platter, "Patsy" b.w. "That's ere My Money Goes," are avail- e by writing to John Kelly's rld-Famed Attractions, 146 enth Avenue, North, Nashville.

Jimmy Key, c.&w. jock at KUL, Cullman, Ala., is sporting ew release on the Logan label, "My Application" b.w. "Co- pana Sweetheart," both from wn pen. Jimmy says he'll be y to send a copy to any deejay who might have been missed. ringbean's new release on the llman label, "I Wonder Where nda Went," is one of our top uest-pullers," Key typewrites.

The veteran c.&w. deejay, iff Collie, shoots a line from os Angeles, where he's now ssociated with KLAC, one of e town major stations. "After 2 years of playing nothing ut country music," writes iff, "they've got me playin' p. I'm working the all- ight, 12-6 bit, and it's rough. n also working taped show ts with various stations and n anxious to exchange tapes ith deejays everywhere. pes should contain general fo and chatter, spotlighting e d. j. and his station call tters and city. Also would ke to obtain releases from tists. Being out of a settled uation since August, 1956, d traveling with the Philip rris show, etc., has taken its

toll on my record library, and the record companies, after servicing me for years, don't seem to be interested in the possibilities of my giving their releases the proper exposure. However, I need records badly." Collie's home address is P.O. Box 1991, Hollywood 28.

Al Shade, who whirls the country wax at WLBR, Lebanon, Pa., postals that country music is going like a house afire in his area. "Country artists are always welcome to drop by and appear on my show to plug their current releases or just to say hello," Al typewrites. "I'm on each Saturday afternoon, 3-5. By the way, I recently became the proud papa of a daughter. Our boy, Faron, is now 2."

