Bowling, Anyone? Here's New Set-Up

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

BY KEN KAUFAN
UNIVERSITY CITY, Mo.—"Now for the 10th Costs a Century. That's the come-on heralding the Bowlette, a fast-motion experiment in amusement to be launched here the day after Thanksgiving.

The Bowlette is a fully-automatic miniature bowling palace that could start a new bowling trend which may sweep the country like the popular diversion of miniature golf. If successful, it will add a new dimension to the amusement field in general and the coin-operated game industry in particular.

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

Rosenfeld is a good bet on this in the Midwest West Side. St. Louis neighborhood will feature bowling en 19 individual, coin-operated alley games up to 50 feet long. The games have large pins, small-scale bowling balls. Filling out the scene will be other fun machines including baseball games, a rifle range and a photo-device from 25 cents to over $1,500, including costs of labor, light and entertainment. Each of the new games, however, will be a self-contained unit with its own lights and game installations are valued at $300.

Pleasant Bouy Area

Site is a newly-reduced 45 by 35 building which once served as one of many bowling palaces in the midst of a busy theater area served by fire trucks, pumper trucks, cars, etc. Within three miles of the site are 100,000 potential patrons, an estimated 95 per cent to apartment dwellings.

But Rosenfeld’s plans reach farther than the opening of this single site. If the idea succeeds and he's using the initial Bowlette as a "gusher pig"—he hopes to set up sections of St. Louis, says Rosenfeld: "This is a revolutionary idea...it will result in one of two things—a big success, or a big failure."

Actually, Rosenfeld has great expectations. He’s already picked out two more Bowlette sites which he claims that the idea has brought transmitting stations from both businessmen and private citizens. "This town could sustain a chain of these places," Rosenfeld believes.

The Bowlette, as its name implies, is designed to have the look of a bowling alley—not a Penny Arcade. It will have seating room for 40 players and spectators just eight feet behind the long row of bowling lanes. It will provide fully-automatic refreshment service with a battery of soft drinks, candy, cookies and cigarette vending machines.

Nothing will be served over $1. The only entertainment will be supplied by a new rock atmosphere. This same entertainment could be provided in a run-down, rundown store, Rosenfeld believes, and should provide an ideal attraction for all opening day viewers.

Bowling Leagues

Plans are underway for bowling leagues broken down into the various age groups, and sponsored by local industry and fraternal organizations. A news agency has agreed.

Might Save Dad Money

ST. LOUIS—Success of the Bowlette, new bowling concept, is considered a personal problem for Jack Rosenfeld, owner of the University City business.

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

Jack explains that, while he enjoys taking his kids bowling, it usually costs him $7 to $8 an evening. This, he admits, becomes a worry, says Jack. Now, with the opening of his Bowlette, the young Rosenfeld, along with the other kids in town, can bowl to their heart content at a dime a game.

NEWS OF THE WEEK

Major Labels, Vet Artists

DDY Top Yale Wax Choices

Disk jockeys concentrate on Christmas was be major labels and veteran artists, with special emphasis on local LP's. During the Christmas season according to a recent Billboard survey to determine which Christmas records are played most frequently by jocks during the holidays.

Fun and Frolic Dominates

7th C & W, Decayed Festival

Annual National Country Music Disk Jockey Festival sets new attendance mark as nearly 2,000 representatives attend two-day event.

British Music Circles Rebel

Against influx of "Pop Roll"

British band leaders, songwriters and public pressure are protesting against the "deadroll" invasion of the field of popular music. Many of the leaders have asserted that the new music is "not getting much better," but the new music is "not getting much better" than the "pop roll" music they are getting which is "largely controlled by the record companies.

Dick Business Spotty

LP's Hold Steady Pace

A check of record sales among dealers and producers across the country shows that business is still spotty. Singles are down in most markets, but LP's are up and holding steady.

DEPARTMENT AND FEATURES

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See Brisk Biz At Trade Show

CHICAGO — Dick Bosk is expected to highlight this annual trade show of the National Association of Amusement Parks, Food Stands and Amusement Devices, which opens at the Hotel Sherman next week. Announcement selling devices, and a variety of especially heavy sales.

The trade show is one of the highlights of the outdoor industry's conventions which will open in Chicago this week. The 1958 National Amusement Parks, Food Stands and amusement Devices Convention Heads of the. The 1958 Show is expected to bring in hotels, restaurants, and amusement parks, and is expected to bring in hotels, restaurants, and amusement parks. The show is expected to bring in hotels, restaurants, and amusement parks. The show is expected to bring in hotels, restaurants, and amusement parks. The show is expected to bring in hotels, restaurants, and amusement parks. The show is expected to bring in hotels, restaurants, and amusement parks.
**HOLIDAY SPIN POLL**

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

By JUNE BUNDY

NEW YORK — Dick Jockeys concentrate on Christmas war by major labels and veteran artists, with special emphasis on cash sales, L.P. records, and singles. According to a survey recently conducted by The Billboard to determine which Christmas records are played most frequently by Jocks during the holiday season. (See chart for complete results on yule poll.)

RCA Victor and Capitol tied for the most times (five times each) the Crosby was on the Top Ten. However, the Crosby was the No. 1 hit in terms of number of plays, since EPs were re-played by Jocks. Crosby’s "White Christmas," the No. 1 hit on the Christmas LPs on the Top 10 list. They include Jackie Gleason’s "White Christmas" (which features a choral group); Columbia’s "Songs of Christmas," Bing Crosby’s first "White Christmas" (with two Perry Como sleigh bells), "White Christmas" and "Christmas Carol," Bing Crosby’s "White Christmas," "Joy to the World" by the Roger Wagner Chorale, and Christmas Hymns and Carols" by Columbia.

**Col. Prom'tn Seminar Clicks on All Fronts**

**Larry Elgart**

NEW YORK— RCA Victor has signed the Larry Elgart on. Disc Jockey has already recorded the band in an L.P. and has begun the set on the market either the end of December or early in January. Larry Elgart is a brother of Les Elgart, who also records on his own label, Les Elgart and his own studio. Capitol Records. The name of the original cah was cut stereophonically and will be released both on a monaural and stereo disk.

Rosner to New Victor Post

NEW YORK— Ben Rosner has been appointed to the newly created post of West Coast relations manager at RCA Victor. In his new job, Rosner will be responsible for all radio and TV talent liaison as it relates to Victors artists and compositions. Rosner, who recently headed up the VLP operation, has been with RCA since 1969.

**DEEJAYS' FAVORITE CHRISTMAS DISKS**

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

**SINGLES**

5. "I Like Christmas," Bing Crosby, Decca.

**LP ALBUMS**


**Hudson-Ross Files Under Chapter XI**

**Chapter XVI**

CHICAGO — Hudson-Ross Inc. local record — playback appliance chain, this week filed under Chapter XI of the Bankruptcy Act in federal court, seeking to terminate possession of its plant in the Chicago area. The chain’s record departments numbered around 100 in 1957, but has dwindled down to a Loop and northwest neighborhood store, with various December salesmen and a one-man sales manager, while Mandel’s down.

**Cademon Inks Decca Distrhibs For 27 Cities**

NEW YORK — Cademom Records has signed a new sales agency agreement with the appointment of Decca as the line’s distributor in 27 cities, according to Jack Nikel, Cadmon sales chief.

**VICTOR LOANS THRUSH TO COL.**

NEW YORK — A special 12-inch rare copy record loaned out by the record company to the Victor Collectors Club, was played by tourists at the Frank Sinatra album "Christmas," Bing Crosby, Alfred Lomano. None of the strictly rock and roll artists made the chart, but the demonstration did have audience appeal (adult as well as its main target) among top charts. The most popular hit list LPs with a Decca label "Merry Christmas," while the best-selling EP was "A Very Merry Christmas From Pat Boone" on the Country chart.

Several EP versions of above mentioned LP favorites made the best selling list, e.g., Christmas music by Bing Crosby's "Merry Christmas," the Wagner album, Schumann’s "Christmas in the Air" and "Voices of Christmas," and Crosby's "White Christmas."
Settlement of ASCAP-Justice Dispute Near

WASHINGTON — Talk of a settlement of the legal dispute between the Justice Department and ASCAP, possibly before the end of the year, is increasing. The Justice Department insists there is nothing official, and ASCAP executives say they have had no talks with the Justice Department about settlement.

A settlement of the ASCAP-Justice Department dispute might be the first step toward getting ASCAP back on track. The case against ASCAP was originally brought by the Justice Department in 1987, alleging that ASCAP violated antitrust laws by engaging in unfair business practices.

The ASCAP-Justice Department case was settled in 1990, with ASCAP agreeing to make changes in its operations to comply with antitrust laws. However, the settlement agreement did not end the dispute, and the case has continued to be actively litigated.

A settlement would likely involve the Justice Department agreeing to drop its antitrust case against ASCAP, in exchange for ASCAP agreeing to make additional changes in its operations to address the concerns raised by the Justice Department.

The Justice Department has not commented on the possibility of a settlement, stating that it is still investigating the case. ASCAP has also not commented on the possibility of a settlement, stating that it is still working to address the concerns raised by the Justice Department.

As of now, it is unclear whether a settlement will be reached and, if so, what form it will take. However, the possibility of a settlement is increasing, as the Justice Department and ASCAP continue to work towards a resolution of the dispute.

The settlement of the ASCAP-Justice Department case would be a significant development, as it would mark the end of a long and contentious legal battle. It would also provide some degree of certainty for ASCAP, which has been uncertain about its future and has been forced to make changes in its operations to comply with antitrust laws.

A settlement would give ASCAP some degree of certainty and would allow it to focus on its core business of representing composers and music publishers. It would also provide some degree of certainty for the music industry, which has been uncertain about the future of ASCAP and its role in the industry.
**Disk Sales Spotty; Yule Hopes Brighter Picture**

NEW YORK—A spot check of one-stoppers, distributors and retail outlets throughout the country revealed that sales of records and tapes for the Christmas period, while not as poor as some areas last year's sales volume. In a few cities sales are about equal to last year's figures. As a whole, dealers and distributors expect Christmas business to brighten the outlook.

Richmond is one of the few areas where sales are somewhat ahead of last year. Singles are the same, but LP sales are well ahead. This is believed to be due to the increased volume of a year ago. Equipment sales are up, and stereo LPs accounted for some extent for the increase in album sales.

The general trend in Philadelphia puts business at about par for this time of year. The heavy Christmas buying has not yet started. There has been a slight increase in the sales of records for the past week. LP sales are somewhat ahead, and the increased volume of LP sales compensates for the singles' lag a few months ago.

Boston singles' sales have been up. In the East records have been sold in the West. The increased activity has centered in the last week. In part to an early seasonal rush. LP sales are up over the normal for this time of year. Singles have been slow until just recently, but it is felt that they have some new issues and some new stereo equipment is also up.

In St. Louis reports that singles sales are definitely below last year's level to date. LPs are now

**WB Enters EP Stereo Sweeps**

HOLLYWOOD — Warner Bros. Records filed for the first time in its usual release of 18 discs, WB has it's premiere of new issues, with a showing 45 rpm discs, LPs are using RCA's

**Nielsen Heads Urana Sales**

NEW YORK — Bill Nielsen, former sales chief of Epic Records, is the new director of sales for Urana Records. He replaces Dave Rofford who recently joined the Kovette stores as record buyer and manager.

**7 NEW LABELS JOIN PARADE**

NEW YORK—Seven labels joined the label parade this week. They are: Arrangement Music, Inc. 21 West Street, N. W., Washington; Brooke Records, c/o of Decca Los Angeles; Showboat Records, 7209 West Rock Road, Atherton, N. C.; 617 East Willow Street; New York; Lee Records, P. O. Box 365, Memphis; Suppy Records, P. O. Box 1, Kansas City; Shell Records, Room 806, 1272 Broadway; New York; Trace Records, Inc., Box 735, Shreveport, La.

**'HOT 100' ADDS 11**

NEW YORK — The Billboard’s Hot 100 chart shows 11 new additions this week. They are:
1. The Pips
2. The Bar-Kays
3. The Friends
4. The Bee Gees
5. The Four Tops
6. The Temptations
7. The Supremes
8. The Four Seasons
9. The Beatles
10. The Rolling Stones
11. The Who

**Low Price Indie Moguls Assert Business Good**

NEW YORK — A considerable number of independent record companies has been formed in the last few years, and recent events have brought the attention of the field.

**Col. Field-Testing Dial-a-Disk Vender**

NEW YORK — After many long months of test plants and still more tests, Columbia Records has taken an important step in 1959 for its automatic record vending machine. The company has recently designed the automatic vender that has been developed by Halley Associates, a Philadelphia firm. The machine, which is the national selling agent. It is not only designed to take any type of machine and coins and can make change. It can be set to pay out a certain amount in 200,000 records at local tax.

According to Columbia, the machine will help dealers as well as retail buyers. Dealers can easily handle the operation of the machine using a simple key mechanism and will send money more for their service during the Christmas season.

The dial machine will be tested to the machine's own satisfaction for at least 30 days in each location before it offers any sale.

**AFM-MG War Tapes Disc East-West Jurisdiction Hassle**

By Lee ZHITO

HOLLYWOOD — Battle rages between Cecil Reed's Musicological Manufacturers of American Federation of Musicians through its Reissue-Acquisition Committee and West. The Guild's contractual demands will be weighed against the interests of important record companies do most of their recording on the West Coast. The Guild's main strategy is to block any agreement that would be signed, and their policy is to insist upon a contract that will not be an advantage to the Guild itself.

Cecil Reed is expected to have some time in pushing this new plan, as an MLR rule, was adopted by the Guild as a rule that would make it difficult for the Guild to sell out to the Guild's contract.

The Guild has received an offer of an MLR rule, and has agreed to sign an MLR rule that would allow them to sell their contracts without any restrictions.

The Guild is considering a new contract with the Guild, which would allow them to sign contracts and sell to the Guild.

The Guild covering recording activity here and with the Federation for recording made elsewhere, in the county, that such an agreement here could be signed, and the contract has been signed.


**AFM Refusal Expected**

AFM has refused to accept an offer from the Guild for an MLR rule. AFM feels that the Guild's contract is not enough to cover the Guild's demand for an MLR rule. AFM believes that the Guild's contract is a far better contract than the one offered by the Guild.

**WNTA Adopts All-Vocal Air Policy**

NEW YORK — Starting this Monday, WNTA, New York, will broadcast only vocal programs all day. WNTA's former format has been changed to a full-time vocal program, with the station now operating on the model of a full-time vocal program.

The station will also be operating as a full-time vocal program, with the station now operating on the model of a full-time vocal program.

This change has been made in response to the demand for a full-time vocal program, with the station now operating on the model of a full-time vocal program.

The station will also be operating as a full-time vocal program, with the station now operating on the model of a full-time vocal program.

**Randle, Block**

**Continued from page 3**

Randle said the promotion men that "Top 40" programming is not necessarily the answer, since rather than buying a current hit for a "smart kid," nobody has to flip the dial to see the "Top 40" hits are popular with the "smart kid." Randle also said that the "Top 40" hits are the most popular with the "smart kid."
November 24, 1958

Night Club

Belafonte Better Than Ever at Waldorf

A packed room, with turnaways, 18 musicians and a music stand in each seat, a huge chandelier, a huge fireplace, and a huge and anticipatory audience sets the scene for the youthful and aristocratic and confident artist in his now-famous, long-ago-left room, his entrance. Once accomplished, Harry Belafonte takes

Night Club

A Disky Should Sign Stewart Rose

Reyes, the current wax spider in the romantic ballad, a. c. m. -not to mention TV talent boy-er, and producer of the film, will be seen the next Tuesday evening at the Printers Club. His virtuoso baritone resembles a blend of John Raitt and Tony Bennett, and he has a voice like "Around the World" and "Love Is a Many Splendored Thing." He looks a handsome)

REVIEWED IN BRIEF

Orders to Kill

Anthony Asquith has delivered a superior spy drama in depth, "Orders to Kill." The material is brilliant in the pivotal role of a brain that learns about mundane actions in the hands by hand, rather than by hand.

The Ballad of Billy Jack

The Ballad of Billy Jack is a double handicap of being American and black. Either one alone is a tough nut to beat in the struggle for fair acceptance, but both together are an obstacle but the struggle is at the top of all is it to which the music, that is to beauty of art. In the realm of racial issues, Miss Levy's concert last week was observed by a large and vociferous enthusiastic Carnegie Hall.

Turkish Song

"Turkish Song" is a ballad by Henry Vieuxtemps, and is pronounced just in time for this catalog, albeit a little late.

Emperor Jones

"Emperor Jones," the play by Eugene Ionesco, is a farce de la classe, and is pronounced just in time for the season, albeit a little late.

The winds of change

"The winds of change" is a ballad by Stephen Sondheim, and is pronounced just in time for the season, albeit a little late.

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

By TOM NOVAN

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

By CHARLES SYNGE

'Mardi Gras Bright, Luneful Starrer for Boone and Crosby

By CHARLES SYNGE

'Mardi Gras Bright, Luneful Starrer for Boone and Crosby

By ROBERT HENBRANDT

The NBC TV release of "Mardi Gras" November 29 demonstrated a number of clear lessons. The continuity department served fine line under the radar "Heathcliff," "going home" but "Lenore" is the best of the crowd. A 1960's-style debut, "Mardi Gras" is generally given an audience the benefit of the doubt. Alfred Drake gave a brilliant lesson in performance, extruding every manner with incredible ingenuity and holding high style both in acting and singing.
FM Radio Boom Sparks NAB Promotion Pitch

WASHINGTON — FM radio's "booming" success is fast catching up with a whole new campaign by the National Association of Broadcasters, under leadership of Ben Strouse, WWDC-FM, Wash., chairman of the NAB committee chairman.

Stereo broadcasting and multi-channel VFO operation were discussed in an all-day meeting here last week at which a new publicity publication called "FM-Phases" was approved by the committee, which was proposed by John F. Meggett, WABC, New York City, for radio, will keep FM broadcasters up to date on latest wrinkles in FM.

SYLVIA IT'S GO from PAGE CHASE Way Hits Instrumentals.

NEWS REVIEW

Omega Debs Name Band "Salutes"

Omega has marketed an interesting series of special "salute" albums, the latest being "The Big Band of Belgium." The sets were recorded in Brussels and have been released under the title of the general title, "The Brussels World's Fair Salutes." The arrangement of various name bands is performed in the program.

Meanwhile, the engineering work by Peter Plumb adds up to moderately good sound for the most part with a considerable amount of digital distortion, unfortunately. In the heavier volume brass ensembles and at the close of the program, the evidence is heard.

The bias, of course, would be of considerable value to such jazz personnel. But the Beatles can't win on the other hand this kind of material can always have a strong appeal in jazz programming.

Welk & Troupe Sign With Dot

HOLLYWOOD — Lawrence Welk and his entire organization of musicians and studio artists have signed with the last term pact by Dot Records. The survey, a move of considerable magnitude for the Welk organization, was announced here jointly joined this week by Dot president Randy Wayne and Bob Thiele, v.p. and a.d. of the label. The pact runs as a standard contract and extends for one year, it was pointed out.

Officially, the contact becomes effective January 1 when Welk's old pact with Coral Records expires. Though no amount has been signed to a four-year term by Dot Records. The survey, a move of considerable magnitude for the Welk and his entire organization of musicians and studio artists have signed with the last term pact by Dot Records. The survey, a move of considerable magnitude for the Welk organization, was announced here jointly joined this week by Dot president Randy Wayne and Bob Thiele, v.p. and a.d. of the label. The pact runs as a standard contract and extends for one year, it was pointed out.

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Live Longhairs To Get New Work Waxings

WASHINGTON — Efforts to get commercial recordings for new artists, by E.S. and Canadian symphony orchestras are being furthered with the recording guarantee pilot project of the American, International, and the Record Fund, Inc., this month.

Awards for the project will assure commercial recording this year for two selections to be chosen from each of the selections by a special jury. The bias, of course, would be of considerable value to such jazz personnel. But the Beatles can't win on the other hand this kind of material can always have a strong appeal in jazz programming.

Gay's WYLD Buy Okayed

WASHINGTON — The FCC has granted to Connie B. Gay's WYLD (1250) in Oklahoma City, Okla., with a prior to 1970 last week, the application for a new station from Roosevelt of New Orleans, La. The country music tastes of WPIC, Kinston, N. C., and KTKE, St. Paul, Minn., have been selected as a "Special Industry" in WTRC, Ashland, Ky.

They are using "The Voice of the People," a program purchased by WCYC, here in Washington (The Billboard, Nov. 16). The station, which is used in the Arts of Love "by Colby Dijon. Imperial is hot with "Lonesome Town" by Roy Nelson, "Whole Lotta Loving" by Pat Boone and "Blues After Hours" by Ernie Freeman. Stronger Specialty items are "She Knows How to Rock" by Little Richard and "Peaches and Cream" by Larry Williams. Top United Artists platters are "I Remember You" by Billy Parker and "Black Sheep" by Cissy Mulligan's Jazz Combo.
"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

"NEVER BEFORE"

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

CONNIE FRANCIS

WITH A BRIGHT NEW SMASH

ON M-G-M K12738

*From the Forthcoming Broadway Musical
"Whoop-Up," Music by Moose Charlap
Lyrics by Norman Gimbel

Thanks, also, to Marty
Craft and Leroy
Holmes for a
wonderful
session

SAUNDERS PUBLICATIONS, INC., NEW YORK-HOLLYWOOD
VOX JOY

BY JUNE BUNDY

CHANCE OFTheme: Gordie
Baker, operated jock on WSPR,
Springfield, Mass., for the past five
years, has resigned from that out-
let and is in the market for another
job. He played high school ball
merely with WPIL-TV, Philadel-
phia, has joined WP, Philadelphia,
in the Midnight to 6 a.m. slot... Bert
Keye's "Snows of Tomorrow" on
WABF, New York, has switched its
time period to Wednesday
11:05 to 11:35 p.m. "Just
John" Ury, ex-WONW, Defiance,
O., has been named by Enter-
prise WRTI, W., as program director.

Policy at the Storz outlet
WXJ, New Orleans, appare-
ently calls for giving jocks an
opportunity to fill exec posi-
tions as well. Larry
Ward has been appointed
WXJ program director and will
also continue his 6-8 a.m.
and noon to 2 p.m. shows.
Meanwhile, Marshall Pear-
son has joined WXJ as promo-
tion director and will also en-
sure an afternoon disc show...
Bob Dick wishes it to be
known that he is "out West still
at WCTA, Andalusia, Ala."
Starting this Thurs-
day (27) WNTA, Newark,
N. J., will air an all-irish music
show, "I'm Bill Against..."

DEEJAY DAREDEVIL: Joel A.
Sprick (band leader Charlie
Sprick's son), KILT, Houston,
recently produced a record of his
avocational--the hard way. Station
cooked up a program for VJ and
with the jock made a few disapparinding
refs about the Flying Wards, a serial set with the Shiloh Cir-
que. The Wards then "challenged"
the jock to fly in with stunt or
shut up, and on November 17
Sprick, without any previous train-
ing, took a plane containing some
hundreds of feet in the air on the
flying tug. Next day another KILT jockey, Rex Miller,
attempted to match Sprick's aero-
static feat by doing his entire three-
hour show while standing on his
head.

MODER CHASTIS-
MATION PROGRAMMING: Altho
deejays for the past few years
have refused to start playing
Christmas records until after the
New year, another jock has
jumped the disc line this year
and will continue his shows
by mid-November. For in-

AUDITION -- a new selling service...for dealers
...for manufacturers in FULL PAGE ADVERTISING

ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING

JOHN REYNOLDS

Whirlwind Ride
For Nu Tornados

Five young Philadelphians, who
went to high school with each
other and have been singing as a
group ever since, make up the Nu
Tornados. The boys are Phil Dale,
Tommy Dell, Mike Perris, Lowie
Mano and Eddie Dove. Dono is
the nucleus of the quintet, who
has been together professionally for
five years. The five have appeared in
night clubs from St. Paul to Boston.
Recently, they were approached
by Leon Scalle and Bill Borelli to record
"Philadelphia, U.S.A." The disc was
accompanied by two Impressions of
the Tornados. The result is a

The sign of a master can be a fascinating one when you
think of its birth, its refinement, and its achievement from
all quarters when it blossoms into a fully-fledged hit.

Bill Borelli of the well-known city of Philadelphia made a
remarkable impression when he called in a new
Tornados. Borelli took the record around to
various New York City enterprises to give them a listen.
The disk was played for Dick Clark, Bernie Lowe and it was
even sent out to Johnny Thompson of Challenge Records in
California. Nobody seemed to want to buy it. In New York,
Borelli brought it to Walt McGinnis of Fleetwood Records
with the idea of paying nothing in front of a master unless
it's really breaking, so there was no deal here either.

Then Borelli took the record in Murray Deutsch, professional
manager of the Southern-Flo combo, with whom he had
previously worked on the "Dick Tracy" program for
the coming holidays. The Bil-
more Tornados were among the
forthcoming Dick Jockey Special
the results of its survey of the most
popular local little LPs and EPs. For a
detailed report, including a special chart, see earlier
in this issue.

SODA-SIPPER TIE-UPS.
Several stations across the country
are using their "Top 40" type record list
with local soft drink tie-ins. For instance, WNOE, New
Orleans, has a hot-up with Dr.
Pepper. When a station's Top 50 list carries a premium
off-the-shelf item, list advertisers go to "Get one of
any record the shop mentions" or "Get with Dr.
Pepper bottle caps and premium..." the WNOE deejay pick (disk)
of the week for only 69 cents."

ON THE BEAT

by REN CREEVAT

"Black Magic" Words
For Keef Smith

Excite brontoiest Keefy Smith,
wife of Luis Prima, is often
seen alone on stage, dancing to
question asking like "Murray, why
didn't you bring that record to
me? Why you, know how I'll
always want to sing it..." And as
for the Nu Tornados, the group will appear before 1000-
6000 radio listeners in the their hit record "Philadelphia, U.S.A."
during the fall.

All this from the master that finally found a label.

Eddie Seibel and Mike Preston have been in the States, presenting
his disk of "A House, A Car, A Wedding Ring." The youthful Britisher
was on a marathon round of appearances during his fortnight tour
with nine TV shows and over 60 radio interviews with key jocks
in the East. The disc is out here on Lodon and was originally issued in
England.

Petie, 19-year-old Barbous Evans has his first Carl-
tons dishing out this week, coupling "I Could Cry" and
"Jomby." The four-four-inch, 98-pound doll essays the
sound of a rough around with his pocket disc called "The Flapper." Flapper
Brock Ram has signed Italy's "Roman New
Orleans Jazz Band" for a tour of the States, opening in Las
Vegas.

Sarah Vaughan has parted with manager George Treadwell
and is now under the agies of her husband, Clyde Atkins,
Chicago cab man. She and her guitarist, 
Towels and will reside in Boston. Nat King Cole's two
brothers have announced that they will be
starting a small "nickel" band which will
lounges as singing pianist and Eddie and his wife, Betty, are
working Australia as "The Two Hot Cloes," ...Jaiiir (Myelie Baby)
Murphy has started his own Mercy Baby label in Dallas....
The Magnificent Mustache, WAAP, Chicago platter-chipper, is active
in recording again with several assignments from McCurry as a
rep in Chicago.
These Big Names on RCA VICTOR mean Big 45 EP Christmas Business for you!

ELVIS SAILS EPA-4325. The teenagers will all want this one! Elvis talks about love, girls, going steady. Album has 4-color 1959 calendar with photos of Elvis on back.

BELAFONTE SINGS THE BLUES EPA-4263. The celebrated singer in a new roll with a choice collection of blues: taken from his best-selling L.P. A must for every Belafonte fan.

VAN CLIBURN EPC-2252. No. 1 best-seller! An outstanding musical accomplishment of our time. Complete on three 45 EP's records!

COMO—WHEN YOU COME TO THE END OF THE DAY EPA-4326. Perry's sincere style gives these songs of reverence a fuller meaning. Sure to be in great demand during the holiday season.

*also available on Living Stereo Records

RCA VICTOR
Audio Corporation of America
PROTEST TEEN-AGE DISK FARE
British Bandleader Blasts 'Pop Rot'; MU Blames U. S. Imports

LONDON — A rebellion in the pop music world has begun, according to what has been described as "the clash finally being led to the showdown for its own anti-".

The reaction to "pop rot" that has trolled from America, is stemming from announcers, musicologists and radio station promoters who are working out the Musicians Union and most radio chains.

A band leader, who has written for the Melody Maker last week, said that it was time to stop throwing insults to American pop music for American entertainment. For a higher opinion of public taste than some people. The kids have rised, "said the ditty which they have heard over WLS, the largest station in the country, said that pop music should be allowed to meet the demands of today's youth.

Several weeks ago, it was noted, the Performing Rights Society,Lines and strings rules regarding participation of American performers in the British music scene. And it is no secret that for some months British cassettes have been in an oversupply of vast amount of American music. The new ruling is being carried out by the BBC.

N.Y. Dealer Out to NULL SORD Tie-Up

NEWARK — The Associated Music Dealers, New York, Inc., at its meeting tomorrow (25) here will discuss proposals to nullify the tie-up between a group of Record Dealers of America, a New York dealer group formed last summer.

Chairman of the Whitelaw Music Company, the court, said that with this proposal action is expected to be undertaken by the national body next month.

The local group now includes members from a former association of New Jersey retailers as well as the New Yorkers. Another point in the off-limits of the BMI is the development of a plan for copying by the dealers. The group is taking lessons on this from a spokesman for the Associated Food Stores on Long Island, who acknowledged that experts in the group were field.

DIAMOND BEATS

ROBOT BRAIN

NEW YORK — Ice Diamond, lumbering chief at BMI, teacher at Hofstra College out on Long Island a few nights ago, said he is not surprised that he took his class over to the Cro-

He then turned to the students and told them about the IBM-704, a giant computer that can store and manipulate scientific data. One of the programs developed for use by the IBM is to check whether a human being is a checkmate by his students to play checkers against a human being.

The idea of playing checkers by students who are challenged by his students to play the machine and he did. In the next few weeks the students would have some ideas about getting the program working. Then, if the machine, they better forget it.

Diamond trounced the IBM.
"AIN'T I THE LUCKY ONE" MARTY ROBBINS

COMES UP BIG!

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

ON HIGH-FIDELITY RECORDS BY COLUMBIA
MEL ALLEN TO EMCEE JAZZ CONCERT

Sportscenter Mel Allen will be the emcee at The Herald Tribune Fresh Air Fund Concert to be held this afternoon (2:30) at the Hotel Statler. The program features the American League's All-Star Band, performed by men's Negro League teams.

NEW FIRM FOR SPIER, NORDONIE AND WEBMAN

There is a new talent agency in the city, New America, jointly associated in the operation and ownership of various Larry Spier publishing firms and Crescent Records. The New York firm has formed a new BMG publishing firm, We Three Music. First song to be given an all out drive by the new firm is a ballad by Larry Spier, titled "Teddy Bandazzle" on ABC-Paramount (his debut outing for the label), Ray Peterson for RCA Victor and Ed Townsend for Capitol. For康i, Spier's "Make Me A Misty Fit" has been pressed by Don and the Belmonts for the Laurie line.

HOFFMAN AND MANNING FOR BRITISH MUSICAL

Jack Hilson, English producer of the current Broadway smash "The Sound of Music," will produce "The Man in the White Suit," written by "Mr. Punchbowl," and has set Al Hoffman and Dick Manning to do the score. Book is by Don Appell. Deal for Hoffman and Manning was brought about the latest reconciliation on the London to Broadway plan in February. Show will star one of England's brightest comedy names, Arthur Askey.

Duke Niles

Duke Niles, who handles Ray Ventura's musical activities in the U.S., informs us that Faddis is getting hopping contract from the General French Enterprises for "Hula Hoop Song" which is now on release in France. It is made for a French National Convention, on stage and off, and certainly would be of interest to anyone who can find suitable material.

New York

Frankie Avalon appears on the Dick Clark Show on November 23. Neil Sedaka, ofter of "Stupid Cupid," was signed by RCA Victor as a singles artist last week on the market; and it features a new tune penned by the artist. The Diary of Eliza Doolittle, a new musical based on the Frischman production show, opened in New York this past week, despite a downpour on its opening night.

CONCERT

The Canadian vocal group, the HLLies, are set for a film starring in January. Boys record here for Brunswick Records. Don Elliott has signed with RCA, and will tour with his new instrumental group, the Don Pauli Band, which is being headlined at the Flirtine Del Duin in Brussels. Al Frazzak has signed Jerry Record as a new soloist, and is being headlined at the Hollywood Bowl in Los Angeles. Howard Rossel, Harold Friedman has opened an office in New York as a Record Consultant. ABC Records has signed the Interest Group in Florida and has been purchased its recording of "That Day," done by pop singer Claudia with the group. The record was produced by Mike Charles.

Mona Lisa and Carla Roux, Italian singing duo, are spending their honeymoon in the U.S. They will appear at the Brooklyn Academy of Music on December 7. Demetrio Mochina's manager, Eberardo Landi tells us that the singer will return to Italy on January 1. Mochina played theleading role in the Festival of Song where he won top prize with "Vadoma" last year.

Chicago

Derek Schmitt, advertising manager and educational director of William Butler Entertainment's WBEZ-FM, Chicago, has received the SOCAN Award of Excellence for R&BA. SOCAN's first performance award will be put on December in a Steve Allen TV special. January is the biggest month of the year for radio, according to Butler Entertainment's Paul Judd. He has a larger market on a leave of absence to do personal work, and he has been looking for a new station. He is currently doing a daily show in Australia. The Marx Brothers' Eugene's Mercury's supervision of bookings are partners. Patnote, a host, in New York. Judd is the manager of Butler Training Center service clubs for six weeks. A show is being scheduled by Butler for the last of March.

WASHINGTON

The recent announcement of FCC's new policy of FM functional music by U.S. Court of Appeals for the Ninth Circuit, for petitioning for releasing from the Federal Communications Commission's power areas are not in line with that view.

The 10th Circuit Court of Appeals decision, with strong dissent by Judge Dowsette, denied the FCC's claim that functional music is "a broadcast service." This was the basic component of the "simplifying" of commercial music as an endorsement of broadcast time, and not in the public interest. However, the court has said that the service may still be "harmed in objectionable form.

New Orleans

LUBOFF ABOUND FOR MATERIAL

LONDON - American choral director-arranger Norman Luboff has arranged a special series of choral tours to find folk songs from the British Isles and the Continent.

Dick Luboff and the Luboff Foundation will be making periodic trips to Europe, and will release a recording of his previously unrecorded choral music. He is familiar with many of the leading choral composers and arrangers in the New York and surrounding area.

