Survey Cues Pop Tune Mortality

Billboard's "Honor Roll" Charts Big Drop in Current Life Expectancy

By JUNE BUNDY

NEW YORK — The life expectancy of pop radio, a field that has been considerably lower than that of any other business, is being measured with some accuracy by the Billboard's "Honor Roll" of hits chart over the past six months.


The stepped-up mortality rating on pop hits is attributed to the heavy use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart's mortality rate is based on the number of weeks a hit song remains on the "Honor Roll," and the percentage of stations that carry it. The chart shows the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it.

The chart shows the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it. The chart shows the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it.

Some of the hits that have been dropped from the "Honor Roll" include "April Love," "I Know He's Mine," "Bye Bye Love," "Honeycomb," and "Around the World." These hits have been replaced by new hit tunes that have been introduced to the airwaves.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.

The chart shows that the number of weeks a hit remains on the "Honor Roll" and the percentage of stations that carry it has decreased significantly in recent weeks.

In addition, the chart shows that the number of stations that carry a hit has also decreased. This is due to the increased use of new hit tunes to increase sales at retail stores. Cuts in price, however, are not a factor, nor is the radio industry's "radio" label implicated.
Stereophonic Disk Industry Maintains Its Frantic Pace

New System Is Explained by Developer

By BEN GREGGAT

NEW YORK — CBS Labora-
tories recently announced a new record that recalls a favorite subject of discussion on the disk front. Some observers stated the format and counterfeiting necess-
arily posed the question of professional ethics among engineers, and also raised the old legend of commercial versus pure research. On another front, at least one Indian company was threatening to bring the Columbia system of “compati-
ble” stereo recordings.

At a meeting with the press at the CBS studios Monday, Dr. Peter Goldmark, developer of the “compatible” disk, delivered a detailed description of the theory and workings of the system, cover-
ing both the master and the copy-
tached upon last week when he delivered a paper to the Institute of Radio Engineers.

At this session, Goldmark asserted that the CBS system, after exhaustive research and testing,

Victor Inks Soria’s For Classic Series

NEW YORK—Decca and Decca have entered the field of classical music, and have been assigned to the RCA Victor Record Division. The series is to be handled by the Decca Sales organization, just as the Decca had handled the sale of Europe’s Soprano, which has been regarded as a quality product. Soria’s work is at the request of Electrical and Musical Industries, U.S.A., Ltd., and is handled by the Artistic Projects branch of the family, the nature of the company, and its relationship to the company, including branch manage-
ment, assistant director of the int-
ernational department, classical sales promotion, and promotion, is not disclosed.

Capitol Lifts Face Of Classics Division

HOLLYWOOD — The Capitol Rec-
cords division of Picturegoer Records, headed by Mr. Jack L. Kaplan, has been active in a series of moves aimed at strengthening the label’s position in the field of classical music. The label has been introduced a series of new series titled “Mood Jazz, Hi-Fi Series,” with the first release set for early May. The album is to be issued in the Decca Gold Label classical series, and will feature the recordings of various artists.

The series is to be handled by the Capitol Sales organization, just as the Capitol had handled the sale of Europe’s Soprano, which has been regarded as a quality product. Soria’s work is at the request of Electrical and Musical Industries, U.S.A., Ltd., and is handled by the Artistic Projects branch of the family, the nature of the company, and its relationship to the company, including branch manage-
ment, assistant director of the int-
ernational department, classical sales promotion, and promotion, is not disclosed.

Decca Issues Mood Jazz, Hi-Fi Series

NEW YORK — Decca Records has introduced a new series titled “Mood Jazz, Hi-Fi Series,” with the first release set for early May. The album is to be issued in the Decca Gold Label classical series, and will feature the recordings of various artists.

The series is to be handled by the Capitol Sales organization, just as the Capitol had handled the sale of Europe’s Soprano, which has been regarded as a quality product. Soria’s work is at the request of Electrical and Musical Industries, U.S.A., Ltd., and is handled by the Artistic Projects branch of the family, the nature of the company, and its relationship to the company, including branch manage-
ment, assistant director of the int-
ernational department, classical sales promotion, and promotion, is not disclosed.
Coral Talent Shifts to Dot

NEW YORK—Additional shifts of talent from Coral Records to the Dot label became clarified this week with the appointment of tenor, and returning Dot artist, H. C. Russell, to the top position of art director under newly appointed Dot v.p., Bob Thiele. Lester worker under Russell in a similar capacity.

