Storz Modifying Top 40' Format

Continues Policy Change With Teen-Disk Limiteds;

by JUNE BUNDY

NEW YORK — Storz has moved to work up "misconceptions" about its so-called Top 40 disk guiding format of the Storz Stations (see story on disk guiding elsewhere in this issue) by telling The Billboard last week that the chain actually started "disk policy" a year ago.

All Storz storys said the execs program a few album selections throughout the day, while some others denote that a rare form (specifically directed at teen-agers) are removed from Storz remains; but, the period the youngest people are in school. Jocks are supplied large lists of platters that fall into "save till after school" cate.

Storz said he would continue to modify the chain's disk program policy from time to time. However, he flatly denied that he introduced any change to "disk it is in the realm of radio," as rumored earlier in the week, because of "Disky's" contract concave out March. However, if one thing is certain, it is that anything else will trade the format. A change to an approach to "disky," but the change in "disky's" contract concave out is approved March.

Storz expressed satisfaction with the success of the conversion week, and said the stations "are doing a good job." Actually, many of the stations are already using the new format, and the results are impressive. The stations have already begun to see a steady increase in the number of requests for Top 40 songs.

If K.C. can't accommodate the new format, more plans should be made to work out arrangements across the country as quickly as possible. Personally, I feel that the change to the new format will have a positive impact on the stations and their listeners.

KGB Upr Vt Anti-Disk Idea

SAN DIEGO, Calif. — KGB has given to third place among this market's eight radio outlets, according to the Nielsen ratings, with an antidisk policy. The San Diego Broadcasting and Mutual Voice, two of the larger stations, have been the vocal leaders in the battle against "disk," and have been very successful in their efforts.

KGB has launched a magazine-sized air format with the over-all title, "Teen-Disk Limited." The format is designed to appeal to the younger audience and to provide a medium for advertisers. The format appears to be very popular with both listeners and advertisers.

NEWS OF THE WEEK

Derig Revalt at K.C. Convention

May Bring Basic Changes .

The First Annual Pop Disk Jockey Convention, held in Kansas City, Mo., last week, resulted in changes in the basic programming structures of many radio stations across the country. Many jocks were reported to have made outspoken rebellions against what they considered restrictive elements of so-called "Top 40" programming.

Faron Wines Decision Over Tops

Store Liability Also Possible .

Harry Marx was a partial summary judgment against Top Records last week in an action growing out of the alleged copyright infringement of the tune "You and the Music." Decision establishing Top liability for infringement of the record, according to copyright case establishing liability of stores which sell out copyrighted material. This is the first such case brought to a jury on the basis of music and Top record. Woodrow, Sears, Roebuck and Thomson Drug Stores might also be liable to the jocks.

Key A. & R. Shifts: Thiele

To Dot. Avelino to W. Pacific

Two key record company staff and preparatory executives moved over to new labels last week. Conard's, a new label, Bob Thiele, moved to become a. c. chief for Dot Records. Columbia's pop album director, George Avelino, left the label to join World Pacific Records as vp and full partner. No replacement has been announced.

Free-Lance Disk Men Get Hotter

In Frontier Scramble for Hits .

Free-lance disk producers are coming into their own, thanks to the race for singles hits. Disk firms, large and small, are grabbing off masters and the men who make them in unprecedented numbers. M-G-M and United Artists' last week became the latest disk firms to sign up indie producers on a contract basis, on the basis of a "lump sum deal."

Delay Hearings on Senate

Copyright Bill .

Hearings on the O'Mahoney bill to end public performance exceptions have been postponed until April 23-25. A spokesman for the Senate Subcommittee on copyright issues said that the hearings were brought about by a conflict in Senate business.

Another "Green Glass" on the 4th of July .

Toot, Toot! Avelino to W. Pacific

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DENBROTH

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35 CENTS

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MARCH 17, 1958

SELECTED SECTION

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To check the

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Section

of this issue
Deejay Revolt at 'Top 40' May Bring Basic Changes

By JUNE BUNDY
KANSAS CITY, Mo.—It is entirely within the realm of probability that the First Annual Pop Dick Jockey Convention (held here last week—March 7, 8, 9—under the auspices of the Stace Stations) will result in changes in the basic pre- recorded programming structures of many radio stations across the country.

Many jockeys were in open and outspoken rebellion against what they termed restrictive elements in so-called "Top 40" programming, which they interpret as a move to de-activate them as communicators by confining their duties to impersonal intros for the Top 40 artists.

In the course of these complaints & became apparent that many foremost of the "pioneers" of the Top 40 type stations (Stace, Plough, McGloon, etc.) have instituted disk program- ming policies which are often far more restrictive than some of the originals are today. (See Ted Stace story on the following page.)

There was considerable talk at the convention that many Top 40 operations are due for revision.

Deejay meeting

THEILO Goes To Dot As Head A&R Man

HOLLYWOOD — Bob Thiele, who already has been president of the Copasetic Music Corporation, has resigned his position and will join Dot Records as vice-president and director of A&R. The appointment was dis- closed by Randy Wood, president of Dot.

Thiele's appointment is the first of several highly significant moves expected to be made by the Dot organization. It seems likely that further growth of the label will be made in the near future. Thiele will headquarter in New York and will work out of all A&R functions in the east, in addition to directing the adminis- tration of Dot's eastern operations.

Thiele has enjoyed eminent success in the song-publishing field and his close association with many of the major song-publishing companies has brought him a lot closer to the Dot family at a future date. Prior to his appointment as A&R chief at Copasetic, he was an assistant to Decca vice- president Milt Gabler and has worked on the research department of Dot for several years.

The company's future moves are expected at the label. While there are no official figures available, it's esti- mated that Dot in the near future will have 40% of its sales to major artists and the rest to smaller acts.

CAPPELLINI WIN PRIZES FOR ACK

NEW YORK — While Billy Billow was on vacation last week, he won first place for his Capital Radio Station—& many categories - at the International Flower Show held at the Col- umbium here. One of the judges of his exhibit was Ralph Ferrer, head of Capital Radio Station. Music, and another interesting Capital Radio Station exhibit also won a trophy award for its blooms, which were shown in a "Top 40" show styled format. Capital Radio Station also won the bouquet Capital, set in peat moss, which made it the top pick for the growing plants in an old-fashioned garden. In addition to his other duties, Ackerman also represented the American Capital Association at the show. He was a busy cat.

MELCHER GETS ARWIN BUSY

HOLLYWOOD—Arwin Records, label headed by Melcher here, has been reactivated and will begin issuing singles and albums, according to Melcher.

Distributors are being lined up, said Melcher, and the first artist, a deejay, "The Germaine Silver," has been signed to a five-year pact. Initial single by Lewis Silver will be a hit, he said. Melcher names A! Kavelin as general manager of the label. Jerry Simon and compatible George Greig as vice-president in which the sales and promotion, John L. Lobin as a deejay. Repal will have extensive financing and, Melcher.

Tops Ruled Liable In Suit by Harms

HOLLYWOOD—Federal Judge F. H. Yankwitz ruled Thursday Music a partial summary judgment last week (13) in the publisher's action against Tops Records, later growing out of the alleged copyright infringement of the song "You're a Woman and the Night." The Yankwitz action is expected at the label. It is a local move that seems likely to reflect further growth of the label. Thiele will headquarter in New York and will work out of all A&R functions in the east, in addition to directing the adminis- tration of Dot's eastern operations.

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EDEY LOSES POWER 'Top 40' Programming Brings Dealer Pools

By RONNIE ASSELM CHICAGO — The 153-store chain claimed to be the largest in the country is emerging on the payola horizon. Dealer pools. It is more than a dealer's best guess that many retailers are affected.

Some ads in forms of influence in operating here on a wide scale and is the direct upshot of "Top 40" station promotion activities. It reflects the fact that since the beginning of the new program- ming, the deejay is no longer the tower of power in making and breaking new records. He is largely a不如说, a public relations man.

The chain has been a deejay to the retailer, and this changeover has wrought some old changes in the promotional techniques of numerous districts and districts. This has brought striking changes in the

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Deejay meet Draws Cheers

NEW YORK — Record industry professionals attended the First Annual Pop Dick Jockey Convention in Kansas City in March (week, 7, 8, 9) showed off $20,000 in cocktail shoes, promotional gimmicks, etc., but a consensus of the executive opinion indicated they could send it money well spent.

The disk firms were also in agreement that the convention was exceptionally well run. (Shall we open the floor to the next year, RCA Victor, for a sample, has already reserved the floor.) However, some companies rate the question of whether someone ship of the event should be limited to the Stace Chain.

More records turned out last week than at the convention last week, and it is expected that this figure will be tripled when the盤子 next year.Among those who didn't attend are apparently none of the executives, that the mention was more meaningful that they thought it would be.

For instance, one president, program- director of NNEW, New York, which didn't send out brochure, said it was expected it would be far better than last year, expect it to be a hit, (since it was sponsored the "Top 40" Show and is)

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WASHINGTON—Man Los- 
enger of ASCAP, the world's largest publisher of music, has been

analyst for ASCAP has written a book on the subject of music publishing. The book is titled "The Business of Music Publishing" and is available at most bookstores. The book provides an in-depth analysis of the music publishing industry, including the role of ASCAP in the industry. The book is highly recommended for anyone interested in the music publishing industry.

COLUMBIA, D.C.—PAUL R. Yearlings

Up Prices

NEW YORK — Paul Yearlings, a former record executive of CBS Records, has been appointed President of Columbia Records. Yearlings has been with CBS for over 20 years and has served as both President and CEO of the company. He is well-respected in the music industry and is expected to bring new energy and innovation to Columbia Records.

肠道问题

ASCAP 'Power House'

The American Society of Composers, Authors and Publishers (ASCAP) is one of the largest music publishers in the world. ASCAP represents over 250,000 composers, songwriters, and publishers, and is responsible for publishing and distributing music royalties to its members. ASCAP's "Power House" consists of its New York City headquarters, a network of regional offices across the United States, and a global presence in over 50 countries.

New York, New York

Up to $50.95

NEW YORK — ASCAP has released a series of new music royalties rates for 2023. The rates, effective from January 1, 2023, are designed to ensure that ASCAP members receive fair compensation for their work. The new rates include increases for on-demand streaming, broadcast, and public performance licenses.

Coral Bloc Starts De Luxe New Series

NEW YORK — Coral Records is releasing a new series of albums, "De Luxe New Series," which will feature some of the biggest names in music. The series will consist of 10 albums, each featuring a different artist, and will be released over the course of the year.

Avakian Leaves Columbia

COLUMBIA, D.C.—Jack Avakian, former President of Columbia Records, has resigned from the company. Avakian has been with Columbia for over 30 years and has held various positions within the company. His resignation is effective immediately and he will be leaving the company.

Chess Trip Is Checkmate

CHICAGO—Last week's Dick-Jockey Convention in Kansas City was held in the midst of the drawing for a face to face chess battle between the two. The donation was made for some lucky debutant by Chess Record of Chicago.

Feyer Gets Long Victor Contract

NEW YORK—RCA Victor has signed a new contract with Feyer, its top recording artist, for a long-term pact. Feyer, who has been with Vox Records for the past four years, will continue his first date for RCA Victor next week and his first week of the new deal will be April 1. In addition, a 10 albums Feyer will cut singles for the label.
Companies Racing to Sign Free Lance A&R Talent

By BEN GRIBBET

NEW YORK—The frantic race for hits is currently producing the widest scramble for free lance artists to get their talent noticed has ever seen. Diskera large and small, are scrapping every resource to grab not only the hot masters that break in major territories, but men who produce them as well.

Latest example of the latter trend was the January meeting of Owye Records mahaffy, Jerry Winston, by M-G-M Records, to produce a minimum of 15 disks per year using the artist and materials that he would produce.

This deal leaves on the heels of the recent unveiling by Columbia Records of the subsidiary Date label. No Columbia staffers have been assigned to the label and it's understood that outside men will be called in for the present at least, in making the Date disks. Earlier, RCA Victor signed a similar deal with the shuffling team of Jerry Lieber and Mike Stoller on a non-exclusive guarantee deal to produce pop and rock and roll disks for the label. RCA also have a deal with Atlantic Records.

Petrillo Acts in Row With Studios

By BOB SPIELMAN

HOLLYWOOD—War of national strike by the American Federation of Musicians and major motion picture studies in dispute over new contract is expected to have offensive shifting to the mutual of the classical hit parade the leader is Mozart, with 895 listings. Second is Beethoven, with 799 entries. Next in order are Bach, Tchaikovsky and Brahms. These are the composers who have recorded the most, all three are not alive. Strauss is also in the line-up.

Another interesting fact is that the rate of obsolescence of LP records over the past twenty-five years has been very high. One out of every three records ranked on the 1966 LP chart, 17,909 listings, have been withdrawn from the catalog in this time. Most of the withdrawal is due to hits and better recordings — technically or artistically — being made. And in some cases, due to lack of continued sales, or firms going out of business.

Capitol Plans Dealer Deal

HOLLYWOOD—Record dealers will participate in the Capitol Record Club shortly, with details of the agreement to be formally disclosed by Capitol Records.

John Stevenson, a vice-president of the Capitol Record Club, according to sources of other Capitol executives here last week, was negotiating on behalf of dealer participation.

The contingent of dealers in same fashion with the existing RCA Victor and Columbia Records, clubs, will be handled by Capitol, Cap's program is expected to have several new incentives.

DISTRIBUTOR NEWS

By HOWARD COOK

Jerry Herman of Indiana State Record Distributors reports the several items are pending. "Miss Thing" by the Silhouettes on Enetc is the latest new record. "Believe" by the Osmonds is Imperial is a close second. "Dizzy Miss Lizzie" by Larry Williams and Sam Cooke's "That's All I Need to Know" (both on Specialty) are also moving. Herman has two hits out now, but no one at the top 10 in the Indianapolis area. They are "Picken The Wrong Chicken" by Billy Hall, both on Mere.

Jack Miller, Quad State Distributing Company, Columbus district in Des Moines, has sister "Stairway of Love" as his latest new record. "Stairway" is going strong and Miller feels there is also strong. Miller states that Carl Smith's "Your Name Is Honolulu" and "That's All I Need To Know" are both a pop and c&w smash. According to Miller, Ronnie Self's "Top-A-Luna" will be bigger than his former big one, "I'm A Dog". "There's Only One You" by the Free Lads, "Sweet Little Darlin'" by Jo Stafford and "Girl" by Dan Dugan are moving well. Johnson has a hot one out now, risen from Johnnie's "Starlight, Starbright", are also doing big. Strongest new albums are Johnny Mathis "Dear" Please, "Darren Love" original east cast LP of "Oh, Captain." Love Homestead has joined the firm's sales staff.

Lawrence Saltzman, Sunland Supply Company, El Paso, Tex., names Kathy Linden's "Fist wavin' of Billy" as his number one. "Lippolip" by Renay and Ruby and "Teenie Weenie" by Jimmy Dell are moving well. "Amie" by Jim Reeves and Marie Adamson's "Far Away" are also going. The reaction to "South Pacific" has been tremendous according to Mr. Hilton. Iran's "Seven Hills" and Marjorie Anderson's "The Lady From Philadelphia" are other hot LPs.

Tony Randall Starts Firm

HOLLYWOOD—Actor-singer Tony Randall, currently starring in "Bells Are Ringing" for Capital, has entered the publishing business in partnership with his friend, Ole K yielding of Songwriters Guild, Guild, according to the agreement, which has been penned by Larry Williams and "That's All I Need To Know" by Larry Smith are showing signs of becoming big hits. The Four Lads are moving well. Jimmy McPartland's "7 Trombones" (Epic), "A Very Personal Love" by the Smothers Brothers and Mr. Little by Willis John on King are doing good business. The outfit serves West Texas, New Mexico and Arizona.

The William Morris Company in Memphis, Tenn., the last stronghold in the Charlotte's "Lippolip" and "Wishing For You" by the Vancouvers on Mercury. Janice Harper's "Don't Walk Away"

Keel in 2-Year RCA Signing

HOLLYWOOD—Actor Howard Keel has signed an exclusive two-year recording contract with RCA Victor. Keel serves as that of two albums a year. First record, "My Old Kentucky Home," is due soon, and "Our Rocky Road" is due later.

In the plan, Keel has been a very valuable musical star, previously appearing on "Kibey" "Sears Bridles for Seven Brothers," "American Yank," "One More Time," "Cabin Fever" and "Calamity Jane." In acquiring Keel, RCA Victor extensively would be that the first to crack at the ring-tack albums in these films in which he appears.

'Irisk Would Last Forever'

NEW YORK—Long-play records that would literally last "forever" are a possibility according to the head of a firm of the planned atomic energy, says George Fishman, former recording engineer for RCA Victor firm which makes platters, who envisions the use of the low-cost, long-life Design line and Cricket.

"We know that exposure to radiation has no effect on the structure of the plastic in records," Fishman said. "It could make the records so hard to scratch and other impeding factors," Fishman predicts. "When that happens," Fishman said, "we will never have to replace the records any more."

Fishman did not discuss marketing problems or the financial investment in the atomic LP, possibility recalling a similar situation during the Allied soldiers at the Artie Shaw star, "Man in the White Suit."
Westminster
Mixes It Up
In 26 Albums

NEW YORK — Westminster's
first volume highlights 26 pack-
ages covering classical, near-classi-
fic, folk and popular albums.
These include 22 cassettes and four
 releases of Tchaikovsky, Schumann, Rimsky-Korsakov, Bach and four con-
temporary Russian composers are fea-
tured in the orchestral loop-up.
They are four Gershwin albums which
include three offerings of "Piano Concertos in C." Additional complete
re-issues, there is a set re-creating "The
Bluebird in Blue," another with music
written by "The Bluebird in Blue" and
"An American in Paris."

There are three of Schu-
mann's symphonic works with
Sir Edward Elgar conducting the Phil-
harmonic Pomeranian. Three of
Rimsky-Korsakov's "Scheherazade" with
Hermann Schroeder and the Vienna
State Opera Orchestra.

The chamber music suite in-
cludes five re-issues of works by
Hoedemarker, Schubert and Villa-
Divo. The new opera release is
Giuseppe Verdi's "The Devil and
Daniel Webster," with the soloists and
the Chicago Civic Girls and Orches-
tra, conducted by Antal Dorati. Two
new recordings of works by
Mozart are also featured in the
opera release. They are "Ibepa in
Egypt" with Beylev and the Utah
Symphonies, and "High-
lights from Messiah" with
teresting soloists, the Latin
American Choral Union and the Latin
American Symphony Orchestra.

The three new ppc albums are a
set of James K. Brown's music, "The
Day You Look Troubled," featuring
too Hearst's "In A Children's Temple Garden," by
a new Temple Garden," by
Alfred Wallis and the Vienna State Opera
Orchestra, and "The Too, Too
Marriage Box," with Beylev and
Hemel's ork.

Capitol's ‘Ma’
Overseas Hit

HOLLYWOOD — While the in-
ternational pop singles market
may have a hold on the domestic pop
singles business, they've still got a
light for sales abroad. And
Capitol Records has a near-million
seller named "Ma, He's Mak-

ing Eyes At Me," by Marie Adams.
Worked up to a high point as part of
the Johnny Otis Show singles pro-
gram, since its release, disk has
reached 30 sales hovering near the
Billboard mark with the bulk of its
among abroad. Sales in
England, Sweden, Denmark, Cuba,
Hungary and South Africa have
been well above par, according to
C.B. International sales depart-
ment.

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The Billboard Weekly

As Measured Against Average Weekly Sales, June-November, 1957

R E C O R D S A L E S I N R E T A I L S T O R E S

BASED ON THE BILLBOARD-NTY SCHOOL OF READING CONTINUOUS NATIONAL STUDY OF RETAIL RECORD SALES

Usual Spring Pattern Taking Shape

By TOM NOONAN

Record sales for the current
period (week ending March 1)
dropped slightly below the prev-
sion week's mark and are now 8
per cent below the "par" line.

Point wise, but 78 rpm
again eased downward. This slight
decline in unit sales for the other
three speeds started three weeks
ago. However, the normal sales
curve for the spring season of each
year follows this very same pattern.

78s 205's again went up and are
now at a point just 30 per cent
below the par line. At their lowest
point this year they were 78 per
cent below at the time the three
speeds are falling slightly, 78's
seem to be going in the opposite
direction. Aside from dealers un-
loading this speed, this pattern is
odd in view of the price increase
instituted at the beginning of the
year.

45 single unit sales are still
the only speed holding its head above
par. This speed has shown the
slightest drop and continues to
stay steady in the share of the
dollar market. It is at 38 per
cent this week as compared to 37.5
per cent last week and 36.2 per
cent the week before.

The most significant drop has
taken place in the 331/3 rpm-12" unit
sales. This speed has fallen from
19 per cent (19 per cent above par)
for the period ending February 5 to
38 per cent for the current period,
drop of approximately 39 per cent.
This has, of course, been reflected in
the weekly Dollar Market chart. Current
ly at 53.4 per cent, this speed has
registered 55.3 per cent last week and
58 per cent the week previous.

Studying this current pattern, it
seems to be true that the dealer's
dollar volume is being affected
even if his overall unit sales are
holding up.
SMATHERS BILL STUDY

Songwriters Blast BMI Before Senate Hearing

Hammerstein And Schwartz Load Attack

By MILBERD HALL

WASHINGTON—Songwriters battling Broadcast Music interests in Senate hearings last week offered three main themes: 1. New songs of the American Society of Composers, Authors and Publishers are being stifled at the source by droppers favoring BMI tunes. 2. Interlocking interests of broadcasters, BMI and pre-owned, record companies give these music an unfair competitive advantage over ASCAP tunes. 3. Broadcast "control" of music is depleting the public of variety and quality in music.

The songwriters, headed by ASCAP's Oscar Hammerstein and Arthur Schwartz, presented arguments for devaluing broadcasters of all music to the Senate Commerce Subcommittee on Communications.

Effect of Bill

The Smathers Bill would prohibit broadcasters from publishing music, and from manufacture or sale of records. It would directly affect 624 broadcasters owning BMI stock, out of a national total of 6,000 licenses.

The songwriters claimed they were not opposing BMI as much as just the "broadcast ownership" of the copyright pool. ASCAP writer Arthur Schwartz told subcommittee Chairman Pastore (D., R.I.) that broadcasters have a "public trust," as licensees of the airwaves, not to plug or sell their own products.

Three Questions

In counterpoint, Pastore had three main questions: Can quality be legislated into American music? Is the ASCAP songwriter complaint basically against unfair business competition—in which case it belongs with an anti-monopoly committee? If a question of public interest is actually involved, would the Smathers Bill be the right type of legislation?

(Continued on page 3)

PETRILO NOT CALLED TO L. A.

HOLLYWOOD—AFM President James C. Petriello will not appear to testify in the $10.9 million suit filed by discontent Local 47 musicians, headed by Cecil Reed, against Petriello and the AFM trust fund.

Ruling was made by Superior Court Judge Edmound McReynor, covering an order he issued the week previously, on motion of the musicians' attorney, Harlan Fender.

This would have required Petriello to come to Los Angeles for taking of the deposition.

Delinquency R&R, Deejays Get Into Act

WASHINGTON—The Senate hearings settled into the somewhat trite territory of public interest versus current hearings before the Senate Commerce Subcommittee on Communications.

The whole question of the big beat, rock and roll, and the programming of music into leisure time, and the general interest in American music standards.

Vance Packard, author of "The Hidden Persuaders" which examines Madison Avenue selling techniques, blamed BMI and broadcast companies for rock and roll. He said it had been fostered on "passive" teenagers by conniving deals, and was not the young people's own choice.

"Cheap Music"

Packard, who said he had been employed by SPA "about a month ago," was asked if BMI was "manipulated" to keep "cheap music" on the air. Packard said he meant the hillbilly, Latin American and rhythm music industry to thrive, which were cheaply obtained and easy to recover.

Pastore asked if Packard had made any spot check, or toured the country. "No, sir."

(Continued on page 2)

Disk Vender On the Way

HOLLYWOOD—Practicability of producing a record vending machine is being considered by Splendid Enterprises. Charles Wick, president of the firm, said last week that a mock-up model of the machine has been constructed.

A market analyst which has been undertaken, Wick stated, indicates that the machine would be well received. No distribution talks have been held, however, nor any plans made along this line.

At present Splendid is still waiting for engineering approval to construct a prototype machine from the mock-up. Once this is obtained the project will move ahead.

If the machines are produced according to the mock-up, Wick said they would be able to dispense more than 100 different records, presumably both singles and L.P.'s.

JOHNSON OFF

Dot: on Own

HOLLYWOOD—G. H. (Jerry) Johnson, for the past two years Western division production director for Dot Records, has resigned his post with the company to join Robert Bacon in his independent operation to be known as Bacon Johnson & Associates.

New firm will specialize in sales promotion, distribution, publicity for indie labels and record promotion. Dot Records is being retained as an independent unit.

Both Johnson and Bacon are veterans of the record business. Bacon formerly worked for Columbia Records as Western promotion manager before forming his own company. Johnson had his own firm from 1964-65 during which time he was president of Job Records and also owned A.T. Records as a Western promotion firm. Johnson, who used his own firm from 1964-65 during which time he was president of Job Records and also owned A.T. Records as a Western promotion firm.

Shawnee Press inc. (ASCAP)

Delaware Water Gap, Pa.

N. Y. Office: 157 W. 57th St.

For Lent and Easter season programing

ONE LITTLE CANDLE

One of the great all-time inspirational standards as recorded by

PERRY COMO—
(A new single re-release on Victor's Gold Standard Series)

FRED WARING—
(Deca)

JANE FRoman—
(Capitol)

Nash Firm Now Abco

NASHVILLE—Effective March 35, Murray Nash Associates, Inc., the parent company of the Nash Music Corporation, Bama Music Corporation and Cama Music Publishers, Inc., will operate under the name of Abco Music Company. The firm will continue to operate from its present location, 1707 D 8th Ave., Nashville.

The Murray Nash firm recently underwent a reorganization, with Musi California The Ranch, the parent company, with Ray Scriver taking over as vice-president and general manager. The firm has operated the Nash Music Company, basically as a music publishing firm, handling songwriting and performing rights, as well as the company's own recording company, which is engaged in songwriting and recording talent, personnel reports.

"Roger Miller, composer of "Tail, Tall Trees" and other c.d.f, tunes, has joined Abco Music as a staff writer.

Anti-Stump Bills Would Help Music

WASHINGTON—A flood of bills introduced in the House last week deals with music affairs. Anti-stump bills would benefit the music industry if they find their way out of Congress.

Proposals would repeal the manufacturers excise tax on phonograph records, sheet music, and radio and television records. Also included are provisions to fix statutory license fees for radio and television stations.

Bills are being studied by the tax-writing House Ways and Means Committee and the Senate Finance Committee.

TOP SONG FOR SPRINGSEASONAL PROGRMMING

"WHEN THE RED, RED ROBIN COMES BOB-BOR-BOBBIN' ALONG"

BOURNE—ABC MUSIC

126 West 32 St.

NEW YORK (C)
FRENCH CLEFFER TO WADORF CLEFFER

The "And Then I Wrote" fest is usually the kiss of death, but in the case of Vare and Patti's "NIGHT CLUB"那么多, the French writing duo deliver their old and new songs with style, grace and aplomb. One of the highlights is "Chanson" by Le Monique, which is performed by Vare and Patti. The evening is filled with light-hearted banter and a relaxed, musicians' atmosphere.

"CHANCE UNDERGROUND"

written and directed by John Smith

A new play about the underground music scene in Paris, featuring performances by Vare and Patti, two of the city's most talented musicians.

"THE HIT PARADE REVIEW"

Network TV

"LADY SPARKS AT BOON SOIR"

Sylvia Syms

A Hollywood starlet who has been on the verge of becoming a major star, Sylvia Syms delivers a powerful performance in this dramatic role.

"PATOCHOU'S GAMBIN CHARM"

Peter Arsenault

The dynamic LPinian bandleader whose gamin charm has captivated audiences.

"FRAKLEY COULD HAVE SUNG ALL NIGHT AT LA RONDE"

Charles Roberts

A singer and songwriter whose music has been featured in numerous films and TV shows.

"THE BILLBOARD"

REVIEW

"BENNETT, SUGI SUKIZ SIMP 'DREAM BOAT' HONORS"

by B.J. BUNNY

Paul Asman, Dick Jockey and Departing, American, and Dick Jockey, Dialer Bell and the Bell Boys. (Photo: Paul Asman, Dick Jockey, Dialer Bell and the Bell Boys.

"THE END"

The "NIGHTCLUB" is the highlight of the evening, featuring performances by Vare and Patti, two of the city's most talented musicians. The atmosphere is relaxed and enjoyable, with light-hearted banter and musical performances.

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**Master Control**

**Broadcast Tends and Tides**

By Bob Bernstein

**Rumor of the Week**

The most exciting rumor in the wake of the AB-FM appointment of James Riddell as undisputed broadcast chief looks to be the imminent departure of Bob Eastman, who has been playing top man at WABC radio for the past year.

Eastman's live music-variety program was fresh and welcome but didn't draw sponsors. Now, with Riddell's powerful presence which makes him record only after the show's community service, Eastman is reportedly making an April departure. Two more Eastman business deals were in the works, but Eastman Radio School is only 10 shows away, leaving his (Herb) Anderson the only survivor of the new crop.

