Spotlighting: -Juke Box Programming Begins on Page 31

PRICE:

TWO SECTIONS

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) MAY 5, 1958

Original Vs. Remake MODERN RADIO 'Tricky' to Rodgers

Master Composer Calls 'Nostalgia' the Toughest Competition in Show Biz

By BOB BERNSTEIN

Nostalgia is neuralgia, runs the old Rumanian proverb. Those twinges can spoil a sunny day. Richard Rodgers calls memory the ber of years younger is a problem, sight-seeing," says the composer.

of Mary Martin and Ezio Pinza, productions," Rodgers states. forgetting that time and circum-Perry Con the parts.

Show, Kay bie Impact

Eddy Amald seeing Evelyn Laye Belaloute, etg and finding her tavarites. Pen I finally saw signed med internationally in nostalgia had gone to & and I preferred Miss Lave. ades later, she's still the star Bittersweet' to me. Fortunately, here's a large public which never ass the stage play of South Cardic' that now finds the film a brand new experience."

The amazing musician admits wouldn't spend years looking for a renz Hart in 1937, up to date beshow idea." His satisfaction in the film medium, however, now that les's not under a long-term conadvise all authors to welcome adaptations. When material is very new," he explains, "you mind distortion or change a lot. But when it's been exposed a while,

2d 'Victory' Album Set

NEW YORK-RCA Victor will saue a second album of music from of Robert Bussell Bennett in September. The first portions of the score by Richard Rodgers for a 26week vidfilm series proved a solid execess for Victor and is exedited by California National Productions. whileh now distributes the TV show, with much of the demand for video reruns. In New York and Los Angeles, the show is in its seventhrerun currently. "There's enough meat in the score for a third alburn, says a CNP execthe modifications of new minds at work are stimulating.

'Allegro' in Line

The next Rodgers and Hammerstein may well be an adaptastiffest competition in show busi- tion of "Allegro"; it certainly won't ness. "The first-time impression be an original screen vehicle. "The and the fact that you were zx-num- future is unpredictable for veteran writers because an old score or whether it be a kiss, a song or single song or plot may suddenly have a demand created for it. Out Critics approaching the new of a saloon nucleus can come a movie "South Pacific" had to suffer smash hit which tops the original ive same complaint, thinks success of the tune. The sharply Rodgers. "No matter who was cast epidemic pattern of public taste can in the lead roles, many people lead people like Oscar and me to would have lamented the absence revivals, rewriting, new disks, new

Why isn't he writing rock and stance make alterations," he points roll? I won't be here in two years. nt. "I can feel it myself, tho I Composers who are financially and still find Mitzi Gaynor comfortable write for the long seano Brazzi perfect and hanl." Does he knock the rock? "No, and since there's always a certain amount of fallout after every music cycle, elements of it will be appearing in future show times or sound tracks or pop ballads."

There exists a library of 300-odd Rodgers songs which have never become standards or even temporary hits. "If you average two successes out of a musical play score, you're fantastic," says he. But the composer himself resists the temptation to revive personal favorites "beware of nostalgia!") until that bistro bunch displays spontaneous combustion.

He's currently bringing "Babes in int theater is his first love. "I Arms," a smash for him and Lo-

(Continued on page 8)

SETS SIGHT ON ADULT TARGET

TAMPA. Fla. - Advertisers must not damn high-rated radio stations as "rock and rol! or teen-age stations," says Adam Young, prexy of Young Radio-TV Station Reps, "because in the 10 top markets. independent outlets are averaging 85 per cent adult audiences from 6 a.m. to 6 p.m."

Beyond that fact, substantiated by Pulse andience composition studies, modern radio is based on adult principles, Young told the Advertising Federation of America convention here last week. "Music selection is designed to appeal to the greatest number of people. Alert news coverage, frequent weather and traffic information and listenable public service in the community interest are essential today," he enumerated. Spearheaded by "such progressive operators as Storz, Westinghouse, Bartell and McLendon," modern radio concepts have boosted total U. S. sets from 59,000,000 in 1946 to more than 142,000,-000 today, despite the rapid rise of TV."

Young stressed the "voice quality of a station," that over-all attitude and sound which has to be "compatible" to be successful. A. for sponsorship, he pointed out that a good station can now deliver a million homes at a cost of \$400, a "buy unmatched in terms of advertising efficiency." Consensus is that any sponsor should buy a 36-spot schedule on the top-rated station in a given market before considering a second station buy, Young concludes.

BB Poll Shows 45

Buys of Operators Up to 40 Million

Jukes Hike 45 Singles 10 Per Cent in 1957; Total Disk Buying Dips

By BOB DIETMEIER

CHICAGO - Juke box operators are buying 45 r.p.m. single records at a rate of 35 to 40 million a year.

They are buying extended play records at a three-million-a-year

halved in two years to 4.5 million ing.

Last year 45's accounted for tively, in 1956.

1956, operators bought nearly 40 ume figures. million (39,850,280) 45's. This is an increase of 10 per cent over treme range in not only record 1956's 35,640,000.

Total purchases were 47,340,000 ast year compared to 47,519,800

In terms of retail dollar volume total purchases amounted to about \$48.5 million in 1957 compared to \$45 million in 1956.

Share of Total Dips

However, because of a substantial growth in retail dollar volume of the record industry-from an estimated \$320 million in 1956 to \$380-\$400 million last year-the juke box share of the market

slipped a percentage point or two from its 14 per cent of 1956.

These figures, and those detailed in chart form elsewhere in this issue, are based on findings to The Billboard's 1958 Juke Box Operator Poll.

The projections above appear to confirm basically results of the Their buying of 78 r.p.m. rec- 1957 Poll, the first set of statistics ords is falling fast, with purchases developed on operator record buy-

No 45's Share

Unfortunately, there are no reabout 84 per cent of operator rec- liable figures on total record inord buying. EP's 7 per cent, 78's dustry unit volume of 45's. There-9 per cent. This compares to per- fore, the juke box share of this centages of 10, 6 and 19, respec- market for 1957 is not known for sure-a share which for 1956 was Altho total record purchases dur- estimated at about one half on the ing 1957 dipped slightly from basis of RIAA's retail dollar vol-

Poll data also confirmed the exbuying, but also in route size and other characteristics of operating

In addition to this range, distributions are skewed. The pattern of distribution of numbers of machines per operator and number of records bought per operator are irregular, with a small number of very large firms again overwhelming a large number of small firms. Moreover, there was an increase in the number of firms in the larger

To prevent large firms from distorting the national operating picture, median averages were used instead of mean averages in some cases; in other cases they were used as checks on means.

Disks a Week

One fact seems certain: Operators average about two brandnew records per machine per week. Some operations, notably large ones, average considerably higher, from 2.5 to 3 records per week; few operations of any appreciable size average much less than two. (Continued on page 31)

NEWS OF THE WEEK

Roosevelt Committee Asks U. S. Study of ASCAP Testimony . . .

The Roosevelt Committee ended its hearings on ASCAP methodology with a recommendation to the Justice Department that it examine all testimony with an eye toward ASCAP's observance of the Consent Decree ... Page 2

Disk Execs Decry Programming Policies of Non Rocking Jocks . . .

Many jocks and stations who have come out with anti-rock and roll crusades, appear to be rapidly falling into another rat on the opposite side of the fence. Irate disk execs deplore overbalanced programming of a select few nonrock and rollers at the expense not only of fresh album talent but in some cases of lesser. heard material of well-known artists as well. Page 3

NAB Sets Up Licensing Committee For Next ASCAP, BMI Negotiations . . .

The National Association of Broadcasters set up a new licensing committee looking forward to the next licensing negotiations with ASCAP and BMI. They named a nine-member board to an interim executive committee. Page 4

DEPARTMENTS AND FEATURES

Amusement Games	Motic Pop Charts— Album Boring Guide. 80 Home Roll of Hitz
Fairs & Expositions, 19	Parks & Pools
Letter List 27 Merchandise 28	Reviews 7
Most 31	TV-Music-Radio IN Vending Machines



Justice Study of ASCAP Data Urged by Roosevelt Probers

Authors and Publishers functioning, logging systems. and "to the fullest extent consistent with law, take such action, if any be required, to effectuate the terms and spirit of the consent decree of March 14, 1950."

The subcommittee report, issued last week (2), was compiled under the direction of Special Counsel Robert Dawkins. The report briefly summarizes the major areas of possible violation of the consent decree under which ASCAP functions.

These include the society's "weighted" vote; its distribution formula and calssification system;

Angel 'Greats' Debut at \$5.95

HOLLYWOOD -- Angel Records introduces its much-heralded "Great Recordings of the Century" series this week via 11 factoryprice of \$5.98.

have previously been issued in ing racks. some form, many have never been available in factory-seal and not been released for many years. Label also issued four new sets, available in factory-sealed and standard packages.

(Continued on page 11)

Verve Tape Cut to \$7.95 From \$12.95

HOLLYWOOD-In a move to toward a more "realistic consumer prises. level," Verve Records last week reduced the list price of its Reel BMI, is chartered as a New York O' Gold tape line from \$12.95 to corporation and will be operated

line packages, with the \$5 drop in Songs, Inc., with offices in New prices becoming effective May 1. York. Label is expected to adopt a new | Cash, who has written all but policy concerning its tape product one of his songs as released on in the near future.

gerald, Louis Armstrong, Ernie release, "Come in Stranger," is Hecksher, Oscar Peterson, Stuff owned by the new music firm. Smith, Josephine Premice, Billy Other officers of the firm are best selling singles chart-five of What Sholes and his group sought, Daniels and Buddy Bregman.

WASHINGTON-By a unani- tim" transcripts of procedures; commous vote, the Roosevelt (D., Cal.) plaints that 63 per cent of the Small Business Subcommittee No. high-paying background music is 5 has recommended that "the De- in the hands of the 24-man board partment of Justice review the tes- of directors; the unpredictable timony and other evidence received "rule changes"; inability of memby the committee" during its re- bers to get retroactive redress from cent hearings on complaints against grievance procedure, and the ques- the problems, which were discussed American Society of Composers, tionable accuracy of its survey and during an executive session with

The subcommittee report, which now goes to the full House Small Business Committee, notes that Justice Department officials have a transcript of the hearings and are already acquainted with many of (Continued on page 111)

Spotlight on Disks At Toiletry Parley

By TOM NOONAN

MIAMI - The growing importance of records to the rack jobbers was demonstrated here this week at the annual conclave of the Toi- companies sent representatives to its alleged failure to keep "verba- letry Merchandising Association Convention at the Americana Hotel. Of the 70 members of the TMA, more than half carry records along with their toiletry and cosmetic items. And, perhaps more important, most of the other half are interested in carrying disks.

the problems of servicing records convention. Somerset Records dis- Quartet's soundtrack recording from graphs, etc. on racks was discussed. The Bill- tributed a special sample package the French film, "Sait on Jamais." board's representative spoke on the of six records, and many of the Music for the set was cleffed by scaled sets to list at a suggested uses of The Billboard Charts in other firms also showed their LP's. relation to rack jobbing; the ebb Columbia displayed its new record While most of the recordings and flow of chart activity affect- vender (The Billboard, April 28)

The convention was well attended, with over 750 people pres-

Johnny Cash And Aberbachs Form Pubbery

MEMPHIS -- Country singer Johnny Cash, "Grand Ole Opry name, is president of the newly formed Johnny Cash Music, Inc., with headquarters here, it was announced Friday (2) by Bob Neal, bring the price of tape packages manager of Cash's various enter-

The music firm, affiliated with in co-operation with Julian and Tapes affected are 30-minute in- Jean Aberbach, of Hill and Range

Sun Records, is regarded as one of A total of 15 sets are currently the top writers of folk music in the available, with music by Ella Fitz- business. One side of the New Sun

Neal and the Aberbachs.

ent. These included the 100-plus active members of the association and the more than 150 assocaite member firms, including advertising agencies et, al. Five record the meet. They were RCA Victor, Columbia, Somerset, Hollywood (Paramount Associates) and De-

The record company reps had a chance for some intensive cultivation of the rack jobbers here and they made the most of it. Many of the record execs expressed the For the first time at the annual belief that many of the rack job-TMA conventions, this one fea- bers not now carrying disks would tured a "Disk Seminar" at which add them to their routes after this to much approval.

> atives from RCA Victor included Jack Burgess, Irwin Tarr, Paul Sklar and Donald Van Corp. Columbia's execs present were Hal Cook, Bill Gallagher, Larry Gonghan, Jack Loetz, Brad Hammond, Al Kline, George Kling, Ted Po-netti and William Williams. Bob Gardiner was present from Holly Associates, which produced the Columbia Record Vender. From day (12). Somerset Records were Dave Miller, Joe Martin, Jules Malamed, Paramount Enterprises sent Norm Messengers and Ralph Berson were present. Charles in "Word From Bird."

4 MATHIS DISKS IN TOP SELLERS

NEW YORK -- Johnny Mathis, Columbia Records recording artist, has waxed five LP's for the label. Four of these are on this week's "Best Selling Pop LP" chart. The singer's latest effort, Johnny's Greatest Hits," is in the number two slot. "Warm" is number 10. "Goodnight, Dear Lord" is in 14th position, and "Wonderful, Wonderful" is number 24.

The singer's first album effort for the label was Johnny Mathis," and an EP from that album is in seventh place on the "Best Selling Pop" EP chart. Only other artist during the past year to have four albums on the best selling chart for the same week is Frank Sinatra.

MJQ Track Tops Atlantic Jazz Specials

NEW YORK-Atlantic Records issued this week what the label's execs believe is the strongest LP release in the company's history. The group consists of five LP's.

the MJQ's John Lewis. The picture is being released in the States under the title "No Sun in Venice," The record companies represent- but the English translation of the Founded 1894 by W. H. Donaldson original French title, "One Never Knows," is being retained in the album copy since the group has already widely performed the work in concerts under this title. The film will have a screening here Wednesday (7) and the Quartet will perform sections of the background score at a Town Hall Concert Mon-

Other packages in the new release include "LaVern Baker Sings George Phillips and Wally Hill. Bessie Smith"; "Art Blakey's Jazz with Elliot and Martin Wilson. De- Monk"; "Travelin' Light," with the sign Records' execs Cy Leslie Jimmy Guiffre Three," and Teddy

Decca Dozen; Springtime

NEW YORK - The series of "Decca on Parade" 1958 package promotions continues this month with a new album release of a dozen sets, known collectively u "Springtime in Hi-Fi." The release has, as one of its salable points, an appeal to all musical tastes.

Four European-made mood uscordings head the list. These include Werner Muller's "Time to Unwind"; "Right From Left Bank by Maurice Larcange; "Mus Sweeter Than Wine" by Herma Hagestedt; and "Carnival on the (Continued on page 1)

Col. Transfers Meeting Site

NEW YORK-Columbia Rec ords has shifted its forthcomin National Sales Convention from New York to Estes Park, Colorad Instead of being held on June 1 as originally skedded, it will I held July 17 thru July 19 at the Stanley Hotel in Estes Park. The diskery held its 1956 convention there.

Reason for the shift, according to national sales manager Bill Gallagher, is that the later date adapts better to the firm's new merchandising plans. Meeting will show off Leadoff item is the Modern Jazz the firm's new products, phone-

The Amusement Industry's Leading Newsweetly

Publishers Roger S. Littleford Jr. William D. Littleford

Editors Paul Ackerman Music-Ra

Robt Dietmeier Co Wm J Sachs Esec. News Lee Zhito West Cong

Managers and L. W. Gatto Main Control of the Control of t

Offices

Cincinnati 22, 2160 Patterson St. L. W. Gatte Phone: DUnbar 1-6450 New York 36, 1564 Broadway W. D. Littleford Phone: PLaza 7-2200 Chicago I, 186 W. Randolph St. Maynard L. Renter Phone: CEntral 5-5818 Hollywood 25, 1520 North Gowrs Sam Abbett Phone: Hollywood 9-5831 St. Louis 1, 812 Olive St. Frank B. Joerling Phone: CHestnut 1-0443 Washington S, 1426 G St., N.W. News Bureau Phone: NAtional 8-4748

Advertising Managers Outdoor-MdaeRobert Kendall, Chicage Music-Radio-TV ... Den Collins, New York Coin MachineRichard Ford, Chicago Music-Western ...Robert McCluskey, L. A.

Circulation Department

Main Advertising and Circulation Offices 2160 Patterson St., Cincinnati 22, Ohio



Victor Hot in Pops: 6 Disks on Chart

NEW YORK - RCA Victor in | comprising Sholes, singles records the pop singles field is hotter manager Harry Jenkins and merthe singles chart of which four are in the top 30.

tion, and "Don't." in 33d rank; diskery, however, has been quite two by Perry Como: "Kewpie Doll," in 16 rank and "Catch a Falling Star," 19th; Don Gibson's "Chart and Lou Monte's "Lazy Mary," 26th. A.c. chief Steve Sholes cut the Presley disks; Joe Reisman the Como sides and the Lou Monte disk; Chet Atkins the Don Gibson.

The Victor singles operation began to pick up steam noticeably several months ago when a closely.

Indies. All the six current chart diskery, however, has been quite diskery, however, las he diskery,

integrated team play operation- the Lou Monte at 600,000.

than it has been for years. Disk- chandise manager Ray Clark-put ery has six records on the national added steam into the singles drive. them in the top 30. Closest in addition to product, was more competitor is Capitol, with five on intensive and aggressive promotion on the deejay and distributor lev-The Victor disks include two by els, so as to more adequately cope Elvis Presley: "Wear My Ring with the competition of fast-moving Around Your Neck," in third posi- indies. All the six current chart

several months ago when a closely- is estimated at about 700,000 and Printed by WORLD COLOR PRICE CO., St. 100 May

MONEY-SAVING SUBSCRIPTION Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15. D Sill me Payment enclosed Occupation or Title Company_ State. Zone_ Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Big Columbia Issue: Brigadoon, Sinatra

NEW YORK -- Columbia Rec- albums by Michel LeGrand, Ken ands May LP release will feature Griffin, Bay Price, Mitch Miller, a new recording of the "Brigadoon" Frankie Yankovic, and Hal Schotz score by composers Lerner and at the Hammond Organ. The Loewe; a new Four Lads album, firm's "Windjammer" set is a a new Hay Conill set, another de luxe package, with a full color Frank Smatra album, and the inside spread that opens somewhat sound track album from the flick like the Cinemiracle screen. Windiammer. These are the month. The label is issuing other titled "Bach at Zwolle," featuring pop, classical and kiddle LP's, plus Biggs performing on the Arp some new Harmony sets, a total of Schnitger Organ of 1720 - which

by Columbia prexy Goddard Leirevival series of scores from top Broadway musicals, Cast includes Shirley Jones and Jack Cassidy, with Susan Johnson (borrowed) from BCA Victor) also featured. The firm expects its Four Lads' set "Four on the Aisle" and its new vious list albums.

Other pop items for May include

Victor Pushes New EP Series With Tie-In

NEW YORK -- RCA Victor is kicking all its new 45 EP Gold Standard series with a big Procter & Camble promotional tie-in involving Gleen toothpaste and Pace disks from the Pye Group will be tie in were handled by George John Barbirolli and Larry Adler create heavy traffic at the delaer The Pye Company have just held level. Product in the new series a preview at which critics ap-

Shaw, Kay Starr, Louis Armstrong. Eddy Arnold Frank Sinatra, Harry favorites P eiges are polyethyl- stereo recording. one wrappes, and specially de-

Golden Hits for 50 cents, plus a coupon from either Gleem toothpaste or Pace Home permanent. This Highlighter disk includes six of the top selections from the entire series.

Pac promotion includes a full page ad in Lafe Magazine, week of June 2, featuring the Highlighter album; network radio compaign on NBC's Monitor and Bandstand plumes; point of sale displays in 25,000 supermarkets, drug and varicty stores. Over eight million order coupons will reach consumers via these displays.)

HCA Victor has prepared large four-calor streamers plugging the six EP's represented in the Highbut to showcase the entire series; a special consumer supplement on the series-eight pages in black and gold colors and a big ad cam-

Peoria Branch For Columbia

NEW YORK-Columbia Recands has set up a new branch to handle the firm's records sales and also the firm's phonograph sales in Peoria, Ill. The branch is called the K. B. Columbia Company. It will start distributing records and phonos on May 1st. President of K. B. Columbia is Jordan Kaiser. sales manager is Harvey Roth.

Firm's classical releases include firm's blockbuster entries for the a new organ set by E. Power Biggs Bach himself used. It is the first The Brigadoon waxing was cut recording of this instrument.

Other classical releases include berton as part of his continuing two by the Philadelphia Orchestra, one of modern works by Dello Joio and Vincent.

Other releases are by harmonicist John Sebastian, Oscar Levant and Andre Kostalanetz. The firm also is releasing a children's L.P. "Songs Couniff "It's Awful Nice" to be for a Rainy Day" with songs by successful follow-ups to their pre- various artists on the Columbia

> Harmony also has some particularly strong releases for May. Pop. items include sets with Dinah Shore and the Woody Herman band. Classical items feature the New York Philharmonic under Artur Rodzinski, and the Minneapolis under Dimitri Mitropoulos.

Classics on First British Stereo Disks

LONDON - The first stereo Home permanent. Details of the available here in June, wko Sir. includes 30 albums, all established plauded the depth of sound given by the stereophonic disks. It is exuch mames as Benny Goodman, equipment, using two matched Perry Como, Glenn Miller, Artie speakers, will retail here for about

Decca is another company which Belalonte, etc. Tunes are top pop has been working for years on

E. R. Lewis, chairman of Decca of M-G-M studio operations. Record Company, says the com-To promote the series, P&C will pany has a large repertoire of all ever, broke into the music field as include RCA Victor color TV sets, offer a special 45 EP "All Time types of music available for imme- sales manager of the old Bruns- hi fi phonographs, Polaroid Land diate issue-at the right moment. wick-Columbia label.

LOW-PRICE LP'S GAINING BIGGER MARKET SHARE

NEW YORK--Low-priced album sales are increasing significantly in retail stores according to The Billboard's continuing study of record retail sales, as supervised by New York University's School of Retailing. Prior to the fall of 1957, these LP's were sold principally thru rack jobbers.

During the period of December-30, 1957, thru January 25, 1958, low price albums accounted for 3.4 per cent of the total dollar volume of 33-12" LP sales and 8.0 per cent of the unit volume. These figures increased to 4.4 per cent of the total dollar volume and 10.5 per cent of the unit volume during the fourweek period of January 27, 1958, thru February 22, 1958. The period of February 24, 1958, thru March 22, 1958, showed a further increase in low-price LP sales in retail stores, to 5.3 per cent of the dollar volume and 12.1 per cent of the unit volume.

The percentages represent an increase of 50 per cent in the share of the total 33-12" album market during the 12week period ending March 22. Unit-wise, lower priced albums are now outselling classical albums.

Sales Mgrs.: There's Hope

of record firms who wonder if to the winning listener. Contest there's any future in their jobs can runs the month of May. Parkhill and were designed to among the artists in the first batch. take new heart from a top-level. The deejays will ask listeners to

Search EP contains four hits by pected that the special playing Siegel, who's produced such noted record people, with the exception of of song-under-titles with his pro- a few days and will announce the months of negotiations, and actu-Fountain," had been named head and heavy promotion will be used.

Capitol's Package For May: 17 Albums

HOLLYWOOD -- Capitol Rec- Kenton and Hank Thompson. Both album output for the company's May program, scheduling a total of 17 packages for release this month, compared with 31 albums issued for April. Merchandising theme has been designated 'Hi Fi Fashions in Sound," with 11 popsets and six new Capitol of the World albums to be issued. There are no Capitol longhair albums on release.

Tennessee Ernie Ford is the firm's Artist of the Month, with promotion keyed to a new album of hymns titled "Nearer the Cross." Other albums include works by Louis Prima and Keely Smith, the Four Freshmen, a debut set pairing George Shearing and Dakota Staton, Freddy Martin, June Christy, Red Nichols, Faron Young, Stan-

Contest Promo For Dinah's 'Secret' Disk

NEW YORK-RCA Victor has set one of its biggest contests to date to promote its Dinah Shore disk, "The Secret of Happiness," which is based on the Impala theme. Contest, set by George Parkhill, manager of pop advertising and promotion, is slanted toward the deejay and consumer levels. Chief prizes are two Chevrolet Bel Air Impala convertibles-NEW YORK -- Sales managers one to the winning deejay and one

appointment announced by Joe send, in 50 words or less, their Vogel, president of Loew's, Inc., "Secret of Happiness." Each dee-Vogel confirmed that Sol C. panel of five judges-generally noncinemusicals as "Merry Andrew" Victor a.kr. chief Steve Sholes General Artists Corporation of the and "Gentlemen Prefer Blondes," -will select the winners. Dinah Gale Agency is expected to take and who started the current cycle Shore will kick off the program in place officially this week. After duction of "Three coins in the winners June 15. Weekly mailings ally after years of talking about it,

In addition to the automobiles, In the early 1930's, Siegel, how prizes for deejays and listeners will

ords has substantially decreased its the Prima-Smith and Freshmen alburns were recorded live on location, the former at the Sahara Hotel in Las Vegas, and the vocal group's package at Campton Junior Colege, in Compton, Calif.

Mystery artist in Cap's teaser campaign is unveiled as Freddy Martin, debuting with a new sound in his "Lush and Latin" package. Two pick-up albums are included in the release; the June Christy and Vol. 15 in the "Just for Variety"

Label will train its promotional guns on the Ford package, utilizing a five-foot die-cut figure of the artist in addition to normal Artist of the Month selling aids. Campaign is being built around Ford's success with bynmals, his two previous packages in this field enjoying neavy sales.

Other point-of-sale material includes full-color window displays of the Shearing-Staton set, and Stan-Kenton, Four Freshmen, and Prima-Smith albums. Streamers, envelope stuffers, pop album supplements and a heavy consumer ad campaign round out the pop pro-

COW works include sets by Los. Three Caballeros, Emma Maleras in "Spanish Castinets," the late Argentinian idol 'Carlos Cardel; Yves Montand, and the debut of New Zealand's William Clauson,

Label also is releasing a total of 11 new stereo tapes, five of which are pops while six are long-

GAC Takeover

NEW YORK-The takeover of GAC will absorb most of the Gale Agency artists roster, and Presy Tim Gale is expected to receive a sizable consideration, which will be paid out over the years as bonuses and via a complicated profit sharing arrangement. Cale will become a key exec at GAC. slated for him in setting fours, etc. The other execs will handle the booking of the Gale Agency artists coming over, until such time as they are integrated completely into the regular GAC booking setup.

It is understood that two or three execs will move to GAG with Tim Cale. The artists to come will number about 30, with such names as Roy Hamilton, Della Reese, LaVern one more time. I'm ready to either ord's chances of survival and Baker, Clyde McPhatter, Al Hib-

> Tim Cale feels that he will be Artists most frequently referred able to give all of his artists the same personalized service they re-

> > Gale helped many r.&b. acts break out into the pop field as big time attractions via his arenaauditoriums tours of which he was an early pioneer. His Biggest Shows tours back in 1951 and 1952 helped set the pattern for the pop and rock and roll units touring today and are often considered to have created more employment for rock and roll acts than any other type of showcase.

'PROGRAMMING IS NO BETTER'

'Better Music' Deejays Dig Own Rut, But R&R Gets Rap

By REN GREVATT

NEW YORK-"Don't kid yourself, buddy. If you think programming is getting any better because a few jockeys and stations are burnlighter disk; an attractive browser ing rock and roll records, you're all wet. Those fellows are jumping out of one strait jacket into another. The trend of some jockeys and stations to spotlight what they call "better music" was summed up in these words by an trate disk exec-

vision, it was pointed out.

against rock and roll has increased. them practically to death."

Safe-But Deadly programming because it lacks Mathis, Perry Como and Pat Boone. stronger representation at GAC. In "I listen to my auto radio a lot needed. Some have even said that playing them day and night, along to the top, especially artists from and frankly, if I hear Sinatra's Top 40 jocks and stations by sheer with a very few other artists, con- the r.&b. field. Twe Got You Under My Skin just repetition can actually hurt a rec-

shoot myself or go back to tele- shorten its total life span. That bler, Buckly Johnson, Chuck Berry, may well be true. But what are expected to be part of the trek to The thinking behind these re- they doing as a substitute? They GAC. Those present Gale Agency marks has been echoed by many pick out a few non-controverisal execs who do not make the move diskery and other industry spokes- artists, the ones they think have are cogitating setting up their own men in recent weeks as the tumult the broadest appeal, and they play agency specializing in cocktail acts.

As yet another put it: "They to as getting the over-play treatclamor against the Top 40 idea of ment include Sinatra, Johnny ceived at Gale Agency plus imagination and it paves the way "Every one of these is a great his career at the Gale Agency he (Continued on page 8)

For This Issue Only

THE MUSIC POPULARITY CHARTS

will be found in the Special MOA Convention Section starting on page 31

Broadcasters Form 'Licensing' Group; Name 9-Man Board

By JOEL FRIEDMAN

HOLLYWOOD -- A partisan delegation of some 100 broadcasters formally approved the formation of an All-Industry Music Licensing Committee at the National Association of Broadcasters conclave last week (1), naming a ninemember interim committee to handle organizational details.

edged they would have to negoti- agreement expires in March, 1959. ate new pacts with all licensing societies, there was little question group of people (ASCAP) who dethat a majority of those in attend- rive a substantial portion of their ance were openly antagonistic in income from radio and television," Society of Composers, Authors and these contracts is their single most the Songwriters of America, and Publishers.

Named to the temporary "supreme court were Ben Strouse, WWDC, Washington; Cy Bahakel, WRIS, Roanoke, Va.; Hugh Boice, WEMP, Milwaukee, Les Peard, WBAL, Baltimore; Bob Mason,

WMRN, Marion, O.; Elliot Sanger, WOXR, New York; William S. Morgan Jr., KLIF, Dallas; Sherwood Tarlow, WHIL, Boston, and George Armstrong, WHB, Kansas City, Mo.

conference, while Dwight Martin,

Smathers Foes Get Last Turn

WASHINGTON --- Hearings on of the Senate Communications facility, Clayson Record Pressings plant until 1956, when the com- quarters here. Subcommittee.

testifying against the Smathers Bill zation, becomes Richmond plant In the early days, Richmond beto prohibit broadcast licensees from superintendent. ownership in music publishing, and clude Imperial Records impresario Lew Chudd; writers Terry Gilkysor ("Cry of the Wild Goose," and music for "Windjammer"); Mae Axton ("Heartbreak Hotel") and

Among some 15 witnesses slated to be heard Tuesday and Wednesday (6, 7) are Atlanta publisher Bill Lowry; Avery Claffin, serving as spokesman for classical music; Moe Gale, talent manager, and others.

to testify on the 20th. Of painful (Continued on page 11)

NEW HIP HOORAY FOR SQUARES

CHICAGO-Murray Garrett, of the Carrett-Howard photo firm, Hollywood, takes pictures for LP album covers and also does work of a nonmusical nature. He is sometimes jarred into the realization that a language barrier exists between the musical and non-musical worlds and that this can cause great embar-

Carrett was in Chicago last week pitching his wares to an advertising agency in hopes of snagging a large (non-musical) account. The ad execs, all very square, were perusing samples of his work when suddenly one of them exclaimed, "What kind of music is this?" His colleagues looked, and their eyebrows flipped up-

The sample was Woody Herman's album, "Music for Hip Lovers."

the TV negotiating committee in negotiators are administrative perits meetings with ASCAP, contrib- sons, they report to the Society's uted key background information. board, composed of publishers, au-

Target Date

Martin told the broadcasters of importance of forming an all-industry committee to negotiate a new pact for radio users when the existing agreement expires with ASCAP While the broadcasters acknowl- on December 31, 1958. The BMI

> "You will be dealing with a important function."

who was a previous chairman of | Martin opined that altho ASCAP thors and composers. "They are of a single mind to get a contract that will give them the most money," he stated, later declaring that there the unanimity ends, thus making negotiations all the more

Biggest problems that will confront the committee, said Martin, is the existence of the million-dollar suit against the National Association of Broadcasters, the networks, their attitude toward the American Martin said. The negotiation of station owners and BMI, filed by

(Continued on page 11)

Merc Buys Decca Plant in Midwest

Bob Mason chaired the licensing of Decca's Richmond, Ind., press-record market. Fast shipment to

Mere Prexy Irving B. Green, to be said. the plant will hold presses and em- business itself. The building, first square feet in three floors.

of Los Angeles. James Rainey, in- pany moved to new facilities in Writers, singers and publishers herited from the Decca organi- Pinckneyville, Ill.

Victor Issues Como 'Star' on 49c Tot Label

NEW YORK - RCA Victor Records released the Perry Como recording of "Catch a Falling Star" Network spokesmen are expected on its 49-cent Bluebird Children's label last week. This is the second Como disk released on the 49-cent kid label; so was "Round and Round." The Bluebird "Star" tho is not backed with "Magic Moments" as it was when originally issued on Victor, but with "Chin-Cher-In-Chee" a tune released many months previously by Como on Victor.

> Diskery's philosophy is to release pop hits on the 49-cent label after they have reached their sales peak on the regular 98-cent market. Como's latest record, "Kewpie Doll," was issued about three weeks ago. Firm has found it can pick Continued on page 11)

Maureen Inks Victor Pact

tress Maureen O'Hara has signed sary to upset the decision of the a three-year pact with RCA Victor, board. terial for her first package.

RCA.

CHICAGO -- Mercury Records center of a geographical area conannounced last week the purchase taining 83 per cent of the retail any part of this area, he said, is Monthly capacity on the plant is assured via truck routes. In ad-1,000,000 45's plus 250,000 12- dition, Richmond is serviced by an inch LP's. Capacity will be stepped excellent municipal airport to acup by January 1, according to commodate emergency shipments,

ploy about 400. It covers 127,000 used as the plant for the old Starr piano line, became a record plant The plant will be operated by a in the early 20's at the hands of

came an important place to music Fine pointed out that Richmond personalities, especially jazz names. manufacture or sale of records, in- is advantageously located in the Almost any Midwestern date was an occasion for a recording session there. Among the talent that cut historic dates in Richmond were Hoagy Carmichael, Beiderbecke and the Wolverines, King Oliver, Duke Ellington, Jelly Roll Morton and Guy Lombardo.

Merc's plans include the electroplating of stampers and printing labels at its new plant. As soon as the company took over last week, presses were immediately turned over to emergency production of the Platters' current hit, "Twilight Time."

AFM Rebels **Barely Lose** Stormy Vote

HOLLYWOOD -- The embattled AFM Local 47 won a marginal to determine the status of 12 toodual unionism."

Tho it was stormy session lasting until the early hours of the morning, the pro-administration forces led by Presy Eliot Daniel won out by a slight 29 votes to sustain the decision of the union's board of directors who expelled five and suspended seven other members. HOLLYWOOD -- Screen ac- A two-thirds majority was neces-

Pacific," she returns to select ma- formed the rival Musicians Guild pointed assistant a &r. man.

HERE'S STEREO GLOSSARY FOR NON-TECHNICAL CATS

NEW YORK-With all the talk about stereo disks, stereophonic sound, monaural, binaural and trinaural tracks, a layman needs a glossary to stay on top of the terms. Here is, in nontechnical language, a definition of the key terms being tossed around these days by record manufacturers and equipment makers. From time to time The Billboard will add more to the lists

1. Stereophonic Sound: Multiple source sound. To achieve stereophonic sound at a record date the orchestra is recorded thru separate microphones which pick up the sound via different perspectives and record them on separate tracks. It is played back thru two or more separate amplifiers and speakers. It gives the listener two or more sources of sound, right and left. Each sound is different than the other. Some examples of stereophonic sound in movie theaters are Cinemiracle, Cinemascope and Cinerama. Sometimes the term binaural sound is used to mean stereophonic sound.

2. Monaural Records: The present LP or 45 r.p.m. records are examples of monaural sound. The sound is played back over one amplifier and one speaker. When multiple speakers are used the signal is the same on all speakers.

3. Stereo LP's: The major American record firms and most of the indie firms have adopted the 45 by 45 system for stereo disks. These stereo LP's look like the monaural LP, but the grooves contain two signals, or two sound sources, one on the right side and one on the left side. To play this disk to achieve stereo results requires a special cartridge, two amplifiers and two speakers. The special cartridge, using one needle, transmits each signal separately thru each separate amplified and speaker. When the listener to the stereo disk sits at or near the apex of sound from the two speakers the sound he hears approximates a realistic balance as heard in the concert hall.

4. Compatibility and non-compatibility: An ideal compatible stereo disk would give as good reproduction when played on either monaural or stereo equipment as the best monaural disk would give when played on monaural equipment or the best stereo disk would give when played on stereo equipment, So far, in the opinion of most engineers, this has not been achieved.

2,000,000 singles and 600,000 The history of the plant is SPA SETS MAY 13 FOR

Smathers Bill to divorce music and wholly owned subsidiary of Merc, the Gennett family, disk pioneers. Protective Association has sched- issues. Names of the respondents broadcast interests build up a new National Record Pressings, Inc. When the Gennett label subse-uled its first meeting with publish- were not disclosed, however, head of steam this week as final President and general manager is quently folded, Brunswick Radio ers, in line with the formulation Meanwhile, other publishers indiopposition witnesses tell it to Henry P. Fine, who continues as took over in behalf of its affiliate, of a new SPA contract, for Tues- cated a continuing unwillingness Chairman Pastore and members manager of Mercury's West Coast Decca Records. Decca used the day (13) at the Association's head- to discuss the matter with SPA.

> had been using the standard con- session, there was nevertheless tract form, inviting them to meet with SPA to discuss changes and additions. The original expiration date for the contract still in use was December, 1956, but it has been extended several times since then by agreement.

Lane's recent letter reportedly drew about 30 replies indicating a willingness to sit down at the

Arwin to Do Own Distrib

NEW YORK-Arwin Records, the Doris Day-Marty Melcher label May 26, at the Everglades Hotel, that has a hit on its hands with with a business meeting and roundits first release, "Jennie Lee," will table discussions by record and distribute all its own records from music publishing repe and disk now on, according to Eastern Arwin manager Joe Linhart, Arwin's first record is being distributed by Dot, but Linhart says tended to have Dot handle. The victory last week when some 1,600 label now has 33 distributors and musicians turned out for a meeting they will all be handling Arwin's WCKY, Cincinnati, president; Earl second disk, a wild thing titled Davis, of Little Rock, vice-presitlers recently ousted on charges of "Cha-hua-hua" (pronounced chiwuawua), by The Pets.

Star-X Revamps, Adds New Talent

NEW YORK-Star-X Records has been reorganized. Present of NEW YORK-Urania Records ficers of the diskery are Norbert has signed Barbara Cook, ingenne S. Biernat, president; Arthur L. lead of the smash hit musical The Dietz, vice-president-treasurer and Music Man," for a series of albums. and following her current junket Vote was a heartening one for a.&r. chief, and Doris Kintzer, see- First album by the thrush will feato New Orleans on behalf of "South the Cecil Read forces who recently retary. Ray Reynolds has been ap- ture her performing special mate-

Deal was handled by Malcolm spent last week in New York in the Sheenan, Johnny Saccoman, Johnny tions by Seymour Barab. The rec-Stuart, of the Preminger-Jaffe- company of attorneys Harold Fraser and the Dappers to their ord will be released on a sterro Stuart Agency, and Si Rady for Fendler and Daniel Weber, taking talent roster. Releases by these disk, according to Seig Bart, press-(Continued on page 11) artists are skedded for May.

NEW YORK-The Songwriters negotiating table on the contract

Despite the reported expectancy About a month ago, SPA prexy on the part of SPA that represent-Burton Lane dispatched a letter to atives of the Music Publishers Proapproximately 900 publishers who tective Association would attend the

(Continued on page 1)

Top Talent Set At C&W Jocks'

MIAMI-Country Music Disk lockeys Association will hold its annual, two-day country masic festival here May 26-27. A highlight will be a country music show with top talent at Dinner Key Anditorium May 27.

The parlay opens at 10 a.m., jockeys.

"Cracker Jim" Brooker, Station WMIE here, is chairman of the convention. He is also chairman of that's the only one the firm in the board of directors of the CMDIA.

Other officers are Nelson King, dent: Tommy Sutton, Davion, O. secretary, and Dal Stallard, Kansas City, Mo., treasurer.

D. Parker Writing For Barbara Cook

rial penned by poetess Dorothy of America. Read, meanwhile, The label has added Maureen Parker with music and orchestradent of the diskery.

rassment.

Weigh ASCAP Plan: Fixed Fees on Jukes

WASHINGTON - A letter conference held by O'Mahoney, derving the idea of total payment the Billboard, April 28).

its from a request made by es that might be incorporated in bring up the 1957 rate proposal. s bill as maximum juke royalty.

Altho the chance of any joke emption bill getting thru both uses this session is almost beyond subility, O'Mahoney has not reist be done" about the recurrent arings on the issue.

It is conceivable that a revamp the O'Mahoney bill, including a rformance royalty ceiling for the kes, could be offered in the 86th ongress. Hearings could be byassed at that time. Even in this ession, oral testimony during the earings was limited to 5 minutes per witness. This was done in view of the weight of evidence already in, plus the results of an informal

Skitch Opens Concert Tour, - Portland SRO

PORTLAND - Skitch Hender- by the manufacturers. son's spring concert series opened here last week with the city fathers aming him honorary mayor. The ccasion has been promoted here music-to-listen-to week. Henderon's appearance with the Portland cket sales. Henderson's spring oncert tour includes appearances Stamford, Toronto, Montreal, diami, Albuquerque, Houston and

The maestro's concert concept is used on the belief that the wealth American lyric theater has been irtually untouched except for the misic of several noted composersand that much more musical Amercana can be presented when it is done with taste and distinction.

Roulette Sets Jazz Specials, 3 x 7 Series

NEW YORK-Roulette Records Also among later documents,

sented by Count Basie. Other al- of other countries." baims to be released under the pro- Chaffetz, member of Washing-Stamps Baxter Quartet.

a new selling force ... for dealers

... for manufacturers IN THE BILLBOARD

ses counsel Herman Finkelstein followed by submission of briefs by

NLBA Suggestion of from \$15 to \$25 per year in The ASCAP counsel's letter was, performance royalty per juke box, in turn, based on a rate scale suggetting consideration from the gested at a National License Bev-OMahoney Copyright Subcommit- erage Association meeting in 1957. to. The Judiciary Subcommittee O'Mahoney's staff assistant, George scently held hearings on the chair- Green, brought up the NLBA fig- quality of Urania. wan's hill to end jake performance uses during hearings. These pro-Evalty exemption in the copyright posed an annual ceiling of \$15 per box with 50 records or less, \$20 The letter from Finkelstein re- for boxes with from 51 to 100 records, and 825 for those holding Mahoney that both sides of the over 100 records. NLBA spokesotroversy suggest "reasonable" man at the hearings did not ment; "Strauss Sparkles in Hi-Fi,"

The ASCAP attorney proposes that within this approximate range, the "precise formula" worked out between the parties should make allowances for smaller and rural sed his stand that something operators with low-play boxes. Dances to Milt Shaw and his Or-Finkelstein suggests that juke oper- chestra at the St. Regis." The disks ators themselves propose rate will list at \$5.95. scales.

> Under a statutory ceiling, the licensing groups would have to divide the per-box fee on an apportionment agreed among themselves, or set by some "independent agency." Operators could also deal with ASCAP members "independently of the Society," under its bylaws and under its consent decree, Finelstein points out.

licensing organizations. They rence Welk empire.

Cost Questions

of sympathy to the cost-squeeze many radio and TV shows.

Urania Skeds Big Drive on Stereo Disks

the American Society of Com-pagers, Authors and Publishers, en-Billboard, March 24, 1956). The disk release has been lined up for May by Urania Records, headed May by Urania Records, headed ing to Seig Bart, prexy of the label, period and continued slightly a heavy ad and publicity program above the average for June-Nohas been set to stress the stereo vember, 1957, shown as 100 on

> sienne," with the same complecontaining waltzes, marches and polkas, with the Vienna Philharmonic; Saint Saens' "Symphony No. 30 Minor," with Hans Swarowsky conducting and Franz Eibner at the organ, and "Society

Coral Names Dant Boss of Coast A.&R.

HOLLYWOOD - Charles (Bud) Dant has taken over as At no time during the hearings West Coast a &r. director for Coral was the proposal for a performance Records, under a.&r. chief Paul royalty "ceiling" palatable to the Cohen. Dant succeeds George operator representatives. They Cates, who resigned to take charge want no involvement with the of the musical activities of the Law-

asked, if exemption had to go, for Dant came to the Coast in the a raise in mechanical royalty per 30's as part of the old Ted Weems record, either over-all or on records band when Perry Como was still specially labeled for juke operators its vocalist. Later Dant arranged for Isham Jones, Paul Whiteman and Freddie Martin, and was com-O'Mahoney showed a good deal poser and conductor of music for

under which operators suffer. How- He was music director of the ever, a good deal of his questioning color TV version several years ago went to the high cost of the boxes of Gordon Jenkins' "Manhattan empliony has been sold out for and the financing of new machines. Tower." A former music director se past several weeks, and an at- O'Mahoney indicated to spokes- of NBC-Hollywood, Dant came to man for Wurlitzer-also under con- the Decca-Coral family in 1955 as sent decree-that he felt the leap an assistant to Sonny Burke, West (Continued on page 120) Coast Decca a &r. topper.

NEW YORK--A strong stereo by two ballet recordings by the tail stores for the current period. London Philharmonie Ork. Accord- showed little change from last

Total over-all unit sales in re-

The release includes Rossial- For the individual speeds, unit Respight's "La Boutique Fantas- sales of 12-inch LP albums que," a complete ballet with Bene dropped off from the Easter peak Leibowitz conducting the London and now are running about aver-Orchestra; Offenbach's "Gaite Paris age against the index period.

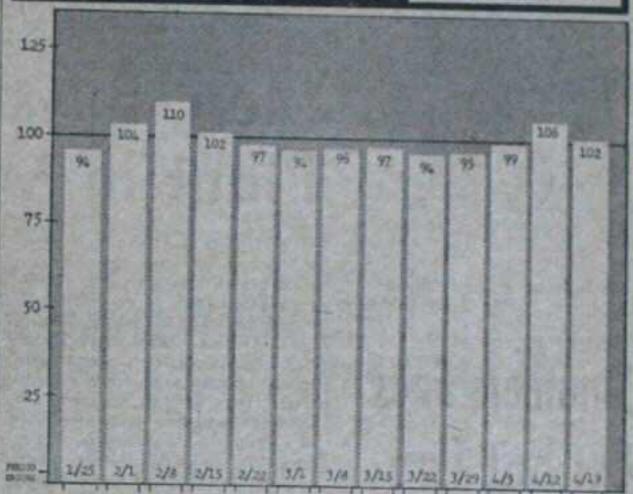
Singles sales, too, continued about average as 45 r.p.m. singles took up the slack of fading 78 r.p.m.

Singles records 45 plus 78 accounted for 73 per cent of total unit sales but produced little more than 40 per cent of total retail dollars. The 12-inch LPs. with 22 per cent of unit sales, accounted for 53 per cent of total dollar volume.

The Billboard Weekly Index

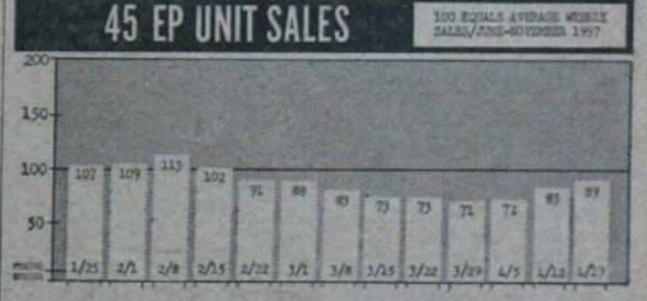
Raced on The Billbeard NYU School of Retailing Continuing National Study of Retail Exceed Sales













Juke Makers Pass Up Bid for Royalty Sked

WASHINGTON -- An attempt | tion from the industry, as well as a schedule of "reasonable" performance royalty fees on juke operation from manufacturers' representative Hammond Chaffetz, has met with a side-stepping letter from of licensing groups and said "inthe Automatic Phonograph Manu- tolerable economic and administrafacturers Association spokesman.

has come up with a new album sent on the heels of recent hear. ASCAP, BMI and SESAC. release sked called the Three by lings on the O'Mahoney bill to end Seven album promotion. The disk- juke royalty exemption, was a reery will release three albums a buttal, by Music Operators of neek for seven consecutive weeks. America counsel Nicholas Allen, to First three albums include LP's by testimony by Arthur Fisher, Registhe Eddie Davis Trio with Joe ter of Copyright Fisher had said Newman, the Hank Madigan Sex- "international copyright relations let and the Riders of the Purple require the amendment of our law. Allen claims that "we need The Eddie Davis set is the first not change our laws of property in the firm's new jazz series pre- generally to conform with those

gram will feature sides by Guy ton law firm of Kirkland, Fleming, a breakfast scheduled for the and Tony Pastor, the Dukes of Green, Martin & Ellis, answered Ambassador Hotel on Wednesday Dixieland, David Niven. Pearl committee's request for a juke roy-Balley, Frankie Lyman, and the alty schedule by repeating the industry's preference for payment of attend include Prexy Randy Wood, an additional mechanical royalty- V-P's Bob Thiele and if the \$2,000,000 being paid in Mack, record royalty by juke boxes is felt Vaughn, and Wood's executive to be "msufficient" by the commit- assistant, Jerry Thomas.

> that at this time, in view of our cording sessions in New York last strong feeling that total contribu- week end.

by the O'Mahoney (D., Wyo.) the individual payment of its mem-Copyright Subcommittee to draw bers, compares most favorably with payments made by other segments," Chaffetz wrote the Judiciary Subcommittee.

> He scored distribution methods tive burdens" would crush coin operators if they had to deal with

> On the question of killing the juke performance exemption because of international copyright re-(Continued on page 140)

Dot Brass to Host Distribs

HOLLYWOOD - Dot Records will host its distributors attending the MOA convention this week at

Label executives scheduled to Musical Director Billy

Wood, Thiele and Vaughn will "I cannot be more concrete than attend the Chi meet following re-

'NOSTALGIA' TOUGH RIVAL

Original Vs. Remake Tricky Biz to Rodgers

· Continued from page 1

later.

Hal Neely New King G. M.

NEW YORK--Hal Neely, vicepresident of American Sound and Urania Records, Allied Records subsidiaries, moves over to King First Cub Disks Records on May 15 as general manager. The announcement about the Neely appointment was made this has announced price increases on week by Syd Nathan, president of singles and classical LP's, a new the King Records label. Neely's Golden Circle singles series, and that he figured there was no sense home base will be in Cincinnati, initial releases of its new Cub sub- in paying for a high-priced personwhere the recording studios, press- sidiary. ing plant and main offices of the King, Deluxe and Federal labels go to \$4.98 from \$3.98, while all are located.

execs, Jack Kelly, Howard Kessel, thus represented include Joni concentrated drive to attain major Hank Williams, Art Lund, Blue years."

the Deluxe and Federal labels, ers, etc. The stress will be on pop hits of Initial Cub release consists of ing in Des Moines, sponsoring

Records and American Sound Cor- tribs set to go. poration for the past nine years. He was national sales manager for Allied in addition to his veepee status with Urania and American Sound. Prior to his Allied Records affiliation, before World War II, Neely was a popular society band leader, hatoning an ork that played the Statler and Hilton chains on the West Coast.

Victor Makes Folsom Award

NEW YORK-The Frank M. Folsom awards were presented to top winners in RCA Victor's "Double Your EP Rate in '58" contest last week at Cavanaugh's Restaurant here. The contest was started in February, 1957, by RCA Board Chairman Frank M. Folsom, with the object of increasing EP sales and impressing consumers with EP's economic and practical advantages.

More than 400 distributor execs, record managers and salesmen ord market will have stereo disks are growing; but the bulk of the

First prize, a 21-day all-expense arm, as hi fi did. AHA.

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

cause of a wave of interest in the At the same time he wages the songs. "My Funny Valentine," battle against nostalgia, Rodgers which wasn't a success in either decries the "strictly business" thinkthe Broadway or Hollywood ver-sions, became a hit, Rodgers thinks, entertainment, "I still read the Billstrictly thru the nitery circuit years board charts, I still want a No. I song, I still hope for kind words from drama critics, I still seek new approval of new work. And when a radio platter comes spinning out of the darkness as I drive my car, I'm proud as hell."

M-G-M Prices Go Up; Issue

NEW YORK-M-G-M Records

Classical LP suggested list prices singles, on M-G-M and Cub, be-According to prexy Nathan the come 98 cents from 89 cents. The tapping of Neely is the first step in Golden Circle singles series will the "new look" program for king. place previous million sellers back Neely will team with King Records to back on one disk. Artists to be Al Miller and Jack Pearl, "in a James, Billy Eckstine, Art Mooney, status for the label in the next two Barron, Dick Hyman, David Rose, George Shearing, Ziggy Elman, The program involves a great Ivory Joe Hunter and Lennie Hay. him to surrender this prerogative, expansion of the current artist ton's "Slaughter on 10th Avenue." which Bell was reticent to do. The roster, the building of a king-size The release will be backed by spe- station programs for all other decpop LP line and the revamping of cial golden browsers and stream- jays.

all types and strong selling LP's. sides by the Velours, Jimmy Wil- hops, but he has been doing exten-Neely has been with Allied Rec- liams, the Wanderers and Shawn sive contacting around the counords, and its subsidiaries, Urania Downey. Label now has 30 dis-

Bauer Named VP Of Columbia Labs

NEW YORK-CBS Laboratories appointed Benjamin B. Bauer as concert circuit. He has just cut veepee last week. Appointment two albums for Vanguard Records was made by Dr. Peter Coldmark, which will be released in the fall, director of Research and Prisident They are folk, spiritual and classof CBS Laboratories. Bauer will ical material-nothing with political be in charge of the acoustics and overtones. magnetics department of the Laboratories. This department is con- series of concerts on the West cerned with advanced research and Coast and is skedded for two at development in the area of sound Carnegie Hall here. They are set recording and reproduction. Bauer for May 9 and May 23, with Art is a Fellow of the IRE.

WHAT WE MEANT TO SAY: M-G-M

Recently a story appeared in these columns concerning price changes of M-G-M single and classical LP disks, as well as news of the new M-G-M subsidiary label, Cub Records.

The story incorrectly carried a head referring to Mercury Records. This piece is being re-run in this issue with a head which refers to the correct label, M-G-M.

Don Bell, Top Midwest Jock, Loses to '40'

CHICAGO .-- Don Bell, one of the top disk jockeys in the Midwest, is the newest in a series of deejay casualties before the "Top 40" steamroller.

KIOA, Des Moines, failed to renew Bell's contract which expired May I. J. C. Dowell, station manager, conceded to The Billboard ality when audiences are won over simply by formula programming. It was learned that Bell was earning more than \$30,000 a year from the station, plus additional income as an avid sponsor of "teen hope," an average of six per week. He recently ventured into a new field, adult hops."

An additional issue causing the separation was that Bell's previous contract allowed him to program his own shows. The station wanted

For the time being, Bell is staytry with station managements, it was learned.

Robeson Cuts Two Vanguard Albums

NEW YORK-Paul Robeson is back on both the record and the

The singer has just finished a D'Lugoff presenting both shows.

BRITISH AWAIT STEREO DISKS; 'PACIFIC' BIG

competed for the \$25,000 in prizes. soon after the middle of year or singles business is still in 78's, ac-In addition to the Folsom Awards, even by that time, according to cording to Lee. He added that the designed as a replica of an EP Frank Lee, artists manager of Dec- high price of albums was a factor were two grand prizes for distrib week for business huddles. Stereo pop albums-particularly pop alis expected to prove a shot in the bums which are primarily mood

> England with such lavish packag- 200,000 sales. ing, including a 12-page insert Lee noted that the gramaphone inwas rarely out of the first 10.

There are about 30 live labels

NEW YORK-The British rec- in England now; 45's and EP's music and do not contain a big distributors. paid vacation for two to any port in Lee, who is one of the few artist. Album price is high in Engthe world, was won by A. W. a.cr. men who records both clas- land (about \$5.60) owing to the Smith of McClung Appliances in sical and pop repertoire, states that government's purchase tax which Knoxville, Tennessee. Second prize the new RCA Victor "South Pa- amounts to 60 per cent of the price a 1958 Ford Thunderbird, was cific" package is having a big im- to the dealer. There is an addiwon by Don Main of Associated pact overseas. It is the first time, tional tax for the record sleeve. Distributors, Indianapolis, Indi- according to the exec, that a one- The Victor "South Pacific" album record album has been issued in is expected to hit as high as

> British Decca is preparing considerable material for release by dustry in England had its biggest RCA Victor here. This will include hit ever with Belafont's "Mary's a London Promenade ork series Boy Child," and stated that RCA (Lee has not yet chosen the con

DISTRIBUTOR NEWS

By HOWARD COOK

I. J. Schneider of the Perry Schankle Company, RCA Victor distributor in San Antonio, lists "Torero" by Julius La Rosa and "Kemple Doll" by Perry Como as his hottest platters. The company is launching a "Boppin' in the Sack Contest" to promote the recording of the song by the Lane Brothers. The gimmick is to write a squib about "Why I Like the Sack." The winner will be given a gift certificate to purchase a sack at a local fashion center. John Sobieski has been added to the firm as a salesman. He will cover Shankle's northern Texas dealers. Claude Dodson has also joined Shankle and will handle the company's southern Texas dealers. Strongest LP for the organization is "Elvis' Golden Records." The company presented a library of RCA Victor records and a record player to Presley's army company;

Jim Lee, Southern Bearing & Parts Company, Columbia Distributor in Charlotte, N. C., reports that John Loudermilk's "At Susie's House" heads the sales list of new Colombia records. "Sweet Sugar Lips" by Jill Corey and "I May Never Pass This Way Again" by Jo Stafford are also going well. "All the Time" by Johnny Mathis and "Endlessly" by Johnnie Ray are perking. Strongest LP's are "South Pacific" by the original cast, "Johnny's Greatest Hits" by Johnny Mathis, "Good-Night, Dear Lord" also by Mathis and "The Hymnal" by the Norman Luboff Choir. At last report the company was No. 3 in Columbia's "March Sweepstakes" contest.

Tom Thorn of Major Distributors, Inc., in Milwankee states that "Pretty Baby" by Gino and Gina on Mercury is blazing. Other strong items are "Lonesome Boy" by Ron Harvey on Window and "Leroy" by Jack Scott on Carlton. "The High Sign" by the Diamonds is moving strongly. "The Livin' End" by Scott Engel on Orbit is strong. Fastestmoving LP's are The Flying Platters Around the World by the Platters on Mercury and "George Wright Plays South Pacific" on Hi Fi Records. The company is about to begin a heavy promotional campaign on "Your Graduation Means Goodbye" by the Cardigans on Mercury. Judith Sellung recently became Thorn's new secretary.

At aMusic Suppliers of New England, Inc., Boston, Gordon Dinerstein lists "La La" by the Coeds on Cameo among his top records. "Who's Gouna Take You to the Prom?" by George Hamilton on ABC-Paramount is one of the strongest new platters for the company. "You Need Hands" by Eydie Gorme on ABC-Paramount has been getting a favorable reaction. "I'm Sorry I Made You Cry" by Connie Francis on M-G-M is a sure winner. Strongest album is the sound track of "Gigi" on M-G-M. "Ella Fitzgerald Sings the Duke Ellington Songbook" on Verve is also selling well.

NEW YORK SCENE: Al Levine, Ideal Record Products, Inc., has several strong disks. No. 1 is "I'm Sorry I Made You Cry" by Connie Francis on M-G-M. The firm already has gone thru 25,000 since the record has been in release, and sales are still strong. "Who's Sorry Now" by the same artist is still going well. "Long Legged Ladies of Labrador" by Morty Craft on M-G-M is moving. Toni Carroll's waxing of "Dreamsville" on M-G-M is selling well. Other hot items include "El Rancho Rock" by the Champs on Challenge, "How Will I Know My Love?" by Anette on Disneyland, "Satellite Love" by Madame, Queen on Chock, and "Non Dimenticar" by Joni James on M-G-M. Strongest albums are the M-G-M sound tracks of "Gigi" and "Hansel and Gretel."

NOTES IN THE MAIL: Ted Kellum of Marnel Distributing Company in Philadelphia writes that Epic has two strong releases in Sal Mineo's "A Couple of Crazy Kids" b-w "Seven Steps of Love" and Jimmy Breedlove's "This, Too, Shall Pass Away." He adds that "Sick and Tired" by Fats Domino is strong. "Apache" by the Chiefs on Greenwich is collecting strong sales. He thinks that Gene Bua, Safari's new artist, is a terrific new talent who could have a hit platter with his recording of "Golly Gee." "Mister Juke Box" by the Temptations on Savoy is being played heavily in the Philadelphia area, according to Kellum. . . Don Prince, who operates Hollywood Sales Company in Madison, Tenn., writes that his company has acquired world-wide distribution rights to "Family Rules" by Guitar Jr., on Goldband. . . . The RCA Victor Distributing Corporation has appointed a distributor for RCA and RCA Victor consumer products in the Atlanta area. The Atlanta branch will be helmed by Gordon H. Bahl, former vice-president of the firm's Wichita, Kan., branch.

DISTRIBUTOR DOINGS: Word from Joe Rogers of Coral and Decca Distributing Corporation in Salt Lake City is that their hottest album is "The Kid From Salt Lake City" by Deno Kanes on Coral. He's a home town lad and is currently appearing at a local nitery. and inscribed to the winner, there ca Records, Ltd., who was here last operating against a big sale for Westminster Records has added two new distributors. The line will be handled by Seaboard Distributing Company in Albany, N. Y. and by Stanley Distributing Company in Seattle. The firm now has 37

> TERRITORIAL TIPS: Strongest records this week is "Big Man" by the Four Preps on Capitol. It's reaping heavy sales in Iowa, North Carolina, Oklahoma, California, Pennsylvania, New York, Arkansas, South Dakota, Colorado, Ohio, Tennessee, Maine, Maryland, Missouri, Utah, Wisconsin and Virginia. "Secretly" by Jimmie Rodgers is blazing in California, New York, Pennsylvania, Tennessee, Maine, Ohio, Oregon, Illinois, Wisconsin, Colorado and Iowa. "No, No" backed with "Sick and Tired" by Fats Domino is strongest in Texas, Illinois, Pennsylvania, Tennessee, Maryland and New Mexico.

CORRECTION: The label for the new release by Dion and the ductors), recordings by conductor Belmonts was incorrectly listed in last week's column. The group (Continued on page 11) recorded "I Wonder Why" backed with "Teen Angel" on Laurie.

NIGHT CLUB

Sally Blair Highly Inflammable

Doug Asden's production at New York's Latin Quarter is a fast-moving, colorful revue. The show is headlined by sensuous Sallie Blair, Bethlehem recording arrist, and features several wellknown international acts.

Accompanied by a trio with two drummers (one on bongos) in addition to the house ork, Miss. Blair presents an exciting and torchy program. Her selections include a wild, up-tempo rendition of The Music Goes Bound and Round," a smouldering belt of

"Witchcraft" and "That Old Black Magic" which includes a medley of "Hold 'Em, Joe," "Matilda, and "It Ain't Necessarily So,"

The versatile performer dances and plays bongos, and almost sets the stage on fire in the process.

English comedians George and Burt Bernard are two of the funniest impressionists and mimics around today. Their act is original and hilarious. Dressed in outlandish costumes, they lip-sync to records by several artists. Highpoint of their routine is a takeoff on Deborah Kerr and Yul

Brynner in scenes from The King and I." They also give their impression of the Andrews Sisters singing The Boogle Woogle Bugle Boy of Company B," and they offer a riotous version of the duet of "You're Just in Love" from "Call Me Madame."

The bill also includes the Ashton Family, an expert group of tumblers; the Bob De Voye trio. three agile dancers whose style is an excellent mixture of modern interpretive and ballroom, and flamenco singer and dancer Queti Clairijo and her guitarist, Adonis, Featured vocalists and dancers in the lavish and well-staged production numbers are Barbara Ell, Gina Gernardi and Martha Errolle. Howard Cook

OPERA

'Susannah' Packs Disk Potential

I would opera with music and test by Carlisic Floyd. Presented by New York City Opera Company, staged by Frank Corsero, Conductor, Julius Rudet, New York City Center, April

"Susannah," Carlisle Floyd's musical drama, is powerful dramatic unity joined to an abundance of out and out beautiful melody. The 1956 New York Music Critic's Award winner is hased on the biblical story of Susannah and the elders. Musical structure is simple and direct, with roots in hymn tunes and

Southern folk music. Score is anchored in tonality. Craceful thematic transitions are reminiscent of Puccini.

Soprano Phyllis Curtin, who debuted Susannah at its premiere in Tallahassee, Fla., back in 1955, sang with a youthful clarity and well-placed tones. It was only when she forced for volume and dramatic effects beyond her range that her voice showed

As Reverend Blitch, the evangelist, William Chapman used a rich voice marred by thoartines. The tenor, Richard Cassiliv as Sam, was expressive, singing with

resonant stomach-produced tones. His sprightly "Jay Bird Song" delighted the audience. Economical use of a new and austere set by Sylbert and plain dress throout harmonized with the stark tale.

Music reached inspired heights in the hymn scene of the first act with the exquisite "Ain't It a Beautiful Night," the moving "I Ain't Gonna Leave This Place" and "The Trees on the Mountain are Cold and Bare." It is to be hoped that this American operawill find its way on to disks very soon. And a little bit of promotion and fanfare might help before its scheduled performance at the Brussels Fair this summer. After all, the Russians might well get hold of it and pull another Van Cliburn on us.

Bernie Hodes.

NETWORK

'Hansel and Gretel' Happy Offering

NRC-TV and Radio, Sunday (27), 6 30-7:3; p.m. Starred Red Buttons, Barbara Cook, Rise Stevens, Rudy Vallee, Stubby Kaye, Hans Conried. Written by Yasha Frank, Music: Alec Wilder, Lorice William Engvick, Executive Producer: David Susskind,

The best test of a kiddie-aimed show is to watch the reaction of a child. And judging from the reaction of a living room full of four tikes - from three to ten

-NBC and the Rexall folks deserve a strong pat on the back. This was delightfully staged, understandable drama for the kiddies, with enough touches of humor from Town Crier Stubby Kaye, suspense as the children are lured thru the forest to the witches' haunts, and a fair enough group of tunes of both a sprightly and lullaby character to produce an hour of cozy, happy entertain-

Barbara Cook played a huggable Cretel and with Rise Stevens, handled most of the pleasant Wilder song material. Buttons as Hansel played a convincing little hero, while Conried as the chief witch, might have been more frightening had he somehow eliminated the twinkle in his eye.

The sets were unusually well cone. Kiddies will remember it for a spell and their recollection can be extended via the M-G-M east album, now on the market, which received a powerful plug from Stubby Kaye at the finish. Ren Grevatt.

LOCAL TV

'Juke Box Jury' Lacks Spontaneity

Juke Box Jury (Local TV) Derjay-Emses, Peter Potter, Producer, Ann Marie Folsom, Director, Marc Breslow, Guesta: Patrice Wymors, James Best, Ann Miller, Arnold Stang. skeCA. Los Angeles, 10-11 p.m., PST, April II).

The "Juke Box Jury" track record is an enviable one, to be sure. Yet despite its longevity and ratings, the appeal is somewhat narrowed to movie fans who want to ogle movie stars.

Judge Peter Potter's familiar

intonation, "Is it a hit or a miss?" sparks the show, as the guests, acting as the jury, rate new recordings and answer queries about the records that are played. Unfortunately, the spontaneity the show might have is lost in the guest's rather obvious attempts at diplomatically answering Potter without compromising their position as a member of the showbiz fraternity.

The Potter himself lacks poise, polish and continuity in his role,

there's a homespun nature about his delivery that is appealing. For the viewing audience, there's the thrill, however vicarious, in being able to match wits with the "experts." On show caught, Potter played six new record releases, only one of which was voted a miss. The hit requisite, according to Potter, are sales of 200,000 or

Show is spruced somewhat by production terps and audience and panel pan shots while the records are playing. With interest in all things musical at a high level, show adequately exposes new material to an eager audi-Joel Friedman.

REVIEWED IN BRIEF

Ed Sullivan Show

The "Chanson d'Amour" pair, Art and Dotty Todd, made their big time TV debut Sunday (27) with a helpful push from Ed Sullivan. Discussing how two voices can be dubbed into six on disks, he explained the pair would be supported on TV only by four offstage singers, to make like the record sound. The end result was somewhat doubtful, the visual performance adding little to the total effect. The bill included a sweatered Sal Mineo, showing considerably more stage savvy than in past appearances; Teresa Brewer, with a new eggbeater hairdo: Georgia Gibbs in her usual classy belting style; Gallie

chanteuse Patachou and the Everly Brothers. Added fillip was Ed's tribute to Elvis Presley who has turned out to be "a model soldier in his basic training." (Grevatt)

Another Time

"Another Time, Another Place" is a listless drama notable for a class acting job by Glynis Johns. Top star is Lana Turner, who will pack movie theaters because of recent headlines, with several plot incidents and dialog lines sure to draw laughter and applause. Title song has five disks going but is barely in the Paramount pic. Background score has appeal, tho, with some Welsh folk themes integrated, and sound track should

sell with Lana on the cover. (Bernstein)

Terry Murray

The senior research associate of Cunningham & Walsh ad agency swapped his gray flannel for tails May I and gave us an evening of thoughtful piano at Town Hall, the eighth recital in his happy dual career. Murray warmed up with Stravinksy and Weber, the program's highlight coming in the murky longings of Wagner's Album-Sonata which he gave just the right degree of soft pedal and sustained legato for singing, fluent tone. The Schumann Toccata, OP. 7, had unrelenting if somewhat plodding spirit. Adman Murray closed with a restrained rendition of Chopin's "Book of Preludes." (Hodes)

Mulligan Bright Spot On Timex Jazz Show

By BOB ROLONTZ

Timex All-Star Jazz Show

Ermes, Garry Moore; producer-director, Bill Hobin; executive producer, Lawrence White, Crested by Oscar Cohes, Writer, George Simon, Sponsor, Times Watches, CBS-TV, 10-11 p.m. EDT, April 50.

"Mama don't hardly allow no modern music in here" could have been the theme of the second Timex jazz stanza. Three-fourths. of the show passed before Gerry Mulligan and his great new combo got a chance to air five minutes of good up-to-date music. Otherwise, the show was a parade of jazz vets who gave it a tired look, despite good emsee work by Garry Moore. And the it was jazz, little of it was good jazz. The exception, besides Mulligan, was the joining together of the talents of Ruby Braff, Louis Armstrong and Jack Teagarden and his group in an exciting rendition of "Jeepers Creepers."

Louis Armstrong and his group presented little that was novel or exciting in their stint, and Lionel Hampton and his ork bustled their way thru some flag wavers with Hamp jumping and shouting. Teagarden's performance on "Basin Street Blues" was much more enjoyable. The George Shearing combo changed the pace with a Latin-styled jazz piece that was interesting rhytmically. The Dukes of Dixieland came over with drive and enthusiasm with a vigorous version of "Over the Waves." Jaye P. Morgan attempted jazz versions of two standards. The Gene Krupa-Cozy Cole-Lionel Hampton percussion duel fell rather flat.

Perhaps the biggest trouble with the show was that it attempted to do too much. Jazz can speak for itself but not in four ways at one time. Fresher, younger voices might have helped a lot. The Timex commercials, as delivered and illustrated by John Cameron Swazey, were excellent.

Vocal Pentameter and Jazz Don't Jell at Five Spot

By BOB BERNSTEIN

Kenneth Rexroth at the Five Spot, Greenwich Village, New York, April 22.

The Five Spot, New York's most adventurous new jazz boite, has continued its off-the-beaten-path bookings with the showcasing of Kenneth Rexroth reading poetry to jazz. Rexroth, the dean of the jazz-poetry coterie, is making his first appearance here as a poetry reader and he has attracted a solid stream of interested

observers to the Village pub.

Unlike some of the "poets" who read their imagery to jazz backing at Village clubs previously, Rexroth is, of course, a serious and successful poet in his own right. He recently won the Shelley Memorial Award presented by the Poetry Society of America. Rexroth considers his poetry-jazz readings as a serious art form. At his stint at the Five Spot Rexroth reads his own poetry and some of Larry Ferlinghetti, one of the San Francisco school of writers who have been deeply influenced by him. While he reads, or declaims would be a better word, the band, the Pepper Adams Quintet, with Don Byrd, Alvin Jones, Doug Watkins and Sonny Clark, plays jazz behind him, getting a chance now and then to interpolate some solos. Rexroth read selections from his book "The Signature of All Things," and a piece called "At the Beginning," on the night caught, handling them all in metered style.

Giving Rexroth his due, admitting that he means what he is reading and is one of our important contemporary poets, to this observer his jazz poetry readings do not make it. The jazz becomes merely a background for the poetry instead of enhancing it, and a background with a classical trio or quartet would have been as acceptable. There is no real fusion; it is half one and half the other and not enough of either. Only when baritone man Pepper alone supported Rexroth did the jazz poetry readings approach any semblance of unity-and even then it missed. The Rexroth booking has not hurt the Five Spot's business, however. His first week was the best the club ever had, altho the hip crowd that likes its hard

bop wordless was missing.

'Smart Affairs of '58' Romps At Deauville, Pulls Crowds

By TOM NOONAN

Casanova Room, Desuville Hotel, Miami Beach, Fla., Larry Steele's "Smart Affairs of 'SR." Staged by Larry Steele. Churcography by Lon Fontaine. Casti Rose Hardaway, Flash Gordon, Low Fontaine, the Wanderers, Sir Lionel Beckels, the Leonard Brothers, Mickey Adams, Larry Steele and the Beise Beauts,

This 90-minute Negro review is drawing healthy crowds during Miami's off season for the Deauville. With smart staging, bright costumes and light but effective sets, Larry Steele has a package that would be attractive in any spot. Featuring Rose Hardaway, a gorgeous thrush, with a sexy delivery that holds 'em, and a production number, "An Episode in the Life of the Man With the Golden Arm," the show moves thruout. In the number, Sir Lionel Beckels leaps out of a smokescreen as the man's soul, sprayed with gold paint and weird mask-like make-up, and goes thru some very effective modern dance gyrations.

The Wanderers, M-G-M recording artists, scored well with five numbers. Both Miss Flash Gordon, with an interpretive dance rendition of Anna Lucasta, and the two Leonard Brothers, with a smart dance act, also registered with the crowded room. Finale was a clever number with all participating in "Juke Box Bahy" while the band imitated such greats as Ellington, Basie, Hampton, Les Baxter, Perez Prado and Presley. Show opened with Steele doing "You Gotta Have a Gimmick." He's got it in "Smart Affairs."

It's entertainment.

film Associates is reported mulling as Mort Abrahams, veteran prothe idea of "tape syndication" of ducer of telemusical spectaculars; TV shows originating on its new Ted Cott, ex-WNEW and NBC TV channel in the New York area, exec who heads the NTA station

as a strong contender for video shows. tape marketing is a local music case starting at 9:00 p.m.

Ford, who has been exiting his Party. WNEW Radio chores amidst a flurry of statements over who fired whom, is expected to continue, however, his live music "Greenwich Village Party" on WABD, Du Mont's local TV channel which incidentally is the parent firm of WNEW.

The NTA set-up has long been geared for a breakthru in the stilluntapped field of "tape," as compared to "film," syndication of TV shows. NTA is already fielding a strong sales force currently handling everything from half-hour films to feature packages, and a new line-up of taped video shows would fit in easily.

From a program standpoint,

WMGM Gives Picked Album The Treatment

in the record industry with a new ing to gain the most from its two- Philharmonic broadcast series of strip in the fall. Harry Salter is producer. programming gimmick built around channel sound. The stations had 30 weeks, beginning October 4. HATCHED, MATCHED AND SNATCHED

Each day, program staffers and ers in sound equipment. major show between 6:00 a.m. and a major CBS affiliate, and is plan- cast series, heard Saturdays, 8:30 midnight, making the "Headline ning further stereo TV shows. Album" an all-day promotion.

So far, Capitol Records has been winning the daily spotlight in a walk. Since last Monday, the label has gotten the WMGM showcasing no less than four times, scoring with Frank Sinatra's new "Volume Two," Nat King Cole's "St. Louis Blues," Danny Kaye's "Merry Andrew" and the original cast platter on "Music Man."

Mercury, Columbia, M-G-M and RCA Victor have each scored one daily album showcasing, featuring The Platters, Jo Stafford, Rosemary Clooney and Jose Ferrer, and the original cast of "Say Darling respectively.

Needless to say, the station is suddenly finding itself a major target for album publicists and leading diskeries.

NEWEST CLEFFER IS AD EXEC

NEW YORK-Everybody is in the cleffing act these days. Latest is Joe Stone, who has penned words and music to "That Daffodil Feeling," soon to be waxed on the Columbia label. Previously, he collaborated with Robert Allen on "I Just Don't Know," a ditty whose waxing by the Four Lads hit the 400,000 mark.

Joe Stone is a vice-president of J. Walter Thompson, world's largest ad agency, and a top expert in the shop on the production of musical commercials.

NEW YORK -- National Tele-| NTA has such manpower on tap operations, and plenty of indie One in particular being discussed producers already packaging film

In addition, its New York studio package, "Jazz Party," starring Art operation gives NTA an anchor in Ford and due to premiere this a talent pool that is particularly Thursday (8) in a two-hour show- strong in musical names that can be tapped in segment like "Jazz

> NTA is already moving ahead in another related area: sponsor sales. Norman Cissna, Lionel Furst, Paul O'Brien and Augie Cavallaro have joined the national sales department of NTA's broadcast properties, with Cissna becoming Midwest sales manager for NTA-owned radio and TV stations in Minneapolis and New York.

Live Musical Debuts WWL TV Stereo

NEW ORLEANS -- A locally produced, 30-minute live musical show was used here by WWL-TV and WWL Radio to launch the first stereophonically voiced TV show seen by Crescent City viewers.

TV FALL PLANS: SHOWS BOUGHT AND CANCELED

Bought

"Milton Berle Show," Kraft Foods variety stanza, NBC-TV, Wednesdays, 9-9:30 p.m.

"Naked City," dramatic anthology based on Mark Helinger book and Columbia flick, from Screen Gems to Brown & Williamson for ABC-TV, Tuesdays, 9:30-10 p.m.

Renewed "Real McCoys," Sylvania Electric, ABC-TV, Thursdays, 8:30-9 p.m.

"Mayerick," Kaiser Aluminum, ABC-TV, Sundays, 7:30-8:30 p.m., network extended from 91 to 115 stations.

"Dinah Shore Chevy Show," Chevrolet, NBC-TV, Sundays, 9-10 p.m.

"Bold Journey," Ralston Purina, ABC-TV, Mondays, 8:30-9 p.m.

Canceled "Kraft TV Theater," Kraft Foods, NBC, 9-10 p.m., Wednesdays.

"Sid Caesar Invites You," Helena Rubenstein, ABC, Sundays, 9-:30 p.m.

Philharmonic Telecasts Get New Look'

negotiations to bring the N. Y.

a de luxe spotlighting of LP's as already built a sizable viewing- Emphasis will be on national "Headline Album of the Day," and listening audience by a big promo- cycles, with Bernstein conducting tailored to a broad "family" appeal. tional splash of on-the-air announce- American works, Dimitri Mitrop-The idea, hatched by program ments, newspaper ads, counter onlos accenting French music, chief Norman Katz, works like this: cards and special displays at deal- Herbert von Karajan stressing German, Thomas Schippers concenstation deejays meet to pick an Ed Hoerner produced and Ruper trating on Scandanavian and Sir album, new or old, to receive the Copponex directed "Music in John Barbirolli featuring Engtreatment. Then a selection from Depth," which was sponsored by lish works. James Fassett will serve the album is showcased on each the local utility company. WWL is as commentator for the 29th broadp.m. to conclusion of concert.

Programming Is No Better

· Continued from page 3

stitute imagination-and does it veristy of material has been efmake for interesting programming?" feeted. The same is true during asked another.

"The pity of it is that talent of the sophisticated kind that these anti-rock and roll jocks want to play is being more and more exposed and introduced on LP's. You know what happens to most of them, don't you? They just don't get played. They are fogotten because a good many of the people don't have time or won't bother to take the time to give them even a short listen.

Stifles Talent

"Even with Sinatra, it's the same thing. He has at least eight albums out that are selling. Yet on many of the shows, you hear the same few over-familiar Sinatra disks. You think that helps Sinatra? This kind of jockey is just as bad as the Top 40 slave because he's stifling new talent and many worthwhile sides of established

According to various jackeys, the problem is one primarily of lack of time for screening new records. The fact is that some stations in the New York area at least have succeeded in licking the problem.

One station, WVNJ in Newark, switched to all-album programming about a year ago and printed a monthly program bulletin for listeners. There and at WPAT in Paterson, where all-album programming is also in effect, a wide di-

John A. Cambling's Music From Studio X" a nightly three-and-ahalf-hour show on WOR here. Cambling makes a point of programming new talent, with Jo March, Annette Warren and David Allen given as recent examples.

Cambling said he gets around the time problem in screening new albums by doing it while he's on the air. "We have 25-minute segments of straight music. During that time I'm playing other records on a player in the control room, he explained.

Despite these examples of diversified programming, some execs continue to feel that the public is entitled to more rounded programming rather than that which re-sults from "the laziness which scems to have set in with many jocks on many stations, whether they are Top 40 or pro the socalled "good music" policy."

FEATURES OUT---BACK NEXT WEEK

The Billboard's two new radio - TV features, "After Hours Session" and "Balanced Programming," will not appear in this week's issue. They will resume regular appearance in the issue of May 12.

MASTER CONTROL

BROADCAST TRENDS AND TRIFLES

- By BOB BERNSTEIN

INSTANT VIEWING

The first non-broadcaster to have an operative Videotape machine in use, Telestudios, Inc., is expanding madly in all directions as a result of the recorder's recent arrival. Besides producing commercials (its original role) which now can be seen nine seconds after completion by sponsor, agency or producer, Telestudios has turned packager with the first soap opera intended for syndication. Heretofore, such a strop was too costly via film and suffered loss via kine,

The firm has also produced pilots of "Spaceman USAF," a half-hour vidfilm with a topical science background; "Swayze Notebook," a five-minute series featuring anecdotes by John Cameron Swayze, and "Penny Theater," cartoons for insert, using stick figures at half the cost of animation. George Gould, president, is reported close to a deal with NTA on one of them. He'll also work for you on screen tests, pilots, product testing and take kines off the air at \$190 per 30 minutes. The first Videotape commercial by Telestudios was made Wednesday and aired Friday on "Person to Person." Upcoming acquisition: a mobile unit for remote taping. Footnote for bookies: Roosevelt Raceway is now using the tape to get immediate results on its finishes.

ADULT HOPS

The nation's second adult dance party, "Lead Out," has made a promising debut on WHBQ-TV, Memphis, in the Monday 7-8 p.m. slot. First was WAVY's high-rated stanza in Norfolk. Lance Russell emsees "Lead" with disks mostly from the Glenn Miller era, live electric organ and a dance team. Gimmicks abound: hirthdays, orchids, charades, games and dance contests. It's an over-22 affair with lets of participating sponsors.

AD FACTS FOR 1957

There were 1,287 TV advertisers who spent more than \$20,000 in 1957 and 89 who topped \$1 million, according to TvB's annual report of spot expenditures. Food products led all classes with about \$119 million, trailed by toiletries-cosmetics, ale-beer-wine and drugs. Classification including music, sets, records and instruments ranked 24th.

SNOW AND STATIC

Capsule lessons in French, German, Italian and Spanish will begin next week on WNTA, New York-Newark station formerly known as WAAT. Purpose of series is to give a quick shopping and travel NEW YORK-In the midst of vocabulary to Europe-bound listeners ... MCA-TV made almost \$3 million on its first two sales of the Paramount Pictures feature films to Philharmonic and director Leonard WBZ, Boston, and KETG, Omaha. . . . An electronic computer which Titled "Music In Depth," the Bernstein to CBS-TV on a regular plays games and composes music will be unveiled on "Johns Hopkins NEW YORK - Indie outlet show used a 15-piece band, two basis next season, CBS Radio has File 7" May 10 and May 18 over ABC-TV. . . . "Musical Bingo" starts WMCM here is causing a flurry singers, lavish sets and trick light- announced a "new look" for the on ABC-TV June 6 in an 8:30-9 p.m. berth, will become a daytime

Al Rosenberg of UA's flackery just wed Carol Ann Truehaft of UA's purchasing dept. . . . KYW-TV ad-promotion manager Bob Nashick has married Anita Ciavola in Covington, Ky. ... Marguerite Maier of ABC's press dept. will wed Warner B. Huck of Minnesota Mining May 24. . . . Traffic and production merge at WABC, N. Y., when Lorraine Roberts and Howard Citron blend June 22 . . . Herman Light, one-time NBC Opera manager and current legit theater manager, died in N. Y. April 13. Widow is actors' agent Frances Light.

WHEELING AND DEALING

TALENT TIDINGS

PAT, MOM AND DICK CLARK

Scholastic Magazines just finished its annual Junior high school poll, nationwide among 11-14-year-olds, with some strange results, Winners follow: Person I Would Most Like To Be Like, No. 1, Mother; No. 2, Debbie Reynolds. Favorite TV Show, No. 1, Dick Clark's "American Bandstand"; No. 2, Pat Boone. Favorite Movie Star, Pat Boone, followed by Elvis Presley, Rock Hudson, Debbie Reynolds. Favorite Singer, Boone, followed by Ricky Nelson, Presley, Perry Como, Tommy Sands. Favorite Athlete, Mickey Mantle, then Ted Williams, with Esther Williams placing sixth.

THE DOTTED LINE

Dale Robertson, movieland leading man who's current star of TV's "Wells Fargo," is making his debut as a singing cowboy on a rodeo tour thru the Southwest (May 7-10, Jasper, Tex.; May 14-18, Shreveport, La. Dale sings "He's Got the Whole World in His Hands," blues and comedy numbers. . . . Bandleader Sammy Kaye has been named chairman of Recording Artists for Multiple Sclerosis. . . . American Wind Symphony has announced its second season of free concerts on a barge on the Ohio River, June 15-July 24, followed by a river tour from Pittsburgh to Cincinnati. World premieres of five works, including a short musicomedy by Edward Mabley of CBS, will be featured. . . . Toni Arden has received a gold statuette from the American-Italian Association as an "outstanding and dedicated woman in her field."

Summer stock packages will include Dick Shawn in "Where's Charley?" Morty Cunty in "Wish You Were Here" and Danny Costello in "Damn Yankees." ... William Morris has singed comic Johnny Morgan and Decca artist Nick Lucas. . . . Eddie Albert will etch folk albums for Dot Records. . . . Atlantic Records has singed Sandy Stewart of the Garry Moore TV-cr. . . . Mara Lynn, who scored hig in the late Broadway musical Body Beautiful," joins Kirk Douglas in "Showdown at Gun Hill" for Paramount.

THE NITERY CIRCUIT

Buddy Hackett into Eden Roc July 19. . . . Patricia Wilson opens a four-week stint at the St. Regis, N. Y., May S. . . . Genevieve at Copa Club, Pittsburgh, June 2. . . . Mimi Bensell into the Americana, Miami Beach, May 28. . . . Denise Darcel into the Drake Hotel, Chicago, June 4. . . Sammy Davis Jr. opens at Moulin Rouge, L. A., June 24. . . . The new Cafe Parce in Washington has inked Zsa Zsa Gabor, Buddy Hackett, Sophie Tucker and Peggy King for its first three months.

MUSIC AS WRITTEN

By BOB BOLONTZ -

BUSINESS BACKS PHILHARMONIC

I we corporations have come up with a bundle of loot, \$23,000 to be exact, to help the New York Philharmonic make its corrent trek thru Latin America. The corporations are the Creole Petroleum Company, an affiliate of the Standard Oil Company of New Jersey, which is contributing \$15,000 for four Venezuelan concerts. W. R. Grace and Company, which was founded in Peru over 100 years ago, has bankrolled the other \$5,000. The American National Theater and Academy, under whose auspices the Philharmonic's trip was taken, received the money. The orchestra started its tour in Panama City last Tuesday (29) and will finish in Mexico City on June 15, covering 15,000 miles in all.

BUSY WEEK FOR HUB CLEFFER

Lee Morris, Boston's peripatetic eleffer, who is on sabbatical from his history classes in Beautown, zoomed into New York last week and accomplished the following: He picked up \$320 on the TV seg "Dough-Re-Mi" on Monday, and plugged his own song, "I Am the Heart." On Tuesday he placed songs with Chappell, Buddy Robbins and Julian Aberbach at Hill & Range. On Wednesday he wrote a jingle for the greeting card department of UNICEF for free. On Thursday he placed songs with Herb Reis, Murray Deutch of Southern, and two others, cleffed with Bernie Wayne, to Republic Music. Friday Morris went home,

RED CARPET FOR VAN CLIBURN

The Texas whiz Van Cliburn, will get the full treatment from the city of New York when he returns from his concert tour thru Europe. He will be given a ticker tape parade up Broadway after a visit with Mayor Wagner and other dignitaries. In addition he has been set for another concert at Carnegie Hall, since his first concert on May 19 is already a sellout. Second concert is set for May 26. Pinnist has also been booked for a series of concerts in the fall with the New York Philharmonic orchestra under Leonard Bernstein. As for his record future the lad is being offered contracts by both RCA Victor and Columbia Records.

SWEDISH FIRMS FORM JOINT PUBBERY

Four Swedish record firms, Metronome, Karusell, Decca and Philips, have formed a jointly owned pubbery, Multiton. The purpose is for Multiton to acquire Scandinavian publishing rights to American tunes which the four companies are interested in pushing for their market. The publishing firm will be able to guarantee strong record coverage on any tunes it will handle. The four labels represent in Sweden 30 key U. S. labels, including Mercury, Atlantic, Columbia, ABC-Paramount, London, Verve, and others. Thus several U. S. recorded versions of tunes published by Multiton will be released in Sweden. In addition the firm will be able to guarantee several domestic versions to be cut in Sweden by the four companies involved. Multiton will be headed in Sweden by Lief Kronland. In the United States Claes Dahlgren, head of Metronome's New York office, Orion Development Corporation, will handle the pubbery.

DISKERY THROWS A HOUSE WARMING

National Recording Corporation, NRCO Records, threw a big bash down in Atlanta last week to celebrate the official opening of the firm's new offices. Party drew guests from New York, Toronto. Dallas, Nashville and other areas about Atlanta. Affair was hasted by presy Bill Lowery, and Boots Woodall, Bill Packam, Ferrin Mathews, Cotton Carrier, NRCO execs, and Paul Peek, Darrell Glenn and Joe South, NRCO artists.

New York

The Dukes of Dixieland made their first trip to New York last week to appear on the Timex Jazz Show last Wednesday (30) over CBS-TV, and Thursday on the Dave Carroway Show over NBC-TV. The Dukes rate as top sellers on the Audio Fidelity label. . . . Epic a.&r. chief Joel Sheeman will plane from the West Coast to Chicago today for the MOA Convention. . . . Pubber George Pincus unbuttoned the wallet last week to outbid all contenders for the publishing rights to the ditty "Too Much Slack in the Sack" recorded by the Flatops for Beat Records.

Ted Harris has been appointed production manager of club sales promotion for the Columbia Record Club. . . Morris Hastings is the new head of the Columbia Records copy editing section, a part of the diskery's advertising and sales promotion division. Nati Mistral has been signed to an exclusive contract by Montilia Records. She will be featured in an album of music from the movie "La Violetera." . . . The Sonny Rollins Trio is now at the Black Pearl in New York. . . The Five Spot featured modern classical music within its hallowed jazz walls vesterday (4). Performers were flanfest Samuel Baron, celloist Seymour Barab and pianist David Tudor. . . . Judy Scott plays 12 days at the Celebrity Club in Philadelphia starting May 19. . . Morty Wax has opened promotion and publishing offices in New York. Wax handles Apollo, Barb, Legion, DeWitt and Lenard record labels ... Floyd Glinert, salesman for Columbia Transcriptions, became the father of a boy. Adam Andrew on Wednesday, April 30.

Jimmy McHugh and Sammy Cahn have penned the title song for the Warner Bros. flick "Home Before Dark." ... Clinck Cabot and his ork are now playing the Peabody in Memphis. . . . Tony Martin opens at the Town and Country in Brooklyn on May 9 ... Leonard Vannerson, Jormer band manager, is now band booker for the Chicago office of the Willard Alexander Agency in Chicago, Pete Gravely, formerly of Alexander's Chicago office, is now working in the New York branch . . . Al Sherman heads the new branch of Mutual Entertainment in Las Vegas starting May 15. Ed Hall has returned to his desk at Mutual in Chicago after 16. weeks of hospitalization.

VOX JOX

FREE RECORDS: "Why wait a until the next deepsy convention? How about an open letter to all our great thinkers' who no longer feel it's right to send free records to joeks and stations? writes Chuck DeWitt, WPIN, St. Petersburg, Fla. Here's Chuck's open letter:

When people like Coral and Decca expect us to pay for the good tunes, what are your boys coming to? Who's running the store? Check last year's charts for play rock

MORNING HOP: WOAM. Storz outlet in Miami, staged a giant rock and roll session at the Olympia Theater last Friday at 10 a.m. Amateur talent, dance contests and giveaways were combined for 2,300 teen-agers, with the only name draws, the station's Gene Weed and Jerry Wichner, packing the house and turning away thousands. WOAM has made plans for an immediate repeat. A teacher's convention had closed schools that morn-

the number of hits each company ING: KPHO, Phoenix, Ariz, dee- ive jocks and program directors will had. Note that Columbia, Dot, jays keep those competitions com- agree that the listeners' preference Capitol, Roulette and RCA led the ing fast. Ray Curtis is asking list is our command and that we have pack. The above mentioned have, teners to guess which three of an obligation to give them what instead of slacking off on free Presley's records have had the big- they want, not what we want disks, sent then more! Don't tell gest sales, winners to receive auto- When a station burns or burns its me to pay for a record, then expect graphed LP's from Elvis. Red rock and roll records, it's on the me to give you free advertising. Mellvaine is asking them to name bottom of the heap, in our opinion, I'll send you to a doctor. We over- the jumping frog the station is en- regardless of its market size or look not getting shipments from tering in the Calaveras County prestige." rock distribs because WPIN doesn't Derby May 15. Winning entry earns a year's supply of pickles. Jocks from 11 Western States are participating in this one.

> ALBUM OF THE DAY: WMGM, N. Y., has inaugurated a "Headline Album of

the Day" feature, with each jockey airing one hand of the special choice. Sometimes, the same side will be played on all shows, too, determined by the station's record library.

WHOSE TASTE TO FOL-LOW: Dottie Knight, music director of KBBB, Borger, Tex. writes: "Mell Bernam at WNAS certainly gets our approval for call-ALWAYS A CONTEST CO. log a spade a spade. All progress-

> There are thousands of children's homes, State and church hospitals as well as civic organizations that could and would put these records to good use. The handicapped

(Continued on page 110)

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By REN CREVATI

It's no secret to any student of the current scene that there's an awful lot going on in schools today besides the traditional readin. writin and rithmatic. By no means does this imply delinquency. If the current crop of records are any bacometer, however, it could be said that there is a high level of romantic rapport between the sexes during the class hours. In other words, as Jerry Lee Lewis has so aptly said, "there's a whole lot of shakin goin on."

According to Paul Ackerman, critic, editor and author, who, of course, is close to this field, it should come as no surprise to the real students of the human scene, that love occupies such a prominent place in the minds of our school population. "It's only a shock," says Ackerman, "to oldsters, squares and those misguided elements who seem to feel that love is the peculiar province of the adult (Ed. note (Over 15, that is), In

days, as a matter of fact, there were classic examples of youthful love. Romeo and Juliet were each 14 years old at the time of their great romance. But note also the classic lovers Hero and Leander and Aucassin and Nicolet. Today, the pressure of society and the demands of long and specialized training tend to have the effect of keeping the sexes apart, according to Ackerman, rather than permitting the early froition of their normal desiresthat which is their natural heritage, it might be said.

Philosophers have also noted that love at the school age is of the purest type, divorced from the more earthy and material considerations and concerned with such sentiments as "May I Carry Your Books to School," a theme of innumerable disk sides Ackerman, in his study, notes that certain categeries of disks have always been aware of the charm of teen-age

love, as in such great r.&ch. sides as "Hey Little School Girl." IF's only that the pop world has been lagging in discovering the more interesting aspects of our educational system. Another r.&b. interpretation of the same theme incidentally, might be such a fine record as Joe Torner's "I Want a Little Cirl (To Be My Own).

It might also be pointed out that one of the early pop figures to recognize the blossoming of teen and school love was that great cat, Redd Evans, whose song "Too Young," dealt with the basic topic of teen heartaches. The whole business can be summed up with a knowing title just recorded by the Emanons on ABC-Paramount. It's one of those interesting titles with a parentheses but it tells the story . . . "We Teenagers (Know What We Want).

The proximity of teen-age love as fostered in schools) to the real (Continued on page 117)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The Johnny Cash show winds up its tour of the Maritime Provinces of Canada at St. Johns, N. B., Saturday (10), and hops to Utica, N. Y., for a Sunday (11) date at the Arena under the aegis of Carl Swanson. On May 14. Cash appears at the Cotton Carnival in Memphis with such stars as Roy Acuff, Ernest Tubb, Johnny and Jack, Kitty Wells, the Jordanaires, the Wilburn Brothers, Minnie Pearl and the Louvin Brothers, Johnny resumes with his own unit at Amarillo, Tex., May 16, following with Lubbock, Tex., May 17, and Austin, Corpus Christi, San Antonio, Fex.; Tucson, Ariz.; Albuquerque, N. M., and Oklahoma City, in that order. The packages will include, besides Cash, Don Gibson, Danny and the Juniors, Roy Orbison, Sonny Burgess and Don Helms,

Marijohn Wilkin, songwriter-entertainer, who recently left Earl Barton Music, Springfield, Mo., to settle with her family in Nashville, is now being booked by the Jim Den-

ny Talent Agency there, along with her 12-year-old, rock-nroller son, Bucky, Lucky Moeller is handling Marijohn, with X. Cosse holding the reins on Bucky. Miss Wilkin's new tune, It'll Take Awhile, has been cut by Billy Walker for Columbia and just released. . . . Big Jim Russell, the Arkansas Cowboy, continnes with his daily show on KEAP, Fremo, Calif., while doubling weekly at Dee's Club in nearby Clovis, N. M.

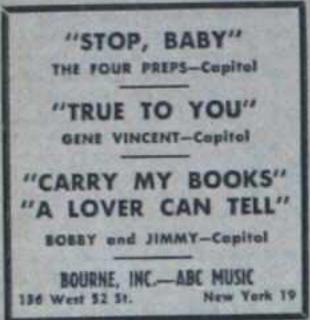
Carl Perkins concluded a tour for Hap Peebles in Wichita, Kan., Saturday (3), and Tuesday (6) begins on a string of West Coast dates for promoter Stew Carnall at La Poente, Calif. Tour will also include stops at San Diego, Riverside, Los Angeles, San Francisco and Eureka, Calif., and Portland and Seaside, Ore., winding up at the last-named city May 18. Carnall, who is president of Flake, Inc., is reported scouting for other "blue-grass-type" acts for West Coast dates . . . Broadway columnist Earl Wilson is doing a series of articles on "Grand Ole Opry" based on a recent backstage visit to Ryman Auditorium, home of the "Opry" in Nashville.

Station WSM, Nashville, has satisfied the demands of its air audience with a new, live, early morning country music show titled "Opry Jamboree, aired from 5:15-5:45 a.m., Monday thru Friday. Early response to the new program has been most encouraging, WSM officials say. . . . Hawkshaw Hawkins does his stuff at West Grove, Pa., Saturday (11). . . . George Jones has been set by Lou Epstein and limmie Skinner for their Verona Lake Banch, Verona, Ky., May 18. . . . Georgie Riddle, at WARU, Peru, Ind., the last 15 months, has shifted his activity to WMRI, Marion, Ind. He still holds forth six nights a week at the Rainbow Chib, Peru, with his combo, the Lucky Stars.

(Continued on page 118)

The State of the Contract





GREAT RECORDS

CAREFUL, CAREFUL Columbia EHLEEN RODGERS CHERIE, I LOVE YOU PAT BOONE TIPTOE THRU THE TULIPS RUSS HAMILTON Kapp

MUSIC PUBLISHERS

HOLDING CORPORATION



ROBBINS MUSIC CORPORATION



WRITE SONGS?

Magazine for Songwriters-Contests-Song Tips-Contacts

THE SONGWRITER'S REVIEW Sample 25c-52.50 per year 1650 II Broadway New York 19

Don't Give Me an Elephant for Christmas

PACHYDERM PUBLICATIONS 1674 Breadway, Suite 607, N. Y. 19 3 that period.

Mercury Hypes Wing for \$1.98

CHICAGO - Mercury Records last week fell in with the trend to \$1.98 LP packages with the rename of its new low-price line.

discount structure, and will be (D., N. Y.) shops as well as thru novelty (29) called the attention of his colchains, department sores, drug- leagues to the fact that there are stores, supermarkets and other over 271 copyrighted versions of rack-jobbing outlets.

contain at least 12 bands of material will be developed mainly from previously unreleased masters, successful old singles and to a limited extent from packages withdrawn from the \$3.98 class.

be used for covers, and the during the rendition of the song, packages will come in individual polyethylene bags. Records will be contained in paper inner sleeves.

The first Wing release is comprised of "Sarah Vaughan Sings" Richard Hayman's "Music from My Fair Lady"; "Patti Page, America's Queen of Song"; Buddy John's "Rock 'n' Roll Stage Show"; "Franke Laine Sings His All-Time Favorites Music for Fireside Dreaming, with Richard Hayman's ork; Ron Terry's "Polkas and Waltzes"; three albums titled "Dance Date," one each by the David Carroll, Eddy Howard and Boddy Morrow orks; Rusty Dra- 21. per's "Remember," and D'Artega

Develop Paper Record, Claim High Fidelity

CHICAGO-A paper disk with possibilities for the record trade has been developed by Edward Van Baerle, of the Van Baerle studios here. The record is pressed on and Ken Nelson, both a.cr. staffers heavy laminated paper stock, at Capitol Records, and Frank which can be printed in four colors. Carlson, a member of the M-G-M The record can be die cut square studio orchestra for the past 12 the inventor it is of the highest casting. Inc. Firm has been formed fidelity and compares favorably to acquire standard AM broadcast Baerle uses on the laminated stock. tion.

It is understood that the disk cents apiece, pressed on one side, in 1949. Both previously worked on a four color stock, in quantities of 100,000 or more. At the present will continue in their present posts time two large firms are negotiating for a quantity of the paper sessions while Nelson heads the disks, at 33 1/2 r.p.m. speed, for label's c.&w. department. use as dealer promotion pieces, or as consumer samples for new re-

Blues Veteran On Good Time ABC 'Country'

HOLLYWOOD - Good Time Jazz inked an exclusive recording pact with folk singer Jesse Fuller here, with the famed blues artist's first package due for release this the first of a series of anniversary

expected to record a series of tra- during the month of May. ditional blues chants for the label. Label last week reported that sales for the first quarter of the year have already surpassed any previous quarter in the history of CTI and Contemporary Records. Ac- Playboys cording to sales vice-president Bob

NAT'L ANTHEM

New Version Supported In Congress

WASHINGTON-Changes proactivation of the Wing label as the posed by Paul Taubman, a musical director at National Broadcasting A dozen packages are due for Company, to make the National shipment to distributors June 10 Anthem less difficult to sing are for the label's maiden release. Wing of "enough musical and patroitic will be handled thru the Mercury merit to be enacted into law," acdistributor organization at standard cording to Rep. Herbert Zelenko

merchandised thru retail record Representative Zelenko last week the National Anthem in the Library Each of the 12-inch LP's will of Congress. He said that recent discussions pointing up the need material or the equivalent, and the for "officializing" the words and music of the composition highlight the difficulty most people have in singing the anthem.

Music, taken from an old English folk lyric, is so difficult to sing Four-color kodachromes are to that "most Americans remain mute Representative Zelenko said.

> Taubman's version lowers by two tones, 13 notes in the phrase beginning "and the rockets red glare..." It lowers by two tones five of the notes in the phrase, "o'er the land of the free." According to Representative Zelenko, "neither the harmony nor the spirit of the music is changed."

> The Congressman has introduced Taubman's proposed changes in the form of a bill. A House Judiciary Subcommittee will hold hearings on the bill-and similar measures introduced earlier-May

One of the measures introduced earlier by Rep. Carroll D. Keans (R., Pa.) would designate the key of A Flat for the anthem. (The Billboard, April 7).

Capitol A&Rs, MGM Musician **Buy Station**

HOLLYWOOD - Lee Gillette or round as desired. According to years, have formed Gilson Broadwith regular disks. Quality of the properties, with 250 watter KRKS, disk is due to special molds that Ridgecrest, Calif., the first acquisi-

Gillette is a Capitol veteran, having joined the company in 1944, can be produced for less than 5 while Nelson came to the diskery at Station WIJD, Chicago. They at Capitol, Gillette producing pop

FCC approval of the station buy is expected shortly. Carlson will direct the operations of the station, while Gillette will air a two-hour For BG Music daily taped show.

Gets New Star

HOLLYWOOD - Decca pactree Rex Allen will headline telecasts scheduled for Nat Nig-A vet one-man band, Fuller is berg's "Country America" show

> Other attractions signed to mark the first birthday of the program include Randy Sparks, Carl Per-kins, Jimmy Wakely, Jimmy Dick-tions. ens and Bob Wills and the Texas

the U. S.

Merc Offers Summer Plan

CHICAGO - Mercury Records has announced its summer merchandising plan which is aimed at the dealer knocking a dollar off the list price of its LP's. The deal is effective today (5) and extends to July 15. First consumer announcement will be made next Monday.

To enable the dealer to make the recommended offer, all pop and jazz albums, MC-20,000 series and MG-36,000 series, will be sold to the dealer for \$1.98 and all classical albums, MG-50,000 series, will be wholesaled at \$2.47.

The 10-week sale is called Summer Save-O-Rama." It is the firm's fifth annual summer deal. Previous ones were Merc's "Threefor-One," "One-Cent Sale," and "Five for One, Take-All" plans.

Participating dealers will get a "Save-O-Rama Kit" containing streamers, banners, browser-box and mailing cards.

"Tonight It's Music," Jose Melis; ington. The Piano Wizardy of Jan The ads are significant to the Marcel Dupre.

Music Quiz For Stations; Sponsor Peg

LOS ANCELES - World Broadcasting the Ziv-owned radio program service, unwrapped a new music quiz game, designed for local radio station use, at the NAB Convention here last week.

The package is known as "Match A-Tune," and is available as a "program feature" which, according to World execs, can be "incorporated into an established program or over-all station schedule promotion broadcast throont the day."

Giving a hook for local sponsors, listeners play Match-A-Tune" by obtaining game sheets from sponsor dealers. Then, using drawings on the sheets as chies, they identify mystery tunes-supplied by World, along with signatures and program promotion material-for prizes.

Multiplex Web

NEW YORK - FM Multiplex facilities of Northeast Radio Corporation, Ithaca, N. Y., will be of one nighters thru various counused by Magne-Tronies, Inc., New York City, for the transmission of its background music program service, according to Thomas L. Clarke Jr., president of Magne-Tronics. Northeast Radio Corporation operates the Rural Radio Network.

Magne - Tronics Motivational Music programs originate at station WRRA (FM), Ithaca, N Y., and are relayed and rebroadcast via multiplex by four Northeast radio sta-

Clarke believes this to be the first multiplex network in the ABC-TV will also sponsor a let- country for the dissemination of Kirstein, increase was accom- ter-writing contest tied in with the background music. Magne-Tronics plished despite fact that only four show, with winners receiving a produces tape - recorded back-LP's were released by the firm in round trip for two anywhere in ground music programs available on an exclusive franchise basis.

RECORD OUTPUT SAGS IN BRITAIN

LONDON - The number of gramophone records produced in February this year totaled 6,300,000, a drop of 12 per cent below the figure for the same mooth last year.

But the value of manufacturers' sales was \$3,138,000, without purchase tax, a drop of only 2 per cent compared with February, 1957.

The production of 78 r.p.m. disks confinued to decline, dropping in the 12-month period from 4,877,000 in February 1957, to 3,363,000 this year.

Heavy Promo For Hallmark Stereo Disks

CHICAGO-The Hallmark line of stereo records and equipment is The May release of 18 LP's is due to break Thursday (8) with a included in the plan. The release full-page ad by Macy's in The New includes "Dinah Washington Sings York Daily News, as well as other Fats Waller": "Dance and Stay full-pagers this week by the Fair Young," David Carroll; "Songs Store, Chicago; Gimbels and From Great Films of the Fifties," Wanamaker's in Philadelpiria; May Herman Clebanoff; "Just We Two," Company and Hecht's in Baltimore, Eddie Layton and Buddy Morrow; and Woodward Lothrop's, Wash-

August": "Steel Guitar Favorites," disk industry, currently involved in Jerry Byrd; "Max Roach Plus Four fast-developing stereo action, beon the Chicago Scene"; Brahms cause they will be the first large-Second Symphony, Antal Dorati scale announcements to condition and the Minneapolis Symphony; the public to stereo disks, and more Dvorak's Fourth Symphony, John significantly, the Hallmark line is Barbirolli and the Halle Orchestra; priced to compete directly with and "Music of Widor and Dupre," standard monaural LP's. Hallmark's first release of 20 stereo packages is priced at \$3.98 for pops and \$4.98 for classics. Ads will feature an offer of 10 stereo LP's free with every record-playing rig. The collection is packed in an attractive leatherette album.

Hallmark this week will announce a potent deal for encouraging retailers to open a miniature stereo disk department. The label will furnish the retailer with a stereo record player, a pair of lowwattage amplifiers, three sets of earphones and a plugboard for them, a counter display rack and an inventory of 25 stereo LP's for \$92. Earphones have been found to be an effective device for demonstrating stereo.

B. Goodman Gets Citation

NEW YORK - The King of Swing, Benny Goodman, was presented with a special citation of Musical Ambassador of Good Will as his Credence Portfolio to Brussels," by Mayor Robert F. Wagner here prior to stepping aboard his Swiss airplane for Europe, Friday (2).

The Goodman band will perform during a special week-long appearance at the Brussels World's Fair May 25-31. This will follow a tour tries. Also included in the Goodman package are blues chanter Jimmy Rushing and thrush Ethel

In the citation, the Mayor commended Goodman for his "philanthropic idealism and his endless devotion to New York and America." The Mayor said that Goodman "represented the very texture of the phenomena of the perennial enthusiasm of youth.

MALE SINGER

Recently did Record Scrolen. Have Mante tape. Wants amail Record Company to hear with prospect of garting to-

Box 145, The Edberrd, 1564 Dwey, N. Y. 26

Angel 'Greats'

· Continued from page 2

The "Great Recordings" series Rhine" featuring a group of refeeledes works by such performers as Kreisler, Schnabel, Casals, Pro-Muzio.

May release marks the debut disk recording of the Carl Orff opera, "Der Mond," produced under the supervision of the composer with tenors Rudolf Christ and Paul Kuen, and performed by the Philharmonia Orchestra under Wolfgang Saveallisch.

Other sets included are "The Rite of Spring," with Igor Marketvitch conducting: "Tannhauser," "Gotterdammering" and "The Flying Dutchman" by the Berlin Philharmonic, with Rudolph Kempe conducting, and Tchaikovsky's Symphony No. 4 in F Minor by the Philharmonia Orchestra, Constantin Silvestry, conductor.

Firm is offering dealers a browser box display of the "Great with the same spring motil as used Recordings" series, latter holding on the display pieces. up to 50 sets in all. Additional display material, supplements and reprints are also available to dealers.

SPA Sets May 13

Continued from page 4

indication that MPPA would be there, as of this writing. "Any such matter would have to be discussed at an MPPA board meeting before we could take any action," spokesman said. It was also believed that MPPA would not be in favor of attending a general publixhers meeting.

the point that our attitude is one of not wanting to hurt anyone," established 49-cent kiddle line, has on Luxembourg. The exec stated tives of these same writers ask for the country's outstanding talent. in regard to the publisher discus- been trying to convince many labels that in the jazz field a saturation exorbitant fees. sions. There are undoubtedly to let them release their hits-after point was being reached in Eng-

Decca Dozen

· Continued from page 2

nowned German Brass Bands.

Jazz releases include "Blues and kofiey, Fischer, Chaliapine and Brass with Elmer Bernstein and Joe Holiday's "Holiday for Jazz." "Sea Shells," featuring Peggy Lee with harp, and "Let Yourself Co." with Mark Murphy, comprise the vocal albums in the group.

Other packages in the release include Fifty Memorable Melodies," by Jack Pleis; Lou Snider, his piano and ork in "Holiday for Canada": "Waltz With Me," by organist Ethel Smith; and piansist Bill Snyder with "Sweet and Lovely."

Sales aids are in line with those issued with previous monthly Decca '58 releases, and include rounted display centerpieces, featuring lithos with a spring motif forces. and salesmen's kits, presented as a lucite jewel box, silk screened and

Victor Issues

· Continued from page 4

up a lot of extra sales at the 49cent price without hurting the 98- . Continued from page 6 cent disk.

follow the Victor pattern with a Henrik Szerying, Robert Stolz and 49-cent record of the Diamonds' the Viennese Philharmonic in 20th whether or not it had ever been be divorced from music interests. bis hit "The Stroll" about a month century waltzes, etc. ago. The firm was thinking of letting it be released for 49 cents on is best promoted in England at the a regular kiddie label. However, deejay level. Radio Luxembourg distributor pressure, it is under-Burton Lane this week reiterated stood, made them back off.

Golden Records, which has an ally all disk companies have time

AFM Rebels

· Continued from page 4

depositions from AFM Prexy James C. Petrillo in the several lawsuits filed against the union. An appeal by the Federation is presently before the U. S. Supreme Court, challenging the jurisdictional right to hear these actions in the Cali-

On the strike-locked studio front, meanwhile, the five major studios last week filed a complaint with the State Department of Employment, challenging the right of musicians to draw unemployment insurance in addition to union strike benefits. Studios claim that the tootlers are not entitled to draw unemployment dividends, inasmuch. as Petrillo called for the walkout. and that musicians were not fired

NLRB spokesmen here told The Billboard that all haste was being used in setting up ground rules to additional areas of income that determine the eligibility of musicians who signed MGA authorization cards so that an election could group of FM and those with subbe held shortly if one was justified.

British Stereo

Mercury Records was ready to Pierre Monteux, Polish violinist

The singles market, Lee stated,

Broadcasters' Licensing Group

· Continued from page 4

getting assurance that whatever introduced the resolution to form comes a binding agreement.

make toward such a committee industry." Martin declared that the pro rata share in the TV negotiations ultimately amounted to the stations' highest one-time hourly rate, thoall of the funds collected were not used and some moneys were re-

There was considerable floor sentiment to let it be known to ASCAP that the broadcasters have other sources of music available to them. One motion called for a as ostensibly claimed by AFM one-year contract, the this proposal did not even receive a second.

Other areas of interest raised were to have the committee explore would be exempt from the fee structure; the inclusion in the sidiary construction applications, that information relating to a simple per-use formula be disseminated, and that stations be advised they can take a disagreeable ASCAP contract to the U. S. District Court for adjudication under the terms of the consent decree.

One station owner legally established that broadcasters had to pay for the music they use, also later alluding to the fact that stations perform a service and and the AFN network are impor- render promotion and profit to tant points of exposure, and virtu- artists, publishers and songwriters, only to later have the representa- they have contracts with much of

contract is finally negotiated be- the All-Industry body, opining in his remarks that his station was one In answer to a query concerning of the few on a per-performance the amount of financial contribu- basis and that BMI was "one of the tion the stations might have to greatest things to happen in our

Additionally, a station owner wondered why he should pay ASCAP at the 2% per cent rate and BMI at 1.2, when he programmed as much BMI music as he did ASCAP. Suggestion to have the committee look into this area was incorporated into the minutes.

Smathers Foes

· Continued from page 4

interest to the networks will be later hearings by the full Senate Commerce Committee on the Bricker Bill to put networks under control of the Federal Communications Commission, which now controls only individual licensees. The Bricker Bill hearings are scheduled for the week of June 2, the committee has announced (April 28).

The Bricker hearings will also hold interest for the music industry. During earlier hearings on the Smathers Bill, much was made of the need to "confine the bill to the networks" rather than the small inunder the present bill.

A Bricker report, accompanying submission of his 1956 bill to regulate the nets, noted that they "control a very substantial proportion of the program production, and

The Federal Communications some inequities on both sides and they have run their course—on their we hope they can all be straight—we hope they can all be straight—kid label. So far no one has said made traditional jazz and American-made modern.

Increase the intention of the increase, latter to t Sentiment at the meeting, latter Commission is reportedly to appear

A RECORD TO BE PROUD OF **OUTSTANDING NEW RELEASES FROM OUR CATALOGUE**

JUBILEE

CHIP FISHER

SWISS KANTON POLKA BIG BEN BANJO BAND

BEVERLY ANN GIBSON IMPERIAL

LONDON

THE PEE WEE'S JUBILEE

WORLD'S FAIR POLKA

JUPP KLEBER DANA

JOHNNY GEE

RCA VICTOR

From the Album "Music for Happy People" by ALBIMOOR ORCHESTRA

CHICK A-CHICK A-CHICK PANAMA PATROL THE PLANO LESSON

ROSATELLA VIVE LA LIBERTE YO TE QUIERO

Jubilee

From the Album "Time Out for Toots" by JEAN "TOOTS" THIELMANS COOL AND EASY

Decca

From the Album "Moonlight Madness" by DANIEL DE CARLO ORCHESTRA

SHARE WITH ME A LONELY CIGARETTE

SOLITARY

THE SHADOWS

Decca

Sheet Music available on all the above copyrights

1733 Broadway, New York

JU 6-3087

Gen. Prof. Mgr.: George Lee

Communications to 188 W. Randolph St., Chicago 1, III.

OHIO STATE FAIR PACTS BROAD NAME ACT PROGRAM

Gobel, Dean Martin, Molly Bee, Tommy Sands, Lennons Included

žea.

Headlining will be the Lennon final day. Sisters, Tommy Sands, Dean Martin, George Cobel, Bob Crosby and up the Coliseum show which will this city, will again provide the Molly Bee, who will be supported by a long list of additional acts, some of them in for the run of the fair, others in for a day or two

The basic bill for the grandstand show will include the June Taylor Dancers (16), the Jimmy Dorsey Orchestra with Lee Castle, Francis Brunn, Tippy and Cobina, the Birk Twins and Ben Alexander as emsee.

Lennons Set

Also in for the first five days will be Erin O'Brien, while the Lennons will move in for the final three days. Additional talent for the first two days will include Sands along with George (Gabby)

Pair Leases Bridgeport's Beach Funspot

than 20 years, but new operators drizzle. have mapped a program intended to put it on a profit basis.

Frank Sunshine. They plan to spend \$200,000 putting the park back into top shape. They have budgeted \$50,000 for newspapers, radio and heavy promotion.

The park is on an island in Long Island Sound and is reached by a bridge which is now being strengthened.

Sunshine, who will manage the park, is being assisted by Roger Becker, promotion; John P. Kelly, maintenance.

room-largest dance floor in New director, announced last week. England-on Saturday nights after more than a generation of Sunday representing over 40,000 departnight schedulings. Free fireworks ment, variety and chain stores, October to England, where she and thrill shows are planned for other retail outlets, national buying the midway.

new rides. Hot Rod cars, a Looper, emphasis was on big business, and live ponies.

State Fair has signed one of the bert Castle and Joe Jackson Jr. fessor Backwards, Double-Daters has run up a high total for re- road version is to include the most ambitious name bills ever Dean Martin and comic Bob Mc- and Teddy Phillips and his ork. presented here for both its grand- Fadden will be in for the third Smiley Burnette will be the fair's stand and coliseum, D. Robert and fourth days and Gobel will be roving ambassador. Jones, manager, announced last in for the fifth and sixth days. A Jones reported that they were business, which was strong. Anoth- Garden run of 1959. week. Show was lined up by E. O. name is yet to be set for the still negotiating for another major er source revealed that the show Stacy, Music Corporation of Amer- seventh day but Ted Lewis will be attraction and would probably claimed a net of \$9,000 more than one of the featured acts on the have further announcements within for the same period a year ago.

the near future.

Crosby and Molly Bee will head Gooding Amusement Company, give seven performances in three midway attractions during the fair days. Also on the bill will be which will be held August 22-29.

CRISTIANI DRAWS BUSINESS IN RAIN

3 Capacities at Kingsport; Bristol Straws; Blows 1 Day

Bros. Circus rolled up a huge gross had some rain and more mud, but West Coast, for the week despite crippling rains | the business was good. The afterand the loss of one day. The tented noon house was near-full and there to go after the Carden run here is Mississippi State Legislature last circus played to some full, straw was a full house at night. Circus still unanswered for the most part, week. and turnaway houses.

Weather hurt most at Oak Ridge to almost 9,000 people. Tenn., where the show was booked In Bristol, Wednesday (30), the American Shows. Some of the N. S. Hand, fair secretary, said for Friday and Saturday (25-26), circus ran up a gross of about other animals Ringling has in New that planning calls for the strucusing a mid-town lot. Deep mud \$8,600, it reported. Intermittent York were sold to a zoo. And ture to be designed somewhat like and heavy rain caused the loss of rain didn't slow up the attendance, some of the cage wagons were the coliseum on the New Mexico. Friday shows, but on Saturday the Both shows pulled straw houses, brought empty from Sarasota. It State Fairgrounds, Albuquerque, circus gave its parade and pulled a half house in the afternoon and full house at night.

Kingsport, Tenn., on Monday (28) brought a huge parade crowd to the downtown streets plus a total of more than 13,000 patrons BRIDGEPORT, Conn .- Private for the three packed performances operators have leased the city- that were given. Day's gross was owned Pleasure Beach Amusement about \$17,000, according to the Park here. The municipal funspot slow, and the strong business was has operated in the red for more racked up despite a day-long

They are Bert Nathans and Expect 150,000 Will Attend Chi '59 Fair

The survey covered businessmen organizations, manufacturers, im-New operators are adding three porters and wholesalers. Altho-

(Continued on page 30)

CHICAGO -- A survey con-Becker, midway coordinator; Don ducted by the 1959-Chicago International Trade Fair indicates that publicity; and Everett S. Walsh, buyers from every State in the union will attend the July 2-18 Name bands will play the ball- event, Richard Revnes, managing

GAC-Hamid Contracts Bloomsburg, Pa., Fair

agency has been awarded the Hamid Satelite Revue plus five grandstand contract at the Blooms- specialty acts, five acts for the burg (Pa.) Fair and additional afternoon show and two name acts. bookings at the New York State At Syracuse, the office will sup-Fair, Syracuse.

was serviced by the office for many headed by Johnny Mathis for three years, signed with another office in nights.

NEW YORK -- The GAC-Hamid 1957. The pact calls for the GAC-

ply the grandstand rodeo for the The Bloomsburg event, which entire week and a Coliseum show

BRISTOL, Tenn.-Va.--Cristiani | Elizabethton on Tuesday (29) g ossed about \$7,200 and showed The gorilla cage with the two

NEW LOOK

Ringling Receipts Head for High Mark

days of the Madison Square Car- the animals will be bearded out to den engagement to go, Ringling one or more zoos and the cage COLUMBUS, O. - The Ohio Hayes, Sky King and Penny, Hu- Roger Williams, Johnny Cash, Fro- Bros. and Barnum & Bailey Circus | wagons will be stored. The above

show was even with last year's scheduled to be dropped until the This placed a 1958 total of \$1,113,000 against a 1957 figure of \$1,104,000, with a few days to go.

Scheduling half price tickets for kids again is one of the factors toward good business, it was felt. Worst night of the run so far was Friday (25), a time when kids go at full rate.

Gene Mendez, high wire act, was out of the Ringling show to make the St. Louis Police Circus which he contracted earlier. One of the Zacchini girls has been ill, and therefore the cannon act has been using only one projectile.

NEW YORK-With only a few still was expected that the bulk of elephants and horses plus trained One source indicated that the animal acts, but menagene stock is

BLDG. OKAYED AT JACKSON

Legislature Passes Appropriations for 12,500-Seat Aud.

JACKSON, Miss. -- A 12,500-General agent Harry Dube and capacity coliseum will be built on John Ringling North are on the the Mississippi State Fairgrounds here as a result of a \$2,700,000 Where the Ringling menagerie is appropriation approved by the

The coliseum will be erected on young gorillas will go to the Royal the site of the present grandstand.

INKS NAME

Mills Set For Iowa State Fair

NEW YORK - GAC Hansal, State Fair, Des Moines, George A. Hamid Sr., announced. The Mills big night grandstand presentation. Brothers are already set and addi-The parks department has Aut Swenson's Thrilleade will be tional talent will be booked, Hamid said.

On Face-Lifting Kick TORONTO - The grounds of | Major attractions for the exhibit Inc., has been awarded a contract the Canadian National Exhibition tion's grandstand already have been for name attractions at the Iowa here are undergoing a face-lifting set. Danny Kaye will headline the which will give the 1958 expo a

CNE Gardeners Busy

new look changed roads, planted additional. trees, and laid out new flower areas in a broad beautification program. The old fountain-long a meeting place for exhibition patrons-is being replaced by a new

A Hockey Hall of Fame as an added feature of the exhibition's Sports Hall of Fame recently was assured by the vote of owners of addition of the Hockey Hall of spokesmen pointed out.

the eshibition's "Dairy Queen Con- the weather permitted. test," this year will be sent in will represent the CNE at the Royal Agricultural Show.



Wildwood, N. J., Park Launches Up-Dating Plan

manager, announced. Business much neon lighting. "The Dairy Queen," winner of since the bow has been okay when

the matince attraction.

The open area at the Arcade Is being modernized. The new Roto Jet has been installed so that it operates 10 feet above a concession building. Under the ride are 12 concession stands housing soft drinks, popcorn, candy apples, hot dogs, guess your weight and age, handwriting analysis and gadgets.

The Bubble Bounce has been entrance and exit ramps for loading Helicopters, officials announced, and unloading. An entirely new German Sports Car ride.

The Pretzel building has been Yeager, Artesia, N. M.

