NOVEMBER 21, 1960 (B) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Diskeries on B'dway Ausical Bandwagon

Scores of 6 Song-and-Dancers Spark Recording Race for LP's to Singles

By BOB ROLONTZ

are taking to the songs from the arrest and forthcoming Broadway usicals like a duck to water. iere is more excitement over the ores to "Camelot," "Molly own," "Wildcat," "Do Re Mi," Tenderloin" and "Irma La Douce" man there has been over a group of six musicals in many a season. And what is of great interest is the extent to which labels that do not have the original cast album are spending money on both singles and albums of the tunes from

diskeries are jumping on are "Cammusic was restricted until Novemper 21, and contains a score by Meredith Willson: "Wildcat," the orthcoming Lucille Ball musical th music and lyrics by Cy Cole-Mi," the Phil Silvers starrer, with music and lyrics by Julie Styne and Betty Comden and Adolph Green, altho not due here for another month, already has a Perry como single out on one of the tunes on RCA Victor.

Big 'Camelot' Play "Camelot," which looks like it

Air Plugs In Reverse

NEW YORK-It was a tired and weary Frank Music staff that left s office on 57th Street Friday right. Staffs of music publishing irms are usually tired by the end of the week, but Frank staff was fired not from plugging the new songs from "Molly Brown" but from keeping record firms from sending records of the songs to radio stations.

The switch in standard publishing factics was due to the fact that Frank Music, had restricted all of the tunes from the Meredith Willson musical until today (21), and the publishing firm had been on the alert all week to make certain that no diskery would jump the gun. A few that attempted to, it is understood, dropped the idea due to the Frank Music staff vigilance. All of the Frank men will greet this week with unabashed enthusiasm, since they can get back to their task of asking jocks to play the records.

will be one of the most talked about musicals of all time even be-NEW YORK - The diskeries fore its New York opening, is already represented on the market with a complete album of the score by Hugo Montenegro and his ork on the Time label. There is also a single from the album out as well. Columbia, which has the original east rights, has already issued a single of one of the tunes with Johnny Mathis, and another this week with Tony Bennett. There are Columbia singles due out next week and the week after by Vic Damone and Diana Trask. These singles feature the four tunes already cleared for air play, "Follow The big shows this year that the Me," "How to Handle a Woman," "Camelot" and "If Ever I Would olot." the new Lerner & Loewe ex- Leave You." Columbia Records, in travaganza, due to arrive in New addition to releasing the original York on December 3; "Molly east album about mid-December Brown," which opened in New (show will be recorded December Yeak three weeks ago, but whose 11) will also issue a Percy Faith instrumental aibum and an Andre Previn album of the show score.

Other singles due on "Camelot" to date include ones by Gordon an and Carolyn Leigh. "Do Re MacRae on Capitol, Vince Mauro on Decca, and another on Dore. Albums include one on Argo by Ahmad Jamal, an M-G-M album with Ornadel, a Camden album, a Tops album, and selections from 'Camelot" on a Les Baxter album on Capitol and a Les Brown album on Columbia.

'Brown' Singles

"Molly Brown" has come up with one of the largest singles line-ups of tunes from a show in

(Continued on page 6)

RECORD EXECS SCURRY AFTER NEW MUSICALS

By JUNE BUNDY

NEW YORK - There are so many top-notch new musicals slated for production next year that record execs are spending more time auditioning legit show scores these days than they are in recording activities.

Among the most sought-after (by labels) show albums will be Richard Rodgers' "The Adventures of Sherlock Holmes" (his first solo effort), Frank Loesser's "How to Succeed in Business Without Really Trying," and Jule Styne's "Subways Aren't for Sleeping." All three shows are on the planning board for 1961.

"Carnival," a musical version of the movie "Lili," will star Anna Maria Alberghetti, with score by Bob Merrill. Don Ameche heads the cast of "13 Daughters" (score by Eaton Magoon Jr.), which opens here February 13. "The Conquering Hero," starring Tom Poston and score by Norman Gimbel and Moose Charlop, opens at the ANTA Theater here January 5.

Johnny Burke penned the score of "Donnybrook," musical version of the film "The Quiet Man," and Art Lund is the lead. A musical version of "Lysistrata," "Happiest Girl in the World"-score by Yip Harburg, Fred Saidy and Henry Myers-will star Cyril Ritchard. The "Bye Bye Birdie" team, Lee Adams and Charles Strouse, is doing the score for Mel Brooks' next musical about a European refugee who becomes a U. S. football coach.

(Continued on page 24)

Victor Sights on Broader Market Via 'Compact 33'

January '61 Debut of 33 Single Clears Way for One-Speed Industry

By PAUL ACKERMAN

NEW YORK - RCA Victor, now terminating a year of unmatched success in the singles field, will debut its 33 r.p.m. single record-called the Compact 33in January 1961.

joint promotion with Dr. West's, the world's largest manufacturer

of toothbrushes.

The Motivation broaden the singles market. finally see the way cleared for the George Marek, vice-president and creation of a single-speed industry. ever form it prefers."

pact 33 would be released in two as possible. forms, a Compact 33 Single and It is also known that RCA Viccontaining two tunes and the latter cost 33-only phonograph. four tunes-two per side. Both types of the Compact 33 will be included in the initial release of 25. The nationally advertised price of the single will be 98 cents and 78, a thriving business was done the double \$1.49.

Marek indicated that his company was going "all the way."

Thus, all singles product will be issued simultaneously on the Compact 33 and 45.

With regard to the 45 single, Marek added: "We will, of course, continue to merchandise and promote actively our singles available The move, of historic import to on 45. That is the form which all segments of the industry, will thousands and thousands of buyers be tied in with a dramatic, giant have found desirable, the form in which they best enjoy pop music, This is a vast group and will remain one of the mainstays of the industry."

The motivation behind the RCA | With all major labels now on Victor decision is the desire to the 33 bandwagon, industry chiefs general manager, stated: "The This, of course, is expected to be present four-speed instruments of accomplished gradually, over a fer a potential for playing 33 sin- long period. Jack Burgess, comgles which did not exist years ago. mercial sales vice-president, is cur-The introduction of the Compact rently polling radio stations to de-33 enables RCA Victor to offer re- termine what their needs are with corded music to the public in what- regard to 33's versus 45's. Burgess is also studying methods of alle-The initial RCA Victor release viating inventory problems at the will number at least 25 Compact dealer level-in order that the 33's. Marek added that the Com- changeover might be as painless

a Compact 33 Double, the former for is thinking of introducing a low-

Adult Buyers

RCA Victor expects the Compact 33 to attract adult as well as teen buyers. In the old days of (Continued on page 2)

Col. Pioneer Of 33 Single

NEW YORK-The small 33 is more widely known to the general public than is often realized by many members of the record industry. Seven-inch 33 r.p.m. disks have been turned out for years by Columbia Records custom division, Columbia Transcriptions, for a great number of industrial clients, usually containing material such as speeches and sales promotional programs. They have been used as mailing stuffers and greeting cards. A few other labels and pressing plants have, from time to time, turned out small 33's as specialty items.

Columbia Records has found in its recent experience with the small 33, that where dealers have displayed the small disk it has sold. Columbia has been working diligently to get dealers to display the small 33 more prominently.

NEWS OF THE WEEK

"How-To" Records Make Healthy Dent; Languages and Other Topics Taught . . . Educational LP's with a "how-to" message are becoming a factor of increasing importance in

the record business. Considerable new activity has been noted on language teaching and other subjects, especially at the indie label

Victor Enters 33 Singles Field; To Kick Off With Giant Promotion . . .

RCA Victor announced its entrance into the 33speed singles field this week. Initial release of 25 "Compact" 33 seven-inch singles is due in January. The new disks will be kicked off via a giant joint promotion with manufacturers of Dr. West's toothbrushes. After January, all Victor singles will be issued in both 33 and 45

Disk Sales Show Impressive Growth in Exhaustive Survey . . .

Record sales over the past 40 years are analyzed in an exhaustive survey by The Bill-

board Research Department, showing the impressive growth of the industry thru the years of the 78 r.p.m. platter to today's LP monaural and stereo disk. Disk sales for 1960 are projected at over \$500 million, a 298.7 per cent increase over the \$5.5 million sales in the low year of 1944. Page 4

DEPARTMENT AND FEATURES

Music Pop Charts-Amusement Park Top LP's 40 Operation 64 Honor Roll of Hits .. 51 Arena, Auditorium Newsletter Temorrow's Tops ... 53 Audio Products 29 Bulk Vending 88 Hot R. & B. Carnival Confab 79 Music Record Reviews-Circus Trouping 68 Classified Ads 86 Coin Machines 88 This Week's LP's Singles 53-54 Radio 2 Roller Rumblings 76 Fair-Exhibition Management 66 Final Curtain 77 Hot 100 52 Letter List 85 Talent on the Road 63 Merchandise 84 TV-Music-Radio 2

AN EXCITING ADVANCE ANNOUNCEMENT ON THE NEW BILLBOARD

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

Victor Hat in One-Speed Ring Via 'Compact 33'

Toothbrush Tie-In for Debut Push

Continued from page 1

on such short works as Chopin's "Polonaise," "The Blue Danube Waltz," etc. The Compact 33 will be a good vehicle for new recordings of such repertoire, according to Marek, who also believes such material will be welcomed by stations who are broadening their music programming. Marek also noted: "With the Compact 33, a market can be created for those who like pop music but do not wish to buy or cannot afford a 12-inch LP. The new record should also be appealing to those who want to sample a new artist thru a single and then, if pleased, acquire a long playing record of that same artist.

Promo Packs Debut

The joint RCA Victor-Dr. West promotion backing up the debut of the Compact 33 is patterned after-but is greater in scope than -the label's successful Remington paign, according to Bill Alexander, advertising and promotion chief, is a Compact 33 Highlighter packaged in a four-color sleeve, titled "Tunes for Teens." Attached is a Exodus DISKS

The disk contains four selections (Continued on page 22)

Roulette Sets Yule Discount

NEW YORK-Roulette Records a "themes" album for London. is offering a 15 per cent discount

entire Roulette pop catalog (in-

Sisters, and Ronnie Hawkins. New disks to date. Birdland Series jazz albums in-Las Vegas, Nev., nitery—a Mayoutstanding Birdland LP's.

RCA 33 MOVE STIRS JUKE OPS

NEW YORK — RCA Victor's announcement of the forthcoming availability of the "Compact" 33-speed line of singles is expected to have powerful ramifications in the juke box field. For a number of months, various labels have made 33 singles available under the Seeburg "artist of the week" juke programming plan.

Counting Victor. Columbia, Capitol and Decea, there are over 20 others in 33 single releases for this program. Columbia issued the first of its 33's a year ago, with Decca and Capitol coming along last spring. Victor spokesmen assured The Billboard that in addition to pushing the new Compact 33 singles at retail, the company will lend its full co-operation to the juke box field and to the Seeburg "Artist of the week" plan. (For full details, see coin machine section.)

NEW YORK-An international battle is shaping up over the theme from "Exodus" the blockbuster Otto Preminger movie. The battle is between Ferrante and Teicher, the piano team on United Artists who have had strong success with movie themes, and the Mantovani ork, which recorded the theme both single and as part of

This week the Ferrante and to record dealers on their total LP Teicher record leaped to the No. purchases from now to December 51 position on The Billboard's "Hot 100" chart. The Mantovani waxing Since Roulette's buy-two-get- entered the chart for the first time one-free deal on the Count Basie in the No. 71 slot. Mantovani is Silver Anniversary sales program in the U. S. on a concert tour and doesn't end until November 25, it can be expected that he will be dealers may cash in on both offers pushing the "Exodus" theme at this month. The November-Decem- these musical events. London is flyber 15 per cent discount covers the ing over albums and sending them over here by ship due to the strong cluding Tico and Roost packages) reaction to the Mantovani LP. and the label's new album releases. Meanwhile, reports from U.A. are Roulette's new album release that the Ferrante and Teicher sinfeatures packages by the Barry gle is one of the boys best selling

RCA Victor has the sound track clude Billy Eckstine's "No Cover, of the "Exodus" score, and is al-No Minimum"-recorded live in a ready handing it a big promotion. Flick is due to open here next nard Ferguson LP, and "The Most, month, and sales of all the albums Vol. III," a collection of sides from and singles are expected to get a big boost from the movie action.

Capitol, Dot Plan Similar Early Move

By LEE ZHITO

HOLLYWOCD - Capitol and Dot soon will have singles in 331/3 r.p.m. form, T'e Billboard learned this week. Capitol is currently putting finishing touches on its previously announced plans to move into the seven-inch LP singles field. Kick-off date, believed to he sometime after the first of the year, is expected to be announced next week.

Dot prexy Randy Wood told The Billboard that his label stands poised ready to roll with its initial release of 331/3 r.p.m. singles This will include singles by Pat Boone, Billy Vaughn, Louis Prima and Keely Smith, and Lawrence Welk, Wood said. Initial release will feature established sellers of the past, he added. After the first of the year, Dot will start a simultaneous 33 and 45 r.p.m. singles releasing schedule. Label will automatically issue 33 versions of 45 singles of its major artists. Any single by an unknown coming from (Continued on page 22)

Ultra Audio Series Off To Hot Start

NEW YORK — United Artists Records' new sound album series, Ultra audio, sold out its entire initial pressing of 200,000 albums during the first week of dealer unveilings, according to national sales manager, Andy Miele. The first release included five different

Miele said dealers indicated particular interest in the fact that UA started an all-out push on its inplans to feature packages by name strumental recording of the score artists in its next Ultra Audio re- from Lerner and Loewe's "Camelease — Eydie Gorme and Steve lot." The recording, which was the Lawrence, Don Costa, Ferrante first instrumental album of the and Teicher, Terry Snyder, Sauter- score to hit the market, has been Finnegan Ork, Ralph Marterie arranged and conducted by Hugo Ork, etc. The retailers believe the Montenegro. use of name artists could be heavily merchandised during the upcoming tional drive behind the "Camelot" yule season when they anticipate LP, Time President Bobby Shad volume stereo sales.

M-G-M Buys Verve; Maxin Tops Combo

Granz to Operate European Activities; Vogel Expects 30% Sales Increase

By REN GREVATT and LEE ZHITO

NEW YORK - A deal for the sale of Verve Records to Metro-Goldwn-Mayer, Inc., parent firm of M-G-M Records, long in the rumor stage, became official this week. The price to be paid by M-G-M for the Verve property was understood to be slightly in excess of \$2,500,000.

All contracts and commitments of the Verve company will be picked up by the Loew's interest, it was understood, including those with the Columbia Record Club.

It was understood that Verve distributors would be maintained as is. A letter is going out to Verve distributors to this effect and welcoming them into the M-G-M family. Verve identity will be maintained as to label, appearance, art direction, quality approach and price structure. The Verve staff in its home offices in Hollywood will be maintained and it's understood that Bernie Silverman, present sales chief of Verve, will continue in that capacity.

years in charge of the M-G-M record company, will head up the new joint operation. Norman Granz will continue to be active in the Verve set-up and will head European activities of the merged enterprise. Granz will also continue to record much of the current Verve talent line-up. All East Coast Verve pressings will now be handled by the M-G-M pressing plant in Bloomfield, N. J.

Metro - Goldwyn - Mayer prexy,

Time Pushes Camelot LP

NEW YORK-Time Records has

In accordance with the promo-(Continued on page 22)

Joseph R. Vogel, declared that the acquisition of Verve was expected to enable M-G-M to immediately increase its sales volume by more than 30 per cent and would provide a base for further expansion in the world market. It is no secret, of course, that Granz had veloped an excellent worlddisk distribution network.

Thru the acquisition of Ver M-G-M now brings into its fan such top-selling artists as Ella F gerald, Jonathan Winters, M Sahl and Shelley Berman. contract of the last named will b up for renewal shortly, informe sources said.

Other artists in the Verve roster include Red Allen, Ray Brown Dorothy Dandridge, Blosson Dearie, Roy Eldridge, Herb Ella the Four Holidays, Stan Get Terry Gibbs, Dizzy Gillespier Jimmy Guiffre, Johnny Hodges, Earl Humphreys, Gene Krupa, Elsa Lanchester, George Lewis, the Lewis Sisters, Frank Morocco, "Kid" Ory, Oscar Peterson, Paul Smith, Randy Sparks, Sonny Stitt, Arnold Maxin, for the past three Anita O'Day, Mel Torme and the Meltones, Margaret Whiting, the Mary Kaye Trio, Menasha Skulnick and Gerry Mulligan.

Original discussions between (Continued on page 22)

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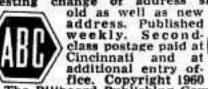
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EDITORIAL

A Step Forward

RCA Victor's dramatic campaign on behalf of the Compact 33 is a reflection of that label's statesmanship. The move comes at a crucial period in the singles business; a period when new excitement and promotion are clearly needed; a time when every resource must be brought into play in an effort to broaden the market.

Much creative planning and a generous use of funds are implicit in the RCA Victor effort. Also implicit is the setting aside of petty rivalries and the whole-hearted espousal of total industry welfare. That this point of view is held by the company which happens to be so hot in the singles field is a happy coincidence and augurs well for all segments of the industry. The History

It is just about one year since Columbia Records released its 33 stereo singles and a few months since it started issuing all singles product on 33 and 45. This was followed by a forthright statement of approbation by Capitol Records, and subsequently by other companies. Now RCA Victor brings drama, promotional drive and color to the singles phase of the

"We must all get together and generate this excitement and drive," stated RCA Victor chief George Marek, "otherwise no

one will care."

That is a succinct summation of the matter and has relevance to dealers, broadcasters, distributors, juke box operators and all who have a stake in the singles business.

Thanks
D. J.S., Program Directors, Operators and
Dealers for your overwhelming acceptance to

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Album Education Kick Grows; Indie Companies Lead Way

LP's Teach Language, Dancing, Golf, Flying, Do-It-Yourself Music

By REN GREVATT

NEW YORK - The concept of instruction, as well as that of entertainment, is a growing factor in the album business. Altho major labels have been active from time to time in this field, much of the recent splurge in this direction has been centered among the indie companies.

Pioneer and certainly a leader in this field today is the Living Language line. Started in 1946 with courses in French and Spanish in 78 r.p.m. form, the line today has 17 separate courses both in and out of the language field

specifically.

According to David Stevenson, who operates the firm, business is better than ever before with the courses on record available in disk and book stores across the nation. "We have editions for both children and adults on such languages as German, Italian, Russian and Spanish among others," Stevenson noted, "and we have courses that teach English to various other nationalities. Each course has four 10-inch LP rec-

EARLY BIRDS

WTRY Hits Yule Trail To Up Sales

ALBANY, N. Y. - Station WTRY here deliberately jumped the gun on Christmas this year in a move to help local distributors and businessmen by giving their yule product pitches a longer exposure period.

Program director George Le-Zotte started scheduling Christmas disks last Monday (14) — playing one or two holiday platters per (Continued on page 19)

Epic Signs Hot New Trio

NEW YORK — Epic Records has signed a hot new act, the Dauphin Trio. The young lads, still at college (Mississippi Southern), are folk singers on the order of the Kingston Trio. They have already and have cut commercials for local stations. Group appeared on Saturday.

Meanwhile Epic is readying the release of the original sound track from the French flick "Voyage in a Balloon." Movie is set to open in New York in December.

At this moment, Epic has set no replacement for Chuck Sagle, pop a.&r. exec who resigned this week. Firm will take masters from freelance producers, which it has done in the past, until it appoints a new pop a.&r. exec.

TOMLINSON IN TEXAS HOSPITAL

CAMERON, Tex. - In an account of the death of Johnny Horton in last week's Billboard, it was erroneously reported that Horton's guitarist, Gerald Tomlinson, had also been killed in the highway crash which took Horton's life. Tomlinson actually was severely injured. He is now recovering in a hospital there.

ords, a 16,000 word common usage dictionary and a conversation manual. The whole package sells for \$9.95.

"We've recently started a new set, 'Reduce in Record Time,' which has gone over very well. We have what we call our 'Living Method Shorthand Course,' which is good for beginners or as a brush-Touch Typing,' which can teach ics." a 10-year-old how to type in four and a half hours."

A far newer entrant into the lan-

guage and instruction field is Long

Leslie's Instant Learning language courses also sell for \$9.95. (Continued on page 24)

\$6 Mil. Profit Gain For British Decca

By DON WEDGE

LONDON — The British Decca Company had a \$70 million turnover, an increase of \$9.5 million, resulting in a net trading profit before taxes of \$6 million in its last trading year, chairman E. R. Lewis announced at a general meeting of the company. Profits were almost 11 per cent greater than in the previous year.

Exports to the United States and Canada totalled \$6,550,000 for the period and were included in a world-wide figure of \$22,-

500,000.

British Decca has many commitments in electronics, particularly in the navigation and radar fields, as well as in the production of domestic equipment in allied lines. Lewis did not break down the trading figures of each branch, but it was clear from his remarks, published by the firm, that the record operation is the main individual activity.

Speaking of the financial year ending March 31 last, Lewis said that the record side of the business had shown an improvement owing to reductions in expenditure in var-

Donna, Del-Fi Add Artists To Rosters

CHICAGO — A number of new artist pactings were announced by received acclaim in Mississippi, the Donna and Del-Fi labels last week along with word from Earl Glicken, national sales manager, NBC's "Saturday Prom" last that the diskery is going all out to build its catalog, concentrating on jazz, and rhythm and blues.

> Glicken added that eventually the labels planned to enter the big band and percussive sound field. He said he had just completed a sales sweep thru the East and that interest in percussion was high everywhere.

> Signed by the labels were: Paul Moer, West Coast commercial jazz pianist; Millard Thomas, 19-yearold guitar and vocal specialist; Sheldon Allman, comedy, whose Sing Along With Drac, spokenword disk was just released.

> Plans also include signing of several television personalities, most certain of which is the Crawford Boys, from the "Rifleman."

Glicken pointed out that both Donna and Del-Fi were in the process of rebuilding their catalogs. Several artists had been deleted and new ones were being added. He added that it "would take time" but that the label was making a strong pitch to capture a bigger share of the disk market.

ious departments, greater production efficiency due to research and large sums spent on modernization of buildings and plant.

"These more than offset a fall in profits of our American subsidiary (London Records), due to an increase in costs of distribution and to particularly intense competition, not to any reduction in turnover," he said.

Dealing with the first seven months of the current financial year, he said that the American firm's results were better than in the same period a year ago due to increased efficiency.

"Sales in other overseas markets cities. (Continued on page 22)

Island City disk manufacturer, Cy Leslie, who, one year after entering the field, is now swinging to a fare thee well with his line of Instant Learning Records. According to Leslie, retailers today "are showing a willingness to accept

instruction albums in languages, shorthand, typing, spelling, Morse up, and we have 'Living Method code, electronics and mathemat-

BB STUDY SHOWS DISK SALES HIKE TO \$500 MIL By TOM NOONAN and BOB ROLONTZ

NEW YORK-Music record sales will gross \$500 million in 1960, according to an estimate by The Billboard Research Department. This would register a 202 per cent climb from the 1950 figure. The lowest occurred in the 1933 depression year when sales reached only \$5.5 million.

Considering the great changes which have taken place within the industry, the stride in record sales thru the decades is impressive. Included are the switches from 78's to LP's in the late 1940's, the TV competition of the 1959's, the recent introduction of stereo and the continuing campaign to sell phonographs to home owners.

Back in 1921, when records were among the top home entertainments, sales hit \$105.6 million. Volume dropped year by year and slid to \$59.4 million in 1925, narrowing the impact of radio on record sales. But sales forged ahead again in 1926 to \$70.4 million and by 1928 the figure was \$74.8 million.

In 1929, sales dropped sharply to \$46.2 million with the Wall Street debacle and continued to fall until 1933 when the low point of \$5.5 million was notched. This figure is less than the yearly business many medium sized labels do today.

The one way to move was up—and the industry increased its volume about \$2 million per year in the next four years and then jumped to a \$26.4 million run in 1937. Key manufacturers were rebuilding the shattered dealer structure. In 1939, the rise was to \$44 million, and from then to 1944, business increased steadly.

At the end of the war, with all restrictions lifted from (Continued on page 20)

Liberty Task Force Hits Key Yule Markets

aimed at grabbing a larger share ment for its Robert Rheims organ Drive, tagged "Operation Hit," ing fire-power to its dozen singles kicks off today (21). Label's elite now in release to place as many corps hitting the road consists of of them in hit orbit as possible. seven of its execs, each concen- Chipmunk program consists of trating his efforts on a couple of

Push is a four-pronged drive in

HOLLYWOOD - Liberty Rec- each market aimed at (1) on the ords is sending a task-force of top "Chipmunk Christmas program"; brass to 15 key disk markets for (2) kicking off its new six-LP rea two - week, pre - holiday push lease; (3) generating sales exciteof yuletide business for the label, and chimes yule product; (4) add-

three David Seville LP's and two EP's backed by a 100 per cent exchange privilege plus a 10 per cent discount. Payment is due January 10, 1961. Dealers will be given a Chipmunk merchandiser to hold the product, with separate bins for LP's, EP's and singles. This rack can be used either as a floor browser or counter merchandiser. It is being made available to dealers at no charge on a firstcome, first-served basis as long as the quantity lasts.

Special display material tying in with the drive, includes a color piece based on the theme of the new Chipmunk album ("Around the World With the Chipmunks") showing the "Alvin" character with suitcase in hand standing astride the top of the world. Other display pieces include a color streamer heralding the new LP, and square foot easels of the three Chipmunk packages. In addition, special promotional programs are designed for use on local kid TV shows. Distrib promotion reps will contact TV shows in their areas to gain all possible plugs. Ad mats are being made available to dealers on a co-(Continued on page 19)

Keenholtz Sued for **Bootleg Disk Sales**

NEW YORK — The first known mark by Raymar. An amount of case of a one-stop being sued for \$10,000 is sought as additional alleged dealing in counterfeit rec- damages. Raymar's estimated profords occurred this week with the its of \$15,000 are also sought by lodging of a suit in Supreme Court the plaintiffs. here against Sam Keenholtz and his firm, Raymar Sales Company, the trademark, "Cameo," is regisowned by the Lowe firm.

In the complaint, the plaintiff seeks judgment in the amount of \$50,000. The sum of \$25,000 is sought for losses allegedly sustained by Lowe as well as damage to the registered trademark of "Cameo," by the purchase and sale of bogus records bearing the Cameo trade-

CAP TO OFFER MOLLY BROWN ON 1-10 PLAN

HOLLYWOOD — Capitol Records will offer its original Broadway cast recording of "The Unsinkable Molly Brown" on a 1-for-10 plan, similar to its free album for every 10 purchased policy, recently extended on behalf of its other Broadway show package, "Tenderloin." The stereo album will be given to dealers for 10 stereo packages bought, a monaural album for 10 single channel versions purchased. For mixed lots of 10 packages, Capitol will give a monaural album. The 1-for-10 deal will be in effect from November 21 to December 24.

The complaint also alleges that

by Bernard Lowe Enterprises, Inc., tered in the U. S. patent office of Philadelphia. The suit charges and in New York State and that the Raymar with dealing in counter- label enjoyed a reputation of qualfeit copies of the Cameo record- ity and excellence. A further aling of "Ding-a-Ling." Cameo is legation holds that Keenholtz had full knowledge that the records he (Continued on page 22)

'Sing-Along'

TVer Goes In January

NEW YORK — Mitch Miller is set for a series of "Sing Along With Mitch" TV shows over NBC-TV starting in January. The one hour shows will alternate with the Bell Telephone Hour every other week. They will feature Mitch Miller and the Gang, and young talented singers will be spotlighted on the show as well, singers that Mitch feels have a real chance for success. At the present time the "Sing Along With Mitch" TV show is set for seven programs, with options for four more.

The show was purchased directly by NBC, who will obtain sponsors. Show will be produced and directed by Bill Hoban and will be written by Gordon Cottler. Mitch had a "Sing Along" hour on TV last season as a one-shot and last summer. (The Billboard, Augthe show received good ratings and ust 17, 1960.) _ pulled a load of mail.

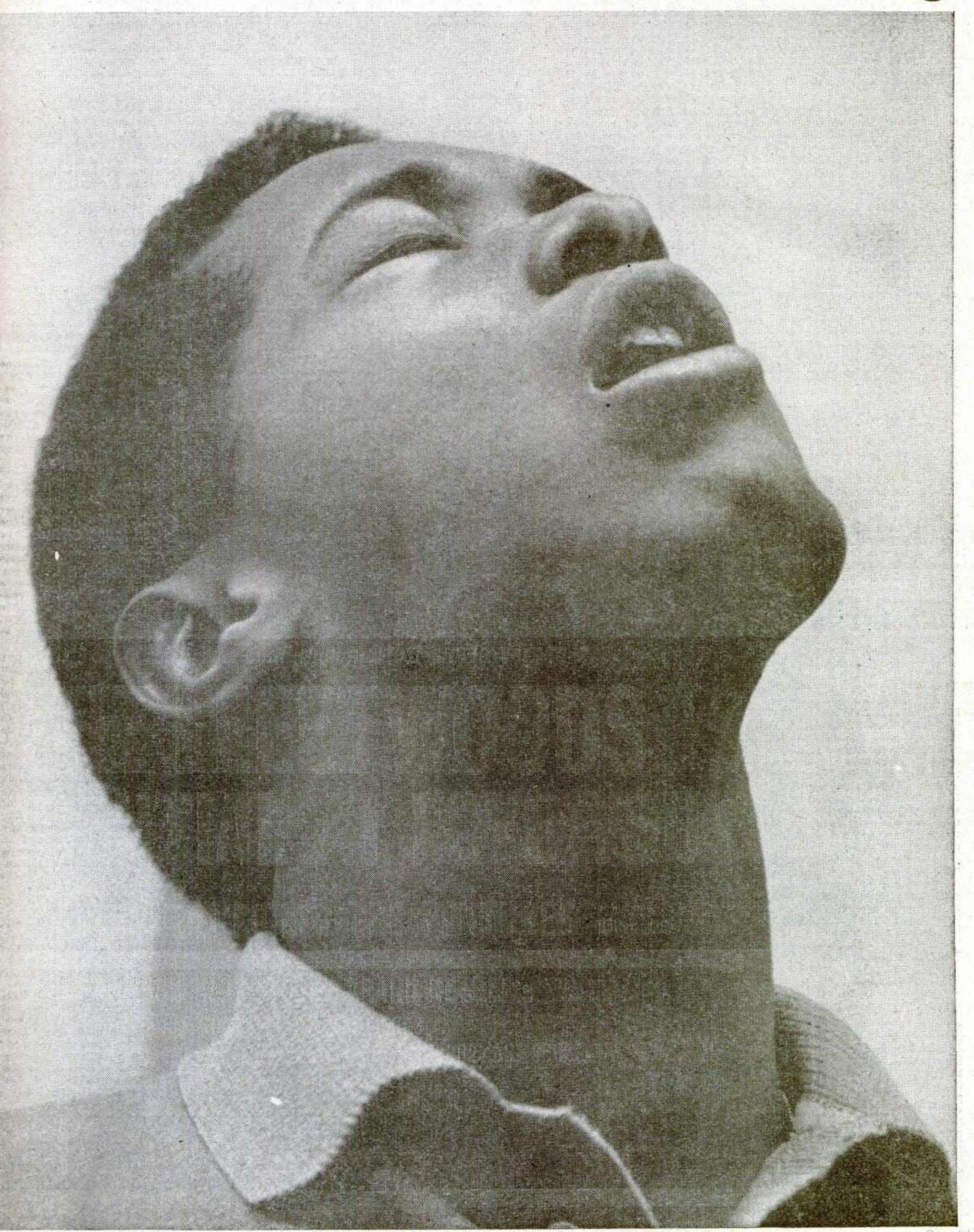
Fame Label, Distrib Ink FTC Consent

WASHINGTON — Fame Records, Inc., of New York City, and Schwartz Brothers, Inc., distributors, of Washington, have signed consent agreements with the Federal Trade Commission, promising not to have records pushed on the air via undercover payola. The consents do not constitute admission of guilt by the firms.

The question of whether payment to talent by distributor or record company, for lip-sync performances on teen hop programs on the air, constitutes payola was raised but never settled during the Schwartz hearing before the agency

> (Continued on page 20) Copyrighted material

Sam Cooke's "Sad Mood" "\" "Love Me" is a fabulous follow-up to his smash hit "Chain Gang"! Monaural: 17-7816, Stereo: 61-7816. "Sad Mood" means happier profits for dealers. Order...today! RCA VICTOR



Diskeries Climb Broadway Musical Show Bandwagon

Labels Buck Original Cast Competition

Continued from page I

years. To date they number 18 and more are in the hopper. Capitol Records, which has the original cast album (due out this week, too) is releasing seven singles this week, with two more to come. These include singles by names such as Nat Cole, Dinah Shore, Gordon MacRae, Tex Williams, Jack Marshall, the Four Preps, a vocal trio composed of Billy May, Nelson Riddle and Stan Kenton with the Guy Lombardo Ork. There will also be a single with Janice Harper and one with Les Baxter. In addition to the original caster, Capitol is also issuing an album by the Jonah Jones Quartet of "Molly Brown" tunes.

Other "Molly Brown" singles due out include sides by Art Mooney on M-G-M, Four Aces on Am-Par, Lorri Parker on Coral, the Ivy League Three on Decca, LeRoy Holmes on M-G-M, the Quaker City Sfring Band on Cameo, Jack Pleis on Decca, and David Polari on Victor Red Seal. Columbia is issuing an Andre Kostelanez album of the show's score, in addition to a single by Euretha Frank-

'Wildcat' Line-Up

"Wildcat" has an impressive line-up of records and albums set, many of which will be issued much prior to its New York opening on December 15. RCA Victor has the original cast rights and hopes to have an album out by the end of the year. Singles set to date include three being issued this week on RCA Victor, featuring Rosie (Continued on page 15)

NANRA Plans Philly Meet

NEW YORK-The meeting of key members of the National Association of Negro Radio Artists in Cincinnati early this month — to plan their upcoming December (2, 3, 4) Philadelphia conventionmust have been some scene. According to NANRA member Eddie O'Jay, WABQ, Cleveland, a major diskery's field man was so anxious to address the group that he ended up pounding on the door of the closed meeting room.

In line with this O'Jay notes: "We definitely did not organize to fight management or record companies as so many thought was our main purpose. The sole idea of this gathering of some of the country's (Continued on page 19)

Frey, Demko Back From Europe Trip

NEW YORK - Sidney Frey, colorful and outspoken mahoff of Audio Fidelity Records and George Demko, comptroller for the firm, have returned from a brief swing Wolfe Gilbert called on ASCAP thru Europe.

pair reviewed the operation of tober distribution checks arrived, A-F England, Ltd., which in its it was if Yom Kipper and Lent first 18 months of operation, has had merged. We should not atsold in excess of 50,000 albums, tempt to lull our members into The A-F release of "Satchmo false security. Our president told Plays King Oliver" has appeared you today some of the valid reaon British best-seller charts.

distributors in France and Ger- dimunition in some checks-of 20, many and lined up additional dis- 25, and even 50 per cent-I don't Shorty Billips and cleffer Hasold cord an on-location LP during the tribution in other European areas. think has been answered. The sud- Flender.

MORE SHOWBIZ NAMES ASK N. Y. LICENSE PROBE

NEW YORK — The mushrooming protest against police licensing of night club entertainers in New York gave promise of bringing forth a full-scale probe of alleged irregularities, including possible pay-offs. Death of nitery comic Richard M. (Lord) Buckley following police suspension of his license led to the formation of a group called the Citizens Emergency Committee, made up mainly of people active in the arts. Chairman of the Committee is author Harold L. Humes. Also active are Art D'Lugoff, who operates the Village Gate nitery, and attorney Maxwell Cohen.

City Investigations Commissioner Louis J. Kaplan had a couple of hot potatoes tossed into his lap this week almost as soon as Mayor Robert Wagner ordered him to run a probe. Frank Sinatra issued a blast stating he has worked clubs here without a license, and reports also circulated that Sophie Tucker has worked without a card for years. An alleged \$100 bribe bite to get back Buckley's license, just before his death, also was being probed.

The Committee announced the addition of such showbiz names as Mike Nichols and Elaine May, Henry Morgan, Theodore Bikel, Celeste Holm, Nat Henthoff, Robert Sylvester, Gene Frankel and Orson Bean. A concert is being planned for Carnegie Hall, to be staged by D'Lugoff, with proceeds to be used by the Committee to finance its battle. The group stresses that it does not seek revocation of supervision over health, fire or other such regulations, but merely over police licensing of entertainers, which it says oceurs in no other city.

Morris for Pre-Opening Exposure

By JUNE BUNDY

NEW YORK - Publishers who place restrictions on show tunes before a musical opens on Broadway are following "The line of least resistance" and missing out on valuable exposure, in the opinion of Sidney Kornheiser, general professional manager of E. H. Morris Music, which publishes the score of Lucille Ball's forthcoming Broadway musical "Wildcat."

Practicing what he preaches, Kornheiser has placed no pre-opening restrictions at all on any of the 16 "Wildcat" tunes, altho the show doesn't open here until December 15. In fact, one of the show songs -"Hey Look Me Over"-was released by the Swe-Danes on the Warners label a week before the musical opened in Philadelphia on October 29, and a live network performance of a tune ("Give a Little Whistle") from the score, two days after the Philly opening, when Betty Johnson sang it on Jack Paar's NBC-TV show.

Singles Lined Up

Morris has a flock of other singles and LP's lined up on the Carolyn Leigh-Cy Coleman score and Kornheiser is urging record manucompetitive picture in the record field makes it necessary.

"If the show's a big hit you haven't lost anything," he exhave a hit record going for you at the very time the show can use a lot of action." A prime example of this, said Kornheiser, is Bobby Darin's "Artificial Flowers," from

(Continued on page 15)

100. Gloria's Theme (Robbins, ASCAP) - Adam Wade, Coed

FATTER EVERY YEAR

elles, Scepter

Allen, Imperial

this week. They are:

HOT 100 ADDS NINE

Charles, ABC Paramount

Govt. Calendar Slates 10,200 Musical Events

NEW YORK - The "Hot 100" chart added nine new sides

64. Ruby (Miller, ASCAP) — Ray Charles, ABC Paramount

87. (Will You Love Me) Tomorrow (Aldon, BMI)-Shir-

91. Stranger From Durango (Travis, BMI) - Richie

96. Corinna, Corinna (Mills, ASCAP) - Ray Peterson,

99. Fallen Angel (Cedarwood, BMI) - Webb Pierce,

67. Gee Whiz (Recordo, BMI) - Innocents, Indido 71. Exodus (Chappell, ASCAP)—Mantovani, London 73. Hard Hearted Hannah (Advanced, ASCAP) — Ray

WASHINGTON—Americans in far outweigh the heavily criticiz 927 cities across the country will teen-age fare, as far as live los have put on over 10,200 musical presentation goes. It also indicate events between October of this the increasingly rosy outlook year, and June of 1961, ranging recordings in concert and hi from opera and symphony to jazz field. The BMI brochure no and dance band performances, plus over 35 million U. S. citizens we folk, chamber, marching, choral actively interested in one form and just about any other type of another of good music, live and musical performance imaginable. A records as of 1959. Americans co listing of the concert-type perform- tinue to spend as much money ances, with places and dates, make buying these recordings and up the third issue of the "Calendar hi-fi equipment to play them, of Music Activities in the United States," compiled by the President's Music Committee, and released this week (21)

The calendar for the 1961 season has 295 pages-as against the facturers to bring them out as mere 60 pages in the first issue of soon as possible. RCA Victor - 1958-1959. This shows the increaswhich has the original cast album ing desire of U. S. citizens for con--released four sides from the show cert-level music, of whatever this week. Kornheiser admits it's genre, it was pointed out by Mrs. tougher, time consuming and more Jouett Shouse, chairman of the expensive for a publisher to get Music Committee. It is also proof exposure for show tunes "out in that the country is more than front," but he believes the current ready for a national performance center to display its wide musical talents, Mrs. Shouse believes.

The calendar, which is distributed not only in the U.S.A., but plained, "and if it's not you may globally, thru release by embassies and U.S.I.A. offices abroad, is a "showcase of American music for people around the world, and is the only calendar available to tourists and vacationers wishing to "Tenderloin," which was on the know where events will take place." The committee also puts out an international calendar of music events, which will come out in February, 1961.

Fact Brochure

An accompanying brochure of facts assembled by Broadcast Music Inc., for distribution with the calendar, is also eloquent testimony to the fact that longhair music-mindedness in America seems to

Francis Copa Date Promot'n

NEW YORK-M-G-M Records will undertake a heavy local promotion effort in connection with the debut appearance of Connie Francis at the Copacabana. The thrush opens at the club December 1. The promotion will also highlight the gal's latest single, "Many Tears Ago," her current "Jewish Favorites" and "More Italian Favorites" albums and her starring flick, "Where the Boys Are," soon to open at Radio City Music Hall.

The diskery has prepared fiveinch cut-outs of the star for the Kryder Music. He has also started Copa tables. Full length, life-size cut-outs of the gal will also be on J.O.K., with Fred Jay and Reggie display in all local record stores, Obracht. Kessler has also moved thru the co-operation of Ideal Disinto the personal management field tributors here. Direct mail pieces will be sent to all local dealers on the Copa date. The label will restint, "Connie Francis at the Copa."

(Continued on page 1

Kapp Signs New Artists

NEW YORK - Kapp Recor signed a number of new acts la week and in addition named Ema uel Vardi as conductor of the Ka Symphonietta.

Added to the Kapp roster we the Vi-Dels, a vocal group know for its disking of "Mr. Lonely Others signed included Danny Jo dan, Kris Jensen and Johnny Du can, all aimed at the pop mark

The Israel-born Emanual Vare according to an announceme from exec Mickey Kapp, will co duct the newly formed Sympho ietta for the Kapp classical seri and for occasional appearances the super-stereo Medallion lab Currently, three albums are in t process of being recorded.

DEEJAYS AIRING SPECIAL TURKEY DAY CONTESTS

NEW YORK - Turkeysboth literal and figurativeplayed prominent roles in deeay promotions for Thanksgiving this week.

Station WMIN, Minneapolis, gave away 30 Thanksgiving turkeys to listeners as part of its "Musical Turkey Shoot." Dialers were asked to spot "turkey" disks which were slotted thruout each deejay show. The tunes, all penned by Irving Taylor ("Kookie Kookie Lend Me Your Comb") included "In a Cafeteria With You" and "Separate Bar Stools."

Deejay Buzz Benton, of WSIX, Nashville, conducted rather a grisly stunt, whereby listeners were invited to guess how many feathers make a turkey. The victim's picture was taken and displayed in a station window. Then the bird was killed and its feathers were counted. Dialer submitting closest guess wins the 15 - pound gobbler, plus 2 cents per feather. The poor bird's feathers are on display in stacks at a local sponsor's store.

ASCAP Coast Meet Briefs on Distribution

ciety of Composers, Authors and necessity be attended to a faulty Publishers' special Coast meeting system of distribution." called by prexy Stanley Adams to | Paul Sawtelle rose to question explain the recent cut in funds dis- whether those who voted in favor tributed by the Society drew a of the 100 per cent distribution rather light turnout. This was in- and have now changed their minds, terpreted by some to mean that could change their vote. Adams Coast ASCAP'ers are not as said yes, and that members are rearoused by the diminished distribu- ceiving material explaining how tion as their earlier complaints this could be done. Leonard would indicate. Adams told those Feather said he was "disturbed assembled that the reduction in by the large scale defection of imsome members' checks was due to portant members to BMI" and ASCAP's compliance to terms of wanted to know what is being the new Consent Decree, a theme echoed by Jack Yellen and other board members and Society execs on the dais.

Coast's vet board member L. to take a more realistic look at its In the course of the trek, the problems: "The day after the Ocsons for the decline in our quar-Frey and Demko also visited terly checks. But the dire, sudden

HOLLYWOOD - American So- | deness and sharp decline must of

(Continued on page 19)

Kessler Starts Kryder Music

NEW YORK - Danny Kessler, who recently sold his interest in Broadway Music and Rush Music, has started a new publishing firm, a new indie production firm, with the Four Coins, warblers; Johnny Brown, Azie Mortimer,

33,176,483

\$3,176,483.

That's the advance sale to date on CAMELOT...the greatest advance sale in the history of the American Musical Theatre...and it doesn't open on Broadway until Dec. 3!!

You, Mr. Dealer, can have an advance sale of your own, thanks to the most unique merchandising program ever presented to the industry. Columbia — the Original Cast Record Company — has developed a program that will make the original cast version of CAMELOT the best-selling in America . . . before it's recorded!

Here's how!

A handsome 3-inch miniature of the CAMELOT Original Cast (will be made available to you immediately. You can begin your advance sale at once, selling the Gift Record as "The Gift of the Year—the Perfect Gift for the Record Collector Who Has Everything!"



For every CAMELOT ((Stereo or Monaural) that you order, you'll receive a miniature record which may in turn be exchanged for the album when it becomes available.

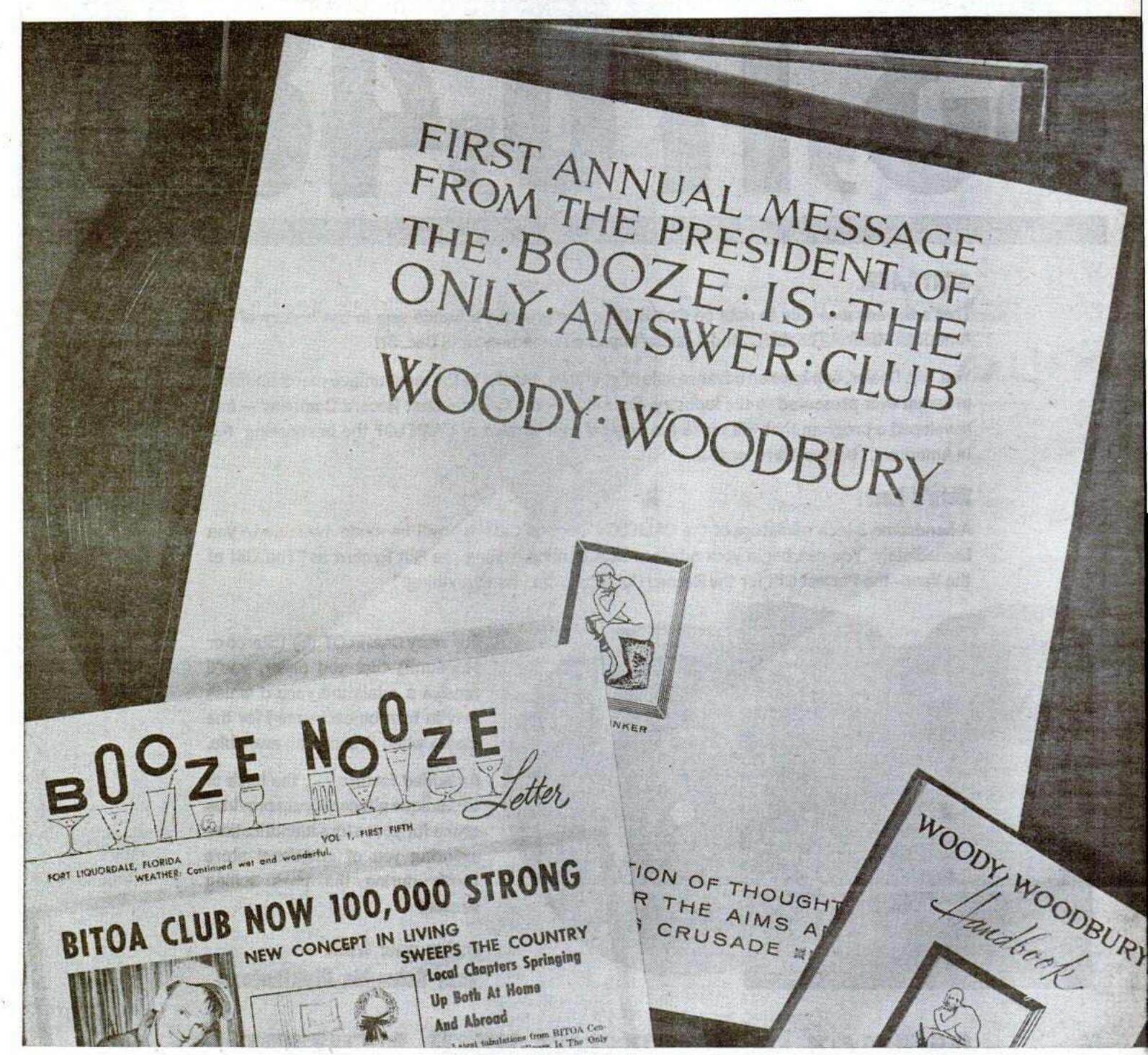
An added feature . . . the back of this unique gift certificate provides space for your store identification, assuring you of additional store traffic during the peak selling season!

Order now from your Columbia Distributor...

CAMELOT...THE PRESENT WITH A FUTURE... EXCLUSIVELY ON COLUMBIA®RECORDS

WANNA BUY FUN? WE SELL IT!

Woody's Comedy Termed Uplifting!*



ANOTHER WOODY WOODBURY SMASH!

...in a lustrous gold gift carton that introduces a new concept in recording and packaging

Here's the new Woody album you've been waiting for. Off-beat. Roguish. Riotous. Here, too, is Woody Woodbury's HANDBOOK, a 128-page manual of boozing for bon vivants. Also on tap is the Booze Nooze, a spirited distillation of wacky news. All these goodies have been packaged in a gold gift carton that will open eyes and pocketbooks by the thousands. It's all new, all different, a hilarious meeting of the "club."

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*Woody Woodbury's platform: "A little booze goes a long way . . . as long as you're not driving. A jolt and a joke add up to a fine prescription for relieving tensions; and fun is the best foundation for promoting fellowship and good will. We are just having fun, don't take us too seriously."

BRITISH Newsnotes

ITALIAN Newsnotes

By DON WEDGE lews Editor, New Musical Express

Tho the British disk industry is aving its biggest boom since the eak year of 1957, the shot in the rm of Elvis Presley's success with It's Now or Never" has been a onic. Orders in the first two weeks f sale approaching 800,000 and ealers' only problems were coping ith the rush. One London retailer ctually closed his store for two ours on a Saturday—the heaviest ales day—to all but purchasers of ne Presley disk! Another reported elling more than 12 times more opies of it than any other record. British Decca, the RCA licensee, eportedly coped with the rush ith pressing capacity to spare. It ame at a time of an upsurge in ecca-group singles sales, reflected this week's Top 10 by six disks ll obtained from American purces. (In the complete chart, owever, EMI leads with 15 disks n its various labels, Decca has 11,

By SAM'L STEINMAN

Piazza San Anselmo 1, Rome

RETURN: BBC-TV provided a late scheduling, for November 12, and Copenhagen of the "Bob Hope Show" in which Como guested. His own series Shirley Bassey, now visiting New week European trip due to start started Saturday (19) with a telerecording - edited to eliminate commercials and copyright, or otherwise restricted material in the now normal way of his U. S. series opener. Como's return not only means exposure for him, but also for many of the guests he has with him. British labels try to take advantage of these slots when scheduling releases of artists con-

VISIT-IN: Publisher George Paxton paid his first visit to London with Pye and Philips bagging two last week, accompanied by his at-

Evening Comes," "Serenade to

talks with EMI, representatives of Thursday (17).... Bing Crosby his label, Coed, here, and also with sent a \$100 check to an energetic Chappells, with whom Paxton has English fan for helping spread the set up Paxwin Music to publish, Crosby cult. in Britain, material from his Paxton | TOURS: Three of America's each). Decca Chairman E. R. and Winneton Music firms. . . . One young disk stars have been signed week week Lewis was in a highly optimistic songwriter. Don Canton, arrived for visits next year. Roy Orbison mood about prospects when ad-last week, and another, Shari and Johnny Burnette will head a dressing stockholders recently. His Sheeley, is due soon. . . Sid four-week tour from January 21 in 2 feelings have since been echoed by Parnes was in for talks with his a package with British artists. executives of other major disk British associate, Noel Rogers, of Brenda Lee returns (she was here Dominion Music. . . . Warners' in- as an unknown in 1959) on Februternational chief, **Bob Weiss**, is due ary 11 for 28 days of concerts with last-minute prelude to the "Perry back today after visiting Ham- six more days set aside for tele-Como Music Hall's" return, by a burg, Helsinki, Stockholm, Oslo vision. . . . Negotiations have re-

> certs in Australia, where she played visit at the end of that month, but a long theater season two years earlier suggestions that he might

> of headlines about his wife Eliza- counted by the British singer's beth Taylor, Eddie Fisher has management. . . . Connie Francis, and television activity that was ex- highest of any young American art-Butterfield 8," in which he stars in March. with his wife, however, opened at

> torney, Andy Feinman. He had the Warner Theater. London,

opened for Bobby Rydell to make VISIT - OUT: EMI-Columbia's his British debut as part of a three-York, spends two weeks from Feb- February 13.... Negotiations are rurary 6 playing a series of con- going ahead for Brook Benton to 13 tour both here and in the U. S. VISITORS: Despite the welter with Shirley Bassey have been disshown no sign of the recording whose popularity here is one of the pected of him during his stay here. ist, is already planning another trip 20

(Continued on page 60)

DANISH Newsnotes

By TED WOLFRAM

Care of American Express Copenhagen, Denmark

Booker Sigvard Larsen presented a "Schlager ("Hit") Parade," in the 4,000-capacity KB Hall, on Satur- Flakoner Centret Theater, which day (12) night, with close to 20 pop singers, combos and orchestras. Among the foreign recording stars were Bob Cort, and his group Malmquist, pop singer (Sweden), Caterine Caps, film star (France), Electric Johnny and his Skyrockets (Holland). Among local favorites Gustav and Jorgen Winckler, the week in advance. Melody Mixers and Otto Francker's band. . . . Otto Brandenburg, top-rank pop singer, is under exclusive management of impresario Richard Stangerup, who presented him in a Sunday (13) afternoon concert in the big Falkoner Centret Theater, with Gitte, teen-age singer, three accompanists, and Jorn Grauengaard's band.

Singer Hans Kurt, Birte Bang and Henrik Buchman, comediansinger Peter Kitter and the Melody Mixers are appearing in the Ny gade Theater, in a show which is being used to induce voters, in current parliamentary election, to vote for the Conservative Party. . . . Ken Colyer's English jazz band is ap-

pearing on TV and radio programs and also giving concerts at local jazz clubs.... Italian Opera Festival drew advance sellouts for 22 21 its run of nine performances, at the 26 23 ended Sunday (13). . . . Moscow's Bolshoi Ballet, with big symphony 19 24 orchestra, will present six ballet proof skiffle singers (England), Siw ductions, November 20-26, at that theater. Altho ticket prices were twice as high as the usual price of top class shows and concerts, al- 24 29 SORRY ROBBIE-Bert Weedon were Raquel Rastenni, Dorthe, most all of them were sold out a 28 30 NEVER ON SUNDAY-Manuel

Best Selling Pop Records in BRITAIN

Week ending November 18, 1960 Courtesy New Musical Express, London

1 IT'S NOW OR NEVER-Elvis Presley (RCA)

2 AS LONG AS HE NEEDS ME-Shirley Bassey (Columbia)

DREAMIN'-Johnny Burnette (London)

4 MY HEART HAS A MIND OF ITS OWN-Connie Francis (M-G-M)

5 ROCKING GOOSE— Johnny and the Hurricanes (London)

ONLY THE LONELY-Roy Orbison (London)

SAVE THE LAST DANCE FOR ME-Drifters (London)

GOODNESS GRACIOUS ME-Peter Sellers and Sophia Loren (Pharlophone)

MAN OF MYSTERY-Shadows (Columbia)

LET'S THINK ABOUT LIVING -Bob Luman (Warner Bros.) MY LOVE FOR YOU-

Johnny Mathis (Fontana) MacDONALD'S CAVE-Piltdown Men (Capitol)

KOMMOTION-Duane Eddy

MR. CUSTER-Charlie Drake (Parlophone)

THE STRANGER-Shadows (Columbia)

MILORD-Edith Piaf (Columbia) HOW ABOUT THAT!-Adam Faith (Parlophone)

JUST AS MUCH AS EVER-Nat King Cole (Capitol)

LITTLE DONKEY-Nina and Frederik (Columbia) CHAIN GANG-Sam Cooks

(RCA) NINE TIMES OUT OF TEN-Cliff Richard (Columbia)

BLUE ANGEL-Roy Orbison (London)

THEM THERE EYES-Emile Ford (Pye)

PLEASE HELP ME, I'M FALLING-Hank Locklin (RCA) SO SAD-Everly Brothers

WALK, DON'T RUN-John Barry Seven (Columbia) MILORD-Frankie Vaughan

(Philips) ROCKIN' ALONE-

Miki and Griff (Pye)

GERMAN Newsnotes:

Southern Germany

By JIMMY JUNGERMANN Producer, Bayerischer Rundfunk, Munich

Gerry Mulligan is packing the German theaters while on tour with Luxembourg, has established a his "Concert Jazz Big Band." Yesterday the Munich Congress Hall (2,400) was sold out. Prior to that, Frankfort. The new IPA Producthe Berlin Sport Palace (5,000) was tions, and Werbegesellschaft fur sold out. And so are the concerts Funk and Fernsehen GmbH., is in Dusseldorf, Cologne, Essen, also holding German television sta-Frankfurt and Nuremberg, tions in Europe, North, Central and ... Fourteen separate programs a South America, Africa and Eastweek which will introduce 237 ern countries. The firm will prodisks in eight hours of broadcasting duce radio and TV programs the to 20,000,000 listeners-that is the first of which will be introduced all-time record set up by EMI Rec- in January of next year. ords, Ltd., with their new winter ready to start the winter series— "Milord," lyrics by Dave Kapp.

in the State Theater of Wiesbaden. "Herr Kayser and the Nightingale" Per Schwenzen, and composed by and U. S. standard "I Don't Know Why" for Polydor to be released in England.

(Continued on page 60)

Northern Germany

By BRIGITTE KEEB Music Editor, Automaten-Markt Braunschweig, Germany

The German affiliate of Radio production and advertising company for radio and television in

The record import firm of Bernseries aired over Radio Luxem- hard Mikulski, Frankfurt, exclubourg. An all-star deejay team is sive agents for the labels Verve, Blue Note, Riverside, World Paci-Sam Costa, David Jacobs, Ray fic, Goodtime Jazz, Contemporary, Orchard, Peter West and Jimmy Gene Norman Presents, Hi Fi, Le Young. . . . Lolita recorded an Eng- Jazz Cool, Lighthouse, Jazzland, lish version of the French hit Funckler, Anitrola, and Roulette, dealing especially with the import A new German musical opened of jazz numbers from U.S.A., the Netherlands, Switzerland and Italy, is now starting to produce is the title of the musical which pop music on their Anitrola label. was written by Robert Gilbert and The first titles just released: "S' War Immer So" by Gerry Mandt Ralph Maria Siegel. . . . German and "Nur Mid Dir"-"Mit Dir Mach' teen-age idol Ted Herold recorded Ich Alles" by Etta Angeli, both rean English version of his "Moon- cording for the first time. The firm light" by Werner Scharfenberger, has also released "You Talk Too Much" by Joe Jones on Roulette.

By the end of the year Philips will stop its exchange of tunes with Peter Schaeefers and his partner the East German state-owned will vist Edward Kassner in N. Y. Amiga recording company because and go to Acapulco.... Popular of the annulling of the East-West Will Glabe recorded an LP "Kar- trading contract which will expire neval a La Carte" on Decca for December 31. Philips gave original the Carnival season at the River recordings with artists as Heidi Rhine. . . . The London label issued Bruhl, Gerhard Wendland, Leo these U. S. hits for Germany: "Four Leandros, Peter Beil and other Little Heels" b-w "That's How Philips stars to Amiga which ex-Much" by Brian Hyland, and changed recordings of East Ger-

(Continued on page 60)

V finds "Romantica" leading the ings of today division with "When **Best-Selling Pop Records**

SIAE) who had voted to boycott

ing festivals in general. It re-

tains to be seen now what form-

a will be followed by other fes-

vals, particularly the one in Na-

les. The 1961 San Remo Festival

now definitely set for January

The current "Canzonissima"

impetition on Saturday nights on

6, 27 and 28.

in ITALY Week ending November 18, 1960 (Courtesy Musica e Dischi, Milan)

1 IL CIELO IN UNA STANZA-

Mina (Italdiscs) IT'S NOW OR NEVER-Elvis Presley (RCA) LES ENFANTS DU PIREE-

Dalida (Barclay) II. NOSTRO CONCERTO-Umberto Bindi (Ricordi)

SE CI SEI-Umberto Bindi (Ricordi) NESSUNO AL MONDO-Peppino Di Capri (Carisch) NOTTE DI-LUNA CALANTE-

Domenico Modugno (Fonit) MILORD-Edith Piaf (Columbia) -Dalida (Barclay) IL BARATTOLO-Gianni Meccia (RCA Camden)

HELLO, YOUNG LOVERS-Paul Anka (Columbia) PITAGORA-Adriano Celentano

(Jolly) YOU MEAN EVERYTHING TO ME/RUN. SAMSON, RUN-Neil Sedaka (RCA)

BANJO BOY-Dorothy Collins (Top Rank) IMPAZZIVO PER TE-

Adriano Celentano (Jolly) TILL/PERSONALITA-Caterina Valente (Decca) LIEBELAI-Rolf Bauer

(Voce del Padrone) MULE-SKINNER BLUES-Fenderman (Top Rank) GABBIE-Eddie Calvert

(Columbia) APACHE-The Shadows ESTATE VIOLENTA-

Fausto Papetti (Durium)

Margellina," "Love in Portofino" and "Libero" following in that or-A nationwide contest with thouder. In the songs of yesterday ands of dollars in prizes will defgroup, the top vote so far is for nitely mark the 1961 San Remo "Farewell Dreams of Glory," folong Festival. In place of 10 lowed by "Like the Roses," "Gypsy ongs performed on each of the Violin," "Bring Me Many Roses" rst two nights, 12 will be ofand "Come Back." A major effort ered. Six tunes will be chosen is being made to have Brigitte ach night for the third night's Bardot appear as a program guest. nals. These will be performed ... With the current Garinei-Giout not judged. Printed song lists vannini-Kramer musical, "A Tanrill be provided in which everygerine for Teo" with Walter Chine will be able to make a choice ari grossing over \$6,000 a week, rom first to sixth, paying 100 Lire the group is prepearing their new-16 cents) with each choice. The "The Garibaldians," which will inal winners will be named on a pecial TV - radio program two eeks later. The new format meets mer songs, it will have half a e objections of the Italian Soety of Authors and Publishers

star Domenico Modugno and Delia Scala. In addition to Gorni Kradozen new Modugno numbers. It will open in Rome on December 15.... Abbe Lane and Xavier Cugat have packed up for Paris where they open at the Olympia for a month November 17 prior to a tour which will include Miami Beach, Puerto Rico, Mexico City, Acapulco and South America.

Sedit Music has sold "Ehi, Tu!" successfully recorded here by both Germana Caroli and Gloria Christian to Ardmore Music of Hollywood which will issue the Medini-Finati number as "Lazy Dreams' and "A Sea of Kisses," a Medini-Zoffoli composition to Woods Music, N. Y.... French film star Danielle Darrieux has taken to singing. She will appear shortly in Rome. Also scheduled for the Eternal City boards are Neil Sedaka, Brook Benton and June Christy.... Peppino of Capri has composed two songs, "I Want You Tonight" and "For An Instant" for the new film, "Deluxe Wo-

The 2 Plus 2 Quartet has switched to Ricordi Records. . . Vittorio Franchini has written the history of "The Swing Era, 1930-'45." . . . Johnny Dorelli is receiving requests for p.a.'s in Japan on the strength of his recording of 20 "Happiness" from "Black Orpheus." . . . Tony Dallara will record the new composition of Italian drummer Flavio Carraresi, which is

entitled "Perfect Crime of Love." . . . Dalida, who is starring in the film based on Ugo Calisse's song title, "What a Woman!" will sing "O Sole Mio," the first Italian song she learned in France, and "Milord," in the film.... Americanborn Anna Moffo will star in the RAI-TV production of Donizetti's "The Daughter of the Regiment." ... Columbia has issued an LP featuring Piero Trombetta's morbid songs, including "Criminal Tango,"

Cadaver." . . . Graz, lots!

Best Selling Pop Records in BELGIUM

Week ending November 18, 1966 Courtesy Juke Box Magazine, Mechelen, Belgium

Week Week

1 ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI -Brian Hyland (London)

2 O SOLE MIO-Elvis Presley (RCA)

LES ENFANTS DU PIREE-Dalida (Barclay) SAG WARUM-Camillo (Electrola)

2 5 I'M SORRY-Brenda Lee (Brunswick) 6 TU T'LAISSES ALLER-Charles Aznavour (Barclay)

7 APACHE—The Shadows (Columbia) GREENFIELDS-Brothers Four (Columbia) BRAS DESSUS, BRAS DESSOUS

Les Compagnons de la Chanson MON BEAU CHAPEAU-Sacha Distel SUMMER'S GONE-Paul Anka

(ABC-Paramount) ROMANTICA-Dalida (Barclay) ALLEZ SAVOIR POURQUOI-Les Compagnons de la Chanson TATE DE BOIS-Gilbert Becaud 15 KILI WATCH FUEGO-

The Cousins (Decca)

Roy Orbison (London) SO SAD LUCILLE-Everly Brothers (Warner Bros.) 18 VALENTINO-Gloria Lasso FABIOLA/IL NOSTRO CON-

ONLY THE LONELY-CERTO-Royal Belgian Strings "Diabolic Melody" and "Spacial 16 20 GOOD TIMIN'-Jimmy Jones (M-G-M)

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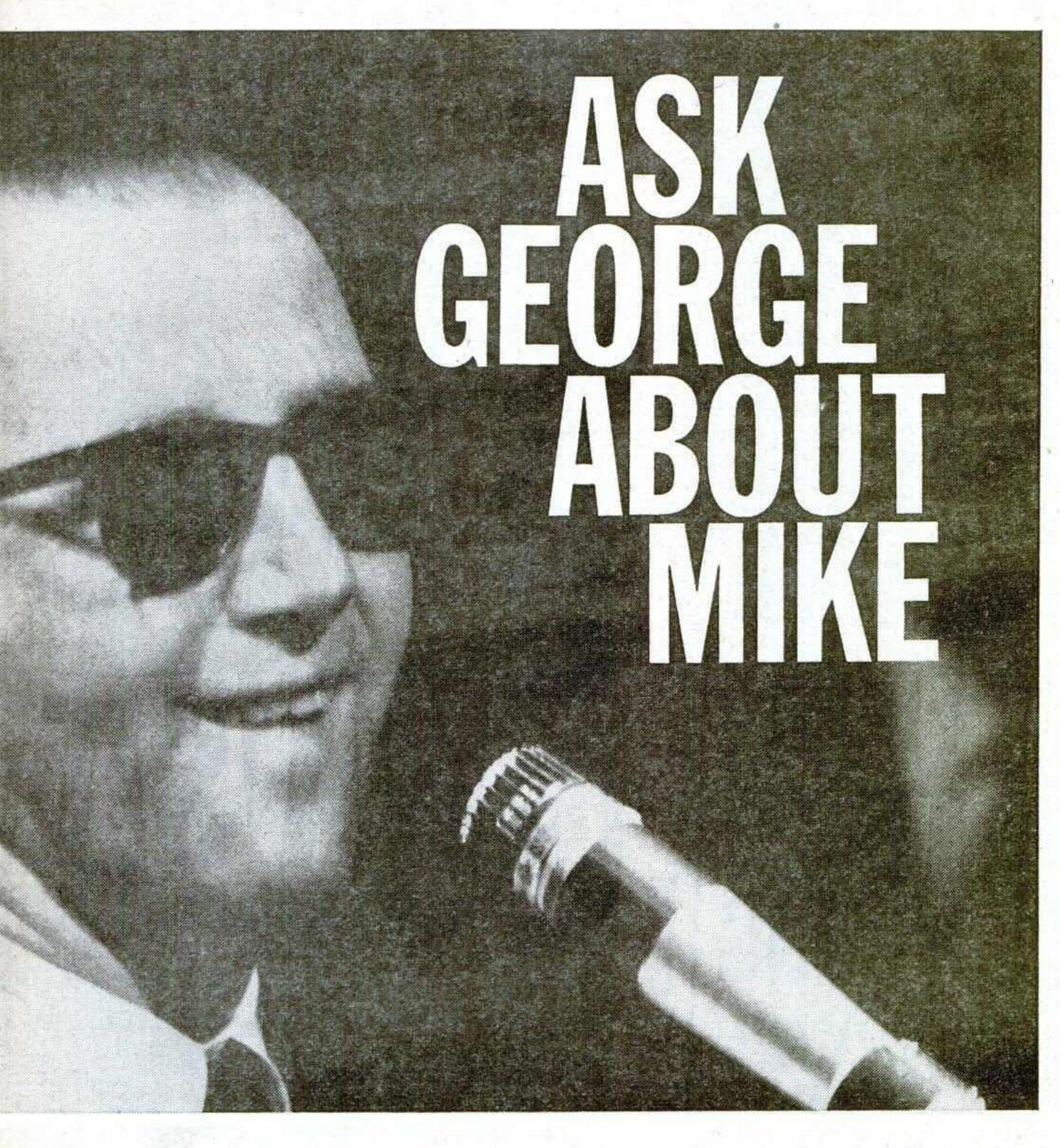
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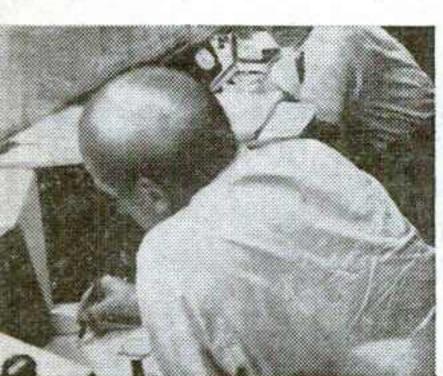
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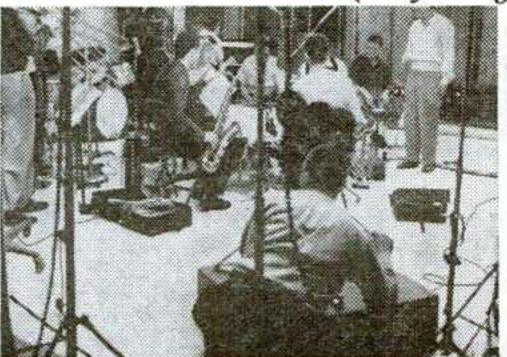
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THE SISTERS (AND FRIEND?) PARKWAY 815

> PARKWAY Records



BOOZE CLUB TO BOOM WOODBURY DISK BINGE

FORT LAUDERDALE, Fla. — Stereoddities Records here, producers of the now famous Woody Woodbury comedy albums, has launched what it calls "a new concept in packing and merchandising," with the release of the newest Woodbury package.

With the idea of increasing consumer identification with a record label and a specific artist, the company launched several months back what was described as the "Booze Is the Only Answer (BITOA, pronounced like aloha), Club."

1960 Dip in Admiral Sales

CHICAGO—A slump in the retail sales of appliances was held accountable for the dip on the amount of consolidated sales made by the Admiral Corporation during the first nine months of 1960. The \$144,976,988 total for that period fell just short of the \$145,849,148 for 1959. Profits before tarns were \$1.207.764 compared with the \$4.9: .253 for last year. Profits after taxes were \$497,072 or 21 cents per share as compared to \$2,371,376 or 99 cents per share for last year.

Ross D. Siragusa, president of the firm announced that "It was the worst year for the appliance industry since World War II with many models sold below cost." This, in spite of the fact that he also said the company's sales and profits on television and radio receivers were higher during the "Anything is possible thru, the told the judge that it would serve judge rendered no decision on the first three quarters.

In the album by Woodbury released at that time, invitations were inserted, inviting customers to join the "Booze Is the Only Answer" Club. Those answering received an official membership scroll suitable for framing, and company spokesmen say the response was overwhelming. Club members include "corporation execs, doctors, and lawyers," according to promotion manager, Frank Shue, who acts as a sort of exec secretary for the club.

corporation with over 1,000 memday. "For the dealer, it means a pre-sold initial market for all future Woodbury releases not to mention other product out of the Stereoddities and Duo stables. In addition to this, the word of mouth promotion is worth its weight in gold," Shue asserted.

With this in mind, the label has put together a special new Woodbury release featuring box packaging and carrying the overly long title, "The First Annual Message From the President to the Members of the Booze Is the Only Answer Club."

Prior to the release, all members of the club were sent a special mailing containing the first edition of "Booze Nooze," a house organ, advising of the coming release. In the new package, there is a new a motion to intervene in the final edition of "Booze Nooze," plus a Consent Decree, were not reprelatter contains cocktail receipes, booze meetings, "the only kind of Judge Ryan last year had denied meeting where one member is a this motion and that an appeal to quorum." Commenting on the this decision was now pending with whole situation, Shue summed up: the U S. Supreme Court. Horsky power of positive drinking."

Ryan Okays Two ASCAP **Amendments**

NEW YORK — Two amendments to the ASCAP Consent Deat a special hearing in U. S. Dis- sive music business. trict Court, Tuesday (15).

Shue says that the club is now a ers when the recognized works pool under the Consent Decree was bility pool in the ASCAP distribution. Under the amendment, writloss of income thru the change, will now not lose revenue.

> The second amendment had to do directly with the recognized works provision. As originally conceived, writers would receive no income from this part of distribution for a period of one year. Under the new amendment, when 20,000 performance credits have been amassed, each performance thereafter will receive a full credit, even tho the period is less than a year. When 10,000 credits are received, each performance will thereafter get a half credit.

Sam Fox Publishing Company and others who had earlier filed 128-page "boozing manual." The sented. In a letter to Judge Ryan, Charles Horsky, attorney for the toasts, parliamentary procedure for Fox and other parties, noted that no purpose for the Fox interests Bellin statement.

Nashville Plans Music City Bldg.

By PAT TWITTY

NASHVILLE - Mayor Ben West and some music industry cree were signed here this week by City Building here, to centralize Federal Judge Sylvester J. Ryan, and symbolize this town's impres-

The music center, tho only in The first of the amendments had the "talking stage" at present, to do with increments lost by writ- would be a five-story structure designed to accommodate publishers, bers, with more coming in every substituted for the older availa- and possibly radio and television

> Altho the idea has met with eners who were threatened with the thusiastic response from some, there are those who are somewhat skeptical about its practicability. They point out that every record label might have a much better chance of knowing what the other re ord; and they also point out it. that--with publishers so close to central recording studios-the incoming artists and a.&r. men would be besieged by song-pluggers each

> > to participate in the hearing until and unless the High Court reversed the Ryan decision.

Lewis Bellin, a writer who had spoken at some length at the recent ASCAP membership meeting facts and figures regarding the here regarding his futile attempts plan. to have the ASCAP bylaws amended to allow for three meetings a year instead of two, presented his tory to Judge Ryan. Bellin had held that the ASCAP board had deliberately frustrated his attempts to have his motion when answering ads . . . presented to th membership. The

time they came into the building to record.

Wesley Rose, Acuff-Rose chief, leaders here are discussing plans favors the plan. Rose and others for erecting a \$3.5 million Music who support erection of the lavish building believe it would encourage West Coast and New York publishers and many record labels to open offices in Nashville, thus making the town's music business flourish even more than now.

Idea for the building came from talent agencies, recording studios Bob Cooper, general manager of WSM Radio here. Cooper discussed the plan with architect William F. Holman and Holman contacted Mayor West.

"I've never seen the mayor so enthusiastic about anything," Holman said. He infoed the mayor implied that if Nashville music people want the building he'll do evlabel is doing; who is in town to erything he can to help them get

> Tho early in the game—since it will be possibly two years in construction of the building-most of the town's music people apparently favor the plan, particularly its publishers. However, it is, according to Cooper, too early for any definite commitments. He said executives from several major labels (here for the recent Country Music Festival) seemed eager for more

Another meeting of music people here who are interested in the plan is scheduled after Mayor West returns from Israel about December 1.

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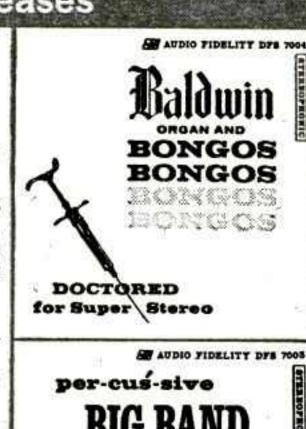
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BULLRING—La Fiesta Brava, Vol. 4; Banda Taurina—AFST 1835

AMERICAN MILITARY MARCHES; Banda Taurina-AFST 1836

-AFST 1843

-AFST 1913

TANGO, Pedro Garcia-AFST 1838 RAILROAD SOUNDS, Steam and Diesel

LEON BERRY at the GIANT WURLITZER, Vol. 3-AFST 1844

LIONEL, Lionel Hampton-AFST 1849 DUKES OF DIXIELAND Marching Along

-AFST 1851 BAGPIPES and DRUMS, 9th Regiment Pipe Band-AFST 1857

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Morris for **Pre-Opening** Exposure

Continued from page 6

best selling charts before the show hit Broadway.

The exec noted that Hollywood has been aware of the need of advance exposure for a long time, and most studios today insist that waxings of movie themes be marketed as early as 12 weeks before a film goes into national release.

"I can understand the theory behind trying to make a score seem more attractive by withholding it," said Kornheiser, "but today notainly the artist and repertoire directors aren't impressed, nor are the disk jockeys. With the exception of Lerner and Loewe and Rodgers and Hammerstein, none of the Broadway show writers today are regarded with the respect and awe they were when I was with Harms years ago and working on such Broadway hit scores as "Anything Goes."

Recalls Old Days

In those days, Kornheiser recalls, Harms never printed up profesrefused to allow night club stars to use the material in their acts.

Kornheiser said Morris has deemed pre-opening exposure important for some time, recalling the firm's action on the "Jamaica" score a few years ago. Morris personally cut four sides from the show by relatively unknown artists) and released them in Philadelphia during the musical's Philly

With the Broadway opening still p the following records on the "Wildcat" score: "Tall Hope" has been waxed by Dorsey Burnette,

All the news of your industry every week in The Biliboard . . .

M. BLOCK GIFTS DISK LIBRARY TO STUDENTS

NEW YORK - Pioneer disk jockey Martin Block, who recently retired from deejaydom (and WABC here), after more than 25 years in radio, has donated his entire record library to New York University. Valued at more than \$100,000, the collection-indexed and cross-indexed-includes 4,000 pop albums and 20,000 singles.

The collection - covering 30 years of pop music - will be divided between NYU's undergraduate radio stations, WCAG and WNYU, and student centers on NYU's two campuses. Block said he originally planned to give the disks to charity or sell them at an auction. However, NYU junior Merrill Mazuer, who is also on WABC's news staff, suggested Block give NYU the collection, thereby helping fledgling deejays enrolled in the school's radio-TV course.

Liberty; Mel Torme, Sam Fletcher, RCA Victor; "Hey Look Me Over," sional copies of show music and Swe-Danes, Rosemary Clooney, Victor; Torme; "That's What I Want for Janie" and "Wildcat," Lucille Ball, Victor; "Corduroy Road," Crosby Brothers, M-G-M; Harry Simeone, 20th Fox; Kenny Adams, Epic; "El Sombrero," Perez Prado; Les Baxter, Capitol; "Angelina," Baxter; Adams; "Give a Little Whistle," Johnny Restivo, Victor; "Far Away From Home," sion of "The Liar's Song" on Coral.