EXECS DENY RUMORED CLOSING

Of Dot's N.Y. Operation

NEW YORK — Rumors circulating through the industry that Dot Records would soon close its doors were denied by company President Bob Thiele stated for a West Coast tour move, were stoutly denied by Thiele.

"I came back from my visit to the Coast for the week to find out that someone was saying I was closing on Jan. 1. It's absolutely not true, and is just a rumor. We are not in the promotion business, but Hello will not stop, moved its headquarters to the West Coast. We are not in a panic because we think you will keep on buying our music. While it's sometimes not completely with the distributor. The same thing has been done in our Coast. The company will not be damaged because our distribution is still strong and growing.

"I'm true that I've been spending a good bit of time lately on the West Coast. Most of that time I was working on negotiations for a new agreement with Lawrence Welk. During the same time, of course, the company was hoping to get a Dot to contract.

Dorothy Klaw, who was Dot's executive in California, came at a statement from Dot Peppe Randy Wood, who was in the Southern city for the annual WSM radio convention where the company's new executive office was to start.

Remaster Two

Top Ace Hits

HOUSTON — Deckle Records is releasing a compilation of Bubba discs, "Pledge My Love" and "Ain't Gonna Do No Good." This is the first time the songs are to be released in one package. A new single, "The Easy Way," will be released by Bubba and "I'm Gonna Do No Good," will also be released by the artist. The songs were recorded when Bubba was at the height of his popularity.

Remaster Two is the name of the new label that will release the compilation, and it is owned by Bubba and his associates. The label was formed to reissue Bubba's classic hits, and it is expected to be successful.

Bubba had recently released a new single, "The Easy Way," which has already been a hit. The label is working hard to promote the new release, and it is expected to be successful. The label is also planning to release a new album in the near future.

Two new songs, "The Easy Way" and "I'm Gonna Do No Good," are included on the new release. The label is also planning to release a new album in the near future.

Many of the hits recorded during this period, such as “Light of Love,” were recorded in a sophisticated studio setting, often with a full orchestra. The recording process was meticulous, with producers and engineers carefully controlling every aspect of the recording to ensure the best possible sound. This attention to detail resulted in some of the most iconic and enduring recordings of the era.

The industry during this period was characterized by a mix of independent labels and major record companies. Independent labels often provided a platform for new and innovative artists, while major labels had the resources to promote and distribute their music widely. The shift from acoustic to electric instruments also began during this time, with artists experimenting with new sounds and techniques.

Overall, this period was a time of significant change and growth in the music industry, with new technologies and recording methods transforming the way music was created, recorded, and distributed. It was a time when the music of the past was being preserved, while new sounds and styles were emerging that would shape the future of music.
IT'S HAPPENING!
200,000 SOLD FIRST WEEK OUT

CONNIE FRANCIS

MY HAPPINESS

MGM K12738 on 45 & 78 rpm
MAGNETIC TAPE TO STAR IN W.C. MATTISON CIRCULATION

A new dual-track tape recorder, the Magnecord Model 700, will be introduced by W.C. Mattison and Company, Inc., 1523 Chestnut St., Philadelphia, Pa., at the 10th annual convention of the National Association of Broadcasters, which opens Monday.

The Magnecord is a new development in the recording field and is a direct result of research and development done in the last few months by the company.

The Magnecord uses a unique recording system, which is said to be the only one of its kind in the world. It is designed for use in broadcasting, record making, and other applications where high-fidelity reproduction is essential.

The Magnecord is equipped with a built-in microphone, which can be used for recording either stereo or mono sound. The microphone is connected to a small, sensitive speaker, which is mounted on the front panel of the unit. The speaker is designed to reproduce all frequencies, from 20 Hz to 20,000 Hz.

The Magnecord is also equipped with a built-in amplifier, which can be used to drive external speakers or headphones. The amplifier is rated at 5 watts, which is more than enough for most applications.

The Magnecord is a compact unit, measuring 12 inches by 14 inches by 7 inches. It is designed to be used on a desktop, and it is lightweight enough to be carried by hand.

The Magnecord is sold for $250.00, which includes all accessories and a one-year warranty. The unit is available at electronics stores nationwide.
The Big Jackpot Christmas Record

Augie Rios

The Singing Sensation of the Broadway Musical "Jamaica"

Dónde está Santa Claus?
(Where is Santa Claus?)

B/W
Ol' Fatso

Metro
K20010

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

www.americanradiohistory.com
Stereo Cues Webcor Sales Exec Shuffle

CHICAGO - Because of increased volume accruing from stereo playback equipment and greater penetration of hi-fi in the home, the Webcor Sales and Marketing department this week announced the creation of a new and high-profiled sales executive echelon. Bud Letzler, vice president in charge of sales, is announcing the major up-grading of Webcor's field sales staff, said that the new total of 16 field sales personnel is an all-time high for the firm.

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

Replacing Mac'k as regional rep out of Philadelphia will be Allen Daggett, previously salesman with Pierce-Phillips, Philadelphia. Tom Pipes, ex-Arnold Wholesalers, Cleveland, steps in for Maynard, while Roy Hillebrand, formerly with Kierulf, Los Angeles, covers the State of California.

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

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

Admiral Ready With 'Cordless' Clock Radio

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

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

Price has not yet been announced.

A-F DISPLAY

Frey Gilds Lily With Kiosk Aid

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

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

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

YOU SHOULDN'T AUTO BUY NOW?

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

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

WINTER MEET

EIA Seeks Standards For Stereo

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

EIA says it expects a record number of member-company representatives to attend the conference. The conference is being held in cooperation with the Institute of Electrical and Electronic Engineers.

(Continued on page 10)
Hallmark Names Eastern Rep Firm

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

The Hal Keller organization is located at 653 First Street, Newark, N. J. They will cover the Eastern Pennsylvania, Delaware, Maryland, Washington, D. C., and Southern New Jersey areas.

TAPE CARTRIDGE

Broad Tape Study Is Webcor Aim

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

Letzer added that Webcor has under consideration "several other projects in regard to stereo cartridge playback." The sales exec did not elaborate on that statement.

Lifeline Transistors Can't Wear Out ... Can't Burn Out ...

Tiny all-transistor portable ... shatter-proof case ... earphone jack!

MODEL 6111A

Stylish Space-saved Full, rich tone ... fully molded cabinet ... 6 tubes including rectifier.

MODEL 6111B

36" Pop-Up Antenna Rugged 3-way portable ... 2 antennas for extra-range range!

MODEL 5015

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

MODEL 6774

LIVINGSTON SEES NEED FOR TAPE CAMPAIGN

NEW YORK — Arthur Cooper is a disappointed man. Art, vice-president of Livingston Audio Products, veteran recorded tape producer, was at the MRA meeting in Chicago last week (The Billboard, Nov. 37) and he told The Billboard that he didn't think the meeting gave Livingston's Chief Smiley a fair hearing. Smiley asked the entire gathering representing every facet of the tape industry, to forget their differences and present "the concept of tape of whatever kind."

"Well all right," Smiley told the meeting, "because a lot of people don't even know what tape is on the ECA do. It's possible for Livingston, we'd be delighted to contribute a few cents for the promotion of tape."

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

But nobody listened. At least, nobody stood up.

Commenting on the lack of four-track promotion when the stereo thing boomed, as a vice-president, Cooper pointed to the fact that there were no four-track machines on the market.

"Who would have thought four-track if we had published it?" Cooper asks.

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

"Tape," says Cooper, "is a competitor of the hi-fi's.

The kids, on the other hand, has wider acceptance. There's the problem of money. Most of the tape people just didn't have the kind of money that the four-track promotion program would have demanded.

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

ARGOS HAS NEW ENCLOSURE KIT

Sales Catalog

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

Our firm, Argos Products, Grove, Ill., is issuing a new catalog for its kit line. Designated Catalog C-58, it replaces Catalog B-1 issued in September, 1957.

The new catalog features three new items:

1. The "Catalina" stereo hifi enclosure (for limited space). Measures 24 inches wide by 11 inches high by 10 inches deep. The Catalina may be used horizontally on a bookshelf, or with the addition of four short legs, vertically on the floor (see illustration). The "forward fold" construction allows maximum internal volume. It accommodates an eight-inch speaker.

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

3. The new catalog also features 12 items which are revised in various respects and those which are new in the previous catalog.

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

WINTER MEET

Continued from page 18

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

WEBSTER HOUSE, TELEVISION RADIO DIV., METUCHEN, N.J.
**Audio Feedback**

**The "Atlantic Pact" Hi-Fi Firm**

Leonard Carduner, the slim, well-dressed veteran audio exec who heads British Industries Corporation looked out his office window just before the noon sun was in peak position. He was planning to take off work for his annual vacation. He had just finished a meeting with the company's sales manager, who had informed him of the latest developments in the audio equipment industry.

Carduner's company, British Industries Corporation, has been in the audio business for over 50 years and is known for its high-quality products. The company is headquartered in Cincinnati, Ohio, and has a network of dealers in all parts of the country.

In recent years, Carduner has noticed a trend in the audio industry towards more affordable products. "It's not just the manufacturers who are making an effort to keep costs down," he said. "Retailers are also finding ways to reduce the prices of their products without sacrificing quality." Carduner believes that the trend towards affordability will continue in the future.

Carduner also discussed the importance of customer feedback in the audio industry. "Without customer input, manufacturers would never know what their customers want," he said. "We listen to what our customers have to say and make changes accordingly." Carduner emphasized the importance of providing quality products that meet the needs of the listener.

Carduner concluded by saying that the audio industry is constantly evolving, and that manufacturers and retailers must be prepared to adapt to new trends. "The future of the audio industry is bright," he said. "We have a lot of exciting developments on the horizon, and we're excited to see where it all takes us."
### The Billboard Buying Guide for Packaged Records

**BEST SELLING LP'S**

For Survey Week Ending November 15

<table>
<thead>
<tr>
<th>Title/Artist</th>
<th>Last Week Chart</th>
<th>This Week Chart</th>
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<tbody>
<tr>
<td>1. The Kingston Trio</td>
<td>4</td>
<td>2</td>
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<tr>
<td>2. South Pacific</td>
<td>35</td>
<td>1</td>
</tr>
<tr>
<td>3. My Fair Lady</td>
<td>138</td>
<td>4</td>
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<td>4. Sing Along With Mitch</td>
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<td>6</td>
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<td>5. Only the Lonely</td>
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<td>6. Tchaikovsky: Piano Concerto No. 1</td>
<td>17</td>
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<td>7. Gigi</td>
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<td>10</td>
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<td>8. King Creole</td>
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<tr>
<td>9. Elvis Presley, RCA Victor LPM 1884</td>
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<tr>
<td>10. Johnny Mathis, Columbia 33</td>
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<td>11</td>
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<tr>
<td>11. Film Encores</td>
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<td>12. South Pacific</td>
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<td>13. Oklahoma!</td>
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<td>14. Victory at Sea, Vol. 2</td>
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<td>13</td>
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<td>15. Gigi</td>
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<td>16. Stardust</td>
<td>3118</td>
<td>18</td>
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<td>17. Till</td>
<td>3118</td>
<td>19</td>
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<tr>
<td>18. But Not for Me</td>
<td>1001</td>
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<td>19. More Sing Along With Mitch</td>
<td>3129</td>
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<td>20. Swing Softly</td>
<td>1243</td>
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<td>21. The Music Man</td>
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<tr>
<td>22. Hymns</td>
<td>990</td>
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<tr>
<td>23. The King and I</td>
<td>740</td>
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<tr>
<td>24. Strauss Waltzes</td>
<td>685</td>
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<tr>
<td>25. Billy Vaughn Plays the Million Sellers</td>
<td>3119</td>
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**Pop Albums**

**BREEZIN' ALONG**

The Four Lads—Columbia CL 1223

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

**GLENN MILLER AND HIS ORCHESTRA (2-12")**

20th Fox TCF 1002

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

**TILL MORNING**

Johnnie Ray With the Billy Taylor Trio—Columbia CL 1225

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

**FANCY MEETING YOU HERE**

Bing Crosby and Rosemary Clooney With Billy May Ork—RCA Victor LPM 1834

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

**I WANT TO LIVE!**

Sound Track—United Artists UAL 4005; UAS 5005

STEREO & MONOULAR

Themes from the sound track of Johnny Mandel's excellent score for "I Want to Live," are interpreted by a group of top West Coast Jazz Musician. The music is jazz-based, the set can also lure pop buyers. It's a melodic and descriptive score that provides a good programming set for jobs. Fine cover photo by Field B and will also help sales boys. Readable notes are by John Tynan. One of the strongest sound tracks to lift the market in a while.

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

Sound Track—United Artists UAL 4006; UAS 5006

STEREO & MONOaural

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

NEWPORT 1958

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

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

OFFEBACH: THE TALES OF HOFFMANN (3-12"

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

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

STEREO & MONOaural

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

FOLK ALBUMS

TRAIN WHISTLE BLUES

Jimmie Rodgers

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

(Continued on page 23)
The Sensational New Grand Award Album That Is...

SELLING LIKE A HOT SINGLE!!!

I WANT TO BE HAPPY Cha Cha's
WORLD'S MOST EXCITING NEW RECORDINGS IN AUTHENTIC CHA CHA RHYTHMS

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

OTHER HOT ALBUMS FOR FAST CHRISTMAS PROFIT!

Christmas Carolers
Christmas Chimes
CORRIDA
COZY COLE

AVAILABLE IN MAGNIFICENT MONOAURAL AND SPECTACULAR STEREO

GRAND AWARD
HARRISON, NEW JERSEY
**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF PACKAGE RATING CATEGORIES**

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

- SPOTLIGHT—Sure fire Merchandise—Top Demand
- VERY STRONG Sales Potential—Essential Inventory
- STRONG Sales Potential—Potential
- MIDDLE Sales Potential—Salvageable
- For dealers who stock all merchandise.

**POPULAR**

- THE FABULOUS ARRANGEMENTS OF TONY DORSET IN 10/1 (MCA 5046)
  - Tony Dorsey Quartet, Edited by Brian. (MCA 5046)
  - Tony Dorsey and His Orchestra, Edited by Brian. (MCA 5046)

- A MAN AND HIS DREAM
  - Aha Show Bks, RCA VICTOR LPM 1408
  - Aha Show Bks, RCA VICTOR LPM 1409

- THE BEATLES WITH STEREO
  - The Beatles, RCA VICTOR LPM 1224 & LPM 1341

- LOVE AMONG THE YOUNG
  - Guy Mitchell, Columbia CL 1214
  - Guy Mitchell, Columbia CL 1215

- BUDJO KNOX & JIMMY ROWE
  - Budge Knox and Jimmy Rowe, RCA VICTOR LPM 1408 & LPM 1341

- SMOOCHING TIME
  - The Ames Brothers with Slim Rambo, RCA VICTOR LPM 1224 & LPM 1341

- I WANT TO BE HER CRUZ CRUZ
  - Light & The Light Brigade, Grand Award A 112 & A 113

- THE RAIN TWINS
  - With Instrumental Accompaniment! Directed by Jack Philp. (Phil 461)

- MALLEE TRIOCHER AND KISTEN
  - Mallee Tricher, Vocals with Frank De Vito & Orch. (RCA 1018)

- LOVE IS THE SWEETEST THING
  - Woody Herman, Vocalists with Frank De Vito & Orch. (Verve 1028)

- CALHORN INTO THE JAZZ GROOVE
  - Calhoun into the Jazz Groove—One Tune of the Year!
  - The big band that do the under dogs, which includes "What's New" "Suede Daddy" "Sweet Sue" etc.

- THE RAGTIME KID
  - With Instrumental Accompaniment Directed by Jack Philp. (Phil 461)

- GREG
  - Budge Knox and Jimmy Rowe, RCA VICTOR LPM 1408 & LPM 1341

- WURLitzer
  - Budge Knox Gran Sat, MCA 5046

- WHOLE LOTTA SHAKIN' D'Carlas Phillips, Columbia CL 1234
  - A hot "shaker" LP by the "jitter" and shuffle Phillips named Carl. First LP as a solo artist, based on the Columbia label. This package will assist yacht clubs, resorts, and other similar spots.

- DANCING DOWN BROADWAY
  - Carl Stevens, London 75 104

- RING UP GREATER HOLLY-DAY SALES WITH RCA CAMDEN'S PROFIT PICKS FOR DECEMBER

- MERRY CHRISTMAS TO ALL
  - The famous Robert Shaw Chorale presents 25 yuletide favorites. A bargain Christmas package for family listening. CAT. 446

- 4-COLOR COVER CONVERSIONS
  - POLYETHYLENE-BAGGED & PRE-PRICED

- ORDER FROM YOUR DISTRIBUTOR TODAY!
Now!

KEYS A LA CARTE

TEN NEW, EXCITINGLY DIFFERENT PIANO ALBUMS... EACH A DEFINITIVE INTERPRETATION OF VARIED, LUSTROUS MOODS. THERE ARE PLUSH SETTINGS OF STRINGS AND PIANO, RAGTIME, VIBRANT LATIN-AMERICAN TEMPOS, MUSIC FOR THE BUSINESSMAN, PIANO DYNAMICS, LOW DOWN NEW ORLEANS AND MORE! IT'S ALL THERE, TEN RECORDINGS FASHIONED TO SUIT THE TASTE OF THE GOURMET AS WELL AS THE UNINITIATED. IT'S CHARming, IT'S DELIGHTFULLY REFRESHING, IT'S KEYS A LA CARTE!

THE FASTEST PIANO ALIVE
HENRI ROSE
W 1225
WS 1225

Buddy Cole Plays Cole Porter
Buddy Cole
W 1226 (mono.)
WS 1226 (stereo)

If You're Lonely
Barclay Allen
W 1227 (mono.)
WS 1227 (stereo)

Funky Piano—New Orleans Style
Alton Purnell
W 1228 (mono.)

Come Closer To Me
Geni Galian
W 1229 (mono.)
WS 1229 (stereo)

Funky Piano—New Orleans Style
Alton Purnell
W 1228 (mono.)

Come Closer To Me
Geni Galian
W 1229 (mono.)
WS 1229 (stereo)

The Ragtime Kid
Brooke Pemberton
W 1230 (mono.)
WS 1230 (stereo)

Businessman's Bounce
Eddie Le Mar
W 1231 (mono.)
WS 1231 (stereo)

ORDER FROM YOUR NEAREST DISTRIBUTOR
WARNER BROS. RECORDS
Burbank, California
The first name in sound
LOW-PRIORITY CHRISTMAS

CAROLS SINGING AT LINGWASH HALL
The Battle Choral Society, Richmond &
A round dozen of the members Christ-
mas choir, harmonically performed for the
Battle chorus, it's a lovely offering for the
tunes featuring simple, non-melodic and
cheerful renditions. Up against mighty tough
presentation, however.

COUNTRY & WESTERN

COUNTRY PICKIN' AND SINGIN'
The Staten Brothers & The Clinic Moun-
tain Boys. Mercury MZ 16309
For listeners of music that specializes
the blue hill sounds, it is. Mountain ban-
jos, songs, country items, instrumental
and harmony singing — it's all here
with full authenticity. To paraphrase the
slogan: You don't hardly get records like
this in store. Included are "October Rose",
"Border Patrol" and "The Four Winds".

FOOL

ST. TROPICAL
Singles. 45 RPM—ST VS 25.000
STEREO & MONO

A reasonably "authentic" sound of Rio de
Janiero at finest time, with even tropical
renditions like"Beach," "El Rin" and
"Mambo" included, with a firm base.

(Continued on page 30)
**Reviews and Ratings of New Popular Albums**

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**Stereo & Monaural**

**Yardbirds**

Stereo has this time directed the Concerts Metropolitan Opera on the opera's Gold Label, leaves a mark that they are no longer a serious periodical for musical matters. The interesting performance and the heavy role taken by the singer Spanish and are sung with great success by the future full voice by the Fernando Martinotis. Could be a big seller in coming months.

---

**A VACUUM WITH NIGHTMARES**

**Bella Vista LPM 1831**

**Jazz**

**Leonard Dobi**

**Cross of the Crossroads**

**Blues**

**Herbie Mann**

---

**Moments in the Life of a Copy Cat**

---

**Classical**

---

**Orchestral**

---

**Honky Tonk**

---

**JOSEPH MARAS AND MIRANDA REVISIT THE SOUTH AFRICAN VELD**

---

**Reviews and Ratings of New Classical Albums**

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**S交际**

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**ERNEST KUNKEL: SATI**

---

**SLEEP EDUCATION SYSTEMS**

---

**BENNY ROYAL HAMILL: NEW LP VOL. IV**

---

**SOUND-SATIONAL LOW-PRICED NEW BACKGROUND MUSIC**

---

**DAWN STONE**

---

**REPORT RECORD LABELS**

---
Hellooo Baby......

THIS IS THE BIG BOPPER
With Hits Back to Back!

Little Red Riding Hood

Big Bopper's Wedding

MERCURY 71375
### THE NATION’S TOP TUNES

**For survey week ending November 15, 1958**

<table>
<thead>
<tr>
<th>Week</th>
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<td>2. To Know Him Is to Love Him</td>
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<td>3. It’s Only Make Believe</td>
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<td>7</td>
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<td>4. Topsy II</td>
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<td>5. It’s All in the Game</td>
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#### Second Ten

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<td>12. Chantilly Lace</td>
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<td>13. Queen of the Hop</td>
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<td>14. Tea for Two Cha Cha</td>
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#### Third Ten

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<td>22. Call Me</td>
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<td>23. Pussy Cat</td>
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<td>24. There Goes My Heart</td>
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<td>25. Non Dimenticar</td>
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#### Honorable Mentions

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**WARNING:** The title "HONOR ROLL OF HITS" is a registered trademark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted to writing offices of the publishers of The Billboard at The Billboard, 1540 Broadway, New York 36, N. Y.

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

IN EVERY TERRITORY—
THE ALBUM OF THE YEAR

TCF-100-2—GLENN MILLER AND HIS ORCHESTRA. His Original Sound Tracks played by his greatest band (including Ray Anthony, Billy May, Hal McIntyre, Tex Beneke and others). Deluxe two-pocket package with great sound, Miller’s biggest production numbers.

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

FOX-3006—SHIRLEY TEMPLE’S HITS. Her Original Film Soundtracks including “Goodship Lollipop,” “Animal Crackers,” “Polly-Wolly-Doody.” 18 great performances by the biggest box office champion of motion pictures, with a fan club of more than five million, half of whom were adults. Also Available FEP-100—20th’s first E.P. featuring six top Temple performances.

THE FINEST CHRISTMAS
ALBUM EVER PRODUCED

FOX-3002—SING WE NOW OF CHRISTMAS. A magnificent pageant of sound and song. 31 carols sung by 55-voice chorus, with brass choir and orchestra conducted by master choirmaster Harry Simeone. Beautiful cover by famed artist Huldah. Your best package for Christmas business.
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### The Billboard's Best Buys

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

#### POP

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>SING, SING, SING</td>
<td>Bobby Lowe Ork</td>
</tr>
<tr>
<td>INTERMISSION RIFF</td>
<td></td>
</tr>
<tr>
<td>GOTT A TRAVEL ON</td>
<td>Billy Grammer</td>
</tr>
<tr>
<td>THAT OLD BLACK MAGIC</td>
<td>Louis Prima and Kooky Smith</td>
</tr>
<tr>
<td>LONELY TEARDROPS</td>
<td>Jackie Wilson</td>
</tr>
</tbody>
</table>

#### C&W

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOU'RE GOING BACK TO YOUR OLD WAYS AGAIN</td>
<td>Hank Thompson (Brazos, BMI)</td>
</tr>
</tbody>
</table>

#### R&B

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist/Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 CANDLES</td>
<td></td>
</tr>
<tr>
<td>THE WORLD OUTSIDE</td>
<td></td>
</tr>
<tr>
<td>DONNA</td>
<td></td>
</tr>
<tr>
<td>C'MON EVERYBODY</td>
<td></td>
</tr>
<tr>
<td>LEAVE ME ALONE</td>
<td></td>
</tr>
<tr>
<td>EVERYONE WAS THERE</td>
<td></td>
</tr>
<tr>
<td>CRAZY COUNTRY HOP</td>
<td></td>
</tr>
<tr>
<td>GO CHASE A MOONBEAM</td>
<td></td>
</tr>
<tr>
<td>THE WEDDING</td>
<td></td>
</tr>
<tr>
<td>SWEETHEART</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The chart includes tracks listed for their first week of action, along with new and exceptionally strong performers on the Billboard charts. The information is updated weekly to reflect sales registered for each disk up to press time.
**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>TOM DOOLEY</td>
<td>Beechwood</td>
</tr>
<tr>
<td>2.</td>
<td>THE DAY THE RAINS CAME</td>
<td>Garland</td>
</tr>
<tr>
<td>3.</td>
<td>TO KNOW HIM IS TO LOVE HIM</td>
<td>(Warman)</td>
</tr>
<tr>
<td>4.</td>
<td>NON DIMENTICAR</td>
<td>Holla</td>
</tr>
<tr>
<td>5.</td>
<td>IT'S ALL IN THE GAME</td>
<td>(Remick)</td>
</tr>
<tr>
<td>6.</td>
<td>THE END</td>
<td>(Criterion)</td>
</tr>
<tr>
<td>7.</td>
<td>NEAR YOU</td>
<td>(Supreme)</td>
</tr>
<tr>
<td>8.</td>
<td>LONESOME TOWN</td>
<td>(Eric)</td>
</tr>
<tr>
<td>9.</td>
<td>TEA FOR TWO</td>
<td>CHA (Harms)</td>
</tr>
<tr>
<td>10.</td>
<td>THE WORLD OUTSIDE</td>
<td>(Chappell)</td>
</tr>
<tr>
<td>11.</td>
<td>CALL ME</td>
<td>(Meridian)</td>
</tr>
<tr>
<td>12.</td>
<td>LOVE MAKES THE WORLD GO ROUND</td>
<td>Wimister</td>
</tr>
<tr>
<td>13.</td>
<td>CHANTILLY LACE</td>
<td>(Glad)</td>
</tr>
<tr>
<td>14.</td>
<td>I GOT A FEELING</td>
<td>(Eric)</td>
</tr>
<tr>
<td>15.</td>
<td>LOVE IS ALL WE NEED</td>
<td>(Sheldon)</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Mad Frankie Love-Duchess</td>
<td>(Brookes)</td>
</tr>
<tr>
<td>2.</td>
<td>Tutin From Amsterdam</td>
<td>(Shakespeare)</td>
</tr>
<tr>
<td>3.</td>
<td>Move It—B. F. Wald</td>
<td>(F. Wood)</td>
</tr>
<tr>
<td>4.</td>
<td>Trouble—Handkerchief</td>
<td>(Lamert)</td>
</tr>
<tr>
<td>5.</td>
<td>Carolina Stow—Lawrence Wright</td>
<td>(Crazy On the Street)</td>
</tr>
<tr>
<td>6.</td>
<td>The Lime—Anfield Road (Milner)</td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>Good Boy—Aussi Ross (Ross)</td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>You Need A Man—The Girl's</td>
<td>(Ella)</td>
</tr>
<tr>
<td>9.</td>
<td>Honeymoon—Montana</td>
<td>(Sondre)</td>
</tr>
<tr>
<td>10.</td>
<td>Mary's Boy Child—Bundora</td>
<td>(Schuman)</td>
</tr>
</tbody>
</table>

**Best Selling Pop Records in Britain**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>IT'S ALL IN THE GAME</td>
<td>Tommy Edwards (MGM)</td>
</tr>
<tr>
<td>2.</td>
<td>I'M NOT—Lord Rockingham's XI</td>
<td>(Decoy)</td>
</tr>
<tr>
<td>3.</td>
<td>A CERTAIN SMILE—Johnny Marks (Funtastik)</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>BAD DOG—Everly Brothers</td>
<td>(London)</td>
</tr>
<tr>
<td>5.</td>
<td>MORE THAN EVER</td>
<td>McKinzie Vaughan (HMV)</td>
</tr>
<tr>
<td>6.</td>
<td>COME PRIMA</td>
<td>(Decca)</td>
</tr>
<tr>
<td>7.</td>
<td>IT'S ONLY TRUE</td>
<td>Conway Twitty (SMG)</td>
</tr>
<tr>
<td>8.</td>
<td>MOVE IT—Cherie Richard</td>
<td>(London)</td>
</tr>
<tr>
<td>9.</td>
<td>STUPID CUPID—Carolina Moon—Carrie French (HMV)</td>
<td></td>
</tr>
<tr>
<td>10.</td>
<td>CHERRY OLE</td>
<td>(Ella)</td>
</tr>
<tr>
<td>11.</td>
<td>TEA FOR TWO</td>
<td>Tommy Dorsey Orchestra (Brunswick)</td>
</tr>
<tr>
<td>12.</td>
<td>SOMEWHAT</td>
<td>(Leeds)</td>
</tr>
<tr>
<td>13.</td>
<td>TOM DOOLEY—Lottie Dopson</td>
<td>(Pye-Nash)</td>
</tr>
<tr>
<td>14.</td>
<td>MY TRUE LOVE</td>
<td>Jack Scott (London)</td>
</tr>
<tr>
<td>15.</td>
<td>LOVE MAKES THE WORLD GO ROUND</td>
<td>Ferry Corinna (RC)</td>
</tr>
<tr>
<td>16.</td>
<td>COME ON LET'S GO</td>
<td>Tommy Steele (Decoy)</td>
</tr>
<tr>
<td>17.</td>
<td>WESTERN MOVIES</td>
<td>(HMV)</td>
</tr>
<tr>
<td>18.</td>
<td>SOMEWHAT</td>
<td>(Locomotion)</td>
</tr>
<tr>
<td>19.</td>
<td>BORN TOO LATE</td>
<td>(Bryants)</td>
</tr>
<tr>
<td>20.</td>
<td>FALLING—Conni French</td>
<td>(HMV)</td>
</tr>
</tbody>
</table>

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NOVEMBER 24, 1958

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MONTY KELLY
and his orchestra

CARLTON RECORD #495

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YOU' D LIKE TO KNOW
SUN 309

JOHNNY CASH

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JOHNNY CASH SINGS

THE SONGS THAT MADE HIM FAMOUS

SLP 1235

The Billboard
HOT C & W SIDES

FOR THE WEEK ENDING NOVEMBER 30

<table>
<thead>
<tr>
<th>THREE WEEKS AGO</th>
<th>TWO WEEKS AGO</th>
<th>ONE WEEK AGO</th>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NUMBER</th>
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<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>1</td>
<td>CITY LIGHTS</td>
<td>Roy Price, Columbia 41191</td>
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<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>SQUAWS ALONG THE YUKON</td>
<td>Hank Thompson, Capitol 497</td>
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<tr>
<td>6</td>
<td>4</td>
<td>4</td>
<td>PICK ME UP ON YOUR WAY DOWN</td>
<td>Charlie Walker, Columbia 42517</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>3</td>
<td>ALONE WITH YOU</td>
<td>Ferlin Wrong, Capitol 2862</td>
</tr>
<tr>
<td>8</td>
<td>13</td>
<td>15</td>
<td>GIVE MYSELF A PARTY</td>
<td>Don Gibson, RCA Victor 7250</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>5</td>
<td>YOU'RE THE NEAREST THING TO HEAVEN</td>
<td>Johnny Cash, Sun 265</td>
</tr>
<tr>
<td>15</td>
<td>15</td>
<td>9</td>
<td>WHAT DO I CARE!</td>
<td>Johnny Cash, Columbia 4051</td>
</tr>
<tr>
<td>9</td>
<td>8</td>
<td>11</td>
<td>COUNTRY MUSIC IS HERE TO STAY</td>
<td>SiCton Cram, Capitol 4612</td>
</tr>
<tr>
<td>4</td>
<td>7</td>
<td>7</td>
<td>ALL OVER AGAIN</td>
<td>Johnny Cash, Columbia 41251</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>6</td>
<td>BLUE BOY</td>
<td>Jim Reeves, RCA Victor 1290</td>
</tr>
<tr>
<td>13</td>
<td>9</td>
<td>8</td>
<td>HALF A MIND</td>
<td>Ernest Tubb, Decca 30665</td>
</tr>
<tr>
<td>21</td>
<td>13</td>
<td>12</td>
<td>BILLY BAYOU</td>
<td>Jim Reeves, RCA Victor 1966</td>
</tr>
<tr>
<td>18</td>
<td>17</td>
<td>18</td>
<td>LIFE TO GO</td>
<td>Ernest Tubb, Decca 26418</td>
</tr>
<tr>
<td>16</td>
<td>13</td>
<td>10</td>
<td>THAT'S THE WAY I FEEL</td>
<td>Ferlin Wrong, Capitol 8701</td>
</tr>
<tr>
<td>21</td>
<td>18</td>
<td>14</td>
<td>MY BABY'S GONE</td>
<td>Leon Smith, Brothers 4865</td>
</tr>
<tr>
<td>14</td>
<td>20</td>
<td>20</td>
<td>TOUCH AND GO HEART</td>
<td>Alvin Webb, Decca 36736</td>
</tr>
<tr>
<td>10</td>
<td>11</td>
<td>17</td>
<td>YOU'RE MAKING A FOOL OUT OF ME</td>
<td>Don Gibson, M-G-M 12797</td>
</tr>
<tr>
<td>17</td>
<td>22</td>
<td>19</td>
<td>TUPELO COUNTY JAIL</td>
<td>Hank Snow, Decca 30711</td>
</tr>
<tr>
<td>24</td>
<td>25</td>
<td>23</td>
<td>SEND ME THE PILLOW YOU DREAM ON</td>
<td>Hank Locklin, RCA Victor 7177</td>
</tr>
<tr>
<td>20</td>
<td>16</td>
<td>22</td>
<td>A WOMAN CAPTURED ME</td>
<td>Hank Snow, RCA Victor 7252</td>
</tr>
<tr>
<td>12</td>
<td>14</td>
<td>21</td>
<td>TREASURE OF LOVE</td>
<td>George Jones, Mercury 70173</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>16</td>
<td>BLUE BLUE DAY</td>
<td>Don Gibson, RCA Victor 7618</td>
</tr>
<tr>
<td>11</td>
<td>10</td>
<td>16</td>
<td>THE WAYS OF A WOMAN IN LOVE</td>
<td>Johnny Cash, Sun 362</td>
</tr>
<tr>
<td>12</td>
<td>14</td>
<td>21</td>
<td>CIGARETTES AND COFFEE BLUES</td>
<td>Webb Pierce, Decca 3071</td>
</tr>
<tr>
<td>19</td>
<td>23</td>
<td>28</td>
<td>FALLING BACK TO YOU</td>
<td>Webb Pierce, Decca 30711</td>
</tr>
<tr>
<td>30</td>
<td>29</td>
<td>30</td>
<td>INVITATION TO THE BLUES</td>
<td>Ray Price, Columbia 41091</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>25</td>
<td>I HATE MYSELF</td>
<td>Ferlin Wrong, Capitol 4618</td>
</tr>
</tbody>
</table>
One in a Series of Industry Personality Statements

TODD STORZ, President, Storz Stations
WDGY, Minneapolis, St. Paul; WHB, Kansas City;
WTIX, New Orleans; WQAM, Miami.