**Snow and Static**

The N.Y. State Board of Regents (if the legislature okays) will approve new regulations for WNYC-AM/WNYC-FM/WNYC-TV/WNYC-FM, Friday and Saturday, with the outlet continuing commerce and entertainment. The 1500-kilowatt Call as WTCI, Washington, announces its baseball sportscaster this year will be Shirley Sager, 57-bronzette model. Santee Thompson begins a third series on WRC-TV this week: Saturdays 1 p.m., featuring choral and instrumental groups. "Sasha," the "Little Moon of Allah" feature will feature songs of the hit Broadway show "Lion" March 24... Daniel Kops, general manager of WAVZ, has been elected veneer of the United Fund of Greater New Haven, Cons. Doreen Prout bought the Righteous Tattoo Studio, KOVR-TV, Stockton, Calif... Veteran legi-TEV-order producer Margaret Rule has opened a firm to produce industrial shows, George Jorgensen as general manager.

**Revolving Doors**

Hal Murphy new announcer at WHJN-TV, Charleston-Huntington, W.Va., president of the NBC Network Operations Stations and NBC Spot Sales... Wayne Grant appointed assistant station manager and producer at KCMQ-TV, Minneapolis... Robert Brown appointed to national sales manager at the ABC Network's radio operation's station... John C. Layton appointed promotion-pub- lishing manager for Commercial Broadcasting... Bill Moon and Para Karpo join ABC's west coast sales staff... Ed Spiteri appointed to merchandising director of Knaberg Agency... Richard H. Croft, program and promotion head at WTRY, Troy-Albany, Schenectady, N.Y.

**Ampek Stampede**

Stockholmers and Canadian viewers will get the "snow ball" seven months early because Ampek Corporation has broken the thick production barrier and speeded delivery of its videotape recorders... the new product is expected to come off the line June 1... all of the electronic units, so full critical impact should occur this spring.

**Wheeling and Dealing**

Talent Tidings

**This Robin Lays No Eggs**

Judy Garland is pregnant, according to a Milano with a powerhouse voice, has such faith in that she gave about $10,000 in back log last week to make a move of "Sing Along." A CBS-IVF-loneliness program. "Night clubs catch for her at the MGM partnership,..." the methodical 20-year-old who was a Newark salesgirl a year ago. "It was quite a break because she had Two for me. Broadway, movies, and that gold record are in the future."

The aqua-eyed blonde don't want a telemarketer to host. "Girls sing makes good guests but usually can't carry their own weight..." the other half of the cartoon combo... Judy is usually seen in three parts: "I'm going to be a singer. Marilyn" gets bought, host Jim Lowe and I clicked making the audition. And it's time to be a part of my life to date, unsuggestive as I'm not a make rock 'n roll quartet."

Clocking over talented kids whose sudden clock leaves them unperturbed, Tina lives by the Roy Scott motto as she enters each new field. She has been a "Dancing in the Dark..." for her club, she is brushing up her piano and minuet but won't add them to her to till she's a star once-ready—which will be about six months, manager Bud Boe and her greatest prop, husband Sam, think so. Meanwhile, she's the Ed Sullivan show, Las Vegas, Pittsburgh and their Fifth Central Records series. "This time 1, Philharmonic will be back," murmurs the Cinderella whose pipe does not make N.Y. mayor to enjoy "her glass slippers."

The Dotted Line

Cover Champion is peeking June Powell's new cafe set, opening this week at the Havana Restaurant. The new production of "Madama Butterfly" will be most played on the Met's annual tour, April 14-June 4.... Freeman Associates is in the act of casting a new program for a new year and this month,... "Clyde's..." will be performed without a dress rehearsal. "The Confirmation," N.Y. May 29, with Russell Belkin, Judith Rasmin and Donald Gessler as scribes.... Slang-color actress Mary Howes moves this week as a film star (first film, "Canyon Sabre"). "Miss Liberty," by Juliette Greco sings only tone in the leading role of Darryl Zanuck's new film "The Symbol," Paris, Barnes, 15, gets the Beethoven Chamber in London. "Mary's" David and Bob again accompanies the swank April in Paris Bell at the Waldorf-Astoria for their opening night, chairman.... With the demise of NBC's Arbitron Service series, the Norman series, "Sing Along," within three weeks, was signed to Herb Rosse, N.Y. "Over 4,000 theaters are playing the Oscar telecast by spinning the live song numbers in their lounges.

**Lengsfelder**

**Continued from page 3**

Promotion-wise, Columbia made the big move in the record promotion, via a flock of giant ginnips, retelling the label and its new single, "I Play cards, barnes, hotel on the main show, clever specials, etc. The plan was to knock up more than 3,500 barnes, 40,000 flyers are expected to give Columbia far greater competitive strength in the market. Artist-wise, RCA Victor plots a big promotion plan, building potential spots for new artists, since V.A.S. Pat Suzuki was two "Dream Show." (See在全国范围内都表现突出).

**Deejay Meet Draws Cheers**

**Continued from page 2**

which was not accepted. These admissions and other indulgences appear in the affidavit in support of the plaintiff's application for an order of approval without authorization which establish liability under the Copyright Act.

Yankwich also ruled that the "claimant's" detail of the infringement was not an infringement of the Copyright... the plaintiff and the preferring of payments, even the title of the original as well as the prior unmastered use, and in any event, as to the amount assessed."

Top Lines

**Continued from page 2**

Top Lines has filed a notice of use, for which the patent is invalid because it was directed to Robert Messer and not to Hains. "The situation..." the plaintiff is entitled to a full summary judgment on that operation of the trial only the scope of the relief to be given, and a defendant for the admitted uncopyrighted use, recording and sale of the copyrighted sound."

Finals findings for the judge are as follows: Frank, Lentzhal and Lavereon, attorneys for Hains..." the judges will..." now totally against another, while the defendants... Judge Yankwich held against Hains in a second case of action for unfair competition, "saving the use of the title was incidental to the use of the song. The cause of action is one, namely violation of the copyright that, unenforced and unrecorded."

"The吹 give not two case of action with the same demand for relief for each," Hains had asked for $25,000 for each violation.

**Capital Plant**

**Continued from page 2**

album production was quartered at the firm's Scranton, Pa., plant, according to James W. Raynor, v.p. of production and engineering. Increased demand for albums has thus greatly added to the production facilities.

Following the production of the company's pressing, new building and auxiliary equipment for a new plant. The album has had experimental with injection equipment. Such equipment is to be satisfactory to satisfy. Capital recently landed a tender for a building new Scranton plant for use as a finishing plant. The announcement of the building the temple to the album space at the plant.

(continued)

**Orbit Debits**

**Continued from page 3**

" This issue," Victor also acquired, via Penny's tombstone for the second time, over 45,000,000 TV viewers with WINDS, a network plug for radio. The record execs attending the convention was the Cadillac Pres. Archie Bleyer, who had just finished sessions and quickly designed many different disk for a number of artists on matters relative to the relationship between labels and stations.
DISTRIBUTOR NEWS

R&R, Deejays

---Continued from page 4---

Gerald Bartell, station group chief that Gerald Bartell is thoughtful listener as exec meets Wagner auditions new ideas in music programming.

Bartell Radio Format Sparks Sponsor $$

By CHARLES SINCLAIR

"A lot of top ad accounts," one of radio's most jet-propelled execs, Gerald A. Bartell, told The Billboard recently, "are scheduling twice as much for radio campaigns in 1958 than they did last year. And a lot of it's coming out of what had been television money."

An increasing amount of such advertising dollars—one estimate puts the figures at over $3,000,000 annually—are flowing into the coffers of the old-time radio outlets of the one-time educational broadcasters-turned-commercial. And, from the standpoint today is coming some of the freshest-sounding programming available today to radio dialers.

The secret, according to Bartell, who applies it conscientiously to the stations in the group, is "family participation. This is further defined by Bartell as "a captivating combination of happenings, musical entertainment, bright news presentation with stimulating editorial effects, with some light programming, interesting revelations of community life, and a constant, never-ending Jonets of tone and mood, meant to be avoided."

Practical Radio Recipe

In more practical terms, radio's Bartell's formula includes such programming gimmicks as these:

In each half hour of deejaying programming, there is at least one record that has topped a million copies in sales, from Nat King Cole's "Nature Boy" to Patolee's "Tennessee Waltz." The general idea is to satisfy family members, particularly housewives, of their own younger days.

A record which Bartell's programming excels in Milwaukee, San Diego, Detroit, Phoenix, Birmingham or Boston have scored in local record shops as being a potential local hit sale.

A platter from the record lists of "Top Forty" hits in such publications as The Billboard, the ad books are not used lavishly, as is the only record programming guide worth the Chime Deejays also use at least one other current fact that is marching steadily upwards.

A record "hit" of some kind, new on the outlet during that week. This week could be a new single, or a track from a hot new album, original cast recording, or what-have-you. It must be fresh and have the sound that would appeal to Bartell's loyal listeners.

An oldie of some kind. This could be a novelty that managed to make it up to the hit list, like "The Music Goes Round and Around." Again the choice is wide, but it has to be one that reaches back across several years.

A newswav, usually tailored to a five-minute format and prepared by local news staffs from local sources and national wire copy. It definitely is not a straight reading, but any local angle, of wire service news.

No "Teen-Age" Sound

As these ingredients would indicate, Gerry Bartell and his brothers, Lee and David, and sister, Nina, do not fancy themselves in the title role of It Was a Teen-Age Program Planner."

"Our 'family-participation' pattern keeps the teen-age element to a minimum, perhaps 15 per cent of total audience, since their buying power approaches much. Luckily, we don't cater only to housewives, young marris, kiddies or baseball fans in any time. Finally, it is maintained an all-family program throughout the scheduling," Bartell says.

In addition to the music-and-news elements, the Bartell stations go in for a great deal of what might be termed "private life." This includes plenty of time and weather information, public service features and a variety of publics geared to local audience tastes, such as a "Single File" of gags sent in by listeners or a collection of cartoons "Pet Peeves."
Speed your records to market with RCA Custom's speed record service

CHICAGO — More than 37 million amateurs are playing one or several musical instruments these days, according to figures released by the American Music Conference last week. Even subtracting from the total of those in the survey who play more than one instrument, this is an impressive figure.

The survey indicates that the total piano figure is higher than that of all other instruments combined. Organ, violin and other strings, recorders, harmonicas, double, brass instruments, and woodwinds follow in instruments most played. There has been an increase of 70 per cent in the number of musical instruments owned by children under 20 years ago, and a rise of 100 per cent in the number of amateurs playing musical instruments.

Amateurs playing piano account for more than 50 per cent of the increase in those playing instruments. Total sales for pianos jumped from 145,000 units in 1947 to 194,000 in 1956.

The Music Teachers National Association estimates that there are more than 500,000 music teachers in the country. With a full-time job. Of these, about 300,000 teach piano.

The survey further indicates that there has been a marked rise in retail business, with the dollars' volume building from 181 million dollars in 1950 to over 421 million in 1957.

The AMC estimates that more than eight million children are now learning instruments and getting into musical education. This is most striking in public and parochial schools where music teachers are compared with one of every 75 in public schools and one-half million in parochial schools.

In the fall of 1957, it was estimated that there were 73,000 professional music teachers in the United States and that 54,000 of these were in public schools. In 1956, there were 81,000 music teachers in these schools, and 14,000 more were employed in other educational programs.

The increase in instruments played is attributed to community orchestras and bands that have sprung up all over the country. In 1955 there were more than 1,000 symphony orchestras composed of community neighbors, many city and county leaders, businessmen's orchestras, music teachers' cooperative orchestras, and other groups. Only a third of all these community groups are recorded, and many are formed in cities of 50,000 population or less.

Instrument Boom: 37 Million Playing

Records Waxed in Every State

NEW YORK—They are making records now in almost every State of the United States, according to the latest report from the Music Performance Trust Fund. Up until January of this year the only States that did not have at least one signature to the MPTF agreement were South Carolina and Wyoming.

As was to be expected, of the 1,990 total licenses, New York (156), California (141) and Illinois (185) led the list. The next five States in order were Pennsylvania (77), New Jersey (73), Michigan (83), Ohio (53), Indiana and Massachusetts tied (20). Tennessee, surprisingly, only had 24 signatures, even with such big cities as Nashville and Memphis.

North and South Dakota each had one licensee, as did Idaho, Maine, New Mexico, New Hampshire, Vermont and Virginia. Washington had 12.

There were foreign signatures to the trust agreement as well. In Canada there were 29, in Puerto Rico 10, in Hawaii 5, Brazil 1 and England 1.

Columbia, Bud Team on Kaye

NEW YORK — Columbia Records and Budweiser Beer have kicked off the second phase of their Summer Kaye's newest album "Midnight Serenade," the new album contains the hit record's theme song, "Where There's Life," on one of the tracks, as well as a portrait of a glass of beer and part of the Bud bottle on the cover.

The distillery and beer firm have worked out an extensive ad campaign. Columbia has placed the record in the band of regular album promotion. Budweiser will advertise the record in its advertising on radio, TV, in newspapers and magazines. The distillery has worked out extensive point of sale material for dealers, including fall color blowups of the L.P.

RCA Victor Custom record sales

When things start to bubble, we're there on the double. RCA Custom has three strategically-located plants, so your hits go out fastest to your distributors in major markets everywhere! This "Speed Record Service" protects you against lost sales.

Wherever you may be—East, Midwest, or West—our superior pressing facilities guarantee you all the records you need, when you need 'em. And, of course, RCA Custom offers you unmatched quality! Call our representative today for the details.

RCA Victor Custom record sales

SERVICE ON A PLATTER

AUDITION

a new selling force

...For manufacturers

...in full color every month

VICTOR LPs

2 BIG BALLADS SELLING SHEETS

NEW YORK — Even the biggest book publishers are using Selling Sheets. Last year, record publishers, with a hit ballad at the top of their charts, both证明 two publishers, both with big ballads, have passed through the record publishers' offices to pick up the most popular music copies. One is Marvin Gaye's "A Falling Star," and the other is Ray Price, publisher of "A Good Love.""Star was per-

10 MUSIC THE BILLBOARD MARCH 17, 1958
FOLK TALENT & TUNES

by BILLY SACHS

A popular and versatile performer, Billy Sachs has
recently been active in the folk music scene. His
appealing vocal style and rich repertoire have earned him
a devoted following among music lovers. This month,
Sachs shares some of his favorite tunes and musical stories.

RHYTHM & BLUES - ROCK & ROLL

by BEN GREGGAT

Bobby Bland stands out as one of the most
influential figures in the world of R&B and Soul music.
His smooth, soulful voice and innovative guitar work
have captivated audiences for decades. This week, Greggat
explores Bland's career milestones and the impact
his music has had on the genre.

MUSIC AS WRITTEN

by BOB ROLFONZ

Bob Rolfonz is a prolific songwriter known for
his catchy melodies and heartfelt lyrics. In this issue,
Rolfonz shares insights into the craft of songwriting
and offers tips for aspiring songwriters. His latest
composition, "The Sweetest Thing," is featured,
highlighting his talent and creativity.

CONVENTION SIDE LIGHTS

Jockeys across the country will be talking about
their upcoming performances, as the annual
Convention begins this weekend. Stay tuned for updates
on this year's convention highlights and notable performances.

VOX JOX

by JUNE BUNDY

The beloved radio host June Bundy brings you
her latest collection of music and words in this issue.
From popular tunes to lesser-known gems, Bundy
curates a playlist that celebrates the timeless power
of music and storytelling.

ON THE BEAT

by BEN GREGGAT

The music world is buzzing with excitement
as new releases by established and emerging artists hit
carts. This week, Greggat dives into the latest album
drop by a beloved R&B icon, exploring the
difficulty in capturing the spirit of their original work.

The Independent

MARCH 17, 1958

T-BILLBOARD

TV-RADIO PROGRAMMING

11
HEARD OVER THE COUNTER

"The other day," writes Ivan Ridley, Flatter Shop, Chicago, "a woman came to our counter. I asked what kind of a set she had. 'That's about big,' she said, indicating with her hands, 'and it's white on the bottom and red on the top.' Have you ever seen the name or something? I told her, 'Ah, yes, yes,' went on, 'It's a Victor.'"

Here are a couple from Berger's Fikeside Record Shop.

Customer: "Do you have 'Around the World in 80 Days' on LP?"

Dealer: "Yes, madam. Which speed would you prefer?"

Customer: "Oh, I guess either one (sighing) I don't care."

We're also indebted to Berger for this one:

Customer: "Do you have Beethoven's Violin Sonata No. 2?"

Dealer: "Yes, it's on LP long play."

Customer: "Good. Can I get any record you want? Naturally, my prices were far below retail list prices because he would first take orders and then he would ship his entire stock of Victor Music to replenish his inventory.

Beethoven's "Hot"

Switching over to self-service, warns Victor, accentuates more than just placing records all over the store in open display units. A "self-service store has to rely heavily on proper display techniques," he says. Effective use is made of special sections for groupings of types of music such as marches, choral, opera and ballet. Good results have been obtained in limited areas by lining box groupings of items by artists or composers like Toscanini and Beethoven.

On occasion, as special display of a kind by one particular label draws considerable attention from the music-conscious Victor Music clientele. One such recent display highlighting Angel Records of interest to the classical music trade is a major turnover of that label's merchandise. A well-merchanded section is set aside on the upper four or five shelves for the top 100 Classical LPs. In this section, top 50 members are tagged with identification dividers, and the others by black and white markings.

Besides boosting sales of merchandise these groupings, says Victor, "seems an arrangement also makes for faster turnover of the clerk's selling time. Customers, for example, (Continued on page 14)

Record & Equipment Merchandising News & Sales Tips

PLUGGING THE LEAK

Dealers' Cure for Disk Theft Threat

"Open displays vs. less booths solve problem"

"Clerk-supervised disk auditioning pays off"

By BENN OLLMAN (Last week we reported on the fundamental approach to business taken by the Victor Music Store, Madison, Wis. and how it paid off. Now read how the shop continued the pilferage and the three essentials for success in the disk business, according to Mike Victor."

The biggest increase in sales at the Victor Music Store has been noticed in the sales of pop single records. The pop record department was converted into self-service several years ago with gratifying success. It was then primarily to combat an alarming amount of pilferage.

Heavy Losses

"Several years ago we were shocked when we discovered how many records were being taken from our shop. Our pilferage losses, prior to being converted, estimated ran as high as $6,000 in one year. So we tackled this serious thieve problem by removing six of our eight audition booths, putting everything out in planks and browser boxes and setting up a checkout counter and cash register at the door," explains Mike Victor. "To our surprise, our only pilferage drop off, but our sales climbed and are continuing to increase all the time."

Customer wanting to audition a pop record bring it to the sales clerk who plays it for them on the counter phonograph. Two audi-
tion booths remain strictly for the use of customers who want to check out the C-50 or C-45 record, or 45 r.p.m. albums under the supervision of a sales clerk.

One of the incidents of pilferage uncovered which influenced the no-auditing rule, says Victor, proved highly enlightening. A high school student was caught stealing records. Authorities checked his locker at school and discovered there a vestible record warehouse. He had actually gone into the business of supplying his fellow students with records at cut-rate. His slogan: "I can get any record you want." Naturally, his prices were far below retail list prices because he would first take orders and then he would ship his entire stock of Victor Music to replenish his inventory.

Victor Music personnel is versatile. Classical buyer Charles Kunz specializes in the classical field, but he also is up to the minute in the pop numbers. He is shown here trying for a sale of an EP to a customer who has already made another purchase. (Benn Ollman photo)

The Billboard's Weekly

If you're a dealer, distributor, salesperson, rack jobber or manufacturer and send your optimistic statements and retailing practices to The Billboard. Address letters, comments and reports to The Billboard, 1564 Broadway, New York 36, N. Y.

More About Clubs

To The Editor:

We're not trying to beat the record sales, but we want to support the customers as they are going up. So far we've had more people coming in, and we've been selling more albums.

Ralph G. Goeule, Independent, New York City

Wants Factory Controls

To The Editor:

Let me state, since you invite opinions, if the "Gold-Dust Kids," of the recording industry, are in hot water for a time, they neglect proper and ordinary factory control. We have not been in a dealer's shop off-price for a long time. I have a warped, cracked and scratchy record. One of these days, this glorifies multi-million dollar business, making it go really flat on its much-less-important past and will Hello billions of questions such as the above. And while I'm at it, I am one of those dealers who did not appreciate the editorial in Edition, March 17, "Killing the Sale."

Customer: "Do you have Beethoven's Violin In. 3?"

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### MGM Records - Great in '58

#### Sock Sellers!
- **Connie Francis**
  - Who's Sorry Now
  - K12588 on 45 & 78 rpm
- **Richard Barrett**
  - Smoke Gets in Your Eyes
  - (When Your Heart's on Fire)
- **Frank Sandy**
  - Tarrentela Rock
  - And the King's Men
- **Tarrentela Rock**
  - Somebody Loves Me
  - K12626

#### Coming Up Strong!
- **Joni James**
  - Nothing Will Ever Change
  - B/W
  - K12627 on 45 & 78 rpm
- **Joni James**
  - Does It Show
  - K12627 on 45 & 78 rpm
- **Lillian Brooks**
  - Peyton Place
  - B/W
  - Say You're Mine
  - K12610
- **Dean Jones**
  - Me! Please!
  - B/W
  - Meet Me in the Study Hall
  - K12620

#### Records to Watch!
- **Michael Hale**
  - When You Love
  - B/W
  - Thank Heaven for Little Girls
  - K12629
- **I Wrote a Letter**
  - B/W
  - Never Let Me Go
  - K12623
- **The Serenaders**
  - The Midnight Line
  - B/W
  - Wanda Jean
  - K12612
  - The Cymbalom

#### Still Strong Sellers!
- **David Rose**
  - Swinging Shepherd Blues
  - K12610 on 45 & 78 rpm
- **Marvin Rainwater**
  - Whole Lotta Woman
  - K12624
- **Jack Hill**
  - Love Theme from "The Brothers Karamozov"
  - (From the MGM Pictures release "The Brothers Karamozov")
  - K12624
New Market in Music Therapy

Recotron/Sell

"Perfect RECOTON BEWARE badly"

Have pocket. BEAUV. FOR roovy NOT customer mereny of high System truth. Ho.. "Producer and record companies who moved now could wrap on some kind of lucrative service. To subscribe," says Dr. Harold Kantor of Long Island. Of course, a lot of medics wouldn't agree with the methods of one Brooklyn obstetrician, a one-time nurse, who sings to the ladies during labor to hasten birth.

Columbia Names Strauss Frank Co.

NEW YORK — Columbia Rec- 
orders has appointed the Strauss 
Frank Company as exclusive dis- 
tribution agents for the Columbia Rec- 
orders line and the Columbia Phonograph 
groups in Texas. The appoint- 
ment was made by Bill Callaghan, 
national sales manager of records, and Mr. Solikowitz, national sales manager of the phonograph firm. The Strauss-Frank Company will establish sales centers in Houston, Dallas and San Antonio. The ap- pointment is made by the former manager of singles.

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### The Billboard's Music Popularity Charts - Packaged Records Buying Guide

**BEST SELLING POP LP's**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Music Man</td>
<td>Original Cast</td>
<td>Capitol WO 990</td>
<td>3 1</td>
</tr>
<tr>
<td>2.</td>
<td>My Fair Lady</td>
<td>Frank Sinatra</td>
<td>Capitol W 920</td>
<td>5 102</td>
</tr>
<tr>
<td>3.</td>
<td>Come Fly With Me</td>
<td>Frank Sinatra</td>
<td>Capitol T 570</td>
<td>4 4</td>
</tr>
<tr>
<td>4.</td>
<td>The Late, Late Show</td>
<td>Nat King Cole</td>
<td>Capitol W 912</td>
<td>6 6</td>
</tr>
<tr>
<td>5.</td>
<td>Pal Joey</td>
<td>Nat King Cole</td>
<td>Columbia CL 1078</td>
<td>2 13</td>
</tr>
<tr>
<td>6.</td>
<td>Warm</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1078</td>
<td>9 64</td>
</tr>
<tr>
<td>7.</td>
<td>Hymns</td>
<td>Original Cast</td>
<td>Capitol T 798</td>
<td>10 131</td>
</tr>
<tr>
<td>8.</td>
<td>Oklahoma!</td>
<td>Original Cast</td>
<td>Capitol SAO 995</td>
<td>12 19</td>
</tr>
<tr>
<td>9.</td>
<td>Seven Hills of Rome</td>
<td>Mario Lanza</td>
<td>RCA Victor EM 2211</td>
<td>12 22</td>
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<tr>
<td>10.</td>
<td>Ricky</td>
<td>Original Cast</td>
<td>Capitol T 798</td>
<td>10 131</td>
</tr>
<tr>
<td>11.</td>
<td>Duke's Dixieland, Vol. 3</td>
<td>Earp Fenster</td>
<td>Audio Fidelity, APFL 1851</td>
<td>13 21</td>
</tr>
<tr>
<td>12.</td>
<td>Concert by the Sea</td>
<td>Original Cast</td>
<td>Columbia CL 1078</td>
<td>15 2</td>
</tr>
<tr>
<td>13.</td>
<td>Around the World in 80 Days</td>
<td>Sound Track, Decca DL 0946</td>
<td>7 51</td>
<td></td>
</tr>
<tr>
<td>14.</td>
<td>Film Encores</td>
<td>Mantovani</td>
<td>London LL 1700</td>
<td>11 41</td>
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<tr>
<td>15.</td>
<td>Pat's Great Hits</td>
<td>Pat Boone</td>
<td>Capitol DLP 3971</td>
<td>8 22</td>
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<tr>
<td>16.</td>
<td>Sam Cooke Sings</td>
<td>Technicolor Records</td>
<td>Columbia CL 1078</td>
<td>16 2</td>
</tr>
<tr>
<td>17.</td>
<td>Muted Jazz</td>
<td>Original Cast</td>
<td>Columbia CL 1078</td>
<td>23 2</td>
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<tr>
<td>18.</td>
<td>Dream Along With Me</td>
<td>Perry Como</td>
<td>RCA Camden CAL 493</td>
<td>25 5</td>
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<tr>
<td>19.</td>
<td>West Side Story</td>
<td>Original Cast</td>
<td>Columbia CL 1078</td>
<td>14 88</td>
</tr>
<tr>
<td>20.</td>
<td>The King and I</td>
<td>Original Cast</td>
<td>Columbia CL 1078</td>
<td>21 2</td>
</tr>
<tr>
<td>21.</td>
<td>Sing, Boy, Sing</td>
<td>Original Cast</td>
<td>Capitol T 929</td>
<td>14 88</td>
</tr>
<tr>
<td>22.</td>
<td>Songs of the Fabulous Forties</td>
<td>Roger Williams, Kapp EXL 5003</td>
<td>19 4</td>
<td></td>
</tr>
<tr>
<td>23.</td>
<td>'S Marvellous</td>
<td>Bay Connell</td>
<td>Columbia CL 1078</td>
<td>24 12</td>
</tr>
<tr>
<td>24.</td>
<td>April Love</td>
<td>Sound Track, DeLP 6960</td>
<td>10 9</td>
<td></td>
</tr>
<tr>
<td>25.</td>
<td>Wonderful, Wonderful</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1078</td>
<td>21 2</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. COME FLY WITH ME</td>
<td>Frank Sinatra</td>
<td>Capitol W 920</td>
</tr>
<tr>
<td>2. 'S MARVELOUS</td>
<td>Ray Conniff</td>
<td>Columbia CL 1078</td>
</tr>
<tr>
<td>3. WARM</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1078</td>
</tr>
<tr>
<td>4. MUSIC MAN</td>
<td>Original Cast</td>
<td>Capitol WO 990</td>
</tr>
<tr>
<td>5. LESTER LANNIN AT THE TIFFANY BALL</td>
<td>Lester Lannin</td>
<td>Epic LP 3010</td>
</tr>
<tr>
<td>6. JUDD'S ODE TO THE THINGS THAT ARE NOT King Cole</td>
<td>Pat Boone</td>
<td>Capitol W 903</td>
</tr>
<tr>
<td>7. PAT'S GREAT HITS</td>
<td>Pat Boone</td>
<td>Capitol W 903</td>
</tr>
<tr>
<td>8. GLENN MILLER, CARNEGIE HALL CONCERT</td>
<td>Glenn Miller Ork</td>
<td>Victor EPM 1705</td>
</tr>
<tr>
<td>9. WE GET LETTERS</td>
<td>Perry Como</td>
<td>Victor 1463</td>
</tr>
<tr>
<td>10. PAL JOEY</td>
<td>Sound Track</td>
<td>Capitol W 912</td>
</tr>
</tbody>
</table>

**Popular Albums**

- **GIGI (1:12)** - "Song Track" - M-G-M E 3641 ST
- **LOVER AND LOWGEES** (1:12) - "Song Track" - M-G-M E 3641 ST
- **COME TO THE WALTZ QUEEN** (1:12) - "Song Track" - M-G-M E 3641 ST
- **THE TORCH WITH THE BLUE FLAME** (1:12) - "Song Track" - M-G-M E 3641 ST

**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," is the opinion of The Billboard staff, merit prime consideration from dealers.

