


The Billboard

SIXTY-FIFTH YEAR

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New View on Stereo Phono Promotions

Would Cue Public That Twin-Trackers Play Monaural Disks Better Than Ever

By BOB ROLONTZ

NEW YORK — A number of phonograph manufacturers are starting to recast their thinking about how to advertise and promote stereo phonos to the public. Instead of attempting to sell stereo by selling the advanced sound of stereo disks, many phono men are considering promotions that will tell about the enhanced sound of monaural disks via stereo phonographs.

Poor Promo Job

The reason for this new approach to promoting stereo phonos is because many manufacturers of both phonos and records are discovering that neither the record end of the business nor the phono end has done an outstanding job of promoting stereo to the public at large. True, the "hip" record buyer or equipment buyer is well aware of it, but the general public is still in the dark about stereo. As one manufacturer put it: "Perhaps stereo can't be explained in words anyway, but we certainly haven't done a very good job of even trying to do it. The worst thing of all is that most phonograph owners do not know that the new stereo phono can play their monaural records." And therein lies the nub of the problem. Manufacturers have been

finding out in quick surveys, that a lot of potential phono customers with big monaural collections, have laid off buying new stereo equipment with the thought that their old monaural LP's might then be made obsolete.

The idea in the back of the minds of these manufacturers is a campaign built around the theme "Your Monaural Records Will Sound Better Than Ever on a Stereo Phonograph." This way, think these producers, they can interest the thousands, and perhaps hundreds of thousands, who have held off from buying that stereo phono, because they do not know that a stereo set can play their monaural platters, or if they do know, do not realize that their monaural records will sound better than ever.

Diskeries Share Blame

These phono manufacturers, however, don't think that they are completely at fault for the failure to put over stereo so far this year (and few manufacturers are ecstatic about stereo set sales in 1959); they also feel that record companies are somewhat at fault. Altho every monaural record now carries the legend that it can be played on a stereo machine, sometimes the type is so small that it is hard to read and harder to find. "Why," asked one manufacturer this week, "can't the monaural records state in big letters, 'Play This Record on the New Stereo Machine. It Will Sound Glorious?'" And more than that, the stereo set manufacturers are wondering why the sleeves of the monaural records, which obviously are sold

(Continued on page 19)

PHONO NEEDLES WITH LIFETIME GUARANTEES

FOREST PARK, Ill.—The long-hoped-for stylus that will perform for the life of the phonograph or its owner, was announced by Jensen Industries here this week. Mike Remund, national sales manager of the suburban Chicago firm, told The Billboard that the new Jensen needle line at \$25 per needle is guaranteed for life and each needle carries a factory warranty, which provides that the buyer can return the needle directly to the factory any time he feels the needle is not giving the ultimate in performance. Remund said that Karl Jensen, firm's prexy, devised the lifetime needle from research on the run of diamonds which the firm has used for many years, indicating that certain of the diamonds are of a super quality. In addition, the super-diamond point is constructed by hand by a team of specialists especially selected from Jensen veteran personnel. The Jensenation will encompass over 200 replacement needles in the present line, which have either one diamond tip or a combination diamond tip and sapphire tip.

The new pebble-grained package, which Remund described as larger than the normal needle package and looking somewhat like a razor kit, will contain along with the needle a factory warranty and also a Silcloth, the dust-and-static stopping cloth. If the consumer at any time feels the needle is not reproducing properly, the buyer can return the needle to the factory for replacement or repair free.

Air Payola, Fraud Serves Up Knotty Problem to Solons

Study Revision of Current Laws To Plug Pay-Off Loopholes

By MILDRED HALL

WASHINGTON — Can federal statutes now on the books be tightened or supplemented to snag payola and fraud in broadcasting? This is the tough problem the House Legislative Oversight Committee staffers wrestle with, while the payola hullabaloo rages in headlines—and the Federal Communications Commission throws the whole payola business open to public hearings, starting December 7.

Committee staffers under hard-hitting counsel Robert Lishman are known to be studying efficacy of the Communications Act and Federal Trade statutes against deejay payola, kickbacks and tie-ins between broadcast personnel, music and talent interests.

The Federal Communications Act requires that sponsorship be made public when money or anything of value is exchanged in programming. This could compel the deejay to announce that the record play was for pay, and did not reflect either public demand or unbiased programming. FCC Comr. Robert E. Lee has recently stated that claims of ignorance by management are "no excuse" for failure to identify sponsorship in payola practices, and endanger the license renewal.

FTC Act Applies

The Federal Trade Commission act's section, prohibiting unfair practices such as commercial brib-

ery also applies. Commercial bribery exists when an employee, unknown to the employer, discriminates in favor of one product against the others, for payment. Oversight Subcommittee staffers are known to feel that investigation may show need for legislation to close loopholes in the FTC statute, to make sure payola practices are boxed in.

Staffers of Oversight Committee are known to be closely watching developments in New York district attorney's investigation into payola, which recently (19) resulted in subpoena of office records of a string of labels. The New York State Fair Practices statute is believed to provide a tighter snare for commercial bribery violation, and some Hill attorneys feel it may even serve as an example for improvement of the Federal Trade statute.

Study Legal Angles

The Federal Trade Commission itself is known to be studying the legal angles of payola under FTC statutes, but spokesmen say the investigation is purely tentative at this point. FTC is also studying competitive impact of record clubs on retail dealers. (The Billboard, October 12, 1958.)

There has been no whisper of reviving a Smathers-type bill to compel all broadcast personnel to divest themselves of music publishing or recording interests. However, the tenor of counsel Lish-

(Continued on page 3)

Right Way Vs. Wrong Way

NEW YORK — From "horseback" surveys, letters to phono manufacturers, etc., it would appear that many buyers of stereo sets are not using them in the way that the manufacturers intended. Instead of placing them six to 12 feet apart, as recommended by many phono firms, and then sitting opposite the speakers, some owners of stereo sets are placing the speakers in different rooms and using them as monaural sets with an extra speaker — just like in the old days. Some other owners place the speakers on both sides of the couch and then sit in the middle of the couch and claim "that stereo is great!" Of course, the phono manufacturers themselves have made sets with speakers mighty close together, which means that a listener really doesn't hear stereo — but just sort-of-stereo. It all indicates that the consumer has to be educated not only on what stereo is and can do — but how to listen to it.

NEWS OF THE WEEK

- Everest Drops Stereo Price To Match Monaural LP List . . .** Everest Records became the first of the important labels to slash the price of stereo disks to the same price as monaural LP's. Everest pop LP's are now \$3.98 for monaural or stereo, and the line's classical LP's are now \$4.40 for monaural or stereo. **Page 3**
- Over 5,000 Due in Chicago For Outdoor Showmen Huddles . . .** Over 5,000 representatives of the outdoor amusement industry will converge on Chicago following Thanksgiving for the annual convention of fairs, amusement parks, carnivals and allied trades. **Page 52**
- Payola Investigation Grows; Books Subpoenaed; Singing Starts . . .** Throught the music business, all across the country and at the Washington level and at

the level of District Attorney Hogan's office in New York, action on payola continued. Books of many record companies were subpoenaed, and deejays and record companies were singing. **Page 2**

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Station Sets Plug Rates

PATCHOGUE, N. Y. — Radio station WPAC here has issued a special rate card for record plugs, whereby "any record company, composer, singer, group, musicians or anyone desirous of providing promotion for a record, may purchase air-time for the spinning of that record."

The new Record Plug Rate will appear in Standard Rate and Data as part of WPAC's normal card rate structure shortly. General manager Lee Morrison, said none of his jockeys has ever taken payola, but he thinks the establishment of a legitimate record plug avenue will help eliminate "subversive exploitation."

 THE NELSON TRIO "ALL IN GOOD TIME" "THE TOWN CRIER" GUARANTEED 203 THE NEW SALES EXPLOSION ON Pages 32-33

More Ready to Make Like Canaries as Scandal Grows

Philly Distrib Sets Pace; King Head Calls Payola 'Blackmail'

By REN GREVATT

NEW YORK — One of the most frantic weeks in the recent history of the music business closed Friday (20) with a growing number of personalities reportedly ready, even eager, to "sing" regarding payola activities. These indications came in the wake of reports that investigators from the Harris Subcommittee on Legislative Oversight would soon be flying out to major cities across the nation to conduct inquiries into the "pay for play" situation in the various areas.

Among the first of the canaries to come forth was Philadelphia Ed Cohn who operates Lesco Distributors in the Quaker City. In a

filmed interview with newsmen Lou Lomax, which was shown here Cohn freely admitted gifts in the form of cash, checks and household articles and baby items made to deejays. Cohn pointed out that the price of payola got so high that he figured he would have to sell 10,000 records to break even. "That's when I decided to get out of the pop business," said Cohn.

Asked about "certain parties for disk jockeys where various unusual things occur and where orgies took

place," Cohn said he believed such parties did occur.

Cohn also outlined the history of the song "Get a Job," made by Kay Williams, a Philadelphia deejay for his Junior label. Later the disk was sold to Ember Records in New York when it started to break. Asked how the name "Wildcat Music," happened to be listed on the label after the transfer, Cohn said he could not explain it. Wildcat is a firm in which Tony Mammarella, (Continued on page 51)

Air Skulduggery to Get Full Treatment

Harris Sleuths in Six Major Met. Areas; Magnuson Blasts FCC, FTC Failure

WASHINGTON — More and heavier haymakers swung at all forms of payola in music, broadcasting and TV last week, when the Harris Oversight Subcommittee sleuths fanned out over six major metropolitan areas. Also, a resounding bellow was heard from Senator Magnuson at failure of Federal Communications Commission and Federal Trade Commission to stem the tide of skulduggery in the airwaves.

Oversight Subcommittee's chief counsel, Robert Lishman, said investigators will look beyond simple deejay payola for all angles of deals and kickbacks in music-broadcast tie-ins. For the next two

weeks, committee's staffers will comb Boston, Chicago, Los Angeles, Milwaukee, New York and Detroit for evidences of pay-offs in radio and TV.

Among other angles, the Subcommittee investigators will go into sub rosa deals for plugs of products as well as records; kickbacks involving producers and talent, station managers and talent, recording and other types of performers. (Continued on page 51)

Deutschman Joins Decca

NEW YORK — Ben Deutschman has been appointed publicity and promotion chief of the classical department of Decca Records. Formerly, Deutschman was educational sales chief for the Children's Record Guild and Young People's Records. He was also with both Capitol and Mercury Records in publicity and advertising, has taught music in public schools, has been a radio personality in Columbus, Ga., and most recently was associated with Everest Records as ad director.

VICTOR IRKED

Elvis Change His Style? Ridiculous!

NEW YORK — Comments in the columns of various newspapers that RCA Victor's Elvis Presley may change his style have caused a flurry of irritations at the diskery. The remarks, carried in the Journal American column of Atra Baer and in Ralph Gleason's syndicated column, arose out of question and answer sessions during the promotion tour of Rod Laurin, new Victor artist currently trekking around the country and meeting the press, deejays, etc.

The columnists are not the target of the diskery's irritation — inasmuch as they were reporting what actually transpired during press conferences; but there is considerable dismay that Victor execs did not parry questions which led to re-

DOT BOOKS OPEN TO HOGAN OGLE

HOLLYWOOD — Dot Records prexy Randy Wood last week informed New York District Attorney Frank S. Hogan that its books are at his disposal, despite the fact that the D. A.'s office was unable to serve the diskery with a subpoena. Since no officer of the Dot Corporation is available in New York, no one at the label's Eastern office could accept service.

Wood authorized his law firm, Ornstein & Arrow, to turn over Dot's books to the D. A. and to extend the fullest possible co-operation. Jim Bailey, label's director of administration and finance, will be in New York December 1, bringing additional material from the firm's Coast headquarters.

Wood informed Hogan's office that Dot's skirts are clean and has nothing to hide since the label has never contributed to the payola evil.

Victor Sets Huge Yule Issue Promo

NEW YORK — RCA Victor has kicked off the label's biggest Christmas promotion to back up the label's Christmas release, according to Bill Alexander, advertising, publicity and promotion chief.

Campaign is highlighted by the label's full-page four-color ad in December 9 issue of Life, and in Esquire, Holiday, Harper's, High Fidelity and many other national mags.

Network radio and TV are being covered with Christmas product commercials on the Saturday evening Western, "Bonanza," on the new Sunday TV special, "Sunday Showcase," and on radio "Monitor."

Four shopper newspaper mats have been sent to all distributors along with transcribed radio spots. One of the special features at the point-of-sale level are Christmas seals and tapes which can be used in various ways — for dealer mailings, decorations on Christmas packages, etc. Other point-of-sale material includes a full-color window display, an eight-page supplement featuring Christmas merchandise and shopping bags.

Coast Cleffers Sked Special Decree Huddle

'No' Faction Sets Up Extra Session; 'Ayes' Invited

HOLLYWOOD — The pros and cons of ASCAP's Consent Order will be aired again at a meeting of Hollywood's music writers Tuesday (24) to be held at 8 p.m. at the Hollywood Knickerbocker Hotel. The meeting, a spillover from last week's official ASCAP gathering here, is an impromptu affair and is being held without the benefit of ASCAP's auspices or those of the organized anti-Consent Order force.

After last week's meeting, several writers here decided to assemble for further discussions of the issues at stake. Members of this group apparently opposed the ASCAP administration's "vote yes" stance and felt the need to delve deeper into the matter. Originally the group planned to meet at writer Diane Lampert's home. As word spread, other tunesmiths expressed a desire to attend. At week's end, the scheduled assembly took on proportions promising to equal if not surpass the size of

(Continued on page 12)

Freas Named High Fidelity Audio Editor

GREAT BARRINGTON, Mass. — Roland Gelatt, editor of High Fidelity, announces the appointment of Ralph Freas to the post of audio editor. The appointment is effective immediately.

As audio editor, Freas will have full responsibility for the planning and execution of the technical—or non-musical—editorial coverage of the magazine. He will divide his time between the Great Barrington and New York City offices of the publication but will headquarter in New York.

Freas was Associate Editor of The Billboard, developing and heading up the Audio News Section of the newspaper. For more than 10 years, he has held editorial positions on various publica- (Continued on page 51)

HUB STATION DROPS 3 DJ'S

BOSTON — Radio Station WILD here, gave notice this week (18) to its three top jockeys, Stan Richards, Bill Marlowe and Joe Smith, that they would be let go as of December 15. Reason for the move, according to the station execs, was that the station wanted to de-emphasize the role of deejays and to emphasize the role of the station from now on. The station does have other disk jockeys but they are not as well known as Richards, Smith or Marlowe. All three jocks stated that they have already had offers of jobs from other stations here.

32 Product Tie-Ins for Chipmunks

HOLLYWOOD — Ross Bagdasarian has concluded a total of 32 licensing tie-ins with various manufacturers allowing them to use his Chipmunk characters for their products. These encompass such items as T-shirts, wallpaper and stuffed toys. All point-of-sale promotional material and advertising pushing this merchandise will plug Liberty's "Let's All Sing With the Chipmunks" album.

According to Liberty, album's sales have been phenomenal. In the comparative short time that it has been released, label claims its sales have topped that of its chart-rising "Exotica" package. "Chipmunks" reportedly has passed the 400,000 mark.

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EDITORIAL

Memo to the Probers

Gentlemen:

By now, there's nobody who doesn't know you are out to expose illegal aspects of the music business and to get the evildoers. Those in the business who are not tainted—and these are actually a majority—wish you well. So do many of those who have gone along with some evil practices, either because they felt they had to meet the competition, or else didn't have the courage to report the truth. Your investigations have given them new hope that these evils can be eliminated. The record business has in it many talented individuals, and, as in other businesses, many no-talents. Saddest of all is the fact that many of the talented people in the business have gone along with dishonest practices because it was the easier way to make a buck.

Up to now, all that has been done by the business about the various evil practices has been to deplore them. Few have had the guts to blow the whistle, fearing their future records would not be sold, or not be played. They, and the many honest people in the business, are hopeful that, if the evils are eliminated, disk jockeys will be able to play the records they really like and want to play, rather than trashy records that have been played because they were paid to be played.

There are many who are hopeful that from the stench now rising will come an era in which the record business, of its own volition or otherwise, will be forced to operate in a businesslike way. With a few unhappy and undesirable exceptions, the members of the record industry would welcome honest competition with public taste the sole criterion of what tunes and what records will become hits.

It is important to continue to investigate deejay payola. Although most jockeys are honest, certain key jockeys in the larger markets often are responsible for "breaking" or "starting" records. Many of the records these jockeys start moving become the records that are eventually played thruout the country. And rumor in the trade has had it for a long time that a great many of these key jockeys have long been on a payola kick.

But we do think it important that other practices should not be overlooked in the excitement of headlines pinning a crooked tag on a few individual jockeys who do not represent the honest members of their craft.

• If practices deleterious to the record industry and the public, alike are being investigated, we urge that you, as conscientious probers, look into certain other goings-on. Not the least of these is the freebie record situation, one which has fostered crookedness on a grand scale, far beyond payoffs to a few isolated jockeys.

• Look, if you will, to how mass doling out of freebies has become a cancer on the record business' corpus, having grown to a monster of such proportions that the costs have become completely uneconomic in terms of any possible results achieved. Yet, those involved admittedly don't know how to get out of it, feeling impelled by competitors' actions to continue.

• Lest you overlook how this can corrupt the public, bear in mind that boxes of free records influence the reports of many dealers to their local radio stations on what is supposed to be popular; this, in turn, influences air play and, supposedly, record sales. And, of course, a considerable body of opinion believes that some methods of free record dispensation flout the copyright laws, the excise tax laws, or both.

• As long as you're investigating evils of the trade, how about the unspoken evil—the corruption of the programming of honest jockeys and honest stations by crooked or poorly prepared record popularity charts, disseminated by certain radio stations and trade papers, on which positions are bought by recording companies in return for cash or advertising. We have nothing but contempt for those who prostitute their charts for this dirty money. The record industry, too, will be healthier when it stops wasting its precious promotion money by buying chart positions, for in the end each such record must lose out to that of someone else who pays more for a higher chart position.

All in all, Mr. Prober, what we hope for is nothing less than a clean sweep. We are confident that the record industry contains many honest businessmen whose hands are as clean as those in any other field of endeavor. That's why we are so pleased by the many who have called us to say they, too, have nothing to fear and will welcome a stable-cleaning.

Yours for a successful investigation.

The Billboard

10TH BIRTHDAY GALLOP

Rudolph's Nose Gets 37 New Treatments

NEW YORK—St. Nicholas Music and its prexy Johnny Marks,

Dunn to N. Y. For 'Fiorello'

HOLLYWOOD — Lloyd Dunn, Capitol's veepee in charge of its artist and repertoire division, leaves for New York where he will attend the Broadway opening of "Fiorello." Capitol will release the original cast album of the new musical. He will be accompanied by Mrs. Dunn. The Duns are scheduled to return here on Wednesday (25).

are about to observe the 10th anniversary of "Rudolph the Red-Nosed Reindeer," and as the birthday nears for one of the all-time famous Christmas songs, there are at least 37 new disks of the tune in the works for immediate release. The electric success of the original Gene Autry recording of "Rudolph," 10 years ago, also sparked a remarkable publishing operation for Marks, an operation which focusses heavy attention on Christmas material.

For "Rudolph," there are close to 170 separate disk versions extant, in addition to the 37 new outings being released this year. Over the years, about 28,000,000 rec-

(Continued on page 8)

Everest Slashes Stereos To Monaural Price Tags

Wallerstein Sets Cut-Back at \$3.98 for Pops, Classics \$4.40

NEW YORK—Everest Records this week became the first important firm to offer its stereo records for the same suggested list as their monaural counterparts. In a surprise move, the burgeoning label (which now has a catalog of over 100 LP's), slashed the price of its stereo LP's in both the pop and classical fields. The firm's pop LP's now list at \$3.98, mono or stereo. And concurrent with the stereo price cut, the firm dropped the price of its classical LP's to a \$4.40 list, from the old price of \$4.98 for monaural classical and \$5.98 for stereo classical.

The move was motivated, according to Everest chief Ted Wal-

lterstein, because every dealer that he had talked to stated that the price of stereo records was too high, and the price of all classical records, monaural or stereo, was also too high. The price cuts on the entire Everest line, amounts to a slash of about 25 per cent.

Wallerstein stated that it was little more expensive to make a stereo as against a monaural record, and that the little more only amounted to about 6 cents per stereo record as far as Everest was concerned. He noted that the cost of the recording session, cutting the acetates, and the mastering, was no more expensive for stereo than monaural work. He pointed

out that the only higher cost was for pressing, and that Everest was willing to absorb that cost—of 6 cents per disk. He felt that the price break on stereo disks would help increase stereo sales a good bit.

In addition to lopping \$1 off the list of pop stereo records and \$1.58 (Continued on page 12)

Victor Issue High'ts Some Hottest Names

NEW YORK — RCA Victor's November - December release is highlighted by some of the label's hottest names, including Elvis Presley, the Ames Brothers, Chet Atkins, Lena Horne, Heifetz, Boston Symphony and Jose Greco. Release also includes a package by the Dukes of Dixieland, recorded some years ago, prior to the act's new affiliation.

New Presley LP, "50,000,000" (Continued on page 12)

Marks Back From Europe

NEW YORK — Veteran publisher Herb Marks, prexy of Marks Music, returned from an extended European trip this week. Marks observed upon his return that England still largely follows the American trend in pop music. Italy, however, has leaped into a position rivalling that of the United States as a source of pop material for many European nations, he noted.

Marks was pleased to note, too, that such Marks' copyrights as "Malaguena," "Peanut Vendor," "Port Au Prince," "The Breeze and I," "Say Si Si," "Yours," "My Shari," "Tango of Roses" and "Amapola" continue to receive considerable action in Europe.

DRC Policy Spurs Industry Thinking

NEW YORK — The drive for members by the young and energetic Diners' Record Club has caused some new thinking on the part of the record industry and on the part of execs of the three major label record clubs. With the securing of product now from practically every label, the Diners' Record Club is the first of the clubs to approach a Book - of - the - Month Club philosophy. Although the recent Victor, Columbia and Merc-

ury product offered by the DRC is not the hottest merchandise on these labels, it is felt that this is only the beginning of the Diners' drive for hot material from any label to be offered by their club.

The biggest headache with any record club is to hold the members it has — not to get new ones. For it is on the old members that a club makes profit — the cost of attracting new members is so ex-

(Continued on page 12)

Randall Wood Joins Imperial

NEW YORK—Randall (Randy) Wood, former Midwestern sales manager for Kapp Records has been pegged as Imperial Record's new national sales manager. His headquarters will be in New York.

Prior to his association with Kapp Records, Wood was a record dealer. In the past he has also been the vocalist for several leading orks.

Bolton Joins Col. Drumbeater Staff

NEW YORK — Bruce Bolton has been appointed to the position of administrative assistant, in the public relations department of Columbia Records. Appointment was made by Debbie Ishlon, co-ordinator of creative services for the diskery. Bolton will be directly responsible to Miss Ishlon to the administration of all clerical functions of the department and will assist her in carrying on department activities.

Payola Hullabaloo Rages; Solons Study Current Laws

• Continued from page 1

man's comments indicate a sharp outlook on the public interest involvement, when tie-in ownerships of broadcast and music interests lead a license to program to suit his own commercial interests.

During Senate hearings on the Smathers bill, in 1958, Chairman Pastore of the Communications Subcommittee indicated he felt the public interest was being fairly served as long as it had a "wide choice" of all types of music it wanted to hear, on the air.

Counsel Lishman of the Harris Subcommittee does not share Pastore's broad outlook on over-all choice in broadcasting. He appears to prefer to aim at the individual licensee: Is the broadcaster operating in the public interest when he promotes, or allows his personnel to promote, owned recording interests on the air?

Extreme Case Cited

Lishman, when interviewed by

a Billboard reporter, said: "As an extreme case, suppose John Smith owns a record company, then buys a broadcast station. Suppose he dumps its personnel and its good music format to push his own labels, programs only rock and roll, cuts the news to a few segments—and maybe has the deejays broadcast between plugs for his label. Now, that's not in the public interest, in my opinion."

The Billboard reporter asked: "Suppose the label owner and the deejays duly acknowledge sponsorship of all the records they plug, as required under the Communications Act. Would they be off the legal hook?"

"In that case, they could still be cited for failing to operate in the public interest as required by the statute. It would be the FCC's job to see that broadcasters programmed up to standard. And it would be the job of Congress to

see that the FCC enforced its public interest requirements for licenses."

Hot Potato Issue

The hot potato issue of whether the FCC can enforce programming standards for radio licenses is again under study at the agency, as an extension of its 2-year-old TV network programming study. Years of argument have raged on the Hill and within the Commission itself on the FCC's authority to regulate programming, always ending in a draw. Even proposals to regulate networks under the FCC statute, aim largely at commercial practices, and imply a hands-off policy on entertainment programming. Latest of these is a bill by Oversight Subcommittee member John Bennett.

Committee Chairman Oren Harris was not available for comment, but spokesmen in his office said (Continued on page 12)

CASE HISTORY OF A DEBACLE

Chi International Music Fair
Ends in a Spectacular Flop

By BERNIE ASBELL

CHICAGO — The International Music Fair folded after its second full day Sunday (15), one of the most spectacular disasters in the memory of tradesters here.

Contributing to the debacle—or in the view of the show's promoters, the cause of it—was the last-minute action of the American Guild of Variety Artists in pulling out its talent, Tony Bennett, the Four Lads, the Platters, Betty Johnson, Johnny Mathis, Fabian and others.

Promoters Irving and Robert Stolar dropped \$102,000 in less time than the money could be counted. Almost half that amount represented deposits on AGVA and AFM acts, the remainder for promotion, rental and incidental expenses.

Irving Stolar told The Billboard at press time that a referee in bankruptcy said suits will be filed against all the artists and their agents for return of deposits. In addition, the suit will demand that AGVA pay damages to cover all other losses. A separate suit against AGVA filed personally by the Stolars will ask for a large sum to pay for the "humiliation and ridicule" allegedly suffered by the promoters.

The suit could become a significant test of a time-honored trade practice. It will challenge, according to Stolar, the right of an entertainment union to cancel a prepaid act without returning the money to the promoter, when grounds for the cancellation is failure to fully pay for another act.

While numerous tradesters poked thru the debris of the ill-fated affair last week, hardly any two observers seem to arrive at the same account of just what happened, except that all agree it was an incomparable mess. Even the two most wounded booking agents find themselves on opposite sides.

According to the viewpoint presided over by Marty Cavanaugh, local prexy of AGVA, Stolar was asked via registered letter on November 9 to put up a \$12,000 bond after checks paid to booking agents had allegedly bounced. Stolar failed to comply, according to Cavanaugh, so on the opening night of the show, November 15, Cavanaugh repeated the demand. At about 10 p.m., according to Cavanaugh, about 40 customers occupied a layout of almost 10,000 seats. Then Cavanaugh pulled his acts.

Asked by The Billboard for the chief reason why he did not let the fair get rolling with acts that were paid, Cavanaugh said:

"I didn't think the publicity was handled right. I heard one of the acts being interviewed on the radio and he was asked 'What are you doing in town?' I figured if people didn't even know what he was doing in town, the show didn't have a chance. The promoter was still lacking \$12,000 on his contracts. I believe we have to eliminate speculators and promoters from trying to gamble on making a fast buck."

Stolar's version of the events is considerably different, not to mention more detailed. He claims that

the November 9 letter demanded a bond of \$100,000. Stolar says he then protested putting up that sum when the total extent of his commitment to AGVA talent was \$58,000. The issue rode until the Friday opening time. Then, according to Stolar, Cavanaugh asked for \$333.33 to cover the contract of Anita Bryant. Stolar says he dispatched a man to his office to produce the sum. When the money arrived, Cavanaugh allegedly hiked the desired sum to \$583.33, then raised it to \$5,000. Stolar claims that he then sent for and got \$6,000 just to be safe. At that point, says Stolar, Cavanaugh asked for \$11,800 to

(Continued on page 8)

Nippon Stereodisks
Get Price Cuts

YOKOSUKA, Japan — Stereo records, which debuted in this island market about a year ago, are enjoying skyrocketing sales, according to unofficial tallies now available. At the same time, a long-rumored price cut on two-channel disks, was spearheaded this month by both Nippon Gramophone and King and the suit was followed by Nippon Columbia and Toshiba. The Nippon Victor firm has just become the latest to join the downward price swing.

Up until now, the general price structure has been \$7.78 for 12-inch classical LP's and \$6.39 for the 12-inch pop sets. Revised prices are as follows: Columbia, \$6.39 for classical and \$5.56 for pop; Toshiba (Angel and Capitol), \$5.56 to \$6.39 for classical and \$5.56 for pops; Nippon Victor, \$5.56 to \$6.39 for classical and \$5.56 for pops.

Columbia's first release under the new price structure, set for December 1, will contain such items as Beethoven's "Eroica," Symphony with Bruno Walter and the Columbia Symphony, plus the composer's Ninth Symphony by the same complement; Beethoven's "Emperor" Concerto with pianist Emil Gillels and Tchaikovsky's "Nutcracker" Suite by the Philharmonia Orch.

On another front, Toshiba has been authorized by the American Kapp Records firm to distribute its product in Japan. Initial re-

leases are expected early in 1960.

On the pop music scene, Masaaki Hirao, described as "one of the top Japanese rockabilly singers," will take part in the "Show of Stars," to be held at the Honolulu Civic Auditorium from November 25 to 30. England, West Germany and the United States are also expected to contribute leading rockabilly stars to this event in Hawaii.

Hamilton, Dot
Subsid, Bows
In January

HOLLYWOOD — Hamilton Records, Dot's low priced subsidiary label, will hit the market the first of the year. Product will be devoted exclusively to package merchandise. Plans call for monoaural and stereo simultaneous releasing with single channel wares listing at \$1.98 and two-channel listing at \$2.98.

Artist line-up will include a number of top names on the Dot label, comparable to Camden's release of packages produced earlier by RCA Victor top sellers. Dot withheld data on what initial release will contain.

Existing production and sales staff will handle the Hamilton line which will be channeled thru Dot's distributors.

DEALERS BETTER
THAN CLUBS,
SAYS BRUNO AD

NEW YORK—An unusual advertisement appeared in the New York Times last week, placed there by Bruno, New York, the long-time RCA Victor Records distributor for New York City. It indicated that the Victor distributor in this city is not too enthralled by the RCA Victor record clubs. The ad featured many of the new Victor operas, packed in the firm's special "opera box." In the middle of the ad was a line reading "The Smart Shopper Buys Direct From a Dealer. No Mailing Cost... Complete Selections Too!" Head of the RCA products division of Bruno is Irving Sarnoff, brother of General Sarnoff of RCA.

(Continued on page 8)

THEM AS GIVES—GETS

Old-Line Pubs Chop Disk
Rates on Top Standards

NEW YORK — "Them that gives — gets" is the slogan that a lot of old line, big catalog publishers are going by these days. The giving applies to the ever-mounting practice of giving attractive rates to recording companies who want to record their tunes for albums; the getting refers to the album sides — or complete albums — that these "flexible" publishers manage to obtain. Standards that many in the industry looked upon as untouchable at less than the statutory royalty of 2 cents, are at rates from 1 3/4 cents to as low as 1 1/4 cents. For albums where all of the same firm's standards are used, the rate may drop to 1 cent.

Standards going for the low rates include hit tunes of the twenties and thirties, even those written by revered show writers. And they include tunes from some of Broadway's most successful musicals.

The why to all of this is easy enough to see. Standard publishers such as Warner's and Chappell are well aware of the fact that records, and records alone can really keep standards alive, or to put it another way, can keep them standards. It is better to have dozens and dozens of recordings of tunes by their big writers out constantly on albums, many of which get released as singles, for a rate of 1 1/2 cents, than to keep them at the 2-

(Continued on page 8)

HOW PAYOLA
WORKED IN
GOOD OL' DAYS

CINCINNATI — Mulling current No. 1 subject of the music business with friends here last week, Danny Engel, local Chappell Music rep and one of the best known of the nation's veteran song pluggers, reminded that the music industry had its payola problems minor as they were, way back in the days of two-a-day vaudeville, when such things as radio, deejays and TV were not even heard of.

In those days, Engel recalls, a song plugger would pitch his tune to a vaude act, and subtly suggest that maybe the singer could be needing something, like a new suit for instance, and the deal was closed. Very frequently the act itself would make the suggestions. For instance, it was quite common for an important act who knew the ropes to have one song plugger pick up the tab for the act's breakfast for the week; another to host the lunch sessions, and still another to sponsor the after-show dinners all week.

Other pay-offs came in the form of hotels bills, hauling fees, transportation charges, etc. One advantage in those days, Engel says, was that they weren't one-shot deals. On the basis of these meager pay-offs, an act plugged a tune for many months, or until it wore itself out.

Frey Pre-Pak
Promo Strong

NEW YORK — Audio Fidelity chief Sid Frey reports strong acceptance of the firm's Pre-Pak dealer promotion designed for the Christmas period. Each Pre-Pak contains 50 records, 30 monoaural and 20 stereo, 10 of which are free. The 10 new Audio Fidelity releases include Dukes of Dixieland, Lionel Hampton, Larry Adler, Eddie Jackson, Leon Berry at the Wurlitzer, accordionist Jo Basile, Italian Street songs by Val Valenti, banjoist Dave Wiebach and western songs by Johnny Puleo. Frey stated his Pre-Pak promotion would definitely end midnight, November 30.

DUKE AND DUCHESS OF
COUNTRY MINSTRELSY

NASHVILLE — The growing coterie of songwriters who call this country music capital their home base, includes few more prominently successful than Boudleaux and Felice Bryant, whom some admirers have been prompted to call the Rodgers and Hart of the country world.

"My guess is that we probably have about 35 records of our songs so far this year," Bryant admitted modestly, almost reluctantly. The Acuff-Rose contract cleffers have also written virtually all of the Everly Brothers' numerous hits. These would include such familiar epics as "Wake Up Little Suzie," "Bye Bye Love," "All I Have to Do Is Dream," "Bird Dog," "Problems," "Love of My Life," "Poor Jennie," "Take a Message to Mary," and most recently, "A Brand New Heartache."

The Bryants haven't limited themselves to the country scene, despite commonly held impressions. "We once wrote a song called 'Have a Good Time,'" Boudleaux recalled. "It was a hit for both

Music Excise
Taxes Up in
First Quarter

WASHINGTON — Excise taxes collected by Uncle Sam on various forms of entertainment made substantial gains in most categories during the first quarter of fiscal 1960 from the same quarter of the previous fiscal year, according to Internal Revenue Service. Collections were up on phonographs, records, radio and television sets, musical instruments, and cabaret admissions. Drops were noted in theater and concert admissions, coin-operated amusement devices, and bowling alleys and pool tables.

For the first quarter of fiscal 1960, which ended September 30, excises collected on phonographs and radio and television sets and components totaled \$31,108,000, an increase of some \$4,153,000 from the same period a year earlier. Levy on phonograph records was tallied at \$4,522,000, up by \$755,000 from the earlier year. Music instruments added some \$3,562,000 to the federal coffer during the first quarter of fiscal 1960, an in-

(Continued on page 6)

Harry Stone
Leaves CMA
Exec Post

NASHVILLE — Harry Stone, who since the inception of the Country Music Association a year ago has served as the organization's executive director at a salary of \$10,400 per annum, has tendered his resignation, effective immediately.

As an economy move, officers and directors of the CMA, at a meeting here Saturday (14), voted to declare the post vacated for the time being. Stone has not announced his future plans.

The CMA will continue to maintain headquarters at 617 Exchange Building here, with Mrs. Jo Walker, secretary, in full charge.

The officers and directors of the CMA will hold their next quarterly meeting in Shreveport, La., early in February.

Billy Eckstine and Tony Bennett. Back in, I think it was '53, we had 'Hey Joe.' Carl Smith had a country hit with that tune but Frankie Laine also made it in pop. And just a few months back, Johnnie Ray came down here to Nashville to record a pop album and I worked on that with Al Ham of Columbia."

Bryant found his way into the songwriting business over a long and devious route that started with a background of musical parents. "We lived in Moultrie, Ga. My father was an itinerant music teacher in the backwoods. I can remember him going from church to church, teaching the country church choirs how to read their hymn music.

"I started as a violinist. I even did a season with the Atlanta Philharmonic Orchestra. But from there I worked into the school of the swinging fiddle, if you know what I mean. I had to make a living."

A few years later in 1945, Bryant met a girl in Milwaukee during a

(Continued on page 8)



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ATCO RECORDS



UA November Disk Sales In High Gear

NEW YORK — United Artists Records is enjoying its biggest selling sprint since entering the record field almost two years ago. Sales for both singles and LP's seem likely to reach an all-time high during the month of November.

The label is currently on the best-singles chart with "Love Potion No. 9" by the Clovers, "You Got What It Takes" by Mary Johnson and "I'll Walk the Line" by Don Costa. The sound tracks of "I Want to Live!" and "Some Like It Hot" have also been consistent sellers for UA.

Recent album releases by Burl Ives, the Modern Jazz Quartet, Herbie Mann, Stokowski, Art Farmer, the Wurlitzer pipe organ series and several hot sound tracks are also contributing to the heavy November sales. A flock of new singles including efforts by the Jammies, Diahann Carroll, Rosemary June and Eddie Holland are also starting to break out, according to the diskery.

The big singles push on UA is being provided by the company's new a.&r. chief, Don Costa. The label's talent roster has undergone significant broadening since Costa joined UA. The appointment of Andy Miele to head sales has also proven a major factor in the label's increasing growth.

Music Excise

• Continued from page 4

crease of \$913,000 from the first fourth of fiscal 1959.

Excise on admissions to cabarets and roof gardens yielded \$11,777,000, compared with \$10,584,000 a year earlier. Levy on coin-operated gaming devices netted Uncle Sam \$8,810,000, compared with only \$6,917,000 in the first quarter of fiscal 1959.

On the downward side, levy on theater and concert admissions fell some \$5,524,000 to a total of \$8,871,000 for the first quarter of fiscal 1960. Levy collected on coin-operated amusement devices also dropped during the period from \$3,454,000 to \$2,885,000. Excise on bowling alleys and pool tables dropped \$72,000 to a total for the quarter of \$1,194,000.

HOT 100 ADDS TEN

NEW YORK — The Hot 100 adds 10 new sides this week.

Essentials are:

61. Friendly World—Fabian, Chancellor
72. Way Down Yonder in New Orleans—Freddie Cannon, Swan
74. It's Time to Cry—Paul Anka, ABC-Paramount
76. Among My Souvenirs—Connie Francis, M-G-M
80. Pretty Blue Eyes—Steve Lawrence, ABC-Paramount
87. Talk That Talk—Jackie Wilson, Brunswick
89. Sandy—Larry Hall, Strand
93. The Story of Our Love—Johnny Mathis, Columbia
95. Why—Frankie Avalon, Chancellor
100. We Told You Not to Marry—Titus Turner, Glover

16 MORE JOIN LABEL PARADE

NEW YORK — Sixteen new labels joined the label parade during the last few weeks. Here are the names and addresses of the new-comers:

Anna Records, care of Chess Records, Chicago; Bridge Records, 110 Tarlton Street, Staten Island 6, N. Y.; El-Toro Records, care of Sutton & Sutton, 135 West 125th Street, New York 27; Georgian Recording Company, 205 Gillick Street, Park Ridge, Ill.; Impala Records, 2915 "C" Street, Philadelphia 34; K-P Records, 382 Jericho Turnpike, Mineola, N. Y.; Marathon Records, 512 Mobile Street, Hattiesburg, Miss.; Martrick Records, 1206 Jacob Drive, Seaford, Long Island, N. Y.; Neptune Records, care of Perryman's Record Shop, 168 Prince Street, Newark, N. J.; Rex Records, 729 Park Avenue, Covina, Calif.; Sar Records, 3710 West 27th Street, Los Angeles 18; Sheraton Records, 246 Huntington Avenue, Boston 13; Souvenir Records, 226 Sherman Avenue, Coeur D'Alene, Idaho; Toppa Records, 729 Park Avenue, Covina, Calif.; Trine Records, 310 East 71st Street, New York; V-Tone Records, care of Cameo Records, Philadelphia.

Artia Label Adds Subsid

NEW YORK — Artia Records, the firm with waxing from Czechoslovakia and other Eastern European countries, has started a new low price LP line, Parliament, to retail for \$1.98. The low price line will issue classical works by the Czech Philharmonic, Prague National Theater Orchestra, Vienna Symphony, etc. Many top conductors are represented as well as familiar works by classical composers. There is also a recording of the Tchaikovsky Piano Concerto featuring Svyatoslav Richter. These Parliament records will be in monaural only; future releases will be in stereo as well.

NEW TO KIDS

Rediscover 'God Bless America'

NEW YORK — Many of the younger record-buying public are being acquainted for the first time with Irving Berlin's "God Bless America." The tune, recently waxed by M-G-M's Connie Francis, is currently one of the hottest records around. The label has been getting requests from schools in some areas for copies of the record.

The Hancock Park School in Los Angeles has ordered copies of the record for each of its 21 classrooms. The copies are being sold at 30 cents each. The service is available for other schools.

Deejay Joe Gamblin of KJOY, Stockton, Calif., has also ordered 250 records. He plans to set a public service promotion involving "God Bless America" with his younger listeners and schools in the area. The station is receiving copies of the record at the pressing price of 20 cents.

Villa-Lobos Dies at 72

NEW YORK — Heitor Villa-Lobos, the famed Brazilian composer, died last week (18) at the age of 72. Villa-Lobos was South America's foremost composer, with more than 1,000 compositions to his credit. Primarily a folklorist, Villa-Lobos' work was influenced by various Brazilian rhythms and melodies and also by the French impressionists. He was director of Brazil's Department of Musical Education, he established scores of

NEWS REVIEW

New Francis LP's M-G-M Sales Plums

Anyone of M-G-M's six new Connie Francis LP's could be a best-seller and all of them should be strong commercial items in their individual markets. It's a shrewd merchandising idea, since each package is aimed at a different segment of the disk market. In a virtuoso-type performance, the canary is equally effective in every category.

The Christmas LP, which has the most immediate sales appeal, features appealing renditions of pop and traditional yule tunes. "Fun Songs for Children" spotlights warm vocal simplicity by the thrush on a group of bouncy animal-song originals — "Kitty the Kangaroo," etc. The canary brings an appropriate plaintiveness to the c.&w. - styled hits — "Singing the Blues," "Cold Cold Heart," "Bye Bye Love," etc.

In an international mood, the gal sings out with verve and enthusiasm in Italian and English on popular Italian hits—"Ciao, Ciao, Bambina," "Arriverderci Roma," etc. Teen-agers should go for her expert interpretations of r.&r. million sellers; and all her fans, of course, will appreciate the collection of her greatest single hits.

Ray Ellis provides solid rock support on all the packages. Attractive cover photos of the artist in contrasting costumes gives strong display value to the six packages. All, incidentally, are available in stereo and monaural form.


Connie Francis Sings Italian Favorites, E 3791; Christmas in My Heart, E 3792; Connie's Greatest Hits, E 3793; Rock and Roll Million Sellers, E 3794; Country and Western Golden Hits, E 3795; Fun Songs for Children, Lion L 70126. June Bundy.

choruses thruout Brazil, and he invented many new systems of musical notation. His best known compositions in the U. S. were "Choros," a series of works titled "Bachianas Brasileiras" and "Rudepoema." He conducted the Boston Symphony, the New York Philharmonic and the Werner Janssen Symphony of Los Angeles, on his many visits to the U. S.

COIN WINDFALL FOR DISKERIES

NEW YORK — A number of record companies may be in for the biggest windfall they have ever dreamed of. It seems that many jockeys, in the light of the various investigations into the music-record business - disk jockey scene, are sending checks to record companies as payment for "gifts" received last summer, last Easter, last Christmas, and even before that. They seem to feel this will take them off the hook—if and when.

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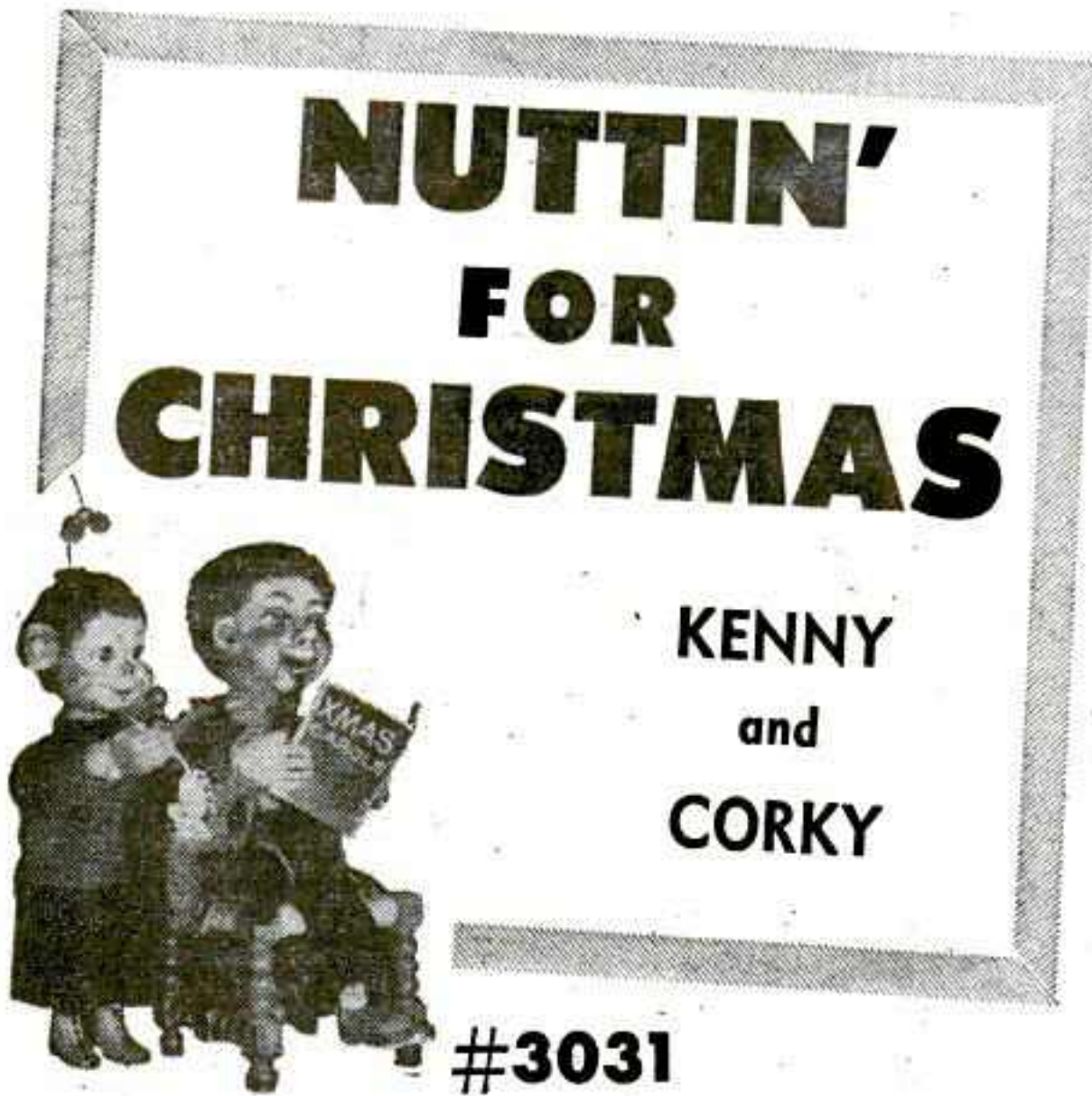
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Be sure to Read... and Use... and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide —a special slick-stock section of the December 14 Issue.

Chi Debacle

Continued from page 4

cover the balance due on all AGVA acts. Stolar then asked Cavanaugh to suspend the demand of payment for Johnny Mathis and Fabian, who were not due to perform until the following Wednesday and Friday respectively. Cavanaugh said that such a suspension would have to be approved by the managers of the acts. A series of phone calls thereupon was placed to locate the managers.

Meanwhile, a show considerably less stellar than originally advertised got under way. To be exact, the talent line-up was composed of two folksingers, Pete Seeger and Odetta, and a jazz combo, the Mastersounds. The house was almost empty, a fact which Stolar attributed to the season's first cold wave.

Saturday, the folksingers and the jazz combo, all working under AFM contracts, continued to hold the fort. Attempts to reach the managers of Mathis and Fabian continued. Meanwhile, that afternoon two newspapers carried conspicuous stories announcing that the fair had failed to open the night before.

More Complications

By this time a new issue complicated the picture. The Kingston Trio was due to open Monday on AFM contract. Half their \$12,500 fee had been paid to Associated Booking. Fred Williamson, Associated veepee, had several times extended the deadline for full payment but now began to press for the balance. Stolar claims he had the money to pay for the Kingstons but first wanted to see if he could save his show by making peace with AGVA. By about 6:30 Saturday evening, Mathis's and Fabian's managers agreed to delay payment.

By this time word got out that Tony Bennett, whose agent, GAC, had been paid in full, had offered on Friday night to apply his fee against balances due on other contracts so the show could go on. Stolar then offered \$2,000, according to GAC's Bob Weems, for full payment of the Four Lads and \$1,250 for Betty Johnson. Cavanaugh declined the offers, demanding full payment for all or none.

Cavanaugh held his position firm thru the weekend as a thin audience showed up Sunday to hear Seeger, Odetta and the Mastersounds, now augmented by Josh White. No tickets were being sold at the door since requests for refunds would have been inevitable.

Williamson then gave Stolar until midnight Sunday to pay for the Kingstons or suffer cancellation. The brothers Stolar, according to Irving, then decided the cause was hopeless. On failure to meet Williamson's deadline, the promoters automatically became AFM defaulters, enabling the working acts to pull out and the show ended.

Williamson asserted to The Billboard that Cavanaugh gave Stolar every reasonable chance to meet his commitments, but in the end had to protect the meaning of the contracts.

GAC's Weems offered The Billboard an opposite view:

"When a guy has put up \$35,000 to \$40,000 on the line for talent, he ought to be entitled at least to throw the dice."

Stolar revealed that \$15,000 of the lost sum belonged to him and his brother, and an additional \$49,000 borrowed personally by them on notes. The remainder was lost by investors. Stolar said he now has about \$20 to his name.

The fair was intended originally as a colossal industry exhibition. Navy Pier was rented to accommodate lavish exhibits by manufacturers. As it turned out, Columbia Records and the Diners' Club found themselves lonesomely on display in a cavernous place almost barren of human beings.

Rudolph's Nose Treatments

Continued from page 3

ords of the song have been sold. The original Autry reading has hit close to the 5,000,000 mark and according to Columbia Records, is one of the few to hit for more than a million in sales in its second year out.

In observance of the occasion, Columbia is re-releasing the Autry record this year, coupled with a brand new version by the Ray Conniff Singers. The disk is being packaged in a four-page color jacket for mailing to 3,500 deejays.

New Victor Versions
RCA Victor has eight new ver-

Duke 'n' Duchess

Continued from page 4

gig there and married her five days later. "But my mother called us back because I was under age," said Felice Bryant, and we had to do it all over again five months later." From here it was rough sledding—including a time in Chicago when newspapers stuffed into a jacket formed a thin shield against the winter breezes for Boudleaux Bryant—until the pair turned out their first song hit.

"I was a kid working as an elevator operator when we were married," said Felice. "No musical background at all. But we turned to songwriting because we couldn't afford anything else for kicks. Our first commercial hit, was called 'Country Boy,' and it was published by Fred Rose, God bless him. The Little Jimmie Dickens record sold a quarter of a million."

If anybody thinks Boudleaux is a Frenchman because of his first name, he would be wrong. "When my father was in the front lines in World War I," Boudleaux relates, "He couldn't pull the pin on a hand grenade properly. He was trying to knock out a machine gun next before he got knocked out. A Frenchman finally showed him how, and he lived to name me after the fellow, whose name was Boudleaux."

"The future? No big plans for movies or shows. We like it down here in Tennessee. It's home and we don't want to change our luck."

Them as Gives

Continued from page 4

cent rate and rarely have them recorded.

Rate Cuts Easy

It used to be that recording men, even the brassiest of them, would rarely have the nerve to call a top ASCAP pubber and ask for a rate. Today many of them are amazed at how easy it is to deal with the top-flight firms and get the rate they want, sometimes even better than what they expect. Some of the old-line firms have men out soliciting albums of their catalog material at attractive rates.

All of this special activity on the part of many of the old-line firms is in line with their increasing drives to get their standard material performed on TV and on TV film shorts. As was noted in The Billboard a few weeks ago (October 26 issue), some of the standard firms worked out various types of arrangements with TV show producers or execs to get their songs plugged over quiz shows or other TV segs. Many other firms do their best to get their songs played on TV—without any payola, deals, etc., and often successfully.

But here is too much material available these days at rates for any recording men to worry about any specific standard these days. According to many recording men, all standards are equal, but the standards with rates are more equal than those without.

sions this year, to add to its 19 others. New sides are by Perry Como (2d version), George Melachrino (2d version), the Three Suns (3d version), Arthur Fiedler and the Boston Pops Ork, Gisele MacKenzie, Mimi Hines and on the Victor Sound Spectacular album. The Hugo Winterhalter 1958 version is being re-released.

Other new versions are by Pat Boone (Dot), Lester Lanin (Epic), Sonny Burke (Coral), Ralph Flanagan (Imperial), Cyril Stapleton (London), Jan Garber (Decca), George Greely (Warner Bros.), the Guitars (Warner Bros.), Ira Ironstrings (Warner Bros.), John Gart (Kapp), Marty Gold (Kapp) and Jack Carroll (Laurie).

Sheet music sales, according to Marks, are holding up well, despite general industry conditions in this field. The song currently has 74 published arrangements on the market. In all, says Marks, more than 2,000,000 sheet copies have been sold.

Other Marks' Faves

Another Marks' Christmas favorite, "I Heard the Bells on Christmas Day," has new versions out this year by Lester Lanin, Johnny Kay (Prom), and on the Victor Sound Spectacular album. Others available are by such names as Fred Waring, Harry Belafonte, Bing Crosby, Dennis Day and by the Carillon Bells.

Other Marks' Christmas copyrights, "The Night Before Christmas Song" and "When Santa Claus Gets Your Letter," both have sold over a million records, according to Marks. Re-released disks of other St. Nicholas tunes include Brenda Lee's "Rockin' Around the Christmas Tree," and Chuck Berry's "Run Rudolph Run." New tunes in the catalog this year include "A Merry Merry Christmas," by Art Mooney (M-G-M) and "They Shined Up Rudolph's Nose," by Johnny Horton on Columbia.

Marks' "Christmas community Lyric Book," which includes the words to "Rudolph" and a flock of other seasonal songs and carols, and which has been a perennial best seller, is reported to have orders for 650,000 copies this year. Another facet of the operation is Marks' "Favorite Carols" book, with his own piano arrangements, which is sold in music stores.

Currently plugging the new disks is the St. Nicholas staff which consists of Lucky Wilber, Benny Miller and the indomitable Doo Berger. Ed Penney and vet promotion man, Henry Okun, are also handling special disk promotion projects.

NEW SONG HITS FROM HAWAII

Tony Todaro and Mary Johnston, ASCAP composers of the standards "Keep Your Eyes on the Hands," "I'll See You in Hawaii," etc., offer free lead sheets and demos to recording companies and artists many new novelties, ballads, hula tunes, including the new favorites: "Pleaza No Peencha Da Hula Girls," "Around the Island in 80 Shakes," "Somewhere in Hawaii," "Hula Bells," "A Beachcomber's Dream," "Malia Lani." Write to

TONY TODARO, ASCAP

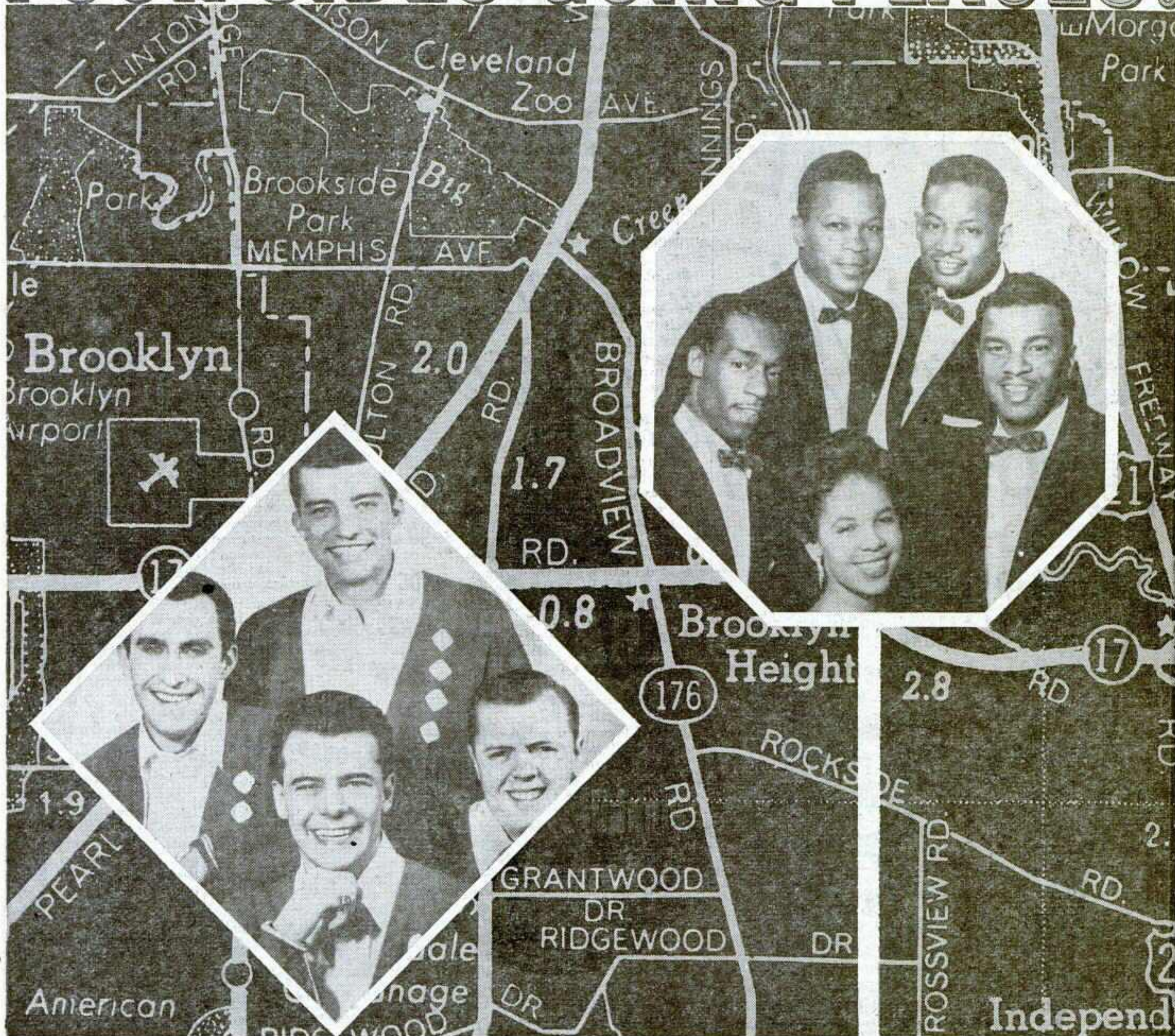
(NARAS Membership Chairman for Hawaii)
P. O. Box 5331, Honolulu 14, Hawaii

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seeking association with progressive station. Extraordinary knowledge of music programming from symphony to jazz, musical moods, program ideas. Can do DJ stint that projects musical authority—intimate of many recording greats. Many years' experience network and transcription programming. Tremendous personal appearance possibilities. Write

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FOUR SIDES GOING PLACES!



THE DIAMONDS

"Walkin' The Stroll"

AND

"Batman, Wolfman, Frankenstein or Dracula"

Mercury 71534



The Hot Hit Trademark

THE PLATTERS

"What Does It Matter"

AND

"My Secret"

Mercury 71538
in Stereo SS 10022

MEMO

FROM:

Marvin Cane

TO:

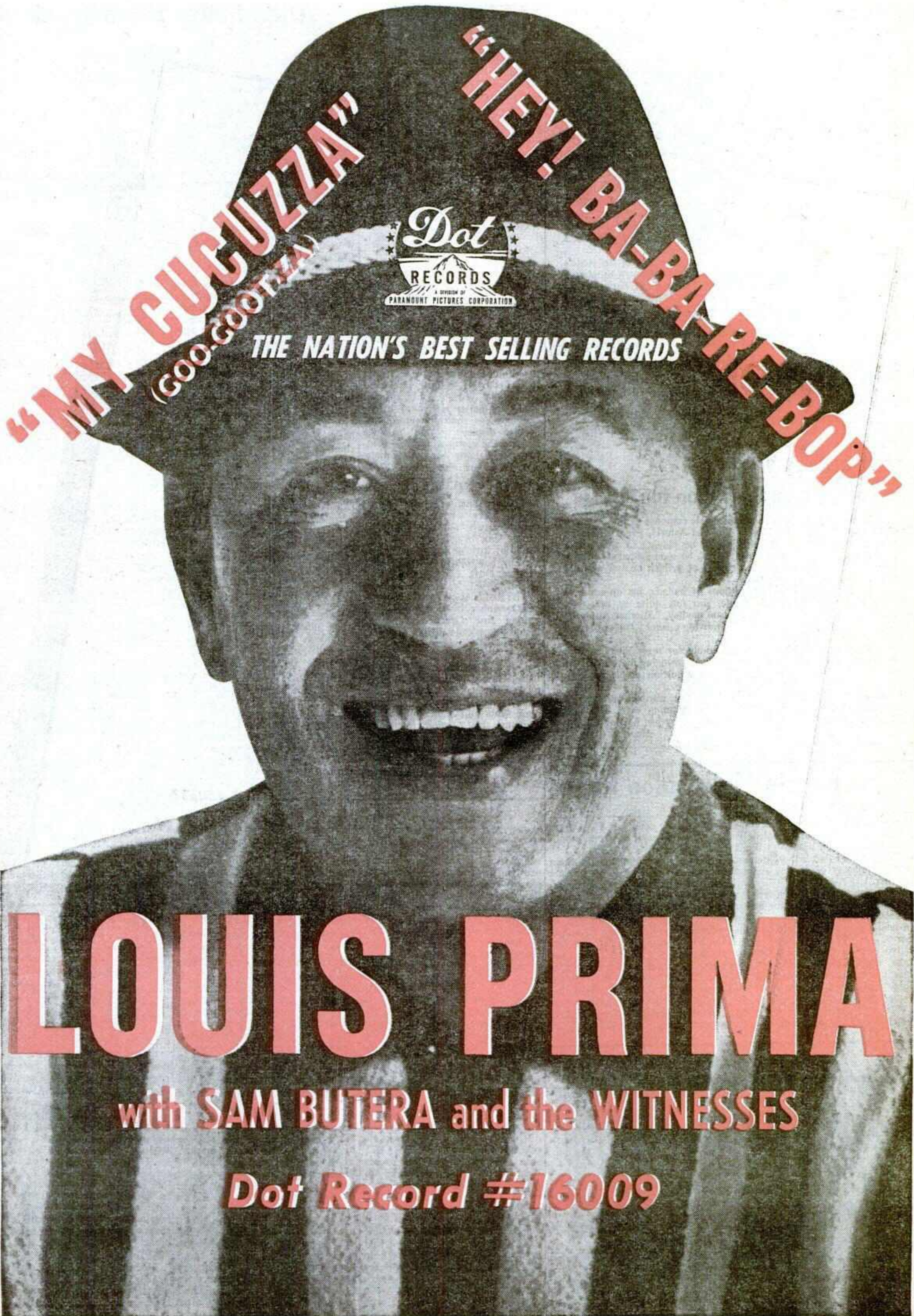
George Paxton

ROAD TRIP WAS FRANTIC, BUT EVERYTHING'S SWINGIN!
YOU WERE RIGHT. THE REACTION TO ADAM WADE'S
"TELL HER FOR ME" BEAUTIFUL. DISTRIBUTORS, D.J.'S
AND PROGRAM DIRECTORS AGREE HE'S GONNA BE A BIG
TALENT ON THE SCENE. MOST OF THEM THINK HE'LL SELL
ALBUMS AS WELL AS SINGLES, SO I THINK WE SHOULD GO
ALL THE WAY WITH THIS GUY.

P.S. AS FAR AS THE CRESTS ARE CONCERNED, THEY HAVE
ANOTHER SMASH WITH "A YEAR AGO TONIGHT". LOOKS LIKE
THEIR BIGGEST YET!



1619 BROADWAY • NEW YORK 19, N. Y.



LOUIS PRIMA

with SAM BUTERA and the WITNESSES

Dot Record #16009

LEGIT REVIEW

'Sound of Music' Cues Strong Wax

The Richard Rodgers-Oscar Hammerstein score of "The Sound of Music," the new Mary Martin vehicle which opened last week at the Lunt-Fontanne Theater in New York, is already getting very strong recording activity. Columbia Records is scheduled to cut the original cast album on Sunday (22). This will prove a strong package in view of many pertinent facts which bear on the matter — such as the good press accorded the show; the tuneful score; the quality of the principals; the know-how of Columbia Records in the show music field, and the strong advance sale of the show.

Meanwhile, a flock of singles have already been released on various labels. It is still too early to gauge definite popularity trends on these singles — altho Columbia versions by Mitch Miller and Tony Bennett are already getting some action. Miller cut "Do Re Mi" and Bennett "Climb Every Mountain." Other Columbia singles are "My Favorite Things" by Leslie Uggams and "An Ordinary Couple" by Johnnie Ray.

The Pete King Chorale on Kapp has done four of the score's tunes, including "The Sound of Music," "Climb Every Mountain," "My Favorite Things," and "Do Re Mi." In addition, Anita Bryant on the Carlton label has cut "Do Re Mi" and Rosemary June on United Artists has done "The Sound of Music."

The songs in these singles are typical of class show music. They face the normal hazards of class material; yet they are sure to get strong exposure on the deejay level and one or two are likely to break out. Another tune from the show, "Maria," thus far is unreleased on singles — yet in this reporter's view it would stand a good chance to make it pop-wise. It is a lilting ditty which can easily be done up in a bright recorded arrangement using strings.

The show is beautifully mounted and loaded with charm.
Paul Ackerman.

* * *

NIGHT CLUB REVIEW

Enthusiastic Reception for Fisher

It was obvious from the enthusiastic response of the opening-night audience at New York's Waldorf-Astoria, even before he sang a note, that Eddie Fisher would be playing to a receptive room. Appearing a bit nervous at first, he soon settled down to a relaxed manner, but dynamic delivery of a flock of new and old tunes.

He fared best on his renditions of ballads; his up-numbers were also very much acceptable, tho not quite as effective. Highlights of his set included a Jolson medley, "Another Autumn" from "Paint Your Wagon" and his moving opener "Tonight" from "West Side Story."

Arrangements by West Coast conductor Jerry Fielding were excellent, and Emil Coleman's work was swinging beyond belief at several points. Fisher also devoted a portion of his program to some of his past disk clicks.

He seemed genuinely moved by the warm ovations. At the end of his act, he introduced his stunning wife, Elizabeth Taylor, who drew an even greater response by just bowing.
Howard Cook.

Payola Hullabaloo Rages

• Continued from page 3

the fundamental aim of the committee "is to see that all talent is given an unbiased and even break on the air, and that bribery cannot push popularity of one as against another."

The Subcommittee has yet to vote formally to take up the music payola and related kickback issues in hearings, when it meets December 9.

No one on the Hill appears to take the proposed FCC public hearings too seriously, or to anticipate any conflict with subcommittee hearings possibly in early 1960. FCC spokesmen say they hope for response from various

civic groups, comment from John Q. Public as well as from broadcaster interests.

FCC wants comment on these questions: Do present broadcaster program policies violate public interest, and should the FCC set up more detailed program standards? In view of enormous change in radio programming since advent of TV (music-news formats), and vast numbers of licensees, is the agency's policy of review adequate? Last, comes the age-old question of whether the FCC has the authority to regulate programming, or would Congress have to spell it out by law?

ZUCKER SETS LP PROMO SERVICE

HOLLYWOOD — Irwin Zucker, independent record promoter, has set up a new, specialized album promotion department to service radio and TV stations in 11 Western States. The new department will be headed by Tony Garber, assistant to Zucker.

Initial plug packages are Lester Lanin's "Christmas Dance Party" on Epic; Jerry Wallace's "Just Jerry" on Challenge; and Teddy Tyle's "Glenn Miller Favorites" on Golden Crest.

Included in the new service to deejays are programming data, artist information, news on song material and other pertinent aids.

Victor Issue

• Continued from page 3

Elvis Fans Can't Be Wrong — Elvis' Gold Records, Vol. 2, is a followup to his Volume 1 released earlier this year. A big promotional campaign is behind it, including mags, spot announcements, in-store displays. Ames' package features the group with Hugo Winterhalter, doing country material. There are also Atkins' "Mister Guitar"; "The Music From Mickey Spillane's 'Mike Hammer'"; Lena Horne singing Johnny Burke's songs; Jerry Byrd's "Hawaiian Beach Party"; "On Tour With the New Glenn Miller Orchestra," directed by Ray McKinley, and packages by Kay Starr, Frankie Carle, Brother Dave Gardner and Dell Wood.

The Red Seal release for November-December is headed by "Presenting Jose Greco," containing Spanish classical and folk material; Heifetz performances of the Bach Sonata No. 3 in C and Partita No. 1; and packages by Leontyne Price, Gregor Piatigorsky; the Festival Quartet, the Boston Symphony under Charles Munch, Sherman Walt and the Zimmler Sinfonietta, the London Symphony under Jean Martinon, Ania Dorfman, Andre Tchaikowsky and Volume VIII of the "History of Music in Sound" covering "The Age of Beethoven."

Everest Slashes Stereo Tags

• Continued from page 3

off classical stereos, Everest Records made two other important moves today. One was the initiation of an extra discount plan for dealers that starts today (23) and runs until December 31, 1959. This offers dealers a 50 per cent discount on the list price of all Everest albums, including both catalog items and new releases.

Own Distrib Lineup

And, as an indication that Everest is aiming to become a big wheel among record companies, the label is ending its distribution pact with Decca and will distribute its records itself. The parting is an amicable one, with only friendly feeling on both sides. However, Everest is of the opinion that it has to go on its own in the distribution end, and thus, starting this week it is taking over its own distribution city by city as it appoints its own distributors. The firm will have its own branches in New York, Chicago and Los Angeles, but will have indie distributors in other cities. Distributors have already been picked in Philadelphia and Cleveland and sales chief Charlie Schicke is getting ready to appoint others in big city markets. Decca will continue to ship albums for Everest until the company has completed its distribution lineup. Decca will continue to press all Everest Records even tho the firm does not distribute

DRC Policy Spurs Thinking

• Continued from page 3

pensive that the payoff doesn't come until the second, and even the third year. The way to keep members is to be able to offer continual new good product every month. This becomes harder and harder to do and still keep new items for dealers, for a few months at any rate. It is believed that the clubs are tending more and more to offer new items to club members, even at the expense of the dealers. Both Columbia and Victor have offered product less than two months old in clubs; only Capitol has resisted.

Victor, faced with the competitive desire to become the largest club in the business, and thus forced to attract many, many new members (the Victor Clubs, pop, classical and opera, are altogether about half as large as the Columbia Club), recently offered the new Beecham "Messiah" recording to new members for free prior to the album being made available in stores.

It is understood that the Victor club is now seriously considering handling other labels than its own. Columbia has already done so; it handles Verve Records thru the club, as well as Epic, and it has handled some Caedmon recordings. If the Diners' Record Club starts to offer choice items from all labels, it will be tough for the other clubs not to be able to sell many other labels than their own, too.

It is known that many indie labels who once scorned clubs are offering their product to clubs now. It is also known that many artists are anxious to have records in clubs even at reduced royalties, because of the huge income clubs produce via very high sales. For instance, some albums that have sold only 25,000 on RCA Victor or Columbia, sell from 50,000 to 100,000 in the clubs. There are albums that were ready to be cut out because they dropped below 5,000 sales per year that sell better than 25,000 in the clubs.

It was pointed out last week by an alert industry member that dealers may have to face up to the fact that manufacturers generally can be expected to offer many new items in clubs at the same time

they are being shipped to the dealers. But this spokesman also remarked that the fact clubs sell their product at list price — except for their initial giveaways — adds up to an advantage for the dealer. Dealers, he said, can combat the clubs by advertising records at a better price than they can be purchased from the club. He suggested that dealers place signs in their stores saying "Buy your LP's here for \$1 less than they can be purchased in any club," as a promotional device. "Most dealers discount, anyway," he stated, "so why shouldn't they put their discounting to an advantage and fight the clubs on price?"

Coast Cleffers

• Continued from page 2

ASCAP's official meeting last week. Meeting place was then switched to the hotel. So that both sides can enjoy an equal voice, the group sent invitations to all writers in the area, including those known to be ardent supporters of the Consent Order.

By odd coincidence, this meeting will be held at the same time that ASCAP will conduct its official gathering in New York at the Edison Hotel. Writer Leon Pober will serve as moderator at the Coast writers' assembly. He had made a convincing plea for a "no vote" at last week's ASCAP meeting.

In explaining his position, Pober told The Billboard he is not interested in becoming involved in ASCAP politics. He said he wants to devote his time to writing. He is prompted to act at this time, he said, because he feels decided changes have to be made in ASCAP's set-up. He claimed that the members of ASCAP's board represent powerful motion picture interests, and, as such, are more interested in showing greater profits for the stockholders of their own companies than in the welfare of ASCAP's membership. Board members, Pober said, should represent ASCAP members and not multi-million-dollar corporations.

A further inequity which needs correction, according to Pober, is the fact that these board members are able to perpetuate themselves in office. These facts, he said, will be aired at the forthcoming meeting and he welcomes the pro Consent Order members to present view which can defend the present ASCAP structure.

Elvis Presley

• Continued from page 2

it is known that he had even sent a wire of congratulation of Victor's Bob York on the occasion of the latter's discovery of Laurin, a new talent.

RCA Victor states the remarks about Presley changing his style are "ridiculous." "It just ain't true," a spokesman remarked. He added that Presley is the disk industry's greatest artist and would continue to sell regardless of any momentary trends.

That Presley is a phenomenal artist is, of course, well known. But few know just how phenomenal he is. Since RCA Victor acquired him about five years ago, the diskery has sold over \$50,000,000 worth of Presley merchandise. In the minds of many, this irrefutable evidence of his popularity labels him — even at this early stage of his career — as one of the great immortals of the disk industry.

Meanwhile, someone close to Presley remarked: "While people are talking about Elvis changing his style, he can't defend himself. He is in the Army."

Coming in the slick-stock pages of December 14 Billboard

the famous

YEAR-END PROGRAMMING GUIDE

featuring results of the

12th ANNUAL DISK JOCKEY POLL

and highlighting a

TALENT BUYING SHOWCASE FOR 1960

See page 42 for more details

and with 7 big extras at no extra cost!

CHARTMAKERS FROM UNITED ARTISTS

**THE
CLOVERS**

**LOVE
POTION
No. 9**

b/w
STAY AWHILE
UNITED ARTISTS 180

**MARV
JOHNSON**

**YOU GOT
WHAT IT
TAKES**

b/w
DON'T LEAVE ME
UNITED ARTISTS 185

**DON
COSTA**

**I'LL WALK
THE
LINE**

b/w
CATWALK
UNITED ARTISTS 190

A New Sensation by

ROSEMARY JUNE

THE VILLAGE OF ST. BERNADETTE

B/W

THE SOUND OF MUSIC

UNITED ARTISTS 197

**EDDIE
HOLLAND**

**EVERYBODY'S
GOING**

b/w
BECAUSE I LOVE HER
UNITED ARTISTS 191

**THE
JAMIES**

**THE EVENING
STAR**

b/w
DON'T DARKEN MY DOOR
UNITED ARTISTS 193

**DIAHANN
CARROLL**

AGAIN

b/w
**MY LOVE,
MY LOVE**
UNITED ARTISTS 192

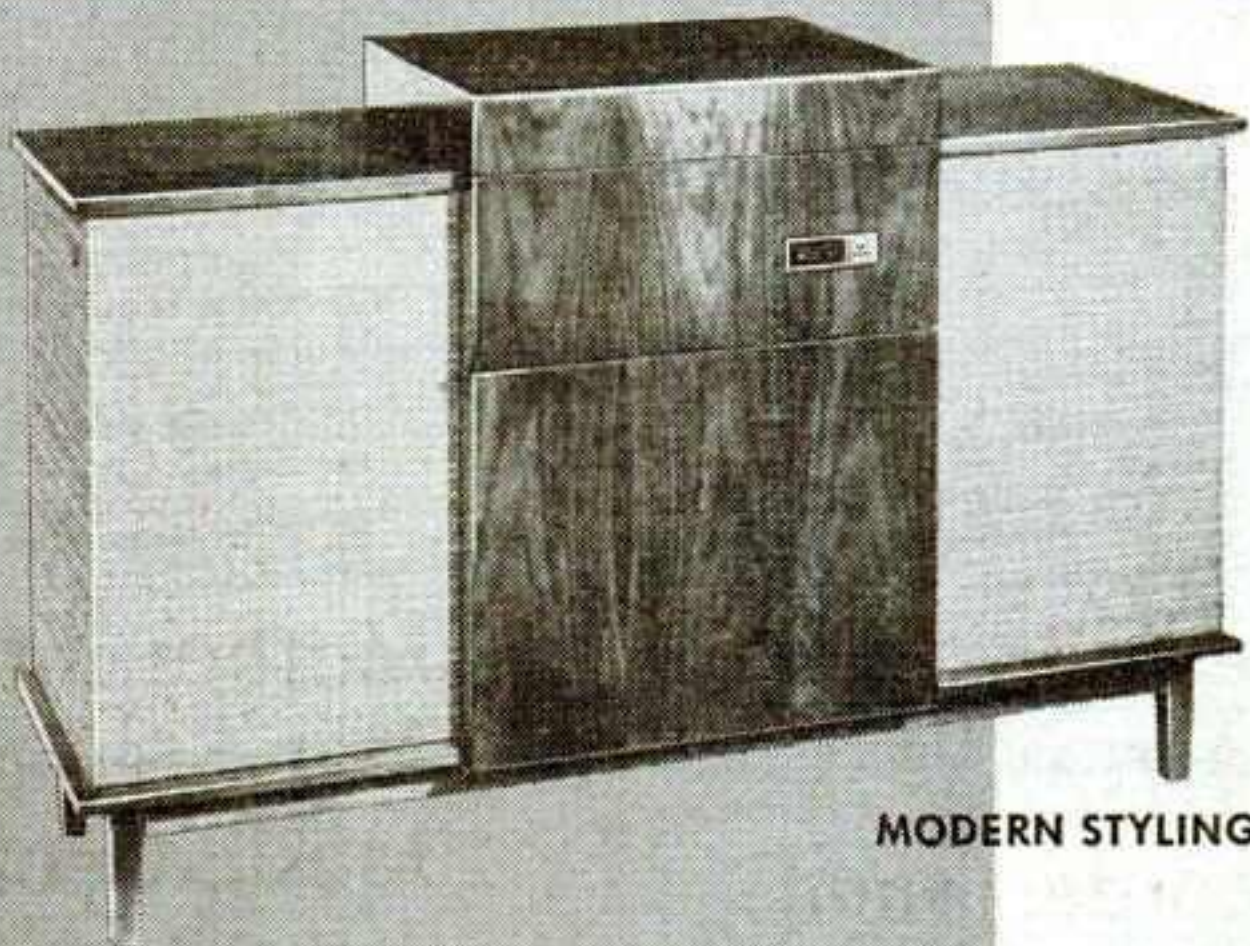
UNITED ARTISTS RECORDS 729 SEVENTH AVE., N. Y. 19, N. Y.



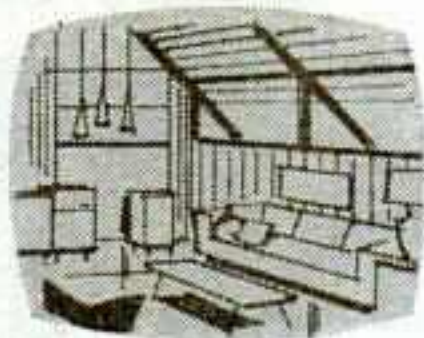
Fabulous New **V-M**

'STEREO/MODULAR' FAMILY

Authentic Styles! Genuine Fine Wood Finishes!



MODERN STYLING

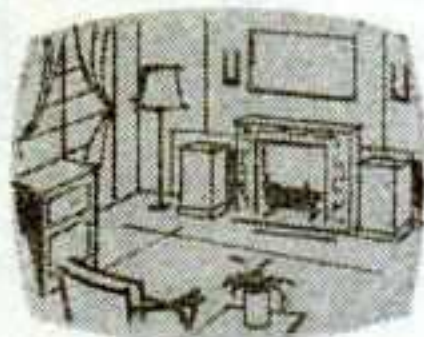


V-M Model 580 in hand-rubbed, Walnut or 'Sahara' Blonde in Genuine Fine Hardwoods. Complete with 12 legs for creating 1, 2 or 3-piece furniture arrangements.

UST \$350^{00†}

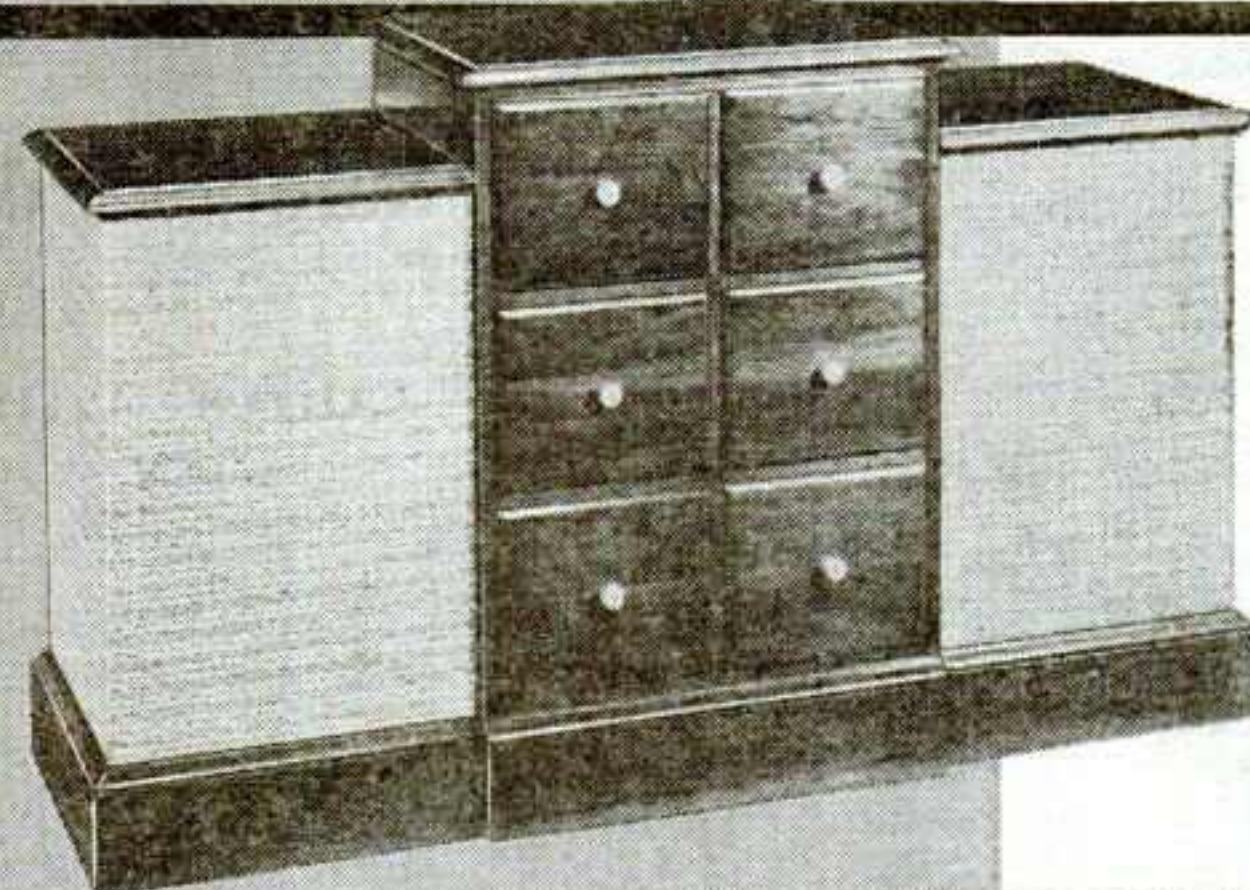


PROVINCIAL STYLING



V-M Model 581 in hand-rubbed, Genuine Mahogany.

UST \$360^{00†}



AMERICAN TRADITIONAL STYLING



V-M Model 582 in magnificent, hand-rubbed, Genuine Cherry.

UST \$365^{00†}

†Slightly higher in the West

These Inspired V-M Creations
Are Packed With
Style—Versatility—Sell!

The most exciting stereo consoles ever offered! V-M now adds two new high-style creations to the already sales-successful Modern styled 'Stereo/Modular' High-Fidelity Stereophonic Console, Model 580. Now, with new Models 581 and 582, superbly executed in *Provincial and American Traditional*, you can offer virtually *every* fine furniture style the consumer will ever want!

The V-M 'Stereo/Modular' line brilliantly answers *every* stereo question!