"A RADIO MAN WITHOUT BILLBOARD IS LIKE A MINISTER WITHOUT A BIBLE..."

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JET-PROPELLED

"DO YOU REMEMBER"
L. C. COOKE
checker 903

"GIMME A LITTLE LOVE"
BILLY EMERSON
checker 1711

"A HOUSE, A CAR & A WEDDING RING"
DALE HAWKINS
checker 906

"JO JO GUNNE"
b/w
"SWEET LITTLE ROCK 'N ROLLER"
CHUCK BERRY
checker 1709

"DARLING"
JOHNNY & JOE
checker 1706

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The Chipmunks with David Seville

#55168

Breaking Big in Cleveland and Cincinnati–
"BUDDY"
by
Jackie Dee

#55148

Eddie Cochran
"C'MON EVERYBODY"
#55166

The Olympics
"DANCE WITH THE TEACHER"
Demon #1512

Margie Rayburn
"AND HE TOLD ME A LIE"
#55159

Bill Lawrence
"HEY, BABY"
Freedom #44004

LIBERTY RECORDS Inc.
1556 No. La Brea, Hollywood, Calif.
EXPLANATION OF RATING CATEGORIES FOR SINGLES

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

- **Spotlight** - Strongest Sales Potential
  - All records reviewed this week
  - Very Strong Sales Potential
  - Good Sales Potential
  - Moderate Sales Potential
  - Limited Sales Potential

RUDY KNOX
- "Thee, Thee Day C'rent BOHEMIA - Warm rhythmically
  delivered by Ken on his own stirring line, with
  reverberating horns and good beat. .
  It should sell well. (Win & Farn, BMI)

KIDS of PLASTIC
- "Tender, Pleasantly View
  Wonderful Orchestrations on a pretty
  ballad with a melting chorus. It's a
  winner. (Big Two & Panath, BMI)

RUTH BROWN
- "Fe-fe Fealin' Ain't Atlantic, but Rockabilly
  is warmly sent by the black titles. It's a
  pretty tune, and it presents itself will sell
  well. Top prospects. (Progressive, BMI)

MOMMA BROWN
- "Mama, He Treats Your Daughter Right.
  Girl has a new version of her favorite
  hit. She used to cut it after 1959, but she
  can sell it now. (Progressive, BMI)

BILL DOGGETT
- "Barbed Wire Fence (Parts 1 & 2)
  JUDO 31115 - A fast, swinging pair of
  vocals with a lot of doggett's blues
  riffs. Has good backing and good
  orchestra. Side is fast and easy.
  (Winkar, ASCAP)

THE FOUR VOICES
- "The Box
  COLUMBIA 43290 - Tune has a
  recently released that's akin to that of
  "The Big." The box is a track with a
  lovely backing and should support by a
  girl group. Also has a good vocal
  act. (Winkar, ASCAP)

ROCKABILLY
- "That's The Time
  The song is a medium-tempo song of
devoted love, boys. There is an
attractive ring that can catch ears.
(Winkar, ASCAP)

DEAN BEARD
- "Keeper of the Key
  CHALLENGE 55093 - A slow and
  phlegmatically song which has
  great country feeling. A fine perfor-
mance of a very country record
  well. (Vide, BMI)

BAND BROS.
- "Bandleader Blues
  A smart, snappy country blues song
  is beautifully done by Boys with a
  good group backing. Could be a
  big one. (Golden West, BMI)

MEE MILLER and HIS BAND
- "Love Song From 'The Buccaneer'
  COLUMBIA 41932 - With the
  enthusiastic Rick "The Buccaneer."
  This number is sung smoothly and
  smoothly by the lush Miller Sing Along Choir.
  An unusual record that has a chance
  to catch on. (Winkar, ASCAP)

DOUG FRANKENSTEIN
- "I Used to Wonder
  COLONIAL 43996 - Good song
  good vocals by chorus and rhythm
  harmony male group. Nice layback.
  Some side possible. (Bowley, BMI)

DOUG FRANKENSTEIN
- "I Used to Wonder
  COLONIAL 43996 - Good song
  good vocals by chorus and rhythm
  harmony male group. Nice layback.
  Some side possible. (Bowley, BMI)

JOHNNY BIRDSONG
- "What'll I Do
  THE COLUMBIA BUILDERS
  May You Always
  - $2.50-
  A very strong record by the
  chicks against the string on the
  background. It's delivered with
  emotion by the girls. It could
  knock several others off the
  charts. (Hecht-Lo, ASCAP)

ANITA CATHE & the GOSPEL TROOPERS
- "A Gift from God
  The French touch receives a big
  promotion due to its display
  which is delivered on his live
  shows. It was recorded in the
  studio and the singer behind it's
  a lot of feeling. Good side. (Shapero-Bennett, ASCAP)

WINTON WELLS
- "The Blue Cha Cha
  The Blue Cha Cha's attractive idea
  with a lovely feeling is played
  with skill by the people of.
  The Hollies are really
  valuable. (Shapero-Bennett, ASCAP)

THE THREE GS
- "Wonder
  Columbia 41932 - Bright folk-fa-
musical number sung with
  special appeal by Bill, Sven
  and Van. (Shapero, BMI)

DAVE BURGERS
- "Love Daddy Daddy
  CHALLENGE 56021 - A rocking re-
  write of the old folk tune, "Buffalo Gal."
  A good country rock to the
  rockabilly tradition by Burgess
  could make a lot of money. (Golden West, BMI)

BILLY WILLIAMS & his BAND
- "Hang My Head and Cry
  The song was once recorded by Bill
  Williams and two others gives it a
  feel and deep cut emotional quality.
  Simple ballad is a good setting for the
  vocal. Two good sides. (Western, ASCAP)

RAY STEVENS
- "The Click
  Columbia 41355 - A rock and roll
  effort finds the click laughter and crying
  emotion which is so characteristic of
country music. Side could be a
  big one. (Gons, BMI)

School
- "A school record somewhat in the
  Chuck Berry tradition. Has a minor key
  phrase and a message that gets right
  to the heart of the teenage mind.
  (Leveroy, BMI)
Pop Talent

CLIFF RICHARD
- HIGH CLASS BABY (Kalith, BMI)
- MOVE IT! (Wood, ASCAP)

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

Capitol 4996

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

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

Sun 310

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

The gal proves a strong new talent in her wonderful readings of these two tunes. "Things" is a ballad of heartbreak, which she handles with listenable ease. Flip, "When You Fall," starts as a rockin' combination and then proceeds into a rockabilly with twangy, whistful backing. Intriguing side can easily catch on. Challenge 5001

Pop Disk Jockey Programming

CATERINA VALENTE
- SECRET LOVE (Remick, ASCAP)
- OH-A-HA (Manroe, ASCAP)

"Secret Love" is from the Valente's latest album in which she saddles several other fine artists via stimulating their vocal approaches. It's a swinging side that she sings with real gusto. "Oh-A-Ha" is a flip on an Italian tune, defied by Doofrudy-Mudogn. This is also good jockey fare.

Decca 30778

Christmas Records

AUGIE RIOS
- DONDE ESTA SANTA CLAUSS (Ragtime, ASCAP)
- OLD FATSO (Shapiro-Bernstein, ASCAP)

The youngster has two powerful sides for the Christmas market. Both are done with charm and appeal. Top side asks "Where Is Santa Claus?" The tune has a Latin rhythm and it's sung with Latinish dialect. Flip is a very funny side that states: "I don't care who you are old fato. Get your reindeer off the roof! It's a Bessie racket that roars out a strong trend. Metro 20019

C & W Records

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

The first disk also has two great sides in usual. "I'm Letting You Go" is a moving ballad about two lovers who share their blame for an affair that's creating talk. Flip is a dewful ballad about a gent who is driven to murder by a selfish gal. It's an interesting side, and the reading is tops.

Decca 30759

THE WILBURN BROTHERS
- WHICH ONE IS TO BLAME (Ridgeway, BMI)
- THE KNOXVILLE GIRL (Sure-Free, BMI)

The Wilburs handle these tunes with real finesse. "Which One?" is a moving ballad about two lovers who share the blame for an affair that's creating talk. Flip is a dewful ballad about a gent who is driven to murder by a selfish gal. It's an interesting side, and the reading is tops.

Decca 30759

NO SELECTION THIS WEEK

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

GENE MCDENNED

COLUMBIA 4129—Gene孟孟龟孟, performer's problem. Each of this version is one standar- d with another different voice grouping, a vocal group and large organ, swimming side one red bucket (Ember, ASCAP)

COLUMBIA 4130—Gene孟孟龟孟, performer's problem. Each of this version is one standar- d with another different voice grouping, a vocal group and large organ, swimming side one red bucket (Ember, ASCAP)

KAREN CHANDLER

EMERSON 4082—Karen Chandler's new, unusual ballad which has sold exceptionally. This one with an unusual arrangement, and it could clean up. Great work. (Work, ASCAP)

FRANK DE VOL CRC

COLUMBIA 4125—A nightly pleasing ballad with a real solid sound. Bill in- cludes a very interesting bridge. Both are relatively new material. "Goodnight, My Love" is issued by Bill Emerson, Programmatic and it could also win. (Emerson, ASCAP)

RICHARD CANON

THE Hound To Prove A Sighting WhenYouFirstGo (A & R) and "Goodnight Baby," a flip. It has the edge, however. (Rialto, BMI)

THE DARTS

EAST COAST 402—This side is a real sleeper, with its catchy theme, "If You Don't Go." Regular side "You Don't Go." to "I'm Backing Up."

Ember 30778

BONNIE DEE

EMERSON 4050—Bonnie Dee is being used by David Novey in his new project. "I'm Backing Up" uses his McGee voice in telling this Christmas story. It's a strong side. Cats is telling his wife in this to make the blues. (Frank, BMI)

DEEZ

EMERSON 4070—Deez is a wild side traditionally, but a strong side. Cats are told in the song to keep his line. Lots of vocal gimmicks. (Rialto, BMI)

TOM BURNS

EMERSON 4071—Tom Burns is being used by David Novey in his new project. "I'm Backing Up" uses his McGee voice in telling this Christmas story. It's a strong side. Cats is telling his wife in this to make the blues. (Frank, BMI)

XAVIER CURTIS OKE

DECCA VICTOR 7650—Easy swing dance number. The gal sings the tune quite nicely, and effective arrangements are used. It's a strong side. (Emerson, BMI)

MACHITO OKE

EMERSON 4070—Machito is being used by David Novey in his new project. "I'm Backing Up" uses his McGee voice in telling this Christmas story. It's a strong side. Cats are told in the song to keep his line. Lots of vocal gimmicks. (Rialto, BMI)
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DATED DECEMBER 15
AD DEADLINE: DEC. 10

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Hollywood 29, Calif.
1520 North Cahuenga St.
Hollywood 9-2851

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**Reviews of New Pop Records**

- **Continued from page 44**

- "Never Never Land"
  - Milly monitor is stuck off alone by close harmony group. (Tuesday, BMI)

- **RANDY HARD**
  - "My Hi As My Fortune"
  - NBC 93—Cceilial rockabilly is warmly handled by chorus and group. (Wednesday, BMI)

- **Billy Dale**
  - Hard gives a refined rockabilly reading on his own own up tempo. Fine production. (Wednesday, BMI)

- **Tina Brown**
  - "I've Got My Love in Me Warm"
  - COOL—Knot of lyrics in an interesting tune. Group is well balanced. (Tuesday, BMI)

- **Steve Karmen**
  - "Cocktail and Wine"

- **Mercury 7110—**/medium beat plate about a deterrent who is missing. Group material has and done tautly. Side idea is outstanding. (Tuesday, BMI)

- **Billie Jean**
  - A singer which stays in top—finger-snapping rhythm with bass, then moves out on include shouts and guitar. Karen has a good animated voice. Interesting side is worth airing. (Monday, BMI)

- **The Antennas**
  - "Johnny"

- **RCA Victor 7106—Frenetic chug by group on fast-moving rhythms.**

- **The NiteHawks**
  - "I'm Hurt"

- **The Letter of Love**
  - "R & M 1162—poo through it all on top—wonderful, adequately sung.**

- **Deacon, I Really Love You**
  - Rockabilly with jazzy rhythm and a good vocal by the lead singer and his group. (Monday, BMI)

- **Phil Gordon**
  - "The Old Hunt Called Love"

- **Linn 796—Billboard’s man selects rite. Rockabilly has a bit more cow and dates.

- **Tucker Davis**
  - "Nineteenth with a rocking rhythm. Gordon has it out with.**

- **Tonny Angel**
  - "Black Night"

- **NACO 6023—** Effective mood piece, depicting a motorcycle rite speeding through the night to his girl. (Kansas, BMI)

- **Racey Brown**
  - Pretty novelty with occasional blues and a good vocal by Angel. (Kansas, BMI)

- **Bob Rhynard**
  - "Indian Love Call"

- **Imperial 359—** Expressive organ solo in interpretation of lovely standard. (Firm, ASCAP)

- **Lost in a Day Dream**
  - Pretty ballad is accorded similar organ with instrumental treatment so fine. (Cali, BMI)

- **Roberta Sherwood**
  - "New Love"

- **Decca 1077—Mill Sternord offers a fully meaningful and dramatic reading of this standard. Likely stuff for forthcoming holiday programming.**

- **(Continued on page 46)**
**Reviews of New Pop Records**

**Continued from page 45**

**1** If I Can Help Somebody
An inspirational spiritual tune is offered in Miss Harford's typically serene manner, which is an added attraction. (MCA, ASCAP)

**2** The Youngsters
**Y**ou go the pride word goes the rhythm line in pleasant fashion. Pianist: Charlie Burchell. (Brunswick, BMI)

**3** Teenager Boon
Trust no one. The lyrics are so erotic, it's not even possible to tell if they are true. Nice job on such a game, as well as with the song. (Brunswick, BMI)

**4** The ACE ADAMS SINGERS
**O**h-Ya Ya Ya
STAN: A good, jazzy, three-part harmony back-up featuring a close knit vocal group appealing to the pop market. (MCA, ASCAP)

**5** I Could Care
A determined effort to unravel the chinks in the armor. Miss Fields can't sell all the reasons she couldn't. It's a good, clean, novel effort. (MCA, ASCAP)

**6** The Great Depression
Disturbingly good example. (MCA, ASCAP)

**7** That All Night
Goes out with a beat on a bouncy rhythm. This is the better side. (MCA, ASCAP)

**8** The Teenagers
**T**eenage Heartbreakers singing a song by Tony Bennett shows the greatest potential of this new group. (Brunswick, BMI)

**9** A Wandering Stranger
Plaintive rehashing of hit number released by a well known vocal quartet. (MCA, ASCAP)

**10** Life Is a Long List
**L**ife Is a Long List from the ATOC 413 - Franky shaking on an excellent rhythm break. (Vanguard, ASCAP)

**11** I Like a Girl
**L**ively version of oldie rhythm-noody. (Vanguard, ASCAP)

**12** Dick Roman
**R**omantic and pretty ballad, merely with a slight exaggeration of the sounds of the original, but a good rendering of the Roman vocal sound. Some lyrics are funny, but the song is excellent. (Brunswick, BMI)

**13** Party Girl
**G**ood arrangement of the tune, if the same name and Roman given it is a different world entirely. (MCA, ASCAP)

**14** I Won't Cry
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Danny Stone: "I would if I could"

Tootsie's Western Swing Band: "I'm a Hoot..."

Sue: "I May Never"

November 24, 1958

The Billboard's Music Popularity Charts... POP RECORDS

Savoy

Research from The Billboard

A New Sleper from SAVOY

"I May Never"

b/w "What"

LITTLE JIMMY SCOTT

Savoy 546

The Biggest One Now!

"I Don't Hurt No More"

NAFFY BROWN

Savoy 539

Climbing Faster and Faster

"Somebody Bigger Than You and I"

JIMMY JONES

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THE BILLBOARD'S Music Popularity Charts... POP RECORDS
NOVEMBER 24, 1958

**REVIEWS OF NEW POP RECORDS**

*What should speak the truth, facts and ideas.* (The Nicolas, ANCAP)

---

**THE TRAVELLERS**

*Note the Kansas product ANGEL. AN-191--CELEBRATE your birthday with a Kansas product when he arrives at your local ANGEL store. (Kansas, ANCAP)

*Be Home for Christmas* is a minor offering. The numbers offering is worth-

**LORNE M. TOWNSEND**

*Vernon's* country offering is worth-

**Ginger DAWN**

*Breakin' With Sock* LEE 2001--One of a handful of numbers i.

**CHANCE NAUTS**

*A Network Theme about the "network" of being in love. Flip offering much.

**Eddie LAM**

*Just Because Polka* JAY 790--A country offering gets a fine-counting performance from the JAY 790. Great potential in the mark-

**J. GEORGE DAVIS**

*A Manner Man* A better Italian tune well sung by Ben-

**Ralph BENEDIX**

*Cowgirl's Prayer* CAPITOL CI-412--A big, bold number turned by by (after-scheduled tune gets tricky but tricky w.

**Gene Bad**

*A Map maker* is sung with feeling by Story and champion. (Starr, BMI)

---

**CARL STURG**

*Stag Dance* CAPITOL 205--Begins with a country country strength-

**PRESTIGE**

*Blow, Sock* Many variations turn up in this fine, free-swing-

**Guy Lewis**

*Hey Now* From Gasoline's newest album, this rel-

---

**GENE AMMONS' ALL STARS**

*Stag Dance* PRESTIGE 592--Blow, Sock variations that can be 

**ADAMS**

*In The Mood* is a fine number turned by Ken with a.

**WILLIAM PENG**

*Big Fat Crazy Driver* CAPITOL 180--Chairman has this down country hill sound with a good sound by Peter. A clean offering that he.

**DEE JONES**

*Have You Ever Known a Robert* is a fine number turned by.

---

**FOLK TALENT AND TUNES**

Around the Horn

Don B. Young, director of music of the State Prison of Southern California, Jackson. (Continued on page 11)

---

More Folk Talent and Tunes on Page 11

**Spirituals**

---

**THE FAMILY OF SONG SINGERS**

*Got Me a * Tenny Show* SAVOY 4184--Terrific performance by the group and unique to the show. Will exist in the group long.

*He's Walking Over You* is a minor offering. In contrast to flip, this side is better暖气 with better (Joan and boys) (Vonberg, BMI)

**THE IMPERIAL GOSPEL SINGERS**

*I Can't Help Myself* IMPERIAL 4097--The spirit is on, in this fine, free-swing-

**Swing Low**

*The great spiritual got a spirited rendi-

**SWINGING HUMMING BIRDS**

*I Don't Know Why* PEPPERMINT 4802--A fine recording and a fine.

---

**Let's Go Out in the Program No. 1**

The group has a combination of many of the top gospel groups on this interesting project. Good side, far gospel fans.

**Country & Western**

---

**AME IS**

*The Tennessee Bridge* COLUMBIA 2175--Excellent choice by Tennes-

**BRENT MCDONALD**

*I Am Just What I Am* MCDONALD 519--A solid number that he.

**What I Know About Her* SIMBERG 9333--A fine number turned by the art.

**GLENN BREEFS**

*Tasan* COLUMBIA 2170--Reveals pace into this fine, free-swing-

**PHIL SULLIVAN**

*Locked Man in Town* GORDON 446--A perfect vocal in-

**แดน**

*Mississippi Woman* MARMALADE 796--A fine number turned by.

**WILLIAM PENG**

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**SANTA CLAUS HEADQUARTERS**

*Christmasueblo* is a fine number turned by Jones and.

---

**Levin!*

*With The Blues* Tonawanda product, a singer in a world rhythm power.

**SKEETER DAVIS**

*Now* RCA VICTOR 1104--A good song idea, chanted by Levitt. Now, does a solid job. (Levitt, BMI)

**BOBBY FAYT**

*Castle on the Rock* LEWIS 501--This tune is best in a.

**JOHN MASON**

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**RHYTHM & BLUES**

---

**MAGIC SAM**

*Easy Baby* COOKS 2022--Funky, synthesized tune here.

**HORNELL*=

*I'm Learning You* CHANCE 5405--A solid number that he.

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**BIG HITS are on DOT**

---

**FELICIA b/w BANDSTAND DANCING**

by Bobby and The Orchestra

**SEECO**

**SEECO**

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**LIDA**

*Always* is a minor offering. In contrast to flip, this side is better暖气 with better (Joan and boys) (Vonberg, BMI)

**PAUL SEPP**

*Hold Me In Your Arms* ANTHEM 4061--Here dancing with.

---

**OLA HAMER**

*Youra' Baby* BENNETT 5029--Another number that is.

**BIG CHARLES GREEN: You Excite Me, Baby* HUMMING BIRD 399--A fine number turned by.

---

**GREAT SONGS for the Christmas B.M.**

*LEONARD BERNSTEIN* Orchestra. (Marmalade, BMI)

---

**DON VISION**

*Is In Favor of a Day* MGM 1770--A singer, dance shop that.

**FONZIE**

*Take Me Home* is an interesting offering by Fonzie. A good side, far.

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Fair Assn. to Name Queen of Queens

Five Contestants Vie for Title; To Be Presented at SLA Banquet

CHICAGO—The International Association of Fairs and Expositions will jump on the Queen bandwagon at its annual convention here by naming its own ruler to be known as the "Queen of Queens." Five candidates from five different states already have been entered and several more are expected to be present. The Queen of Queens will be crowned at the Hotel Sherman on the occasion of December 2.

Entries thus far include Carol Parks, Crawfordville, Ind., who will represent the Hoosier State; Carol Kenner, Charleston, Neb., the Co汹hio Fair's candidate; Ruth Morris, Farmington, Mo., for Missouri; Hilda Swenson, Sandusky, Ohio, for Ohio; and Barbara Moert, Louisville, Ky., the Blue Grass State.

Confidence Key At Chi Conclave

- Continued from page 1

Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

SHERMAN HOTEL LOBBY

When you get to the Convention... be sure and stop by... visit The Billboard and SHOWMEN'S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!

OUTDOOR SHOWS

Head for Annual Chicago Meetings

Fair, Park, League Lead Activities; Trade Show Looms Big on Scene

Garbuck On Mixers

CENTRE HALL, Pa. — The Garbuck Manufacturing Company was host to another convention here to list off its new models.

E. L. Wiroud, owner-manager of Monarch Exposition Shers, was the emcee for the program, which included a large exhibit at the Chicago meetings.

OHIO STATE HONORS 8 PRESIDENTS

COLUMBUS, Ohio—Each of the eight days of the 1958 Ohio State Fair will feature one of the eight U. S. presidents from the Buckeye State. The program will begin at 11 A.M. each day, and will end at 1 P.M.

As part of the ceremonies surrounding each day, a commemorative Buckingham Fountain was presented to the Presidential Grove near the Youth Center on the north fairgrounds. Symbolic of the entire theme of the eight president's days, the fountain was erected in the center of the grove. The garden, 20 feet high, featured silhouettes of the eight presidents along its base.

Aluminum mowned colonn, each with a picture and data of one of the presidents, were distributed free to fairgoers at various exhibits on the ground. To obtain a full set, a visitor had to make a complete tour of the fair.

The Ohio State Fair sponsored these special days in cooperation with the Ohio Historical Society.
Danville, Va., Fair Hypos Golden Run

DANVILLE, Va. — The Danville Fair this year worked over its 50th anniversary theme from almost every conceivable angle and the promotion drew an all-out response from residents of the five-county, two-state area served. “More interest and good will than at any time in the past,” is the way C. C. Finch, fair manager, summarized the five-day golden anniversary event.

A penny admission and a reception Housing area couples celebrating golden wedding anniversaries were the two key promotions. A dollar gate admission could be purchased for 1 cent by any person presenting a 1908 or 1909 penny (the Danville Fair Association was organized in 1909, and the first fair was held in 1909). An announcement of this offer came some three months before the fair’s opening created even more interest than had been anticipated—bank tellers reported numbers of persons changing bills into pennies ever and over again in search of the right dates, and the result was 4,825 penny admissions to the fair.

The Danville Fair suffered no loss in gate receipts, however. If these admissions were eliminated from the $37,770 total paid admissions for the week, the remaining number would still be considerably ahead of the past two years.

“It was an interesting game for everybody concerned,” says Finch. “We felt that many people with a real interest in participating in the fair never had an opportunity to get a pass of any kind. The penny admission to the 50th fair made it possible for a lot of people to come who otherwise couldn’t have.”

Anniversary Party

Even more important as a build-up of good will was the reception held in honor of golden anniversary couples—an unusually black day.

Beginning early in July, press and radio announcements were used seeking the names of all couples in the five-county area celebrating 50th wedding anniversaries in 1958 or 1909. It was noted that a week’s expense-paid trip to Florida would be awarded to one of those couples.

Even Finch, who is accustomed to good responses from promotions, was surprised at the results. Entry blanks were sent to more than 100 names received, with an explanation that participation would have to be limited to couples where both husband and wife could be present at the reception. Even with this limitation, the fair association’s invitation was accepted by 77 couples, coming from all of the five counties served by the fair.

Arrangements were made with local business firms for a number of gifts for each couple—among them a couple a canoe and become one of the被" at the reception, and a studio portrait by a local photographer at the couple’s convenience. The presentation included handsome gold-printed reception invitations to be sent to as many friends and relatives as desired. It was emphasized that admission to the reception would be by invitation only, and none of the cards were presented by groups of visitors to the reception. The only gate passes issued were for each anniversary couple and driver, if any. Where requested, couples were provided with free transportation.

The reception was held in the large tent used for the fair’s exhibit of cut flowers, plants and flower arrangements. Local firms supplied the anniversary cake and other refreshments served during the 4-7 p.m. reception hours.

OLD-TIME CARB-USED

Wives of association personnel served as hostesses, and wore dimes in the style of 90 years ago, made especially for the occasion.

Following the reception, the anniversary couples were taken to the fairgrounds amphitheater for a special program of music by the local marching band before major gifts were awarded by drawing. These included a lifetime supply of sheets and pillow cases, an anniversary party for 10 guests at a local restaurant, plus a clock-radio, portable TV, hi-fi set, and the expressions.

Finch, who witnessed the 5,000-seat grandstand was garnished the program.

Surprising – and gratifying – to Finch was the widespread personal response from the anniversary party. In many instances, children and grandchildren of the couples came from far-away States to be present for the occasion; the fair office received hundreds of telephone calls from invited visitors asking whether they should bring personal gifts to the couples. (The 77 couples’ entry blanks showed that they had a total of 395 children, 757 grandchildren and 69 great-grandchildren.)

Finch says, “The anniversary

(Continued on page 36)
FOR PARKS AND CARNIVALS

ALLAN HERSHEYELL MAD MOUSE RIDE

GIVES FULL MEASURE OF
THRILLS
PROFITS

CAPACITY
PROFITS

SAFETY
PROFITS

* A show as well as a ride with action staged for audience.
* 735 feet of ride packed into 52'x102' space
* All-steel construction — loads on two semis

LET THE

ALLAN HERSHEYELL HELICOPTER

MAKE MONEY FOR YOU, TOO!

* Dipping and soaring controlled by joy stick
* Big capacity...eight cabs, each holding 3 children or 2 adults
* For portability, trailer mounting of center drive is available
* Easy set-up and dismantling...hydraulic lines need not be disconnected

READ!

"In my kiddieland the Helicopter carried lots of adults and continued its tremendous gross in its second season." Arthur Fritz, Melrose Park, Ill.

"Grossed $4,000.00 in 11 days with the 'Copter. Takes them all." L.S. Baxter, Custer, Wyo.

"We wound up a very successful season with the Helicopter leading the Kiddieland." Bernard Thomas, Lennox, S. Dakota.

"The Helicopter now is between the 16-Wheel and the 18. Against these two strong rides a did 55% of the gross." Frank A. Grimes, Jacksonville Beach, Fla.

"Our two Helicopters are much beyond expectations. For at many of our dates we enjoyed gross income equal to the majority of our major rides." F.C. Gooding, Columbus, O.

"The Helicopter topped all rides in my park during the season of 1958 and I highly recommend it." Philip Billen, Kiddy City, U.S.A., Yeovil, O.

"I never saw anything but smiling happy faces on it all summer." Milner & Jordan, 24 Highway Kiddieland, Independence, Mo.

"Fast ride ever built!" Herbert Yost, North, Pa.

Merry Go Round Miniature Trains Boat Ride Kiddie Auto Ride Portable Roller Coaster Jolly Carrousel Sky Fighter Helicopter Mad Mouse "1885" Locomotive Busy Beaver Tractor Railroad Ride Roller Tower Tank Ride Buggy Ride 18-Car Catt Record Player Merry-Go-Round Records Taxis Ride Timers Canvas

ALLAN HERSHEYELL COMPANY, INC.
"World's largest manufacturer of amusement rides"
104 OLIVER ST. PHONE LUBLOW 4300
NORTH TONAWANDA, NEW YORK
Commando Gun Trailer to Bow
At Chi Show

CHICAGO — Chicago Colt Company, manufacturer of the Commando Gun, will introduce its new trailer unit, which houses four guns, at the trade show of the National Association of Amusement Parks, Pools and Beaches which will open Sunday (30) in the Hotel Sherman here.

The trailer, which measures 34 feet from gun to gun, is designed for speedy set-up and tear-down. Chicago Coin Company officials say that the unit can be placed in operation within less than 15 minutes. Once on location, they point out, all that is necessary is to plug in electricity, set the ground, open the sides, and place into position the eye-catching sign which comes with the unit.

The trailer contains a workshop, with an area convertible into sleeping quarters. Standard equipment includes a p.a. system and an ex-hust fan. In transit, the guns ride in their own cradles.

Chicago Colt Machine Company sees the complete package as filling the needs of traveling showmen. It will continue to sell Commando Guns as units.

GAC-H Again Reps Jack Kochman Show

PATTERSON, N. J.—The Jack Kochman thrill show will soon again be represented by GAC-Handi, as well as by Kochman. General Manager Bob Cono reported last week.

Octopus Never too Early to Operate

NORTHERN NIGHTS (Ride)

New manufacturing 7 proven money-making rides (3 Majors and 2 Kiddies) for Parks, Centrals and Amusement Centers.

GAC-H Again Reps Jack Kochman Show

PATTERSON, N. J.—The Jack Kochman thrill show will soon again be represented by GAC-Handi, as well as by Kochman. General Manager Bob Cono reported last week.

OCTOPUS Never too early to operate a ride with greater appeal or earning power. A consistent record-breaker over a period of years, the Octopus has 8 and 12 passenger models. It is well maintained. Can handle up to 18,000 passengers in a single day.

ROD-O-PLANE An outstanding ride with many advanced features that bring out top performance. Its unique operating mechanism is more than just an improvement. It is actually the first real advancement in ride design. A smooth, efficient and economical ride that appeals to all ages.

ROOLO-PLANE Operating in either horizontal or vertical circle. Equally popular as a permanent or portable ride. It’s flashy appearance, earning capacity and safety are an asset to any park or midway.

FLY-O-PLANE Speed leading and higher earning capacity emphasized. All cars of the Fly-O-Plane may be loaded or unloaded simultaneously. Each plane individually controlled by passenger—planes hold 2, or 4 or 6 passengers.

LOOP-O-PLANE A distinctive ride sensation, duplicated by no other device. Developed over 20 years ago and still gaining in popularity. Two cars, 8 or 12 passengers. Safe, economical and thrilling.

MIDGE-O-RAGER Every youngster wants to drive an auto race. Authentically designed one which the kids can actually steer creates a sensation among the youngsters and makes them beg for "just one more ride please." Requires only 18 foot circle.

B U D G Y O T H E R D O S NOT use, need not use "gadgets" to attract or amuse the kids. The playful simulated action of happy whistling whistle provides enjoyment and thrills that the kids enjoy just as much as in a regular ride. Requires only 25 foot circle.

A L L E Y R I D E S: are portable, requiring one men's-room for Major Rides and a 14 ft. truck bed for Kiddie Rides. They are equally appealing as permanent rides.

Write for descriptive literature on all rides.
Chi Intl. Stock Show Plans Record Entries

CHICAGO — Livestock entries from 39 of the United States and two Canadian provinces will be exhibited at the 59th annual International Livestock Exposition and Horse Show here November 29 to December 6 in the International Amphitheater.

Leading States in number of entries are Illinois, with animals listed from 58 counties; Indiana, with 47 counties represented; Iowa, with 46; and Ohio with 31 counties.

The management reports an increase of 8 percent in both cattle and sheep entries over last year. Angora will be seen in the largest number among the six livestock breeds that will be in competition. The Angus entry of purebred animals and individual steers consists of 611 head.

Shorthorns and Polled Shorthorns entries in the same categories total 458, and Herefords and Polled Herefords 442. Red Polled cattle in their first appearance at the Chicago show since 1933 number 87.

Entry increases are reported in the showing of all 10 breeds of sheep that will be exhibited. Southdowns lead, with 257 head listed for competition, followed by 196 Hampshire sheep entries and 136 Suffolk. An entry of 1280 hampers is reported for the competition featuring eight swine breeds and crosses.

Farm boys and girls from 10 States have entered 604 shows in the exposition’s Junior Livestock Feeding Contest, an increase of 18 per cent over last year’s contest, according to show officials.

Horses and gosses that will appear in action classes at each of the 13 International Horse Shows will number nearly 700. Featured will be hunters and jumpers, three and five-gaited saddle horses, harness horses and ponies, and fast-pacing roadsters.

Arthur Godfrey will ride his famous Arabian, "Goldie," in a special performance at each of the horse shows, scheduled every evening November 29 thru December 6 and at matinees on Wednesday, December 3, Thursday, December 5, and the final Saturday.

By the closing date for entries of cattle of prime steer and truckloads of sheep and swine on November 22, which will be exhibited both in the Amphitheater and in open pens of the Chicago Stock Yards, the show’s total entry is expected to exceed 10,000 animals.

Natl Ticket Reorganizes Top Positions

SHAMOKIN, Pa. — Alphonse (Pinto) Conway, veteran president of National Ticket Company, has been named chairman of the board at a reorganization meeting here today.

Other changes are Bill Conway, from vice-president to president, and John J. (Jack) Conway, from New York branch manager to vice-president. Jack Conway will continue to operate out of the Palace Theater building in New York.