Album treatments include Pete erty. Tunes from the score will also be incorporated in Broadway show LP's issued by Cadence, Kapp

Labels Back **Original Cast** Competition

· Continued from page 6

Clooney, Sam Fletcher and Johnny Restivo. Lucille Ball, the star of the show, is also set to cut two songs from the show to be issued singly and there will be a Perez Prado single. The Swe-Danes on Warner Bros. have a single out this week. Other singles from the show are slated by the McGuire Sisters on Coral, Les Baxter on Capitol, Kenny Adams on Epic, Harry Simeone on 20th Fox, the Crosby Boys on M-G-M, Dorsey Burnette on Liberty, Margaret Whiting on Verve and Mel Torme on Verve. Albums set so far include a Pete King on Kapp and a Bob Thompson on Victor.

Hit for 'Tenderloin'

Altho it is unusual these days for a show score to have a single record hit, "Tenderloin" already has a smash with Bobby Darin's waxing of "Artificial Flowers" on Atco. And the Janice Haper recording of "Good Clean Fun" is getting action. Meanwhile the original cast album on Capitol is racking up steady sales, and the diskery issued last week more singles of tunes from the show. Singles are by Phil Napoleon, and Tony Pastor and sons-Guy and Tony Jr. Firm issued side with Peggy Lee, Tennessee Ernie, Dakota Staton and Jonah Jones previously.

"Irma La Douce," altho without a single record hit, is selling much Fletcher; "What Takes My better than Columbia expected in Fancy," Clooney; "One Day We album form. In fact, Columbia Dance," Margaret Whiting, and a execs think they have a real sleeper possible Percy Faith disk, Colum- with the English cast set. (Columa month away, Kornheiser has lined bia; a possible McGuire Sisters ver- bia has also released a French cast version of the show.)

> Meanwhile, the "Do Re Mi" pro-King, Kapp; Bobby Thompson, ducers are setting records now and Victor, and a jazz package on Lib-hoping that the Victor waxing of hoping that the Victor waxing of "Make Someone Happy" from the show will break thru as a hit before the show opens in New York on December 26.

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NIGHT CLUB REVIEWS

Miles Davis Wows 'Em at Vanguard

A jumping and aggressive Miles Davis Quintet took over the bandstand at the Village Vanguard, in New York's Greenwich Village this past week, and set the local jazz-oriented natives to stompin' and shoutin'.

None of the renowned trumpeter's much discussed (especially in the English press) contemptuousness for audience was to be seen-as a mater of fact, just the opposite was true. Thruout the evening the Columbia jazz recording star went about his business in an amiable way, chatting with the members of his group and nodding politely when applauded.

The members of the Quintet must, we think, take some credit for Davis' friendly feelings. The group is one of his best; a hard but sensitively swinging combo made up of talented musicians. Sonny Stitt, on alto, and occasionally tenor-a star in his own right-played with much distinction. The rhythm team of Wynton Kelly, piano: Jimmy Cobb, drums, and Paul Chambers, bass, performed admirably, anticipating and reacting to the dynamic nuances played by the soloists in front of them.

Alternating with the Davis Quintet was the Bill Evans Trio. Evans, on piano, has rightfully taken his own place as one of the better, if newer, individual soloists. His program was beautifully varied (the inclusion of an up-tempo improvisation on "Some Day My Prince Will Come" gives some indication, and his solos are spiced with touches of humor and unusual twists and turns of both melodic and rhythmic juxtaposition. Evans was accompanied by two fine rhythm players in bassist Scott La Faro, and drummer Paul Montian. Jack Maher

Lilo in Exhuberant Plaza Stint

Lilo, the blond bombshell from Montmarte, certainly does not want for physical endowment. She makes no secret of this fact in her current engagement in the smart Persian Room of New York's Hotel Plaza. It is a question, however, whether this swank setting should highlight this type of talent, or concentrate on vocal caliber, a commodity which is somewhat lacking in the case of the Gallic looker.

The gal has life, exuberance and she moves around the floor at a merry pace. When she turns to a song, however, there is a disturbing tendency to sing flat which somehow does not seem quite right for the Persian Room.

Material is pleasant enough. Following a bouncy, boulevardflavored opener, she offers a humorous bit of interplay with the trumpet man on a fine tune, "Mais Oui, Mais Oui." Next, there's the title tune from "Irma La Douce," the song "Follies Bergere," written by Maurice Chevalier, and a clever special bit for the ladies in the audience, "Keep 'Em Guessing.'

Big production comes when the gal offers a medley of "La Vie En Rose," "C'est Si Bon," "My Bill," and "C'est Magnifique." During this part of the action, the gal roughs up some of the male customers as she plumps herself in their laps and tossles their balding heads.

In all, there's enough sparkle, enthusiasm, and let's face it, physical excitement, to make the gal a winner. It might be worth a try sometime, however, for her to get a male partner who can really sing, and who can act as a foil for her fast-moving antics around the floor. Ren Grevatt.

Four Lads Show Talent at Copa

The Four Lads run onto the floor of New York's vaunted Copacabana with a loud flourish in their current stint, and if there's one difficulty with their act it can perhaps be summed up in that very word, loud. The boys put on a pleasing appearance, move well, and have plenty of talent. Unfortunately, however, they have not learned the neat trick of singing something in soft tones, with little band backing or maybe even a capella, in order to quiet a noisy crowd.

The Lads, who've enjoyed a substantial number of hits in recent years, open with a swingin' "Down By the Riverside," and segue neatly into "Getting to Know You" with special lyrics. Then the belting starts in earnest with tunes like "Some of These Days," "It Had to Be You," a martial effort, "I Remember Me" and their own version of "Itsy Bitsy Bikini."

The highlight of the act comes next in the form of a reprise of "our three golden record hits," "Standing on the Corner." "Moments to Remember," and "No Not Much. The latter two of these particularly, are pleasing indeed and feature nice harmony, the type of material the act could stand more of. The boys do not lack for talent. Their prime need is merely pacing in terms of mood, rhythm and volume.

The headliner on the bill, Joey Bishop, constitutes the standup funny man in the best tradition. Somebody should make a spoken word comedy album with this lad. Incidentally, it's worth noting that ABC-Paramount's youthful star, Paul Anka, wrote the two breezy production numbers for the show. Ren Grevatt.

Praise for The Billboard

CINCINNATI - Bill McCall, president of Wallace Fowler Publications, in a visit to King Records here last week, credited accurate reporting by The Billboard with saving Billy Walker's recent Columbia release, "I Wish You Love," published by the Fowler firm, from being clobbered by a premature release.

Walker, according to McCall, song some three months ago and charts, marking the first time it release.

asked permission to cut it as a single. The Walker version at the outset enjoyed brisk sales, according to McCall, and then slowed down while still maintaining a consistent pace. With nothing too much happening with the tune, Columbia decided to release a new Walker

At the recent WSM country music festival in Nashville, McCall says, Walker sang both "I Wish You Love" and a tune from his new Columbia release. On Monday following the convention, The Billboard showed Billy's "I Wish You heard the writer of the tune do the Love" in 19th place in the c.&w.

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

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Zone State

Burgess Autry Pro Mgr.

HOLLYWOOD-Dave Burgess. writer of the song "I'm Available" and leader of the instrumental group, the Champs, has been named West Coast professional manager of the Gene Autry music publishing firms-Western Company, Golden West Company and Four Star. Among the Autry firms' tunes currently on the charts are "Send Me the Pillows You Dream On," by the Browns (RCA): "Release Me," by Jivin' Gene (Mercury); "X-15," by Johnny Bond (Republic), and "Thru Train," by the Champs (Challenge).

had made the charts. McCall immediately called this to the attention of Columbia executives, with the result that Walker's new release was canceled and promotional plans made with Columbia to capitalize on the showing of "I Wish You Love" in The Billboard.

A careful check of the various markets revealed heavy sales on the tune prior to its showing up on The Billboard's charts, McCall says. "This is an example of accurate reporting by The Billboard," McCall stated, that saved a good record from being injured by a premature

2 MORE FROM M-G-M

SELECTED AS THE HIT VERSION!

and his Orchestra play

From the U.I. Picture (Arwin Production) "Midnight Lace"

A REAL HOT PLATTER!

sings

AS YOU DESIRE ME

SUZIE WONG

From the Ray Stark Production "The World of Suzie Wong"

K 12959







AND

BEFORE I FALL
INLOVE AGAIN

CLYDE McPHATTER

(ARRANGED AND CONDUCTED BY BELFORD HENDRICKS)

71740



www.americanradiohistory.com

Rank Starts Noble Subsid

NEW YORK - Rank Records of America has added a new subsidiary line, to be known as Noble Records. The new line will focus on kiddie material and will retail at \$1.98 per album, according to Harold Freidman, exec of Rank. The packages will be independently produced by Lyle Engel.

First four albums, due for release shortly, are "Popeye's Zoo," with Jack Mercer (who plays "Popeye" in the Paramount films); "Grimm's Fairy Tales," with Marla Ray; "Alice in Wonderland," with Mimi Benzell; and "Remember the Alamo," with Claude Rains narrating and music by Tony Mottola. A heavy promotion and merchandising campaign is being developed by Dewey Bergman, director of album sales, according to Friedman.

E. B. Morris Signs Kaufman, Anthony

NEW YORK - Sidney Kornheiser, general professional manager of E. B. Morris Music, has signed songwriters Paul Kaufman and Michael Anthony to exclusive, long-term contracts.

Kaufman and Anthony penned Johnny Tillotson's current hit single, "Poetry in Motion," No. 2 on the "Hot 100" chart last week. The young cleffers will write for Morris' BMI firm, Meridian Music.

WTRY Yule

Continued from page 4

each four hour show daily. "This was a good year to start," he explained, "because Christmas decorations are already up downtown and advertisers are using seasonal shopping copy for their commercials.'

The yule records are introduced as "holiday songs" rather than "Christmas songs," and LeZotte will not play carols until the season is more advanced. In addition to the usual pop holiday standards, gerald's "Jingle Bells."

Thus LeZotte is giving distributors a chance to expose their newest yule product 10 days ahead of ger, San Francisco, Seattle, Portbroadcasters' traditional Thanks- land; national promotion director giving Day starting time. To date, Bob Skaff, Philadelphia and New LeZotte said he has had only one York City; East Coast promotion Claus-type programming.

special contest, whereby the names Pittsburgh. of all listeners entering WTRY's station) from now until December 24 go into a giant Christmas mail drawings will be held for a flock of merchandise prizes donated by local merchants.

NANRA Plans

Continued from page 6

top Negro radio artists was to find ways and means of bringing about higher respect and recognition from our white brothers in the same field."

In reference to the irate record man, O'Jay said "One of the record firm's traveling boys was so set in his mind that we were going to blow his gig until he demanded time to speak-pounding on the door several times for entrance (no record company reps were allowed in on the business end of our meeting). When this big wheel finally got a chance to speak—nothing but to our brothers - and who he taught how to make money."

The jock said other labels took a different attitude tho, and "either of the Coast dissident group turned wired their best regards and wishes administration loyalist, rose to apfor success in our organization of plaud the board for doing a diffithe group, or spoke well to us."

10,200 Govt. Musical Events

· Continued from page 6

The political axe of a changing administration will not fall on the music committee, since it functions independently, as part of the people-to-people program, regardless of who occupies the White House. This group is not part of President Eisenhower's personally sponsored "cultural exchange pro-

calendars, and acting as a clearing the U. S. and some 96 countries the amateur level. overseas, the committee compiles a list of international competitions which is sent out to 800 music schools, colleges, orchestras and other performing groups. It has set up a record-exchange program for American college students to swap their favorite longhair recordings or tapes in exchange for those favored by collegiates abroad. The committee tried for a similar exchange of taped good-music programming between U. S. and overseas radio stations, but said it was "unable to get union clearance for the project."

Publishers Help

Music publishers help the committee supply music teachers at home, and performing groups abroad who are in need of scores and educational material. Instruments, also in short supply from the Arctic to South Africa, are pro-

Liberty Force

· Continued from page 4

op basis calling for the dealer to pay 50 per cent. Distrib will contribute 25 per cent with the label kicking in the remainder.

Robert Rheims Christmas merchandise consists of two LP's (stereo and monaural), an EP and a single. Liberty backs this portion of its program with a full 100 per cent return, similar to last year, payment and-or returns are due by January 10.

Liberty execs hitting the road in-WTRY deejays are currently play- clude Don Blocker (exec assistant eight new yule disks, including to prexy Al Bennett) who will cover Bobby Darin's "Christmas Auld St. Louis and Kansas City; national Lang Syne," Santo and Johnny's sales manager Don Bohanan, going "Twistin' Bells," and Ella Fitz- to Detroit and Cincinnati; assistant national sales manager Ken Revercomb, Minneapolis and Chicago; merchandising director Al Lavincomplaint about the early Santa manager Bud Dain, Baltimore and Washington; midwest promotion The station is also conducting a manager Joe Sadd, Cleveland and

Each will concentrate in their regular contests (or writing to the assigned markets on gaining maximum air exposure for the product, and will work in conjunction with bag. On December 25, a series of the label's distribs and with dealers, rack jobbers, one-stops and operators.

ASCAP Meet

Continued from page 6

done about this. Adams said this problem is being studied. Billy Austin rose to appeal to members to stick with ASCAP, for based on his own experience, he didn't do as well when he was BMI. Wayne Shanklin asked whether the special awards funds were really handed out in recognition of special merit, "or is this just a bone" given by the board. Adams denied it was "a bone," explained that some works (serious music, etc.) are performed in non-profit institutions suc's as schools and churches, and therefore, under the copyright law no performance fee can be collected. Awards are made to these composers in recognition of their work. Leon Pober, former leader cult job well.

they do on "all spectator sports." | vided by the committee whenever they can lay their hands on them. Instrument manufacturers here sometimes help out, but the committee wishes it had far more help from industry along these lines.

Not resting with these activities, the committee has been campaigning to have every international exposition abroad in which the U.S. participates, carry displays show-In addition to putting out the ing how much and how often Americans perform and enjoy muhouse for musical information for sic, at both the professional and

> Information and material are available out of the committee to everyone from legislators on the Hill, to any private citizens of the U. S. or the world, who wants to query the President's Musi- Committee office at 734 Jackson Place, N. W., Wasihngton, D. C. The music calendars are available here, for \$2, postpaid to any country in the world.

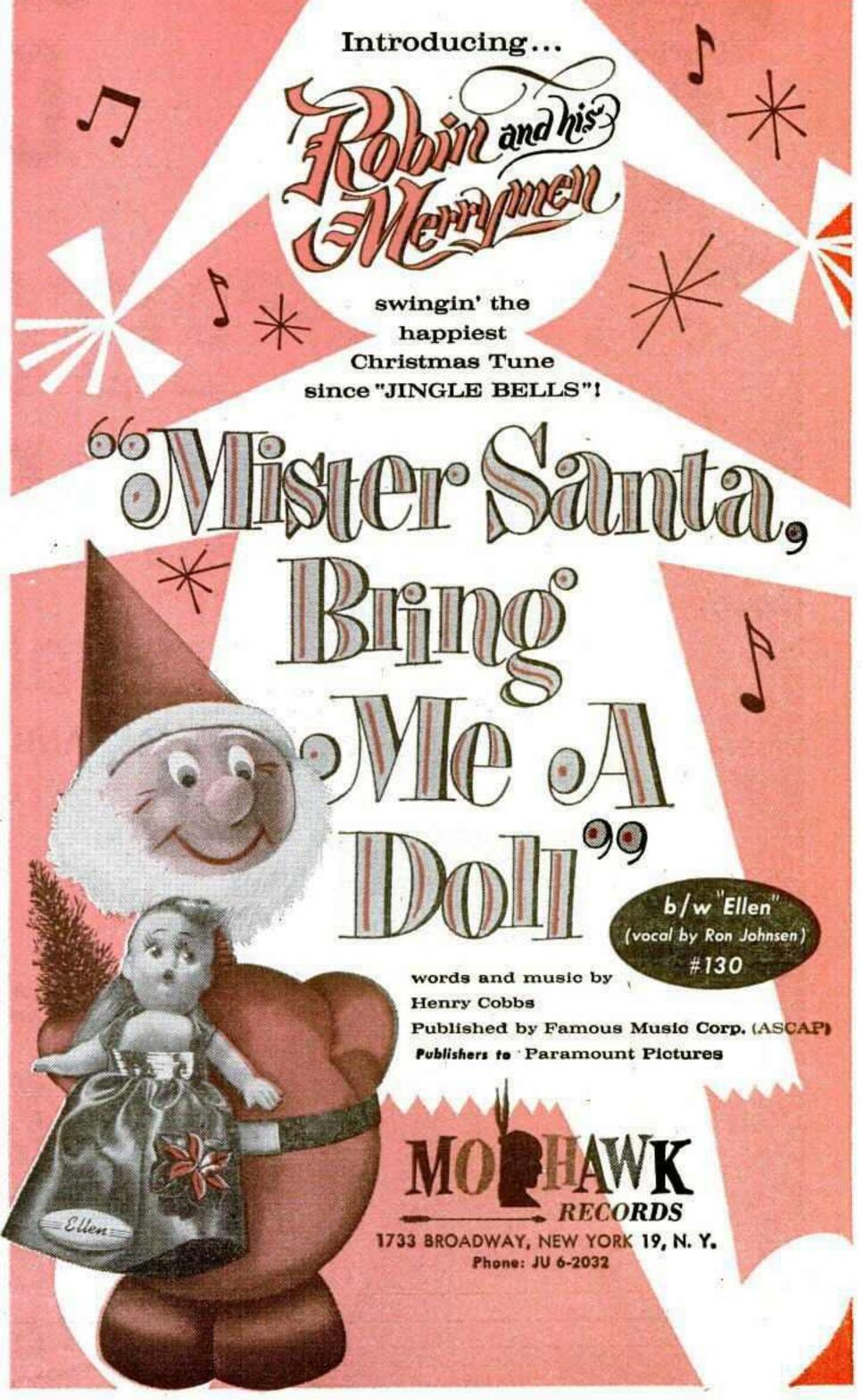
RECORD DEALERS:

A little knowledge goes a long way, but a lot goes much farther

One way to make regular customers out of infrequent buyers: talk their language ... discuss their favorite artists with them ... give them "inside information"-real "trade" stuff they can't get from anyone but you. What'll happen? You'll find them coming back for more. And buying more records. And helping you to make more money out of records. Where to get this "inside trade information" about their favorite recording artists?

Be sure to Read . . . and Use . . . and Hold Onto Billboard's Big New Year-End Programming and Talent Buying Guide

special slick-stock section of the December 12 issue.



DISK JOCKEYS:

More real programming material and chatter data than you'll ever find anywhere

A source of lively chatter items about recording artists that will capture the attention of your listening audience and add color to your programming — birthdays . . . home town . . . education . . . background . . . hobbies . . . other musical interests . . . movies . . . current releases and previous hits. For programming "feature" shows, the winners of Billboard's year-end popularity poll, recap of records that hit the charts the past year, yesteryear's hits over the past 60 years, and the list of artists birthdays are invaluable for building special shows around.

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 12 issue.

FTC Consent

• Continued from page 4

During the hearing, the FTC attorney termed such arrangements a form of payola because the station involved got "free talent" in exchange for airing records on such programs as WTTG's "Milt Grant Show." Both the station and the distributing firm have defended the universal lip-sync practice as legitimate. Also, WTTG has pointed out that their deejay Grant, acknowledges sponsorship during the airing by saying that the singer comes thru the courtesy of the record companies.

The consent agreement takes the complaint against the firm out of altercation, and makes no decision on the lip-sync aspect. If the issue were to be part of a fully contested case, FTC might rule on whether the practice was legitimate or not, in its view, after which any further contest might bring the question up for court review.



in only 2 weeks!

"HE WILL BREAK
YOUR HEART"

JERRY BUTLER





VJ 368 "AIN'T THAT LOVIN' YOU, BABY"..... WADE FLEMONS

VJ 365 "ASK" GENE ALLISON

VJ 366 "TUPELO"JOHN LEE HOOKER



NOW AVAILABLE TO ALL BROADCASTERS. BIG NEW RECORD AND ALBUM SERVICES

I CATALOG ALBUM SERVICE OF RSI: You may order any complete category you require for your station. Prices are based on the number of albums contained in each category."

1. CATALOG ALDUM SEKVICE	7.6	:*		
DANCE ORCHESTRA 25	L.P.'s \$ 25	THEATRE	25	L.P.'s \$ 25
EASY LISTENING100	100	LATIN AMERICAN		The state of the s
CLASSICAL 50	50	FOLK	25	25
LIGHT CLASSICS 50	50	CHILDREN'S	25	25
OPERA EXCERPTS 25	25	RHYTHM AND BLUES	25	25
BAND, CONCERT, MARCH. 25	25	JAZZ	50	50
POPULAR HIT PARADE 25	25	CHORAL	The same of	25
INTERNATIONAL 25	25	SPECIALTY		25
STRUMBER THOUSANDONES OF THE TOP				

NEW ALBUM SERVICES OF RSI: You receive new album "Spotlight Winners" each month, selected by the music staff of Billboard as among the best of the new albums.

- 4 "Hot 100" If you program popular single records: You receive ten (10) new records a week, the best of the new releases.

Price for one year—52 weeks—10 new records a week, a total of 520 of the best of the new releases:

ANNUAL BASIS: \$160 per year via regular mail. \$190 via air.
QUARTERLY BASIS: \$42 per quarter via regular mail. \$50 via air.

5 "Easy Listening You receive six (6) new records a week, the best of the new releases (no rock and roll).

Price for one year—52 weeks—6 new records a week, a total of 312 records: ANNUAL BASIS: \$110 per year via regular mail. \$140 via air. QUARTERLY BASIS: \$30 per quarter via regular mail. \$38 via air.

*We will permit you to select items of your choice for \$1.10 each with a minimum order for 50 albums. Write for catalog of album listings.

START
YOUR
RECORD
AND
ALBUM
SERVICES
TODAY!

WE ARE ENCLOSING \$FOR SERVICES AS	INDICATED.			
COMPANY NAME	CALL	LETTERS		
ATTENTION				
STREET				
CITY	ZONE	STATE	- 25	

BB STUDY SHOWS DISK SALES HIKE TO \$500 MIL

Continued from page 4

record production and with phonographs as well as disks selling like hotcakes, the record business racked up the then tremendous total (for 1946) of \$198 million. And in 1947, the business reached its peak for the decade—\$203.7 million.

In 1947 and 1948, business slipped, and 1949's gross sales managed just \$157.5 million. This trend reflected the disruption caused by such technological advances as the introduction of new speeds.

From 1950 to 1957, the record business increased every year. In 1950, total record business was \$172.2 million; in 1957 it totaled \$400 million. It slipped to \$390 million in 1958 and jumped back to \$462 million in 1959.

Using 1950 as a base year or 100 per cent (it began the decade in which the new 33 and 45-speed records were completely established and phonographs made to play them) dollar sales by percentages range from a low of 3.3 per cent in 1933 to 268.3 per cent for 1959. Estimates of a \$500 million gross for 1960 would make this year 202 per cent better than the base year and 298.7 per cent better than the low 1933 year.

Projections for 1960 indicate gross record business will total \$520 million. By 1965, projections indicate, business will hit \$800 million.

An \$800 million gross by 1965 is not too difficult to imagine. Startling changes sure to take place in the next 10 years should benefit the record industry, particularly.

At the beginning of the next decade there will be another 30 million people living in the U. S. The work force will be up 13.3 million to an 85 million total. There will be 10 million more households for a total of 60 million; there will be an additional 5 million children under age 14; over 2.5 million more college students will be added for a total of close to 7 million; and there will be more suburban growth, more family-owned homes, an increase in leisure time and more home entertainment.

All these changes should combine to make the potential market much larger, shape a greater demand for the product, bring a tremendous increase in the sales of phonographs and find more people in higher age brackets who are record buyers.

The following table is a total industry dollar volume at retail for the record industry from the years 1921 thru 1959 with added projections for 1960 and five years from now, 1965. These figures are estimates only. They are a combination of U. S. excise tax figures and all other sources of information available.

The first column gives the calendar year, then the retail industry total volume and the third column are percentages that each year represents when compared to the base year of 1950—selected as representative or as the best year to make comparisons for degree of change studies. Thus, 1950 equals 100 per cent and all other years reflect, in percentages, the differences between that year and 1950. Example: 1933 is 3.2 per cent, or 3.2 per cent of what business was in 1950. And 1946 is 115 percent or 15 per cent greater than 1950, the base year. Therefore, any percentage below 100 per cent is that share of 1950 business and any percentage above 100 per cent should have 100 per cent deducted from it to arrive at the percentage gain this particular year represents when compared to 1950.

OF PHONOGRAPH RECORDS IN THE UNITED STATES ONLY—1921-1959

CHIED S.	IALES UNL	% Change
Calendar	Total Industry	
Year	Volume *	100%
1921	-241 A PORTOR TO THE SECOND	
	92,400,000	53.7%
	The second of the County of the second of th	[2] [4] [4] [4] [4] [4] [4] [4] [4] [4] [4
	79,200,000) T (T (T) T (T) T (T) T (T) T (T) T (T) T (T) T (T) T (T) T (T) T (T) T (T) T (T)
1924	68,200,000	39.6%
1925	59,400,000	
1926	70,400,000	
1927 1928	70,400,000	40.9%
*	72,600,000	42.2%
1929	74,800,000	43.4%
1930	46,200,000	26.8%
1931	17,600,000	10.2%
1932		6.4%
1933	5,500,000	3.2%
1934	6,600,000	3.8%
1935	8,800,000	5.1%
1936	11,000,000	6.4%
1937	13,200,000	7.7%
1938	26,400,000	
1939	44,000,000	25.6%
1940	48,400,000	
1941	50,600,000	29.4%
1942	55,000,000	31.9%
1943	66,000,000	38.3%
1944	66,000,000	38.3%
1945	99,000,000	57.5%
1946	198,000,000	115.0%
1947	203,700,000	118.3%
1948	172,200,000	
1949	157,500,000	91.5%
1950	172,200,000	100.0%
1951	178,500,000	
1952	189,000,000	109.8%
1953	191,100,000	111.0%
1954	182,700,000	
1955	235,200,000	136.6%
1956	312,600,000	
1957	400,000,000	232.3%
1958	390,000,000	226.5%
1959	462,000,000	
1960 Projected	520,000,000	Projected 302.0%
1965 Projected	800,000,000	Projected 464.6%
Liejeelea.	300,000,000	

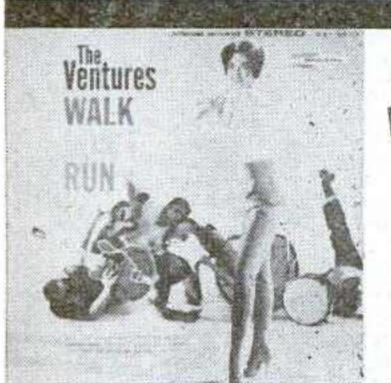


...till you hear their hottest single yet.

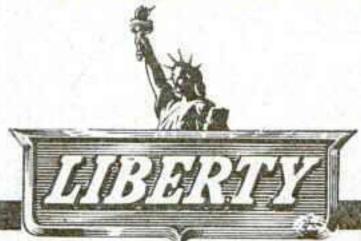
THE FLEETWOODS CONFIDENTIAL / I LOVE YOU SO

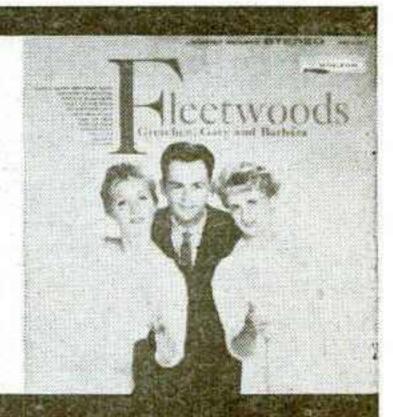
DOLTON #30

SMASHING! PERFIDIA BY THE VENTURES . Dolton #28



CASH IN ON THESE BRAND NEW LP'S
WALK DON'T RUN BLP-2003/BST-8003
THE FLEETWOODS BLP-2002/BST-8002





MUSIC NEWS

HOT HITS

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

#51 Cash Box "Top 100" #89 Music Vendor "Top 100" #62
4441—EVERGLADES
4460—PILTDOWN RIDES AGAIN
#1 Cash Box "Top 50 C&W" #1 Music Vendor "Top 50 C&W" #1 Music Vendor "Top 50 C&W" #1
#2 Music Vendor "Top 50 C&W" #2 #2 Music Vendor "Top 50 C&W" #2
#29 Cash Box "Top 50 C&W"
#21 Cash Box "Top 50 CGW" #25 Music Vendor "Top 50 CGW" #31
Cash Box "Top 50 CGW"#23
4463—FORGET THE PAST
4412—I'VE GOT A RIGHT TO KNOW
4454—WILL WE START OVER AGAIN Hank Thompson Music Vendor "Top 50 C&W"#33

PICKED TO BE

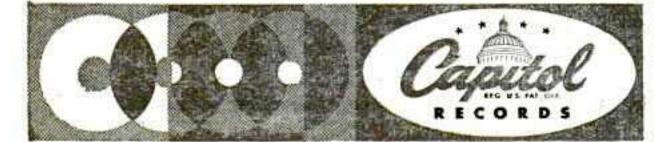
ACTUAL SELECTIONS BY THE INDUSTRY'S LEADING TRADES

4485-	-ARTIFICIAL FLOWERS
4484	-ALL-AMERICAN GIRL Joey Villa Cash Box "Pick Of The Week." "'All-American,' a solid 'footballtime' rock sunny, can go places."
4473-	-IT'S CHRISTMAS TIME The Louvin Brothers Cash Box "C&W Bullseye." #The Louvin boys have come up with the first Christmas deck that appears headed for chart-



OUT THIS WEEK AND ON THEIR WAY TO YOU NOW!

OUT THIS MEET AND ON THEIR WAT TO TOO HOW.	
4476—I AIN'T DOWN YET Dinah Shor	•
 Dinah's latest has the sound, style and sales potential of "7 Trombones." 	6
4477—BELLY UP TO THE BAR, BOYS. Guy Lombardo, with voca AFTER YOU'VE GONE by Stan Kenton, Nelso Riddle & Billy May	
A Milarious disc of three bar-room characters belting out song while belting down booze.	35
4478—I'VE A'READY STARTED IN The Four Pres	
A "Molly Brown" ballad with a bouncy Four Preps treatmen	t.
4479—ARE YOU SURE	18
Here is Tex's wry humor at its very best.	
4480—KEEP-A-HOPPIN'	11
Backed by a big choral group, Jack Marshall really swing through this new tune from "The Unsinkable Molly Brown.	S
4481-IF I KNEW	le



Has all the ingredients of another hit ballad for Nat King Cole.

MacRae's newest "pop" disc has an up-tempo beat that's great

...... Gordon MacRae

THE WORLD IN MY ARMS

IF EVER I WOULD LEAVE YOU

for both listening and dancing.

4483-DOLCE FAR NIENTE

Capitol, Dot Plan Similar **Early Move**

· Continued from page 2

a purchased master which starts breaking for a hit will be covered artists Sam Cooke, the Browns, immediately by its 33 speed counterpart, the Dot prexy stressed, side of the Highlighter will offer Dot will concentrate on monaural the four tunes in monaural, the 33 singles, issuing stereo 33's in addition to the monaural pressings when it feels the specific selection warrants it.

Similarly, Capitol will expose of its lesser entries prove hit- lets. Nationally advertised price headed. Capitol also will put most will be 84 cents, this figure reof its 33 single weight on the monaural side, issuing stereo 33's on selections packing particular appeal to adult buyers, such as show tune fare.

Both labels pointed out that determining what material will be issued in 33 form to keep releases problems. Capitol will extend its present 100 per cent exchange privilege covering its singles releases to protect dealers (100 per cent exchange plan covers all singles for a maximum of 10 copies of each record, or more on those disks the label feels has reached the hit level).

Liberty and Warner Bros., sale material. among other diskeries here, told Liberty and WB again reaffirmed the single-speed concept promised by 33 singles, and will enter the field as soon as a market develops. ings, etc.

Camelot LP

• Continued from page 2

set up distributor and sales meetings thru the Midwest and East. A meeting meant to include distributors thruout the United States is planned for December 10. It will be held in Chicago. National sales chief for the diskery, Phil Picone, is touring the Midwest while Promotion Manager, Pete Spargo, is traveling thruout the East.

In addition to the LP, Time announced that the Seeburg Company is distributing the 331/3 r.p.m. stereo single of "Camelot" and "How to Handle a Woman" to its one-stops and juke box outlets.

M-G-M-Verve

Continued from page 2

Maxin and officials of Verve were between Granz, Maxin and accountants and attorneys for both the action. sides in New York. Granz left to return to Europe Thursday, while Maxin left for the West Coast, where at press time he was huddled with Verve execs in Hollywood.

British Decca

Continued from page 4

have been in general at a lower level than for the previous year, but more recently there would seem to be a wide area of improvement.

"The fall in turnover during the summer months has already been more than recovered with last month's figures showing an exceptional increase over those of last year," the Decca chairman went

"The record trade is entering the most active season of the year and we have never felt more confident."

Toothbrush Tie-In for Debut Push

Continued from page 2

from new LP's by hot RCA Victor Neil Sedaka and Rod Lauren. One other in stereo.

Price Survey

It is known that the toothbrush company's initial order on the Compact 33 Highlighter has already its top artists in the 33 singles hit the million figure. The Highform and will lose no time in bring- lighters will be made available to ing out a 33 version should some buyers thru more than 60,000 outflecting a saving to the purchaser of 90 cents on both the record and the attached toothbrush.

The Compact 33 promotion will be strongly supported by a fullpage ad campaign in Life, Seventhey will exercise great caution in teen, Ingenue, Playbill and Ebony magazines. Other-media, such as Parent's Magazine and newspaper in tune with the dealers' inventory space in key markets, will be utilized. Planning includes ad mats for local use.

> The point of sale promotion includes an attractive four-color counter merchandiser for Dr. West dealers. This holds 72 Highlighters with attached toothbrushes. Streamers, brochures, window displays are included in the point of

To achieve maximum in-store ex-The Billboard they will move into posure, RCA Victor will make the 33 singles field as soon as the available to dealers a merchandiser majors help create a demand. Both holding 350 Compact 33's. The record company will also support their positions, stating they favor the Compact 33 Highlighter with consumer advertising in teen publications, trade ads, jockey mail-

> Cost of the joint promotion is understood to be nearly \$750,000.

> Alexander stated that the joint promotion "will give the new Compact 33 the most powerful sendoff any product has ever received in the industry. It will promote the product, expose RCA Victor artists and help sell Compact 33's for every dealer."

Keenholtz Sued

• Continued from page 4

purchased were in fact counterfeit copies.

The suit is an outgrowth of an earlier proceeding in which prosecutor Guy Calissi of Bergen County, New Jersey, obtained indictments against Bonus Platta Pak, Robert Arkin, Milton Richmond and Brad Atwood. These cases are now pending.

The suit against Keenholtz was prepared by the Philadelphia law instigated as much as a year and firm of Blanc, Steinberg, Balder a half ago. Serious negotiations, & Steinbrook, attorneys for the however, began about six weeks Association of Record Manufacturago, it is understood, with the ers and Distributors of America final deal being arranged this week (ARMADA). The firm has retained Walter Hofer as local counsel in

> ARMADA prexy, Art Talmadge, in reviewing the situation, declared, "The plaintiff in this case is a member of ARMADA. The case is part of ARMADA's program to stamp out counterfeiting on all levels. The suit will serve notice on all one-stop and other record dealers that if they deal in counterfeit records they will be held fully responsible for their actions."

NO MIRACLES ON GEIGER COUNTER

NEW YORK - At Ed Geiger's Record Store, a discount shop on New York's Sixth Avenue in the heartland of the discount record shops, a a sign on the counter reads: "We Give Substantial Discounts on All Records Purchased, But Please Don't Ask for Miracles."

REALLY BIG!! THEME FROM THE APARTMENT

FERRANTE and TEICHER United Artists-#231

LEROY ANDERSON'S SERENATA SARAH VAUGHAN

MILLS MUSIC, INC.

Roulette-R-4285

LITTLE DRUMMER BOY SLEIGH RIDE LITTLE DRUMMER BOY SLEIGH RIDE LITTLE DRUMMER BOY SLEIGH RIDE LITTLE DRUMMER BOY SLEIGH RIDE



BOBBY FENSTER

WRITE HEIGH-HO CORP. 507 FIFTH AVENUE NEW YORK 17, N. Y. OX 7-5895



Record Companies - Music Publishers COMMERCIAL ORIGINAL ,SONGS

Available

Write: Box 315, The Billboard 1564 Broadway N. Y. C. 36

#1 in 2 WEEKS!!!!

Are You Lonesome Tonight? **ELVIS PRESLEY**

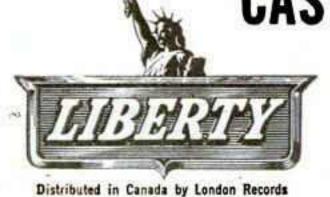
BOURNE, INC. (ABC MUSIC CORP.) 136 West 52nd Street New York, N. Y.



BOBBY VEE BOUNCES HIGH ON THE HEELS OF HIS SMASHING SUCCESS "DEVIL OR ANGEL" WITH THIS HOT NEW SINGLE

RUBBER BALL 1/W EVERY DAY BOBBY VEE

#55287

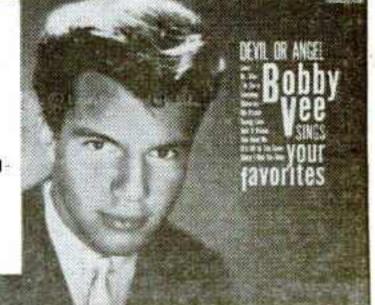


CASH IN ON BOBBY VEE'S BIG SELLING LP

BOBBY VEE SINGS YOUR FAVORITES LST-7161/LRP-3161

Devil or Angel; Mr. Blue; Just a Dream; Since I Met You Baby; It's All in The Game; You Send Me; Young Love; My Prayer; Sincerely; Gone; I'm Sorry; Every Day.

www.americanradiohistory.com



Disk Execs Scurry After New Musicals

MUSIC NEWS

Continued from page 1

represented on Broadway by "Ten- selling novel "The Education of derloin" and "Fiorello" (both pen- Hyman Kaplan." Don Appel and ned by BMI writers Jerry Bock Jerry Herman are writing a score and Sheldon Harnick), reports the for a musical about Israel. following show projects in the works by BMI writers:

Whinney and Don Wolf are doing score by Charles Gaynor; Busby the score for a musical adaptation Berkeley's "The Count of Ten," of "The Loving Couple," Patrick "Love a La Carte," and a musical (Auntie Mame) Dennis' best seller. Fred Ebb and Paul Klein have written an original musical for Bette Davis. Oscar Brand and Paul Countess," "A Tree Grows in Nassau are working on the score Brooklyn" and "What a Killing."

Broadcast Music, Inc., already for a musical version of the best-

Other forthcoming Broadway musicals currently in rehearsal or Marvin Shofer, Michael Mc- casting include "Show Girl," with drama, "Beautiful Dreamer." Off-Broadway musicals currently cast-

Album Education Kick Grows

• Continued from page 4

"A year ago, when we introduced reproduces the contents of one of them," said Leslie, "it was a real battle to convince our distributors that there was a market and to get retailers to stock them. Today, they have acceptance everywhere are numerous. A prominent examand we are seeing increased sales ple is the "Music Minus One" seevery month."

Such instructional LP's, in languages and other fields of practical learning, according to Leslie, Bring a new and more serious kind of customer into the record store and once this traffic is created, an alert salesman can usually move his regular music disks as

The language records have been found to have special appeal in the summer when buyers contemplating European tours want to get a quick brush-up on their high school French, Spanish, Italian and German, etc. This idea is regarded as virtually a sure thing from summer to summer since for most people high school language learning is a dim memory by the time they can afford the Continental junket.

But aside from languages, there are other intriguing types of learning disks making their appearance. The magazine Sports Afield has just issued, by arrangement with Sports in Sound, Inc., a pair of LP disks, the first of which features the voice of Henry P. Davis, its Sporting Dogs Editor. The other carries the voice of Jimmy Robinson, Trap and Skeet Editor. The first of the two albums is titled, "Training Your Dog to Hunt, Point and Retrieve," while the second carries the tag, "Sports 'afield Wing, Trap and Skeet Shooting."

On a more technical kick is a new package from Elektra Records, titled "A.T.C. Clears." This is noted as an addition to the label's "Aero Progress Line," devoted to pilots and astronauts. The package is designed as an aid in learning how to copy A.T.C. clearances rapidly and efficiently. It contains over 43 I.F.R. clearances which begin slowly and become faster and more complex. The set offers seven complete Morse code lessons with printed copies of all.

On the language kick again, but this time with music, is a series of elementary language LP's for kiddies now being put out by Mills Music thru Bowmar Records. These constitute language lessons thru music. Each LP musically

four books by Ruth De Cesare. These bear such titles as "Songs for the Spanish Class," etc.

the disk plays. One of these came equipped with drumsticks which allowed the listener to get in his own licks.

Related to this was a classical set on RCA Victor some time back which came equipped with a baton, designed for those who wanted to learn how to helm a symphony ork. There have also been sets by Sammy Ulano on how to play bongos and timbales, instructional sets on playing golf and a recent package on Epic featuring harmonica

Hits Don't Just Happen, They're Made by PhilTone

AND HERE ARE 3 OF THE LATEST

The Barbara Lantz Record PhilTone-1103



Tall Boy

The Roger Douglass Record PhilTone-1102

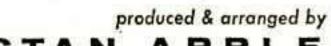


Your Happiest Years

The Joy Layne Record PhilTone-1104



Moments to Remember and Yellow Bird



STAN APPLEBAUM



distributed by: Allied Record Dist., Co. 1041 N. Las Palmos Avenue Hollywood 38, California Hollywood 9-5811

PhilTone a subsidiary of

FLEETWOOD RECORDS, INC.

New York . Springfield . Chicago . Beverly Hills

Kingswood 4-5424 Executive Offices — 505 East Allen, Springfield, III

Precursors of all this, of course,

ries of jazz-oriented sets, wherein a specific part for sax, trumpet and other instruments would be left | music, with a Hohner harmonica out for the listener to fill in as neatly boxed into the package.

Most Promising in Our 10-Year History!

The Original

bill smith cowbo SPOONFILL

ta & harvey

"Signifyin' Blues"

Checker 965

"Winter Wonderland" b/w "Santa Claus Is Coming to Town" RAMSEY LEWIS TRIO

Argo 5377

2120 S. Michigan, Chicago 16



BREGMAN, VOCCO and CONN, inc. - New York . Hollywood



WITH THIS MOST UNUSUAL INSTRUMENTAL NOW BREAKING BIG

CHURCH KEYBYTHE REVELS

WVESUVIUS IMPACT #1

www.americanradiohistory.com

* SMASHING LIBERTY SINGLES

You're Sixteen—Johnny Burnette #55285
Perfidia—The Ventures -Dolton #28
Lovey Dovey—Buddy Knox #55290
I Wonder, I Wonder -The Little Dippers Univ. #608
Ballad of the Alamo—Bud & Travis #55284
Theme from The Sundowners -Felix Slatkin #55282
Lonely Girl—Jackie DeShannon #55288

9 8

* AGAIN...THE NATION'S NUMBER ONE CHRISTMAS SELLER

The Chipmunk Song — David Seville #55250



another sales-zooming hit

FROM Stereoddities

(Launched from the same pad as the popular Woody Woodbury albums)

BILL CARTS

BILL

CART

ELITY RECORD

Zooming into the heights of the best-selling lists, another smash hit from StereODDITIES, the leader in

the comedy album field.

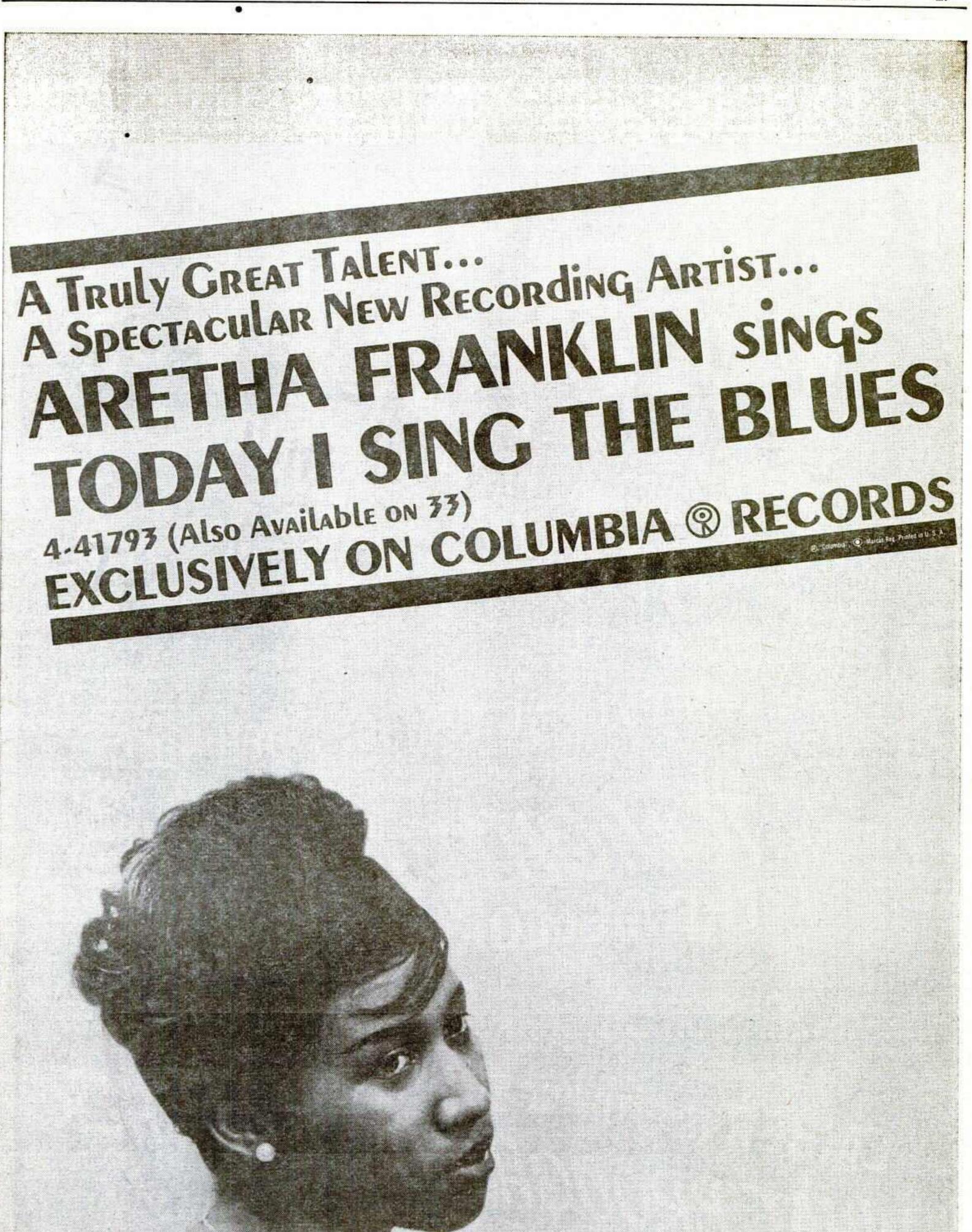
Fasten the safety belt on your cash register and be prepared for the most profitable trip into orbit you'll ever have—with Bill Carty. Stock up now

for the Christmas party season.



P.O. BOX 9115

FORT LAUDERDALE, FLORIDA



MUSIC

FERALD, ISHUTASH



THE #1 RECORD IN THE NATION MAURICE WILLIAMS & THE ZODIACS · HERALD #552

AND MOVING UP RIGHT BEHIND IT

with the record that had to be released by popular demand

TONIGHT, TONIGHT THE MELLOKINGS HERALD #502

(BROKE IN PHILA. AND NOW BREAKING OUT NATIONALLY)

"WHAT BROUGHT US TOGETHER"

NATIONALLY DISTRIBUTED BY EMBER

150 WEST 55TH STREET, NYC, N.Y.





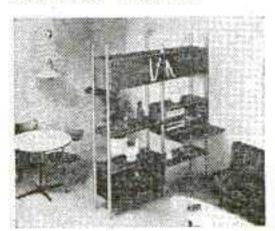
AUDIO NEWS

NEW AUDIO PRODUCTS

Divider Shelves Hold Stereo Parts

The Knight room dividing stereo furniture introduced recently by Allied Radio of Chicago, is a flexible network of shelves and cabinets that are meant to blend with components and room decor. The shelves and cabinets are supported by poles with predrilled holes.

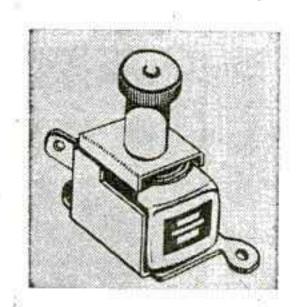
A combination cabinet that can be used for either record storage or as a cabinet accommodating tuner, amplifier or record changer, and a speaker enclosure are accessories. The units come in



oiled walnut finish. Poles have a satin brass finish. Hollow interiors conceal connecting cables and lines. Five complete set-ups are available.

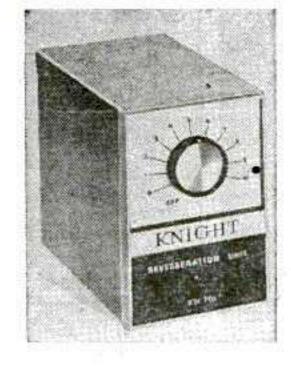
Stereo Receiver Conversion Kit

Webcor has introduced a conversion kit that will change all the company's series 2800, 2900 and 200 (except 2020) monophonic and stereo tape recorders to fourtrack stereo playback. A feature of the kit is a Nortronics laminated four-track r-p head mounted in a headshifting assembly. This allows for easy changing from two to four-track stereo positions. The unit comes completely assembled and nets at \$36.



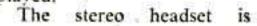
Sound-Conditioning Component

A sound-conditioning unit, which adds the reverberation technique to recorded and broadcast music has been introduced by Allied Radio of Chicago. The unit, which is designed for addition to component hi-fi, contains a Hammond Type 4 reverberator unit. The KN-701, which is the unit's official title, carries a one-year guarantee and sells for a suggested list price of \$49.95.



Stereo Headset

Another product released recently to the audio market by Allied is this stereo headset designed for personalized stereo listening. The KN-840 is made from die cast aluminum that is durable but light. A matching transformer is also available. Also available is an "armchair" headset control which allows for convenient control of level and balance. A stereomono slide switch allows the listener to adjust the signal to the type of record being played.





priced at \$22.95, while the chairside control is \$5.95 and the matching transformer is another \$5.95.

Two New Cartridge Refinements

Shure Brothers of Evanston, Ill., has introduced two new versions of their popular M7D and M3D stereo cartridge. Both use the N21D stylus. The M7-N21D sells for \$36.75 and the M3-N21D for \$47.25.

TV and FM System Kit Introduced

The Blonder Tongue Laboratories of Newark, N. J., has introduced a new indoor antenna system kit that claims to be able to provide reception for up to four TV or FM sets in one house. The Model HK-1 contains a four set coupler, 300 ohm twin lead and installation hardware. It sells for a suggested list price of \$995.

Replacement Recorder Drives Available

A line of Ampex and Telectrosonic Drives for tape recorders is now available. Product is being produced by Robins Industries of Flushing, N. Y. The drives are for the Ampex A. 900, 960 and 600 series recorders, and the Telectro 900, 1900 and 300 series.

(Continued on page 31)

Magnavox Tops '59 ¾ Total

FORT WAYNE, Ind .- A regular quarterly dividend of 25 cents per share was declared on common stock payable December 15 by the Magnavox Corporation. Profits for the nine-month period completed September 30 exceeded the same period last year by approximately 10 per cent, while net profits exceeded last year's figure by some 50 per cent.

Sales for the month of October were the largest for that month in the company's - history. They topped any previous October total by some 28 per cent, according to Frank Freimann, Magnavox president. The increases were attributed to gains in the Government and Industrial Electronic Products Division and in the firm's Consumer Products wing. It is this wing which includes television, stereo phonos and radio products.

STORE-TESTED PROFIT POINTERS FOR DEALERS -

Care in Yuletide Displays Pays Off.

By ROBERT SCOTT

For record and phono retailers the time between now and the end of the year is the peak selling period. Many equipment dealers report doing as much business in this 40-day period as they do in the entire six months preceding it. It follows that special care should be taken in planning your merchandising techniques during this period.

Windows Important

Perhaps most important is store and window decoration. The purpose of your window, of course, is to get customers into the store. You can do it be arranging a simple yet attractive display suggesting holiday giving, and featuring some of the new items you have for sale. Some displays in the past have featured snow or tinsel with a tree in one corner of the window. Under the tree are records, transistor ra-

The Quality Records exhibits in-

ture. Quality, which operates one

for home entertainment.

dios, perhaps a portable phonograph or tape recorder - all brightly wrapped with red or green ribbon. Another variation is a prop sleigh containing the featured items. Window displays need be no more elaborate than this; if they're done well, and if passersby can visualize the items you display as gifts for their friends or family, the display is a success.

Decorating a holiday window can cost you nothing-except an hour's time in setting it up yourself plus \$5 or so for props; or it can cost upward of \$100. Some of the more elaborate displays in recent years have included a gay 90's Christmas tableau, featuring family dressed in clothes of the period. The father, wearing a handle bar moustache, held a cylinder phonograph wrapped with a ribbon. In the store's second window. however, a 1960 family beheld an expensive and attractive new console similarly tied with a bow. To balance the cylinders under the Christmas tree in the first window, the second featured a number of new Christmas albums. The dual display, used last year, cost approximately \$100 for a professional window dresser and for props, but the store felt it was worth the expense. The first window was a the process of a record's manufac- real eye-stopper.

In planning a window display, of Canada's largest custom press- or your in-store decorations, it's a ing plants, also distributes the ma- good idea to be guided at least jority of hit labels on the Canadian in part by local customs and the ideas with which you've had suc-Norman Hess, Stateside audio cess in the past. For example, some figure, was a busy speaker at the communities prefer the retailers Phonodisc Distributing Company decorate their windows early. booth. Hess gave interesting talks Others, especially in recent years, on high fidelity, its rapid growth, tend to frown on what they con-

and the advent of stereo as a tool sider the commercialization of (Continued on page 31)

Montreal Hi-Fi Show Draws 20,000 Fans

By ARNOLD GOSEWICH

MONTREAL - Montreal's cluded a revealing display tracing 1960 Hi-Fi Show, just recently concluded, was declared an outstanding success by its organizers as over 20,000 people crowded the first floor of the Mount Royal Hotel during the one-week spectac-

Manufacturers and distributors of stereo hi-fi equipment displayed their products in separately rented rooms. However, many record companies also took the opportunity to feature new and best-selling LP's, as well as to promote their various labels.

One of the most interesting items shown was a line of talking books being distributed by Musimart of Canada, Montreal. These records are pressed on the Libraphone label at 163/3 r.p.m. and provide an hour's playing per side. The records are packaged in attractive, de luxe albums, containing from one to three LP's. Retail prices range from \$8.95 to \$14.95. The cultural catalog includes readings of short stories by Conrad, Maugham, excerpts from the New Testament, and stories of the adventures of Sherlock Holmes.

Early '61 Will See FM Stereo Code

WASHINGTON — A. Prose Walker, engineering manager of the National Association of Broadcasters, reported at the organization's fall conference held here that the Federal Communications Commission will set an FM stereo radio standard by the early part of 1961.

He also noted that all five systems tested in the Uniontown, Pa., test area had worked well and that there was a chance for any one of these, or even an outside system, to get adopted. Walker chaired the panel that was in charge of the tests.

He also mentioned that automatic equipment meant to keep transmitter logs in a more efficient and accurate way had also been introduced and that a petition would soon be filed with the FCC requesting the use of an automatic logging system.

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STEREO AND MONO PHONO SALES

The following chart, compiled by the Electronic Industries' Association, shows the monthly retail and factory sales of monophonic and stereophonic phonographs. Also included are totals, in each category, for total phonograph sales to date as compared to last year.

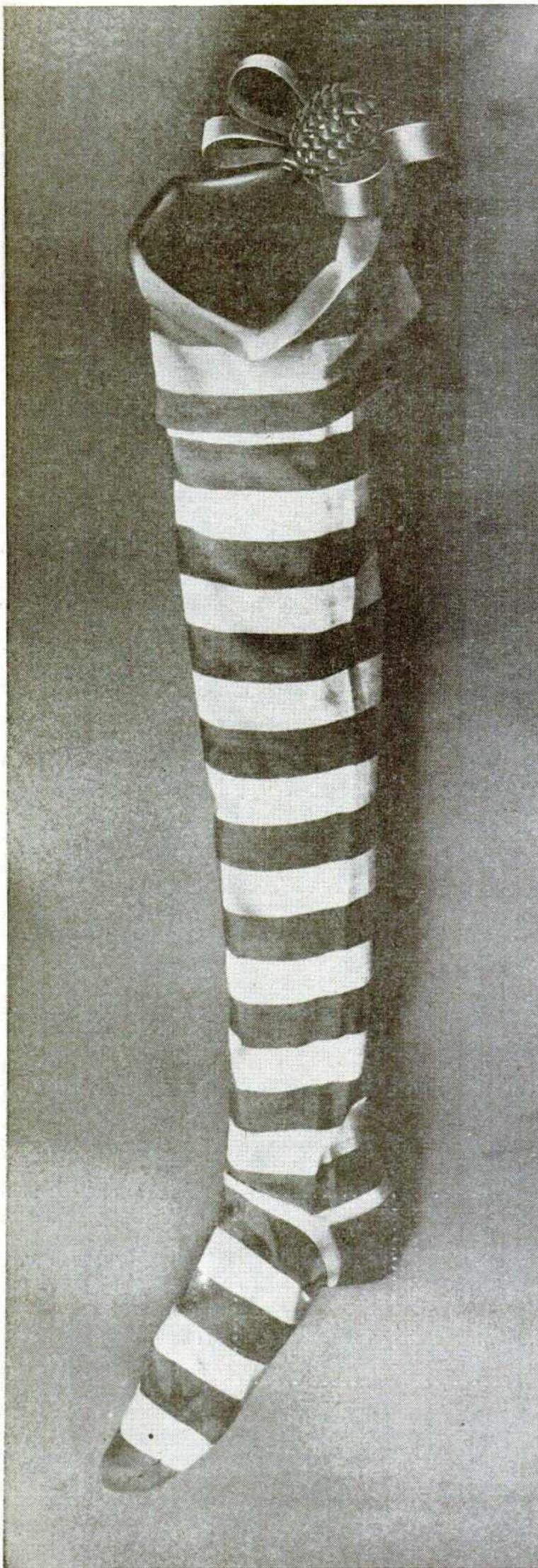
The EIA points out that something of a slow down has been experienced in the rate of growth of retail sales of stereo sets since last May. Only 7,055 more stereo phonos were sold in September than in August. Healthy increases are noted, however, in September sales of stereo sets on the factory level, and on sales, on both the factory and the retail levels, of mono equipment.

PHONOGRAPH SALES (Units)

	Factory Sales		Relail	Sales
	Monaural	Stereo	Monaural	Steree
Seplember	146,997	384,289	115,863	264,636
August	109,321	307,517	79,364	257,581
July	70,992	222,559	58,787	180,949
June	69,293	198,407	44,925	165,339
May	36,793	146,176	39,734	141,080
April	30,962	142,409	41,503	152,141
March	63,264	242,523	61.249	249,497
February	92,649	324,666	102,063	347,860
January	118,400	341,329	150,688	368,964
Year-to-date '60	738,671	2,309,875	694,176	2,128,047
Year-to-date '59	805,749	1,716,039	1,087,126	1,339,472

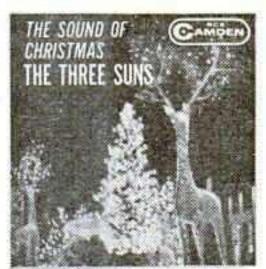
GIVE TO DAMON RUNYON CANCER FUND



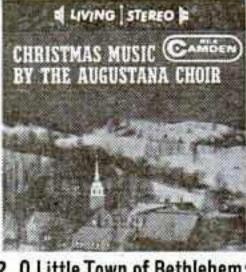


STOCKING TIME!

■ OR FILL UP ON RCA CAMDEN FOR CHRISTMAS



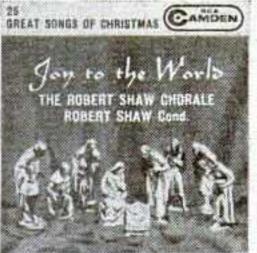
1. The Three Suns play Silent Night; The First Noël; and 18 more Xmas favorites. CAL-633 CAL/CAS-636



Come to the Manger; 18 more. Christmas; Jingle Bells; 13



2. O Little Town of Bethlehem; 3. Winter Wonderland; White others. CAL/CAS-392



4. Wassail Song; We Three Kings; Silent Night; The First | I Saw Three Ships; Carol of Noël; 21 more. CAL-448



5. That Christmas Feeling;



the Bells; 10 others. CAL-449



6. Love Is a Many-Splendored Thing; Arrivederci Roma; other favorites. CAL/CAS-637

LIVING STEREO

THE ALAMO

TEX BENEKE ORCH

CAMBEN MUSIC FROM



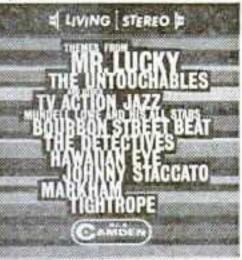
7. Moonlight in Vermont; Moonlight and Roses; Liebestraum; 10 more, CAL/CAS-638



8. Ebb Tide; Isle of Capri; Banana Boat Song; La Mer; 10 others. CAL/CAS-639

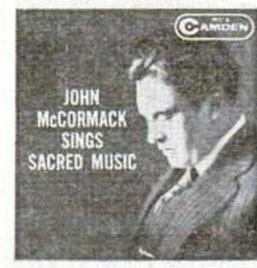


9. Tex Beneke plays the music from the thrilling new motion picture. CAL/CAS-655

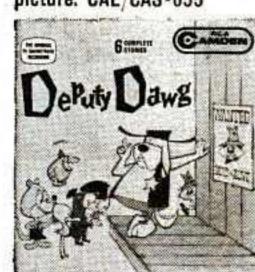


10. Mundell Lowe and his All Stars play modern jazz hits from TV. CAL/CAS-627

www.americanradiohistory.com



11. The Rosary; Ave Maria; and other songs by the immortal Irish tenor. CAL-635



12. Six stories from the actual sound track of the new kiddies' favorite. CAL-1048

\$1.98 each Regular L.P. > \$2.98 each Living Stereo

ITEM NO.		STEREO	(CAS)		10 may 200	
OUANTITY				200		
A STATE OF THE PARTY OF THE PAR	REGULA	R L.P.	(CAL)	1	7	-
ITEM NO.			Ì			
QUANTITY						
TOTAL PR	CE:					
DEALER N	AMF					ALCOHOL:



Care in Yuletide Displays

Continued from page 29

too, depends on local custom and will look as a gift. In the case of on the type of store you operate. high-ticket items such as consoles, In some communities, parents like it may be a good idea to talk about the idea of Santa Claus in stores— time payments rather than about either in person or as a dummy in total price. In many cases, banks a window display. In others, deal- will allow you to offer the merers can alienate parents by over- chandise with the first payment to doing it. The important thing be made after Christmas, a strong about your holiday window is to selling feature in many areas. plan it. Determine in advance what it out.

set it up and how to arrange an of the store as it is in decorating and building good will. the window. You can, for example, use Santa Claus as a unifying to your customers. Accessory theme-or the Christmas tree, or items make ideal gifts because they any one of a number of symbols, are relatively inexpensive to begin Or you can take one of the themes with, and the profit spread built being supplied by manufacturers, into the retail price enables you to such as Capitol's "Give the Gift give the customer something of of Music" or RCA Victor's "Give value. You can, for example, buy the Christmas Gift America Loves record - cleaning cloths cheaply; Best." Whatever theme you follow, your in-store decorations must help Or if you want to reward your customers visualize each item you better customers, try a diamond sell as a possible gift. For example, when you sell a record to a customer for his own use during the next month, show him a few record accessories, pointing out that they make useful and inexpensive Customers appreciate the gift, and gifts.

Pricing items in the store or in season than at other times of the arette lighters, calendars, etc. -

Christmas. The use of Santa Claus, customer how your merchandise

Finally, there's the matter of theme you want to set—then carry your customers. If you maintain a mailing list, it's a good idea to Much the same goes for the in- send greeting cards to everyone on side of the store. Virtually every it. In selecting a card, try to find one of your suppliers will provide one with a musical theme. There you with special holiday display are a number of attractive, inexmaterials. In many cases, the sales- pensive cards which will fit the man will even show you how to bill nicely. The next stop is to have your name or the name of the store attractive display including his imprinted. If the store uses a dismerchandise and materials. How-tinctive logotype, use it on the ever, these materials occasionally card. The total cost of such a mailconflict, both artistically and in ing can run as low as \$8 per hunmessage. It's as important to have dred; it's a good way of keeping a plan in decorating the interior your name before your customers

Another way is by giving gifts then give one to each customer. needle or polyethelene record bags. In the case of the customer who buys a console, it would be good public relations to include three or four records as a Christmas gift. remember where they got it.

You can insure that they rememyour window is somewhat less ber by using any of the specialty necessary during the Christmas advertising items - key rings, cigyear. The idea of merchandising supplied by specialty advertising at this time simply is to show your houses such as Brown & Bigelow.

Scores Cheap Nippon Audio **Importations**

CHICAGO - The threat presented by the importation of lowcost Japanese-finished and component audio products was once again scored by Martin Sheridan, director of public relations for the Admiral Company in an address before the Electronics - Electrical Commodities Group and Purchasing Agents Association of Chicago.

"The business of many suppliers in the Chicago area as well as in other sections of the country has shrunk sharply, and some firms will be out of business within the next 12 months unless restrictions are placed on the current free flow of low-cost Japanese . . . products," Sheridan said.

It was pointed out that none of the Nipponese TV sets that now are on the New York market are listed as approved by the Underwriters Laboratories, Inc., the independent testing organization sponsored by the National Board of Fire Underwriters. Sheridan feels local laws must be created and existing ones enforced to meet or establish American safety requirements.

These items carry your name and address, and occasionally a brief sales message. Gifts of this type can cost as little as 3 cents each (for a telephone dialer) to several dollars for a more elaborate gift. Your imprint serves as a silent reminder, as a form of all-year advertising. It is one advantage over offering items from your existing stock as gifts, altho the latter are often more practical for your customers. As in the other aspects of holiday merchandising, it's wise to decide in advance what you hope to accomplish by giving gifts: how much you plan to spend on them; and how you plan to distribute (something to everybody who comes in the door, or only to people who buy; one gift for everybody; or more expensive gifts for better customers).

Now is the season for making sales, and for building the customer relations that will help you make sales next spring and summer. Plan carefully, and follow

Holiday Push for Norelco Tape Sets

NEW YORK - The North American Philips Company is making a determined consumer advertising push behind its Norelco tape recorder line for the Christmas season. To be singled out in advertisements meant to appear in photo, hobby, general consumer, school and professional magazines, are the firm's Continental 400 and 300 model tape machines. Both models operate at these speeds: seven and one-half, three and three-quarters and one and seven-eighths, and have four-track mono and stereo record and playback.

Of the general circulation magazines, Life, Look and the Reader's Digest figure prominently, and the company has also slated advertising to be heard on coast-to-coast radio and television.

HOLLYWOOD—James B. Lansing, Inc., takes its initial step into the lower priced, smaller speaker field with the introduction of its Lancer series. Lancer 33, an extended range speaker system, lists at \$89.10 including cabinet. Lancer 66, two-way divided network system speaker, list at \$139.50, cabinet included.

Simultaneously, JBL will add to its top line with a two-way speaker system called the Olympus, consisting of a high compliance 15inch woofer with a specially designed driver and horn lens. System lists at \$545, cabinet included.

Extra Profits on the most up.to-date and authoritative quide to Stereo:

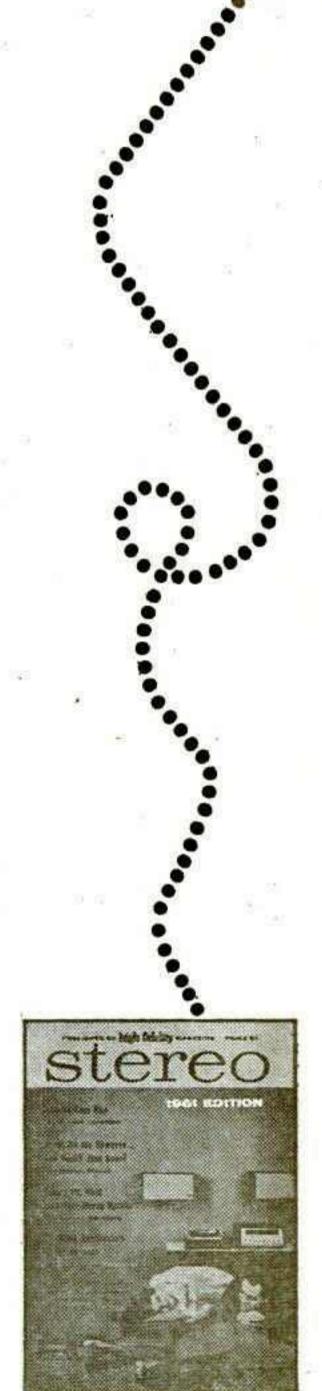
ere's the cover of our new annual, STEREO 1961 Edition, that knocks the confusion out of stereo and pushes profit into your pocket.

And here's what your customers get between the covers of this attractive 8" x 11" annual of over 100 pages:

Ralph Freas, audio editor of High Fidelity, tells why you can safely buy stereo now. Norman H. Crowhurst shows how easy it is to install components today. Charles Sinclair asks and answers—stereo on the air waves: How much and how soon? R. D. Darrell gives readers "10 sonic spectaculars on stereo discs."

Norman Eisenberg tells how to get the best sound from a stereo system. John Diegel guides the reader to build-it-yourself, including a listing of what the wife can do. John Indcox points out the joys of stereo as experienced by expert listeners. Ralph Berton discusses the differences between mono and stereo recordings and offers a "Jazz Starter Set in Stereo." Frances Newbury reviews briefly 100 recent, outstanding stereo discs. The concluding section describes and illustrates the latest stereo equipment.

Your customers will know far more about the advancing art of stereo when they read STEREO 1961 Edition. And dealers will sell more components and records because STEREO 1961 Edition acts as a powerful sales tool. You can afford to give it to your best customers and prospects, which is what plenty of dealers did with last year's edition. Cover Price \$1. Liberal trade discount. Pay in 30 days. Send your order to High Fidelity, Great Barrington, Mass.



NEW AUDIO PRODUCTS

Continued from page 29

New Headphones Catalog

The Permoflux Products Company of Glendale. Calif., has released a 1961 catalog of earphones entitled "Stereo-Fones and Dimensi-Fones." It is a four-page brochure that contains descriptions and prices of all binaural and monaural headphones available. The catalog also notes adapters that can be used with the headphones.

Electronic Parts Catalog Available

Federated Electronics, coast-to-coast electronics distributor, announced that its 1961 catalog is now available at any of its eight warehouses. Company locations are in Shrewsbury, Mountainside, and Newark, N. J.; Allentown and Easton, Pa.; Anaheim and Los Angeles, Calif., and New York City.

The 340-page book, largest in the company's history, contains full product and price information on a wide range of electrical parts and equipment including service and audio equipment.



How to get them? Every dealer

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

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

stereo

PUBLISHED BY high fidelity MAGAZINE

COMING JAN. 9



The HEW Billboard Exclusively for The Music-Goin Industru

... with More, New, Faster and Better Reader-Advertiser Values Than Ever Before!

Beginning with the January 9 issue, you'll see a new Billboard -a Billboard as new and bright as the New Year itself.

The first thing you'll notice is the cleaner, fresher, brighter look. But then, as you move through its pages, you'll see an editorial consistency in the form of pin-pointed services that stick really close to your business interests-closer than has ever before been possible in The Billboard.

For the new Billboard-now labeled Billboard Music Week-is exclusively for and about people who work at the business of

making, buying, promoting or selling music and records . . . and the home entertainment and coin-operated equipment on which they are played.

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work-will herald this important move. Check the inside pages of this folder for a broad view of what's ahead beginning January 9 in Billboard Music Week . . . the new Billboard for Music-Phono Merchandising . . . for Radio-TV Programming . . . for Juke Box-Game Operating.

Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8½x11 publication of its own.

What's New about the new Billboard:

Better Printing on Cleaner, Whiter Newsprint

Blacks will print blacker, whites whiter, and halftones cleaner (with the same 55-65 halftone screen as in the past). All in all, there will be a new, livelier crispness to your new Billboard—a fresher, more inviting look that's sure to add an extra degree of believability and buying enthusiasm to Billboard's Music Week's editorial and advertising pages.

Later News, Reviews, Charts and Price Lists

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

Faster Distribution

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

More New **Editorial Services**

Nine-count 'em-nine big new editorial features are already well past the planning stage and on their way to your new Billboard. Sarry we can't be more specific at this time, but take our word for it—they'll mean more and better deejay programming . . . more and better buying and selling information for dealers . . . and more play and profit for operators. And, when you put that all together, it spells still greater effectiveness for advertisers in the new Billboard.

New Improved Make-up and Typography

Professional typographic experts—John Peter Associates have been engaged to do a "fresh-up" job on your new Billboard. That's the same organization whose experiences includes work on such leading magazines as Life, Look, and McCall's . . . and which added sparkling newness

and readability to Electronics and Progressive Architecture among others.

Greater Economy for "Spectacular" Advertising

Insert advertising in Billboard—a growing trend among the most aggressive companies in the business-will earn warth-while production economies in the new Billboard. A shorter run-because Billboard Music Week will be restricted to music-coin readers—will save as much as 25% in printing and production costs for insert advertisers.

Expanded **Editorial Staff**

More people to do more things, with better co-ordinated direction and control—that's probably the biggest benefit of all. The new personnel additions and changes represent a gain of 23% in man-hours of editorial effort per week, and all of it accomplished by qualified people, people who combine industry experience with reporting knowhow and writing ability. The NEW Billboard will combine two full-time editorial staffs, thereby boasting one of the largest, most experienced businesspaper editorial staffs ever assembled to serve an industry.

BILLBOARD MUSIC WEEK

for Music-Phono MERCHANDISING...for Radio-TV PROGRAMMING...for Juke Box-Game OPERATING

CHICAGO

CINCINNATI

WASHINGTON ST. LOUIS HOLLYWOOD

GREAT BARRINGTON

ser titato grant stad



presents

A FULL PAGE OF HITS!

1	16133	"Theme from THE SUNDOWNERS" / BILLY VAUGHN
2	16152	"DEAR JOHN" / "ALABAM" / PAT BOONE
3	16151	"WONDERLAND BY NIGHT" / "OL" MAN MOSE" / LOUIS PRIMA
4	16145	"LAST DATE" / LAWRENCE WELK featuring Frank Scott at the Piano
5	16144	"CHILLS AND FEVER" / RONNIE LOVE
6	16156	"IT LOOKS LIKE RAIN IN CHERRY BLOSSOM / DEBBIE REYNOLDS
7	16146	"HERE IN MY HEART" / KEELY SMITH
8	16080	"Theme from THE RAT RACE" / SAM BUTERA and the Witnesses
9	16139	"AM I TOO YOUNG" / DODIE STEVENS
10	16157	"WINGS OF A DOVE" / "WIMOWEH" / KITTY WHITE
11	16153	"THE CRADLE TO THE CROSS" / ALADDIN with the Lawrence Welk Orchestra
12	16150	"JIMMY PATRIOT" / JIMMY AND THE PATRIOTS
13	16148	"GLAD RAGS" / "NOW THAT YOU HAVE ME" / MAC WISEMAN
14	16147	"CHRISTMAS ISLAND" / "SILENT NIGHT" / KEELY SMITH
15	16141	"Night Theme" / "Theme from THE DARK AT / BOB CROSBY and the Bobcats
16	16127	"SLIPPING AROUND" / BETTY JOHNSON
17	16138	"GLORY OF LOVE" / WINK MARTINDALE

"THE NATION'S BEST SELLING RECORDS"

VOX JOX

By JUNE BUNDY

GIMMEX: Specs Howard, KYW, Cleveland, is going to the dogs these days—literally—via two promotions aimed at the canine set. "Spec's Dog House," spotlights cute puppies, which are available to listeners for a small fee from the Cleveland Animal Protective League. "The Dog-gone Bulletin Board" allows listeners to post notices of lost or strayed dogs. . . . Buddy (Rigor) Morris, program director of KDAN, Eureka, Calif., recently conducted three half-hour interviews with TV's "Mr. Lucky."

Pete Myers, WNEW, New York, staged a "Bumper-to-Bumper" contest this month, whereby listeners were asked to write about their most horrendous experience in driving to or from work in Manhattan's maddening traffic. Five winners are going to and from work this week in chauffered Rolls Royces.... Station WINS, New York, reports that over 60,000 listeners have registered for the Record Review Board, a feature of Murray Kaufman's new "The Swingin' Soiree" show (7-11 p.m.). The seven-week-old program, which features a nightly record review board of dialers, who listen to the new releases on the show and vote on them, is the No. 1 rated show in its time period according to the latest Pulse and Hooper surveys.

GAB BAG: Tom Edwards, WADC, Akron, O., and WEWS-TV, Cleveland, writes: "I wish artists like Carl Smith and Webb Pierce could read my mail wherein the listeners ask for more of the older records by them—the ones which go back seven to 10 years. I'm sure it comes as no suprise to these artists to find out that country folks aren't buying the r.&r. and pop sound. By the same token, the city folks aren't buying that r.&r. sound by the country artists either. Most country artists are making a pretty good living off their personal appearance tours. They work three to five nights a week when pop artists are happy to get an occasional TV shot or work a weekend night club date. You don't sell as many records as the pop artists supposedly do, but you make your loot in the theaters, parks, arenas and gymnasiums around the country."

In a similar vein, Joe Morris, general manager of WGUS, Augusta, Ga., writes: "We play only country music—no rock and roll or middle of the roads. Records are carefully screened. We all appreciate new sounds but it's time that record men realize that the true and faithful country and western fan still likes true country music and no slick, streamlined revamping is necessary to sell it." The c.&w. format has been in force at WGUS for little more than a year. Today, Morris reports, "Pulse verified that almost one out of every three radio homes in this area are country and western fans. Penetration was 30.7 per cent, second only to Nashville,"

CHANGE OF THEME: Veteran spinner Maurice Jackson has moved from WTVN, Columbus, O., to WHOK, Lancaster, O.... New Managing director of WBOY, radio and TV. Clarksburg, W. Va., is Robert O. Runnerstrom. . . . Dave Matson, ex-WEEL, Fairfax, Va., jock and more recently a TV cameraman at WFIL-TV, Philadelphia, has joined WFMD, Frederick, Md. . . . Teen-aged deejay Candy Lee, formerly with WDOK, Cleveland, is now attending Baldwin-Wallace College, Beria, O., as a freshman and is emseeing a three-hour show over the campus outlet WBWC.

"Top 10 Dance Party," a syndicated TV record hop series packaged by Victor and Richards and produced by Alan Sands, is now in its sixth year of syndication. The show is mainly sponsored by local soft-drink bottlers and department stores. Many of the sponsors have been with the series for three or four years. One—Coca-Cola Bottlers of Memphis—has sponsored the series locally for more than five years.... Scott McLean, general sales manager of WLW, Cincinnati, is the newly elected president of the Quality Radio Group, Inc.