WILDWOOD, N. J. - Casino razed and a new two-story Dark teams in the National League. The Arcade Park, which opened Palm Ride is being built on the site. Sunday, is undergoing an extensive The ride will have a three-dimen-Fame will greatly enlarge the expansion and refurbishing pro- sional front and over 3,000 in-Sports Hall of Fame, exhibition gram, R. M. Edwards, general candescent lights in addition to

NEW RECORD

A-H Ships 27 Rides In March

NORTH TONAWANDA, N. Y. completely re-built and moved to -The Allan Herschell Company the old Carousel location. Newly- set a new one-month shipment redesigned brakes have been in- cording during March, having destalled plus automatically-operated livered six Roadway rides and 21

Six of the Roadways went to lighting scheme as well as a new Benson Wild Animal Farm, Hudsign and fence has given the ride a son, N. H.: Joyland Park, Lexingcomplete new look. The Carousel ton, Ky.; Griffin Amusement Comnow occupies a location formerly pany, Jacksonville Beach, Flandevoted to four kid rides. Between King Pin Amusement Company. it and the Bubble Bounce is the Detroit; Truman Corners Kiddleland, Kansas City, Mo., and W. H.



ROUND-UP

WORLD'S MOST UNIQUE RIDE

2880 S. 25th St.

Phone: EM 2-7417





AZ Ft. Forris Wheel 36 ft. Ferris Wheel 20 FL Chair Swing 16 Ft. Chair Swing PLYTING SAUCER



Trailer Mounted Kiddle Rides GARBRICK MFG.

Lowis H. & Lewis A. Garbrick Centre Hall, Penna. Phone: EMpire 4-1403





MERRY-GO-ROUNDS'

and Jumping Corousels in 2 standard dies - kiddle, 20 ft.; tessure, 30 ft.; Bull, 32 July larger stree on special order. Also KIDDIE RIBER Perrie Wheels, Airune Mids, Water Best Mids.

THEEL MFG. CO. No. MU 2-1351 Leavenmorth, Kansas

ARENAS & AUDITORIUMS

Dancers Rest; Scots Due; Coliseum Views First 2 Yrs.

By TOM PARKINSON

CORMAL opening of the enlarged and remodeled Memphis Auditorium is scheduled for July 25. The two principal halls have been modernized, the building is being air conditioned and a new exhibit area wing is being added in the \$3,000,000 program.

S. Hurok's military band attraction next season will be the Oueen Elizabeth's Scots Guards and the Pipers and Band of the Grenadier Guards. Their first engagement in this country will be at the Eastern States Exposition, Springfield, Mass., starting September

ON THE OCCASION of its second anniversary, the New York Coliseum reveals that nearly 5,000,000 people have entered since the exhibit halls opened. More than 60 events have been in the Coliseum in the two years, and some of them had spectacular

For example, the Motor Boat Show released attendance figures for the first time in its half-century of operation and revealed that the 389,000 people of 1958 represented a 10 per cent increase over 57. The International Flower Show doubled the number of exhibitors. The Radio Engineering Show was a turnaway, with 60 firms unable to get exhibit space.

The International Automobile Show had 250 models of cars from seven countries. Sales of new cars were six times the 1956 figure; Hardware, Hotel and Business shows set new highs. Eleven shows are scheduled this year which did not run last year.

JACK B. BRALEY is the new manager of the Green Bay (Wis.) War Memorial Arena. He has been with ice rinks in Wichita, Birmingham and Memphis. The new county building is expected to be ready to open about November 1.

In Chicago, a circuit court judge has denied an injunction that would have prevented sale of bonds by the proposed Lakefront exhibition hall to the State of Illinois. But the State is not acting at once, and the taxpayer who asked for the injuncion said he would appeal the ruling. Until the court action is disposed of, the building can not be started.

Meanwhile, there is considerable conversation in Chicago about the need for a new opera house because other facilities are not going to be available. One of the events still scheduled in the Civic Opera House is the Moiseyev dance company from Russia. Promoter Harry Zelzer scheduled eight performances, May 16-21, but later the Russians pointed out that if they give two performances on one day they are entitled to the next day off. Thus a Sunday night performance had to be canceled and the tickets-which had been all sold out-now must be refunded or exchanged.

Sports Show Pulls 40,000 At Topsfield

TOPSFIELD, Mass. - The 7,000 higher than last year.

Despite some evidence of recession in the area, exhibitors reported ager of the circuit. that the actual boat sales outdistanced any in the past three years. Already 15 of the 20 ex- May 17-19; Brooks, June 13; Forehibitors have signed up for space most, June 27; Claresholm-Fort nest year.

cluded band competitions, wrestling nightly, dog-sled races and record attendance. Joytown Kiddie- 24-26. land was open for the event and exceeded its 1957 gross by 12 per

The show was sponsored by the Danvers Fish & Game Club and the Topsfield Fair. In charge were Paul Corson, Topsfield Fair general manager, Walter Lainik and Joseph Houle of the club.

Cardston Rodeo Inks di Paolo

CARDSTON, Alta, - Grandstand performances at Cardston's rodeo, July 14-15, will be presented by Bob di Paolo's KBD Enterprises, Calgary. It will be di Paolo's 12th time at Cardston. On August 8 the Cardston Agricultural Society will sponsor the Canadian Daredevils thrill show.

Alfa. Rodeo Circuit Adds 2 More Towns

CALGARY, Alta. - Two more Essex County Sportsmen's & Boat towns, Bassano and Brooks, have Show, held at Topsfield Fair- been added to the Southern Albergrounds, broke a three-year record ta rodeo circuit. There are now 12 with a reported attendance of more cities and towns on the loop, with than 40,000 during its four-day Claresholm and Fort Macleod stand April 17-20. The gate was alternating every other year in sponsoring a rodeo. Herman Linder, of Cardston, is general man-

Dates are as follows: Taber, Macleod, June 27-28; Bassano, Entertainment attractions in- July 1; Raymond, July 1; High River, July 3-4; Coleman, July 5; various other sporting events. Good Cardston, July 14-15; Medicine weather helped to chalk up the Hat, July 17-19; Lethbridge, July



This fine endorsement of the Allan Herschell Auto Ride comes from F. E. Gooding, president of Gooding Amusements Co., Columbus, O., owning 100 rides in 8 traveling units, Mr. Gooding likes this ride so well he user two.

Up-ta-the-minute styling of the cars. Wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn.

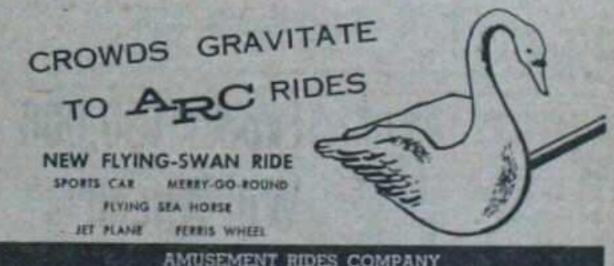


MERRY-GO-ROUNDS . MINIATURE TRAINS . BOAT . AUTO . PORTABLE ROLLER COASTER . SKY FIGHTER . TANK . HORSE & BUCCY . JOLLY CATERPILLAR . HELICOPTER . ROADWAY RIDE . RODEO . TWISTER . IS-CAR CAT . RECORD PLAYER . RECORDS . TAPES . RIDE TIMERS .

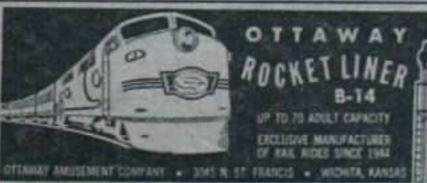
ALLAN HERSCHELL

"World's largest manufacturer of amusement rides" 104 OLIVER STREET PHONE: LUDLOW 4300

NORTH TONAWANDA, NEW YORK



AMUSEMENT RIDES COMPANY A Division of Corponlet-Hetzler Company 5327 Sherto Steent Los Angeles, Colif. ANgelus, T-2173







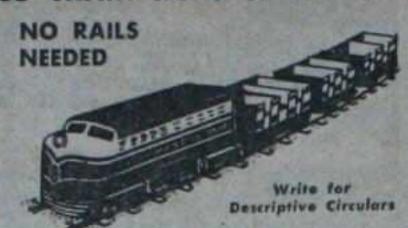
EXTRA SNO-KONE PROFITS

Go SNO-KONE all the way!

GENERAL OUTDOOR

NATIONAL RIDES

Century Flyer Trackless Train Kiddle Ferris Wheel Kiddie Buggy Ride The Pony Trot The Steeplochase Comet Jr. Coaster Fun Houses Old Mills and Chutes Coaster Cars Mirror Maxes Complete Kiddielands



NATIONAL AMUSEMENT DEVICES CO.

P. O. Box 488, V.A.C.

Phone: AMherst 3-2646

DAYTON 17, OHIO

NEW MODERN AMUSEMENT EQUIPMENT



KIDDIE RIDES ADULT RIDES MINIATURE TRAINS ROLLER COASTERS FERRIS WHEELS MERRY-GO-ROUNDS SHOOTING GALLERIES FUN HOUSES

Write today for complete catalog 30 USED RIDES ON HAND

KING AMUSEMENT CO., INC.

PHONE: HO 3-1562 P. O. BOX 308

MT. CLEMENS, MICHIGAN

FOR SALE Lusse Auto Skooters

Front wheel drive-good operating condition. These cars traded an new Auto Skooters. Can be bought either as is or factory reconditioned and guaranteed.

Here is a sound investment apportunity to purchase at low cost a top revenue producer for your FUNSPOT, Phone: BA 5-2508 wire or write

LUSSE BROS., Inc.

2809 N. Fairhill St., Philadelphia 23, Fa.

HODGES HAND CAR RIDE

The ride that is proven on your own grounds before purchase. How Can You Lose?

-Any ride is only worth what it nets YOU.

1415 W. Pruitt Street

Phone MElrose 1-1527 Indianapolis 23, Indiana

Features for 1958 Beautiful Fluorescent Lighting

Rew Center

Light Column



Features for 1958 Colorful New Plastic Signs Fiberglas

for Literature and Particulars, Write, Wire or

SELLNER MFG. CO. P. O. Box 306 Phone: 4-6362

Faribault, Minnesote

Car Tops

High Quality KIDDIE RIDES

ROTO WHIP-KIDDIE WHIP-SPEED BOATS-PONY CARTS-GALLOPING HORSE CARROUSEL-FIRE ENGINES

Illustrated Circulars Free W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y. ESTABLISHED 1888



CONCESSION TOPS RIDE CANVAS

. SHOW TENTS BANNERS

BERNIE MENDELSON 4862 N. CLARK ST. Phone: Ardmore 1-1300 CHICAGO 40, ILL. Field Representative: C. C. "MITCH" MITCHELL

BRUSSELS WORLD EXHIBITION

Offered for sale:

BOOMERANG RIDE

for immediate supply, same type as at Brussels World Fair. Price \$12,500-

F.O.B. Benelut-port. Please apply:

Keningsplein 2, No. 25F. 145, Advertising Agency

BOLREC-Amsterdam (Holland)

Concession Trade Show Space Reportedly Selling Fast

al Association of Concessionaires organization. and the Theater Owners of Ameri-21-25 in the Hotel Americana, Miami Beach, Fla.

a discount of \$50 per booth on

bakken, suburban amusement spot,

but drew fairly good crowds on

the following day to make the

While shows were generally

closed, the spot had two new rides

in operation. One was a small

Rotor, called the Cyclotrin. The

other was an auto ride device laid

out on the big lawn in the center

of the park. Small, plastic-bodied

cars, are electrically driven over a narrow, slotted boardwalk in the

figure of an eight. The cars have

steering wheels but are actually

guided by the slot in the hoard

Several new American pin games,

and two of United's Jumbo Bowl-

ing Alleys, were open for business

Lawrenceville, III.,

Sets Attractions

For May Jubilee

way cookhouses.

tractions.

agency.

tional for bleach seats.

Attractions will include C. C.

(Specks) Groscurth's Blue Grass

Shows on the midway. Wrestling

will be featured the first evening.

with Earl Newberry's thrill show

in for the next two nights. Roy

Acuff will head up one night show

and the 105 Ranch Rodeo will be brought in for the two final eve-

stocks, sports and drag events.

200 Attend

CHICAGO --- About 200 persons

attended a reception Sunday (27)

for the Fiftieth wedding anniversa-

ry of Mr. and Mrs. George Flint.

Flint Party

event an annual affair.

Not all of the Arcade machines were in operation for the opening.

Danish Spot

Has Okay

opening a success.

CHICAGO - Exhibit space at rental charges to any firm that is a the joint trade show of the Nation- member in good standing of either

The hotel has announced a facilca, is being sold at a rapid pace, ity improvement program for its according to Lee Koken, NAC presi auditorium including additional dent, and Ernest G. Stellings, TOA 36,000 square foot trade show president. The convention and electrical and water outlet capacitrade show will be held October ties; greater over-all illumination and the latest in decorative motif. The hotel is also starting construc-The trade show is again offering tion on an additional 150 rooms which will increase total facilities to 600 rooms and suites by October.

Canada Fairs Organize New Weekend Bow Prairie Loop COPENHAGEN - Dyrehavs-

MOOSE JAW, Sask .-- Moose opened here Saturday (26) to rain Jaw has joined with Swift Current, Sask., and Lethbridge and Medicine Hat, in Alberta, to form the Prairie Fairs Association.

Cec Poston, of Moose Jaw, is president, and Charles Perry, of Lethbridge, is secretary-treasurer.

Moose Jaw and Lethbridge were formerly on the Class B fairs circuit but withdrew because of dissatisfaction over dates.

Lander, Wyo., Cele Sets Alamo Midway, Rodeo, Indian Fete

LANDER, Wyo .- The Lander Chamber of Commerce has completed its attraction program for CLAWSON MACHINE CO., INC. the July 4-5 Pioneer Days Celebration, William T. Nightingale Jr., manager, announced.

Alamo Exposition Shows, represented by Larry Nolan, has been inked as the midway attraction. The rodeo, said to be one of the oldest paid ones in the U.S., will LAWRENCEVILLE, Ill .- The be held on both days. There will Lawrenceville Jubilee will hold its be an encampment of Araphahoe first run here May 26-31 under Indians, who will present evening management of Kenny Martin, dances on Main Street. They will president of the Champaign Coun- also participate in the July 4 mornty Fair, Urbana, Ill., and Dale ing parade along with historical Paisley, long-time operator of mid- wagons and modern floats.

Fireworks will be presented on

The event will be held at the July 3 and 4.

airport where 2,000 bleacher seats | The Chamber is scheduling sevwill be erected. A 50-cent gate eral booster trips throot the area will prevail with 25 cents addi- with stage robberies, trials and hangings to be held in the downtown areas of many of the towns.

Topsfield Fair **Books Water Show** For Second Year

TOPSFIELD, Mass .-- A return nings. Billy Senior booked the at- booking of Danny White's Aquarama along with the Dorothy During the afternoons varied Rankin Marionette Show will form auto racing will be held including the basis for the grandstand offering at the Topsfield Fair this year Operators plan to make the set for August 31-September 6.

The attractions have been booked thru Danny White and Henry Cogart of Boston. Other attractions at the fair will be daily live broadcasts thru Station WEEL of the Boston Beantown Matinee show featuring Carl Moore and Slim Pickens. The matinee show drew big crowds last year. United Farmers Milk Company also will bring in Big Brother Bob Emery as a children's attraction on Saturday The reception was at the Show- (6).

The midway has been again men's League of America clubawarded to Eugene Dean and Jack Gifts and flowers were received Flynn of Salisbury. There also will from the Showmen's League, Show be six nights of pari-mutuel dog folks of America, and numerous in- racing. Work has been completed dividuals including the mayor of on an addition to the Flower Chicago and governor of Illinois. Building. A 4-H Club style show Flint is with the Barnes-Carrothers and fashion show also will be featured.

SNO-KONETTE Finest Shaver Value on the marketthe only one to buy. Write for Setails on this and the rest of the Gold Medal Sno-Kone Line-Up, Gueranteed to make more sales and profit. GOLD MEDAL PRODUCTS 215 E. Third St., Cincinnati 2. Ohie

Write now for 1958 catalog of

SNOW-FLOSS-AFFLES

Ice Shaver



A Style and Size for Every Need Write for full particulars

Flagfown, N. J. F. O. Bax 5

6et the Guaranteed Winner A "KANDY KING" the only Candy Floss Machine with PRE-HEAT

machine guaran-teed to out produce, out-oper-ate any standard unit on the marmotte for more than 50 years: "Satisfaction Guaranteed or Your Money Back."



Liberal trade-in-allowances 52 on your old machines. CONCESSION SUPPLY CO. 2914 Secor Road Talede 13, Ohio

30'x60' 40'x60' 20'x40' 30'x90' 40'x80'

20'x60' 30'x100' 40'x100' & up Any Size-Any Type Rent or Sale Circus-Carnival Concessions

ACE CANVAS GORP. 103 Greene Street Jersey City, N. J.

HARRY SOMMERVILLE 516-518 fast 18th St. Kansas City 6, Missouri Phone: Harrisan 3026

Canvas Company

Direct from the door of our Fatters ! You, "The Nation's Finest Firewards at Rock-Bottom Prices Catalogue of ready for the asking, Write, Wire or Ca ILLINOIS FIREWORKS CO., Inc.

BATTER

JOHN BUNDY

President & General Manager

YOUNG BUNDY MOTORS, INC. CHRYSLER-PLYMOUTH AGENCY and St. Louis Ave., East St. Louis, III. Phune: Seidge 5212

ED MURPHY

Showmen's Representative

Saveral Makes and Models of **MEW AND USED** TRUCKS AND TRAILERS "Special Finance Plan for Showman"

> See Us for a Good Deal on a NEW OR USED CAR



133 Strand Partuble Cord In

150' Lengths-\$-38 ft. Cuts Made To Order. Many Others, Cables Are Available From Our Chicago Stock. Call Uniwire for All Your Electric Wire Needs.

UNIWIRE SALES COMPANY

2933 N. Pauling Street Chicago 12, Illinois

Hoosier

ANY SIZE . ANY STYLE Sets Outdoor CANVAS OR NYLON

Fastest Shipment . Lowest Prices

Hoosier Tents mianupolis, Indiana Phane Miliose 2-9451

FOR SALE

Water and Militew Proof

1/3 Deposit Required. MAIN AWNING AND TENT CO. 20 W. Court St. Cincinneti 2. Ohio

Wilson Line Seek Hike In Most Fares

BOSTON - Substantial increases in ship fares between Boston and Nantasket Beach and Boston and Provincetown have been requested by the Wilson Line of the Moose Jaw Exhibition, July in a petition to the State Depart- 9-12. ment of Public Utilities. The line operates these sailings between May 30 and Labor Day.

Increases asked over 1957 fares would hike children's fares from 60 to 90 cents; adults from \$1 to nival will be on the midway for \$1.45 for a single trip. Round trip would cost adults \$2.20 from \$1.75 and children \$1.20 from \$1. The increase asked on the Friday, Saturday and holiday moonlight second season. dance cruises is from \$1.50 to \$2. The Provincetown rates would be boosted proportionately.

The only unchanged rate in the petition is the 10-ride commuter repaired. ticket between Boston and Nantasket which would remain at \$6. Increases in group fares for firms, clubs, etc., are also raised in the same proportion as the passenger

EN TV Disk Jockey

BROOKLYN -- Dick Clark, American Broadcasting Company's television disk jockey, will kick off a series of personal appearances May 30 and 31 at Ebbets Field, former home of the baseball Dodgers.

Clark is set to head up a bill of recording stars in the show which is called the "Dick Clark Carayan" and is reportedly set for coast-to-coast tour.

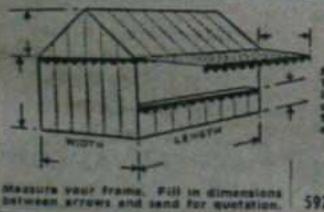


The Showman's Choice

Finest materials - 60 Yrs. Experience. Flamefull and New Nylon Fabrics. Red-Blue-Yellow-Green-White. Aluminum Tent Frames-Light Weight Hinged Legs-Slip Jents-Rustproof

Concessions—Show Tents—Ride Tops—Bingo —Merry Go Reund—Cookhouse Tops. Phone: Harrison 5-8105.

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA



Largest Manufacturer of Tents in the East

Powers Tents are made from best quality 12.43 or Vivater frosted army duck reinforced at all points of strain. All corners are reinforced with leather,
Shipment within 5 days after receipt of order.

Phone: Saratone 7-3500.

5929 Woodlang Ave. Philadelphia 43, Pa.

UNITED STATES TENT

AND AWNING CO. Established 1870. Over 86 Years of Specialized Experience. MAIN OFFICE & FACTORY; SARASOTA, FLORIDA

Circus - Carnival - Concession - Any Size - Any Type THE LOWEST PRICE CONSISTENT WITH QUALITY SID T. JESSOP

1230 N. EAST AVENUE

GEO. W. JOHNSON PHONE: RINGLING 6-6316

BOLL OF MACHINE FOLDED, PAD STEID AND RESERVED SEAT TICKETS ALSO FARRING TAGS FROM . TOT ... NUMBERS, COUPON BOOKS, WASTER CHICKS AND CAUNDERFY'S TICKETS. - ALL FORMS OF TRANSPORTATION TICKETS.

405 Lutavellis St. N.Y.C. - 4349 N. Western Ave. Chicago - 1015 Chestout St. FAND

Moose Jaw Inks Swenson For Opener

MOOSE JAW, Sask -- Aut Swenson's Thrillcade has been signed for the opening afternoon

A rodeo under the direction of Gerry Myers will be the afternoon feature on the final three days.

Siebrand Bros. Circus and Carthe first time and Bob di Paolo's KBD Enterprises will present the evening grandstand show for the

Prior to the fair, drainage facilities at the grounds will be improved and the grandstand roof will be

Last year the exhibition board spent most of its available money relocating and renovating the livestock barns and constructing a new \$17,000 barn. Indications are that livestock classes this year will fill the barns to capacity.

A new Community Center is being built on the grounds, necessitating a change in the parking area. Fair-time use of the center is planned

IF IT'S NEW . . . POPPERS HAS IT! EVERYTHING FOR:

POPCORN . CARAMEL CORN SNOWBALLS . PEANUTS COTTON CANDY . CANDY APPLES, ETC. PLUS - GOLD MEDAL PRODUCTS



SEND TODAY FOR OUR 1958-59 CATALOG

OUR ONLY

PHILADELPHIA 22 PA LOCATION 24 Hour Phone Service - GArfield 6-1616

ENJOY A DELICIOUS DOG



inquiries invited. Phone BElmont 3-4806. MITCHELL MFG. CO., 211 W. 7TH ST., RICHMOND, VA.

SNO-KONES-CANDY FLOSS-APPLES-POPCORN

if you have not received our new complete Ensignment and Supply Catalog, write for it now. Make sure you line up with GOLD MEDAL 100% for bigger profits in 15da. It a the World's finest SNO-KONE, PLOSS, APPLE, POPCORN & COOKHOUSE line. You can get the GOLD MEDAL line from leading Concession Jobbers. Write for one nearest you.

GOLD MEDAL PRODUCTS COMPANY 214 E. THIRD STREET



Quality Engineering Features Never Before Built Into Any Cuni

- . SELF CONTAINED ... ELECTRICALLY OFERATED .. No Trouble same Exterior Compressors or Air Hessel
- a Steef Ball Cleaner Insures Dirt Free Operation . Reunable for Thausenile of Ploys!
- a Hopper in Our Holds \$,000 Sounds of Steel Ballat Founds thre Top of Gun! No Cartridge Loading!
- a Taken Only Seconds to Reach and Service Any Part of the
- · Adjusteble to Shoot From 130 to \$25 Shott For Sc 10c 25c Cated
- Care Chate is Part of the Goot a New type gan sight for greater accuracy and ease is sighting! The Sefect Dun Ever Manufactured!

Community Markins God Valla are Fernished with an Attention Calerial Forget Assembly, All torquis made of gestion ampliture quiring a minimum of aptimap.

Commando Machine Gun

Chicago Dynamie Industries, Inc.

Now after two years of "on

location tests" we are in a position to show you proof of

profit making potentials that would startle even the most

conservative business man

No unusual locations neces-

sary. Records indicate that

a setup of 5 Commando

location can gross enough

in the first year to pay back

the original investment

Write us for full particu-

fars, we will be happy to

furnish you complete Seformation Wells

Asyention Dept. C.

Machine Guns in a fair

Eddie's Expo.: Monessen, Pa.; Am-

Gala Expo.: Bald Knob, Ark., 8-17.

Gentsch, J. A .: Starksville, Miss.;

Georgia Am. Co.: Commerce, Ga.

Gladstone Expo.: Humbolt, Tenn.;

Gold Medal: (Town & Country

Golden Gate: Lincoln, Calif.;

Gooding Am. Co., No. 2: Iron-

Gooding Am. Co., No. 3: Washing-

Gooding Am. Co., No. 4: Niles, O.

Gooding Am. Co., No. 6: Parkers-

Great Western: King City, Calif.

Hale's Shows of Tomorrow: Kan-

Kan., 5-7; Omaha, Neb., 8-18.

Hunt Am. Co.: (Liberty & John

Sts.) Cincinnati, O.; (McMicken)

Ave. near Bavine) Cincinnati

Lindle, Jack: Beardstown, Ill., 19.

Hannum, Morris: Scranton, Pa-

Inland Empire: Baker, Ore.

Manning, Ross: Pottsville, Pa.

Monarch Expo.: Moberly, Mo.

Bowling Green, Ky., 12-17.

New England Am. Co.: Ludlow,

Page Bros., No. 1: Portland, Tenn.;

Penn Premier: Greensboro, N. C.;

Playtime Am. Co.: Nashua, N. H.;

Powelson Am. Co.: Coshocton, O.;

Prell's Broadway: Fredericksburg.

(Continued on page 30)

Ken-Penn: Tarentum, Pa.

King Bros: Derby, Colo.

Meeker: Chelan, Wash. Mercury: Sullivan, Mo.

Mass.; Athol 12-17.

Parada: Harrison, Ark.

Waltham 12-17.

Canton 12-17.

Va., 12-17.

Suffolk, Va., 12-17.

Green Tree: Cumberland, Ky.

Grand American: Ames, la.

Shopping Center) Cedar Rapids,

Garden State: McAdoo, Pa.

Blyville, Ark., 12-17.

Campbell 12-17.

ton, Pa.

burg, W. Va.

Frankfort 12-17.

sas City, Mo.

12-170

bridge 12-17.

Bryan 12-17.

Winona 12-17.

GENERAL OUTDOOR

RICH BROS', DISPLAYS OFFER YOU

Huge variety of skillfully planned shows that anyone can fire

Espert operators are available, when desired, to completely set up

Fire Them Yourself displays are shipped fully assembled ready

to set up and fire. Simple instructions included.

Programs can be changed nightly for repeat performances.

SECRETARIES AND ENTERTAINMENT CHAIRMEN

WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS. INTERSTATE Display Fireworks Co.

Mfrs. of Beverage Dispensing Equipment Exclusively Since 1906 -

THESE EXCEPTIONAL

Brilliant animated ground displays.

Experienced operator not needed.

BOX 514

Oak Barrel Stainless Steel Cabinet

Ice cold carbonated Drinks

Draws a finished COKE or

PEPSI, both creamy and solid

10 to 15 drinks per minute without turning lever off.

Complete! Electric earbonator and refrigeration system,

Stainless steel faucets and equipment. Write for Bulletin.

MULTIPLEX FAUCET CO.

1400 FERGUSON AVE. Dept. BB ST. LOUIS 14, MO.

ROOT BEER and PLAIN SODA

and fire large displays.

Rein-out clause.

Latest creations in breathtaking cerial shells.

6. Complete public and property liability insurance.

8. High powered advertising and promotional facilities.

Displays shipped everywhere in the United States

Carnival Routes

American Beauty: Fulton, Mo. Amusements of America: Crum-Lynne, Pa.

Baker United: Shoals, Ind.; Bedford 12-17.

Winchester 12-17.

Bee's Old Reliable: Harlan, Ky. Belle City: (N. 2nd & W. Capitol Sts.) Milwankee, Wis., 5-7; Davidson United: Des Moines, Ia., (2700 S. Chase) Milwankee 9-18. Brodbeck & Schrader: Salina, Kan. Buck, O. C.: Menands, N. Y., 5-17. Drago, No. 1: Elwood, Ind.; Burke, Harry: Independence, La. Burkhart: East St. Louis, Ill.; Drew, James H.: St. Albans, W. Shelbyville 12-17.

Byers Bros.: Lafayette, La., Bas- Dyers Greater: Searcy, Ark. trop 12-17.

Capell Bros.: Chandler, Ariz. Capital City: Dalton, Ga.; Dayton, Franklin, Don: Victoria, Tex.; Beatty, Clyde: Allentown, Pa., 6; Tenn., 12-17.

Central States: Hays, Kan.; Great G. & B.: Anmore, W. Va. Bend 12-17. Chanos, Jimmie: Muncie, Ind.

Continental: Bennington, Va. Beam's Attractions: Kenbridge, Va.; Crafts Expo.: (Fair) Blythe, Calif. Crafts 20 Big: Lone Pine, Calif. 7-11; Ridgecrest 14-18; Reseda

21-25. 15-25.

Dickson United: Dayton, O. Wabash 12-17.

SIOUX FALLS, SOUTH DAKOTA

Circus Routes

Reading 7; Lancaster 8; York 9; Lewistown 10; Johnstown 12; Indiana 13; Latrobe 14; Du-18; New Brighton, Pa., 19.

Carson & Barnes: Fallon, Nev., 7 13; Granville 14; Charleroi, Fa., 15: Greensburg 16: Cumberland, Md. 17; Hagerstown 19.

Davenport, Orrin: Winnipeg, Man., 5-10.

Gray, Gil: Yankton, S. D., 5-6; Huron 7; Aberdeen 8-10, Lincoln, Neb., 12-17.

Hagen Bros.: Jennings, Mo., 5 Madison, Ill., 6; Edwardsville 7 Belleville 8; Mount Vernon 9 Flora 10.

Hamid-Morton: Washington, Pa., 5-6; Montreal, Que., 10-17. Harold Bros.: Austin, Tex., 7-10. Groscorth Comb : Owensboro, Ky .; Hunt Bros.: La Plata, Md., 5;

Glen Bernie 6; Laurel 7; Landover Hills 8; Rocksville 9; Westminster 10.

Heart of America: Manhattan,

Oakland, Calif., 14-18.

Mills Bros.: Ecorse Twp., Mich., 5; Ypsilanti 6; Warren 7; Flint 8; Saginaw 9; Royal Oak 10. Polack Bros.: Tacoma, Wash., 9-11;

Miscellaneous

Brunk's Comedians: Boise City, Okla., 5-17. Midway of Mirth: Murphysboro, Congoland: York, Neb., 5-6; Columbus 8-10.

> Moiseyev Dance Co.: (Forum) Montreal, Que., 5-8; (Maple Leaf Gardens) Toronto, Out., 9-10; (Masonic Temple) Detroit, Mich., 12-14; (Civic Opera House) Chicago, Ill., 16-21.

Legitimate Shows

Auntie Mame, with Constance Bennett (Lyceum) Minneapolis, Minn:

Diary of Anne Frank: (Wilher) Boston, Mass.; (Bushnell Aud.) Hartford, Conn., 12-13; (Playhouse) Wilmington, Del., 14-17. Most Happy Fella: (Curran) San Francisco, Calif., 5-24.

Congoland Clicks; Lambs Set Monkey Unit on West Coast

COLUMBUS, Neb. - Scott quesne 15; Uniontown 16; Lamb, owner of the Congoland Washington 17; Steubenville, O., Show, reported here that the show has been playing to excellent busi-Cristiani Bros.: Bluefield, W. Va., ness thru Oklahoma and Kansas, 5; Princeton 6; Roanoke, Va., its latest success having been an 7-8; Mabscott, W. Va. (shows April 25-26 stand to capacity busi-Beckley en route) 9; Charleston ness in Concordia, Kan., under 10-11; Weston 12; Clarkshurg Jaycee auspices. The show is being prepared for a tour thru the Dakotas starting May 15, and entry into Canada June 1.

In the past Mr. and Mrs. Lamb have operated a museum during the summer in Denver city parks. This year, however, the museum has been leased to Howard Johnson, who will operate the unit in Denver. Newly framed by the Lambs is a Monkeyland which they will operate this summer in San Francisco starting June 10.

Ice Shows

Kelly-Miller: Colorado City, Tex., Ice Capades, 18th Edition: Los Angeles, Calif., 5-25.



Candy Floss Machine

Hare's the muchine that pays for itself by extra profit it makes for you. Ten Preduction, Vibration-less, Dependable, Trouble-free Operation, Long Life, Easy to Run. Outsells other makes two to one.

PRICE \$275.00

Get details now. Line up all your Snow, Flore, Popcarn, Apple and Grab equipment and supplies from Gold Medal Products

316 E. Third St. Cincinnati 2, Ohio

CORK SHOOTING GALLERY -10 DAY FREE TRIAL-



Rugged, Portable Meving Target



Complete Shooting Gallery Outfit With Moving Targets, 4 Guns, 1,000 Corks

A rugged and dependable shooting gallery, ready for use with 2 sturdy Parris Kadet Shootrite carnival guns, 2 Kadet Target Pistols and 1,000 corks. Gallery can be set up in space as small as 4 x 8 ft. Easy to move or use—simply open IId and plug cord into 110V. circuit and gallery is ready to go.

CHECK THESE FEATURES:

- a Self-contained Unit in Wooden Bex e Eye-eatching Action-Targets Fall, Ring Bell When Hit. Automatically Reset.
- . Dependable Direct Drive, 110-V. motor.
- e Bell on Safe Low-Voltage Circuit
- e Chain and Sprocket Target Drive a 12% and 131/2 x 48 in. 61 lbs. Complete.

GUNS . RIFLES

Blued Steel Mechanism Wood Stock and Forserm

- Authentic Shotgun Styling-\$5" long

e PISTOLS

- Blued Steel Mechanism - Chrome Steel Barrel - Positive Cocking Device

NOTE: All guns furnished with Gallery shoot standard No. 3 corks. Both long and short corks available . . . long corks are more accurate. Unless specified, long corks will be supplied.

PRICED AT ONLY \$125.00 COMPLETE

DAY . . START SUMMER PROFITE HOW!

SAVANNAH, TENNESSEE

Parrie Mirg. Co. Savannah, Tenn.

FREE Test

Please send me a complete Shooting Callery . . . Target . 4 Guns and Corks. I enclose a theck or money order for \$125.00. (No C.O.D.'s, please). If target is not satisfactory, I may return it within 10 days for a full refund.

Address State

BRAND NEW AND PERFECT

PRICED FAR BELOW CURRENT MARKET VALUES ***************

Extra flexible atranded pure copper conductors, 600 voit rubber insulated and heavy-duty. Neoprene or rubber jacketed. Samples on request,

NAME OF	2 Conductor		3 Conductor		4 Conductor	
Size of Cond.	Price per ft.	Std. length	Price per ft.	Std. length	Price per ft.	Std. length
#14	.07	500	.10	500'	13	250
#12	.09	500	.13	250'	.15	250
#10	.33	250	.15	250	38	250
#8	-25	200	.28	229	.65	200
#6	.45	100	.42	150" **	.64	200
84	.49	500	.90	The same of	1.00	
32	121		1.19		2.00	SECOND.
#1	1.58		1.00	350' **		-
1/0	-	-	2.47		3.10	
2/0	-	-	2.74	4	3.46	
3/0		-	2.69	District of the last		-
4/0	3.00	100	4.59	100		-
DATABLEM	-		4.17		1000	

4/0-2 Hooprene POWER CABLE or D. 3". 2 84c ft. eand. 4/0 337 84c ft. etr. 3 cond. es 4f etr. 600 v. rubber insul. 1200 per real. (will out to langth). SPECIALI

#8-4° CONDUCTOR 100 lengths 25c

Thes 2 #12 grounding cond.

*Will cut to length--Minimum 100 ft. packaged in stated lengths only; longer lengths available in regular stock— Prices on application.

TERMS—Check with order or 15% down, bal. C.O.D. Satisfaction guaranteed All prices F.O.B., Schiller Pk., IE.

LEMAN CABLE & WIRE CO.

"Carnival" Cebie Dept. Schiller Park, Illinois

COMING EVENTS

Crawfordeville-Crittenden Co. Livestock Entis Andr. Little Mora Hotze Show (Bar-Lin Colorum), May S-11. Clyde E. Rytd.

California

Los Angrico -Orientation (Colleges), July A. American Legion. Low Angeles Great Western Dairy Shaw, June 28-24, A. M. Mathews. Los Angeles - Construction Industries Expu & Hume Show, June 21-30.

North Highlands-Sacraments Riding Cists Stares Blue, June 14. Both - Marty Co. Art & Carden Stown, July

5-8. Marcelle McCor. San Francisco-Ball Prancisco Rome Chuw, diene 19-29. Ted Rentley Productions.

Colorado

Benver-Garden Pair & Show (Denver University Field Shuger, May 18-18. Denier Sports, Bost & Travel Show sillenter U. Arenat, May 7-11. Greeier Burm Shaw, June 24-29, Chamber

Pagora Springs-Celebration, July & Connecticut Mariford Liana' Club Pestival, June 8-

Georgia Atlanta Southeastern Ohina, Glam & Oift Bliow : (And.), July 00-28, Poster B. Steward, Billmore Stotel.

Idaho Emmet: Enimett Cherry Fastival, June 23-78. Dies dwertnam. Meridian Meridian Dairy & Stock Show, June 5-1 Jerald J. Cox.

St Anthany Fremone Co. Pioneer Day, July 18 Golden C. Linlord. Bandpatet - Criebration, July 4. Jim Berry,

Sugar City-Snake River Valley Horse Show, July 18-12. Dess Lauder.

Illinois Olifenge - Celebration (Soldier Field). July 4. Rangier - Piromen's Homecoming, July 4-5.

Starland King, Box 224. Rection Celebration July 3-8. Vern Golgiert, Retailers' Ason. at whom Street Carnival, July 17-19. Frank C. Niemeyer, Liona Club Turnels Velerans Remnon, July 1-12. Cal Baser, Rakomis,

Indiana Correctate Stomeonning & Piente, July

Dubite Dichtin Straet Palr. June 18-21. Martin Starien Days Celebration, July 25-(5)1E. 2. North Weister-Mermald Festival, June

23-25 Leans Ciub Wingate-Wingate Finn Fry & Street Patr. June 76-32 Ben Utterbark:

Late Park-Oriebration. July 4-6. A. V. Willow Junction-Punfest, July 14-19.



CHARIES A. LENZ "The Showmen's Insurance Man"

1892 Faurth St., North 29 Petershurg, Fis. Phones: 3-3121-2-3914

The Most Beautiful

Courses

Built in America are constructed by ARLAND Now Hyde Park, N. Y.

- The Nation's Largest Suilders -

For the Amusement Industry

SAM SOLOMON

"The Shawfolk's Insurance Man" 1017 N. Sheridan Road, Chicago, Illinois Phone: LOngbrach 1-5555 or 5576

Shooting Galleries

And supplies for Eastern and Western. Type Celleries, Write for now catalog.

H. W. TERPENING 157-139 Marine St. Ocean Park, Calif.

FOLDING - NON-FOLDING

Downs - Cristration, July 31-36 Labunco - Corebration, July 14-12 Wamego-Celebration, July 2-5.

Kentucky Louisville-Rock Creek Hurse Shaw, Jan

Louisiana New Orleans-Automot Park Country Fair

& Livercock Snow, May 9-11. George New Orleans-Pan American Regalia, June

14-15 Walter T. Dorvin: Suction-La Peach Pestival, June 15-30. Haward H. Smith. Sciptur-La. Esball Store, May II. E. O.

Maryland

Tawson-Pimiles Yearilog Show (Pimiles Hare Courses, May II: Stewart Bear. Massachusetts

Boston-Borton Common June Dairy Fratival, June 7-14' Paul Corson, Topativid. Baston-New England Flower Show (Msglianice Halls, May 2-18.

Michigan

Detroit-National Sports & Travel Show (Light Guard Armary), May 14-12 E. H. Buchner & Co., 19431 W. Jefferson Detroit-Taylor Two Democratic Club Festival (Triegraph Road at Mayes), May

Menominee-Menominee Dairy Shur, July M. Gail E. Bowers. Pontlar-Marine Corps League Postival. May 22-June L. Rogers City-Homseoming, July 4-2. Cham-

ber of Commerce. West Branch-West Branch Better Homes Show, May 16-17, Jack Davis, Box 12, BAY CILY.

Minnesota

Winsna-Steamboat Days, July 16-15,

Mississippi

Jackson-Jackson Home Show, May 14-12 Patrick J. O'Toole, Walthall Hotel, Jackson-Horse Show, May 15-16. Part Gibson-Stock Show, May 17-22.

Missouri Anderson-Jeses Parisis Blinn, May 28-27. C. Gardon Ewing

Ava-Jr. Livestock Show, May 9-10. Bill H. Pettit Bollyar-Pols Co. Jr Lavestock Show, June 18. A. M. Wiley. Brookfield-Linn Co 4-H Fal Lamb Show, June 15. Engene Thurlo.

Columbia - Boons Co. Horse Show, July 18-20. Carson Teel. Crocker-Celshration, July 2-2. Ted Timmonx, American Legion. Gallatin-Daviess Co. Jr. Lamb Show, May

31 George H Schmitt, Gerald 4-H Livestock & Home Economics Mhon, July 4-3. Ray Ketterer. Jamesport - Jamesport Jr. Livestock Show, July 31-Aug 1 Frank Nowland.

Kannas Olfy-American Legion Celebration, Linn-Linn Lions Club Horse Show, June

7 Alvin F Linhardt Mallfand-Blue Grass Pectival, June 28-38. Daix A. Marion, American Legion Past 235. Maryville-Nudaway Co. Pat Lamb Slow, June 3 Rammeth Walkup.

Moberly-Kiwants Jr. Pat Lamb Show, Jone 15 A T. Johnson, Mount Vernon-Lawrence Co. Jr. Livestock Show, July 31. Troy B. Call. Parnell-Northwest Mo. Jr. Angus Show,

July 13, P. B. Houghton. Purdin-Linn Co. 4-11 Pay Lamb Show, June 15. Eugene Thurlo. Springfield-Orark FPA Lamp Show, June

& Venell G Mount St. Jacobi-Buchanun Co. Dairy Show July 13. Webb Embrey.

Warrenshurg-Johnson Co. Jr. Livestock. Sink, July 29, Jack Jennings,

Montana

Hardin-Celebration, May 28-June 1. Direc Porks-Pounders Celebration Hodge, July 25-27. A. Driscoll. Nevada

Lax Vegas Helidurado Days, May 13-12.

New York

Luckawanne-Marine Corps Memorial Celebration, Stay 38-June & Fred V. Caturna Jr. of Jackson Are.

Munroe-Celebration, June 20-July 5. Morgan Desgarest, Mgr. New York-U B. World Trade Fair (Coll-ACCINIL MEAN T-17

(Continued on page 29)

IDA E. COHEN

175 W. JACKSON BLVD. CHICAGO, ILL"

MINI AT GIN MININE

The only book of its kind ever offered to the public. Advice and Discussion of:

a Leaners. a interesting

. Safe discards. plays. . When to knock . Rules of Gin or so for sin.

. Spend of play, . Spair Gin . Oklahama Gin

. Partnership gin. . Hallywood Gin This book is not sold in stores. For your postpoid capy send \$3.00 to

MITCHELL PUBLICATIONS 2559 W. 21st St. Chicago S. Illimaia and municipality three years.

Fort Worth Makes Ready For June Cele

FORT WORTH - The stockyards area of North Fort Worth will be transformed into a town of the old west for the third annual Pioneer Days Rodeo and Celebration, which gets under way June 1.

Store fronts in the area are being converted and plans are under way for the establishment of an old Western museum and park.

The rodeo, to be presented by Tommy Steiner, will be in the North Side Coliseum for four days, beginning June 4, and will be the only event for which tickets are to

Plans call for a carnival fun zone. passing out of silver dollars as change by the merchants and oldtime bands on corners. Riders will hitch their horses to parking meters and square dancing will be held in the streets.

Regina, Sask., Sports Show Pulls 14,500

REGINA, Sask. -- Regina's first annual Sportsman Show, which closed a six-night run Saturday (26) in Exhibition Stadium, drew 14,500 customers for a gross of \$12,800. Tickets were \$1 for adults and 50 cents for children.

Event, sponsored by the Regina Kinsmen club, was produced by KBD Enterprises, Calgary, Alta., under the direction of Bob di

Acts included Jimmy Troy, trapeze and slack wire; Bill Fon-(Continued on page 30)

Steiner Denies Rumor of Rodeo In Ebbets Field

CHARLOTTE, N. C. - Rodeo producer Tommy Steiner Friday (2) denied reports that he is interested in producing a rodeo in Brooklyn's Ebbets Field.

The denial came on the heels of an estimated 40,000 record attendance set by Steiner's RCA-approved World's Championship Rodeo staged April 22-27 in Winston-Salem, N. C. Steiner is featuring Dale Robertson, hero of the "Wells Fargo" TV show, in his rodeo. He reported that his show here, also featuring Robertson, was doing very well." The show, with Robertson, is set for a May 14-18 engagement in Shreveport, La.

Swift Current Posts \$3,900 Rodeo Purse

SWIFT CURRENT, Sask .--Prize money for the three-day Frontier Days rodeo in July will total \$3,900 for seven events, the same as last year. Stock will again be supplied by the Prairie Stock Association, Moose Jaw.

LIBERTY, Tex. - R. M. Mc-Neel has been named manager of the Trinity Valley Exposition here, Dempsie Henley, president, announced. McNeel has been a director of the event for the past

THE FINAL CURTAIN

KELLY-Katherine A.,

mother of Francis J. Kelly, former concessionaire of New Haven, Conn., April 25 in Daytona Beach, Fla. Services and burial April 29 in Daytona.

McLEOD-Allen,

75, former circus rider, at Peru, Ind., April 12

MEYERS-Kenneth H.,

veteran midway concessionaire, recently in Miami following a heart attack. During his 27 years in the business he had been with Coleman, LT., Buff Hottle and Amusements of America shows. He was a former member of the BUSH-HANCOCK board of directors of the Miami-Showmen's Association. Survivors include his widow, Marie; his mother, Mrs. Gertrude Hillendbrand; a sister, Mrs. Allen Snyder, and two brothers, Karl and Norman.

MORROW-Charles N.,

57, secretary of the Fairmede Agricultural Society, at Fairmede, Sask., recently. Survived by a daughter, three sisters and three brothers.

MULLEN-Fred.

air calliope player with circuses, at Pomona, Calif. He was a movie theater piano player BRESKaround Boston until 1914, when he joined Barnum & Bailey and played calliope thru 1920, Subsequently, he was with John Robinson Circus, 1921-22; Sells Floto, 1923-26; Ringling-Barnum, 1927-36; Hagenbeck-Wallace, 1937-38; Sparks, 1946; Clyde Beatty, 1947-55, and the Disneyland circus, always playing the air calliope.

NOLAN-Edward,

operator of Nolan's Roller Rink, Lake Orion, Mich., April 23 of a heart attack. (Details in Rinks and Skaters column.)

RISTINE-George W.,

73, who with Edward Wiegand, Barrington, N. J., formerly appeared in vaude as a member of the Ristine Brothers' act, hand balancing turn, recently. He was a member of the old White Rats union. Survived by his widow, Margaret, and three daughters. Burial in Gate of Heaven Cemetery, Berlin, N. I.

SQUIRES-Benny (Jap-A-Lac),

80 Side Show attraction, April 7 at Ironton, O., where he made his home since retiring about four years ago. He had been on the road nearly all of his life, including about 50 years with the late James F. Mullholland. In late years he was with Gooding shows. Survived by a niece, Mrs. Joe Bryant, Ironton.

TEIGEN-Tel.

34, circus performer, April 27 at Palm Springs, Calif., of internal injuries sustained in a fall at Rudy Bros.' Circus earlier that day. (Details in Circus section.

In Fond Memory of J. L. (JOE) PEE WEE KING

In Loving Memory Of My Beloved Wife "Gone but not formatten."

Glen Osborn and Family

WELLS-James L.

former ride operator on Coleman Bros.'s Shows, April 21 in Albany, N. Y., following a long illness. Burial in Loog Island Veterans' Cemetery.

YATES-Harold A.

69, billed as Grok the Musical Clown, in Phoenis, Ariz, recently. Survivors include his widow, Marianne.

MARRIAGES

Jimmie L. Bush, son of Tom and Ann Bush, and Doris Lila Hancock, daughter of Albert and Doris Spires, April 19 in San Antonio. Both families are with Cetlin & Wilson Shows.

CATTIS-RAINIE

Glen Gattis, concessionaire on Johnny's United Shows, and Helena Rainie, former night club operator, April 29 in Miami.

BIRTHS

A son, Anthony Joseph, April 12 in Bellefontaine, O., to Mr. and Mrs. Frank L. Bresk. Father is a concessionaire at Sandy Beach Park, Russells Point, O.

PARKS-

A daughter, Mary Ruth, April 24 in Ocala, Fla., to Mr. and Mrs. J. C. (Red) Parks Ir, Father is a concessionaire on Shan Bros. Shows.

SEASONAL OR YEARLY INSURANCE NEEDS

FOR

- CARNIVAL RIDE **OPERATORS**
- PARK OPERATORS
- KIDDIELANDS
- CONCESSIONAIRES

Nation Wide Claim Service Premiums Payable Weekly or Monthly

SEND FOR DETAILS

| For Midway Public Liability |

CALL OF WRITE

"MIKE" LAW

135 South LaSalle St., Chicago, Illinois

Phone: Financial 6-1210



OUT NEW PERFECTION has EVERY. THING; write for literature. ELECTRIC CANDY FLOSS MACHINE CO. P. O. Box 478 323 Eighth Ave., S.

OPEN A DRIVE-IN THEATRE

Nashville, Tenn.

AT LOW COST

New and guaranteed rebuilt equipment from \$1.595. Time payment available to respon-sible parties. Write, giving location and number of cars, SPECIAL OFFER! Temperail Matorite Marquee Lotters, 47, 35¢; 87, 10", 50r. S O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19,

Carrolo Sells Lake Nipmuc; Concentrates on Warwick

mue Amusement Park here has house was damaged by fire about been sold by Joseph L. Carrolo to a a year ago. He said movie business corporation headed by Gerard no longer was profitable. Belisle. The new management He also is building brass ring

Carrolo's Merry-Go-Round. He re- fall. tained the ride and holds a fouryear lease to operate it at the park, but he may remove it on 30-day notice, he stated.

revamping his Midway Theater to Beach.

MENDON, Mass .- Lake Nip- serve as a roller rink. The movie

plans to concentrate on operation machines for his own three Merryof the beach and bathing facilities. Go-Rounds and plans to display

Named to Board

NEW LONDON, Conn.-Mes. Carrolo said from Oakland Dorothy C. Satti and J. Stephen a \$135,000 project, that he is also supervises city-owned Ocean that it is likely the group will



Here's a gold mine for you . . . Allan Herschell's Sky Fighter. A sensation when Introduced in 1952 and still a leading profitmaker at carnivals and parks. Youngsters can't resist the fascination of riding in one of the trim, high-flying jet fighters and "firing" the realistic crackling guns. With the aid of fluid drive, planes make smooth take-off. Then they are lifted 612 feet into the air by an hydraulic mechanism. Kiddies soar, and so do profits.



MERRY-CO-ROUNDS . MINIATURE TRAINS . BOAT . AUTO . PORTABLE ROLLER COASTER . SKY FIGHTER . TANK . HORSE AND BUGGY . JOLLY CATERPILLAR . HELICOPTER . ROADWAY RIDE . RODEO . TWISTER . 18-CAR CAT . RECORD PLAYER . RECORDS . TAPES . RIDE TIMERS . CANVAS

ALLAN HERSCHELL

COMPANY, INC.

"World's largest manufacturer of amusement rides" PHONE: LUDLOW 4300 104 OLIVER ST.

NORTH TONAWANDA, NEW YORK



New Game CRO

(Croquet-bowling) Played with croquet mallet and ball, Two aliers only 12 ft. long and 5 ft. wide. Good money maker for Parks - Rinks - Howling Alleys - Siniature Golf Courses. Shelter required. Copyright secured. Some openings for distributors. Price \$495.00 for Z Alleys complete. F.O.B. Silver Spring, Md. Write

C. S. GARDINER CRO-BOWL GAMES on St. Silver Spring, Md. Phone: Lockwood 5-1145 1501 Gleason St.

HAVE SPACE

For two or three major Rides for 1938 season, May 10 thru Labor Day. New million-dollar park written up in March 10 issue of Billboard. Have Wild Mouse, Twister, Roto-Jet, Jungle Boat, Scuoter Cars, Train, Merry-Go-Runnd, Miniature Golf, Driving Range, eight Kiddle Rides and 10 acres of parking. Do not reply if equipment is not in first-class shape. No conflicts. Address all inquiries

WEDGEWOOD VILLAGE P. O. BOX 7633, OKLAHOMA CITY, OKLAHOMA

75 May Take Park Group's **Luropean Tour**

Parks, Pools and Beaches,

make Brussels, the Oktoberiest at Munich, Blackpool in England and as other places.

Golf Tourney Reports Entry

ASBURY PARK, N. I .-- Entries have been received by the International Miniature Golf Course from courses in Texas, Oklahomas Indiana, Ohio, Tennessee, Pennsylvania, New Hampshire, Massachusetts, Connecticut, New York, New Jersey and Kansas. Progress in setting up the event is good, according to George Zuckerman, managing director.

Palisades Has Gag Writers

Saturday (3) to a New Jersey Humor Conference and Clinic, sponsored by the National Association | First major segment of the proof Gagwriters. George Q. Lewis, gram was "Concert in the Sky," of the association, said they plan to built around the styles of noted invite parks throout the country to musicians, of the past and present, hold similar laugh conclaves.



PLANNING AN ARCADE?

Interested in Increasing Profits?

WE

DESIGN and EQUIP

MONEY-MAKING ARCADES

WRITE OR CONTACT AMERICA'S NO. 1 ARCADE OUTFITTERS:

MUNVES CORPORATION **ERyant 9-6677**

577 Tenth Ave., New York 36, N. Y

KIDDIE CAR RAILROADS Bought and sold. We are always in the market for the above and would be market for the above and would be pleased to know what you have for sale. We trade in same. Also have BAILS, Progs. Switches for Biddle Car Railroads to slock. Through affiliations we can build America's finest Boller Consters. M. K. FRANK, 485 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, New; 461 Park Bids... 5th. Ave., Fittsburgh, Fs.

TURNER SCOTT

Wants all-round flide Man. Year-round job for soher, reliable man. If married can place wife in ticket box. Hare Wisconsin Gasoline Moior, used on Coaster 98 days, bargain, Reward for any information on Barold Coleman. Address: 120 N. Grandview, Daviona Beach, Fig. Telephone: C.L. 2-0924,

ROLLER RUMBLINGS

Det. Arena Diversifies, Adds Driving Range

sels World's Fair and other Euro- range next door to the rink. This Arthur Kepes, Manfred Moser and pean funspots as proposed by the is designed to appeal especially to Manny Lax, with Kepes as general National Association of Amusement youngsters who will have an oppor- manager. tunity to practice golf between John Bowman, executive secre- skating lessons and skating sessions, Heart Attack Takes Beach, Warwick, R. I., where the McGrath, have been named to the tary, said that it is still too early to and also to parents who will have Nolan, Lake Orion Op . . . city is improving the waterfront in Ocean Beach Park Board, which announce a finalized itinerary but some diversion while waiting for or taking a lesson.

wait to bring them safely home.

tastic," the nights of April 21-22 as the annual benefit show for the club, proved the popularity of modern roller skating as it is now attractively packaged, drawing an audience of about 2,000 on open- ager of Walled Lake Park Rink, ing night. The proceeds, with \$1 admission, went for the benefit of He will also double as picnic prothe club's travel fund to enable skaters to go to various championships, including the nationals, under Roller Skating Operators' Association sponsorship.

The revue had a cast of about Cob, Detroit. 125 skaters, and used a series of This amusement park was host events designed to present the skaters, from four-year-olds up, in their best specialties:

> presented as skaters. A Ted Lewis number, "Me and My Shadow," was effectively performed by Punky Beal and Gail Locke. A delightful children's number, Mother Coose Rhythms," followed, with Patry Birney in the title role, and four-year-old ballerina Kathy Laichalk winning a big hand.

Feature of the performance was a two-act musical, "Manhattan Towers, starring Dick Pozniak and Charlotte Wolshon in the lead roles, assisted by Syl Bozny, Mickey Seger, Patsy Martino, Jim Carroll, Donna Luoma, Don Gates and Jimmy Bell. The handling of music, lights, scenery and recorded vocals combined with pantomime by principals throont the evening made this an outstanding show, frequently approaching professional standards, particularly in the panto numbers, all done while skating.

The show was directed and produced by Jim Carroll, assisted by Ralph Jiles, Gail Locke and Bill Pate. Music was by organist Russell Bice, costume design by Danua Luoma and scenery design by Dick Pozniak.

Special guests the opening night included Circuit Judge Joseph Sullivan; Judge James P. Lawson, Farmington; Judge John D. Watts, traffic court; Mrs. Lynn Anselmy, Rolladium, Pontiac, Mich.; Walter E. Sutphen, veteran Detroit rink operator, and H. F. Reves, The Billboard, and Mrs. Reves.

The evening marked the official confirmation of Jim Carroll as manager of the rink, succeeding Edward Martin. Carroll has been a teacher for 14 years, having been with Fred A. Martin, former RSROA president, at Arena Car- GIVE TO DAMON RUNYON dens, Detroit, and achieved an enviable record in turning out gold

DETROIT - Extending its medalists. He has been head proscope of appeal to skaters and fessional at Roller Skating Arena CHICAGO -About 75 persons their families, the management of and will continue to hold this post Sale of the park did not include one at the Chicago convention this making the proposed trip to Brust here has opened a golf ball driving rink is operated by three partners,

MAY 5, 1958

LAKE ORION, Mich. --- Edtheir children who may be skating ward Nolan, operator of Nolan's Roller Rink here, died April 23 of Another special service for a heart attack. He started in the the Tivoli at Copenhagen as well mothers who come to the rink business as a skateroom mechanic with their youngsters is the instal- in 1945 for the late J. O. Riggle, lation of five sewing machines in who operated Riggle's Rink here, the rink. This will give them a formerly known as Buckhorn Rink, chance to do costume or other Upon Riggle's death eight years sewing while the youngsters are ago Nolan bought the establishbusy on the rink, particularly dur- ment, modernizing it about two ing lesson hours, as many mothers years ago. He was a member of the drive their children to the rink and Roller Skating Rink Operators' Association of America. He is sur-Presentation of "Fantasy Fan. vived by his widow and children.

Jesse Bell Back at Walled Lake Rollery . . .

WALLED LAKE, Mich .-- Jusse Bell, veteran rink man and manreopened that spot April 20. motion manager for the park. This is Bell's 54th year in skating. His 15-year-old son, Jimmie, who won third place in the RSROA national speed championships in 1955, akates at Roller Skating Arena



53 x 122

IN STOCK AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. Alren, Ill. 100 Central Ave.

WANTED Portable Skating Rink

Must be in good condition. Price reasonable. JACK STORY

Jamestawn, Ky.

Will huy or lease Portable Roller Rink or lease our location on percentage

BILL HILL 2079 Veszey Ave. Cincinnati, Chie Phone: Humboldt 1-8426

FOR SALE Complete Skating Rink

Central Ohio. Showing very pice profit. Regronable-rent. Owner is leaving state and will sacrifice for quick sale. Replies to BOX D-IS

\$/o The Billibeard Cincinnate 35, Ohio

CANCER FUND

Missouri State Pacts Hetzer Night Show

Missouri State Fair, Sedalia, Jimmy major U. S. fairs. Hetzer, head of the office, announced. Show will give five per- the A Circuits of Brandon, Man.; formances, August 18-22.

Chicago talent agent.

Michigan Assn. Course Draws **Big Turnout**

LANSING, Mich .- One of the largest turnouts on record marked Girls. the 11th annual short course on fair management held here Thursday and Friday (24-25) by the Hetzer disclosed. Michigan Association of Fairs and

Sherman Read, association president, moderated the sessions which were devoted to open discussions rather than formal speeches.

passes, gate admissions, bingo, sales tax, property tax, harness racing. insurance, charges for house trailers, federal surplus goods available for fairs, Danish system of judging, health regulations, safety in dormitories, removal of litter and the future of fairs.

George McIntyre, director of the Michigan Department of Agriculture; Edward R. Zemmer, chief of fairs, and Mrs. L. S. Roosa, agriculture department auditor, described in detail proper procedure when filing judges' reports.

Free Fair and the Sanilac County

drew an overflow crowd.

Start Work On Yorkton 100G Stand

YORKTON, Sask. -- Construction of a grandstand to cost in the neighborhood of \$100,000 is well CHICAGO -- Frank Taylor, The stand will have double the will take the position of sales mancapacity of the old wood grand- ager of the fair department. stand which has been demolished.

The Yorkton Agricultural and business for a number of years. Industrial Exhibition Association, 1.td., has given the Yorkton and District Chamber of Commerce permission to use the fairgrounds August 14-16 for presentation of Hist-O-Rama, which will help mark the city's 75th anniversary.

Canada's P.M. to Open Brandon, Winnipeg Ex

HUNTINGTON, W. Va .- Het- | Signing of the Missouri fair zer's Theatrical Agency has been gives the show, "International awarded the contract to provide Spectacular of 1958," a route that the night grandstand show at the includes five Canadian and four

In Canada the show will play Calgary and Edmonton in Alberta, Final negotiations for the con- and Saskatoon and Regina in Sastract were closed recently in Chi- katchewan. First fair in the U.S. cago between Hetzer, Colie Ervin, will be the All-Iowa Fair at Cedar fair manager, and Danny Graham, Rapids, to be followed by the Missouri State Fair, Indiana State Fair and the Tennessee State Fair. Hetzer said the show will then be available for indoor and outdoor Names New Secy.

Russell Markert, of Radio City turing Raul Garcia, Acapulco cliff Dan Loehs. diver; Hanlon and Clark, comedy; Florida Trio, golliwog act; Antonucci's Chimps, and the Honey 31 ENTRIES

Innovations in multiple-change scenery and lighting is planned,

Chippewa Falls Major topics discussed included Names Kittle

CHIPPEWA FALLS, Wis. -William H. (Bill) Kittle, veteran fair executive, has been named manager of the Northern Wiscon-sin District Fair here, replacing Names Robinson 5 after heading the fair for 37

Pictures were shown of the Ionia Rocky Ford, Colo., fair before moving to the Colorado State Fair. Pueblo, where he was manager for The hanquet on Thursday night eight years. He resigned from the Pueblo position last September 23 and two weeks later was named Fair, Casper.

Kittle has resigned the latter job to come to Chippewa Falls where he officially takes over on June 1.

Frank Taylor Moves to N. Y.

under way at the Yorkton Exhibi- long-time CAC-Hamid sales repretion grounds. Steel will be erected sentative here, has been transferred and the scating installed by July I. to the New York office where he

Taylor has been in the outdoor

Edmonton Ex Names Promotion Mgr.

EDMONTON, Alta. - Fred Madden, of Victoria, B. C., has taken over duties as promotion manager for the Edmonton Exhibi- chewan Colt Futurity will be a tion Association.

BRANDON, Man.—Prime Min-ister John Diefenbaker will offi- club and assistant manager of the cially open the Manitoba Provin- Arena in Victoria. Prior to that he Further improvements will be cial Exhibition in Brandon on had served as manager of the made to the race track, which was une 30. He will also open the Memorial Arena and general man- enlarged last year, and another betted River Exhibition in Winnipeg ager of the Peach Festival in ting wicket will be added to the Penticton, B. C.

GAC-HAMID ACT PROGRAM

WATERLOO, Ia. - The National Dairy Cattle Congress here has awarded the contract for its entertainment program to GAC-Hamid, Inc., will bring in a variety bill featuring the Mills Brothers. Previously, the contract had been announced as being awarded to Barnes-Carrothers Theatrical Enterprises, Inc., of Chicago.

Humboldt, Sask.,

HUMBOLDT, Sask - Dan nights. Music Hall, New York, is producing the show. Included in the line-tary of the Humboldt and District provide the grandstand show at Agricultural Society, succeeding Raleigh, which was booked last Larry Ruhl-Sandy Winters Helicop- Mrs. E. Kilcher who had held the January, and will put grandstand ter act, Walker Dick's Divers, fea- post for five years. President is attractions into both Charlotte and

Indiana State Skeds Hoosier Queen Contest

INDIANAPOLIS-The Indiana | The fair already has 31 candi-State Fair this year will inaugurate dates from various county fairs that a queen contest, with entries to will come to the fair here to be come from county fairs throout the judged for the title of Miss Indiana State, Don Davis, publicity super- State Fair. Tentative plans call for visor, announced last week. the winner to represent the fair in

Jacksonville man, had been secretary of the Exec Veepee

IACKSONVILLE, Fla. -- George G. Robinson, executive secretary of this city's recreation department, has been named executive vice-president of the Greater Jackmanager of the Central Wyoming sonville Fair here, James N. Watson, president, announced last week He succeeds Ted Chapeau, who died April 14.

Robinson, in addition to his recreation position, is treasurer of the fair. He has an assistant who will sell exhibit space, handle promotions and do public relations work.

Weyburn, Sask., Names New Mgr.

WEYBURN, Sask -- Carman Metheral has been named manager of the Weyburn Exhibition and Andrew Weir will be secretarytreasurer. Metheral is also chairman of the fair's racing committee. Royden Schultz, secretarymanager of the Weyburn Agricultural Society for 12 years, submitted his resignation last fall.

Harness racing will again be an attraction at this year's exhibition, the 50th annual, and the Saskatfeature. The three-day racing pro-For the past four years he was gram has been increased to six heats a day and purse money has been upped from \$1,800 to \$2,700.

pari-mutuel building.

Gene Autry Signed By Three N.C. Events

Will Play North Carolina State, Charlotte, Shelby Engagements

NEW YORK-The Gene Autry In addition to the North Cara-Show has been signed as the fea- lina fairs, Autry was previously tured attraction at three North booked into a series of Iowa, Wis-Carolina fairs, George Hamid Sr., consin and Michigan county fairs of GAC-Hamid, announced. by George Ferguson of WLS

Autry has been booked into the Attractions, Chicago. North Carolina State Fair, Raleigh, State Fair, Charlotte, N. C., for four days and four nights and at the Cleveland County Fair, Shelby, N. C., for two days and two

of the International Association of

the area during fair week.

where he will be in the Arena for the entire week of the run. The troupe will also play the Southern Weyburn Mulls

WEYBURN, Sask -- The Weyburn Agricultural Society has expressed interest in building an agricultural auditorium at the fairgrounds and efforts will be made to

make the project a community one. Three members of city council have been named to work with the society on the project.

Estimated cost of the building is \$275,000. Some of the money would come from federal and provincial government grants if the structure were used during the annual three-day fair.

Young Inks Chicago at the annual convention KnoxvIIIe

Fairs and Expositions, where an in-CHICAGO -- Ernie Young. ternational queen will be selected. GAC-Hamid sales representative Plans for the convention portion of here, announced last week that he the contest, however, have not been has been awarded the night grandstand contract at the Tennessee Plans call for the Indiana finals Valley A. & I. Fair, Knoxville, for to be held in the Coliseum here the 21st year.

on the night of August 26, before The program, which will run six opening day. The winner will nights, September 8-13, will feamake personal appearances through ture a name attraction plus acts,

Young reported.

PARTICIPATION INVITED

INDOOR-OUTDOOR

International



MARCH 28th - APRIL 12th, 1959 ROOSEVELT RACEWAY STADIUM WESTBURY, LONG ISLAND

Non-thrill Rides, Exhibits, Marionettes, and other attractions suitable for kids ... from tots to teens ...

in the world's

most fantastic

show, at the

world's most fab-

ulous show place.

CONTACT: International

CHILDREN'S FAIR 230 WEST 41ST STREET . NEW YORK 36, N.Y.

WILL RENT OR BUY WESTERN STAGE COACHES

WE HAVE THE BEST INSURANCE MARKET IN THE WORLD FOR GROUNDS LIABILITY, FOR COUNTY & STATE FAIRS

N. PERRY LUSTER

NATIONAL RACING AFFILIATES, INC. 5555 SOUTH EVERETT AVE. JACKSON TOWERS

CHICAGO 37, ILLINOIS

PEnnsylvania 6-0137

PHONE: MIDWAY 3-1900

THE BILLBOARD

Crafts Appoints Larry Ferris Mgr.

Replaces Frank Warren in Top Spot; Edward Harris Joins as Asst. Mgr.

manager of Crafts 20 Big Shows replacing Frank Warren, who sold his interest in Crafts Shows, Inc., to Orville N. Crafts and Roger Warren. The unit, first of two operated by the organization opened last week (30) in Fillmore.

Edward Harris, formerly with West Coast Shows, joined the Crafts organization as assistant

Skerbeck Name Hits Road for 101st Season

ESCANABA, Mich. -- Skerbeck's Amusement Company will open its season here next week at its winter base on the grounds of the Upper Peninsula State Fair and will then hit the road on May 14. The 1958 season will mark

ganization.

Paul Pittman, general agent, is man, \$50 bond. due in to supervise the promotion Robert Kahn, two table lamps;

Also on the staff are Benny Company, three-piece luggage set. Henke.

SLA Auxiliary **Past Presidents** Mark Birthday

CHICAGO -- The Past President's Club of the Ladies' Auxiliary of the Showmen's League of America celebrated its 14th birthday with a recent supper at Mario's Cafe here.

rangements. Evelyn Hock donated the opening of his string of conhandkerchiefs as table decorations, cessions with the Gooding Amuse-Dorothy Kennedy, new president ment Company, of the Auxiliary, was the guest of In addition to refurbishing of honor. Marianne Pope brought a concessions, several GMC trucks birthday cake.

Garsky. Lucille Hirsch, Lillian the customer who hits the target. final meeting of the season here Glick, Ida Chase, Frieda Rosen, Gallagan recently purchased a Monday (28) in conjunction with predications are the best in 20 Carsky and Sharon Horan.

NORTH HOLLYWOOD, Calif. manager of 20 Big Shows, and -Larry Ferris has been named Joseph (Red) Dauer was named concession manager of the unit.

> Crafts announced that the Exposition unit, managed by Roger Warren, will play the 18th annual rodeo in Redwood City, July 2-6. For the date, the show will use 20 rides and at least three shows, in-cluding Jungleland, Funhouse and Coleman Bows Penny Arcade. Unit will move into Redwood City from Vallejo, where Crafts has the contract at the Solano County Fair.

Ferris joined the Crafts organization in 1956. He formerly operated

ROYAL INKS R-B GORILLAS

TAMPA -- The Royal American Shows has booked the two gorillas from the Ringling Bros. and Barmim & Bailey Circus as a back-end attraction, it was reported here last week. The animals will come to the show with their air-conditioned cage and it is understood will join in time for the Memphis Cotton Carnival which opens May 9. The Memphis date is the kickoff for Royal.

MIDDLETOWN, Conn. -- Colehis own show, Ferris Greater man Bros. Shows opened its season Shows, and was later associated at the Washington Street showwith the Frank W. Babcock United grounds here Thursday (24). Show, Shows. Frances Ferris will handle which winters here, had Miss mail and The Billboard on the 20 Honeybee, high act and slide-for-Big unit. life, as the free attraction.

NSA Prepares Summer Fund Drive Program

the 101st that the Skerbeck banner over until fall, the National Show- Percy Drillick, Ben Levine, George, house and David Baker the front Top awards will be two \$5,000 has flown over an amusement or- men's Association will soon get its Regan, Ben Glass, Irving Berk, gate.

also manage four office-owned Max Tubis, \$150 in bonds; Sam bert. units, assisted by R. Neil Alten- Weisser, Isidor Trebish, Morris Viburg. Several new tractors and vona and Charles Rubenstein, \$100 trailers were purchased recently, saving bonds each; Henry Kauf-

program which this year will in- Morris Brown, electric vacuum clude more radio and television cleaner; David Brown, diamond advertising than in any previous watch; Prell's Broadway Shows, case of rye; Connelle Products

Glass, concession manager; Don Charles Rubenstein, new treas-Picket, ride superintendent; Bill urer, donated 12 smoke stands for Skerbeck, lot man; Leo Cordon, the clubrooms. Donations for the advertising, and Bob Brown, ad- shut-in fund received from Percy vance ticket sales. Recent arrivals Drillick, Henry Kaufman, Sylvia here included Bill Erickson, Mr. Stern, Ben Glasberg and Irene and Mrs. Sam Stanish, Lyle Bor- Moore. New members include dean, Mr. and Mrs. Bob Miers, Frank Dagasta, Frank Figliola, Margaret Hoffman and Gordon Edward Bramson, Mel Smith, Rocco Cardacie, Barney Alkonis, Edward Sanseverino and William sponsored by Alfred G. McKee.

Gallagan Set

KNOXVILLE, Tenn. - Final preparations were completed here Lucille Hirsch handled all ar- by John Gallagan Jr. last week for

have been added to the fleet and Ida Chase took the door prize three new office trailers will be donated by Carmen Horan. Miss- used by Gallagan and his unit ing were Nan Rankin. Del Hoff- managers, Sam Martin and Frank man, Leah Brumleve, Mae Taylor DuBois. New this year is a game and Elsie Miller. In attendance called Bear Throw, which autowere Margaret Filograsso, Phoebe matically tosses a teddy bear to Showmen's Association held its try for fairs and celebrations. Ted and Gloria Lavelle, 3; Woody Wil-

Carmen Horan, Evelyn Hock and tract of land here and plans to es- the Ladies' Auxiliary. Viola Parker. Guests were Lynn stablish a winter quarters including President Cameron J. Murray a 50-by-100-foot metal building.

summer fund drive under way. Jack Agree, Ward Graves, Saul On the back end is the John T. proceeds to go to the welfare and ras Pass, Tex. Plans for the ad- mour M. Levin, Bernard (Bucky) Levine, Jack Schenck, Alfred G. portable cookhouse. dition of a back-end menagerie Allen, Joseph A. McKee, George McKee, John S. Weisman, Max have been dropped. Harry Fraker A. Hamid Sr., Max Sharp and Al- Tubis, Sol Olberg, Reuben Lippwill join with his shows and will fred G. McKee, \$200 bonds each; man, Sam Rothstein and Joe Gil-

Chute Ride,

OCONTO FALLS, Wis. Meverden's Amusements will open its season in mid-May with a number of new attractions and ad- by Mrs. William T. Collins, Mrs. the winter base here.

been built for the help and is O'Neil arranged the centerpiece. equipped with hot and cold run- Dave Chisholm took the men's ning water and a shower. A new door award and Mrs. Bill Hoff the hot wagon has been built which ladies award. will also contain a tool shop.

Fun, Meverden said.

The Hall popcorn and concessions have been booked. Others that will return include Pete Col- Heart of America lins, Marshall Peterson, Ritter's novelties and Clintsman's French Opens Strong at

DETROIT - The Michigan

Excelsior Springs Up 11% for Garman

six kid rides and six shows for its Olmstead County Fair, Rochester, · early season dates. Route will Minn.; a delegation of Kansas City take the show into Iowa, Illinois, showmen headed by Mr. and Mrs. Minnesota, Nebraska and Arkansas Vergne Dixon, Weldon Hale, of in addition to Missouri. A late Hale Shows; Evans brothers, ownbooking is the American Legion ers of Evans United Shows, and Fair at Caruthersville, Mo., on Mr. and Mrs. Woody Gaither. October 5, Ken Garman, ownermanager, announced.

secretary-treasurer; T. J. McManus business manager; Paul McGonigle, electrician; Benny Lange, mechanic and agent for The Billboard; A. L. 1958 Summer and agent for The Billboard; A. J. Bernard, scenic artist; A. J. Duffy, advance advertising and special promotions.

Dan Dunning; Caterpillar, William Mace: Octopus, Orville Vincent; Dodgem, Joe Sweet Pea; Merry- means committee of the Showmen's Go-Round, Richard Clavenger; Kid League of America kicked off its Rides, Curly Williams; Train, A. summer fund drive last week and Johnson: Mixer, Ray Fordham; and already has received pledges Rock-o-Plane, Bob Congill, and for 500 tickets on the bond and and Tilt-a-Whirl, Richard Vidmar, Cadillac operation, Al Sweeney, NEW YORK-With meetings | Clubroom visitors included Cecil O'Connor manages the Fun- committee chairman, amounced.

New to the line-up will be a Ethel Weinberg, secretary, an Seligson, Jack Siegel, Joseph Baiz- Hutchen's Side Show, Deliah Col- building fund. Jack Kwiet has been Scrambler, purchased last fall by nounced that 17 awards will be man, D. D. Simmons, Charles line girl unit; Dale Parris with named secretary-treasurer of the Co-Owners Eugene and Pauline made, all donated by various mem- Reich, Julius Roth, Moe Elk, Hers Wanda, and an enlarged snake drive. Skerbeck, and a Hot Rod pur- bers, Donors include President J. man Cohen, George Bovino, Mur- show managed by Robert Collins. Others serving on the committee chased from Carl George, of Aran- Jeff Harris, Frank Rappaport, Sey- ray Spitzer, Louis Elias, Harry L. E. Hall has a new 32-foot include J. W. (Patty) Conklin, C. J.

Midwest Club Marks Opening Of '58 Season

MINNEAPOLIS-The Midwest Showmen's Association celebrated the opening of the outdoor season with a well-attended hit-the-road party here Saturday night (26).

ditional equipment, Lloyd Mever- Charles Carroll, Mrs. Wesley den, owner-manager, announced at Spence, Mrs. Ted O'Neil, Mrs. Fred O'Neil, Mrs. E. W. (Slim) A Parachute Ride for the young- Wells and Mrs. Clarence Lanke. Wardle, all sponsored by Angelo sters has been added and an Mrs. Sig Signor was in charge of Arcade. A new bunk house has table arrangements and Mrs. Fred

Final meeting of the season will Show will bow with seven rides, be held Thursday (8) after which including a Roundup and Tubs-of- the clubrooms will be closed for the summer.

Manhattan, Kan.

MANHATTAN, Kan. - Heart of America Shows was here last week for the Thursday (1) pay day at nearby Fort Riley and the run was okay even before the big day.

From here the show moved to Omaha, and will play wheat coun- Less and Bonnie Maschke, 3; Cal Cory, manager, reported that crop

and 25 concessions.

CHILLICOTHE, Mo. - The the opening stand at Excelsion Sunset Amusement Company Springs which annually gets a big moved here Monday (5) after a play in the newspaper. Among the successful opening stand at its show business visitors were Mr. winter base of Excelsior Springs, and Mrs. Al Sweeney, National Mo. Bow produced an 1 per cent Speedways; J. O. Green, general agent of Gladstone Shows; Christy Show is carrying 14 major and Obrecht, former secretary of the

Mrs. K. H. (Florence) Garman as League Opens Ride foremen are: Ferris Wheel, Fund Drive

CHICAGO - The ways and

bonds or two 1959 Cadillacs, with

Sedlmayr, W. O. (Whitey) Weiss, Many visitors were noted during Floyd Gooding, Paul Olson, William T. Collins, C. C. (Specks) Groscurth, Bernard Thomas, Hal Effort, Maurice Ohren, Ed Sopenar, Andy Markham, Solly Wasserman, Mickey Blue, Bernie Mendelson, Bill Carsky, George Johnson, J. P. (Jimmy) Sullivan, Harry Shore and Ed Levinson.

Haworth Inks Portland, Ore., Blossom Cele

PORTLAND, Ore. - Haworth's Playland Shows has been awarded the midway contract for the Portland Rose Festival, which this year celebrates its 50th anniversary, E. M. Haworth, owner-manager, announced.

The date will mark the first time in 20 years that a carnival will be permitted to operate in downtown Portland, he pointed out. Plans are to have 20 rides, a Funhouse, two other back-end shows and some 40 concessions.

Some of the rides will be furnished by Bob Bollinger, of United Amusement Company, and Ray Barber, of Inland Empire Shows.

Playland Shows will open May 20 at the Granger (Wash.) Cherry Blossom Festival and will play a total of 17 fairs and celebrations and three still dates, Haworth re-

Jack Stangland is the new ride superintendent, Concessionaires will include Ray Holding and John Hatfield, 7; Archie Taylor, 1; son, 2; Bob Green, 1; Big John Mckeen, all food; Jack and Laura O'Brien, kiddie rides, two conces-Show has 10 rides, four shows sions and the Funhouse, and Leonard Giberson, animal show.

WANT

4-SWINGER AGENTS & 2 BUCKET AGENTS

For Bast Hartford, this week, New Lon-

ED HORWITZ

a Salaman Brog." Shows, East Harriford,

* MERRY-CO-ROUND * FERRIS
WHEEL * TILT-A-WHIRL for
fraveling show: First and Second Men-MUST drive Semi, Wilder Girard and Jarry, come on in. No. Ushes. Apply at

BIG 4 AMUSEMENT COMPANY 5025 West State Street

Fish Pond, Age, Scales, Hoopis, Jewelry Spindle, Hi-Striker and any Hanky Panks, elebrations and Fairs starting June 2 at Dewey, Okta. Fourth of July, Green-field, Iowa, best in State. Netralka Fairs: Blue Hill, Bladen, Campbell, Minden, Cultertson, Benkalman, Grand, Imperial and Mitchell.

> MOORE'S MODERN SHOWS Duncan, Okla.

RIDE HELP WANTED Fareman for Spinscoo, Must have license and drive. Also Second Men for Rock o-Plane and Spinscoo, Lushes sizy where you are. Top wages to man who can sizy sober and take care of good equipment. Opening Buttle Creck, Mich., May 12. Leaving Mason, Mich., Fairgrounds, May 12. Contact

H. L. ANDERSON 17108 Mairuse, Detroit 35, Mich. Phone: Elgin 6-1902

WANTED

Griddlemen, Seat Butchers, for State Herse Show, May \$-8-10-11, Barton Cottseum, Arkansas Liegstock Showgrounds, Little Rock, Ark.

SEE: PAT FORD

Concessions—Shows & Ride Help Needed

Open June 3. No collect calls.

JOHNNY DURHAM BIG D AMUSEMENTS Carwith, laws

FOR SALE

10-Cor Alian Herschell Kiddle Ride. excellent condition throughout. First \$100 takes it.

ELTON LILE

2800 Nalson Dr., Hopkinsville, Ky. Phone: Tuxedo 5-5637

WANTED RIDE HELP

Of all kinds. Must drive our tractors. No cars, please.

FIDLER SHOWS Malden Airport Branch Malden, Ms.

AGENTS WANTED

Count Store Agent, 2 Spot Agents. Resultful S-olded center joint. Strong routs of fairs Olsen Shows, opening May 30, Not Springs, Ark. Contact

VICK DAVIS Hat Springs Showmen's Assn.

Reliable Truck Driver and Up-and-Down Man for I concessions. Also Gunner and napable Agent for Long Range Buckets and Clothes Pin Store. Contact

IRVING ZAITSHIK Tee Hatel, or c'e Del Flare Amusements. Bargainport Shopping Center, Youngstown, Ohic.

FOR SALE

T meed rides - Marry-Go-Round, Mived Car Ride and Tub-O-Fun. All hought new Lest year.

Also Perris Wood, Rocket Train, Miniature Train and Airplane. These & rides in good shape. All steel fence and electric string. Price \$25,000. Write for details.

L. O. BOICE, 2259 South High St., Calumbus, 7, Ohio

SPITFIRE RIDE

a A-1 condition. Priced for quick sale, will not refuse any reasonable offer. Ride can be seen at Ocean City, Md.

PEARL M. TRIMPER Ocean City, Maryland

Frisco Club Holds Final Weekly Meet

SAN FRANCISCO -- The Showfolks of America will hold its final regular membership meeting of the season on Monday (5), with meetings to be held during the summer on the first Monday of each month.

Florsie Fitzgerald and Mary Texeira were named co-chairmen of the November bazaar, pinchhitting for Donna Freedman, who had to give up the event due to the illness of her husband, Alex, currently in the University of California Hospital, here.

At the Monday (28) meeting, Sam Doolman, second vice-president, was in the chair, assisted by Earl Leonard, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

Rain Greets Strates Preem

WILMINGTON, Del. - James E. Strates' Shows kicked off its season here Monday (28) but the bow was halted by rain which also hurt the next two days of the

As a result, the stand was extended to 11 days by the Cranston Heights Fire Department, and the show will close Saturday (10).

There were a total of 30 rides, 18 shows and a menagerie in the line-up. Included on the back-end was the Cavalcade of Oddities, featuring Johan Pettrusson, Thrill Arena, Broadway to Hollywood Revue, and a rock and roll show.

MIDWAY CONFAB

George Minden, concessionaire, is on the mend after a long illness and is back with it on Island Manor Shows, currently playing Long Island. . . . Frank B. Koyama is back for his second year as talker on Dick Hillburn's Side Show with Amusements of America. He wintered in his native Brooklyn and joined the show after a visit to Fl., ida.

Mrs. johhnie Herror writes from Kansas City that she's up and about after a long winter illness and will work concessions in Fairyland Park there. . . . Mrs. Turner Scott is back at her Daytona Beach, Fla., home after major sur-

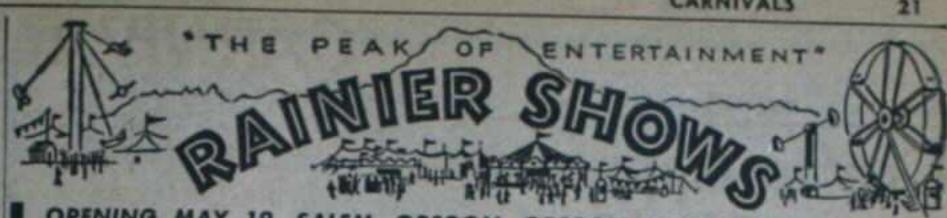
W. S. Myers, of Myers Concession Company, Dupont, O., is in St. Lukes Hospital, Toledo, following eye surgery....Obie Zuckerman and Joan Cocchiotti middleaisled it recently in Hot Springs.

Jackie Cady, girl show operator, writes that she's just recovered from a bout with pneumonia and plans to open with her gal unit, glass pitch and P.C. joints on B & B Combined . . Mrs. Lucille Malanga, is confined in Taylor Memorial Hospital, Hankinsville, Ga., with heart trouble.

Ross Troutman has been released from St. Mary's Memorial Hospital, Knoxville, Tenn., where he recently underwent back surgery, and has joined the B. & B. Shows, according to his sister, Mrs. A. Conard Cox.



STRANGEST ATTRACTIONS On earth. Devil's Child. Wolf Boy, Jungle Fyemles; many others. Free Folder. Tate's Curiosity Shop 3858 E. Van Buren



OPENING MAY 19, SALEM, OREGON, OREGON STATE FAIRGROUNDS

RIDES

WANT, DUE TO DISAPPOINTMENT, FIRST CLASS KIDDIE RIDE. ALSO ANY MAJOR RIDE NOT CONFLICTING WITH

SHOWS

WILL BOOK SNAKE, SIDE SHOW OR ANY WORTHWHILE GRIND SHOW.

CONCESSIONS

WHAT WE HAVE.

HANKY PANKS, SCALES AND AGE, PHOTOS, DIGGERS, BALL GAMES, CENTER PITCH GAMES AND OTHERS THAT DO NOT CONFLICT.

ALL REPLIES: K. R. "ANDY" ANDERS, Oregon State Fairgrounds, Salem, Oregon. (Phone: Empire 3-0949)

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

LAST CALL!! Opening May 12, Fredericksburg, Va. Charlottesville, Va., to follow.

WANT

CONCESSIONS

Age & Scales, Novelties, Long & Short Range Galleries, Photos, Hanky Panks of all kinds. Harry Rubin wants Agents for Hanky Panks and Buckets.

RIDES

Will Book Scrambler, Round-Up, Helicopter, or any Rides not conflicting.

SHOWS

Want Glass House & Fun House. Want talker for Snoke Show, Earl Mayers wants Acts and Help for Side Show.

HELP

Johnny Burro wants Lady and Man Riders for Materdrome. Can use good Publicity Man to pramote School Days. Want Ride Men on all Rides, Semi-Drivers preferred. Want Ticket Sellers. Al Mohan, please get in touch.

All answer Sam Prell

c'a Winterquarters-Fairgrounds, Galdsbaro, N. C. . Telephone 5209.

CAPITAL CITY SHOWS No. 1

WANT

FOR DAYTON, TENN., STRAWBERRY FESTIVAL, WEEK MAY 12 TO 17. PARADES, BANDS, CROWNING OF THE STRAWBERRY QUEEN

CONCESSIONS: Ball Games, Glass Pitch, Long Range, Bear Pitch, Novelties, Jewelry, Pands, Salloon Dart, any Hanky Panks. V. L. COLLIER wants Agents for Buckets and Razzle that can take orders. SHOWS: Snake, Fat, Monkey, Drome, Side Shaw or any family-type Shows. FOR SALE: WILDLIFE, ready to go; Animals, Cages, 30/60 Green Top. Everything in top shape.

CAPITAL CITY SHOWS No. 2

ALL REPLIES: J. L. KEEF, LEGION FIELD, DALTON, GA.

PLAYING LOTS AROUND ATLANTA, GA. 16 WEEKS. Short moves and plenty of money and work here. OPENING FRIDAY, MAY 9, IN DOWNTOWN ATLANTA.

WANT

CONCESSIONS: Glass, Bird and Bear Pitches; Pands, Jewelry, Ball Games, Sit-Down Grob, Short & Long Range, Cake Battle, Age & Scales, Diggers, Balloon Dart, Cigarette Block, Heart Pitch, Hoop-Lu. SHOWS: Snake, Wildlife or Grind Show with own equipment. HELP: Wheel Foreman, Chairplane foreman, Second Men on all Rides.

ALL REPLIES: C. E. ROSS, MGR., CAPITAL CITY SHOW? #2, EAST POINT, GA.

EXPOSITION SHOWS

Opening 1958 season at Baton Rouge, La., May 15, strong auspices, 12 Louisiana, Mississippi and Arkansas Fairs.

HELP: Want Electrician (Ralph Sheets, are you at liberty? Contact immediately.) Also Foremen for Tilt-a-Whirl, Wheel, Merry-Go-Round and Second Men on all rides. Must have license and drive semis. Must be sober. Men with us last fall, get in touch. CONCESSIONS: Long and Short Range, High-Striker, Bear Pitch, Bird Pitch, Candy Flors, Custant, 1-Ball, Cat Rack, Coke Sottles, Duck Pond, Set and especially want clean Cookhouse.

ACENTS: Frank Spina wants Hanky Pank Agents. Also Agents for 6-Cat, Buckets. Peek and Count Storas. Can also use Upand Down Help. All people contracted by Frank Spina, get in touch. RIDES: Will place Octopus, Rockoplane, Coaster and Scrambler for season. Other rides not conflicting. Contact

CARL ANSTED

P. O. Box 39, Ponchatouls, La. Phone 7535 or 7642

FRANK SPINA

4513 Plank Rd., Batan Rouge, Lt. Phone Elgin 5-2391

WANTED

Ride Superintendent and Ride Men for permanent Kiddleland.

Also 2 Semi Drivers for road with Machanical City.

> DICK DILLON KIDDIE CITY, U. S. A.,

Boardman Plaza, Youngstown, Ohio. Phone between 11 and 12 P.M. Thompson Hotel, East Liverpool, Ohio.

GLADES AMUSEMENT COMPANY

WANTS

ALL SUMMER IN VIRGINIA.

Opening Madison, Vs., May 12: followed by Amherst Pulpwood Festival, Amherst. Va., May 19, and Southside Industrial Fair, Emporia, Va., week of May 26.

Can place a few more Hanky Panks, Ball Games, Balloon Darts, Pitch-Till-Win. Short or Long Range, Hi-Striker, etc. Want White and Colored Cirl Show starting Emporia. Will book Monkey Show, Mechanical City. Want Ride Foremen for #3 Wheel and Fly-O-Plane. All year's work, Must be licensed driver,

All replies: Jerry Saddlewicz, Madison, Va. Phone: Madison 1981. No collect calls.

P.S.: Dolly Young and Johnny Kaolar, pizete call me.

TENNESSEE VALLEY SHOWS

OFFERING A CONTINUOUS ROUTE OF PAYROLL TOWNS WHERE THERE IS NO RECESSION

Will book Live Pany Ride, no other kid rides. Want to book Octopus, Tilt, Coaster (no junk). Want familytype Grind Shows. No Girl Shows, we have our own. Want Concession Operator for Inside Girl Show. Will book Bingo, Diggers, Age and Scales, Lamp or Bear Pitch, Ball Game, Swinger, Nail Store, Cat Rack, P.C. of all kinds, one Mitt Camp, All Hanky Panks open. Will book Wheel If you have Hanky Panks. Can place Agents for Grind Stores that can take orders, Picture Frame, Buckets, Swinger, Gunner for Picture Frame. (Mr. Topps, call.) Rebel, call me.

TED MEADOWS

General Manager

A. C. HILL

Concession Manager

CHARLIE GRIGGS

FOREMEN WANTED

AT ONCE FOR

TILT-A-WHIRL and

BIG ELI FERRIS WHEEL

TOP SALARY, LATEST EQUIPMENT,

BEST TRANSPORTATION, PLEASANT

Donald (Blacky) Jurden, contact

us immediately-important.

GOODING AMUSEMENT COMPANY

PETER PAUL AMUSEMENT Want legitimate Concessions, Prize every Time, Small Grab or Cookhouse, Candy

Apples, Popcern; also small Show of any

Wisconsin. Agents for office Joints who will up and down. No lushes. Ferris Wheel Man who can pull Wheel and drive. Must be sober. Write, wire or phone—Fairfax 2-0772 or 2-9907, ask for Manager at Clayton's Grocery. 1712 Southwest Rd., Sanford, Fig., till May 12; then General Delivery, Matropolis, Ill.

Want Foreman and Second Men who

drive, for Wheel, Merry-Co-Round, Tile and Scrambler. No lushes need apply.

10 Mile Rd. & Dequindre, Madison

Heights, Mich. (suburb of Detroit), until May 11; or 2263 Newton, Detroit

11. Mich.

Columbus, O.

WORKING CONDITIONS.

1300 Norton Ave.

Business Manager

Cookeville, Tenn., May 5-10; Bowling Green, Ky., May 12-17

P.S .- Sorry, the mines are working only 2 days a week in West Virginia, so we are going to play lots ground Louisville, Ky.

BEAM'S ATTRACTIONS

Celebration-Winchester, Va., next week, May 12-17; JAYCEE ROUND-UP -BEDFORD, PA .- MAY 19-24; COMMUNITY CELEBRATION-MASONTOWN, PA.-May 26-31.

CONCESSIONS-All types Hanky Panks can be booked. Class Pitch-Novelties-Hi-Striker-Custard. SHOWS-Have beautiful 60' trailer front and 60'x60' top for good attraction. Also Top for side show and plenty of other tops. What have you?

HELP-Merry-Co-Round Foreman who can cut it. Top wages. Second Men also for Merry-Co-Round, Fly-O-Plane and Wheel. Above average wages if you can drive and have license. FIRST CLASS MANAGER FOR COOKHOUSE-ALSO GOOD GRIDDLE MAN, Concession Agents for Hanky Panks. All replies to

STEVE DECKER

KENBRIDGE, VIRCINIA-THIS WEEK The show with plenty of promotion every week.

THE GREAT BUNKER HILL ANNUAL CELEBRATION

(Last Year's Success Speaks for Itself)

Being held once again for 9 Big Days, June 13-21, including the big night before and holiday parade. Site is the former location of the Massachusetts State Prison, which has been torn down

Shows and games can work evenings and all day Saturday, Sunday and Monday, June 14, 15, 16. Rides work afternoons and nights. Daily promotions including fireworks and the big annual parade, which draws 500,000 people.

WANT: Rides, Shows, Eating Booths of all descriptions, Age and Scale, Floss, Novelties, Souvenirs, and all legitimate types of Concessions. Flat joints need not apply, save postage. There are railroad sidings right at the lot. This will be the biggest celebration in the East, on a prize lot that will not be available after this year. All communications to:

JEFF HARRIS

103 Walnut Ave. or Box 88, Revere, Mass. Phone: REvere 8-3525 before 10 P.M.

FOR SALE

WILD LIFE EDUCATIONAL EXHIBIT TRAILER (40 FT.)

This is a proven money maker. No ups and downs, ready to operate in 15 minutes, the hest equipped exhibit unit on the road. Can be booked in any town or city, downtown streets, State Fairs, shopping centers, etc. Operates the year 'round. Two people can operate. Unit is now in operation in the Midwest.

Factory Custom Bulli, complete in every tures, Cobras, Boa Constrictors, Rattlers, detail, customized new Chevrolet V-8 % Lynz Cats, Costi Mundis, Monkey, Ferrets, ton Pickup, dual wheels, radio, ig, heater, Parrots, Alligators and many others, plus hundreds of museum ttems, new cash reglster, amplifters, new light plant. Unit completely lighted with neon and fluores-Will spend ten days with buyer in oper-

Originally cost \$20,000. Too many other business interests, reason for this sale, at the give away price of \$10,000 -- \$6,000 Consists of 35 Cages, over 100 Live Cres- down, balance easy payments.

For Information Write, Wire, Phone CAnal 6-6254. No Collects 943 Rex St., Louisville, Colorado

SONNY MYERS AMUSEME

FINAL CALL FOR THE GREAT APPLE BLOSSOM FESTIVAL ON THE STREETS IN DOWNTOWN ST. JOSEPH, MISSOURI

Opening May 6

This is the largest opening celebration in North Missourt. Last year attendance over Can place straight sales and stock concessions only, No grift or gypsies. All Pitches open except Glass. If you're Hanky Pank, we can place you. Space limited. Can place first-class Till Foreman on late model Bide, best equipment; also good help on other

BILL DILLARD

2418 St. Joseph Ave., ST. JOSEPH, MO., or AVENUE CITY, MO., Phone Mohawk 2-2364.

WANT-AGENTS-WANT

WM. T. COLLINS SHOW

Six Cat, Bucket, Nickel Pitches. Men to up and down Concessions. (No drunks or

JOE MANDRICK, PARKWAY HOTEL MINNEAPOLIS, MINN. Open June 2. Austin, Minn. Winter Quarters now open.

presided at the meeting which was devoted to a tribute to Hal Reves, who recently celebrated his 30th year as Detroit representative for The Billboard. A resolution, framed and officially sealed, was read by Bill Green, past president.

Following the foint meeting a buffet supper was served by Irving Rubin, Sammy Burd and Paul Greeley.

BUCKEYE STATE SHOWS

WANT

Playing Ohio & Kentucky, bons fide calebrations only. Opening Bremen, Ohio, May 28-31; Nelsenville, Ohio, June 2-7. Want legitimate Concessions of all kinds. No racket. Pourors, French Fries, Waffles and Apples. Snow and

Floss looked.
Want experienced filds Heip. Must drive and have driver's license. No dramks or chaters. Number I and 2 Men far III. Wheel, Parker 2-Alireast Merry-Go-Hound. Octopus and Kid fildes. Top salary and bonus. Pay every Wednesday. Winter quarters now open. Want experienced Man for live Pony Ride. Haul in bus, straight Job. Sleeping quarters. Joe Sterman, coctact me at once, MANAGER, MOXAHALA PARK, E. O. 2, So. Zanesville, Ohio.

KIRK DECKER

WANTS

For Anniston, Ala, Diamond Jubilee, colused lot, Razzle and Bucket Store Agents. Kennedy, Esty Keene and Barney, call me. Also want Cunner and Ball Boy for 6-Cat -Want colored Help for outside of Skills and Grind Stores. Following contact me: James Norfolk and any boys I know. Jefferson Davis Hotel, Anniston. Ale. Week May 4-10,

Pin Store or Count Store Agents on Jimmie Charge Shows.

CHUCK DUMA

Delaware Hotel, Muncie, Ind.

Due to conversion, have for sale set large Tutte for Spitifire. All in good

HUBERT BENNETT

Cookeville, Yests.

WILL BOOK

A small Coaster for season, Glass Pitch, Bear Pitch, Short or Long Range, Photo-Gallery on percentage. Ride Help

JOHN KEELER Funland Park, St. Augustine Beach, Fla.

AGENTS

Wanted for Buckets, Six Cats, One Ball, Bear Pitch, Come on, will place

DUKE MITCHELL

Leavenworth, Kansas

c/o Hugo's Novelly Expc. Shows.

Foremen and Second Men on all major rides, Man for Tower and Searchlight, also: Man for Marquee, Help for Stage and Fence, Talker and Canvasman and general Help for big Monkey Show. Also want Help for Concessions, reader for American Palmistry, Hanky Parik Agents, P. C. Dealer for Pan Game and Up and Down Man. Want Concession Help of all kinds. Harry Schreiber can place crew for E-Cats.

All wire or come an Owensburn, Ky., now: Frankfort, Ky., next week.

GROSCURTH BLUE GRASS SHOWS & COMBINED CIRCUS & CARNIVAL

Double Roll-O-Plane, 2 Scats in fair condition, 2 are burned, \$1500.00, 25 Ferris Wheel without seats, including '52 Ford Tractor and Trailer, \$2500.00, Small Roller Cussies with '55 Van Type Truck, both in A-1 condition, \$4000.00. Everly Bulgy, without seeks

> MOUND CITY SHOWS, CLARENCE SLATEN, MGR. 511 Satier Ft., Wood River, III. (Phone: Wood River 4-4727)

KENNY'S ATTRACTIONS

Opening Last of May near downtown Indianapolis, Ind. Want Concessions Color Buttles, Flabpond, Rall Games, Cat Backs, Scales and Are. All Hanky Panks, Abs. want Buckets, Swinger, Pin Store and other Albi Stores, contact MUTT HAYWARD, 905 S. Auburn Street, Indianapolit, Ind. Deposits required on this spot as space is limited. This is an annual attair.

Detroit Club

WANT For Mississippi and Tennessee's best still dates and Fairs. Want Photos, Custard, Bingo, Scale, Mitt Camp, Hanky Panks of all kinds that work for stock.

> Want Ferris Wheel Foreman, Will book Octopus and Coaster for the season, Ernie Kapponi, call me.

J. A. GENTSCH SHOWS

All answers to Starkville, Miss., this week; Winona next week.

JOHNNY CANOLE

Offers Show People Bank Financing on MARATHON MOBILE HOMES manufactured by HAR-MAC, INC. CANOLE Home Offices: Alloono, Fa. and 8861 N. W. 18th Ave., Miami, Fla.

HAR-MAC, INC.

Manufacturers of MARATHON Mobile Homes Strutford, Wisconsin

1500 watt voltage Boosters. \$19.50, 150 ft. Reel, No. 6, 3 conductor, type F. Wire, \$89.50 per reel. 16mm. Movie Projector, sound, \$175.

W. R. DORSETT 3155 Jeffersonville Road

Macon, Ga.

o Moberly, Mo. If you can't, get it

E L SMITH MONARCH EXPOSITION SHOWS Moberly, Mr.

Ortopus Foreman, Fun House Operaturand 2nd Men on Farris Wheel, Rocko-plane, Front Gate. All rount be solver and licensed to drive segui.

SUNSET AMUSEMENT CO. Chillicathe, Me.

FOR SALE 26 ft. Trailer, good condition, Rack for Ferris Wheel Scats and Spokes, \$456, 1902 Dodge Tractor, good condition, safety Soddle Tanks and 5th Wheel, new Motor, 2000,

BRASCH BROS." SHOWS Opening Watertown, Wis., May 15p. Medison to Follow.

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE—ON ACCOUNT OF FIRE IN WINTERQUARTERS

\$1500.00 Allan Herschell Midget Racer, without sents, \$1000.00. All cash



OPENING FRIDAY, MAY 16, NEW EMMETT ST. SHOW GROUNDS, BATTLE CREEK, MICHIGAN

All parties contracted please acknowledge.

-CAN PLACE-

HANKY PANKS of various types also Jewelry and French Fries.

SHOWS: Mankey Circus, Mechanical Village or other nonconflicting Grind Units.

CAN PLACE DARK RIDE FOR SEASON

HELP: Foremen and Second Men for Merry-Go-Round, Wheel, Tilt, Rolloplane and Roundup. Prefer semi drivers. Harold Cunningham and Tex Martin, please contact.

All replies: D WADE, 18110 Melrose, Detroit 41, Mich. (until May 12)

After that W. G. WADE SHOWS, Battle Creek, Mich.

FOR SALE

FOR SALE

10 Rives Merry Co-Round, Ferris Wheel, Tilt-a-Whirf, Octopus, Roll-a-Plane, Looper, large Rollo Comter, Flying Scooter, Electric Planes, Kiddy Auto Cats. 17 fate model Trucks. 17 Trailers. Six boautiful Light Towers. All Rides reconditioned and equipped with fluorescent lighting. Numerous other accessories and equipment in best of thispe. Also, due to the envisible reputation of this show under the tare Hay Raney a route of over a hundred thousand gross can be had for the show that can be booked on past performances and by phone in Minnesofa ferrifory with no competition. It always was and can be continued in a class by itself. Price \$60,000.00.

HELEN RANEY, EXECUTRIX, 3650 N. HUMBOLDT, MINNEAPOLIS 12, MINN. Phone: Jackson 2-0238

BIG CITY SHOWS

Big Nasy payday, Chambelee, Ga., De Rain County Spring Festival, May 5-19; followed by hig aluminum payday, Maryville, Tenn.

Wast Hanky Panks of all Minds. Law privilege, Good proposition for nicely-framed 6-Cat. Riturn: Wast major Rides not conflicting. SHOWS: Wast Shows of all kinds with man transportation. Also Girl Show Operator with Girls. Living superiors, trans-

portation furnished. Want Agents for Banky Panks, Swinger, Buckets, Rattle and stalldown. Also capable Agents for Skills and outside Help. Need Cookhouse Help.

All wire JACK STONE, Western Union, Atlanta, Ga.
or rail JACK LANCE, TRinity 4-4474, Atlanta, Ga.
P.S. Harry Head wants to hear from "Cocumber" Johnny, Slick and Pete Road.

SUNSET AMUSEMENT CO.

MANT

Caterpillar Foreman, Second Men on Buck-O-Plane, Ferris Wheel, Octoons, Mixer. All must be Semi Drivers, soher and without Concessions and Care. Can place Photos, fort Longs, Age and Hanky Punks.

Address: Chillicothe, Ma., this week; Ft. Dodge, lows, next.

RAINIER SHOWS

WANTED

For Six Cates, Burkets, Hanky Panks of all kinds, Balloon Store. Want Man and Wife THE MANAGE and Operate Bings.

OPENING MAY 18, STATE PAIRGROUNDS, SALEM, OREGON, 16 FAIRS AND CELE.

BRATIONS TO POLLOW — PINEST BOUTE IN NORTHWEST.

Can place Diggers and Derby. All Pitches and Center Concessions open. ALL REPLIES: RAINIER SHOWS, Oregon State Fairgrounds,

ROCK CITY SHOWS

Playing Virden, Ill., Spring Pestival on the street, May 12-17, then Carrollion Spring Festival on the street, May 19-24; followed by Aurora, Ill., 26-31.

Want Hanky Panks of all kinds, (This show will not have Inggers this year.) Dorothy. and Miller come on. Next Ride Halp on all rides.

GEORGE ISENHOWER, Central City, Ill., May 5-10

JACK LINDLE SHOWS

BEARDSTOWN, ILL. PHONE 632

Beardstown, III., May 19-31; Vandalia, June 24; Divernen, 9-14; Ashlanz 16-21;

Braidwood, 36-22; all Celebrations.

CONCESSIONS: Long or Short Range, Photos, Slum Spinsle, Novelte, Cerk, Dish Pitch, Ask and Weight, any clean Miles. Commenters. Photo Omitit for sale, \$250.00. Hill.P. Foreman and Second Men on Merry Go Bound, Wheel, Spintfire, Spinaron, Charter and Eld Rides. Winter Quarters now open—come on Licensed drivers given preference, no cars. RIDES and SHOWS: Any Family Show. Will book or lease Fun House. Next well-disabed Pony Ride.

BEE'S OLD RELIABLE SHOWS, INC.

Cancertians-Long and Short Range Galleries, Custard, Marchandise Concessions and Hanky Panks at all kinds.

Shows - Need Cirls for two Cirl Shows, Fun House, Glass House, Mechanical, Monkey, ar any show not conflicting with own equipment.

All replies RAYMOND C. HULS, per route

STOCK	TICKETS
1 Mall -	\$ 3.30 °
10 Raffe	CONTRACT BARRIES
35 Sally 50 Rulls	10.75
196 Walts	54.00
	Coupens
	e Prints

Size: Single Title 1xT

THE FOLEDO TICKET CO. Toledo 12 Ohie Allied Traffet Union Label

Cash With Order Price SPECIAL PRINTED 1.00 4,000 10,000 1,00 10,000 10,30 30,000 11,20 100,000 21,00 570,003 112,00 1,000,000 230.00

AGENTS WANTED

For Six Cats and Buckets. Steady work, No drunks. Two Cat Boystwo Gunners. Top salary or P.C.

Write or Wire GEO. W. GORDON

c/o O. C. Buck Shows Menands, N.Y.

Want for long season-Few more Hanky Panks, Hi-Striker, Novelties, Short Range, etc. No flats or gyptles. Forenten & Help on Wheel & Merry Go Ronna, Rockoplane, Kiddle Rides. No lushes wanted. Must here changenr's liceuse. All replies to

JOE FREDERICK

Madison Heights, Mich. new to May 11, or 2263 Newton, Detroit 11, Mich.

axle, trailer hookup. Complete 10 x10 Popcorn, Flow & Apple Joint: Flowr. Giant Cretors 41 Popper, 2 Flora Machines. Joint ready to work. Also new 6'x8' Paneled Center Joint, up 8 weeks. Was with Penn Premier Shows 2 yrs. Reason for selling, I goored, I built home, wife won't go out. Have good husiness here. Only Texaco Station in Ruskin, Fla. Bill Thompson, R. 1 Box 77A, Ruskin, Fla., phone 472791

AGENTS—AGENTS

Can place all types of help. Opening latter part of May downtown Indianapolis, Ind. No still dates, 16 weeks of celebrations to follow. Write or wire immediately:

SOL ROSENFELD 6432 Chef Mentuer Highway, gare Feigard Tealler Park, Indianapolis,

MIDGETS

Year round, top salary. No dwarfs Prefer age 15 to 40. Send recent photo and information.

JEWELRY CONCESSION c/o Sheraton-Cadillac Hotel Detroit, Mich.

> Thank you Harry (Buster) Westbrook Penn Premier Shows

for your G. M C. Tractor purchases. "Save Money With Johnny" JOHNNY CANOLE Phones: WI 3-0003 or WI 4-9347 Altopna, Pa.

RIDES WANTED

Opening for exclusive on SIX OR MORE RIDES for the VAN BUREN CO. FAIR August 5 to 8. ARTHUR J. SECOR, Secy. Keeseugus, fows

PHIL DANIELLO SHOW

Opening May 12, Baldwinsville, N. Y. Help Wanted-Must have license to drive. No drunks. Can use Miles, Concessions, Sideshows not conflict-teg. Well planned season route.

R.D. 24, Baldwinsville, N. Y.

AGENTS

Need 6-Cat and Bucket Agents. Also Agents for other albit stores. Can use a good Ramky Park Agents. All old Agents, contact CHAS. KREKELER, between 10 and 11 Mile Rd., on Dequinsize (suburb of Detroit, Haza) Park, Mich. Then per route, Motor State

RIDE FOREMAN

For Smith & Smith Chairplane. Best of equipment, tower sumps, easy to up and down. Must drive, be soler and reliable. CHAS, KREKELER

Between 18 and 11 MHz Sa., on Detulo dre (suburb of Detrett), Harel Park, Mich. Then per route, Motor State

THENEWROMANTARGET



U. R. PAT NO. 2519348

One of the greatest Stock Concessions ever built!

. The liveliest and flashlest game on any midway.

. One of the fastest concessions ever built (pull trigger and prize is won).

 Purely a game of skill, prize every time, will work anywhere. · Now with the new improved electric gun (Cark or electric gun can be used an

* The new Roman Target concession is played by more people of all ages than any other skill game concession ever built.

Write for Literature and Prices

C. A. WOODIN

Phone: Mayfair 4-5214

JOPLIN, MISSOURI

CRAFTS 20 BIG SHOWS

NOW BOOKING Shows and Concessions for

ORANGE COUNTY FAIR

Santa Ana, Calif., May 23-June 1 inclusive

Roy Shepherd wants Wheel Foreman, Kiddieland Foreman, Second Man and semi drivers. Can use 2 more women Ticket Sellers. All to join at once.

CRAFTS 20 BIG SHOWS, INC.

7283 BELLAIRE AVENUE

802 Walnut Ridge

NORTH HOLLYWOOD, CALIF.

Phones: POplar 5-0909-POplar 5-0320

GRAND OPENING-8 MILE ROAD AND SOUTHFIELD, DETROIT, MICHIGAN MAY 12 THRU 25.

(Lot Will Be Laid Out May 10)

All Concessions contracted, please confirm and give fourage. Will book Shows of merit. Harry Crimmins. Mack & O. Roiers Call. Louis Bell wants Hanky Panks and Alibi Agents. CONTACT:

ROD LINK or BUD DAVIS

Imperial Hotel

Phone: Temple 2-7000

Detroit, Mich.

VOLUNTEER SHOWS

Central City, Ky., Mal 5-10; Springfield, Tenn. May 12-17. CONCESSIONS: Cookhouse or Sittown Grab, & Cats, Suckets and Hanky Panks of all kinds; \$21.50 for all Hanky Panks. SHOWS: Monkey Show, Snake Show or any Grind Show. BIDES: Tilt, Octopus, Pony Ride, Train Ride or any Kiddle Ride. Contact

C. R. LEONARD, Central City, Ky., this week.

AGENTS

For Memphis Cotton Carnival, opening May 2. Need 2 Pin Store Agents, 2 Count Store Agents, who can work colored Cotton Carnival. Also mant Pan Game Agent and one Block Game Agent. Larry, come in. All replies

JIMMY CYR Care Wallace Bres. Shows, Memphis, Tenn.

HUNT AMUSEMENT CO.

10 WEEKS IN HEART OF CINCINNATI

Can place a few Hanky Panks. Sob Soling wants Hanky Pank Agents. Call or wire as per route. No collect calls. Will buy short arm Octopus for cash. RALPH HUNT

> 5th Annual LIONS' CLUB FESTIVAL

June 8 thru 14. Main St. E. Hartford, Conn. Want: the more rides, please. Shows: Ten-in-One or Animal Show. Concessions: Slum and Stock Stores only. No fint joints, Want Bingo, 100 4-H Club Exhibits alreads booked. Western Horse Show & Rodes. Dixieland Bands, dancing on midway. This Fair always draws people. Contact Lions' Festival, 22 Summer St., Hartford, Conn. Phone: Jackson 3-6575 P.S.; Want to rent or buy Light Plants.

Last call-Estemen and Second Men on all Rides. Glen Joplin, ride supt., fallowing please contact him: Jack Shannon, Nevada C. Eddle, Beb Ware, John Jones, Art Miller, Jack Riley and Steve, or any others who have warked with me before. Season opens June 2-Winter Quarters now open,

WM. T. COLLINS SHOWS, 801 E. 78th St., Minneopolis, Minn.

Communications to 188 W. Randolph St., Chicago 1, 18.

Kelly-Miller Opens Trip to West Coast

Rain, Mud Hurt First Stand; To Enter California on May 23

and rain here but pulled pretty May 23. good business anyway. The circus | The show was scheduled for a is headed for the West Coast and dress rehearsal in Paris April 25

Sello Opens May 6, Plans Canada Tour

VANCOUVER, B. C. - Sello Bros. Circus acts formed the vaude portion of the bill at the Majestic theater the week of April 6-12 with business running the gamut from fair to good.

The circus has been playing winter dates under auspices in auditoriums and theaters in the State of Washington, moving back and forth to their winter quarters at Woodville, a suburb of Seattle.

They open under canvas, a 70 with two 30's and one 40, at Kent, Wash., May 6 under auspices of the police. A side show top, 30x70, with seven acts is managed by Ted Wilson.

dled by Captain Royal; dogs and ponies; bucking goat; Diane Allen, air ballet; Rosetta Boll-Meyer, rolling globe and featured aerialist; producing clown, Ben Meyer; clowns Ricky Boll-Meyer, Calvin Gamble and Bobby Wicks, Nancy and Don Moyer play the show with organ and drums and Moyer doubles as announcer.

Owner and manager is Roy Duke. Dolores Wicks is contract- pony drill, Olga Sanchez, clowns, wagon manager. General agent is of dates, mostly under auspices. Boyal Hungarians (7).

Gil Gray Adds Floats, Cuts Riding Troupe

SIOUX CITY, Ia. -- Gil Gray Circus playen to strong crowds at the Municipal Auditorium here (7-13). Extra shows were scheduled for last four days of the run to handle big kid crowds. Night houses ranged from an estimated 2,400 to a capacity 3,500.

Show's riding act was discontimed and horses were shipped to Florida. Personnel went to other shows. Elephant is doing a onefoot stand. Show has a number of new floats for its spec, among them Mother Goose, Woman in Shoe, Hansel and Gretel, Bo Peep, Birthday Cake and calliope wagon.

At Springfield, Mo., (21-26) the show had near-full attendance. It played Waterloo, Ia. (14-15) St. Joseph, Mo., (17-19); Hastings, Neb., (April 28-May 1); and Me-Cook, Neb., (May 2-3).

Lincoln, Neb., (12-17).

PARIS, Tex. -- Al G. Kelly & after a run in Texas, New Mexico Miller Bros. Circus opened in mud and Arizona, enters California

> and equipment was moved here from Hugo, Okla., winter quarters ahead of time, Rain began, however, and the rehearsal was called off by Co-Owner D. R. Miller and Equestrian Director Calvin Miller.

Rain continued thru Saturday, but the afternoon house had twothirds of capacity and the night house was one-third. On Sunday the show was scheduled for an Chicago Auspices afternoon performance only, pulling three-quarters. Lions auspices For Cristiani Run was used.

Center ring remained fairly solid throont, so it was used by bareback and teeterboard acts as well as elephants and others. Some end ring turns were left out. Five wire acts worked in one display, but at one performance the bears, chimps, hippo and Liberty horses had to be skipped.

making up.

FRANK BRADEN JOINS BEATTY

ALLENTOWN, PR. -Frank Braden, veteran top press agent for circuses, has, joined the Clyde Beatty Circus for the season.

Braden has been with the Ringling show for years and this spring has been handling top newspapers in New York for that outfit. His leaving Ringling for the Beatty circus, brings the latter show's press staff to three. Also on hand are Ora O. Parks, who with Braden will be storyman, and Art Bitters, icontracting press agent. Floyd King is general agent of the show.

Parker Announces

Cristiani Bros.' Circus, when it appears in Chicago June 27-July 13. will be the Chicago Council of B'Nai B'rith, it was revealed by Lakefront engagement.

members and 48 chapters in Chi- into operation. The Paris Daily News carried cago. Promotion is expected to get good publicity material, topped by under way this week. There will tire first page on Sunday. The as well as a general promotion, shots showed clown Joy Thomas and the organization has an option to sponsor the show a second year

BEATTY HITS ROAD AFTER PARK STAND

Weekends Good at Palisades; Change Made for Season Trek

night (4) and it will depart for for this stunt. Allentown, Pa., where it opens its Resulting publicity included own road tour.

highly successful, according to week's Life magazine. show sources. Weekdays brought given each Saturday and Sunday.

Circus was in the amusement stationary operation to traveling. park under an arrangement that included a guarantee plus the cir-

CHICAGO - Auspices for the the road, the Beatty show will drop three acts, the Panicks, the Erickwere booked only for the park Matt Dillion stand. At the same time, the Tom Parker, who handles the Charles Hodges Side Show will The organization has 25,000 managed by Bill English, will go UIVEN Credit

The show has been getting good! publicity breaks. Chief among Police Circus did timasway binia series of pictures across the en- be a ticket sale to the membership these came as coverage of a stunt ness over the weekenst (26-27), acin which a Beatty show's elephant cording to producer Al Dobritch, water-skiled on the Hudson River.

PALISADES PARK, N. J. -- The bull was purchased last win-Clyde Beatty Circus will complete ter from a Florida resort and was its month-long stand here Sunday brought to Palisades particularly

wire coverage by AP and UP plus The Palisades stand has been photographic coverage in last

Features of the show on the half houses. Three shows were road will include Clyde Beatty. Josephine Berusini and Hugo The first afternoon shows generally Zacchini. More staffers, bosses and were fornaways, while the second others are joining the show now. shows averaged two-thirds of ca- Show scheduled no performances for Monday (5), as it switched from

In switching from the park to St. Louis Up;

ST. LOUIS -- Annual St. Louis who said attendance the first five days was 23,000 ahead of that for last year.

Dobritch credited the personal appearance of James (Matt Dillou) Arness, of TV show, Gunsmoke, with upping the crowds. Dillon appeared in the finale of the show in a Western barroom setting and staged a fight with a strint man.

On Sunday (27) the show had 16,000 people crowded into the auditorium. Amother 3,000 were turned away. Monday (28), tho usually a light day, boosted the five-day total to the point where Dohritch said the mercased income was more than enough to cover the nut on Dillon.

NEW YORK -- Frank Wirth an-

nounced here last week he has con-

tracted with Amold Carlson, of the

Island Garden Arena, Long Island,

to repeat their circus date next spring. The 1959 dates will be

This year the show scored five

turnaways, Wirth announced, He

The big show includes chimp, Hagen Opens Indoors, Switches to Big Top

Bros. Circus opened with a two- equestrian director; Ayres Davies, day stand at the Livestock Coli- superintendent; Bob Stevens, conseum here before launching its cessions; George Vest, music; Mac regular under-canvas tour at Co- Zurcher, electrician; Bill Brandt, lumbia, Mo., Thursday (1).

In Oklahoma City the perform- Clara Stevens, pony ride. Bible. Ceneral agent is Raymond ance included the Five Dubskys, ing agent. Rose Boll-Meyer has Media Banta's aerial number. the concessions. The show moves Sanchez Sisters ladder act, single on seven trucks and semis. After elephant routine, the Banta barethe Kent opening and a few days back riding act, web, clowns, Libin Washington State they move erty horses worked by Jack Banta,

> will be different, with one of the big top. changes being the addition of the James Cole Elephants (3):

Suesz; Jimmie Cole is manager.

OKLAHOMA CITY -- Hagen Other staffers include Jack Banta, props; James Smith, ponies, and

Sid Stevenson is auditor and Joe McMahon.

Menagerie will include five elephants, horses, monkeys, ocelots, buffalo, sacred cow, camels, llamas,

Strong at Iwo Early Stands

MENTOR, O. -- Mills Bros. Circus played to big andiences here (25) and at Newton Falls, O

At Ravenna, O. (24), the show was let by 70-m.p.h. winds that Island Garden, caused minor rips in the top.

Newton Falls had near-full lions, bears, wild boar and macaws, houses, altho there was rain in into British Columbia for a series two dog acts, clowns and the Other animals will be added soon. the morning. Tickets were dis-New banner lines are in the mak- tributed free from supermarkets The under-canvas performance ing. The show has a new 80-foot thru a special tie-in. Lions Club was the auspices.

Show is owned by Howard Orrin Davenport Show Scores At Columbus, Sioux Falls

Shrine Circus bere and the gate sold first. was a strong 23 per cent ahead of last year's. General admission sales

COLUMBUS, O .-- Orrin Daven- were off, but reserves were up 25 port Circus produced the annual per cent, and higher priced tickets

> 62,000 people in 12 shows. Capacity of the location was 6,700. Concession income was up.

> Shriner to receive four tickets priced at \$5. There was a return of 72 per cent eash. The show was off the nut before it opened. Program grossed a reported \$24,000 and the Shrine's net in expected to be about \$35,000.

15-19) the show played to a total day nights on the TV show, \$64,of 30,753 people, it was reported. 000 Challenge, competing in The four night shows drew from category on histry of the West 841 to about 2,500 people in the 3,500-seat Coliscum. The five afternoon shows pulled from 2,394 to for the Carson-Barnes show and 2,750, mostly kids. The morning shows ranged from 2,052 to 2,471 in attendance.

up the April indoor date next year day afternoon performance and and replace it with an open-air subsequent ones, making a differstadium date next May.

said all but the first afternoon per-The show played to more than formance filled up. The show ran a week this year. Advance sale provided for each Tim McCoy

March 28-April 5.

NEW YORK-Col. Tim Me Cey, feature of the Carson & At Sinux Falls, S. D., (April Barnes Circus, is appearing on Sun-

On Sunday (27). McCoy's part in the show included a strong plug circus business generally. He mentioned some towns on the shows route and pointed out he would Plans were discussed for giving fly back to the show for the Moslent town every day.

Pinito Del Oro Hurt in Fall

STOCKHOLM -- Pinito Del Oro, aerialist who was starred with Ringling-Barnum circus 1950-1956, was injured in a fall from her trapeze at a circus performance here Monday (28).

Injuries reportedly included a fractured skull. She was with Cir-

Dobritch Repeats Evansville Pact

EVANSVILLE, Ind. --- Al Dobritch has been contracted to book the circus which the Shriners here will produce November 27-30 at Roberts Municipal Stadium.

Dobritch also had the contract Abead are Yankton, S. D., (5-6); last year, Dr. W. C. Standring, per-Huron; (7): Aberdeen, (8-10) and formance chairman, announced the new contract.

SIGN OF TIMES: THRONG WANTS CIRCUS JOBS

CLEVELAND-Just prior to Mills Bros.' Circus opening at Jefferson, O., recently, the show sent into Cleveland to hire workingmen. In recent seasons it has been difficult to find men willing to work on shows.

This time more than 300 were interviewed, and the show hired something less than a third of them. Those selected were taken to the show in a truck. Some of those not hired tried to join out anyway by jumping onto the truck.

Tel Teigen Dies After Fall in Act

PALM SPRINGS, Calif. - Tel. Teigen, 34, high pole balancing act, died in a hospital here Sunday (27) two hours after he fell from his rigging during a performance of Rudy Bros. Circus.

His act involved balancing on a stack of chairs atop a high pole. His wife, Gerda, was watching the child also survives.

Teigen come to this country from Norway in 1953 and was with Ringling Bros. and Barnum & local Elks was held last week with Bailey Circus two seasons. Subse- the organization giving away 2,000 quently he has played special dates Easter baskets and the park furand Shrine shows, and he returned nishing 4,000 free ride tickets. to Europe for a time.

THE RES

1 102

Packs Circus and in March he appearances under the direction of went to Hawaii for a circus en- Art Anthony at the function. gagement. He joined Rudy Bros. at El Monte, Calif., Saturday (26), the show's first town of the season, and worked his act twice there.

Burial was Friday (2) at Pacific Coast Showmen's Association cemetery. Funeral was at Palm Springs Tuesday (29). Arrangements were made by Rudy Jacobi, Circus owner.