**THE DREAM GIRL** (1:12) - "Ray Anthony Orch. Capitol T 792
- Another excellent, Anthony dance band package, which can do every bit as well as its predecessors. These stylings are showy and have much of the Glenn Miller reed sound, which characterized earlier Anthony offerings. The mambo takes a trumpet spot on each of the tunes, which include "Darn That Dream," "The Nearness of You," etc. Cute doll on cover illustrates "Dream Girl," idea. Strong counter fare that can stay up there for a good spell.

**SOUTH PACIFIC** (1:12) - "Fred Waring Orch. Capitol T 792
- This has a chance to do very well, in light of the release of the film. In this label's hands.

(Continued on page 16)

**Album Cover of the Week**

GIGI M-G-M E 3641 ST. Rampling embossed cover, designed by noted Cecil Beaton. Two other covers, also Beaton products, up to go this week. Whether individually or as a group, they are eye-catchers and will spark sales.

---

**Best Selling Pop LP's**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. JAILHOUSE ROCK</td>
<td>Elvis Presley</td>
<td>RCA Victor EPA 4114</td>
</tr>
<tr>
<td>2. RICKY</td>
<td>Ricky Nelson</td>
<td>Imperial EPA 153</td>
</tr>
<tr>
<td>3. HYMNS</td>
<td>Tennessee Ernie Ford</td>
<td>Capitol EPA 1750</td>
</tr>
<tr>
<td>4. THE EVERLY BROTHERS</td>
<td></td>
<td>Cadence CEP 150</td>
</tr>
<tr>
<td>5. JOHNNY MATHIS</td>
<td></td>
<td>Columbia EPA 18971</td>
</tr>
<tr>
<td>6. FOUR BY PAT</td>
<td>Pat Boone</td>
<td>Capitol EPA 1075</td>
</tr>
<tr>
<td>7. ELVIS</td>
<td>Elvis Presley</td>
<td>RCA Victor EPA 992</td>
</tr>
<tr>
<td>8. SONG, BOY</td>
<td>Song, Boy</td>
<td>Capitol EPA 1075</td>
</tr>
<tr>
<td>9. PEACE IN THE VALLEY</td>
<td>Tommy Sands</td>
<td>Capitol EPA 1075</td>
</tr>
<tr>
<td>10. JUST A CLOSER WALK</td>
<td>Pat Boone</td>
<td>Capitol EPA 1075</td>
</tr>
</tbody>
</table>

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**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF RATING CATEGORY**

(Each item rated strictly according to its potential in the particular field within which it is classified.)

**POPULAR★★★★★**

- **Creative Artistry, Worth Pushing**
- **Special Inventory**

**SPACE.**

*This album is a dazzling example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**REA OF DREAMS**

*Nelson Riddle (1-122)*

- **Wide Variety of Songs**
- **Orchestral Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**NEW POP TALENT ALBUM**

*When Your Lover Has Gone (1-121)*

- **Well-Known Songs**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Jazz Album**

*WINDING ON A BROKEN STRING (1-121)*

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Special Merit Jazz Album**

*The HARRIS TOUCH (1-121)*

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Album of the Week**

*JOSPE MELIS 'TONIGHT' (1-124)*

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Spiritual Album**

*MEETING ONTUCH (1-125)*

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Coral Records**

*A WAVING ALBUM***

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Popular**

*20 MARCH
We'll Meet Again**

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Coral Records**

*A WAVING ALBUM***

- **Highly Recommended**
- **Arrangements**

*This album is a fine example of the kind of music that can be created when a group of talented musicians work together in a relaxed and creative atmosphere. The arrangements are simple, yet effective, and the overall sound is pleasing to the ear.*

**Popular**
Mary Martin
Sings and Swings
The Great Song Hits from...
Walt Disney's
"Snow White
And The
Seven Dwarfs"

Suggested Retail
$4.98

Suggested Retail
$1.29 each

"HI-HO"
b/w "The Magic Song"

Suggested Retail—98¢
5,000 D.J.'s already spinning this one!

DISNEYLAND RECORDS
Burbank, California
ATCO's candidates for the TOP 40

6113 - JIMMY SIMMONS
I'LL NEVER FIND LOVE AGAIN
TROUBLE GANG

touched teen styled
tremendous

6114 - KING CURTIS
THE BIRTH OF THE BLUES
just right
to strollin'

6112 - WALTER SPRIGGS
RACK 'EM BACK YOU'RE MOVIN' ME
a natural
foot stomper

6110 - HUTCH DAVIE
WOODBROPPER'S BALL
HONKY TONK TRAIN
picks a terrific workout!

ATCO Records
London is hot!

Edmundo Ros
PANSY
1779

Will Glahe
SWEET ELIZABETH
TAVERN IN THE TOWN
B/W
1788

Bigger than Liechtensteiner Polka

David Whitfield
Mantovani
DON'T CRY MY HEART
1794

Beverley Sisters
YOUNG CAVALIERO
B/W
Long Black Nylons 1783

Teens are "stroiling" to this one

Johnston Bros.
A VERY PRECIOUS LOVE
from Marjorie Morningstar
B/W
YOURS, YOURS, YOURS 1795

Edmundo Ros
SPANISH GYPSY DANCE
1779

Already starting to show

This sound spreading

Vera Lynn
SEVENTY SIX TROMBONES
from The Music Man
B/W
ANOTHER TIME ANOTHER PLACE 1793

from the film of the same name.
## Honor Roll of Hits

### The Nation's Top Tunes

**For survey week ending March 8**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Catch a Falling Star</strong>&lt;br&gt;By Paul Vance, Les Pieton—Published by Marvin Music (ASCAP)&lt;br&gt;BEST SELLING RECORD: Perry Como, Vic 8026...</td>
<td>2 8</td>
</tr>
<tr>
<td><strong>2. Sugartime</strong>&lt;br&gt;By Charlie Phillips-Olin Edelson—Published by No-Va-Jak (BMG)&lt;br&gt;BEST SELLING RECORD: McGuire Sisters, Coral 62162.&lt;br&gt;RECORD AVAILABLE: Charlie Phillips, Coral 89166.</td>
<td>1 10</td>
</tr>
<tr>
<td><strong>3. Twenty-Six Miles</strong>&lt;br&gt;By Glenn Lomax-Brooks Roland—Published by Berkshire (BMG)&lt;br&gt;BEST SELLING RECORD: Four Play, Cap 2467.</td>
<td>5 6</td>
</tr>
<tr>
<td><strong>Tequila</strong>&lt;br&gt;By Chuck Robb—Published by Art Music (BMG)&lt;br&gt;BEST SELLING RECORD: Four Play, Cap 2467.</td>
<td>14 3</td>
</tr>
<tr>
<td><strong>5. Sweet Little Sixteen</strong>&lt;br&gt;By Chuck Berry—Published by ABC Music (BMG)&lt;br&gt;BEST SELLING RECORD: Chuck Berry, Chess 1945.</td>
<td>7 3</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11. Oh, Julie</strong>&lt;br&gt;By Marilyn Ball—Published by Evergreen (BMG)&lt;br&gt;BEST SELLING RECORD: Columbia, Nice 4002.&lt;br&gt;RECORDS AVAILABLE: Bunny Saxon, Vic 8027; Oss Williams and Al Chess, Deluxe 4134.</td>
<td>9 8</td>
</tr>
<tr>
<td><strong>12. It's Too Soon to Know</strong>&lt;br&gt;By Charles—Published by R. H. Sides &amp; Co. (ASCAP)&lt;br&gt;BEST SELLING RECORD: Pat Boone, Disc 15810.&lt;br&gt;RECORDS AVAILABLE: Duke Mitchell, Liberty 55021; Johnny Otis, Cap 3602.</td>
<td>15 4</td>
</tr>
<tr>
<td><strong>13. Are You Sincere?</strong>&lt;br&gt;By W. Walker—Published by Cedarwood (BMG)&lt;br&gt;BEST SELLING RECORD: Andy Williams, Cadence 2340.</td>
<td>18 4</td>
</tr>
<tr>
<td><strong>14. Lollipop</strong>&lt;br&gt;By J. Dickinson-R. Rose—Published by Musak, Inc (BMG)&lt;br&gt;BEST SELLING RECORD: Chordettes, Cadence 1141.&lt;br&gt;RECORDS AVAILABLE: Steve Edwards, Cap 3282; Ronald and Ruby, Vic 7744.</td>
<td>8 7</td>
</tr>
<tr>
<td><strong>15. Short Shorts</strong>&lt;br&gt;By J. Austin &amp; E. Goldin—Published by Ascot (BMG)&lt;br&gt;BEST SELLING RECORD: Royal Teens, ABC-Paramount 1002.</td>
<td>11 15</td>
</tr>
<tr>
<td><strong>21. At the Hop</strong>&lt;br&gt;By Sugar-Medina-Wells—Published by Sugar (BMG)&lt;br&gt;RECORDS AVAILABLE: Danny and the Juniors, ABC-Paramount 8721; Billie Todd, Disc 3421.</td>
<td>22 Breathless&lt;br&gt;By O. Herrick—Published by Herbstara, Otto (BMG)&lt;br&gt;RECORD AVAILABLE: Jerry Lee Lewis, Sun 260.</td>
</tr>
<tr>
<td><strong>23. Maybe Baby</strong>&lt;br&gt;By Norman Petty &amp; Buddy Holly—Published by No-va-Jak-Melody Lane (BMG)&lt;br&gt;RECORD AVAILABLE: Crickets, Brunswick 5454.</td>
<td>25. Good Golly, Miss Molly&lt;br&gt;By Mackworth &amp; Richard—Published by Vivian Music (BMG)&lt;br&gt;RECORDS AVAILABLE: Little Richard, Specialty 424; Valiant, Ess 2504.</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>6. Sail Along Silvery Moon</strong>&lt;br&gt;By Percy Wenrich-Barry Johnson—Published by Joy Music (ASCAP)&lt;br&gt;BEST SELLING RECORD: Billy Vaughn, Dot 25611. RECORD AVAILABLE: Karen Chandler and Her Jacks, Decca 26537.</td>
<td>6 9</td>
</tr>
<tr>
<td><strong>7. Don't</strong>&lt;br&gt;By Jerry Leiber &amp; Mike Stoller—Published by King Four (BMG)&lt;br&gt;BEST SELLING RECORD: King Four, Vic 7125.</td>
<td>3 7</td>
</tr>
<tr>
<td><strong>8. Who's Sorry Now?</strong>&lt;br&gt;By Raynors-Carlow-Burke—Published by Milt (ASCAP)&lt;br&gt;BEST SELLING RECORD: Connie Francis, M-G-M 12758.</td>
<td>22 3</td>
</tr>
<tr>
<td><strong>9. Get a Job</strong>&lt;br&gt;By Eleatic—Published by Ulmer &amp; Hetty, Wiltel (BMG)&lt;br&gt;BEST SELLING RECORD: Eleatic, R.P. 19728.&lt;br&gt;RECORD AVAILABLE: Mila Barthes, Dot 6555.</td>
<td>4 2</td>
</tr>
<tr>
<td><strong>10. Swinging Shepherd Blues</strong>&lt;br&gt;By Matt Kilman—Published by Rondell Music (BMG)&lt;br&gt;BEST SELLING RECORD: Matt Kilman, Four 4203.&lt;br&gt;RECORDS AVAILABLE: Villi Gross, Otto 893; David Terry, Vic 7122.</td>
<td>10 6</td>
</tr>
<tr>
<td><strong>16. You Are My Destiny</strong>&lt;br&gt;By Paul Anka—Published by Purnell (BMG)&lt;br&gt;BEST SELLING RECORD: Paul Anka, ABC-Paramount 8480.</td>
<td>12 6</td>
</tr>
<tr>
<td><strong>17. Magic Moments</strong>&lt;br&gt;By Hal David—Bert Bachman—Published by Famous Music (ASCAP)&lt;br&gt;BEST SELLING RECORD: Party Come, Vic 7124.</td>
<td>13 8</td>
</tr>
<tr>
<td><strong>18. Oh-No, I'm Falling in Love Again</strong>&lt;br&gt;By Hoffmann-Manning-Mack Weil—Published by Polystar Music (ASCAP)&lt;br&gt;BEST SELLING RECORD: Jimmy Ruffin, Federal 15132; David Rose, Disc 3456.</td>
<td>17 4</td>
</tr>
<tr>
<td><strong>19. A Wonderful Time Up There</strong>&lt;br&gt;By Alpert—Published by Flamingo (BMG)&lt;br&gt;BEST SELLING RECORD: Jimmy Ruffin, Roulette 4605.</td>
<td>19 2</td>
</tr>
<tr>
<td><strong>26. Witchcraft</strong>&lt;br&gt;By Co-Columbia-Carnegie—Lajos—Published by Eddie H. Morris, Inc. (ASCAP)&lt;br&gt;BEST SELLING RECORD: Frank Sinatra, Cap 1239.</td>
<td>20 8</td>
</tr>
</tbody>
</table>

**Fourth Ten**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>25. The Walk</strong>&lt;br&gt;By McCracken &amp; Garfield—Published by Ace (BMG)&lt;br&gt;RECORD AVAILABLE: Jimmy McCracken, Checker 652.</td>
<td>23 2</td>
</tr>
<tr>
<td><strong>27. Ballad of a Teenage Queen</strong>&lt;br&gt;By J. Crescendo—Published by Knob Music (BMG)&lt;br&gt;RECORD AVAILABLE: Johnny Cash, BGM 23.</td>
<td>25 3</td>
</tr>
<tr>
<td><strong>28. Rock and Roll Is Here to Stay</strong>&lt;br&gt;By David Wills—Published by Rourke (BMG)&lt;br&gt;RECORD AVAILABLE: Danny and the Juniors, ABC-Paramount 1208.</td>
<td>1 1</td>
</tr>
<tr>
<td><strong>29. Dede Dinah</strong>&lt;br&gt;By Aurand &amp; A. Angel—Published by District (ASCAP)&lt;br&gt;RECORD AVAILABLE: Frankie Avalon, Chanteur 1112.</td>
<td>29 6</td>
</tr>
<tr>
<td><strong>30. April Love</strong>&lt;br&gt;By Felix &amp; Williams—Published by Lee Four (ASCAP)&lt;br&gt;RECORD AVAILABLE: Pat Boone, Disc 1298.</td>
<td>21 21</td>
</tr>
</tbody>
</table>

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.
The kind of sales that make a smash!

385,916 SOLD IN FIRST 10 DAYS

Wishing For Your Love

THE VOXPOPPERS

MERCURY 71282

Headed for the top of every local chart!
THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP-RECORDS

MARCH 17, 1958

BEST SELLING POP SINGLES IN STORES

<table>
<thead>
<tr>
<th>This Week's</th>
<th>Last Week's</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best Selling Singles</td>
<td>Chart</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------</td>
</tr>
<tr>
<td>1. TEQUILA (BMI) - The Champs</td>
<td>12 3</td>
</tr>
<tr>
<td>2. SWEET LITTLE SIXTEEN (BMI) - Chuck Berry</td>
<td>5 2</td>
</tr>
<tr>
<td>3. DON'T (BMI) - Elvis Presley</td>
<td>1 8</td>
</tr>
<tr>
<td>4. A WONDERFUL TIME UP THERE (BMI) - Pat Boone</td>
<td>4 5</td>
</tr>
<tr>
<td>5. TWENTY-SIX MILES (BMI) - Four Preps</td>
<td>7 6</td>
</tr>
<tr>
<td>6. CATCH A FALLING STAR (ASCAP) - Perry Como</td>
<td>8 8</td>
</tr>
<tr>
<td>7. OH, JULIE (BMI) - Crewe &amp; Don</td>
<td>6 10</td>
</tr>
<tr>
<td>8. WHO'S SORRY NOW (ASCAP) - Connie Francis</td>
<td>10 3</td>
</tr>
<tr>
<td>9. SAIL ALONG SILVERY MOON (ASCAP) - Billy Vaughn</td>
<td>9 13</td>
</tr>
<tr>
<td>10. RAUNCHY (BMI) - Dot 15661</td>
<td></td>
</tr>
<tr>
<td>11. GET A JOB (BMI) - Silhouettes</td>
<td>2 6</td>
</tr>
<tr>
<td>12. THE WALK (BMI) - Jimmy McCracklin</td>
<td>11 3</td>
</tr>
<tr>
<td>13. SUGARTIME (BMI) - McGuire Sisters</td>
<td>15 11</td>
</tr>
<tr>
<td>14. GOOD OL' MISS MOLLY (BMI) - Little Richard</td>
<td>17 4</td>
</tr>
<tr>
<td>15. SHORT SHORTS (BMI) - Royal Teens</td>
<td>5 7</td>
</tr>
<tr>
<td>16. LOLLIPOP (BMI) - Chordettes</td>
<td>1 1</td>
</tr>
<tr>
<td>17. BREATHLESS (BMI) - Jerry Lee Lewis</td>
<td>26 2</td>
</tr>
<tr>
<td>18. THE STROLL (BMI) - Diamonds</td>
<td>13 11</td>
</tr>
<tr>
<td>19. AT THE HOP (BMI) - Danny and the Juniors</td>
<td>14 15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>This Week's</th>
<th>Last Week's</th>
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<tbody>
<tr>
<td>West Coast Sales</td>
<td>Chart</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------</td>
</tr>
<tr>
<td>1. ROCK AND ROLL IS HERE TO STAY</td>
<td>20 3</td>
</tr>
<tr>
<td>2. YOU ARE MY DESTINY (BMI) - Paul Anka</td>
<td>16 8</td>
</tr>
<tr>
<td>3. MAYBE, BABY (BMI) - Crickets</td>
<td>27 2</td>
</tr>
<tr>
<td>4. DEDIE DAINAH (ASCAP) - Frankie Avalon</td>
<td>19 8</td>
</tr>
<tr>
<td>5. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP) - Jimmy Rodgers</td>
<td>24 5</td>
</tr>
<tr>
<td>6. STAND UP (BMI) - Ricky Nelson</td>
<td>22 12</td>
</tr>
<tr>
<td>7. DINNER WITH DRAC (BMI) - John Zacherle</td>
<td>1 1</td>
</tr>
<tr>
<td>8. ARE YOU SINCERE? (BMI) - Andy Williams</td>
<td>23 5</td>
</tr>
<tr>
<td>9. BALLAD OF A TEENAGE QUEEN (BMI) - Johnny Cash</td>
<td>18 6</td>
</tr>
<tr>
<td>10. MAYBE (BMI) - Chordettes</td>
<td>20 9</td>
</tr>
<tr>
<td>11. FIGHT CRACK (BMI) - Dicky Do and the Don'ts</td>
<td>29 5</td>
</tr>
<tr>
<td>12. BETTY AND DUREE (BMI) - Chuck Willis</td>
<td>33 2</td>
</tr>
<tr>
<td>13. THE LITTLE BLUE MAN (BMI) - Betty Johnny</td>
<td>34 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>This Week's</th>
<th>Last Week's</th>
</tr>
</thead>
<tbody>
<tr>
<td>For Survey Week Ending March 5, 1958</td>
<td>Chart</td>
</tr>
<tr>
<td>---------------------</td>
<td>--------</td>
</tr>
<tr>
<td>35. LA DEE DAH (BMI) - Billy and Lillian</td>
<td>29 11</td>
</tr>
<tr>
<td>36. SWINGING SHEEPHERD BLUES (BMI) - Oscar Lopez Quartet</td>
<td>40 46</td>
</tr>
<tr>
<td>37. BEEN SO LONG (BMI) - Pastels</td>
<td>25</td>
</tr>
<tr>
<td>38. TEQUILA (BMI) - Eddie Plott</td>
<td>35</td>
</tr>
<tr>
<td>39. JO-ANN (BMI) - Playmates</td>
<td>37</td>
</tr>
<tr>
<td>40. &quot;11&quot; (BMI) - Gene All Stars</td>
<td>38</td>
</tr>
<tr>
<td>41. COME TO ME (ASCAP) - Johnny Mathis</td>
<td>46</td>
</tr>
<tr>
<td>42. OH, LONESOME ME (BMI) - Don Gibson</td>
<td>46</td>
</tr>
<tr>
<td>43. MARCH FROM THE RIVER KWAI AND &quot;COLONEL BOGIE&quot; (ASCAP) - Mitch Miller</td>
<td>43</td>
</tr>
<tr>
<td>44. GREAT BALLS OF FIRE (BMI) - Jerry Lee Lewis</td>
<td>48</td>
</tr>
<tr>
<td>45. SHES NEAT (BMI) - Dale Wright</td>
<td>56</td>
</tr>
<tr>
<td>46. SING, BOY, SING (ASCAP) - Tommy Sands</td>
<td>43</td>
</tr>
<tr>
<td>47. YOU CAN MAKE IT IF YOU TRY (BMI) - Genie All Stars</td>
<td>46</td>
</tr>
<tr>
<td>48. THIS LITTLE GIRL OF MINE (BMI) - Bobby Darin</td>
<td>49</td>
</tr>
<tr>
<td>49. SHOULD WE TELL HIM (BMI) - Cadence EARL</td>
<td>49</td>
</tr>
<tr>
<td>50. WE BELONG TOGETHER (BMI) - Robert and Johnny</td>
<td>50</td>
</tr>
<tr>
<td>51. BAD MOTORCYCLE (BMI) - Sherrill Sisters</td>
<td>45</td>
</tr>
</tbody>
</table>

THIS WEEK'S BEST BUYS

- YES, MR. DARLING (BMI) - Pat Boone - Imperial 4102
- TEQUILA (BMI) - The Champs - Dot 15661
- BILLY (BMI) - The Champs - Imperial 4102

RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING MARCH 5, 1958

<table>
<thead>
<tr>
<th>Release</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Guitar</td>
<td>Gwen Bradley</td>
<td>(BMI) Decca 30564</td>
</tr>
<tr>
<td>College Man</td>
<td>Bill Justin</td>
<td>(BMI) Phillips International 3522</td>
</tr>
<tr>
<td>Lonely Island</td>
<td>Sam Cooke</td>
<td>(BMI) Keen 4009</td>
</tr>
</tbody>
</table>

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design and collection 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.
### Dot's Parade of Best Sellers

<table>
<thead>
<tr>
<th>Dot's Release Number</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15661</td>
<td>Sail Along Silvery Moon—Raunchy</td>
<td>Billy Vaughn</td>
</tr>
<tr>
<td>15690</td>
<td>It's Too Soon to Know—a Wonderful Time Up Here</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>15710</td>
<td>Tumbling Tumbleweeds—Trying</td>
<td>Billy Vaughn</td>
</tr>
<tr>
<td>15712</td>
<td>You Sure Look Good to Me—Starry Eyes</td>
<td>Hilltoppers</td>
</tr>
<tr>
<td>15708</td>
<td>A Very Precious Love—Johnny Vagabond</td>
<td>Bonnie Guitar</td>
</tr>
<tr>
<td>15711</td>
<td>Corrido Rock, Parts I and II</td>
<td>Jim Balcom</td>
</tr>
<tr>
<td>15726</td>
<td>Come to Me My True Love 'The Original'—Let's Make a Little Motion</td>
<td>Evelyn Freeman and The Exciting Voices</td>
</tr>
<tr>
<td>15680</td>
<td>I Can't Help It</td>
<td>Margaret Whiting</td>
</tr>
<tr>
<td>15705</td>
<td>Kathleen—Donna</td>
<td>Wally Lewis</td>
</tr>
<tr>
<td>15704</td>
<td>Step Aside Shallow Water—with Tears in My Eyes</td>
<td>Jimmy Newman</td>
</tr>
<tr>
<td>15721</td>
<td>You're Late Miss Kate—Here I Come</td>
<td>Jimmy Dow</td>
</tr>
<tr>
<td>15706</td>
<td>Call Me Shorty—Come on Baby</td>
<td>Mickey Gilley</td>
</tr>
<tr>
<td>15700</td>
<td>Your Love is Dying—Howdy Neighbor Howdy</td>
<td>Don Reno &amp; Red Smiley</td>
</tr>
<tr>
<td>15713</td>
<td>Dee Jay with a Broken Heart—Wayfarers' Chapel</td>
<td>Carol Jarvis</td>
</tr>
<tr>
<td>15695</td>
<td>I Found a Million Dollar Baby—Get a Job</td>
<td>Mills Brothers</td>
</tr>
<tr>
<td>15691</td>
<td>A Farewell to Arms—I Get That Feeling</td>
<td>Gale Storm</td>
</tr>
<tr>
<td>15683</td>
<td>Yellow Dog Blues</td>
<td>Johnny Maddox</td>
</tr>
</tbody>
</table>

### Dot New Releases

<table>
<thead>
<tr>
<th>Dot's Release Number</th>
<th>Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15714</td>
<td>Foggy River—Baby Doll</td>
<td>Joe Allison</td>
</tr>
<tr>
<td>15715</td>
<td>I'd Rather Be Lucky—Pucker Paint</td>
<td>Danny Walls</td>
</tr>
<tr>
<td>15716</td>
<td>Love is Made of This—Time Will Tell</td>
<td>Bob Denton</td>
</tr>
<tr>
<td>15717</td>
<td>Trouble on the Party Line—My Feet 'er Dirty</td>
<td>Jimmie John</td>
</tr>
<tr>
<td>15718</td>
<td>Moon Fever—All So New to Me</td>
<td>T. Tommy</td>
</tr>
<tr>
<td>15719</td>
<td>Darling My Darling—Time and Place</td>
<td>Bob Jennings</td>
</tr>
<tr>
<td>15720</td>
<td>Darling of Mine—I Love Her So</td>
<td>The Blue Notes—Al Reed And The Blue Notes</td>
</tr>
<tr>
<td>15722</td>
<td>Skinny Minnie—Chills</td>
<td>Tony Allen</td>
</tr>
<tr>
<td>15723</td>
<td>Kisses Sweeter Than Wine—I May Never Go Home</td>
<td>Marlene Dietrich</td>
</tr>
<tr>
<td>15724</td>
<td>Only One Love—I Need It</td>
<td>The Zircons</td>
</tr>
<tr>
<td>15725</td>
<td>Mexican Rock—Blues Stay Away From Me</td>
<td>Carl &quot;Ace&quot; Carter</td>
</tr>
<tr>
<td>15727</td>
<td>How Big a Fool Can You Be—Baby Ya Know</td>
<td>Connie Conway</td>
</tr>
<tr>
<td>15728</td>
<td>I Don't Suppose—All Love Broke Loose</td>
<td>Wink Martindale</td>
</tr>
<tr>
<td>15729</td>
<td>He's the One—Hey Pretty Baby</td>
<td>Judy &amp; Joyce</td>
</tr>
</tbody>
</table>

### New Albums

- DLP-3071 Pat's Great Hits — Pat Boone
- DLP-3100 Sail Along Silv'ry Moon — Billy Vaughn
- DLP-3086 Music for the Golden Hours — Billy Vaughn
- DLP-3098 Gale Storm Hits
- DLP-3088 The Light Fantastic — Beatle Smith
- DLP-3095 Desire Under the Elms — Elmer Bernstein
Most Played by Jockeys

FOR SURVEY WEEK ENDING MARCH 3

Sides are ranked in order of the greatest number of plays on disk jockey radio stations throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week | Last Week
---|---
1. DON'T (BMI)-Elvis Presley | 3 | 7
2. TWENTY-SIX MILES (BMI)-Four Preps | 2 | 6
3. CATCH A FALLING STAR (ASCAP)-Perry Como | 4 | 18
4. SUGAR TIME (BMI)-McGuire Sisters | 11 | 3
5. SWEET LITTLE SIXTEEN (BMI)-Chuck Berry | 11 | 3
6. ARE YOU SINCERE (BMI)-Andy Williams | 18 | 4
7. SAIL ALONG SILVERY MOON (ASCAP)-Billy Vaughn | 12 | 5
8. TEQUILA (BMI)-The Champs | 20 | 5
9. WHO'S SORRY NOW (ASCAP)-Connie Francis | 22 | 4
10. WITCHCRAFT (ASCAP)-Frank Sinatra | 7 | 9
11. OH, JULIE (BMI)-Crescendo | 13 | 7
12. OH-OH, I'M FALLING IN LOVE AGAIN (ASCAP)-Jimmie Rodgers | 9 | 4
13. GET A JOB (BMI)-Silhouettes | 5 | 6
14. LOLLIPPOP (BMI)-Chordettes | 23 | 5
15. SHORT SHORTS (BMI)-Royal Teens | 6 | 6
16. MAGIC MOMENTS (ASCAP)-Perry Como | 5 | 6
17. IT'S TOO SOON TO KNOW (ASCAP)-Pat Boone | 15 | 4
18. YOU ARE MY DESTINY (BMI)-Paul Anka | 10 | 4
19. A WONDERFUL TIME UP THERE (BMI)-Pat Boone | 16 | 5
20. RELONGING TO SOMEONE (ASCAP)-Patti Page | 14 | 4
21. MAYBE, BABY (BMI)-Crickets | 38 | 24
22. AT THE HOP (BMI)-Danny and the Juniors | 17 | 15
23. I BEG OF YOU (BMI)-Elvis Presley | 21 | 9
24. BALLAD OF A TEENAGE QUEEN (BMI)-Johnny Cash | 20 | 10
25. BREATHELESS (BMI)-Jerry Lee Lewis | 5 | 8
26. THE LITTLE BLUE MAN (BMI)-Betty Johnson | 25 | 8

http://www.americanradiohistory.com/Charts

---

The Playmates
GET THE PLAYS AND THE SALES
ONE HIT AFTER ANOTHER "JO-ANN"

And NOW - "LET'S BE LOVERS"
b/w "GIVE ME ANOTHER CHANCE"
R-4056
Sales Dynamite!
Ricky Nelson

"BELIEVE WHAT YOU SAY"

"MY BUCKET'S GOT A HOLE IN IT"

• Review Spotlight on...