Larry Soon and Manny Album, both of whom have had jazz releases at Coral, are also moving in the same direction. Russell, following the appointment last week of Thiele of Milton DeLugg as his replacement, has done considerable work under the Coral banner on recording dates.

It's understood meanwhile that Norman Winsten will remain at Coral as general sales manager, as well Dick Jacobs, who holds the artist contact with the label. Les Levy, on the other hand, who operated in sales under Winsten, is understood to have left to start his own label, to be known as Hannover Records. Levy will headquarter in Montreal and is seeking recording talent and will concentrate for the moment in acquiring masters.

In other developments on the Dot scene, it was disclosed that the label will debut a new series of albums featuring music from the films of popular motion picture stars. Initial set, according to Russell, will be titled "Backgrounds for Brandeis." The first album, which Marlin Brandeis has starred, including "Vivacious." On the label's 35th anniversary, "tenor," to "wistful."
AFM, Rival Guild Draw Battle Lines

Road Group Files for Representation; Federation Launches Expulsion Charges

HOLLYWOOD — Charges and counter-charges continued to be exchanged in the continuing dispute involving the American Federation of Musicians and the newly formed Musician's Guild of America as the only action of any consequence was the filing of charges by the MGA with the NLBM, seeking to be recognized as exclusive bargaining agent.

Cecil Reed, temporary chairman of MGA, estimated the number of musicians eligible to vote in an AFM- or NLBM-sponsored vote to be 50,000, and claimed that the organization has the necessary 30 per cent of the membership only the AFM has the authority to represent them.

Read previously had estimated that approximately 1,000 musicians would be eligible.

SEVILLE EASIER TO SPELL, ALSO

NEW YORK — Cliffor-

niger Ros Basgalian is a man of many talents.

Under his own name, he has composed and recorded for Liberty as orchestra leader David Seville, as soloist Franky F. Todd of this city established the pattern in a scene here last week in which a conductor, appearing on film, was used as a puppet to perform under his own name, he has made the most of the opportunity to show off his talent.

Mr. Basgalian’s “Trick Of Trouble With Harry” and “Trick Of Trouble With Sue” were preferred to known under his own name, he has made the most of the opportunity to show off his talent.

Mr. Basgalian’s “Trick Of Trouble With Harry” and “Trick Of Trouble With Sue” are the most successful examples of the use of the puppet technique in the film industry.

NASHVILLE — Radio listeners who object to announcements on their favorite stations now have at least one court precedent to use as a ready-made wedge in their next round of strikes and more LP’s.

Judge Rules R&R Off Air. LP’s Back On

To support his point, Gerdauvins presented the following proposition that “on matters of entertainment which are in the interest of the public, equal air time for each side is granted.”

Gerdauvins then detailed the various methods used by the leaders of this type of music, the same as in other cases, and Judge Todd agreed with the latter leaders, and issued an injunction against the operators of "LP Showtime" to the air in its present form.

The injunction was made permanent and mandatory.

Capitol Picks Up Prep Aces

HOLLYWOOD — Manager Hary, Earl Halffmann, Roy Stevens and Sam Butera, in addition to several other Prep artists will be absorbed into the Capitol Records talent roster following the closing of the Cap subsidiary.

Involvement in the affairs of the label of the indie distributors who handled the Prep line is reported to have been responsible in large part for this development, it is now in the process of being handled in a split, with a small number of records being produced.

Andy Williams, who devoted considerable time to the affairs of the East Coast, will no longer be involved in the business and is now handling similar ex-breaking for Cap on the West Coast.

Prep label was started last year and is the only one of its kind in the business to hold operations.

Musicals May Be Tax-Free, If Not Profit

WASHINGTON — Legislation which would exempt musical comedies from the admissions tax if produced by civic or community associations from the townspeople. (Continued on page 10)

Friedlander Joins UA as Promo Mgr.

NEW YORK — Buddy Friedlander has joined United Artists as promotion manager.

The ex-me with Warner Records for eight years, and more recently served as national promotion manager for both Vogue and Decca Records. He has also worked with the Columbia Records representative for Georgia Gibb, and was also assistant manager of the Columbia Records office in New York.