Quassapaug's Season Opens

on Sunday, (27), with managers man, Jackie Gerlich, Otto Grieboperation until Decoration Day, Jerome, Robert Johnson, Paul Jung. All rides and concessions are open Also Robert Keck, Morton Kroos, already, however, with park ar- Gene Lewis, Joe Lewis, Owen Mcranging numerous outing dates for Quade, Al (White) Meyerowitz, families, churches, fraternal groups, Nava Morales, Joe Nawrath, Harry stores and industrial plants. The Nelson, Margarito Nevarez, Myron parking area has been enlarged. Orton, George Riley, Al Schwartz, Late May events include Junior John South, Carl Stephan, Dennis League's annual "Country Fair," Stevens, Duane Thorpe, Chet Toli-May 24, and the fourth annual ver, Lother Vilhauer and Paul New England Drum Corps Field Wenzel. Day and Parade, May 25. A \$30,000 rest room has been completed.

WANTED

For Ohio and East

Can start work when you are finished with your present job. Also compotent supervisors. Shrine-Grotto-Police Fireses Auspices. Give references. Write WARD BEAM ASSOCIATES, INC.

AMERICA'S FINEST SHOW WRITE FOR 1958 DATE BOOK CENTRAL Show Printing Co., Inc.

PHONEMEN

Official labor, here is a repeat. Seventh annual tickets and advertising. A good opportunity in sunty Los Angeles. DU 86085

ROY BELL

Z EXPERIENCED PHONEMEN

For Rook, Benners and Tickets, Top-ADAMS BROS! CIRCUS. CONTACT: R. A. WALTON, 314 Jackson, Warrate, Wis. Phone: E733, daytime only. (No Collect Calls).

Lions Club Circus Bannars, UPC's Collect pay daily. Call CHAIRMAN. Prespect \$300, Omeha, Neb.

Supermarket To Be Built At Kiddieland

COMPTON, Calif. -- Usual process of a Kiddieland going to a shopping center is being reversed here with a grocery chain announcing that it will build a super-

Matthews, who founded the park 12 years ago, said that Cole's act when he fell. Their infant There are plans for other conceshundred automobiles.

Chet (Tiny the Clown) Martin and Last year he was with the Tom Al (Cop) Walters made personal

41 Clowns On Ringling In New York

Clowns are Felix and Amelia Adler, Harry Burman, Charles Burnes, Aldemaro Catorze, Joa-MIDDLEBURY, Conn. -- Lake quim Cruz, Elonzo Dann, Joe Quassapang opened its 20th season (La Plante) Donovan, Freddy Free-Michael J. Leon and George ling, Walter Guice, Arne Honkala,

NIRA to Hear Bowman; Set NAAPPB Booth

CHICAGO -- The NAAPPB will participate in the National Industrial Recreation Association convention at the Hotel Texas here. Secretary John S. Bowman is scheduled to be moderator of a panel discussion group concerned with the subject of company pienice. NAAPPB will have a booth at the NIRA trade show.

Also on the NIRA program is a Disneyland movie, shown by Tommy Walker, of Disneyland, who will be on the picnic panel with Bowman.

Bowman also is appearing at the National Association of Concessionaires, when it meets Monday (5) in Chicago.

UNDER THE MARQUEE

Clyde Broz. Circus people vis- plus some additional overland side ited Polack Bros. Circus at Fort trips. They can receive mail ad-Sill, Okla., among them being the dressed to them as passengers on Carl Wallenda Family and the the Concordia Sun at Istanbul May Howard Sueszs. . . , Lew Hender- 2 and Genoa May 11. son visited his daughter and sonin-law, Peggy and Mac McDonald.

. . . Walter Jennier Jr. joined his market at Tiny Town Park, owned parents on the Polack show for the and operated by Beatrice Mat-summer. . . . John Facer, John Cirollino and Harold Simmons Mrs. Matthews, widow of Harry caught Clyde Bros. at Oklahoma City. . . . Buckles Woodcock, Tom Inabinetti and the Shirley Pitts Markets will build in the area family visited at Fort Chaffee. . . . Chester and Winifred Stanley es- Loyal tent for its recent stand and sions and parking areas for several caped injury in an accident that now is trying to raise money to buy damaged their car and trailer con- the tent. Remo Loyal, son of Jus-The delayed Easter party of the siderably, writes Kitty Kelly Ron- tino Loyal, is with the school cir-

> Bryan and Billie Woods tell of in 1922 and was more or less re- schemes. tired four years ago when the Woods sold their circus and opened a Kiddieland at Orange, Tex.

Anderson, who used to be with the Del Monte. . . . Herman Joseph Sells-Floto billing crew, writes that again is with Mills Bros.' Circus. the Beatty show has a heavy show- . . . Schuyler C. Van Cleef, New ing of paper at Lewiston, Pa.

NEW YORK-Ringling-Barnum hosted Merle and Nina Evans while Hershey, whose last circus clownused 41 clowns for its New York the latter were making a jump thru ing was with Cole Bros., has been Ringling until a couple of years season, out of Fort Scott, Kan. ago. The Evanses are with Orrin Davenport.

some circus performances, is now in the current movie, 'The Young in the 1001st Installation Squadron Lions." He's also on the "Ozzie Frantzis anticipating Sunday-only Paul Horompo, Lou Jacobs, Paul at Andrews Air Force Base near and Harriet" TV show and "Gun-Washington, D. C.

> Vern Coriell Sr., acrobat and head balancer who has been clowning the past four years, was with Monarch Circus for a few days and then was to join Circo Union in Mexico, but he went into a hospital instead. Now he is set to clown the fairgrounds Kiddieland at State Fair of Texas. Meanwhile,

Oney and Noel Van Tilburg (he is the Minneapolis Shrine Circus and trade show exec) sailed early this month from New York on a 52-day cruise that will take them to Genoa, Casablanca, Alexandria, Beirut, Istaobul, Athens, Naples and other Mediterranean ports,

POLICE SAFETY BOOK. State and national L.D. calls on 1957 repeat accounts. Want top adv. men only. Pitch \$52.50 to \$750.00 space. TERRELL'S AGENCY

Phone: Canal 8-8213 Nashville, Tenn.

CONVENTION BOOK AND TICKETS, EDWARDS Phone: 7-8312-7-6825 Knoxville, Tennesses

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

Payment enciused

Occupation or Title.

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

Peter Pepke, CFA, is chairman of the auspices committee for the Beatty show at Warren, Pa., May 28. He reports that Elmer Jones, king of the two-car shows, got a big kick out of being mentioned on a recent network TV show.

The Sailor Circus at Sarasota, Fla., high school used the Circo

T. Dwight Pepple, who recently the death of a monkey they had opened his own show offices in since 1924. The trained animal Chicago, has decked them out in was born on the Wortham Shows plush interior decoration and color

Charley Cheer went with the Harold Bros.' Circus this spring. . . . Howard Menz, who formerly Joe Rossi, circus bandmaster, is was a props boss on Ringling, is at Huntington, W. Va. . . . Jack maintenance engineer on the S.S. Brunswick, N. J., a veteran CFA, was honored recently by the New Walter and Mabel Rairden Jersey bar association. . . Lew Fort Wayne, Ind. Rairden was with playing schools, making his 24th

Parley Baer, who works press for some circuses in Chicago and David Orr, fan and producer of Los Angeles, has an important role smoke radio version.

Thelma Craig had Craig's ARRESTER BERNERS

Rockaways Adds Fridays

ROCKAWAY BEACH, N. Y .he's recuperating at his Pekin, Ill., Rockaways' Playland added Friday nights to its operating schedule this past weekend, giving it three weekend days of operation now. Full-week operation will start later.

Playland opens on Saturdays and Sundays at 1 p.m. with the kiddie section open on Sundays at 10:30

The Queens amusement park, which this season marks its 30th year under Geist ownership, has undergone extensive renovation and refurbishing with new rides and attractions added.

A heavy schedule of beauty pageants, children's contests, appearances of TV stars and special events is planned for this spring and summer to mark Playland's 30th anniversary year.

Milwaukee Sets Parade

MILWAUKEE--Cristiani Bros. Circus has been granted permission to stage its "wild animal safari" street parade in downtown Milwankee. The show will be at the fairgrounds July 14-15. Parade features will be trucked to a downtown parking lot on Kilbourn Street and the march will go from there thru the principal business district. Sponsoring organization is the Junior Chamber of Commerce.

Convention book Top sponsors.

714 CHARLOTTE ST.

Utica, N. Y. Phone: Utica 5-8351

P.S.: Jim Brown, call.

For The Biggest ... CRISTIANI BROS. CIRCUS

Milwaukee, Wit. Junior Chamber of Commerca suspices.

Sell Banners in Mammorh Street Parade and Tent and UPC's. Office ready Monday, May 5. STANLEY PAUL

N. Water St. Milwaukes, Wis. Office: BRoadway 1-5406. Notel Antiers: BRoadway 1-5514.

2-PHONEMEN-2

Shortiff's Posse deal. Ready to go. Labor deals to follow. Repeats three years. Plenty work. Very strict legitimists deals only. No lush. No collects.

EARL HARVEY

Carpenter's Hall, Colorado Springs, Colo. Phone: Meirose 3-5953

- PHONEMEN-

D.A.V. deal, tickets and transers. Mare deals to follow. Blackle, come on, Richards, Vanard, come on

WESTERN JAMBOREE, JIM STIMMEL Phone FAirfax 9997 days. Nights Eurle Hotel, Springfield, Ohio

WANTED

Professional Ad Phonemen for LO.Q.F. State-Wide Ruden. Phone MR. MORRIS

Fort Wayne, Indiana Anthony 2008—between 9:30 a.m. 3:30 p.m.

PROMOTIONAL DIRECTORS who can and will follow instructions.

Must be reliable and ready to start
work NOW, Wire or phone

JACK MILLS, MILLS BROS. CIRCUS As per route in Billboard. ALLI THE THE TAXABLE PARTY

PHONEMEN

Top-flight Men for Book and Tickets along the Gulf Coast. Strong anaplees and ready to go and can write \$200 a day , every day.

JOHNNY TRAYLOR 548 Charles Phone 4-6563 Kenner, Le.

PHONE MEN

Trade Publications.

Steady—No Drinkers—30%.

Want Good Manager.

JOE LEONARD—LES HARRIS Call Scatty Cherry 4-5175, Denver \$mannamanamanamana

Union Circus Musicians-double Drum mer, Trombons and Trumpet. Wire

BAND LEADER Cristiani Bres.' Circus, as per route in The Hillboard. P.S.: Phil Dote, please send musia.

Official Central Labor Temple Signs-ats cities near Chicago. Experienced pro-Phone: Aurora 2-8026 (No Collects).

BILL HEWEIT Suite 310, 52 Downer Pl., Aurara, Illinois

ELEPHANT TRAINER AT LIBERTY Robert (Smokey) Jones

Experienced, soher and reliable. 1919 Park Ave. St. Louis 4, Ma-(Phonai Geneva 6-3833). No Callecte.

Don't call unless qualified) Pleasant working conditions, air conditioned affices.
Immediate draw can be arranged if you are producing. NEED & SALESMEN Exclusive franchise-first time offered in St. Louis. If you are a producer you can make STIP.50 to \$200.73 per work.
IR. H. KRAMME, CHICK HARRIS, JOE VANSANT, CONTACT)

Suite set, 708 Olive St., St. Louis, Ma. (Phones: Chestnut 1-4624 or Chestnut 1-4654.)

THE MARKET PLACE FOR BUYERS and SELLERS

Acts, Songs, Parodies

ALL TIME COMEDY PAVORITES. THREE ady Notehook," \$3; "Comedy Index," \$5; "Comedy Notehook," \$3; "Comedy Digest," \$3 Special this ad only. All three complete, \$7.50. Rush order to Show-His Cometly Service (Dept. B-9), 623 Avenue 'V.' Brooklyn 23, N. Y.

"RICH AND RARE"-OVER 1,000 ALL-NEW classified gags and replies. Spiry! Only \$1. Edmund Orrin, 2682 Filbert, San Francisco 22, Calif. 157

EEND FOR FREE CATALOG OF ORIGINAL New contedy material: Gagfiles, Shits, Monalogs, Parodies, etc. Laughs Unlimited, 106 W. 45 St., New York City. 162

Agents and Distributors

A FAST SELLER-HAPPY AND PEP PILLS sell fast. Send \$2 for samples and cata-log of money makers. The Fun House, 38 Hanaver St., Boston S., Mass.

Stuned Earrings, gross \$18: 3 dozen dir-ferent samples, \$6.75 postpaid. Free cata-log. Jacobi, 1715 E. Mercer, Seattle 2, Wash.

ATTENTION, SOUVENIR AND NOVELTY schools-Pep up sales with original fast-sciling, high-profit line. Free samples and ratalog. Ben 73, Bogota, N. J. sh-mr26

BILLFOLDS - PLASTIC ALLIGATOR OR Bushed, Sensational price, \$10.50 per gross plus postage. COD. Gross lots only. New England Jewelry, 114 Empire St., Province

EARRINGS - ASSORTED STONED AND initored at per gross plus postage c.o.d. Gross lots only. New England Jewelry. Dept. B. 124 Empire St., Providence, R. L.

"EASY TO MAKE" SHAMPOO POWDER formula, \$1 plus generous sample, M. M. Dres, \$20 Candelaria N. W., Albuquerque,

FAMOUS MFR. CLOSEOUTS Charm Bracelets, asst. 1.50 ds.

Eng. Lord's Prayer Neck., boxed 2.00 ds.

Aurora Borealla Stoned Cross, boxed 4.50 ds.

Stoned Heart Miracle, haxed 2.50 ds.

Crucifix Cross, boxed 2.50 ds.

Children's Jewetry, boxed 3.50 ds.

Asst. Tie Silde, carded 3.50 ds.

Pearl Necklase chomestics 1.45 ds.

Neck & Earrings, asst., boxed 7.20 & 9.00 ds.

Cufflinks carded, asst. 1.55 ds. rifle values on jewelry of all descriptions.

20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

HOSIERY-LOW PRICES; LADIES', MEN'S, Children's Ladies' Nylons, \$1 dusen up. Elightly imperfect Nylons, packed cello bags, \$3 doren. Prempt ahipment and satis-faction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1228 Market St., Chattanooga, Tenn.

HUMOROUS COMIC CARDS-SEND SI FOR Write Ace Enterprises, Box 262, Lynchurst, New Jersey.

MEN: BEFORE YOU BUY THAT DIAMOND engagement ring, read "Secrets of the Diamond Expert." Free catalog. B-42. Hofstede's, 928 Belmont Ave., Paterson 2.

NEW, NEW, NEW-TV COLOR VIEWERS.
Vivid colors relieve the monotony of black and white TV. \$3 per doz., \$28 per gross. 25% deposit with COD orders.
Circlet Products, 19 W. 27, N.Y.C.

NEW "Pail" SIGNS - COMEDY, RELIgious, general - 7c, retail 50c, Catalog free, 15 samples, \$1. Lowy, \$12 Broadway, Dept. \$18, New York 2. ch-up

NOVELTY ASH TRAYS, VASES, \$1 FOR 3 samples. Prices by hundred. Fred Lung. 1002 S. 7th St., Mt. Vernon, III.

REAL DIAMOND RINGS - NATIONALLY advertised. Sell direct. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details, Gleam-light, 107 P North Columbus, Mount Ver-

TLOOG ADVERTISING NOVELTIES, WHOLE sale Catalogs and 12 samples, \$1. (Refunded plus postage if returned.) Adelphis Specialty 564 S 58th St., Philadelphia 43.

JEWELRY CLOSEOUTS

El-Tailored Earrings, Asst. Gr. ... \$18.00
E2-Stone Earrings, Asst. Gr. ... 21.00
E5-Stone E/Rings, Etc., Asst. Gr. 12.00
T3-Asst. Tie Seis, Bad. Dz. ... 4.50
O1-Odd Lot Necks & Braces. Gr. 15.00
620-Snapshot Camera. Bad. Ds. ... 16.20
W1-Men's 6-Piece Watch Set ... 5.50
W2-Ladies' 5-Piece Watch Set ... 6.00
WP-Gent's W.P. & Ez Bd Watch 5.00
H3-Gent's Stone Hings, Asst. Dz. 2.50
R102-Pearl Resaries, Bad. Dz. 5.00
R164-Religious Medaillons, Bad. Ds. 6.00
460-Stone Necks & Ears, Bad. Dz. 7.50
B2-Beutiques, Boxed, Asst. Ds. 2.00
2255-3-Piece Pearl Set, Bad. Dz. 7.20
L2-Runson Type Lighter, Dz. Cd. 4.50
G10M-M or W Sunglasses, Bad. Dz. 7.20
Try temples of any Hems at reg, prices.

HEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov., R. I.

BE INDEPENDENT

START YOUR OWN BUSINESS . . . stamping SOCIAL SECURITY PLATES, NEREL SILVER Key Pro-tectors. Samples of either Silveth rour name, address and Social Security number. Catalog free. GENERAL PRODUCTS Dept. 88-18, 183 State St. Albany, N. Y.

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case. RATE: 20c a word, minimum \$4. CASH WITH COPY.

TALENT AT LIBERTY ADVERTISEMENTS

Set in usual want-ad style, one paragraph, no display. First line in 5pt. caps, balance in regular 5 pt. upper and lower case.

RATE: 5c a word, minimum \$1. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more. RATE: \$1 per agate line, \$14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE Send all Orders and Correspondence to 21 60 PATTERSON ST., CINCINNATI 22, OHIO

Animals, Birds, Pets

AT SEALIONS, LEOPARD SEALS-Trained, raw, reasonably prized, guaranteed; trainer-trapper, hone's Scalaquarium, 20 years' experience, 267 Jefferson, San-Francisco, Calif.

ALLIGATORS, SNAPPING TURTLES, DIAmondbacks, Nunkeys, Skunks, Continua-Write, wire King's Snake Farm, Box 812, Almeds, Texas,

quality and faster service. Two his hours of Snakes for \$25. Snake Farm, Laplace,

cale Regal Pythons, delivery May-June. Mixed State Dens. Ring's Snake Farm, Box 912, Almeda, Texas.

BABY TURTLES - WE HAVE THEM BY the thousands. Wells for prices, "Gators," Box 7241, Mismi 35, Fig.

BIG PYTHONS - ALL SELF-FEEDERS, IN perfect health. Come see for yourself or write for airmail reply. No delay in shipping. Jack Adam's Alligator Farm, Box 831, Meta, Aria.

HIG PYTHONS AND BOAS - EXCELLENT feeders, fat and healthy. Send for prices. Jack Adam's Alligator Farms, Box 881, Mena, Atla-

CANADIAN BEARS, EIGHTEEN MONTHS aid, broke to lead, fifty each. Can be seen Cameron, Texas. Elephant Man for single Elephant Act. L. R. McNeece, General Delivery, Cameron, Texas.

CHIMPANZEE BABLES, TAME, PERFECT, 5350; African Munkeys, all types, from \$45; tame Jaguar, 7 months, \$390; 4-month Jaguar, \$300; Occiots from \$85; tame 7-mo. Pums, \$225; female Lion Cub, \$100; South American Monkeys from \$15; hundreds more Write Mianu Bare Bird Farm, Kendall, Fig.

FOR SALE - DOG AND PONY ACT COM-plete with props and truck. Cash deal Licensed chauffeur available. Happy Harrison, Hartford, Mich.

FOR SALE—TRAINED BEAR, CURS, BEAU-tiful male trained Monkeys; 12-ft. House Trailer, nice, not factory built. Ray Biehler, Georgetown, Ky.

LARGE, HEALTHY BOAS PREPAID ANYwhere. Large dens of harmless anakes and Diamond Back Milking dens. \$10 and up. Occiois, Jaguarundies, Honey Bears, Capybara Rais, Agoutts, Paca, Two-Toed Sloth, Anteaters, Iguanas, Tegus, Birds, etc. Hundreds on hand for immediate shipment. Lugston's Box 3045, Fort Worth 5, Tex. Phone: Jefferson 42592.

PARAREETS, 60¢ UP; MINIMUM ORDER 25 birds. Cages, 84 dor.; Canaries, Flash Cages, Rats, Mice, Monkeys, Immediate shipment Terms: Part cash, balance C.O.D. National Pet Supply, St. Louis 2, Mo. 3y7

RACING PIGS - GRANDSTAND ATTRACtion. Two teams complete with harness, wagons and eages. Peterson, Rt. 1, Lebanon Road, Collinsville, III.

BEPTILE FANCIERS, ATTENTION—3' PER de Lance, \$10. 5' Angeonda, \$15; 7', \$25. 313' Bons, \$10 each; 2 pr. Basilisk Lizards, \$25; one 18' Orinoco Crocodile, \$20. Above on hand for immediate shipment. But Per Supply, 8 West 66th St., Minnespells 23,

SEA ELEPHANTS, CALIFORNIA SEA Licos, Seals, Main suppliers roos and circuses entire world. Marine Enterprises, Inc., P. O. Box 222, Hermosa Beach, Calif.

Business Opportunities

ATTRACT CROWDS AND COIN MONKY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3005 S. 15th, Minneapolis 7, Minn. ap

COIN PITCH GAMES - ALL ELECTRIC.

New, Fascinating, Playlands, Carotvala, Fairs, Concessions, Buy Direct From Factory and Save. Write, Free Details, Fairland, P. O. Box 511, North Bellmore, N. Y. my12

E. Stn St., Brooklyn 23, N. Y. Tel. 25 5-3544.

My5

TANGLEY AIR CALLIOPE, COTTON Candy Machine, Candy Belling Kettles, Candy Machine, Candy Box 1545, Punch and Judy. Post Office Box 1545, Brooklyn 23, N. Y. Tel. 25 5-3544.

Halifax, Nova Scotta, Canada.

FOR SALE - EXCELLENT TOURIST ATtraction located on huay federal highway. 2 serve, five-room house, exhibit building, gift abop, two our buildings, well, eages and equipment Selling due to other business interests. sch.soc; liberal terms. Virginia Reutile and Tropical Bird Farm, Box 138, New Market, Va.

FOR SALE-MOTHER GOOSE LAND PARK in Western Montana. Eight landscaped acres with animated, painted or threedimensional displays; museum, playgrounds, live animais. Open June 1. Unlimited development opportunities. Details, prices and terms on request. Box 65, Luie, Mont.

LET US PUT YOU INTO BUSINESS! FREE! Private labels' Exclusive sales: Terrific Cedardale, Wiendia, Kapa.

Lost HISTORICAL CITY DISCOVERED.
Lest since 1738. Foundations, streets,
commeteries, forts, etc. Lease or sell inurist
attraction. Box 212, Crown Point, N. Y. np

MAKE MONEY FAST WITH GRAPHOLOGY charts Dime brings analysis and special Offer; instructions, 25c. Ren Kandel, 1518-R Mesquits, Corpus Christi, Tex.

MOVIE THEATER - 300 SEATS, FULLY equipped, 25'a100' trick building. Full price, \$4,500. D. Bialedell, Box 139, Storingtun. Ill.

50" SEARCHLIGHTS AND PARTS, UN-used Sperry and G. E. Lights and Gener-stors; complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Ander-son Bros., 15400 Hesperian Blvd., San Lore-ro, Calif.

Coin-Operated Equipment (Used)

ANYTHING IN VENDING MACHINES -Every type machine made, new or used; under the market prices. Established 31 years. Mack H. Postel, 2952B Milwaukas Ave., Chicago, III. my28

FOR SALE-4 DODGEM BULLPEN GAMES or will lease to responsible party. Cost new, \$840 ea.; used 2 seasons. Will sell at \$400 ea. or \$1500 lot King-Pin Equipment Company, \$26 Mills, Kalamaroo, Mich. mys

SHIPMAN DUPLEX STAMP MACHINES, Folders, direct factory prices. USP Co., 100 Grand, Waterbury S, Conn. my5

10 5c Silven KING NUT, \$7; 10 tc Silven King Ballgum, \$7; 10 tc Advance Ballgum, \$5.90. Nuts and Merchandise; write for prices. En Bornett, 25 Elliot Place, Bronx, New York.

Costumes, Uniforms, Wardrobes

CHORUS SETS-SEQUINED PANEL SETS, \$7.30; Clown Sutta, Derbins, Top Hate, Rhinestones, Plumes, cheap. Free lists, Leroy Carpenter, 4618 Park Ave., Weehaw-ken, N. J. Phone: UNion 3-9000.

Food and Drink Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAmel Corn equipment, Place Machines, re-placement Keitles for all Poppers, Ectory Korn, 120 S. Halsted, Chicago, III. mp12

For Sale Secondhand Goods

FOR SALE - TRAMPOLINE, DOUBLE trapere, portable rigging, spotlight, 36 feet singletrap rigging aluminum with guy-wires. Snyder, 6121 S.W. 40 St., West Holly-

For Sale-Secondhand Show Property

ALLAN HERSCHELL 40 FOOT MERRY-GO-Round, 36 horses, all juniples: two charlots, A-1 condition. Price \$5,000. D. F. Leuthan, 72 Main St., North Beading, Mass. Tel. 4-3500.

AUTO PHOTO STUDIOS MODEL S-REAL money maker. Completely reconditioned; guaranteed perfect, \$1,800, Auto Photo Dis-tributors, 1209 Douglas, Omaha, Neb. my12

BUILD MAJOR RIDES-COMPLETE PLANS: Chairplane, \$10; Octopus, \$15; Ferris Wheel, Dark Ride, Fisting Scooter, \$23 each. Free 72 mage plan catalog. Brill, Box 813, Proris, Ill.

CALLEGUE, \$650; STREET PIANO, \$350; Monkey Grind Organ, \$250; Mills Violin Virtuose, \$650; Nickeledoons from \$100; Bank Organs, \$150-8750; Player Planos, Regins type 1515" Moste Bez, \$50; Edison Photograph, \$10; Caronael Horses; Drop-Picture Machines; Gaslight Planures; Wooden Indians; all types Plano Rolls; thousands of other Items. When requesting merchandise, give us some idea of what you expect to pay. Antique Traders, 750-D North La Cienege Bird., Los Angeles 46, Calif.

CANDY MACHINE - STONER MODEL 180, two with base, excellent condition, colo changer, \$175. Replies: Box 87, Sts. E.

LEASE OR SELL YOUR MAJOR RIDES TO us. No other deal like it. Young's Park Sales, 5216 Wadens, Duluth 7, Minn.

LONG RANGE ON CHEV. STRAIGHT truck. Motor & tires like new Gallery leaded with targets, 2 moving rows plus Evans rolling ball target, spinners, engles, etc. Complete with guns ready to operats. Going cheap, \$1,650. Erv. Ringhand, Eden,

MERRY GO-ROUND, & HORSE, ON TRAILER with generator and automatic music; also new Concession Trailer and new Kiddle Torpedo Glider. Write Earl Howe, 2240 North Gettysburg, Dayton, Olds.

METRO DERBY, 20 SEAT, ALL ELECTRIC.
Requires only 15 by 20 ft, space. Perfect
condition, many extras. \$1,300. Box 126,
Wildwood, N. J. Phone 2-3062. my12

PENNY ABCADE FRONT - 40' NEON, stort poles, transformer, complete. Best front on road, \$250. Long, 301 Southwest 3rd, Richmand, Ind.

PORTABLE 14 FT. FERRIS WHEEL FOR sale. Seats 20 kiddles. All electric. Set up or down in 30 minutes. Price, \$1,700. Kyran Cassidy, Lyndon Sta., Wis.

RING CURB ALUMINUM, 28-40 FT.; ALSO Core Ring Mat. 26 ft. round. Peterson, Rt. 1, Lebanon Rd., Collinsville, III.

SCHIFF NOLLER COASTER, USED ONE season: Jordan Hobby Horse Ride, 10 alum horses; Castle Photo Trailer, 2 cameras, chlarger, etc. Brady to operate. 21 st. with living qtrs. Joe Frederick, 2243 New-too, Detroit 11, Mich.

SHOOTING GALLERY ON SEMI, 16 FT. counter, 4 rows moving targets, 8 stationary, 8 guns, 8800, Kiddle Airplane, fluid drive, 2800, Its Newton, Maniton Beach, Mich., Phone Lincoln 7-3622.

SIX BASEBALL PITCHING MACHINES FOR Driving Rauge. Worth at least \$6,000. Best cash offer or trade. W. Caldwell, 135 Fairfield Ave., W. Caldwell, N. J. mp 19

THIS IS IT!

78 Arcade Machines including Photomata, Voice Recorder, Pandram, Pin Games, Guna, etc. 13 Cash Registers, P.A. Systems, Money Counter, Penny Scale, Tops & Frames, All excellent condition, Won's give 'en away, but can be bought right. Centanti DON WISH, 1728 Garyart Rd., Akren, Ohla

TRAINS - ALL SIZES, GAUGES, TYPES, new, used, custom built. Photographs, details, \$1 bill (perundable). Miniature Truins, 338 Winteren, Rebeboth, Mass. 2020.

1 LONG HANGE SHOOTING GALLERY mounted on 1950 2 tox Chevrolet, 1 Short Range on trailer. Will sell both for \$1,000. M. J. Paul, Castlewood, Sc. Dak.

15-PASSENGER KIDDY TRAIN, PAINTED and in operation at super market, 100 ft, track. Price \$923. Carl Utter, Bex 475, Adens, Obio.

16-FOOT PONY RIDE — SEVEN 3-FOOT brunder punies, two seats. Never operated. Runs on 6-Inch concrete track. \(\) h.p. motor; portable; \$400. Box \$24, Ceffsyeifle,

40 NICE YOUNG PONIES 2 TO 4 YEARS old. All for \$2,400. Can all be bauled on I truck. Delivering charge, 35e per mile, I way. No time for letter writing. Phone soon as you see this ad, day or night \$517. P. L. Cobb, Amite, La.

Help Wanted

COUNTRY-WESTERN MUSICIA'25 SALA-17 guaranteed 14-18 weeks. Need Fiddle, Steel, Lead and others. Must be union, seber, nest, reliable for for established Redle-Stage-TV Unit. Give shore, write or wire all. Box C-223, e/o The Billhoard, Cincinnati 22, O. my5

DRAMATIC PEOPLE FOR PASSION PLAY. Permanent summer heation opening June 29, then long tour. Organist with own organ preferred. Write fully, staling age, height, etc. Sens picture. Val Balfour, 61 Carrol Drive, Sumter, S. C. 1912

MIDGET WANTED TO CLOWN IN WESTern show. Must be able to ride small pony or burro. Write, giving references, sicture, age and expected salary to sixty. Ramsey Park, Rochester, N. Y. 2012

PROMOTER WANTED-PROSPECTIVE ENtertaining hobby idea for gaming, amuse-ment purks, nite clubs, department shires, food markets, in Novada, California, Art-sona, Florida, Lorsell, 206 Washington St., Jersey City, N. J.

com PROPIT ON COSMETICS - FAMOUS nationally advertised Bollywood Cosmetics pay 60%! Make \$25 day up! Rire others. For free summies, details, write: Studie Girl, Glendale, Callf., Dept. \$155G. ch-mut9

Instructions, Books, Carloons

LEARN AUCTIONEERING - TERM SOON, World's largest school. Big free extalog. Relach Auction School, Mason City 18, lows.

SONGWRITERS GUIDE - INSTRUCTIONS on emgeriting, coprrights, publishers, records. Send \$1.50 cash. M.O. Engle Publications, Arcade Station, Baz 2554, Nash-

Magical Apparatus

HE A MAGICIAN! LARGE PROFESSIONAL estatog of latest tricks. 35c. Free! Show business book estatog. Ireland, B-109, Nurth

with drams and brass horns, cymbal sits on top. Johnnie Sims, Spencer, Ind.

FOR SALE—10'x18' INDOOR SHOOTING Gattery, used two seasons. In perfect condition, Must sell at a secrifice to settle estate. Will accept any reasonable offer. Mrs. R. J. Reist, 2124 Blackmore, Sagings, Michigan.

BARGAIN-PRESTO MODEL Y DISC Re-corder, cutting head, three speed, stand-ard and microgroups: Presto Recording Amplifier, all excellent condition. Creative Productions, 200 Main St., Orange, N. J.

DISCOUNTS - DELUXE P.A. SYSTEMS, Crown Professional Tape Scounders, Muneographing Machines. Flease specify. R. Ferman, 210 Burr Oak, Kalamason, Mich.

DO-IT-YOURSELF - PAINT YOUR OWN signs with easy to use letter patterns. Free circular upon request. Annal Hahn, 116 George St., Mt. Prospect, Ill.

FOR SALE-2 POWERS 6-B (35 MM) MA-chines, RCA sound, speaker, power-driven rewinder. Can be seen in operation at Roar-ing Spring Theater, Roaring Spring, Pa. Price \$300 complete.

FOR SALE - JUGGLING BALLS: PRO-fessional Practice Balls, \$1.10; Stage Balls, \$1.45. Archur Bassett School of Jugaling, 247 West 46th St., New York City, N. Y.

LAKEWOOD BEACH PARK—HAVE 7 RIDES now. Have opening for small Coaster for summer. Interested parties, write Lakewood Deach Park, Urbana, Ohio.

WANTED - OLD FASHIONED LARGE Merry-Go Round for Pioners Show, Saska-toon, June 30 to July 2, and Verkion His-toroms. August 14 to 16. Will purchase or engage as concession. Western Decelepment Museum, Saskatoon, Sask., Canada.

Motion Picture Films and Accessories

16MM. SOUND FILMS, PRATURES AND Shorts. Hundreds of Utles. Lists free Crawford Film Service, 412 Page 51, Fort Worth 10, Texas.

Musical Instruments, Accessories

ATTENTION, GUITAR PLAYERS: DO TOU have trouble transposing chords? Pity le the key witch fits your voice range. Cabillie Churd Progression Chart will enable you to transpose chords and change the key at a glance. Have more fun and improve your playing Send 81 to CABILL'S. Dept. 188 P. O. Sox 2903, Denver, I, Colo.

CLASSIFIED SECTION

Photo Supplies and Developing

Chemicals supplied to carried photog-numbers at best prices. Pledmont Cameras special. Catalog mailed. Memphis Photo supply, F. O. Box 1350, Memphis, Term. Ing 18

PHOTO BOOTHS, CANERAS, D.P. PAPER, Developers, Frames, everything for direct posture photography. Write for our loss artices. PDG Camers Co., 1848 W. Cirties, Inteage 32, III. ch-169

1 MIN. D. P. CANERA, COMIC FIRETROOF Tenh. Virginia Keet, 5000 Stockton Bird., Secramento, Calif.

Printing

A-1 TEXTED SHORT RANGE TARGETS. of per 1,000. One-day service. From mor-

ALWAYS FASTEST SERVICE - QUALITY non-hending 2-onler posters! 14 x 22 win-fow cards, supp limit 30 words, 58, hundred; 17 x 26 size, \$12.50 hundred. Day-gis humper thriker strips, size 4 x 13, copp printed in black, \$13 hundred, Tribune Press, Dept. ill, Earl Park, Ind.

DO Signi Letterbeads, 200 64 Envelopes, 35 30 with order, postpaid. Are, Box mys.

NEW SHORT RANGE TARGETS, 35 PER thousand; exemples on request. Admiral Printing Co., 420 E. Baltimore St., Baltimore,

WE'RE NUTS-5 Color Stock 14 x 22 CARDS, daled, 55 hundred. We print everything needed in Show Business faster and cheaper. National Show Printers, Tocoos, Ga. my19

Envelopes, four lines, \$2.50; 1,000 Business Cards, \$2.75. Hickman & Hickman, Box 2028, Conigate, Okla.

Salesmen Wanted

AD MATCHES SELL AMAZING DESIGNS—
10, 20, 30, 50 and 240-light book matches.
Biggest spot cash commissions; every bustness a primpest. Low prices for high quality. Repeats. Start with experience; men, withmen full, part-time; buy nothing; sales all formished. Match Corp., Dept. D-189, Chicago 22, III.

GOLD MINE OF 800 MONEY MAKERS. DANCING GIRL, NICE WARDROBE, FINE Free copy. Specialty Salesman Magazine, figure, peppy worker. Reliable, no drink-ing, charing. Business woman. Hits Atkins, Chimpis. Chimpis General Delivery, Houston, Tex.

Tattooing Supplies

A-I TATTOONS MACHINES - WORLD'S finest; best cutfits; complete with free instructions; all supplies; free catalogue. Owen James, 120 West 83d St., Los Angeles TATTOONS-I WILL TEACH YOU THIS profitable, fastinating business. Complete murse, supplies, secreta. Free information. Zela. 728-A Leslie. Hounfort, III.

Wanted To Buy

CARAMEL CORN OUTFIT-GOOD CONDItion; Cupper Knttle and Stove; Corn Puper with electric motor; hasket; all gas sealed. R. A. Mathias, Hex 26, Eldosado, Ill.

EQUIPMENT FOR MINIATURE GOLF owing, with someworks if possible; new or used. Write: Alexander Robinson, 12304 Fairfield, Detroit 21, Mich.

INTERESTED IN TAFFY MACHINE ON Bux 322, Crestwood, Ky.

STEAM LOCOMOTIVE, PARK SIZE, ALSO Cars and Ralia Description and price to first letter. Harry Britton, Boute 3, Urbans,

WE BUY MOST ANY ANTIQUES, PARTICutariy unusual items. In first letter, give description and price wanted. Antique Tenders, 750-C North La Clenega Blvd., Los Angeles 46, Calif.

Talent At Liberty

Agents and Managers

PERSONAL MANAGER AVAILABLE FOR "one" top notch Star, Act. Band, etc. (Country-Western, etc.) Must be non-hooser, capable, 100% on operative, with eye toward "big time." Permanent-exclusive management part (50-50 on net). Write fully, Robert Adams, 59 West North, Chicago 10, Ill. my5

Bands and Orchestras

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jars. Jump Jackson, 5727 La Salle, Chicago, Ill. Normal 7-4151.

7 TO 10 PIECE COLLEGE ORCHESTRA looking for summer resort engagement. Commercial, jazz, and rock & roll. Write Dalvin Boone, 4508 48th St., Lubbock, Tex.

Circuses and Carnivals

HERE'S A HANDY ORDER

FORM FOR PREPARING

YOUR CLASSIFIED AD

FOUR OUTSTANDING ACTS AT LIBERTY. Husky dogs and puntes. Circus, Parks, what have you? E. L. McCell, Rt. 3, Mexico.

LAPT: 13, single, free to travel; wants year round job minaging and traveling with popular wagon. Some experience. Margaret E. Fields, 10840 Indianapolis Bird.

Miscellaneous

ERLO THE CLOWN AVAILABLE FOR ALL types Outdoor Events, Promotions, Grand Domings, Fairs, Beautiful wardrube, Prefor this area but will travel for good deal. For further info contact: Erio, 5043 W. Dakin St. Chicago 34, Ill. mo?

FEMALE IMPERSONATOR - PROFESSIONof Mind Render, large beautiful wardrobe, wishes engagements. Clubs, Shows, Circus, Gentlemen, write Box C-327, c'n Billhoard, Cincinnati 27, Obio.

GROOMER WANTS JOB WITH RUNNING Horses, or a Clown wants a job as Banner Carrier Telephone 3924, after 3 p.m. Con-meautville, Pa. my 13

HYPNOTIST - FOR STAGE, PRIVATE parties and lecture demonstrations For information write Neige F Diehl, Route 3. Stauminn, Va.

LINE OF A YOUNG GLAMOROUS GIRLS, one male, Complete show productions, specialties M.C., great wardrobe, Acents, Mt. Resorts, Hotels contact Edward Schurmanu, 553 Sibley St., Hammond, Ind. my12

PROFESSOR WRIGHT AND HIS S-PERSON Variety Stage Show of Magical Illusions, Dance and Vaudeville Write Professor Wright, Cosey, III. my3

PSYCHOLOGIST, DEMONSTRATOR AND Lecturer on the power of hypnosis over-coming anxieties, habits and limitations. Donald Davis, Ps.D., 1228 33d St., Zlon, III.

RECORDING STARS INTERESTED IN RECord Hop appearances in Buffalo area for expenses. Send available dates, recordings and info. N. Barrancotto, Box 383, Lockport. New York

TYPIST WANTS WORK TO DO AT HOME. Mary R. Landman, 217 Madison St. Apt. 10, Fairmont, W. Va.

WANT 16MM FILM WORK. I OWN "THE Magictan's Daughter" series with my music. P. C. Jones, 254 Hemp St., New London. Connecticut.

Musicians

ALL-GIRL QUARTET MAY 5TH - ALL types music. Good wardrobe, good dance music, fine entertainment. Leader, 7226 Stanton, Lincoln, Nebr. my19

AT LIBERTY - ALTO AND TENOR SAX doubling Clarinet. Good reader, transpose at sight on all: fine tone; fake anything. Paul Donnelly, Box 284, Albert Lea, Minn.

AT LIBERTY - HAMMOND ORGANIST. Sweet style music, Hotels & Lounges. Prefar Solo, go anywhere, prefer agent. Alice Carney, McAllister Hotel, Miami, Fla. my12

no notifice: read or fake, age 27; available June 4, will travel. Write Musician, 1802 West Main St., Dothan, Ala. my5

AVAILABLE JUNE 1 - 4-PIECE COMBO: Trampet, Plane, Sax, Drumz, Guitar. Outstanding group for resurt or night club location. Union; honest and dependable; play all styles; swing, rock and roll, jazz, blues. Cut shows, dinner music. Will con-sider all offers. Currently working Midwest. Write: Combo, 317 Masonic Temple, Zanca-

BASS-READ, FARE, JAZZ, DIXIE, COMmercial, choruses, bow, vocals, age 33, 15 years' experience: soher, reliable. Bob Bridges, 5 Rimbach St., Hammond, Ind.

DRUMMER-AVAILABLE JUNE 1, COMBO and Big Band Experience. Cut Shows, Latin. Will travel. Dave Seifert. Box 122, Cape Girardeau, Mo. Phone: Edgewater 5-3225.

DRUMMER-10 YEARS NAVY BAND: WILL, travel; read and fake. Contact at 7-0100, telephone, Bloomington, Ill.

DBUMMER-VOCALIST - ADAPTABLE style; good background; age 29; dependable; own transportation. For more infor-mation, contact John Bonino, 934 Drake St., Madison, Wis. Phone AL 54044. my26

GUITARIST, BASSIST, VOCALS. MALE, 25, white. Read, rake, flashy solos, Seminame experience. Society, commercial, lazz. Consider all offers. Mr. Cleo Scroggins, c.e. Gen. Delivery, Wadena, Minn.

MALE - PIAND VOCAL. UNION, HONEST and dependable. Prefer small lounge or night club. Clean cut appearance, can fur-nish excellent references. Box C-328. The Billboard Cincinnati 22, Ohio. my12

ORGANIST, HAMMOND EXPERIENCE -plano, solovox. Write Mariorie Ekedahl, 543 W. 38 St., Apt. 4, Jamestown, N. Y. Tel.

ORGANIST, JUNE 1-LABOR DAY, PRE-fer resort east of Mississtppl. Have instru-ment. Married, soher, reliable, union, Write: Box C-326, e.e Billboard, Cincinnati 22, O.

PIANIST - LIGHT CLASSICS, COMMER-ctal, read, fake, show experience, solo, combo. Top references. Member 302-47. Double Accordion. Desires summer location. David Chody, Chines Hotel, Kansas City.

PIANIST, SEMI-NAME EXPERIENCE, would like a location. Available toward end of month. Write P.O. Box 642, Ft. Walton, Fla.

PIANO MAN-EXPERIENCED, RELIABLE, Suber, Planist, 1303 E. Jackson, Spring-field, Ili. STRING BASE DESIRES LOCATION IN

organized Combo or Band. Play two and four best cencert, Latin, Dixie, shows, double versits. Excellent reterences, car. All replies considered. Write, wire or call Gene Allen, 520 Pine, Waterine, lows. Phone: Ad 4-5221.

TENOR, BARITONE, ALTO SAX: CLARInet, Bass Clarinet, Fluts; available immediately, name experience: read, transpone, least Tenor, etc. Single: location or
will iravel. Alex Horay Jr., 3483 West Sith
St. Apt. 3. Cleveland 2. O. Phone: Olympic

TENOR, CLARINEY, FLUTE, READ ALL styles, lazz, name experience. Will con-sider anything; money important. Den Siewart, SII North College, Bloomington, group for ensurer, Union, commercial Strailest diving tenk in the world; for tone, Prefer service, Will traval, Jim New and spears, May Productions, the Lamphov

Parks and Fairs

AESIAL CLOUD SWING WORKED WITHout safety devices. Balancing, Revolving Ladder and Baby Chimp Aria Fully squipped for any sugagement. New playing Arianta. For open time soutage Wes. Rodgers, Son SZ, East Orwell, O. 1035

BALLOON ASCENSIONS. PARACRUTE THREE COMEDY ACTS -- ONE OR ALL. Jumping for purks, fairs, retebrations. Jurging Balancing, Revakancy Bicrois, Chapts I. Shafer, 1941 S. Dennison, Indian. Ventriloquist Act. Gabby, Post Office Box.

mrik Ft., Wattra, Ohio.

OUTSTANDING PLATFORM TRAPERS
Act. Available for all types of oxideous streets. Planky puraphermalia, real set. For illustrature, details, address: Charles La Crots, 1364 South Aufbour, Ft. Warns, Inc. Telephone: Easthrook BILE

RAYR CIRCUS REVUE - SIX PONIES, Dogs, Nonkeys, Base Clown with Tico-mits the Mule Magnatia. Onto, Route No. 1, Phones Union 62010.

mybs '74, Fort Warne, Ind.

LETTER LIST

Letters and packages addressed to persons in care of The fullboard will be aftertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is fisted according to the office of The fillboard where it is beid, Cincinnath New York, Chicago or St. Louis. To be Medicaday morning or Cincinnath office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Cincinnati 22. O.

Arkiey, James Atlanta, John Gulf Breeze Traller Adams, Steve Huckett, Edward Allen, Hey (Speed Hander, Pat Hansen, Louis

Andrews Sr., Raymond N., Harrington, Mrs. Betty Harrington, Charles Arthur, Bub Harrington, Charles (Churk) Atkins, Cart Bucon, Tom Baker, Bennie Harvey, Henry Hazelwood, Mrs. H. Hazen, Bennle Baldwin, Andrew R.

Bales, James Thomas
Barber, L. J.
Barnes, Tomis C.
Barnes, Thomas Lee
Beecher, Arden Beecher, Arden Bengor, Nich Benson, H. E Bernstein, Lew Hopper, Buck Romfeld, Jack J. Huftle, T. J. & Virginia Severage, Hal Bistany, Leo Black, Woodrow & Mrs. Hunter, Joy (Hunter)

Bodin, Johnny M. Bogart, Jack Bona, Ray Jack, William E. Jackson, Louis R. James, Paul Boude, Mrs. C. T. Brody, Erman H. Jamieson, J. R. Johnson, John J. Johnson, John J. Jahnson, La Mar Broome Yvonne Brown, Eugene tc/o Cot. Lew Alter) Borhanan, Tom Burridge, Frank

Juyce, Mrs. C. H. Kenner, Bennie & Mrs.

Kiser, G. B. Kieban, Harry Knight, Barbara

Knirk, John B. Kominer, Marvin L. Land, Howard

Bush, Carroll Rerman Butler, William Buttons the Clown Butts, Robert L. Cady, H. L. (Jimmy) Calwell, George Campi, Jahn Campi, Marvis Lane, Joe Gilbert Lange, Iris Lankford, Harold & Ellen Canter, Kenneth Cartisle, Huns Cartisle, Huss
Carpenter, Walter
Carr, Mrs. L.
Carter, Zeno
Cavalerra, Patricla
Cavalerra, Patricla
Cavalerra, Anthony
Cheistman, Texas D.
Church, Chris
Clark, Curiy &
Clark, Curiy &
Clark, Lauerence

Cooks, Sanya

Context, Jean Cohen, Frank
Cohen, Frank
Cooke, Sanys
Cooper, Frank
(Moosi)
Cooper, James L.
Coopland Jr., Harry
Corier (Shooting
Courtland, Leons
Courtland, Leons
Couls, Robert W.

Licas, John & Mrs.
McCuire, Jerry &
McHugh, Jerry &
McHugh, Jerry &
Markee, John & Mrs.
Marker, LeRay E
Maifer Amuse. Co.
Maneuso, Sam
Maricle, R. A.
Mastera, Edmis
Mayer, William
Bronson

Courtland, Leons

Couis, Robert W.
Craden, Sammy
Cramer, Ray
Crawford, Elbert V.
Crumaine, Robert B.
Dahle, Havery
Davis, John M.
Davidson, James E.
Decoate, Romains A.
Decoate, Romains A.
Decoate, Romains A.
Delock, David
Dean, Al (Stewart
Cookhouse; Ran
Broa' Circus)
Oearduff Boy H.
Dedrick, Ted
Dellamure, Anthony
Del Mar, Lim
Devine, Alice P.
Dixon, Habbi
(Trumpet Player)
Donaldson, R. F.
Duffy, Roy T.
Duffy, Roy T.
Duggen, John
Duggen, Francis
Duggen, Francis
Duggen, Francis
Duggen, Edward C.
Eisenhower, George

Mastera, Eddie
Mayer, William
Metager, Bert
Meyers, James C.
Milles, Kenneth
Miller, William
Mildes, Rometh
Mildes, Rometh
Miller, William
Mildes, Rometh
Mildes, Rometh
Mildes, Rometh
Mildes,

Sicholas, Ephrem
Nichola, W. A.
Nippo, Wm. N.
O'Dure, Jack
Orlando, Cecil
(Linemae Plate,
Gry, Boh & Clyde
Osborne, Walker
Palestine, Crothia
(Pallesent)
Palmer, John Dunger Jr., W. F.
Dunder, Rickey
Dung, Edward C.
Eisenhover, George
Eilla, Jeanette
Eatablished Florida
Tourist Attraction
Everscher, Eddie
Fazerhurg, Arvid
Fentam, E. T.
Ferenzi, James
Fink, Harry
Flake, Mrs. James
Forsythe, Fred
Frankin, Fred Palmer, Joseph Vitale Pannebaker, David Parr, Vick
Paterno, Chartes
Pease, Billy V.
Pease, Lou
Pelaquin, Frank T.
Pelaquin, Russell J.
Perkins, Alonco Gentry, Billy Jay Gibson, Cliff (Text) Gibreth, Rita Girouard, Ava Girouard, Anthony Glass, Ray P. Glass, Ray P. Phillips, W. G. & Phillipson, G. Raimer, H. O. Raiyra, Gifford & Glaver, William

Purkett, George Karal, Johnson Sackson, George Sadler, Ben Salyina, John Saulcherry, Robert Schaffer, Charles

POTRICE Allen

Preschier.

Poole, Kenneth

Simpson, C. T. Simpson, C. T. Sincialr, Charles Small, Ethel Smith, Bert Smowhall, H. R.
Spain, F E.
Staggs, James H.
Starr, C. M.
Stempson, Dale R.
Stavena, H O. CLucky

Stevenson, Miller Heas, M. C. Hildebrand, Frank B. Hinderer, Lucila Rath Rinderer, Mrs. Ruth Stout, Slim Swank, Ruth Tares, Peter Hollenbeck, Virginia Hood, Hollis &

Turur, Tura Tutterow, Chartin Volsten, Mercedea Van Buren, Jank E. Van, Chief Vealey Jr., Percy Bedfeether. Vernon, Michael L. Script, Mooty Clause State

Thomas, Heavy

Script, Meoty
Serugge, Troy & Mrs.
Servace, L. & H.
Servace, Busy Beets
Shaffer, James Earl
Shaffer, William
Short, James Earl
Shaffer, William
Short, Harold
Showalter, Harold
Showalter, Harold
Showalter, Harold
Showalter, Here
Waters, Virgie
Weiter, Jeseph
Whitehorer,
Whitehorer,
Simpson, C. T.
Simpson, C. T.
Whitehorer,
Whitehorer,
Whitehorer,
Whitehorer,
Whitehorer,
Whitehorer,
Dan

Wright, Charles & Chartotta Wrigiesworth, Alten

Wilder, Dan Williams, Lawrence Witham, Engene H. (Johnny) Wooldridge, John W. Wooldridge, John W. Woznisk, Frank J. & Wionis

Tarey, Peter York, Claude Zamirhowski, Jaka (Danceri Zoppe, Alberto

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y NEW YORK LIST Allen, Ambrose Austin, Bob Austin, Lola Barr, Kimba Dennington, Dora

Riank, H.
Rooth, Ray
Brown, David
Cocilias, Juan
Caivert, Peggy
Cannon, Harry Caivert, Peggy Cannon, Harry Delvee, Lois Devenow, Gary Dias, Don Luis Dillon, Jack Dixon, Donald S.

Distant Donald S.
Donovan, Joe
DuPulf, Armand
Duval, Sylvia
Furnier, F. Frances
Forrest, Russell
Gage, Pinkney
Gervant, R.
Geiger, Est. of
Robert W.
Gould, 1st Lt.
Michael Jacob
Harrington, Dan
Hanlon, Put
Hayward, Aurora
Heath, Harold
Hefferman, Harold
Jackson, Dixis
Judge, W. E.
Kurtz, Maurice
LeRau, B.
LaRreche, Charles
Leithead, Barry T.
Livingston, Edna

Logan, Josh Lorraine, Biancha McCarthy, Joseph McLean, Jean Malone, Virginia (Keller)

Martin, Joseph Martinetti, Peter Massacri, Richard Mau, Florence Marerson, Sam Merville, Arthur Minton Jr., Len Juse Mittledorff, Seymour

Class Mohema, Inc. Mugier, Lucilie Negus, Robert Osaky, Frances Pamphilon, Watter Robbins, John Ryan, Flo Smith, Bill

inith, Marie Henry Stein, Henry Linase Sprund, Mr.
Stein, Henry
Stern, Inase
Storklon, Lou
Stutz, Jim
Terry, Joe
Thayer, Edwin
Thompson, James R.
Thorne, Geraid R.
Tumber, William
Valline, Ron
Weinberg, David
White, Watter E.
Wilcox, Ramon
Valex, Robert

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, III.

CHICAGO LIST Burroughs, Jack Charles, Michael Donatto, Lillian Gonstin, Douglas Greer, Cirds Kobacker, Robert McCurdy Jesesi Moran, Everyn Reynolds, Paul Rison, Cles Scirrias, Bob Tilly, Anna White, Frankle P. Wolf, Patth

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

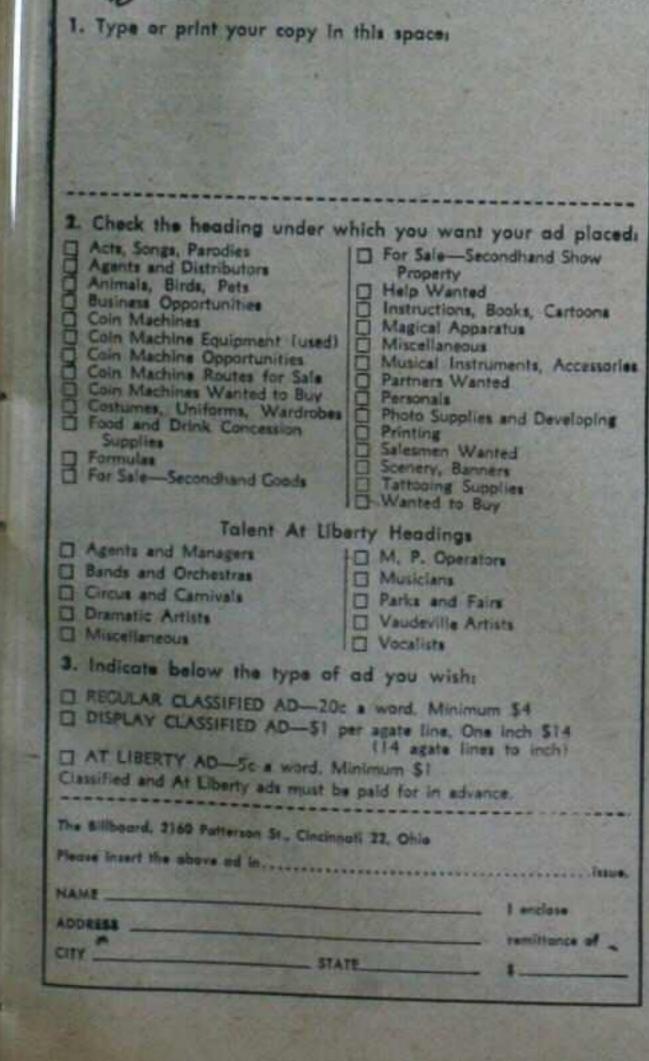
ST. LOUIS LIST Adama, Mrs. Emma
Allen, Bes L
Averill, Wrn. G.
Racon, William W.
Racon, William W.
Racon, Wrn. G.
Racon, William W.
Racon, Wrn. G.
Racon, Wrn. Gollie
Racon, Gle (Tex)
Racon, Glemo
Rele, Glemo
Rel. R.
Brown, Bernice

Dick, Daniel
Fawnette, Inc.
Ferguson, Barn
Ferguson, Barn
Grant, Edward
Gray, Irish L
Gray, Ir Brown, Hal Burta, Leon H. Butler, Rill Caldwell, Edward Carpenter, Clifford

Perguson, Daniel Perguson, Reginald Priedenhiem, Gospodarski, Larry

Hallner, W. A.
Harmon, John
Harmon, John
Harmon, Will Rer
Hemorestad, Ariena
Hemorestad, Ariena
Hemorestad, Ariena
Hemorestad, Ariena
Hemorett, Rev (Basso)
Horton, William
Alexander
Hull, Frank
Jackson, Harry R.
Johnson, Wrs. Norma
Johnson, Windy
Karr, Killy
Kefty, E. H.
Laniner, Mr. & Mrs. Golden, John C.
Golden, John C.
Golden, John C.
Golden, Mrs. Ray
Golds, Metric Lefty
Golds, Metric Lefty
Gray, Clifford H.
Green, Don
Green, Pets
Green, Pets
Greenlin, Mrs. Jean
Hisaidt, Aller Karl
Grigg, Mrs. Namey
Grigg, Mrs. Namey
Grigg, Mrs. Namey
Grigg, Mrs. Namey
Gross, Charles
Gross, Charles
Gross, Joseph
Gross, Jos

(Continued on page 30)



PREMIUM . GIFT . SOUVENIRS . PRIZE . NOVELTY-PITCH MERCHANDISE, ETC.

GUIDE FOR THE WHOLESALE MERCHANDISE BUTER

28

THE BILLBOARD

Communications to 188 W. Randolph St., Chicago 1, III.

MAY 5, 1958

Amazing Cel-Max Jewelry WHILE THEY LAST Popular styles . . . top quality . . Every set an asion-ishing bargain. Sell at terri-fic profits! Hand sat Sparking Stenes

Migh style Kurrings Simulated pearls and brilliant stones in assorted colors! Four fashion-designs 24K gold plated pieces in satin-lined gift box? Entire stock priced to close-out at sensational reduction! Slock up NOW - cash in all year! Write for famous CEL-MAX Bargainteer for

> Order & sample essertment - watch them sell as sight!

other specials)

feduyl

CEL-MAX, Inc.

582 So. Main St. Memphis, Tennessee

FISHING SPECIALS! Large Deluxe Casting Rod, Top Quality. SO.00 Dozen Grip Handle, Sent-Tite Reel Holder, Sample 51.00 VALUE-\$5.95. Cork Arber. Adjustable! 100-Yard REEL .60 Dozen Capacity. Level Wind. Smooth Run-Sample \$2.00 ning Gears. VALUE-\$4.00. SO.00 Dozon

18-Lb. Test Dupont Nylon! Extra LINE Strong 100-Yard Line. VALUE-\$4,00. Strong Alloy Aluminum, Light But Sturdy. Special "Take-Down" Feature Allows

\$9.00 Dozen Sample \$1.00

Sample \$1.00

Stowing in Space 5"x18". Expert Mesh! 25% deposit, balance C.O.D., f.o.b. Chicago WRITE IN FOR OUR SENSATIONAL MONEY-MAKING OFFER TODAY!

DAMEN-LAWRENCE SALES, INC.

CHICAGO 25, ILLINOIS 4727 N. DAMEN AVENUE

They'll Look . . . and Look Again!!

They'll Laugh . . .

They'll BUY!

profitable . . . fast-selling! Top quality electric clock and backward dial (see photo). A great gag for faverns, amusement rooms, wacky giffs. Size: 51/2" high, 61/4" wide, 21/4" deep. Make 50% profit- (cost \$7.95) sell for \$12.95.

es. del'd. lots at 6

del'd.

"BACKWARD CLOCK"

322 No. Cedar Lake Rd., Minneapolis 5, Minn.

Perfect for the Tavern, Amusement Room, Gift



BE

CARNIVAL, BINGO and General Merchandise BEARS, BEARS, BEARS!!!

28-inch, well stuffed, \$23.00 f.o.b. (Regularly \$27.00. Your savings will pay the freight.)

LOWEST PRICES ON WATCHES & JEWELRY SETS. PLENTY OF CLOSE-OUTS ON SLUM 25% required on all C.O.D. orders

UNIVERSAL ASSOCIATES

CHARLESTON, W. VA. 446 VIRCINIA ST., E. Owned & Operated by NATIE BROWN.

TRAVEL UP

Souvenir Trade Looks For \$100 Million Year

By IRWIN KIRBY

Americans buy up souvenirs at the rate of \$100,000,000 every year and the pace, if anything, is quickening. There seems to be no limit to the public's eagerness to acquire some object keyed to a particular location. It may be a paper weight to remind a family of a treasured trip to Grand Canyon, or a miniature bale of cotton to mail to a friend, mute testimony that the sender was in the Southland.

This should be another good season for souvenir manufacturers and sellers. Last year saw Americans do more traveling than ever before, and when they travel, they buy souvenirs to remind themselves and others of the places they visited and the fun they had. And the manufacturers' reasons for claiming that sales and travel ought to hit new peaks this year are logical: The orders were placed a half-year ago.

Salesmen canvass the operators of resorts and resort concessionaires when they are in their chips, that is, at the close of a season. Labor Day is not long over before the next year's lines are displayed and ordered, before businessmen can go south, west or wherever they go for their between-seasons hiatus. The retailer at that time has a fresh memory on buying habits during the year, and can best anticipate the demand for the future. And he has his earnings. Thousands of these people placing orders at about the same time make a respectable barometer of business to come.

Most souvenirs identified with a certain object or location are tagged with either a paper or metallic label. As a rule these bear likenesses, in color, of the particular State park, amusement park, historic or natural site or whatever the place may be, plus the name. The labels are pasted or heat-welded onto almost any kind of surface. Included among the popular materials are wood, glass, leather, paper, plastic and others.

Big Stocks of Labels

The biggest of the supply houses stocks colored lithographs of more than 500 resorts and a couple of thousand other places such as cities and general areas. Manufacture of the actual products may be farmed out and the final assembly or identification of the object is done by the supplier. It is the final step which brightens a souvenir, such as a plastic wallet, with an Indian head, Empire State Building, Washington Monument, buffalo, totem pole, Golden Gate Bridge or other symbol, plus the printed name of the location.

A good many souvenir items are made abroad, with the estimate running to more than half of the total sold in this country. Virtually all of the foreign items are Japanese, whereas up to a couple of years ago a sizable slice of them came from Italy and France. They are unpacked, stamped here, then recrated and shipped to the retailers.

One of the all-time top sellers of the souvenir trade-the nutshell mailer-was taken from circulation last year after hundreds of thousands had been sold over two decades. This was the familiar walnut shell containing a folded strip of views and selling for a dime.

Modern methods have opened up a new range of products which can be mass-produced at low cost for the souvenir buyers. The prominent material is molded plastic which is vacuum-plated in gold or silver to represent glistening metal. The ship's wheel ashtray is one of these plastic eye-catchers, containing a glass insert which bears the resort reproduction. Others are the anchor thermometer, rocking chair, keyto-the-city, and salt-and-pepper set.

Nutshell Wanes

The nutshell mailer's popularity waned slowly over the years as ingenuity coupled with production advancements turned loose floods of varied items on the souvenir market. But other stand-bys remain as staple money winners. Among them is the bullet pencils, which once sold for a nickel and now retails for as much as a quarter.

Biggest resort attraction has always been Niagara Falls, followed by Washington, D. C.; New York and Florida, altho not necessarily in the order named. But in recent seasons the man-made attractions have provided a new market for individually keyed souvenirs. These are the theme-type parks, the fairylands, cowboy villages, space towns and other family spots which have dotted the country. Operators of the places are open to promotion and revenue schemes, and many standard souvenirs merely have to be properly labeled for the park people to buy them in large quantities for their novelty counters.

With Americans planning to hit the highways in increasing numbers in 1958, souvenir-worthy locations are well geared for the onslaught. Orders were placed some time ago, and only a catastrophe can prevent this from being the travelingest, spendingest year in the country's history. Souvenir people couldn't be happier over the prospects.

Merchandise You Have Been Looking for Lemps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Tork Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cones, Ball Gum. Special Singo Merchandise.

Catalog Now Ready-Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your





SPECIAL SPECIAL

10 Men's Watches New thyle Elgin, Waltham, Senrus, Gruen. UO Complete with expan-sion hand. Rebuilt and guaranteed like new. (Sample \$8.75.)

*********************** Standard Brand WATERPROOF WATCHES

Buleva, Elgin, Benrus— with expansion bands! Naw style cases—rebuill and guaranteed like new. In lots of 3 or more. (Sample, \$10.95)

182 S. MAIN ST., MEMPHIS, TENN



BELL SALES CO. 1107 SO. HALSTED ST. Chicago 7, Ill.

Free Wholesale Catalog CONTAINING

Expansion & Photo Idents Heart & Disc Pendants Aluminum Chain Idents

Rings @ Pins @ Pearls Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your husiness 225 T. Wells St

All Phones: Franklin 2-2567



PREMIUM . GIFT . SOUVENIRS . PRIZE . NOVELTY-PITCH MERCHANDISE, ETC.

A WEEKLY GUIDE FOR THE WHOLESALE

MAY 5, 1958

THE BILLBOARD

MERCHANDISE

29

NORELCO SHAVERS ADY NORELCO AND SPORTSMAN'S



Paules and Drinks

-witnesseries mattery. Operated. Bright Colors. marridually. Ruxed. ORDER NOW-SUPPLY LIMITED

Pastraid \$4.00

Place your orders now for DRINKING RABBIT. IEW BUBBLE BLOWING MONKEY Delivery about June 1.

.00 Des

IT'S A WINNER "KIDDIE STOLE"

> Like Mother's Mink

This imitation Mink Stole for liftle wirts has atready taken off like wild fire.

This is made of an exclusive type plush which lasks like mink, full longth, nicely sneeds, fully taffets lined, brown or silver, mackaged in pllofilm has.

PRICED RIGHT FOR YOU TO UNLOAD.

A MILLION.

F.O.B. East, \$17.08 per dozen.

F.O.B. Karsas City, \$17.08 per dozen.

F.O.B. Milwaukes, \$19.00 per dozen.

Bample postpaid, \$2.00 each.

Weste for free 1958 catalog. Beady for mailing about May 1, State your business, F.O.B. Milwaukes, 25% deposit, belance C.O.D. in moneyated firms.

Wisconsin Dollary of Co.

Wisconsin Deluxe Co. 1902 M. Third St. Milwanker 12, Wis.

33" TAffete

No sairs charge for Samples.

36 Pcs. \$19.85 F.O.B.

(Ve dot. such of Plush plus 1 dos. Chenille Animals.)

RINKING BEARS spot Ship \$36 dt.

FREE 3-coine Catalog of 600 items.
Pull Line of Plush, Low End & Slum.
REPRESENTATION WANTED

TOY MEG. COMPANY

834 Brustway, N. Y. C. WA 1-3234

- Introductions

2" Coffee Stuffs

59.60 dz.

PIPES FOR PITCHMEN

SCHEDULED . . .

out in a recent column, may provide a new location for pitchmen. PIPING IN ... Located on a 20-acre tract, it will from Hattiesburg, Miss., E. C. Parraced area above the Ohio River Davis and Cousin Bartee. "Would bank with plenty of benches, a like to read a few pipes from Gerboat dock and a marine sales out- ald Wantz, Brezea. Patrick, George fit, and venders of fruit, vegatables, Lunsford and Jack (Bottles) Stovhardware, furniture, clothing, er," the veteran sheet writer consporting goods, drugs, etc. Be- clodes. tween 60 and 70 per cent of space will be turned over to farmers sell- BILL FLYNN . . . ing produce. The area is partially reports from Orlando, Fla., that black-topped, provided with lights May Buckley, the popular photogfor night use, and has a 500-foot- rapher, put in the past fall and long stall-like structure. Light- winter in that city and plans to put weight merchandise and dry goods a crew to work in the North soon. will be sold along a 300-foot mid- Buckley had to cancel quite a few way. Merchants may drive in and school dates in Orlando due to the sell directly from their trucks, many school closings and absences Bulk goods and produce will take caused by the flu, and his schedule up most of the stall area. The own- did not permit a rescheduling of ers, Bill Hendrickson and Mike dates. "Since I used to work for Albert, local businessmen, hope to him, I know many principals and open with 250 tenants and even- teachers were disappointed, as he tually expand to 300. The mart will is, well regarded in that territory

for quick turnover at low prices. to open May 15 at 4343 Kellogg It will be open daily from 11 a.m. Avenue, across from Lunken Air- to 10 p.m., but tenants will be port, Cincinnati, is the new Farm- obligated to remain open only on er's Mart which, it was pointed Fridays, Saturdays and Sundays.

offer parking space for 800 to dee reports that he has run into 1,000 cars and at least 250 tenant- some of the old pros of the sheet merchants. Operators, whose enter- in that neck of the woods, and all prise is called Farmer's Mart, Inc., seem to be doing very well at the envision crowds of 30,000 shop- strawberry markets and stock sales pers in a single day. Plans for the which "are the best yet." They inspot include a Kiddieland, a ter- clude Brother Hambone, old Father

encourage merchants who buy up and is a great favorite of the school large consignments of a single item kids," said Flynn.

Gresham-Centennial, June 8-8.

Oakdale-Crntennial, June 19-22.

5-3. Joe Albanese, 1526 N. Axior.

val. May 19-26 Ed Merts.

19-32, L. Waningkt.

23-June 1 L J Sagle. Oxford-Centennial June 27-29.

lin Coher.

Legion;

1. Waukesha.

Milwankes-Pirst Ward Democrats Festi-

Milwaukee-Bt. Rocco Street Flests, June

Milwaukee-Pollsh Catholic Union Council

Mnawonage Summer Festival, July 18-20. A. W. Strehlow, P. O. Box I. Waukesha.

Ocusto Palis-Jaycee Celebration, May

Spidlers Oreve-Oclebration, July 4-6. Mar-

Thirnarille-Lions Club Water Carnival,

Wankesha-Celebration, July 4. American.

CANADA

British Columbia

Vanouver-Centurama, Home Show &

Ontario

Richmond Hill-Richmond Hill Exhn. May

Schomberg-Schomberg Exhn. May 19-11.

Saskatchewan

Sankaloon-Pat Block Show & Balt, May

Clinian Clinian Exha. June 11.

Milibrook-Milbrook Exhn. June 11.

Sportimen's Show (Pairgrounds), May

July 23-29. A. W. Strehlow, P. O. Box

Penitval & Pienie (Pulaski Park), June

ATTENTION-BIG MONEY MAKERS! DESK STAND & 4-PENS that write in Red. Sinc. Green, Mack. Bit in Bax.

Sample daren \$5.00 Postpaid \$54.00 Gr. F.O.B., N. Y.

SILVER-TIP BRASS REFILLS—DOUBLE SHOT INK.

Each in a cettophane bug Preprieed the 31/2 Es in 100 lets \$30.00

1,000, F.O.B., N. Y. NEW TOP ACTION-POCKET SECRETARY & 6 PENS \$5.00 Dr. portpaid \$55.00

Gr. F.O.B., N. Y. 8-md full payment with all orders.

TRADING 29 East 20th St.

New York 3, N. Y.



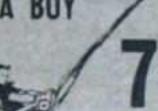
We have as usual a complete line of engraving jewelry. Strictly made in U.S.A. 100% quality.

Sawyer Mfg. Co., Inc. FORMERLY MILLER CREATIONS

7739 S. Avalan Ave., Chicago 19, III. Phone: WAterfall 8-8855 for 24-hour service.

DAY AND MIGHT SERVICE AS USUAL "With It Since 1907"

WHALE OF



ONE PIECE PLASTIC HANDLE Glass Rod Shaft . Approx. 5 ft. . Multi-color space wrap . Authentia fish guides . Regulation tip . Packed 50 to master carton . No less sold 25% deposit money order or bank check with order, balance

C.O.D., F.O.S Chicago. 1020 W. Randolph Street Chicago, Ill.

COMING EVENTS

" plush frim \$15.50 dr. Cuntinued from page 17

North Carolina Greenshors Braquicentennial, May 2-19 Leu Spaeth, 351 N. Oreens St.

Dantine Dell \$9.60 dz. North Dakota 17" Lary S5.00 dt. Jamestnun-Diamond Jubilee, June 2-7, Animals ... \$9.00 gr.

Jamestown-N. D. State Dairy Show, June 38-July J. Clayton Paulson, Marion.

Cincinnati-Cincinnati Charity Rorse Show (Gurnen), May 6-11. J. T. Denton, Mgr. Columbus -- Pestival, June 14-15, Geo. M. Gearnart, University View Civic Asan. Marietts-Celebration (Pairgrounds), July 4 R. A. Weaver, Box 16. Maryville-Jaycoe Pestiral, May 7-15.

Pleasant City-Homecoming & Sirret Pair, July 18-19 Pate Trutt. Wovater-Besquicentennial, June 14-19.

Oklahoma Alva-Celebration, July 4. Chamber of Commerce. States Arros Celebration, May 18-17.

Pennsylvania Bharon - Palagonia Homecoming, June 25-38. William R. Dodds, R. D. 1. Powler, O

South Dakota Aberdeen-Aberdeen Horse Show, May 31-Aberdeen Aberdeen Quarter Horse Show, June 7-E

Tennessee Homboldt-Strauberry Pestival, May \$-12. Texas

Strady-Junios and Rais Meet, July 3-6. Jim Barkrider El Pass-Home Show (Callsonn), May 7-11. Part Worth-Pioneer Days Rodeo & Calsbratten - June 1-T. Fredericksburg-Horse Races, July 4-8.

Kuma Petniecky, Maron-Mason Co. Centennial, June 15-ZI W. A. BUK.

Virginia Buffalk-Sessulventenulal, May 11-11. West Virginia

Proteibura-Celebration, July 3-8. Harry Welch-Contenual, May 13-17.

Wisconsin Appleion-Civic Celebration, July 5-5, Jay-OFFIR, BUX LAIL Murtington-Legion Calebration, July 1-3. Amtr Lang.

WHOLESALE LAMP SHADES From 50c ON UP

Drums and Double Deckers available in Fibra Glass, Parchment and Plastie. Variety of Colors.

Minimum order 2 dozen. Terms: Cosh or 25% deposit on C.O.D., F.O.B. Chicago,

VISION LAMP SHADE CO. 7771 Exchange Ave., Chicago 49, Ill.

Phone: ESsex 5-6272

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

• TIP CARDS • BASEBALL CARDS at very reasonable prices. Phone: Wheeling-CEdar 34181.

COLUMBIA SALES CO. 102 Main St. Wheeling, W. Va.

SAVE MORE MONEY-MAKE MORE MONEY Subscribe to The Billboard 100AY1

we WE WANT THE was CARNIVAL BUSINESS

'Selling the Trade for 45 Years' Manufacturers & Distributors of Famous "SLEEP-WELL" Products TAFFETA QUILTS \$4.00 EA. RAYON/NYLON

WINTER BLANKETS ... 3.25 EA. WASHABLE

SYNTHETIC PILLOWS .. Z.40 PR. PATCH QUILTS_BOUND 4.00 EA PATCH QUILTS_RUFFLED 4.50 EA. All Attractively Display-Packaged, Assorted Colors, First Quality, Immediate shipment on all orders. 25% deposit, bal. C.O.D., F.O.B. N. Y. Write or call for Special Quantity Prices, Samples or other Hot Items.

J. SCHACHTER

115 Allen St. N. Y. C. 2, N. T. GRomercy 7-7940 *************************

ALL WATCHES GUARANTEED NATIONALLY ADVERTISED



Each, Strap Band

as shown

Expansion Band

Shipped 12 to a carton. Send \$34.20 plus 50c postage, or \$37.20, for Expansion Band plus 50c ; postage. Sample add 50c. ! days net.

7 PC. MEN'S WATCH SET

Complete in Metal Gift Box

Shipped 12 to a carton Send \$51.00 plus \$2.00 Postage, Sample \$1.00 extra. Rated firms 30



At least 25% deposit on all orders. Bal. C.O.D., F.O.B., N.Y.

PENGUIN IMPORTING COMPANY 37 West 47th St., New York 36, N.Y.

JAR DEALS and SALESBOARDS PREMIUMS BINGO SUPPLIES make BIGGER PROFITS WITH WRITE FOR Wilentine! GALENTINE NOVELTY CO STY E JEFFERSON BLVD.

WORLD'S SMALLEST LITER

Alt metal chrome finish, sure-fire ection instruductif brand. Can size be wern an men's her chain or fedles' sharm braceists.

Pilis thipping charges Min. 3 dates. Key Chains evallable, \$1,58 per or extra No Sectoral Excise Tea Free Catalog. STERLING JEWELERS

1975 East Main \$4. Columbus, Chin ideal for Engravers, State Your Strings.

San Antonio-San Antonio Rome Show (Beyor Co. Cofficient), May 4-11, Irving Walte. Uvalde-Tex Angura Coat Raisers Show & Sale, July 31-Aug. 2, Pete Gulley. SMALLER THAN A POSTAGE STAMP Utah Morgan-Morgan Jr. Livestock Show, May Borth Salt Lake-Intermountain Jr. Livestock Store, June 3-4. Opten-Opten Home Shaw, June 4-1. E. V. Smith, Eccles Bidg.

MERCHANDISE

THE BILLBOARD

MAY 5, 1958

Hawaiian polyethylene...

KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flesh. Free promotional side. Write for details.



" COSTUME JEWELRY DIRECT FROM THE MANUFACTURER! Check These Low Prices:

501 University Way Seattle, Wash

Miracle Prayer Crosses, bound . 54-25 Men's 3-Rhinestone Rings, bexed 2.73-Ladies' Rhinestone Adj. Rings, Ladies' Bridal Ring Set, Individ-

DeLuxe Hollywood Styled Earrings 2.86 Scatter Pins, boxed 3.80

Pin Earring Sets, bexed 6.00 MANUFACTURERS CATALOG & SAMPLES PUT YOU IN BUSINESS! Sell from our beautifully illustrated catalog. You'll find more than 250 large pictures of Men's and Ladies' Jewelry sets, watches and watch sets, serrings, scatter pins, bracelets, rings and religious items.
Send one dollar . . get four pair of liovely earrings. These specially priced sample earrings will be sent to you make the your make with our catalog and selling information. 25% Deposit on C.O.D.'s.

Packard Jewelry Co.

633 PLYMOUTH CT.

188 W. Randolph St.

UNDER THE MARQUEE

· Continued from page 25

ater this winter. . . . Bill Bent- Spencer Stine is handling the winledge made his 21st season with dow cards for the appearance in the St. Louis Police Circus. . . . Washington of the replica of the Albert G. (Bozo) Baugh, comic, Mayflower. Boat stays there into stagehand and butcher, has been June. ill with anemia for the past several months and would enjoy mail to 1224 North Vine, Hollywood.

visitor recently.

ited Ringling quarters and Circus Pa., Labor Day. Hall of Fame on a trip to Florida recently.

Setting the record straight, Joe Basile wrote most of the music.

The late George Chindahl wrote a book, The History of the Circus, Bock City: Central City, Ill.; Virin America," but revealed this to only a very few people. The volume is to be published in the fall.

Bill McGough, formerly on tickets for Ringling, was ill last month but recuperated at his Mesquite, Tex., home. . . . Justus Edwards, Strates, James E .: Wilmington, rolling and canoe tilting; Howard Polack press man, after handling some family business in Iowa, is off for an extended tour of Europe that will take him to a number of ci-cuses and the Brussels fair.

The James E. Strates Shows now stock from the Clyde Beattly railroad circus, writes Ed Lester, of West Palm Beach, Fla. Included are the former wardrobe, big top and prop wagons and three trac-

> David, William and Mabel Bert, along with Dotty Jean Sedouck, caught Mills at Jefferson, O. . . Jake L. Disch is still in the St.

> > CHICAGO 5, ILL.

Chicago 1, Ill.

HAND PAINTED DISHES

16 Pc. Sets . . . under \$2.50

We Manufacture All Size Sets

Also-Close-outs, Chipped Odds & Ends, Good Odds & Ends

Contact: Tom Tierney, Stetson China Co. Lincoln, Illinois, Phone 1500 Lincoln, Ill.

ATTENTION!

Throw Baseballs, Shooting Galleries

Blank Dishes for Sale CHEAP

Contact: Tom Tierney, Stetson China Co.

SALESBOARD DISTRIBUTORS, JOBBERS & OPERATORS

LOWEST PRICES—WRITE FOR PRICE LIST & CATALOG

Manufacturers Of America's Finest Salesboards

PEERLESS PRODUCTS, INC.

AN INDEPENDENT MFG.

LO-HI

A new sales stimulator, once a month, open to all our

advertisers who want to get extra sales. For full particu-

"LO-HI"

lars contact The Billboard's nearest office or write-

Phone: HArrison 7-2971

Lincoln, Illinois, Phone 1500 Lincoln, III.

Chimps at the Miami Music The- Camillo's Hospital, Milwaukee. . . .

Marjorie Towson was a Chicago Bros. Circus, opening at El Monte, said. Heaviest attendance, how-Davenport, Ia., fan Jane Furbee vocalist for Rudy Bros. again this stretching from Denver to Pittscaught Rex Bros, and visited Hugo, year. They'll play Conneau Lake burgh and from Minneapolis to Okla., quarters while on a trip to Park in Pennsylvania, Riverside Oklahoma City. the Southwest recently. . . , Ethel Park in Agawam, Mass., and Al-G. Cline, Richmond, Va., Ian, vis- legheny County Fair in Pittsburgh,

Carnival Routes

used in Hamid-Morton productions. • Continued from page 16

den 12-17.

Rohr's Modern Midway: Washington, Ill.; Rantoul 12-17.

Rose City Rides: Fronfelt, Mo. Siebrand Bros. Comb.: El Paso,

delphia, Pa., 12-18.

Fort Dodge, la., 12-17. Tatham Bros. Comb.: Girard, Ill.;

Waverly 12-17.

12-17.

Neb., 5-12; Hastings 14-19. Thomas Joyland: Gary, W. Va. Tidwell, T. J.: Lampasas, Tex. Tinsley, Johnny T.: Anderson, S. C.

20th Century: Tyler, Tex. Virginia Greater: Delmar, Del.; equipment. Smyrna 12-17.

Springfield, Tenn., 12-17. Wallace Bros: Memphis, Tenn.

(Fair) Angels Camp 12-18. Western: Bellingham, Wash. Wolfe Am. Co.: Castonia, S. C. Wonderland Expo.: Las Cruces,

N. M. World's Finest: Hamilton Out. World of Pleasure: (8 Mile Rd. & Southfield) Detroit, Mich.,

Letter List

· Continued from page 27

Leazon, Eldon
Lewis, William X.
Lorenz, Alfred
McGill, Wm.
McLenn, R. T.
Marco, Walter
Marton, Bart
Meksati, Mike
Metron, Burton & Metrzer, Burton & Jark H. Mayers, Creil Mureno, Graddine Mores, W. E. Morris, Redmond Mures, M. Mayers, Creil
Mareno, Graddine
Maceno, Tito M.
Moore, W. E.
Morris, Redmond
Muney, Mrs. Faye
Murrur, Joe & Bahbs
Norbey, Ferris Noeil, D. Outs, Bill O'Haver, Jack Oshorn, Mrs. Paul Paddison, Roger E. Patterson, J. D. Patterson, Mrs. Pauli, F. W. Payton, William Peorta, Red Pollar, Charles

Robbins, Paul Fredric nomero, Mrs. Katherine Romero, Rickey J. Buff, Max Suckson, George S. Sandusky, Durb Shanley, J. H. Gorki Silva, Wm. Sketton, Rebert L. Solomon, Chuck Stanton, Richard Star, Hedy Jo. Tarrant, Curious A. Tarrant, Cartons Taylor, Patrick Teter, Martiean Thomas, Heavy Tumini, Henry Vinson, Jack Vinson, Jack Walker, James West, Dether L.
White, Rodner D.
Wiggles, Oven L.
Wilson, Herry T.
Wingste, Marvin
(Combread)
Wingfield, Herry
Wright, F. L.
Zoffn, Johnny

Expect 150,000

· Continued from page 12

small companies were also well represented.

Based on the results of this study, Revnes said that more than 150,000 buyers, purchasing agents, jobbers, distributors, etc., plan to be in Chicago for next year's fair.

"From as far away as Texas, After his Davenport date at California, Arizona and New York, Sioux Falls, S. D., George Keller major organizations answered enplans to play 12 weeks with Rudy thusiastically when queried," he Calif., on April 26. Mrs. Keller ever, is expected from the middle (Ginny Lowry) will be featured part of the country, the area

> In summarizing the results of the survey, Revoes said the 195 Chicago International Trade Fair will attract buyers at a time when consumer merchandise is being sought for the highly important fall and Christmas seasons.

Extensive improvements are being planned at Navy Pier, site of

Sports Show

· Continued from page 17

tana and George Melanchuk, log Del.; (Smith & Broad Sts.) Phila- Hardin, juggler and emsee; Haushalter's Golden Retrievers; Joan Sunset Am. Co.; Chillicothe, Mo.; Salvato, fly-caster, and Sparkey, seal act.

Audience reaction was highly favorable and word-of-mouth ad-Teun.; Bowling Green, Ky., attendance toward the week's end.

Ballying the show in the down-Thomas, Art B., No. 1: Lincoln, town area was stilt walker Charles Sanders, who handed out flyers.

A trout tank, a greased pole climb, an archery range and a beauty contest were features.

All available space in the Stadium was filled with displays of boats, sports cars and outdoor

The show's orchestra was under Volunteer: Central City, Ky.; the direction of organist D. B. Robertson, Calgary; publicity was handled by Robbie Robinson; West Coast, No. 2: Modesto, Calif.; lighting was by Spectacular Productions, Vancouver, and displays by Western Display, Ltd., Van-

HIS-HERS CERAMIC PIGGY BANKS They Kiss 'M' Most Appealing, color-

HEW!

new Plony Bank idea in years! Terrific sales Impact! 7" high, 315" wide, Green 2408.

\$12.00 Dz. Pr. 513.20 Dz. Pr. Lots of 2 Dr. & Dr. or more Write for Literature and Barpain

BERKELEY MFG. CO. 2723 Archer

ALL-WEATHER Plastic Pennants Ourable Touch Brillians

an assorted colors—18-unit Plants Personants sewed on a faunth, Beavy tape, 160 ft leng, ONLY \$4.00 on Dozen into \$3.00 on. Write for quantity prices. Money refunded if not entisfied.

Colorful Decorations of All Kinds.

Write for Free Caralco.

A & A NOVELTY CO. Cincinnati 34, Ohio

GENERAL MERCHANDISE

TROUBLE LIGHTS

with eli-copper wire 25 Ft. Cord . 5 .85 sa. 100 Ft. Cable, Neogreme Jocket, 14 Gauge, U. L. Approved ... 53.50 es.

SC-FT. Cable, Neonrene Jacket, 14 gauge, Ec. 10-Pc. Magnetic Screw Orber 650 Set, Complete with Rack. Es. 650

7-Pc. Same as Above. Per case \$20.00 16-Pc. Flex Handle Seckel Set. 700

ser Plustic Garden Hoor, S-year guarantee, 15 to case (min. urder sold). \$1.05

50 to a case imin. erdes 750 told. Es.

Write for FREE Price List Appliances . Dinnerware . Blankets . Giffware . Pertable Electric Drifts . Saws . Hand Tools . Wrench Sets of all Varieties . Fishing Rods and Garden Hote

25% dep., bal. c.a.d., f.o.b. Chicago

SHELDON CORD PRODUCTS 3549 W. 5th Ave., Chicago 24, III. Phone: MEvada 2-3898

THE PRICE DOES COUNT MR. ENGRAVER

That is why we had you and your cus-tomers in mind when we nut our price on the following increhandise.

We have Expansion Photo Idents, Heart & Disk Pendants and Chain Idents for Men, Women and Children, Lew prices, na aluminum.



"King of the Demonstration Field"

FOR MERCHANDISE Limited Quantity, Choice Assertment. All Plush, 4 Les—32"x17" LEOPARD or TIGER

Stale Lying Down LEGPARD \$9 7.00 PER

TERMS: 19% DEPOSIT WITH ORDER, BALANCE C.O.D.

STPAGE CATALOG AVAILABLE SEND for Your Copy Today.

1014 S. Habred St. Chicago 7, III.

L. D. Phone: Monroe 4-9236 In Business in Chicago for 37 Years.

· PUSHCARDS

 SALESBOARDS · JAR GAMES

S & S MFG. (O.

660 N. Dearborn St. Chicago 10, III.

WATCH SPECIALISTS FOR 68 YEARS

Unbeatable Charm Bracelet Watch, 57.55.
New Thin Watch, terrific hand, beard, U.S.
New seventeen jawels, copy Diamane Cores
Watch, beard, \$19.75, Copy \$85. 3-button
Chronograph \$2.72. Nabil adv. 10-piece sets
\$5.75; 5-piece \$4.40. Top name Brands,
many 70% disc. Catalog.

RESULT SALES SEO FIFTH AVE., NEW YORK 26, N. T

GIVE TO DAMON RUNYON CANCER FUND

Juke Box Trend to Bigger Routes Reflected by Poll

- Slow business in 1957 for many firms indicated
 by decrease in average weekly operator
 share of machine grosses
- Steady increase in number of 200's shown but dime play appears at standstill, as do EP's except for few very large users
- · Continued from page 1

In order to arrive at the total number of records purchased, both mean and median averages were used. Altho the average number of records bought per operator varied greatly between the two averages (5,100 median; 7,290 mean), the number of machines divided into these totals (48.5 median; 68.6 mean), produce figures that are very close to each other for number of records purchased per machine for the year. (105.2 median; 106.3 mean.)

To insure a conservative figure, totals above are based on the lower of these two—the median figure, again using 450,000 juke boxes as the total number of juke boxes operated. Last year's figure was based on a mean of 105.6 with a mean of 47.9 divided into 5,057.3 (47.9 being the average number of machines record figures were based on).

Biggie Has Effects

dramatically than last year the tremendous effect large operations exert on mean averages. So great is this effect that it can be misleading to speak simply of mean averages, the difference between the biggest and the smallest operations being so large and the irregular distribution being so pronounced. Median averages used—as in the case of record figures—insure a conservative figures—insure a conservative fig-

The Poll does indicate that the number of large juke box routes (75 to 99 machines and 100 to 199) are growing, and that the number of small routes are decreasing. This could reflect a known development toward bigger routes in many sections of the

If the juke box operator pattem followed a normal distribution curve—in which case medians and means would be identical—it would be fairly safe to measure on the basis of one year's sampling. But because the distribution is so irregular, a much larger sampling complete—or the use of median averages—is required.

Last year just 6 per cent of the operators polled reported they bought more than 11,000 records; this year 15.6 per cent did so. Last year just 2.7 per cent did so. Last year just 2.7 per cent reported they bought 20,000 or more records; this year 4.3 per cent specified purchases in that category. In all cases, operators gave the exact number of total number of records purchased. They were broken down by category after tabulation.

At the same time, in 1956, 50 per cent fell into the 1,000 to 4,999 total-record-a-year group. This year 45.2 per cent did. Several operations exceeded the 50,-

Another shift-a big one-was in the 5,000 to 6,999 record group; in 1958 12.8 per cent were in this category, this year 22.6 per

In the breakdown of route sizes, it is also apparent that fewer operators fall into the lower brackets. Last year more than 30 per cent reported operating fewer than 24 machines; this year just 21 per pent did. There were 8.8

per cent who had 75 to 99 machines in last year's Poll, 11.2 per cent this year; 7.9 per cent in the 100 to 199 category last year, 12.4 per cent this year; 4.3 per cent in the 200 and over classification, 6.1 per cent in the 1958 Poll.

Number of Units Up

Because of these increases in the upper brackets, the mean average number of juke boxes is 68.6 as opposed to 53.4 last year, a startling increase. But the comparison of median figures shows 40 per operator last year, 48.5 this year, still a surprising increase, but only half the jump shown by means.

It would appear probable that routes are getting bigger, but not nearly as rapidly as mean averages would suggest, the differences in medians giving a better, picture of what's happening to

However, even this picture can be misleading without reference to the total breakdown. Fully one-third still fall into the 25-49 machine category, one half in the 25-74 categories.

In addition, the figures which indicate a greater number of larger operations are in part affected by the greater number of machines operated by a few operators in the top-size classifications.

Share of Gross Down

erage weekly share of gross collections per machine dropped sharply from \$13.77 in 1956 to \$11.99 last year, according to Poll data Since there appears to be very little change in types of commission arrangement or in dime play usage during the year, a drop would be in all likelihood a reflection of slow business experienced by many operators from early summer last year.

It should be noted again, however, that even in the substantial
change indicated in means, the
extent of the change can be misleading without reference to a
breakdown. For example, in this
year's Poll, 53 per cent of reporting operators specified average weekly share per machine
figures which place them in the
\$6 to \$10 category. But in the
1957 Poll nearly 45 per cent were
also in this group.

The two extremes - average weekly operator per-machine share of the best and poorest locations - remained virtually unchanged. In last year's Poll the range was from \$5.18 to \$31.68; in this year's \$4.58 to \$32.40.

More 200's

The Poll does reflect an increase in the number of 200selection machines being operated, with 27 per cent of the
total juke boxes 200's, contrasted
with 18 per cent last year. However, the increase was at the expense of 40 and 50 selection machines, not in the number of 80's
to 120's which remained about
the same.

The percentage of operators who buy records from one-stops continues to increase, with 60 per cent favoring this method of buying, as opposed to 55.6 per cent last

Also continuing to show an in-

two weeks. Nearly 72 per cent do so now, an increase from 67 per cent in 1956. That every other week record servicing is increasing its testimony to its popularity as a cost-cutting procedure. It is one satisfactory way of cutting costs and at the same time not trim record programming.

Disks Per Change Poll data show that new records per change is up slightly for 80 to 120 selection machines, up one record for 200's, down alightly for 40 and 50 selection units. Six records per change for 80's to 120's (up from 5.5) and seven (up from six) for 200's may reflect the slight increase of EP buying. In any case, these figures do not reflect the number of brand-new records bought, but include new records which are sometimes moved from one machine to another.

The increase in total number of records changed per service call reflects the increase above and suggests that the programming of standards or other "non-hit" material is being changed less frequently than previously.

EP Buying EP buying, as reflected in the average, is up. But, as last year, exceptionally heavy EP buying by a relatively small number of operators-usually large ones-was so great in 1957 the average is largely a function of that group. Therefore, altho the increase from an average of 307.3 to 378 may appear healthy, it denotes increased heavy buying by a few large operations rather than additional buying by many operators. Last year 14.8 per cent of reporting operators bought 1,000 to 2,500 EFs. In 1956 11 per cent bought 500 or more; last year 22 per cent fell in this group.

The number of operators using EP's increased slightly—from 66.8 to 69.3 per cent—and the percentage of the number of machines with EP's went up significantly, from 28.3 to 39.7 per cent. This seems to reflect mainly the increasing number of 200's operated and a slight increase in the size of EP programs on 80 to 120-selection equipment. The size of the average EP program—by operators using EP's—on 200's remains virtually unchanged.

EP Hits

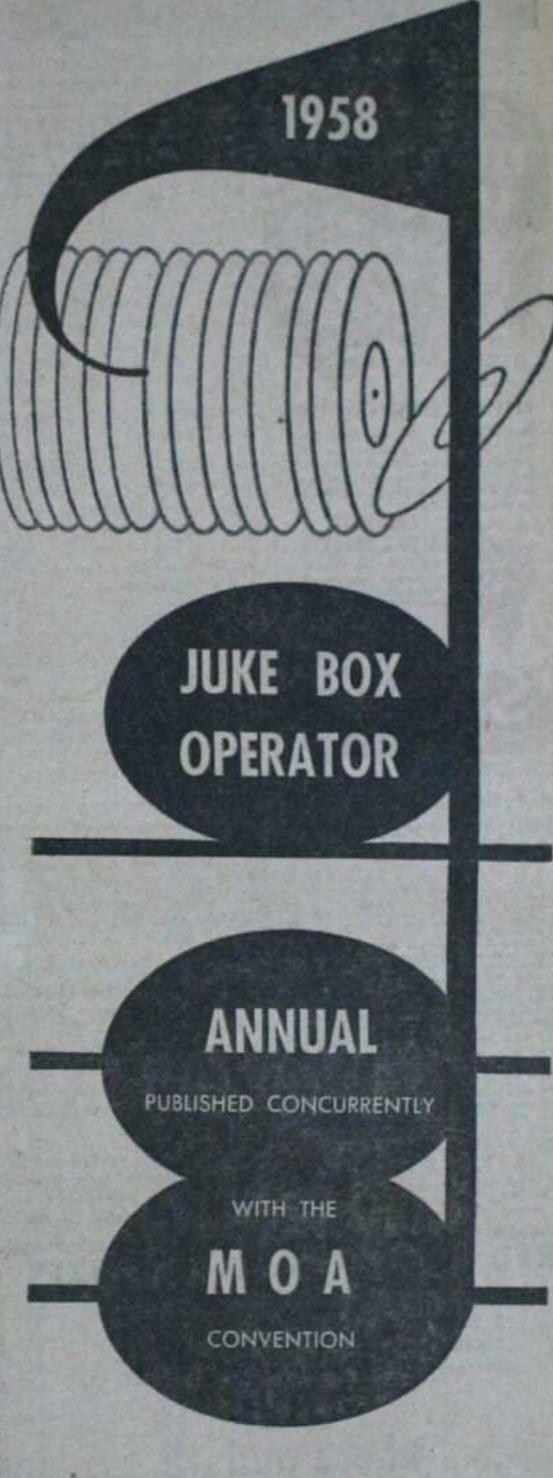
Altho statistics show nearly seven out of 10 operators are using EP's, this includes any operator who has programmed even a handful. Last year several hits were made available on EP's only for the first time.

It is noteworthy that of the operators using EPs, more operators—40 per cent-now charge 15 cents, altho 57 per cent still charge just 10 cents.

The percentage of operators using juke box display material—of 10 EP album covers—doubled, according to Poll data, increasing from 10 to 22.

Further attributes of the indicated increase in operator sizesome of which can be supported by outside evidence—are seen in the type of companies, number of employees and even in a substantial increase in the delegation of record-buying activities to an employee designated for that function.

Nearly 15 per cent of the operators reporting are corporations, as compared to just 9 per cent in the 1957 Poll. There was a marked decrease in the number of one-man operations-from 35 (Continued on page 112)



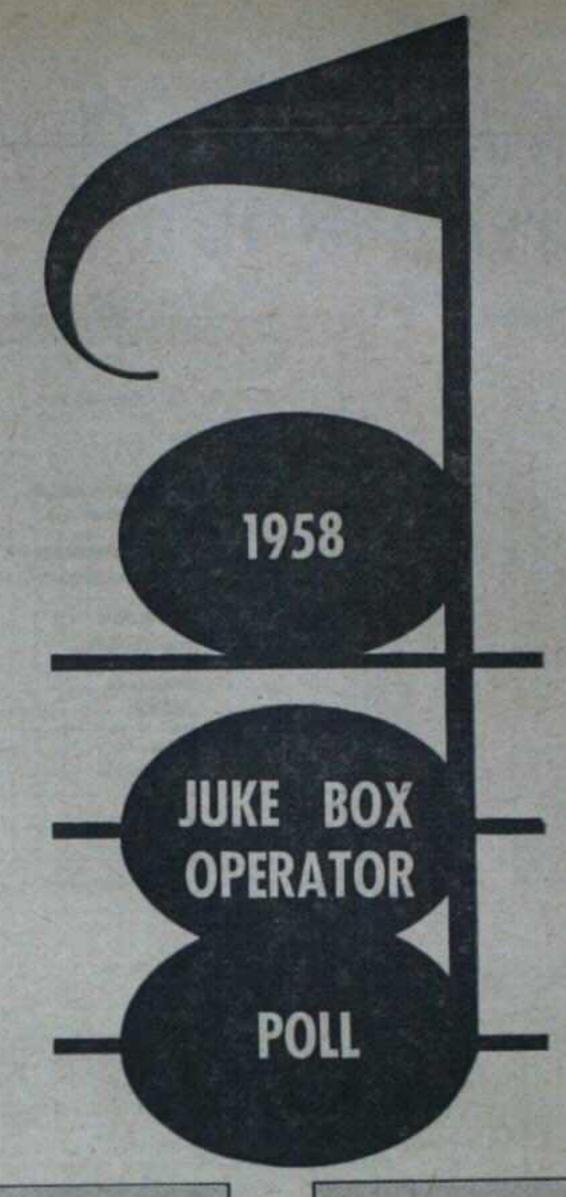
CONTENTS

1958 Juke Box Operator Poll Part I: Trade Practices Analysis	32
Part 2: Record Buying, Programming	
Juke Box Programming Programming Non-Hits Programming Extended Plays Programming Hits, Standards Techniques in Programming Operating Salesmanship	46
Juke Box Taxes City	54

Where Companies Surveyed Operate

The 178 operating companies participating in the 1958 Juke Box Operator Poll, as the 320 firms which participated in last year's, represent all regions of the country. Here is the percentage breakdown showing geographical distribution of the firms polled. Compared with it is the U. S. Census breakdown of population for the regions.

down of population for the regions.	% of Firms Polled	U. S. Census
MIDDLE ATLANTIC STATES New York, New Jersey, Fennsylvania	15.7%	19.4%
SOUTH ATLANTIC STATES West Virginia, Virginia, Delaware, Maryland, Georgia	10.7%	14.3%
NEW ENGLAND STATES Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island	5.1%	6.1%
PACIFIC STATES Washington, Oregon, California	8.4%	10.5%
MOUNTAIN STATES Montana, Idaho, Wyoming, Utah, Nevada, Colorado, Arizona, New Mexico	10.1%	3.6%
WEST NORTH CENTRAL STATES North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri	13.5%	9.0%
WEST SOUTH CENTRAL STATES Texas, Oklahoma, Arkansas, Louisiana	9,5%	9.7%
EAST NORTH CENTRAL STATES Wisconsin, Michigan, Illinois, Indiana, Ohio	20.8%	20.2%
EAST SOUTH CENTRAL STATES Kentucky, Tennessee, Mississippl, Alabama	6.204	7.2%
Total	100.0%	100.0%



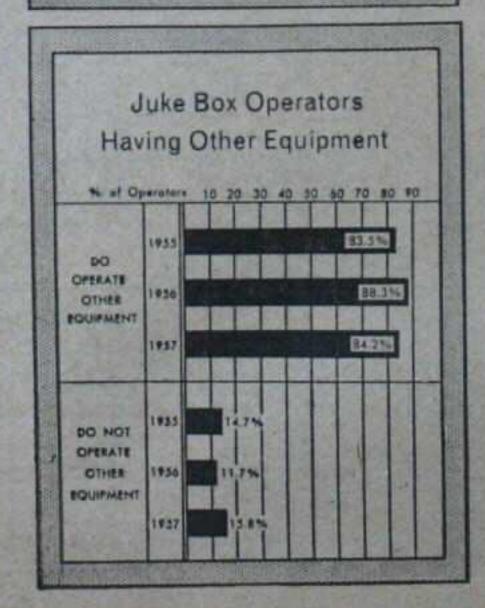
PART 1: TRADE PRACTICES ANALYSIS

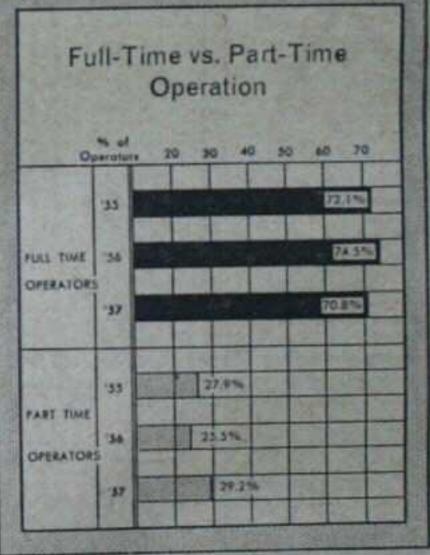
10,000 23,000 50,000 100,000 500,000 500,000 1

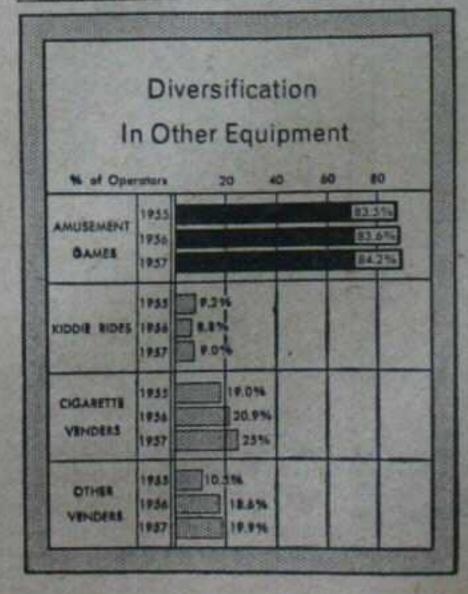
Where They Operate

- By Population

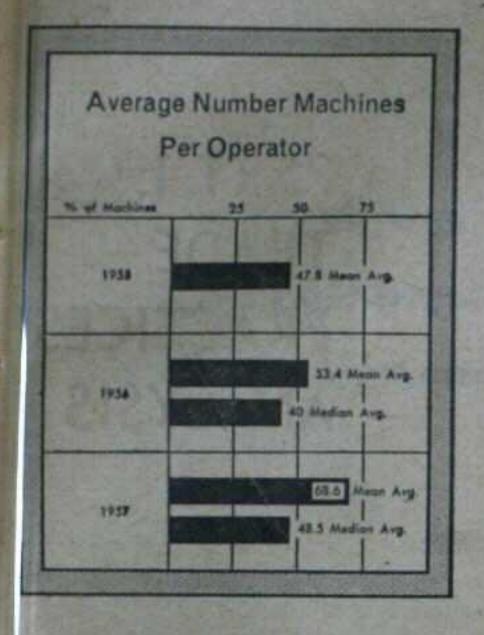
where and what they operate

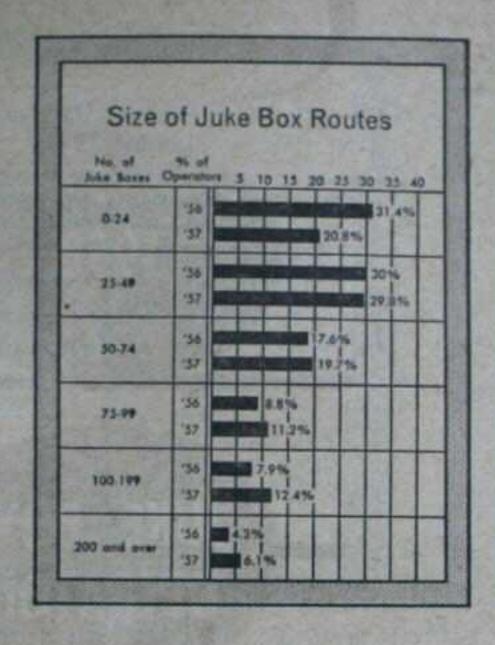


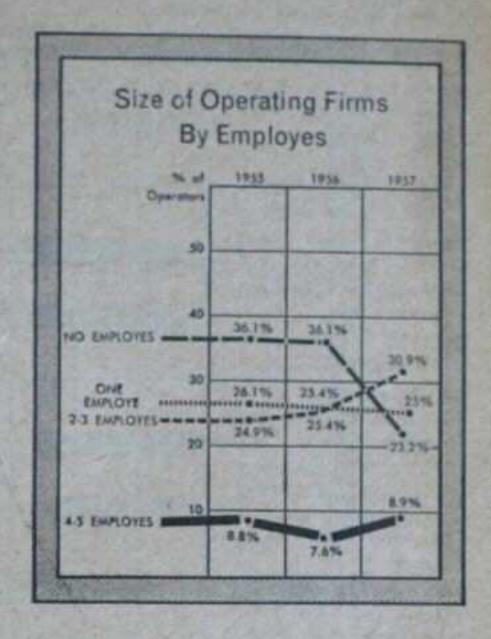




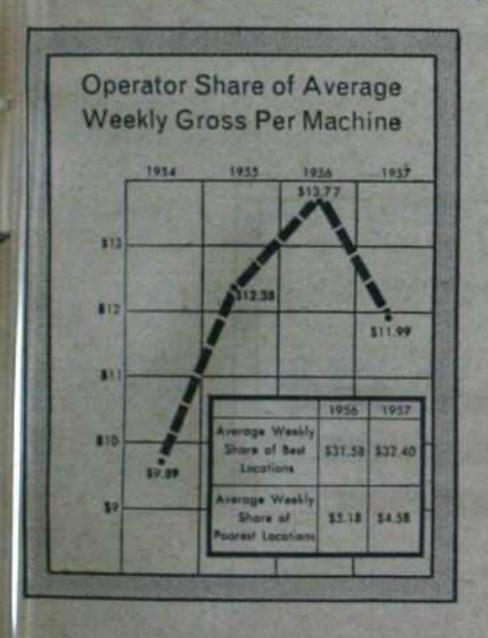
the size of their operations

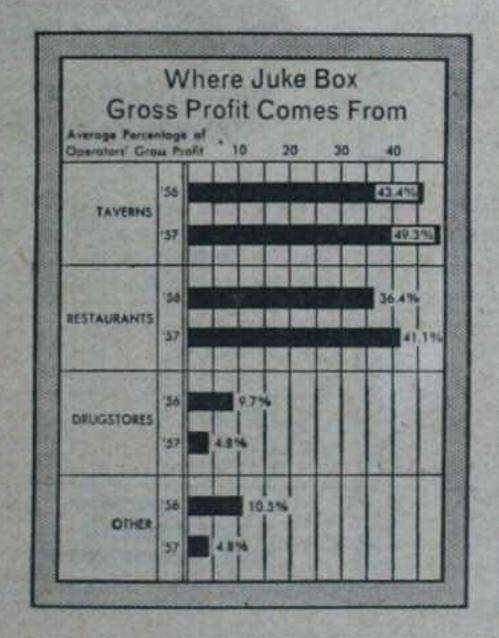


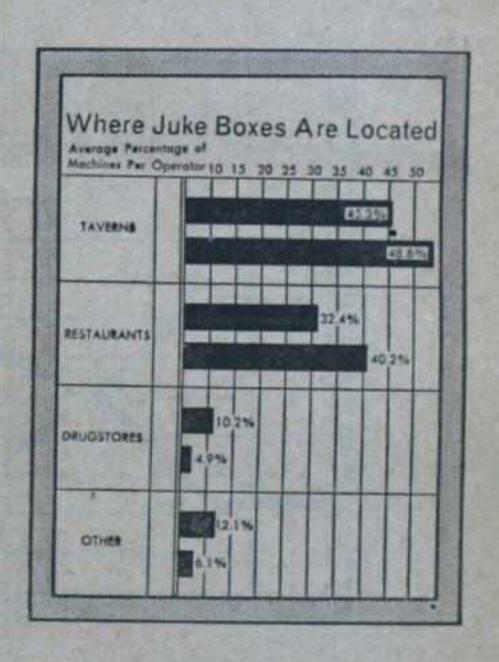




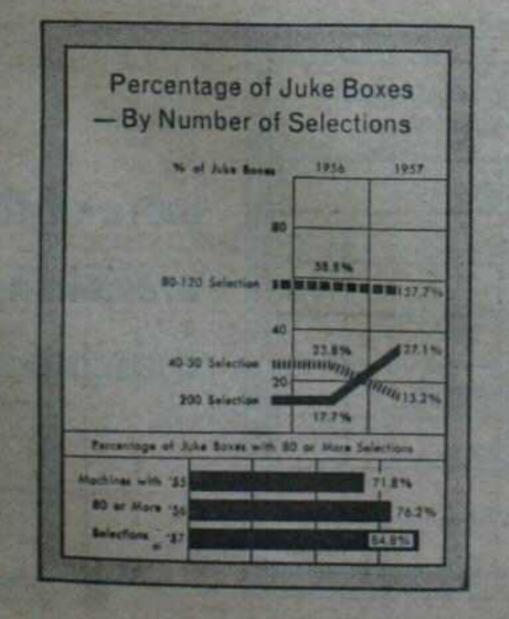
how much they make per juke box

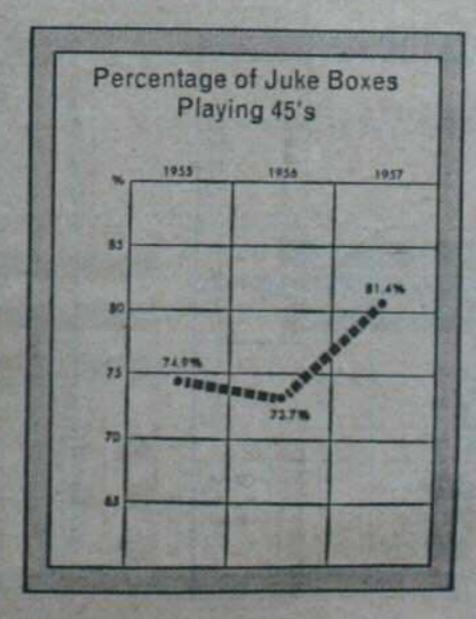


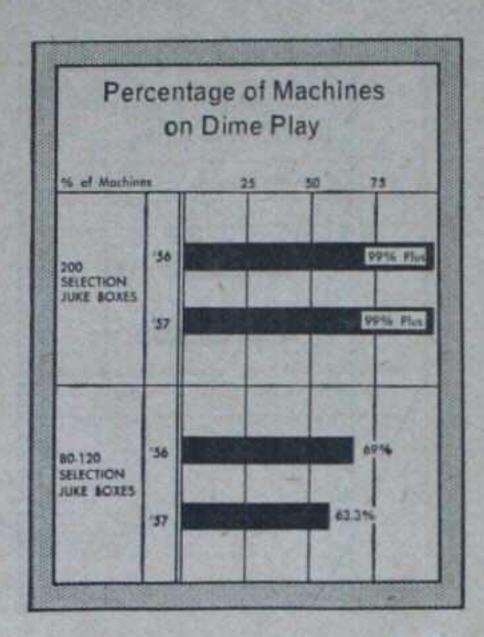




types of juke boxes they are using

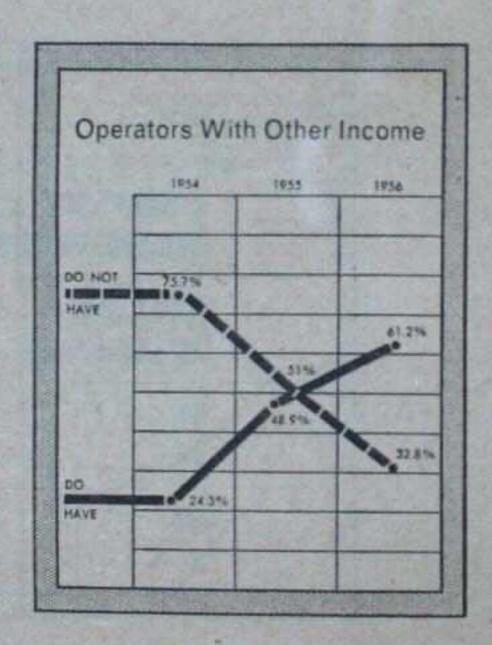


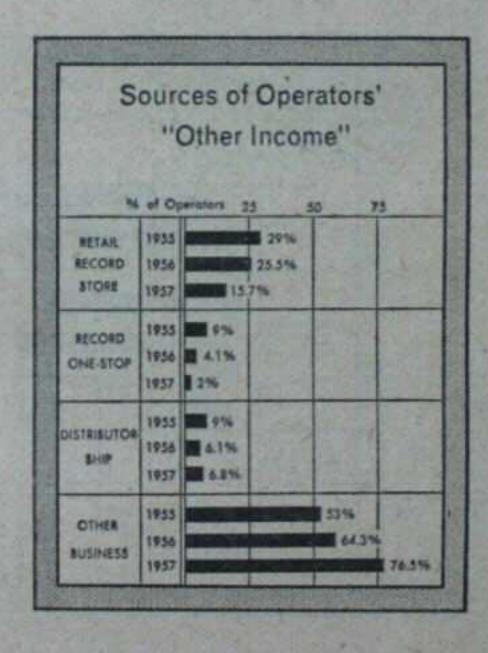




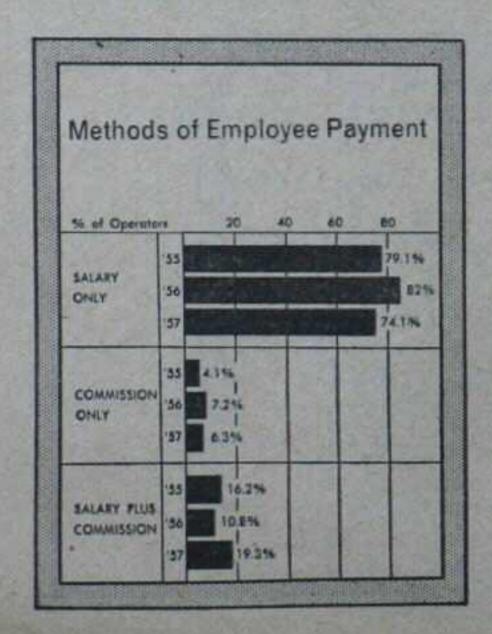
Methods	ofLo	ocation	n Pay	ment
Commissions Poid to Locations by Operators	200%	86-120's 1936	300's 1957	1957
Flat Fercentage of Grass	57.6%	68.3%	56.4%	\$7%
Guarantee Plus Percentage al Grass	11%	2.4%	7.6%	8.7%
Festol	1.9%	0.9%	3.2%	2.8%
Front Money Flue Percentage	13.4%	E.9%	11.5%	8.7%
Using Variety of Methods	18.1%	16.5%	19.2%	21.7%

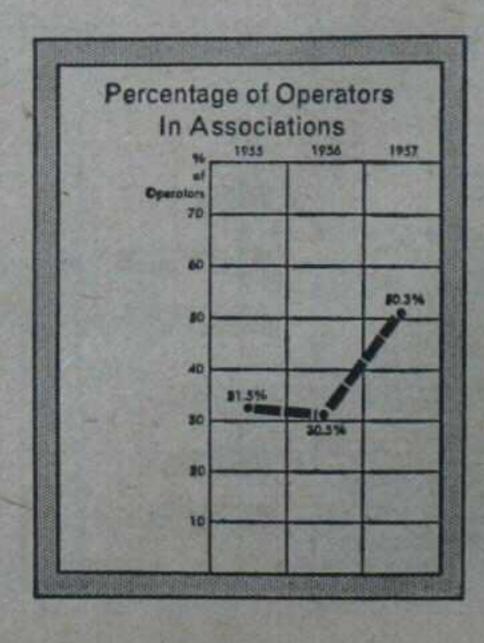
how they
earn their
operating dollars





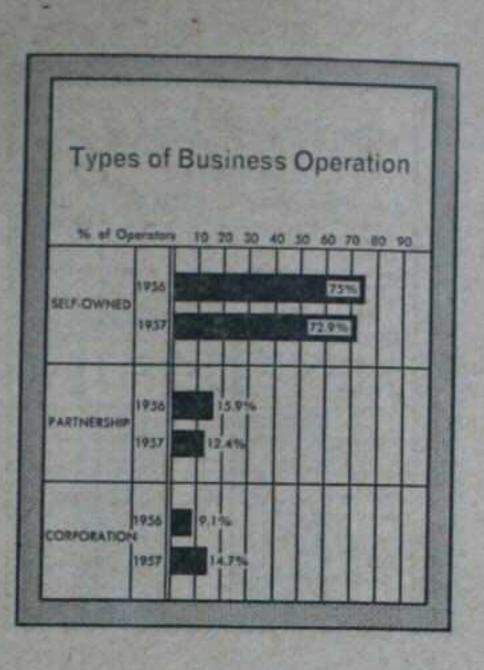
many have some income outside operating

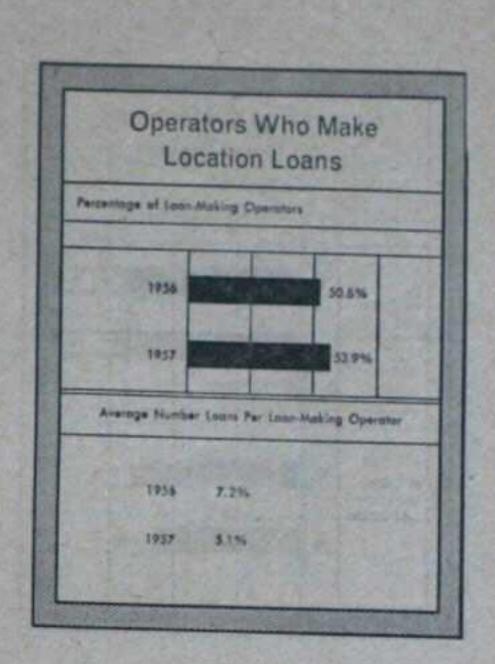




more of them are joining associations

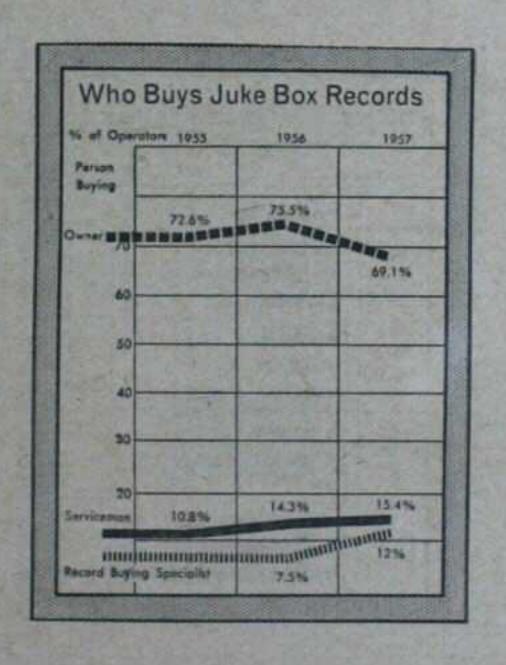
most of them have self-owned companies

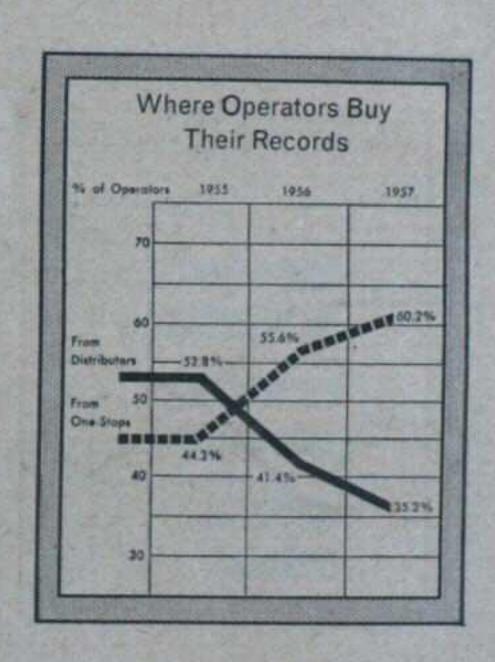




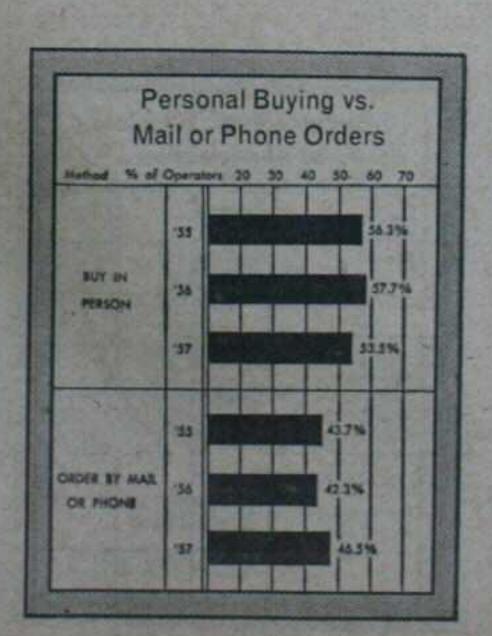
PART 2:

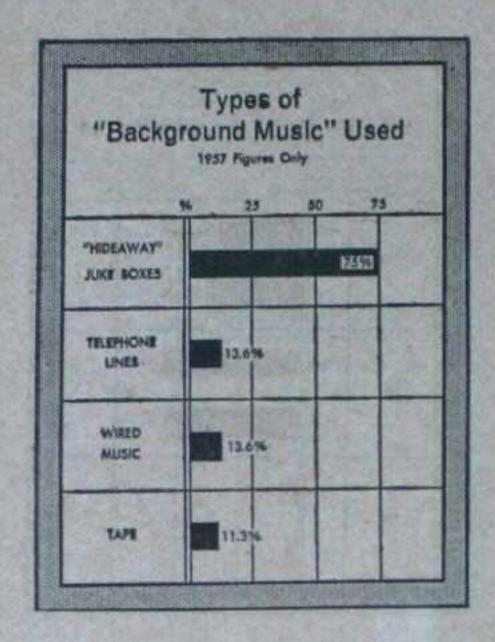
RECORD
BUYING,
PROGRAMMING
ANALYSIS

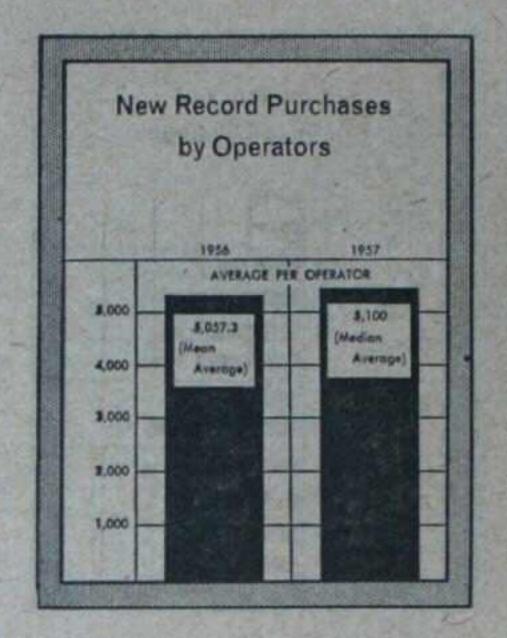




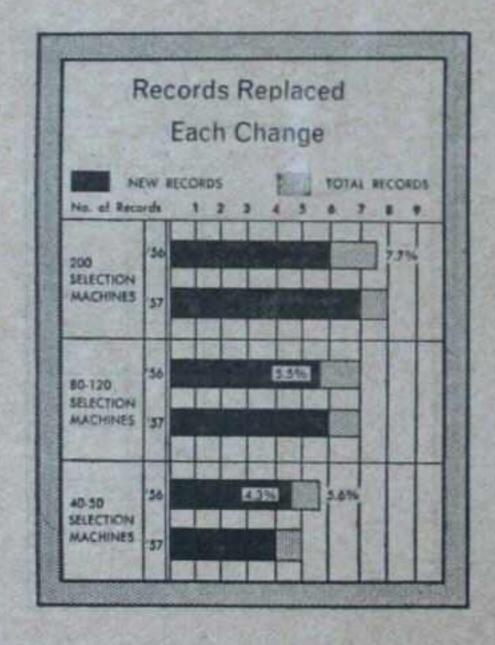
how they buy most of their records

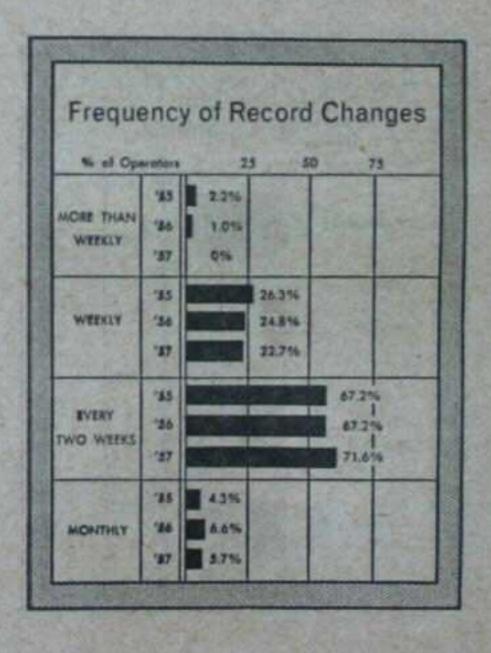




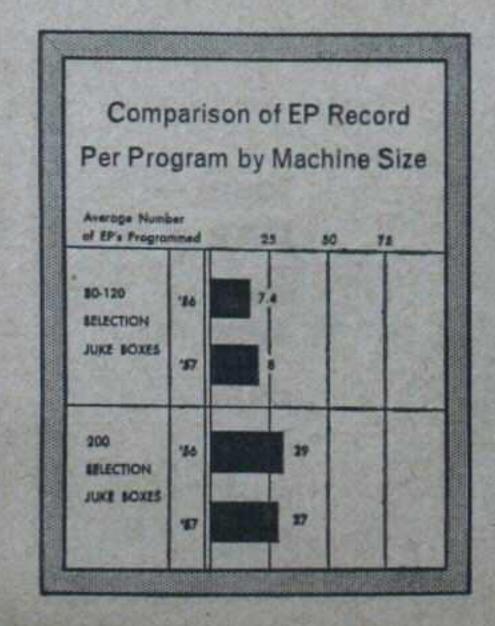


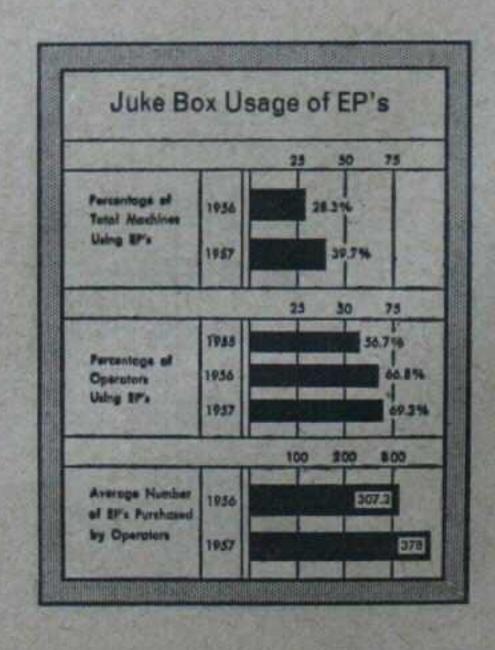
of new disks
they buy



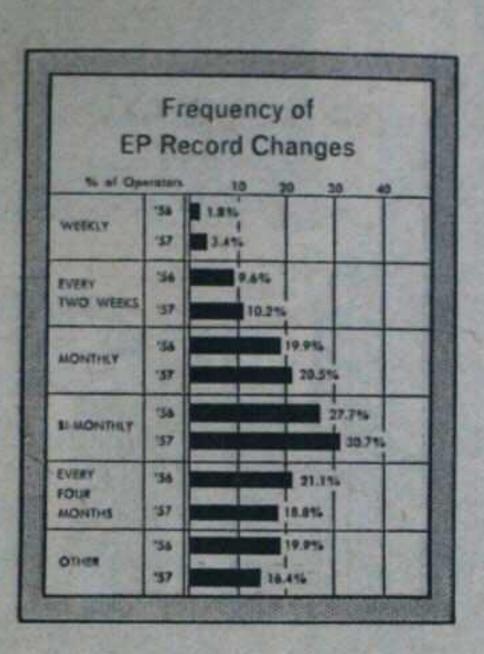


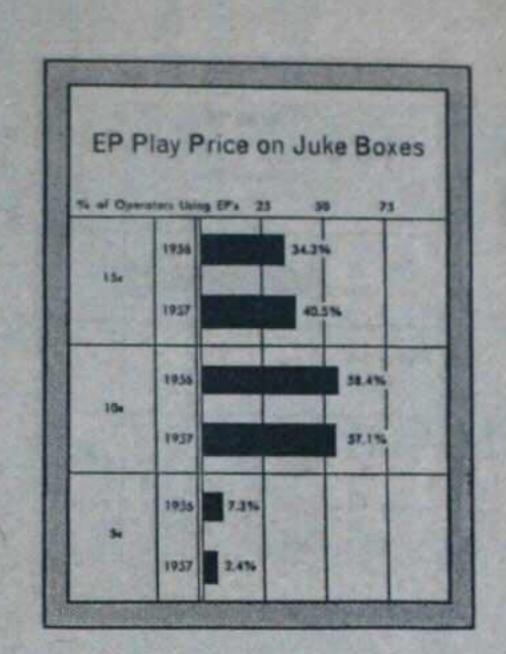
when and how many they change each time



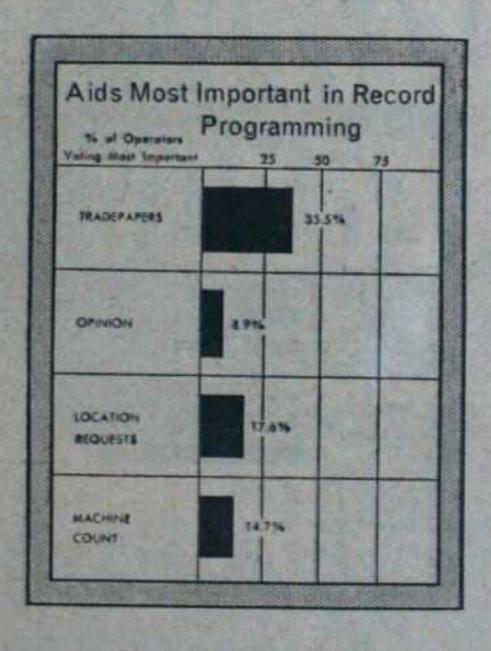


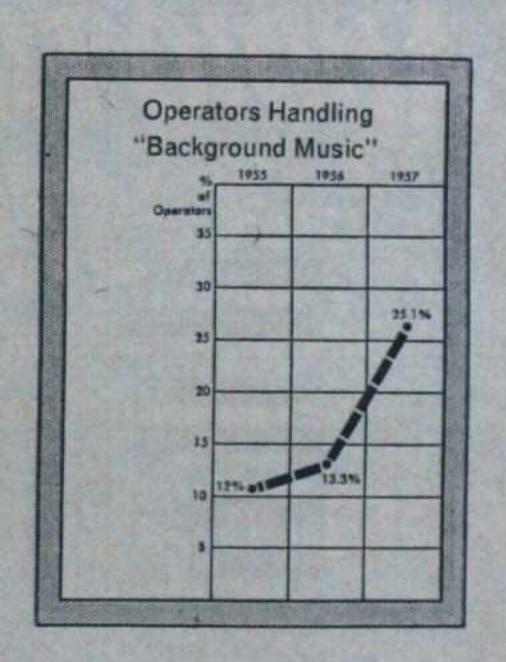
how many ep's they are programming how they are charging, changing ep's



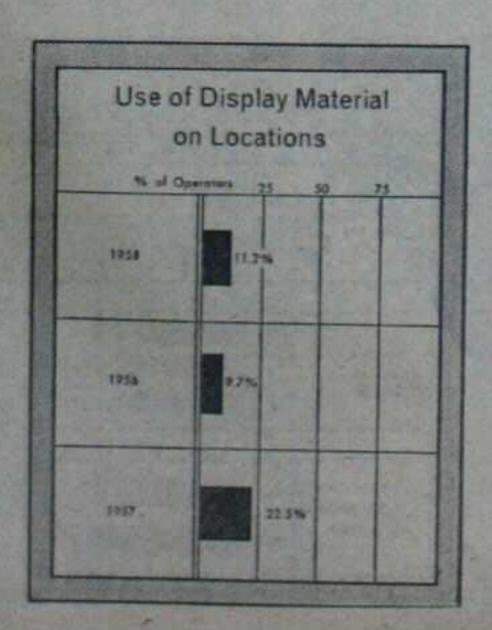


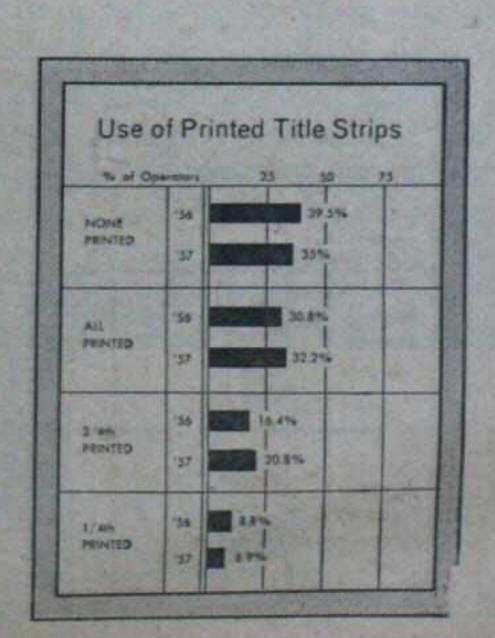
programming aids
they find
most helpful





how they are using juke box display





FIRST

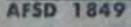
in high fidelity recordings

MOA CONVENTION SECTION

FIRST

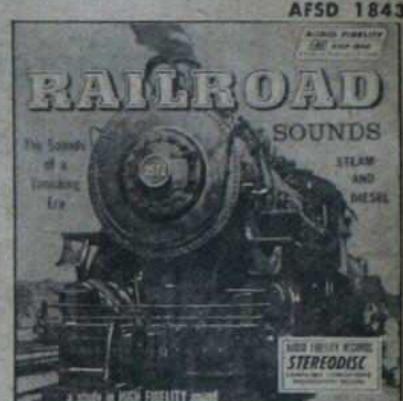
in stereophonic recordings . . .