First, the unique modular construction lets these magnificent instruments adapt to *any* room arrangement—to *any* acoustic problem—to *any* personal preference. Second, they reward with superlative listening pleasure. And third, they are available in a variety of authentic styles—the kind your best customers will want.

No doubt about it! 'Stereo/Modular' is the best possible answer to your stereo sales success!

SELL THESE FEATURES: Perfectly matched speaker units *each* contain a 12" and 3.5" speaker. Famous V-M 'Stere-O-Matic'® 4-Speed Changer ■ Powerful Dual-Channel Amplifier—30-watts peak ■ Diamond Needle ■ V-M 'tone-o-matic'® Loudness Control ■ Balance Control.

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THE STEREO LEADER!

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PHONOGRAPHS AND TAPE RECORDERS

the **Voice**  of **Music**®

NOVEMBER 23, 1959

Communications to 1564 Broadway, New York 36, N. Y.

THE BILLBOARD

15

Audio Feedback

By CHARLES SINCLAIR

NEW BOOST TO FM RADIO MARKET

What promises to be a new sales-service area for radio dealers, hi-fi merchants and repair shops, and a money-making sideline for many FM radio stations barely managing to stay this side of the red ink, got another shove forward this month. The gimmick is the much-discussed system of feeding an extra signal over a multiplexed sub-carrier, and this time the shove came, not from a small electronics manufacturer or indie station, but from NBC Radio.

Due to start soon at NBC is a radio network service tailored to the needs of the medical profession. For \$120 a year, doctors in major cities (16 markets to start; eventually, 70) will receive: (1) a packaged installation by RCA Service Corporation of FM multiplex receiver-amplifier, wiring and speakers, (2) a Monday-thru-Friday NBC service of background music for 12 hours daily, interspersed with four daily 15-minute medical newscasts.

In this initial move, most dealers will be merely interested spectators. "The nature of the news programming will be so specialized that we'll probably keep a tight control on the sale of receivers capable of picking up the multiplexed signal aired by NBC affiliates," one NBC Radio official told us. Then, touching on the long-range aspects of the move, he added: "There's nothing to prevent other radio networks or stations from going into other major forms of FM multiplex service that will spell new business for local radio dealers."

THE MULTIPLEX HASSLE

There's nothing really new about the idea of carving up the FM bandwidth assigned to stations to air two or more programs with the aid of multiplex equipment. The stereo uses of multiplex, which would provide AM-FM channels from a single source as compared with the more common AM-FM mixtures, have often been discussed in *The Billboard*. NBC's experiment, however, may shake up the whole multiplex question and help to arrive at some early answers to questions that have stymied multiplexed FM from a dealer standpoint.

Most big-name electronics firms are holding off in manufacturing multiplex FM receivers or converters, as any radio dealer knows. Nobody has yet decided which stereo radio system (apart from AM-FM and other existing forms within FCC rules) is ideal. The National Stereophonic Radio Committee (see *The Billboard*, October 26) has no less than 22 systems, 11 of which are FM types, to examine from a manufacturing standpoint. The FCC is even further behind and has yet to issue anything resembling "Standards of Good Practice" in FM multiplexing.

TRAFFIC LIGHTS AND STORECASTING

Despite the clouded situation, multiplexing is a reality nevertheless. Late last year a check-up of FCC files showed NBC that there were exactly 100 FM stations operating, or authorized to operate, with multiplex equipment in the total of some 750 FM stations (600 commercial, 150 educational) in the United States. At the local level, all kinds of multiplex radio uses have already been found.

Mostly, stations air background music, and usually handle the installation of receivers in public places (stores, restaurants, bars, grills, etc.) as a sideline. Other uses have been examined, such as paging systems for professional men, special weather reports, facsimile transmission, radio teletype, stereo radio and even control of a city's traffic lights from a central point. Until NBC made its move, nobody had taken the plunge in a national network service that would have a national effect on FM's fledgling offshoot.

What happens next? Medical Radio Service, as it calls its new network baby, may do much to cut red tape to achieve something FM multiplexing has lacked all along: Standardization. Whatever path NBC-RCA follows in picking transmission methods, designing receivers, getting approvals, etc., will be eyed by both radio broadcasters and radio manufacturers. And other—and less specialized—national FM multiplex services may be on the way, eventually providing dealers with a shot in the arm for FM equipment and new packaged-unit sales.

FEEDBACK TO DEALERS

Harman-Kardon, Inc., manufacturer of a widely distributed line of component stereo and hi-fi gear, has applied for SEC registration of a public issue of 80,000 common shares and \$600,000 worth of debentures. . . . RCA Victor set a new mark in New York recently for blockbuster ad support for phono-TV-radio dealers by taking a special 40-page ad, virtually a supplement in itself, to promote its 40th anniversary in the November 1 *New York Times*. . . . Stromberg-Carlson, an offshoot of General Dynamics, has found its niche in the non-TV field. There hasn't been an S-C video set made and shipped to dealers since 1956, and the company is now concentrating in the consumer market on packaged stereo with no intention of returning to TV manufacturing.

Sylvania is planning a round of one-day sales meetings for distributors in key cities starting next month, to cover sales plans for the first half of 1960.

Victor Readies Auto 'Victrola'

NEW YORK—RCA Victor this week gave out complete details on its Auto "Victrola" which will be available as an accessory in the 1960 Plymouth and De Soto automobiles of the Chrysler line. The player, which was exclusively reported in *The Billboard* about two months ago, is designed to play 14 standard 45 r.p.m. records thru the car radio speaker.

The 45 r.p.m. record player-changer is inverted and the tone arm is located below the record. The player unloads the records as they are played and stacks them in a case which is also a storage compartment. Records can be rejected by pressing a button.

According to Harry Chesebrough of Plymouth-De Soto and Ray Saxon of the radio-Victrola section of RCA Victor, the player will perform well even when driving over bumps, around curves, or starting or stopping. The unit was developed exclusively for the Chrysler Corporation by RCA Victor.

Doom Afoot for Sapphire Needle?

NEW YORK — A calculated move is in the works, on the part of at least one needle manufacturer to obsolete the sapphire needle. The fact has come to light upon examination of the merchandising and promotion techniques being employed by the Transcriber Company of Attleboro Mass., in connection with its Puli brand diamond needle line.

This was just one forthcoming development seen in the works for year-end, pre-holiday selling and as a portent for the early months of 1960. Another important point noted in a round-up of representative producers, is the growing market for stereo replacement needles. There is also still considerable vocal expression being given to what has become an almost traditional problem within the needle field, namely, the headache of pricing.

In the closely related field of records, the last quarter of any

year is by tradition the time when companies expect to do the lion's share of their sales volume. In line with this, it's the period, where often the heaviest promotion, merchandising and ad budgets are allocated.

In the needle field, it's quite the contrary. For the most part, an informal manufacturer poll shows, there is no special pre-holiday merchandising build-up. What does exist in the way of point-of-sale displays, special packaging or incentive programs, is all a carry-over from earlier selling periods.

Profit Margin Slim

The reason most frequently advanced for this condition this week, was the fact that, "the margin of profit is so slim today, that there's no room left for any kind of merchandising and promotion." As one

(Continued on page 19)

SAVES WEAR & TEAR

Tape Recorder Builds Disk Sales for Dealer

By BOB LATIMER

SIOUX CITY, Ia. — Putting a tape recorder in an unusual role has produced some spectacular results for Duven Music Company of Sioux City.

Like many record retailers, Howard Duven, owner, has always disliked playing records in listening booths for the customer's approval. Not only is reproduction in a noisy, busy store inconclusive, but the record itself, of course, loses some of its value every time it is spun on the turntable.

The practice was carried on as a "necessary evil" however, until two years ago, when Duven, dem-

onstrating pre-recorded tapes for a tape recorder prospect, suddenly had a brain storm. He had been showing tape recorder prospects how well the machines could be used to take their own music direct from the amplifiers of radios, phonographs, and television sets. Now, he thought, why wouldn't it be possible to tape each new record, as it arrived in stock, and let the customer hear the record on tape, which, of course, represents no injury or loss no matter how many times it is played?

Experimenting, Duven found the idea worked out perfectly. Using a high-quality recorder, and taping each new record likely to be called for by the customer, he found that reproduction was good enough to satisfy the most critical ear. To insure faithful rendition, of the sort which would let a dyed-in-the-wool rock and roll fan, for example, detect the manipulations of a favorite saxophonist, pianist, etc., Duven taped each of the disks direct from

(Continued on page 51)

Col. Diamond Needle Prices Cut for Yule

NEW YORK — Columbia Records has lowered the price of its diamond needles as a Christmas special. For this special, all Columbia single tip needles have a suggested dealer cost of \$2.32 for all single tip diamonds; \$2.66 for all twin point; and \$4.64 for all double diamonds. The firm is offering a diamond needle assortment for dealers at a cost of \$137.92. With a dealer purchase of 25 diamonds one is given free, and with a dealer purchase of 50 diamonds, four are given free.

Cletronic's Table Radio

CHICAGO—Cletronic Corporation, electronics firm here primarily involved in transistor-powered consumer product, this week bowed a table top AM radio at \$29.95. The nine-inch wide, six-inch high and four-inch deep radio features a full fidelity speaker with Alnico magnet powered by a new circuit design featuring reflex circuitry. The all-wood laminated platinum walnut cabinet is scratch and mar-proof. Power stems from a nine-volt battery.

No Scope Tie With EMI On Raw Tape

NEW YORK — Herbert Weisburgh of Scope Electronics said he had been misquoted in a story in last week's *Billboard*. According to Weisburgh, his firm has not, as reported, reached an agreement to distribute raw tape manufactured by Electrical & Musical Industries, "alho we would like to do so."

Weisburgh also denied that Scope, which is handling distribution of EMI high fidelity components in the United States, is setting up a distribution system for the tape. He said that EMI is currently deciding who will market the tape, and pointed out that distribution of videotape and instrumentation tape would probably be considered separately from the distribution of quarter-inch recording tape intended primarily for home use. Nor, he emphasized, had he made statements attributed to him on cost factors.

Mathes Intros Two Stereo Music Centers

DALLAS—Curtis Mathes Manufacturing Company here has introduced two stereo music centers, containing AM-FM radio, with provision for multiplex stereo when available. The two custom cabinet-housed phono-radio consoles have a 20-watt peak output in their all-in-one cabinets, pouring thru two separate stereo channels, each containing a 12-inch woofer, an eight-inch mid-range and a five-inch tweeter. Each console has a four-speed changer and volume, bass and treble controls. The oiled American walnut cabinets are 32½ inches high, 74½ inches wide and 17½ inches deep. The Model 2014 at \$349.95 has sliding panels across the upper third of the cabinet concealing record changer and control panels for the radio and phonograph, while the Model 2414 at \$449.95 has sliding doors across the entire middle center, concealing phonograph change and radio and phono controls while speakers are mounted on either end.

Magnecord Debts Stereo 'Editor' Unit

TULSA, Okla. — Magnecord, tape playback division of Midwestern Instruments, introduced a stereo version of its "Editor" unit here this week. Priced at from \$1,185 rack-mounted, \$1,305 in portable carrying cases or \$1,385 in a metal studio console cabinet, the P75 "Stereo Editor" is aimed at recording studios, broadcasting stations prepping for stereocasts and audiophiles. The P75 has many of the features of the Model 728, introduced the past summer, such as instant starting, automatic tape lifter for fast forward and rewind; solenoid-operated brake control to halt tape spillage, automatic shutoff and easy manual cueing. Major difference is the fact that the new P75 has the separate chassis for tape playback and another for tape recording.

Hugh Daly, national sales chief for Magnecord, also announced the acquisition of J. Y. Schoemaker Company, Dallas, San Antonio and Houston distrib point, to handle the firm's sales in Texas and Oklahoma.

EFFECTIVE IM

EVEREST*



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We have effected a superior method of
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EXTRA

DEALERS:

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**EVERY DEALER NOW CAN OFFER HIS CUSTOMERS THE ULTIMATE IN RECORDINGS...
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MEDIATELY!

The Record Label that Broke the Sound Barrier

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3⁹⁸
Sug. List

ALL EVEREST STEREO
POP ALBUMS

~~4⁹⁸~~
3⁹⁸
Sug. List

ALL EVEREST MONAURAL
CLASSICAL ALBUMS

~~4⁹⁸~~
4⁴⁰
Sug. List

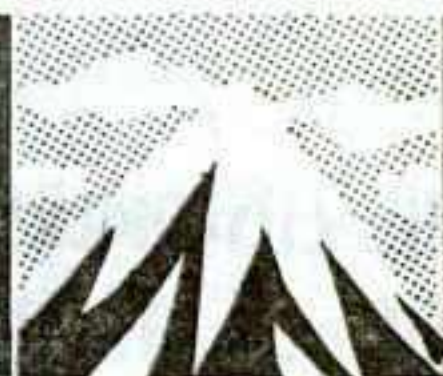
ALL EVEREST STEREO
CLASSICAL ALBUMS

~~5⁹⁸~~
4⁴⁰
Sug. List

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EVEREST*



RECORDS

See next page . . .

HERE'S YOUR EVEREST CATALOG

-- THE GREATEST IN SOUND!

MOZART: CONCERTO FOR VIOLIN AND ORCHESTRA NO. 3 IN G MAJOR (K. 216) • HINDEMITH: CONCERTO FOR VIOLIN AND ORCHESTRA (WORLD PREMIERE RECORDING) • JOSEPH FUCHS, VIOLIN, WITH THE LONDON SYMPHONY ORCHESTRA, CONDUCTED BY SIR EUGENE GOOSSENS.
LPBR-6040 SDBR-3040

COPLAND: BILLY THE KID (SUITE FROM THE BALLET) • STATEMENTS FOR ORCHESTRA • AARON COPLAND CONDUCTING THE LONDON SYMPHONY ORCHESTRA.
LPBR-6015 SDBR-3018

"MUSIC IN THE MORGAN MANNER" • RUSS MORGAN AND HIS ORCHESTRA • Does Your Heart Beat For Me • The Object Of My Affection • Flower of Dawn • Bye Bye Blackbird • So Tired • Ell Green's Cakewalk • I'm Looking Over A Four Leaf Clover • You're Nobody 'Til Somebody Loves You • There Goes That Song Again • I Hear Music • LPBR-5054 SDBR-1054

MISS GLORIA LYNNE: GLORIA LYNNE • April in Paris • Stormy Monday • Without a Song • Squeeze Me • Little Fingers • Perdido • June Night • I Don't Know Why • All Day Long • I Can't Give You Anything But Love • Bye, Bye Blackbird • They Didn't Believe Me.
LPBR-5022 SDBR-1022

"I'LL REMEMBER APRIL" • RAOUL POLIAKIN AND HIS ORCHESTRA • I'll Remember April • I Remember You • Did I Remember • The Things We Did Last Summer • Remember • Moonglow • Moon Over Miami • Blue Moon • Moonlight in Vermont • Carolina Moon.
LPBR-5001 SDBR-1001

TCHAIKOVSKY: SYMPHONY NO. 5 IN E MINOR, OP. 64 • SIR MALCOLM SARGENT CONDUCTING THE LONDON SYMPHONY ORCHESTRA.
LPBR-6039 SDBR-3039

TCHAIKOVSKY: FRANCESCA DA RIMINI HAMLET • LEOPOLD STOKOWSKI CONDUCTING THE STADIUM SYMPHONY ORCHESTRA OF NEW YORK.
LPBR-6011 SDBR-3011

THE MUSIC OF GEORGE GERSHWIN AND COLE PORTER • POLIAKIN CONDUCTING HIS CHORALE AND ORCHESTRA • Bess, You Is My Woman • The Man I Love • Someone To Watch Over Me • Embraceable You • But Not For Me • Liza • Night And Day • In the Still of the Night • I Love You • LPBR-5051 SDBR-1051

MICHAEL TODD'S AROUND THE WORLD IN 90 DAYS • IN WORDS AND MUSIC.
LPBR-4001 SDBR-1000

RICHARD STRAUSS: EIN HELDENLEBEN (A HERO'S LIFE), OP. 40 • LEOPOLD LUDWIG CONDUCTING THE LONDON SYMPHONY ORCHESTRA • Hugh Maguire, solo violin.
LPBR-6038 SDBR-3038

SHOSTAKOVICH: SYMPHONY NO. 5 IN D MAJOR, OP. 47 • LEOPOLD STOKOWSKI CONDUCTING THE STADIUM SYMPHONY ORCHESTRA OF N. Y.
LPBR-6010 SDBR-3010

CHARLES K. L. DAVIS "FRONT ROW CENTER" • ORCHESTRA AND CHORUS CONDUCTED BY FRANZ ALLERS • Tonight • On the Street Where You Live • You Are Beautiful • All Of You • Joey, Joey • They Call the Wind Maria • And This Is My Beloved • Just In Time • LPBR-5050 SDBR-1050

RAY KINNEY PRESENTS: CHARLES K. L. DAVIS SINGING AT THE ROYAL HAWAIIAN • ORCH. AND CHORUS COND. BY POLIAKIN • Beyond the Reef • Orchids of Aloha • Torna a Surriento • In the Still of the Night • I'm in the Mood for Love • Wind in the Tree Tops.
LPBR-5015 SDBR-1015

BERLIOZ: SYMPHONIE FANTASTIQUE, OP. 14 • SIR EUGENE GOOSSENS CONDUCTING THE LONDON SYMPHONY ORCHESTRA.
LPBR-6037 SDBR-3037

SHOSTAKOVICH: SYMPHONY NO. 6, OP. 54 • SIR ADRIAN BOULT CONDUCTING THE LONDON PHILHARMONIC ORCHESTRA.
LPBR-6007 SDBR-3007

GERSHWIN IN BRASS • FEATURING THE WORLD'S GREATEST BRASS UNDER THE DIRECTION OF JACK SAUNDERS • Fascinating Rhythm • But Not For Me • An American in Paris • The Man I Love • I Got Rhythm • Summertime • Liza • Strike Up the Band • Embraceable You • Rhapsody in Blue • LPBR-5047 SDBR-1047

WILD BILL DAVIS SWINGS HIT SONGS FROM "MY FAIR LADY" • WILD BILL DAVIS • Wouldn't It Be Lovely • On the Street Where You Live • Show Me • I Could Have Danced All Night • The Rain in Spain • Ascot Gavotte • I've Grown Accustomed to Your Face.
LPBR-5014 SDBR-1014

SCHUMANN: CONCERTO FOR PIANO AND ORCHESTRA IN A MINOR, OP. 54 • FRANCK: VARIATIONS SYMPHONIQUES FOR PIANO AND ORCHESTRA • PETER KATIN, PIANO, WITH THE LONDON SYMPHONY ORCHESTRA, CONDUCTED BY SIR EUGENE GOOSSENS.
LPBR-6036 SDBR-3036

RALPH VAUGHAN WILLIAMS: SYMPHONY NO. 9 IN E MINOR • SIR ADRIAN BOULT CONDUCTING THE LONDON PHILHARMONIC ORCHESTRA.
LPBR-6006 SDBR-3006

CECILE DEVILE, THE GIRL FROM PARIS • WITH ORCHESTRA CONDUCTED BY RUSS MORGAN • Arrangements by Leo Addeo • I Could Have Danced All Night • Oul, Oul, Oul, Oul • J'Attendrai • Sur Les Quais Du Vieux Paris • C'est Le Moment To Fall in Love • My Heart Belongs To Daddy • The Lady Is a Tramp • LPBR-5043 SDBR-1043

MIKE TODD'S BROADWAY • JACK SAUNDERS ORCHESTRA • My Object All Sublime • It Wouldn't Be Love • In My Memoirs • I Love You • Lucky in the Rain • Close as Pages in a Book • Violins from No-where • Gould It Be You • Away Out West—Around the World.
LPBR-5011 SDBR-1011

STRAVINSKY: PETROUCHKA—COMPLETE BALLET (original version) • SIR EUGENE GOOSSENS CONDUCTING THE LONDON SYMPHONY ORCHESTRA.
LPBR-6033 SDBR-3033

MAHLER: SYMPHONY NO. 1 • SIR ADRIAN BOULT CONDUCTING THE LONDON PHILHARMONIC ORCHESTRA.
LPBR-6005 SDBR-3005

"JAZZ FROM THEN 'TIL NOW" • STARRING THE BIG THREE • CHUBBY JACKSON, MARTY NAPOLEON, MICKEY SHEEN • At The Jazz Band Ball • Struttin' With Some Bar-B-Que • Bill Bailey Won't You Please Come Home • Till There Was You • Undecided • Dont Be That Way • Now's The Time • Bernie's Tune • Robbin's Nest • Flyin' Home.
LPBR-5041 SDBR-1041

HERMAN'S HEAT AND PUENTE'S BEAT • WOODY HERMAN, TITO PUENTE • Blue Station • Pillar to Post • Midnight Sun • Woodchopper's Ball • Balu • Lullaby of Birdland • Latin Flight • New Cha-Cha • Mambo Herd • Cha-Cha Chick • Tito Meets Woody • Carioca.
LPBR-5010 SDBR-1010

WAGNER: PARSIFAL—GOOD FRIDAY SPELL (ACT 3) AND SYMPHONIC SYNTHESIS OF ACT 3 (arr. Stokowski) • LEOPOLD STOKOWSKI CONDUCTING THE HOUSTON SYMPHONY ORCHESTRA.
LPBR-6031 SDBR-3031

RESPIGHI: FESTA ROMANA • RACHMANINOFF: SYMPHONIC DANCES • SIR EUGENE GOOSSENS CONDUCTING THE LONDON SYMPHONY ORCHESTRA.
LPBR-6004 SDBR-3004

EDDIE FOY JR. IN "MINSTREL DAYS" • WITH DAVID BURNS AND HAROLD ADAMSON AS END-MEN • Produced by Tutti Camarata and Harold Adamson • Musical and Vocal Arrangements by Leo Shuken and Jack Hayes • There's Nothing Like a Minstrel Show • Our Boys Will Shine Tonight • He Goes To Church On Sundays
LPBR-5039 SDBR-1039

CHEROKEE • CHARLIE BARNET AND HIS ORCHESTRA • Cherokee • Redskin Rhumba • One Night in May • Moten Swing • Pompton Turnpike • East Side, West Side • Charleston Alley • skyliner • Blue Juice • Code 288A • Southern Fried • Smiles.
LPBR-5008 SDBR-1008

WALTZ MASTERPIECES • POLIAKIN CONDUCTING THE STADIUM SYMPHONY ORCHESTRA OF NEW YORK.
LPBR-6025 SDBR-3025

COPLAND: APPALACHIAN SPRING—BALLET (1941); WALTER SUSSKIND CONDUCTING THE LONDON SYMPHONY ORCHESTRA • GOULD: SPIRITUALS FOR STRING CHOIR AND ORCHESTRA (1941).
LPBR-6002 SDBR-3002

SILHOUETTES IN JAZZ • THE MICHAEL GOLDIN SEPTET • What Is This Thing Called Love • Caravan • My Reverie • Lullaby of Birdland • 'S Wonderful • La Cinquantaine (Golden Wedding) • I've Got You Under My Skin • Lullaby Of The Leaves • Mack, The Knife • Stella By Starlight • A Foggy Day • LPBR-5038 SDBR-1038

DICK MARTIN PRESENTS POLKA TIME • MIKE MISKIEWICZ AND HIS ORCHESTRA • False Alarm Polka • Jolly Cholly Polka • Fireball Polka • Old Rockin' Chair (Oberek) • East New York Polka • Meatball Polka • Empire State Polka • Bouncing Along Polka • Walk Along Polka.
LPBR-5006 SDBR-1006

RICHARD STRAUSS: TILL EULENSPIEGEL'S MERRY PRANKS, OP. 28 • DON JUAN, OP. 20 • SALOME—DANCE OF THE SEVEN VEILS • LEOPOLD STOKOWSKI CONDUCTING THE STADIUM SYMPHONY ORCHESTRA OF NEW YORK.
LPBR-6023 SDBR-3023

PROKOFIEV: CHOUT BALLET • WALTER SUSSKIND CONDUCTING THE LONDON SYMPHONY ORCHESTRA.
LPBR-6001 SDBR-3001

JO JONES TRIO • Sweet Georgia Brown • My Blue Heaven • Jive At Five • Green-sleeves • When Your Lover Has Gone • Philadelphia Bound • Close Your Eyes • I Got Rhythm • Embraceable You • Bebop Irishman • Little Susie.
LPBR-5023 SDBR-1023

THE HERD RIDES AGAIN IN STEREO • WOODY HERMAN • Northwest Passage • Caldonia • Wildroot • The Good Earth • Blowin' up a Storm • It's Coolin' Time • I Cover the Water Front • Crazy Rhythm • Sinbad the Sailor • Fire Island • Black Orchid • Bijou.
LPBR-5003 SDBR-1003

NOVEMBER RELEASES

SDBR 1060 LPBR 5060

SONGS OF HAWAII

Charles K. L. Davis
Tom Kamaki Monlo and Surf Riders

SDBR 1059 LPBR 5059

MORE CHARLIE BARNET

Charlie Barnet and His Orchestra

SDBR 1063 LPBR 5063

LONELY AND SENTIMENTAL

Gloria Lynne

SDBR 1052 LPBR 5052

FLYING HIGH WITH WILD BILL DAVIS

Wild Bill Davis Quartet

SDBR 1062 LPBR 5062

I WANT TO BE HAPPY—THE MUSIC OF VINCENT YOUMANS

Tutti Camarata and Orchestra

SDBR 3035 LPBR 6035

TCHAIKOVSKY: MANFRED

London Symphony Orchestra and Sir Eugene Goossens conducting

SDBR 3032 LPBR 6032

SCRIABIN: THE POEM OF ECSTASY AND AMIROV: AZERBAIJAN MUGAM

Leopold Stokowski conducting the Houston Symphony Orchestra

SDBR 3016 LPBR 6016

VILLA LOBOS: URAPURU—BACHIANAS NO. 1 PROKOFIEV: CINDERELLA

Leopold Stokowski conducting the New York Stadium Orchestra

THESE TOP ALBUMS WILL BE FEATURED IN A STRONG NATIONAL ADVERTISING CAMPAIGN! To obtain these great albums and other superior Everest recordings, WRITE—WIRE—PHONE your Everest Branch or your Local Distributor!

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2690 WEST PICO BOULEVARD
LOS ANGELES, CALIF.

Doom for Sapphire Needles?

• Continued from page 15

observer put it, "The only kind of merchandising a dealer thinks about today is price merchandising. If he can get it at a price that will let him sell it cheap enough, then he's interested. It seems to work about the same as it does with records with the dealers."

The Puli outfit, in the needle business for only a relatively short time, makes no bones about its hope to put the sapphire needle out of business. Sales chief Dave Ross, speaking by phone from Atlanta where he was on a road trip, told The Billboard that his company has just erected a brand new plant in Attleboro, Mass., a seat of the jewelry business, "where we have at our disposal some of the best trained labor in the jewelry and diamond fields available anywhere. Our rate of rejection is so low that we can afford to sell to the dealer for an unusually low price and the fact that we work direct with dealers gives us an added economy. We simply believe that at the price we can sell high quality diamond styli for, there simply will be no more market for the sapphire product."

Ross said the company is pushing hard on its recently inaugurated promotion, involving a special 12 by 12 inch package for a new diamond stylus. "It's a pilfer-proof package with the same dimensions as an LP which dealers are used to handling. The needle itself is encased in a plastic blister, with heavy nylon tape across the back and all of it enclosed in a polyethylene bag. All instructions for needle replacement are right on the cover of the package."

Magnavox 2-for-1 Stock Split Set

FORT WAYNE, Ind — Magnavox shareholders have accepted a company proposal for a two for one common stock split and an increase in authorized shares from 2,000,000 to 3,500,000. Prexy Frank Friedman told the stockholders at a meeting here that profits of \$1,244,000 and sales of \$25,661,000 for the third quarter were the highest ever for that period. Sales were up 47 per cent over last year and profits before taxes increased 72 per cent.

Friedman attributed increase in the radio-phono-TV division to increasing interest in the company's "Stereo Theater," TV stereo phono and radio combination, a high ticket item. He also indicated as a highly successful unit, Magnavox's development of self-contained stereo instrument, one of the earliest of its kind on the market.

Meltzer to Helm Rek-O-Kut Promo

NEW YORK — Jerry Meltzer has been appointed sales promotion manager for Rek-O-Kut Company, Inc., as well as the Audax Division of the firm. The post, which is newly established, will entail the development of point-of-sale campaigns and sales incentive programs.

Meltzer formerly was advertising and sales promotion manager for the M. J. Merkin Paint Company of New York, and has been associated with Mademoiselle and Living for Young Homemakers in the magazine field.

ABP MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

Nine of the most popular needle styles including seven monaural and two stereo, seven-mil needles are packaged in this displayable manner, with all other current styles being available in the smaller, more normal packaging. Ross stressed that because of the many variables that play on the life of a needle, his company extends an unconditional guarantee which is not limited to a set number of months or years of use or hours of playing time.

The company's drive to outmode sapphire needles was compared to the gradual disappearance of 78 r.p.m. singles from the market. "We don't even produce sapphire anymore," said Ross. "We even have a flipover stylus that has two diamond heads, a one-mil and a seven-tenths of a mil needle. It's just about as cheap to put that out as it is to produce a diamond-sapphire flipover." The company is backing up all this effort with radio spots, ad mats for dealers and ads in Playboy and Schwann.

Meanwhile, Ken Burton, sales chief of Quotone, without revealing any special holiday promotions, indicated that he expected a steady upturn in stereo replacement business. "In a year and a half of the stereo age, we have had actually two complete set years," Burton remarked. "Which means that the replacement market can only grow." Burton also saw the steel strike injunction, upheld this week by the U. S. Supreme Court, as a great help to holiday business.

Recoton's prexy, Herb Borchardt, said a new diamond package introduced by his firm two months ago, was doing well, but hastened to point out that "It's still a business where price seems to be the most important thing for the dealer. Merchandising is a matter of price today."

At Columbia, Tony Rubino, in charge of the needles and accessories department, noted that only very recently the accessories operations was switched from the phonograph division to the record division.

Price Range Chaos

With regard to pricing, the situation with needles is chaotic as ever, with prices for diamonds ranging from \$3.99 in big metropolitan areas, particularly in the East, to as high as \$15 in certain West Coast areas. How this bizarre setup, which often finds the needles going at the \$3.99 rate carrying printed list prices of as high as \$25, will end, is anybody's guess at the present time. The general impression is that \$25 or even \$15 is a highly watered price. On the other hand, it is felt in many quarters, that a number of dealers could be making a much better mark-up than they're making now, with some intelligent on-the-spot merchandising effort.

Sargent Intros New Stereo Units

OAKLAND, Calif. — Two new stereo components were introduced here this week by Sargent-Raymont Company. The units, designated as SR 7000 and SR 8000 both employ a special "Stereo separation control," designed to regulate the degree of separation between channels.

With this control equal portions of each channel may be blended into the other, achieving the effect of three channel reproduction and eliminating extreme separation or the so-called "ping pong" effect. The SR 8000 with separate electronic tuning indicators for both AM and FM channels, lists at \$249.40, while the SR 7000 unit, employing control functions to offer maximum economy, lists at \$199.40.

Zenith Bows Two New Radio Models

CHICAGO — Zenith Radio Corporation introduced two new radio models this week with widely varying purposes. The company has brought out a new, all-transistor portable set with standard broadcast and long wave weather band. On the other hand, the Zenith people have brought out a new, compact, low-priced FM-only table top radio.

The two-wave, all-transistor set is designed exclusively for farmers, fliers, boat owners, road builders and others who have need of or a fancy for detailed, frequent weather data. The set will tune to the numerous government operated area weather broadcasts which lie in the band from 150 kc. to 400 kc. The unit can also be used as a self-powered, standby navigational instrument in the air and on the water. Suggested list price is \$99.95.

The table-top FM unit is known as the Major and is described as having "big set tone in a small, compact model." According to Leonard C. Truesdell, prexy of Zenith, the set is being unveiled at a time when there is a new surge of FM interest and when there is a significant increase in the number of commercial FM stations on the air or under construction.

Compact Dems Boost Stereo

NEW YORK — According to Paul Featherstone, sales manager of Steelman Phonograph & Radio Company, Inc., who just returned from an extensive, cross-country tour of major distributors and retail dealers, compact designs in stereo phonographs, allowing demonstrations in small store areas, have boosted Steelman sales throught the country. Featherstone observed a significant increase in sales of higher priced stereo sets: \$200 to \$300 models.

Other factors that have boosted stereo sales, according to Featherstone, are improved recording techniques, new home owners who have created a heavy demand for luxury models and an increase in demand among teen-age customers for more expensive stereo units. Parents of younger children, however, still ask for the standard monaural sets, he noted.

New Telectro Store Display

NEW YORK — Telectrosonic Corporation of Long Island City, N. Y., manufacturer of monaural and stereo tape recorders, has made a new counter display of one-piece construction available to dealers thru its franchised distributors. The display is designed to emphasize the ease of operation of any Telectro tape recorder. Its dimensions are 23" high by 24" wide by 15" depth, and it can be used effectively anywhere in the store.

The display is set up so as to allow potential customers to record their own voices and then listen to the playbacks. Instructions are printed on the pocket which holds the microphone on the right hand side of the recorder. On the recorder's left is another pocket that contains a free booklet describing the various Telectro tape recorders and accessories.

NEW PROMO PITCH FOR STEREO PHONOS

• Continued from page 1

mainly to customers with monaural machines, don't explain the benefits of stereo records—information that is contained on the sleeves of most stereo disks. Said one manufacturer: "Telling a stereo record buyer how good stereo is, is like making a speech in favor of Richard Nixon to a Nixon for President Organization. The people

that need to be converted to stereo are the non-stereo buyers."

Phono manufacturers really don't care if stereo set owners continue to buy monaural disks or not. All they really want is to get the new stereo machines in the homes of as many record buyers as they can. After they sell millions of machines, they reason, the record manufacturer can concentrate on stereo LP's, for then there will be enough customers to buy them in quantity. If enough stereo machines are sold, they believe, record manufacturers can even think of cutting out the double inventory they have to manufacture — and dealers have to carry — of both monaural and stereo disks, and only carry stereo records of certain releases.

Of course, the price of monaural records has helped to keep down stereo record sales, which now only amount to about 22 per cent of all LP sales. However, with one firm, Everest, reducing its stereo disks to the same list price as monaural, it is possible other record manufacturers may follow. (See separate story.) Many a phono manufacturer feels that the monaural buyer is the key to upcoming stereo set sales, and their ideas now tend toward stressing the quality of monaural disks on stereo machines as a possible sales and promotion plan for the future.

TraVler Radio Buys 'Sonora' Trade Name

CHICAGO — TraVler Radio, thru its prexy, Joe Friedman, confirmed purchase of the trade name, "Sonora" from Automotive Manufacturing Company, which acquired the name in purchasing the assets of the now defunct Sonora Electronics Company. Sonora will be the moniker for an entirely new and separate line of TV, radio and stereo phonographs which will be made by TraVler, in addition to its regular TraVler line. To further divorce the two separate lines, Friedman said national distribution will be handled by Park Radio Service, with Edward Antin as national sales chief.

leadership!

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It's coming soon, all in one convenient, easy-to-use package. It's a ready source of Grade A box office material. It's the last word on today's top record talent, complete with all the vital data you need to choose the best names for your upcoming productions.

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— a special slick-stock section of the December 14 issue.

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Columbia, Miss.

Rep. Oren Harris, Chairman
Congressional Investigating Committee
Washington, D. C.

My Dear Mr. Harris,

In view of the current radio-TV investigation, I would like to explain to you why the d.j.'s of America have convinced me of their integrity.

As our letterhead reflects, we are based in a remote area of the U. S. This is MPI's first record release. We have no connections other than our office in Columbia, Miss. No high-paid pressure men—no lavish expense accounts to buy favors. Nothing to offer except talent (Jeri Kelly, 10-year-old girl from Picayune, Miss.).

In view of our limitations in a field of over 600 competing record firms, MPI released record #1002, "Poor Old Santa Claus" by Jeri Kelly Nov. 9, 1959. We mailed sample copies to over 3,000 d.j.'s that same day.

In the subsequent 11 days, MPI received over 500 unsolicited letters and phone calls indicating d.j. and program director enthusiasm. And not one hint in any communication to MPI regarding payola!

My confidence in the integrity of the d.j.'s of America remains unwavering.

Yours most respectfully,
(signed) ZENO GOSS

Senator James O. Eastland, Miss.
CC: Senator John Stennis, Miss.
and Representative Wm. Colmer, Miss.

VOX JOX

By JUNE BUNDY

JAIL 'N' JOCKS: No, dear deejays, this story has nothing to do with payola reports. The head refers to the recent election of KING, Seattle, as their favorite radio station by the inmates of the Federal Penitentiary on McNeil Island, Washington. Deejay Frosty Fowler and his fellow jocks (Pat Lewis, Buzz Lawrence and Woody Woodland) at KING were so pleased with their "captive audience" that they all paid a personal visit to the jail last week as the guests of associate warden Ray Mays. The spinners gave the prisoners more than 35 record albums (donated by Stanley Distributors, Seattle) and made a complete tour of the installation. Later they all used items about the tour on their respective shows, and Lawrence aired taped interviews with the inmates on his "Nightline" program.

AI (Flat Top) Daly, inmate 77582, State Penitentiary, Jackson, Mich., is working on new plans for promoting the prisoners' blood-bank drive ("Operation Leaky Arm") via outside broadcasts. Meanwhile, Daly is readying all-night record shows for the inmates which will be aired two days before Christmas and Christmas Day. His message to artists, deejays and labels: "If you want to brighten the darkest time of the year for the boys here and have an extra 15 minutes to cut a tape, come ahead. Remember no seasonal music as the boys are doing hard time anyhow just being away from their loved ones at that time of year. So how about giving a helping hand to the boys over the longest hours in each year."

WERC SPEC: Station WERC, Erie, Pa., aired another "Musical Spectacular" on Sunday (15) from 4:30 p.m. to 7:30 p.m. The show featured 30 of the "all-time great records," culled from the RCA Victor album "60 Years of Music America Love & Best." Tom Silvers emceed the show and gave brief bio sketches on each performer — Caruso, Whiteman, Dorsey, etc.

THIS 'N' THAT: Paul Coburn, WKIC, Salt Lake City, is only playing one Christmas album before Thanksgiving. It's "Ira Ironstrings Plays Santa Claus," which Coburn is using as the basis for a contest. Listeners are asked "Who is Ira Ironstrings?" First correct 20 answers win free albums. Ironstrings, of course, is veteran band-leader-guitarist Alvino Rey.

Jack Dodge, program director of Radio Bermuda, Hamilton, Bermuda, would like namesake cities in different States and in Canada to exchange station breaks, promos, etc. Dodge says the idea was started by Jerry Christopher, WKRQ, Mobile, Ala., and he has since worked with him and with Harry White, WHAV, Haverhill, Mass., on the exchange gimmick. "I foresee," writes Dodge, "such unique combinations as Portland, Ore., announcers being heard in Portland, Me., etc." Dodge says he would like to hear from everyone who's interested and that he will "arrange for all answering stations to receive lists of others which have come forward with letters."

GIMMIX: Tom Edwards, WEWS, Cleveland, is doing five hops this Thanksgiving week — "More," he notes "than I ever did while I was deejaying on WERE." ... Freeman Hover, KEYZ, Williston, N. D., reports that a recent station-sponsored stagershow, featuring Eddie Cochran drew 2,000 teen-agers to the Williston Armory. ... Bob Dayton, KOWH, Omaha, is conducting an "Autumn Swappin' Contest," whereby he trades LP's for everything from a garbage can cover to a pair of old socks.

CHANGE OF THEME: New general manager at KISN, Portland, Ore., is Dick Sherman. He succeeds Dick Brown who has joined sister outlet KOIL, Omaha, as nighttime programming supervisor. ... Harvey Glascock Jr. has been named assistant to the president of the Metropolitan Broadcasting Company, John W. Kluge. Glascock's former post as manager of Metropolitan outlet WHK, Cleveland, has been assumed by Jack Taylor.

Bill Muncey has a new show on KING, Seattle, which features "Survey-Selected" music from 2 to 3 p.m., Monday thru Friday. ... Ted Barbone, ex-program director-deejay at WIOD, Toledo, O., has joined WOHO, same city. ... Bill Breland is leaving his program director post at WALD, Walterboro, S. C., to take over the morning spot at WBEU, Beaufort, S. C.

Mike Ruppe Jr. has resigned as circulation director of KWK, St. Louis. ... Rog Birkeland has joined KYSM, Mankato, Minn., as "Night Watch" deejay-host. ... Ed Roberts, formerly with KQWH, Omaha, is now piloting the 1-6 a.m. time period on KSO, Des Moines, Ia., while Hal Moore is currently spinning 'em from 6 p.m. to midnight on Saturdays and Sundays for the same station.

New program director at WWDC, Washington, is Ed Studney. ... Ray Ford, ex-program director at KPG/A, Carlsbad, N. M., has moved to WWCO, Waterbury, Conn., as chief announcer and music director. ... New program director at WSIX, Nashville, is Ed Sheppard. ... Tom Shanahan has been promoted to program director post at WEMP, Milwaukee.

New jockey line-up at new station WJAB, Westbrook, Me., is as follows: J. Jay, Jim Sands, and Frank Fixaris. ... John Luther, news director of WERC, Erie, Pa., has been named to head a new department within the station which will embrace FM programming, special events and public service.

TEXAS: Five ex-Tennesseans are now piloting jockey shows at KNUZ, Houston. They are Jerry Rice, Joe Ford, Jeff Davis, Paul Berlin and Arch Yancey. ... New jock at KTRH, Houston, is "Sleepy" Bob Eversoh, formerly with KRCT, Pasadena, Tex. ... University student Mickey Weinberger is doing part-time deejay work at KILT, Houston. ... New spinner at KIBL, Beeville, Tex., is Bruce Hathaway.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Veteran Thompson On Country Charts Again

For the past 15 years, Hank Thompson has been one of the leading c & w. artists both on records and p.a.'s.

Bora Henry William Thompson, he got his professional start on station WACO in Waco, Tex. On the show, he was billed as "Hank the Fisted Hand." He stayed at WACO until 1943, when he entered the Navy. Upon his discharge in 1946, Thompson formed his now legendary Brazos Valley Band.

Thompson and the Brazos Valley-Boys were signed to a Capitol Records contract in 1947. Many of the group's big hits were penned by Thompson.

His latest single "I Didn't Mean to Fall in Love" is currently on The Billboard Hot C.&W. Sides chart.



"Last Ride" Chart Riders for Snow

Hank Snow, the Singing Ranger, has enjoyed popularity with those in the hillbilly groove for over 25 years.

The singer was born in 1914 in Nova Scotia. He came from a musical family and was greatly influenced by his childhood companion, Tom Mix. Snow earned the money for his first guitar by unloading salt barges.

He had his professional debut over radio station CHNS and two years later, in 1936, the singer signed an exclusive recording contract with RCA Victor. It was about this time that Hank began his association with WSM's "Grand Ole Opry." Since that time he has never been out of the public's eye.

Snow's current chart rider "The Last Ride" is a train blues type tune.

YESTERYEAR'S TOPS—

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

NOVEMBER 13, 1954

1. Hey, There
2. If I Give My Heart to You
3. I Need You Now
4. This Ole House
5. Papa Loves Mambo
6. Hold My Hand
7. Skokiaan
8. Teach Me Tonight
9. Shake, Rattle and Roll
10. Count Your Blessings

NOVEMBER 12, 1949

1. That Lucky Old Sun
2. You're Breaking My Heart
3. Slipping Around
4. I Can Dream, Can't I
5. Don't Cry Joe
6. Jealous Heart
7. Someday
8. A Dreamer's Holiday
9. Room Full of Roses
10. Maybe It's Because

DISTRIBUTOR NEWS

By HOWARD COOK

MILWAUKEE: Benn Ollman, Billboard correspondent gives the following report on distributor activities: Dealers are buying their Christmas stock more warily than last year. Floods of releases and from a host of labels is the chief contributing factor to the buying restraint. They are trying to spread their inventory, and only a few items are being bought in depth.

Harry Beckerman, Garmisa Distributing Company, lists Paul Anka's "Time to Cry" on ABC-Paramount, "Friendly World" by Fabian and "Why" by Frankie Avalon on Chancellor. "Uh! Oh!" by the Nutty Squirrels on Hanover and "Unforgettable" by Dinah Washington on Mercury are also collecting coin. James H. Martin's sales rep Marly Schwartz foresees big sales for Mantovani's London LP, "Christmas Carols." Tops in singles are "The Great Duane" by Ritchie Hart on Felsted and "Deck of Cards" by Wink Martindale on Dot. Bob Thompson, Capitol Records, reports fast action on "The Happy Reindeer," "Believe Me" by the Royal Teens, "Riders in the Sky" by Kay Starr and the Kingston Trio's LP, "Here We Go Again."

Tell Music Distributing Company, according to Rolf Voegelien, has winners with "Primrose Lane" by Jerry Wallace on Challenge and "Torquay" by the Fireballs on Top Rank. Bill Farr of Morely-Murphy Company lists "Heartaches by the Number" by Guy Mitchell, "The Little Drummer Boy" by Johnny Cash and "If I Give My Heart to You" by Kitty Kallen. Heading the list at John O'Brien Distributing Company are "Sandy" by Larry Hall, "Shake, Rattle and Roll" by Count Basie on Roulette and "Dearly Beloved" by Gloria DeHaven on Seeco. Strongest album is "Chairman of the Board" by Count Basie on Roulette.

Bob Maurer scores good sales for "Woody Woodbury Looks at Life and Love" on Stereodiddies, "We Told You Not to Marry" by Titus Turner on Glover, "I Wanna Be Loved" b-w "Mighty Good" by Ricky Nelson and "Drum Party" by Sandy Nelson on Imperial. Polkas are developing into a profitable specialty for Sherco, Inc. Vern Sherco has added three more polka and western-type labels. "Huckleberry Hound" on Colpix is his strongest LP. Rik Froio, M. S. Distributing, claims his "Mack the Knife" by Bobby Darin and "Poison Ivy" by the Coasters on Atco haven't stopped rolling yet. Orders are also big on Ahmad Jamal's Argo LP's and for the Shelley Berman Verve sets. Singles volume is picking up at Taylor Electric, RCA Victor distrib. Harold Reitz lists "Scarlet Ribbons" by the Browns and "Oh, Carol" by Neil Sedaka and "I Believe, I Believe" by Chico Holiday. "Sixty Years of Music" is the number one album.

Bob Blies, Decca Records places "Lucky Devil" by Carl Dobkins, Jr. at the top of his best-sellers. Also breaking are "Sweet Nuthin'" by Brenda Lee on Decca and "Have a Nice Weekend" by the McGuire Sisters on Coral. Strongest albums are "Music Goes Round and Round" and "Lure of the Blue Mediterranean" by Axel Stordahl.

SAN FRANCISCO: Cathy Furniss, independent promotion gal, has had a lot of winners to her credit. Platters she has been plugging that are going well include "Uh! Oh!" by the Nutty Squirrels on Hanover, "Enchanted Sea" by the Islanders on Mayflower, "The Big Hurt" by Toni Fisher on Signet and "Ghost Riders in the Sky" by Kay Starr on Capitol.

BALTIMORE: Tops on M-G-M at Mangold are "God Bless America" by Connie Francis, "Let's Try Again" by Clyde McPhatter and "Music Man" by Danny Valentine. Biggest Vista disks are "First Name Initial" by Annette and "Swamp Fox" by Rex Allen. Imperial is cooking with "Be My Guest" by Fats Domino, "Drum Party" by Sandy Nelson and "I Wanna Be Loved" by Ricky Nelson. Other hot sides are "Reveille Rock" by Johnny & the Hurricanes on Warwick, "I'll Be Following You" by Al Savage on Lido, "My Little Marine" by Jamie Horton on Joy and "Donde Esta Santa Claus" by Augie Rios on Metro.

NEW YORK: Ralph Rackmil of Coral Records, Inc., sends a note to the effect that his top sellers are "Talk That Talk" by Jackie Wilson and "When You Ask About Love" by the Crickets on Brunswick and the following Coral disks: "Vision of Love" by Explorers, "Have a Nice Weekend" by the McGuire Sisters, "Mexicali Rose" by Teresa Brewer. Top LP's are "Honky Tonk Piano" by Tiny Little and Jackie Wilson on Brunswick, "The Blues" by Pete Fountain, "The Buddy Holly Story" and "Claudio Villa Sings" (all on Coral).

DISTRIB DOINGS: Musidisc has set the following distributors: Ideal Record Products, Inc., New York; Lesco Distributing Company, Philadelphia, and West Coast Record Distributors in Southern California.

MIAMI: Strongest at Hansen Publications, Inc. this week are "Enchanted Sea" by the Islanders on Mayflower, "Smokie (Part II)" by the Bill Black Combo on Hi and "Silver Slippers" by Eddie Crandal on Scarlet.

PHILADELPHIA: Bob Heller of Chips has several hot items including "Jingle Bells Cha Cha Cha" by Pearl Bailey on Roulette, "Goodbye 50's, Hello 60's" by the Quaker City Boys on Swan, "Just for Your Love" by the Falcons on Chess and "Happy Holiday" by Terri Sawyer on Future. Comers include "Don't Sweat It, Baby" by the Four Seasons on Alanna and "Babalu's Wedding Day" by the Eternals on Hollywood.

DISCOURSE

FROM THE BILLBOARD SALES DEPARTMENT

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

GENE AUTRY: One of the musical pleasures of the holiday season is the reappearance on the scene of Gene Autry, the first singing cowboy. Gene's Christmas offering this year is a cute novelty, Santa's Comin' In A Whirlybird b-w Jingle Bells on the Republic label. Some of his all-time favorites, and million sellers, include Silver Haired Daddy, Here Comes Santa Claus, Rudolph The Red-Nosed Reindeer, Frosty The Snow Man and Peter Cottontail. When not on the road, the Challenge recording artist lives with his wife at their Melody Ranch in the San Fernando Valley.

PAT. BOONE'S latest release, The Faithful Heart, is from Pat's forthcoming motion picture A Journey To The Center Of The Earth. Flip is Beyond the Sunset, an inspirational-type ballad—both picked by Billboard. A deeply religious man, his new Dot album, He Leadeth Me, is more than an album title to Pat Boone, it's a way of life. Featured in the album are: Nearer My God To Thee, Rock Of Ages, God Will Take Care Of You, Saviour Like A Shepherd Lead Us and God Be With You Till We Meet Again. Pat is accompanied by the Jerry Fielding brass choir and chorus.

THE CURLS, two girls from Perry Como's TV Chorale, Sue Singleton and Susan Terry, sing their way into The Billboard Spotlight with their first on the Everest label, Why Don't I Go, a bright, bouncy tune about someone who is trying to make her fella jealous, b-w Imaginez Vous, a tune that tells of two teens spouting in high school French. The duo is the fem portion of (Seven Little Girls) Sittin' In The Back Seat.

CARL DOBKINS JR., the young man from Cincinnati who scored with My Heart Is An Open Book, is swinging with a new Decca release, Lucky Devil b-w (There's A Little Soag A-Singing) In My Heart. His album, Carl Dobkins Jr., contains his hit My Heart Is An Open Book, True Love, and two of his own compositions, Love Is Everything and If You Don't Want My Lovin'. Presently, Carl is serving in the Ohio National Guard.

BOBBY FREEMAN, 19-year-old lad from San Francisco, revives the ballad Ebb Tide with a sensitive and warm reading—a Billboard Winner. His first Jubilee album, Do You Wanna Dance, displays his ability to handle anything from the new to the standards. Here are a few selections from the album: When You're Smiling, Because Of You, Mardi Gras Rock, I Believe, You'll Never Walk Alone and Do You Wanna Dance. Bobby will be on the Dick Clark show Nov. 28 & 30.

BIRTHDAYS OF THE WEEK: Nov. 24, Eileen Barton. Nov. 26, Fred Astaire—on the record scene with a Kapp single, The Afterbeat b-w I'll Walk Alone. Nov. 28, Joe Iturbi.

DON GIBSON is movin' on with his latest RCA Victor wax I'm Movin' On, the old Hank Snow click. Don was the title C&W Songwriter of the Year in the recent Billboard C&W poll of C&W Disk Jockeys. In addition to his hits Oh Lonesome Me, Blue, Blue Day, Gibson's list of hit tunes includes I Can't Stop Loving You, Wasted Words, Sweet Dreams, Time's Runnin' Out and many others. His writing talent was discovered by Wesley Rose, who published his first songs. Don and his family reside in Powell, Tenn., on the outskirts of Knoxville.

ROY HAMILTON, who scored with You'll Never Walk Alone and Unchained Melody, has a new wax working for him, Ebb Tide. The Epic recording artist has an exciting collection of favorites in his new album: Have Blues Must Travel, Mood Indigo, I Got It Bad and That Ain't Good, Stormy Weather, Sophisticated Lady, I Get the Blues When It Rains, etc. Folks in the New York area can catch Roy at the Town Hall, Brooklyn, till Nov. 26.

JOHNNY & THE HURRICANES are headed South for a tour of cities

starting in North Carolina. The combo of Johnny Paris, Paul Tesluk, Dave Yorko, Butch Matice and Don Staczek, have cut an album for Warwick Records, Johnny And The Hurricanes, which features their hits Red River Rock and Crossfire. Their single, Reveille Rock, continues to climb on the Hot 100 chart.

JERI KELLY is a 10-year-old lass from Mississippi whose first record is a Christmas entry titled Poor Ole Santa Claus. Flip side is Hide 'N' Seek, a peppy song written especially for little Jeri. MPI Records is the label.

PEGGY LEE: Since her fabulous splash into the big time with Why Don't You Do Right, which she did in 1943 with Benny Goodman's orchestra, Peggy has clicked with Manana which sold over a million, It's A Good Day, Golden Earrings, Lover, and most recently, Fever. Her most recent albums are The Man I Love, on which Frank Sinatra conducted for Capitol and Jump For Joy, with Nelson Riddle's orchestra. Peggy is performing her latest, Where Do I Go From Here, from the upcoming musical Fiorello, b-w You Deserve, at the Riviera Club, Las Vegas till the end of November.

CLYDE McPHATTER is on the scene with Let's Try Again, his latest on MGM. Born in Durham, N. C., Clyde is currently at the Howard Theater, Washington, D. C., till Nov. 26. He opens at Town Hall, Brooklyn, N. Y., Nov. 27 thru Dec. 3.

SANDY NELSON is one of the newer artists on the Imperial roster. Sandy, a 19-year-old boy from Southern Calif., has created his own sound with his rhythm drums on his release Teen Beat and his new Imperial wax, Drum Party and Big Noise From Winnetka. He will be doing engagements in Hawaii Nov. 24 thru the 30th.

WEBB PIERCE has a potent two-sided to follow his I Ain't Never with his newest No Love Have I, a bright spiritual, b-w Whirlpool Of Love, a ballad with beat, both Billboard Spotlights. The young Louisianan, who composes many of his own songs, developed his musical talents when he bought himself a guitar at the age of 12.

The PLATTERS, Tony Williams, first tenor; David Lynch, second tenor; Paul Robi, baritone; Herbert Reed, bass, and Zola Taylor, recently closed a very successful engagement at the Versailles

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

Del Prado Hotel in Mexico City and are preparing their third world tour which gets under way Dec. 31. They serve up two strong sides in What Does It Matter, a rockaballad, b-w My Secret, a gospelly type, on Mercury Records, and a two-sided Billboard Spotlight Winner. Remember When is the title of one of their newer albums.

ELVIS PRESLEY is pictured on the cover of his latest RCA Victor album, 50,000,000 Elvis Fans Can't Be Wrong, in an "all gold" cowboy suit made from sequins and fashioned by one of Hollywood's top cowpoke tailors. Contents are a collection of his gold record (Vol. 2): A Fool Such As I, I Need Your Love Tonight, Wear My Ring Around Your Neck, Doncha Think It's Time, I Beg Of You, A Big Hunk O' Love, Don't, My Wish Came True, One Night and I Got Stung.

MIKLOS ROZSA is the composer responsible for the exciting musical score of the successful biblical epic Ben-Hur. M-G-M Records has released an album of music from Ben-Hur, and M-G-M's subsid, Lion Records, has an album of musical highlights from the film. This is not Mr. Rozsa's first musical excursion into Roman antiquity, he was responsible for the score used in Quo Vadis and Julius Caesar. Mr. Rozsa says, "Ben-Hur with its sweeping human dramas, personal conflict and pageantry, needed music which grew out naturally from its atmosphere and became an integral part of it. All the music which is used on scene I wrote in Rome. For inspiration I walked long afternoons in the Forum Romanum and other places of Roman antiquity."

PROMOTION DAYS AND WEEKS: Nov. 26 is Thanksgiving Day. Have a good holiday. **TOM ROLLO.**

THIS WEEK'S NEW Money Records

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

SINGLES

ALL IN GOOD TIME—The Nelson Trio Guaranteed
CRAZY LITTLE DREAM—Suzy Dickerson Trey
GILEE—Sonny Spencer Memo
HEY BARBARBOB—Louis Prima Dot
I REALLY DO—The Spectators Three Trey
MARINA—Willy Albert London
MY CUWZZA—Louis Prima Dot
NOT ONE MINUTE MORE—Della Reese RCA Victor
POOR OLD SANTA CLAUS—Jeri Kelly MPI
TEARDROP—Santo and Johnny American-Canadian
THE TOWN CRIER—The Nelson Trio Guaranteed

ALBUMS

WITCHCRAFT—Chris Connor Atlantic

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

MUSIC AS WRITTEN

LISZT PIANO COMPETITION AND SESQUICENTENNIAL

The First Liszt Piano Competition, carrying with it a prize of \$500, will be held in New York in April of 1960. Competition is being sponsored by the Franz Liszt Sesquicentennial Committee, and the piano competition is its major project for the 1960-'61 Liszt year. According to the committee's executive secretary, Dr. Henry W. Levinger, the piano competition will be open to all American pianists between 20 and 30 who have had at least one public engagement. The committee offices are on East 60th Street in New York. The \$500 prize was put up by Mr. and Mrs. Bill Goetz, of the movie world. Goetz has just finished a musical biography of Liszt which will be issued in the U. S. in 1960.

New York

Vet music publisher **Jack Maas** has joined the Hollywood office of Famous-Paramount Music. Appointment was made by **Arthur Israel**, head of the firm. Maas was with the Warner Bros. publishing firm for the past 12 years... **Thrush Mick Micheyl** returned to France last week after a successful American appearance at the Left Bank in New York to star in a new flick "Paris, Mon Amour," for which she will also write the film score. The pop chanteuse's Polydor waxings are being made available in the U. S. ... **Ed Borgelin**, head of Raynote Records, has signed **Del Erickson** and **Spade Cooley** to wax pacts. ... **Randy Starr** is now with Mayflower Records, the **Walt Volkwein** label. ... **Ben Deutschman** has ankleed Everest Records for Decca... **Lenny Martin** and **Bill Lawrence** have formed a new label in Pittsburgh called **Alanna Records**. ... **Helen Barnes**, the Brenhan, Tex., songwriter, in town last week to visit her publishers, **The Big Three**. ... **Ted Black**, Miller Music professional manager, has set **The Oxford Four**, a new group he discovered, with RCA Victor.

Andy Williams received the Washington Variety Club's token for "his outstanding contribution to TV and the recording field." ... **Crash Craddock**, the Columbia Records warbler, is off on a tour of one-nighters with the GAC-Super Productions unit "Holiday House Party." ... **Tommy Sands** will sing with the Rochester Civic Symphony Orchestra on November 28. ... The Peter Potter TV Show, "Juke Box Jury," will be televised in England, France, Germany, Sweden and Norway. Show will be handled on a custom basis by each country, with their own emcees, panels and records. ... **Publicist Irwin Zukor** has formed an album promotion department in his public relations firm and is already plugging new LP wax with deejays. ... The **Russ Carlyle** ork is now on tour thru the Midwest. ... The **Don Glasser** crew, now at Roseland in New York, opens at the Martinique Hotel in Chicago on January 20, 1960, for six weeks. ... **Smokey Stover** and his combo will play the Sheraton-Jefferson Hotel in St. Louis during the Christmas holidays. ... The **Rockin' R's** are now at the 711 Club in Columbus, O. ... The **Ivy Leaguers** are set at the Aurora Hotel in Aurora, Ill. thru December 14.

Ford Records has signed **Johnny Dugan** and the **Shamrocks**. ... A new contest plan for deejays, involving a Top 20 record quiz, has been started by an enterprising group out in Cleveland Heights, O. It's called **Network Promotions**. ... **Bill Robinson** and **Claudette Rodgers** of the **Miracles**, were married in Detroit recently. ... **Multitone A. B.** of Stockholm has signed an agreement with **United Artists** and **Unart Music** to set up a new firm for the American companies in Sweden called **Karen A. B.** It will be a jointly owned firm. ... **Eddie Manson** and ballerina **Paula Stark** will be wed November 29. ... **Ray Passman** and **Herb Wasserman** have started the **Jota** label in New York. ... **Guy Lombardo's** New Year's Eve telecast will originate in the Grand Ballroom of the Hotel Astor this New Year's, and will be seen over CBS-TV. ... Italian warbler **Rocco Granata** debuted at Carnegie Hall last Sunday (22) in New York. ... **Ella Fitzgerald** will play the role of "Big Flora" in the flick "Let No Man Write My Epitaph." ... The **Lambs Club** in New York threw a party for pubber **Jack Mills** to celebrate his 40th year as head of Mills Music. About 300 people attended the clambake emceed by **Walter Kiernan** and featuring **Harry Hirshfield**, **Frank Fay**, **Eileen Rodgers**, **Bert Wheeler**, **Carol Bruce**, **Jack Carter**, **Red Buttons**, **Hal Leroy** and **Don Cherry**. **Bob Rolontz.**

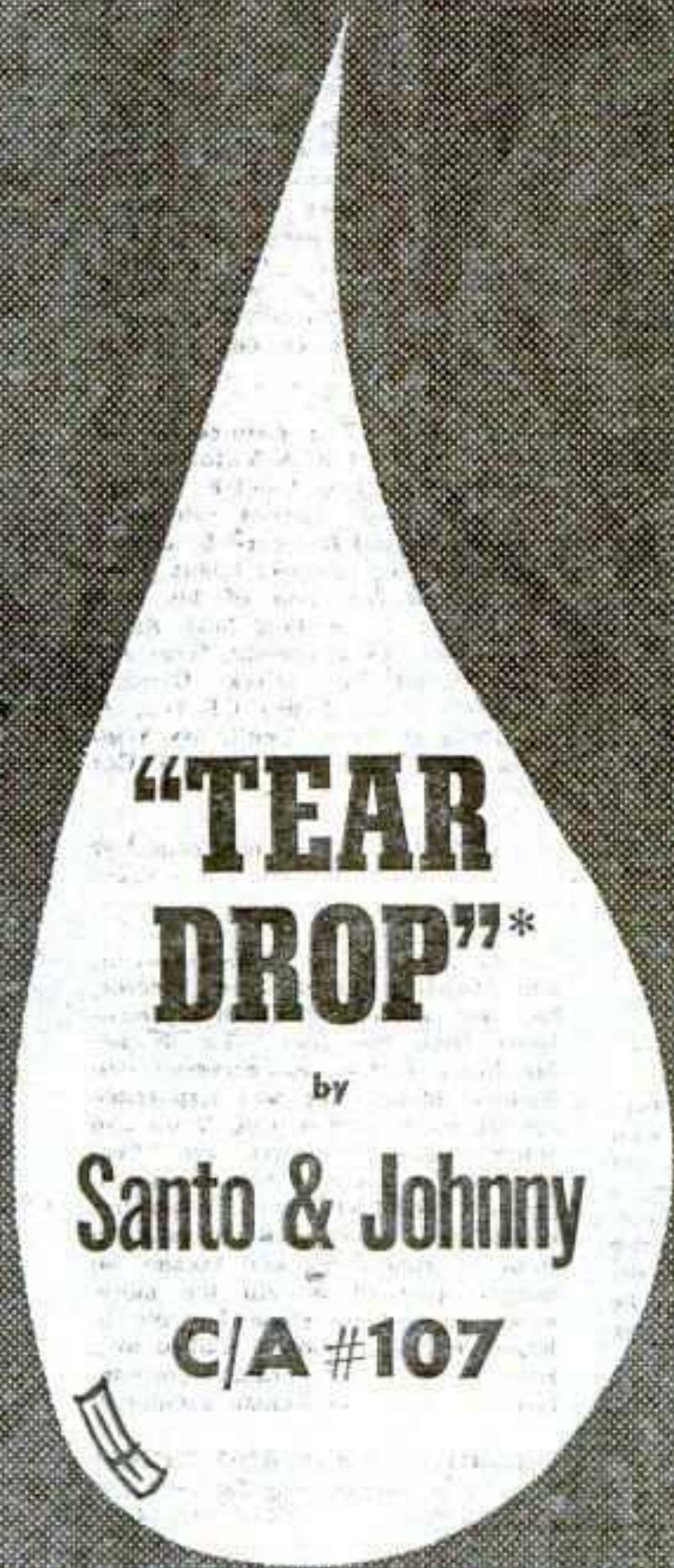
Cincinnati

Kapp Records' Jane Morgan, with **Ernest Bragg** at the piano, opened Friday (20) at Beverly Hills, Southgate, Ky., for a two-week stand. ... **WSAI Radio** here has inaugurated a **Lucky Puppy Club** as part of the **Frank Ward** platter show, heard daily from 2-6 p.m. In co-operation with the local dog pound, **Ward** describes an appealing pooch each afternoon, inviting listeners to contact the pound if they are interested in adopting the homeless pup. ... **Pee Wee King** in town last Tuesday (17) for a round of the local music haunts before departing for Washington in the interest of his **Ridgeway Music** firm. ... **Pat Nelson**, who has been handling the managerial reins on **Rusty York**, left town Tuesday (17) for a round of Midwestern deejays in the interest of **Fraternity's** new **Bobby Bare** release, "I'm Hangin' Up My Rifle."

Saul Striks, of **Somethin' Smith** and the **Redheads**, seriously injured recently when his private plane crashed in Indiana, is reported well on the mend at the **Bloomington, Ind.,** hospital. His partners are keeping the act going during his absence. **Saul** and his wife operate **Chez Neva**, theatrical boarding house in **Newport, Ky.,** just across the **Ohio River** from here. ... **Danny Engel**, veteran song plugger affiliated with **Chappell Music**, spent 48 hours in **Jewish Hospital** here for observation last week, after a bone lodged in his throat while dining with friends Tuesday night (17). **Danny** is busy these days mapping final arrangements for his marriage here **December 24** to **Beryl**

(Continued on page 27)

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



*Check The Charts

CANADIAN  AMERICAN
RECORDS, Ltd.
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Even I Know
 That The
HIT Version Is
**WILLY
 ALBERTI'S**

MARINA

1888

London
 RECORDS

539 WEST 25th STREET,
 NEW YORK 1, N. Y.



MUSIC AS WRITTEN

• Continued from page 24

Silverstein, widow of a prominent Cincinnati attorney. They will spend a two-week honeymoon in New York, headquartering at the Sheraton East Hotel.

Harry and Paul Carlson, of Fraternity Records, spent the weekend at the Owen Bradley Studio in Nashville, recording John Gary on the old standard, "The Shrine of St. Cecilia," as the second side to "When I'm Alone," which Gary waxed recently. Platter is slated for immediate release. The "Alone" ditty was penned by Harry Carlson and his former writing partner, Erwin King. The Carlsons also cut two sides on Jack Larson while in the Tennessee city. Gary left Sunday (20) for Hollywood, where on Thanksgiving Day he appears on the Art Linkletter TV show to sing his recent Fraternity release, "Thank the Lord for This Thanksgiving Day."

Al Belletto's Sextet Monday night (23) begins an indefinite engagement at Herman Kirschner's plush new Red Carpet Room downtown, to kick off a new expanded music policy at the spot. . . . Jacques Foti, pianist-singer, who Saturday (21) concluded a three-weeker at the Key Room at Peebles Corner, left for Chicago Monday (23), where he opens Friday (27) at the Cordial for a fortnight's stand set by MCA. En route, he'll stop off Tuesday (24) in Cleveland to negotiate for a possible spot on WEWS-TV there with his own television show. . . . The new Lorelei, piloted by Frank Hammer, is using Dick Miller's Quartet on Friday, Saturday and Monday nights, with the foursome augmenting Bob Rippberger at the piano bar for continuous music. Bill Sachs

Nashville

Buddy Harman, this town's ace drummer, is getting distributorship here for the boo boo stick, which he's hoping will stir a kid craze much like the hula hoop did. Buddy is co-author and boo boo stick player on Chet Atkins' hit Victor recording of "Boo Boo Stick Beat." . . . Decca's Harry Silverstein reports the Anita Kerr Quartet's new release, "Strange Little Melody" and "My Love Is a Kitten," is looking good in Memphis and Cincy. . . . Bradley Studio was busy last week with a Bennie Barnes session, several M-G-M sessions by Conway Twitty, and a Freddie Hart recording for Don Law's Columbia label. Leroy Holmes in to direct sessions for Everest label. Also coming in was Columbia's Johnny Cash, who was skedded to record the theme of "The Rebel," new ABC-TV show. Seems the producers of the show want "the Nashville sound" in the theme. . . . Jimmie Driftwood will be on the Pat Boone Show November 26. . . . Johnny and Jack have an RCA Victor session coming up in the near future.

Jim Reeves infos that jocks who do not have copies of his newest release may obtain them by writing Curtis Artists Productions, 4705 Gallatin Road, Nashville. The release couples "He'll Have to Go" and "In a Mansion Stands My Love." . . . The Judy Lynn Show, featuring Pat Kelly and the Shamrocks, are held over at Harold's Club in Reno until December 3. Act is booked by Jim Denny Artist Bureau. . . . Joe Lucas, Acuff-Rose Publications promo man, just back from a road trip to push Acuff-Rose pop, says Wilma Lee and Stony Cooper's "There's a Big Wheel" is breaking pop in Chicago and Detroit. He also infos that Acuff-Rose and M-G-M are going all out to push a new release by youngster Mark Dinning, titled "Teen Angel." . . . Pat Anderson has replaced Bill Maples on The Nashville Tennessean's "Music City Beat," which covers "Grand Ole Opry" and other entertainment angles. Maples will manage a newspaper in Bristol, Tenn. Pat Twitty

Hollywood

KMPC (Hollywood) is not renewing deejay Bill Stewart's contract. It expires December 1. . . . George Duning produced a Colpix album, "Hymns of Devotion," label's initial offering in the religious field. . . . Record Merchandising, LA distrib, will handle the Stick and Lyric labels. . . . Crown Records has signed George Liberace to record a dozen albums during the next 12 months. His first: "George Liberace Plays for Dancing at the Beverly Hilton."

United Stereo Tape's five-year pact with London Records is non-exclusive as far as distribution is concerned. Altho UST will distribute four-track tape versions of London's albums, London itself is free to use its own distribution channels if it so desires.

Verve claims the deejay promotional single pulled out of its "Oscar Peterson Plays My Fair Lady" album has stirred sufficient interest to prompt the label to market the coupling ("I Could Have Danced All Night" b-w "On the Street Where You Live") at the juke box operator and retailer levels of the business. Also at the same diskery, it's re-packaging the Spike Jones Christmas album for this year's sales. . . . Richard Blalock has penned a tune for Nick Lucas' Supper Club tour.

Mel Blanc, multi-voiced comic long in the Capitol fold, was signed to a long-term disking pact by the Warner Bros. label. One of his strongest sellers under the Capitol banner was the novelty, "I Tawt I Taw a Putty Tat," which hit the charts a decade ago.

Tops label named Wally Hill as special products divisional manager for the 11 Western States. Job calls for Hill to supervise sales of Tops' two subsid labels, Golden Tone and Craftsmen. Former affiliations include serving Somerset-Stereo Fidelity as Western regional sales manager and national sales manager for Bel Canto. He reports to Tops sales veepee, Bob Blythe. Lee Zhito.

Miss Kitty Wells

takes this opportunity to express her appreciation to all her friends for once again honoring her as their favorite female Country and Western artist.

DECCA RECORDS
congratulates
Miss Kitty Wells
on the success of her latest chart-climbing hit—
"AMIGOS GUITAR"*

* Decca 30987
c/w "LONELY IS A WORD"



Pop goes Chris



Chris Connor "Witchcraft"

ATLANTIC LP 8032

POP GOES CHRIS!

CHRIS CONNOR, long the idol of the jazz world, is presented in her first *POP* LP... and it is a sensation. In "Witchcraft," Chris proves to be the freshest, *and the hottest*, personality to hit the pop market in years!

Chris Connor has always been a swinger, but you've never heard the gal in such an aggressive, fire-eating mood. Her big, bold sound, complemented by the exciting colors and crazy rhythms of Richard Wess' big band, will charm the pants off the public.

At \$3.98 list price (a dollar less than her jazz LPs), an irresistible package!

Arranger-Conductor

RICHARD WESS

Available monaural **\$3.98**

and stereo **\$5.98**

ATLANTIC RECORDS 157 WEST 57TH STREET, NEW YORK 19, NEW YORK

The Billboard TOP LP'S

FOR THE WEEK ENDING NOVEMBER 22

BEST SELLING MONOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 HEAVENLY, Johnny Mathis, Columbia CL 1351	10
2	3 INSIDE SHELLY BERMAN, Verve MG V 15003	31
3	2 KINGSTON TRIO AT LARGE, Capitol T 1199	23
4	4 SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	87
5	7 HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	3
6	5 KINGSTON TRIO, Capitol T 996	23
7	6 THE LORD'S PRAYER, Mormon Tabernacle Choir, Columbia ML 5386	6
8	8 FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	41
9	11 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1344	18
10	9 GIGI, Sound Track, M-G-M 3641 ST	73
11	10 JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 1133	82
12	12 OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-001	10
13	13 MY FAIR LADY, Original Cast, Columbia OL 5090	190
14	14 PETER GUNN, Henry Mancini, RCA Victor LPM 1956	41
15	16 SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160	72
16	28 FOR THE FIRST TIME, Mario Lanza, RCA Victor LM 2338	3
17	17 PORGY AND BESS, Sound Track, Columbia OL 5410	19
18	19 THAT'S ALL, Bobby Darin, Atco LP 33-104	8
19	20 HYMNS, Tennessee Ernie Ford, Capitol T 756	124
20	15 NO ONE CARES, Frank Sinatra, Capitol W 1221	14
21	23 QUIET VILLAGE, Martin Denny, Liberty LRP 3122	13
22	21 THE MUSIC MAN, Original Cast, Capitol WAO 990	91
23	29 STUDENT PRINCE & OTHER GREAT MUSICAL COMEDY HITS, Mario Lanza, RCA Victor LM 1837	8
24	18 BUT NOT FOR ME, Ahmad Jamal, Argo LP 628	47
25	25 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	13

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
26	22 FIVE PENNIES, Sound Track, Dot DLP 9500	7
27	26 GYPSY, Original Cast, Columbia OL 5420	19
28	24 SOUTH PACIFIC, Original Cast, Columbia OL 4180	286
29	31 FLOWER DRUM SONG, Original Cast, Columbia OL 5350	45
30	32 OPEN FIRE, TWO GUITARS, Johnny Mathis, Columbia CL 1270	42
31	34 RACHMANINOFF: PIANO CONCERTO NO. 3, Van Cliburn, RCA Victor LM 2355	17
32	38 BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	3
33	40 SONGS BY RICKY, Ricky Nelson, Imperial IMP 9082	9
34	41 STILL MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1283	32
35	33 MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	52
36	35 FILM ENCORES, VOL. I, Mantovani, London LL 1700	107
37	36 THE KING AND I, Sound Track, Capitol W 740	162
38	43 TCHAIKOVSKY: PIANO CONCERTO NO. 1, Van Cliburn, RCA Victor LM 2252	59
39	27 MORE MUSIC FROM PETER GUNN, Henry Mancini, RCA Victor LPM 2040	23
40	42 OKLAHOMA! Sound Track, Capitol SAO 595	194
41	46 WITH THESE HANDS, Roger Williams, Kapp KL 3030	4
42	30 HAVE TWANGY GUITAR, WILL TRAVEL, Duane Eddy, Jamie JLP 3000	43
43	37 EOTICA, VOL. I, Martin Denny, Liberty LRP 3034	30
44	39 LATE, LATE SHOW, Dakota Staton, Capitol T 876	46
45	44 ESPECIALLY FOR YOU, Duane Eddy, Jamie JLP 3006	17
46	— LOUIS AND KEELY, Louis Prima & Keely Smith, Dot DLP 3210	2
47	48 TIME TO SWING, Dakota Staton, Capitol T 1241	2
48	— COME DANCE WITH ME, Frank Sinatra, Capitol W 1069	39
49	— CONNIFF MEETS BUTTERFIELD, Ray Conniff, Columbia CL 1346	1
50	— EXOTICA, VOL. III, Martin Denny, Liberty LRP 3116	1

Album Cover of the Week



TAYLOR MADE JAZZ, Argo LP 650. Don Bronstein designs a colorful and clever cover to tie in this collection of jazz compositions by Billy Taylor played by the Duke Ellington sidemen.

Best Selling Kiddie LP's on the Racks

This chart has been tabulated from the sales made by the nation's leading rack service merchandisers and jobbers. Over a four-week cycle, it covers the main types of packaged records sold from racks. These include: Best-Selling LP's (\$3 or more suggested retail price); Best-Selling Low-Priced LP's (\$2.99 or less suggested retail price); Best-Selling EP's, and Best-Selling Kiddie Records

- Sleeping Beauty**
Darlene GillespieMickey Mouse MM 32
- Tales From the Great Book**
Joseph Cotton, Robert PrestonRCA Victor Bluebird LBY 1014
- Zorro**
Sian Jones, Henry Calvis, Jerome CortlandMickey Mouse MM 28
- Bambi**
Shirley Temple RCA Bluebird LBY 1012
- The Stars Sing**
Various ArtistsGolden LP 38
- Popeye's Favorite Sea Chanties**
Allen SwiftRCA Bluebird LBY 1011
- Peter Pan**
Norman LeydenRCA Bluebird LBY 1009
- Fun in Shariland**
Shari LewisRCA Bluebird LBY 1006
- Wyatt Earp, Cheyenne and Other TV Favorites**
Various ArtistsRCA Bluebird LBY 1004
- Humpty Dumpty's Album for Little Children**
Bud CollyerRCA Bluebird LBY 1013

BEST SELLING STEREOPHONIC LP'S

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1 SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	27
2	3 KINGSTON TRIO AT LARGE, Capitol ST 1199	21
3	2 HEAVENLY, Johnny Mathis, Columbia CS 8152	9
4	13 HERE WE GO AGAIN, Kingston Trio, Capitol ST 1258	3
5	18 THE LORD'S PRAYER, The Mormon Tabernacle Choir, Columbia MS 6068	2
6	4 OKLAHOMA! Sound Track, Capitol SWAO 595	25
7	5 MY FAIR LADY, Original Cast, Columbia OC 2015	27
8	9 PETER GUNN, Henry Mancini, RCA Victor LSP 1956	27
9	6 RODGERS: VICTORY AT SEA, VOL. II, RCA Victor Symphony Orch. (Bennett), RCA Victor LSC 2226	25
10	8 PORGY AND BESS, Sound Track, Columbia OS 2016	6
11	16 FOR THE FIRST TIME, Mario Lanza, RCA Victor LSC 2338	4
12	10 GEMS FOREVER, Mantovani, London PS 106	16
13	7 FILM ENCORES, VOL. I, Mantovani, London PS 124	27
14	11 TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345	3
15	14 BLUE HAWAII, Billy Vaughn, Dot DLP 25165	20

THIS WEEK ONE WEEK AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
16	30 TCHAIKOVSKY: 1812 OVERTURE, Minneapolis Symphony Orch. (Dorati), Mercury SR 90054	21
17	17 QUIET VILLAGE, Martin Denny, Liberty LST 7122	2
18	19 GIGI, Sound Track, M-G-M SE 3461 ST	27
19	26 NEAR YOU, Roger Williams, Kapp KS 1112	4
20	27 NO ONE CARES, Frank Sinatra, Capitol SW 1221	13
21	12 COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069	27
22	15 TILL, Roger Williams, Kapp KX 1081	3
23	— GYPSY, Original Cast, Columbia OS 2017	11
24	— THE KING AND I, Sound Track, Capitol SW 740	15
25	20 TABOO IN HI-FI, Arthur Lydon, Hi-Fi Record SR 806	25
26	21 CONCERT IN RHYTHM, Ray Conniff, Columbia CS 8022	10
27	23 MORE JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CS 8150	17
28	25 PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CS 8138	8
29	— BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LSO 6006	1
30	— TCHAIKOVSKY PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252	22

Best Selling Pop EP's

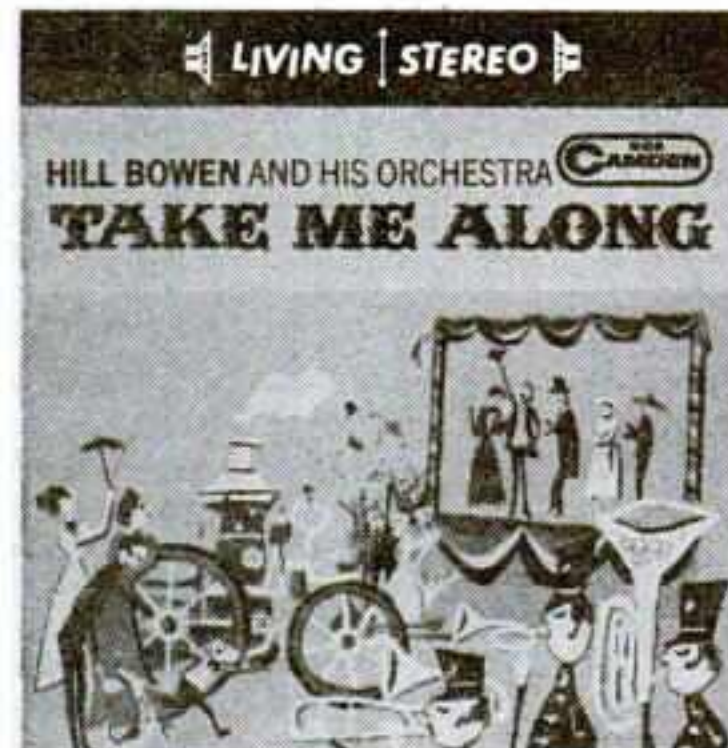
The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct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

- Heavenly**
Johnny MathisColumbia EPB 13511
- Spirituals**
Tennessee Ernie FordCapitol EAP 1-818
- Exotica**
Martin DennyLiberty EPL 1-3034
- Songs by Ricky**
Ricky NelsonImperial EP 162
- Hymns**
Tennessee Ernie FordCapitol EAP 1-756
- It's All in the Game**
Tommy EdwardsM-G-M EPX 1614
- Peter Gunn**
Henry ManciniRCA Victor EPA 4333
- Side by Side**
Pat & Shirley BooneDot DEP 1076
- No One Cares**
Frank SinatraCapitol EAP 1-1220
- South Pacific**
Original CastColumbia EPA 850

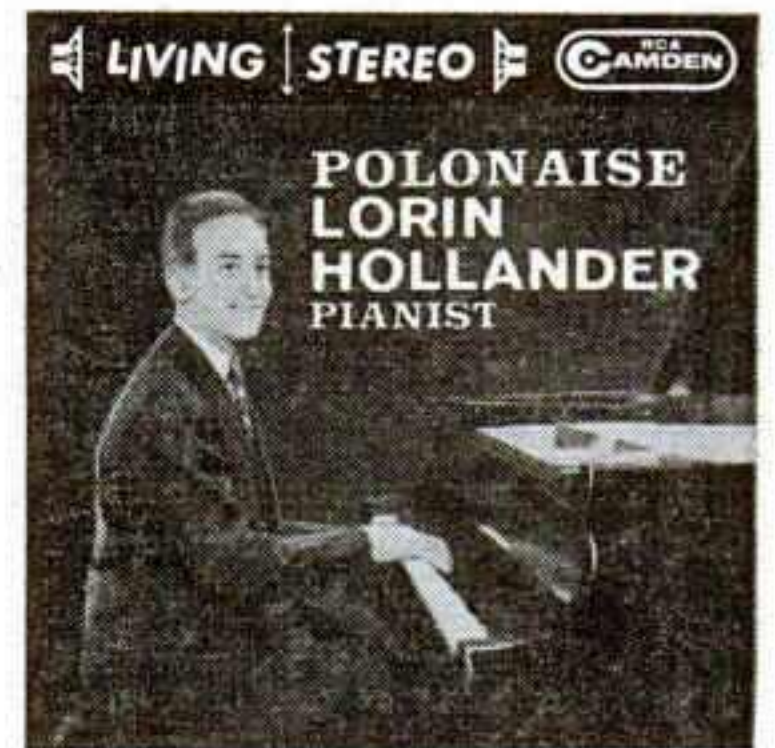
NEW SIZZLERS FROM

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TO WARM UP YOUR CASH REGISTER, ORDER THESE GREAT RCA CAMDEN MONEY-MAKERS, PRESENTING TOP ARTISTS AT IRRESISTIBLE PRICES — ONLY \$1.98 EACH FOR REGULAR L.P., ONLY \$2.98 EACH FOR LIVING STEREO.



CAL/CAS-580. Hill Bowen's Orchestra in an instrumental version of Broadway's newest hit score. Cash in on critics' raves!



CAL/CAS-534. 14-year-old pianist of TV and concert fame plays selections by Chopin, Brahms, Liszt and Rachmaninoff.



CAL/CAS-548. Goldkette recreates his greatest hits: *Who?*; *Varsity Drag*; *Charleston*; *Blue Skies*; other '20s favorites.