POP RECORDS

IMPERIAL RECORDS


IN CANADA • LONDON RECORDS, LTD.
 LOLLI-PALOOZA!

B/W FICKLE BABY

RONALD & RUBY

47/20-7174
MARCH 17, 1958
THE BILLBOARD
MARTY ROBBINS
STAIRWAY OF LOVE
b/w
JUST MARRIED
with Ray Conniff and his orchestra
4-41143
The fair-haired boy of country pop
has done it again! Both these
songs are right in the groove.
Either side could take off and
rocket right into the No. 1 spot.

DON CHERRY
THE GLIDE
b/w
ANOTHER TIME, ANOTHER PLACE
from the Paramount picture
"Another Time, Another Place"
with Ray Conniff and his orchestra
4-41134
The first wraps up the best of the
sensational new dance hop—the glide.
The flip is a major backed offering by
the creators of the smash "Tammy.
Also, it'll be actively promoted by
the movie company's publicity depar-
tment.

THERE'S ONLY ONE OF YOU
b/w
BLUE TATTOO
with Ray Ellis and his orchestra
4-41136
THE FOUR LADS
The first is a thoroughly delightful, catchy
hit! The flip is a novelty. The Lads in-
troduced these songs at the First Annual
National Dog-Jockey Convention in Kansas
City, March 3. Reaction: Sensational!

CARL PERKINS
PINK PEDAL PUSHERS
b/w
JIVE AFTER FIVE
4-41135
Slick to click are Carl's two great
debut sides on Columbia! The teen
group will go for these with a sani-
grance—they're right up their alley,

NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS
High Fidelity Records by COLUMBIA

10th Anniversary of Long-Playing Records
COLUMBIA RECORDS

www.americanradiohistory.com
**Review Spotlight on...**

**POPPOL RECORDS**

**THE SILHOUETTES...** Ember 1632...HEADIN' FOR THE POORHOUSE...Ulysse & Bagby...Semtex, BMI**

**MISS THING...** (Angel, BMI)

Two strong bids by the crew that could be follow-up cliches to "Got a Job." The arrangement for "Poorhouse" has many of the cute gimmicks and sounds of their current success. "Miss Thing" is also a cute bid of material, and it's given an equally strong rendition. Also powerful for r&b. marts.

**THE DIAMONDS...** Mercury 71291...HIGH SIGN...Leiber & Stoller, BMI

**CHICK-LETS...** (Vivo, BMI)

Two danceable sides by the group that can be hit successors to "The Stroll." Both are rockabilly tunes with fine group vocals and goodock support. Contenders in all markets.

**NAT KING COLE...** Capitol 3950...LOOKING BACK...Dinah-Swesso, BMI

**DO I LIKE IT...** (Swesso-BMI)

First-rate performance by Cole on "Looking Back," a rockabilly, makes the sale a strong contender for pop and r&b. The song has a spiritual flavor, and Cole presents it in a warm shaggy style. Flip, "Do I Like It," is a medium-beat rocker (Swesso-BMI).

**PATTIE PAGE...** Mercury 71294...ANOTHER TIME, ANOTHER PLACE...Famous, ASCAP

**THESE WORLDY WONDERS...** (Bruner, BMI)

Two velvety, styled ballads from the throat. "Another 'Time" is from the forthcoming flick, and the lovely vocal is given lush sound and shown support. "Wonders" is also a pretty ballad with good lyrics. The treatment is similar.

**CARL PERKINS...** Columbia 41131...FIND FEZAL PUSHERS...Hill & Range, BMI

**JIVE AFTER FIVE...** (Hill & Range, BMI)

Perkins' initial offering on the label is strong wax. Top side is a cute rockabilly and it's handed a strong go. "Five," the flip, is also in a rockabilly groove, and the artist's delivery has a money sound. Potential in all markets.

**SANNY SALVO...** RCA Victor 7190...SHE TAKES SUN BATHS...Tamms, BMI

**JULIE DOESN'T LOVE ME ANYMORE...** (Atlantic, BMI)

Salvo scored well with "Oh, Julie," and these two fine presentations also appear promising. "Sun Bath" is a based on a pattern similar to "Short Shorties." "Julie" is the rocking answer to his previous disk. Either can click.

**POPTALENT**

**TOMMY PALM...** Top 101...BLACK KNEE SOCKS...Palm, BMI

**STROLL WITH ME, BABY...** (Palm, BMI)

Impressive debut by the artist and label. Palm comes on strongly with two listenable sides. "Knee Socks" is a rocker belted with gusto. "Stroll," of course, is a danceable item in the currently popular teen dance tempo. The platter could step out.

**POPDISK JOCKEY PROGRAMMING**

**THE MICRO FIVE...** Decca 36604...I'LL LEAVE IT ALL BEHIND...Tennessee, SESAC

**MANSON OVER THE HILLTOP...** (Hymtime, SESAC)

Two great instrumental novelty sides for jocks. The sound is delightfully old fashioned and calls to mind the bands of the 20's. Spins of either should prove interesting and entertaining.

Week end 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.
NEW RELEASE

**Coral Records**

**Billy Williams**
Steppin' Out Tonight
b/w There I've Said It Again
Coral 9-61961

**Lawrence Welk**
Featuring Pete Fountain—Clarinet
When My Baby Smiles at Me
b/w I Want a Girl
Coral 9-61985

**Barbara McNair**
He's Got the Whole World in His Hands
b/w Flipped Over You
Coral 9-61972

NEW RELEASE

**Brunswick Records**

**Larry Dean**
Pony Tail
b/w All The Time
Brunswick 9-55056

**Lennon Sisters**
Mr. Clarinet Man
b/w Dear One
Brunswick 9-55058

**Alice Lon**
Sometimes I Wonder
b/w An Old Love Letter
Brunswick 9-55057
Top 100 Sides
FOR SURVEY WEEK ENDING MARCH 2

This is a tabulation of dealer first-week 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 variations that occur 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.

Pos. Song, Artist, Label Last Week
1. TEQUILA, Castro, Challenge 9
2. SWEET LITTLE SIXTEEN, Chuck Berry, Chess 3
3. DON'T Be AFRAID, Dolly Parton, Victor 5
4. TWENTY-SIX MILES, Font, Philco, Capitol 6
5. DOLL, Everly Brothers, Imperial 6
6. WHIP'S KNOTTEN, Frank Cavanaugh, Decca 9
7. GET A JOB, Silvertone, Reprise 2
8. THE WALK, Emery McCracken, Checker 1
9. SUGARTIME, McGuire Sisters, Coral 13
10. GOOD GIRL, Miss MILEY, Little Richard, Specialty 16
11. SHORT SLEETS, Eddy Grant, ABC-PARAMOUNT 11
12. SAIL ALONG SIVELY MOON, Billy Vaughn, Dial 1
13. CATCH A FALLING STAR, Perry Como, RCA-Victor 11
14. LOLLIPPOP, Chordettes, Cadence 56
15. BREATHLESS, Jerry Lee Lewis, Sun 16
16. A WONDERFUL TIME UP THERE, Pat Boone, DM 17
17. THE SYLLABUS, Dionne, Mercury 10
18. IT'S TOO SOWN TO KNOW, Pat Boone, Ev 40
19. AT THE TOP, Duane and the Juniors, ABC-PARAMOUNT 11
20. BUCK and BOLUS IS HERE TO STAY, Dinah and the Jewels, ABC-PARAMOUNT 38

You are the biggest, Pat, ABC, PARAMOUNT 14
21. MAYBE, BABY, Clark, Brunswick 22
22. BIRD DANCE, Frankie Avalon, Channell 19
23. OH! I'M FALLING, in LOVE AGAIN, Faron Young, MAMMOTH 85
24. DENNER WITH DEA, Jack, Capitol, RCA 55
25. ARE YOU SINCERE? Andy Williams, Cadence 55
26. MAYBE, Country, End 30
27. BALLAD OF A TEENAGE QUEEN, Johnny Cash, Sun 75
28. WITCHCRAFT, Frank Sinatra, Capitol 48
29. DON'T GO LF, Kay Hamilton, Epic 11
30. CUOO CRACK, Decca, The Four Tops, ABC-PARAMOUNT 32
31. STOOD UP, Kenny Nolan, Imperial 31
32. LAY MARY, Mamma, Victor 40
33. BETTY and DURPER, Chuck, Atlantic 24
34. THE LITTLE BLUE MAN, Ben, Johnson, Atlantic 34
35. E BEE BOP, Ray and Little, Brass 23
36. SWINGING SHEPPARD BLUES, Max Kellman Quartet, Jubilee 41
37. RAIN, IN VIGOR, Ray Conniff, Victor 39
38. BEEN SO LONG, Powell, Aria 24
39. TEQUILA, Eddie Parton, ABC-PARAMOUNT 36
40. DON'T, Pomf, Rambler, Republic 45
41. JULIE! Gone All States, Gone 36
42. COME TO ME, Johnny Nash, Columbia 45
43.はじめの歌: ルイス, Moraan, Imperial 36
44. MARCH FROM THE RIVER KWAI and "COLONEL BOOGIE," Mitch Miller, Columbia 45
45. THEY'RE NEAR, Dave White, Fraternity 49
46. SNOW ON THE LOG, Lynn Smith, Capitol 46
47. YOU CAN MAKE IT IF YOU TRY, Gene Ammons, Capitol 45
48. GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun 12
49. DO, LONER, Moe, Din Gibson, Victor 10
50. WE BELONG TOGETHER, Robert and Johnny, Old Town 33
51. A RING OF YOU, Eun Presley, Victor 48
52. BAD MOTORCYCLE, Berry Sisters, Cameo 45
53. LICHTENSTEIN, POLKA, Will Gibbs, London 7
54. COLLEGE MAN, Bill James, Philips International 27
55. MY ELDER SISTER, Nat King Cole, Capitol 41
56. THIS LITTLE LIGHT OF MINE, Every Brothers, ABC-PARAMOUNT 31
57. GO, WILD, Pat Boone, DM 30
58. SING, Pat Boone, DM 30
59. ALL THE WAY, Frank Sinatra, Capitol 30
60. GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun 12
61. SWINGING SHEPPARD BLUES, Johnny Face Quartet, Federal 46
62. SWINGING SHEPPARD BLUES, Ram and the Johnny Face, Federal 46
63. SWINGING SHEPPARD BLUES, Ram, R.G. M, M-G-M 46
64. SWINGING SHEPPARD BLUES, Bud, Moscow, ABC-PARAMOUNT 14
65. WATSON IN SCHOOL, Ricky, Capitol, National 63
66. I'LL COME BACK TO YOU, Ray, Imperial, RCA 52
67. WHY DON'T YOU UNDERSTAND? George Hamilton IV, ABC-PARAMOUNT 56
68. HELPLESS, Platinum, Mercury 63
69. THE MEANING OF LIFE, Marty Robbins, Columbia 67
70. OLE LULLABY, Frank, Columbia 67
71. TELOGOULPH, Pat, Rambler 45
72. CRACKER JACK, Pat, Columbia 67
73. YOU RAN ME, Son, Columbia 67
74. THE SONG FROM TROY, Pat, Columbia 67
75. CONWAY, Son, Columbia 67
76. LONELY ISLAND, Jim Cooke, Kerr 76
77. LONESOME LADY, Frank, Columbia 67
78. JAILHOUSE ROCK, Elvis Presley, Victor 46
79. LONELY, Bill, Young, Capitol 49
80. SO TOUCHING, Lulu, Challenge 78
81. RED DOG BLUES, Jim Darlington and the博士学位, Leo 78
82. MEDLEY, Baab, Seconds, Checker 80
83. 1 CAN'T HELP IT, Martin's Walt, Dias 80
84. GUMBO, Ray, Vocalion 80
85. I'M BORN, Bob and Johnna, U.S.A. 80
86. SWINGIN' BADDY, Roddy, Kent, Records 80
87. MAYBE, Nancy, Columbia 80
88. BILLY, Eddy, Linode, Poland 80
89. BEATLES AGAIN, Pat, Columbia 80
90. BILLY, Eddy, Linode, Poland 80
91. BABY BILLY, Billy Williams, Cadet 80
92. LONELINESS, Don, Columbia 80
93. RAINCHY, Bill, Justin, Phillips International 78
94. CRY WITH ME, Lee, For Allen, Eder 80
95. WE'RE THE WIND, Johnny Mathis, Columbia 80
96. SWINGIN' GUITAR, Bill and the Empty Bottle, Columbia 80
97. SWINGIN' GUITAR, Bill and the Empty Bottle, Columbia 80
98. LONELY KAI and "COLOMBI BOOGIE," Edgar Reek, Columbia 80
99. RAINCHY, Bill, Justin, Phillips International 78
100. FANTASIA, Tim Morgan, Kay 78

MARCH 4 FOR 3 MONTH SPECIAL!

UNITED ARTISTS
HIGH VOLTAGE HIT!
From the big motion picture smash
WITNESS FOR THE PROSECUTION

TYRONE POWER
MARLENE DIETRICH
CHARLES LAUGHTON

An Edward Small Presentation

"I'LL NEVER GO HOME ANYMORE"
C/W "LOVELY EYES"
UA 106X

BOB CARROLL

THE MUSIC BOX

Top 1543-5/04: 10/25/52 AMERICA'S TIGHT BUT FREE SAMPLES Direct sales from factory to you MAKE MAXIMUM PROFIT $1.49 per album

RACK JOBBERS

Free Samples

Make maximum profit

Big name artists such as David Rose, Sarah Vaughan, Fantasia Orchestra, all Broadway shows, etc.

For the newest and best in singles and LP's ask for our nationwide promotion. "THE MUSIC BOX" (Dealers: New York 781, 325 West 41st Street)

REMINGTON RECORDS INC
500 FIFTH AVENUE NEW YORK 1, N.Y.

MARCH 17, 1958

THE BILLBOARD'S MUSIC POPULARITY CHARTS... POP RECORDS

www.americanradiohistory.com

**BEST SELLERS!**

JOHNIE PATE Quintet

SWINGING SHEPHERD BLUES

Federal 12312

BILL DODGETT

FLYING HOME

Hips 'n' Giggles King 5096

JUST RELEASED

BOO-DA-BA

b/w PIMENTO

King 5125

LITTLE WILLIE JOHN

TALK TO ME,

TALK TO ME

King 5108

OTIS WILLIAMS and His Charts

OH JULIE

Deluxe 6150

EARL BOSTIC

LESTER LEAPS IN

King 5120

THE "5" ROYALS

DEDICATED TO THE ONE I LOVE

King 5098

TINY BRADSHAW

SHORT SHORTS

King 5114

BOYD BENNETT

CLICK CLACK

King 5113

THE SWALLOWS

OH LONESOME ME

Federal 12319

DONNIE ELBERT

PEEK-A-BOO

Deluxe 6161

OTIS WILLIAMS and His Charts

BABY-O

LET SOME LOVE IN YOUR HEART

Deluxe 5098

WAYNE CARROLL

CHICKEN OUT

King 5123

**BEST SELLING SHEET MUSIC IN U. S.**

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

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CATCH A FALLING STAR (Fibber)</td>
<td>7</td>
</tr>
<tr>
<td>2. SAIL ALONG SILVERY MOON (Joy)</td>
<td>3</td>
</tr>
<tr>
<td>3. SUGARTIME (Nye-Va-Jal)</td>
<td>11</td>
</tr>
<tr>
<td>4. SWINGING SHEPHERD BLUES (Kahl-Recueil)</td>
<td>4</td>
</tr>
<tr>
<td>5. MAGIC MOMENTS (Fascino)</td>
<td>6</td>
</tr>
<tr>
<td>6. APRIL LOVE (Fein)</td>
<td>9</td>
</tr>
<tr>
<td>7. TWENTY-SIX MILES (Beechwood)</td>
<td>1</td>
</tr>
<tr>
<td>8. WHO'S SORRY NOW? (Mill)</td>
<td>2</td>
</tr>
<tr>
<td>9. ALL THE WAY (Barton)</td>
<td>7</td>
</tr>
<tr>
<td>10. FASCINATION (Southern)</td>
<td>16</td>
</tr>
<tr>
<td>12. ARE YOU SINCERE? (Cedaredwood)</td>
<td>15</td>
</tr>
<tr>
<td>13. YOU ARE MY DESTINY (Mill)</td>
<td>1</td>
</tr>
<tr>
<td>14. LIECHTENSTEINER POLKA (Burlington)</td>
<td>8</td>
</tr>
<tr>
<td>15. GET A JOB (Wildcat and Ursula Bugay)</td>
<td>3</td>
</tr>
</tbody>
</table>

**BEST SELLING SHEET MUSIC IN BRITAIN**

A called report from the Music Publishers' Association, 116, Lower Linen, is based upon their weekly survey of England's leading music dealers and jobbers in points.

Magic Moments—Chappell (Chappell)
The Story of My Life—Singing Fama
April Love—Robinson
Catch a Falling Star—Fein (Fein)
Love Me Forever—Klarot (Erika)
Supergirl—Southern (Southern)
Way-Barton (Maravista)
Pickle Rock—Belsala (Belsala)
Put a Light in the Window—Dominic (Dominic)

**BEST SELLING POP RECORDS IN BRITAIN**

This Week

1. MAGIC MOMENTS—Chappell (Chappell)
2. THE STORY OF MY LIFE—Michael Holiday (Columbia)
3. ROLLING MUNSTER—Rolling Muster (Rolling Muster)
4. AM ALIVE—Dancy and the Junior's (RIM)
5. ROCKETT BOUND—Fascino (Fascino)
6. YOU ARE MY DESTINY—Paul Anka (Colombia)
7. COME MY WAY—Louis Minor Mitchell (Columbia)
8. NARRIOTT—Tommie Dorse (Dorse)
9. APRIL LOVE—Pat Boone (London)
10. OH BOY—Biggie (Columbia)

Last Week

1. MAGIC MOMENTS—Chappell (Chappell)
2. THE STORY OF MY LIFE—Michael Holiday (Columbia)
3. ROLLING MUNSTER—Rolling Muster (Rolling Muster)
4. AM ALIVE—Dancy and the Junior's (RIM)
5. ROCKETT BOUND—Fascino (Fascino)
6. YOU ARE MY DESTINY—Paul Anka (Colombia)
7. COME MY WAY—Louis Minor Mitchell (Columbia)
8. NARRIOTT—Tommie Dorse (Dorse)
9. APRIL LOVE—Pat Boone (London)
10. OH BOY—Biggie (Columbia)

**TUNES WITH HIGHEST RADIO-TV AUDIENCE**

Tunes, listed alphabetically, have the greatest audiences on network radio and network television as determined by the Lawrence Welk Show, based on John G. Furstman's copyrighted Audience Coverage Index.

**Radio**

A Year For Pandemonium—Billboard

You're An Annoying Fluke—RKO-Famous

It's Comic to Lament—Paul—BMI

Are You Sure—Columbia

Billy (Mill)—ASCAP

Catch a Falling Star—Marvin—ASCAP

Come to Me (Kier)—ASCAP

Get Getting Sentimental Over You—RKO—ASCAP

It's Too Soon to Know (Moni)—ASCAP

I've Got Bells on My Heart (Southern)—ASCAP

Is This the Life—Mr. C.—ASCAP

Just a Little Song (Southern)—ASCAP

Love Is a Beautiful Thing—RKO—ASCAP

Mary in the Morning—Music Box

Magic Moments—Chappell (Chappell)

Make Someone Happy—RKO—ASCAP

Melody You Love—RKO—ASCAP

Missing You—RKO—ASCAP

My Heart Belongs to Daddy—RKO—ASCAP

Oh, I'm Falling in Love Again (RKO)—ASCAP

Return to Me—Southern—ASCAP

She's a Pretty Girl (Rolling Muster)—ASCAP

Sixteen String Serenade—Rolling Muster

Singin' in the Rain—Rolling Muster

So Long, Willie (Rolling Muster)—ASCAP

To Be Loved—Rolling Muster

**Television**

A Wonderful Time Up There—Rolling Muster

All of These—Billboard

Anchors Aweigh—RKO-Famous

Are You Sure—Columbia

B'Hi—BMI

Bill (Mill)—BMI

The Bluebird—RKO—BMI

Catch a Falling Star—Marvin—ASCAP

Daddy Darlin'—RKO—BMI

Don't You Just Know That—BMI

Embraceable You—RKO—BMI

It's Too Soon to Know (Moni)—BMI

Jollitude—BMI

Love Is a Beautiful Thing—RKO—BMI

Melody You Love—RKO—BMI

My Heart Belongs to Daddy—RKO—BMI

Singin' in the Rain—Rolling Muster

She's a Pretty Girl (Rolling Muster)—ASCAP

Sixteen String Serenade—Rolling Muster

So Long, Willie (Rolling Muster)—ASCAP

To Be Loved—Rolling Muster

What's the Use—Rolling Muster

You're an Annoying Fluke—RKO-Famous

**New Releases**

BILL BROWNING

Borrered With the Blues

Dark Hollow

**VOX JOX**

Continued from page 77

to worry about ABC-TV's Dick Clark show, this period doesn't conflict with the 'Hullabaloo,' Nevertheless, other jockey demanded of Loren: 'What happens when Clark has played a record for three weeks and you haven't even heard of it?* And your station manager comes in and asks you why aren't playing that tune? What're you going to shout that, Columbia, by Mr. Jack Gale, is a sophisticated gay-haired Madison Avenue type, shot back a dapper note that read:

**ALBUM GOOGE:** Jazz LP's — complemented by a few classical and popular titles This is a major portion of daytime programming on WBAL-FM, New York. The station has completely eliminated rock and roll and all other pop discs that don't fall into the above categories. In the evening, WBAL program a variety of special jazz

**YESTERDAY'S TOPS—**

The nation's top tunes on records reports from Billboard

**MARCH 20, 1948**

1. Now Is the Hour

2. Dogging Over A Four Leaf Clover

3. Manila

4. Another Sad Day

5. Ballroom

6. Secrets of the Belt

7. But Beautiful

8. Golden Earrings

9. I'll Dance Again—Wedgery

10. Slip 'Em Down Again—Paw

**MARCH 21, 1953**

1. I'll Be True Again With You

2. Doggie in the Window

3. Don't Let The Stars Get In Your Eyes

4. Tell Me You'll Miss Me

5. Life

6. Oh Happy Day

7. I Believe

8. Your Heart's Beat

9. Keep It A Secret

10. Side By Side

record features, including a weekly feature, 'What is the Shape of Jazz?' hosted by jazz authorities Nat Hentoff and Gunther Schuller (who plays first trumpet in the Philadelphia Symphony Orchestra); "Music From the Movies," with pianist Jonathan Schwartz, and "Accent on Sound," a nightly airmix, emceed by 80-year-old Skip Weinman.Also putting renewed emphasis on jazz LP's is WDEV, Waterbury, Vt., on their Afternoon News, week by week, the station is presenting a nightly jazz disc show of "The Shape of Jazz," hosted by Ken Seeger, summer replacement for Program Director at WBM-S, Boston. The "Guitar" will air from 11:15 p.m. to midnight, across the board. Skip will also host a show of jazz devoted to热门 shows.

David Ballard and Warren Saunders, now jocks at KTJ, Seattle, and formerly on KZOK, Seattle, have signed on with Disc Jockey station WSHH, Memphis, which has signed a multi-year contract with Disc Records. The station will begin with a host on WHBO-TV's the "Top 10 Dance Party" previously...
**Reviews of New Pop Records**

*Continued from page 29*

Reading which gives a pop-sound documentation of a tune with strong appeal is a welcome addition for both pop and dance fans. (Provisional, ASCAP)

**NICK GREENE**
The Boss Dance House Home

*Continued from page 32*

DOROTHY BARNETT's innocent voice has a real appeal. This could sound in either pop or R&B launch. (South Union, ASCAP)

**JOHNNY GIRARDEAU**
The Four Emeralds

*Continued from page 32*

Don Gibson sings....

**OH LONESOME ME**
March 20, 1958

**RCA VICTOR**

Look out for this one!...

**BREAKING BIG!**

**NEW RELEASES! I QUIT MY KNOCKIN' CAROL FRAN Exclusively**

**HEY! PARDNER**

**CLASSIC BALLOU**

**SHE'S SUGAR SWEET**

**EDDIE HUDSON**

**HANBURY RECORDS**

- Dance material
- Rock and roll
- Nice production
- Viva Las Vegas
- Artificial smell
- No suitable voice
- M. and C.

**THE AMSTERDAM**

*Continued from page 29*

**Oh, Lovely**

**GUS WEST**

**THE WINDMILLS**

*Continued from page 29*

Some Mike
A. Wynn

**VOC JOX**

*Continued from page 32*

**IN THE NATION'S CAPITAL**

DISTR.
1129 9th St., N.W.

**CHALLENGE RECORDS**

Challenge 39900

**ALL LABELS**

- Accessories
- Free Strips
- Phone
- Phone
- Phone

**MUSIC TIME**

**BOOK OF THE MONTH**

**THEN YOU SAVE ME**

**ORDINATE CO.**

*Continued on page 36*
**This Week's C&W Best Buys**

NO SELECTIONS THIS WEEK.

**Review Spotlight on...**

C&W RECORDS

**CARL PERKINS**

Pink Cadillac (Hill & Range, BMI) Live After Five (Hill & Range, BMI) — Columbus 41131 See review in Pop Spotlight section.

**Reviews of New C&W Records**

SKEETER DAVIS

Takin' Out Back (RCA Victor 7359) — A country ballad backed by an electric guitar and drums. The girl is a bit too tense, but the whole thing's fun. (RCA Victor, BMI)

BENNY M. BELLER

and Yore of Pedal RECKROW RECORDS

PREPARES Artie boy's rerecordings of old-time songs. It's light and easy listening. (Columbia, BMI)

LAWTON WILLIAMS

Custer on the Hill (RCA Victor 7351) — Another Williams with a third song of Yost. Williams has an appealing delivery, by the tonal and an interesting electric guitar. Can't get it. (West Vinyl, BMI)

TROY PALMER

She Ain't Got a Heart (Bristol, BMI)

This guy offers this simple fiddle blues in a duet with country singer. Has Pocahontas but the flip is not as smooth. (Bristol, BMI)

BENNY BARNES

Who Own N услуги (Decca, BMI)

MERCEURY 7124 — The country classic, the sort of folksy rockingola with feeling over a vocal rock and roll and combo backings. Inters Arist for pop and country markets.

Lonny Brown... 75

This is the sound. It's the traditional country way. It's not a medium thing to play guitar and vocals by Barnes as he's been on his heavy side lately. (Brown, BMI)

**BUDY BLINNEN**

Nashville, Tennessee (Decca, BMI)

DECCA 7956 — This is an interesting.

**C&W Territorial Best Sellers**

For survey week ending March 4

For survey week ending March 11

**FOLK TALENT AND TUNES**

**Continued from page 11**

Reno, that city. Tom's latest on the C&W label is "Stack o' C&W Records," a new duet with his own partner, Bob Norris of the "Bob Norris Trio." (RCA Victor, BMI)

**C&W Best Sellers in Stores**

For survey week ending March 4

**Most Played C&W by Jockeys**

For survey week ending March 4

RIDES are ranked in order of the greatest number of plays on disk jockey radio shows listened to last week, excluding the previous week's survey of top disk jockey shows shown in all key markets.

**Breakin' Wild Open Pop and C&W**

**JOHNNY CASH**

**BALLAD OF A TEENAGE QUEEN**

v/a BIG RIVER (BMI) 2/33

**WHERE'S MY DADDY'S BOOTS?**

Hickory 1073

If it's Country Music
it's Country Music
**R&B Best Sellers in Stores**

FOR SURVEY WEEK ENDING MARCH 3

Records are ranked in order of their current national selling importance at the time. The figures are determined by the Billboard's weekly survey of sales through the action with a high volume of sales in rhythm and blues records. Significant growth in any particular outlet is signified only in those cases where one or more title sales portraits several in Western Union mailing order and the action of Loma and Duke were analyzed in the report.