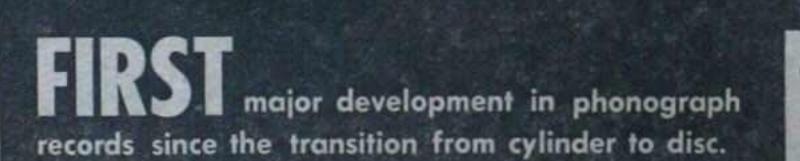






AUDIO FIDELITY STEREODISC

the first new long-play Stereophonic Phonograph Record!!



FIRST in a series of special Stereodisc versions of hits from the Audio Fidelity catalog.

Stereodisc was developed using the Westrex 45/45 system. For the hi-fi fan who has received his Stereo Cartridge these are the first Stereo phonograph records.

AFSD 1857 AFSD 1844





VOLUME 4

each STEREODISC* LP - \$6.95

write for free descriptive brochure.

AUDIO FIDELITY, INC. 370 Eleventh Avenue, New York 19, New York

Cres. spp. for

MR. DEALER: THIS SEASON GET YOUR BIG

AUDIO CAF, FIDELITY SDOLLAR SPROFITS SELL-UP With AUDIO FIDELITY

REMEMBER YOUR BIGGEST \$\$ PROFITS \$\$ ARE WITH AUDIO FIDELITY

DISPLAY - SUGGEST - SELL AUDIO FIDELITY RECORDS

> These are the finest and most easily saleable records in your shop. They are the most profitable sales you can make!

BEWARE OF IMITATIONS OF ORIGINAL AUDIO FIDELITY HITS!!!

THIS WEEK'S IMITATION MAY BE NEXT WEEK'S RECORD CLUB!

CHEAP MERCHANDISED MARKED-DOWN IMITATIONS ROB YOU OF PROFITS!

SELL-UP With AUDIO FIDELITY

Lowering of List Prices and "Mark-Down Merchandising" by record companies have drastically cut the dollar value of your earned assets and inventory. Your profit on the sale of an ordinary Album has been slashed at a time when you can least afford it! The sale of an AUDIO FIDELITY LP Album has always provided you with the greatest cash return and legitimate profit!

SELL-UP Twith AUDIO FIDELITY

Remember...your BIG \$ PROFITS \$ ARE with

AUDIO FIDELITY - the album with the Built-in Profit Margin



CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY! WAF



AUDIO FIDELITY RECORDS . 770 ELEVENTH AVENUE . NEW YORK 19, N. Y.

FOUR A WEEK PER UNIT

MOA CONVENTION SECTION

Non-Hit Records Hike Juke Play 15% for Detroit Firm

- Operator says that the popularity of non-unit music is growing and that it makes money
- Strives to emphasize individuality of each location and talks up program to customers

By DORIS MILATZ

INCREASED play on a juke box can be boosted 10 to 15 per cent if proper attention is given to non-hit record programming.

This is the experience of Edward Grodzicki, who operates the E. & A. Music Company, of Dearborn, Mich.

He programs up to four non-hit records per machine each week because he has found the popularity of the non-hit music has grown steadily during the past dozen years from nothing to at least 25 per cent currently of the disks receiving the most volume of plays per week.

This operator bases his success in the use of non-hit tunes on three basic factors: The type of location, the nationality characteristics of the people frequenting the location, and the type of "special requests" received from the customers of that location. Added to this are Grodzicki's own professional instincts in programming gleaned from 21 years as a nuscic machine operator covering routes in the Detroit and suburban Dearborn areas.

To be considered successful by this operator, the non-hit times must show a number of plays topping those of the current hit times. In most instances he finds they do.

Special Requests

Much of the non-hit play popularity is caused by special request numbers from various locations. As often as half a dozen times a week, location owners report to Grodzicki these special request numbers that are not of the top hit time category. Most of his non-hit records are on 45 r.p.m. singles. He will put in an EP non-hit only when the non-hit time cannot be obtained on a ringle.

The reason Grodzicki stresses the importance of the type of location is because the majority of his special request non-hit tunes and the greatest strength of popularity in non-hit plays stem from the locations where preferences in hillbilly tunes, polkas, or Italian numbers predominate.

In locations where non-hit times will bring in the most amount of plays, the music machine receives an average weekly programming, with at least 10 per cent of it non-hit tunes. This 10 per cent will be predominately one of the three types of tunes mentioned. Grodzicki will try to keep such specialized types of music in these locations as consistently as possible to build up customers' favorites and repeat plays. Eventually, the customers come to expect this type of music at this location and return to play ft at this machine.

his non-hit play popularity into as wide a range of music categories as possible without merely depending upon the special request numbers for non-hit tune play increases. One instance is the demand for a non-hit artist who

is showing a local popularity, or a recurrent popularity of a standard.

Grodzieki acknowledges the fact that it is occasionally an effort to obtain a certain request tune or particular category of non-hit music for a location, with sometimes as many as three or four stops made before he can find it.

Extra Effort

"But in the long run, an operator will find that this personal extra effort is well worthwhile, if only because it will keep up and build up more direct interest in that specific juke box by the location's customers. In effect, each customer gets the feeling that my juke box is there with the tunes I want to play, and will have the tunes I want to ask for, and that the programming has been set up especially for my



Edward Grodzicki, of E. and A. Music Company, Dearborn, Mich., believes proper "non-hit" programming can boost play 10 to 15 per cent.

musical tastes, and not just what every other juke box has in a run-of-the-mill selection." Grodzicki explains.

Profit-wise, that juke box, in turn, will show an increase in plays up to 15 per cent, even when it is only on the placement of one special request non-hit tune. "We find that in some cases, a non-hit tune that hasn't earned a dime in any other location in the city, can be requested in one location suddenly and will spin the clock for 65 plays for the week," he said.

Library Tunes

Catering to his special request plays as he has for the past 12 years since he first noticed their development in music machine play, Grodzicki has been carefully compiling his own library of the most popular disks of non-hit tunes which have proven themselves perennial winners. These are the non-hit tunes, not merely standards, which will bear further play if put on the program again after a period of time.

He has polished his technique in building non-hit tune play to the point that when he has installed a special request non-hit tune or a certain type of non-hit numbers in a juke box, he will spend a few minutes in that location "talking up" that tune or group of tunes to the customers. This includes casually mentioning the "Joe Doakes" who may have requested that tune, and this generally arouses the interest of the friends of "Joe Doakes" who hap-

pen to be present, and invariably produces additional plays on their part.

A typical non-hit tune that recently increased play for a machine, Grodzicki cites, is a standard in the polka category. For example, "Because of a current trend to polkas at some of my locations, I pulled out of my library the "Beer Barrel Polka" disk, popularized in this version by polka artist Will Glahe, and it is getting very excellent play at some of my locations."

Other locations are doing equally well or better with non-hit Dixieland records, that are being played even more than are the current hit tunes. Three or four Dixieland records in each of the juke boxes at these locations were put in because of the interest by about just as many customers. However, repeat plays on their part has caused interest to build to the degree that most of the customers are turning to Dixieland.

Experimenting

Among the several reasons for the tremendous growth in non-hit tune popularity within recent years are the 100 to 200 selection machines which provide (Continued on page 68)

OP FORMULA:

Front Money For Disks

- Stop must average \$25 per week or pay for disks
- No ceiling on record buys for top-income stops

FIFTEEN years of operating both big and small routes of music machines have led Charlie Hartman, Watertown, Wis., operator, to adopt several successful rules: (1) Locations that do not take in at least \$50 every two weeks must pay for the new records placed in their juke boxes, and (2) an operator has to program the disk hits being featured on the air in order to win a maximum amount of play.

"I explain the cost situation which faces me as a juke box operator to my locations as clearly as I can," says Hartman. "Before I take on a new location there has to be a definite understanding with the owner about the number of records that he can expect at each servicing."

According to Hartman, he does not "budget" the number of new records he replaces in a machine when they are serviced. An average expenditure per location, however, is kept in mind when he makes his weekly record buying trip to Milwaukee.

New Records

"But it makes little sense to try to hold to a predetermined number of new records each week or two weeks per machine," he feels. "My route is small enough so that I am able to gauge closely just how much I can afford to spend for records on an individual location. If a location is one of my top spots, producing consistently (Continued on page 68)

GET PLAY ALWAYS

Standards Pay— Just Check Meter

- e Compare five top standards, five top hits for facts
- Shaw, Miller, Dorsey, Berigan keep racking up coins

By ELTON WHISENHUNT

NON-HIT music pays handsomely to Memphis music operators who use almost exclusively old standards by some of the great recording stars of pre-World War I and World War II days on most of their phonographs.

Almost all operators use some, usually from six to a dozen on each machine, depending on the juke box; if it's a 100 or 104-selection machine, the number is five or six; if it's a 200 machine it may be a dozen. Sometimes more.

A few operators use show times or classical or semi-classical records in perhaps one or two special locations, but the use of these non-hit times is very small.

But the standards are used widely by all. This correspondent interviewed three top opera(Continued on pure 55)



EDWARD H. NEWELL. He uses non-hits on his route, mostly eld standards among the 10 per cent of non-hit tunes. His non-hits include a few semi-classical, polks, even some Greek records one location wanted, but mostly old standards that are still getting good play.

Average Plays: Standards

Here's a chart on the average plays per machine on the route of each operator. Besides listing the five most played standards and the number of plays, the chart will list below it the top five hit tunes below the standards and the number of plays they received. The plays are an average of all the machines on which the operators have standards and hits both for the last week of March:

Joe Cuoghi, Poplar Tunes Music Service:

Tune:	Artist:	Labelt	plays
Stardust	Artie Shaw	RCA	20
Boogie Woogie	Tommy Dorsey	RCA	18
In the Mood	Glenn Miller	RCA	17
Beer Barrel Polka	Clahe Musette Ork	RCA	14
Coconut Grove	Harry Owens	Decca	13
TOP HITS- Tune: Tequila	Artist: The Champs	Label: Challenge	No. playsi 82
I Can't Help It I Can't Stop Loving	Margaret Whiting	Dot	78
You	Don Gibson	RCA	77
I'm Gonna Be a Wheel	Bobby Mitchell	Imperial	74
Looking Back	Nat King Cole	Capitol	71
Parker Henderso	n. Southern Amusem	ent Compan	V:

No. STANDARDS-Labelt playsi Tune: Artist: 18 Artie Shaw RCA Stardust 16 Artie Shaw RCA Begin the Beguine I Can't Get Started 15 RCA Bunny Berigan 13 RCA In the Mood Glenn Miller

Pennsylvania 65000	Tommy Dorsey	RCA	11
TOP HITS-			No.
Tune:	Artist:		playsi
Tequila	The Champs	Challenge	80
Are You Sincere	Andy Williams	Cadence	76
World in His Hands		Capitol	71
Sugartime	McGuire Sisters	Coral	63
Cute	Kimball Coburn	Riverment	57
(Cute is the first	record of Rivermont,	a local label,	and is

(Cute is the first record of Rivermont, a local label, and is catching on in Southern Amusement juke boxes.)

Tune: Artist: Label: play Josephine Lawrence Welk Coral 38 Stardust Artie Shaw RCA 2 In the Mood Glenn Miller RCA 18 Begin the Beguine Artie Shaw RCA 18 Boogie Woogie Tommy Dorsey RCA 18 TOP HITS— Artist: Label: play I Can't Stop Loving You Don Gibson RCA 88 Tommy Don Gibson RCA 88	Elmal II Non	-II O-matt Amusen	ment Compan	V*
TOP HITS- Tune: Artist: Label: play I Can't Stop Loving You Don Gibson RCA	STANDARDS— Tune: Josephine Stardust In the Mood Begin the Beguine	Artist: Lawrence Welk Artie Shaw Glenn Miller Artie Shaw	Label: Coral RCA RCA RCA	No. playsi 39 21 19 15
You Don Gibson RCA	TOP HITS-			No. playm
Are You Sincere Andy Williams Cadence Sugartime McGuire Sisters Coral	You Tequila Are You Sincere Sugartime	The Champs Andy Williams	Challenge Cadence	88 83 80 49

Bobby Mitchell

Wheel

Imperial



KEWPIE DOLL

C/W

DANCE ONLY WITH ME

(from "SAY DARLING") VI-7202

AND DON'T FORGET ...

CATCH A FALLING STAR

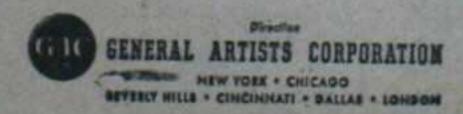
C/W

MAGIC MOMENTS

VI-7128

PERRY COMO

RCA VICTOR



Operator Tells How He Makes 25% of Gross on Non-Hit Tunes

- Know-how, patience, ambition and pushing tunes are necessary in order to earn top dollars
- Pricing all non-hits at a dime, they are all tunes with well-known artists

By MAURICE BERNSTEIN

unsuccessful, it must be blamed on a lack of patience and ambition on the part of the operator."

This is the opinion of Danny Heilicher, head of Advance Muzie Company, Minneapolis operating firm.

As Heilicher sees it, there are three reasons why some operators are doing poorly with non-hit programming:

1. Non-hits aren't left on the juke box for a long enough time.
2. Non-hits aren't carefully

chosen.
3. Operators "lack the ambition" to promote the non-hits with

point-of-purchase displays.

Fair Trial

"It appears that a large number of operators are rejecting the non-hits," says Hellicher, "before they give them a fair trial."

He asserts that non-hits "can't possibly be expected to get the number of plays in a one-month period that the top 10 tunes receive. But this is what many operators are expecting."

What does Heilicher consider "fair trial" period for non-hits? "I would say that at least six or seven months are necessary to prove the value of non-hit programming."

Heilicher claims that a large number of operators forget, when they reject non-hits, the constant expense necessary to replace short-lived hits.

"I think it's time for a reminder," he says, "that it costs nothing to leave a non-hit on the machine for five or six months."

Heilicher advocates that nonhits can be, over a period of several months, more profitable than hits.

1 Mo. Vs. 6 Mos.

"Let's assume that a hit, over a four-week period, brings in \$10 on a single machine," he says. "The hit tune is of the short-lived variety, we'll say, and has to be replaced after another few weeks. Let us also assume that a non-hit disk purchased at the same time as the hit, and left in the machine for six months, collects \$12 or \$13 in that time.

"Now some operators will argue that the few dollars difference over a six-month period really doesn't matter," says Heilicher, "but they are ignoring the fact that it has been necessary during those months to replace the hit three or four times. The non-hit is probably good for another six months and has been over this long period a better investment than the hit.

How does Heilicher determine which non-hits will be the best investments since he has no charts to work from?

What to Buy

"I listen to a lot of them myself," he says. "If I like them, I put them on the juke boxes."

Heilicher suggests that in making non-hit selections, operators seek variety and "trust their own musical judgment."

Where time won't allow for a "private screening" Heilicher makes his choices on the basis of "artist integrity and familiarity of the tune."

He says that "it's hard to miss with artists that are well known in their field-whether it's jazz, Latin American, old time or 'mood music.'"

25% Non-Hits

Twenty-five per cent of the disks in Heilicher's neighborhood locations are non-hits. He prices all of them-EP's and 45's-at 10 cents a spin. He claims to have had poor luck with dual pricing and with non-hit programming in transient locations.

"Non-hits, however, never fail to account," he says, "for at least 25 per cent of our total collections."

A leading advocate of point-ofpurchase juke box displays, Heilicher feels that it is not enough to program non-hits.

"If they're going to really pay off, they have to be pushed."

P-O-P Displays

The first local operator to make use of P-O-P items (The Bill-board, January 13), he has been experimenting with an 'Artist of the Month' promotion in several locations, where he has displayed several EP jackets of a particular artist, with about a dozen selections by that artist on the juke-box.

Among the featured artists have been Stan Kenton, Ella Fitzgerald and Minneapolis Dixieland star "Doc" Evans.

"It takes extra effort to use P-O-P displays," says Heilicher, "and that's what's keeping many operators from employing them."

He feels that operators who are doing poorly on non-hit collections, and won't try P-O-P promotion "merely lack ambition."

"From our own experiences I can guarantee," he says, "that well-chosen non-hits, promoted with point-of-purchase displays can mean a large increase in profit."

Program by The Beat: Op

says Frank Gill, a Los Angeles operator who handles a number of juke boxes in Mexican spots for William Leuenhangen.

During the years that he has serviced such spots, Gill has not formulated any set system for picking the hits. He generally uses five American records (top pop times) at least per machine

Changes No-Hits Weekly for Top

- Op finds old favorites
 still pack a wallop
- Programs four or five each week on each stop

THE juke box operator who leaves non-hit records out of his programming is making a serious mistake, reports Jack Arnold, president of American Amusement Company, of Amora, Colo.

While non-hits are certainly a long way from the hackbone of Arnold's route income, they are a very important and absolutely essential part of it—to the point that Arnold schedules a new batch of non-hits on all of his locations at least once per week.

15 Plays

For the first week, the average spins will amount to 15 plays, usually dwindling slightly for the second week and dropping down to five per week at the end of the month.

Because this is the sort of average which the routes have accomplished consistently. Arnold short-cuts the profit by installing four or five new non-hit records every week, on every juke box, extracting maximum play from each, and then repeating the cycle all over again the following week.

Non-Hits "Musts"

Ordinary common sense should be enough to warrant the operator in programming plenty of nonhits, particularly where the favorites of two years ago, three years ago, and 10 years ago are concerned, Arnold points out. "I like to think of myself as an average adult of middle age," he said. "Naturally, I enjoy a little rock and roll and rhythm. At the same time, however, I like to hear the favorites which I remember back a few years, and I would cheerfully part with a few dimes to hear them during an evening hour."

"That's the basis we go on; the fact that there is always a percentage of older adults in any tavern or restaurant location who are less interested in whether a disk on the phonograph is on the hit parade at the moment, than they are in soothing, pleasant bit of music which they have always enjoyed hearing," he says.

Planning

In planning his non-hits, it is difficult to set down a specific formula, Arnold indicated. For example, he pointed out, where he experimented with a combination split down the middle 50-50 on yocals and instrumentals, he found that the play for both types of non-hit old favorites was just about equal. The customer doesn't care whether it is a song, or strictly instrumental music, and consequently, he picks his nonhits on their titles and previous popularity, irrespective of the artist, the orchestra, and similar consideration.

One of the better features of the use of non-hit records is their

want them. The remainder of the machine will be filled with tunes and, in many cases, artists, whose names crop up only now and then in public preference but who are good money-makers for their respective recording companies.

(Continued on page 68)

universality where appeal is concerned, according to the Colorado operator. Experience has taught him that the same "old stand-bys," spotted on 20 machines, for example, will show very close to the same amount of play since there are always enough adults who enjoy nostalgic tunes to keep the disks spinning. This is particularly true of the music which hit its top popularity two years ago, not old enough to be listed as an "old favorite" but still well remembered and appreciated by the player.

Among the consistently valuable non-hits are records by Glenn Miller, older Margaret Whiting songs, some of Eddie Howard's top numbers.

During January, February and March, typical numbers which showed a continuing degree of popularity for all locations included "Long Ago and Far Away," by Margaret Whiting; "Stardust," by the Boston Pops Orehestra; "Cocoanut Grove," by Harry Owens; "Careless," by Eddie Howard; "Tenderly," by Rosemary Clooney, and the two perennial Glenn Miller favorites "Moonlight Serenade" and "Sunrise Serenade."

"I can't be too specific as to what will make a steadily playing old favorite," it was pointed out. "But one certainty is that so long as the number was popular a few years back, it will show a steady, profitable play in almost all locations."

15e, 2 for 25e

American Amusement Company programs its non-hits in both EP's and singles, the usual rate 15 cents or 2 for 25 cents where each is concerned. A chart for a typical week shows five record changes on the half of the machine, and six on the other half, about 25 per cent of the total new records added in the non-hit category being EP's.

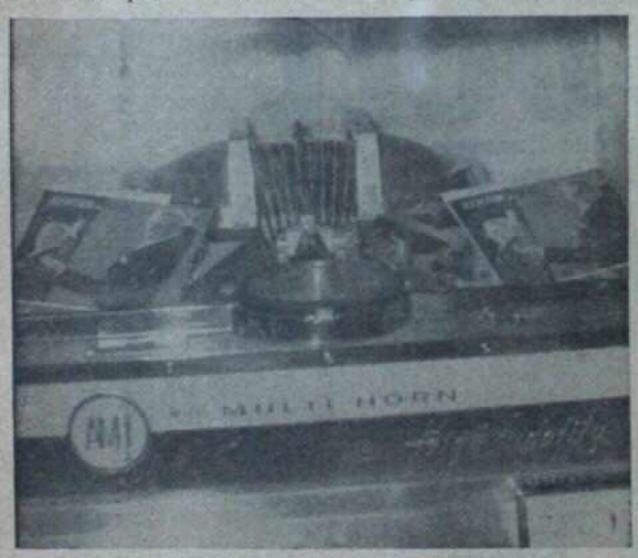
Arnold is guided not by the type of record, but the melody itself in spotting these records, and never hesitates to add EP's at 85 cents where he thinks that the number involved is better presented on the EP than a 60-65-cent 45 r.p.m. single.

"The important thing is that we give everybody in the location music to appeal to them." Arnold said. "Of course, we always have the top 20 hits, possibly even 40 hits, plenty of rock and roll, jazz, novelty numbers, Westerns, a touch of hillbilly music, and plenty of old favorites."

'Not for Space'

The non-hits interspersed in between are not there just to occupy space. They are the results of careful planning by our programming expert, and they have often made the difference between a moderate profitable location and a thoroly profitable one."

Arnold, incidentally, altho his base of operations is the Aurora suburb to the east of Denver, is president of the Colorado Music Merchants Association, a Statewide group with headquarters in Denver. Out regularly investigating all facets of the juke box industry, Arnold has found that operators who overlook the non-hits categories are actually losing money by doing so.



EF album covers are positioned inside the cabinet to attract the eye by Danny Heilicher head of Advance Music Company of Minneapolis.



DISPLAY ADVOCATE Heilicher experiments with "Artist of the Month" display positioned on top of juke box. Display features EP album covers of an artist with a dozen selections of the artist on the machine.

Thanks a lot for all your help. Hope the your help. Hope the success. Your boy.

CURRENT RELEASE:
SUGAR MOON

| SOUTH |

MOTION PICTURES:

20th Century-Fox production

"MARDI GRAS"

Shooting in July

Exclusively Tot Records

Personal Management
RANDY WOOD-JACK SPINA AGENCY
157 W. 57th St., N. Y. C. 19, N. Y. PLaza 7-4877

Bookings



Press relations

FOLADARE-GREER & ASSOC.

Suite = 118, 1741 No. Ivar Ava. Hollywood 28, Calif.

EXTENDED SPLIT EXTENDED

Range of Op Reaction to EP's Is Wide, Wide, Wide

- Motor City operators' views on these disks are good example of division of opinion about them
- One thing all agree on: The records are causing experimentation which shows not all patrons like one type of music

By HAL REVES

OPERATOR experience with extended play records is highly diversified in the Detroit area, ranging from poor to excellent.

The need for careful study of location tastes and for intelligent programming are necessary conclusions to draw from a survey of the Motor City.

One conclusion appears certain:
Operators who do program carefully tend to find that revenue from EP's is relatively consistent—and very welcome in view of the compartively low turnover in replacements—when the locations are properly selected.

EP Use

Virtually all large operators appear to have EP's on at least some of their machines. A few small operators do not use any. One operator reports more EP tunes (not records) than singles on his machines.

The Detroit picture is best presented in a few typical capsule case histories of operating routes.

One of the oldest active operators in years of experience, Anthony Sirocuse of Circle Music Company, Dearborn, who has been in the automatic music business since the mechanical piano days of 1921, is using EP's on all his units equipped for dual pricing, but is not happy about them.

"My experience is that they are not doing so well. People seem to absorb about 10 or 12 tunes at any one time—the most popular—and the rest have only a moderate play. When you are dealing with EP's, the numbers do not seem to be as popular," so he considers the play unsatisfactory.

Sirocuse points to what he terms another flaw in the appeal of these disks: "Even if you had popular numbers on EP's, it seems that in order to play the number the customer likes, he has to play another that he doesn't care for. In my opinion the dual records or EP's do not go as well for that reason. People prefer to pick a record they like, themselves."

40 Per 200

Operating policy statistics constitute a significant pattern, varying from firm to firm as disclosed by this survey. Circle Music uses about 40 EP's on a 200-selection unit, changing a section of them about once a month, rather than weekly as on other records. In dime play locations, they typically offer EP's for 15 cents, while in nickel locations, EP's are offered at a dime.

The survey disclosed that no operators are prepared to furnish a list of actual programming used. Few, if any, appear to maintain a central office record of what they have placed on the machines specifically, and most appear to tailor the individual machine to its location, so that

there is marked divergence within the same route. The full experience and know-how of the
individual serviceman or collector
are brought into play in deciding
what will go in but a written
accounting is rarely maintained
in a form that proved adaptable
for statistical purposes.

Few EP's

"We have very few EP's on, and the few we have don't get play, except in a very few locations," is the discouraging report of Frank Alluvot, head of Frank's Music, one of the largest operations in Detroit.

"When you put EP's on machines, you lose sight of the fact people want the chance of selection, which is the greatest thing in automatic phonographs."

He likewise stressed that "People don't want you to give them anything, they want to buy what they want"—and hence do not care much for the second number given on EP's.

Alluvot now has EP's on about 15 per cent of his machines, but in the past six months has simply quit buying models that use EP's. The pricing pattern varies—he has tried offering EP's at a dime in nickel juke box locations, and has also tried a "nickel straight across the board," including EP's. In other locations, offering pop tunes at a dime or three for a quarter, he offers EP's at 15 cents or two for a quarter. Results from all are reported unsatisfactory generally.

2 to 3 Per Week

Frank's Music typically changes two to three EP's a week on machines having them. Some EP records stay six months, and the average is about every month—"EP's are supposed to be standards," Alluvot notes. On a 100-play machine, they will have five to six EP's, and on a 200-play model, about eight to 10.

Moss Music Company has EP's on all its newer machines—about half the route at present. Pricing varies according to the machine and location, including the variety of two for 15 cents, four for a quarter, and a straight dime.

EP's are changed every week or two, according to service requirements, but certain records, such as standards, that location owners request to have left on are, of course, retained indefinitely. At least one column (20 sides) of EP's is used on a 100-selection machine, while 30 to 40 will be used on a good 200-selection location.

No special separate programming is used, Erwin B. Moss says, on the EP's-basically the hit numbers are in the first two columns, mixing the EP's and pops together. No two locations are alike, and preferences vary even in locations across the street from one another.

Actual numbers used are governed largely by requests

from locations, says Moss-"Anything that is good and we think will take in money, we put on the machines."

Long Range View

Some of the unfavorable attitude toward EP's may result from
the point of view. Play over a
given period of time may seem
discouragingly small, but over a
long haul it may prove a quite
profitable investment, suggests
Fred Rossie of Western Sound
Distributing Company. He points
out the advantages of the standard numbers typical of EP's in
their longevity:

"A hit tune will get 10 times as much as a standard. But you can take a standard off and bring it back six months later. A standard is a permanent investment

"The person who plays standards doesn't play hit tunes; and the person who plays hit tunes won't play standards."

He cautions that "You can't leave too many hit tunes on the machine, because then you lose play from those who want standards—if they see too many hit tunes on, they walk away—and the standards are the back-bone of the business."

Avon Music Company, operated by Harvey Dickens, uses EP's extensively, especially on the 200-selection models. All are offered at a dime or three for a quarter, with regular records typically at a dime on the same machines. The same price for EP's is also used on a number of units which offer regular records at a nickel or six for a quarter.

Number Varies

The number of EP's to a machine will vary—there is no set formula. Nor is there any rule for frequency of changing EP's. Because it is expensive to change them—because of the investment—Dickens likes to keep them out quite a while. "We don't change the EP's around much on the big 200-selection machines—they last a long time, because they tend to be old favorites, classical music," and plenty of people like to play them time and again.

Another large operation, the Bush Music Company, has EP's on about 70 per cent of their juke boxes-all 200-selection machines. The number per machine varies according to the collector and the location. Again, there is no formula that can be averaged. Some EP's are changed at least every two weeks, but many stay on a long time. EP's are replaced on the average about one-third as often as pops. They are usually sold at a dime straight, or 15 cents in dime locations.

Partner Linden F. Bush likes to program EP's because they help play. On programming, the EP's tend to be divided into the categories on the machine typically in standards and in western music,

Tune By Artist

Bush has an unusual programming technique, which may be studied best in a typical location using considerable pop music, like Sinatra or Nat King Cole. Here

he takes disks by the same artist, which may often include the same tunes on regular and EP records, and places them together. The disks are combined according to the artist, or perhaps grouped for the music from a complete show. Thus the patron who likes Sinatra will be able to find all Sinatra numbers together in one place on the board. This appears to encourage repeat play on the machine, by well-subdivided - categorial programming, rather than simply grouping EP's by themselves. The stress is on the content, the music, rather than the mechanical process of recording.

EP's: Moneymaker

One operator who goes all out for EP's as money makers is John Sullivan, head of Sullivan Music. (See separate article.) "You'll find operators saying they (EP's) are lying there dead. Of course, you'll find some like that. Maybe out of 25 machines I'll find two or three where there is not much action on EFs-mostly the straight kid spots. But there are more plays on EP's than on single records-per record-in the top bars and cocktail lounges. Anybody who has a nice quality lounge finds that the EP's outplay the pop tunes," declares Sullivan.

He started operating his own route two and a half years ago, after being in the business with another firm for several years. Today he is operating 25 machines of his own, and about 50 for another firm-it is primarily on his own investment, consisting of newer machines, that he bases his vast enthusiasm for the profitability of EP's.

Sullivan started building his own route just about the time EP's came out, and has stuck with them ever since. He initially invested the sizable sum of about \$79 for records on each of the 25 machines—this included \$36 for EP's—or 40 records at 90 cents each, which is his operating standard for 200-selection machines, as used in nearly all his own locations.

This means that he is offering 80 selections, or a total of 160 tunes (since each EP has two), while the 60 regular records offer only 120 pop tunes—a proportion that surprises many operators. Conditions vary somewhat on the route he operates for another firm, which has a number of older units, but they are generally being brought toward this standard as new equipment is purchased.

10¢ or 15¢

On 80 percent of his own locations, Sullivan is offering EP's at either a dime or 15 cents, according to the location, on machines that offer regular records at a dime. On the small remainder of his route, he has been using nickel play, and, on special request, has placed EP's. However, his program is to convert these few locations to 200-selection units with dime play within a month.

Sullivan does a lot of switching of records to keep the records of his machines up to standard-and assuring their profit-producing appeal. He does not keep detailed programming records, but notes that the operator must carefully study his location, and play his numbers on the machine carefully selected according to each spot.

"Almost every location you have is different," he stresses. In places where an older crowd

A BIG GAP

Ops Differ Much on EP's

- Distrib estimates on how many use them vary widely
- Boosters charge 15c, two for 25c and use many

ESTIMATES of the extent to which extended play records are used in the Los Angeles area vary widely.

Two of four phonograph distributors say approximately 10 per cent of the operators are using the system; a third 40 to 50 per cent and the fourth 60 per cent.

A check among operators showed that some are still following the line of least resistance with EP's by putting them on their machines without benefit of the extra money they are designed to bring.

Operators using the system, however, are sold on the idea. Among these is Jack Gutshall, who operates in the Corona area.

George Mahlom, general manager of Minthorne Music, Seeburg distributor, estimates that 60 per cent of the new machines sold are being used by operators to promote EP's at the higher price. This company has been promoting this feature of the product for months with displays on the sales floor and bulletin boards showing results of the operation. Maholm, like the other distributors, did not disclose the number of new machines sold.

Dual Pricing

Al Silberman, sales manager at Associated Distributors, Inc., Wurlitzer representative, said that from 40 to 50 per cent of the new machines sold are set for dual pricing (records at 15 cents each, two-for-a-quarter rate).

At Badger Sales Company, AMI distributor, and Paul A. Laymon, Inc., Rock-Ola distributor, the number of new machines that will have the EP set-up was said by Marshall Ames and Jimmy Wilkins respectively to be "about 10 per cent." Ames gave the estimate more leverage by tossing in "maybe 15 per cent."

In San Bernardino, still pretty much of a nickel town, EP's in some places are 10 cents, three for a quarter.

At the operator level, Gutshall, however, is an enthusiastic user of the EP's and at 15 cents or two for a quarter. He operates on a dime, three for a quarter on

(Continued on page 90)

gathers, for instance, the trend will be for more Glenn Miller and Tommy Dorsey numbers-by "older," he means people who were growing up in the thirties when these bands were achieving their fame.

With this number-S0 selections-on a machine, he changes from one to three records every two weeks on the average. When a good number on EP comes out, he puts it on his machine. Some disks are likely to remain on for

"Anybody that is in their right mind will swing over to EP's," Sullivan concludes enthusiastically, "Buy 40 EP's and put them on a machine in a new location—and you don't have to touch them for five months. It's a good investment."

PROGRAM FORMULA

For Each Phono: 140 Disks Per Year

KEEPING abreast of programming requirements amounts to almost \$5,000 a year for the Fisher Music Company, located in northwest Detroit.

Operated by Lou Fisher and Aaron Katzman, this firm finds that over 7,000 new records must be purchased per year for the programming needs of their machines.

Fisher Music machines play 45 singles and extended play records chiefly, with singles predominating in the amount of new recordings needed in both yearly and weekly averages. For the past year, a total of 7,700 records were purchased, over half of these in 45 singles, and the remainder in EP's.

The total cost of \$4,891.60 for records for 1957 went into 7,280 45 singles and 420 EP's. This averages a total of 140 new records required annually by each music machine on location by the firm, with the funds allocated to 45 single coming to an annual figure of \$4,513.60, and the EP's costing up to \$378 yearly.

The firm buys their records from Angott Distributing Company, a Seeburg distributor which operates a one-stop.

January Purchases

In January, this year, Angott sold \$757.30 in records to Fisher. Of this, \$167.40 was spent on 270 45 singles and \$22.50 for 25 EP's for the first week of January; \$155 for 250 45 singles and \$90 for 90 EP's the second week; then only \$167.40 for 270 45 singles during the third week, and \$155 solely on 250 45 singles for the fourth week. Lack of purchasing of EP's during the last two weeks brings their cost per month to only \$112.50, while the 45 singles monthly cost amounts to \$644.80.

These are purchased by Fisher Music on Tuesdays every other week, with the cost per record amounting to 62 cents for the 45's and 90 cents each for EP's. Even with general business down here in the Detroit area during this past winter and early spring. Fisher bought more records than for the comparable period of 1957. They were forced to add more new records, having to put in the very top hits as fast as they appear on the market in order to keep their machines in play by holding the customers' interest.

Changes Couple

The more changes required in the programming of the machines, the more complex an operator's system must become in keeping track of what records are in which machines, but the firm tries to keep this as simple as possible, according to Aaron Katzman, The filing system used for keeping tabs on where times are installed in the many locations is based on the four major types of programming featured in the machines operated by Fisher.

The four major types as classified by Katzman are race, jump (teen-age or kid stuff), hillbilly and pops Each machine is known by the type of location it is in, or rather by the type of music programming demanded as c.ccw. for the hillbilly, r.&b. for race, rock 'n' roll for jump, and top hits for pops. The type of tunes scheduled for each machine heads the listing of labels which are to go in new or for change or replacement every two weeks in each machine. Records are scheduled for change according to the amount of play they earn their position on the machine during that two-week period, with changes made in each respective category.

Categories

These categories are in classified rows, as in the case of a 100-selection machine in a "pop" location, of 10 "Hit Tunes," 10 "Old Favorites," 10 "Fox Trots and Rumbas," 10 "Waltzes and Polkas," and 10 "Classicals." In his simplified filing system, the route operator knows these classifications as "A-B" for the Hit Tunes, "C-D" for "Old Favorites," "E-F" for Fox Trots and Rumbas, "G-H" for Waltzes and Polkas, and "I-J" for Classicals.

Katzman cites as a typical programming one northwest location known on the route as a "pop" location. This is a hamburger eatery which, at times, has many teen-age customers, thus demanding inclusion of "jump" tunes. How Fisher programs this combination of pops and "jump" tunes effectively is as follows on the charts showing the rows of 10 tunes each per their special categories, with the records solely in 45 singles on dime play, or four for 25 cents, which receives the most play at this location:

HIT TUNES

Label No.	Artist
Cadence 1348	Everly Bros.
	2-1
Capitol 3891	Laurie London
	4-A
Capitol 3894	Dean Martin
TEST STATE	6-A
RCA Victor 7240	Elvis Presley
942 N 38 P D 3 7 N	8-A
RCA Victor 7160	I Monte
BEATRICE	10-A
RCA Victor 7202	P. Como
NEW WELLS	2-B
Mercury 7129	The Platters
A PROPERTY OF	4-B
Imperial 5503	R. Nelson
	6-B
Liberty 55132	David Sevaley
2 550	S-B
Argus 5290	Monotones

OLD FAVORITES	
Label No.	
Roulette 4037	2-1
Chancellor 101	4-1
Roulette 4045	6-A
Imperial 5483	8-A
Dot 15890	10-A
Gone 5021	2-B
Federal 12312	4-B
Checker 885	6-B
Lorel 61 951	8-B
Brunswick 55035	2-A
Cameo 126	8-A
Swan 4001	10-A
Sun 288	2-V
ABC 9880	4-B
Capitol 3845	8-B
Capitol 3873	8-B
Okeh 7088	10-B
RCA Victor 7150	2-A
Columbia 40182	4-A
Cadence 1340	6-A
Nesco 6003	8-A
Roulette 4026	10-A

EP's Open Wedge in 'Solid Single' City Via Standards

- The disks were dead in Memphis a short time ago;
 now eight out of 18 operators are using them regularly
- A majority use a few, two program up to 50% of some machines with extended plays—Standards are main fare

THE use of EP records by Memphis music operators has gained ground in the past few years. Whereas no operator used to any extent several years ago, two of the 18 Memphis operators are using them fairly widely, a half dozen are using a small per cent.

Most of the others use so few they term the number "one per cent" of their whole programming.

But the fact that EP's are being used at all now when only two or three years ago, after dime play was solidly established, practically none were being used is progress in the use of EP's.

Two years ago in a report on EP's from Memphis, it was brought out that only one operator, Charles Kahn, partner in Tri-State Amusement Company with his father, Jake Kahn, used EP's to any extent. He was using 8 to 10 per cent on his machines, and a big per cent of these were old standards.

Now most operators here are using EP old standards, along with old standards on 45 r.p.m., but the per cent of EP's generally used on which there are not old standards varies only from 1 to 3 per cent.

This report, therefore, will deal with the two operators who are programming a substantially larger per cent of EP's and who find that they pay in their programming.

They are Billy Harbin, partner with his father, Robert L. Harbin in Harbin Music Service, and Johnny Novarese, partner in Poplar Tunes Music Service in charge of the music route. His partner is Joe Cuoghi. Both operators, as do all in Memphis, charge 10 cents per play, three for 25 cents and on 200 machines with 50 cent slot, seven plays for 50 cents.

Billy Harbin, who actually manages the route for himself and his father, says:

20-50% Usage

"We program about 20 per cent of EP's on our machines. It will vary from none at all on some machines to 50 per cent on some. Our best play is on jazz EP's. I have found that jazz doesn't change very much. New jazz records don't come out very often. It is not like rock 'n' roll records, which come out every day."

Harbin has some colored lo-

WIK X4X-0311 2-B Challenge 1016 M-G-M 12588 Chess 1683 END 1005 10-B King 5096 Ace 545 4-1 Argo 5287 6-A CASUALS 8-A Argo 5241 10-A Atlantic 1168 2-B Specialties 624 4-B Columbia 41124 6-B Brunswick 55052 B-B Warner 1019 10-B

estions and finds that these are especially good on jazz play. Memphis has a high Negro population, about 40 per cent within the city limits, and its famous Beale Street is lined with spots which get big juke box play.

Frequency

"I don't change the EP's too often," Harbin said. "Some every few weeks, some every few months—some longer. I have some which have been on location two to three years and are still getting good play. The change in programming will depend on the location."

These are EP jazz tunes all on 45 r.p.m., which Harbin has

NO SALE

Denver Ops Cold on EP's

- Extended play disk programs fairly restricted to 200's
- Those who do use them, set at 15c, 2 for 25c prices

DESPITE the fact that operators who are making use of extended play records as a regular policy report on them enthusiastically, EP's have not come into their own in the Denver area, reports the Colorado Music Merchants' Association.

The general consensus is that operators simply "haven't gotten around to EP's as yet" in their programming. Record distributors and one-stops report that operators universally object to the 85-cent price on EP's, even tho this is negligible in view of other costs which have increased much more sharply.

One exception to the general lack of EP programming are operators who concentrate on 200play machines. There are three firms in Denver which operate only a few 100-selection juke boxes and maintain the rest of their strings in 200-play machines. Most of these firms program EP's at 15 cents or two for 25 cents. One exception is a large suburban firm which offers EP's at the same price as 45 r.p.m. singles, and reports that play on these disks is equal to anything except the top hits.

EP Programs

Extended plays used for the most part are old favorites, instrumentals such as waltzes, "sweet tunes," ballads. A surprising exception is one Elvis Presley EP album which American Music Company, for example, placed in 20 locations, with excellent results. Jack Arnold, president of American Amusement Company, doesn't hesitate to buy EP's wherever a number he wants is available only on the EP version, and he has had such good luck with programming them at 15 (Continued on page 90)

programmed and are getting good play, he said:

Dave Brubeck album on Columbia; Sam Cook album on Columbia; Duke Ellington album on Columbia; Jonah Jones on Columbia; Perez Prado on RCA; Fineas Newbern album on RCA.

Harbin said he also programmed some old standards on EP's. These included: Tommy Dorsey's "Boogie Woogie" on RCA; Jimmy Dorsey's "Green Eyes," on RCA; several Glenn Miller favorites, including "In the Mood," "Tuxedo Junction," "Moonlight Serenade," "Sunrise Serenade," "Little Brown Jug" all on RCA; Woody Herman's "Woodchoppers' Ball," on RCA; Nat King Cole's standards album on Capital.

Cost Element

"A main advantage in EP's is the cost element," said Harbin. "You don't have to buy new records all the time. It costs overhead tremendously, and the income though perhaps not as high as some top tunes draw is well worth it."

Harbin said EP's serve well in particular locations as "listening music." In this type spot, he said, people eat, drink and listen to music and do not dance. This type location is the opposite to the so-called teen-age hang-out where rock 'n' roll records are king, he said.

"In the nicer eating places I will have 50 per cent of EP's on the boxes for listening," said Harbin, who at 34 said he himself when he went out preferred to play old favorites on EP's instead of the current type hit tunes the rock 'n' roll crowd play.

Johnny Novarese, Poplar Tunes Music Service, says:

of EP's on my route. Perhaps more. It ranges from none at some locations to as much as 50 per cent on some machines. The 50 per cent is on the 200 machines, which has room for a large programming of them.

Standards

"I use some old standards on EP's on the locations which the grown-up crowds frequent, mature men and women. I also use EP's by popular singers."

Novarese said he programmed jazz EP's "heavily." These include albums by Dave Brubeck on Columbia; Perez Prado on RCA; Duke Ellington on Columbia (a popular album getting big play is "Duke at Newport"); Earl Garner on Columbia; Ella Fitzgerald on Verve.

Top Artists

He also uses EP's of Perry Como on RCA; Frank Sinatra on Capital and show tunes by Ella Fitzgerald on Verve; her albums of EP's of Cole Porter tunes from the "Cole Porter Song Box" is drawing big play; also Louis Armstrong's albums alone and with Ella Fitzgerald.

"A big number of the times I program are the older numbers but new recordings of them," said Novarese.

For example, the Cole Porter songs range from tunes the composer wrote from 1929 to 1955 and include such outstanding show tunes as:

(Continued on page 93)

Many Hits or Many, Oldies: Eoth Pay

EDWARD H. NEWELL, owner of Ormatt Amusement Company of Memphis, conducts on his music route one of the top programming systems that pays among the biggest dividends in this area by by keeping right up to the minute with late hits and taking advantage of the "old standard" crowd in his programming.

The late hits in Memphis are mostly rock 'n' roll or in the rockabilly school, perhaps from the influence still of rock 'n' king Elvis Presley, whose home is Memphis.

Memphis thru Sun Record Company and OJ Record Company and other independent labels which seem to be only beginning has also produced many another recording favorite.



MECHANICAL WIZARD. Jack Canipe Jr. is the mechanical wizard
who can keep any coin-operated machine running. He's associated with
Edward H. Newell, owner of Ormatt
Amusement Company. Canipe is also
a partner with Newell in a phonograph distributing company.

All these records, if they hit locally, Newell has to get on his 100-machine route. But more than that, he has to program on an individual basis for each location according to the type it is—and he is careful to do just that. His many years in the business have proven to him that if you don't you'll lose not only business but perhaps the location to competition.

For example, in one nice, quiet restaurant frequented almost exclusively by the older crowd of people who like to dine on good food in a pleasant, quiet atmosphere, Newell has programmed

predominantly old favorites, some current hits and even some opera records.

Three Rules

He programs by three standards—the latest hits at the top spots frequented by the young crowd from 16 to 26, which is the big group which makes hits. Second—by requests of the location. Third—a sprinkling of old standards he knows will go well with any pre-war on wartime age group who were courting then, or were married about then—that group now generally in their mid or late thirties.

Newell to run his route has two route men, Wallace Reasons, superintendent, and Howard Price. He has a chief mechanic, Jack Canipe Jr., also affiliated with him in a juke box distributorship as vice-president, and Eugene Buck, mechanic.

Reasons is up on all records, along with Newell. Reasons does the record buying once a week. Newell and Reasons both emphasize that they don't put a record on a top box unless it has hit good locally and they know it is going to be a hit.

Critical Audience

The Memphis juke box crowd has developed into an expert critical audience on which hit records can be judged. Newell says music operators have found that if the tune hits here—and hit tunes are on top of the popular favorites here usually about six weeks before they hit in other sections as a rule—it will hit in other sections.

So Newell and Reasons determine hit tunes for their boxes by
1) on tunes already on the box,
hy number of plays on the meter.
2) listening to the radio and 3)
local top 40 charts.

When Reasons buys hit records, he puts them on the teen spots where they are in demand. He programs them according to category in the title strip section as closely as they can. As all music operators know, many tunes could be under two or more different labels.

He puts the top hits on the left and works to the right on the strip board. He removes the record which has the least number of plays according to the play



OPERATING STAFF. Edward H. Newell, seated, with his employees. Left to right, standing behind Newell, are Wallace Reasons, route superintendent; Howard Price, routeman, and Eugene Buck, mechanic.

Newell has 104-record and 200-record machines on his route. He buys 99 per cent 45 singles and one per cent EP's. The EP buying is often old standards. The reason he has to buy so few old standards is because he already has them programmed on his boxes, they last for several years sometimes because he has chosen modern American classics which many Americans still regard as old-time favorites.

Among these are many Glenn Miller records, all on RCA. They include "Sunrise Serenade," "Moonlight Serenade," "In the Mood," "Little Brown Jug."

Also: Tommy Dorsey's "Boogie Woogie," "I'm Getting Sentimental Over You" and Artie Shaw's "Begin the Beguine" and "Night and Day," all also on RCA.

(As Newell points out: "There were only three record companies before the war-RCA, Columbia and Decca. Now there are hundreds.")

Newell bought a total of 9,100 records in 1957. He pays 60 cents for 45's and 80 cents for EP's. This is 175 new records a week, an average of \$1.75 for each phonograph. But, of course, not each machine gets a change each week, nor does the slow location get the top hits promptly as do the fast locations.

8430 Per Month

This was \$5,200 for records in 1957, an average of \$430 per month. His record bill for Januby his route manager, Wallace Reasons, on the new tunes put on machines at the location, along with the date.

Record Keeping

Newell keeps records on the total number of records purchased, the cost and the amount paid out. This is for general office accounting to determine overhead, gross and net profit and for tax purposes.

An example of the program on a fast turnover phonograph is at a top teen dance spot. There the tunes would be the almost entirely the top 100 hits-with the rest standards.

If it's a 200 machine, it would be more hits, more standards and a lot of still-played rock 'n' roll favorites, such as many of the Elvis Presley hits.

New records added to several dozen phonographs, all which get heavy teen-age rock 'n' roll play, during the last week of March were these records:

Wink Martindale's "All Love Broke Loose," backed with "I Don't Suppose," on Dot; the new Ray Charles platter, "I Had a Dream" and "Yes, Indeed," on Atlantic; Pat Boone's "Wonderful Time" and "It's Too Soon to Know," on Dot; and Marty Robbins' new disc "Stairway of Love" and "Just Married on Columbia,

Local Deejay

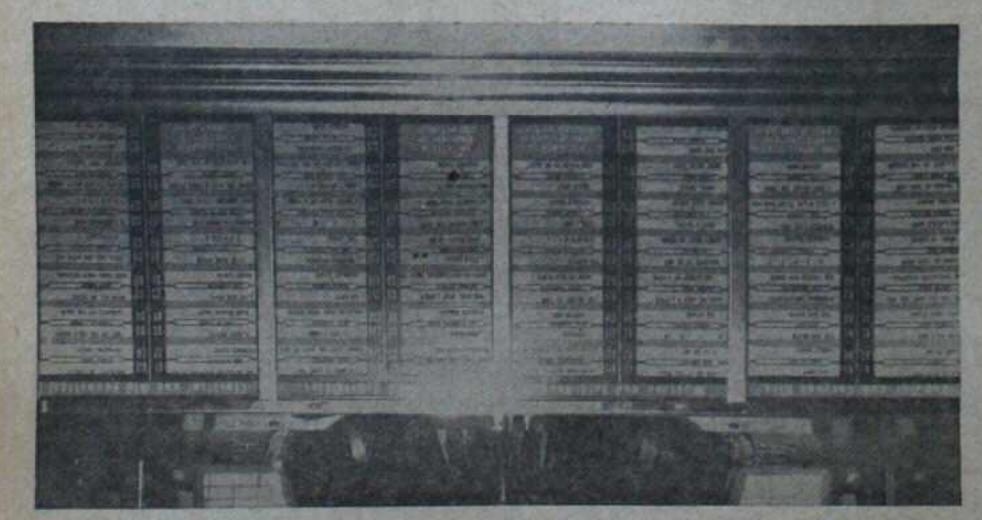
Wink Martindale is a local deejay who is becoming a favorite with the local teen-age crowd. Besides an a.m. disk jockey show, he has a weekly "Top Ten Dance Party" on TV for an hour and a half on Saturday afternoon at which a crowd from a certain high school each week is invited. They dance and play games and top hit records are spun.

He was signed to a recording contract by a local independent recording company, OJ (which made the hit "While Silver Sands"

(Continued on page 112



HIT GOES ON. Ray Charles' new disk, "I Had a Dream" and "Yes, Indeed," goes on a box at a top location. Wallace Reasons, route manager, keeps top locations current with hits.



AVERACE SPOT. This shot of title strips show programming on average location of Edward H. Newell, Ormatt Amusement Company, has limited space and he fills it mostly with hits. The listed categories, therefore, do not have tunes in order under them. Some old favorites or standards are included in new arrangements. Some are "Three o'Clock in the Morning." "Laura," "Mexicala Baby," "I'm Getting Sentimental Over You." The Juke box has 104 selections.

ary, 1958, was \$462, for February, \$418, for March, \$432. He says he is spending the same now for records—at least for the first three months of this year—as he did the first three months of 1957.

But he also admits that because of a crop failure in the Mid-South and the slight general economic recession, his collections are about 15 per cent lower than they were at this time last year.

Newell buys his records from several sources: Music Sales Company, which carries several dozen labels, Record Distributing Corporation, which handles Atlantic, London, Dot and several others, Popular Tunes Record Shop, a one stop, and from the major record wholesalers, i.e., for RCA, Capitol, Decca, Columbia.

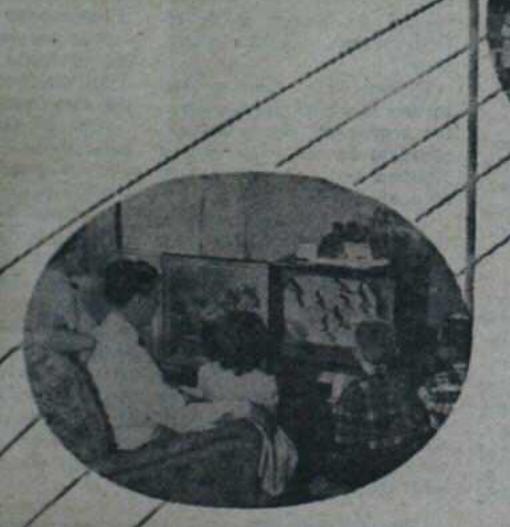
Newell keeps no complicated book system of what records are on each machine. Like other operators here, his bookkeeping system is composed of a book kept



NEW RECORDS UP. Edward H. Newell, left, checks with his route superintendent. Wallace Reasons, right, on new records Reasons will put on their top locations.

WHEREVER THERE'S





....THERE'S

BMI

o VISIT THE BMI BOOTH at the MOA CONVENTION

BROADCAST MUSIC INC. 800 FIFTH AVENUE, NEW YORK 17, N.Y.

PULL THE BUCK

Op Strikes Gold: Collector's Method

By Bob Latimer

THE old military axiom that one man cannot control the netivities of more than seven persons applies equally well in phonograph operations, according to Frank Huber and Clenn Pierce, partners in Century-Supreme Music Company, one of Denver's biggest juke box concerns.

Accurate programming of juke boxes to show a worthwhile return requires absolute familiarity with the location, Pierce said. And for that reason, instead of attempting to carry out a standardized programming operation from the headquarters office, Century-Supreme has simply "delegated the responsibility" to individual collectors. They are not only responsible for changing records, collecting cash, sprucing up the machines, but likewise for doing the whole programming job, typing the identification labels on the spot, and otherwise "keeping the programming aligned with the actual music market.

Combine Talents

Huber and Pierce have been associated in Century-Supreme for more than 10 years, beginning with a liaison formed when Pierce operated a large Denver tavern, and Huber was a neophyte in the juke box field. Both men have brought unique talents to their combined operations, Pierce maintaining the office, records and bookkeeping, while Huber is out on the routes daily, maintaining location good will, "Shopping the music market," and obtaining new locations.

There was a time, several years back, when the partners attempted to program their locations themselves. It took only a few months to convince both that this was a serious mistake indeed. Attempting to make up a standard "music menu" for scores of locations-no two of which are alike-simply did not work out.

A music menu which consisted, for example, of 40 top tunes, 40 old favorites, 20 westerns, 20 novelty numbers, and a variety of classic and EFs might work out well in one spot and prove a complete "dud" only a block away.

30 Units Per Man

In constanty building their routes, Huber and Pierce had hired a group of three collectors, all of whom were old timers in the field, each confined to servseing approximately 30 machines, and thoroly familiar with the location owner's concern, and the latter's patronage.

After several disappointing experiences with programming, it occurred to Pierce that there was no reason why the individual route collectors should not handle the programming load themselves and thus capitalize on the intimate knowledge which they had of the local situation.

"It was a hig job in setting up the program," Huber said, "Right away, we determined that there were several requirements which would have to be met. First, there was the matter of making up the labels on the spot. We felt that if each man earried a portable typewriter, did his own typing right in the location, he could do a more precise job, insert all of the special requests which the location owner would ask for, and otherwise tailor the menu to the spot. That meant that we not only had to buy portable typewriters, but in most instances, teach the collectors bow to use them."

Collectors Buy

"Next, we felt that the requirements of individual programming in this way would mean so many special requests and unusual changes from one location to another that there would be a lot of waste mileage and time consumed in traveling back and forth to the headquarters department in which the records were being kept. The obvious solution to this problem, we felt, lay in simply setting up a system whereby each collector would buy his own records. We set up the program on that basis and we have never had any reason to be sorry."

As the program has operated ever since, each of Century-Supreme's collectors now carries all of his own records, using small imported Ford station wagons, which operate with maximum economy. In addition, two of the tiny vehicles are equipped with two-way radios, connecting with a short-wave transmitterreceiver in the Century-Supreme office. The ability to get into radio communication immediately with the headquarters or office means complete elimination of doubling back, the ability to get to any phonograph which

is out of service in a minimum of time, and many other econo-

Programming

No new records are kept at the Century-Supreme office. Instead, as he programs each of the 30-average machines on his routes, the collector merely makes up his own buying list, and at the beginning of the week, purchases the records for the first 10 machines, for example, from a local one-stop record shop, Mountain Distributors. Then, as he programs the next 10, a return call at the one-stop record shop fills in the record changes for these machines and so forth, until the entire coute has been changed over. The Century-Supreme collectors turn in a daily report of records purchased at the office, which is, of course, confirmed on the billings from the supplier as a double-check.

It is remarkable, according to Pierce and Huber, how the percentage of "duds," or records which showed a disappointing play, has dropped, since collectors began doing their own programming. In fact, they are almost non-existent, and even tho some of the disks which are bought by the collectors for individual programming may at first glance seem outlandish, they invariably show a worthwhile return. This stems directly from the fact that each collector spends a lot of time with his locations, knows what records are going to play, personally accepts requests from both location owners and their tavern customers, and fills them commensurately.

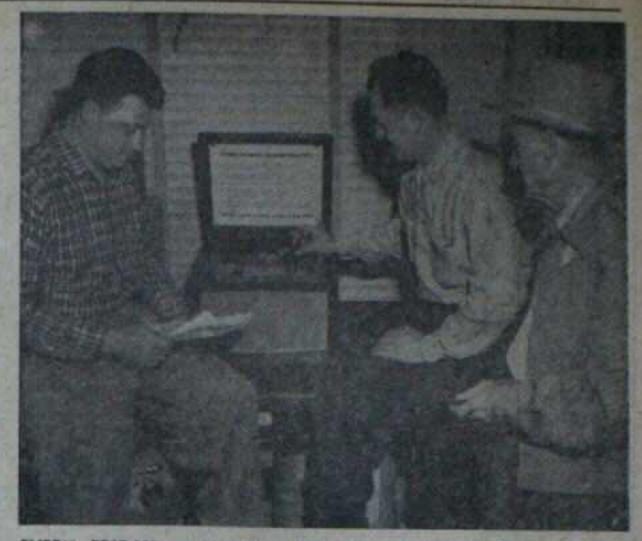
Title Strips

Around 75 per cent of the total label strips work is done on the spot with the portable typewriters furnished by Century-Supreme, usually on a table alongside the juke box restaurant location, on the bar in tav-

Only a few labels are typed in the office or at home by the collector, these mostly standards, which he will continue to keep on the location week after week, mouth after month.

Categories

In making his record changes, every Century-Supreme collector is required to physically spot the new record in the proper category, even if this means moving numerous records on the menu, in order to provide the space. While it takes extra time, of course, their route assignments are laid out for them to provide the necessary time, and Century-Supreme is convinced that a properly catergorized record is going to show a much greater return than a "loner" which is (Continued on page 70)



EVERY FRIDAY morning the three Mitchell Novelty Company music routemen hold a meeting to decide which records and how many of each number they will buy. Shown auditioning a new release. I. to r., Cliff Cottrill, foreman Eddie Kay and Ray Albright,

DOLLAR-SAVER

Program System Saves Hundreds

· Master board technique keyed to 15% for disks

· Boosts route receipts by tailoring record buys

By BENN OLLMAN

HUNDREDS of dollars are being saved each year on record purchases by a unique system used by Milwaukee's Mitchell Novelty Company. Eddie Kay, music route foreman, who developed the simple, highly effective system, calls it his "Master Board."

squares on a blackboard, it shows the number of juke boxes each routeman handles, the types of locations and a list of the top 28 newly released records.

In use for the past two years, the "Master Board" has not only resulted in valuable record purchasing economies, but it has also been helpful in boosting route receipts, says Kay.

Over-Buying

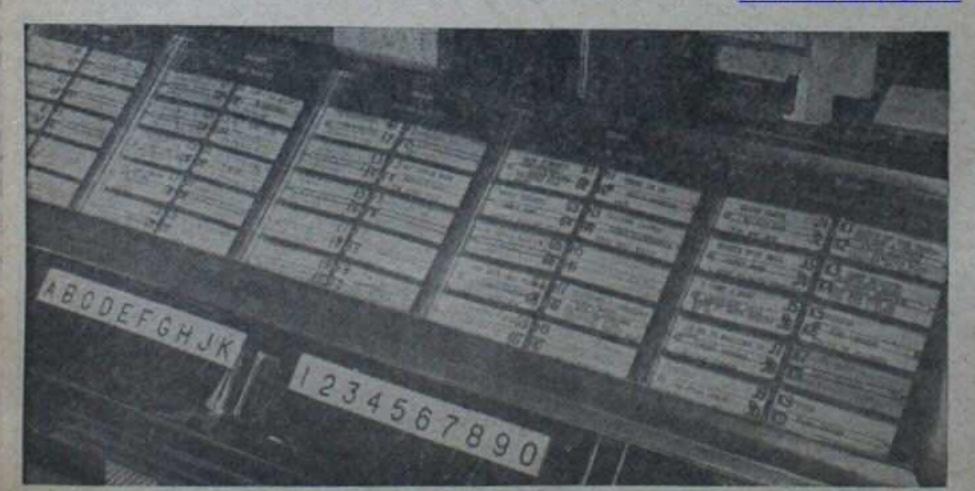
Before we started to use this system we wasted a lot of money by frequently over-buying on new record releases, largely because one routeman seldom knew what the other one had ordered.

That no longer happens since this system went into effect. It is easy to see how the cost of only 15 to 20 unneeded records each week can, over the period of a year, total up to an expensive drain on any operator." Kay points out.

The three-man Mitchell music staff of routemen handle one of the area's biggest juke box operations. The staff is made up of veteran comman Kay, who doubles as foreman and has spent half of his 24 years in the industry on the Mitchell payroll; Divided into columns and Cliff Cottrill, a 10-year man with the firm, and a relative newcomer, Ray Albright, in the bustness only two years.

Over-Lapping

With three men running the firm's music routes on an almost autonomous basis, it was inevitable that some "over-lapping" purchasing should occur. "We were buying the records for our routes on an individual basis," explains Kay. "Not only did we fail to check frequently with each other on how many we were buying, but we seldom knew which numbers the other fellows were buying. Result was that we (Continued on page 92



TYPICAL MUSIC MENU as used by Century-Supreme Music Company, Denver.



MITCHELL NOVELTY COMPANY music route foreman Eddie Kay at the "Master Board" which has proved helpful in controlling the firm's disk Inventory. Note the vacant spaces under the "78's" grouping on the left. "We're having a tough time finding 78's on a big share of the hit tunes these days," says Kay.

THANKS

AGAIN

AND

AGAIN

Louis Timber



RCAVICTOR (



Op With 60% of His Stops On Contract Finds It Sells

MOA CONVENTION SECTION

- · Shows location that operator is a businessman
- · Enables op to give best equipment and service

WRITTEN contract provides the most satisfactory basis for doing business between a location and an operator, according to Erwin B. Moss, of Moss Music Company, Detroit.

Properly designed, it states clearly and fairly the terms agreed upon and provides mutual protection and business stability for both parties.

Moss has written contracts with about 60 per cent of his locations. In the case of some locations serviced for years, a contract may not be insisted upon, but it is sought for all new locations.

Those without contracts are generally the spots producing less revenue. "In such spots there is no point in insisting on a contract, tho we try to get one," Moss says. Location owners usually recognize that such spots do not warrant new equipment and are pleased to have good juke box service.

Presentation

The contract can be made a sales tool thru effective presentation, Moss himsel demonstrates. When a call is made on a prospect, he takes along a contract form and this is introduced when the location's needs are analyzed.

Many owners indicate an initial reluctance to sign a contract, which may be for one or more years, but if the operator sits down and talks as one businessman to another, he can put his position over.

The average location owner, knowing his own business problems, can see that the operator needs protection, too, for the expensive investment he is about to make for the location's benefit. The cost of the basic unit, together with auxiliary equipment such as speakers, volume controls and perhaps wall boxes, is impressed upon the owner.

Here are some additional sales pointers:

1. "A contract impresses on the location owner that he is doing business with a businessman," says Moss. "An established firm who will live up to their agreement 100 per cent." Thus the tender of a contract in itself serves as an important form of institutional promotion for the operator.

Type Equipment

2. The contract provides for a definite type of equipment, with necessary auxiliaries. The owner is thus given assurance that the operator is obliged to furnish them for the life of the contract. The only exception would be replacement by agreement with equal or better equipment, such as a new model during a longterm contract. Moss policy goes beyond this, providing for addition of extra equipment not required by contract when desirable.

3. The operator is obligated to provide definite quality of service, including collection and change of records every one or two weeks as agreed upon to meet location needs. Prompt answer to



ERWIN B. MOSS, Moss Music Com-

special service calls may be taken for granted.

4. The contract provides a basic incentive for the operator to invest in the latest equipment and records, and to keep his route in optimum shape, so that both location and its patrons benefit.

Solicitation

5. A contract gives the location owner an easy, friendly answer to the perennial problem of solicitation by competing operators without having to hurt anyone's feelings. He is obviously bound for the duration of the contract and cannot make a change. Thus he can remain on friendly terms with those who would like his business and is not forced into the hard decision of having to say "no" each time.

6. The location owner has an option of several possible contract terms to suit his own best interests. He may choose the length of the contract as he wishes, having short or long term as he perfers. He may specify the frequency of service desired. He may select the type of commission arrangement that appeals to him and know that he is protected in it "for the duration." Thus a location owner who is confident his place can do \$40 a week upwards may prefer to take

one of several scales offered, to have a minimum \$20 guarantee to the operator, with the second \$20 going to the location, and amounts above that split 30-50. Or the location may prefer a flat rental contract, with all collections going to the location, according to individual requirements and patron preferences. The contract can be presented as the means to assure each owner having the type of arrangement which will work out for him.

Building Profits

"A contract simply assures that we are going to continue doing business with the location," Moss analyzes the significance of the agreement in building operator profits. If it is a good location, so much the better."

"The contract has a stablizing influence. We know we are not constantly open to the problem of changing rates, which are fixed until expiration, and both parties are able to adjust to and live with them." In a period like the recent recession, Moss may voluntarily modify the rate schedule for a time to help out a location in a tough spot when it is justified.

"The contract is basically an assurance," he says, "giving the operator a firm foundation for his operation and business planning. If you go out on, say, 10 collections a day, you know you have a certain guaranteed amount and are going to get that. It provides a basic stability to the business, regardless of temporary economic finctuations."

Straight Rental

Some types of contracts have individual advantages profit-wise as well. Thus the straight rental arrangement works out nicely for the operator, since it asures him a consistent revenue from the location. In addition it reduces operating costs because it is unnecessary for the collector to count the cash. The location

owner usually has the key to the box in such instances.

The contract system below build business for the operatorand consequently for the location owner as well-in other ways.

Says Moss, "A contract is an incentive for the location owner to work a little harder to get play on the machine. He knows he is obligated to pay so much for the machine to begin with."

Location Interest

As a result, the owner himself works to build play on the unit, and encourages his stuff-waitresses, bartenders or others-to do likewise. He may use any of the numerous little devices possible to stimulate patron play on the phonograph, and the location staff is thus working right with the operator.

"It is a matter of inside promotion-which in the long run benefits the location owner as well as us."

Similiary, the contract serves another important function, by keping the machine functioning as a steady revenue-producer.

If it goes out of order, the location has an immediate incentive to see that it is put back in running order, and a prompt service call to the operator results. This discourages the habitsometimes found among location owners-of putting off a special call, waiting until the collector shows up a few days later. Frequently he finds that the collector is not equipped to handle the particular mechanical problem encountered.

But with the basic contract functioning, and a certain amount required to be turned in to the operator as a minimum or rental, the owner wants to have that machine "back on the line" at the first possible minute, where it earns money for himself as well as the operator.

Working it out on his own route, Moss has effectively shown that a good contract is a sales tool that can be used to show the location owner some positive benefits, assuring him quality equipment and service, and providing mutual incentives to both parties to work together to build revenue.

PROTECTION

Why Contract Is Op Must

- Music investment demands written business agreement
- Blame for little use rests partly with distributors

IS THE average juke box operator who does not use written location agreements guilty of slipshod business tactics? "Definitely yes," according to Joe Beck, veteran Milwankee coinman and owner of the Mitchell Novelty Company, one of the oldest and largest music and games operations in the Milwaukee area.

"In what other business will you find anyone investing \$1,200 to \$1,500 in a piece of equipment to place in another man's business, and then not even demanding a written contract to protect himself? This is exactly what happens every day in the luke box industry. Fortunately, however, more and more operators are beginning to see the need for written contracts."

Blames Distribs

Equipment distributors, in los Beck's view, are to be blamed, in large part, for the loose, unbusinesslike procedures rampant in the juke box business.

For one thing. "There is too much loose credit extended by distributors in this business. Credit terms are too often unrealistic. Too often, the operators themrelves are getting equipment from distributors without a written agreement. The result? Operators often lack a feeling of responsibility toward their suppliers, so they feel no need for being exact in their dealings with locations.

Libeation pacts, says Beck, should contain two cardinal points: (1) The juke box must remain in the location for a definite length of time. (2) A minimum guarantee, which assures the operator a stated sum "off the top" at each collection period.

Protection

There can be no question, notes Beck, that from the operators point of view, the primary porpose of a written contract is to afford protection for his investment. Since, however, according to the law, there can be no contract or binding agreement unless both parties give and take, a location contract, says Beck, cannot be all in favor of the operator.

Beck advises that clauses listing specific numbers of new records to be changed at each servicing be omitted from contracts. "It is more practical," he says, "to merely state that the operators will service the machine in satisfactory manner." Inability to prediet in advance how many new records a location may merit at each service check, make it unwise to quote a specific number in contracts, says he.

Experience with written contracts thru the years has proved their value, according to Joe Beck. "In only one out of the 20 cases where our location contracts have been challenged in court have they ever failed to be upheld.

Ownership Change

Are written contracts binding on the new party that takes over a location that changes ownership? That was the issue at stake (Continued on page 56)

Op-DJ-Store Promotion Pays

- · Peg push on Dick Clark, free disks, other giveaways
- Teen stunt seen by op as promoting the juke box

A CURRENT juke box operation tie-in with a city-wide shoe retailing chain in backing a teen-age consumer promotion is cited as a successful example of the good will needed to be built between the music machine operator and the public by Sam Willens, veteran operator of Willens Music in northwest Detroit.

Willens points to this type of promotional participation as the means for the entire industry from the top-level record manufacturers down to the location owners to bring about appreciation by the public for the programming problems, steadily increasing costs for the music machine operator, thus creating quicker and easier acceptance of the fluctuation from nickel to dime play.

Music is participating is being conducted by the Mary Jane Shoe Stores here. David Roth, of the Mary Jane chain, is promoting their "Dick Clark musical shoes, bags and accessories" as a tie-in with the television disk jockey Dick Clark.

The tie-in with the disk industry is further emphasized by placing a Willens Music juke box in each of the larger Mary Jane shoe stores around the city. The main store downtown has a 200selection machine, while the other shops feature 100-selection machines. Each machine is set up for free play.

The Mary Jane chain pays Willens Music a nominal fee for use of the juke boxes and the programming, which is 90 per cent rock 'n' roll and a scattering of top pops. Willens does not change these disks as frequently as on machines at his regular locations because the fee does not warrant this additional service.

Willens found it worthwhile, The program in which Willens however, to contribute 500 of his

rock 'n' roll disks for giveaways when the campaign was launched on Saturday, April 12, at the downtown store. Besides records, free Cokes and shoe gifts were given away. Willens secured the personal appearance of the Rockabillies for this event.

Ample publicity thru DJ Dick Clark brought in teens in throngs for the morning show and afternoon performance. Willens reports the crush inside was "so terrific they were pressing each other out thru the back door into the alley."

David Roth reported response so strong that the program will be repeated in many of the other stores thruout the city. The chain considers the promotion producing in the teen-agers an interest conducive to stimulating buying effect. Willens also regards it a fine method of urging more play in juke boxes by the teen-agers.

Need Volume Willens believes that only increased volume in play, and an ef-(Continued on page 70)



DIRECTION: WM. MORRIS

PERSONAL MANAGEMENT: WILL MASTIN

PUBLICITY:

JESSIE RAND

Two of Three Cities in 800 Have Annual Juke Box Tax

TWO OUT of three U. S. municipalities license and tax the juke box.

The average annual per-machine tax is \$12.97 for cities which do have a juke box tax.

These figures are based on a 1958 license-tax census conducted by The Billboard of 802 cities, towns and villages in the U.S., the largest survey of its kind ever made.

Populations of the cities range from the largest (New York, Chicago, Los Angeles, Philadelphia, Detroit) to the smallest (Council Grove, Kan. (pop. 2,800); Susquehanna, Pa. (pop. 2,600); Okemah, Okla. (pop. 3,500).)

Preliminary Results

Only a basic charting of the results and preliminary tabulation appear in this issue. A complete analysis of these results will be published in subsequent issues.

This information—and the material it is based on—was developed primarily for use as a reference aid for operator associations or individual operators.

In addition, a pilot study of 49 cities by The Billboard last year to get a yardstick by which to measure the potential, growth and current size of the juke box business indicated that a more comprehensive survey may point out some possible answers. This 802-city study will be used to try to do just that.

Pilot Study

Findings of the pilot study showed that there may be:

A definite relationship between the number of juke boxes operating and the size of population.

A definite correlation between number of juke boxes per 1,000 people and the number of eating and drinking places (restaurants and taverns) per 1,000 people.

Ratios will be made and correlated between the number of licenses per 1,000 people and the number of eating and drinking places per 1,000 people. Findings will be published in a later issue.

522 in 802

Out of 802 cities of all sizes, 522 have juke box licenses. With few exceptions, they are all levied on an annual per-machine basis. Some cities which appear in the listing have operator licenses which are levied only when an operator begins in business.

States in which cities average the highest per-machine taxes are New Jersey, with an average of \$29 for cities surveyed; Nevada, \$26.50; Georgia, \$20; Illinois, \$18; Iowa and Oregon, \$17.50; Massachusetts, \$17; New York, \$16.85; Florida, \$16.53; Colorado, \$16.

States in which cities average the lowest per-machine taxes are Texas, \$2.20; Indiana, \$5; Mississippi, \$5; North Carolina, \$5.23; Connecticut and Arkansas, \$7; Missouri, \$9.60; South Carolina, under \$9; Tennessee, under \$7.

States in which cities polled have the lowest percentage of juke box taxes are Indiana, with only four towns in 30 polled which have taxes; Iowa, with only two in 27, and New York, with

just 10 in 43. Calif. Highest %

States in which cities polled have the highest percentage of juke box taxes are California, with only four cities out of 68 which do not have taxes; Florida, none out of 25 cities do not have taxes; Georgia, none out of 18; North Carolina, none out of 18; Virginia, none out of 16; Kansas, 10 out of 35.

A breakdown of the size of the tax compared to population will be completed and published in a later issue. However, a cursory glance at the listing does not indicate that population affects the tax. For example, among the larger cities, Boston with a \$50 tax is highest, but Houston, a larger city, has only a \$2.50 tax. Conversely, Connellsville, Pa. (pop. 13,300) has a \$50 tax, but Delaware, O. (pop. 11,800) has only a \$1 tax.

A survey of 32 major cities in 1956 showed an average of \$13.75, but a 1957 survey of 49 major cities showed the average at \$12.

State Taxes

Cities are not the only taxing body faced by operators: 20 States have juke box license taxes averaging \$15. This is an increase from 1946, when just 15 States had taxes averaging \$8.70.

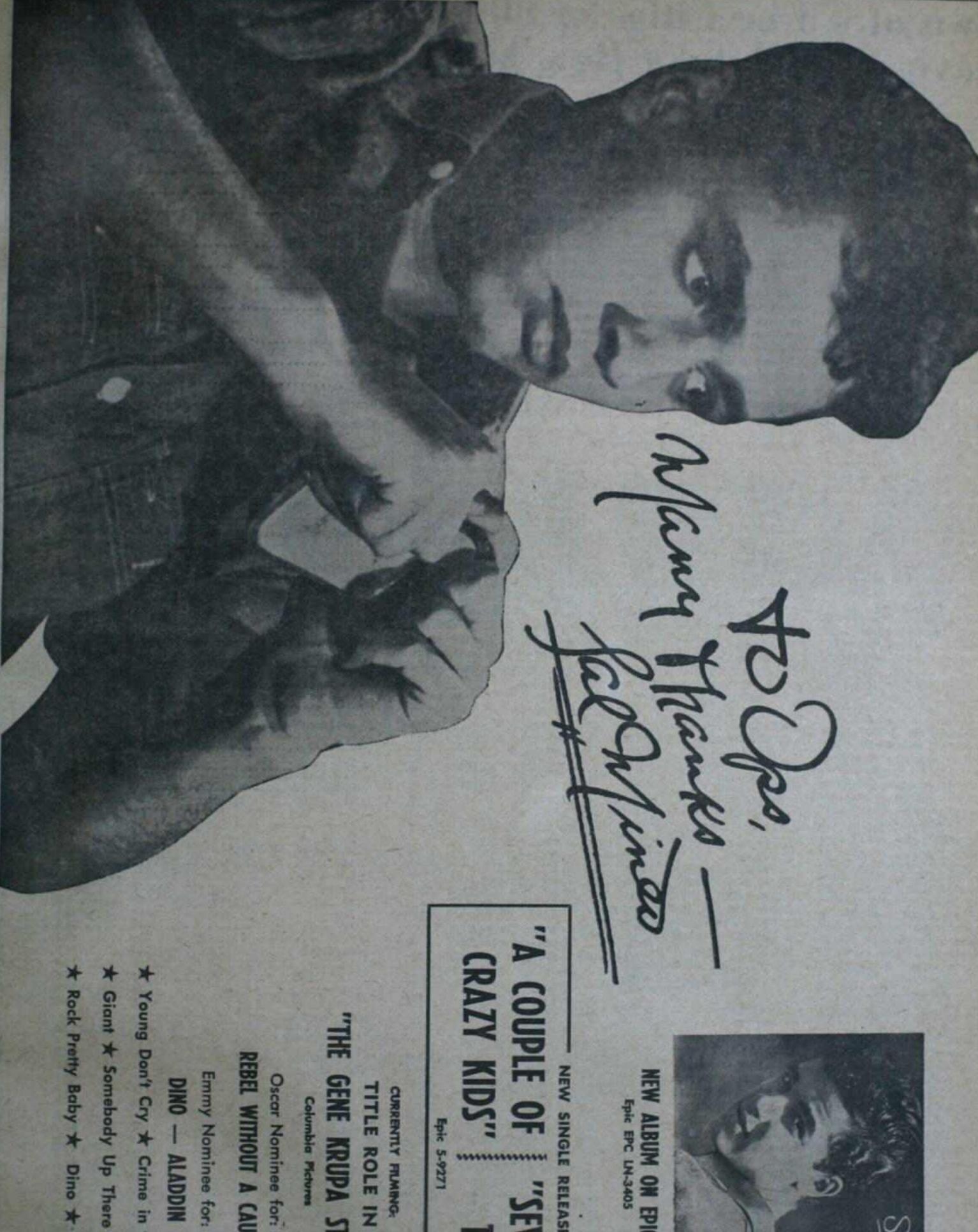
In addition to city and State

annual per-machine taxes, some cities and States have business taxes which apply to juke boxes. In Iowa, for example, an operator must hold a retail sales tax permit and report the entire gross receipts received from the operation of the machines and pay a 2 per cent tax on them. In Michigan, a 3 per cent use tax must be paid on the cost price of the juke box. North Carolina has an annual operator license fee of \$100 which must be paid in addition to an annual per-machine license fee of \$10. Oklahoma operators must pay an annual license fee of \$40 per machine, a 2 per cent use tax on each machine bought and a 2 per cent sales tax on gross receipts. Indiana has a gross income tax of 1.5 per cent.

City Juke Box Taxes

ALABAMA			Eating A
			Population Drinking
Birmingham	639\$		361.6 482
Decatur	50	10.50	25.3 39
Dothan		5.00	29.1 45
Gadsden	105	10.00	67.2 73
Huntsville			57.1 68
Mobile	314	25.00, 15.50	175.6 276 129.1 159
Montgomery Opelika		17.50	12.3 27
Selma		10.50	28.3 60
Troy		10.00	8.6 21
Tuscaloosa	50	10.00	57.1 57
ARIZONA	700 0		
Flagstaff		5.00 No fee	7.7 37 27.0 50
Phoenix		10.00	186.5 521
Tempe		20.00	7.7 38
Tucson		10.00	104.9 246
Yuma	600	10.00	9.1 81
ARKANSAS	70 .		37.0 04
De Queen		5.00	17.6 34 3.0 7
Forest City	22	5.00	7.6 23
Joneshoro	33	5.00	20.1 30
Paragould		5.00	9.7 43
Pine Bluff	100	5.00	41.5 96 7.3 23
Springdale West Memphis	2	20.00	7.3 23 17.8 22
CALIFORNIA			
Alameda	40\$	10.00	71.8 84
Alhambra		15.00	56.3 87
Anaheim	30	12,00	62.3 37
Berkeley	40	2.00:	119.5 163
Burbank	50	12.00	15.0 54 92.9 171
Chico	26	7.00*	14.5 54
Colton	20	30.00	17.3 33
Concord	14	20.00	3.3 19 28.7 34
Corning	8	12.00	28.7 34 2.5 13
Culver	29	8.00	35.0 85
El Centro	80	25.00	18.3 45
Escondido	55	6.00	10.1 28 28.9 88
Fresno		No fee	28.9 88 119.9 353
Fullerton	3	12.00	49.3 41
Gilroy	27	20.00	6.0 36
Glendale	20	3.00	119.9 161 5.8 22
Huntington	40	10.00	33.0 123
Inglewood	57	10.00	60.3 142
Lodi		15.00	16.6 73
Los Angeles	3.896	7.50 2	326.9 697 ,356.44,448
Los Gatos		5.00	4.9 25
Madera	25		12.7 44
Merced Modesto		10.00	20.5 76 37.1 136
Monrovia	f5	15.00	27.1 41
Napa	26	12.00	15.3 58
Oakland		5.00	412.01,044
Oceanside Orange	68	4.00 No fee	22.4 57 16.7 23
Oxnard	75	5.00	31.9 81
Palm Springs		500.00	12.2 43
Palo Alto	None	No fee 20.00	45.8 59
Petaluma	65	15.00	6.2 33 10.3 43
Pomona		50.00	60.1 102
Porterville	None	No fee	7.8 47
Redlands		36.00	11.9 63
Redondo Beach	55	10.00	42.9 55
Redwood City		12.00	46.0 79
Richmond	ALC MAN TO THE REAL PROPERTY AND ADDRESS OF THE PARTY AND ADDRESS OF TH	7.00	77.8 149 166.2 618
Jacramento		1100	

		М	AY 5,	1958	
	No. of 1	Per License 1	-	Det	4.5
San Bernardino	Licenses -	10.00	59.4.	NO. 2	mcen
San Diego	800	5.00	505.9,		832
San Francisco Riverside		50.00	814.4. 76.3.	2	121
Roseville	30	5.00	10,3.		32
San Luis Obispo	75	4.00	51.5.		100
San Jose	204	5.00	133.0.		321
San Mateo San Rafael	39	6.00	16.5.		100
Santa Ana	65	15.00	71.9		136
Santa Barbara Santa Cruz		20.00	56.9 23.3		131
Santa Monica		10.00	82.1.		208
Santa Paula Santa Rosa	89	25.00	12.2.		29 87
Stockton	256	15.00	85.5.		341
Vallejo	None	No fee	44.1		115
Ventura Watsonville	53	12.00	26.8. 11.6.		62
Whittier	5	30.00	35.0.		77
Alamosa		25.00	54		18
Colorado Springs	84	15.00	65.0		138
Denver Durango	518	12.50	514.9.		
Fort Collins	None	No fee	9.5.		37
Grand Junction Greeley	30	15.00	14.5.		33
La Junta	24	No fee	27.5 7.7.		27
Lamer	20	5.00	6.8.		25
Montrose		No fee	6.8. 5.0.		27
Pueblo	162	15.00	98.0	2262	181
Rocky Ford Salida	17	10.00	4.1.		16
Sterling	None	No fee	7.5.		27
Trinidad Walsenburg	00	12.00	12.2		50
CONNECTICUT		5.00	5.6.	200	26
Bridgeport	None	No fee	170.0		391
Bristol	None	No fee	43.4. 186.8.		79 439
Meriden	None	No fee	48.3		120
Naugatuck New Britain	None	No fee	20.5.		52
New London	20	5.00	85.9. 31.1		153
Norwich	None	No fee	40.5		65
Stamford Torrington	None	No fee	85.6, 28.9		181
DELAWARE					
FLORIDA		5.00	7.6.		19
Bradenton	45	25.00	22.7.		46
Daytona Beach	SI	12.00	49.4		143
De Land	332	15.00	8.7. 76.1.		28
Fort Myers		35.00	13.2.		51
Fort Pierce	47	5.00	23.9.		53
Jacksonville	300	2.50	238.1.	de	430
Key West	12	25.00	40.2. 6.S.		98
Leesburg	30,	10.00	7.4.		21
Marianna		10.00	5.8,		39
Miami		18.75	272.4.		
Miami Beach Orlando		12.50	54.1.		268
Palatka	120	40.00	9.2.		35
Panama	60	25.00	33.1.		75
Pensacola		7.50	52.8. 13.6.		139
Sanford	50	25.00	11.9.	· · · ·	28
Sarasota Tallahassee		20.00	35.4		66
Tampa	600	15.00	259.9.		550
West Palm Beach GEORGIA	129	12.50	62.8	***	173
Albany	\$	10.00	42.6		55
Americus	45	13.00	34.5.		15
Atlanta		30.00	509.2.		731
Augusta	12	25.00	109.1	+++	174
Cedartown		25.00	7.3 9.5		11
Columbus	224	25.00	97.0.		183
Dublin Gainesville	44	33.00	10.2		25
Griffin	43	20.00	14.0		39
Macon Moultrie	81	25.00	85.2		139
Rome	125	10.00	35.6.		77
Savannah	50	25.00	22.4		193
Tifton	18	20.00	6.3		17
West Point	10	10.00	4.1		7
Boise		No fee	35.1.,		111
Caldwell		No fee	26.8		29 58
Lewiston	None	No fee	13.0		66
Pocatello		No fee	27.9.		43
Twin Falls	None	No fee	23.5.		58
ILLINOIS Alton		15.00	35.6		106
Aurora	92	10.00	57.8		22
Beardstown			36.6		20
			sed on s		56)
		Service Control of the Control of th			



NEW ALBUM ON EPIC Epic EPC LN-3405

"A COUPLE OF CRAZY KIDS"

"SEVEN STEPS

NEW SINGLE RELEASE:

Epic 5-9271 TO LOVE"

REBEL WITHOUT A CAUSE Oscar Nominee for: Columbia Pictures

GENE KRUPA STORY"

TITLE ROLE IN

CURRENTLY FILMING

Emmy Nominee for:

* Young Don't Cry * Crime in the Streets * DINO - ALADDIN

* Giant * Somebody Up There Likes Me *

20 States Licensing Jukes Average \$15 Per Unit a Year

ALABAMA. There is an annual State license fee of \$8 per machine, \$4 license fee for the county and 50 cents for an issuance fee making the total annual license fee per machine \$12.50.

on juke boxes. Gross receipts are subject to 2 per cent tax, however.

ARKANSAS. The annual license fee is \$5 per machine.

CALIFORNIA. No tax or regulations on juke boxes. They are subject to personal property taxes, however.

colorado. No tax, license or regulations on juke boxes. But they are subject to 2 per cent sales and/or use tax when purchased for use (not for resale).

or regulation on juke boxes. There must be payment of sales and/or use taxes.

DELAWARE. A license fee of \$20 for each machine operated by a nickel. A license fee of \$40 for each machine operated by a dime. Application for license is made to State Tax Department of the county in which the operator is a resident.

DISTRICT OF COLUMBIA. No tax, license or regulation on juke boxes.

FLORIDA. Each machine must have a license which costs \$7.75. This license is a combined State and county occupational license and is purchased from the county tax collector of the county in which the machine is to be located.

GEORGIA. There is no tax or regulation on juke boxes. Total income is subject to sales tax, however.

IDAHO. Juke boxes operated in Idaho are subject to assessment by the local assessor as personal property. The actual tax will vary by county and taxing district within each county. The State assessed valuation of juke boxes is as follows: Individual floor models—\$80; remote control models, including five wall boxes—\$80; each additional box, \$3.20. ILLINOIS. No tax, license or regulations on juke boxes.

INDIANA. No tax, license or regulations on juke boxes. Gross income subject to gross income tax, however. Current rate is 1.5 per

IOWA. An operator of juke boxes must hold a retail sales tax permit and report the entire gross receipts received from the operation of such machine and devices and remit 2 per cent tax thereon. The operator must place a sticker, ST 103, on each unit he operates within the State. These stickers must show his retail sales tax permit number. No juke box shall be operated without this sticker being attached in a prominent place.

KANSAS. No State licenes is levied on juke boxes. Cross receipts are subject to 2 per cent sales tax, however.

KENTUCKY. A license of \$10 per machine is required for every juke box. This license may not be transferred from one machine to another. These licenses are valid from July 1 to June 30 of the following year. A license stamp receipt evidencing payment of the tax must be permanently fixed to the machine. A license obtained after January 1 of any year shall

be one-half the annual fee of \$5. LOUISIANA. There is an annual State tax of \$10 per machine, payable to the Department of Revenue.

MAINE. Juke boxes are subject to local property taxes as is all other real estate and personal property. There is no State license fee, State tax, or State regulations on juke boxes.

MARYLAND. An annual license fee of \$10 per juke box may be issued by either the clerk of the Circuit Court of any county or the clerk of the Court of Common Pleas of Baltimore. Also, an additional \$1 must be paid for independent coin-operated speaker delivering music from an amplifier on the same premises. Each machine or device licensed shall have affixed to it a metal tag issued by the clerk, showing that the fee for the current year has been paid.

MASSACHUSETTS. There is a \$50-per-machine tax for Sunday operation. In addition, machines are taxed under local personal property taxes.

MICHIGAN. No payment of a license fee to operate juke boxes in this State is required. However, the purchaser is required to pay a 3 per cent use tax on the cost price of any equipment brought into the State for storage, use or consumption. This tax must be paid directly to the Department of Revenue at the time the equipment is first purchased.

MINNESOTA. There is no tax, license or regulation on juke boxes. They are subject to personal property and income taxes, however.

MISSISSIPPI. The owner of the location in which the machine is located must buy an annual license from the State Tax Commission. For each machine that requires 5 cents or more and less than 10 cents, the license is \$10. For each machine that requires 10 cents or more and less than 20 cents, the license is \$20. For any music machine playing records having more than one coin chute, the measure of the tax shall be the multiple of the coin required. MISSOURI. There is no State tax, license, or regulation on juke

MONTANA. There is no State tax, license or regulation on juke boxes.

NEBRASKA. There is no State tax, license or regulation on juke boxes except for a personal property tax which is the same as on any other property.

NEVADA. There is no State tax, license or regulation on juke boxes. This is done on a county

NEW HAMPSHIRE. There is no State tax, license or regulation on juke boxes.

NEW JERSEY. There is no State tax, license or regulation on juke boxes.

NEW MEXICO. This State licenses juke boxes only from the standpoint of income and use tax on juke boxes brought into the State. There is an emergency school tax at the rate of 2 per cent on gross income.

NEW YORK. There is no State tax, license or regulation on juke boxes.

NORTH CAROLINA. There is an annual license fee of \$100 for each operator having one or more juke boxes in operation. In addition there is an annual license fee of \$10 per machine. This license is issued to each machine having a different serial number and is not transferable from one machine to another. The tax year is from June 1 to May 31 of each year. Half-price licenses are issued to those beginning their business operation on or after January 1 and prior to May 31. NORTH DAKOTA. There is an annal license of \$15 per machine issued by the Licensing Department of the Office of Attorney Ceneral.

OHIO. There is no State tax, license or regulation on juke boxes except a personal property tax which is 70 per cent of the true value of the machine.

OKLAHOMA. There is an annual license fee of \$40 per machine issued by the Oklahoma Tax Commission, effective July I thru June 30 of each year. There is a 2 per cent use tax due on all juke boxes brought into this State for storage, use or other consumption. In addition there is a 2 per cent sales tax done on the gross receipts taken from the machines.

OREGON. There is an annual license fee of \$10 per juke box and an additional \$1 for each additional wall box. The receipt for this license fee must be affixed to each machine before it can be put into operation.

State tax, license or regulation on juke boxes. However, Selective Sales and Use Taxes are levied on the machines.

RHODE ISLAND. There is no State tax, license or regulation on inke boxes.

SOUTH CAROLINA. There is an annual license fee of \$25 per machine on juke boxes.

SOUTH DAKOTA. There is no State tax, license or regulation on juke hoxes. Receipts are subfect to sales tax, however.

TENNESSEE. For each machine that requires a minimum deposit of 5 cents, the annual license fee is \$5. For each machine that requires a minimum deposit of more than 5 cents, the annual license fee of \$10. These license fees are payable in the county where the machine is in operation. The license receipt shall be attached to the machine, and the entire contents of the license shall be visible to the public so as to be readable at all times.

TEXAS. The State levies an annual tax of \$5 on each juke box. No other regulation on juke boxes except that a tax receipt must be displayed on the machine.

UTAH. There is no State tax, license or regulation on juke boxes.

VERMONT. There is an annual license fee of \$25 for each machine in operation, which extends from January 1 to December 31 of each year. A receipt for each license must appear on each machine. When juke boxes are licensed to operate as concessions at fairs or carnivals, the fee is \$50 per week for each concession.

VIRGINIA. There is a State license tax of \$5 per year on each juke box. A license sticker must be displayed on each machine. States in Brief

STATE	PEA PEA	OR TAN		ANNUAL AMOUNT PER MACHINE
Alabama				
Arizona ververe				
Arkansas aversar				15
California				A STATE OF THE PARTY OF THE PAR
Colorado				
Connecticut				
Delaware				\$20-5¢ play
				\$40-10¢ play
Dist. of Columbia		x		
Florida	x	***		87.75
Georgia				
Idaho				\$80 *(personal
				property)
Illinois		x		
Indiana		x		
Iowa	*** ***	· · · · ×		
Kansas		x		37 6
Kentucky	x			\$10
Louisiana				
Maine		x		
Maryland				
				\$1 for each additional speake
Manuelmette	2016			
Massachusetts		7.3		operation tax
Michigan		x		NY SECTION SECTION
Minnesota				
Mississippi				\$10-5¢ play
				\$20-10¢ play
Missouri		x		
Montana		X		
Nebraska		X		
Nevada		x		
New Hampshire .		W. X	· · · · · ·	
New Jersey				
New Mexico				
New York				
North Carolina				\$100 per operator
				\$10 per machine
North Dakota	x			\$15
Ohio				
Oklahoma				\$40
Oregon				810
De Property	3-36			\$1 for each additional speake
Personal Locate	5/6 95			
Pennsylvania				
Rhode Island				105
South Carolina				
South Dakota				05 KA 37
Tennessee	··· × ···	***		\$5-5e play \$10-10e play
Texas		THE STATE OF THE S		
Utah				
Vermont				825
				\$5
Virginia				
Washington				
West Virginia	X			43.30
Wisconsin		x		
		x		

WASHINGTON. Each operator must be registered with the State tax commission. This is accomplished by completing the proper application Form 2401 and the payment of \$1 to cover the fee. It is also necessary to apply for and obtain a certificate of registration to be attached to each machine in operation. There is no charge for these certificates of registration.

WEST VIRCINIA. A license fee of \$5.50 per year is required for all juke boxes.

WISCONSIN. There is no State tax, license or regulation on juke boxes.

WYOMING. There is no State tax, license or regulation on juke boxes. There is, however, a use tax due on the purchase of the machine itself.

America's Coin Catcher.



and his Royal Canadians

CURRENT RELEASE

"OVER AND OVER"

"THE LETTER GETS BETTER"

CAPITOL 3954

CURRENT ALBUMS

ON CAPITOL T892:

"THE LIVELY GUY"

Exclusive Management



MUSIC CORPORATION OF AMERICA

ON DECCA DXM 154:

"SWEETEST MUSIC THIS SIDE OF HEAVEN"

Hope all of you have a chance.

to drop in and see my production

of "Song of Howay" at the

Of "Song of Howay" at the

Jones Beach, marine Theater,

Long Island, this summer Guy

Publicity: DAVID O. ALBER ASSOCIATES, INC.; Gene Shefrin

56 MOA CONVENTION S	ECTION	THE BILLBOARD
Continued from page 52		No. of Per Livener Population Dening
	Population Drinklo	
No. of Pet License Amount	(In Thousands) Place	Independence 10.00 11.8 27
Benton 12 25.00.		
Casey None No fee.	2.7 1	Kansas City None No fee 137.4 294
Centralia 55 20.00.	13.9 5	A. C.
Chicago	3,820.49,04	4 Liberall 20 20.00 8.3 24
Clinton 21 20.00.	5.9 2	The state of the s
Dixon None No fee.	18.9 3	2 Neodesha None No fee 4.1 13
Edwardsville 5 10.00. Elgin 55 10.00.	8.8 3 49.9 9	CONTRACTOR
Flora 20 25.00.	5.3 1	5 Parsons None No fee 15.5 30
Hoopeston 14 25.00.	6.0 1	
Jacksonville None No fee.	25.8 5	6 Salina 50 15.00 33.1 104
Joliet None No fee. Kewance 45 15.00.		
Lincoln None No fee.	16.4 3	5 KENTUCKY
Macomb None No fee. Mattoon 42 12.00.	20.1 4	a asimand construct Officers of the area of the construction of the
Monmouth 20 20.00.	10.2 2	5 Fulton 12 10.00 32 11
Murphysboro 22 15.00 . Olney 12 15.00 .	9.2 3 8.6 2	Glasgow 15 10.00 7.0 15
Ottawa 41 15.00.	17.0 8	Lexington 500 10.00 59.2 184
Paris 26 25.00. Pekin 25 15.00.		6 Louisville 957 15.00 618.4 940 3 Madisonville No fee 11.1 23
Peoria 303 12.00.	119.3 34	0 Mayfield 25 10.00 9.0 22
Pontiac None No fee 223 15.00 .	9.0 2	a tantoni addition to the desired to the territorian take
Rock Falls 20.00.	10.2 2	3 Richmond 10.00 10.3 29
Rockford None No fee Rock Island 124 25.00 .		7 LOUISLANA
Springfield 174 35.00.	90.3 34	8 Raton Rouge 350 10.00 1591 200
Taylorville 20 25.00. Waukegan 105 25.00.		Crowley 32 10.00 12.8 39
INDIANA		Jennings None No ree 10,7 13
Alexandria None No fee.		Opelousas 59 10.00 11.7 45
Bicknell 7 8 4.00.	4.8 1	8 Shreveport 10.00 158.9 247
Columbia City None No fee		Bath None No fee 10.6 19
Elwood None No fee	11.4 2	Waterville None No fee 194 49
	142.5 35	MARYLAND
Frankfort None No fee		Baltimore 2,550 8 25.00 1,001.9 2.516 Cumberland None No fee 39.4 112
Hammond None No fee.	107.9 17	Venderick None No fee 000 66
Huntington None No fee.	463.2 93	2 Hagerstown None No lee 40.1 120
Jasper None No fee.		Salisbury None No fee 15.1 40 8 MASSACHUSETTS
Lafayette None No fee		9 Boston 950\$ 100.00 714.11,703
Linton None No fee	6.0 2	4 Fall River None No fee 110.1 208 3 Fitchburg 67 5.00 43.5 82
Martinsville None No fee. Michigan City 50 5.00.		4 Framingham 37 5.00 31.6
New Castle None No fee.	22.3 3	5 Gardner 5 50.00 20.1 33 8 Gloucester 27 5.00 26.2 52
Portland None No fee		5 Haverhill None No fee 47.6 86
Rensselaer None No fee.	4.1 1	0 Holyoke None 55.5 117 4 Lowell None No fee 94.6 180
Richmond None No fee. Rochester None No fee.		14 Lowell None No fee 94.6 180 13 Lynn
Spencer 8 12.00.	2.4	Malden None No fee 61.2 68 New Bedford 238 5.00 108.9 239
Terre Haute None No fee		2 New Bedford 238 5.00 108.9 239 6 Newbury 15 2.00 14.1 36
Valparaiso None No fee	13.4 3	North Adams 5.00 21.5 39
Vincenness None No fee Warsaw None No fee		19 Worchester 200 50.00 204.8 371 23 MICHIGAN
IOWA		Adrian \$ 10.00 23.5 39
Ames None No fee		7 Albion 18 10.00 10.4 31 23 Ann Arbor None No fee 64.1 85
Bosser None No fee	12.2 4	10 Bay City 143 5.00 61.0 142
Burlhigton None No fee		Benton Harbor 49 15.00
Cedar Falls None No fee	14.3 3	12 Cadillac 14 5.00 10,4 14
Cedar Rapids None No fee		55 Cheboygan None No fee 5.7 22 Detroit4.170 25.001,930.14.206
Charles City None No fee	10.3 3	Downgiac 10.00 6.5 14
Cherokee None No fee		50 Flint
Creston None No fee	8.3	31 Grand Rapids 240 15.00 196.2 364
Davenport 125 25.00 Des Moines None No fee		75 Hillsdale None No fee 7.3 18
Estherville None No fee	6.7	17 Ludington None No fee 9.5 26
Fairfield None No fee		21 Marshall 16 10.00 5.8 19 33 Menominee No fee 11.2 34
Iowa City None No fee	34.7	59 Mount Pleasant 20 5.00 11.4 35
Marshalltown None No fee Mount Pleasant None No fee		26 Royal Oak None No fee 76.9 72
Newton None No fee	13.6	32 Saginaw 10.00 105.0 195
Oskaloosa None No fee		15 Traverse City No fee 17.0 39
Spencer None No fee	7.4	20 Ypsilanti None No fee 21.9 41
Vinton None No fee Washington None No fee		23 Austin None No fee 29.0 68
Waterloo None No fee		64 Bemidji 36\$ 10.00 10.0 28 Brainerd 36\$ 10.00 12.6 35
Abilene 10\$ 12.00		24 Crookston None No fee 7.4 18
Arkansas City None No fee	12.9	41 Duluth 87 20.25 113.7 215 40 Fergus Falls 7.50 12.9 29
Burlington 10 5.00	2.3	Little Falls None No fee 6.7
Cherryvale None No fee	3.0	8 Marshall None No fee 5,9 14 20 Minneapolis 769 14.00 561.71,120
Coffeyville None No fee	18.0	49 Moorhead 21 12.00 14.9 23
Concordia 20 15.00	7.0	21 New Ulm 31 12.00 9.3 41 11 Red Wing None No fee 10.6 32
Dodge City 20 5.00	11.4	43 Rochester None No fee 34.9 91
	The second secon	36 St. Paul 459 10.00 347.2 618
Fredonia 22 16.00	3.3	8 Stillwater 18 10.00 7.7 19
Garden City 26 5.00	10.8	9 Winona None No fee 28.5 81
		26 (Continued on page 58)

5-Man Co-Op Big Success

OPERATORS Exchange, headed by Bob Bard, has comhined a diversified package program and a co-operative service plan into a successful operation in Los Angeles.

Bard is credited with originating the package deal in this area. The Exchange stresses the installation of the juke box, games and elgarette machine by one operator. This system is followed in the general run of locations such as taverns. When installations are made in bowling alleys, the Exchange contracts with an outside operator for the candy or food machines.

Exchange members include Ray R. Powers, Reed Olson, Ed Kendall, B&L. Music and 20th Century Cigarette Service. All of these have been in the operating field for nine years or more.

Bard believes that the combining of the five operations is one
of the smartest moves made or
to be made by small operators
who want to expand. They share
one location, calls are handled at
a central point, and records are
purchased by an expert. Jo
Crutchfield. It is her assignment
to buy and prepare the strips and
records for the machines. All of
the operators share in the expense
of the library and librarian.

"This thing of being on call every night and over weekends has been eliminated by this system," Bard said. "The operators are on call only one night a week and work only one weekend in five."

In addition to offering the five individual operators service at a central point, Bard maintains a salesroom for any equipment they wish to sell.

Why Contract

· Continued from page 50

in the solitary legal battle over location contracts that saw his firm fail to receive the nod, says Joe Beck. The lesson learned was that their contract was not considered binding because the new owner had not been notified of the existence of the contract with his firm at the time he bought the place. The furner owner had neglected to tell him about the contract, and the new-comer ousted the Mitchell juke box, leading to the damage suit.

After the court decision against his contract was announced. Beck had new contracts printed. The new ones say in effect that in the event the outgoing location owner fails to get the new owner of his place to take over the juke box contract, then he himself has responsibility and can be held hable for compensatory breach of contract damages covering the unexpired period.

"The juke box operator who insists on written agreements before he places equipment in a location is merely exercising good, common sense," Beck sums up. "In a lot of locations an operator who puts in a brand-new juke box can have as much or more money invested in the spot than the owner. Basically, every time that you write a contract with a location owner you are guaranteeing yourself a measure of stability."



Thanks fellas, for all the Hits!

NAT KING COLE



Currently Starring in the Paramount Picture
"ST. LOUIS BLUES"

New Single

Looking Back

Do I Like It

Record No. 3939

New Album



"NAT 'KING' COLE ST. LOUIS BLUES" W-993

Personal Management
CARLOS GASTEL



Direction

GENERAL ARTISTS CORPORATION

New York • Chicago

Beverly Hills • Cincinnati • Dallus • London

TIMED RIGHT!
BREAKING
IN THE
HOT MARKETS!

SUMMING

MINION IN THE RESERVE TO THE PARTY OF THE PA

BY THE NEW SENSATIONS!

THE LANGE

DANIDICALIS OF THE PROPERTY OF

A-2112

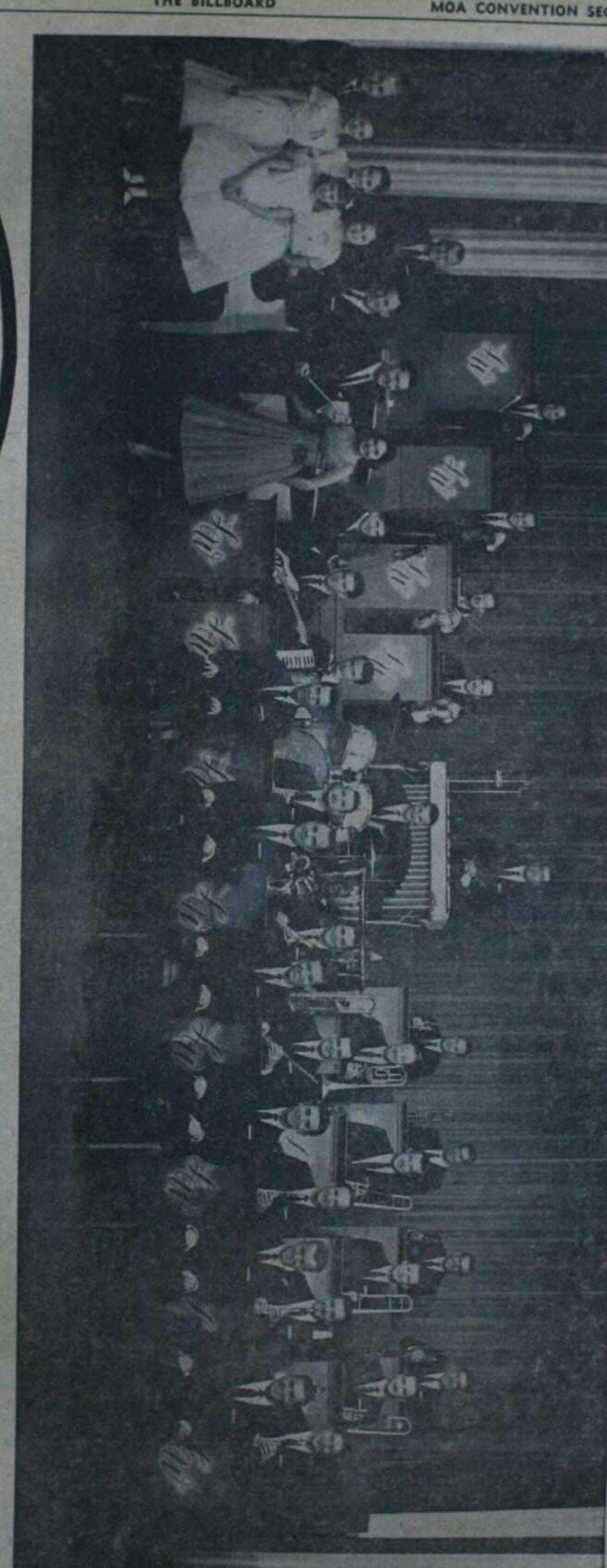
RUSH YOUR ORDER TODAY!



DISTRIBUTED BY
MERCURY RECORD CORP.

· Continued from page	<u>56</u>	2/23	-	
	No. of	Pet License 1	Population Drin	_
MISSISSIPPI	Licenses	Amount (In		nces
Clarksdale	450		16.5	36
Greenwood	35	5.00	21.1	49 32
Gulfport			31.4	59 181
Laurel	100	. 5.00	29.1	45
McComb	2.00		48.1	71
Vicksburg			32.3	52
Carthage	12		11.2	28
Excelsior Springs Festus	None		5.9	23
Independence		. 15.00	54.9	68
Jefferson City Joplin			33.8	55 141
Lamar /	None	. No fee	3.2	13
Macon			5.1	20
Marshall	None	. No fee	8.9	27
Moberly	None	No fee	13.1	32
Neosho Nevada	None	. 10.00	5.8	20 27
Poplar Bluff	None	. No fee	15.1	49
Saint Charles	None	. No fee	9.4	48
Saint Joseph		. 10.00	83.1	226
St. Louis Sedalia	None	. No fee	852.72 28.8	56
Springfield Trenton	. 100	5.00	96.9	189
MONTANA				26
Glendive	None	. 8 25.00 No fee		91
Great Falls	None	. No fee	50.9	100
Havre Helena	None	No fee	22.3	32 55
Kalispell	None	. No fee	9.7	35
Miles City NEBRASKA	None	. No fee	9.2	28
Columbus	None	No fee	8.9	31
Fairbury	None	. No fee	6.4	14
Falls City			20.1	24
Holdrege			4.4	14
Kearney Lincoln	77	. \$ 10.00	124.9	36
Nebraska City Norfolk	. None	No fee	6.9	31 43
North Platte	. 37	. 5.00	15.4	53
Omaha				619
NEVADA				
Carson City		. No fee	54	33
Ely Las Vegas			51.4	121
Reno				161
NEW HAMPSHIRE Manchester	. 19	.\$ 10.00		148
Nashua Portsmouth		The second secon	20.8	68 54
NEW JERSEY				100
Atlantic City Camden	. 253	. 25.00	140.4	346
Morristown Newark	None	. No fee	476.31	42
Paterson	. None	. No fee	147.4	459
Perth Amboy Trenton	250	. 25.00		143 519
Vineland	None	. No fee	10.9	66
NEW MEXICO				
Albuquerque		0.00	181.9	342
Artesia			82	18
Clovis			18.4	31
Gallup	. 464	. 15.00	9.1	60
Las Cruces			12.3	42
Raton			7.2 8.2	17 36
Roswell	None	. No fee	34.7	66
Santa Fe Silver City			7.0	23
NEW YORK Amsterdam	None	. No fee	31.3	123
Batavia	None	No fee	80.8	254
Binghampton	.1,475	.\$ 20.00	581.31,	642
Corning	None	No tee	20.1	52 69
Dunkirk	None	. No fee	18.0	69
Elmira Endicott			22.8	85
Geneva	12	15.00	20.4	61 68
Gloversville	None	No fee	24.2	67 52
Hudson	None	No fee	31.5	74
Jamestown	82	. 10,00	42.9	115
Kingston Lockport	None	. No fee	26.4	85
Medina	None	No lee	23.7	90
Mount Vernon		No fee	AMORA STREET	62)
			The same of	

IC OPERATORS OF AMERICA



BOX

BENCH MEIN

Music Makers

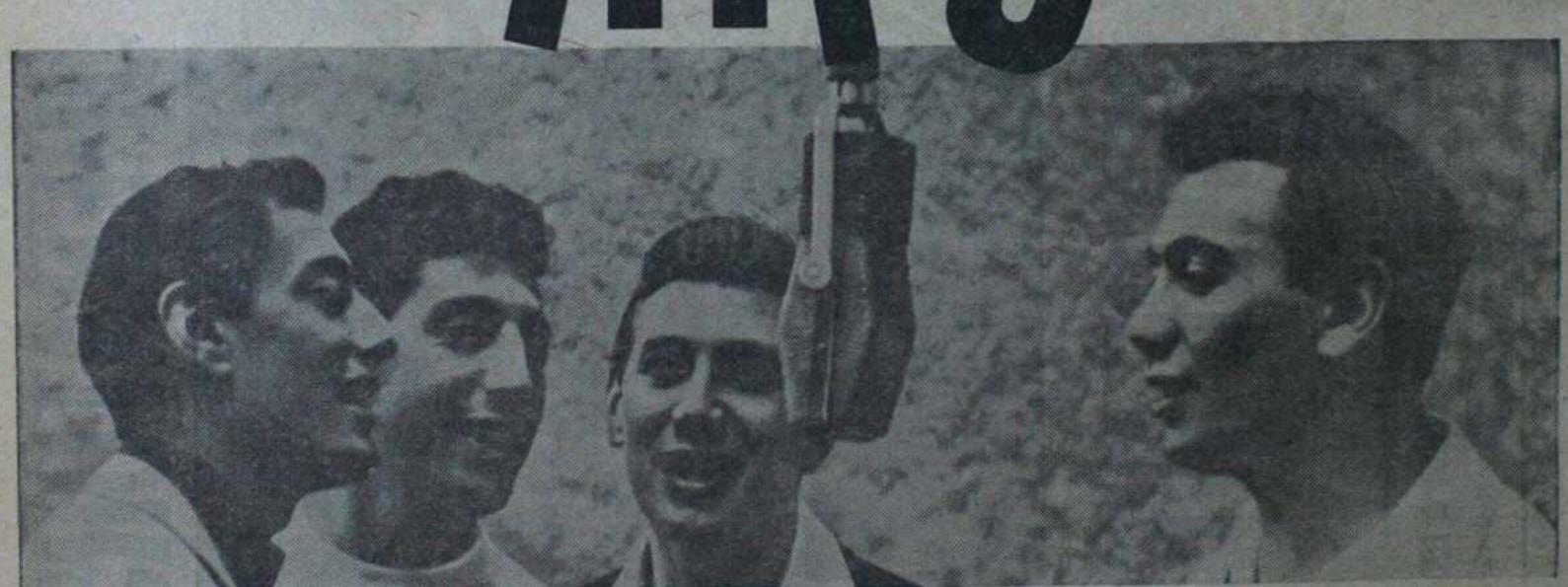
Champagne

And His

twork: Saturdays-"DODGE DANCING PARTY" . Mondays-"TOP TUNES AND NEW TALENT"

AMES BROTHERS

ALAND MARKET OF THEIR



A VERY PRECIOUS LOVE

The smash hit version of the big love song from the Warner Brothers' film "Marjorie Morningstar." With the picture breaking nationally, get set to sell a million plus!

C/W DON'T LEAVE ME NOW 47/

with Hugo Winterhalter's Orchestra and Chorus

SEE THE AMES BROTHERS AT THE BIG MOA BANQUET!