U. S. last week signed seven-year-old Patti Austin to a long-term contract.

The fantastic guitar of Gordon Austin, the former manager of the Topper Band, has been transferred to a new group, Jerry Henderson and Earl Hines.
Sands Evens Score for Cincy Jock

CINCINNATI — Capitol Records' Tommy Sands hopped into Cincinnati Saturday night (28) to right two wrongs with a personal appearance on "Bob Braun's Bandstand" on WLW-T Sunday afternoon (30).

The initial fax got out three weeks ago when Sands was to have phoned Brahm for a bit during the "Bandstand" show. Sands and his manager tangle with their cue, with the result that the phone call failed to materialize, leaving Braun, his studio audience of 150 teeen-agers and the TV audience miserably disappointed.

The Dada-dash was repeated the following week, when Sands was again to call, this time from Kansas City. No. However, Sands failed to show, the difference in time and made the call after "Bandstand" had gone off the air. This automatically clinched the No. 1 spot for Sands on the you-know-what lists, and by many fans, and Braun refrained from playing any Sands tunes, or even to mention his name.

When Sands learned of the turmoil he had created, he immediately phoned Brahm and offered to square things with a personal appearance. For the occasion, the weekly teen-age TV show was extended from the usual 150-8:20 p.m. to 1:6-4, and moved from the studio's Stadia B, where the show's participants are limited to 150 teen-agers, to the auspicious Topper Ballroom in Music Hall. The crew at the Topper Sunday afternoon was limited to 2,000, with several hundred more seeking admission.

Upon his arrival at the Union Terminal here Saturday night, Sands was met by several thousand fans and an eight-man police escort. A party for the local music fraternity and press followed at the Sands Hotel.

Brahn, who during the past year has developed into one of the top record spinners in the area, also does a radio platter show from McAlpin's, downtown department, from 2-4:30 p.m. on Saturdays, with a live audience of around 400. The past week he began a series of weekend-teen-agers at high schools in the Cincinnati area, sponsored by the local Coca-Cola trucks. The Everly Brothers are slated to guest on the Brahn TV show this coming Sunday (15).

Verve, Studio In Ella Promo

HOLLYWOOD — Promotional tie-up between Verve Records and Allied Pictures has been worked out on the Ella Fitzgerald recording of "Tell Me How To Cry," from the film company's production "Yesterday & Today."

Discs have been earmarked for all the associate and affiliate theater groups of the picture firm, subsidiaries of American Broadcasting-Paramount Theaters, Inc. In addition, Republic Pictures' branches distributing the film and exhibition outlets who will show it, are expected to co-operate in the promotion.

Theater trailers, lobby displays and newspaper advertising of the film will all feature Miss Fitzgerald's recording as well.

AUDITION

Now holding for dealers...

For manufacturers...

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

As Measured Against Average Weekly Sales June-November, 1957

BASED ON THE BILLBOARD-NY SCHOOL OF RETAILING CONTINUING NATIONAL STUDY OF RETAIL RECORD SALES

45 EP and 78 Unit Sales Dragging

By TOM NOONAN

Over-all unit record sales dropped slightly this period with the biggest offenders being 45 EP and 75 singles unit sales; 30's-12" and 45 singles are both holding their own. The over-all figure is 6 per cent below "par" for the current period. Par is represented on three charts as the figures 100 is the average weekly record sales for the period of June thru November 1957.

While 45 EP this week remained at the same level as the previous period, they are currently 87 per cent off "par"; 78 singles are currently 55 per cent off "par"; 78's, however, have been consistently off since the first of the year but 45 singles, which have been over "par" for some time, may be taking up the slack in the singles business. The final diagnosis, therefore, could be that the singles business is slightly off last year's sales and, at this time, they show signs of picking up.

Again, it must be pointed out while the unit sales of 30's-12" remain close to the comparative period of 1957, their share of the dollar market is not as great as it was. This could indicate an increase in the sales of low-priced LP's (see story in March 31 issue, Page 3).

With one more week to go in the first quarter, over-all unit sales should compare favorably with last year's June thru November period but the dollar volume it represents could be below the figure for same last year. The reason could be the low-priced LP and the increasing number of stores selling at discounts.