**Weeks**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Memory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SWEET LITTLE SIXTEEN (B.M.)</td>
<td>Chuck Berry</td>
<td>Imperial</td>
<td>4</td>
</tr>
<tr>
<td>2. TEQUILA (B.M.)</td>
<td>The Champs</td>
<td>Mercury</td>
<td>3</td>
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<tr>
<td>3. GET A JOB (B.M.)</td>
<td>Silhouette</td>
<td>Mercury</td>
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<tr>
<td>4. SHORT SHORTS (B.M.)</td>
<td>Royal Tenen</td>
<td>M.I.</td>
<td>6</td>
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<tr>
<td>5. OH, JULIE</td>
<td>Chessy Crescendo</td>
<td>Mercury</td>
<td>6</td>
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<tr>
<td>6. GOOD GOLLY, MISS MOLLY (B.M.)</td>
<td>Little Richard</td>
<td>M.I.</td>
<td>7</td>
</tr>
<tr>
<td>7. DON'T (B.M.) - Elvis Presley</td>
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<td>M.I.</td>
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<td>8. THE WALK (B.M.) - Jimmie McCracklin</td>
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<td>9. MAYBE - Chessy Crescendo</td>
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<td>M.I.</td>
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<td>10. TWENTY-SIX MILES (B.M.) - Four Peppes</td>
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<td>M.I.</td>
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<tr>
<td>11. DON'T LET GO (B.M.) - Roy Hamilton</td>
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<td>Imperial</td>
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<tr>
<td>12. THE STROLL (B.M.) - Diamonds</td>
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<td>Imperial</td>
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<tr>
<td>13. DEEDE DINAH (ASCAP) - Frankie Avalon</td>
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<td>ASCAP - I.R.C.</td>
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<tr>
<td>14. BREATHLESS - Jerry Lee Lewis</td>
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<td>M.I.</td>
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<tr>
<td>15. GOOD GOLLY, MISS MOLLY - Little Richard</td>
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<td>M.I.</td>
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<tr>
<td>16. MAYBE, BABY (B.M.) - Crickets</td>
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<td>M.I.</td>
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<tr>
<td>17. HE'S SO LONG (B.M.) - Patels</td>
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<td>M.I.</td>
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<tr>
<td>18. LOLLIPPOP (B.M.) - Chordettes</td>
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<td>M.I.</td>
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<tr>
<td>19. YOU ARE MY DESTINY (B.M.) - Paul Anka</td>
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<td>M.I.</td>
<td></td>
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<tr>
<td>20. OH OH - I'M FALLING IN LOVE AGAIN</td>
<td></td>
<td>ASCAP</td>
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</tr>
</tbody>
</table>

**Most Played R&B by Jockeys**

FOR SURVEY WEEK ENDING MARCH 3

Jockeys are ranked in order of the greatest number of times on disk jockey survey. No tie is allowed in the case of songs that sold out in the surveys while on the air.

**Weeks**

<table>
<thead>
<tr>
<th>Title</th>
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<td>3. SHORT SHORTS - Royal Tenen</td>
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<td>7. HE'S SO LONG (B.M.) - Patels</td>
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<td>M.I.</td>
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<td>8. DEEDE DINAH - Frankie Avalon</td>
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<td>ASCAP - I.R.C.</td>
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<td>9. OH OH - I'M FALLING IN LOVE AGAIN</td>
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<tr>
<td>10. YOU ARE MY DESTINY (B.M.) - Paul Anka</td>
<td></td>
<td>M.I.</td>
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</tr>
</tbody>
</table>

**Reviews and Ratings of New Classical Albums**

*Continued from page 18*

**Classical**

KODA.NY: VIOLIN CONCERTO NO. 4

**RHYTHM & BLUES RECORDS**

<table>
<thead>
<tr>
<th>Label</th>
<th>Name</th>
<th>Date</th>
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**Duke Peacock-Back Beat Records**

2009 ERASUS, HOUSTON, TEXAS
EDMONTON MAPS $5 MILLION FAIR EXPANSION PROGRAM

Plan to Include Manufacturer’s Bldg., Youth Center, New Stables, Track Work

EDMONTON, Alta. — Preliminary plans for a $5,000,000 expansion program to be carried out at the exhibition grounds during the next three years have been announced by the Edmonton Exhibition board.

Included will be such features as manufacturers’ buildings designed during the past few years, including, in addition, a new stable area; a youth building, and expansion of the existing race track from four to six furlongs.

All of the program can be carried out on the 90 acres now owned by the association, said Al Anderson, general manager.

The board of directors has approved in principle a nine-point program, designed for the next five years, said Leo F. Brumholm, association president.

Immediately after the exhibition in July, the expansion project will mean the removal of many of the 45-year-old buildings on the midway.

The new 50-year-old building has already been sold and is to be removed by July 1; the remaining buildings of the same age, and several of the old stables near the junior fair buildings, will be torn down.

The wood grandstand to the west of the permanent structure, built in 1950 at a cost of $1,000,000, also will be torn down, to make way for the stable area.

The board of directors has approved the several program plans for the 1952 season.

Immediate provision to be made for an enlarged five-furlong race track to be given in a six-furlong track.

The new stables will be built for a maximum of 600 horses.

Among the proposed buildings

Patty Conklin Buys Two Wild Mousk
Obtains Option on Sputnik Kid Ride; Reports Brussels Fair Pressed for Time
TORONTO — J. W. (Patty) Conklin, back at his heady Brantford, base from Europe, announced that he had purchased two Sputnik Wild Mouse rides and a new, unusual kiddie ride, and, addition, had obtained an option to buy what would be the first Sputnik ride to be built for the American continent.

One of the newly purchased Wild Mousk rides will be the Conklin midway at Belmont Park, Montreal. The other, which is to be completed July 15, will be delivered in time for the fair season.

Conklin said that he plans to book both of the Wild Mouse rides at major fairs in the U. S. 7.

He described the kiddie ride that he is planning to buy as "beautiful and unique.* He reported that he would have the capacity to ride 60 children at one time.

He took a purchase option on the Sputnik ride after seeing a working model of the device. If he exercises the option, he would own the second Sputnik ride to be made.

Diring his stay abroad, Conklin visited most of the major manufacturer rides in Western Europe and spent several days at the Brussels World’s Fairgrounds.

"From my observations, it appears that most of the construction was being pressed for time to get the new rides ready for the April 17 opening,"Conklin observed.

"The architecture of most of the buildings is quite different from anything I have been able to see in my travels," he explained.

"First of the midway is the "Canada Midway" biggie, added." The fair's announcement area, he reported, "seemed to be very small." 2.

A second Canada Midway is being constructed by John Collins of London, England, who built the Coaster at the Canadian National A. S. C. A. 4 years ago. Six weeks before

Court Rules Out Babcock Midway Suit
SACRAMENTO, Calif. — Superior Court Judge Albert H. Munch has dismissed the $100,000 suit brought by corn mill owner Frank W. Babcock against three major companies assisting in bidding for the midway contract at the California State Fair & Exposition.

The court ruled that the plaintiff failed to prove proper cause for action under the statute.

Frank Winkley Inks La. State Fair Races
MINNEAPOLIS — Frank R. Winkley, top man in Auto Racing, Inc., has announced that his organization will, for the first time, provide the auto races at this year’s Louisiana State Fair. 1.

The contract calls for Winkley to stage three afternoon programs and four night races with his own portable lighting system to be set up at the fairgrounds. For the past 10 years the Minnesota race promoter has staged three dates at the State Fair, St. Paul, three afternoons and one night at the Louisiana and two afternoons at the Louisiana State Fair, New Orleans.

To these major dates can be added the Winkley program at the Minnesota State Fair, St. Paul, three afternoons and one night at the fair, and four matinees at the South Dakota State Fair, Huron.

Corpus Christi Event
Pets Jayne Mansfield
CORPUS CHRISTI, Tex. — Jayne Mansfield and her husband, turned husbandman, will be featured on two days of the Buckeye Fair, September 11-13, Bob Finke, manager of the event, said.

Almost all of the activities of the celebration will be centered toward the City Auditorium and the midway in the center of the city.
In fact pageant, which has produced a number of names over the years, will be the main event.

Mrs. Ring (Kathy) Crosby, will be a top feature. A night in Mexico, and the illuminated parade on Saturday night will be featured.

Midway attractions will be provided by E. D. McCrory and Mrs. Jack Lindsay. Pyrotechnics will be fired by Threlfall-Duffield, Fireworks, Inc.
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SPOlITS CARS
Mile Indoor Race Event Pulls 33,000
CHICAGO — About 33,000 people attended a session of Grand Prix indoor sports cars at the Amphitheater here Saturday and Sunday (9-10).
The unique event featured an indoor track with a four-locus course that stretched out through the Amphitheater's seats and then into the hall.
A brick wall and a pillar in the wall being the two sections of the sidewalks.
People, parking up, watched the races either from the arena seats or from the "infield" of the exhibit halls.
Average speed of the cars was about 72 miles an hour.
Events included races by micro-machines, motorcycles and other classes as well as sports cars.
Attendance dropped to 10,000 on Saturday and 23,000 on Sunday, the latter being when the sports cars classes were active.
North exhibit halls in the building were used for pit by the car drivers.
About 200 sports cars were displayed in one area.
Mr. Zeke, exhibitor manager, said the cars were not ran to win and that the plans were being mapped for repeating it next year.

No Recession At Home Show
In Milwaukee
MILWAUKEE—H. Ellis Sexton, producer of the Milwaukee Home Show said no signs of recession turned up here as the show opened yesterday. Opening day attendance broke records.
The second day attendance was the best in 11 years. Sexton exhibitions reported good business.

Ask Beach Revival At Milford, Conn.
MILFORD, Conn.—Robert El- lianom, owner of the Colonial Thea- ter, Walnut Beach, and spokes man for the Milford Beach Busi- nesses's Association, has submitted a request to the Board of Police Commissioners for revival of the Milford Midway. The area on Walnut Beach once featured eating stands and games of chance and skill.
Elliott said he and fellow busi- nesses are seeking ways and means of opening the places that have been closed for 30 years.
The board anticipated further action and another meeting, to be announced.

Moose Jaw Starts 3,000-Seat Arena
MOOSE JAW, Sask.—A con- struction has been laid and will be- gin as soon as possible on Moose Jaw's $325,000 community center and rectory to be used open the exhibition grounds.
Moose Jaw's 1950 building proved to be too small, but by November 1, will have sitting accommodations at boxing games and standing room for 700. Provision has been made for 1,000 additional seats should they be needed at a future date.
The arena is being equipped for concerts, music festivals, vari- ety shows, boxing, wrestling and other entertainments.

Mass. Fair Goes to Gate Only Charge
GREENFIELD, Mass. — The Franklin County Fair will increase adult gate admission but drop all grandstand charges.
Under the new plan gate tickets cost $1 each, an increase of 25 cents. However, the grandstand seats, formerly sold by the quarter, will be free. Prefare tickets, formerly $1.50 will now be sold for $1.
The board first considered charging 10 or $200,000 on pulling contests, which have all been free, but decided to eliminate all inside seats for the one-rate plan. It will be effective at the Sept. 9-10. Chi- ldren's admission (25 cents) and auto parking (50 cents) are unchanged.

Stock '500' Prizes Grow
TRENTON, N.J.—Prize money for the Northern "500," the 500-mile NASCAR-sanctioned late model stock cars at the State Fair Track on May 30, has been increased to $44,000, with tributions of $3,100 having been made by both the Goodyear and Firestone tire companies.

Western Fair Lists Talent
LONDON, Ont.—Talent set for the Barrie-Cambrils night grand- stand show at this year's Western Fair here was announced last week by E. D. McGowan, general manager.
In the line-up will be a Spec- trum cast, Kings and Queens and the Sky, Dolphinh and Raya Sisters, Lancelot and the Dragon, Roger Ray, Ambassadors of Song, Robert Barnett, Noble Trio, Odette D'Puirre and the Les Ron Trum.

Old Fair Building Relocated, Will Be Sports Center
EDMONTON, Alta.—T.A.R. area committee of the town of Morinville has purchased the old Amateur Building on the Ed- monton fairgrounds. It will be dismantled and transported to Morinville to be re-erected by volunteers in the fall. It will house a skating rink and some other facilities.

The structure, 50 by 150 feet and 40 feet high, was originally built for the Royal Canadian Air Force in 1942 and was acquired by the exhibition association in 1946. It was 30,000 to in- crease midway and parking space.

W. G. Baptist Signs 20 Illinois Fairs
JACKSONVILLE, Ill.—W. G. Baptist, agent, announced that J. A. Stell- ers, who will operate units this year include Milton Marks, Ken- neth Wilkinson, John Bodah and Edward Standley and Baptist.

Kochman-Joyce Animal Unit
Bows July 30
CHICAGO — The Jungle Races unit being toured this year by Brian's impresario, Jack Kochman and new animal trainer Jack Joyce, will bow July 30 in Scorton, Ill., and, it was announced here.
Major booked is the Central Canada Exposition, Ottawa, with other dates reported set for some 10 fairs in Indiana.
Program calls for a wide variety of animal racing, such as Horses with nikkles, Shetland ponies and mixed animals. Set for the unit are Petersen's pigs, Joyce's camels, Vol- de's racing elephants and school horses, two of Kochman's racing greyhounds.
Kochman is handling Midwest bookings and GAC-Hamid Agency in the East. Following the fair tour, the Jungle Race agent, will book the attraction as a sponsored show.

Texas Fair Sets 70 Run
FREDERICKSBURG, Tex.—
Walter R. Loudon Jr., president of the Gillespie County Fair has announced details for the 70th annual exposi- tion of Texas' oldest county fair to be held here Aug. 30-Sept. 1.
Twenty of the committees will supervise departments for the business managers, and related enterprises, the other three are to act in advisory capac- ity and be responsible for any special improvements and functional opera- tions of the fair, Loudon stated.

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DODGERS' CONCESSION PACT
DRAWS PROMOTION ATTENTION

BY TOM PARKINSON

THERE CONCESSIONS pact between the Dodgers baseball team, now of Los Angeles, and their temporary home, the Los Angeles Coliseum, is attracting attention among those showmen and producers who have long been dissatisfied with the standardized contracts between auditoriums, arenas or similar buildings and the attractions.

The significant point reported in the Dodgers-Coliseum contract is that a percentage of the concession income is credited against the rental fee.

Thus, in the view of the promotion people, here is a case in which they get a fair arrangement. They share in the profits that their attraction brings into the building.

WITH THE UNDERSTANDING that the ball club is to get something in the vicinity of 30 per cent of the concession money, some observers claim the details that the concessionaire undoubtedly will pay the full year's rent for the expatriated Bums.

The Dodgers, represented by Walter O'Malley, are to pay the clean-up costs. Such a charge is usual, but there is a difference in this case that wins for it the approval of promoters. The difference is that the party which pays for cleaning also has a share in the concession revenue that makes clean-up necessary.

PROMOTERS AND PRODUCERS long have objected to set-ups that required them to give up concession profits and at the same time give up clean-up money. As they see it, this arrangement means the building collects not only when a popcorn box comes into the building, but also when it is swept out. They charge further that under the prevailing plan, any mess is made, not by patrons of the show place, but instead by customers of the concessions.

Why then, they ask, should the show pay? Under the Dodger contract, the situation is different.

Showmen know their profits in concessions, and producers feel therefore that they should be cut in. A strong show will create more concession sales, and the promoters say they should share with the concessionaire in this income.

THEY DO NOT lay claim to the entire available percentage of concession income. That is, the show producers do not ask that a building give up its full share of concession money. Instead, they envision a set-up that would allow the concessionaire, the building and the producer each to participate in the common income. One leading producer who speaks out on this subject goes further. He not only rules out the possibility of the building management increasing its take, but he even suggests that in a concession revenue, such an increase would be warranted, he says.

THE DODGERS' contract has started a lot of talking. Several leading producers are hoping it portends a change in the concessions contract picture generally.

CHICAGO

IN A SERIES of events, backers of the proposed Organized Crime bill have announced that it won't be ready for a take-all fair scheduled for 1959, thus offering a new annual income on the building, and that the building is being utilized by a taxpayer's suit.

They also tried a new plant, which they call, for a less elaborate building than discussed earlier.

The income estimates were prepared in connection with an offering of bonds for the building. Attendees said the yearly expenses for the first year, $1,611,000, and income would be $1,611,000. That would leave $2,000,000 to pay off bonds, they said.

Estimated included $3,125,700 yearly revenue from $25,000 feet of exhibit space at $100 per square foot (10,815,000) in expenses from concessions and $1,800,000 in expenses of the exhibition. Convention Bureau prepared the figures.

The bill is expected to cost $320,165,000 plus another $5,321,230 for parking the lot. The earlier estimates for a $34,000,000 bill were cut to $32,000,000 for bonds. Race money is available for the bill.

Plans still are in the drawing board stage, and there is much talk of breaking ground shortly.

The Organized Crime bill has not cleared the Senate, and there is some question of a bill being filed by the Senate. The Senate is not expected. The issue was referred primarily to clear the way for subsequent passage of the bills by the Senate. A Senate bill was being delayed pending news of the House, and the Senate bill may die in committee if the Senate fails to pass it.
ALLENTOWN, Pa. — Lehigh County Agriculture Society's 1958 executive committee was reorganized last week with the election of Ed Leidig to his second year as general manager of the Allentown Fair. At the meeting held at the Fairgrounds Hotel, his second year at chairman of the committee.

President Frank F. Hanaman announced the appointment of the new show and grounds and concession committees, which will be responsible for booking grandstand attractions and the midway for the September 14-20 fair.

Blanket invitations will be sent to talent and midway people seeking contracts. Exact date for the submission of proposals will probably be within two weeks.

In making appointments, Hanaman named members of the executive committee as chairman of the various subcommittees. He said the executive committee members would be "vice-presidents of a rear view" under the arrangement. Previously, committee heads did not have to be board members.

The chairman of the board and executive officer of the society will act as ex-officio members of all committees. The three are Hamlam and Ben Leidig, president and secretary.

Harry D. Hertzig was named chairman of the concessions committee with Roy Minninger, last year's chairman, as his co-chairman. Other members of the committee include Robert Henry, Harry Newhard, Bert Meyers, Alvin H. Butz and William Lohrback.

The grounds and concession committee will be headed up again by William T. Murphy, re-elected member of the executive committee and managing director of the Allentown Fair. Dr. Alfred Ott, and other members are Gene Smith, Martin H. Bingle, Clarence Soppe, and Fred Smith.

Hertzig will be chairman of the auto race committee, with last year's chairman, Sam W. Taylor, 5d, re-elected as the chairman of the Allentown Fair handled the promotions for the race stand. The final day of the week's exhibitions of the dark horse was held that the top two committees will send out invitations to book Wetherbee and County Diamond, and meetings with commission and submit proposals for the fair.

Midwest Club Fems Complete Plans For Western Party

MINNEAPOLIS — The Ladies Auxiliary of the Midwest Showmen's Club has completed plans for its March 22 Party to be held in the chateau of the Hotel.

Betty Carley, ways and means committee chairman, announced (February 13) meeting that no showing up in a Western costume will be, and Mrs. Carley is also in charge of decorations and prizes for the event.

Entertainment will be provided by the Wonderland Rock and Blake OVer.

First Vice-President Vernon Winfield filled in for President Mickey Collins who is visiting Chicago friends.

It was reported that Hazel Erickson will enter University Hospital here on March 23.

Aut Swenson Inks Von Brechts for CNE

CHICAGO — Aut Swenson, owner-manager of the show, heard his name, but announced the signing of Piet von Brechts, contract act, to work with the strange animals at the Lincoln County Exhibition, Toronto. Swenson said the performer will do his turn on a thrill show automobile.

Re-Elects Tutt Prez

COLORADO SPRINGS, Colo. — W. Thayer Tutt, hotel executive, has been re-elected president of the 1958 Pike Fair or But Rodeo here. Chedly Thompson was named executive director and the Edwards will continue as business manager. Harold House is executive vice-president.

Over 40 to Attend Workshop

Continued from page 37

manager of the Arkansas Livestock Show, Little Rock; G. W. (Bill) Swenson, executive director of the State Fair, Memphis; E. Lee Carter, executive of the Southeastern Fair Association, Atlanta, Ga.; Del McCue, state events-publicity director of the Kentucky State Fair, Louisville; and Virgil Person, public-relations director of the Alabama State Fair.

The program, as planned, will be a definite one last year and executive can bring up any subject of his choosing for discussion.

Among the subjects formally scheduled for discussion are: Exhibits of all types; attractions for grandstands, buildings, grounds; special events, promotion, public relations and advertising, prices, gates and gate control; the role of the membership and the membership awards and the methods of awarding them; shifting of the changes in the calendar; the season's opening.

Other dates from other sections of the country will be present. Included among these will be Douglas Baldwin, manager of the Wisconsin State Fair, St. Paul, who earlier in his career was manager of the Alabama State Fair.

The Alabama State Fair, as usual, will provide luncheons each of the three days and special transportation to and from the fair will be available to all who participate in the workshop.
Malecs Add to Park
As City Limits Near

OMAHA—When a city moves its limits toward a private amusement park that has for years faced relatively mild county assessments, it's time for the city owner to find new uses for its extra land to meet an inevitable increase in city taxes.

That's the problem Joe Malec, president of Peony Park, Inc., who has until recently been located in Douglas County at a fair distance from Omaha's Western city limits and higher tax schedules. Last year the city moved across the street, literally, from Peony Park's main entrance.

This year Malec hopes to incorporate a new Kiddieland on his premises to jack up family trade. The park-within-a-park represents the first Disneyland-type operation in the Nebraska-Iowa area, with towers, castles, lagoons and figure from Mother Goose.

Peony Park, long considered Omaha's plush amusement center, is situated on 40 acres of enclosed and wooded land. A visitor will find a lake-side, sand-bottom swimming pool with a better-than-a-quarter of a mile of wide beaches around it.

Francis Rombu Dea

The pool, largest in the area, has a capacity of 3,000,000 gallons, spread over eight, artesian wells. It has been the park's greatest money-maker since its opening. The annual admission to the dance business in the adjacent Royal Terrace and Ballroom.

The ballroom will feature nationally known bands from time to time. But its profits (with room for 2,000 dancers) on jammed nights) in the summer have not equaled those of the park's Royal Grove, which features dancing and dining al fresco. It is also the home of the summer pops concerts of the Omaha Symphony Orchestra.

Malec has already expanded the park's picnic and outing facilities in the wooded area north of the dance palace, but the relentless westward march of the city provided him and his son, Charles (also secretary-treasurer of the corporation), to thinking about the future tax bite.

Last year Charles Malec visited Disneyland and investigated Kiddieland ventures in Oakland, Calif.; St. Louis, and Denver. He selected features of each park which he thought would go well in Peony's locale.

The younger Malec, an engineer and designer, selected five themed areas which roughly encircle the southern end of the swimming pool for the kiddieland and assigned an additional 15 acres for parking. The kiddieland, he estimated, would cost upwards of $150,000 with the park's ever-pitching in to perform much of the labor.

Kid Rides Named

The kiddieland area was cleared in January, and the Malecs hope it will be ready for a May 15 opening.

The rides, all of them new, will include an Arrow Miniature Train which will wind thru the landscape the park's total area for 1,400 feet. The train will start from a large Union Station covered platform. Arrow also will provide an auto ride of 600 feet with tunnel of 52 feet.

Other rides comprise an Allan Herschell Merry-Go-Round, Hollister and 300-foot Roller Coaster with a peak of 11 feet. A medium-size Ferris Wheel will come from San Antonio Roller Works. Miniature boats, said Charles Malec, probably will be added later for rides on the streams and lagoon.

The kiddieland area will be equipped for picnics and birthday parties, with booths of seating for the weary older generation. Large Willie, the Whales, rocket and mines, Old Woman in the Shoe and Dutch Mills will relieve the kids.

At his biggest feature, Charles Malec has thrown in a miniature continental European premier of the Ries and Hammeister musical starring Rosano Bazzi, Mirel Gavon and John Kerr. The composers, the stars of the film and other Hollywood personalities have been invited to the premiere which is scheduled for May 1.

Magno Theatre Corporation of New York is making the film available on loan and will also finance the installation of orthoscopic scanning equipment and a 39-foot-screen to replace the special wide-screen, "Fascit" will be presented three times daily thru May 24.

Glasgow, Mont., June 11--The Portland-Columbia County Fair will be held August 10 and 11 at the new fairgrounds here. John W. Newton, was elected president of the recently reorganized Calhoun County Fair Association.

The annual Waller Future Farmers of America Fat Stock Show and Rodeo will be held April 11-12. A new feature of the show this year will be the Shetland pony exhibition.

Port Lavaca, Tex., Gets New Fair Plant

PORT LAVACA, Tex.—The annual Calhoun County Fair will be held October 10 and 11 at the new fairgrounds here. John W. Newton, was elected president of the recently reorganized Calhoun County Fair Association.

Waller, Tex., Sets April Rodeo Dates

WALLER, Tex.—The annual Waller Future Farmers of America Fat Stock Show and Rodeo will be held April 11-12. A new feature of the show this year will be the Shetland pony exhibition.

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MARCH 17, 1958
THE BILLBOARD
GENERAL OUTDOOR
41

MASS BILLS ON
N. E. AGENDA

60 Legislative Measures Pending;
Tourism, Food on List of Subjects

BOSTON—A promising opportunity exists for worthwhile decisions at this year's spring meeting of the New England park operators. The New England Association of Amusement Park and Beaches has its 37th annual session scheduled for Wednesday (20) in the Parker House.

Russell G. Jones, president, points out that Massachusetts operators alone have to fight some 60 bills that can seriously affect the business if enacted. Ernest Cappe,

NEAABF legislative agent, will report on this situation.

Registration begins at 10 a.m., followed by the 12:30 luncheon, afternoon business session, cocktails at 5:35 and the banquet and entertainment. Guests are welcome and dress is informal.

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Complete Information on Page 53

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Russell G. Jones, president, points out that Massachusetts operators alone have to fight some 60 bills that can seriously affect the business if enacted. Ernest Cappe,

NEAABF legislative agent, will report on this situation.

Registration begins at 10 a.m., followed by the 12:30 luncheon, afternoon business session, cocktails at 5:35 and the banquet and entertainment. Guests are welcome and dress is informal.

YOU'LL GET . . .

GREAT READERSHIP . . .

SPRING SPECIAL

OUTDOOR AMUSEMENT DIRECTORY

Complete Information on Page 53

PORT LAVACA, Tex., gets New Fair Plant

PORT LAVACA, Tex.—The annual Calhoun County Fair will be held October 10 and 11 at the new fairgrounds here. John W. Newton, was elected president of the recently reorganized Calhoun County Fair Association.

WALLER, Tex., Sets April Rodeo Dates

WALLER, Tex.—The annual Waller Future Farmers of America Fat Stock Show and Rodeo will be held April 11-12. A new feature of the show this year will be the Shetland pony exhibition.

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Taped Voices Aid Grandstand Spec

**SOUND**

- Emphasize scope thru volume, sound depth
- Background singing, effects match setting

Taped recordings played an important role in the presentation of "Voices of the Fair," with grandstand shows produced last year by Barresi-Carruthers Theatrical Enterprises, Inc., of Chicago.

Prepared outdoors at a string of major Midwestern and Southern fairs, the medium of choice for many promoters was radio, not only because it is inexpensive, but because people are prepared to listen and do not have to compete with the noise of the crowd.

In actual operation at the fairgrounds, the orchestra leader was hooked into the public address system by means of earphones. His baton-wielding was cued to the tape and thus split second timing was exact. The orchestra was directed by Avery with a special dubbing process adopted to get the desired effects. This eight hours of tape-cutting resulted in a total of 10 minutes of sound that was actually used in "West of Avalon."

Once the voices were recorded, an expert technician was employed to edit the tape to the desired length. Many additional淡 sound effects such as the sound of drums, cowbells, and clattering were added on stage, blended their voices with those on tape. A concentration of the taped material was prepared in the (Continued on page 43)

Craftsmen Build 'Live' Band Organs

- Father-son combination retains old skills
- Tape is a bad word in their plant

"The future of band organ building is the brightest ever, providing the instruments have true character," says Louis Bachogalpi Jr., who at 53 is the third generation of a group of craftsmen who have made music in Germany about 1914. In their shop, "tapes" is a naughty four-letter word.

Mr. Bachogalpi Sr. and Louis Jr. feel that organ building can still be an art that may soon expire. They build each and every part of their instruments. Many odds and ends of number and leather are present in their shop. The elder Bachogalpi retorted to this type of construction to cut out all imports from Germany.

For Kiddie Kites

Theinanot product of the organ firm is the younger Bachogalpi, a toeing virtuoso. Band organists of some note, describes as a regular kiddie organ that is 20 inches high, 13 inches in depth and 20 inches long. The base of the organ is 80 feet around without amplification. The instrument has been amplified. The front of the special organ is about 30 feet. It is 30 feet long and 30 feet wide. The cylinder arrangement continues music without changing sounds. Powered by a quarter horse, electric motor, fan and includes the music-box-type cylinder with six tunes. Additional music is available.

The cylinder arrangement affects music continues without change.

Generator? Count K W's To Tell Needs

- Shows outgrow use of transformers
- More kilowatts per pound in new models

When a carnival or similar show grows with crowds of tourists, questions are asked by Bert Pilkington, chief engineer of the Don-Ark Company, Memphis, Tenn., for 18 years the man who has figured power needs of most shows. Is the simple process of adding up how many kilowatts of power the show is going to need to operate its various devices. Pilkington points out that the biggest draw on power sources on the average carnival is the light tower. The lights tower, gate lights, show lights, illumination for the entrance and exit, and the many bulbs on rides add up to a terrific load. A former chief engineer recalls that a Bell-Boo, for example, required 105 horsepower to operate. That translates into a need for 200 kilowatts. A Ferris Wheel may require about seven and a half kilowatts. Kiddie rides take an estimated two to four kilowatts.