FOR FUN GALORE-CLUB VICTOR Booth 24
FOR RELAXATION-RCA VICTOR/VIK SUITE

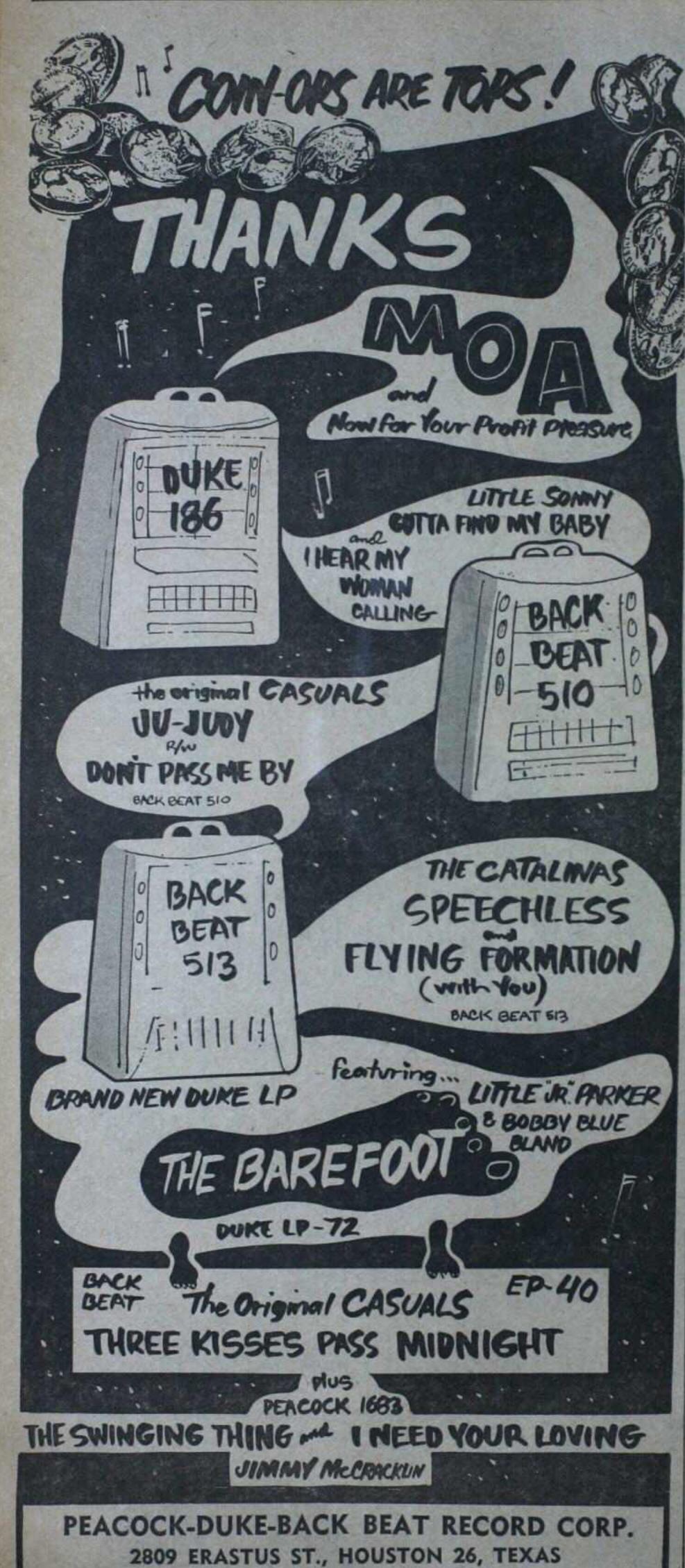


RCA VICTOR



Vik

62



		2001200	24.	MAY 5.	1958
	· Continued from page	5.8			
	RESIDENCE OF STREET	18 1 6	The Park Name	PUR	Easton 4
	City	No. of	Pet License Amount (1	Population	Drinking
9	Newburgh				150
	New Rochelle	None.	Nofee	740	1.00
i	New York	Vone	1.00	7.838.0	7 000
1	Niagara Falls North Tonawanda .	None	No fee	31.6.	34!
٧	Norwich	None	No fee	8.8	21
	Ogdensburg	None	No fee	16.2.	3
1	Olean		No fee 5.00	24.2.	5
1	Oneonta		25.00	13.6.	5
d	Ossining		No fee	16.1.	4
1	Oswego			23.3.	8
A	Plattsburgh		No fee 27.50		5
1	Port Jervis	None	No fee		
1	Poughkeepsie	None	No fee	44.8.	15
3	Salamanca Saranac Lake	None	No fee		
a	Sarasota Springs		No fee		2
a	Saugerties	None	No fee	3.9.	3
4	Syracuse	434	15.00		
ą	Watertown White Plains	None	No fee	35.9. 50.7.	
	NORTH CAROLINA			30.7.	****
	Asheville		5.00	59.0.	12
	Charlotte	200	5.00	163.0.	28
	Durham	35	5.00		
a	Fayetteville	75	5.00		
۱	Gastonia		5.00	36.2.	5
1	Goldsboro	25	5.00		
ı	Greenville	385	5.00	94.7.	15
ı	Hickory		5.00	14.8.	3
ı	Lenoir	20	5.00	10.8.	2
ı	Lexington	20	10.00	13.6.	
ı	Reidsville	19	5.00		1
ı	Rocky Mount	43	5.00	34.1.	
ı	Sanford .		5.00	10.0.	1
ı	Spencer	5	5.00	3.2.	
1	Washington	18	5.00	20.8. 9.7.	
ı	Wilmington	85	5.00	54.6.	
ı	Wilson	35	5.00		4
۱	Winston-Salem NORTH DAKOTA	130	5.00	120.2.	170
ı	Dickinson	None	No fee	7.5.	2
ı	Grand Forks	None	No fee	33.4.	
ı	Minot	None	No fee	30.9.	5
ā	OHIO	None	No fee	10.9.	21
١	Akron	None	No fee	205.0	665
ı	Ashland	None	No fee	14.3.	38
a	Athens	None	No fee	13.5.	41
R	Cambridge	None	No fee.	6.9.	16
	Canton				
i	Celina	None	No fee	5.7	14
ij	- Chillicothe				
	Cleveland				2,377
ä	Columbus				
ĕ	Defiance		5.00	11.3.	32
	Delaware	24	1.00	11.8.	31
	Dover	None	No fee	36.7.	75
	Galion	None	No fee	10.0.	27
	Ironton				
	Lima		No fee	59.0 55.0	
ø	Marion	60	1.00	38.8.	
B	Massillon	45		36.4	
	Middletown	AND THE RESERVE OF THE PARTY OF		12.2.	
	Painesville	None	No fee	14.4	24
	Portsmouth		10.00	44.3	
	Sandusky N				
	Tiffin				
ı	Toledo	804	25.00	332.1	879
1	Troy				
1	Van Wert	None	No fee	9.3	26
ı	Warren	None	No fee	59.1	156
1	Wilmington	vone	No fee	7.4	
4	Youngstown	350	5.00	182.9	
	Zanesville	132	10.00	45.5	
	OKLAHOMA				
	Ada	20\$	6.00 No fee	15.8	
	Chickasha N	13	10.00	5.5	
	Clinton	32	5.00	7.6	23
	Cushing	OLIOPO A DISCOURS	No fee	8.4	
	Elk City N		No fee	8.0	
	ElReno	25	10.00	11.0	.: 33
	Enid	31	20.00	43.2	93
	Guthrie N	25 i	10.00 No fee	4.7	
	Henryetta	31	10.00	8.0	34
	Hugo		10.00	6.0	
	Nowata N	48 I	20.00 No fee	39.6	
	Okemah N	one ?	No fee	3.5	20
	Oklahoma City		20.00	301.7	
		414		258.2	496
				ed on p	0.00
				THE RESERVE OF THE PERSON NAMED IN	

ABC-PARAMOUNT

Dear Members of the Music Operators of America —

May we express our heartfelt appreciation for the Glorious year your efforts have helped us to enjoy.

And may we invite you to join us in looking forward to many years of mutual success through cooperation and imaginative record marketing. Thanks again - Sam H. Clark and Staff

Sam H. Clark and Staff

FUIL COLOR LIBERITY

A GREAT NEW Dot HIT! DON AND HIS ROSES

SCHOOL

15755

Published by: Nor Va Jak Music Sole Selling Agent: Melody Lane Pub. Gen. Prof. Mgr.: Murray Deutch

EP's Are Used as Sales Tool To Earn Top Location Money

- · Operator programs minimum of 40 extended-play disks to get \$15 to \$25 guarantee plus 50-50 split
- · Selling plan specifies type juke box possible with type commission; tailor tunes exactly to clientele

THE number one basic factor of success in an operator "package deal" on commissions is a guaranteed set sum for the juke box operator over and above the agreed-upon commission arrangement, according to John M. Sullivan, of Sullivan's Music, in southwest Detroit.

Sullivan operates his own route, which extends thru the city and most of its suburbs from downriver Romulus to east side cities such as Warren, Mich., on what he terms a "special album deal.

Sullivan's Music Company operates chiefly 200-selection machines, with 80 per cent of the plays using extended play records, and the remaider a sprinkling of singles. On the installation of a 200-selection machine in any promising location, Sullivan offers an arrangement where the location owner will agree that Sullivan receives a flat \$15 per week and up for servicing and maintenance, besides the customary 50-50 or whatever percentage split is agreed upon to their mutual satisfaction.

If a machine is not pulling in a basic \$15 to \$25 to cover its weekly programming and service costs, Sullivan pulls it out of that location and tries it in another location.

"If you are operating any juke box routes in the city of Detroit, as I am doing, and if you want to make it an efficient operation, you have to get a basic minimum from \$15 a week and up on a 200-selection machine. You also will find it necessary for an elficient operation to hold your minimum basic cost rate for the 100-selection machine to \$10 a week and up, depending on the location, which may or may not need more programming service per week than some of the others. This is what I term my selling formula for installing my 100 and 200-selection machines from the 55 to 58 models, plus my usual 50-50 percentage split with the location owner," Sullivan says.

On some locations using the 100-selection machines, he sets a \$12 basic to be paid his firm before the remaining amount is split between himself and the location owner.

For this guaranteed basic charge, Sullivan offers the location what he considers his best drawing card-a brand-new EP record each week. "This is what sells the location owner. He knows that his customers go for the kind of selections my EP's offer, and that the EP's will bring in a larger amount per play," he explains.

His average charge per play on EP's is the dime play when the machine is in what he terms a "mediocre" location. When it is a higher class location such as a cocktail lounge, EP plays are set for 15 cents and two plays for 25 cents.

Sullivan's servicing charge is derived upon the cost of the machine to be put in the location, the amount of record changes

ing per week to obtain maximum play-especially if the EP's are in demand, and the type of location the machine is in.

He estimates the average "good" location on his route requires three top tune changes and one new EP per week. The single 45's cost him 62 cents apiece, and the EP album 90 cents, with the remainder of the basic guarantee covering Sullivan's cleaning and servicing of the machine and his transporta-

Sullivan does all of his own repair and servicing and programming, unlike many operators, and can budget his costs accordingly. Besides his own "threeman job, he also services each week the route of Avon Music for operator Harvey Dickens, who taught Sullivan the rudiments of operating a music machine route and kept him on as assistant since 1951 following Sullivan's establishment of his own route.

He has found that his basic costs must also include consideration of the fact that some strong locations will necessitate changes of EP's as frequently as three to four times a week. But to compensate for this additional service, the location must be providing a definite high volume of play before it can demand this additional attention, Sullivan points out. Also balancing this is the occasional location where EP changes are not as frequent as the average because most play is given the top pops which Sullivan provides on his 45 singles.

Sullivan's Music has been one of the earliest advocates of EP records for music machines in Detroit. "I like to keep up on developments-up to date on what is going to appeal to my customers. When something new comes along. I go ahead and try it, like I did with the EP plays, and if response looks good, I'm always willing to go along and play it for all it's worth."

"Playing along with" to Sullivan means programming at least 40 EP's in his average machine, consistently. Even when the EP's did not at first produce volume play during the first few weeks in some locations, he left them in deliberately.

As soon as the location owner learns of the higher percentage of profit to be derived from EP plays once they catch on with the customers, the location owner is enthusiastic. Today, not only are EP's Sullivan's best "selling formula" to location owners, but he handles large numbers of EP's with 45's for the necessary single

For his EP plays, Sullivan frequently makes use of the Seeburg 40-EP record package. While he doesn't claim that the 70-odd machines he programs for himself and Avon Music makes him the largest Seeburg package user, he does find them popular and mostly always given play in his locations.

With his EP "drawing card" selling formula, Sullivan chooses that the machine will be requir- his locations with care. He does not seek to "jump" a location, and has never found it necessary in his operation. He seeks out the tavers or cocktail lounge or restaurant where no music machine has yet been installed. Piped-in music, however, does not cause him to hesitate.

Many customers prefer to select their own music, his location owners have found out. So Sullivan discusses with the location owner what kind of music the customers are apt to prefer, what kind of price per play the customers may pay, and whether the customers are likely to go in more beavily for single or EP plays, When this is made clear, Sullivan discusses the type of music machine the location owner would find most suitable in appearance for his location, and yet within the suitable basic guaranteed costs range to be paid to Sullivan over and bove the percentage split.

Sullivan explains to the location owner that if he installs a music machine valued at \$200, his basic charge would be \$15 weekly; if a \$950 machine, the basic charge is \$17 weekly; on a \$1,000 machine, the cost is upped to \$20, and for a \$1,200 brandnew model, his guarantee must be \$25 per week.

Offsetting Sullivan's insistence for a guaranteed basic weekly cost rate is his offer to provide the more profitable EP play, which predominates on his ma- hits, the top r.&b.'s, the top chine installed by Sullivan's Mu-

popularity of EP plays. He points to the success of his other locations, making it clear that album play "is here and here to stay" at either a dime or 15 cents a play -whatever the location customers prove willing to pay.

He adds up the additional profits that are made from EP's for both the location owner and the machine operator, and reassures the location owner that additional time required to play an EP does not tie up the machine's playing time to a non-profitable degree. And he has found that location owners especially appreciate his guarantee to them of an always clean machine, with new recordings weekly, and a 24-hour service guarantee on a machine breakdown_

Thru past experience, Sullivan has come to know just about what type of programming to offer the location owner of a specific classification of location. He finds a drive-in eatery generally calls for a programming of top pops, some classical, and a few top pop EP's. For the class cocktail lounge, he programs a high amount of semi-classical, classical and hit tunes, with no rock o roll. The top rows of title strips in the music machine in a cocktail lounge location generally feature classical, then semiclassical, and in the top EP rows he will distribute a few new top hit albums, such as Ray Anthony, Harry James and Clenn. Further down he will have some of the old favorites on EP's, such as selections by Tommy Dorsey and his era. This offers the customer a selection of 160 EP tunes.

For the top teen-age location, Sullivan programs all of the top chines. He stresses the continued rock 'n' rolls, and a scattering of

hillbilly tunes. The EP rows will feature, in this location, a few hillbilly tunes, then all the EP rock 'n' rolls, such as the disks by the Platters, Bill Haley, and top hit artists, to a certain extent.

The technique of Sullivan's success in EP programming is that he takes care to program the bulk of the times most preferred by that location in EP records to insure the maximum dime and 15-cent plays. The 45 singles are chiefly of top pops or a sudden hit that will bring in the impulse type of play. "It's got to be done this way to make it a paying proposition. If you use any other play operation of going back to straight singles, then you are on nickel plays, and you'll be staying on nickel plays. The way to go forward is to put your singles on dime play and get your customers acquainted and used to the dime play and then put your EP's on 15 cents and up, depending on the location," Sullivan explains.

He added that with the majority of his machines on EP play, he still will use some 45 singles in the same machines, but the EP's will consistently out-play the 45 singles, even when those 45 singles are the top hit times of

With this type of sales talk, showing actual figures to the location owners that his 200-selection machines with their high EP preference rating that brings in the higher volume 15-cent play, Sullivan has no difficulty in convincing the location owner that the commission basis of a \$15 to \$25 guaranteed weekly cost, plus the 50-50 percentage split, is well worth having a music masic Company.

Enter the Second Annual National Golf Tournament Now!!

Sponsored by the Disc Industry Scholarship Committee (DISC)

WHO IS ELIGIBLE:

If you're connected with the creation, promotion, manufacture, sale or distribution of phonograph records, you're eligible. If you're a record dealer, juke box operator, disk jockey, a&r man, distributor, recording artist, a record manufacturer, music publishers, session musicians, etc., you are eligible.

PRIZES:

All expenses, including transportation via air to and from Shawnee, will be provided for the 16 semi-finalists. An impressive list of prizes will be printed in upcoming issues of The Billboard, Cash Box and Variety for semi-finalists and finalists. The prize committee is currently at work finalizing details.

HOW TO ENTER:

Fill in the application blank below and send to Disc Industry Scholarship Committee, Room 1400, 157 W. 57th Street, New York, N. Y. Checks should be made payable to: Connie Lewis, Treasurer, D. I. S. C. Each entrant will be notified as to the location of the course, etc., and the time within which he must play, both in the qualifying and match play rounds. Entrance fee is \$10 which incidentally also makes you a member of D. I. S. C. Monies collected will be used to establish scholarship fund.

TOURNAMENT DETAILS:

Plans are for '58 tournament to get under way in a matter of weeks. Two weeks will be designated as a qualifying period. Everyone will qualify in one of four (A-B-C-D) handicap categories. The qualifying round will determine your category of competition. Following the qualifying weeks there will be area competition right through the summer. These areas will be determined by number and location of entrants who wish to take part in the tournament. Each of the area winners (A-B-C-D categories) will participate in regional playoffs which will eventually produce four regional winners (North-East-South-West) with a winner in each of the four handicap categories from each of these regions.

The sixteen ultimate winners (four regional, four categories) will play off at a two-day tournament to be held at the beautiful Shawnee-on-Delaware Country Club, Shawnee, Pennsylvania, in late September. Special arrangements will be made with various golf clubs around the country to permit use of their facilities at a minimum cost for all piny.

ADDITIONAL ENTRY BLANKS AVAILABLE FROM CONNIE LEWIS, CHAIRMAN MEMBERSHIP COMMITTEE, D.I.S.C., ROOM 1400, 157 W. 57% STREET, N.Y.C., TO WHOM THIS APPLICATION BLANK AND REMITTANCE SHOULD BE SENT.

ENTRY BLANK

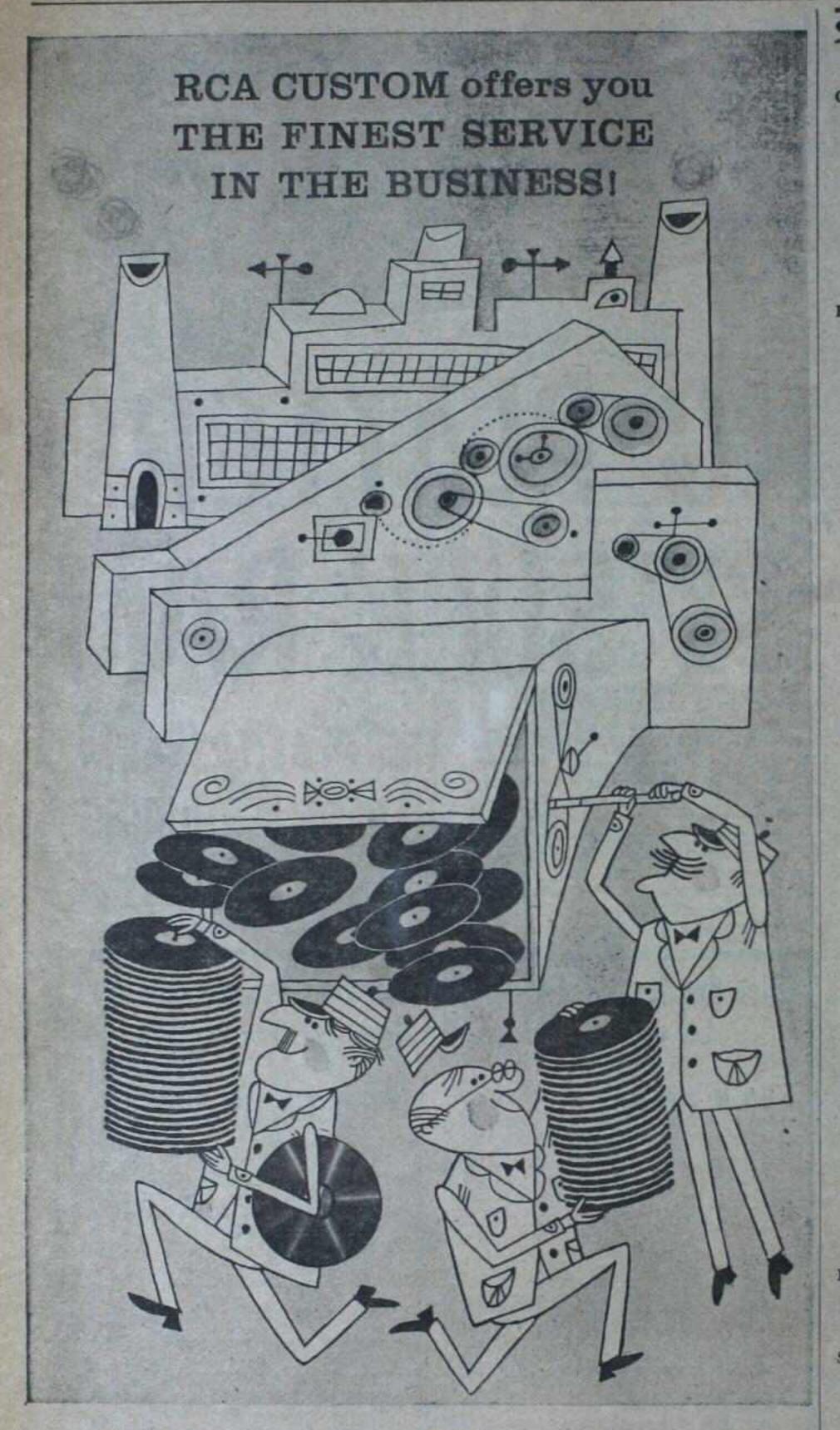
Second Annual National **Golf Tournament**

Sponsored by Disc Industry Scholarship Committee (DISC)

I hereby app						
Scholarship by-laws.	Committee,	and o	gree	to abi	de by	522
AND DESCRIPTION OF THE PERSON						

lane	
Address	
City	State
Firm Name	ENGINEER TO
Type of Business	

MOA CONVENTION SECTION



With a hit, you need lots of records fast! That's one more reason that RCA is #1 with independent record producers. RCA Custom gives the finest service in the industry. With three strategically-located plants, it offers you all the records you need, when you need them.

RCA's dependable service also includes overnight delivery to your distributors everywhere!

And RCA Custom means better equipment . . . painstaking care in each step of the manufacturing process . . . greater experience in the field of sound.

If you've got a hit in the making, give it the best all the way. Give it RCA!

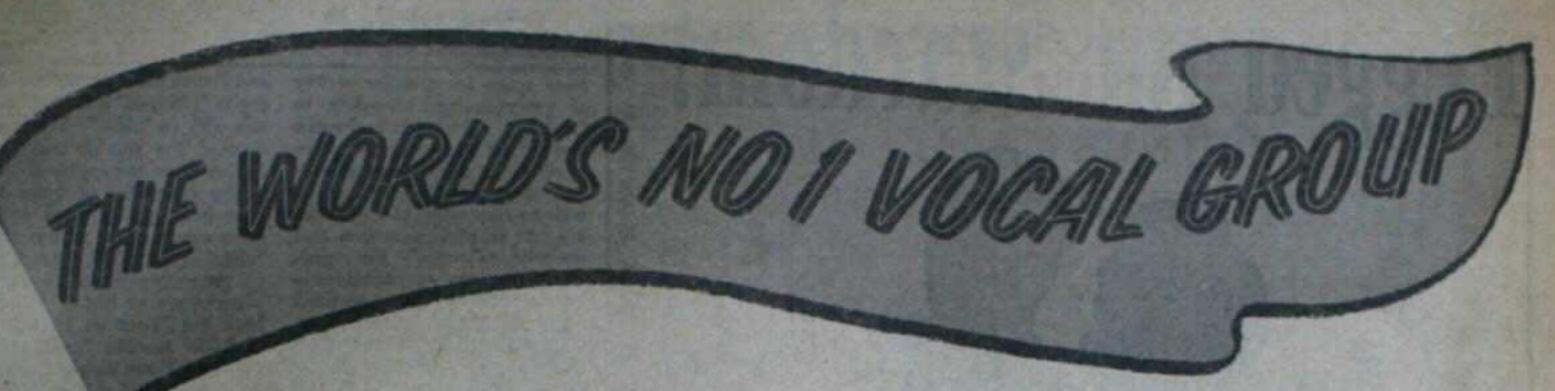
RCA VICTOR custom record service

"SERVICE ON A PLATTER"

185 East 24th St., New York 10. M. F -- MUrray Hill 5-7200; 445 N. Lake Shore Drive, Chicago Tt. III. -- Mnitchall 4-3215; 1016 M. Syramore Ave., Hellywood SE, Cald .- Chefield 4-1660; 800 17th Ave., South, Spetrolle 3, Tenn - Alpine 5-6691, In Canada, sall Record Department, RCA Victor Company, Ltd., 225 Mutual Street, Toronto, Cotario, For other foreign offices, write or phone RCA Anternational Dinision, 30 Anchafeiter Plaza, New York 20, N. Y .- JUden 6-3800.



	2/5-1		MAY	5,	195	3
· Continued from page	62					
	No. of 1	of License	Popula	at an		
OREGON	Liernan		(In There			la can
OREGON Artoria	25	10.00		3		48
Baker	20	24.00		.5 .4		29
Coosbay	28	12.00	. 6	.2		38
Corvallis Eugene	44	12.00	. 47	9		103
Grants Pass Klamath Falls	None	No fee	. 8	9.		41 70
Medford	25	10.00	. 22	.9		53
Pendleton	852	25.00		8		.171
The Dalles PENNSYLVANIA	25	35.00	. 9	.9		29
Altoona				1		134
Ambridlge	None	15.00 No fee		.2		26
Bangor	3	15.00		4		17
Beaver Falls	43	25.00	. 17	.4		42
Bethlehem	None	No fee		3		168
Butler	None	12.00 No fee		.6		53
Carlisle	27	15.00	. 16	.8		42
Chambersburg	None	No fee	. 69	.1		259
Coatesville		35.00 25.00		1.8		39
Connellsville	35	50.00	. 13	3		41
Erie	245	25.00	. 136	6.6.		120 350
Greensburg		No fee		1.0.		61 43
Harrisburg	222	7.50	. 93	1.0		292
Hazleton	None	10.00 No fee		3.		88
Jersey Shore Johnstown		25.00		.6.		161
Lancaster	159	15.00	. 67	.0.		170
Latrobe		25.00 No fee		1.9.		30 47
Mahanov Meadville		No fee).9		58 53
Milton		15,00	. 8	3.6		26
Monessen Monongahela	25	25.00	. 8	.9.		48
New Castle New Kensington		20.00		1.6.		101
Norristown		50.00	. 41	1.3		119
Philadelphia Philipsburg	None	25.00 No fee		1.0		1.852
Phoenixville	None	No fee	679	1.0		33
Pittston	37	15.00	. 21	.2		52 59
Pottstown	None	No fee	. 23	1.4		76
Punxsutawney		20.00	111	.8		319
Scranton	200	25.00	. 130	5.		332
Stroudsburg	None	No fee		14		30
Susquehanna Tamaqua		25.00 No fee		2.6		16 51
Tarentum	- 23	25.00 25.00		9		29 18
Uniontown		50.00	. 20	.0.		113
Vandergrift West Chester		No fee	. 15	5		24 57
Wilkes-Barre		5.00		.3		312
RHODE ISLAND				1		92
Pawtucket	None	No fee	. 85	6		200
West Warwick	None	No fee		.0.		653 83
SOUTH CAROLINA Aiken				.2		26
Florence	45	12.50	. 27	2		52
Rock Hill Union	17	7.50		7		38
SOUTH DAKOTA Huron		No fee	14	.s	36	39
Madison	5	15.00	. 5	2		13
Watertown				7		48
TENNESSEE Chattanooga	s	6.50	157	1		328
Columbia	125	5.00 8.50		9		28
Jackson City	33	6.00	. 28.	5		49 702
Memphis	35	10.25	. 13.	0		19
Murfreesboro Nashville	350	5.00		9		34 452
Paris	18	5.00	. 8.	8 5		29
Shelbyville Union City	35,	5.00		7		39
TEXAS Alibene	None	No fee		4		80
Alice	60\$	2.50	. 21.	7		45
Berger	37	2.50	. 25.	0		48
Bryan	None	2.50 No fee	. 7.	6		18
Cleburne Corpus Christi	None	No fee	12.	9		26 362
Cuero	_ 30	1.25	7.	5		36
Dallas	.,	(Cont	inued	on p	age	74)



THE FLYING PLATTERS AND BUCK RAM



THANK YOU, OPS, FOR MAKING TWILIGHT TIME THE NO. 1 HIT THE PLATTERS ARE CURRENTLY TOURING 42 CITIES IN TWELVE COUNTRIES INCLUDING:

ALGIERS
TUNIS
MILAN, ITALY
ROME, ITALY
MOSCOW, RUSSIA
PARIS-OLYMPIA MUSIC HALL
SWITZERLAND
ISRAEL
MONTE CARLO

BRUSSELS WORLD FAIR*

D.J.'S AND STORE OWNERS:

Our six hats are off to you for kicking off our new Mercury L.P.,
"AROUND THE WORLD WITH THE FLYING PLATTERS"

(MG 20366) featuring TWILIGHT TIME

* Ed Sullivan's Filming the show for his Anniversary TV show-WATCH FOR THE DATE.

PERSONAL MANAGEMENT:

Personality Productions, Inc. 1619 Broadway, New York City Phone: Columbus 5-3413

PUBLIC RELATIONS:

Jean Bennett-U.S.A.

Ernie Anderson-Foreign
c/o Personality Prod., Inc.

BOOKINGS:

Associated Booking Corp.

Jos. G. Glaser, Pres.

New York-Chicago-Hollywood-Las VegasMiami Beach

Pegged for Stardom!



JOHNNY AND JONIE

Thanks Ops, for your wonderful reception to our record.

Johnny and Jonie

CURRENT SMASH RELEASE

JUST BEFORE DAWN

mid

Kee-Ro-Ryin'

Challenge 20001

Exclusively: CHALLENGE RECORDS

Four a Week Per Unit

* Continued from page 40:

nove space for a widow named of programming, according be Coulons: The additional space also allows the operation poors. Sandon in approximating with raction types of programming with me alternation of any of the top left or other selections that are markly soons. He suppose stancing specialization of the contrade specihit turns he his remain to Brick neight get place. It must seem, his hundres pay all with good place green the condition in the separate strong, When Key de set, honever, Conbade sex THE SOURSESS OF SOUR OR THE BOARS. Name used for the appropriate in Manual value or see on chapter. or the business women, absorbed to the profitable place of the name Brilling hill Roses.

Separate Problems

These advectors are generally ploved in the core proposed was up for some proposed was up described for sid favorities, as denoted. They are proposed hope expenses from the top lab room become Conducte has found that where providing of that managery is placed in the top work, the continues there is in a county observed as the top work, the continues there is in a county observed as it is accomply observed as it is a page head, but is a great head,

Op Formula

* Treatment from page 40

look member, then I put at all the new list manner to the T own to have up I had that I seek to always at the put the provide the flow broaden to the flow the put the flow are put to the flow to the put the put to the pu

Front security for new manuals in a "security to security address Mines; and the observe for the first parties of the process and it was not to the posters and it was not to the beautiful to the posters and to the posters and to the posters and the posters are posters and the pos

Louisian Requests

provided part in his second page observed page observed part in his second page observed. It advances by horsester, he moved one the good bountage owners about their population. There is a big difference between what moves of the population what were street recent back again, asked for, and a respect blook again, a greatly parties.

In the Land markets, when bridge fortune percepts he have brane? According to Charle Mark. man. "All seconds are respectable. for the buggest about of the plant that me manifelpes gat from the to your in health in a small becoming community, that public it but at yourse of the provide house. and action as the Sig site geogle, I the program a feet where of prober and near payers, senso, but, he wild large, it is the sumbeen that such high her the brails. gaper charts that the fire best books Sense Stat mar."

and some the spector of shoot by in "Elling to" a bit hose peaks the with an "ellin". These wide deceated the months and deep formal days and the peaks are a second to be a second to be

New terms policy good months place seem problem at months and the sales made the company of a company of street place of the company of a company of street place of the company of the co

"Old Torn" Mchalles

Motor of the secondary that company the Means of the E and A. Monte Campany are of the E and A. Monte Campany are of the edited to the model to the soft plant by the metality old troop in the terms insertion, and Campany to the terms insertion, and Campany to the terms in these months and make up a batch of these adoptions for produce to the terms adopted to feed to be progressed and to be desired to be desired to be desired to be desired to the terms and the second to be desired to be d

Non-Hills For

He experienced proposerable to be been administrated paint of the beautiful play for his one officers of one fill par most of the black Got the 12 per most of the E-and A-House mosts in producing the creaming play their mosts of the paint of the programming backers of the programming backers.

To done depend a great deal are the beating and the progress and the progress and the progress are first reportered state are the late for reportered state are the late for of the week. I would say that when the beat had been all the first when the beat had been deal to be the first shade the beat had been willied through the state of the security beating to the security beating to the security beating to the security beat to be pay took of the security be to the pay took of the security beat to the pay took of the security at the security of the security beat to the security of the

Program

* Continued from page 42

told in which the responses that the true principle become which many varies quarte in the william flow on those blocks to the some neighborhood, a

"Not have go any plant," able toll "We depend begate upon requests in give the people to the better to the best of the board in percentage by a neighborhood provided by a neighborhood sound and the providings of on good business is begat.

"Dogsile," GIS person met, "in going storing in mater of the Minimum special file person cons. An artist who is storing with these players in Lobe Corters on Capit Mr. GIS in also porting on quite a consider of the Dat separating "Corters of the Data separat

The jobs box players in the Specials space the and medical flower produces the Minister Special Serviced Services, Assessment Security Serviced Services, Assessment Security Serviced Services, and Albert also been produced appendix

THE ONE & ONLY In the MOA convention many triends:

Thanks ops for giving us "WISHING FOR YOUR LOVE"

and our new release on POPLAR RECORDS

"A LOVE TO LAST A LIFETIME"

b/w

"COME BACK LITTLE GIRL"

POPLAR #107



Exclusively POPLAR RECORDS 119 W. 57TH ST., N.Y.C. . Booking MCA



MUSIC OPERATORS OF AMERICA

Thanks for the spins on "MAD MAD WORLD" Look out for my new release:

"WELL LOOKA HERE"

b/w "WHY CAN'T WE GET ALONG"

AL JONES



Current Singles:

BLUES FOR HANDY	
b/w HOW COULD	YOU 5130
BOO DA BA	5125
FLYING HOME	5096

Bill Doggett Albums

bill boggett Albuills.	
DANCE AWHILE WITH DOGGETT	.585
CANDLEGLOW	.563
DOGGETT BEAT FOR	
DANCING FEET	.557
SALUTE TO ELLINGTON	
DAME DREAMING	.532
HONKY TONK	.531
AS YOU DESIRE ME	.523
HOT DOGGETT	.514
MOONDUST	.502

Thanks, operators, for all your help Bill

Exclusively: KING RECORDS



Direction:



Chicago

New York

Hollywood

Op-DJ-Store Promotion Pays

· Continued from page 80

fort to create faster acceptance of dime play in locations where teen-age rock 'n' roll programming predominates will eventually offset the servicing cost loss now experienced by most operators because of the high mortality rate of rock 'n' roll tunes.

Pointing out that programming, servicing and maintenance costs have risen 25 per cent per juke box within the past three years, Willens attributes this in part to the steadily rising turnover of rock 'n' roll in his weekly programming as well as the seeming mability of local operators to put on a concerted city-wide drive switching all nickel plays to dime play. Willens added that this failure alone has placed the operator in the position of operating at 1958 costs level, while income is still at the 1932 level.

"This simply cannot go on much longer. Every day more artists are cutting more disks. Years ago any good artist cut four or five records per year. Today the top artist is cutting a new one every other day. This is causing a highly rapid turnover in the record business and making more programming changes per week necessary than ever before. This automatically is forcing-us to buy more records for our machines if we want to hold our customers and, what is just as important, our locations," Willens explains.

He added that there have been many small operators being forced out of business in this area because of high costs of operation. He revealed that Willens Music, which he terms a relatively small operation, bought well over 5,000 records in 1957. He compares this with that fact that the first three months of this year already has necessitated a larger volume of record buying than did the same period in 1957.

For the month of January of

this year, Willens purchased 286 records for the first week, 140 records for the second weekwhich included buying for a new machine-217 records during the third week and 123 records for the final week of the month. which totals some 766 records for the one month.

An average 20 per cent of these are Extended Plays, which cost 90 cents apiece, and 80 per cent are 45 singles, which are 62 cents each. Willens Music operates 120 machines on location, with the average location getting six new record changes every two weeks, and the teen-age hangouts getting weekly changes that are up to 25 per cent more than in other locations.

While Willens feels conversion to all dime play and up is a partial solution to this high cost of programming, he considers of equal importance the necessity of changing commission arrangements for the operator and location owner. He charges the local public attitude to the music machine operator dates back to the 20's when the coin machine business was subject to a rather disreputable reputation. This same feeling has continued to exist in the minds of the unenlightened mass public to the extent that many operators still feel at the mercies of the location owner.

Willens believes that it is time for a mass campaign from the top down in the industry to educate the public as to the legitimate enterprise engaged in by the music machine operator, to establish a better relationship between the public and the music machine industry, and keep up a continual demand for music machine play by the public so locations owners will be forced to regard the machines as necessities not dependent upon their whims or commission preferences.

Operator Strikes Gold

· Continued from page 48

simply inserted into the first position which shows itself available.

The collectors, of course, likewise have the responsibility of how many extended play records are to go onto their phonographs. Most are using between 25 and 35 per cent, again choosing their own, spotting them according to play expectations. Since Century-Supreme operates all 100-play or 200-play machines, with no 78 r.p.m. phonographs at all, there is plenty of room for EP records at any time.

The Denver operator pays from 60 to 65 cents for singles, and from 80 to 85 cents for EP's under a broad contract which calls for a minimum record pur-

chase per year.

A recapitulation of the books for 1957 and 1958 show that an average from nine to 12 records are placed on each machine per week, depending on the individual situation and a weekly record expense of between \$125 and \$150. This latter figure is based primarily on the addition of more seasonal numbers, red-hot new hits, extensive use of EP's and similar considerations, according to Pierce.

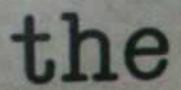
The collectors are responsible for all of the record buying, except, of course, where Huber and Pierce are in the mood for ex-

perimenting and order certain disks placed on all such locations, for a test. Such instances are few and far between, however, inasmuch as Huber, who constantly "patrols" the route, visiting every location several times per month, knows that his route collectors are doing a thoroly reliable job.

Good Return

"We actually don't know what the collectors are putting on their phonographs," Pierce said. "And naturally, we are not concerned, so long as the route continues to show a worthwhile return. If collections nose dived suddenly, out of proportion to other routes, we would then suspect that the collector has slipped up on his programming. However, this has never happened to date."

The direct consequence of this unusual programming system is a string of locations probably more dissimilar from one phonograph to another than any in the Western States. A comparison of three phonographs, for example, in three widely scattered sections of the city, shows a predominance of polkas, and Slavic musio in one location, a heavy concentration of Spanish tunes in another, and a 90 per cent rock and roll menu in still a third, all three machines returning within \$5 per week the same take.





ORRY FREEMAI



DELLA REESE



MOE KOFFMAN



DON RONDO

tower of strength in this market

> 835-DO YOU WANT TO DANCE Bobby Freeman

5323—C'MON C'MON

Della Reese

5324—LITTLE PIXIE

Moe Koffman

New 5325—DORMI DORMI DORMI HER HAIR WAS YELLOW Don Rondo

5321—THE MOOCH
Lu Ann Simms

836—SPEEDO IS BACK
The Cadillacs

New 837—ROCK TO THE PHILADELPHIA ONE KISS AND THAT'S ALL The Steadies

New 5327—DESERT INN

Big Al Sears

Thanks Ops!
Look for our suite
at the M.O.A.

JAY-GEE RECORD CO., INC.



MOA CONVENTION SECTION

AUDITION is really "something to crow about." That's what record dealers all over the country tell us. For instance...

"Excellent sales resultsrecord buyers like to

read AUDITION cover to cover."

Milwaukee, Wisc. Bay Music Center

AUDITION helps the store in buying merchandise.

— Ray's Record Dept., Elmira, N. Y.

Many overseas importers just rave about Audition.

— Cardinal Export Corp., New York 5, N. Y.

We are sure AUDITION is a trade stimulant.
Olsen's Music & Book Center, Palatine, III.

Some customers ask us to be sure to have AUDITION every time for them. — Christy Music Center, Dunkirk, N. Y.

Our customers look forward to each new issue of AUDITION. — Pastonow Music Co., Rockville, Ind.

REVIEWS of 100 top record albums of the month

POP RHYTHM & BLUES

& BLUES C

FOLK

JAZZ

MOVIES & SHOWS RECORDED TAPES SEASONAL

CHILDREN'S BAND

SACRED SPOKEN WORD

SPECIALTY

INTERNATIONAL

COMPLETE LISTINGS

of new album releases - on disk and tape

BEST SELLING ALBUMS

POPULAR
JAZZ
MOVIE & SHOW

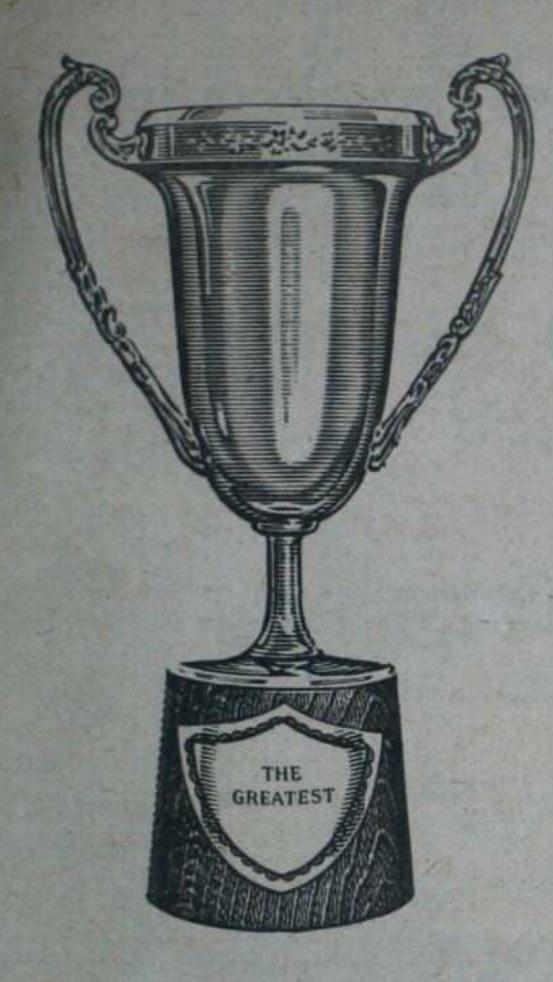
CHAMBER MUSIC CONCERTO MOOD OPERA the only consumer buying guide that shows album covers in FULL COLOR

timely FEATURES like these:

- · Audition bookshelf
- . Suggest list prices
- Albums stereophonic, recorded tape
- Stereophonic simplified
- "So you got a phonograph for Christmas"
- . All about outer space
- "Quickie Quiz: How many miles of grooves are in an LP record?"
- . 30 top popular hits
- . The record dealer

896	AUDITION =
AUDITION, Billboard Bidg., Cincinnati 22, Ohio	
I want to increase my profits from album sales. Enter my monthly order for AUDITION as follows:	2 64
NO. OF COPIES MY COST (at 150 acres relia)	
NO. OF COPIES MY COST (at 15c cover price) 20 copies\$2.00	
) 40 copies\$3.60\$2.40	
) 80 copies\$5.40\$5.60	相 介體 26年
Over 100 copies	7/2
IGNED.	
TORE	
nnorss	AUDITION and the
	present under will be

FOR CONSISTENT HITS...



ATLANTIC

and its subsidiaries

TAKE PRZE

ATLANTIC SINGLES ARTISTS

*LaVern Baker

*Ivory Joe Hunter

Dean Beard

The Jaye Sisters

The Bobbettes

*Betty Johnson

*Ruth Brown

*Clyde McPhatter

*Ray Charles

*Joe Turner

*The Clovers

Sonny West

*The Drifters

*Chuck Willis

asterisks Indicate LPs are avoilable by these artists.

ARTISTS ON ATLANTIC

Paul Barbarin

Erroll Garner

Mabel Mercer

Carol Stevens

Betty Bennett

Jimmy Giuffre

Charles Mingus

Ted Straeter

Conte Candoli

Lars Gullin

The Modern

Art Blakey

Jazz Quartet

Sylvia Syms

Al Hibbler

Barbara Carroll

Milt Jackson

Jack Montrose

Phineas Newborn

Thomas Talbert

Alec Templeton

Lennie Tristano

Joe Castro

The Jazz Modes

Joe Mooney

Lee Konitz

Dave Pell

George Wallington

Ray Charles

Teddy Charles

Wilbur DeParis

John Lewis

Lou Levy

Cy Walter

Frances Wayne

Chris Connor

Warne Marsh

Bobby Short

Bill Russo

Shorty Rogers

George Wein

Tony Fruscella

Patty McGovern

Jess Stocy

Mary Lou Williams

ARTISTS ATCO

The Coasters

Hutch Davie

Jimmy Simmons

King Curtis

Bette McLaurin

Guitar Slim

Bobby Darin The Sensations

Walter Spriggs

EAST WEST

THE CURRENT POP RELEASE

FIRST LPS JUST RELEASED!

112 MONEY, MONEY, MONEY - Freddie Carpenter

MARY JANE -

- Al Henderson

113 114

IT WAS OURS — Jimmle Helms

EAST-WEST'S 4001

TOMMY POTTER'S HARD FUNK

4002

THE JACKIE PARIS SOUND

LARS GULLIN SWINGS

4003 4004

PRESTIDIGITATOR George Wallington Trio

ATLANTIC RECORDING CORP. 157 WEST 57 STREET, NEW YORK 19, N.Y.

74	MOA	CONVENT	ION SI	ECITI	UN	
• Continued	rom page	66				
THE REAL PROPERTY.	SE SULS			1		Drink i
No. of the last		No. of 1	Amount		Thousands)	Plac
City			No fee		12.4	. 4
Edinburg		None	2.50.		250.1	100
El Paso.		Morees	No fee.		7.8	
Ennis	*******	rone	2.50.		374.6	
					10.3	
Garland		None	No fee.		14.7	
Greenvill	e	None	No fee.		377.7	
Harlinger	1	22	2.50		868.7	100
Houston	********		2.50.		7.0	200
Killeen .		69	2.50.			
Levelland	1	None	No fee.		8.3	-
Marshall		None	No fee.		27.7	
McKinne	y	None	No fee.		10.5	
Midland		None	No fee.		52.8	
Macogdo	ches	None	No fee.		12.3	
Orange .		None	No fee		33.4	
Pampa .			2.50.		16.6	
Palestine					12.5	
Plainview		None	No fee.		14.0	
San Anto	nio	1.500	2.50.		541.3	
Sherman		None	No fee.		28.5	
Soveler	*******	None	No fee.		12.0	
Sulahur	Springs	None	No fee.		9.0	. 1
Taylor	opinigs	None:	No fee.		9.1	
			2.50.		34.8	. 1
Vormon		None	No fee.		12.7	
	********		2.50.		23.9	
			2.50.		108.5	
			No fee.		8.1	
	ord		2.50.		414000	The state of the state of
	rans	100	2.50		*******	-
UTAH		200 4	1= 00		69.1	. 15
		103\$	15.00		38.6	
			5.00.			200
The second secon	City	253	15.00.	2000	225.4	2
VERMONT		E. () + VS			101	71
Benningt	on	None	No fee.		12.4	
	er		No fee.		9.2	
Rutland		None	No tee.		17.7	
Saint Joh	nsbury	None	No fee.		7.4	
VIRGINIA						
THE RESERVE AND ADDRESS OF THE PARTY OF	n		10.00.		93.5	
			5.00		178.5	
	sville		5.00.		30.3	
The state of the s			5.00.		52.7	
		44	25.00.		12.2	
			8.63.		10.8	
			15.00.		17.3	
		150	6.00		48.9	
Newport	News	1000	10.00		2146	

25

Continued from page 66		19 3 C PRO			No. of	Pet License		ng &
Sallinter Hole page 00	NEWS PARTY	Est	ing &	Clty	Licenses	Amount (b		laces
No. of P		opulation Dr	inking	Strasburg	3	2.50	2.3	
City Licenses			Places	Suffolk	30	18.00	12.3	27
Edinburg None	No fee	12.4	43	Waynesboro	50	10.75	12.4	21
El Paso 415	2.50	250.1	355	Winchester	200	5.75	13.8	62
Ennis None	No fee	7.8	699	WASHINGTON		Samuel Property		-
Fort Worth	2.50	10.3	22	Aberdeen		180.00	21.8	75
Garland None	No fee	14.7	31	Rellingham	60	12.00	38.9	92
Greenville None	2.50	377.7	61	Ellensburg	None	No fee	8.4	25
Harlingen	2.50	868.71	.596	Everett	None	No fee	37.0	111
Killeen 69	2.50	7.0	21	Mount Vernon	19	20.00	5.2	38
Jenicen Transfer	No fee	8.3	13	Portangeles	21		11.2	
ACTOMINA	No fee	27.7	29	Seattle	1,200	10.00		,389
STANGE ST	No fee	10.5	17		None	No fee	195.5	369
included a second second	No fee	52.8	65	Tacoma	. 255	12.00	159.6	332
Macogdoches None	No fee	12.3	19	Vancouver	None	No fee	43.1	332
Orange None	No fee	33.4	58	Tacoma	255	12.00	43.1	69
Pampa	2.50	16.6	45	Vancouver	None	No fee	25.9	59
Palestine		12.5	19	Walla Walla	None	10.00	13.1	39
Plainview None	No fee	14.0	31	Wenatchee		5.00	45.9	122
San Antonio 1,500	2.50	541.31	,209	Yakima	10,	5.00	40.0	100
Sherman None	No fee	28.5	41	WEST VIRGINIA				
Snyder None	No fee	12.0	26	Bluefield	. 28	\$ 25.00	27.2	52
Sulphur Springs None	No fee	9.0	14	Charleston		5.50	82.5	213
Taylor None	No fee	9.1	48	Clarksburg		40.00	34.9	102
Temple	2.50	34.8	91	Fairmont	None	No fee	32.3	83
Vernon None	No fee	12.7	40	Grafton	. 21		7.4	20
Victoria 100	2.50	23.9	84	Logan	t - Lette	5.00	5.1	38
Waco 233	2.50	108.5	228		40	10.50	30.8	73
Weatherford None		8.1	18	Morgantown			45.6	110
Wichita Falls 100	2.50	110.8	165	Parkersburg				89
AH			100	Weirton Wellsburg				34
Ogden 103\$	15.00	69.1	123	Wheeling				248
Provo 20	5.00	38.6	38	Williamson				21
Salt Lake City 253	15.00	225.4	373	WISCONSIN	0	12.00	0.0	
RMONT		101	00	Antigo	None	No fee	9.9	63
The state of the s	No fee	12.4	19	Ashland			Tall Tall Tall Tall Tall Tall Tall Tall	57
Montpelier None		9.2	34	Baraboo				37
Butland None	No fee	17.7	19	Beaver Dam				63
Saint Johnsbury None	No fee	tel	1.77	Chippewa Falls				63
RGINIA	10.00	93.5	102	Eau Claire				105
Alexandria			99	Fond du Lac		223127		134
Arlington	5.00	30.3	59	Janesville				97
Charlottesville 50	5.00	52.7	90	La Crosse				227
Danville	5.00	12.2	50	Madison				
Fredericksburg 44	25.00 8.63	The last section of the la		Manitowoc				
Harrisonburg		17.3	33	Marinette			The second secon	
Martinsville	6.00	48.9	142	Merrill				66
Newport News 150	10.00	314.6	458	Milwaukee	2.560			
Norfolk 475	5.75	39.4	81	Monroe			7.0,	33
Petersburg	10.00	242.7	461	Neenah			A STATE OF THE PARTY OF THE PAR	
Richmond 250		105.9	175	Oshkosh				
Monnoke 250	AMAN - 2 + 2 2				S THE STATE OF	The second second	The state of the state of	3/2

Patti Troupe Flies to MOA

CHICAGO-Patti Page, due to star in the banquet show at the Music Operators of America (MOA) convention here Thursday (8), has chartered a plane for the trip Thursday morning so she can bring virtually her entire TV troup, including key men in the Vic Schoen ork, following her Wednesday night show. This will be La Page's first appearance for the MOA.

Errol Garner Set For New England

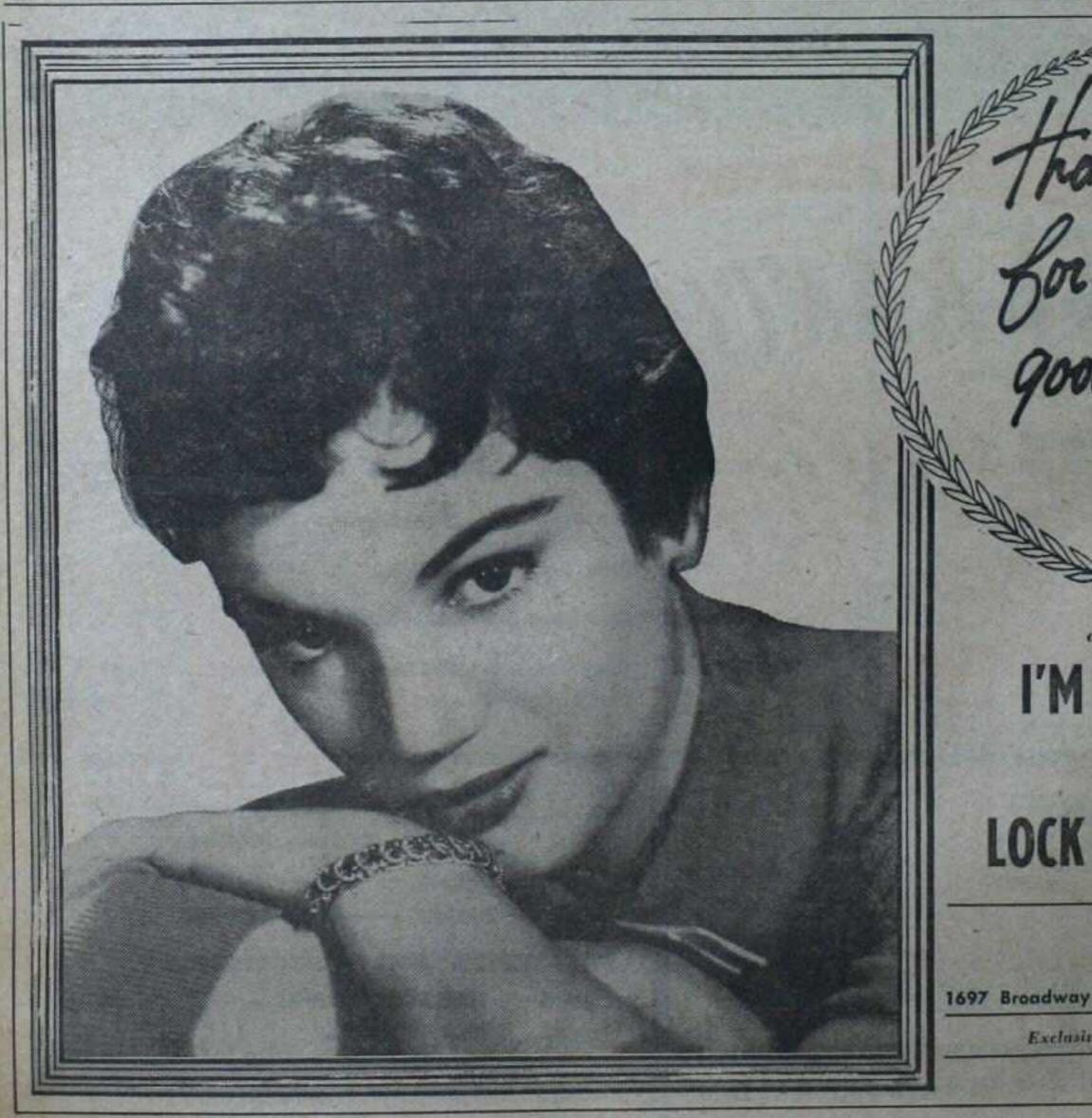
BOSTON-A new group in the concert field, New England Concerts, will bring jazz pianist Errol Garner into New England for two appearances in mid-May. He will play Friday, May 16, at the Worcester (Mass.) Auditorium and Saturday, May 17, at the Bushnell Memorial Auditorium in Hartford, Conn.

Late last year, Carner played to turn-away audiences in Boston, Providence, R. L., and Springfield, Mass., as well as breaking the record at George Wein's Storyville here. The group is planning future concerts in major New Enland cities by well-known jazz and folk artists.

Tickets for the Carner event have been pegged at \$1.65 to \$3.30.

Platters Get Award

CHICAGO-Ed Sullivan will present a gold record to the Platters for their Mercury hit. "Twilight Time," this week at the Brussels Fair. Film of the presentation will be aired on Sullivan's TV show May 26.



thouse bellas
for being so
good to me
Francia

current Juke Box Favorite

SORRY | MADE

MGM 12647

personal management:

GEORGE SCHECK

Exclusively MGM Records

Bookings GAC

New York City

The CHAMPS





following up on

"TEQUILA"

with their next big

SMASH HIT!!!!!

"EL RANCHO ROCK"

"MIDNIGHTER"

Challenge #59007

* of hanks, Opsfor your tremendous help in getting us help in getting us on the map!

Recording Exclusively On:



CHALLENGE



MOA CONVENTION SECTION

Together Again!

CROSBY and HOPE

Singin' up a storm!

plus THE ORIGINAL MOTION PICTURE SOUND TRACK ALBUM!

THE SCOOPS!

United Artists Records Rings
The Musical Bell 3 Times!

FROM UNITED ARTISTS...
The sound track from UA's big

The sound track from UA's big
Technirama, Technicolor comedy hit
... plus an extra added attraction—
Bing Crosbyl No. UAL 40001



BING CROSBY BOB HOPE

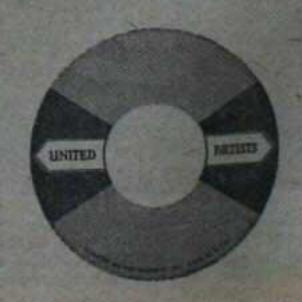
An EP SPECIALI
HOPE SINGS
2 DUETS
WITH CROSBYI
Plus 2 Hope solosi
UAE 10001

A SINGLE!
CROSBY AND HOPE
SING "NOTHING
IN COMMON"
c/w Paris Holiday
(Van Heusen & Cahn)
UA 109X



BING CROSBY

BOB HOPE



CO .

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Sound

If you're a dealer, distributor, salesman, rack jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

Brahms' "Fifth" To the Editor:

I saw in your column "Sound Off" that bit about that Brahms contest. I am a steady reader of The Billboard. Altho I am a singer and not a dealer, I thought I would give you my answer. As a rock and roll singer, I would say to the customer "Is that done by Elvis?

Lee Baxter (Randy, Lee 'n Eddie) St. Petersburg, Fla. Lee's letter officially closes the Brahms Fifth Sumphony Contest." Results next week. -Editor.

Tough Problem

To the Editor:

I'm not a dealer or manufacturer, etc., but am a potential retail buyer of 45 rpm records either EP or singles and am sitting in a dry corner. I can buy dozens of this week's hot hits, but if I want something from the catalogue, the dealer writes the jobber and the fobber waits 'til he gets more orders and in most cases, he is still waiting and so am I. What is the solution?

Arthur B. Reed Shreveport, La.

. Try writing to the jobber and send a copy of the letter to the manufacturer. Too bad you have to go to such lengths to buy a record.

-Editor.

Serious Situation

To the Editor:

In reading The Billboard recentily, I was much interested in your coverage of the Woolworth stores recent entrance into the discount record field.

You quoted a Woolworth executive saying that Woolworth had entered the field simply because they could not continue at regular prices in markets where discounting had become prevalent. We have no argument with Woolworth policy to discount where discounting is prevalent. Had the 2,100-store Woolworth chain stopped there- at discounting where discounting was already prevalent-one would have to agree with the policy.

However, whoever made the Woolworth statement was entirely wrong-or ignorant of Woolworth policy, made an absolutely dishonest statement, or-and this is hard to imagine-Woolworth's policy, as stated in The Billboard, is not being followed by those in charge of Woolworth regional and local operations.

If you will check in the Eastparticularly Pennsylvania - you will find that in only Pittsburgh, Philadelphia and Allentown has discounting ever been prevalent.

Then came Woolworth with its policy of discounting. In every Woolworth store in Pennsylvania today-in every town where a record has never been discountedthe Woolworth store has established a discount price of about 25 per cent in pops, and 30 per cent in package (album) merchan-

Remember - in doing this, Woolworth is not keeping up with the trade-but has established a policy which hurts every longtime retailer. No retailer of records can stay in business on 8 per cent profit. It is impossible to do so. If a retailer wants to stay in business today in Pennsylvania, it

linued on page 78



The Magnavox Duette AM-radio phonograph combination retails for \$159.90. Phono only retails for \$129.90. Special features include diamond needle, changer with automatic shut-off, front-mounted controls for chairside tuning, and terminals for extension speaker,

HEARD OVER THE COUNTER

A young lady asked for a good recording of "Tammy," When the owner of the record shop asked her whether she wanted a 78 r.p.m. or a 45 r.p.m. record, she apparently didn't know what the difference was. "You know," the owner said, "the 78 r.p.m. records are the big ones, and the 45 r.p.m. records the small ones with the large hole in the middle." The customer replied: "I don't care about the size of the record, as long as it has all the words!"

"Give me the violin concerto of Jascha Heifetz!"

"Which one, Brahms, Beethoven, Tschaikovsky? . . . He plays quite a few different ones!"

"Don't ask me all that.... I had a hard time remembering that much!"

Astor Records of New York's Lexington Avenue reports a young chap rushing in one night with the following casual request: "You wouldn't by any chance have Eddie Fisher's Fanny?"

A lady walked into a very crowded store asking for the score of "Madame Butterfly" as played by "Toscellani." a few minutes later she walked out in a huff complaining of the slow service, as the poor dealer was still trying to figure out whether she meant Toscannini, Kostelanetz or Mantovani.

"Do you carry Broadway show tunes done in jazz tempo?"

"We have some. What were

you looking for?"

"I's like that cute muted recording of Beagels, Bagels and some other ting!"

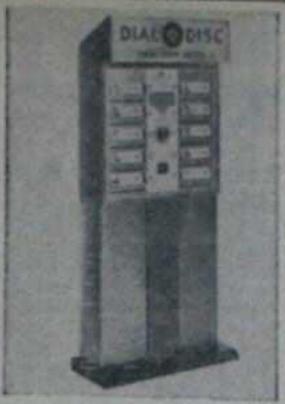
And we have our sweet old lady with the flower in her hat, asking for: "Hurry Back" by that nice young singer who walked out on Jerry Lewis, She then proceeded to hum the first eight bars of "Return to Me."

Donna Halliburton (Allegro Music Shop, Pacific Palisades, Calif.) writes: "This morning a lady came in and startled the clerks by saying: There's a record I just love. I don't know the name of it but it's C-9 on the juke box."

Donna also tells about the timid soul who asks if it was all right to play a record marked "hi-fi" on his machine which isn't a high fidelity player. When she reassured him, he said: "Well, okay. But it also plays 331/a r.p.m. My machine only says 33. Will that be all right?"

François Delisle (Marquette Electrique, Inc., Quebec) says that some of French speaking clerks have trouble mastering English titles. They simplify as much as they can. One clerk, after mastering "See You Later, Alligator," didn't have the fortitode to do the same with "Allegheny Moon." He found it much easier to offer "Alligator Moon." The same thing happened with "Jealous Heart" and "Jailhouse Rock." It came out "Jealous Rock which was close enough and he got along fine with his customers.

That's all for this week. Haven't you some funny experience you'd like to share with the other dealers? Send them to "Over the Counter," Care The Billboard, 1564 Broadway, New York 36, -FRED PERNITZ. N. Y.



DIAL-A-DISC BOWS SOON

The disk vending machine, pictured here, is scheduled to make its debut this summer, according to Columbia Records officials. It is designed to vend 10 different 45 r.p.m. singles and has a capacity of 200 disks.

Columbia believes the Dial-A-Disc will be a potent sales producer in high-traffic locations. The firm also believes its pilferproof features will make it attractive to record stores. It stands 51/2 feet high, 2 feet wide and 1 foot deep. It will accept any combination of coins up to \$1.25, and automatically refund change up to 24 cents.

The Dial-A-Disc is priced at \$595; F.O.B., Merchantville, N. L.

Ampex Preps 4-Track Tape

The Ampex Corporation is gearing for four-track, three and three-fourths ips. stereo tape production and reproduction. According to Phillip Gundy, president of the firm's consumer prodnets division, all Ampex "A" series stereo tape recorders may be converted to reproduce both the new four-track three and threefourths ips. and existing two-(Continued on page 78)

Concertapes' New Catalog

A new, pocket-size catalog, listing 104 stereo and monaural tapes by Concertapes, is the newest sales aid for dealers from the Wilmette, Ill., firm. Selections in the Concertapes library are grouped by type. Categories are Hi-Fi Listening, Music for Dancing, Mood Music, Show Tunes, Holiday Music, Choral Music, Solo Recitals, Symphonic Music, and Chamber Music.

The catalog listings include reel sizes. Every \$11.95 tape is a full seven-inch reel. Every \$7.95

tape is a five-inch reel. All stereo (Continued on page 78)

New Phonola Line Intros 10 Models

Waters-Conley, Inc., Rochester, Minn., phonograph manufacturer, has just introduced its new Phon- matic shut-off. Available in green ola line to distributors. The new and white. series includes 10 portables ranging in price from \$19.95 to \$129.95. The line has been completely restyled, with cases covered in colors that are earmarked for heavy promotion in the fashion and home-furnishings fields. Included in the line is a new \$59.95 price category.

Following are special features

of each model:

Model 158 - \$19.95; threespeed unit with four-inch speaker. Pyroxolin - coated case in blue simulated leather.

Model 358 - \$24.95; threespeed unit with high-output amplifier; turnover cartridge with dual sapphire stylii; four-inch speaker. Pyroxolin-covered case in green and white.

Model 558-\$29.95; four-speed unit; crystal turnover cartridge with dual sapphires; twin fourinch speakers; blue and white

case.

Model 658-\$39.95; four-speed unit; dual speaker system (five and one-fourth and four-inch); special circuit amplifier gives frequency range of 60 to 15,000 cps; twin sapphires in tumover ceramic cartridge; three tubes including rectifier. Cabinet is covered in rust and white. Pyroxolin-

Model 758-\$49.95; is featured as "an automatic for the price of a manual." The unit has four-inch speaker, crystal cartridge; turnover sapphires; outside controls, Changer is jam-proof with auto-

Model 858 - \$69.95; Duo-Fi Phonolamatic unit has twin fourinch speakers; plays four speeds. Tangerine and white leatherettecovered.

Model 958-\$79,95; four-speed model has matched six-inch and four by six-inch speakers; automatic changer; special feedback circuit with rectifier. Brown and tan cabinet. A 45 spindle is included.

Model 1058 - \$129.95; fourspeed automatic, with triple speaker system (six-inch and two three-inch tweeters); turnover diamond needles; push-pull amplifier, with four tubes and rectifier. Covered in brown pigskin leatherette with "gold" hardware. A 45 spindle is included.

Model 2058 - 859.95; fourspeed; twin speaker unit offering twin sapphire needles and crystal cartridge. A 45 spindle is included. Case is covered in aquaand white leatherette.

Also included in the new line is a cabinet table model. Designated the Model 1157 (in walnut), Model 1257 (in limed oak) and Model 1357 (in mahogany), it is priced at \$99.95. Unit has twin six-inch speakers; ceramic cartridge with turnover supphires; special three-tube feedback circuit; plays four speeds, and has bass, treble and loudness controls on the outside of the case. A 45 spindle is included.



Phonole Model 158



Dus-Fi Model 2058

Dealer Disk Club Can Cue Pay-Off

• Selective nembership secret, says Morgan

• Personal touch builds solid sales profits

Properly handled, a record club which rewards regular customers with premiums or free records for so many dollars in purchases can be a potent source of additional volume, according to Lou Morgan, owner of Morgan's Galleries, specialty hi-fi and record dealership in Denver.

The secret of success in this field, Morgan points out, is being selective in picking "members" of the club, thus investing the program with dignity and high appreciation. Indiscriminate distribution of membership cards tends to devaluate the entire theory in the customer's mind, Morgan has found. Consequently, he gives out the cards only after a chat with the applicant, and reasonable security that the customer is an actual record fan and something of a music lover.

Card Make-Up

A second point well worth consideration is the actual appearance of the membership cards themselves, according to Morgan. His, printed in brown ink on a tan background of durable, attractive cardboard material, explain the rules thoroly, and every name is typewritten in, then countersigned by the dealer. The cards have a "documentary appearance" which Morgan feels attracts a lot of attention. The usual club member takes far better care of them since they have been expensively turned out.

Under terms of Morgan's record club, the customer is entitled to \$1 worth of free records for every \$10 spent in the disk shop.

Morgan's usual policy is to encourage members, when each 10th dollar accrues, to use the 10 per cent credit forthcoming on better-priced albums, phonographs, plus anything calculated to keep them up as regular purchasers.

Solid 'Selections'

Thru his careful "selection" of each member, Morgan has built up a list of 268 members in less than five months and can add as many as 50 per month, depending upon the circumstances.

Glaser Debs 45 Spindle

The Glaser Steers Corporation, Belleville, N. J., has created a 45 r.p.m. spindle for its GS-77 record changer. The accessory fits easily over the standard spindle on the GS-77 and, says the manufacturer, it eliminates the twisting and jamming of the plastic spindles. The spindle is made from die castings and has the legend "front" engraved on the top for positive positioning. It is finished in black to match the changer for which it was designed. The price of the spindle is \$3.60.

Concertapes

• Continued from page 77

tape recordings are available in stacked and staggered versions. The entire library is also offered in monaural versions. All tapes are packaged in the company's round plastic "Stor-A-Tape" containers.

The simple accordion-fold catalog is available in quantity for distribution to customers from Concertages' factory reps. Keeping close records on the entire membership, he has found that there are few who do not spend an average of \$10 per month. Many of them from families in the surrounding, better-income Crestmoor Park area are buying between \$20 and \$30 a month in records. Since most of his record club customers are adults, serious music-lovers, Morgan has every reason to look upon them as logical prospects for high-fidelity phonographs and radio equipment, in which the store likewise specializes.

Personal Touch The Denver record dealer makes an effort to know all of his customers by their first names; to telephone each occasionally with news on new record developments, akin to their own tastes, and thus keep the ball rolling. "This sort of personal relationship builds a lot of loyalty and regular traffic," he says. "Moreover, it keeps the customer buying from us. Whenever we have admitted a new member to the record club after doing business with him for several months, his purchases almost invariably increase by 25 to 50 per cent. This indicates that heretofore the record customer was buying whenever he found records which struck his fancy. By appealing to him with both the 10 per cent saving which membership in the record club achieves, and thru developing personal contact, loyalty is tremendously increased."

Audio Plugs Sphere Music

Audio Devices, New York manufacturer of tape, disks and accessories, offers dealers one of the most novel counter-pieces to come along in quite a spell. It's a 12-page booklet titled "You Can Record the Satellites." It tells the tape-recorder hobbyist how to receive satellite radio signals, how to record them on tape, how to interpret the signals and how to assist in space research.

Naturally, the booklet is factfilled. It is also free of advertising material, with the single exception of the back cover, which the firm devotes to a low-keyed message about its eight varieties of recording tape.

The text of the booklet is simple enough for anyone with a smattering of electronic knowledge to grasp easily. Emphasis is placed on how the recording hobbyist can aid in space research. Conceivably, the booklet could rekindle interest in recording among those whose tape recorders have been gathering dust somewhere

A token quantity of the booklets will be sent to all Audio Devices dealers. More may be had by writing to the firm. Audio Devices will give some space to the booklet in its consumer advertising, directing the reader to a dealer for a free copy or telling them to write direct to Audio Devices and enclosing 10 cents for postage and handling.

Sound Off!

If you're a dealer, distributor, salesman, rack jobber or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

· Continued from page 77

is practically necessary to equal the Woolworth price.

You can believe me that in every city where a Woolworth store operates—with the exception of those three mentioned above—Woolworth has the first operation in that city to begin discounting. Woolworth has begun the decline of the record business in Pennsylvania with that policyl

Why are they doing it? For traffic? No business gets more traffic than Woolworth's. If they want traffic, let them give away free cups of coffee, which might cost them two cents each, and would bring into Woolworth stores more traffic than they could handle. Records cannot create traffic in a traffic store like Woolworth's.

What has happened? Here in Harrisburg, we are holding price against Woolworth and discounting has not begun. This is only the concerted action of a number of operations.

In another town, however, three chains have matched Woolworth price, two department stores are about to do so, and once accomplished, the town will go completely discount—retailers will go out of business—in a town where everyone made a profit and was happy in the record business only three months ago! That's how long it took the Woolworth policy to ruin one community. The story is the same wherever Woolworth has begun discounting in the community.

I tell you, that if such is the policy of Woolworth stores across the nation, the manufacturers will be selling directly to them and distributors, while one stops and retailers will be out of business. Woolworth is one of the few

firms which could cause this thing nationally. And they are doing it. There is a decided difference between the situation as it exists and the policy which Woolworth claimed it was following in its report in The Billboard.

If Woolworth's policy is national, I beg them to reconsider-and to make a legitimate profit in the record business. Good management of Woolworth record departments will insure an excellent margin of profit. With proper weekly service from a knowledgeable source of supply, any Woolworth store today could more than double its gross and its profit. This is not a pitch for my firm, but we have proven that to every chain we have ever done business with. It's a statement of fact.

One more point. In some States, the prices Woolworth is getting for records right now is illegal. It would be wise if the Woolworth legal staff would investigate. I am sure that no one would ever take action on obscure laws, but they are still on the books.

To sum up, my point is this. Discounting breeds discounting, wherever it is practices. And in areas where it has never been practiced before, Woolworth has begun such policy to the detriment of the entire record business—and perhaps allied fields. It is not a healthy situation.

Thanks for letting me get off my chest what I have considered a major problem for three months, and one which I have already discussed with local distributors, manufacturers and other retailers.

> Pete Wambach Wambach's Wax Works Harrisburg, Pa.

Walco Sets 10-Mo. Dealer Contest

The Walco "Time Zone Contest" is announced by Herb Bodkin, sales manager of the Electrovox Company, Inc., manufacturer of Walco needles. Over the 10-month contest period, 40 wrist watches (\$100 to \$125 value) will be awarded plus a grand prize of a vacation for two at Bermuda, Las Vegas, or Miami. The official entry form is the Walco Super Bonus Book. Walco dealers use these books to save the cashvalue "spiff" stamps attached to all Walco jewel tip needles and

Shure Bros.
Product Swap

A product-exchange merchandise program, aimed at inducing distributor, dealer and consumer to buy monaural cartridges and phono reproducer arms now, with the opportunity to trade them in for stereo equipment later, was announced last week by Victor Machin, vice-president and general sales manager of Shure Bros.', Inc., Evanston, Ill.

Under provision of the Shure Bros. exchange program, a consumer can buy monaural Dynetic cartridges or Dynetic phono reproducer arms now, and when the stereo Dynetic cartridges are available in early fall of 1958, or Dynetic stereo phono reproducers become available in the winter of 1958, the consumer can trade in either monaural cartridge or phono reproducer and gain a 75 per cent allowance on the purchase of a similar piece of stereo equipment from the Shure Bros. line. The 75 per cent allowance will be on the original cost of the monaural equipment and will apply against the as-yetto-be-determined price of the stereo equipment.

This exchange program goes into effect immediately and will continue thru December 31, 1959. Shure Bros. dealers and distributors will benefit accordingly. They will be credited with full original price of either monaural Dynetic cartridge or phono reproducer arm they exchange on the purchase of similar quantities of similar stereo equipment.

When the consumer exchanges his monaural, professional Dynetic cartridge for its stereo counterpart, the distributor or dealer may return it to the Evanston factory for full credit also.

Ampex Preps

• Continued from page 77

track seven and one-half ips.

The four-track, three and three-fourths ips. system is calculated to create new interest in stereo tape. The new system multiplies by four times the amount of music reproduceable from a given length of tape and will, therefore, appreciably lower the price of stereo tapes. The price of the raw material and the resultant high price of stereo tapes has been held to be a drawback to wider consumer acceptance of the product

The four-track system has two stereophonic tracks running in each direction. One set is played thru, and the tape is reversed for the playing of the second set of tracks. Tape width is standard one-quarter-inch.

Ampex also hints at a magazine load or cartridge recorder. The firm claims "significant developments which will lead to industry-wide standardization of such a magazine load concept."

record accessories. When one or more sections of the Super Bonas Book is complete, Walco redeems the book for cash.

"Time Zone Contest" describes Walco's method of dividing the country into four contest areas (U. S. Time Zones). Each month Walco will draw four winning entries, one from each Time Zone; a watch will be awarded to each winner. At the end of the 10-conth contest, an additional drawing will be held from all entries to select a Grand Prize Trip winner.

Regular Walco Super Bonu Books are used as entries in the contest. During the "Time Zon Contest," Walco dealers and their employees are asked to write of the Super Bonus Book, registration form their time zone and preference for a lady's or gentle men's wrist watch. Walco auto matically enters all Super Bonu Books received from April 1 to May 20 in the first drawing to be held on June 1.

Thereafter, drawings will be held on the first of each month from entries received during the one-month period ending on the 20th of the preceeding month. The last drawings for wrist watch prizes and the grand prize vacation trip for two will be held on March 1, 1959. Deadline for these drawings is February 20, 1959.

Dutone Co. Sales Aids

The Duotone Company, Keyport, N. J., manufacturer of replacement needles and record accessories, announces a series of new sales aids for record retailers and servicemen. The aids will be shown to the trade for the first time at the May Parts Show in Chicago.

Heading the list of aids is a new needle guide display. It's a colorful easel card for counter use. Fastened to it is a ring-bound book, containing illustrations of all phono models produced, since the beginning of the LP era. Alongside each photograph is the appropriate needle number. The customer can thus determine for himself the needle he needs. The record clerk has nothing to look up, no tables to consult.

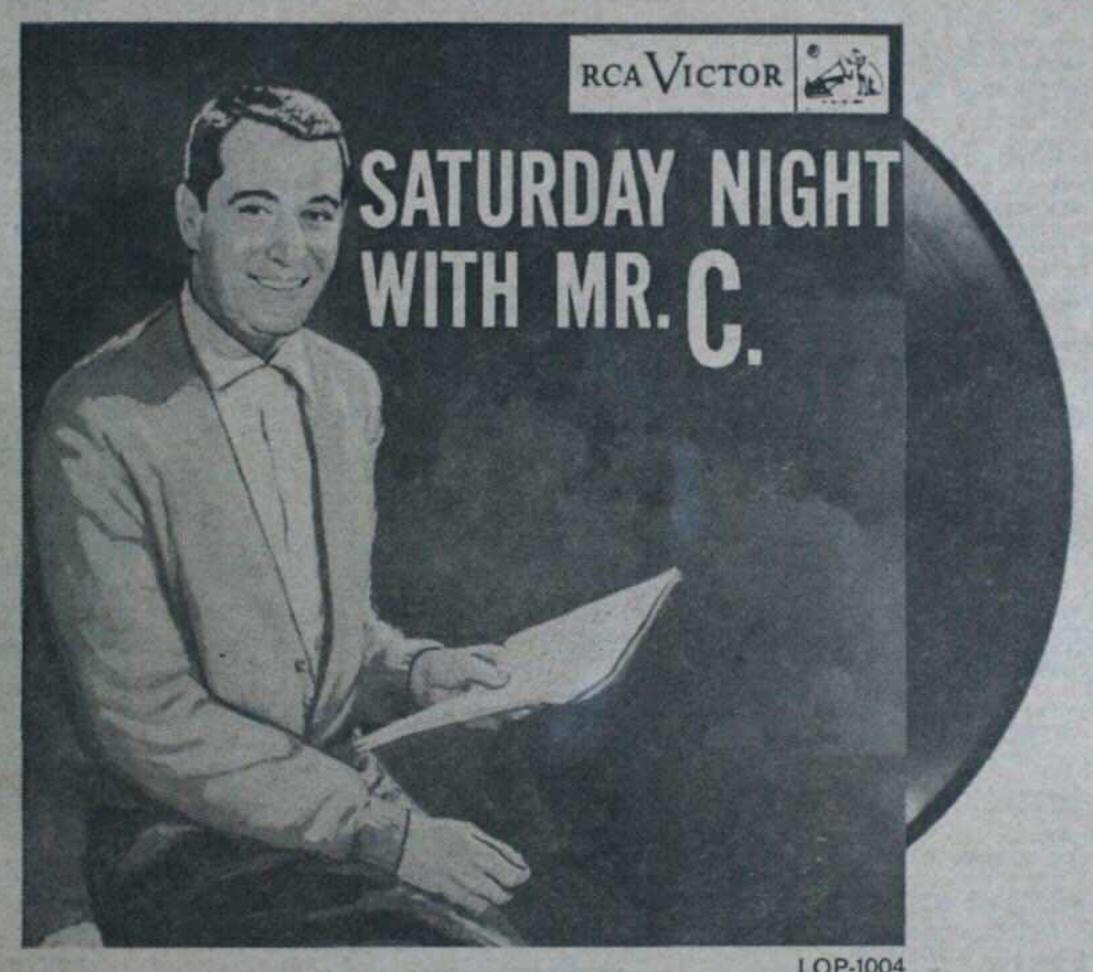
Another Duotone aid is a sales manual developed to help record store sales personnel increase needle and accessory volume. Promotion, display, merchandising and many other subjects are covered in full.

Also to be introduced by Duotone at the Parts Show is a new "Twin 1-mil." needle. This needle, says the firm, will fit every cartridge type and will sell at the same price as the 3-mil 1-mil double needle.

A special promotion launched by the firm is the "Duotone 50," a \$50 diamond needle packed in a mahogany case complete with a photo enlargement of the actual needle point, a hi-fi test record, 75 power microscope and installation tools.

In the accessory line, Duotone is showing a new type of accessory bar. It facilitates the display and selling of such Duotone accessories and record sprays and record covers.

MON-EY, YOU'LL MAKE MON-EY ... YOU'LL MAKE LOTS 'N' LOTS OF MON-EY!



LOP-1004

PERRY PATTERNS AN ENTIRE ALBUM AFTER HIS TOP-RATED SATURDAY NIGHT NBC COLOR TV

AND LOOK AT THE TREMENDOUS SELLING FORCES WORKING FOR YOU AND THE ALBUM:

PERRY, HIMSELF, ON TV'S

NUMBER 1 MUSICAL SHOW, REACHING 17,000,000 VIEWERS EVERY WEEK! | LOOK MAGAZINE AD, TO REACH PEOPLE OF ALL AGES!

AND SONG HITS MAGAZINE ADS TO REACH THE TEENAGERS!

A COLORFUL, COMPELLING DISPLAY PIECE!

HANDSOME AD MATS FOR LOCAL TIE-INS!

ORDER "THE SONGS THEY LIKE BEST" FROM YOUR RCA VICTOR DISTRIBUT





THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



EAUX .

BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING APRIL 24

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

	Last	Weeks
Tals Week	Week	Chart
1. The Music Man	1	11
2. Johnny's Greatest Hits	2	4
3. Elvis' Golden Records	3	3
4. South Pacific	4	6
5. Come Fly With Me	5	14
6. The Late, Late Show	12	10
7. My Fair Lady	9	109
8. The King and I		2000
9. South Pacific	10	214
10. Warm Johnny Mathis, Columbia CL 1078	11	20
11. Sail Along Silvery Moon	17	3
12. Pat's Great Hits	13	29
13. Swingin' on Broadway	20	2
14. Goodnight, Dear Lord		4
15. Hymns	14	71
16. Around the World in 80 Days Sound Track, Decca DL 9048	7	58
17. Till	6	6
18. St. Louis Blues	-	1
19. Oklahoma!	15	138
20. Songs of the Fabulous Fifties	16	49
21. Carousel	19	58
22. Muted Jazz		7
23. Pal Joey	23	24
24. Wonderful, Wonderful Johnny Mathis, Columbia CL 1028 25. Love Is the Thing		23
25. Love Is the Thing		35

SAVE MONEY ORDER YOUR BILLBOARD SUBSCRIPTION TODAY



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Please enter my subscription to The Biliboard for one full year (52 lesues).

I enclose \$15 payment (saves \$3.20 on single copy rates). payment enclosed Occupation or title

· Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Albums

THIS IS SINATRA VOL. II (1-12")-Capitol W

New recordings of some of his earliest hits will make this another Sinatra triumph like Volume I. Nelson Riddle's ork gives solid support on "You Forgot All the Words," "Put Your Dreams Away" and others. Crooner is in top form, giving a mature but still seductive sound. Jocks will go for it, too. Attractive cover shot of Sinatra for displays.

SELECTIONS FROM "OH CAPTAIN!" (1-12")-Rosemary Clooney & Jose Ferrer with Phil Moore Ork, M-G-M E 3687

The score of Broadway's "Oh Captain!" provides a delightful vocal romp for the noted husband-and-wife duo, and a fine debut for Miss Clooney on the M-G-M label. Ferrer sings with charm and persuasiveness on numbers like "We're Not Children" and "Three Paradises," and smooth-voiced Rosie is a treat to the ears in "Morning Music of Montmartre." The fine bounce and gay spirits of the teaming make for the strongest kind of deejay album material, and a nice color cover has display values.

Classical Album

BRAHMS: PIANO CONCERTO NO. 2 (1-12")-Emil Gilels, Piano With Chicago Symphony Orch. (Reiner). RCA Victor LM 2219

Exuberant playing by both soloist and orchestra makes for exciting disk. Gilels previously has shown his versatitlity in works of various composers. Here he demonstrates his range in one large-scale work, equally effective in grand statements or in poetic passages. (Beginning of the review copy was marred by a pre-echo in the disk.)

Special Merit Semi-Classical Album

WEILL: MAHACONNY (3-12")-Lotte Lenya, Various Artists; North Cerman Radio Chorus (Thurn) With Orch. & Chorus Conducted by Wilhelm Bruckner-Ruggeberg. Columbia K3L

First recording of the bitter, inventive music drama which has gathered a cult since its only performances during 1930-31. Heinz Sauer-

baum is brilliant as Jimmy, the hero, who is executed for the world's worst crime, lack of money. Lotte Lenya and Gisele Litz are standouts and, the the conducting could be tauter, it's a fine job of a Weill masterpiece, with English songs mixed into the Cerman. Handsome packaging includes text and photos of the premiere.

Special Merit Jazz Albums

THE BLUES ARE BREWIN' (1-12")-Billie Holiday. Decca DL 8701

From the extensive catalog of Decca Records comes this tribute to one of the great blues singers of this generation, Lady Day. The sides, which were recorded in 1949 feature Billie in a collection of great blues, such as "Gimmie a Pigfoot," "Keeps on Rainin'," and the title tune. On two of the sides she duets with another great singer, Louis Armstrong on "My Sweet Hunk O' Trash," and "You Can't Lose a Broken Heart." She is accompanied by di-

Continued on page 80

- Album Cover of the Week -



LIZABETH, Vik LX 1130. Excellent color photo of movis star Lizabeth Scott makes an attractive cover. It abould cause second glances and spark buys,

Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL 25

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

- 1. COME FLY WITH ME
- 2. MUSIC MAN Original Cast Capitol WAO 990
- 3. SOUTH PACIFIC Sound TrackVictor LOC 1032
- 4. LESTER LANIN AT THE TIFFANY Lester Lanin Epic LN 3010
- Johnny Mathis Columbia CL 1078
- 5. SWINGING ON BROADWAY
- 7. COODNIGHT, DEAR LORD Johnny Mathis Columbia CL 1119
- 8. TILL
- 9. FABULOUS JIMMY DORSEY Jimmy Dorsey Ork Fraternity F 1008

9. ST. LOUIS BLUES

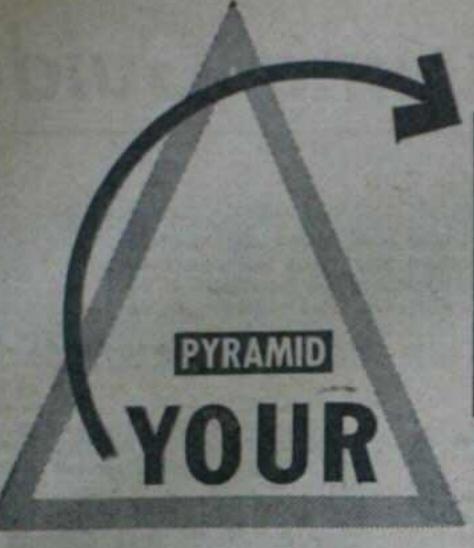


Best Selling Pop EP's

FOR SURVEY WEEK ENDING APRIL 25

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

- 1. JAILHOUSE ROCK Elvis Presley RCA Victor EPA 4114
- 2. RICKY
- 3. COME FLY WITH ME Frank Sinatra Capitol EAP 1-920
- Elvis Presley RCA Victor EPA 992 5. SPIRITUALS
- Tennessee Ernie Ford. Capitol EAP 1-818 6. HEARTBREAK HOTEL
 - Elvis Presley RCA Victor EPA 821 7. JOHNNY MATHIS
 - 8. STEADY DATE
- 9. HONKY-TONK PIANO Knuckles O'Toole . Grand Award EP 2001
- 10. HYMNS

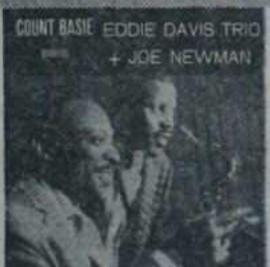


PROFITS

WITH IROUIDH WIDES 3X7 ALBUM PROMOTION

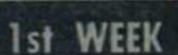
3 LP's A WEEK FOR --- 7 CONSECUTIVE WEEKS!

HERE'S THE FIRST TWO WEEKS MONEY MAKERS



NT BASIE 8-52007

15 MORE
BIG ALBUMS
COMING



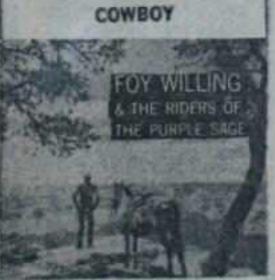


ORIENTAL DELIGHT



R-25032

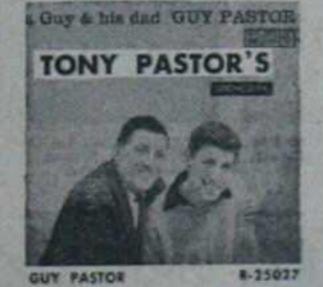
COWI



R-25015











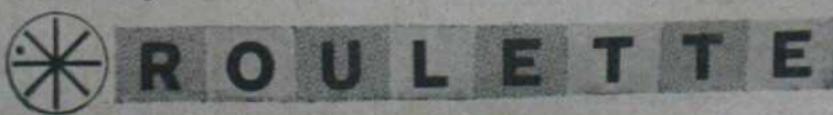
MARCO BIZO

TICO LP-1046

WATCH THE PYRAMID AND - YOUR PROFITS GROW

a sound bet . . .

buy



MUSIC

Here's a Gold Mine for You!

RCA

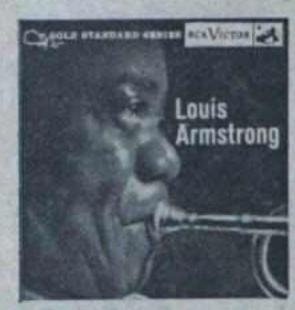
45 EP GOLD

Stock and feature these Polyethylene Bagged,

recording artists in their outstanding performances!

Performers and performances that make them

Pre-Priced all-time best-sellers . . . the greatest



(EPA-5000) Rockin' Chair, Basin Street Blues, St. James Informary, When It's Sleepy Time Down South.

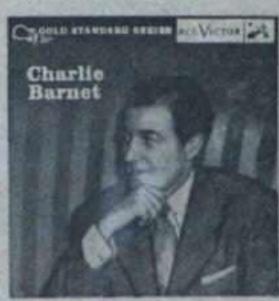
TOURS STANDARD SERIES BY VICTOR

Duke

Ellington

Kins, Solitude.

Car



(EPA-5001) Redskin Rhumbs, Leapin' at the Lincoln, Pompton Turnpike, Cherokes.



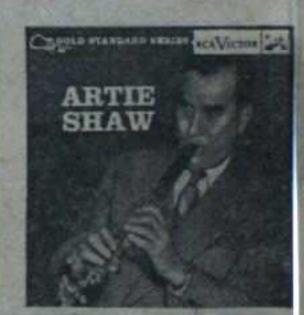
(EPA-5003) I Can't Get Started, Frankie and Johnnie, Caravan, The Prisoner's Song.



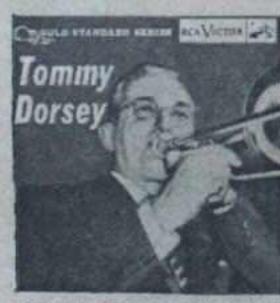
(EPA-5004) Bumble Bee Stomp, After You've Gone, Sometimes I'm Happy, Riffin' at the Ritz.



(EPA-5005) Honeysuckle Rose, Two Strapy People, Until the Real Thing. Comes Along, The Minor Drag.



(EPA-5006) September Song, Francol, Carioca, Special Delivery Stomp.



(EPA-5002) Take the "A" Train, The

Sidewalks of New York, Prelinde to a

(EPA-5007) Chicago, Dry Bones, Mississippi Mod, There Are Such Things.



(EPA-5008) Elmer's Tune, Moonlight Cocktail, Johnson Rag, Missouri Waltz.



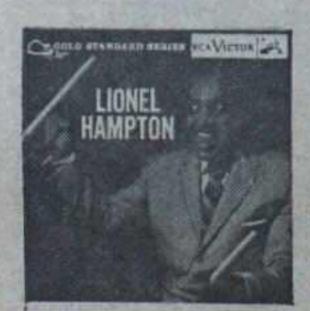
(EPA-3012) Don't Let The Stars Get in Your Eyes, Wanted, Paps Loves Mambo, Hot Digsity.



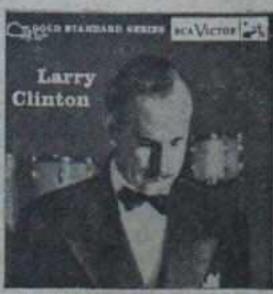
(EPA-5013) Any Old Time, I Can't Believe That You're in Love with Me, Comes Love, Love Me a Little.



(EPA-5014) Oh! Look At Ma Now, This Love of Mine, I Guess I'll Have to Dicam the Rest, How Do You Do Without Me?



(EPA-5015) On the Sunny Side of the Street, Twelith Street Rag, Jack the Bellboy, Central Avenue Berakdown.



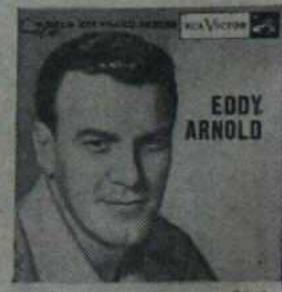
(EPA-5016) My Reverie, Deep Purple, Martha, Dipey Doodle.



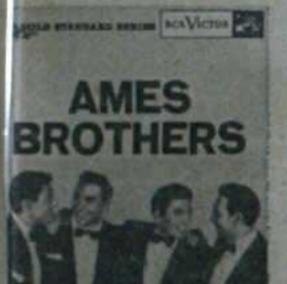
(EPA-5017) Vanessa, Blue Tango, Blue Violine, Canadian Sonset.



(EPA-3018) The Rock and Roll Waltz, I've Changed My Mind a Thousand Times, My Heart Reminds Me, Second



(EPA-5019) Anytime, Just a Little Lorin', The Cattle Cell, What Is, Life Without Love.



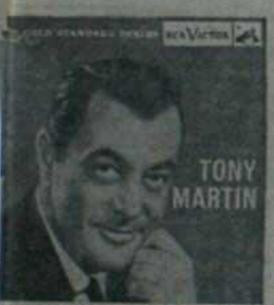
PA-1020) You, You, You, The subty Lady of Shady Lane, Meiodie Amour, Tammy.



(EPA-5021) Twilight Time, Hindustan, Peg o' My Heart, Canadian Capers.



(EPA-5022) Cherry Pink and Apple Blossom White, St. Louis Blues Mambo, Mambo Jambo, Mambo No. 5,



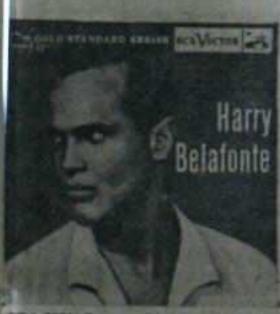
PA-5023) There's No Tomorrow, sain the Beguine, Here, Manhattan.



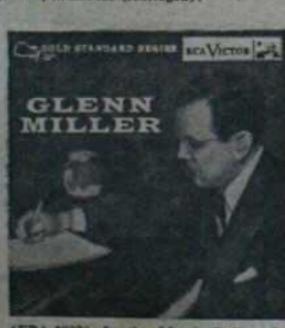
(EPA-5024) Jalousle, Ritual Fire Dance, Warsaw Concerto, Liebestraum No. 3, in A-Flat (Abridged).



(EPA-5025) There! I've Said It Again, Ballerina, Riders in the Sky, Racing with the Moon.



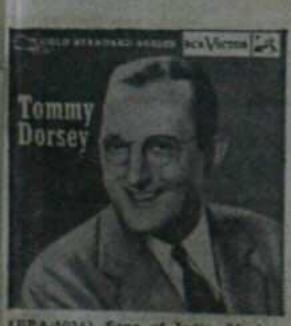
(EPA-3031) Streame, Matilda, Mutildal, Demandoub, Scuriet Ribbons.



(EPA-5072) In the Mood, String of Pearls, Moonlight Serenade, Sunrise Serenade,



(EPA-5033) Star Dust, Dancing in the Dark, Begin the Beguine, Temptation.



(HPA-5034) Song of India, Marie, Boogie Woogie, Opes No. I.



(EPA-5029) Round and Round, When You Were Sweet Sixteen, Till the End of Time, A Habba-Hubba-Hubba (Dig



(EPA-5030) Temptation, Mi Casa, Su Casa, Prisoner of Love, Because.

Promotion and merchandising that make them

FABULOUS GLEEM-PACE TIE-IN PROMOTION

Special Highlighter record made for Gleem and Pace-featuring selections from 6 Gold Standard EP's and providing advertising support to the entire series. Advertising and Promotion will include:

· Full-Page Life Ad » Radio Spots on Bandstand and Monitor . Floor Stands, Streamers, Shelf Displays in 25,000 Supermarkets, Drug and Variety Stores.

SPECIAL RCA VICTOR PROMOTION

- . De Luxe Four-Color Streamers!
- · Eye-catching Browser Box!
- Two-Color Consumer Catalog Supplement!
- · Ad Mats in 140- and 280-line sizes!



RCA Victor distributor now! (RCA)



RCA VICTOR



13



NEW · BEST SELLING!



BURLESQUE HUMOR-REDD FOXX	1249
BUDDY'S BEST-BUDDY COLLETTE	1245
THE COOL, COOL PENGUINS	1242
EXPLORING THE FUTURE-CURTIS COUNCE QUINTET	1247
NIGHT IN HOLLYWOOD-GEORGE KIRBY	250
ORDER NOW 111	

DOOTO RECORD CORPORATION

9512 S. Central Avenue

Los Angeles, California

ONLY THE BILLBOARD -

among over-all entertainment weeklies-is a member of the AUDIT BUREAU OF CIRCULATIONS.

Review Spotlight on Albums . . .

Continued from page 80

verse groups, the Sy Oliver Ork, the Billy Kyle Trio, and others. This is not Billie at her peak, yet even for nostalgia alone, it's still a fine set.

LARS GULLIN SWINGS (1-12")-East-West 4003 Gullin, a Swedish import, figures to challenge the ranks of Tony Scoot, Gerry Mulligan and Pepper Adams on baritone sax with this excellent offering. He's facile, dexterious inventive. Showcased with small or large groups, he is equally exciting. The former Down Beat winner scores impressively in this set. Modern mainstream buyers will like it. If exposed, it can go well. Ballads are as tasty as the uptempo numbers.

THE MODERN TOUCH (1-12")-Benny Colson Sextet Riverside RLP 12-256

Benny Golson, one of the most talented young musicians in the modern jazz scene, who writes, arranges and blows a lot of horn gets a chance to really display his many talents on this strong new album release. And he comes thru solidly, helped by having with him Kenny Dorham on trumpet, J. J. Johnson on trombone, Wynton Kelly on piano, Paul Chambers on bass and Max Roach on drums. Three of the tunes are new Golson originals, and they are all good, two are by Gigi Gryce and one "Namely You" is from "Lil Abner." An outstanding set that will bring Benny many new

International Album

GUETARY SINGS FRENCH SONGS (1-12") -Georges Guetary With Jo Moutet Ork, Capitol T 10148

Georges Guetary, in his first LP for Capitol. gives an impressive demonstration of the talents which have long made him a huge favorite in European clubs, films, revues and records, His flexible style, now melodic and intimate, now wide and swinging, is showcased to perfection in a dozen Continental favorites backed superbly by Jo Moutet's ork and a choral group. Fine color cover of Paris' famed "Au Chien Qui Fume" eatery in the Les Halles market catches the Callic mood, as well as the

Sound

RE-PERCUSSION (1-12") - The Percussive Art Ensemble (Schory). Concert-Disc E 21 There are some fabulous sonic effects in this pioneer sortie by Concertapes into the regular LP album field. Under the baton of Richard Schory, 10 musicians weave shimmering, throbbing effects with over 100 percussive instruments, using everything from a piano-bass-guitar-vibes foundation for melody, thru finger cymbals and heavy timpani. Their workout on "That's A-Plenty" is a new juzz frontier, and their twelve-tone "Cloud Nine" is novel and genuinely exciting. Recording work is first-rate.

Reviews and Ratings of New Popular Albums

EXPLANATION OF PACKAGE RATING CATEGORIES

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

SPOTLIGHT—Sure-Fire Merchandise— Top Demand

*** Very Strong Sales Potential - Essential Inventory

***-Good Potential-Will Sell **-Moderate Potential - Sal-

*-For dealers who stock all

able Qualities

POPULAR ***

JUMP FOR JOY

Peggy Lee With Nelson Riddle Ock (I-12") Capitol T 979

In this set, the gal is for the most part on a happy, joyful kick with such tunes as "The Glory of Love," "Ain't We Got Fun," "Just in Time," etc. All of which also get classy, schmaltzy Nelson Riddle ork treatment. A solid, gently jumping package by the thrush which should make jocks and fans sit up and take notice. Cover of Miss Lee has good sell-appeal.

SELECTIONS FROM "SOUTH PACIFIC" Let Baxter Ork (1-12") Capitol T 1013 This is an exciting new approach to the famed Rogers and Hammerstein score. Despite numerous recordings, this can score well. Tempos are altered, and the orchestral colors are superb. It's a wonderful mood set and a pleasantly different companion piece to the many vocal treatments. Strong possibilities.

TEEN-AGE ROCK!

Attractive cover,

Ferlin Husky, Souny James, Tommy Sands & Gene Vincent (1-12") Capitol T 1009 Four of the label's top singles artists are spotlighted in this set which can click with teen buyers. All of the selections were formerly released as aingies. Some were best sellers. Selections include "Young Love" by Sonny James; "Lotta Lovin' by Gene Vincent; "Teen Age Crush" by Tommy Sands and "Wat'cha Doin' After School" by Ferlin Husky. Strong appeal to teen buyers. Excellent cover will help sales.

THE DANCING 20'S The Andrews Sisters (1-12") Capitol T

A good idea, a good collection of songs, strong vocals by the Andrews Sisters and sparkling arrangements by Billy May and his ork add up to a bright new album. It starts out with a bang and keeps building all the way. Tunes include "Last Night on the Back Porch," "A Smile Will Go a Long, Long Way," "Barney Google," "Collegiate," "When Frances Dances With Me" and "Back in Your Own Back Yard." Many older collectors and lot of college kids will be interested in this set.

R. GTIME PIANO

Ragtime thumper Johnny Maddox, turns | The Buddy Wood Trie (1-12") Judson out a package of World War I music 3 3018 that's a good bet to sep heavy sales. Wood at the plane with burs and drums

Maddox essays a host of well-known melodies that have always found favor among adults. The sound captured here and the vitality with which he performs his material, is refreshing. Tunes include the well-known "K-K-K-Katy"; "Long, Long Trait a Winding"; "It's a Long Way to Tipperary," and the lesser-known gems like "I Didn't Raise My Boy to Be a Soldier," Top programming material. Cover will belp

Sonny James (1-12") Capitol T 988

A group of love songs of varying moods are smartly interpreted by Sonny James, There isn't even a trace however, of the more lusty, countrylab sound of his "Young Love" singles hit. The chanting is more sophisticated and more relaxed on offerings of "Over Somebody Else's Shoulder," "You're a Sweetheart," etc. Reading of "Honest and Truly" is particularly pleasing and could be a good single. Mixed thorus floats in and out of the arrangements. Nice cover has a collegists touch.

NIGHTSOUNDS

Joe Bushkin Plano & Ork (I-12") Capitol

Title of this package refers to the color and mood of the package-fogitive sounds is the night. Joe Bushkin's pi-ano work is delicate and imaginative. Times are great standards including "Love Ms or Leave Me," "Small Hotel," "They All Laughed," Excellent art work. Can sell and rates jook attention.

GERTRUDE LAWRENCE .

A REMEMBRANCE

With Jay Blackton & Harry Soznik Orks (1-12") Decca DL 8673

This attractive, tune-filled album is a fine tribute to the still-fresh memory of Gertrude Lawrence, and a salute to her versatility. Deoca has selected a wellbalanced cross-section of the late M Lawrence's recordings, ranging from standards like "Sunny Side of the Street" to show tunes like "Jenny," altho-surprisingly-there's no selection from Decoa's own original cast recording of "The King and L"

Johny Maddox (1-12") Dot DLP 3108 THE MUSIC OF LEROY ANDERSON

in the backing, turns out a sharp, smart and beautifully recorded group of interpretations of Anderson tunes Its "The Waltzing Cat," "Syncopated Clock," "Sieigh Ride," sto. All versions feature a light but well-emphasized beat. Good sound and an unusually good romance-linged cover add up to strong sales appeal. This can be moved by dealers.

JUST FOR VARIETY VOL. 14

Various Artists (I-11") Capitol T 986 Another in Capitol's running series of programmed" samplers designed to spotlight the label's stars. Recording stars include Les Paul and Mary Ford, Ray Anthony, Jos (Pingers) Carr, Ten-nesses Ernis Ford, June Hutton, Nelson (Continued on page 86)

PEERLESS ALBUM CO.

Since 1919 The leading manufacturer of

Related services include: PLATE MAKING & PRINTING IN EVERY PROCESS

QUALITY WORKMANSHIP from the most modern jacket plant in the world

DAY AND NIGHT SHIFTS assure you of on-time delivery

AWARD WINNING DE LUXE PACKAGES

eerless Album Co. 800 Union St., Brooklyn, N. Y.

STerling 9-0555

LOOK FOR "Society Dance Music by Witkowski"

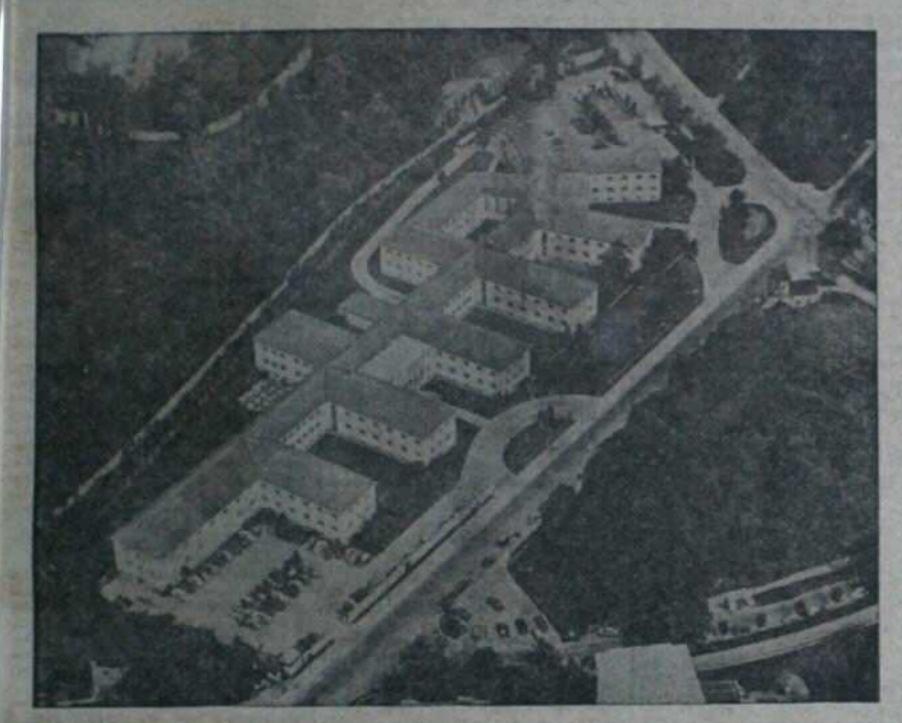
EXCELLENT POLKA LINE DISTRIBUTORSI TERRITORIES

STILL OPEN Write for Stella catalog of releases

STELLA RECORDS 804 Mairess Aven New York St.

NO. 1 IN A SERIES

A Report to the Music Industry...



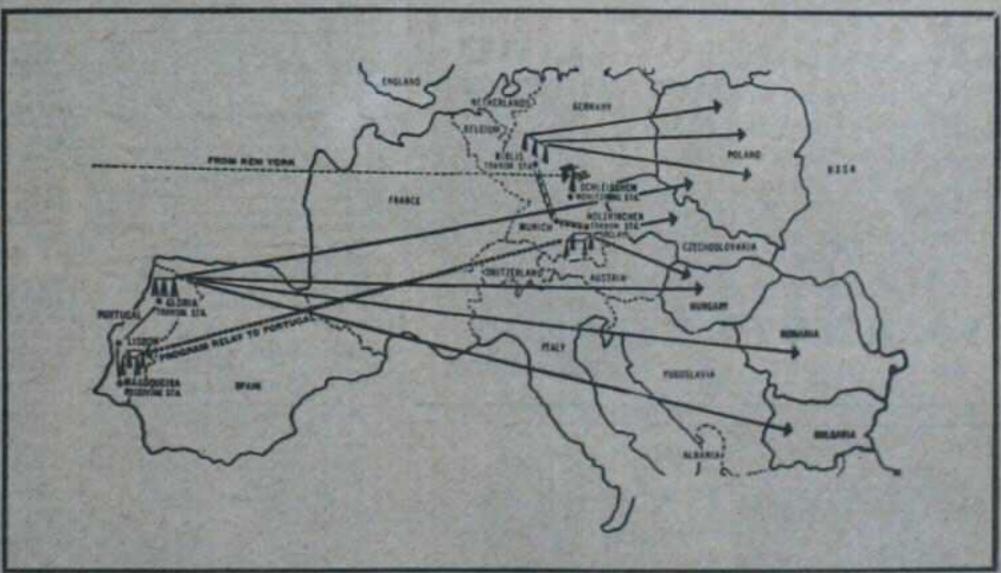
CRUSADE FOR FREEDOM, which operates Radio Free Europe, has a huge audience behind the Iron Curtain. The youths in these countries want to know about and hear the latest American pop, dance and jazz records. And music of all kinds comprises some 15% of broadcast time to each country behind the Iron Curtain.

Don Dimond, Music Programming Director For Radio Free Europe, States:

"American pop songs and jazz are probably the most Important segment of Radio Free Europe's music broadcasts to the Iron Curtain countries. Whatever else may be said about it, there is wrapped up in this music a certain aura of freedom, a kind of freewheeling independence, that appeals strongly to the youth of these countries. So in addition to fulfilling the function of entertainment, RFE's music broadcasts help to sharpen the independent spirit of the youth living under communist domination and herein perhaps lies their greatest contribution."

Day and night broadcasting goes on at RFE headquarters here in Munich, Germany, Some 20 hours a day, seven days a week, broadcasts are beamed to the five captive Iron Curtain countries.

> From receiving stations throughout Europe, RFE is able to immediately detect attempted "jamming" of its broadcasts and is able to switch to other transmitting stations that can be clearly heard behind the Iron Curtain. The "jamming" attempts are mute testimony to the importance of RFE broadcasts.



RADIO FREE EUROPE PROGRAMS ITS MUSIC BROADCASTS FROM THE BILLBOARD'S MUSIC POPULARITY CHARTS

As soon as each issue of The Billboard is received in the New York offices of RFE, the Honor Roll of Hits and Most Played by Jockeys charts are clipped and sent, together with the records listed, to the Munich studies via RFE's special airmail connections. Shortly thereafter, the records are broadcast, with explanatory commentary, on the various programs devoted to this material.

The RFE also plans programs around The Billboard's Territorial charts. Jack MacBean, Crusade for Freedom's U.S. co-ordinator, tells us that since there are so many foreign-born American citizens living in certain areas of the U.S., their countrymen behind the Iron Curtain like to know what is popular and being listened to in these areas here in our country.

RFE also programs from other Billboard charts as well as from the listings of the top songs of five and 10 years ago. The playing of these older records is used in calling to mind songs well known behind the Iron Curtain and in connecting them with political or other events that occurred at the time of their peak in popularly.

So, while we here in the U.S.A. are busy making, distributing and selling records, the Crusade for Freedom with its Radio Free Europe stations continues its untiring efforts to bring a continuing flow of unbiased news, truth and music to the 70 million people who live in the five captive countries behind the Iron Curtain.

Radio Free Europe—supported by millions of Americans through the Crusade for Freedom—supplies the needs of these listeners, to let them know they have not been forgotten by the free world.

The Crusade for Freedom, a private organization, raises funds from the American people to support the broadcast activities of Radio Free Europe. All funds donated to the Crusade for Freedom are turned over to Radio Free Europe without deductions.

If you wish to make your contribution to Radio Free Europe and the Crusade for Freedom, it may be sent either to your local postmaster or to the Crusade for Freedom, 345 East 46th Street, New York City 17.

Reviews and Ratings of New Popular Albums

Continued from page 84

Riddle, Kay Starr, Harry James, Nat | SLUGGER RYAN PLAYS King Cole, Jackie Davis, The Four HONKY-TONK PIANO Freshman and Stan Kenton with selection of material providing a nice variety of votal and instrumental moods.



"Eureka! I've at last developed one that grows JENSEN NEEDLES!"

This past month more than

These publications include:

N. Y. Times, Look, Woman's

Day, Saturday Evening Post,

Parents Magazine and many

others.

117 West 46th Street

Tamper proof transporent

lough tone orm . . . stylus

guard protects playing

arm. You can never

is gently cushioned

to record.

333

17,200,000

in the United States have been exposed

to editorial copy of the Folkways Label

World's Leading Producer of Authentic Folk Music on

Long Playing Records.

(also Science, Literature, Children's, Jazz Series)

FOLKWAYS RECORDS

PEOPLE

With Al Caiola, Banjo; Frank Carroll, Bass: Bobby Rosengarten, Drams (1-12") Judson J 3015

"Slugger Ryan," a puppet creation of TV's Bill Baird, slugs it out with a dozen oldies like "My Melanchoty Baby," "Tiger Rag," "Ja-Da," and "Darktown Strotter's Ball," and emerges the winner by a knockout. A nice "fun" record, likely to get good MMMMMM-THE MILLS BROS. TV plugs.

HIFT VARIETY

George Wright, Harry Zimmerman, Bruce Prince-Joseph, Arthur Lyman, Richle Kamuca & Various Artists (1-12") High Fidelity R 1000

A fine "show off" piece for record dealers seeking a choice platter to use in monaural hi-fi demonstrations. Selections "sample" practically all the artists in the Hi Fi label's line, and range from Verlye Mills' harp, showcased against a big band playing Billy May arrangements, to Richard Purvis playing Widor's "Toccata" on one of the biggest pipe organs in the country,

GEORGE WRIGHT GOES SOUTH PACIFIC

(1-12") High Fidelity R 716

The movie version of "South Pacific" has caused a great outpouring of "South Pacific" albums. This one, tho less pretentious than many others, could hit two markets; those who enjoy organ recordings and hi-fi fans. Organist George Wright, playing one of the largest theater organs, the five manual Wurlitzer, at the Paradose Theater in

Circulation

figures)

DID YOU GET

YOUR SHARE OF THIS

BUSINESS!

Chicago, does a fine job and the engineers deserve a vote of thanks for an excellent recording lob. All of the tunes from the picture and show are here. The liner notes give full specific SPRING cations for the organ.

ROCKIN', ROLLIN' AND STROLLIN' Bob Bain Ork (1-12") Capitol T 965

Bob Bala is a rip sportin' guitar man, who is much at home in the r.Ar. groove, Interesting arrangements of top rocking hits like "The Stroll," "Raunchy," "Rock and Roll Waltz," feature the low-down guitar with rhythm backing and the Jack Hallocan Singers, who work for the most part in a passive, supporting role to the guitar lead. Interesting new roke, adund with a fine best. Cover of kids dancing gives the idea. Very galable was,

(1-12") Dot DLP 3(63

Vocal shadings by the Mills Bros. are impeccably handled with their usual good taste. All the tracks are standards, I. e., "Margie," "Mood Indigo," "Me and My Shadow," with a musical backdrop by the Milt Rogers ork. Good cover art will help exposure. Set is good adult material. This is their first album effort for this label.

AIN'T WE GOT FUN

The Four Grads (1-12") Liberty LRP 3079 One of the better of the new vocal groups, The Four Grads second package for the label should prove to be even more of a success. Their approach sets voices to use as instruments, and the sound they purvey is captivating. "The Trolley Song" is an excellent demo track. Music by the Spencer-Hagen ork complements the group immeasurably,

SING, SING, SING

The Clark Sisters (1-12") Dot DLP 3104 SONGS FOR A SHUTTERED PARLOR The big songs of the swing era are essayed by The Clark Sisters, ex-Tommy Dorsey vocal group known as The Sentimentalists. Vocal work is interpolated into instrumental parts, as in "Cherokee," "Music Makers," and "Opus One." Songs used were the big ones of the Dorsey, Goodman, James, Miller and Barnet bands, and the fresh, invigorating grace of the group only serve to give the times all the more comph. Music by Bod Dant has a big sound, one that is most welcome. An excellent package.

POPULAR *

GORDON MACRAE IN CONCERT With Van Alexander Ork (1-12") Capitol

A dozen great songs-"Begin the Beguine," "Of Man River," "Water Boy" etc., done in MacRae's warm, big style, Package has a big sound, with ork under bason of Van Alexander. Well-

SITTIN' ON A RAINBOW Ferlin Hasky (1-12") Capitol T 976

Set features a doren great standards-"I'm in the Mood for Love," "Blue Skies," "Ain't She Sweet," etc .- all tunes of a bappy nature. Hosky, who can sing folk and hillbilly, is strictly pop in this puckage. Pleasant warbling. with relaxed orchestration,

JUMPIN' JACKIE Jackle Davis at the Organ (1-12") Capitol

Swing is back to good effect on electric organ solos liks "Darn That Drzam" and "Iso't It Romantic." Icr Ashby's guitar and Mill Holland's drums help

CHEERFUL LITTLE EARFUL

Russ Morgan Ork (1-12") Decca DL 8581 Harry Warren's tunes, previously issued as singles, have been collected here as romantic dance items. Good vocals by Phil Hanna, Six Hits and a Miss. Best: "You'll Never Know," "Boulevard of Broken Dreams," For Morgan and Warren fans.

CRAZY RHYTHM

With Don Lee (1-12") Jublice JLP 1967. Don Lee makes his recording debut for the label with some very listonable accordion stylings on these versions of a fine group of standards. Tunes include "Caravan," "Lady Be Good," and some originals penned by Lee himself. Lee also plays all of the instruments heard on the tracks, an accomplishment made possible by over-dubbing. An interesting set, especially for according stu-

LIZABETH Lizabeth Scott With Heart Rene Ork (1-12") VIE EX 2130

Movie actress Lizabeth Scott makes her recording debut on the label with pleasant, throaty interpretations of a group of standards, and some new tunes in- HULA ISLAND PAYORITES cluding special material like "Men," and "He Is a Man." The cover is outstanding.

BACKGROUNDS FOR BRANDO Elmer Bernstein cond. (1-12") Dot DLP

Top themes and songs from the numerous films in which actor Marion Brando has starred are tastefully served by marstro Eimer Bernstein. It's a highly refreshing like album, one that spotlights the music while taking advantage of the promotional value of Brando, Music includes the "Katsumi Theme" from Sayonara, "Fugue for Tinborns" from Guya & Dolla and other highly dramatic scoring from such pix as "Julius Caesar," "Viva Zapata," ete, An succilent listening album.

Camarata Orch. (1-12") Disneyland WDL

One of the best of the four seasons package by massive Camerata, with a very posh romantic sound in evidence Arrangements are awest styled and have a delicate quality. Sound qualities are excellent, Selections include "Paris In the Spring," "I'll Remember April," "It Might as Well Be Spring," as well as others sympatico of the season.

FILMDOM'S FAMOUS FIFTY

Billy Rowland (1-12") Dot DLF 3106 Solo work by pianist Billy Rowland, vit accompanies for Perry Como, is suave and southing. All the tracks were big songs in pictures and are performed in a series of medicys.

SOTHERN EXPOSURE Ann Sothern (1-12") Zenich L 1611.

A rather mediocre effort at singing the evergreens, with little tame in arrangements and gross inequity in sound reproduction. Miss Sothern most assuredly does better work than this pressing reveals. Selections include "Ballin" the Jack," "Life Is Just a Bowl of Cherries," "After You're Gone" and other standards.

BIRDS OF A FEATHER Muzzy Marcellino With Russ Garcia Ork. (1-12") Liberty LRP 3075

Eiss Lanchester With Remarks by Charles. Laughton (1-12") High Fidelity R 406

Mostly Forman Brown's fey material, done to a turn by the comedience, from the rowdy "Yashmak Song" to the pathos of "It May Be Life" to the outrageous "Glad to See Your Back." Laughton is personal and fun in his commentary and duets with spirit on "Poor But Honest." Ray Henderson's pison is superts. For double entendre

JULUIS MONK'S "TAKE FIVE" sconny Granum, Jean Arnold, Cell Cabot, Ellen Hanley & Gerry Matthews (1-12") Offbeat O 4013

Etched to simulate a supper club performance rather than a recording session, this bright revue has sound problems but wins out via witty skits, urbane songs and the fine work of Eilen Manley, Jean Arnold and Gerry Matthews. Graham is a bit lost on wax. Six of the 12 bands are usable by juckeys. For theatergoers, bistro fam and flat-

DODY GOODMAN SINGS! (1-12") Corsi CRL 57196

Dody's TV triumphs are swept away as she battles thru bad comeds material to a late victory with two touching, serious pieces, "Glad Rug Doli" and "Girl Next Door." Fans who expect a comic will be disappointed.

LATIN AMERICAN **

BRAZILIAN GUITAR Luiz Bonia (1-12") Capitol T 10134

Super hi-fidelity recording is particularly rewarding since virtouso makes special effort to achieve unusual sonocilies, simulating harp, music box, balalaikas, percussion instruments, etc. Selections are mostly original works in popular Brazilian style, with "Tonderly" and "Over the Rainbow" included for change. of pace.

SONES MEXICANOS

Antonio Maciel With Los Aguildles & The Mariachi Mexico (Carrion), (1-12") Capitol T 10135

A bright and colorful production. The music is oriented to Mexico and feafutes two of that country's mariachibands playing together. Songs have the mative quality of the Mexico that tourists don't often see. In other words, the set has a distinctly authentic touch in big band scorings that are more listured is Antonio Maciel. Can have good tales life in the right section.

Al Kcaloha Perry, The Hawaii Calls Ork & Various Artists (1-12") Capitol T 987 Some English lyrice, some Hawalian, lot of gourds and rattles in this atmos-

pharis group, "Links Brown Gal," Brosss," "Lovely Huis Hands" are u-Good spring-summer Dem.

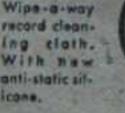
HONEYMOON IN PORTUGAL The Trio Odemira & Carios Rames (1-1)-

Capital T 19148 A romantic set of Portuguess me dies warmly presented by the atter The selections include ballads and for left numbers. It's a set that out he wide appeal. Beautiful cover and a (Continued on page II)

and build profits

RECOTON Wipe-a-way record cleaning cloth.

cone.



RECOTON "Whisk-away" record brush. Halps



RECOTON 45 r.p.m. record Inserts.

preserva cost-

ly records.

Unbreak. able, Guarunlocd to fit perfectly.



Recoton CORPORATION 52/35 Barnett Ave Long Island City 4 N Y

Album of the Week



39 West Soth Street New York 23, N. Y. JUdean 6-3620



BURBANK, CALIFORNIA



If you think building a space ship is a problem Listen to

"THE WORST OF MORRIS GARNER"

The first pionist of the space Distribution open in Chicago, Claveland & Detroit THUNDERBIRD RECORDS 1700 Broadway, New York, N. Y.

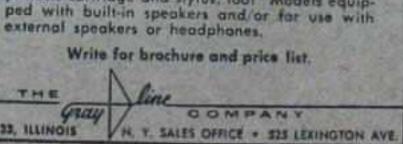


"gard" against record damage Replacing Ordinary Phonographs Everywhere,

Patented PHONOGARD is the most practical record player ever designed for record shops and departments. PHONOGARD eliminates costly record damage due to tone arm handling . . . protects cartridge and stylus, tool Models equip-

Write for brochure and price list.