CAL/CAS-552. The Three Bells; Mack the Knife; other hits in one big album. A budget-priced natural for teen-agers!



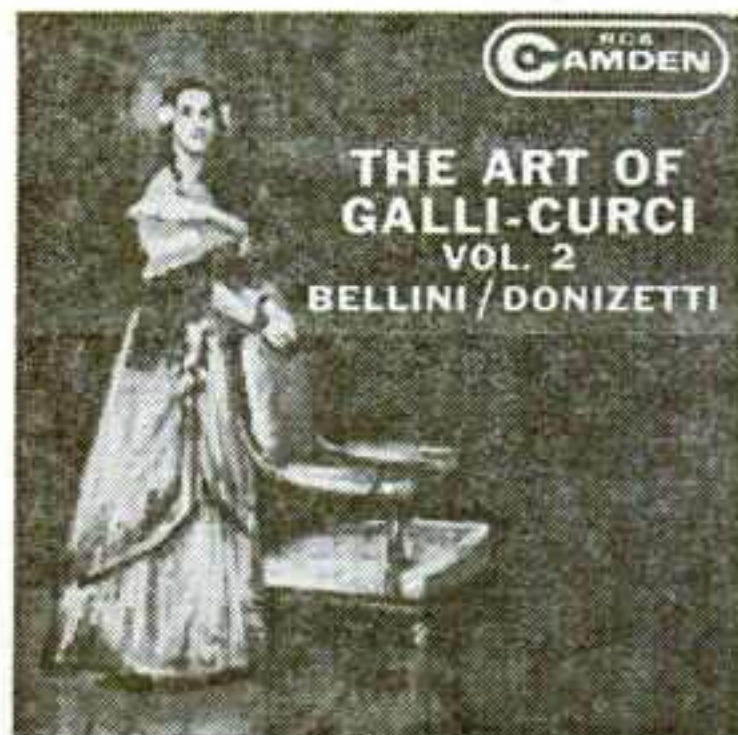
CAL/CAS-558. Already featured in 3-page *INGENUITY* article! Sales plusses: the Astaire name . . . free dance lesson offer!



CAL/CAS-561. Star of this season's "Girls Against the Boys" in: *I Hate Men*; *Without You*; *Ev'rything I've Got*, others.



CAL-537. One of the biggest names in the gospel music field presents a collection of one dozen of his all-time record hits.*



CAL-525. Follow-up to the best-selling Vol. I. Famous arias from Bellini and Donizetti operas as sung by a celebrated star.*



CAL-527. Here are the top performances of Montana Slim, the first artist ever to make a million-selling country music record.*



Manufacturer's Nationally Advertised Prices—Optional *Monaural only

Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

BE MY LOVE



Keely Smith. Dot DP 3241 — The canary's first Dot album features the gal at her vocal best with artful phrasing and rich sound. Selections — all prime jockey wax — include "Pretend," "My Reverie," "It's All in the Game," "Smoke Gets in Your Eyes," and "You Made Me Love You." Fine backing by Billy Vaughn.

L'L ABNER



Original Soundtrack. Columbia OS 2021. (Stereo & Monaural) — This package is the sound track from a big film, based on the cartoon characters of Al Capp. It has lyrics by Johnny Mercer. The disk is lilting and lively. It will get heavy deejay play and exposure. Top merchandise.

SWINGIN' ON A RAINBOW



Frankie Avalon. Chancellor 5004—A masterful packaging job by the label, calculated to have a powerful appeal to fans of the artist. The dual-fold set has two different color photos on front and back covers. Inside there are two pages of black and white candid photos plus a giant two-foot square fold-out color shot. Tunes are a pleasant mixture of standards and new material, several of which have good singles potential. A potent set.

BEN-HUR



Sound Track. M-G-M IEL—The most expensive and best publicized film of all time has the assistance of an effective musical score by Miklos Rosza. Issued in album form by M-G-M, sales of that music should benefit by the excitement generated by the film. Rosza had a better than average chance for creative composing, in view of the many dramatic episodes in the four-hour film. The result is one of the best and most salable of all film score albums, well played by the Symphony Orchestra of Rome. De luxe boxed packaging contains a copy of the book about the film, which alone sells for \$1 at theaters.

THE FABULOUS FABIAN



Chancellor CHLX 5005—A completely jazzy production for the teen-age idol. The de luxe, four-fold package contains bound in pages of black and white candid photos and a huge fold-out two-foot square color photo of the lad. Then, too, both front and back covers contain different color shots of the artist. Tunes include "Ain't Misbehavin'" and "Gimmie a Little Kiss," in addition to a flock of newies generally in the rock groove. This one would appear geared to solid sales.

Pop Low Price

PERRY COMO'S WEDNESDAY NIGHT MUSIC HALL



Camden CA 511 — Here's another sock package by Como for the low-priced field. Attractive cover photo of artist gives LP strong display value. Selections spotlight such durable standards and show tunes as "Roses of Picardy," "A Fellow Needs a Girl," and "Love of My Life" and "When You're Smiling."

Classical

BRAHMS: VIOLIN CONCERTO IN D MAJOR



Grumiaux, Violin; Concertgebouw Orch. of Amsterdam (Van Biernum). Epic BC 1017. (Stereo & Monaural) —Violinist Arthur Grumiaux and conductor Eduard Van Beinum give this package strong name value, since both frequently appear in this country with considerable box-office success. Excellent performance of a work with solid commercial appeal.

Jazz

HAPPY HOLIDAYS FROM MANY LANDS



The Mastersounds. World Pacific S 1030 — The Mastersounds are up to more of their inventive and clever jazz stylings in this happy seasonal package. Christmas songs and carols from several lands and some well-known English and pop seasonal melodies are given colorful treatments that are especially enhanced in stereo. The arrangements are by Buddy Montgomery. Excellent cover.

CARMEN



Barney Kessel. Contemporary M 3563 — Guitarist Kessel is supported by a group of top notch jazz names in their own right in this excellent LP. Modern, swingin' treatments are accorded Bizet's opera score. Personnel includes Andre Previn, Shelly Manne, Buddy Collette, Ray Linn, Victor Feldman and Joe Mondragon. The all-star line-up will prove a lure, and just a listen to any one of the tracks will convince.

Christmas

CHRISTMAS CAROLS



SAINT PATRICK'S CATHEDRAL CHOIR SINGS Roulette R 25097 — The well-known St. Patrick's Cathedral Choir (mixed group of 50 voices, including 30 boys, 20 men) under the supervision of Rev. Francis X. Duffy, contributes moving choral treatments of traditional carols. The Choir's Christmas Carol program has long been a highlight of radio-TV broadcasts of Midnight Mass from Manhattan's famous St. Patrick's Cathedral, which should make this package a strong sales item. Sound is excellent.

CHRISTMAS CAROLS



Billy Vaughn. Dot DLP 25148 (Stereo & Monaural)— Vaughn has a likely strong-selling Christmas album. Some of the selections are with chorus; others are bright instrumentals. The set is nicely programmed and includes both religious and pop Christmas favorites. Sound is good, and the colorful cover is also an attractive feature.

International

THE ROMANTIC GUITARS OF SABICAS AND ESCUDERO



Decca DL 78897. (Stereo & Monaural) — The brilliant Spanish flamenco guitarists are heard at their best in this package, spotlighting Latin American folk songs and pop themes "from the Pampas to the Rio Grande." Selections include "Guadalajara," from Mexico; "Siboney," (Cuba); "Ay, Ay, Ay," (Chile), etc. A solid sales item for the market, with excellent sound values.

Sacred

SING HYMNS WITH THE JOHNSON FAMILY SINGERS



RCA Victor LPM 2126 — A de luxe package for the famous gospel and hymn singing group. In an attractive four fold packaging, the disk is tucked into one side with a handsomely illustrated book on the other, which contains vocal parts for all the hymns being sung by the group. Among the familiar standbys are "Tell Me the Old Story," "What a Friend We Have in Jesus," and "Stand Up, Stand Up for Jesus." For fans of this genre and the group, this elaborately done package should prove a winner.

Specialty

PETER MEETS THE WOLF IN DIXIELAND



Hans Conreid with Pee Wee Erwin Dixieland All-Stars. Strand SL 1001 — This effort should be fun for a lot of folks. It's doubtless the wildest of the many wax treatments given Peter (and the Wolf), with a Dixieland attack on Prokofief. Hans Conreid does a wryly amusing job on the narration, which is slightly hipped to make it compatible with the music. Flip side offers six instrumental treatments of the key themes, without commentary. Joel Herron's arrangements are imaginative and in good taste, too.

Spiritual

THE ORIGINAL FIVE BLIND BOYS



Vee-Jay LP 5004 — This great group needs no new kudos. The devotees of true spirituality will take this one right off the shelves. The gospel chord progressions, and the intense quality of the vocals will have a purging effect on the sinful. Material includes "I Never Heard a Man," "Jesus Loves Me," "Let's Have a Church."

SPECIAL MERIT SPOTLIGHTS

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

POP DISK JOCKEY PROGRAMMING

MEMORIES OF "JOLIE"

The Singing Strings (Craft). Warwick W 2001 — Striking cover painting of the late Jolson gives double-fold package good display value. Morty Craft and his ork wrap up a group of Jolson's best known tunes in lush, sweet-stringed instrumental treatments. Nice jockey wax. Selections include "Liza," "Swanee," "April Showers," etc.

CHRISTMAS

THE SPIRIT OF CHRISTMAS—PAST, PRESENT AND FUTURE

Ken Darby Ork and Chorus. Decca DL 78939. (Stereo & Monaural) — Ken Darby has conceived an interesting musical narrative, drawing his text from the three Christmas spirits in Dickens' "A Christmas Carol." For each ghost of Christmas (past, present and future) there are a group of carols — the past utilizing carols and hymns from as far back as the 12th century; the present with contemporary Christmas tunes; and themes with an eternal message devoted to the future. It's an ideal programming set, and it rates dealer attention.

★★★★ VERY STRONG SALES POTENTIAL

POPULAR ★★★★★

★★★★ GUITAR — TWANGY WITH A BEAT

Dean Hightower. ABC-Paramount ABC 312 — The guitar sound that Duane Eddy has made a part of the current record scene, is neatly expanded upon and added to by Dean Hightower, who is featured in some first-rate guitar work on this new LP. Hightower, a young man who has long been well known for his musicianship, turns in bright, rhythmic performances of a strong group of standards and originals here. The tunes include "Peg O' My Heart," and "Harbor Lights," and originals such as "Plunkin' Party," and "Train to Teentown." A good album that could make noise.

★★★★ SWINGIN' SERENADES

Kenyon Hopkins. Capitol ST 1236. (Stereo & Monaural) — Hopkins serves up lightly swinging, melodic instrumental treatments of 12 familiar serenades — "Serenade in Blue," "Penny Serenade," "Ferry-Boat Serenade," "Donkey Serenade," etc. Good stereo sound, and prime jockey wax. Striking cover of reclining beauty in a swinging hammock gives package strong display value.

★★★★ THE 20TH CENTURY STRINGS

20th Fox 3019—A handsomely recorded string package. The ensemble consists of a number of top-ranking performers from leading concert complements and the quality of playing would back this contention up. The songs and themes are done with shimmering warmth adding up to most appealing background listening. Offerings include "Traumerai," "Hora Staccato," "La Golondrina," etc. This one can be recommended by dealers

★★★★ JERI SOUTHERN AT THE CRESCENDO

Capitol ST 1278 (Stereo & Monaural)— Miss Southern revives a number of the tunes with which she is identified from earlier recordings. These include "You Better Go Now," "Dancing on the Ceiling," "I Thought of You Last Night," etc., and the performances are all caught live at Gene Norman's well-known Crescendo nitery in Hollywood. The audience extends an appreciative hand following the gal's in-time styled offerings. For the artist's fans, this recording finds her at her best.

JAZZ ★★★★★

★★★★ SONNY ROLLINS AND THE CONTEMPORARY LEADERS

Contemporary M 3564—This album captures Sonny Rollins at his most impressive, in fact it is one of his best performances on wax in a long time. It was cut in October of 1958 on the West Coast with many top West Coast musicians including Hampton Hawes, Barney Kessel, Leroy Vinnegar, and Shelly Manne. The tunes are all standards, with such unusual items as "Rock-A-Bye Your Baby With a Dixie Melody" and "In the Chapel in the Moonlight" as well as "How High the Moon" and "I've Found a New Baby." But the most important item is Rollins' tenor, and he makes good use of it here.

★★★★ SOULFUL SAXOPHONE

Gene Ammons. Chess LP 1442 — This album contains some of Gene Ammons' most memorable hit waxings, including "My Foolish Heart," "Goodbye," "Once in a While" and "Prelude to a Kiss," which were all big hits for the pianist back in the early 1950's. And it also contains two never-previously-released sides, "You Go to Me Head" and "It's You Or No One." The soulful Ammons sax still continues to purvey a warm, tender mood. This set could make some noise with Ammons' old and new fans.

★★★★ THE SWINGIN' '20'S

Benny Carter. Contemporary M 3561— This is an important new album, first because it brings together Benny Carter and Earl Hines, for the first time, and secondly because Carter and Hines turn in some fine, relaxed jazz work, supported ably by Shelly Manne and Leroy Vinnegar. Carter is featured here and he comes thru warmly, but Faith's piano work once more stands out solidly. Tunes are all from the 1920's, and include "Sweet Lorraine," "Thou Sweet," "My Blue Heaven" and "All Alone." Good wax.

CLASSICAL ★★★★★

★★★★ BEETHOVEN: CONCERTO NO. 5 IN E FLAT MAJOR; PIANO SONATA NO. 25 IN G MAJOR, OP. 79

Andor Foldes, Piano. Berlin Philharmonic Orch. (Leitner). Deutsche Grammophon DGS 712011 — Beethoven's Fifth Symphony, a standard to be included in every collector's record library, comes in for

(Continued on page 40)

EXPLODING ALL

NEW ACT!

NEW SOUND!

**NEW SALES
EXCITEMENT!**

**"ALL IN
"THE**

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GUARANTEED

203

OVER THE COUNTRY

GOOD TIME"
B/W
TOWN CRIER"



ELSON



RIO

* WITH THE SWINGIN' TUBA



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending November 14

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Mack the Knife		1 12	6. Deck of Cards		7 8
By Weill-Brecht-Blitzstein—Published by Harms (ASCAP) BEST SELLING RECORD: Bobby Darin, Atco 6147. RECORDS AVAILABLE: Louis Armstrong, Col 40587; Owen Bradley, Dec 29816; Dick Hyman Trio, M-G-M 12149; Eric Rodgers Trio, London 1645; Caterina Valente, Dec 30978; Billy Vaughan, Dot 15444.			By T. Texas Tyler—Published by American (BMI) BEST SELLING RECORD: Wink Martindale, Dot 15968. RECORDS AVAILABLE: Tex Ritter, Cap 1665; T. Texas Tyler, King 5249; Tex Williams, Dec 28809.		
2. Mr. Blue		2 10	7. Primrose Lane		6 10
By Dwayne Blackwell—Published by Cornerstone (BMI) BEST SELLING RECORD: Fleetwoods, Dolton 5.			By Callender-Shanlin—Published by Music Productions (ASCAP) BEST SELLING RECORD: Jerry Wallace, Challenge 59047.		
3. Don't You Know		3 8	8. Lonely Street		5 9
By Bobby Worth—Published by Alexis (ASCAP) BEST SELLING RECORD: Della Reese, Vic 7591.			By K. Sowder-W. S. Stevenson-C. Belew—Published by Four Star (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1370. RECORD AVAILABLE: Carl Belew, Four Star 1701.		
4. Put Your Head on My Shoulder		4 11	9. So Many Ways		11 4
By Paul Anka—Published by Spanka (BMI) BEST SELLING RECORD: Paul Anka, ABC-Paramount 10040.			By Bobby Stevenson—Published by Brenda (BMI) BEST SELLING RECORD: Brook Benton, Mer 71512. RECORD AVAILABLE: Varetta Dillard, Savoy 1153.		
5. Heartaches by the Number		9 6	10. In the Mood		17 6
By H. Howard—Published by Pamper (BMI) BEST SELLING RECORD: Guy Mitchell, Columbia 41476. RECORD AVAILABLE: Ray Price, Col 41374.			By J. Garland-A. Razas—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORD: Ernie Fields, Rendezvous 110. RECORDS AVAILABLE: Andrews Sisters, Dec 28482; Bulawayo Sweet Rhythm Band, London 1491; Hutch Davie, Atco 6123; Crazy Otto, Dec 29449; Jerry Gray Ork, Dec 27177; Johnny Maddox, Dot 15045.		
Second Ten					
11. The Enchanted Sea		10 4	16. Danny Boy		13 6
By Metis-Starr—Published by Volkwein (ASCAP) BEST SELLING RECORDS: Martin Denny, Liberty 55212; Islanders, May Flower 16.			By Weatherly—Published by Bossey & Hawkes (ASCAP) BEST SELLING RECORD: Conway Twitty, M-G-M 12826. RECORDS AVAILABLE: Sil Austin, Mer 71442; Al Hibbler, Atlantic 911 & 1071; Joni James, M-G-M 12369; Glenn Miller Ork, Vic 0040; Slim Whiteman, Imp 8201.		
12. Misty		14 4	17. Be My Guest		26 3
By Burke & Gardner—Published by Vernon-Octave (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 41483 RECORDS AVAILABLE: Georgi Auld, Coral 65513; Chris Connor, Atlantic 2037; Erroll Garner, Mer 30037; Jane Harvey, Dot 15885; Bill Shepherd, Signet 12012; Sarah Vaughan, Mer 71477.			By Domino-Marascalco-Boyce—Published by Travis (BMI) BEST SELLING RECORD: Fats Domino, Imperial 5629.		
13. Seven Little Girls (Sittin' in the Back Seat)		12 7	18. Dance With Me		15 3
By Hilliard-Pockriss—Published by Sequence (ASCAP) BEST SELLING RECORD: Paul Evans & the Curls, Guaranteed 200.			By Lebish-Glick—Published by Tredlew-Tiger (BMI) BEST SELLING RECORD: Drifters, Atlantic 2040.		
14. We Got Love		16 3	19. Oh, Carol		18 5
By Kal Davis-Bernie Lowe—Published by Kalmans-Lowe (ASCAP) BEST SELLING RECORD: Bobby Rydell Cameo 169.			By Neil Sedaka & Howard Greenfield—Published by Aldon (BMI) BEST SELLING RECORD: Neil Sedaka, Vic 7595.		
15. Teen Beat		8 11	20. Unforgettable		19 4
By Nelson Egnoian—Published by Drive-In (BMI) BEST SELLING RECORD: Sandy Nelson, Original Sound 5.			By Irving Gordon—Published by Bourne (ASCAP) BEST SELLING RECORD: Dinah Washington, Mer 71508.		
Third Ten					
21. Battle Hymn of the Republic		21 10	26. Just Ask Your Heart		25 10
By Wilhousky—Published by Carl Fischer (ASCAP) RECORD AVAILABLE: The Mormon Tabernacle Choir, Col 41459.			By DeNota-Ricci-Damata—Published by Rambled (BMI) RECORD AVAILABLE: Frankie Avalon, Chancellor 1040.		
22. You Were Mine		22 5	27. Always		1
By Paul Gialcalione—Published by Dara & Good (BMI) RECORDS AVAILABLE: Fireflies, Ribbon 6901; Rudy West, King 5276.			By Irving Berlin—Published by Berlin (ASCAP) RECORDS AVAILABLE: Guy Lombardo Ork, Dec 23817; Dorothy Shay, Imperial 5462; Sammy Turner, Big Top 3029; Victor Young Ork, Dec 27288.		
23. Woo-Hoo		28 4	28. Believe Me		- 1
By G. D. McGraw—Published by Shapiro-Bernstein & McGraw (ASCAP) RECORD AVAILABLE: Rock-A-Teens, Roulette 4192.			By Austin-Gaudio-Villa—Published by Swarthmore-Marble (ASCAP) RECORDS AVAILABLE: Leroy Anthony Ork, Epic 9073; Billy Emerson, Chess 1728; Frankie Ervin, Guyden 2010; Shirley Gunter, Tender 511; Jack Huddle, Kapp 207; Tina Robin, Coral 61935; Royal Teens, Cap 4261.		
24. Love Potion #9		23 2	29. ('Til) I Kissed You		20 13
By Leiber-Stoller—Published by Quintet Music (BMI) RECORD AVAILABLE: Clovers, United Artists 180.			By Don Everly—Published by Acuff-Rose (BMI) RECORD AVAILABLE: Everly Brothers, Cadence 1369.		
25. Reveille Rock		- 1	30. High School U.S.A.		30 2
By King Conatser—Published by Vicki (BMI) RECORD AVAILABLE: Johnny and the Hurricanes, Warwick			By Royster-Leader—Published by Progressive (BMI) RECORD AVAILABLE: Tommy Facenda, Atlantic 51 to 78.		

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



Her second hit for RCA Victor!
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477644



RCA VICTOR
RADIO CORPORATION OF AMERICA



FOR THE WEEK
ENDING NOVEMBER 29

The Billboard HOT 100

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	2	1	1	MACK THE KNIFE Bobby Darin, Atco 6147	14
2	1	2	2	MR. BLUE Fleetwoods, Dolton 5	12
3	3	4	4	DON'T YOU KNOW Della Reese, RCA Victor 7591	10
4	5	10	12	HEARTACHES BY THE NUMBER Guy Mitchell, Columbia 41476	8
5	4	3	3	PUT YOUR HEAD ON MY SHOULDER Paul Anka, ABC-Paramount 10040	13
6	9	12	13	SO MANY WAYS Brook Benton, Mercury 71512	6
7	8	7	7	DECK OF CARDS Wink Martindale, Dot 15968	11
8	11	13	14	IN THE MOOD Ernie Fields, Rendezvous 110	10
9	10	8	8	PRIMROSE LANE Jerry Wallace, Challenge 59047	15
10	12	21	22	WE GOT LOVE Bobby Rydell, Cameo 169	7
11	6	5	6	LONELY STREET Andy Williams, Cadence 1370	12
12	13	9	15	7 LITTLE GIRLS (SITTIN' IN THE BACK SEAT) Paul Evans & the Curls, Guaranteed 200	11
13	7	6	5	TEEN BEAT Sandy Nelson, Original Sound 5	12
14	17	22	51	BE MY GUEST Fats Domino, Imperial 5629	5
15	20	20	18	MISTY Johnny Mathis, Columbia 41483	8
16	21	25	24	WOO-HOO Rock-A-Teens, Roulette 4192	8
17	15	18	30	THE ENCHANTED SEA Islanders, Mayflower 16	9
18	14	11	19	DANNY BOY Conway Twitty, M-G-M 12826	9
19	19	16	17	OH, CAROL Neil Sedaka, RCA Victor 7595	7
20	16	23	34	DANCE WITH ME The Drifters, Atlantic 2040	7
21	18	17	29	UNFORGETTABLE Dinah Washington, Mercury 71508	8
22	22	26	21	YOU WERE MINE Fireflies, Ribbon 6901	12
23	25	24	16	BATTLE HYMN OF THE REPUBLIC Mormon Tabernacle Choir, Columbia 41459	12
24	35	56	75	ALWAYS Sammy Turner, Big Top 3029	4
25	29	45	95	REVEILLE ROCK Johnny and the Hurricanes, Warwick 513	4
26	37	43	46	BELIEVE ME Royal Teens, Capitol 4261	5
27	23	33	35	LOVE POTION #9 Clovers, United Artists 180	11
28	31	41	65	THE ENCHANTED SEA Martin Denny, Liberty 55212	5
29	28	39	49	HIGH SCHOOL U.S.A. Tommy Facenda, Atlantic 51 to 78	6
30	32	31	36	LIVING DOLL Richard & the Drifters, ABC-Paramount 10042	9
31	24	15	9	JUST ASK YOUR HEART Frankie Avalon, Chancellor 1040	13
32	38	72	94	YOU GOT WHAT IT TAKES Mary Johnson, United Artists 185	4
33	50	75	89	SCARLET RIBBONS Browns, RCA Victor 7614	4

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
34	42	57	77	(IF YOU CRY) TRUE LOVE, TRUE LOVE Drifters, Atlantic 2040	4
35	47	44	55	COME INTO MY HEART Lloyd Price, ABC-Paramount 10062	5
36	55	—	—	THE BIG HURT Toni Fisher, Signet 275	2
37	34	39	44	IF I GIVE MY HEART TO YOU Kitty Kallen, Columbia 41473	8
38	45	68	90	MIDNIGHT STROLL Revels, Norgolde 103	6
39	51	80	—	MARINA Rocco Granata, Laurie 3041	3
40	40	48	53	TALK TO ME Frank Sinatra, Capitol 4284	6
41	36	37	41	JUST AS MUCH AS EVER Bob Beckham, Decca 30861	16
42	81	—	—	HOUND DOG MAN Fabian, Chancellor 1044	2
43	26	14	10	POISON IVY Coasters, Atco 6146	14
44	33	36	78	I'VE BEEN AROUND Fats Domino, Imperial 5629	5
45	27	19	11	('TIL) I KISSED YOU Everly Brothers, Cadence 1369	15
46	30	32	26	SAY MAN Bo Diddley, Checker 931	10
47	39	42	42	TORQUAY Fireballs, Top Rank 2008	9
48	49	46	48	JOEY'S SONG Bill Haley & His Comets, Decca 30956	8
49	48	51	52	POCO LOCO Gene & Eunice, Case 101	12
50	70	86	—	UHI OH! The Nutty Squirrels, Hanover 4540	3
51	73	88	—	EL PASO Marty Robbins, Columbia 41511	3
52	52	76	57	TENNESSEE WALTZ Bobby Comstock, Blaze 349	6
53	41	49	58	CLOUDS The Spacemen, Alton 254	6
54	43	100	—	WON'TCHA COME HOME Lloyd Price, ABC-Paramount 10062	3
55	68	96	—	I'M MOVIN' ON Ray Charles, Atlantic 2043	3
56	46	—	72	I DIG GIRLS Bobby Rydell, Cameo 169	5
57	64	66	66	PRETEND Carl Mann, Phillips International 3546	5
58	96	—	—	GOD BLESS AMERICA Connie Francis, M-G-M 12841	2
59	58	40	37	SOME KIND-A EARTHQUAKE Duane Eddy, Jamie 1130	8
60	54	30	25	WORRIED MAN Kingston Trio, Capitol 4271	11
61	—	—	—	FRIENDLY WORLD Fabian, Chancellor 1044	1
62	66	89	99	SMOOTH OPERATOR Sarah Vaughan, Mercury 71519	4
63	59	34	33	MORGEN Ivo Robic, Laurie 3033	15
64	56	28	23	RED RIVER ROCK Johnny and the Hurricanes, Warwick 509	17
65	94	95	98	HONESTLY AND TRULY Tommy Edwards, M-G-M 12837	4
66	67	—	—	THE BEST OF EVERYTHING Johnny Mathis, Columbia 41491	2
67	53	27	31	HEY LITTLE GIRL Dee Clark, Abner 1029	14

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
68	85	83	88	THE HUNCH Paul Gayten, Anna 1106	5
69	75	53	40	MARY LOU Roanie Hawkins, Roulette 4177	15
70	97	—	—	(NEW IN) THE WAYS OF LOVE Tommy Edwards, M-G-M 12837	2
71	82	78	83	THE HUNCH Bobby Peterson, V-Tone 205	5
72	—	—	—	WAY DOWN YONDER IN NEW ORLEANS Freddie Cannon, Swan 4043	1
73	65	82	93	TINY TIM LaVern Baker, Atlantic 2041	4
74	—	—	—	IT'S TIME TO CRY Paul Anka, ABC-Paramount 10064	1
75	69	58	63	FIRST NAME INITIAL Annette, Vista 349	5
76	—	—	—	AMONG MY SOUVENIRS Connie Francis, M-G-M 12841	1
77	44	35	27	THE ANGELS LISTENED IN The Crests, Coed 515	15
78	92	—	—	GOODNIGHT MY LOVE Ray Peterson, RCA Victor 7635	2
79	74	93	—	ONE MORE CHANCE Rod Bernard, Mercury 71507	3
80	—	—	—	PRETTY BLUE EYES Steve Lawrence, ABC-Paramount 10058	1
81	90	—	—	THERE I'VE SAID IT AGAIN Sam Cooke, Keen 82105	2
82	77	90	—	HAPPY ANNIVERSARY Four Lads, Columbia 41497	3
83	98	—	—	I'LL WALK THE LINE Don Costa, United Artists 190	2
84	93	—	—	GILEE Sonny Spencer, Memo 17984	2
85	71	85	96	FANCY NANCY Skip and Flip, Brent 7005	4
86	—	71	76	RUNNING BEAR Johnny Preston, Mercury 71474	6
87	—	—	—	TALK THAT TALK Jackie Wilson, Brunswick 55165	1
88	60	65	60	FIRST LOVE, FIRST TEARS Duane Eddy, Jamie 1130	9
89	—	—	—	SANDY Larry Hall, Strand 25007	1
90	57	29	20	SLEEP WALK Santo and Johnny, Canadian-American 103	18
91	79	77	85	STARRY EYED Gary Stites, Carlton 521	4
92	76	61	45	BROKEN-HEARTED MELODY Sarah Vaughan, Mercury 71477	19
93	—	—	—	STORY OF OUR LOVE Johnny Mathis, Columbia 41483	1
94	95	—	—	MARINA Jacky Noguez, Jamie 1137	2
95	—	—	—	WHY Frankie Avalon, Chancellor 1045	1
96	83	87	—	HAPPY ANNIVERSARY Jane Morgan, Kapp 305	3
97	89	84	87	JUST TO BE WITH YOU The Passions, Audicon 102	6
98	63	81	73	TENNESSEE WALTZ Jerry Fuller, Challenge 59057	5
99	100	—	—	SO YOUNG Clyde Stacey, Argyle 1001	2
100	—	—	—	WE TOLD YOU NOT TO MARRY Titus Turner, Glover 201	1

& TOMORROW'S TOPS

BEST BUYS

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

POP

- *GOD BLESS AMERICA/AMONG MY SOUVENIRS Connie Francis (Berlin, ASCAP) (DeSylva, Brown & Henderson, ASCAP) M-G-M 12841
- *HOUND DOG MAN/FRIENDLY WORLD Fabian (Fabulous, BMI) (Robbins, Feist & Miller, ASCAP) Chancellor 1044
- *EL PASO Marty Robbins (Marty's Music, BMI) Columbia 41511
- *UH! OH! The Nuffy Squirrels (Jason, BMI) Hanover 4540

*WAY DOWN YONDER IN NEW ORLEANS . Freddie Cannon (Shapiro-Bernstein, ASCAP) Swan 4043

*HONESTLY AND TRULY/(NEW IN) THE WAYS OF LOVE Tommy Edwards (Edwards-H&S, ASCAP) (Sequence, ASCAP) M-G-M 12837

*IT'S TIME TO CRY Paul Anka (Spanka, BMI) ABC-Paramount 10060

C&W — No selections this week.

R&B — No selections this week.

In order to speed record reviews, The Billboard requests that all singles be sent to The Billboard Music Department, 1564 Broadway, New York 36, N. Y.

BUBBLING UNDER THE HOT 100

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

- MARINA Willy Alberti, London
- SHADOWS The Five Satins, Ember
- DO-RE-MI Mitch Miller, Columbia
- EBB TIDE Bobby Freeman, Josie
- (IT'S NO) SIN Billy Vaughn, Dot
- MIGHTY GOOD Ricky Nelson, Imperial
- I WANNA BE LOVED Ricky Nelson, Imperial
- CANDY APPLE RED Bonnie Guitar, Dolton
- BEYOND THE SUNSET Pat Boone, Dot
- SMOKIE (PART II) Bill Black's Combo, Hi
- TEARDROP Santo & Johnny, Canadian-American
- MY LITTLE MARINE Jamie Horton, Joy
- COO COO-U The Kingston Trio, Capitol
- TELL HER FOR ME Adam Wade, Coed
- LET'S TRY AGAIN Clyde McPhatter, M-G-M

HOT 100: A TO Z

Always	24
Among My Souvenirs	76
Angels Listened In, The	77
Battle Hymn of the Republic	23
Be My Guest	14
Believe Me	26
Best of Everything, The	66
Big Hurt, The	36
Broken-Hearted Melody	92
Clouds, The	53
Come Into My Heart	35
Dance With Me	20
Danny Boy	18
Deck of Cards	7
Don't You Know	3
El Paso	51
Enchanted Sea (Denny)	28
Enchanted Sea (Islanders)	17
Fancy Nancy	85
First Love, First Tears	88
First Name Initial	75
Friendly World	61
Gilee	84
God Bless America	58
Goodnight My Love	78
Happy Anniversary (Four Lads)	82
Happy Anniversary (Morgan)	96
Heartaches by the Number	4
Hey, Little Girl	6
High School U. S. A.	29
Honestly and Truly	65
Hound Dog Man	42
Hunch, The (Gayten)	68
Hunch, The (Peterson)	71
I Dig Girls	56
If I Give My Heart to You	37
(If You Cry) True Love, True	34
I'll Walk the Line	83
I'm Movin' On	65
In the Mood	8
It's Time to Cry	74
I've Been Around	44
Joey's Song	48
Just as Much as Ever	41
Just Ask Your Heart	31
Just to Be With You	97
Living Doll	30
Lonely Street	11
Love Potion #9	27
Mack the Knife	3
Marina (Granata)	39
Marina (Noguez)	94
Mary Lou	69
Midnight Stroll	38
Mr. Blue	2
Misty	15
Morgen	63
(New In) The Ways of Love	70
Oh, Carol	19
One More Chance	79
Poco Loco	49
Poison Ivy	43
Prefer	57
Pretty Blue Eyes	80
Primrose Lane	9
Put Your Head on My Shoulder	5
Red River Rock	64
Reveille Rock	25
Running Bear	86
Sandy	89
Say Man	46
Scarlet Ribbons	33
7 Little Girls (Sittin' in the Back Seat)	12
Sleep Walk	90
Smooth Operator	62
So Many Ways	54
So Young	99
Some Kind-A Earthquake	59
Starry Eyed	91
Story of Our Love	93
Talk That Talk	87
Talk to Me	40
Teen Beat	13
Tennessee Waltz (Comstock)	52
Tennessee Waltz (Fuller)	98
There I've Said It Again	81
(Til) I Kissed You	45
Tiny Tim	73
Torquay	47
Uh! Oh!	50
Unforgettable	21
Way Down Yonder in New Orleans	72
We Got Love	10
We Told You Not to Marry	100
Why	95
Who's Come Home	56
Who-Ho	16
Worried Man	60
You Got What It Takes	32
You Were Mine	22

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

THE COASTERS



RUN RED RUN (Tiger, BMI) — WHAT ABOUT US (Tiger, BMI)—The group figures to continue its hit spree with this great coupling. Top side is about a wild poker game and features crazy piano backing by Mike Stoller. Flip is a complaint about a friend who has everything. Either or both sides here. **Atco 6153**

DEE CLARK



HOW ABOUT THAT (Sheldon, BMI)—BLUES GET OFF MY SHOULDER (Tollie, BMI)—The fine chanter has a hot coupling here. On top is a bright up-beater which also has solid chorus work and a strong melody. Flip is a slow and highly persuasive blues. Watch both. **Abner 1032**

SAM COOKE



HAPPY IN LOVE (Venice, BMI)—I NEED YOU NOW (Venice, BMI)—Cooke is strongly in his old gospel groove on the "Love" side and the chick group provides him with strong support. "I Need You Now," is a gentle ballad and it's also given a strong go. **Specialty 667**

CARL DOBKINS JR.



LUCKY DEVIL (Sequence, ASCAP)—(THERE'S A LITTLE SONG A SINGING) IN MY HEART (Leeds, ASCAP)—A winning coupling for the young chanter. Topside is a bright ditty with a "Baby" Cortez type organ backing and a good chorus sound. Looks like a strong bet, as does the flip, a cute, swingy tribute to a chick. **Decca 31020**

JOHNNIE RAY



WHEN IT'S SPRINGTIME IN THE ROCKIES (Robbins, ASCAP) — AN ORDINARY COUPLE (Williamson, ASCAP)—One of Johnnie Ray's best outings in a long time. On top is the grand old tune done up in a strong vocal job to a guitar and harmonica background. It can be a winner. Flip, also appealing, is a pretty tune from Rodgers and Hammerstein's "Sound of Music." **Columbia 41528**

THE STARLIGHTERS



THE ST. LOUIS BLUES ROCK (W. C. Handy, ASCAP)—Here's a solid rocker that could easily break loose. It's a pounding version of the oldie with a tenor lead growling against a steady drum beat. Watch it. Flip is "Starfire," a rocker. (Greta, BMI) **Climax 107**

KENNY LEE MARTIN



ONE NIGHT STAND (Efsce, BMI)—YOUR CHEATIN' HEART (Acuff-Rose, BMI)—A smart coupling by the artist, with the top side telling of his being a rock and roll chanter on a one-night stand. Has touches of "The All American Boy" in the approach. Flip is a listenable version of the great Hank Williams tune. Two good sides. **M-G-M 12846**

CREED TAYLOR



JOHNNY (Wendy, BMI)—Here's an interesting and bright treatment of "When Johnny Comes Marching Home." It has a fine guitar lead over a good chorus. Definitely has a chance. Flip is a nice revival of "Diane," (Miller, ASCAP) **ABC-Paramount 10067**

CILE TURNER



THE GOLDEN RULE (Bentley, BMI)—Miss Turner has a sensational, down-to-earth sound on this reading of a great spiritual-type song on the order of "Whole World in His Hands." This one could easily be a smash. Flip is "Crap Shootin' Sinner." (Bentley, BMI) **Colonial 7004**

JOHNNY TILLOTSON



NEVER LET ME GO (Tannen, BMI)—Tillotson has been hot lately and he can stay right up there with this smart rocker. It's brightly handled over a sharp rhythm backing and it figures to move up. Flip is a ballad. "Why Do I Love You So." (Tannen, BMI) **Cadence 1372**

BERT AND BILL GIANT



THE GETTYSBURG ADDRESS (Vision, BMI)—There's strong patriotic flavor generated here as the duo recite and chant Lincoln's famous address to the accompaniment of a Civil War type martial tempo. This can be a hot one and it should be watched. Flip is "Wayward Man," (Kenco, ASCAP) **Signature 12019**

Christmas

MORMON TABERNACLE CHOIR



HALLELUJAH CHORUS — CAROL OF THE BELLS (Fisher, ASCAP); SILENT NIGHT—A powerful follow-up by the massed voices to their recent "Battle Hymn" smash. Topside is from their new album of Handel's "Messiah." Flip couples two great carols, first of which is done a cappella. Excellent holiday programming fare. **Columbia 41515**

JIMMIE RODGERS



WISTFUL WILLIE (Honeycomb, ASCAP) — IT'S CHRISTMAS ONCE AGAIN (Patricia, BMI)—A strong coupling with a nice contrast. Top side is a bright, swingy piece of holiday-slanted material, with the flip a beautiful, slow Christmas ballad sung with much sincerity. Top-notch Christmas programming. **Roulette 4205**

(Continued on page 39)

CHILE

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Reviews of THIS WEEK'S SINGLES (continued)

• Continued from page 37

Country & Western

GEORGE MORGAN



YOU'RE THE ONLY GOOD THING (THAT'S HAPPENED TO ME) (Golden West Melodies, BMI)—**COME AWAY FROM HIS ARMS** (Cedarwood, BMI)—Two great sides by Morgan and either or both can go. On top is a strong piece of ballad fare, with weepy overtones, while the flip is another highly satisfying ballad. Watch these sides. **Columbia 41523**

JEAN SHEPARD



THE ONE YOU SLIP AROUND WITH (Jat, BMI)—**THE MYSTERIES OF LIFE** (Four-Star, BMI)—The gal has a fine sound and she unleashes two solid bits of material here. Both are ballads and both deal with marriages gone wrong. Strong messages on both sides and either can move out. **Capitol 4321**



SPECIAL MERIT SPOTLIGHTS

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

POP TALENT

THE OMEGAS

WHEN YOU TOUCH ME (Acuff-Rose, BMI) — **FROZE** (Acuff-Rose)—The new group sings in a style reminiscent of the Coasters and they sell themselves well. Top side is a Boudleaux Bryant tune that gets a sharp reading. Flip is another Bryant song and it gets an equally winning performance. Watch this group. **Decca 31008**

POP DISK JOCKEY PROGRAMMING

SPENCER ROSS

TRACY'S THEME (Devon, BMI) — A topical entry, this offering is from "The Philadelphia Story" TV spectacular version, now upcoming. It's attractive theme material, very much worthy of spins. Flip is "Thanksgiving Day Parade," (Devon, BMI). **Columbia 41532**

PETER DE ANGELIS

BAIONE DI CAPRI (Debmar, ASCAP) — A rhythmic, Italian-styled dance effort is given a sock treatment here by the De Angelis Ork. Vocal chorus is heard to advantage. Listenable and danceable and strong programming material anytime. Flip is "Come Closer My Little Loved One," (Shapiro-Bernstein, ASCAP). **Chancellor 1038**

PETE KING CHORALE

MY FAVORITE THINGS (Williamson, ASCAP) — **THE SOUND OF MUSIC** (Williamson, ASCAP) — A smart record indeed. It features two winning songs from the new Rodgers and Hammerstein smash, "The Sound of Music," and two more tasteful choral readings would be hard to come by. Class programming all the way. **Kapp 312**

HUGO AND LUIGI

JUST COME HOME (Ross Jungnickel, ASCAP) — A great big song is handed a winning reading by the big Hugo and Luigi chorus. It's a pretty tune and the sound is tops. Audiences will like this for a change of pace. Flip is "Lonesome Stranger," (Sequence, ASCAP). **RCA Victor 7639**

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

SIL AUSTIN

★★★★ GONE AGAIN — MERCURY 71543 — A slow and lazy instrumental that's mighty pretty and relaxing. The Austin tenor sax sounds fine here and it's abetted by a nice arrangement with chorus. Good programming for boxes and jocks. (Swing & Tempos, BMI)

★★★★ SEPTEMBER SONG—The chorus takes a classy sounding vocal spot on this revival of the Kurt Weill standard. Austin's sax weaves around in back of the vocal, then steps up for a featured spot. Watch both these sides. (DeSylva, Brown & Henderson, ASCAP)

NAPPY BROWN

★★★★ TOO SHY — SAVOY 1579 — This is Nappy Brown with strings. Deejays who remember the chanter as a blues shouter will hear another aspect of his talent. He really sings out. (Savoy, BMI)

★★★★ GIVE ME YOUR LOVE — This one, like the flip, starts with a flourish of strings. Tune is a ballad, and its done with pomp as well as a beat. Watch both. (Crossroads, BMI)

BILL COLLINS

★★★★ BORDER BEAT — BRENT 7008—Unusual instrumental, in slow march tempo, done as a dirge with repeating figures by the drums and guitar. Merits exposure. (Renown-Peer, BMI)

★★★ Upturn — Uptempo instrumental, country flavored and blues-oriented. Makes an interesting coupling for the flip. (Renown-Peer, BMI)

ROSCOE GORDON

★★★★ GOIN' HOME — VEE-JAY 332 — The Fats Domino song is a gasse, with its stops and walking beat. Gordon chants it well, and he's got a funky guitar behind him which will fracture listeners. (Commodore, BMI)

★★★ Just a Little Bit — A rhytha blues. A fine job by Gordon and the instrumentalists; particularly the tenor man who should never stop. (Tollie, BMI)

JIMMIE DAVIS

★★★★ WE'RE GONNA LET THE GOOD TIMES ROLL — DECCA 31009 — Handclapping chorus gives strong assist to Davis' sincere vocal. Infectious tempo makes it good jockey-juke wax. (Vern, BMI)

★★★ If You Can Get Along With Me — Country-flavored ballad with mildly r.&r. beat is handed a pleasant reading by Davis and chorus. Both sides are dual market items. (Davis, BMI)

RUSTY & DOUG

★★★★ THE LOVE I WANT — HICKORY 1110 — Construction of this tune is reminiscent of old English catches. The vocal duo belt it out in style, to swiny guitar backing. (Acuff-Rose, BMI)

★★★ Oh Love — This side is a ballad — the arrangement having a conventional triplet figure. Good sound. (Acuff-Rose, BMI)

NELSON RIDDLE

★★★★ AUTUMN IN RIO — CAPITOL 4309—Latinish theme is treated to a quality instrumental setting by the Riddle ork and chorus (again wordless). Excellent jockey material. (Central Songs, BMI)

★★★ The Untouchables — Theme from the TV show is given a brassy, instrumental outing by the Riddle ork. Good jockey side. Wordless chorus is heard. Riddle clefled the tune. (Desilu, ASCAP)

JOHNNIE LARK

★★★★ ROCKIN' LITTLE JOE — ACE 574 — Rocker adaptation of "Old Black Joe" features twangy guitar and honking tenor. Spinnable side that could step out. (Singing River-Hazel, BMI)

★★★ Trigger Happy — Guitars and sax interpret this rocker in spirited fashion over bright rhythm. Side is also a contender. (Singing River-Hazel, BMI)

THE NELSON TRIO

★★★★ THE TOWN CRIER — GUARANTEED 203 — A bouncy tune is handed a good reading by the male vocal group. Arrangement has an instrumentation which calls for a banjo and a tuba. Good song idea here. (Pambill-Sequence, ASCAP)

★★★ All in Good Time — A cute side with a nice sound. It's a rhythm effort by the boys using the same catchy banjo, tuba backing. Either side could step if plugged. (Pambill-Sequence, ASCAP)

RUSTY DRAPER

★★★★ I GET SO JEALOUS — MERCURY 71545 — A good medium beater with touches of the blues. Draper's unusual pronunciation of the word "jeal-yous" could stir some attention. Good sound and the side is worth watching. (Ruch, BMI)

★★★ All for the Love of Flo — A folkish, minor key effort by Draper which tells the story of a man in the jailhouse. Draper has a good sound here. (Tweety, BMI)

NINA SIMONE

★★★★ THE OTHER WOMAN — COL PIX 135 — A wonderful reading of the fine special material ditty by the thrush over simple and excellent backing by herself on piano. A strong disk here. (Favorite, ASCAP)

★★★ It Might as Well Be Spring — The thrush comes thru with a first-rate performance of the lovely Rodgers and Hammerstein tune, from her album "The Amazing Nina Simone." (Williamson, ASCAP)

THE NORMAN LUBOFF CHOIR

★★★★ WALTZING MATILDA — COLUMBIA 41516 — Featured in the picture, "On the Beach," this Australian folk song gets a strong go. It's one of several versions and it can cop a share of the loot. (Fisher, ASCAP)

★★★ Valencianita — An interesting and somewhat offbeat Spanish-oriented effort by the fine group. Flip will get the play however. (Walton, ASCAP)

★ ★ ★ GOOD SALES POTENTIAL

BILLY ADAMS

★★★ Peggy's Party — CAPITOL 4308—Exuberant interpretation of a catchy rocker with good beat. (Source, BMI)

★★★ Count Every Star—Adams wraps up an oldie in an emotion-packed delivery. Nice fem chorus backing. Merits spins. (Paxton, ASCAP)

BOBBY SYKES

★★★ Moonlight Becomes You — EPIC 9346—Pretty oldie is sold nicely as a rock-ballad by the chanter. Soft guitar support is prominent with the chorus in the backing. (Famous, ASCAP)

★★★ Never Felt Like This — Spiritual-sounding rocker gets a relaxed belt by Sykes with the chorus and snappy ork backing helping all the way. It rates spins. (Cedarwood, BMI)

STEVE GIBSON & THE ORIGINAL REDCAPS

★★★ San Antonio Rose—HUNT 330—The fine Bob Wills song gets a bouncy performance, with gimmicked vocal effects. Arrangement builds excitement. (Bourne, ASCAP)

★★★ Where Are You?—A ballad with a triplet-figured backing. Vocal arrangement represents considerable production thought. (Tinker, ASCAP)

RAY WASHINGTON

★★★ I Know—VIM 1017—Ballad with be- is belted with vigor. Danceable item has pop and r.&b. appeal. (Hazel, BMI)

★★★ I Never Realized—Rockballad gets a fair enough warble from Washington on this attractive side. Flip appears a bit more potent, however. (Hazel, BMI)

MICKEY CALLAN

★★★ Marina—COL-PIX 134—Late cover of the import by the stage and screen star. He has a good sound, and the disk may still be able to share in some of the loot for the tune. Lyrics are in English here. (Maxwell, BMI)

★★★ You Just Gotta Love Me, Too—Tune is much like "So High, So Low." The spiritual-derived rocker gets a salable belt from the talented newcomer. (Tripty, BMI)

COBY DIJON

★★★ You'll Never Get Away From Me—EPIC 9347—Coby Dijon, the Brazilian, sings the tune from "Gypsy" pleasantly. It could get spins. (Chappell, ASCAP)

★★★ Loving You—Big tune penned by Buck Ram is handled in big style here by the Brazilian singer over a full-stringed ork. (AMC, ASCAP)

DANNY JORDAN

★★★ Danny—CLIMAX 106—Danny Jordan bows on the label with a first-rate reading of a listenable rocker, arranged and conducted by Teddy Randazzo. It has a sound. (May, ASCAP)

★★★ Princess—An attractive new ditty is performed well here by the chanter, over a rhythmic backing. Randazzo also handled the arranging and conducting chores here. (Maggie, BMI)

ZOLA AND HIS HORN

★★★ The Slide—JARO 77011—Lively instrumental treatment of a catchy novelty theme with toe-tapping beat. Good jockey side. (Moonbeam, BMI)

★★★ Marching to the Coliseum—Bluesy instrumental with driving beat and solid horn solo work. Dual market item. (Fairlane-Lansdowne, ASCAP)

KENT PARRY & THE ROGUES

★★★ Stock Then Rock — ALTON 600 — Lively group warbling stint on a bouncy r.&r. ditty. Dual market side. Good guitar solo work. (Dartyne, BMI)

★★★ Picky Micky—Deep South-styled guitar work is featured on a haunting blues. Effective side. (Dartyne, BMI)

SAMSON & THE GOLIATHS

★★★ Stock Chips — FINESSE 1711—Bouncy guitar, piano, organ and sax treatment of "Chop Sticks" with catchy r.&r. beat. Amusing jockey wax. (Go, BMI)

(Continued on page 49)

(Continued on page 46)

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Reviews and Ratings of New Albums

Continued from page 31

★★★★
VERY STRONG SALES POTENTIAL

a fine reading by the noted pianist. Mr. Foides shows his versatility in his dexterous and flowing performance of the lighter work, Sonata No. 25 in G Major, also programmed here. Ferdinand Leitner conducting the Berlin Philharmonic ably supports the pianist. Good stereo sound.

LOW-PRICE CHILDREN'S ★★★★★

★★★★ **CONDUCT YOUR OWN ORCH.**
Various Artists, Golden GLP 47—This disk follows the example of recent LP's issued for adults who are frustrated conductors. The juvenile equivalent also includes a baton as part of the package. All that's lacking are some elementary instructions on basic principles of conducting. Despite this lack, kids will doubtless wave the stick in time to some catchy, rhythmic music derived from the classics, conducted on this disk by Mitch Miller.

CHRISTMAS ★★★★★

★★★★ **IT'S CHRISTMAS ONCE AGAIN**
Jimmie Rodgers, Roulette R 25095—Rodgers performs handsomely and with suitable sincerity and warmth a number of the familiar carols and Christmas songs, assisted in a tasteful way by Joe Reisman's orchestra and chorus. The collection includes "White Christmas," "O Holy Night," "The First Noel" and "The Christmas Song." At least some of these selections can pull considerable on-the-air activity and the set can do business for dealers.

LOW-PRICE CHRISTMAS ★★★★★

★★★★ **DAVID NARRATES THE LITTLE STAR OF BETHLEHEM AND THE TOY BOX**
Cricket CR-X1 — David Wayne's presentations of the two fables should go over well with the youngsters. Background music under the direction of John L. Eastman is just right, and the programmatic score enhances the readings. Attractive cover will

help. Prime appeal will be during the holiday season, tho many tots will probably find it interesting well beyond.

★★★★ **CHRISTMAS — FOR CHILDREN ONLY**

Cricketone Chorus and Playhour Players, Cricket X-2 — Side one contains eight charming Christmas selections including well-known and newer tunes. Side two has a medley of Christmas Carols and a version of Dickens' "A Christmas Carol," told in song. It should prove a great kiddie lure. Jolly cover sketch should appeal to moppets.

LOW-PRICE SACRED ★★★★★

★★★★ **THE BLACKWOOD BROTHERS**
Camden CAL 544—In its field, this can certainly be strong merchandise. The Blackwoods are one of the top acts in the sacred field, and they are well known in the South and Midwest for their on the air and in person stints. The current collection includes, "The Lord Is a Busy Man," "He Knows How Much You Can Bear," and other favorites. In the right areas, this should score well on the racks.

SPIRITUAL ★★★★★

★★★★ **GOD IS STILL ON THE THRONE**
Roberta Martin Singers, Savoy MG 14031 —A fine gospel package, marking the third this group has made on this label. "He's So Divine," "Step in Jesus," "He's All I Need," are typical. Plenty of the true spirit here, and it will be appreciated by the faithful.

★★★★
GOOD SALES POTENTIAL

POPULAR ★★★

★★★ **CLAUDE GORDON BAND WINS BY A LANDSLIDE**
Warner Bros. WS 1347. (Stereo & Monaural) — The Claude Gordon band is the young ork that won the American Federation of Music's contest for the best new

band. The ork is heard here to good advantage, with the trumpeter leading the ork in what could be called a smooth Les Elgart manner. Tunes include standards such as "You're the Cream in My Coffee," "Have You Met Miss Jones," and "Rain on the Roof."

★★★ **COUNTRY CLUB DANCE**

Bill Savill Ork, London PS 170. (Stereo & Monaural) — A group of medleys in various tempi, including one cha-cha set. Material is derived from the great show writers, as Rodgers and Hammerstein, Cole Porter, Lerner and Loewe, etc. Repertoire proceeds in the unflagging way which has proven successful in packages made for dancing. Savill's group is very polished.

★★★ **MR. RAGTIME**

Joe (Fingers) Carr, Decca 1302 — Joe Fingers Carr (Lou Busch) is back on records with a rollicking, happy ragtime set. It features the nimble featured pianist performing a bright group of standards with gusto, and the set could provide a lot of fun at parties. Tunes include "China Boy," "Japanese Sandman," "Canadian Capers," and "Baked Alaska."

★★★ **SING AND SWAY THE SOCIETY WAY**

Bobby Roberts Ork, Decca DL 8922 — The Bobby Roberts ork is well above average for society-type bands. It not only maintains a steady beat but offers brighter and more varied arrangements than the norm, plus fresh use of such instruments as bassoon, flute and bass trombone. Result is a listenable as well as danceable group of medleys, and standards including "Bye Bye Blackbird," "April Showers," "Margie," etc.

★★★ **LOVE SONGS OF ITALY**

Vico Torriani, London PS 167. (Stereo & Monaural) — Group of standard ballads associated with the romantic Latin country. All the tunes are sung in English and the fine performance by Vico Torriani is enhanced by his listenable style. Tunes include "Volare," "Domani," "Ciao Ciao Bambina," "You're Breaking My Heart," "Come Prima," etc. Good sound and lush backing by Johnny Douglas and Ork plus popular program should push the sales. Prime easy-listening material for the jockeys.

★★★ **DON CORNELL SINGS LOVE SONGS**

Signature SM 1001 — Cornell sings out with rich romantic vocal quality on a dual-language (Italian-English) package of melodic Italian love ballads. Selections include "Sempre Amore," "Arriverderci Roma," "You're Breaking My Heart" and "Innamorata." A spinnable LP.

★★★ **RUSS CARLYLE ORK AT ROSELAND DANCE CITY**

ABC-Paramount ABC 253 — Carlyle, who has a following in hotels and ballrooms across the country, plays bright, bouncy danceable instrumental treatments of standards with a deft, danceable beat. Selections include "Deep Purple," "Oh You Beautiful Doll," "Get Out of Town," "Isle of Capri," etc.

★★★ **NIGHTLIFE FOR DAYDREAMERS**

Eddie & Betty Cole, Warner Bros. WS 1350. (Stereo & Monaural) — Eddie & Betty Cole come thru with some pleasant readings here of a group of evergreens, such as "Sweet Georgia Brown," "Your Feet's Too Big," "Two Lost Souls," and "Rose Room." It's entertaining, and enjoyable music and vocalizing.

★★★ **UNFORGETTABLE LOVE SONGS OF THE FIFTIES**

Bob Keene Quintet, Del-Fi 1202 — Bob Keene, proprietor of the label, plays clarinet in warm, subdued tones on this attractive, danceable set. He's joined in the

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JAMIE GUYDEN

combo by Buddy Clark, bass; Larry Bunker, vibes; Mel Lewis, drums; and Paul Moer, piano. The music is listenable, danceable and it's played in a light, modified jazz style. Tunes include "Hey There," "Young at Heart," "True Love," "It's All Right With Me," etc. Attractive wax with a pretty gal for cover display.

★★★ THE GIRLS OF PARIS

Various Artists. Epic LN 3627 — Epic has taken a whole bevy of well-known musical ladies of the Parisian scene and packaged them together. The name value in this field is strong, with such artists as Juliette Greco, Patachou, Jacqueline Franco and TV's own Genevieve listed among the chanteuses. Material all has the strongly continental touch which should please many sophisticates who think along international lines. Good cover too, and it was done without using any of the artists. Can be sold.

★★★ INSPIRATION

Clint Walker. Warner Bros. WS 1343 — With a lush ork and a fine choral group, the Sunset Serenaders behind him, baritone movie star Clint Walker, offers a dozen inspirational songs in a warm, clean but relatively untrained style. Material includes "With These Hands," "I Believe," "Bluebird of Happiness," among others. Sound quality is good. TV and movie fans of the artist will be interested in this production, as will the market that always exists for this type of material.

★★★ TREASURE CHEST OF HITS

Various Artists. Swan LP 501—A packaging of the biggest hits over the past few seasons to show up on the Swan-Cameo label combine. For example, here again are "Butterfly," by Charlie Gracie; "Mexican Hat Rock," by the Applejacks; "Tallahassee Lassie," by Freddie Cannon; "Silhouettes," by the Rays and a number of others. Certainly, this adds up to hot merchandise for the pop-minded buyers, both teen and adults.

★★★ LOW-PRICE POPULAR

★★★ I'M IN THE MOOD

The Silver Strings. Perfect PL 12007 — The accent is on romantic string stylings in this easy-listening set. Tunes include "Always," "Around the World" and "Fascination." Sound is good, and the packaging is adequate. It can be a good rack seller.

★★★ EVERYBODY SING

Norman Leyden. Camden CAS 541. (Stereo & Monaural) — This is the latest in the many "sing along" albums following hard on the trail of the hot Mitch Miller packages. However, at the price it's a good one and the songs contained in it are all favorites, from "I've Been Working on the Railroad" to "Let Me Call You Sweetheart." Liner notes are good but the set could use lyrics on the back instead.

★★★ WEST SIDE STORY

Various Artists. Forum F 70013 — Good orchestral and vocal performances make this a fair buy for the price category. Singers are headed by Bruce Trent and Lucille Graham of the British musical stage. Leonard conducted the ork for the show's European premiere and London run.

JAZZ

★★★ JAMES MOODY

Argo 648—This is one of James Moody's better album efforts. He's featured here with his new seven-piece group, with Moody playing tenor, alto and flute. Moody comes thru with some very attractive solos, especially on his flute work on "Darben the Redd Fox" and "Little Girl Blue." His sax work stands out on "Out of Nowhere" and "Daahoud." An album that will cheer Moody's many fans.

★★★ LD PLUS 3

Lou Donaldson & the 3 Sounds. Blue Note 4012—Altoist Lou Donaldson is featured with the Three (Gene Harris, Andrew Simpkins, Bill Dowdy) Sounds here and the merger is a good one. Donaldson blows brightly and the rhythm group backs him in solid fashion. Tunes include "Three Little Words," "Just Friends" and "Blue Moon," plus a few originals. Good, listenable modern jazz.

★★★ BLOWIN' THE BLUES AWAY

The Horace Silver Trio; Quintet. Blue Note 4017—Real funky jazz in the progressive vein is this new Horace Silver LP, with all seven tunes in the album originals penned by Silver himself. As usual, Silver blows a lot of piano in his down home style, and Blue Mitchell, and Junior Cook comes thru swingingly behind him. Some of the tunes really rock. Best of them are "Blowin' the Blues Away," the preacher styled "Sister Sadie" and "Break City."

★★★ MJT PLUS 3

Walter Perkins. Vee Jay LP 1013—An exciting small jazz group sparked by Walter Perkins on drums. Good ideas a-plenty here, and they are well played. Material is blues-oriented as a basis, and goes off into fresh directions. Dealers with knowledgeable or inquisitive jazz clients should carry some of this package.

★★★ THE THREE FACES OF CHICO

Chico Hamilton. Warner Bros. WS 1344—In addition to his flashy virtuosity as a drummer on this LP, Hamilton displays an interesting vocal talent—highlighted by tasteful perceptive phrasing—on a group of standards. "She's Funny That Way," etc. The third "face" features his quintet, which swings effectively on a couple of originals

and the oldie "More Than You Know." A versatile album with jockey appeal.

★★★ LOOKING AHEAD

The Cecil Taylor Quartet. Contemporary M 3562—The Cecil Taylor Quartet has a

six-track set that swings all the way. Taylor's style is his own, and the interplay he achieves with vibra-harpist Earl Griffith on the original selections is excellent. Buell Neidlinger and Dennis Charles accompany

(Continued on page 42)

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on bass and drums, respectively. The style is definitely hard and modern. Adventure-some jazz buyers will find this a rewarding item. "Wallerling" and "African Violets" are good demo tracks.

★★★ JAZZ WEST COAST, VOL. 5

Various Artists. World Pacific S 1031 (Stereo & Monaural)—The fluid, moving West Coast brand of jazz is interpreted to its hilt in this latest of the label's anthologies of sides made up from albums by various artists. It presents an excellent cross-section of the various Coast jazz approaches.

Stereo is effective. Artists include The Mastersounds, Lambert-Hendricks-Rose, Art Pepper, Zoot Sims and Russ Freeman.

CLASSICAL ★★★

★★★ MONIUSZKO: HALKA

Soloists of the Warsaw State Opera; Berlin Symphony Orch. (Mierzejewski). Deutsche Grammophon DGS 712024 — Little known here (tho noted in its native Poland) this is a package which must appeal to opera buffs. Performances and

sound are excellent; and the material has the quality of relative newness to buyers in this country. The cover is unusually attractive — and merits display on its artistic quality alone.

★★★ HAYDN: SYMPHONY NO. 4 IN MAJOR

Netherlands Chamber Orch. (Goldberg). Epic BC 1046. (Stereo & Monaural) — Both these works are among the least-recorded of the many Haydn symphonic pictures, in either stereo or monaural form. Both have an emotional tone about them and both are given a fine, lifelike expression by the Netherlands group. No great sale is indicated but the set can be expected to find a market among collectors of the Haydn catalog.

LOW-PRICE CLASSICAL ★★★

★★★ TCHAIKOVSKY: PIANO CONCERTO NO. 1

Sergio Fiorentino, Pianist; Hamburg Pro Musica (Hurst). Forum F 70016—This is one of the first of the releases of the new low price Forum line, a subsidiary of Roulette Records. A good first release, it features a very satisfactory recording of the Tchaikovsky Piano Concerto, always salable repertoire. Young Italian pianist Sergio Fiorentino, plays it with a flair. Good value for the money.

★★★ BEETHOVEN: SYMPHONY NO. 5 IN C MINOR

Royal Danish Orch. (Kleiner). Forum F 70014—A fine buy at the price. Performance of this noted symphony by the Danish Royal Orchestra is excellent, as is the sound. Competition on this item is very fierce, but this one is favored by its price category.

★★★ BEETHOVEN: SYMPHONY NO. 3 "EROLICA" IN D MAJOR

Royal Danish Orch. (Hurst). Forum F 70017—Beethoven's 3d Symphony is handed a good, stirring performance by the Royal Danish Orchestra here, under the direction of the first releases on Roulette's new low-price label, Forum. A good buy for the money and one that could ring up steady sales.

★★★ HANDEL: HARPSICHORD SUITES NOS. 1-8 (Vols. 1 & 2)

Christopher Wood. Forum F 70012 & F 70015—Several years ago, the first and only complete recorded collection of this music went out of print, that was Frank Pelleg's rendition for the Handel Society on three disks. This new version on two disks is therefore an important effort on the part of Forum, low-price subsidiary of Roulette. Harpsichordist Wood does an admirably

musical job. Included is Suite No. 8, the ever popular Harmonious Blacksmith.

SEMI-CLASSICAL ★★★

★★★ LATIN AMERICA

Cleveland Pops Orch. (Lane). Epic BC 1047. (Stereo & Monaural) — The Cleveland "Pop" group is composed of 75 members of the Cleveland Symphony, led by the assistant conductor of the Cleveland Ork. The well-known works offered include Gershwin's "Cuban Overture," Lecuona's "Malaguena," and "Andalucia," and Leonard Bernstein's "Danzon," among others. The works are performed with a distinct flair by the excellent complement and the sound is fine.

LOW-PRICE CHILDREN'S ★★★

★★★ DOG SONGS

Frank Milano with Jimmy Carroll Ork. Golden GLP 45—Most kids love dogs, so most kids will like this LP, which hails 16 different breeds with individual ditties written in their honor. Cy Coben's clever lyrics and catchy tunes stress the main traits of each breed celebrated, and they are done with humor and the necessary voice changes by Frank Milano, backed by the Jimmy Carroll ork and chorus.

CHRISTMAS ★★★

★★★ LETS SING A SONG OF CHRISTMAS

Spike Jones. Verve MG-V 2021—Almost every Christmas song you can think of is on this record, and the whole family can join in. Spike has a lot of fun here, but never departs from good taste. Singalong groups can have a barrel of fun also. Material included ranges from "Silent Night" to "Two Front Teeth."

★★★ THE JOY OF CHRISTMAS

The Bison Glee Club (Angell). Word WST 8036-LP. (Stereo & Monaural) — The Bison Glee Club presents several graceful and a few spirited renditions of newer and old Christmas fare. The set boasts a new song by the choir director — "Christmas Means Thinking of Jesus." Some of the themes are done with piano; others are a cappella. Stereo effectively captures the rich blend of the voices. Good cover.

★★★ 16 SONGS AND CHRISTMAS ORGAN AND CHIMES

Bob Kames. King 679 — Organist Bob Kames achieves some attractively colorful organ effects in his stylings of the standard pop and religious Christmas melodies. As

the title would suggest, chimes figure prominently in his treatments. Sound is good, and the set should gather fair coin.

★★★ CHRISTMAS ORGAN AND CHIMES

Dr. Norman S. Wright and Dr. Charles S. Kendall. Dot DLP 25225. (Stereo & Monaural) — Dr. Wright on organ is complemented by Dr. Kendall on chimes in moving interpretations of several traditional religious and yuletide anthems. Also included are a few lesser-known items. It's an excellent change of pace for programming, and buyers seeking something different in instrumental albums for the holidays have a listenable program in this set. Stereo is effective.

★★★ JOY TO THE WORLD

Columbus Boychoir. Decca DL 78920. (Stereo & Monaural) — The rich voices of the Columbus Boychoir offer excellent readings of favorite seasonal melodies. Their renditions are to organ accompaniment for the most part. A fine cover photo of the choir is eye-catching. Effective stereo also adds to the over-all appeal of the set. The vocal settings by Donald Bryant are lovely.

★★★ CHRISTMAS GREETINGS FROM THE TOWN PIPERS

HIFI Record R 418 — The Town Pipers are a modern vocal group in the tradition of the Four Freshmen, the Signatures, etc. Their approaches on the Christmas selections (both pop tunes and carols) are in a modern, smart vein. For a different idea in programming, this can be the set. The arrangements are good and with exposure, this might prove a sleeper.

★★★ CAROLS OF ALL SEASONS


Jean Ritchie. Tradition TLP 1031 — Most of the carols in this set are for the Christmas holiday period, tho there are two devoted to spring occasions. As usual, Miss Ritchie pours charm and professionalism into her readings. She is accompanied by Robert Abramson on harpsichord and La Noue Davenport on recorder. She assists herself on dulcimer. Set can gather coin from pop buyers and from devotees of folk music.

★★★ A MERRY CHRISTMAS

Various Artists. King 680 — Several of the top names on the King talent roster participate in this LP of Christmas tunes. There are 16 selections in all, and most are in the pop Christmas vein. A variety of styles and approaches are included, and the album can get wide appeal. Festive cover will help.

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LOW-PRICE CHRISTMAS ★★★

★★★ THAT HAPPY CHRISTMAS FEELING

The Organ Ork. Camden CAS 542—An attractive cover color photo of children opening presents makes this package a good display item for the racks. Contents spot light pretty organ treatments of familiar Christmas songs—ranging from the traditional "Jingle Bells" to "White Christmas" and "Winter Wonderland."

COMEDY ★★★

★★★ PHIL FOSTER AT GROSS-INGER'S

Epic LN 3632 — Veteran comic Phil Foster is a Borscht Belt favorite. Here he has recorded some of his best routines in an on-location session at Grossinger's, Capitol of the Belt. Subjects range from the care and rearing of modern kids to the techniques of romancing in the Catskills, plus his famed old Brooklyn Dodger fan routine. Appreciation will be a matter of taste, but sales are apt to come mainly from big cities.

INTERNATIONAL ★★★

★★★ THIS IS PORTUGAL
Fados and Cancaos. London TW 91196—Here is a collection of the popular music

WATCH FOR
Fiorello!
Original Cast Album
on
Capitol RECORDS

AUDITION
a new selling force
...for dealers
...for manufacturers
IN FULL COLOR EVERY MONTH
IN THE BILLBOARD

of Portugal, as performed in native style by three vocal soloists, Herminia Silva, Tristao Da Silva and Lucilia Do Carmo. Each singer is accompanied solely by a guitar. The music is happy and soulful in turn, and the recording has a fine quality. A lovely color shot of a Portuguese fort appears on the cover. In its own market, the set has the quality to achieve a measure of sales.

★★★ HOME SWEDEN HOME

Various Artists. London TW 91196 — A sprightly collection of vocal and instrumental selections of Swedish orientation. Folk songs, dances and waltzes are featured by such artists as soprano Ingeborg Nyberg, the Egon Kjerrman Ork and chorus and the Karlskoga Chamber Choir. Package has a bright flavor about it and a colorful cover of a lass in native garb. SAS (Scandinavian) Airline gets a big plug on the back cover, which should bring additional exploitation for the set.

LATIN AMERICAN ★★★

★★★ DIA DE REYES

Antobal's Cuban All-Stars. Felsted FS 17510. (Stereo & Monaural) — This is Latin dance music in the style that American dancers like it best—with a big brass-filled band with lots of colorful percussion sounds. Congas, boleros and cha chas are among the rhythms played by the band. Disk has a fine, big, live sound.

RHYTHM & BLUES ★★★

★★★ GENE ALLISON

Vee-Jay LP 1009 — Allison is a good ballad singer, judging from this package. Material here is not blues; but rather tunes which are quite inspirational, as "You Can Make It If You Try," "Reap What You Sow," etc.

★★
MODERATE SALES POTENTIAL

POPULAR ★★

★★ THE WHIMSICAL WORLD OF IRVING TAYLOR

Warner Bros. 1352. (Stereo & Monaural) — The whimsical world of Irving Taylor is one that is limited. The songs here are supposed to be whimsical, but they are rather labored. Titles include "Hawaiian

Worm Raiser," and "When the Crab Grass Blooms Again."

★★ HOT TIME TONIGHT

Grady Martin. Decca DL 8883 — Here are simple, uncomplicated arrangements of some grand old songs such as "Moonlight and Roses," "Old Gang of Mine," "Heartaches," "Japanese Sandman," "My Blue Heaven." Even if some youngsters would call the music square, there'll be others who appreciate the straightforward approach to a melodic line. Best prospects: folks over 40

★★ SOUTH SEA ISLAND HOLIDAY

Tahitian-Aires. Decca DL 8870 — The Tahitian-Aires render well-known Hawaiian tunes in typical Island pop fashion. Instrumentally, they accompany themselves with a steel, electric and Spanish guitar, plus bass and tom-toms. Numbers include Hawaiian War Chant, Maui Girl and Minoi Minoi. Generally increased interest in newest State can help this album.

CHRISTMAS ★★

★★ TRADITIONAL CHRISTMAS CAROLS

The Caroleers. Audio Lab AL 1517 — The Caroleers present a flock of standard Christmas melodies that include carols and popular material. The renditions are listenable and pleasant, and the set should draw some sales in the coming weeks.

FOLK ★★

★★ SONGS OF THE EXODUS

Hillel and the Sons of Galilee. Kapp KL 1174 — Israeli folk singer Hillel is accompanied by the Sons of Galilee in his renditions of various religious, folk and national songs. The lyrics are in Hebrew. Appeal will most likely be specialized. Sound is good. A more attractive cover might increase interest.

LATIN AMERICAN ★★

★★ LONG HAIR GOES CHA CHA

Ralph Font Ork. Westminster WST 15049. (Stereo & Monaural) — The title of this set means that such longhair tunes as "Minuet in G," "Humoresque," and "Dance of the Hours," have been turned into cha chas. The idea is good, but the cha chas, as played by the Ralph Font Ork, are routine.

SPECIALTY ★

★ DEBUT
Lois Holcomb. Surf SLP 859.

THE COASTERS



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EXTRA!

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EXTRA!

Special distribution to the **music and entertainment columnists** of over 500 leading newspapers and magazines with total readership exceeding 30,000,000.

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Special mailing of complete copies to over 200 **Hollywood motion picture executives**, the producers of films for release through theatres as well as on television.

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EXTRA!

More copies to all of the **big buyers of talent overseas** . . . some 200 to 300 in all, including the owners and operators of such important locations as London's Palladium, Paris' Olympia Theatre and Glasgow's Empire.

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Glory of Love
I can dream can't I?

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NEW RECORD!**



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NEW SINGER...**

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"THAT'S ALL I ASK"
"THE BOARDER"
a Cashbox Best Bet...
continuing to kick up
noise across the country.

TOPS RECORDS
Los Angeles—New York

A DIVISION OF PRECISION RADIATION INSTRUMENTS INC.

• Best Selling Sheet Music in U. S.

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

Week This		Last Week	Weeks on Chart
1.	MACK THE KNIFE (Harms)	2	10
2.	MR. BLUE (Cornerstone)	1	5
3.	THE THREE BELLS (Harris)	3	13
4.	PRIMROSE LANE (Music Productions)	4	4
5.	MISTY (Vernon-Octave)	5	3
6.	PUT YOUR HEAD ON MY SHOULDER (Spanka)	6	4
7.	HEARTACHES BY THE NUMBER (Pamper)	12	2
8.	LONELY STREET (Four-Star)	7	3
9.	DON'T YOU KNOW (Alexis)	8	2
10.	TILL THERE WAS YOU (Frank)	15	16
11.	('TIL) I KISSED YOU (Acuff-Rose)	9	8
12.	BROKEN-HEARTED MELODY (Mansion)	10	14
13.	TALK TO ME (Barton)	—	1
14.	DECK OF CARDS (American)	—	4
15.	I LOVES YOU PORGY (Gershwin)	11	12

• Best Selling Sheet Music in Britain

(For week ending November 14)

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

Only Sixteen—Ardmore & Beechwood (Kags)	Treble Chance—Henderson (Kassner)
China Tea—Mills (Mills)	Lipstick on Your Collar—Joy (Joy)
Living Doll—World Wide (Maurice)	Mack the Knife—Arcadia (Harms)
Three Bells—Southern (Southern)	Mona Lisa—Famous-Chappell (Famous)
Side Saddle—Mills (Mills)	Trudie—Henderson (Kassner)
High Hopes—Barton (Maraville)	Someone—Johnny Mathis (Cathryl)
Here Comes Summer—Mills (Jaymar)	I Know—Feldman (Roncom)
One More Sunrise (Morgen)—Dominion (Skidmore)	Travellin' Light—Aberbach (—)
Heart of a Man—Toff (Shapiro-Bernstein)	May You Always—Essex (Hecht, Lancaster & Buzzell)
Roulette—Mills (Mills)	Lonely Boy—Bron (Spanka)

• Best Selling Pop Records in Britain

(For week ending November 14)

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

This Week		Last Week
1.	TRAVELLIN' LIGHT—Cliff Richard (Columbia)	1
2.	MACK THE KNIFE—Bobby Darin (London)	2
3.	RED RIVER ROCK—Johnny and the Hurricanes	3
4.	WHAT DO YOU WANT TO MAKE THOSE EYE AT ME FOR?—Emilo Ford (Pye)	5
5.	SEA OF LOVE—Marty Wilde (Philips)	4
5.	'TIL I KISSED YOU—Everly Brothers (London)	6
7.	PUT YOUR HEAD ON MY SHOULDER—Paul Anka (Columbia)	9
8.	HIGH HOPES—Frank Sinatra (Capitol)	8
9.	THREE BELLS—The Browns (RCA)	11
10.	BROKEN-HEARTED MELODY—Sarah Vaughan (Mercury)	7
11.	MAKIN' LOVE—Floyd Robinson (RCA)	10
12.	OH! CAROL—Neil Sedaka (RCA)	13
13.	LIVING DOLL—Cliff Richard (Columbia)	15
14.	ONE MORE SUNRISE—Dickie Valentine (Pye)	17
15.	TEEN BEAT—Sandy Nelson (Top Rank)	17
16.	MR. BLUE—Mike Preston (Decca)	12
17.	POISON IVY—Coasters (London)	—
17.	SNOW COACH—Russ Conway (Columbia)	—
19.	HERE COMES SUMMER—Jerry Keller (London)	13
20.	WHAT DO YOU WANT?—Adam Faith (Parlophone)	—

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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Gerry Carr, wife of Alvin J. Stewart, singer-musician with the Pee Wee King band, died recently at her home in Louisville after a three-month illness. For five years she was leader of an all-girl band billed as the Wanderers, which disbanded in 1956. She also had appeared with the King combo. Miss Carr had appeared on various Louisville radio and TV stations and at one time was deejay for old Station WGRC, that city. In addition to her husband, she is survived by a half brother, Henry C. Davis. Another former member of the Pee Wee King organization, Josh (Pee Wee) Hayes, 38, died recently in Billings, Mont. Hayes played violin with the King org and did the vocal on the band's recording of "Blue Suede Shoes."

Curly Gold, drummer-leader of the Texas Tune Twisters, who was seriously injured a month ago when struck by an auto driven by a reckless teen-ager, is still confined to his bed at 15089 Dewey Street, San Leandro, Calif. Gold sustained a ruptured spleen, a shattered leg and severe cuts and bruises and was confined for a time to a San Francisco hospital. . . . **Johnny Finch**, free-lance publicity expert and veteran trouper, has collaborated with **Pee Wee King** in the writing of a new ballad, "Lonely," which has been accepted for publication by the latter's firm, Ridge-way Music. . . . "The Red Foley Show," quarter-hour portion of NBC's "Monitor" the last three years, was the scene of a sing-up-a-storm guesting last Saturday (21) by **Brenda Lee**. "Hit Parade" alumnus, **Snooky Lanson**, is on the books to visit the show this Saturday (28).

Smiley Burnette winds up his around-the-nation safari in three weeks and is due to arrive back at his North Hollywood, Calif., base around December 15. The jaunt started January 8 last at Port Lavaca, Tex., and virtually followed the border around the U. S. On January 15, next, Burnette and his entourage fire up the rigs and start for Arizona on the first lap of the hop to Port Lavaca. **Charlie and Carolyn Osborne** were unit managers on the tour. . . . **Rex Allen** returns to "Jubilee U.S.A." this Saturday (28). . . . **Si Siman**, one of the major mahoffs of RadiOzark Enterprises, Springfield, Mo., helped Missouri open its deer-hunting season last week. . . . **Donny Young** left Nashville recently for the West Coast, where he plans to put in the next three months working the Los Angeles area as a single.

Jack Roberts, leader of the western swing band billed as the Evergreen Drifters, has placed **Conway Twitty** on five dates in Washington and Oregon, starting Wednesday (25). On Saturday (28), Twitty gueststars at Roberts' place, Heiser's Shadow Lake, near Seattle. . . . "Holiday Jubilee of 1959," sponsored by the Association of Country Musicians and Entertainers, of Fort Wayne, Ind., and sanctioned by Local 58, AFM, will be held Sunday, December 6, at Central Catholic High School, Fort Wayne, beginning at 2 p.m. According to **Joe Taylor**, ACME president, the show will feature 55 musicians and entertainers, includ-

ing nine leading area bands. All lovers of c.&w. music are invited. . . . **Jerry Cope and the Trailblazers** are now regulars on "New Dominion Barn Dance, Richmond, Va.

Doc Williams, of country music fame, heads up a group heard in a new 30-minute TV-er each Thursday over WJAC-TV, Johnstown, Pa., for the American Grocery Company and its chain of Acme supermarkets. The roster comprises songstress **Chickie Williams**; **Marion Martin**, blind accordionist; **Rube Schaeffer**, banjoist, magician and juggler, who has replaced the old vaudevillian, **Hiram Hayseed**, forced by a heart ailment to retire, and **Bob Luther**, fiddler. An extra feature of the unit, when her studies at the University of Pittsburgh permit, is **Barbara (Peeper) Williams**, Doc's daughter. **Peeper**, with her sisters, **Poochie and Pumkin**, appear frequently with "World's Original Jamboree," Wheeling, W. Va. The Williams troupe also appears on personals in the West Virginia-Pennsylvania sector, booked by the **Bud Lewis** office, Wheeling.

Faron Young is set for personal appearances in Greenville, S. C., December 3; Oklahoma City, December 4, and Tulsa, Okla., December 5. Deejay copies of Faron's "Riverboat" are available by writing to **Hubert Long**, 616 Exchange Building, Nashville. . . . The **Louvin Brothers, Ira and Charlie**, of "Grand Ole Opry" and Capitol Records fame, are sporting a new album of Southern gospel tunes, titled "Satan Is Real." Half of the 12 revival hymns were written by the brothers. Even the album cover was their idea. It shows the Louvins harmonizing among the fires of damnation under the leering eye of an immense red devil. . . . The second c.&w. entry in this month's Capitol catalog is a collection of songs most requested of **Ferlin Husky** by his fans. Three of the tunes, "Alabama Jubilee," "Detour" and "Blue Eyes Cryin' in the Rain," have never been recorded by Ferlin before.

With the Jockeys

Col. George Aubrey Crump, executive vice-president of the Cy Blumenthal Radio Stations, announces the appointment of **Dal Stallard**, well-known c.&w. deejay, as manager of KCKN, Kansas City, Kan., replacing **Edwin J. Charles**, resigned. Stallard has been assistant manager of the station since February, 1957. Dal had all arrangements made to attend the recent country music deejay conclave in Nashville when the good news came, and was forced to cancel his plans at the last minute. Other Blumenthal stations are **W A R L**, Arlington, Va., and **WSMS**, Norfolk. . . . **Ed Dyer**, program director at KFOX, Long Beach, Calif., infoes that, due to the success of the c.&w. format introduced by the station last August, the operating firm has decided to introduce the same format at another of its stations—**KITO** in San Bernardino, Calif. Since August, KFOX has been operating as the only 24-hour c.&w. station in Southern California. Beginning Monday (23), KITO will operate on the same around-the-clock policy. Both stations are in need of c.&w. wax, Dyer says.

2 *Smash*
RELEASES

★ ★ ★

JACK
OF ALL
TRADES

(Billboard Pick)

Eugene Church

#261

★ ★ ★

CAESAR'S
PAD

Googie Rene

#262

Hit Single From
"Romesville"
ALBUM

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98c

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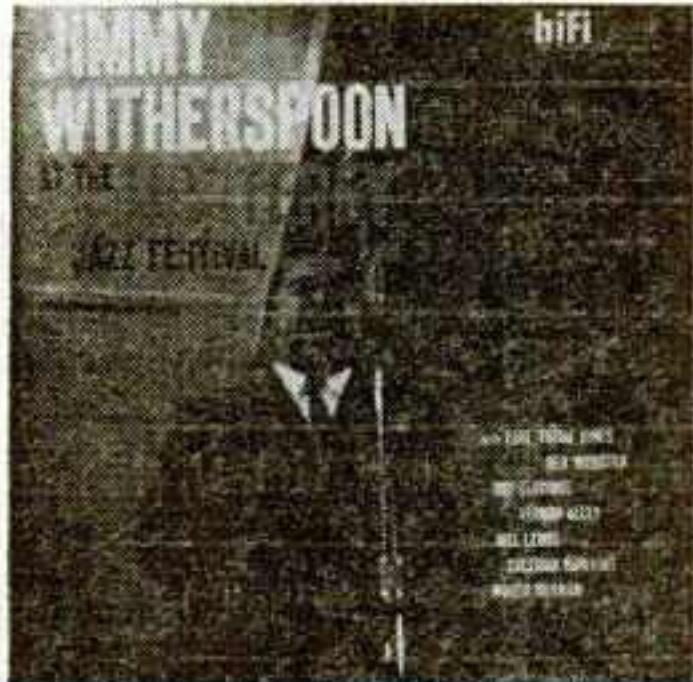
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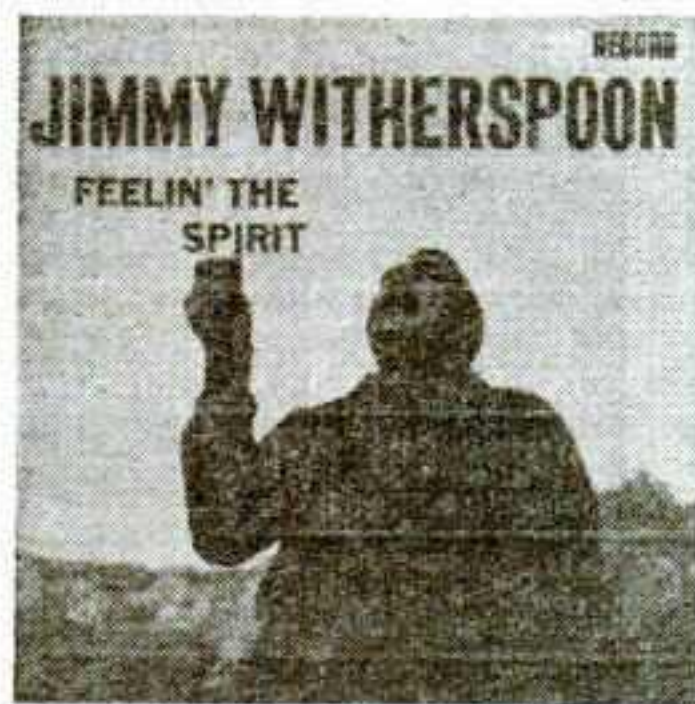
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AT MONTEREY
JAZZ FESTIVAL**



**JIMMY WITHERSPOON
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***R 421**
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WITHERSPOON, A LEGENDARY FIGURE IN THE
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WITH THE RANDY VAN HORNE SINGERS . . .
ON THIS SUPERB SPIRITUAL LP.