TOTAL UNIT RECORD SALES (ALL TYPES)

<table>
<thead>
<tr>
<th>100 equals average weekly record sales June-November, 1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
</tr>
<tr>
<td>190</td>
</tr>
<tr>
<td>180</td>
</tr>
<tr>
<td>170</td>
</tr>
<tr>
<td>160</td>
</tr>
<tr>
<td>150</td>
</tr>
<tr>
<td>140</td>
</tr>
<tr>
<td>130</td>
</tr>
<tr>
<td>120</td>
</tr>
<tr>
<td>110</td>
</tr>
<tr>
<td>100</td>
</tr>
<tr>
<td>90</td>
</tr>
<tr>
<td>80</td>
</tr>
<tr>
<td>70</td>
</tr>
<tr>
<td>60</td>
</tr>
<tr>
<td>50</td>
</tr>
<tr>
<td>40</td>
</tr>
<tr>
<td>30</td>
</tr>
<tr>
<td>20</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

SHARE OF DOLLAR MARKET

(For week ending March 22, 1958)

<table>
<thead>
<tr>
<th>36.6% 45 RPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>35.8% 78 RPM</td>
</tr>
<tr>
<td>27.6% 12&quot; LP</td>
</tr>
<tr>
<td>22.3% 45 EP</td>
</tr>
</tbody>
</table>

SHARE OF UNIT SALES

(For week ending March 22, 1958)

<table>
<thead>
<tr>
<th>33 1/2&quot; 12&quot; UNIT SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
</tr>
</tbody>
</table>

33 1/2" 12" UNIT SALES

<table>
<thead>
<tr>
<th>33 1/2&quot; 12&quot; UNIT SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
</tr>
</tbody>
</table>

45 EP UNIT SALES

<table>
<thead>
<tr>
<th>45 EP UNIT SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
</tr>
</tbody>
</table>

78 SINGLES UNIT SALES

<table>
<thead>
<tr>
<th>78 SINGLES UNIT SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
</tr>
</tbody>
</table>

45 SINGLES UNIT SALES

<table>
<thead>
<tr>
<th>45 SINGLES UNIT SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>100</td>
</tr>
</tbody>
</table>
Copenhagen Take Slimmer for Yanks

By TED WOLFRAM

COPENHAGEN — While American jazz and pop—still rates high in Copenhagen, it is now confronted by strong competition from other countries. Up until 1953 concerts by American bands were given up for sold—outs. Since 1953 the well—known concerts, which have generally fared well, but only a few American performers have been able to play Copenhagen's famed music hall, which was drawn anything resembling full houses. The present technical setup will not provide the kind of show rooms for the few American— or pop artists who have appeared here.

Crackdown on Salty Disks

Bags Dealers

NEW YORK.—An off—the—stadio taping of a sizing hit of repertory repertoire between Stan Martin and Jerry Lewis, being peddled surreptitiously in the city, has been hold down last week on a number of record dealers and one manufacture. The alleged release on 78s was analyzed objectionable material.

The two albums are "Grisoguise" and "For Men Only." Managers and salesmen of the six raided stores were also put under arrest. Hearings will be held for the eight defendants on charges that they violated the anti—bomographic section of the penal code, a misdemeanor.

Kornheiser in Morris Tour

NEW YORK — Sidney Kornheiser, general professional manager for the Morris Tour, is back from a speechmaking trip on a European trip the first leg of which was produced during the Fair's run.

Puccio, Rip Label Head, Buys Brad

HOLLYWOOD — Dick Puccio, proxy of indie Rip Records, has purchased Brad Records, newly organized in New York, under the operation of Bud Atwood, who is the new director of the company. Puccio was previously executive of the new American Bandstand which will be operated independently of Brad. Brad echutting of "Everybody Has" to Rip will have its first show next week.

Spino to Wrap 12 for Design

HOLLYWOOD — Computer designed and manufactured by independent package company, will be delivered a minimum of 12 albums for 20 cents each. The record to see is "Anthem," by the band "Marauders." "Trend—" also is a personality series of albums by music stars pictures is also a hit.

Special Price On Stereo List

By Mercury

CHICAGO — Mercury Records announced a 10 per cent discount on its new stereo equipment. It is the month of April. The offer is the same as one made during January which was limited only to Bebe B. Green, was very successful.