12243 AVENUE "O" . CHICAGO 33, ILLINOIS



vild

Thanks, Ops, for making "DECCA Records tops in the boxes

See Us in the Decca Suite at the Hotel Morrison

keep these Decca coin catchers spinning on your boxes



(Featuring Al Alberts)
From the
Universal-International Picture,
"The Big Beat"

SATURDAY SWING OUT

(30649 & 9-30649)

CRYIN' OVER YOU YOU'LL COME BACK

(30623 & 9-30623)

RED FOLEY

With the Anita Kerr Quartet

STROLLING THE BLUES

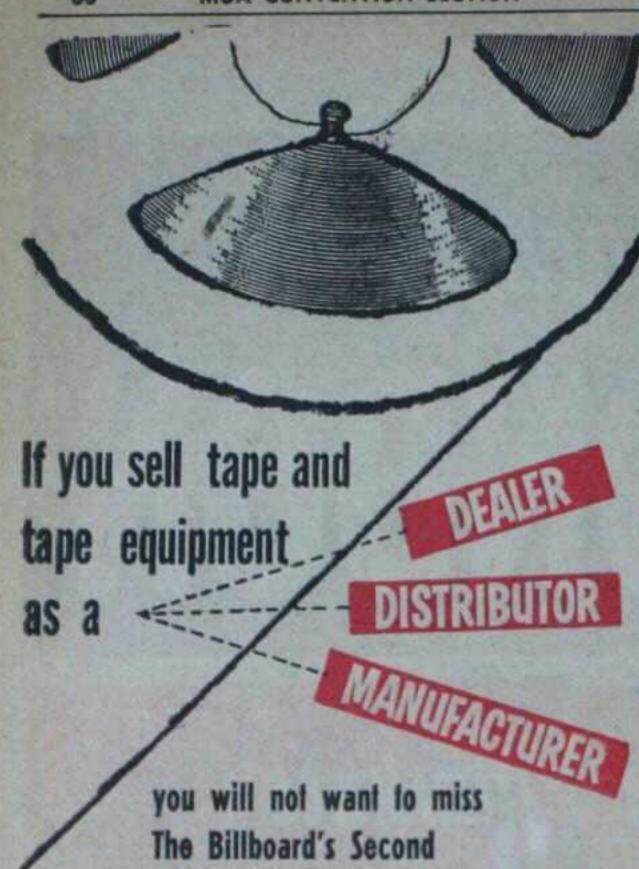
(30639 & 9-30639)

AL HIBBLER
AIN'T NOTHIN'
WRONG WITH
THAT BABY

(9-30622)

THE WILBURN BROTHERS
HEY, MR. BLUEBIRD
HOW DO WE KNOW

(30610 & 9-30610)



TAPE QUARTERLY ISSUE

If you are a MANUFACTURER

d tape or

lape equipment—the editorial atmosphere of this issue

provides the ideal companionship for your advertising.

Advertising doadlinel MAY 13

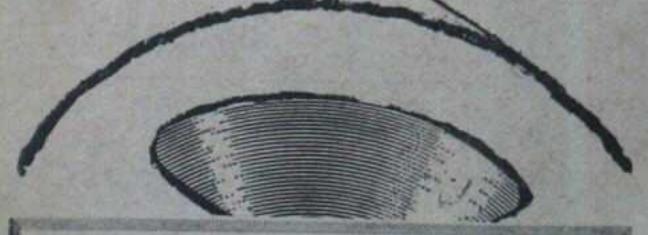
MAY 13

MAY 19

SELLING MESSAGE NOW!

PREPARE YOUR STRONG

Billboard salesman Is ready to help you



Billboard the communications center of the

NEW YORK CHICAGO

60 HOLLYW

ST. LOUIS

CINCINNATI

Standards Pay; Check Meter

· Continued from page 40

tors on the use of old standards on their machines. All three pointed out that they have had some standards on for several years and they are rarely changed.

Those interviewed were Joe Coughi, partner in Poplar Tunes Music Service, Parker Henderson, general manager of Southern Amusement Company, one of the largest operators in this section of the country, and Edward H. Newell, owner of Ormatt Amusement Company.

"Of course the big advantage in using old standards," Parker Henderson explained, "is that you buy them once and they will last for years on your juke box-usually until it wears out and has to be replaced with either the same record or another old standard.

"That means that it doesn't have to get many plays a week to make money for the operator. It will easily pay for itself the first week. After that it is profit."

Newell and Cuoghi both agreed that this was the major consideration in using old standards. All three operators use them on both EP's, which cost 80 cents each, and 45 r.p.m. singles, which cost 60 cents each. Operators in Memphis are on dime play, three for 25 cents and on the 200 machines with the

50-cent slot, seven plays for 50 cents.

Cuoghi said he uses 10 per cent old standards on his route, which he operates with Johnny Novarese. Henderson said he uses 5 per cent old standards. Newell said he uses 5 per cent on the average—perhaps sometimes as much as 10 per cent—on his machines.

None of the operators have them on all the machines. They program them according to the type of location—where the spot is frequented by the crowd in their thirties and forties whose favorites in their young days when tunes meant a lot in their lives teens and early twenties.

That was during the heydey in the late 1930's and early 1940's of Glenn Miller, Artie Shaw, Tommy Dorsey and others.

Of such times as "Begin the Beguine," "Night and Day" and "Stardust," Newell says:

They are modern American classics. I don't think this music will ever die. It will live on and continue to be popular American favorites. I'm sure from time to time they might be revived as a new pop hit, as 'Stardust' was last year.

"These and other standards are being played enough today to warrant operators having them on their machines. And Hoagy Car"Stardust' in 1929 and Cole Porter Begin the Beguine' and 'Night and Day' in the thirties."

All three operators explained that they do not program more than they do-10 per cent is the most one has programmed-because the crowd who play these tunes do not go out often.

By contrast, the big players of jukes are the teen-age group and those in their early 20's, and music they play must naturally be programmed as heavy as possible.

"When I got out with my wife for dining or dancing at a spot where there is a juke box, I frankly do not play today's hit tunes," said Newell, who is 39. "I like the old standards which were my favorites when I was younger. That's the music I play."

All the operators made the point that before there were so many record companies and so much competition a hit tune's average life was three months.

"Now it's about six weeks," said Cuoghi.

"Look at the new, independent record companies producing hits nowadays with unheard-of-before talent," said Newell. The current adage that a recording artist is only as good as his last hit seems to hold true in so many cases these days. It's certainly different now than it was 10 or 15 years ago."

A total number of plays by average on all three operators' machines show clearly that standards are a big money maker for the three operators cited. And their experiences with them is typical of the 15 other operators in the city.

It will be seen from totaling the number of plays that Joe Cuoghi had 82 plays per machine for the top five standards, compared to a total of 382 plays per machine for the top five hits.

Parker Henderson had 73 plays per machine on his five most played standards, and 347 plays on the five top tunes. And Newell had more plays on standards than either Coughl or Henderson—106—but less on the top hits. The hits produced 254 plays.

When you consider that new hits die out in six to eight weeks and have to be replaced, it is easy to figure why standards pay. You don't have to keep buying new records to replace them, they can be kept on location two or three years and they're like holding blue-chip stocks and letting the dividends roll in.



RECORD SORTING. Jos Cuoghi, left, and Frank Borratta, partners in Poplar Tune Music Service, sort records for Johnny Novarese, partner in charge of the music route, to put on the phonographs. They program old standards and get big play from them.

SMASH FOLLOW-UP TO "BEEN SO LONG" THE PASTELS "YOU DON'T LOVE ME ANYMORE" Chess 5297

CHESS PRODUCING CORP.

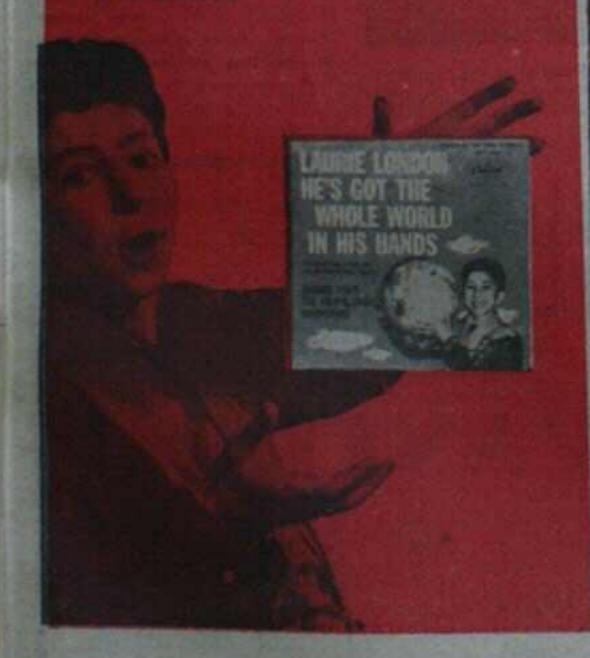
2120 South Michigan

All Phones: CA 5-2770

Chicago, Illinois

a whole NEW world of AURIELONDON

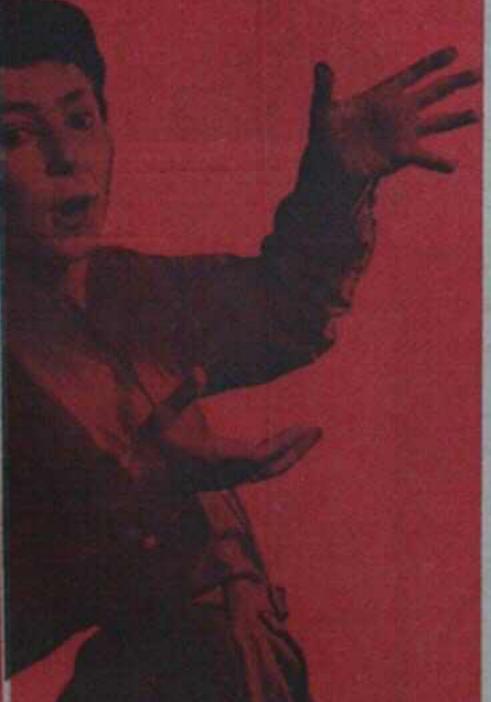
for an exciting new EP! **LAURIE LONDON** HE'S GOT THE WHOLE WORLD IN HIS HANDS



sales in all another sensational single!

JOSHUA

RECORD NO. 3973



markets

a great new album!

LAURIE LONDON

With Geoff Love's Orchestra and the Rita Williams Singers

He's Got The Whole World In His Hands Handed Down - The Gospel Train Boomerang . The Cradle Rock . I Gotta Robe Pick A Bale Of Cotton Joshua Fit The Battle Of Jericho I'm Gonna Walk And Talk With My Lord

Up Above My Head I Hear Music In The Air Basin Street Blues . Casey Jones

ALBUM NO. T-10169



visit the Capitol gang at "THE SKY SUITE" at M. O. A. Caputol



MOA CONVENTION SECTION

Dear Ops--Our thanks to you for helping to make "Yellow Dog Blues"
And our New EP--"Darensbourg
Salutes Handy"
such tremendous hits.

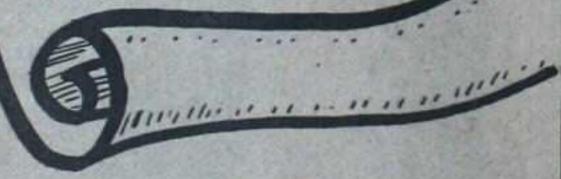
Best Wishes for Continued Success to M.O.A.

H. M. JENSEN

LARK RECORDS

SANDY BECK & HENRY GEORGE

FIRST NAT. REC. DIST. CO.



P.S. We'll see you at the Morrison in Chicago with Joe Darensbourg's

New Release

"HUGGIN' & KISSIN'"

"ROCKIN' IN DIXIE"

LS 456

Denver Ops

· Continued from page 45

cents, two for 25 cents, that he uses between 10 and 15 per cent of the total music menu in EP's.

"A lot of location owners don't understand EP records until they are patiently explained to them," he said. "I use extended play as part of sales operation."

"First, we bought a lot of 200selection machines. We have used the extra feature of this machine to make possible a switch to 10cent play. Then we use EP records as an example of the additional features which the 200play machine presents."

Restaurant Stops

EP's are particularly popular in restaurant locations, according to Arnold, altho he has no complaints at the amount of play which is produced in taverns and cocktail lounges. Since most of his EP's are of a soothing instrumental nature, they provide a pleasant interlude of dinner music in restaurants which do not already have wired music or publis-address systems, and play will

4 Big Gap

· Continued from page 44

singles in this area and is trying to boost his prices in outer territory where a nickel is accepted policy.

Gutshall changes about five EP's once a month. During March his principal purchases of EP albums included Sam Cooke's "Sam Cooke Sings," on Keen; Louis Prima's "Wildest Show in Tahoe" and "The Call of the Wildest"; Nat King Cole, "The St. Louis Blues," Capitol, and Frank Sinatra's "Come Fly With Me," also Capitol.

Naturally, Gutshall rotates EP's, substituting the new records for those he thinks have had their run.

invariably be good.

Most popular EP's during the early months of 1958 have been Victor Herbert tunes by various orchestras, the Boston Pops releases, Glenn Miller favorites, Xavier Cogat favorites, organ music, and in the vocal field Nat King Cole recordings, and numerous old-timers by the Mills brothers.





You Jay-Falcon has a suite of the Marrison Hotel, Hay 6-7-8.

CHART BUSTER

Gene Allison

Vee Jay 273

CLIMBING!!!

'GO ON TO SCHOOL'

Jimmy Reed

Vee Jay 275

'TINA'

The Spaniels

Vee Jay 278

'MARSHA'

Prodigals
Falcon 1011

MOA PREVIEWS

"Don't Leave Me"

Magnificents
Vee Jay 281

"For Your Love" Jerry Butler

Falcon 1013

HIS FIRST LP

Van In FALCON

Vee Jay LP 1004

Vee Jay-FALCON RECORD CORP.

2129 South Michigan Chicago 16, Illinois All Phones: Calumet 5-6141



PERSONAL MANAGEMENT

224 West 49th St.

GALE AGENCY

48 West 48th St., N.Y.C.

A GREAT NEW ALBUM OF HYMNS! TENNESSEE ERNIE FORD Capitol's Artist of the Month

NEARER THE CROSS T1005



TWO OF THE
BEST-SELLING
RELIGIOUS
ALBUMS OF
ALL TIME!



INS 1756



SPIRITUALS

18

other Ford favorites:

OL' ROCKIN' ERN T888
FAVORITES T841
THIS LUSTY LAND! T700

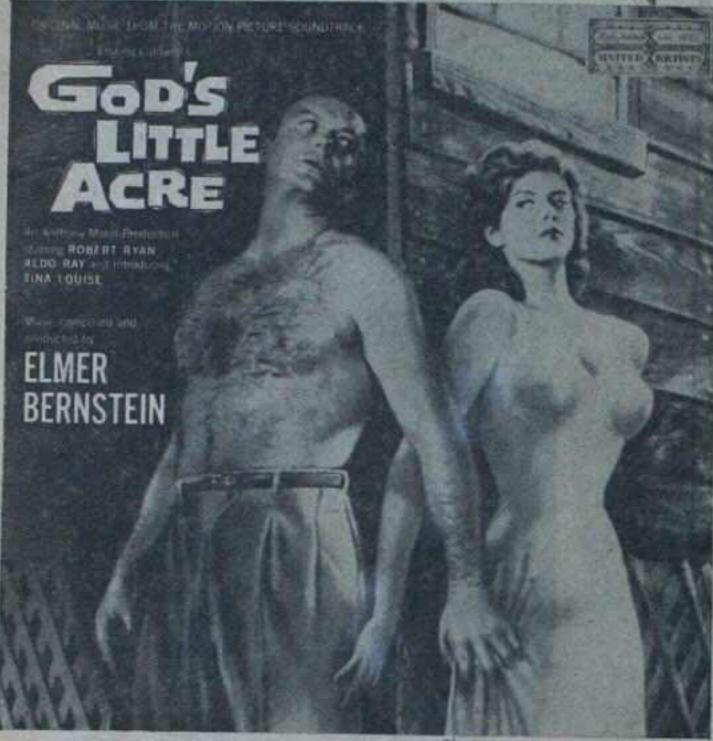


This sensational life-size figure of Tennessee Ernie Ford is just part of the tremendous promotion that will make "NEARER THE CROSS" ANOTHER GIANT SELLER FOR ERNIE!

EXCLUSIVELY ON



MO



Another United **Artists** Sound Track Album Sensation!

UAL 40002

A Rousing Driving Single Of The Title Tune **UA 119X**

c/w "I'm Happy With What I've Got"



and Introducing the Movie's Exciting Star, TINA LOUISE

Her First Single Release For United Artists UA 127X "I'll Be Yours" c/w

0077

"In The

Evening"

UK 127K alLouise OURS COD'S LITTLE ACRE



Program System Save

· Continued from page 48

lacked co-ordination and were winding up with a big stock of records that we really did not

The "Master Board" gives a fast breakdown of the types of locations each of the three Mitchell routemen oversees. It lists them in three categories: P & C, which stands for "pops and classics" (primarily semiclassies); teen-age locations, and "mixed clientele" locations. Records are ordered according to their suitability for these three types of locations.

In addition, it presents a breakdown of the total number of 78 r.p.m. machines and 45 r.p.m. juke boxes on each man's route.

New Releases

Following the title of each of the new tunes is a square in which is noted the total number of copies of that number which have been ordered, both in 78's and 45's. This is the heart of the system, says Kay. It enables them to keep close tab on their disk purchasing. It limits, for instance, the possibility that more copies of a specific rock and roll number will be ordered than the total number of such locations on their routes. "That used to happen quite frequently."

Disk Huddle

Each Friday morning Kay, Cottrill and Albright hold their weekly disk buying huddle. They audition new releases; check the trade paper popularity charts; pool the comments and requests gleaned from location owners during the previous week and compare their individual reactions to the new tunes being played on the radio.

The records that are ordered as the result of the "check and balance" system at this weekly conference are then tallied on the board, as well as filed in a ledger book for a more permanent reference.

15% for Disks

In addition to relying on the board as an index to guide their record purchases, the routemen also gauge themselves by an overall 15 per cent of gross receipts buying limit. Erv Beck, office manager of the firm, rides herd on disk expenditures, notifies foreman Kay when they are approaching their 15 per cent restriction.

"A few years ago we used to budget our record buying at 10 per cent of our receipts," says Erv Beck. "Then, when the 45's came into the picture, along with the 78's, we had to up the figure to 12 per cent. Recently, we

stepped that figure up to present 15." According to B the increase was necessitated several causes: Advent of 200-selection machines; the tinued co-existence of both and 45's, and the brief life ; of the average disk hit today.

The 15 per cent disk buy budget is based on juke box ceipts over a six-month per-"Using a six-month period a base has been proving very po tical," claims Beck. "It gives the latitude that is needed anticipate the extra volume get during certain seasonal riods, such as Christmas and ? Year's, when juke box takes higher than they are during summer, for instance."

One-Stops

The major share of the d during the past two years h been bought thru a local stop organization, Hoffman F ords. Owner of the one-stop, Hoffman, calls at the Mitch office each Friday morning wh the three routemen are hold their weekly meeting. The b queries Hoffman to get his expe enced views on the tunes the are breaking; also listens to so of the new releases he bris with him. When the sessi breaks up, Hoffman takes the order, and it is delivered on t following day. During the we Hoffman stays in contact w them via the phone for fill-ins.

In addition to buying most their independent label di from the Hoffman one-stop, lor distributors are also shopped i the major recording company : leases. "If a record is a hit a we are going to cover all of o locations with it, then we ord direct from the big distributes otherwise we use one-stop ser ice," explains Kay.

R&B Tunes

Recognizing that a specslant is required to effective program rhythm and blues spot the firm places all Negro loc tions in a separate disk buyir category, handled by Cottrill. I relies heavily for recb materi on the leading downtown ja diskery, Radio Doctors, whe the buyer, Stu Glassman, is a spected for his tremendous jaz and r&b record knowledge.

Summarizing, according foreman Eddie Kay: "This is sti primarily a team effort. It take the three of us working on the routes, the fellows in the sho and Beck handling the books is the office, pooling all of ou knowledge and work to make this system bring good results."

Strong Initial Reaction!

NASCO 6011

NASCO, NASHBORO Have a ball at MOAL

CHappel 2-2215

Thanks, Ops, from

Sa EP's Wedge

affinued from page 45

"Get a Kick Out of You." Drdag has One of Those Things," lei Do It," "So In Love," one the Top," It's All Right

"h the Still of the Night," been To Do Something to Me." hand her the Beguine," "Night and at dis Jac. "I am in Love," "It's Deo bla comer. From This Moment pend on and others. "Easy to Love," "So In

agon Avarese says the length of h in which passes before he 4 and Chairs a record varies with the by peren, and in some instances sends can be left on for long many periods of time.

ar example, Glens Miller the word have to be excepted to you have to be careful in amming them because you ave too many of them on. the P

Up to Two Years

hear in change an average of one week. That means, of ness, on e, that certain EP's stay at be Man at for as long as two yearsmig the get good play that long. But in La constantly making changes The or arious locations.

tises To give you an idea, one spot be on a Dixieland kick and Dixieland music from six by home this to a year.

to then a new group of people als se ome of a different crowd will ed a get patronizing the location. the There will be a demand for a act Ter Brubeck jazz album. Then fill-in at the swing will be to jazz more president of Dixieland and I may el diguies a lot of changes on that mine within a few weeks, proceeding it from Dixieland to an ing That's an example of how Ha horks. It could work the same as with another type of music EPs, such as Shatra and er popular singers."

Time Factor

ovarese said he had sampled feeling generally among rators on EP's. Most still don't them and resist using them muse they take up twice as ch time to play as a single, he

The writer found this to be the in objection among operators EFs in his survey two years . This reason is still the one en by the operators who don't but I per cent EP's, who the majority of operators

"But I've found," said Novaer, "that that argument is rally not valid. They say that fo EP takes too long to play ad it might knock the machine of other plays which, during hat time, could produce more elections with the use of ngles.

My experience has been that e phonograph stands idle inger than it is in use, so the me element is not an important ing to consider in my opinion." Both Novarese and Harbin we found their programming to ave been successful and profit-

ble by using EP's and they

dan to continue using them. From the progress in the past ree years in Memphis with EP's -from virtually none three years go to two operators using them intensively on many machines now and a few others using nem scatteringly-gives reason expect that they will gain sen more ground in use in comog years.

THANKS LOADS, OPS!



HONOR ROLL OF HI

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending April 26

This Week		Last Vook	Weeks on Chart	This Week		Last	Verks Dia Chart
1.	Witch Doctor By R. Bagdasarian—Published by Monarch (ASCAP) BEST SELLING RECORD: David Seville, Liberty 55131. RECORDS AVAILABLE: Ted Heath, London 1761; Howard Ramsoy All Sta- Contemporary 359.	3	3	6.	Tequila By Chuck Rio-Published by Jat Music (BMI) BEST SELLING RECORDS: Champs, Challenge 1016; Eddle Platt, ABC-Param 9899. RECORD AVAILABLE: Stan Kenton, Cap 3928.		10
2.	He's Got the Whole World in His Hands By Linden-Henry-Published by Chappell (ASCAP) BEST SELLING RECORD: Laurie London, Cap 3891. RECORDS AVAILABLE: Mahalia Jackson, Col 41150; Jo March, Kapp 215; Barb. McNall, Coral 61972; Travelers, Andex 4012.	1	8	7.	Return to Me By Carmen Lombardo & Danny Minno—Published by Southers Music (ASCAP) BEST SELLING RECORDs Dean Martin, Cap 3894. RECORDS AVAILABLES Ernis Preeman, Imperial 5419; Guy Lombardo, Cap 1		4
3.	Twilight Time By B. Ram, M. Nevins, A. Nevins, A. Dunn-Published by Porgle Music (BMI) BEST SELLING RECORD: Platters, Mercury 71289. RECORDS AVAILABLE: Les Brown, Col 50002; Dick Contino, Mercury 70911; John Maddox, Dot 15062; Three Suns, Vic 447-0026.	2	4	8.	Chanson D'Amour By W. Shanklin-Published by Meadowlark (ASCAP) BEST SELLING RECORDs Art and Dotty Todd, Era 1064. RECORDS AVAILABLES Fontane Sisters, Dot 15736; Ray Harriey, Vic 7228.	17	2
4.	All I Have to Do Is Dream By Boudleaux Bryant—Published by Acuff-Ross (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1345.	8	2	9.	Lollipop By J. Dickson-B. Ross—Published by Marks (BMI) BEST SELLING RECORD: Chordettes, Cadence 1345. RECORD AVAILABLE: Ronald and Ruby, Vio 7174.	6	8
5.	Wear My Ring Around Your Neck By Bert Carroll-Russell Moody—Published by Rush & Elvis Presley Music (BMI) BEST SELLING RECORDS Elvis Presley, Via 7240.	4	3	10.	Who's Sorry Now By Snyder-Calmar-Ruby-Published by Mills (ASCAP) BEST SELLING RECORD: Connie Francis, M-G-M 12588,	7	10
200		Se	econ	d Te	n		
11.	Book of Love By Warren Davis-George Malone-Charles Patrick—Published by Arc-Keel (BMI) BEST SELLING RECORD: Monatones, Argo 5290.	12	5	16.	Billy By Goodwin-Kendis-Paley-Published by Mills (ASCAP) BEST SELLING RECORDs Kathy Linden, Feisted \$510.	15	5
12.	Kewpie Doll By Sid Tepper-Roy C. Bennett—Published by Lords (ASCAP) BEST SELLING RECORDs Perry Como, Victor 7202, RECORD AVAILABLE: Jim Lowe, Dot 15693.	13	2	17.	A Wonderful Time Up There By Abernathy—Published by Fowler (BMI) BEST SELLING RECORD: Pat Boone, Dot 15690.	14	9
13.	Sugartime By Charile Phillips-Odis Echols-Published by Nor-Va-Jak (BMI) BEST SELLING RECORD: McGuire Sisters, Coral 61924. RECORD AVAILABLE: Charile Phillips, Coral 61908.	9	17		Are You Sincere? By W. Walker—Published by Cedarwood (BMI) BEST SELLING RECORD: Andy Williams, Cadence 1340.		11
14.	Catch a Falling Star By Paul Vance-Lee Pockris-Published by Marvin Music (ASCAP) BEST SELLING RECORD: Perry Como, Via 7128.	11	15	19.	Sail Along Silvery Moon By Percy Wenrich-Harry Tobias—Published by Joy Music (ASCAP) BEST SELLING RECORD: Billy Vaughn, Dot 18661. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 30537; Josh Nolsi Concept 900.		16
15.	Oh, Lonesome Me By Don Gibson-Published by Acuff-Rose (BMI) BEST SELLING RECORD: Don Gilbson, Vic 7133. RECORDS AVAILABLE: Swallows, Federal 12319; Jackie Walker, Imperial 5490.	18	4	20.	Looking Back By Otla-Benton-Hendricks-Published by Eden-Sweco (BMI) REST SELLING RECORDs Nat King Cole, Cap 3939.	29	2
		- 7	hire	d Tei			
21.	Don't You Just Know It By Smith & Vincent—Published by Ace Publishing (BMI) RECORDS AVAILABLE: Huey Smith, Ace 545; Titans, Specialty 625.	25	5	26.	Lazy Mary By Pagolo Citorello & Lou Monte-Published by Shapiro-Bernstein (ASCAP) RECORD AVAILABLE: Lou Monte, Vic 7160.	24	6
22.	My Bucket's Got a Hole in It By Clarence Williams-Published by Pickwick (ASCAP) RECORDS AVAILABLE: Louis Armstrong, Decca 27194; Sonny Burgess, Sun Ricky Nelson, Imperial 5503; Hank Williams, M-G-M 12635.	26	5	27.	Crazy Love By Paul Anka-Published by Spanka (BMI) RECORDS AVAILABLE: Paul Anka, ABC-Paramount 9907; James Brothers, D. 15707.	*	1
23.	Believe What You Say By J. Burnette & B. Burnette—Published by Reeve (BMI) RECORD AVAILABLE: Ricky Nelson, Imperial 5503.	20	4	27.	Johnny B. Goode By Chuck Berry-Published by Arc (BMD) RECORD AVAILABLE: Chuck Berry, Chess 1691.		1
24.	There's Only One of You By Robert Allen-A. Stillman-Published by Korwin Music (ASCAP) RECORD AVAILABLE: Four Lads, Columbia 41136.	-	3	29.	Skinny Minnie By Bill Haley, Rusty Keefer, Milt Gabler and C. Cafes-Published by Valley Brook (ASCAP) RECORDS AVAILABLE: Bill Haley & His Comets, Desca 30592; Sprouts, Vic 717.		1
25.	Doneha' Think It's Time By Clyde Otis and Willie Dixon—Published by Presley Music (BMI) RECORD AVAILABLE: Elvis Presley, Vic 7240.	_	1	29.	Wishing for Your Love By Sampson Hotton-Published by Rayven (BMI) RECORDS AVAILABLE: Clovers, Aug. 1175; Voxpoppers, Mer. 71282.	-	1

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark 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 in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.

As Swingin' as Sugartime!

D O N G

SINCE YOU WENT AWAY TO SCHOOL

CORAL 9-61991



Thanks Ops-FOR BEING
SWEET TO
US ON
"SUGARTIME"





BEST SELLING POP SINGLES

IN STORES

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

FOR SURVEY WEEK ENDING APRIL 26, 1958

1. WITCH DOCTOR (ASCAP)— David Seville	
David Seville	Last on Week Chart
(BMI)-Everly Brothers	1 4
NECK (BMI)—Elvis Presley	Brothers 9 2
5. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)— Laurie London	-Elvis Presley 2 3
HIS HANDS (ASCAP)— Laurie London	
7. OH, LONESOME ME (BMI)— Don Gibson	(ASCAP)—
Don Gibson. 11 8 I CAN'T STOP LOVING YOU (BMI)— Vic 7133 8. TEQUILA (BMI)—The Champs. 5 10 Train to Nowhere (BMI)—Challenge 1016 9. RETURN TO ME (ASCAP)— Dean Martin. 17 4	E (BMI)-Monotones 6 6 Me (BMI)-Argo \$290
9. RETURN TO ME (ASCAP)— Dean Martin	11 8
Dean Martin	-The Champs 5 10
	17 4
10. A WONDERFUL TIME UP THERE (BMI)-Pat Boone	one 8 12
11. LOLLIPOP (BMI)-Chordettes 10 8 Baby, Come-A Back-A (ASCAP)-Cadence 1345	II)-Chordettes 10 8
12. MY BUCKET'S GOT A HOLE IN IT (ASCAP)-Ricky Nelson	y Nelson 7 5
13. WHO'S SORRY NOW? (ASCAP)— Connie Francis	
14. LOOKING BACK (BMI)— Nat King Cole	28 4
15. CRAZY LOVE (BMI)-Paul Anka 16 3 LET THE BELLS KEEP RINGING (BMI)-ABC-Paramount 9907	LS KEEP RINGING
16. KEWPIE DOLL (ASCAP)— Petry Como	(ASCAP)—Vic 7202 18 3

		Washe
This Work	Last Week	Chart
17. BILLY (ASCAP)-Kathy Linden	. 14	7
18. CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd. Along the Trail With You (ASCAP)—Bea 1964	. 23	3
19. CATCH A FALLING STAR (ASCAP) Perry Como MAGIC MOMENTS (ASCAP)—Vie 712	. 12	15
20. DON'T YOU JUST KNOW IT? (BMI)- Huey Smith		8
21. ARE YOU SINCERE? (BMI)— Andy Williams. Be Mine Tonight (BMI)—Cadence 1340	. 29	12
22. JOHNNY B. GOODE (BMI)- Chuck Berry		1
23. SUGARTIME (BMI)-McGuire Sisters. Banana Split (BMI)-Coral 61924	. 19	18
24. SAIL ALONG SILVERY MOON (ASCAP)-Billy Vaughn RAUNCHY (BMI)-Dot 15661	. 25	20
25. SKINNY MINNIE (ASCAP)— Bill Haley and His Comets Sway With Me (ASCAP)—Dec 30592	. 38	3
26. LAZY MARY (ASCAP)-Lou Monte Angelique (ASCAP)-Vic 7160	. 20	8
27. BREATHLESS (BMI)— Jerry Lee Lewis Down the Line (BMI)—San 281	. 21	9
28. FOR YOUR LOVE (BMI)- Ed Townsend	. 31	3
29. TO BE LOVED (BMI)-Jackie Wilson. Come Back to Me (BMI)-Brunswick 55052 30. JUST MARRIED (BMI)-	. 35	3
Marty Robbins. STAIRWAY OF LOVE (ASCAP)— Col 41143	. 48	2
31. TWENTY-SIX MILES (BMI)- FOUR Preps. It's You (ASCAP)-Cap 3845	. 28	13
32. SWEET LITTLE SIXTEEN (BMI)- Chuck Berry	. 22	12
33. DON'T (BMI)-Elvis Presley	. 27	15
34. THE LITTLE BLUE MAN (BMI)- Betty Johnson. Winter in Miami (ASCAP)—Atlantic 1169	. 30	10

This Week	Last on Work Chart
35. TUMBLING TUMBLEWEEDS (ASCAP)-Billy Vaughn TRYING (ASCAP)-Dot 15710	
38. YOU (BMI)-Aquatones She's the One for Me (BMI)-Pargo	inoi - 1
37. WE BELONG TOGETHER- Robert and Johnny	40 7
38. SICK AND TIRED (BMI)- Fats Domino. NO, NO (BMI)-Imperial 5515	
39. BALLAD OF A TEENAGE (BMI)-Johnny Cash BJC RIVER (BMI)-Sun 283	
40. DINNER WITH DRAC (BMI)- John Zucherle	
41. MARCH FROM THE RIVER AND "COLONEL BOGEY" (Mitch Miller Hey Little Baby (BMI)-Col. 41066	ASCAP)-
42. MAYBE BABY (BMI)-Cricket	37 9
43. TALK TO ME, TALK TO ME Little Willie John	
44. NOW AND FOR ALWAYS (7) George Hamilton IV. One Heart (ASCAP)—ABC-PARAMO	ASCAP)- 50 4
45. NEE NEE NA	
48. LITTLE TRAIN (BMI)- Marianne Vasel and Erich Sto Sunny Lane Walk (BMI)-Mercury 7	CZ 1 1286
46. RUMBLE (BMI)- Link Wray and His Ray Mes The Swag (BMI)-Cadence 1347	
48. THE WALK (BMI)- Jimmy McGracklin	32 10
49. EVERY NIGHT (BMI)-Chante Whoever You Are (BMI)-End 1050	ds 39 5
50. THERE'S ONLY ONE OF YOU (ASCAP)—Four Lads Blue Titto (ASCAP)—Col 41136	45 4
50. YOU EXCITE ME (ASCAP)- Frankie Avalon.	50 2

THIS WEEK'S BEST BUYS

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have leaped onto the charts and have excellent potential for placing among the Top 38 of The Billboard's Best Selling Pop Singles in Stores chart. Action sides are listed in capitol letters.

I'M SORRY I MADE YOU CRY Feist, ASCAP)-Connie Francis-M-G-M 12647 Lock Up Your Heart (Wildcat, BMI)

ZORRO (Disney, BMI)
LOVE'S A TWO WAY STREET (Shelton, BMI)-The ChardettesCadence 1349.

SECRETLY (Planetary ASCAP-Jimmie Rodgers-Roulette 4070 Make Me a Miracle (Planetary, ASCAP)

HANG UP MY ROCK AND ROLL SHOES (Rush, BMI)

WHAT AM I LIVING FOR? (Progressive, BMI)— Chuck Willis-Atlantic 1179.

ALL THE TIME (Livingston & Evans, ASCAP)

TEACHER, TEACHER (Korwin, ASCAP)-Johnny Mathis-Columbia 41152.

The above records are previous Billboard Spotlight picks.

The following record, not previously selected as a "Best Buy," is on the charts for the first time this week.

RUMBLE (Valand)-Link Wray-Cadence 1347.

THE SWAG (Valand, BMI)



RECENT POP RELEASES COMING UP STRONG

Dartin' (ASCAP)-Chancellor 1016

FOR SURVEY WEEK ENDING APRIL 26

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

Hang Up My Rock and Roll Shoes. Churk Willis (BMD Atlantic 1179

Hitting New Sales Peaks Daily

The Waltz

MG 20318

NEW POP SINGLES

STARTING TO SELL BIG

HEY EULA SIL AUSTIN

MERCURY \$71305

SPIN LITTLE BOTTLE SARAH VAUGHAN

MERCURY (7136)

DO YOU EVER THINK OF ME DAVID CARROLL

MERCURY #71307

GAMBLIN' GAL RUSTY DRAPER

MERCURY #71298

SOLID HITS ON THE BIG SELLER LISTS

TWILIGHT TIME

ANOTHER TIME, ANOTHER PLACE

WISHING FOR YOUR LOVE

THE VOXPOPPERSMERCURY #71282 VASEL & STORZ MERCURY #71286

HIGH SIGN

THE DIAMONDS MERCURY #71291 GINO & GINA MERCURY #71283

THE PLATTERS MERCURY #71289 PATTI PAGE MERCURY #71294

THE LITTLE TRAIN

PRETTY BABY

THE NEXT #1 RECORD Most Played IN THE COUNTRY!





R-4066

a sound bet . . . buy

Visit Roulette at the MOA Booths 14 and 15. Suite 1785



by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio

-	nong the nation's disk jockeys. The reverse side of each recurd is	also it	wel.
his		Last Work	Weeks
1.	HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)-Laurie London. Handed Down (ASCAP)-Cap 3391		7
2.	TWILIGHT TIME (BMI)-Platters	2	
3,	WITCH DOCTOR (ASCAP)-David Seville	4	•
4.	ALL I HAVE TO DO IS DREAM (BMI)- Everly Brothers. Claudette (BMI)-Cadence 1348	9	2
5.	WEAR MY RING AROUND YOUR NECK (BMI)- Elvis Presley. Doncha' Think R's Time (BMI)-Vis 7240	3	2
6.	CHANSON D'AMOUR (ASCAP)— Art and Dotty Todd. Along the Trail With You (ASCAP)—Era 1984	18	3
7.	TEQUILA (BMI)-The Champs	8	9
8.	RETURN TO ME (ASCAP)-Dean Martin	13	3
9.	KEWPIE DOLL (ASCAP)-Percy Como Dance Only With Mr (ASCAP)-Vic 7202	12	3
0.	THERE'S ONLY ONE OF YOU (ASCAP)- Four Lads. Blue Tatto (ASCAP)-Cot 41136	19	5
1.	BILLY (ASCAP)-Kathy Linden	13	5
2	LOLLIPOP (BMI)-Chordettes. Baby, Come-A Back-A (ASCAP)-Cadence 1945	7	9
3.	BOOK OF LOVE (BMI)-Monotones	17	3
4	OH, LONESOME ME (BMI)-Don Gibson	14	3
3.	A WONDERFUL TIME UP THERE (BMI)- Pat Boone. It's Too Soon to Know (ASCAP)-Dot 1999	10	10
8.	ARE YOU SINCERE? (BMI)-Andy Williams	5	11
7.	WHO'S SORRY NOW? (ASCAP)—Connie Francis You Were Only Fooling (ASCAP)—M-G-M 12588	8	9
8.	WISHING FOR YOUR LOVE (BMI)-Voxpoppers The Last Drag (BMI)-Mercury 74281		1
9.	DANCE ONLY WITH ME (ASCAP)-Perry Como Kampia Doll (ASCAP)-Vic 7292		1
0.	ANOTHER TIME, ANOTHER PLACE (ASCAP)- Patti Page. These Worldly Wooders (HMD-Mercury 71294		1
I.	ALL THE TIME (ASCAP)-Johnny Mathis Teacher, Teacher (ASCAP)-Col 41152	-	1
	SUGARTIME (BMI)-McGuire Sisters		18
	CHANSON D'AMOUR (ASCAP)-Fontane Sisters Coccenut Grove (ASCAP)-Dot 15736		
	BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson My Bucket's Got a Hole in It (ASCAP)-Imperial \$391		
3.	MY BUCKET'S GOT A HOLE IN IT (ASCAP)-		10

Believe What You Say (BMI)-Imperial 5501

Stop, Baby (ASCAP)-Cap 1950

25. BIG MAN (BMI)-Four Preps.

BIG AND PLAYWORTHY



ROY HAMILTON
CRAZY FEELIN'
IN A DREAM
Epic 5-9268



SAL MINEO

A COUPLE OF CRAZY KIDS

b/w

SEVEN STEPS TO LOVE

Epic 5-9271



JIMMY BREEDLOVE
THIS TOO SHALL PASS AWAY

COULD THIS BE LOVE

Epic 5-9270



BLUEBIRDS OVER THE MOUNTAIN
HANGIN' AROUND
Epic 5-9263



SOMETHIN' SMITH
AND THE REDHEADS
MY SECRET INSPIRATION
THE BRUSH OFF
Epic 5-9249



JOE SHERMAN

Fifty Piece Orchestra and Voices
THE MIRACULOUS MUSIC BOX

b/w

MAKE ME LAUGH

Epic 5-9266



LESTER LANIN

with two Extended Plays

EG 7202 & EG 7203 from

HIS NEW SMASH ALBUM

LESTER LANIN GOES TO COLLEGE



O BELLA MIA

CHEWIN' GUM

Epic 5-9247



AUTON

MANAGEMENT

SCREAMIN' JAY HAWKINS

ALLIGATOR WINE

THERE'S SOMETHING WRONG

WITH YOU

Obed 7101



THE FOUR COINS

MY LOVE LOVES ME

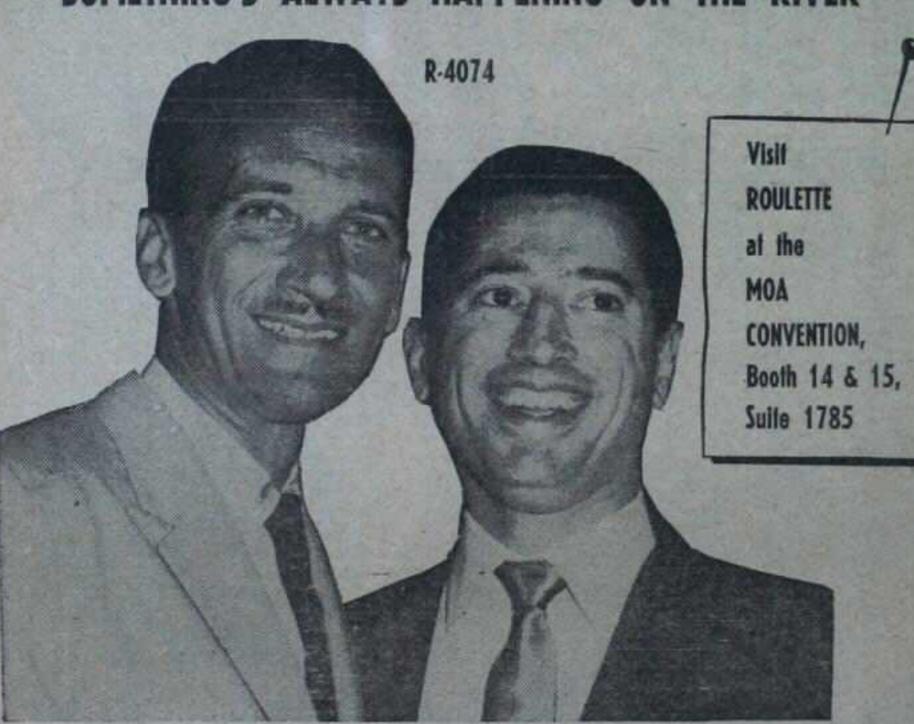
NEW WORLD

Ppic 5-9258

the pick of the hits are on...?

HEBIGGEST ersion

(Pronounced like the dog Chihuahua)



THEIR CHORUS AND ORCHESTRA

A Sound Bet . . . Buy





Territorial Best Sellers

FOR SURVEY WEEK ENDING APER

The information given in this chart is hated on er sales to customers in a scientific sample of the tion's retail record outlets during the week as on the date shown above. Sample design, a size and all methods used to this continuing of retail record sales are under the direct and tinuing supervision and control of the School of tailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

All I Have to Do Is Dream Everly Brothers, Cdc. Believe What You Say, Ricky Nelson, Imp. Book of Love, Monotones, Argo. Catch a Falling Star/Magic Momenta Perry Como, Vic.

He's Got the Whole World in His Hands Laurie London, Cap. Lary Mary, Lou Monte, Vic. Return to Me, Denn Martin, Cap. Twillght Time, Platters, Mer.

CHICAGO

All I Have to Do Is Dream Everly Brothers, Cdc. flook of Love, Monotones, Argo He's Got the Whole World in His Hands Laurie London, Cap. Looking Back, Nat King Cole, Cap. Return to Me, Dean Martin, Cap. Tequila, Champs, Chal. Twilight Time, Platters, Mer.

Witch Doctor, David Seville, Lib. DETROIT All I Have to Do Is Dream Everly Brothers, Cdc. Breathless, Jerry Lee Lewis, Sun Chanson D'Amour, Art and Dotty Todd, Era Kewple Doll, Perry Como, Vic. Return to Me, Dean Martin, Cap. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck Elvis Presley, Vic.

Witch Doctor, David Seville, Lib.

EAST TEXAS Johnny B. Goods, Chuck Berry, Cha. Kemple Doll, Perry Como, Vic. Looking Back/Do I Like It Nat King Cole, Cap. Sall Along Silvery Moon, Billy Vaughn, Dot Stairway of Love/Just Married Marty Robbins, Col. Tequila, Champs, Chal. Twillight Time, Platters, Mer.

Skinny Minnie Bill Haley and His Comets, Dec. Tegulla, Champs, Chal. To Be Loved, Jackie Wilson, Brk.

NORTHERN OHIO All I Have to Do Is Dream

Everly Brothers, Cde. He's Gut the Whole World in His Ha Laurie London, Cap. Looking Back, Nat King Cole, Cap. Skinny Minnie Bill Haley and His Comets, Dec. To Be Loved, Jackie Wilson, Brk.

Twillight Time, Platters, Mer. Wear My Ring Around Your Neck/Done Think It's Time, Elvis Presley, Vie. Witch Doctor, David Seville, Lib.

-NORTHWEST

All I Have to Do Is Dream Everly Brothers, Cdc. Been So Long, Pastels, Argo-Book of Lave, Monotones, Argo Oh, Lonesome Me, Don Gibson, Vic. Twillight Time, Platters, Mer. Wear My Ring Around Your Neck/Done Think It's Time, Elvis Presley, Vic. Witch Doctor, David Seville, Lib. A Wonderful Time Up There/H's Too So to Know, Pat Boone, Dot

PHILADELPHIA

Book of Love, Monotones, Argo. He's Got the Whole World in His Has Laurie London, Cap. Kewpte Dott, Perry Como, Vic. Lollipop, Chordettes, Cdc. Oh, Lonesome Me, Don Gibson, Vin. Tequilia, Champs, Chal. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib.

-ST. LOUIS AND KANSAS CITY-All I Have to Do Is Dream Everly Brothers, Cdc.

Book of Love, Monotones, Argo

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

Wear My Ring Around Your Neck Hlvis Prentey, Vic.

FLORIDA -

Believe What You Say/My Bucket's Got a Hole in It, Ricky Nelson, Imp. Billy, Kathy Linden, Fel. Book of Love, Monotones, Argo High Sign, Diamonds, Mer. Oh, Lonesome Me, Don Gibson, Via. Twilight Time, Platters, Mer. Wear My Ring Around Your Neck/Doncha Think It's Time, Elvis Presley, Vic. A Wonderful Time Up There/It's Too Soon

to Know, Fat Boone, Dot

- LOS ANGELES Book of Love, Monotones, Argo He's Got the Whole World in His Hands Laurie London, Cap. Tequila, Champs, Chal. Twilight Time, Platters, Mer. We Belong Together Robert & Johnny, Old Town Wear My Ring Around Your Neck/Doneha'

Think It's Time, Elvis Presley, Vic. Witch Doctor, David Seville, Lib. A Wonderful Time Up There/It's Too Soon to Know, Pat Boone, Dot NEW YORK AND NEWARK -

Book of Love, Monotones, Argo Catch a Falling Star, Magle Momenta Petry Come, Vic. For Your Love, Ed Townsend, Cap. Lazy Mary, Lou Monte, Vic. Lollipop, Chordettes, Cdc. Tequila, Champs, Chal. Twilight Time, Platters, Mer. Witch Doctor, David Saville, Lib. NORTHERN NEW YORK STATE -

He's Got the Whole World in His Hands Laurie London, Cap. The Little Blue Man, Betty Johnson, Atl. Looking Back, Nat King Cole Oh, Lonexome Me, Don Gibson, Via. Return to Me, Dean Martin, Cap.

Laurie London, Cap. Kemple Doll, Perry Como, Vic. Ok, Lonesome Me, Don Gibson, Vic. Tequila, Champs, Chal. Twilight Time, Platters, Mer. Witch Doctor, David Seville, Lib. - SAN FRANCISCO AND OAKLAND Catch a Falling Star/Magic Moments Perry Como, Vk. Don't, Elvis Presley, Vic.

He's Got the Whole World in His Han

Lellipop, Chordettes, Cdc. March From the River Kwal and "Colon Bogey," Mitch Miller, Col. Sugartime, McGuire Sisters, Cor. Tequilis, Champs, Chal. Witch Doctor, David Seville, Lib. A Wonderful Time Up There, Pat Boone, Dot

- SOUTHERN OHIO Believe What You Say/My Bucket's Got Hole In It, Ricky Nelson, Imp. Book of Love, Monotopes, Argo Every Night, Chantels, End. Now and for Always George Hamilton IV, ABC-Para. Talk to Me, Talk to Me Little Willie John, King To Be Loved, Jackie Wilson, Brk. Twillight Time, Platters, Mer.

Thick It's Time, Elvis Presicy, Vic. - WASHINGTON AND BALTIMORE All I Have to Do Is Decam Everly Brothers, Cdc.

Wear My Ring Around Your Neck/Doncha

Belleve What You Say/My Bucket's Got Hole to It, Ricky Nelson, Imp. He's Got the Whole World in His Hand Laurie Lundon, Cap.
Oh, Lunesome Me, Don Gibson, Vic.
Return to Me, Dean Martin, Cap. Twillight Time, Platture, Mer.

Wear My Ring Around Your Neck/Duncha Think It's Time, Elvis Presiey, Vin. Witch Ductor, David Seville, Lib.

MONEY-SAVING SUBSCRIPTION ORDER

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

_					
	_	-	enc	_	
			1000	20111	

Occupation or Title Company

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



TTER NOLESSLY Connutt

tion! His first spog, a mid-tempo kock-a-baffad, subtle Latin boat, spotlights his "Gry" quality. Both have what it takes to carry all the charts .

THE FOUR VOICES

EV'RY HOUR, EV'RY DAY OF MY LIFE

b/w

YOU KNOW I DO

Ray Ellis and his orchestra 4-41167

Both songs have strong pop appeat! The first has a sonata feel which builds up to an exciting. full-voiced climax. The flip's a stroll. A novel, trombone-accented beat sets the finger-enapping pace that gives this side extra sell for teen-agers.

EILEEN RODGERS

CAREFUL, CAREFUL

(Handle Me with Care)

b/w I'M ALONE BECAUSE

I LOVE YOU

Buzz Franklin and his orchestra 4-41151

Eileen's the gal on the very edge. of exploding into stardom and here are the twin threats with just the force to do it! The first has a syncopated young beat coupled with a chanting vocal group. The flip, a country-flavored ballad. Watch these songs by versatile Eileen zoom.

See you at **BOOTH 12** M. O. A. Convention Chicago May 6, 7, 8



OP ANNIVERSARY OF ONG PLAYING RECURDS

HIGH FIDELITY RECORDS BY COLUM

A Division of Cotumbia Broadcasting System, Inc.

@ Tolores & & Horas Re

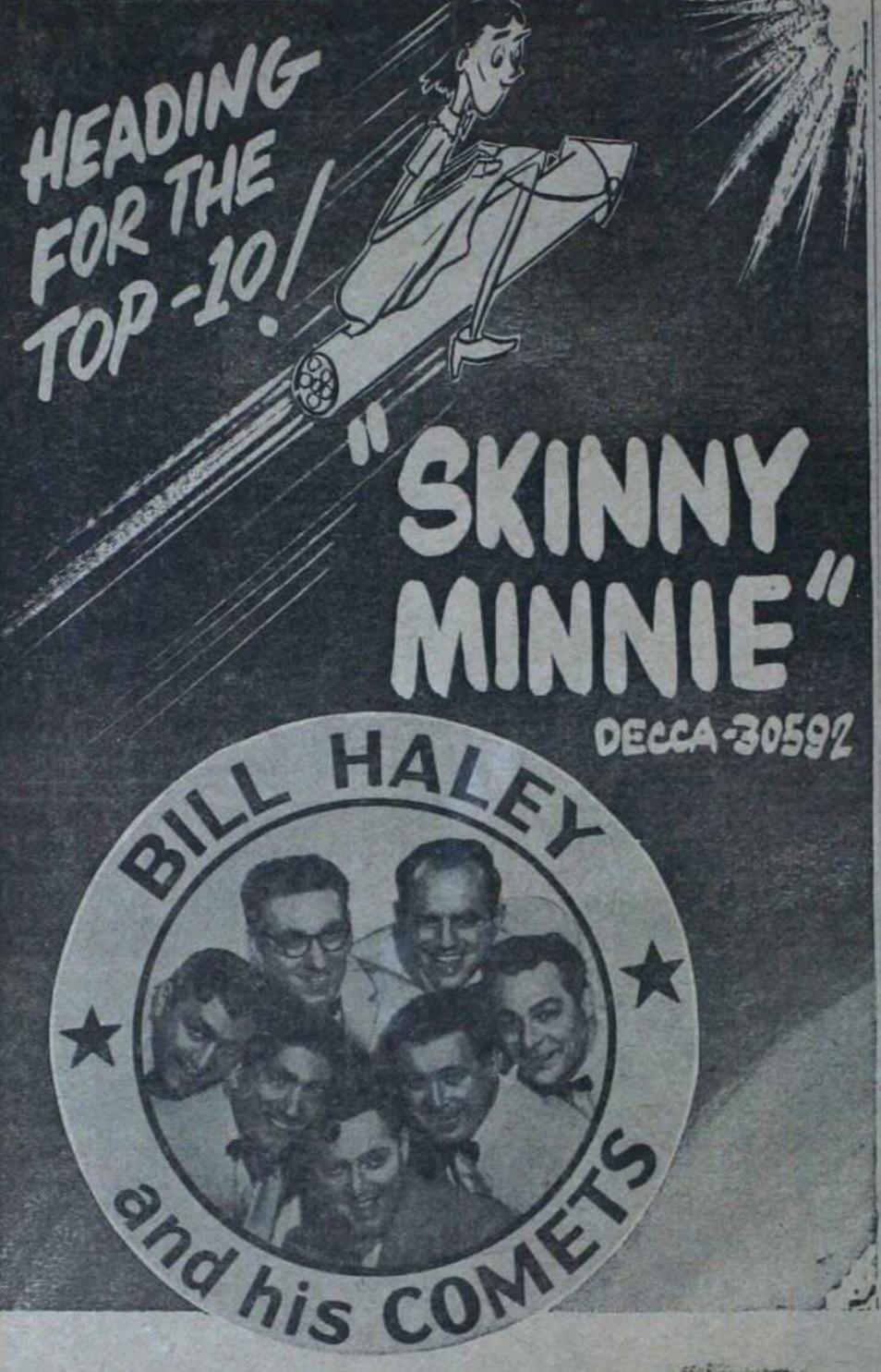
NEW AND SURE-FIRE-FROM THE HOTTEST COMPANY IN THE BUSINESS

JO STAFFORD

IT WON'T BE EASY

WAY AGAIN

I MAY NEVER PASS THIS



The Album of the Year! BILL HALEY SALUTES 12 INDIVIDUAL COUNTRIES.

"BOCKIN, AROUND THE WORLD



Decca DL-8692

OPS:

We're sorry our current South America tour presents us from being with you in Chicago-Have a ball!

Bill and Gang

Personal Management:

JAMES H. FERGUSON

WORLD-WIDE MANAGEMENT

James H. Ferguson (Pres.)

129 East 5th Street, Chester, Panna.



Best Selling Sheet Music in U. S.

Tunes are ranked in order of their ourrent notional setting importance at the sheet music jobber level.

		100	
	Week	West	
	1. HE'S GOT THE WHOLE WORLD IN HIS		
	HANDS (Chappell) 2. CATCH A FALLING STAR (Fisher)		
R	2. CATCH A FALLING STAR (Fisher)		
	3. SUCARTIME (Nor-Va-Jak)		
ı	3. SUCARTIME (Nor-Va-Jak) 4. TWILIGHT TIME (Porgie) 5. CHANSON D'AMOUR (Meadowlark)		
	3. CHANSON D'AMOUR (Meadowlark)	10.7	
	6. WITCH DOCTOR (Monarch)		
	7. WHO'S SORRY NOW? (Mills)	1	
	8. RETURN TO ME (Southern)		
	9. LOLLIPOP (Marks)	180.3	
	10. ALL I HAVE TO DO IS DREAM (Acuff-Rose)	12	
ž	11. ALL THE WAY (Barton)		
ì	12, KEWPIE DOLL (Leeds)		
ı	13. SAIL ALONG SILVERY MOON (Joy)	1	
Į	13. THE LITTLE BLUE MAN (Trinity)		
	15. ARRIVEDERCI ROMA (Hill and Range)	937	
H			

Best Selling Sheet Music in Britain

(For week ending April 26)

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

Swinging Shopherd Blues-Sherwin (Benell) | Oh-Oh I'm Falling in Love Again-3 Magic Moments-Famous-Chappell (Pamous) April Love-Robbins (Felst)

I May Never Paus This Way Again-Chappell (Oval)

Caich a Palling Star-Feldman (Marvin) To Be Loved-Duchess (Pearl) Sugartime-Southern (Nor-Va-Jak)

Whole Lotta Woman-Sheldon (Geronimo) Love Me Forever-Kassner (Greta) Mandy (the Pansy)-World Wide (Duchest) Maybe Baby-Southern (Nor-Va-Jak) The Story of My Life-Sterling (Famous) | Forgotten Dreams-Mills (Mills)

(Planetary) Lullipop-Anglo-Pic (Marks) Nairobi-Leeds (Favorite)

Tequila-Challenge (Jata All the Way-Barton (Maraville) A Wonderful Time Up There-- (Morris) Tulipa From Amsterdam-Cisephi

yet published in America)

Best Selling Pop Records in Britain

(For week ending April 26)

		THE STATE OF THE STATE OF	interference all their artists	A CONTRACT OF		
This Week		the courtesy-			spress,"	14
1. WHO 2. SWIN 3. WHO 4. MAG 5. A WO 6. TEQU 7. LOLI 8. DON 9. BRE/ 9. IT'S 11. LOLI 12. MAY 13. TOM 14. GRA	LE LOTTA WO GIN' SHEPHER 'S SORRY NOW IC MOMENTS— ONDERFUL TIM ILA—The Chan IPOP—Chordette T—Elvis Presley ATHLESS—Jerry TOO SOON TO IPOP—Mudlarks BE BABY—Cris HARK—Elias & ND COOLIE DA	MAN-Marsin D BLUES-To -Connie France Perry Como (R E UP THERE ps (London) (RCA) (RCA) Lee Lewis (Lo KNOW-Par B (Columbia) kets (Coral) His Zig Zug J M-Longie Do	Rainwater (Med Heath (Decis (M-G-M)) (CA) —Pat Bostae Indos) Come (Lendon Inc Fluies (Cancer (Pre-Ni	(London)		
15. TO B	DE LOVED-Mal 1081-Tommy 5 DEE DAH-Jacki V NEVER PASS	colm Vaughtan cels (Decca) Dennis (Decc	(HMV)			
19. WEA 20. OH-0	R MY RING AF	OUND YOUR	NECK-Elvi	s Presley (RCA)	

· Tunes With Greatest Radio-TV Audience

Tunes, fisted alphabetically, have the greatest audiences on network station programs to New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

A Very Precious Love (R) (P)-Witmark A Couple of Crary Kids (R)-Conles-85

Another Time Another Place (R) (F) -Pamous - ASCAP

Are You Sincers (R)-Cedarwood-BMI Buly (R)-Mills-ASCAP Chason D'Amour (R) - Maadowlark -

ASCAP Cherie, I Love You (R)-Harms-ASCAP Dance Only With Me (R) (M)-Straiford -ASCAP

Goodnight My Someone (R) (M)-Frank-ASCAP He's Got the Whole World la His Hands

(R)-Chappell-ASCAP

Hotspell (R) (F)-Famous-ASCAP How Are Ya' Fixed for Love (R)-Tamariat How Are You Fixed for Love (R)-Tad -ASCAP I'm Sorry I Made You Cry (R)-Fust-

I've Got Bells on My Heart (R) - Southern -ASCAP

Kenpis Doll (R)-Leeds-ASCAP Lary Mary (R)-Shapiro-Bernstein-ASCAP Let the Bells Keep Ringing (R)-Spanks-

Make Me a Miracle (R) - Planetary -ASCAP Padre (R)-Jungnickel-ASCAP

Return to Me (R)-Southern-ASCAP Secret of Happinson (R)-Planetary-ASCAP On-Oh, I'm Falling in Love Again (R Seventy-Six Trambones (R) (M)-Frank-ASCAP Something's Alwars Happening on the

River (R) (M)-Stratford-ASCAP Tango Boogle (R)-Bregman, Vocco & Seturday Dance (R)-Chatham-ASCAP Conp-ASCAP

There's Only One of You (R)-Korwin-ASCAP Torrero (R)-Lends-ASCAP

Twilight Time (R)-Porgie-BMI When the Boys Talk About the Gitts (R) Tequils (R)-Jat-BMI -Valy-Favorits-ASCAP Who's Somy Now (R)-Mills-ASCAP Witch Dottor (R)-Monarch-ASCAP

You Need Hands (R)-Leeds-ASCAP

Television

All I Have to Do Is Dicem (R)-Ace Rose-BMI

Bless Your Pen Pickin' Heart (R)-Smyd -ASCAP Chanson D'Amout (R) - Meadowlark

ASCAP Dance Only With Mr. (R) (M)-Straited

Do You Want to Dance (R)-Clocked

El Ruscho Rock (R -- Marks -- BML Happiness (R)-Conley-BMI High Sign (R)-Vivo-BMI

I Think the World of You (R)-Mermi

I'm Glad I'm Not Young Anymore (R)+(-Chappell-ASCAP I'm Sorry I Made You Cry (R)-Felice

ASCAP Johnny H. Goods (R)-Acc-BMI Karl Walts for Me (R) (F)-Mondate-

Kewpie Doll (R)-Leeds-ASCAP Nee Nee Na Na Na Na Na Na (R)-Deal

& Doo-ASCAP Planetary-ASCAP Padro (R)-Jungmickel-ASCAP

Pickin' on the Wrong Chicken (R)-Cond Sceretty (R)-Planetary-ASCAP Seventy-Sie Trombonce (R) (M)-Frank-

ASCAP Sick and Tired (R)-Travia-BMI Sugar Moon (R)-Gallatin-BMI

Twilight Time (R)-Porgie-BMI Who's Sorry Now (R)-Mills-ASCAP Witch Doctor (RU-Monarch-ASCAP You (R)-Innen-BML

London Records... the first to introduce the new "Hand Jive" craze from England... now gives you the first HAND JIVE LP

MUSIC FOR

HAND-JIVING



THIS LITTLE LIGHT TOO MILES FROM HOME THE HICKARD MEN

SIX. FIVE SPECIAL THE SOE COST SKITPLE

LESTER LEAPS IN THE SALON

SWALLER TAIL COAT TOMMY STEER

IT'S A LIE THE POUR JACKS

WHEN I GET TO GLORY LONESOME TRAVELLER THE BUILDING



WEATHER BIRD RAG SUNSET CAFE STOMP THE GRAHAM STEWART SEVEN

GREEN CORN FRCKA TRCKA BOSSA TERRY DENA

BEST OF THE WEEK

Martin Block's "Operation 60,000," The Platter Pickers Panel—WABC April 19

THE BILLBOARD'S WEEKLY

Review Spotlight on . . .

THE BETTY SMITH CROUP....Loudon 1787.......HAND JIVE

"Hand live" is a swingin' handelapper thythm tune which tells about the new British-priented dance that's done with the hands. Miss Smith has an easy-listing quality on the cute song. It could eateh on. Flip, "Bewitched," is also done pleasantly (Chappell, ASCAP). ASCAPA

2 SIDED HIT!

Original Recording

BETTY SMITH

Bewitched

1787

\$39 West 25 Street, New York 1, N. Y.

Attention D. J.'s:

HAND JIVE FRECORDS!

Gentlemen: Please send me the following FREE Hand Jive records:

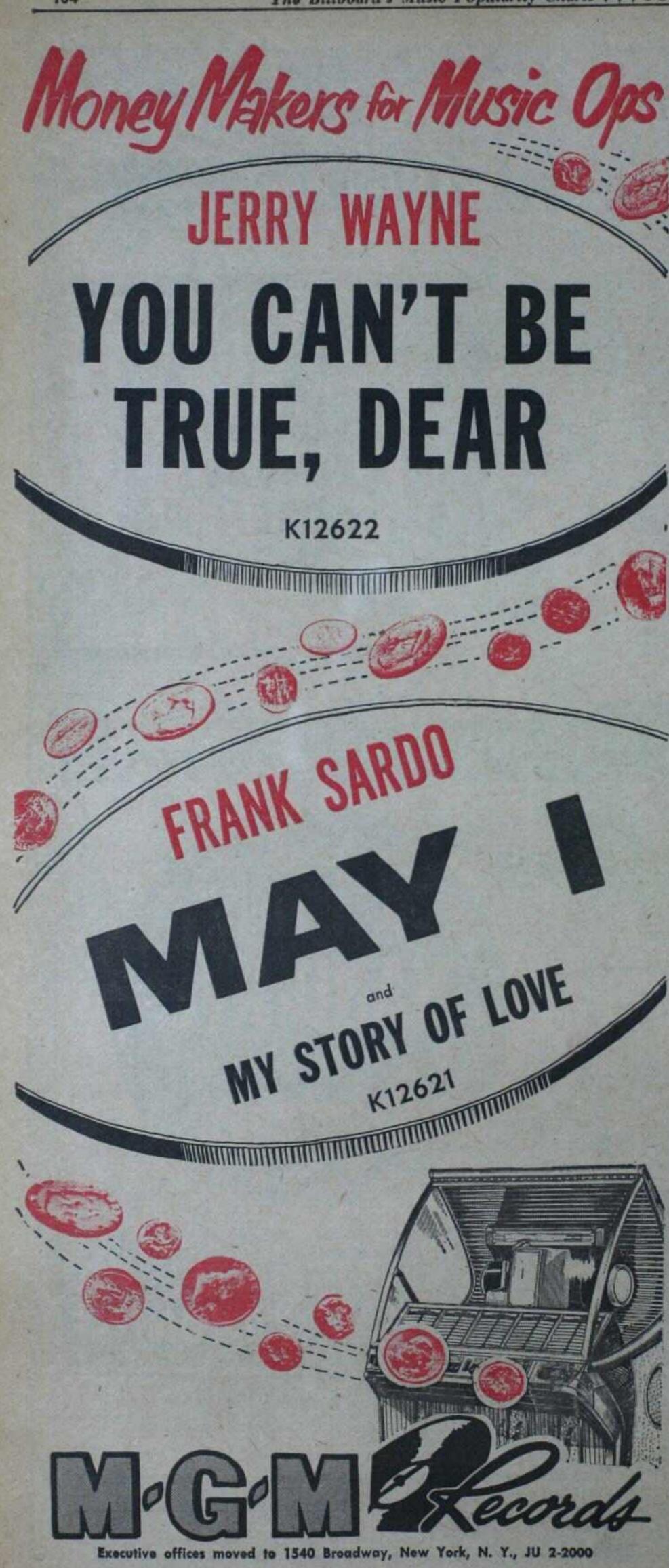
Hand Jive LP

Betty Smith 45 record



___ copies of free 2 sided mail puller "How to do the Hand Jive."

Station_





Top 100 Sides

FOR SURVEY WEEK ENDING APRIL 24

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

variation that occurs between the top 50 sides as reflect	
in this chart, and the top 50 record sellers as reflected	l lu
the "Best Sellers In Stores" chart.	
Pos. Song, Artist, Label I. WITCH DOCTOR, David Seville, Liberty	Last Week
1. ALL IHAVE TO DO IS DREAM, Everly Brothers, Cadence	
3. TWILIGHT TIME, Platters, Mercury	1
4. HE'S GOT THE WHOLE WORLD IN HIS HANDS, Laurie London, Capitol	1
S. WEAR MY RING AROUND YOUR NECK, Elvis Pressley, Victor	4
6. ROOK OF LOVE, Monotones, Argo	
8. OH, LONESOME ME, Don Gibson, Victor	
9. RETURN TO ME, Dean Martin, Capitol	
10. LOLLIPOP, Chordettes, Cadence 11. WHO'S SORRY NOW, Connie Francis, M-G-M	
12. LOOKING BACK, Nat King Cole, Capital	28
13. KEWPIE DOLL, Perry Como, Victor 14. BILLY, Kuthy Linden, Felsted	
15. A WONDERFUL TIME UP THERE, Pat Boone, Dot	
16. CHANSON D'AMOUR, Art and Dotty Todd, Era	
17. DON'T YOU JUST KNOW IT, Hary Smith, Ace	
19. CRAZY LOVE, Paul Anka, ABC-Paramount	
20, JOHNNY B. GOODE, Churt Berry, Chess	
21. DONCHA' THINK IT'S TIME, Elvis Presley, Victor	
23. SUGARTIME, McGuire Sisters, Coral	18
24. BELIEVE WHAT YOU SAY, Ricky Nelson, Imperial	
25. CATCH A FALLING STAR, Perry Como, Victor	
26. SKINNY MINNIE Bill Haley and His Comets, Decca	
28. LAZY MARY, Lou Monte, Victor	
29. BREATHLESS, Jerry Lee Lewis Sun	29
29. TO BE LOVED, Jackie Wilson, Brunswick	36
32. IT'S TOO SOON TO KNOW, Pat Boone. Dot	
34. SWEET LITTLE SIXTEEN, Chuck Berry, Chess	
35. THE LITTLE BLUE MAN, Betty Johnson, Atlantic	29
36. YOU, Aquatones, Fargo	
37. WE BELONG TOGETHER, Robert and Johnny, Old Town	
39. MARCH FROM THE RIVER KWAI AND "COLONEL BOGEY	(A)
Mitch Miller, Columbia	
41. LET THE BELLS KEEP RINGING, Paul Anks, ABC-Paramount, 42. MAYBE, BABY, Crickets, Brunswick	seemen M.
42. TALK TO ME, TALK TO ME, Little Willie John, King	45
42. TUMBLING TUMBLEWEEDS, Billy Vaughn, Dot	56
45. BALLAD OF A TEENAGE QUEEN, Johnny Cash, Son	t 51
46. JUST MARRIED, Marty Robbins, Columbia	
49. LITTLE TRAIN, Marianne Vasel and Frich Storz, Mercury	
49. EVERY NIGHT, Chantels, End	42
49, YOU EXCITE ME, Frankie Avaion, Chancellor	5t
49. RUMBLE, Link Wray, Cadence	44
56. CLAUDETTE, Everly Brothers, Cadence	
56. GOOD GOLLY, MISS MOLLY, Little Richard, Specialty	48
56. 1 MET HIM ON A SUNDAY, Shirelles, Deces	50
56. HIGH SIGN, Diamonds, Mercury 62. ARRIVEDERCI ROMA, Roger Williams, Kapp	55
62. THE STROLL, Diamonds, Mercury 64. MAGIC MOMENTS, Perry Como, Victor	65
64. BEEN SO LONG, Pastels, Argo	59
64. HANG UP MY ROCK AND ROLL SHOES, Chuck Willis, Atlanta 67. SICK AND TIRED, Fats Domino, Imperial	
68. STAIRWAY OF LOVE, Marty Robbins, Columbia	33
70. ROCK AND ROLL IS HERE TO STAY. Danny and the Juniors, ABC-Paramount	
70. LONELY ISLAND, Sam Cooke Keen	54
70, ALL THE TIME, Johnny Mathis, Columbia	
74, NO NO, Fats Domino Imperial	****
76. HAVE FAITH, Gene Allison, Vee Jay	*****
76. SO TOUGH, Caprais Back Beat	BETTER BE "
76. CLICK CLACK, Dickey Doo and the Don't Swan	ARREST ST.
BI. SUGAR MOON, Pat Boone, Det	
83. BIG MAN, Four Preps, Capitol 83. OH-OH, I'M FALLING IN LOVE AGAIN.	
Liminia Darlover Doniette	58
83. I CAN'T STOP LOVING YOU, Don Gibson, Victor	
Mahalia Jackson, Columbia	SARIAS MA
88. Gl Gl, Vic Damone, Columbia	87
90. SECRETLY, Jimmie Rodgers, Roulette	
60 TEOUTIA. Pidie Piatt. ABC-Paramount	*****
90. COLLEGE MAN, Bill Justis, Phillips International	
94. DO I LIKE IT, Nat King Cole, Capital	9

99. TEACHER, TEACHER, Johnny Mathis, Columbia

More Money Makers
For Music Ops.

M. G. M. Records

CONNIE FRANCIS

I'M SORRY I
MADE YOU CRY

K12647

ART MOONEY

and His Orchestra and Chorus

SOMETHING'S ALWAYS HAPPENING ON THE RIVER

(From the Broadway Musical "Say Darling")

K12649

MORTY CRAFT

and His Orchestra and Chorus

LONG LEGGED LADIES OF LABRADOR

K12648

CHUCK ALAIMO

Quartet

ROCKIN'
IN G

K12636

LEROY HOLMES

and His Orchestra

BASIN STREET
BLUES

K12650

MARV and PATTY

BECAUSE I'M
A DREAMER

K12625

Greetings Ops.
Visit us in
Booth \$18

SURYEY WEEK

ENDING

1958

26,

APRIL

Guide ramming Weekly Juke Box Prog Billboard

THE WEN

¥ Z REST BUY CHORDETTES COASTERS. BEST RELE BEST BILL YU8 T238 YUB T238 BEST BUY MOINION HOIHIGO MOINIDA MOINIDO is eliminated if duplicated in Pop List MY ROCK AND ROLL SHOES A LITTLE MORE LIKE HEAVEN * HANK LOCKLIN * RUE GRASS SKIRT BLUES WE'VE GOT THINGS IN COMMON MAKES A MAN WANDER! WE BELONG TOGETHER ROBERT AND JOHNNY IN THE RAIN CURTAIN IN THE WINDOW JUST A LITTLE LONESOME * BOBBY HELMS * LOVE MY LADY IT'S ALL YOUR FAULT * GEORGE JONES * SHE'S NO ANGEL CAN'T STOP LOYING WHOEVER YOU * RAY PRICE * v 4 SPASSES 13 2 Record HEM HIL M-G-M 12588 Capitol 3984 ECA Victor 7240 HY ARMS WEAR MY RING AROUND YOUR NECK ALL I BAVE TO DO IS DREAM ALONG THE TRAIL WITH YOU BABY MY BUCKET'S GOT A HOLE IN YOU WERE ONLY FOOLING BAKAKA SPLIT A ELVIS PRESLEY * * RICKY NELSON * * EVERLY BROTHERS * BABY, COME.A BACK.A WHUSTLE AT HE, BJ FORGETTIMG YOU CHANSON D'AMOUR WHO'S SORRY HOW * CHORDETTES * IF I COULD HOLD YOU IN RETURN TO M WITCH DOCTOR SUGARTIME LOLLIPOP BILLY Dot 13690 POPULAR HE'S GOT THE WHOLE WORLD IN HIS HANDS Capitol 3891 Capitol 3939 RCA Victor 7202 OVER AND OVER AGAIN Capitol 3926 ck 55952 AROUND AND AROUND Chees WONDERFUL TIME UP THERE TO BE LOVED JACKIE WILSON A LET THE BELLS KEEP RINGH IT'S TOO SOOR TO KNOW DANCE ONLY WITH ME JOHNNY B. GOODE * LAURIE LONDON * ANDY WILLIAMS * FOR YOUR LOVE NAT KING COLE * * PERRY COMO * ABC Par ARE YOU SINCERE LOU MONTE HANDED DOWN CRAZY LOVE KEWPIE DOLL LOOKING BACK LAZY MARY DO I LIKE II MEM SKINKY MENUE SMAY WITH ME 9104 BCA VIder 7128 rcury 71289 Columbia 41143 SAR ALONG SILVERY MOON STAIRWAY OF LOVE THE WORLD TOTAL THOM THE MONOTONES * * DON GIBSON * * HUEY SMITH * CATCH A FALLING STAR * BILLY YAUGHEN * TRAIN TO NOWHERE * PEREY COMO * SET LE LEWIS OWN THE LINE JUST MARRIED * THE PLATTERS * BOOK OF LOVE TWILIGHT TIME BREATBLESS TEGUILA

Records are the same R&B or C&W review BUYS

in POP,

YUB 1238 Two-Way Cadence

BEZZ BUY

HAME UP MY REST BUY

nost likely

POP

of Billboard

futur to be MOINIGO W Yak Heart po 6116

RECORDS

MOINIGO the Tulips Disaming Kapp 219

JIM LOWE.

MOINIGO

You'd

HOINIDE



CENERAL ARTISTS CORPORATION

Mercury

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on . . .

POP RECORDS

KATHY LINDEN....Felsted 8521.................YOU'D BE SURPRISED (Berlin, ASCAP)

WHY, OH, WHY.....(Sudbury, BMI)

The chick appears a good bet to repeat the success of her current smash "Billy" with either of these two strong sides. Her Wee Bonnie Baker treatment is highly effective. "Surprised" is a ballad with beat. "Why" is a polka-type.

(Colden, ASCAP)

HOW MUCH (Trinity, BMI)

Miss Johnson presents a smooth and attractive triple-track vocal on "Dream." The listenable side is done in rockaballad tempo. "How Much" is a pretty weeper waltz with a male chorus assist. Either can score. Good follow-ups to "The Little Blue Man"

WILD RICE(Knox, BMI)

Justis is in "Raunchy" form on "Scroungie," a rhythmic instrumental that features alto, banjo and guitar. "Wild Rice" is also a possible click. The instrumental is styled in a "Hot Toddy" groove. Strong potential in e.&w. marts also.

DION & THE BELMONTS....Laurie 3013...... I WONDER WHY

(Schwartz, ASCAP)

The group has a frantic sound on this up-tempo ballad. There are already good reports on the side in several areas. Flip, "Teen Angel," is a rockaballad (Schwartz, ASCAP).

RUSS HAMILTON....Kapp 219......TIP-TOE THROUGH THE TULIPS
(Witmark, ASCAP)

Hamilton has a soft sound on the oldie. It is done in a catchy soft-shoe tempo with charming fem chorus backing. Flip, "Drifting and Dreaming," has a Hawaiian sound. It's his best effort since "Rainbow."

POP NOVELTY

"President" is a clever novelty song with unusually smart lyrica. It deals with a group of moon men who come to earth. Backing is in a Latinish tempo. Flip, "Later on Tonight," is a rockballad that is given a smooth warble by the artist.

POP TALENT

BILL PINKY....Philips International 3524................AFTER THE HOP
(Hi-Lo, BMF)

SALLY'S GOT A SISTER (Knox, BMI)

Pinky bows on the label with two first-rate readings. "Hop" is a vigorous rocker that tells of the happenings after a teen dance. The flip, "Sally's Got a Sister," is also a rocker that is solidly belted. It's a strong threat for both pop and c.&w. loot.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.

• Reviews of New Pop Records

Cha-Hua-Hua

ARWIN 109—The new label, which
has already come up with a hot one
with "Jennie Lee" may have another

solid one here. The tues is an attractive Latin effort, and the group plays it with gusto. Watch this one.

(Daywin, BMI) Cha-Kow-Ski...75

This is a medium beat blues with also a Latin flavor, with a chorus saying the title phrase now and then. But the filp is the power, (Daywin, BATT)

THE TWINS

Jo-Anne's Sister

RCA VICTOR 7235—The Twins could have a hit sequel to their "Jo-Ann" with this similar rockshalled, Nice job and a good bet to score.

(Figure, BMI)

EARL HENRY

(Norma, BMI)

Warm new bailed receives another good reading from Henry, as he tells of his love. He is supported by a vocal group and good combo. Lad has a style that could make it. (Nor-Va-Jak, BMI)

THE STEADIES

One Kies and That's All....76

Moderate-paced thythm tune gets cuts
performance by boy-girl leads and
group. Two good sides here. (Jimskly.

GFORGIA GIBRS

RCA VICTOR 7239—Salable belt by the thrush on a ballad with thythm backing. Good chorus and ork support. It could step ont. (Winneson, BMI)

FOUR ACES

Saturday Swing Out

DECCA 30649—The boys swing out
on a number where they tell how
they'll swing it at a Saturday hop.
Good change of pace for the group
which could cause a stir. (Winneton, RMI)

Take Mr Heart....74

A big, lushly backed ballad reading by the Aces from the pic, "The Big Beat." Features a lead rocal by Al Alberts set to the usual shuffle shythm backing. Can get plays.

DOROTHY COLLINS

(Northern, ASCAP)

ORAL 61982—A bright adaptation of a pretty tango. The thrush does an excellent vocal, backed with tante-ful instrumentation. Merita strong exposure. (Chatham, ASCAP)

Send Me Some Lovin'.....75

Another smart adaptation—one of the known versions being Birmingham full. Dorothy Collins sings it with a world of heart. Bucking, which uses a triplet figure, is exclient. (Venice, BMD)

Cooing vocal by the Rockabuly artist is highlighted by the screams of chicks through the side. Good teaor interludes spark the side. (M. Nash, HMD)

DICK BUSH

A very listenable rock and roller, with

a good sound via a fluts lead is sold with spirit by Broth, while the band supports him with beat, (Lealens, BMI)

DON RONDO

Dormi, Dormi, Dormi
JUBILEE 5325—Listenable balled that
has also been cut by Eydic Gorme
receives a pleasant reading from
Rondo that could get some action if
the tune happens. (Paramount,
ASCAP)

Her Hair Was Yellow 74

A medium best, tilting countrying dirry receives an intimate, friendly reading from the chanter. File side is possibly more impressive. (Jessemer, BVII)

ELLA FITZGERALD

Peals Street Blues
VERVE 10138 — Famous blues gets
smooth, mellow reading from Pila
and combo, A class disk worth desisy attention. (Bandy, ASCAP)

THE KING'S HENCHMEN

CORAL 61979—Latin heat blues in a ... style similar to the "Tequila" sound Low-down horn in sputlight with good piano figures in the backing. Fine teen was for jukes and jocks. (Figure, BNI)

HUGO & LUIGI

ROULETTH 4074 Catchy Latin time is given a happy whirl by the ork and chorus It's an attractively done side and could create interest.

(Daywin, BMI)

Something's Always Happening on the River 73

The march-like theme is from the Broadway thow, "Say, Darling," Mixed chopus has the vocal, Plip appears lop side. (Chappell, ASCAP)

THE KING'S HENCHMEN

CORAL 61930—Solid medium tempo instrumental blues was by Alan Freed's big band. Good "down" sound with fine sax work. Builds to a cood finish. (Fleure, BMI)
Shufflin'...72

Another danceable instrumental side by the group, but the Hip has a better found. (Vision, BMI)

ABC-PARAMOUNT 9922 — Bucker gets danceable reading by group, with sincere job from Loyd, Can do business. (Homefolks, BMI) Cross My Reart... 75

Oriving rocker is blues-based with warm job from lead and group. Action possible, (Eden, BMT)

lostrumental, with a solid, striding beat in march tempo. Trumpet carries the melody initially, creating a bright effect. (Hill & Range, BAIL)

CAPITOL 1968 — A pretty song — a ballad with marked country flavor.
Mony Bee chants it from the heart, to a tasteful backing using a chorus and a tripler figure. (Rels, BMI)
Please Don't Talk

About Me When I'm Gone ... 74
A very bright arrangement of the great standard. Molly Bee does it quietly, with a chorus behind her, to a rhythmic arrangement using rock and soil figure, (Remick, ASCAP)

CLARENCE (BAD BOY) FALMER AND THE JIVE BOMBERS

Just Around the Corner

SAVOY 1535—The fine standard is aung with a happy best here, with Clatence Palmer making with listenable sounds behind the rocal, Attractional is a good soft shor, its a chance, (Broadway, ASCAP)

Clarence (Bad Boy) Palmar comes (Continued on page 114)



their
biggest since
"Love Is Strange"!

BEWILDERED

b/w

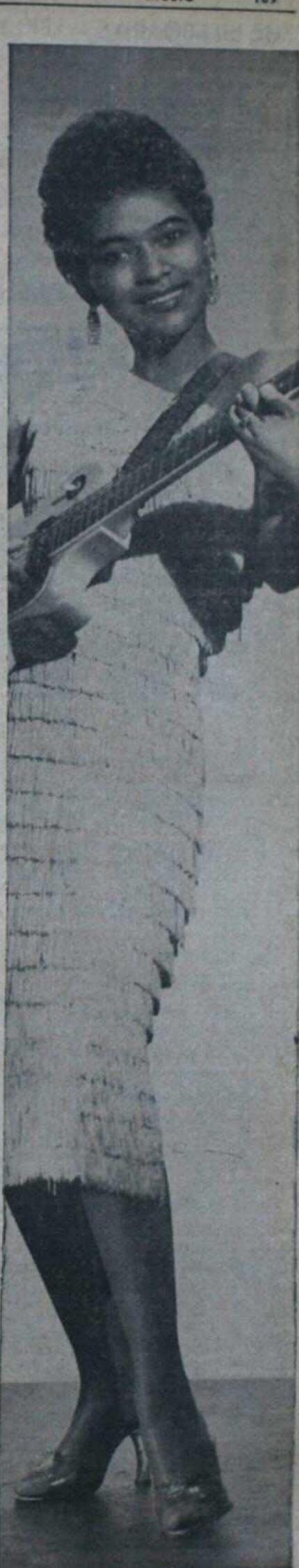
ROCK AND STROLL ROOM

Vik X/4X-0324

MICKEY & SYLVA

See Mickey & Sylvia at the big M.O.A. banquet





BILLBOARD PICKS FATS DOMINO SICK AND TIRED NO. NO #5515 Amperial Records 425 Halfsweet Blad Hallywalld To Cald

VOX JOX

· Continued from page 9

make vases and trays from them. If a station wants to scatter its listeners and stop playing rock and other types of music that a minority finds distasteful, let it at least give them to someone who can use them. True, it doesn't have the

publicity potential that breaking or burying them does, but it would create good will. Here's hoping that those who figure themselves as experts will get off the backs of their laps and go meet the public. Should we condemn music which has earned its place in a free country? Our overall sound probably would not please Mitch Miller but the listeners are happy, the management is happy and billings are up."

THIS 'N THAT: Monte Lang, former deejay at WESO Southbridge, is an army medic at Ft. Sam Houston, San Antonio, now. ... Jim Aylward has moved from WREB, Holyoke, Mass., to York 36, N. Y. WWNH, Rochester, N. H., with a 6-10 a.m. strip that features the Top 20. . . . KMOX will feature all month a "Why I like KMOX" contest, with St. Louis listeners win-

YESTERYEAR'S TOPS-

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

MAY 1, 1948

1. Now Is the Hour

2. Manana

3. Baby Face

4. You Can't Be True, Dear 5. I'm Looking Over a Four Leaf

Clover

6. Beg Your Pardon

7. Toolie Oolie Doolie (The Yodel Polka)

8. Sabre Dance

9. The Dickey-Bird Song

10. Nature Boy

MAY 2, 1953

1. Doggie in the Window

2. I Believe

3. Pretend 4. Song From Moulin Rouge

5. Your Cheatin' Heart

6. Till I Waltz Again With You 7. April in Portugal

8. Tell Me a Story

9. Seven Lonely Days

10. Tell Me You're Mine

ning radios, ... Martha Carson resumes work May 19 with the Annual Navy Relief show in Norman, Okla.... WHB's Wayne Stitt has added complete fishing information for Kansas City anglers to his plat-ter chatter, including weather, bait reports and where they're biting. ... Bob Stevens of McLendon Chain's KILT, Houston, outlet, is father to his fourth, a boy,

Sandra Pinkerton, sophomore at Jefferson High in San Antonio, has joined the staff of KIWW. She'll head a deejay show as Miss BeBop. . . . Norm Bailey has returned to radio in N. H. after a year's absence, via WFEA, Manchester.... WKY, Oklahoma City, has adopted a round-

the-clock schedule with Clarence Gail Thorsen spinning an all-night show.... Mickey Firestone moved from WOIO. Ohio State University, to WCHI, Chillicothe, O. . . . Top Ten Dance Party, live syndication series, has added WFGA-TV, Jacksonville, Flas WJBF, Augusta, Ga.; and WSLS-TV, Roanoke, Va., to its line-up. . . . Carol Hill, whose TV show ended last fall when WGLV, Easton, Pa., folded, is femseeing a WNHC, New Haven, Conn., series called "Town Crier." . . . WICC's morning deejay Ray Carroll marks his first anniversary in Bridgemport, Conn.

BILLBOARD EDITORIAL: A lot of jockeys wrote us for reprints of "The Deejay," editorial which appeared in our March DJ issue. So we've had them printed and they're available as long as the supply lasts. Send your requests to our promotion manager, Frank Lupino, 1564 Broadway, New

STEREO HITS TENNES-SEE: WBIR, Knoxville, originated Tennessee's first stereophonic broadcast April 27, the first of a weekly schedule of three semi-classical and pop shows. Hi-fi bugs reported joyful. . . . And increased interest in hi-fi in Harrisonburg, Va., has caused WSVA to add a nighttime hour-long strip featuring flaccical sounds, with Ernest Bentley as host.

MISS MAG TALENT HUNT: Top jocks in 14 cities are serving as honorary judges in Miss Magazine's "Young Talent Search," a project to discover teen talent and develop career opportunities for girls. The cats were picked "because of their participations in publie service campaigns to further worthwhile activities."

RESTLESS PEOPLE: Bob McLaughlin, former KLAC and KFWB jock, has returned to radio at KBAB, San Diego, Calif.... Stan Dale, spinner at WAIT, Chicago, is fast becoming reigning authority on Top 40 dangers, with addresses in Kansas City and now the MOA Convention. . . . Lee Murray joins WISN-TV's announcing staff, Milwaukee. . . Norman Wain leaves his platter chores to become morning news editor at WDOK, Cleveland. . . . George W. Fee has bee named manager of WALT, Tampa. . . . Ken Motley moves his show to 11 a.m. Monday thru Friday at KOMO. . . . Fred Weiss takes over as engineer of "Night Train," 7:15-10 p.m. record show at WXYZ, Detroit.

British Sales Ebb Predicted; Money Tight

LONDON - Britain's largest motion picture company, the J. Arthur Rank Organization, may have second thoughts about going into the record business. The company recently announced that it was thinking of entering the record industry and set a subsidiary called Rank Records.

But some inustry experts are saying there is a levelling off in demand because of less money to spend and the saturation of rock n' roll. In addition, the number of record shops which have opened and cashed in on the boom has cut down individual turnover.

Altho business is still good there are warning signs from established retailers reporting drops in sales, and a big wholesaler saying that his increase in sales for the first quarter of 1958 was not as large as in previous years.

BEST SELLERS!

LITTLE WILLIE JOHN

King 5108

BILL DOGGETT BLUES FOR HANDY 5/w HOW COULD YOU King 5130

> BOO-DA-BA **PIMENTO** King 5125

JOHNNIE PATE LITTLE PIXIE b/w

O'CLOCK WHISTLE Federal 12327

MUSKEETA

PRETTY ONE Federal 12325

EARL BOSTIC BACK BEAT King 5127

THE "5" ROYALES THE FEELING IS REAL b/w DO THE CHA CHA CHERRY

King 5131

THE CHANTERS MY MY DARLING I NEED YOUR **TENDERNESS**

NEW RELEASES!!

Deluxe 6162

EARL BOSTIC

WOODCHOPPER'S BALL

JOHN'S IDEA King 5133

RECORDS

BILLBOARD SAID IT! I ... and We Agree! Indubitably! "JUST FOOLIN" EDDY HOWARD

-Mercury 71300-Singer lends a faunty sir to this vaudeville-sound ditty in cuts arrangement with group. Could rate tuke and lock spins. Bill & Range BMI Blernat & Dietz Munic Publications.

Star-X is Star-Xpecting! DOC SEE QUADS . . . "ROCKIN' WITH THE MAMBO"

Johnnny Fraser b/w Regal-Airs "II" Instrumental and clean the ears out for . . . WE'RE IN LOVE" b/w "SPELLBOUND" THE DAPPERS

Star-X Records, Inc. 19600 Rogge Ave.

CANCER FUND

and the

HIT AFTER HIT AFTER HIT

Current Juke Box Favorite

"ROCK AND ROLL IS HERE TO STAY"

b/w "SCHOOL BOY ROMANCE"

Management:

NAT SEGALL

A & R for Danny and the Juniors: ARTIE SINGER

Exclusively

ABC-PARAMOUNT RECORDS

Bookings:

Our sincere thanks, Music Operators, for your many plays on "AT THE HOP" Promotion: HERB FREEDMAN

WESTERN UNION Cust or Servers This is a few second section to delicered obse-actor to stall-world by the TELEGRAM NS MYA480 PD MONTGOMERY ALA 24 316 PMC NATIONAL RECORDING CO

1224 FERNWOOD CIRCLE NORTHEST ATLA

JOE SOUTH'S WAXING OF IT'S ONLY YOU MOST REQUESTED

PLATTER IN THIS AREA STOP SUGGEST YOU GET D.J.'S TO

TRY IT. RESPONSE WILL BE FABULOUS.

BILL O'BRIEN - WHHY - MONTGOMERY

Justice Study of ASCAP Data

· Continued from page 2

Billboard, March 24, March 31.) number has 4,373. "Hemedies for the more imporant problems disclosed by the propriate action by the Department of Justice," the report states.

the report notes. Also, the point ance. ratings "initially established" in this ously used by ASCAP."

in that class has 14,687 credits, like Justice to take a look.

the Roosevelt Subcommittee. (The while the member with the lowest

The End Result

This point system is carried over hearings may be available thru ap- into the 30 per cent "availability in the song writer's 20 per cent One of the strongest complaints "accumulated earnings" fund, the singled out by the report went to report states. The end result prethe ASCAP distribution system by vents consistent relationship bewhich songwriters get only 20 per tween actual performance and discent of their earnings on the basis bursements to members from that of current performance. Basic fund. The report is not sure that factor in distribution is the 30 per this "allocation of 80 per cent" of cent sustaining performance hand the money conforms with the conratings ranging from 1 to 1,500, mary consideration go to perform-

The report also singles out for fund were founded on results of questioning the fact that out of 608 a subjective rating system previ- composition in the highest-credit background music, publisher-mem-In the classification area, there bers on the board had 351 compoare "limitations on promotions and sitions, or 63 per cent; writer memdemotions," so that "after years of ber 6 compositions; writer publis use, there is no consistent correla- members 26, and non-board memtion between the actual average of bers 225. Also, the report says, performance credits and the point classification gives certain backclass in which a member is rated." ground music 20,000 credits and The report also states: There other background music can get as are not only disparities in the aver- low as 1-1,000 of a point by reason age of actual performance credits of performance by less than four as between classes, but also within instruments and other consideraclasses." Using class 350 as an ex- tions. The report feels there may ample, the member with the high- be too much leeway for "subjecest number of performance credits tive" consideration here, and would tion or panel."

On complaints about ASCAP's "weighted" vote, the report states that, as of 1957, publisher members on the board have 59.6 per cent of all possible publisher votes. Basis is one vote per \$500 in earnings.) Writer members have 2.4 per cent of all possible writer votes. Writer vote is at rate of one vote per \$20 earnings.) This set-up fund," and also influences standing raises some questions "that are a matter for resolution by Justice Department," the report states.

Grievance Procedure

The long and expensive process of taking a grievance thru ASCAP grievance and appeals committee machinery is also prodded. Report notes that "the grievance committee has taken as much as a year and a half to two years to negotiate the steps. The cost may be substantial," and there is no retroactive award. In some cases the "may deprive a member of substantial earnings and make the award, when received, of little value."

The report questions ASCAP ruling that only one appeal may be made in any given year. It points out that an appeal on one matter might be made after which one of far greater importance to the songwriter could come up. This may violate the decree wording "that any member may appeal from the final determination of his classification by any ASCAP committee or board to an impartial arbitra-

Also, in grievance procedure, "it is clear that there is no verbatim transcript made of the testimony taken." The report finds "no basis for decisions stated in an examination of major cases over five years. Interpretations made of the distribution rules are not reduced to writing and are not made generally available to the members of the society. The report questions whether this is in conformity with the consent decree.

The report also puts a rather gentle question mark in front of a phase of ASCAP tune identification which raised gasps during hearings when Natalie Kissell, supervisor of ASCAP performance credit tabulations, said the monitoring clerks could identify "all but about one per cent" of the approximately 1,000,000 ASCAP tunes as they listened to the taped music the first time around.

The report wonders if this mode of operation, and ASCAP's own survey (the Peatman Survey) can furnish basis under which the decree's required "primary consideration" could be given to the "performances of compositions of mem-

Members of the Roosevelt Subcommittee are Charles Brown (D., Mo.), Tom Steed (D., Okla.), Timothy Sheehan (R., Ill.) and Arch A. Moore, Jr. (R., W. Va.).

The licensing groups are also coming under the eye of the Senate Judiciary Committee thru the interest of Senator O'Mahoney (D., Wyo.) who has heard complaints during recent hearings on his bill to end the juke box performance royalty exemption in the Copyright Act.

MUSIC OPERATORS OF AMERICA: JO ANN LEAR

"It's Time to Say Your Prayers" "I'm Right Back Where I Started" "On This Side of the Ocean" "Gimme a Little Kiss" (with Jimmy Nash)

JOHNNY (THE VOICE) SANDS sinss "WAITING FOR ME"

"CONCENTRATE" HZAN YMMIL Sines "MEM'RY CHEST"

"GIMME A LITTLE KISS" (with Jo Ann Lear) Free Records to DJ's on Request Good Proposition Distributors Wanted. ALL ON VANITY RECORDS



EG 7202 EG 7203

and thanks for all the plays on

LESTER LANIN EG 7184

DANCE TO THE MUSIC OF LESTER LANIN EG 7185

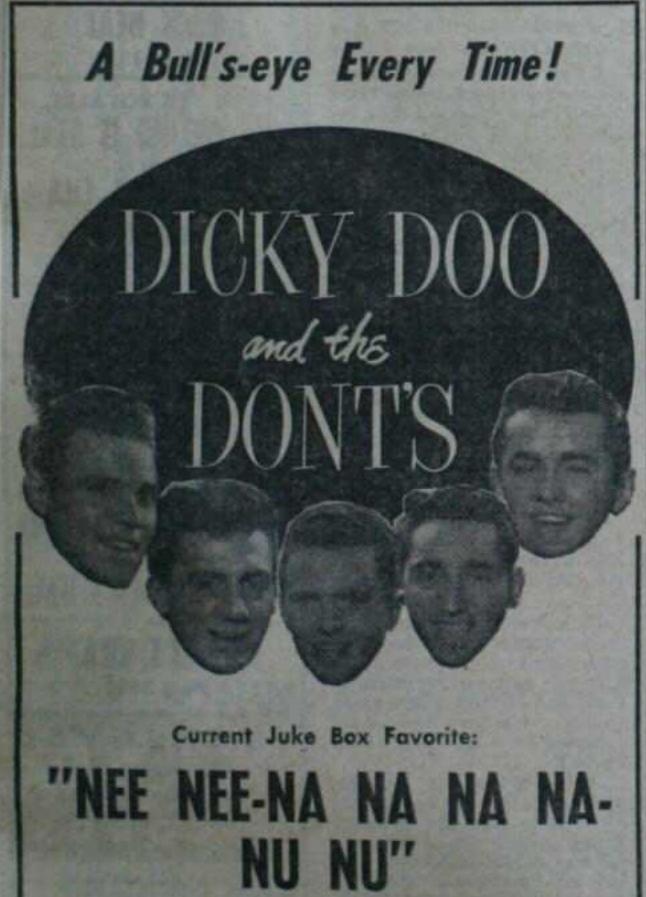
LESTER LANIN AT THE TIFFANY BALL EG 7192, 7193

LESTER LANIN 1776 BROADWAY, NEW YORK, N.Y. COlumbus 5-5208

Exclusively on



See the Lester Lanin Albums in color on Page 7 in the AUDI-TION Section, this leane.



b/w FLIP TOP BOX

Wish we could thank

each and every one

of you personally,

Music Operators, for

your many plays on

Management

NAT SEGALL

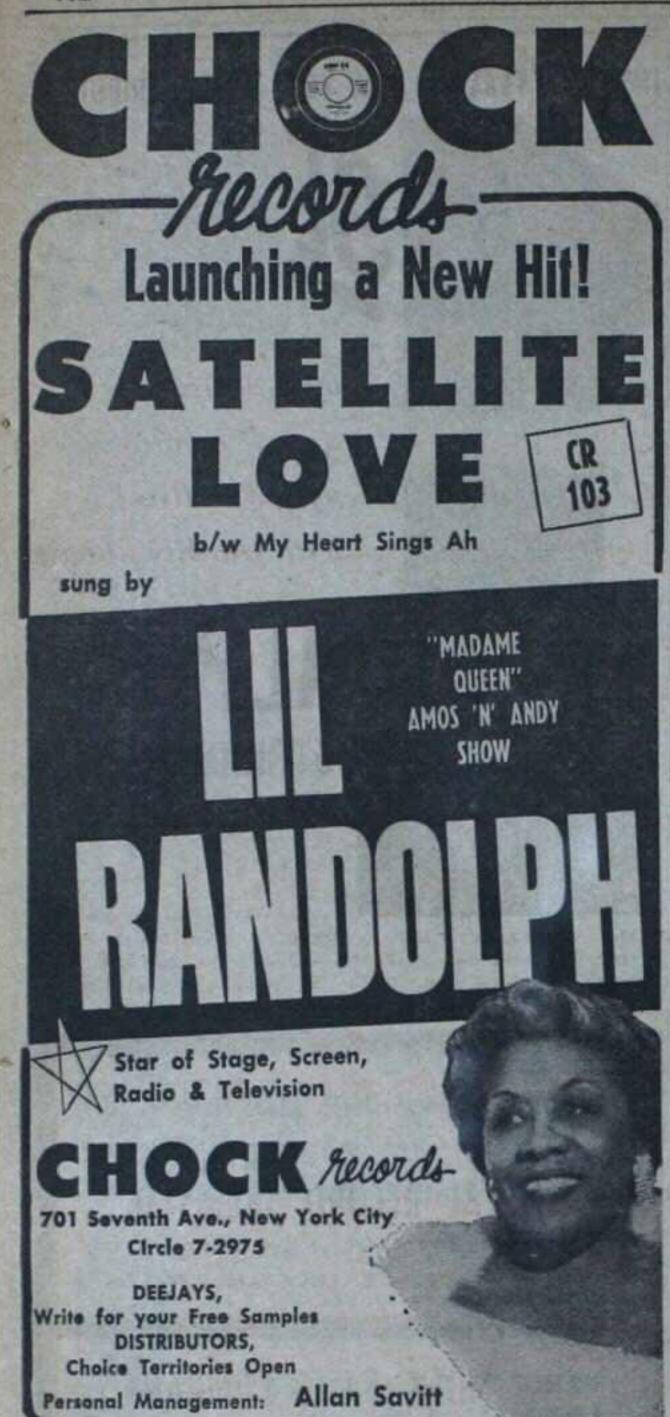
Recording for

SWAN RECORDS

Bookings:

Promotion

HERB FREEDMAN



thanks Ops:
For your cooperation in making Ember one of the making Ember one of the hottest indie lines in the Country-See you of the MOA san The 4.6 p backg use tap of open music is

\$2.47-\$3.10-\$3.70

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS (HUmboldt 6-5204) 6920 S. HALSTED, CHICAGO 21, ILLINOIS (RAdeliffe S-3144)

SINGER ONE STOP

45's-60# & 65#

78's-65# & 76#

Frau Strips

Hits and Oldies Both Pay

· Continued from page 48

some months back). Randy Wood, founder of Dot records and, since its sale to a movie company, its vice-president in charge of records, bought the contract and now records Martindale on Dot.

Newell programmed no old standards, nor took any off in the week The Billboard correspondent checked with him on his programming. Newell made the point that old standards are seldom changed-perhaps they'll stay on a machine two or three years.

That's a main advantage in using them," he said. "They still get plays. And you don't have to get many on them for them to pay. For you've already bought the record and having it eliminates buying records in their place."

Newell found these six tunes to be top hits on all his top-play boxes, which are those played mostly by young people, during March:

"Sail Along Silvery Moon" by Billy Vaughn on Dot.

"Tequila" by the Champs on the Challenge label.

"Sugartime" by the McGuire Sisters on Coral.

"I Can't Help It" by Margaret Whiting on Dot.

"Are You Sincere" by Andy Williams on Cadence.

"I'm Going to Be a Wheel" by Billy Mitchell on Imperial. Newell emphasized, despite

widespread talk and feeling across the country that Elvis Presley's popularity is fading, that the king is by no means dead and that rock 'n' roll records are still the top favorites in Memphis and the surrounding area.

For example, he points out, ful programming.

every Presley record released since he hit the top as the craze of the teen-agers has hit the top of the local top 40 list on his and all local music operators juke boxes, as well as in the top 40 compiled by a local radio station determined by requests to the station, sales in record stores and plays on juke boxes.

In addition, other rock 'n' roll singers are big favorites and their tunes, when good, hit the top.

Another local example of a rock 'n' roll favorite whose records catch on fast here, he points out, is Jerry Lee Lewis, who records for the local Sun Record Company. Newell had his hit of last year "Whole Lotta Shakin" Coin' On" on most of his boxes when hit locally and stayed popular for month, a sort of phenomenon when the average life of a hit now is six weeks, "Great Balls of Fire" a few months ago; and now Newell expects to have his new hit "Breathless" on his machines soon.

"Kids who play the juke boxes nowadays like to dance either a slow bop to it or a fast bop," Newell explains the big demand for the still popular rock 'n' roll flavor of music. He doesn't know how much longer the four-yearold trend will last.

He also points out that he carries the ballad type hits of Frank Sinatra, Perry Como and other top recording stars, but in a much lesser number than the rock 'n' rollers.

But the big market for him is the current teeners who still flip over the music with the big beatand that's the key to his success-

Trend to Bigger Juke Routes

Continued from page 31

to 23 per cent-and more than a 5 per cent increase in the number of operators employing two to three men. The biggest increase, however, was in operations employing 6 or more, with 12 per cent falling into this group last year, just 5.5 per cent a year earlier (this category is not shown on the chart).

Record Buyers

In 1956 just 7.5 per cent said they delegated record buying to a special record buyer (not a serviceman); 12 per cent said they

did in 1957.

The increase in the percentage of operators indicating they operate background music, tho substantial, does not appear significant. Three of four explain they use hideaway juke box units, the same proportion as last year. There was seen an increase from 4.6 per cent to 11.3 per cent of background music operators who use tape. But the total percentage of operators using background music is still so extremely small that this development remains a relatively minor one. But because of its possible growth, it bears watching.

Poll evidence suggests that operators did not buy as many new juke boxes in 1957 as in 1956, with purchases running from 7 to 25 per cent less. In addition, machine replacement figures indicated operators were operating equipment an average of 6.2 years, as compared to 5.7 shown in last year's Poll.

200's and Dime A statistic not charted last year or this, but interesting nonetheless, indicates that only about one operator in two feels 200's are

more helpful than other machines in converting to dime play. This year's Poll, in fact, shows a decrease in the percentage of operators who believe they are more helpful. In 1956, 56.7 per cent said they are; in 1957, 48.9 said

There was a slight increase in the percentage of operators who made loans to locations, with 53.9 per cent making them in 1957, 50.5 in 1956. The average number of loans per loan-making operators, however, dropped from 7.2 to 5.1.

During the past year there appears to have been a sharp increase in the number of operators joining associations: From 30.5 per cent in 1958 to 50.3 per cent last year. Interestingly enough, 65 per cent of these are members of Music Operators of Amercia (49 per cent in 1956); 48 per cent, State associations; 43 per cent city or area groups (figures add to more than 100 per cent since some belong to more than one group).







664 Schuykill Avanua

THUMBURE OF THE PROPERTY OF THE PARTY OF THE

Reading, Pa.

FRanklin 3-5843

1-STOP SERVICE! for Operators, Dealers and Rack Jobbers

ALL LABELS

1-Day Service . Free Title Strips

REDISCO

1221 West North Avenue Baltimore 17, Maryland MAdison 3-1518

RECORD PRESSINGS Test Pressings Free SONGCRAFT, INC.

to an under the site

ATTENTION, STUDENTS

'RING DANG DOO

"ANGELA"

plus

the BELL HOPS

equals

HIT RECORD

DISTRIBUTORS: Territories Open DISTRIBUTORS D.J. L. WRITE WIFE FOR COPIES

BARB RECORDS 136 East 19th St., New York S. N. Y.

Morty Wax Mational Promotion



The Finest in

ISRABUI Music

- FOLK SONGS
- INSTRUMENTALS
- JEWISH &
- ISRAELI DANCES CANTORIAL

MASTERPIECES TIKVA RECORDS

GREETINGS, OPERATORS -

A new Enjoyment Your Potrons will appreciate.

WINTERTIME WALTZ

b/w

FARRELL POLKA

Wrimus =704

Send one dollar for three sample records. Money beck if not delighted.

> WRIMUS RECORDS 6715 Hollywood Blvd.

Hollywood 28, Calif.

WATCH THESE! "LOVE'S A FUNNY THAT WAY"

THE SIX TEENS

"PUDDIN' PIE"

THE LOCKETTES C334

FLIP RECORDS, INC.

Breaking Wide Open Pop and C&W

JOHNNY CASH BALLAD OF A TEENAGE QUEEN

> BIG RIVER Sun \$282

CIVE TO DAMON RUNYON CANCER FUND

Reviews and Ratings of New Popular Albums

· Continued from page 86

cellent mond quality enhance chances for good sales.

INTERNATIONAL **

ORIENTAL DELIGHT Hant Mardigian Sextet (1-12") Rosslette # 250.11

Must of the Armenian move in this eff-pest platter will sound to the greyage for like the munical background for a "Louish" act, with its wailing maledic line, dram and tembouring accents, and Middle Eastern flayer. However George Mandichian lends striking color with his skillful handling of an odd inatrument called an "oud," sounding like a cross between a guitter and a rither

BANJO SONGS OF THE BLUE RIDGE A GREAT SMOKIES

Played & Song by Obray Ramusy (1-12") Riverside RLP 12-649

A distinguished addition to Riverside's material of the Southern mountains. Ramsay, who accompanies himself on banio, has the true hill sound. Collectors will note British-derived material, much religious material, blues, etc. Selections include "The Rambling Boy," "I Am a Pilgrim," "Lonesome Road Blues" etc. Notes by Kenneth 5. Goldstellt are an extra attraction.

PICKIN' AND BLOWIN' George Pegram & Walter Parliam (1-12")

Riverside RLP 12-650

A fine platter for those who like the racing banjos, mournful ballads, and "mouth harp" folk music of the Southern Appalacians. Many of the songs performed by Peyrum and Parham, a due famous throcot the Carolinas, are familiar in slicked-up versions, but the style here has an authentic ring of "original" version on times like "Down in the Valley," "Turkey in the Straw" west others.

UNCLE REMUS STORIES

Narrated by Remor Harris (1-12") Jubilee

Remos Harris, a grandson of the versage of the original Uncle Remon. stories, Joel Chandler Harris, bere tella a half dozen or so tales our of the adventures of Brer Fox, Brer Rabbile and Brer Bear. Harris does a fair ininterpretation of the lingo that has some to be associated with the retting of these tales, and he works without motical accompaniment. Otay tiddle package has the benefit of an excellent cover for display purposes.

COUNTRY & WESTERN **

COMBOX

Fay Willing & The Riders of the Purple Sage (1-127) Rimlette R 25035

A dozen Western songs-one or two of which dip into the country genre are in this collection. Willing and his group catch the flavor of the West. Title song, "Cowboy," is from the Colombia film, There are also "Red River Valley," "Cool Cool Water" etc. Good cover art.

SWING LOW, SWEET CHARIOT

Sung by Lee Charles With Tanya Gould, Piano: Walter Raim, Gultur (1-12") Riverside RLP 12-651

Les Charles, cucrently a member of The Skittlers, folksong quarter, has a tine package here comprising 17 religious somes-spirituals and Jubilees. A very tastefully-done job of recording. Set will appeal to buyers of this genre. Kenneth Goldstein has added scholarly notes. Corer is an eye-catcher,

Reviews and Ratings of New Jazz Albums

JAZZ ***

COUNT BASIE PRESENTS

The Eddie Davis Trio & Joe Newman (1-12") Roulette R 52007

This is the first in the label's new jazz series titled "Count Basic Presents." The man Baxie in presenting here is Eddie Davis, a fine tenor man in the Coleman Hawkins tradition, but modernly styled. In addition, the Count Bimself is here on plano, along with a fine fem organist, Shirley Scott, Trumpet man Joe Newman helps out strongly on many of the sides. The Davis Trio, plus Basie, plus Newman, really wwings and the album is an suspicious one for all concerned. Tunes Include standards and originals.

A LA DIXIE

with the artist's fans.

Per Wer Hunt Plays Cole Porter (1-12") Capitol T 984

Here's a real surprise for both Fee Wee Hunt und Cole Porter fanciers. A dozen of the componer's melodic, sophisticated tunes, from "I Love Paris" and "It's All Right With Me" to "Begin the Beguine" get a firm Dixle workout from Hunt & Co., and the result is unusus] and listenable. His trombone solo, in a biges were with derby mute effects on "Miss One Regrets" is really something. Likely to develop picely

TWO HORNS - TWO RHYTHMS Kanny Doctum Quartet Featuring Ernle Reney (1-12") Riverside RLP 12-255

This is one of the best things Dorham has put on wax. All of the selections except "Soon" twhich features Dorham on piano; are done without plans. This gives the artist plenty of room to make the most of the changes. His ideas are fresh and inventive. "The End of a Love Affair" is done in Latin tempo with Decham and Ecnie Henry on alto taking an exciting series of fours. Complementing thythen section includes O. T. Hogan, bass, and either E. Mathies or W. Ware on bass. Durhama fans will po for this. Good potential,

JOE PUMA QUARTET & TRIO

(1-12") Jubiles JLP 1878

Joe Pums, one of the better young wiltarists on feday's scene teams up with Oscar Pettiford on base and Eddle Coars on vibes for a very listenable performance of a group of cool jazz siform. On the flip, the trio becomes a quartet with the addition of Bill France en plane and Paul Metian un droms, with Costs laying out. Tunes include Pettiford's "Ubus" and Benny Gol-ann's "Stablemater." Fume shows off good guitar work and Costa's vibe work is excellent, as is Pettiford's bass. Good modern Jazz.

TOMMY POTTER'S HARD FUNK (1-12") East-West 4001

This is a swinger. Potter is a real driver on bass and offers excellent pacing for the rest of the crew, The set was recorded in Sweden. Personnel inclodes either W. Birch or E. Nordstrom on tenor; A. Persson, trombone; R. Ericson, trumpet. Joe Harris on piano and J. Harris complete the thythm section. "The Imp," a Redd original rates as the top track. It's an uptempo an on a blues, which is enough to little buys from those who dig the forceful, hard bop sound. It merits

THE JACKIE PARIS SOUND

(1-12") Fast-West 4002

Normally identified as a jurz chanter, Paris here seems to make a determined bid to expand his appeal into the pop field. Easy-going, flexible vocal styling of the Paris talent could easily step in that direction with this set, which includes "It's Only a Paper Moon," "This Year's Kisses," sic. For the most part, a guitar, buss and drums backing is featured with Eddie Wasserman blowleg occasional tenor sax spots. Good mood lazz material that some focks will also find us their liking. Good

HAVE YOU MET INEZ JONES? (1-12") Riverside RLP 12-819

Miss Jones, a West Couster from the Frisco area, makes a pleasant lazz vocal bow with this set. She has a fairly high pitched set of pipes which are used to advantage in a husky way on tunes such as "Mesonlight in Vermont," and an uphrat "Poor Busseefly." Gal shows considerable drive on the majorial and gets excellent suppart from a rhothm backing which spotlights Oscar Moore on guitar, Appealing set has an interesting arty cover.

THE PRESTIDICITATOR

The George Wallington Quintet (I-II") Engl-West 4004

Clean modern sound is the fearner of this set. Actually most of the numbers feature four players. Only two of the seven tracks spotlight the spliniet. Walllegion on plano is complemented by J. R. Monterose, tenor; J. Lloyd, buss trumpet; N. Brabulas, drums and Teddy Kotick on buss, Wallington's attack is more concerned with harmonic than metodic development. The group sounds most at home on one of Wallington's griginals, "Composit" at the Composer." Choice for mainstream buyers.

IT'S ALPHA FOR NEW YORK CITY DISTRIBUTION



... with Service

... with Promotion

... with The Hits

... with Quality Labels

DISTRIBUTING CO.

457 W. 45th St., N. Y. (Circle 7-6177)

and our Thanks to the DJ's, Manufacturers, Dealers and One Stops who have made it possible for us to be FIRST. JOHNNY HALONKA HARRY APOSTOLERIS

GREETINGS TO THE M.O.A.

from the West's leading independent distributor

CENTRAL RECORD SALES CO.

2100 W. Washington Blvd.

Los Angeles 18, Calif.

JIM WARREN & JACK ANDREWS

L.A. MUSIC SALES COMPANY

is proud to announce the opening of its new offices located at Los Angeles 18, Calif. 2100 W. Washington Blvd.

EXCLUSIVE DISTRIBUTORS for KAPP, LIBERTY & SOMERSET RECORDS

JIM WARREN . Phone REpublic 1-2247



TITLE STRIPS (ALL LABELS) TITLE STRIPS (LOOK TYPED)

One Stop Record Shop

TITLE STRIPS (IN COLOR) TITLE STRIPS (FREE)

ONE STOP (ALL LABELS) ONE STOP (SAVES TIME)

One Stop Recard Shop ONE SHIPMENT (SAVES MONEY) ONE ARGUMENT (SAVES ?)





OPEN 10 AM TO MIDNITE TUlane 3372 ALL PHONES

One Stup Recard Shap

330 SO. RAMPART STREET P.O. BOX 1418-NO. LA

67,000 ACTIVE BUYERS read The Billboard Classified columns each week

Reviews of New Pop Records

• Continued from page 108

thru with his own special singing style on this pretty ballad while the combo backs him with a best. Flip is stronger. (Medalon, ASCAP)

TULIE JOYCE

DESIGN 812-Miss Joyce offers a mouningful thrushing stint on this weeper waltz. Good performance with choral support rates spins. (Marks, BMD)

A Little Less Talk, a Little

More Action 74 After a rather offbeat spoken opening, this side swings into a rocker novelty kick. It has a good lively sound and a danceable beat. Could move if exposed. (Round, BMI)

DON SARGENT

RCA VICTOR 7241-Folkish medium-beater is warbled to good effect by the chanter. It can do buisness, (Raphuel, ASCAP)

Ten Minutes to Heaven 74 Moderate tempo rockabaliad is readered nicely by Sargent with good ork support from Shorty Rogers. Plip appears alightly stronger, (Mack Martin, BMI)

HMMY BREEDLOVE

EPIC 9270-Breedlove turns out an emotional vocal job on a ballad with fairly link ork support. Worth a hearing. (Hill & Range, BMI)

Could This Se Love 72 Breediove gets a sound of the '20's on this ricky tick tone in a soft shoe type tempo. Not his best effort. (Brenner & Lowell, BMI)

JOE DU'AMBRA

K.55

ABC-PARAMOUNT 9917-Sus is the

gal that Joey goes for and he sings about her with footing on this attractive new rocksballad. He is supported by a good guitar sound. Has potential. (Longhorn, BMI)

Come Back A-Little Mama 73 "Come back, little mama, I need you," cries the chanter on this rockin' side. Pilp is more attractive. (Longhorn, BMI)

AL HENDERSON

EAST WEST 113-Henderson shouts to "Mary Jane" in blues stroll beat sell this one. Fine reading that can go. Watch this. (Cana, BMI) Ding Dong Dandy 73

A good swinging, pounding blues by Henderson. A solld reading by the cat and the backing group. This could move, too, (Casa, BMD)

SAMMY GOWANS

UNITED ARTISTS 114 - Frantia vocal by Gowanz on a rocker-bluss. The dancesbie side could move. (Unart, BMI)

Kissin' at the Drive-Lt.... 73 Rockabilly blues is given a listenable belt by Gowans with rhythmic padding. Some cols possible. (Atlantic,

JIMMY LEE

APOLLO 525-Listenable rockabilly effort is sung with spirit by Les, helped by a vocal group and a listenable arrangement. Side has a chance for some action if exposed, (Bess,

Intermission 72

He saw his girl friend with another gur at intermission of the movie show sings Lee on this pleasant rockaballad, Nice side. (Bers, BMI)

Now in New York!-

G & H MUSIC PUBLISHING HOUSE, INC.

Douglass "JOCKO" Henderson, President

OFFICES: 1674 BROADWAY, NEW YORK CITY, N. Y. TEL: CIRCLE 7-3204 1510 FAIRMOUNT AVE. PHILADELPHIA, PA. TEL.: POPLAR 3-6021

New York's "Superior" Record Distributor SUPERIOR RECORD SALES CO., INC. 767 Tenth Ave., N.Y.C. Circle 5-3655

SAM WEISS, Pres. Don't Ask us, Ask our Manufacturers

ARGO GONE END

VEE JAY

OLD TOWN PROMENADE **COMBO**

LAMP BULLSEYE SINGULAR

COED

TAMPA KENT TIP-TOP BOW COSMIC

IDEAL RECORD PRODUCTS, INC. AL LEVINE, President

549 W. 52nd Street New York 19, N. Y. JUdson 2-1441

'New York's Fastest Growing Distributors of Phonograph Records and Accessories"

Business Is Good Thank You

Al Sherman Record Sales Co., 2818 W. Pico Blvd. L.A.

67,000 ACTIVE BUYERS

The Billboard Classified columns each week

CAPITOL 3969-A novel treatment of the popular tens-age thome. Lyris and musical arrangement very amart and different. Deelays will find this a real change of pace. (Bourse, ASCAP)

A Lover Can Tell 71 Interset combination of ballad and rock and roll influences here, Tasteful lyris. (Bourne, ASCAP)

CAROLE KING

The Right Girl78 ABC-PARAMOUNT 9921 - Ballad gets solid reading from rich-voiced chick. Good wax. Some cola possible. (Pamco, BMI)

Goin' Wild 71

Chick's own rocker gets so-so lob, with author submerged in girl group, (North Forty, BMI)

RONNIE SELF

Big Blon' Haby75 COLUMBIA 41166 - He was standin' on the corner and then this big blon' baby walked by, sings Self, and we all know he flipped. Tune is x rockabilly item and Seif soils it well. Could attract loot, (Alamo, ASCAP)

Date Balt 71

On this side, which is not as strong as the flip, the Irad sings about a lass he calls "Date Bult," Girls group squeaks behind him. (Cedarwood,

LARRY KIRBY

Lucianne 78 APOLLO 526 - Nice country style ballad is sung with much feeling by Larry Kirby on this new release, backed by the Markees and the combo, Has a chance, (Bess, BMI) Sweet Shop 78

Okay rocker is sold nicely by the chanter but the groove is well wors. (Bess, BMI)

ERNIE PELICE

Hot Spell74 RCA VICTOR 7236-From the Paramount film of the same title comes the song, which is unusually good material. As sung and produced hers, it keeps building. Adole face; merits play. (Famous, ASCAP)

So Young So Fair 74

Quality belied. Agets as adult cutting that teen side. Sung very well and mecha play, (Spier, ASCAP)

RAY STEVENS

Chickie-Chickie Wah Wah74 CAPITOL 3957-The nonsense tide trend continues with this rocker. Chanter makes pleasant disk debut. Side could go if exposed (Kernery,

Crying Goodbys 73 Rockshallad gets nice delivery by Stevens and combo. (Lowery, SMD)

JIMMIE HELMS

It Was Ours74 EAST WEST 114-Helms comps thru with a strong reading of a driving rhythm tune helped muckly by a awinging ork arrangement. Side has a chance if it can got exposed. (Marlow-Progressive, BMI) Senior Class Ring 72

Holms handles this sad tune about a senior class ring nicely over a listenable ork arrangement. (Mariow-Progremire, RMI)

CATERINA VALENTE

Mine, Mine, Mine74 DECCA 10629-An interesting gimmicky scho sound adds interest to this good reading by the thrush, It's in three-quarter time and has so Alpina feeling. Good program potestial that could sell with exposure. (Robbins, ASCAP)

Be Mine Tonight 72

The Deutsche Gramophon fiddles shimmer in this big Latinish arrangement behind Miss Valegra's fine chirping. Side is worth jock attention, for bright programming (Peer, BMI)

DICK HYMAN & THE PEPPER SISTERS

Ya Ya74 M-G-M 12646-Side features Hyman's classy plano on a ricky tick type tune with girls' voices chiming in with the "ya ya" bit periodically. There have been others like this around lately but this one could stir some noise, (Cromwell, ASCAP)

My Goodness 71 Chicks in the backing lead an in-

teresting sound to this side with fiar background support from Hyman's plano and instrumental group. Pale prospects. (Cromwell, ASCAP)

Reviews and Ratings of

CLASSICAL ***

MOZARTI CONCERTOS NOS. 14 & 21 (1-12")-Paul Badara-Skoda, Piano with Vienna Konrerthaus Orch. (Badura-Skoda). Westminster XWN 18661

Pianist plays with high skill and intensity of expression. He also leads the orchestra, integrating the two roles without sense of strain. Altho Concerto No. 14 has fair amount of competition, this Issue promises to assume solid position.

(1-12" -- Paul Badurz-Skoda, Plano with Vicona Konzerthaus Orch. (Badura-Skoda), Westminster XWN 18662

Two of Mozart's most important conpertos are performed with nice feeling and fluent style by Badura-Skoda who also conducts the orchestra from the keyboard. Althe other good versions exist, present combination can win substantial sales,

STRAUSS: TILL EULENSPIEGEL, DON JUAN, ROSENKAVALIER BUITE (1-12")-Philharmonic Symphony Orch. of London (Rodzinski). Westminster XWN

full of tension but disciplined nevertheless. The sound is excellent, as it was in the Laboratory Series packages from which these perfromances were transferred, Competition is numerous, but present have has good chance.

ROSTROPOVICH (1-12") - Westminster XWN 18638 The excellent Russian 'cellist in a recital

of shorter works that emphasizes the virtuoso's lyrical talents. Pieces are contributed by Chopin, Borodin, Glazoumov, etc. Altho solo instrument is fairly well recorded, sound varies in different selections, which use various accompanists. The few preheatral backings are weak.