The Original Dark Ride Known Throughout the World

The New Dark Ride Cars
They Rotate-Whip Turns, Fast Turns, Slow Turns. These Cars Fit Your Present Pretzel Ride. A New Dark Ride With a Minimum Investment.

Pretzel Amusement Ride Co.
16 Beebe Run Road, Bridgeton, N.J.

Sensational New Merry Mixer

by Garbrick Manufacturing Co.
Centre Hall, Pa.

16 Seats — 48 Adults
Big — Big Capacity

See Us at the Chicago Convention,
Booth No. 124-D

Recent Purchasers

- Monarch Exposition Shows
- Rahns Modern Midway
- King Amusement Co.
- Ross Manning Shows
- Dollman & Etz—With Penn Premier Shows
- World of Mavour Shows
- Thompson Bros. Amusement Co.
- Bill Sklif—With Al Brown Shows

E. L. WINROD, Box 298, LARGO, FLA.
Phone: Juniper 4-5049

STOP AND SEE US AT BOOTH #198 AT THE CONVENTION IN CHICAGO
BIG ELI RIDES ARE BUILT FOR LONG SERVICE

Many satisfied owners state their experience. A No. 16 BIG ELI WHEEL was installed at Riverview Park, Chicago, Ill., by Thrills, Inc. This Wheel experienced a very profitable season of 1958.

J. J. Frederick, Motor State Shows (owns several BIG ELI WHEELS and a BIG ELI SCRAMBLER), Joe says:

"As long as I am in the business will boost BIG ELI Products. They are the best. Others may imitate, they do not compare with BIG ELI. Ask the man who owns one."

Investigate the Aristocrat BIG ELI WHEEL. There is a size to fit your location. Ask for Price List A-73.

ELI BRIDGE COMPANY
Ride Builders Since 1900
BIG ELI WHEELS  BIG ELI SCRAMBLERS
800 Case Avenue, Jacksonville, Illinois

SCALE MODEL ANTIQUE CARS

Over 220,000 riders on electric track with six Arrow Antique Cars at Buena Park—Memorial Day to Labor Day, 1958. Over 60% adults. Cars are beautiful, authentic, ruggedly built. Also in use with gasoline motors for freeway rides. Consult with Arrow for special theme rides for Dark Cars and Gags, 19th Century Train, Streamline Train, Tracked Auto, as well as standard rides.

ARROW DEVELOPMENT CO.
243 Moffett Blvd., Mountain View, Calif., Yorkshire 7-3334

WHY WAIT FOR CUSTOMERS!!
MORE PROFIT WITH TRUCK MOUNTED RIDES
Whip, Merry-Go-Round, Swing, Ferris Wheel

Send for Catalog
WELD BUILT BODY CO., INC. 8903 Preston Court
Brooklyn 8, New York

NEW RANCH HOMEYP No. 7, the new administration building at the Dutchess County Fair, Rhinebeck, N. Y. Located in the center of the grounds, it contains five offices for the staff, public toilets and a garage. The modern structure has an exhibitor's lounge and director's meeting room. Maintenance equipment is kept in the full basement. Cost complete was $30,000, including furnishings.

FOOL'S GOLD IS REAL GOLD to kids at the Great Danburg (Conn.) Fair. In the event's Gold Town Western section is a concession that earns the operators a neat bit of change since its inception several years ago. The unit, an authentically-styled gold panning operation for youngsters, gone for a quarter. Water and gravel, along with fool's gold, are transported into troughs by way of a motor-driven paddle wheel. The kids bottle the fool's gold and take it home as a souvenir.

SKEEBALL
BIG U. S. PAT. OFF.

for profits year after year in PARKS—RESORTS ARCADES
GET STARTED FOR 1959 BY ORDERING YOUR ALLEYS AT THE CONVENTION.
BOOTHS 107-108

SOLD ONLY BY
PHILADELPHIA TOBOGGAN CO.
130 E. Duval Street, Philadelphia 44, Pa.

High Quality KIDDIE RIDES
ROTO WHIRL—ROTO WHEEL—SWING RIDES—PONY CARTS—GALLOPING ROPE CAROUSEL—FIRE ENGINES
Illustrated Circulation Free
W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888
ARENAS & AUDITORIUMS

Arenas See New Demand
For Different Style Circus

By Tom Parkinson

CONVERSATION WITH A NUMBER of executives from arenas indicate that there is a growing field for a different kind of circus to play buildings.

There are now some dozen or 15 circuses playing indoor. Conventions of these shows very likely will say that the field is crowded now, that all the good stands are contracted.

But circus men and arena men are looking at this from different directions and in different ways. Each circus man looks first for auspices. If the favorite sponsors, Shrine and Police, are unavailable to a show, the circus in many cases is not overly enthused about a date.

The arena man may include sponsors in his approach. It is established policy for conventions do come to the building manager to learn what is available to them in show house and business and ask on these responses how their information and advice. So the arena man who says he's in the market for a circus may have an auspice in mind or in hand.

But the Arena Mans initial interest is in filling out his building's annual entertainment schedule. The basic items include an ice show, sports, perhaps leg shows, or concerts, in the same way that a circus shows a ring and a clown. He wants a man to round out the program, but only because he also has professional reason to think a circus would do business in his location.

So the ball is bounced back to the circus man. He sees business potential if he has a choice auspice, and the arena man considers the concrete events that a circus would be with in the same room of a promotional program that an ice show uses.

That is exactly what Ringling Bros. Circus has tried to do, but it apparently has not gotten all the busts out of the version of the promotion set-up, and it is too big for some buildings and unable to give others the annual engagement they would want for a circus.

PRESUMABLY, the system should include booking thru local promoters. Terms, of course, must be kept high for the circuit manager. He must have help from the circuit in the form of advertising matter, publicity material and promotional plans. He must be expected to produce an advance sale, including such phases as block tickets, but UPB has no strength in this system.

Convention by the circus shows new interest in the contract in the show as a whole; too many circuses now rely on something other than know-how.

This may be the proper time for indoor circuses to make good use of the outside excitement invested by test shows. A factor in the circuit almost always overlooked by the indoor man is the interest of Ringling Bros. Here, too, in this kind of show it will be needed, not as a sometimes thing, but on a regular and strong schedule. It could include elements ahead of the date or sale, or ahead, which is to tour the town streets or other obvious adaptations. Or it could be something new in either case it must be expected as one of the important parts of the promotion, not as an afterthought.

Ice shows have generally succeeded in giving engagements to the increasing number of buildings. Now it seems to be a good time to circuses to devise a system for doing likewise. In a manner equally adaptable and satisfactory to arena manager.

THE CIRCUS MAN with initiative and showmanship enough to do the job right, will find a route of modern buildings in good town ready to do business.

Vancouver Sees Mid-July Opening
For Auditorium

VANCOUVER, B. C. — The $5,000,000 civic auditorium will likely be opened officially on July 10 by the Vancouver International Festival. This was indicated when officials said the auditorium is almost three-quarters complete.

June 1 is the target date for completion. Equipment and accuracy tests would follow. Almost all the work of the construction has been finished.

Almost $2,500,000 has been spent of the total $4,575,000 set aside for the project. Spending will speed up when finishing work gets underway and equipment installed.

Arthur Steadman of Calgary has been named lighting technician. His appointment was announced by the auditorium manager John Panikker. Mr. Steadman comes to Vancouver from a similar post with the Calgary Auditorium.

New Auditorium
To Be Constructed
At Muskegon, Mich.

MUSKEGON, Mich. — A new million dollar auditorium for downtown Muskegon has been approved by the city commission, with construction to start in the spring. The structure will be erected as the result of a gift by C. L. Walker, local industrialist. The plans call for a building 202 by 331 feet with a permanent seating capacity of about 4,000,200 by the addition of temporary seats.

KIDDIE CAGE TYPE FERRIS WHEELS
PARK AND PORTABLE ALUMINUM MERRY-GO-ROUND HORSES

FREE PLAIN CATALOG
SEE US AT THE CONVENTION BOOTH #63
229 Nolan St.
San Antonio, Texas

SAN ANTONIO ROLLER WORKS

"1865" OUTSIDE

but G-16 Guts Inside

PIECE by piece, part by part, we have put our famous G-16 Miniature Train inside this gay and charming superstructure, on "1865" locomotive. The same big Wisconsin engine, the same rugged drive, and the same precision trucks... a powerful locomotive which can pull as heavy a load as a G-16. It's an appealing bit of Americana for those who want something different with time-tested performance.

ALLAN HERSHEY

COMPANY, INC.

"World's largest manufacturer of amusement rides"

104 OLIVER ST.
NORTH TONAWANDA, NEW YORK

PHONE: LUDLOW 4300

THE BILLBOARD
Golden Run at Danville, Va.

Continued from page 80

The anniversary theme was played to the hall its all types of pre-fair promotion.

A New waggon slanted more than 30 years old was bought and restored, with the anniversary fair dates painted on its canvas sides. During the late summer it stood outside the main fairground entrance, in view of passers-by on two main highways, and in September it was a part to parades of various types in several areas communities.

Another year, for the second time, the association published a 10-page tabloid newspaper instead of the usual fair catalog. Considerable interest and comment resulted from the articles about early Danville fairs, gleaned from old newspapers and the fair association scrapbook, which were reprinted verbatim in The Danville Fair News. The paper was distributed to all box-holders in the five-county area.

Another interest-getter was an announcement of the old-type balloon ascension act which was presented daily during the fair as a special Other Event, replacement of the balloon act at the first Danville Fair. Also provided was a free anniversary feature, in addition to the regular grandstand show by a high-flying aerial act.

The fair fashion show, which is an annual first-class presentation by area home economics students, furthered the 50th anniversary theme by featuring authentic costumes of 50 years ago along with today's styles.

A reconditioned horse-drawn fire engine once used by the Danville fire department attracted considerable attention to a fire-prevention exhibit and two women's organizations arranged an elaborate then-and-now kitchen display.

An intensive publicity program was planned for the 50th anniversary fair, and received top cooperation from all media. Beginning early in July, the association provided personal stories and feature stories to all newspapers, radio and TV stations, with frequency of releases increasing as the opening date neared.

In addition to the planned program of advance publicity, the Fair Association this year inaugurated a policy of providing morning and afternoon new releases daily throughout fair week, with fresh copy going out from the fair office each night.

Danville and area newspapers sent their own reporters and photographers for further individual coverage. Also, in advance of the fair opening a local radio station programmed an especially prepared half-hour "Salute to the Fair," describing events in its early history; and while the fair was in progress, area TV stations sent cameramen for special coverage.

The fair's six exhibit buildings had an unusual number of visitors, reflecting the increase in exhibit categories of interest to city as well as rural residents.

New exhibits in 1958, including a 半couk mentioned included the fair's first one-man art exhibit, by a local professional painter, an extensive log-building demonstration; an elaborate wildlife exhibit by area game wardens, featuring live animals of all types native to Virginia plus a fish-stocked pool and several demonstration-type exhibits of interest to演讲ers.

In the future, finds in giving much thought these days to the 50th Danville Fair—his head is already full of new plans for the 1959 faire.

These include an enlarged flower department, with exhibits to be augmented by demonstrations and lectures; a new art department, with permanent art exhibits; special areas throughout the fairgrounds for presentation of new entertainment features; and another major event—comparable to the anniversary fair and two women's organizations further the Danville Fair Association's service to the community.

CLIP WILSON has booked the old model for the 1959 MEMPHIS FAIR.

See the WHIRL-YIRD, WHIRL-O-RAMA, WILD MOUSE at the SHERMAN HOTEL, BOOTHES 192-139-140-145-146.

AMUSEMENT INDUSTRIES SUPPLY CORPORATION Subsidiary of B. A. SCHIFF & ASSOCIATES, INC.

901 SOUTH WEST 6TH AVENUE, MIAMI, FLORIDA. Phone Mňdrick 1-0258

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Tremendous capacity. Oblong model 18' x 38'. Round models 20' x 30' in diameter. Your choice of 12 different vehicles. Oblong models with 18 vehicles, capacity 100 children. Controls outside. Push button & slide drive. All models are portable.

CLIP WILSON has booked the old model for the 1959 MEMPHIS FAIR.

See the WHIRL-YIRD, WHIRL-O-RAMA, WILD MOUSE at the SHERMAN HOTEL, BOOTHES 192-139-140-145-146.

AMUSEMENT INDUSTRIES SUPPLY CORPORATION Subsidiary of B. A. SCHIFF & ASSOCIATES, INC.

901 SOUTH WEST 6TH AVENUE, MIAMI, FLORIDA. Phone Mňdrick 1-0258
SAMY BLAND, WCRC announcer, congratulates Edith Fisher, world's talking champion, who didn't quiet down for 110 hours, one minute and 30 seconds to establish a new record at the Rocky Mount (N. C.) Agricultural Fair.

TALKATHON
World's Gab Champ Aids Rocky Mount

ROCKY MOUNT, N. C.—The world's talking record went by the boards at the Rocky Mount Agricultural Fair, and thousands of visitors saw it happen.

Comfortably fixed in a glass-walled house trailer was Edith Fisher, who yapped continuously for 110 hours, one minute and 30 seconds. Norman Y. Chambliss, veteran operator of the fair, terms the event the most successful promotion he has pulled off, and farmers in the area know Chambliss as a gentleman unlike Carolina.

The Talkathon was sponsored jointly by the fair and local station WCRC. A giant house trailer was moved onto the lot Sunday prior to fair week. Bright and early on Monday morning Miss Fisher, a department store clerk and sometime world's talking champion, was escorted to the grounds in the WCRC mobile transmitter.

Every hour a direct pick-up from the fair was broadcast by announcer Sammy Bland. Local firms sponsored the broadcasts. In addition to the commercial air time, Miss Fisher's voice was heard continuously by throngs around the trailer, which bore a loudspeaker.

She started gabbing at 6:35 a.m. Monday; September 23, and continued to Friday night, September 26. When she started, the record stood at 97% hours.

Thruout the entire area the "talking lady's" effect was a primary topic of conversation. She was allowed hourly rests of two and one-half minutes but passed up many of these. Lights in the trailer burned all through the night and police officers, concessionaires and personnel of the O. C. Buck Shaws stepped in to keep the talking lady company. Folks who had not been to the fair in years came just to see and hear her.

Chambliss said it was by far the best attraction he ever had. As the Talkathon continued, national press services picked up the story and visitors from other States began mentioning hearing about it and reading about it in distant places.

Miss Fisher is now the undisputed world's talking champion. She received $25 for every day of her effort and a $100 bonus for breaking the record. Announcer Bland stayed with her during the entire promotion, being hypnotized by Joan Branden, who was the grandstand feature, and getting a post-hypnotic suggestion to keep him awake.

A total of 110 radio broadcasts of the Talkathon were carried during the four-day period from the fairgrounds by WCRC. Program director Ray Wilkinson said the promotion was one of mutual benefit, as the station was able to sell its broadcasts and build much-better-than-average listening during the period. The fair benefited from the coverage which reached into all news media and succeeded in attracting excellent patronage all week.

AMERICA'S FAMOUS
TALT-A-WHIRL
INFORMATION
AT BOOTH 5 & 6

JUMP FOR PROFITS
WITH
NEW PARATROOPER RIDE!
500 PASSENGERS PER HOUR

The Paratrooper is a new version of the successful Spitfire ride. Unique seating arrangements can easily be adapted to any Spitfire frame with available conversion kit. Entirely new, truck-mounted units with built-in handling equipment or standard units for ground installation are available. Ground units may be transported on 28-foot semi-trailer.

Seats are universally suspended beneath a screen canopy which resembles a parachute. Angle of the wheel swivels passengers as it rotates. Capacity is increased by loading the 18 three-passenger seats from the ground, two at a time.

The ROUND-UP
MORE MONEY AT LESS COST
It's Popular Because It's Good

Join the Crowd! See the exciting new Paratrooper at the NAAPB Show, Booth 194, Hotel Sherman, Chicago, November 30-December 3.

See us at the park show or write for complete details.
FRANK HROBETZ & CO.
2800 South 25th St. S.E., Salem, Oregon
EM 4-8847
A CORDIAL INVITATION
TO ALL OUTDOOR SHOW PEOPLE

Dear Friends:
The Officers and Directors of the National Association of Amusement Parks, Pools and Beaches extend the most cordial invitation to all Outdoor Show People to attend the Outdoor Amusement Exposition November 30, December 1, 2, 3, 1958, at the Hotel Sherman, Chicago, Illinois.

This Exposition will afford you an opportunity to view the largest and finest display of new devices, equipment and services in the Outdoor Amusement field. We assure you, it will be one of the most interesting Trade Shows you have ever visited.

For admission to the Exhibit Hall, you must register at the registration desk on the Mezzanine Floor of the Hotel Sherman.

Remember the Dates: Nov. 30—Dec. 1, 2, 3
And the Place: Hotel Sherman, Chicago

- Officers and Board of Directors
  WILLIAM B. SCHMIDT, President
  JOHN S. BOWMAN, Exec. Secy.

THEEL MANUFACTURING CO.
Of Leavenworth, Kansas

The Midwest's Largest Manufacturer of Amusement Rides Presents the Latest in 1959 Styling & Designing

MERRY-GO-ROUNDS

Ferris Jumping Carousels. Just like the Great ones.

- BUT WITH 1959 Ideas.

FERRIS WHEEL

KIDDIE AIRPLANE
Built in four different sizes, 8 plane, 4 plane, 4 plane with double or single seat. Have real Airplane action and styling.

KIDDIE BOAT RIDE
Has real boat action. Can be had with or without portable tank.

TERMS: Can be arranged. Write for more information and prices.

Lawrence & Spruce Phone MU 2-4351 Leavenworth, Kansas

Steelwork and Zoo Keep Strates Busy

ORLANDO, Fla. — Steelwork and development of the new attraction have kept personnel busy on the James E. Strates Show property, which opens winter quarters following the Duval County Exposition at Jacksonville, Speedway Park, which ended November 15.

The Zoo operation was hampered by weather last year after the ground was cleared. Rain fouled the lot. The Strates menagerie animals are the main attraction, with Bert Petus in charge and daughter Sandra handling the refreshments.

Petus had the elephants working the Shrine Circus here on Monday and Tuesday (17-18). These are six of them that were on a train of llamas, camels, zebras, monkeys, llamas, hippos, polar bears, hyenas and other animal inhabitants.

Some 25 men will be kept active around the property, handling the rebuilding shows front and wagon. Replacement of steelwork which had been a continuous process in recent seasons, with the desired all-steel accomplishment not far away now. In best weather the staff is increased to 50 or 60 men.

The Strates organization will be particularly active on the convention circuit this winter. For example, the firm will fill a week vacated by cancellations at the Midway State Fair in Charlotte. The Jacksonville dates were created to provide a week near the winter quarters site at the tail end of the season, but rainfall kept business from developing.

Rodeo Clicks At Waterloo Hippodrome

WATERLOO, Ia. — A rodeo here for a three-day stand drew the best business for any attraction in the past several years at the Waterloo Hippodrome, Paid attendance totaled 13,600 people.

Rodeo was produced by Jerry Pardue and name attraction was Colorado's Hayes and Cedar Rapids TV cowboy Marshal, who with much assistance to the show.

Taking part were about 100 riders, including 150 by the Youth. There also were some featured acts. All five events were included in the contest, which had $3,000 in prize money. Haven was scored low, with kids seats going at $1.50.

New attendance came Sunday (18) with 5,006 in the afternoon and 2,100 at night. There were few shows in three days ending Sunday. Promotion included TV heavy advertising, newspaper usage, Jaycee queens took part. A store had a tie-in with ads and a window.

Several other events were featured over about 10,000 ticket coupons, of which 1,500 were used.

Event kicked off observance of the Hippodrome's tenth year as a public exhibit firm's Manager Nicholas George reported.

Hess Store's Outdoor Show At Fairgrounds

NEW YORK — A collection of circus acts plus a single Clown parade drop by Robbins Air Circus was offered by Hess Bros.' department store at the Afternoon (Pa. Fair grandstand on Saturday (9). Programs lined up by Paul Feinberg, also included Torelli Circus, three clowns, juggler and acrobatic act. Some 10,000 persons watched.

Other pre-Christmas shows by Feinberg included six shows over two days at Sunset City, West Babylon, N.Y., which had a parade, cowgirls and cowboys, and Claude Davis' Ringling Bros. TV's Terytician Circus, plus variety acts at the Garden State Plaza, Paramus, N.J.

MOBILE — William E. DeRosa was elected president of the Greater Gulf State Fair and will take over the new duties on January 1. Also elected were Tofer Leon, vice-president in charge of publicity and promotions; Rod Slaw, secretary-treasurer. Another vice-president will be named to supervise exhibits.

16-ft. RIDE SCOOTER
Portable building 64 x 32 ft. Spillman makes—all in excellent condition, $11,500.

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Box D-73
Landrums Expand Reptile Attraction, Score on TV

FLAGLER BEACH, Fla.—Jim and Elizabeth Landrum, owners of Florida Reptile Gardens on Highway A1A, report a progressive summer season marked by expansion and improvement of their attraction. Some months ago they acquired the Hoskins Bird Zoo’s hand and animal specimens. Their left shop is being enlarged, and electrically warmed cages are being built for reptiles.

In addition to their tourist attraction the Landrums do a head business selling reptiles, monkeys and 'gators, both to the public and to showmen. Many of their snakes and animals are captured locally, while others are purchased from wholesale sources. Their operation continues the year around.

The Landrums appear on the “Rampage Roving” TV show on alternate weeks via Jacksonville Channel 10. They have also been guests on the Dave Derringer Show aired over WESH-TV, Daytona Beach.

The resulting publicity had been valuable in increasing their gross. Now in the slack season, they look forward to busy winter weeks when tourists begin their southward trek.

Coast Farm To Rent Race Car Rides

Los Angeles — A broad package deal of half-size midget race cars for independent operation, will be presented by the A. & J. Midget Car Corporation, Inc., at the Chicago convention, Earl E. Atkinsen and Norb J. Janssen, partners, said here.

The A. & J. operation of the motorized rides will include entry, ticket, horse-pulling trailer and canyon, all framed ready for operation. While Atkinsen and Janssen are the operators of the attraction, they will also seek operators as near natural settings.

Nearly 450,000 See Motormaor At Boston Stand

BOSTON The General Motors Motormaor finished a nine-day stand at the Commonwealth Armory here with nearly 450,000 persons viewing the free "greatest show on wheels," as C.G.Mtagged it. The 1959 Motormaor will not be shown again. Boston is the only city in the country in which the entire show has been or will be shown. The New York City Motormaor last month included less than half the exhibits assembled for Boston. Some of the exhibits will be sent to Canada for showings in Montreal and Toronto. Others will be sent to various auto shows throughout the country.

Highlights of the show included the musical stage presentation, "Miniatures in Motion," produced by Maurice Evans and choreographed by June Taylor. It included 20-piece orchestra and specialty acts as well as a bevy of showgirls.

The famous Brownie Tractor now has twice the capacity and a lot more appeal. Mother, father, brother, sister can proudly show the little ones how to drive. The Brownie Tractor has features not found in any other tractor ... Briggs & Stratton 4-cycle engine with gear reducer on the engine, self-adjusting steering pinion, and on automatic-type differential permitting very short turns in either direction. The Brownie Tractor is rider-participation at its best.

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Protected contractor, neatly covered with. "No skimp on parts, no skimp on job.

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in Booth 174

The resulting publicity had been valuable in increasing their gross. Now in the slack season, they look forward to busy winter weeks when tourists begin their southward trek.

Merry-Go-Round • Miniature Train • Boat Ride • Kiddie Auto Ride

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Helicopter • Madagascar • Brownie Tractor

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Canopy Tent • Player Player • Merry-Go-Round Records • Tales • Ride Tickets • Canvas

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"World's largest manufacturer of amusement rides"

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North Tonawanda, New York

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Complete 19 Hole, Portable, Miniature Golf Course

Complete with Caddy Houses, Clubs, Balls, Lights and Challeng

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1920 S. Main St., Bloomington, Illinois

Fiber-Glass Paddle Boat

(Or Motor Boat)

Real Fibre-Glass for the bold to

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Specifications available. Big Points. Low Cost.

Write for prices, discounts and complete detailed

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Write today!
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All steel construction, has adjustable leveling legs and ground anchor. Steel cars can be varied up and down, and while making rounds. Allows passengers to enjoy a 10 ft. per minute, steady motion. Can be easily adjusted to an owner's time. SPECIAL PRICE FOR THE CONVENTION. $450.00

SEE US IN BOOTH 23, 24, 41, 42, 43, 45, 47

GET OUR LIST OF 50 USED DEVICES.

KING AMUSEMENT CO., INC.  M. CLEPPERS, MICHIGAN

THE BILLBOARD  November 24, 1958

LEVY-LONGO SHOW

TO TOUR AS ATLAS

Unit Opening Soon; Camden, S. C., Quarters for Ex-Metropolitan Rides

NEW YORK—Shirley Levy and Angelo Longo will combine their equipment and efforts next season most probably as the Atlas Amusements, for a regular route of Southern fairs will be selected at winter meetings. Longo operates the Silk City Shows out of Paterson, N. J., and has other amusement units. The Levy equipment has been operated over the years as the Lawrence Creston, Metropolitan, and, most recently, the American Shows. Refreshed items have been disposed of, it is reported. 12 rides are stored at the fairgrounds in Camden, S. C.

Booking is underway to open immediately with a small ride and, which will keep the help busy and win some revenue to aid with remaining and general fair work. In the spring the full show will open and work its way up into New York State, touring around in the usual Eastern pattern while the show fills for fair.

To Visit Meetings

Staff people and general composition of the show are yet to be announced. Longo said that either, or both, of the principals will be at fair meetings.

ACTS, INSTALLATIONS

New England Club Sets First Banquet

BOSTON — The infant New England Club, which was launched by Richardson and Longo on September 22, will also take an active part in the evening. Among others on the slate are vice-president Frank M. Feeney, Bibles, and Russell Hertzberg; treasurer Milton Eisenger, and secretary Joseph Freedman. The women will haveINET: December 17 at the Brown Hotel here, Wednesday night, December 17. Group to meet at 6:30 p.m. or $5.00 on annual subscriptions.

In addition to food, there will be entertainment provided by the Al Martin agency, with the night's activities to start at 9:30 p.m. At Martin holds a total of 35,000 tickets are expected to be sold.

This affair will incorporate the installation at which John Venetici, of Providence, will become president, succeeding Jack Abraham. Larry Carr is in charge of the banquet committee, with Morris Stettz, Johnny Moon, George Panopoulos and Mack Clayton. The New England Club also put on a fashion show which was expected to be a hit.

HOSPITAL BUYS MINI GOLF FOR THERAPY USE

NEW YORK — A novel miniature golf layout is the new addition to the grounds of the Philadelphia Psychiatric Hospital, Ford and Massevelt Road, by Fairways Miniature Golf of New York. A complete nine-hole course, annual, it will serve as a focus of therapy for patients or part of its rec- reational facilities. It is believed to be unique idea for mini golf.

UNDER ROOF

MINEOLA, N. Y.,— Closest thing yet to a completely indoors fair was the Mineola Fair and Indus- trial Exposition, held last month in the luxurious environs of 20,000- 000 Roosevelt Raceway. Second site since the historic Mineola Fair- grounds was acquired by Nassau County for office space, this one bids to be a new permanent location with a string of built-in improvements over conventional fair plant.

To begin with the railway is obviously far from typical, being constructed chiefly for harness rac- ing, during which wagging handles as high as $2,000,000 nightly are not uncommon. One of the elements in the plant's design, how- ever, is the great expanses of ex- posed, heated floor space. Multi- level races are enclosed by a series of elevators. Ultra-modern roofs and ventilation provided. Grandstand seating handles 20,000 pa- trons.

Except for farm equipment, grandstand stage and midway, everything at the fair is under per- manent cover. The fair for its first time used no canvas, housing all exhibitions in this huge raceway build- ing and in the paddock area, where ample space normally occupied by race horses was made available for livestock, sheep and poultry shows.

With the harness racing meet out of the way, the valuable track surf- ace was used for Buck Steck's Frontier Days Western show, swap box derby, youngsters' millet min- ute racing, with 100 entries in each race, while other contests included baseball, basketball, football, tennis, track, and band concerts.

VISIT SPACE 49-A AT THE CONVENTION

See Scott Porta-Fold Money-Making Stadium Seats.

NATIONAL'S "PIGMY" TRAECKLESS TRAIN IS NOT A TOY!

NOW $5,500 puts you in business!

Nothing else to buy — no tricks needed — no installation cost — no extras — A Profitable Operation priced so low it can open its doors in as little as 30 days.

Write for descriptive circular and complete information.

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New exciting and smart conce- sion and trailer for ice cream, amusement rides, hot dogs, pretzels, souvenirs, and other items. One capacity 400. Custom built. Financing available.

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Inventor Show Scores Big at Oklahoma Fair

Oklahoma City — The Oklahoma State Fair, ever alert to new and novel methods of improving its fair, this year came up with an Inventor's Congress. The congress, which drew a total of 50 entries, was open to Oklahoma inventors who had an idea to display to potential purchasers, manufacturers, backers or marketers.

The event was not competitive, but was merely a means by which the State's creators of new products and services had a chance to show off their ideas with the hope of finding a backer or establishing other helpful contacts.

The idea was gleaned from a similar show held by the Redwood Falls, Minn., Chamber of Commerce. The congress was held in the Frontier city of Industry building as a part of the fair's new industrial development effort. Also in the building was an on-site lecture-demonstration series and a sports car show.

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JUNGLELAND

NOW UNDER CONSTRUCTION FOR THE NATION'S MOST PROGRESSIVE PARKS.

Builder of the SHOW BOAT 30 to 100 Passengers

Oklahoma City, Del. — All Delaware political subdivisions okayed bingo at the recent election. Eligible to conduct the game will be non-profit organizations such as charitable, religious, veterans, volunteer firemen and fraternal.

DeL. Okays Bingo

WILMINGTON, Del. — Major Delaware political subdivisions okayed bingo at the recent election. Eligible to conduct the game will be non-profit organizations such as charitable, religious, veteran, volunteer firemen and fraternal.

Grande Prairie Fair, Rodeo Mull Amalgamation

GRAND PRARIE, Alta. — Members of the County Agricultural Society voted at their annual meeting in favor of linking their annual fair with the Grande PrairieStampede "if they can be found amicable to both parties, the society and the Grande Prairie Rodeo Association.

Legal, financial and property phases involved will be worked out by the agricultural society executive committee.

Against warnings from the floor that such an act take place, fair grounds and Stampede will work out the terms of the agreement, the "very existence of the fair" would be jeopardized, said a rodeo representative's assurance that his association desired only to "get behind the fair as a community-wide effort and boost it further.

It has been the wish of our members to amalgamate with the agricultural society," said Fred Johnson, rodeo president. "We are in agreement with the fair board, financially and otherwise.

Our anti-amalgamation resolution contended that whereas all five fair and rodeo go together, the fair ought to be preserved and today they are highly successful as fairs again," he said.

He assured the meeting it was not the intention of the rodeo association to "merge into the county fair, but merely to augment its attractions.

The question of whether to hold a two-day or three-day fair was discussed and the decision was left to the next executive. Attendance this year was 1,753. Mrs. Holcomb, secretary-treasurer, reported. Of this, roughly 2,000 came on the first day and 2,500 on the second.

A proposal a suitable parade for the horse race was voted down.

A reunion took place recently at a performance of The Conquest of the Desert show in Warren, Pa., between Memphya Bay, his wife, Gloria, and a former with You Bub's Circus.

MONORAIL

This magnificent overhead vehicle moving electrically above the milling crowd on your midway will be a sight to behold. Aluminum and plastic construction. Powered by Farnsworth-Morse electric equipment. Supporting beam structure designed by your needs.

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Designed for canal or track operation. Area from 50 x 100 feet up can be profitably utilized. Unique attraction that features jungle beasts and parking train with a combined capacity of more than 1,200 riders per hour.
The Figures Tell the Story:

Our Wild Mouse Grosses in 1958—
Canadian National Exhibition $44,200;
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You may check these figures with
Hiram E. McCollum, general manager
of the Canadian National Exhibition,
Toronto, and Rex D. Billings, manager,
Belmont Park, Montreal.

At Playland Park, Rye, N. Y., the ride
created a sensation. Ed Kluckman, man-
ger, Playland Park, will be pleased to
tell you about it.

If anyone wants to build his own
Wild Mouse, we will sell complete
structures. If desired, we can furnish
the track and the cars, manu-
factured in Germany.

This ride has proven to be the biggest
sensation and has the greatest earning
power of any ride in the amusement
business. It is truly portable and with
an efficient crew can be moved with
any travelling show.
Every year more people are saying "Pepsi, please"

Light refreshment is what they want... in a cold bottle or in a cup. They know Pepsi-Cola refreshes without filling.

NEWS FOR CONCESSIONAIRES!

Now! Pepsi "Pre-Mix" saves labor costs... no bottles, breakage or storage. Serve the drink they want...i perfectly. Get the "Pre-Mix" story from your Pepsi bottler.

Now! Pepsi "Special Bottle Size" for concessionaires.
THE FINAL CURTAIN

BRACE—Joseph, 59, carpenter for the Clyde Bumpus Circus, at a hospital in Latrobe, Pa., November 1. Funeral was directed by the American Legion.

CRONIN—S. L. (Buster), 73, veteran circus manager and one-time owner of his own show, November 22 in Los Angeles. (Details in Circus Department).

CLARKE—Mrs. John, 67, co-director of Circus Bureau, in Bournemouth, France, October 12. She was grand daughter of Jean Buren, who founded the circus in 1871. With her husband she ran the circus from 1930 until 1953, when she retired because of ill health.

HEATH—Jack, 61, for over 30 years a large ring straight man, November 9 in Victorial, Calif. Survived by his widow, Madeline Victorial, and a brother, William, of Deming, Wash.

HENDERSON—John, 78, carnival rider for 46 years, his last connection being with Scheiber's Just for Fun Shows, November 13 at his home in Key Largo, Fla. Survived by his widow, Tom, and a daughter, Etta Mac Farnell, Services November 18 and burial in Mount Zion Cemetery, Key Largo, Fla.

KOONZ—George, 60, Central States Racing Association official for the past 18 years and a former circus trooper, November 14 in Akron. Survivors include his widow and a daughter.

LEVAN—Harry, 65, former vaudeville trooper who had been Cary C. Cary on WCAU-TV program, Philadelphia, died November 11 in University Hospital, that city. A native of New York City, he performed with his late wife LeRoy and Bolino, as LeVan and Bolino, in concerts and shows. He joined WCAU-TV in 1950 for the Caddy Carnival show, and also performed on other TV shows, both local and network. Only survivor is Herbert Bolino, a brother-in-law, of Bradford, Pa. Services were held November 15 at Joseph Levine and Sons, Philadelphia, with interment in Jeffersonville, N. Y.