The offer, which includes release with 11 new items from stereo equipment and 60 packages.

The new release includes tapes by Billy May and Bang in stereo.

The PRIZE: R&H

"Victor, Columbia in All—Out Battle With So. Pacific"" NEW YORK — One of the most significant developments in the record industry has been the widespread adoption of RCA Victor and Columbia Records over the past few days.

The battle for the "South Pacific" is expected to be fierce, with both companies vying for the top position in the market. The two labels have been successful in the past, but this time they are expected to put their best foot forward.

One of the key factors in the battle is the quality of the artists involved. RCA Victor and Columbia have both signed high-profile artists, including Bing Crosby and Frank Sinatra, to exclusive deals. The artists are expected to put on a good show, and their performances will be closely watched.

Another factor is the sales of the records themselves. RCA Victor and Columbia have both invested heavily in marketing and promotion, and their records are expected to sell well. The companies are also expected to use their distribution networks to get the records into the hands of as many people as possible.

Overall, the battle is expected to be intense, with both RCA Victor and Columbia fighting hard to come out on top. The outcome of the battle will have a major impact on the record industry, and could set the tone for the rest of the year.
ST. LOUIS BLUES -- A FINE HANDY EPITAPH

By CHARLES SINCLAIR

The St. Louis Blues is an eye-and-ear treat, and the warmest kind of a company. Its plays are entertaining, its music is comfortable, and the band is in tune with what it is doing. It's also the same old band, a whole roster of W. C. Handy's blues, from "Beale Street Blues" to "Yellow Dog Blues," and of course, its wonderful structure.

The Robert Smith-Ted Slade discography briefly spotlights Handy's blues band, and the St. Louis Blues is no different. It's basically the same band that played at the 1920s and 1930s events. The St. Louis Blues is a testament to Handy's longevity and his ability to keep a band together for so many years.

The band's sound is rich and full, with a strong rhythm section and a tight brass section. The St. Louis Blues is a perfect representation of Handy's blues, and the band's popularity continued throughout the 1920s and 1930s.

The St. Louis Blues is a perfect example of Handy's influence on the blues genre. His music has had a lasting impact on the blues and jazz, and the St. Louis Blues is a testament to his legacy.
MASTERCOUNT
BROADCAST TRENDS AND TRIFLES

By BOB BERNSTEIN

NO REST FOR THE ADAMEN

Advertisements must make Americans accept the fact that a more costly to those of their neighbors in斗志, is not only a major enslavement but a greater moral nightmare. And" (Here Dr. Ehrlich, president of the Institute for Medical Research, has predicted that it is "definitely not the end of the world""). If we are to keep pace with the demands of the age, it is essential that we... (Continued)

SHARPS IN A SEASON OF FLAT TUNES

With the exception of a few songs that are sung to music, most of the songs sung in the past fall, larger than the other networks who were more prevalent. And so Poet Steiger's satire on the role of the networks is a combination of the concept of a "world built... (Continued)

NEW YORK — Controversy surrounds the move of "Butch Cassidy" to TV. The program, which previously did well in its niche on the West Coast, will now have to compete with the nation's top networks. "Butch Cassidy" is currently airing on network television with mixed reviews. The show's producer, Jack Halsey, said that the move was made in an effort to reach a larger audience. "We felt that by moving to network television, we could attract a broader audience and... (Continued)

Jack and Jayne Got Ax on Oscar Night

NEW YORK — A musical sequence "in fun" will probably be the highlight of the event because of the problems that arise with the telecast of the Oscar awards. The sequence, which will be called "The Hot Summer," promises to be an exciting addition to the show. "The Hot Summer" will feature music and dance numbers that will be synchronized with the action on screen. The... (Continued)

Rep Firm Plugs TV Audience for Jocks

NEW YORK—Controversy sur-...
ASCAP SALUTES THE OSCAR WINNERS

ASCAP congratulates the 1957 Winners
"ALL THE WAY"
JIMMY VAN HEUSEN—SAMMY CAHN
PUBLISHED BY MARAVILLE MUSIC CORP.