San Francisco State College resumed its all-student deejay show on KSFO, San Francisco. The hour-long program, produced and emseed by-students from the college radio-TV department, is heard from 9 to 10 p.m. on Sundays... TV jock Buddy Deane, WJZ-TV, Baltimore, appeared on NBC-TV's network show "Saturday Prom Date," November 12. Deane appeared with four couples from his teen-age "committee," who introduced a new dance-step to network audiences—the "Fish Walk," created by Joe Cash, one of Deane's assistants and a committee member. Johnny Carolo's waxing of the same title was played on the NBC show at that time.

Starting November 28, WCBS, New York, will feature a new "At Your Service" theme on three afternoon disk shows emseed by Martha Wright, Ken Banghart and Bob Dixon. In addition to playing records, each spinner will concentrate on a different service theme. Dixon will emphasize features—interviews, etc. Miss Wright will aim to interest the hausfrau and Banghart will utilize a "hard" new approach.

TEXAS: Tony Bessan, formerly deejay-program director of KMAC, San Antonio, has joined KITY-FM, same city... New spinner at KNUZ, Houston—on the "Nightbeat" show—is Joe Walker, ex-KQUE-FM, Houston... Leonard Masters, program director and classical music deejay at KHFI-FM, Austin, Tex., has been named manager of the Texas Theater, a local art house. He will continue his chores at KHFI-FM... Bill Holley, KBOX, Dallas, and Irving Harrigan, KLIF, Dallas, were on hand to help customers select records at SAGE, a local discount store, last week. The deejays were participating in SAGE's third anniversary celebration. ... Paul Berlin, Arch Yancey and Jerry Rice (all KXYZ, Houston, spinners) will compete in a yo-yo contest at a local shopping center this week. Winner gets a gold-plated yo-yo.

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING



Freeman Scores With 'Dark at the Top' Theme

Ernie Freeman, Imperial recording artist, was born in August, 1929, in Cleveland.

Freeman's big instrumental hit in 1957 was "Raunchy," followed by more disk success on Imperial with "Lost Dreams," "Spring Fever," "Lost Weekend" and "Rose Marie."

Freeman plays piano and organ expertly and with his group has made numerous personal appearances in many cities thruout the country.

Currently his recording of "Theme From the Dark at the Top of the Stairs" has copped the competition on the tune by moving up on the "Hot 100." Freeman's latest album has the same title.



'Psycho' Strong for Hendricks on Sue

Bobby Hendricks was born February 22, 1938, in Columbus, There he attended Junior High School until his family moved to Detroit when he was nine years old. They returned to Columbus when he was 16 where he finished high school.

He started his singing career in Columbus with a vocal group from Baltimore called the Swallows. The Drifters discovered Hendricks while he was with the Swallows and signed him to replace their lead singer who was drafted in the Army. He recorded "Moonlight Bay" and "Drip Drop" with the Drifters.

Soon after, Hendricks was signed to a long-term contract with Sue Records by prexy Henry Murray Jr. His initial release on the Sue label. "Itchy Twitchy Feeling," was a solid hit and now he has another in "Psycho," which is rapidly climbing the "Hot 100."

YESTERYEAR'S TOPS-

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

- NOVEMBER 26, 1955
- 1. Sixteen Tons
- 2. Autumn Leaves
- 3. Love Is a Many-Splendored
- Thing
 4. Moments to Remember
- 5. Shifting, Whispering Sands
- 6. Yellow Rose of Texas
- 7. He 8. Only You
- 9. Suddenly There's a Valley
- 10. I Hear You Knockin'

NOVEMBER 25, 1950

- 1. Harbor Lights
- 2. All My Love
- 3. Nevertheless
- 4. Thinking of You
- 5. Goodnight, Irene
- 6. Bushel and a Peck
- 7. Mona Lisa 8. An Orange-Colored Sky
- 9. The Thing
- 10. La Vie En Rose

MUSIC AS WRITTEN

New York

Ray Conniff and his ork are drawing standing room crowds at their concerts thruout the country. Conniff not only has his full ork and chorus on his concert dates, but also carries along a mass of stereo equipment which is installed in the concert halls. Tour winds up on December 2 at the Shrine Auditorium in Los Angeles.... The talent signings at Colpix last week should have read Billy Sills, Jill Talmadge and Hal Waters. Bob Marshall and Alan Bregman are Sill's managers. . . . Vocalist Bobby Long is out promoting his disk "Jersey City" on the Fountainhead label in the mid-west.... Maypole Records has signed a new Boston vocal group, the Shades. . . . Dick Schory will conduct an electronic orchestra at a concert showing the contributions of science to music at Chicago's Orchestra Hall on December 5.... Olympia Distributors of New York has taken on the new Dunes label, with Ray Peterson as the first artist. Label is a subsidiary of Big Top. . . . George Brown and wife Wandra became the parents of a boy, George Lewis Brown Jr., last week. Brown is the manager of the Crew Cuts and Lou Monte, his wife is the former thrush Wandra Merrill. . . . Trude Adams is set for two shows on BBC-TV out of London in December. . . . Lorrie Woode of Atlas Records, whose latest waxing is "The Same Age." is heading up to Connecticut next week to push her new release.

Members of the Modern Jazz Quartet have invested in the Hunter Ski Bowl, one of the Catskill's new ski resorts in New York State. John Lewis of the MJQ, by the way, composed the music for the forthcoming Belafonte TV spectacular called "Portrait of a Postal Zone." . . . Ramsey Lewis has cut a Christmas disking for the Argo label.... Cleffer Henry Tobias has resigned his post as program director at Miami's Fontainbleau Hotel to devote his full time to songwriting, publishing, personal management and TV. . . . Laurie Records is handling national distribution of the new Jimmy Starr release on Laurel "Choo Choo to Heaven." . . . Bob Schwartz of Laurie Records, and Vicki Rohrbach of the Top Rank Co-operative, have set the date of December 22 for the wedding.... Edward MacDowell has been elected to the Hall of Fame of New York University. . . . Sol Kaplan composed the jazz score for the flick "Girl of the Night." Saunders Music is publishing. . . . Jerry Teifer has started Ricar Productions, an independent recording firm, and talent management firm. Other execs in Ricar are Russell Carr, Harold Risinger and Anna Carr.... Dick Shawn has signed with RCA Victor. . . . Summit Distributors are now handling the Vanguard line in Chicago.

Bob Rolontz

Hollywood

You can expect word on Verve's public stock issue in January. Accounting firm is now in the midst of preparing necessary prefiling data... Liberty predicts the second half of the year will hit a new high in the company's sales and earnings. Label claims sales for the six-month period will top the \$4,000,000 mark and earnings will exceed \$350,000. Last year only two artists were responsible for more than 40 per cent of Liberty's sales. This year, no single artists have more than a 10 per cent share of the company's sales.

When United Artists wanted to use the name Ultra Audio for its subsid label, it discovered that rights to that tag belonged to Olver Berliner's Oberline, Inc. The Berliner firm operates Tropicana Records, Hall of Fame Publishing (among others) and an audio products manufacturing concern called Ultra Audio. Berliner concluded an agreement with UA allowing the latter to use the Ultra Audio tag with the understanding that UA would restrict its use to recordings, while Berliner agreed not to use it on disks.

Producer Frank Russell moves into the record field with a new label called Five-Ten and has signed Champ Butler as its first artist. Five-Ten will operate as a subsid of the movie maker's firm, Russell Films, Inc. First Butler sides: "Rock Hudson Rock" b-w "Let's You and Me." According to the diskery's announcement, Russell is setting up his own music publishing firm, Mamalene, "to handle all tunes recorded under the new label." Russell produced "Heroes Die Young" film release by United Artists. Five-Ten is being distributed nationally with George Jay handling its national promotion.

George Greeley will baton a band and serve as keyboard soloist on a Coast concert tour starting at Santa Ana (Calif.) and will hit cities from San Diego to Seattle plus bookings in Salt Lake City, Denver, Phoenix, Tucson and Albuquerque. He's now working on his seventh album release for the Warner label plus continuing arranging assignments for Pat Boone, Tony Martin, Louis Prima and recording for the newly formed Weber label with Don Ralke's band providing the background..., Folk singing threesome, the Tarriers, booked for five weeks into LA's Ash Grove.

Erroll Garner is top-billing WB's top-selling comic Bob Newhart. Reason: earlier this year when Newhart was booked, William Morris pact specified that he be bolstered with another attraction — at a time before Newhart has proved his drawing power. Deal with Garner specified that he get top-billed.... Columbia's Brothers Four are now playing Salt Lake's Terrace Friday (18).... Warner music man Ray Heindorf will helm the music chores for WB's pic version of "The Music Man." Lee Zhito

Cincinnati

Jim (Mouseketeer) Dodd and wife Ruth visited homefolks and friends here for four days last week, while Jim spread the gospel on his new Imperial album, "Swing a Spell." On Thursday (17), Dodd did a guest shot on Ruth Lyons' "50-50 Club" via WLW-T and the Crosley Broadcasting four-city TV network. The Dodds

(Continued on page 37)

going overboard? not on your life!

these are seven great tunes

from

"The Unsinkable Molly Brown"

I ain't down yet

Belly up to the bar, boys

I've a'ready started in

Are you sure

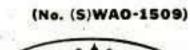
Keep a hoppin'

If I knew

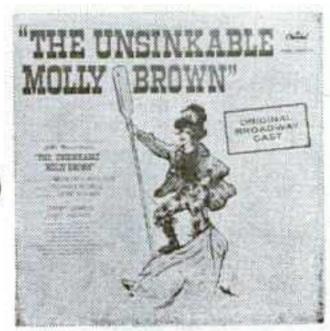
Dolce far niente

...the original broadway cast

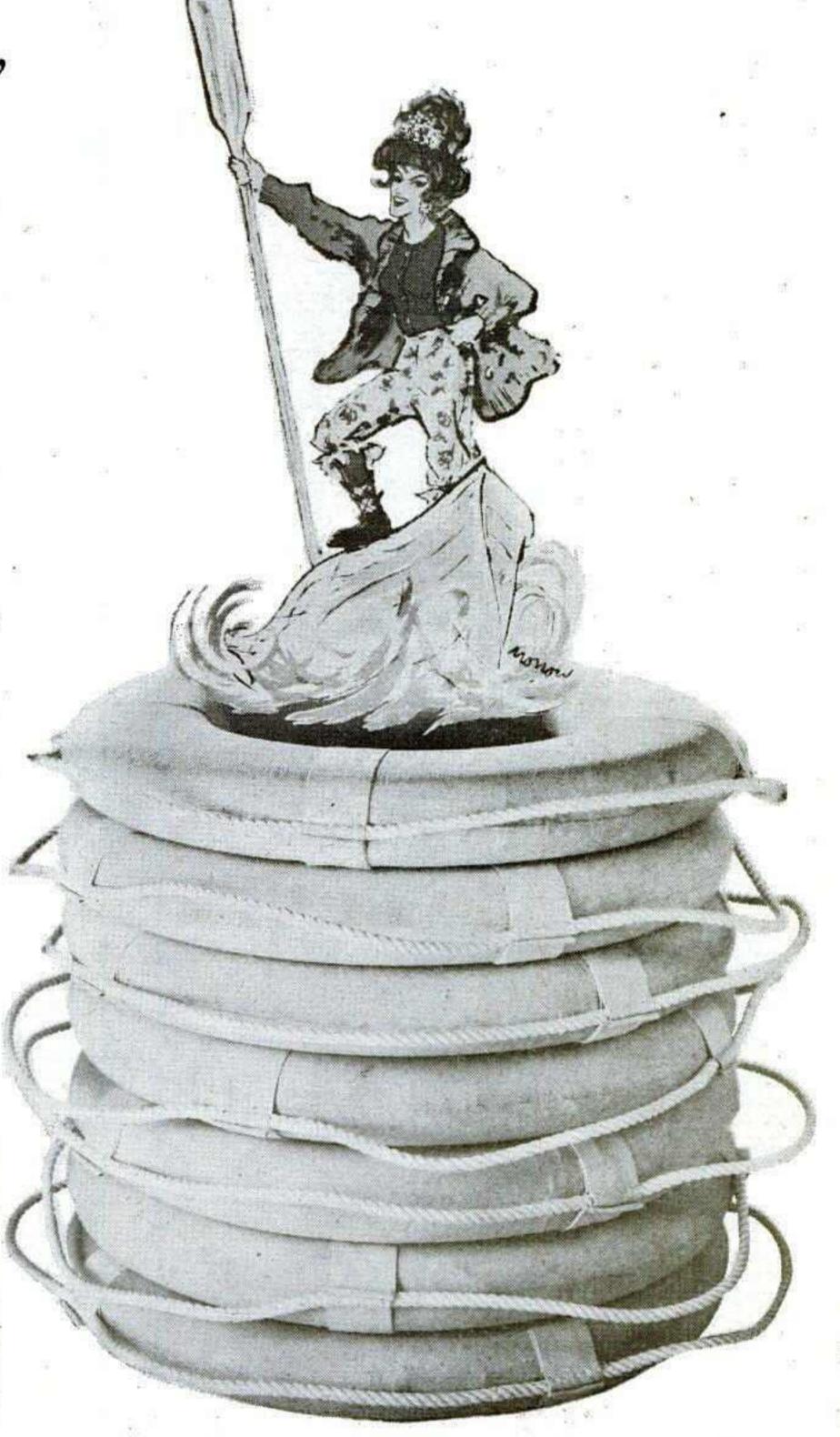








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MUSIC AS WRITTEN

• Continued from page 34

will make Cleveland, Philadelphia and New York before returning to Hollywood. . . . The Limeliters opened Monday (14) at the Racquet Club, Dayton, O., to remain thru November 30. Cab Calloway follows in December 1. . . . Joe Cooper, former bassist with the Duke Ellington ork, has taken his trio into the Four Oases of the Sahara Motor Hotel in downtown Cleveland for an indefinite stand. With Cooper are pianist Bross Townsend and drummer Richard Harris.

Jack Reynolds, who recently quit his deejay chores at WSAI here over a salary squabble, sat down last week with WSAI's new general manager, C. L. (Chick) Doty, with the two ironing out the differences amicably. The result: Reynolds returns to his old spot on the station, 3-7 p.m. daily, starting Monday (21). Reynolds sued November 4 to recover \$2,600 allegedly due him in a salary deal made with former WSAI veepee-general manager, Howard Eicher. Reynolds' attorney has asked for dismissal of the suit in Common Pleas Court. . . . Johnny Mathis, in town with Andre Tahon and the Hermes Pan Dancers for a one-nighter at Cincinnati Gardens Saturday (19), greeted local deejays, music men and the press at a cocktail session and buffet at the Sheraton Gibson Hotel Thursday evening (17), with Art Miller, local Columbia Records chief, playing host for the occasion.

Jerry Weiner, local RCA Victor Records boss, and wife returned here last week from a fortnight's vacation motor trip to New York in time to take off almost immediately for a business trip to Detroit. Jerry is waxing hot on Perry Como's new single release, "Make Someone Happy," from the new show, Do, Re, Mi," which opened November 7 in Philadelphia. . . . For a girl who has everything, Julie Godsey, Jerry Weiner's girl Friday, hit the epitome last week when her twin brother James, serving overseas, sent her among all things, a camel saddle. She's figuring on tying it in some way with Sam Fletcher's new RCA Victor release, "Tall Hope."

Harry Carlson, Fraternity Records chief, returned Friday (18) from Cleveland and Pittsburgh where he says he found excellent reception for his firm's new release, "Where Will I Go to Forget," by Lindy Estes, Owensboro, Ky., youngster. On Sunday (19), young Estes did a guest shot on the Bob Holiday and Stan Scott shows on WING, Dayton, O., and the previous weekend worked hops in the Cincy area for WCPO's Dick Provo, Myles Foland and Jim Dandy and WLW's Bob Braun. . . . Goble Pollock, deejay at WCBL, Benton, Ky., who recently debuted as a singer, is pushing his new yule coupling on Lee Records, "Let's Make This Christmas the Merriest of All" b/w "That's What I Like About Christmas.". . . Area thrush Ada Lee, now working under the guidance of George Wein, Boston nitery op and jazz festival producer, has signed with Atlantic Records. She is slated for an early tour with Oscar Peterson.

Bill Sachs

Nashville

Jim Reeves joined Chet Atkins in New York last Thursday (17) for the celebration of Steve Sholes' 25th anniversary with RCA Victor at the St. Moritz. . . . George Hamilton IV has recently been signed by RCA Victor. . . . Fred Foster directed a Monument session by Paul Clayton at the RCA Victor Studio last week. . . . Boyd Records' Ral Phillips was in town recently looking for material. . . . Starday's Don Pierce has formed Nashville Music Agency, Inc., to handle, among other things, custom record manufacture, custom masters and radio ET's and jingles for c.&w. jocks. . . . Moon Mullican has recently been signed by Starday. Starday Sound Studios has had Moon, Billy Todd, Carl Story, Buddy Wright, Bill Parsons, Lee Mace and Cowboy Copas in for sessions so far this month.

Acuff-Rose Publications is excited over Tommy Zang's new Hickory release, "Hey, Good Looking" c/w "With Love (For You)."... Minnie Pearl appears at the Waldorf-Astoria, New York, Wednesday (23) for a banquet date booked by the Jim Denny Artists Bureau. Denny office has signed Lonzo and Oscar.... Decca's Red Foley was at the Bradley Studio recently for the first string of sessions in some time. Owen Bradley directed the Foley sessions as well as those by Decca's Patsy Cline and Ronnie Self.... Lenny Dee is due in town this week for Decca sessions at the Bradley Studio, and M-G-M's Jim Vienneau is booked in there for string of dates, along with Mercury's Shelby Singleton.

Toronto

Canadians have taken a shine to a couple of singles from Germany. Lolita singing "Sailoer" for Kapp has been No. 1 on Toronto radio for three weeks. So if Don McKim of Phonodisc, Kapp distributor, sings a little German, he may be excused. George Offer of Decca has also picked up a little German as his "Wonderland By Night" with Bert Kempfert, imported from Polydor, moves to the top of the list.... Noreen Parker and Denyse Ange are booked into Le Cabaret Supper Club here, and Buddy Greco swings into Town Tavern for boniface San Berger.... Clem Hambourg reports he once taught Pierre Salinger jazz piano. Salinger is now press secretary for President-elect Kennedy. Hambourg operates an after-hours jazz spot.... Edmonton songwriter Harvey Judd has had his "The Butterfly Tree" recorded by Robin Clark on Capitol. . . . Walter Munro, Bernie Early and Clarence Charters, who collaborated on "Rockin' Reindeer" for BMI, drove in from Ottawa for Qaulity's Christmas Party, in honor of songstress Rhonda Silver, rock'n'rolling teen-ager who cut song.

Canadians were happy to see appointment of Robert Pampe, managing director of Columbia Records of Canda, Ltd., as a director-at-large of the Country Music Association... CHUM deejays Al Boliska, John Spragge, Mike (Continued on page 60)

FROM THE BILLBOARD SALES DEPARTMENT

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.

A weekly column of lively chatter

HARRY BELAFONTE Returns To Carnegie Hall is the title of RCA's newest album from the man who brought folk singing into its own with other musical forces such as Jazz, opera and the classics. This second Belafonte Carnegie LP (recorded live during his engagement there) also features folk singers Odetta and Makeba, the Chad Mitchell group and the Belafonte Folk Singers. One of the world's best known artists, Belafonte is currently on a tour that will take him to Toronto, Canada for a two-week engagement at the O'Keefe Cener beginning November 21, the Opera House in Chicago, December 5 thru 11, and then to San Juan, Puerto Rico, December 20 thru 31.

TERESA BREWER, mother of four young daughters, lends a heartfelt vocal to a country-flavored theme on her newest from Coral, When Do You Love Me. Flip is an oldie, Have You Ever Been Lonely. Mrs. Monahan (she's married to her manager, Bill Monahan) will appear on the Ed Sullivan TV Show December 11. Her million sellers include Music, Music, Music; Ricochet; and Till I Waltz Again With You.

ANITA BRYANT: Beauty, vocal talent and several hit records in a row have made Anita Bryant one of the top female singers on the scene today. Her latest from Carlton Records, Wonderland By Night, is the first lyric version of the tune that's already on the charts in two other versions. Flip side is Pictures, a good ballad-both tunes were Spotlighted by Billboard. Carlton is releasing a new Bryant album, In My Little Corner Of The World, which is the title of her current hit. Coming personal appearances for Miss Bryant include the Sports Show in Portland, Ore., November 23-27; December 4 the Ed Sullivan TV show; Sciolla's Club in Philadelphia December 5-10; Eden Roc in Miami, January 18 for six days, and Eddie's Supper Club in Kansas City, February 17 thru March 2.

BIRTHDAYS OF THE WEEK: Nov. 22, Hoagy Carmichael (his Georgia On My Mind currently enjoying new life via Ray Charles' record), and Ethel Smith. Nov. 26, Fred Astaire.

CAMELOT: Music from the forthcoming Broadway musical is the subject of a new album release on Time Records. This is a Percussion album of the Lerner & Loewe musical and is the first Camelot album on the market. Hugo Montenegro scored and conducted the 44-piece orchestra in what Billboard rated a "first-class" job.

MARK DINNING could come back into the hit ranks with his newest for M-G-M, The World Is Gettin' Smaller b-w She Cried On My Shoulder. Top side is a ballad about kids who need a place to be alone. Flip is a ballad of love that is gone. Previous hits from the young singer from Grant County, Okla., were Teen Angel and A Star Is Born.

FERRANTE & TEICHER, the piano duo, have done it again! Having scored with Theme From The Apartment, they are now getting chart action with their latest United Artists theme release, Exodus, Rates a Star Performer on Biliboard's Hot 100 this week. They also come thru with a first-rate version of two musical comedy tunes, Lida Rose, from Music Man, and Take Me Along, title tune from the legit hit, on another label, ABC-Paramount.

FOUR LADS, Frank Busseri, Bernard Toorish, James Arnold, and Corrado Codarini, offer expressive vocalizing on a teen-styled ballad, Just Young, their latest from Kapp Records. The boys from Canada have received a Gold Record for such disks as No Not Much and Who Needs You?

WANDA JACKSON, c.&w. singer, comes back in her best Let's Have A Party style via her newest for Capitol, Mean, Mean Man. Miss Jackson and her new group, the Party-Timers, are presently playing several weeks of one-nighters thru Kansas, Oklahoma and Texas, prior to their stint at the Golden Nugget, Las Vegas, for six weeks beginning December 15.

CARMEN McRAE: Billboard rates Carmen McRae's first since signing with Mercury Records a Special Merit Spotlight for Pop Disk Jockey Programming. Title is The Very Thought Of You, Flip is Oh! Look At Me Now, an up-tempo version over fine backing by th. Belford Hendricks ork. Carmen, one of the foremost exponents of cool jazz, is presently thrilling European audiences with her warm, sensitive and rhytmic singing style.

RAY PETERSON has left RCA to form his own label in partnership with his manager. New label is tagged Dunes Records and the first release is Corinna, Corinna, an appealing tune sung with tenderness and showmanship by Peterson. Flip is Be My Girl. His highly unusual four and one-half octave range enables him to sing baldads, rock 'n' roll and spirituals with equal ease. Ray will be singing his newest and his big hit, Tell Laura I Love Her, at the Dunes Hotel, Las Vegas, December 1 for six weeks.

JOHNNY POWER is a new name on the scene making it with A Teenage Prayer, a smart updating of the hit. N.Y.C.-born, 19-year-old Johnny has a distinctive teen touch, not unlike the earlier Johnnie Ray. The label is also new on the scene, Triodex Records, who record the Challengers performing a Johnny Power tune, Lazy Twist.

ELVIS PRESLEY, an international legend at 25, is just one position away from Number One on Billboard's Hot 100 Chart this week. His Are You Lonesome Tonight jumped from 35 to 2 in just one week. Reports from London tell us that his record, It's Now Or Never, is the fastest selling single ever in Britain. A week after it was issued there (October 28) it sold 780,000 copies.