**• Reviews of New
Pop Records**

★ ★ ★
**GOOD SALES
POTENTIAL**

• Continued from page 39

★★★ **Heart & Soul**—Off-beat instrumental treatment of the oldie. Another interesting jockey side. (Go, BMI)

THE FLINTS

★★★ **People Say** — OKEH 7126 — The Flints handle this rockaballad in sweet style over a pleasant backing. (Walnut, BMI)

★★★ **Skippin' and A-Jumpin'** — A fair rocker receives a good reading from the boys over a good backing. The boys sing it in Coasters style. (Walnut, BMI)

BOBBY WEBB

★★★ **My Dream**—SAVOY 1578—Soulful reading of an attractive rockaballad by the newcomer. He has a sound, and handles the material nicely. Could happen with plugs. (Jamil, BMI)

★★★ **Same Old Story** — Latinish rocker gets a smooth belt from Webb. Again, he impresses with his listenable handling of the tune. It could move with exposure. (Jamil, BMI)

JOE ARTHUR

★★★ **Come Closer**—SEECO 6039—Happy rocker gets a verveful reading by Arthur. It's a danceable effort that might create interest with plugs. Good chorus backing helps. (Roosevelt, BMI)

★★★ **Until**—Soft delivery by Arthur on a pretty Latinish melody. Fair chances. (Go, BMI)

ELTON ANDERSON

★★★ **Secret of Love**—MERCURY 71542—A good, spirited reading by Anderson of a rhythm and blues styled ballad. Side has a persistent quality and it could generate spins if plugged. A nice side. (Bayou State, BMI)

★★★ **Cool Down Baby**—The upbeat side. It's a blues and Anderson admonishes the chick to cool down and stop that runnin' around. Good, satisfying reading. (Bayou State, BMI)

RITA AND ROBIN

★★★ **Down By the Station** — UNICAL 0001—A familiar tune receives a happy reading from the youngsters over a smart backing. This side has a chance. (American Academy of Music, ASCAP)

★★★ **Minstrel Boy**—Rita and Robin sell the old English folk tune with some feeling here, over an interesting accompaniment. Side could get some action if exposed. (Lenmar, BMI)

BUD & TRAVIS

★★★ **Poor Boy** — LIBERTY 55221 — Bud and Travis handle this folk-inspired effort with feeling as they tell of a lad whose girl has run off with another man. (Metric, BMI)

★★★ **Jenny On a Horse**—Here's a happy reading of a folk novelty that has a lot of excitement and marching drum rolls. (Loch-Exotica, ASCAP)

THE BEATNIKS

★★★ **Beatnik's Blues**—ROULETTE 4208—Effective drum solo work on an exciting instrumental theme. Spinnable wax for hip jocks. (Shapiro-Bernstein, ASCAP)

PATSY RAY & THE BEATNIKS

★★★ **Beatnik's Wish**—Gal tells "Night Before Christmas" saga with amusing beatnik type lyric. Off-beat holiday platter for jocks. (Shapiro-Bernstein, ASCAP)

TINA SCOTT

★★★ **Going Steady With a Heartache**—MERCURY 71533—Miss Scott has a big, dramatic, night-club styled voice which comes across for good effect here. It's an easy-going, ballad tune on the slow side. Good for the dreamy dancing set. (Eden, BMI)

★★★ **Ebb Tide**—The thrush sings tenderly on this cover of the tune which is experiencing a current revival. Good reading but on the late side. Nice ork and chorus backing. (Robbins, ASCAP)

LESLIE UGGAMS

★★★ **Sixteen Going On Seventeen**—COLUMBIA 41531 — Young Leslie Uggams comes thru with a good reading of a delightful tune from the new Rodgers and Hammerstein show "The Sound of Music." Worth attention from jocks. (Williamson, ASCAP)

The **Billboard**
HOT C & W SIDES

FOR WEEK ENDING NOVEMBER 22

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	2		COUNTRY GIRL, Faron Young, Capitol 4233	19
2	5	5	7	SAME OLD ME, Ray Price, Columbia 41477	7
3	7	10	11	THE LAST RIDE, Hank Snow, RCA Victor 7586	6
4	2	3	3	I AIN'T NEVER, Webb Pierce, Decca 30923	19
5	6	4	4	UNDER YOUR SPELL AGAIN, Buck Owens, Capitol 4245	8
6	3	2	1	THE THREE BELLS, Browns, RCA Victor 7555	17
7	4	9	9	THERE'S A BIG WHEEL, Wilma Lee and Stony Cooper, Hickory 1107	6
8	10	7	8	FAMILY MAN, Frankie Miller, Starday 457	8
9	8	8	12	HEARTACHES BY THE NUMBER, Ray Price, Columbia 41374	29
10	26	26	—	EL PASO, Marty Robbins, Columbia 41511	3
11	—	—	—	UNDER YOUR SPELL AGAIN, Ray Price, Columbia 41477	1
12	17	22	—	AMIGO'S GUITAR, Kitty Wells, Decca 30987	3
13	11	15	19	DECK OF CARDS, Wink Martindale, Dot 15968	6
14	16	20	18	NEXT TIME, Ernest Tubbs, Decca 30952	9
15	9	11	16	A WOMAN'S INTUITION, Wilburn Brothers, Decca 30968	5
16	12	6	5	I GOT STRIPES, Johnny Cash, Columbia 41427	16
17	24	—	—	CHAIN GANG, Fred Hart, Columbia 41456	2
18	13	12	6	JIMMY BROWN THE NEWSBOY, Mac Wiseman, Dot 15946	15
19	21	21	21	CABIN IN THE HILLS, Lester Flatt and Earl Scruggs, Columbia 41389	25
20	18	19	20	MY LOVE AND LITTLE ME, Margie Bowes, Hickory 1102	9
21	20	—	—	RIVERBOAT, Faron Young, Capitol 4291	2
22	25	—	—	BLACK SHEEP, Ferlin Husky, Capitol 4278	2
23	28	29	—	I DIDN'T MEAN TO FALL IN LOVE, Hank Thompson, Capitol 4269	3
24	—	—	—	BIG HARLAN TAYLOR, George Jones, Mercury 71514	1
25	22	25	—	GOODBYE LITTLE DARLING, Johnny Cash, Sun 331	3
26	23	—	—	FACE TO THE WALL, Faron Young, Capitol 4291	2
27	15	13	10	DON'T TELL ME YOUR TROUBLES, Don Gibson, RCA Victor 7566	15
28	30	—	—	SCARLET RIBBONS, The Browns, RCA Victor 7614	2
29	—	—	—	IGMOO, Stonewall Jackson, Columbia 41488	1
30	—	—	—	MONEY TO BURN, George Jones, Mercury 71514	1

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the Hippo**

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 after HIT: "SHIP ON A STORMY SEA"
 after HIT: "MY OWN TRUE LOVE"



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Coming in the slick-stock pages of December 14 Billboard

the famous **YEAR-END PROGRAMMING GUIDE**
 featuring results of the **12th ANNUAL DISK JOCKEY POLL**
 and highlighting a **TALENT BUYING SHOWCASE FOR 1960**

See page 42 for more details

and with 7 big extras at no extra cost!

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

★★★ **My Favorite Things**—One of the strongest tunes from "The Sound of Music" is handed a forthright reading by the thrush over a bright backing by the ork. A strong side by the lass. (Williamson, ASCAP)

RED BAKER
 ★★★ **Quiz Fix**—RIGG 64000—Here's a funny spoof of current headlines. Against a bouncy musical accompaniment, a quiz exec coaches a contestant in acting techniques, etc. Funny side for jocks who dare play it. (Music World, BMI)

★★★ **Don't Quote Me**—Amusing monolog routine by Baker with nitery-type audience backing. Flip tho is better side. Label's slogan is "A Rigg Record Pays Off."

EARL WILLIAMS
 ★★★ **Serious Thinking** — ACE 573 — Williams displays a good sound here. Song is not an easy one to sing well; yet Williams, and the chicks behind him, prove quite effective. (Ace, BMI)

★★★ **I Believe**—An uncluttered arrangement of the fine inspirational song. Williams does the vocal sincerely. (Cromwell, ASCAP)

SUZY DICKERSON
 ★★★ **Crazy Little Dream**—TREY 101—The new thrush has a cute, buoyant sound on this sprightly rocker. It's in medium tempo and the gal gets a nice assist from a chorus. Worth spins. (Gregmark, BMI)

★★ **Don't Tell Him I Want to Know**—A slow and pretty ballad with pleader quality. Message is well-attuned to the teen set. Pleasant performance. (Gregmark, BMI)

BENNY WELTON ORK
 ★★★ **Moon Over Sala**—RICHMOND 01—Swing jazz-flavored instrumental treatment of a nice theme. (Biem, ASCAP)

★★ **Every Time** — Bouncy instrumental ditty is wrapped up in okay ork arrangement. (Biem, ASCAP)

FRED & ROLF
 ★★★ **The Last Goodbye**—TELEFUNKEN 4504—Attractive melody is sung pleasantly in German by the duo. Spinnable off-beat jockey wax. In today's market, this could catch spins. (Sikorski, BMI)

★★ **The Guitar and the Sea**—Same comment. (Schaeffers, BMI)

JOHNNY ARMENTEER
 ★★★ **Ticker Tape Parade** — PALETTE 5026—A marching band sound here with a flock of whistlers emulating the fife sound. A catchy instrumental side. (Zodiac, BMI)

★★ **French Horns in Buckingham Palace**—A martial air is struck up here by the band. There are strains of familiar military themes worked into the arrangement. (Zodiac, BMI)

THE FOUR SEASONS
 ★★★ **Don't Sweat It Baby**—ALANNA 555—The Four Seasons bow on the new label with a cute, rhythmic reading of a rocker that moves. It has a chance. (Maryjo, ASCAP)

★★ **That's the Way the Ball Bounces**—On this side the boys (from Pittsburgh) come thru with an old-fashioned performance on another rocker. (Maryjo, ASCAP)

DANNY & THE SAINTS
 ★★★ **Peggy's Party** — WARNER BROS. 5134—A good rocker by chanter Danny in a blues styled effort with stops. Good pounding ork support. (Source, BMI)

★ **No One Has Eyes for Me**—The group offers a ballad for fair results. (Witmark, ASCAP)

★★
MODERATE SALES POTENTIAL

THE WANDERERS
 ★★ **I'm Waiting in Green Pastures**—CUB 9054—Feelingful vocal by the lead singer and group on a pretty ballad, with spiritual flavor. (Miller, ASCAP)

★★ **I Walked Through a Forest**—Solemn reading of a moving theme with an inspirational type lyric. (Feist, ASCAP)

RANDY STARR
 ★★ **Workin' on the Sante Fe** — MAY-FLOWER 17—Infectious tempo marks this personable rendition of a folksy item. Merita spins. Has "Sixteen Tons" flavor. (Volkwein, ASCAP)

★★ **You're Growing Up**—Wistful chanting by Starr on an okay teen-type rockballad. (Volkwein, ASCAP)

JOHNNY DESMOND
 ★★ **Please**—COLUMBIA 41525—Desmond turns in a nice reading of the standard, made popular originally by Bing Crosby. It's a mildly rocking arrangement. (Famous, ASCAP)

(Continued on page 48)

HITS
 for Your Christmas
 Stock-ing

"HOW ABOUT THAT"
DEE CLARK
 abner #1032

"WHAT'S HAPPENING?"
Wade Flemmons
 veejay #335

"BABY, WHAT YOU WANT ME TO DO!"
JIMMY REED
 veejay #333

"GOING HOME"
 b/w
 "JUST A LITTLE BIT"
ROSCOE GORDON
 veejay #332

"I WAS WRONG"
JERRY BUTLER
 abner 1030

LET THEM TALK

b/w

RIGHT THERE

Little Willie John
King 5274

GOOD GOOD LOVIN'

JAMES BROWN
and the Famous Flames
FEDERAL 12361

GOOFY ORGAN

b/w

ZEE

BILL DOGGETT
King 5281

KING

HE'S
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BIG!!!

Harvey the Hippo



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Reviews of New Pop Records

Continued from page 47

★★
MODERATE SALES POTENTIAL

★★ **Marin**—A bouncy little ditty from the new Rodgers and Hammerstein hit, "The Sound of Music," is handed a pleasant reading by Desmond, with a whistling background. (Williamson, ASCAP)

CEDRIC DUMONT
★★ **Autumn Dream**—MERCURY 71541—This slow and pretty string-filled instrumental features a listenable harmonica solo by Walt Miller. Good mood jockey wax. (Symphony House-Beta, ASCAP)

★★ **Some Sweet Music**—Pitt Linder takes an easy-going tenor sax solo on this slow side. A chorus assists the ork in a lyric-less role in the instrumental wax. Another side keyed for mood segs. (Pure, BMI)

QUINN MILLER
★★ **The Sea Witch**—MAGNET 700—This is the story of a Sea Witch who tempts a young man on this listenable waxing. It has sound effects, women's voices, etc., and it's set to an old folk tune. Could get spins. (Colonna-Moontunes, ASCAP)

★★ **Things Are Bound to Break**—Light and happy tune is handled neatly here by Miller over a slight backing. (Colonna-Moontunes ASCAP)

ARMONDA & THE JAYS
★★ **Pony Tails**—APOLLO 540—Essentially this is an instrumental, with some good ideas. Fine horn is heard. (Bess, BMI)

★ **Present of Love**—The "Near You" figure is a good idea, but not for this song. (Bess, BMI)

Country & Western

BILLY WALKER
★★★★ **I Call It Heaven**—COLUMBIA 41519—Country waltz is warbled nicely in dual track fashion by Walker. Side should also find heavy appeal in country markets. (Pamper, BMI)

★★★★ **One Way Give and Take**—Traditional approach by Walker on a country medium-beater. It should move strongly. Weeper tells about a gal who don't do her part. (Marty's, BMI)

★★★★
BILLY DEATON
★★★★ **Just for a Little While**—TNT 176—A fetching country side. Deaton chants it without frills, allowing the song's charms to prevail. C.&W. deejays will really like it. (TNT, BMI)

★★★★ **You Are Responsible**—A touching country love song, where in it he implores the chick never to change. It's done with a triplet figure; but retains its c.&w. feeling.

CONNIE HALL
★★★★ **After Date Rendezvous**—MERCURY 71540—A traditional country weeper. Gal chants it in the approved style. Lyric is sure to be appreciated by those who understand the idiom. (Skinner, BMI)

★★★★ **The Bottle Or Me**—The chick tells him he's got to make up his mind—the bottle or her. Style is fast and rhythmic, with a narrative segment worked in. (R&R, BMI)

ROY MONTAGUE
★★★★ **Life to Go**—LEE 1004—Roy Montague sell this Stonewall Jackson country hit with feeling as he tells about serving his sentence for 18 years, but he still has life to go. Could get coins. (Starrite, BMI)

★★★★ **Ballad of Barbara Allen**—A good rendering of the folk ballad by Montague that could get some action if exposed. It's a bit on the order of the Kingston Trio's "Tom Dooley." (Adams-Ethridge, BMI)

Christmas

GENE AURY
★★★★ **Nine Little Reindeer**—REPUBLIC 2001—Appealing new lyric, set to old "Ten Little Indians" rhythm is handed pleasant vocal stint. Merits exposure especially in the kiddie market. (Western, ASCAP)

★★★★ **Buon Natale**—Folksy reading of Neapolitan-styled Christmas ditty. There are other versions but this one should draw its share of spins. (Mogull, ASCAP)

LESTER LANIN ORK
★★★★ **Dance of the Sugar Plum Fairies**—EPIC 9347—This happy effort is taken from the maestro's album "Christmas Dance Party." It features a good instrumental version of the well-known melody by the society ork. (April, ASCAP)

★★★★ **Winter Wonderland**—The familiar winter song receives a snappy reading from the popular ork. It's from the Lanin album, too. (Bregman, Vocco & Conn, ASCAP)

(Continued on page 50)

The **Billboard**
HOT R & B SIDES

FOR WEEK ENDING NOVEMBER 22

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
				TITLE, Artist, Company, Record No.	
1	3	3	4	DON'T YOU KNOW, Della Reese, RCA Victor 7591	7
2	2	7	17	DANCE WITH ME, Drifters, Atlantic 2035	4
3	4	11	10	MR. BLUE, Fleetwoods, Dolton 5	6
4	1	2	9	SO MANY WAYS, Brook Benton, Mercury 71512	6
5	9	10	14	I DON'T KNOW, Ruth Brown, Atlantic 2035	6
6	11	16	7	MACK THE KNIFE, Bobby Darin, Atco 6147	10
7	6	12	—	ALWAYS, Sammy Turner, Big Top 3029	3
8	7	13	25	THE CLOUDS, Spacemen, Alton 254	4
9	—	—	—	COME INTO MY HEART, Lloyd Price, ABC-Paramount 10062	1
10	5	1	1	POISON IVY, Coasters, Atco 6146	13
11	8	—	—	SMOOTH OPERATOR, Sarah Vaughan, Mercury 71519	2
12	20	5	8	(IF YOU CRY) TRUE LOVE, TRUE LOVE, Drifters, Atlantic 2040	6
13	—	—	—	IN THE MOOD, Ernie Fields, Rendezvous 110	1
14	25	—	—	BE MY GUEST, Fats Domino, Imperial 5629	2
15	—	—	18	PRIMROSE LANE, Jerry Wallace, Challenge 59047	4
16	—	—	—	I'M MOVIN' ON, Ray Charles, Atlantic 2043	1
17	19	—	27	TEEN BEAT, Sandy Nelson, Original Sound 5	7
18	—	—	—	LET THEM TALK, Little Willie John, King 5274	1
19	14	22	16	THE ANGELS LISTENED IN, Crests, Coed 515	8
20	15	14	—	YOU GOT WHAT IT TAKES, Marv Johnson, United Artists 185	3
21	22	17	11	RED RIVER ROCK, Hurricanes, Warwick 509	14
22	18	21	—	DANNY BOY, Conway Twitty, M-G-M 12826	3
23	12	9	5	SAY MAN, Bo Diddley, Checker 931	11
24	—	—	20	LONELY STREET, Andy Williams, Cadence 1370	3
25	—	—	—	THERE I'VE SAID IT AGAIN, Sam Cooke, Keen 82105	1
26	—	—	—	WON'TCHA COME HOME, Lloyd Price, ABC-Paramount 10062	1
27	—	—	—	OH, CAROL, Neil Sedaka, RCA Victor 7595	1
28	—	—	—	REVELLE ROCK, Hurricanes, Warwick 513	1
29	23	19	21	PUT YOUR HEAD ON MY SHOULDER, Paul Anka, ABC-Paramount 10040	10
30	—	—	—	HIGH SCHOOL U.S.A., Tommy Facenda, Atlantic 51 to 78	1

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"JUST FOR YOUR LOVE" the 'you're so fine' **FALCONS** chess 1743

"IT TOOK A LONG TIME" **LOWELL FULSON** checker 937

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• Reviews of New Pop Records

★ ★ ★ ★

VERY STRONG SALES POTENTIAL

• Continued from page 39

WILD BILL & THE BLUE DENIMS

★★★★ THE CHASE.—GONE 5082 — Wild Bill's group features a Duane Eddy styled guitar here in a twangin', earthy sound. It's a good rocking instrumental well keyed to the dancers. (Alan K., BMI)

★★★ Mona My Love — A wild, down to earth instrumental which features a lot of pounding drums and a guitar up front in the lead spot. Fine box wax. (Real Gone, BMI)

TONI ARDEN

★★★★ THE VILLAGE OF ST. BERNADETTE—DECCA 3102 — Inspirational tune is handled with much feeling by the thrush over an attractive ork and chorus backing. Should get a lot of spins, and it could step out. Worth watching. (Ludlow, BMI)

★★★ Feeling Foolish in Brazil — A sprightly Latin bouncer is given an exuberant thrashing job by the gal. A pretty side with a good chorus assist but the flip is likely to get the attention. (Cromwell, ASCAP)

WADE FLEMONS

★★★★ WHAT'S HAPPENING — VEE-JAY 335 — "What's happening, baby?" asks the chanter on this bright, attractive rocker that moves. The arrangement is good and so are the gals' voices behind Flemons. Watch this one. (Conrad, BMI)

★★★ Good Nite, It's Time to Go—Wade Flemons sells this pretty ballad with much feeling over a simple rockaballad backing. A side that has a chance. (Conrad, BMI)

ROSEMARY JUNE

★★★★ THE VILLAGE OF ST. BERNADETTE — UNITED ARTISTS 197 — A most attractive waxing of the inspirational tune by Rosemary June. It has competition from other diskings but if the tune happens this version can catch some loot, too. (Ludlow Music, BMI)

★★★ The Sound of Music — Good reading of the title song from the new Rodgers and Hammerstein music by the thrush. The backing is good too. Flip has the edge. (Williamson, ASCAP)

BILLY BRYAN

★★★★ CRADLE OF MY ARMS — BLAZE 351 — An insinuating ditty with spiritual overtones receives a strong performance from the chanter helped by a choral group and rhythmic backing. (Medal, BMI)

★★★ Going Back to My Love — Billy Bryan sells this rockaballad with feeling over strong backing by the ork. A good waxing here. (Sidney, BMI)

THE SPECTORS THREE

★★★★ I REALLY DO — TREY 102 — A pretty harmony reading of a medium rockaballad. The group has a bit of the hit sound of the Fleetwoods. A good side that can get plenty of spins with a push. (Gergmark, BMI)

★★★ I Know Why — This has some interesting celestial sopranos backing the group in another medium tempo ballad. Pleasant wax that is also worth a hearing. (Gergmark, BMI)

JOHNNY EAGER

★★★★ I UNDERSTAND — END 1061 — Eager gives this appealing oldie a tender reading with a nice chorus assist in the backing. A modified triplet rhythm is heard in the arrangement. Side can catch spins. (Feist, ASCAP)

★★ Blessing of Love — Eager has a tremulous tenor quality on this slow, philosophical and somewhat inspirational ballad song. An ethereal chorus backs the slow rhythm effort. (Amico-Alan K., BMI)

ZINO GOSS

★★★★ CANDLESTICKS — MPI 1003 — An attractive rockaballad waltz receives a good talk-sing reading by the chanter over a vocal group and ork backing. Could get some action. (Goss, BMI)

★★ 'Cause I Love You — Zeno Goss sells this pleasant ballad nicely over a simple backing. (Goss, BMI)

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Reviews of New Pop Records

Continued from page 48

GOOD SALES POTENTIAL

WARREN SMITH Dear Santa—WARNER BROS. 5125—This is the story of a letter to Santa penned by a little boy whose parents are separated. He asked for his daddy to return. Smith performs it well. (Masten-Stevens, BMI)

The Meaning of Christmas—Story about the meaning of Christmas is handled in good style here by Smith. It could get spins. (M. Witmark, ASCAP)

LESTER LANIN ORK Sleigh Ride—EPIC 9350—The Leroy Anderson favorite is played in spritely fashion here by the Lanin crew. It should get a lot of spins during the holiday season. (Mills, ASCAP)

Deck the Hall with Boughs of Holly; Wassail Song; Good King Wenceslas—Here's a happy medley of well-known Christmas carols played with a tilt and in dance tempo by the Lanin ork. Both sides are from his album "Christmas Dance Party." (April, ASCAP)

PEARL BAILEY Five Pound Box of Money—ROULETTE 4206—Irrepressible performance by the canary on an amusing novelty about a gold digger who writes a letter to Santa. Both sides are appealing programming items for the holiday.

Jingle Bells Cha Cha Cha—Thrush utilizes her usual sock showmanship on effective cha-cha version of the traditional yule theme. (Planetary, ASCAP)

ROYAL PHILHARMONIC ORCH. & CHORUS

Hallelujah Chorus—RCA VICTOR 7648—Familiar chorus from "The Messiah" is chanted very effectively here by the large chorus over the backing of the full Royal Philharmonic Orchestra.

And the Glory of the Lord—This selection, also from "The Messiah" by Handel receives a stirring reading here. Jocks will use around the holidays.

GENE AUTRY

Jingle Bells — REPUBLIC 2002—Cheerful warbling by Autry and chorus on the familiar yule ditty. (Golden West, BMI)

Santa's Comin' in a Whirly Bird—Okay rendition by Autry of catchy holiday novelty with clever lyrics. (Scottsdale, BMI)

TWEETY & SWEETY

Deck the Cage—STORZ 101—The two parakeets tweet their way thru this rocking version of the Christmas carol. (Trinity, BMI)

Silent Night, Holy Night — Another well known carol is performed chirpingly by the two birds. (Trinity, BMI)

RED COFFEE

Ducky Christmas—WARNER BROS.—Donald Duck type voice quacks out a pretty yule theme, a la Seville and the Chipmunks. Should pull some play. (Annadale, BMI)

QUACKY'S FRIENDS Jolly Jingle Bells—Interesting sound-blend on bouncy instrumental version of traditional holiday theme. (Annadale, BMI)

JERI KELLY Poor Ole Santa Claus—MPI 1002—Thrush sings this novelty pleasantly. (Goss, BMI)

Hide 'n' Seek—Okay reading of the novelty by the young singer. (Goss, BMI)

Latin American

JOHNNY CONQUET Mas Plano Merengue—Pleasant cha cha item by the Johnny Conquet ork that should please the Latin terpers. (Nena, BMI)

Just for You (Cha Cha)—Same comment. (Aurea, BMI)

Polka

ERNE KUCERA Ernie's Polka—D 1101—A First-rate polka side that has all the spirit a polka is supposed to have. The tuba umpa-pas and the horns swing merrily. Could please polka fanciers. (Glad, BMI)

When When Polka—Bright polka instrumental is played with spirit by the boys. A happyside. (Glad, BMI)

Rhythm & Blues

JOE TEX Don't Hold It Against Me—ACE 572—Tex shouts this bluesy ballad in meaningful fashion. Good, gutbucket backing accompanies. Some pop coin possible also. (Ace, BMI)

Yum, Yum, Yum—Cat is talking about all the things his wife is gonna fix to eat, when he gets home. Tex has a Little Richard sound on this side. Also a dual-market side. (Ace, BMI)

HOWLIN' WOLF You Gonna Wreck My Life—CHESS 1744—Heartfelt lament by Howlin' Wolf on strong blues with fine Deep South flavor. (Arc, BMI)

The Natchez Burning—Wolf wails effectively on a plaintive blues, with good lyric. (Arc, BMI)

Sacred

DON RENO & RED SMILEY Jesus Will Save Your Soul—KING 5286—Sacred singing by a duo that knows how to do it. Deejays who dig the genre will get a kick out of this performance. (Lois, BMI)

Whispering Hope—The fine sacred song gets an affecting performance. Tempo is stately.

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Air Skulduggery

• Continued from page 2

Deejays who have interests in record manufacture, sale, or any other phase of music ownership will be closely questioned.

Lishman's assistant Raymond W. Martin Jr., told reporters the committee's aim "is to get a picture of the entire payola racket," top to bottom. The Subcommittee counsel and the staff members have both indicated to reporters that there is strong likelihood of Subcommittee hearings very early in 1960 on the payola issues.

Washington observers feel that any doubts by Subcommittee members concerning the importance of the music rigging aspects of broadcasting and TV have been banished by the avalanche of nationwide comment on the investigation. The Subcommittee, which recently ended hearings on the TV scandals, will again be threshing out practices, this time in the music industry, which affect the taste and listening habits of all Americans — particularly teen-age Americans.

Magnuson (D., Wash.), chairman of the Senate Commerce Committee, in a blast at the Federal Communications Commission, said "there is no excuse" for its delay in going into broadcast programming as well as into network TV. He warned both the FCC and the FTC that they will be called before his committee for an accounting on failure to police fraudulent programming and unfair trade practices in TV and radio, early in January — unless they take effective action, making any additional legislation unnecessary. Industry will also be called on the carpet if it fails to clean house, Magnuson told Washington State Association of Broadcasters last week.

Tape Recorder Ups Disk Sales

• Continued from page 15

the phonograph amplifier, rather than using the microphone.

Record distributors proved happy to go along with him on this unusual idea, providing sample records which Duven Music Company returned, as soon as the requisite recording had been made. A single reel of tape, it was found, was adequate to tape the entire top 40 on the hit parade. By keying each one closely with the counter on the tape recorder, it was thus possible to spin the tape backward or forward in order to find any desired record on the list.

Almost from the beginning, this unusual stunt began to show dual advantages. In many instances, Duven and his employees found, record customers who asked to hear a particular number in this way had either never listened to music on a tape recorder, or were highly skeptical of the machine's performance. Putting the record on

Ready to Make Like Canaries

• Continued from page 2

ex-producer of the Dick Clark TV show, has an interest.

On the Barrel-Head

Another interesting point dealt with the matter of late payments to deejays. "When I was late with one of them, a couple of days beyond the 15th of the month, he told me if I went to a grocery store without money I couldn't expect to buy any food. So I had to pay up," Cohn said. He also noted that in every case except one, he had paid jockeys by check. "I've been called up for income tax deductions on these payments by the Internal Revenue people so each year I just show them the checks," he said.

On another development in the Quaker City, Tony Mammarella also revealed that he was the Anthony September listed as one of three writers of the tune "Butterfly," a hit by Charlie Gracie in 1957 on the Cameo label. Mammarella said he had the song released under his pen name at the request of the two cleffers who actually wrote the tune. He said his share of royalties has amounted to \$7,000 on the tune.

In Cincinnati, another who evinced a readiness to talk was Syd

Ralph Freas

• Continued from page 2

tions serving the record, phonograph and high fidelity industries. Prior to his three-year stint with The Billboard, he was editor of Record and Sound Retailing.

In the future, The Billboard's audio news coverage will be directed by Editor Paul Ackerman. Billboard staffers will operate as a team in reporting on happenings on the phonograph and high fidelity equipment scene.

Nathan, prexy of King Records, one of 11 companies whose records and books were subpoenaed by New York District Attorney Frank Hogan Wednesday (18). Nathan said Friday that he has paid jockeys all over the country and that at one time his "payroll" was \$2,000 a month. Despite these statements, Nathan quickly acknowledged that "I'm one of the small ones by comparison."

'Plain Blackmail'

"Payola is plain blackmail and a dirty, rotten mess that has gotten worse and worse," Nathan averred. He added that his veepee, Jack Kelly, would be in New York next Tuesday (24) to turn over the King books to the DA's office. It was indicated that Kelly, on behalf of Nathan, might be prepared to "name names" of jocks in Buffalo, Chicago and other territories who have been on the King payroll. He could not identify jocks who were paid off in New York, since "in that case we gave the money to Henry Glover there to take care of the jockeys. We don't know who got that loot."

In another development, Randy Wood of Dot seemed ready to reveal corporate statements. Wood said that altho no subpoena had actually been served, he would be glad to co-operate with the district attorney here. It appeared that Mickey (The Baron) Addy declined to accept service "since our books are on the Coast and besides we don't pay."

In New York the name of Alan Freed came up prominently in trade talk. At WNEW-TV, veepee Bennett Korn said he would not "pre-judge Freed. We are not concerned with inter-locking activities unless unfair practices are involved," said Korn. "We have been having meetings with Alan and will have more next week." Korn added that he had received assurances that Milt Grant who has a disk show on WTIG-TV, Washington, has not been involved in payola activities of any kind.

With regard to ABC Radio owned stations, it was learned that investigations are being conducted on all jockeys, in light of the Clark affair. It was known that jocks have been asked to fill out questionnaires on their outside interests. What effect the policy of ABC with regard to Dick Clark would have in the case of Freed could not be learned since WABC radio' head man, Ben Hoberson, could not be reached for comment.

Questioned as to how the same policy might affect Pat Boone and Lawrence Welk, both of whom appear on ABC, a spokesman said that the policy of divestment of interests was to be applied only to "those who play records."

Meanwhile, a strange quiet appeared to be settling over the entire deejay scene. Jocks were reportedly unavailable to any outside contacts. Reportedly, however, intermediaries were passing the word back to the payers — "keep the money for awhile." And for the first time in a long spell, the payola plug disks were not being played. In fact, one New York diskery exec cancelled out on a quick look-see flight to Detroit. "Man, nobody is talking out there," he said. "You just can't get to anybody, so I figured I'd save the money." In another case, it was reported that disk and publishing execs were looking forward to a Merry Christmas, in view of the return of payments which could not be accepted at this time.

WLM

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featuring results of the

12th ANNUAL DISK JOCKEY POLL

and highlighting a

TALENT BUYING SHOWCASE FOR 1960

See page 42 for more details

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Chicago Next Stop As Ops Take Off For Annual Meeting

Fairs, Parks, League Lead Activities; Trade Show Looms Big on the Scene

CHICAGO—The Windy City promises to be a busy place starting right after Thanksgiving Day when well over 5,000 outdoor showmen and representatives of allied trades converge on the metropolis for the annual convention of the industry. In all more than a half dozen organizations will participate.

Of major importance are the meetings of the National Association of Amusement Parks, Pools and Beaches and the International Association of Fairs and Expositions. Also important is the big trade show sponsored by the parks association, and conclaves of the American Recreation Equipment Association, the International Motor Contest Association and the Middle West Fair Association.

The four or five days of the convention are the busiest of the year for the Showmen's League of America, Chicago-based fraternal organization and the oldest such

club in outdoor show business. The League will spearhead a series of events, both social and of a business nature. Chicago's other two show clubs, the SLA Ladies' Auxiliary and Caravans, Inc., both fem groups, will hold their own social and business programs.

The trade show, which occupies every bit of available space on the mezzanine of the Hotel Sherman, will be one of the focal points of the entire conventions. The latest in amusement riding devices, games and other equipment will be shown.

During the half dozen days many fairs will sign their attractions for next season; park, carnival and kiddieland operators will shop for new rides and attractions and the showmen and their ladies will relax at a busy round of social events that will mark the programs of all organizations.

Many will just spend hours cutting up jackpots, a recreation enjoyed by most.

SLA UNVEILS NEW PLAQUE AT MEETINGS

CHICAGO — The Showmen's League of America will unveil and dedicate its new home plaque on Sunday (29) in the lobby of the Hotel Sherman immediately after the annual memorial services.

The plaque has the names of 459 individuals and 12 show organizations, is seven and one-half by five feet and weighs upward of one and one-half tons. Following the convention the plaque will be installed in the lounge on the second floor of the clubrooms.

Carl J. Sedlmayr Sr. and J. W. (Patty) Conklin were co-chairmen of the plaque committee and Jack Duffield supervised its manufacture.

Legal Bingo Gross 21 Mil. In New York

NEW YORK — Legalized bingo during the first nine months of 1959 grossed \$21,353,272 for licensed groups operating the games, according to Richard W. Hannah, chairman of the State Lottery Control Commission.

Hannah's report noted that 30,032 games were conducted by 1,501 organizations and played by 6,737,196 persons. Prizes totaled \$15,047,425 and profits, after deductions of license fees and other expenses, amounted to \$4,851,593.

In the breakdown New York City took in \$41,190 in license fee splitting with the State government a \$10 fee for every session. The city's total games were 8,238 conducted by 370 groups, grossing \$9,748,932 and netting the sponsors \$2,377,144.

Okay Zoo Plan

LOS ANGELES — The City Council has approved by a vote of 10 to 5 a contract with the Friends of the Los Angeles Zoo to create the World Zoo here.

Don Dowis Lost In Airline Crash

NEW ORLEANS — Richard Donald (Don) Dowis, 48, owner-operator of the spectacular Sky Wheel and a life-long resident of Sterling, Colo., was one of 42 persons killed early Monday (16) when a National Airlines DC 7B crashed into the Gulf of Mexico while en route from Tampa to New Orleans.

As of Friday (21), four days after the crash, his body had not been recovered. Plans for memorial services at Sterling hinged upon the continued search for the missing bodies. Airline officials announced the search would continue for two weeks.

The cause of the crash was undetermined. The plane last was heard from about a half hour before its scheduled arrival here.

The area in which the plane last reported from was the same as that in which a National DC-7B, also on a flight from Tampa to New Orleans, crashed into the gulf on Valentine's Day, 1953, killing 45 persons, among them Al Martin, then co-owner of 20th Century Shows.

Don Dowis had been in the ride and carnival business during all of his working years. His father, R. T. Dowis, who died in 1951, for many years was ride operator with headquarters in Sterling.

For some years, Don Dowis operated a carnival, which became the Forsythe and Dowis Shows. He sold his interest in the early 50's when he acquired the Sky Wheel which he booked independently at major fairs and other events. At his death, he, his brother, Graydon, and D. Wade, of the W. G. Wade

Shows, owned a Miller Wild Mouse ride.

Besides his brother, Graydon, Dowis is survived by his wife, Althea; five children, Roger, 20, John, 16, Donna, 13, Sally, 11, and William, 7; one brother, Dean Dowis, in the insurance business, in addition to Graydon Dowis, and a sister, Hazel Osborne, wife of Alfred G. Osborne, of the Forsythe and Dowis Shows and operator of several Dancing Waters units. All live in Sterling, Colo.

The Dowis-owned Sky Wheel was operating at the Jacksonville (Fla.) Fair when Dowis was killed. He had flown from Jacksonville to

(Continued on page 54)

BAGGAGE CARS REPLACE TRUCKS

Ringling's Rail Plans for '60 Expand to Full 14-Car Train

SARASOTA, Fla. — Ringling Bros. and Barnum & Bailey Circus is converting 14 circus-owned railroad coaches to new use and expects to switch into a new style of railroad operation as soon as the equipment is ready.

The cars, all former Army hospital cars and used by the circus as coaches until it ceased railroading in 1956, will include seven fitted out as personnel cars and seven more rebuilt as baggage cars. From the outside, the cars will be unchanged in appearance.

This action will eliminate the

several semi-trailer trucks on which the show moves equipment now. It also will replace the three Pennsylvania Railroad baggage cars which the show now uses.

Open-End Cars

The 14 cars are set aside at quarters here and have been getting much refurbishing under direction of Lloyd Morgan and P. J. McLain, recently hired trainmaster. Seven cars selected for conversion to baggage car use will be shipped to the American Car & Foundry Company, where the ends will be rebuilt. Insides already

have been torn out in preparation for the conversion. The car company will convert the cars into open-end style.

Show train will put the circus back into one rolling unit again and improve its appearance, in the opinion of show executives. The title will be painted on the cars in larger letters than before to make the train distinctive.

Conversion of show equipment to this style of move is not expected to be complicated. Spec floats, tiger act cages and similar

DEarborn 2-3864

Jot down that number. It's important. It's the telephone number of The Billboard's Servicer 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 Servicer will provide many services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard's Servicer 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 Servicer will serve to make your convention stay as enjoyable as possible.

House phones will be set up to enable you to locate people in the hotel.

Another valuable service will be The Billboard's convention directory, listing room number of carnivals, booking agencies, etc.

The Servicer will be open daily, Sunday, November 29, thru Wednesday, December 2, on the following schedules:

- Sunday (29) Noon to 8 p.m.
- Monday (30) 10 a.m. to 6 p.m.
- Tuesday (1) 10 a.m. to 6 p.m.
- Wednesday (2) 10 a.m. to 6 p.m.

NAAPPB Convent'n Opens on Weekend; Chicago Plans Set

Annual Trade Show Starts Sunday; Convention Sessions Bow Monday

CHICAGO—Representatives of all branches of the vast amusement parks business will gather in Chicago next week for the annual convention of the National Association of Amusement Parks, Pools and Beaches. Sessions will be at the Sherman Hotel Monday (30) thru Wednesday (2).

Coupled with this convention and others in the hotel at the same time will be the International Outdoor Amusement Exposition, colorful trade show of the business. It opens Sunday (29) and continues thru Wednesday.

Speakers at the NAAPPB convention will include not only members of the association but also notables such as Bill Veeck, of the Chicago White Sox; Robert Johnston, electronics engineer with Ampex; Dr. Ira Sommers, research

laboratories director of the National Canners Association; Dr. John H. Furbay, director of air world education for Trans-World Airlines; Dr. Kenneth McFarland, chairman of the General Motors speakers bureau; R. J. Eggert, director of marketing for the Ford Motor Company; James Hausman, Schaefer Brewing Company; and Howard Pyle, president of the National Safety Council.

William Muar, of Roseland Park, Canadaigua, N. Y., is president of the NAAPPB, and John S. Bowman is executive secretary. Larry Stone of Paragon Park, Nantasket, Mass., is vice-president and program chairman. Robert L. Plarr, Dorney Park, Allentown, Pa., is vice-president and chairman of the banquet and entertainment committee. The annual banquet and ball will be at the Sherman on Tuesday night (1).

(Continued on page 54)



WILLIAM W. MUAR

Jack Lindahl Signs With WLS Agency

CHICAGO — Jack Lindahl, longtime fair and outdoor booker of talent has joined WLS Attractions where he will continue to operate in the same fields, George Ferguson, WLS agency topper, announced.

Lindahl has been in the outdoor end of the entertainment business since he joined the Boyle Woolfolk Agency in 1951 after a career in the club booking field. When the late Woolfolk retired in 1955, the agency became a subsidiary of the Associated Booking Corporation and Lindahl was named manager of the subsidiary.

The movement of Lindahl to the WLS organization will serve to broaden activities of that office in the fair and special events business, he said.

Three associates of Lindahl and the Woolfolk agency will continue in the organization. They are Cal Razor, Nokomis, Ill.; Tom Powell, Springfield, O., and Lee Slade, Poplarville, Miss.

Midwest Fairs Meet Nov. 30

CHICAGO—The Midwest Fair Association will hold its annual Chicago meeting Monday (30) in the Hotel Sherman, Willard (Bill) Masterson, president, announced. Session will get under way at 10:45 a.m. he said. Maurice E. Fager is secretary.

Moose Jaw Fair Names Officials

MOOSE JAW, Sask. — Officers of the Moose Jaw Exhibition Company, Ltd., are as follows: President, Gordon Smith; vice-presidents, J. C. Poston and Ezra McKenzie, and secretary-treasurer, Mrs. D. Bjornson.

Siebrand Bros. Circus & Carnival will be signed for 1960, the third year in a row for the org.

Directorate of the fair board has been upped from 30 to 36 members.

JESTERS SKED BREAKFAST AT CHICAGO

CHICAGO — The Royal Order of Jesters will hold a breakfast party for all members present at the outdoor meetings in Chicago, Art Briese, chairman, announced. It will be held in the Hotel Sherman on Monday, November 30 at 9:13 a.m.

The Royal Director and several past Royal Directors will be on hand plus door awards and souvenirs. Reservations and check for \$13.13 should be sent to Briese at 203 North Wabash, Chicago 1, Ill.

Wakely Frames Fair Package

HOLLYWOOD—Jimmy Wakely, television and Shasta Records artist, will offer fairs, rodeos and celebrations, a package deal which he will direct. The deal, he said, is similar to his performance at this year's New Mexico State Fair. Wakely added that negotiations are under way for such services at several fairs in the Northwest. He plans to attend the International Association of Fairs and Expositions convention in Chicago.

Grande Prairie Elects; Maps Plans For Improvement

GRANDE PRAIRIE, Alta.—John Deltombe was elected president of Grande Prairie County Agricultural Society at its annual meeting. J. C. Mackie and J. K. McIntosh are vice-presidents and Mrs. H. L. Tennant is secretary-treasurer.

Decision was made to raise money thru public subscription for long-term improvements to the fairgrounds, including relocation of race track and barns, and the building of exhibit halls and parking lots.

The prize money situation will be reviewed with a view to applying for Class B status which requires that a minimum of \$3,000 in prizes be given out.

The possibility of contracting for a larger midway in 1960 was left to the new executive.

OPEN FORUMS, ADDRESSES FEATURED AT IAFE MEET

Maurice Hartnett to Preside at Sessions; Patty Conklin Will Speak on Midways

By CHARLIE BYRNES

CHICAGO—A combination of open forum discussions and formal addresses will feature the 69th annual meeting of the International Association of Fairs and Expositions here in the Hotel Sherman, Monday thru Wednesday (30-2). Maurice J. Hartnett, manager of the Calgary (Alta.) Exhibition and Stampede and IAFE president, will wield the gavel at all sessions.

A director's meeting will be held on Sunday afternoon (29) at 4 p.m. and Monday's sessions will include a business meeting in the morning, the Midwest Fair Association and Inter-National Motor Contest meetings and a program for the Federation of State and Provincial Associations of Fairs. Monday afternoon will be devoted to county fair discussions.

On Tuesday morning the open forums will get under way. Set for 10 a.m. in the Bal Tabarin are the following topics with chairmen: Attractions — Donald Swanson,



MAURICE HARTNETT

Michigan State Fair; Commercial Space — Joseph Rucker Jr., State Fair of Texas; Youth — Bryan P. Sandles, Clark County Fair; Women — Mrs. Moxie Mulrooney, Saginaw Fair.

Following the luncheon of the

Past President's Club where Joseph T. Monsour will be toastmaster, additional forum discussions are scheduled. Advertising — Larry Fairall, Iowa State Fair; Concessions — G. W. (Bill) Wynne, Mid-South Fair, and Operations — John Libby, Minnesota State Fair. On Tuesday evening the Queen of Queens Contest will be held at 8 p.m. under L. Doc Cassidy's direction.

Wednesday morning (2) will also be devoted to forums as follows: Grandstand Shows — Dudley T. Fortin, California State Fair; Agriculture — Clarence C. Lester, Tulsa State Fair, and Exhibits — E. Lee Carteron, Southeastern Fair.

The more formal type of speeches will be featured that afternoon. Paul Swaffer, Kansas City, Mo., secretary of the American Hereford Association, will speak on "Livestock Shows of the Future." Donald L. Swanson, Michigan State Fair on "Free vs. Paid Gate," and Earl J. Bailey, Indiana State Fair, on "Conservation Exhibits."

A look into the carnival future will be given by J. W. (Patty) Conklin, Canadian midway biggie, who will speak on "Carnivals—a Look at the Future." Themes will be discussed by Jack Reynolds, Eastern States Exposition, and A. P. Morrow, Pacific National Exhibition. The Amsterdam Village at the Great Danbury State Fair will be described by John W. Leahy, and Farmerama by Ed Leidig, Great Allentown Fair.

President Hartnett will also participate and along with James H. Stewart, State Fair of Texas, will speak on "Community Co-Operation." Louis S. Merrill, Western Fairs' Association, will speak on "The Only Thing That Is Constant Is Change."

Douglas K. Baldwin, chairman of the Hall of Fame Awards, will give out the annual two awards and Clyde E. Byrd will report on resolutions.

Election of officers and directors will take place on Monday morning following various committee reports.

Western Fairs Assn. Outlines Problems

Meets With New Legislative Committee; Events to Operate as State Agencies

By SAM ABBOTT

SACRAMENTO, Calif. — The Western Fairs Association sought to show the California Legislative Joint Committee on Fairs Allocation and Classification its problems and the committee in turn outlined its plan for future administration of fair funds at the 37th annual WFA convention which ended here Wednesday (18) at the Hotel Senator.

The Legislative Committee, headed by Senator Edwin J. Regan, is a permanent committee named to study and analyze fairs, make recommendations and report to the Legislature. Under terms of new legislation, fairs will receive only a total sum for which they can prove need but not to exceed \$65,000. In the past, fairs in general automatically received \$65,000 annually from funds supported by a 4 per cent levy on money wagered at pari-mutuel race tracks.

Bill also provides for an appropriation of \$2,250,000 a year for capital improvements and for classification of fairs into three groups — regional, serving wide areas; sectional, serving a particular community, and special feature, in which a single feature is emphasized such as viticulture at the Lodi Grape and Wine Festival.

Meetings to discuss the problems were held in the State Capitol on Monday and Tuesday (16-17) with Stuart B. Waite, WFA president, delivering the welcoming address.

Opening day speakers also included Byron McMahon, chief, Bureau of Agricultural Education, State of California, with Jack Herr and Dorothy Duncan, 4-H specialists, on the panel. Dr. Wesley Smith, state director of Vocational Education, spoke on "Vocational Education at Fairs" and Robert R. Stein, formerly assistant WFA manager, on "Youth - In - Science Program." Stein recommended a study - evaluate - recommend Youth-In-Science participation in fairs.

While both sides of the question regarding financing of fairs were

discussed, the opinion of several fair managers was what constitutes "need." Under the new legislation, fairs will be operated as a regular State agency, making requests for funds not to exceed \$65,000.

Fair managers contacted by The Billboard agreed that there were too many fairs in the State, approximately 75. They would not, however, say which should be abolished. Matter of interim use of fairgrounds by schools and universities was also discussed as was the elimination of passes and the increasing of front gate admission prices.

Jacksonville Pace Surges Over 1958

JACKSONVILLE, Fla. — Biggest first-day attendance for the five-year-old Greater Jacksonville Agricultural and Industrial Fair got off to a great start on Wednesday (11). Weekend turnouts were also good, so altho it turned cold the first part of last week, the gate count was still comfortably ahead of 1958.

Kay Armstrong, administrative assistant, confirmed that attendance was 12,000 ahead as of Thursday (19), with eight of the 11 days having passed. Good business was also being experienced by Cetlin & Wilson Shows on the midway. There was no Sunday operation.

The fair was superior in respects other than attendance, however, as it provided a larger spread of displays between the baseball stadium and Gator Bowl. Commercial and arts and crafts units were again shown in booths under the Gator Bowl stands, and canvas covered some departments. A tent 60 feet by 160 housed the expanded military exhibit, another one 40 by 180 was used for the boat show, and the State's largest livestock show oc-

cupied four tents, each 60 feet by 210 and holding a total of 500 head.

Some 16,000 people, including 10,000 children, turned out on opening day. The increase over previous years is attributed to the advancing of the date by one day to coincide with Veterans Day and a big downtown parade. Following the parade, Mayor Hayden Burns cut the fair ribbons. American Fireworks Company pyrotechnics were presented opening night and Saturday night (14).

Opening day's crowd was given by Nathan L. Mallison, fair vice-president, as 1,616 better than 1957 when it rained, and 4,581 more than last year. Another big day was Saturday's 21,000 which exceeded the similar day's total of last season by 5,000.

Children were free-gated on three days until 6 p.m. The week was building toward a record attendance. Cetlin & Wilson has played it since its inception. Publicity is being handled by Mrs. Embree Humphrey, local newspaperwoman.

PAIR OF QUEENS



Two of the queens who will vie for the title of Queen of Queens at the Chicago convention of the International Association of Fairs and Expositions. On the left is Miss Indiana, Debbie Deanne Smith, 18, of Lebanon, Ind. Beauty on the right is 17-year-old Carol Melton, of Camden, Tenn., who represents the Tennessee Association of Fairs. Final judging in the contest will be held in the Bal Tabarin of the Hotel Sherman at 8 p.m. on Tuesday evening, December 1. Doc Cassidy, secretary of the Kentucky Association of Fairs and Horse Shows, is chairman of the contest. Last year's Queen of Queens was Judy Barger, who represented the Tennessee association.

SOME RIDES UNDER CONTRACT

N. Y. Freedomland Moves Ahead; June Debut for 41-Theme Park

By IRWIN KIRBY

NEW YORK — The park industry's theme concept, growing by leaps and bounds over the last decade, will be represented in unprecedented profusion when Freedomland, USA, gets rolling next summer.

There is a total of 41 distinct motif sections projected for Freedomland in the Bronx. More than 1,000,000 square feet of earth have been moved into the USA contour for the park. Efforts are being made to complete underground facilities and excavations before cold weather curtails work. Fifteen foundations are already poured.

With the initial bond offering oversubscribed and solid financial backing thus assured for the primary stages, the spot's construction is well under way. It lies just off Bruckner Boulevard, above the Hutchinson River Parkway intersection. Additional monies are coming from commercial tenants, numbering more than 80, since all will pay for erecting their own buildings to designs of Marco Engineering, whose C. V. Wood Jr. has conceived this installation as the most ambitious park effort to be undertaken in some time.

Freedomland is Wood's latest departure from the traditional park format since it has national exhibitors and theme-tailored rides, attractions and settings. Some tenants will display their wares in in-

stitutional advertising and others will conduct direct sales.

The known aspects of the proposition can be disposed of quickly—which is to say that the park will occupy 85 acres of its 205-acre site, the rest being used for parking and incidentals. It will be contoured to represent the map of the United States, complete with dredged-out lakes and waterfronts. Other aspects have not been discussed and are now documented.

Some Rides Contracted

There will be from 33 to 35 rides and some have already been contracted for. Arrow Development, which has provided dark rides and other units for previous parks in which Wood has been involved, will build Freedomland's four dark rides, two auto rides and other units not yet revealed. National Amusement Device is being consulted about providing a set of kiddie rides plus the Mine Train. Todd Shipyards will build two paddlewheel boats. Von Roll of Berne, Switzerland, will provide a ski lift-type bucket ride. The Magic Mountain shop in Denver is looked to for streetcars and other devices. Horse-drawn vehicles will come from Cignac Coach Company, Chicago. The single game operation, a shooting gallery, will use air-gun equipment of P. E. P. Corporation, Stanton, Calif. Source for the ride information is Fred Schumacher, general manager of the park, who is

accepting bids on various other amusement devices.

Once the parking (50 cents) and front-gate prices are paid, patrons will be faced with individual ride and attractions tabs ranging from as low as a dime to a high of 50 cents. Adults will enter the park for \$1, "juniors" for 75 cents, and youngsters for 50 cents. The dime price, currently considered virtually obsolete, plus establishment of combination ticket prices this far in advance of the June 19 opening, indicate an earnest effort toward giving dollar value to park visitors. The eight dime rides will be four mechanical ones and Merry Mule, Pony Express, Street Cars and Surrey. Quarter ones will be Shooting Gallery, Tugboat, Dragon Parade and Mirror Maze. For 35 cents will be Pirate Boat, Mine Train and Magnetic House; Caverns, Hurricane, Pecos Bill and San Francisco Earthquake (all dark rides); Harlequin Ball, Spinning Top and Gold Panning. Other attractions will range from 35-50 cents and are listed as "D" coupons

(Continued on page 76)

BOOK REVIEW

Added Barnum Biog Proves Fresh, Useful

IT WOULD HAVE seemed that everything has been said about P. T. Barnum and there was no need or room for another book about him. But Irving Wallace has written "The Fabulous Showman" and it comes off as a worthy and useful volume.

Wallace has been successful in separating fact from fancy. Perhaps the most interesting new material he has is that about Barnum's personal life and family—a phase not much touched on by earlier biographers. It is true that when he writes about Jenny Lind, Tom Thumb, Jumbo and the rest of the original Barnum cast, there is little that can be done to freshen up the tale. Yet Wallace has succeeded in getting new details to add. And most important, the whole book

(Continued on page 76)

NAAPPB Meet

Continued from page 52

This year's program is scheduled with particular attention to interests of kiddieland operators and owner-managers of pools and beaches. Special morning sessions for each classification has been expanded this year. Jimmie Thompson, operator of Alexandria, La., is chairman of that group, while John Philipps, of Philipps Swim Club, Dayton, O., is heading up the pool and beach section.

A fully detailed tabulation of the convention program and allied events appears elsewhere in this issue.

Don Dowis Dies

Continued from page 52

Miami, then to Tampa before taking off for New Orleans en route to Los Angeles, his planned destination.

He was a member of the Showmen's League of America, Chicago, and of the Elks and American Legion in Sterling.

Fair Federation Skeds Chi Morning Session

CHICAGO—A panel discussion that will cover a broad number of subjects will be a feature of the annual meeting of the Federation of State and Provincial Association of Fairs to be held in the Hotel Sherman Monday (30), Clifford C. Hunter, president, announced. The group is an affiliate of the International Association of Fairs and Expositions.

Hunter will preside at the session which begins at 10 a.m. Secretary-Treasurer Joseph C. Bartlett, North Haven, Conn., will give the financial report, and Winfred H. Eldridge, Plymouth, Wis., the vice-president's report.

The panel discussions will be moderated by Wilbur E. Layman, Lincoln, Ill. Election of officers will wind up the session.

Members of the Federation's executive committee includes Layman, Goldie V. Scheible, Dayton, O.; Harry B. Kelley, Hillsdale, Mich., and Everett Erhart, Stafford, Kan.

Calgary Ex Shows Net of \$254,586

Gate, Grandstand Take \$548,703; RAS Does Record-Breaking Business

CALGARY, Alta.—The Calgary Exhibition and Stampede ended its 1959 fiscal year in debt to the tune of \$1,334,192.50, despite a surplus of \$254,586.20 on operations. Net surplus on '58 operations was \$168,263.02.

Most of the debt, a record high in the long history of the exhibition, stemmed from the construction of the \$1,880,000 Big Four multi-purpose exhibits building and curling rink and extensive improvements in other departments. The report, made at the annual meeting of the board, indicated that the event's operations during the year were the most extensive in history.

Record Gate

The annual Exhibition and Stampede recorded the biggest attendance on record, 591,715. Gate and grandstand admission revenue was \$548,703, up around \$35,000 for the previous year. The Corral and Victoria Arena and Agriculture Building showed a net combined surplus of \$116,529.13, while the

giveaway home netted a surplus of \$61,580.13. Net revenue on the horse racing operations amounted to \$61,095.62.

Total over-all revenue for the year was \$1,214,936.41, compared with \$1,078,568.15 for the previous year. General expenditures showed a corresponding increase, being \$935,665.39 compared with \$897,766.90 the previous year.

The cost of producing the annual Exhibition and Stampede was higher. Total expenses and purses reached a new high of \$130,183.30, up about \$22,000 from the '58 figure.

In the report given by General Manager Maurice J. Hartnett was included the statement that midway concessions were well patronized and Royal American Shows did a record-breaking business. The home giveaway and the car awards were both profitable. The livestock show was well attended and the women's department reported a top entry in all divisions.

Ringling Rail Plans for '60

Continued from page 52

light vehicles on the present show will fit neatly into the cars. One of the new baggage cars will haul as much as three semi-trailers, it is figured. Elephants and horses will go into the show cars just as they go into the Pennsylvania system cars now.

The transportation system would allow the circus to carry more equipment as desired. While the show has given no indication it plans to do so, it was counted as possible to carry such items as an air calliope wagon or menagerie cages.

Passenger Moves?

There was no immediate indication as to whether the show plans to move its new train in passenger or freight service, but its size means it usually will be making special moves. These circus cars could be fitted for moves in passenger service. In such passenger moves, the usual procedure is for the show to buy a specified number of first-class passenger tickets for which it receives not only use of passenger cars but also a baggage car for each bloc of 20 or so tickets. This is the system used in moving the present three baggage cars. This also is the system used by ice shows, legit companies and large orchestras on tour.

Ringling's new train will put the show into a different category for transportation than any other show of recent times, however. The plan differs from the ice shows in that

the circus owns its own cars. The plan differs from the traditional show train system in that it includes only passenger and baggage cars, but no stock cars or flats and probably moves mostly in passenger service.

It may be likened most to the so-called "car shows" of pre-World War I times, except that those usually were no bigger than five cars. Small circuses, usually using two cars, were in this classification. They were noted for the fantastic amount of show they managed to get aboard one coach and one baggage car. Ringling-Barnum is able to consider this and still keep its "greatest" position because it no longer needs to carry tents, seats, power plants and much more that now is supplied by the auditoriums and arenas it plays.

The plan has been discussed with railroads, car builders and others and seems to have clear sailing now. It will involve carrying only two trucks or tractors, and these would be loaded on the cars, along with other equipment.

The train plan has been rumored on the show for several weeks, but circus sources pleaded that the reports were premature and still in the tentative classification. About three weeks ago it was confirmed that at least three baggage cars, but no coaches, would be used. Now the full train of 14 cars seems assured for use, probably with the opening of the 1960 edition of the circus. Tom Parkinson

BEATTY & COLE FOR PHILLY DATE

McClosky, Bary Set May 22-30 With Shrine Temple, Moonblatt

PHILADELPHIA—Clyde Beatty & Cole Bros. Circus has won the Shrine circus contract here and will play the Lighthouse Field location May 22-30.

Announcement came after months of negotiations between the Shrine and several circuses and circus producers. The Beatty show was represented by Frank McClosky, general manager, and Howard Y. Bary, associate.

The circus has upped its publicity budget for the date. Frank Braden will be in charge of the press work. Two street parades will be given, one in downtown Philadelphia and one in the north-eastern section.

It is expected that foreign acts contracted by Walter Kernan, assistant general manager, will arrive at the Philadelphia airport. This is counted as better publicity

potential than the New York airports, altho the acts undoubtedly will appear in the New York area engagement prior to the Philadelphia run.

Negotiations for the Lighthouse Field were between the show and Samuel Moonblatt, attorney, who with John Quinn and Jack Essner, controls the concessions and midway. The Philadelphia date traditionally has a large carnival midway and that will be continued.

The present Philadelphia set-up is a combination of two long-time show dates. The Shrine for many years sponsored indoor shows here. The outdoor stand was separate and the province of Ringling Bros. and Barnum & Bailey. The Beatty show succeeded Ringling in 1957. Cristiani Bros. Circus played it in 1958, and in 1959 the Cristiani show combined the outdoor and Shrine dates.

Ringling-Barnum Grosses \$52,000 at Birmingham

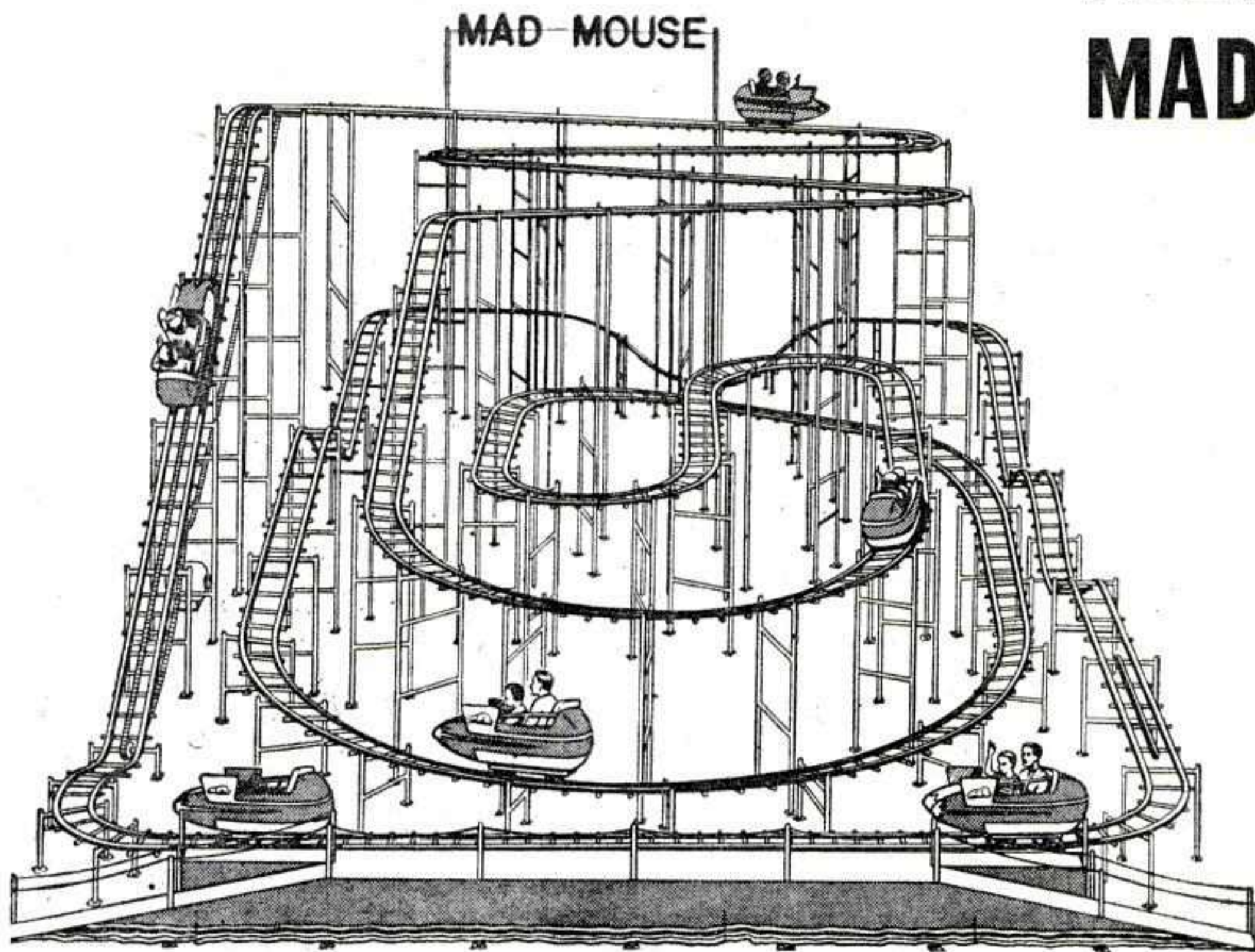
BIRMINGHAM—Ringling Bros. and Barnum & Bailey Circus grossed \$52,000 here at the 4,000-seat Municipal Auditorium November 12-15. This marks the first time the show has played indoors here. Local promoter Martel Brett handled the date, as he has handled several previous R-B engagements in the South. The scheduled performances on Wednesday (11) were canceled, with the steel strike catching the blame locally. Cold

weather and the Georgia Tech-Alabama football game Saturday (14) were among other opposing factors.

Total attendance of 30,900 for nine performances breaks down to include 3,800 afternoon and 3,800 night Thursday (12); 3,800 afternoon and 3,000 night Friday (13); 3,000 and 3,500 afternoon and 3,500 night Saturday (14), and 3,000 afternoon and 3,500 at night Sunday (15). The 1959 edition closes at Cleveland Sunday (29).

Ride men are known by the equipment they keep . . .

ALLAN HERSHELL MAD MOUSE RIDE



Every Allan Herschell ride carries a tradition of competence that distinguishes its owners as men who know and appreciate the best.

Now the Mad Mouse speaks more eloquently than ever as to the stature and good judgment of its owners.

It is a prestige ride that commands the respect and attention of the public, press and fair boards.

The Mad Mouse packs the ride of a major coaster into a fraction of midway space at a fraction of major coaster cost.

The Mad Mouse is much more than a coaster. Its individual cars can take tight turns that give riders the exquisite thrill of flying off into space. Not only is it exciting for the riders, but it is also a thrilling show for the spectators, for the track is designed to put the action in full view of the crowd. It draws people like a magnet.

We are proud of Allan Herschell's most brilliant achievement. Ride the Mad Mouse at your first opportunity and you will quickly see why it's the most wanted, most admired new major portable ride.

ALLAN HERSHELL MAD MOUSE MAKES NEWS

Powelson in Barn After Winning Tour

COSHOCTON, O. "... The Mad Mouse topped the major line-up, according to Dick Girley, show's general agent . . ."

Olson Shows Shrug Off Rain To Go Ahead at Springfield

SPRINGFIELD, ILL. "... The added income from the Mad Mouse accounted for the gain over last year in midway receipts . . ."

Gooding Up 33% at Knoxville, Tenn.

"... The Mad Mouse, as usual, was leading the pack . . ."

Heth Up 17% at Tuscaloosa

WEST ALABAMA FAIR "... The fun zone had 28 rides, 10 shows and 60 concessions, with the Mad Mouse topping the line-up . . ."

Heth Scores Big at Rome, Ga.

"... The Al Kunz-owned Mad Mouse set a one-day mark for the season, topping the similar figure registered at Springfield, Mo. Prices here were 50 and 35 cents, however, while at Springfield the ride went for a flat 50 cents . . ."

Heth Shows Also Big at Du Quoin

"... The Mad Mouse was running ahead of the midway . . ."

Billy Collins Reported Hefty Fair Winnings

NEBRASKA STATE FAIR "... The Mad Mouse topped the midway . . ."

Gooding Fights Rain, Mud at Columbus, Ga.

"... Top grossers in order were the Mad Mouse . . ."

Atlanta Midway Gets \$72,511 on Record Day

"... The Mad Mouse was the top Gooding grosser on the midway . . ."

Olson Scores Best Two Days of Year at Louisville Fair

"... The new Mad Mouse helped to build a thumping weekend business . . ."

Chaffanooga Up for Olson

"... the Mad Mouse was the pacemaker among the units . . ."

Midway \$\$ Down at Wisconsin Fair

"... Rides not only held up but actually yielded higher receipts than last year. A Mad Mouse ride in the line-up enjoyed particularly good business . . ."

Missouri State Fair Races Ahead of '58

"... The Mad Mouse lead the line-up of rides . . ."

Heat, Rain Fail to Hurt Illinois Fair

"... The Mad Mouse was up sharply . . ."

Gooding Scores Big at Nashville Fair

"... Top money-getter, according to Hal Eifort, unit manager, was the Mad Mouse."

Gooding Up 23% at Missouri Fair

"... The Mad Mouse topped the rides . . ."

LIST OF OWNERS:

AMUSEMENT PARKS

Robert K. Bell
Bell's Amusement Park
Tulsa, Oklahoma

J. D. Clark
Frontier Village
Oklahoma City, Oklahoma

Dr. Lawrence Golden
NuPike Amusement Park
Long Beach, California

R. J. Irwin
Marshall Hall Amuse. Park
Bryans Road, Maryland

Robert E. Bollinger
Oaks Amusement Park
Portland, Oregon

William L. O'Brien
Revere Beach
Revere, Massachusetts

Pasadena Park Properties, Inc.
Peppermint Park
Houston, Texas

F. E. Gooding
Zoo Park
Columbus, Ohio

W. H. Zimmerman
Chain of Rocks Amuse. Park
St. Louis, Missouri

Kissel Brothers
Kissel Brothers' Amuse. Park
Cincinnati, Ohio

CARNIVALS

Amusement Corp. of America
Olson Shows

Orville Crafts
Crafts 20 Big Shows

Alfred H. Kunz
Heth Shows

E. D. McCrary
20th Century Shows

Leonard Powelson
Powelson Amusements, Inc.

F. E. Gooding
Thrills Unlimited, Inc.
(2 Mad Mouse Rides)

John F. Tinsley
John F. Tinsley Shows

E. E. Farrow
Wallace Bros.' Shows

Wm. H. Meyers
Gold Coast Shows

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104 N. OLIVER ST., N. TONAWANDA, BUFFALO, N. Y. PH. LUDLOW 4300

"World's largest manufacturer of amusement rides"

CRISTIANI SIGNS NORFOLK REPEAT

Paul Cristiani Signs Police Auspices; Reveals Opening Date, TV Show Talks

NORFOLK — Cristiani Bros. Circus has signed a repeat date with the police as auspices here. Paul Cristiani, executive general agent, announced Wednesday that

he had arranged for the tented show to play here April 20-23 in connection with the same azalea festival that the show took part in last spring.

In 1959 the Cristiani show opened with the Norfolk stand, but Cristiani said this time the show will open elsewhere. He said tentative plans are set for opening April 2 at a major city.

Cristiani has been in New York where he has been conferring with television executives about two network shows.

Lethbridge, Alta., Sians Siebrand, KBD Grandstand

LETHBRIDGE, Alta.—Dates of the 1960 Lethbridge Exhibition will be July 6-9.

Siebrand Bros. Circus & Carnival will be on the midway and KBD Enterprises, Calgary, will provide the grandstand show here and at other centers on the Prairie Fairs Association circuit—Medicine Hat, Alta.; Moose Jaw, Sask., and Swift Current, Sask.

The Lethbridge fair's rodeo will be cut to two days in 1960 and a new afternoon program for the third and fourth days will be arranged.

Raymond, Alta., Rodeo Re-Elects

RAYMOND, Alta.—J. M. Lybert was re-elected president of the Raymond Stampede organization and Albert Ralph was returned as vice-president. L. D. Watson is treasurer and William L. Nalder is secretary. Ray Depew will again manage the stampede, which has been set for July 1, 1960.

Drive-In Uses Fair Exhibit To Promote

ADRIAN, Mich. — When one branch of show business uses the facilities of another branch to promote its own attractions, that's news in the world of advertising. This is what happened at Lenawee County Fair when the Sky Drive-In Theater took an elaborate and colorful display booth to tell fair visitors all about itself.

The occasion was the introduction of new high-capacity electric in-car heaters for wintertime operation in the drive-in. It was done with showmanship and dramatic presentation in a way that made the theater owners satisfied with the trip to the fair.

Unlike most drive-ins in the Northern States, the Sky operates the year-round. In fact, it pioneered in this field in Michigan and has the problem of convincing people that year-round movie-going can be pleasant.

Steel Strike Cuts Net at Crown Point

CROWN POINT, Ind.—Sharp decline in attendance at Lake County Fair and a resultant financial loss were attributed to the steel strike by George Neises, president of Lake County Agricultural Society, at the annual meeting of the organization.

Lake County is the populous, industrial section of Indiana, 27 miles southeast of Chicago. It contains such centers of steel production as Gary, Hammond and East Chicago. Whiting, famed for oil refineries, is also in the county.

Neises reported that 1959 attendance fell below the 1958 level by 20,000.

"The operation ran about \$3,000 in the red this year," he said. "However, we are not alarmed or disheartened. Our plans for 1960 include a greater expansion of free attractions and, generally, a bigger and better fair than ever before."

Neises feels that the prolonged, excessive heat of August, when the fair was held, may have been another reason for the drop.

"We lost money for the first time in 14 years," he said. He added that work on the planning of the 1960 fair will begin this week.

Neises was re-elected president of the society at the Thursday night (12) meeting. Named with him were Neil Morrow, Hebron, vice-president; Harvey Busselberg, Lowell, second vice-president; Don Powers, Munster, secretary, and Charles Ruckman, Gary, treasurer.

Arizona Fair Exec Honored

PHOENIX—Ken Baker, special events director, was honored by the Santa Fe Indians, one of the 87 musical attractions he presented at the Arizona State Fair.

Baker was given the name of Cho-de-ma, which means "jack rabbit that trots along the trail," because he uses a motor cart for covering the fair. Felix Coin, director of the Santa Fe Indian band, one of the top attractions, presented Baker with a hand-made Kachina doll. He was also given a Thunderbird holla tie made of hand forged silver by the Indians.

Baker has held the post for six years.

TALENT ON THE ROAD

By JON FRIDAY

Even Old Dogs Learn New Tricks—Red Foley

(NOTE: Veteran country and western performer Red Foley takes over the column this week to relate some tricks he learned after 38,000 miles of playing U. S. fairs during the 1959 season.)

ONE thing is certain about the proverbial old dog who faunched at learning new tricks—he would have been a dead dog at the grandstand gate of fair season 1959.

Even the most seasoned performer found himself learning new tricks in catering to the jet-age tastes of today's fairgoer. The crowds, for example, are demanding a warmer, more intimate spectator-to-star contact than ever before. But after all, the public feels personally acquainted with its favorites—the stars are visitors in Mr. and Mrs. America's homes every week, performing only half a living-room's distance from them, and they want the intimacy of manner if not of distance at the fairgrounds.

Another new trick, I think, was learned by the fair executives, when they witnessed firsthand that country music is making prettier "box-office music" than they ever dreamed possible. Country music, that is, with the all-important factor of network television as its spine and backbone.

Our troupe of Springfield, Mo., based singers, square dancers, bucolic comics and string instrumentalists kicked off what was to be a 16-week, 38,000-mile fair season at Harrington, Del., earliest event of major status in the East. Two days of sellouts set us up for what, from my point of view, was the most bustling fair season I have seen since my days with Chicago's "National Barn Dance" in the thirties.

Even at that early stage in the season it was apparent that more informality than at any time in fair history was what the patrons in the pews wanted. They seemed to sense the remarks that were ad lib in set routines and responded warmly to what they supposed was "something special" for this performance alone.

My television show companions—Uncle Cyp Brasfield, Slim Wilson, Bobby Lord, Norma Jean and others never passed up an opportunity to visit TV stations for plugging purposes, and since our Saturday noontime radio show is slotted during NBC's Monitor, stations often went out of their way to offer special tub-thumping at the local level.

Also in the "new-trick" category was the lesson we learned in flexibility, or I should say the necessity of it, conditioned perhaps by the "don't-go-by-the-set-formula" Jack Paar-style entertainment which has become widespread. By flexibility, I mean that we tried to never put a lid on an act's time, within reason, asking them to let each individual audience's reaction be the guide. Even instituting such a seemingly loose-knit policy we stayed within management's time limitations in places where such limitations were voiced, and the result, I think, was more satisfied audiences.

Not only did the ABC television and NBC radio stations promote heartily, but the record companies with which our various artists are affiliated—Decca, Columbia, Capitol, Sun—gave close co-operation on many dates. We learned, if I may again mention a new trick, that a minute's telephone call to a leading disk jockey to ask which were the most popular records by each of our record names helped us tailor the show's song selection to please, and there was wide variance from place to place, proving the wisdom of even such a small scale "research" gimmick.

Really, I have a little sympathy for the old dog that won't learn new tricks. I'm something of an "old dog" myself, since I'll soon see my thirtieth show business year. Even in the thirtieth I know there will be new tricks to learn, but I feel that the unexcelled importance of week-in, week-out television exposure will bring out the big crowds that can teach them to us performers.

Red Foley

British Gun Crew Feature Of International Stock Show

CHICAGO—Featured attraction at the horse show of the International Livestock Exposition here will be a display by two British naval gun teams.

The show's management has imported 50 crack British Royal Navy regulars as complete gun crews. The teams are made up of 18 men on a side and are winners of this year's Royal Tournament at Lee-on-Solent, Hampshire, where they set a record of 3 minutes, 9.8 seconds.

During this brief time the men take a naval gun weighing 2,800 pounds and swing it across a five-foot wall in one piece, strip it down, take it in pieces across a 28-foot "chasm," reassemble it on the other side, manhandle it over another five-foot wall and fire it.

After that, it must again be broken down, swung back across the artificial chasm, poked piece-by-piece thru a two-way hole in the wall, reassembled for the third time and fired before being towed back to the starting point.

Ammunition is manhandled along with the gun. Two men alone must handle the 1,120-pound barrel on its journey across the gap.

Charlie Byrnes

North Battleford Fair Profits Up

NORTH BATTLEFORD, Sask.—H. Gordon Shepherd was re-elected president of Battlefords Agricultural Society at its annual meeting. Alex Boulton and Al Osborn were returned as vice-presidents and N. W. Symonds

continues as secretary-manager.

The financial report showed an overall profit of \$2,500 on the year's operations as compared with \$1,461 in 1958.

Biggest problem to be faced by the society will be to get a link with a nearby city water line so that the water facilities will be available on the fairgrounds, Shepherd told directors.

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 29, 30—December 1, 2, 1959, 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. 29, 30—Dec. 1, 2

And the Place: Hotel Sherman, Chicago

Officers and Board of Directors
WILLIAM W. MUAR, President
JOHN S. BOWMAN, Exec. Secy.

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CARNIVAL HEADS

DARK RIDE STUNTS

AMUSEMENT PARK OPERATION

AREA Arranges for Meeting To Be at Bismarck Hotel

AMERICAN RECREATIONAL Equipment Association will meet this year at the Bismarck Hotel. Session is set for Monday (30) at 7:30 p.m. Lyndon Wilson, president of Allan Herschell Company, Inc., is president of AREA. Speaker is to be George Gilbert Groman, whose topic is "How Other People Talk." He is a dialectician and his talk is humorous. The association previously has held its annual meetings at the Sherman Hotel. This year the outdoor conventions are using both the Sherman and the Bismarck for accommodations. In addition some of the events are moving to the Bismarck. AREA's meeting will be on the third floor of the hotel, which is a block away from the Sherman.

Park Operator Jim Forest Plans Daytona Celebration

JIM FOREST, president of the Forest Amusement Park in Daytona Beach, Fla., is prime mover in arrangements for an upcoming celebration that is tied in with the opening of a new bridge. On December 11 there will be the formal ceremonies of opening the bridge, followed by a fish fry and fireworks. On December 12 there will be a parade and a beauty queen contest. Finals in the contest will select "Princess Toronita" that evening. During the day, all users of the new bridge will be given gift certificates and prizes. The Main Street Area Association is promoting the event and expects to offer a junior college scholarship as a prize for the queen. Forest is working toward national movie and TV coverage of the activities.

Ride Operators Set Up Shop For Christmas Gifts, Toys

RIDE OPERATORS in the Chicago area are turning more this year to Christmas gift and toy sales as an off-season activity. For several years the Dispensa warehouse and quarters at suburban Elmhurst has been cleared of ride equipment and converted into a discount store for the holiday shopping period. A few kiddie rides have been set up and operated inside the adjacent building. This year the Miller Amusements at nearby LaGrange is setting up a similar operation, offering discounted toys, gifts, appliances and decorations. Millers will be open evenings as well as Sundays and daytime. . . . Milwaukee County zoo's miniature train hauled 163,605 persons this season. This included 89,447 children and 74,158 adults. The train is a live-steam model by Sandley. . . . Conventions at Chicago this year will have new hosts at the Sherman Hotel. The William Zeckendorf real estate and hotel interests last week bought control of the corporations which own the Sherman and other hotels. Management of the Sherman is expected to be unchanged, it was said. *Tom Parkinson*

'20,000 Leagues' On Palisades List

Whale Building for Undersea Walk-Thru; Concrete Tank Jungle Ride Also Set for '60

PALISADES, N. J.—A knocked down whale structure has arrived from Europe to provide a home for the "20,000 Leagues Under the Sea" exhibit at Palisades Park. The walk-thru show was imported last spring by Harold Steinman and has since been enlarged and augmented.

The show will be one of several additions at Palisades. For the 1960 season a new "African Queen" jungle ride is being installed in a concrete tank behind the Round-Up location and near the Roto-Jet. Alan Hawes is designing the interior and fronts, and will provide three boats for the tank, which will be 150 feet long and 100 feet wide. They will be 28-person boats which will have a tunnel incorporated in their channel ride. Hawes has also built them for Wildwood, N. J., and Agawam, Mass., but this will be his biggest in the East.

Cost of the jungle ride is estimated at \$150,000 by Irving Rosenthal, and of the New Frontierland attraction, \$250,000.

Steinman's show will be a featured part of the park line-up next year. Its novel structure is on a steel frame covered with treated and colored canvas to represent a huge whale, and the gaping mouth will be the walk-in entrance. It will be 100 feet long, 40 feet wide

and of substantial height. Part of the area it will occupy is being cleared by removal of the Boomerang ride, and assembly of the building will start after Thanksgiving week. The basic "20,000 Leagues Under the Sea" theme has been supplemented by a "Neptune's Kingdom" section. Featured are luminous exhibits both movable and stationary, reproducing scenes from the two themes. In the dimly lit passages an illusion of the underwater kingdom is created. The show has been in New York City and at the Pensacola (Fla.) Quadracentennial.

New Area Developed

"Frontierland" will develop a hitherto unused plot of ground encircled by the train ride. Exposed section within the trackage has been used for archery, golf driving and other units in the past, but the rest of the section, several acres in size, has been ignored. It now will contain a Western village with several rides, among which Rosenthal said would be a small Mouse ride and a unit along the lines of Disneyland's Matterhorn. Jack Ray is providing the design and color scheme.

Palisades' Flying Scooter is to be elevated 12 feet, providing a tunnel for the 1,700-foot Turnpike *(Continued on page 76)*

HOURS CHANGED AT TRADE SHOW

CHICAGO—Hours for operation of the NAAPPB's trade show, International Outdoor Amusements Exhibition, have been altered this year. The show, at the Sherman Hotel, will operate from 10 a.m. to 6 p.m. on November 29, November 30 and December 1. It will operate from 10 a.m. to 5 p.m. on December 2. There will be no shut-down for the lunch hours.

SEC Gives Okay On Chain's Stock

WASHINGTON — The Securities and Exchange Commission has lifted its earlier stop order which would have prevented Sports Arenas, Great Neck, N. Y., from proposing a sale of stock to the public.

Sports Arenas was organized to operate a chain of amusements, including bowling alleys and kiddie parks, in the Eastern section of the country. SEC issued a stop order against the sale of its stock because it felt the registration statement and prospectus "misstated and omitted material facts" concerning Sports Arenas' business, estimates of earnings, certification of financial statements, and other things.

The registration has now been amended, according to SEC, "to make appropriate disclosures" as required by the Commission. SEC, therefore, now permits the registration statement to become effective.

Storin Suffers Heart Attack

AGAWAM, Mass.—Harry Storin suffered a heart attack here last week and will be confined to Mercy Hospital, Springfield, Mass., for three weeks and then rest for two months at home. He is the director of public relations for Riverview Park here and the Great Barrington (Mass.) Fair.