. . . Bob Jennings continues to spin c.&w. music almost four hours a day, six days a week on WLAC, 50,000-watter in Nashville. To prove that country music is definitely on the up-grade, Bob points out that he has more time on the air, more sponsors, and mail is better than it has been in the four years that he has been doing his program."

The Joe Taylors are lullabying a new arrival of November 2, a son, Daniel James. Joe is boss man of the Indiana Red Birds, of WGL, Fort Wayne. . . . Charley Walters and wife recently became proud parents of a daughter, Cynthia Lee. Charlie and his Trail Riders band are regulars on "Hoosier Hayride," Fort Wayne.

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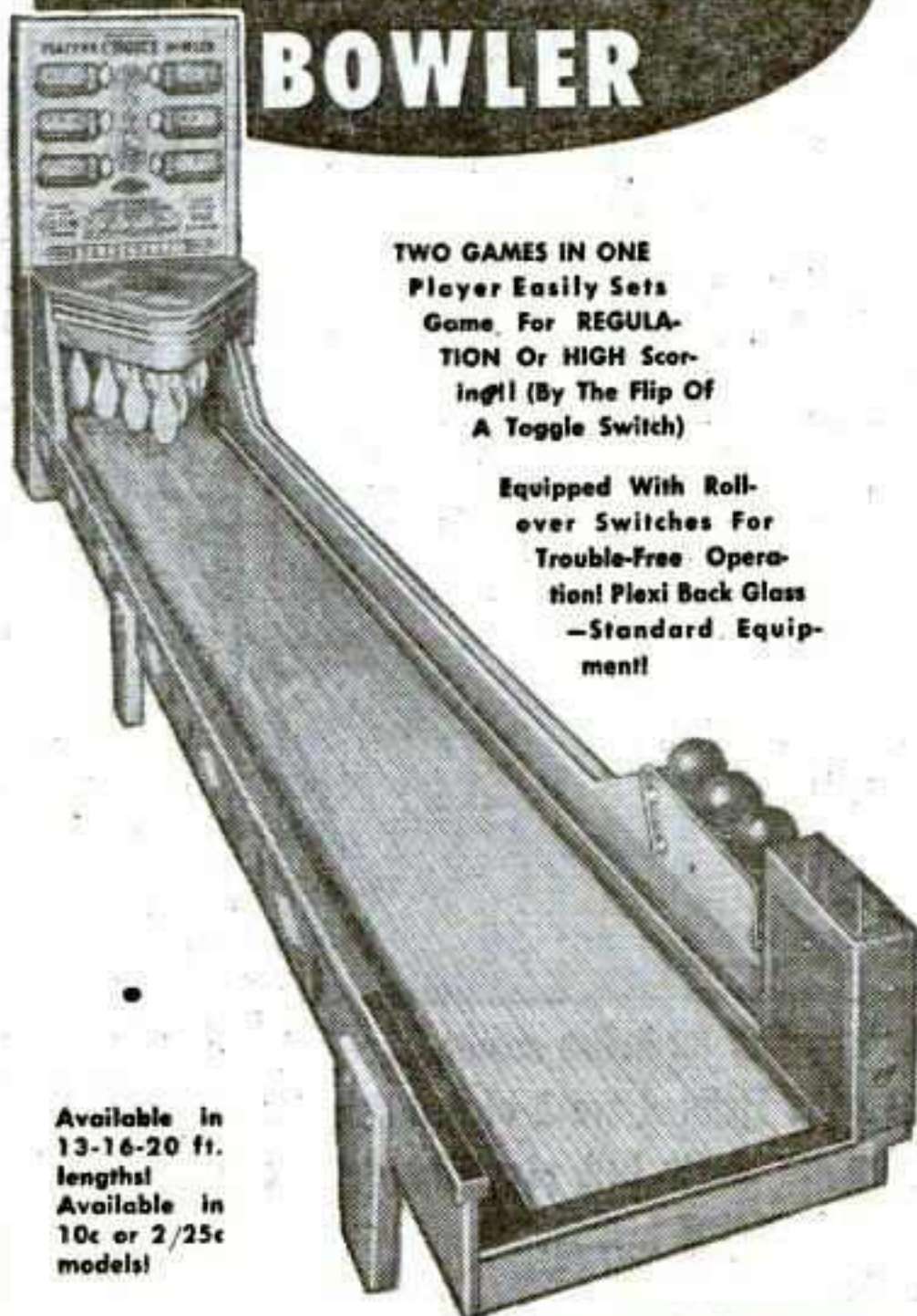
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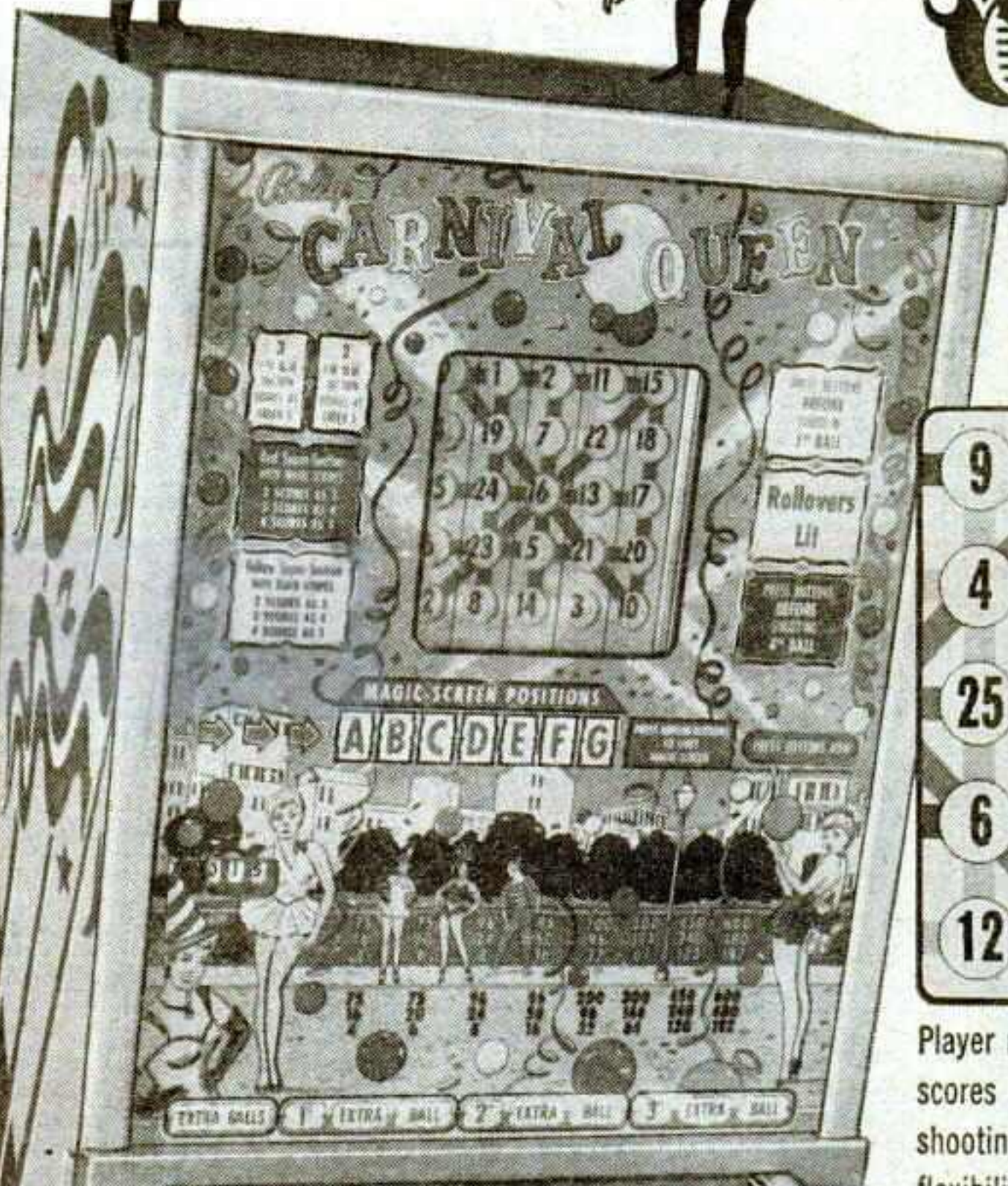
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|----|----|----|----|----|
| 9 | 1 | 2 | 11 | 15 |
| 4 | 19 | 7 | 22 | 18 |
| 25 | 24 | 16 | 13 | 17 |
| 6 | 23 | 5 | 21 | 20 |
| 12 | 8 | 14 | 3 | 10 |

| | | | | |