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

~~~~~~~~~~~~~~~~~~~~

The UNSINKABLE MOLLY BROWN is ready for deejay spins today (November 21). Capitol Records announced last week that the original cast album of the Meredith Willson musical and single releases from the score were released in time to meet this "spin" date. No songs from the musical were permitted performed before today. The show opened in New York November 3, starring Tammy Grimes, and the original cast album was recorded on the 13th.

ADAM WADE'S current night olub success at the Roundtable in N.Y.C., is augmented by the release of his strong, new Coed Records' single, Gloria's Theme b-w Dreamy, a two-sided Billboard Spotlight Winner, Dreamy is the Erroll Garner tune, while Gloria's Theme is from the movie Butterfield 8.

LAWRENCE WELK, TV's champagne music-maker, will probably have his first hit single release via Last Date, an entry on Billboard's Hot 100 Chart this week. Some good easy-listening music is available on his Dot albums; Mr. Music Maker, Voices And Strings; Welk Glee Club, and Dance With Lawrence Welk.

PROMOTION DAYS & WEEKS: November 23 is Repudiation Day in Maryland and Latin American Day. November 24 begins Worldwide Bible Reading Month, thru December 24. November 24 is, of course, Thanksgiving Day. November 27 is Quarterly Temperance Sunday.

See you in seven swingin' days.

Tom Rollo

Money Records

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

SINGLES

	CHURCH KEY—The RevelsLiberty
	CONFIDENTIAL-The FleetwoodsLiberty
	GLORIA'S THEME-Adam Wade
	I LOVE YOU SO-The FleetwoodsLiberty
	LIKE STRANGER-Everly Brothers
	LOVE ME-Sam CookeRCA Victor
ĕ	MAIN THEME-MantovaniLondon
	ROCKIN' AROUND THE CHRISTMAS TREE—
	Brenda Lee
	RUBBER BALL-Bobby VeeLiberty
	SAD MOOD-Sam Cooke
	TODAY I SING THE BLUES-Aretha Franklin Columbia
	WONDERLAND BY NIGHT-Anita Bryant

ALBUMS

BILL CARTY BLASTS OFF-Bill Carty	Stereo	ddities
BRAHMS' CONCERTO NO. 2-Sviatoslav Richter	RCA	Victor
DELLA, DELLA, CHA, CHA, CHA-Della Reese		
THE UNSINKABLE MOLLY BROWN-	THE RESERVE ASSESSMENT	13,0013,03
Andre Kostelanetz	Co	lumbia

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!

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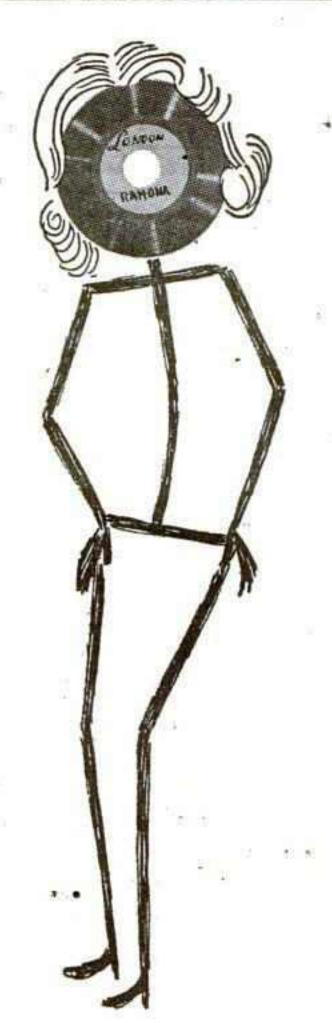
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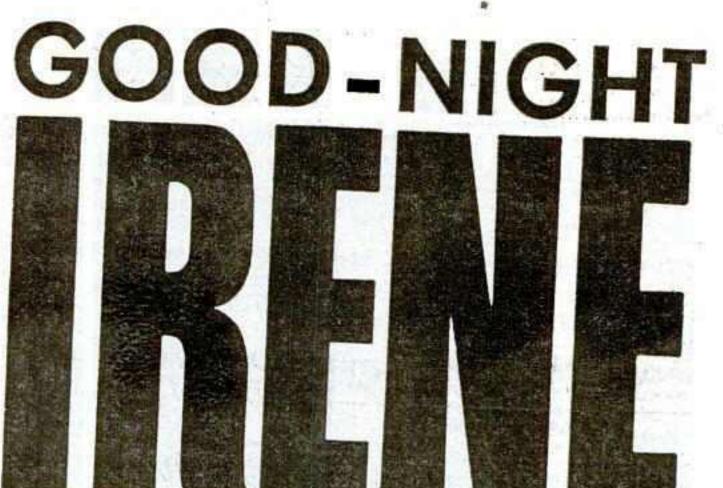


MEET AMERICA'S 2 NEW SWINGIN' GALS



Blue Diamonds

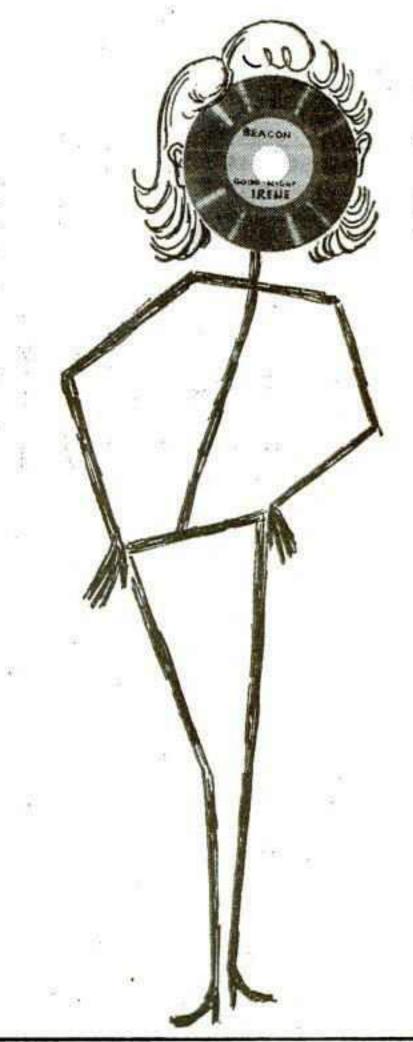
LONDON RECORDS



The Clippers

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FOR WEEK ENDING NOVEMBER 20

The board TOP L

The second secon	weeks eek Title, Artist, Label and Number on Charl
1	BUTTON-DOWN MIND OF BOB NEWHART 28
2 3	NICE AND EASY
3 4	G. I. BLUES
① 2	STRING ALONG
(5) 31	BOD Newhart
(6) 5	JOHNNY'S MOODS
① ¹⁷	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II
8 9.	ENCORES OF GOLDEN HITS
9 8	EDGE OF SHELLEY BERMAN
13	DARIN AT THE COPA
11) 6	WILD IS LOVE
12 11	Ray Conniff
13 12	BRENDA LEE
14 10	GENIUS HITS THE ROAD
15 16	BALLADS AND RHYTHMS OF BROADWAY 6 Johnny Mathis Columbia C2L17
16 15	MACK THE KNIFE—ELLA IN BERLIN
17) 20	SOLD OUT
18 7	REJOICE DEAR HEARTS
19 14	PAUL ANKA SINGS HIS BIG 15
20 19	KICK THY OWN SELF

	weeks title, Artist, Label and Number en Chart	1
21 –	THIS IS BRENDA	
22 22.	BEN-HUR	
23) 28.	MEMORIES SING ALONG WITH MITCH 2 Mitch Miller	
24 36.	MORE ENCORES OF GOLDEN HITS	
(25) 40.	Rusty WarrenJubilee JLP 2029	
(26) 18.	RAY CHARLES IN PERSON	
(27) 24.	MY NAME IS JOSE JIMENEZ	
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(29) 25.		
(30) 27.	SONGS TO REMEMBER	
(31) 26.	DOM WINDOWS THE CONTRACT PROPERTY OF THE PROPE	
(32) 34.	processor at a process, can as refer at a processor at the processor and the processor at t)
(33) 21.	LOOK FOR A STAR	
(34) 33.	ENCORES—SANTO AND JOHNNY)
(35) —	SENTIMENTAL SING ALONG WITH MITCH21	
(36) 37.	WOODY WOODBURY LOOKS AT LOVE AND LIFE . 38	
(37) 39.	THEME FROM A SUMMER PLACE	-
38) -	FOLK SONGS SING ATONG WITH MITCH	
39 30.		
(40) -	BYE BYE BIRDIE)

ESSENTIAL INVENTORY

on the charts 40 weeks or more	Neeks
Week Week Title, Artist, Label and Number e	n Chart
1 2. INSIDE SHELLEY BERMAN Verve MGV 15003	83
2 1. THE SOUND OF MUSIC, Original Cast, Columbia KOL 5450	49
3. JOHNNY'S GREATEST HITS, Johnny Mathis, Columbia CL 11:	33.134
5. SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. 1, Assorted Artists, RCA Victor LM 6074	52
4. SOUTH PACIFIC, Sound Track, RCA Victor LOC 1032	139
8. SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1160)123
6. HEAVENLY, Johnny Mathis, Columbia CL 1351	62
8 9. MY FAIR LADY, Original Cast, Columbia OL 5090	242
7. FROM THE HUNGRY I, Kingston Trio, Capitol T 1107	93
10. OUTSIDE SHELLEY BERMAN Verve MGV 15007	52
11 14. ITALIAN FAVORITES, Connie Francis, M-G-M E 3791	42
12 15. SOUTH PACIFIC, Original Cast, Columbia OL 4180	337
13 13. KINGSTON TRIO, Capitol T 996	75
12. BELAFONTE AT CARNEGIE HALL, Harry Belafonte, RCA Victor LOC 6006	55
11. MORE SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1243	6.
16. OLDIES BUT GOODIES, Assorted Artists, Original Sound 5-6	001 62
17 22. FAITHFULLY, Johnny Mathis, Columbia CL 1422	45
18 17. GIGI, Sound Track, M-G-M 3641 ST	125
19. THE MUSIC MAN, Original Cast, Capitol WAO 990	143
24. PARTY SING ALONG WITH MITCH, Mitch Miller, Columbia CL 1331	48
(21) 20. KING AND I, Sound Track, Capitol W 740	
22 18. KINGSTON TRIO AT LARGE, Capitol T 1199	75
21. FLOWER DRUM SONG, Original Cast, Columbia OL 5350.	78
24 23. OKLAHOMAI Sound Track, Capitol SAO 595	214
(25) 25. HERE WE GO AGAIN, Kingston Trio, Capitol T 1258	55

This Last Week Week Title, Artist, Label and Number	Weeks on Chart
2. NICE AND EASY	
2 1. STRING ALONG	
3 3. BONGOS	
4. PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars Command	
5 11. PROVOCATIVE PERCUSSION, VOL. Enoch Light and the Light Brigade Command	
6 9. BEN-HUR Orch./Savina	
17. MEMORIES SING ALONG WITH MI	STATE TRANSPORT CONTRACTOR
8 19. BONGOS, FLUTES AND GUITARS	
5. JOHNNY'S MOODS	
7. LOOK FOR A STAR	
6. WILD IS LOVE	\$0.546.7 SECURIO FOR DESIGNATION TO SECURIO FOR SECURIOR FOR SECURIO FOR SECUR
8. SAY IT WITH MUSICColumn	
13 - 6. I. BLUES	or LSP 2256
16. GRAND CANYON SUITE	or LSC 2433
15) 23. PARTY SING ALONG WITH MITCH	

This	charts 29 weeks or less	Weeks
Week	Week Title, Artist, Label and Number	on Chart
16)	13. CAN CAN	18
1	15. STEREO CONCERT	10
(18)	18. ELVIS IS BACKO	11
(19)	20. BALLADS AND RHYTHMS OF BROADWAY Johnny Mathis	
20)	14. SENTIMENTAL SING ALONG WITH MITCH Mitch MillerColumbia CS	
21)	21. WHITE SATIN	
(22)	22. OPEN FIRE, TWO GUITARS Johnny Mathis	28
(23)	24. LANZA SINGS CARUSO—CARUSO FAVOR Mario Lanza-Enrico Caruso RCA Victor LSC	TES 28
24	25. WITH THESE HANDS	3030
25)	26. DARIN AT THE COPA	6 s 112 -
26	27. LATIN A LA LEE	
27)	28. THIS IS DARIN	29
28	- WEST SIDE STORY	2001
29	29. MUSIC FOR READING	21
30	30. MUSIC FOR BANG, BAA-ROOM AND HAD Dick Schory's New Percussion EnsembleRCA Victor LSP	

ESSENTIAL INVENTORY

This Work	- 1222日本 10 - 1220 0 0 1 - 1242 4 2 2 1 2 2 1 2 2 1 2 2 1 2 2 1 2 2 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	feeks Chart
0	. PERSUASIVE PERCUSSION, VOL. I, Terry Snyder and the All Stars, Command RS 800 SD	44
2	. SOUND OF MUSIC, Original Cast, Columbia KOS 2020	46
①	. PROVOCATIVE PERCUSSION, VOL. I, Enoch Light and the Light Brigade, Command RS 806 SD	44
•	. SOUTH PACIFIC, Sound Track, RCA Victor LSO 1032	79
(3)	RCA Victor LSO 6006	53
① 1	. FILM ENCORES, VOL. I, Mantovani, London PS 124	67
0	. MY FAIR LADY, Original Cast, Columbia OS 2015	79
① -	SING ALONG WITH MITCH, Mitch Miller, Columbia CS 804	343
① 1	. COME DANCE WITH ME, Frank Sinatra, Capitol SW 1069.	75
10 -	- SOLD OUT, Kingston Trio, Capitol T 1352	30
11) 1	. GIGI, Sound Track, M-G-M SE 3641 ST	,72
12	- TCHAIKOVSKY: 1812 OVERTURE/RAVEL: BOLERO, Morton Gould, RCA Victor LSC 2345	32
(13)	. MUSIC MAN, Original Cast, Capitol SWAO 990	61
1	. FLOWER DRUM SONG, Original Cast, Columbia OS 2009.	35
(15) 1	. HEAVENLY, Johnny Mathis, Columbia CS 8152	61
(16) ¹	Columbia CS 8043	43
17) 1	. KING AND I, Sound Track, Capitol SW 740	
(18)	- TCHAIKOVSKY'S PIANO CONCERTO #1, Van Cliburn, RCA Victor LSC 2252	59
(19) -	- IT'S THE TALK OF THE TOWN, Ray Conniff, Columbia CS 81	43.30
20 1	BLUE HAWAII, Billy Vaughn, Dot DLP 25165	60

BASED ON SALES

ED IN STORES & RACKS

CLASSICAL ALBUMS

MONOPHONIC CLASSICAL ALBUMS

- 1. SIXTY YEARS OF SONG HITS, VOL. 2... Assorted Artists, RCA Victor LM 6088
- 2. LANZA SINGS CARUSO—Caruso Favorites

Mario Lanza-Enrico Caruso, RCA Victor LM 2393

3. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LM 2252

4. RODGERS: VICTORY AT SEA, VOL. 1

RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 1779

5. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054

- 6. SIXTY YEARS OF SONG HITS, VOL. 1.... Assorted Artists, RCA Victor LM 6074
- 7. RAVEL: BOLERO Boston Symphony Orchestra (Munch), RCA Victor LM 1984
- 8. SCHUMANN: CONCERTO IN A MINOR...... Van Cliburn, RCA Victor LM 2455
- 9. GROFE: GRAND CANYON SUITE........... Morton Gould, RCA Victor LM 2433
- 10. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LM 2355

STEREOPHONIC CLASSICAL ALBUMS

1. TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIEN

Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054

2. TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO

Morton Gould Orchestra, RCA Victor LSC 2345

3. TCHAIKOVSKY: PIANO CONCERTO NO. 1

Van Cliburn, Orchestra directed by Kiril Kondrashin, RCA Victor LSC 2252

4. RODGERS: VICTORY AT SEA, VOL. 1

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335

- 5. SCHUMANN: CONCERTO IN A MINOR Van Cliburn, RCA Victor LSC 2455
- 6. GROFE: GRAND CANYON SUITE.......... Morton Gould, RCA Victor LSC 2433
- 7. RACHMANINOFF: PIANO CONCERTO NO. 3

Van Cliburn, Symphony of the Air (Kondrashin), RCA Victor LSC 2355

- 8. THE LORD'S PRAYER. . The Mormon Tabernacle Choir (Condie), Columbia MS 6068
- 9. RODGERS: VICTORY AT SEA, VOL. 2

RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2226

. 10. LANZA SINGS CARUSO—Caruso Favorites

Mario Lanza-Enrico Caruso, RCA Victor LSC 2393

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

(Stereophonic)

- 1. 101 Years of Familiar Songs 101 Strings....Stereo Fidelity 2 RS
- 2. Soul of Spain, Vol. 1 101 Strings. . Stereo Fidelity SF 6600
- 3. Ebb Tide Frank Chacksfield Richmond S 30078
- 4. Soul of Spain, Vol. 2 101 Strings. . Stereo Fidelity SF 9900
- 5. 101 Strings Play the Blues
 Stereo FidelitySF 5800
- 6. The Music Man
 Various Artists.....Lion SL 70091
- 7. Concerto Under the Stars
 101 Strings...Stereo Fidelity SF 6700
- 8. Symphony for Lovers 101 Strings. . Stereo Fidelity SF 4500
- 9. Silver Screen 101 Strings. . Stereo Fidelity SF 7000
- 10. Quiet Hours 101 Strings. Stereo Fidelity SF 10200

(Monophonic)

- 1. Soul of Spain, Vol. 1 101 Strings.....Somerset P 6600
- Ebb Tide Frank Chacksfield. Richmond M 20078
- 3. 101 Years of Familiar Songs 101 Strings......Somerset 2 RS
- 4. Hawaii in Hi Fi
 Leo Addeo Orchestra......
 RCA Camden CAL 510
- 5. 101 Strings Play the Blues
 Somerset P 5800
- 6. John McCormick Sings Irish Songs
 RCA Camden CAL 407
- 7. Silver Screen
 101 Strings.....Somerset P 7000
- 8. Soul of Spain, Vol. 2 101 Strings.....Somerset P 9900
- 9. Good Housekeeping Reducing Off the Record.....Harmony HL 7143
- 10. You Do Something to Me Mario Lanza...RCA Camden CAL 450

Reviews of THIS WEEK'S LP'S



Strongest sales potential of all albums reviewed this week.

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

Pop

MUSIC FROM EXODUS AND OTHER GREAT THEMES



Mantovani. London LL 3231—(Stereo & Monaural)—This new beautifully performed set is a panorama of current and past flick and stageshow themes. It includes the themes from "Exodus," "A Summer Place," "Song Without End," "The Sundowners," "Irma La Douce," etc. Strong selling effort here with an attractive cover.

THE UNSINKABLE MOLLY BROWN



Original Broadway Cast. Capitol WAO 1509 — Meredith Willson's successor to "The Music Man" is a Broadway hit and this fine cast album production is likely to be, too. Here, Tammy Grimes, Harve Presnell and the splendid cast re-enact the fine score smartly and in a distinctly real life manner. The set also contains a hand-somely produced souvenir booklet on the show, its cast, producers, etc. A delightful package that will find plenty of favor in months to come.

Sound

CHA CHAS FOR DANCING BY MONTENEGRO



Hugo Montenegro. Time S-2018 — A brilliant big-band interpretation of the Latin beat. Montenegro assembled a 30-man complement for this date, including seven percussionists and the same number of saxes and trumpets. Four trombones also add a lot of color. The percussion is the highlight, with scratchers, jaw-bones, bongos, timbales, etc., all heard prominently and in a life-like manner. Set can reach a dual audience of the sound-minded audiophile and the Latin fans.

A BUNCH OF BONGOS



Willie Rodriquez and the International Stars. Grand Award GA 253 SD (Stereo & Monaural)—This brilliantly recorded album with Willie Rodriquez and the all-stars, with some of the top musicians and percussionists assembled together, is an outstanding disk, both sound-wise and musically. It is another in the series of spectacular sound albums, but it lists at the regular \$3.98 and \$4.98 price for mono and stereo, respectively. The percussionists come thru splendidly on such tunes as "Tico Tico," "Mambo Loco," and other meringues and cha chas.

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Christmas

ODETTA: CHRISTMAS SPIRITUALS



Vanguard VRS 9079—Here's an unusal Christmas album, and one that should have strong appeal with Odetta's many, many fans. The fine spiritual singer handles a group of Christmas spirituals in her usual vibrant and sincere style. Songs include "Mary Had a Baby," "Go Tell It on the Mountain," "Shout for Joy" and "Beautiful Star."

Classical -

VERDI: AIDA (HIGHLIGHTS)



Soloists; Vienna Philharmonic (Von Karajan). London OS 25206 (Stereo & Monaural)—The full three-disk set of the Karajan-conducted "Aida" has been one of the outstanding operatic recordings, setting landmarks in the stereo recording of operas. This one-disk selection of highlights should be among the biggest-selling operatic disks, partially because of the fame of the full set. Also, the work itself stands among the favorites, and the cast has considerable name value, headed by Renata Tebaldi, Carlo Bergonzi and Giulietta Simionato.

THE SECOND HURRICANE



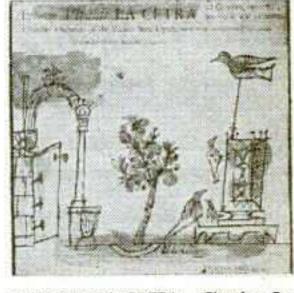
Aaron Copland; New York Philharmonic (Bernstein). Columbia MS 6181 (Stereo & Monaural)—This play opera, originally written for high school performance in 1937, was revived in 1960 by Bernstein and the New York Philharmonic. It is a milestone in educational musical literature by the noted American composer, and it gets outstanding treatment under Bernstein's leadership. Cast includes soloists and chorus of the New York City High School of Music and Art. Bernstein is narrator. This uncommon work merits attention in class shops. Package is set off by an unusual cover.

(Continued on page 44)

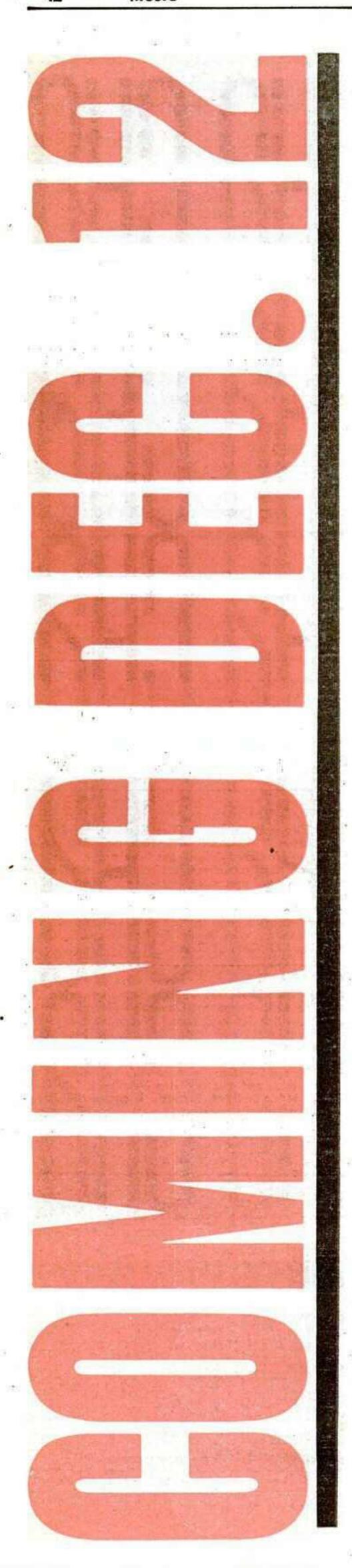
ALBUM COVERS OF THE WEEK



TWILIGHT TIME—Eddie Barclay and His Orchestra, Mercury SR 60167. Alluring cover shot of the lovely lady provides for prime display material. Colors are warm shades of brown and bright green.



VIVALDI: LA CETRA — Chamber Orchestra of the Vienna State Opera; Makanowitzky, violin; (Golschmann), Vanguard BG-607-9. Striking line drawings in pink, moss green and black on a white background. Good display package.



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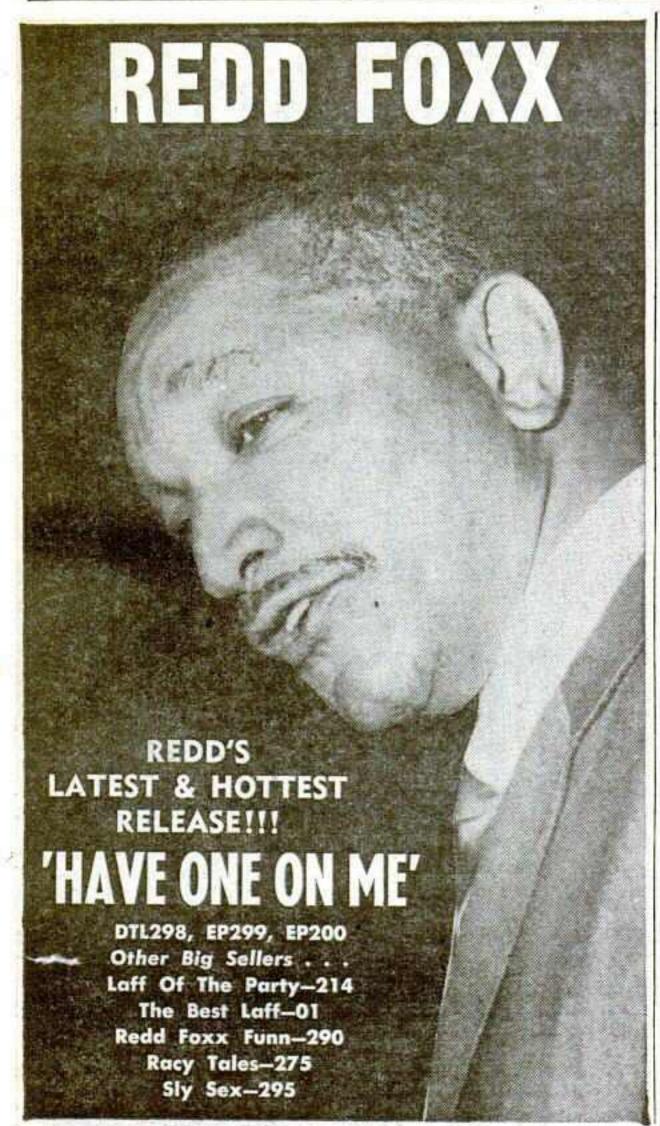
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RCAVICTOR

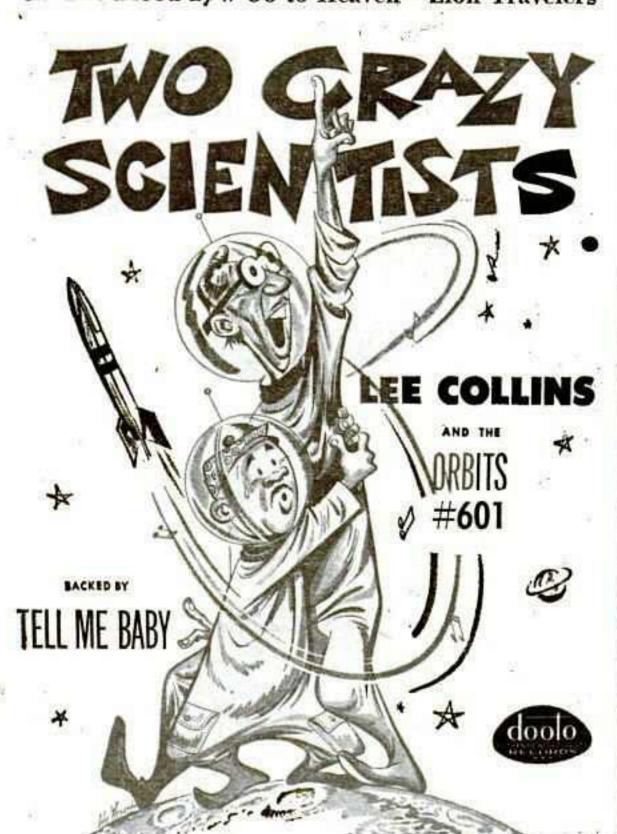




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2. The Blood b/w Go to Heaven-Zion Travelers



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The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 41

BRAHMS: HUNGARIAN DANCES; DVORAK: SLA-VONIC DANCES



Vienna Philharmonic (Reiner). London CS 6198—(Stereo & Monaural)—This album is being sold at the special price of \$2.98 for the stereo version, a saving of \$3 over the regular list price. At even the \$5.98 price it's worth it, and at \$3 off it's a solid bargain. Set contains the most familiar "Hungarian Dances" plus the Dvorak "Slavonic Dances," played in melodic fashion by Fritz Reiner and the Vienna Philharmonic. Very strong wax for the Christmas season.

MASCAGNI: CAVALLERIA RUSTICANA



London OSA 1213 (Stereo & Monaural)-A splendid new performance of the lyrical work is presented with an outstanding cast and the advantage of stereo (only one other stereo version is currently available). This set features the great Mario Del Monaco as the lead tenor, plus Giulietta Simionato, mezzo, and baritone Cornell MacNeil. The veteran Tullio Serafin is the conductor. The production in itself is an aural treat and buyers will enjoy the booklet enclosed which features lengthy background notes on the performers, and the work, plus a complete script in English and Italian. This should become part of a dealer's standard inventory.

Jazz -

A PORTRAIT OF DUKE ELLINGTON



Dizzy Gillespie and his Ork. Verve MGV 8386—Jazzophiles will find this coupling of artist and repertoire a fascinating one. Gillespie, with his trumpet ork, plays some of the greatest material in the Ellington catalog. Included are "Caravan," "Sophisticated Lady" and "Do Nothin' Till You Hear From Me." The performances are full of style and color.



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

(Reviews appear elsewhere in this issue)

★★★★ COOL VELVET—Stan Getz and Strings—Verve MGV 8379

★★★★ SOUTHERN FOLK HERITAGE SERIES (Vol. 1-7)—Various Artists-Atlantic 1346 thru 1352. See News Review in this issue.

VERY STRONG SALES POTENTIAL

POPULAR ***

*** CAMELOT

Hugo Montenegro Ork. Time \$ 2022 Stereo & Monaural-The cover of this double-fold LP is misleading in that it carries the credit line "entire original musi- listenable performance. cal score," and Conductor Hugo Montenegro's name is not listed on the front cover. However, the contents are first-class, featurments by Montenegro of the sock new Lerner-Loewe Broadway score. Should pull strong sales reaction.

*** COOL VELVET Stan Getz and Strings, Verve MGV 8379

-An unusually happy marriage between jazz and pop elements occurs here. Getz' alto tones seems handsomely adaptable to the lush string backing provided by Russ Daddy Eight to the Bar" and "Boogie Garcia. The fine selection of repertoire in- Woogie," cludes "The Thrill Is Gone," "It Never Entered My Mind" and "Early Autumn." Lovers of soft, moody background music will find their disk here, and fans of the Getz style will go for it as well, despite the strong pop orientation of the package. Dealers will do well to push this with pop buyers.

*** CIVIL WAR ALMANAC

The Cumberland Three Yankees, Vol. I here, as a follow-up to their recent innaugural album on the label, the boys offer the songs of the Civil War in a pair of albums, tied together in theme and cover design but sold separately. Volume 1 finds the lads garbed in Yankee attire around a battlefield cannon. Volume II cover is virtually the same setting with the three in every three purchased.

rebel garb, Songs are done with life and spirit. A sample of Volume I would include "Battle Hymn of the Republic," "The Boys Are Home," etc., while the rebel group has "Aura Lee," "Yellow Rose of Texas," "Goober Peas" and "We'll All Take a Ride," Good packaging, backed up with

ing exciting percussion instrumental treat- *** LIVE ECHOES OF THE BEST IN BIG BAND BOOGIE

The Will Bradley-Johnny Guarnieri Band. RCA Victor LPM 2098-This nostalgic collection of the great boogie woogie band hits of the late 1930's and early 1940's is a solid musical package which should appeal to big band fans. The spinable line-upfeaturing strong ork performance by the specially assembled Bradley-Guarnieri ork -includes "Back Beat Boogie," "Beat Me

LOW PRICED POPULAR ***

*** THE TWIN STRING ORCHES-TRAS PLAY GEORGE GERSHWIN

Vincent, Conductor, Design DCF 1033-(Stereo & Monaural) - There is a lot of good listening for the money in this "compatible stereo" program of Gershwiniana. The Cumberland Three Rebels, Vol. II The music is performed by rich comple-Roulette SR 25131-3 (Stereo & Monaural ments of strings, one on each channel. This -The Comberland Three are one of the idea does not allow for the best kind of better examples of the current pop-folk stereo contrast, since the groups are so trend, epitomized by the Kingston Trio and similar in make-up. However, the sound is excellent and in stereo or mono the performances of songs like "Love Walked In." "A Foggy Day," and other Gershwin evergreens make for nice, restful background, Albums contain a coupon which allows the customer a special, free album deal for Should interest many,

*** JOHNNY PINEAPPLE AND COMPANY FROM HAWAII

Design DCF 1034 (Stereo & Monaural-Johnny Pineapple is one of the better known exponents of Hawaiian music and here he puts his talents at the disposal of Design's "Compatible Fidelity" series. Playable on either mono or stereo phonos. The result happens to be one of the more entertaining Hawaiian disks, with arrangements and beat that swing sufficiently to give them a modern, danceable feeling.

CHRISTMAS ***

*** CHRISTMAS DAY WITH SAMMY KAYE

Sammy Kaye and His Orchestra. Decca DL 74070 (Stereo & Monaural-Here's a warm, sentimental package of holiday wax, featuring Sammy Kaye, his choir, the Kaydets and vocalist Ray Michaels. The selections range from pop standards-"Let It Snow! Let It Snow! Let It Snow!" to traditional carols-"Silent Night," "The First Noel," etc.

JAZZ ***

*** TRAD JAZZ VOLUME I

Chris Barber's Jazz Band, Laurie LLP 1003-The Chris Barber traditional jazz ensemble, one of Britain's most popular in this vein, has just concluded a successful U. S. tour, Fans who enjoyed the group at its many concepts, will surely want this new disk, recorded in England by Pye, and others who like the traditional New Orleans approach will like it, too, Included are "The Theme From Look Back in Anger'," John Lewis' "Golden Striker," Kid Ory's "Creole Song," and unexpectedly, "I'm Gonna Wash That Man Right Outa My Hair." A lot of earthy excitement to this authentic sound. Many will remember the Barber band for its hit single of "Petite Fleur."

*** MARIAN McPARTLAND PLAYS MUSIC OF LEONARD BERNSTEIN

Time S-2013-Leonard Bernstein has contributed some memorable material to the catalog of show music-from "Wonderful Town," "West Side Story," "On the Town," and Miss McPartland here puts a selection of these into her own eloquent form of improved expression. The tunes, like "Cool," "Tonight," "Maria" and "Lonely Town," seem especially suited to this interesting treatment. The gal gets excellent support from Ben Tucker, bass, and Jake Hanna, drums. Package makes a solid edition to Time's sound-conscious 2000 series.

CLASSICAL ***

*** BEETHOVEN: SYMPHONY NO. 6 IN F MAJOR, OP. 68 (PASTORAL) The London Symphony Orchestra (Krips), Everest LPBR 6074-This is an excellent disk performance and engineering-wise. The orchestra literally sings under the baton of Krips. Dealers should not hesitate to demonstrate this and give it ample display.

*** BEETHOVEN: EROICA

Orchestra of the Suisse Romande (Ansermet. London CS 6189 (Stereo & Monaural) -Another excellent recording of Beethoven's Third Symphony, this one by Ernest Ansermet conducting L'Orchestre De La Suisse Romande. The performance is a discerning one and the recording is first-rate. Should get steady sales over many months.

* * * **GOOD SALES** POTENTIAL

POPULAR ***

*** HONKY TONK PIANO "Big" Tiny Little. Brunswick BL 754049. (Stereo & Monaural)-Little plays up a cheerful storm of bouncy, barrelhouse piano solos on a group of sentimental oldies-"Twelfth Street Rag," "Missouri Waltz,"
"Steamboat Rag," "Red Wing," "That Old
Piano Roll Blues," etc. Solid juke wax.

*** GERSHWIN GOES LATIN Stanley Black - His Plano and Latin Rhythms, London LL 3184 - Here's a lushly orchestrated package of Gershwin standards, with considerable deejay appeal. The tunes-wrapped up in a danceable, Latin tempo — include "Love Is Here to Stay," "Soon," "Liza," and "A Foggy Day."

*** EVERYBODY'S TWISTIN' Stan Freeman and the Twisters. Columbia CL 1562 - Bright, swinging readings of a group of familiar tunes played in twist rhythm for the teen set. Songs include "Twistin' U. S. A.," "O Sole Mio," "Finger Poppin' Time," and "Volare." Should interest the high school set.

*** BANJO AND CALLS - SING ALONG

Roulette SR 25131. (Strereo & Monaural) -Here's an interesting new sing along with the lyrics lined out by the caller, and sung in happy fashion by a mixed chorus. Songs range from "Go Tell Aunt Rhodie" to "On Top of Old Smokey." Lyrics to the songs are printed on the back of the sleeve.

(Continued on page 46)

5 NEW HILARIOUS ALBUM HITS!

from

DU O Records

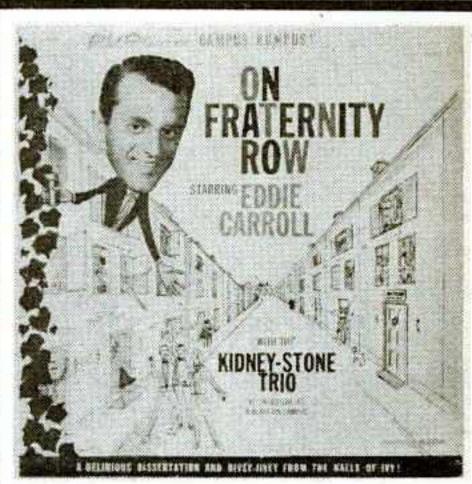
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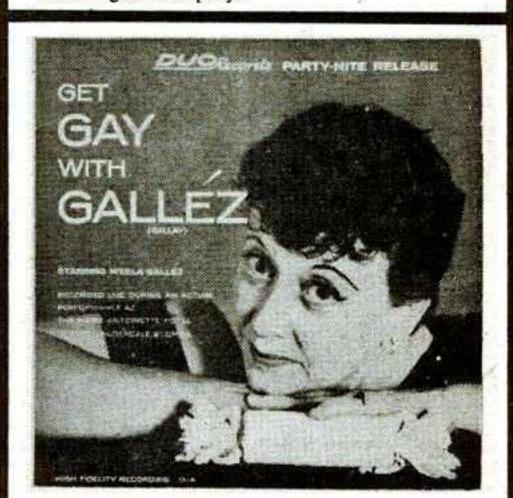
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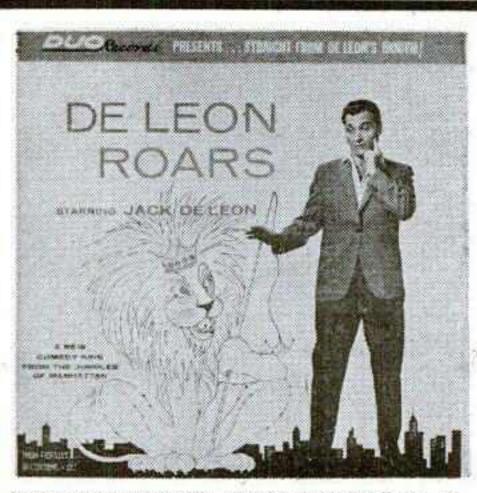
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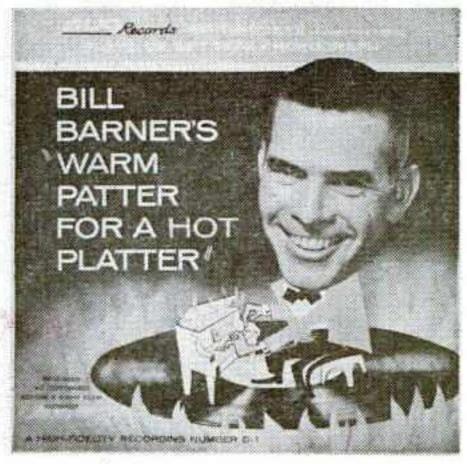
"ON FRATERNITY ROW"—Starring Eddie Carroll and the Kidney Stone Trio. Have you ever been to a real campus rumpus? If you haven't, you've missed a wild blending of laughs, songs and intoxicatingly interesting conversation. Eddie Carroll and the Trio kick off a blast "ON FRATERNITY ROW" that will warm the hearts of every guy and gal who ever lifted a cold stein of beer in good company.



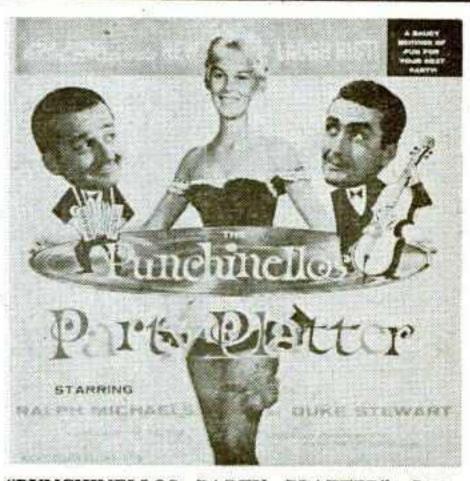
"GET GAY WITH GALLEZ"—Starring Weela Galléz. Razor sharp and lightening quick with the ad libs, Weela has created a vast following among the "hip" set and now tackles this heretofore allmale domain. Don't take any bets against her crashing right through to the top. She will fracture you with such Gallézisms as "I'm reaching that age where my voice is changing . . . from "no" to "yes."



"DE LEON ROARS"—Starring Jack De Leon. A new star flashes into orbit in the comedy field. Comedian, actor, writer, mimic, cartoonist and wit, Jack De Leon produces a show with a cast of hundreds . . . and plays every part himself. When you spin this one you'll find it hard to believe that there is only one man cavorting around in such a varied set of misadventures.

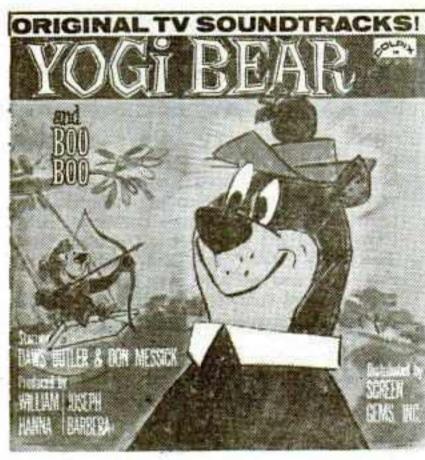


BILL BARNER'S "WARM PATTER FOR A HOT PLATTER"—"You'll have to listen closely and play this many times in order to catch all the fast lines and innuendos . . ." This mighty mite of the piano rarely finishes a song. What starts out to be a piano rendition ends up a hilarious piece of comedy and soon Bill's customers are joining in the act and a howling time is had by all.



"PUNCHINELLOS PARTY PLATTER"—Starring Ralph Michaels and Duke Stewart. Recorded during an actual performance, this record introduces two of the zaniest guys ever to stagger out on a nite club floor. And once they stagger out, it's just one laugh after another until they stagger off again. It's all here in the album.





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Daws Butler Don Messick Don Messick Daws Butler Don Messick Don Messick

Don Messick

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Daws Butler Don Messick Don Messick Daws Butler

Don Messick

Daws Butler

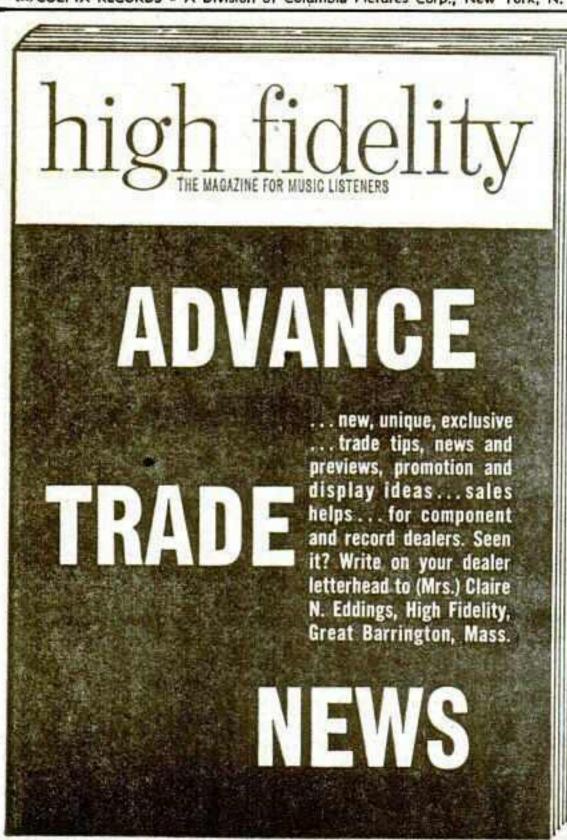
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Don Messick PROF. DING-A-LING (R) COLPIX RECORDS . A Division of Columbia Pictures Corp., New York, N. Y.



Reviews and Ratings of New Albums

Continued from page 44

*** SWINGIN' SPIRITUALS

-The title provides the necessary descripthe spiritual repertoire - "Old Ark's A-The Delta Rhythm Boys are a veteran group, among the best known of their kind. While they do not give these old works the traditional treatment, their more modern approach should reach a wider audience.

*** ARTHUR LYMON ON BROAD

HiFi R 818 - Lyman's ork comes up with some effective sound gimmicks in an exotic vein on a group of nostalgic tunes Pacific." Pleasant deejay wax.

*** HALL OF FAME

Winifred Atwell, London LL 3178 -English pianist Atwell demonstrates her ability in the various styles of 13 well-known male pianists. She does an admirable job on most and her impressions, Fats Waller, Andre Previn, George Shearing, and Eddie Heywar, are particularly good.

*** BIG BEN'S BANJOS

Norrie Paramor. King 2031 - A bright. nostalgic album recorded in London of some 30 hits from minstrel and early 20th century pop music. All the material arranged by and directed by Paramor moves along at a lightening pace and a spirited vocal group sings every other track or so in such a way as to promote community sing-

*** SLEEK-SMOOTH-DANCEABLE The Palladium Swing Band. King 2015 -Recorded in London, this easy-to-dance-to set lives up to its album name. Arranged in the modern groove, the set spots good solos on trumpet and tenor sax. Big band favorites like "Intermission Riff," "The Hawk Talks," and "Hot Toddy," are intermixed with standards.

LOW PRICED POPULAR ***

*** THE PIANO ROLL MAGIC OF PHANTOM FOLEY — PLUS TWO

Design DCF 1035. (Stereo & Monaural) -This is one of the new series of Design "Compatible Fidelity" disks, for playing either on stereo or mono machines. The tunes are all standards from the Mills catalog and include such titles as "Girl of My Dreams," "Margie," "Who's Sorry Now" and "When You're Smiling." The performances feature two percussionists who accompany the melody, played via piano-roll stylings. Bright performances, familiar music and the compatibility feature should help sales.

CHRISTMAS ***

*** CHRISTMAS TIME The Pete King Chorale, Kapp KL 1214. (Stereo & Monaural)-Singly and immedlately, the Pete King Chorale sings nicely of the yuletide. Included in the package are "My Favorite Things," "Silver Bells," "Sleigh Ride," "White Christmas," and

*** O TENNENBAUM (CHRISTMAS ON THE RHINE

"Mary's Little Boy Child." Set is well-paced.

Mixed Chorus and Orchestra Under Direction of Werner Mueller. Decca DL 78388 - Attractive stereo versions of Christmas carols by a German mixed chorus under the direction of Werner Mueller. Songs, which are sung in German, include "O Tannenbaum," "Silent Night," and "Lo, How a Rose E'er Blooming." Set was previously issued monaurally.

CLASSICAL ***

well-engineered.

* DUO PIANO RECITAL Luboshutz and Nemenoff, Planists, Everest LPBR 6076 - Popular classics done with spirit and fine technical facility in D Major," Chopin's "Rondo for Two Pi-anos in C Major," Luboshutz' "The Bat"

*** TCHAIKOVSKY: EUGENE ONE-GIN (EXCERPTS; PIQUE DAME (EX-

(from "Die Fledermaus"). Sides are very

CERPTS) Soloists, Orchestra and Chorus of the Belgrade National Opera. London OS 25205. (Stereo & Monaural)-Each side of this disk is devoted to highlights of one of the Tchaikovsky operas, the first time either work is available in stereo. London's complete mono sets use three disks for "Eugene Onegin" and four for "Pique Dame." The Yugoslav singers, as in the full sets, sound full-blooded and vital, and get fine recording. A unique disk that will have appeal among opera fans.

*** S. SAENS: INTRODUCTION & RONDO CAPRICCIOSO; WIENIAWSKI: LEGENDE; ZARZYCKI: MAZURKA; GRIEG: SONATA NO. 3

Oistrakh (Violin); Gabowitz (Violin). Bruno SBR 32002. (Stereo & Monaural)-

Titled "USA-USSR Cultural Exchange The Delta Rhythm Boys. Coral CRL 57358 Program," this disk offers performances issued previously by Bruno coupled differently. tion. The selections include classics from The strongest lure is the name of David Oistrakh, whose performances of the St. Moverin'," "Dry Bones," "Great Gettin' Up | Saens, Wieniawski and Zarzycki works seem Morning," "Get on Board," and eight others, enchanced from their previous release as mono recordings. The Louis Gabowitz rendition of the Grieg Sonata benefits from the true depth of stereo. The Oistrakh performances are definitely first-class, and Gabowitz delivers a satisfactory reading of the Grieg. The sound has good tonal fullness, but is somewhat shy in definition.

*** HANDEL'S MESSIAH

London Philharmonic Orchestra & Choir (Jackson). (4-12"). Roulette RGC 1 - A from three all-time hit shows - "My Fair highly laudable set by a group of soloists Lady," "The King and I" and "South who are not credited by name on the box cover, abetted by the London Philharmonic Orchestra and Choir. This anonymity may prove its biggest sales handicap, for the 10 or so competitive versions feature some of the biggest names in music, both singing and conducting. From the standpoint of quality, however, this set is a worthy competitor which may earn a commensurate share of the market in the season ahead.

*** GLUCK: ALCESTE

Soloists; Geraint Jones Orchestra (Jones). London OS 25204 - Kirsten Flagstad's powerful voice dominates this one-disk selection of excerpts from the full four-record set. The work features some of Gluck's loveliest writing as perhaps the first great operatic composer. However, fans of the blood and guts school of opera may find the work somewhat lacking in excitement. and sales thus may fall short of those scored by works from the romantic reper-

I UM DDICED CLASSICAL ***

*** RAVEL: BOLERO VOL. III; ON THE TRAIL (FROM THE GRAND CAN-YON SUITE) (FERDE GROFE) ROSEN-KAVALIER WALTZES (RICHARD STRAUSS)

The Hamburg International Philharmonic Orchestra (Von Luden). Tops 6003. (Stereo & Monaural) - Tops' classical line. This package contains a wide range of material, as indicated in titles on the left. All are in the popular classics, or light classic vein, Good quality recording. A cut-out cover is a merchandising aid.

JAZZ **★★★**

*** ANITA O'DAY AND BILLY MAY SWING RODGERS AND HART

Verve MGV 2141 - An interesting but somewhat disappointing jazz set from Anita and Billy May. The gal is not up to her usual standard, and the Billy May arrangements move but they often crowd out the thrush. Songs include some of Rodgers and Hart's top balads, including "Little Girl Blue," "Bewitched," and "Lover," For Miss O'Day's die-hard fans.

*** BLOSSOM DEARIE, SOUBRETTE SINGS BROADWAY SONG HITS

Verve MGV 2133 - The inimitable Miss Dearie, with that high-pitched, little girl vocal style, turns soubrette in his selection of tunes, which also for the first time, finds her straight vocal role, leaving the piano by the wayside. She's accompanied by a fine combo that never gets in her way as she offers "Rhode Island Is Famous for You," "To Keep My Love Alive," "Love Is the Reason," and other stylish show tunes. One of her smartest sets to date and her fans will surely like it. Has considerable pop appeal.

*** COTTON PICKIN' WITH THE STRAW HATTERS

Hi Fi 1617 - Here's a Dixieland sextet which is a resident organization at Disneyland. By day they parade around the grounds playing the two-beat material, while the evenings find them on their own stand in the amusement area, "Jazz Band Ball," "Tin Roof Bluen" and "Tiger Rag" are examples of the traditionals offered. Boys the arrangements for four hands. Included have a good, clean sound and a flair for are Mozart's "Sonata for Two pianos in the idiom which can stand up with much of the competition. Package could be a seller at Disneyland and among people who've visited the spot.

*** PATACHOU SINGS

Jo Basile - His Accordion and Orchestra. Audio Fidelity AFSD 5948. (Stereo & Monaural) - The French chanteuse has appeared on various other labels, but probably never better than right here. The material selected is right up her alley - including the title song from "Irma La Douce," "Ah Dis Donc," from the same show, "Mack the Knife" and other fine show tunes. Then, too, the Joe Basile accordion backing is very much on the Parisian kick, which again complements the thrush well. Fans of the artist will find her in splendid form and recorded well.

*** MARINA AND OTHER ITALIAN FAVORITES

Rocco Granata. Laurie LLP 2003 -

Rocco Granata had his first international hit with "Marina," the tune he wrote and re-

(Continued on page 49)

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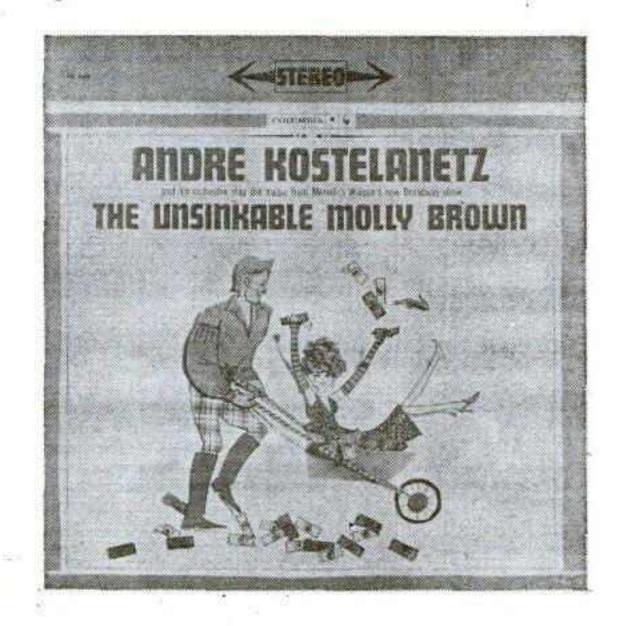


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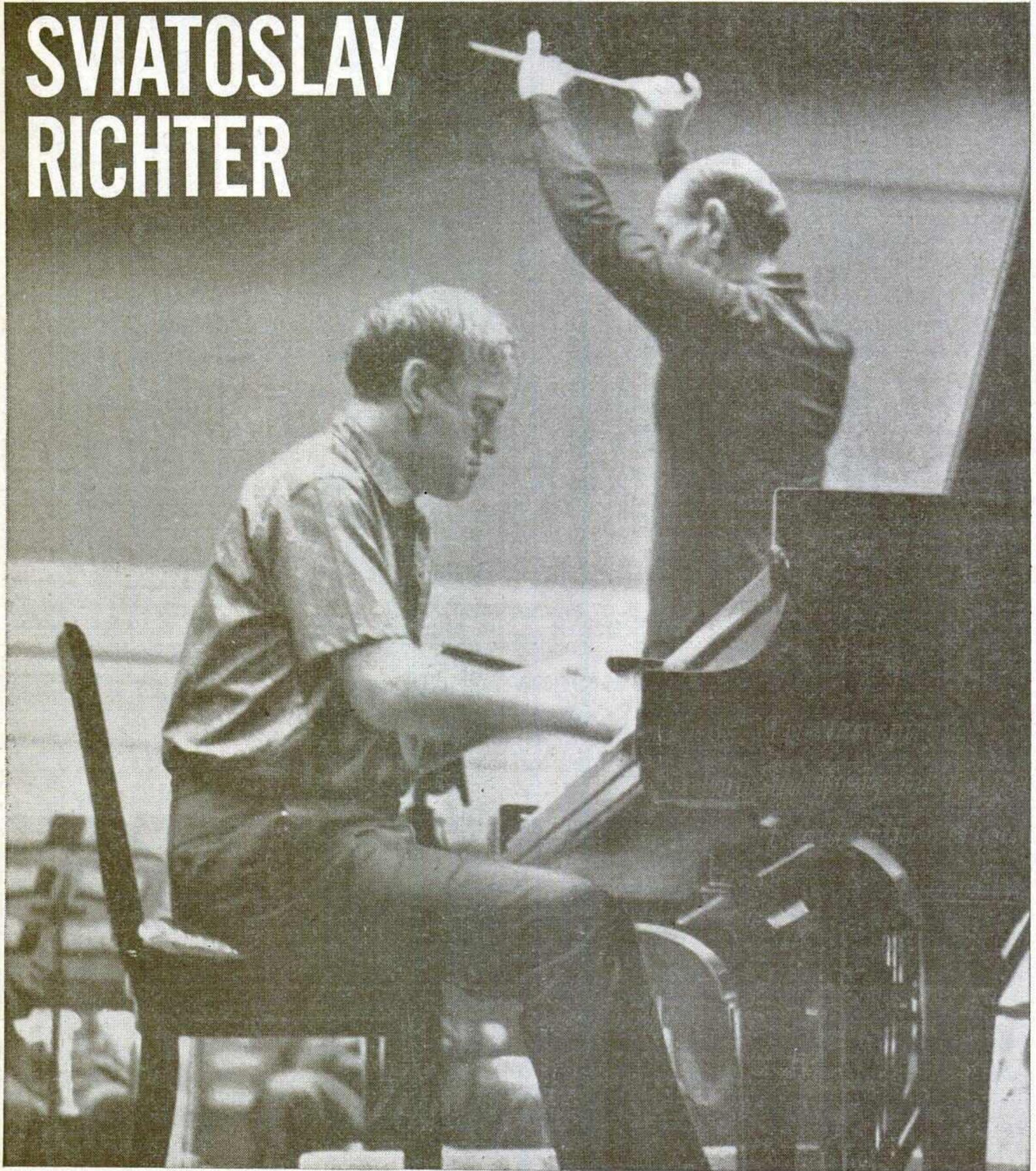
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Reviews and Ratings of New Albums

Continued from page 46

corded about a year ago. That tune, plus | ** THE TARTAN many other Italian pop items (some penned by Granata and others by well-known Italian cleffers, fill this melodic set. "Marina," "Julia," "La Bella" and "Volare," are the strongest sides, and the set should

*** CARMEN SEVILLA

Columbi EX 5019 - This Spanish singer has something of a reputation for beauty, dancing and singing ability. Her style, quite polished and popularized, has come a distance from pure flamenco and thus could have wider appeal. Her singing, tho it still contains a basic Iberian flavor, is actually quite international in feeling. Among the selections she sings is "Coplas," which was released in several countries as a single. Columbia's liner notes are entirely in Span-

*** ITALY VOLUME II The DiMara Sisters. Roulette SR 25134. (Stereo & Monaural)—The DiMara Sisters have a way with Italian songs, as they have demonstrated in several previous collections. They draw just the right amount of sentiment from these romantic, sad or joyous selections, nearly all of which are familiar. They are at the top of their form on such items as "Just Say I Love Him," "Violino Tzigano" and "Neapolitan

Buyers of their earlier releases will not be

Kenneth McKellar, London TW 91238 Stirring and moving songs of Scotland are collected on this LP by McKellar, one of the most prominent tenors in Scotland. He has a TV show in Scotland and has appeared on the Ed Sullivan show. Besides the familiar "Annie Laurie," he sings "The Royal Mile," "Lochnagar," "Kishmul's Galley," "The Tartan," and "Air Falalolo" among other Scottish airs.

LATIN AMERICAN ***

*** LET'S GO LATIN CHA CHA CHA Herb Zane and His Orchestra, Tico LP 1073 - Zane batons his first album for Tico and the result is a solid outing of Latin dance material, neatly scored for the big band sound. Good, growling brass and a distinctive beat are features of the package which includes some standards like "Frenesi," and "Sentimental Journey," plus a number of Zane originals. The diet is cha cha all the way and the terpers will find it a worthy addition.

*** LATIN TEMPOS

Los Muchachos. King 2003 - Pleasant recordings here by Los Muchachos of Latinstyled tunes. Songs include "La Bamba," "Venus," "Cha Cha Moro" and other merengues and cha chas. Good terp wax.

COUKEN MUSD ***

*** 2000 YEARS WITH CARL REINER AND MEL BROOKS

World Pacific WP 1401 - This is the first time on records for Mel Brooks, wellknown comedy writer (the Sid Caeser Show, etc., teamed with Carl Reiner, who starred on many TV segs. Unfortunately, it is not very funny comedy. With Reiner playing straight man, Brooks talks about everything under the sun, from coffee house patrons to psychiatrists and rock and roll singers. It's all ad lib, and maybe that's the trouble with the routines.

*** TAYLOR MADE TITTERS

Harry Taylor. Calor LC 2001 - Harry Taylor is a fast-talking comic who works resort niteries at Virginia Beach and Miami Beach. He specializes in double and triple entendres but is also quite willing to deliver more outspoken sexual and bathroom allusions. Labeled "For Adult Delinquents Only" there's no doubt that Taylor has learned how to deliver his material in quite a hilarious fashion, judging from the response of the live audience, if the listener appreciates this kind of humor. Should be recommended with care, however,

FOLK ***

*** FROM SWANEE RIVER TOOMEA-DOWLANDS

The Platnitsky Chorus. Artia ALP 170 -Here's an interesting experiment which finds the Russian chorus singing not only the expected folk songs of the steppes but some American folk items - in the Russian tongue - as well. An example of the latter is the performance of "Swanee River." The group also sings "Meadowlands," "Song of the Steppes," "Siberian Polka," and others. Inside the book-fold packaging all lyrics are printed in English, in Russian and in Russian using the Western alphabet. Program was recorded in the Soviet Union and a good sound was achieved. Cover

BAND ***

is also worth noting.

*** CONCERT IN THE PARK The Deutchmeister Band. King 2014 -This set is an excellent tour de force of

marching band concert music. Recorded in Vienna, the organization brews hard and true, and mental images of the bandstand on a summer afternoon come readily to mind. In all, 17 tracks are included, and all titles are in German or Austrain. Some of the best of these special items are "Mit Sach und Pack," "Hoch Tirol," "Kaiserschutzen," und, "Vindobona."

*** THE MIAMI UNIVERSITY SYM-PHONIC BAND

Lekvold (Conductor), King 682 - The Symphonic Band of Miami of Ohio University plays a selection of stirring pieces that shows the undergraduate organization off in strong style. Included are the "Miami March Song," and other special material. Interesting is the series of "American Plantation Dances" written by Maurice Arnold.

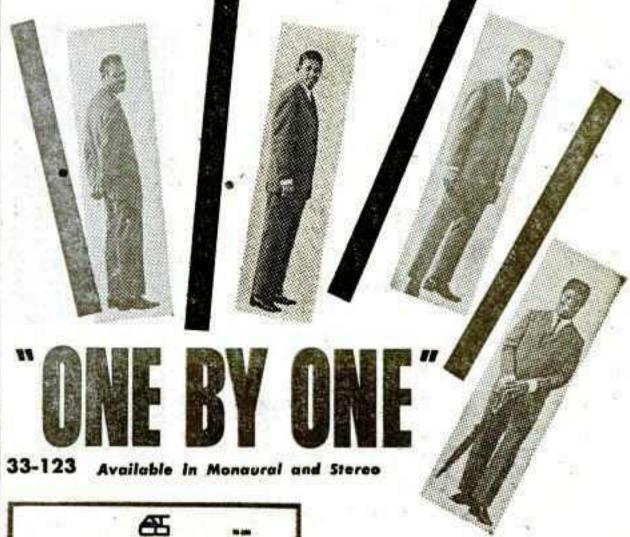
RELIGIOUS ***

*** HYMNS AMERICA LOVES BEST Bill McVey. HIF! CH 102 - These hymns are selected from the Christian Herald's nationwide hymn poll, and include "The Old Rugged Cross," "Rock of Ages," "Abide With Me," and many other great ones. Bill McVey sings them in a resonant, sincere voice. There's a booklet containing the words, so that folks may use the album as a singalong item.

www.americanradiohistory.com

(Continued on page 51)

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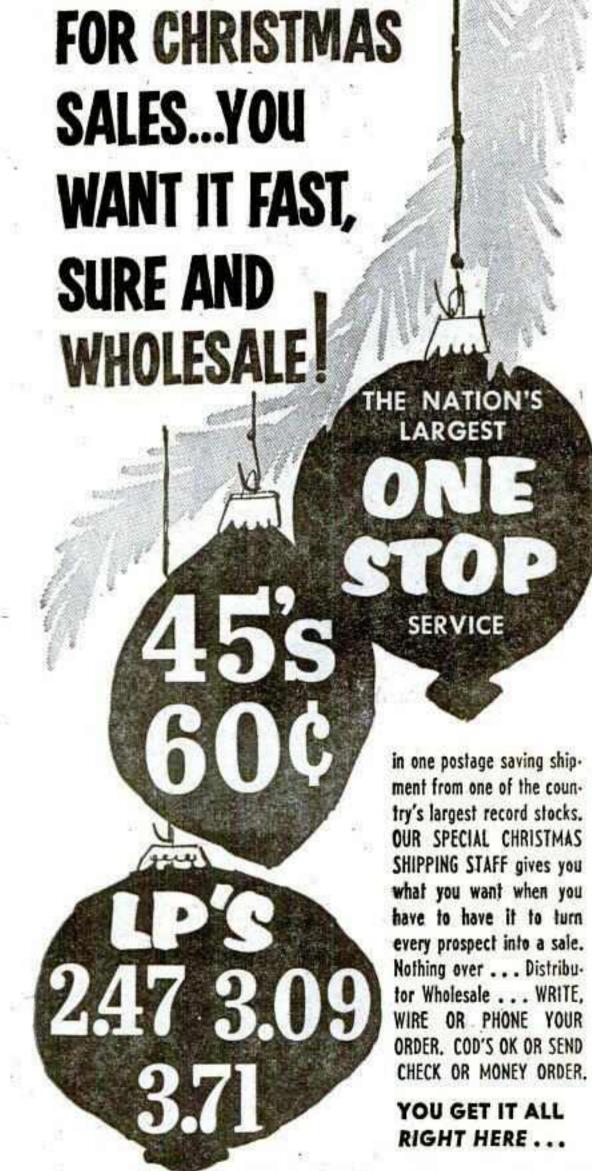
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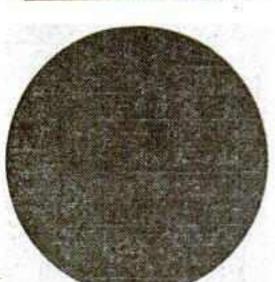
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Reviews and Ratings of New Albums

Continued from page 49

LIMITED SALES POTENTIAL

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

POPULAR

SERENADE FOR INTIMATE MOMENTS Jack Payne-His Orchestra and Strings. King 2008

A REAL SWINGIN' AFFAIR Tommy Watt and His Orchestra. King

DANCE DATE ON THE CHAMPS ELYSEES The Golden Trumpets of Paris. King 2001

THE SOUNDTRONIC GUITAR OF VIN-CENT BELL Independent LLP 8012

A HAWAIIAN PARTY Bob Kames at the Organ. King 696

CLASSICAL

STANISLAW MONIUSZKO: STRASZNY DWOR Polish National Moniuszko Opera Production of Poznan. (3:12"). .Bruno BR 23007-8-9

JAZZ

Jarry Wiggins, Jackie Mills and Harold Land. Hifi 1618

NEW ORLEANS DIXIELAND JAZZ Tremble Kids and American Jazz Group. Bruno BR 50141

BE MY GUEST Rolf Kuhn and His Sound of Jazz. Panorama PLP 2008

FOLK

THE BORDERS SONGS AND DANCE OF THE ENGLISH SCOTTISH BORDER Samuel B. Charters. Folkways FW 877

DENIS AND ROGERS ARRIVE Dyna D 103

FROM A FAR. FAR COUNTRY The Svenshnikov Chorus. Artia ALP 160

SPOKEN WORD

SALVATORE QUASIMODO Spoken Word SW 301

CHRISTMAS

NOEL NOEL Anne Phillips Choir. Stereo-O-Craft 1 (Stereo & Monaural)

CHRISTMAS IN POLAND Chorns and Orchestra of the "Slask" Ballet Raczkowski (Organ.) Monitor MF

COUNTRY & WESTERN

COUNTRY SONGS Reno and Smiley. King 701

INTERNATIONAL

LA RADIOSA CANTANTE D'ITALIA Betty Curtis. King 2006

NEWS REVIEW

Atlantic Bows Prestige Folk Series

The Southern Folk Heritage series, a seven-volume package from Atlantic Records, recorded by noted folklorist Alan Lomax, is a great documentary of Americana. Scholars, record collectors and ordinary record buyers will find the material both thrilling and educational. It is a prestige catalog item for the label and a prestige package for dealers.

Volume I, entitled "Sounds of the South," encompasses the scope of material contained in the entire series. Volume 2 is devoted to Blue Ridge Mountain Music, indicating the importance of the fiddle as the "royal" instrument of the frontier. Third volume, titled "Roots of the Blues," runs the gamut of primitive, country blues, field hollers, etc., casting light on the influence of blues in the pop field. Fourth album, "White Spirituals," contains material deriving from the religious upheaval following the American Revolution, with examples of the "lining hymn," etc.

"American Folk Songs for Children," the fifth album of the set, contains jingles, riddles, game songs, etc., of the children of the American frontier world. The range and variety of material here is unusual, and stem from many geographical areas of the land. Volume 6, "Negro Church Music," contains the unmatched music of the Negro spiritual. The recordings come from out-ofthe-way areas of the South, and include examples of the older Negro choral tradition. "The Blues Roll On," Volume 7, supplements "Roots of the Blues" and contains more modern types of country blues, vocal and instrumental.

Brochures written by Lomax are included in each album sleeve. The individual disks list for \$4.98 mono and \$5.98 stereo. The complete boxed set in a de luxe package lists a \$29.95 mono and \$35.95 in stereo. In purchasing the entire set the customer in effect gets one LP gratis. Indisputably, it's a class package of records, great as a gift item and of much value as a reference work.

The complete list of sets follows: Vol. 1, "Sounds of the South," 1346; Vol. 2, "Blue Ridge Mountain Music," 1347; Vol. 3, "Roots of the Blues," 1348; Vol. 4, "White Spirituals," 1349; Vol. 5, "American F ngs for Children," 1350; Vol. 6, "Negro Church Music," 1351; vol. 7, "The Blues Roll On," 1352.

Paul Ackerman.

THE NATION'S TOP TUNES HOROR ROLL OF HITS

FOR WEEK ENDING NOVEMBER 27

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

This Week	La	st Composer-Publisher Char	RECORDING AVAILABLE
1	8	By Floyd Cramer—Published by Acuff-Rose (BMI)	1. LAST DATE—Floyd Cramer, Vie
2	6	STAY By Maurice Williams—Published by Windsong (BMI)	7775. 2. STAY — Little Joe and Thrillers.
3	4	POETRY IN MOTION	Okeh 7136; Maurice Williams and Zodiscs, Herald 552; Marsha Win- ters, Stephany 1805.
(1)	2	SAVE THE LAST DANCE FOR ME	3. POETRY IN MOTION — Johnny Tillotson, Cadence 1384.
$\frac{\smile}{(\mathfrak{s})}$	7	NEW ORLEANS	4. SAVE THE LAST DANCE FOR ME—Drifters and Ben E. King, Atlantic 2071.
<u>~</u>	1	I WANT TO BE WANTED	5. NEW ORLEANS — U. S. Bonds, Legrand 819.
\overline{n}	3	GEORGIA ON MY MIND	6. I WANT TO BE WANTED—Brenda Lee, Dec 31149. 7. GEORGIA ON MY MIND — Ray
$\frac{\sim}{\sim}$	-11	Published by Peer International (BMI) A THOUSAND STARS	Charles, ABC-Paramount 10135. 8. A THOUSAND STARS — Kathy
		ARE YOU LONESOME TONIGHT	Young and the Innocents, Indige 108. 9. ARE YOU LONESOME TONIGHT
<u>(1)</u>	_	By Paul Evans-Mat Williams-Published by Bourne-Cromwell (ASCAP)	—Al Jolson, Dec 27043; Jaye P. Morgan, M-G-M 12752; Elvis Pres-ley, Vic 7810.
<u> </u>	9	LET'S GO, LET'S GO, LET'S GO	10. LET'S GO, LET'S GO, LET'S GO Hank Ballard and the Midnighters, King 5400.
<u> </u>	14	NORTH TO ALASKA	11. NORTH TO ALASKA — Johnny Horton, Columbia 41782.
(12)	5	YOU TALK TOO MUCH	12. YOU TALK TOO MUCH—Frankis Ford, Imperial 5685; Joe Jones, Roulette 4304.
(13)	21	ALONE AT LAST By Lehman—Published by Pearl (BMI)	13. ALONE AT LAST—Jackie Wilson, Brunswick 55170.
14	13	DEVIL OR ANGEL	14. DEVIL OR ANGEL—Bobby Ves, Liberty 55270.
(15)	-	SAILOR (YOUR HOME IS IN THE SEA)	15. SAILOR (YOUR HOME IS IN THE SEA)—Lolita, Kapp 349.
16	12	MY HEART HAS A MIND OF ITS OWN	16. MY HEART HAS A MIND OF ITS OWN—Counie Francis, M-G-M 12923.
(17)	16	BLUE ANGEL	17. BLUE ANGEL — Roy Orbison, Monument 425. 18. HUCKLEBUCK — Chubby Checker,
18	18	HUCKLEBUCK	Parkway 813; Craftsmen, Warwick 572; Georgia Gibbs, Roulette 4126; Lou Monte, Roulette 4294; Kate Smith, Kapp 237; Paul Williams and Hucklebuckers, Savoy 1557.
(19)	19	By Elvis Presley and Otis Blackwell— Published by Shalimar-Presley (BMI)	19. DON'T BE CRUEL—Bill Black's Combo, Hi 2026.
20	10	THEME FROM THE APARTMENT	20. THEME FROM THE APARTMENT —Ferrante and Telcher, United Artists 231; Jack Lemmon, Epic 9399.
21)	17	SLEEP	21. SLEEP - Little Willie John, King 5394; Eddie Peabody, Dot 15100.
<u></u>	15	CHAIN GANG	
$\frac{\sim}{23}$	22	LET'S THINK ABOUT LIVIN'	24. HE WILL BREAK YOUR HEART —Jerry Butler, Vee Jay 354.
(24)	28	HE WILL BREAK YOUR HEART	25. RUBY DUBY DU—Tobin Matthews, Chief 7022.
<u></u>	_	RUBY DUBY DU	26. MR. CUSTER-Larry Verne, Era 3024. 27. MANY TEARS AGO — Connie
(26)	20	MR. CUSTER	Francis, M-G-M 12964. 28. SWAY—Bobby Rydell, Cameo 182.
$\frac{0}{2}$		By Fred Darian, Al DeLory, Joe Van Winkle- Published by Pattern Music (ASCAP)	29. PERFIDIA—Four Aces/Al Alberts, Dec 27987; Ahmad Jamal, Okek 6889; Metropolitan Jazz Quartet, M-G-M 50111; Glen Miller Ork/
<u> </u>		MANY TEARS AGO By Scott—Published by Roosevelt (BMI)	Modernaires, Vic 0035; Andy Rose, Coral 62142; Rene Touzet, Gene Norman Presents 152; Ventures,
28	=	By Gimbel-Ruiz—Published by Peer (BMI)	30. TO EACH HIS OWN—Bell Notes,
(29)	-	PERFIDIA 1	Madison 136; Carole Bennett, Shad 5008; Eddy Howard, Mer 30015; Ink Spots, Dec 23615; Tony Martin, Mer

RECORDING AVAILABLE Best Selling Record Listed in Bold Face)

0. TO EACH HIS OWN-Bell Notes, Madison 136; Carole Bennett, Shad 5008; Eddy Howard, Mer 30015; lnk Spots, Dec 23615; Tony Martin, Mer 30022; Jane Morgan, Kapp 264; Platters, Mer 71697; Margie Raybura, Liberty 55159; Danny Welton, Coral

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

By Domenguez-M. Leeds-Published by Peer (BMI)

By Livingston and Evans-Published by Paramount Music (ASCAP)

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FOR WEEK ENDING NOVEMBER 27

Bill The Bord Hot 100

STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. SINDICATES that 45 r.p.m. stereo single version is available. SINDICATES that 331/2 r.p.m. stereo single version is available. TITLE Artist, Company Record No.	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. SIND Indicates that 45 r.p.m. stereo single version is available. SIND Indicates that 33½ r.p.m. stereo single version is available. SIND Indicates that 33½ r.p.m. stereo single version is available. SIND Indicates that 33½ r.p.m. stereo single version is available. SIND INDICATED IN INCIDENT IN IN	STAR PERFORMERS showed the greatest upward progress on Hot 100 this week. SIndicates that 45 r.p.m. stereo single version is available. Indicates that 33½ r.p.m. stereo single version is available. TITLE Artist, Company Record No.
6 7 19 STAY	34 36 50 70 LONELY TEENAGER	89 — — I MISSED ME
35 — ARE YOU LONESOME TONIGHT 2	35) 27 30 32 PETER GUNN	69 63 42 50 WHOLE LOT OF SHAKIN' GOIN' ON 7 :
3 2 3 9 POETRY IN MOTION	36 33 27 26 TOGETHERNESS	70 47 32 27 IT'S NOW OR NEVER 5 19 Elvis Presley, RCA Victor 7777
4 8 16 28 LAST DATE	37) 44 48 72 WAIT FOR ME	mantovani, London 1953
5 1 4 10 GEORGIA ON MY MIND S 7	38) 43 43 41 MY DEAREST DARLING	72) 83 94 98 ONCE IN A WHILE
6 7 8 14 LET'S GO, LET'S GO, LET'S GO 10	(39) 24 15 11 SUMMER'S GONE	HARD HEARTED HANNAH
9 22 37 A THOUSAND STARS	54 — FOOLS RUSH IN	74 68 53 47 SHIMMY LIKE KATE
8 11 17 30 NEW ORLEANS		75 78 80 90 NIGHT THEME
9 3 5 6 YOU TALK TOO MUCH	42) 32 26 13 SO SAD	76 85 99 — DON'T GO TO STRANGERS 3
5 1 1 SAVE THE LAST DANCE FOR ME 12	O 20 20 55 1015 WILLIED III	64 76 83 BALLAD OF THE ALAMO
11 4 2 2 I WANT TO BE WANTED	44 30 38 55 LOVE WALKED IN	78 82 90 100 GREEN LEAVES OF SUMMER 4 Brothers Four, Columbia 41808
12 12 18 23 NORTH TO ALASKA	45 25 20 17 THEME FROM THE APARTMENT 18 Ferrante and Teicher, United Artists 231	79 87 100— CRY, CRY, CRY 3 Bobby (Blue) Bland, Duke 327
13 15 19 25 ALONE AT LAST	46) 52 56 61 DEAR JOHN	80 70 81 74 THEME FROM THE DARK AT THE TOP OF THE STAIRS
14 18 29 36 HUCKLEBUCK	47 26 25 22 KIDDIO	81) 59 51 53 THEME FROM THE SUNDOWNERS S 8
23 35 63 HE WILL BREAK YOUR HEART 4	Jimmy Charles, Promo 1022	82) 76 63 66 ALABAM
16 14 11 12 DON'T BE CRUEL	Jackie Wilson, Brunswick 55170	99 — SEND ME THE PILLOW (THAT YOU
17 10 9 15 BLUE ANGEL	Everly Brothers, Cadence 1388	DREAM ON)
18 13 14 18 SLEEP	Ferrante and Teicher, United Artists 274	84 91 — THE BELLS
49 79 — MANY TEARS AGO	(52) 29 24 4 TWIST	85) 84 84 89 SIDE CAR CYCLE
40 54 — SWAY	Marty Robbins, Columbia 41809 (54) 45 40 48 TONIGHT'S THE NIGHT	86 94 — LAST OF THE BIG TIME SPENDERS 2 Cornbread and the Biscuits, Maske 102
31 44 78 PERFIDIA	Shirelles, Scepter 1208 (55) 46 37 33 DIAMONDS AND PEARLS	(WILL YOU LOVE ME) TOMORROW 1 Shirelles, Scepter 1211
Ventures, Dolton 28 22) 22 21 24 TO EACH HIS OWN	Paradons, Milestone 2003	88 88 — WONDERLAND BY NIGHT 2 Louis Prims, Dot 16151
23) 17 10 7 DEVIL OR ANGEL	Elvis Presley, RCA Victor 7810 (57) 48 34 21 MR. CUSTER	89 67 46 44 ANYMORE
34 65 73 SAILOR (YOUR HOME IS IN THE SEA) 5	(58) 57 52 86 NATURAL BORN LOVER	Austin Taylor, Laurie 3068
(25) 20 12 5 CHAIN GANG	75 68 69 ALABAM	91) STRANGER FROM DURANGO 1 Richie Allen, Imperial 5683
Sam Cooke, RCA Victor 7783 50 — WONDERLAND BY NIGHT	77 86 — GONZO	92) SERENATA
37 41 52 MY GIRL JOSEPHINE	61 69 82 93 WHOLE LOT OF SHAKIN' GOIN' ON 4	93 95 GEE 2
Fats Domino, Imperial 5704 28 19 6 3 MY HEART HAS A MIND OF ITS OWN	O 5/ 22 24 4 FOOL IN LOVE (2	94 LAST DATE
(29) 16 13 8 LET'S THINK ABOUT LIVIN'		95) 96 — BUMBLE BEE
30 28 39 59 I'LL SAVE THE LAST DANCE FOR YOU 5	Ray Charles, ABC-Paramount 10164	96 CORINNA, CORINNA
31 21 23 20 ARTIFICIAL FLOWERS	92 66 97 RUBY DUBY DU	97) 97 — SWEET DREAMS
(32) 41 62 94 YOU'RE SIXTEEN	66 72 78 82 HAVE MERCY, BABY	98) 62 67 64 ONE OF THE LUCKY ONES
33) 38 64 95 RUBY DUBY DU	♣ GEE WHIZ 1	Webb Pierce, Decca 31165 Webb Pierce, Decca 31165
Tobin Matthews, Chief 7022	Innocents, Indigo 111	Adam Wade, Coed 541 Gopyrighted material

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ETOMORROW'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

*AM I LOSING YOU

(Ronda, BMI)

*I MISSED ME......Jim Reeves

(Tree, BMI) RCA Victor 7800

*LIKE STRANGERS...... Everly Brothers (Acuff-Rose, BMI) Cadence 13388

*DEAR JOHN

(America, BMI)

"ALABAM...

Pat Boone

(Starday, BMI) Dot 16152

EXODUS

(Chappell, ASCAP)

Ferrante & Teicher

United Artists 274

Mantovani

London 1953

C&W-No selections this week.

R&B-No selections this week.

BUBBLING UNDER THE HOT 100

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

1. YOU BETTER KNOW WHAT YOU'RE DOING ...

...............Lloyd Price, ABC-Paramount 10162

2. WONDERLAND BY NIGHT... Anita Bryant, Carlton 537 3. WABASH BLUES......Viscounts, Madison 140

4. HAPPY DAYS.... Mary Johnson, United Artists 273

5. COME RAIN OR SHINE.... Ray Charles, Atlantic 2084

6. SOMEDAY..... Brook Benton, Mercury 71722

7. SIXTY-MINUTE MAN..... Unfouchables, Madison 139

8. PLEASE, PLEASE, PLEASE James Brown, Federal 12258 9. BRAND NEW HEARTACHE.....

..... Everly Brothers, Cadence 1388

10. GOOD NEWS..... Eugene Church, Rendezvous 132

11. GEE WHIZ..... Bobby Day, Rendezvous 136

12. JAGUAR AND THUNDERBIRD. . Chuck Berry, Chess 1767

13. LET'S DO THE HULLY GULLY Bill Dogget, Warner Bros. 5181

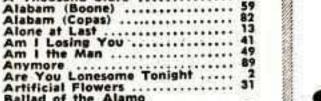
14. YOU ARE MY SUNSHINE....

...... Johnny and the Hurricanes, Big Top 3056 15. PLEASE, PLEASE, PLEASE, PLEASE.....

.....Five Royales, Home of the Blues 112

REVIEWS OF

THIS WEEK'S SINGLES



Are You Lonesome Tonight

Corinna, Corinna
Cry, Cry, Cry
Dear John
Devil or Angel
Diamonds and Pearls
Don't Be Cruel
Don't Go to Strangers
Exodus (Ferrante and Teicher)
Exodus (Mantovani) Failen Angel Gee Whiz 67
Georgia on My Mind 5
Gloria's Theme 100

HOT 100: A TO Z

Million to One

Gonzo 60 Green Leaves of Summer 78 Hard Hearted Hannah
Have Mercy Baby
He Will Break Your Heart Hucklebuck

Kiddio Last Date (Cramer)

Like Strangers Lonely Teenager
Love Walked In
Many Teers Age

Night Theme
North to Alaska
Ol' Mac Donald
Once in a While
One of the Lucky Ones
 Perfidia
 21

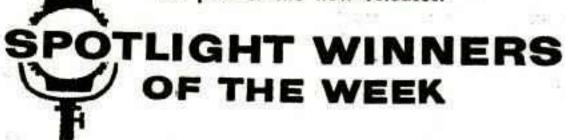
 Peter Gunn
 35

 Poetry in Metion
 3
 Push, Push

Save the Last Dance for Me Send Me the Pillow (That You Dream On)

Sleep Summer's Gone Sway 20
Sweet Dreams 97
Theme From The Apartment 45
Theme From the Dark at the
Top of the Stairs 80
Theme From the Sundowners
(Vaunhn) 81
To Each His Own 22
Togetherness 36

the pick of the new releases:



Strongest sales potential of all records reviewed this week.

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

BOBBY VEE



RUBBER BALL (Arch, ASCAP) (2:17) — EVERYDAY (Peer, BMI) (2:10) — Vee turns in a smash reading on an attractive item with amusing lyrics. Flip is the old Buddy Holly hit, featuring a strong vocal string. Both sides are Liberty 55287

NAT COLE



IF I KNEW (Frank-Rinimer, ASCAP) (2:47) — WORLD IN MY ARMS (Sweco, ASCAP) (2:02) - Cole sings a lovely ballad from the new Meredith Willson musical "The Unsinkable Molly Brown." Flip features warmly expressive vocal stint on an attractive theme with Latinish backing. Both sides are strong, but "If I Knew" has the Capitol 4481

BILL BLACK'S COMBO



WILLIE (Jec, BMI) (1:55) — BLUE TANGO (Mills, ASCAP) (1:58) — "Willie," a fine Kansas City style boogie blues, is wrapped up in a solid instrumental. treatment with a great beat. The pretty oldie, "Blue Tango," is accorded an interesting ork treatment, spotlighting standout horn and organ solo work. Either side could go.

THE PARADONS



BELLS RING (Lode, Mavarik, Sara Lee, Jamak, BMI) (2:05) — PLEASE TELL ME (Jamak, BMI) (2:24) — The boys come thru with two more waxings on the order of their current hit "Diamonds and Pearls." Top side is a wistful rockaballad, flip is a rocking item. Both Milestone 2005

BEN E. KING



FIRST TASTE OF LOVE (Trio-Rumbalero-Progressive, BMI) (2:17) - SPANISH HARLEM (Progressive-Trio, BMI) (2:53) - Two sparkling sides by Ben E. King. lead singer of the Drifters. Top side is in the vein of "Save the Last Dance for Me," while the flip is an intriguing Latinish tune. Atco 6185

DINAH SHORE



1 AIN'T DOWN YET (Frank-Rinimer, ASCAP) (2:38)-The best record Miss Shore has made in years is this bright march effort from "The Unsinkable Molly Brown," which she sells with smart sounds that kids and adults will enjoy. Flip is "I Gotta Love You" (Manchester, ASCAP) Capitol 4476

LYNN TAYLOR AND THE PEACHETTES



BELLS OF ST. MARY'S (Chappell, ASCAP) (2:30) SWEET LITTLE GIRL (Duchess, BMI) (2:39) - The familiar oldie is handed a very different treatment by the group here and it could happen. Flip is a familiar blues with a lyric that moves. Watch both. Clock 1033

SAM FLETCHER



TALL HOPE (Morris, ASCAP) (2:35) - FAR AWAY FROM HOME (Morris, ASCAP) (2:41) - Fletcher debuts on the label with a pair of top-notch readings. Both tunes are from the new musical "Wildcat." Top side is a rhythmic ditty with solid chanting and backing. Flip is . pretty ballad sold with warmth. Either way here.

RCA Victor 7817

(Continued on page 54) -

MUSIC PUBLISHER INFORMATION:

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

Reviews of THIS WEEK'S SINGLES

The pick of the new releases:



Strongest sales potential of all records reviewed this week.

Continued from page 53

LITTLE WILLIE JOHN



YOU HURT ME (Bejo, BMI) (2:50) — SLOW WALK (Bejo, BMI) (2:40) — The artist contributes a feelingful rendition on "You Hurt Me," a moving bluesy item. "Slow Walk"—an attractive rockaballad with a popish flavor -is handed an emotion-packed delivery. Disk has twosided hit potential and dual market appeal. King 4970

Country & Western -

COWBOY COPAS



SETTIN' FLAT ON READY (Starday, BMI) (2:35) MIDNIGHT IN HEAVEN (Starday, BMI) (2:15) — The Cowboy has been very hot lately in both c.&w. and pop areas and this smart coupling can keep up the interest. Top side is a solid novelty reading, with the flip a moving the evening. He sells it with sincerity and country ballad. Both figure as strong contenders in both the arrangement is solid, too. Good wax. ** Face to Face - Appealing ballad Starday 528 fields.



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

(Reviews appear elsewhere in this issue)

Pop Disk Jockey Programming —

THE SWE-DANES

*** HEY, LOOK ME OVER (Morris, ASCAP) (1:48)

*** WHEN YOUR TIME COMES (Suchan, ASCAP) (2:20) -Warner Bros. 5182

Pop Talent _____

GENE PITNEY

*** I WANNA LAUGH MY LIFE AWAY (Sealark, BMI) (1:53)

*** I LAUGHED SO HARD I CRIED (Arch, ASCAP) (2:18) -Musicor 1002

* * * * VERY STRONG SALES POTENTIAL

POPULAR ***

- THE IVY THREE

chorus in a resounding climax. The group recently scored with "Yogi." (Saxon, BMI)

*** Hush. Little Baby - A medium rhythm tune is done neatly by the group. This, too, has a chance. (Saxon, BMI)

GORDON MacRAE Could happen. (Chappell, ASCAP) (2:37)

*** Dolce Far Niente - Pretty tune *** Theme From "Butterfield 8"-The from "Molly Brown" receives a potent theme from the film, "Butterfield 8," reperformance from MacRae over solid back- ceives a warm and moving reading from the ing by the Dick Wess crew. Side has a Rose crew on this attractive waxing. Two chance. (Frank, ASCAP) (2:34)

- LARRY VERNE *** Mister Livingston — ERA 3034 — The "Mister Custer" man is back with another wild outing. This time the setting is the jungle, with wild shouting, cannibals and the inevitable meeting with Livingston. A funny side that could break loose for Verne. (Pattern, ASCAP) (3:54)

*** Roller Coaster - Verne finds *** I've Already Started In-A very himself on a Roller Coaster ride here and attractive hunk of material from "Molly ** Comin' Thru the Rye - The old air wild rhythm tune, aided by sock backing ** Lovers Gotta Cry-Lead singer with

GENE PITNEY

-MUSICOR 1002-Gene Pitney, writer of Worth exposure. (Sheldon, BMI) (2:19) many of today's pop hits, comes thru with *** Alone in the Chapel - SHELL a sock performance here on his first outing 723 - The boys turn in a pounding, emo- on wax as a singer. Lad sells the tune he tional reading of a new version of "The cleffed with excitement, and the rhythm Lost Chord." They're joined by a girl's tune has a solid chance. (Sealark, BMI)

> *** I Laughed So Hard I Cried -On this side, too, the lad comes thru with a second sock performance as he sells another rhythm effort with feeling. Two strong sides from a new talent. (Arch, ASCAP) (2:18)

*** If Ever I Would Leave You- DAVID ROSE AND HIS ORCHESTRA KITTY WHITE CAPITOL 4483-The most attractive ballad *** Bonanza-M-G-M 12965-Theme *** Wimoweh (The Lion Sleeps)from the forthcoming Lerner and Loewe from the TV show of the same name is DOT 16157-The South African oldie is "Camelot" is handed a whale of an inter- played in lilting style here by the David handed an exciting vocal by the thrush, pretation here over mighty fine ork support. Rose crew. This could be a big one. (Living- Watch it (Sur Vine, BMI) (2:31) ston & Evans, ASCAP) (1:37)

good sides. (Robbins, ASCAP) (2:56)

FOUR PREPS

*** Balboa-CAPITOL 4478-A firstrate hunk of material is handed a sock reading by the boys over smart shuffle backing. It could be a another big one for the lads. (Manistee, BMI) (2:34)

ANTON KARAS

*** Third Man Theme - LONDON 30005-The familiar tune has been re-Could get a lot of exposure again. (Chappell, ASCAP) (2:06)

*** The Cafe Mozart Waltz-Bright tune with something of the feeling of the "Third Man Theme," is played smartly by Anton Karas on this new waxing. Watch it. (Chappell, ASCAP) (2:13)

SPENCER ROSS

*** Heaven Can Walt (Mr. Jordan)-COLUMBIA 41877—This is the theme from the forthcoming TV show, "Heaven Can Wait. It has some of the warm flavor of "Tracy's Theme" last year and it has a chance. Watch it. (Aslam, BMI) (2:05)

*** Theme From "My Three Sons"-Sons," and it's a bright, happy tune with a lot of the "Chopsticks" melody. The tune receives a bright, bouncy reading here and it could catch coins. (Michael, BMI) (2:09)

SONNY JAMES

piece of material about the shortness of (1:57) (Lowery, BMI) (2:53)

*** Bimbo-The fine tune waxed by Jim Reeves many years ago, is handed a sock performance here by the chanter over strong backing. Two solid sides by James. (Fairway, BMI) (1:57)

CLYDE MCPHATTER

*** Before I Fall in Love Again-MERCURY 71740-A bright hunk of material cleffed by Clyde Otis and Brook Benton is sold solidly here by McPhatter over neat support by the string ork. Could be big. (Play, BMI) (2:28)

*** One More Chance-A mighty attractive ballad is sold stylishly by McPatter over moody string ork support. His effective JERRY WALLACE reading could help this happen. It has gospel flavor. (Brenda, BMI) (2:36)

TOMMY EDWARDS

*** Suzle Wong-M-G-M 12959-The pretty, Oriental ballad has already had several releases in instrumental form and Edwards comes up with a soft and tender vocal version with fem chorus. Listenable and the side can get action, (Famous, ASCAP) (2:30)

*** As You Desire Me-Allis Wrubel's delightful ballad is handed a strong bit of chanting by Edwards, set against a triplet *** Hey, Look Me Over-WARNER piano rhythm. Chorus is also nicely worked in. Side also merits exposure. (Words & Music, ASCap) (2:28)

JIMMY WILLIAMS

it with feeling and the side has a chance. ASCAP (2:20) (Sheldon, BMI) (2:12)

*** What a Change-Jimmy Williams bows on the label with a first-rate performance of a happy rhythm tune, sparked by *** I Wanna Laugh My Life Away attractive backing with strings and bongos.

THE DREAMERS

*** (That's Why) I Sing This Song-APT 25053-The Dreamers are a wildly rockin' group and they turn out a lot of sound on this bluesy item. Fine beat effort that could get plays .. (Figure, BMI) (2:25)

*** Mary's Little Lamb - Another rockin' side based on the old nursery tale. Flip may have an edge, however, (Pamco, BMI) (2:20)

*** Wings of a Dove-Ferlin Husky has the No. 1. c.&w. record on The Billboard charts this week, with this pretty country theme, Miss White sings it with effective gospel flavor. (Bee Gee, BMI)

THE BAYSIDERS

revival. Side is worth watching. (Chappell, ASCAP) (2:18)

THE SHELLS

*** Baby, Oh Baby - JOHNSON 104 -This disk was out several years back. Electronic high-pitched fem voices-a la the recorded here and it still sounds good, It's a rock ballad with a touch of the meshuga-type vocal performance. The side hit. Watch it. Chubby Checker contributes is getting some action on the West Coast brief vocal seg. (Jay & Cee-Armo, BMI) and it rates watching. (Figure, BMI) (2:24) (:15)

> *** Angel Eyes - A slow rockaballad with a pounding beat in slow tempo. (Sophisticate, BMI) (2:10)

JOE VILLA

*** (She's My) All-American Girl -CAPITOL 4484 - A bright and rollicking rhythm side with Villa assisted by a squealing fem chorus. The side has a cute banjo and bell sound with drums and a brass horn. Nice effort, (World, ASCAP) (2:19)

** Mickey Mouse Got a Girl Friend -A cute, happy, novelty rocker. Villa gives it a lot of vitality along with the chick This is from the TV show, "My Three chorus, Cute side, (Sweeten-Wildcat, BMI)

SAMMY DAVIS JR.

*** This Little Girl of Mine-DECCA 31177-Davis had considerable success with Ray Charles' "I've Got a Woman" and his *** I Wish This Night Would Never present effort on another sock Charles tune End-NRC 061-Sonny James comes thru -and in the fervent Charles style-should with a fine performance on an attractive pull plenty of play (Progressive, BMI)

> with swinging backing is warbled with showmanship by Davis. Side is from an album. (Alamo, ASCAP

THE INNOCENTS

*** Tick Tock - TRANS WORLD 7001 - Slow-paced ditty with teen-appeal is sung with feeling by the group. Boys are on the charts right now. (Maverick-Kavelin, BMI) (2:05)

** The Rut - Catchy rhythm item is handed a bluesy ork treatment with an infectious tempo. (Kavelin-Maverick, BMI) (2:06)

*** Angel on My Shoulder - CHAL-LENGE 59098 - Happy tune receives a warm performance from the lad over good backing by the orchestra. This is somewhat has a good rhythmic quality. (Brave, BMI) in the stule of his "Primrose Lane." A good side, (Sherman-DeVorzon, BMI) (2:28)

*** There She Goes - A first-rate ballad is sung with feeling by Wallace on this side that could catch both country and pop action, A strong effort, (Four Star, BMI)

THE SWE-DANES

BROS, 5182 - A most attractive and stirring hunk of material from the new this amusing novelty, on which he talks Broadway musical. "Wildcat." receives a over stylish trumpet backing. (Central sock reading from the Swe-Danes here. Side | Songs, BMI) (1:55) has a chance to break out. (Morris, ASCAP)

*** There Is No Doubl-ROULETTE *** When Your Time Comes to Go -4303-The singer comes comes thru with a Familiar material in the revival vein refine performance on a pretty ballad, aided ceives a stylish performance from the group. by a top-notch arrangement. Williams sells Good wax but flip is stronger. (Suchan,

THE REVELS

Wild instrumental side punctuated by happy (Marlo, BMI) (1:40) fem laughter and rocking beat. (Anthony, ASCAP) (2:03)

*** Vesuvius - Another frantic instru- THE SPROUT mental side with fast-moving rocking tempo. (Anthony, ASCAP) (2:07)

BOBBY LEE

*** Little Flame - DECCA 31181 -Wistful chanting by Lee on appealing theme with pretty fem chorus piping on backing. Merits spins, (Aberbach, BMI) (2:05)

** Sugar Love - Husky vocalizing by Lee on bouncy rockabilly item with pleasing PRESTON EPPS fem chorus work on backing. (Cedarwood, *** Bongo in the Congo-ORIGINAL BMI) (2:17)

THE DING DONGS

*** Sweet Thing - ELDO 109 -Exuberant chanting by group on infectious rhythm-novelty with solid beat. (Eldorado-Robin Hood, BMI) (1:47)

*** Ding Dong - Lively reading by lead singer on folksy country-flavored item with bouncy tempo. (Eldorado, BMI) (1:56)

HOAGY LANDS

*** The Bells of St. Mary's - EVER- *** Lighted Windows - JUDI 054 -EST 19393 - Here's a strong version of He's a lonely lad looking for another lonely the oldie turned in by the group against soul and he finally finds one according to quick-paced ballad that is faintly reminisgently rockin' backing. Side builds nicely this happy ending story. Two good sides. and can share the action in the current (Russber, BMI) (2:40)

comes thru with a solid performance of a side, too, can find favor. (Balladeer, the Four Preps. This has a chance for framework. Side can also grab spins. an infectious feeling. (Russber, BMI) affair must have its rough spots. The rest (Alendale, BMI) (2:14)

(Continued on page 57)

THE LITTLE SISTERS

*** The Twist - PARKWAY 815-Chipmunks-chant vivaciously on the recent

** The Pony - More electronic piping on a bouncy ditty. (Kalmann, ASCAP)

TONY BENNETT

*** Follow Me-COLUMBIA 41874-Lovely new tune from the new Lerner and Loewe show "Camelot" is sung in winning fashion here by Tony Bennett aided by the Glenn Osser crew, Side has a solid chancewatch it. (Chappell, ASCAP) (2:40)

** Ramona - The fine oldie receives a tender performance by Bennett and again the backing is warm. Flip has the impact tho. (Feist, ASCAP) (2:20)

BO DIDDLEY

*** Gun Slinger - CHECKER 965 -Sock performance on a catchy rhythm ditty with infectious tempo. Watch it. (Arc, BMI)

** Signifying Blues - Showmanly delivery by the artist on a relaxed, freewheeling item. (Arc. BMI) (2:32)

ROSEMARY CLOONEY

*** What Takes My Fancy - RCA VICTOR 7819-Personable chanting on an appealing ditty from the forthcoming Lucille Ball Broadway musical, "Wild Cat." (Morris, ASCAP) (2:08)

** Hey, Look Me Over-Verveful piping by the canary on a bouncy tune from same show. Both sides are spinnable. (Morris, ASCAP) (2:14)

MARVIN RAINWATER

*** Yesterday's Kisses-M-G-M 12938 -A strong country-oriented performance. Organ in the background has a good effect. (Brave, BMI) (2:17)

*** You're Not Happy ('Till I'm Crying) -Marvin chants a country weeper; but it has pop trimmings, such as the chorus. Side

TEX WILLIAMS

*** Are You Sure?-CAPITOL 4479-Rhythmic patter song from "Molly Brown" is sold with much charm and style by Tex Williams over swinging hand-clapping support. This side has a chance. (Frank-Rinimer, ASCAP) (2:10)

** Think It Over, Boys-"Before you get married, think" says Tex Williams on

THE SENSATIONAL SATELITES

*** Dooley Swings-MARLO 1500-The Tom Dolley hit returns via a rockin' instrumental versions. The horns dominate the side which also has a solid beat. Spins possible. (Marlo, BMI) (2:05)

** Aura Lee-An instrumental version of the old tune, done with reeds much la *** Church Key - IMPCAT 1 - the forefront. Flip has the better chance.

*** Twisting On Bandstand - MER-CURY 7172/ - Another "Twist"-derived rocker with a driving blues construction; guitars and horns are heard in the arrangement. (LaCour, BMI) (2:16)

** Why Did You Go-A rockaballad, well-recorded. Group's diction and harmony is good. (LaCour, BM1) (2:38)

SOUND 14-Wild bongos are featured on this frantic instrumental by Preston Epps and the ork here. Backing features strings, too. Disk swings from the word go and the bongo work is solid. Strong wax. (Bonnieview, ASCAP) (2:00)

** Bongo Shuffle-Another wild instrumental featuring flashy bongo work by Epps aided by rhythm backing. Both sides are attention-getters and could get action, (Drive In, BMI) (1:44)

THE FLAMINGOS

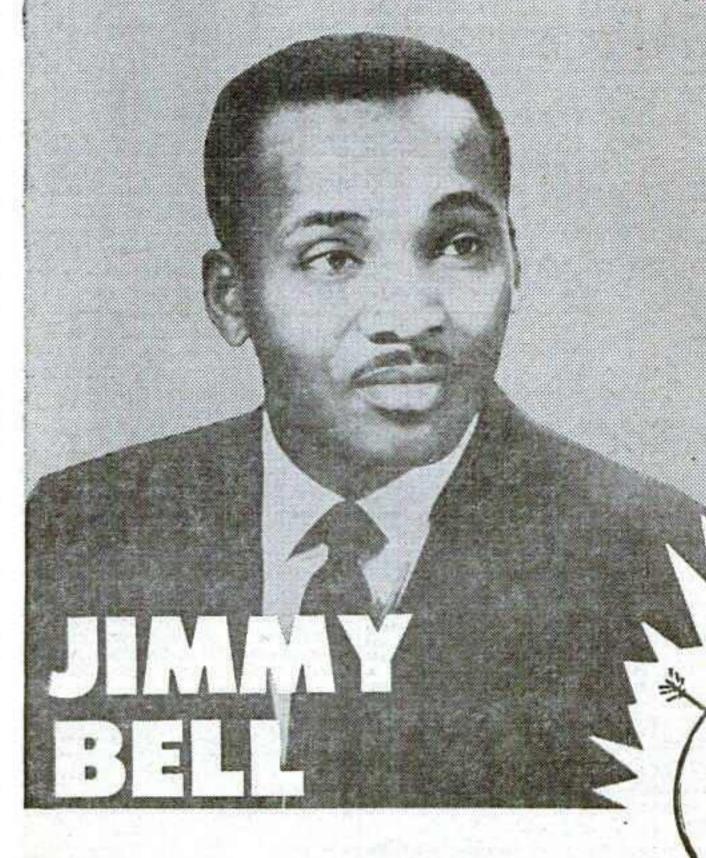
*** Your Other Lore - END 1081 -The lead singer does a fine job on this cent melodically of "Save the Last Dance for Me." Group as a whole sounds fine and accompanying fiddles add a lush, ** Cry Some Tears - Hoagy Lands swinging background. (Brittany, BMI) (2:41)

the treatment again is full of laughs. This Brown" is sung in soft-shoe style here by is given a nice updated go in a rocking from the chorus and rhythm section. It has the group nicely explains that each love

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FOLK TALENT AND TUNES

- By BILL SACHS -

Around the Horn

Paul F. Forrester, general agent for the Tommy Scott country and western show the last eight years, and his wife were seriously injured recently in a head-on auto crash near Foley, Ala. Forrester had both of his legs broken and sustained serious head injuries and six broken ribs. Mrs. Forrester suffered a broken leg and severe body cuts and bruises. Tommy Scott is handling the routing of the show from his Toccoa, Ga., winter quarters. . . . Ray Price shows his wares at Lansing, Mich., November 25; Saginaw, Mich., 26; Grand Rapids, Mich., 27, and Cain's Ballroom, Tulsa, Okla., December 31.

For his 11th annual Thanksgiving week "Grand Ole Opry" tour, Harry (Hap) Peebles, Wichita, Kan., promoter has framed a package comprising Tex Ritter, Hank Morton, Moon Mullican, Hawkshaw Hawkins, Jean Sheuard, the LaGarde Twins, Easman Napier and the Plainsmen, Gary Van, and the Western Starliters. Unit, which opened Sunday (20) at Kansas City, Kan., follows with Topeka, Kan., 21; Sioux City, Ia., 22; Scottsbluff, Neb., 23; Omaha, 24; Lincoln, Neb., 25 and Wichita, Kan., 26. . . . Bobby Lord, LeRoy Van Dyke, Jimmy Gately, Harold Morrison, Lenny Aleshire, Goo Goo Rutlege, Mack Sanders and His Ranch Boys and Jeannie Pierson appear for Harry Peebles at Wichita, Kan., December 3. The same night finds Tex Ritter, Hank Morton, Minnie Pearl, Pee Wee King, Redd Stewart and the Collins Sisters in Independence, Kan., and December 4 Minnie Pearl, Pee Wee King, Redd Stewart, Bobby Lord the Collins Sisters and LeRoy Van Dyke do three shows at the Memorial Building, Kansas City, Kan., for the Peebles office.

Boyd Records, Oklahoma City, last week signed a distribution pact with Bill Lowery, of NBC Records, on Pamela Law's new release on the Boyd label. The 16-year-old Gallatin, Tenn., lass has been a frequent guest on Noel Ball's show on WSIX-TV, Nashville, the past year. Her new release couples "What Did You Do?" and "Just Like You Like It." . . . Joe Allison, Liberty Records' country music chief, cut sessions at the Owen Bradley Studios in Nashville with Ray Sanders, Warren Smith, Billy Strange and Doye O'Dell during WSM's recent country music festival. . . . Wendy Bagwell was awarded the Most Popular Gospel Singer trophy at the recent National Quartet Convention at City Auditorium, Atlantic. Award was made by Don Butler, gospel music deejay at WGUN, Atlantic.

Jim McConnell, general manager of Top Talent, Inc., heads for Chicago and the annual outdoor showmen's convention this weekend to merchandise a new stock of C.&W. shows for the 1961 fair season. . . . Charlie Brown, whose Nashville firm, Brown Radio Productions, introduced Eddy Arn- Wis., 24; Mankato, Minn., 25; old on his own transcribed radio Prairieburg, Ia., 26; Kansas City, series 13 years ago, was defeated Mo., 30-December 3; Odessa, Tex., in his attempt to return to the U. S. 6; Hobbs, N. M., 7; Lubbock, Tex., Congress for a third term from the 8; Amarillo, Tex., 9; Albuquerque, Ozarks in the recent election. His N. M., 10; Grants, N. M., 11; Galopposition was a tirelessly cam- lup, N. M., 12, and the Golden paigning Springfield, Mo., physi- Nugget, Las Vegas, for six weeks cian. Both candidates were heavy starting December 15. . . . Danny users of country music talent dur- Harrison cut his first Nashville ing weeks of storming the countryside. . . . Arlene (Dante) Wright, November 2, on an old Roy Acuff who recently took time off from her radio show on WNNJ, Newton, N. J., to await a visit from the long | Steel guitar; Floyd Cramer, piano; legged bird, last week presented Grady Martin, lead guitar; Buddy her husband with an eight-pound | Harman, drums; Ray Edenton,

The gospel-singing Blackwood Brothers Quartet closes out the month with bookings at Grenada, Miss., November 22; Winston-Salem, N. C., 23; Knoxville, 24; Chattanooga, 25; Asheville, N. C., 26, and Olney, Ill., 29. . . . Joe Taylor and the Red Birds, Fort Wayne, Ind., have a replacement for their steel guitar man who left the group recently after a seven-year hitch. New man is Sammy Moffitt, who also doubles on lead Spanish. . . . Nat Vincent, recently retired by Southern Music after 20 years' service, has settled permanently in Dunedin, Fla. Mail addressed to P. O. Box 426 will reach him there. . . . Rendezvous Records, Los Angeles, is out with its first c.&w. release, "Light Up the Candles" b.w. "After Being Your Lover," as done by Jack Roberts. It's also the latter's initial release on that label.

Leon McAuliff and His Cimarron Boys are routed for the American Legion Hall, Seminole, Okla., November 24; Convention Hall, Enid, Okla., 25; Cimarron Ballroom, Tulsa, Okla., 26; Clinton Sherman Air Force Base, Clinton, Okla., December 2; Moose Club, Oklahoma City, 3; Flame Club, Minneapolis, 5-10; Forbes Air Force Base, Topeka, Kan., 16; Playhouse, Wichita, Kan., 17; Tinker Air Force Base, Oklahoma City, 23, and Cimarron Ballroom, Tulsa, Okla., 24 and 31. Leon and the band still hold forth regularly on KVOO-TV, Tulsa, doing the show live when in town and on tape when on the road. . . . Bob Jennings, formerly on the Dot label, has just had his first release on Republic, "Gloryland March" b.w. What Are Children For?" Scoopie Brucie, of WLAC, Nashville, says "Gloryland" is the side.

Hawkshaw Hawkins and his long-time stage partner, Jean Shepard, will be married in a public wedding on the stage of the Forum, Wichita, Kan., Satday night (26). Arrangements for the nuptials are being handled by Harry (Hap) Peebles, Wichita promoter, and Mack Sanders, owner of KSIR, Wichita's all-country station. The knot-tieing will follow a stageshow featuring Tex Ritter, Hank Morton, the Plainsmen, the LaGarde Twins, Carl Perkins and band, Moon Mullican, Gary Van and His Western Starliters, plus Jean and the Hawk. . . . Ralph E. Stevens, general manager of Ridgecrest Records, La Grange, Ga., has just made his first release on the Harmonette's Quartet, with Sandy Brooks. The gospelsinging girls, who hail from Nashville, range in age from 8 to 12 years, and for some time have been featured on their own network radio show, "Sunday Down South With the Harmonettes."

Wanda Jackson's itinerary carries her to Decorah, Ia., November 22; St. Paul, Minn., 23; Eau Claire, session at the Owen Bradley Studio, song published by Acuff-Rose. In on the session were Jerry Byrd, rhythm guitar, and the Jordanaires.

www.americanradiohistory.com

Billboard