PALMER—Harry S., 78, owner-manager of Lincoln Bros. Circus, from 1921 to 1925 and the J. C. Lincoln Mighty Minstrels, 1926-1938, November 3 in Marshall Browning Hospital, Du Quoin, Ill. He had been in the training business for the past 10 years. Survived by his widow, Gladys; a daughter, Mrs. Edna Henry, Stifil, La., and three sisters, Mrs. William Leake, Stilwater, Okla.; Mrs. F. F. Mc; Connell, Omaha, and Mrs. William E. Stewart, Canton O. Services November 5 and burial in Memorial Park, Du Quoin.

SMITH—Grace, 71, infant singer and performer, recently in Muskogee, Minn. She had traveled in all most every phase of show business and at one time was a member of the vaudeville team of D. and E. in New York. Surviving are her husband, G. Ray Smith; a daughter, Maxline, and a son, Byron.

STEBLAR—John J., 57, who began in outdoor show business in 1919 with Charles Gerard as co-owner of the Starlight Shows, November 4 at his home in Lake Worth, Fla. He had also operated the Stabler Greater Shows and had been with the W. J. Page Shove for six years before retiring 14 years ago. Survived by his widow, Susan; a son, Joseph, and two daughters, Mrs. Michael Galla and Mrs Josepherman. Services November 8 and burial in St. John Cemetery, Springdale, Conn.

THORNTON—Elsie O., 74, veteran Minstrel Train man who operated under the company name of Thornton Minstrel Rallies, November 27 in Methodist Hospital, Des Moines, Iowa, has just been learned. He began his career in 1913 at River View Park, Des Moines, and had a steam train at that spot continuously since then. In the past he had also operated trains at many of the major fairs and parks in the Middle West. In all he designed and built 11 steam trains, selling nine of them. Surviving are his widow, Elsie, two daughters, Alice Waldron and Dolores Parker (Continued on page 73).

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Six all white young adult animals in perfect condition; red leather harness, props, costumes, ring curb, 2-ton GMC van truck in perfect condition and rubber. Cost over $15,000; 18 months training. Will sell for $8,000 or without truck for $5,000.

Featured at St. Louis Police Circus last year and many other big time dates. Working contracts now pending. Available owner can make real money with this with no competition.

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Carolina Combined: Bausheer, S. C.  
Lawrence Midway: Manassas, Ariz., 23-29.  
Fry, Dec. 1-6.  
Yemassee: Raceland, La., 24-30.  
Merchant's Jubilee: Madisonville, Ky.  
Scott Turner, Riders: (College Park) Orlando, Fla., 24-27.  
Suger State: Jennings, La., 25-30.  

Circus Routes

Hagen Bros.: Coves, Tex., 24.  
Joy & Gould Circus: Oskawanda, Minn., 25; Rochester 29; Baraboo, Wis., Dec. 1.  
Buick Bros.: Circuit: Springfield, Ill., 27-30; South Bend, Ind., Dec. 5-7.  

Ice Shows

Holiday on Ice of 1959: Grand Rapids, Mich., 24-29; Toledo, O., 29-Dec. 7.  
Shipstads & Johnson's Ice Folliks at 1036: Hensley, Pa., 23-Dec-6.

Miscellaneous

Granadine Guards Band; Scotts Guards, Figures & Dancers; Champlain's, 24; Baconeville 25; Winston-Salem, N. C. 26; New Haven, Conn., 29; New York 30.  
Kes Griffin Show: Cassistota, N. D. 24; Montclair 25; Philadephia 26; Presque 26; Valenstein, Tex., 27; Matchstick City: Sanford, Fla., 28-29.

Legitimate Shows

Beyouka Russian Folk Ballet: (Broadway) New York 24-Dec. 6; (Klingenberg) Philadelphia 8-11.  
Crazy October with Tallulah Bankhead: (Huntington Hartford) Les Mis Behind the Thrills, 24-Dec. 3.  
The Dimechantess: (Walnut) Philadephia, Pa., 24-29.  
The Flower Drum Song: (Sheehan) Boston, Mass., 24-26.  
Morton Maren: (Corina) San Francisco, Calii., 24-27.  
Sunrise at Campobello, with Liet Erickson Calif., 24-Dec. 12.  
The Dimechantess: (Walnut) Philadephia, Pa., 24-29.  
The Warm Peninsula, with Julie Harkin (Hanna) Cleveland, O., 24-29.

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0-

GIVE TO DAMON RUNYON CANCER FUND

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FAIRS-EXPOSITIONS

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Communications to 1358 W. Randolph St., Chicago 1, III.

NOVEMBER 24, 1958

66

Chicago Fair Meeting to Feature Open Forums

Formal Speeches Held to Minimum; Monson to Head 3-Day Conclave

By CHARLIE BYRNEs

CHICAGO — For the second successive year at the monson Autumn <

expositions rather than formal speeches will be a feature of the annual convention of the International Association of Fairs and Exposition

in to be held here at the Hotel Sherman December 1-3.

Last year for the first time the organizers of the three subjects was put into effect and an estimated 500 fair executives attended.

Joseph T. Monson, IAFA presi-

dent and general manager of the Louisiana State Fair, Shreveport, was to be present here at the monson convention which will again be held at the Hotel Sher-

man.

On the first day morning the will be devoted to a number of important sessions, such as the Federation of State and Interstate Fairs, Middle West Fair Circuit and the International Motor Con-

text Fairs, Inc., respectively.

On Tuesday morning the (2) IAFA members will be held in the under way, starting with one of the most timely subjects—attrac-

tions. George E. Catlett, man-

ager of the Michigan State Fair will moderate with topics to in-

clude parades, outdoor theaters, queen contests, giveaways, teacher day, religious programs, etc.

J O S E P H M O N S O U R

Idaho Fair, Rodeo Assn. Re-Elects Cleveland

BOISE, Idaho — George W. Cleveland, Idaho Fair, was re-

elected president of the Idaho State Fair and Rodeo Association at its 85th annual meeting here recently.

Selected vice presidents were Tom Parks, Filer; Elmer H. Terry, Post Falls, and Walter Yarborough, Ponderay, as well as two former Savings Emmets, was reelected as secretary-

treasurer.

Attendance at the two-day con-

clave was good, with panel discus-

sions featured in the business as-

sistance. Miss Louise Sheldrick, State Department of Commerce, and Development, moderated the "Our Fairs and Rodeos in Pro-

moting Idaho." On the panel were Hugh Williams, Idaho Farmer; Frank J. and Mrs. Ruth C. Hartkopf, Tom

Parks and Bill Lees.

Ambrose Johnson and Secretary Johansen reported on the Inter-

national Association of Fairs and Expositions convention, and Tom

Paras and Elmer Terry on the Idaho Cowboy Association's an-

nual meeting.

The Western Idaho State Fair and Rodeo Assn. for another year will meet at Weiser and the Hill's Canyon Rodeo will host the group.

Chippewa Falls, Wis., Inks GAC-Hamid Show

CHIEF WOOL OF THE CHIPPEWA FALLS, WIS. — The Chippewa Falls Chamber of Commerce and the Chippewa County Promotion board are in the final stages of planning a four-day exposition to be held in May.

The exposition, which will be held at the Chippewa Falls High School, will feature a wide variety of exhibits and activities, including a rodeo, a pet show, and a craft fair.

The Chamber of Commerce and the Promotion board are working closely with local businesses and organizations to ensure a successful event.

In addition to the exhibits and activities, the exposition will feature a variety of entertainment, including live music and dance performances.

The Chippewa Falls exposition is expected to attract a large crowd, and the Chamber of Commerce and the Promotion board are confident that it will be a great success.

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Edmonton Ex Reaps 160G Profit in '58

EDMONTON—Ala.—Despite a loss of $1,365,119 reported for 1957 by the City of Edmonton, the annual report to shareholders showed a profit of $190,334 in the past year, L. F. Bernard, manager, said in his annual report to shareholders.

In addition to cutting down on loan, the association in the past year received an increased revenue from some of its operations and thus receiving an increased provincial government grant.

For 1957 the grant was $20,000 compared with $100,000 in 1958. The year was one of continued growth of the association, Bromham said. Property worth $100,000 at the beginning of the year was far exceeded by the present leasehold property. The state of the building had been the most successful ever, and the spring show and auction sale had been a tremendous success.

Mr. Bromham said the directors had approved in principle a development plan to extend the race track to accommodate and to expand the state fairgrounds facilities.

The matter of providing adequate space for exhibitors is one of great importance, it was pointed out. Measures must be taken to provide adequate space to reduce the deficit incurred by professional hockey in Edmonton.

It was reported that the directors had continued the policy established by the late president, L. F. Bernard, of giving assistance to various service and charitable organizations. The Junior Curb Market was increased from $5,000 to $7,500.

Spencer, la., Signs Midway Auto Races

SPENCER, Ia.—The Clay County Fair Association has invited car owners to enter their cars for the Midway auto races which will be held at the fair in Spencer on Tuesday, July 15. An entry fee of $1 is charged for the races.

Al Sweeney's National Speedways was awarded the speed event and will provide spectators with the midway rides and shows.

Races will include two stock events and one speedway-type race. The midday events will provide the midway rides and shows.

A revision of admission prices was discussed and additional seating capacity in the grandstand was considered.

FAIR MEETINGS

Canadian Association of Fairs and Expositions, Royal York Hotel, Toronto, November 25-29. Emory Boucher, the Coliseum, Exhibition Place, secretary.

Western Canada Association of Exhibitions, Sherman Hotel, Chicago, November 23-December 3. J. E. Keating, 3rd Floor, Brentwood Hotel, Saskatoon, Sask., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, December 3. J. E. Keating, 3rd Floor, Brentwood Hotel, Saskatoon, Sask., secretary.

THE BILLBOARD

FAIRS-EXPOSITIONS

NOVEMBER 24, 1958

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Parks Convention Set for Opening

Park, Kiddieland, Pool Sessions
SCHEDULED TO START DECEMBER

CHICAGO — Executives from hundreds of amusement parks, kid-
dieland, piers, resorts, and beaches and " professionally interested in the business for the 60th annual con-
vention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, November 29-30. NAAPB Secretary John S. Bowman said all was in order for the big conclave. Paired with the convention sessions and so-
ciated events, the Trade Show, where 62 exhibitors will showcase their newest wares in the way of amuse-
ment rides, concession equipment, and more entertainment supplies.

NAAPB Director Bob Newton is sched-
uled to meet Saturday (23) but the full program gets underway Sunday and 65 sessions with the trade show opening and a ladies tea scheduled. On Monday the formal business sessions con-
continue.

Full text of the convention pro-
gram appears elsewhere on this page. Building large in the sched-
ule are a variety of sessions on concession operations and income. They will be presented by past-presidents and by pres-
idents that operated especially successful or usual promotions last season.

All of the sessions will be devoted to the park business in general, special sessions are sched-
uled for the meetings. One such special program is directed at Kiddieland operators. Another will be aimed at the special problems of pool and beach operations. A new addition to the program will include program entries in which there will be a "Best of the Show" award for the NAAPB summer tour of Europe.

POPPROPERATES

On Holiday,
DRAWS 5,000

SANTA MONICA, Calif. — Pacific Ocean Park departed from its winter schedule of Wednesday thru Sunday and opened on Vet-

eran’s Day (11) to catch the last day trade. With an attendance of more than 5,000 that day, the park experienced its biggest single day since October 19, when it topped its first million visitors.

The park, sponsored by the Los Angeles Turf Club and Columbia Broadcasting, is continuing construction, with $1,400,000 reported earmarked for the pres-

ent stage.

Since opening July 22, the park’s persona has been changed, with Des A. O’Dor, one of the vice-

presidents and general manager, assuming responsibility of all operations. William H. Baynes, who was also a vice-president and gen-

eral manager with O’Dor during the planning, construction and opening of the park.

Gifford P. Eastwood, former at-
tendance operations manager of De Los Angeles Times, was named director of operations, with James Smith continuing as assistant manage in this department.

Another personal change made under the administration of J. L. Bowman, former president of CBS Television who was named park president, was the consolid-
ation of the publicity and special events departments, with Larry Moss named director, and Lloyd Slette and Jerry Cowery.

The park continues to be the major event of the season, as the next trend to be revealed will be for the Hurricane, and new color treatment for the park by Jack Ray.

For a far more novel development, the reducing season, for which Rosenthal will convert his latest line of all-seasons.

Using a 25-cent-registration ticket-

ting scheme, Rosenthal said he can break down women’s resistance to high-priced, club-style slenderizing chaps. Seven different machines will be placed, with a total of 40 units.

The quarter angle is anchored to the coin machine aspect of the machines. They will be geared for 1100 to 1500 a year and will be equipped with medical supervision.

In another structure, park Super-

mcenter Joe McKe is creating a scientific walk-thru which will show various mechanical and physical effects as it travels. Running at a good pace, it will resemble a scientific walk-thru, and as it travels it will be seen popular over the generations.

The circus will run from March 28 to May 15 on a seven-day basis. There will be three shows daily on Thursday, Saturdays and Sunday week. Part of the circus will be for kids at all times, and $1.50 and $2.00 reservations are available.

Executive Kelly and the Zambini double cannon act are among the acts signed.

Promotional gimmicks again will be numerous in upcoming weeks. A tie-in with National Comic, publishers of books for kids, will give free park admission to children accompanied by adults. Matchbook use will be doubled to provide for distribution of 40,000 to 50,000 match books good for free admission. Specially marked matchbooks will be good for free admission.

Rosenthal will saturate homes and small businesses with tickets over 50,000 to 60,000-

special-deal tickets. Each gets the patron, for 80 cents, free park admission. They are distributed in two rides, and the deal also applies to the 8000 Yachtsman’s Find.

Two railroad companies there will be 700,000 cards mailed out with the company.

(Continued on page 70)

Ponce de Leon Attraction To Continue

Del EON SPRINGS, Fla. — Bob Dunbar, operator of the Ponce de Leon Springs attraction, an-

nounced that business conditions are normal at his spot. While the Treasury Department has moved its office to Sarasota and the Clyde Beatty Circus organization has moved to another state, Dunbar said the business was good and that the op-

eration will be in full swing.

Meanwhile Dunbar is looking up financial participation with inter-

ested parties and has secured pro-

motional assistance from the De Land Chamber of Commerce.

Park Banquet Includes Acts, Vacation Prize

CHICAGO — Reservations for the NAAPB annual banquet and ball, a feature of the up-

coming convention, can be made in advance at the association offi-
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CHICAGO — Reservations for the NAAPB annual banquet and ball, a feature of the up-

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PHILADELPHIA — Reservations for the NAAPB annual banquet and ball, a feature of the up-

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ROLLER RUMBLINGS

Ch-Cha Canter Buy
At Philly Rink By... 

PHILADELPHIA - A weekly teenage gathering has been established at Carman Rink here by George Robinson, local photographer and well-known youth work-
er, in an attempt to keep neighborhood youths off of dangerous areas.
So impressive has the session be-

come that more than 500 teen-
age guests attended the regular Sat-
turday night Cha-Cha Canter, as the affair is known, and attendance
is still growing. Carman Rink is located in the Germantown
section of town.

Chief drawing attractions at the
dances are top-notch show busi-
nesses and local personality-
ties. Hardly a Saturday night goes by that a well-known rock and
roll star or vocal group does not appear in the guest list.

Robinson, who acts as emcee for
the affair, spins records and in-

troduces the guest stars, who sign autographs for the youthful part-
ticipants.

The canter was first initiated in
April of this year for about 150 teenagers. The idea proved to be
such a hit that in a short while at-
tendance had grown too big for the quarters, necessitating a move
of the affair to the bigger Carman
Rink in June after attendance hit
the 500 mark.

Today participants come from
every section of the city and out-
living districts as well, and weekly guests show that attendance is
still growing.

Croton's Melody
Plugs Kiddie Sessions ... 

GROTON, Conn. - Melody
Skating Rink is campaigning for
additional kiddie trade, with manage-

ment asserting that mornings you
don't have to hire a baby sitter.

Leave your children with us while
you shop. We supervise junior and
juvenile skating sessions every
weekend, Matinees, Sundays, 3-4:30 and Sundays, 5-7:30, free
juvenile classes, Saturdays at 12, and junior classes Sundays at 2.

Delaware Skate Queen
Gets Page 1 Publicity ... 

WILMINGTON, Del. - The
Journal-Evening recently
front-page with a three-column
headline and two-column photo
the story of Audrey Marie Payment,
20-year-old New Castle girl who
was Delaware's entry in the annual
roller skating queen competition in
Miami Beach, Fla., November 17-20.

Following her trip were the
Roll-A-Roll Skate, the Diamond
Skate Club, Felton; the Mel-

ryland Dance & Figure Club, Glas-

gow, and Printz Skate Club, of
Wilmingtom's Printz Reller Way.

Thieves Strike at
Vineland Rink ... 

VINELAND, N.J. - Thieves
broke into Vineland Rink Rink
early in the morning and stole $245
in cash from the office and cash
bar last week. Another $250 left
in a filing cabinet was overlooked.

Owner Gus Marlowe discovered
the break. Harry Haffey, skating in-

structor, who closed the place at
11:30 p.m. Office doors and stock
rooms were locked, but the thieves
pried open the doors.

Chez Vous Observe
25th Anniversary ... 

UPPER DARBY, Pa. - Chez
Vous, one of the foremost roller
rinks in the Philadelphia area, cel-

brated its 25th birthday with a big
party Friday (21). Hundreds of
young married couples who had
met for the first time at Chez Vous
were guests of the management,

making for an unusual reunion
night. In addition to novelties
and favors for all, gifts were presented
to married couples attending.

The rink has introduced a family
night for Wednesday evenings, 7
to 9:30. A 50-cent admission
admits the entire family.

Joe Carrolo Feted
By Friends in Biz 

PROVIDENCE, R.I. - Many
of New England's leading pack
figures are on the committee which
worked up a whopping big surprise
dinner for Sunday (23) in honor of
Joe Carrolo, veteran Merry-Go-
Round operator.

It was not a surprise in the true
sense of the word. They just de-

cided to honor Carrolo and told
him to be at the Rhodes State
Room, or else. Carrolo, 80, has
been operating around New Eng-
lend for decades, and at the high-

point in his career had six Jennies
in Rhode Island and neighboring
States. Now he has them at Oak-
land Beach, at Goddard Park and
Lake Nipmuc, Medden, Mass.

Meyer Stanzler got the ball roll-
ing. On the executive committee
were Mrs. Inigenea Melin, Joseph
Mauratore and Edward Phillips.

On the 45-year anniversary commit-
tee are Arthur Simmons, Crescent
Park; Vincent Fuda, Rocky Point
Park; John and Charles Collins,
Lincoln Park; Fred Mackey, Dodge
Corporation; William Koster, executive director of the
Yachting Club of New England; and
Charlie Robison, city engineer.

FOR SALE 
1 Hot Rod Track 
& German Cars 

1958 Track is portable, built for Fallas; a

1960s model. Ask for Mike to

inspect. 

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an Allan Herschell Kiddieland

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fascinating business. It is fun
to entertain children and fun to
make money. Now is the time to get ready for
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7:30 p.m.—Annual Banquet, Americas Recreation Equipment Association, Gold Room, Hotel Sherman, Lynden Wilson, president. 

Roger Franz, "Thirty Minutes to a Better Memory." 

Tuesday, December 2 

9:30 a.m.—Registration Desk opens, mezzanine. 

9:30 a.m.—Directors' Meeting, election of officers, Room 102. 

9:30 a.m.—Conrad N. Hilton Operators' Session, Conrad N. Hilton, president. 

Call to Order, Arthur Fritz, Co-Chairman, Jimmy Thompson, Greetings; NAAPPB President William B. Schmidt, ARTA, Moderator, Lynden Wilson, and Jim McHugh, Faculty. 


"What We Learned From NAAPPB European Tour," Tom Safford, and Herb Yoost, Clark Photo, and Jack Cullen, Past President. 

Panel Discussion by Fritz, Thompson, Conklin, McHugh, and Endicott. 

10:00 a.m.—Beach and Pool Session. Coffee. 

Ted Miller, chairman for the day. 

"Group Hospitalization and Life Programs for Your Employees," Charlie Marks. 

"How to Sell the Same Idea," Group discussions. 

"What We Learned on the European Tour," illustrated, Venom Platt and James Beaten. 

Our Best Banquet ever in 1955, idea trading post. 

1:00 p.m.—Exhibit Hall sessions. 

1:30 p.m.—Registration Desk closes. 

2:00 p.m.—Exhibit Hall closes. 

2:30 p.m.—Annual Banquet and Ball, NAAPPB, Grand Ballroom. 

3:00 p.m.—Registration Desk opens. 

3:30 p.m.—"Modern Design in Amusement Parks Today," John C. Ray, Belmont Park, San Diego, Calif. 

3:55 p.m.—"Grand Ole Time" Project, described by Peter Wolf, Peter Wolf Associates, Inc., Dallas. 

4:05 p.m.—Illustrated discussion of show fronts, box offices, landscaping, etc. by Harry Bart Jr. 

4:30 p.m.—Cocktail Conference. 

6:00 p.m.—Beach and Pool Session's cocktail hour. 

7:00 p.m.—Exhibit Hall closes.
Cristiani Contracts
Washington, Atlanta
Shrine Engagements

Wins Ex-Hamid-Morton Dates;
Sets Miami for Winter Show

SARASOTA, Fla. — Cristiani Bros.' Circus has contracted to play Atlanta and San Antonio's Washington Temple and Washington, D.C. for the third straight year, and stands will be under canvas this spring.

The Washington date will be:

CHS Elects
Directors

CAMDEN, N.J. — Run-off elections have been held, and Historical Society officers have determined the line-up of directors for various districts. Harry J. Darwitz, elected comptroller, announced these winners:

District 4: Richard Converse; 2: Roy F. Arnold; 3: Paul Ruddick;
4: Fred Bailey Thompson; 5: Murray Becher; 6: Betty Leventhal;
7: Glenn R. Draper; 8: Bob Taber; 9: E. W. Cripps; and 10: Edward Graver.

Brazilian
Touring Africa

CAGUS, Puerto Rico — Circo Brasiluss, in charge of a tour of Puerto Rico, left recently for JFK, where it will be the only circus the French possessions in Africa. It has a new tent from U. S. Tnt, Sarasota, for the tour. Acts include lions, chimps, bears and elephants.

The show is owned by Antonio Lara, who also owns Circo Romano, Circo Real Sportival, Circo Galactico and Palacio de Allah, all in Miami.

Polack Sets Baltimore Mark;
New Sponsor at Philadelphia

PHILADELPHIA—After break of 14 months due to World War II, Polack Bros.' Circus came to Philadelphia this week for a three-day run (14-16) that launches the final month of its 1958 tour.

Both dates formerly were played by Polack's Eastern units. In Baltimore, it was in charge of the advance promotion, and in Philadelphia, mixed and handled by Louis Stern.

Polack jumped from Jacksonville, Fla., also a former Polack territory, to take advantage of the new advance push pushed ahead of last year's deserts and showers that cut miniature audience both days. It was the final outdoor date of the season.

Prior to Jacksonville, a five-day run in May, the circus was held in town on a weekend of sellouts and turnaways that produced a gross considerably in excess of last year's. Mickey Blue and Bill Kay wound up their 1958 season at San Antonio and Jacksonville respectively.

After having long moves since leaving the Pacific Coast late in September, From Camp Pendleton, Calif., jump was made to Odessa, Tex., then to Oklahomac, to Harlingen and Edinburg in the Rio Grande Valley, to Denver, and back to San An-

hagen Closing
Strong Tour;
New Quarters

FORT WORTH — Fort Worth Shrine Circus, under charge of Tom Attwell, manager, and John Frank Chieccari, Lynn Wood, Steve Vaughn and Leonard Karach, had a first rate, fine turn out in the FCY quarters plot in Evergreen Cemetery.

The show, a ten-day run, ended November 29, was to go into the Fairgrounds in Dallas, Tex. This year its market tie is rather than the usual succe.

Hagen on Holiday

LUBBOCK, TEXAS — Under the sponsorship of the Optimist Club, Hagen Bros.' Circus will make an appearance here on November 27, Thanksgiving Day.

When you get to the Convention... be sure and stop by... visit The Billboard and SHOWMEN'S LEAGUE OF AMERICA SHHERMAN HOTEL LOBBY

CIRCUSES

November 24, 1958

Communications to 155 W. Randolph St., Chicago 7, Ill.

HALL OF FAME HONORS
LEITZEL, 14 OTHERS

SARASOTA—The late Lillian Leitzel, star aerialist of the Ringling circus, was named to receive the Circus Hall of Fame's first permanent citation for Merit.

The citation reads a list of 15 made by the Hall of Fame after receiving nominations from circus people and circus fans in businenss for years ago.

Salute to Leitzel and the Hall of Fame is scheduled to be televised on the Dave Garroway's "Today" program Tuesday, November 25.

Winners of Achievement Awards in several classifications were announced by Victor Saltzberg, president, and Lloyd Mader, director of the Circus Hall of Fame. The classes and winners are:

Best walking trapeze, the Great Wallenda.
Best wild animal act, Clyde Beatty.
Best circus handstand, Merle Evans.
Most versatile circus family, the Cristiani Family.
Best wire walker, male, John Foster.
Best wire walker, female, Josephine Beronblad.
Best performing clown, Otto Griebich.
Best producing clown, Paul Jung.
Best flying rearing act, the Flying Malkin.
Best horse act, Charles Mokrowskii.
Best circus book, John and Alice Durand.

Saratoga Springs, N. Y. — The first international award in the history of the circus were the late A. Morton Smith, of Gainesville Community Circus, and the late George Cliffehill, F.A. historian. The Hall of Fame also is citing Col. B. J. Pelham for his centuries of circus in the display material to the exhibit here.

The Award of Merit is set aside as a permanent honor to the greatest names in circulation. It is intended that one name will be added each year. Runners-up in this year's first selection, in order, were Charles Singleton, Antosette Concerto, Fred Bradina and Alfreda Godmana.

The Awards of Achievement for the various other persons are made adjacent to their usual honors for the next season. The late A. Morton Smith, of Gainesville Community Circus, and the late George Cliffehill, F.A. historian. The Hall of Fame also is citing Col. B. J. Pelham for his centuries of circus in the display material to the exhibit here.

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EDWARDS' ODYSSEY

European Circuses Displaying Strong, Varied Performances

By JUSTUS EDWARDS

Altho I travel 11 months each year for Porduck Brothers, I have always wanted to do a different kind of traveling, so I took a leave of absence last summer and went to Europe. I saw as many circuses as I could find in 12 countries in 11 weeks. Not that I neglected ports of call or planned tours, but to avoid being an aimless tourist... I have written about Lisbon in my last paragraph and departured from London in August.

I concluded the circus in Europe had problems, too. Said Carl Sembach, of Germany's Circus Kron, "This business gets each year more difficult." Owners complained about rising costs and blamed TV if business was bad. Old-timers lounged for hours at London in May, depending on tradition to break with tradition. Lively named the same way as they do in the States: "Circuses? Not many left anymore."

Yet numerically, the European circus still remained strong. There must be 200 shows, maybe more. My guess is this is 38 I visited were less than 500. Only a few circuses are more than 100, and there probably are a good many behind the iron curtain. At the Russian circus I saw in Vienna, artists told me the Soviet Union had 350. Only seven of the circuses I saw were in buildings; all the others were under canvas. All but one had one ring, true to European form. In one country I visited, every circus was from 1,500 to 6,000.

Big Liberty Acts

I was overawed by the number of horses and variety of breeds with many shows. Kron was carrying 80 head, not including 20 donkeys, burros, zebras and elephants, and had 32 more on lease to other shows.

In the first half of Franz Althoff a group of 12 Arabians were followed by 24 Lipizzans divided among three rings, in the second half 48 horses of assorted breeds appeared in one magnificent number. It was not unusual to see far more Liberty displays in one show, and sometimes there would be two or three different performances in one display, as in "La Cavalerie" group.

In contrast high style displays never had more than four horses; occasionally, just one. But there was no lack of quality. Finest school riding was in Schumann's Spanishified "Feifa de Principios" by Pauline, Albert and Mat Schumann and Donald Kosswig.

Roman Riders

There was considerable barback riding, too. Each in the program there would be "vogtige" or "pas de deux" by a team, with the girl doing classic poses while held by the man as the Roda-Romans standing by for the other. The best group, biggest and best was the German circus family of six men and four girls with Williams, Now and then there were spirited Roman-style standing trams with a third horse from the opposite direction. The best of the group was the Eddy Matk group, all riding in a line.

Stable tents, open to public inspection, were neat and orderly, each stall bearing the name and breed of the horse. Before I saw anything else, I was familiar with each仔s circus. Under canvas, all but one had one ring, true to European form. In one country I visited, every circus was from 1,500 to 6,000.

WINTER IN SUNNY CALIFORNIA

SAN ANTONIO—The Paul A. Miller Wild Animal Census was held in April, 1958. The census was held the second year and there were 7,188 animals counted. The census was conducted to determine the number of animals in the census.

MILLER IN TEXAS

CHICAGO—Paul A. Miller, the owner of the Miller Wild Animal Census, said he has finished the census for the year and that it is ready for printing. He plans to visit his home in California and then return to Florida.

BEATTY IN QUARTERS "AFTER BEST TOUR"

DE LAND, Fla. — The Clyde Beatty Circus is in quarters at the Fairgrounds here Tuesday (4) after the most successful season in its history, according to the owner of the circus. It will open in Palm Springs, Calif., Sunday (3). Attendance held strong until the end of the run.

Opening at Palm Beach Park, N. J., July 27, 1958, after a 210 days run, twenty-two states and two Canadian Provinces were visited. The circus traveled 26,928 miles. The earnings of the tour were $200,000.

It traveled as far west as Albuquerque, N. M. The southern point was in San Antonio, Texas, and the northern point was in Detroit, Mich.

The owners, Clyde Beatty, Randolph Call, Walter Kernan, were in on the tour with six elephants in a new act by Franz Althoff.

Biggest elephant herd was Kron's 10, Franz Althoff's 13 and Williams' 11. Half and dozens shows lacked elephants entirely. Of the rest, better than half had less than five, and only one had no. Elephant acts turned toward novelty too. Most popular were Smart's five "cuckoocolored" elephants, each dyed one a different color as effective as at last season. The five on Smart's own show at Cincinatti were painted red, purple, white, yellow and pink and roll number. One of Odac Fisch's three with Sarasota were Indian elephants in yellow, red, white, black and indigo; another created a sensation at Cincinatti with a huge white elephant. One of Aspinall's four with Arturo's was great white elephant.

The five on Cincinatti's own show in the Barnum quarter were painted as different colored combinations. The four on Smart's were painted red, purple, white and black.

Three-Foot Stands

I saw the first three-foot act in Europe doing one-foot stand, but never more than one. Here are quality of the kind as high as M. M. McDonald's Oy's performance.

Elephant animals displayed were standard on many shows, too, the variety varied in make-up. Barnum's collection of "Brasilians" was a huge number; three camels, a llama, a horse, and a pony. The collection of Zoppo Berlin featured a guanaco leaping over a llama and a rabbit. A group of white camels with riders participated at the "Lipizzan" in Paris, with both a monkey and a giraffe.

Chipperfield's used special paper in advertising its exotic finale that included a white elephant, six camels, two giraffes and hippopotamuses. The camels and umpire in the ring in an over-all performance.

The eight camels and two giraffes were very "Kron's exotic field." The two "Kron's exotic field." The two "Kron's exotic field." The two "Kron's exotic field." The two "Kron's exotic field." The two "Kron's exotic field." The two "Kron's exotic field."

MILLER IN TEXAS

SAN ANTONIO—The Paul A. Miller Wild Animal Census was held in November 11-16. It is free for shoppers at the center.
Clyde Beatly Circus
250 prints. Complete with yellow and red poster, book and three Canadian performers. 350 tons. Send me a copy. All rights reserved. No unauthorized copies will be tolerated. Addressee, please. When writing to circuses, always mention THE BILLBOARD. 

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KELLY & MORRIS CIRCUS

www.americanradiohistory.com

BILLY POWELL and GEORGE ENGEL will be appearing in the Plaza Chicago agent and appeared at half time at the Navy-Tulane football game in New Orleans and come into the Union. Gee Engel greeted Alaska Hok Raum at the music of combined navy bands totalled 385 members. They will be in Dallas for the holidays, then go to San Antonio for Orin Davenport and sports shows for the shuffling office. They are getting a custom-built trailer with keel in the rear, and they are at their best property near Longmont, see.

TOM BUCKEY, clown contortionist, completed his 20th season with Bill Buckey, and then joined Hagen Bros. 


Mr. Parkor, who had last year's Critical date in Chicago, is making his new office a full-time business, having resigned from his position with the company last year and retiwing for two years. He has about 12 dates for his group, Chailey Clees, David Wilson, Al Ackerman, Larry Reiner and John Burke.

David King writes from Cedar Rapids, la., that he plans to take a hanger out for Christmas winter, beginning west and going back east whenever time allows him to hear from his many friends.

The new Cinemas, out in New England, with Harry Hunt contracting as usual around the circuit, will make a complete family. Chailey Clees, David Wilson, Allen Ackerman, Larry Reiner and John Burke.

Eddie Arruda, who was injured in a fall with Clyde Bros. on its opening day at Rockford, Ill, writes that he was released from the hospital there in mid-October and is at home in Columbus, N. H. He credits Carl Wallenda with saving him from more serious injuries in his 35-foot fall.

When John A. Strong Jr., and Mrs. Strong joined their infant son, John Augustus Jones Strong, the father declared that one king of the Ringling Brothers and Barnum & Bailey Circus, and that "maybe we have another son." The Strongs have the John A. Strong Circus in California.

Visiting Polack at Baltimore were Henry Shyrrett, Vic Casey, Beverly Ann Kneavel, the Rudy Rudynoffs and the Rudy Rudynoff Jr., Roy Stolle, Claire and Tony Conaway. ... J. W. Hartigan Jr., Morristown, N. J., writes that his partner Russell Long worked three days at a Pittsburgh store recently.

Under the Marquee

BY TOM MORRIS

Charles Hunt Resting From N. Y. Surgery

NEW YORK — Charles Hunt Jr., of Hunt Bros. circus, went into University Hospital on East 340 2nd street for two operations intended to repair his circified condition. He expected to be reoperating for the next week during which time he will be heard from his many friends.