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NAAPPB Invites Pool, Kiddieland Members to Club

CHICAGO — Evening social hours at the NAAPPB convention here, November 29-December 2, will include special tables for members who operate Kiddielands or beaches and pools. The location again will be at the Skyline Club in the Sherman Hotel.

John S. Bowman said that the Skyline Club may be selected as the place for showing Marvin Staton's films of the late summer meeting in Toronto and the State Fair of Texas; as well as Leonard Thompson's slides of the 1959 illuminations at Blackpool, England.

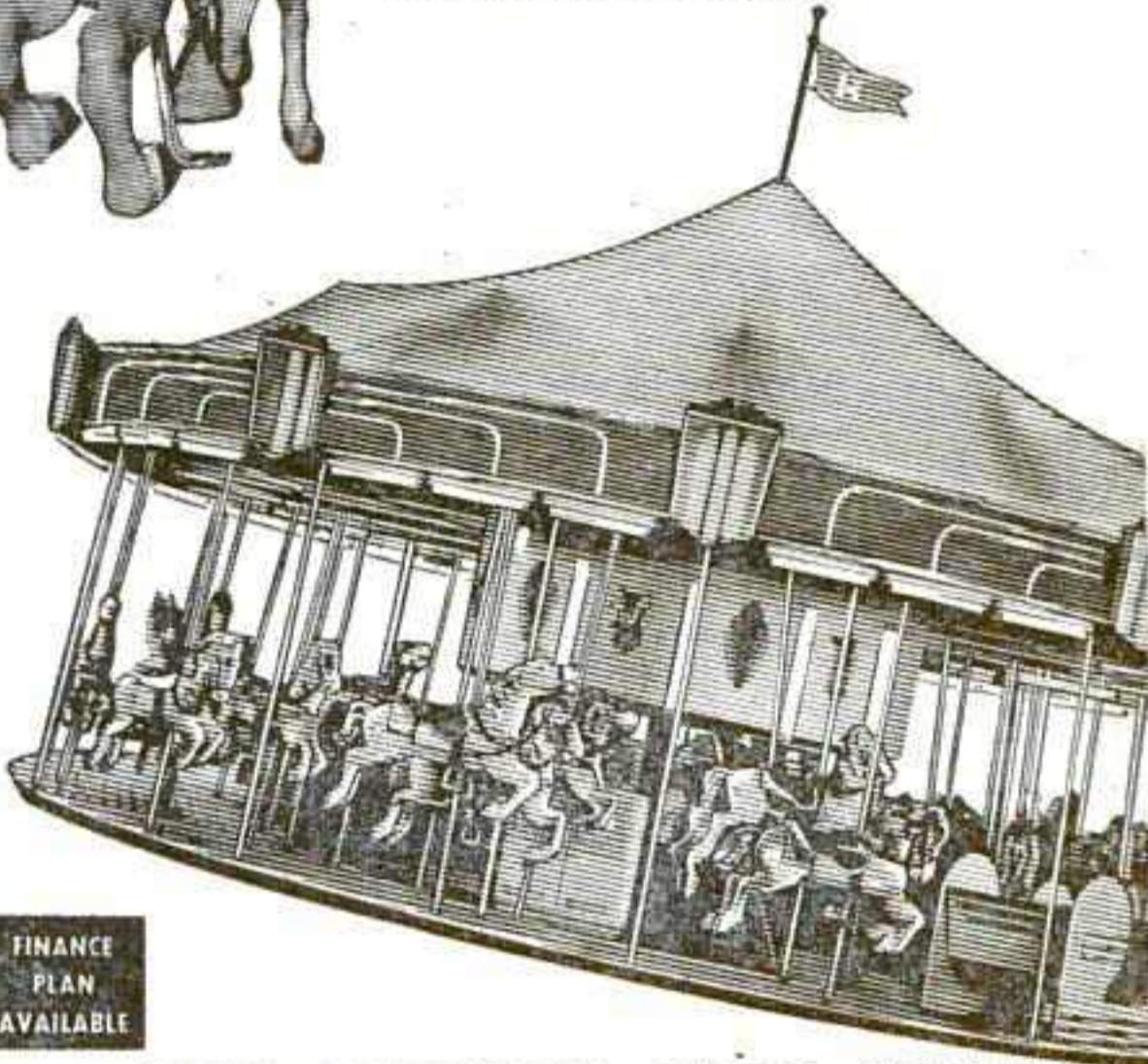
ARROW, DISNEY IN LICENSING PACT ON RIDES

MOUNTAIN VIEW, Calif. —Arrow Development Company here and Disneyland, Inc., have signed an agreement by which Arrow will be licensed to utilize the mechanical features of the various rides it developed and manufactured for the Anaheim park. Included in the agreement are the circular turntable ride and the two-story dark car ride, Walter B. Schulze, Arrow secretary-treasurer, said.

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FAIR MEETINGS

Canadian Association of Exhibitions, Lord Simcoe Hotel, Toronto, November 24-26. Emery Boucher, Exposition Park, Quebec, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 30-December 2. Frank Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

West Virginia Association of Fairs, Tygart Hotel, Elkins, January 2-3. Mabel C. Hetzer, P. O. Box 589, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 3-5. Robert L. Barnet, Muncie Star, Muncie, Ind., secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 4-6. Hubert Ransom, St. James, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 11. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Kansas Fairs Association, Jayhawk Hotel, Topeka, January 12-13. Everett E. Erhart, Stafford, secretary.

Wisconsin Association of Fairs, Hotel Schroeder, Milwaukee, January 13-14. Win H. Eldridge,

315½ East Mill Street, Plymouth, secretary.

Missouri Association of Fairs, Governor Hotel, Jefferson City, January 14-15. Victor M. Gray, Box 630, Jefferson City, secretary.

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 14-15. Corbin Green, Hickory, secretary.

West Canada Association of Exhibitions, Bessborough Hotel, Saskatoon, Sask., January 15-17. Mrs. Letta Walsh, P. O. Box 10, Saskatoon, Sask., secretary.

South Dakota Fair & Exposition Association, St. Charles Hotel, Pierre, January 17-18. Ray Urrah, Hurley, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 17-19. Harry B. Kelley, Hillsdale, secretary.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 18-19. C. W. Summers, Box 972, Jasper, secretary.

Massachusetts Agricultural Fairs Association, Wendell-Sherwood Hotel, Pittsfield, January 18-19. Paul Corson, Topsfield, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 20-21.

Edmonton Ex Names Wilson

EDMONTON, Alta.—Lloyd E. Wilson has been elected president of the Edmonton Exhibition Association, Ltd., for a one-year term. He succeeds L. P. Bromham, president for the past two years.

Vice-presidents are Reg C. Easton and R. C. Marler. General manager is A. J. Anderson. A former president, W. C. Bissell, was named an honorary life member.

William Arthur Morris, 2924 North Fifth Street Highway, Reading, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, secretary.

North Dakota Association of Fairs, Hotel Graver, Fargo, January 21-22. A. D. Scott, Box 68, Fargo, secretary.

Kentucky Association of Fairs & Horse Show, Kentucky Hotel, Louisville, January 21-22. L. Doc Cassidy, Box 73, Shelby Station, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 24-26. Clifford C. Hunter, Taylorville, secretary-treasurer.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 24-26. Clifford D. Coover, Shelby, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 25-26. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

New Jersey Association of Agricultural Fairs, Hildebrecht Hotel, Trenton, January 27. William C. Lynn, 1 West State Street, Trenton, secretary.

Tennessee Association of Fairs, Noel & Maxwell House, Nashville, January 28-29. Mrs. Malinda Granberry, Box 3808, Mid-South Fair, Memphis, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 3. N. S. Hand, Mississippi State Fair, Jackson, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 4-6. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary-treasurer.

Arkansas Fair Managers' Association, Lafayette Hotel, Little Rock, February 8-9. Clyde E. Byrd, Arkansas Livestock Exposition, Little Rock, secretary.

FAIR-EXHIBITION MANAGEMENT

Indiana Names Bailey, Mulls '60 Date Changes

INDIANAPOLIS — Earl J. Bailey was reappointed secretary-manager at the recent reorganization meeting of the Indiana State Fair Board.

Named also to serve again as building and ground superintendent was Jesse Stuckey.

The board action will keep Bailey and Stuckey in their positions until at least December 31, 1960. Both were granted pay raises, Bailey from \$7,100 a year to \$7,800, and Stuckey from \$4,800 to \$5,400. Housing and free utilities go with the jobs.

Chester H. Hackleman, Connersville, was chosen president, succeeding Estel L. Callahan, New Augusta. Carl Bowman, Converse, was elected vice-president, the position formerly held by Hackleman. Joseph M. Schermerhorn, Wawaka, was selected for the office of treasurer.

The reorganization process was completed with the designation of Callahan and Homer E. Schuman, Columbia City, as members of the board's executive committee.

The board may reconsider the dates for the 1960 fair set for August 31-September 8. If approved, the change would advance the opening to August 30, with September 7 as the finale, to allow school children an added day for visiting the fair.

Calgary Ex Elects Red Dutton President

CALGARY, Alta.—Mervyn A. (Red) Dutton has been elected president of the Calgary Exhibition and Stampede, Ltd., succeeding F. Clar Manning.

Associated with the stampede for 12 years, Dutton has been second vice-president for two years. He's former president of the National Hockey League.

Re-elected first vice-president was H. Gordon Love, who was recently elected president of the Canadian Chamber of Commerce. It was for this reason that he declined a nomination for the presidency.

D. C. Matthews was elected second vice-president. I. V. Parslow, chairman of the racing committee, was elevated to the "senate" of the exhibition and stampede and voted an honorary life membership.

New directors are A. T. Baker, Ian S. Brown, R. H. Jenkins and Ed O'Connor. They fill vacancies left by Harry Hays, who, as mayor of Calgary, becomes honorary president; the late C. C. Cross; F. C. Manning, who becomes immediate past president, and I. V. Parslow.

Other directors are: J. A. Grogan, C. W. Adams, Charles Kennedy, J. W. Moyer, Angus McKinnon, Mr. Justice M. M. Porter, Dr. Howard P. Wright, and Watson Hook.

Allentown Ag Hall Setting For Initial Sports Show

ALLENTOWN, Pa. — Another desired use for the Allentown Fair's agricultural hall is well along toward becoming reality. The first in what is hoped will become a series of annual Sports, Vacation and Boat Shows will be held March 18-26 here, according to Ed Leidig, general manager of the fair and the sports show. Portable seating will be erected and a tank for water acts, 60 feet by 25, will be used for Barnes-Carruthers talent. In the producing end is Wendell Emrick, producer of the Mid-West Sports Show and Mid-West Gun and Hobby Show in St. Louis, and Richard Rowe will be director of sales, assisted by George King of Milwaukee and David F. Cope of Allentown. There are 40,000 square feet of space to be devoted to exhibits and entertainment.

Tennessee Association Meets At Nashville's Noel Hotel

NASHVILLE—The possibility that confusion might exist over the site of the annual meeting of the Tennessee Association of Fairs was cleared up here last week by Mrs. Malinda Granberry, association secretary-treasurer.

The association will base at the Noel Hotel, January 28-29, and all meetings will be held there, she said. The only activity that will be held at the Maxwell House will be the queen contest and activities.

Both hotels have been listed in announcements, but the Noel will house all activities such as meetings, booking and open forums, Mrs. Granberry pointed out.

Illinois Assn. to Name Queen at Annual Meet

SPRINGFIELD, Ill.—The Illinois Association of Agricultural Fairs will go all out at its January 24-26 meeting which will be the 50th annual convention, C. C. (Cliff) Hunter, secretary-treasurer, disclosed.

Fifty queens from that many county fairs will compete for the title "Miss Illinois County Fair—1960" with eliminations set for Sunday afternoon and evening and the finals on Monday evening at the banquet.

Hunter also said that many new plans are being made to make the convention the greatest in the history of the association thru the introduction of additional features.

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Time: January 15-16-17, 1960

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CIRCUS TROUPING

By JON FRIDAY

FLOYD KING, CLYDE BEATTY-COLE Bros.' Circus general agent, is home at Macon, Ga., for some rest and plans to attend the Chicago conventions. . . . Movie queen Jayne Mansfield was recently challenged by Billy Smart Jr. to do the elephant foot press in the ring of Billy Smart's Circus in England, and she did. . . . Milt Hinkle has purchased a school bus and equipped it with photos of heroes and outlaws of the Old West to play schools, shopping centers, rodeos and fairs. He is billed as "the man who knew Bat Masterson, Wyatt Earp, Annie Oakley, Buffalo Bill and many more."

The six-truck edition of Adams-Seils Bros.' Circus, framed for a Southern tour, has closed in Arkansas. . . . Smith Bros.' Circus played Newport, Tenn., Friday (20) under auspices of the high school senior class. Acts on the unit included Alphonse Campa, cloud swing and cycles; Captain Briggs, ponies; Murray's Canines; Masked Rider, bull whips; La Belle Ray Troupe, acro-balancing, and rock and roll stars. . . . Charlie Roark, Side Show manager with Cristiani in 1958 and 1959, is finishing the season as Side Show manager on King Bros.' Circus.

Orrin Davenport goes to Sarasota following a stop-over at New Orleans en route from Kansas City. . . . Ringling show has offered to build a "million-dollar tourist attraction" near Sarasota-Bradenton if the cities would provide a suitable site for \$1 per year rental. . . . Sarasota Chamber of Commerce reports they are desperately trying to locate suitable site for Cristiani Bros., where it could build winter quarters and also become a tourist attraction complete with Sunday shows. . . . Beatty-Cole circus also is looking for properly zoned property for their quarters in the Circus City. . . . Earl Shipley closed his advance duties with R-B Saturday (21) and returned to the Sarasota sun.

★ ★ ★

Irv Romig (Ricky the Clown) has television shows on WXYZ-TV, Detroit, for two hours on Saturdays and a half hour on Sundays. CFA members headed by John McConnell and George DePeppo held a meet October 4 at Ricky's Ranch, Troy, Mich. Romig appeared with his llama at the opening showing of the 1960 Plymouth. Pictures and story on Romig will appear in an upcoming issue of Chrysler Magazine. . . . Bill Terney, promotion manager for Sun Val Market, Sun Valley, Calif., was producer of a free circus for the shopping center November 7. Talent includes Mary Jo Knolls, wire; Wally Cox, elephant, and Tex Carr, chimps. Terney also produced circuses for Eastland Shopping Center, West Covina, Calif.

Byron Gosh, manager of the All American Indoor Circus touring Tennessee and Kentucky, visited the Miller brothers of Fort Weare, Tenn.; Smokey Davis, Happy Arnold, Lee Allen Estes and Major Gloab, of Special Services at Fort Knox, Ky. . . . From Ringling Bros. and Barnum & Bailey Circus clown Chuck Burnes writes that producing clown Paul Jung has returned to his Tampa Fun Factory to ready production gags and heads for next season. . . . Clowns Duane Thorpe and Rogelio Arroyo celebrated birthdays. . . . Recent visitors included Clint and Marion Shufford, Smokey Jones, Alice Hennies, Don Ford, Jimmy Ray and Jenda Smaha.

Attendance at the funeral for Frank (Slim) Davis Monday (16) included T. Dwight Pepple, George Flint and wife, Jimmy Campbell, Louis T. Berger, Mr. and Mrs. Harry Duncan and Mrs. Dennis Sheehan. . . . After 22 weeks ahead of the James H. Drew Shows, publicity director Frank J. Lee joined the advance of the Clyde Beatty-Cole Bros.' Circus for the remainder of the season. He has since returned to San Antonio to handle local publicity for the Harlem

TURNING BACK THE PAGES: 15 years ago—Ben C. Davenport, owner of Dailey Bros.' Circus, purchased the train and wagons of Frank West's All-American Exposition. . . . A polio epidemic in the South cut short the tour of Hunt Bros.' Circus. . . . The Houston Shrine Circus, November 3-16, netted the local Shrine \$100,000. . . . The 101 Ranch Real Wild West Show, with Col. Zack T. Miller, was to open at the Los Angeles Coliseum in April. . . . Acts at the Wichita, Kan., Shrine Circus for Producer Orrin Davenport included Dorothy Herbert, the Orontos, Bert and Corrine Dearo, Chick Yale, Yo-Yo Alcott, Four Sidneys, the Millerettes, Dick Clemens, Sky High Girl, John Smith, Jim Wong Troupe, the Hartleys, Rink Wright Duo, Voise Troupe, Cole Bros.' Circus Liberty horses and elephants, the George Hanneford Family and the Merle Evans band.

R-B Quarters Work Goes On

SARASOTA, Fla. — Ringling-Barnum circus continues the long task of vacating its winter quarters here. Meanwhile, show sources declared there was no basis for reports the land would revert to the county. They said the show holds clear title and would sell as planned. Show has about eight months in which to complete the switchover.

House movers have been slicing the ring stock stables into sections and hauling them out. The prop shop, a former rail car, has been burned, and bunk houses in the back of the quarters are being razed. Side of one shop building has been broken out to permit removal of machinery that was sold. Efforts toward clearing out the canvas loft are progressing and Max Weldy was to inspect wardrobe there with a view to selecting what he wants the show to retain.

Frank Miller, former Ringling concessions operator, was here recently to claim the several wagons that belong to his company, and now they have been taken away.

The show's two remaining gorillas, M'Toto and Gargantua II, have been returned after a season on the road with the Royal American Shows.

A four-car train of show cars and equipment departed over the weekend for the Circus World Museum, Baraboo, Wis., via Tampa, where the cars will be halted briefly at the Atlantic Coast Line shops.

The former back yard grease joint wagon has been opened to furnish lunches for working men.

Kelly-Miller Builds 8 Baggage Wagons

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus is building eight baggage wagons for a new plan designed to ease moving onto soft lots.

Idea is for these wagons to load into new seat wagon trucks. On arrival at a soft lot, the wagons will be unloaded from the seat trucks and hauled onto the show grounds. Heavier trucks can be left on the road, and empty seat wagons will move easier. Horse and

elephant trucks can be left on the road and stock walked on the lot.

Wagons now being built at the Wayne Sanguin shops here include two jack, stringer and pole wagons, one Side Show wagon, one big top pole wagon, one horse and elephant trapping wagon, one prop wagon and one handwagon. If these pan out in 1960, more will be used in 1961.

At the same time, the show is building four more of the larger type of seat wagons. The show first tried these last year with two units. They proved out okay and hence the others are being added. Each seats 320 people. The show is scrapping four smaller seat wagons.

Cage wagons were loaded inside seat wagons this year and the new baggage wagons will be similar. Other work here will include the refitting of several existing semi-trailers for new loads. No trucks will be cut off this winter.

The show has a new big top on order. It also has decided to retain the layout used last year, with separate tops for menagerie, Side Show and cookhouse.

Large Crowds See King Show

LAKE CITY, Fla.—King Bros. Circus pulled a near-capacity crowd at the afternoon show and a straw house at night here Monday (16) in good weather. Plus factors included a parade, radio spots and heavy use of newspaper space. American Legion was the auspices.

Two fair houses attended the tent at Dublin, Ga., on Friday (13). At Swainsboro, Ga., (12) a three-quarter house was at the matinee and the night performance was strawed to the ring curbs. Exchange club was the auspices.

At Baxley, Ga., (11) the total attendance of 2,300 breaks down to a half-house at the afternoon show and a near-capacity at night. The county fair was held there the week of October 26. Lions were the sponsor.

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'Ice Follies' Up 30 Per Cent At Detroit Stand

DETROIT—The Shipstads and Johnson's "Ice Follies" played to about 90,000 people in the first nine performances at Olympia Stadium here, according to Nick Londres, director of promotions for Olympia. The icer is running about 30 per cent ahead of last year and setting an all-time high for a fall ice show booking, Londres added. Total attendance is expected to run about 160,000 by the close Sunday (22) night. The show opened November 10. The tariff is scaled from \$2 to \$4.

Icer Advance Tops \$35,000 At Vancouver

VANCOUVER, B. C.—Advance ticket sales for the 19th edition of "Ice Capades" has reached \$35,000 for its December 3-12 stand here in the Forum at Exhibition Park. The ice production will be making its 11th annual run here. The Rotary Club and the Pacific National Exhibition will sponsor the nine evening and five afternoon performances.

Many people were turned away here last winter during the six-day run, so officials decided to extend the run to nine days this year. This change necessitated a date switch into December. In previous years "Ice Capades" played Vancouver after Christmas. The show will jump here from Albuquerque, N. M.

A. C. to Host 467 Meets; Big Hall Getting Face-Lift

ATLANTIC CITY—A total of 467 conventions are set for Atlantic City on the new schedule released by the Atlantic City Convention Bureau. Of the total, 361 meetings are set for 1959 and 1960 while the remainder includes a variety of listings into 1965.

The \$3,000,000 face-lifting of Convention Hall is speeding toward completion to meet the demands for greater exhibit and meeting room space. Thirty rooms will be available for exhibits and meetings when the work is completed which will accommodate gatherings from 125 to 40,000 people. Exhibit space will total 320,000 square feet; 170,000 square feet on the main floor, 120,000 square feet on the lower level, and 30,000 square feet on the mezzanine or ballroom floor.

Spectacular colors will enhance the entrances, building front and various exhibit areas. Abundant lighting will be installed and escalators will carry conventioners to the various levels. The new driveway will be under the Boardwalk instead of under the structure itself as in the past.

In addition to providing facilities for conventions, expositions and trade shows, the building will continue to host such attractions as "Ice Capades," the Miss America Pageant, tennis, basketball, boxing, wrestling and track meets. Professional football games and horse shows are no longer staged there as installation and storage of tons of turf and top soil proved too expensive.

ARENA, AUDITORIUM NEWSLETTER

Benny Dates Raise \$124,000; Toronto Talent Pool Grows

WHEN JACK BENNY appeared at the Eastman Theater in Rochester, N. Y., November 15, as guest soloist for the Rochester Philharmonic Orchestra, he raised \$23,600 for the orchestra's pension fund, said to be the largest amount ever raised in a Rochester benefit. This made a total of \$124,000 that Benny had raised for symphony orchestra in five days. At Keil Auditorium in St. Louis for the St. Louis Symphony Society, he raised \$41,300. And in Detroit the amount was \$59,700. . . . Financial reports at Toronto indicate that the Maple Leaf Gardens, Ltd., had a net profit of \$205,596 for fiscal 1959. This was about 9 per cent lower than the previous year's net. The Financial Post at Toronto also reported that show production for business is a big thing in Canada, that some of the productions have been scouted by U. S. producers, and one Canadian production for an auto maker was brought to the U. S. for a month's tour of dealer groups. Toronto producers John Maddison and George Taggart were quoted as saying Toronto now is the continent's third biggest reservoir of theatrical talent, coming behind only New York and Hollywood.

Los Angeles, Hartford Set Motor Sport Show Plans

IN LOS ANGELES, Ted Bentley has announced plans for the 1960 Motor Sports Show as well as details of the separate 1960 National Truck, Trailer and Equipment Show. Both will be at the Great Western Exhibit Center. The Motor Sports Show, December 26-January 3, will be in its 12th year and is to include de luxe dream cars, dragsters and racing cars plus an exhibit of unique vehicles from movie supply houses. The National Truck show is to be April 7-9, 1960, and Bentley will produce it also. Exhibit space income will be used to set up college scholarships. Sponsor of the show and scholarships is to be the Automotive Council of Los Angeles. The California Trucking Association will sponsor a truck rodeo. . . . Meanwhile, across the continent at Hartford, Conn., Joe Kizis will produce the 10th anniversary Autorama, February 17-22, 1960, at Connecticut State Armory. Exhibits will include antique, classic, custom, hot rod, sports, and experimental cars as well as other features.

Maryland Building Opened; San Diego, St. Paul Study

BOOKINGS AT THE new Wicomico War Memorial Youth and Civic Center at Salisbury, Md., include the Harlem Globetrotters, an auto show and a sportsmen's show, reports managing director W. Marsh Gollner. The building opened October 15 with Sam Snyder's Water Follies. The water show drew three days of capacity business. . . . City council at San Diego has postponed at least until early December a decision on whether to convert the Ford Building in Balboa Park there into a convention hall or demolish it. Meanwhile, the city attorney is investigating possible ways of financing a new convention center. . . . A new football stadium to seat 47,000 persons is nearing completion at Indiana University. It is to be ready next season. . . . At St. Paul, Minn., Ramsey County Commissioners have stated they expect to arrive at a decision on the location of a proposed new sports arena no later than November 30.

Bolden Reports on Action At Charleston Civic Center

THERE HAS BEEN MUCH action at the Charleston (W. Va.) Civic Center. First, Manager William S. Bolden points out that on a given date in 1958, the building had 17 firm dates. Exactly a year later it had more than 400, some of them for as far in advance as 1963. . . . Bolden announces the appointment of Thomas R. Twaddle as assistant manager. Twaddle formerly was assistant director of finance for the State and was selected by the Civic Center board from among 29 applicants. . . . A group of from 47 to 53 Charleston businessmen has been organized to serve as ushers at the Civic Center. They wear dark green tuxedo jackets with a Civic Center emblem while they are on duty. . . . One of the principal events at the center in recent months was the West Virginia Mining and Industrial Show in September. The show included heavy machinery on the outside parking area, and inside the arena was filled to capacity with displays by many principal firms.

AGVA Debuts Weekly Show At Chez Paree

CHICAGO—AGVA will put a six-act program into the Chez Paree night club each Monday. The program, outgrowth of AGVA auditions held for bookers, will augment the night spot's regular show on that night each week. First go-round is Monday (23). Plan calls for the union to pay basic minimum salaries for the acts. This is \$25 in the case of a single.

The Chez will pay the union \$800 weekly. The union's profit will be turned over to the AGVA Foundation, it was stated by Ernie Fast, union's Midwest representative. Acts will be selected by two boards of booking agents from lists of acts which apply for the showcasing. Bookers will be invited to the club for the "Celebrity Night and Auditions" and may receive special rates on food and drink at the time. AGVA here has been conducting auditions elsewhere for some time, with bookers in attendance. In addition, a similar plan is in use by the union and the International Theater Restaurant, New York.

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By Gosh Plays 38 Ky. Spots

CORBIN, Ky.—After finishing its current string of 38 consecutive days in Kentucky, the All American Indoor Circus, booked by Byron Gosh, will lay off for the holidays and then play 64 spots in early 1960. This part of the unit's 11th annual tour will include 22 spots in North and South Carolina, 18 in Louisiana, 14 in Alabama and 10 in Mississippi. All 102 towns are under school and PTA sponsorship. Admission prices are 50 cents and \$1. No phone promotions are involved.

Acts with the unit include the Three Rudolfs, balancing; Cim-ne's Collies; Gillette's Goats; Sills Sisters, aerial loops; Patines, acro; Senorita Marsha, web and cloud swing; the Banfields, juggling and black magic, trick horse. Byron Gosh handles the clowning and emcee chores. Recent visitors include Gorgeous George, Lee Allen Estes, Charles Powers, Alex Freeman, Cramer and Knowles, Arthur Soltz, Floyd Billingsley, Tom and Clara Woodward, Frank Bush, William Frawley and Milton Durham.

King Bros. Business Good; Set '60 Plans, Florida W.Q.

DUBLIN, Ga.—King Bros. Circus enjoyed one of its best weeks of the season on its swing thru South Georgia, and plans are moving forward rapidly for the 1960 tour.

A capacity crowd at night here (13) was typical of the entire week, Manager Benny Cristiani said. Matinee also was good, drawing a three-quarters house. The night before at Swainsboro the show packed the customers to the ring banks.

Mild and clear Indian summer weather prevailed for the entire week, the 29th of the tour, and Cristiani said business was "much better than anticipated." The show ends its season at Fort Myers, Fla., November 28, completing 31 weeks that covered the East from Florida to the Canadian border in Maine, and as far as the Mississippi River in the Southwestern region.

Not a single performance has been lost and the show owners, Remo, Adolfo (Tripoli) and Benny Cristiani and Freddie Canestrelli,

pronounced the season successful. They plan to winter the show at Sun City, Fla., located between Tampa and Sarasota.

Mrs. Vicki Kernan King, owner of the show's title, accompanied by her attorney, Paul M. Conaway, Macon, came here to close out negotiations for the lease of the title again for the 1960 season.

The show will have several improvements next year, including some new acts to be imported from Italy, but will go out practically the same size, the owners said.

Visitors here included Charles T. Underwood, general agent; Walter Nealand and Elmer Kauffman, who are wintering in Macon; Harry Anderson and a group of businessmen who extended invitations to winter in Macon. Show owners preferred a Florida location, they said.

New Orleans Up 20 Per Cent

NEW ORLEANS — Advance sales for the Tom Packs Circus here November 23-29 were almost 20 per cent above those of last year before the doors of Municipal Auditorium opened here today (23). The 1958 Shrine Circus here was a record breaker. Publicity breaks for the annual have been heavy and great use of television time has been arranged.

En route to Gibsonton, Fla., Al and Jerry Wallace stopped off in Ocala, Fla., to visit Jay and Ruth Williams. . . . Dancer Sylvia Saunders recently suffered a broken back and is in a cast at Coral Gables, Fla.

10-City Tour Outlined for Hetzer's Christmas Party Show

HUNTINGTON, W. Va. — A two-week tour of industrial dates is readied for Jimmy Hetzer's annual Christmas Party show, playing for firms from December 10 thru Christmas Week. Opening spot is Marietta, O., followed by nine other cities, all of them being sold outright to companies who offer free shows to employees and friends.

On the route are Buffalo, N. Y.; Cleveland; Freedom, Pa.; Canton, O.; Princeton, Ind.; Louisville, Lexington and Ashland, Ky., and Huntington. George Charles and his orchestra are providing the music with Joe Rossi's orchestra coming on for duplicate bookings. Show features central staging and a heavy assortment of circus-variety talent.

Acts include Polack's elephants, the Thérons, Amandis, Ray Jarvis and Company, Poodle Symphony, Nelson's Wag Revue, Larry Ruhe and Sandy Winters, Lincoln Pichell, Bill Demar, Matt Tuck, Hanlon and Clark, Florida Trio, Grover O'Day, Buck Brown and Rita, Al Ross, Diane Duncan, Niccolini's chimps, Layne Lindell and others to be added. Clowns include Happy Kellems, George Newton, Mike Coco and Company, Bob Carter and Pete the Tramp.

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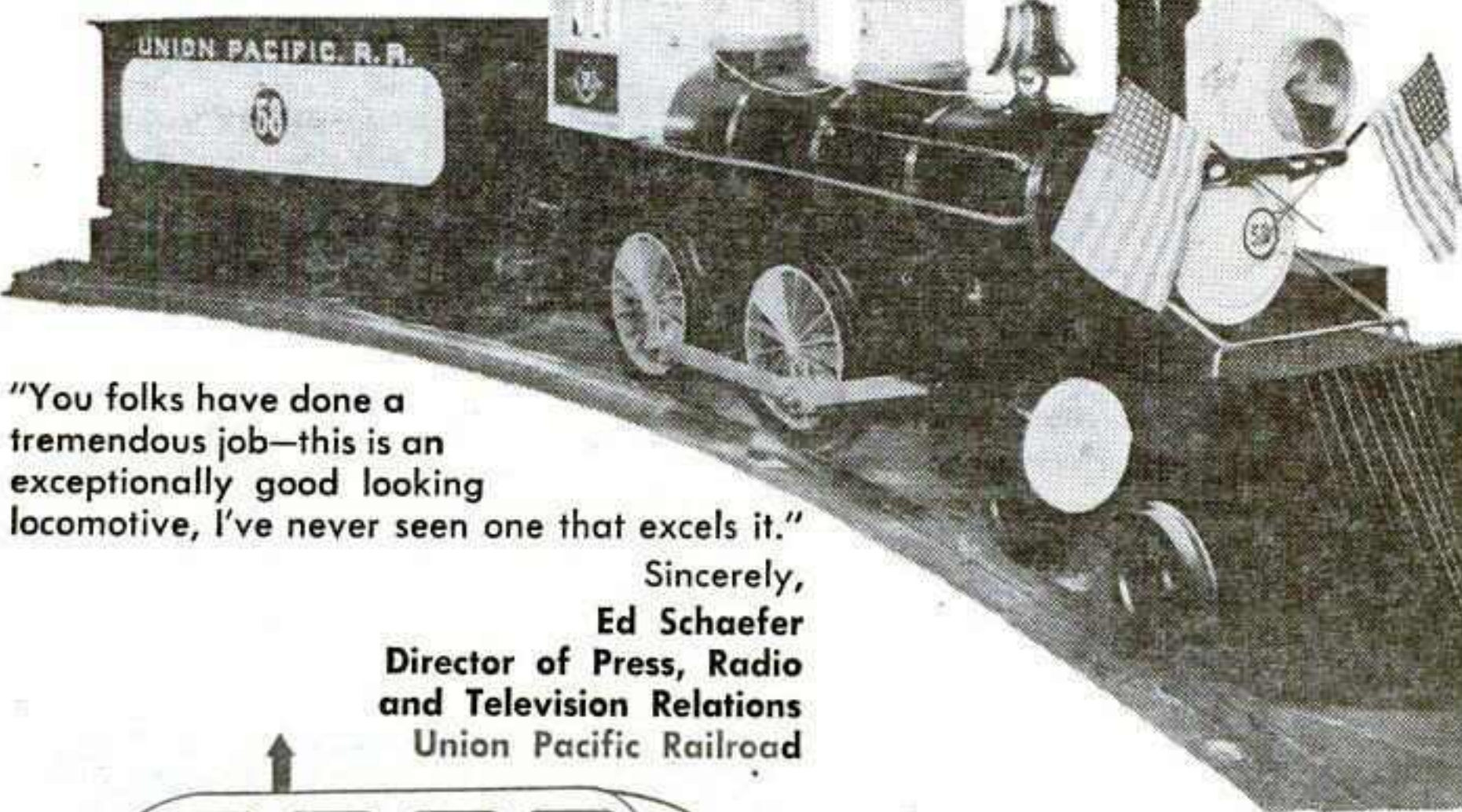
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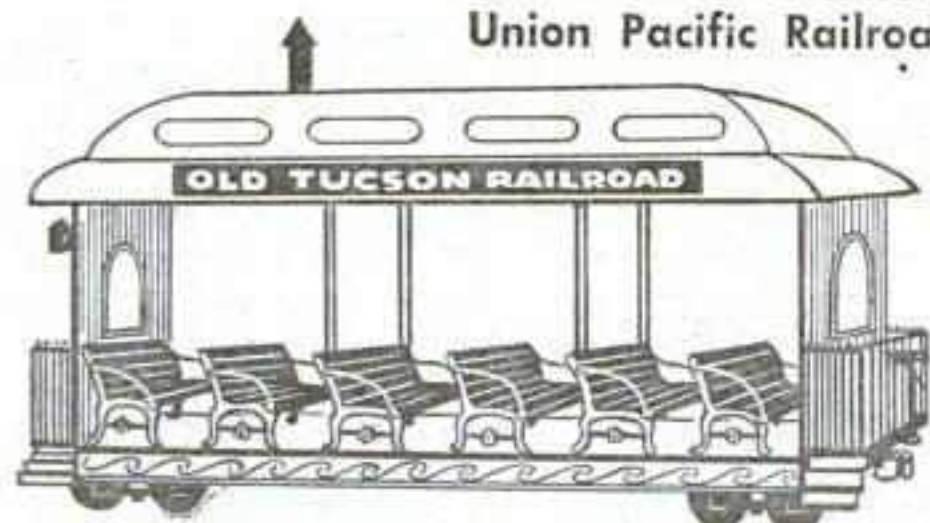
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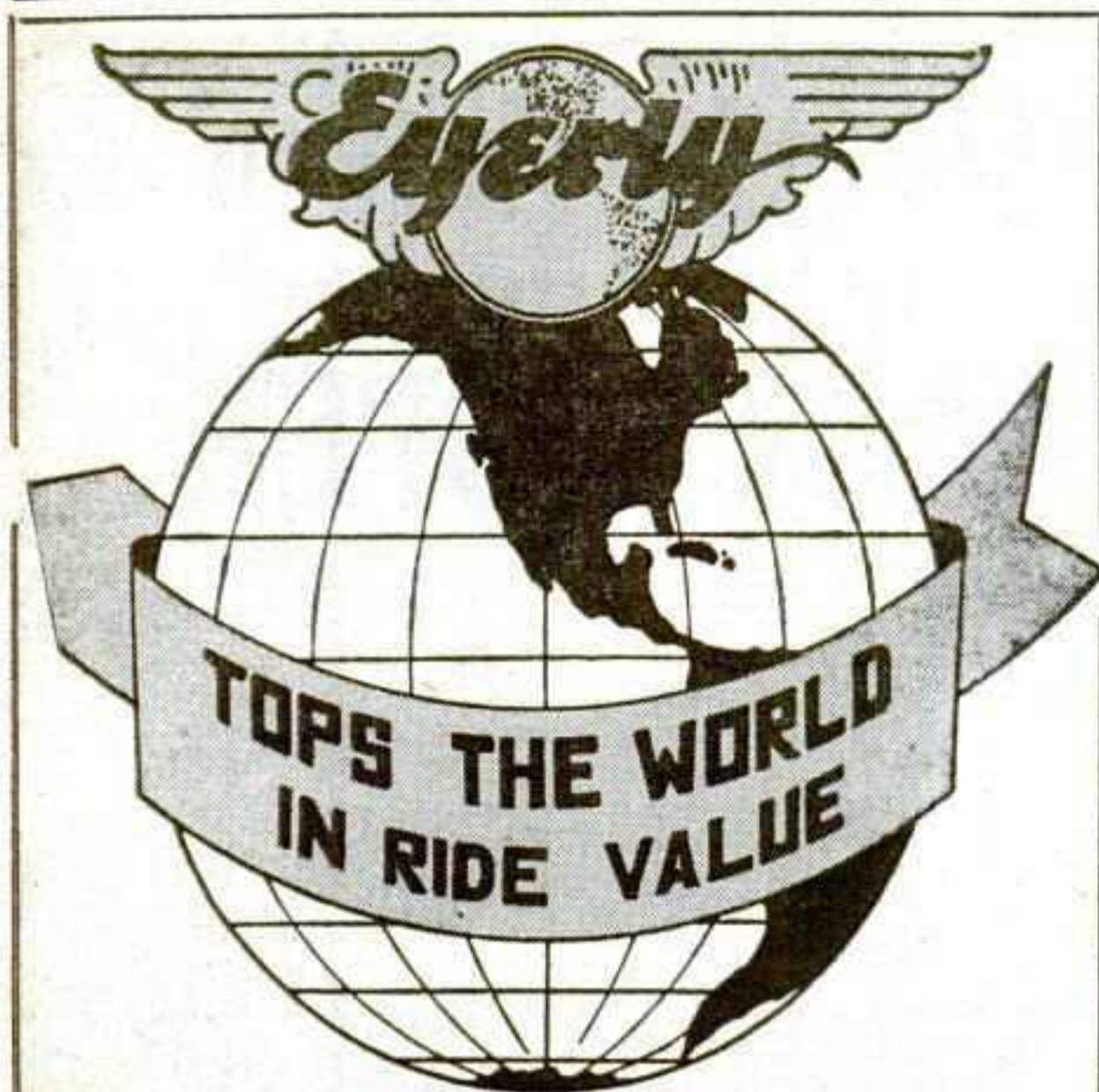
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1960 Program NAAPPB Convention

Hotel Sherman, Chicago

Saturday, November 28

2:30 p.m.—NAAPPB Board of Directors' Meeting, Room 102.

Sunday, November 29

9:30 a.m.—Registration desk opens, mezzanine.
10:00 a.m.—Exhibit hall opens.
3:00 p.m.—Ladies' tea, thru 5 p.m., Skyline Club, Mrs. Evelyn Muar Walsh and Mrs. Ruth Muar Colvin, hostesses.
6:00 p.m.—Exhibit hall closes.
10:00 p.m.—Skyline Club, 18th floor.

Monday, November 30

8:45 a.m.—**Kiddieland Session**, get-acquainted breakfast, Louis XVI Room. Jimmie Thompson, chairman, presiding. Greetings from NAAPPB President William Muar, Secretary John S. Bowman and AREA President Lyndon Wilson. Reports of Band Organ Tape Committee by Wallace Massey. Report of Trade-O-Rama Project Committee by Ferd Clemen and Herb Youtie.

9:00 a.m.—**Pool and Beach Session**, get acquainted coffee and rolls, House on the Roof, John Philipps, chairman, presiding. Followed by greetings, NAAPPB President Muar and Secretary Bowman, and NSPI President Jerry Gottschalk at 10 a.m.
"My Impressions From the Yale Management School," by Vernon D. Platt.
"New Trends in Swim Safety," by Richard L. Brown, Red Cross National Safety Director.

10:00 a.m.—Exhibit hall opens.

11:00 a.m.—**NAAPPB Executive Session**, Louis XVI Room, opened by Executive Secretary John S. Bowman. Invocation by R. M. Spangler. Introduction of President William S. Muar.

11:15 a.m.—Roll call. Reading of the minutes. Secretary's report. Program Chairman Larry Stone's report. Resolutions Chairman George Long's report. Report by Laurence Canfield, location and exhibits chairman. Music Royalty Chairman J. M. Gurtler's report. Report by Ed Schott, program of work chairman. Report by Treasurer A. L. Filograsso. Report by Finance Chairman William B. Schmidt.

11:35 a.m.—Report of the nominating committee, Harry J. Batt, chairman.

11:45 a.m.—Unfinished business. Reports by Insurance Chairman Julian Norton, Government Relations Chairman Harry J. Batt, Exhibit Awards Chairman M. A. Rindin and Banquet and Entertainment Chairman Robert L. Plarr.

12:00 noon—New business and adjournment.

2:00 p.m.—**NAAPPB Afternoon Session**, Larry Stone presiding.

2:05 p.m.—Ceremony welcoming new members, Robert A. Guenther, membership chairman.

2:10 p.m.—President's keynote address, "Surveying the Soaring '60's," William W. Muar, Roseland Park, Canandaigua, N. Y.

2:30 p.m.—Bill Veeck, president of Chicago White Sox Baseball Club, "Promotions I'd Use in an Amusement Park."

2:50 p.m.—Feature panel, "Living Tomorrow," a forecast of business and home life in 1975:
"Wonders in Electronics," Robert Johnson, electronics engineer, Villa Park, Ill.
"Food in Our Future," Dr. Ira Somers, Research Laboratories director, National Canners' Association, Washington.
"New Possibilities in Architecture," John C. Ray, Belmont Park, San Diego, Calif.
"Doing Business in the Space Age," Dr. John H. Furbay, director of air world education, TWA.

3:50 p.m.—"The Challenge of Tomorrow," Dr. Kenneth McFarland, chairman, General Motors Speakers Bureau, Topeka, Kan.

4:30 p.m.—Cocktail conference.

6:00 p.m.—Exhibit hall closes.

7:30 p.m.—**American Recreational Equipment Association (AREA)** annual banquet, Bismarck Hotel, Lyndon Wilson, president.

10:00 p.m.—Skyline Club, 18th floor, Sherman Hotel.

Tuesday, December 1

9:00 a.m.—NAAPPB breakfast for new members of the board of directors.

9:00 a.m.—**Pool and Beach Session**, Verdon D. Platt, chairman of the day. Social period. Problem-solving clinic, questions from the floor. Round-table discussions about water purification, publicity and promotion, food and drink management and fundamentals of opening and closing preparations.
"Opportunities for Extra Revenue," including talks on ice skating by John Heinselman Jr., of Burge Ice Machine Co.; miniature golf by Holmes Cook, and bowling alleys by a speaker to be named. Adjourn at noon.

9:30 a.m.—**Kiddieland Session**, Jimmie Thompson, chairman. Social period. Problem-solving clinic; questions from the floor. "Hot Idea Session," with volunteers describing promotions. "Let's Talk Shop," general forum discussion. Adjourn at noon.

9:30 a.m.—NAAPPB registration desk opens.

10:00 a.m.—Exhibit hall opens.

10:00 a.m.—NAAPPB Directors' Meeting.

2:00 p.m.—NAAPPB afternoon session, Larry Stone presiding.

2:05 p.m.—"Are You Getting the Most Out of Your Market?" R. J. Eggert, director of marketing, Ford Motor Co., Detroit. Introduction by Maynard Reuter, publisher of Funspot.

2:25 p.m.—"Are We Kidding Ourselves About Profits?" A. B. McSwigan, Kennywood Park, Duquesne, Pa.

2:35 p.m.—"Greater Revenues From Rides," E. R. (Doc) Lemmon, Disneyland, Anaheim, Calif.

2:50 p.m.—"Making Your Ballroom Pay Its Way," Jack Stoll, West View Park, Pittsburgh.

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JACKSONVILLE, Fla. — Rather than employ professional talent at the Gator Bowl here, the fair tried a crowd-pulling promotion it felt is applicable to its audience and conditions. It paid flat sums to four high schools to play football in the big oval on Thursday and Friday (12-13). Regular fair admission admitted patrons to the two games without charge and attendance was very gratifying, it is reported. Fair gate was 75 cents for adults, 25 for children.

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- 3:00 p.m.—Panel presentation: "New Trends Influenced by Theme Parks." Jack Singhiser, Fontaine Ferry Park, Louisville, moderator; Jim McHugh, editor of Funspot, New York; Elmer Freeland, Conneaut Lake (O.) Park, and Walt Schultz, Arrow Development Co., Mountain View, Calif., panelists. Slides and pictures by Jack Singhiser.
- 3:30 p.m.—"Tie-In Promotions," James Hausman, Schaefer Brewing Co., Brooklyn.
- 3:40 p.m.—Visual Feature, "Successful Promotions Within Our Industry," Robert E. Freed, Lagoon Resort, Salt Lake City, presiding.
- 4:30 p.m.—Adjournment.
- 6:00 p.m.—Exhibit hall closes.
- 6:00 p.m.—Reception for the new NAAPPB president, Skyline Club.
- 7:30 p.m.—NAAPPB Annual Banquet and Ball, Robert L. Plarr, chairman. Grand Ballroom.

Wednesday, December 2

- 9:00 a.m.—Registration desk opens.
- 9:00 a.m.—**Pool and Beach Field Trip.** Busses leave Hotel Sherman for the Town Club, Sheraton Hotel. Adolph Kiefer Water Show at the Town Club, Jess Carnahan, emcee.
- 9:30 a.m.—**Kiddieland Session,** Louis XVI Room, Jimmie Thompson presiding.
"Financing Rides and Improvements"—thru the Small Business Administration, by an SBA representative, and thru private sources, by Arthur F. Silbert, vice-president, Standard Financial Corporation, New York.
Three simultaneous forums: Advertising and Publicity, moderated by John J. O'Brien, Fun Fair, Skokie, Ill.; Food and Drink Management, Ronald F. Rynes, Kiddieland, Melrose Park, Ill., and Ride Maintenance, Ferd Clemen, Pee Wee Valley, Cincinnati. Adjournment at noon.
- 10:00 a.m.—Exhibit hall opens.
- 12:00 noon—Pool and Beach Fellowship Luncheon.
- 1:00 p.m.—**Pool and Beach** bus trip to visit new pool in Chicago area.
- 2:00 p.m.—**NAAPPB Afternoon Session,** Louis XVI Room, Larry Stone presiding.
- 2:05 p.m.—Panel Feature, "Safety Is Everybody's Business." Robert L. Plarr, moderator; Joseph Fowler, vice-president of Disneyland; Aulton Mullendore, Associated Indemnity Co., and Howard Pyle, president of National Safety Council.
- 3:00 p.m.—Past Presidents' Panel and Floor Discussions. Past presidents, including Harry J. Batt, Henry G. Bowen, Edward J. Carroll, John L. Coleman, Elmer E. Foehl, Robert A. Guenther, Arnold B. Gurtler Sr., George Hamid, Paul H. Huedepohl, A. W. Ketchum, A. B. McSwigan, William B. Schmidt and Edward L. Schott. Topics will include Games Merchandising, AGVA, Price Cutting on Group Business, Ride Maintenance and New Labor Laws.
- 3:45 p.m.—"NBOA Tackles the Public Relations Problem," Phillip Lesley, Phillip Lesley Agency, Chicago.
- 4:15 p.m.—Announcement of service awards winners, Robert E. Freed, Chairman. Adjournment.
- 4:15 p.m.—**Pool and Beach Session's** farewell reception. House on the Roof.
- 5:00 p.m.—Exhibit hall closes.

Record Attendance Aids Ionia Fair's Finances

IONIA, Mich.—A record attendance of 435,000 patrons was largely responsible for a profitable year at the Ionia Free Fair, Allan M. Williams, secretary-manager, told the board of directors of the Free Fair Association here last week.

Net profit for the year ending October 31 totaled \$1,041.77 compared with a \$4,445.65 loss during the same period in 1958.

Williams told fair officials that 1959 receipts were more than \$181,829.90 against \$178,503.21. Operating costs for the year totaled \$180,808.13 compared with \$182,948.86 during 1958.

The profit picture would have been brighter this year, the fair secretary said, but necessary maintenance in 1958 had to be carried over the next three years. This year's portion of the 1958 improvements was about \$8,000, Williams explained.

Most of the fair's income came from grandstand ticket sales which amounted to \$68,580.63. Other income sources included: Midway—\$32,938.83; Concessions—\$28,256.28; parking lots—\$19,614.73; building and machine display rentals—\$17,185.12; and miscellaneous—\$15,254.31.

The payroll was the largest expenditure totaling \$53,951.02. Williams said the fair hired more than 350 people during the six-day event as ticket sellers and takers, ushers, parking lot attendants, maintenance men, stage hands, secretaries, clerks and traffic patrolmen. In addition, some 650 area residents were employed by concessionaires and other enterprises at the Ionia Fair.

Paid grandstand attendance this

year was 40,007 compared with 37,222 in 1958; fairgoers bought 379,159 midway tickets in 1959, up from 351,814 during the previous year; and 35,823 autos used the parking lots this year compared with 32,892 in 1958.

Williams told the fair directors he was pleased with the increased attendance this year, but cautioned them that rising costs are also putting a strain on future building plans. All Ionia fairground buildings have been paid for from previous profits.

He told the directors that dates for the 1960 Ionia Free Fair will be August 8-13.

IMCA Plans Two Meetings

CHICAGO—The International Motor Contest Association, auto race sponsoring organization, will hold two meetings in the near future, one here during the outdoor convention, the other in Des Moines.

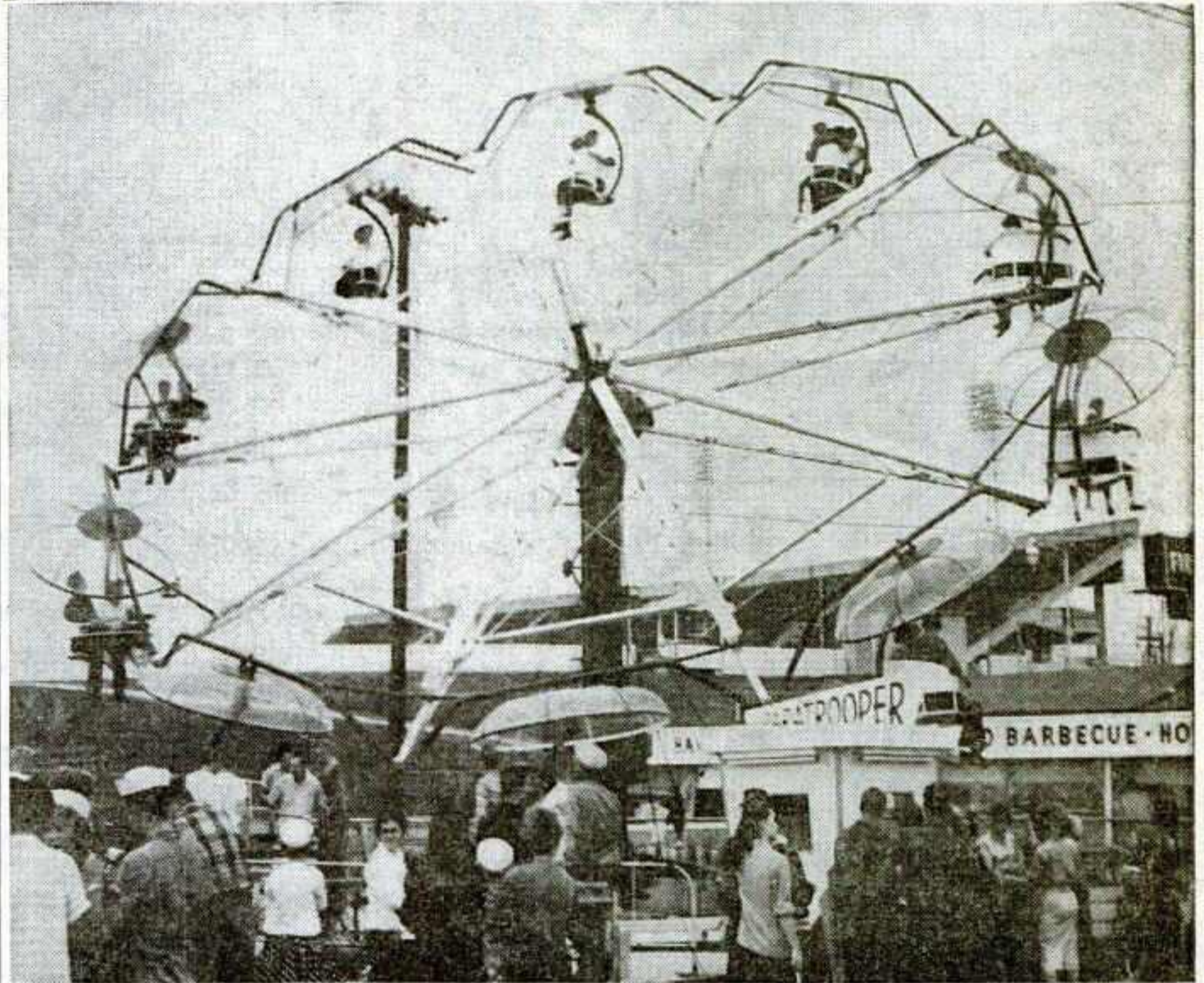
The annual meeting of officials will be held here in the Hotel Sherman at 11:15 a.m. Monday (30), with Joseph T. Monsour, Shreveport, president, in the chair. John Libby, St. Paul, is secretary.

The annual awards banquet will be held Saturday (5) in the Hotel Des Moines, Des Moines. The board of directors and officials will meet with competitive members at 9 a.m. to formulate rule changes. The banquet will be held at 7:30 p.m. when trophies and cash awards will be presented.

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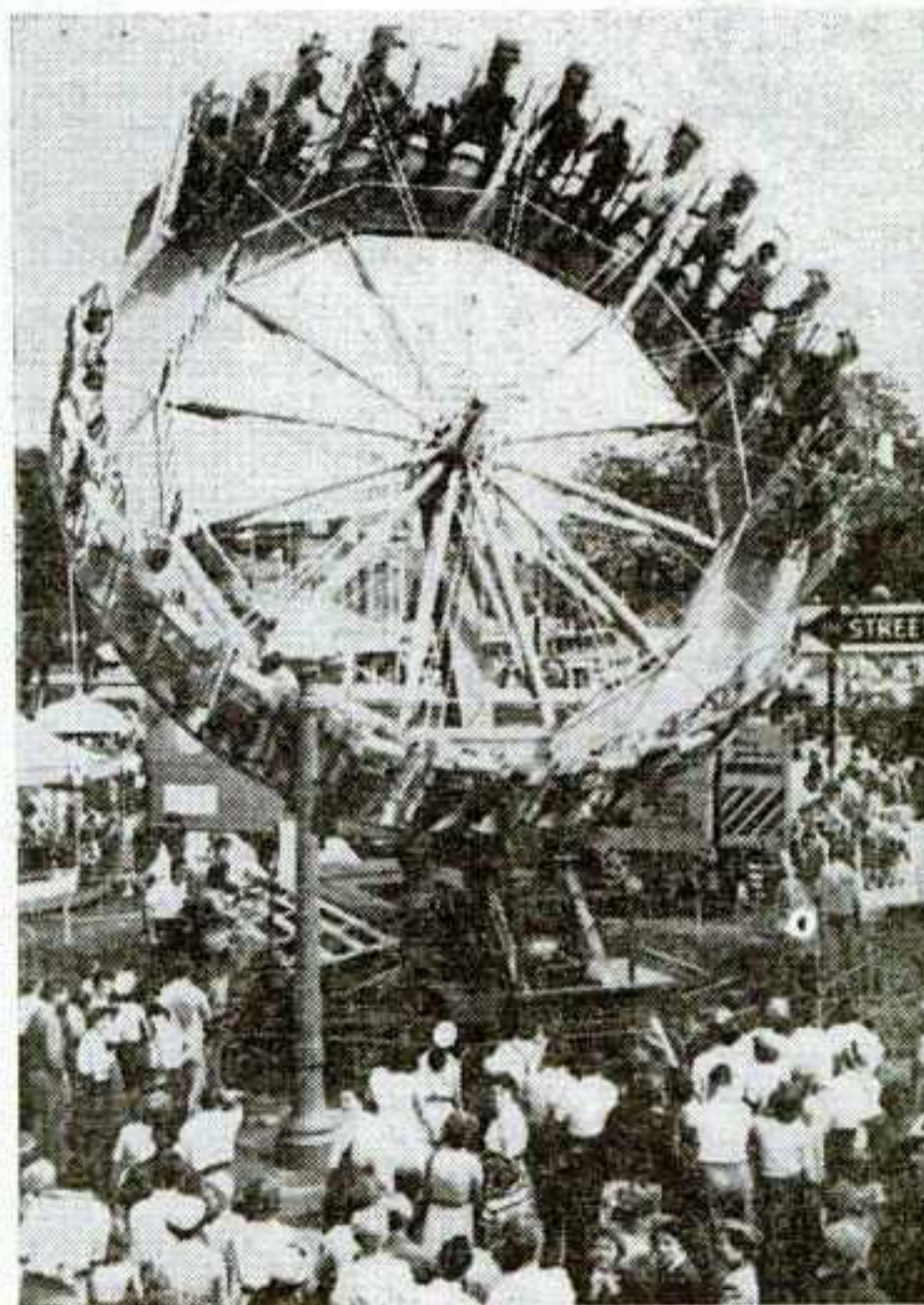


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H. H. Scott, Georgia Amusement Co., Toccoa, Georgia: "I still have my 1949 No. 5 BIG ELI Wheel which I am just as proud of as the day I left Jacksonville. Haven't spent even \$100.00 on it since."

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Will be at convention—Bismarck Hotel.

Calif. State Fair
Gate Grosses 259GSets New Attendance High of 912,559;
Night Grandstand Grosses \$65,946

SACRAMENTO — The 1959 California State Fair & Exposition with H. A. (Pat) Maginn, president of the board, and Dudley T. Fortin, manager, chalked up \$259,323 from gate admissions when a new attendance record of 912,559 was set during the 12-day event. Attendance was 98,557 over last year, and front gate revenue was up \$30,595.50 over 1958.

New records were set in practically every department of the fair, a report showed. Afternoon grandstand events, including the Bill McGaw Tournament of Thrills and NASCAR racing along with horse racing, accounted for an attendance of 131,616 and revenue amounting to \$94,167.90. Revenue was up approximately \$11,000 and

attendance 24,000 over last year. McGaw's event on the first Sunday of the fair pulled a capacity grandstand.

The grandstand evening shows, booked and produced by GAC-Hamid, were attended by 55,572 people, about 8,000 more than in 1958. Revenue increased more than \$6,000 for a total of \$65,946.14.

A new feature, a rodeo for four days, had an attendance of 18,726 and earned a gross of \$21,952.50. The horse show, a traditional feature, was attended by 29,333 with ticket sales totaling \$15,640.60. In 1958 the attendance was 36,443 and revenue \$20,440.40.

Total revenue from admission sales amounted to \$457,030.14 as compared with \$392,637.13 a year ago.

Commercial sales for the 1959 fair were \$82,646.40 as against \$68,309.50 in 1958; exhibit entry fees, \$21,228.99 compared with \$32,693.40; concessions, \$309,780.23 against \$332,327.84, and horse show revenue, \$17,337.40 this year and \$25,168 a year ago. Concession revenue does not include a \$135,000 flat fee paid for the carnival contract by West Coast Shows, Foley & Burk Shows and Crafts Shows under one bid.

The pari-mutuel pool was \$5,370,422, up from \$4,915,365 in 1958. Racing revenue totaled \$521,998.49, up from \$477,303.90. Auto parking was \$32,920.15, an increase over the \$30,271.13 recorded in 1958.

Mineola Fair
Chooses 1960
October Week

WESTBURY, N. Y. — Mineola Fair will run in October next season, it was decided last weekend. President J. Alfred Valentine announced the dates for the 119th running as October 8-16, including two Saturdays, two Sundays and Columbus Day.

This will be only the second time the fair has run so late in the year. In 1954 it tried an October week and pulled a hurricane on Friday, when the gates were shut after \$262 was paid at the gates.

Reason for the lateness this time is the split harness racing dates, as the big Roosevelt Raceway plant will be in use as a pari-mutuel track March 21 thru May 21, and August 1 thru September 28. There was no fair in 1959 and a second successive year without one would have jeopardized the fair charter of the sponsoring Agricultural Society of Queens, Nassau and Suffolk counties.

Page Skeds
May Opening

ATHENS, Ala. — Page Bros. Shows will open its 1960 tour in May at Nashville, it was announced here last week. The majority of the spring dates will be changed this year, it was stated.

Show will carry an elephant to be used as downtown bally and as a fun zone ride. W. E. (Shotgun) Page and Norman Littlefield will rep the show at the Chicago meetings.

Winter Exhib
Projected for
Fredericton

FREDERICTON, N. B. — A "Maritime International Fair" is to be held in Fredericton in early November of 1960. The Fredericton Exhibition Association is making its facilities available for the new event, including the coliseum which is under construction.

Announcement of the plans came from K. F. Callbeck, manager of the Fredericton Board of Trade. He said it would eventually consist of a trade and industry exhibition, sportmen's show and potato exhibition.

Agreement on the new event came at a joint meeting of the Fredericton Board of Trade, Fredericton Exhibition Association, and city of Fredericton. Earlier boosters were the Maritime Stock Breeders Association, and it is hoped the new event would incorporate the MSBA participation usually given to the traditional Maritime Winter Fair.

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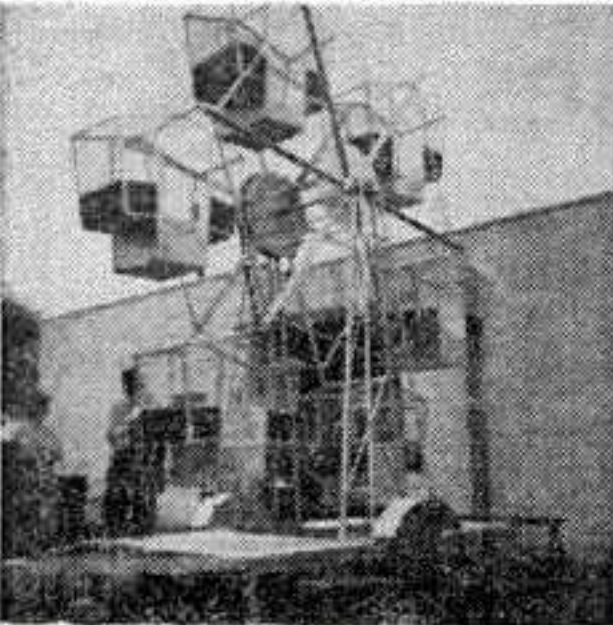
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**Chicago Int'l
Expands Run,
Adds Features**

CHICAGO — The International Livestock Exposition, combined with the International Dairy Show, and with a lengthened run of November 27-December 5, will be a feature of convention time in this city. To be held in the International Amphitheater, the event will also include the International Quarter Horse Show to be held November 23-25.

The merger brings the five breeds of dairy cattle—Ayrshires, Brown Swiss, Guernseys, Holsteins and Jerseys—into the competition of the International for the first time in its 60-year history.

This year's exposition takes on added international color with the entry of Canada's top dairy animals, as well as beef cattle, sheep and horses. The management reports \$130,000 offered in cash prizes in the competition of 39 breeds of farm animals that the show will feature this year.

The International Horse Show attracts entries from prominent stables in the United States and Canada. It will be held every evening and five afternoons, November 27 thru December 5.

Fairmen who want to see the international grand champion steer selected will have to come in early this year. Formerly picked on Tuesday of exposition week, the climax will begin at 10:30 a.m., Saturday, November 28.

**Western Fairs
Assn. Elects
Scott Prexy**

SACRAMENTO, Calif. — Tulsa E. Scott, secretary-manager of the Plumas County Fair, Quincy, was elected president of Western Fairs Association here Sunday (15) on the eve of the 37th annual WFA meeting in the Hotel Senator and the State Capitol. He succeeds Stuart B. Waite, secretary-manager of the Yolo County Fair, Woodland, and takes office January 1.

Phil Shepherd, secretary of the Los Angeles County Fair, Pomona, was named vice-president, filling the post formerly held by Scott. Scott was appointed to the office the middle of the year to succeed A. G. Marquardt, secretary-manager of the Antelope Valley Fair, Lancaster, who left that office.

**Van Sant and
Watkins Push
Pa. Mutuels**

HARRISBURG, Pa. — Chief supporters of the pari-mutuel bill before the Pennsylvania State Senate are Sens. G. Robert Watkins and John Van Sant. Due to a typographical error in the November 16 issue they were reported to be "opponents" of the measure, rather than "proponents." The Billboard regrets any inconvenience the mistake may have caused.

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BLACK SADDLE**Peter Breck
Readies New
Western Act**

HOLLYWOOD — Peter Breck, who stars as Clay Culhane in the "Black Saddle" television series, is readying an act for fairs, rodeos and celebrations for 1960.

Act will carry three people, in addition to Breck, and include George Breck, Tex Armstrong and one other man. There will be two horses in the turn featuring hard riding, roping, fast draw, and bull whips for a 20-minute segment.

Breck, who is in his second year on the television show, is managed by Norman Goodman, with Clyde Baldschun & Associates as personal managers. Publicity is under the direction of Hanson & Schwam.

**Saskatoon Ex
Combines Barn,
Curling Rink**

SASKATOON, Sask. — Construction of a \$165,500 sheep and swine barn, to double as a curling rink in winter, has been approved by directors of the Saskatoon Exhibition.

The building, to replace one destroyed by fire last summer, is expected to be ready in time for the 1960 summer fair, and for the following curling season.

Manager S. N. MacEachern pointed out that a sheep and swine barn alone would cost around \$126,000 and be used during one week in the summer. If constructed for use as a curling rink, the building could be used during six months of winter as well.

Net annual revenue from curling would amount to between \$10,000 and \$20,000, it was estimated.

**Bakersfield
To Receive
National Coaster**

DAYTON, O. — A Comet Jr. Coaster is being shipped out of the National Amusement Device plant, intended for Bakersfield, Calif. It will be installed in Kern County Park by J. Paul Woollomes & Associates, operators of several rides at the Park.

The park has undergone an expansion and refurbishing program, making it a standout for travelers emerging from the desert districts. The new ride, largest addition for the park in years, is 18 feet high and has 800 feet of track.

**Regina Ex Adds
Calf Scramble**

REGINA, Sask. — A feature of the Regina Exhibition Association's light horse show next spring will be a calf scramble, with rural youths trying to catch eight or 10 calves let loose in the stadium. Successful catchers will keep the animals.

Event has proved to be a crowd-pleaser at Branadon, Man., and at livestock shows in the United States.

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All-Iowa Fair Nets \$20,542 on the Year

CEDAR RAPIDS, Ia.—The All-Iowa Agricultural Association, sponsors of the All-Iowa Fair here, showed a profit of \$20,542.83 for the fiscal year ending September 30 it was announced at the annual meeting.

Of the total profit, \$9,299.50 came from the fair operation and \$11,243.33 from other activities operated at the Hawkeye Downs plant. This is the first time in four years that the fair itself showed a profit altho the other activities have kept the books in the black during that time.

Total receipts during fair week were \$133,943.05 with expenses \$124,643.55.

Non-fair revenue included \$18,842.03 from rental of grounds and buildings. Income from still date auto races was \$4,771.25 while concessions at non-fair events brought in \$208.18.

Thruout the year more than 302,000 people attended events at Hawkeye Downs, according to Andy Hanson, fair manager.

Judge Charles Pennington, member of the executive committee since the fair's founding 24 years ago and president for 12 years, asked to be relieved of those posts but will continue as a member of the 35-man board of directors. Rex Conn was elected president to succeed him and Edwin A. Evans was re-elected vice-president.

Dates for next year will be August 14-21, Hanson disclosed.

Linder Named Canada Rodeo Assn. Prexy

CALGARY, Alta. — Herman Linder, Cardston, Alta., was returned as president of the Canadian Stampede Managers' Association at the annual meeting here. Charles Perry, manager of Lethbridge (Alta.) Exhibition and Stampede, is vice-president.

Directors are Marvin Jackson, Wainwright, Alta.; Fred Coleman, Grimshaw, Alta.; Irving Hansen, Swift Current, Sask.; D. A. Boyle, Fort Macleod, Alta.; Fred Johnson, Grande Prairie, Alta., and Forster McKenzie and John Hornoi, both of Moose Jaw, Sask.

Agreement that winners of rodeo events must be on hand to receive their awards or forfeit them to the runner-up was reached when the stampede managers met with the executive of the Cowboys' Protective Association.

This has long been a disputed point between the cowboys and the stampede managers, with contestants claiming they couldn't afford to wait for the trophies because they had to move on to other rodeos. Rodeo officials argued that the customers were entitled to see the champion cowboys presented with their prizes.

It was also agreed to make an effort to have more cowboys on hand for stampede parades.

Dick Havens, Madden, Alta., was elected president of the Cowboys' Protective Association, succeeding Brian Butterfield, Ponoka, Alta. Jim Maxwell, Calgary, continues as secretary, and the vice-president is Wilf Gerlitz, Youngstown, Alta.

Canadian cowboy champions announced at the CPA banquet are: Saddle bronk riding, Ken McLean, Okanagan Falls, B. C.; bareback bronk, Dick Haven, Madden, Alta.; Brahma bull riding, Gid Garstad, Viking, Alta.; calf roping, Bud Van Cleave, Taber, Alta.; steer wrestling, Bud Butterfield, Ponoka, Alta.; chuckwagon, Peter Bawden, Calgary; wild cow milking, Alex Laye, Sounding Lake, Alta.; wild horse race, Cliff Vandergrift, Drayton Valley, Alta.; amateur saddle bronk, Garth Maxwell, Viking, Alta.; all-round, Ellis Lewis, Osoyoos, B. C., and high point, Bud Butterfield, Ponoka, Alta.

Maine Fair Assn. Changes Dates

SKOWHEGAN, Me. — The Maine Association of Agricultural Fairs has changed the dates of its annual convention, Roy E. Symons, executive secretary, announced. The new dates are January 20-21 instead of earlier announced dates of January 22-23. Meeting will be held in the Eastland Hotel, Portland.

WELLS CARGO Mobile Concession Stands ... priced as low as



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7418 SUSQUEHANNA ST., PHONE FR 1-0774, PITTSBURGH 8, PA.

ROLL—FOLDED—RESERVED SEAT TICKETS

100,000 STANDARD 1x2 INCH ROLL PRINTED TO ORDER **\$38.00** PLUS SHIPPING COST CASH WITH ORDER

EACH ADDITIONAL 10 M ADD \$2.80
FOR CHANGE IN ADM. ADD \$3.50—FOR CHANGE IN COLOR ADD \$1.50
STATIONERY — WINDOW CARDS — OFFICE FORMS, ETC.

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CONCESSION—SHOW TENTS

D. M. KERR MANUFACTURING CO.

Established 1903
1954 W. Grand Avenue Phone: SEley 3-7966 Chicago, Illinois

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B
Send Cash With Order, Stock Tickets

OUR PRICES ARE THE LOWEST

Auto-Photo Studios WILL EARN MORE RETURN for YOUR INVESTMENT DOLLAR

...because **AUTO-PHOTO STUDIOS** earn Customer Patronage

...the ONLY automatic photo machines that will time and time again PLEASE ALL CUSTOMERS:



PROUD PARENTS who take and treasure photos of the young ones growing up... get perfect, sharp, clear photos every time.



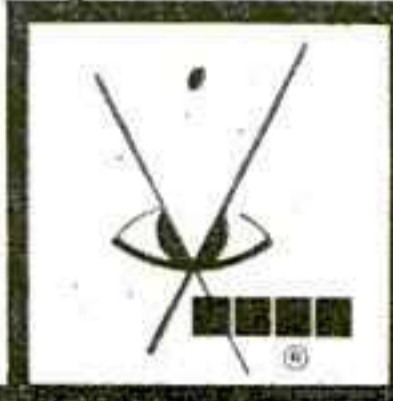
TEENAGERS who are great customers — always exchanging photos with schoolmates — and frequently using photos as signatures on their letters and greeting cards.



SERVICEMEN & VACATIONERS remembering their friends and folks back home with multiple-posed personal photos.

ALL COME BACK AGAIN AND AGAIN BECAUSE THEY ARE COMPLETELY SATISFIED

Get All the Details

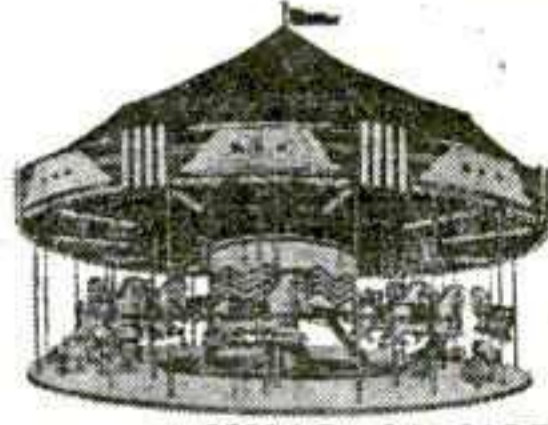


During Parks and Pools Convention we'll be exhibiting in Booths 183-184. Drop in and see us.

AUTO-PHOTO CO., INC.
1100 E. 33rd Street, Los Angeles 11, Calif. • Telephone ADams 3-6247

PHOTOME, Ltd. / Hersham Factory Estate, Hersham Surrey, England FOTOFIX, G.m.b.H. / Kaiserplatz 7 Krefeld, Germany

NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
FERRIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
FUN HOUSES
CONCESSION TRAILERS

Write today for complete catalog.

KING AMUSEMENT CO., INC.
P. O. BOX 448 PHONE: HO 3-1562 MT. CLEMENS, MICHIGAN

GIVE TO DAMON RUNYON CANCER FUND

State Fair of Texas Sees \$425,000 Profit

DALLAS—The State Fair of Texas will have net earnings amounting to approximately \$425,000 for the year 1959, State Fair President R. L. Thornton Sr. has estimated.

Thornton made the estimate at the regular post-fair meeting of the fair's board of directors. He emphasized that the \$425,000 figure was purely an estimate based on earnings thru November 1 and estimated income for November and December.

The fair's fiscal year runs thru December 31 and the exact amount of earnings for the year will not be known until after that date. Net

income for the year 1958 totaled approximately \$340,000.

Out of its net income for 1959, the fair will make payments of principal and interest totaling about \$180,000 on indebtedness outstanding on the Cotton Bowl Stadium, the Women's Building, the auxiliary parking lot and the air-conditioning of the Electric Building.

The payments include one of \$59,149 in principal and interest on Cotton Bowl bonds, paying them up thru January 1, 1960, and putting the fair eight years ahead of schedule on retiring the stadium bonds.

Trenton Grows as State Takes Hand

Broader Participation Achieved, Eye State Exhibit Pressure on Suppliers

TRENTON, N. J. — Developing interest points the way toward a record week for the 1960 New Jersey State Fair, based in large part upon wider State participation. With considerably more than 100 acres to fill with people, efforts of George Hamid Sr., fair president, have been toward enticing State governments to take a more active interest in the event.

Intense campaigning along these lines started three years ago, and have included turning over all the fair's books to Governor Meyner.

When Hamid operated the fair for the first time in 1936, the State was on the verge of abandoning it. Two years later he exercised his option to buy the property. During the intervening years the State's participation, however, was not noteworthy.

Pre-Hamid operating budget for the fair was \$66,569 and in his first year he raised this outlay to \$86,133. As a sidelight on spiraling costs, the 1959 fair has a \$276,000 budget.

featuring State officials, who made themselves available for questioning by the public. This was one of the fair's most interesting elements, as two or three changes of personnel were made daily, but the officials on tap were all prominent ones.

The State built new showcasing and walls for exhibits. One evidence of expanded participation was the Department of Agriculture's step-by-step panorama of the progress of an egg from chicken to table. Various steps in the preparation and canning processes were shown. The Grange Mart, an innovation, fielded a greenhouse filled with all kinds of flowers and garden equipment in addition to the usual two flower shows for professionals and amateurs. Currier and Ives fire equipment prints and antique fire pieces tended by period-costumed attendants made up another display.

The surge in agricultural and State exhibits took the bite out of charges that a \$300,000 modernization of the full-mile race track was evidence that the fair's intent was purely commercial. Besides this revamping of displays the "new" fair presented a new midway occupant, Amusements of America.

A Welcome Restriction

Strides toward improving the fairgrounds and its operation are continuing. The 116 acres have been expanded by the purchase of 14 acres from the Pennsylvania Railroad. A proviso by the railroad that the fair build an industrial building on the property, is cited by Hamid as the kind of restriction he enjoys most.

Next year's edition will probably be the biggest Trenton has seen since Hamid took over the reins, with one particular campaign being most promising. This is the fair's urging that Governor Meyner and other State officials suggest to all State departments, that in their purchasing of materials they encourage their business connections to exhibit at the fair. It is an uncommon kind of salesmanship but acceptance will guarantee that the event will flourish beyond anything that could have been expected back in 1936.

Advisory Group Formed

Most convincing step forward was the move by Hamid to subdue his role in the fair management and highlight that of a committee of widely recognized farm and business leaders. The advisory committee has been set forth as the new management team, with commendable results.

At the suggestion of Meyner and Phil Alampi, secretary of state, the group has been headed by an outstanding farm figure, Amos Kirby.

The past season saw a record-breaking Grange cooking contest, occupying all of the fair's second Saturday. Fifty stoves were used at one time as contestants cooked and baked. Franklin Mixon, State master of the Grange, oversaw its activities at the fair, which also included a queen contest (80 Pomona Granges took part) and horseshoe pitching. Two truckloads of prizes were hauled in for the queen winner.

The industrial building was turned over for an atomic exhibit, and another was occupied by a State "baby barnyard" display. Rutgers College came in with an exhibit. The largest cattle display Trenton ever saw resulted from the State's encouragement to Grange and FFA people to participate. John Tramburg, head of State institutions and agencies, and a member of the advisory committee, egged all institutions to come in with exhibits, and many responded.

Patrons Quiz Officials

One outstanding response was an almost-continuous quiz show

Patrons Quiz Officials

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One outstanding response was an almost-continuous quiz show

Saskatoon Ex Elects Howes

SASKATOON, Sask. — R. H. Howes, a local businessman, has been named president of the Saskatoon Exhibition. He succeeds Dr. V. E. Graham, who held the post for two years.

Vice-presidents are C. M. Graham and W. P. Noble.

EDMONTON EX NETS 112G

EDMONTON, Alta. — A net profit of \$112,642 on the year's operations, up \$52,318 over 1958, was recorded by the Edmonton Exhibition Association. The fair week profit was \$77,607, up \$25,445.

BOYS! I'VE GOT IT!



This is the ORBIT Ride... Makes all the space movements that can be made. See a model in actual operation at the

SHERMAN HOTEL
during the Convention

JIM FOREST **E. P. MAY**
Manufacturers

31 No. Atlantic Ave., Daytona Beach, Fla.
RALPH A. SIMPKINS, Inventor

POWER-MIJ SPEEDWAY RACERS

For 1960—
Two "All New" Models

The 3-Seater for the Family Trade—
The Single Seat Speedster, Up to 30 MPH, for the Hot Rodder.



NEW—Heavy Duty, Industrial Type, Cast Iron, Air-Cooled Engine.
NEW—Large Ball-Bearing Wheels with Pneumatic Tires, Studded Tread.
NEW—Automatic Clutch With All Ball-Bearing Reduction Drive.
NEW—Portable Track, One Man Sets Up in 30 Minutes.

A PROVEN WINNER IN 1959 — BETTER THAN EVER IN 1960

SEE US AT THE CHICAGO CONVENTION, BOOTH 112, OR WRITE FOR FREE BROCHURE.



CARPENTER AMUSEMENTS
Manufacturing Division OMAHA, NEBR.
213 N. 16TH

STARE & COMPARE
Our Beautiful
POSTERS & BUMPERETTES
Then change to posters

INCORPORATED
835 CHERRY ST.
PHILA. 7, PA.
Phone: WALNUT 5-2000

SEE THE DIFFERENCE
Place Your Bumperette Order Now at Special Discount

FOR SALE

Electro-Freeze Custard Machine, late model, used 2 seasons. Single phase motors, reasonable.

A. BELLANTONI
41 Woodbine Ave. Newark 6, N. J.
Phone: ESSEX 3-3161

FOR SALE Frosty Freeze Drive In

This all electric unit includes: 2 Barrel York automatic freezer, complete fountain service, grill and hot dog barbecue, deep fryer, coke-root beer barrel, Cory coffee maker, double draw milk cooler.

This unit has been in use 9 months—
ORIGINAL COST \$14,000.00—WILL SACRIFICE TO QUICK BUYER FOR \$8,000.00.

REPLY

H. A. MACMANNIS
6210 Mossway Baltimore 12, Maryland

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

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

OTTAWAY ROCKET LINER B-14

UP TO 70 ADULT CAPACITY
EXCLUSIVE MANUFACTURER OF RAIL RIDES SINCE 1944

OTTAWAY AMUSEMENT COMPANY • 3045 N. ST. FRANCIS • WICHITA, KANSAS

FOR KID APPEAL
PUMP-IT HANDCAR RIDE
PROVEN FINEST IN ITS FIELD
OTTAWAY STEAM TRAINS

MOW-EM-DOWN!

Machine Guns

SEE US AT THE NAAPPB SHOW BOOTH #128

Ask us about our "NEW" Do-It-Yourself Gallery Kits.

FELTMAN PRODUCTS CO.
521 NEPTUNE AVE. BROOKLYN 24, N. Y.

WILD MOUSE

Excellent Condition — SALE — Trade or Concession. Need Space for Expansion.

FUN PIER
BOX 232, WILDWOOD, NEW JERSEY

E. E. FOEHL Pilgrim 5-6325 Philadelphia, Pa. J. L. BARNES Flanders 2-3510

ROLLER RUMBLINGS

By AL SCHNEIDER

EIGHTEEN operators representing 12 rinks have been added to the membership roll of the Roller Skating Rink Operators of America. It was announced recently by C. E. Cahill, secretary-treasurer, at association headquarters in Detroit. The operators and their rink affiliation are Jack and Irene Boyer, Skate Ranch, Aurora, Colo.; Mr. and Mrs. Frank N. Hudson, Hudson's Thunderbird Skating Arena, East St. Louis, Ill.; Elmer Byrnes and Ralph Vawters, Tinley Park (Ill.) Rink; Clifford Rye, Lawrence (Kan.) Roller Rink; Paul P. Robinson, Rhythm Rol-O-Drome, Webster, Mass.; Earl A. Priester, El Dorado Roller Rink, Muskegon, Mich.; Donald O. Travers, Clinton Valley Roller Rink, Utica, Mich.; William Sheldon and Anna Mishkind, Riviera Park Rink, Belleville, N. J.; Bernie and Esther Houck, Club Rollerama, Cincinnati; Marvin L.

Wright, Rainbow Rink, Houston, formerly operated by Jack Kennett; J. H. Pullman, Pullman's Roller Arena, Tyler, Tex., and A. M. Richardson, Irving (Tex.) Skating Rink.

A former skating rink that was transformed into a factory a half mile south of Elkhart, Ind., was gutted by fire Sunday (8). Damage was estimated at \$80,000. Dean Baker, of Elkhart, is owner of the concrete block building.

Melody Skating Rink of Groton, Conn., stressing the theme, "Remember, Skating Knows No Age Limits," conducted recent youth and adult costume parties, awarding prizes for the most colorful garb. Games and races completed the programs. The regular admission prices prevailed.

Irving Richland, formerly associated with his brother-in-law, Harry Neckes, in the operation of Hartford (Conn.) Skating Palace, has returned to his Miami Beach, Fla., home, following a visit of several months in Hartford.

Wildwood Seeks Ad Fund Increase From Area Towns

WILDWOOD, N. J. — Suggestions that the cities of North Wildwood and Wildwood Crest jump their share of the 1960 advertising campaign for the Wildwood area from \$5,000 to \$20,000 each were aired at a meeting of the heads of various Wildwood organizations. According to the plan explained by Jack Kay, Wildwood public relations department head, the co-operative plan for advertising would cost about \$80,000, but with the addition of other projects, the total would be well over \$100,000.

Kay reported there was a possibility of an increase of \$2,500 from each community over last year's figure of \$5,000.

Advertising and publicity used in connection with the 1959 campaign were outlined by Kay. Group discussions brought general agreement that the same advertising plans should be employed for the 1960 campaign. The Scotch Spring Vacation Plan got unanimous approval for 1960. It was decided that the plan should be carried out by the individual hotels and motels with assistance from the city.