|----|----|----|----|----|
| 9 | 1 | 2 | 11 | 15 |
| 4 | 19 | 7 | 22 | 18 |
| 25 | 24 | 16 | 13 | 17 |
| 6 | 23 | 5 | 21 | 20 |
| 12 | 8 | 14 | 3 | 10 |

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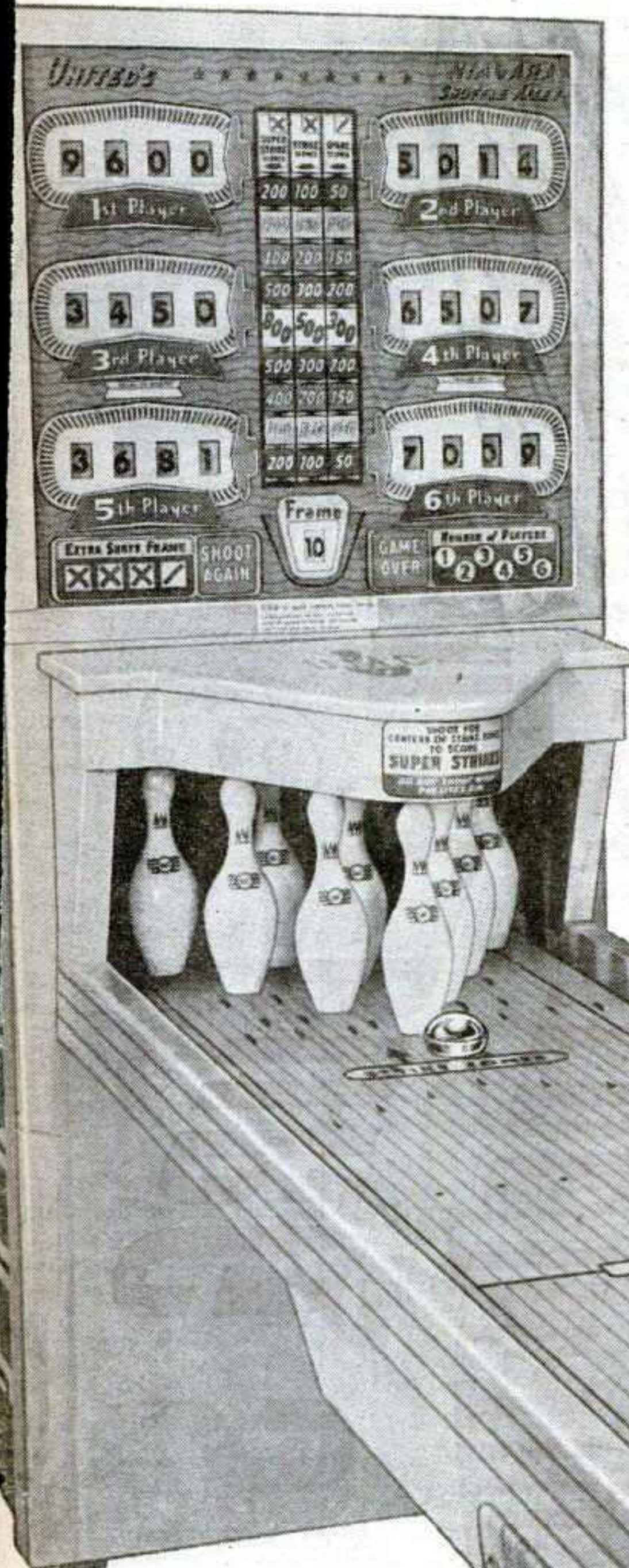
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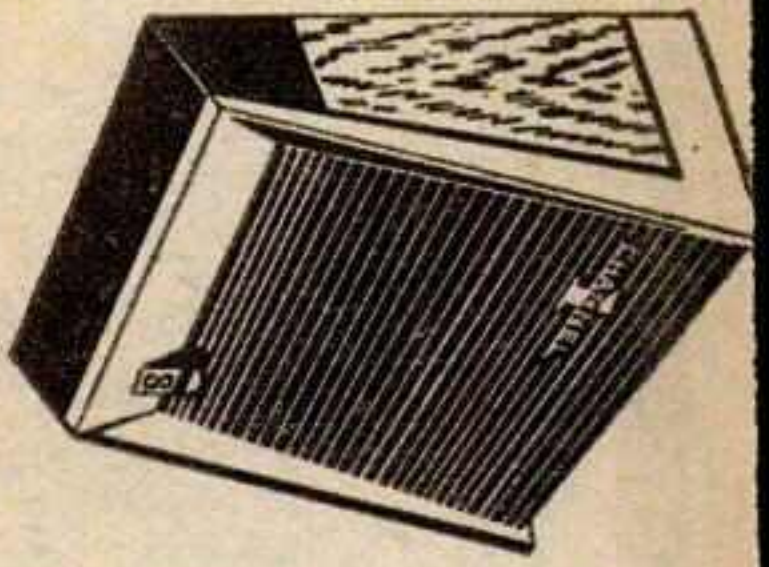
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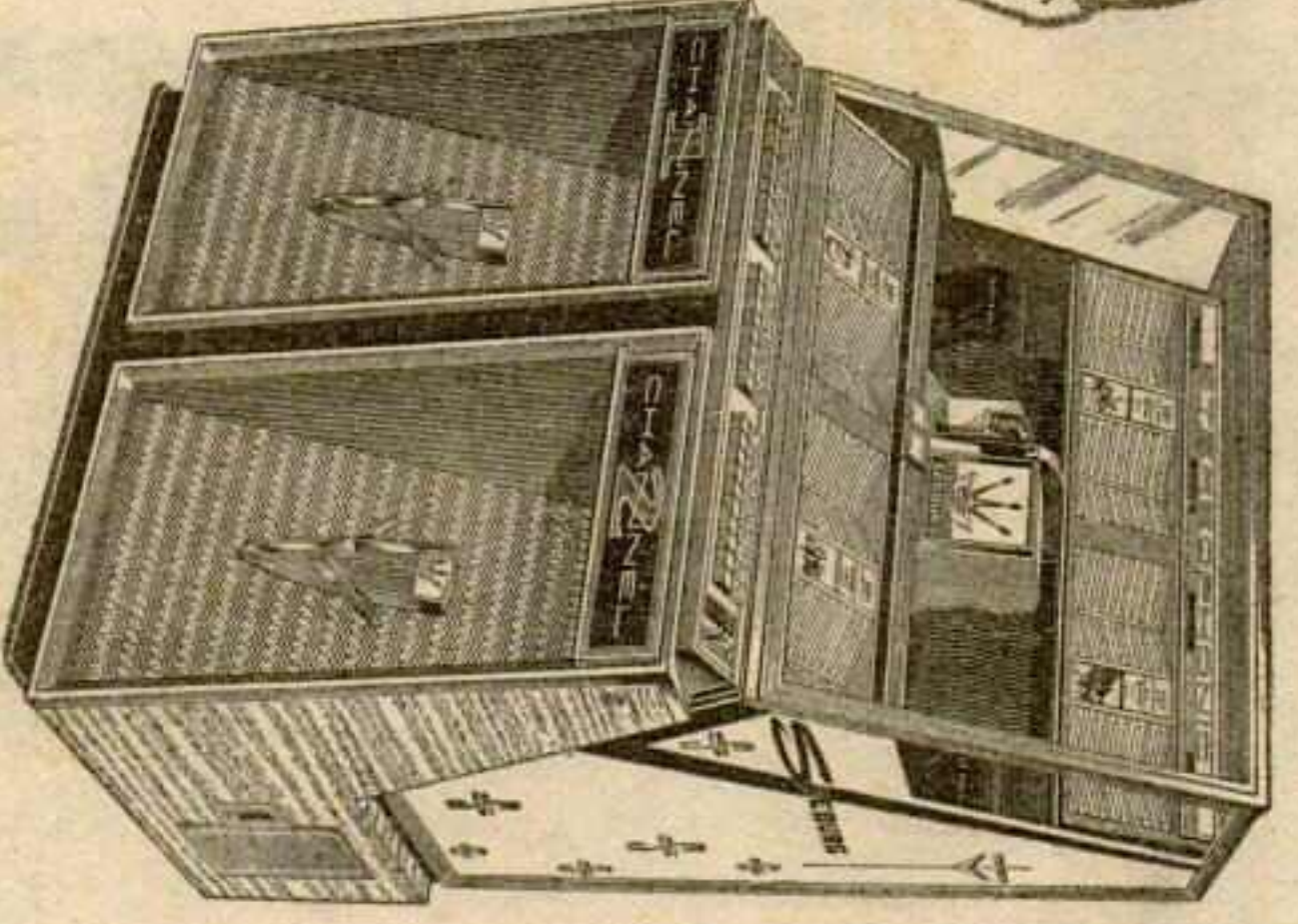
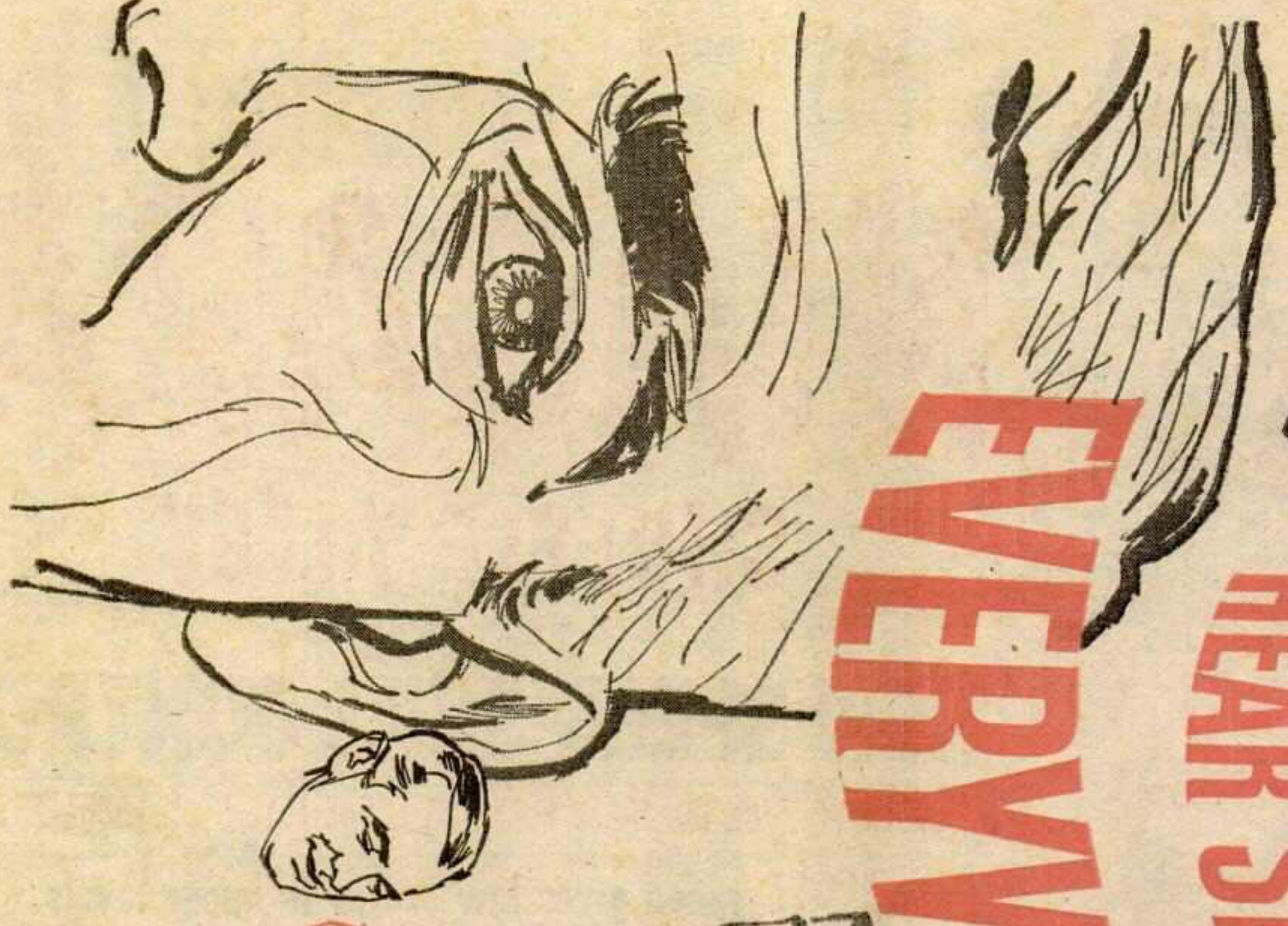
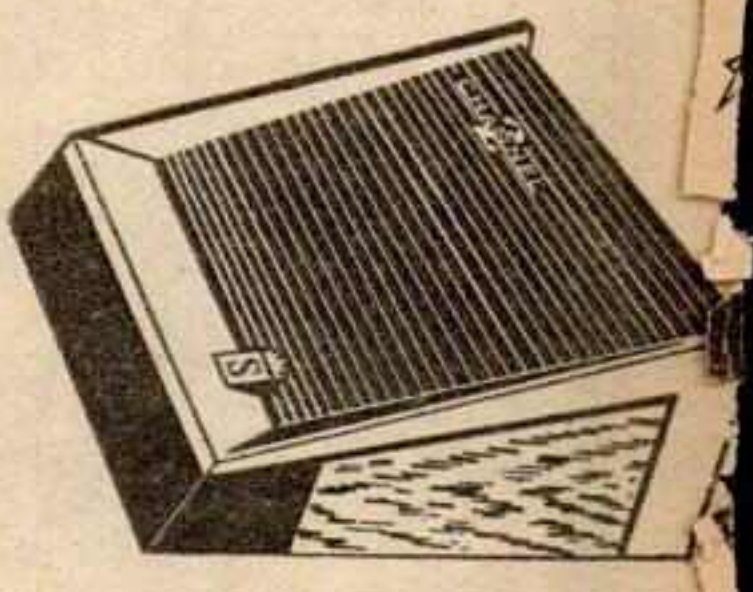


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