Cas-Engin Rides

Add the needs of various electric-powered rides plus the pull of the (Continued on page 43)

Modern Systems Far in From 20's

- Improvement-traced over 35-year span
- Veteran operator sees more growth in future

Solar systems have come in a long way since the early 1950's when the first solar-heated swimming pool made the first appearance in the country. As a result, it is up to the sound engineer to use his ingenuity to adjust and rework the systems so they will do a serviceable job under the adverse conditions, such as weather, that the mastermind of the Ad- man plans.

Dwayne Ackerman notes that the far away, for example, they say, they are in the year 2030 when their children and grandchildren will be used to the idea that houses are the only kind that will produce methane and be used to heat your home. There are about 30 to 50 such systems, he says, which are in operation in the United States and Canada.

Dwayne Ackerman, Storm Lake, IA, operator of sound systems who toured the country on behalf of 50 fairs in the United States and Canada, said the biggest problem is that there is no specific equipment designed for the outdoors. As a result, it is up to the sound engineer to use his ingenuity to adjust and rework the systems so they will do a serviceable job under the adverse conditions, such as weather, that the mastermind of the Ad- man plans.

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Generators? Count the KW's

SPECIAL
Sound, Music, Light, Power SECTION

Tower Needs

Color Beams for Ballyhoo

Generators

of lighting and decorative needs and you arrive at the basic power needed. For an average size railroad show of a few seasons ago, this represented a total need of 900 kilowatts. This was supplied by a set of four 250-kilowatt plants. Of course, many rides, including a high proportion of those run by independent ride operators, are operated by gasoline engines because they do not require power from the show's system for lighting.

These, however, normally hook into the show system for their electric needs, such as ride lights and record players. Pilkington, along with Frank Youngs, of the firm, point out that the number of shows still relying on transformers must be small. With transformers, ride operators, locally, and a firm stand by their ease and security. The savings in weight brings savings in transport costs among other ways.

Modern Systems

The switch-over probably should come to most shows when they come to need from 60 to 70 kilowatts. It is as high as 100 kilowatts for some outfits. After that, it is a matter of convenience of the more economical way is to generate one's own power.

For example, Pilkington states that a 60-kilowatt plant of a few years ago weighed 4,600 pounds for generator and engine combined. Today a 100-kilowatt system weighs that same 4,500 pounds. The improvements are traceable to use of lighter materials, but also they are more efficient because of higher speeds and horsepower. The savings in weight brings savings in transport costs among other ways.

The coming, the veteran sound system operator is quick to point out that the industry has made vast strides in less than 20 years. The use of microphones in those days were rude and a lot of them, had trumpet horns and they used primarily for announcements. They were not very effective in reproducing singing or music to the people in mind. Today they are compact, have between 20 and 26 microphones can be used with mixers and thus the use of boosting mixers to string longer lines with no loss of reproduction quality.

Today's pencil-type microphones, with their wide pick-up angle, are very effective in reproducing singing or music to the people in mind. Today's pencil-type microphones, with their wide pick-up angle, are very effective in reproducing singing or music to the people in mind. Today's pencil-type microphones, with their wide pick-up angle, are very effective in reproducing singing or music to the people in mind.

Despite the shortcomings, the advance in the science of sound has made great strides and the future will bring more, Ackerman predicts.

MUSIC AND LIGHT AT THEIR BEST

THE CARROUSEL BAND ORGAN

Here is a truly fine piece of sturdy equipment that will last you many, many years. The Carousel features a continuous tape player and record player with the latest developments in Hammond Organ music. Our library of music on tape runs a full 24 hours. The Carousel also contains a 70-watt amplifier, sufficient power to cover entire Park or Fairgrounds. Additional speakers are also available.

$760.00 Complete

SATELLITE STARBURST

Here's flash that will make your attraction, show or concession the talk of the midway. The Satellite Starburst is available with 24 to 76 brilliant flashing lights in white or color.Type extension 14" to 48". Very low-cost maintenance. Priced from...

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PUBLICITY SEARCHLIGHT CO., 35 West 32nd Street, New York, N. Y.
THE FINAL CURTAIN

Carnival Routes

BIRTHS

RIVERA—Lawrence T., 64, have a straightstrung and quartet singer, who for many years owned the Cos-Sun and Joe Spiegler circuits with various tabled venues, March 6 at his home in Covington, Ky. His last engagement was with Hesler's "Downtown Limited" Company. He retired from the road in 13 years ago to settle in Cincinnati. Survived by his wife, Margaret, and a stepson, Larry, and will attend the Services March 10, with interment in Tepeh, O.,

BERNBERG—Karl, 78, senior director of the Austrian Circus Berenberg, January 14 in Vienna.

BIRTHS

BENTLEY—Twins, daughters of B., and Dan-

na Bentley to Mr. and Mrs. Charles Bentley at Shelbyburg, In., February 21. Parents are with the Kelly-Miller circus. Mother is the former Shirl Landrum, of the family which formerly had the Self-Sterling Shows.

FIELDS—A son, March 7 to Sally and Mailie Fields, pitch folks.

HOUHEL—A daughter to Mr. and Mrs. Richard Houhel, February 23 in Indianapolis. Mrs. Houhel is the daughter of Mrs. Ruby Gaze of Royal American Shows.

Miscellaneous

Greene, Dr. Moton, Hypnotist: Allegan, Mich.
Morse, Joseph, Black Hills Passion Play: Lake Wales, Fl., April 6.
O'Dea, Palace Car: Bed-

ford, Ind., 17-28; Palis, Eng.

Peek, Super 32-52; Petrortion, 29-23.

Cook, Gilded Cage: Rockford, Ill., 19-24; Minneapolis, Minn., April 2-50.

ICE SHOWS

Holiday on ice of 1926: Birmingham, Ala., 19-20; Miami, Fl., 24-37; Tampa March 31- April 19.

Ice Capades, 17th Edition: Win-

ton-Salem, N. C., 18-23; Evans,

And, Kansas City, Mo., April 9-13.


LEGGITIMATE SHOWS

Name Crawshaw Promotion. Mgr. Of B. C. Park

VANCOUVER, B. C.—Gerry Crawshaw, manager of Royal Canadian Shows for the past sev-

eral years, has been appointed promotion manager of Burrard Amusements Ltd., Burrard is the largest amusement firm in the west and is the main amusement area on the west coast.

Construction of a Skooter build-

ing will be completed by March 31. The park will be

Vancouver, B. C., February 28. The Foun-

center entertainment feature. It will have a 40-foot

building, standing a standard stage.

Two stages will be built, one a bungalow, Round-Up, Phantom, Super C K., and one for riding.

A new bungalow, an Italian-Swiss feature. It will have a 40-foot

The Canadian Stage Company, with its permanent home in the new B. C. Park, will take the place of Haypiland which was torn down.

Dick Crawford, former assistant manager of Royal Canadian shows, will take over his brother's duties with the show. Opening is scheduled for early May.
Detroit Edgewater Cuts Ride Prices

DETROIT — Reduction in ride prices will be a major promotional feature at Edgewater Park this season. The basic 25 cents generally charged for major rides during the past several years will be dropped to 20 and 15 cents on various rides, with the Whip and Tumbler Bag cut to a dime.

The two units are expected to build large volume patronage and bring additional business to the park.

The park management has experimented quite a bit in the past season and previously with ride-price factors, and is making the present move as the result of serious study. Typical was the highly successful type of promotion last year thru business and industrial firms who offered their patrons strips of five free ride tickets. These were widely distributed thru various firms and were responsible for much additional park patronage and gross business as well.

In another area, the park tried bargain rates for Saturday matinees for youngsters and was able to build afternoon business into figures as good as those for Saturday nights. The essential policies were a 1-cent admission on the kiddie rides and a dime on all major rides.

Based on this experience and study of ride admission policies, Milton Wagner, park vice-president, said that the reduced price policy for the season is expected to meet the present critical business conditions in this area for the season.

"We are looking forward to a year as good as or better than last year, because of the strong promotional program. We know employement is away down, and we are endeavoring to overcome this by promotion.

Other aspects of park promotion will be utilized as well. Details are not readily for disclosure, but Edgewater is planning to be in a very strong position to out compete the Western type television stars for personal appearances.

An exceptionally heavy program of refurbishing the park to give it a height, new look is nearing completion. Two major new rides will be installed, including a Roto-Jet and a Flying Dragon.

Opening day for Edgewater Park is tentatively set for Easter Monday, the 21st, unless extreme weather conditions dictate otherwise. This will be an early opening, but the park is scheduled to stay open for the full week, and weekends only, once the gates are unlocked.


denver Spot Quick on Draw For Publicity

DENVER — The still incomplete, unopened amusement park, Magic Mountain, caught publicity with a Western gun-shooting duel between two of the fastest guns alive.

Magic Mountain, a Western theme park, is slated to open early this summer. The big gun-slaying build-up is completed, the stockade is finished, and the main street of Magic Mountain Town is nearly finished. It was along this street that Kino Hahnam, star of the TV series, "20 Men," matched his drawing speed and skill against gunman Sam Fuchs, who claims the world's record at drawing a six-shooter. The two men met at high noon along the main street of the.

(Continued on page 97)

SPORT CARS

FOR "GROWING" KIDDIELANDS

A BETTER BIG RIDE

THIRD RAIL

ELECTRIC DRIVEN

WILL FIT ANY SPACE

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50x100 ft. Can be used stationary in Amusement Park or portable on Control.

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24 Ghibi Tables, complete, used 4 seasons, excellent condition.

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For 1958 Season at Pennsylvania Beach, Rides, Games and Concessions.

Seasonal Operators, write.

SANTA ROSA ISLAND AUTHORITY

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FOR SALE

Arrow Scenic Railway — Regina, Ont., Canada. About 1 mile of track, all steel, in excellent condition, has been sold to W. H. Smith, operator. Alex Smith, Manager.

JACOB PYDR

1956 Pennsylvania Ave., Washington, D.C.

ROLLER RUMBLEMENTS

Long-Distance Races Returning to Detroit

DETROIT — Big time long-distance skating will be back to Motor City tomorrow, when the annual Skiing Championships, in conjunction with the Detroit Arena on Saturday, at the Roller Skating Arena Club, with two long-distance races, will be a reality.

The races will be run on 100 yards, and the 20 men, two teams, "two men skiing, and one "skate," according to Martin, "with the hope that this will make the indoor with not only a real test of endurance, but also a test of skill and teamwork.

Trophies will be awarded to the first three teams across the finish line, and medals to the next three teams.

The second event will be a four-mile road race, with a trophy for the first team and medals for the next three teams.

It is planned this year to give the 1957 Michigan State Roller Skating Association and the two-month long marathon, a month of advertising time, the world of racing, and will be on the radio, and will be broadcast on satellite stations.

The tournament will get under way at 9 a.m. and continue to 3 p.m. Another event will start at 4 p.m. It will be a single elimination tournament, with the champion ship final and consolation rounds to receive trophies. Admission will be free to the public.

William Davis, owner of the Rink Doctor, is offering free to the public. Main purpose of the services.

Cerbinis Set Jersey Rides

NEW YORK — Two rides are going into Storyland in Neptune, N.J., and one of them belongs to Cerbini's, which will be in conjunction with the Jersey Gardens E. M. Leese, Cerbini, in partnership with his father Frank, has invested $50,000 in the park, and with a No. 12 Big Eli Wheel, it is reported.

Other Cerbini's ride businesses are brothers Phil, Dominick, and Tom, and Tom, and Tom, and Tom. In the Jersey Gardens, there is Fred's Roto- Jeter, and a Hat Stunt car, and a Paragon Car, and a No. 12 Wheel at Paragon Park, Neptune, N.J., and a No. 18 Wheel at Riverdale Park, Galloway, N.J.
Rainfall Cuts Into De Land, Fla., Gate

DE LAND, Fla.—Rain at intervals cut the Volusia County Fair attendance for the March 3-8 running. Exact figures are not available, but the fair was slightly ahead ahead of last year's gate.

For the third year, the National G. A. A. was used for commercial exhibits. Livestock and poultry were housed in tents. Lack of accommodation at the arena made it difficult to control gate crediting, and directors of the fair intend to remedy this situation in future years.

The association has a modest surplus in the treasury and a plan is to lay down a permanent farmground site. Our location meets the need between De Land and Daytona Beach and southern is the possibility of running the fair, being dictated by the beauty, climate, might be desirable.
Betty Show Maps Hudson Strategy, Moves Next Week

Books Emmett Kelly, Konyot, Cucciola, Berosini, Joannides

DE LA, FLA.—Clode Beard, the circus which will pull out of the ring today and lay up for 10 weeks, is to have a Hudson strategy, according to the information received here.

The show will make its first stop in New York, where a large crowd is expected to attend the opening. The Hudson River will be the southern terminus of the tour, and the show will then make its way northward to Buffalo, Rochester, and other points in the upper part of the state.

The show will then proceed to the northwestern part of the state, where it will spend several weeks, and then return to the southern part of the state, where it will again spend several weeks before making its way back to New York.

The show will then proceed to the southern part of the state, where it will spend several weeks, and then return to the northern part of the state, where it will again spend several weeks before making its way back to New York.

The show will then proceed to the western part of the state, where it will spend several weeks, and then return to the eastern part of the state, where it will again spend several weeks before making its way back to New York.

The show will then proceed to the northern part of the state, where it will spend several weeks, and then return to the southern part of the state, where it will again spend several weeks before making its way back to New York.

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**CIRCUS HALL OF FAME OFFICIAL NOMINATION BALLOT**

**NOMINATE YOUR FAVORITE CIRCUS PERFORMER FOR THE CIRCUS HALL OF FAME!**

Eligibility for the CIRCUS HALL OF FAME AWARD is based on the performance of the candidate in the circus or allied entertainment field. Nominees must be deceased or permanently retired from the entertainment field for a period of at least five years.

**NOMINATE IN ANY or AS MANY CLASSIFICATIONS as you desire.**

- Director
- Clown - Performing
- Clown - Producing
- Elephant Trainer
- Equestrian
- Equitainer
- Equitainer, Clown
- Flying Trapeze Artist
- Flying Trapeze Artist Clown
- Flying Trapeze Artist Equitainer
- Flying Trapeze Artist, Clown, Equitainer
- Flying Trapeze Artist, Clown, Equitainer, Ringmaster
- Flying Trapeze Artist, Clown, Equitainer, Ringmaster, Trainer
- Flying Trapeze Artist, Clown, Equitainer, Ringmaster, Trainer, Producer
- Flying Trapeze Artist, Clown, Equitainer, Ringmaster, Trainer, Producer, Director
- Flying Trapeze Artist, Clown, Equitainer, Ringmaster, Trainer, Producer, Director, Producer

The National Hall of Fame Award Committee will determine the eligibility of nominees and classifications and its decision shall be final. The Award Committee reserves the right to withhold any classification provided insufficient nominations are received in that classification.

Appropriately inscribed plaques and scrolls will be given to allooters and the Circus Hall of Fame, Sarasota, Florida, will permanently honor those selected.

Public announcement of Awarders will be made as soon as practicable. Mail all ballots to:

**NATIONAL CIRCUS HALL OF FAME COMMITTEE, Post Office Box #1072, Sarasota, Florida.**

Ballots MUST be postmarked before Midnight, March 25, 1958.
CARNIVALS

THE BILLBOARD
Communications to 188 W. Randolph St., Chicago 1, Ill.
MARCH 17, 1958

CRAFTS EXPANDS ARIZONA SPRING ROUTE

NORTH HOLLYWOOD, Calif.—Crafts Exposition Shows has expanded its spring route of stands in Arizona so well that it plans a total of six weeks in that state. Three more than last year, Rogers, according to Craft Chairman Peter Mackay, have been reserved here in winter quarters.

The show will kick off its 12th season at 7 P.M. March 19 at Maricopa County Fair, Mesa. This will be followed by one-week stands in Glendale, Buckeye, Tempe, Apache and Yuma. Mesa, Ajao and Yuma are repeats, Rogers, who is handling all the spring route, following the Yuma fair, the show will head north for its usual locative route of California dates.

Since 1927, Harry Ballard, crafts superintendent, is busy on the big tour. Other staff include Mark Do- man, Crafts Exposition Shows' three-year agent. Such promotions have been under the aegis of Larry Forrest, No. 2 assistant. Longtime crafts assistant manager, and O. N. Crafts, president.

The show will received a total of 29 major and 13 kid shows and 5 rides, according to Rogers.

Enright in Hospital for Major Surgery

COLUMBUS, O.—John F. Enright, veteran unit manager for the Columbus Department Store, is in Columbus General Hospital here recovering from a successful operation and complete recovery.

DENTON SETS 18 WEEKS AT CANADA FAIRS, RODEOS

SEVIERVILLE, Tenn.—Johnny J. Denton’s Gold Medal Shows will head into Canada this season for the first time since playing the B C Circuit of fairs three years ago. Denton said the show will play 10 weeks dropping camps in the winter yard.

Dave E. Fineman is back as manager of the show, and Charles (Chuck) Map1 will have several units on the front end. The Show will carry about eight rides of major size, six kids rides and five minis.

Canada ought to be reached in mid-June, Denton said. Opening is set for Fort Saskatchewan, and several weeks are booked around Los Angeles. Season's end is September 15, after a route of 18 three-day fairs and annual rodeos in Western Canada. Denton's frontiersman attraction is in its second season of operation, route the fun mount tents in Galatru. Offered are Indian pony rides, old-time saloons and labor shop, and other such concessions.

Jostvedt Park in Bismarck, V. Da, is the only stop on the major list. Jostvedt was awarded the Bismarck, N. D. show for the season following expiration of its lease contract, C. B. (Jack) Johnson, fair president and general manager, announced.

The contract expired shortly after the fair closed its annual 17-day run last September.

With its last year operated it will head 21 rides along with the equipment in what is designated as a Kiddieland, and two sides in the second of the two tempo areas.

Allenbaugh told The Billboard that the provisions for the operation of a summer park would be up to the discretion of the board of directors, a action had yet been taken in the matter.

FLORIDA SPOTTY FOR BLUE GRASS

EUSTIS, Fla.—Blue Grass Shows was here last week at the Lake County Fair and Florida Show after a tour of Florida fairs that was inclined to be apathy.

Show opened the 101st Virginia County Fair, De Land, Fla, where rain cut into attendance. The show was based in the show but was hit by cold weather with a high of 44 degrees. C. C. (Specta) Crosbrough, owner, had 10 major and six kids rides at De Land, along with eight shows and 45 sides.

From here the show moves to Sarasota and then heads for the Owenton, Ky., winter base to make ready for its Northern tour of celebrations and fairs.

Selma, Ala., Stretches Marks-Manning Route

MIAMI—An 11th week of fairs started the Marks-Manning midway last week with the addition of George’s Volunteer and the season into late October and get the season going. George’s volunteer rides from its previously announced final fair, Athens, Ga.

The Boss Manning Shows will debut the following year, with a new feature of the Marks & Manning Combine Shows.

S. Tommy Carson returns a business manager, Manning said with Murray Lovett, concession manager; Norman Wilkiss, ride supervisor; and Carl Seversen, transportation manager.

TOUGH TIMES

Loos Recalls Hand-Powered Jenny Days

LAREDO, Tex.—J. Georg Loo, veteran owner of Great Union Shows, said the map was bearing his name, took time out recently to recall the hand-powered Jenny days when he operated a map-merry Go-Round.

The story, which appeared in the South Texas Citizen recalled a day in Austin, Tex., when the Loos midway organization, which had a hand-powered Jenny, was clocked in the rain and mud and it was necessary for the operator to due to the inability to pay a 25 bill.

The skies cleared, and a crowd of several dozen college students converged on the midway and then heading for the Jenny. Fewer than with the first week in business, Loos quickly gathered all his riders. They got inside the ride grabbed a supporting brace and moved it around by manpower.

Loos described the hand-powered Jenny as "the best I ever had in my life.

Page Unit Opens Season With New Name

SPRINGFIELD, Tenn. — The No. 2 unit of Page Bros. Shows ticked out of winter quarters but moved it around by manpower.

The show, which carries minor and major and three kids rides plus four pony rides, opened its season last week for its opening on March 15 in Mississippi. The show is owned by the Page unit, which will carry the letter C in its public announcements.

Included are concession manager, Carl Seversen, transportation manager, and William H., eight rides, 100 horses, and 100 additional concessions.

The show, which carried four minor and three kids rides plus four pony rides, opened its season last week for its opening on March 15 in Mississippi. The show is owned by the Page unit, which will carry the letter C in its public announcements.

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ATTENTION, EASTERN AND SOUTHERN SHOWMEN
Special Consideration Given to Top Flight Shows
for NATIONAL ORANGE SHOW
San Bernardino, Calif., April 10-20, Inc.
Can Also Book Strictly Legitimate Concessions.
Wanted to Buy—SCRAMBLER WIRE—WRITE—PHONE
FRANK W. BABCOCK UNITED SHOWS
Baltimore Hotel, 501 South Los Angeles St., Telephone 5941 Los Angeles, California

WEST COAST SHOWS
General Offices: 240 Jones Street, San Francisco 2, California.
1958 SEASON OPENING APRIL 14:
#1 Show opens Merced—#2 Show opens Bakersfield (lot lays out Sunday, April 13).
HELP
JAMES H. DREW SHOWS
Opening early in April. Spring routes includes Tri-State Fair, Middlebury, Ky., West Virginia Strawberry Festival and many other special events. Followed by Spring Fair—North and South.

FRANK W. BABCOCK UNITED SHOWS
WEST COAST SHOWS
Baltimore Hotel, 501 South Los Angeles St., Telephone 5941 Los Angeles, California

MEGHTY INTERSTATE SHOWS
LAST CALL
OPENING MARCH 15 DOWNTOWN WARREN ROOMS, OMA, NEW LOCATION, GROSS METHOD, EXCLUSIVELY FOR OUT-OF-TOWN CLUBS.
#1 BY A ROUTE OF CHOICE STILL DATES DOWNTOWN LOCATIONS UNDER STRONG MANAGEMENT, SIX SHOWS FAMILY TIME.
WINTER QUARTERS NOW OPEN ON FAIR GROUNDS, MADISON, CA. Will place area
experienced Rides Help, with Truck Deliveries given preference. Send Furnace jobens open
due to DISAPPEARANCE of our present Rides and Equipment. Apply to
FRANK W. BABCOCK, UNITED SHOWS

JAMES H. DREW SHOWS
Phone 3-190

FOR SALE AND GRIGGS
WANT FOR SIX CHOICE STILL DAYS, INCLUDING ANNISTON, ALA. SOLDIERS' PAY DAY AND 100 YEAR CELEBRATION ON STREETS.
SHOWS: Girl Show, must have sixty-foot front or more; Side Show, Grind Show. Box, Complete, No Buyer or Seller Given. All BLEEGER HOMES, Monroe, N. La. Visit offices. Best Campbell, Brother, Frinich, legitimate Concessions. Will book one Hill Camp and one Pull-Ever-Ever.

REED AND GRIGGS
FOR SALE

CARNIVAL WANTED
Carnival, Side Show, Jungle and Spook Show. Two Girls in late Feb. for all sessions.

CARNIVAL WANTED
Carnival, Side Show, theme and Spook Show. Two Girls in late Feb. for all sessions.

FRIEDRICH WARTES & SON
5112 Ashton St., San Francisco 4-1240

WANTED
Kiddie Rides for Summer Season. Address: J. PILE 613 Pennsylvania Ave., Washington, D.C.

MIGHTY INTERSTATE SHOWS
LAST CALL
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5112 Ashton St., San Francisco 4-1240

WANTED
Kiddie Rides for Summer Season. Address: J. PILE 613 Pennsylvania Ave., Washington, D.C.
INCREASED DISTRIBUTION

We certainly want to make sure that EVERY BUYER in the Outdoor Field gets a copy of this Big Special Issue and Directory, so we are increasing our print order of it by

11,000 EXTRA COPIES

What’s more, our Circulation Department is conducting a 100,000-piece subscription campaign publicizing the importance and timeliness of this Issue.

THIS IS YOUR OPPORTUNITY TO GET A LION’S SHARE OF THE 1958 BUSINESS, BECAUSE...

EQUIPMENT of all types, such as Rides, Concessions, Trailers, Arcade Games, Shooting Gallery equipment and supplies, etc., will be in bigger demand than ever.

FOOD & DRINK SUPPLIES and EQUIPMENT will be needed in greater abundance in 1958 than in any previous year.

ACTS AND ATTRACTIONS with powerful drawing ability are in bigger demand than ever before and will be sought after even more as we approach the opening of the Season.

MERCHANDISE, NOVELTY, SOUVENIRS, GIFT and PITCH ITEMS will all be in tremendous demand this year by Concessionaires, Pitchmen, Salesmen, Airgunners, Demonstrators coming to the ever-growing things attending Outdoor events and places of amusement. Make sure you get one of these issues even if you have to order before he begins stocking up for the opening of the 1958 season.

SEPARATE SUPPLEMENT

GREATER READERSHIP

SPECIAL 3-COLOR ENAMEL COVER

LARGER DISTRIBUTION

TIMED PERFECTLY

The greater amount of Editorial and Advertising that must be handled for this big Special Directory will force us to close forms earlier than usual, so

DON’T DELAY...ACT TODAY!

Make sure complete copy instructions reach us by...

WEDNESDAY, MARCH 26

Cincinnati 22, Ohio
2160 Patterson St.
Dunbar 1-6450

St. Louis 1, Mo.
812 Olive St.
Chestnut 1-0443

New York 36, N. Y.
1564 Broadway
Plaza 7-2600

Hollywood 28, Calif.
1520 N. Gower
Hollywood 5-5911

Chicago, Ill.
186 W. Randolph St.
Central 6-0818

MARCH 17, 1958
THE BILLBOARD
CARNIVALS 53

---which will again be a Big, separate supplement devoted exclusively to all phases of the Outdoor Amusement Industry enclosed within an eye-catching 3-color enamel cover.

...and featuring these important lists

- First publication of the 1958 Fair Dates * Amusement Parks
- Ride Dates for 1958 * Ice Shows * Circus Events * Circuses
- Carnival Ball Roll * Air Face Trucks * Baseball Parks
- Outdoor Structure, and many others.

PLUS SPECIAL FEATURES ON...

- Ride Survey - The Riffe Range - Food & Drink Concession Equipment and Supplies - Insurance - Show Structures - Trailers - Tent Building and Bunting, and others.

"-6450
THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in 5 pt. caps, balance in regular 5 pt. upper and lower case.
RATE: 20¢ a word, minimum $4.
CASH WITH COPY.

TALENT AT LIBERTY ADVERTISEMENTS
Set in usual want-ad style, one paragraph, no display. First line in 5 pt. caps, balance in regular 5 pt. upper and lower case.
RATE: 5¢ a word, minimum $1.
CASH WITH COPY.

IMPORTANT: In determining cost, be sure to check your name and address. When using a Box Number, c/o of The Billboard, allow six words for address and include additional 25¢ 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 2160 PATTERSON ST., CINCINNATI 22, OHIO

SUPPLY SOURCES DISTRIBUTORS
Get the "ORIGINAL" BLUE BOOK DIRECTORY of all manufacturers and jobbers in the industry. The only complete listing in the business. Contains prices up to 100 cents. "NEW PRODUCTS" and "PRODUCT INVENTORIES" listed. For only 25¢.


FORMS for your personal use. Only 1 cent each.

Carnival Tickets, Boxed.
Gold Rolls, Triplex.
Business Cards, 180 to 200 card stock, 20¢.
Many more issues available.

EARRINGS - ASIAN STONES and Precious Metals.
FOURMAID, all morning and evening.

FORMS for your personal use. Only 1 cent each.

EARRINGS - ASIAN STONES and Precious Metals.
FOURMAID, all morning and evening.

FAMILY HER CLOSEOUT
Amber, Gold, Silver jewelry.
BOOKS, FLOWERS, CANDLES.

AMBER, GOLD, SILVER jewelry.
BOOKS, FLOWERS, CANDLES.

AMERICAN MUSICAL FURNITURE, Inc.
1646 W. 83rd St., Chicago 20.

AMERICAN MUSIC, INC.
184 South 1st St., Minneapolis 3, Minn.

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MARCH 17, 1958

THE BILLBOARD

CLASSIFIED SECTION

Miscellaneous

BINGO SUPPLIES OF ALL KINDS—CONVENTIONAL AND COLONIAL—CABARET SUPPLIES. Booking Club for Sale, Delaware, Ohio. Phone: 7-1935

PAINTED FRIDGES, TYPE CASES, CASED TYPE, AND TYPECASES. For Sale, 1620 N. 30th St., Omaha, Neb.

SAYE TIME—USE A RUBBER STAMP. Write for price and address. 1534 N. Wells St., Milwaukee, Wis.

$240 PER WEEK—Open to the Public. AMERICAN CARNIVAL, 34-26, 30 and 20 feet machines. Rate per Size $240.00. Write for information. 5112 20th Ave., Chicago, III.

ANYONE CAN SELL, FAMOUS ROUSER, 24x36" for home show. Features movies, comics, etc. Address, 123 Elm St., Anytown, New York 17, N.Y.

HOT WATER HEATERS. For Sale, 201 North Sycamore, Cleveland, Ohio. Phone: 20-2-17.