ISLAND FOR SALE
With Million Dollar Opportunity!
Surrounded by water with 4 acres of land. Near Fall River, Mass. Big Income from Restaurant Stand. 2 COTTAGES, PICNIC AREA, CONCESSIONS, BATHING, BOATING, PARK LICENSE FOR AMUSEMENTS AND RIDES. LIQUOR LICENSE AVAILABLE. Can't list everything. Unlimited opportunities and chance of a lifetime. Priced low to settle estate. Small down payment. Pay balance on long terms.
JACK SENECA
50 Haffards Street, Fall River, Mass.
Call OSborne 4-2130 person to person

SEARCHLIGHTS
Brand-new Sperry and G.E. 60-Inch Searchlights, still crated, located Albany, Chicago or St. Louis, with tires and complete spare parts box. \$400. Brand-new Generators, still crated, 16.5 kw., \$700. Complete Burner Heads, \$100 a set. Also very good buys in slightly used equipment.
J. PILE
300 Waukegan Rd. Glenview, Ill.
Glenview 4-1240

ROTOR
AVAILABLE FOR GOOD PARK
ON PERCENTAGE
1960 SEASON
Contact:
Harry G. Parker
ANGLO-ROTOR CORP.
4013 So. Westshore Blvd.
Tampa, Florida
Or At The Convention

The "HUSTLER" Kart
for Thrills... for Profit!

Shipped complete — ready to go — up to 300 lb. capacity — sturdy welded construction — positive brakes, governor.
SMITH and SMITH, INC.
303 Franklin St., Springville, Erie Co., N. Y.

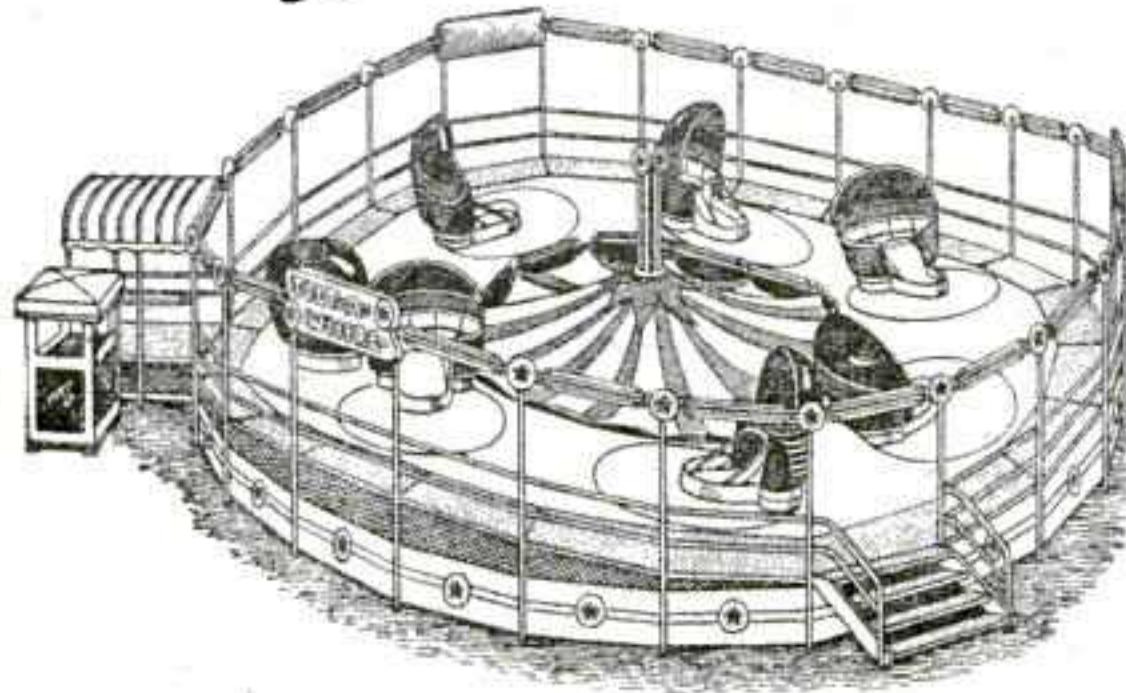
Knock Knock
That's
OPPORTUNITY
check the
CLASSIFIED SECTION
this issue

MAKE MORE MONEY... DRAW BIGGER CROWDS
WITH BEAUTY... GLAMOUR... SHOWMANSHIP
GET THE
HOLLYWOOD SPOTS-LITE
BETTER'N A CRYSTAL BALL
NO MIRRORS TO BREAK
WASH OR POLISH
GLAMOROUS NEW IDEA BY READY MODERN SHOW-MANSHIP... LIGHTING EFFECTS AND LOUDSPEAKERS... IT'S DIFFICULT TO FINGERLASH MORE BUSINESS AND PROFITS FOR ITSELF IN BALLROOMS, SEATING ROOMS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS
Write For Complete Free Details
HOLLYWOOD SPOTS-LITE CO.
Dept. B 3618 No. 10th St. Omaha 10, Nebraska

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES
NEW SHOW TENTS
MADE TO ORDER
CAMPBELL TENT & AWNING CO.
100 Central Ave. Aiton, Ill.

AMERICA'S FAMOUS TILT-A-WHIRL INFORMATION AT BOOTHS 5 & 6

THE THRILL RIDE



FOR FAMILY TRADE

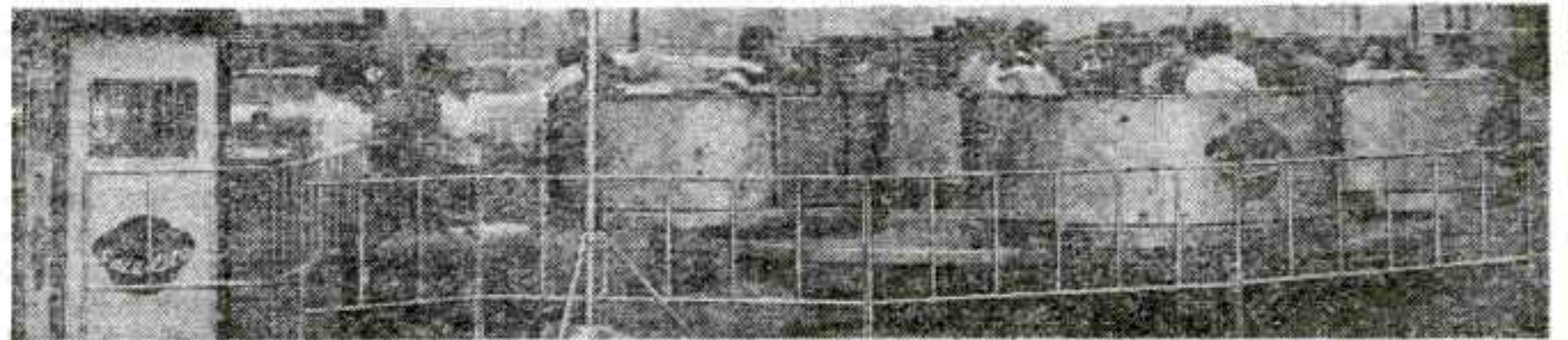
IMPORTANT IMPROVEMENTS FOR 1960
ASK US FOR SPECIFICATIONS AND PRICE

P. O. Box 306
Phone EDison 4-5584

SELLNER MFG. CO. FARIBAULT, MINNESOTA

Satellite

BE SURE TO SEE THE "SATELLITE FOR 1960" DURING CONVENTION AT SHERMAN HOTEL BOOTH NO. 163



LARGE CAPACITY (750 PER HOUR). SMALL SPACE REQUIREMENT (30 FT. DIAMETER) A PROVEN REPEATER.

Manufactured by
ALBANY MACHINE & SUPPLY COMPANY

Distributed by **RENAL CORPORATION**

P. O. Box 182, South Pacific Blvd., Albany, Oregon, Telephone WAbash 89441

COME AND SEE THE SENSATIONAL NEW JET PLANE RIDE

BEING SHOWN IN ITS ENTIRETY AT THE N.A.A.P.P.B. CONVENTION. BOOTHS 19-20-21-46-47-48

These Planes Are Actually Jet Propelled

HAMPTON AMUSEMENT COMPANY

Portage Des Sioux (Telephone: Skyline 3-2381), Mo.

CHOICE LOCATION NOW AVAILABLE

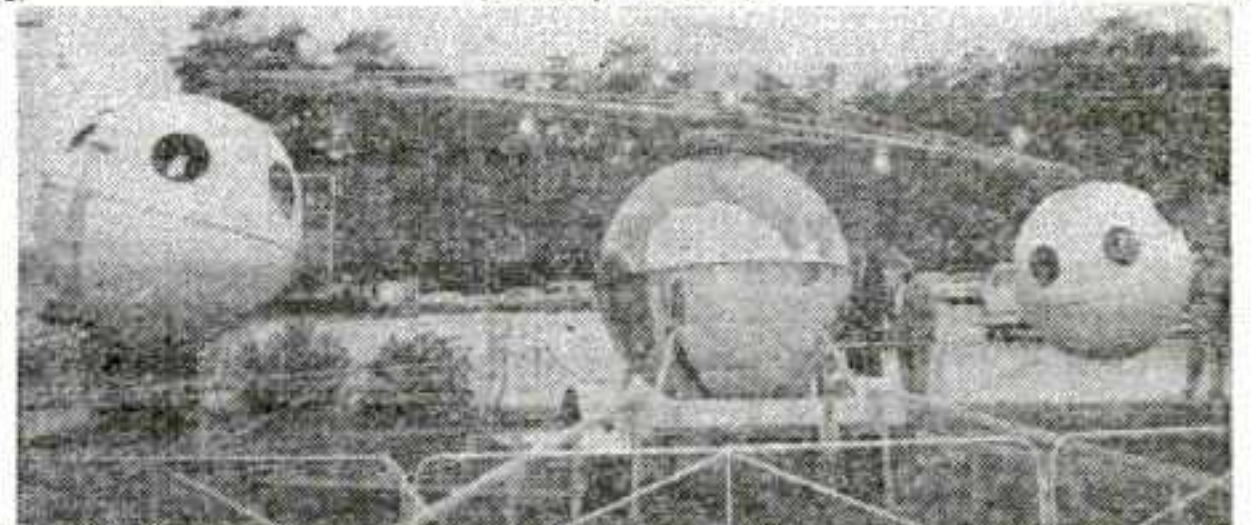
In Wonderland Park, Coney Island, New York, 80 by 100 feet of space for top major Rides for the coming season of 1960 on percentage basis or rent. Rides now in operation — on location, HOT RODS, ROTO JET, PARATROOPER, TILT-A-WHIRL, LOOP-O-PLANE and 14 KIDDIE RIDES. For inquiry

A. GARTO

2075 Shore Parkway Brooklyn, N. Y.
Phone: Esplanade 2-5306
Will be at Sherman Hotel for convention.

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

BOWER'S SATELLITE GLOBE RIDE (formerly "PUTNIK")



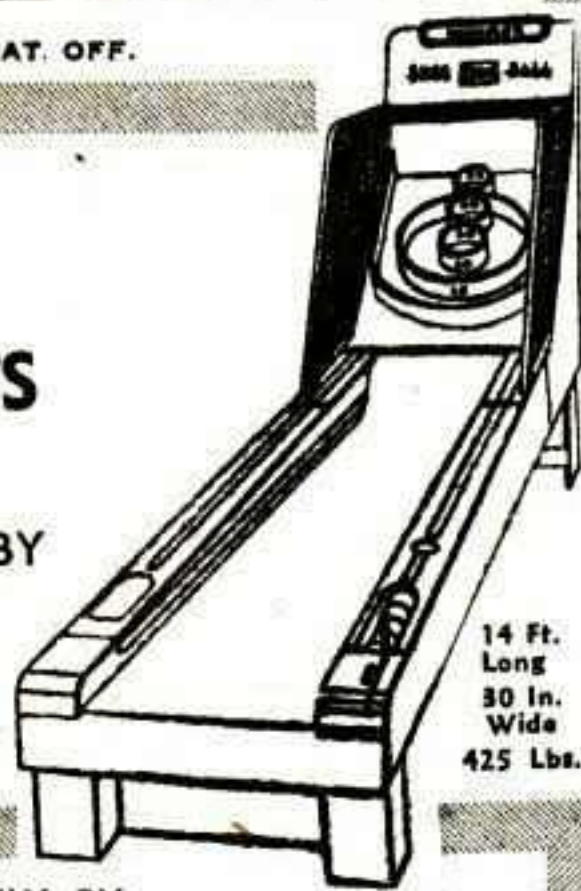
Ride operators, are you interested in this new, novel Space Age ride? Proven in over a year's successful operation to be a top money getter. Operators report \$350.00 days. Has 16-passenger capacity. This ride has had terrific radio, TV and press notices wherever operated. A sensational Shopping Center promotion. Complete on trailer unit, one-man operation, one hour up or down, carries adults or children. Production limited for 1960 Spring delivery. For further information write or wire
K. MAX SMITH ENTERPRISES, 3641 N.W. 9th Court, Fort Lauderdale, Florida.

SKEE-BALL

REG. U. S. PAT. OFF.

for profits year after year in
**PARKS—RESORTS
ARCADES**

GET STARTED FOR 1960 BY ORDERING YOUR ALLEYS AT THE CONVENTION.
BOOTHS 107-108



14 Ft. Long
30 In. Wide
425 Lbs.

SOLD ONLY BY

PHILADELPHIA TOBOGGAN CO.

130 E. Duval Street, Philadelphia 44, Pa.

THE NEW GRAPHOSKOP

Model V
Imported from
Germany

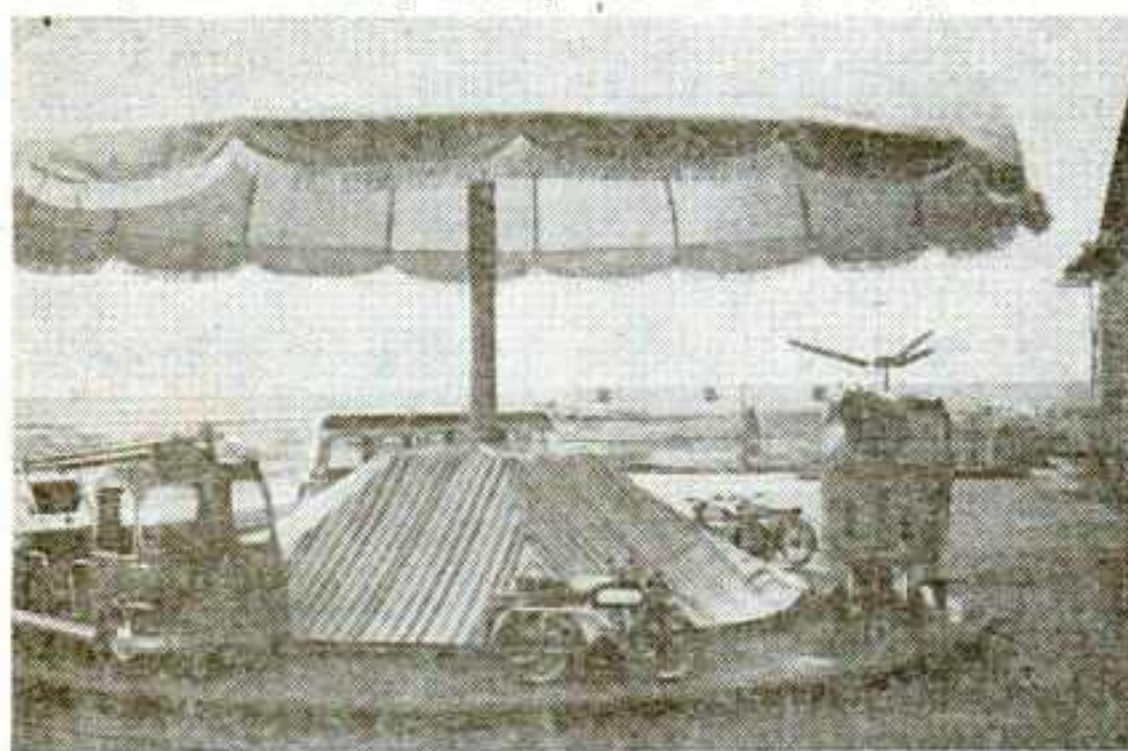
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**WORLD'S FINEST
COIN-OPERATED
TELESCOPE**

Ideal for • AIRPORTS • PARKS
• RESORTS. A year-round money-maker. Precision built for lifetime of trouble-free service.

★
EXPORT SALES CORP.
1103 Ross Ave., Dallas, Texas
53 Hoch Str., Frankfurt, Germany



Introducing A PORTABLE KIDDIE RIDE
DESIGNED, ENGINEERED & BUILT
WITH AIRCRAFT PRECISION BY
AEROAFFILIATES, INC., FORT WORTH, TEXAS



Profitable payload—super capacity—37. A first in all-aluminum construction—
anodized, requires no painting maintenance—ever. SEE US IN CHICAGO.
Or contact:

AEROAFFILIATES, INC.

P. O. Box 4125

(Phone: Market 6-5477)

Fort Worth, Texas

ADVERTISING IN THE BILLBOARD SINCE 1904

ROLL or FOLDED TICKETS DAY & NIGHT SERVICE
SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10,000 \$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 90¢ PER ROLL

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Tax. Must Show Name of Park. Established price. Tax
and Total. Must be Conspicuously Numbered from 1 up to from per roll. No other

THE FINAL CURTAIN

ALDRIDGE—William (Shorty),
79, former billposter with Camp-
bell Bros., Lemen Bros., Howe's
Great London and Gollmar Bros.
circuses, November 13 at St.
Louis. Aldridge was with Con-
rath Advertising Company, man-
aged by William L. Oliver, at St.
Louis. He was a member of Local
5, Alliance of Bill Posters and
Billers of St. Louis. Survived
by his widow, Lillian. Burial in
St. Louis.

BEEBE—Walter,
one-time owner of Beebe Bros.
Circus and more recently a build-
er of circus equipment, October
19 in Peoria, Ill. Survivors in-
clude his widow and daughter.
Burial a. Peoria.

BROWN—George A.,
54, former assistant manager of
Pan Pacific Auditorium and one-
time professional hockey player
and referee, November 7 of a
heart attack at Costa Mesa, Calif.
Survivors include his widow,
Dorothy; four sons, a daughter
and 14 grandchildren. Burial at
Costa Mesa.

BUTTS—George Earl, Jr.,
43, died October 27 in Texar-
kana, Tex., in a local hospital
after an illness of three years.
He had lived in Texarkana since
1941 and had operated two kid-
die amusement parks. Survivors
include his widow, son, father
and one brother.

CRAWFORD—Howard L. (Krug),
67, recently re-elected vice-
president of Provincial Exhibi-
tion of Manitoba, November 10
of lung cancer. A staffer of the
Brandon (Man.) Sun for more
than 40 years, he was associate
editor at the time of his death.
Interested in the welfare of the
annual provincial exhibition in
Brandon, he always publicized it
extensively via the pages of the
Sun. During the fair he doubled
as a newsman and a director. On
several occasions he had been a
delegate to meetings of the
Western Canada Association of
Exhibitions and the IAFE con-
ventions in Chicago. Survived
by his widow, two daughters and
a sister. Burial in Brandon.

DOWIS—Don,
48, owner-operator of the Sky-
wheels and former show owner,
recently in an airplane crash (de-
tails elsewhere).

GILSON—Orin A.,
82, former circus bandmaster,
recently at his Des Moines home
of a fractured neck; the result of
a fall from a ladder. Gilson was
bandmaster for circuses for 55
years. He was a life member of
the musicians' union and retired
seven years ago. Survivors in-
clude a daughter and a sister.
Burial at Des Moines.

GROW—Charles,
63, former vaudeville pianist,
November 6 in Veterans' Hospi-
tal, Indianapolis. Burial Novem-
ber 9 in Beach Grove Ceme-
tery, Muncie, Ind.

HAGERTY—John P.,
81, former acrobat with the
Barnum & Bailey Circus, No-
vember 14 at Meriden, Conn.,
after a brief illness. Hagerty
also teamed with his brother,
Dennis, in the vaude act "Went-
worth, Testa and Teddy." He
served as a physical director for
30 years prior to his retirement
in 1951. Survivors include his
widow, Bernadette; a son; a
daughter and a sister. Burial
was at Meriden, Conn.

MYERS—Earl,
70, for the past 15 years associ-
ated with the Meeker Shows,
November 19 in Veterans' Hospi-
tal, Walla Walla, Wash.

MYERS—Mrs. W. S.,
76, concessionaire and wife of
the late W. S. Myers, who died
last May 31, November 6. Surv-
ived by two sons, William and
Religh, and a daughter, Edith
Eagleson, of the Eagleson Ape
Show. Burial in Oak Hill Ceme-
tery, Stoneboro, Pa.

NICHOLSON—Theodore,
72, former circus bandmaster,
recently in Largo, Fla. He started
with the Wixom circus at the age
of 16. He subsequently played
with a showboat, skating rink in
New Orleans, a circus in Pana-
(Continued on page 76)

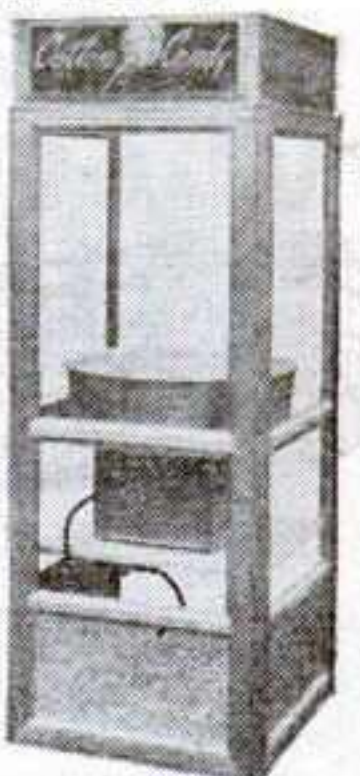
BOOTH NO. 1

Stop and see
the BEST
in supplies!

New
**CANDY
FLOSS
STAND**

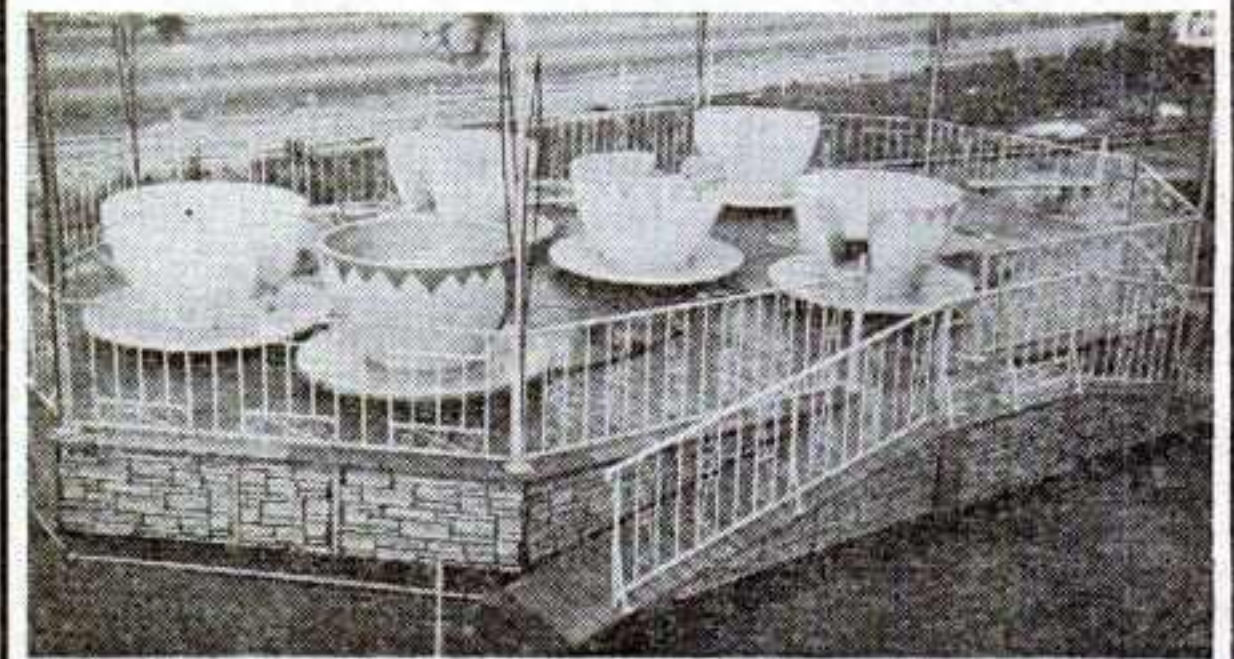
Equipped with
Kandy King Candy
Floss Machine.

**Concession
Supply Co.**
3916 Secor Road
Toledo 13, Ohio



CRAZY DAZY

ENRICH YOUR PARK . . . POCKETBOOK, TOO



A CAPACITY RIDE FOR ALL SIZE PARKS

Manufactured by

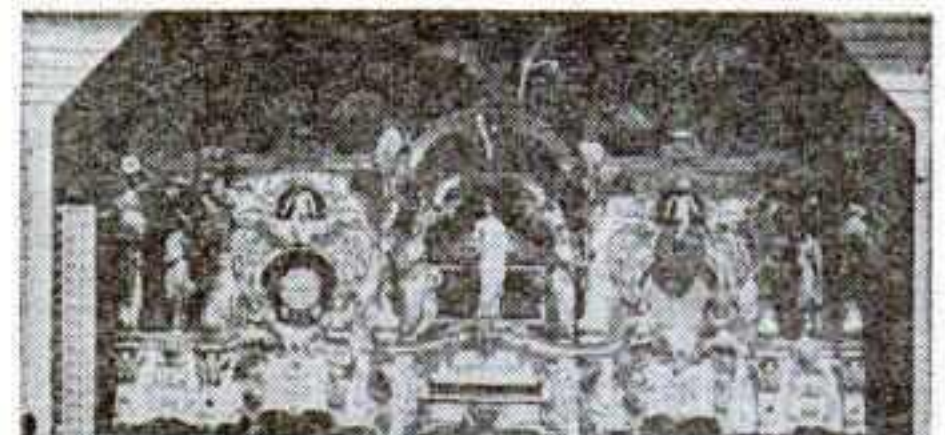
PHILADELPHIA TOBOGGAN COMPANY

130 E. DUVAL STREET

PHILADELPHIA 44, PA.

Serving the amusement industry since 1904

ORGANS FOR SALE



This is a new, 96-key German Organ. Not rebuilt. Now being built in Germany
by one of Germany's oldest organ builders. It has a 20 ft. beautifully hand-
carved front, with 24 figures on the front, 9 of them working in rhythm with
the music. Interested parties may see and hear exact duplicate of this organ in
my park at Myrtle Beach, South Carolina. Price \$15,000.00, F.O.B., port of entry
Charleston, S. C., or New York, N. Y.
I am promised delivery on this organ early 1960. Terms can be arranged to
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Capell Bros.: Ajo, Ariz., 23-29.
Deggeller Show of Shows: Atlanta, Ga., 23-Dec. 6.
Deggeller Funland: Montgomery, Ala., 23-Dec. 6.
Greater Kastl: *Nobie Hammock; Las Cruces, N. M.
Harris, Bess: *Westley Clark; Robstown, Tex., 23-29.
Louisiana Home State: New Iberia, La., 23-29.
Sugar State: (3d & Union) Morgan City, Ia.
Texas Funland: Rotan, Tex., 23-30.
Turner, Scott, Rides: (Edgewater & Rugby) Orlando, Fla., 23-Jan. 2, 1960.

Circus Routes

Atayde Bros.: Acapulco, Gro., Mex., 23-24; Tiera Colorado 25;

Chilpancingo 26-27; Yguala 28-30.
King Bros.: *Eva Hinckly; Palatka, Fla., 23; Titusville 24; Kissimmee 25; Lakeland 26; Punta Gorda 27; Fort Myers 28. (Season ends.)
Packs, Tom: New Orleans, La., 23-29; Mexico City, Mex., Dec. 4-Jan. 7.
Ringling Bros. and Barnum & Bailey: Cleveland, O., 25-29.

Arena Routes

Ballet Espanol: (High School Aud) Phoenix, Ariz., 23; (High School) Los Alamos, N. M., 25; (Aud) Juarez, Mex., 27; (Aud) San Antonio, Tex., 29; (Martin High School) Laredo 30; (Evans Aud) San Marcos Dec. 1; (Edwards High School) Tupelo, Miss., 4; Pascagoula High School) Moss Point, Miss., 5 (Aud) New Orleans, La., 6; (Aud) Pensacola, Fla., 7.
Benton, Brook, Rock & Roll Unit: Omaha, Neb., 23; Topeka, Kan., 24; Davenport, Ia., 25; Kansas City, Mo., 26; St. Louis 27; Chi-

cago, Ill., 28; Flint, Mich., 29; Detroit 30.
New York Opera Festival: Asheville, N. C., 23; Gadsden, Ala., 24.
Polish State Folk Ballet: (Forum) Montreal, Que., 24-26; (Maple Leaf Gardens) Toronto, Ont., 26-27; (War Memorial Aud) Rochester, N. Y., 28; (Civic Opera House) Chicago, Ill., Dec. 1-6.

Ice Shows

Holiday on Ice of 1960: (Sports Arena) Toledo, O., 23-Dec. 1; (Aud) Canton 2-6.
Ice Capades, 19th Edition: (Aud) Albuquerque, N. M., 23-29; (PNE Forum) Vancouver, B. C., Dec. 3-12.
Ice Capades, 20th Edition: (War Memorial Aud) Syracuse, N. Y., Mass., 30-Dec. 6.
Ice Follies of 1960: Hershey, Pa., 24-Dec. 5; New Haven, Conn., 6-13.

Legitimate Shows

Dark at the Top of the Stairs: (Tower) Atlanta, Ga., 23-26; (Temple) Birmingham, Ala., 27-28; (Ellis Aud) Memphis, Tenn., 30-Dec. 2; (Robinson Memorial) Little Rock, Ark., 3-4; (Central High School) Springfield, Mo., 5; (Warner) Oklahoma City, Okla., 7-8.
Gay '90's Nite: (Memorial Aud) Worcester, Mass., 23; (Bushnell Hall) Hartford, Conn., 24; (Eastman) Rochester, N. Y., 25; (Proc-

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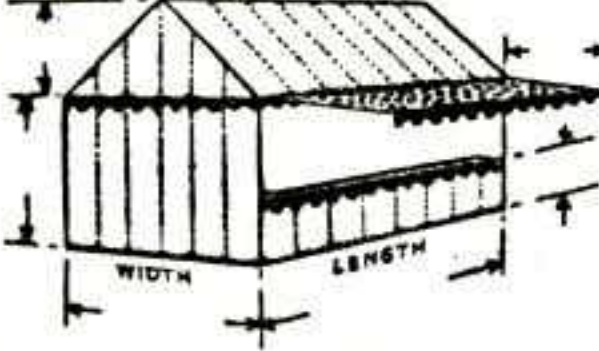
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CARNIVAL CONFAB

ELMER AND CURTIS VELARE, accompanied by Tony Martone and Charles T. Goss, will leave Long Beach, Calif., for the meetings in Chicago and are scheduled to arrive there Sunday (29). . . . Kenneth Rector, assistant manager of the Buff Hottle No. 1 Show, is passing out cigars at the show's Covington, La., winter quarters. It was a son, born November 13, right on his dad's birthday. . . . Mrs. Josephine Backmann, photo studio op and a sister of Mrs. Marie Simpson, is in Lutheran Hospital, St. Louis, following surgery. Mrs. Simpson is also in the Mound City and will remain there until her sister leaves the hospital.

Booby Obadal, who operates American Funland Shows, along with Alvin Vandike, of Victory Exposition Shows, was again awarded contracts to furnish the midway attractions at the El Paso Sun Carnival, December 19-January 2. In addition to the midway the event will feature parades, football games, queen contests and other daily attractions. . . . Jim and Barbara Steinmetz closed their Side Show and two grind shows at Augusta, Ga., on the World of Mirth fun zone after a 22-week tour with the big railroader. They plan to spend Thanksgiving in Ohio, Christmas in New York and then go to Tampa for the winter. Talent in the units included Charles Hunter, Bill Fitch, Billy Turner, Frank LeMire, Harry Wagner, Fred Landrus, Andy Briskey, Herman Hendrick, Stiles Family, Pete McIntyre, Eddie Dyer, Betty Smith, Ann Wagner, Janet Oaks, Teresa Schroeder, Blackie McCarnes and Bill Fitch. A. C. Cornish had the snakes and Doug Hart the Mickey Mouse Circus. *Frank Joerling*

★ ★ ★

WFA WAFERS—Carnivals and multiple concession operators were well represented at the 37th annual Western Fairs Association meeting. . . . L. G. and Jane Chapman, of Foley & Burk Combined Shows drove in from their home in nearby Davis. . . . E. S. Fitzgerald was also on hand for F. & B. . . . Charles Albright, owner-manager and Edward (Ted) Levitt represented Golden Gate Shows. They were accompanied by their wives, Jane and Marie, respectively. . . . William G. Meyer represented his own show, Gold Coast. . . . Ray Cox, owner-manager of Great Western Shows, and Ewell (Slim) Harrison, concession manager, made contacts. . . . Louis and Gail Cecchini came up from Sun Valley in the interest of Cecchini & Levaggi, game concessionaires. Al Cecchini accompanied them. Louis Cecchini has bought a home in Pomona and will move his family there to be near the Funville Midway, Inc., operation on the Los Angeles County Fairgrounds. . . . Eddie Harris, veteran showman, was in Sacramento during the convention to attend the funeral of his brother-in-law, William Veet. . . . Joe Blash of Blash & Hilligoss left the convention early for his home in La Verne where he is expecting the arrival of his sixth child. Lloyd Hilligoss returned to his home in Long Beach. . . . Bob Schoonover announced that he is again bringing out California Shows. Associated with him is Johnny Lopez as partner. Til Taylor is the general agent.

Steve Merten and wife of SJM Enterprises, Fontana, were active around the lobby talking about their show. . . . Johnny and Ruth Strong attended in the interest of John A. Strong Circus. . . . Eddie (The Clown) Edwards and his wife, Linda, are now making their home in Vallejo but still keeping the address in Thousand Oaks. Eddie will play Christmas and shopping center dates around San Francisco this winter. . . . L. Roberts of Roberts Amusement Company did not have far to go to the convention this year. He lives in Sacramento. *Sam Abbott*

Bill Appleton, former I. T. Shows ride foreman, was stricken and confined to his Roosevelt, N. Y. home for a couple of weeks. . . . Arelene Dembrosky has whipped a bout with the flu, which had her under the weather most of October. Husband Mike Dembrosky

toured his Scrambler with World of Mirth, ending at Augusta, Ga. . . . Harry Nelson is ripping out his Coney Island miniature golf and using the area on 16th Street for a set of kiddie rides. . . . Max Sonn, the hat king, is back from the Munich Oktoberfest with raves about the rides displayed there. Harry Witt should be ready with an announcement soon about the midway he is assembling for a South American capital. . . . Louis D. King is smashing records for club participation in New York, being on nine committees plus the board of governors. The list includes banquet, testimonial, memorial, year book, bylaws, cemetery, eligibility, entertainment and finance. . . . New NSA members are Richard K. Burns, Adam Sella, Richard Thomas and Herbert Beller, sponsored by Al Howard; Frank Abramoff, the 50th brought in this year by Leo Willens; Sam J. Aronstein, by Dada King; Kenneth Wynne Jr., by John Fitzgerald Jr.; Bob Edelston, by Simon Hadgi, and Ralph R. Fischetto and John J. Fischetto, by John (Duke) DeNoia. . . . Angie Longo is selling former Lawrence Greater Shows equipment, recently brought up from the South. . . . Roy (Pepsi) Jones and George Franklin have a Commodore Hotel suite for entertainment during the NSA festive week. *Irwin Kirby*

Sellhorn's Mobile Homes recently purchased a 120-acre plot near Gibsonton, Fla., where they'll establish a mobile home sub-division for retired showmen and others who want to winter in that area. The plot is near the Greater Tampa Showmen's Association. Spot will be known as the Alafia Trailer Estates, Raymond Sellhorn reports. . . . New members of the Midwest Showmen's Association in Minneapolis include William Carsky, Tommy Shogren, Phillip Berbom, Eugene Purcell, Maynard Newman, William Pratt, Milton Josephs, Dennis Josephs, Emerson Bennett,

Joseph J. Frederick, owner-operator of the Motor State Shows for about 15 years, is in Detroit Osteopathic Hospital following a recurrent heart attack. He had finished the season with a tour of several Southern States, and had the show in winter quarters in Detroit. Frederick had been enjoying a vacation at home prior to his attack. *Charlie Byrnes*

★ ★ ★

FLASHBACKS: 15 Years Ago—The train and wagons of Frank West's All-American Exposition Shows was sold to Ben Davenport for his Dailey Bros.' Circus. . . . Hundreds of showfolks turned out for the funeral of Max Linderman, general manager of World of Mirth Shows and who had interests in many other outdoor amusement enterprises. Funeral was held in New York City, with a memorial service in Augusta, Ga. . . . The Showmen's League of America mustering out fund topped the \$17,000 mark.

Banquets, Election, Memorial Top Showmen's League Meet

President Bill Carsky to Be Honored; Banquet-Ball Expected to Be Sellout

By CHARLIE BYRNES

CHICAGO—Banquets, election of officers, memorial services and a general run of business and social events will mark the functions of the Showmen's League of America during the annual conventions here from November 28 thru December 3.

One of the high points of the busy week will come on Sunday evening (29) when members of the



WILLIAM CARSKY

organization and guests honor William Carsky, outgoing president. The event, the president's party, will be held at 6 p.m. in the ballroom of the Hotel Sherman under the supervision of Maurice Ohren and Bernie Mendelson, co-chairmen.

They'll have plenty of help from their various committees. Benedict Garmisa and Herb Dotten head up the press committee for the event which also includes Nat Green, Al

Sweeney, Harry Duncan, Mickey Blue and Dave Friedman. Ed Levinson is in charge of tickets, assisted by Noble Case, Bill Hetlich, Neil Webb and Petey Pivor. Max Brantman heads up the reception group for the event with Tom Sharkey, Harold Barrows, Sam J. Solomon and Jack Benjamin.

The show's the thing that evening and a long list of showmen will be in charge, headed by Marcus Glaser, Sam J. Levy Sr. and Norman Schlossberg. On the committee are Dave Halper, Pat DeCarlo, Harry Greben, Charles Hogan, Paul Marr, Ernie Young, George Flint, Charles Zemater Sr., Lou Breese, Ernie Fast, Les Lear, Frank Taylor, George Hamid, Joe Higgins, L. N. Fleckles, Dave Malcolm and Chick Schloss. Behind the scenes as stage co-ordinators will be Sam Ward, Dick Ware, Jimmy Staunton and Louie Leonard.

Biggest Event

What is probably the biggest social event of the entire meetings, the League's annual banquet and ball, will be held the evening of Wednesday (2) at 6:30 p.m. in the ballroom. Sam Levy Jr. is chairman of the event with co-chairmen Chuck Zemater and Frank Taylor. Harry Julius is in charge of tickets, with Max Brantman supervising the reception committee. The printed program is the responsibility of Louis J. Berger, assisted by Hy Neitlich, Sheik Lempart, Benny Weiss, John Gallagan Jr., Ken Garman, Al Rossman and Neil Webb.

Following the grand march, a banquet supper will be served, a minimum of announcements and speeches will be made from the speaker's table and a floorshow will be presented. Then dancing will

be the fare until the wee hours of the morning.

All of outdoor show business will pause for a few hours on Sunday (29) at the annual Memorial Services to be held in the Sherman's Bal Tabarin at 1:30 p.m. Ed Sopenar and Hy Neitlich are in charge. Following the services the new clubrooms plaque will be dedicated in the lobby of the hotel.

The annual election of officers will take place on Monday (30) at 2 p.m. in the clubrooms at 300 West Randolph. Only one ticket has been nominated so they will be elected by the casting of one vote by the SLA secretary, Hank Shelby.

Regular Slate

The regular ticket and ultimate new officers are: Paul Olson, president; Eddie Sopenar, first vice-president; Lou Dufour, second vice-president; Hal Eifort, third vice-president; Bernie Mendelson, treasurer, and Hank Shelby, secretary. Elmer Byrnes has been named for a five-year term as trustee and J. P. (Jimmy) Sullivan for a two-year term.

Board of governors will be: Douglas K. Baldwin, Louis J. Berger, Mickey Blue, Max Brantman, Noble Case, William T. Collins, James Conklin, Hadji Delgarian, Herb Dotten, James H. Drew, George B. Flint, Dave Friedman, John Gallagan Jr., Benedict Garmisa, K. H. Garman, C. C. Groscurth, Morris Haft, Paul Huedephol, William Kaplan, Andy Kassin, Al Kaufman, Al Kunz, C. J. (Jack) Kwief, Lou Leonard, Eddie Levinson, Sam J. Levy Jr., R. H. McIntosh, Gerald Mackey, Pat Marco, Chuck Moss, Art Morse, Harold (Buddy) Paddock, Petey Pivor, Henry Polk, Harry Ross, Jack Ruback, David Russell, Nor-

(Continued on page 76)

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Banquet, Ad Highs Reward N. Y. Club

Tony Bennett, Jimmy Dean to Appear; Advance Sellout for Hamid Testimonial

NEW YORK — Discussion of this week's testimonial and banquet revealed nothing but pleasant surprises for the National Showmen's Association at the Wednesday (18) meeting. Louis D. King, chairman of both events as well as the memorial-open house night, reported substantial increases in table sales and yearbook advertising.

Monday's (23) banquet honoring George Hamid Sr. was oversubscribed, causing thought to be given to using annex areas for the overflow. This is the first such sellout for the club in the Park Sheraton's Tropical Room.

The big banquet Wednesday (25) at the Hotel Commodore had outdistanced last year's by more than 100 reservations, with a week to go. Indications were that a 700 attendance figure would be hit, a

tremendous resurgence over recent years.

The annual journal closed with over \$10,000 worth of ads, \$1,000 more than that of 1958. The figure was reached during the meeting when the announced total of \$9,996 stimulated former show owner Max Goodman into action with a late ad. Part of the increase was attributed to the record \$2,023 in booster names.

George Hamid spoke on talent, pledging another outstanding show for the banquet. Names such as Tony Bennett, Jimmy Dean, Fran Warren, Gretchen Wyler and Johnny Puleo and His Harmonica Rascals caught the fancy of the joint meeting, attended by the Ladies' Auxiliary as well as the parent body. Hamid said more time will be allowed for dancing, the show starting at 10:30 and ending at midnight.

Drew, Kunz Contract Augusta, Ga., Fair

AUGUSTA, Ga.—The Augusta Exchange Club Fair here last week awarded its 1960 midway contract to a combination of the James H. Drew and the Heth shows, marking the first time in several dozen years

that the fair will not have a railroad show on its fun zone.

James H. Drew, owner of the show bearing his name, and Al Kunz, owner of Heth Shows, will join forces to play the fair which is the last week in October. They will operate under the banner of James H. Drew and Heth Combined Shows.

The fair pact has been held by World of Mirth Shows for the past 23 years and prior to that was played by Johnny J. Jones Exposition Shows, Rubin & Cherry and the Royal American Shows.

Jule Eavenson, president of the sponsoring Exchange Club, made the announcement here on recommendation of the club's board of control. He said there will be no games of skill in operation in '60.

Also represented in the negotiations were James E. Strates Shows, Cetlin & Wilson and World of Mirth.

CHICAGO—American Carnivals Association will meet November 30 and December 1 in the Hotel Sherman, Max Cohen, secretary-treasurer, announced. Counsel will meet at 3 p.m. on November 30, with directors and officers at 4 p.m.

Crew Working At Capell W.O.

COOLIDGE, Ariz. — Several men are working at the winter base of Capell Bros.' Shows here after a season described by General Manager H. N. (Doc) Capell as the best since the show has been out.

Show moved here after closing its tour at the Pinal County Fair, Eleven Mile Corner, Ariz., on September 28. Capell's three sons, Jack, Bob and Bill, accompanied by their wives, are vacationing in Mexico. The elder Capell reported he was back in good health after a recent illness.

SLA PREPARES BUSY SCHEDULE

CHICAGO — The Showmen's League of America has set up a busy schedule during the outdoor meetings here this year as follows:

Regular Meeting: Saturday (28), 7:30 p.m. in the Bal Tabarin, Hotel Sherman.

Memorial Services: Sunday (29), at 1:30 p.m., Bal Tabarin, Hotel Sherman.

President's Party: Sunday (29), 6 p.m., Grand Ballroom, Hotel Sherman.

Election of Officers: Monday (30), 2 p.m., SLA Clubrooms, 300 West Randolph.

Banquet and Ball: Wednesday (2), 6:30 p.m., Grand Ballroom, Hotel Sherman.

Annual Meeting and Installation: Thursday (3), 8 p.m., Louis XVI Room, Hotel Sherman.

Registration of membership will be in the Hotel Sherman lobby, Sunday (29) thru Wednesday (2). Open house at the SLA Clubrooms, Friday (27) thru Wednesday (2).

24th ANNUAL SUN CARNIVAL

DECEMBER 19-JANUARY 3-16 DAYS

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the

Indiana State Fair

Will receive and consider proposals from Carnivals and Thrill Shows on December 4 and Grandstand Attractions on December 5 for the 1960 Indiana State Fair, August 31 thru September 8 (tentative dates). The meetings will be in the Administration Building, State Fairgrounds, Indianapolis, beginning at 9:30 A.M., Central Standard Time.

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3. MONSTER SNAKE SHOW
4. UNBORN SHOW

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We are featuring GAUCHO PULL-UP RACKS and various new games for the coming year.

If it can be made—we will make it. We have a complete workshop to build it in.

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59 Model Tilt, just like new, with two 30 ft. special built semi trailers racked to haul same. Equipped with boom and electric hoist to load heavy parts. Two Chev 2 ton, 2 speed tractors complete with Saddle Tanks, Mirrors, Radios, Heaters, ICC specifications. Complete, loaded, ready to go, \$19,000. Terms to well rated: \$9,000 down, two years on balance.

75 Kw. General Motors Diesel Generator Set, 6 cyl., 3 phase, full automatic, mounted on special-built semi that opens up to show plant, pulled by Chev 2 ton, 2 speed tractor equipped with large Tulsa Winch, cable, etc. Generator is latest style equipment bought last spring, used less than 500 hours. Complete, ready to drive away, \$9,250. Terms if you qualify: \$3,250 down, balance two years.

Set of twelve Erie Diggers on King built cone trailer. Snow Floss, Popcorn trailers. Concessions, Tents and Frames, Set Spindles, Bee Hives, Hit and Miss Ball Games. Concession Trucks with van bodies to haul cone and stock.
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Now booking for the 1960 season.

The up and coming show in the State of Illinois.

When you think of a show for your fair, think of Wilson Famous Shows.

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R. D. Reid, Asst. Mgr.

Lois Reid, Sec.

Winter quarters, Astoria, Illinois

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HAVE ONE MORE "CARDIFF GIANT" FOR SALE.

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SURPLUS EQUIPMENT FOR SALE

TWO-ABREAST ALLAN HERSCHELL LITTLE BEAUTY MERRY-GO-ROUND, king horses, new platforms and mudsills, excellent condition, \$5,000.00, with trailer, 1957 SPINEROO, new style clutch and controls, or trade for major Ride or factory-built Kid Rides. SIDE SHOW TOP, aluminum banner line, 30x100 ft., blue canvas, flame proofed, good condition, \$1,000.00; all on one trailer, \$2,500.00, with TOWERS and FLASHING LIGHT FRONT GATE, all on one trailer, \$2,500.00, with tractor. REWARD—Leading to recovery of King Laugh Land and Chevrolet Tractor. Tractor painted orange and ivory with large 42 on front. Laugh Land painted white with plate glass and animated clown visible. Contact ROD LINK, c/o Sherman Hotel, Chicago, during Convention, or permanent address: 7931 S.W. 16th St., Miami 55, Fla.

SIDE SHOW ACTS

WANTED AT ONCE

All winter's work with circus. 10 weeks in Mexico City alone, then Mexico interior. Send photos and lowest salary.

PETE KORTES

2220 E. Van Buren
Phoenix, Ariz. (Phone: Alpine 8-2531)

**Alamo Expo
In Barn After
28-Week Tour**

SAN ANTONIO — Jack Ruback's Alamo Exposition Shows was here at its winter base last week after a 28-week tour that wound up at the Sulphur, La., fair, where good grosses were racked up. E. D. McCrary's Mad Mouse topped the ride: at the final spot, with the Skooter and Twister right behind; George Donahoe's Turn Pike led the kid line-up.

After bedding the show down, Ruback planned to head for a vacation in Hot Springs and then to the Chicago meetings. While the entire show won't reopen until mid-April, a shopping unit is being booked to get under way in February, Larry Nolan, general agent, disclosed. The Nolans will spend the holidays in Denver. Charles Cumberland, electrician, has resigned to join the telephone company. Ruback purchased Jay Stanley's Scrambler. Herman Reynolds is building a truck stop and used car lot here. Jack Arnett, Skooter foreman, purchased a train and Rocket ride to add to the Kiddieland.

Others heading for San Antonio following the close include Sammy Blake, Jack and Irene Oliver, Herman and Joe Faye Reynolds, Jake and Vi Arnett, Barton family, Mr. and Mrs. Lee Marvin, Bill and Sophie French, Charles and Pat Cumberland, Bill and Bertha Williams, Tom Parker, Earl and Dorothy Johnson, Emma Miller, Bill Carr, Earl Randolph, Scotty Howard, Joe Murphy, John and Mattie Alexander, Larry and Madlin Nolan.

Others and their destinations: Aransas Pass — Pug and Boots Stokes, Joe and Babe Ular, Bill and Marylyn Butell, Buttons McCormack, Owen Jones and family. Houston—James and Betty Thomas and Doc Osborne and family. Mr. and Mrs. Tubby Hale to Lennox Ia.; Mr. and Mrs. Roy Duffy, Florida; Dumacks, Phoenix; Jay Stanley and Steve Lee families, Hot Springs; Robert and Judy Vogt, out with a winter show along with the Hackensicks; Dell Robert, Kansas; Mr. and Mrs. Max Harris and Mr. and Mrs. Hackett, Chicago; Bob Morgan and Mr. and Mrs. Jack Settles, Wichita; Danny and Ruth Neinyer, Crockett, Tex.; Bill and Angie Gootch, Rio Grande Valley; Tillie Cameron, Fort Worth.

**Kansas City
Club Re-Elects
Jess Wrigley**

KANSAS CITY, Mo.—Jess C. Wrigley was re-elected president of the Heart of America Showmen's Club at its regular elections here last week.

Other officers are Harold Anderson, first vice-president; George Gordon, second vice-president; Sam Lyon, third vice-president; Al C. Wilson, secretary-treasurer; George Sargent, conductor, and Tommy Cook, warder.

Three elected to the board are Joseph A. Clayton, Harry Summer-ville and Glen Campbell.

Russell Beamer will contribute the decorations for the club Christmas Eve party. Banquet and ball will be held in the Hotel Continental on December 11. Tune Topper ork will provide the music.

**MSA Inserts Allen
For 2d Vice-Pres.**

Westbrook Nominated for Presidency;
Dodson 1st V.-P.; Sharp Joins Slate

MIAMI — Harry (Buster) Westbrook was at the top of the 1960 slate brought in by the Miami Showmen's Association nominating committee last week, and Mel Dodson was suggested for first vice-president. But the significant news was the filling of the second and third vice-presidencies by names which have not been on the officers list up to now.

Inserted at second vice-president is Bernard (Bucky) Allen, business manager of the World of Mirth Shows, and right behind him is Maxie Sharp, holding down a similar position with Prell's Broadway Shows. Normal progress would place Allen in the presidency in two years. He is a past president of both the National and Greater Tampa Showman's Associations.

(The situation was created with the passing of Joe Prell, who had been third vice-president, thereby requiring that two vice-presidents be nominated instead of the one which would have been vacated if he had moved up one notch.)

Also brought in was a complete list of other officers and directors. The seven-man nominating committee had Abe Prell as chairman, and also consisted of Ben Glas-berg, Johnny Hoffman, Al Hamid, Jack Essner, Jimmy Stabile and Sydney Daniels. There were two changes and two retentions among

the other four posts. Alton Pier-son and William J. Tucker repeat as treasurer and assistant treasurer. Clif Wilson is offered as secretary, succeeding A. R. (Dutch) Whiteside, and Charley Wright as assistant secretary, succeeding Phil Cook. Martin M. Weiss continues as executive secretary.

Westbrook, business manager of Penn Premier Shows, has moved up the ladder thru successive vice-presidencies, and if elected will follow John Vivona as president.

Of the 50 directors there are 13 new ones, namely, E. J. Strates, John Miller Sr., Sydney Daniels, Al Hamid, Johnny Hoffman, Lou Lange, Jeff Harris, Phil Cook, John Portemont, Pete Norman, Johnny Canole, Harry Ross and Eddie Hor-witz.

Retaining their status on the board are Raymond (Shep) Blum-berg, William C. Bryant, John Campi, S. Tommy Carson, Is Cet-lin, Dick Coleman, Danny Dell, Jack Essner, Nate Farber, Dave Fineman, Pat Finnerty, Ben Glas-berg, Specks Groscurth, Joe (Ross) Grosso, Murray Levitt, Willie Lish, Harry Modele, Abe Prell, Louis (Stretch) Rice, Mike Roman, Harry Schreiber, Claude Sechrest, Al Howard, Lloyd Serfass, Jimmy Sta-bile, Whitey Tara, Dominic Vi-ona, Mose (Rip) Weinkle, Harry Weiss, John Wilson, Art Lewis, Louis Bell, Roland Page, Max Goodman, Amos (Dutch) Saltus, Newell Taylor and Joe Marciano Jr.

**Mound City
In W.Q. After
OK Season**

ST. LOUIS—The Mound City Shows returned to permanent winter quarters here the middle of October after closing a successful season. After early spring still dates, the show played a route of 25 fairs and celebrations with six rides and 30 concessions.

According to Manager Clarence Slaten, who resides in Wood River, Ill., men will be working in winter quarters painting and repairing equipment in preparation for the 1960 season. The tour will open the latter part of April in East Alton, Ill., for 10 days at the American Legion Celebration.

**PHOENIX CLUB
SETS DEC. 14
BANQUET-BALL**

PHOENIX, Ariz.—The annual banquet and ball of the Arizona Showmen's Association, with Marguerite Stone as chairman, will be held at the Riverside Ballroom here Monday, December 14, Ann Hortsman, club president, announced.

In addition to a floorshow, dancing will be featured at the event. The annual memorial services are scheduled for Sunday, December 13, at Greenwood Memorial Park.

LAST CALL LAST CALL
PETER PAUL AMUSEMENTS
In largest Colored location central Florida, first week, Dec. 1. Can use Pitch-Till-You-Win, Fish Pond, Mug Joint, Slum Spindle, Floss and Apples. Opening for small Grab or Cookhouse.
SHOWS: Snake, Wildlife or any family type, RIDES: Octopus or Coaster for now and next season north.
Manager PETER PAUL AMUSEMENTS
Phone FAirfax 2-5857 Sanford, Fla.

Dyer's Greater Shows
Have surplus rides for sale, also tractors, trailers if desired. Tilt-A-Whirl, Octopus, Roll-O-Plane, Mangels Dry Boat, Schiff High Trailer mounted Coaster, 2-abreast Theel Merry-Go-Round, No. 8 Eli. Can be inspected here at winter quarters. Merry-Go-Round and Eli will be in operation, Stuttgart, Ark., week of Nov. 30. We will attend Chicago Convention and Iowa Fair meeting or Write Box 341, Bald Knob, Ark.
Phone PA 4-3340

FOR SALE
Tilt-a-Whirl, 7-car, good condition, with transportation. Want to buy: Hi-road model Coaster and set of Diggers. No junk wanted. Fun House for sale or trade.
DALE THOMAS
Belgrade, Nebraska

Want—RIDES—Want
1 or 2 more Kid Rides. 2 more major Rides, Scrambler, Paratrooper or Split-fire, Schiff Coaster, Octopus if price right. Fun House on semi.
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ALL NEW GRIND SHOW
Libo and Lobo for 1960.
Need Truck or Wagon with front for same. Also Truck Mechanic with tools for your show.
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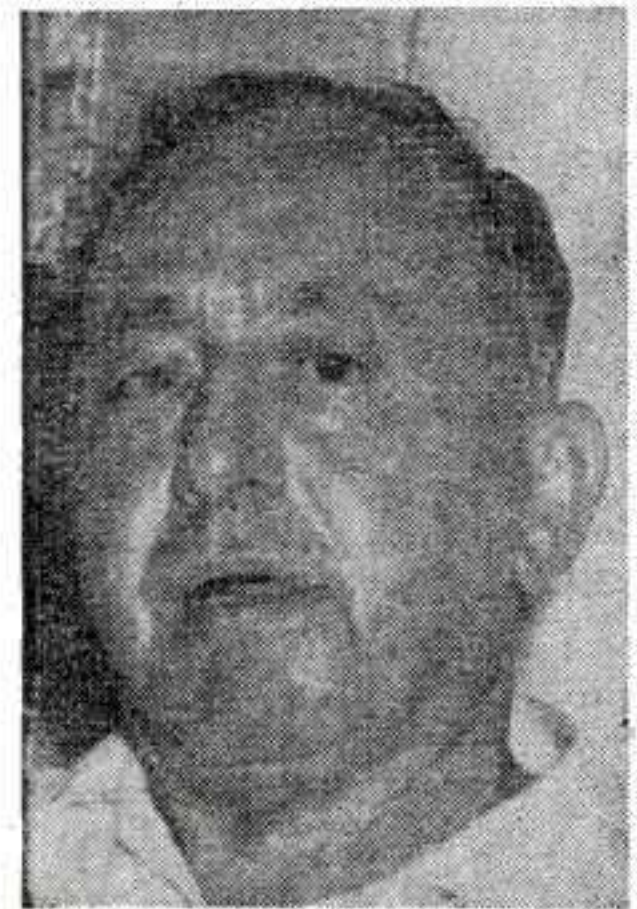
WANT NEW SHOWS
WITH NEW IDEAS FOR 1960
Best still date and fair route on North American continent. Can place Shows with something inside as well as outside. Must have own transportation and equipment. If in Chicago contact us early at Bull Fight Suite, Sherman Hotel, November 28 thru December 2.
GOODING AMUSEMENT CO.
1300 Norton Avenue
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TINTYPE

Has Been With It Since He Was 14

BERNIE FELDMAN never had it so good. . . . A runaway from Brooklyn at the age of 14 and now, at 49, rather surprised to note he's been in the concession business ever since. . . . Surprised pleasantly because he doesn't regret it.

Took off for Toledo, where his uncle, Frankie Hamilton, operated games. . . . First job was on a wheel at Jefferson Beach, Detroit.



BERNIE FELDMAN

Now he's got trucks, trailers, fielding up to 16 joints on the Ross Manning Shows.

"They got me home again but they couldn't keep me," he grins. "I got the bug right away." With his uncle he worked around several shows, notably K. G. Barkoot.

Was on Rubin & Cherry in 1942 when an idle week cropped up. . . . Drove to Dixon, Tenn., to work and spotted Jean Fielder, office worker, visiting midway. That was it. He wrote, phoned, wired finally got a date. Married that year.

He's a pretty solid eater, and Jean's the world's best cook. . . . He's her best customer. On the show regularly with him until this year they got their first house trailer. . . . Crazy about it. . . . Air conditioned. In the trailer at Haverstraw, N. Y., he spoke while laddling out chicken.

Bernie's a big booster and fan. Jean Feldman, for one, and Dave Endy. . . . Loves to laugh at Red Skelton, Jack Benny and others, but never so hard and long as with Endy. Went on his own in 1951 with the offer from Endy to take over concessions on Endy Bros. . . . To Buck-Model railroader in 1953, then back to Endy. Shuttled between Endy and Buck, then with Manning.

Back to Endy: "Great talker, entertainer. Dave enjoys a joke. In the winter he and Betty exchange visits with us. We get along fine." Dave has two married sisters living in Brooklyn; loves kids. . . . Wouldn't steer them into the carnival end, tho. . . . Says the fun's gone now, also the peace of mind. Thinking of buying a ride or two to supplement his concessions. Says: "The way things are, what else can a guy do?"

Belongs to the Miami, Chicago and Detroit clubs, likes to mix with the boys, visit the race track, watch ball games. Not much on fishing.

New London P. C. Reaches Record 273G

NEW LONDON, Conn.—Final revenue figures for Ocean Beach Park operations this season show that the \$273,398.20 collected was the best in the history of the city-operated facility. The figure represented an increase of \$31,340.52 over 1958 and surpassed even the fondest expectations of both beach and city officials.

Concessions, including the recreation building, upped rentals and percentages to the city by almost \$10,000, to account for one-third of the increase. In 1958, concessions yielded \$101,310 to the city; this past summer the figure hit \$111,245.17.

The beach operation itself increased from a total of \$140,813.25 in 1958 to \$162,150.33 this year. This included daily and seasonal admission, parking, bathhouse and pool use. Only item showing a decrease from 1958 was the seasonal bathhouse rental — this dropped from \$7,128 in 1958 to \$6,795 in 1959. Daily bathhouse rentals, however, jumped more than \$3,000 over 1958.

Getting close to a gold membership card in the Miami Showmen's Association. . . . Been around shows all his life, he says, so how could he have done anything exciting? But he's all carney, and that's exciting enough.

Irwin Kirby

Mpls. Fem Club Holds Fall Party

MINNEAPOLIS — The Ladies' Auxiliary of the Midwest Showmen's Association played hostess at the club's annual homecoming party here last week with food and entertainment as high points of the event.

A total of 64 enjoyed the party which included a mock wedding ceremony, the cast including Wes Spence, Margaret Maupin, Angie Conroy, Betty Carroll, Charlotte Harty, Mickey Collins and Verna Winkley.

The ways and means committee announced the following would receive various awards as part of their benefit: Oscar Bornes, ceramic picture; Neva Lonke, sauce dish and ladle; Sharon Lee Ekstrom, toaster; Bill Montgomery, coffee maker; Sharon Zitterich, crocheted work; David Bailey, blanket; Betty Carroll, electric frying pan; Neva Lonke, steam iron; Betty Carroll, basket of grapefruit; John Kent, sheets and pillow slips; Peggy Junkin, electric fryer, Ruth Williams, bed lamps and Al Gross and Bob Skogen, \$25 Defense Bond each.

Reed Pacts Ala. Fair

ATHENS, Ala.—Reed Amusements has been signed to play a number of fairs next year, including the one at Oneonta, Ala. John Reed, manager, announced. Show will carry eight rides in 1960, two more than during the past season. Reed is driving a new Buick and plans to vacation in Mexico after the Chicago meetings.

Detroit Club Maps Winter Social Sked

DETROIT—Social and entertainment activities are being brought into the spotlight by the Michigan Showmen's Association (MSA) with a series of special events planned.

The MSA will have double representation at the Showmen's League of America meetings in Chicago. Separate delegates were named — Robert Morrison, past president, to represent the Detroit group at the banquet, and Paul Greeley, recording secretary, in the convention sessions.

Plans for the first New Year's Eve party in about eight years have been approved. The event will be held in the clubhouse under the direction of the entertainment committee headed by Max Kahn.

The Ladies' Auxiliary has set Saturday, January 16 for the annual Installation Banquet. This will be held at the Fort Shelby Hotel, and will be the curtain raiser for the annual Convention of the Michigan Association of Fairs, which meets the next three days.

The MSA has adopted a new program of entertainment nights for the second and fourth Mondays of each month, in place of the regular business meetings on those dates. The schedule includes such special events as mystery parties and guest speakers, and meetings will be held jointly with the Auxiliary.

INSURANCE

for

CARNIVALS

PARKS

and

CONCESSIONAIRES

CLEM SCHMITZ

30 Rockefeller Plaza

New York City 20

Trenton, Florence Fairs for Vivona

NEW YORK — Amusements of America will provide rides and shows for the second straight year at the New Jersey State Fair, and will make its first visit to the Florence (S. C.) Eastern Carolina Agricultural Fair in 1960, it was announced last week. The Florence award was announced by fair manager R. N. Jones, after consideration of seven show bids.

Announcing the Trenton award were Mrs. Earl Jemison, secretary, and Amos Kirby, chairman of the advisory board of the State Fair.

Five carnival applicants were discussed at the meeting Wednesday (18). The 1959 operation was reviewed, the announcement continued, and since there had been "no complaints whatever" and "considerable praise" a unanimous vote was taken approving Amusements of America, the Vivona family's show.

A decision on games was deferred. The reasoning given was

that the State still has to appoint a games commissioner, interpretations of the new law (The Billboard, November 16) have to be made, and the fair's permit application must be submitted and processed. It was pointed out that Mercer County, in which Trenton lies, voted favorably by nearly 2-1 in the referendum. The hope is for the State Fair to run legalized games for the first time in its history, along with other amusement installations in New Jersey.

As the Vivona route develops, its Northern route includes Trenton, Hagerstown and Cumberland, Md., and Kutztown, Hughesville and Leighton, all in Pennsylvania.

Another New Jersey State Fair development is that Mayor Arthur Holland of Trenton has come out for city schools to shut down for at least one school day. Mercer County schools have been co-operating with a half-holiday.

Legitimate Shows

• Continued from page 71

tor) Schenectady 26; (DuPont) Wilmington, Del., 27-28; (Lyric) Baltimore, Md., 30; (Constitution Hall) Washington, D. C., Dec. 1; (Glass Aud) Lynchburg, Va., 2; (Ovens Aud) Charlotte, N. C., 3; (Township Aud) Columbia, S. C., 4; (Tower) Atlanta, Ga., 5; (Memorial Gym) Ruston 7.

Look Homeward, Angel: (Hanna) Cleveland, O., 23-28; (Wis. Union) Madison, Wis., 30-Dec. 1; (Palace) South Bend, Ind., 2-3; (Shrine Mosque) Peoria, Ill., 4-5; (American) St. Louis, Mo., 7-12.

Music Man, The: (Shubert) Chicago, Ill., indefinite run.

Odd Man In: (New Locust) Philadelphia, Pa., 23-28; (Ovens Aud) Charlotte, N. C., 30-Dec. 1; (American) Roanoke, Va., 2; (Center) Norfolk 3-5; Schenectady, N. Y., 7.

League Meet

• Continued from page 72

man Schlossberg, William Schmidt, Harry Shore, L. I. Thomas, Sam Ward, Solie Wasserman, E. W. (Slim) Wells, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody and Charles Zemater Sr.

During the convention the League will have its booth in the lobby of the Sherman with registration under William Hetlich. Assisting him will be Noble Case, Blackie Cherniak, Hadji Delgarian, Bill Knight and Whitey Lehrter.

Officers will be installed at the annual meeting to be held in the Louis XVI room of the Sherman on Thursday evening (3).

From November 27 through December 2 open house will be held in the clubrooms of the League at 300 West Randolph Street.

'20,000 Leagues'

• Continued from page 57

ride which will be installed. It will also pass over the train tracks. Access to the Flying Scooter will be by a flight of steps.

The entire range of new attractions is in addition to the enlarged Hunt Bros.' Circus, which will kick off the season April 15 and run thru May 22. A five-ring show will be fielded under a title which as yet is unannounced. Foreign acts are being booked in by Al Dobritch, who will provide free acts at the amphitheater during the park season.

FINAL CURTAIN

• Continued from page 70

ma Canal Zone, a vaudeville act, a regimental band that toured France after World War I, various circus bands, the Winter Garden Theater in Chicago and bands at Sandusky and Midland, Mich. Survivors include a son, Paul, and a stepson, Ned Gorrell.

O'ROURKE—Marge, mother of dancer Sylvia Saunders, recently in Coral Gables, Fla.

QUINN—Nicholas (Red), veteran concessionaire on Chicago lots, November 11 in a Chicago Veterans' Administration hospital.

SHERWOOD—Walter S., 78, a native of Wilmington, Del., who for a number of years had a vocal act in a quartet on the old Keith vaudeville circuit, November 15 in Delaware City, Del. Sherwood was a lyric tenor and frequently transposed music for singing in his higher key. Two sisters survive.

SPILLERS—Marion H., 46, owner of Marion Greater Shows, which played the Carolinas for years, recently in Florida of a heart attack. He was a 32d degree Mason and a Shriner of Omar Temple, Charleston, S. C. Survived by his widow, Rose. Burial in Union, S. C.

STAFFEN—Frank, 83, a life member of the Nipawin (Sask.) Agricultural Society, recently. Survived by his widow, three sons and two daughters.

MARRIAGES

BAAKE-HAUPT— Fred E. Baake, concession agent and demonstrator who in recent years worked with Mrs. Phil Little, and Dorothy Haupt, November 14 in St. Louis.

BIRTHS

DINGLER— A son November 10 at Macon, Ga., to Aubrey (Red) and Anne Dingler. Parents are circus performers with King Bros.' Circus.

Book Review

• Continued from page 54

is readable, something the early ones can not claim.

Any Barnum book is bound to draw heavily on Barnum's autobiography. Some have been mere rewrites of Barnum's own exaggerated and sugared story. Wallace—like Joe Bryan III, who wrote a fine Barnum book for youngsters—has gone beyond the autobiography for source material and correctly changed Barnum's version to a more accurate one. In reading it, one is aware when the author is falling back on the bombastic autobiography, but usually Wallace has handled this well.

Circus professionals will want to know that this book is written for the general public, of course, and therefore it has only a little actuality about technical circus. While Barnum's life has been written scores of times, still no author has done the full job on his circus shenanigans. This book is said to be sold to moviemakers and may have been primarily for that purpose, and it should be well received both in print and on film.

Tom Parkinson

Some Rides Under Contract

• Continued from page 54

on the combination tickets. They are Antique Autos, Future Autos, Earth Satellite (simulated space ride), Excursion Boat, Stage Coach, Mine Bucket, Railroad Train, Northwest Passage (canoe) and Civil War ride. Combination books containing specified numbers of A, B, C and D tickets, range from a low point of \$2 for children (savings of 38.5 per cent on individual ticket prices), on a 10-ride book. There are a number of other books varying in thickness and price.

Themes Outlined

Starting with the Little Old New York section inside the entrance, visitors will be exposed to special areas representing a 200-year span of American history and even including a Hollywood movie set theme, located appropriately on the West Coast some 2,200 feet from New York. Among the many other themes will be Indian Village, Alamo, the Oil Story, Everglades Swamp, Civil War Battlefield, Gloucester Fishing Village, Chicago Roaring 20's, Old South, Old West, Ghost Town, Northwest Passage, Great Lakes, Modern Industry, Cape Canaveral, State Fair, Mexican Village, New Orleans, Old Fort, Daniel Boone Compound and San Francisco Gay 90's. In line with the expressed opportunity for customers to spend hours viewing the attractions without parting with anything besides front-gate money, there will be such spectacles as a periodic outbreak of the San Francisco fire. Fire engines will clang down the streets and visitors will be asked to pitch in and man the pumps while hidden gas-jet flames are doused. As an example of uniqueness the Civil War theme contains a war correspondents' buckboard ride right thru the thick of battle. (Correspondents were allowed access between the Union and Confederate lines, it is explained.)

Expectation is \$3.25 per capita, broken down into 85 cents for merchandise, 80 cents for food and drink, and the rest to the park firm for rides and attractions.

There was \$17,000,000 raised from the bond offering and exhibitors will invest another \$14,000,000 to build their facilities, which they will be renting at prices of \$20 to \$25 per square foot annually. An exhibit of 1,000 square feet would thus rent for \$22,500 a year. With assessed valuation of the land the over-all cost of Freedomland is given as \$65,000,000. (Average lease will be five years.)

See 45,000 Capacity

Attendance of 90,000 is seen for peak days, with the park being able to accommodate 45,000 at once. Parking lots are designed for 12,000 cars. Yearly attendance is expected to total 5,000,000. The park will have numerous benches and eateries, but no single picnic grove.

There will be from 1,500 to 2,000 on the park payroll, making it one of New York's major employers. All workers will be decked out in period costumes fitting the historical scene they will occupy. Included will be strolling singers, troubadours, and other performing talent.

The site of 205 acres was assembled by Webb & Knapp and is leased for the park by International Recreation Corporation, Freedomland's parent organization, for 51 years. Webb & Knapp plans to erect a new hotel on adjacent land. Freedomland principals include Peter DeMet, TV producer, board chairman; Milton T. Raynor, attorney, president; Robert C. Linnell of Cabot, Cabot and Forbes, investment firm, vice-president; Herbert C. Lee of A. S. Beck Shoe Company, treasurer. All are directors. Other directors are Salim L. Lewis, Joseph Crosby, Roger Vasselais, David Burstein,

William A. Hawkes, William Zeckendorf, William Zeckendorf Jr., and C. V. Wood Jr.

Ed Weiner is advertising and public relations director, with the Tex McCrary agency retained in addition. Ellington Company is the park's ad agency, of which Emil Byfield Jr. is account executive. Also for Freedomland, Stanley Bailey is director of marketing and John McGarry is director of group sales, concentrating on promoting the park among fraternal, civic, industrial, religious and other group patron sources.

The June 19 premiere is a must, expected to be made without difficulty if the weather follows expected patterns and does not foul construction. There has been considerable progress made toward obtaining major TV coverage of the opening, which falls on a Sunday.

SHOWMEN'S GUIDE

New, illustrated book covers all phases of the Outdoor Amusement Industry. Tells how to frame fast, money-getting Concessions, Shows, Rides, etc. Gives list and attendance of all principal Fairs. Address of wholesale supply dealers. Every showman will want a copy of this roadman's hand book. Pocket size. Postpaid \$1. Address:

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Call me tonight

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NOVEMBER 23, 1959 Communications to 188 W. Randolph St., Chicago 1, Ill.

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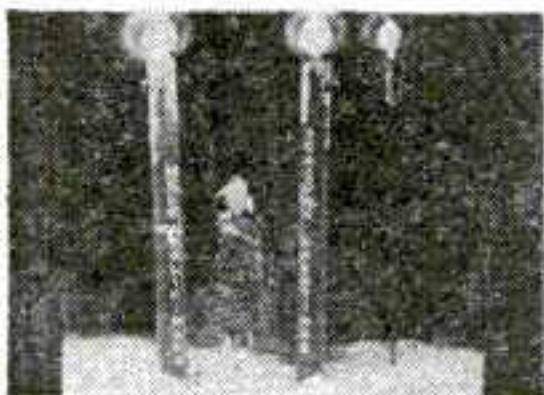
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PIPES FOR PITCHMEN DEMONSTRATORS ENGRAVERS

WRITING . . . from Hattiesburg, Miss., Madaline E. Ragan gives the lowdown on her activities during the past season. "In recent weeks I have been with my husband, Ray Herbers, who is booking the "Tommy Scott Ozark Country Show," she writes. "While in Ohio this season I met Lester and Mrs. Dinges, old-timers, who worked rad for years. They are new in the yard goods business. Tommy and Nellie Cunningham were in Terre Haute, Ind., following the fair season. I spent three weeks with my daughter and her family in Kokomo, Ind., and with my brothers and sister in Indianapolis. My twin sister, Mary, is resting in Fresno, Calif., after a successful season with her jewelry joints on the West Coast Shows. While in Chicago I met Princess Yellow Robe and Chief White Horse on Maxwell Street. Sorry we missed Hank Fredericks and

Tom Kennedy this summer. I understand that our old friends, Count Seldom Scott, and Doc Lushwell, have quit the pitch game because of the steel strike and started a school to teach understanding of misunderstood widows. If you know the boys as well as I you will know their chances are good for a big enrollment. J. D. and Eunice Lance are running Tom's Truck Stop in Hawkinsville, Ga., and have the welcome mat out for pitchmen. It's been a long time since I heard news from the following, and I'd like to see a few pipes from them: Clarence and Sonia Gerande, Little Beaver and Smokey, Myrtle Hutt, Lone Fox, Leo Thundercloud, Doc Grey, Myrel Webster, and Bill John, Rebecca and Laudoc and Lillian Marvin, Marianne Williams, Eddie Kennedy and wife and Van Red Feather. Mack and Pearl McCarty now have a trailer park at Monroeville, N. J."

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Watch & Expansion Band to match. This also includes Necklace & Earrings exquisitely styled. Beautiful plastic hinged leaf-like box which can be used as candy dish.

\$6.00 complete set

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Necklace, Earrings & Flexible Bracelet to match, 24 kt. gold plated. Satin lined gift box.

\$10.80 dozen

\$1.50 sample set

SANTA CLAUS AND SNOW MAN SALT & PEPPER SET

Beautiful red and white colors.

\$4.00 per dozen

— SPECIALS —

ASS'T PERFUME SPRAY... \$5.50 Doz.
 MECH. SANTA CLAUS ON BIKE. 3.25 Doz.
 MECH. DRINKING BEARS... 6.25 Doz.
 ACROBAT MONKEY ON TRAPEZE 6.25 Doz.
 MECH. ICE CREAM MONKEY... 6.00 Doz.
 XMAS OIL LAMP COMPLETE WITH SHADE... 9.00 Doz.
 KISSING BRIDE AND GROOM SALT AND PEPPER SETS... 4.50 Doz.

25% DEPOSIT REQUIRED—MONEY OR CASH—WE SHIP SAME DAY WE RECEIVE ORDER— WE SHIP ALL OVER THE WORLD

THIS IS OUR ONLY STORE

1004 ARCH ST.

HARRIS NOVELTY COMPANY

PHONE: MARKET 7-9848 - WALNUT 2-6970

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PHILADELPHIA 7, PA.

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Gags

ANOTHER COMEDY BUY! "COMEDY INDEX," the classified gag file from A to Z. Fifty categories of one-line laughs. Reduced price, \$3. Smart comedy from Show-Biz Comedy Service (Dept. N-23) 625 Avenue V, Brooklyn 23, N. Y.

BACK POPULAR SHEET MUSIC TO 1850. Ballads, ragtime, jazz, blues, comic, novelty, everything. Catalog, 20¢. Fore's, D-3151 High, Denver 5, Colo.

BEST IN JEST. READ "HUMOR DIEST." 1 year (6 issues), \$1. Sample, 25¢. Dohen, 2065, Creston Ave., New York (B), N. Y.

NEW! GIANT PROFESSIONAL GAG FILE. Over 1,000 hilarious ad libs. Only \$1. List free! Edmund Orrin, 1819-B Golden Gate, San Francisco 15, Calif.

SEND FOR FREE PRICE LIST, NEWEST Comedy Material, or send \$10 and get \$50 worth of Gaggles, Sketches, Monologs, Dialogs, Parodies, etc. Money back guarantee. Laughs Unlimited, 106 W. 45 St., New York, N. Y.

\$5,000 PROFESSIONAL COMEDY LINES. Routines, Sight-Bits, Parodies, 1,000 pages! Free catalog. Write Robert Orben, 111 E. Carpenter St., Valley Stream, N. Y.

Agents, Distributors Items

CASH IN NOW WITH TIMELY HAWAIIAN PRODUCT Just in time for Holiday Season. Toasted-Salted Hawaiian Coconut Chips. Tasty as HORS D'OEUVRES, APPETIZERS at Cocktail Time, at Buffets and Snacks at anytime.

For added glamour and taste, can also be used to garnish meat, fish, vegetables. Vacuum Packed—24 #2 Tins to a case. Retail 70¢ per tin. Sample Case, \$9.60; 10 cases at \$8.00 per case; 25 cases, \$7.20 each; 50 cases, \$6.50 each.

20% deposit on C.O.D.'s.
GEM PRODUCTS
1938 Taylor Ave., Baltimore 4, Maryland

CHRISTMAS CARDS WITH MUSIC DESIGNS. 5¢ to 25¢. Free samples. Williams, 20 Hudson St., New York 13, N.Y.

CLOSEOUT—BAT MASTERSON TYPE TV Cans, 15¢ gr. lots cash, FOB Express Collect. No COD. Send \$2 for 1 doz. sample ppd. Slight imperfection. Easy 50¢ Retail. Randall Products, Hampton, N. H.

CLOSEOUT—3500 DOZEN "FIREBALL"—THE XMAS TREE EMERGENCY FIRE EXTINGUISHER. Looks like a Xmas ball.

SEABOARD INDUSTRIAL SUPPLY CORP.
181 N. 3d St. Philadelphia 6, Pa.

COMIC CHRISTMAS CARDS—BIG PROFITS. Spicy, sells on sight. Adults only. Send \$1 for samples, quantity prices. Gary, Box 13265, Phoenix, Ariz.

DEAL DIRECT WITH ONE OF NATION'S finest General Merchandise Distributors! Rush 25¢ for rock-bottom wholesale catalog. Renschler, Carrollton 16, Ky.

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities, quick delivery; an attractive name plate on your products is the best advertisement. Side line salesman wanted, also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," XL, Boston 19, Massachusetts.

Did This Ad

ATTRACT YOUR ATTENTION! USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

JEWELRY CLOSEOUTS

FREE CATALOG

- E1—Stone E/r's, etc., asst. Gr. \$12.00
 - E1—Tallered E/r's, asst. Gr. 18.00
 - E2—Stone & Pearl E/r's, asst. Gr. 21.00
 - E130—Rhinstone E/r's, asst. Gr. 30.00
 - O1—Odd Lot Brace & Neckls, Gr. 15.00
 - L2—Men's Chrome Lighters, Dz. 4.35
 - L3—Zippo-Type Lighters, Dz. 6.00
 - R11—Ladies' Birthstone Rings, Gr. 11.00
 - P4—E/RG, 3 strand NK-BR. Bxd. 7.20
 - 415—Men's or Lad. Watch Exp. Dz. J. 7.20
 - 619—Men's asst. Stone Rings, Dz. 3.25
 - 1165—Flashlights, Tri-Color, Dz. 4.00
- Samples Reg. Price—25% Dep., Bal. C.O.D.

NEW ENGLAND JEWELRY BUYERS
124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT START YOUR OWN BUSINESS stamping SOCIAL SECURITY PLATES, NICKEL SILVER Key Protectors. Samples of either 50¢ with your name, address and Social Security number. Catalog free.



GENERAL PRODUCTS
Dept. 88-92, 122 State St., Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20¢ a word, minimum \$4 CASH WITH COPY.

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

DISPLAY CLASSIFIED ADS

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

RATE: \$1 per agate line, \$14 Inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, O.

DISTRIBUTORS—ALL U.S. CITIES. AMERICA's finest repeat product. No competition, easy sales. P. O. Box 35,003, Los Angeles 35, Calif.

EARRINGS—ASSORTED STONE AND TAILORED. carded. \$6 gross. Plastic Wallets, assorted colors, \$10.80 gross. 20% deposit. New England, 124 Empire St., Providence, Rhode Island.

HOSIERY—LOW PRICES LADIES' MEN'S. Children's Ladies' Nylon packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM 3-1741), 1248 Market St., Chattanooga, Tenn.

JEWELRY FOR CHRISTMAS SALES—EN-graving, religious, expansions, rings. Send for Christmas catalog. Samuel Pocker Co., 477 Smith St. (rear), Providence, R. I.

KOELER NOVELTY SIGNS OR JUMBO postcards sell everywhere. They are comic, witty, illustrated, brilliant colored 7 x 11 inch money makers. Cost 6¢, sell 30¢. Koehler, 12 Caldwell, Cincinnati 16, Ohio.

MADSA ANODYNE TABLETS—QUICK pain relief. Contains no aspirin. Doesn't sour stomach. Sample of 35¢ and 79¢ sizes. \$1. Madsa Products, Post Office Box 24006, Indianapolis 24, Ind.

MERRY CHRISTMAS

TO ALL OUR CUSTOMERS AND FRIENDS, CHRISTMAS HAS ARRIVED EARLY WITH US.

With every purchase of \$15.00 or more of our regular goods, listed below, we will give you FREE 3 dozen pair of earrings for Christmas. This is our way of saying "Merry Xmas." This offer is good until Dec. 15, 1959.

FAMOUS MFR. CLOSEOUTS

- Asst. Earrings \$1.75 & \$3.00 Dz.
 - Pierced Earrings, Asst. \$1.25 & \$1.75 Dz.
 - Charm Bracelets, Asst. \$1.50 & \$2.50 Dz.
 - Tie & Cufflinks Sets, Asst. \$3.75 & \$8.00 Dz.
 - Cultured Pearl Tie Slides, carded \$2.00 Dz.
 - Asst. Boxed Sets \$4.50 to \$6.00 Dz.
 - Boxed Sets, Asst. \$9.00 & \$18.00 Dz.
 - Eng. Pearl Sets, Boxed 1, 2 & 3 Strands to doz sets. \$6.00 Dz.
 - Cultured Pearl Pendants, Boxed \$3.50 Dz.
 - Rosary Beads, Boxed \$6.00 & \$9.00 Dz.
 - Children's Neckls, Boxed \$3.00 Dz.
 - Pins, Asst. \$1.75 & \$3.00 Dz.
 - Cameo Neck & Earrings, Boxed \$3.00 Dz.
- Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, bal. C.O.D.

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

NEW CLOTHES HANGER, HOLDS NINE times the clothes for the space. Agents send self-addressed and stamped envelope for full information. Stanley Mfg. Co., 316 Oak St., Sauk Centre, Minn.

NEW TINSELED CHRISTMAS SIGNS, 7" X 11" and 11"x14". 50¢ to \$1 sellers. Make Christmas Money! 10 samples, \$1. Catalog free. Lowy, 812 Broadway, Dept. 125, New York 3.

REAL DIAMOND RINGS, NATIONALLY advertised. Sell direct. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleamlight, 111-P12 N. Columbus, Mount Vernon, New York.

REVOLUTIONARY NEW AUTOMOTIVE Item! \$1 seller; quick, flashy demonstration. Exceptional profits. Free sample, no obligation. Mace Products Co., Falls Church 8, Va.