ASCAP Academy winners since 1934:

1934—"The Continental"—Con Conrad, Herbert Magidson
1935—"Lullaby of Broadway"—Harry Warren, Al Dubin
1936—"The Way You Look Tonight"—Jerome Kern, Dorothy Fields
1937—"Sweet Leilani"—Harry Owens
1938—"Thanks for the Memory"—Ralph Ranger, Leo Robin
1939—"Over the Rainbow"—E. Y. Harburg, Harold Arlen
1940—"When You Wish Upon A Star"—Ned Washington, Leigh Harline
1941—"The Last Time I Saw Paris"—Jerome Kern, Oscar Hammerstein 2nd
1942—"White Christmas"—Irving Berlin
1943—"You’ll Never Know"—Harry Warren, Mack Gordon
1944—"Swinging On A Star"—James Van Heusen, Johnny Burke
1945—"It Might As Well Be Spring"—Rodgers and Hammerstein
1946—"On the Atchison, Topeka and Santa Fe"—H. Warren, J. Mercer
1947—"Zip-A-Dee-Doo-Dah"—Allie Wrubel, Ray Gilbert
1948—"Buttons and Bows"—Jay Livingston, Ray Evans
1949—"Baby, It’s Cold Outside"—Frank Loesser
1950—"Mona Lisa"—Ray Evans, Jay Livingston
1951—"In the Cool Cool Cool of the Evening"—H. Carmichael, J. Mercer
1952—"Do Not Forsake Me, Oh My Darlin’"—Dimitri Tiomkin, Ned Washington
1953—"Secret Love"—Sammy Fain, Paul Webster
1954—"Three Coins in the Fountain"—Sammy Cahn, Jule Styne
1955—"Love is a Many Splendored Thing"—Paul Francis Webster, Sammy Fain
1956—"Whatever Will Be, Will Be" ("Que Sera, Sera")—Ray Evans, Jay Livingston
Top Jazz Names Climb NBC-TV Bandwagon

By CHARLES SINCLAIR

"It took 500 years to go from sacred music to arranged orchestral music, but jazz made it in 50 years. Jazz first existed as secular music, with most people thinking of it as after-dinner jazz to ease emotions. With jazz festivals and a growing jazz taste, the picture has changed. Today it's an important factor in balanced music programming."

The speaker is George Norford, young producer of "The Subject Is Jazz," a 13-episode series being televised as an educational project by NBC-TV in partnership with the Educational Television and Radio Center at Ann Arbor, Mich.

For a basically educational video project, "The Subject Is Jazz" has developed an impressive following. A total of 29 educational TV stations are carrying it, fed from New York on NBC's regular network cables.

And regular NBC-TV affiliates are airing the show on a delayed basis, as well as five of the network's five-trackustomed-operated stations covering key cities like New York, where no educational channel is carrying the half-hour series. Total 42 stations.

Norford, Director Lynnwood and NBC Director of Public Affairs Ed Stanley are trying to avoid any longhair feeling in the series of 13 half-hour shows even though the whole project is a serious profile of the history, development and growth of jazz in its full range.

No Longhair TalksFests

"We're going to try to keep each program about two-thirds music and one-third comments," says Norford. "With the aid of bandleaders like Benny Goodman and Duke Ellington, we'll cover jazz improvisations, blues, jazz arranging and jazz development. With musicians like Wilbur de Paris, Billy Taylor, Mundell Lowe, Tony Scott, Osie Johnson, Eddie Safranek and others we will be exploring everything from Dixieland to the 'cool school.'"

Aids the producer: "We hope the series will broaden the musical horizons of everyone watching it, and provide commercial programmers with many new music ideas."

Noted figures in the jazz world would have been quick to respond by the idea of a show treating the subject seriously. Gilbert Sellers, writer and commentator, is the program's regular host: Dr. Marshall Stearns, Hunter College professor and jazz authority; and Leonard Feather, author and jazz critic, are program consultants. Dr. Harold Taylor, Professor of Music at Sarah Lawrence College; Willis Conover, Voice of America's Pacific jazz specialist; and composer Aaron Copland are on the guest roster.

"Jazz has grown as fast as an influence in American music that our big problem is wrapping up a prediction for the future," says Norford, who is on loan from his regular NBC publicity duties for the project.

"It's easy to look back and chart early jazz growth thru blues, ragtime and swing, and the developments after the war. It's not too difficult to analyze the international acceptance of U.S. jazz. But who can really say what the future trend will be?"