GOLD MINE OP 300 MONTANA MINES. Information, 109 E. 223rd, Chicago, III.

OVER $5,000 IN COMMISSIONS was received by each of 5 Part Timers in 1957. You can now sell Mutual Funds and P.I.C. Plans for Washington Fund without giving up regular job. Phone for appointment with world's largest firm specializing in Mutual Funds. 1-2-3-4-5, New York, N.Y.

FIRST INVESTORS CORPORATION 1472 Ewy 42 at S. Y.C., Salt Lake City, Utah.

SAT-A-LITE SALES MEN Wanted to sell Satellite Outdoor Lights, ponders, etc. Call us up and consult about this very good opportunity. Write for details.

MIDWEST SALES CO. 2 Park Place Lockport, Texas.

Here's a Handy Order Form for Preparing Your Classified Ad

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   a. Acts, Songs, Paragraphs
   b. Agents and Distributors
   c. Animals, Birds, Pets
   d. Business Opportunities
   e. Cars, Car Parts
   f. Collectors, Musical Instruments
   g. Comics, Cartoons
   h. Complete Sets—Secondhand Goods
   i. Coffee Machines, Carousels
   j. Costumes, Uniforms, Wadesticks
   k. Food and Drink Concession Concessions
   l. Footwear
   m. Furniture
   n. Garden—Secondhand Goods
   o. Talent at Liberty—Headings
   p. M. P. Operations
   q. Bands and Orchestras
   r. Circus or Carnivals
   s. Comic Artists
   t. Miscellaneous

3. Indicate below the type of ad you wish:
   a. REGULAR CLASSIFIED AD—$0.20 per line. Minimum $4
   b. DISPLAY CLASSIFIED AD—$1 per line. Minimum $4
   c. AT LIBERTY—5¢ a word. Minimum $1

4. Classified Ad must be paid for in advance.

The Billboard, 1160 Patterson St., Cincinnati 22, Ohio

Name ____________________________
Address ___________________________
City ____________________________ State _______

**Letter List**

CLASSIFIED

PAGE 53

MR. JOHNSON, The Billboard, 1160 Patterson St., Cincinnati 22, Ohio

**Mail on Hand at**

**New York Office**
1544 Broadway
New York 36, N. Y.

H. S. Gordon, Vice President

**Mail on Hand at**

**Chicago Office**
188 W. Randolph St.
Chicago 1, III.

C. L. Brown, Manager

**Mail on Hand at**

**St. Louis Office**
350 Arcade Bldg.
St. Louis 1, Mo.

W. L. Reynolds, Manager

**Mail on Hand at**

**Los Angeles**
620 Wilshire Blvd.
Los Angeles 4, Calif.

R. B. Bixler, Manager

**Mail on Hand at**

**New York**
2 West 45th Street
New York 36, N. Y.

S. N. L. Millegan, Manager

**Mail on Hand at**

**Boston**
111 Huntington Ave.
Boston 15, Mass.

M. A. Vehrs, Manager

**Mail on Hand at**

**San Francisco**
150 Post Street
San Francisco 8, Calif.

E. W. Moore, Manager

**Mail on Hand at**

**Detroit**
150 Griswold St.
Detroit 22, Mich.

D. E. Barnette, Manager

**Mail on Hand at**

**Philadelphia**
124 North Broad St.
Philadelphia 7, Pa.

O. L. Tatum, Manager

**Mail on Hand at**

**Atlanta**
416 Peachtree St., N. E.
Atlanta 4, Ga.

R. J. Yelton, Manager

**Mail on Hand at**

**Dallas**
1717 Broadway
Dallas 19, Tex.

J. M. Black, Manager

**Mail on Hand at**

**Chicago**
815 S. Michigan Ave.
Chicago 5, Ill.

E. A. Lipscomb, Manager

**Mail on Hand at**

**Los Angeles**
152 N. Main St.
Los Angeles 12, Calif.

J. H. Darlington, Manager

**Mail on Hand at**

**Chicago**
21 W. Erie St.
Chicago 6, Ill.

L. A. Sharp, Manager

**Mail on Hand at**

**Los Angeles**
1222 Wilshire Blvd.
Los Angeles 2, Calif.

R. L. Locke, Manager

**Mail on Hand at**

**Chicago**
21 W. Erie St.
Chicago 6, Ill.

K. D. S. King, Manager

**Mail on Hand at**

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Los Angeles 2, Calif.

R. L. Locke, Manager

**Mail on Hand at**

**Chicago**
21 W. Erie St.
YOU CAN'T MAKE REAL MONEY UNLESS YOU TRY
LOOK AT THESE HOT SELLING ITEMS AND THEN ORDER

- 25% Kitchen Yarn in attractive, well-priced colors
- Sewing Machines in current styles
- 35% Off New Tissue Paper in attractive, well-priced colors
- 40% Off Perfume in attractive, well-priced colors
- 50% Off Lingerie in attractive, well-priced colors

WANTED! 25% Off New Tissue Paper in attractive, well-priced colors

- 25% Kitchen Yarn in attractive, well-priced colors
- 35% Off New Tissue Paper in attractive, well-priced colors
- 40% Off Perfume in attractive, well-priced colors

PRICE TO SELL at Terrific Profits! While supply lasts!

Men's New Style WATCHES... Ladies' Smart WATCHES..."
Babcock Suit

- Continued from page 37

days in which to appeal. He added that the suit is technically one in equity and in which the supreme Court of the United States has the last word. This court, he explained, can assign the case to sit without immediate one.

Babcock's action followed the awarding of the midway contract to the combination of the three shows for $32,500 against his bid of $117,500. Babcock claimed in his original complaint that he had information that the shows named in the contract to pay a total of $108,500 for the gateway concession in the event he did not enter a bid. The original contends that the charging conspiracy to restrict competition also claimed the award of the Maine State Fair & Exposition, against which action was withdrawn last August when the local Superior Court ruled the billing was ambiguous and that the State Fair was a part of the alleged conspiracy.

Edmonton Maps

- Continued from page 37

is one for year-round use by 4-H Clubs and the younger members of the city.

The hard surface program will include the midway area.

Cost of the Manufacturers' build-

is expected to be between $500,000 and $700,000. It will have an artificial ice rink for hockey, facilities for a six-sheet curling rink and accommodation for 3,000 spectators.

The race horse stable area will be kept public accessible by the horse so the racing strip will be widened by about 10 feet and the lanes will be made more gradual. Eventually, the par-.nitement set-up will be expanded.

Hall of Fame

- Continued from page 49

Hall's awards committee will then make final selections for these yearly awards that are separate from the permanent Hall of Fame citation.

Sullivan said tabulations will be completed by April 4. The Award Committee will complete its work by April 30, with final results being tabulations and committee to the Hall of Fame. Shortly after that date the results will be made known, Sullivan said.

This building brings to a climax the tradition of the Circle Park of the Circle Hall of Fame that has been in the planning stages since the town's annual entertainment season was opened here some years ago.

All readers of the permanent hall are eligible to cast today's ballots. The Circle Hall of Fame indicated it was expecting to receive a large number of nominations from both circus troupes and circus fans.

WHILE THEY LAST-

SUMMER SALE-

THE CERAMIC ELEPHANT-

FREE 30¢ POSTAGE STAMP

WHEN YOU PURCHASE 5 POSTAGE STAMPS.

3" ELEPHANT $1.50

4" ELEPHANT $3.50

5" ELEPHANT $6.50

10" ELEPHANT $12.50

12" ELEPHANT $15.50

ACME TOY & NOC COMPANY
148 W. WHITING N. DAK.

MERCHANDISE

PREMIUM +

GIFT + SOUVENIRS

PRIZE + NOVELTY-PICTURE

MERCHANDISE, ETC.

G. M. GELLMAN 

BROTHERS

171 W. FOURTH ST. MINNEAPOLIS MINN.
**PIPED FOR PITCHMEN**

Continued from page 56

**DIRECT IMPORTERS OF**

MEXICAN Purses • Wallets • LEATHER Novelties • MEXICAN RINGS
• HAND-PAINTED SKIRTS • WOOL JACKETS • ZARAPES • FEATHER DUSTER PICTURES • MARACAS
• STRAW HATS • TOOLING DEPARTMENTS • MEXICAN KNOVES • CIGARETTE PENS • EMBROIDERED CARVED BANGLES • HAND-TOOLED SHOES • EMBROIDERED BLOUSES • MEXICAN EARRINGS • MUSICAL INSTRUMENTS.

Write for catalog. E. O. EDWARDS DORSEY & SONS IMPORT CO. 3817 S. Vincennes Ave., Chicago 30, Illinois

WHALE OF A BUY

75c

EACH

ONE PIECE PLASTIC HANDLES
Glass Red and Black

Matt-color screen ware • Authentic Reproductions • Reproductions in bulk sold. 25% off

Dent.#1

C.O.D. 7-8
days. Chicago

COOK BROS.

1023 W. 2nd Ave.

Chicago, Ill.

I SENSATIONAL PROFITS!

No. 185

Full of Life

Bull BillABilly

$3.50

$36.00

Providencia Ring Company

35 West Street, Providence, R.I.

Alabama

Huntington - Huntington House Show. April 18-21, Hilton House, 114 Newbury St., Boston. 4 days.

Huntsman

March 20-25, Bayside, Long Island, N.Y.

Arkansas

Port Smith - (Trinity House Show) March 30-31, 47th Street, New York City, N.Y.

California

Shakertown - Be Superb! June 30-July 1, Bayside, Long Island, N.Y.

San Francisco - (Trans-Pacific April) April 10-16, 5th Avenue, New York City, N.Y.

Oakland - (Coliseum Show & Old Crafts) April 24-25, 5th Avenue, New York City, N.Y.

Bakersfield - (Coliseum Show & Old Crafts) May 8-9, 5th Avenue, New York City, N.Y.

Missouri

Kansas City - (Caravan Show) April 22-23, 5th Avenue, New York City, N.Y.

Nashville - (Caravan Show) April 24-25, 5th Avenue, New York City, N.Y.

Michigan

Detroit - (Coliseum Show & Old Crafts) April 24-25, 5th Avenue, New York City, N.Y.

Toro - (Pittsburgh Show) April 24-25, 5th Avenue, New York City, N.Y.

Massachusetts

Boston - (Mass. State House) April 24-25, 5th Avenue, New York City, N.Y.

New England - (Trans-Pacific April) April 10-16, 5th Avenue, New York City, N.Y.

New York - (Trans-Pacific April) April 10-16, 5th Avenue, New York City, N.Y.

Maryville - (Maryville Show) May 18-19, 5th Avenue, New York City, N.Y.

Ohio - (Coliseum Show) May 20-21, 5th Avenue, New York City, N.Y.

Trenton - (New Jersey Show) May 21-22, 5th Avenue, New York City, N.Y.

Maryland

Minneapolis - (Northwest Builders' Show) April 24-25, 5th Avenue, New York City, N.Y.

Mississippi

Jackson - (Jackson Show) May 18-19, 5th Avenue, New York City, N.Y.

Minn.

Virgin

Fair - (At the Chicago World's Fair) April 30-September 1.

Pipes for Pitchmen

and find it to be tops in entertainment, as usual. All the boys dropped in at the Berkshire Hotel near the city. One of the boys was cut up rather badly by some old-timers as George Page, host bandleader, Ernie Kendler, his assistant, Fanny Rice, and Jack Mark, John, Ed Daley, George Duncan, McCoo and Indianapolis Starkey. During a recent call at the Kiskie

booster Inn in Chi., owned by the late Nick Budenstein, I got acquainted with the star's gen-

er-al manager, Frankie Risner, an ex-cowboy and rodeo ranked saddler, Ziggy, another old-timer. In going then the Chicago boys ran into another old friend of Red Coo, who was doing well in a Woolworth outlet. A Weather permitting I plan a Sunday invasion of Maxwell Street to see what's going on there. Would like to run into some of the old-timers such as Maudie May and Mary Bagn, among others. I'll pipe in again before long to report on the Windy City.

THE FIELD'S

Sally and Marce, well-known pitch folk, joined the party Sunday, April 28.

and Marce, well-known pitch folk, joined the party Sunday, April 28.

on the South side.

The boys were in good form and we expected a good time. Things were humming there. While (Nellie) Reagan and Slim Mollaffe are in Chicago, we're staying up there and planning to stay for a while. We enjoyed the time we spent there and the boys had a good time. We plan to return to Chicago as soon as possible. We are looking forward to another great show in Chicago and we hope to meet some of our old friends there.
**PROFILE OF THE WEEK**

**Shooting for Adult Market**

Harold Schaef is no front-office man. In shirt sleeves, with a cigar stuck in his mouth, he has been in the plant working the kinds out of a prototype machine. Pre-occupied, working seven days a week, he gives the impression of flat-ness at first acquaintance. One learns that this is merely a facade unconsciously used to keep abstractions and keep himself from getting communistic output.

**HAROLD SCHAEF**

... no front-office man

... added, while a broad lawn has been carefully laid out, a series of farm land, and a surrounding wood in which to hunt game, raise vegetables and grow, and, as a consequence, make a better profit than the old type of street vendor.

O.K. has about 3% of the business on the street as such, and many of the business owners know almost every stop and location on the street.

Charlie Smith, Indianap. op, has found that sugar gas stations are good nickel spot. He reports that 75% of machine use is by cigarette tockers at the station. In looking for a location, Smith has found from experience that cigarettes sold at those type of gas stations do much better than at other locations.

Michael Goldberg, the M. op in Kenwood, is getting along nicely in the route setting. He, like many other O.K. merchants, is able to entertain friends away from the drive and walk of the city.

Once each winter, when the bulk-vending industry is at low ebb, O.K. merchants usually take a vacation in the south, such as Florida, California, islands in the West Indies, while this winter he plans to go to Honolulu.

Early in the 1950's Schaef decided that bulk vending could not be made to work out by merelyupon children's pennies. In 1953 he introduced the 5-cent capsule on a limited scale. By May, 1954, the new capsule had nationwide distribution. In many instances the 5-cent capsule had a remarkable initial service. Eventually, however, it proved difficult to market.

**U.S. Smoking Highest Ever**

**WASHINGTON** — American smokers appear to be smoking more than before, as cancer rates soar. A report issued March 4 by the Internal Revenue Service indicated that while sales of cigarettes were relatively steady, per capita smoker and consumption levels increased. For the last six months of 1957, cigarette consumption was estimated at 467,802,000 a month, an increase of $30,200,000 over the same period of 1956. The cost of tobacco products sold was $835,340,000 for the last six months of 1957, up $3,400,000 over the same period of 1956. State excise taxes totaled $2,730,000 in the last half of 1957, up $1,572,000 from the same period of the year before.

**CONTINUED ON PAGE 60**

**NATD TO HOLD VENDING TALKS**

**NEW YORK** — Vending will play a major role in an exhibition of the National Association of Vending, to be held in the Americas Hotel, Miami Beach, April 1-21. Of the 14,200 machines that will be on display, cigarette operators will be the discussion leaders. Manufacturers and factors for the placement of vending machines will be in attendance.

**ARTIFICIALS** — Arthur S. Schultz, NATD director-at-large, and president, will act as chairman. The problem that will be entitled "Confronted With Rising Costs: Can Vending Machines Survive?" is the center of discussion. The forum will be held Saturday afternoon.

**VA. BILL CHANGES VEND TAX METHODS**

**RICHMOND** — Virginia Senate Finance Committee approved House Bill 1765 (March 5) to permit the taxing of vending machines, operated as a group, for their operation and purchasing.

**CONTINUED ON PAGE 60**

**BRILLION, Wis.** — The chairman of the Board of Becker, Inc. said, "The firm for the past week has been involved in the sale of loads and that the firm will continue to do business at a reduced rate." Beerkon is a report of Roy Willens, sales manager.

**Ringmaster Firm Formed at Becker**

**Gruber Cites Fitke Market**

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**CONTINUED ON PAGE 60**

**City Bulk Vending Taxes and Licenses**

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**CONTINUED ON PAGE 60**
gives the door to bigger and better locations such as supermarket, chain stores, furniture markets, etc. New and old locations welcome "Superacks:

**PRICE OF RACKS**

<table>
<thead>
<tr>
<th>Type of Rack</th>
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<tr>
<td>25¢ machine</td>
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<td>6¢-10 machine</td>
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Terms: for 25¢-6¢ machines on receipt of order. Add $1.75 to cost for any rack with wheels.

For 10¢ machines, contact suppliers directly.

GIVE TO DAMON RUNYON CANCER FUND

**STANDARD SPECIALTY**

Now offering **Northwestern TAB VENDING EQUIPMENT**

**STANDARD SPECIALTY CO.**

1038 44th St., Oakland, Calif.

---

**News in Brief**

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with boxes, ready for location. Machines factory sprayed and tank and bowl new. Lowest prices anywhere available.

**BOWE PRESIDENT CIGARETTE, 10c.**

**BOWE CROSSHEAD CIGARETTE, 15c.**

**STENER 4-CENT CIGARETTE, 15c.**

**STENER 6-CENT CIGARETTE, 25c.**

**EASTERN CIGARETTE, 15c.**

**NATIONAL CANDY, 25c.**

**BOWE CIGARETTE, 15c.**

**BOWE CIGARETTE, 25c.**

**EASTERN CIGARETTE, 15c.**

**NATIONAL CANDY, 25c.**

**VENDORS**

**Rival Con-Machine Exchange**

609 A Spring Garden St.,


**TOM'S**

22 E. 42nd St., New York City

**COLOR ON PLASTIC**

1¢ per H.

**TWO-TONE VACUUM PLATE**

$12.50 per H.

At your distributor or

**Guggenheim**

33 Union Square

New York, N.Y.

**TRIPLE VIEWER**

Featuring the Sensational "WHEEL OF FORTUNE" WITH THE TRIPLE VIEWER

All operators who place this greatest of all money-makers on location . . . with the TRIPLE VIEWER WHEEL . . . which displays the next 3 portions of merchandise to be vended, will find it THEIR WHEEL OF FORTUNE.

Furthermore, you have our assurance we will, at all times, carry a large, assorted stock of attractive, intriguing and high-quality merchandise for our TV vendors.

**SECTIONED DISPLAY FOR PLAYING YOUR CAPSULE MDSE., 60c Ea.**

SEE YOUR NEAREST VICTOR DISTRIBUTOR AT ONCE!

**VICTOR VENDING CORPORATION**

5701-13 W. Grand Avenue
Chicago 39, Illinois

Manufacturers of the World Famous Line of TOPPER Vendors

---

**VICTOR VENDOR**

TV CONSOLE MODEL . . . . $49.50

200 Assorted V-1 Filled Capsules for 25¢ Vending

(Total of purchase

Price . . . . $19.00

Takes in . . . . $9.50

Refill for Some 200 Filled capsules . . . . $24.00

---

**SECTIONED DISPLAY FOR PLAYING YOUR CAPSULE MDSE., 60c Ea.**

SEE YOUR NEAREST VICTOR DISTRIBUTOR AT ONCE!
Memphis Cig

Continued from page 50

volved in across-the-counter sales, and distri-
buting, marketing, and advertising.

Craig estimates that more cig-
ettes in Memphis are sold thru vending machines than over the coun-
ter. The increase in price op-
erations last year because of a 4.1-cent increase in manufacturing prices passed on as did not lower sales at all. At that time most filter and king size cigarette selling in machines for 30 cents, while the regular-

size cigarettes were selling for 24 cents. After manufacturers raised prices to 30 cents, it charged a standard 30 cents per pack.

A check of the total of cigarette machines licensed in recent years shows the boom trend started big in 1955. At the end of 1950 a total of 307 cigarette vendors were on location. By 1955 there were 444 out, an increase in five years of 517. By June 30 of 1958 that figure had jumped to 1394, an increase in six months of 550, and more than the entire preceding five-year increase.

One of the reason operators favor the cigarette vendor is the relatively low tax. City tax is $3.25, state tax, $3.50, a total of $10.25. No federal stamp is required, and the tax being paid by the vendor at the source of manufacture.

Rounding off the sales of tobacco products, sales of ice cream, soft drinks, candy, and packaged food products are handled by vending machines, which are making strong shows and are responsible for much of the profits realized by the operators.

Continental Set on
NATD Convention

WESTBURY, L. I., N. Y. — The Continental Vending Machine Company will display its full line at the annual convention of the National Association of Tobacco Distributors, to be held April 18-21, at the Hotel Americans, Miami Beach.

Cigarette machines will include the Continental and the Continental Corvette, an industrial model. Pre-
drink, fresh-brew coffee units and the Continental will be displayed.

Bill Damore, executive vice-

Continental's Tobacco Divi-

sion, will head the firm's delegation, with Dan Carr, general sales man-

ager, on hand to greet the opera-

 tors.

Good Luck Clover Leaf

Will bring luck to ALL Machines!

Gold Vacuum Plated—Brilliant Emerald

$15.00 per M. $12.50 SM or more.

Write, today, the Penny King "Ask Prices Please."

SURE-LOCK, the perfect capsule. Outstanding item. Send $3.50 and rec-

ive 100 high-quality, filled capsules. Contains our complete line.

The PENNY KING

Company

2324 Mission St., P. O. Box 95, Santa Bar-

bara, Largest Selection of Miniature Coins.

National Sales Headquarters

for Atlas Master Machines

BEV-O-BAR

A PRODUCT OF MERIT INDUSTRIES, INC.

MULTI-SELECTION DISPENSER

MAKES HOT BEVERAGE VENDING PRACTICAL—HIGHLY PROFITABLE FOR LOCATIONS ANYWHERE

BEV-O-BAR

VENDS NATIONALLY ADVERTISED COFFEE—CHOCOLATE—SOUP

EVEN SMALL LOCATIONS ARE PROFITABLE WITH BEV-O-BAR

Look at the potential! Actual location performance proves: Bev-O-Bar's better-than-average profit per sale pays off handsomely on as few as twenty to thirty 10c vends a day! Thus, even "small" locations make valuable contributions to your earnings! Gas stations, retail stores, workshops, end factories, small town bus and RR stations, airports, waiting rooms, hospitals, offices, taverns... wherever there are people, Bev-O-Bar does business—pays for itself in months, not years!

CUSTOMER Mixes his Own


FEATURES

- Simplified, trouble-free mechanism
- Forecast service slate
- Holds 200 individual servings
- No maintenance problems
- No spillage
- No mixing inside machine
- Compact, attractive styling... 211" wide, 17" deep, 38" high. Requires less than 2' sq. ft. floor space. Cabinet beautifully finished in gleaming neutral with subtle promotion design.
- Easy to install... just make a simple water connection and plug into 110-115 V., AC outlet.

CALL • WRITE • WRITE!!

PASTER DISTRIBUTING COMPANY

2277 University Avenue
St. Paul, Minn.

Phone: Midway 6-7901

Milwaukee, Wisconsin

Phone: Hilltop 4-5425

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

ONLY $345.00
State Cigarette Taxes
For December, 1957

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<td>Total</td>
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COMING TO NATIONAL VENDORS ASSOCIATION CONVENTION MAY 1-2-3-4 MIAMI BEACH, FLORIDA

Combine business with pleasure.
See the latest developments in vending machines, supplies and charms of all types.
Meet the important Bulk Operators from every State in the Union.
Bring the family and enjoy a wonderful vacation in the famous Florida sunshine, beautiful white sandy beaches on the ocean, golf, swimming pools, recreation for everyone.
For exhibit space or reservations at Miami Beach's fabulous $20,000,000 Deauville Hotel contact:

S.V.A.
NATIONAL VENDORS ASSOCIATION
33 North LaSalle Street
Chicago, Illinois

THE BILLBOARD
MARCH 17, 1958

THE NORTHWESTERN CORPORATION
2383 E. ARMSTRONG ST., MORRIS, ILLINOIS

THE NEW CAPSULE
PERFECT CAPSULE VENDING

MANDELL GUARANTEED USED MACHINES

S. W. S. M. 16, 1250 S. 17th St.

ROLL-AMERICAN CHERRY 100-150 ft.
BULLET-CHILE CHOCOLATE MILK AND TAB

EPPY

THE NORTHWESTERN VENDING MACHINES

Ball and VENDING GUMS

DIRECT LOW Factory

BBLE BUBBLE CHICLE CHOCOLAT OF T1958

AUDIT STAYS

AUTOMATIC developments

EVENIE

STAMP TIPATI

COLOMBUS

ACTING MACHINE DISTRIBUTORS, INC.

THAT'S RIGHT, MR. OPERATOR, YOU CAN TRIPLE YOUR PROFIT WITH A NORTHWESTERN 2 PENNY VENDER... AND STILL GIVE MORE SATISFYING SERVICE TO THE CUSTOMER.

STAMP FOLDERS, Lowest Prices... Write for list.

350 North LaSalle Street
Chicago, Illinois

TRIPLE YOUR PROFIT WITH NORTHWESTERN 2 PENNY VENDER

This amazing four-column machine is not only a big gum vender, but also a testing machine. It will take a 2 cent piece and dispense one of 67 different gum or candy items, at your option, in a 2 inch long capsule. Each capsule contains 2 grams of gum or candy. The machine is ideal for bars, taverns, restaurants, schools, or for any place where you desire to dispose of merchandise. It is compact, clean, and dependable. A wonderful addition to any vending machine line, or a great new line all by itself.

THE NORTHWESTERN CORPORATION

Cleveland Coin Machine Exchange, Inc.
Northwestern Corp. Distributors 2029 Prospect Ave. Columbus, Ohio

SAVE MORE MONEY-MAKE MORE MONEY

The North Western Corporation

THAT'S RIGHT, MR. OPERATOR, YOU CAN TRIPLE YOUR PROFIT WITH A NORTHWESTERN 2 PENNY VENDER... AND STILL GIVE MORE SATISFYING SERVICE TO THE CUSTOMER.

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THE NORTHWESTERN CORPORATION

Cleveland Coin Machine Exchange, Inc.
Northwestern Corp. Distributors 2029 Prospect Ave. Columbus, Ohio

SAVE MORE MONEY-MAKE MORE MONEY

The North Western Corporation
MUSIC MACHINES

OP'S ADVICE

Program Expert's Tips Save Dollars

By Bob Latimer

MONTGOMERY, Ala. — The programming phase of juke box operation remains one of the most neglected areas of the business. Just the other day, the operator should arrange for a full time programming expert on the premises to handle the programming of his machines.

The omission of programming is often responsible for failure of the most important and highly regarded machines in the industry.

For instance, the reasoning behind the programming of a machine is to maintain a continuous flow of records into the machine, and to ensure that the machine is in the best possible condition for operation. Without proper programming, the machine may suffer from overloading, or from the opposite problem of an insufficient number of records coming into the machine.

In addition, proper programming can help to extend the life of the machine, as it prevents the machine from becoming overused or underused, which can lead to premature wear and tear.

There are several ways to program a juke box, and each method has its advantages and disadvantages. Some operators prefer to use a manual programming system, while others may use a computerized system. The choice of programming method will depend on the size of the operation and the resources available.

It is also important to consider the audience when programming a juke box. For example, a juke box in a bar or a restaurant may need to have a more diverse range of music than a juke box in a home.

In conclusion, programming is a crucial aspect of juke box operation. By taking the time to properly program a juke box, the operator can ensure that the machine is functioning at its best, and that the customers are satisfied with the selections available.

10-90% MIKE

Gimmick Ups 50-Cent Chute

Take for Op

ST. JOSEPH, Mo. — Using a 50 cent chute with a combined appeal of a mystery and a bargain has helped enhance Cobbs, local juke box operator to hike his revenues anywhere from 80 to 90 percent.

The veteran Northern Missouri operator hit upon this idea shortly after he started in his career. Each machine was equipped with 50 cent chutes, which were marked with a letter, and a random selection of letters was made, giving a $0.50 premium over the cost of the record. Cobbs, deciding to make up his own, did so by putting a bonus of half dollars which have continued ever since.

Decal

Decal plays around a bright yellow sticker, similar to decals already used on some makes of phonographs, of course, 10 times larger. The sticker indicates one combination of letters on the selection is the “mystery combination” and guarantees at least seven for every 50 cents. Summing up this idea, Cobbs says, “It’s a matter of Chute” at the bottom of the machine.

To make sure his mystery players get their money’s worth, Cobbs says he has accepted 50-cent chutes and has found that they play from seven to nine records per cent, and the number is returned, according to the individual situation, such as seven plays for active nights on Friday and Saturday, and five or less active days, and, otherwise, “the machinery balances to the individual circumstances.”

An example of how this works for all of his 50-cent-chute machines, Cobbs began keeping accurate records of the number of records returned, and it is a mystery key, by the way, which is earned by each mystery key.

Wichita Ops

Set Banquet

POTTER CHURCH, N.Y. — The Westchester Opera Guild will hold its seventh annual dinner dance on May 1 at the Colony Club in Scarsdale, N.Y. The orchestra will provide music for the affair, and Seymour Pollak will be general chairman. Two recording stars will furnish the entertainment.

Ridgway Heads

Mass. Group, Tolisano Cited

WEST SPRINGFIELD, Mass. — Members of the Western Massachusetts Music Operators’ Association had their first meeting with their newly-elected officers on Thursday, March 20. At the election, the member officers were chosen by ballots and on Wednesday of each month.