STOP LOSING HAIR POMADE—EXCEL-lent repeat item. Free information. Send \$1 for regular \$2 jar. Sprusil, Box 61B, Corona 68, N. Y.

TERRIFIC PROFITS SELLING POPNIK Rockets! America's newest action toy sensation! Fun maker for all ages. Millions will be sold! Rush \$1 for 12 salable samples. Wholesale prices. Satisfaction guaranteed. Samuel Glenn, Box 507, Jacksonville, N. C.

YOUR OWN BUSINESS—SUITS, SHOES; Overcoats, 65¢; Mackinaws, 35¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National Mail Order, 2111-AF Roosevelt Rd., Chicago 8, Illinois.

Animals, Birds, Snakes

HORSE LOVERS MAGAZINE—AN ALL breed publication. News, rodeos, pictures, stories about horses and horse owners. Sample copy, 35¢; 10 issues, \$3. Spencer Stine, Seat Pleasant, Md.

OUTSTANDING BACK-SOMERSAULT DOG, male fox terrier, fast and high, age one, \$175. Leonard, 325 So. Jefferson, Junction City, Kans. Cedar 8-3260.

TAME ELKS

Only tame halter-broke elk in U. S., 2 beautiful young males, load like dogs, wear harness, exceptionally gentle. Have had children on their backs. Ideal for parades, Christmas Show, Liberty Act or fine grandstand act for high jumping.

\$900 for both.

R. E. LEONARD

Junction City, Kans. Phone: Cedar 8-3260

Business Opportunities

BEAUTIFUL PLAQUES—ASSORTMENT, \$3.50. Last Suppers, sizes 14"x9", 12"x7", 9"x4½". Finishes, Antique Ivory, Bronze. Order now and see for yourself. Will make you good sales and profit. Pyramid Novelty Co., 1835 E. 28th Ave., Denver 5, Colo.

DANISH MADE TIP-N-STRIP MECHAN-ical Pencils. Will close out 750 in Mfrs. cartons, four poses; bbils. in assorted colors. Extra leads and erasers inside. Famous Ekkesen Bros. Quality, 20¢ each, including 10% U. S. tax and import duty. Murdoch & Co., P. O. Box 1434, Chicago 90, Ill.

FOR SALE SHOOTING GALLERIES AND SUPPLIES

Fully stocked, equipped and established business since 1927.

Priced to sell, by owner.

H. W. TERPENING

127-129 Marine St. Ocean Park, Calif.

FOR SALE—THE NEWEST MOST EXCLUS-ive private cocktail lounge and luncheon dinner club in Memphis. Profit potential terrific properly managed. James F. Schaeffer, 510 Sterick Bldg., Memphis, Tenn.

FOR SALE—TRICK-JOKE & NOVELTY Shop. Est. 1940. New fixtures; downtown location. Ideal for couple. Priced to sell. Particulars write: Smitty's Fun Shop, 1806 Second Ave., North, Birmingham 3, Alabama.

FORTUNES IN FORMULAS!!

Every Man and Woman needs this Giant Volume—900 pages containing 10,000 Valuable Trade Secrets, Formulas, recipes, processes, money-making formulas. Greatest "How-To-Do-It" book in the world. Bound in Gold Stamped Library Cloth. Special, only \$3.95 ppd. Satisfaction Guaranteed.

WORLD'S DROP-SHIP DIRECTORY

Will bring you up to 1,000¢ profits importing by mail. Tells you How, What and Where to Import. No stock investments. No experience needed. Only \$3 ppd. Order now, and receive Bonus Gift Agents and Salesman Buying Guide. Satisfaction Guaranteed. Literature. Free on request.

SAMUEL GLENN (PUBLICATIONS)

Box 507, Jacksonville, N. C.

HAVE GUNS, WILL SELL! MINIATURE Pistols, Rifles and accessories. G & S Mfg. Co., Nashville 3, Tenn.

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox, 1296 Yosemite, San Jose 29, Calif.

MAKE MONEY! ADDRESS AND MAIL new Self-Selling Catalog! Big profits! No stock to carry. Sample catalog and details, 25¢. O. Lloyd, Dept. 1B, 23 Wardor Ave., New Castle, Del.

MEN, WOMEN—SHARE SENSATIONAL mail order success. Opportunity for lifetime income, security. No experience, no inventories needed. No problems. Everything furnished. Guidance given. Write Samuel Glenn Publications, Box 507, Jacksonville, N. C.

ORGAN—C2 HAMMOND, TONE CABINET with reverbation. Original condition, privately owned. Bargain. Joseph, KI 8-5716, 85 Strong St., New York 68, N. Y.

SIGNS! SIGNS! SIGNS! OVER 2,000 DIF-ferent signs. All kinds of signs. 10¢ for sample or 100 hottest 7x11" \$8 pp. Koehler, 335 Goetz, Lemay 25, Mo.

SKATING RINK FOR SALE, LOCATED IN prosperous Ohio city. Building, steel and block; over-all size, 140'x74'. Fully equipped. \$65,000. Must sell due to health. Write: Box C-556, c/o Billboard, Cincinnati, Ohio.

This is a **DISPLAY CLASSIFIED AD**

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

UP TO \$300 WEEKLY—ONLY 4 ORDERS A day means \$15,000 per year. No experience, just demonstrate and take orders for the Revolving Golden Beacon. The fastest selling traffic builder and customer attraction. Send for details and free demonstrator plan. Golden Beacon Sales, 251 South 5th St., Philadelphia 6, Pa.

WANTED—DINER OR SNACK-TYPE CON-cession Trailer. No junk. Send photo. 20 ft. size preferred. Art Herzog, c/o Fair Office, Allentown, Pa.

WE NEED NAMES. WILL PAY YOU 50¢ per name for obtaining them for our mailing list. Complete instructions sent for \$1. Harry M. Young, 917 Broad St., Bristol, Tennessee.

YOUR OWN BUSINESS—WITHOUT IN-vestment! Sell advertising matchbooks to local businesses. No experience needed. Free sales kit tells where and how to get orders. Part or full time. Big cash commissions. Match Corporation of America, Dept. D-119C, Chicago 32.

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.

Calliopes and Band Organs

AIR CALLIOPES FROM \$450 TO \$1,500; AL-so Trailers; Air Calliopes with the steam look just out. Cozzatt Organ Co., Danville, Ill. Phone 5245-1 ring.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CAR-mel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

For Sale—Secondhand Show Property

BEAUTIFUL HAND-CARVED, MINIATURE Circus and Wildwest Show. 20 years in the making. 600 pieces carved to one inch scale, part mechanical. Truck and tent in good condition. All equipped, ready to go. Whittlin' Joe, Nickerson, Kan.

BOAT RIDE—WET, \$795; KID MERRY-GO-Round, 3-abreast, 24 capacity, \$995; 8x12 blue complete joints, \$100; 36-ft. Merry-Go-Round tops, \$150. Topval, Lyndhurst, N. J. Phone GE 8-5880.

DODGEM 10 CARS PORTABLE BUILDING, good condition, \$7,800. Operating at Kiddie Playland, 5205 Alameda, El Paso, Texas. Tom De Witt.

ELI NO. 3 FERRIS WHEEL, 3-ABREAST Merry-Go-Round. Cash for right price. Pauline Farr, RFD No. 3, Vernon, Conn.

FACTORY RECONDITIONED KIDDIE AND adult Rides that have been taken in trade, also some repossessions for sale on long easy terms. Write today for new list and full particulars. King Amusement Co., P.O. Box 448, Mt. Clemens, Mich.

FLYING SCOOTER, 2 MERRY-GO-ROUNDS, Little Dipper, 3 Kid Ferris Wheels, Roto-Whip, Airplanes. Phone 34010, M. Percell, South Williamsport, Pa.

FOR SALE—ALLAN HERSCHELL LITTLE Dipper. Good condition. Ready to go. Complete with fence. Price, \$5,000. 1-S-151, Route 83, Elmhurst, Ill. Terrace 2-7763.

FOR SALE—FLYING SCOOTER, WITH transportation. All in A-1 condition. Fluorescent Lighting, Winch, Steel Runners, New Wings. Looks like new. \$3,500, or will trade for other ride. Bob Capell, Box 327, Coolidge, Ariz.

FOR SALE—KING TRAILER-MOUNTED Kiddie Wheel, Rocket Swing Ride, Jr. size; Chair Swing. All rides A-1 shape with new paint. Contact P & J Amusements, P. O. Box 45, Massillon, Ohio. Phone TEmple 2-9487.

FOR SALE—SKOOTER BUILDING, 32X52, 1½ seasons old, never moved. Best offer. AH Kiddie MGR, \$2,500. Jimmie Thompson, Alexandria, La., or Sherman Hotel during Convention.

FOR SALE—OTTAWAY STEAM TRAIN, perfect condition, little used, factory inspected recently. Six cars, 330 ft. track, 600 wood ties. Regular train loads on special built trailer. Many extras. \$4,000 takes \$55,000. c/o Billboard, Cincinnati, Ohio.

HERSCHELL ROLLER COASTER WITH new drive unit, excellent condition, \$3,500. Noble Park, Funland, Phone 2-4450, Route 7, Paducah, Ky.

KING TRAIN, FIVE BATTERY OPER-ated metal Jeeps. Need paint only, \$8,000 both. Will trade toward major Ride or novel Side Show. Will be at Chicago Convention, J. L. (Whitey) Bedard, 2301 Broadway, Flint, Mich. Phone C. E. 4-5148.

LARGE LIST OF 35MM. SOUND FEATURES, Shorts, Comedies at bargain prices. Also 35 MM Simplex Portable Projector. Borsae Theatrical Agency, Sheboygan, Wis.

LIST YOUR RIDES NOW. NATIONWIDE service, prompt, fast, reasonable by only company of our kind in America. Young's Park Sales, 716 4th Ave., Two Harbors, Minnesota.

SCHIFF HIGH MODEL COASTER \$5,000; King Boat Ride, \$1,500; Hobby Horse, \$1,300. Condition excellent. Allan Fach, Rose City, Mich. MU 5-2995.

SHRUNKEN HEADS, SHRUNKEN BODIES, strange attractions. Nothing like them. Free folder. Tate's Curiosity Shop, 3858 E. Van Buren St., Phoenix, Ariz.

SPECIAL BUILT TANDEM TRAILER—closed, 7½"x18"; open, 28'; fluorescent lighting, \$550. Ben Sunderland, Park Rapids, Minnesota.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photos, details \$1 bill (refundable). Miniature Trains, 33-B Winthrop, Rehoboth, Mass.

8 LEGGED BULL, ALIVE, AND 8 NEW banners, 30x40 tent; priced for quick sale. Animal in perfect health. D. Blom, Shartlesville, Pa.

4000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playgrounds, Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

Formulas and Plans

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 629, Chicago 1, Ill.

MAKE SELL PITCHMAN'S PRODUCTS. Cleaners, polishes, perfumes, cosmetics, battery additives, anything. Work home. Three Formula Catalogs, dime. Chemical, Park Ridge 25, Ill.

Help Wanted

Did This Ad

ATTRACT YOUR ATTENTION? USE DISPLAY CLASSIFIED

A sure way to attract more attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using one inch or more.

EXPERIENCED PHONE WOMEN, ADS & Tickets. Connecticut only. Booked solid thru 1960. No layoffs. Write: Sunderland's, 721 Main St., Hartford, Conn.

PIANO MEN, MUSICIANS DOUBLING vocals. Dave Brumitt Agency, 3030 Peachtree Rd. N.W., Atlanta, Ga.

WANTED

EXPERIENCED BOOKER

52 weeks a year job with the fastest-rising show organization in America.

If you know you can book, we can make you the greatest offer you have ever had in your life. Phone:

Dixon, Illinois, Atlantic 2-7771

\$20,000 WORTH BOOKINGS COST \$16.00. Composite repros, 8" 12"x11"; 100, \$134 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.

\$20,000 WORTH BOOKINGS COST \$16.00. Composite repros, 8" 12"x11"; 100, \$134 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.

Instructions & Schools

Locations Wanted
FUNSPOTS, WESTERNS, MOVIES, MOD-El Circus, complete show, one inch scale, for 1960 season. Sure money maker. R. B. Clarke, Maple Shade Rd., Middletown, Conn.

Magical Supplies

BLUEPRINT MINDREADING FORMULAS, Escapes, Lectures, Hypnotism, Occult, Tarot, Zodiac Cards. Huge list, 50¢. Genoves, 160 East 44th, Dept. B, New York 17, New York.

NEW 148-PAGE ILLUSTRATED CATALOG, Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, Sub-Miniature Radiophone for mentalists. Catalog, \$1, with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio.

Miscellaneous

FOR SALE—GOLF DRIVING RANGE equipment. Ball Picker Mats, Clubs, miscellaneous items. Write Pigeon River Court, Pigeon Forge, Tenn.

PLASTIC JUGGLING CLUBS, BALANCED and easy to juggle, 4"x19", \$5 each; \$15 per set of three. Al Nichols, Animal Farm, Fairlee, Vt.

WFVN-TV MOBILE CLOSED-CIRCUIT Television available for shopping centers, sales promotions, etc. New, flashy, crowd puller, built on beautiful aluminum trailer. Puts all America on television. Contact Manager, WFVN-TV, 563 Prospect St., Woonsocket, R. I. Poplar 9-2911.

Motion Picture Films and Accessories

GIANT 16MM. SOUND FILM SALE. FEAT-ure, serials, shorts; also rentals. Send for free listing. Moccoco Film, 14 Leonard, Springfield 4, Mass.

Musical Instruments Accessories

FOR SALE - ALUMINUM CONCERT Chimes. Could be special act for orchestra, band, television, etc. Manz, 505 Eastern, Janesville, Wis.

FOR SALE - 1 SET SWISS HAND BELLS. Frank Sampson, 85-55-98th St., Woodhaven 21, New York. no23

Personal

\$20,000 WORTH BOOKINGS COST \$16.00. Composite repros, 8 1/2"x11; 100, \$13; 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Devel pers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1846 W Cortez, Chicago 22, Ill. ch-1tn

Ponies

PURE BRED SHETLAND PONIES - HOME of pure white Shetlands, matched pairs, drills, hitches. Can always get replacements, match up twelve head. We cater especially to show trade. Fred Wilnot, Richards, Mo.

Printing

ALWAYS FASTEST SERVICE - QUALITY nonbinding posters! 14x22 size 3-color window cards up to 50 words copy \$9 hundred; 17x26 size \$13.50 hundred Daylo auto bumper stickers, size 4x15, yellow, red or green, copy printed in black, \$13 hundred. Tribune Press, Dept. 359, Earl Park Ind. no23

FAST SERVICE! 100 - 8 1/2 x 11 LETTERHEADS, \$2 postpaid. Samples better printing, dime. Refunded. R. Cook (BB) 818 W. Gift, Peoria, Ill. no30

LETTERPRESS PRINTING MAGAZINES, newspapers, posters, bumper strips, booklets, 72 hour service. News Press, Mounds, Ill. no30

300 8 1/2 x 11 LETTERHEADS, 200 6 1/2 ENVELOPES, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Michigan. no23

500 NO. 10 ENVELOPES AND 200 8 1/2 x 11 letterheads, \$3.50; 100 2-color business cards, \$1.25. Hunter Printing, 413 Elwood, Irving, Tex.

5,000 COLORED CIRCULARS, \$39 complete. Art, copy, layout, printing. Offset printing, 8 1/2 x 11, 1,000, \$5.50; 5M, \$17. Fast! Promotion-52, 385 Broadway, New York City 13. ch

Salesmen Wanted

YOUR FREE COPY OF WORLD'S BIGGEST Sales Magazine tells you how and where to make more money on your own in selling. Write Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1. ch-1tn

Talent Wanted

HAWAIIAN, TAHITIAN DANCERS FOR touring unit. Send resume, photo for particulars. Bob Hamsley, Box 191, Manchester, Mich.

MAN OR LADY WANTED WHO DOES AN act. Must drive car. Write full details. Dollie Joyce, 1902 N.W. 83d St., Miami, Fla.

TALENT AVAILABILITIES

RATE: 10c a word, minimum \$2. CASH WITH COPY. Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.

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

Miscellaneous

AVAILABLE - ORGANIST, M.C., CLOWN. Union finest equipment and wardrobe for shopping centers, circuses, etc. Wilson's, 220 E. 5th St., Bloomsburg, Pa. Phone ST 4-1681. no23

BUD WHITNEY - AMERICA'S FINEST RODEO, Wild West, Western Show Announcer - producer of old Western Action. 12360 Fineview, El Monte, Calif. de7

TATTOO ARTIST AT LIBERTY - LATEST sterile equipment. M. Bradley, 1839 Reynolds Ave., Charleston Heights, S. C.

Musicians

AT LIBERTY - ORCHESTRA TUBA - DIXIE-land, concert, dance, circus. Locate, travel, references, audition. Frank Robyns, 4625 Second, Apt. 217, Detroit 1, Mich. no30

AVAILABLE - EXCELLENT ALL AROUND Trombonist and Arranger, Dixieland and stylist, but play anything. Plenty name experience. Howard Starton, 626 S. 8th St., Waco, Tex.

COMMERCIAL DRUMMER - FULL INFO upon reply. Will travel. Time is important element now. Musician, Apt. 523, Hotel Buckingham, Mpls., Minn.

MISTER HEART MENDER IS LOOKING for introduction. Copy free for test record, Box C-562, c/o The Billboard, Cincinnati 22, Ohio.

\$20,000 WORTH BOOKINGS COST \$16.00. Composite repros, 8 1/2"x11; 100, \$13; 250, \$16. Standard, 30 North Dearborn, Chicago, Ill.

Tattooing Supplies

TWO OUTSTANDING WINDOW DISPLAYS, size 8 1/2 x 11, in colors, \$1 each. Zeis, 728-A Leslie, Rockford, Ill. np

Wanted to Book

WANTED Permanent Location for WILD MOUSE on carnival route with reliable outfit. Terms to BOX C-561, c/o The Billboard Cincinnati 22, Ohio

Wanted to Buy

GOOD USED OCTOPUS OR OTHER MAJOR. Give age, price and condition. P. E. Roads, 5403 George Terr., Amarillo, Tex.

KIDDELAND RIDES AND G16 TRAIN. Rides must be in good condition and reasonably priced. Give complete details. Bill Wyatt, 217 Teague, Borger, Tex.

TUNED SETS OF SWISS BELLS, SLEIGH Bells, Musical Glasses, other Novelty Instruments. Write Bud Imig, 411 N. 3rd, Seward, Neb.

WANTED: BAND ORGANS, CALLIOPEs and Electric Pianos. L. M. Horstman, 457 Oneda St., Pittsburgh 11, Pa.

WANTED - CONCESSION TRAILER WITH Spincotton, Popcorn Machines. Good condition. Wm. G. Paul, 10 Revere Ave., Moorestown, N. J. Phone BELmont 5-5516.

WANT SCRAMBLER, HELICOPTER, PARatrooper, Flying Coaster, Funhouse. Also 35' Semi-Trailer, cash. Floyd J. Green, 1126 North Watts, Portland, Ore.

WILL BUY CIRCUS PRINTING, PHOTOS, Routes, Letters prior 1925. Will sell Posters, Handbills, Photos, Letter Paper, etc. List, samples, dollar bill. McClintock Collection, Box 891, Franklin, Pa.

MUSIC-RECORDS ACCESSORIES

Miscellaneous

WANTED - RECORDS, 45'S, EP'S, AND LP's. Rock and roll, popular and hill-billy. New only; cash. Send list and prices. Stewart's Record Shop, 221 E. City Hall Ave., Norfolk, Va. no30

WANTED - STEREO TAPE ONLY. CASH. Send list and prices. Stewart's Record Shop, 221 E. City Hall Ave., Norfolk, Va. no30

Sound Equipment, Components

LOWEST PRICES IN U.S.A. ON ALL NEW public address sound systems. Free list. R. Forman, 210 Burr Oak, Kalamazoo, Mich.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

- Adams, William P. Donnelly, Russell Dorner, Mrs. Lee Dessen, E. H. Duane, Bob J. Duncan, Leonard Duncan, P. L. Elkins, William C. Evans, Clarence S. Ezstas, Bela (Rose Gold Trio) Fitzsimmons, Roy Flood, M. Fontaine, Mrs. Jean Forcum, Bill & M. Fraker, Chas. W. Franklin, Fred Frederick, Mrs. Diann Gallupe, Jack Gambino, John Garvin, Marvin Getty Sr., Ralph A. Gibson, John & Phyllis (High Act) Gillespie, Edw. A. Givens, Joe L. Glisson, F. A. Giosser, Benjamin Gopolaraki, Larry Goude, James E. Gray, Clifford G. Griffith, Leroy G. Griffin, Ray Grigsby, Ray Luena, Joe Hall, Pearl Hamid, Alice H. Hangsterfer, Allan Hanlon, Pat Harley, Lee Harrison, Frank (Greater Shows) Hauck, Harry Heaton, Phil Herr, Gary Hillard, Don & Mrs. Hoff, Ben Hoffman, Eugene Holliday, Jack Howard, Harold (Tex) Howey, Fred Hoyte, Dan Emory Hudson, Ray Huff, Ben Huftie, Tom Iker, Capt. Don Imes, Warren Jack, Mrs. Barbara E. Johnson, Joe Johnson, Carroll B. Johnson, Tom Johnson, Wm. T. Jordan, Ruby Lee Joseph, Herman Kaibaugh, Wm. & Mrs. Katzman, Steven & Mrs. Keller, Prof. George Kelly, Slim Kessler, Harper King, Pearl F. Knapp, James Knight, H. M. Knight, Jimmy Kucera, King Kuns, Martha Kuykendall, Roger Lamone, Zelda Laurence, Burgess Laveida, Ted & Mrs. Lawrence, Mrs. Shirley Leasure, C. C. Lehman, Herb Leib, Rodrick H. Leonard, Arthur Levine, Harry Liny, Stanley Livingston, Mrs. Bascom Lombardi, Robert Longore, John M. Lowrey, Louise Davis, Scotty, 664 Snook, A. T., 584

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY - ASSORTED EAR-rings, \$5 gross. Heart Pendants, \$5 gross. Solitaire Rings, \$6 gross. Cuff Links, \$14.40 gross. Birthstone Rings, \$11 per gross. 20% deposit with order. New England, 124V Empire St., Providence, R. I. de7

Routes for Sale

100 LATE MODEL UNITS, MUSIC, GAMES. Field of fishing and game country; thriving tourist business. Top book, no road will asked. \$20,000 will handle. Intermountain Amusement, 105 1/2 Sherman, Coeur d'Alene, Idaho. de7

Used Equipment

ARCADE MACHINES - INCLUDING EX-hibit Silent Salesman Card Vendors, \$25 ea.; Vibrant Foot Ease, \$75; Hoovers Name Plus, \$200; Tenth Int. Heavy Hitter, Texas Leaguer, \$50 ea.; many others. Machines in like-new condition. E. H. Sperstad, Forest Hill, La.

POKERINO 20 WITH PUSH CHUTES, \$135 each. 10 with drop chute, \$185 each. New in 1956. James Travis, Box 206, Millville, New Jersey. TA 5-0728. no30

*HIPMAN 3 COL. STAMP MACHINES, LIKE new, \$34.50; Duos, \$12; Roll Type, \$55; new \$69. USP. 100 Grand, Waterbury, Conn. no23

DISPLAY CLASSIFIED AD

Your Advertisement Displayed in a space this size will cost only \$14 per insertion

LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

- Lyons, Ross Richards, Arthur Lytton, Al Richey, Louise Harry McDermott, Dolores Rieder, Laurence P. McDermott, William Ristick, James E. McDonald, J. K. Ristick, John McGee, Philip L. Roberts Wm T. McKonke, Francis Robinson, Charles McTeague, Edmund & Mrs. Robinson, Hattie Mandry, Hall Rotolo, Joseph Mapes, Tom Rossman, Al Marino, Stash Roxby, Wm. A. Marshall, Jesse B. & Mrs. Royal, Danny Marshall Jr., Walter G. Sable, Jack D. Sallers, Red Scott, Allen Scott, Lewie Martin, Bill Martz, Margie Masiello, Loretta Mathis Jr Edward D Meade, Tom Mead, Tom Miller, James A. Miller, James A. Miller, Paul (Paul Miller Shows) Minich, Mrs. Barbara Mitchell, Barbara Mitchell, James T. & Melvin Black Mohr C E Mohr Donna Monroe, Bob Monroe, George Moore, Roy Moran, Billy Moran, Eddie Moran, Evvie or Morgan, Cella Mary Morris, Edw. Morris, Robert Musgrove, Truman Mulkey, Clifford Nabur, Daisy Namore, Mrs. Nash, Lindy & Mrs. Nash, Orlando & Mrs. Nippo, William N. Nelson, Herbert Nicolini, Juan (Nicolini's Chimps) Norman, Charles O'Connor, James G. O'Hara, Frederick O'Kelly, Ralph Oliver, Swede O'Riley, Jimmie E. Olcott, Frank Osborne, Bill Paquette, Edward W Parker, Edwin Paul, Stanley Paul, F. W. Pearson, Carl T. Perkins, Alton H. Perry, W. D. Peterson, Bob Phillips, Joe Pinelli, S. Poppin, Charlie M. & Jewell Prohath, George Puckett, Preston Raley, Ethel Ravelli, Mrs. Blanche Ruth Raye, Ginger Reed, James L. Reed, John & Mrs. Reeves, Tommy Renado, Joseph F. Revling, Kenneth & Mrs. S. Stutler? Suber, Emma & Sarge Summers, James E. Swain, Cecil V. Swan, Jack & Mrs. Swenson, Lucky Taylor, John & Opal Thomas, Chick Thomas, F. M. Thomas, Richard Timmeron, Clarence Titts, Sherry Tolley, Virgil Treadwell, James C. Tubbs, Eddie Tutterow, Charles C. Tuttle, Gladie & Mrs. Tyska, Walter Veta, Joseph Vilcko, Paul Von Stetina, Tommy Warren, Wm. & Mrs. Weber, Calvin Weber, Robert Wellner, J. E. Wheeler, Ken White, Albert White, Alice White, Flash White, Wally White, Vesper P. Whiteman, Mrs. Williams, Bernadine Wilson, Harvey T. Wilson, Theodore Wise, Richard N. Yearty, Ben Yearty, Floyd White, Alice White, Flash White, Wally White, Vesper P. Whiteman, Mrs. Williams, Bernadine Wilson, Harvey T. Wilson, Theodore Wise, Richard N. Yearty, Ben Yearty, Floyd

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

- Allen, H. S. Althausen, William Arnold, Harry W. Bain, C. A. Bartholic, Mr. & Mrs. G. A. Bell, William R. Bensing, Walter Bullock, Junita C. Bullock, Wyatt H. Caldwell, Mr. & Mrs. Sam Carpenter, Helene Carpenter, Mr. & Mrs. Keith L. Carpenter, Walter E. Coleman, Mr. & Mrs. Collins, Mrs. Fern Conlon, Pat Cooper, Chip Cox, Raymond (Blacky) Daubenspeck, R. Demetro, John Diaz, Ted D. Dick, Daniel D. Donovan, James Duffy, Mr. & Mrs. John Dunn, Danny Duran, Bobby Eason, B. J. Francis, John A. Faughnan, Richard Seal, Bob Sheiford, Mr. & Mrs. William G. Shefrey, C. I. S. & L. Attractions Simm, Chester Smith, Jack E. Starkey, John Stergiou, Costa & Gertrude Stewart, Kathleen V. Talbot, Elwood E. Tracey, Gene Vinson, Jack E. Vomberg Jr., Jack Vomberg, Norbert Walters, Curley Watson, Jack Ray Weaver, R. L. Wetherbee, Harold Williams, Mrs. C. L. Williams, Walter Kinney, James A. Koch, Cletus Q. Krieger, Al Lagasse Amusement Co LaBreche, Mrs. Freda Yvonne Lazear, Mr. & Mrs. Max Lewey, Thomas M. Little, James L. Loftis, Jack R. McCormick, Bill McManus, T. J. McWhorter, Ted Malbin, Edwin Manning, H. B. Matthews, Scherry Meyers, Bob & Susie Miles, Rex Miller, Paul A. Moffield, Mrs. James Morgan, Mrs. Katherine S. Morton, Mrs. Janice Morton, John M. Neill, L. K. Nelson, Don Newsman Carnival, Hunts A. O'Day, Bill Parker, Don Payne, Charles Pitchlynn, Carl Fyle, Milton Romero, Ricky Seal, Bob Sheiford, Mr. & Mrs. William G. Shefrey, C. I. S. & L. Attractions Simm, Chester Smith, Jack E. Starkey, John Stergiou, Costa & Gertrude Stewart, Kathleen V. Talbot, Elwood E. Tracey, Gene Vinson, Jack E. Vomberg Jr., Jack Vomberg, Norbert Walters, Curley Watson, Jack Ray Weaver, R. L. Wetherbee, Harold Williams, Mrs. C. L. Williams, Walter Kinney, James A. Koch, Cletus Q. Krieger, Al

COMING EVENTS

- Alabama Birmingham-Birmingham Auto Show, Jan. 8-10, 1960. Arizona Phoenix-Phoenix Auto Show, Nov. 25-30. California Santa Clara-Santa Clara Alley Boat & Sports Show (Fairgrounds), Jan. 8-10. Bob Barkhimer. Turlock-Far West Turkey Show, Dec. 1-3. M. S. Johnson. Colorado Denver-Denver Automobile Show (Coliseum), Nov. 30-Dec. 5. Denver-National Western Stock Show, Jan. 15-23. Willard Simms. Connecticut Hartford-Autorama (State Armory), Feb. 17-22. Joe Kizis. District of Columbia Washington-Auto Show of the National Capital Area (National Guard Armory) Jan. 13-17, 1960. Florida Hollywood-Hollywood Home Show, Jan. 30-Feb. 3. Al Stern, 1016 N. 16th Court. Miami-International Foreign & Sports Car Show (Dinner Key Aud.), Jan. 24-28, 1960. Miami-Miami Gift Show (Auditorium), Jan. 3-7. Tampa-Tampa Auto Show (Fort Homer Hesterly Armory), Nov. 30-Dec. 5. Illinois Chicago - International Livestock Show (Amphitheater), Nov. 27-Dec. 5. William E. Ogilvie, Union Stockyards. Chicago-52d Annual Chicago Auto Show (International Amphitheater), Jan. 16-24 1960. Chicago-Sportsmen's Vacation & Trailer Show (Intl. Amphitheater), Feb. 26-March 6. Thomas E. Durant. Indiana Fort Wayne-Rod & Custom Show, Dec. 11-13. Shows, Inc. Kentucky Louisville - Rod & Custom Show, Nov. 26-29. Shows, Inc. Louisiana Cameron-La. Fur & Wildlife Festival, Jan. 15-16. Jerry Wise, Sulphur. Natchitoches-Christmas Festival Dec. 8. A. N. Jackson, Pecan Park Bldg. Michigan Bay City-Bay City Pigeon Show, Jan. 15-17. Robert Riegel, 901 S. Arbor. Bay City-Bay City Poultry Show, Jan. 14-16. Ben W. Mau, 2009 Second St. Detroit-Detroit Auto Show (Artillery Armory), Feb. 6-14, 1960. Missouri Kansas City-Kansas City Boat, Sports & Travel Show (Aud.), Jan. 26-Feb. 7. F. W. Kahler. Nebraska Lincoln - Lincoln Auto Show (Fershing Municipal Aud.), Jan. 20-24, 1960. New York Buffalo-Buffalo Auto Show (Maston Ave. Armory), Jan. 9-17, 1960. New York-National Motor Boat Show (Coliseum) Jan. 15-24. Joseph Choate. Rochester-Rochester Auto Show (War Memorial Exhibit Hall), Jan. 30-Feb. 6, 1960. Ohio Cleveland-Mid-America Boat Show (Public Hall) Jan. 16-24. Irving Gray. Toledo-Toledo Auto Show (Sports Arena & Exhibition Hall), Jan. 9-16, 1960. Pennsylvania Harrisburg-Pennsylvania State Farm Show (Farm Show Bldg.), Jan. 11-15. H. R. McCulloch. Pittsburgh-Pittsburgh Auto Show (Hunt National Guard Armory) (East Liberty), Jan. 9-16, 1960. South Carolina Greenville - Greenville Auto Show (Memorial Aud.), Jan. 21-23, 1960. Texas Dallas-RCA World's Series, Dec. 26-30. James Stewart. Donna-South Texas Lamb & Sheep Expo, Jan. 15-16 James McQueen. Fort Worth-Southwestern Expo. & Fair Stock Show, Jan. 29-Feb. 7. New Braunfels-Comal County Youth Show, Jan. 30. Odessa-Stock Show & Rodeo, Jan. 5-10. Washington Seattle - Seattle National Boat Show (Armory), Nov. 27-Dec. 6. Wisconsin Milwaukee-Milwaukee Auto Show (Milwaukee Aud. & Arena), Feb. 6-13, 1960. MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill. Arnold, Raymond L. Kay Bros. Circus Brown, Mrs. Mary Lane, Gerald Elizabeth Miller Pony Farm Burns, Charles Rothman, Emanuel Cooper, Chip C. DeWald, Frieda Yvonne Setzer, Mrs. Loretta Hall and Leonard Taylor, William Harris, Fred Whitehead, George Hickey, J. Wicks, Mrs. Delores Holland, E. Snoden Wright, Dale Jeanne Johnson, Odis MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y. Blanche, Lorraine Boyie, Bill Bordon, L. Burke, George Byrnes, Charlie Chelly, Paul Cooper, Chip Davidson, T. Frankel, Lou Gilmore, R. J. Konyet, Josephine (Berosini) Lorraine, Blanche Miller, Tom Milomese, Giuseppe Marlow, Don Ramon, Don Sertous, Bill Stark, A. Waither, Alfred Wilcox, Ramon Wiley, Jerome Winters, Helen (Berosini)

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 23, 1959

BANKRUPTCY SALE

S. HARVEY KLEIN, Trustee in Bankruptcy of
MAMCO CORPORATION, also known as
MILLS AUTOMATIC MERCHANDISING CORPORATION, Case No. 59 B 6346,

will offer for sale on December 4, 1959, at 11:00 o'clock in the forenoon before WALLACE STREETER, Referee in Bankruptcy, in Room 357-B, United States Court House, 225 South Clark Street, Chicago, Illinois, the penny gum vending machine and person weighing machine business of the MAMCO CORPORATION, also known as MILLS AUTOMATIC MERCHANDISING CORPORATION, including

Approximately 2,970 Gum Vending Machines;

Approximately 1,761 Persons Weighing Machines;

Gum Inventory;

Furniture, Fixtures and Equipment;

Good Will.

The Trustee is operating the business pursuant to order of court and is authorized to sell all or any part of said assets in bulk or piece meal, or as a going concern.

All bids must be for cash and must be accompanied by a deposit of 25% thereof.

S. HARVEY KLEIN, Trustee
 100 West Monroe Street
 Chicago 3, Illinois
 Telephone—STate 2-1821

ALEX H. DOLNICK,
 Attorney for Trustee
 33 North LaSalle Street
 Chicago 2, Illinois
 Telephone—ANdover 3-1023

FAST DRAW GUN & DAGGER RING

FAST ACTION TOY!
 FAST MOVING RING!
 . . . all in one!

1,000 to 4,000\$16.50
 5,000 and up 13.50

at your distributor or ...
Karl Guggenheim
 INC.

33 UNION SQUARE
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VICTOR'S
 TOPPER
 DELUXE
 HALF-CABINET
 STYLE

Topper Deluxe, the perfect combination of steel and lucite. Finished in brilliant colors and trimmed with glistening chrome. Capacity 7 to 8 lbs. of ball gum. All models packed and sold 4 to the case.

\$15.50 Ea.

Minimum Packing: 4 to the Case.
 All TOPPERS Have Refill Assembly Feature.

Write for Lowest Prices on our complete line of
 • CHARMS • BALL GUM
 • CAPSULES • MACHINES

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.
 1784 N. Decatur Road N.E.
 Atlanta 7, Ga.
 Phone: DRake 7-4300

GIVE TO DAMON RUNYON CANCER FUND

NOW HE'S FULL-TIME

Ohioans Switched Vending Routes

PARMA, O.—An even trade of routes started George R. Sandish, Ohio operator headquartered here, into bulk vending full time.

In early 1957 Sandish and Bob Rades entered into a partnership, placing machines, with Sandish placing a number of machines on the mail-order system. Rades bought a route and they worked together until eventually Sandish placed enough machines of his own. Sandish soon became more

interested in the type of machines Rades had and it was decided to make an even trade. About five months ago, by exchanging his mail-order routes, Sandish took over Rades' collecting routes.

Sandish has about 270 machines on locations in an area generally covering Southeastern Ohio, from Cleveland to Marietta.

His biggest project so far has been relocating machines. Some machines were lost because of

change of ownership of location and machines which weren't doing too well in their location were placed in better locations.

Bowling Alleys Best

Bowling alleys were found to be the best locations and laundromats next best. Whenever possible, machines are removed from poor locations and placed in bowling alleys in multiple installations. Machines are also placed in delicatessens and there are a few large units in supermarkets. Most of his locations are in small towns, of which he averages three or four to a town.

In order to get the maximum return for his routes, Sandish continually tries to change his single installations into doubles, feeling that "if a location is good for one machine, it's good for two or three." Also he has found that space for a multiple set-up is no problem in a good location.

Sandish believes in giving his customers a choice of fills, vending for a penny, nickel or a quarter. Also, by diversifying fills, he can reach all age brackets. The most popular vend is the one-cent charm gum. The multiple installations consist of one King gum, 1-cent; one charm gum, 1-cent, and one capsule, 5-cent. In the near future, he is planning on going into a 25-

(Continued on page 100)

2d Printing Due on Rake Bulk Catalog

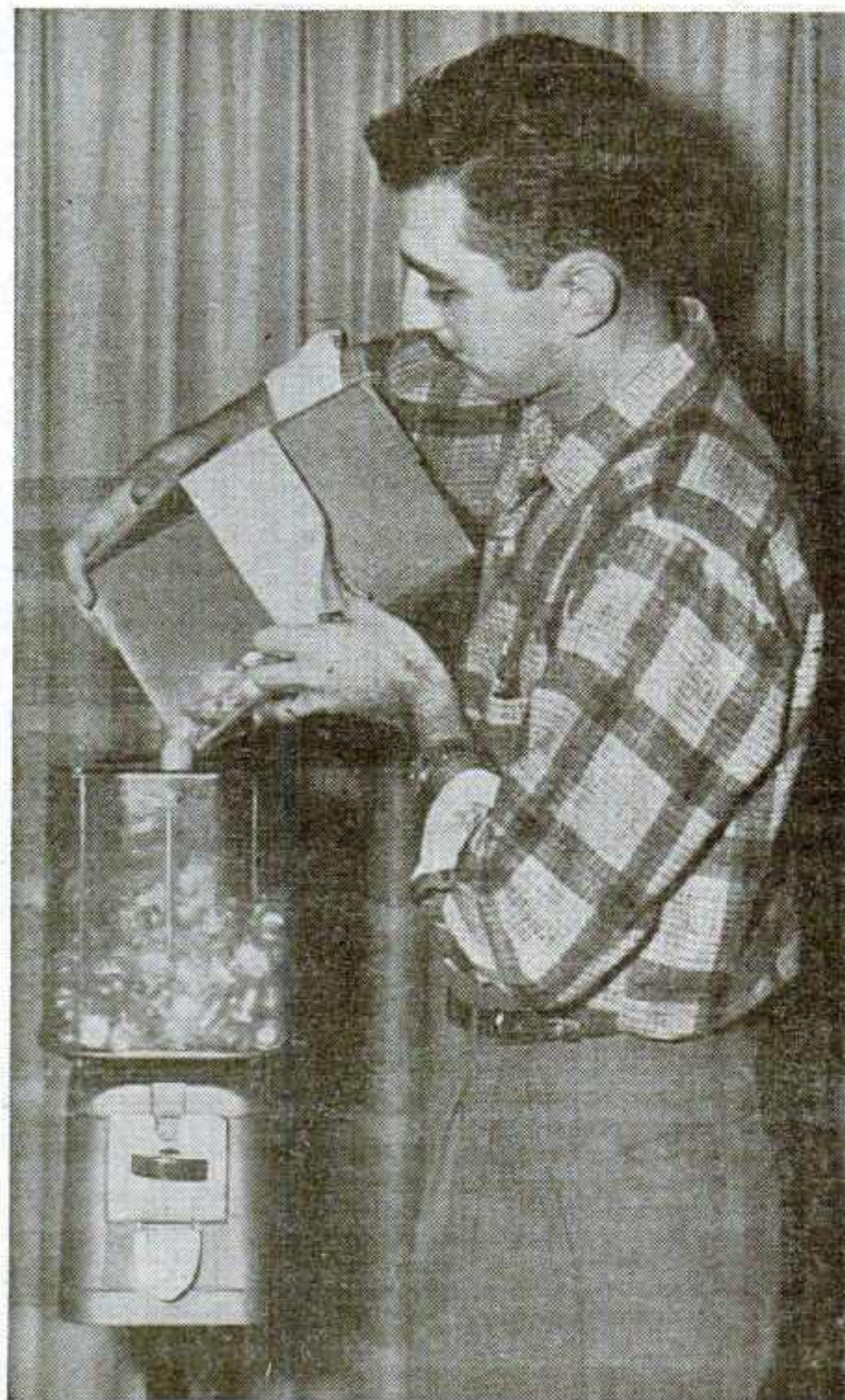
PHILADELPHIA—Manny and Nathan Rake, co-operators of the Rake Coin Machine Exchange here, have announced that the demand for their 1959 catalog of bulk vending equipment has been so tremendous that it has become necessary to order a second printing.

All of the copies of the 40-page catalog, which is the size of a standard magazine and was first released in June, have been gobbled up.

The book contains over 200 illustrations and lists what new and reconditioned machines the Rakes have available. Machines are described fully with prices listed.

In addition to this, many of the listings contain service instructions, operating tips, cleaning advice and suggestions on the commission structure.

Free copies of the catalog may be obtained by writing the Rake Coin Machine Exchange, which is one of the nation's largest distributors, at 609 Spring Garden Street, Philadelphia 23.



GEORGE R. SANDISH



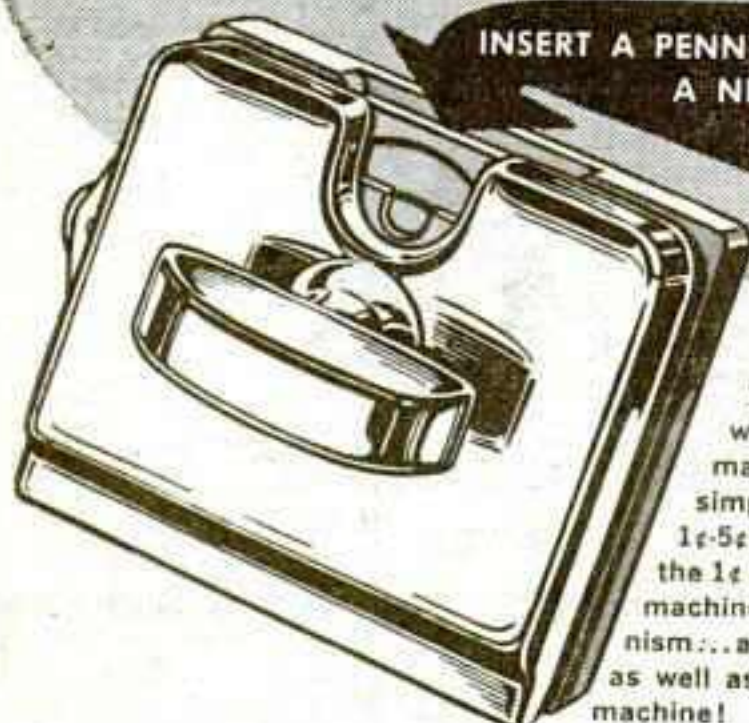
WE HAVE
oak's
 "400"

MARK VENDING COMPANY
 362 Monroe Street
 Passaic, New Jersey

Available as a PENNY-NICKEL MACHINE

NOW! oak GIVES YOU
 A PENNY-NICKEL COIN MECHANISM
 TO FIT EVERY ACORN MACHINE
 FOR JUST \$5.75

START MAKING NICKEL SALES AS WELL AS PENNY SALES WITH A SINGLE MACHINE



INSERT A PENNY OR
 A NICKEL
 HERE

After years of research and engineering, Oak Mfg. Co. know-how has perfected a 1¢-5¢ coin mechanism that will fit any and every Acorn machine in use. Yes, it's as simple as 1-2-3! Order your new 1¢-5¢ coin mechanism...remove the 1¢ mechanism from your Acorn machines...install the 1¢-5¢ mechanism...and start making nickel sales as well as penny sales with a single machine!

AVAILABLE AT ALL OAK DISTRIBUTORS NOW!

West Coast Factory Sales
OPERATORS VENDING MACHINE SUPPLY CO.
 1023 South Grand Avenue
 Los Angeles, California

East and Midwest Factory Sales
M. J. ABELSON
 Phone AT 1-6478
 2033 Fifth Ave., Pittsburgh, Pa.

OAK MFG. CO. INC., 11411 Knightsbridge Avenue, Culver City, California

CIGARETTE AND CANDY MACHINES

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

EASTERN ELECTRIC CIGARETTE,
 10-Col., all coin, 25c & 30c... \$75.00
NATIONAL 9-M CIGARETTE,
 25c & 30c 85.00
8-COLUMN CRUSADER,
 25c & 30c 57.50
8-COLUMN PRESIDENT,
 25c & 30c 50.00
8-COLUMN DIPLOMAT,
 25c & 30c 65.00
CONVERSIONS,
 (30c to 35c) 7.50
8-COLUMN STONERS (pre-war & post-war)
6-COLUMN STONERS (pre-war & post-war)

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

NATIONAL VENDING SERVICE CO.
 46 Fulton St., Brooklyn 1, N. Y.
 TRIangle 5-1857

The Northwestern GOLDEN '59 is your best buy



Morris S. Gisser says:
 "The Northwestern GOLDEN '59

dispenses all small products from peanuts to capsules and jumbo ball gum. Its beauty draws more sales. Its simplicity of design makes it easy to service and clean. Write to me for complete information."

CLEVELAND COIN Machine Exchange, Inc.
 2029 Prospect Ave., Cleveland 15, Ohio
 Phone: TOWer 1-6715



Service is Simplified with the

Northwestern INTERCHANGEABLE MERCHANDISE UNIT

Northwestern GOLDEN '59

... Easy to Service
 ... Easy to Clean
 ... Time Saving
 ... More Profit

Northwestern Distributor Complete line of machines, parts, stands, supplies, ball gum, charms and capsules. Write, wire or phone today for complete information and prices.

H. B. HUTCHINSON, JR.
 1784 N. Decatur Rd., N.E., Atlanta 7, Ga.
 Phone: DRake 7-4300

MANNY RAKE SAYS:



Whether it's a nut vendor, charm vendor or capsule vendor, it MUST be the Golden '59.

Complete line of machines and equipment always in stock.

RAKE COIN MACHINE EXCHANGE
609A Spring Garden Street Philadelphia 23, Penna.
Phone: WALnut 5-2676

I am interested in improving my bulk vending operation. Please send me complete information and prices on Northwestern GOLDEN '59 (as illustrated) and other Northwestern machines.

NAME _____
COMPANY _____
ADDRESS _____
CITY _____

Fill in coupon, clip and mail to:
KING & COMPANY
2700 W. Lake St. Chicago 12, Ill.
Phone: KE 3-3302

We handle complete line of machines, parts & supplies.

Also 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. Panned Candies: 1 Hershey's 320 count and 520 count Candy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write to King & Co. for prices and our new 12-page catalog.


TOTEM POLES . . . 20 different designs to collect on a pencil. Guaranteed repeat appeal. Each one will vend for 1c. Color plated or multi-color only \$5.00 per M for 5 M or more.

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

Ask about Our ATLAS Finance Plan

The PENNY KING Company
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
ATLAS MASTER . . . the proved 1c-5c vendor



WE HAVE oak's "LI'L LEAGUER"

SAMUEL J. PHILLIPS COMPANY
4372 Lindell Boulevard
St. Louis 8, Missouri

Available as a PENNY-NICKEL MACHINE



WE HAVE oak's "TRADING POST"

STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.

Available as a PENNY-NICKEL MACHINE



WE HAVE oak's "GOLD MINE"

H. B. HUTCHINSON CO.
1784 North Decatur Rd., N.E.
Atlanta 7, Georgia
DRake 7-4300



Mid-South Area Reports Ball Gum, Capsule Hike

MEMPHIS—One-cent ball gum and 5-cent capsule vending in the Memphis and Mid-South area is up slightly so far for 1959 over the same period in 1958, a spot check survey by The Billboard last week of leaders in the industry disclosed.

Of three operators checked, two of whom are also distributors and in contact with operators, the estimate of each varied some, but the general trend is an increase in collections of 10 per cent.

Jimmie Wilkie, distributor and operator of a large route, estimated collections up 10 to 15 per cent. Charles D. Gill, largest operator in the area with a good many more than 1,000 machines out, estimates the increase at 5 to 10 per cent.

Jimmie Wilkie

Russ Thomas, owner of Vendor Distributing Company and an interest in a large route, says the gross revenue is about the same for the first 10 months of 1959, as it was for the same period in 1958.



Russ Thomas

All three emphasized one thing—the collections depend on the foot trade the location gets. If their machines are at spots where walking traffic is heavy, collections are correspondingly higher than at those spots where there is not as much.

Surrounding Towns
The operations of all three include a route not only in Memphis but also locations in towns in neighboring Arkansas and Mississippi.

The three agreed that the best type location was the busy chain supermarket. Gill described best locations by the amount of foot traffic which is there, and these places include, besides the supermarkets, big drugstores at busy locations, good cafes, bus stations and busy independent grocery stores.

Thomas listed the best locations in this order:

1. Supermarkets.
2. Good drugstores with lot of business, tied with bus stations.
4. Twenty-four-hour service stations.
5. The independent community grocery stores (not a supermarket).

Wilkie Picks
Wilkie listed the best locations in this order:

1. Supermarkets.
2. Big drugstores.
3. Good cafes.
4. Independent, average grocery stores.
5. Bus stations.

Wilkie had the most optimistic outlook about the economic situation. Gill the least optimistic ("because of inflation operating expenses are terrific and we have to sell at the same 1-cent we did 20 years ago.") and Thomas was of the opinion conditions are such that the industry is holding its own and is on a status quo with 1958. Here is what they had to say:

WILKIE:
"The economic situation is good. Collections are up now 10 to 15 per cent over what they were at this time in 1958.

"Using better merchandise—better charms—has brought the increase. Charms sell for anywhere from \$1 to \$20 per 1,000. Where-

as before our average cost on mix of gum and charms was 75 cents per machine, it is now 95 cents. This has brought more revenue and, of course, the operating expense is more and cuts down the net profit some. But net profit is up a little.

Product Improvement
"Reason for improving quality of the charms is competition. It is necessary to keep improving your product.

"There are no peculiar local conditions which have caused the increase. Business is just good. However, the seasonal trend is that a slight decline will be noted from mid-November to sometime in February.

"Some of the operators are boosting business by buying better equipment. They are replacing some old equipment and, as I mentioned, using better charms."

GILL:
"Gross revenue is up some, but (Continued on page 100)"

NEW! NEW! NEW!
There Will Be Plenty of Action In Your Machines With These Rings!

Here are a couple of rings that will make engagements easy. Your machines will always be busily engaged, too. Kids will load them with coins.

These are real stones, not plastic



ROBIN RING
Octagon Shaped Crystal. 4 1/2 carat stone. Sparkles like the real thing.
\$17.50 per M

CAROL RING
Ass'd. color stones. Beautifully set in rich type setting with large size stone.
\$16.80 per M

Good for all types of vending! Order Now for These Moneymakers.

paul a. Price co. inc.
55 Leonard St., N.Y. 13, N.Y. COlrland 7-5147-8

Northwestern
1909 - 1959
GOLDEN '59

IT'S BETTER HERE



IT'S BETTER THERE

IT'S QUITE A BIT BETTER EVERYWHERE

50 years of vending dependability is the operator's answer to all location needs.

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Pistachio Nuts, Shell	.48
Cashew Whole	.66
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SCALE PLUS VENDERS UPS PROFIT. Jimmy Malin, Dallas bulk operator, has installed a steel bar across the back of typical scales and mounted two penny bulk venders on them, one at each side at waist level. He currently has a dozen such spots, using primarily American Scale machines with a variety of bulk venders attached. In every location, the convenience of both scale and bulk venders in one package has made a big difference in collections.

Milw'kee Bulk \$ Up, But Op Ranks Thin

By BENN OLLMAN

MILWAUKEE, Wis. — Bulk vending in this area will wind up the year on a slightly improved note. Operators report that collections have edged upward in recent weeks following a slow summer and fall.

Some of the improvements have been due to the general business upswing following the end of the steel strike. Culling out of low volume spots has also improved the bulk vending profit picture.

This does not imply, however, that Beer City bulk venders are enjoying a new found prosperity. They aren't. The number of bulk vending machine operators has tumbled to a new low in recent years.

Few Full-Timers

Only a handful of full-timers remain. An expanding share of the bulk vending equipment in this territory is operated by part-time entrepreneurs.

Leroy Enders, one of the only full-time bulk venders remaining here, has been in the business for 14 years. He covers 12 surrounding counties with his peanut and candy vending machines, doing all the route servicing and maintenance work by himself. His wife takes care of the bookkeeping and ordering chores.

According to Leroy Enders,

1959 should wind up with a slight improvement over last year. Receipts were down seriously during the summer months. But the fall pick-up has helped make up for lagging summer volume.

Cashews Best

Cashew nuts are Leroy Enders' best selling item. Why? "There isn't any explanation as far as I can see," says Enders. "It could be that the people feel they get more of their money's worth when they buy cashews from the vending machines. At any rate, cashews outsell all of the other types of nuts I vend."

Independently owned filling stations provide the prime locations on his routes, says Enders. Thus far he has not tried to break into either the chain filling stations or supermarkets.

What about the outlook? "This field is getting rougher and rougher all the time," he complains.

Covers Wide Area

Another veteran full-time operator, Erwin Samp, is one of the remaining blind persons active here in bulk vending. He, too, blankets a wide radius with his equipment. He covers the territory with the help of a long-time employee who drives his car and helps service machines.

According to Erwin Samp, business has perked up this fall, but the over-all volume picture could

CINDY EPPY TOSSES PARTY

JAMAICA, N. Y.—Cindy Eppy, youngest daughter of Sam Eppy, charm manufacturer here, invited her friends to a "Sweet Sixteen" dinner party recently. Sixty teen-age guests were treated to dinner, dancing, singing and fun at a local coffee house.

Bulk Banter

WISCONSIN NOTES: Herb Davies, Racine blind vender, is reportedly making plans to step out of business. After 25 years in the bulk vending field, he wants to turn the operation over to his sons and take it easy.

Bert Veldhuizen, Watertown bulk vender, has returned from a trip to Pensacola, Fla. He and his wife travelled there to visit his son, David, who is stationed at Pensacola Air Base. . . . Candy broker
(Continued on page 100)

stand improvement. "From now on, until March, business will hold at a fairly stable level," he predicts.

The steel strike did not hurt bulk vending, he feels. "Very few bulk vending operators nowadays have equipment in the big factories. So layoffs didn't affect us."

Drops Poor Spots

Improvements on his routes, claims Erwin Samp, can be attributed to a long-term program of weeding out unprofitable stops. "It costs us just as much to service a poor location as a good one," he says.

Samp claims he has no plans to vend anything other than gum and ball candy. "With gum and ball candy, we know that we will never have any trouble with food regulations," he explains.

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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.

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.

(For 10-week period ending with issue of November 16)

Main table containing categories: MUSIC MACHINES, PINBALL GAMES, SHUFFLE GAMES, and ARCADE EQUIPMENT. Each category lists machine models with columns for High, Low, and Mean prices.

Rock-Ola Intros Tempo II; Ops Attend Local Showings

'60 Phono Has Full Title Exposure; Single Model, Color in 120 & 200

CHICAGO — Rock-Ola Manufacturing Corporation's Tempo II, first of the 1960 juke box models to be unveiled, was shown to operators around the nation by the firm's distributors last week.

The Tempo II comes in just one design with one color scheme, but is available with 120 or 200 selections, referred to as the Model 1478 and Model 1485, respectively.

Also new from the design viewpoint, is a full title exposure panel, which gives the 1960 model a new face far different from last year's version.

"Tri-Fonic" Switch

From the operational standpoint, the Tempo II features a "tri-fonic" switch which gives it wide flexibility: A flip of the switch converts the phonograph from monaural to stereo play. Thus, with the addition of stereo plug-in extension speakers, any location can be equipped in minutes with a stereo system.

The tri-fonic switch, located on the dual-channel amplifier, has

three positions, which allow the selection of three sound reproducing systems:

Position A is for standard monaural music. It feeds sound thru the three main unit speakers (two 12-inch bass speakers and one high-compression driver horn). One or more extension speakers may be used with this set-up for multi-room sound, if desired.

Two More Positions

Position B has the main unit speakers cut out and the music divided into the two separate stereo channels to the stereo speakers.

Position C separates the stereo channels to the stereo speakers and also combines both channels again thru the main unit speakers.

The Tempo II's color combination is a moonlight blue cabinet with pastel blue record deck and glowing pink selector keys. It has polished silver dress panels and soft flood lighting.

The new all-visible selector panel is combined with two-key selection allowing category programming when desired. For fast selection in a single category, only one button is used after the particular category

button is activated. The category selector button remains "hot" until a new category is selected. Title strip holders, cartridge type, are easily removed for changing.

Rock-Ola's sound enclosures utilize a special Helmholtz full-resonance bass baffle with a heavy duty 12-inch speaker plus a wide dispersion compression driver horn. This acts to give wide dispersion of sound thruout a room.

Stressed in the sales campaign on the Tempo II is dependability of the Rock-Ola record magazine. Maintenance costs on the Rock-Ola mechanism, according to the firm, are relatively low.

In addition to the features outlined above, the Tempo II has complete accessibility to all parts of the mechanism, 50-cent play mechanism, and single entry coin slot.

Dimensions of the Tempo II: 35 1/4 inches wide, 32 inches deep; 65 inches high. Depending on whether it carries a 120 or 200-selection mechanism it weighs 308 or 313 pounds, uncrated.

Components include the "Stereo-
(Continued on page 99)



TEMPO II, the new Rock-Ola Manufacturing Company phonograph for 1960, is flanked above by E. G. Doris, Rock-Ola executive vice-president, and a model. The new unit is available in 120 and 200-selection, offers three different sound reproduction systems in one phonograph.

COIN EXHIBITS AT NAAPPB

CHICAGO—Among the 90 exhibitors at the National Association of Amusement Parks Pools & Beaches convention at the Sherman Hotel here November 29—December 2, are the following: A.B.T. Manufacturing Corporation, Rockford, Ill.; Auto Photo Company, Los Angeles; Capitol Projector Corporation, New York; Chicago Dynamic Industries, Inc., Chicago; Exhibit Supply Company, Chicago; J. F. Frantz Manufacturing Company, Chicago; Heart Distributing Company, Chicago; International Mutoscope Corporation, Long Island City, N. Y.; Irving Kaye Company, Inc., Brooklyn, N. Y.; J. H. Keeney & Company, Chicago; King Amusement Company, Mount Clemens, Mich.; Mike Munves Corporation, New York; Standard-Harvard Metal Typer, Inc., Chicago; Tusko Manufacturing Company, Thousand Oaks, Calif.; United Manufacturing Company, Chicago; Williams Electronic Manufacturing Company Chicago.

Delay Federal Pin Tax Hearing at U. S. Request

PHILADELPHIA — A hearing on an injunction sought by an up-State Pennsylvania operator against the Internal Revenue Service to prevent it from levying the \$250 tax against his in-line pinball machines has been delayed at the request of the government, it was learned exclusively by The Billboard.

In September John C. Butala, of McAdoo (Schuylkill County), Pa., asked the U. S. District Court here to issue a temporary injunction against the tax pending an argument for a permanent one.

He pointed out that if he doesn't pay the \$250, the IRS will get after him and if he does pay the levy, the State could prosecute him as the operator of a gaming device since he would be admitting same by paying the tax.

Was Ready

No date for the hearing was set at that time, but it was learned that the court was ready to put it on its calendar last week when the IRS

asked to have more time to prepare its case.

The request was granted by the court. It is now thought that the hearing will not come off until after the first of the year.

The eventual ruling is being awaited with great anticipation by both distributors and operators not only here but thruout the country.

Hit IRS Stand

At the time of the filing of the request for the hearing, the judge read the riot act to the IRS. It was gathered at that time by amusement machine industry observers that the jurist did not lean favorably toward the IRS standpoint.

Some feel that this could be the reason for the postponement request by the government. They say that the IRS never counted on such opposition from the bench and is seeking to have another judge hear the case.

500 Ops & Guests At MOAM Banquet

By CAMERON DEWAR

BOSTON—More than 500 music operators, distributors and friends from all of the six New England States got together last week at the Sheraton Plaza Hotel here for the fourth annual banquet and dance of the Music Operators' Association of Massachusetts.

The record industry also was largely represented as were the vending and amusement game fields. A number of local and State legislators were headed by Lt. Gov. Robert Murphy, Guest of honor was Frank Malzone of the Boston Red Sox. The invocation was delivered by the Rev. John Laws of the First Unitarian Church of West Roxbury.

MOAM President David J. Baker of Melo-Tone Vending Company, Inc., Arlington, introduced the dignitaries and told of the progress of the group and its plans to fight for a fair deal in legislative and tax matters for the music operator.

Lt. Gov. Speaks

Lieutenant Governor Murphy brought the greetings of Gov. Foster Furcolo, who was out of the State, and paid high

tribute to the industry. He emphasized the fact that the Boston Police Department in making its own investigation of conditions in the local music and game business had issued a clean bill of health which attested to the prestige of the operators in the community.

The lieutenant governor also said he was personally acquainted with a number of the men in the music industry and found them to be excellent citizens and businessmen who were a credit to the community. He also praised them for their contributions to keeping juvenile delinquency at one of the lowest rates in the nation.

A program of entertainment was furnished by Jackie Miles, comedian; the Barry Sisters, Roulette recording artists; Vicki Taylor, ventriloquist, and Singer Jack Washington. Emcee for the occasion was Cyrus Jacobs of Interstate Music Company, Roxbury.

Door prizes, consisting of record albums were contributed by Boston record distributors. Dinner chairman was Arthur Sherman, executive secretary and counsel for the association.

SEEBURG AFFIRMS EXEC SHIFT; JOHNSON, SR. V.-P.

CHICAGO — The Seeburg Corporation last week announced the election of Fleming W. Johnson as senior vice-president.

Affirming other executive changes reported by The Billboard (November 16 issue), Seeburg announced the election of William Clark, controller, as a vice-president.

The following have been elected vice-presidents and sales managers in charge of their respective divisions:

J. Cameron Gordon in charge of coin-operated phonograph sales; R. E. Lindgren in charge of background music sales; and George Glass in charge of vending equipment sales.

Tom L. Herrick has been elected vice-president in charge of marketing and advertising.

Executive vice-president Bruce R. Jagor and Carl T. McKelvy, vice-president and general sales manager are remaining with the company as officers on a counselor basis.

Official announcements were made by D. W. Coleman, president of Seeburg. The changes in executive personnel are immediately effective.

NYSCMA Caps Teen Party Plans

By REN GREVATT

NEW YORK—Final details of a Christmas party for teen-agers, at the Church of the Resurrection, Sheepshead Bay, Brooklyn, were



FLEMING W. JOHNSON

ironed out at a meeting of the public relations committee of the New York State Coin Machine Association, Thursday evening (19).

At the same time, committee chairman Al (Senator) Bodkin, gave the committee a first look at beautiful banners carrying the name of the association with the legend, "hand in hand in your community," which will be hung in the hall where the dance party is to be held. The banners—two 10 footers and one 15 feet in length, plus a number of smaller ones of the pennant type, all carry gold letters on a purple background.

There was considerable jubilation shown among members, when it was announced that the New York Sunday News, one of the largest of all metropolitan

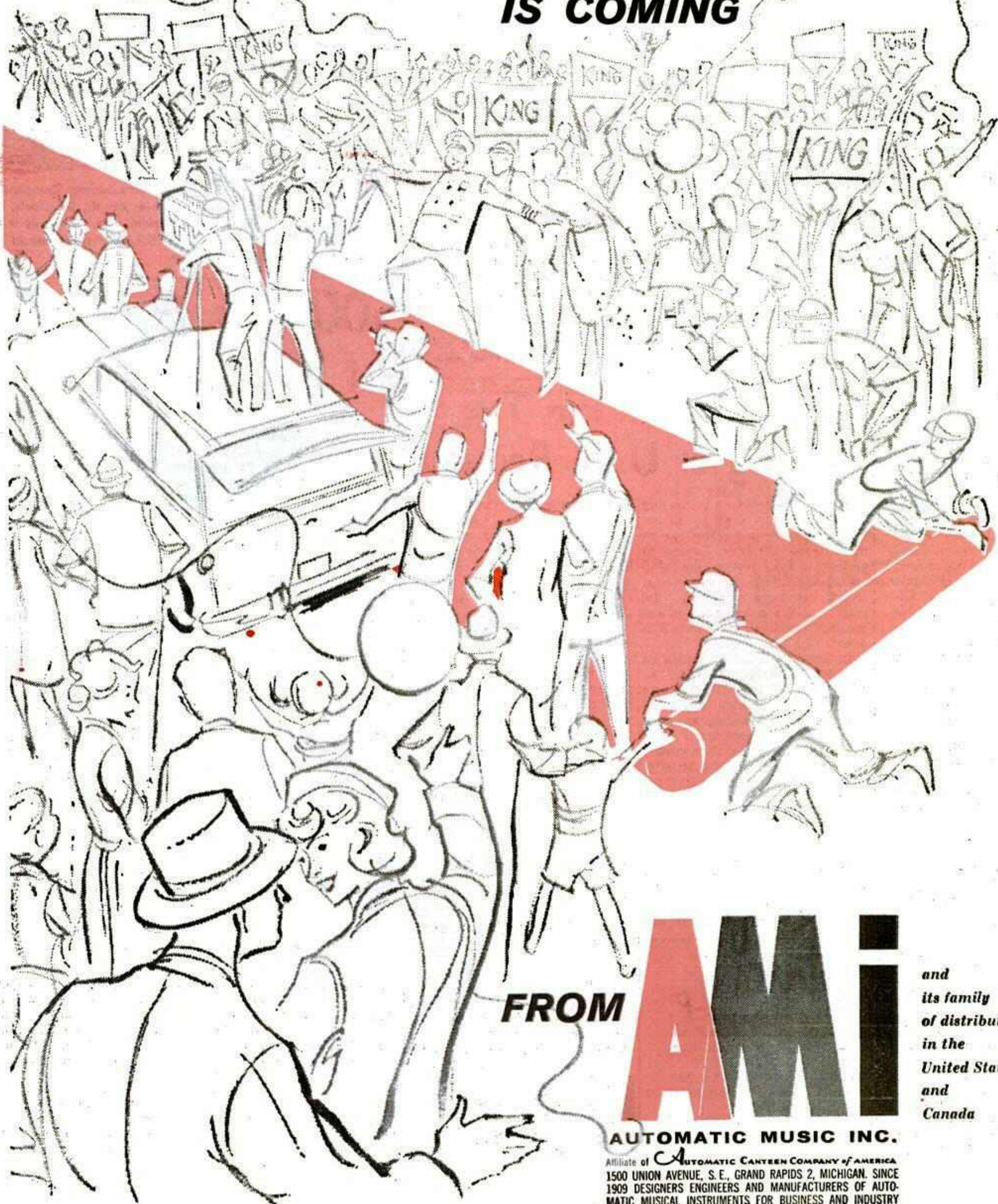
newspapers, had carried a mention of the coin machine sponsored party in its Sunday (15) Brooklyn edition. This marked one of the first concrete press breaks as a result of the committee's efforts.

The party and dance at the Church of the Resurrection will be held Saturday evening, December 19, from 7:30 to 11:30. It is hoped that a guest recording artist will appear at the affair. The juke box for the church, to be presented during the evening, will be donated by Atlantic New York, local Seeburg distributor. There will be two dance contests with prizes for winners and four special prizes will be awarded. Beyond this, a number of LP's and single records will be given away as well.

(Continued on page 98)

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Announcing **the most dramatic all-purpose stereophonic phonograph in the industry!**

The **ROCK-OLA** *Tempo II* ...the one phonograph that fits all-locations, plays stereo or monaural music and costs no more

Only ROCK-OLA gives all this:

*All-Purpose
Versatility*

The introduction of the elegant new twenty-fifth anniversary Rock-Ola TEMPO II phonograph brings a whole new concept in sound engineering. The 1960 all-purpose TEMPO II phonograph contains all the necessary components for monaural or stereo play. A flip of the exclusive Rock-Ola three position "Tri-Fonic" switch and the addition of extension speakers converts this versatile machine from monaural to stereo play. Now one phonograph solves all your location problems.

*Elegance of
Styling*

The TEMPO II sets the pace in modern dimensional styling. Its contemporary lines and graceful full-vision wrap around dome gives the TEMPO II an eye-appealing magnetism unmatched in the industry. When you see the artistic brilliance of the glowing pastel selection keys...the polished silver anodized dress panels...the warm effect of the velvet soft flood lighting, you'll agree the TEMPO II stands alone in the field...a true symphony of styling brilliance.

*Full-Title
Exposure*

An integral part of the new TEMPO II styling is the new Rock-Ola eye-level, full title exposure panel. A new two key selection system with full title exposure allows faster, easier tune selection. Two key selection system provides for profitable category programming in desirable locations. For fast selection in a single category, only one button is used after category button is activated. Category selector button remains "hot" until new category is selected.

*Full Profit
Features*

ROCK-OLA's built-in dependability has long been the key to greater profits. Now the TEMPO II guarantees even larger profits with such features as the exclusive "Tri-Fonic" switch...dual-channel amplifier...three built-in main unit speakers...dual pricing*...50¢ play...full title exposure...complete accessibility, and many more money making extras. For all around versatility and field tested dependability, see the new ROCK-OLA TEMPO II today. Your profits will be glad you did.

*optional

ROCK-OLA The "Location Engineered" Phonograph

See the Tempo II Line at your Distributor today. It will guarantee you greater profits in the year to come!

ROCK-OLA

tempo II

twenty-fifth anniversary model

The All-purpose Stereophonic Phonograph



Model 1485 with 200 Selections

Model 1478 with 120 Selections

ROCK-OLA Manufacturing Corporation 800 No. Kedzie Ave., Chicago 51, Ill.

German Juke Output Geared To Export; Britain Top Buyer

BONN, Germany — West German coin machine exports to Britain are holding up well despite increased American competition stemming from British currency liberalization.

German coin machine producers had predicted that the post-liberalization first quarter would chart the long-range trend in the U. S.-German battle for the British coin machine market. The figures indicate that the German industry will continue to enjoy a strong competitive position, and that the Germans are going to be hard to dislodge from the well-fortified positions they have erected in Britain during the dollar dearth.

Dollar liberalization began in the spring. In Britain, the forecast in industry circles was a stampede after American equipment, used if not new.

Expected Drop

In Germany, producers braced for a sharp fall-off in sales to the British market, at least during the initial adjustment to currency liberalization.

The German Federal Statistical Office has just released the coin

machine export figures for July and August, the latest figures available. These figures show that in August the Germans actually increased their share of the British market against American competition.

In August, German producers exported a total of 392 juke boxes valued at 955,000 marks (roughly \$230,000), of which nearly half, 393,000 marks' worth of juke, went to Britain. It was one of the best months yet for the Anglo-German coin machine trade.

Switzerland trailed Britain with the importation of German juke boxes valued at 145,000 marks and Italy was in third place.

Increased Sales

In July, the Germans did an even larger juke export business, shipping machines valued at 1,095,000 marks to 23 countries. The Germans shipped 128 machines to Britain, which was second to Italy. The Italians imported 158 juke boxes in July, an all-time record.

The impact of German production on the world juke market was graphically illustrated in July with the shipment of 18 machines to Australia, despite the high freight costs, and 10 machines to the U. S.

This last shipment pleased the Germans immensely, as it bears out the contention of Wiegandt, the Berlin kingpin German pro-

ducer, and others that Germany should not aim at the Continental market primarily, but should wage aggressive sales warfare in the American market as well.

Estimated export figures for September and October place German juke sales abroad at roughly 1,000,000 marks for each of the two months. Sales to Britain amount to around 40 per cent of the total.

After several months of close study of liberalization, German producers are beginning to venture the cautious opinion that "we're better than we thought we were. We have nothing to fear from American competition," as one German producer phrased it.

"We now tend to believe that the advent of wide-open competition for the British market may help us instead of hurt us. With a wider range of equipment available, the British should become more coin machine conscious," he continued.

America Faces Competition

"That should help all of us, and don't forget that there are dangers in the liberalization situation for the Americans. Before the war, Britain was a dumping ground for unwanted equipment, and it could be again. If so, we will benefit.

"Don't forget, too, that American equipment still has to be paid for, even if dollar currency is available. We can still undersell American producers, and we expect to increase our advantage in this direction."

Much of the German optimism is based on the steady improvement in the quality of German equipment. The Germans have been ultra-sensitive to the sales argument that American equipment, even if higher priced, was the better buy because of its superior quality.

Quality Better

Under the steady drive to improve quality on the part of German producers, this argument has lost much of its validity. Meanwhile, the strengthening of their dealer and distributor relationships in Britain has placed the Germans in a position to provide excellent service.

An indication of the German concentration on the export market can be gleaned by the production history of the Fanfare juke box. Produced by N. S. M. of Bingen, the Fanfare was brought out only two years ago. Yet 10,000 juke boxes already have been built, around 70 per cent for the export trade.

Fanfare is a big seller in Britain, but not the only German best seller. Reading Automatic Machines, Ltd., has imported nearly 1,000 Symphonie juke boxes manufactured by Thomas Bergmann of Hamburg.

The Ditchburn Organization is a big importer of Tonomat juke boxes, and Wiegandt has a solid British market for its Tonmaster and Diplomat machines. George Whittaker has formed a separate company, Beromat, Ltd., to push sales of the Harmonie juke produced by Beromat of Berlin.

German juke producers are salting into the fight for the British market with the advantage of a strong world-wide export trade. German production is geared primarily to the export market, and the producers count this an invaluable asset in their British sales drive.

N.S.M., for example, exports the Fanfare to 27 countries and is adding still another seven countries to the list.

All Coin Games to Be Legal In Britain Under Pending Bill

LONDON — Britain's long-awaited Betting and Gaming Bill was published October 2 and is expected to be enacted by next summer or fall. In the few days since publication, it has been warmly received by the coin machine industry and by Arcade and fairground men, to whom several sections apply.

General feeling is that the bill (which brings up to date the U. K.'s antiquated betting and gaming laws) is fair and square to the trade. "A reasonably generous deal," is the opinion of the conservative Amusement Caterer's Association, "and, indeed,

even more generous in some respects than any of us could have expected."

Few Restrictions

Among the most revolutionary clauses is that all coin-operated amusement machines will be legal in Britain (subject to certain simple conditions). Fruit machines and other fast equipment will become legal in clubs with full jackpot pay-outs. They can also operate elsewhere provided the pay-out is restricted to one free play or its equivalent in coins. There are no restrictions whatsoever on "amusement-only" machines.

All permanent and semi-permanent sites will be required to obtain a permit from the local authority and, in the case of existing sites, a 10-year permit is to be granted automatically on application. Amusements with prizes may be operated more or less ad lib, and a cash prize of up to a shilling may be given in return for a penny. No distinction is made between games and other automatic machines.

Musical Sales Co. Named Rock-Ola St. Louis Distrib

ST. LOUIS — Musical Sales Company here was appointed St. Louis area distributor for the Rock-Ola Manufacturing Corporation last week.

Musical Sales has been in the coin machine business 15 years in the St. Louis area. The firm is headed by Donald Tabacchi and Joe McCormick.

The new Rock-Ola outlet will carry the Tempo II phonograph and a full line of parts and accessories.

Dealing in used equipment until now, the firm launches its new equipment sales and service with a brand-new phonograph just introduced. An open house for all area operators will be held in conjunction with the showing of equipment Tuesday and Wednesday (24-25).

Territory covered by Musical Sales includes the Southern portion of Illinois bounded on the north by and including the following counties: Adams, Brown, Morgan, Sangamon, Macon, Moultrie, Shelby, Cumberland and Clark.

Eastern section of Missouri bounded on the west by and including the following counties: Schuyler, Adair, Macon, Randolph, Howard, Boone, Moniteau, Miller, Pulaski, Texas, Wright, Webster, Greene, Christian and Taney, excluding the following three counties: Dunklin, Pemiscot and New Madrid.

Rock-Ola, Bally Shows in Ky.

LOUISVILLE — G. K. (Gil) Brawner, vice-president of H. M. Branson Distributing Company here, will conduct showings of the Rock-Ola Tempo II phonograph and accessories at various points in Kentucky.

At the same time he will show the new Bally County Fair pin game. Accompanying Brawner is Paul Calamari, Bally engineer, who will give operators and servicemen assistance in keeping their Bally games in top condition.

The first showing is at the Campbell House Motel, Lexington, November 30-December 1. From there Brawner and Calamari will go to Bowling Green's By Pass Motel (December 2-3), and on December 3 and 4 will be at the Imperial Motel, Owensboro. All Kentucky operators and their mechanics are invited to attend any of these showings. Refreshments will be served.

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 Seeburg V200 400.00
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BALLY BINGOS
 Cypress Garden \$250.00
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 Broadway 90.00
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ALLERTON HOTEL
 MICHIGAN AVE. AT MURON ST. CHICAGO

BUILDING THE ASSOCIATION

How Leon Taksen Formed Pa. State Operator Group—Keeps It Growing

By **GEORGE METZGER**

HARRISBURG, Pa. — Leon Taksen, manager of the Amusement Machine Operators' Association of Pennsylvania, failed to head some advice a little over a year ago—and is he glad he did.

It was in October of 1958 that the Harrisburg distributor hit upon the idea of forming a State-wide association of amusement machine distributors and operators.

However, friends warned him against it. "You won't be able to make a go of it," they told him. But Leon thought differently. He thought a State association was just what was needed and would work out fine, and how right he was.

Moved Ahead

Taksen went ahead with his plans and organized some of the men in the industry around Pennsylvania.

"It took a while to get the ball rolling," the 34-year veteran of the business said. "It wasn't until about April of this year that we really became active."

Since then, more and more operators and distributors have seen the light and joined the association. The membership now totals 100 individuals and is growing every day.

Picks Up Groups

In addition to the individual, many of the sectional associations have become affiliated with the State group. Taksen explains they are like locals to a union.

His aim at present is to try and get the large and powerful Amusement Machine Operators of Philadelphia in the fold.

"I've been meaning to get down there and talk to the boys," Taksen said. "We would certainly like to see them join. They have a fine organization and a real good business manager in Joe Silverman."

Distribs Included

One of the biggest distributors in the Philadelphia area—the Scott Crosse Company of Abe Witsen—



LEON TAKSEN

is one of the newest members in the group. It joined as an individual, however.

Another of the bigger distributors in the State to fall in line in recent weeks was the B. D. Lazar Company of Pittsburgh. Both Scott Crosse and Lazar are Rock-Ola distributors.

"There are still some people around the State who feel they don't need a State-wide group," Taksen explained, "but that is because there is no trouble at present."

"Just let something come up and watch them run to get a membership."

Dues Rate

The yearly dues for an operator is \$60 and for a distributor \$200.

Felix Kadel, Harrisburg, is president of the association which holds its meetings the first Wednesday of every month.

You would think that a job such as manager of a State-wide amusement machine association would command a high salary. But not so in Taksen's case.

Modest Salary

"I'm a dollar-a-year man," he said. "Altho there is a lot of work to the job, I've still got to keep my own business going. After all, that's where I earn my living."

Taksen, who started out in the business in New York and then went to Philadelphia before coming here, is the owner of the D & L Coin Machine Company at 414 Kelker Street, here in the State capital. He is the Pennsylvania distributor for J. H. Keeney & Company.

Export Trade

Leon said his firm is doing a "pretty good exporting business" at present, shipping to Belgium, England and Australia.

But getting back to the association, Taksen explained that its main interest right now is public relations.

It seems, however, that in the future with such a dynamic person as Taksen serving as manager, the now-infant Amusement Machine Operators' Association of Pennsylvania will blossom into a strong organization, protecting the rights and interests of the industry throughout the State.

Distribs Filled in on Seeburg Equipment Line at Chi Meet

CHICAGO — The Seeburg Corporation's line of phonographs, vending machines and background music equipment was discussed at a distributor sales meeting here November 13 at the Sheraton Hotel (The Billboard, November 16).

George Glass, sales manager of the Vending Machine Division, and Frank Doyle, Coffee Vendor Division head, presented Seeburg's

rapidly growing line of cigarette, coffee and cold drink machines.

Jack Gordon, sales manager in charge of the Seeburg phonograph line, gave distributors a preview of the company's 1960 models. Distributors were shown prototypes of the new phonographs which will be in production in time for early January showings, according to the firm. Tom Herrick, marketing and advertising manager, who conducted the meeting, emphasized that the 1960 phonographs would not be available "until after the first of the year."

Background Plans

Ray Lindgren, sales manager in charge of background music, discussed marketing plans, sales aids and the advertising program for 1960 on the "Seeburg 1000" background music unit.

Presentations were made on the new "1000" and "500" fresh brew machines, the 500-capacity soluble coffee vander and the unique Seeburg "Office Bar," the "file-away" coffee vander which is designed in the shape of a regulation office filing cabinet. The firm's new line of cold drink machines was also displayed, as well as the E2 cigarette vander which was first shown to the trade last May.

Pinballs OK 7 Weeks More In Mass. City

GLOUCESTER, Mass.—Pinball machines will remain safely on location for at least another seven weeks in this North Shore city. Dr. Francis B. Powers, an enthusiastic backer of the devices, took office last week as a city councillor with the comment, "I've got just seven weeks to set the world on fire."

Dr. Powers took his seat after the unexpected resignation of Councilman John J. Burke whose term was due to expire January 4. Burke quit when the council refused to approve an order calling for an investigation of pinball machines in the city. Dr. Powers is a past commander of the Gloucester Post of AMVETS which has used pinball machine profits to help pay for the post hall.

Recently several raids were made here on locations with machines operating and the police chief had demanded their seizure on the grounds that they were gambling devices. The city council, however, later refused to go along with a move to ban the devices.

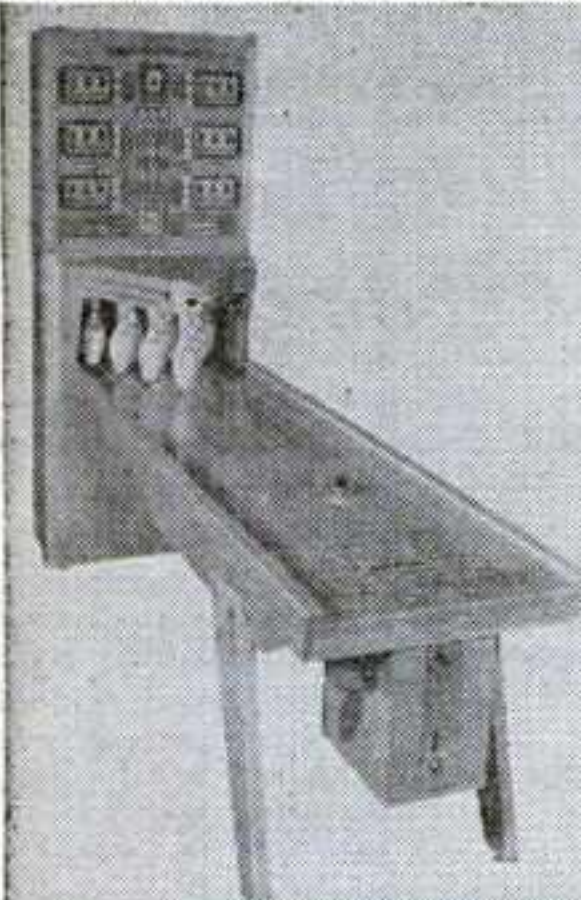
East Rock-Ola Showings Held

NEW YORK — Eastern Rock-Ola distributors were busy with initial showings of new equipment this week both here and in neighboring and up-State areas.

Koepfel Distributing Company entertained more than 50 operators in its 10th Avenue showrooms Monday (16). Co-hosts for the event were the Brothers Koepfel, Harry and Herman, plus Orestes Basulto. Sandwiches were served during the day long open house. Harry Koepfel told The Billboard that he was highly pleased with the excellent turnout and the reception given the new models in the Tempo II line.

At Seacoast Distributors, over in Elizabeth, N. J., showings were being conducted all week long, starting Monday (16). Refreshments of both a solid and liquid variety were being made available to visitors. At mid-week, Seacoast prexy Dave Stern described results as successful. Acting as co-host with Stern was Charlie Reissner.

Up-State in Glasco, N. Y., the Greco Bros. Amusement Company staged a three-day open house showing starting Monday (17). Prexy Tommy Greco said that more than 20 operators from his area turned out. "It was a very successful event," Greco stated.



4-WAY SHUFFLE ALLEY is the latest United Manufacturing Company puck play bowler. It offers choice of regulation, flash or bonus scoring and easy or normal strike play (see story in The Billboard, November 16).