The Hunt Bros. is now Resting out in New England, with Harry Hunt contracting as usual around the circuit, will make a complete family. Chailey Clees, David Wilson, Allen Ackerman, Larry Reiner and John Burke.

Gray Opening Dallas Date

DALLAS — Gil Gray Circus opens at Dallas Auditorium here Tuesday (23) and continues through Saturday (26) under Lions Club auspices. Show equipment and personnel will be included as a unit in Inc. City Class grandstand parade.

Juwarez Fair For Ringling

JUAREZ, Mexico — Ringling Bros. and Barnum & Bailey are to appear in Juarez, which is to feature four days of big time entertainment. Using the 6,000-seat Balden Auditorium, Juarez, the circus will play five houses of 5,249 and 5,897, plus two halls of 2,564. Additional houses are 1,825, 2,377 and 2,10. A third show on Sunday was cancelled.

Evelyn Curry, back in action after her two-month absence, has been enjoying the several months that feature a group show of a half-tail and half lion. — Tom Sashinette, Halberg, Tex., visited with Ringling Bros. Some personal letters. He also gave the Houston Shrine date. Howard Robbins, the circus Ringling Bros. group show while on route to the Hagin show in Louisiana.

HAROLD BROS. CIRCUS

470 W. 14th St., Dallas

We have scheduled a three show week in Dallas for the end of the month under the auspices of the Lions Club. We will be in Juarez, Mexico, the week of November 23, 1959, a city of over 200,000 people. We have a unique show in Juarez with a group of 12 horsemen and a lion and a half-tail. We will be in the Juarez Auditorium for five nights, beginning Tuesday, November 23, and ending Saturday, November 27. We will also have a feature show in Dallas for the Lions Club.

To Our Local Co-Workers Whose Faith And Cooperation Made Every 1958 Engagement An Outstanding Success — Our Most Sincere Thanks and Appreciation.

Overwhelming Public Acceptance of Our Show and Greatly Increased Revenues to All Sponsors Prove That There Is No Substitute for Talent.

Our Many Bookings of New and Repeat Dates for 1959 Prove the Complete Satisfaction of This Year's Sponsors and the Enthusiasm of Our New Ones.


Performers: We Are Planning Two Shows (Possibly for 1959, Definitely for Later) and Want to Hear From Top Quality Musical and ACTS Considered Only if They Are Outstanding.

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Ringling 7-9686

AMERICA'S NEWEST CIRCUS
CARNIVALS
SHOWWEN'S LEAGUE MAPS
BUSY MEETING SCHEDULE

To Honor Duffield at Prexy Party; Bill Carsky Slatted for Presidency

CHICAGO — The Showmen's League of America will honor its officers, present and future, will elect new ones and will entertain hundreds of outdoor showfolk during the meetings to be held here in Chicago this week after Thanksgiving.

The league conventions a president will be named to succeed Jack Duffield, 1958 head of the League. Duffield will be honored at the annual President's Party on Sunday evening (30) and the high point of the social season will be reached on Wednesday evening (3) with the 46th annual banquet and ball set for that evening.

The league and others in the outdoor entertainment industry will pay tribute to Duffield at the President's Party in the Grand Ballroom at the Chicago Hilton and Towers.

William (Bill) Carsky, League first vice-president, is chairman of the event and will be assisted by Max (Lefty) Olen, a past-president.

Committees for this event include Ed Lawrence, chairman; Harold Barrows, Sam Solomon, Charles Magill, Al Duffield and Entertainment


SLA Legion
Post Elects
Chick Schloss

CHICAGO — H. S. (Chick) Schloss was elected commander of the new Chicago, Illinois, Mid-Western (SLA)章节 of the American Legion of showmen recently. He succeeds Earl T. Shipley.

John (Sheri) Lempert was named vice-commander, Harry G. Chernik, junior vice-commander; Marshall Blason, adjutant; Harold Barrows, finance officer; Sam Arnes, chaplain; Richard Frunzetti, sergeant-at-arms, and William Glickman, post historian.

Shipley was added to the executive committee which also includes Jack Duffield, Jimmy Stan- to, Milton Davis, Bob Duvall, Marc Blason, Harry Chernik, Sam Gliskman, Harry Hunt, Carl Sollay, Jr., Harold Barrows, Max Friedman, Robert Revol, David Coldin, Mickey Stark and Al Rossman.

SLA PROGRAM SCHEDULE

CHICAGO — A brief rundown on activities of the Showmen's League of America during convention week is as follows:

Friday, November 28 thru Wednesday, December 3 — Open house in the clubhouse, 100 West Randolph Street.

Saturday, November 29 — Regular meeting, Bal Tabarin, Hotel Sherman, 7:30 p.m.

Sunday, November 30 — Memorial meeting, Bal Tabarin, Hotel Sherman, 1:30 p.m.

Sunday, December 1 — 30th President's Party, Grand Ballroom, Hotel Sherman, 8 p.m.

Monday, December 2 — Election of officers, clubrooms, 100 West Randolph Street, 2 p.m.

Wednesday, December 3 — Fourth Annual Banquet and Ball, Grand Ballroom, Hotel Sherman, 6:30 p.m.

Thursday, December 4 — Annual meeting and installation of officers, Forty-sixth Street, Hotel Sherman, 8 p.m.

Registration — Hotel Sherman lobby, November 30 thru December 3.

Gooding Calls '58 Season a Good One
Reports Many Records Established;
Wild Mouse Scores Big Winnings

COLUMBUS, O. — The Gooding Amusement Company closed its 80th season here after racking up greater gains than in any other year in its history, F. E. Gooding, president, announced here last week.

Despite bad weather at many major fairs and celebrations and business cuts in some territories hurt by economic conditions, final returns proved many months were broken, he pointed out.

The organization, which over 100 rides and booked an ad- 300 independent devices, also put on a final show which set three showend shows and fanned 11 units during the season.

The Wild Mouse, presented at State fairs in Ohio, Missouri and Tennessee, as well as those in Alabama and Pennslyvania, Fla., exceeded all expectations in its popularitry and financial return.

Independent ride owners who shared in the success included Ben Biech, Earl Ruggles, Lowell Staph, the Bond Bros., Charles Morgan, Percilla Lauther's Show, Harvey B. Davis, Dave Meador, Gus Leidner, Jr., Fewel & Kortes, Earl Zechini, Earl (Red) Lippert, Fred Lash, W. T. Brownlow, Tom Hickey and Fred Thumbring Jr. shows presented under the Gooding banner were headed by Johnny Mack Brown, well-known movie and TV star, with his own President's Party, Supershow and Purvis' Star and Garter Revue, Reasons Have Reason, the American and Rock and Roll revue, Jack Hatfield's Motordrome, Teo Zechini's famous Austin show and the Perdomo's Ab- noisible Snowman and Monkey Show, the Corvell State, Mark Williams' Nightmare Alley and Collette, Betty and Doc Hart- wick, the Piggery Horses, Sylvia Warren's Arcade, Gilbert Tracy's animal show, Erickson's Pippin Horses and Snake Show, William Laucher's The World's Most Famous and Mike's snake, pinhead and freak show, Lantron Borden, Zeffren and Percilla Stoffel's Wild Life Show, Harvey Wil- son Sr.'s Clamshell, Stoom's Beers, and the One Ring Tamer, Zoo, Casey's Hall of Mirrors, the Show, the Wild ACT, Jack's Funhouse and Bystrom's Motordrome, the Blackstone (Continued on page 17).

Arizona State Fair
Up 10% for Siebrand

PHOENIX, Ariz. — The Arizona State Fair is 10% better this year than the Fair the same period of the past year, according to data from State Fair Treasurer Jack Siebrand, who will open the Fair, said yesterday (Tuesday). The Fair was held Tuesday.

Siebrand explained that per-day business was seemingly on a par with the Fair of 1957, when the Fair ran 10 1/2 days. The increase in total toll, he said, was from the two extra days.

The show furnished the free show on the Plaza stage as well as a big top, from Craft's Bros., along with the midway rides.

Condition of Kurt Smetana, known professionally as Bruno, was reported at good as time presses, that a large portion of the crowd was parked for that day, and that he kept out of the performances for any part of the whole day, that he was under observation at the fair, Smetana, it was reported, suffered a severe injury at a local hospital near the fair.

Game concessions on the midway generally reported an increase in business for the State Fair run was either good or up, Lloyd Hills, of Black & Hills, who had 11 game concessions, including ceramic pistols and two shows, declared that the gross was "satisfactory." Margaret Farmer, with three beer blasts, said that her take was better than in 1957. Several booths declared that it held its own.

Pete Korte, playing the date for the third year with the St. Louis Side Show, had a larger gross than last year. His attendance included the 'Million Feet,' Jesus Gonzalez, and boy; Stanley Mavre, with swallow; Bob Guin, and E. Maret, electric girl; Jesus Gahban, pinhead, Ed and Be, and cheerleader.
Vivonas Contract Charleston Return

Second Engagement Awarded; List of Assigned Fairs Extended With 10 Set

CHARLESTON, S. C. — The Exchange Club Fair has been awarded for a second straight year to the Announcements of America, bringing the show’s list of contracted fairs to 10 on the eve of the convention circuit.

The Vivona clan will go into the booking period in the best shape in years, with a couple of additional fairs also set for 1959 but not ready for announcement yet, General Agent Morris Vivona reported.

Robert Scobarnach, head of the fair committee here, said paid admissions this season were 10,000 higher than for the previous year, when an announced total of 100,000 was given. He said the committee was “well pleased” with Announcements of America. Number of rides and shows reportedly exceeded any total of the past five years.

Scobarnach reported that shows expressing an interest in the date included Caillin & Wilson, World's of Mirth, Macks, and Manners. It had been played for decades by the James E. States Shows. Dates for 1959 are tentatively set for Monday the Saturday of the final week in October.

The Vivonas have contracted for the following:

**League Sets Memorial**

CHICAGO — Members and friends of the Showmen's League of America will pay tribute to its deceased at annual memorial services to be held here Sunday afternoon, November 20 at the 10-th Annual Memorial Dinner of the Hotel Sherman.

Ed Sopenar, vice-president of the League and chairman of the services, announced they would get underway at 1:30 p.m.

Assisting Sopenar will be a committee made up of Hy Nettish, Max Bratman, Harry Chesnoff, Sam Shapley, Jenney Campbell, Chet Bolden, Harold Barnows, and Ira Malz.

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**MSA Forms Slate—Prell for 3d Vice**

MIAMI — Joe Prell of Prell's Broadway Show was named in the order of succession for the Miami Showmen’s Association, where the nominating committee brought in its slate of officers and directors at the Monday (17th) meeting. Prell, currently second vice-president of the club in New York, was proposed for third vice-president.

Other officers will move up in accordance with the usual practice, barring the appearance of any independent ticket. Also new on the slate will be Phil Cook, former executive secretary who is proposed for assistant secretary.

John Vivena, first vice-president, is due to become president at the installations following the annual banquet. The nominating committee, with John Campil at chairman, included A. R. (Dutch) Whiteside, Jim Stabile, A. R. (Rhody) Ridings, Harry Weis, John Hoffman, and Phil Cook.

The slate is as follows:

President: John Vivena; vice-presidents (in order), Harry Blumen, Michael D. Dodson and Joe Prell; secretary, A. R. Whiteside; assistant secretary, Phil Cook; treasurer, Alton Pierson, and assistant treasurer, William J. Tidder.

50 Directors Named


**Chi Showfolks Set Dec. 5**

Fall Party

CHICAGO — The Chicago chapter of Show Folks of America will hold its annual fall party here in the Hotel North Park on December 19, also in the Hotel North Park, with a seven course turkey dinner as the main attraction.

Serving on the fall festival committee are Margarette Horan, Helen Jean Flit, Lucian Kapp, Peggy Richards, Oliver Engle, Bill Hetlich, Dorothy Sullivan, Harry Fraizer, Charles Stewart, William Robertson, Lena Tow, Rita Cordilard, Geese Lynne, Clare Paulson, Emma Kapp, Estelle Flit, Doris Ring, Ada Crosby, Caroline Thacker, Lilian Robert- son, Martha Lewis, Mrs. Emanuel, Ann Lynch, A ges Kessler and Lil- lian Lawrence.

**Arcade Men Flocking to N. Y. Club**

Tap New Source; Add Jim Farley To Banquet Dois

NEW YORK — Dozens of membership applications from arcade people have been brought into the National Showmen's Association as a result of activities of members active in that phase of showmanship.

A solicitation was made at a recent meeting of the Arcade Operators Association of Greater New York, which resulted in a flood of applications being taken up. Representing the show club were Charles Rubenstein, Sam Werth- man, Max Schaeffer, Leo Willers and Frank Shek.

At Wednesday's (19th) meeting it was brought out that more than 600 persons will be at the banquet this season in the Hotel Commodore's ballroom on the basis of advance reservations. Also discussed was the fund-raising, which indicated a record total of year- book ads would be attained during the administration of Jeff Harris as president.

Harris presided from the dais Wednesday, being flanked by La McKee, first vice-president; Joe Prell, second vice-president; Morris Vivona, secretary, Charles Rubenstein, treasurer, Louis L. King, chaplain, and Dr. Herman Cohen, chaplain, and Dr. Herman Cohen, chaplain, and Dr. Herman Cohen, chaplain.
Canadian Assn. Ball Pulls Strong Turnout

MONTREAL — Canadian outdoor showmen turned out in good numbers for the 12th annual banquet and ball of the Canadian Showmen's Association held here Tuesday (11) in the Queen's Hotel. A special train was chartered from Toronto to bring members and guests from that branch to the event.

J. W. (Patty) Cooksey served as toastmaster and presented gold life membership cards to H. E. Dubois, Willard J. Green, Louis Charette, D. Drouin, Y. Monette, E. Dionne, R. Riikkin, A. Saucier, Howard Jones, J. Emond and Ed Nelligan. Cooksey also turned over two cheques, each for $706, to the two chapters, the money being profits from Jan. 1.


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FOR SALE
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King Funbon, ’58 model, built by Allan Haskell.
Terms arranged to resellers
Bunnell's South Beach Plate, 14 ft.

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WANTED
Giant Singer, also Slide or Goon Show. Will pay top price. Are you the man? Call for location of all. Ask for Harold. Please let us know.

MERCHANTS JUBILEE SHOWS
Medina, Ohio, 8th week.

PHOEBE CARSKY ELECTED PREZ BY SLA FEMS

CHICAGO—Phoebe Carsky was elected president of the Ladies Auxiliary of the Showmen's League of America on November 27 in the Downtown Hotel. She succeeds Dorothy Kennedy. Also to take office are Ethel Wada, first vice-president; Jean Anderson, second vice-president; Ben Humm, third vice-president; Evelyn Hock, treasurer; and Elise Miller, secretary.

Named to the board of governors are Myrtle Hutt, Rose Pont, Mary Flagg, Peg Pugh, Agnes Smith, Kritie Epperson, Helen Deeds, Gertrude Summerfield, Helen Little, Margaret Ziegler, and Sara Doyon.

Mrs. Carinsky was portrayed with a five-page engraved silver coffee and tea set.

Dancing followed the floorshow.

Caravans, Inc., To install
Margie Levine

CHICAGO—Margie Levine will be installed as president of Caravans, Inc., at conventions here December 11 in the Hotel Sherman. Scheduled to be inducted into office are Jane Solomon, Mrs. Allen McCreery, and Theresa Dunderdale, first, second, and third vice-presidents, respectively; Wanda Desjardins, secretary; and Lillian Lawrence, treasurer. Members of the board of directors are Irene Fisher, Josephine Glackman, Mrs. Agrie Graner, Mrs. Earl Kew, Mally Raymond, Mrs. Fred Shaw, Mrs. Anna Schmidt, Mrs. June Barrett, Mrs. Alton Schrader, and Helen Vaught, secretary.

Josephine Haywood will be shown at the ceremonies.

MIDWAY CONFAB

Capt. Bill Fordham, manager of the Midway, as he plans for the winter season. The Midway shows a good season, having had the act on 22 shows in the Mid- West and is Miss Smokey Lee. Act will be on 20 shows before the winter spots out of Delray Beach, Fla.

Harry Farley, electrician on the Funtz's United Shows, is back as assistant manager of the Midway, Theatre, Orlando, Fla. .. Osmond Olsen is back at his hotel job, the Ramada Inn. Al Norman is back at his job in Orlando. Helen Hubbell, the weather girl, is touring Hawaii with her coloring sets in charge of the Herschell-Spillman stand.

ACA Annual Meet Opens December 1

CHICAGO — The American Caravans Association will hold its annual meeting here beginning December 1 at the Argonaut Hotel, Chicago. The meeting will be announced. Also scheduled for two days, additional time will be available for the convention.

Ward Shows ... Cuhin Bill Infriends ... Mittie Schillinghus, wife of Ted Schillinghus, is in Layington, Chicago, following surgery.

MILLER Amusement Doing Okay On Florida Spots

PALATKA, FL. - Miller Amusement Enterprises chipped up a $1,000 winning week at Putnam County Ex last week. The lot were 10 rides, 30-old conventions and 8 shows. Show has played four Florida dates with three more to go this year. The route of South Florida dates will be played previously to the regular Northern area.

The origination, out of La Grande, Ill., is owned by Charles E. Mcllister. Winter headquarters are at Pompano Beach, Fla. The Miller show does not function as an organization, but is a learning process for the next season, but concentrates on the minor-assured spots with five or six units in action. Their first show as a complete甲醛 was the Labor Day date at Cincinnati City, Ill., followed by Evansville, Ind.

General Manager Fred Mcllister terms business highly satisfactory all season down to present 2 in the Emerald Room of the Hotel Sherman. The third annual convention dinner will be held on the evening of December 11. Regular weekly meeting will be held Thursday, November 29 in the Emerald Room of the Hotel Sherman.

ST. LOUIS FEM Club Elects Elise Wear

ST. LOUIS — Elise Wear has been elected president of the X-ray show Women's Club, succeeding Gertrude Lehman in the top position. Also elected were Barbara McCamish, Catherine Oliver and Lora Colyata, vice-presidents; Virginia Von Breitenbush, secretary; Rose Kolb, treasurer; Margaret Gregan, and Helen Churchill, chaplain.

Out-of-town directors are Anna Comstock, Mrs. Don Smith, Mrs. Fred Hoffle, Dorothy Mahin and Elise Colbert Kennedy. Local directors are Mrs. E. Lehman; Florence Cobb, Gertrude Donnelly, Ethel Corcoran, Mary Thompson, Peggy Grell, Mrs. Dawson, Florence Cooley, Mrs. Lyle Grossman, Mrs. Hoyt, Mrs. Schutta and Teresa Selden.

RIDERS FOR SALE

(Area C-California) 500
(Area B-California) 200
(Area A-California) 100
(Area D-California) 500
(Area E-California) 200
(Area F-California) 100
(Via Recorder, Oct 5, 1958)

$250 CASH REWARD for location of JERROLD McHugh

Formerly with Canadian Shows in summer. No questions asked, all information strictly confidential.

CALL COLLECT
CENRAL CREDIT CORP.
Gene Stongm, 7684 24th Street
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FOR SALE—DARK RIDE

60 ft. long fully eqipped Dark Rides. 2,500 seat capacity. Adult and children's. Can be sold or leased. Write or phone.

THANKS You PRELL BOYS

For your fine work on our Roster, Round-Up.

FOR YOUR EXCELLENT ATTENTION

FOR HOLIDAY SPECIAL (Dec 14th)
Contact S. H. Taylor, 500 South St. E., Milford, Del. 12-8-57

WANTED
EXCEPTIONAL OUTSTANDING ATTRACTIONS

FOR EXHIBIT OR EVENT

FOR HOLIDAY SPECIAL (Dec 14th)
Contact S. H. Taylor, 500 South St. E., Milford, Del.

CHARRYS DOWNTOWN

WANTS

Street Concessions. Will pay retail prices. Will buy Buoys, Clocks, Globes, etc. Phone 4-4046.

FOR HOLIDAY SPECIAL (Dec 14th)
Contact S. H. Taylor, 500 South St. E., Milford, Del.

WANT TO BUY

For each, 25¢. Harry Gardfield.

BILLY EVANS

Flambeau, Mnc.
Phone 26445

THE BILLBOARD

NOVEMBER 24, 1958
Rites for Olsen Draw Many Showfolk Friends

ORLANDO, Fla.—All depart-
ments of the James E. Strates Strates and Mrs. Jack photo of Mrs. William Strates and her insurance show were heavily repre-
represented at the funeral of Elmer W. (Mike) Olsen. The show and friends also attended the serv-
ices from the Rev. John W. Church, First Baptist Church, Hawthorne, Fla., and the funeral Home.

The funeral services were conducted by the Rev. Osborn B. Littleford, of Cath-
tedral Church of St. Paul, with in-
terment in Greenwood Cemetery.
Here, Fallheir members of the show, including Mr. and Mrs. E. D. Powers, Mr. and Mrs. Charles Teichman, Ben Braustein, Adolpho Dean, and Betty Norman, E. Lawrence Phillips, Mary Mosler, Bill McNeal, Fred Nicklin, Mrs. and Mr. Jack DeMarco, William Stillman, Ernest Dallabate, James P. Scanlon, Mrs. and Mr. James Thomp-
son, Mrs. John Garrett, and Mr. and Mrs. D. E. Travis, and Mr. and Mrs. Frank 
Simmons, attended the service.

Showmen's League

MIAMI — The 238th regular
meeting was presided over on No-
VEMBER 17 by John Yvonne, vice-
president, in the absence of presi-
dent Ben Weiss. Martin M. Weiss, Basil D. Hulse, and others, was called on to read the regular
minutes, the previous meeting
ended by the nominating committee
at 3:55 p.m. that day.

Oscar Bates, was Harry West-
brook, second vice-president; Mel
December, secretary; R. J. Whitelocke,
reasigned treasurer, and William J. Tucker,
treasurer assistant.

Past presidents and others in-
vited to the data included Sam
Pele, Max Green, Rose Mary Dave
Edye, Art Lewis, Sam Solomon,
Louis A. (Stretch) Rice, and Jack Weiss.

FOR SALE

Steel Tank, Suitable for Park.

EVELY MIDGE-O-RACER

KIDDE AIRPLANE RIDE

SHROCK ROOFER

CARNIBALS

KIDDE BOAT RIDE

41,432 RIDERS IN 11 DAYS

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Vancouver. The Kidde Boat Ride is just fine.

SUMMER RITTENBERG, BOSTON, MASS., SAYS:

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Rides, games and exhibits create a wonderful family fun. The amusement and appeal of this ride are fantastic and thus our grosses are high. Also like the big business at first boarding and pickup."

LLOYD D. SERFASS, STRoudsburg, Pa., reports:

"The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season."

ALLAN HERSCHEll

C O M P A N Y , Inc.

"World's largest manufacturer of amusement rides"
CNE Builds Intl. Trade Exhibits

Toronto — The Canadian National Exhibition (CNE) has announced two key initiatives: a major expansion of its international trade exhibits and the opening of a new international trade center. These initiatives are aimed at increasing the CNE's role as a hub for international trade and cooperation.

The CNE has been a significant player in the Canadian economy for over a century, hosting a variety of events that attract millions of visitors each year. The CNE's expansion of international trade exhibits is part of a broader strategy to attract more international businesses and to create opportunities for Canadian companies to do business abroad.

The CNE's new international trade center will be dedicated to showcasing the best of Canadian and international products, with a particular focus on sectors such as agriculture, technology, and finance. The center will provide a platform for companies to network, find business opportunities, and establish partnerships.

As the CNE prepares for its upcoming edition, which is scheduled to take place from August 21 to September 7, 2023, the organization is also gearing up to host a large number of international guests and delegations. The CNE is committed to promoting trade and investment opportunities, and the new international trade center is seen as a key step in achieving this goal.

In addition to the international trade initiatives, the CNE is also focusing on enhancing its role in promoting cultural exchange and diversity. The organization is working with a variety of partners to ensure that the event is welcoming and inclusive for all visitors, regardless of their background or culture.

The CNE's expansion of international trade exhibits and the opening of a new international trade center are expected to have a significant impact on the Canadian economy, creating jobs, boosting exports, and strengthening relationships with international partners. The CNE is committed to continuing to innovate and evolve to meet the needs of its stakeholders, and to remain a leader in the world of international trade and cooperation.
**Misellany**

**Decorative Tiles Find Many Uses**

By IRWIN KIRBY

Specially imprinted tiles are among the attractive merchandise items which are not only decorative around home or business, but also functional in value. They are supplied with gift-purpose. In high quality domestic ceramic tile counters, four and a half inches square and felt backed to prevent the surface on which they rest, can be had for as little as 85 cents in one-color design (set of 100) or 95 cents in two colors. The scale brings individual item price down to 32 cents on orders of great size.

There is a good market for these tiles, which are always useful as a support on tables or walls. Virtually any design can be transferred to ceramic tile, which is what makes these items so popular as gifts for commercial firms, and as souvenirs.

Cooga Mooga Products, the Pat Boone merchandising firm, has retained Jay Emmett Associates, New York, to represent Boone in the merchandising field. Emmett was involved in merchandising operations for Superman and TPA (Television Programs of America) properties. He has already set contracted licenses covering Pat Boone white back shirts, shoes, sweaters, lungas, publications, and jewelry.

- One of the better back-yard game sets to hit the market for Christmas giving is the play-duck volleyball ball game. In the bag are a vinyl plastic ball and sturdy 12-foot net, plus instructions. Can be stored indoors or in recreation room, and retails at $2.98.

- A valuable calendar addition is the January 18-23 New York Lamp and Home Furnishing Accessories Show. The governmental division was successfully added in 1956. Lamps and accessories will be included in the second third eighth hours of the hotel and second third eighth floor of the Trade Show Building. The show is open to the trade only; that is, buyers purchasing for resale at the retail level.

- A first-time toy is the Space Spinner, take-off on the old, flattened spinning top used by juggling sets. Each of a code is manipulated to keep the top off the ground. It can be spun, thrown, caught and tossed about. Retail for 98 cents.

**Pipes for Pitchmen**

RAY C. HERRERS: Writes from Moultrie, Ga., to inform us that he celebrated his 75th birthday November 7. June 48, one of those years have been spent in the show and picture business, and that is where I am neither bragging nor complaining about it," Ray writes. We look forward to more months work South Carolina and Georgia. My wife, Madaline R. Ringer, and you truly ran into J. D. Lance at Caldwell, Ga., where Lance's store is out of every showbox at his spot there, which makes it possible to feed house trailer. Where are you, Hank Fredricks? Would also like to see a pipe from the author of Doc Crab- well and Cot Soldon Scott. Madaline's sister, Mary, has been getting some right out on the West Coast. She closed her season last week in Phoenix, Ariz. Would also like to see pipes from Doc Frazier and his wife, Chief White Horse. Madaline and Yellow Robe are back in Pittsburgh after a tour of South Dakota to look over some of their property. My old teammate an Russell Rouy, Circus, Raymond A. Walton, and wife, are now working for new fortune in and personality of new television station at those stores. O. C. Cost, wife, is here's, from Madison, and I expect to wind up in Miami around Christmas time.

- VICTOR NEMELEN: Also writes from Cleveland by Bernad D. Kantor, "Taqqer at usual, Eddie Cagney has again been phoning me. He has not been phoning me. This is a lawyer who is expected to take off for the South any day now."

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- Service
- Price

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  - Sets of 12 Earrings
  - Bracelet
  - Necklace

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- San Diego—San Diego Boat Show, Nov. 26-Dec. 1

Colorado
- Denver—Denver Auto Show, April 6-11
- Denver—Denver Auto Show, June 1-6
- Denver—Denver Auto Show, Jan. 1-6

Illinois
- Chicago—Chicago Auto Show, Nov. 17-20
- Chicago—International Sherlocks Show, Nov. 20-Dec. 4
- Chicago—Arts, Crafts & Christmas Market, Nov. 27-Dec. 1

Minnesnowa
- Minneapolis—Minnesota Auto Show, Jan. 6-9
- Minneapolis—Minnesota Auto Show, Nov. 9-12

Missouri
- Kansas City—Midwest Auto Show, Sept. 15-17
- St. Louis—St. Louis Auto Show, Nov. 19-22

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- New York—New York City, Manhattan

Ohio
- Cleveland—Cleveland Auto Show, Nov. 19-22
- Cleveland—Cleveland Auto Show, Dec. 3-6

Pennsylvania
- Pennsylvania—Pennsylvania Auto Show, Nov. 19-22
- Pennsylvania—Pennsylvania Auto Show, Dec. 3-6

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- Nashville—Nashville Auto Show, Dec. 10-13

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- Austin—Austin Auto Show, Dec. 17-20

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- Ohio—Ohio Auto Show, Nov. 9-12
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Europe’s Circuses Show Heft
*Continued from page 72*
with four ponies and four palomino, adding to an especially effective number.

Many Polar Bears
Not all shows had wild animal acts, but those with more than one offered the 10 with rose. Franz Althoff, promoter of the show, had only these, along with lions, tigers and mixed bears. Ponies were featured in six other groups, including 22

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Aurora's, Krone. The new elegant show I saw went extensively for production that had a high professional gloss. These were five tall, whose themes were U.S., Western, Oriental, Viennese, African and Cuban. Here, to Americans circuses, generally, no attempt was made at aerial production, but frequent apparatus made by the excellent Hanns Geradz ballet of 12 dames, plus showgirls and male attendants. I found circus fans and some circus people who were critical of Krone's going to theatre-style glamour, but the show came off in great style.

Williams, notable for his class of acrobats, was a young, 12 girl ballet of Erika Scheden, The Klasy ballet of eight girls from Berlin was with Fritz Schumann. Orefi was giving something not particularly circus but in an one-ring up, "Dancing Waters."

In America, efforts at constant and production brought colossal results, and the program was loaded with talent assembled by the show's Swiss artistic director, Emil Backlund. Americans was American only in name. In physical lay, it was the flashiest circus on my tour.

One Three-Ringer
The only three-ring format encountered, that of Franz Althoff, was impressive because of the balance and co-ordination of its triple displays. For the latter part of the program, ring curls were removed to provide a great aerial arena, free of poles, for numbers in which dozens of animals participated. Sarramn, before its destruction in World War II, was one of the greatest circuses the world has ever known. Fritz Mey, long with the old Sarramn, acquired the title three years ago and, with equipment assembled from here and there, put it back on the road. The program of the present-day Sarramn was one of the strongest I saw. Among the smaller shows, I considered Belemberg an especially enjoyable package of pure, concentrated circus. Size and scope achieved by Billy Smart's within a decade seemed little short of amazing. An air of distinction about the Berliner Mittel tested circus indicated what the Mills indoor Olympia circus is like at Christmas time.

Circus Buildings
Copenhagen's, occupying a plush building squarely a block from the enchanting Cathedral, secures itself has caught the spirit of Hans Christian Andersen. There was theatrical charm throughout this show, with its ponies that scattered thru the big barrels of a beef wagon, the horses that went to bed, the poltrottes that played ball, the tiger poor endowed with an elephant, the puppet rides of the desert, that seemed to have been chosen for their grace and novelty, and the adobe style of Schumann's own high school rid-

In France I visited two typical circus buildings, one at Amiens that was housing Napoleon Rancy, and the ancient Medrano in Paris. The former show at the latter was

(Continued on page 64)
Europe's Circuses Show Heft

Continued from page 83

poorest I saw anywhere. Cirque d'Hiver, Paris, setting of the European Christmas season, has the finest. Its owners are the Bouglione, who have been running it for over a century. A few shows observed the amusing custom of having the audience's hands rake the ring to the rhythm of music. I wonder if the poor goys never get tired of it. They gave me the impression that there was little of the careless conduct sometimes found among a crowd of 10,000. Nothing would be permitted in public view in such a show at such a season.

Seldom did butchers work the crowds during a performance, and the star of the show was undoubtedly the romantic attraction known as the "Kabuki." To see them in full bloom on the circus floor is to see a scene that has been photographed and circled around the world. They are in pictures used in picture shows, too, for their beauty.

Trains, Trucks, Tents

Most European circuses travel by rail but in a manner similar to the B&O. The trains are equipped with paint shops. The cars have no ears of corn or other signs on flaps of the rail, which are in too short order. This is how often they stop, and they do a good job when they stop. They even have a "J" car, which is a huge circus car that keeps 160 cars of the show fresh and clean.

Some shows move by truck. Some in Denmark do, and Billy Smart trains the horses, so the circus uses horses instead of trucks except for the animals. In France, famous circuses are often motorized and they operate in the American style, playing one-day shows in the cities, then town, from two days to a week or more, and then they go into the countryside with a matinee. On the mainland, except in France, a night show or matinee is the usual performance schedule.

Three smaller shows I saw were Masaccio, Atlas and Bellino's "Circus of the World." The usual set-up was four poles and a ring, surrounded by a perfectly round tent. Ferdinand Togni substituted eight metal girders for the poles and this became the "ringing the bugle." This was an easy way to cover a canvas dome. American had a canvas dome, but they did it in oval shape with a stage for the rings to hang over. William F. and S. A. Elkins Circus, the Russian circus, whose tent was six rings and a large central ring, had only a central ring, but still used just one ring. Besides Alton show had a three ring layout, which was viewed by using the usual four rings with the outside rings on one side. Besides, a second ring was also used. The ring was formed into an oval shape, approximately 40 by 122 feet, a first approximately 156 by 231 feet.

Rings, Seats

The round tops ranged in diameter from about 105 feet to Krone's 1,200 feet. Few shows are so large that they can avoid the problem of seating full houses. Smart's was the only tent I saw that used ring seats. A circular ring 50 feet in diameter, a standard ring of 13 meters (42 feet), the press seats were in the center and the outer ring held to 13 meters (42 feet) a span of 231 feet. In some shows the seats were put up in two levels, one at the level of the ring, the other at the level of the ring. In the first case, the seats were put up in two levels, one at the level of the ring, the other at the level of the ring. In the second case, the seats were put up in two levels, one at the level of the ring, the other at the level of the ring. In the third case, the seats were put up in two levels, one at the level of the ring, the other at the level of the ring. In the fourth case, the seats were put up in two levels, one at the level of the ring, the other at the level of the ring. In the fifth case, the seats were put up in two levels, one at the level of the ring, the other at the level of the ring. In the sixth case, the seats were put up in two levels, one at the level of the ring, the other at the level of the ring.

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Large regional food processor and distributor is looking for a young, aggressive man with peculiar talents. He is expected to represent the corporation's interests in a major family recreational area project.

Duties will consist of operating the firm's various food outlets in the park; supervising and exploiting to the fullest a large display operation, and of being responsible for the maintenance of the same. He must be capable of taking in terms of imaginative concepts into profitable exploitation channels.