WEEKS AGO FOR WEEK ENDING NOVEMBER 27 TITLE, Artist, Company, Record No. 5 6 9 BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125.... 7 7 5 5 I DON'T BELIEVE I'LL FALL IN LOVE TODAY, 6 8 8 I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767... 8 4 4 4 (I CAN'T HELP YOU) I'M FALLING TOO, Skeeter Davis, RCA Victor 7767..13 20 - - MORTH TO ALASKA, Johnny Horton, Columbia 41782...... 2 8 7 11 BALLAD OF WILD RIVER, Gene Woods, Hap 1004...... 7 10 10 6 HEART TO HEART TALK, Bob Wills & Tommy Duncan, Liberty 55260 14 15 - FALLEN ANGEL, Webb Pierce, Decca 31165...... 2 18 22 — LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785...... 3 17 12 14 YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156... 24 - - 1 THINK 1 KNOW, Marion Worth, Columbia 41799...... 2 (19) 9 13 10 LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172...... 7 23 20 19 THIS OLD HOUSE, Wilma Lee & Stoney Cooper, Hickory 1126..........11 (21) 14 11 7 ANYMORE, Roy Drusky, Decca 3110920 21 26 22 THERE'S NOT ANY LIKE YOU LEFT, Faron Young, Capitol 4410...... 5 (25)

- - AM I LOSING YOU, Jim Reeves, RCA Victor 7800......





(27)

(28)

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Reviews of New Pop Records

Continued from page 54

BMI) (2:03)

TERRY & THE MELLOWS *** The Bells of St. Mary-AMY 812 -Effective r.&r. treatment-with a solemn pace-of the pretty oldie with solid choral treatment by young-sounding group, (Chappell, ASCAP) (2:30)

** Love Express-Vivacious chirping by lead singer, Terry Corin, on a bouncy r.&r. theme with Latin-styled tempo on backing. (Mia, ASCAP) (2:08)

THE CARNATIONS *** Wing and a Prayer - UNIVERS-ITY 606 - The World War II hit is performed in interesting instrumental style here by the combo, with triplets in the backing, and a guitar on lead. Tempo is slow, mak-

ing the tune a hymn-styled effort. (Robbins,

ASCAP) (2:15)

** Leap Year - This is a rock version of "Here Comes the Bride" played wildly by the combo on this instrumental. (Tree, BMI) (2:12)

LANNY DUNCAN *** Romeo's Teacher - CANDIX 304 -Tune extols the love-making prowess of Duncan's chick. Blues-based material gets a strong medium rocking treatment. (Dixil-Marc, BMI) (2:20)

** Why Did We Say Goodbye?-Doubletracking of Duncan's voice is featured on this ballad side which asks the perennial question. (Dixil-Marc, BMI) (2:40)

VIC DAMONE *** If Ever I Would Leave You -COLUMBIA 41945 - The lovely new tune from the forthcoming Lerner and Loewe

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the group and violin-studded ork make | show, "Camelot," receives a stunning vocal fine accompanying sound. (Home Folks, reading by Vic Damone here. Classy side could be a winner for Damone-his biggest since "The Street Where You Live." (Chappell, ASCAP) (2:51)

> ** I'll Be Your Lover - Damone sells this slight effort well and the backing by Alex Stordahl is tasteful, but the power is on the other side. (Mogull, ASCAP) (2:43)

> THE FOUR ACES *** Dolce Far Niente - ABC-PARA-MOUNT 10166-Meredith Willson's tune

from "The Unsinkable Molly Brown" is given a nice, spinnable go here by the Aces in their debut on the label. Fem chorus answers them here. (Rinimer, ASCAP) (2:05)

ballad is performed neatly by the Aces to their familiar shuffling rhythm backing. (Copar, BMI) (2:05)

GOOD SALES POTENTIAL

THE DEL SAINTS

** Tarzan - WHIRL 0993 - A very solidly rocking piece of material performed instrumentally by the group with guitar and tenor sax out front and all sorts of strange jungle noises adding color. (BMI) (2:10)

** St. Louis Blues - The old W. C. Handy opus gets a swingy performance here, again instrumentally, with electric organ, guitar and tenor all providing good solos, (Mills, ASCAP) (2:15)

THE WANDERERS THREE

** Heave Away - Haul Away-MER-CURY 71726-Lively folk-styled tune is sung with virile showmanship by group. Spinnable. (Glad, BMI) (2.35)

** Santa Anna at the Alamo-A Mexi- SLIM WHITMAN can infantry soldier's viewpoint is told—a la
"Mr. Custer"—in current trend of sicknic
Moving reading of the oldie in restful counhumor. Should appeal to those who liked try tempo, (Feist, ASCAP) (2:06) previous waxings of same school, (Glad, BMI) (2:50)

VAUGHN MONROE

** The Song of the Skier - M-G-M 12968 - Novel strumming background gives this three-quarter-time ballad by the veteran singer an arresting quality. Strings, too, form a pretty backdrop for this tune which extolls the inspirational quality of skiing, (Sango, BMI) (2:59)

piece about how a tenderfoot learns to ski (2.22) by mail in front of a fast-paced musical background. (Brookhaven, BMI) (2:43)

RAY STARR

*** Donna Lou - FEDERAL 12393 -Exuberant vocalizing by Starr on bouncy r.&r.-styled theme with chorus on backing. (Sonlo, BMI) (2:40)

** Three Hearts in a Tangle - Tender warbling by Starr on an okay country-flavored weeper, (Sonlo, BMI) (2:20)

ALLAN DARE

*** The Old Prospector - SIGNET 600 -Lyric tells the story of a prospector who strikes it rich, and a thief who steals his hoard from him. A resonant voice, with a fetching figure in the arrangement. (Prod, ASCAP) (2:08)

** Lonely Land - This side affects the epic or saga quality, with a drum in the arrangement contributing a march tempo. (Prod, ASCAP) (2:20)

JACK MARSHALL

*** Keep a Hoppin' - CAPITOL 4480 -Jack Marshaft ork and chorus turn in a happy performance of one of the rhythm tunes from "Molly Brown" here. Nice wax. (Frank-Rinimer, ASCAP) (2:04)

** So Happy in Love - Stylish, oldfashioned hunk of material is handled well by the chorus and ork here. (Pickwick,

ANDY STEWART

*** A Scottish Soldier - TOP RANK THE LANG SISTERS called "Green Hills of Tyrol." Listenable (Famous, ASCAP) (2:28) jockey wax. (Jaro, BMI) (3:05)

* The Muckin' o 'Geordie's Byre - The Scotch chanter comes thru with a typical Scotch patter song that could get exposure in limited areas. Chanter sells it well. (Jaro, BMI) (1:55)

OSCAR BROWN JR. ** Dat Dere - COLUMBIA 41870 -

Oscar Brown bows on records with a cute reading of a youngster's questioning of how, what, and why. Performance may help it get spins. (Upham, BMI) (2:56)

** But I Was Cool - Novelty item cowritten by Brown tells about a cat who tries to remain cool but can't, (Kicks, BMI)

TONY RICCO

*** Searching — HOLIDAY 1002 — Rumba-styled ballad shows off Ricco's very pleasing voice. Boy sings about his search for a lost love. Accompaniment includes chorus and bank of strings. (Polaris, BMI)

** Wild One - The boy sings this quick-moving ballad about his high-flying chick in nice enough style. Accompaniment includes large string section and chorus. (Polaris, BMI) (2:03)

JACK ROBERTS

** Light Up the Candles - RENDEZ-** Searching - A relaxed and listenable VOUS 135-Slow country-type weeper in three-quarter-time gets a good reading from Roberts, a boy with a nice style. Lyric is about a forgetful love who never shows up for the date. (Fairway, BMI) (2:30)

> ** After Being Your Lover - Ballad here treats of the "just friends" theme. Tempo is slow, accompaniment includes chick chorus. (Fastaff, BMI) (2:35)

BILL SMITH COMBO

*** Heartbreak Hotel - LEBILL 305 -The Presley hit of some time back gets a slow instrumental version here by tenor sax in front of strings. Guitar takes a good ride, too. (Tree, BMI) (1:55)

JAMES BRADLEY

* Lonely - Boy sings ballad about the emptiness in his heart. (Le Beill, BMI)

QUINCY JONES

*** Pleasingly Plump - MERCURY 71737 — Classy instrumental wax with tasteful, swinging tempo on pleasant theme. Nice jockey side for pop and jazz spinners. (Silhouette, ASCAP) (2:15)

*** G'wan Train - Same comment. (Leeds, ASCAP) (2:56)

*** Vaya Con Dios - Whitman warbles with feeling and sincerity on pretty oldie. (Ardmore, ASCAP) (2:54)

THE DAPPERS

** My Love Is Real - EPIC 9423 -Meaningful rendition of gospel-flavored rockaballad by lead singer and group. (Blackwood, BMI) (2:18)

*** Baby You Know You're Wrong ** Learn to Ski by Mail (In Ten Easy Bouncy chanting by lead singer and group Lessons) - Monroe speaks an amusing on catchy rhythm-rocker. (Blackwood, BMI)

CAROL JARVIS

** Don't Throw Pebbles - ERA 3032 -Pert piping by canary on faunty tune with catchy tempo. (Pattern, ASCAP) (2:01)

** I'm Breakin' in a New Heart -Thrush sings with feeling on plaintive country-flavored ballad, (Sherman - DeVorzon, ASCAP) (2:26)

BARBARA DANE

*** Go 'Way From My Window -TREY 3012 - Miss Dane has a strong touch in a husky approach in this bluesslanted, folk effort. Interesting guitar backing. Strong performance. (Debbie - Jo. ASCAP) (2:24)

** I'm on My Way - A blues gospel effort is sung with a certain verve by the gal. Pounding backing is featured against the shouting performance. Gal has a good sound. (Debbie-Jo, ASCAP) (2:40)

JACK PLEIS & HIS ORK

*** Pepe - DECCA 31184 - The theme music from the picture has several other versions already out, but this pleasant reading, in a gay and sprightly continental styling, could attract some of the loot if the tune goes. (Shapiro-Bernstein, ASCAP)

** Strange Feeling - From the United Artists picture, "Force of Impulse," comes this pretty, medium-beat, theme wax. Listenable side and it's worth a hearing. (Chappell, ASCAP) (2:50)

2088 — Andy Stewart sings of a Scotch ★★★ Blue Mountain Bluebird — RCA soldier with a Scotch burr in his voice on VICTOR 7815 - Pretty country theme is this lovely folk-styled tune. Tune is also sung by girls with attractive simplicity.

> ** I Miss You - Appealing ballad is handed plainive chirping stint by sisters. (Harrison-Statler, ASCAP) (2:19)

THE TRIPLETS

** Gently, My Love - DORE 574 -Instrumental reading of a ballad, tastefully done. (Hilary, BMI) (2:14)

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Reviews of New Pop Records

Continued from page 57

ody done instrumentally. Offbeat material with a bluesy guitar passage for good measure. (Hilary, BMI) (2:00)

SHELBY FLINT ** Angel on My Shoulder - VALIANT 111 - A ballad, sensitively sung by the thrush, to a tasteful backing including subdued violins. (Sherman-DeVorzon, BMI)

the flip, particularly as to the delicacy of happy lyric version of the current instruthe thrush's voice. Song is a ballad, with a poetic cast to the lyric. (Sherman-De-Vorzon, BMI) (2:17)

PHIL NAPOLEON

(2:17)

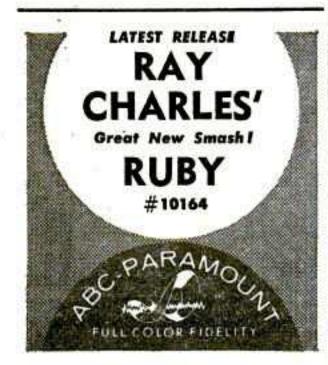
*** Artificial Flowers - CAPITOL 4485 -One of the biggest songs from the show "Tenderloin," is done up here in Dixie jazz style by the Napoleon band, from their album of the show score. Good bit of excitement on this side, and jocks may play it for

> A KISSIN' AND A TWISTIN'

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JUdson 6-1050

** Bagdad Beat - Oriental-tinged mel- | a change of pace from the hit version of the tune. (Sunbeam, BMI) (2:12)

> ** Good Clean Fun - The happy. bouncy tune from "Tenderloin" gets a reading in that vein by Napoleon and his crew. Tune lends itself well to this treatment. Spins possible here, too. (Sunbeam, BMI)

JOANIE SOMMERS

*** Ruby Duby Du - WARNER BROS. ** Somebody - Similar in quality to 5183 - Joanie Sommers comes thru with a mental hit. Not too potent but worth spins. (Robbins, ASCAP) (2:36)

> ** Bob White (Whatcha Gonna Swing Tonight) - The Bing Crosby-Johnny Mercer hit of many years ago is sung in warm jazz style by the lass on this side. Good wax. (Remick, ASCAP) (2:43)

> ART MOONEY ORK AND CHORUS *** 'Til Tomorrow (From Fiorello) -M-G-M 12957 - Pretty tune from "Fiorello" receives a bright, and uptempo performance here by Art Mooney and the chorus. Could get spins. (Sunbeam, BMI) (2:16)

> ** I Ain't Down Yet (From "Molly Brown")-The bright march tune from "Molly Brown" is handed a rousing performance from the Mooney band and chorus. The chorus intones sounds, and occasionally the words. Good wax. (Frank-Rinimer, ASCAP) (2:44)

BONNIE LOU

*** Daddy-O - KING 4976 - Cheerful piping by the canary on a bouncy r.&r. ditty, a re-release of her 1955 smash. (Mar Kay, BMI) (1:59)

** Tweedlee Dee - Pert reading of the old hit with catchy backing. (Progressive, BMI) (2:11)

JOHNNY RESTIVO

** Give a Little Whistle - RCA VIC-TOR 7818 - A snappy tune from the show "Wildcat" receives a bright performance from the singer aided by bright backing. LITTLE WOO WOO Could get exposure. (Morris, ASCAP) (2:23) ** This Wonderful Girl of Mine-PORT

*** Two Crazy Kids - Restivo handles this slight effort about young love in his warm manner and the backing is tasty. (Trinity, BMI) (2:35)

JOE WILLIAMS

** One Is a Lonesome Number -ROULETTE 4306 - Joe Williams, backed by the Jack Pleis ork, hands the tender tune a warm performance. Could get spins and spins. (Sandra, ASCAP) (2:38)

*** Somebody - The attractive tune from the Jerry Lewis flick, "Cinderfella," is sung in strong style here by Williams over support by the Jack Pleis ork. Worth exposure. (Famous, ASCAP) (2:58)

BILLY MAY, STAN KENTON, NELSON RIDDLE, GUY LOMBARDO ORK ** Belly Up to the Bar - CAPITOL

4477 - Billy May, Nelson Riddle and Stan Kenton turn in an attractive performance on the tune from "Molly Brown" with backing by the Lombardo crew. Worth spins. (Frank-Rinimer, ASCAP)

** After You've Gone - The Guy Lombardo ork plays the oldie in its usual fashion, and it makes for an attractive side. Good jock wax. (Mayfair, ASCAP) (2:35)

CLEFTONES

*** She's Gone - ROULETTE 4302 -Slow ballad side tells of the remorse felt after the lover is gone. Lead handles this nicely but flip is better. (Kahl-Sheldon, BMI) (2:21)

** Shadows of the Very Last Row -Lead singer with the group carries off this medium tempo tune with Latin-American rhythm in fine style. Other members of the group assist admirably. Cute lyric. (Shallmar-Kahl, BMI) (2:40)

THE TOP NOTES

*** Say Yes - ATLANTIC 2080 A shouter is heard here in the lead in this gospel-styled rhythm Job. Fem vocal group is heard shouting up a storm in the backing. Considerable excitement generated here. (Progressive, BMI) (2:05)

*** Warm Your Heart - A slow triplet ballad has an organ backing and a dedicated lead by a warm-voiced contralto type. Feeling of gospel is strong here, too. (Progressive, BMI) (2:39)

HERB LANCE

** Deep in My Heart - MALA 426 Feelingful chanting by Lance on a moving rockaballad. Both sides are dual-market items. (Aim, BMI) (2:08)

** Prayer in My Heart - Same comment. (Benral, BMI) (2:29)

PASTOR FAMILY ** Little Old New York - CAPITOL 4486-Tony, Tony Jr. and Guy Pastor belt out this old-timer tune, featured in the score of "Tenderioin," current legit hit. It's done in happy, up-beat style with brass and banjo sound in the backing. This could

grab jock play. (Sunbeam, BMI) (1:52)

** Dear Friends-Another pleasant tune from "Tenderloin," done with a fem group in support. Flip has the better chance here. (Sunbeam, BMI) (1:59)

SYMPHONY ORCHESTRA OF ROME

** The Christ Theme From Ben Hur-M-G-M 12887—This is sung by the Vatican Choir and the side is issued in conjunction with the first anniversary of "Ben Hur," from which it comes. Side can garner some Christmas interest. Has a colorful sleeve for display. (Robbins, ASCAP) (2:35)

THE FOUR KINGS

** I Don't Want Nobody But You-CEE-JAY 580-Happy item is swung neatly here by the boys over backing with a bouncy tempo. (Garnet, BMI) (2:44)

** Guess Who?-The tune which was a big record for Ivory Joe Hunter about a decade ago. Is sung by the Four Kings on this new disk in nice style. Could get spins. (Lois, BMI) (2:40)

BOBBAY AND THE TEASERS

*** Harry on a Safari-FLEETWOOD 1012-Novelty effort about a lad treed by a tiger while on a safarl is reminiscent of both "Alley Oop" and "General Custer." (Rensark-Bobby, BMI) (2:06)

** She's a Tease-Bright rhythm effort is sold in fair fashion by the boys and it might get spins. Backing is stronger than the performance. (Heathersfield-Bobby, BMI)

THE SENSATIONALS

*** Once in a While-CANDIX 306-A first-rate performance of the fine standard in semi-rockaballad style by the Sensationals. If side can get the exposure it has a chance. (Mills, ASCAP) (2:16)

* Snow White Winter-The mixed group sings this melodic altho slight effort pleasantly over simple shuffle backing. Flip is stronger. (Dixsil, BMI) (2:30)

70020-Lad sells the rhythm effort in bright fashion aided by organ and combo support. Could get some juke coins. (Benell, BMI)

★★ My One and Only—Chanter handles this original ballad with feeling over okay support. (Benell, BMI) (2:23)

THE DEMOTRONS

*** Rockin' With Mother Goose-RUST 5025-Familiar jazz riff is played in frantic style, with nursery rhyme melodies interspersed here and there. It's wild. Good juke wax. (Conn-Wildon, BMI) (2:04)

** Home on the Pad-The Demotrons take a leaf out of Johnny and the Hurricanes and come thru with a rocking version of "Home on the Range" with a new title. (Conn-Wildon, BMI) (2:17)

DINO DONDI

*** Foreign Boy - 20TH FOX 233-Pleasant multi-track warbling stint with soft accent on okay theme about foreign-born citizen's salute to U. S. (Emorey, BMI)

** Non Dimenticar-Melodic chanting in Italian on the romantic oldie. (Hollis, BMI)

DICKIE ALLEN

★★★ Sally Ann — IMPERIAL 5701 — A touch of calypso is mixed with soft-rocking background on this quick-paced ballad which tells of the qualities of "Sally Ann" sung nicely by Allen. (Travis, BMI) (2:30)

** Why Did It End?-Slow rocking ballad gets a good singing performance by the boy who sings with a decidedly country accent. Vocal group assist, (Podior, BMI)

WALLY DEAN

** It Should've Been Me-ARTIC 103 -Amusing talk-sing delivery by Dean on catchy r.&r. novelty. (Progressive, BMI)

** Saddle Up a Satellite-Bouncy r.&r. novelty warbled with personality and showmanship. (Clawk, BMI) (1:56)

*** Poor Boy-Plaintive country-flavored ballad is handed effective multi-track vocal. (Eldorado, BMI)

** Sweet Summer Kiss - Showmanly warbling by Mack on appealing teen-styled tune with fast-moving tempo. (Eldorado,

JEAN DEE ** Hey, Pumkin-COLUMBIA 41864-Bright piping by gal on breezy country

(Continued on page 59)

A60 1WO

FOR WEEK ENDING NOVEMBER 27

TITLE, Artist, Company, Record No. 2 1 4 LET'S 60, LET'S 60, LET'S 60, Hank Ballard and the Midnighters, King 5400 7 1 2 9 HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354....... 5 (3) 4 4 1 SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071...... 3 3 GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135..... 12 18 24 LAST DATE, Floyd Cramer, RCA Victor 7775...... 5 6 10 21 STAY, Maurice Williams, Herald 552..... 23 24 16 TODAY I SING THE BLUES, Aretha Frankin, Columbia 41793...... 5 - - HUCKLEBUCK, Chubby Checker, Parkway 813...... 1

- - - MORTH TO ALASKA, Johnny Horton, Columbia 41782 1

20 16 14 LET'S THINK ABOUT LIVIN', Bob Luman, Warner Bros. 5172...... 5

-- - GONZO, James Booker, Peacock 1697...... 1

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This Week	Last Week	Ch
1. THEME FROM THE APARTMENT (Mills)	1	1
2. GREEN LEAVES OF SUMMER (Feist)	6	
3. LAST DATE (Acuff-Rose)	7	
4. IT'S NOW OR NEVER (Gladys)		-
5. IN MY LITTLE CORNER OF THE WORLD (Shapiro-Bernstein)	4	į
6. CLIMB EVERY MOUNTAIN (Williamson)	5	
7. KEY TO LOVE (Mills)	15	
8. MR. CUSTER (Bamboo)		
9. DO RE MI (Williamson)	11	
10. MALAGUENA (E. B. Marks)		
11. MISTY (Octave)		-
12. I WANT TO BE WANTED (Leeds)	_	
13. ONLY THE LONELY (Acuff-Rose)	9	Š
14. POETRY IN MOTION (Meridian)		
15. THEME FROM THE DARK AT THE TOP OF THE STAIRS (Witmark)	- -	
	2	

Reviews of New Pop Records

Continued from page 58

novelty, with bouncy tempo. ** You Don't Have to Tell Me-Gentle country-flavored ballad is handed pleasant thrushing stint.

THE STARR SISTERS 6003-The gals are sittin' in the study hall as the new adonis walks in. Then they sing in pleading tones for him to notice them. It's done to an easy, rockin' beat and the season, (Central, BMI) (2:55) thrushes sell it well, (Kavelin, BMI) (2:23)

(Karin, ASCAP) (1:45)

TOMMY HAZARD

** End of the Line-COLPIX 173-Hazard has something of the style of Pat Boone in this ballad. He is pleasantly backed by strings and fem chorus, Fair chances. (Mode, ASCAP) (2:30)

** Laughing on the Outside-The Bernie Wayne ballad is crooned neatly by Hazard, with a trace of tragedy in his voice. (Gower, BMI) (2:25)

JULES BLATTNER

★★★ Just One More Time-K-ARK 612-A blues instrumental based on a riff. Voices come in at the end of phrases with the suggestion "Let's try it just one more time." Food rouser side, (Acuff-Rose, BMI) (2:02)

** Lover Doll-Soft-whispery tones by Blattner on a slow-moving ballad, (Acuff-Rose, BMI) (2:10)

DICK ALLISON

*** Tiki Guitar - DREEM 1003 -Guitar instrumental merits some exposure. Pleasant performance by Allison, (Shelter, BMI) (2:08)

**Dreem World of Love-A fancy ballad. with a chorus. Fair wax. (Shelter, BMI)

MARK MANDELL

*** Deed I Do-LEBILL 307-A bigvoiced reading of the standard, with a wellmarked rhythm pattern plus violins and chorus, (Lincoln, BMI)

** Another Day Another Dollar-A ballad, with triplets, adequately sung, with a chick chorus behind the vocal. (Sherwin, ASCAP)

HIAL KING ** Death Valley-M.B.K. 103-Guitars and honky tonk piano set the pace for this instrumental which is in the blues groove at a medium rocking tempo. (Myrt's, BMI)

(2:06)** What's the Name of That Thing-Another blues played fairly straight and a mite faster features some grinding tenor sax in its solos sections. (Myrt, BMI) (1:42)

CLAIRE CHARLES AND THE

TERRYTONES

*** Ad Do Me Kitchie-WYE 1002-The bouncy song, with its novelty lyric, gets a fetching performance, with the girl singer getting an exciting sound, (Laura, BMI) (2:56)

* You're My Ideal-A lot of decibels are JOHNNY PRESTON here, with the arrangement rather muddy. ** Rock and Roll Gultar - MER-(Laura, BMI) (2:22)

Country & Western

THE LOUVIN BROTHERS

*** It's Christmas Time - CAPITOL ** The Boy in the Study Hall-LUTE | 4473 - Semi-religious material makes excellent country Christmas fare from the two Louvins on this disk. Song content tells of the peace and goodness of the yule

** Santa Claus Parade - The Brothers ** Love's a Funny Little Game-A mod- sing this pleasant Christmas tune with a erate-paced little rock ditty. Gals give it special bow to the kids. Children's voices THE FAMOUS WARD SINGERS good go but the flip has the edge here, are heard asking for special gifts in the *** I'm Gonna Move Upstairs latter part of the disk. (Central, BMI) SAVOY 4150-The Ward Singers should

HIAL KING

*** Death Valley - MBK 103 - Blues instrumental, with interesting percussion and string effects. (Myrt's, BMI) (2:06)

*** What's the Name of That Thing -Blues-oriented instrumental featuring horns, in cortrast to the flip. Moves right along, (Myrt's, BMI) (1:42)

CLEVELAND CROCHET

*** Sugar Bee - GOLDBAND 1106 -Blues, with an earthy, arresting quality in the vocal and in the instrumentation. Watch it. (Tck, BMI) (2:35)

** Drunkard's Dream - A Cajun side. Arrangement retains much of the traditional country arrangement, but the Cajun vocal is an attention-getter. (Tck, BMI) (2:12)

BUDDY REYNOLDS

*** Walking With Me - ZERO 111 wherever he goes on this good country side. Ballad is played at a medium tempo and vocal group assists. (BMI) (2:35)

★★★ Hula Chase — Hawaiian-based side has a definite pop slant and tells the story of how the chanter chases the hula girls and how they chase him. Vocal group assists on this side, too, but flip is better. (BMI) (2:18)

SLIM FOSTER

** I Wish I'd Known - K-ARK 613 that comes back home. Foster sings the bouncing ballad nicely while guitars and rhythm accompany, (Ashna, BMI) (1:57)

** Never Be Untrue - Repentance for being untrue is the theme of this fast tempo sallad. There are a few double-track moments which Foster sings nicely. (Ashna, BMI) (2:10)

SMITTY SMITH & CECIL SURRATT ★★★ Midnight — KING 5420 — Easy rocking instrumental by Smith and Surratt spots good guitar work on blues-oriented ** Hallelujah - The joy the memmaterial. (Acuff-Rose, BMI) (2:40)

** Millions Couldn't Buy Your Love gospel item. (Garnet) (2:02) From Me - The guitars are at work again on this side and one of the boys sings the vocal which pledges fidelity that money can't buy. (Lois, BMI) (2:20)

Christmas

CURY 71728-Amusing talk-sing side with the chorus. (Crossroads, BMI)

yule message, penned by the late J. P. (Big | THE CHRISTIAN HARMONIZERS OF Bopper) Richardson, Merits spins, (Big Bopper, BMI) (3:05)

** New Baby for Christmas - Appealing holiday theme is sung pleasantly by Preston. (Starrite, BMI) (2:22)

DANNY AND THE JUNIORS *** O Holy Night-SWAN 4064-Reverant vocal treatment of moving Christmas song with sacred lyric theme. (2:41)

** Candy Cane, Surgary Plum-Catchy seasonal tune based on kiddle oldie, "Merrily Merrily," is sung attractively by the boys. (Conley, ASCAP) (2:17)

THE AEDENAIRES

Weeks

*** The Little Drummer Boy - WREN 110 - Last year's hit yule waxing is sung effectively by group. Should pull spins. (Mills-Delaware, BMI) (3:10)

** For Those You Love - Pleasant reading by group of inspirational-type theme. (Greenville, BMI) (2:30)

JOHNNY HODGES *** Honey Hill - VERVE 89192 -Sultry, relaxed instrumental theme is wrapped up in effecive ork treatment, featuring solid sax solo work. (Stormont, ASCAP)

*** Cool Your Motor - Tasteful sax blend work on gently swinging instrumental item. Nice jockey wax. (Stormont, ASCAP)

Spiritual

SWAN SILVERTONES

*** Singin' in My Soul - VEE-JAY 894-The Swan Silvertone Singers perform this melodic gospel effort with their usual spirit over simple support by the group and rhythm. Strong wax for their fans. (Conrad, BMI) (2:41)

*** Sinking Sand - A shouting lead, backed up by the mixed vocal group here, sings this sincere religious effort with spirit on him. Two strong sides. (Conrad. BMI)

out the lyrics to this uptempo spiritual with the fem lead coming thru with a solid performance in the lead. A potent disking. (Savoy, BMI)

*** I'm Getting Richer - A mighty interesting piece of gospel material with an Afro-Cuban type backing, receives a sock reading from the fem lead. A side that could sell strongly to gospel fans. (Savoy, BMI)

THE CARAVANS

*** The Old Time Religion - GOS-PEL 1044-The familiar religious item is sung here with much ferver and style by the Caravans, with a male lead singing it with enthusiasm. Strong side. (Savoy, BMI)

** That Old Solld Rock - On this side the lead lines out the words to the gospel tune while the chorus answers. Flip is stronger, (Savoy, BMI)

HIGHWAY OC'S ** God Has Not Promised - VEE-Reynolds finds that his love is with him JAY 892-A good reading of an interesting gospel item by the Highway QC's on this new release. (Conrad, BMI) (2:57)

> *** Done Got Over - Medium tempo gospel tune is sung neatly by the group. (PD) (2:16)

STAPLE SINGERS

*** Pray On - VEE-JAY 893 - The Staple Singers sell this uptempo spiritual effort with feeling with the fem lead coming thru with enthusiasm. (Conrad, BMI) (2:36)

Story here has to do with a cheating heart | ** Too Close - After an exciting opening spurred by audience shouts the deepvoiced lead comes thru with a meaningful reading of an intimate spiritual effort, (Venice, BMI) (2:12)

THE ANCHORED SOULS OF ATLANTA,

*** Join the Army - REVIVAL 632 -The religious group sings strongly about getting in the service of the Lord. Performance is powerfully done with piano and organ accompaniment. (Garnet) (2:22)

bers of this group feel in their religion comes across well in this quick-stepping

THE CARAVANS

*** God Can Do Anything - GOSPEL 1045-The chorus and the lead singer handle this attractive gospel item both together and with mixed chorus supplying the answers. Strong wax. (Planemar, BMI)

*** Comfort Me - A spiritual effort with a lovely melody is sung sincerely here by a fem lead, aided by good backing from

www american radiohistory com

SOUTH CAROLINA

** Jesus Keep Me Near the Cross -REVIVAL 633 - The group, aided by a gravel-voiced and emotional lead singer, handles this attractive effort with spirit and sincerity, (Garnet) (2:13)

** Keep on Praying - Thoughtful spiritual effort is handled well by the group, as they tell why it is necessary to keep on praying, (Garnet) (2:45)

Rhythm & Blues

ALLEN ORANGE

*** Just a Little Love - MINIT 615 -Tune, which has nothing to do with the love can go a long way. Orange sings nicely and backing is effective. (Minit, BMI) (1:44)

*** Forever - Strong violin backing on this side adds immeasurably to the listening sound qualities will appeal to the kiddle quality of this ballad which is sung nicely element. (Gerard, ASCAP) (1:56) by the boy. (Minit, BMI) (2:27)

JUNIOR WELLS

** Messing With the Kid - CHIEP 7021 - Wells sings of the troubles associated with a free-spending, high-living love in good strong shouting style, Instrumental group accompanying offers fine support. (Melva, BMI) (2:12)

HOOKER AND WELLS

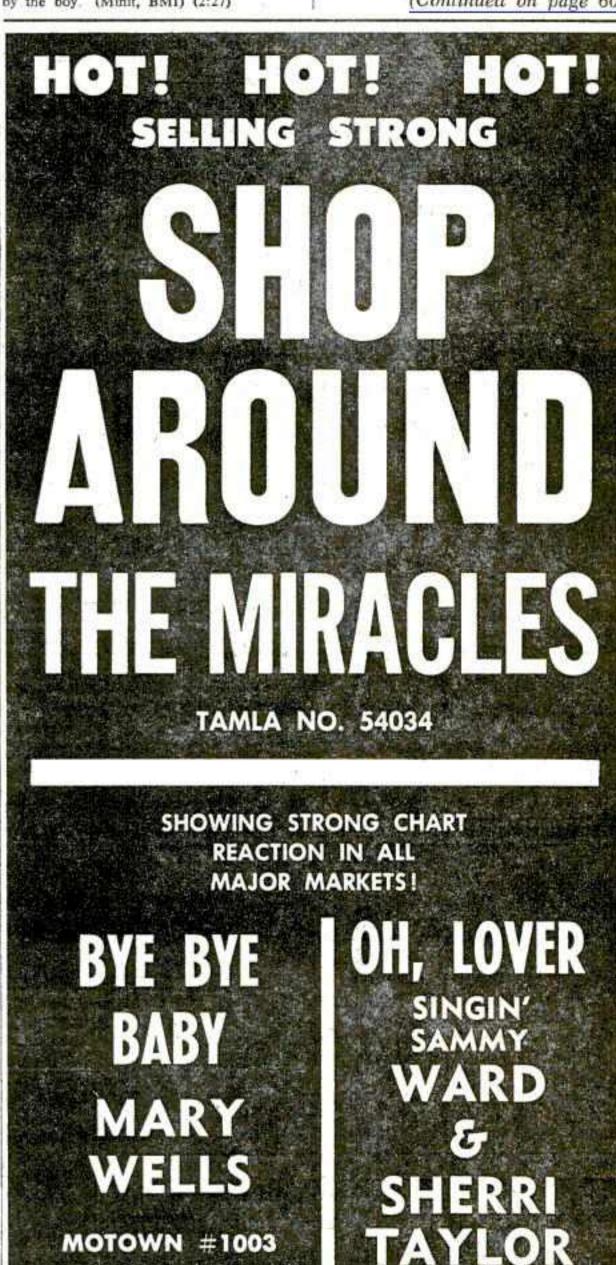
* Universal Rock - Fast blues on this instrumental features wailing tenor sax and guitar solos, (Melva, BMI) (2:25)

FREDDY FLUTE AND HIS BAND

** Stars and Stripes Forever - M-G-M 12937-Freddie Flute and his Kartuen band put out a happy, speeded up sound here which should please a lot of the kiddies. oldie of the same title, tells how a little Has many cute effects. Could be used as theme material for kiddle TV show. (Mills, ASCAP) (2:00)

> ** The Colonel - Another happy, marching side by the kiddle-oriented group. Novel

> > (Continued on page 60)



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Reviews of New Pop Records

Continued from page 59

LIMITED SALES POTENTIAL

The following singles were reviewed by The Billboard Music Staff and are considered to be of limited sales po-

THE MELODY MATES Enchantment - Promenade, NIX 100

JERRY CLAYTON Love Me or Lose Me - Dait Bait. UP- BOB GIFFORD **TOWN 301**

BOBBY FENSTER & ORK Midnight Mountain - Chapel in the DANNY CAGLE Valley. DIXIE 875

TONY GAVIN Ever Lovin' Baby - I Just Don't Know. 20TH FOX 228

NITE-LITERS Parents-Keep-A'-Preachin - Fat Sally. SUDDEN 101

JULIE STEVENS Blue Mood - Crazy Bells. ELDO 107

ALLAN MACALUSO That's the Way Life Goes - I've Had That Last Cry Over You. MYERS 110

STEVE ROSSI Song of a Fool - Come Completely to Me. COLUMBIA 41854

TANI JONES Easy Come Easy Go - Learnin' the Blues. CAMEO 183

DICK SHAWN The Wizard of Bagdad (E-Ni, Me-Ni, Ge-Ni - Doodyoo. 20TH FOX 234

THE DISPOTO SISTERS Timber - Let's Have a Party Tonight. **VERVE 10202**

Jingle Bell Rock - Christmas in the Country. BOARDWALK 1055

Broken Wings - North Wind, GIBSON

Please Jimmy Piersall - The Rookie of the Year. G. C. 609

The Same Age - Ain't Got No Money for the Jukebox. ATLAS 1248

ROYAL NOTES Come-to-My-House-Rock-Spitfire. DES-TINY 501

PAUL NEW AND THE CREW I Wanna Dance - She's a Woman. **MARLO 1504**

Mary Goes Around - Oole Blues.

MANCO 1010 Heart Broken - Hy Ho Silver. MARLO

BREWSTER BROS Katle Dear - Because of You. JANE

BERNIE KNEE

Fiddle Foot Fanny - Love Burns High. AGENDA 5601

THE NOTES Little Girl - G. I. Blues. SARG 1013

THE BACHELORS Every Night - Crying Over You. TERRY TONE 2581

THUNDER ROCKS Warpath - Restless. SABRE 100

Christmas

THE HONEY BELLS Let's Exchange Kisses This Christmas Come Home, Come Home. PAM 115

Country & Western

If I Should Tell You I'm Sorry-Another Woman's Clown. UBC 1015

The Lucky Guy - Some Things Will Never Change, AZALEA 135

BILL ELLIOTT Merry, Merry Christmas - Christmas Angel. REB BEL 103

BRITISH Newsnotes

Continued from page 9

have now been granted for Van deal to Bobby Darin in the pre-Johnson to star in the British pro-sentation of this disk" theme. duction of Meredith Willson's "The Adelphi Theater in the spring by Harold Fielding, who is making his Decca's Anthony Newley debut with a legit musical.

resigned as president of the Music vious British hit, "Do You Mind?" ranger Tommy Watt has collected governments, gramophone records, BBC's Northern Dance ork, which now be exported. works for radio and television services out of Manchester. . . . Anne fresh ground this weekend with the Shelton starts a new Radio Luxem- release of two singles by a new bourg series with the Ronnie artist-Brian Bentley; one is a vo-Aldrich ork in February. It will be cal, the other instrumental. prerecorded in large British cities First big Christmas battle is likely the previous month. . . . Cliff with an American song, "Must Be Richard became the first EMI con- Santa" by Hal Moore and Bill tract artist to join "Teen and Fredericks, which has been waxed Twenty Club," a series sponsored by three leading British singersby the rival Decca group on Tommy Stelle (Decca), Alma Co-Radio Luxembourg. . . . Songwriter gan (HMV) and Joan Regan (Pve). Lionel Bart becomes an impresario ... Other releases included, from in February when he produces a the Decca group on Londonplay, "Why the Chicken?" in the Johnny Tillotson's "Poetry in Mo-

tra's new-style "Ol' Mac Donald" Scepter) and a Billy Vaughan EP was issued here last weekend, but of film themes (Dot); on Brunswick the controversy started a week was the Kalin Twins' "Zing Went earlier when New Musical Express the Strings of My Heart" and, on

MUSIC MAN: Working permits piece on the "Sinatra owes a great

FOREIGN: The idea of an art-LOCAL SCENE: After seven of "If She Should Come to You" years in the post, Ken Straker has as well as French lyrics to his pre-Publishers' Association and has ... Following the November 10 been succeeded by Noel Johnson signing of a trade agreement beof Ascherbergs. . . . Pianist-ar- tween the British and Roumanian the coveted conductorship of the tapes and recording blanks can

NEW SINGLES: Philips broke tion" (from Cadence), the Shir-CONTROVERSY: Frank Sina- elles' "Tonight's the Night" (from writer Derek Johnson penned a Warner, Connie Stevens' "Apollo."

SANTA CLAUS HEADQUARTERS Circulars—Free Dance—COSTUMES—Clown ecial costumes made to order

GERMAN

Newsnotes:

· Continued from page 9

Southern Germany

"Three Nights a Week" b-w "Put Your Arms Around Me, Honey" by Fats Domino. . . . Hans Bradtke wrote the German lyrics of U. S. hit "Four Little Heels" ("Vier Kleine Schuhe."

German jazz vet Eugen Henkel recorded Dixie versions of international standards "Lilli Marlen" and "The Washing on the Siegfried Line" for the Bella Musica label. Henkel's name for this disk: Lord Dixie.

Munich singer Gerhard Wendland recorded two international hits on Philips: "The Venus Waltz" by Ron Goodwin, German lyrics by Hans Bradtke, b-w "Es Rinnt Der Regen," German version by Bruno Balz of the U. S. hit "Over the Rainbow."... Swiss band of Hazy Osterwald plays two new German hits for Polydor — "Konjunktur Cha Cha" and "John Flak Aus Texas." . . . A new operetta by Robert Stolz "Wiener Cafe" opened in Dortmund. Old maestro Professor Robert Stolz (80) conducted.

Gitta Lind sings a new tune by Heino Gaze "Komm Zu Mir Fur Immer" on Decca. . . . Rolf Budde is the publisher of a new Western song made in Austria "Franky," sung by the Monte Carlos on Polydor.... Erner and Renate Leismann, teen-age singers, are new on the market. But their first song "So Long" on the Ariola label is in the Top 20 of Radio Luxembourg's Hit Parade already. Publisher is the Royal Verlag in Munich. . . . Hanny's Dutch Sisters and Sonia Van Dam, an accordion band, play two hit tunes from Holland on Telefunken: "Wiener Schnitzel" and "Private Secretary." Both are Written by Coen Van Orsouw. Munich publisher Hans Lang has the rights for Germany.

RCA awaits record sales of the sound track from Elvis Presley's new pic "G.I. Blues." Elvis sings the German folk song "Muss I Denn, Muss I Denn Zum Stadele Hinaus" in German. His "O Sole Mio" is still No. 1 all over Germany, with sales up to 500,000. ... The Kilima Hawaiians and the Music Man." Johnson will be re- ist cutting his own foreign- Emperor Joe Street Paraders are turning to the stage for the show, language version of his hits to at under contract for the new "777" which will be produced at the least reduce the chance of cover label by Lambertus B. De Jonge versions has been taken up here. in Rheinhausen - Hochemmerich. has Luxembourg deejay and pop waxed French and German lyrics singer Camillo left the Electrola label to join the Polydor family.

Northern Germany Continued from page 9

man stars. As a matter of fact almost all the Western tunes proved to be best sellers in the Russian zone while none of the Amiga recordings became best sellers here.

The Europrasent Service established by the Grauel-Soden KG in Stuttgart is a new record gift service that makes possible the ordering of singles, EP's and LP's with greeting card. Some 600 record retailers all over Western Germany and Berlin are now included in this service and the firm hopes to get about 1,000 shops participating in some months time.

The Nordedeutsche Rundfunk Television introduced the Brothers Four whose best selling record was new French tune "Mon Beau Chapeau which he has recorded Polydor.... Ariola has started an time they printed a juke box pro-

MUSIC AS WRITTEN

Continued from page 37

Darow, Dave Johnson, Bob Laine and J. J. Richards held a skating race at Maple Leaf Gardens during opening night of the Ice Capades. Listeners were invited to send in name of favorite charity and the deejays selected the group they represented from the mail. Prize of a \$1,500 organ from Heintzman's Music Store went to that charity. . . . Decca spent \$25,000 in an advertising campaign on Bob Newhart records in Canada. Of that amount, \$11,000 was spent in co-operative ads with dealers in Ontario. . . . Dealers in the city are still waiting for Santa Claus to arrive. Business is off about 25 per cent.

Clem Bull of Decca is arranging tie-ups and windows on Sviatoslav Richter, Russian pianist, who appears at Massey Hall, December 5. He has taken a program and a newspaper ad is planned to coincide with appearance. One store reports selling 50 albums of Richter's version of the Rachmaninoff "Second Piano Concerto."... The Hi-Fi Show in Montreal pulled in 8,000 people at 50 cents each, while 200 dealers showed up for a special dealer night. John Rochford, executive secretary of the Dominion Hi-Fidelity Association reports there were 45 exhibitors, including six record companies, in 55 rooms. Emory Cook addressed one of the meetings. A 24-page insert was used by the Montreal Gazette. Harry Allen Jr.

Chicago

Earl Glicken, Donna and Del Fi sales manager, returns from a sales swing thru the East and South-reports mounting interest in percussion. Donna and Del Fi may enter the field. . . . Bob Newhart starts a coast-to-coast concert tour in Calgary, Canada, January 30. He'll tour the West thru February 25 with final dates in Pasadena (24) and Santa Monica (25). Then he moves to the Midwest for a month and finally east, winding up in April. Button-Down Bob is also huddling with Bob Pirosh, producer at Paramount, and Sam Goldwyn Jr. on picture possibilities, but nothing definite yet. Agent Frank Hogan will not commit him to any pacts until Bob ok's the script.

Lou Alport is converting part of the Sutherland Hotel Lounge into a jazz gallery for teen-agers-upholstered, raised seats, tables and private refreshment counter featuring soft drinks. There'll be a flat admission charge between \$1 to \$1.50. . . . Starting at the Sutherland, November 23 to December 11, is Eddie Lockjaw Davis and the Johnnie Griffin Quintet. . . . It's Vicki Autier, currently appearing at the Camelia House, guesting tonight (21) on Sig Sakowicz's evening show. Last week Sig had Frank D'Rone (Mercury) and yours truly, Nick Biro, guesting on his noon hour from the Sheraton's Brass Bull. Sig's risking the appearance of the latter guest is a tribute to his solid standing with listeners.

Margie Singleton, formerly with Starday Records, has joined the Mercury fold. She's the wife of Shelby Singleton, Mercury's Southern a.&r. chief. . . . Sam Alexander (Alexander Records on West 63d) is opening another shop out at the new Canterbury Gardens shopping center, 159th and Kedzie. Youthful disk veteran, Dale Shonrock, will do buying for both outlets. . . . Frank J. Hogan III, son of Frank (Tweet) Hogan, has been appointed frosh basketball coach at Loyola University. . . . Jerry Lewis, Vic Damone, Carol Channing, Jeanne Diamond and Skitch Henderson and his orchestra headline the 16th annual Sun-Times Harvest Moon Festival at the Chicago Stadium November 19.

Mert Draper, veteran Capitol salesman in the Salt Lake City area, has opened his own distributorship, Crest Distributing Company, in the Mormon capital. He replaces Pritchett Distributing as Capitol disk and phonograph distributor and is also handling Telectro tape recorders. Draper reports he expects to add other lines and create other departments but not dual lines or multiple distribution. . . . Jim McGuire, Oakland and Seattle One-Stop owner, has taken over Operator's Record Service, the long-time downtown San Francisco one-stop. Ted Fullmer, veteran in Los Angeles and San Francisco retailing and wholesaling, is managing the outlet.

Vic Faraci and Phil Skaff, are continuing to collect funds for the widow and two small children of Frank Sorrentino, 27-year-old tenor sax man for Faraci's band, who died recently of an undiagnosed heart condition. Anyone wishing to contribute should contact either Faraci or Skaff at M-S Distributing's office here. . . . It's Johnnie Mathis at the Medinah Temple November 28 for six days. . . . Professor Irwin Corey returns to the Playboy Club December 6 for four weeks. The gagster's Atlantic album, issued last month, is a take-off on the political scene. His slogan: "I'll run for any party and bring my own bottle." . . . Jazz guitarist Barney Kessel (Contemporary) brings his quartet to the London House Tuesday (22) for three weeks. . . . Tom Harris, Irv Seidner and Bette Gollrad, p-r trio at Daniel J. Edelman and Associates, have taken over promotion for Second City, the Windy City's Old-Town cabaret-theater. Nick Biro

colored record cover of Jan and center of celebrations is in Rhine- pean trip.

'Greenfields' here. Also Johnnie Kield's new record "Traumen Kann land and Southern Germany the Ray.... French guitarist Sasha | Man Was Man Will" ("You can records with special carnival tunes Distel is making a push with his dream what you want") "Blacky are demanded everywhere. Among and Johnny" will be available here the standards from the past years soon. Versions by Detlef Engel on new recordings are offered by on Philips. . . . Peter Kraus will Telefunken, Peter Beil on Fontana, Philips, Ariola, Metronome, Telesoon record this French number on which are already issued, and re- funken, Decca, Bella Musica and cordings by Tony Sandler on Starlet... Producer and lyricist interesting experiment as service Ariola and Laurie London on Elec- Aldo Von Pinelli and Melodiefilm for juke box operators. For the first trola soon to be released. . . . No- producer Peter Schaeffers, Berlin, vember 11 the German carnival are on a trip thru the States.... gramming strip in the original size season started. It will run to Feb- Edward Kassner looked in at his with title and artists in the upper ruary next year and will have its German partner, Peter Schaeffer, left corner of the back of the climax after Christmas. Altho the in Berlin during his recent Euro**NOVEMBER 21, 1960**

carnivals

circuses

Communications to 188 W. Randolph St., Chicago 1, III.

SHOW NEWS

61

STate 2-5238

Jot down that number. It's important.

It's the telephone number of The Billboard's two Servicenters at the outdoor conventions to be held in both the Hotel Sherman

and the Morrison Hotel, Chicago.

This year there'll be one in the Hotel Sherman for the meetings of the National Association of Amusement Parks, Pools & Beaches and the Showmen's League of America. This Servicenter will be open from Sunday, November 27, thru Wednesday, November 30, and will be located in the lobby in co-operation with the Showmen's League booth.

Then on Thursday, December 1, it will move to the Morrison Hotel for the convention of the International Association of Fairs and Expositions. At the Morrison it will be located on the mezzanine floor near the Venetian Room, where most of the

fair sessions will be held.

The number above is important. Anyone calling you at that number will be able to have you paged over a special publicaddress system.

Anyone leaving a message at that number will know that

the message will be held until you pick it up. Otherwise, The Billboard's Servicenter will serve to make

your convention stay as enjoyable as possible.

House phones will be set up to enable you to locate people

Another valuable service will be The Billboard's convention directory, listing room number of carnivals, booking agencies,

PARKMEN READY BUSY CONCLAVE

New Scheduling, Key Speakers Mark Plans for Chicago Event

shaped up last week for the up- rather than in the mezzanine as coming convention of the National in the past. On Wednesday the Pools and Beaches. NAAPPB Sec- rather than late afternoon. The retary John S. Bowman said all final event will be a major lunchwas in readiness for what is ex- eon. J. W. (Patty) Conklin will active and best-attended conventions in NAAPPB annals.

Success in the Sixties is the theme of the convention at the Sherman Hotel, November 27-30. Irv Wermont, of New York, is the convention keynote speaker. He is sales consultant with a wide reputation as a speaker. Dr. Herbert and pool operators. True, another Monday speaker, will talk on "Ideas that Make Men Great."

Several new departures are in store for conventioners. NAAPPB registration desk will be

Sells & Gray Readies; Name More Staffers

DE LAND, Fla.-The new Sells & Gray Circus will open on Thanksgiving Day and work is moving along well in framing the outfit. Bill English is manager.

The circus will set up the day before Thursday performances. Pascal and June Guilano handled the promotion for the Junior Women's Club.

staff include Edna Antes, secretary: McLaughlin, No. 2 Side Show and with Johnny Fulghum and a four- (15).

from the Duke of Paducah show, and oil capitalist there, retired were shown at the meeting.

CHICAGO — Final details in the main lobby of the hotel Association of Amusement Parks, convention will adjourn at noon, pected to be one of the most speak and also show a TV film that was made on his CNE midway for Canadian television. His topic will be "Business Will Be Fun in '61."

In addition to unusually busy general sessions of NAAPPB there will be special sessions each morning for both Kiddielands and beach

Since AREA is scheduling a Saturday (26) luncheon and a cocktail party later that afternoon, Monday evening was open, and NAAPPB is stepping in with a series of shop talk forums. There will be several of the forums for both general and Kiddieland subjects.

Tuesday evening will be the annual banquet and ball. Name acts will include Bob Crosby, Professor Backwards, Ann Marston and Noreen Parker, arranged by MCA. A special menu is arranged and time will be provided for dancing this year.

Robert Plarr is NAAPPB president. Convention chairman is Laurance Canfield. Banquet chairman is Jack Singhiser.

Christy Talks At Hertzberg Anniversary

SAN ANTONIO-George W. Additions to the Sells & Gray Christy, former owner of Christy Bros. Circus, as well as Lee Bros. from circus business about 25 Charles Rouark, Side Show; Dick and other shows, entertained with years ago. yarns of old trouping days when snake pit; Hard Times Leonard, he attended the anniversary party with various shows, performed at electrician, and Art Bitters, press. of the Hertzberg Collection at the The advance opened as scheduled, San Antonio public library Tuesday

Circus has rented an office truck Houston, Tex., and a real estate Hertzberg circusiana. Circus movies the area.

Memphis Fair Gets Funds to Plan Coliseum

City, County Okay Architect Fees For New Building

MEMPHIS - The Mid-South to design the proposed coliseum for door amusement business. the plant.

City officials came up with 50 provide the additional 10 per cent. year and will, for the first time in after the first of the year. Meanwhile, Fair Manager G. W. (Bill) Wynne and H. F. Lewis, superintendent of the Memphis Park Commission, will visit a number of buildings to get ideas.

At the annual board meeting last re-elected treasurer.

All Roads Leading To Chicago for **Annual Meetings**

Convention Week Lengthened by Fairmen's Move to Morrison Hotel

Fair last week received an okay on to Chicago for an eight-day round ciation, Midwest Fair Association the first step in its master fair- of conventions, meetings, banquets and the American Recreation grounds plan when money was ap- and business dealings that make up propriated to employ an architect the annual get-together of the out-

nival people have wrapped up their and business programs. meetings at the Hotel Sherman.

week, Boyd Arthur was re-elected meetings of the National Associavice-president, and B. N. Gassaway, rison. Also important is the big will be shown. secretary. Ernest Williams III was trade show sponsored by the parks | During the week-long conven-

CHICAGO-All roads will lead | International Motor Contest Asso-Equipment Association.

The days of the convention are the busiest of the year for the From 6,000 to 7,000 representa- Showmen's League of America, tives of all branches of the industry | Chicago-based fraternal organizaper cent of the cost, county officials will be on hand for the big event tion and the oldest such club in with 40 per cent and the fair will that will be longer than any recent outdoor show business. The League will spearhead a series of events, The architect will be hired shortly years, be held in two separate both social and of a business nature. Chicago's other two show This year the fairs will hold their clubs, the SLA Ladies' Auxiliary meetings in the Morrison Hotel and Caravans, Inc., both fem after the amusement park and car- groups, will hold their own social

The NAAPPB trade show, which Of major importance are the occupies every bit of available space on the mezzanine of the president for his second term, and tion of Amusement Parks, Pools Sherman, will be one of the focal Joe H. Davis was renamed to the and Beaches at the Sherman and points of the entire convention. post of first vice-president. New the International Association of The latest in amusement riding deofficers are Walter Dilatush, second Fairs and Expositions at the Mor- vices, games and other equipment

> association, and meetings of the tion many fairs will sign their attractions for the 1961 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 organiza-

Then, too, much time will be devoted to cutting up jackpots, traditional pastime for many in the business.

WIS. STATE FAIR NOT TO BE MOVED

Board Nixes \$16 Million Plant; Will Seek Rehabilitation Funds

State Fair will remain at its present plete rehabilitation of the present location, according to a decision of plant would cost in the neighborthe board of agriculture.

grounds was tabled due to a lack \$116,000. of finances for the project.

Allis plant. And the board further suggested that the Legislature consider the creation of a separate State fair authority to study and develop an exposition-type facility.

The question of what to do with the fair's 195-acre site has been studied since it became obvious that revenue has not been sufficient to maintain the layout. Two possibilities have been proposed. One was to turn the fair into a "resources center" at the University of Wisconsin. The idea of a new plant on a 640-acre plot in the Milwaukee area was called an attractive one by Agriculture Director Don McDowell,

The latter plan was drawn up by Fair Manager Willard (Bill) Mas-

Marion Smith, sword swallower the meeting, which was attended by numerous members of CFA as well as other friends of the collection. Christy, former mayor of South Leonard Farley is in charge of the

MILWAUKEE-The Wisconsin terson, who estimated that comhood of \$12,600,000.

A proposal that would turn the In asking for rehabilitation funds fair over to the University of Wisconsin has been set aside. And a seeks enough money to operate the Stageshow proposed new \$16 million exposi- fair and also to match the annual tion to replace the present fair- premium bill which totals about

Official confirmation of the It was decided to ask the Legis- award of the 1961 midway contract lature for funds for repairs and to Royal American Shows was also improvements of the present West made at the meeting. The show, which will bring in 30 rides, will occupy a six-acre site in the southwest corner of the plant, next to the picnic grounds. The fair will get 32.5 per cent of the revenue.

which are August 11-20, a week County Fair, Union Grove.

Lakehead Ex Signs MCA

FORT WILLIAM, Ont.-The Canadian Lakehead Exhibition has awarded its 1961 grandstand contract to Stu McClellan of the Chicago office of the Music Corporation of America. W. R. Walker, manager, disclosed the signing late last week. Dates for the event are August 7-12.

earlier than usual. Included were Several Wisconsin county fairs Kenosha County Fair, Wilmot, registered complaints on the change which usually runs the second of the State Fair's 1961 dates, week in August, and the Racine

Ringling Rehearses Jan. 5 in New Arena

VENICE, Fla. - Rehearsals of floor area of 75 by 160 feet, with the new Ringling - Barnum Circus only a single crossbeam, thus giving performance will start January 5 two clear spans of 80 feet each. at the show's new rehearsal arena Outside dimensions are 320 by 190 at newly established winter quar- feet. At each side of the arena ters here.

building project and is pushing for the January 5 completion. Steel is up and the roof now is going onto

This building will have an arena work on next year's edition.

floor is a 60-foot wing into which Lloyd Morgan is in charge of the are to be placed Ringling seat

The show comes here from Birmingham after November 27, and it opens a Miami Beach date in December, then picks up the

IAFE REPORTS PROGRAM FOR 70TH ANNUAL MEET

Three-Day Confab at Morrison Hotel; Dues Set-Up, Assn. Future Discussed

By CHARLIE BYRNES

CHICAGO-The future of the IAFE and a new plan for dues will be two of the highlights of the 70th annual convention of the International Association of Fairs and Expositions to be held here in the Morrison Hotel November 30 thru December 3.

For the first time in many years the fair meetings will be held in a different hotel and on different days from the annual convention and trade show of the National Associ-



WILLARD M. MASTERSON, president of the International Association of Fairs and Expositions.

ation of Amusement Parks, Pools and Beaches and the activities of the Showmen's League of America.

The future of the IAFE will be discussed by Doug Baldwin, a past president of the association and manager of the Minnesota State Fair. J. C. Huskisson, IAFE vice-

Midwest Assn. Meets Dec. 1

CHICAGO—The fall meeting of the Midwest Fair Association will be held on December 1 in the Morrison Hotel here, with Ed Schultz, day (13) it ran from 1-6 p.m. with Lincoln, Neb., president, in the only rides functioning on the midchair.

The meeting is set for 2 p.m. in Parlor F. Maurice E. Fager, Topeka, is vice-president, and Clarence C. Lester, Tulsa, secretary.

Ft. Worth Expo **Inks Chariots**

FORT WORTH — The Southwestern Exposition and Stock Show ing night, on Saturday (12) and on now located in a new shop here Rodeo has signed Glenn Randall's closing night. With opening day after some delay brought about by its run, W. R. Watt, president, an- this year's fell behind, but day- one Devil's Coach unit. nounced.

The event will be held here January 27-February 5. The Randall chariot teams, one made up of four Lippizaners, the other dapple grays, were seen on the Roy Rogers TV Show Sunday (13) which originated from the rodeo in the Cow Palace, In addition to under-grandstand worth III, former owners of the San Francisco.

IAFE \$10 FEE INCLUDES TIC TO LUNCHEON

CHICAGO - The International Association of Fairs and Expositions will charge a registration fee for its 70th annual convention here in the Morrison Hotel December 1-3. The fee has been inaugurated due to increased costs of convention operations.

Each person who registers will be charged \$10. For this fee he will receive a badge which will admit him to all meetings. The fee also covers one ticket for the Saturday noon luncheon. Additional tickets to the latter can be purchased at \$5 each.

president and manager of the Florida State Fair, will present a new proposal on dues.

Willard (Bill) Masterson, manager of the Wisconsin State Fair and association president, will wield the gavel at the meetings. He will open the meeting on Thursday (1) at 9 a.m. with the annual business meeting, including reading of minutes and reports of committees. Baldwin and Huskisson will speak at this session.

voted to the Federation meeting, mittee, and officers and directors standing committee get-togethers will then be elected and other affiliate meetings.

Starts Friday

Formal IAFE program will get under way on Friday morning with a county fair meeting in the Venetian Room at 10. Clyde E. Byrd, Little Rock, will be in the chair. Huskisson, appeals; James H. Discussion leaders on various topics will include C. J. McAleavy, tions; Ray W. Wilson, Dallas, live-

Sunday for the first time. On Sun-

way, and slashed its gate price

Thru Thursday noon the attend-

ance figure was 85,106, which eas-

ily outdistanced previous years.

Cetlin & Wilson Shows had its

largest display of equipment ever,

school football games, more than in the past. These are free to spec-

tators paying their way onto the

grounds. A Negro high school

game was included for the first

to-day comparisons exceeded last

booked in for two performances,

this season, and 1961 reservations

were coming in during the week.

time and reportedly did well.

Entertainment in the football stadium consisted of five high

from 75 cents to 50 cents.

on the Gator Bowl grounds.

Jacksonville, Fla.,

Fair Exceeds 1959

JACKSONVILLE, Fla. - The follows: four tents for cattle, and

Greater Jacksonville Fair was en- others for poultry, Marine Corps,

joying perfect weather during its health, boat show, and military.

11-day duration, and was also Premium payouts exceeded \$11,000

aided by permission to operate on this time, compared with \$10,000

Shows"; Ralph W. Davis, Chippewa Falls, Wis., "Exhibits-Attractions"; Byran P. Sandles, Springfield, O., "Community Co-Operation"; Henry Kennedy, Dothan, Ala., "Advertising-Publicity-Promotion"; Richard C. Murray, Rhinebeck, N. Y., "A Ticket Control System"; Charles Drewry, Milwaukee, "Uniform Premium Lists."

Concurrently with the above will be a series of open forums in the Walnut Room. Chairmen and the subjects are: Richard Frederick, Detroit, advertising; G. W. (Bill) Wynne, Memphis, concessions; Bryan P. Sandles, Springfield, O., youth; Mrs. Moxie Mulrooney, Saginaw, Mich., women; Lem Jones, Oklahoma City, commercial space, and Donald Swanson, Dertoit, and William A. (Tiny) Uthmeier, Marshfield, Wis., grandstand shows and attractions.

Friday evening the IAFE banquet, called "International Fairs Roundup," will be held in the hotel's Terrace Casino at 7.

Cassidy Speaks

Sessions will again get under way on Saturday morning. L. Doc Cassidy, Louisville, will speak on "Civil War Centennial"; G. W. Wynne, Memphis, on "The Future of Fairs"; C. M. Cutler, General Electric Company, "Lighting Effects for Fairs and Expositions"; John L. Campbell, Baltimore, "Public Liability Insurance." Clyde E. Byrd Thursday afternoon will be de- will report on the resolution com-

> The convention will close with a luncheon in the hotel's Constitution Room with Art Linkletter as the key speaker.

will make reports include J. C. Stewart, Dallas, government rela-Wausau, Wis., "Grandstand stock, and W. A. Uthmeier, audit.

IAFE BANQUET TOPS MEETING SOCIAL SKED

CHICAGO - Climaxed by the first "International Fairs Roundup" banquet, the International Association of Fairs and Expositions has scheduled a round of social events to be held during its convention in the Morrison Hotel, December 1-3.

The "Roundup" will be a banquet and held in the hotel's spacious Terrace Casino. Supper and entertainment are planned for the event, which gets under way at 7 p.m. on Friday, December 2.

The Past President's Club will hold its annual luncheon at noon on December 1 in the Walnut Room with Maurice E. Hartnett, immediate past president, as toastmaster. That same afternoon the Fair Women's Affiliate will hold its luncheon in the English Room of Marshall Field's with Mrs. Willard (Jessie) Masterson, president, in the chair.

The convention will wind up with a luncheon on Saturday, December 3, in the Morrison's Constitution Room. Art Linkletter, TV performer, will be guest speaker at the event.

Atterbury, **Holter Show Bows in April**

SPRINGFIELD, Mo. - The combination of Gene Holter's animal show and Bill Atterbury's Sky Circus will open its 1961 season in Texas in April and will play Western towns until June. Early in that month it will go to Alaska to play Anchorage and a few other dates and re-enter the U.S. around July 1 in time for fairs.

The new combination will carry a promotional crew and phoneman for advance tickets. At fair dates the crews will work under jurisdiction of the fair secretary. Helicopter will be used for promotion as well as in the show.

Program will include helicoptertrapeze and helicopter-pole landing turns; the Sky Kings with high pole and sky-cycle acts; Janet and Jackson, sky dancers, cannon act, high dives and flying return. On the track Holter will present ostrich, camel, elephant and mixed wild animal races. Additional attractions will be added for some dates.

SCHEIBLE PRESIDES

Fair Federation Skeds Chi Afternoon Session

Dayton, O., will preside at the annual meeting of the Federation of by N. S. Hand, Mississippi Associa-State and Provincial Associations of Fairs during its meeting here on December 1 in the Morrison Hotel. Other committee chairmen who The Federation is a branch of the International Association of Fairs and Expositions.

> An open panel on topics pertinent to State associations will be moderated by Lamar Allen, Florida Federation of Fairs. Mrs. Malinda Granberry, secretary of the Tennessee Association of Fairs, will speak on awards and workshops conducted by her association. The

CHICAGO-Goldie V. Scheible, objectives and opportunities of State associations will be discussed tion of Fairs, and Win Eldridge, Wisconsin Association of Fairs, will describe mobile exhibits.

Also due to make reports are Federation Vice-President Christie W. Summers, Alabama Association, and Secretary-Treasurer Joseph C. Bartlett, Association of Connecticut

Miss Scheible was elected president last year for a two-year term. There will be an election of a secretary-treasurer.

IMCA Convenes December

CHICAGO - The International Motor Contest Association will hold its annual board meeting here during the outdoor conventions.

This year's meeting will be held at 2:30 p.m. on December 1 in Paris secretary.

Strong Books Bears, Adds To Terrtiory

THOUSAND OAKS, Calif. -McDermott's Bears will join the John A. Strong Circus in January. The show plans to extend its tour into the Pacific Northwest, John A. Strong Jr., owner-manager, said.

Strong will continue to play dates in California plus the new route to lor F of the Hotel Morrison. Virgil include Oregon, Washington, Idaho, Miller, Hutchinson, Kan., is presi- Utah and other States. His route dent, and John E. Libby, St. Paul, will include dates at fairs, celebrations, shopping centers and schools.

Beach, and others. Holly Firm Moves to New

Location

Pre-fair activities included the

usual press party in Al Dorso's

cookhouse. Visitors during the

run were Maurice Coleman from

Atlanta's fair; A. R. Cox, State 4-H

agent from Tallahasee, McAllister

Marckres of the fair in West Palm

SARASOTA, Fla.—Holly Manu-Fireworks were offered on open- facturing, builder of dark rides, is "Ben Hur" chariots as a feature of in 1959 having been a holiday, hurricane Donna. Firm has finished

> Four trailer-mounted dark rides, year, thereafter. Also on closing one Spookville and three Coaches, day, the Ronnie Lewis Trio was were delivered for the 1960 season. Three more are going into produc-Exhibit space was well-filled tion.

> The firm is operated by Fred Hollingsworth and Fred Hollingsspace there were tented units as show bearing their name.

MERLE EVANS RETURNS TO RINGLING-BARNUM

VENICE, Fla.-Merle Evans is returning to Ringling Bros. and Barnum & Bailey Circus as bandmaster. This was revealed here Friday by circus executives, who said he rejoins the circus here shortly after the season's closing November 27 at Birmingham.

Evans has been with the Orrin Davenport Circus since he resigned from the Ringling organization several seasons ago. Prior to that he had joined Ringling-Barnum in 1919 and had the band constantly except for a year he spent with the Hardin-Simmons college band. He has made many recordings of circus music and frequently makes guest appearances with various bands thruout the country.

He will succeed Izzy Cervone as bandmaster of the present R-B show. Jack Cervone frequently has substituted for him. Under the present organization, the show carries only a couple of key sidemen and supplements this nucleus with local musicians There was no immediate indication this would change.

KENTUCKY STATE FAIR NAMES BROWITT MANAGER

LOUISVILLE-James W. Browitt, 39, has been appointed executive consultant to the Kentucky State Fair board, succeding H. Clyde Reeves, who resigned October 1 to become president of the Kentucky Independent College Foundation.

An ex-cattleman, Browitt will receive a \$15,000 annual salary, an \$1,800 yearly living allowance and travel expenses. No contract was signed and Browitt said he did not want one.

The new executive said his first move would be to study the \$17 million fairgrounds operation thoroly and one of his main objectives is to put the Exposition Center on a year-around profitable operating basis.

The new manager is a native of Colorado. He studied agricultural journalism at the University of Kansas and graduated from North Dakota State College where he majored in animal husbandry. For two years he managed his family's Colorado ranch.

During World War II, Browitt was assigned to Army intelligence work. After the war, he put in four years as a civilian employee of the Armed Forces, booking entertainers into military posts in the Far East and the United States.

For the past three years, he was secretary of the American Polled Shorthorn Society and acting secretary of the American Shorthorn Association. He is a licensed airplane pilot.

The appointment was announced by Governor Bert Combs and Fair Board President F. W. Curran.

Portland, 'Holiday' Establish Records

swarmed into Portland's new October 1. \$8,000,000 Memorial Coliseum Ice," in the Coliseum and the first possibility of a serious traffic and

Don Jewell, manager, reported and Coliseum officials. 57,747 persons attended the first eight performances of "Holiday," an average of approximately 7,200 per show. Attendance at the Co-Jumbia Basin Exhibition totaled 19,725 for the same period.

Largest single crowd of the sixday period was opening night (3), when 9,501 went thru the turnstiles. Jewell predicted the ice show would lure between 80,000 and 90,000 spectators by the end of its run (13).

1961 return appearance in the Me- Flyers.

PORTLAND, Ore.—Oregonians morial Coliseum, September 26-

As the Coliseum opened its during its opening week to see the doors for the first time, there was inaugural attraction, "Holiday on some official concern about the annual Columbia Basin Exhibition parking jam, but this was avoided and Trade Fair in the Exhibit Hall. to the satisfaction of the public

> Thru special arrangements with the local transportation system and the spacious Lloyd Shopping Center, located only a few blocks from the Coliseum, shuttle service from Lloyd's 8,000-car parking lots to the Coliseum was established for each night of the run.

> The Coliseum has on-site parking for approximately 2,000 cars and there were 50 spaces remaining on opening night.

Ice hockey wil return to Portland after a 10-year absence fol-Advance sales for "Holiday on lowing "Holiday". The Portland Ice" broke the national record Buckaroos of the Western Hockey previously held by Milwaukee. The league open their 1960-'61 season ice show already has signed for a November 15 against the Spokane

TALENT

Parks Association Books **Bob Crosby for Banquet Show**

Bob Crosby will top the show at the November 29 banquet of the National Association of Amusement Parks, Pools and Beaches in Chicago. Also on the bill are Professor Backwards, Ann Marston, Noreen Parker, Sutton Bombshells and Lou Breese and his orchestra. . . . The Larabees, whips and aerial act, are booked for a group of Christmas shows in Huntington, W. Va., following their fair season for the Barnes-Carruthers office. . . . Bill Kormpates writes that he has his aerial act booked at the annual Musician's Dance and Ball on Thanksgiving Day in St. Petersburg, Fla. After that he'll head for New York City for the holidays.

Talent set for Chicago's State Street Christmas Parade on November 27 will include Edd (Kookie) Byrnes, Wimpey the Clown, and locals Ray Rayner, Chatter the Chimp, Terry Bennett, Jack Scott, the Champs, Danny and the Juniors, Larry Ellis and Brian Hyland. . . . Rex Allen doffed his guns and sombrero recently to exercise his putter in the Celebrity Golf Tournament in Phoenix. Also in the pack were Mickey Mantle, Don January and rodeo champ Jim Shoulders.

European Notes: Acts in the Cirque d'Hiver in Paris include the Flying Palacios, flying return; Mastakans, high wire; Gerardis, acrocycles; Lex Trio, hand-to-hand. Clowns include Kiko, Popol and Baba racing on February 8, 11, 15 and Fratellini (known as the Craddocks in the U. S.), and the Francescos 18. (Carlois). . . . On the Olympia Music Hall bill in Paris are Charlie Cairoli, clown; Schaller Bros., trampoline; Bascomes, from Australia; Del Rey and Winnie, juggling; Tag Bros., mimies; Petula Clark, English pop singer; Bob Azzam, crooner, and the dusky Limbo Dancers.

115,000 Mark Set for Fair In Charleston

Weather Perfect; Plans Advance For New Bldgs.

CHARLESTON, S. C. - A total of some 115,000 persons atenthusiastically. The new fairgrounds location promises to satisfy all needs and will enable the date to expand over the years.

With a large metal exhibit building already in use, the fair is takand poultry, Robert Scarborough, sights on the 1958 record. manager, stated.

The gate figure combined paid and free and far outdistanced prior years. The paid total doubled last year's, partly because of fine weather, and also owing to a sharp slash in passes. Only a fourth of the previous total was handed out.

Gross run up by Amusements of America attractions set a new record, Scarborough said, and the carnival will return in 1961 and

The Exchange Club profits go other supports the Brookland Planback into the operation, and also tation home for wayward boys.

Arizona State Fair Gets Record 311,738

Beats Former '58 High of 257,025; Revenue Sharply Ahead of '58 and '59

of the event, announced.

tended the Coastal Carolina Fair, 738, well over the 237,042 its Exchange Club sponsors report last year and the 257,025 in 1958 when both runs were 12 days. Revenue to the fair was \$211,635, up from \$146,368 last year and \$166,433 in 1958. After the first weekend when attendance hit 123,-752 thru Tuesday (8), halfway ing bids on structures for livestock mark of the run, Garland set his

> Garland credited the boost in gate revenue to the increase in admission price to \$1 from 75 cents for adults. Children up to 12 years of age were admitted for 25 cents. On opening day, Friday (4), children were admitted for 10 cents plus a gift for the Marines' "Toys for Tots" program.

> Another change was the elimination of horse and automobile races. In the infield area, a parking

appear on a freshly paved midway, into two of its benefit funds. One "We didn't consider any bids," he sends a local youth thru college with all expenses paid, and the

PHOENIX-The Arizona State lot of 6,000 cars was installed and Fair set new attendance and grosses the area around it devoted to stage records during the 10-day run end- attractions, Indian activities, and ing Sunday (13), Charles Garland, Harold Janoi's Riverboats. The serving his first year as manager boats were reported to have grossed \$3,020 at 25 cents per ride. The The attendance soared to 311,- KPHO helicopter, charging \$3.50 for adults, grossed \$6,942.

> The free grandstand show at 2 p.m. and 8 p.m. pulled exceptionally well, with Ginny Tiu as the star. The show was booked, with the exception of Ginny Tiu, and presented by Siebrand Bros. Circus and Carnival. The line-up included the Wilder Bros., Kayletta, Four Step Brothers, Cliff Henry's chimps, Tony Madison's dogs, Willie Keo, and Don Rice as emsee. Orchestra was conducted by Phil Arden, who also handled the "Miss Arizona" finals with the coronation on Wednesday night (9). He was assisted by his wife Emerald.

> Special events were handled by John McCarty, with Kenneth Hofman, former manager of the California Mid-Winter Fair in Imperial, on the staff. The program featured high school as well as Indian bands and other events. One of the highlights was NORAD band.

Harrald Harper handled public relations, being assigned to the V.I.P.'s. Arnold Coty was in charge of concessions and Erma Carron directing publicity.

Miway was provided by Siebrand Bros. Circus & Carnival for the fourth consecutive year. In addition to its regular ride line-up, the Allan Herschell Sky Wheel was debuted here by E. D. McCrary, who also had the Mad Mouse and Twister.

SIGNS STUNTERS

Swenson Preps for '61 After Rainy '60 Tour

Swenson Thrillcade was back at its Swenson, was dogged by inclement Johnny Larimore, St. Paul, and winter base here last week after weather with quite a bit of rain Dennis Lund, Fargo, N. D. closing its '60 tour at the Winston- and cloudy skies. Salem, N. C., fair. The tour, ac-

Tampa Fair Pacts 'Truth, Consequences'

TAMPA — The Florida State Fair, to be held here February 7-18, will feature the "Truth or Consequences" television and radio show as its main grandstand fare, J. C. Huskisson, fair manager, announced.

Booked in thru the Music Corporation of America's E. O. Stacy. the show will be presented most afternoons and evenings and will follow the regular format with audience participation and prizes worth thousands of dollars awarded participants. Bob Barker, who emsees the radio and TV shows, will also top the grandstand show.

The show is well known in the Tampa area, being shown daily at noon on WFLA-TV, the local NBC outlet. Show is owned by Ralph Edwards and produced by Ed Bailey.

Huskisson said additional supporting acts will be booked for the show which will run about 90 minutes. There will be no direct broadcast or telecast from the fair.

Signing of the TV show pretty well rounds out the attraction program for the fair. Al Sweeney's National Speedways will present four days of IMCA speedway-type

Royal American Shows, which winters on the fairgrounds here, again will provide the midway attractions. It will debut its new Ger-Charlie Byrnes | man Calypso here.

SPRINGFIELD, Mo .- The Aut | cording to Owner-Manager Aut

seen at 52 fairs in 19 States.

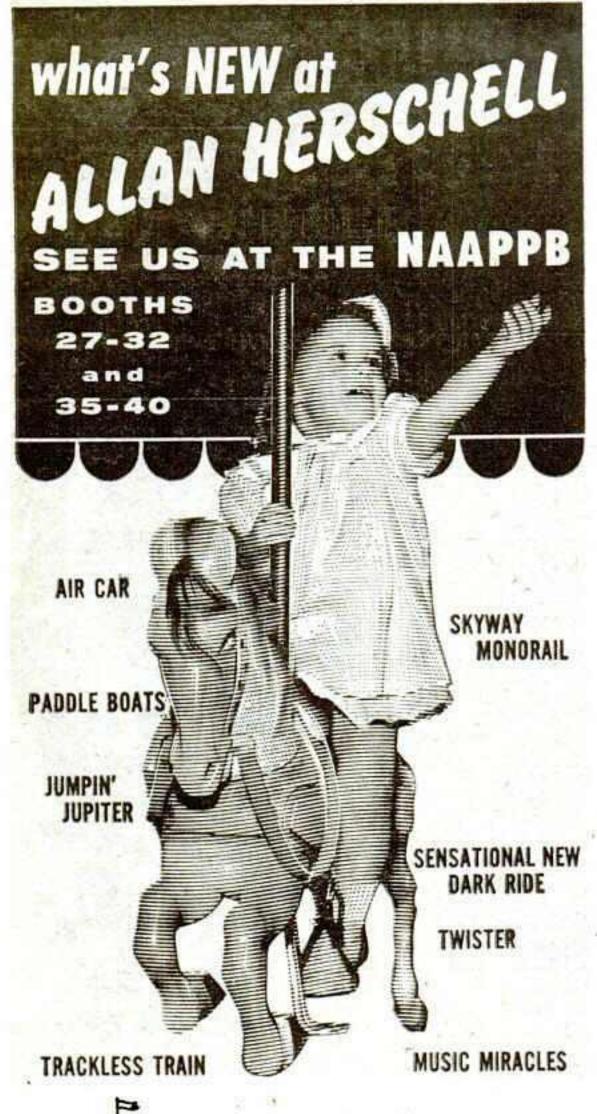
Swenson disclosed that he has chores. signed a number of staffers for the

Also set are Bob Smith with his The show actually played a total air car; Gaylord and Patty Mayof 120 performances, of which 18 nard; the Troys, Jimmie, Nella, Jay were still dates; 29 night afternoon and Kim, and the McNeece shows and 73 fair evening shows, elephant. Tom Gunnels again will In all, the stunt organization was handle advance advertising and Justine Swenson the bookkeeping

Acts used by Swenson during 61 season. Among the stuntmen the past season included Kantorwho will return are Kenny Blaine, Hannell Troupe, Jimmie Troy Toronto; Chuck Beeler, Palm Bay, Family, Johnny (Crazy Otto) Mad-Fla.; Jimmie James, Chicago; Crash dox, Zacchini Cannon Act, Flying O'Brien, Los Angeles; Tex Dens- Snyders, Three Eddys, Maryse more, Odessa, Tex.; Larry O'Brien, Begary, the Maynards, Alice An-Cleveland; Darwin Coryell and drews, and Bobby Norris.



E. D. McCrary, left, owner of the first Sky Wheel manufactured by Allan Herschell, confers at the Arizona State Fair with Curtis and Elmer Velare, who designed the ride device. The Velares were on hand and assisted McCrary by showing his some of the tricks of the trade. McCrary, former show owner, now operates a string or rides on other fun zones.





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Magic Mountain Asks Approval

DENVER-Attorneys for Magic Mountain, Inc., Thursday (10) asked Chief U. S. District Judge Alfred A. Arraj to give the closed amusement park a chance to reorganize under federal bankruptcy laws. Their plea was backed by the Securities and Exchange Commission.

The park attorneys charged that bankruptcy Referee Benjamin C. Hilliard's special report recommending the park's petition be denied was "clearly erroneous."

Hilliard's earlier report had said that the park's plan for reorganization were "vague hopes born of wishful hopes."

Attorney Herbert DeLaney Jr. told Judge Arraj that even if no feasible plan now exists, the reorganization law provides that a disinterested trustee may be appointed to explore possible methods of refinancing and reorganization.

William Scheid, SEC attorney, told the judge that the "interests of 12,000 stockholders are too important to be dismissed" without further attempts at reorganization.

Judge Arraj said that the fact the park was undergoing reorganization would have to appear on the stock prospectus.

"I don't think any reasonable man could convince any other reasonable man that you could sell stock with all this that's going on here appearing at the time of the stock sale," Judge Arraj remarked.

The judge also declared that he was having trouble finding out just "what the financial status of this thing actually is."

One tangle cropping up at the hearing was over how many of the Allen J. Lefferdink enterprises have financial interests in the park. Lefferdink is the Boulder, Colo., financier who had been chairman of the board of directors.

Park President G. Norman Winder said that only one Lefferdink firm had an interest in the park, but the judge said that Lefferdink's testimony before the refcree revealed that three of his firms had advanced money to the park.

Lefferdink, who was not present at the hearing, has said he has "a very large operator" interestd in taking over the park. He has complained that, for the last year, his companies have been harassed by various government agencies concerning the operations of his busi-

"I figure the cost of our legal fees just on these government actions at \$250,000." Lefferdink has stated.



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NEW ARRANGEMENTS in the way of door prizes or attendance prizes are announced by the NAAPPB convention committee. Last year they awarded transistor radios at the opening of each session. This year they will present cash awards of \$50 each for the various sessions. But the hour of awarding these will be different each day, and the time will not be announced ahead of time. One has to be present to win.

. . . Turner Construction Company has been paid \$10,000,000 of the amount it claims due for its part in building Freedomland. A mechanics' lien has been filed to establish a legal position for the remaining \$3,648,-000 that is claimed. . . . There is a string of new trampoline and kart centers in Virginia, among them Flip Flop, Colonial Heights; Goochland Kart Club, Goochland; Jumpland, Richmond; Middlesex Speedway, Hartford, and Tomral, Inc., archery range at Roanoke. Lowe's, Inc., is building a trampoline center at Mechanicsville.

Famed Zoo Uses Park Ideas, Nets \$250,000 From Stands