A SONG RECITAL (1-12")-Rita Streich, Soprano, with Erik Werha, Piano. Decra

Soprano combines ravishing sound with accurate intonation and well-considered interpretations. Her program is divided among songs by Schubert, Wolf, R. Strauss and Milhaud, together with a group of folk songs. Altogether, a fine example of artistic singing that will appeal to the singer's followers and vocal fans in general,

CLASSICAL **

GOETHE SONGS (1-12") - Irmgard Secfried, Soprano with Erik Werbs, Plano.

Decca DL 9974 Interesting programming idea assembles settings of Goethe's poems by Mount, Bosthoven, Schumann, Schubert and Wolf. The latter two composers alone account for fourteen compositions that blend text and

melody with rare soccess. Secfried delivers sonsitive performances, marked by insight that more than compensates for some lack of sensuous sound.

BALLET AT THE OPERA (1-11")-Vienna State Opera Occh. (Aliberti). Westminster. XWN 18681

Some highly popular operatio ballet sequences are brought together here for a disk that could have wide and lasting appeal. Sound is fine, but interpretations are routins. Pavorites include Poschielli's MOZARTI CONCERTOS NOS. 19 & 24 "Dance of the Hours"; Gound's "Ballet Music From Paust"; Verdi's "Triumphat March and Ballet Prom Alda"; 52. Saen's "Bacchanale From Samson and Delliah"; and Rimsky's "Hymn to the Sun" and "Le

> MOZARTI PIANO CONCERTOS NOS. 17 & 21 (1-12")-Andor Foldes, Plane With Berlin Philharmonic Orch. (Lebmann & Schmit), Decca DL 9973

Foldes plays very adrollly, but he may be found wanting in profundity by some. Orchestral accompaniments vary in quality, sometimes failing to encourage pace of music. Serious competition will limit asles, These are high-powered interpretations, but attraction of strong works can find

> THE FIRST INTERNATIONAL CON-GRESS OF ORGANISTS VOL. II (2-12") -Robert Baker & C. H. Trevor, Organists, Mirrosonic DRE 1084

Second release documenting 1957 Congress offers two recitals on contrasting English organs. Dr. Baker, American organist, exploits full resources of London's Temple Church with special attention to colors of various stops. English counterpart, Mr. Trevor, makes knowing use of modest resources of St. Sepuichre's in program favoring older music. Set will appeal to professionals.

SCHUBERT: UNFINISHED SYMPHONY; BRAHMS: HAYDN VARIATIONS (1-11")-Herlin Radio Symphony Orch. (Friesay). Decca DL 9975

Latest addition to overcrowded list has small chance of displacing competition. Pricesy's rendings are competent and wollcontrolled, but lack the poetry and animation of some other versions.

SEMI-CLASSICAL ***

POP PIAND CONCERTOR Semprini With Abbey Orch, of London ANNIAN BERREIN (1-11") Capital T 19144

Several well-known classical and semiclassical concerios are masterfully presented by Semprini with symphony ork support. It's a beautiful mood set with appeal to a wide group of buyers. A good late hour album for locks. Attractive cover adds to over-ell appeal of set. This should be a strong lism.

ANGEL SISTERS

CUH 1200-The chicks have a co sound on this calypso melody. A male artist has a counter melody. It plugged, this might go. (Gelf, RMI)

Why Doesn't He Ask Mc? 71 A ballad with rhythm ork support is sung to good effect by the chicks to has a merrage for teens and this has a chance, too. (Gulf, BMD)

THE FOUR J'S

Be Nice UNITED ARTISTS 125-Rocker pela refined performance from lead, with strong group support. Can do beatness. (Atlantic, BMI)

Rock and Roll Age 71 Rocker with philosophic lyric "We're at that young, cool stage" is sincerely done by lead and group. (Aftertie-

THE BIKINES

ROULETTE 4073-The South-of-timborder tune is on a "Tequila" kick The side moves, (Kahl, BMD)

Boogle Rock and Ratt....70 Boogle woogle thems is done in conventional rock and roll fashion. Fair potential (Kahl, BMB)

MAX BYGRAVES

LONDON 1801 - Bygraves, a top

(Continued on page 115)

MELODY RECORD SUPPLY CO.

N. Y.'s Oldest Independent Distributor

Covering greater N. Y .-All Record Shops-

Dept. & Chain Stores

to handle 2 additional raputable Pop & LP Lines

6 Salesmen-Full time promotion man

MORTY KLINE

will attend MOA convention and can be contacted at the Palmer House.

693 TENTH AVE., NEW YORK CITY Circle 7-3527

Cash Box Spotlights BEST BET in POPS

"JUST AROUND THE CORNER"

\$1535 with Clarence Palmer &

THE JIVE BOMBERS

RECORD COMPANIES

If you are interested in having your labels distributed in our area, write us.

GATEWAY RECORD DISTRIBUTORS 502 N. Highland Ava. Atlanta 6, Ga.

RELIABILITY-QUALITY RECORD PRESSING Originators of the Patented rim drive: thick-thin

type record RESEARCH CRAFT CO. 1011 NORTH FULLER HOLLYWOOD 46, CALIF

5 for \$1.00 **NEW 45 RPM RECORDS** \$17.00 per 100 25% deposit with order.

PLAYTIME RECORD SHOP 3425 Broad Ave., Althona, Pa. THE RESERVE OF THE PARTY OF THE



368 N. Wallash

Another "Silhouettes"

RAGS TO RICHES"

The Rays

Cameo 133

CAME O

ANOTHER DAVY CROCKETT "ZORRO"

> THE CHORDETTES Codence \$1349



STILL 89c

Jackie McLean-Lights Out 46-105 Red Gartend-Blue Red 46-106 Paul Quinishette-Blue Dets 45-107 John Coffrane-Time Was 45-108 Sonny Rellins-St. Thomas 45-108 Red Garland-Please Send Me 48-T19 Kanny Burrell-Don't Cry Baby

modern jazz begins on 447 WEST SOIN STREET, NEW YORK



639 Truth Air. DOWN YOUR 36, TE. T. Plaza 7-1977 2232 Fifth Ave. Pittibirgs, Fx. Name 1-9323

577 Windsor St. Hartford, Conn. Mckson 5-1147 221 Frelinghigten Ave.

DISTRIBUTORS THE PERSON OF TH

Newack, N. J. Rigelow 3-1155

"DARLING IT'S YOU"

sung by THE ADELPHIES

Rim \$2020 is beginning to step out! D.J.'s: Write for your free

samples.

Distributors: Territories Open RIM RECORDS

1293 Deen St., Brooklyn, N. Y. REAL PROPERTY AND PROPERTY PRO

Going Great! Blind Artists, April 2 and B

When Hom and Pop Started to Rock No. 408-Order Nami M.C.M. RECORDS

• Reviews of New Pop Records

· Continued from page 114

British music hall performer has the eriginal of the time; complete with soft show routins and audience applaute. Germe version, however, la off to a strong start. (Leeds, ASCAP) Tollys from Ameterdess 70

A walte time is given a pleutant Vanelvilleun reading by Bygraves. Attention would be centered on the flip, however, (Nikorski, RMI)

CONNIE BRANAM

PEF 117 - Rhomes blurs, with a giving bucking, it kittly spiritedly here by the warbler, Side has a sound and sould get some lest if expoord. (Pumper, BMI)

New Treat No Like a Foot ... 70 Blues effort, with triplets in the backing, is said in okay style by Branam on this new release. Siyle is like the eld Fatt Domino, (Pamper, RMI)

JOE McCOY & HIS REAL McCOYS

HARRA 6115-Tune is similar toone done by Little Richard, and McCoy's style is akin to Richard also, Tune is a blues with wild instrumental segs and good shout chanting by McCoy. (Ludlow, BMI) Ton Much Goin' On ... 66

Another blues, in faster tempo but inferior material: Fair sound but flip packs more interest (Ludlow, EMI)

HOB JAXON

RCA VICTOR TING-A rock and roller. Vocal is of the rockshalled type; backed with good guitar rhythm and an unobtrustve chorus. (Roosevelt. BM1)

For the Love of You 73 A change from the flip. A waitz, with touches of rock and roll in the instromental arrangement, which is smartly done, (Felit, ASCAP)

PAUL MISRAKI

Main Title and Brigette's Mambo73 DECCA 3646-Provocative theme is from the Brigette Bardot flick, "And God Created Woman." It's a wellorked instrumental, and could score with jocks, (Rayven, BMI)

Michael's Theme 73 Lovely medium tempo melody le a theme from "The Young Lions." The taxtily done side is also an attractive ftem. (Robbins, ASCAP)

DONNY & THE DUKE

M-G-M 12641 - A rocker-blues is given a nice belt by the pair. If exposed, this could attract, (Selma,

Waddyn Say 72 A medium-best rocker is presented with appeal by the duc. Honking tenor is featured on the reprise. (Selma, BMI)

LERGY HOLMES ORK & CHORUS You Can't Take Texas Out of Me?3

M-G-M 12645 - March-like tone is song by a male chorus with brass and drame featured prominently in support. It can do business. (Rickl., ASCAP You're My Love 72

A male chures softly renders the pietty ballad with concerto-type piano in support. Good jeckey item for adult programming segs. (Robbins,

SEEGGER RYAN

Tiger Rag JUDSON 604 - The fine standard penned by the members of the "original Disiciand jazz band" is from Ryan's album "Slupper Ryan Plays Honky-Tonk Franc." The driving sayle and the tricked up plane will help this on boxes. (Felst, ASCAP) 20-Da 71

Same comment. (Faist, ASCAP).

JEEF SMITH

73 RADIO 105-A good swinging blues rocker, based on the current apparel fast, Largely instrumental, the side rostaies unintelligible vocal spots. Side has a lot of life and rates spins. (Dandelion, RMI)

The second disk of this interesting idea now on the market. It's a square dance idea with a caller plus the flavor of rock and roll that's in the spetlight. Good Instatent rhythm from has a bright sound. (Khb, BMI)

RCA VICTOR 7238-Pretty rocksbailed with excellent guitar support is given a nice workout by the artist. Fair chances. (Figure, BMI)

You'd Better Move 71 Fast-moving rocker is taken at a shuffling puce. It can attract, (Fig-

DICK WILLIAMS

DECCA 10636 - Here's a dualtrack vocal by the new artist on a country flavourd medium-bust tune.

Very pleasons tolent, (Piness, ASCAP)

Crybe' the Blues ... 69 An okay bisesy balled gats a nice reading by Williams with alto saxfeatured to the backing, (Wildraf,

THE MEDALLIONAIRES.

MERCURY 71309-Slow rockaballed is softly chanted by the lead with echoes by a labello tenny, Possibilities in pop and c.Ah. marts, (Pure,

Yess-Age Caravan ... 70 An interesting miner theme with an Oriental flavor that tells of preparation for a party, Tempo charges toa stroff for part of the side. (Pure,

THE SMEED TRIO

TIARA 6116-As infrequently revived standard by the Latin-dialect vocalgroup. Group works against a combination Latin, rock and roll backing. An interesting side and something could happen if it's played and punhed, Ghapiro-Bernstein, ASCAP) When7 70

The boys belt out this pleader balled with suitably bleeding tones. Accent is on harmony in the tripler-backed rock and roller. A different sound. (Torch, ASCAP)

TERRY DALY

MARK 122-Blues-based rocker gets acreaming treatment by Daly, Rates loke plays, (Margol, BMI)

Why Did This Happen 68 Rockaballad with vocal gimmick gets. fair job from chanter and male group, (Margol, BMI)

THE FOUR KNIGHTS

If You Ever Change Your Mind 23 CORAL 61981-Medium paced ballad effort with a pleasant job by the lead, backed with batance of group plus fem chonn. Tune has a familiar melody. (Weiss & Barry, BMI) Yes I Do 65

A fairly palled hailed about "walking down the zhie," etc. Doein't figure as a contender. (Peer, BMI)

FOUR TEMPTATIONS

ABC-PARAMOUNT 9920 - Rocksrhumba has a fair sound from male greup and combo. Bears watching. (Pamco, BMI)

Rock and Roll Baby 72 Driving rocker is nicely handled by lead and group, with guitar solo work, Can do some hosiness. (Pameo,

THE MARKERS

GONE 5028-A sprightly, gospel-type rendered with appeal by the muchrecorded arrists. Plucked string and handelappin' support lend good assistance. (RealGone & Kenny, BMI) Special Delivery 72

A pretty rockabullad is nicely chanted by the lead with good group assistance. (Real-Gone & Kenny, BMI)

ROSEMARY CLOONEY & JOSE FERRER

M-G-M 12654-From the duce' album of "On Captain" on the label comes this single with two songs from the show, It's a good deciay platter and could help the album sales. (Livingsion & Evans, ASCAP)

Morning Music of Montmarte....72 Same comment. (Livingston & Evans, ASCAP)

CHUCK-HOWARD

Can't You Tell?2 PORT 70002 - Rockaballad with country flavor gets sincere performance by chance. Coin possible in c.Aw, market, (Sage & Sand, SESAC) Crazy, Cruzy, Haby 71

Rhythm tune gets a disjointed arrangement difficult for dancing. The group makes nice vocal noises. (Sage & Sand, SESAC)

SEUGGER BYAN

JUDSON 003-This item is from the album "Stagger Ryan Plays Honky-Tena Piano" and it's a good exhibition of the same. The plane is all tricked up and Ryan is supported by drums and buss. Good luke was. (Surrey, ASCAP) Slugger's Blucy 70

A blues by the Mogger, also from the same album, (Survey, ASCAF)

TOMMY SHEPRARD ORK Chilli-O-Kutle-O

PHONOGRAPH 1622-The turn has a south-of-the-bender twang. The cha cha cha instrumental is nicely treated with an emphasis on brass. Good derity item. (Kelth, ASCAP)

Holl Dem Bones ... 70 Swingin' arrangement on a medium beat name. Hip jocks will go for this. (Ken-Rose, BMI)

(Continued on page 119)

Thanks, Ops-

For making us one of the 2* Best Distributors in the Southwest.

SID TALMADGE . BOB STERN

RECORD MERCHANDISING CO., INC.

2580 W. Pico, L. A. 6. Calif. . DUnkirk 5-3451-3

* The other distributor doesn't sell recurds -- 1

GIVE YOUR LABEL EVERY OPPORTUNITY FOR MAJOR LABEL COVERAGE BY A SALES FORCE EQUIPPED TO GIVE YOU CONCENTRATION

> THE WEST'S MOST PROGRESSIVE INDEPENDENT DISTRIBUTOR!

> > Frank Donovan, Mgr.

UNIVERSE RECORD DISTRIBUTORS, INC. 2542 W. Pico Blvd., Los Angeles 5, Calif. Phone: DUnkirk 5-6117

To SELL Records and To PROMOTE Records

. . . in the West It's:

SUNLAND MUSIC CO., Inc. 1310 S. New Hampshire Ave., Los Angeles 6, Calif. Phone: DUnkirk 5-7311



WANTED

MASTERS

Every tape or dome sent to us is given an cornect audition. We definitely want to buy some good, saleshie maDISTRIBUTORS

We have a few choice areas still open for slort distributors. Write-wirephone

CURRENT "SLEEPER" RELEASE:

NICK ALEXANDER

"I CAN'T STOP CRYING FOR YOU"

"THE LADY IS A TRAMP"

ADORA SA-1003

A-DORA RECORDING COMPANY 383 Hudson Avenue, Rochester-S. New York

Your ticket to SALES RESULTSthe advertising columns of THE BILLBOARD!

FOR SURVEY WEEK ENDING APRIL 14

This Week's C&W Best Buys

IACQUELINE (Columbia, ASCAP)-Bobby Helms-Decca 30619-The side is strong in all of the major c.c.w. marts. It's also doing well in pop marts. Flip is "Living in the Shadow of the Past" (Columbia, ASCAP). A previous Billboard Spotlight pick.

Review Spotlight on . . .

C&W RECORDS

CARL SMITH

Goodnight, Mr. Sun (Peer Intl., BMI)

Guess I've Been Around Too Long (Cedarwood, BMI)-Columbia like to visit their hometown. First 41170-Top side has the artist on a great reading of a honky-tonker. prize will be two tickets to any-Solid piano and guitar support are effective. "Guess" is a ballad where in the U. S., via United that is chanted in more of a pop vein with support from a fem group. Strong wax.

BILL JUSTIS

Scroungie (Hi-Lo, BMI) Wild Rice (Knox, BMI)-Philips International 3525 See review in Pop Spotlight section.

C&W TALENT

BILL PINKY

After the Hop (Hi-Lo, BMI)

Sally's Got a Sister (Knox, BMI)-Philips International 3524 See review in Pop Spotlight section.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 26

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- I. Wear My Ring Around Your Neck Elvis Presley, Vic
- 2. Stuleway of Love, Marty Robbins, Col. 3. Just Married, Marty Robbins, Col.
- 4. Breathless, Jerry Lee Lewis, Sun

Dallas-Fort Worth

- 1. Oh Lonesome Me, Don Gibson, Vic.
- 2. Stairway of Love, Marty Robbins, Col. 3. Ballad of a Teenage Queen
- Johnny Cash, Sun
- 1. All I Have to Do Is Dream
- Exerty Brothers, Cdc. a. I Can't Stop Loving You
- Kitty Wells, Dec.
- 7. Is It Wrong, Warner Mack, Dec. 8. Blue Grass Skirt, Hank Locklin, Via.
- 9. It's All Your Fault, Ray Price, Col.
- 10. She's No Angel, Kitty Wells, Dec.

Houston

- 1. What Makes a Man Wander? Jimmie Skinner, Mer.
- 2. Staleway of Love, Marty Robbins, Col. 3. Curtain in the Window, Ray Price, Col.
- 4. Color of the Blues, George Jones, Mer. 5. All I Have to Do Is Dream
- Everly Brothers, Cdc. 5. Oh Lonesome Me, Don Gibson, Vic.
- 7. It's a Little More Like Heaven
- Hank Locklin, Vic.

Memphis

- L. What Makes a Man Wander? Jimmie Skinner, Mer.
- 2. All I Have to Do Is Dream
- Everly Brothers, Cdc.
- J. Oh Lonesome Me, Don Gibson, Vic.
- 4. Stairway of Love, Marty Robbins, Col. 5. Send Me the Pillow You Dream On
- Hank Locklin, Vic.

Nashville

- I. Oh Lonesome Me, Don Gibson, Vie L All I Have to Do Is Dream
- Everly Brothers, Cdc.
- 3. Just Married, Marty Robbins, Col. 4. Wear My Ring Around Your Nock
- Eivis Presley, Vic. 5. Send Me the Pillow You Dream On
- Hank Locklin, Vic. 6. Stairway of Love, Marty Robbins, Col.
- 7. Curtain in the Window, Ray Price, Col.
- 8. Ballad of a Teenage Queen
- Johnny Cash, Sun
- 4. Stop the World, Johnnie and Jack, Vic. 9, I Can't Stop Loving You
 - Kitty Wells, Dec. 10. What Makes a Man Wander?

Jimmie Skinner, Mer.

New Orleans

- L. Oh Lonesome Me. Don Gibson, Viz. 2. Wear My Ring Around Your Neck
- Elvis Presley, Vic. 3. Railad of a Teenage Queen
- Johnny Cash, Sun
- 4. Your Name Is Beautiful Carl Smith, Col.
- 5, Send Me the Pillow You Dream On Hank Locklin, Vic.
- 6. You'll Come Back, Webb Piercs, Dec.
- 7. Geisha Girl, Hank Locklin, Vic. 8. Stop the World, Johnnie and Jack, Vic.
- 9. Stairway of Love, Marty Robbins, Col.
- 10. She's No Angel, Kitty Wells, Dec.

St. Louis

- 1. Oh Lonesome Me, Don Gibson, Vla, 2. All I Have to Do Is Dream
- Everly Brothers, Cdc.
- 3. Wear My Ring Around Your Neck
- Elvis Presley, Vic. 4. Breathless, Jerry Lee Lewis, Sun
- 5, Send Me the Pillow You Dream On
- Hank Locklin, Vic.
- 6. Just Married, Marty Robbins, Col.

Reviews of New C&W Records

JIMMIE SNOW

RCA VICTOR 7234-Country ballsd is well done by singer and choir, Action possible if side is exposed, (Silver Star, BMI)

ing by Snow, with good chorus back-

Roles of Love 75 Uptempo item with a novelty idea in bric is given a busy, danceable read-

ing. (Silver Star, BMI)

par. BMII)

HMMY MARTIN Sophranie 76 DECCA 30613-Lowdown hoedown gets solid reading by chanter, with vivid dance beat, Rates spins. (Co-

Ocean of Diamonds 74 Traditional sound on this country walte is delivered by singer, with

good group support, (Cajus, BMI)

BILL MONROE

- DECCA 30647 - Bustling hordown gets warm delivery by Monroe and much fiddle action. Action possible. (Cedarwood, BMI)
- Sally-10 72 Another busy bordown with lots 20ing on in the band. (Acuff-Rose, BMI

THE BURNETT BROTHERS

My Honey74 IMPERIAL 5509-A bright bouncer tells about what happened to their "honey." A cute side with lancy picking by guitarists. Idea was interest which could get spins. (Travis,

Warm Love 71

The duo in an uptempo slotting here in a rural fashion. Good guitar spot in the break but the tune is not the greatest. Cats have a fair sound, (Travis, BMI)

MIKE MILLER & JACK CASEY

- 1 Need You, Sweetheart. 73 CAMEO 137-Hill-type harmony on this hordown by two cats who are sincere. Some coin possible, (Tannen, BMD
- Don't Mess Up My Hair 71 Upbeat country blues gets nice reading by duo for mild effect. (Tannen,

LEWIS PRUITT

PEACH 701-Listenable country norelty is sold with feeling by the lad, belped by a vocal group and fiddles. May get country spins. (Golden State, BMI)

Pretty Baby 70

This aide is more rockabilly. Lew Proitt sings it well and he is supported with drive. (Golden State,

The following records, also reviewed by The Billboard music staff, were rated 70 or less:

RAY LUNSFORD: Shelia/Tragedy of School Bus 27-Excellent 400 NED MILLER: Gypsy/With Enough Love-Radio 105.

FOLK TALENT AND TUNES

Continued from page 9

"Country America," beamed Saturdays, 7-8 p.m., over KABC-TV, Los Angeles, is co-sponsoring a Win - a - Trip - to - Your - Hometown Contest with TV-Radio Life Magazine during May to celebrate the show's first birthday on the air. Viewers will be asked to write in 25 words or less why they would Airlines, plus \$100 in eash. Merchandise awards will be made for second and third place. Contest begins with the May 5 telecast and closes Jime 5. Winners will be announced in the TV-Radio Life issue of June 21.

The Hank Snow show, featuring Hank and His Rainbow Rangers, Wilma Lee and Stoney Cooper and Cowboy Copas, begins an extended tour at Billings, Mont., May 6. The trek, with few exceptions, will be confined entirely to Canada. Complete itinerary is as follows: Billings, Mont., May 6; Camrose, Alta., 7; Edmonton, Alta., 8; Calgary, Alta., 9; Lethbridge, Alta., 10; Saskatoon, Sask., 12; Regina, Sask., 13; Brandon, Man., 15; Ft. Williams, Ont., 16; Fort Francis, Ont., 17; Sault Ste. Marie, Mich., 19; North Bay, Ont., 20; Sudbury, Ont., 21; Schumacher, Ont., 22: Hamilton, Ont., 23: Petersborough, Ont., 24; Niagara Falls, N. Y., 25: Windsor, Ont., 26; London, Ont., 27; Kingston, Ont., 28: Ottawa, Ont., 29; Brockville, Ont., 30, and Toronto, Ont.,

The California All-Stars, new Western band organized by J. E. (Red) Swarr, made their debut April 26 at Ontario, Calif. Combo features Larry Solomon on lead guitar; Nancy McMullen, rhythm and vocals, and Joy Anne, steel guitar, Marty Beckman doubles as drummer, singer and emsee. Lea Tiner is featured vocalist. Al Miniz, heard on Sage Records, and Janie Black, of "Hometown Jamboree," were special guests at the opening stand. Muniz works the Shamrock Club, Lomita, Calif., each Saturday and Sunday . . . Sonny James was a recent guest on "Gulf Coast Jamboree" on KFDM-TV, Beaumont, Tex., where he sang for the first time on TV his latest Capitol recording, "Let's Play Love."

Floyd Tillman, while in Fort Worth recently for a guest shot on "Cowtown Hoedown," collaborated with Lawton Williams on two new tunes. Williams' latest release on RCA Victor is "Casino On the Hill." "It's the best thing I've ever made," writes Lawton. "I'm sure it's Chet Atkins' guitar-picking that people like about the record." . . . A new rockabilly trio comprising Bill Anderson, of WJJC, Commerce, Ga.; Chuck Coddard, of Trepur Records, and Dickie Henderson, young drummer, has been working personals thru Georgia in recent weeks, including two stop-offs at "Georgia Jubilee," East Point, Ga. Anderson's newest release on the TNT label couples "No Song to Sing" and "City Lights." Deejays may obtain a copy by writing to TNT Records, 1422 W. Poplar Street, San Antonio.

"Gulf Coast Jamboree," with Rick Johnson, Comet recording artist; the Chelette Sisters, the Music Makers, Geneva Higginsbotham, and emsee Ken Ritter, is now being carried simultaneously

C&W Best Sellers in Stores

RECORDS are ranked in order of their current national sciling importance at the

retail level, as determined by The Billboard's weekly survey of dealers thruster the nation with a high volume of sales in thythm and blues records. When significent action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side 1. OH, LONESOME ME (BMI)-Don Gibson...... 1 I CAN'T STOP LOVING YOU (BMI)-Vie 7133 2. STAIRWAY OF LOVE (ASCAP)-Marty Robbins JUST MARRIED (BMI)-Col 41143 3. WEAR MY RING AROUND YOUR NECK (BMI)-4. BALLAD OF A TEENAGE QUEEN (BMI)-Johnny Cash 2 BIG RIVER (BMI)-Sun 283 5. ALL I HAVE TO DO IS DREAM (BMI)-Everly Brothers Claudette (BMT)-Cadence 1348 6. BREATHLESS (BMI)-Jerry Lee Lewis Down the Line (BMI)-Sun 288 7. STOP THE WORLD (BM1)-Johnnie and Jack 12 Camel Walk Stroll (BMI)-Vic 7137 8. SEND ME THE PILLOW YOU DREAM ON (BMD-Hank Locklin 17 Why Don't You Haul Off and Love Me (BMI)-Vic 7127 9. DON'T (BMI)-Elvis Presley..... I Beg of You (BMI)-Vic 7150 10. I CAN'T STOP LOVING YOU (BMI)-Kitty Wells ... SHE'S NO ANGEL (BMI)-Dec 30551 11. CURTAIN IN THE WINDOW (BMI)-Ray Price ... li's All Your Fault (BMI)-Col 41105 12. BELIEVE WHAT YOU SAY (BMI)-Ricky Nelson. ... MY BUCKET'S GOT A HOLE IN IT (ASCAP)-Imperial 5503 13. YOUR NAME IS BEAUTIFUL (ASCAP)-Carl Smith ... You're So Easy to Love (BMT) Col 41092 14. WHAT MAKES A MAN WANDER? (BMI)-Jimmie Skinner. We've Got Things in Common (BMI)-Mercury 71256 13. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)-16. CEISHA GIRL (BMI)-Hank Locklin 14 Livin' Alone (BMI)-Vic 6984 17. THIS LITTLE CIRL OF MINE (BMI)-Everly Brothers Should We Tell Him (BMI)-Cadence 1342 18. PINK PEDAL PUSHERS (BMI)-Carl Perkins 19 Jive After Five (BMI)-Col 41131 19. JUST A LITTLE LONESOME (BMI)-20. IT'S A LITTLE MORE LIKE HEAVEN (BMI)-Hank Locklin Blue Grass Skirt (BMI)-Vic 7203

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING APRIL 24

SIDES are ranked in order of the greatest number of plays on disk jockey radia. shows through the country according to The Billhourd's weekly survey of top disk jockey shows in all key markers. Week 1. OH, LONESOME ME-Don Gibson..... 1 Vic 7133-BMI 2. JUST MARRIED-Marty Robbins 3 Col 41143-BMI 3. BALLAD OF A TEENAGE QUEEN-Johnny Cash. 2 Sun 283-BMI 4. CURTAIN IN THE WINDOW-Ray Price 4 Col 41105-BMI 5. I CAN'T STOP LOVING YOU-Kitty Wells 5 Dec 30551-BMI 6. WEAR MY RING AROUND YOUR NECK-Elvis Presley..... Viz 7240-BMI 7. IT'S A LITTLE MORE LIKE HEAVEN-Hank Locklin. 8. STAIRWAY OF LOVE-Marty Bobbins 8 Col 41141-ASCAP 9. COLOR OF THE BLUES-George Jones Mer 71257-BMI 10. I CAN'T STOP LOVING YOU-Don Cibson 10 Vic 7133-BMI II. ONCE MORE-Roy Acuff II Hickory 1073-8MI 12. SEND ME THE PILLOW YOU DREAM ON-Hank Locklin 6 Vic 7124-8MI 13. BIG RIVER-Johnny Cash..... 7 Sun 283-BMI 14. WHAT MAKES A MAN WANDER?-Jimmie Skinner...... 12 Mer 71256-BMI 15. CRYING OVER YOU-Webb Pierce -Dec 30623-BMI





R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING AFRIL 26

ENCORPOS are ranked in order of their current national satting importance at the
mail level, as determined by The Billmound's weakly survey of dealers through the
matter with a high volume of sales in thythm and blues records. When significant
action is reported on both sides of a record, points are
unmblued in determine position on the chart. In such a

Weeks
this gass, both sides are listed in bold type, the leading side Last on

action is reputted on both sides of a record, points are		Weeks
the case, both sides are listed in bold type, the leading side werk on top.	Last Week	Chari
I. TWILIGHT TIME (BMI)-Platters	. 1	4
2. WITCH DOCTOR (ASCAP)-David Seville	. 2	3
3. ALL I HAVE TO DO IS DREAM (BMI)-	. 11	2
4. BOOK OF LOVE (BMI)-Monotones		5
5. HE'S GOT THE WHOLE WORLD IN HIS HAND	5	5
(ASCAP)-Laurie London		3
7. TEQUILA (BMI)—The Champs		10
8. WEAR MY RING AROUND YOUR NECK (BMI)-		
Elvis Presley	. 14	3
9. DON'T YOU JUST KNOW IT? (BMI)-Huey Smith	. 7	6
10. TALK TO ME, TALK TO ME (BMI)— Little Willie John	. 12	4
11. TO BE LOVED (BMI)-Jackie Wilson	. 13	3
12. LOLLIPOP (BMI)-Chordettes	. 9	8
13. JOHNNY B. GOODE (BMI)-Chuck Berry		1
14. FOR YOUR LOVE (BMI)-Ed Townsend		2
MY BUCKET'S GOT A HOLE IN IT (ASCAP)- Imperial 5503		3
16. WHAT AM I LIVING FOR? (BMI)-Chuck Willis HANG UP MY ROCK AND ROLL SHOES (BMI)- Atlantic 1179		1
17. WHO'S SORRY NOW? (ASCAP)-Connie Francis You Were Only Fooling (ASCAP)-M-G-M 12588	15	7
18. SWEET LITTLE SIXTEEN (BMI)-Chuck Berry Reello' and Rocking (BMI)-Chess 1683	. 8	11
19. WE BELONG TOGETHER-Robert and Johnny	1	1
20. EVERY NIGHT (BMI)-Chantels	1/2	3

Most Played R&B by Jockeys

Whoever You Are (BMI-End 1050

1. WEAR MY RING AROUND YOUR NECK-	11	2
2. TWILIGHT TIME-Platters	12	3
3. TEQUILA—The Champs	1	9
4. BOOK OF LOVE-Monotones	3	3
5. TALK TO ME, TALK TO ME-Little Willie John	7	2
6. LOOKING BACK-Nat King Cole	6	3
7. SWEET LITTLE SIXTEEN-Chuck Berry	2	11
8. DON'T YOU JUST KNOW IT?-Huey Smith		5
9. TO BE LOVED-Jackie Wilson		2
10. BELIEVE WHAT YOU SAY-Ricky Nelson	8	3
11. HAVE FAITH-Gene Allison.	15	3
12. WHAT AM I LIVING FOR?-Chuck Willis	-1	1
13. WITCH DOCTOR-David Seville		3
14. HE'S GOT THE WHOLE WORLD IN HIS HANDS-		
Laurie London	-	. 3
15. LOLLIPOP-Chordettes	0	

"HIT THE ROAD"
"HIT THE ROAD"
"ROAD RUNNER"
by Gus Jenkins
FLASH 5138
RESARING NATIONALLY
The Original
"DEAD"

Cadence 1345-BM1

"VOWELS OF LOVE"
by The Poets

PLASH \$129

FLASH RECORDS

WITH THIS ONE

"BABY WHAT AM I

GONNA DO"

b/w "SAY YOU LOVE ME"

SMOKEY ARMEN

and the SCHOONERS

CM-102

CM-

18 Highland Ave., Newsek 4, N. J.

THE RESIDENCE OF THE PARTY.

ON THE BEAT

· Continued from page 9

thing (marriage) was outlined by Tony Bennett in a tune with the lengthy title "From the Candy Store on the Corner to the Chapel on the Hill." Since then, there've been many others. Ferlin Huskey asked "What'cha Doin' After School?" Ricky Nelson had a high hit with "Waitin' After School," and Chuck Berry had "School Day," and "Sweet Little Sixteen," the latter closely related to the theme.

The traditional theme was voiced by Gene Vincent with "Walkin' Home From School," while Dave Rich had "School Blues." The Strollers discussed romantic conditions in a "Crowded Classroom," while the Fratemity Brothers gave the true picture about "Study Hall." Then there was "School Boy Romance," by Duane Hickman; "Hey, Little School Girl," by Tom and Jerry, and "Go On to School," by Jimmy Reed. A recent Dot record was dedicated to the emotional problems involved in "When You Went Away to School," while a duo called Monty and Freddie dealt with a rather bole topic, "I'm in Love With My Teacher."

The examples have no end. Where the trend may lead is any-body's guess. Of one thing there seems little doubt. The age of awareness seems to be rolling further back with each new disk. Romance, like rock and roll, is here to stay. And "Goin' Steady," as a number of disks have pointed out, is the thing, in the classrooms, study halls, recess periods and in the after-school hangout on the corner.

Little Richard may be gone, but he's not forgotten, nor will he be as long as his former label, Specialty, continues to release disks made by the chanter before his departure for the service of the Lord. A continuing raft of Little Richard type stylists will also never permit the loss of his image on the scene. Lately we've had

BOW RELEASES

"GOLLY GOSH OH GEE"
by Buzz Clifford
Bow 300

"WHY DID YOU GO"
by Rabbit & Geno

"THANK YOU"
by The Encores
Bow 302

"TRA LA LA LA" (I'm Years Tenite)
"YEAH YEAH ALL THE TIME"
by Ginny Angel

"SAZARAC"

"SHE'S MY BABY"

by Otis Banks &

Basic Banks Orchestra

PUM RECORDS, INC., INT. SECREMAN NO.C.

disks by Dick Bush on Era of "Hollywood Party," Chuck Wiley on United Artists of "Tear It Up," and "Shake Up the Dance," and the duo of Don and Dewey on Specialty, all of whom have a similar shatteringly frantic sound, Long live Richard the disk artist. He was truly a great cat!

Chess, Checker and Argo Records axis have added Singular Records to the fold. This was the label on which "At the Hop" by Danny and the Juniors first appeared. Initial release is "An Innocent Kiss," by the Tops. . . Lillian Randolph, famous in radio for a number of character parts including "Madame Queen" of the "Amos and Andy" show, has recording "Satellite Love," for Chock Records. . . Jimmie Rodgers of Roulette appears at the MOA Convention show, Thursday (8).

Cowboy Howard Vokes of New Kensington, Pa., has informed us of the workings of the American Folk Music Association. "The AFMA really

(Continued on page 119)

ARROW'S RELEASES

"HONKY TONK HOP"
"WONDERFUL YOU"
The Beau Bells

"TELL ME THAT YOU LOVE ME"
By James Lewis

"ROCKIN' THE RAG"

"I FORGIVE"

By Gloria De Marco

"IMAGINATION"

By Johnny Smith

at the organ

ARROW RECORDS, INC., 1857 BREADWRY NYC

Arrow 732



JOHN VINCENT

227 CULBERTSON AVE.

JACKSON, MISSISSIPPI

Exclusively

VIN RECORDS

Reviews of New R&B Records

DON AND DEWEY Justine 79 SPECIALTY 631-The chick doesn't treat him right-"likes to ball in the

morning and stay out late at night." Time is a driving blues, with a lot of beat and a shouled vocal, (Venice, BMID

Bbn Bam 75 Novelty lyric chanted by the duo, with heavily accented instrumentation and good work by the horns. (Venice,

BIG MAYBELLE SMITH Blues, Early Early (Part I & II)78 SAVOY 1536-A great performance by Big Maybelle and a carefully produced disk. Instrumentation behind Big Maybelle is full of color and mood. Lovers of the blues will play this many times, (Planemar, BMD

SHIRLEY AND LEE ALADDIN 3418-"Please don't go"

SURE FIRE! Nationally! "WE BELONG TOGETHER" Robert & Johnny I in New Orleans Soonl WOE, WOE IS ME" Bob Gaddy Starting in N. Y. & Philadelphia WALKIN' AND TALKIN' The Solitaires 'JINGLE, JINGLE" The Tremaines OLD TOWN RECORDS 1697 Broadway, New York, N. Y.

cries Lee as Shirley tells him she has to leave because he isn't true, Listenable rockabailad by the duo that will please their fans. They sing it with true sincerity. (Aladdin, BMI)

Everybody's Rockin' 76 A real rocker receives a solid reading from Shirley and Lee, over solid backing by the ork, Should get some action. (Aladdin, BMD)

JOHNNIE PATE

FEDERAL 12327-Tune, released a while back with the Mos Kaufman group gots a fine, awinging reading by Pate with flute up. Sides could grab r.&b. and pop coins. (Seeley, BMD

Five o'Clock Whistle....74 Here's a good jockey aids by the Pate combo, with a flute lead swinging along on the Jazz evergreen. Flip is stronger. (Advanced, ASCAP)

THE (5) ROYALES

KING 5131-Nice salable sound by the crew on a cha cha novelty that tells of the way a chick can do the cha cha. This could bring them back, (Armo, BMI)

The Feeling Is Real 73 A ballad with rhythm backing is belied with gusto by the lead, Group essistance is listenable. Flip appears more potent, (Armo, BMI)

TITUS TURNER

To the Music Operators of Americal

We know you'll like our NEWEST

JIMMY CLANTON

America's Newest Teenage Idol

JUST A DREAM'

'AIM TO PLEASE'

LITTLE BOOKER

'OPEN THE DOOR'

'TEENAGE ROCK'

Exclusively:

ACE RECORDS

Personal Managements

Cosimo Record Studios

Cosimo Matassa

New Orleans, La.

Follow Me75 KING 5129 - A pretty rockaballad delivered with appeal by Turner. Chorus and ork support helps. Good potential, (Jay & Cee, BMI)

Way Down Yonder 75 A medino-beat rocker rendered agaist ork and chorus support. It

appears as strong as the flip. Possible pop coin, too. Gay & Cos, BSED

BOBBY (BLUE) BLAND

ing. (Lion, BMD)

DUKE 185-Medium tempo blues item issuing with warmth by Bobby Bland helped by a nice best by the ork. Should get action in Southern marts. (Lion, BMI)

Loan a Helping Hand 75 A good singing job by Bland on a awinging bluesy ditty about a guy who needs a friend. Good juke disk-

LYNN HOPE

The Scrunch78 ALADDIN 3413 - Funky, gutbucket sound on a slow blues. It's a danceable side and can collect loot in either pop or r.&b. markets, (Aladdia, BMI)

Temptation 74

Wailing tenor is spotlighted on this bluesy treatment of the standard, R. can go as well as the flip, (Robbins, ASCAP)

MARVIN & JOHNNY

Cherry Pie75 KENTY 303-Late version of the rockaballad by the duo. Listenable side that could get loot, (Modern,

Aln't That Right ... 74 The side has a "Ham Bone" rhythm. The artists' vocal is backed by male voices and a stirring rhythm. It can collect both pop and r.&b. coin. (Modern, BMI)

THE SUGAR CANES

FEDERAL 12326-Catchy instrumental features a honking tenor sax. It's a danceable item that can score in both pop and r.&b. fields. Interesting blend of a Charleston and rocker tempo. (Yvonne, BMI) Cotton Picklug 72

Pleasant instrumental of a mediumbeat rocker. Flip appears top sids. (Yvone, BMI)

THE SENSATIONS

ATCO 6115-Nifty up-tempo tune. Yvonne Mills is featured vocalist. She is given exuberant backing by the group on the tale which tells of unrequited love between the young, young set. Pop appeal also. (Ulysses-Bugby, BMI)

Romance in the Dark 73 The chick comes on somewhat like Dinah Washington on this side. It's the old standard rendered in bluesy fashion. Good Item for r.&b. jocks. (Leeds, ASCAP)

ARTHUR GUNTER

Ludella 74 EXCELLO 2137-Blues, with traditional feeling in the vocal and the instrumentation. Has a real r.&b. flavor and will be appreciated by discerning jocks, (Excellorec, BMI) We're Goung Shake 72

This side is a jump blues, with an interesting old-fashioned flavor. Gunter shouts the lyric. (Excellorer, BMI)

THE ADELPHIES

Kathleen 74 RIM 2021-This is full of meshuga confusion with a devoted pledge of faith by the lead with many answers from the group in different vocal ranges. Some appeal. (Rim, BMI)

Durlin' It's You ... 69 Slow, celestial type r.&b. ballad wailed in sincere if slightly flat tones by the lead. (Rim, BMI)

THE THREE PLAYMATES

SAVOY 1537-A fetching side, with a lilting song and attractive instrumentation. Arrangement has a repeating figure and interesting work by the horns, (Savoy, BMI)

Give Your Love to Me ... 71 Vocal trio chants a thythm side, with a touch of Latin feeling in the beat. Horns give it a good, lowdown quality. (Savoy, BMI)

WILLIE HEADEN

DOOTO 437-A slow blues, done in something reminiscent of the Jimmy Rushing style. Cat had trouble catching his shuteye, Material could have been better but piano backing and Headen vocal sound good. (D. Wiltiams, BMI)

I'm a Real Fine Duddy 70 A good, bright, swinging upbeat blues. Material again is not significant but the side contains a nice performance. (D. Williams, BMI)

CASANOVA JR.

Sally Mar73 PORT 70001-Blues rocker is shouted sincerely by the author's gravel voice. Can do business in market if exposed. (Bennell, BMI)

They Call Me Casunova ... 69 Singer does his own rhythm tune up pleasantly for so-so result, (Bennell,

DAVE ATKINS

Shake-Kum-Down 71 BACK BEAT 511-Blues. The bric chanted by Arkins has some novelty value. Side is marked by funky guitar and good beat. (Lion, BMI)

Let's Have a Good time 70 Atkins belts out a brie to a sharp This Week's R&B Best Buys

NO SELECTIONS THIS WEEK

Review Spotlight on . . . **R&B RECORDS**

THE COASTERS

Yakety Yak (Tiger, BMI)-Atoo 6116-The group has a salable sound on this rocker novelty. The lyrics are amusing and the harmonies are attractive. This could also collect pop coin. Flip is a rhythmic revival of "Zing! Went the Strings of My Heart." (Harms, ASCAP)

SPIRITUAL

THE DIXIE HUMMINGBIRDS

Walls of Zion (Lion, BMI)-Peacock 1783-Two wonderful readings by the group. "Just a Little While" starts slowly and quietly, but gains in intensity and works up to a great climax. "Walls" is taken at a slow, meaningful clip. Strong lure for lovers of this material.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 26

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and bluce dealers and juke box operators in the markets listed.

Atlanta

1. Witch Doctor, David Soville, 1.th.

2. To Be Loved, Jackie Wilson, Brk. 3. All I Have to Do Is Dream

Everly Brothers, Cdc.

4. Twilight Time, Platters, Mer. 5. Looking Back, Nat King Cols, Cap.

6. Hang Up My Rock and Roll Shoes, Chuck Willia, Atl.

7. Johnny B. Goods, Chuck Berry, Cha.

5. Bellars What You Say Ricky Nelson, Imp.

9. What Am I Living For? Chuck Willis, Atl.

10. Have Faith, Gens Allison, VJ.

Charlotte

I. He's Got the Whole World in His Hands Laurie London, Cap.

2. Twillight Time, Platters, Mer.

3. Witch Doctor, David Seville, Lib.

4. Tequila, Champs, Chal.

5. Book of Love, Monotones, Argo 6. Looking Back, Nat King Cole, Cap.

7. All I Have to Do Is Dream Everly Brothers, Cdc.

. To Be Loved, Jackie Wilson, Bik.

9. Don't You Just Know It?

Huey Smith, Ace 16. Johnny B. Goods, Chuck Berry, Cha.

Chicago

1. Twillght Time, Platters, Mer. 2. All I Have to Do Is Dream

Everly Brothers, Cdc.

3. Witch Doctor, David Saville, Lib.

4. Book of Love, Monotones, Argo

5. Wear My Ring Around Your Neck

Eivis Presley, Vic.

6. Talk to Me, Talk to Ma

Little Willie John, King 7. He's Got the Whole World in His Hands

Laurie London, Cap.

8. Looking Back, Nat King Cole, Cap. 9. Rumble, Link Wray, Cdc.

10. Johnny B. Goods, Chuck Berry, Chs.

Cincinnati

L Talk to Me, Talk to Me

Little Willie John, King 1. Looking Back, Nat King Cole, Cap.

3. Have Falth, Gens Allison, VJ.

4. What Am I Living For?

Chuck Willis, Atl.

f. For Your Love, Ed Townsend, Cap.

Detroit

1. Looking Back, Nat King Cole, Cap.

1. Witch Doctor, David Seville, Lib. J. Twilight Time, Platters, Mer.

4. Book of Love, Monotones, Argo 5. All I Have to Do Is Dream

Everly Brothers, Cdc. 6. He's Got the Whole World in His Hands

Lauris London, Cap.

7. Wear My Ring Around Your Neck Elvis Presley, Vic.

8. Johnny B. Goode, Chuck Berry, Cha.

rhythm backing on this blues with alto taking a flashy solo toward the finish, (Lion, BMI)

THE DE VILLES

70 or less:

ALADDIN 3423-Side starts with a slow repetitive figure by plano, base and drums, then bleating tenor sax, male lead and celestial fems chims in on the ballad. Finally a chick answers. Moderate potential. (Pironette & Aladdin, BMD

Do Wop ... , 68 Male lead shours a fair chorus with "do wop" rhythm backing by the group, (Pirouette & Aladdia, BMI)

TRE TITANS: Love Is a Wonderful Thing/ Arlene-Specialty 632

The following records, also reviewed

by The Hillboard music staff, were rated

2. Who's Sorry Now? Connis Francis, M-G-M Tequita, Champs, Chal.

Los Angeles

1. Twillight Time, Piatters, Mcr. 2. Witch Doctor, David Swelle, Lib.

3. Book of Love, Monotones, Argo

4. Looking Back, Nat King Cole, Cap. 5. We Belong Together

Robert and Johnny, Old Town 6. He's Got the Whole World in His Hands Laurie London, Cap.

7. All I Have to Do Is Dream Everly Brothers, Cdc.

8. For Your Lave, Ed Townsend, Cap. 9. Wenr My Ring Around Your Neck

Elvis Presley, Vic. 10, Tequila, Champs, Chal.

New Orleans

I. Looking Back, Nat King Cole, Cap. 2, Tequila, Champs, Chal.

3. Talk to Me, Talk to Me, Little Willie John, King

4. To Be Loved, Jackie Wilson, Brk.

5. What Am I Living For?

Chuck Willin, Atl.

6. Twilight Time, Platters, Mer. 7. Witch Doctor, David Seville, Lib.

8. Wear My Ring Around Your Neck

Elvis Presley, Vic. 9. He's Got the Whole World in His Hands

Laurie London, Cap.

10. Have Faith, Gene Allison, VJ.

New York

I. Twilight Time, Platters, Mer.

2. Witch Doctor, David Seville, Lib.

J. Book of Love, Monotones, Argo

4. All I Have to Do is Dream

Everly Brothers, Cdc. 5. He's Got the Whole World in His Hands

Laurie London, Cap.

6. Toquila, Champs, Chal. 7. Talk to Me, Talk to Me

Little Willie John, King 8. For Your Love, Ed Townsend, Cap.

9. You, Aquatones, Fargo 10. Believe What You Say

Ricky Nelson, Imp.

Philadelphia

I. Looking Back, Nat King Cole, Cap. 2. Witch Doctor, David Seville, Lib.

3. Book of Love, Monotones, Argo-4. He's Got the Whole World in His Hands Laurie London, Cap.

5. Twillight Time, Platters, Mer. 6. For Your Love, Ed Townsend, Cap.

7. We Belong Together

Robert and Johnny, Old Town 8. Tequila, Champs, Chal.

7. Talk to Me, Talk to Me Little Willie John, King

10. Don't You Just Know It? Huey Smith, Ace

St. Louis

I. Looking Back, Nat King Cols, Cap. 2. Twillight Time, Platters, Mer.

3. He's Got the Whole World in His Hands Laurie London, Cap.

4. To Be Loved, Jackie Wilson, Brk. .

5. All I Have to Do Is Dream Everly Brothers, Cdc.

6. Johnny B. Goode, Chuck Berry, Chr. 7. Sick and Tired, Fats Domino, Imp.

8. Talk to Me, Talk to Me Little Willie John, King 9. Book of Love, Monotones, Arms

Washington, D. C.

1. Looking Back, Nat King Cole, Cap.

10. Witch Doctor, David Seville, Lib.

2. Wear My Ring Around Your Neck Elvis Presley, Vic.

Everly Brothers, Cdc.

5. Talk to Me, Talk to Me Little Willie John, King

Connie Francis, M-G-M 8. Johnny B. Goode, Chuck Berry, Cas.

10. Twilight Time, Planers, Mer.

3. Witch Doctor, David Serille, Lib. 4. All I Have to Do Is Dream

6. Tequila, Champs, Chal. 7. Who's Surry Now?

9. To Be Loved, Jackie Wilson, Bek.

FOLK TALENT & TUNES * Reviews of New Pop Records

. (Continued from page 116

ver KFDM TV and radio, Beau- day, May 25, with the Wilburn nont, Tex . . . Sammy Master, Brothers inked to head up the infour-Star waxer, guested on the augural program. Other names will pade Cooley TV show from follow throout the season. Rion inbilee Ballroom, Baldwin Park, continues with his deejaying on calif., April 26. . . . Rose Maddox KSTL, St. Louis, where he soon and brother Cal are on tour of the begins his eighth year for the same itsdwest and South to plug Rose's sponsor. "From where I sit," writes first sacred album release, "Pre- Johnny, "I see great possibilities Haynes at the Reins) launches his the smash-hit class. They are Crylalif., June 2, taking over the and Heyl Mr. Bluebird, by Ernest 1:30-5 p.m. slot five days a Tubb and the Wilburn Brothers."

-The Four Lads appeared as an added feature with the Philip Morris Country Music show during Derby Festival Week, Wednesday (30), in Freedom Hall at the Fair Grounds Coliseum, Louisville. Heading up the Philip Morris show contingent were Ray Price, George Morgan, John D. Loudermilk, Gene Sullivan and comedian Billy Bowling. The unit played the same date last year.

Johnny Rion launches the sixth ason of his hillbilly park at 4106 South Broadway, St. Louis, Sun-

ON THE BEAT

Continued from page 117

helps the musician and we don't forget God. Our Maker is mentioned in almost everything we have in writing and in our many talks," said Vokes. The motto of the organization is "Let's put Christian Love and Charity into the music and song-writing field." According to the charter, any musician, square dance caller or active promoter is eligible to join except an atheist or Communist."

of both fields will converge on Chicago this week for the annual ton, Md. Music Operators clambake. It's no secret that this has become a renowned gathering in the music world. Lots of business will be done both in official convention halls and in private suites in the hotel. Each year a number of interesting reports have seeped out ABC-PARAMOUNT of the convention areas on the doings of the frolickers from the trade and as usual all eyes will be focussed on the conclave this week to see what additional startling developments may take place. Who knows what new ideas for records may arise out of all this?

CHORUS GIRLS

WANTED

Starting salary \$75.00.

Extra for scenes, strips and specialties. Contact

JACKIE RICHARDS, PRODUCER Follies Theater, 450 S. State Street Chicago 5, Illinois,

PHOTOS for PUBLICIT

QUALITY PHOTOS IN QUARTITY 100 8x10 5 7.99 1,000 Postcards 19,00 BLOWUPS All other sizes, write for

MOSS PHOTO SERVICE 350 W. 50 St., New York 19, Pt 7-3520

Nashville promoter Gary Walker is excited over the initial response accorded Larry Kirby's Apollo recording of "Lucianne," which Walker's firm produced. Kirby, young singer from Tampa, Is co-writer of the tune with veteran c.&w. writer Buck Peddy. He is being handled by Sarah Flores, who is mapping a tour for Kirby to promote the new time. Decays still minus a copy of Lucianne" may write to Walker at 905 16th Avenue, South, Nashville, for a quick remedy to the situation.

"Grand Ole Opry's" Jordanaires will introduce their new release, "All I Need Is You" b/w "Little Miss Ruby" on Dick Clark's "American Bandstand" TV-er May 6. . . . Bob and Wanda Wolfe, of KGFL, Rosewell, N. M., are pitch- HENRY JEROME ORK ing their new song book, Bob and Wanda Wolfe's Round-Up of Hit Songs, Folio No. 1, which came off the presses last week. Their Folio No. 2, Bob and Wanda Wolfe's Favorite Songs, is due to follow soon. The Wolfe's are mulling the idea of setting up their own music publishing firm in Hollywood. . . . Lanie Walker advises that decjays may obtain a sample of his new BIG BEE KORNEGAY release, "Drop In" b/w "Why, Publishers, disk mahoffs and Baby, Why," by writing to Blue assorted personnel representatives Hen Records, Harrington, Del., or Hugh Stevenson's Music, Elk-

Number of Releases This Week

RAB CAW

2	ABC-PARAMOUNT
5	ALADDIN 3
9	APOLLO 7
	ARCO 1
3	BACK BEAT 1
3	BEAT 1
5	BRAND 1
3	PARTEO 1
3	CAPITOL 3
9	CHOCK 1
	CHOCK
	COLUMBIA
н	CORAL
٩	CREST 2
ı	CUE 1
ı	DECCA 2 2 2
ı	DOOTO 1
۱	DOT 1
ı	DUKE 1
ı	EAST WEST 3
۱	ERA 1
ı	EXCELLENT 1
ı	EXCELLO
ı	FERREAL
ı	PER BER
ı	GONE
ı	TMPERIAL.
ı	BOSTE TO THE PARTY OF THE PARTY
ŧ	TUDAGON
ı	PIDSON
ı	William I were a first and the same of the
ı	wine
ı	MARK I
ı	MARLENE I
3	MERCURY
	M-G-M 2
	M. M. I 1
	NRC 2
п	PEACH 1 1
	PEP 1
۱	PHONOGRAPH 1
П	PLAYBOY 1
9	PORT 1 1
ı	PORTER 1
ı	DADIO I
ı	NAME AND POST OF THE PARTY OF T
ı	DTM.
	ELVOY 2 2 2 -
	SAVOY 2 2
	SKIPPY
	SPECIALTY 2
	STYLE
	HARRA
	TREND 1
	UNITED ARTISTS 3
	VERVE

TOTALS 42 17 #

· Continued from page 115

DAVE NOWARD

M.M.I. 1234-The chanter sings this pleasant halled in warm fashion supported with a big beat by the ork. With the right material singer has a chance. (Marmor, BMD)

Fickle Hearted Baby ... 69 Dave Howard, a singer with a polite rock and roll style sings this slight. affort nicely, but he lacks the spirit the song needs. The backing is polite too. (Marmar, BMI)

THE O. C. ALL STARS

Ophelial 72 SAVOY 1534-Here's an interesting instrumental effort, with a Latin beat, sold with spirit enough by the group to belp it grab some joke coins, (Planemar, BMI)

Hot Chulypso ... 69 Everybody does the hot chalypso according to the all stars on this ditking. (Planemar, BMI)

DAPPA SMITH

PEACH 709 - Rocksbulled with a religious touch gers appealing rendition by chanter. (Golden State, BMI) China Doll. ... 68

Driving rhythm item gets refined vocal trestment for so-so results, (Gulden State, BMI)

CLAIRE ROTHROCK SINGERS

NRC 501-A lass with a delicate voice named Betty Logan handles the lead in sweet fashion on this pretty ballad, supported by the group and the ork. May get spins, (Wonder,

Springtime in Atlanta ... 68 In the pretty old-fashloned tradition Is this choirlike reading of a ballad about an older, and less bustling Atlanta. (Lowery, BMI)

ROULETTE 4071-Male chorus vocal on a patter time is backed by usualtype Jerome ork support. Jocks may take to this for adult programming. (Mitchell, ASCAP)

Show Me the Way to Go Home 71 This is the orkster's closing theme. The treatment here is similar, Potential appears about the same, (Cumpbell & Connelly, ASCAP)

GO 101-A Latin tempo tune by the "Man in the Phonebooth" cat. Has a deep-voiced vocal by Kornegay, which has alim potential in the matket. (Ray Maxwell, BMI)

At the House of Frankenstein 70 This is another effort which utilizes somewhat gruesome lyrics and it's told in a rocker tempo. Hard to see it at this point, (Ray Maxwell, BMI)

JOY HOOD

So In Love71 NRC 500-Joyce Hood hundles this up-tempo nearly over an attractive ork bucking. With the right material gal has a chance. (Lowery, BMI) Grown-Up Love 70

"We're not too young for a grown up love" sings the thrush on this presty effort, backed by a vocal group and clanking guitar sound, (Wonder,

RAY VERNON

CAMEO 136-Rhythm tone gets listenable job from Vernon. Tho material is weak. (Joy, ASCAP)

Whidow Shopping 69 Country ballad is given a beat by lead and group. (Acuff-Rose, HMI)

JONATHAN WINTERS WITH THE MARTIANS

Nee Nee Na Na Na Na Na Na Na71 CORAL 61988 - Driving rocker is mostly instrumental with choral effects. Winters name rates jockey epins. Possibility, the earlier version has head start. (Denne & Doo, ASCAP)

Take Me to Your Lender 49 Rocker gets listenable treatment by male group. Novelty title could get some action. Winters doesn't do much on either side. (Erica, ASCAP)

FAN MAIL GLOSSY

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

MULSON STUDIO Box 1941 Bridgeport, Conn. THE PRESENTATORS

MARLENE 333-The familiar thome. is dolled up as a well-arranged manibo, Jocks may enjoy this, (Marlene, ASCAP)

Everybody's Doin' the Chalypso ... 68 Jim Dalize is the featured vocalist. on this Latin beat time that tells of a "new" dence. (Marlene, ASCAP).

JACK KRANE ORK

CORAL 61987-Victims and abov lend a symptomic sound to the standard. Could get some spins via interest in W. C. Handy biopic, (Handy, ASCAP)

It's a Lonesome Old Town .. 68. Instrumental is a breath of 1940, with everything against it in this market. (Bourne, ASCAF)

The following records, also reviewed by The Billboard music staff, were rated

BUDDY CARLE: Understand/Talk About Love-Fee Bee 223.

FREDDIE CARPENTER: Take Me Back Lover/Money, Money, Money-East West

DANNY DE CARLO: Funny What Love Can Do/lf My Heart Could Only Talk-Style 621

FRANK DEAN: Goin' Down to My Girl's House Tonight/Babblin'-Trrnd 008 THE FLATTOPS: Fiation Special/Ton Moch Slack in the Sack-Beat 582

RUSTY GIL WITH EDDIE KUTTA ORKI You'll Always Know/Happiness and Best Wishes-Attists \$24

DIZZY LISH: Crary Recipe/Reducing-Crest 1042

PLEZ GARY MANN: Cheer Me Up/I Want to Be True-Playboy 698 PETE PEPPER: Cherry Cherry Red/You're

My Glri-Porter 5013 LIL RANDOLPH: My Heart Sings Ah/ Satsilite Love-Chuck 103

NANCY SHERMAN & THE BALLA-DIERS: Mr. Mailman/You, Just You-

Brand 101 NORM SKYLAR: Rock 'n' Roll Blues/ Night Shift-Crest 1044

THE SPROLES QUARTET: My Lord's Gonna Lead Me Out/I'm Golng to Heaven-Treput 1004

STAR COMBO: You Don't Care/Mister Rock & Roll-Skippy 102 DON WOODY: Not I/Red Blooded American Boy-Arco 4623

PEACOCK 1783-From a quiet, slowtempo beginning, this side continually gains in intensity and beat, Works up to great climax. Lead singer is terrific. (Lion, BMI) Walls of Ziou 80

The spirit is on this great group as it sings this spiritual with a stately, measured cadence. (Lion, BMI)

REVEREND CLEOPHUS ROBINSON

PEACOCK 784-The Reverend sings an affecting gospet song, full of church feeling, with typical gospel figures in the piano accompaniment. Delivery is dignified, yet full of passion. (Lion, BMI)

1 Can See So Much 79 In contrast to flip, this side has more chorus singing accompanying the Reverend in typical answer and response pattern. Marked Best, (Line, EMI)

COSPEL LIGHT SENCERS.

Modern Time Religion PRIENDLY 105 - Spuried pougal Here is abouted with abundon by lead and group. Really moves, Gard. cliences in this market, Gerlebe, RMG:

Getting to fee The Lord, the Lord. ... 74

The ladies take the anthers at a stately tempo for traditional acuted. Greichis, RMD

Polka

RUSTY GIL WITH EDDIE KUTTA ORK

ARTISTS 121-Rappy wound by Gill on a pappy polks time. Some compossible in polks market, sPolkset,

Worrsin' 72

A time titrex-quarter metody is torated well by the chanter with sidt orasupport. (Folkart, BMI):

GRAY GORDON

RCA VICTOR WBY 18-Gray Gosdon (manager of Lev. Paul and Mary Ford) revives his tic-too storthm ork and choses to present this tune cocc sung by Kate Smith, It's full of the patriotic feel with blaring trumpets and solemn emotion about America. Strong material for its mar-Let, Good color cover can be dis-

played. (Morris, ASCAP) Stand Up, Smad Up for Uncle Sam 78

A good, bouncy tupe with a folklish Davor which tells the thumberall history of Uncle Sum. Has a nice thythm and a message that will sell well to the children's musket.

Unsurpassed in Quality at any Price

8" x 10" **GLOSSY PHOTOS** IN 5,000 LOTS 61/2c in 1,000 LOTS \$8.99 per 100

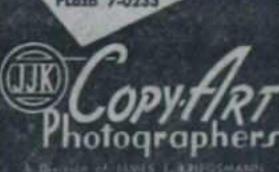
POST CARDS \$26 per 1,000 Copy Negatives 8x10 \$1.50 MOUNTED ENLARGEMENTS

20" x 30" \$3,50-30" x 40" \$4.85

FAN MAIL PHOTOS AS LOW AS Ic Each

COLOR ALBUM COVERS WE DELIVER WHAT HE ADVENTISE"

Plazo 7-0233



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



MINSTREL COSTUMES & ACCESSORIES Circulars Free

DANCE & CLOWN COSTUMES

For all other occusions get in touch with THE COSTUMER

238 State St. Phone: FR 4-7442. Schenectady, N. Y.

Albert Pick Hotels

Outstanding accommodations for meetings, luncheons, parties and conventions

> Write, phone, or teletype for full details as meeting facilities



Depress, D. ... Pub Protter South Detroit, Mark ... Printers. Print Parky Expedien, 68 Phil-Secretar Plac Matt. Pan Darate Minnespots, MAR., First Assated Pillsburgh, Parantessan, Son Repaired Fick-Mark Taxon Et Lines, No. Fich-McGlautta Staff Sent, list. PILL COUNT fature, G. Fig. 5 at Malgr.

Albert Pick Motels

Chatterongs, Tenn Courade Springs, Care, ... Inching lies Soul Mary Start, Ele, Mary Fire Starts Mariday Inc. Robot Depletes from Weller Adject? Town Hotel McLiby Inc. motel Terra Houte, 246.

The shoe Sulden for Such goe excepted by Albert Posts Prints and the temp. Communications to 188 W. Randolph St., Chicago 1, 18.

Latin Programming Big Business in N. Y.

Local One-Stop Has Spanish Dept. That Stocks 600 Latin Titles; 18,000 Disks

is doing.

an all-time high here.

The local one-stop stocks 600 disks in the department. According ment is Herman Crespo, a native facilities at Kleine Vichstrasse 5, at an operator forum sponsored by dustry's standard, he added, this to Bernie Boorstein, Leslie execu- Puerto Rican who formerly worked Coesfeld-Westfalen, Germany. to Bernie Boorstein, Leslie execu- Puerto Rican who formerly worked Coesfeld-Westfalen, Germany. tive, the company is now able to in the pressing plant of Raleigh. The new firm will concentrate | Gordon traced the history of fulfill from half to two-thirds of Records. all requests for Spanish records.

Operating juke boxes for loca-Americans, most of them Puerto

Ted Kisil Cites Growth of EP's In Central N. Y.

SYRACUSE -- Ted Kisil, public relations director for the Davis Distributing Company, local Sec-

According to Kisil, about half of south of Lake Ontario. the sides on the average 200-play common in the area.

shortcoming among operators using EP's is the lack of attention paid to programming. He pointed out that while the average operator buys and places single records on location with great care, he is apt to be sloppy on EP placements.

Cites Example

He cited one location where the operator was able to increase the weekly gross from \$45 to nearly \$100 by intelligent use of EP's.

Davis was a pioneer in the introduction of dime play in Central New York. The company placed advertisements in local newspapers, sent out press releases and convinced location owners that dime play was an economic necessity.

As a result, the section is virtually wholly dime play, except for a handful of operators who still have some nickel stops.

Mass. Ops See Smoother Road To High Court

BOSTON-The hurdles in the be under his observation. path of a Supreme Court hearing for the Music Operators' Associa- and voting systems have been made tion of Massachusetts on its case part of the O'Mahoney hearing against the City of Boston and record in the wake of some songthe Commonwealth appear to be writer complaints. ASCAP is also levelling off. This was revealed at the subject of a study by the the monthly meeting last week Roosevelt House Small Business when President David J. Baker told Subcommittee, with a report due the membership that he was most out possibly this week. Justice De-

in license fees for seven-day opera- closely in line with the terms of its operator here. tion of a juke box in the city. The consent decree.) State takes \$50 and the city, \$100. Attorney Arthur Sherman, counsel

NEW YORK - Leslie Dis- Ricans and quite a few Mexicans, rangements for a new phonograph tributors' Latin music department Their musical tastes are pretty well outlet in West Germany. went into its fourth year this week, defined, and the operator servicing

Crespo in Charge

der taker. He determines what rec- ary equipment. tions with Spanish-speaking patron- ords the firm will buy and in what A full line of Werlitzers for changes in popular music tastes.

(Continued on page 123) ceiling speakers.

Distrib Named By Wurlitzer

NORTH TONAWANDA, N. Y. -Arthur C. Rutzen, Wurlitzer export sales manager, last week announced the completion of ar-

with the Spanish disks selling at their locations must know what he service of Wurlitzer phonographs pricing was taken by Musical Sales for knowledge of the record in will be the responsibility of REX at the Belvidere Hotel here Tues- dustry on the part of the operator Automaten G.m.b.H. & Company day night (28) as Jack Gordon, was not great Today, when the Spanish titles, with some 18,000 In charge of the Spanish depart- with offices, showrooms and service Seeburg sales executive, presided 200-record machine is the in-

> all its efforts upon the sale of record programming in Juke boxes Crespo is more than just an or- Wurlitzer phonographs and auxili- and combined his talk with a

age is big business here. The city quantities, and he programs for 1958, including 200 and 104 selec- He told the 40 operators at the power of EP records, they conhas nearly half a million Latin operators with Spanish locations, I tion machines in two distinct cabi- meeting that their existence as suc-About 70 per cent of the Spanish net choices, will go on display at cessful music merchants depends stops cater to young adult groups, the REX showrooms. Included on their awareness of EP pro-

New German, Balt. Distrib Plugs EP's, Dual Pricing

Jack Gordon Presides at Operator Forum; Sessions Set for Wash., Richmond, Norfolk

Representation for the sale and mote EP juke box play and dual machines were standard, the need

recorded music concert to point up

-juke box, organ or piano-

prizes awarded to the winners.

Lucky Tunex

12,000. Starting this summer, Bi-

Wide Distribution

box operators in the area, passed

out at supermarkets and other re-

(Continued on page 138)

The letters are mailed to all juke

lotta plans to settle down on a

20,000 weekly run.

BALTIMORE -- The first major | Gordon said that a decade ago.

Gordon admitted that EP's were first used merely as a gimmick to make the transition from nickel to dime play. But, he added, when operators discovered the earning (Continued on page 129)

Late Summer

Production Set On Disk Unit

NEW YORK -- Production on Columbia Records new yending machine will get under way in late summer, but the firm is still not NEWARK, N. Y. - A classic juke box play and also to promote | The remainder of the newsletter sure to what market the machine

> A company spokesman said the atop each newsletter, and each keted thru company-owned and inissue plugs some Warlitzer product dependent distributors, will be available to all who want to buy, including locations.

> Each individual copy has a However, the spokesman added Lucky Tunex number, with the that most of the sales would probweekly winning numbers an ably be to vending machine and

> > 10 Selections

The newsletter also promotes The machine itself is a 10-selecsuch events as the WACK Record tion 45 r.p.m. single disk vender. Hop at the Lyons Community Cenwith a 200-record capacity. It will take any combination of coins Originally, some 5,000 copies up to \$1.25, with the automatic were published each week, but the refund of change up to 24 cents. print order was soon boosted to

Selection is made by dialing, and the unit is called "Dial-a-Disk." Price is \$595, f.o.b., Merchantville, N. J. It was developed for Columbia by Holley Associates.

The machine was displayed for the first time at the Toilet Mertail outlets, and handed out to chandising Association convention anyone who passes near the radio in Miami Beach , Wednesday (30). Dimensions are! five feet high

station, or who visits the Bilotta Distributing Company around the and two feet wide.

SAN FRANCISCO -- B. F. Jones Company held formal opening of its new building at 240 Shotwell Street here April 27, with Seeburg executives, representatives of game manufacturers, and operators joining in the celebration.

The building was specially constructed for the Jones distributing business and includes, in addition to modern and spacious offices, special truck loading docks and parking areas. The location is downtown at 16th Street between South Van Ness and Folsom.

Among manufacturers' represen-

(Continued on page 123)

Radio Station Promotes Juke Box Play; Special Program Planned

Bilotta Buys Piece of WACK, Newark, N. Y.; Uses Station to Plug Wurlitzer Products

North Central New York City just chunk of the local station.

Wurlitzer distributor for all of New at WACK radio." York State except the southeastern In addition, Bud Paxton, Boh

radio could do a lot to promote both singles and albums.

burg outlet, reports that EP record example of co-operation between a the sale of music machines to op- is designed to promote both will appeal. purchases by Central New York local radio station and the juke box erators. To put his theories into WACK listenship and Wurlitzer juke box operators are at an all- industry is in operation in this practice he recently purchased a products. The Wurlitzer emblem is record vender, which will be mar-

The station is WACK, a 500- His first step was the publication machine here are EPs, with 15- watter which covers Wayne, Se- of a weekly newsletter for both the cent play and two for a quarter neca and Ontario counties and has consumer and trade markets. The a listening radius of 100 miles. The newsletter lists the top 50 records, Kisil feels that the greatest man who made this pattern of co- according to record sales, trade operation possible is John Bilotta, magazines, juke boxes and requests nounced over the radio station and juke box operators.

> Farrell and Don Hoyt, WACK Bilotta has always felt that local staffers, each list their picks in ter Saturday (3).

Copyr't Committee Eyes Per-Juke Fee

Propose \$15-\$20-a-Box-Levy; Ops Want 'No Involvement' With License Groups

· Continued from page 5

ators.

on antitrust matters, O'Mahoney, as a member of the full Judiciary group has a record of strong interest in monopoly aspects of U. S. economy. His personal concern leads to the belief that if an O'Mahoney bill ended juke exemption, the licensing societies benefiting in performance royalties would

ASCAP distribution, revenue velt hearings also indicated possi-

ASCAP Figures

in prices of the boxes was a strong ators in dollars and cents? By "Wurlitzer Hour," a disk jockey R. F. Jones factor in cost-squeeze to the oper- ASCAP figuring, the "penny-per- show to be sponsored partially by box" breakdown on highest price the distributor. Bilotta will split Opens New to juke operator, \$25 per machine the cost of the show with various Altho it is not the job of a Copy- to juke operator, \$25 per machine the cost of the show with various right Subcommittee to keep an eye on antitrust matters. O'Mahoney, cents per day per box. For the restaurants will be advertised on Frisco Bldg. operator of the low-play box, \$15 the show. annual fee would mean slightly The format calls for the disk

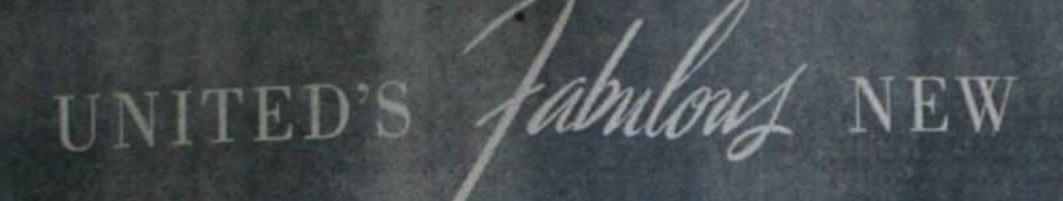
(Continued on page 129)

HYPOS REVENUE

Op Tells How to Boost 50c Plays

(Continued on page 123) royalty ceilings mean to the oper- chutes wasn't so enthusiastic a

BIRMINGHAM -- If an operator | year and a half ago. When he inis disappointed in results when he troduced his first 200-selection tatives attending were C. T. Moinstalls machines with a 50-cent machines equipped with the jumbo Kelvy, vice-president in charge of encouraged at the progress of the partment statement during Roose- chute, the answer may lie in a chutes he chose 10 spots-all sales; Delbert Coleman, president, first-person education program, capable of maximum revenue-into and D. J. Donohue, all of the Sec-The case involves a total of \$150 bility of bringing the Society more according to Tony Biase, music which the 200's were rushed. In burg Corporation; Phil Robinson, each case, Biase spent what he Chicago Coin Machine, and Wil-Biase, who is currently convert- thought was an adequate amount liam O'Donnell and Phil Weinberg. ing most of his 55-machine of time in explaining the advan- Bally Manufacturing Company. What would the proposed phonograph string to 50-cent tages of the 50-cent device to the R. F. Jones hosted the group



UPB-100

HIGH FIDELITY PHONOGRAPH

WILL BE UNVEILED AT THE M. O. A. CONVENTION

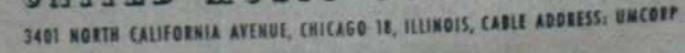
RAYMOND LOEWY ... world famous designer

The most beautiful . . . the most appealing automatic phonograph ever produced . . . United's UPB-100 ... will be unwrapped for the first time at the M. O. A. convention. Gracefully styled by one of the world's foremost designers, this sensational new phonograph presents a striking new instrument that will astound the entire industry. Offered in 5 beautiful colors to blend into every decor, with

ceiling, wall and corner speakers, plus exclusive, new 3-wire wallbox principle, the United UPB-100 offers a complete music system with unequalled built-in speed providing many more selections per hour . . . more coins per hour. The pinnacle of simplicity, it will bring genuine prosperity to music operators for years to come. See and hear this greatest of all phonographs at the convention.

SEE IT MAY 6, 7, 8, MORRISON HOTEL, CHICAGO, BOOTHS 32 TO 43

UNITED MUSIC CORPORATION





MOA EXHIBITORS

Bo	oth
Nur	
Advance Automatic Sales Company	32
American Shuffleboard Company	17
AMI, Inc.	70
ASCAP	
Auto-Photo Company	
Bally Manufacturing Company	11
Paul Bennett & Company	29
The Billboard Publishing Company	8
California Life Insurance Company	20
California Music Merchants Assu	
Cameo Records 2	20
Capitol Projector Corporation	14
Capitol Records, Inc	B
Cash Box 1	1
Challenge Records 1	
Chleago Dynamic Industries	13
Columbia Records 1	0
Coral Records, Inc.	12
Decea Distributing Corporation	23
Dot Record Company 2	5
Edolite Products37-3	18
Epic Okeh Records 1	3
Fraternity Records 1	
Paul W. Hawkins Company 6	3
House of Duro	C
Irving Kaye Co., Inc	B
Logan Distributing Company	5
Lion Manufacturing Company	4
M-G-M Records 1	
Mike Munves 6	4
Mercury Record Corporation 1	9
Music Vendor	
National Rejector Company2-	3
National Shoffleboard Company	0
	0
Pan-A-Vend Corporation I Perfumers Guild of America 4	
RCA Victor Record Company	
Rex Productions	
Rock-Ola Manufacturing Company	5
Rock-Ola Manufacturing Company Rowe Manufacturing Company Boulette Records, Inc. Seebarg Corporation 4 E. I Silhouette Records	7
Roulette Records Inc.	5
Seeburg Corporation 4 E 1	E .
Silhouette Records	A
Star Title Strip Company	1
Tusko Corporation 4	8
United Artists 2	I
United Manufacturing Company	
United Music Corporation	6
Valley Sales Company 27-2	8
Watling Manufacturing Company	S
Williams Manufacturing Company	9
Wurlitzer Company	6

Departure of Giants, Bums Means More \$ for N. Y. Ops

early to say for sure, most Gotham be showing less baseball and play- giving a fair share of royalty, I juke box operators are happy that ing more music in the evenings. hope they will think long and hard the Giants and Dodgers have left

big league ball teams, and while two of them weren't breaking any records at the gate, their television Polo Grounds and Ebbetts Field I seem to hear a tune play following was considerable.

This meant that from 8 to 11:30 p.m., the peak hours in neighborhood taverns, the television set was plugged in and the juke box was plugged out. Of course, the music machine got a heavy play before and after the game, but the net result was fewer dimes in the coin

More Music

League club not playing too many they watch the hated Yankees.

Giants and Dodgers to the West to bargain with a giant organiza-A year ago this city had three Coast isn't making all the tjuke tion like ASCAP. box operators happy. The hundred O'Mahoney noted that "When or so taverns in the vicinity of the you talk about giant corporations. were real live spots during the Wurlitzer, Wurlitzer." Hammond baseball season. This year coin col- said: "It's not a question of anticetions are off near the vacant ball trust action here-it's a question of

National League baseball may still be seen in New York, as the for juke operators presented imhome games of the Philadelphia possible obstacles in bookkeeping, Phillies are telecast. But, to date, administrative costs and collecfew tavern patrons demand that tion. Also the independent publishthe bartender turn on the video set | er could not get juke play, bewhen the Phillies are at home. The cause of the operator's risk of inrabid Giant and Dodger fans will fringement involved, the manufac-With only the Yankees in town not accept substitutes from the turer spokesman said. He suggested this year, and with the American City of Brotherly Love, nor will a raise in mechanical royalty, if

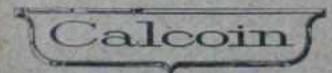
CONVERSION SEEBURG MIOOA

331/3 RPM 2450 TO 45 RPM





Can be furnished for 50 cycles.



F.O.S. Los Angeles

CALCOIN CORPORATION

11167 W. Pice Blud. Los Angeles 64, Calif.

Juke Hearing Is Told of Ops' Hard Times

WASHINGTON - A rounded picture of the average jukebox opcrator's life and hard times was given the O'Mahoney Copyright Subcommittee last week in repetitious but convincingly documented testimony before the Senators by operators, distributors and association spokesmen.

In a casefully drawn outline of juke operation statistics, which won O'Mahoney's praise, Seeburg distributor and old time juke operator Arthur C. Hughes told the committee of the rising costs and shrinking margin of profit the individual operator is up against.

Hughes figures gave this picture (which was reinforded by a dozen operator witnesses from around the country who testified against the O'Mahoney bill to end exemption from performance royalty for juke boxes):

The typical operator in his Southwest trade territory averages 30 machines; his investment is between \$20,000 and \$25,000; his gross is around \$15,600; his net after salaries and other expenses and taxes, plus federal, State and local license fees, \$2,837.

Many sections of the country. Hughes said, have largely rejected a 10-cent play. Margional operators are feeling the current recession in some areas, and the number of operators is already showing decline in these trouble spots.

On the plus side, for songwriters, operators use 45 to 50 million records per year, and pay writers \$2 million in record royalty. Should license organizations get into the picture, said Hughes, bookkeeping and added costs would drastically cut the number of juke boxes playing in the country. Dwindling operators, machines and juke locations mean dwindling public, dwindling record play-and less royalties, in the long run.

The same point was made in the course of sometimes vigorous argument between Chairman O'Mahoney and Hammond Chaffetz, speaking for the juke manufacturers, Wurlitzer, Rock-Ola, Seeburg, AMI and United. "Even if the com-NEW YORK - Altho it's too night games, the taverns figure to mittee feels the operators are not Of course, the switch of the before putting us where we have

relative bargaining power."

Chaffetz said a licensing set-up something had to be done about increasing songwriter royalty from juke box play.

Said O'Mahoney: "This committee is not representing ASCAP, altho you appear to be trying to make it seem so. I was asked to pursue this matter by our former chairman, Senator Kilgore, and I intend to get all the facts. Present your suggestions in specific terms." Chaffetz did. He proposed a special juke-play label, if the subcommittee opposed raising the mechanical royalty on all records.

Chaffetz also introduced a sheaf of photostats of paid ads in the trade press in which composers and performers thanked the jukes for promotion.

MOA president George Miller revived an oldie when he reminded committee of a previous hearing (Continued on page 123)

Convention Program

Exhibit Hours

Tuesday and Wednesday, 2:30 p.m. to 8 p.m. Thursday, 2:30 p.m. to 6 p.m.

TUESDAY, MAY 6

10:00 a.m.-General Meeting.

Invocation by Rabbi Sidney J. Jacobs, of No. Township Congregation.

Opening Address-George A. Miller, preside Copyright Legislation-Nicholas E. Allen, Armour, Herrick, Kneipple & Allen, no. Legal Counselor for MOA.

Perry Alexander, Songwriter and Publisher. Zan Perkel, Group Life Insurance Policy. John Haddock, AMI, Inc.

Leo Kaner, C.P.A., Chicago Hilmer Stark, general manager, coin machine division. The Billboard.

"The Conquest of Confusion"-"Chuck" Hans 1:00 p.m.-2:00 p.m.-Forum Meeting-Walnut Room, 2d Floor,

Percentages, 10-Cent Play, Depreciation a Tax Forms, 1099, and Future Copyrigi Legislation.

Moderators: James Hutzler, J. Harry Sno grass, Frank R. Fabiano, Clinton Piere Albert Denver, Nicholas E. Allen, L.

8:00 p.m.-Cocktail Party and Public Relations Film Sponsored by RCA, Venetian Room, Se. and Floor.

WEDNESDAY, MAY 7

10:00 a.m.-General Meeting

Invocation by Father Thomas Maher, of 5 Margaret Mary Church, Chicago, U. S. Congressman George P. Miller, Wash

ington, D. C. "The Big Forty -Stan Dale, disk jockey.

Peter Potter, disk jockey. Norman Ditchburn, Loudon, England.

A. F. Adickes, Hamburg, Germany. 12:30 p.m.-Ladies' Fashion Show Luncheon.

1:00 p.m.-2:00 p.m.-Forum Meeting-Walnut Room, 2d Floor. What to Do About State Legislation, Personal Property Tax and Licenses. Moderators Louis Ptacek, David J. Baker, Harlan

Wingrave. 2:00 p.m.-3:00 p.m.-Forum Meeting-Parlor F. 2d Floor. Diversified Operation and Title Stripping Moderators: J. Harry Snodgrass, John A.

Wallace, Howard N. Ellis. 8:30 p.m.-Peter Potter Television Show-Venetiin Room 2d Flour.

THURSDAY, MAY 8

10:00 a m .- General Meeting.

Invocation by Dr. Clarence N. Wright of Bayenswood Presbyterian Church, Chi-

Mayor John T. Copenhaver, of Charleston,

Jack Mitnick, United Music Corporation. Gordon Marks, of London. England. Dr. V. M. Francesshini, of Milan, Italy,

Public Relations-Gordon H. Garland, former speaker of the California House of Representatives. Ng Kian Chin, of Singapore, Malaya,

"Up the Ladder to Success"-Chuck Lapp, of Washington University, St. Louis.

1:00-2:00 p.m.-Forum Meeting-Walnut Room, 2d Floor. Sales and Location Relationship. Moderators: Louis L. Casola, Ted Nichols, Let

2:00-3:00 p.m.-Forum Meeting-Parlor F, 2d Floor. Public Relations and National Publicity. Moderators: Gordon Stout, Norman Gefke, William Blatt.

> 7:00 p.m.-MOA Annual Banquet, Terrace Casino. FRIDAY, MAY 9

> 8:00 p.m.-Board of Directors Meeting. Suite 440.

UNUSUAL OPPORTU

Export sales & service representative for major manufacturer of mechanical and electronics products to travel Central American countries.

Knowledge of Spanish essential.

Engineering training or equivalent experience required. Extensive travel; headquarters in New York State. Submit resume of training, experience and personal

background with letter. Salary open.

Considerable advancement opportunity for right man. All replies will be held in strictest confidence.

Write Box #927 THE BILLBOARD

188 W. Randolph Chicago 1, Illinois

Operators See Smoother Road Com'ttee Gets

Continued from page 120

as anticipated that the case will committees of the MOA. bably go to the highest court. Sherman pointed out that the perator in the 48 States.

Based on Rights

at would say no one can license if the case was successful. and bon. He said the attorneys In other business transacted, ince the film did not come under done in other years. pluying.

dent Baker and Attorney Sherman stickers, passed out by MMOA, are being sent to the MOA conven- before May 15.

560 per year, or \$52 per year on owner.

Continued from page 122

sich machine, said Miller.

16, 1958.)

MMOA also spoke on the case tion in Chicago to give a full alled the outlook "favorable." account of the issues. It is besaid both sides were well on lieved that Sherman will present way with preparations and the story before three different

Donations Pour In-

A testatment to the national incar raises the issue of free speech. terest in the case is the fact that therefore ceases to be of purely donations have been received from al interest and could have re- several sections of the nation. requious in the business of every Baker revealed the receipt of a check this week from the New Hampshire Music Operators' Asso-Baring its case on the issue of ciation. He also spoke before the rights and free Western Massachusetts Music weeh, Sherman said MMOA's Guild members and was pledged ween are siming at a decision \$1,000 with an additional \$1,000

ere most encouraged both by Dave Gropman, of Beacon Hill eir research on similar cases and Music Company, was appointed general attitude of the courts chairman of the nominating comtheir decisions in such matters, mittee and instructed to bring a Sherman pointed to a decision full slate of officers for consideraade by the Supreme Court of tion at the next meeting. Irwin assuchusetts in a censorship case Margold, general manager of Trirainst the Brattle Theater in mount Automatic Sales Corporaambridge, Mass. The issue was tion, was instrumental in getting a a so-called risque picture which number of the members to attend us banned for Sunday showings. the Combined Jewish Appeal dinhe court ruled that you cannot do ner. He spoke on the work of the Sunday that which cannot be organization. It was then voted to one on a weekday and ruled that donate \$100 to the CJA, as was

ban on weekdays, it therefore | Several members will go to the ould not be banned on Sundays. MOA convention and will emplane Since it involves the same prin- together. An encouraging report sple of free speech, Sherman said, on the progress of the organization larly care for American rock and here is a parallel in the juke box was given by President Baker, who roll. case in the matter of differentiating expressed the hope that the dues between weekday and Sunday per machine could be reduced in locations invariably gross better the not too distant future. Mem- than American stops, their equip-Because of the national interest bers also were urged to see that ment is generally older. A 100-play aroused in the MMOA case, Presi- their machines bore the identifying machine, with few exceptions, is

Merritt also asked the subcom-

censed Beverage Association. Jen-

small places would add an intol-

keeping to the eat-and-drink loca-

the heaviest of all record keeping"

ASCAP witnesses, paraded their

civic and welfare work and church

aw at one time or another.

offer by ASCAP to charge "only" box revenue among some 10,000

uke play. It was proven that this but American Hotel Association

would have cost the operator of counsel Charles W. Merritt had a

Miller also said ASCAP income hotel owners under the O'Mahoney

for 1957 was \$26.5 million, but Bill included possible liability for

asked how much of this goes to music that came over coin-operated authors of currently popular radio or TV sets in guest rooms.

songs. Very little, said Miller, and He said coin-operated machines

referred committee to recent testi- had been put in many hotels to

mony before the Roosevelt (D., get them out from under alleged

Cal.) House Small Business Sub- pressure by SESAC licensing as-

committee studying ASCAP dis- sociation for performance royalty

Other figures on juke play by mittee for some legislation to pro-

Miller showed that, according to tect small hotels from liability for

the trade press, close to 50 per broadcast music in lobbies and

cent of all 45 r.p.m.'s were sold to lounges and cocktail rooms where

Miller said, if the O'Mahoney Bill similar infringement dangers, un-

were to knock out multiple-record der the O'Mahoney bill, it was

buying by juke operators across the pointed out by C. Leroy Jensen,

country, and the secondary buying spokesman for the National Li-

Most testimony went to the sen said charging performance roy-

tribution. (The Billboard, March from the small hotel owners,

juke boxes in 1957. Overall rec- no admission was charged.

cent per tune per week on predominantly small operators -

Truckload of Glimco Files

WASHINGTON -- The Senate Rackets Committee is presently inventorying a truckload of union

Glimeo caused a furor two ning a comeback. weeks ago when he balked at In a survey last week among Parker Henderson, general manturning the records over to the tradesters, all said the big beat was ager of Southern Amusement Com-

· Continued from page 120

American rock and roll disks must roll variety, with a heavy smat- calling on music operators: tering of meringues.

Old-Timers

tions the programming is exclu- back that it would die out. sively Spanish, with the emphasis on folk tunes and the Latin equiva- quenters are the kids who dance, lent of our pop standards.

Mexican locations are strong for orchestras and violin as well as trios. The Mexicans don't particu-

the best equipment, and 78 r.p.m. phonographs are fairly common.

Two Speeds Many of the old numbers are Hearing Told of Hard Times available in 78's only, but most of the new Latin disks are pressed in both 78's and 45's. Such Puerto Rican labels as Marvella, America and Rene press new releases in both speeds, and Leslie stocks them in both speeds.

30 machines, 50-record type, \$1,- word to say about the location The great majority of operators in Puerto Rican sections are English speaking. Often, they'll come Merritt said dangers to small into the one-stop with record titles written on scraps of paper, confer with Crespo and program their lo-

> Many times they'll bring the location owner to Leslie's, and the location owner will tell Crespo what records he thinks his establishment should have. More likely than not, Crespo will add to the list or explain why some of the requests are not too sound.

Dual Purpose

This practice serves two purposes-it helps the location realize its juke box potential, and it impresses the location owner with Tavern owners were up against the fact that the operator doesn't regard his tavern merely as a place to dump a juke box and collect the money.

While the greatest concentration of Spanish locations is in Harlem, several other Latin stops are on splintering of the oft-quoted juke alty on coin-op machines in these the Upper West Side, the Lower East Side and in the Bronx, Play is generally 10 cents a record.

erable burden of cost and book-Curiously, while the city's Spantion which is already subject to ish population increases daily, and while the number of Latin locaby national and local government tions is also on the way up, the percentage of Spanish disks, com-During the course of the hear- pared with American records, is ings, juke operators, like the on the downgrade.

Local Tastes

The answer to this enigma is connections. All except one that as the Puerto Ricans spend ASCAP witness, (cowpuncher - more time in New York, they begin songster Stuart Hamblen) heroic- to acquire the local musical tastes ally refrained from any of the old- and are being weaned away from style implications that a number of an all-Spanish record diet.

But Latin music will probably involved in difficulties with the be around for quite a while. While the youngsters may enjoy American In fact, onlookers who had at- pop tunes, it will be a long time tended many hearings on juke ex- before they forget their Spanish

MID-SOUTH MUSIC MENU

Big Beat Booming But Ballads Are Blooming

MEMPHIS-The music played beat. They either dance to a fast records supplied by Joseph Glimco, on juke boxes in the Mid-South is rock in roll, or bop or to a slow president of Chicago Teamsters still predominately rock in roll beat. But you'll find more fast-Local 778, according to committee and there is no indication it will beat music, such as "Sugartime," die soon, altho ballads are begin- than slow-beat tunes, such as Too

McClellan Committee. He feared still king in the Mid-South. A pany: (Continued on page 134) blending of the beat and ballads in "A survey of our record buying some disks was also noted as bring- and programming on boxes shows ing in top coin. Finally, some men- that the largest majority of our tioned that ballads with name art- plays is rock 'n' roll-perhaps as ists are making a strong return.

Here's what was said:

be included among the Latin rec- Sammons - Pennington Company, as such, such as Presley's "Hound ords. The Spanish tunes them phonograph distributor who travels Dog" and "Don't Be Cruel," to a selves are mainly of the rock and the Mid-South territory regularly

"The big thing is still rock 'n' roll. At least 75 per cent of the The old-timers, like those born music played on boxes in the Midin the Continental United States, South territory is the fast beat rock prefer music somewhat more sedate music. It's still going strong, dethan rock and roll. On these loca- spite all the predictions some time

"Most of the night spot freand they all dance to that big

Union Assn. Despite the fact that Spanish Talks Begin

> NEWBURGH, N. Y .- Members of the New York State Operators Guild have entered into collective Selling the most complete line of bargaining negotiations with Local 45 of the International Brotherhood of Teamsters.

The association covers juke box and game operators in the Hudson Valley, Local 455, with headquarters in Yonkers, has a Newburgh office. The local is headed by Jim Hopkins.

According to Tom Greco, NYSOG president, negotiations are coming along satisfactory, and a contract is expected to be signed

Snodgrass Tells Colorado Ops of 'Profits in Music'

DENVER - Harry Snodgrass, president of Border Sunshine Novelty Company, music, game and vending machine operators in Albuquerque, N. M., was a guest speaker at the April 21 meeting of the Colorado Music Merchants Association here.

Introduced by association president Jack Arnold, Snodgrass spoke on "Maintaining Profits in Music."

Citing his own experiences in the New Mexico capital, Snodgrass said operators in major Southwest- 849 North High St., Columbus 8, C. ern cities have learned to put more 1889 Central Parkway, Cincinnati, O. merchandising effort into weak lo-(Continued on page 133)

Soon to Know."

much as 80 per cent. However, in the past year I've seen a trend George Sammons, president of away from the solid rock 'n' roll

(Continued on page 133)

America's Newest



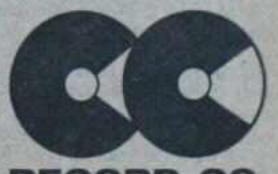
SINGLE, LP, EXTENDED PLAY

at Distributor-Wholesale Prices

No Mark-up-No Extra Charges Free Title-Strip Service

EP's, most labels 80c 45's-60c LP's \$2.47, \$3.09, \$3.69

C.O.D. or check and postage with order. Prices subject to change without notice.



RECORD CO. Subsidiary of Shaffer Music Co.

Seeburg Distributors

SEEBURG OWNERS HOODER S thru VL-200

EXTRA PLAY BONUS MEANS LARGER COLLECTIONS!

THE ROYAL 50c UNIT AVAILABLE WITH NATIONAL REJECTOR And IMPROVED COIN SEPARATOR.

Tested—Thousands In Use!

Not a Kit-Install on location in minutes. No Wiring, Soldering, Drilling.

Now only \$49.50

ROYAL MFG. CO. 1360 Howard Street San Francisco 3, California

eral years to come.

emption bills, voted this one most musical heritage. businesslike and the coolest of In the meanwhile, sales of Latin all in the long history of juke- records to juke box operators ASCAP hattles before House and should be on the upgrade for sev-

Senate groups.

Jones Opens

resulting from juke listening.

ord sales would drop by one-third,

with his staff, including C. N. Mc-

alternoon with the visitors guided around the new premises.

SAVE MORE MONEY-MAKE MORE MONEY shappe to The Billheard TODAY!

Continued from page 120

Murdie, John A. Ruggiero, K. P. Moynihan, Norm West, C. R. Chuck) Klein, C. J. Lawson, Steart Auer, and Donald Lunday. ones branch managers attending were Pres Strave, Seattle; Tommy Thompson, Salt Lake City: Dean McMurdie, Portland, and Ralph Perin, Denver.

Open house was held during the juke operators belonged to a group Communications to 188 W. Randolph St., Chicago 1, III.

Bow 44 New Feature Charms At NVA Convention Exhibits

Exhibitors Showed Bulk, Card Venders, Major Equipment, Other New Products

By FRANK SHIRAS

124

vention here.

Two new bulk venders, a new model of another bulk machine, units for a self-mix beverage maching were also exhibited.

There were 15 manufacturers directors meeting. exhibiting their wares. Popcorn, Samuel Eppy and Company,

MIAMI BEACH-A total of 44 and neither was the Victor Vending charms, according to Sidney Eppy. new feature charms made by seven Corporation line exhibited at the Albert Fischer Company, Newport, manufacturers dominated the opening day last Thursday. Said Ky., unveiled 10 new items, accordopening day exhibits (1) at the Harry Bell, Victor representative at ing to Fischer. M. J. Abelson National Vendors Association con- the convention, "Failure of the Company, Pittsburgh, showed seven railways to ship the firm's machines | new charms, according to its prestwas responsible for the closed dent. Ringmaster Charms, Brillion, showroom." Paul Price was also Wis, had five new charms, Penny two card venders and auxiliary unable to exhibit his two new King Company, Pittsburgh, bowed charms since he spent the afternoon attending the NVA board of

HELPED START CHILDREN IN BULK VEND BUSINESS

Editor's note: Last week a presentation and analysis of Ridge Gum Corporation as a business was made.

This week the history of the business and personalities involved are presented.

CLEVELAND -- Ridge G u m Corporation, a mail-order bulk vending route of 3,100 machines, is only in its third year of operation. The original route of 2,500 machines was bought by Joseph Rades with the idea of developing a business that could be turned over to his children, Doreen Ann, 19, and Robert, 22. (See pictures.)

Claim Cancer, Cig Link Still Open Question

are increasingly voicing doubts that and the Restaurant Supply Com- feet below. Cape Canaveral came statistical studies comparing smoking and death rates provide any sound basis for scare campaigns Ridge's headquarters came from launching pad to distinguish it against cigarettes," according to Dr. Clarence Cook Little, scientific director of the Tobacco Industry Research Committee.

Speaking before a meeting of a national scientific fraternity at Maryland University (22), Dr. Little pointed out that "time and continuing research are showing that charges against cigarettes as a cause of certain diseases are greatly over-simplified and are not warranted by the present state of scientific knowledge."

Dr. Little told the group that the Tobacco Industry Research Committee has given its scientific advisory board full responsibility and freedom in allocating funds from the committee to independent investigators in leading research medical and educational institutions.

For 16 years Dr. Little was managing director of what is now the American Cancer Society.



HUDDLE on last-minute NVA convention developments brings together (left to right) NVA Counsel Milt Raynor, Chicago operator Harry Bell, and Leaf Brand's Rolfe Lobell,

While Doreen worked in the office, Robert trained on a small route of 100 capsule machines. After six months on this route, auxiliary units were displayed Robert reports that he bought a larger route in Southern Ohio. Early this year the entire route was turned over by Rades to his two children. He now acts in an advisory capacity. The route that Robert operated-RRR Cum Company-has been merged with Ridge Gum Corporation.

Ridge Cum is headquartered in a modern building in the suburbs



DOREEN ANN

2,888 square feet, 1,000 of them convention problems, sometimes WASHINGTON -- "Scientists are occupied by a soda fountain looking over the countryside 20,000 pany, which are other Rades enter- and went, with only a solitary prises. Funds for construction of square of cement and a bare Rades' commercial contracting from the Florida marshland. business, under which he builds Early in the flight NVA's counstore in North Madison, O.

University of Miami after gradu- flight to explain why he feels that ation from Pine Crest High School, bulk vending operators are a poten-Fort Lauderdale, Fla., in 1953. In tial market for Vend-Rite's line of the draft and spent two years in ... Two manufacturers who handle Ringmaster

specialized in a commercial course and Ed Jordan, Green Duck. at Brooklyn High School, from Leaf Brands, Inc., had two repwhich she graduated in 1956. She resentatives aboard-Vice-President reports that her father gives assist- Rolfe Lobell, and Jane Mason. Loance on unusual problems that bell is one of the co-chairmen of

her free time horseback riding.



ON THE WING to Miami Beach (left to right), Leaf Brand's Jane Mason, Ringmaster Charms President Lyle Becker and wife chat during flight from Chicago to NVA convention.

Inc., did not show its machine, Long Island, N. Y., had 12 new four new charms displaying two new charms was Plastic Processes, Inc., Freeport, Ky. Karl Guggenheim, Inc., New York City; had one

Oak Manufacturing Company's new "Lil' Leaguer" bulk vender was unveiled at the opening day exhibits, as was Samuel Eppy's "Charmy" bulk machine. Atlas Manufacturing Company was on hand with an adaptation of its standard bulk unit, while Calex Manufacturing, Inc., showed its two new card venders. Two new mounted on either side of Vend-(Continued on page 126)

BULK BANTER

By FRANK SHIRAS

A DC-6 that took off from Chicago's Midway Airport last Toesday morning carried a small group, arriving early for the National Vendors' Association convention in Miami Beach. The group of 12 was made up mostly of manufacturers, who were accompanied by their wives. During the flight small groups formed and reformed, of Cleveland. Of the building's sometimes intent on industry and

small factories, buildings and an sel Milt Raynor, began conferring occasional home. In the past 25 with those aboard on last-minute years, Rades has owned a minia- developments. . . . Vend-Rite, Chiture golf course, had an automobile cago, manufacturer of major venddealership, and now owns a drug- ing equipment, is a newcomer to NVA conventions. Its president, Robert spent a year at the Dick Tennis, took pains during the tributors explained their firms' po-Three years younger than her sitions on sales policies. They were brother, pretty Doreen Ann Lyle Becker, Ringmaster Charms,

come up. Doreen spends much of the convention. Mason was to play



ED JORDAN, sales manager of Green Duck, and Mrs. Rolfe Lobell, briefly interrupted during conversation on Miami Beach attractions, look up at flashing bulb of The Billboard camera.

A Man of Varied Interests

Unlike many other businessmen, Sam Eppy, Long Island charm manufacturer, believes in worrying about business somewhat less than 24 hours a day. For Eppy is a man with a wide range of interests-from opera to skiing-and he feels that these interests should be indulged.

The 53-year-old native New Yorker was graduated from New York University in 1926 with a major in banking. After

SAM EPPY



. . . climbed sales ladder

graduation, he went to work for the Wall Street firm of Merrill, Lynch, Pierce, Fenner & Beans as a statistician. Later he was promoted to writing market letters to custom-

But the crash came three years after Eppy joined the brokerage house, and by 1930, the demand for market analvists had slowed down considerably. Eppy spent the years 1930-36 as a traveling salesman for an advertising mat service, selling intangibles during the depths of the depres-

After Eppy had compiled an outstanding sales record, he joined Gum, Inc., Philadelphia, in 1936 as assistant sales manager. Within a year

he was promoted to sales manager, and to general manager. In an effort to build sales, Eppy decided to enclose a charm with each piece of gum. He had a mold built at a cost of \$4,500 and began pressing a 52-charm series. The charms were mainly plastic animals.

Packaging problems were too great to overcome, and the charm promotion never did go over. However, Eppy had confidence that he could move the charms. So he bought the mold for the \$4,500 that the company paid for it, and he was in business for himself.

The charms were placed on cards and sold thru retailers at a cent each. They were sold to the Cracker Jack people for prizes and to the Canadian Ace brewery for promotions. At the end of his first year in business for himself, Eppy's books showed a profit of \$50,000.

But Eppy wasn't interested primarily in one-shot promotions for charms. He was looking for a steady, expanding market and for repeat business. In 1942 Eppy discovered his market-the bulk vending industry. He introduced 20 new items for the vending trade that year, and has been averaging 20 new items every year since.

Eppy has been a pioneer in many phases of charm manufacture-two-piece assembled units, glow-in-dark gimmicks and metalized novelties to name a few. Last year he turned over the active management of his charm business to his brothers, George and Sidney, so that he could concentrate on new

Eppy's full schedule only allows him five hours of sleep a night, but he seems to thrive on it. Curiously, he's writing a book entitled "How to Sleep," The Jamaica manufacturer is a hi-fi addict, mostly classical music, and an avid theater and opera fan. For physical diversion, he swims, skis and skates. He keeps in trim by taking regular five-mile swims.

Eppy is also a hard worker for the National Vendors Association, serving on the board of directors of that group since its organization and heading the membership committee. Mr. and Mrs. Eppy organized a private co-operative school

In Queens, with Eppy raising \$68,000 to get the project started. The Eppys have two children, Judy 19, and Cindy, 14.

At Party

convention evening party of Ring- president of the firm. The group master Charms had 68 in attend- was composed primarily of distrib-



TETE A TETE on bulk vending trade goes on between Dick Ford (left), coin machine advertising manager of The Billboard, and Dick Tennis, Vend-Rite president.

The barbeque dinner broke up early so that the group could get back for the fete held by four New York City charm manufasturers at the Deauville Hotel.

The Ringmaster party-on as estate overlooking Biscayne Baywas held at the residence of a MIAMI BEACH, Fla .- A pre- personal friend of Lyle Becker, ance last Wednesday (April 30), utors and their wives, altho there was also a turnout of some operators and a few manufacturers.

The party began early in the evening. Tables were set around the lawn on the estate, and Southern fried chicken and spareribe were served. A bar was set up in a hut simulating a camping out shelter, while a combo served as

The manufacturer fete was held in the spacious Casanova Room of The Deauville. Those sponsoring the event were Sam Eppy, Pan Price, Bob Guggenheim and Bill Falk. This pre-convention celebration had a large turnout of bulk

(Continued on page 127)

NATIONAL Model 930 CIGARETTE

T. O. THOMAS CO. 1572 JEFFERSON PADUCAH, KENTUCKY Vending Machines Since 1937

MANDELL GUARANTEED USED MACHINES

DELL'E BESTELLE PER SALLES	
rechie fouts, Jumbe Queen	45 44 45
stachie Nute, Shelk	A484
anute Jumbe	31 30 31
atum Esked Seans	22 28 38 40
and the Gem. 60 changes and the	A7 .28
ne Blo Ball Gum, 140 cf., 170 cf.,	-30

prepaid on att Rain Bie Ball Gum. m. all flavors, 100 cf. ... m Order, 35 Boxes Assorted.

plate line of Parts, Supplies, Stands, et, Brackets, Charms, Everything or the operator. 1/3 Depatit, Salance C.O.D. IAMP FOLDERS, Lowest Prices, Write

MEMBER MATIONAL VENDING

AND SERVICE CO.

THE KEY TO BIG PROFIT IS



et the sensational Horthwestern 2 may Vender, the key that will unleck hose hig postits for you.

ben'y wait, den't loss these sales. So to the ground floor. Order today, set a few of these machines on location. as praise in the prent.

en your Northwestern Distributor or sine write or phone for complete details.

THE MORTHWESTERN CORPORATION

225 S. Armstrong St., Marris, Illinois.

Bulk Banter

• Continued from page 124

LUCKY

DIAMOND

HORSE-

SHOE

RINGI

co. inc.

VICTOR'S

PROVEN

MONEY-MAKER

TOPPER

ALL GUM

VENDOR

\$12.75 EACH

Packed and told 4 per case.

Write for Lowest Prices

en our complete line of

· CHARMS · BALL GUM

CAPSULES • MACHINES

Order Now From Victor's South-

eastern Distributor.

1784 N. Decentur Road N.E.

Atlanta 7, Ga.

Phone: DRake 7-4300

Every child will want this attractive

heir collection. Heautifully designed end brilliantly vacuum plated! Just in

Time to cash in the the profitable "Western" fast that's sweeping the country. Get your manhines in line and make maney with the Lucky Diamond

Labels available at your distributor on

Horseshow Ring!

paul a.

the feminine lead in a farce to take place during the confab. . . . The sole operator on the flight was Harry Bell, who has been active in NVA affairs since its beginning seven years ago. . . . The three ladies accompanying their husbands on the flight chatted pleasantly with other members of the party. Mrs. Jordan napped for a while at the start and awoke feeling chipper as the plane passed over Tennessee.

The group was met by Mike Sparacino, Chicago operator, who

Stall Action On Post Hike

WASHINGTON -- Action on legislation to raise the postage rate on first class letters was stalled indefinitely last week (30) when Senate and House conferees failed to agree on policy statment regarding the charging off of postal revenue losses to public service.

Legislation would set the rate on first class letters at 4 cents, and on air mail at 8 cents. Proposed rate will not cause particular hardships for operators of stamp vending machines, with the possible exception of the air mail rate. Chances are that customers may balk at paying the 2-cent premium for this class of service. (The Billboard, April 28.)

Postponement of action on the measure came about when House and Senate conferees split over how to clear up specific postal operations charged to "public service." Under Senate version of the bill, such operations as rural free delivery would be written off as public service items and paid by congressional appropriations instead of by postal revenues. House conferees, however, were split on the policy question.

Sen. Olin D. Johnston (D., S. C.), chairman of the Senate Post Office Committee, said it would be up to House members to resume the conference. "I don't know when GIVE TO DAMON RUNYON CANCER FUND | we will meet," be added.

He said be had polished off five honored special brew.

came down to the Miami airport of the local lobsters at one sitting in his station wagon to welcome the night before and joked that the and help out. He reported that Sparacinos had made a point of two of the Eppy brothers, two of bringing down a special coffee pot the Folz brothers, NVA President for their father, former bulk vend-Leonard Quinn and wife, as well ing operator. It seems that the as other members of the Sparacino elder Sparacino can't open his eyes family, had also come down early. in the morning without a family-



VICTOR'S STANDARD TOPPER

Gum Vendor 100 or more

Complete Line of Victor Products

Write or Phone

BIRMINGHAM VENDING CO.

540 Second Ave., No., Birmingham 4, Ala. Phone: FAirfax 4-7526



The bases are loaded with profits for the smart operators who install Oak's Li'l Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and intefest the customer.

Both for Ic. Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum. Same tool-proof coin machanism proved best on the famous Acom Vendora.

west coast factory sales OPERATORS VENDING MACHINE SUPPLY CO.

> 1023 South Grand Avenue Los Angeles, California



east and midwest factory sales M. J. ABELSON/Phone AT 1-6478 2033 Fifth Avenue Pittsburgh, Pa.

30 per hour

MANUFACTURING COMPANY, INC. 11411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

ORDER NOW TO INSURE DELIVERY OF YOUR AUTO-PHOTO MODEL 14 STUDIOS FOR THE COMING SEASON...



PROVEN BY TEST to consistently earn more for operator and location-owner than any other automatic photographic equipment.

Here is the ultimate in automatic photography . . . the finest machine of its kind ever built.

THE NEW AUTO-PHOTO MODEL 14 STUDIO will photograph and deliver a strip of four photos, each a different pose every thirty seconds.

IT CAN AND DOES EARN as much as \$30 PER HOUR (25¢ sale)

No image distortion caused by customer moving during exposure. SHARP, CLEAR PHOTOS build good will, and repeat sales.

ARE YOU GETTING YOUR SHARE OF DOLLARS from the ever growing demand for miniature portraits and ID Photos?

Write for literature and name of nearest distributor.



AUTO-PHOTO 1100 East 33rd Street, Los Angeles 11, California

PHOTOME, Ltd. / 12 Pertman Maure, South FOTOFIX, S.m.b.H

INVESTMENT IN THE COIN MACHINE FIELD Be sure to visit BOOTH 31, MOA Conve tion, May 6-7-8

HOROSCOPE SCALE

5"

MOROSCOPE

WEIGHT

No cards. capsules or tickets to buy.

126

FULLY AUTOMATIC. All you do is

collect the money. Will corn \$20

to \$75 per month.

Guaranteed for 5 years.

\$20 deposit puts it to work for you.

Order or write for details.

AMERICAN SCALE MFG. CO.

3204 Groce St. NW, Washington T. D.C. Send more details [] Sand sinte [] \$20 deposit enclased []

NAME_

ADDRESS.

TONE_STATE

BARRELS

Vacuum Plated \$12.50 per M

Plastic Inlaid

At your distributor or

33 UNION SQUARE N. Y. C. 3, N. Y. . AL. 5-8393



Same Fine Flavors,

Direct LOW **Factory Prices** Bubble Ball Cum, 140-170 &

Centers and Coating

Tab (short stick), 100 ct. . . 18g box F.O.B. Factory 150 lb. Lots

AMERICAN CHEWING PRODUCTS 24 years of memufacturing

experience Ith & Mt. Pleasant * Newark 4, N. J

Link-it Trinket The latest craze that's sweeping the country! AT THE NEW LOW PRICE QUOTED BELOW, you can afford to use 700 per machine, plus 150 good feature numbers. From feet locations we find you must have feature charms in addition to the

Send 25s for Sample

Kill of Charms.

SURE-LOCK, the perfect cap sule. Outstanding items. Send \$2.50 and receive 100 high quality, filled capsules. Contains our complete line. World's Largest Selection of Miniature Charms

NATIONAL SALES NEADQUARTERS FOR ATLAS MASTER MACHINES

2538 MISSION ST.

YOUR REGISTERED KEY plus exclusive **ROUND** keyway stops coin box bandits cold! CHICAGO ACE LOCKS

Stop theft! Specify-or replace with-rugged ACE Locks. Unique 7 pin-tumbler mechanism provides over 80,000 key changes . . . plus private registration for your exclusive use. Duplicate factory keys can only be obtained on your authorization. What's more, only ACE Locks have the patented ROUND keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your take! Write today for catalog which also describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks.

CHICAGO LOCK CO. 2036 N. Rusine Avenue - Chicago 14, Illinois

Debut 44 New Features

Continued from page 124

Rite's "room service" beverage ma- Names of the new charms un-

several interchangeable sport gang links, watches (in series of 6). amusement units inside the globe. Metalized compasses, plastic space Four flips of a lever propel four ships, plastic clowns, sea pearl small balls into any of four vertical ring, dazzler ring, pearl chips ring, slots, the player's score being de- cameo ring (in series of 16), moontermined by the slots the balls fall stone beauty rings (series of eight), into. The vended ball of gum is pearl knocker rings. Fischer: Roller dispensed immediately and is not skates, skull (with top hat) skillet used in this machine as it is in (with fish), lock, printing set, cowmost sport bulk venders. The boy on horse, robot, piggy bank, globe holds 12 pounds of 210- coat hanger. Abelson: Cha-cha count ball gum and retails for shoes, musical animal series, zodiac

chine is distinguished by a tapering mond ring, kangaroo. Ringmaster: globe. (See The Billboard, April Baseball caps (fit on pencil tops), 21, for complete description.)

of its former machine. Top loading constitutes the basic alteration, ring (with and without eyes), Globe capacity is between 111/2 trojan ring (in gold or silver), and 12 pounds, said Margaret Kelly, firm representative. added that the suggested retail price is \$24.50 instead of the former \$18.95. New globe is 1% inches higher than former one, Rubberized belt ring (circular belt said Kelly. It comes in glass, and may be unbuckled). may be used on the standard Atlas machine. Metal top is either chrome or black finish.

Calex showed two card venders, models 201 and 301, the former of which can take smaller cards than the latter. Manufacturer Alex Korn said the 201 model vends a variety of card items, including U. S. and picture post cards, trading cards and utility merchandise that may be vended flat. Examples are powdered soap, shoeshine pads, and wash cloths. The machine may be used either as a counter model or mounted on a stand, the 201 sells for \$34.95 and the 301 for \$29.95.

The two auxiliary units for the Vend-Rite manual-mix hot bever age machine dispense cookies and soup, said president Dick Tennis, The floor-model "room service" unit vends coffee and cocoa. The complete unit stands 68 inches high and sells for \$330 with each auxiliary unit priced at \$70, said Tennis. Vend-Rite was the only firm exhibiting major equipment at the convention. Tennis feels that the bulk operator can profitably operate beverage machines as well as the typical bar candy and cigarette vender.

Guggenheim also had a new type of capsule with a polyethelyne cap. Translucent, the cap is designed to squeeze off with maximum ease. Price also bowed a new capsule with what he termed an "impact" cap. The cap does not have to be locked on the body of the capsule. Abelson continued its baseball series of cards with 500 new additions of individual stars. He also has a new "Goofy" and a space series of cards, the former humorous and the latter exploiting various aspects of the sputnik era. Thirty-nine characters that appear in the King Syndicate comic strips are used on a new line of buttons by Penny King.

Altho Green Duck Company, Chicago, did not unveil any new button series, sales manager Ed Jordan said the firm was to present a new idea in button design to distributors at the confab.

Other exhibitors at the convention were Cramer Gum Company, East Boston, Mass.; Leaf Brands, Inc., Chicago: Joseph Lipshutz Insurance Company, Chicago; Ohio Gum Supply Company, Chicago, and The Billboard Publishing Company. Of these, the manufacturers displayed much of the more recent merchandise they are selling.

> FOR SALE ACORNS

900, like new, to close estate.

1c-5c-\$8.75 eu. F.O.B. Los Angeles. All or Part. Box A-207, c/o The Billheard 1520 N. Gower, Hollywood 25, Calif.

veiled by the various manufactur-The "Lil Leaguer" carries one of ers are as follows: Eppy: Chain series, dice (in holder), pen (with The Eppy "Charmy" bulk ma- removable cap), adjustable diaflipping coin, statue of liberty, Atlas displayed a revised model military mix. Western ring series. Penny King: "I love you" tree, dog wedding ring (with three stones). Paul Price: Lucky diamond ring (with four-stone setting), funnyface animal series. Plastic Processes: Bible and goldbrick. Guggenheim:

> Editor's Note: Pictures of new equipment at the National Vendors Association convention could not be processed in time to meet The Billboard's deadline. A more detailed description of new machines will accompany pictures next week.)

CONVENTION SENSATION

Everyone Said Our New Gimmick

ARE **FABULOUS**

NEW GIMMICKS

1. CHAIN GANG LINKS ... S 2.W 2. WATCHES, V-Metalized, 12.51 3. COMPASSES, V-Metalized 17.5

4. DICE CHARM, Plastic., 10.46 5. SERIES #90,

V-Metalized 4.50 6. SPACE SHIP, Plastic 7. CLOWN CHARM, Plastic.

NEW RINGS

9. DAZZLER RINGS 10.0 10. DIAMOND CHIPS 11. 11. PEARL CHIPS 12.0 12. CAMEOS, Mixed Plated

and Plastic 9 13. 8-RINGS 14. MOONSTONE BEAUTIES . 27.

All prices per thousand, 5,000 to and up per item. Immediate deliver Eamples on Request, The Most! The Best!

91-15 144th PLACE JAMAICA 35, NEW YORK

Profitable coin-operated scale routes. Locations concentrated in heavily populated Midwest cities. Contacts

BOX 926 c/a THE BILLBOARD, 188 W. RANDOLPH, CHICAGO 1, ILLINOIS.





After all is said and done-your best bet still is

VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor

\$12.75 each 100 or more

Distributed by

Giving Friendly Service and Liberal Terms Since 1910



The Billbeard, 2160 Patterson St., Cincinnati 22, Ohio Vas Ti Please send me The Billboard for one year at \$15.

	(Foreign rat	te, one	year, \$15	5)	890
Name					
Address					

City Zone ... Zone



VICTOR Standard TOPPER 10

BALL GUM VENDOR Lach

\$12.75 euch 100 or more

Augifable far to and be TV Venuer in stock for mediate delivery.

ME PAYMENTS AVAILABLE

a se for lawest prices on Captules, sall Gum and all Vending a Premet shipment.

FREE

40 Page Catalog Write for your copy today.

RERNARD K. BITTERMAN out 27th St., Kamas City 27, Mo.



mufacturing Company W. Fulton St. Chicago 44, III. 199. Telephone Columbia 1-2772 Address WATLINGITE Chicago

I wo ways you can rotect your family against CANCER

... a check ... a check-up

Oncer strikes in one of every two miles. Each year more than 9,000 American children under e age of eighteen lose a parent

Yet many cancers can be cured, tincovered in time.

ery man should have a complete buical examination once a year. omen over thirty-five should have complete physical examination ce a year. Patients are being saved say who could not have been saved to a few years ago.

The American Cancer Society ice your belp.

les soon we find enover's cause and er depends on how soon and how exh help comes from people like you.

Send contribution to Concer, f to your local Post Office.

Imcer strikes One in Five STRIKE BACK ... live to Conguer Concert

COINMEN YOU KNOW

Detroit

By HAL REVES

erates a route of cigarette, candy sales development director of King and soft drink venders as Wutzke's Coffee, Inc., presented Detroit op-Tobaccouists, is opening Quick- erators with the first showing in

With austified sales argenitafients to handle LOW PRICED LINE OF CIGARETTE VENDORS. 2 SIZES. None finer quality-none

perfumes.

lower in cost! We plso monufacture vendors condy, cookies, pens, stomps, OUR 26th YEAR!

SHIPMAN MFG. CO. LOS ANGELES 23, CALIF.

ELECTRIC MONEY MAKER! Famous ACME ELECTRIC MACHINE



Sample ... 528.13 and Up ... 22.52 Bracket ... 1.00 Floor Stand, 5.00

deposit, bal.

Vibration is the law of life. The medical profession has placed its

emples me at at electric and vibratory treatment for many aliments. The Acme Electric produces an electric vibratory current which can be increased at will indicated by pointer on dist. Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 plays. Prices Subject to Change Without Notice ORDER TODAY!

Distributors of Advance Vending

715 Lincoln Place, Brooklyn 16, N. Y. PResident 3-2100

in the Guardian Building. He has been in the record business and also operates a couple of cigar stores Waldemar W. Wutzke, who op- downtown ... Joseph F. Ciumette, eterra, a quick-service restaurant, the country of the new Bert Mills coffee yender as a special feature of their Coffee Futurama.

> The Detroit branch of Empire Com Machine Exchange, beaded by Gil Kitt, Chicago, which was opened here a few months ago, is being chartered as a Michigan corporation. Murray P. Greenblatt, Detroit attorney, is agent, and the company is chartered for a \$50,000 capitalization with stock issued at \$10 par value.

Bob Wiley has been named manager of the Detroit operation. Wiley, who has been with the Empire organization about three months, was formerly road salesman for Worldwide Distributors of Chicago, covering Michigan, Illinois and Indiana. Jack Burns, who was temporarily in the new Detroit office until Wiley's appointment, has returned to his regular duties as traveling representative for Empire in Michigan.

Ben Rosen, longtime manager of Confection Cabinet Corporation, flew via chartered plane from New York to London to attend the Variety Club International convention there. He is past Obief Barker (president) of the Detroit Tent of this showman's organization.

Meyer (Red) Saperstein has sold out the Reliable Vending Company, eigarette firm, which he has operated for several years, and has been enjoying a vacation at Hot

Ringmaster Party SUN-GLO

· Continued from page 124

vending operators. Highlight of the event was a superb floor show that included an imusual singing group employing two mikes simultaneously and a talented troupe of other singers and dancers that performed with precision in the group numbers.

CIGARETTE MACHINE OPERATORS

Liquidating stock—brand new! Have only the following machines lett. All manual with national rejector—slug proof, mirror, capacity 258 parkages, either king size or regular.

50 Green & Grey 12 Calumn—30¢
1 Green & Grey 10 Calumn—Comb. 25¢ & 30¢
12 Black & White 7 Column—Comb. 25¢ & 30¢
12 Candy Machines (Penny Machines—Baseball Score Came)

All carry new machine warranty. Make us an offer-FOB Minneapolis. Write

SHERIDAN ENTERPRISES, 711 West Lake Street, 509 Calhoun Building Minneapolis 8, Minnesota.

Springs, Ark, before returning here and making his future business plans. The new owner is Mervin lacobson, prominent operator and general manager of the Central Vending Company. A brother, (Continued on page 134)



RINGMASTER CHARMS **BRILLION 3. WISCONSIN**

fully reconditioned complete with base, roady for location. Machines are factory sprayed and look like new. Lawest prices anywherecompare.

ROWE PRESIDENT CIGARETTE. 10-col., 25c & 30c comb. ... \$110.00 ROWE CRUSADER CIGARETTE. 10-col., 25c & 30c comb., ... 125.00 STORER & COLUMN CANDY, 160 tap., pestwar changemaker, 175.00 STONER B-COLUMN CANDY. postwar. 5-10-20 MATIONAL CAMBY, 9-column 90.00 ROWE CRUSADER CIGARETTE. 8-column, 25c & 30c comb. . . 85.00 EASTERN ELECTRIC CIGARETTE.

10-col., all coin, 25c & 30c ... 125.00 All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D.

VENDING SERVICE CO. 308 Furmon St. Brocklyn, N. Y TRionale 5-1857



AMERICA'S LEADING MANUFACTURER





Laboratory and Field Tests Prove Sun-Glo Best SEE YOUR LOCAL DISTRIBUTOR TODAY I Sun-Glo Shuffleboard Supplies, Inc.

115 HECKEL ST. BELLEVILLE 7, N. J. Phone: PLymouth 9-4474 Boards



ARCADES - AMUSEMENT PARKS - FAIRS - AMUSEMENT CENTERS

Wax

Get Big Profit-Making, Fast Selling

(HIBIT'S CARDS . . . sell for 2° each

BEST TAKE-HOME ITEM TO OFFER

LARGEST SELECTION EVER ASSEMBLED

51 SERIES TO CHOOSE FROM

- · Autographed Film Stars
- TV and Radio Stars

Art Models

- · Enormous Selection Cowboy Cards · Fortune Cards
- Sport Figures • Fun and Novelty Reading Cards

 - Also special fast sellers

LIBERAL PAY PLAN . . . GET FULL FACTS . . . WRITE OR CALL

Sold by Leading Parks Everywhere

1,312,500 cards sold in one 17-week season," says Riverview Park, Chicago, Illinois, Other leaders from coast to coast, as . . .

- . State Fair Park, Milwaukee
- · Beverly Beach Club, Mayo, Md.
- · Lagoon, Farmington, Utah
- · Freeman & Shore, Revere Beach, Mass,
- · Midway Park, Maple Springs, N. Y.

EXHIBIT'S Patented VACUUMATIC VENDORS

Over 1000 in use today. Designed to give you visible vending action and "off-the-top" delivery, trouble-free operation, factory-tested, field-proved, greater card capacity, take all card thicknesses, positive card delivery, fast releading, handsome cabinets, 2 models. Write for details.