The successful candidate will report directly to the Director of Marketing. If you think you are this man, sell yourself in your first letter. Be sure to include some detail of your experience as well as salary requirements. Location—Northeastern United States. Write to Box C-422, c/o The Billboard, Cincinnati 22, Ohio.

For Sale—Secondhand Show Property

WRAP HUMIDOR.—54 tubes. 300 decals, 2000 cards, $500. 1-'2-1-2-1-2; 2-1-2-1-2-1-2 etc. $250; 2-1-2-1-2-1-2 etc. $210 each. Also many other inexpensive Lot available. Write for details.

For Sale—SALT WATER TAPPIE JOINT


GREAT OPENING FOR A LEGEND.

ENGINE-DRIVE PONY CASH and King Combination Side. All 2 rides $500. Break down and clean. List $750.286-127-277.
WANTED IMMEDIATELY TO BUY Penny Weights retirement. Mr. Smith McCoy, S. O. McCall, Hupp, 64.

No NINON OPERATOR NEEDED. Immediately, built, built, built. 20,000,000. All applications should be sent to the above address. Mr. Smith McCoy, S. O. McCall, Hupp, 64.

$50.00 FOR SALE--PLATINUM PENNY SCALE. Will sell for $50.00. Mr. Smith McCoy, S. O. McCall, Hupp, 64.

WANTED IMMEDIATELY, TO BUY 249 RARE BASEBALL CARDS. Mr. Smith McCoy, S. O. McCall, Hupp, 64.

6-6-35 AND 6 COLUMN VENDORS. RUN with 25 cents, $10 each. Mr. Smith McCoy, S. O. McCall, Hupp, 64.

$12.50 FOR SALE. BINGO, LIKE NEW, PRICED, All rubber, 25 cents, $10 each. Mr. Smith McCoy, S. O. McCall, Hupp, 64.
PROFILE

Always on The Move

ROBERT GRAFF

ROBERT GRAFF, of Dallas, is probably the busiest bachelor in the city. The 5-year-old company of more than 1,000 vending machines over 1,000 locations, and Thorwald, which covers the vicinity. It takes a man of great energy to keep such a large organization going, and Mr. Graff is just such a man.

Graff is an insatiable hunter, however, and regularly makes trips of 3,000 miles or more to big game preserves in Montana, Wyoming, Colorado, and other states. It is a routine for him to spend a week at a time on hunting forays in the mountains, and on one of his trips he met up with another group of hunters in the Gunnison Valley district of Colorado. One man in the other party became the owner of a new vending machine. This was the beginning of the end of the C. A. McCallen, well-known operator in the West.

Life for Graff is a constant travel, either on his own or hunting and fishing trips. He owns a collection of fine hunting rifles and has many awards for marksmanship to his credit. One of his best kills set a record which still stands in Wyoming.

Graff is fond of fishing, and is an expert at the sport, and he keeps many machines in his stores. Many regular clients, and some make minor repairs on their own initiative. Thorwald supplies location with postcards to be used in case of machine malfunction. Graff is an expert, and for his part Thorwald makes an impression on location owners, and many respond by taking his machines out of their stores. Many regularly clean machines, and some make minor repairs on their own initiative.

Machine cleanliness is important to Thorwald. When a vendor is set in a spot where it collects too much dust and grime, he prefers to take it off location. He must extend to spots 10 miles distant from Denver. Machines in Denver are checked weekly, and those in rural areas once every two weeks. Thorwald says that his cards and display boards for charms are frequently employed by Thorwald's machines.

Charm is used extensively, and the problem of selection from those available is considerable. He regularly makes informal tests with the best of his cards. The Charm Company takes new charms to school and shows them to children. He then reports to his father which are the most popular. Thorwald then sends these charms to his machines, and reports that they have consistently moved quickly.

Extra Effort Is Rewarded With Location Co-Operation

DENVER — Co-operation from Independent Dealers plays an important role in the efficient operation of 500 machines run by Frank Thorwald, who has been able to make a name for himself as a leading machine operator. Thorwald makes an impression on location owners, and many respond by taking his machines out of their stores. Many regularly clean machines, and some make minor repairs on their own initiative. Thorwald supplies location with postcards to be used in case of machine malfunction. Graff is an expert, and for his part Thorwald makes an impression on location owners, and many respond by taking his machines out of their stores. Many regularly clean machines, and some make minor repairs on their own initiative. Thorwald supplies location with postcards to be used in case of machine malfunction.

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State Citg Taxes Jumped 10.2% in September

RICHMOND, Va. — An average 10.2 per cent more of cigarettes were taxed in September, 1958, than during the same month last year, according to figures released by the Tobacco Tax Council. Although the month of July is considered the peak month of the year, the increase in the number of cigarettes taxed this year is surprising.

The total amount of State cigarette taxes collected for September, 1958, was $60,876,134.

Oak European Reps Visit Parent Firm

CULVER CITY, Calif. — Two representatives of Oak Manufacturing Company's European distributors were here recently with officials of the parent firm. They were George Chatterly and Albert Den Ouden, of Confiserie Brabo, Antwerp, Belgium, distributors of all Oak vending machines in the European countries.

Chatterly reported that the vending machine business continues strong throughout Europe, and that there are several territories open for expansion. Confiserie Brabo is the only vending machine company, including the French colonies. He said that coin mechanisms adopted for the domestic coins of foreign countries are available for immediate delivery.

Chatterly and Ouden planned to visit San Francisco and Chicago before their return to Belgium. (See picture of group, elsewhere this section.)

REPRESENTATIVES of Confiserie Brabo, European distributor of Oak Manufacturing Company, made a recent visit to the parent firm. From left to right: Albert Den Ouden, of Confiserie Brabo; Sun Room, secretary treasurer of Oak; Harold D. Robach, vice-president of Oak; George Chatterly, of Confiserie Brabo, and Sam Wallenstein, president of Oak.
Bulk Vending Takes in Every State

- Continued from page 37

receptions from the machines. The differences between cost of merchandise to the store and selling price to the public compares to what an operator pays as com- missions to the location.

Types of merchandise are generally put in machines: 100-count bull gum, 5-cent capsules, and bull gum-changers. Sometimes pan candies are used as well. The number of machines in each store and their placement varies. One variety store may have only a single machine, while others may have multiple installations as well. The 10-cent capsule has not proved very successful, and is being dis- continued. Impulse buying of bulk vending merchandise seldom occurs at a level higher than a nickel, Broady has found. Continued in- flation could make moving the coinless capsule feasible, however, he said.

Vending Installations

Currently, Carmelco is putting multiple installations of four machines in stores wherever possible. A two-timed step-stand machine manufactured by Victor Vending Corporation is used, along with four machines made by the same firm. A four-unit installation was selected on the basis of advice from the variety chains. They reported that four machines on a main road is the ideal number to be serviced by an employee.

Shipments of merchandise are made directly to individual stores. It is very important not to over- stock them with supplies, said Broady. Tovarious bulk gum converters are used by chains, and they want merchandise moving out of their stockrooms as quickly as possible. Besides, gum and pan candies will not stay fresh indefinitely without resealing there is any point in repackaging machines with a capsule selection that moved slowly in the first place.

System Devised

Accordingly, Carmelco has de- signed a system of basic ship- ments that has worked out in prac- tice. Bull gum is sent in 18-pound cartons, bulk gum-changers in seven- pound quantities, and bull gum and capsules in bags of 200, two bags to a shipping container. De- pending upon store volume, ship- ments to stores are made up of varying combinations of these basic amounts.

An exact tally on the movement of merchandise is kept on each store by Carmelco. This is very im- portant, since there is no first-hand contact with the location. When ordering by the store, inquir- ies are made to determine the difficulties. The important point is to find out the terrain for a particular store, and keep merchandise moving out to full regular intervals, said Broody.

A basic problem in a mail-order operation is keeping merchandise in the machines, said Broody. The physical separation of vending ma- chines from counters in a store can sometimes cause them to be overlooked. Also assigned to an employee in the store, the ma- chines are not under his daily ob- servation in the way that his own counter is.

Machine Taxes

Taxes are another problem. Of- ten, a chain will find out for itself what the tax is on bulk vending is very important and to over- stock them with supplies, said Broady. Tovarious bulk gum converters are used by chains, and they want merchandise moving out of their stockrooms as quickly as possible. Besides, gum and pan candies will not stay fresh indefinitely without resealing there is any point in repackaging machines with a capsule selection that moved slowly in the first place.

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COINMEN YOU KNOW

Continued from page 55

Coven Distributing Company's major personnel were all in last week's keeping busy selling new and used equipment. In his new role as AMI dealer, Ben Coven has been hurrying to get ready for the new year's opening. Said Ben, his right hand, seen in last week's selling a couple loyal Coven customers, provided a classic example of how to sell, "To Ord. tells us that since introducing the CONGO speakers at Coven, two years ago, more than 10,000 have been sold.

Herb Jones, Bally veep, busy in eastern circuit. United's Billy DeSelm, smilingly looking over the hustle and bustle in the firm's plant... IMSA president, Earl Kiss, was busy with last minute details for the group's dinner dance at the Morrison Saturday (22). The conflict with many stores appearing at the Stadium complicated the job for Earl, but he still had all cards in hand... Mr. Kuehler, Rock-Ola sales manager, left his mail office after a full visiting distributors during the recent showings of the new line. "Good thing the finishing touches on the new showroom at the Rock-Ola factory—a real knockout."

Marcel Warner and Henry Ross, partners in Midway Manufacturing, new Franklin Park game factory, are really busy. Not only are the two engineers working long hours designing parts and equipment and getting their plant ready for production, but they are attending night school classes as well to bone up on business management. The two are making most of the plant installations and fixtures themselves. One section of the plant is fenced off and chained over with a black "That's our new experimental lab. Jeb secrecy," say the boys.

United Manufacturing Company, maxman Al Thistle, at the home of his latest work, headed by the late towns of Davenport, Iowa City and Des Moines, and Rapid City, S.D. After follow ups, Ralph Sheffield, was "grounded" last week with a five-day assignment in Illinois Memorial Hospital. John Canada is in Jackson, Miss., on his way back to the factory to take in the Park Show.

St. Louis

By JOHN HICKS

Timothy D. Schroeder, the latest addition to the Frank Schroeder family, was baptized at St. Clement's Catholic Church. He was born October 8 at St. Joseph Hospital in Kirkwood, a municipality of St. Louis, and weighed 8 pounds at birth. Little Tim is the third son in the family, which also includes four girls.

Funeral services for Earl Rancy, owner of Rancy Supply Company here, were held October 8 in the chapel of Hope General Hospital, with burial in Oak Grove Cemetery. Rancy, 50 years old, died October 7 at the hospital in the business about 32 years ago, a member of the late Turner. He later became a partner and took over the music and games manufacturing firm, got out of the business about 15 years ago, served as his widow Betty Jeanne Rancy, and four children, Nancy G., Sherry, David, 23, and Dennis, 17 months.

After 30 years at one location, Vending Machine Sales has moved from 1012 South Grand Boulevard to 4263 West Natural Bridge Avenue. The company, one of the oldest operators of music and games machines, is jointly owned by Loren L. Burke and Kenneth Neel. Burke, who has been with Vending Machine Sales off and on for the last 15 years, and Neel, a veteran of 30 years with the firm, purchased the business a year ago from Bernard Neel.

Benn, a former serviceman in the Armed Forces, is married and has a 12-year-old daughter. Neel and his wife have three daughters, and a son, whose ages range from 11 to 22. The Milton Schuler's third child, Alene Hope Schuler, weighed 6 pounds 2 ounces when she was born October 6. Schuler has made the family well-rounded. She has two brothers, and 5.

The William Geigers, Amusement Supply Company, are football fans who each year make the trek to the University of Illinois homecoming annual event. This year they were "delighted" that the Fighting Illini upset the three-time state football champion, University of Sparta 16 to 0. TheGeigers drive to the

(Continued on page 50)
Cointen You Know

Champaign-Urbana campus with five couples in two automobiles. They left the Friday afternoon before the game and stopped overnight in Mattoon, Ill.

New York

Caba Forman, executive with Sandy Moore Distributors, returned from a European business trip this week and left the following day to join Sandy Moore in Florida where both men are handling some business deals.

Mayer Parkoff and Gordon Howard of Atlantic-New York recently visited Tommy Kemp of the firm in New York. Also visiting Caco was Irv Kempner of Ronyou Sales.

Robert Michelson, 70, Biltmore, published in the Evening Post Saturday (15) with the funeral following. The funeral service was held at the box office until his death. His route is now operated by orange, green, and white routes.

The Music Operators of New York has its annual dinner meeting and plans for officers Tuesday (25) at the ParkShields Hotel.

Washington

By DELORES NEWCOMB

Business at Hirsch Machines continues good. Company hasn't lost last by all the "necessary talk," says Treasurer Roger Spilman. Again this year, Hirsch will give turkeys to employees for Thanksgiving. Christmas bonus arrangements are being worked out, too. Roger is mighty proud of his game, he says with good reason. He has won four tournaments this year, sponsored by the Variety Club and those by local clubs.

Hirsch de la Viez has been busy getting ready for the Variety Club Personality Dinner. Hirsch, who is chief backer of the local Variety Club, is keenly interested in arrangements for the dinner to be held next February, chosen as the Personality of the Year.

The Washington Music Guild is still inactive as a group, but indications are that definite plans for future action will be formulated soon. Principal of the Guild have been meeting informally and hope to announce a program before long.

Rainy weather has been bad business at Pennhalls Arcade, but Herb Brown believes that business generally will be better in the coming month.

Milwaukee

By BENNOLLMAN

Contractions are at work expanding the headquarters of Red's Novel shows, 1952, for next year. According to owner Red Jammet, the project will provide a new workshop in the rear of the shop, plus a holding platform. It is also backed by a hanger trip to South Dakota. Jammet reports he brought down his limit of 37 pheasants.

Interests in stereo records are strong, according to owner proprietor Mrs. Clarence, of TV Doctors. "But some operators who deliver new stereo juke boxes receive a full supply of records for their distributors. That idea should be expanded for a disk market for a while," he notes. Stop at Radio Doctors for disks recently included Robert Race, Green Bay, Bob Fenner, Wausau; Blue De Ruso, Fond du Lac, and Mrs. Williams, Bailey's Harbor.

ADVANCE SANITARY VENDOR

The Finest for Vending Flat-Pack Products

Here is a durable, rust-proof sanitary vending machine which has been designed especially for the bean in vending. It is available in 16 sizes for changeup to $1 of any denomination. The bean is automatically dispensed in trays of 1, 5, 10, 25, 50, or 100. A unique feature of the machine is the automatic change mechanism which eliminates both cents and nickels.

J. SCHOENBACH

Factory Distributor of Advance Products

1114 Fifth Ave., New York 17, N.Y. President 1968"
700 Attend RMSA's 2d Annual Banquet

CHICAGO—Over 700 people representing all phases of the music-industry-operations, including record trade-shoppers, were expected to attend the annual dinner-dance of the Reophonic Music Association, the Chicago chapter of that national group, here tonight (22).

Alloho coverage was possible by press time, the show where was scheduled to run some two hours with featured speaker and talent to appear, Dan Bellocio's orchestra was signed for the evening, with the dinner arranged by the Fineline Ballroom.

Among artists scheduled to appear were Eydie Gorme, Shirley Lawrence, the Popper Pots, Frank Lint, Jenny Smith and June Valli.

Other Acts

Earl Kidd, president of the association and co-chairman of the event along with the Joe Falti, stated that the show was scheduled to appear but were definite.

Parkoff Plugs Stereo Music at Assn. Meet

KINGSTON, N. Y. — Meyer Parkoff, president of the Atlantic New York Corporation and directors of the New York State Operators Guild that now is the time for them to capitalize on the consumer's demand by record companies and phonograph manufacturers and立体声jock, here for the Meeting.

Speaking at the NYSOOG meeting at the Governor Clinton Hotel here Wednesday night, Mr. Parkoff pointed out that the public is hungry for stereo music, and he predicted that record collections will be in substantially with the substitution of stereo for monaural. Parkoff was accompanied by Gordon Hows, Atlantic sales manager.

Also a guest at the meeting was Bob Catlin, head of the Alliance of the Bitola Distributing Company. Catlin spoke on the

(Continued on page 98)

Plan New Juke, Game Assn. in Milwaukee

By BENN OLMLAN

MILWAUKEE—Formation of a new coin machine operator's association is expected to be held in the city for the gathering of a county of local collectors to determine if music-machine operators are interested in joining the proposed trade organization. The meeting will be held Thursday evening, November 30, at the first floor, 111-111 E. Wisconsin Ave.

Hoping to set up the meeting and the new group which will rival the existing Coin Machine Operators Association are Sam Hartman, Hartman Distributing Company, Arnold Fantel, Coin Machine Company, Jim Busch and Jerome Frisch, Red's Novelty Company.

Red's Novelty Company. Spokesmen for the proposed group claim that the existing organization has been "inactive," and that there have been a number of complaints about its leadership. Officers of the Milwaukee Coin Machine Operators Association currently are Doug Ogle, president; R. Pink,

(Continued on page 102)

United Preps Stereo Kit for Current Line

By NICK BIRDO

CHICAGO—United Music Corporation will unveil a new stereo kit to be used on their current UPR-100 model in the near future, according to Jack Misner, UMC head. The surprise announcement was made to The Billboard last week.

With the United entry, all five U.S. box manufacturers now have taken an interest in the relatively new stereo recording medium, and the new unit has been fully developed, Misner said, and is expected to go on the production line during the next few months.

Mentag said the firm is also shipping its current UPR-100 kit to distributors and expects to keep increasing production as they go along.

Distributors

United now has 10 U.S. and 10 foreign distributors handling its juke box line.
The Plain Facts about Stereo

Stereophonic sound and the machines to reproduce it—are not new at AMI.

It was two years ago that AMI engineering leadership developed what today is conceded to be the most advanced high fidelity stereophonic sound system available at any price.

This great instrument—choice of a number of world figures and musicians—reproduces both tape and discs with a breadth and depth uniquely faithful to the original performance.

AMI customers have had the benefits of this advanced technical information long before stereo was applied to commercial music.
WHAT DO YOU NEED?

In keeping with AMI's policy never to saddle the operator with equipment he cannot use profitably... and consistent with AMI's leadership in sound, the AMI stereophonic sound system is available at the option of the operator. If muscular sound is adequate for his current needs, he need buy nothing more than the standard single channel multiple horn high fidelity AMI model "1" Juke box to have the very best obtainable.

When the operator is ready for stereo, his model "1" is ready also. All current AMI production is, and for some time has been, readily adapted to the addition of the essential components necessary to produce copier stereophonic sound.

From the start, AMI's attitude toward Juke box stereo may be summed up in the following three plain stated points:

1. It must be true stereo.
2. Where used, it must be low enough in cost...and high enough in earning power so that operators will have a safe, profitable investment over a longer period of time.
3. It must be flexible...and adapted to the wide variety of locations found on every route.

WHAT IS TRUE STERE0?

Stereo is hearing with both ears... with voices and instruments coming to the listener from the position in which they were placed when recorded.

With true stereo, you hear from side to side... top to bottom... front to back...the instrument for the left is 10 feet from the instrument on the right, you should be able to hear this separation.

Obviously, a music system that does not have two adequately separated speaker enclosures, cannot give a true stereo effect—even to the most attentive ear.

What else is needed for true stereo? Are two speaker systems essential? Not necessarily.

For true high fidelity stereo, all speaker enclosures must be identical in design, rigidity, resonance, frequency, size and type of drivers and horns. And above all they must carry the full range.

Attempts to surmount this problem by putting the bass through the Juke box speaker—and only the middle and high frequencies through other enclosures, result only in phase distortion... imbalance... loss of fidelity. They fail to produce the stereo effect.

But what if you have two, perfectly matched speaker enclosures, entirely separated from turntable, components and Juke box mechanism?

Even in that case, the stereo effect may be exaggerated—producing a kind of "hole in the middle" of the music. This is an unnatural sound to the listener, and results in customer irritation and possible distrust of all stereo as a "gimmick."

Engineers have found that with stereo records available today and in the foreseeable future—and even with tape—a third or middle channel is desirable to avoid this hole in the middle effect if the location is larger than a normal home sitting room. The AMI Juke box stereophonic sound system "seizes" the signal from right and left channels, feeding both bass and treble by means of a frequency dividing network to matching horns and drivers to the third, or middle enclosure located in the Juke box proper.

Thus, the ear immediately discerns that the third channel augments right and left channels, producing the full "performer in the room" stereo effect.

Now do you have high fidelity stereo?

Perhaps, but only if you have high fidelity stereo components. You can readily see that with two channels—plus a third needed for true stereo in commercial systems—low signal to noise ratios are absolute musts. Thus the AMI uses a heavy, precisely balanced transcription type turntable with two new motors and new mountings for completely rumble-free performance. Low stylus pressure... featherweight tone arm... special stereo cartridge... two separate amplifiers... stereo pre-amp are of the highest caliber.

These AMI amplifiers and pre-amp surpass all but the most costly amplifiers used for professional and home systems.

It is gratifying that AMI's longer experience in the design and manufacture of stereophonic instruments of unrivaled quality for the home, has made superior components for Juke box stereo immediately available to the operator.

WILL STEREO BE PROFITABLE FOR THE OPERATOR?
Stereo has captured the public imagination. It is already a tremendous business and growing fast.

It is not only new—but true stereo brings the realism of live entertainment into the location.

At AMI we believe this you will soon have some location opportunities for profitable stereo installations.

But no two operators have exactly the same problems—and opportunities. Each situation is different. Some locations will be strictly monaural locations for some time to come.

FROM AMI YOU BUY ONLY WHAT YOU NEED... PAY ONLY FOR WHAT YOU CAN USE

AMI Juke boxes today—as always—are designed and built to fit any location or operator need—stereo or monaural. Your investment in AMI equipment is a sound one. You buy only what you need and can profit from now. You pay for no more than this.

If your choice is monaural—that's what you get—and you've the best.

Should you later want stereo, the AMI you buy today is immediately adaptable to stereo—and you continue to have the best.

A JUKE BOX IS A JUKE BOX

Whether stereo or monaural—a Juke box is still a Juke box. Its purpose from the operator's standpoint is what it has always been: to make money for him!

To this end, beauty of cabinetry, quality of tone, facility of play features, ease of maintenance and service—whether stereo or monaural—are a hallmark of AMI Juke boxes that give the operator plus earning power in every location. HEAR THE DIFFERENCE.

LET BOTH EARS TELL YOU. LISTEN TO AMI STEREO NOW AT YOUR FRIENDLY AMI DISTRIBUTORS.

AMI Incorporated

2500 Eight Avenue, N. E.
Grand Rapids, Michigan
Tune Talk...

Vincent Pace, route- 
man for Chicago's 
Star Music Company, 
tells what records he 
is putting out on 
his machines this week.

the picks

I Got Stung, Elvis Presley (RCA Victor)

"I listened to this record, liked it and got a few to test on 
the route. The reaction was good, so I'm buying heavy. 
Also, Presley has made a poor disk yet as far as my 
stops are concerned. I'm all over the South Side of Chicago—have 
arrests, street cars, foreign spots, young and old locations, 
taverns, restaurants and ice cream parlors. Here's a disk I think 
will go in all places. Take even the foreign spots—they like their 
own music, but every now and then they go for a change—and this 
type of fast tune is usually good."

World Outside, Four Coins (Epic)

"Here's a nice slow, danceable ballad. The melody is familiar — 
taken from the Warwick Concerto. That together with the 
arrangement should make it popular in most spots. This is not 
necessarily for any specific type location—it's what I call 
a good general record. One thing more—this tune's gotten 
a lot of air play. That's always important. I usually pay attention 
to what's played on the radio—I'll generally go on the 
route."

I'll Wait for You, Frankie Avalon (Chancellor)

"This is one of those ′5′ type tunes. But when you've got all 
types of locations—you try things out to see how they go. 
I bought a few of these for my youth locations primarily. 
Avalon's got a good following—he's had a lot of air exposure 
with his shows and all—also some TV appearances. I think 
the disk has potential—we'll see."
WURLITZER
PHONOGRAPHs ARE PRICED FOR PROFITABLE OPERATION

NOW IS THE TIME TO BUY THEM

If you want your business to make more money, make a call on your Wurlitzer Distributor. Right now he is offering new 200 and 104-selection Wurlitzer Phonographs that are tremendous values. All can be converted for Stereophonic Music quickly and economically on location at your convenience.

for the Buy of the Year...

BUY WURLITZER...TODAY

Stereophonic Music has its place, and in that place it will prove immensely profitable. To determine that place is ALL IMPORTANT. It calls for careful analysis of your spots. Take your time in doing it. Take your questions to your Wurlitzer Distributor. He'll help you reach a sound, sensible conclusion. Equally important, make sure you buy TRUE STEREO. Let your own ears be the judge. This is an IMPORTANT INVESTMENT for you. Investigate BEFORE you invest.

THE WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Established 1856
ROCK-OLA

Presents the Only Completely Flexible
“All-Location” Stereophonic Sound System

1. Only with ROCK-OLA STEREO can the stereophonic speakers be placed in the best position for authentic stereo within the location completely independent of the phonograph.

2. Only with ROCK-OLA STEREO can the phonograph be placed in the best position within the location to attract customer play. Thus assuring top earnings.

3. Only ROCK-OLA STEREO gives full range, hi-fidelity, stereophonic sound through the use of 12” woofers, plus heavy duty hi-frequency compression driver horns in acoustically advance-designed enclosures.

4. Only with ROCK-OLA STEREO can you have authentic stereophonic sound in more than one room within a location completely independent of the phonograph.

5. The ROCK-OLA STEREO SYSTEM is completely compatible for use for both stereo and monaural hi-fidelity records.

See and Hear the New Rock-Ola Tempo at your Rock-Ola Distributor today.
The ROCK-OLA StereoTwins offer complete flexibility of location installation.

**Model 1475ST** ... 200 Selections

**Model 1468ST** ... 120 Selections

ROCK-OLA also provides the Model 1475 and the Model 1468 in the finest Monaural Hi-Fidelity.
Abraham Hosts 200

CLEVELAND—Joe Abraham, head of Lake City Amusement Co. in Cleveland, hosted some 200 operators and guests to a week-long unveiling of the Rock-Ola Tempo line, November 2-8.

The showrooms were decorated throughout the week, with operations from the local and outlet districts dropping in for demonstration of the line. Food and refreshments were served throughout.

Hosting the event with Abraham were: George Metz, Paul Cunneen, Charles Koch, George Bynake, Stuart Koslen, Margaret Nomo, Marie Russo, Eddie Miles, Antonio Savicko, Lou Nagy, Warren George, Richard Booker, Joe Lewis, Paul Genshman, Stanley Norsany, Jim Hansen and John Simonato.

Rock-Ola Rep
Representing the Rock-Ola factory was M. Danilevich.
Among those in attendance were: Joe Scherner, Charlie Koch, Joe Woon, Paul Cunneen, Rita Passman, Charlie Comella, Jack Cohen, George Bynake, Russell Levin, Arnold Zeid, Ed Kennedy, Lou Marga, Harvey Nother, Charlie Marino, Matt Yek, Matt Russo, Bill Metz, Leona Koch, Jan Shortman, Kenny Stute, Lampy Bass, Buck Greene & Alexander, Rob Bla- man, Robert Vella, Marie Capella.

Parkoff Plugs
Continued from page 91

Vanguard, new Williams game.

Attending the meeting were: President Jack Wilson, Lester Smith, George Shapiro, Ed Rockwell, Bill Wallace, Collins Town, Harold Fischer and Steve Neko, all of Kingston; Tom Green, Glance, Joe Rech, Tannermville, Max Cohen and Murray Cohen.

Woodbridge: Tom Cahile, John Nosco and Mrs. Bill McCarthy, Horbury, Cerritelli, Mrs. Gertrude Brown and ville, Mike Mulqueen, Walden, Mac Douglass, all of Beacon; Mr. and Lou Wernet, counsel.

GROUP SHOTS OF OPERATORS and guests at the Lake City showing of the new Rock-Ola line in Cleveland recently.

Letter to Editor
Continued from page 91

service would amount to little more than the difference in the cost of paper now used and the kind of paper we might employ for this type of work.

Of course, these little strips could be printed at the time that the shock might be printed or printed separately and glued to the shock at the time record is placed there. There are several angles that could be employed in manufacturing an operators' package, but they could be easily worked out.

I received a letter recently from the Alabama Amusement Association that states that at their last regular meeting, this idea was dis- cussed and endorsed by that associa- tion and every member present. Every music operator that I have had the privilege of discussing this idea with has been very enthusias- tic and their main concern seems to be when will this service be avail- able.

I believe the 'Music Operators' Record Package' will be valuable and remove many burdens from the backs of the music machine operators of the world, and aid them materially in the perform- ance of their duty.

I would be very pleased if it might be possible for you to pub- lish something in the form of a news item concerning the 'Operator Package.' I believe it would be well for you to ask for their comments concerning this type of service. A little publicity will en- able them to receive it sooner, as the record manufacturers are, many times, reluctant to change their style of production without positive- elation for a change.

May I please hear from you at your earliest convenience, giving me your thoughts in the matter.

"Yours very truly,
R. E. Kilian, D.D.S.,
Anniston, Alabama."

Senate May Start Coin Probe Dec. 2

WASHINGTON—Chances are good that the Senate Committee on Rackets in Labor and Manage- ment will begin its probe of the coin machine industry December 2.

Committee sources told The Bill- board last week (18) that the probe will "most likely" begin the week of November 24 "lining up" the coins phase of the probe and will "probably" be ready to go by December 2.

Names of the individuals who might be called upon to testify before the McClellan group have not been announced.

New Milw. Ass'n
Continued from page 91

Clearly outline the needs for a new, more effective group.

A rough draft of proposed by- laws of the new trade association has already been prepared for pre- sentation at the first meeting. App- roximately 60 Milwaukee County coin machine firms are eligible for membership, and the organizers are anticipating that at least one-thousand of them will attend.

An attempt will be made later on by the fledgling group to draw up a code of business principles for all coin firm members to fol- low. Objectives of the code will be to (1) encourage a greater degree of friendly co-operation amongst all elements of the industry; (2) elimi- nate commission rate chiseling, and location sniping, and (3) support ways and means of providing oper- ators with a fair return on their investments.
Reliable Background Music

in a small package

drives 20 or more speakers

endless tape
fully automatic
all transistor

Fidelivox

Distributors, you now have a low-cost, fool-proof background music system for dining rooms, lounges, restaurants, taverns, stores, banks, supermarkets, factories, offices, parks, arenas, rinks—any indoor or outdoor places of amusement.

Fidelipac endless play tape cartridges are available in 300, 600 and 1200 foot sizes. Unlimited music supply is available from many leading recording companies—sources on request.

Fidelipac cartridges are available in quantity to packagers of music.

Fidelivox background music system features do-it-yourself ease of installation—a screwdriver is all that's needed to install and adjust loudspeakers. A choice of 70 volt line output or 8 ohm output is selected by simple flip of a switch. The 70 volt line will operate as many as 20 or more speakers.

Once installed, Fidelivox operation is as simple as putting a penny in a parking meter. Fidelivox is fully automatic—no handles, buttons, levers or mechanical devices to pull, push or turn. Just slip the cartridge in or slip it out. But in or out, the capstan rubber idler is never against the capstan unless power is on and the machine is in motion; “flats” cannot develop.

Fidelivox operates at 33 1/3 per second with wow and flutter under .3%; seven transistors (no tubes) deliver undistorted power output of 8 watts with 10 watt peaks.

A built-in microphone circuit permits use of either carbon or dynamic 50 ohm microphone over simple two-conductor wire of any length. When mike switch is pushed, music mutes for voice over.

Use the handy coupon for detailed information.

---

Stereophonic Automation Corp., Dept. B-1
8225 N. Christiote Avenue
Skokie, Illinois

Please send me complete details regarding (check one):

☐ Availability of Fidelivox Distributorship
☐ Name and address of nearest distributor
☐ List of music sources
☐ Quantity costs of Fidelipac Cartridges

---

NAME:

COMPANY NAME:

ADDRESS:

CITY:

STATE:

ZONE:

Copyrighted material
## Coin Machine Price Index

### How to Use the Index

**HIGHS AND LOWS.** Equipment and prices listed below are taken from advertisements in the trade press. Listings are based on the highest and lowest prices on all equipment which have been advertised during the 10-week period. Prices given in this Index are an indication of what prices are being used for equipment at the time of publication, and do not reflect what prices will be charged in the future. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously stated, for example, to depend on location, the territory, and other related factors.

*(For 10-week period ending with issue of November 17, 1955)*

### Coin Machine Price Index

#### MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
<th>High Low</th>
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#### SHUFFLE GAMES

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#### ARCADE EQUIPMENT

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### Mean Average

The mean average is a computation of the average of the highest and lowest prices on all equipment advertised for the period indicated and reflects the disparity in what the dealers are paying for the same equipment, based on average. Therefore, when the mean average is nearing the highest and lowest prices, the dealer is not paying an exaggerated price for the same equipment.

For "as is" on "distressed" equipment.
AMUSEMENT MACHINES
TWO NEW GAMES
Bally Preems In-Line Speed Control Shuffle

CHICAGO — Carnival-Queens, an in-line pinball, and Speed Bowler, a shuffle baller, were shipped to distributors by Bally Manufacturing Company last week.

Carnival-Queens introduces a new play feature to the in-line pin field. It combines regular in-line scoring into a "section scoring" which might best be described as "combined in-line and reverse." Speed Bowler, the new shuffle, gives varying scores for strikes and maybe a free ball and a player who delivers puck on each shot.

Magic Screen Moves
Carnival-Queens' playfield is framed as a trampoline type, but the backglass has a new built-in "Magic Screen" which the player can manipulate left or right by pressing buttons on cabinet. Screen can be moved after the first ball has been shot, depending on panel or "game" the player dates. The left and right side and shoot to fill out numbers in any of seven varicolored sections for "out-line" scores.

Gottlieb Ships Sittin' Pretty, Single-Player
CHICAGO — D. Gottlieb & Company announced last week a new single-player five-ball pin game, Sittin' Pretty, for the trade magazines.

Object of the game is to hit ball targets by the number of "drunk" clowns, numbered from 1 to 7, on the backglass scoreboard.

Decorated with carnival atmosphere, the five-ball machines display clowns, seated above tanks of water, objects in the popular "drunk" clowns at a distance 50 points. Hit the target and see the individual clowns drop suddenly into the tank.

Drinking any three clowns in a single play will result in a bonus score, special. Dropping four, five, six or seven clowns in a row, scores more free plays. Playfield has six contacts which, when hit, spin into target number, changing number of clowns to be drank.