DIRECTOR OF THE FAMOUS Zoo at St. Louis, George P. Vierheller, in a recent interview in Los Angeles said he makes an annual tour for ideas and gets most from Disneyland, Marineland, movie studios, major parades and small circuses. He said that St. Louis Zoo makes \$250,000 in concession profits annually. Seventy-five per cent of the people are tourists. He said Los Angeles is an excellent place for a major zoo. But the day after he spoke the Los Angeles zoo plan was set back by a court decision which voided a 50-year contract between the city and a group called Friends of the Zoo. The court ruled it delegated to a private group certain powers reserved to the municipality. The Friends of the Zoo would have operated the zoo which the city proposes to build. The major said the ruling would not stop the plan to build the zoo at once.

Detroit Seeking Operators For International Village

EXPERIENCED SHOWMEN able to bring in the right attractions for the projected International Village, Inc., at Detroit are being sought, it was confirmed by Walter C. Shamie, president. Specifically sought are operators for a couple of major night clubs. Plans also are open for up to a dozen smaller music bars or similar spots with entertainment. Some are slated to be on the nationality theme, as Hawaiian rooms, or with Hungarian strollers. International Village is being planned as the next stage in Detroit's civic renaissance, following the opening of Cobo Hall. Even the \$54,000,000 cost of the structure may be topped by the projected \$50,000,000 to \$70,000,000 Village project a few hundred yards away. A major difference is that the Village is being financed by private capital from Detroit, mostly downtown business firms, which view it as a further step in revitalizing the heart of the city.

While nationality and specialty shops, motels and hotels, and offices figure prominently in the plans, entertainment aspects will be a major feature. In the planning stage, besides the dozen night spots, are a swimming pool convertible to an ice rink, restaurants, a roller rink, legitimate theater, art film movie theater, and assorted concessions.

Planning for the three-acre site is to make it a major attraction to bring visitors to Detroit, a sort of permanent world's fair in miniature. About half the patronage is expected to come from local sources, the rest from visitors. Arrangements are already being made with various transportation firms to work out package trip deals for visitors to come to the city to visit International Village, similar to current trips offered to New York to visit Broadway shows or to New Orleans to visit the French Quarter, Shamie said.

Pacific Ocean Park Opens Special Holiday Musical

PACIFIC OCEAN PARK will present a special holiday show, a musical revue with a Christmas theme. It will include dancers, singers, the cast of the Super Sea Circus and a new setting for Santa's Workshop. Music is being arranged by Eddie Dunstedter, of Capitol Records. Marie Bryant is choreographer. The show will be given on weekends until December 2. At that time the spot returns to daily operation thru January 2. During that time there will be several performances daily of the revue. There was a prevue of the show for the Los Angeles Press Club. Tickets were sold by the press club for the prevue, but the POP one-price policy will include admission to the holiday show for the public.

Geo. Myren Named Top Can. Cowboy

Myren, of Viking, Alta., has been round cowboy championship on the basis of points awarded at 1960 rodeos staged under the Cowboys Protective Association ap-

Other first-place winners are: Valley, Alta.

Bronk riding, Kenny McLean, Okanagan Falls, B. C.; bull riding, Leo Brown, Czar, Alta.; wild steer wrestling, Bud Butterfield, Ponoka, CALGARY, Alta. - George Alta.; wild horse race, Don Mc-Leod, Black Diamond, Alta.; high named winner of the Canadian all- point, Leo Brown, Czar; bareback riding, Leo Brown; calf roping, Harold Manderville, Lethbridge, Alta.; chuck wagon racing, Orville Burkinshaw, Calgary; wild cow milking, Cliff Vandergrift, Drayton

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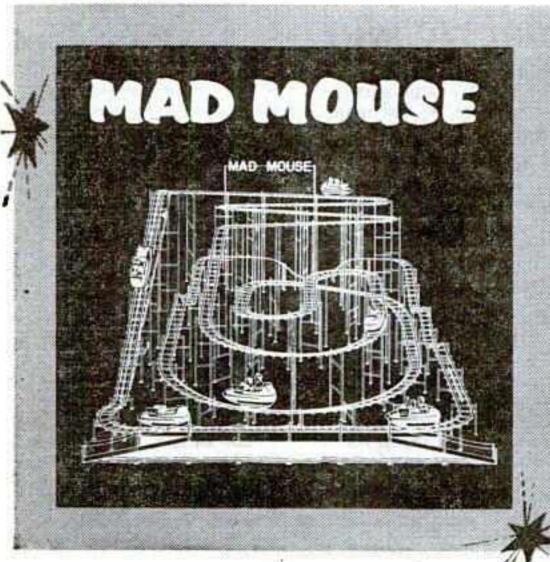


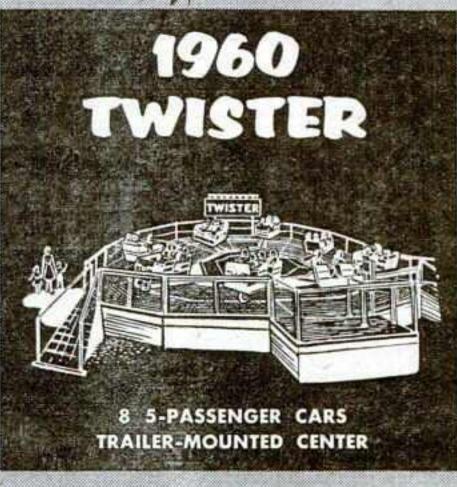
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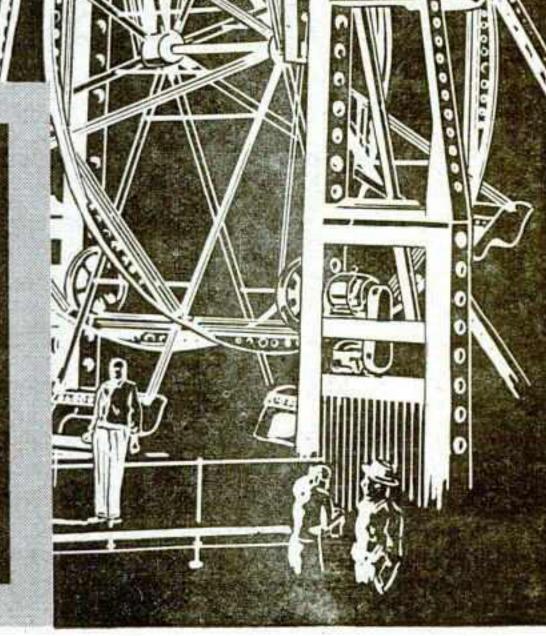
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SHOW NEWS

tions, Lord Simcoe Hotel, Toronto, Iowa, Hotel Fort Des Moines, Des November 28-29. Emery Boucher, Moines, December 12-14. Eugene Quebec Provincial Exhibition, Que- Moore, Tipton, secretary. bec City, secretary.

Internation Association Fairs & Expositions, Morrison Ho- Indianapolis, January 1-3. Robert tel, Chicago, December 1-3. Frank L. Barnet, Muncie Star, Muncie, H. Kingman, 777 Arbor Road, Ind., secretary. Winston-Salem, N. C., secretary.

ciation, Akron, December 8. Ed- January 5-7. Hubert Ransom, St. burg, secretary. win Amend, Extension Service, Of- James, secretary. fice Court House, Akron.

tion, Leopold Hotel, Bellingham, January 7-8. Mrs. Paul D. Kiepfel, December 8-9. Wendell W. Prater, Route 4, Box 77, Crafton, secre- Hickory, secretary. Route 1, Box 72, Ellensburg, secretary.

Canadian Association of Exhibi- Fair Managers Association of

Indiana Association of County of and District Fairs, Hotel Severin,

Minnesota Federation of County Northeast Colorado Fair Asso- Fairs, Radisson Hotel, Minneapolis,

West Virginia Association of Washington State Fairs Associa- Fairs, Waldo Hotel, Clarksburg, tary.

Kansas Fairs Association, Jay-

hawk Hotel, Topeka, January 9-11. Everett E. Erhart, Stafford, secre-

Wisconsin Association of Fairs, Pfister Hotel, Milwaukee, January 10-12. Win Eldridge, 3151/2 East Mill, Plymouth, secretary.

Ohio Fair Managers Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 1043 South Main, Dayton 9, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 11. Tom Moore Craig, Piedmont Interstate Fair, Spartan-

North Carolina Association of Agricultural Fairs, Washington Duke Hotel, Durham, January 12-13. Corbin Green, P. O. Box 776,

Missouri Association of Fairs & Exhibitions, Governor Hotel, Jefferson City, January 12-13. Victor M. Gray, Box 630, Jefferson City, secretary.

Michigan Association of Fairs and Exhibitions, Pick-Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, secretary-treasurer.

Massachusetts Agricultural Fairs Association, Bradford Hotel, Boston, Januaury 16-17. Paul Corson, Topsfield, secretary.

Pennsylvania State Association of County Fairs, Abraham Lincoln Hotel, Reading, January 18-19. William Arthur Morris, Box 912, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 19-20. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary.

New York Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 22-24. James A. Carey, Department of Agriculture & Marks, State Office Building, Albany 1, secre-

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 23-24. H. C. Mc-Clellan, Arlington, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 22-24. Clifford D. Coover, Shelby, Mont., secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. C. C. Hunter, 707 W. Vine, Taylorville, secretary.

Tennessee Association of Fairs, Noel Hotel, Nashville, January 26- Mrs. Malinda Granberry, Mid-South Fair, Box 3808, Memphis secretary-treasurer.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 2-4. Bob Murdoch, 102 East Locust, Tyler, secretary.

Arkansas Fair Managers Association, LaFayette Hotel, Little Rock, February 6-7. Clyde E. Byrd, Box 907, Little Rock, Ark., secre-

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 13-14. Harry F. James, Room 621, County Building, Oklahoma City, secretary.

Florida Federation of Fairs and Livestock Shows, Thomas Hotel, Gainesville, May 14-16. T. L. Barcation, Tallahassee, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 20-21. Roy E. Symons, Skowhegan, executive secretary.

Ontario Association of Agricultural Societies, King Edward-Sheraton Hotel, Toronto, February 22-23. F. A. Lashley, Room 4508, East Block, Parliament Buildings, Toronto, secretary.

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FAIR-EXHIBITION MANAGEMENT

Colo. State Seeks 620G Budget, \$45,000 for Bldg.

PUEBLO, Colo.-Preliminary requests made to the State budget director include \$620,933 for the Colorado State Fair and \$45,000 for the National Guard Armory in Pueblo.

Clyde Fugate, fair manager, requested funds for construction of a new cattle barn, funds to remodel the old structure and funds to remodel the 4-H Club barn for the Future Farmers of America and their dining and assembly hall.

Money asked for the Armory would be the State's share toward construction of a new Armory. The fair commission has sought the old Armory building on the fairgrounds for use by its personnel because it has heating facilities.

The State's share of the new Armory would be 25 per cent, the federal government putting up 75 per cent, or \$135,000.

If the fair's request is granted, the fair would gain the heated building for year-round use by fair employees.

Dallas Juniors Receive \$148,200 in Stock Awards

DALLAS—Checks totaling \$148,200.47 have been mailed to boys and girls all over Texas who participated in the Junior Livestock and Poultry Auction Sales during the 1960 State Fair of Texas.

More than 1,000 Future Farmers and 4-H Club members from thruout the State had animals or fowl in the auctions.

In the Junior Livestock Auction, 338 steers were sold for \$111,-677.10; 209 lambs for \$6,302.65, and 512 pigs for \$20,763.87 for a total of \$138,743.62.

The market turkey sale brought \$5,369.77 for 434 birds and the market broiler sale \$4,087.08 for 1,110 broilers for a total of \$9,456.85 in the Poultry Auction.

The Grand Champion Steer in the Junior Livestock Show was sold by 131-year-old Lynda Cook of Goldwaite for \$6,000. The 720pound steer was purchased by the Sheraton-Dallas Hotel.

The Reserve Grand Champion Steer went for \$1,881.25. The steer was sold by Lynn Trimmier, 13, of Hale Center to Bell Enterprises for Kips Big Boy Coffee Shops of Dallas.

Spokane Nets \$22,094

SPOKANE—The 1960 Spokane Interstate Fair reports a net profit of \$22,094 for its first year of operation as a function of Spokane County.

The county took over early this year after a Washington State Supreme Court ruling that such associations as the former Interstate Fair Association, even the nonprofit, could not receive State support.

The county budgeted \$51,480 for the fair's operation and the fair had a total income of \$73,574. In recent years the fair had been making between \$3,000 and \$4,000 annually.

Dates for 1961 are September 13-17 and planning is already under way. Trees and shrubbery have been planted to add four additional acres of lawn to the fairgrounds.

Harry Linden is president and Charles T. Meenach is manager.

Davenport, Ia., Re-Elects

DAVENPORT, Ia.—All officers of Mississippi Valley Fair, Inc., have been re-elected for 1961.

They are: Ralph Kay, president; Phillip Rotunda and Ralph Keppy, vice-president; Harvey Hoffman, secretary, and Herbert Bolte, treas-

The 1961 fair will be held August 6-12, with Sunday, August 6 as "preview day."

A new midway attraction has been booked—Blue Grass Shows making their first appearance in the Quad-City area. Other attractions will be booked at the Chicago conventions.

The fair board has awarded the contract for stock car racing for the 1961 season to Homer Melton's Speed Demons Stock Car Racing Association.

Among new attractions on the fairgrounds is a roller skating rink to be operated year-round, except during fair week.

rineau, State Department of Edu- EDMONTON EX NETS 134G ON ALL-YEAR OPERATION

EDMONTON, Alta.—Despite several losses, the Edmonton Exhibition Association ended the year with a net profit of \$134,309, it was reported at the organization's annual meeting.

The summer fair was off \$22,811, compared with a \$35,010 profit in 1959. The exhibition racing program showed a profit of \$2,109,

compared with \$28,081 last year. A \$17,377 loss was sustained by the fall race meet, compared with a \$40,543 profit in 1959.

The fall fair had a loss of \$7,981, compared with a loss of \$6,109 last year. The spring livestock show loss was \$2,428, compared with \$3,431. The rodeo loss was \$3,745, against a profit of \$4,799 in 1959.

The quarter horse show had a loss of \$670 in its first year. The light horse sale showed a loss of \$89, against \$570 in 1959. The spring horse show lost \$8,364, compared with \$17,072 last year. The sales pavilion lost \$28,275, compared with \$27,706 in 1959.

Write-off on capital improvements took a big bite out of earnings during the year, it was reported. Write-off on new stables was charged to both the summer and fall race meets.

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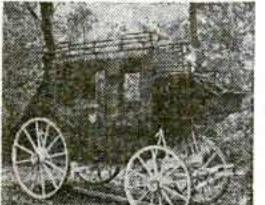
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ARENA, AUDITORIUM NEWSLETTER

'Music Man' Plays Long Route Of Municipal Auditoriums

"THE MUSIC MAN," continuing its successful road tour, is playing a large proportion of stands in auditoriums. The show-just completed a stand at the Veterans' Memorial at Columbus, O., and this week plays Murat Theater in Indianapolis. In the remaining weeks of the year, "Music Man" will play the Kansas City Music Hall, Wichita Forum, Tulsa Convention Hall, Oklahoma City Municipal Auditorium, and the State Fair Music Hall at Dallas. First four months of 1961 will see the Meredith Willson show at San Antonio Auditorium, Houston Music Hall, Civic Theater in New Orleans, Memphis Auditorium, Atlanta Municipal Auditorium, Birmingham Municipal Auditorium, Robinson Auditorium at Little Rock, Ovens Auditorium at Charlotte, Coliseum and the Mosque at Richmond, all of them municipal auditoriums or multi-purpose buildings.

'Dancing Waters' at Denver; Tucson Boys' Road Tour Set

"DANCING WATERS" WAS the top attraction at the Denver Auto Show, which had a four-day run at the Denver Coliseum. . . Lipkey and Krauskopf look for good action at their third Rod and Custom and Sports Car Autorama at Louisville's Kentucky Fair and Exposition Center November 24-27. More than 100 entries have been received. The program includes a schedule of races. . . . Scale for "Holiday" at the Sports Arena in Toledo is \$2 to \$3.50. . . . Warren Butz, former theater manager, has been named concession manager at the Spokane Coliseum by the newly appointed building manager, Joseph C. Sturckler. . . . The Greater Philadelphia Automobile Show had nearly 300 models of cars in 29 lines. Show officials expected attendance to reach 100,000 at the Philadelphia Trade and Convention Center. . . . Charleston, W. Va., Civic Center had the U. S. Army Field Band of 10 as a feature of a Chamber of Commerce banquet which honored 64 executives from major firms which have plants in the area. . . . Tucson Arizona Boys Chorus opens its road tour on January 17 at Farmington, N. M., and continues thru March 29 at Napa, Calif., having appeared in States from South Carolina to Minnesota and Texas. . . . Philadelphia Motor Boat and Sportsmen's Show, February 24 thru March 4, is planning a sports queen contest, operated by Ball Associates Advertising Agency. . . . Myra Kinch and Company starts a road tour January 15 at Liberty, N. Y., and will play coast-to-coast thru May 6 at Bar Harbor, Me.

European Promoter Blocks Austrian Icer in Denmark

SINCE 1953 RICHARD STANGERUP has been handling the Scandinavian tours of "Holiday on Ice," with the stand in Copenhagen taking up most of February. As he also promotes other concerts and shows, he maintains contact with the limited number of halls large enough for such events. Stangerup is bringing "Holiday on Ice" to the Forum for its February, 1961, season. When he became aware that an Austrian ice show intended to occupy the big KB Hall, for a two-week run, starting December 26, he simply leased the hall, with privilege of sub-letting it. The Austrian show was unable to find another suitable hall in Copenhagen, but leased a big hall in the textile center of Herning. Stangerup also presents "Holiday" in Odense, Aarhus and Aalborg, three large towns in Denmark. The Austrians won't be able to play those towns, as the managers of the big halls agree not to lease their halls to any other ice show until after "Holiday on Ice" has played there. The Austrian icer, "Dreamland," claims a cast of 60, a 20-piece band and a big staff of technicians.

San Angelo Names Clewis

SAN ANGELO, TEX., has named Walter C. (Buddy) Clewis to be manager of the San Angelo Coliseum. Clewis formerly was manager of the Dinner Keys Auditorium at Miami for 11 years. His building was one of the hosts to the IAAM convention of 1952, and in 1955 he was named IAAM manager of the year. Clewis succeeds Tom Claskey. First manager of the relatively new building was Jerry Burns, who resigned in November, 1959. City development manager Russell Willis also served as acting manager at the Coliseum.

'Lady' Sees Toronto Record

"MY FAIR LADY" expects to set a house record at O'Keefe Theater in Toronto and hold it a long time for shows with the same scale. "Lady" used an additional row of seats which had not been used for "Camelot." The tickets had been printed but were not offered at the "Camelot" run that opened the new building. "Lady" looks to do \$300,000 in three weeks.

B. C. Officials To Open Ice Show

VANCOUVER, B. C. - Maj. Gen. G. R. Pearkes, V.C., will perform the official opening ceremonies of the 20th Edition of "Ice Capades" in Vancouver December Rotary Club of Vancouver.

1. He is British Columbia's lieutenant governor.

Other distinguished guests will include cabinet ministers, members of Parliament, members of the Consular corps, the Vancouver City Council, and leading Lower Mainland publishers.

"Ice Capades" is sponsored by

Concessioner Views Stadium At Minneapolis Unique Arena

MINNEAPOLIS-Expansion of the concession operation at the Metropolitan Stadium in suburban Bloomington was predicted by James Robertson, concessions manager of the Twin Cities American League baseball club, a position he filled for many years in Washinggiven a major league franchise with the announcement that the here.

Robertson feels that the stadium here does not have ample concession stands.

"We like the stadium fine," he commented. "It looks very nice. But these stands are a little small for our operation and there are not enough to take care of a big league crowd. I've been working on enlargement plans, looking at the equipment, etc. Actually, I don't think it will be much of a problem.

"We found in Washington that one of our most popular things was barbecued meat and we'll put that in here," he added.

There also will be ham and cheese sandwiches. Hot chocolate will be added to the soft drinks, coffee and

Expositions Will Combine

DALLAS - Plans were announced for a combined showing April 22-30 of the second annual Home Furnishings Exposition and the Dallas Garden Center Flower Show, an event expected to attract 150,000 visitors.

It will use two major buildings at Fair Park with over 100,000 square feet of exhibit space.

Sponsors are the Retail Furniture Dealers Association, Dallas Garden Center, and The Dallas Times Herald.



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Texans Build

KINGSVILLE, Tex. — The pagoda-like Charles H. Flato Memorial Building at Dick Kleberg Park in Kingsville was designed by architect Alan Taniguchi of Harlingen and is something a little out of the ordinary.

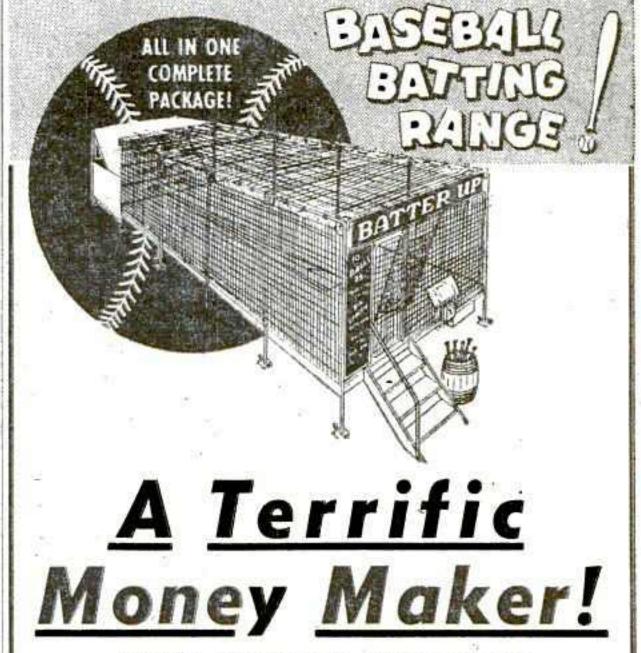
The open-air building is octagoton. The Twin Cities recently was nal, and will be suitable for theater in the round presentations, dances and exhibits as well as farm shows. Washington Senators will move It has 900 concrete seats, which bleachers at the open end of the cover the slope leading down to the building, leading to the stock pens.

SELLS ICER TO ALASKA

BEVERLY HILLS, Calif. -There was a man who sold ice boxes to the Eskimos. Now George B. Hunt Agency has

sold an ice show to Alaska. The agency's "Hollywood on Ice" will play Anchorage December 26-January 2 under Shrine auspices.

arena. According to Gene Corbin, director of parks and recreation for Kingsville, another 700 people can be accommodated on temporary



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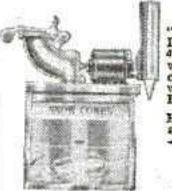
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Machine only \$75.00 Aluminum Stand



BISMARCK, Mo.

SHOW NEWS

Claims 25% Increase Over '59; Huge Sarasota Crowd Fills Top

Beatty & Cole Bros. Circus closed its best season here Sunday (13) and moved to quarters at De Land. The show also maintains an office at Sarasota.

The Beatty-Cole show reported a huge 25 per cent increase in business on the season. This hike over last year gave the circus the best business of its history.

Final days were typical of most of the long tour. Fort Pierce, Fla. (9), was very good, as was Melbourne (10). At Sarasota (11) the circus made a 236-mile jump but George Werner still had the big top poles in the fir by 8 p.m. Then came a big day's business, which was said to be within \$5,000 of the best day Ringling-Barnum ever had

PROMOTERS

11 Larger Towns Working

Can use several more good Promoters who are immediately available. Will also be opening some smaller dates after Thanksgiving.

JACK KELLY General Promotional Manager

TOMMY SCOTT SHOW Phone: Alpine 4-7200 or Alpine 3-4411

Asheville, N. C.

CIRCUS PHOTOS

Here are a few sets of oldtimers selected from my lists. All are post card size. 14 Robbins Bros., 1927.....\$2.00 8 Cole Bros. Parade, 1934. 1.25 14 Sells Floto, 1927...... 2.00 12 Disneyland Wagons, 1959.. 1.75 14 Hagenbeck-Wallace, 1938. . 2.00 10 101 Ranch, 1927..... 1.50 Color photo free with each \$2.00 order and list of thousands of others.

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Notice! **Billy Sheets**

Would like to hear from all his friends in circus business. Write to BILLY SHEETS e/o Sheriff's Office, Cannelton, Ind.

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Opening Illinois Date (Sure Shot for 2 GOOD Men) OPEN NOW! Des Moines office for same deal 13 years. "It's a good one, to last 13 years." Taps, fast collectors, sudden

E. J. FLOYD Write P. O. Box 500, Des Moines, Ia.

ST. PETERSBURG, Fla.-Clyde | in its old home town. With many visitors on hand along with regular customers, the show had a straw house in the afternoon and a night turnaway. Visitors included Art Concello, Pat Valdo, George Smith, and many other circus notables.

At Tampa (12) the Beatty-Cole show had two full houses. Many more visitors were present, and these included Carl Sedlmayr and C. J. Sedlmayr, as well as many other members of the Tampa showmen's club.

For the final stand at St. Petersburg, there was an afternoon capacity house and a light turnout at night.

Orlando Shrine Sets Records; Storey Gets '61

ORLANDO, Fla.—The Shrine Circus here played to four capacity houses despite rain on both days. This reportedly set a new record for the date. Show this year was produced by Wilson Storey.

On Tuesday (1) the audience overlowed onto the field, altho a new section of grandstand seats had been added since last year.

Storey was awarded a contract to produce the show again November 13-14, 1961.

Visitors included Walter Kernan, E. K. Fernandez, Lucio and Paul Cristiani, James Harrington, and Bill Kay.

Gagne, car manager; Ross McKay,

been with it in recent years.

Paris Seeing

Russ Circus

PARIS-Circus Moscow opened

the Craddocks (Fratellinis) and Za-

vatta, who came to watch Oleg

Popov, the Russian clown, who tops

the bill. Show started with the per-

formers presenting flowers to the

audience, and ended with a flock

of doves swirling around under the

Beaumont Lake Charles Lafayette

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dome of the hall.

Floyd Bradbury, organ; Bob Green,

Bob Couls Buys Control Of Famous Cole Circus

HUGO, Okla.—Controlling inter- | tracted for next season are Jack est in the Famous Cole Circus has concessions; Ted LeVelda, Side been purchased from Herb Walters by Bob Couls. Walters will be with Show; Red Folker, superintendent; the show and retains a share in it but will restrict his own activities.

Couls this year was agent for the Cole circus. It enjoyed a highly successful year, playing mostly sponsored stands in the Middle West.

Couls announced that Gene Christian is to be agent for the Cole show. Christian has been agent for the Beers-Barnes circus LaVelda Trio. for about 12 seasons.

Other personnel already con-

ACTS WANTED

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Murat Shrine Circus Indianapolis, Indiana

HILDEBRAND'S, Office: 626A Holf Hotel Bldg., Wichita Falls, Tex. Phone 723-5301. Contact CECIL BYRNE Get your Christmas bankroll in Lawton, No collects, no advance. Bill Henry,

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Send photos, routines and price. MEL HUMMITZSCH THEATRICAL AGENCY, INC. 2021 NO. 19TH, SHEBOYGAN, WIS.

Fair secretaries, see us at the conventions

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www.americanradiohistory.com

CIRCUS TROUPING

By TOM PARKINSON

THE NEW WALLACE Bros. Circus is expected to open quarters at Macon, Ga., shortly, but in a location new to circuses, not in Central City Park. Pete Cristiani is expected in Macon soon. Ed Hiler and Jack Burke are contracting for the new show. . . . Carson & Barnes Circus is expected to play Canada again next season. . . . Jimmy Woods headed a California group that came to the Cristiani quarters in Sanford, Fla., and rented use of the big top and other equipment for a movie filming session.

Paul Forrester, agent for the Tommy Scott Show, is hospitalized after sustaining injuries in a head-on auto accident. He is at South Baldwin Hospital, Foley, Ala. . . . Move of Gene Christian from Beers-Barnes to Famous Cole will come as a surprise to many observers. Christian has been sought by many shows in recent years but always stayed with Beers-Barnes. . . . King Bros. Circus has completed a winning tour of fresh towns in South Carolina and headed into Georgia. . . . Bob Reynolds, who has been ill, visited the Beatty show in Sarasota. He is assistant manager of that circus.

Owners, agents and others from most of the established circuses are expected to be represented at the outdoor conventions in Chicago November 26-30. . . Frank Braden is back in New York after a winning season with the Beatty-Cole show. . . . Lucio Cristiani has been in Atlanta on personal business. . . . Joe Sullivan, who had banners on Carson & Barnes and was to be with Sells & Gray Circus, is ill and will undergo throat surgery at a hospital in Sarasota. . . . Floyd King, Beatty-Cole agent, will be with his family in Macon for Thanksgiving.

strongs reside at Montezuma, Ind., Charles Rex, transportation, and Doris Smith, cookhouse. Most posts are going to persons already L. Sullivan, of Manhattan, Kan., with the Cole show or who have recently caught the Clyde Bros. Circus at Salina, and visited with Acts that are signed include Howard Suesz, Tex Burwell and others. . . . Bob Orth, Pomona, calliope; the Burdetts, Charles and Calif., visited recently with Mrs. Shirley Rex, Hines Rucker, Patti Leta Griggs and Clayton Behee. Couls, Marlene Bradbury, and the . . . Al Dobritch had Les Bully Trio on the Ed Sullivan TV show Sunday (14).

John M. Kelley was in Chicago last week to arrange transportation for his forthcoming visits in the East and annual sojourn to Central America. . . . Bev Kelley, ahead of the Bert Lehr company of "Mida run at the Palais des Sports summer Night's Dream," was in October 28. Ingrid Bergman and Minneapolis and Chicago last week. Yul Brynner were first-nighters, as . . Stanley Paul, promoter, rewere a number of clowns, including cently with Cristiani, is in Chicago.

> Fort Worth Shrine Circus this year includes a contract provision that acts must appear in the street parade. The march was Saturday (19). . . . Carlos and Enricaquetta Ricci, after winding up the Gil Gray season, are in Dallas, where his juggling act has been held over at the Barney Weinstein Theater Lounge. He has been with Packs, Cole, Dailey, Biller and Rogers circuses.

> Bob and Mae Noell and their gorillas were featured in an article in the Charleston (S. C.) newspaper recently. They stopped off in South Carolina before moving on to their Florida base. They pointed out their pair are the only touring gorillas in this country, and Mae quoted some gorilla "words" and signals.

Joe McKennon, of Fletcher, N. C., writes from Europe about catching the Oktoberfest and Circircus in Vienna, Schumann in Denmark, Willie Hagenbeck in Germany, Medrano and D'Hiver in Paris, and Smart, Mills and Chipperfield in England, Moscow circus in Paris, and others. He said Billy Smart had the best show. Medrano flies the steel arena from the top of the building, thus eliminating the tear-down delay. Paris edition of The New York Herald-Tribune said the Moscow circus is "fine, entertaining, surprising," but that "in neither size nor design does the Moscow circus seek to rival the Ringling Bros. or (Bertram) Mills."

Emmett Kelly was the topic of a page feature in the roto section of The Fort Wayne (Ind.) News Sentinel recently. . . . Joseph (Frenchy)

Earl Armstrong, of the Roscoe Brais, former novelty man on Armstrong bucking Ford act, and Downie, Barnett, Russell, Rogers Betty Pyle, non-pro, were married and King, would like to hear from October 15 and are residing at old friends. He is at the U. S. Marion, Ind. The Roscoe Arm- Veterans Hospital at Davis Park, Providence. . . G. M. Phillips where they were visited recently by caught the helicopter free act at the the Roscoe Ronk family. . . . John Long Island Fair's circus recently. . . . Spencer Stine, Washington, caught Polack at Baltimore.

> Mike VanSweringen, Chicagoan who promoted an excursion to the Circus World Museum this summer, now is running another one to the Milwaukee Folk Fair. He has changed the name of his group to the Circus Club of North America. . . . Bill Myers writes that Roy M. (Blackie) Baker is at the Toronto Tuberculosis Sanitarium, at Weston, Ont., and would like to hear from circus friends. He has multiple sclerosis as well as TB.

> The Johnny Welde bear act has signed with Circus Hall of Fame for winter weeks. Also there will be Michael Coco's Clowns and Paul and Anna Fritz with their chimps, reports Manager Bill Naramore. . . Line-up for the recent Hughes Aircraft circus in California included Al Lyons' band, Norman Carroll, Ted DeWayne Troupe, Capt. Frank Hughes, McLennon's Chimps, Tommy Bentley, Bill Dedrick, Kalonas Trio, Rudy Bros. Elephants, Don Johnson Troupe, Monahans, Lacy Troupe and the Flying Viennas with David Nelson.

Pat Kelly, son of Emmett, has been booked for 20 weeks with the Hamid-Morton Circus. . . . JoJo Lewis, retired clown cop, remains at the Logansport (Ind.) State Hospital and enjoys mail. . . . Visitors on the Polack show at Baltimore included the Rudynoff family, Vin Carey, Bill Galloway, Beryl Ann and El Keys, Mike Larson, Frank Greene, Chuck Sateja, Katherine Gardner, George Whitfield, Claire and Tony Conway, Paul Kaye, cus Krone in Germany, Rebernigg Al Dobritch and Janet and Frank Burger.

> George C. Taylor, circus carpenter and wagon builder, is back in Chicago after a trip to New York, where he took a look at Freedomland. His plans for the coming weeks are uncertain.

JERRY WELCH

The "Hit" Parader, Trumpef-Playing Police Clown, as "PIGSVILLE POLICE BAND" 6032, 161 West Wisconsin Ave.

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tional, Fort Worth, Logston and Rangoon, Burma; Calcutta and his staff of four have been collect- Bombay, India; Colombo, Ceylon, ing their shopping list for some and on to Africa. time for him to personally inspect and buy on the spot at places ton intends to "shop" for animals around the world where they are are at Kenya, Nairobi; Mombesa, available.

back via water, but most will be Ghana; The Cameroons, and Kano, flown to Fort Worth from their Nigeria. From Africa, this young points of purchase.

wild animals were never more romantic than Logston's undertaking. He speaks only English. He is at nearly every stop on his travels. the mercy of others for changing Sales will also get his attention in

will treat him fairly in all matters wares native to the Americas.

FORT WORTH-One of the except wild animals, and he has most unusual wild animal buying- his own tests for examining them selling treks ever made is scheduled without human sight. His sensitive and the Cristianis have been to start December 3 when Dale ear can detect off-measure breath- signed for the E. K. Fernandez Logston enplanes for a six-week ing in an ill snake before a veter- Circus to open February 15 in visit with trappers and traders inarian sees anything wrong. He Honolulu, Fernandez said here. He knows how every type of healthy Logston, 29, dealer in animals wild animal should "look" to his the Hawaiian Islands but will return professionally for five years, won't sensitive fingers, and if those fingers for the conventions in Chicago. exactly "feel" his way around the are not properly stimulated he usuanimal compounds of the world, ally can diagnose the animal's im-Because he "sees" with all his perfections, even to sensing worms senses except his eyes. He has in a restrained big cat's stomach been fascinated by wild animals when the vet hasn't located a sign since visiting the Forest Park Zoo, of them. The tempo of an ele-St. Louis, frequently during the phant's roll from side to side has a and His Cannon, John Niccolini years he attended the Missouri meaning to him. He has confidence in his knowledge, and so have his He plans to make the trip alone customers, for most orders he carand will take quite a shopping list ries with him are from satisfied

He goes first to Tokyo. From the Chicago conventions. He also will carry a list of items Japan he flies to Singapore and Kuala Lumpur, Malaya; Palem-As head of Animals Interna- bang, Sumatra; Bangkok, Thialand;

Contacts in Africa where Logs-Kenya; Zanzibar, Tanganyika; Heavy animals will be shipped Walvis Bay, West Africa; Accra animal dealer will fly to Amster-Marco Polo's foray thru the dam, The Netherlands. He also Orient and the Hagenbeck set-up has appointments in Frankfurt, in Germany for world buyers of Germany, before flying back to Fort Worth via New York.

Buying will occupy Logston at American and foreign currencies. both Japan and Europe, where zoos Logston is confident that people are in the market for some of his

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Ferris Wheel . Caterpillar .

THE NEW GRAPHOSKOP

Honolulu Inks Cristianis, **Beatty Cats**

HOLLYWOOD-Clyde Beatty left Monday (14) for his home in

Other acts for the show which will run three weeks in Honolulu, with plans now being made for an additional week in Hilo, include the Great Arturo, Captain Munoz and his chimps, Gaona and Company, and Joe Frisco and his baby elephant. Other acts, he said, are to be signed when he returns for

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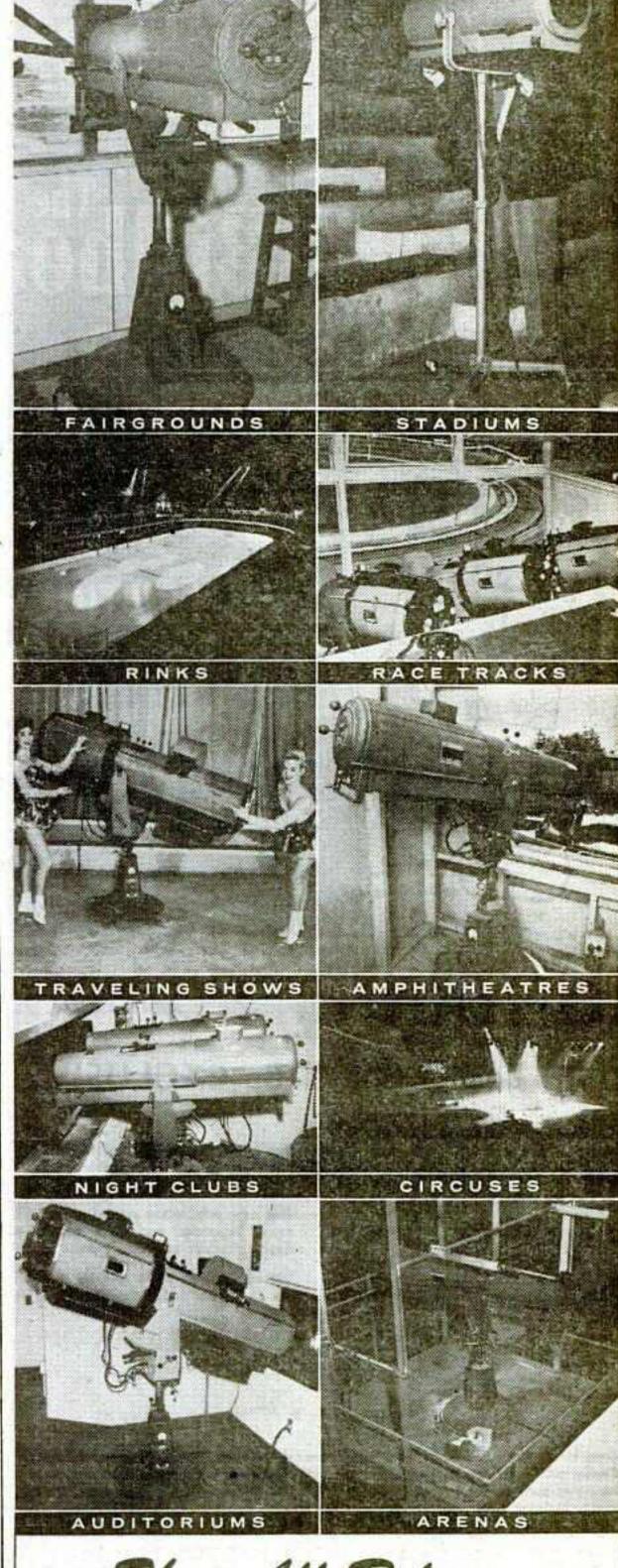
2 Alian Herschell Merry Go Rounds, factory reconditioned with 42 & 36 new horses. KIDDIE RIDES: Fire Engine, Water Boat Ride, Cho-Cho Railroad Train with all locomotives Rocket Sky Fighter. Mangels Roto-Whip, Elephant Ride, Circus Ride & Dragon Ride
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SHOW NEWS

VERY SPECIAL ANNOUNCE



A COMPATIBLE SPLIT IN THE INTEREST OF READERS

Dear Reader:

We thought about this a long time . . . splitting Billboard down the middle, or thereabouts, to give you, our reader, more ... and better ... and faster editorial service.

We knew two publications would add up to more than the whole. By adding Funspot coverage on the new weekly basis, we are sure of an audience-pleasing combination. You get more news, more features, less of what you are not interested in, better quality in every way.

Why didn't we do it sooner? Well, it takes more than a new masthead to make a new publication. Actually three years of research and planning have gone into this split. You'll receive your first copy of one or the other of the new Billboard publications-the one that is edited for you-on January 9. Both editions will be available on the newsstands. We know you'll like it.

Both Editions Will Be EXCLUSIVE Yet ALL-INCLUSIVE



You'll find everything you'll want to know about music and coin operations, current news . . . informative features . . . complete charts and reviews . . . in the new Billboard Music Week.

This new publication retains every music and coin feature from The Billboard, plus more: Expanded and more specific editorial coverage, tailored to the particular needs of music and coin industries.

Billboard Music Week will be the most valuable business tool you ever laid eyes on . . . watch for the first issue, dated January 9, 1961.

More, more, more . . . that's what The Billboard Outdoor Show Business and Funspot Weekly will give you each week. This exciting new publication will bring you all the news and features you've followed in The Billboard . . . plus new, timely, weekly Funspot coverage.

Two publications are being combined to provide the only complete and weekly news and feature magazine in the industry. New 81/2" by 11" format will make your reading faster, easier, too.

One quick look at The Billboard Outdoor Show Business and Funspot Weekly will tell the story. Watch for it January 9.



Better for You in 4 Important Ways . . .



LATER NEWS MORE OF IT!



FASTER REVIEWS CHARTS





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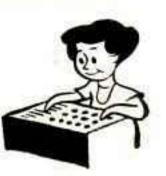
What's your primary interest . . . music . . . coin . . . outdoor . . . showbiz . . . amusements? When January 9 rolls around, the mailman will bring The Billboard publication that covers

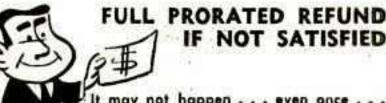
your interest.

Your present subscription to The Billboard of Funspot will be fulfilled with one of the new publications . . . the one that suits you best. Look at it, you'll be getting even more for your maney ... more of the kind of information you want,

HOW YOUR EDITION IS ELECTRONICALLY SELECTED BY PUNCH-CARD METHOD

Right now The Billboard lists containing not only names and addresses but companies and types of business . . . are being sorted electronically to make up new lists for the new publications. If our electronic brain should misjudge you by chance, let us know and we'll make the switch quick.





It may not happen . . . even once . . . but if you should take issue with The Billboard improvements, our check for the unused portion of your subscription will clear the air.



LIFE-TIME GUARANTEE Dealer Inquiries Invited.

Introducing the ALL NEW Aluminum RIVETED Travel Trailer

1--- Newly Designed Concept in Travel Trailers

5-Lengths to choose from: 18, 21, 24, 26 and 28 ft.

10---Completely Different Interior Plan Styles

For That Showmanship Flare-Buy an Avalair. Write for FREE Brochure and Price List.



Corporation, P. O. Box 217B Baroda, Michigan

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HARDCOTE FINISHES

For Carnivals and Parks

Through the years many of you met the late H. Vernon Smith, Vice-President of our Company, who passed away last spring. In Vern's absence and memory, we respectfully request that you contact us direct for any service we might render.

McDOUGALL-BUTLER CO., INC.

Buffalo 14, New York

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

with Castons equipment

Jack Tar of **Durham Site** Of N. C. Meet

WINSTON-SALEM, N. C. — Plans for the annual State fair meeting were developed recently at a meeting in the Robert E. Lee Hotel. Attending were directors of the North Carolina Association of Agricultural Fairs, summoned by President Neil Bolton.

The convention will be held Thursday and Friday, January 12-13, in the Jack Tar Hotel of Durham. This had always been known as the Washington Duke, showmen and fair officials are reminded, until a change of title in July of this year.

It was decided that subjects scheduled for discussion would include fireworks, tickets and passes, liability, decorations, public address systems, and advertising.

Committees appointed by Bolton are as follows: Nominating, Dr. J. S. Dorton, Oland Peele and Woodie Osborne; banquet, Dave Clay, Clyde Propst, Howard Holly, J. S. Dorton Jr., Mrs. Clyde Smyre, Mrs. Clyde Kendall and Mrs. Curtis A. Leonard; auditing; Zack Long, Norman Y. Chambliss and William Gentry.

10,000 ANIMALS

Chicago Stock Expo Eyes 400,000 Gate

number of foreign countries in- will also be displayed. cluded.

in the 13-acre International Amphi- national Horse Show this year. Six theater and a wide area of the events will be staged at each of Chicago stockyards, and total list- the 14 horse show-rodeo performings of 10,000 animals are ex- ances, November 25-December 3. pected.

near, boys and girls from farm calf roping, girl's barrel racing and and ranch, and leading horsemen Brahma bull riding. will combine to send their top specimens to the competitions that annually determine the crowning championships of the year among 38 different breeds of farm animals.

All breeds of dairy cattle, as well as beef cattle, again will be seen in competition this year, following the show's merger last year

CHICAGO-Credited as the with the International Dairy Show. largest of the nation's agricultural New ideas for farm practices shows, the International Livestock will be depicted in an enlarged Exposition will mark its 61st an- equipment show. Included will be niversary here November 25-De- the latest in farm tractors, includcember 3. Officials predict an ing the largest ever built-it weighs attendance of more than 400,000 13 tons. Automatic feeding equipwith all 50 States, Canada and a ment and stock-handling systems

The George Holmes Rodeo will The show will be held, as usual, be an added feature of the Inter-Included will be saddle bronk, steer Livestock breeders from far and wrestling, bareback bronk riding,

Kerr County Auditorium Is Completed

KERRVILLE, Tex. — Dedication services for Kerrville's \$250,-000 Municipal Auditorium was held here Sunday (20). Howard Butt Jr., of Corpus Christi, was the speaker and Mayor Manley Cooper Jr., was master of ceremonies. The auditorium was dedicated to the war dead of Kerr County, and in memory of Walter Jarmon, who left the property for the building.

Tent Theaters Buy New Tops

CHICAGO - Orders for two tents that will house Eastern music theaters for the 1961 season have been received by O Henry Tent & Awning Company here.

The tops, both 120 by 160 in size and made of green and tangerine flame-resistant material, will go to the Westbury (L. I.) Music Fair and the Valley Forge (Pa.) Music Fair.

WILD MOUSE

SCHIFF, 50 x 97, \$15,000.

HERBERT H. YOUTIE

Morton, Penna. See me at the convention.

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ANIMATED

Fun House and Dark Ride Stunts, Miniature Golf Hazards, Mother Goose Figures, Walk Thrus, Outdoor Spectaculars.

ANIMATED DISPLAY CREATORS, INC.

\$7500 per Hour Earning Capacity with Cetars

GIANT 32-oz. POPPING UNITS

ELECTRIC OR GAS

The 32-ounce capacity glant popping units are capable of making profits for you that

you never thought possible. Featuring extra heavy-gauge all-steel popping pan bottom

• . . lighter gauge walls to concentrate heat under the corn . . . Counter-weighted lid

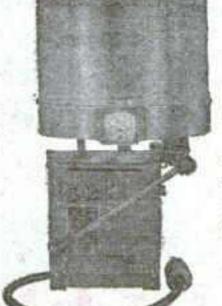
Cretars NEW Perfection Candy Floss Machine

The pre-heat switch on the Cretors New Perfection Candy floss machine enables the operator to pre-heat sugar before turning on the motor . . . thus preventing sugar loss. Brushes and collector rings are totally enclosed ... preventing sugar and other foreign matter from crystalizing and form-Ing on these electrical parts. The head is spring mounted for perfect balance. Heavy duty motor has life-time sealed bearings. 8" x 26" bowl. Light weight . . . fast . . . made of rust-proof aluminum.

Cretars Automatic Caramelcorn Mixer

Cooks the Cretors special Caramelcorn mix in about six minutes and mixes it with popped corn in just 3 more minutes. . . . giving you a total of about six batches or 25 pounds of Caramelcorn per hour . . . making possible a gross profit up to 70%, Base . . . 10" square . . . Height 27" . . . Kettle diameter 16" . . . In dumped position, the unit is about 30" wide. Six foot Stainless Steel Counter available.





NEW! Caramel corn Mix

in polyethylene bags containing 2 lb. 14 oz. . . . featuring 4 oz. of 93-score pure creamery butter. Shelf life of over one year . . . not subject to rancidity . . . no refrigeration required. 12 bags to a case.



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*BIG PROFIT

PARATROOPER Profits Prove PERFORMANCE

AFTER ALL - it's the PROFITS that count -PARATROOPER has been consistently at



SEE US AT BOOTH 194 IN CHICAGO

Pleasure Beach Bankruptcy **Hearing Set**

BRIDGEPORT, Conn. - First creditors' meeting of the Pleasure Beach Operating Company, the private firm which for the past three years operated the city-owned amusement center and which is now bankrupt, has been scheduled for December 1 in Bridgeport Bankrupcy Court. Liabilities are listed at \$284,906.

Copenhagen to See Bolshoi; Expect Big Ticket Rush

COPENHAGEN—The big Falkoner Centret Theater and the century-old Wilhelm Hansen concert bureau announced Moscow's Bolshoi Ballet, with its stars and symphony orchestra, has been booked for six performances November 20-26.

Tickets, at prices ranging from \$2.70 to \$9—which is very high for this city—were to go on sale at 9 a.m. Monday (7). The theater management felt so certain that ticket buyers would start lining up at midnight that they announced that chairs would be lined up in the lobby so they could sit the night out and that coffee and hot sausages would be passed out at 6 a.m.

Rodeo Producer Starts Building Western Themer

MESQUITE, Tex.-Neal Gay rodeo man, is tearing down one of the town's old landmarks, the auction barn on the rodeo grounds, to make way for a Western town. Gay's million-dollar Western town will include some 25 real shops and an amusement center spread Western style over 17 acres. The merchants will dress Western style. Adjacent to the center will be the Mesquite World Championship Rodeo.

Zoo Attendance

EDMONTON, Alta.-Attendance at the Storyland Valley Zoo this year was 232,200, compared with 244,010 in 1959, its first year of operation. The season was May 1 to the end of October. Last year it was July 1 to early October.

Altho designed primarily for children, the zoo attracted 131,189 adults, compared with 127,434 in 1959. Children totaled 101,011, as against 112,976, and the rides drew 207,879 customers compared with 162,194 in 1959.

Permit Denied

DALLAS—The city council this week (7) rejected application of the Mason-Dickson Company for a permit to install a children's amusement park between Zang and the new R. L. Thornton Freeway.



Centre Hall, Penna.

Phone: EMpire 4-1403

NAAPPB Convention

Hotel Sherman, Chicago

Saturday, November 26 12:00 noon-AREA luncheon and business meeting, Bismarck Hotel.

2:30 p.m.—Board of Directors Meeting, Polo Room, 102. 4-6 p.m.—AREA reception for clients and guests, Bismarck Hotel.

Sunday, November 27

9:30 a.m.—Registration desk opens, mezzanine. 10:00 a.m.—Trade show opens. Exhibitors' Day.

11:00 a.m.—Young Executives' Brunch, Crystal Room. 3:00 p.m.-Ladies' Tea, Skyline Club. Chairman, Mrs. Robert Ott;

Co-chairman, Margaret Lehr.

6:00 p.m.—Trade show closes. 6:00 p.m.—Early-Bird Cocktail Party, honoring new members.

10:00 p.m.—Skyline Club, 18 floor.

Monday, November 28

8:45 a.m.—Kiddieland session, Chicago Room. 9:00 a.m.—Beach & Pool Session, House on the Roof.

9:30 a.m.—Registration desk opens.

10:00 a.m.—Trade show opens. 11:00 a.m.-Executive business session of NAAPPB.

2:00 p.m.—NAAPPB afternoon session opens.

6:00 p.m.—Trade show closes. 6:00 p.m.—Beach and pool members, cocktail party and dinner.

8:30 p.m.—Kiddieland evening session.

8:30 p.m.—NAAPPB evening session.

10:00 p.m.—Skyline Club.

Tuesday, November 29

9:00 a.m.—Beach and pool session opens.

9:30 a.m.—Registration desk opens.

9:30 a.m.—Kiddieland session open.

10:00 a.nr.—Trade show opens. 10:30 a.m.—NAAPPB board of directors meeting.

12:15 p.m.—Kiddieland luncheon.

2:00 p.m.—General session opens.

6:00 p.m.—Trade show closes.

6:00 p.m.—President's reception, Skyline club; board and committee members.

7:30 p.m.—Annual banquet and ball, Grand ballroom.

Wednesday, November 30

9:00 a.m.—Beach and Pool session opens.

9:30 a.m.—Registration desk opens. 10:00 a.m.—Trade show opens.

12:00 noon—NAAPPB recognition and award luncheon.

2:30 p.m.—Convention adjournment.

5:00 p.m.—Trade show closes.

General Sessions

Monday, November 28

11:05 a.m.—Roll Call; Reading of minutes; Reports by Secretary John S. Bowman; Program Chairman, Laurence Canfield; Resolutions Committee Acting Chairman, Paul Huedepohl; Location & Exhibits Chairman, C. K. (Jack) Macdonald; Music Royalty Chairman, John L. Coleman; Program of Work Chairman, Ed Schott; Treasurer, A. L. Filograsso, and Finance Chairman, William B. Schmidt.

11:30 a.m.-Nominating Committee, Chairman A. B. Gurtler Jr.

11:40 a.m.—Unfinished Business; reports by Publicity and Public Relations Chairman, Carl O. Hughes; Insurance Chairman, Julian Norton; Government Relations Chairman, Harry J. Batt; Membership and Credentials' Chairman, Marvin Staton; Exhibit Awards Chairman, Dudley Humphrey; Banquet and Entertainment Chairman, Jack Singhiser; Shooting Gallery Chairman, Fred W. Pearce Jr., and Safety Chairman, Marvin Staton.

12:00 noon-New Business; Recess.

Laurence Canfield, Program Chairman

2:00 p.m.—Call to order and opening announcements. 2:10 p.m.—President's Address, "Success in the Sixties"—Robert L. Plarr, Dorney Park, Allentown, Pa.

Safety Council. 2:20 p.m.-"Your Choice-Voluntary Action or Government Regulations"-Raymond C. Ellis Jr., Director of Small Busi-

ness & Associations Division of National Safety Council. 2:35 p.m.—"Meeting Competition with the New Look":

"Outstanding Park Improvements Thruout the Industry"— Harry J. Batt. Jr., Pontchartrain Beach Park. "Dark Rides Are New Again (and Profitable!)"-William Campbell, Arrow Development Company. "More Patronage Thru Sound Effects"-Jim Hervey, Audio Electronics.

"The \$500,000 Expenditure—How and Why," with movies —Riverside Park.

"The One-Price Policy-Our Salvation"-Ben O'Dorosio, Pacific Ocean Park.

3:05 p.m.—"How to Profit Most From Your Trade Association," William Tishman, Automatic Merchandising Company. 3:20 p.m.—Business Forecasts, "Outlook for 1961"—John Allen,

President, American Recreation Equipment Association; Tom Davidson, Market Research, "Funspot."

3:25 p.m.—Report of Exhibit Awards Committee—Dudley Humphrey, Chairman.

3:50 p.m.—Convention Keynote Address, "Fun, Our Secret Weapon" -Irv Wermont, New York.

8:30 p.m.—Evening "Shop Talk" Sessions. Room 102-"Publicity and Promotion"-Carl Hughes,

> Room 106-"Food and Drink Management"-John Coleman, Moderator.

> Room 107-"Maintenance Problems"-Larry Stone, Modderator.

> Room 108-"Labor Relations"-Henry Bowen, Mod-Room 110-"Games Management"-William W. Muar,

> Moderator. Room 111-"Kiddieland Promotion"-Ferd Clemen, Moderator.

9:45 p.m.—Assembly of "Shop Talk" participants for five-minute summations by moderators-Louis XVI Room.

2:00 a.m.—Skyline Club Hospitality Session—18th Floor.

Tuesday, November 29 Laurence Canfield, Program Chairman

2:00 p.m.-Call to order and opening announcements. 2:05 p.m.—"Politics Is Your Business"—Preston E. Peden, Director of Governmental Affairs, Chicago Association of Commerce and Industry.

2:20 p.m.-"What's New in Paints"-Thomas J. Daly, Research

Chemist, Jewel Paint & Varnish Company.

2:35 p.m.—"Meet the Press"—Open Forum Discussions—Experts: NAAPPB Past Presidents: Edward J. Carroll, Harry J. Batt, John L. Coleman, Elmer E. Foehl, Henry G. Bowen, Arnold B. Gurtler, George A. Hamid, Paul M. Huedepohl, A. W. Ketchum, A. B. McSwigan, William W. Muar, Robert L. Plarr, William B. Schmidt and Edward L. Schott.

News Panel: Tom Parkinson, The Billboard; Jim McHugh,

Funspot; Lee Brooks, Cashbox Magazine. 3:20 p.m .- "What Can and Should Be Done in Publicity and Pro-

motion"-Jim McHugh, Funspot. Moderator. "Making Publicity Count"-Ed Ettinger, Public Relations Director, Disneyland.

"More Revenue Thru Gift Shops"-Glenn E. Holland, President. Santa's Village.

"Promoting Your Ballroom With Dancing Lessons"-Mrs. Dale King, King's Park, Norfolk, Neb.

"Getting More Group Business From Churches and Schools"—Harold E. Gorry, Bob-Lo Park.

4:00 p.m.—"Ideas That Make Men Great"-Dr. Herbert True. South Bend, Ind.

Wednesday, November 30 12:00 noon-Recognition and Awards Luncheon-Presentation of convention awards-Dudley Humphrey, Chairman Tribute Awards Committee, and Ed J. Kilcullen, Chairman Service Awards Committee. "Business Will Be Fun in '61"-J. W. (Patty) Conklin,

Conklin & Garrett Ltd. 2:30 p.m.-Adjournment of Convention.

Pool and Beach Sessions

Monday, November 28 9:00 a.m.—Get acquainted over coffee and rolls.

. 9:30 a.m.—GREETINGS: NAAPPB President Plarr, Secretary Bowman.

9:35 a.m.—"Working With Your State Health Department"—C. W. Klassen, Chief Sanitary Engineer, State of Illinois.

9:50 a.m.—"New Water Safety Program and How You Can Help"-Ralph Kuhli, Director of Water Safety, National Safety Council.

10:00 a.m.—"Need for a Year-Round Program of Services for Pool Operators"-R. J. McCarthy, Director of Park Activities, Government Services, Inc.

6:00 p.m.—Cocktail Party and Dinner. Tuesday, November 29

9:00 a.m.-Social period of coffee and rolls.

9:30 a.m.—"Possibilities for Group Liability Insurance Protection"-John Naughton.

10:00 a.m.—Panel "Promoting Your Pool for Greater Revenues"—
"Promotions for Private Clubs"—Milton Metsky. "Shows and Entertainment"-Eddie Cole.

"Promoting Good Will"—Arthur I. Yellen.
Why Be Satisfied With Ninety-Day Operation?"—Chuck

"Expanding Group Business"-James H. Dickson Jr., Cascade Plunge.

11:30 a.m.-"Stretch Your Season With Pool Heaters"-Frank Philipps. Wednesday, November 30

9:00 a.m.-Coffee and rolls.

9:30 a.m.—Problem-solving Clinic questions from the floor directed to the panel of experts.

10:00 a.m.-"Case History on Our Experiences in the 'New Way' to Teach"-Vernon D. Platt.

11:00 a.m.—"How Red Cross Can Help You"—Richard L. Brown, Red Cross National Safety Director.

11:00 a.m.—Round-Table Discussions.

11:45 a.m.—Closing remarks and adjournment for Awards Luncheon.

Kiddieland Sessions

Monday, November 28 8:30 a.m.-Get-Acquainted Breakfast, Greetings from President Plarr, Secretary Bowman.

9:10 a.m.—Introduction of New Members. 9:15 a.m.—Appointment of Committee on Merit Award.

9:20 a.m.—Reports of Standing Committees: Band Organ Tapes-Wallace Massey; Trade-O-Rama, Herb Youtie.

9:30 a.m.—"Impressions of a Roving Reporter"-Jim McHugh, Funspot Magazine.

10:00 a.m.—"Karting—The Latest Craze in All Its Phases."—Don Bee-be, U. S. Karting Association.

10:45 a.m.—Adjourn for Executive Session. 12:15 p.m.—Buffet Luncheon.

1:00 p.m.-"Trampolines-Fad or Fancy?"-George Nissen, Nissen Trampoline Company, talk and demonstration.

1:30 p.m .- "Imagineering-New Ideas for New Rides"-Joseph W. Fowler, Executive Director, Disneyland.

2:00 p.m.-Adjourn for Afternoon Session NAAPPB Meeting.

8:00 p.m.-Kiddieland "Shop Talk" Session. "Hobo Jungle Birthday Party"-Sam Bornstein, President, Swope Railways.
"Special Events"—Ed Ettinger, Public Relations Direc-

tor, Disneyland, Inc. "School Pinics"-Ted Kruse, Enchanted Forest.

9:15 p.m.—Adjournment for summation meeting in Louis XVI Room, along with other "Shop Talk" participants. Tuesday, November 29

9:30 a.m.-Get re-acquainted. Coffee and rolls.

10:00 a.m.—"Coin-Operated Concessions"—Discussions by Bob Gast, Holiday Hill, St. Louis, and Richard H. Ziegler, Auto-

matic Canteen Company.

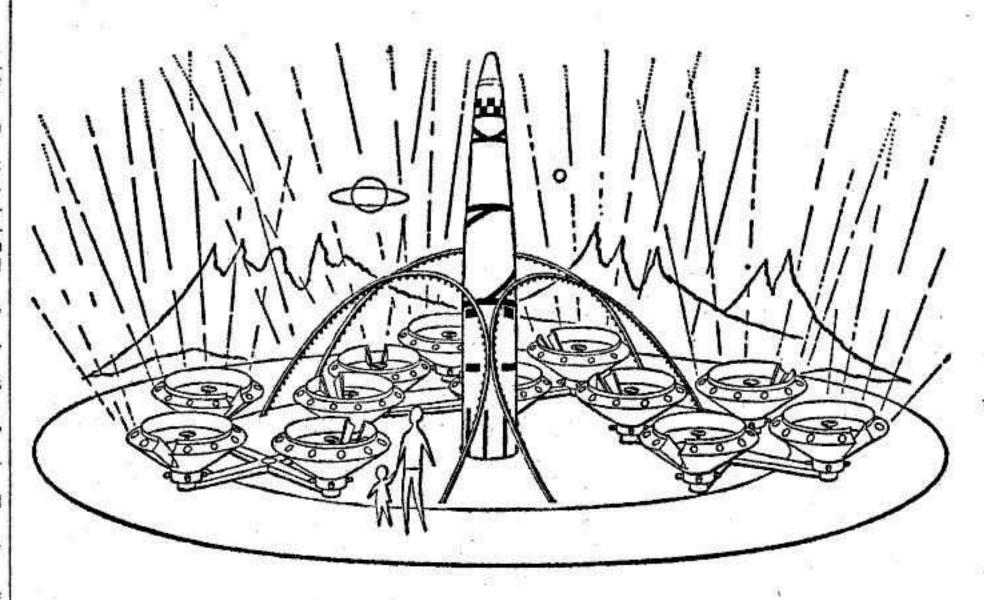
10:30 a.m.—"Themelands"—Glenn Holland, Santa's Village.

11:00 a.m.—Insurance Panel. Moderator, Maynard Rueter, Funspot.
Panelists: John Logan Campbell, Fred Lauerman, John Naughton, Charles Lenz and Clem Schmitz.

Wednesday, November 30 9:30 a.m.—Get-acquainted opening session, coffee and rolls.

10:00 a.m.—Open discussion of kiddieland topics.

11:45 a.m.—Adjournment.



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The 1961 Version of our original 1955 ride

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Special lighting and space-age appearance make SPACE WHIRL a stimulating attraction night and day.

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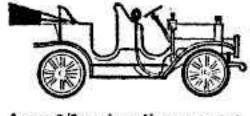
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Trackless train. Articulated, molded fibreglass shell, permanent color, electronic steering—the "Mardi Gras" trains at Freedomland.



Freeway car. Sleek body, realisticlooking bumpers with hidden shockabsorbing capability for fun with safety. Extra-strong construction for long life under heavy use. Top appeal, adaptable to any site.



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SHOW NEWS

Rides up to 48 persons. Loads on four stops. 50-foot four-movement aerial ride. Each rider travels in a spiral and three separate circular movements simultaneously. Three Great ORBITS for 1961 Season: The Park Model ORBIT, the Trailer-Mounted ORBIT Portable and the ORBIT Jr. Kid Ride.

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Wichita Falls, Texas

LARGE PORTABLE COASTER

140 x 44. Two years old. Cost \$21,000. Beautiful Electric Sign. 500 blinking bulbs. 18 capacity. Loads one 34-foot trailer. Ride and Trailer \$14,500.

See me at Chicago Convention. C. G. HANEY, Haslett, Michigan Tel.: FE 9-8724

Entertainment Future No Bar as Sellers, Buyers View Evolution

By IRWIN KIRBY

NEW YORK — It wasn't always so-fairgrounds grandstands which feature variety acts, emsees, dancing girls, stellar acts-all this, plus sound systems and brilliant lighting, the things taken for granted by today's audiences. And the future may be as surprising as the past is nostalgic.

Many old-timers remember, having been a part of entertainment's development from the turn of the century. Fairs then were strictly daytime things, partly because become quite set in their ways.

those involved, fairs offered mass accuracy and an overdose of flampresentations on their track infields. | boyance. The commercial firms provided scenery and costumes, and vast numbers of local citizens were recruited, dressed and rehearsed. terspaced with the traditional har-Professional acts were usually not a part of these pageants, which usually managed to work in a patriotic American finale.

The Ruin of Pompeii

Fireworks firms also developed pageant patterns and eventually merged with the producing firms, electric lighting had not progressed the amalgamation enabling specsufficiently to do a good job out- tacles to be offered which wound doors. And partly because fair- up with a terrific climax of pyromen, whose activities were rooted technics, the whole affair covering as far back as biblical times, had a period of some 45 minutes. With pyro torches providing illumination Pageants, spectaculars, those at dusk, this show wound up the were the things. With firms like day's fairgrounds activities. The the John B. Rogers Company (Fos- ruin of Pompeii, the downfall of toria, O., and still a giant in the Rome and other historic events

FOR

FAMILY

TRADE

spectacle production field) among were reincarnated with more or less

Some talent offices worked out tie-ups with fireworks firms. Circus-type acts were employed, inness race programs. And as for names-the so-called magic draw of today—there were none in the sense that modern audiences identify the term. Sensation was king, in the world of names. Spectacular and thrilling acts were the thing for outdoor spectators; whereas with today's barrage of Hollywood and TV productions, names are singers, actors, comedians.

But the willingness of fair managers to subsidize attractions of demonstrated appeal is nothing new. Back in 1909 the late William T. Taylor, president of the New Jersey State Fair, paid the Wright Brothers \$10,000 to put on five flights (Ralph Johnson was the pilot) from the grounds, each lasting three minutes. The sum has not diminished in impact over the years. This was, of course, decades before the fair came under the domination of George Hamid, but he was an act in those days and recalls Trenton as among the fairs he

Thrill Acts Were Famous

Automobile racing was as popular then as now, and it is undeniable that the public's fascination with mechanized daring was bound to spawn something as radically novel as the stunt show, pioneered by the late Lucky Teter. The activity developed so rapidly and with such great reception that Teter blossomed forth as a living featuring musical and TV artists The ramp-to-ramp jump offered today was performed on Teter's program, but it was nothing new except in being accomplished in an automobile. It had been done by Schryer on a bike which sped down a ramp. Teter's unduplicated refinement was to leap a car into a lake-and he couldn't even swin.

Daredevil performers were the big names of yesteryear, and skilled artists like May Wirth, who won international equestrian acclaim. Mlle. Bergerat in her somersaulting automobile, Lincoln Beech and Roy Knaber in their dirigibles, Walsh, the stunting flier who died in a crash in front of a grandstand, Hutchinson and his parachute jumps, stunters galore who performed on airplane wings, Lillian De Vere who looped the loop in an auto. These were "names."

For sensation, picture the sight of a full-fledged locomotive collision at high speed, in full view of the grandstand. It was presented at Trenton as a special promotion, ther several other fairs adopted the stunt. Taylor paid either the also laid a half-mile of track right tomorrow? across the infield.

"It was exploited all over the East Coast," Hamid remembers. "People came many miles to see these two monstrous engines degun, and must have been going 30-40 mph when they collided. What a sight. Brockton, Mass., also tried it."

All the sensational acts drew people. They would today, many believe. The crashing of airplanes hung on thru the years until after World War II, and so did the dynamite coffin act, in which a man wrapped his body with sticks of box, and set off the charge. Regulations in many cities took a toll apprehensions by sponsors.

Wheeling Bought Night Show But in the '20's, when pageants alert buyers and sellers alike, preand pyros wrote the daily finale pared to meet the challenge.

around 9:30 p.m., only fairs in the large cities had artificial lighting for night activities. In 1926 the fair in Wheeling, W. Va., big for its time, was sold a night show. The basic format has undergone refinements over the years but scarcely any changes.

"It was just a revue, altho it was a crude one. Elaborate for out there, however. We got some lighting from Broadway warehouses. And some carbon spotlights. The stage was built of planks on jacks and some homemade scenery. It was novelty acts and some girl numbers, with a circus announcer. Now, of course, we have polished night club-type emsees. But we topped in off with fireworks, and all in all the business was phenominal."

The revue format evolved as the bread-and-butter presentation of outdoor grandstands. Television's appearance on the scene produced new names with which many fair managers attempt to beef up their shows, but a significant element in the attraction business believes this desire is best realized where there is a big fair, with a big budget, with a big publicity operation and advertising outlay. And the question of where the responsibility lies for publicity and promotion of an outdoor show-with the buyer or the seller—has provided food for a continuing discussion in the industry.

Television had an impact, all right, and at first it was devastating. With millions of people developing glassy stares while glued to their living rooms, fairmen and entertainment people found themselves socked right in the pocketbook. Rolling with the punch, they came up with a series of experiments, some of which have taken hold.

Package productions of two and three-day duration were toured, of secondary renown. Also kid TV favorites. Here and there the free grandstand cropped up. An occasional major name agreed to make one spot or go on a tour of several weeks, outdoors. The free grandstand has been spreading slowly but steadily, being suitable to particular situations. It calls for an increase in the front gate price to offset the cost of talent, and the offering of a no-charge show.

The basic revue, however, survives. With the addition of better emsees, more talented dance lines, superior scenery, lighting and sound, and a rotating system of recognized feature names (of greater or lesser degree), the revue maintains its dominance in the fair grandstand business. Here and there are smaller organized units -ice and roller shows, Western or rock 'n' roll music groups-that have found a comfortable place in the over-all scene. Auto stunt shows and races continue in a popular

What About Tomorrow?

Some serious fair officials view Jersey Central or Pennsylvania the scene today as representing a Railroad \$5,000 apiece for two ob- crossroads. In what direction will solete coal burners, and the road the live attraction business move

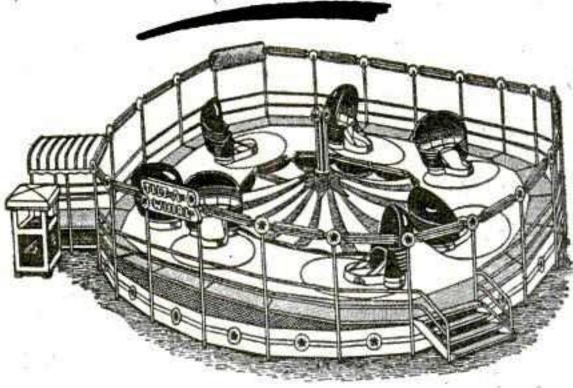
While Hamid has somewhat withdrawn from the scene he cannot isolate himself after a halfcentury of involvement. In every week's flow of mail there are inmolished. They were stoked and quisitive letters from fairmen, some fired at opposite ends, given the of them in positions of importance in the industry.

> "Where will the emphasis be, on air-conditioned auditoriums or arenas of fairgrounds, with lesser stress on the grandstand? On free entertainment behind a higher admission price? On name acts to the exclusion of traditional supporting performers?"

It shows that while the fair business has thrived since days of anexplosive, was enclosed in a wood tiquity, an active element resists stagnation. The pattern of entertainment, in its evolution, has folof these performances, as did safety lowed a discernable course. But years to come, if they duce further changes, will find

AMERICA'S TILT-A-WHIRL AT BOOTHS 5 & 6

THE THRILL RIDE

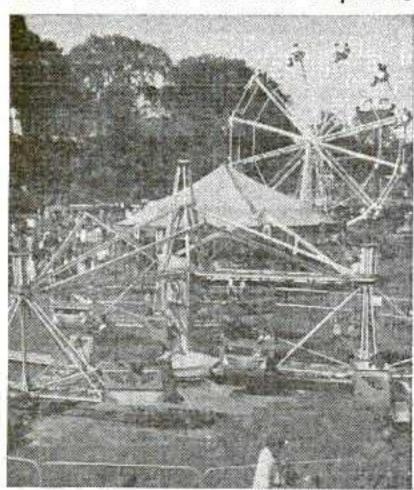


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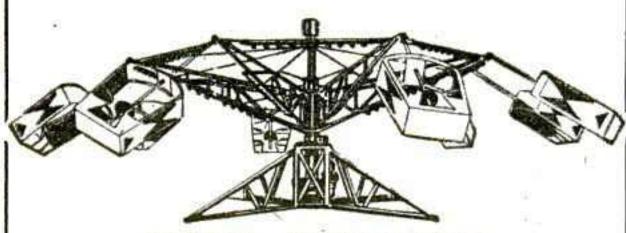
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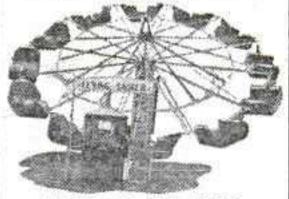
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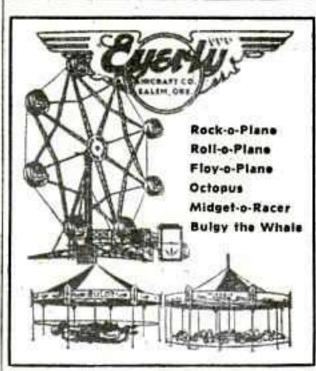
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ROLLER RUMBLINGS

By AL SCHNEIDER

MIMI HILL, of Cincinnati, representing Club Rollerama in that city. was crowned 1961 national roller skating queen in November 15 ceremonies held in the Embassy Room of the Balmoral Hotel, Miami Beach, Fla. Miss Hill won over 35 contestants from every part of the nation and Canada and received the top prize of a \$2,500 scholarship award, donated by the Pepsi-Cola Company, and awards from the roller skating industry, which sponsors the contest thru its Roller Skating Foundation of America. In addition, she will be flown to New York

to grace a roller skating industry float in the Macy's Thanksgiving Day parade, a spectacle that is expected to be viewed by 45 million people via the NBC-TV network. Second prize went to Jennie May Bell (Miss Oregon), of Portland, and Carol Ann Peters (Miss Canada) finished third. Gil Mc-Dougald, New York Yankee infielder, performed honors during the ceremonies after a panel of experts had made the selections. The panel included Andy Lopez, Pulitzer Prize winning photographer; Associated Press photographer Harry Harris; Norman Wasser, manager of national concessions for Pepsi-Cola; Eleanor Hart, glamor clinic editor of The Miami Herald, and Mrs. Gil McDougald. Judging was done on the basis of beauty of face and figure; charm, poise, personality and grooming. An innovation this year was the selection of roller skating's prince charming, to serve as escort of the incumbent queen, Audrey Sorenson, Washington, D. C., and later as escort of the new queen following the ceremonies. A repeated feature of this year's affair, which, as usual, is combined with business seminars for visiting rink men, was a 16-act talent contest held Tuesday (15). The winner was Helena Jackman (Miss Greater New York), who won her trip to Miami Beach in TV finals conducted by The New York Journal-American. A singer in seven languages, the 19-year-old girl is a graduate of New York's High School of Music and Arts and is studying for an operatic career.

purpose. "We are particularly con- constitutes a separate offense.

cerned about conditions in roller skating rinks," said Gary City Attorney Harry Schell, as he announced plans for rigid enforcement of the measure which forbids the presence of minors under 18 in roller rinks after 10 p.m. Schell pointed to several rink disturbances, one of which resulted in a fatality. "While this ordinance covers all centers of amusement," Schell said, "We are particularly eager to correct conditions in roller skating rinks." The ordinance is unique in that it leaves parents as well as minors exposed to its penalties. Moreover, Schell warned, the premise owners or operators would also find themselves risking violation of the State law which defines the offense of contributing to the delinquency of a minor. As passed by the Gary City Council, the ordinance provides that it is unlawful for "any minor under 18 years to loiter, idle, wander, stroll or play in or upon the public streets ... or in places of amusement and entertainment between the hours of 10 p.m. and 5 a.m. The measure allows exemptions. Not to be affected are minors in legitimate employment or "upon an emergency errand or business directed by his or her parent, guardian or other adult person having the care or custody of the minor." Also exempted are minors accompanied by parents. The ordinance contains severe penalties. The violating minor would be subject to trial under juvenile court law and procedure. Awaiting the negligent parent who, "knowingly permits such minor to loiter, wander, stroll or Gary, Ind., is cracking down on play . . . between the hours of teen-age loitering in roller rinks. A 10 p.m. and 5 a.m.," is a possible stringent curfew ordinance went in- \$300 fine and a 180-day jail sento effect recently to achieve that tence. Additionally, each violation

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THE FINAL CURTAIN

ALFREDO-AL

former Side Show manager and member of a fourth-generation circus family, November 13 of a heart attack in Pascagoula, Miss. Survived by his widow, Alice, and two daughters, Mrs. Chester Church and Mrs. Thomas B. Shedd Jr. Burial in McPhelah Cemetery, Pascagoula.

BRACHART—Adolphe,

78, publisher and editor of the Belgian trade monthly, Music-Hall and Circus, in October in Brussels from injuries suffered when struck by a streetcar.

BUCKLEY—Richard M.,

54, comic known as Lord Bucklev, the Prime Minister of Humor, November 12 in New York following a heart attack. He had been on the Ed Sullivan TV show nine times and was negotiating to make records. Survivors include his widow, Elizabeth, a ballet instructor, and two children, Laurie and Fred.

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HARTLEY-John.

70, Danish aerialist, in Copenhagen October 18.

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JEROME—Paul,

69, retired clown who for many years toured with the Ringling-Barnum circus, November 14 in a Sarasota, Fla., rest home. He joined the Barnum & Bailey show in 1911, leaving it at the outbreak of World War I to join the Navy. After the war he toured with Ringling shows periodically until his final performance in 1957 at Madison Square Garden, New York. At that time he returned to Sarasota due to ill health. He also appeared with other circuses and in burlesque. He was a member of the Elks. Following November 17 services the body was shipped to Arling-to (Va.) National Cemetery for burial.

MAY-Earl Chapin,

87, author of the first and basic book of American circus history, "The Circus, from Rome to Ringling," at Rochelle, Ill., Novvember 11. The book was published in 1932. May was the son of a circus man and was himself a trouper with the Reynolds circus and in the Ringling Bros. Circus band. He also was a press agent for the Minnesota State Fair, a newspaper reporter and the advertising sales manager of the old Cheney Talking Ma-chine Company. May wrote many books, most of them official histories of corporations and industries. Survivors include his widow, Stella Burke May.

SCHUMAN-Otto,

renowned horse trainer and highschool horse rider, in Amsterdam, Holland, October 27. He is survived by his widow, who is a member of the Perez circus dynasty.

SMITH—Sammy.

long-time trainmaster with al

number of shows, November 12 in Venice, Fla. He was with the Johnny J. Jones Exposition for many years. Services were held November 15 in Tampa and burial was in the Tampa club's cemetery plot.

TAYLOR—William,

56, duck pond concessionaire with Johnny's United Shows, November 10 in Opp, Ala., in a fire in an old bus used by him as living quarters. Apparently falling asleep while smoking, Taylor was overcome by smoke from burning concession merchandise and his body was burned beyond recognition. Relatives in Marietta, Ga., survive.

WALLACE-Harry,

73, former trouper, concessionaire and Arcade agent, November 14 in Raton, N. M. He was stricken on a train from Los Angeles to Washington early in October and removed to a veterans' hospital in the New Mexico city. Military funeral in Raton.

WARD—Ralph A.,

80, member of the Pacific Coast Showmen's Association, Los Angeles, for more than 10 years, recently in the Veterans' Hospital, Sawtelle, Calif, Burial in Veterans' Park November 17.

WYNINEGAR-H. L. (Pete),

75, sheet writer and concessionaire, November 11 in Shreveport, La. Masonic services November 13 in Booneville, Miss.

BIRTHS

KENDALL-

A son, November 17 in Woodlawn Hospital, Chicago, to Mr. and Mrs. Robert Kendall. Father is advertising manager of the Show News - Merchandise department of The Billboard.

II INTRODUCING II

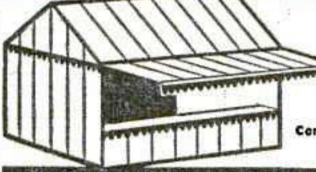
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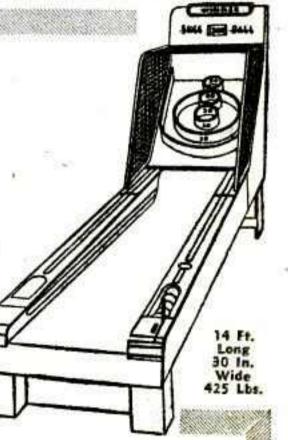
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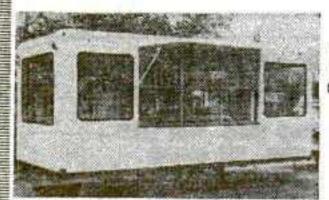
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All American: Andrews, S. C. Big D Ams.: Many, La. , Big State: *Jos. Sima; Mission, Tex., 21-27.

Grissom Ams.: Lucedale, Miss. Hottle, Buff: *Wm. H. Brooks; Baton Rouge, La.

Merchants Festival Rides: Nashville, Tenn. Page Comb.: *Blackey Jones;

Vero Beach, Fla. (Continued on page 83)

Miscellaneous

Kriel's Kats & Klowns: Evanston, Ill., 25-Dec. 5. Paige, Kiki: (Bimbo's 365) San Francisco, Calif., 21-30.

Legitimate Shows

Sun Players: Danville, Ky., 21-30.

Music Man: (Murat) Indianapolis, Ind., 21-26; (Music Hall) Kansas City, Mo., 28-Dec. 3.

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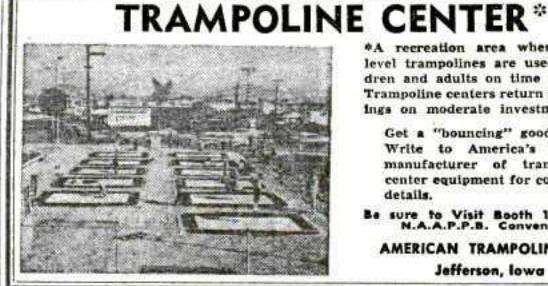
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SLA Banquet Scheduled for November 30

Past Presidents, Officers to Sit At Speakers' Table

CHICAGO - Outdoor show business will relax Wednesday evening, November 30, in a doublebarreled celebration at the 48th annual Banquet and Ball and President's Party Combined. As usual, it will be held in the grand ballroom of the Hotel Sherman with the festivities set to start at 6:30 p.m.

Sam J. Levy Jr., and Maurice Ohren, co-chairmen of the event, this week disclosed some of the details. As a result of combining the banquet and president's party, all living past presidents and the current officers will be seated at the speakers' table in lieu of representatives from other clubs.

Invited to the table are Sam J. Levy Sr., C. R. (Zebbie) Fisher, Ernie A. Young, J. W. (Patty) Conklin, Frank Duffield, Frank Conklin, Carl J. Sedlmayr, Floyd E. Gooding, Sam Solomon, Fred Hot Springs H. Kressmann, Robert Parker, Morris Lipsky, Lou Keller, S. T. Jessop, J. P. (Jimmy) Sullivan, C. J. Sedlmayr Jr., Ned Torti, Ohren, Al Sweeney, Jack Duffield, William Carsky and Paul Olson.

son, George B. Flint and Hank Kay Rocco. Shelby.

Shelby is receiving banquet reservations, but Harry Julius is in charge of tickets. Sam (Insurance) Solomon is chairman in charge of the reception committee.

Rose City Has OK Tour

CAPE GIRARDEAU, Mo.-Rose City Rides, under ownermanager Dutch Schrader, closed the 1960 season at Clarkton, Mo., quarters here. Schrader reports that the show had a very satisfactory season which was on a par with ing in California. last year.

Mrs. H. L. (Martica) Schrader was in charge of the office, Schrader handled the lot and front end. Ted Hines and Cy Darling had charge of all rides. Hines is wintering in Poplar Bluff, Mo., and Cy Darling wil spend the winter at Joplin, Mo. Charley Campbell, who had the Marie O'Day show on the midway most of the season, left for southern

will be added for the 1961 season. delegate.

SLA SETS BUSY CHI SCHEDULE

CHICAGO-Hank Shelby, secretary of the Showmen's League of America, has called attention to the following important dates duiring the organization's convention here:

Regular Meeting, Sunday, November 27, 7:30 p.m., Louis XVI Room, Hotel Sherman.

Election of Officers, SLA Clubrooms, 300 West Randolph, Monday, November 28, 2 p.m.

Memorial Services, Bal Tabarin, Hotel Sherman, 11:30 a.m.

Banquet and Ball and President's Party combined, Grand Ballroom, Hotel Sherman, Wednesday, November 30, 6:30 p.m.

Annual meeting and installation of officers, Bal Tabarin, Hotel Sherman, Thursday, December 1.

Membership registration will be held in the Hotel Sherman lobby, November 27 thru November 30.

Open house in the clubrooms will be November 25 thru November 30.

Fems Elect Ev Rinaldi

HOT SPRINGS - Evelyn Officers will include Ed Sopenar, Rinaldi was elected president of the Lou Dufour, Hal Eifort, C. C. Ladies' Auxiliary of the Hot Springs (Specks) Groscurth. Bernie Mendel- Showmen's Association, succeeding

Also named were Jackie Wilcox, first vice-president; Mitzi Schlossberg, second vice-president; Shirley Bazinet, third vice-president; Irene Ogle, treasurer; Rose Marie Stein, secretary, and Alice Hennies, recording secretary.

The outgoing president will be honored on December 3 and the new officers will be installed December 10. Installation committee includes Shirley Bazinet, Jackie Wilcox, Billie Owens and Jerry Dwyer.

Marie Sorenson is hospitalized in Temple, Tex. Lela and Fred October 7 and are now in winter Howey left for a vacation in Arizona and Nevada. Geneva Hazen and children are vacation-

> CHICAGO-John (Sheik) Lempart has been named commander of the Al Sopenar American Legion Post of the Showmen's League of America. He succeeds Bill Kaplan in the top spot.

Harry Cherniak was named first vice-commander; Al Rossman, second vice-commander: Bernie Mendelson, adjutant; Hank Shelby, spots to play his show under police finance officer; Manie Blasco, sergeant at arms; Petey Pivor, chap-Two new trucks and a new ride fain, and Charles Rosenmutter, Norman Schlossberg, William

CHICAGO SLA CONCLAVE IS SEASON'S FINAL STAND

Paul Olson to Preside at Events; Banquet, Annual Meeting Top List

By CHARLIE BYRNES

will make their final jump of the season this year with the last stand for most being Chicago and the Showmen's League of America con-

This year representatives of midway shows, attractions and supply houses will be in the Windy City for a longer period than usual as most of them will remain for the part of convention week.