THE EXHIBIT SUPPLY CO. ESTABLISHED 1901 . 4218 W. LAKE STREET, CHICAGO 24, ILLINOIS . PHONE: VA 6-3100

THE BACKBONE OF THE AMUSEMENT ARCADE BUSINESS

Chi Coin, Genco Consolidate; All Mfg., Sales at One Plant

roof, at the Diversey Boulevard previously.

week by Sam Wolberg and Sam Gensburg, co-owners of Chicago Coin, and Avron Gensburg, Genco its personnel to have expanded changes have been made at this

continue to operate as separate entities, continuing their distinctive amusement game lines.

The consolidation, according to the officers, is being made for greater production efficiency. It will, according to the officers, save duplication of services necessary to production and ultimately will result in improved products.

Genco, according to Avron Gensburg, expects to be in full production under the Chicago Dynamics roof within a few weeks' time.

The move will entail a full switch of Genco's office and fac-

Arcades, Parks Install Chi Coin Commando Gun

Commando Gun division, last week reported over 150 guns delivered to Areades and amusement parks, and 75 on order. He said this number includes at least 25 separate Commando gallery set-ups.

according to Click, are at Riverview Park, Chicago; Henry's Playland, Seaside Heights, N. J.; Springlake Park, Oklahoma City; State Fair Grounds, Birmingham, and at Tulinge, Sweden.

In the process of going up are installations at Roseland Park, Canandaigua, N. Y.; two Arcades on Broadway, New York: one on Atlantic City's famed Pier; Ocean Park, Santa Monica, Calif.; Kennywood Park, Pittsburgh; Palisades Park; Palisades, N. J.; Playland, Rye, N. Y., and Wedgewood Park, Oklahoma City.

Looking for Spots

Commando installations in Arcades diplomat. and kiddie parks. He expects to locations are developed.

Glick estimated the cost of an Gottlieb is another chairman. average five-gun gallery with tarquired at the particular location. James S. Klein.

Industries, Inc., will operate Chi- chinery-to the Diversey Avenue services to their firm. No addicago Coin Machine, Genco Manu- plant. Genco will retain its own tional personnel is expected to be facturing, Commando Machine experimental plant and production taken on at this point, but addi-(government project), under one equal amount of space as it had according to Avron Censburg.

Announcement was made last North Ashland will be used for the from the new location is due withtime being for light manufacturing. In the month.

The Genco firm expects some of duties within the Chicago Dynam- time in the Chicago Dynamic or-Chicago Coin and Genco will ics organization, but the Genco ganization,

CHICAGO -- Chicago Dynamie | tory equipment-tools, dies and ma- | staff will continue their regular

The first of the new Genco The former Cenco plant on games to be produced and shipped

Wolberg said that no financial

TWO NEW IDEAS

Bally Baseball, Gun Games Hit Market

riety of games and rides yet handled at one time by the firm.

Both games feature new versions of basic amusement piecesa gun game and a baseball game. Space Cunner, the new gun, is a

fully automatic pop-gun game with a space theme. Action is fast and a bit forious.

Big Inning, the baseball, adds a new twist to the coin-operated diamond game, providing a "relief pitcher to enter the game with CHICAGO -- Harry Click, in a fresh mixture of pitches after a charge of Chicago Coin Machine's certain number of runs are scored.

Space Gunner Space Cunner features an automatic space gun that shoots plastic balls continuously for a full min-

Installations already in operation, Joe Kline Heads Coin Division of Jewish Appeal

CHICAGO -- Joe Kline, First Coin Machine Exchange, is the chairman of the coin machine division of the Combined Jewish Appeal here, which has set its annual luncheon at Fritzel's restaurant for

Representatives of the amusement division-including the coin machine industry, movie industry, record industry, bowling industry and others-will make their pledges Click said that operators were at the luncheon, and hear a short their machines from locations looking for spots in their areas for talk by Gershon Avner, Israeli

Sam Wolberg, Chicago Coin 17). move in more galleries as these Machine, is general chairman of the amusements division. David

Others include Harry Balaban, gets at about \$7,100, the cost vari- Irving Green, Nate Platt, Jack able with the amount of work re- Kirsch, Jay Platt, Bernard Benesch, Hanofee Works

Knoss Levels Charges AT AAMONY Group

names other than President Sandy nations. letter, it's content left no doubt action and charged that AAMONY Apparently the trouble arose equiting attorneys, unenforceable. AMONY group which favors mer- and UCMONY representatives held, when individual players, without ger with the United Coin Machine secret meetings between January knowledge of the operator or loca- almost everywhere in the State, the legislative session of 1955 con-Operators of New York and a com- 28 and February 10 and that the tion owner, began to place bets on Where it has not been challenged dones unrecorded free plays. promise officer state.

game operator, last week blasted against AAMONY in which he ing them with their local problems, another look at the 1957 anti-pin an element of the Associated challenged the AAMONY nomina- The Utica area has been subject law. Amusement Machine Operators of tions of February 13 (The Bill- to crackdowns by local police, New York in a letter sent to board, April 28). As a result, the charging that some games are be- W. Handley as "silly," the statute, AAMONY membership. While no coin group must hold new nomi- ing used for gambling. However, enacted 14 months ago, remains

(Continued on page 137) their skills.

CHICAGO -- Bally Manufac- ute at the rate of three per sec- Paul Huebach, vice-president turing Company added two new ond. Player grips the triggerless and general manager, also reported amusement game pieces to its line weighted gun handle, aiming at the new 1958 model Keeney eigalast week, capping the biggest va- any of five head targets of comical rette vading machin now moving

UJA Coin Div. United Ships Nears Goal For '58 Drive

NEW YORK-The Coin Machine Division of the United Jewish Appeal is nearing its goal of \$30,000 for its 1958 drive. At the Cun and Precision Instrument system, with approximately an tions will be made in the future, group's final executive committee meeting at the Hotel Astor Wednesday night (30), some \$6,000 was turned in, bringing the total to nearly \$25,000.

Contributions will be accepted until the day of the Victory Dinner, May 14, at the Grand Ballroom of the Hotel Astor. Guest of honor this year is Al Simon, veteran coin machine distributor.

Keeney Has Replay Model of Baseball

CHICAGO ... J. H. Keeney & Company last week bowed a replay model of its new League Leader baseball game, making both regular and replay versions now available.

(Continued on page 137) thru the production lines.

WIN CITY'S RESPECT

Rock Ops Freeze Location Hot-Spots Rocket Ship,

By ELTON WHISENHUNT

ALITTLE ROCK—Came operators here have in the past two months so successfully policed solve that making the past two months are successfully policed solve that making the past two months are successfully policed solve that making the past two months are successfully policed solve that making the past two months are successfully policed solve that making the past two months are successfully policed solve that the past two months are successfully policed solve that the past two months are successfully policed solve that the past two months are successfully policed solve that the past two months are successfully policed solve that the past two months are successfully policed solve that the past two months are successfully policed solve that the past two months are successfully policed solve the past two months are by teen-agers under 18, in violation of the law, has been stopped.

Up until a month ago 59 socalled "private clubs" sprouted in and around Little Rock with the result that dozens of teen-agers under 18 were playing pin games. State law says a person must be 18 or older to play them.

To make it worse, many youths under 18 were drinking beer and liquor in the private clubs, another law violation.

co-operation with authorities and the Arkansas Democrat, Little ated. Police, meanwhile, were of the title "Rocket Ship" are Rock newspaper. In a meeting exactly two months ago, operators adopted a resolution to pick up where the location owners did not co-operate (The Billboard, March)

Operators informed location owners to check teen-agers and not let those under 18 play.

Utica Area for N. Y. State Assn.

UTICA, N. Y .-- Stretch Hano-

months so successfully policed solve that we will notify all of their own industry that the our locations that any location flourishing play of pinball games which allows minors or those under 18 to play coin-operated Ship, was shipped last week by D. marble machines in his location. that the said machine operators will warn the focation and if the theme on backglass and playfield, location will not co-operate, then colored with rocket ships and the machine operator will remove spacemen figures. all the location's marble machines.

> tive operator shall set coin-oper- pers, which the player operates by ated equipment in that location, pressing buttons, shoot balls to and that location shall be without mid-field where booster flippers coin-operated marble machines for add additional kick to shoot balls a period of not less than 30 days," to the top of the playfield.

The operators notified all loclosing up private clubs which lighted. were serving liquor to minors, It

(Continued on page 131) ing runs to 7 million.

New Shuffle, Eagle Alley

CHICAGO-Eagle Shuffle ley, a new puck bowling game we bonus scoring, was shipped to di tributors last week by United Mar ufacturing Company.

Eagle is a six-player with reglation scoring in all frames esce the fifth. Player making a stra in the fifth gets two extra sho one extra for a spare, as is custoary in the tenth frame.

The fifth frame bonus feature is adjustable, and can be up plugged by the operator if desired Eagle is available in regular s

de luxe (match play) models. The game is 81/2 by 21/2 feet with all mechanism in the backle for easier servicing. It is equippe with a National slug rejector con

Bill DeSelm, United sales manager, said the game was a nee look" 1958 model, fashioned after the Six Star regular model howel

The game has longevity, according to DeSelm, and the new model with redesigned backglass and calinet, was introduced in answer to demand from the field.

CHICAGO - A new ameleplayer five-ball pin game, Booket Gottlieb & Company,

Rocket Ship features a space

Balls are shot to top of playfield And furthermore, no competi- in two stages. Bottom ball flip-

Rocket Ship has a carry-over The operators cracked down in cations in the days following this "spell the name" feature that scores meeting. Most operators co-oper- specials for player when all letters

Roto targets provide high-score was learned, also, that the clubs flipper action, and the targets were not really private but public, change in value when any of seven By posing as private clubs they spots on playfield are hit. Two served mixed drinks of liquor, side- targets at top of field light alterstepping a State law. As a public nately for rote-target values. Scor-

'58 Election May Affect 'Silly' Indiana Pin Law

By JOE KLEIN

INDIANAPOLIS-May 6 prifee, executive director of the New mary election day in Indiana and York State Coin Machine Associa- Hoosier citizens will pick candition, is spending 10 days in North dates for the Indiana General As-Central New York signing up juke sembly which is certain, when it NEW YORK--Ray Knoss, local Knoss recently won a case box and game operators and help-convenes in January, 1959, to take

Characterized by Gov. Harold the games concerned, shuffle alleys unenforced and, in the opinions of Warner's were mentioned in the The letter reviewed the legal and baseball games, are legal units. police personnel, sheriffs and pros-

n the courts, law-enforcement

agencies differ and even collide in interpreting it. In heavily popullated urban areas, points of great importance to pin operations, country and circuit courts have been consistent in condemning it as une constitutional:

To date, none of the cases involving the 1957 law has reached the State Supreme Court

A case questioning the validity of the 1955 law has, however, and the tribunal ruled against it.

Free Play Amendment

An amendment quietly slipped The law is snarled in litigation into the perennial anti-pin bill in

(Continued on page 132)

Copyright

indicated from page 120

fee breaks down to about 5% a per day per box.

ke spokesmen say no matter you break it down, a \$25 fee as owner of 50 boxes would \$1,250 per year. For a small stor with 30 low-play boxes, of \$15 per box would total annually, in performance

Over-all, on 500,000 machines estimated to be in operation, to set at \$25 per box annually d mean \$12,500,000, and a fee of \$15 per box would \$7,500,000. Actual take, if scale proposed by NLBA is would come to about \$10,-

ais for this figure is The Bill-I's poll of the industry for (MOA special issue, May 20, Percentages for different of boxes in 1956, with margin eror, showed about 17.7 per

MENNERS WEEK

FOR DOWNRIGHT QUALITY IN A POOL GAME . . .

PLUS

Lowdown Price . . It's IRVING KAYE'S DeLuxe Competitor!



- Genuine Penn,-cured slate for-
- Phonolic resin balls-formice ton
- . Jam grant rails-fool-groot
- framer mechanism.
- Only 75"x42"-- 30e or 25; coin shute.

Contact Your Distributor

KING PIN EQUIPMENT CO.

254 Mills St., Kalamason, Michigan 7424 Fenkell Ave., Detroit, Michigan

THE PROPERTY OF THE PARTY OF TH

MELODY TOWER

Eliminates the meed for many wall-become Highly styled and welcome in even the top locations. Two deco-rator culors, White-Gold and Black-Gold. Wonderful sounding Jensen 12. Hi-Fr Speaker and 8 level volume control feature. Being and Gold prist cloth—brilliant fluorescent illumina-tion. n. Compact alsa officials.

Sthes all just box models. Complet satisfies and \$20 Ohm lines.

riest for hidsaway units.

Contact Your Distributors:

ROANOKE VEHDING MACHINE EXCHANGE

ASSO W. Broad St., Richmond 24, Va.
ATientic 2-221. Jack Bess, Mgr.
425 Ohio Ave., Charleston, W. Va.
Dickens 3-6211. Eldridge Fink, Mgr.
42 Commonwealth Ave. Bristol Va.
Tel.: 1344. E. M. Hudson, Mgr.
213 W. Deput St., N.W., Knexville,
Tenn. Tel.: 4-1973. Ed Wahle, Mgr.

of 80 and 120 records.

Carrying these percentages into 1958's estimated 500,000 boxes, performance tally would be roughly \$1,785,000 for the lowplay, \$15 a year group; \$2,212,500 facilities at 2633 N. Milwaukee soon enjoyed a brisk business. for the 200-play and over group. Avenue last week. Approximately \$6,581,250 would Don Moloney, Do come from the 60 per cent of said that the more spacious loca- Nearly 500 different tape selecboxes ranging between the \$20 tion will provide for expansion of tions are available. Tapes go out and the \$25 annual fees.

of over \$10,000,000 in performance relatively new project-stereophonic others direct. royalty for this industry is out of tape music rentals on a national proportion, in view of the \$2,000,- mail order scale. 000 already collected on mechani- Grand opening of the new Donan FINEST RECONDITIONED cal royalty per year.

The operators also resent a later date, not yet set. \$10,000,000 royalty which they The new Donan headquarters believe will rarely reach the indi- was formerly the establishment of a vidual hit-tune songwriter in a col- car rental agency. Now underlecting society like ASCAP. They going remodeling and decorating. claim this amount is equivalent to the estimated 10,000 square-foot half the total ASCAP royalty one-floor location will feature

ABT CHALLENGER PISTOLS \$39.95

CHILDREN'S RIDES! by CAROUSEL!

Space Ranger Space Ship \$250.00
Circus Jet
See-Saw 125.00
Space Patrol Space Ship 150.00
Star Shooting Gallery 75.00
Sportland Shooting Gallery 110.00
Western Gun-Space Gun 50.00
Auto Rides 200.00
Metal Typer (Standard) 225.00
Williams Crane 125.00
Big Brenco Hobby Horse Write
Pony Boy Hobby Herse Write
Operating Order - Parts Com-
plete Also Avoilable, Fully
Reconditioned.
Terms: F.O.B. Chicago. 25% Deposit.
The state of the s

Balance C.O.D. or Sight Draft.

WANTED to MILLS TAB GUM VENDOR-State Quantity and Price

CAROUSEL INDUSTRIES, INC.

2645 W. Lawrence Ave. Chicago 25, Illinois Phone UPtown 8-1369

BRAND NEW Champ Pool 6-POCKET POOL TABLE

(20c or 25c chuts)

WITH SLATE TOPS

SPECIALS

48" Cue Sticke, 1st Grade \$12.00 Dz. DeLuxe Bumper Pool Bolls 10.00 Set New 32x48 Nevoply

Sumper Pool Tops 24.50 Ec. 3" Marbelized Rubber Balls 1.49 Ec. Juke Box Dice "Pay-Listen" 9.00 Dz.

Chompion Distrib. Co. 2022 W. Division St., Chicago 51, Ill. Albany 2-3277

KANSAS DISTRIBUTOR-WURLITZER

BEST USED BUYS

WURLITZER	1800	595.00	SEEBURG C	\$400.00
WURLITZER	1900	645.00	SEEBURG R	550.00
			SHBURG V200	

UNITED DISTRIBUTORS, INC.

902 W. SECOND WICHITA IZ KANSAS HO 4-6111 HO 4-3504

cent in the 200 or over category. DONAN OPENS NEW OFFICES, group, and nearly 60 per cent of BOWS TAPE MUSIC RENTALS

ing Corporation (formerly Donan enterprise started modestly, Molo-Distributing Company) opened new ney related, but boosted by adver-offices, showroom and distributing tisements in music publications,

headquarters will be held at a

(largely in broadcast fees) handout ready accessibility to showroom, of \$20,000,000 given in 1956 offices, service and parts departfinancial estimates of the Society. ment, stockroom, and loading and shipping area.

A large bay-windowed front gives full showroom view from the street. Parts and service department is directly accessible from the showroom. Storage room for up to 200 coin machines is to be located behind the showroom and near the rear entrance loading and shipping

The Stereophonic Rental Library, operating as a division of the Donan corporation, is the first of its kind in the country, according to Moloney.

Balt. Distrib

Continued from page 120

tinued and expanded their use.

He pointed out that singles are losing out to EP and LP records & in the consumer market, and that & the public's taste in juke box \$ music doesn't differ much from 3 its taste in home phonograph

According to the Record Industry Association of America, single sales have leveled off, while album sales have risen to the point where they have passed singles.

Gordon told the operators that a 200-selection box playing singles exclusively is wasted equipment. He added that only the singles among the top 30 will earn any money for the operator,

Gordon said that it is economically unsound to charge the same for EP's as for singles. He pointed out that six minutes of music for 10 cents is no better than three minutes of music for 5 cents.

To assist the operator in selling dual pricing to the location, Gordon advocated the use of split drums, with singles on the left at 10 cents and albums on the right for 15 cents. He proposed this breakdown in the jazz, country, and western, and rhythm and blues sections.

Musical Sales plans similar meetings in Washington, Richmond and Norfolk, Va., with Gordon as the speaker. Dates have not been set.

Hosts at the forum were Mac Lesnick, Hy Lesnick, Stan Lesnick, Charles Cabrera, Bill Reed, Irv Hollander, Dave Adler and Bill Snow. Bill Adair of Eastern Muslcal Sales, Philadelphia Seeburg outlet, was a guest at the meeting.

Operators attending included Cecil Levinson, Julius Zeithsoff, Gil Wise, Pete Mongelli, Bob Goldsmith, Nick Orefice, Ed Avalone, Irv Rosenthal, Nate Coons, Jerry Ennis, Len Epstein and Gerry

Davis. Also Myron Loewinger, Jim chockley, Vachel Downs, Joe Storto, Bill Landsman, Ted Collier, Charles Collier, John Baternfelder Mike Goodman, Irv Goldner, George Kortiss, Joe Hosenkamp, Sam Gensler, Gabe Camhy, Earl Cittings, Adolph Solomon, Norbert Paszkiewicz, Harry Morganstein and Irv Wathus.

CHICAGO - Donan Distribut- Begun in August, 1957, the new

The Library now rents out an Don Moloney, Donan president, average 500 tapes per month. the firm's amusement game sales by parcel post, with most rentals Juke spokesmen feel that a take activity and for the step-up of a handled on the mail order basis,

EQUIPMENT

MUSIC

		33		70		195	м			
AMI 6200			i.						3	\$650
SEEBURG '	.C.,	9	ü		ı		ì		ũ	450
	-7-	-	8	15	-		22	10	п	- Contractor

GAMES

THE RESIDENCE OF THE PARTY OF T	
EASY ACES	120
	125
MUTOSCOPE K.O. CHAMP	225
MUTOSCOPE BANGORAMA	
SWEET ADD-A-LINE	150
CLASSY BOWLER	200
GYPSY QUEEN	140
DUETTE	135
GENCO 2 PLAYER	
BASKETBALL	150
SEEBURG BEAR GUN (refin.)	160

Distributors For

AMI-EASTERN ELECTRIC FISCHER POOL

THE HUB ENTERPRISES 2316 Division St., Baltimore 17 LAfayette 3-3525

CLOSEOUT

All Machines Guaranteed Fully Reconditioned

BALLY-

13 BROADWAY \$165 ea. 4 MIAMI BEACH, 105 ea. 8 GAYETY 65 ea.

GAMES, Inc.-17 SKEET SHOOT S365 ea. 3 SUPER

.... 395 ea. HUNTER DOUBLE SHOT - Write

> 2 UNITED ROYAL BOWLING ALLEY-\$645 ea.

Other Bingos & Bowlers To Suit Your Needs

Terms 1/3 down, balance C.O.D. or sight draft

AMUSEMENT COMPANY

314-318 E. 11 St., Erie, Po. Phone: IRie 2-3207

YOUR TICKET TO SALES RESULTS -THE ADVERTISING COLUMNS OF THE BILLBOARD!

DISTRIBUTORS FOR

AMI Phonographs . Williams Manufacturing Co. . Chicago Coin Machine Co. · Fischer Sales & Manufacturing Co. . Klopp Engineering, Inc. . J. F. Frants Manufacturing Co. . Arthur H. DuGrenier, Inc.

NEW PHONOGRAPHS | Secretarian secretarian

8	Madel.	MH-	200		
×	lim e	rate	100		Write
9	Madel	44.54	100		Write
g	Model	mga.	120	****	Write
8	Medel	where	200		Write
8	Model	-1"	200	M	Write

USED PHONOGRAPHS
Model "C" AMI, converted 45 \$110
Medel "D" AMI,
converted 45 140
Model "G" 80 575
Model "G" 120 AMI . 600
Medel 11011 200
(H. mechanism) 400
Model "H" 100 AMI
(like new) 495
Model "H" 120 AMI. 765
Medel "H" 200M AMI 695
Model "H" 200 AMI . 845
Model 1600 Wurlitzer
Phonograph (con-
verted 45)
Model 1888 Wortlines

Phonograph (like

NEW GAMES

(4 Player) 265 | Shovel 110

	Williams Seccer Kick Off	2
	Williams Top Hat (2 Player)	-
	Williams Short Stop	4.4
h	Bally Miss America	*
ı	Bally Target Roll	
	Williams Ten Strike	8
	Williams Jumbs Ton Steller	

PHONE WIRE OR WRITE

USED GAMES	
Williams Kings	1234
Gettlieb Classy Bowler	191
Gattlieb Gypsy Queen	720
Softlieb Sweet Adaline	140
Gottlieb Harbor Lights	150
Gottlieb Wishing Well	150
Cottlieb Frontiersman	100
Gattlieb Green Pas-	200
fures	49
Gotflieb Essy Aces	
Williams Reno	245
Gotffieb Gladiater	100
(2 Flayer)	199

Gottlieb Scorebeard Gottlieb Flagship United Stardust (in line) 116 Chicago Coin Blondle: 120

USED ARCADE

Williams Peppy the Genco Gypsy Grandma Fortune Teller 225 Mutescope 3 D Art Parade Maryard Metal Typer, 395 Chicago Coin Steam

HERMITAGE MUSIC CO.

Cottlieb Register

74 Lafayette Street, Nashville 10, Tennessee

Phone: AL 6-5666

mater . . . best score

AMERICAS OUTFITTERS

Designed and Manufactured by Mike Munves Corp.

All the excitement and competition of a REAL bike race. An outstanding assistment device for one or two players that is sars to get plenty of · Speed is recorded on

- e Competitive-2 player. Players manipulate
- their own bikes in a · Brillianity illumithrilling race by furning handles at fup
- a 34" wide—13" deep —74" high. · Actual miniature bigycles-life-like riders.
- e Terrific location place for Arcades, Food Chains, Shopping Centers, Bowling Alleys and See this fabulous new machine on display

at the M. O. A. Booth #64 . . . ask for Joe Munves and get the details!

MIKE MUNVES CORP.

New York 26, N. Y. \$77 Tenth Avenue BRyunt 9-6677

mated.

Coin Machine Price Index

How to Use the Index

HICHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

For 10-week period ending with issue of April 28, 1958)

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment.

MUSIC MACHINES	(For 10-week period ending w				
AMI Model C-40 Model C-40 Model C-80 S150.00 S150.00 S150.00 S150.00 S150.00 S150.00 S150.00 Model E-40 SR PPM Model E-80 S131 80 sel. 45 RPM Model E-80 S131 80 sel. 45 RPM Model E-120 S131 80 sel. 45 RPM Model E-120 S131 80 sel. 45 RPM S50.00 Model E-120 S131 80 sel. 45 RPM S50.00 Model E-120 S45 RPM S50.00 MS50.00 MS	MUSIC MACHIN	IES	1		
Model C-40		Low			
78 RPM	Model C-40\$150.00	\$150.00	\$150.00		
78 RPM	78 RPM 299.00	*****	199.00		
AS RPM	78 RPM 225.00	195.00	195.00		
## RPM	45 RPM 295.00	220.00	225.00		
Model F-80 54 80 sel. 485.00 485.00 485.00 Model F-120 54 120 sel. 45 RPM 485.00 495.00 495.00 ROCK-OLA 120 Comet 530.00 5435.00 5435.00 1432 C50.511 50 sel. 75 RPM 149.00 149.00 149.00 1432 C50.511 50 sel. 75 RPM 149.00 149.00 149.00 1432 C60.511 50 sel. 78 RPM 149.00 149.00 139.00 139.00 1434 Rocket 199.00 149.00 149.00 149.00 1433 Rocket 149.00 149.00 149.00 149.00 145 Rocket 149.00 149.00 149.00 149.00 145 Rocket 149.00 149.00 149.00 149.00 149.00 145 Rocket 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 149.00 189.00	Model E-120 (53) 120 sel. 45 RPM		345.00		
### ### ### ### ### ### ### ### ### ##		485.00	485.00		
ROCK-OLA 120 Comet			495.00		
1432 (50-51) 50 sel. 78 PRM 149.00 149.00 149.00 149.00 149.00 149.00 149.00 1432 Rocket 95.00 95.00 95.00 95.00 1434 (50-51) 50 sel. 149.00	ROCK-OLA				
1432 Racket 95.00 95.00 95.00 95.00 1434 (50.51) 50 sel. 149.00 119.00 139.00 139.00 1434 Fireball 139.00 139.00 149.00 149.00 149.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1439.00 1438 (541 120 sel. 45 RPM 350.00 395.00 395.00 395.00 1446 Hi.Fi 120 sel. 45 RPM 495.00 495.00 1495.00 1446 Hi.Fi 120 sel. 45 RPM 495.00 189.	120 Comet\$435.00 1432 (50-51) 50 sel.	\$435.00	\$435.00		
1434 Fireball 139.00 139.00 139.00 1434 Rocket 149.00 149.00 149.00 149.00 149.00 1436 A-(531 120 sel. 149.00 149.00 149.00 149.00 1436 A-(531 120 sel. 150.00 15	1432 Rocket 95.00				
1436 A. (53) 120 sel. 149.00 149.00 149.00 1436 A. (53) 120 sel. 199.00 190.00 199.00 1458 PM	78 RPM 149.00				
45 RPM	1434 Rocket 149.00				
45 RPM	45 RPM 199.00	190.00	199.00		
## RPM	45 RPM 350.00		325.00		
## RPM	45 RPM 395.00	395.00	395:00		
HM-100 Hideaway (9/49) \$189.00 \$145.00 \$145.00 M-100-A (9/49) 100 sel. 78 RPM	45 RPM 495.00 Hi-Fi (55) 189.00				
M-100-8 (10/501 100 sel. 45 RPM		\$145.00	\$145.00		
M-100-8 (10)501 100 sel. 45 RPM M-100-C (15/52) 100 sel. 45 RPM M-100-C (19/53) 100 sel. 45 RPM M-100-G (19/53) 100 sel. 45 RPM M-100-R 695.00 M-100-G (19/53) 595.00 M-100-G 195.00 M-100-G 195.00 M-100-G 195.00 M-100			145.00		
M-100-C (5/52) 100 sel. 45 RPM	M-100-8 (10/50) 100 sel.		375.00		
HF-100-G (9/53) 100 sel. 45 RPM	M-100-C (5/52) 100 sel.		10/6407.000 H		
HF-100-R 100-W (9/53)	HF-100-G (9/53) 100 sel.		595.00		
WURLITZER 1015 (461 24 set. 78 RPM	HF-100-R 695.00	495.00	The state of the s		
1015 (46) 24 sel. 78 RPM	M-100-G 595.00		595.00		
1017 146 24 sel. 35.00 35.00 35.00 100 147 24 sel. 49.00 49.00 49.00 49.00 1217 Hideaway (50) 48 sel. 45 or 78 RPM 89.00 89.00 89.00 1250 (50) 48 sel. 45 or 78 RPM 100.00 65.00 95.00 1450 1511 48 sel. 45 or 78 RPM 195.00 145.00 149.00 1450 1511 48 sel. 45 or 78 RPM 175.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 150.00 1550 (521 104 sel. 45-78 RPM Mix 150.00 139.00 145.00 1550 (521 104 sel. 45-78 RPM Mix 150.00 139.00 145.00 1550 (521 104 sel. 45-78 RPM Mix 295.00 145.00 145.00 150.04 (54) 48 sel. 45 or 78 RPM 235.00 235.00 235.00 235.00 1650 (53) 48 sel. 45 or 78 RPM 239.00 239.00 239.00 1650 (53) 48 sel. 45 RPM 345.00 239.00 239.00 1650 (54) 104 sel. 45 RPM 345.00 325.00 325.00 325.00 170.0 (54) 104 sel. 45 RPM 325.00 325.00 325.00 325.00 170.0 (54) 104 sel. 45 RPM 550.00 549.00 549.00 8each Club (2/53) 65.00 40.00 55.00 8each Club (2/53) 65.00 45.00 45.00 45.00 8right Cights (5/51) 45.00 45.00 45.00 8right Cights (5/51) 45.00 45.00 45.00 8right Spot (11/52) 45.00 45.00 45.00 45.00 8right Spot (11/52) 45.00 45.00 45.00 45.00 45.00 45.00 60.00					
78 RPM	78 RPM\$ 35.00	\$ 35.00	\$ 35.00		
1217 Hideaway (50) 48 sel. 45 or 78 RPM		35.00	35.00		
45 or 78 RPM		49.00	49.00		
1400 (51) 48 sel. 45 or 78 RPM	45 or 78 RPM 89,00	89.00	89,00		
45 or 78 RPM 195.00		65,00	95.00		
45 or 78 RPM	45 or 78 RPM 195.00	145.00	149.00		
45-78 RPM Mix	45 or 78 RPM	150.00	150.00		
45-78 RPM Mix	45-78 RPM Mix 295.00	100.00	139.00		
45-78 RPM Mix	45-78 RPM Mix 150.00	139.00	145.00		
45 or 78 RPM	45-78 RPM Mix 295.00	145.00	145.00		
45 or 78 RPM	45 or 78 RPM 235.00	235.00	235.00		
45 RPM	45 or 78 RPM 239.00	239.00	239.00		
45 RPM	45 RPM 345.00	239,00	239.00		
## RPM	45 RPM 325.00	325,00	325.00		
Atlantic City (5/52) \$ 45.00 \$ 30.00 \$ 30.00 Beach Beauty (1/55) 175.00 115.00 145.00 Beach Club (2/53) 65.00 40.00 55.00 Beauty (11/52) 165.00 35.00 60.00 Big Time (1/55) 135.00 75.00 115.00 Bright Lights (5/51) 45.00 45.00 45.00 Bright Spot (11/51) 145.00 145.00 145.00 Broadway (12/55) 215.00 150.00 175.00 Coney Island (9/52) 45.00 45.00 45.00 Dude Ranch (9/51) 55.00 35.00 50.00 Frolic (10/52) 45.00 45.00 45.00 Gayety (3/55) 85.00 45.00 70.00 Caytime (6/55) 125.00 75.00 110.00 HI-Fi (6/54) 65.00 50.00 55.00	45 RPM 550.00				
Atlantic City (5/52)\$ 45.00 \$ 30.00 \$ 30.00 Beach Beauty (1/55)		ES	5 3 7		
Beach Beauty (11/55) 175.00 115.00 145.00 Beach Club (2/53) 65.00 40.00 55.00 Beauty (11/52) 165.00 35.00 60.00 Big Time (1/55) 135.00 75.00 115.00 Bright Lights (5/51) 45.00 45.00 45.00 Bright Spot (11/51) 145.00 145.00 145.00 Broadway (12/55) 215.00 150.00 175.00 Coney Island (9/52) 45.00 45.00 45.00 Dude Ranch (9/51) 55.00 35.00 50.00 Frolic (10/52) 45.00 45.00 45.00 Gayety (3/55) 85.00 45.00 70.00 Gaytime (6/55) 125.00 75.00 110.00 HI-Fi (6/54) 65.00 50.00 55.00		\$ 30.00	\$ 30.00		
Beauty (11/52) 165.00 35.00 60.00 Big Time (1/55) 135.00 75.00 115.00 Bright Lights (5/51) 45.00 45.00 45.00 Bright Spot (11/51) 145.00 145.00 145.00 Broadway (12/55) 215.00 150.00 175.00 Coney Island (9/52) 45.00 45.00 45.00 Dude Ranch (9/51) 55.00 35.00 50.00 Frolic (10/52) 45.00 45.00 45.00 Cayety (3/55) 85.00 45.00 70.00 HI-Fi (6/54) 65.00 50.00 55.00	Beach Beauty (1/55) 175.00 Beach Club (2/53) 65.00	115.00	145.00		
Bright Lights (5/51) 45.00 45.00 45.00 Bright Spot (11/51) 145.00 145.00 145.00 Broadway (12/55) 215.00 150.00 175.00 Coney Island (9/52) 45.00 45.00 45.00 Dude Ranch (9/51) 55.00 35.00 50.00 Frolic (10/52) 45.00 45.00 45.00 Gayety (3/55) 85.00 45.00 70.00 Caytime (6/55) 125.00 75.00 110.00 HI-Fi (6/54) 65.00 50.00 55.00	Beauty (11/52) 165.00	35.00	60.00		
Broadway (12/55) 215,00 150,00 175,00 Coney Island (9/52) 45,00 45,00 45,00 Dude Ranch (9/51) 55,00 35,00 50,00 Frolic (10/52) 45,00 45,00 45,00 Cayety (3/55) 85,00 45,00 70,00 Cayety (6/55) 125,00 75,00 110,00 HI-Fi (6/54) 65,00 50,00 55,00	Bright Lights (5/51) 45.00	45.00	45.00		
Dude Ranch (9/51) 55.00 35.00 50.00 Frolic (10/52) 45.00 45.00 45.00 Gayety (3/55) 85.00 45.00 70.00 Caytime (6/55) 125.00 75.00 110.00 HI-Fi (6/54) 65.00 50.00 55.00	Broadway (12/551 215,00	150.00	175.00		
Gayety (3/55) 85.00 45.00 70.00 Gaytime (6/55) 125.00 75.00 110.00 HI-Fi (6/54) 65.00 50.00 55.00	Dude Ranch (9/51) 55.00	35.00	50.00		
HI-Fi (6/54) 65.00 50.00 55.00	Cayety (3/55) 85.00	45.00	70.00		
	HI-Fi (6/54) 65.00	50.00	55.00		

		Menn
Miami Beach (9/55)5210.00	\$ 90.00	\$120.00
Nite Club (3/56) 245.00	175.00	185.00
Palm Beach (7/52) 85.00 Palm Springs (11/52) 65.00	30.00	40.00
Palm Springs (11/52) 65.00 Spot Lite (1/52) 75.00	45,00	50.00 65.00
Surf Club (3/54) 95.00	50.00	55.00
Variety (9/54) 85.00 Yacht Club (6/58) 50.00	30.00	75.00 35.00
CHICAGO COIN		
Basket Ball Champ		
10/491	5 75.00	\$125.00
Home Run 95.00 Tahiri (10/49) 75.00	95.00 75.00	95.00 75.00
EVANS		
Saddle & Turf Club Model		
10/531 \$ 85.00	\$ 85.00	\$ 85.00
GENCO		
Colden Nugget (2/53)\$ 35.00 Invader (3/54) 75.00	\$ 35.00	\$ 35.00
COTTLIEB	10.00	10.00
Arabian Knights (11/53) \$105.00	\$100.00	\$100.00
Auto Race (9/56) 235.00	195.00	195.00
Basketball (10/49) 175.00 Bowlette (2/50) 245.00	175.00	175.00
Chinatown (10/521 75.00	75.00	75.00
Cinderella (3/48) 25.00	25.00	25.00
Classy Bowler (7/56) 225.00 College Daze (8/49) 135.00	175.00	135.00
Coronation (11/52) 50.00	45.00	45.00
Crossmods (5/52) 75.00 - Cyclone (4/51) 25:00	75,00 25.00	75.00
Daisy Mae (7/54) 125.00	65.00	65.00
Derby Day 14/561 200.00	160.00	185.00
Diamond Lili (12/54) 125:00 Dragonette (6/54) 165:00	95.00	125.00
Duette (3/55) 175.00	35.00	160.00
Flying High (2/53) 65.00 Four Belles (10/54) 125.00	125.00	125.00
Four Stars 16/521 65.00	50.00	50.00
Frontiersman (11/55) 155.00 Gold Star (8/54) 150.00	125.00	150.00
Grand Slam 14/531 60.00	60.00	60.00
Green Pastures 11/541 95.00	50,00	60.00
Guys & Dolls (5/53) 95,00 Gypsy Queen (2/55) 175.00	120.00	150.00
Happy Days (7/52) 50.00	50.00	50.00
Harbor Lites (2/56) 175.0 Hawalian Beauty (5/54) 110,00	145,00	165.00
Hawaiian Beauty (5/54) 115.00	. 115.00	115.00
Hit'N Run (3/52) 45.00 Jockey Club (4/54) 125.00	45.00	45.00 125.00
Jubilee 15/551 250.00	250.00	250.00
Jumbo (10/54) 275.00 Marathon (10/55) 225.00	185.00	230.00
Lady Luck (9/54) 145.00	110.00	145.00
Lovely Lucy (2/54) 115.00 Marble Queen (6/53) 55.00	95.00 55.00	115.00
Mystic Marvel (3/54) 125.00	95.00	110.00
Niagara (12/51) 35.00 Pin Wheel (10/53) 85.00	35.00 85.00	35.00 85.00
Poker Face (8/53) 165.00	75.00	105.00
Quarette (2/52) 95.00 Queen of Hearts (12/52) 95.00	95.00	95.00
Queen of Hearts (12/52)	50.00	50.00
Score-Board (3/56) 325.00	175.00	225,00
Sea-Belles (8/56) 275:00 Shindig (9/53) 110:00	90.00	100,00
Skill Pool (8/52) 50.00	50.00	50.00
Sluggin' Champ (4/55) 165:00 Sluggin' Champ DeLuxe	125.00	165.00
(4/55) 175.00	135.00	175.00
Southern Belle (6/55) 175.00 Spot Bowler (10/50) 30,00	135.00	30.00
Stage Coach 111/541 190.00	125.00	160.00
Sweet Add-A-Line (7/55) 175.00 Toreador (6/56) 275.00	125,00	200.00
Tournament (8/55) 225.00	170.00	185.00
Twin Bill (1/55) 145.00 Wild West (8/51) 250.00	250.00	145.00
Wishing Well (9/55) 175.00	150.00	165.00
UNITED		1000
Cabana (3/53)\$ 45.00 Caravan (1/56) 145.00	\$ 45.00	\$ 45.00
Circus (8/52) 395.00	60.00	340.00
Havana (2/54) 45.00	25.00	25.00 25.00
Manhattan (4/55) 85.00	50.00	75.00
Mexico (3/54) 55.00 Nevada (8/54) 75.00	25.00	45.00
Pixie (9/55) 125.00	65.00	75.00
Rio (11/53) 55.00 Singapore (10/54) 65.00	25.00	35.00 55.00
Stardust (4/56) 150.00	90.00	125.00
Starlet (11/55) 125.00	85.00	95.00

high," it indicates the "low or "as is" on "distressed" e	quipment.	price pri	Gaoty
	High	Low	Mess
Stars (6/52)	. \$ 35.00	\$ 35.00	\$ 35.0
Tahiti (8/53) Triple Play (8/55)	35.00	35.00 55.00	35.0 85.0
Tropicana (1/55)	. 65.00	54.00	65.0
Tropics (7/55)	85.00	35.00	35.0
Army & Navy (10/55) .	. \$ 35.00	\$ 35.00	\$ 35.0
Big Ben (9/54)	115.00	115,00	1150
Colora (11/54)	135.00	110.00	135.0
Daffy Derby (8/54)	75.00	75.00	75.0
Dealer '21' (2/54) Deluxe Baseball	55.00	75.00	55.0 125.0
Disk Jockey (11/52)	40.00	40.00	40.0
Eight Ball (1/52)	35.00	35.00	35,0
Four Corners (11/52) . Fairway (6/53)	59.00	40.00 50.00	59.0
Grand Champion (8/53)	60.00	35.00	35.0
Gun Club (11/53) Hayburner (6/51)	50.00	50.00	90.0
Hong Kong (10/52)	55.00	55.00	55.0 40.0
Jalopy (8/51) King of Swat	40.00	175.00	40.0
Lazy Q (2/54)	. 35.00	35.00	175.0 35.0
Lu Lu (12/54)	125.00	75.00	75.0
Nifty (12/50)	100.00	75.00	75.0
Peter Pan (4/55)	145.00	110.00	145.0
Quarterback (10/49)	85.00	85.00 75.00	85.0 155.0
Rag-Mop 5 Ball (11/50)	49.00	49.00	49.0
Rainbow 5 Ball 111/481	. 245.00	125.00	125.0
Regatta (10/55) Screamo (4/54)	75.00	75.00	145.0 75.0
Sea Jockeys (11/51)	. 225.00	225.00	225.0
Silver Skates (2/53)	50.00	50,00	50.00
Singapore (10/54) Sky Way (9/54)	65.00	65.00	65.00
Spark Plug (10/51)	. 30.00	30.00	30.00
Spitfire (2/55) Star Pool (10/54)	95.00	95.00	95.00
Star Pool (10/54) Struggle Buggle (12/53)	55.00	55.00	55.00
Slugfest (3/52) Twenty Grand (12/52)	45.00	45.00	45.00
Times Square (4/53)	. 55.00	55.00	55.00
Thunderbird (5/54)	. 118.00	110.00	110.00
Three Deuces (8/55) Super World Series (4/5)	60.00	150.00	60.00
Wonderland (5/55)	. 135.00	135.00	135.00
	LE GAME		WAY.
Ace Bowler (CC) (9/50) Advance Bowler (CC)			
(5/53)	. 135.00	135.00	135.00
American Bank (American Shuffleboard)			
(5/52)	250.00	225.00	225 00
Banner (U) (8/54)	155.00	215.00	155.00
Bikini (K) (6/54) Bonus Bowler (K) (3/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54	1 190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	195.00	195.00	195.00
Bowlette (G) (7/50)	. 245.00	245.00	245.00
Broadway Alley (U) Capital Deluxe Shuffle	. 225.00	225,00	225.00
Cames	. 435.00	225.00	365.00
Capitol (C) (6/55)	. 235.00	195.00	225,00 85,00
Carnival (K) (5/53) Cascade (U) (2/53)	75.00	75.00	75.00
Century (K) (6/54)	. 145.00	145.00	145.00
Champion (B) (5/54) Chief (U) (11/53)	. 300.00	125,00	115,00
Classic (U) 16/53)	. 140.00	50.00	80.50
Clinner (U) (5/55)	. 383,00	215.00 195.00	295.00 195.00
Clipper Deluxe (U) (5/55 Clover Shuffle (U) (1/53	1 125.00	39.50	75.00
Club (K) (4/53)	. 75.00	50.00	69.00
(11/54)	. 120.00	120:00	120,00
Comet Deluxe (U)	. 345.00		245.00
Criss-Cross (CC) (11/53	1 120.00	120.00	120.00
Deluxe (CC) 11/551 .			110.00
Regular (CC) (1/55).		100.00	100.00
Crown (CC) (4/53) Diamond (K) (5/53)	90.00	100.00	90.00
Domino (K) (5/53)		50.00	50.00
Double Score (CC)	95.00	49.50	75.00
(3/53) Feature (CC) (7/54)	275.00		185.00
Fifth Inning Deluxe (U) (6/55)			110.00

(6/55) 110.00 5 Player (U) (1/511 40.00

Fireball (CC) (11/54) .. 125.00

110.00

MAT 3, 1730		No later works	THE DIEEDONALD	AND DESCRIPTION OF THE PARTY.	AMOSEMENT MACHINE	3	131
Hat	Lee	Mean	ARCADE EQUIPMEN	T	PERSONAL PROPERTY AND ADDRESS OF THE PERSON	1000	Mean
Sub ICCI 19/541\$175.00		\$175.00	Code: AP-Auto Photo; B-Bally; CC-Chicago	o Coin; Er-Evansy	Posterior (Ca)	Low	ATE
Flaver (Ce) 19/511 E5.00	50.00	50.00	Ex-Exhibit; G-Genrey Gb-Gentlieb; 1		Lovemeter (Ex) 25.00 Mauser Pistol (Ex) 89.50	25.00	25,00
10 M Cub (CC) 17/531 155.00	75.00	115.00	Matescope; H-Roovers; S-Sectors;		Mercury Counter Gripper . 25.00	89.50	89.50 25.00
Gld Medal (B) 13/551 185.00	185.00	185.00	Shipman; T-Telecular U-United; W-	Williams Wu-Was-	Midget Movies (CC) 175.00	95.00	125.00
Speed Triple Score (CC)	60.00	60.00		Mean	Midget Racer (B) (11/56) 250.00 Midget Skeeball (CC) 125.00	250.00	250.00
-onday Match Bowler		1	High	Low Avg.	Mill Scales	125.00	125.00 50.00
ICC) (9/53) 215.00	175.00	215.00	ABT Challenger (5/46) 99.50 \$	25.00 \$ 25.00	Panoram (Mills) 395.00	295.00	325.00
Helfywood (CC1 (5/55) . 230.00	195.00	225.00		99.50 99.50	Periscope (CC) 95 00	100.00	100,00
inperial (UI 19/53) 85.00	60.00	85.00	Atomic Bombers (M) 125,00	75.00 125.00	Photomatic (M) (1/50) 350.00	250.00	95.00 350.00
(11/53) 195.00	125.00	165.00	The state of the s	595.00 1595.00	Photomatic Deluse (M)	20000	330,00
Trague Bowler (UI 11/54) 250.00	95.00	165.00		99.50 99.50 125.00 125.00	12/361 245.00	245.00	245.00
Langue Bowler Deluxe (U)			Air Hockey	95.00 175.00	Pistol (CC) (1/49) 75.00	65.00	75.00
(4/54)	145.00	145.00		245.00 245.00	Pistol Pete (CC) 99.50 Pistol Target Skill 15.00	15.00	75.00
Lightning (U) (2/55)145.00	177.00	143.00	Ealloonamat Capitol P (1/55) 195.00	05.00 155.00	- Pitch m & Bat m (5) 195:00	125.00	195.00
(2/55)	275.00	275.00		95.00 195.00	Polar Hunt (W) 225,00	210.00	210.00
Welc (B) (12/54) 155.00	145.00	145.00	Baseball, 2 Player (G) 175.00	75.00 175.00	Pop Up	20.00	20.00
(United) 85.00	85.00	85.00	Basketball (G) 225.00	100.00 175.00	Ranger (K)	250.00	295.00
Hars (U) (1/55) 190.00	145.00	145.00		125.00 175.00	Rapid Fire (B)	110.00	110.00
Mars Deluxe (U) 395.00	185.00	245.00	Bat-A-Score (Ev) (8/48). 95.00	95.00 95.00	Rifle Gallery (G) (6/54) 175.00	100.00	150.00
Aarch Bowl-A-Ball (CC) 70.00	45.00	45.00	Bat-A-Score, Sr. (Ev)		Round the World Trainer (CC) (10/53) 345.00	245.00	245.00
latch Pool (Ge) (2/54) 60.00	60.00	60.00	(8/48) 95.00	95.00 95.00	Royal Mustang Horse 375.00	345.00	345.00
fercury (U) (12/54) 145.00	145.00	145.00	Bert Lane Merry-Go-Round 275.00	275.00 275.00	Safari (W) (2/54) 215.00	175.00	195.00
fratic Bowler (B) (12/54) 355,00	325.00	355.00		325.00 325.00 125.00 125.00	Set Shot Basketball		
Frame (U)	235.00	245.00	Big League Baseball	125.00 125.00	(Munves) (6/52) 250,00	250.00	250.00
tame Bowler (CC) (1/54) 50.00	50.00	50.00	(3/51) (W) 130.00	130.00	Shoe Brush Up 95.00	95.00	95.00
Micial (U) 15/521 85:00	60.00	75.00	Big League Baseball (W)	45.00 145.00	Shoot the Bear (5) 125.00 Shooting Gallery (Ex)	125.00	125.00
Nympic (U) (8/54) 75.00 Niginal 95.00	75.00	75.00		145.00 145.00 175.00 235.00	16/54) 225.00	95.00	150.00
Palisade (K) 55.00	55.00	55.00	Bingo Roll 95.00	35.00 95.00	Sidewalk Engineer (W)		130.00
Playtime Bowler (CC)	100.00			300.00 325.00	15/551	95.00	100.00
(10/54) Rainbow Shuffle Alley (U)	175.00	175.00	Bonus Gun (U) (1/55) 215.00 Broncho Horse (Ex)	195.00 215.00	Silver Bullets (Ex) (11/49) 195.00	95.00	95.00
18/541 125.00	125.00	125.00		375.00 375.00	S K Gripe Vue 30.00 Silver Gloves (M) 175.00	20.00	20.00
Rocket (B) (8/54) 95.00	95.00	95.00	Card Vendor (Ex) 50:00	45.00 50.00	Six Shooter (Ex) 95.00	75.00	95.00
Royal (U) 18/54) 190,00	75.00	110.00		150.00 245.00	Skee Ball (W) (8/36) . 245.00	245.00	245.00
19/551 245.00	225.00	225:00	(10/54)	65.00 145.00	Sky Fighter (M) (9/53) , 125.00	125.00	125.00
Shuffle Alley Deluxe 6				325.00 325.00	Sky Gunner (CC) 125.00 Sky Gunner (CC) 125.00	125.00	125.00
Player (U) (10/51) 85.00	30.00	60.00		150.00 175.00	Sky Rocket (G) (5/55) , 210.00	195.00	210.00
Shuffle Alley 6 Player (K) 85.00 Shuffle Alley 10 Player (K) 95.00	50.00	55.00		100.00 100.00	Smiley (Pioneer) (8/46) . 525,00	495.00	495.00
Shuffle Alley 11th Frame 335.00	150.00	195.00		75.00 145.00	Space Gun (Ex) 125.00 - Space Ranger (Deco) 275.00	85.00 275.00	95.00 275.00
Shuffle Alley Deluxe	125.00	255.00		25.00 65.00	Space Ship	125.00	125.00
11th Frame (U) 325.00 Shuffle Pool (Ge) (11/53) 75.00	175.00	255.00		125.00 125.00 125.00 125.00	Speed Boat (B) (7/53) 325.00	275.00	325.00
Six Player (CC) 50.00	45.00	45.00	Derby, 4 Player (CC)	125.00	Sportland (Ex) (11/51) , 150.00 Sportsman (K) (11/54) , 195.00	150.00	150.00
Six Player Deluxe (K) 65.00	40.00	45.00		125.00 125.00	Standard Metal Typer, F S . 275.00	275.00	275.00
Six Player Deluxe (U)65.00 Six Player 10th Frame (U) 75.00	40.00	45.00		125.00 150.00	Star Series (W) (4/49) . 85.00	85.00	85.00
Speedlane Bowler (K) 185.00	185.00	185.00	A SECURITY OF THE PROPERTY OF	135.00 135.00 52.50 52.50	Star Shooting Callery	120.00	170.00
Speedy (U) (8/54), 135.00	135.00	135.00	K O Fighter 150.00	150.00 150.00	(Ex) 19/54) 120.00	120.00	120.00
Star, 5 Player (U) (7/52) 95.00 Star, 10th Frame (U)	34.50	45.00	500-Shooting Gallery (Ex)	100.00 100.00	Strike-A-Lite (ABT) 195.00	395.00 195.00	395,00
(9/52) 75.00	75.00	75.00	Flash Hockey (Coinex)	100.00 100.00	Submarine (K) (1/42) 125.00	125.00	125.00
Starlite (CC1 15/54) 150.00	125.00	125.00	19/461 99.50	75.00 99.50	Super Home Run (CC)		
Super Bonus Deluxe (U) 425.00 Super Frame (CC) (5/54) 125.00	345.00	275.00	Flying Saucer (M) (6/50) 150.00	49.00 95.00	(3/54) 125.00		125.00
Super Match Bowler	95.00	95.00		95.00 175.00 95.00 110.00	Super Jet (CC) (4/53) . 175.00 Super Jet (CC) (8/53) . 295.00	175.00	175.00
(CC) (10/52) 75.00	50.00	55.00		95.00 95.00	Super Pennant (W) 100.00	75.00	295.00 75.00
Super Six (U) (3/52) 100:00	29.50	75.00	Cypsy Fortune Teller 10.00	10,00 10.00	Super Slugger (U) (7/55) , 275.00	275.00	275.00
Targette (U)	95.00	95.00		195.00 195.00	Telequiz (1/49) (T) 100.00	50.00	95.00
18/54) 320.00	95.00	195.00		50.00 65.00 65.00 65.00	Ten Strike (E) (46) 85.00 3-D Theater (M) (12/53) 150.00	75.00	85.00
Team Bowler (U) 11/541 95.00	95.00	95.00	Hockey (CC) 75.00	75.00 75.00	Three-of-a-Kind 20.00	18.00	18.00
Team Bowler (K) (10/52) 75,00 Tenth Frame (K) 75,00	49.50	50.00	Home Run, 6 Player (CC)	95.00 05.00	Three Way Gripper (Gb) 25.00	25.00	25.00
Tenth Frame Bowler (CC) 95.00	40.00	60.00	Jack Rabbit (Amusematic) 95.00	95.00 95.00	Treasure Cove (Ex) (6/55) 325.00 Trigger Horse (E) (7/53) 395.00	195.00	395.00
Thunderbolt ICC1 250.00	155,00	210.00	1'46) 125.00	125.00 125.00	Undersea Raider (2/46) . 125.00	125.00	125.00
Triple Score Bowler (CC) (6/53) 65.00	65.00	65.00		110.00 110.00	Voice-O-Graph (M)	-	
Triple Strike Bowler (CC) 210,00	175.00	175.00		35.00 75.00 75.00 110.00	Wild West (G) (2/55) . 250.00	245.00	325,00 250,00
Venus Deluxe (U) 13/551 350.00	225.00	275.00	Jet Fighter (W) (10/54) 195.00	100.00 195.00	Wizzard Whiz 25.00	18.00	20.00
Victory Bowler (B) (5/54) 295.00 Vinus Bowler	145.00	195.00		75.00 125.00	World Series (W) (4/51) 50.00	50.00	50,00
111111111111111111111111111111111111111	1.12/10	110.00	Lord's Prayer (M) (6/56) 195.00	195.00 195.00	I Zingo (1/51) (U) 65.00	65.00	65.00

IRVING KAYE'S Super Jumbo Hockey and Super Hockey



previous

persice.

Bitycle-type chain drive.

7 red, I black, I green pherelic
resin unbreakable bells. Black
hell scores double — green hall
scores triplet

Contact your distributor:

BACTED

MAYFLOWER DISTRIBUTING

PASTER DISTRIBUTING THE PERSON OF THE PARTY.

SAVE MORE MONEY-MAKE MORE MONEY Subscribe to The Billboard 100AY1

Injunction Halts Newport, R. I., Ban

NEWPORT, R. I. - Pinball operators here gained a temporary mjunction in Superior Court, restraining city officials from interfering with operations.

The order, by Judge Fred B. Perkins, effected a temporary lifting of a city ban against pinballs.

The court said that the City Council had violated the charter in changing an amendment between the first and second readings. City Solicitor John F. Phelan admitted the action was in violation of the charter.

But Phelan argued that the against it. council has the right to grant and deny pinball licenses and a restraining order should not be issped until the case was heard on months. its merits.

machines that were not to be man for the operators. used in any manner.

court by Newport Amusement organization clubs, he said. Company Inc., as machine owners. He said operators have had to and the O'Brien Music Company, pick up machines at six locations as operators.

Freeze Location Hot Spots

club they could not. So the trend; co-operate. He said he had to have which developed was to form a three pin games picked up at night private club, get a State charter as club locations he serves because such and operate. The kids, at an location owners would not keep impressionable age, fell for the youths under 18 from playing private club angle like a fish to them. bait. They swarmed to the clubs balls, drank whiskey.

The word spread quickly and the public was outraged. The Arkansas Democrat touched off the clean-up with an investigation and the game operators, also mortified at what was going on in the clubs, also rose up in arms

Working with the newspaper and police, they squelched the nefarious goings-on in just two

Police have closed all the The amendment in the second private clubs except about five or reading changed the language re- six, the legitimate ones," said lating to pinballs from "machines Harold Donaway, partner in Twin which were not to be licensed," to City Amusement Company, spokes-

These clubs were Elks Club. The petition was brought to the country clubs and other fraternal

where location owners would not

situation," Dunaway said.

Correction

ORANGE, N. J. -- A story in the April 28 issue of The Billboard said that the playing surface of the new National Shuffleboard Company game is of pressed wood. Actually, the playing surface is of laminated rock maple.

ators-co-operated with authorities "Authorities are very well satis- and newspapers to clean up an in droves, danced, played pin- fied with the way we handled the msavory situation which would have hurt them-in the public eye The Little Rock story is a and, consequently, pocketbooksuperb example of how good, very badly if steps were not taken reputable businessmen-game oper- to correct it.

MONEY-SAVING SUBSCRIPTION ORDER

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

☐ Payment enclosed		□ Bill me	897
Kame			
Occupation or Title		10330 (15)	
Company	FERRIS		
Address	FE SE	SE POLY	N. Birth
City	Zone_	State	
Sandto: The Billhoard 2160 P	sterron St	Cincinnati	22 0

AMERICA'S FOREMOST COIN MACHINE DISTRIBUTORS & EXPORTERS RIDES ARCADE SIG BRONCO \$350 ELSIE 275 EX SMALL HORSE . 225 EQUIPMENT SPACE SHIP ALL STAR HOCKEY, 95 MERCURY ATHLETIC PALOMINO HORSE SMALL CAR RIDE .. 195 AUTO FOTO, ATOMIC BOMBER .. 135 SCIENTIFIC BOAT .. 258 CRUSADER HORSE. 295 BALLY ALL STARS WITH BALLY BULL'S-EYE, 225 PEPPY 193 PERISCOPE 95 PITTSBURGH MOON RIDE ROUND THE WORLD TRAINER 350 WELLS FARGO 575 LANE'S HORSE 225 CADILLAC CAR 225 TOONERVILLE TROLLEY 575 VIBRATORS BASKETBALL PUNCHING BAG 150 BATTING PRACTICE 95 PHOTOMATIC 350 RECORDIO 150 BEAR GUN 125 RECORDIO 150 ROCK 'N' ROLL 75 SOCCER 100 SPOTLITE 45 SET SHOT 250 SIDEWALK BOOMERANG HOT ROD BONUS GUN DRIVE-IT-YOURSELF 419 BASKETBALL, C.C. .. 175 FIRE ENGINE 438 C.C. BANDEOX CAPITOL PANORAMS 195 SIDEWALK ENGINEER C.C. PISTOL 75 C.C. TWIN HOCKEY 225 CHAMPION HOCKEY 100 MUSIC SILVER GLOVES 175 SIX SHOOTER 93 SPORTSMAN GUN 185 SEEBURG V 200 __\$625.00 FOOTBALL SEEBURG 8 350.00 SCI. BASKETBALL .. 95 COON GUN 135 SEEBURG A 150.00 STATE FAIR GUN .. 295 DALE GUN WURLITZER 1800., 525,00 EX, POP GUN TEAM HOCKEY 75 WURLITZER 1900 .. 635.00 EX. SILVER BULLET EX. VIBRATORS TREASURE COVE ... 225 WURLITZER 2000., 695.00 EX. VITALIZERS TUNGO 145 AMI F-120 495.00 EVANS BATASCORE. AMI E-120 350.00 FLYING SAUCER ... UNDERSEA RAIDER, 125 FOOTBALL . AMI E-80 325.00 UN. SUPER SLUGGER 275 FOOTBALL KICKER, 195 AMI D-80 295.00 VOICEGRAPH 315 GENCO BINGOROLL. GENCO MOTORAMA. 493 15 AMI 120 WALL WMS. CRANE 150 GENCO QUARTER-BOXES 35.00 WMS. JET FITER ... 195 BACK 4 AMI 200 WALL WMS. 4-PL. SKEE GENCO RIFLE BOXES 100.00 BALL 171 OALLERY 175 50 WUR. 5205 GENCO 2-PL WMS. SUPER WALL BOXES .. 29,50 BASKETBALL 225 BASEBALL 130 GUN PATROL 95 HEAVY HITTER ... 65 20 SEEBURG 3-W-1 49.58 WMS, TEN STRIKE Write 20 WURL, STEP-PERS =255 50.00 HOROSCOPE 110 EXTRA SPECIAL HI-BALL 45 GENCO'S GYPSY IDEAL FT. VIBRATOR 125 FORTUNE TELLER, new, write for Special Price. JACK RABBIT 125 WURLITZER DISTRIBUTOR 2029 PROSPECT AVE., CLEVELAND 15, OHIO All Phones: Tower 1-6715

Welcome, M.O.A.

AND OUR OFFICES

Largest Supply of Games in the Midwest!

United SHOOTING STAR United MIDGET ALLEY United ROYAL B. A. United BONUS B. A. United 6 STARS B. A.

1000

Bally SKILL ROLL Bally TROPHY BOWLER Wms. SHORTSTOP Wms. JUMBO Ten STRIKE

Bally Del ALL STAR Genco SPACE AGE Genco FUN FAIR Valley-Kaye-Golish 6 POCKET POOLS

5 BALLS

COTTLIES	
Essy Aces	1188
Deluxe Sluggin'	
Champ	175
Dragonette	160
Frontiersman	150
Jockey Club	125
Arabian Night	100
Pinyment	8.0
WILLIAMS	
Surf Rider	\$250
Surf Rider	239
Surf Rider	250
Surf Rider Arrowhead Piccadilly Hot Diggily Perky	250 250 265 205
Surf Rider Arrowhead Piccadilly Hot Diggily Perky	250 245 225 225
Surf Rider Arrowhead Piccadilly Hot Diggily Perky Super Score Cue Ball	250 265 265 225 225 225
Surf Rider Arrowhead Piccadilly Hot Disgily Perky Super Score Cue Ball Fun House Three Deuces	250 265 265 225 225 225 195 165
Surf Rider Arrowhead Piccadilly Hot Diggily Perky Super Score Cue Ball Fun House Three Deuces Tim-Buc-Tu	250 265 205 225 225 225 195 165 165
Surf Rider Arrowhead Piccadilly Hot Disgily Perky Super Score Cue Ball Fun House Three Deuces	250 245 225 225 225 195 165 145

WANTED Late Bingos

ARCADE

en Strike Write	SEEBU
Il Star Bowler Write	
Intorama	KD200
toroscope 495	V-200
unco Circus Bills 375	M100A
ound the World T 345	M100C
ypsy Grandma 345	HF1000
randma 325	MT00B
enco State Fair 260	
enco Big Top 225	WURLIT
oice-o-Graph 245	Later - Control
far Slugger 245	2104
win Hockey 225 lenco Sky Rocket 210	1500
-Player Backsthall 185	1700
warterback 175	1650 HI FI
xhibit Sportland 150	AM
can Hunt 145	E-120
illver Gloves 145	F-120
hoof the Bear 125	G-120
uper Home Run 125	G-200 (New) .
ah, Shooting Gallery 100	
idewalk Engineer 100 felequiz 95	ROCK-
Dale Gun	Comet 120

UNITED UPA-100

11' B.A. \$475.00

HI Score - 575.00

PHONOGRAPHS

rescope 472	A. Tan Chickensters and
nco Circus Bifle 375	M100A 143
und the World T 345	M100C 445
psy Grandma 345	HF1000 325
The state of the s	HF100R 635
	M1008 375
nco State Fair 260	
nco Big Top 225	WURLITZER
ice-o-Graph 245	Managed and Control of the Control o
ar Slugger 245	2104
in Hockey 225	1800
nco Sky Rocket 210	1700 471
Player Baskathall 185	1630 HI FL 345
serterback 175	
hibit Sportland 150	AMI
an Hunt 145	E-120
ver Gloves 145	F-120 498
oof the Bear 125	G-120 595
per Home Run 125	G-200 (New) 493
in. Shooting Gallery 100	
dewalk Engineer 100	ROCK-OLA
lequiz 95	
ele Gun 85	Comet 120 \$431

BINGOS BARGAIN SPECIALS!

Chicago 6-Player	UN.
Ski Bowl \$149.50	UN.
Genco 6-Player	B.
Skill Ball 169.50	UN:
Wms. 6-Player	34
Roll-a-Ball . 169.50	UN.
UN. 14" B.A. 445.00	B.



DETROIT BRANCH-14344 Fenkell, Detroil, Mich. Tel.: BRoadway 3-2150



Indiana Pin Law and Election

Continued from page

When some law enforcement utor, sought and obtained an in- ties. junction.

The Marion County (Indianapolis) prosecuting attorney's office State's thousands of taverns, is purappealed the decision to the State suing a wait-and-see policy. Tho Supreme Court.

A ruling of the high court was handed down on May 2, 1957, two months after the adjournment of the General Assembly. Because the beginnings of the litigation preceded the 1957 legislative session, the tribunal restricted its interpretation to the 1955 law to the complete exclusion of the act passed in 1957.

The court upheld the injunction granted to Music Operating, Inc. It ruled that unrecorded free plays could not be construed as violations. The tribunal asserted, however, that the restraining order would be dissolved if the equipment in question were to be used tried to give the State a strong, effor purposes of eash pay-offs, fective and enforceable statute. prizes or gambling in any form. Nor could there be recording or registration of free plays, the judges ruled.

Change of Minds

The free play sanction was stricken from the law in the 1957 legislative session. In the main, representatives and senators from the more liberal urban areas of the organizations. State voted to retain it. Rural legislators fought to remove it. By the narrowest kind of a majority, after a spectacular controversy, it was removed.

pects over the State seems to render assurance that, with the possibility of one exception, no legislator will be elected or defeated solely because of his vote or sta nd on the anti-pin bill in the 1957 MANU session.

> The exception may be Rep. Otto Pozgay of South Bend. He was a leader of those urban liberals who tried to keep the freeplay clause in the law.

Moreover, his attempt to win passage for an amendment which would have prohibited the playing of pinball machines by persons under 18 was regarded with skepticism by the farming community conservatives.

They looked upon the move as a scheme to destroy the anti-pin statute in its entirety. The Indiana State constitution, they reasoned, provides that all laws must be general in application. They remem-bered that the 1953 anti-gambling. bill was invalidated because of its exemption of churches and fraternal organizations.

What they feared also was that even if the statute remained alive, it would, in fact, legalize pinball gambling for all persons over 18.

The Pozgay amendment, initially approved by the House of Representatives, was considered and defeated overwhelmingly.

What will happen to Representative Pozgay in tomorrow's election is in doubt. The St. Joseph County (South Bend) Democratic Central Committee refused to endorse his candidacy. Whether Pozgay's position with respect to the pinball issue influenced the committee's decision cannot be ascertained. He had served four terms in the House, having been elected for the first time in 1950 and re-elected in 1952, 1954 and 1956. This will be his first bid for the office without

organization support.
An Associated Press dispatch of recent days reports bluntly that the Indiana pin industry has been almost completely unaffected by the 1957 outlawry of recorded free

A survey of Indiana cities, according to the AP, discloses no lessening of pin operations as the result of the 1957 law.

Officials of the Indiana State agencies persisted in interfering Police Department say that they with the operations of equipment enter a city or a town for purposes belonging to the firm, Music Oper- of law enforcement only when their ating, Inc., an Indianapolis distrib- help is solicited by local authori-

> The Indiana Alcoholic Beverages Commission, which licenses the it is empowered to revoke liquor permits for possession of gambling devices, this agency has confessed its-helplessness in the face of the mounting number of injunctions, appeals and litigations which, in its opinion, has stalmated all possibilities of enforcement. The commission holds that its small enforcement arm, known as the excise division, is incapable of maintaining a watch of every piece of pin equipment in the taverns of the

Try Everything

Since 1951 when the first of a series of anti-gambling laws was introduced, everything has been

Tried was severity, severity by which a pin operator could have been tossed in the clink for 10 years. Tried also was leniency, leniency which would have permitted pin playing in places "inaeces-sible to the public." Tried, further, was concession, concession to churches and fraternal and social

What will the legislature do in 1959 after taking another good look at the anti-pin law?

Obotained from tested legislative observers, the best available Today, a check of political pros- guess is summed up in one word: nothing.

M.O.A. CONVENTIONEERS-

Be Sure to Visit NATIONAL COIN for Chicago's Greatest Selection of New and Reconditioned BARGAINS!

N. ILLINOIS, N. INDIANA and IOWA OPERATORS

WE'RE DELIVERING COTTLIEB'S

ROCKET SHIP

THIS ONE GETS YOU OFF THE GROUND AND UP TO SKY HIGH **EARNINGS!**

Rocket-age featurest 4 Flippers provide New Full Playfield Action, with 2-Stage trail flight from bottom to center to top of playfield. Rata Targets! Pup Bumpers! High-High

ORDER TODAY!

COIN MACHINE EXCHANGE 1411-13 Diversey, Chicage 14, III. BUckingham 1-8211

GIVE TO DAMON RUNYON CANCER FUND

PINCO SPECIALS

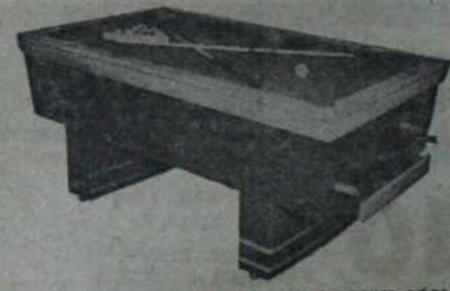
- CLEAN GAMES-READY FOR LOCATION

MIAMI BEACH \$120.00 PALM SPRINGS \$50.00 VARIETY 75.00 BEAUTY 60.00 GAYETY SURF CLUB 50.00 65.00 Immediate Delivery. 12 Deposit. FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

introducing



The MAGNIFICENT Model "88" 6 POCKET POOL

- Removal of complete top in one section raveols entire muchanism.
- Chaice of double dime ar 25c coin chute.
- Choice of slate or composition
- playfield.
- Sat of No. 1-15 colored balls and

424-18 S. GRANGER ST.

- · Four cues in different colors.
- * No. 1 16 tolly pass and plostic pen bottle.
 - · Simple scoring unit.
 - a 15-ball triangle.
 - . Cus boll return.
 - · Hard white maple top rails.
 - . Dimensions: 73 /2 x41 1/2 x32.

HARRISBURG, ILLINOIS

Iss your favorite distributor or write

Cinarbrook 5-7153

(Sales Division of Colish Mfg. Co.)

M.O.A. SPECIALS!



IOW DELIVERING THE NEW WURLITZER

Alin, for immediate delivery: icage Coin's New Electronic Marvel

"BATTER-UP"

World's First LITE-O-MATIC BASEBALL GAME

Chicago Cole's I. Player Model ROCKET SHUFFLE

SEEBURG

100 Sel. Wall Bexes, Chrome 5 39.50 Madel C Hideaway 375.00

CENCO RIFLE GALLERY ... \$ 95.00 75.00 BALLY JET BOWLER CHCO. COIN AUTOMATIC POOL TABLE T.V. BOWLERS 845.00

ONESDistributing Co Exclusive Wurlitzer Distributor. 1301 North Capitol Avenue Indianapolis, Indiana Phone: MElrose 5 1593

Advertise What We Have in Stock

ALL MACHINES 100% CLEAN AND CHECKED

> Refund in 10 Days if Not Satisfied

8	SEEBURG	each
	16 A's 25 B's and BL's 15 V's 5 N's 10 J's and JL's	575.00
Ī	ROCK-OLA	each
	5. Fireballs 10 Comets 85 Painted Wall Bears 50 Set 56 Chrome Wall Boxes 50 Set	, 335.00
ı	WURLITZER	each
	10 1100's 4 1200's	399.60
ı	AMI	each
ı	225 46 Sel; Wall Boxes	83.00

ACT QUICKLY-ORDER TODAY is with order, balance C.O.D. Send for Complete Lists

AVID ROSEN Exclusive AM! Dist. Ex. Pa 855 N. BROAD STREET PHILADELPHIA, 23, PA PHONE: STEVENSON 2-2903

> SOMEWHERE IN THE WORLD . . There's a buyer for your talents - services - or

merchandise. Chances are you'll find him among the 87,000 who read THE MILEGIAND classified cultures every week. And finding him this malch, easy way can cost as little at \$3 - I

Exclusive ROCK-OLA BALLY AND WILLIAMS DISTRIBUTOR



LAKE CITY AMUSEMENT, INC.

4533 Payne Avenue

Physics: HEnderson 1-2577

Cleveland, Ohio

100% Reconditioned

• 100% Guaranteed

WURLITZER 2000'S AMI H-200'S SEEBURG V-200'S ROCK-OLA 1446'S

Big Stock of Over 100 LATE MODEL 100 RECORD MACHINES . . . WURLITZER-SEEBURG-AMI-ROCK-OLA WRITE - WIRE - CALL

ARCADE

50 Cleon Lete Medel

GUNS EXHIBIT - UNITED - BALLY.

WANTED

14 ft. & 11 ft. BOWLERS SHUFFLE ALLEYS KEY WEST SUN VALLEY SHOW TIME We will ship NEW CARTONS



Big Beat Boom, Ballad Bloom

· Continued from page 123

blending of the rock tune and bal- the big beat that he started out

n' roll craze was kicked off five ballad and rock

played very well in some spots, alteens outnumber those who play the ballads on the boxes.

"Ballads by Patti Page, Frank Boone are coming back strong. Take Presley's 'Don't,' which is slow. That staved at a high rating for a long time. I can see a blending of ballad and the big beat in such times as 'At the Hop, 'Sugar- . Continued from page 123 time, 'La Dee Dah' and You Send Me.

"We still get a fairly good play of old standards, a good play of pop ballads and the mixtures I've mentioned, but our biggest play is the rock 'n' roll youngsters like to bop to."

Joe Cnoghi, partner in Popular Tunes Music Service and Popular Tunes Record Shop, a one-stop, feels that the local Presley influence and his phenomenal success has something to do with the way rock 'n' roll is being played by the youngsters, the ones who mostly play the juke boxes in Memphis.

"We get fairly good play from old standards on singles and EP's, but the majority is the new crop of rock n roll blended with pop that seems to be coming from all sides today. There seems to be little straight rock stuff, and even some Presley records have varied from future.

COINMEN

YOU KNOW

By BOB LATIMER

employ up to 200 men, are an excellent location for soup, coffee and

hot-drink venders, according to Margnerite Caldwell, owner of

Western Vending Company. West-

ern Vending has several such locations in the Denver area. In a

bakery where the average emplovee can have cake, cookies or rolls at any time of the day, a bit of hot, liquid refreshment is "bound to sell better," she says.

with Irving Kaye's

MELODY TOWER!

Bliminates the need of many wall-baxes! Highly styled and welcome in even the tep locations. Two decorator colors, White & Gold and Black & Gold. Wanderful sounding Jansen 18" Hi-Fi Speaker and 5 level valume central feature. Beige and Gold grill gloth-brillient fluorescent Illumination. Compact size 40x24x18. Matches all juke box models. Constant valtage, 8 and 500 Ohm lines. Ferfect for hideaway units.

MACHINE

EXCHANGE

Big commercial bakeries, which

Denver

with that set teen-agers raving.

"An example of this is the Mc- But now times that keep the Guire Sisters 'Sugartime,' 'At the beat but give more melody and Hop and 'Get a Job.' Altho rock with a faint hint of ballad type are n' roll is by no means over, and taking over. I don't know if this is probably has not declined enough the forerunner to a complete transto count. I think the ballad-type ition from the straight rock time or tunes are coming back stronger not, for they still get big play along now than they have since the rock with the tunes that are a mixture of

years ago with Shake, Rattle and Edward H. Newell, owner of Ormatt Amusement Company, sees "Ballad singers are now being the corrent situation as still a straight victory for rock 'n' roll with the, of course, on the whole the the teen-aged crowd still playing mostly rock records on his music boxes. He estimates that as much as 85 or 90 per cent of the records Sinatra, Perry Como and Pat played on his route are the rock n' roll records, with the rest old standards and ballads,

Snodgrass

cations which show a smaller profit potential or to eliminate such spots altogether.

Snodgrass said that while the operator may be loath to give up a location which he feels could catch on" in the future, it is not realistic thinking to continue such operations month after month with returns scarcely making service calls worthwhile.

The members of the association, which now takes in 95 per cent of the phonograph operators in Denver, Colorado Springs, Pueblo, Greeley, Longmont, Loveland, and other larger population centers, are working ananimously for a more equitable commission arrangement. They were pleased to hear Snodgrass say that dime play in New Mexico, together with better commission arrangements, has boosted the operators' confidence in the

"DECOR-DESIGN" BEAUTY QUALITY CRAFTSMANSHIP DEPENDABLE PERFORMANCE



The DELUXE SIX-POCKET POOL

" Fischer

In Beautiful, Rich Gold Webbing over Ebony Color-Fiek

. A moderately priced table with many of the custly features of the famous Fixther Imperial: Wadge-fifted slip-in, alip-out less-flush pull-out mechanism drawer - slowed cabinal design, and many athers that sell and hold the few

M. O. A. Visitors . . . Look Up Your Distributor at the Show for Information of Special Interest!

> FISCHER SALES & MFG. CO. CHICAGO, ILLINOIS Telephone: SPring 4-5514



BUY! METAL TYPERS

VENDING ALUMINUM IDENTIFICATION DISC

1. LIFE-TIME INCOME WHY! 2. TROUBLE-FREE OPERATION 3. ONLY 18"x18"



1318 N. WESTERN AVE. CHICAGO 22, ILL EV 4-3120



ATTENTION JUKE BOX OPERATORS

Increase your half-dollar collections by \$10 to \$50 per week

Proven by tests in dozens of locations in the past six months EASY TO PUT ON

Write-Wire-Phone

BINKS INDUSTRIES

3859 Austin Avenue, Chicago 18, Illinois

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

Find out every week in

Billboard

Order NOW at LOW Subscription Rates. Fill In and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

COINMEN YOU KNOW

Continued from page 127

Louis paperstein, remains on the staff of Reliable, while another brother, David Saperstein, is with Market Vending Company.

Jacobson is moving headquarters of Reliable Vending to Puritan and Santa Barbara Avenues, where they will

share space temporarily with the Central Vending organization, but remain a separate company and route. Both firms are to be moved subsequently into new enlarged quarters at a location to be selected later.

It's Thrilling! It's New! The First REALLY NEW Kiddie Ride in Years

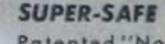


KIDDIE MUSICAL FERRIS WHEEL

PATENTS PENDING

It's the World's Smallest FERRIS WHEEL with all the Big Wheel features!

BARRELS OF FUN FOR THE SMALL FRY!



Patented "No-Tip" feature. Keeps car locked at same angle all the way round. Car stops in same position every time. With safety belt as an added safety feature.

STREAMLINED

Requires only 30" x 40" of floor space.

ROLLICKING MIDWAY MUSIC

On long life Mylar automatic tape. (Available without music if desired)

EXCITING COLORS

Permanent Formica finish for lasting beauty.

CAPITOL PROJECTOR CORP.

580 Tenth Avenue . New York 36, N. Y. . Longacre 3-7940

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Henry Hintz, with Central for twelve years, has been named general manager of the combined operation. Jacobson will be sole owner of Reliable, but his father, Nathan Schreiber, Isadore Jacobson, and Maxine Fidler are partners. Ben Flaisher, a former partner, disposed of his interest to Mervin Jacobson sometime ago. Irving (English) Larky, formerly with Reliable, also remains with the firm.

Frank R. Fabiano, head of Fabiano Distributing Company of Buchanan and Detroit, is planning to trek to Chicago early to be in ahead of the MOA convention. . . . Joseph Ruggirello is operating a jukebox route with headquarters in the west side suburb of Dearborn under the name of Joe's Music. He is a cousin of Tony and Louis Ruggirello, vending operators, who had the T & L Vending

Lewis A. Koepfgen, who formerly operated a music route in eastern Michigan around Port Huron, is now in the real estate business in that city. At one time he was also with the A. B. C. Amusement Company, operating pin games. . . . Adele Storm, office secretary of the United Music Operators, advises that the regular monthly meeting is being set back to mid-May, to come after the MOA convention, with President Edward L. Carlson scheduled to present a detailed report on the big gathering.

Irving B. Ackerman, former head of Detroit Trading Company, operating firm, and legal counsel for several coin

Committee Gets

Continued from page 123

they might fall into the hands of strangers, such as reporters. Climco was ordered to appear Wednesday (30) and to have the records with him.

Records were delivered to the committee Tuesday (29), and Glimco's appearance before the probers the following day was waived on the basis of his cooperation. Probers stated, however, that Glimco would be summoned to testify again if the records are "not complete."

In his earlier appearance before the committee, Climco, who is affiliated with the Automatic Phonograph Distributing Company in Chicago, took the Fifth Amendment a reported 70 times during a two-hour hearing. (The Billboard, April 28.)

Committee sources say it will be June or July" before the probers kick off their investigation of racketeering in juke boxes and games in Detroit and Chicago.

machine companies, has been enjoying a six-week tour of Europe.

Milwaukee

By BENN OLLMAN

Strong contingent of local coinmen is expected to attend the MOA Show in Chicago. The list includes Les Reder, L. & R. Distributing Company; Joe Pelligrino and Bob Puccio and their wives, P. & P. Distributing Company; Sam Hastings, Hastings Distributing Company; Arnold Jost; Jim Stecher, Novelty Service, and Harry Jacobs Jr., United, Inc.

Vet coinman Harry Cisler notes that business has been holding at a stable level in re-

cent months. One-stoppe Barney Kuchn lists among the operators checking in at hidiskery: Art Menne, Elkhart Lake; Mark Case, Eagle River, and Luke Zetting, Slinger Elmer Marosine is the name of a recent addition to the music and game business. He headquarters in Norway,

Bill Scheffler, National Tobac hosted a large group of local probers and venders at his anni bowling party last weekend. big success," says Scheffler. may try running two parties this each year from now on." Johnson, St. Ignace, Mich., received ly sold out his music and game routes and will devote full time





- Genuine Penn-cured siste too. Phenolic resin balls-formics for
- Jam-proof rails-fapi-proof
- drawer mechanism.

 Black and white plektone with red-frim finish.

 Quality cloth—recessed scoring
- Only 75"x42"-29; or 25; cain
- Contact your distributors

COLLECTIONS ARE GREATER WITH IRVING KAYE'S Eldorado The Industry's Finest Pool Table,





- Genuine pearl markers.
- A Quality Product to Hold Your Top Locational

ATTENTION, MICHIGAN OPERATORS

NOW DELIVERING

BALLY MISS AMERICA BALLY ALL-STAR DELUXE BOWLER BALLY SUPER BOWLER BALLY TROPHY BOWLER

ALSO AVAILABLE AT

MUSIC SYSTEMS, INC., Detroit, Michigan BRILLIANT MUSIC CO., Detroit, Michigan

Exclusive Michigan Distributors for BALLY

KING-PIN EQUIPMENT COMPAN

826 Mills Street Kalamazoo 21, Mich. Phone: Fireside 5-1151

7624 Fenkell Street Detroit 38, Mich. Phone: University 3-4770

SUMMER SPOT INCOME BOOST



V₂ Deposit, Required.

See Us at

Booth #44

M.O.A. CONVENTION,

SEEBURG

V200 Rebuilt w/VL Sel. HF100R 669.00 HF1006 569.00 M100C 469.00 M100A 189.00 3W1 Wallboxes, Chrome (100 Selections) 49.50

WURLITZER

2150 (200 Selections) . . \$749.00 2000 (200 Selections) . . 649.00 1900 (104 Selections) . . 595.00 1800 549.00 1700 469.00 1650 239.00 1400 149.00 5205 (104 Sel, Wallbox) 27.50

AMI

G200 (like new)\$649.00

ROCK-OLA

1446 (120 Selections) . .\$495.00 1436 (45 rpm) 199.00 1434 (45 rpm) 139.00

Attention, MICHIGAN **OPERATORS** I'll be seeing you at the Wurlitzer Booth during the M.O.A. Convention. ... Carl J. Angott

ANGOTT DISTRIBUTING CO.

2616 PURITAN AVENUE

DETROIT 21, MICHIGAN

CABLE ADDRESS: "DAVDIS"

Davis

738 Erlu Blvd., East Syracuse 3, N. Y., U.S.A. Phone: CRanite 5-1631

Exclusive Seeburg Distributor

or interests. He sold out to or Frantz.

More Upper Peninsula sewn Herb Flath, Major Utilties Company, Manistique, ngly in favor of fewer selecsions on juke boxes. "Anything over 100 selections confuses the public and costs two much to operate," he claims.

Music operator James Hubbell, Manistique, Mich., boasts of having nine children and 23 grandchildren. All but two of his children live in the immediate area.

Members of the Wisconsin Music Merchants' Association, Inc., held their monthly meeting April 29 in Appleton at Alex's Club. Following the noon lunch, the group heard a

45 RPM PHONO CONVERSIONS

for all 78 RPM models

Warlitzer 1015-1100	Seeburg M-100A-45 RPM
-M-117-88 513.75	=M-122-Bb \$69.50
Wartifzer 1250-1400-1600	Seeburg M-100A-3315 RPM
-M-118-86 \$13.75	=M-123-68 \$24.50
Reck-Ole 1422-26-28	Seeburg 146-47-48
=M-119-85 516-95	=M-227-68 \$16.95
Rect-Ole 1432—1434 =M-120—88 \$15.00 with 78 RPM turntable mater	AMI A-8-C-D =M-121-88 \$32.50

WICO CORPORATION, 2907-13 N. PULASKI, CHICAGO, ILLINOIS

SLATE TOPS

HEC. PRICE \$69.50 NOW BUMPER POOL 32" 1 48" \$44.50 4 or more \$42.50

Eampers & Pocket Tops covered with Imperial Rubberback billiard cloth and with Jumbo Bampers & Pocket Tops covered with Imperial Rubberback billiard cloth. IMMEDIATE DELIVERY, ORDER NOW-SAVE MONEY!

Complete Stock of Billiard Supplies for All Makes of Coin Operated Pool Tables. Frice List on Request. TERMS: 25% DEPOSIT, BALANCE C.O.D.

1604 06 W. LAKE ST. CHICAGO 12, ILL

Phone: MOnroe 6-8855

ATLAS SLASHES PRICES!=

MUSIC

SEERURG 100-J 725

with VL Selection Exceiver

Reconditioned—Refinished

GAMES

Chicoin ROCKET SHUFFLE (2 Player) Williams SHORTSTOP Bally TROPHY BOWLER, 14" Reeney CIGARETTE VENDER

Keeney LEAGUE LEADER Sensational Baseball Gamel Player ACTUALLY HITS BALL!

45 RPM CONVERSION FOR M-100A \$69.50

Exclusive Seeburg Distributors

A Quarter Century of Service

2120 N. WESTERN AVE., CHICAGO 47, ILL. U. S. A.

ARmitage 6-5005

BALLY TROPHY BOWLER-ALL STAR BOWLER

 BALLY TARGET ROLL— MISS AMERICA-SKILL ROLL

 BALLY BIKE, THE CHAMPION, MODEL T and TOONERVILLE # TROLLEY

ROCK-OLA PHONOS—



* * SPECIAL * *
1449 Hi-Fi Rock-Ole, 120 Sel \$525.00
1446 Hi-Fi Ruck-Ota, 120 Sel 450.00
1434 Rock-Ola 50 Set., 45 R.P.M. 145.00
ChiCuin Ski Bent 195.00
Like New A.R.C. Bally Bowling Lance, 11 ft
14 19 545.00
Kenney Bonus Sowler 90.00
All mathines have been checked, cleaned and ready for location.

5 BALLS

ally Circus

BINGO GAMES

ness growth reconstructions	212-66
Showtime	425.00
Big Show	275.00
Night Club	225.00
Beauty	
Cayety	75.00
Caytime	115,00
Palm Beach	40.00
Variety	75.00
Miami-Beach	
Dude Rinch	45.00
Big Time	115.00
Surt Club	82.66

Write Bally Bull's Eye Kiddle Gen \$222.00

CALDERON DISTRIBUTING, INC.

433 N. Alabama St. Phone: Milrore 4-8468 Indianapolis, Indiana

report on the congressional ASCAP, hearings from C. S. Pierce. Russell Simington, George Schroeder Company routeman, has taken a leave of absence until fall. He works each summer as a guide for fishermen in the Hayward, Wis., area.

Also planning to attend the MOA Show this year is Stu Glassman, Radio Doctors disk tycoon. Visitors at his onestop counter this week, says Stu, included Harry Kososki, Niagara: Milton Hone, Rhinelander: Ray Subrod, Burlington, and Robert Lax, Green Bay, whose father is a local music and games operator. Woody Johnson, United, Inc., back from a trip thru the western part of the State, reports action there at a low

Back in the coin machine business is Jim Stecher, who left it about five years ago to operate a restaurant. Before that he had been associated with Wisconsin Novelty Company. Currently, he is building up a solid string of music and games stops. Edolite Products' new tape recorder for background music locations is attracting a lot of interest, according to distributor Sam Hastings.

Memphis

By ELTON WHISENHUNT

George Samons, owner of Sammons-Pennington Company, reports after a swing thru Arkansas calling on operators that business is picking up. Good weather is bringing more people out, he reports. . . . Parker Henderson, general manager of Southern Amusement Company, flew to Harrison, Ark., last week to see Russell Felker and Milford Fuller, partners in Tri-Lake Amusement Company, regarding some phonographs Tri-Lake is buying.

Douglas Highfill, owner of Rainbow Amusement Company, recently bought out the route operated by George Smith and Al Bushy. More than 80 pieces of equipment changed hands. The purchase made Highfill's route one of the largest ones in the city. Smith and Busby have not yet announced their future plans.

Drew Canale, owner of Canale Amusement Company, reports his Crystal Records, Inc., independent recording company, is coming soon

with a new talent, hopes to hit. . Edward H. Newell, vice-chairman of the regional Boy Scouts of America, reports the splendid spring weather in the Memphis area is being taken advantage of by many Scout troops for outings. Newell enjoys getting out in the sunshine, too.

Jack Canipe, vice-president of Consolidated Amusement Company, reports business is picking up with the spring weather among Mid-South operators. He returned last week from a tour calling on music operators. Canipe's firm distribtues juke boxes in this territory. . . . Johnny Novarese, partner in Poplar Tunes Music Service, reports old standards are getting good play on his music route.

J. T. Saunders, president of Memphis Canteen Company, back on the job after an out-oftown trip. William G. Wesche, vice-president, supervised operations in Saunders' absence. . . Charles E. Pugh, manager of Quality Vending Service, reports a pickup in food vending at industrial locations with more factory workers

back on the job after some lay-offs. . . . R. C. Westmoreland, vending operator at Jackson, Tenn., reports fishing is good in his part of the State. He had a big catch last

week.

Fiberglass CUE STICKS

for all types pool games! GUARANTEED NEVER TO WARP

Manufactured by: Har-Lee Rod Company, Jersey City, N. J.

NYACK SLATE CO

Exclusive Sales Agents

84 Sc. Franklin St., Nysck, M. Y. NYack 7-2464

ORE SAVINGS ALL GAMES WORLD WIDE!

Wmt. SHORTSTOP Bally MISS AMERICA Bally TROPHY BOWLING ALLEY United SHOOTING STAR Gett. ROCKETSHIP Genco SPACE AGE

UPRIGHTS

SUP								
SKE	533	SH	00	T		ü	 K	285
GUN								
BIG I								
coul								

SPECIAL!

Bally 14' STRIKE BOWLERS Belly ALL STAN BOWLER

EXCLUSIVE DISTRIBUTORS IN ILLINOIS, INDIANA AND MISSOURI FOR GAMES, INC., UPRIGHT GAMES Featuring "DOUBLE SHOT"

PHONOGRAPHS

ROCK-OLA 1455 (200 Sel.) \$725 SEEBURG V200 AMI E120 345

ARCADE

Genco CIRCUS GUN \$375 United PIRATE Genco STATE FAIR Genco DAVY CROCKETT 245 Wms. 1957 BASEBALL . 325 Wms. DLX. 4 BAGGER ... Wms. CRANE 110

BINGO GAMES

KEY WEST 29. BIG SHOW 265 IROADWAY BIG SHOW 265 GAYTIME 118 PARADE 195 BIG TIME

EXCLUSIVE DISTRIBUTORS IN ILLINOIS, INDIANA, MICHIGAN, IOWA FOR

"FISCHER 6-POCKET POOL TABLES"

MULTIPLE PLAYER 5 BALLS

3-PL SUPER CIRCUS 410 3-PL MARATHON	L SCOREGO	ARD RCUS	295 2-PL 175 2-PL 410 2-PL	FLAGSHIP SEA BELLES TOREADOR GLADIATOR MARATHON CIRCUS
-------------------------------------	-----------	-------------	----------------------------------	--

SINGLE PLAYER 5 BALLS

EXCLUSIVE DISTRIBUTORS IN NORTHERN ILLINOIS. NORTHERN INDIANA FOR

"ROCK-OLA" 50-120-200 SEL, HI-FI PHONOS

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Terms: 1/2 Deposit, Balance Sight Draft. Coble Address "GAMES," Chicago

Chicago 47 Phone: EVerstade 4-2300 2330 N. Western Ave.

GIVE TO DAMON RUNYON CANCER FUND

Nickel Capsule Disappearing in Detroit; L. A. Report Contradictory

AMUSEMENT MACHINES

the there were several thousands. Harris Gaylord, manufacturer of nickel capsule were turned up in of machines vending capsules two bulk machines, sees the collapse of a spot check of five operators and

decline are doubly interesting be- tended to discourage bulk vending the distributors claim it is proving cause capsule vending appears to in general, and "Most operators are successful, have been initially encouraged by getting into larger machines-ice the city's ban on the mixture of cream, milk, coffee," says Gayball gum and charms. Realizing lord. the appeal the trinkets had for The general feeling is that dichildren. Detroit operators were versification to the extent of quick to use the capsule as the operating both bulk and major only possible way of vending equipment simply doesn't work out. charms.

by operators to explain the failure merchandising is time consuming. Carl Hill, "You have to keep orders common varieties of nuts, put them out and never changed capsules or mixes. them. Business will die right down | Some operators protested that after a couple of fillings."

they put money into machines, too expensive but that the supply want something to eat or chew, of new ones was soon exhausted. nothing to eat."

Henry Lemke, who was in bulk gum and charms for a cent. the type of merchandise offered. a failure to promote it in any way. Another operator blamed the use Few operators in Detroit made any of inferior merchandise by Detroit effort to utilize display cards or of trash in it. The children were show the charms to advantage.

DETROIT - Nickel capsule demanding rings and better things,

The nickel capsule was one of A variety of reasons were given the first to suffer because proper of nickel capsule vending. Said Whereas an operator merely rechanging the charms in the cap- pan candies, and ball gum, he must sules all the time. Some operators spend time selecting individual

they were forced into using in-George Wilson finds another ferior merchandise. They claim cause at work: "Most kids, when that good charms were not only Capsules, when they are offered In order to vary the fill, they claim alone, soon wear off. There is it became necessary to use cheap charms ordinarily vended with ball

vending for 40 years, feels that the A final reason for the decline of nickel level itself is too high for the nickel capsule was apparently operators: They threw any sort insets within globes that would

4322-24 N WESTERN AVE

CHICAGO

JUNIPER 8-1814

LOS ANGELES -- Contradictvending is disappering here, even and operators didn't put them in." ory reports on the status of the years ago, a check by The Bill- the capsule market as simply part two distributors in this area. The of the overall trend in Detroit. The operators feel that the nickel Reasons operators cite for this ban on ball gum and charms has capsule is on the decline, while

Five out of 10 operators selected at random do not use capsule machines. The other five all agree that use of inferior charms is primarily responsible for what they consider a drop off in capsule vending that had a high point some months back.

These five operators are almost unanimous in their opinions even the one reported capsule machines constituted only 2 per cent of his total venders, and another reported that they made up more than 50 per cent of his route. All except one felt that the nickel capsule itself is large enough to be a practical vending medium. Only one of the group said he would be

In sharp contrast to these operators stand Bert Fraga, Standard Specialty Company, and Ted Essad, William J. Newman, Inc. Altho Essad claims that the 10cent capsule is not going over very well-citing use of inferior merchandise by operators as the reason-he claims that demand for the nickel capsule has not decreased. He reports that rings are the most popular capsule item in the California area. He says further that the quarter capsule is doing well in some locations.

than a strictly novelty value is mainly responsible.

interested in a quarter capsule. Sharp Contrast

Fraga is in general agreement, altho he claims that a switch by some operators to the dime capsule is proving successful. He reports that operators in general are doing well with the 5-cent capsule and are using three different makes of machines to vend it. He, too, states that the quarter capsule is making progress, claiming that use of merchandise with a utility rather

It is interesting that the five random operators are in almost complete agreement with five major distributors in different parts of the U. S. (See The Billboard, April 28.) These distributors all felt that use of the nickel capsule is decreasing, citing apathy on the part of operators and the use of inferior merchandise as the main factors responsible.

NEW AS TOMORROW!

KEENEY'S LEAGUE LEADER

GENCO CHAMPION

WILLIAMS STAR BASEBALL

GENCO HI-FLY

WILLIAMS SHORT STOP WRITE

GENCO'S

"SPACE 4(4=

Newest Thrill-Packed Adult Skill Game

Player actually drives miniature Truck across playfield with realistic Steering Wheel . . . pushes discs over rollovers and into slots to scare. Exciting "Outer Space" theme . . . adjustable single replay.



OTHER HIGH-SCORING **GENCO FAVORITES** "FUN FAIR"

Exciting 5-Ball Pin Ball Game

"GUN CLUB"

Moving Target Rifle Gallery

MANUFACTURING

Division of Chicago Dynamic Industries, Inc. 2631 N. ASHLAND AVE. * CHICAGO 14, ILL.

The adjoining articles are the second of a two-part analysis of the status of the nickel capsule in the U. S.

This week the situation in Detroit and the contradictory reports from operators and distributors in the Los Angeles area are detailed.

Last week the outlook of seven distributors througt the country was presented. Five of the distributors felt that the nickel capsule is on the

GUNS Gence STATE FAIR 275.00 Gence DAVY CHOCKETT 178.00 Sence RIFLE SALLERY 150.00 United PIRATE GUN 295.00 PINS Gattliab REGISTER 175.50 Cofflish MARATHON 225.00 Sufflieb SLADIATOR \$21.50 Sattlieb SCOREBOARD 198.50 Battlieb SLUGGIN' CHAMP 165.00 Gattileb SWEET ADD A LINE .. 175.00 Williams KINGS 225.50 Chi Coin T.V. BOWLING CHI COIN CLASSIC BOWLING Chi Cain 14" BOWLING LEAGUE 450,08 Chi Coin FIREBALL, S.A. 148.00 CHI COIN ADVANCE ROWLER .. PLM United ROYAL BOWLING United 14' BOWLING ALLEY ... 430.00 United REGULATION, 1.A. 322.00 United SUPER BONUS, S.A. 325.00 United 11TH FRAME, 5.A. 125.00 Coin UNIVERSITY Machine Exchange 858 No. High St. Columbus 8, (IHII)



Tel- Axminster 4 3579

finish.

Culorful himses, formics playfield

—illuminated.

Playfield lifts up easily for service.

Bicycle-type chain drive.

7 red, 1 black, 1 green phenolic resin unbreakable balls. Black ball scores double — green ball scores tripiel

Contact your distributor:

573 Tenth Ave., New York 34, N. Y. 221 Frelinghussen Ave., Newark, N. J. 231 Windser St., Hartford, Conn.

FULLY RECONDITIONED

MAKATHON TOURNAMENT FRONTIERSMAN SLUGGIN CHAMP TWIN BILL JOCKEY CLUB GREEN PASTURE PIN WHEEL MARBLE QUEEN SCREAMO GRAND CHAMPION ... GRAND SLAM DEALER

MUSIC

GLOBE THOTTER

MODEL 5-80 MODEL F-128 MODEL F-89

WURLITZER

MODEL 1900 SEEBURG

MODEL V-100 MODEL HF-1000

MISC. MUSIC EQUIPMENT ROCK-OLA 1434 (78 RPM) ... 9 PP.SI EVANS HOLIDAY (100 SEL.) . 175 20 EVANS JUBILEE

WALL BOXES

Bly Selection of Worlitzer, AMI and

See and Hear the Beautiful



NEW GAMES Immediate Delivery

e Gottlieb

· Chicago Coin · Bally

SOUTHERN AMUSEMENT CO.

415 Madison Ave. Memphis, Tenn. Phone: Jackson 5-3409 or LD 524

IMPORTERS YOU SHOULD BE DOING BUSINESS WITH TRIMOUNT

America's Foremost Exporters of Reconditioned Coin-Operated Equipment Trimount has New England's largest stock of used Phonographs. 5 Balls

and Arcade Equipment.

· All equipment is guaranteed mechanically and electrically perfect—all has been completely reconditioned,

· Trimount has one of the country's largest parts departments with thousands

of parts in stack for immediate delivery. · Trimount has a large Service Department completely staffed with highly

trained technicians. · Export Shipping Department specially packs equipment to insure delivery

in perfect condition. NEW PARTS INFORMATION CATALOG NOW AVAILABLE-SEND FOR YOUR COPY.

Exclusive Gottlieb, Williams and Seeburg Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT !

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty Z.9480

SIMPLE

MEMER.

Ю

WANTED

Barrica Mon to service Bully and Seeburg equipment, Coll.

JOHN WASSICK Margantown, W. Va. Spec 2-2114

WANTED

Bingo

STEADY WORK! GOOD NO DRIFTERS GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Sox

THE BILLBOARD 188 W. RANDOLPH ST. CHICAGO 1, ILLINOIS

Los Angeles

In operating condition, All parts

ana	Chee. Type of Hide	Price
	k Miss America Bost	\$225.00
70	x Meteor P. T. Bost	175.0
N I	Dopey Duck	100.8
œ	Gym Cycle	190.9
	x Drive-Mobile	150.0
-	E Bally Space Ship	350.0
	Atomic Jet	100.0

WHIRLING SPECIALS

Corpusels that please that age-Lane Merry-Ge-Round . \$250.00
Deco Merry-Go-Round . 200.00
Texas Kiddle Ride
Merry-Go-Round . 200.00
Capital Merry-Ge-Round . 200.00 ley Merry-Ge-Rounds

Terms: 1.3 Certified Deposif, Balance

WANTED-USED RIDES Big Bronco Ponies Champion Ponies Fire Engine (Horse Drawn) Model T (Hot Rod)



2557 W. North Avenue, Chicago 47, Illinois Phone: Almitage 6-8180

every week in The Billhoard . .

Bally Baseball, Gun Games VICTOR

· Continued from page 128

solidly.

As the firing action mounts, the target field shifts from one phase into another, offering lightup satellite targets that blank out when hit and light-up planet targets. The head targets, scoring dur-ing the "attack" phase, award 500 points each; the satellite targets, scoring during the "alert" phase, earn 3,000 and 4,000, and the planet targets, scoring during the maneuver" phase, are good for 1,000.

Target field is illuminated by Duorescent lights from rear and foreground.

The game has a glass-enclosed cabinet, measures 65 by 25 inches, 65 inches high. The gun mechanism lifts out for servicing as a single unit. Balls are batted out from the gun by a special solenoid device, providing a popping sensation.

Big Inning

Big Inning, a two-player baseball, has one player pitching, one batting or single player doing both. Players press buttons to pitch (steel ball pops up from under pitcher's mound and speeds toward plate) and to bat (miniature bat) swings at ball).

Eight light-up ball markers in the outfield change their scoring values when men are on base, racking up plays from outs to triples when hit. A ramp at center field shoots the ball into the stands for a home run when hit. Light-up ball players circle bases and score runs on hits.

Knoss Charges

· Continued from page 128

proposed new AAMONY leadership plans to increase monthly label dues from 50 cents to \$2.

Warner Letter

Knoss also enclosed a copy of a letter sent by Sandy Warner to the membership. In the letter, Warner expressed opposition to UCMONY and favored a collective bargaining agreement with Local 1690, Retail Clerks International Associ-

According to Knoss, Warner later reversed his stand.

Knoss charged that AAMONY is being asked to pay UCMONY bills and that the AAMONY membership will be billed for outside counsel in the recent court case.

An AAMONY spokesman said All the news of your industry the charges in the letter were so ridiculous that they warranted no

PUCKS

MANUFACTURED FOR SHUFFLEBOARD AND ALL BOWLING GAMES

We're specialists for making King-Size Pucks

Monufacturers of Quality Pucks since 1948

7934 So. Chicago Ave., Chicago 17, Ill.

PHONOGRAPHS	SCALES
Seeburg V200 \$635.00	Walling 500 Fortune \$35.00
Seeburg V200, converted to V L Receiver 715.00	Rock-Ola Porcelain 30.00
Seeburg VL 200 795.00	maining and onemer and
Seeburg 100R Hi-Fi 595.00 10" Oxford Speakers—Like Hew Wai	Kirk-A.B.I. buesser 33.00

These Phonographs and Scales are now on location. We are the original ewners. They are not trade-ins.

4866 Woodward Ave.

Detroit 1, Mich.

spacemen that fall back when hit After four runs are scored, relief pitcher comes into the game, each new pitcher tossing a fresh variety of fast balls and

curves to mix up the batter. The game is set for three innings of play, each player getting three outs per inning. Coin chutes take dime and quarter for single or three-for-25-cent play.

Big Inning is 55 inches by 24 inches. Came is available in regular and free-play models.

REAL BARGAINS BINGOS: Night Club Broadway Surf Club, Palm Springs Yacht Club, Beach Club GUNS & ARCADES: Gence Champion Baseball, 2-Pl. 129.50 Gence Hi-Fly Baseball, 2-Pl. 149.50 Williams '57 DeLuxe 337.50 34-Ft. Bowlers—Un., Keeney, Bally, Chi. Coin 465.00 C.C. Holiday (w/F.P. & J.P.) 129.50 25% Deposit with Order

T. & L. DISTRIBUTING CO. 1663 Central Parkway Cincinnati, Ohio

Phone: Main 1-8751

Greatest Name In Bulk Vending Now Offers You the SENSATIONAL

25c Vendor Featuring The "TRIPLE VIEWER" YOUR "WHEEL of FORTUNE"

Which displays the next 3 partiens of merchandise to be vended. TV vends attractive . . . intriguing and high-quality merchandise at 25c per play . . . in VICTOR'S new "V-1" copsules.

JUKE & GAMES OPERATORS

Here Is A Natural

To augment your dwindling receipts right in the locations where you are already established, Piece for piece . . . The TV VENDOR will provide you with greater profit . . . per \$ invested . . . than the equipment you are new operating.

Contact us at once for Special Prices on this LOW-INVESTMENT . . . HIGH-PROFIT apportunity. You will never regret it.

JOBBERS-Write us regarding some desirable territory still avoilable.

> VICTOR VENDING CORP. 5701-13 W. Grand Ave.

Chicago 39, III.

Mfrs. of the Famous Line of TOPPER Vendors



KEENEY'S LEAGUE LEADER AVAILABLE IN NOVELTY OR REPLAY MODELS

2400 WEST FIFTHETH STREET, CHICAGO 37, ILLINOIS

How to Boost 50c Play

AMUSEMENT MACHINES

Continued from page 120

Biase said.

there weren't enough half-dollars used. that perhaps I hadn't done a thoro operation. So I went around and mend it to their customers. Check- boxes. began asking questions."

location owner, manager, or person! In one location after another, Biase was astonished to find noth-I thought I had wasted quite a ing but a puzzled stare when he

ing further into the matter, Biase Determined to put still more

found that the location owner in | emphasis on the helf-dollar feature. most cases hadn't bothered to men- Biase bought himself a rubber tion the seven-for-50-cents "bar- stamp kit, of the type which algain feature" which the half-dollar lows the owner to set up his own chute actually offered.

upon a simple expedient to get taped on the front of each machine. results. One by one, he escorted bit of investment when the 50-cent asked employees at such locations waitresses over to the phonograph chute proved a complete dud," as restaurants and cocktail lounges in restaurant and cocktail locations, whether they had any idea why handed each one a half a dollar, "At the end of the first month, the 50-cent chute wasn't being asked her to drop it in the chute there weren't enough half-dollars used.
in the coin box to provide any In one spot, for example, which seven selections." This bit of pracencouragement at all. In fact, I employs seven waitresses during tical demonstration "got thru" had just about concluded that the evening hours, Biase didn't find where endless description apparpeople simply wouldn't spend 50 a single one who remembered his ently did not. Anyhow, things becents for music. Talking to other brief introduction on the 50-cent gan to change on all fronts, and it operators convinced me, however, chute, and who, of course, could wasn't long before half-dellars job of enlisting location owner co- scarcely be expected to recom- were dropping into Biase's coin

messages and printed up small Somewhat nettled, Biase hit signs, 314 by 4 inches, which he

> The sign read simply, "Music Sale!-If 10-cent numbers are hard on your pocketbook try our 50-cent special-seven records for a half a

> This elever bit of humor applied directly as a point of sale attraction, functioned so well that within a month's time, every habitue of his lead locations was thoroly familiar with the half-dollar feature.

Now, each one of Biase's locations is showing at least 35 per cent what was a definitely discouraging increased across the board, and hue.

Radio Station

jockey selecting the record and mentioning that it may be hear on the new Wurlitzer at Joe's loss By emphasizing his machine con stantly, Bilotta hopes to make b cation owners Wurlitzer conscious

The "Wurlitzer Hour" will also be used to promote local talent and discover new singers. Bilotta fee that recordings made by local siners can be promoted effectively is the area by a combined juke box radio effort.

of its take in half-dollars, play has situation has changed to a brighter

BALLY EQUIPMENT

from the Bally production lines

that mean profits for every type

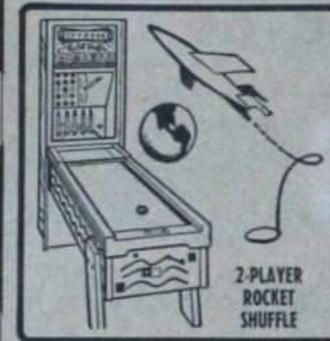
M.O.A. VISITORS

MEET YOUR FRIENDS AT FIRST'S "HOSPITALITY SUITE"

MORRISON HOTEL

After the convention, make FIRST your FIRST order of business. You are invited to visit our showrooms. See Chicago's biggest and finest selection of games. Always the best deals at the right price! Relax in the renowned "Coinmen's Coffee Room."





FIRST in NEW GAMES

Wms. KICK OFF Bally SKILL BOLL Bally MISS AMERICA VALLEY 6-POCKET POOL Kaye ELDORADO 6-POCKET Kaye COMPETITOR & POCKET Auto Bell PLAYBALL Keeney DELUXE BIG TENT United BONUS BOWLING ALLEY



UNITED HANDICAP POOL ALLEY REGULATION SUPER BONUS CAPITOL CLIPPER VENUS LIGHTNING MARS MERCURY BANNER ACE RAINTOW TEAM TEAGUE

BALLY

A.B.C. BLUE RIBBON MAGIC CHICAGO COIN CHAMPIONSHIP MIAMI SHUFFLE BLINKER HOLLYWOOD ARROW TRIPLE STRIKE THUNDERBOLT FIREBALL FLASH PLAYTIME

CONGRESS



1750 WE NORTH AVE

Abril.

5-BALLS

GOTTLIES CROSSROADS CHINATOWN QUEEN OF HEARTS POKER FACE PIN WHEEL MYSTIC MARVEL DRAGONETTE DIAMOND LIL GYPSY QUEEN DUETTE SLUGGING CHAMP SOUTHERN BELLE WISHING WELL EASY ACES GLADIATOR HARBOR LITES SCOREBOARD DERBY DAY SEA BELLES

FLAGSHIP

BEAUTY

ACE HIGH ROYAL FLUSH

WILLIAMS GUN CLUB GRAND CHAMPION TIMES SQUARE SILVER SKATES THUNDERBIRD BIG BEN COLORS SPITFIRE BAND WAGON BACE THE CLOCK THREE DEUCES SMOKE SIGNAL PICCADILLY SURF RIDER SUPER SCORE FUN HOUSE STARFIRE CUE BALL JIQ SAW CHICAGO COIN BLONDIE BALLY BALLS A POPPIN'

CIRCUS



POOL GAMES

VALLEY and KAYE 6-POCKETS Also Big Selection of "FIRST"-Conditioned POOL GAMES

BALLY SPOTLIGHT PALM BEACH FROLICS ICE FROLICE SURF CLUB VARIETY BIG TIME GAYETY YACHT CLUB

MIAMI BEACH BEACH BEAUTY BROADWAY NIGHT CLUB BIG SHOW KEY WEST

Cables "FIRSTCOIN"-Chicago



Joe Kline & Wally Finke CHICAGO 22 ILLINOIS . Dickens 2-0500



BALLERY MIG TOP WILD WEST SKY BOCKET STATE FAIR DAVY CROCKETT

UNITED

CARNIVAL GUN PIRATE GUN WILLIAMS

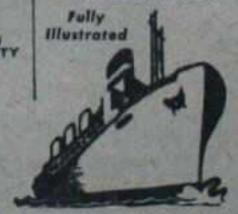
SAFARI GUN EXHIBIT POP GUN CIRCUS SHOOTING GALLERY SPORTLAND TREASURE COVE JUNGLE HUNT

SEEBURG SHOOT THE BEAR KEENEY RANGER GUN

ARCADE

GERES MOTORAMA
C.C. TWIN HOCKEY
EVANS SUPER BOMBER
WITH CRANE
C.C. STEAM SHOVEL
CSP. MIDGET MOVIES
C.C. BASKET BALL
CHAMP
EST. SINGER BALL Exh. RINGER BALL Wms. QUARTERBACK

IMPORTERS ASK FOR FREE 56-PAGE CATALOGI



location! Now Delivering "TROPHY BOWLER" "SKILL ROLL" "SPACE GUNNER" "BIG INNING" "MISS AMERICA"

Remember Rock-Ola . . . for Music!

200 Selections CLOSEOUT BALLY All-Star \$325.00 Circus... \$250.00

125.00 Carnival . \$300.00

WE'LL TAKE ANYTHING IN TRADE: 11 Ft. or 14 Ft. Bowlers, Shuffle Alleys OR LATE BALLY BINGOS !!!!!

WRITE! WIRE! PHONE! TODAY! Rittenhouse 6-7712

International Scott Crosse Company PEDIT CHOSSE COMPANY

Rittenhouse 6-7712

1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA

Erclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., Sa. Jersey and Del.

M.O.A. OPERATORS

are invited visit the

Bally.
factory

HILE IN CHICAGO

STEP UP

COLLECTIONS

With These Rebuilt Phono Specials



AMERICA'S Finest Used Phonograph

> SEEBURG V-200 200 Selections

\$695.00

Reconditioned-Refinished

pius

VL Receiver

Other Shaffer Specials

AMI H 200\$749.50

3 200)			876			8	7		595.00
G 12										495.00
										295.00
E 40	(45	RP	M	٧.	-			'n.	ı	195.00
		R	0	CI	Ç.	9	₹.	١		
1455	(2	00)			ũ			į	B	\$650.00
										595.00
1440										ATE DO

1438 (Comet) 295.00 WURLITZER Model 1800\$449.50

WALL BOX Seeburg 3W1\$49.50

Write for Illustrated Catalog

GUARANTEED BY



849 North High Street Columbus 8, Ohio

1889 Central Pkwy. Cincinnati, Ohio

1327 N. Capitol Avenue Indianapolis, Indiana

COINMEN YOU KNOW

Miami

By PAUL DANIEL

Sandy Moore in from New York to visit with Harry Siskind. . . . Continental Machine Corporation booth at the convention was the site for weekly meeting of the local group. Willie Blatt presided and the attendance was tops. Harold Roth and Dave Both played host. Joe Issenberg, Al Kahn, A. Amato and B. B. Saunders all agreed that it was tops for a meeting place. The Old Gold party made the evening complete.

Howard Greenberg in from New York, ready to set up shop for Viking Export, will do business with South America from Miami, . . . Bessie



inest phenolic resin balts. be ar 25e coin chute.

oof-proof drawer mechanism, inest quality cloth available. leautiful makegany and gold-frim uality Product to Hold Your Top Locations!

ACTIVE

Exclusive Distributors for Wurllizer, D. Gottlieb, Irving Kaye Co., and Exhibit in So. Jersey, Del. and Penna.

Belirman to be hostess and fashion model at the convention, . . . Before leaving for New York, the Bert Lanes took Willie Blatt fishing and

from what I hear they saw the big ones, but didn't catch any, ... Lucky Skulnick held a preshowing of the convention at his home. Operators met around Lucky's pool and earned their Florida tan.

be guest of AMOA at Chicago, you paged and hold your calls.

then honored for his work on behalf of PAL. . . . Harry Steinberg now is sporting a Cadillac, keeping up with the rest of his cronies. ... Miami and Miami Beach boasts that the biggest delegation will be represented at the convention. . . . For your convenience while at the Police officer Joe Ruggeiro will convention The Billboard will have

WELCOME VISITORS

to the

M.O.A. SHOW

Be Sure to See Us at

Williams

BOOTHS 68-69

A cordial welcome awaits all distributors and operators who visit our plants located at 4242 W. Fillmore Street. See and inspect new Williams games in the making.



CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST., CHICAGO 24, ILL.



The SATELLITE Has Everything . . . and then some.

- Colorful Beauty to Attract Players
- Simplified Construction for Fast Set-Up
- · Positive Automatic Play Central With Adjustable Timing
- Prevad Profit-Moking Ability
- * Scientifically Designed With the Operator in Mind
- · Exclusivity-nothing like it in (or out) of this world

Produced Exclusively by the Oldest Shuffleboard Manufacturers

291 Cleveland Street, Orange, New Jersey

Scoring Areas

Built-In Adjustors

Folding Legs For Quick Set-Up

Fool proof Automatic Play Control

Orange 2-9100



M.O.A. . . VISIT BOOTHS 27-28

POOL TABLES and BUMPER POOL (R)

LEAD IN QUALITY and EARNINGS!

SPECIAL 6-POCKET



VALLEY SALES CO. 333 MORTON ST., BAY CITY, MICHIGAN

Juke Makers Pass Up Bid

Continued from page 8

quirements (other countries require foreign countries, if their music this royalty from coin-ops), MOA was not given performance royalty on our juke boxes, as American songs receive it on foreign july boxes. However, a spokesman from of logging music performances and the office of Senator Eiley, subo paying writers fairly" in contrast mittee member, also on the Forsign to our own. Also, Allen said, "pro-Relations Committee, quickly asked prietors of foreign copyrights are if the Register had any threatenaccorded the same protection in ing letters.

Our country that our own nationals Wiley spokesman said "commun. enjoy under our laws," under the ications to us on the subject have

universal copyright convention.

(During hearings, Copyright Reg reciprocal agreements. Fisher said he left the polite language veiled "threats of retaliation" from some a serious aggravation.)



NEW GAMES

C.C. 2-Ply. Rocket Shuffle C.C. Batter Up Gott, Bright Star Genca Gun Club Rifle Genco Fun Fair Genco Lucky Seven Genco Space Age Fischer 6-Pocket Pool Fischer Bumper Pool Wms. Ten Strike Mercury Gripper Bang O Rama Pistol Irving Kaye Super Hockey United Bonus Bowler United Midget Bowler Keeney League Leader Baseball

SEEL HEAR! THE ALL NEW AMI CALL. WIRE OR SEE US AT THE MOA SHOW FOR YOUR 5-BALL, USED MUSIC, BOWLER, AND ARCADE EQUIPMENT. TWO CONVENIENT OFFICES TO SERVE YOU.



Miller-Newmark distributing company

42 Fairbanks, N. W. Grand Rapids, Michigan

5743 Grand River Avenue Detroit, Michigan Tyler 82230 - 82231



A . Amusement Pinballs of

FEATURING

4 Flippers With Exciting, New "Full Playfield Action"!

Taken from the rocket age . . . the ball is blasted to top playfield in two stages. Bottom flippers fire ball to mid-field where booster flippers add additional kick to carry action back to top of playfield. See your distributor today for a demonstration of this colorful, exciting, new feature!

Plus-ROTO-TARGETS that:

- . Lite letters in R-O-C-K-E-T S-H-I-P carry-over feature
- . Score Specials when name is completed
- . Score 100,000 to 1 million

2 targets at top of field lite alternately for Roto-Target values

Pop-Bumpers lite for super high score

7 places to spin Roto-Targets

High score to 7 million



ALL GOTTLIES MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

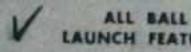
NOW THERE ARE 2 TOP MONEY MAKERS!

And chicago coin Brings You Both!

2-PLAYER Rocket Shubble

2 PLANTE ROCKET SHIFFLE

ALSO AVAILABLE IN



V CAPTIVE BALL ACTION GIVES
PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH
SPACEI



NEW ELECTRONIC MARVEL

BATTER-UP

Lite-O-Matic BASEBALL GAME

WORLD'S FIRST

Player Experiences Every
Thrill — Every Action Of A
Real Baseball Being Pitched
. . . Being Hit . . . Being
Caught!

Ball is actually delivered from pitcher's box to batter!



- UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11"11".
- NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row-
- PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS
- V ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . .

- V 3 dimension players and green plexi-glass play field simulate a realistic "Big League" baseball diamond!
 - Animated players on back-glass actually run bases!
 - V Player by skillfully hitting home runs to all 3 fields gets extra Bonus Runs!
 - Previous High Scare feature!
- Available in Replay or Regular models!
 - 3 outs per 10c game!

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.

THE BIG PROFIT SEASO

Cash in Now...

PLAYER

AMUSEMENT MACHINES



AS EXPERT HITTER PILES UP RUNS

RELIEF PITCHER

delivering a mixture of curves and straight balls to halt the rally

THIS EXCLUSIVE BALLY FEATURE EQUALIZES SKILL BETWEEN PLAYERS

Insures thrilling, tight ball game all the way

1 OR 2 CAN PLAT

REQUIRES

NEW DOUBLE

PLAY FEATURE SKILL

Great for Competition

Target Values Change with Men on Base

REGULAR MODEL with

DIME CHUTE ONLY

FREE PLAY MODEL Equipped with

> DOUBLE CHUTES

Dime-a-Game 3 for Quarter

Compact Size:

55 IN. LONG

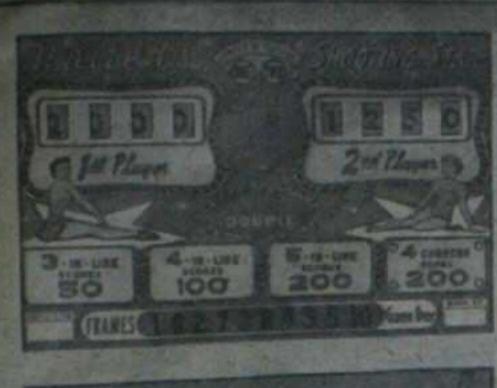
24 IN. WIDE

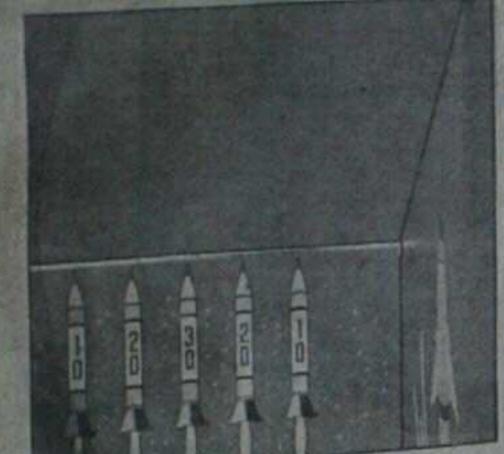
SINGLES, DOUBLES, TRIPLES, HOME RUNS, ETC.

> Simple Batter-Pitcher Mechanism

Right now ... all over the nation ... baseball is in the sports spotlite. And now is the time to cover your locations with Bally BIG INNING. Fascinating, real baseball action keeps players glued to the game hour after hour. New, exclusive profit features pile up coins in a hurry. Ger your share. Get BIG INNING on location now.

See your distributor ... or write BALLY MANUFACTURING COMPANY . 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





1000000

UNITERS NEW STAKE STAKE SHOOTING STAKE

3-DIMENSIONAL TWO-PLAYER SHUFFLE-TYPE

GAME

PLAYERS ALTERNATE DURING PLAY

LAUNCH-ALL-BALLS
FEATURE
NEW LARGE PUCK

7½ FT. LONG
2 FT. WIDE

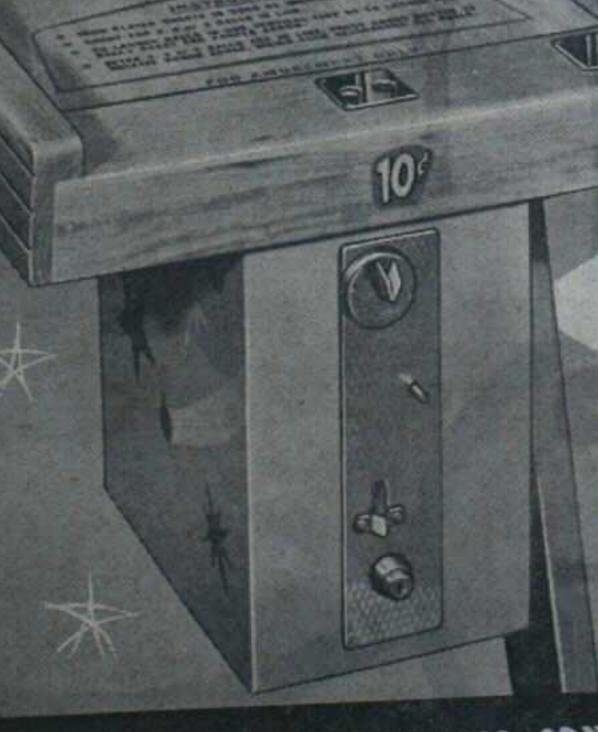
O

MECHANISM IN BACK BOX FOR EASY SERVICING

DROP CHUTE
COIN MECHANISM
WITH
NATIONAL REJECTOR
ON PULL-OUT DRAWER

10¢ PLAY

REGULAR AND



FRAME GAME
FRAME GAME
DOUBLE-SCORE
FEATURE

CAPTIVE BALL
IN-LINE
SCORING
HIGH SCORES

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

SEE YOUR DISTRIBUTOR