Lights flash on backglass as each target is hit, showing clown, seated above tank, falling into tank at random of between drums. Lights will light up at end of game to rate player's performance. "Excellent," "good," or "fair."

Eastern Game Mfrs. To Display at Pk. Show
NEW YORK — Eastern game manufacturers will have their annual convention of the National Association of Amusement Parks, four days of "Get Together," starting November 29 — December 3 will include educational sessions. Speakers include Howard M. Muven, Philadelphia Toboggan and Irving Katz, General Manager of the firm whose 1959 version of the Auto Test, Record-A-Vote and Kiddie Minitest Ferris Wheel.

The Auto Test differs from last year's model at a 15-foot tower, which has been improved in its design, to a new mint condition. List price is $2,800.

Ferris Wheel
The Ferris Wheel is designed primarily for the kiddie land, a coin-operated, one-ride affair which requires a 30-40 inches of floor space. Height is five feet. The car ride is set at a 45-degree (Continued on page 105).

Seven Chi Firms' Ready Coin Exhibits for NAAPPB Show

CHICAGO — Who's the Sticky? Coin machine firms shaped up their exhibit plans for the park show here November 29 — December 3 and are expected to please up this week.

The show is expected to serve as the unprecedented presentation of new amusement games, and as the showcase for a large number of new coin machines recently introduced.

Fifteen coin machine firms are slated to exhibit, including Al Chicago-based companies.

Coin equipment exhibitors signed include: Auto Photo Company, Los Angeles; Bally Manufacturing Company, Chicago; Capital Recorder Corporation, New York; Chicago Coin, Chicago; Chicago Manufacturing, Inc., Chicago; Chicago Coin Manufacturing, Chicago; City Supply Company, Chicago; Logon Distributing Company, Chicago; Williams Manufacturing Company, Philadelphia; Philadelphia Toboggan Company, Chicago; and Harvard Metal Taper, Inc., Chicago; United Manufacturing Company, Williams Manufacturing Company, Chicago.

What's Showing
Bally hopes to move one or more new coin machines into the show. The firm will also show its new Speed Bowler, shipped last week (see separate story this section). Speed Bowler, a shuffle baller, and the Spook Coin Kiddle target game, were both planned for exhibit, according to Herb Chesterman, vice president, production.

Chicago Dynamic, according to Harry Clik, sales executive, exhibited "spook coin exhibit pieces" in amusement games at the show. The firm will definitely exhibit in Commando machine gun mad, which will be set up in firing action, in addition to the exhibit hall of the Sherman. Both regular and starter sets will be shown. The firm will show its current line of coin games, including the new Bowler, double ball and ball players' choice, ball bowler; and possibly the Criss Cross hockey game and the Cargo surround machine.

J. F. Frantz will display its Quickie & Catcher and Dodge City coin operated bowling machines, Bally Sport shooting gallery, and a 2-place Carnival designed by John Frantz, president.

Vending Line
Logan Distributing Company owner, Jack Nelson, reports his firm will show the Vic Zip Vending Corporation, one of the Victor Triple-Vendors on console stand. (Continued on page 106)

2 Local Assns. Sign Members For State Org
NEW YORK — The Rochester Amusement Machine Association and the Syracuse Amusement Machine Association now have 100 percent membership in the New York Coin Machine Association (NYCMA) delegation of Bob Charles, vice president. Mr. Charles is president of the Stretch Hamner. Business manager, who will make the two local organizations and so agreed that the local groups pay no dues but all members from the two local organizations. members with the members reimbursing their local organizations.

Tom Green, president of the State group, was unable to attend the meetings because his firm had just broken his arm.

Tiger QB Son Of Phil. Coinman
PHILADELPHIA — Gene Loe, of the Philadelphia Eagles, is a fan of Princeton University's football team. So is the owner of the team, Leo Loe, Empire Amusement Machine Service and board member of the National Amusement Machine Operators of Philadelphia.

Loe, a former quarterback, also plays three times a week, and he and his team's leading batter. Loe plans do not include Princeton, but he does receive letters from fans, nor are they a large fan of fans, and he plans to go to the local teams. He plans to plan next year.

(Continued on page 105)

CHICAGO — Windy City coin machine firms shaped up their exhibit plans for the park show here November 29 — December 3, and are expected to please up this week.

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(Continued on page 105)
Bally Slates "Boost in Kid Ride Output"

Sees Fresh Group of Ops Interested
In Mappet Trade; Skeds 4 New Models

CHICAGO—Bally Manufacturing Co., noting an expanding interest for coin-operated kiddie rides, plans a sharp increase in production of such rides this year.

The firm will unveil one or more of the new models at the park show (NAATPB convention) here November 29-December 2. Jones said a recent Bally survey shows more and more established games being converted to this kind of ride. He noted the firm has already begun to set up routes devoted to kiddie rides in addition to their game-room activities.

Model-T High

Among the firm’s most recent ride introductions, the Model-T auto ride has been the most successful production-wise. According to Bally figures, the Model-T has sold 30 per cent more than the Bally motorcycle ride on the production lines. Both rides are ranked high among the top ten rides in the kiddie ride “hit parade,” which rates each ride model according to the number of gross receipts per unit. According to The Billboard’s latest report on ride grosses, the Model-T has surpassed First (The Billboard, October 6). By far the top ride production-

Midway in Groundwork
On Three New Games

FRANKLIN PARK, III.—Midway Manufacturing Company, the newest amusement equipment firm formed last month by Marvin W. Wolvoson & Associates (The Billboard, November 3), is planning for the groundwork for these three new games.

Midway is currently engaged in gathering up 5,000 square-foot area at 10136 North Avenue here for game engineering, design and production. Wolvoson and Ross, partners in the enterprise, said last week they have ideas for three new game products. The two highly experienced men are now devoting much of their time to design and parts of these game and model machines; sales products.

When all the parts have been manufactured, the firm will begin mock-up on the first of the new games.

The board to the firm’s production and sales plan is low overhead factory and streamlined operations. Midway plans to produce game products for operators of both the national and the local markets, with a view to retaining quality and efficiency. They hope to be able to sell these at a relatively lower price.

The National Association for national sales are expected to be made after January 1. Production dates have not yet been set.
Rock-Ola Distributors Show

H.Z. Hosts In Des Moines

DES MOINES—The First Des Moines Hotel here was the scene of the showing of the new Rock-Ola Tempo line to surrounding area operators by H.Z. Vending & Sales Company, recently.

The showing was hosted by Hyline Zorndick, head of the firm, which headquarters in Omaha, and the company is one of the 70 operators and guests in attendance at the unveiling.

Among those who were there: Paul Nelson, Wayne Nelson, Lloyd Cooper, Oscar Brown, Mr. and Mrs. William Banks, Jim Tilson, Bill Green, Lindon Duvall, Ed Beis, Ernest Bonafides, Mr. and Mrs. Ron Marston, Mr. and Mrs. Howard Hilt, Mr. and Mrs. Chrislison, and Jack Harris.

Mr. and Mrs. John Esenberg, Mr. and Mrs. Phil Emison, Leo Miller, Mr. and Mrs. Morris Stecklenburg, Jack Rock, Harry Schumacher, Mr., and Mrs. Mike Littman, and Mrs. George Ochel and Dick Cleen.

Badger Show In Milwaukee

MILWAUKEE—The spirit was genial and the atmosphere was electric at the Badger Nvidia Company, in true Tyrolean fashion, threw the doors of their new building last week, unveiling the new Rock-Ola Tempo line to surrounding area operators and guests, November 2-8.

At the unveiling, the sales team took the occasion to show the new stereo and mechanical models demonstrated.

While smartly dressed in the atmosphere of the event, Bob Spellman, manager, George Kinnon, Hansz, and Van Zon, Bay Van Zon, and Fabiano Caratz.

Fabiano Hosts Detroit Trade

DETROIT — A showing that looked more like a grand celebration of some event than a regular unveiling was hosted here November 2 by Fabiano Distri- buting Company.

More than 300 operators, writers, and members of the press attending the event. The new Rock-Ola line was unveiled to the trade together with a program of events, reception, and introductions to the new model.

Frank Fabiano, president, together with Leo Neufeld, sales manager; Tom Fink, pool manager, and Mamie D. Folks, office secretary, were on hand.

The event was hosted by Jackie Ferbrache, recording artist; Mike Garta, magician, and local entertainer, Tommy Ascott. The buffet was catered by a local firm with a full staff of service personnel to handle the large number of guests.

Auto Test Ride In Plymouth Promotion

NEW YORK — Capital Producers, local business motors, and motorists who rode in the special operations and involved with the use of 24 of the firm's Auto Tours with the Plymouth Division of the Chrysler Corporation.

The rides are now at the Detroit Auto Show, which will tour the Detroit Area Saturday (22) and then be stopped at the park in the area of 1,000 miles, with each machine equipped with the Auto Test see-through.

Each ride is converted for parking with the machine in the same as the front of the 1959 Plymouth — hood, seat and engine.

Object of the promotion is a driving tour for specifications at the show. With each race, 24 show vessels are seated in their Auto Tours. All 24 promotions show identical driving situations.

Each machine will be machine, if they go more than 55 miles per hour. They are all confined with the time obtained. A machine bearing a board shows the progress made by each of the units for the race, and is in progress.

When the race is over, all the drivers of the winning car light up. The races will be held continuous with the machine. Each race will be broadcast as soon as the first race is in progress, with a new batch of contestants for each race.

The promotion will be repeated at the Chicago Auto Show, to be held January 13-24, San Francisco, Capital Executive, and Dramatizations, Inc., Chicago display and promotions firm worked on the details of the Plymouth promotion.

COINMEN YOU KNOW

If You Haven't Taken Advantage of the Newest in Background Music—Check With Us on the NEW

CINE-SONIC TAPE REPEATER

Along With A Fine Line of Reasonably Priced Speakers

Empire Coin Machine Exchange
1012-14 Milwaukee Ave., Chicago 22, Ill. Phone: EVERGLADE 4-5000
DETROIT BRANCH—14344 Franklin, Detroit, Mich. Tel.: Broadway 3-2150

PLANNING AN ARCADE?

CONTACT MUNVES for a complete presentation on how you can earn greater profits operating an Arcade. 902-172-257, Extension 1. Munves, Inc., 577 Pennsylvania Ave., N.W., Washington, D.C. 20004. Munves also offers 172-257, BUTT PROFITS when you do things the Munves way! Contact us today!

VISIT BOOTH 172 DURING N.A.A.P.P.B. SHOW!

BINGO MECHANICS WANTED

NO DRIFTERS! GOOD PAY! STURDY WORK!

Give qualifications and reference in your first letter.

Write to Box #939

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

New LUCKY HOROSCOPE

5c, 10c or 25c PLAY

- NATIONAL COIN REJECTOR in each machine
- NOW has TWO coin returns and other new features
- EASY TO LOAD

WRITE FOR FREE SAMPLES

MUNIVES CORP., 577 Tenth Avenue New York 36, N. Y. 392-9-477

CINE-SONIC TAPE REPEATER $569.00

BAUSCH & LOMB TELESCOPE $75.00

NEW MACHINES

Winc VANDANCE Coin Operated MACHINES

Metal Type

Kid Coin Operated Machines

XEROX MACHINE

Horse Rides, Circus, and Valets

BINGO MACHINE

KIDDIE RIDE MACHINES

Concession Stands, Posters, Signs

MAN-MADE ICE MACHINES

FIRE PROOF SAFE

DISTRIBUTING CO.

GIVE TO DAMON RUNYON CANCER FUND

An H.Z. distribution meeting was being held last week to move to their new home at 1997 North Third Street. The first distribution meeting made by Fisher is the best selling game wagon heard of in this city. (Continued on page 96)
COINMEN YOU KNOW

*Continued from page 103*

For DUNIS
The first and VALLEY
Model Single Billboard, BUMPER letter.
LINE AVENUE AMUSEMENT
TABLES

Pulce LATEST Denominations Available
Each The die accuracy.
Ringo
Cooper, for each table.

When answering ads . . . . . . Say You Saw It In The Billboard

DUNIS DISTRIBUTING CO.
100 ELLIOTT AVENUE WET
SEATTLE 99, WASH.

(queries accepted now for local distributors)
**Game Mfrs. at Pk. Show**

*Continued from page 101*

angle and the motion is at a slow rate. Midway music, on tape, plays while the car is in operation. List price is $995.

Another piece of new equipment to be shown by Capitol is the Record - A Voice Audition Booth, which allows the patron to speak into a microphone and then plays back the recording. It is designed as a companion piece for machines that deliver recordings of the customer's voice.

The cycle starts when the customer drops a dime in the coin chute, receives 60 seconds, and plays back immediately. Dimensions are 30 inches wide, 26 inches deep, and six feet high. List price is $395.

Capitol will also bow its equipment rental program for operators who feel it may be more economical to lease equipment than to buy it.

**Phil, Op Banquet**

*Continued from page 101*

Joe Damania, Chancelor, and Frank Avalon, Chancelor, who introduced his latest release, "Don Dino.

The festivities were caused by Joe Sullivan, AMOP business manager, who presented a merit award to Bill Rodstein, past Association president and current owner of the Latimer Cafe. Rodstein was given a loving cup for creating the Sinatra Room in his hotel, a room which has the nation's largest collection of Sinatra records.

The following officers and board members were presented with gift certificates for their wives: Sam Stern, president, Joe Levin, vice-president and board chairman; Sam Moss, secretary; Frank Urban, treasurer; Jules Slavin, financial secretary, and the following board members: Jerry Litts, Frank Fronimos, Alex Weisser, Sam Klein, Bill Slavne and Bob Weissblatt. Klein was unable to attend the meeting, but his son accepted the award in his behalf. Also honored was Ronnie Nelson, secretary to the business manager.

Highlight of the award presentations was the citation given to Joe Silverman by Joe Levin on behalf of the Association. Levin told how Silverman took over the executive functions when the Philadelphia group was a new struggling organization and how he helped build it to an active association of 100 members.

**NEW** Electronic Amusement Game

**Features never before seen**

- **Amusement Galore**

**Wait'll You See**

**Auto Bells**

**NEW Electronic Amusement Game**

- **Features never before seen**
- **Amusement Galore**

**On Display**

at N.A.A.P.P.B. Show, Hotel Sherman, Chicago

**BOOTH 114**

**Automatic Street Cleaner**

- A natural for Parks, Parks, Beaches, Arcades, Directories wherever people congregate
- Operates easily for one man
- Ideal for powered, semi-automatic, comb, bell-hoovering

**DEUCES WILD**

2-Player

Roll down poker table

Spinning both bars until following game, optional moving mechanism with, coin drop mechanism, controlling one 30" x 30"

5 Balls $5

**FAST ACTION**... **EARNING POWER**

**BALL VIEWER MODEL**

Deluxe

Competitor

6-Pocket

Pool Table

Eliminates "Free play"... amounts trouble-free operation...

**NEW** Mahogany finish with gold trim

plus matching mahogany Service top roll

See them at the

N.A.A.P.P.B. SHOW and...

**Irv Kaye's HOUSE FULL of Quality!**

Irv Kaye's Automatic Graveur No. 11501 Union Ave. New York 15, N.Y.

**Ball Bases**

**WHAT'S NEW IN COIN MACHINES?**

WHAT ARE THEY GETTING FOR USED EQUIPMENT?

WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING?

**BARGAINS ALL WILL TRADE!**

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<td><strong>GAME SALES CO., MEMPHIS, TENN.</strong></td>
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**Find out every week in**

**The Billboard**

Order NOW at LOW Subscription Rates.

The Billboard, 2140 Patterson Blvd., Cincinnati 25, Ohio (C) Please send me The Billboard for one year, $5.00 (Foreign rates, one year, $13)

Name ...

Address ...

City ...

State ...

958

**Irving Kaye Co., Inc.**

1537 BERGEN STREET

EAST RUTHERFORD, NEW JERSEY

Order Today!

**Irving Kaye's HOUSE FULL of Quality!**

Irv Kaye's Automatic Graveur No. 11501 Union Ave. New York 15, N.Y.

**Ball Bases**

**Wait'll You See**

**Auto Bells**

**NEW Electronic Amusement Game**

- **Features never before seen**
- **Amusement Galore**

**On Display**

at N.A.A.P.P.B. Show, Hotel Sherman, Chicago

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**DEUCES WILD**

2-Player

Roll down poker table

Spinning both bars until following game, optional moving mechanism with, coin drop mechanism, controlling one 30" x 30"

5 Balls $5

**FAST ACTION**... **EARNING POWER**

**BALL VIEWER MODEL**

Deluxe

Competitor

6-Pocket

Pool Table

Eliminates "Free play"... amounts trouble-free operation...

**NEW** Mahogany finish with gold trim

plus matching mahogany Service top roll

See them at the

N.A.A.P.P.B. SHOW and...

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**NEW** Mahogany finish with gold trim

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See them at the

N.A.A.P.P.B. SHOW and...
ATTENTION, IMPORTERS
Year End Clearance
100 Late Model
Seeburg, Wurlitzer and AMI Phonographs
Drastically reduced. Write for lists.
Exclusive Garlick, Williams and Seeburg Distributors

FREE! FREE!
56-PAGE CATALOG
with complete Price List,
Exclusively for
IMPORTERS!
Fully Illustrated
Send for your copy today!

NEW CHICAGO COIN PROFIT-MAKERS!
TWIN BOWLER
PLAYER'S CHOICE BOWLER
CRISIS CROSS HOCKEY

Want To Buy!
CASH or TRADE
Chicago—Bally—United
SHUFFLE ALLEYS
BALLY BINGOS

Waves

ATTENTION, IMPORTERS
Year End Clearance
100 Late Model
Seeburg, Wurlitzer and AMI Phonographs
Drastically reduced. Write for lists.
Exclusive Garlick, Williams and Seeburg Distributors

FREE! FREE!
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CRISIS CROSS HOCKEY

Want To Buy!
CASH or TRADE
Chicago—Bally—United
SHUFFLE ALLEYS
BALLY BINGOS

Making More Money for Operators...
1 to 7 Coins Per Play
KEENEY'S DELUXE BIG TENT

- Its universal appeal to all players
  is accounting for substantial long-run earnings.
- Keeney's Deluxe Big Tent
  defies comparison on Principle of Play appeal,
  earning ability, original cost, security of investment.

Features:
- One to Seven Coins Per Play
- Optional Nickel, Dime or Quarter Play
- Colorful Backglass Scoring
- Records Free Plays
- Expertly Engineered and Correctly Built to Minimize Service Calls
- Handsome, Deluxe Wood-Grain Finish
- Write—Wire—Phone TODAY!

J. H. Keeney & Co., Inc.
3500 W. FIFTH STREET — CHICAGO 22, ILLINOIS
Telephone: Ranelagh 4-3200

COINMEN YOU KNOW
Continued from page 105

smartly. He and salesman Dan Brown traveled to Webster, where Adolph Dough had set up a Seeburg stereo unit in a location. Bob Jones also went up and all say results are fine.

Salesman Dave Bickmore has observed at the foreign car show in Boston being sponsored by a French Peugeot. Dave says he'll wait for a convertible. . . . Teleson has taken over the United line of games and finds the machines attracting interest. . . . Julius La Rosa stopped in to say hello to Jerry Flatto at Boston. Revard Display, and later went into Trimont to hear the stereo.

The beautiful Indian summer weather brought many operators into towns far away from traveling. A delegation from Bristol, Conn., included Art Rhode, Pete Sama and Ernie Ceramonde. Ed Wimer, Newport, R.I., also was shopping around, as was Hershell Mitchell, Tony, N. H., and Ray Farrell, Taunton.

Detroit
By Hal Reoves
J. B. Howard is opening Howard's Amusement Center, a new Arcade in the uptown section at 8838 12th Street. . . . Games are being placed by the A. B. Young Company, headed by Abra R. Young, who operates Arcades at amusement parks along with a game route. . . . Alex Kramer has become president of Automatic Caterers, Inc., which is a subsidiary of Interstate Detroit Coffee Company, which Kramer also heads. F. S. Koppelman remains as vice-president under the new set-up.

Richard M. Koppel, Interstate vice-president and general manager, reports the firm has taken over automatic feeding of 66 people at the General Motors Transmission Plant at Willow Run. . . . Maurice J. Feldman and his partner, Finkel Silver, who formerly had the S & F Amusement Company, have re-registered title to the Central Coin Machine Exchange, one

Kaye

**ATTENTION**
N. ILLINOIS,
N. INDIANA and IOWA OPERATORS—
SITTIN' PRETTY
GOTTLIEB'S NEW THRILLER!
Will Leave You
"Sittin' Pretty"
In Your Locations!
YOU'LL BREAK RECORDS WITH:
- a Stunning Clums Footprint: Dark Clums Footprint is rubber. Black Footprint is for any A, B, C, D or E converted machine! Exclusive footprints in footprints! Exclusives! Many others! (See page 177 for complete description!)

ORDER NOW FOR IMMEDIATE DELIVERY!

NATIONAL COIN MACHINE EXCHANGE
1111-12 Chicago, Ill.
B Wendell 1-3231

COIN, POOL TABLES

"VISIBALL" TRAY
Best method of ball identification ever devised. Balls pocketed are visible in open tray at front of table. Balls may be turned for checking but can not be removed for replacement. Standard equipment on all Fischer pool table!

AUTO-RESET SCORING
Sure-fire safeguard against player controversy! Easy to understand and uses a scoring disc, so each ball pocketed is counted, is color keyed to players' scores. When game is completed, both automatically and in seconds ready for all discs. Optional equipment on Fischer 6-pocket tables.

See these Fischer features on
IMPERIAL VII, IMPERIAL VI and
DELUXE 6-POCKET TABLES
and PARTY POOL... the unique 8-Game bumper table type with exciting 6-pocket play appeal!

Visit your distributor, or write Bill Weikle.
FISHER SALES & MFG. CO.
9 B. Clinton St., Chicago 6, Ill. April 3-3214

To Dealees by Special Postal Arrangement
COINMEN YOU KNOW

Of the oldest active distributing firms in the city, specializing in the amusement game field.

Earl E. (Mike) Benson, who operated the Michigan Nickel Company, one of the major long-established amusement game routes in the area, is establishing the Benson Music Company in the environs of Chicago, Ill. Helen Mandalla, widow of Steve Mandalla, is taking over direct ownership of the extensive cigarette machine route operated by her husband under the name of Olympic Vending Company. She has been administrator since his death last December. Her sons, Constantine Mandalla, continues in direct charge of servicing on the route.

Vaugn L. Demitjou, who has been with the Patterson Music Company for a number of years, is establishing his first independent venture with the purchase of the Lees Music Company. This paper has firm was owned by the late Bode Abraham, who died about a year ago, and Demitjou is taking over the operation from his widow.

Murray Starfield, an electrician, is entering the vending field with what is believed to be the first route of mixed snack vendors to be established in this area. He is calling his new firm the Murray Vending Company, and establishing headquarters in the north-end suburb of Oak Park. Roger L. Chapman, a newcomer to the coin machine business, is forming the Dairy Fresh Milk Vending as a partner with Thomas H. Doverspike, handling milk and orange drinks.

"Stereo is the thing," says Richard V. O'Meara, manager of Music Systems. O'Meara says that all stereo installations so far going in are on contract, with a higher percentage-60-40 instead of the usual 50-50—and at time play is what has generally been a nickel town. This placement program is being backed up by signs and nuggets at point of sale. A policy of local newspaper advertising is under discussion to bring in the public.

ATTENTION OPERATORS!
We're Changing Our Route Equipment

Call or write for wholesale prices to the operator on 1700's, 1800's, 1900's, 2000's, 2100's.

Unbelievable Prices!
Shop & Ready for Location

BINGO
Stout ..... $5.00
Free.. ..... 4.00
Caravan...... 9.00

ARCADE
C.C. Concert Purl, New ... $145.00
C.C. 11-ft. Bowler ....... $125.00
C.C. 14-ft. Bowler ....... $325.00
Seeburg Coin Hunt. ....... $125.00
Dime Gun ....... $65.00
1-Pt. Ball Eye Shanghai...... $412.00
C. C. Classic ..... $95.00
1% down, balance C.O.D.

WANT TO BUY

SMALL BOWLERS

BOWLERS (Oak)

Cleveland Coin Machine Exchange, Inc.

WOULD EXPORT

WURLITZER

1900 ..... $495
2000 ..... $495

AMI

E120 ..... $295
F120 ..... $395
F80 ..... $365
G120 ..... $450

WANT’LL YOU SEE

THE NEW

HIGH-SCORE

PUCK-TYPE BOWLER

BY

Bally

REALLY NEW SKILL APPEAL

PEPS UP PLAY IN A HURRY

when answering ads ... Say You Saw It in The Billboard
COIN CALENDAR
Association Meetings Scheduled. Check for Changes.

November 25—Music Operators of New York, Inc., quarterly meeting, 250 West 57th Street, New York City.
December 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
December 1—United Music Operators of Michigan, monthly meeting, Ft Wayne Hotel, Detroit.
December 1—California Music Merchants Association, Oakland Division, 311 Broadway, Oakland, Calif.
December 5—Washington Music Merchants Association, monthly meeting, Seattle, Wash.
December 5—Music Operators' Society of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Middletown, Ind.
December 5—31st County Music Operators' Association, monthly meeting, Akron, O.
December 6—Phonograph Merchants Association, Cleveland, General Meeting, Holland Hotel, Cleveland, Ohio.
December 6—California Music Merchants Association, Sacramento Division, Sacramento Hotel, Sacramento.
December 6—Eastern Ohio Phonograph Operators' Association, 3104 Bush Boulevard, Youngstown, O. 0.

FOLK TALENT AND TUNES
Continued from page 48

If need be, consider using small sample platters for your weekly shows that originate within the institution and which, he says, are enjoyed by approximately 6,000 inmates and outside the walls. "Rebel-Round-Up," heard from all mornings, features c&w and religious music. "Mr. Go Round," heard Monday nights, features an hour of pop and country music. Religious and hymns are heard early Sunday evening, with a show made up of jazz records following later that night. In addition to the above programs, Young says they are also preparing half-hour tapes, with music furnished by the inmate orchestra, to be played on various Jackson stations. Artists or record firms may address Young at 4000 Cooper Street, Jackson, Mich.

Skeeter Davis has a new release "I Ain't a Fallin' in Love." Expecting a RCA Victor release this week.... Hardrock Canister has a new platter on the Columbia label, "Let Me Be a Fool" b/w "It Will Snow." Sporting a new bitcast on the same record, Bob Sanders, with "I Can't Resist You" b/w "I'm So Afraid." Desires wanting copies of "Coverman samples" should write to Hal Smith at 4705 Gallatin Road, Nashville, ... Eddie Shenton, still presenting his TV stand on WJHL-TV, Johnson City, Tenn., each Tuesday, says he has detective samples available on his new Dixie label release, "Without You." (Continued on page 100)

SHAEFFER SPECIALS
Seeburg
KD200H ....... $795.00
Like New
V200 (N. Receiver) 
Reconditioned—Refinished 
$595.00
HF 100R ........ $575.00
M 100C .......... 395.00

WURLITZER
2150 (200 sel) .... $640.50

CIGARETTE VENDORS
EASTERN MARK II
22 Col. ........ $225.00
Reconditioned—Like New
CORSAIR 30 Col. .... $275.00
Looks—Operates Like New

GUARANTEED BY
SHAEFFER MUSIC COMPANY
Write for Illustrated Catalog
849 N. High Street
Columbus 8, Ohio
Phone AX 4-6614

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

ALL GOTTLEIB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.
Toll on my record library, and the record companies, after servicing me for years, don't seem to be interested in the possibilities of my giving their releases the proper exposure. However, I need records badly, Collie's home address is P.O. Box 1991, Hollywood 28.

Al Shade, who whilst the country music is still going like a house affre in his area, "Country artists are always welcome to drop by and appear on my show to plug their current releases or just to say hello." At type writes, "I'm on each Saturday afternoon, 3-3. By the way, I recently became the proud papa of a daughter. Our boy, Faron, is now 2...."

Bob Jennings continues to spin a few music almost four hours a day, six days a week on WLAC, $60,000-watt in Nashville. To prove that country music is definitely on the up-grade, Bob points out that he has more time on the air, more sponsors, and mail is better than it has been in the four years that he has been doing his program.


ROSEN MUSIC SPECIALS!

AMI H 200'S LIKE NEW ...
AMI G 200'S LIKE NEW ...
SIEBURG V 200'S ...

PHONE. WIRE. WRITE TODAY
1/2 with Order. Balance C.O.D.

DAVID ROSEN
LITTLE ROCK, ARK. 4-450
PHONE: STEVENSON 2-5202

ROSEN MUSIC SPECIALS!

AMI H 200'S LIKE NEW ...
AMI G 200'S LIKE NEW ...
SIEBURG V 200'S ...

PHONE. WIRE. WRITE TODAY
1/2 with Order. Balance C.O.D.

DAVID ROSEN
LITTLE ROCK, ARK. 4-450
PHONE: STEVENSON 2-5202

THE BILLBOARD

AMUSEMENT MACHINES 109

November, 1938

OLK TALENT

EASTERN AND TUNES

Issued from page 168

It Swinging..." Write him in at the above station. Eddie is busy scouting for talent to be signing up in Tennessee.

Walter Wilson, formerly deejay and announcer with the station in South Carolina, now is popular on KCLU's "Cowtown Hoedown," Fort Worth, etc, he shares emcee chores with Horace Logan, KCLU disc jockey, and Jack Smith, who is co-host of "Cowtown Hoedown" guests November 8 in Jim Reeves and band. In the show's regular cast are Patsy Kelly and Patty, when Williams, the Farrells there, the Melody Five, the Joe Starlighters, the Broads, Joe Paul Nichols and Folly. Do Richard-Radio, ofie and Crossroads TV publicity chief, Frighfield, Mo., has again accepted appointment as Missouri Public Information Director for that State's March Diners, marking the third time he has served in a voluntary capacity for the fund drive.

The Juliber Promenaders, with L. D. Keller, adjoined with a mix of Harold Morrison and related Jimmy Gately, this week wind up a fortnight's and in the plush Blue Room the Roosevelt Hotel, New Orleans. Will Mercier, previously president of the needed field, has just had his first release on the Hi label. Bald side is "Not Much To Give," flip is the bright-tented "Call of the Wild." Jim now occupies the good spot in the "Red Foley Show" from Springfield, Mo., Saturday 29. "Jukebox U.S.A." guest for the time date will be Jimmy Walker and Jimmy Valenly.

With the Jockeys

Day samples of Stonewall Jones' new Columbia release, it to "Go," and Pat Kelly's new title on Bluebird, " Frankie," this week his Money Goes," are available by writing to John Kelly's title. Pat Kelly's title, "Famed Attractions, 146 North Avenue, North, Nashville, Tenn.

Jimmy Key, who last week at KUL, Collman, Ala., is sporting a new release on the Loga label, "My Application" b/w "Co-Asiana Sweetheart," both from High Penn, Jimmy says he'll be busy sending copies to any deejays who might have missed Clingennon's new release on the same label, "Wunder Where and Wenzel," in one of our top post-pullers, "KEY type writers.

The veteran c.w. deejay, Collie, shows a line from Los Angeles, where he's now associated with KLAC, one of the nation's major stations. "After 8 years of playing nothing but country music," writes Collie, "they've got me playing all time, the working all day, and at night I am also working taped shows up to various stations and in addition to exchange deejays everywhere, does should contain general do and chatter, spotlighting the "d. j. and his station call letters. Also should be a way to obtain releases from others. Running out of a station since August, 1955, Collie has traveled with the Phillips show, etc., has taken his

chicago coin...Brings You Next Week!!

PLAYERS CHOICE BOWLER

TWO GAMES IN ONE
Player Easily Sets
Games Per Hour
Tune On Records
Any Sound Equipment

Available in
12-12-18 ft. Lengths
Available in 15c or 25c models

CRoss-CROSS HOCKEY

Featuring "Criss-Cross"
Bonus Scoring with 9 Complete Scoring System

Available in 10c or 25c models

TWIN BOWLER

Now DOUBLE Profits with DOUBLE Play!!!
2 Players Can Bowl At The Same Time
As Many As 8 Players Can Participate

TWIN BOWLER is ONLY 48 inches wide and 14 ft. long. Each Lane Operates Independently Of The Other Lane. Designed In 3 Sections For Easy Set-Up! Available in 10c or 25c models

It's On The Way...chicago coin's
8 ft. Shuffle Bowler
Featuring Regulation and Flash-o-Matic
High Scoring All in One Game!

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

TWIN BOWLER

Now DOUBLE Profits with DOUBLE Play!!!
2 Players Can Bowl At The Same Time
As Many As 8 Players Can Participate

TWIN BOWLER is ONLY 48 inches wide and 14 ft. long. Each Lane Operates Independently Of The Other Lane. Designed In 3 Sections For Easy Set-Up! Available in 10c or 25c models
See Sensational New
SECTION
SCORING
in Bally
Carnival Queen

Player may play for in-line scores...combination in-line and section scores...or section scores only. Pictured are 2 of 8 different card patterns that player may select. Before shooting 4th or 5th ball, player may shift patterns back and forth for greatest scoring flexibility in pinball history.

2 NUMBERS IN A SECTION MAY ACTUALLY SCORE AS 5-IN-LINE

Profit Proved

In-Line Scoring with Advancing Scores, Extra Balls and other famous in-line features...plus new Section Scoring...insure biggest play and profit. Get your share. Get CARNIVAL QUEEN today.

LUCKY ALLEY
LUCKY SHUFFLE
STAR SHUFFLE
SPOOK GUN
BALLY BIKE
MODEL T
SPEED QUEEN
TOONERVILLE TROLLEY
THE CHAMPION

See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNITED'S NEWEST SHUFFLE HIT!

NIAGARA

SHUFFLE ALLEY

FEATURES

NEW SPEED-SKILL CONTROL

SPEED OF PUCK CONTROLS FLASHING SCORE LEVELS ON BACKGLASS

- SLOW speed gives low scores in upper levels
- MEDIUM speed gives level for HIGHEST SCORE
- FAST speed gives lowest score levels

NEW! PINs RAISE AUTOMATICALLY AT END OF GAME. DROP INTO PLAY POSITION UPON INSERTION OF COIN

OTHER UNITED MONEY-MAKERS NOW AT YOUR DISTRIBUTOR

- Sky-Maker
  Exclusive New Target Gun with twin Anti-Aircraft "Ack-Ack" Guns. Nothing else like it
- Playtime Bowling Alley
- Cyclone Shuffle Alley

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 10, ILLINOIS

SEE YOUR DISTRIBUTOR NOW!
Hear and see the realism of the first completely integrated stereo music system at your Seeburg distributor. Dependable music systems since 1904.