SLA activities will be centered, as usual, in the Hotel Sherman, with Paul Olson, 1960 president, wielding the gavel at most of the events.

He'll preside at the regular weekly meeting that has been shifted to Sunday evening, November 27. This meeting will get under way at

CHICAGO-Outdoor showmen for the renewal of friendships after clubs as in the past. a busy season on the road.

this one headed by First Vice-Presi- cember 1. dent Ed Sopenar, election will be a to elect the slate.

niak is chairman of the services, and George Johnson. and John Sherlock is co-chairman.

Past presidents and current officers Solomon.

7:30 p.m. in the hotel's Louis XVI will be seated at the speakers' table room and, as usual, will be a time instead of representatives of other

The new slate of officers will be Major event on Monday, Novem- installed at the annual meeting of ber 28, will be election of officers. the League to be held in the Bal With only one ticket nominated, Tabarin on Thursday evening, De-

The League again will have a matter of form and Secretary Hank booth in the Sherman lobby com-Shelby will cast the one vote needed bined with The Billboard's Servicenter. Manning the booth for the The annual memorial services, club will be the reception commitfair meetings to be held the latter held on Sunday for years, this year tee, chairmaned by William A. (Bill) will be on Tuesday, November 29, Hetlich. Assisting will be Hadji at 11:30 a.m. in the Bal Tabarin of Delgarian, H. A. (Whitey) Lehrter, the Sherman. Harry (Blackie) Cher- John Gallagan, James (Bill) Knight

> The house committee will super-Olson and all the past presidents vise the open house in the League's will be honored on Wednesday eve- clubrooms at 300 West Randolph ning, November 30, at the 48th an- from November 25 thru November nual Banquet and Ball in the hotel's 30. Charles Zemater Sr. is chairman grand ballroom. The event is a of the house committee; Max Brantcombination of the President's man and Harry Heftman are co-Party, usually held on Sunday eve- chairmen. Members are Harold ning, and the banquet traditionally Barrows, Jack Benjamin, Noble on Wednesday. Sam J. Levy Jr. and Case, Harry Cherniak, Johnny Maurice Ohren are in charge of the (Muscles) Dundee, Sid Erber, program, which will include supper, Whitey Lehrter, Hy Neitlich, Tom brief speeches and a floorshow. Sharkey, John Sherlock and Sam

Ed Sopenar Heads League **1961 Slate**

CHICAGO - Edward Sopenar, long-time midway concessionaire and a veteran member of the Showmen's League of America, will be installed as the 39th president of the organization during the convention here.

Sopenar heads up the regular SLA slate, with the elections, actually a formality, to take place on November 28 in the clubrooms.

Others on the slate are Lou Dufour, first vice-president; Hal Eifort, second vice-president; C. C. Groscurth, third vice-president. Bernie Mendelson and Hank Shelby were named to succeed themselves as treasurer and secretary respectively. Ned Torti is a candidate for a five-year term as trustee.

Set for the board of governors are Doug Baldwin, Louis Berger, Mickey Blue, John Bowman, Elmer Byrnes, William T. Collins, James F. Conklin, Hadji Delgarian, James H. Drew, George B. Flint, Dave Friedman, John Gallagan, Benedict Garmisa, Ken Garman, Morris Haft, Paul Huedepohl, Harry Julius, William Kaplan, Al Kaufman, Al Kunz, Jack Kwiet, Lou Leonard, Eddie Levinson, Sam Levy Jr.

R. H. McIntosh, Gerry Mackey, Dave Malcolm, Pat Marco, Arthur Morse, Buddy Paddock, Petey Pivor, Louis (Stretch) Rice, Harry Ross, Jack Ruback, Dave Russell, (Continued on page 82)



Paul Olson, 1960 president of the Showmen's League of America, will preside at the organization's activities during convention week in Chicago. Other current officers are pictured below.



president elect for 1961.



dent, who will move up a notch.



third vice-president this year.

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will again serve in 1961.

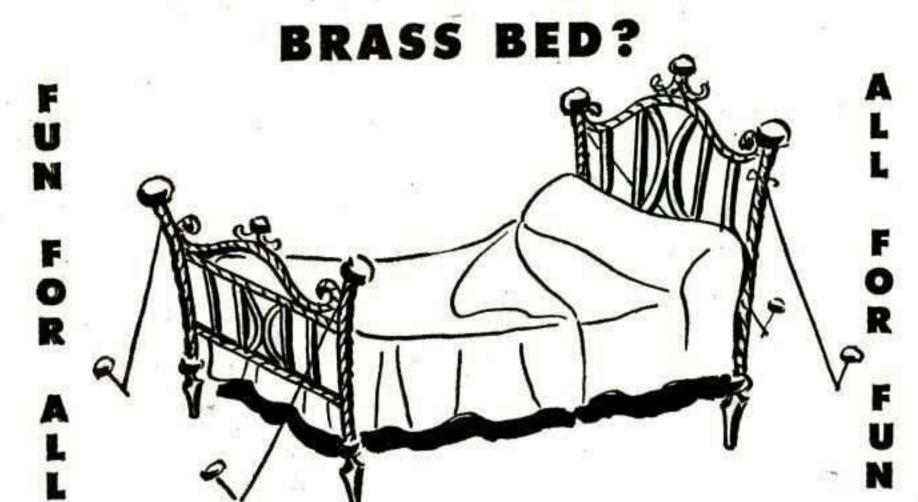


Ed Sopenar, first vice-president and Lou Dufour, 1960 second vice-presi- Hal Eifort served the organization as Bernie Mendelson, veteran treasurer, Hank Shelby, long - time secretary, keeps the wheels folling all year. Copyrighted material

SHOW NEWS

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Chicago County Fair, Rush City, Minn.
Dodge County Fair, Kasson, Minn.
Rice County Fair, Farlbault, Minn.
St. Louis County Fair, Hibbing, Minn.
Sloux Empire Fair, Sioux Falls, S. Dak.
South Minnesota-Northern Iowa Exp., Fairmont, Minn.
Otter Tail County Fair, Forgus Falls, Minn.
Box Car (Labor Day), Tracy, Minn. Box Car (Labor Day), Tracy, Minn. More Fair Dates Pending.

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CARNIVAL CONFAB

THE RANDOLPH and Franklin streets clubhouse of the Showmen's League of America will have a sparkling face when the brothers from far and near come into Chicago for the annual conventions. A crew was busy last week washing down the white outside surface of the building and caulking and tuckpointing all the joints between the panels. . . . J. W. (Patty) Conklin passed thru the Windy City Tuesday (15) en route from Toronto to Hot Springs where he served as toastmaster at the annual banquet of the Hot Springs Showmen's Association. . . . The clubrooms of the League are now remaining open until 1 a.m. with Henry Polk as official host.

Bob Sugar is back in Chicago. . . . For the first time in 17 years, Elsie Miller won't be secretary of Caravans, Inc. She kept her name off the ticket this year and will give someone else a chance to handle the chores. . . . James L. Reed postals from Dyersburg, Tenn., and reports that he and Mrs. are visiting the latter's mother and family there. From there they'll drive to Atlanta and then to Greenwood, S. C., to visit his mother and sisters. By mid-January they plan to be back in the Coushatta, La., quarters of Byers Bros.' Shows for the sixth season. Reed will make the George Washington Birthday cele with his popcorn trailer in Laredo, Tex., in February.

Quite a few familiar names were included in nominations of officers for the Gibsonton (Fla.) Community Fire Association. The slate reads: Glenn Porter (incumbent), president; William Schoenman, vicepresident; Cliff Prevatt (incumbent), treasurer; Malcolm Sweat, secretary, and Mrs. Margaret Porter, assistant secretary. Proposed as directors were J. L. (Pat) Patterson, Dan Graves, Virgil Dickey, John Dolan, Al Moody and Francis Byers. Added thru nominations from the floor were the names of Bill Harrington, William Thompson and Harry Fee. December 8 is election day. . . . J. A. MacTaggart, director of Tussaud's wax museum in Niagara Falls, Ont., wired Democratic headquarters in Washington immediately after the election for data to help make a figure of President-Elect John F. Kennedy. The figure will be made in England, home base of Tussauds.

Charlie Byrnes

Dick Barstow is building a new gery and would appreciate mail. home in Tampa.... Frank Kopcha is expanding his Frankie's Rides. He added a Merry-Go-Round this year and a Scrambler is next on the list.... Roy Peugh is lining up Florida dates for the Strates Menagerie and a set of kiddie rides. The Pettus family will handle the animal attraction. Sammy Applebaum and Bill Canavan visited winter quarters in Orlando while playing the Jacksonville Fair. Jimmy Strates did more fishing than sleeping the first week

R. C. McCarter is taking a threemonth leave of absence from the fair in Charlotte, N. C., and will make Chicago and other fair meetings with Cetlin & Wilson Shows. He agented the show up to 10 years ago. His wife, Marion, will be executive secretary of the fair, which C.&W. plays in 1961. . . Syd Goodwalt is among the returnees to New York recently. . . Tony Mason is wintering in Sumter, S. C., except for visits to fair meetings.... Bill Page will join Marty Smith at the fair meetings in Georgia, North Carolina, Virginia and New York.

after closing.

Mr. and Mrs. Walter Gawle, retired concessionaires, stopped in Biloxi, Miss., recently where they visited many old friends made durter residence in Biloxi that the week. weather has been good and the The equipment is the result of are now back in Millbrook, Ala., pated.

Showmen are reminded that the where they plan to build a new Washington Duke Hotel in Dur- home. Helen and Duke Jeanette, ham, where the North Carolina who sold their Life Show to Wameeting will be held, has been re- nous, are retiring from the businamed. It is now the Jack Tar ness and plan a vacation jaunt to Hotel. . . . Van Helman came Hawaii. . . . Bingo op W. A. (Bill) close to buying a show up North, Stacy is in Methodist Hospital, but the deal didn't go thru. . . . Rochester, Minn., following sur-

> Ride operator Chas. H. Hodges, and son of the former well-known Side Show man, Jim Hodges, writes from Mobile, Ala., that he recently visited Walter B. Fox there. It was the first time the two had met in 20 years. Hodges presently is operating rides at supermarkets in the Mobile territory. Other visitors to the Fox apartment at 753 Conti Street, Mobile, included Troy Scruggs of the Heth Shows, Frank W. Peppers, James C. Beard, Joseph Burns and William C. Hurley.

> > Allen Callaway

Edward (Jack) Lance is a throat cancer patient in Talmade Memorial Hospital, Augusta, Ga., advising that he expects to be there for a long time. He would appreciate mail from his midway friends. . . Norman Schlossberg and wife and his mother, Lena, are taking the baths in Hot Springs. They plan on staying over for the banquet and ball of the Hot Springs Showmen's Club.

Al Schneider

Irwin Kirby Installs New Sealing Gear

CHICAGO-The O Henry Tent ing their years in the business. They & Awning Company has installed were en route from Fort Myers, the latest in electronic heat-sealing Fla., to their home in East St. equipment designed to insure leak-Louis, Ill. . . . Charles Chaney, proof seams on its nylon tops, Berconcession op, reports from his win- nie Mendelson announced last

fishing excellent. . . . Mr. and Mrs. over 18 months' work and experi-Walter Wanous closed a successful mentation in which the tent firm tour on World of Mirth Shows and and an electronic concern partici-

FLASHBACKS: 15 Years Ago—Ralph Lockett signed the Milwaukee Midsummer Festival for the Johnny J. Jones Exposition. . . . John R. Ward purchased Dodson's World's Fair Show which included all rides and gear and the 40-car train. . . . Ted Woodward and Sydney R. Lang filed articles of incorporation as Midwestern Exposition Shows. . . . Pete Kortes was offering his railroad carnival, North American Exposition Shows, for sale. . . . Carl J. Sedlmayr III was born to the wife of C. J. Sedlmayr Jr. . . . Mr. and Mrs. Harry Hennies hosted the following at a dinner at their Hot Springs home: Mr. and Mrs. L. C. Reynolds, Mr. and Mrs. Max Goodman, Dr. and Mrs. Lawrence Aker, Mr. and Mrs. Noble Fairly and H. Frank Fellows.

PICK FONTAINEBLEAU

Miami Club Raises December 18 13G at First Meet

\$13,000 raised on various shows Christmas party, December 17; drew cheers at the first meeting of president's party, December 19 in the fall season, Monday (14) at the the Fontainebleau Hotel; memorial Miami Showmen's Association services, December 18; and annual children will be held Sunday, Dequarters. Mel Dodson, first vice- banquet and ball, January 2, also president, presided in the absence at the Fontainebleau. The picnic arof Harry (Buster) Westbrook. A rangements are to be announced. schedule of coming events was The banquet was formerly held at worked out for the winter.

The roll-call of funds raised had Phil Cook on top, with \$3,772 raised from various sources. Charley Wright and Joe Marciano Jr., raised \$2,600 on the O. C. Tour Nets \$\$ Buck Shows, BenGlass produced \$1,500 from the World of Mirth, and Newell Taylor on his rounds lina Amusement Company ended a Friedman head up the press comscouted up \$1,400.

Also coming in with funds were Amusements of America, about profitable" tour. \$1,000; Olson Shows, represented Marks Shows, where Al Palitz was active, \$700, and Art B. Thomas Shows, represented by Bill Cowan, \$500. Other reports are pending.

Meetings are being held regularly on Mondays, with dances on Saturday nights. The first meeting was attended by 175 persons, with Dodson being joined on the rostrum by slated to open January 1. Bernard (Bucky) Allen, second vice-president; Max Sharp, third vice-president; Alton Pierson, treasurer; Bill Tucker, assistant treasurer; Clif Wilson, secretary; Charley Wright, assistant secretary; Marty Weiss, executive secretary; Ben Weiss, John Vivona, Leo Bistany, Bill Cowan, Jack Weiss, Art Lewis, Stretch Rice, Sam Solomon and Wallace N. Maer.

MIAMI - Announcements of party and dance, December 10; the Eden Roc.

William Rice

ST. GEORGE, S. C.-Caro-21-week season October 29, Owner mittee. Louis J. Berger is in charge William Rice reporting a "very of the wardrobe, assisted by mem-

Two major rides and all new by Louis (Stretch) Rice, \$1,000; canvas have been purchased in Hy Neitlich are in charge of special preparation for next year's tour arrangements. on which 7 major rides, 4 kiddie devices and 5 shows will be car- Dundee, Tom Sharkey, Sheik Lem-

> Equipment has been stored in quarters on the Rice plantation near here, General Agent James A. Cooper advises. Quarters are

Gold Medal Raises \$550

PANAMA CITY, Fla.—Two Miami Showmen's Association. show clubs will share in profits of \$550 raised at a recent jamboree on Gold Medal Shows.

SLA Schedules Yule Party

CHICAGO-The annual Showmen's League of America Christmas party for underprivileged cember 18, in the Hotel Sherman. Jack Duffield is chairman and Sol Wasserman co-chairman.

On trasnportation are Chick Bohdan, Harold Barrows, Jack Kwiet, Harry Cherniak, Petey Pivor, Ralph Woody, Hank Shelby and Johnny Hill.

Entertainment: Charles Zemater Sr., Chuck Zemater, Dick Ware, Stu McClellan, Sam Levy Jr., Wimpey Hiles. Nat Green and Dave bers of the Ladies' Auxiliary and Caravans, Inc. Jimmy Stanton and

Food and beverage by John part and Henry Polk. Toys and clothing by Wasserman, Ed Levinson and Benedict Garmisa. Fred H. Kressmann and Bernie Mendelson will do the auditing.

Packaging will be handled by Noble Case, Chick Schloss, Mickey Blue, Bill Carsky, Al Sweeney, Andre Dumont, John Sherlock, Andy Kasin, Morris Brown, Shelby, Jerome Goby, Ned Torti, Sharkey, Cherniak and Bert Castro.

Those participating in the event included John Campi, John Russell, on and Wallace N. Maer.

Clubs are the Greater Tampa
Scheduled are the home-coming

On Gold Medal Shows.

Red Laurer, Richard Cutler, brought it into conflict with agreement for 1961 includes paving the midway, both parties sharing the cost.

CAROLINA FAIRS SWITCH SHOWS

Greenwood, Charlotte and Wilson Involved; Several Shows Affected

NEW YORK - Contract time contracts have changed hands in N. C. (90 miles). the Carolinas as agents and owners have crossed tracks on the highways.

Among the more significant changes are the fairs in Greenwood, S. C., and Charlotte and Wilson, N. C. Also going to new shows are the Rock Hill, S. C., and Durham, Statesville and High Point, N. C., fairs.

Charlotte's New Mecklenburg Fair, running for the first time in 1960, featured the World of Mirth Shows. Next year an earlier week will be employed, Manager R. C. McCarter reports, and Cetlin & Wilson Shows has the contract. The fair will run the week of October 2, conveniently breaking the C.&W. move from Richmond, Va., and Spartanburg, S. C. On Friday, October 6, all schools will close for a teachers' convention, he said.

The James E. Strates Shows will play Greenwood, S. C., which has been on the C.&W. route for eight seasons. It also has Rock week after Raleigh. In so doing, it vacated the fair in Athens, Ga., for which several shows are competing. Greenwood had advanced its dates to stay ahead of Anderbrought it into conflict with

Strates thus picks up a convenin Dixie is producing the most ac- iently located date, going from tive pre-convention flurry of book- Greenville, S. C., to Greenwood ings in many years. A host of fair (only 50 miles), thence to Shelby,

Page Wins Wilson, Durham Page Combined Shows has signed Wilson and Durham, N. C. Wilson is a key truck show spot played for several years by Prell's Broadway Shows, and acquired by Roland Page a month ago. He and his father, Bill Page, are native to Wilson but never played the fair before. Durham has been played

by Penn Premier.

Page has its 1961 Southern route well - developed. Bedford, Va., breaking the jump from New York State to the South, will be succeeded by a stronger spot, Bill Page said. Besides the Carolina fairs he listed five others, four of them in Georgia. The show will be in Dothan, Ala., and Newman, Americus, Tifton and Brunswick,

Both Statesville and High Point were added recently by Ross Manning Shows. Several major spots Hill, S. C., booked for the late have been retained, the World of Mirth signing Anderson and Columbia, S. C., and Amusements of America retaining Charleston, S. C. Bob Scarborough, fair manson, the World of Mirth fair only ager, reported excellent results all 40 miles away, and the move down the line for Charleston. The agreement for 1961 includes pav-

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CONCESSIONAIRES

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SHOW NEWS

Indiana State Fair

will receive and consider proposals December 8 for the 1961 Indiana State Fair, August 29 through September 7 (tentative dates). The meetings will be the administration building, state fairgrounds, Indianapolis, with carnival proposals beginning at 9:00 a.m. CST, and thrill show proposals at 1:00 p.m. CST.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE Notify on or before December 5, 1960

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I new Octopus, fluorescent lighting, with tractor and trailer. 1 Merry Mixer, fluorescent lighting, with tractor and trailer. 1 Tilt-a-Whirl, A-1 condition, complete with 2 trucks and 2 trailers. 1 Schiff, Hi-Road model, Roller Coaster, with 71/2 hp. electric motor, complete with transportation. 1 Allan Herschell, two-abreast Merry-Go-Round, complete with transportation. 1 King Combination kid ride. 1 King Flying Saucer kid ride. I King Pony Cart kid ride. I King Airplane kid ride. 2 trucks and trailers to haul the above kid rides. I 10-car Dodgem in A-1 con-

dition (a beautiful ride) complete with 2 trucks and 2 trailers. 1 Dark Ride mounted on two 34-ft. trailers. 1 *5 Eli Wheel, perfect condition, late model, complete with truck and trailer. 1 Transformer Wagon, with two 75 KVA transformers, complete with late model Chevrolet tractor. Several thousand feet of Ground Cable and Junction Boxes. Several late model Chevrolet V-8 Tractors, 1 39-ft. House Trailer with short Chevrolet truck to pull same (bar-

This is all good equipment and priced right. Terms to responsible parties. If you have a good credit rating, you can buy any of the above equipment with a small down payment. All equipment stored in Arkansas. I will be at the Sherman Hotel, Chicago, from Saturday, Nov. 26, to Wednesday, Nov. 30.

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Try us for your 1961 Carnival needs. No Fair too big or too small. New Ideas, new rides featuring a real traveling Kiddieland and Bozo the Clown to entertain your patrons at no cost to you. This is a clean family show. Act now, get the best,

Write-THE JOLLY SHOWS-Call

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AT LIBERTY 1960 SEASON SUPERINTENDENT

Lot layout, know rides, knowledge of building and repair. Other useful tasks related to operation of show. Dependable, efficient, congenial. Can handle any size show.

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WAX FIGURES, PAPIER-MACHE MASKS AND HEADS

Wax Figures of all types, life size, made to order. Also Figures for outdoor display. Papter-mache Masquerade Masks and Heads of all kinds made to order for stage acts. Wax Figures repaired like new.

> KREWSON WAX FIGURE STUDIO (Formerly B. W. Christophel)

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St. Louis 30, Mo.

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WANT - WANT - WANT - WANT Hillsborough County Jr. Ag. Fair at Plant City, Fla., the biggest Jr. Fair in the South. 3 big days and 4 nights, Nov. 30 to Saturday, Det. 3.

Will book Merry-Go-Round, Scrambler, Helicopter and a set of Kid Rides. Concessions all open except Popcorn and Floss, Apples. Positively no flats, gypsies or Cirl Shows. All replies to

E. J. (ED) GORDON
P. O. Box 8068, Tampa 4, Fla., up to
Nov. 28; Plant City, Fla., after that.

MERRY-GO-ROUND HORSES PAINTED

Each one a work of art by HARRY CRIMMINS-"ENUF SAID." \$20 ea. in Miami—\$22.50 elsewhere in Florida. \$25 anywhere East of Miss. River.

ROD LINK

7931 S.W. 16th St. Miami 55, Fla. See me, Bud Davis or Jerry Vinson at Chicago meeting.

Thank You Chas. & Helen Simon Concessionalres
For your Cadillac
air conditioned Sedan purchase. "Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9547 Altoona, Pa. Will be in Chicago.

FREE

Circular on the STRAIGHT NAIL SET SPINDLE, 24 spaces, \$125.00, and the NEW IMPROVED SET BUMPER, 34 spaces, \$165.00. SPECIAL WINTER DEAL. WRITE.
YOUR GAME IDEA BUILT TO YOUR ORDER.

3956 West End Ave. Chicag Chicago 24, Ill.

FOR SALE

Flying Coaster Ride, like new, Excellent transportation. Set of good Spitfire Planes. Metro Derby in good condition.

BOX D-161 e/o The Billboard Cincinnati 22, Ohio

WILL TRADE FOR KID RIDES

\$10,000 equity in \$25,000 Brick Home, 2 years old, 3 bedrooms, 2 baths, den, large corner lot fenced, highly restricted subdivision.

R. A. MacEACHERN 2119 Peppermill Rd., Houston 24, Texas

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LIST GROWING

Parker-Kean, 4 Lads Join NSA Program

NEW YORK — In its last meeting before the annual week of festivities, the National Showmen's Association was informed of additional banquet talent and fundraising activities.

The Yearbook closed with revenues in excess of \$11,000, president Max Tubis reported.

On Wednesday night (23) in the Hotel Commodore, the banquet crowd, in excess of 650 persons according to sales reported by chairman Joe McKee, will be entertained by a typically impressive line-up of acts. Lew Parker and Betty Kean will have their comedy routine on the bill, and other acts will include the Four Lads, vocal group; Lou Nelson, and Billy Denison. Already confirmed were Conway Twitty, Maria Neglia, Johnny Nash, Jo Ann Campbell, Fran Warren, and others.

Altho several shows have yet to report, the fund receipts are encouraging. James E. Strates Shows activities produced \$2,539; Amusements of America, \$1,800; World of Mirth, \$1,000; How-Reit Shows, \$1,500. O. C. Buck Shows is providing \$250 and Joe McKee's award book sales at Palisades Amusement Park brought in another \$1,045.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO - First Vice - President Ed Sopenar was in the chair for the Thursday (18) meeting. Also present were Second Vice-President Lou Dufour: Bernie Mendelson, treasurer; Hank Shelby secretary, and three past presidents, Sam J. Levy, Fred H. Kressmann and Jack Duffield.

It was announced that the convention registration booth would be in operation in the lobby of the Hotel Sherman starting at 9 a.m., Sunday, November 27, with Bill Hetlich in charge.

A turkey dinner for members and guests will be served in the clubrooms starting at 5 p.m. on Thanksgiving Day.

Earl Newberry, in St. Vincent's Hospital, Jacksonville, Fla., was reported feeling better. Andre Dumont ill at home. Harry Ferris confined to Hines VA Hospital, Hines, Ill.—Hank Shelby.

Ed Sopenar

Continued from page 79

Schmidt, Harry Shore, John Sherlock, Bernard Thomas, Sollie Wasserman, Ben Weiss, O. J. (Whitey) Weiss, Frank Winkley, Ralph Woody, Charles Zemater Sr., Max Brantman, Noble Case and John Campi.



SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents - services - or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And find-Ing him this quick, easy way can cost as little m \$3 - 1

COOKHOUSE

Wanted for 1961 season, Present cookhouse has been here seven years but owner is retiring. Must be large, modern, well lighted and cater to show people. Can have grab with cookhouse. Deposit required.

PONY RIDE

Wanted for 1961 season. Must be under top, work with wheel and have at least a dozen ponies.

SECRETARY

Wanted starting in May, 1961. Must know bookkeeping, pay rolls, should know how to type. Must stand rigid investigation as to character and sobriety and be bondable.

DARK RIDE FLYING COASTER AND UMBRELLA RIDE PEOPLE

See me in Chicago, Hotel Sherman, November 25 thru December 3.

Al Kunz, Heth Shows P. O. Box 5515

North Birmingham, Ala.

ARRESESSESSES. **FUNHOUSE**

FOR SALE

Built on Fruehauf van. Two blowers with \$900 compressor new last year. A dandy \$500 mechanical monster. Many gadgets besides. No dark alleys. Has 48-foot panel front. No tractor, Sacrifice for quick sale, \$3,000 cash. Stored at Birmingham, Ala. Contact Al Kuns at Chicago Convention, Hotel Sherman, November 25-December 3, or write him at P. O. Box 5515, North Birmingham,

WANTED

Several DING SHOWS (all types) and Funhouse-mounted on trailers. Must be in A-1 condition. No Junk-right price for CASH. Send pictures and prices to

VICTOR LINK

c/o Link Sales Co., 930 F St., N.W., Washington, D. C.

FOR SALE

#12 ELI FERRIS WHEEL

V-Drive, Fluorescent Lighting. Also 32-ft. "BABY Q" MERRY-GO-ROUND. Both rides in good condition. With or without transportation. Priced low for quick sale. I WILL BE IN CHICAGO, Nov. 27-28-29.

ERNIE ALLEN

1818 Spang Ave. Terre Haute, Ind. (Phone: North 3321)

BRAND NEW CHEVS 1961 ton Panels \$2,295 full price. Comparable savings on all other models.

"Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9347
Altoona, Pa.
Will be in Chicago.
See me at the Sherman.

FOR SALE—USED RIDES

1949 3-Abreast Allan Herschell with Van, \$5,500; 1940 Spillman 2-Abreast, 24 Horses, with Van, \$2,000; 1958 Allan Her-schell Rodeo Ride with Truck, \$5,750. Will trade on Roundup, Spinaroo, Rotor, or what have you?

Oswego, III. Phone 4-4221

PETER PAUL AMUSEMENT

Opening date Nov. 25, Sanford, Fla. Can use Pitch-Till-You-Win, Cork Gallery, any Prize-Every-Time stand, Diggers, Pan Game with Hanky. Also want Popcorn, small Grab or Cookhouse. Any family-type Shows. Contact MANAGER, PETER PAUL AMUSEMENT, by phone, Sanford, Fig.

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WRITE FOR 1960 DATE BOOK CENTRAL Show Printing Co., Inc. MASON CITY, IOWA

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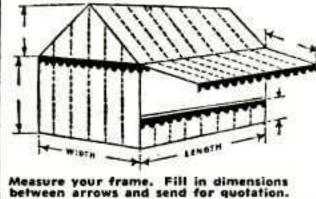
WORLD'S MOST PORTABLE TRAILERIZED RIDES F. Hollingsworth will be at the Sherman Hotel.

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ELECTRIC CABLE, WIRE, FLUORESCENT AND "SLIMLINE" LIGHTING, REVOLVING BEASON LIGHTS, G. E. LIGHT BULBS, ANYTHING ELECTRIC; TAPE RECORDERS, FIRESTONE TIRES, IRON STAKES, AIR HOSE, ETC. SEE US IN ROOM 428, SHERMAN HOTEL, DURING THE CONVENTION.

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Concession, Ride, Show and Bingo Tops; Ferris Wheel Seat Covers, Sidewall and Bally Cloth, Ball Game Hoods, Concession Flys, Portable Roller Rink Tops. Quality materials. Write for prices.

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- SPECIALISTS -

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Long Distance Phone 4111 EUREKA SPRINGS, ARKANSAS "Show Printing Capital of the World"

HAVE FOR SALE

Allan Herschell Moon Rocket, 32-ft. Allan Herschell Little Beauty, #5 Eli Wheel, 7-car Tilt-a-Whirl, 16-ft. Smith & Smith Chairplane, Allan Herschell Coaster, single Loop-o-Plane, Rolloplane. Come and see it if interested. Equipment for sale with # without transportation.

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40TH ST. & HARLEM AVE.

LYONS, ILLINOIS

NEED 2 PHONEMEN

Deal just starting

Going to Cleveland, Ohio, after the first of the year with 2 police deals. Riverside 7-1611 days;

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CHUCK DAVIS

Six yearling Llamas, light colors, also two young full-grown gentle Camels. Give lowest prices first letter.

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downtown lot. Want Mug Joint, small Grab, Hanky Panks and Diggers. Out all winter. Winter privilege. Cane country.

Lafayette, La. TED DION Phone: CE 7-1584

Carnival Routes

Continued from page 78

Peter Paul Ams.: *Peter Bicio, San-Santa Fe Expo.: *Bess Harris; Heb-

bronville, Tex., 21-27. Scott's, Turner, Rides: (Hillside & E. Colonial) Orlando, Fla., 21-

Sugar State: Baldwin, La., 22-27.

NOTICE

Boldface type indicates shows with Billboard Sales Agents-including name of agent.

Exclusive Billboard sales privilege available on shows in lightface type.

Write or wire

Circulation Director BILLBOARD Cincinnati 22, Ohio

Circus Routes

Dobritch, Al: (Roberts Stadium) Evansville, Ind., 23-26.

King Bros.: Millen, Ga., 21; Sylvania 22; Jessup 23; Waycross 24; Fitzgerald 25; Dublin 26; Live Oak, Fla., 28; Lake City 29; Crystal River 30; Dade City Dec. 1; Fort Meade 2; Punda Gorda 3. (Season ends.)

Packs, Tom: (Aud) New Orleans, La., 21-27.

Polack Bros.: (Morris Aud) South Bend, Ind., 25-27.

Ringling Bros. and Barnum & Bailey: (Aud) Birmingham, Ala.,

Sells & Gray: De Land, Fla., 24; Crescent City 25; Palatka 26; Green Cove Springs 27; Starke 28; Valdosta, Ga., 29; Quitman 30; Thomasville Dec. 1; Perry, Fla., 2; Ocala (mat) 4; Williston 5; Inverness 6.

Ice Shows

Holiday on Ice of 1961: (Aud) Grand Rapids, Mich., 21; (Field House) Huntington, W. Va., 22-25; (Sports Arena) Toledo, O., 26-Dec. 4; (Aud) Canton, O., 6-

Ice Capades, 20th Edition: (Aud) Albuquerque, N. M., 21-27; (PNE Forum) Vancouver, B. C., Dec. 1-10; (Arena) Victoria 12-

Ice Capades, 21st Edition: (War Memorial Aud) Syracuse, N. Y., 21-27; (Coliseum) Springfield, Mass., 28-Dec. 4; (War Memorial Aud) Rochester, N. Y., 6-11. Shipstads & Johnson's Ice Follies of 1961: (Sports Arena) Hershey, Pa., 22-Dec. 3; (Arena) New Haven, Conn., 4-11.



CARNIVAL FOR SALE

8-Ride Show, complete and ready to go. Booked for 1961 in Midwest. All equipment first class. No junk. Small down payment, balanced financed to responsible party. Write:

BOX 1417, c/o Billboard Pub. Co. 390 Arcade Bidg. Sir Louis 1, Mo.

ANNOUNCING To Show Owners, Ride Operators

CANADIAN LAKEHEAD EXHIBITION

FT. WILLIAMS-PORT ARTHUR, ONTARIO, CANADA

AUGUST 7-12, 1961

Will entertain proposals and bids for their midway from complete carnivals or independent ride and show operators.

W. R. (Bill) Walker and members of the board of directors will be at the Morrison Hotel in Chicago, November 30 thru December 3.

ATTENTION, PARKMEN AND CONCESSIONAIRES

Will be in Chicago to talk over your game needs. See me at the Sherman Hotel for any and all Park and Carnival Concession Games.

We are featuring PULL-UP PUNK RACKS and also 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.

Till I See you in Chicago,

Write for New 1961 Catalog. Just off the press.

Regards, Ray Oakes Jr.

RAY OAKES & SONS

P. O. BOX 4344 TAMPA 7, FLORIDA

Day Phone: RE 69774-Nights RE 65467

WELCOME to the LADIES' AUXILIARY

of the

SHOWMEN'S LEAGUE OF AMERICA'S 42ND ANNUAL CONVENTION AND OPEN HOUSE.

Nov. 26 thru Nov. 29, 1960, in EMERALD ROOM, Sherman Hotel, Chicago.

VISIT OUR BAZAAR With Harriet McBeath, Chairman.

801 E. 78th Street

INSTALLATION DINNER Sunday, Nov. 27, in Crystal Ball Room of Sherman Hotel, 6:30 p.m.

-RIDE SIIPERINTENDENT

Want Lot Man that can lay out large show. Must have references. Want Ride Superintendent that knows all rides and can handle ride help. Year around job. Must have references. (Johnnie Hoffman, get in touch with me.) All replies

WM. T. COLLINS

Minneapolis, Minn.

NOW BOOKING FOR 1961

For the best route in the Middle West. Opening last week in April for colored Legion Post in downtown Denver, followed by promoted dates till June 1; then Celebrations and Fairs solid till October thru Colo., Wyo., Neb. and Kansas. RIDES: Any not conflicting, especially want Coaster and Chairplane. CONCESSIONS: All Hanky Panks open. Will book Alibis with Hankies, Popcorn and Floss open. Sorry. no flats. Hanky Panks \$17.50 until June 1. SHOWS: Have all equipment for Girl Show for capable Operator or will book same with own equipment; 10-in-1 or Illusion Show for committee money only. Also want Snake or any worth-while Grind Show.

Snake or any worth-while Grind Show.

MAGIC CITY SHOWS, 2109 Pebrican Ave., Cheyenne, Wyo. R. B. Marion, Owner-Manager

NEW . NEW . NEW . NEW . NEW

HOTTEST CHRISTMAS ITEM NOT JUST AS GOOD

THE ORIGINAL-AMERICAN MADE



WITH PEELER-PARER-DECORATOR KNIFE FREE

RETAIL BOTH KNIVES FOR-\$1.00

Store gross average \$1,500 per week



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BUY DIRECT BE IN BUSINESS FOR YOURSELF Sample Set \$1.00

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CHICAGO 40, ILL.

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NEW . NEW . NEW . NEW

w/Bow Tie & REINDEERS Squawker Rubber Inflates

Bambi\$2.00 19" Deer 3.75 24" Deer 6.25 Jumbs 12.00



SANTA CLAUS BALLOONS 11 Round w/Santa\$4.75 gr

15 Tricolor w/Santa 6.50 gr. 14 Kat w/Santa 6.00 gr. Spiral Passouts 5.25 gr.



25% dep. with all orders. FREE XMAS LIST Also Write for Free Price List of Com-

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CHARLES SHEAR, Inc. New York 7, N. Y.



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Hottest Specialty in 28 Years JOHN F. KENNEDY **Victory Portrait**



Fabulous victory portrait of president-elect by one of America's name artists. Im-printed: John Fitzgerald Kennedy, Thirty-Fifth President of the United States, Ideal for framing, pin-up, 14"x18". Just show 'em, they're taking 'em away. Coing big retail in Houston at Foley's. Your cost: \$18.00 per 100. You sell 50¢ to \$1. A beautiful Item, lithographed on 80# book paper. Shipments F.O.B. Houston. Salesmen, volume distributors, crew managers. volume distributors, crew managers.

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Help End a Home's Worst Menace - Skidding Rugs

NON SKID RUG BACKING

Guaranteed to prevent rugs from

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Every housewife will be delighted to learn of this NEW protection! It's SAF-T-BAK, a NEW liquid rubberized backing that makes it safe for anyone to walk on throw rugs over highly polished floors. Makes rugs lie flat, help prevent frayed edges. Easy to apply, stays on through repeated washings. YOU MAKE OVER 220% ON EVERY EASY SALE of this sensational proven product. Sell to homes, hotels, subs, stores—your market

motels, offices, clubs, stores—your market is unlimited. Send \$1.00 TODAY for pint-size sample, postpaid, plus full details. TESTWORTH LABORATORIES, INC. Dept. S-12 Industrial Area Addison, III. new merchandise for tomorrow's . . .

parade of hits

FOR LISTING

SEND NEWS RELEASE, GLOSSY PHOTO OR DRAWING TO: Parade of Hits, The Billboard, 188 West Randolph, Chicago 1.

OUTING KIT



The one-bottle outing kit includes sandwich box, quart bottle with handled cup all in a vinyl plastic case which has a cushion shock absorber. Retails \$5.95. — American Thermos Products, Norwich, Conn.

PLUSH TOYS



In four different styles. Cotton stuffed with voices. All vinyl heads. Hand painted in six colors. Heads are washable and movable. Stand 61/2 inches high. Retails at \$1 each.-Ace Toy, 536A Broadway, New York.

SWITCH COVERS

Decorative light switch and outlet cover plates. Have colorful inserts, clear plexiglas cover. Come mounted on bubble cards. Single toggle and duplex outlets, 59 cents each; double toggle at 89 cents.-Modern Controls Corporation, Center Line, Mich.

PRINTER

Machine does gold stamping on stationery, greeting cards, book matches, paper napkins, playing cards. Imprints up to five lines and up to 31/4 inches wide. Heat controlled. Left hand or right hand operation.-Franklin Manufacturing Corporation, Norwood, Mass.

YULE CANDLES



In cone shapes. Stand 1034 inches high and are in red or green with various decorations such as berrys, holly, leaves. Retails \$2 each.—Emkay Candles, Syracuse 1.

SLEIGH



Salt and pepper shakers in the sleigh. Novelty comes boxed. Retails at about \$1.25.—Lipper & Mann.

FIREPLACE

A simulated brick fireplace is used to display this fireplace enclosure. The actual enclosure is mounted on the fireplace with a large card on top giving the sales message. - Thermo-Rite Mfg. Co., 323 North Arlington, Akron 5, O.

BALLOON KITS

A selection of balloons for parties. Included are animal face rack deal, balloon party kit with faces and holders, pump packs with party ideas, smaller pump packs, stretchies decoration kit, craft kit and other rack deals .-Oak Rubber Company, 223 Sycamore, Ravenna, O.

WHEN YOU REPLY, PLEASE MENTION YOU SAW IT- IN THE BILLBOARD PARADE OF HITS



Merchandise You Have Been Looking for

Lemps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips. Balloons. Hats, Ball Gum Special Bingo Merchandise. Catalog Now Ready—Write for Copy Today

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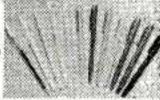
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Top Action TWO-TONE PENS

Push button to write or retract. Chrome band and clip. Plastic refill for viewing ink. Large color variety. Standard refill. \$6.50

NEW! CIGARETTE PEN

All metal, looks like a real ciga-rette. Opens into yellow all metal pen. #675 REFILLS—\$3.50

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Has aluminum base and metal refill car-

Send \$3.00 for Samples ORDERS FILLED SAME DAY RECEIVED SEND 25% DEPOSIT, BALANCE C.O.D., F.O.B. N. Y. SPECIAL DISCOUNT TO CANVASSERS

28 East 22nd Street, New York 10, N. Y.

CHRISTMAS MERCHANDISE 22" Santa\$10.80 dz.

24" Reindeer . . 7.20 dr. Dept. Store Santa 4.00 dz.

> 36 Asstd. Toys only \$22 FOB.

24" Clown Doll bagged. Steif-like turn head plush. Rooted Hair Dancing Dolls.

36 Asstd. Toys only \$18 FOB.

Giant 36" Reindeer. Big, Big Comic Tiger. Giant 22" TV Dog. 36" Taffeta Clown Doll.

24 Big, Big Toys only \$24 FOB.

Boy on Bike with Bell. Dept. Store Santa. Santa on Bike with Bell.

60 Asstd. Action Toys, \$20 FOB or \$36 per gross—FANTASTIC.

FREE CATALOG-1,000 New Toys-Plush, Friction, Mech. & Battery. COMMISSION REPS WANTED.

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Ask for Free Catalog

PEARL SALES CO.

P. O. Box 675 El Paso, Texas L. B. ZEE, Owner Any items you will not find in this ad ask for them and we WILL TRY to get them for you.

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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 effice 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.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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Asher, Charles
Baker, Richard
Baker, Richard
Baker, Tom L.
Barchinger, Linn
Barrett, Barry
Barth & Maier
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Beckwith, Gerard
Bellows, Alan
Bernard, Nadine
Bible, Roy
Biddle, William J.
Boardman, Walter & Mrs. Boothe, Dallas Brooks, Arthur Brown, Robert J. Browning, Frank Brust, Kenneth J. Bryan, Mrs. Cathy Burns, Wm. E.

Butera, Teresa Butte, Claude S. Calella, Tippy Caliari, Virginia Carbonetto, Anthony
Carlisle, George
Carter Clayton &
Carter, Chloe
Carter, T. J.
Choate, Billy
(Blabee's Comedians) Clark, F. & Mrs.

Clark, Fred Coburn, James F. Cole, Marian Cook, Jack Cooper, Stanley Cooper Quey Cowan, William Cox Jr., Charles Crawford, Elliott Cristiani Bros. Circus Curtis Joseph Cusson, Joe Daves, Louis Edgar Day, Charles E. Dean, C. D. & Mrs.

CHRISTMAS MAIL

In mailing Christmas greeting cards thru The Billboard's Mail Forwarding Department, please remember to use 4-cent postage to assure forwarding. Postal regulations do not permit the forwarding of mail carrying 3-cent postage without the payment of another postage fee.

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Evans. Mary Lee
Everidge, Wyly
Farquharson, Mrs.
Mary Louise
Fletcher, Lennie
Flood, J. C.
Francis, Roberta
Francke, George
Frestanio, Porky
Frieday, John &
Mrs.

Garfield, Major Gaylon Slamese Gerber, Red Gilham, Bacile Godley, W. A. Griffin, Billy Griffin, Ray Green, J. O. Green, Ralph E. or

Green, Raiph E. or
Mary C.

Grignon. N Connie
Gross, Charles
Hale, Zack
Hamid, Ai
Hamrick Howard
Hatfield, Carl James
Holdbrook, Speck
Homan, Steve & Mrs.
Howard, John &
Moily
Hockenberry, Robert
Horowitz, Eddie
Ivan, Johnny
Joseph Esq., Herman
Katz, Harry
Klein Jerry
Klitz, Harry

Murray, Patricis
Murray, Joe & Mrs.
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Nichols Jr., William
Nolan, Mrs. Eileen
Nubson, Ted
O'Leary, Betty
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Richard
Parrish, Dale
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Patterson, Mrs. Pat
Pease, Michael P.
Patterson, Mrs. Pat
Pease, Lou D. &
Mrs.
Pepplardo, Joseph Mary C.

Klitz, Harry
Kuns, Mrs. Martha
La Peari, Jack
Lake, George (Trio)
Lane, Sherri
Leahy, Buck
Lee, Betty
Lee, Toni
Lento, Tony
Lester, Mrs. Harold
(Buddy)
Levy, Martin

Pepplardo, Joseph
Phillips, Mrs. Frank
Porter, Donald
(Wall of Death)
Poore Kenneth
Prestler, Frankie
Price, Dee Robert
Price, Ella
Ristlek, Louis
Ritro, Ed
Roberts, Anna Mae
Roney, Keneth
Rupert, Dewey
Seeberg, E. W. Levy, Martin

Shepracide, John
Shinners, John
Skinners, John
Skinners, John
Skinners, John
Skinners, John
Skinners, Merle (Pete)
Smaha, Toni
Smith, Mrs. Guy E.
Smith, Roland
Stairs, Bob
Stanley, Mrs. Jay
Starr, Belle
Stein, Mrs. Jack
Stepney, Sherry
Stewart, Lora Maye
Stover, Mrs. Charles
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Strickland, Myrtle
Sutton, Mrs.

Margaret
Switleshnow. Esq...

Switly, Wm. McAllen, George & McDermott, Dee D.
McKelvey Ed
McLean, Buck
McLister, William
Maack, William
Mace, Herbert
Mack, Earl
Mack, LeRoy E.
Manley, H. A. Switty, Wm. Sylvis, Arnold Taylor. Connie Thompson. Hope Tobell. Allen Todd, J. W. Travis, Jimmie Truesdale, Helen Turner, Lou

Manley, H. A. Marcus, Helen

Markham. Jack Meador. J. Patrick Mearns, Thomas Meggs, Joe Middleton, Col. O. (Zooland Exhibit)

Miller, Paul A.
Miller, Walter
Mitchell, Miller
Mitchell, Miller
Mitchell, Miller
Moon, Myna
Moore P. F.
Monroe, George
Moran, Billy
Moran, Mrs. Evie
Motola, Spotsle

Motola, Spotsie Murray, Edward Murray, Joseph

Murray. Patricia

Twanta, Prince
Viers, Steve
Villemarie, Joseph R.
Vinson. Jack E.
Voges, Fritz
(Fat Family Show)
Vonderheide, George
Wade, Jim
Wagner, Buddy
(Auto Capades)
Wandol, John
Westbrook Harry
Buster White, Waiey
Wilcox, Wesley
Wilder, Orlin
Wilson, James R.
Williams, L. L. Winfrey. Bud & Ethel Winkleys, Frank
(Auto Racing, Inc.)
Withers, Ed T.
Woods, W. Louis
Yauto, Reno or
George (Yattaw?)
Young, Cary G.
Young, Roger

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Marckres, MacAlister Miller, Tom Moore, Jersey Jack North, R. L. Riley, Peggy Stern, Isaac Wirth, Frank Zuill, Clifford

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Allen, Henry S.
Allen, John
Allen, Robert E.
Ames Sr., Jack
Armstrong, Matt
Bee, Bonnie
Bishop, Brownie
Boseley, Lake
Bostick, Whitle
Bouillion, Mrs. Betty
Bozza, Tom
Brink, Hagen
Brown, Robert M.
Carter, Bill
Cassandra
Clark, Fred
Cooper, Ray

Costello, Billy Curtis, Glenn Cutler, Boots Davis, H. T. Davis, Larry Del Mar, Robert (Robi) Deutsch, George P.
Diaz, Mrs. Kathy
Dorner, Paula
Duffy, Roy T.
Ely, Mrs. Kate
Fowellwell, Blackie
Francis, John
Crawford Friedenheim, Morris Glaspell, David Good, Oran S.

TO ALL WHO USE THE LETTER LIST

The Mail Forwarding Services of The Billboard will be consolidated in the Cincinnati offices beginning with the December 4 issue.

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

c/o Mail Forwarding Service The Billboard Publishing Co. 2160 Patterson Street Cincinnati 22, Ohio

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

For prompt forwarding of all mail, showmen should have their current address on file with the Mail Forwarding Service in Cincinnati.

As in the past, mail addressed to those for whom no address is on file will be published in this column for two issues only. If not claimed one week after second publication date, mail will be returned to sender.

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

Grant, Val
Griggs, Charles
Harmon, Mrs. Wm.
(Lenora)
Harn, Daniel H.

McHenry, M. F.
McGuire, John A.
McMullin, Clint
Mansueto. Wm. Harmon, Mrs. Wm.

(Lenora)

Harn, Daniel H.

Harris, Sonny

Haims, William

Hester, Robert

Hinds, Kenneth

Hopkins, Mrs. Rose

Howard, James

Martin

Howard, Johnny

Hudson, Mr. & Mrs.

Paul

Huggins, Bobbie

Humphrey, E.

Humphrey, James J.

Hunter, George

Jeffries, E. C. (Jeff)

Knight, Jeneil

Lameaster, Louie M.

Lane, Sherri

Littlefield, Norman

Long, Ray

MeGuire, John A.

McMullin, Clint

Mansueto, Wm.

Matthews, Sport

Messina, Philip

Miggs, J J.

Michael, David

Mitchell, Pat

Moorenead, Mr. & Mrs. C. L.

Mooreno, Geraldine

Morris, Ray

Morris, Ray

Noble, J. & Ruth
Osbourne, Walker

Pearson, Carl T.

Pierson, Don
Poteet, Steamer

Radford, Ronnell

Rhoades, Stephen

Romero, Mr. & Mrs.

Rose, Louis

Grafth, Jeach

Long, Ray McAllen, Mrs.

Sherman, Glenn Donald Stack, Dick Star, Hedy Jo Stevens, Grant Taylor, Charles Villasino, Louis T.

Watson, Oakley Dennis Webb, Mrs, Mary Weise Young, Charles

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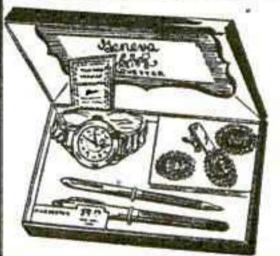


MEN'S 11-PIECE WATCH SET Consists of yellow Coldtone Watch with metal Coldtone Expansion Band to match. Retractable Ball Point Pen & Pencil Set, Wallet, Goldtone Pocket Lighter, Cufflink & Tie Slide Set, Money Clip & embossed, hinged silk-lined box. Service Guarantee included.

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₹69

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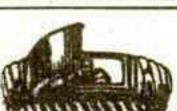
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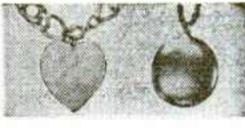
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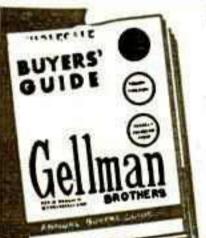
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ADULT AND KIDDIE RIDES FOR SALE-Garbrick 36 ft. Wheel, Roll-A-Whirl, King Kiddle Wheel, Coaster and Rocket Swing Ride. P&J Amusements, P. O. Box 45, Mas-

ARROW 20-HORSE CAROUSEL, ARROW Auto Ride, both in excellent condition. on, 5909 Ayala Ave., Oakla California.

COLORFUL OLD CIRCUS HERALDS (HAND bills). 12 as new condition, \$15; 6 for \$8.75, Old-time melodramas: Uncle Tom's Cabin, Ten Nights in Barroom, Minstrel Magic. 12, \$17.50; samples. \$2 each. Special 50 fancy Circus Comps in lithograph colors, \$8.50, 12 handsome old Circus Letterheads, \$18.50, Combination deal, \$22.40. P. McClintock, Box 891, Franklin, Pa.

FOR SALE or TRADE

on Roll-o-Plane or interested in buying Roll-o-Plane, Sensational new Whirl-E-Bird ride. Similar to Scrambler, Capacity 32 adults or 50 kids. Trailer mounted. Oneman one-hour setting-up time. All fluorescent lights. Reason, have two.

Write: BOX 848 Kimball, Nebr.

FOR SALE—ROLLER COASTER, LOW MOD-el Schiff Road Roller Coaster, with truck, \$3,500. E. Campbell, 4329 Ravenwood, St. Louis 20. Mo. (EVergreen 3-7307.) de5

FOR SALE

Spitfire (no planes)	\$3,250
Bisch-Rocco Flying Scooter	4,500
Super Roll-O-Plane	
1950 Chev and 30 ft. Trailer	650
Long Range Gallery	1,250
No. 146 Wurlitzer Band Organ	1,250
11 Junior Tractors ea.	150

DON McELHINNY

Box 207 Marion, lowa Phone: DR 7-2885

FOR SALE - #5 FERRIS WHEEL WITH tractor and trailer, all in good operating shape, \$3,300. Frank Dickerson, Box 221,

GOOD USED PUSH POLE TENTS FOR SALE All sizes; write for complete list. Eureka lent & Awning Co., Inc., P. O. Box 966, Binghamton, N. Y. ch-tfn

LIST YOUR RIDES FREE. SELL, SWAP, trade one or two Houses, income property, located Two Harbors, Minn., for Ride equal to \$5,000. Have new, beautiful Railroad in Texas, Golf Courses, Kid Rides. Free list. Young's Park Sales, 714 4th Ave., Two Harbors, Minn.

MERRY-GO-ROUND, LARGE. AND SMALL Allan Herschell Kiddie Auto. Wheel, Swan, etc. Must sell, Take any offer. Osborne 88698. 434 Gifford Rd., No. Westport, Mass.

MORE BUYERS Will Stop and Read YOUR AD if you use a DISPLAY CLASSIFIED AD

SELL OR TRADE—32 FT. TWO ABREAST Merry-Go-Round, Little Dipper, Kid Wheel, trailer mounted, Kid Wheel, hauls teen-agers. Percell, Phone 3-4010, South Wil-Albany 7, N. Y. liamsport, Pa.

RATE ONLY \$14 per inch

SPILLMAN THREE-ABREAST MERRY-GO-Round, located in amusement park. Needs repairs. First reasonable cash offer takes it. Other major Rides. Attention, Curley Reynolds. Write Box 1339, c/o Billboard Pub. Co., St. Louis, Mo. no28

TRAINS - ALL SIZES, GAUGES, TYPES; new. used, custom built. Photos, details, \$1 bill (refundable) Miniature Trains, 33-B Winthrop, Rehoboth, Mass. no21

USED SHOOTING GALLERY TARGETS, Rifles. Used Distortion Mirrors, used Goat Carts, old-time Fire Fighting Equip-ment. Adventure Village, Pleasantville, New Jersey. WILD MOUSE, 50X90, \$15,000; ROADWAY Ride, \$3,000; Sky Fighter, \$3,500. All in excellent condition. Playtown Park, Mor-ton, Pa. KI 3-3051.

75' METAL BANNER LINE, KIDDIE ROCK-et Ride, truck-mounted Grind Show, Me-chanical Show with 40' panel front with transportation. Not junk. Joe York, Box 177, St. Marks, Fla.

4,000 FOLDING CHAIRS, STADIUM CHAIRS, Tables, Theater Chairs, Lockers, Bleachers, Tents, Playground Equipment. Lone Star Seating, Box 1734, Dallas 1, Tex.

35MM SOUND PROJECTOR, FEATURES, \$10 each; Shorts, Cartoons, Trapeze Rigging. List, 4c stamp. Carl Borsse, 1501 South 13th, Sheboygan, Wis.

Help Wanted

HELP WANTED: EXPERIENCED SEWING Machine Operators needed to work large department store in Miami. Prefer couple close to source of operation. Al A. Crane Company, 3038 North Federal Highway, Fort Lauderdale, Fla. Logan 4-5254. Rush answer.

SEVERAL EXPERIENCED MAGICIANS wanted to conduct horror shows. We verything. Year-round anteed. Percentage. Also want few as assistants to learn the trade. Send all information in first letter with references. Kara-Kum, 7460 Hollywood Blvd., Hollywood 46, California.

Instruction and Schools

PAINTING AND DRAWING MADE EASY-15 original reproductions trees, landscapes for student copying, with instructions, \$1. Reagan Art, 1919 Lawrence, Houston 8, Tex.

Magical Supplies

NEW 148-PAGE ILLUSTRATED CATALOG Mindreading, Mentalism, Spooks, Hypno-tism, Horoscopes, Crystals, Graphology, Sub Miniature Radiophone for mentalists. Cata-log. \$1. with refundable certificate. Nelson's, 336-B South High, Columbus, Ohio. fe13

THOUSANDS EARN MONEY—MOST COM-plete Coin and Card Tricks Outfit, \$1. No skill; mystifying; guaranteed. Scinta, 22790 Rausch, East Detroit, Mich.

3,000 TRICKS—POCKET, PARLOR, STAGE; also Mentalism, Spiritualism, Books. World's finest Magic Catalog (408 pages), \$2.50. Kanter's, B-1311 Walnut, Philadel-phia 7, Pa.

Miscellaneous

FAMOUS COLE CIRCUS NINETEEN SIXTY route and program now ready, one dollar. Ted La Velda, 200 W. Clayton, Hugo, Okla.

MASKS, PROPERTIES — DECORATIVE papier mache to order. Mid-City Studios, Wonder Lake, Ill, no28

THE SENSATIONAL REVOLVING spotlight for 1961 on display convention week at Hotel Sherman by Levy of Pitts-

TURNSTILES FOR PARKS, SWIMMING pools, amusement concessions, industries, etc. Baum Metal Specialties, 1523 Wyandotte St., Kansas City 8, Mo.

\$100 REWARD — RETURN OF TOY MANchester mixed with Chihuahua. Lost State Fair, Oct 7. Black male, white chest, right front paw white, weight 7 pounds, long legs. Chronically ill. Name Snuffy. Clara Cooke, 425 12th St., Southwest, Birmingham, Ala. State 61124 or Vernon 34097.

Personal

RAVEL TRAILERS - DESIGNED AND built to your specifications. Order now for spring delivery. Send your requirements for free analysis, Joslin Bros., Box J, Adrian Mich.

Photo Supplies and Developing

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames: everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, III. ch-tfn

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 Wilmot, Richards, Mo.

Printing

DRAWINGS AND CUTS MADE TO ORDER. \$1 brings pencil sketch, deductible on first order. Lee Cressman, Washington, N. J. 2-2316.

www.americanradiohistory.com

EMBOSSED BUSINESS CARDS, \$3.50 PER 1,000 (postpaid). Calendar-Back Cards, \$3.75 1,000. Free samples. Temple Enter-prises, 10836 Sandalwood, Dallas 28, Tex.

FAST SERVICE! SPECIAL! 100 8½X11 Letterheads, \$2 postpaid. Samples post-paid printing, dime. R. Frederick Cook, 818 West Gift, Peoria, III.

NAME AND ADDRESS STICKERS: NEAT,

fast, deluxe style: each sticker is red, white and blue, 250 \$1. John's, Box 421, York 22, Pa. 200 842X11 LETTERHEADS, 200 634 ENvelopes, both for \$3.95. Black or blue ink. Mallo Press, 6468-B Clovis Ave., Flush-

ing Michigan.

Salesmen Wanted

MAGAZINE MEN, CREW MANAGERS AND experienced Boys and Girls. Work U.S.A. and all foreign territory. Top commissions plus \$1,000 bonus, plus new air-conditioned Cadillac. Contests galore. See phone or write Mark Steele, Hotel Claridge, 160 W. 44th, New York.

IF YOU'RE INTERESTED IN MAKING money in selling, see the hundreds of exceptional opportunities in Salesmen's Opportunity Magazine. Send name for your copy, absolutely free. Tell us what you're selling now. Opportunity, 848 N. Dearborn, Dept. 21, Chicago 16, Ill.

STUFFED TOY MFR.

Wants Man with strong following CARNIES-PARKS-FAIRS

We make a major line Plush Toys and Rag Dolls. 100% co-operation and liberal

MILLER, 135 Plymouth St., Brooklyn, N. Y.

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-tfn

Tattooing Supplies

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Illustrated information, \$1. Zels School of Tattooing, 728-A Leslie, Rockford, Ill. np

Wanted to Buy

INTERESTED IN PURCHASING 25 TO SEV-eral hundred used Oak 10e Vendors. Write Florida Vendors, 921 Volusia Ave., Daytona Beach, Fla., or Phone CL 38106 immediately.

OLD-TIME COIN ROLLING SOUVENIR MA chines, Dies, or quantity of Rolled Coins.
Must be in working order. Send description
and price. 3. Gill, Building 24, Port Newark,
New Jersey.

WANTED—GOOD USED MINIATURE GOLF Course Equipment and Devices. Give de-tails and price. Meyer Cohen, 2644 Dunham Road, Utica, N. Y.

WANTED TO BUY-YOUR NAME IN HEAD-lines. Wild Animal Farm, Box 118, Rich-mond Hill, Ga. no28

WILL PAY \$1,000 FOR TUB-O-FUN RIDE.
Jimmie Thompson, Alexandria, La., or
Hotel Sherman, Chicago convention.

COIN MACHINES

Parts, Supplies

CAPSULE JEWELRY — ASSORTED EAR-rings, \$5 gross; Neck Pendants, \$7.20 gross; Solitaire Rings, \$4.75 gross; Cuff Links, \$14.40 gross, 20% deposit with order, New England, 124V Empire St., Providence, R. J.

Used Equipment

AUTO PHOTO, MODEL 11, PERFECT CON-dition, \$2,100 or best offer. E. H. Sperstad, Box 157, Forest Hill, La.

HAVE GOT TO CLEAR WAREHOUSE—Silver Kings, \$5.95; Model 49's, 5¢ merchandise, \$9; new Atlas Bantams, 5¢, \$8.50. Over 500 machines for sale. Suncoast Vending, Inc., P. O. Box 10595, St. Petersburg, Florida.

ONE N.W. 5¢ LIKE NEW, \$12; 10 SELECT A-Vend, 8 col., Tab, new, \$9; 5 1¢ Victor Ball Gum, \$7; 5 Atlas Capsule, like new, \$9; 10 5-col. 1¢ Lawrence Nut Confection, new, \$10 each; 3 new 240-pack 30¢ Ven-Pak Cigarette Machines, mirror front, stand, \$50 each; 15 1¢ 33 N.W Ball Gum, no locks, \$3 each, 1/3 dep., bal, on del, Hurry, S. Fishbaugh, R. 5, Celina, O.

POKERINO—10 GAMES, NEW; MAY, 1960; with drop chute knock off; finished with white birch. Perfect condition. In stock new backglass parts. James Travis, P. O. Box 206 Millville, N. J. no21

10 NORTHWESTERN 49'S, 1e MACHINES, very clean, \$7.50 each. Tripp Vending Service, 2010 Reaves Dr., Raleigh, N. C.

Wanted to Buy

HIGHEST PRICES PAID FOR YOUR MUTI-lated Coins. The Numismatic Bank of Fort Worth, 3925 Mattison, Fort Worth 7,

INTERESTED IN OBTAINING ANTIQUE Merchandise Venders made prior to 1920 and preferably before 1900. If you know whereabouts of such equipment for sale write Box C-636, e/o Billboard, Cincinnati 22, Ohio.

MUSIC-RECORDS ACCESSORIES

Business for Sale

FOR SALE: RECORD AND HI-FI STORE Fastest growing community on eastern shore of Maryland. \$15,000. Includes a second location for summer business. For details write Paul Tulis, 300 North Blvd., Salisbury, Md.

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.

Miscellaneous

PHONOGRAPH RECORDS: NEW 45 RPM brand labels, 200 in display box with additional 100 for \$29.95, plus \$1 postage. Kingpin Record Co., P. O. Box 8964, Tampa, 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, allows six words for address and include additional 25c to cover cost of handling replies.

Miscellaneous

DANCE TROUPE—AUTHENTIC SPANISH, also Hawaiian. Fits into any type show. Reliable. Taggart, 1602 National, Rock-ford, III. WO 42789.

FOR AUDITORIUMS AND ARENAS — GI-gantle stage productions for gigantic grosses, best in existence. Horror, Mystery, grosses, best in existence. Horror, Mystery, Science Fiction and Illusion Shows from the largest producer of welrd effects in the world. Units available for every Continent, Each Unit completely different with more advertising and timely "Gimmicks" than any competitor. We are growing, competitors diminishing. No misrepresentation. All as advertised in good taste. All units carry portable stages, lights, etc. Smaller units available for theaters. Write for colorful samples of advertising and information. Kara-Kum Attractions, P. O. Box 949, Hollywood 28, Calif. Telephone: Hollywood 4-1222, no28

FORMER CARNIVAL OWNER, 40 YRS.' EXperience all branches, unit mgr. or assistant, bondable, lot man, capable talker any show, neat dresser, use no liquor or tobacco, reliable, dependable, no advance. Jack Scharding, 21 So. Locust Ave., Long Beach, Calif.

Musicians

DUO FEATURING JAZZ ORGAN AND drum. Sylvia Case, drum; Matt Thomas, organ. Duo and solo vocals, some comedy. Double piano, simultaneously. Case-Thomas Duo, 422 So. 10th, Newark 3, N. J. Bigelow

Outdoor Acts and Attractions

AERIALIST AVAILABLE—EXPERIENCED, 24, non-drinking, clean cut, would like to join established act, but would consider partner for new act to do serial, high, traps cradle. Box C-656, c/o Billboard, Cincinnati 22, Ohio.

FLASHY TRAPEZE ACT AVAILABLE FOR indoor events. Attractive nickeled para-phernalla. Real feature act. For price, lit-erature and details, address: Charles La Croix, 1304 South Anthony, Fort Wayne, In-diana. Telephone: Eastbrook 3312.

HIGH DIVE EXTRAORDINARY - BESIDES winning talent award trophies and what-not in U. S. A., it has been featured by Fox Movietone and the C. B. S. coast to coast in "Person" program, combined with international exposure in far-off places. All this means that patronage is pretty well assured for Super Markets, Drive-in Theaters, Parks, Fairs, Celebrations or any outdoor money-raising endeavors. A. G. V. A. member, good standing, Contact Mac Productions, 456 Lamphier, Warren, Ohio. ductions, 456 La Phone: EX 9-1479.

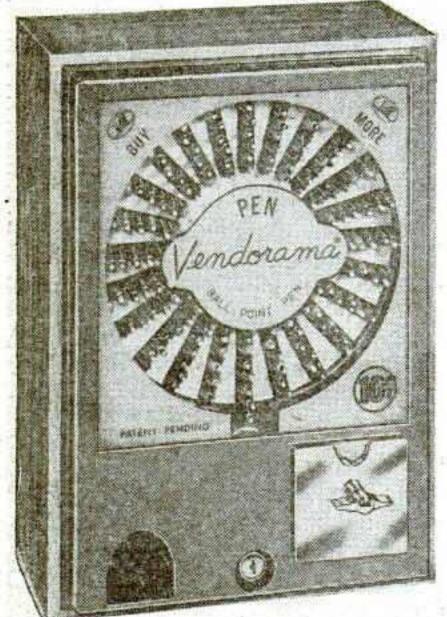
THE GLOBE OF DEATH IS THE NEW AND different thrill act that has action from the start to build suspense towards its un-believable and brilliant finale. Contact Speed Wilson, c/o Al Dvorin Agency, 54 W. Randolph, Chicago, Ill.

YOUR AUTHORIZED VICTOR DISTRIBUTOR

IS FULLY EQUIPPED TO SUPPLY YOUR EVERY BULK VENDING REQUIREMENT. WE CARRY COMPLETE STOCKS OF VENDERS . . . PARTS AND SUPPLIES . . .

TWO GREAT PROVEN MONEY-MAKERS WANTED BY THOUSANDS OF LOCATIONS

PEN VENDORAMA®

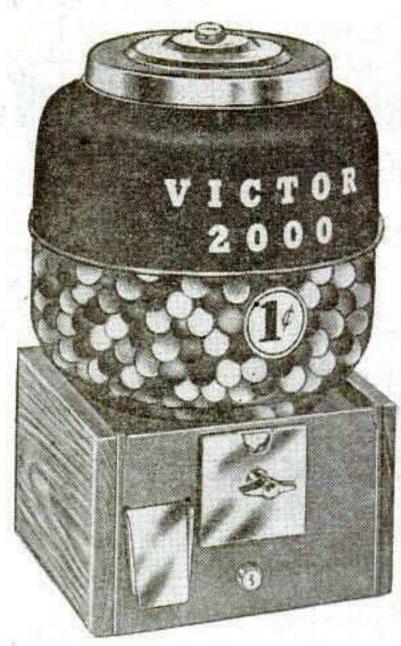


Victor's revolutionary and unique method of selling ball point pens. assures positive delivery. Capacity 168 ball point pens, vending at 10c each.

VICTOR

Capacity 2000 balls of 100-count gum . . . 300 V-1 10c or 25e capsules. Large capacity and very attractive appearance creates larger and more sustained

profits.



ACT NOW! YOUR FUTURE GUARANTEED!

See Your VICTOR Distributor for Prices and Details

BERNARD K. BITTERMAN 4711 E. 27th St. Kansas City, Mo. WA 3-3900 Iowa, Neb., Mo., Kan., Colo.

GRAFF VENDING SUPPLIES 2817 W. Davis, Dallas 2, Tex. WHitehall 8-7117 Okla., Ark., Tex., Miss., La., N. M., Ariz.

VEEDCO SALES CO. 2124 Market 5t. Phila. 3, Pa. LOcust 7-1448 Pa., N. J.

LOGAN DIST. CO. 1850 W. Division Chicago 22, III. HUmboldt 6-4870 III., Ind., Ohio, Wis., Mich., Ky.

STANDARD SPECIALTY CO. 1028 44th Ave., Oakland 1, Calif. AH 1-9037 Wash., Ore., Idaho, Calif., Nev., Utah and Hawaiian Islands

PARKWAY MACHINE CORP. 715 Ensor St. Baltimore 2, Md. EAstern 7-1021 Va., Md., W. Va., Del.

NORTHWESTERN SALES & SERVICE CO. 446 W. 36th St., N. Y. 18, N. Y. LOngacre 4-6467 **New York State**

N. C., Ala., S. C., Tenn., Ga., Fla. ELLINGWORTH SUPPLY CO. 659 Adams St., N.E. Minneapolis 13, Minnesota SUnset 8-6972

CHAMPION NUT CO. 1194-1198 Tremont St. Boston 20, Mass. HI 5-8935 Mass., Conn., R. I., N. H., Vt., Mo. Ed Flanagan

Minn., N. D., Mont., S. D., Wyo.

H. B. HUTCHINSON, JR.

1784 M. Decatur Rd., N.E.

Atlanta 7, Ga.

DRake 7-4300

VICTOR VENDING CORPORATION

BULK VENDING

Communications to 188 W. Randolph St., Chicago 1, Ill. NOVEMBER 21, 1960

Bulk Vending Clicks Big for Boys Town Experiment—Profit Plus Fun

By JOHN HICKS

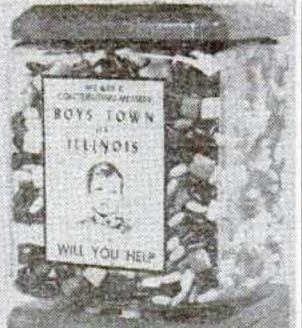
GRAFTON, Ill.-A new entry has been made in the bulk vending industry in this area. The new operator is Boys Town of Illinois, which started in the field initially with 1,500 machines.

As a bulk operator, this charitable organization for boys earmarks all receipts for a building and maintenance program to extend its services to more youngsters. Goal of the organization is to eventually increase its operations to 20,000 machines thruout Illinois.

Under its present set-up, Boys Town is pushing Chicklet gum which is sold two pieces for a penny in 1,000 of the machines on location. The remaining 500 machines vend cashews for 5 cents. The revolving action Operations of the vending machine program is under the direct superdisplays all pens and vision of Jason Koritz, chairman placed on the counter, wall bracket of the public relations committee or floor stand. of Boys Town of Illinois, with assistance from Koritz's son, Mark. Locations

yet, Koritz declared: "We haven't of all a real chance. Building boys zens. had a chance to find out which spots bring in the best receipts in this new venture." The public relations committee head privately is a bulk operator whose Marjay Vending Company operates out of Chicago as well as other areas.

The public relations committee has been assigned the job of getting owners, they explain the purpose of the non-profit organization and ask owners to give permission for machines to be placed. A card au-



ATTRACTIVE Boys Town stickers are placed inside the globe of all machines on the organization's route.

The reverse side of the card outoperations. It says: "A boy is wait-

lessens the need for mending men. The proceeds of this machine go to. Boys Town of Illinois,

Donation

"Thru the donation of space, for the placing of this vending machine that vends two chicle treets (gums) for 1 cent, you will become a contributing member of Boys Town of Illinois. A decal will be furnished to place on your window stating that you are a contributing member. You are not responsible for this machine; however, it is expected that you will exercise due care of our property.

"This machine is fully covered by insurance to protect all parties concerned. Your co-operation is greatly appreciated, and an invitation is extended to you to visit with us at Boys Town of Illinois, Grafton, Ill."

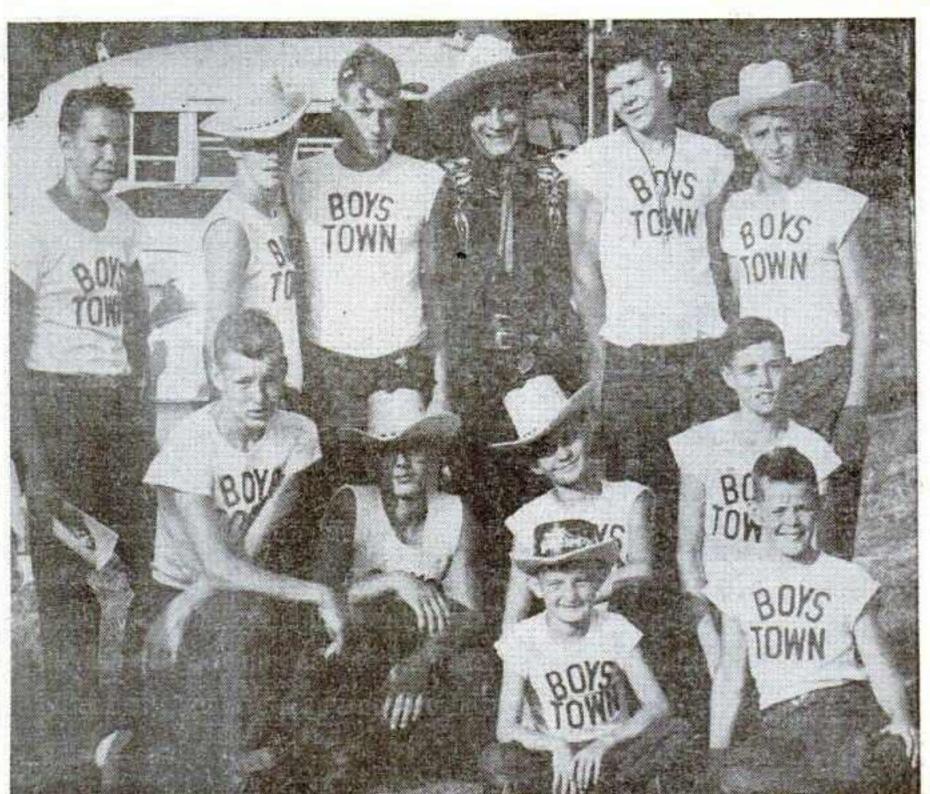
Boys Town is a natural beauty spot of 720 acres of wooded hills and farmland near Pere Marquette lines the purpose of the vending State Park. Boys have their own school building and living quarters The machines put out by the ing. Will you help? Every penny provided in two other buildings. charitable organization have been counts. To give a boy a home, an The organization has helped hunplaced in all types of locations. As education, spiritual help and most dreds of boys to become good citi-

Bulk Banter

cludes blocks in which the owner Marshall's name appeared in a doing for a long time. can mark if he wants the machine jumble of print that should have

William A. and Jane Kotcher read that he was recently married are establishing Kotcher Vending to Freddie Mohr, also a Chicagoan, new locations for Boys Town of on the east side of Detroit as a part in Antwerp, Germany. Miss Mohr Illinois. In calling on location of their program of business expan- is a freelance artist. Marshall has sion. The pair have been in the long been an active booster of Navending business some two years, tional Vendors' Association. . . . operating bulk nuts, cigarettes and And speaking of NVA, it's concandy venders. The Kotchers, in- gratulations to Jane Mason, also thorizing equipment in the location cidentally, were unfortunate to get of Leaf Brands, elected to the newis given to the owner to sign. It into the business thru a blue-sky ly created post of NVA executive states: "I believe that Boys Town deal but managed to survive and secretary. Jane has for years been of Illinois is rendering a vital serv- are now planning to stick with one of the association's hardest ice to the communities of Illinois things and grow. . . . Our apologies working supporters, getting but a and I wish, in association with to Marshall Leaf, Leaf Brands fraction of the credit she deserves. others, to contribute space for a exec., object of The Billboard's The new post is a well-merited title vending machine." The card in-typographical gremlins last week, for the job she's been unofficially

(Continued on page 90)



A GROUP of Boys Town (III.) lads pose with the Cisco Kid (Duncan Renaldo) during a recent rodeo held in the community. The boys have pitched in enthusiastically on their latest project—a 1,500-machine bulk vending route that they hope to expand eventually to 20,000 units. The route helps finance some of the charity-supported institution's expenses.

The Cat's Meow For All YOUR MACHINES.



THEY STARE RIGHT THROUGH YOU"

Watch your machines empty faster than ever with these beauties in 'em. All kids will want to wear these attractive rings.

- Brilliantly vacuum plated Faceted or jeweled eyes
- Labels available

\$9.50 per M (faceted eyes) \$17.00 per M (jeweled eyes) Order from your distributor or:





Vends flat packs up to 1/8" x 2" x 41/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For details and prices Write, Wire, Phone today.

We stock a complete line of vending machines, stands, parts, supplies, charms, capsules, merchandise and ball gum.

J. SCHOENBACH

Factory Distributor of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines. Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y. PResident 2-2900



Invented and made only by

Manufacturing Company 4541 W. Lake St. Chicago 24, III. Est. 1899. Telephone: Columbia 1-2772 Cable Address: WATLINGITE, Chicago

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

Detroit Passes Health Code

under the city's new health code, \$100; 71-100, \$150; 101-200, \$200; shall be in lieu of fees required passed recently. The fees are 201-300, \$250; 301-400, \$300; under any other ordinance regubased on number of machines in 401-500, \$350; 501-600, \$400; lating sale, manufacture, processing

Missing, however, is a commissary requirement for bulk operators that was originally contemplated by the city council but vigorously op- 1-5 machines \$15; 6-10, \$25; 11posed by the vending industry.

Also eliminated from the final version of the health code is a dual licensing provision that would have forced bulk operators to pay a bulk vending health code license plus one or more product or restaurant inspection licensing fees.

U. S. Code

worked out largely under the direc- ucts. tion of Dave Hartley, Public Health Counsel of the National Automa-Ray Trudeau, executive director of

for bulk vending machines, giving set-up. out "penny portions," including for instance, a nut machine giving five penny turns for a nickel. These that imposition of such a require-\$20; 76-150, \$25; 151-300, \$30; the bulk vending industry out of legislation. 301-500, \$35; 501-750, \$50; 751- business. 1,000, \$75; over 1,000, \$100.

LOS ANGELES-A three-day

Ambassador Hotel, here, Decem-

ber 2, 3 and 4, according to Ted

The equipment and product

showing of the latest vending ma-

chines will be accompanied by a

full program of discussions and

Key to Profit and Prestige in

Vending," Nicolay said. Exhibit hours will be from 12:30

to 5:30 p.m. on Friday (2), from

noon to 5 p.m. on Saturday (3),

and from 2 to 5 p.m. on Sunday

Clinics The program will include four

clinics for operating companies and

six presentations on special topics ranging from legislative matters to

A banquet, floorshow and danc-

ing will be the climax of the

conference on Sunday evening, pre-

ceded by a poolside cocktail recep-

expected to attend from 13 West-

ern States, according to Arch Rid-

dell, conference committee secre-

tary. He said no registration fee

will be charged for the exhibit or

Shop

evening clinics at 7:30 p.m. on Friday (2), said Harold A. Steuber,

program committee chairman. The

opening clinics are "Shop Mainte-

nance and Sanitation Course," with

Charles Mananian as moderator,

and a panel discussion on "Solving

Management Problems" under direction of Douglas Moore, David-

Steuber said Saturday has been designated as "Servicemen's Day,"

and special badges will be issued to

routemen and other employees who

a.m. to noon, will feature addresses

by Thomas B. Hungerford, NAMA

executive director; Herb Geiger,

Milwaukee, vending executive and

vice-president of NAMA; and

a keynote address by a leading

The Saturday program, from 9:30

son Brothers, Inc.

attend.

industrialist.

The program will open with two

Several thousand visitors are

the future of vending.

tion.

programs.

chairman.

DETROIT—Bulk operators will aged: 1-5 machines, \$20; 6-10, of the code provides that "payment pay fees ranging from \$15 to \$100 \$40; 11-20, \$60; 21-40, \$80; 41-70, of the above fees (health code fees) 601-700, \$450; 701 and over, or preparation of foods."

Packaged

(3) The packaged goods fees are: 20, \$35; 21-40, \$45; 41-70, \$60; 71-100, \$75; 101-200, \$100; 201-300, \$150; 301-400, \$200; 401-500, \$250; 501 and over, \$300.

There is one notable exception to the code that gives a break to location-owned vending machines. Such machines are exempt from fees providing the location has not The final version of the code more than three machines and is was modeled after the U. S. Public already covered by some other or-Health Service code, and was dinance regulating sale of prod-

Biggest break for the bulk vending industry, other than the nomitic Merchandising Association and nal scale of fees, was the elimination of a commissary requirement. the Michigan Vendors Association. Bulk operators traditionally operate Three categories of licensing are from homes, basements or garages included in the code: (1) Fee scales and few have a formal commissary

Dual License

Bulk industry observers feared

(2) A food products scale in- licensing provision was also a major where the major responsibility for cludes products vended for more victory, as this again, would have sanitary operation was with the than a penny and handled in bulk forced many marginal operators operator, but with sufficient super-

Western Conference and Exhibit morning program will be a presen- Merchandising at the morning ses-

Merchandising Association at the Inc., and a forecast on "What You scheduled on Saturday from 7:30

Can Expect in Your State Legis-

Thomas B. Donahue, NAMA

coming year-long public relations

lature" by Sidney S. Kallick,

NAMA Plans West Coast Conclave

of Automatic Merchandising will tation on "Bootstrap Financing" by sion.

counsel.

be held by the National Automatic Grant Strohm of Rudd-Melikian.

R. Nicolay, general conference NAMA Western manager and

speeches under the theme "Your campaign in connection with the

The health code ordinance had been under preparation for some two years. Representatives of NAMA plus MVA, an affiliate of the former group, have constantly been meeting with city and State authorities.

The bulk vending industry, however, can claim little credit for the favorable provisions in the code. There was virtually no action by any bulk operator at either the city of State level.

A few yeoman efforts to rouse interest in the code were made by Don Mitchell, counsel for National Vendors Association, the bulk vending trade group, but in most part these met with little success. In the final analysis, NVA took little action because of its standing policy of responding only to member requests for help. None ever

Speaking for the major equipment vending industry, Ray Trudeau noted the code was a "good thing," and one that would protect are: 1-25 machines, \$15; 26-75, ment would have literally regulated the industry from other adverse

Trudeau also termed the code a The elimination of the dual self-policing type of legislation, or in combination bulk and pack- out of business. The exact wording vision from local health authorities.

Two evening clinics also are

p.m. to 10:15 p.m. A "Cigarette

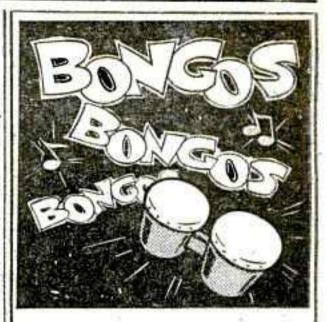
Operator's Institute" will be

chaired by Will Golden, California Cigarette Concessions, Inc., and a

"Coffee Institute" will be moder-

In addition to the Sunday exhibit,

(Continued on page 95)



NEW! NEW! NEW!

Kids, Teens, Adults, they all want BONGOS! 2 color plastic

to 4m........\$8.75 per thou. 5m and up..... 7.75 per thou.

vacuum plated with white heads! 5m and up..... 11.00 per thou.

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NAME OF THE PROPERTY OF THE PR	
	\$14.50
N.W. DeLuxe It or 5¢ Comb	12.00
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verted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Account 14 as to be a section	
Acorns 1¢ or 5¢ B.G. or Mdse	10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb.

vac pack tins, per lb.

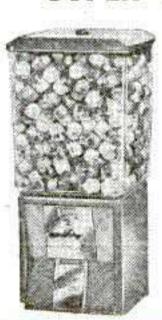
Pistachio Nuts, Jumbo Queen, Red
Pistachio Nuts, Jumbo Queen, White
Pistachio Nuts, Large Tulin
Pistachio Nuts, Vendor's Mix
Cashew Whole
Cashew Butts
Indian Nuts
Peanuts, Jumbo Mixed Nuts Baby Chicks
Rainbow Peanuts
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Jelly Beans
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Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator. One Third Deposit, Balance C.O.D.

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Northwestern



vendor is truly the most accurate on the market. Handles all size capsules without "skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity.

This capsule

Available with 5c, 10c or 25c Mechanisms

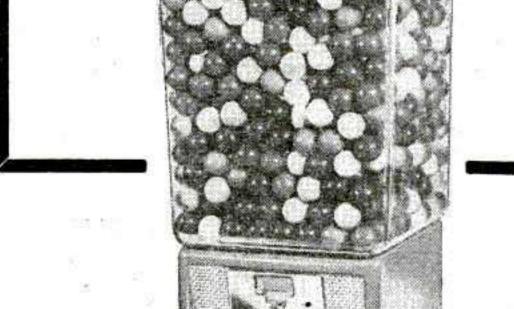
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Other features of the Saturday | 75th Anniversary of Automatic

president, will explain the local ated by Don Warren, Coffee Auto-

phases of the association's forth- matic Company of Los Angeles.

Northwestern SIXTY SUPER C

FOR YOUR BETTER LOCATIONS

SUPERB CAPACITY

1012 Balls 100 Count Gum 2886 Balls 210 Count Gum 365 Regular Capsules

*AT SLIGHT EXTRA COST

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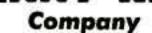
With red tongue . . . Firmly scotch taped for perfect vending.

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SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items, Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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Time payments available on Oak machines through all distributors. All Oak machines are available with



Below are listed factory authorized dealers.

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ent standard

Acorn Vendor.

denomination from 5c to 25c.

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Atlanta 7, Georgia IMPRONTO VENDING 300 North Gay Street Baltimore 2, Maryland

LOGAN DISTRIBUTING CO. 1850 West Division Street Chicago 22, Illinois

SAMUEL J. PHILLIPS CO. 4372 Lindell Boulevard St. Louis 8, Missouri

OAK SALES COMPANY 2033 Fifth Avenue Pittsburgh, Pennsylvania DAK SALES OF FLORIDA

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QUEBEC VENDING CO. 109 Commissioner St. West Montreal, Quebec, Canada

RAKE COIN MACHINE EXCH. 609 Spring Garden Street Philadelphia, Pennsylvania

JACK SCHOENBACH 715 Lincoln Place Brooklyn, New York

SIEGEL DISTR. CO. LTD. 753 Chatham St. Montreal, Quebec, Canada SOUTHERN ACORN SALES 526-30 Bruns Avenue Charlotte 8, N.C.

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The Billboard, 2160 Patterson : Enter my subscription to The (52 (saues) at the ate of \$15 (single copy rates) Foreign rate	Billboard for a full year a considerable saving over
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U. S. Official Hits 'Blue Sky' Vending at Dallas Law Meet

tack against blue sky vending oper- chase the machines if the venture ations was made by U. S. Assistant is unsuccessful." According to Wil-Attorney General Malcolm R. Wil- key, the promises "usually remain

Speaking before a conference of the National Association of License Law Officials in Dallas, Wilkey said the prospect of getting large profits in return for small investments and no physical labor is often irresistible.

This makes it "comparatively easy" for "swindlers" to sell vending machines "by grossly exaggerating the profits that can be realized by the sale of candy, peanuts and similar items," he said.

Locations

In addition, the "fraudulent promoters frequently capitalize further by promising to obtain

Discuss N. C. **Health Code**

CHARLOTTE, N.C.-State officials and representatives of the North Carolina Automatic Merchandising Association met at the city-county health center here recently (9) to discuss the State's new health regulations concerning vending machines, which will go into effect January 1.

Vending machines will now come under the watchful eye of State and local health officials. The new rules regulations will include a regular inspection system.

ulations and the joint meeting of from various manufacturers. vending machine representatives and State officials reflect a growing concern among health officials and the vending machine companies themselves, over the health implications of this mushrooming business."

Sanitation experts from health departments in approximately 40 counties attended the meeting. The sanitarians will inspect the machines and the products they contain on a regular basis when the new rules go into effect.

Bulk Banter

Continued from page 88

Samuel Roy Hutchinson, who operates Hutchinson Vending, Detroit, is recovering nicely from serious injuries in a recent auto accident. Hutchinson is supervising his route from home, ably assisted by Mrs. Hutchinson. . . . Michael Garden, another Detroit veteran. operating some 34 years, says he has no plans for major expansion but is watching new location possibilities carefully. Garden says business is steady, but locations going out of business is always a problem and new locations have to be constantly added to his route. . . Memphis operator Jimmie Wilkie, one of the South's largest operators, is a firm believer in ring charms, putting them in both penny and nickel capsule machines. Wilkie says he doesn't know the reason, but "kids love them," and the rings are a sure sales booster.

. . . Two years ago Jason Koritz, Marjay Vending, St. Louis, had a brand-new nickel nut machine on location. Last week the machine showed up-but not in the most expected way. Seems an operator came in to buy a lock for a machine which he was carrying under his arm. Koritz looked, only to see his own Marjay Company decal still on the unit. Sure enough it was the same machine. Koritz says the thing was worked out amicably.

WASHINGTON-A sharp at-| profitable locations and to repurunfulfilled and in some instances such misrepresentations formed the basis for a successful prosecution."