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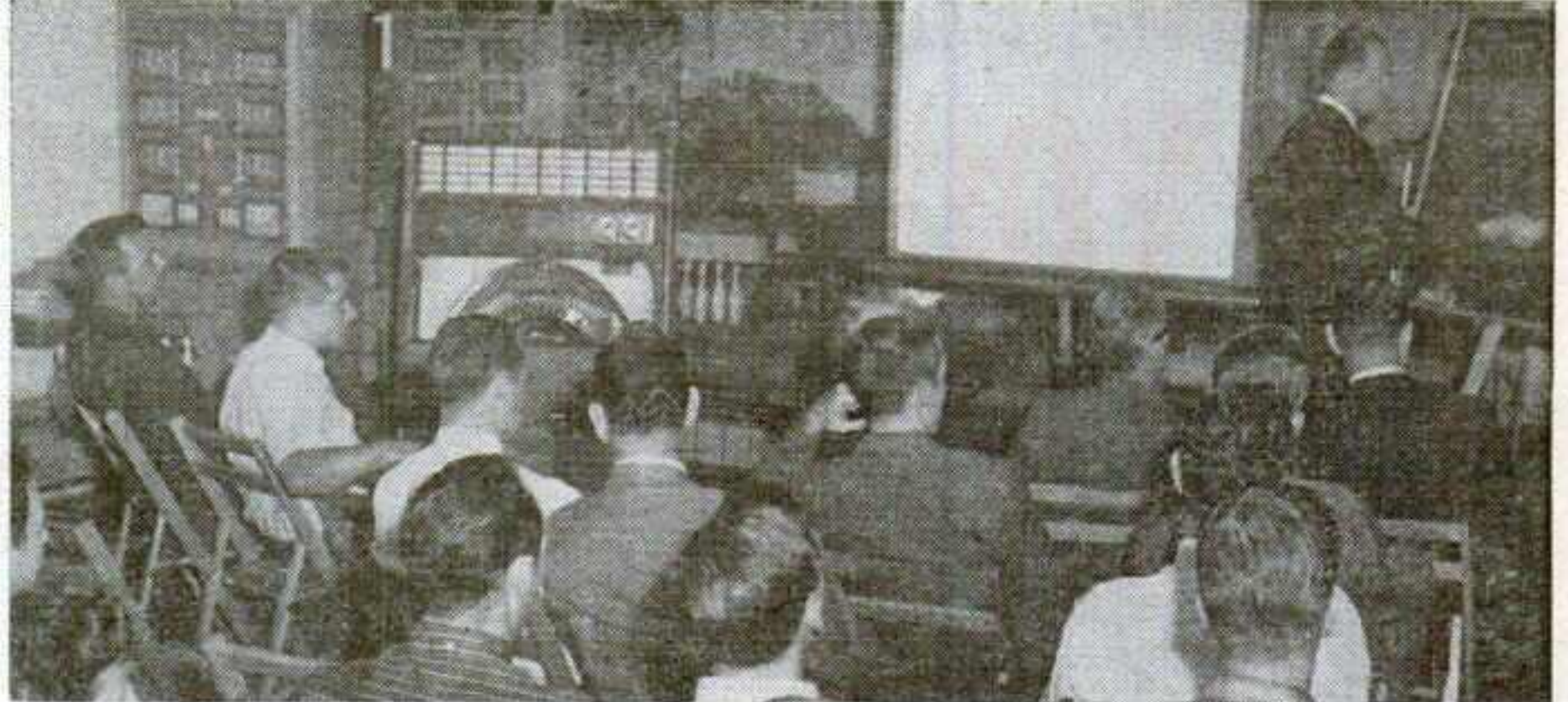
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EXPLAINING ELECTRICAL HOOK-UP, Roy Kraehmer, United Manufacturing Company field representative, holds operators' attention at recent service school in South Carolina. A slide projector was also used in explaining mechanical parts included in United's parts service handbook. Sparks Specialty Company was host for the combination music-games school.



UNITED SERVICE SCHOOL IN SESSION. United Manufacturing Company field representatives John Casola and Roy Kraehmer (in background) conducted a November 1 school, hosted by Sparks Specialty Company, Columbia, S. C. Operators and servicemen attending, all from South Carolina, included W. L. Kitchener Jr., William Oberst, Samuel Tanner, Romaine Way, Thomas Leitzsey, George Albert, Jim Davis, Mr. and Mrs. John C. Truelove, A. C. Atkins, John Miller, Marvin Smith, A. T. Dallas, Jimmie Griffith, D. L. Sosebee, C. H. Palmer, Quinton Hall, Herbert Henry, E. R. Dodgens, J. D. Shealy, Kenneth Flowe, Johnny Kerby, Bobby Gann, M. B. Hatfield, Carl Hatfield, W. E. Culley, Jimmie Price, Mr. and Mrs. H. F. Padget, Jr., D. H. Fisher, Avna Fisher, John Kaiser, James Ashford, Hoyt Herring, J. B. Risher, Lloyd Hopper and John Maness.

New Jersey to Set Up State B'dwalk Games Commissioner

TRENTON, N. J.—The New Jersey State Assembly voted 51-0 to establish the office of State amusement games commissioner at an annual salary of \$14,000 on Monday (16) before adjourning for its current term.

The commissioner, who has not yet been named by Gov. Robert B. Meyner, will regulate all amusement games along the boardwalks of the seashore resorts.

This position was created when the State's voters approved games of chance by a large margin. The new commissioner will be given a budget of \$100,000 to work with.

To Set Rules

He and his staff will be responsible for devising rules and regulations to supervise boardwalk amusement games of chance.

Actually, the commissioner will

operate under the State Department of Law and Public Safety and will come directly under the command of the attorney general, David D. Furman.

The bill will be sent to the State Senate for final adoption Monday (23).

Salary Slashed

Originally Meyner proposed a \$16,000-a-year salary for the commissioner of games of chance. But Assembly Minority Leader Alfred N. Beadleston (R., Monmouth County) insisted on cutting that figure by \$2,000 to \$14,000.

He explained that the Republican members of the Assembly would "consider \$14,000 a more reasonable figure." The governor went along with the suggestion.

In New Jersey a game of chance is usually considered any instrument, engine, apparatus or device having one or more figures or numbers on it and the operator has a chance of winning.

See Hike

The repeal of the ban on such games is expected to give the amusement machine industry a shot-in-the-arm financially.

"It will give us a chance of putting more games of more types in the shore resorts," said one Philadelphia operator. "We should gain a good bit by it."

Some of the games that will now become legal, for example, are Pokerino and Skillo. There are many others, however.

Governor Meyner did not announce when he would name a commissioner. It is expected to be forthcoming, tho.

Michael Malkin Named Sales Rep For Gen. Vending

BALTIMORE — Irving F. Blumenfeld, president of General Vending Sales Corporation here announced last week the appointment of Michael Malkin as sales representative for the distributing firm in North and South Carolina.

Malkin has just joined the General Vending organization. He hails originally from Newark, N. J.; is a graduate of National School of Recreation, New York; holds a degree from Upsala College, and did graduate work at New York University. At one time he was Community Center director for the Newark Board of Education, and served the American Red Cross as a director of recreation in India from 1942 to 1944. He moved to North Carolina after the war, was a music operator for five years, and for the past 10 years was a Seeburg distributor.

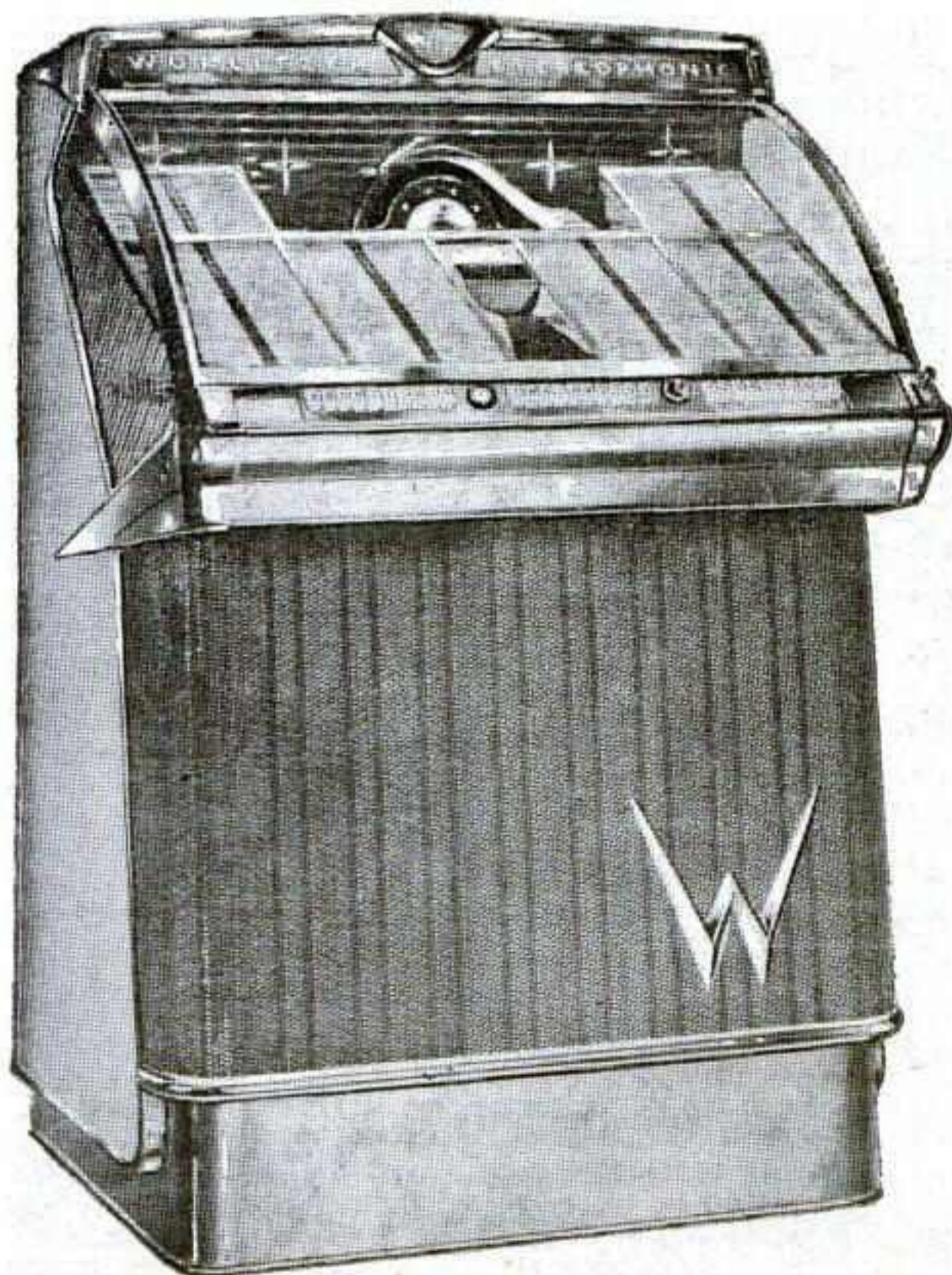
Malkin joins Herman Perin, who travels Virginia, and Herbert Golombeck, who covers Maryland and the District of Columbia, filling out the General Vending sales staff.

In addition to Blumenfeld, its president, General Vending has George Goldman as secretary and Harry Hoffman, treasurer. It's an outlet for Rock-Ola, Chicago Dynamic, Fischer, Games, Inc.; D. Gottlieb, Tusko, Williams and several lines in the accessory and supply field.



Michael Malkin

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STRONGEST LINE IN HISTORY

WURLITZER

Stereophonic-High Fidelity

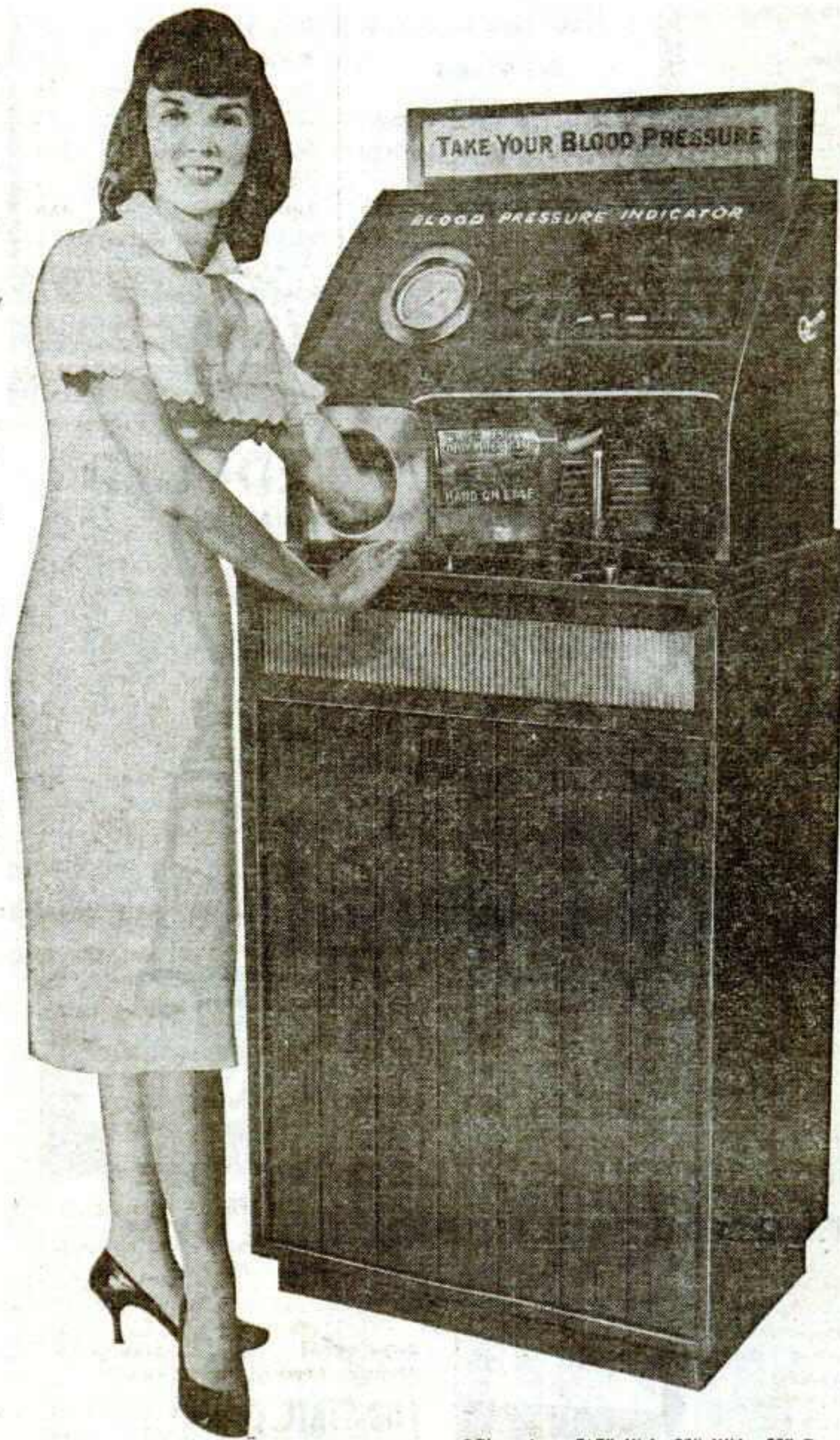
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Conventioners took their own blood pressure on
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Total attendance at the show was 7,500.

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Shopping Centers, Fairs, Carnivals, Amusement Parks, Trade
Shows, Conventions

COINMEN

in the news

South

IN MEMPHIS DOWN IN DIXIE: Clarence A. Camp, president of Southern Amusement Company, believes Police Commissioner Claude Armour should put a squad of police after coin machine burglars before January. "I don't want to be robbed out of business," said Camp, who knows that a big increase in burglaries will come between now and Christmas. Commissioner Armour, who said he is short of men, plans to put a special squad on the coin machine burglars after some new policemen he has in training finish schooling in January.

Alan Dixon, general manager of S & M Sales Company, hosted a number of operators from Memphis and the Mid-South last week at a showing of the new Rock-Ola phonographs. A report on who was there and what went on later. . . . Drew Canale, Canale Amusement Company, sat it out in the stands in freezing weather in Memphis recently to see University of Mississippi wallop Tennessee 37-7.

George Sammons, president of S & M Sales Company, and D. V. (Cotton) Pennington, head of the service department, were in Chicago recently at the Seeburg distribution meeting. . . . William Maddox, who was a salesman 10 years ago for Sammons, died recently in New Orleans. He was 46. He was an employee for Lynch-Zander Company, Seeburg distributor in New Orleans, at the time of his death. He suffered a heart attack.

Clarence A. Camp, president of Southern Amusement Company, and his general manager, Parker Henderson, were in Detroit November 21 and 22 to see AMI's new background music system. They flew up in the company plane, Henderson doing the piloting, and Camp, who also flies, as co-pilot. Camp, who has many other enterprises, has developed a flourishing background music business, Music Systems, Inc., in recent years.

Elton Whisenhunt

FROM FLORIDA: Ted Bush, Bush Distributing Company, still a sick man. Ted has been in St. Francis Hospital the past couple of weeks. . . . Ozzie Truppmann, general manager of Bush Distributing Company, and Joe Barton, manager of the Jacksonville office, off to California for a preview of the 1960 Wurlitzer. . . . Ed Leopold, Mellow Music Company, still laid up, but Morris Diamond, Diamond Music Company, recently operated on for a slipped disc, is out of the hospital and about ready to resume work on his music route.

Pete Flomtech, a native of Naples, believes in the future of his home town. Pete has recently opened an Arcade and the newcomer to the coin machine business, is doing swell. . . . Peter Gargano, Palm City Music Company, Fort Myers, still in Chicago making final arrangements so that he can hurry to sunny Florida. Marv Turner, veteran routeman for Palm City Music Company, is sure to welcome the assistance that Pete will render.

George Othem, Melody Music Company, St. Petersburg, is not one to just sponsor a bowling team. George seldom lets an opportunity go by that he is not bowling a few games. He has a more than respectable average of 212 to show for his enthusiasm. . . . Hoke Seymour, Seymour Music Company, St. Petersburg, spending his spare time polishing his new 23-foot cruiser.

Lucky Skolnick and Willie Blatt, co-owners of Music Makers, Inc., announced that they have sold their game route to Maxwell Marks and Herman Wand, who will operate the route under the name of Allied Automatic Company. Both are newcomers to the coin machine business. . . .



Willie Blatt

Jim Tolasino, Modern Music Company, sold his cigarette route to Pinellas Cigar Company. Jim operates one of the largest music routes on the West Coast of Florida. . . . Gene Lane, sales manager of Taran Distributing Company, is hoping he is as successful selling the new Rock-Ola as he was extracting promises from Doty Skolnick and Doris Shapiro. Each promised to make a noodle pudding and potato pudding, respectively. Gene says he can't lose on the deal, as he is crazy about both dishes.

Ed Mercer, Orange Blossom Amusement Company, Homestead, busy scouting around for a set-up of Mexican records. Ed is kept on the jump these days setting equipment in the farm labor camps that are now opening. Ed says that from the looks of things, this should be a much better season than last year.

Ronny Shapiro, Broward Music Company, also reporting that his farm labor locations are now swinging into action, and hopes the weather will be more favorable than last year. . . . Mel Schwartz, Mellow Music Company, has just become a father of a son, his second. Mother and son doing well.

Raoul Shapiro

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

GIVE TO DAMON RUNYON CANCER FUND

250 Attend Philly Show

PHILADELPHIA — There was an air of optimism around the showrooms of the Scott Crosse Company last week as they held the showing for Rock-Ola's Tempo II juke box for this area.

Almost 250 operators visited the showing from within a radius of 100 miles. Scott Crosse, which is headed by Abe Witsen, is Rock-Ola distributor for Eastern Pennsylvania, Southern New Jersey and Delaware.

The show opened Monday (15) and closed Friday (20) at the firm's showrooms here.

Greeting the visitors was Abe Witsen himself, along with his son, Bill, and a salesman, Roy Rogers. They treated everyone to sandwiches, pie and coffee.

"The first day is always a bad one for a showing," Witsen explained. "A lot of the fellows have to stay home and handle business that comes up over the weekend and cannot attend. Then, too, Monday and Tuesday is usually collection day for the operators in these parts.

"But nevertheless," he went on, "we had about 30 operators in here the first day. They really started moving thru about Wednesday and Thursday."

"And 'don't forget," son Bill pointed out, "we mailed out the announcements so the operators would get them only the Friday prior the showing. This is so they wouldn't throw the card away and forget it."

Witsen Sr. is of the opinion it won't take much effort to sell the new Tempo II. "After the first day alone of the showing, we were working on our December quota."

Among the local men to stop in were Mickey Friedberg, Ed Wilkinson, Bill Apple, Carl Annas, Max Mongiello, Stan Harris, Joe Levin and Herm Scott.

Out-of-towners included Nat Liever, Reading; Stu Reichard, York; Pete Reppert and Mel Mismar, Allentown; Tony Krutzick, Coaldale; Bill Beard and Ed Gavin, Phoenixville, and J. J. Smith and Larry Fazio, Norristown.

Audio Systems to Handle Seeburg B'kground Sales

BRIDGEPORT, Conn.—Formation of Audio Systems, Inc., with offices and plant at 181 Front Street, has been announced by Daniel J. Trivers, former head of Bell Television of Connecticut, Inc. Trivers will serve as president of the new company, which has taken over the sound division of Bell Television.

Alexander Fisher is treasurer and Arthur W. Schneider is secretary. With Raymond B. Rubens, counsel for the firm, they form the company's board of directors.

The sound division of Audio Systems includes engineered public address, paging and communications systems for schools, churches, industry and diversified users.

Audio Systems, according to Trivers, has been franchised as Connecticut distributor for the engineered sound division of Radio Corporation of America, providing engineered RCA sound systems, the newly developed RCA electronic laboratory equipment and closed circuit television. The firm also will represent the Seeburg Corporation in Connecticut for the sale and installation of background music.

MUSIC

Wur. 1500	\$125
Wur. 1550	150
Wur. 1650	195
Wur. 1700	295
Wur. 2000	425
Wur. 2200	575
Seeburg C 100	375

CIGARETTE VENDORS

National 950	\$ 90
National 9M	110
National 9ML	125
National 11ML	165
Goreffa, 9 col.	125
Lehigh, 10 col.	135
Lehigh, 12 col.	150
Lehigh, 15 col.	175
Keeney Elec., 9 col.	85
Eastern Elec., 22 col.	165
U-Select, 72 sel.	70
Smoke Shop, 18 col., new	300

UPRITES

Jumbo	\$525
Double Shot	295
Skeet Shot	325
Red Ball	375
Galloping Dominoes	Write
Saddle & Turf	125
Shawnee	395
Wild Cat	Write



M. S. GISSER Sales Manager

MIDWAY'S JOKER BALL with popular hold and draw features—Immediate delivery.

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

WURLITZER DISTRIBUTORS.

POOL TABLES . . . \$75

Jumbo Pools	\$ 95
6 Pocket Pools	165
14-Ft. Bowlers	\$225
C.C. Shuffle Rebounds	75
Keeney Bowlette	145
Un. Shuffle Targettes	125
Auto Bell County Fair	195
Bally Showtime	150
Bally Cypress	250
Squirt Guns	365
Chi Coin Star Rockets	375

BOWLERS

Bally Strike, large ball	\$265
Un. Jumbo, large ball	450
Chi Coin All Star Bowler, large pins	195
Chi Coin Blinker	225



Better Buys
4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

PRICES REDUCED

* PHONE COLLECT

Chi Coin Star Rocket (New)	Chi Coin Jet Pilot (New)
Kiddie Rides (New)	Chi Coin Ski Bowl

BALLY

Carnival Queen Beach Time	Cypress Gardens Miss America
---------------------------	------------------------------

Balling Practice

WILL ACCEPT BINGOS IN TRADE

REDD DISTRIBUTING CO., INC.
298 Lincoln St., Allston 34, Mass. AL 4-4040



New LUCKY HOROSCOPE
5c, 10c or 25c PLAY

- NATIONAL COIN REJECTOR in each chute.
- NOW has TWO coin returns and other new features.
- EASY TO LOAD.

Size: 18"x8"x6".
Shipping Wgt.: 20 Lbs.

GAME HOLDS APPROX. 1,000 NUMBERED TICKETS

MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Illinois
Tel.: Dickens 2-3444

ATTENTION, FOREIGN BUYERS

GOOD CLEAN BINGOS AND PINS

Immediate shipment, including packing and prices, F.O.B. on board

Show Times	\$150	Miami Beaches	\$ 70
Key West	120	Beach Beautys	70
Double Headers	90	Gay Times	55
Parades	90	Gaytys	50
Night Clubs	75	Beautys, Varietys, Big Times	each 50
Broadways	65	Bally Sportsmen	500
Keeney's Big Tents	175	Criss Cross	195
Rocket Ship Pin	200	Duette	75
Brite Star	250			

Marathon, \$115; Sea Bells, \$135; Gladiator, \$115; etc.

D. & P. MUSIC COMPANY
27 E. Philadelphia Street, York, Pa. Tel. 8-1846

SPECIAL!
CHROME SIDE RAIL MOLDING FOR BALLY BINGO GAMES \$5 PER SET OF 2.
 Write: **SUPERIOR SALES CO.**
 Room 6
 7855 Stony Island Avenue
 Chicago 49, Illinois

OUT SOON!
Valley POOL TABLES
... NEW for '60!
WATCH—WAIT FOR THE BIG "7" WITH THE TERRIFIC "12"!
VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)
 333 Merton St., Bay City, Mich. TWinbrook 5-8587

ATLAS . . . Best in Music and Vendors!
The All-New 1960 SEEBURG CIGARETTE VENDOR
 • MORE CAPACITY! 825 PACKS!
 • SAVE ON MATCHES!
 • AUTOMATIC "SWITCH-OVER" WHEN SOLD OUT!
 • MODERN STYLING—HIGH LUSTRE CHROME TRIM.
 • QUIET OPERATION

MUSIC
 SEEBURG V/VI 200 .. \$495
 SEEBURG 100-C 395
 SEEBURG 100B 295
 WURLITZER 2300-S.. WRITE
 WURLITZER 2000 495
 A.M.I. G-200 375
 A. M. I. E-120 295
 ROCK-OLA 1475 (200).WRITE
 ROCK-OLA 1448 (120) 435
 Reconditioned—Refinished

USED CIGARETTE VENDORS
 9-Col. DUGRENIER (Mechanical) \$ 45
 30-Col. CONTINENTAL 265
 12-Col. EASTERN 85
 10-Col. EASTERN 65
 8-Col. EASTERN 35
 9-Col. NATIONAL 95
 22-Col. EASTERN 145

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ATLAS MUSIC COMPANY
 A Quarter Century of Service
 2120 N. WESTERN AVE. CHICAGO 47, ILL. U. S. A. ARmitage 6-5005

Operator Designed! Location Proven!
IRVING KAYE'S CUE BALL
 The Newest Innovation in Pool Games.
 At last a real skill game that is a consistently high earner and is location tested.
 • 1-4 players • 3-minute play
 • 75" x 42"
 • 20c or 25c coin mechanism

GAME CAN EASILY BE CONVERTED \$79.95 TO JUMBO BUMPER POOL. For new SLATE TOP Only

FEATURES:
 Fluorescent Light Reflector. Slate Top & Top Quality Cloth.
 Formica Top Rails. Seven 5 1/2 oz. 2 1/4" balls. 4 Cue Sticks & Stick Repair Kit.
 Brush. Wooden Mushroom. Gally Colored Plastic Hole Liners. Recessed Scoring Markers. Live Rubber Rails.

Distributors: Some territories still available.
 Operators: If there is no distributor in your territory, write, wire or phone:
IRVING KAYE COMPANY, INC.
 1537 Bergen Street
 Brooklyn 13, New York
 PResident 4-8300



Midwest

WISCONSIN NOTES: An exodus of coinmen from Milwaukee was noted last week as the deer hunting season began. Among local hunters who headed north for the sport were Art and Ken Zastrow, routemen for Milwaukee Amusement Company. Their boss, Clarence Smith, and his teen-age son, Dennis, are due to head for a hunting lodge near Caldron Falls when they come back.



Leon Dinon

Leon Dinon, partner in H. & G. Amusement Company, and one of his routemen, Jimmy Jacobi, are tracking deer up around Rhinelander. . . . According to Ken Kulow, Kendou, Inc., the pressure for loans by locations has been stepping up in recent weeks. A new man has joined the Kendou, Inc., staff as a trainee. He is Travis Welch. Bossman Ken Kulow, one of the most avid golfers hereabouts, managed to sneak in his final round of the season last week. The next day it snowed and Ken thinks he might put the clubs away now.

Lieberman's Wisconsin One-Stop closed its doors Friday (13). Barney Kuehn, who managed the diskery, is hunting for a job. . . . Collections are holding up firmly at this time of the year, reports Clarence Smith, Milwaukee Amusement Company. Demand for stereo, he feels, has hit its peak. His firm operates about a dozen stereo spots.

Sam Cooper, Paster Distributing Company, informs that sales of AMI juke boxes and stereo conversion kits have shown recent improvement. "Most action on stereo," says Sam, "comes from operators in the larger cities, not the small towns and rural sections."

Harry Gromacki, partner in H. & G. Amusement Company, informs that the firm has just bought a new truck to use on the routes. Surprisingly, good action is being noted in some spots using Rocket Shuffle games. The Bally Heavy Hitter unit is also racking up improved receipts.

Jerry Albrent, Cisler Music routeman, has also taken a brief vacation to hunt deer up north. . . . Sam Hastings, Hastings Distributing Company, president of the Milwaukee Coin Machine Operators' Association, gave a report on the recent Chicago MOA-ASCAP meeting he attended. He made the report at last week's local association meeting, and followed up by passing around MOA membership blanks.

Disk shoppers at the Radio Doctors one-stop, according to Stu Glassman, included Ruth and Frank Sawajke, Sawajke Music, Beaver Dam, and Niles Gluth, Oshkosh. . . . Newest subscriber to The Billboard is, music-games operator, Fred Schmidt, Westfield, Wis. He covers locations in a 90-mile radius of this Central Wisconsin hamlet. According to Fred Schmidt he gets excellent action these days with gun games because the territory is loaded with deer hunters. Also good, he adds, are six-pocket and bumper pool games.

Benn Ollman

DETROIT TOPICS: George J. Litzan, who operated a route of bowling games as the Ace Amusement Machines, has moved to the East Side suburb of Harper Woods and is now in the building business. . . . Casper B. Lesinski is forming the C. L. Music & Coin Machine Company, with headquarters in Northeast Detroit.

James B. Hopper Jr., a newcomer to the coin machine business, is establishing a route of coin-operated pool tables, and will specialize exclusively in this field. He is pioneering for the industry in a new type of locations—pool tables in churches. He reports that they meet with much interest when placed in church social halls.

The C. K. Music Company, formerly operated by John Koutoulaskis, is being taken over by a family partnership, including his father, Chris, and the latter's two sons, Frank and George. Headquarters have been moved to the East Side. Chris, Frank, and George, are also forming the C. K. Vending Company, to operate the cigarette vending route formerly operated by the father alone, who also has the Victory Annex Cafe downtown. John remains associated with the business.

Robert E. Fitzpatrick, who recently formed the Spartan Vending Company, is incorporating the firm with a Michigan charter and capitalization of \$50,000, with common stock issued at \$1 par value. The firm is in the coffee vending field and may expand into other lines.

Norman P. Nowak, of Variety Vendors, Inc., which operates penny peanut machines in addition to other vending activities, reports the company is replacing equipment regularly and expanding gradually in major vending fields. They have kept so busy that the principals of the firm have been unable to take a vacation for the past year.

George Wilson, of Wilson Vending Company, leading bulk vendor, is back from the NAMA convention at Chicago and is pre-

every conceivable kind of
EQUIPMENT, SUPPLIES AND SERVICES
 has been sold in The Billboard
WHAT DO YOU HAVE TO SELL? Write Box 646, 2160 Patterson St., Cincinnati, Ohio

THIS IS THE SALE of All SALES Phonographs
 All Thoroughly Reconditioned

ROCK-OLA

1475	Write
1468	Write
1458D	\$545
1454 (120 sel.)	475
1448 (120 sel.)	425

SEEBURG

A's (100 sel.)	\$125
B's (100 sel.)	345
C's (100 sel.)	275
V (200 sel.)	375
VL (200 sel.)	475

WURLITZER

1800 (104 sel.)	\$375
1900 (104 sel.)	445
2000 (104 sel.)	495

AMI

D (80 sel.)	\$195
E (80 sel.)	225
F (120 sel.)	400
C (80 sel.)	395
G (120 sel.)	445
C (200)	395
I (200) (Monaural)	705
I (200) (Electric)	775

SPECIAL OF THE WEEK

Rebound Shuffles	\$ 85.00
Coon Hunts	65.00
Bang-O-Rama	75.00
Keeney True Seal 14'	155.00
Rocket Ship	125.00

SCOTT CROSSE CO.
 1423 Spring Garden St., Phila. 30, Pa.
 RIttenhouse 6-7712
 Exclusive Dist. for Bally in E. Pa., and Rock-Ola in E. Pa., So. Jersey and Del.
 Branch: 1101 Pittston Ave. Scranton, Pa.

THE BEST FOR LESS!

2200's, 2100's, 2150's
 2000's, 2204's, 1900's
 Large stock of 5205
 Wallboxes..... **\$27.50**

SEEBURG

Model C	\$285
VL	395
V200	345
K. D.	545
200 Sel. Wall Boxes	\$2.50

AMI

C200	\$395
C	40
E-120	225
H-200	595

ROCK-OLA

1432, 45 RPM	\$ 85
1434	145

BINGOS

Miss America	\$200
Boach Time	295
Key West	125
Show Time	165
Cypress Gardens	265
Big Time	65
Big Show	95

UPRIGHTS

Circus, Remote Control	\$125
5-BALLS	
Turt Champ	\$195
Dragonette	75
Star Pool	55
Smoke Signal	70
Balls a Poppin'	85
4 Star	30
Guys & Dolls	55
Hawaiian Beauty	75
Peter Pan	85
Brite Star	255

ARCADE

C.C. Rocket Shuffle	\$115
C.C. Rebound Shuffle	65
Voice-O-Graph	125
Seeburg Bear Gun	85
Telequiz	65
Bally A.B.C. Lane	325
C.C. Bowler	325
United Chief Shuffle Alley	55
Williams Ten Strike	145
C.C. Red Pin Shuffle	495
C.C. Ski Bowl	85
Un. Imperial Shuffle	95
6-Pocket Pool Tables	145

Call, Write or Wire
 Direct all inquiries to Indianapolis Office.
 Export inquiries invited.

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 Indianapolis, Ind. Cincinnati, Ohio
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FAMOUS DAVIS 6 POINT GUARANTEE

SEEBURG

100 W\$435
 HF100C 450
 HF100R 510

AMI

G200, with conversion unit\$375

WURLITZER

1500\$ 99
 1550A 139
 1600 149
 2000 395
 2150 449
 2200 595

CIGARETTE VENDOR
SEEBURG MARK II \$179.50

Terms:
 1/3 Deposit Required.
 Cable Address:
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 Exclusive Seeburg Distributors

738 Erie Blvd., East
 Syracuse 3, N. Y., U.S.A.
 Phone GRanite 5-1631

paring to add to his route. He bought supplies at the meet, but no machines, returning with a pile of literature for study before buying.



Carl Angott

He plans to buy additional bulk candy units, and may extend his operation into other fields of vending.

Carl Angott, head of Angott Sales Company, was in Saginaw on a brief business trip. . . . Marvin Blank, of J. G. Music and vice-president of Music Operators, Inc., has been trying to schedule a vacation trip, but with business as it is, figures he won't make it. . . . Joseph Palazzola, who operates a juke box route under the name of Jay Pee's Music Vending, formerly on East Outer Drive in Detroit, has moved to Kelly Road in the Northeastern suburb of Roseville. Hal Reves

OUT MINNESOTA WAY: Double congratulations are due Harold Lieberman, head of Lieberman Music Company, Minneapolis, on the announcements of his son's and daughter's engagements. Son Stephen, a graduate of Harvard University, is engaged to Sheila Halper, of St. Paul. She is associated with the St. Paul school system and is a University of Minnesota graduate. Daughter Sandra is engaged to Harold M. Okinow, also of St. Paul. She attended University of California at Berkeley and was graduated from the University of Minnesota. Her wedding is scheduled for December, Stephen's for early spring.

Instead of throwing out some 2,000 unusable rock and roll records, Station KSTP, Twin Cities, had them put into special envelopes so that staffers could hand them out to kids on Halloween. The message on the envelope read, "Here is a record we can't use. Maybe you will enjoy listening to it (alho we can't guarantee that your parents will)."

An old-time music maker, containing the equivalent of 25 instruments, including a set of drums, was part of a collection of coin-operated music devices which won the sweepstakes award at the Central Lions Club annual hobby show for Mr. and Mrs. Steve Radjenovitch, of Minneapolis. Event was at the Minneapolis Auditorium November 13-15. . . . Ralph Arms, bulk vending operator, has moved to new quarters at 1822 East 38th Street, Minneapolis.

Jack Karter, head of Midwest Novelty Company, St. Paul, celebrated his daughter Joan's confirmation (bar mitzvah) November 13 at Sons of Jacob Synagogue, St. Paul. He and Mrs. Karter held open house the next night in her honor in their home. . . . Marvin Doerr, partner in L & M Sales Company, Minneapolis, was deer hunting near Northome, Minn. He and six friends bagged seven deer.



Lou Rubin

Altho sub-zero temperatures kept some operators close to home, a few that braved the cold were Harold Knudson, Moorhead; Chet LeDoux, Virginia; Stan Baeder, New Rockford, N. D.; Bruce Windhurst, Aberdeen, S. D., and Stan Woznak, Little Falls. . . . Lou Rubin, of Lieberman Music Company, is back from a vacation in Las Vegas. . . . C. B. Ross, service engineer for Wurlitzer, was at Sandler Distributing Company, Minneapolis, for a week. . . . Wisconsin operators who were deer hunting include Mike Young, of Soldier's Grove, and Glenn Bischel, of Chippewa Falls. . . . Ellingsworth Supply Company, Minneapolis, headed by Leo Ellingsworth, was named a new distributor for Victor vending machines. The firm is one of 11 new district distributors named. . . . Vera Foster, a veteran in the industry, is working for Ray Brown, operator of Murray M. Kirschbaum, Inc., Minneapolis one-stop.



Vera Foster

Lee Johnson, formerly assistant to the president of Canteen Company of Minnesota, Minneapolis, has been promoted to general manager of the firm and will concentrate on the operating end of the business now. He recently accepted the chairmanship for the second year of the 1960 "Music Under the Stars" concerts presented by the Minneapolis Junior Chamber of Commerce in the Bloomington Stadium during the summer. Other members of the firm working on the concerts are Dean Johnson, personnel manager, and Tom Kirchmaier, director of customer relations.

West

DENVER DOINGS: Miniature Ford passenger cars are being added to the miniature Ford station wagons used as service vehicles by Century-Supreme Music Company. Owners Glen Pierce and Frank Huber are thoroly sold on these convenient, gas-saving small cars which will be used for personnel transport. . . . Huber and Pierce have reported installation of their sixth stereo phonograph since the new double-channel equipment was introduced to the market. Both men are thoroly sold on stereo, and many of their installations have been patterns for similar ones elsewhere in the area.

Paul Scott, phonograph operator from Lander, Wyo., visited distributors thruout Denver during late October. Wyoming operators, almost to a man, report an exceptionally good fall season, with thousands of hunters converging on game preserves which dot most of the State. . . . Collections in both music and amusement machines are hitting an all-time low at Pueblo, Colo., 115 miles south of Denver, reports Sam Salardino, of Sali Music Company. The long steel strike, which has idled at least 35 per cent of the city's population, has continuingly cut play in every category. Literally hundreds of former topnotch locations are showing "minimum returns," according to Sali Music Company.

Visiting Draco Sales Company, operator Jack Wells, Rawlins, Wyo., reported the loss of a phonograph in a recent restaurant fire.

Paul Miller, operator who headquarters in Glenwood Springs, Colo., reports that while Glenwood Springs actually attracted less tourists during the 1959 Rush to the Rockies centennial, volume on

(Continued on page 99)

ROCK-OLA
 for 1960 PRESENTS
THE WORLD'S FINEST
Phonograph
Tempo II

- * with a whole new concept in sound engineering
- * with true flexibility to fit any type of location
- * with "Location Engineered" features for fuller profits

COME IN AND SEE IT TODAY AT...

MUSICAL SALES COMPANY
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WORLD WIDE SLASHES PRICES ON ALL LATE MODEL PHONOGRAPHS

GUARANTEED in A-1 CONDITION!

ROCK-OLA 1475—200 Sel.	Write
SEEBURG 201	\$795
SEEBURG 161	775
ROCK-OLA 1465—200 Sel.	625
ROCK-OLA 1458—120 Sel.	545
ROCK-OLA 1455, D-200	495
ROCK-OLA 1455, S-200	475
ROCK-OLA 1454—120 Sel.	475
ROCK-OLA 1448—120 Sel.	425
SEEBURG HF-100C	395
SEEBURG M-100B	275
WURLITZER 1550	155
ROCK-OLA 1446—120 Sel.	345
SEEBURG HF-100R	495
A.M.I. H-200	645
A.M.I. G-200	425
A.M.I. G-120	425
A.M.I. G-80	375
WURLITZER 2000	375
SEEBURG V-200	375
SEEBURG M-100C	325
SEEBURG M-100A, 45 RPM	125
WURLITZER 1500	145
ROCK-OLA 1436	125

DON'T DELAY! CALL COLLECT—TODAY!

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address: "GAMES," Chicago
 Terms: 1/3 Deposit, Balance Sight Draft.

WORLD WIDE DISTRIBUTORS, Inc.
 Chicago 47
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GIVE TO DAMON RUNYON CANCER FUND

JUKE HITS THE BOONDOCKS

Wis. Distrib Takes 'Showing' To Ops Via Station Wagon

MILWAUKEE — Cold weather and the deer hunting season combined to hold down attendance at the Badger Novelty Company's unveiling of the Rock-Ola Tempo II, November 15-21. Despite the undersized turnout, sales manager Orville Carnitz said that the new machines are earning an excellent operator reception all over the area.

"We aren't depending on our showroom display here to put the Tempo II over," he says. "Our road man George Klamm is busy out in the territory making the rounds of operators. He is showing the new units to more operators each day than we see here. And

he is writing a lot of business, too."

According to Orville Carnitz, the 200 play Tempo II, model 1485 has been proving very popular with Milwaukee operators and others in the Southern part of the State. "The up-State music operators who cover the small towns, claim that the 120-play unit suits their needs better," he says.

Compact Feature

Earliest reactions from operators, says Orville Carnitz, indicates that the compactness of the new Rock-Ola models is the feature they most appreciate.

Discussing the importance of distributor unveilings of new models, Orville Carnitz claims "Shows aren't as important to the distributor as they used to be a few years back. We no longer depend on our displays of a new model to get a big volume of sales. Of course, we are always happy when operators stop in to look over the new models. But, we can't realistically expect the operators to drop their work and travel hundreds of miles to come here for a

trade showing. Especially when the weather is bad and they have the alternative of going deer hunting. We have always made it a practice to go to the operators; instead of waiting for them to come to us."

Bring to Door

Badger Novelty Company uses two specially equipped station wagons to bring their showroom to the operator's door. No advance appointments by letter or telegram are arranged. "We use the phone," explains Orville Carnitz. "When we hit a territory we phone the operator's office or home, to find out if he is in. If he is available, we drive right over and show him the new machine. The operators seem to appreciate this personal method.

Lavish "open house" events are no longer needed to introduce a new juke box, claims Orville Carnitz. "The days of wining and dining operators to get them to sign on the dotted line are gone. Today, either you have what the operator needs, or you don't. They can't be stampeded into buying just because you throw a big shindig; they buy a machine when they need one."

A partial list of operators who signed the roster during the early part of the week included these out of towners: Martin Oberdiek, Oberdiek Music, Horicon; C. G. Stoll, Stoll Music, Waupaca; Robert Zore, Sheboygan Coin, Sheboygan; Nelson C. Tompkins, Tompkins Coin Machine, Manitowoc, and Laddie Stienhoff, Ken Rae Novelty Company, Kenosha.

Local operators: Eddie Tarman, Tarman Amusement; Arnold Jost, Jost Novelty Company; James Stecher, Novelty Service Company; James Basile, Kemo Novelty; Harry Cisler, Cisler Music, Kewpie Novelty Company and Bill Dykes.

BALLY BOASTS ENOUGH EQUIP'T TO FILL ARCADE

CHICAGO—Bally Manufacturing Company, taking stock of its current amusement line, concludes that there's enough different types of units to equip a modern Arcade. Included are Challenger Bowler and Monarch Bowler, providing ball-type and puck-type play, respectively; the Lotta-Fun high-score pin game, the County Fair pinball; Bally Targets, gun game; Six-Pocket Pool table; Moon-Raider and Spook-Gun target games, and the following kiddie rides: Pony Twins, Fire Chief, Little Champion, the Champion, Model T, Speed Queen, Toonerville Trolley and Western Express.

Steel Return Doesn't Hike Music Takes

GARY, Ind.—Two weeks of resumed steel operations after the four-month strike have brought no appreciable improvement in juke box collections, according to Victor H. Ostergren, president of the Automatic Equipment and Coin Machine Operators Association of Indiana.

"On the contrary," said Ostergren, who is a Gary operator in his own right, "collections have dropped a little since the end of the strike."

While most of the strikers have been called back to their jobs at the local plants of the United States Steel Corporation, the first of the pay days when all of the employees will receive full wages is still some weeks away.

Ostergren thinks that Gary operators will probably feel the effects of the strike for a year.

Other Gary operators believe that the first signs of improvement may be discernible after the first of the year.

The steel workers union called off the strike on November 7 after a United States Supreme Court decision upholding the Taft-Hartley Law. The 80-day injunction period will expire in the latter part of January when, in the continued absence of a negotiated settlement, the workers could resume the strike.

"This uncertainty is not helping our business, to say the least," Ostergren said. "Nor is it promising of any quick improvement."

The Association met in Gary Monday (16).

MONY Electing Officers Nov. 24

NEW YORK — The Colonial Room of the Hotel Park Sheraton will be the setting for the general election meeting of the Music Operators of New York Tuesday evening (24). The meeting will get underway at 8:00 p.m. with close to 100 members expected to attend.

A feature of the affair will be the presence of State Senator Thomas J. Mackell, of the Ninth Senatorial District in Queens County. Mackell will install the slate of officers as a part of the ceremonies.

Teen Party Plans

Continued from page 86

In other business at the meeting, it was noted that the entire membership of the Westchester Operator's Guild had joined the public relations committee, bringing the membership total to 134. There was also a discussion based on the continuing importance of getting increased membership.

A copy of a letter-folder which is being mailed to all operators thruout the State regarding financial support of the Cardinal Spellman Servicemen's Club Christmas program was also shown. The letter, signed by Al (Senator) Bodkin, notes that, "Since, thru the efforts of New York State's coinmen, we now have an organization to support this type of charity, we have decided to include the Cardinal Spellman Servicemen's Club as an activity of the public relations committee."

On the other side of the folder is a letter appealing for assistance from the Very Reverend Msgr. John P. Kelly, executive director of the servicemen's club, to coinmen. Inside are a number of photos showing service personnel enjoying the club's numerous facilities.

With these two excellent projects well under way, it was decided to push them to completion with vigor before tackling other projects and the problem of a continuing source of funds for the committee's work. Bodkin assured the committee, however, that the work of the budget committee and program committee would proceed no later than the first of the year.

Attending the meeting were Rodkin, Nash Gordon, George Holtzman, Meyer Parkoff, Carl Pavesi, Amelia McCarthy, Joe Orleck, Marty Toohey, Dick Wilson and Ren Grevatt. Early in the meeting, Msgr. Kelly also was in attendance and spoke briefly regarding the Canteen project.

YOUR NAME ADDRESS CANCER % YOUR LOCAL POST OFFICE Give to the AMERICAN CANCER SOCIETY

MUTOSCOPE PIONEERS AGAIN! REVOLUTIONARY '60" PHOTOMATIC Nothing Like It Before! CAN BE SEEN AT BOOTH 176 NAAPPB SHOW HOTEL SHERMAN, CHICAGO, ILLINOIS NOV. 29-DEC. 3

N. ILLINOIS, N. INDIANA, IOWA OPERATORS... ORDER NOW! GOTTLIEB'S NEW 2-PLAYER MADMOISELLE DRESSES UP LOCATIONS! STIRS UP ACTION! FILLS UP COIN BOXES! Immediate Delivery!

WEEKLY SPECIAL! Gottlieb 1-PL. HI-DIVER... \$235

GOTTLIEB 5-BALL GAMES SHINDIG, 1-Pl. 45 GOLD STAR, 1-Pl. 75 LADY LUCK, 1-Pl. 75 SCOREBOARD, 4-Pl. 95 TREADOR, 2-Pl. 125 SEA BELLES, 2-Pl. 135 WORLD CHAMP, 1-Pl. 135 FAIRLADY, 2-Pl. 145 ROYAL FLUSH, 1-Pl. 145 STRAIGHT FLUSH, 1-Pl. 185 CONTINENTAL CAFE, 2-Pl. 185 CRISS CROSS, 1-Pl. 195 ROCKET SHIP, 1-Pl. 200 ROTO POOL, 1-Pl. 225 SUNSHINE, 1-Pl. 245 STRAIGHT SHOOTER, 1-Pl. 250 DOUBLE ACTION, 1-Pl. 315 RACE TIME, 1-Pl. 325 CONTEST, 4-Pl. 395

NATIONAL COIN MACHINE EXCHANGE 1411-13 Diversey Chicago 14, Ill. BUckingham 1-8211

KEEP ROLLING with FIRST SERVICE! Now Delivering Chicago Coin's NEW 8-FT. FOUR GAME BOWLER 4 GAMES IN 1 1. REGULATION 2. FLASH-O-MATIC 3. LITE-O-MATIC 4. RED PIN SCORING NEW GAMES Auto Bell's GALLOPING DOMINOES Bally COUNTY FAIR Bally CHALLENGER Bally CLUB BOWLER Gottlieb MADMOISELLE Keeney BIG '3" Keeney BIG DIPPER Keeney TOUCHDOWN United 3-WAY SHUFFLE United LEAGUE BOWLER Wms. CLUB HOUSE Valley 6-PKT POOL Kaye 6-PKT POOL Bally 6-PKT. POOL IMPORTERS! SEND FOR YOUR FREE COPY OF OUR 56-Page COIN MACHINE CATALOG

NEVER BEFORE SUCH SMASHING PRICES BINGO GAMES GUARANTEED To Look Like New and Work Like New.

- 1-Bally Night Club...\$75.00 5-Bally Beach Club...@ 40.00 2-Bally Miami Beach...@ 70.00 2-Bally Hi Fi...@ 35.00 4-Bally Big Time...@ 60.00 1-Bally Broadway... 70.00 2-United Star Dust...@ 60.00 1-United Starlet... 50.00 1-United Hawaii... 30.00 KEENEY UP RIGHTS 4-Keeney Big Tent, Deluxe...@ \$275.00 Keeney Round Up, New. Write FIVE BALL GAMES

- 1-Gottlieb Gladiator...\$110.00 1-Gottlieb Straight Shooter... 210.00 1-Gottlieb Sifting Pretty... 225.00 1-Gottlieb Roto Pool... 215.00 1-Gottlieb Ace High... 115.00 1-Gottlieb Classy Bowler... 115.00 1-Williams Ten Strike... 125.00 1-Bally Carnival... 110.00 1-Bally USA... 165.00 1-Midway Red Ball... 300.00 1-Games, Inc., Post Time... 110.00

WILLIAMSPORT ELECTRONIC & TV CO. 233 W. Third Street, Williamsport, Pa. Phone: 2-3326 or 2-1648

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

FIRST COIN MACHINE EXCHANGE Joe Kline & Wally Finke 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

Mid-South Ops At S&M Show

MEMPHIS — S & M Sales Company, Rock-Ola phonograph distributor in the Mid-South, exhibited their new Tempo II line of stereophonic machines at a showing last week at the company offices.

Several dozen Memphis and Mid-South operators attended, as did a number of service and route men from the various Memphis juke box companies.

Alan Dixon, general manager of S & M, reported a "very encouraging reception" of the new line by operators and he expected success in his coming sales campaign.

Dixon said attendance was very good for the weather, but would have been better had it not been so cold and raining on Monday (16), one of the main days of the showings. Temperatures both Monday and Tuesday were below freezing.

Tuesday was also a main day, and the machines were exhibited and explained the rest of the week.

Buffet lunch and refreshments were served Monday and Tuesday. Included was baked turkey, ham, cold cuts, cheese, corned beef, potato salad, olives, pickles, coffee, milk and other cold drinks.

Attending were these Memphis operators:

Drew Canale, Canale Amusement Company; Guy Canipe, Canipe Amusement Company; John Novarese, Poplar Tunes Music Service; Jake Kahn, Tri - State Amusement Company; Stanley and Rose Werner, Dixie Music Company; Jimmy Rutledge, manager of Ace Music Company; Charles Curtis, manager of Rainbow Amusement Company.

These Mid-South operators attended:

Joe Michie, Day Amusement Company, Blytheville, Ark.; M. L. Armstrong, Armstrong Amusement Company, Brinkley, Ark.; Lloyd Barber, Barber Music Company, Forrest City, Ark.

C. E. Tolliver Jr., Tolliver Amusement Company, LePanto, Ark.; Floyd Williams, Williams Amusement Company, Stuttgart, Ark.; Dock Seale, Seale Music Company, Tchula, Miss.; Alex Allegrazza and Johnny Allegrazza, Ace Amusement Company, Shaw, Miss.; Bill Utz, Covington Amusement Company, Covington, Tenn.

Albert Butcher, Butcher Amusement Company, Dyersburg, Tenn.; Odean Craig, Craig Amusement Company, Ripley, Tenn.; Roy Morris, Morris Music Company, Somerville, Tenn.; Bill Dawson, C & D Amusement Company, Hayti, Mo.

J. L. Puckett, Puckett Amusement Company, Lambert, Miss.; Thurlow Kemp, Kemp Music Company, Mountain View, Ark.;



CUE BALL is the new Irving Kaye Company novelty pool game recently introduced (The Billboard, November 16). It offers a different style of play popular many years back, which, according to Kaye, should stimulate action on locations.

Rock-Ola Intros

Continued from page 86

Twins" stereo speakers (Model 1620), matched to the phonograph. Each measures 12½ inches deep, 27 inches wide and 16½ inches high.

Wall Speaker

Model 1621 high-fidelity extension wall speaker, is an eight-inch PM speaker with matching transformer and separate volume control. Designed especially for corner-type installations, it is 12 5/16 inches deep by 16½ inches high and 14 inches wide.

Model 1555, dual purpose wall box for either 200 or 120 selections, adapts to either selection system with a simple flip of a switch.

Accessories include the Model 1950 remote volume control unit for both monaural and stereo play, which has a 60-foot cable. The Model 1941 universal wall box bar bracket will take any Rock-Ola wall box of either 200, 120 or 50-selection type.

Hide-Away

For the hide-away type location, the Model 1470 stereo all-purpose Playmaster (200 selections), can be combined with the Model 1555 wall box, the Stereo-Twin speakers and Model 1950 remote control. It's available in walnut-finished cabinet.

Rock-Ola distributor showings of the Tempo II were held earlier in New York, Atlanta, Dallas, San Francisco and Chicago. Operator showings thruout the country began early last week.

Joe McDaniel, McDaniel Music Company, Jackson, Tenn.; Clarence Spain, Spain Amusement Company, Tunica, Miss.

A number of service and route men from the Memphis companies also attended.



Continued from page 97

both phonograph and amusement machine routes was up. A bright spot on Miller's routes has been the creation of an air service into Aspen, Colo., now the world's No. 1 skiing center, which will bring in many more people who shied away from the drive over icy mountain roads to reach the skiing center from Denver. Almost 100 miles of mountain driving has been eliminated by the direct air route.

Tony Lucero, Denver suburban operator, has returned to his Lakewood headquarters, following an emergency trip to Los Angeles, where his mother has been seriously ill.

Unseasonably early bad weather has slowed down collections sharply, according to Apollo Music Company. Constant sleet and deep snow, mixed with periods of unexpectedly warm weather, apparently made a lot of people "decide to stay home," Dan Keyes, of the Apollo management, indicated.

Visiting Denver distributors from his mountain stronghold at Monte Vista, Colo., was Howard Hold, a former partner in Draco Sales Company, Wurlitzer distributorship here. Hold, who surprised everyone by choosing a remote central mountain location for his routes, had "no complaints about business whatsoever."

Gus Brown, of Frontier Music Company, is busy building up his locations for the winter months, acting on the theory that a greater spread of equipment in as many locations as possible will offset what is expected to be a generally "tight money situation" in the Denver area.

The government tax of \$250 on bingo games was the prime subject as members of the Colorado Music Merchants met during late October. With some 35 members on tap, the meeting was devoted to a discussion of how such tax matters have been handled in other States, plus practical ways and means by which the Colorado group can offset it. Results were termed definitely "inconclusive" by Pete Geritz, association executive.

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD

COMPLETELY RECONDITIONED AND GUARANTEED

UPRIGHTS

Games Inc. Skeet Shoot	\$275
Games Inc. Super Hunter	275
Games Inc. Double Shot	285
Genco Silver Chest	50
Auto Bell Play Ball	265
Bally Sportsman	425

BOWLERS & ARCADES

Bally ABC Bowling Lanes, 14'	\$225
Bally Strike Bowler, 14'	265
Bally Lucky Alley, 14' (like new)	645
Bally Big Inning, 10c (3 for 25c) free play	295
Bally Heavy Hitter—free play	395
United Bowling Alley, 14'	225
United Team Bowling Alley, 18'	265
Williams Shamrock (2 Pl.)	95
Gottlieb Majestic (4 Pl.)	275
Gottlieb Falstaff (4 Pl.)	295
Bally U. S. A.	225
Bally Circus (2 Pl.)	125
J. F. France Kicker & Catcher	29.50

MUSIC

AMI C-40 (45 RPM)	\$ 75
AMI D-40 (45 RPM)	125
AMI D-80	195
AMI F-80	325
Seeburg KD-200	595
Seeburg V3WA (200 sel. Wall Box)	95
Wurlitzer 1900	445
Wurlitzer 2000 with Speed Program Holder	495
Wurlitzer 2104	545
Wurlitzer 2204	645
Rock-Ola 1436 (120 sel.)	125

Bally and United Bingos Call or Write Rush deposit to:



Orbit 1 to 7 Rockets...

WITH Williams ROCKET

5-BALL

1. Select-a-Rocket by shooting ball into one of top pockets.
2. Count Down in sequence of 5-4-3-2-1 by landing balls into either of two center pockets, or by hitting targets.
3. Fire selected Rocket by hitting one of "fire" bumpers

Orbit any 3 Rockets in succession for "Special"

ROCKET

WILLIAMS
ELECTRONIC Mfg. Corp.
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WHEN YOU BUY A 5-BALL—BUY THE BEST—BUY WILLIAMS

JUKE BOX OPERATORS:

The best of the hottest records—in stereo and monaural

What top artists have recorded what songs in STEREO? What are the latest hits of the top artists? What all-time favorites have they recorded? What million-sellers? To get all the answers...

Be sure to Read... and Use... and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide—a special slick-stock section of the December 14 issue.

They Switched Vender Routes

• Continued from page 82

cent capsule, vending mostly costume jewelry.

BINGO GAMES

Clean, Ready for Location!

Beach Time ...	\$295
Cypress Gardens	265
Sun Valley ...	210
Miss America ..	180
Show Time	135
Key West	115
Night Club	80
Big Show	80
Broadway	75
Miami Beach ..	70
Gay Time	65
Gayety	50

1/2 deposit—write to

SUPERIOR SALES CO.

7855 Stony Island Ave.
Chicago 49, Illinois

Citing the supermarket as an example, Sandish claims "people will buy what they don't normally go after. If they see a large variety, chances are they'll buy more."

Machines and refills are purchased from Ridge Gum Company, Parma, O.

Machines are serviced on the average of once every six weeks. Sandish does the servicing himself and refilling is either done at the location or the entire machine is exchanged, wherever possible. When necessary, machines are taken out of the store for repairs and cleaning. When the vendors are on stands, he just refills. Where single installations are on counters, the entire machine is exchanged.

Carries Some Full

Sandish's average route consists of 20 to 25 stops. He takes along about 15 full machines for his single locations and carries refills for the rest on his regular service calls.

Servicing records are kept in a large route book. Data recorded for each location includes date of servicing, condition of the machine or machines, what percentage had been vended, amount of collection and the commission paid out.

Usually, Sandish doesn't solicit locations while servicing routes. Whenever he has some free time, he canvasses to find new locations, looking for the right kind and amount of traffic, proximity to schools, how many machines already are in the stores and type. He never places a machine of the same type that a competitor already has in a location.

Shows Photos

When soliciting new locations, Sandish carries along photographs of his units and the different fills and cites examples of what other

comparable locations are doing. Commissions are paid on the basis of 25 per cent of gross.

He does no point-of-sale advertising, feeling that the appearance of his machines and the diversification in fills create the necessary eye-appeal to promote on-the-spot sales.

Sandish's biggest problem, like most bulk vendors, is winner balls, since he cannot compete with the higher commissions offered the store owners by winner ball operators.

Winner Balls Hurt

In some instances, he has lost machines when the authorities have outlawed winner balls in a location where he also had a machine and the store owner, failing to comprehend the distinction between winner balls and other fills, would have all the bulk vending machines removed. He has encountered this problem thruout the State.

Sandish intends to expand his operation in the near future within Ohio only, claiming that the State has ample opportunity, obviating his fanning out into neighboring States. However, before expansion is initiated, he will continue to relocate his machines. Right now, he feels he has enough machines for a profitable operation, but that some of the locations still could be improved. However, it is planned to add more machines as expansion takes place.

Bulk Banter

• Continued from page 84

Mel Catlin reports that an increasing number of bulk vendors are having success with his line of penny Walnettos and Choclettos.

Retired blind vender **George Card**, Madison, recently travelled to St. Louis, where he delivered a speech. Card is active in behalf of blind people's organizations.

Reports From Mid-South Area

• Continued from page 83

not a great deal. I would estimate the increase at 5 to 10 per cent.

"It is high now because this is the best season of the year—the cotton harvest season when more money is in general circulation in the Mid-South area.

"I do not find that any special type of location is responsible for business being up. All are steady. Of course, the best locations are those which have the most foot traffic.

"I do not think that any particular fill is doing better than others. One type, for example—large ball gum, is good at one type location, whereas small gum and charms are better at another,

"In some areas where there are not many children, I use a higher grade of gum to get the adult trade. Correspondingly, in areas with many children, the charms go best. It is a trial and error matter; you use the type fill that goes best at a particular location after finding out which is most popular there.

"Using a better grade of charms cuts the profit, of course. It will increase collections, yes, but the profit is reduced. It is a vicious cycle.

"The only thing I know to boost business is to put out more machines at the best possible locations and build up your gross revenue and, in turn, your profit.

"What concerns me is inflation. Operating expenses have continued to increase over the years, and we are selling our product at the same price we've sold it at for 20 years. There is no solution—I don't think a 2-cent gum machine would be the answer.

"All we can do is pray that inflation will be curbed and the dollar regain some of its lost value."

THOMAS:

"Collections are about the same for the first 10 months this year as for the same period in 1958. We have no peculiar conditions in our area. Business here is generally the same as business in other cities of this size.

"The success of your operation depends on the amount of foot traffic at the location. The more it is, the more your revenue.

"As for the fill we use, that is a constantly changing thing, depending on what goes best at the location from time to time. I do not think ball gum goes better than smaller gum charms. Both are equally popular.

"We have some good locations which have four machines on a stand, usually at a supermarket. Three are 1-cent machines and the other is a 5-cent capsule machine. The 1-cent machines all sell about the same, whether it is a better quality gum, or smaller gum and charms."

Wurlitzer Adds Electronic Engr.

NORTH TONAWANDA, N. Y.—Dr. Karl F. Hartmann has joined the engineering staff of the Wurlitzer Company here as chief development engineer in the Military Electronics Engineering Department. Creation of the new position was announced last week by A. D. Arsem, manager of engineering and research for the company.

Dr. Hartmann's activities at Wurlitzer will be concerned with the growing military programs in the fields of underwater weapons systems, missile components and instrumentation.

BEAUTY PLAYER APPEAL TOP EARNINGS

GOTTLIEB'S 2 PLAYER

Mademoiselle

Want to beautify and add a real spark to your locations? New Gottlieb 2 player **MADMOISELLE** will do the job. Around the world location tests prove it's a game of skill designed to give you maximum playing hours and, of course, top earnings.

SEE, PLAY AND ORDER MADMOISELLE AT YOUR DISTRIBUTOR TODAY

- 2 super-bonus holes score up to 500 points
- Bulls eye target scores up to 150 for direct hit
- Side rollovers light 5 yellow bumpers for high score
- 6 snap-action pop bumpers carry rebound play to top of playboard
- Double number match feature
- Cross-board cyclonic kickers
- 3 or 5 ball play • Coin-box with locking cover

D. Gottlieb & Co.
1140-59 NORTH KOSTNER AVENUE
CHICAGO 51, ILLINOIS

Amusement Pinballs
as American as Baseball and Hot Dogs!

Dime play is here to stay—buy Gottlieb Games and keep it that way!

10% PROGRAMMING PAYS ITS WAY

Standard Tunes Produce \$26,000 Annual Bonus on Memphis Route

By ELTON WHISENHUNT

MEMPHIS—Parker Henderson, general manager of Southern Amusement Company, and his route manager, Charles McDowell, have teamed up to make "not-hit" music on their route, the largest in Memphis, pay off.

They've done it mostly with old standards which were the big hits of the pre-World War II era which appeal so much to the age group now of 35 to 45.

They admit frankly that the biggest play and biggest business on their route is from current popular tunes which are on The Billboard's top popularity charts.

Take Good Percentage
But what is interesting about this is that the standards, show tunes and some old country and western favorites rake in an estimated 10 per cent of their weekly take, which is not hay and helps a great deal in the highly competitive juke box business.

Say, for example, that the average of 10 standards on one machine gets only 25 plays that week. Sounds small. But add it up. That's 1,300 plays a year. At 10 cents a play, only \$130.

But that adds up, too, when there're a lot of machines. Say only 200 machines produced that. That's \$26,000, and that pays a lot of operating costs.

Bonus Receipts
The important thing to keep in mind is this: Using the old favorites has shown that that's \$26,000 in the pocket that wouldn't be there if the standards were not put on the machines.

It works this way. A guy of 38 is out with his wife. They are in the age group that wants to hear some old favorites they danced to 15 or 20 years ago.

What are they? Here's a list of some of them used locally, most of them on RCA Victor:

Old Tunes
"Marie," "Pennsylvania 65,000," "Bogie Woogie" and "Indian Love Call," all by Tommy Dorsey.
"Moonlight Serenade," "At Last," "Tuxedo Junction," "Sunrise Serenade," "In the Mood," "String of Pearls" and "Little Brown Jug," by Glenn Miller.
"Stardust," "Deep Purple," "Summit Ridge Drive" and "Begin the Beguine," by Artie Shaw.
"Josephine," by Wayne King.

These seasonal favorites:
"White Christmas," by Bing Crosby; "Jingle Bells," by Crosby and the Andrews Sisters, and "Easter Parade," one by Crosby and one by Guy Lombardo.

More Favorites
And these mixed favorites, some rock 'n' roll, some country and western and some becoming standards on various labels:

"Beer Barrel Polka," by Will Glahe; "San Antonio Rose," by Bob Wills and His Texas Playboys; "Is It Wrong?," by Warner Mack; "Tenderly," by Ray Anthony and also by Randy Brooks; "Wabash Cannonball," by Roy Acuff and "Memphis Blues," by Guy Lombardo.

Also "One Mint Julep" and "Night Train," by Bobby Morrow; "Great Balls of Fire" and "You Win Again," by Jerry Lee Lewis, which has local popularity because Lewis lives in Memphis, and Elvis Presley's greatest rock 'n' roll hit, "Don't Be Cruel" and "Hound Dog."

Old Standards
The 38-year-old customer will play some of his old standard favorites. If they weren't on the machine, they wouldn't get much play out of him. Thus it all adds up to

an additional \$26,000 a year. That's the logic behind Henderson and McDowell's move.

The last records named and some others like them, depending on the operator, appeal, of course, to a certain small per cent of the customers, but nonetheless pay their way and are well worth having on the machine.

As Henderson puts it: "It's like fishing. Different people like dif-

ferent things. Some people like some old country and western favorites, maybe of Eddy Arnold and Roy Acuff, of the type produced in 1946, 1947 and 1948 which we don't get now.

Many Tastes

"Others like some old rock 'n' roll favorites; others sweet band-type tunes; others what we call the old standards and some show tunes.

"So with a 200 machine peppered with a few of these tunes to catch that 10 per cent of the playing customers who want it, we add that much more to our revenue."

Southern Amusement Company uses almost all singles. Once in a while an EP will show up in programming. That trend has been followed by most other Memphis operators. Reason is the single takes less time to play and frees the machine for more play during those short crucial hours when customers are on hand to play it. It stands idle many hours during the day. In a night spot, for example, the play is only during the evening hours.

Chart Results

Here's a chart of last week's play of three typical locations,

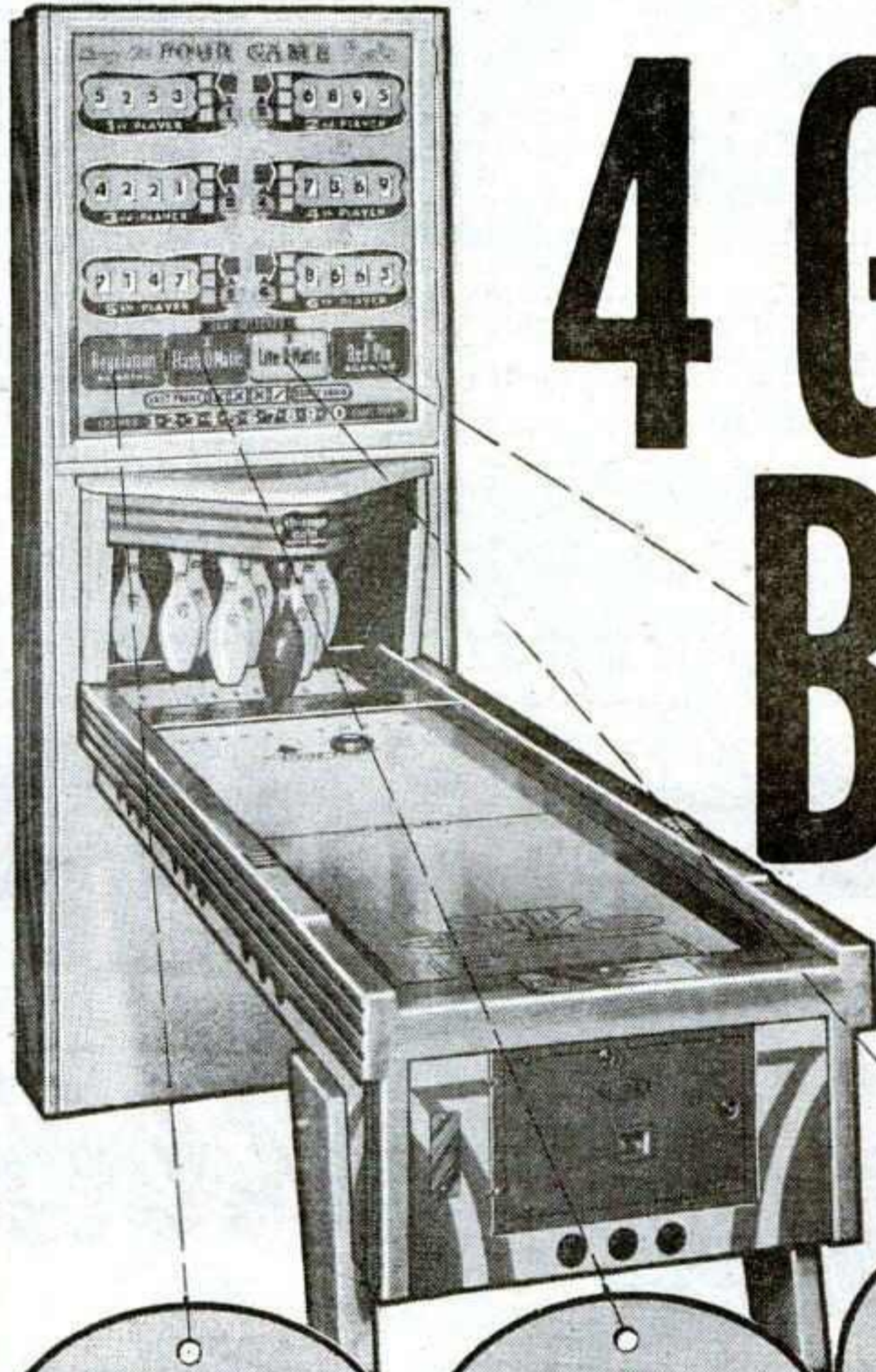
showing play the top five current pop hits got and play the top five standards got:

Location A:	
Current hit 30	Standard 5
28	5
25	4
21	3
17	3
Location B:	
Current hit 27	Standard 4
21	3
16	3
14	3
12	2
Location C:	
Current hit 28	Standard 4
27	4
23	4
19	3
15	3

chicago coin's

NOW! Player Has Choice of 4 WAY Scoring in ONE Bowling Game!

4 Game Bowler



1. REGULATION SCORING!

2. FLASH-O-MATIC SCORING!

3. LITE-O-MATIC SCORING!

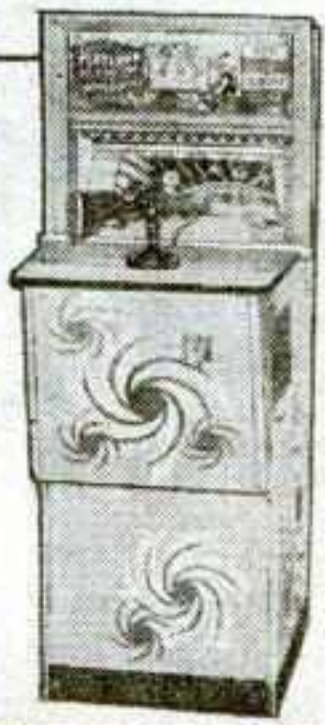
4. RED PIN SCORING!

Double Coin Chute 10c and 3 for 25c or Single 10c Chute



chicago coin's QUEEN BOWLER

Featuring HIGH SCORING with BONUS BALLS! Plus . . . OFFICIAL REGULATION SCORING!



chicago coin's PLAYLAND RIFLE GALLERY with MOVING TARGETS

Chicago Dynamic Industries, Inc.

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

COUNTY FAIR

NEW FAST IN-LINE GAME



New **OK** feature AND NEW RED-LETTER GAMES

Visit your Bally distributor today. See and play COUNTY FAIR. See the sensational new OK Feature that opens up an exciting new area to skill-play. Shoot for in-line scores...section scores...super-section scores... "bonus-blue" scores...plus new Red-Letter Free Games with guaranteed red-letter features. You'll see why operators call COUNTY FAIR the red-letter game that is really OK!

Challenger Bowler



OFFICIAL BOWLING SCORES POPULAR LUCKY STRIKES HI-SPEED TOTALIZERS

New CONVENIENT HI-LO FLY-AWAY PINS

1 TO 6 CAN PLAY

3 POPULAR SIZES: 11 ft., 14 ft., 18 ft.

2 COIN STYLES: Dime-a-Game or 2-for-Quarter

4 IN. RUBBER BALL or 4 IN. HARD BALL

MONARCH-BOWLER



4 WAYS TO PLAY

SUPER SCORING WITH OR WITHOUT LUCKY STRIKES

OFFICIAL SCORING WITH OR WITHOUT LUCKY STRIKES

1 TO 6 CAN PLAY 8 1/2 ft. by 25 in. DIME-PLAY

Popular 4-way play insures continuous play, increased group play, top earning-power month after month, and highest re-sale value.

LOTTA-FUN



NO METERS NEW AUTO-MISSION COIN-DIVIDER

WITH POPULAR LIGHT-A-LINE SKILL-APPEAL

OHIO MODEL FUN-WAY OPERATED WITHOUT REPLAYS

Earns up to 6 coins a game

Extra coins give player extra cards in which to score by skill. Although play is limited to 6 coins maximum to select all 6 cards, location tests prove sensational extra coins play appeal of LOTTA-FUN... fastest 5-ball game in years. Get LOTTA-FUN for top, trouble-free earning-power.

BUY **Bally** FOR TOP EARNINGS IN EVERY TYPE OF LOCATION EVERYWHERE

6-POCKET Pool Table

GENUINE STA-FLAT SLATE TOP GENUINE BILLIARD CUSHIONS AND CLOTH CHOICE OF COIN CHUTES - Single Quarter or Double Dime



75 IN. BY 42 1/2 IN., 33 IN. HIGH

Targets

WITH POPULAR SWING-SHOT APPEAL

DOUBLE OR TRIPLE BONUS ADVANCE BONUS BUILD-UP MOVING TARGETS

1 OR 2 CAN PLAY

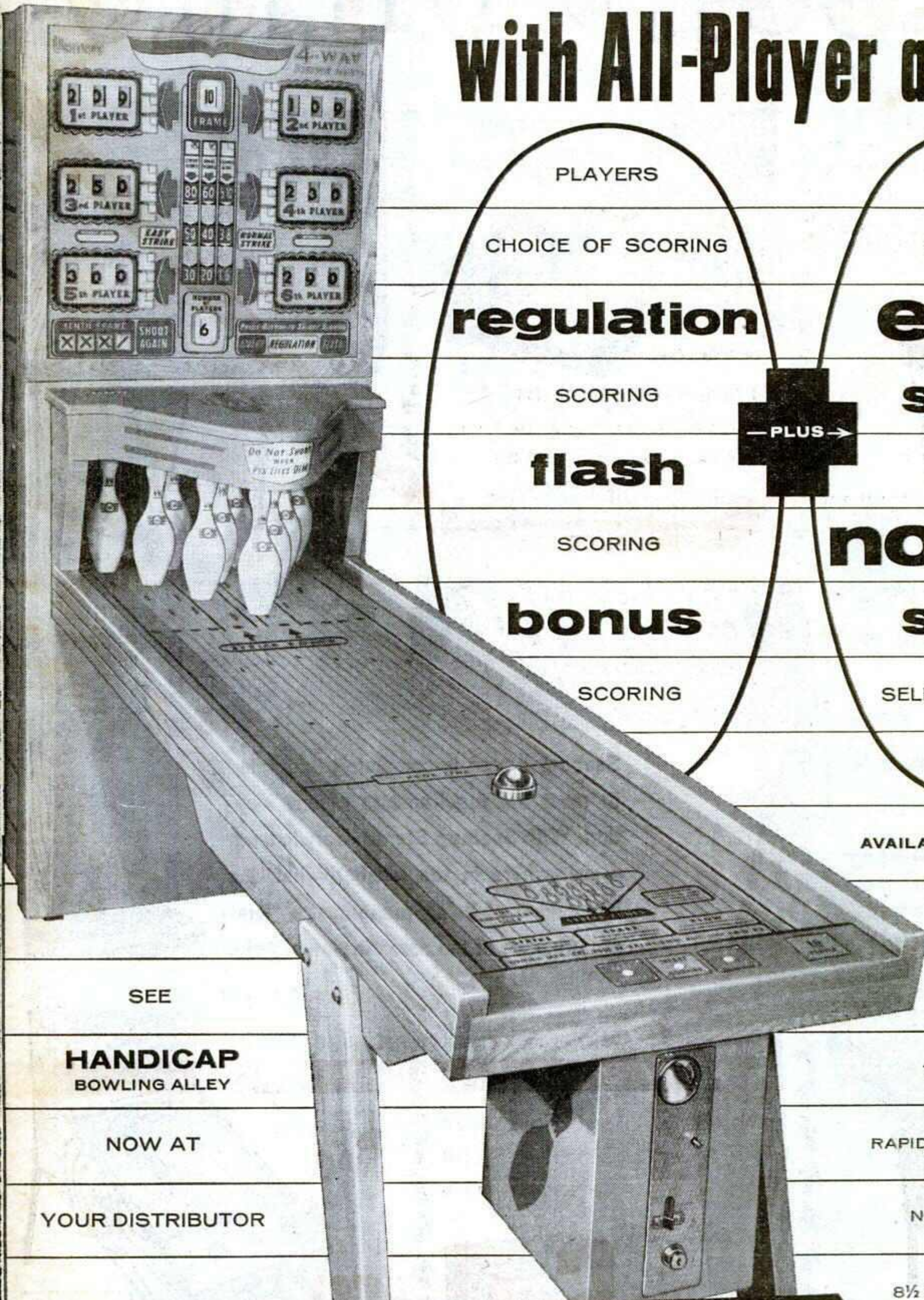
30 SHOTS PER PLAYER



2 MODELS STANDARD OR REPLAY 24 IN. BY 57 IN.

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UNITED'S 4-WAY Shuffle Alley[®] with All-Player appeal



PLAYERS
CHOICE OF SCORING
regulation

PLAYERS
CHOICE OF
easy
strike



SCORING
flash
SCORING
bonus

OR
normal
strike

SELECT BY BUTTON
ANY TIME

AVAILABLE IN DE LUXE MODEL

WITH TRIPLE

MATCH FEATURE

1 TO 6 CAN PLAY

RAPID-SCORING TOTALIZERS

NATIONAL REJECTOR

8½ FT. LONG, 2½ FT. WIDE

SHIPPING WEIGHT
430 LBS. CRATED

SEE

HANDICAP
BOWLING ALLEY

NOW AT

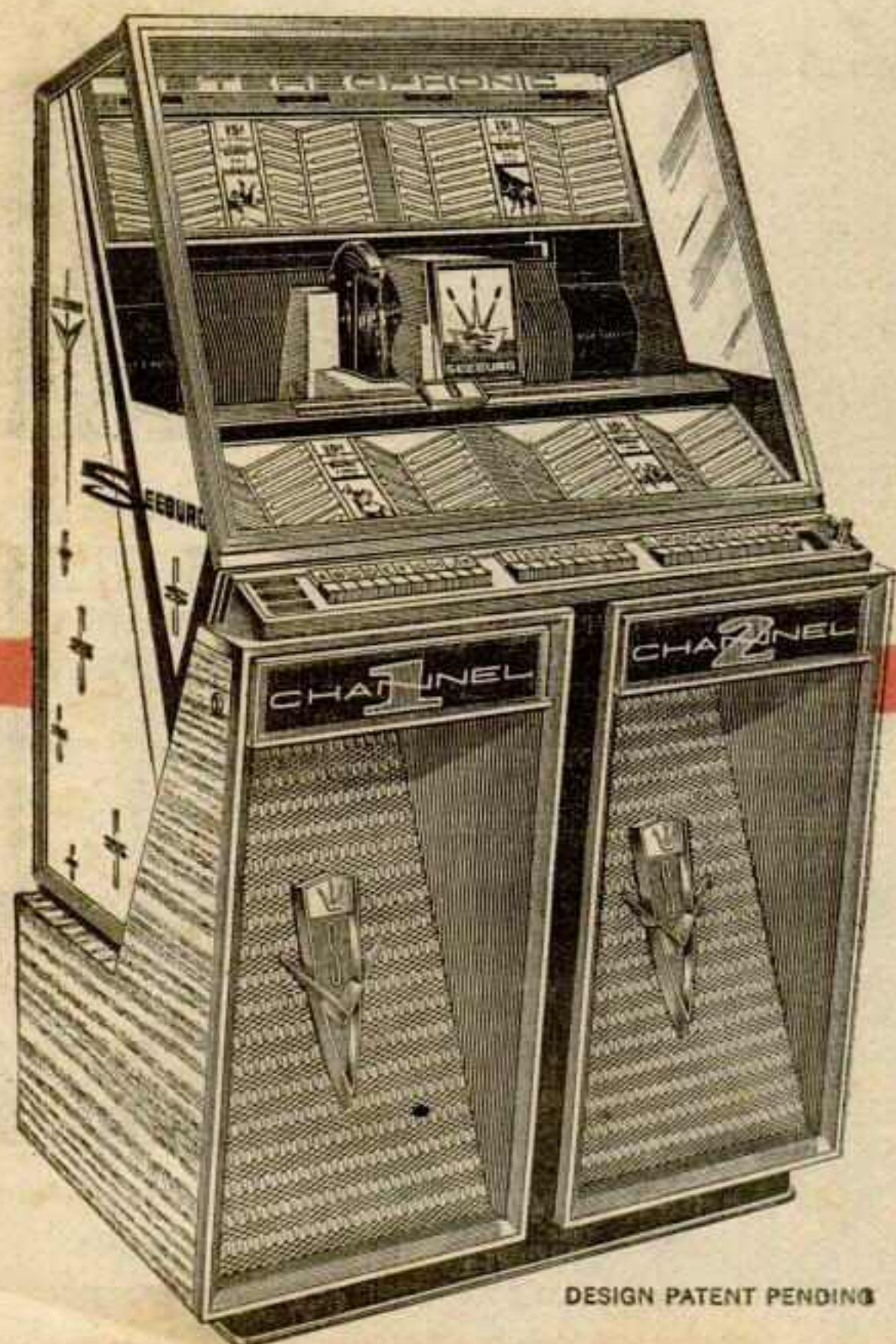
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