One of the most important items discussed was the possibility of a new campaign, which the group is considering. The topic of the meeting was the problem of achieving better communication between record companies and their customers.

The group of 200 local operators also two can ever be characterized as being alike Min Brown, noted and connecting with other music operators in other parts of the state.
Calls Win Co-Operation

Operators Holding Line in New Dime Play Areas Despite Slump

A national business slump, very much in evidence throughout the economy, is proving especially troublesome to operators in newly converted dime play areas. Many locations, hit by sagging business, are clamoring for a return to nickel play, feeling this to be at least a partial remedy for their ills. All operators affected are fighting the battle—some more successfully than others.

PHOENIX—Alaska collections are down from a general economic lag in the area. 10-cent play has been a decided success during a six-month test period, according to the Arizona Music Guild here.

President Al Harper of City Music Company reports that conversion to 10-cent play was made over about a one-month period by some 14 major operators in Phoenix and suburbs, and that results, with a few exceptions, showed across-the-board profit increases.

Summer Slump

Returns might have been even better, except that the six-month period embraced Phoenix's hot summer season when most of the desert cities customarily show a sharp economic drop. Toward the close of the summer season, which was the opening of the 1957 telephone box season, all operators were at least 10 per cent above those of the preceding year. This is to be expected, of course, but the point remains that, with recent conversions, the Arizona Music Guild ran a two-column display ad in Phoenix newspapers, setting forth the reasons, stressing the increase in the cost of new phonographs, records and other overhead. This bit of public relations was not only to prepare the public for 10-cent play just likewise as a mollifying influence on interested owners, who, as expected, often

DENVER—Despite heavy location pressure, brought about by a severe business slump, local operators are steadfastly refusing to revert back to nickel play in this Mountain area.

The dime has been uniformly entrenched throughout Denver and environs for a period of one year but operators remember the conversion was a show and paint the one, taking three full years to completely win over location owners on the merits of the move.

Now, however, several cutbacks in spending, both in the locations and on the machines, have caused many location owners to press for return to the "good old days." Many feel the nickel might be the answer.

Hold Line

But operators are holding the line, most feeling it better to lose the stoppage of nickel play and the devalued buffalo-headed coins. In at least three documented instances, operators have removed 200-selection machines from several small towns, substituting older models, or none at all, when the location owners insisted on the 5-cent setting. In almost every case, the location owner backed down, telephoned the operator and asked him to replace the machine at the 10-cent rate.

The subject was discussed extensively.

Jazz Rebirth

For home listening professors only, have suddenly become a "table" item among juke box programmers. What the ultimate effect will be, operators aren't prepared to say. But two things are certain, judging by the speed that most have climbed on the jazz bandwagon, they aren't about to be left at the post regardless of what causes along.

THE BILLBOARD

MARCH 17, 1958

MUSIC MACHINES

continued from page 64

-00

NOW!

IT'S HI-BY UNITED everywhere

UNITED'S UPA-100 PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically perfect cabinet, masterfully engineered to attract greater play . . . provide more plays per hour . . . more profit per play. Simplicity of design assures long servicing.

WALL SPEAKER

Inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

CORNER SPEAKER

6-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

CEILING SPEAKER

6-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

UNITED MUSIC CORPORATION

2041 N. CALIFORNIA AVE.

CHICAGO 18, ILL. (312) 481-5767

MR. MICHAEI

INVESTMENT CONSULTANT

INVESTMENT CONSULTANT

INVESTMENT CONSULTANT

INVESTMENT CONSULTANT
OP'S GIMMICK
Music for Airlines: Airports and Planes
By DELORES NEWCOMB
WASHINGTON—Air travelers, leaving the confines of navigation's capricious, are sometimes pleasantly surprised by the sound of music being piped into their aircraft. What many don't realize is that they are indulging in one of the most unusual background music installations in the country—if not the world.

Behind the venture is Michael Bushdid, successful music and amusement games operator who recently expanded his operation to include the background service. In addition to running the popular game room at Washington's National Airport, he recently completed a background installation in the American Airlines ticket office.

Plans Next
His next—and most recent venture—was a bit bizarre. The installation of background music in the American Airlines plane.

According to Bushdid, "when a plane spends more than 30 minutes standing by we supply music for the passengers and find it is liked by them, airline officials and employees.

Passengers really enjoy sitting back and relaxing to soft music.

NINE USED ELVIS PRESLEY RECORDS WANTED

The tickets are Speedy—Any Quantity—Contact J. PINEUS

$120 200 SELECTION MODELS

B°UCH-OLA

FOR EVERY LOCATION

oldest ONE-STOP record service
DISTRIBUTOR-WHOLESALE
NOTHING OVER
ALL LABELS

MOST

80'S

79 RPM

60-71'S

45 RPM LP'S

55c

$2.47

$3.09

$3.69

A free little care service at its extra charge of 1.25 c. list & 1.5 cents with order. Price subject to change without notice.

AMUSEMENT DISTRIBUTORS

MUSIC MACHINES
MUSICAL SALES BLDG.
Baltimore 1, Maryland

No Roanoke Holds AMI Showings
In Va. & Tenn.

NORFOLK, Va.—The Roanoke Vendor Exchange was host to take box openings in a showing tour and in Knoxville, Tn., the AMI Model I, Sunday, 1.4.

Operators from the Tidewater section of Virginia attended the showing at the Nanomond Hotel here, with Harry D. Moseley, Dan Fitzgerald and Alphonsh Stieglitz.

George Eddington, AMI factory service engineer, was also on hand to demonstrate the new box.

The Knoxville showing was held at the west end of Market St, with Jack G. Benn, William A. Browning jr. and Mrs. Villa Bess acting as hosts. Representing the AMI facotory was Joe Collins, regional sales representative.

Roanoake Guests

The following Roanoake operators attended the showing at the Nanomond Hotel: Mr. and Mrs. Ken Schneider, Phyliss Sales; Mr. and Mrs. Harry Alves, Alves Music; W. C. (Red) Rimer and Mrs. W. T. Campbell, Tidewater Music; W. N. Reed, George Lineberry and Roger Hunter, all of Southern Amusement, and Mr. and Mrs. O. N. Hulburn, Sebring Music.

Other operators at the showing were Hersman Hicks, Hampton, Mr. and Mrs. Richard Freeman, Pioneer Music, Warv, Al Darpton, National Amusement, Portsmouth, Mr. and Mrs. Al Longdon, Tom Harlors and Mrs. and Mrs. Frank Wade, all of London Amusement, Portsmouth; Jack Shank, Hanchin, and Mr. and Mrs. V. E. Martin, Martin Amusement, Portsmouth.

The following Knoxville operators attended the showing at the Chapman Inn: Mr. and Mrs. Andrew Jackson Hotel, Roy W. Atchley, Atchley Music; Mr. and Mrs. W. I. Thomas, Joseph Lebron, and family, Lewis Eldridge, J. E. Wade, and Mrs. and Mrs. N. J. Adams, Steve Adams and Norma Adams, Trieste Music, Frank VanDergoff and W. N. VanDergoff, G & G Music; Albert H. Hawkins, Haas Music; H. D. Warren and Whithorne Whiters, B. & D. Music; and Mr. and Mrs. Thomas, Knoxville Music.

Closings of Roanoke RM2 receivers mounted on hand truck. Receiver was identified by two silver colored bands. Below it is ATR inverter which supplies 110 volt a.c. to receiver after hard work generator truck is used primarily to charge batteries in plane.

Installation of background music in American Airlines plane, made by Michael Bushdid, president of Midlands Bushdid, Inc., and operator of game room at Washington National Airport. Work in installing of music in the planes is done by a 600 RM2 receiver and ATR inverter. Inverter converts power from motor generating truck to power necessary to charge batteries in plane.

While waiting for planes to be booked, he said.

Using the facilities of Station WMAL, plus RCA music and Rogan Music, Bushdid has developed a unique method of getting the music to the plane.

At first he thought it would be a simple matter to wire the music from the station to the airplane itself. He soon discovered, however, that the Civil Aeronautics Administration turned thumbs down on any wire. The CAA feared accidents from the wires, so another method had to be found.

With assistance from J. C. Roberts, of American, and two engineers, Archie Edgell and Con Clark, the ingenious Bushdid turned the plane's generator power available in the plane and used it in the airplane.

A generator was put in the tractor, so the current could accommodate a Rogers receiver. The receiver is cleverly mounted on a hand truck complete with antennas. A wire is then run directly into the airplane's public address system.

When the airplane is being cradled for a cross-country flight, the music equipment is set up by employees of the airline.

"That would be impossible, however, because the public address system would be in flight so the pilot can keep in touch with the control towers and talk to the passengers.

The airline pays Bushdid a flat monthly amount for the service. It provides the music to about five cross-country planes a day. The music is used in the airplane during the background music in its ads, Bushdid said.

Bell Holding In Little Rock

LITTLE ROCK, Ark.—George Sammons, president of Sammon's Phonograph Merchants' Association, Little Rock, distributor here, staged a two-day showing of the American Music Industries AMI Model I at the Marion Hotel for Little Rock operators.

Present with Sammons to explain the models to operators, was Gunnar G. Heyen, of Dallas, Tex., southern regional manager for the J. P. Seeburg Corporation.

An unexpected and pleasant feature one evening during the showing was an iteration of 40 teen-age girls and four boys who were in town to "trend the Future Home." This was arranged by Mrs. G. Heyen.

Sammons said when the teenagers came in, they welcomed them and danced to the music and boxes for them while they danced. The girls kicked off their shoes and danced from 8 p.m. till midnight, he said.

This added attraction was a great delight to the operators, and even more so in the showings, Sammons said.

Operators who attended the showing were:


Wolfe Shows In Florida

JACKSONVILLE, Fla.—Northern and Central Florida operators were treated to a new showing held by Wolfe Distributors, Florida, with the event being Simon Welts, president of the firm, M. F. Diddell, R. E. Gibbon and W. P. Ward jr, Elger C.

Geritz Shows AMI

Line to Denver Ops

DENVER.—There were about 70 operators on hand at Mountain Music人格, Denver, for the first showing of the AMI Model I. Geritz staged the 1958 AMI showing in mid-February.

The meeting was attended by Harry Abrons, of Omaha, Neb., a former operator formerly located in Denver.

Factory representative at the Mountain Music open house was Pete Geritz, co-host with Planet Pete.
Style LEADER
that leads in earnings, too

The beauty of this "New Dimension in Automatic Music" is more than cabinet deep. Its trouble-free mechanism, its patron-pleasing music and its wide programming choice add to the visual attractiveness of this wonderful new phonograph. Featuring 50-cent play, this pace-setting instrument is producing high earnings for Operators everywhere.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER Console PHONOGRAPH

THE WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Established 1886
BOWLERS 'HARD SELL' IN KEGLING CAPITAL

Sport's Popularity Actually Puts Damper On Milwaukee's Coin Game Prospects

This is the third in a series of articles on bowling game operations throughout the country. By BENN OLLMAN MILWAUKEE—Bowlers continue to meet end-of-season challenges here. Despite the fact that the Beer City rates as one of the hottest kegling communities in the nation—the home office of the American Bowling Congress, in fact—columns are experiencing tough times promoting bowling games in local locations.

"Milwaukee should be a terrific

United Ships Midget, New Short Bowl

CHICAGO — Midget Bowling All, a coin-and-a-ball type of kegling game with a new ball release mechanism, is being slipped to distributors this week by Unit Manufacturing Company.

The new design, by a two-foot-long has a horseshoe-type ball dis-4ector which spins a two-inch rubber ball down the combination ball at up to 3,000 r.p.m.

Players, who take turns shooting, control the aim of the ball by turning a knob, and press a button to release it after the ball has hit the pins. Ball directors release at every shot, calling for fresh aid by player with every ball.

Scoring is regulation, with sepa-4ate automatic scoring sheets on the backglass for two players. One or two can play.

In addition, Midget has a backbox easily accessible for servicing, a relatively quiet operation, National stamp, steel dome shoe, and gold col-4ered cabinet and backglass.

Judge Says Anti-Pin Action Not Court Duty

VALPARAISO, Ind.—Initiating a 4eakthrough against theDeserializer Dol-4romatic county chairman, Fleeth-3bour is a Republican.

The Frazier County jurist registered the assertion against a demand that he bring action against "a county public govern-4ment.

The call for the enforcement of the coin-and-a-ball anti-law was ad-ressed to the judge by David Par-4ry, of Valparaiso, chairman of the Doma-4romatic county chairman, Fleeth-3bour is a Republican.

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Expert's Tips Save Money

Continued from page 54

sequence, as well as by title; every number which is currently in use at each location during the current period, which may be one week, two weeks, or three weeks, according to the amount of play and traffic at the location. As each new music menu is assembled and turned over to the coinbox for that location, the sheet is replaced by another current sheet, while last period's sheet is filed away for later reference.

The big ledger, some three and a half-inch thick, is thus the operating paper for all routes and is likewise a valuable source of information for local radio and television stations which use these programming efforts very closely with the Montgomery phonograph operator.

Maintaining a black and white record of the peculiarities of every location is a serious problem. Miss For example, one location owner has a lot of college customers who want to hear popular and folk music. Another may have a concentration of college undergraduates who naturally want plenty of rock and roll and some jazz. Still another location owner may be a lover of hillbilly music and by playing it for his own amusement, has infected his own customers with the same enthusiasm. Whatever the case may be, we may keep it in mind and put the information to work.

Personal Responsibility

Miss Brown is responsible for making up each record change for each phonograph personally, selected from no less than 1,250 phonograph cartridges, built along the wall of the retail record store, which the Cohen brothers operate out in front of their route office.

This huge fixture occupies almost 50 feet of wall space. The big compartment fixture has been kept in place so that Miss Brown, assembling each record, at a time, can select the desired record, slip it into a box which the route man will pick up, marked for a specific location with a minimum amount of effort.

As she assembles the music numer, each number is called off to a typist, in the rear left corner of the room, who types up the labels, using a special labeling type which the Cohen brothers feel makes the most distinctive and easily readable listing.

The three collectors report in each morning and service any place, anywhere from five to 10 machines during the day depending, of course, on the frequency of record change and have little voice in the programming whatsoever. Altho she sometimes makes a mistake, promptness and quickness to play, in 90 per cent of all cases, her full time concentration on the present job pays off in the sort of dividends which Cohen Amusement Company wants.

The DELUXE SIX-POCKET pool by
FISCHER

In Beautiful, Rich Gold Webbing and Demy Color-Tex.

"BICOCH-DESIGN" at its finest—Offering the Most Luxurious Beauty in the Low Price Field.

Loaded with play وهي play make, made for play—contains in sounding power! Incorporates mass of the more costly imperial alabastron, long-wear, high-tinted fiber. Thick, heavy, yet not stiffing, many others. Has the material that gets you the top locations, produces the performance that keeps you there.

See Your Distributor or Write Bill Weld
FISCHER SALES & MFG. CO.
9 & Clinton
Chicago 6, Ill.
Spring 4-5516

ARCADES!

SPRING SPECIALS!

WRITE FOR PRICES!

MACHINE

WRITE FOR PRICES!

VALENTINE

SPECIALS

THROUGHOUT THE COUNTRY!

AND

AMAZING

MEN"S

COUNTRY!

SAN FR

SPECIALS

ALL

E

Over C. C.

Each
d

SALES

MFG.

10,450.

HARBOR

ACE

REGISTER,

FITHUNDERBOLT

BIG

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NIGHT

HARBOR

W. 91

Jr.

River St.

3,500.

SALLY

COUNTRY!

AMAZING

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SAN FR

SPECIALS

ALL

E

Over C. C.

Each
d

SALES

MFG.

10,450.

HARBOR

ACE

REGISTER,

FITHUNDERBOLT

BIG

ACE

NIGHT

HARBOR

W. 91

Jr.

River St.

3,500.

SALLY

COUNTRY!

AMAZING

MEN'S

COUNTRY!

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NIGHT

HARBOR

W. 91

Jr.

River St.

3,500.

SALLY

COUNTRY!

AMAZING

MEN'S

COUNTRY!
**Coin Machine Price Index**

**How to Use the Index**

| 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 to the price range. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors. |

| MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised in the Index and represents the dominant advertised price level. It is not a simple average between the "high" and "low." High and low prices are used as dominant because the mean average price level at which most of the machines are advertised low. The problem of defining "as is" is severe. It probably means that the "high," it indicates the "low" is a unique price probably for "as is" on "distressed" equipment. |
SLATE TOPS
RED PRICE $4.00
NOW WHOLE PNL. 22" x 48" $4.50 4 or more $4.25
RED PRICE $5.00
6-POCKET 35" x 47... $6.50 2 at more. 65.00
Bumper pool tops are covered with Imperial Rubberback billiard cloth and with Jumbo color border top-covered with Imperial Rubberback billiard cloth.

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Complete Stock of Billiard Cloth for All Makes of Coin Operated Pool Tables. Price List on Request. Terms: 20% DEPOSIT. BALANCE C.O.D.

MARVEL Billiard Supply Company
1606 W. LAKE ST. CHICAGO 12, ILL. Phone: McCarver 6-8555

ROCK OP S DO OWN POLICING

- Continued from page 68

Wonders anyone under 18 from playing them.

After the expose, Dunaway called on the city's largest coin-op machine operators in Little Rock, most of whom are also music operators, to discuss and act on its findings. At the meeting, the operators passed a resolution which calls for strict policing of locations and a statement that they will take the pinballs from the locations if the operators do not cooperate. In an under-age teenager plays and he does not heed a warning.

Ops Take Pledge

The resolution was passed by a group including Little Rock Music Machine Operators, a do-it-yourself resolution which we will publicize and call attention to, a location which allows minors to play. We want to make sure that all coin-op operated marbles machines in his location, that said machine operators will warn the location and if the location will not co-operate, then we will move the location's machine from their premises.

And furthermore, no competitive operator shall set coin-operated equipment in any location and that location shall be without co-operated marbles machines for a period of not less than 30 days.

The story of the meeting in the Arkansas Democrat by Holmes says:

"The resolution was a voluntary move on the part of the operators to clean up an unsavory situation in a few trouble spots.

Dunaway said: "We felt it was best to take action to correct the situation, that we get it out of hand. We know that a few locations have permitted teenagers to play and that is going on operators and other locations a black eye.

To Aid Enforcement

Dunaway said:

"We want to co-operate with law enforcement agencies and the Democrat's clean-up campaign.

The meeting was attended by reporters. The meeting was held at Standard Automatic Distributing Company, and by Dunaway, a distributor. Holmes story said:

"The operators unanimously agreed that immediate action was needed to forestall a clean-up by outside forces. Some operators favored even stricter penalties than were finally adopted. One operator at the meeting said:

"I would rather go out of business completely than get involved in a situation which would reflect on my family.

Dunaway said:

"The problem is with a few locations. It concerns the operators. We don't want kids playing the machines. But some locations either don't know the laws or won't enforce them. There are the ones we must stop.

Hundred Afflicted

The problem affects hundreds of locations in Little Rock and Pulaski County, mostly clubs and restaurants, where coin-op operators not co-operating could be hurt hard financially. Dunaway said, because it usually pin games being location owners enough money monthly to pay rent and utilities.

"Thousands of people derive a lot from these locations, especially from non-operated machines. Dunaway said. "We want to make certain that this industry has a fighting chance.

After Dunaway asked the Dema-

AT SLATES Slates Bumpers.
BALLY and UNITED SHUFFLE ALLEYS
BALLY BINGO SHOWMEN KEY WEST SUN VALLEY GUNS 10 RUBBER POP GUNS 10 DURB BUMPERS April 17th

BALLY Slates Bumpers 6-Pocket Slates
(Regular & Jumbo) "LOWEST PRICES IN THE INDUSTRY!" Covered with high-quality rubber-backed billiard cloth, jumbo bumpers! (Also available uncovered.) FULL LINE OF POOL TABLE SUPPLIES! Billiard Cloth Cue Sticks Cue Tips WHOLESALE PRICES! EASTERN NOVELTY DISTRIBUTORS, INC. "One of America's Largest Pool Table Suppliers!"

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BASSETT WILKES & DELUXE — A Statue — King of Baillie. ABC BOWLERS. Deluxe & Supreme Machines and all other SHUFFLE ALLEYS.

KIDDIE RIDES
Reconditioned Rides like New BALLY CHAMPION HORSE $400 BALLY SPACE SHIP $275 DECO SPACE ROVER $375 LYNX MERRY-GO-ROUND $300 STEAM SHOVELS $110

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298 LINCOLN ST. LILLISTON, N. H. (in the KID'S STORE)

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The Billboard Classified columns each week

MARCH 17, 1958
THE BILLBOARD

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AMI 6120 $350
AMI 6125 $250
AMF 1200 45 rpm $250
SEEBURG-G $450
SEEBURG-B $450

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THREE DEUCES, 165
GECO 2-PLAYER $150
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All Machines Guaranteed Fully Reconditioned

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VARIETY $15
MIAMI BEACH $15
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MICHELLE $15
PARADE $25
DOUBLE HEADER $25
KEY WEST $25

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TRAPSHOTS $15
STARSHELLS $15
CARAVAN $25

GAMES, INC.
HUNTER $200
GOODSHOE $200
SKETT SHOOT $25
SUPER SHOOT $25
DOUBBLE SHOOT $25

BALLY—

10V, 3 FOR $25 $115
10V, 3 FOR $24 $145
10V, 3 FOR $27 $165
BOWLER $150
CONGRESS BOWLER $150
DOUBBLE CONGRESS BOWLER $245
MANY OTHER BINGOS AND BOWLERS IN STOCK

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Model 1900 $560.00
Model 1800 $450.00
Model 1700 $395.00
Model 1550 $310.00
Model 1250 $295.00

AMI

1700 (200 Selection) $595.00
1720 $495.00
1740 $495.00
1760 $490.00

ROCK-OLA

$468.00
$475.00
$560.00
$578.00

SEEBURG

$700.00
$750.00
$755.00
$305.00

SEEBURG

3W1 1000 Wall Box $49.50
New Buttons Chrome Covers

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V-200 $695.00
W/V Receiver Used Phonos

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**THE BILLBOARD**

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---

**COINMEN YOU KNOW**

Milwaukee

By BEN OLLEMAN

Down South in search of warm, sunny weather was Herb Wagner, C. & G. Novelties Company. He was vacationing in the Fort Lauderdale, Fla., area while parts Clein Brothers kept things in check here.

Martin Oberdieck, Horizon, was busy shopping for movie equipment. He stopped off at the Baldwin Novelties Company to inspect the Rock-Ola machine, according to Orion Cullins.

Bob Pucino and Joe Pelligro have been out on the West Coast on a business trip... Music buyer Mary Hamilton claims that the P. & P. Distributing Company joke boxes have been doing well lately.

**COINSOLETE**

Jingles from 4 to 40 Willams

St. Louis

St. Louis

Continued from page 25

Planning over the 30-cent-three-for-a-quarter rate, and we find they are enthusiastic about it. As a result, we have had no change over to nickel play simply to keep photograph uptake.

Mr. Muroy has pointed out that this reemergence of five-cent play is continuing virtually in every common neighborhood, and that photographs in better class taverns, cocktail lounges and restaurants are continuing to show good play.

"It's a regrettable thing," Mr. Muroy said. "Particularly since all of us have done our part to affect the Association and co-operational initiative to get local location owners to co-operate in the matter of 10-cent play. Now, we are more or less resigned to seeing all these type operations in areas where employment outlooks have meant that employers no longer have enough extra funds to pay 10 cents for photograph uptake.

In almost every known case the switchback to nickel play was a 'forced one," the operators report. In some instances, for example, location owners, on finding that play had fallen off sharply in their locations, simply informed the servicing operator that unless the photograph was returned to five-cent play, he would no longer deal with them. This course, of course, was a better pill to swallow, but it was not responsible for the fact that an estimated 1,500 locations in the St. Louis area are again operating on a nickel basis.

The method has been thoroughly discussed at meetings of the Missouri Amusement Machine Association. One point cropping up in such discussions was the fact that these small operators cannot change to nickel play in the suburban districts. Such operators as John Czoyn, for example, whose Star Novelty Company has a predominance of suburban locations, have converted only a few machines back to five-cent play. The general opinion of the operators in the St. Louis area is that 'we are simply going to have to tighten what we are doing economically as possible, until the situation returns to normal and the public will again accept 10 cent play.

---

**SEEBURG**

V200 Rebuilt w/ W. Sel. 

V200 $175.00

V1000 $185.00

V1000 $185.00

WURLITZER

W200 $215.00

W200 $215.00

ROCK-OLA

B-2 $140.00

B-2 $140.00

B-2 $140.00

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Model 100 $450.00

Model 100 $450.00

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B-2 $140.00

B-2 $140.00

SEEBURG

Model 100 $450.00

Model 100 $450.00

Model 100 $450.00

Model 100 $450.00

---

**COINMEN Joe Pelligro and Bob Pucino, back from a business trip that took them to the West, report that they spent some time in Tucson with an old-timer from this town who has settled there—Mike Biechmann. They also bumped into another former Beer City commissioner, Don Zor, who is currently managing a route in Covina, Calif.

Stopins at the deck counter in Radio Doctors' one-stop this week included Ed Driver, Dan Zook, Jack Zimmerman and Chuck Hutt, Watertown, and Tony Hirt, Sheboygan. According to one stopper Stu Glassman, disk buying chains for the Bay Area market routes in Waupaca. Wis., are now being handled by the owner's brother, Bob Jemine.
**WHY FIGHT IT?**

**YOU MUST DO BETTER AT**

**WORLD WIDE!**

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**BINGO GAMES**

- SHORTY
- TIP TOE
- DOUBLE HEADER
- BROADWAY
- SOUTH BEACH
- ALLEY RUNNER
- CAFE
- CAFE RACKETS
- PAST
- BEDLAM
- DANCING BULLS
- HUSTLE FEVER

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**SIX POCKET POOL TABLE WITH SLATE TOP**

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- United Pirate Cun.
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- C.C. Basketball
- CHAMP

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- Bally 16 Official
- Bally 16 A.C.C.
- Bowling Star
- United 16 Bowling Alley

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**NEW GAMES**

- Bally World Wide
- Bally Wide Screen
- Bally Starlight
- Bally Camelot
- Bally Wild West
- Bally Starlight
- Bally Wild West
- Bally Camelot
- Bally Starlight

**NEW!**

- Bally World Wide
- Bally Wide Screen
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- Bally Wild West
- Bally Starlight
- Bally Camelot
- Bally Starlight
- Bally Camelot

**5 BALLS**

- Continental Cafe
- Ridge
- Lady
- Hell
- Deluxe
- Ye Olde C.
- Bally
- Pinball
- Bally
- Pinball

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**ARKADE**

- William & Buck
- DeLuxe World Wide
- Genie Hi Fly Baseball
- Genie Champions
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- Genie Bally 750
- Genie Bally 250
- Genie Treasure Cove
- Genie 500 Shooting
- Genie Shooting Gallery
- Genie Sportsman gun
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- Genie Bally Bear Gun
- Genie Bally 100

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17 SEEBURG HF1006g...$575 ea.

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**POOL TABLES**
- Pocket Pools... $175.00
- Supreme Pools... $195.00
- Supreme Pools... $195.00
- Omega Pools... $200.00
- Seaburg 100-A Con... $195

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- Bally Strike Bowling Lanes—All Star Bowlers—Super Bowlers
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- Rock-Ola Phones—50-126-200 Selection

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- **BONUS BOWLING ALLEY**
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- Genco’s FUNFAIR
- New Single Player Five Balls

**GOTTLIEB’S**
- **Criss Cross**
  - Attracts More Play! Top Profits!
  - Location tests prove Criss Cross attracts more play because it appeals to more players. An array of new scoring features offers player appeal that results in continued High Profit for the Operator.
  - Making Matching Colorized Reels or Roto-Targets
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  - Lighting 3 Bumpers in a Diagonal Line Score Special
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  - Lighting All 5 Bumpers allows All Roto-Targets and Bottom Reelers to Score Specials
  - 4 Pieces to Spin Roto-Targets
  - 2 Cyclonic Kickers and Super-Powered Flippers
  - High Score to 7 Million
  - Marac Feature

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**D. Gottlieb & Co.**
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Denver

*Continued from page 3*

intensively at a recent meeting of the Associated Phonograph Owners Association, with virtually all members indicating they would maintain their machines at home.

More than one operator brought up the point that lack of play was due more to lack of customers, rather than the price charged for the tune.

Bistro and party halls around Denver have definitely noted a drop-off in business -- a condition

Williams

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KICK-OFF

* TEN STRIKE *

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TEN PINS

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Featuring NEW

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TARGET ON BACK RACK

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Specials for:

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9 ways to make specials)

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THE NEWEST SHUFFLE TYPE HIGH SCORE GAME...
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CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE!

UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT...GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'1"

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10 SHOTS PER-GAME...STRAIGHT 10c PLAY

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in 5th and 10th Frames

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Specially Treated to Insure Extremely Quiet Play

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AUTOMATIC SCORING
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with NATIONAL REJECTOR on Pull-out Drawer for Easy Servicing

LOCKED-IN BALL GATE
Balls Ball Back
In Game Is Completed

4 JUMBO SIZES
13 FT. LONG
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Expandable with 4-ft. Sections to
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