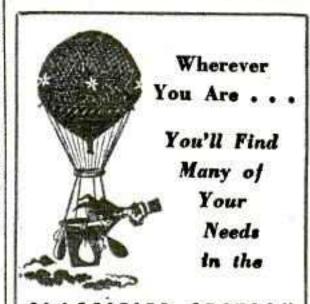
> He then cited the case of the U. S. against Cutler, which was tried in the Eastern District of Missouri. Here, the victim paid \$3,000 for five machines which were worth \$150 each at wholesale. The defendants were charged with various types of misrepresentation, convicted, and sentenced to two years' imprisonment and a fine.

> In a second case cited by Wilkey, the defendants pleaded guilty. Two received four - year sentences, another received three years, and the fourth a sentence of a year and a day. This case was tried in Iowa. In another Iowa case, defendants received a year and a day sentence.

The "score" in the two Iowa cases was \$300,000, Wilkey said, "with most of the hundreds of victims being elderly citizens with small incomes."

Alan Rake Leaves For Service Stint

PHILADELPHIA - Alan Rake. son of Nate Rake of Rake Coin Machine Exchange, bulk vending distributors here, leaves Saturday (26), two days after Thanksgiving, for a six-month tour of Army duty. The younger Rake has been in business with his father for two years and has been responsible for the Don Seaver, an informed source successful promotion of the firm's here, commented: "The new reg- Charmeteria, a display of charms



CLASSIFIED SECTION this issue

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Two 4¢ stamps for 10¢ and four 1¢ stamps for 5¢. ABT Coin Mechanism.

\$24.50 ea.

3-column model, \$34.50 4-column model, \$44.50

5-column model, \$54.50 (10,000 Stamp Folders-\$6.00)



5c HOBBY and TRADING CARD VENDOR (2 column)

Vends package of 6 cards for 5¢, 1934"x13"x914", Slug-Proof ABT Coin Mechanism

\$39.50 ea. CARDS: \$2.25 per 100 (6 varieties).

1/3 deposit re-quired on all orders, balance C.O.D. Write for free cata-log.

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The PLAY'S the Thing, The PLAYERS wearing Mustaches.

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Communications to 188 W. Randolph St., Chicago 1, III.

New Cabinet, Add-a-Ball On Gottlieb's 'Flipper'



Flipper

CHICAGO — Gottlieb's latest pinball entry, Flipper, features a redesigned cabinet plus a new add-

what they came up with.

coin machine industry.

patronizes coin games and juke boxes.

is quite sure.

COIN INDUSTRY EXECS

MULL POLITICAL CHANGES

all over the nation, are trying to figure out how the new

administration, which takes office in January, will affect their

businesses. And, like businessmen all over the nation, nobody

of four Chicago game and music manufacturers, and here's

probable lowering of the discount rate—to be followed by

cheaper mortgage financing, will result in the loosening of credit.

Eventually, said Oettinger, this should stimulate small business

and employment, and these developments are bound to help the

regime will mean increased government spending, higher

employment, and more money in the pocket of the man who

enly been called a depression business. He contends that the

have much effect on the coin machine industry. However, Jones guesses that increased defense spending will provide coin

machine factories with extra business in government contracts

anticipated an increase in the minimum wage. While coin

machine producers already pay more than the proposed new

increased economic activity is bound to help collections.

and he sees a possibility of increased employment.

CHICAGO—Coin machine executives, like businessmen

At any rate, The Billboard has interviewed decision maker's

Herb Oettinger of United Manufacturing feels that the

Art Weinand of Chicago Dynamics feels that the new

Weinand says that the coin machine industry has mistak-

Herb Jones of Bally doesn't feel the new administration will

Ed Ratajack of AMI says that manufacturers have already

a-ball playing feature. There are no free plays, meters or buttons. Players can, however, win an unlimited number of extra balls by several scoring options.

The new design is the first major cabinet change by Gottlieb in many years. Most striking is a redesigned light-box which rests on a raised pedestal at the rear of the game instead of being mounted directly on the cabinet.

From the playing standpoint, the extra-ball feature, however, is the most spectacular. A series of playing cards running from ace to jack can be scored upon for extra balls like for total high plus added balls for total high score.

the card selected. The player subsequently hitting a corresponding target wins extra balls. There are also two top joker rollovers which light alternately. Hitting a lighted joker gives extra balls, as does hit-(Continued on page 98)

RCA Enters 33 Single Field; Move Has Operator Impact

By REN GREVATT

NEW YORK — RCA Victor Records has officially entered the 33 r.p.m. single record field (see story, page one, this issue). The move has been long rumored in the record trade and it may be said, long hoped for by the Seeburg interests, prominent proponents of the use of seven-inch, 33speed singles on juke boxes.

Since Seeburg undertook its spe-

In the playing card sequence a row of top rollovers determines New Football Themed Bingo



Touchdown

CHICAGO-Touchdown is the name of Bally's new bingo-type pinball game built around a football theme, featuring magic-numbers scoring.

The card on the backglass is divided into four areas with six numbers in each area. The areas are identified by a letter-A, B, C or D—which lights when coins are deposited. When any area is lit, each of the six numbers in the area may be shifted to any of the six positions in the area.

The magic-numbers feature is virtually a Bally trademark, with similar scoring arrangements fea-(Continued on page 98)

cial "artist of the week" juke box sign when Victor album selections promotion early this year, more are available in 33 form. than 20 individual record firms, including three of the big four major Seeburg in making 33-speed seleccompanies, have gone along with tivity available in their new mod-Seeburg in providing operators els, and the inclusion of Victor the cover was reproduced for dis- gramming of 33's. Some observers play on the box itself. The lone were frank to say that these fac-

Altho the initial impact of the Victor release of 33 singles will first be felt at the retail level, thru troductory program, launched in a \$750,000 joint promotion with association with Dr. West's, the the manufacturers of Dr. West's disk will contain four selections tooth brushes, the move is expected to have a substantial influence in developing acceptance for the 33-speed record in coin phonos.

Two Versions

It is understood that all future Victor singles will be issued in both the 45 and the 33 form once the program gets under way. Some of these will be in stereo as well as monaural form. Beyond this, there is another factor which will be of interest to juke box operators. A Victor spokesman pointed out that in years past, singles at one time were not necessarily synonymous with pop, teen-styled material in its current context. In earlier days considerable material of a classical and light classical nature such as "The Blue Danube," or Chopin's "Polonaise," was also made available on singles. The company now plans to revive this practice House here. on its slower speed 33 r.p.m. disks. Many of these, operators agree, will have an important place on boxes in many locations.

and artists, the RCA Victor catalog is acknowledged to be a pow- were Meyer Parkoff, Gordon Howerhouse, and operators are ex- ard and John Stuprych. Parkoff pected to give a healthy welcome

EDITORIAL

With AMI and Rock-Ola joining with special packs of 33-speed sin- among those disk firms now on the gles taken from specific albums, bandwagon, tradesters here forecast from which a reduced version of a marked step-up of interest in proholdout of the first-line companies. tors can hurry the day of a oneuntil now had been RCA Victor. speed record business.

Special Promotion

In the special promotion in-(Continued on page 95)

Ops Pledge \$ to Cardinal's Yuletide Fund

POUGHKEEPSIE, N. Y.-The New York State Operators Guild has pledged \$150 to the Cardinal Spellman Christmas servicecenter fund. The decision to support the venture which is receiving the support of the State Coin Machine Association's public relations committee, was taken at the regular monthly meeting of the Guild Wednesday (16) in the Nelson

Guests of the Guild included leading New York State distributors of Seeburg, Wurlitzer and A M I phonograph equipment. In terms of depth of repertoire From Atlantic New York with the word about the new Seeburg units

(Continued on page 95)

A New Approach

Some rather startling proposals have been suggested in the story which appears directly below this editorial. The main proposal, expounded by an industry leader, concerns the role of the operator in the industry.

We do not print the story to shock our readers. We want to make it perfectly clear that the views below are not neces-

sarily those of The Billboard.

However, we do think that any reasoned line of argument put forth by any responible industry leader can and should be examined. And while we cannot disclose the name of the man who advocates these changes, we can assure the reader that these views would not have been published were he a man of lesser stature.

We fully expect that many of our readers will take strong exception to the solution offered. We solicit your comments, and we promise to publish them with as much emphasis as the original comment.

minimum, he feels that any boost in the minimum could be a signal for a series of wage boosts. However, said Ratajack, manufacturers have already ex-

plored methods of cutting production costs, and they probably could hold prices.

A lowering of interest rates probably wouldn't have too much effect on operator purchases, Ratajack said. He pointed out that interest charges have seldom discouraged an operator from buying.

However, he added, lower interest rates would spur spending, and the coin machine industry is bound to be a beneficiary of such a development.

New Formula for Coin Trade Proposed

EDITOR'S NOTE: The following remarks were made by a responsible and highly regarded industry executive. For obvious reasons he cannot be quoted. His suggestions will probably be regarded as radical. We present them for consideration and discussion. And we invite written comments as to their merit. These comments will be published in forthcoming editions of The Billboard.

New York—The coin machine industry, as it is currently constituted, is living on borrowed time. The operator, as we know him today, cannot stay in business for an extended period.

To understand the plight of the operator, we must examine the status of the manufacturer. Manufacturing costs are going up—and they have been on a spiral for the last decade. The manufacturer must continue to raise prices—he has little control over the cost of labor and raw materials.

al average for the operator's weekly end was \$10 for games the tavern is not always welcome in the suburbs. and slightly less for music. In the 1960's this average has gone up only slightly. With the increased cost of equipment and operating expenses, the profit margin has become razor thin. In many cases, there is no margin.

Living Habits

Probably the primary reason for collections failing to keep pace with increased costs has been the change of American living habits since the end of World War II and the failure of the industry to adjust to those changes.

We are moving from an urban to a suburban way of life. Today it is a poor family that doesn't own an automobile. The automobile, coupled with the superhighway, has been responsible for a mass exodus to the suburbs.

This movement has had a profound effect on the primary coin machine location—the tavern, otherwise known could be organized. as the workingman's club. The tavern generally hasn't

In the immediate pre-World War II period, the nation- followed the workingman from the city to the suburbs, and

Effect of TV Also, the effect of television has cut deeply into coin machine collections. The workingman who had been in the habit of quaffing a few brews at the local bar will often take a six-pack home and watch his favorite Westerns.

What can the operator do to adjust for the lag in collections? One answer would be to pay less for equipment. However, manufacturing costs are not apt to go down, and any speculation on this score is wishful thinking.

One proposed solution is a manufacturer-operator tiein, with the manufacturer producing exclusively for a large operator combine. This is not practical, tho, as it would take tremendous runs for the manufacturer to come out ahead, and it is unlikely that a large enough operator group

> (Continued on page 97) Copyrighted material

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The Billboard's

Coin Machine Price Index

Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

	1500 (104), 1952\$	90	UNITED		GOTTLIEB		Reno 10/57s	75	Deuces Wild (Kaye)		St. Christopher (Muto)	
MUSIC				625	Ace High 2/57\$	80	Rocket 11/59	185	10/58	100	2 - 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1 : 1	195
The state of the s			Atlas Shuffle Alley		Add-A-Line 7/55				Dodge City (Fran)	5000	Satellite Tracker	
AMI -			9/58	405	Annabelle 8/59	230		175	25.50	100	(B-L) 12/58	395
D-40 (40). 1951\$ 95			Bonus Bowling Alley	E10	2 Around the World	200	A STATE OF THE PARTY OF THE PAR	\$2009C	Drivemobile (Muto)		Scramball (Keen)	
D-80 (80), 1951 130		395	3/58		7/59 2 Atlas 5/59		Smoke Signal 9/55	75		135	0/30	35
E-80 (80), 1953 170	기를 내용하면 이 있는데 하시고 들어서 가장 살아가지 않는데 이 가장이 되었다. 그리고 들어왔다.	A Comment of the			Auto Race 9/56	70	Soccer Kick-Off	125	5th Inning (Un) 6/55.	135	Shooting Gallery	
E-120 (120), 1953 185			Capital Shuffle Alley		2 Brite Star 4/58	92.5		185	Golf Champ (Bally)	175	(Exhib) 5/54	78
F-40 (40), 1954 200		575	9 / 6 6	195	Classy Bowler 7/56.	1791755	0	100	0,00	1/3	Shortstop (Wms)	***
F-80 (80), 1954 270		610	Clipper 4/55	150	4 Contest 10/58			110	Grandma Fortune 5/56	140	4/58	215
F-120 (120), 1954 305		645	Cyclone 10/58	400			Super Score 9/56	90	Gun Club (Genc)	*40	Sidewalk Engineer	22.
G-40 (40), 1955 250		.875	Deluxe Bowling Alley	SEC.	7/57	155	4 Surf Rider 7/56	90		300	(Wms) 4/55	70
G-80 (80), 1955 330	Market Company of the		//3/		Criss Cross 3/58		3-D 11/58	130	Gunsmoke (Bally)	700.00	Sky Raider (Un) 10/58	275
G-120 (120), 1955 365	2304 (104), 1959	745	Deluxe Flash 6/59 Deluxe Shooting Star	212	Derby Day 5/56		Three Deuces 8/55	75	4/59	220	Sky Rocket (Genc)	2/3
G-120-1 (120), 1956 365	2304-5 (104), 1959	810	6/58	130	2 Double Action 1/59	245	The state of the s	160	Heavy Hitter (Bally)		5/55	60
G-200 (200), 1956 350	2310 (100), 1959	790	The same of the sa	445	2 Duette 3/55	80	Tim-Buc-Tu 1/56	90	3/59	285	Space Age (Genc)	
G-200-1 (200), 1956 350			Duplex 11/58		2 Fair Lady 11/50	110	Top Hat 2/58	135	Hercules (Wms)		3/58	195
G-200-2 (200), 1956 350	BOWLERS & SHUFFI	LES	Eagle Shuffle Alley	111-200-0	4 Falstaff 11/57	245	Turf Champ 8/58 Wonderland 5/55	170	3/59	335	Space Gunner (Bally)	
G-200-3 (200), 1956 350	The second second		5/58	365	2 Flag-Ship 1/57		70.	50	Hi-Fly (Genc) 4/56	35	5/58	150
G-200-4 (200), 1956 350	ARC Rowler 7/55	210	Flash 6/59	450	Frontiersman 11/55	65	The second secon		Horoscope Fortune		Special Deluxe	
G-200-5 (200), 1958 350 H-200 (200), 1956 535	ABC Bowling Lanes	210	4-Way 11/59	555	2 Gladiator 1/56			EC	Teller (Genc) 9/57.	150		98
H-120 (120), 1956 475	12/56	225	Handicap 9/56	250	2 Gondolier 8/58		DOMESTIC STATE OF THE PARTY OF	-	Hydro Duck (B&W)		1/54	50
H-100 (100), 1956 440	ABC Champion	410	Handicap 11/59 Hi-Score 6/57		Gypsy Queen 2/55	65	Ell Cine Basel all		10/54	130	Spook Gun (Bally)	170
H-200M (100), 1957 445	ABC Super-Deluxe		Jumbo Bowling Alley		maibor bies 0/00	60	All-Star Baseball (Wms) 4/54\$	60	Jet Fighter (Wms)	92200	9/58	170
I-200 (200), 1957 650	Bowler 9/57	290	8/57	435	Hi Diver 4/59	190	F D 1 10		10/34	125	Sportland Shooting Gallery (Exhib)	
I-200 (200), 1957 650 I-200 (200), 1958 630	ABC Tournament	215	Jupiter Shuffle Alley		4 Jubilee 5/55	150	2/55	1527679	Jet Pilot (CC) 5/59	220	11/54	85
I-120 (120), 1957 575	All-Star Bowler		. 9/58	185	Lightning Ball 12/59	255	Auto Fnoto Model 3 .	255161	Joker Ball (Mid)		Squoits Water Polo	
I-100 (100), 1957 520	12/57				2 Mademoiselle 11/59	305	Auto Photo Model 11. 1.	845		200	(Aqua) 5/57	360
I-200M (200), 1958 535	All-Star Deluxe 2/38. Bally Shuffle 1/59	ALL SALES	Lightning 2/55	145	4 Majestic 4/57		Auto Test (with sound)	201	Jolly Joker (Wms)		Sportsman (Keen)	
J-200 (200), 1958 750	Bally Speed Bowler	•3	Midget Bowling Alley 3/58	150	2 Marathon		(Cup/ 5/36	295	Jumbo Ten Pins	50	11/54	85
1-120 (120), 1336 700	11/58	390	Niagara 11/58		2 Picnic 6/58		Trais rest (williout	245		75	Star Slugger (Un)	
J-100M (100), 1958 580		150	Pixie Bowler 7/58	175	Queen of Diamonds	ALCOHOLD !	Auto Test Turnpike		Jumbo Ten Strike	200	the state of the s	125
J-200M (200), 1959 620 J-120 (120), 1959 695	Club Bowler 2/59			635	6/59	225	127.22		(Wms) (3/58	100	State Fair (Genc)	100
J-100 (100), 1959 580		200		240	2 Race Time 3/59	250		295	Jungle Gun (Un) 7/54	100	7750	180
J-200 (200), 1959 760		220	Royal Bowling Alley		Rainbow 12/56		Bally Targets (Bally) 10/59	325	Jungle Hunt (Exhib)	333	Steam Shovel (CC) 5/56	95
1-00 (-00)	3/59	520	12/57	415	4 Register 10/56	155	Balloonomat (Cap)	(Fe7:32)	7/54	175	Super Big Top	55)
ROCK-OLA	Gold Medal 4/55		Select Play 6/56	165	Rocket Ship 5/58 Roto Pool 7/58		12/54	85	Jr. Auto Test (Cap)	GOST)	(Genc) 12/55	175
SPORTSON SERVICE STREET, SON SON CASE	Jumbo Bowler 9/55 King-Pin Bowler 9/55	C 1077 Feb.					Indud-U-nama (Milla)		12/56	150	Super Home Run (CC)	
1436 (120), 1953\$ 85	HE - 이렇게 무슨	535	Shuffle Playmate 2/59		2 Sea Belles 9/56	110	4/57	75	Kaye Hockey (Kaye)		3/54	50
1438 (120), 1954 220	Lucky Shuffle 9/58	The Section of	THE CANDIDANCE AND ADMINISTRATION OF THE PROPERTY OF THE	65350	Silver 10/57	155	Bat-A-Score (Evans) 2/54	75	58	125	Super Pennant Base-	
1442 (50), 1955 225 1446 (120), 1955 260		490			Sittin' Pretty 11/58	The second second	Batter Up (CC) 4/58 .	150	King of Swat (Wms)		ball (Wms) 1/54 .	50
1448 (120), 1956 370	Speed Bowler 11/58.	335	Super Bonus 9/55	190	Sluggin' Champ 4/55	The second second	Batting Practice	in-n	5/55	110	onhat pinddat (ou)	8
1350 (120), 1957 330	Star Shuffle 9/58		Team Bowling Alley		Southern Belle 6/55	60	[300	Kiss-O-Meter (Exhib)		7/55	55
1452 (50), 1956 275	Super Bowler 1/57	250 120	(S0/S00) 0/5/8/8/8/8/8/8/8/8/8/8/8/	territoria.	Straight Flush 12/57	155	Big Inning (Bally)	210	12/58	115	Super Star Baseball	
1454 (120), 1957 415	Trophy 4/58	445	A CONTRACTOR OF THE PROPERTY O	100000	Straight Shooter	200	5/58	210	League Leader (Keen) 4/58	95	(Wms) 1/54	50
1455D (200), 1957 460	CHICAGO COM			205	2/59 Sunshine 9/58	185	0/21	35	Major League (Wms)	-	0.2	350
14558 (200), 1957 450	All Star Team				4 Score-Board 4/56.		Big League Baseball	0.5952	4/54	50	Target Roll (Bally)	145
1458 (120), 1958 540	Rowler 11/55 #	100			2 Super Circus 9/57	200	(CC) 5/55	35	Model 500 Shooting			134
1462 (50), 1958 375	Blinker 8/55	180			4 Sweet Sloux 9/59	365	Big Top (Genc) 11/54	155	Gallery (Exhib)	Vision	10 Commandments (Muto) 12/57	195
1465 (200), 1958 570 1468 (120), 1959 670		150 465	The second secon		2 Toreador 6/56	110	Bike Roce (Munv) 5/58	495	3/55	100	Ten Pins (Wms.)	
1469 Stores (120)	Bowling Team 10/55		BALLY		2 Tournament 8/55	105	Bing-O-Reno (Sci)	500	Moon-Raider (Bully)		12/57	110
1959 730	Bull's-Eye Bowler	DESCRIPTION OF STREET	ACCURATION CONTRACTOR STREET,		Twin Bill 1/55	55	3/55	325	7/59	350	Ten Strike (Wms.)	000
1475 (200), 1959 755	.,				Universe 10/59		Bull's-Eye (Bally	205039	Motorama (Genc) 10/57	170	12/57	110
14/5 Stereo (200).	Bowling League 7/57	215	Balls-A-Poppin 10/56	1200	2 Whirlwind 2/58	200		150	1957 Baseball (Wms)		Test Pilot (Cap)	
1959 830	Criss Cross Target	.00	THE RESERVE AND ADDRESS OF THE PARTY.		Wishing Well 9/55 World Champ 8/57		Burp Gun (Dale) 5/57 : Carnival Gun (Un)	-43	4/57	225		310
GEEDING	1/55 Double Feature	001	Beach Beauty		WILLIAMS	100	The second secon	135	Pan-O-Rama 800	1/4		395
SEEBURG	12/58	395		55	Arrow Head 7/57\$	85	Champion Baseball		(Cap) 12/58	200	3-D Kiddie Theater	107
	Hollywood 4/55 King Bowler		Beach Time 9/58	285	Casino 8/58	125	(Genc) 7/55	75	Peep Barrels (Exhib)	14.00	(Rite) 354	what there
M100C (100), 1952 265	3/59		Big Show 9/56	70	2 Circus Wagon	W18554	Circus Anie Gallery	260	12/56	1,000	3-D Pix (Cap) 2/54.	125
-100W (100), 1953 330	Lucky Strike 1/58	3341	Broadway 12/55 Carnival 10/57	100	10/33	75	Coon Hunt (Seeb)		Peppy the Clown		3-D Theater (Rite)	145
	Miami Shuffle 10/58 Monte Carlo 1/59		C	340	Club House 10/59	185	2/54	120	(Wms) 12/56		425 EST	145
V200 (200), 1955 330	Player's Choice	ACT CONC.	Circus 8/57	00	Crossword 5/59	180	Crane (Wms) 3/58	85	Photomatic (Muto)	VE 03	Treasure Cove (Exhib) 7/55	138
	9/58				Cue Ball 4/57		Criss Cross Hockey		2/54	295	Twin Hockey (CC)	PERFORMANCE AND ADDRESS OF THE
K200 (200), 1957 485	11/58			120	2 Fiesta 12/59	295	나는 사람들은 아이들은 아이들은 아이들의 바라와 오는 다.	2015	Pinch Hitter (Wms) 3/59	310		175
L100 (100), 1957 540	Red Pin 3/59		Cypress Gardens		4-Star 7/58 4 Fun House 10/56		Crossfire (Wms) 3/57 Davy Crockett	195	Pirate Gun (Un)		Two-Player Basketball	
201 (200), 1958 805	Rocket Ball 2/59	185		220	4 Gay Paree 6/57	95	DESCRIPTION CONDITIONS OF THE PROPERTY OF THE	155	10/58	210		135
161 (160). 1958 760	Rocket Shuffle			100	Golden Bells 9/59	200	Deco Grandma		Playland Rifle Gallery	8 9	United Deluxe Base-	5625
	Rocket Shuffle Two-		Fun-Way 9/59	425	Gusher 9/58	110	Control Control	175	(CC) 8/59	445	ball (Un) 2/59	360
220 (100), 1958 825		100	Gay Time 6/55 Gayety 4/55	95	Hi-Hand 6/57	100	Deluxe Crusader (Wms) 5/59	350	Polar Hunt (Un) 4/55	180	Vacuumatic Card	
	Score-A-Line 9/55 Shuffle Explorer		Key West 12/56	701	Hot Diggity 8/56	110	Daluva A.Bonnar	20.7	Quarterback (Genc)	e Spell Service	Vendor (Exhib)	110
200SR (100), 1959 920	6/58		Lotta Fun 9/59	90J I	Jig Saw 12/57	85	(Wms) 5/56	150	9/55	50	Voice-O-Graph	A
	Skee Roll 1/57 Star Rocket 5/59	331	Miami Beach 9/55	301	Kings 8/57	-	Deluxe Ranger	A 1 2000	Ranger (Keen) 3/55.	100	(Muto) 2/57	595
	Tournament Ski Bowl	433	Miss America 1/52		2 Naples 9/57	160	(Keen) 3/55	170	Red Ball (Mid) 5/59.	175	Voice-O-Graph	La como
THE RESIDENCE OF STREET	12/56		THE RESERVE THE PROPERTY OF TH	60	Perky 11/56 Peter Pan 4/55	75	Deluxe Skill Parade (Bally) 1/59	90	Rifle Gallery (Genc)		(Muto) 11/54	296
WURLITZER	Triple Strike 1/55 TV Bowling League	125	Parado 6/56				Deluxe Vanguard		3/55	85	Wild West (Genc)	200
CONTRACTOR OF THE	11/57	290	Sea Island 2/59	485	2 Piccadilly 5/58 4 Race-the-Clock	26.0	(Wms) 10/58	285	Rock 'n' Roll (Muto)	50	2/55	165
1250 (48), 1950\$ 55 1400 (48), 1951 80	Twin Bowler	6.000	Show-lime 4/57	80	4/55		Derby Roll (Un)]	5/56		Yankee Baseball (Ua)	0001
(10)/ 1001	10/00 1111111111	100	Sum Valley 7/57	190	Regatia 10/55	90	5/55	143	Safarl (Wms) 1/55	120	2/59Copyright	ed material
				8							E. Control of the con	. 60

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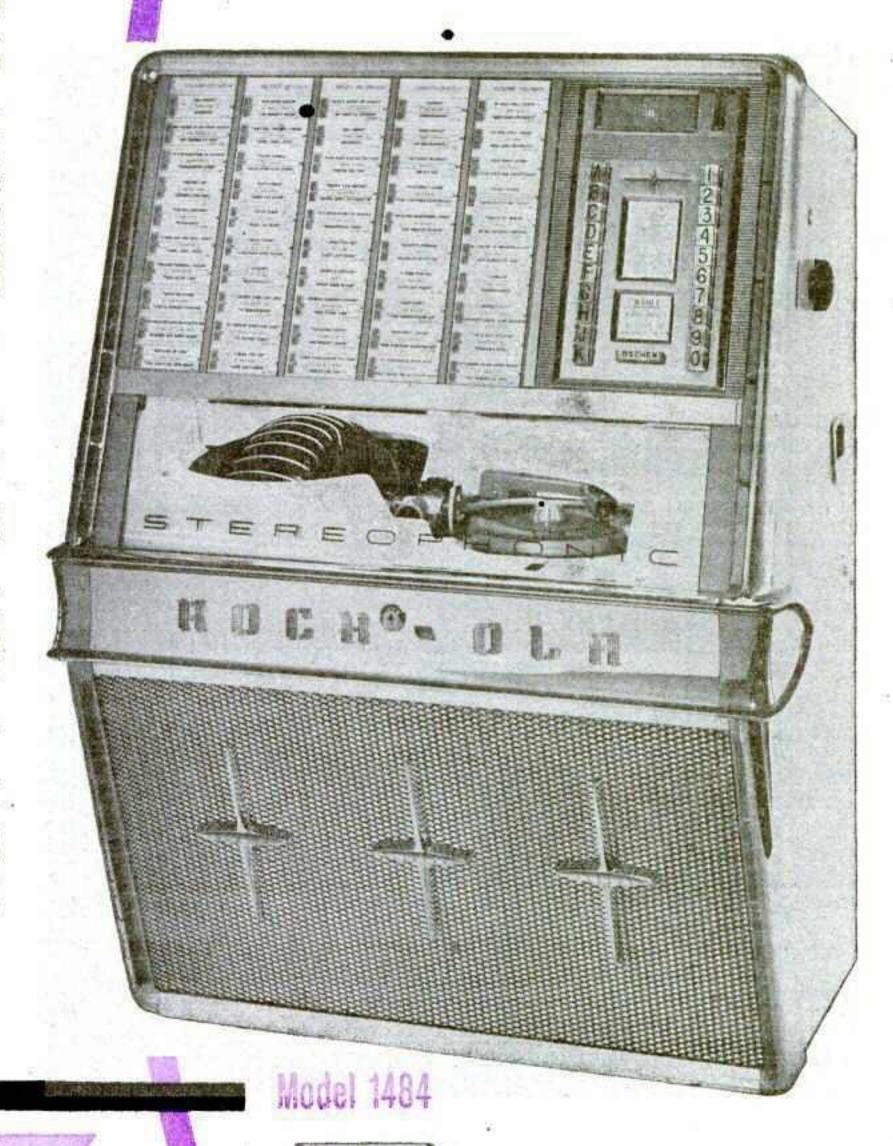
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For service ease two bascule type service doors conveniently open to expose entire mechanism of the "100". All parts are at eye-level for fast, economical one-man servicing.

SAYS GIRLS ARE BORED

Sheik Seeks Juke Boxes, Games for Plush Harem

COIN MACHINES

GENEVA—The Sheik of Quatar has dispatched a mission to West satisfied with the plain desert life Europe to purchase juke boxes and of our forebears," he is quoted. coin games for the ruler's harem. "But now with all the wealth we

games. The Sheik became enamored nothing but complain about being holiday in Western Europe last Quatar." summer.

boredom in his harems (the Sheik harems two years ago. Apparently has three spotted about Quartar) the experiment was successful, and was becoming "an intolerable nui- the Middle East oil potentates have sance," as a member of the Sheikal all turned to juke boxes and games entourage quoted the 72-year-old to drive tedium from the harem. Emir.

Rich in Oil

oil pools in the Middle East. The but Quatar's crusty old ruler comfrom the standpoint of his harem.



"It used to be that the girls were It is understood that the mission have thru oil everybody is only dishas orders to "buy American"—up contented. The girls no longer are to 35 juke boxes and 150 coin satisfied with anything; they do of U. S. coin machines on a long bored and about how dull life is in

It is disclosed that the first juke He complained at that time that boxes were installed in Middle East

German Orders

The Quatar sheik's order is in ad-Quatar boasts one of the richest dition to orders given to a West German concern. The initial juke Arthur W. Enslein Sheikdom literally is soaked in oil, box experiment was conducted in Lebanon. There are no juke boxes plains that the oil has been a curse in Saudi Arabia, Kuweit, Aden and Yemen, as well as Quatar.

European suppliers report that the main obstacle to the odalisque juke box boom is the matter of maintenance and repair. A Quatar source elaborated. "Of course everybody's a good bit more broadminded these days about harems ests, Enslein also owned the Cinthan in the old times. But still, even today, one doesn't simply barge pany and Runck's Cafe, here. He into a harem. There is a lot of protocol involved, and this makes the of Moose, Buckeye Tavern Associservicing of coin machines very difficult, unless, of course, you Police. He is survived by his widow, simply have the entire machine removed."

The Quatar source disclosed that (Continued on page 100) cinnati.

Juke Box Important Prop In 'Bus Stop' Presentation

By ALLEN M. WIDEM

HARTFORD, Conn.-Connecticut coin machine industry spokesman Abe Fish holds that participation in community public relations will aid immeasurably in casting a promising image of the industry in the eyes of opinion-making citi-

Fish, one of the founders and long-time president of the Music Operators of Connecticut (he is head of Hartford-based General Amusement Game Company), maintains such thinking on the local level himself, latest example of which finds the General Amusement organization volunteering use of a juke box for important display in all three scenes of William Inge's comedy-drama, "Bus Stop," as

Dies in Cincinnati

CINCINNATI-Arthur W. Enslein, 44, owner of Art's Coin Machine Company, died here Thursday (10). Requiem high mass was held at St. Martin Church, Cheviot.

Besides his coin machine intercinnati Analytic Television Comwas a member of the Loyal Order ation and Fraternal Order of Gladys; his parents, Mr. and Mrs. William Enslein, and a brother Vincent Enslein, all of Greater Cin-

staged by the Aetna Players, employee dramatic group of the Aetna Insurance Companies here, Novem-

"It is simply not enough," he said, "for anyone in this industry of ours to merely pay 'lip service' to the credo that we can improve our public relations by acting correctly within the sphere of business community. Rather, we must grasp opportunity constantly - as in the quest by an insurance company dramatic club for a juke box—and present ourselves, both as individuals and as representatives of the coin business, in the best possible light."

Prominent Mention The Aetna Players gave prominent mention in its theater program to the loan of the juke box. In addition, the producer-director, Sal Marchese, noted the Fish gesture in an interview in the employee house organ.

N.Y. Coin Brass **Boosts Tourney**

NEW YORK—Industry support was pledged to the planned New York area coin game tournament which is being organized by Harry Berger, West Side Distributing Corporation.

In a meeting at the Music Operators of New York Tuesday (15), a committee to work with Berger on the project was named. It consists of George Holtzman, Carl Pavesi and Al (Senator) Bodkin, with Teddy Blatt, coin machine legal expert, serving in an advisory

capacity.

Al Denver, president of the Music Operators of New York, said that MONY will call a special meeting November 29, at which time the membership will be encouraged to support the contest. Berger will be present to answer any questions put forth by the members.

Representing MONY at last week's meeting were Al Denver, George Holtzman, Al (Senator)
Bodkin, Irving Holzman, Teddy
Blatt and Nash Gordon. From the
Westchester Operators Guild were
Carl Pavesi, Mike Tartaglia and Lou Tartaglia.

Whiskey Ban Hits Arkansas Coinmen

SEARCY, Ark .- A referendum vote carried in White County, of which Searcy is the seat, to change it from wet to dry effective January 1. This move will materially affect several operators with routes in this

The action is expected to affect the economy of some cafes and restaurants so that they will have to

Bud Strickland, Strickland Amusement Company, Bald Knob, which is in White County, said the action would mean he would "have to pick up eight or 10 machines" in Bald Knob and Searcy.

M. L. Armstrong, Armstrong Amusement Company, Brinkley, who has machines on location in White County, said he would have to do the same.

The vote to outlaw both whiskey and beer carried by a three-to-one vote. Experience in Arkansas since World War II has shown that once a county votes dry a later effort to restore it to wet never succeeded.

Westchester Op Is Dad

WHITE PLAINS, N. Y. - Ed Goldberg, board member of the Westchester Operators Guild and Mrs. Goldberg announced the birth of David Jay Goldberg at White Plains Hospital, November 4. The youngster is the second son and fourth child in the Goldberg family.

BARGAINS FOR THE WEEK

	4 AMI J200M, Steree\$725.00
	1 AMI J100M 595.00
	5 Seeburg 100Aea. 65.00
	8 AMI D80
	2 AMI E120ea. 150.00
	4 AMI D40ea. 75.00
	1 United UPA, 1005 395.00
	5 Shuffle Rebounds,
	Like Newea. 50.00
	UNITED AND BALLY SMALL
	BALL BOWLERS (As Is) 135.00
	C. C. Z-Player ROCKET 140.00
	C. C. DROP BALL (As Is) 195.00
	ROLL-A-BALL 89.50
	4 MIDWAY RED BALL 200.00
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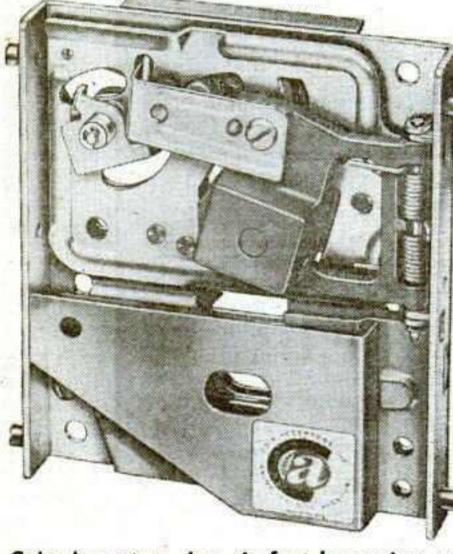


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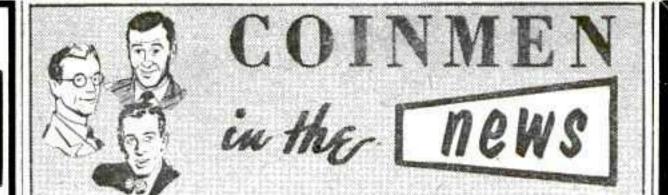
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West

LOS ANGELES ANGLES

Leonard H. Ainsworth, of Ainsworth Consolidated Industries Pty., Ltd., Sydney, Australia, spent several days in Los Angeles en route to the NAMA convention in Miami. After the convention he plans to make stops in the East and then fly to England on his return trip home. . . . Herb Bernstein, of San Diego, captured a championship in the Southwest Pacific AAU handball competitions in Las Vegas, Nev., at the invitational. He won over a field of 22.

Jack Simon, of Simon Distributing Company here, is off to Las Vegas and then on to Miami for the NAMA convention. He may also attend the National Association of Amusement Parks, Pools and Beaches convention in Chicago starting November 28. . . . Sonny Lomberg, of Simon Distributing, reports that the company's export business is holding up well. He also reported kiddie rides going well. . . . Sid Bloom, of Oak Manufacturing Company, is off to Miami for Sam Abbott the NAMA meeting.

Midwest

DETROIT DOINGS

The H & J Amusement Company, operated on the East Side by Joseph and Hedwig Arcilesi, is now running a route of pool tables. taking advantage of the rising popularity of this type of game. H & J operated shuffleboards for the past five years.

George P. Rambaum, formerly manager of the Lemke Coin Machine Exchange, has established his own business, the Duraclean-Durashield Service, servicing cleaning of carpets and upholstery. Rambaum is a nephew of Henry C. Lemke, a dean of the Detroit amusement and specialty vending industry. Rambaum sold out his business last year to Lorie Lodico, of the Lynn Amusement Company. Lemke himself has been in poor health but remains active.

Erwin B. Moss, head of Moss Music Company, has been busy with routine operation of route, with location problems and placement of new machines absorbing much time. Hal Reves

OMAHA

Edward and Cece Zorinsky, of H. Z. Vending & Sales Company, are in Mexico City on a business and pleasure two-weeker as guests of Rock-Ola Manufacturing Company.

33 Single Field

Continued from page 91

taken from albums by Sam Cooke, Rod Lauren, Neil Sedaka and the Browns. One side will contain the four in monaural form and the other will have the same four in stereo.

In the regular releases to follow, however, the 33-speed Victor recordings will be released as a "single" or a "double." The single will have two selections and will sell at 98 cents retail, while the double will have four selections and will list at \$1.49. In the initial release about January 1, 25 disks will be issued. The 33's from Victor will be known as "Compact 33 singles" and "Compact 33 doubles," and officials of the company say they would welcome the adoption of the name "compact" by the entire industry to describe the 33 single product.

Much attention is expected to focus on the new disks via nationwide newspaper and magazine advertising now in the works.

Ops Pledge

· Continued from page 91

delivered a spiel on the 33 r.p.m. artist of the week promotion being carried on by Seeburg.

Also from New York were Irv Kempner of Runyon Sales and AMI's George Klersey. From upstate in Newark, N. Y., came John Bilotta and Bob Catlin of Bilotta Distributors, representing Wurlitzer.

Present at the dinner meeting were Guild President Jack Wilson | ney S. Kallick, conference director. and counsel, Lou Werner, Tom Greco, John Nuccitelli, Ed Solomon, Mac Douglass, Mrs. Gertude Browne, Mike Mulqueen, Mike and Nick Kuprych, Lester Smith, Jim Mercy. (Pie) Haley, Joe Lippi, Mrs. Millier McCarthy, Mrs. Ann Koenig and Jack Roen.

Coast Conclave

Continued from page 89

special private consultation and counseling will be available to conference visitors on legislative, public health and public relations matters that day. NAMA department heads will be on hand to discuss specific problems in those areas.

Steuber said a special program of entertainment, music and dancing will provide a highlight for conference participants on Sunday evening, beginning with a cocktail reception sponsored by exhibitor companies.

Entertaining and stimulating activities also are planned for lady guests, Nicolay announced. A special tour of movie studios followed by a "Luncheon With the Stars" at the Universal-International Studios is scheduled for Friday morning. This activity is sponsored by P. Lorillard Company.

Ladies

A guided tour of Television City and attendance at a color-TV broadcast on Saturday will be followed by a luncheon treat at the famed Farmer's Market. National Vendors, Inc., is the sponsor.

A ladies' tea on Sunday afternoon will feature a demonstration on "How to Make Christmas Decorations," Nicolay said,

Committee chairmen in addition to Nicolay, Steuber and Riddell are: William W. Dennin, promotion and arrangements; Mrs. Harold A. Steuber, ladies' hospitality; and Sid-

The following are honorary chairmen of the conference: George M. Seedman, Henry Davidson, Ivan P. Wheaton Jr., and Paul F.

Honorary vice - chairmen are; Richard A. Parina, Dewey Estey and Davre J. Davidson.

BANKRUPTCY SALE

U. S. D. C. — E. D. N. Y. Re Gibralter Amusements Ltd. J. J. Duberstein, auctioneer, will sell at public auction on Wed., Nov. 30, 11 A.M., at 65 Albany Ave.,

99 JUKE BOXES Wurlitzer, Seeburg,

Rock-Ola, AMI

42 GAMES

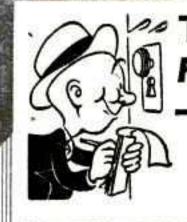
Sandy Moore, Jumbo Shuffle Alleys, Chicago Coin Bowling League, ABC Bally Blue Ribbon & Rocket.

Trustees right title and interest in and to appr. 30 juke boxes and games situated in various locations will be offered for sale at time of sale. 25% deposit in cash or certified check. Final settlement in cash or certified check.

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European News Briefs

Danish Juke Box Orders Up

COPENHAGEN—Danish juke box importers are increasing orders for U. S. and West German equipment to beat looming trade restrictions of the European Free Trade Association (EFTA), of which Denmark is a member. The next EFTA tariff slash of 10 per cent takes effect on December 31. At the same time the trading bloc is expected to begin the long-heralded reaction of a common tariff barrier against non-EFTA members, primarily West Germany and other European Common Market countries. Only Britain in the EFTA bloc manufacturers coin machines of quality and in volume, and Britain is a secondary source of supply in relation to the U. S. and West Germany. The biggest importer here of West German equipment is the firm of Hans Ziirsen, who deals in Fanfare and Symphonie boxes, followed by Knud Petersen, the Tonomat importer. American equipment continues to dominate the Danish market. Major importers of U. S. boxes include Oscar Siesbye, Nordisk Automat Service, Jorgensen Brothers and Dansk Grammofon Automats A/S.

U. S. Imports on Rise

BRUSSELS-Fluctuations in the London gold market are expected to spur the importation of U.S. juke boxes for the European market. The big export-import firms based here and at Antwerp are building up inventories of new and used American coin-operated equipment in anticipation of price changes. The majority of importers look for prices to advance moderately on all lines of U. S. coin machines. They are speculating that the new Democratic administration will resort to mild inflation to end the U. S. business recession or downturn. Some importers anticipate substantial price advances in 1961, under stimulus of the new administration. A few pessimists feel it may be necessary for the U.S. to impose import restrictions eventually to stanch the American gold hemorrhage; if so, they speculate that the list might include coin machines. Whatever the temperature of their pessimism, all importers here of U. S. coin machines agree that prices are near rock bottom now for both used and new equipment.

Germans Push Coin Code

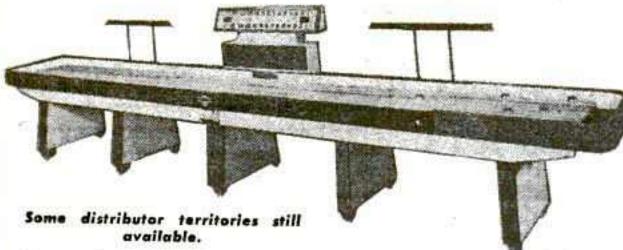
KIEL, West Germany-An "every member" campaign against unethical business practices has been opened by the Schleswig-Holstein coin machine operator association. The operator group, Verband des Automaten-Gewerbes Schleswig-Holstein E.V., has adopted a program making every member a watchdog of coin machine trade ethics. Machinery has been erected to receive and process complaints entered by the membership at large. Such every-member vigilance will be encouraged by frequent membership meetings devoted to discussion of trade ethics. The Schleswig-Holstein program is the outgrowth of complaints that there are too many lofty platitudes at the top echelons about ethics but insufficient police work at the operator level. The Kiel group contends that the building of a benign image for the coin machine trade must begin with the individual

Royalty Equalization Sought

FRANKFURT—GEMA, the West German counterpart to ASCAP, is demanding the payment of royalties by the electronics industry on tape recorder sales. The amount proposed is 10 marks (\$2.39) per tape recorder, but many GEMA members feel this amount is ridiculously low and the industry objects that it is too high. GEMA contends that tape recorder production has spawned the mass piracy of music. It has assembled statistics relating the decline in phonograph record sales to the increase in tape recorder production. Juke box operators say it is discrimination that GEMA levies a stiff per-box royalty charge but collects nothing from tape recorder sales and the playing of radio and phonograph music in bars and cafes in competition to juke boxes. Juke box operators, furthermore, are trying to promote juke box dancing. Tape recorders compete because they are being used increasingly to provide music for home dancing parties.

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Irving Ovitz, Chi Vet, Joins Atlas

CHICAGO-Irving Ovitz, a veteran of the Windy City coin machine scene, has joined Atlas Music Company's sales force here. Ovitz will handle general sales.

Ovitz was formly associated with Coven Distributing Company, with Atlas. He left in 1943 to join the Army. After his service stint Chicago's north side.

Merchandises Entertainment Via Arcade

SAN FRANCISCO — Arcade entertainment must be merchandised just like any other product says Bob Gordon, owner of the big Fun Center on downtown Market Street here.

Operating for more than 12 years on the famous San Francisco shopping thorofare, Gordon has introduced many firsts into California Arcade operations. His Arcade, only steps away from the city's big department store, and generally in a prestige shopping area, has flourished so well that Gordon has been able to pay one of the highest rents in the nation for his space, for more than a decade.

Containing some 30 movie machines, about 25 standard amusement machines, and a dozen specialty varieties, the Fun Center is jammed thru the day and early evening, and usually has at least a fair play between midnight and dawn. Market Street, of course, is the favorite with tourists, thousands of sailors and soldiers streaming ashore from the San Francisco harbor, as well as swing-shift employees, who are on the job only a few blocks away.

Heavy Traffic

Gordon gets such heavy traffic by going out of his way to cater to his customers' whims. For one thing, he has leased concessions at the front, which include a quickservice sandwich bar, popular soft drinks, a novelties counter, etc.

Players who have only a short amount of time, to enjoy pinball competition during their lunch hour can pick up an appetizing sandwich, a glass of fruit juice, milk, cup of coffee, etc., in a few seconds time, and get right back to play.

Tho the concession occupies a considerable amount of space, the difference in price from removing a few machines is more than made up by the extra nickels clinking into remaining machines.

Play in Comfort

Along with being open 24 hours a day, the Fun Center is one of California's most comfortable. In front of almost every pinball, bingo, digger, or amusement machine, there is a heavyweight stool, upholstered in synthetic materials, which lets the serious-minded player have some comfort, while he builds his skill. The average player stays twice as long in the Fun Center because of this convenience than was true when there was nothing but the machines to lean

Kept scrupulously clean, the family-circle Arcade is closed only a brief period of four hours or so per week. During that time, every inch of surface is scrubbed. polished or waxed, according to the need, while a continuous cleaning program is handled by a supervisor on duty and a part-time custodian.

One experience has taught Gordon what polishes and waxes show the longest 'ife when applied to glass, hardwood, stainless steel, nickel, or enameled surfaces. All of them are used habitually by clean-up personnel.

Women Customers

One result of this is a particularly wide ratio of women customers to men-who, in most Arcade locations, are practically non-existent.

Equipment, surprisingly, shows headed by Ben Coven. He entered an earning life of more than 10 the coin machine field back in 1936 times the duration on any typical route location. Gordon gives his machines extra appeal by constantly locating them within the Arcade Ovitz was engaged in a partnership itself, finding that a five-ball pin distributing Mills Novelty equip- game which has begun to show a ment and later headed his own drop in revenue at the right front jobbing outlet here. He is married of the shop, for example, will imand lives with his wife, Marian, on mediately go back to the maximum

(Continued on page 99)

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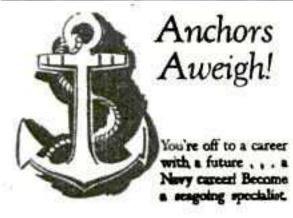
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EDITORIAL

Fun With Figures

Everyone is having fun with figures. The political pundits are poring over the recent election results, trying to explain the events of November 8. The economists are playing with their charts to determine whether business conditions will get better or worse. And Gabriel Favoino, a columnist for the Chicago Sun-Times, has examined statistics released by The Coin-Machine Council, the industry's public relations arm, and come up with some conclusions of his own.

The statistics, as published in the November 13 issue of the Sun-Times, are these: Juke box collections were \$221,000,000 last year; coin game collections were \$225,000,000; vending machine collections were \$2,300,000,000.

To these figures, Favoino makes the following comments: "To the average industrial worker, who earns about \$4,800 yearly now, this would be the equivalent of spending \$30 a year in coin machines. It's no wonder the Wrigley Building was built with pennies, nickels and dimes".

"These dry figures are also an interesting commentary on our prosperity. Our yearly disposable income (what is left after we pay for necessities) afford us the luxury of putting almost \$3billion a year into these slots!

"The \$446,000,000, or \$4.46 for each average worker, that went into the jukes boxes, pinball and other amusement machines bought a few minutes of music, a temporary surcease from reality in games."

"It's a free country, and we can spend our money as we wish. But think of what it would mean to our nation's strength if we matched that \$3 billion each year in aid to education or scholarships, or in adequate care for the mentally ill."

"Surely, there must be some other 'disposable' income for those projects, too."

Before we say "amen" too loudly, let's examine these conclusions a little more closely. Even the most ardent advocate of the coin machine industry will not claim that the juke box and amusement game player making a great contribution to the nation's strength.

But, then again, the woman who spends an average of \$50 a year for cosmetics could also put her money to better use. And the working man who spends \$70 a year for strong drinks—well!

We would be in favor of matching the \$3 billion a year spent in coin machines for scholarships and improved mental health facilities. But what about the money spent in beauty parlors, night clubs, theaters and cocktail lounges? Shouldn't those sums too be matched?

The point is—why single out the coin machine industry? Also, the \$3 billion figure used by Favoino covers juke boxes, games and vending machines. In fact, more than twothirds of this total goes to merchandise venders—purveyors of food, drink and cigarettes. The fact is that if these mechanical merchants did not exist, the same amount of money would be spent over the counter.

Last year, juke box collections were \$221,000,000. We don't have the figures at hand, but we are willing to bet Mr. Favoino two Landon buttons to a good steak that more was spent in motion pictures of questionable taste.

We don't quarrel with Favoino's statement that the money could have been spent more wisely. But, as the Sun-Times columnist says, "It's a free country and we can spend our money as

Trade Formula Proposed

Continued from page 91

nation of the distributor is a hazardous one. These distributor functions must still be carried out, and their costs must be borne.

function of the operator. The operator's main role would be to service music, games and cigarettes and to program juke boxes. For these services he would receive a weekly fee from each location. Actual ownership of equipment would be in the hands of the location.

Under this new set-up, the operator wouldn't be bothered with location loans and bonuses. He would be paid for his technical skills as an equipment and programming specialist. And his in-come would not be subject to weekly fluctuations.

Right now, with the high cost profit. of operating, there is little new blood in the industry. With consolidations, each year the distributor has fewer and fewer customers. With direct location sales, the new and used equipment markets would

Credit Headache

With direct location sales, the cation itself.

tions have been in off-brands. With accomplish in State Legislatures the major manufacturers, thru their and city halls.

Any solution based on the elimi- | distributors, selling to locations, equipment would be top quality. And with the location keeping 100 per cent of the take, the location owner would be encouraged to up-The change then must be in the grade his equipment frequently to keep collections up and to compete with other locations.

> What of the cost formula? A pinball machine would be sold to the location for \$75 more than the current operator cost, with \$25 of the extra \$75 going for a parts warrantee and the other \$50 going for a year's service contract.

Service Costs

Service can be given for \$50 a year. One specialist, who services games for operators in a large city, charges an average of \$1 a week for service-or about \$50 per year per game. And he makes a good

With distributor salesmen constantly visiting locations, the location owner would be encouraged to update his equipment much in the same manner as the owner of a new car is encouraged by Detroit to trade it in for the latest model.

The legislative power of the locredit headache would be eased for cation owners would be considerdistributors. First, the distributor able. While coin machine operawould know where the equipment tors, distributors and manufacturis. Second, he would be able to ers can often stop unfair legislatake a chattel mortgage on the lo- tion and aid in the repeal of archaic laws, think of what thousands of Until now, most sales to loca- tavern and restaurant owners could

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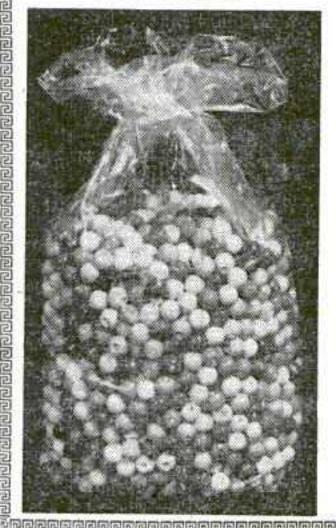
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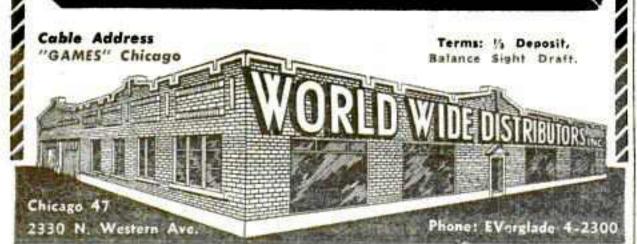
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Mid-South Operators View New Seeburgs at Memphis

showing of the new Seeburg phono- records taken from the 331/3 algraphs for Memphis and Mid-bums. South operators was held Sunday

Arkansas, North Mississippi and which likes better music. West Tennessee.

Sammons greeted guests, along records on the box. with his partner, D. W. Pennington; Sammons explained in detail to division; Allen Smith, in charge of both the 45 and 331/3. vending sales, and Anna Jean photos of operators.

stores today are 331/3 albums, 1946." directed at a wider audience.

that the phonographs will play both drinks.

MEMPHIS — A well-organized 45 r.p.m. records and 331/3 singles,

Sammons said operators who and Monday (13-14) by the Sam- have had to cater to 15 per cent mons-Pennington Company here. of the public in programming pri-Between 95 and 100 operators, marily rock 'n' roll for teen-agers some with their wives, came to the don't have to anymore, but can aim showroom from Memphis. East for both that audience and the one

Operators also showed particular Four shiny stereo and monaural interest in the top section of the models were on the floor and drew juke boxes where a sign can be put close attention from the viewers. of the name of the location, giving George Sammons, president, also "personalization." The top part just had on display Seeburg cigarette under this section of the phonovending machines, cold drink ven- graph provides space to feature a ders, coffee and popcorn venders. 331/3 album, with singles of the

Robert Goad, head of the game operators how the juke box plays

Sammons said he had "very Lindell, secretary, who also made favorable response from operators at the showing. I also received a Sammons explained the working number of orders. I had more of the phonographs to operators favorable comment on this phonoand the Seeburg theory that 85 per graph than any we've ever shown cent of records bought in record and I've been showing them since

that this music is not found on juke! Sammons served luncheon both boxes and the new juke boxes are days. The menu was turkey, dressing, potato salad, slaw, olives, By that, he explained, he meant pickles, cold cuts, various cheeses,

Danish Stand on Cash Payouts Is Explained

By TED WOLFRAM

COPENHAGEN - Recent publicity concerning a Danish court demachines on a passenger ship between Denmark and Sweden.

In the above case no accounts made this clear, but that could be taken to indicate that the machines involved paid out in the usual manner, in Denmark - with "token" coins, which are exchanged, on the premises, for prizes or merchandise of moderate cost. Payments in cash are illegal. It is, however, easy to understand that a rigorous judge might consider standard brands of cigarettes, candy, cosmetics and other small articles, as being the equivalent of cash.

Judging by the casual way in which local newspapers covered this case, it can be considered as a test by the operation on shipboard. case instituted by the Copenhagen police, to find out exactly what authority they have in such matters. The judgment rendered indicates that this was based on the ability of the persons involved to pay, rather than the extent of their 'guilt." Actually the fines were not fixed sums but daily payments of comparatively small sums, extended over some 20 days, according to ability to pay. The total sum paid by each of the three defendants was: Owner of the ship on which the payouts were operated, \$145; owner of the machines, \$348, plus confiscation of \$1,885; supervisor of the machines, \$43.50.

One Ship

Only one ship was involved. It is quite safe to say that none of the ships, of the type involved, make use of payout machines or juke boxes. These are passenger ships, some operated by the national railways of Denmark and Sweden, which shuttle back and forth between cities of the two countries. At | • Continued from page 91 times some of the ships run gala trips, up and down the Sound, with tured on such games as Broadway music, entertainment and fashion and Big Time. shows, usually provided by commercial firms.

park season, benefit street fairs are buttons.

promoted on open lots, public squares or in vacant buildings. Usually Automat Halls, largely occucision regarding the legality of pay- pied by payout machines, are a out machines has given the impres- prime source of income, and ironision that cash payouts are common cally enough many of these benehere. The case in point involved fits are staged by the police to raise funds for their youth clubs. There has seldom been any lack of American fruit machines in Denmark, but they are operated along same line as other payouts here. The country is practically saturated with German payouts, with little demand, excepting for new types or late models.

There is no evidence here of any change in payout regulations. The police can issue permits for such machines if they feel it advisable, but there are few locations open to them excepting during the summer months. In the above case the police appeared to be seeking to find out if there was any way they could procure or confiscate money earned

Gottlieb Flipper

• Continued from page 91

ting a center target when a lighted arrow points to a selected card.

The score panel has a small space for "previous high score," enabling players to post high marks with a grease pencil.

A Gottlieb official said that Flipper had had the best test reports of any of their previous games since Humpty-Dumpty, first flipper game introduced by Gottlieb in the late '40's.

Added features include stainless steel molding on the front and side, hard chrome finish corner casting, chrome-plated door panel, legs anchored to the frame so as to reinforce the cabinet, and a new "Hard-Cote" playboard finish.

Bally Unveils

Touchdown also has a four-star feature which is patterned after the The case, so far, has shown no familiar Bally corner scoring set-up. effect on normal operation of pay- The game also has (1) triple-deck out machines. Practically none are scoring with red, yellow and green operated after the amusement park lines scoring separately; (2) extra season ends in September. From time, by coin play or rollover; (3) time to time, prior to or after the extra balls; (4) pick-a-play push-

Finest grade powder or paste. Chromed Weights, Scoreboards, Liquid Cleaner, Paste Wax, Dance Floor Powdered Wax. Write for free color brochure and prices.

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1411-13 Diversey Chicago 14, III.

Fred Swan Dies at 61

FORREST CITY, Ark - Fred Swan, owner of Swan Amusement Company, a music operator for 20 years, died last week of a heart attack. He was 61.

Swan, widely known in the music industry in the State and outside the State, was also a political force in East Arkansas with wide influence. He was a man of great generosity who gave to the poor, made loans without expecting return and never refused a church's request for money.

He collapsed and died while eating breakfast. His brother, William Swan, manager of his route, died three months ago at 55.

Swan had suffered eight heart attacks in the past five years, The last time, two years ago, he was in Baptist Hospital in Memphis for several weeks under an oxygen lent.

He was an enthustiac hunter and fisherman. He hunted geese at Cairo, Ill., and ducks and deer in Arkansas. He fished at Kentucky Lake in Tennessee periodically and once made an expedition to Canada for trout fishing.

Swan was a bachelor until a year and a half ago. He left his wife but no children. Presumably, his widow will sell the route. Swan had phonographs at locations where Bill Poland, Poland Amusement Company, had games, and Poland is expected to operate the route temporarily.

Swan was also an expert skeet shooter and was on the State's skeet-shooting team. A number of East Arkansas operators attended the funeral Sunday (13).

Merchandises

Continued from page 96

earning when moved to the center теаг.

In combination with the appearance maintenance program, this ing these. means that there will be very few machines which are not proving their own weight, as long as they are constantly moved. Extremely popular with San Francisco players are five in-lines, located in a row along the left wall of the Arcade. Converted to single nickel play according to the national regulations, the in-lines are an exciting change from other amusement machines which San Franciscans have really welcomed enthusiastically.

Signs Help

Gordon controls his customers with bright red and white signs, extremely neat varieties, which are posted along the walls on either side of the building. Constantly renewed, the signs suggest "giving the other fellow a chance to play," ask for co-operation in maintaining quiet, point out new games which have been added to the stock, and proudly remind customers that the Arcade has been operating in the same location for 12 years.

There is very little juvenile traffic as such, altho numerous teenagers, who are too young to be admitted to San Francisco bars, make up a definitely healthy percentage of the total.

With alert attendants who keep youngsters moving out almost as soon as they enter, and a constant watch on the equipment, there has been very little rowdyism or vandalism to contend with.

Gordon continuously remodels the Fun Center from an appearance standpoint, using colorful bright yellow and red signs illuminated with the bee-hive type of electric light on a scale with the fashionable jewelry stores, department store, etc. nearby.

He has been proud of the fact that none of these have registered any complaint whatsoever over the presence of the Arcade on this i section of Market Street, and that many store veterans have been ! numbered among his players.

Arkansas Test Case Ruling Expected Soon

By ELTON WHISENHUNT

LITTLE ROCK—A decision is expected soon in a test case in Chancery Court on whether a 1959 Arkansas statute placing heavy restrictions is unconstitutional, attorney D. D. Panich said last week.

The case, which already has been to the Arkansas Supreme Court on a preliminary matter and remanded back to Chancery Court for trial on its merits is important to the small operator, many of whom had to sell out in the past

The case is styled W. Jake Brown, doing business as Tia Wanna night club, and others, versus J. Orville Cheney, Commissioner of Revenues. Lawyer Panich represents Brown.

Owner Sued

The law in question is Act 120, Arkansas Acts of 1959, placing heavy restrictions on operators of coin - operated machines. Brown sued as the owner of a juke box in his night club.

tutional in that it is arbitrary, ca- Arkansas resident. pricious, discriminatory, confiscatory and violates the free trade section of the Arkansas Constitution and the XIV Amendment to the U. S. Constitution.

The trial on merits, held recently before Chancellor Murray O. Reed, was ordered by the Supreme Court. Lawyers for the State revenue commissioner contended the law was not unconstitutional nor any of the things Panich averred.

Briefs Filed

Attorneys on both sides filed gross revenue from his machines. briefs—citations of legal decisions in other cases and various author- gent requirements, besides being ities to support their contentionsand Chancellor Reed is expected Constitutional provision which to render his decision after review-

Panich said it is expected that whichever way Chancellor Reed rules, an appeal will be taken to the Arkansas Supreme Court. The case could go to the U.S. Supreme Court from there, if the losing side wanted to take it, because a Fed-

750 Attend EMS Affair

PHILADELPHIA — About 750 persons attended the showing of the Eastern Music System held at the George Washington Motor Lodge in nearby, historic Valley

The occasion was the Seeburg showing held in connection with its "Artist of the Week" promotion. Operators came from Eastern Pennsylvania, Southern New Jersey and Delaware.

All the firm's principals and sales force were on hand and were kept busy from 11 a.m. to 7 p.m. explaining the workings of the music machine.

The earphone tie-in seemed to attract a lot of attention.



CLASSIFIED SECTION

this issue

eral question has been raised in the

That is the XIV Amendment, which is:

the equal protection of the laws."

The State law in question re-

Non-Resident Ban

Arkansas can operate "coin-operated amusement devices" in the State. This has been interpreted to mean both phonographs and games.

That operators of such machines must have lived in the State for one year before applying for a

a license (and all who operate must have a license) at least 50 per cent He charges the law is unconsti- of the stock must be owned by an

> State with the issuance of each license (this is in addition to the \$5 per machine State privilege tax, city and county taxes of \$5 each and federal tax of \$10 on each machine.)

> That each person issued a license must post a \$3,000 bond to insure 'faithful performance."

> addition, a 3 per cent tax on all

confiscatory, violate the Arkansas guarantees free trade and enter-

"No State shall make or enforce any law which shall abridge the privileges or immunities of the citizens of the United States; nor shall any State deprive any person of life, liberty or property without due process of law; nor deny to any person within its jurisdiction

quires the following:

That no one not a resident of

license to operate.

That if a corporation applies for

\$250 Tax

That a \$250 tax be paid the

That each operator must pay, in

Panich contends all these strin-

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when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

N. Y. Ops See

NEW YORK - Atlantic New York held open house for operators and industry tradesters here for three days this week. The partying went on in the outfit's 10th Avenue headquarters with a view to introducing to the trade Seeburg's new line of juke boxes and vending products for 1961.

One of the interesting and in the words of Atlantic head, Meyer Parkoff, "highly salable" features line is the unique gimmick for personalizing the new juke line. Across and was consummated only after long negotiations.

Was several months in the making and was consummated only after long negotiations.

Chicago Trade of the new Seeburg phonograph boxes in a slot wherein the name of the location can be inserted in bold and prominent letters.

Parkoff hired a photographer with a Polaroid camera to spend three days snapping pictures of visiting operators standing next to a model of the new phone, with their own names inserted in the personalized identification slot. Instead of this, some operators elected to have the names of some of their pet locations inserted for the photo. These they planned to send to the location owner to whet his appetite for the new equipment he would be getting in the future.

The photographer was busy clicking his shutter for the entire three days. During the period, Parkoff estimated that the display was attended by more than 200 operators both from the city and from out of ing survey is now being conducted town areas. The ops also partook of the generous spread of refreshments, of both a solid and liquid nature, provided by Parkoff and his lieutenants.

OF THE SIXTIE'S ...

Eastern Pa. Operator **Groups Join Forces**

NORRISTOWN, Pa.—Two op-Pennsylvania have joined forces.

The Lehigh Valley Amusement Machine Operators' Association has merged with the Eastern Pennsylvania Amusement Machine Association.

The group, which will keep the Eastern Pennsylvania name, now Atlas Hosts has about 25 members. The merger

The Eastern Pennsylvania group before merging had members in Delaware, Montgomery and Bucks counties, which surround Philadelphia. The Lehigh Valley operators worked around the Allentown area, mostly in Lehigh County.

The final decision to effect the merger came about several weeks Valley Club. J. J. Smith Jr., president of the Eastern Pennsylvania group; Bob Miller, the secretarytreasurer, and two members of the board of directors, Sam Daub and Sam Schambri, attended the sessions.

President of the Lehigh Valley association is Archie Federman while Louis Anthony is the secre-

Smith reported that an engineerto see what can be done to include the Lehigh Valley members in the radio communications system that the Eastern Pennsylvania operators have been using for several years.

"We hope the new members can erator associations in the Eastern make use of the radio," Smith said. It seems the Eastern Pennsylvania Amusement Machine Association is one of the young, grow-

To Open House

line to Chicago area operators and guests with a gala open house held ago at a meeting at the Lehigh in its showrooms Saturday and Sunday (12-13). Refreshments were served, and the showrooms were gaily decorated for the occasion.

> Atlas also held showings last week in Rockford, Ill., at the Faust Hotel. Other showings are set for Tuesday (22) in Rock Hotel, and the following week in Springfield. Time and date of the Springfield showing will be announced later.

On hand from the Atlas organization for the Chicago open house were Eddie Ginsburg, Nate Feinstein, Harold Schwartz, Bill Phil- cool \$1 million. To get him there lips, Gene Waldman and Irv Ovitz. Representing the Seeburg factory Burrows, Stan Jarocki and Jim \$20,000.

out for the event were: Sid Bleiman, John Denaro, Mack A. Willie McGee, Daniel Brown, Gaines, William Knapp, Louis Arpaia, John Samalitis, Pauline Adams, Harry Buthe, E. W. Gilbert, Melvin Jones, Pete Robinson, Roy E. Brown, Peter Wolf, George Wollridge, Sam Ward, Arthur Velasquez, Sam Greenberg, Ed

H. D. Watson, Phil Johnson, Harry Walczak, Mitchell Gienke, Marcus Adams, Terry Lee Adams, M. J. Proffitt, Rene E. Parard, Wade Perkins, Henry Lonie, Norm Dompke, Ed Holstein, E. Bruce Johnson, Ray Gallett, John Emerich, D. O. Harns, John Kakes, Ray Bandyk, John Ashal, Ray Perkins, Al Hansen, Joe Wodziak and

Representatives of the following firms were present: Phonograph Service Company, Western Automatic Music, A & H Entertainers, Town & Country Music, Valley Music, Blackhawk Music, South Side Suppliers, Reliable Music Company, Regal Music Company, Melody Music Company and J & R Music Company.

Lee & Nordic, G & M Music Company, Frazier Music Company, E & E Amusement; Hofton, Inc.; Duenisch Music Company, B & O Music Company, Garfield Music Company, P & T Music Company, Caryl Music Company, B & B Novelty Company and the Midwest Automatic Music Company.



ing groups of the country.

CHICAGO — Atlas Music Company introduced the new Seeburg

Harpell.

Operators

Foale and Mrs. Wilmoth.

Andy Wodziak.

Brewer Music Company, Airport Music Company, A. A. Swingtime, City Wide Amusement Company, Clover Music Company, Universal Music Company, Bennetts Music Company, Blackstone Music Company, Gus & Roman Novelty Company, McGowan Bros. Music Company and J. Nomden & Sons.



Sheik Seeks

Continued from page 94

distaff help is being used to service the machines in most Middle East harems. They are trained by European technicians sent to the Middle East on specific assignment. However, in the case of Quatar, the Sheik has had a few women sent to Europe for training.

Along with the advent of the juke box in the harem, there is a boom in Arab music on phonograph records. For example, the West German firm of Electrola is offering a complete "special service" in Arabio music disks. Titles include "Scandal in the Harem" and "When the Veil Fell."

The Sheik of Quatar-Ali bin Abdullah al Thani-could support virtually alone, if he so chose, the export trade of any single Continental coin machine manufacturer. He has income of \$100,000 daily from wells producing 8 million tons of petroleum annually.

The Sheik is absolute ruler of Quatar, a peninsula jutting out into the Persian Gulf. The potential market offered by Quatar for juke boxes and coin games is suggested by the Arabian Nights-scale of the Sheik's life.

He supports, in fantastic feudal grandeur, 400 non-working sons and relatives. He maintains a \$500,-Island, Ill., at the Fort Armstrong 000 villa on Lake Geneva with his wives and concubines. When the Sheik shops, it takes a van to collect his purchases; he buys Swiss watches by the suitcase full.

In the hills above Beirut the Sheik has an even costlier home, a summer residence which cost a from Doha, the capital of Quatar, the Sheik had a chartered airliner were Bruce Jagor, Ed Claffey, Ted fly out from London at a cost of

There are reports that the Sheik has ordered, thru a Swiss concern, Among operators who turned five juke boxes trimmed in solid gold and studded with precious stones.

The reports cannot be confirmed, but such an order would not be beyond the Sheik's resourcesor taste: When King Saud visited the Sheik last year, he was given 60 Cadillacs, an Austin with a gold dashboard, and 10 bags of precious









AFTERMATH

Senate Probe Leads to Improved Operating Conditions in Lake Cty.

By JOSEPH KLEIN

GARY, Ind. - Unsavory conditions in the coin equipment field brought this community and adjoining areas national notoriety in June, 1959, thru highly publicized hearings before the McClellan rackets committee.

Devastatingly leading the examination of witnesses was Committee Counsel Robert F. Kennedy.

His brother, Sen. John F. Kennedy, a member of the Committee who has since been elected

> ASE HELP FIGHT MUSCULAR DYSTROPHY

MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC., 1790 Broadway,

to the presidency of the United States, would put in an occasional certain great advantages, Witecki appearance, ask a question or two added. and then leave.

Thus the administration which will assume the responsibility of retained some definite impressions of Lake County—the county in which Gary is located-in general, and of its coin machine operations, in particular.

Frank Witecki, a Gary juke box and Arcade equipment operator, was a principal witness before the committee. His testimony was memorable for its description of the competitive pressures exerted by well-heeled, well-supported but illegtimate interests in the coinequipment business.

What about conditions todayalmost a year and a half after the McClellan hearings?

Has there been an improvement as the result of that investigation? Does the independent operator meet with less resistance from its inquiry. "illicit" activities?

Asked this week, Witecki answered in the affirmative.

"Racketeering influences are easier to combat because of the work of the McClellan committee," he said. "Some of the people questioned by the Committee-and some of these took the Fifth-are still in the coin machine business, but because of the Committee, they've become very leery. Now they tread softly."

Before the Committee hearings, Witecki continued, "these people" could just step in, in a manner of speaking.

It's not that easy now.

But "these people" still retain

"Moneywise," he explained, "to get desirable stops, they have the money with which to make loans government January 20 will have and even outright cash payments. And that's hard to beat."

> Witecki was asked as to whether he had ever been threatened for his testimony before the Committee.

> "Never," Witecki answered. "Not once. The worst I ever got for it was when some competitors would tell a location owner that 'Witecki is the guy who went to Washington and had your pins thrown out'.'

The Lake County probe was triggered by the exposure of an alleged conspiracy to destroy Local 1 of the Automatic Equipment and Coin Machine Operators Union, headquartered in Gary. Because it was created to study improper labor-management relations, the Committee found it necessary to use the Union issue as the basis of

Members of the union, of which Witecki was one, charged that the Union collapsed under underworld pressure.

But, the dormant, the Union still exists. Records in the office of the Indiana Secretary of State show that the organization was incorporated in 1946. No record of its dissolution has ever been entered.

John Testo, the Union's national organizer and founder who was also a major witness at the 1959 McClellan hearings, now lives in retirement in Gary.

A report that the Union would be brought to life remained unconfirmed this week.

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Tomorrow's Design Today!—The ageless beauty and durability of Stainless Steel moldings provide an appealing new and clean appearance permanently. Sparkling appearance of plated legs and front door panel adds beauty beyond description. Hard chrome finish corner casting furnishes a comfortable, clean grip for players.

- · Skillful player operation adds an unlimited number of balls to each game.
- Playing Card Sequence and High Score makes additional ball available to player.
- Making either top Joker rollover when lit gives additional ball.
- Center Target scores additional ball when lighted arrow points to selected card.
- High Score Panel promotes competitive player appeal.
- Tapered Light Box . . . the ultimate in "design where it counts."
- Two super-powered skill flippers.
 Plus a host of other fine features.



Now more than ever . . . it's Always Profitable to Operate Gottlieb Games!

COMING JAN. 9

COIN MACHINES



The HEW Billboard Exclusively for The Music-Coin Industry

... with More, New, Faster and Better Reader-Advertiser Values Than Ever Before!

Beginning with the January 9 Issue, you'll see a new Billboard -a Billboard as new and bright as the New Year itself.

The first thing you'll notice is the cleaner, fresher, brighter look. But then, as you move through its pages, you'll see an editorial consistency in the form of pin-pointed services that stick really close to your business interests-closer than has ever before been possible in The Biltboard.

For the new Billboard—now labeled Billboard Music Week—is exclusively for and about people who work at the business of

making, buying, promoting or selling music and records . . . and the home entertainment and coin-operated equipment on which they are played.

A whole host of reader-advertiser benefits—the result of more than 6 months of preparatory work—will herald this important move. Check the inside pages of this folder for a broad view of what's ahead beginning January 9 in Billboard Music Week the new Billboard for Music-Phone Merchandising . . . for Radio-TV Programming . . . for Juke Box-Game Operating.

Billboard's Outdoor Show News department will combine with its monthly publication, Funspot, and move into a separate 8½x11 publication of its own.

What's New about the new Billboard:

Better Printing on Cleaner, Whiter Newsprint

Blacks will print blacker, whites whiter, and halftones cleaner (with the same 55-65 halftone screen as in the past). All in all, there will be a new, livelier crispness to your new Billboard-a fresher, more inviting look that's sure to add an extra degree of believability and buying enthusiasm to Billboard's Music Week's editorial and advertising pages.

Later News, Reviews, Charts and Price Lists

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

Faster Distribution

Big-city readers will continue to enjoy Monday morning delivery of Billboard. But now this valuable early-buying

benefit will be extended to hundreds of important grassroots markets—cities that add up to important sales volume but which are visited only infrequently by manufacturer or distributor salesmen.

More New **Editorial Services**

Nine-count 'em-nine big new editorial features are already well past the planning stage and on their way to your new Billboard. Sorry we can't be more specific at this time, but take our word for it-they'll mean more and better deciay programming . . . more and better buying and selling information for dealers . . . and more play and profit for operators. And, when you put that all together, it spells still greater effectiveness for advertisers in the new Billboard.

New Improved Make-up and Typography

Professional typographic experts-John Peter Associateshave been engaged to do a "fresh-up" job on your new Billboard. That's the same organization whose experiences includes work on such leading magazines as Life, Look, and McCall's . . . and which added sparkling newness and readability to Electronics and Progressive Architecture among others.

Greater Economy for "Spectacular" Advertising

Insert advertising in Billboard—a growing trend among the most aggressive companies in the business-will earn worth-while production economies in the new Billboard. A shorter run-because Billboard Music Week will be restricted to music-coin readers—will save as much as 25° in printing and production costs for insert advertisers.

Expanded **Editorial Staff**

More people to do more things, with better co-ordinated direction and control—that's probably the biggest benefit of all. The new personnel additions and changes represent a gain of 23% in man-hours of editorial effort per week, and all of it accomplished by qualified people, people who combine industry experience with reporting knowhow and writing ability. The NEW Billboard will combine two full-time editorial staffs, thereby boasting one of the largest, most experienced businesspaper editorial staffs ever assembled to serve an industry.

BILLBOARD MUSIC WEEK

for Music-Phono MERCHANDISING...for Radio-TV PROGRAMMING...for Juke Box-Game OPERATING

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PERSONALIZED FOR TOP LOCATIONS! Now the location name tops everything—the sensational Seeburg innovation that creates and builds new location appeal. You can personalize any new Seeburg in a few seconds with simple slip-in letters, because Seeburg is built for it. Just as Seeburg (and only Seeburg) factory builds every Artist of the Week phonograph to intermix, in any order, in any number, 45's and 33\forall album single. Both of these great built-in features are Seeburg exclusives. Both of them are ready now to boost your revenue—and

NOV. 21 ARTIST OF THE WEEK 3344 RECORD PACKAGE RELEASES
Bongos & Brass, DECCA Brenda Lee, DECCA Not 'King' Cole—
Christmas Package, CAPITOL

Check this page every week for the latest Saeburg Artist of the Week releases!

TO BOOST LOCATION APPEAL