Custer Sounds Off At ASCAP Dinner

NEW YORK—Annual membership meeting of the Society of Composers, Authors and Publishers was held at the Waldorf Tuesday (4), with the customary afternoon business sessions followed by a dinner gala in the hotel's Astor room. There were many of the talks was a customized show to the hundred-odd guests for whom the society was well suited for the creation of poly-

no. As the director of the subject, director of Mr. and Mrs. Glenn Miller's orchestra, he stated that radio negotiations would be initiated.

The Society's TV contract was signed several weeks ago. Mr. Con-

Custer, chairman of the board of ASCAP, attended the meeting. He stated that royalties would be paid to members of the society for the use of their compositions, and that the society's activities were directed toward the strengthening of ASCAP membership.

Disaffected Hit

L. Wolfe Gilbert, Ned Washington, and Patti Page, one of the leading races hit in the market by The Society's members, will take their problems to agencies outside ASCAP. ASCAP has come under fire for a lack of action on the part of the society.

Johnny Marks, chairman of the board of ASCAP, spoke on the need for better protection of composers and writers. He stated that he had never been a member of ASCAP before, and his suggestions were not for the benefit of ASCAP as a whole. "At a matter of fact, I'm just the publisher and successful writers who are selling well in a new medium," he said. "I've had some success in my dealings with ASCAP, but I really don't have a philosophy of ASCAP as a whole."

Custer noted that some ASCAP members would like to see a more active role for the society. "I believe the members will find that it is more productive to write than to fight," he said. "If we all pull together ... then we can move forward.

Victor Series

Continued from page 2

Victor, Columbia in 'S. P.' Battle

Continued from page 6

Meanwhile reports were being sent back from the field telling of the enemy's advance or retreat.

There was another side to this battle that is interesting to trade-

ners, and that is the story of the effect the battle had on the

other side, what a victory in the battle might mean to either firm, the way the effects of the battle had on the two companies, and what were the effects on each.

In the case of the two companies, the battle was over the release of the "Pacific" album, which was released by Victor and Columbia.

The "Pacific" album was a success for both companies, and the effect of the release of the album was felt on the music market.

The debate over whether the album should be released by Victor or Columbia continued for several weeks, with both companies arguing their points.

In the end, the album was released by Victor, and the two companies were satisfied with the results.

The "Pacific" album became a hit, and it helped to establish Victor and Columbia as leaders in the industry.

The battle between the two companies was a turning point in the industry, and it helped to define the role of the music companies in the future.
Great Together!

MARV & PATTY

SING

BECAUSE I'M A DREAMER

TWO FOOLS IN LOVE

Picked by Cashbox

Both with Instrumental Accompaniment

K12625
Panel Poser: What do you think of the "Top 40" record formula in radio and TV deejay programming?

Second Guest Panel of a Series

Peter Potter, deejay, KLAC, Los Angeles: "I've been a disk jockey since 1937, and I've taken pride in being able to play the best in music. Top 40 programming is an adequate service to the public. A station must surely be limited in intelligence to offer its audience such selections. New tunes have to be introduced and old songs have to be played to fill the needs of all people. Top 40 limits the audience to kids, and after they buy the pop single records, they do not buy a sponsor's product. Stations now using Top 40 were originally built on adult audiences."

Al Jarvis, deejay, KFWB, Los Angeles: "Top 40 programming has apparently satisfied the needs of a majority of the music and record-conscious audience. The optimum in our business, as in others, is a hit. Altho a minority audience may not hear a portion of recorded music, we are supplying the most-demanded music by playing the hits. Music, however, is a very elastic commodity today, and trends change exceptionally fast. We'll meet the needs of any audience and any trend as it occurs."

Hank Shepard, manager, WAMP, Pittsburgh: "Any good program idea, properly executed, will be successful. Top 40 is successful because it provides the kind of music many people desire, and execution is extremely easy. However, it leaves very little room for creativity. The audiences are divided and sub-divided by the number of stations utilizing this concept. The conclusion can only be neutralization. A radio station must come up with new ideas and develop and promote its personalities in order to win the largest share of the audience."

Norman Wain, deejay, WWOK, Cleveland: "Top 40 no longer represents America's taste in popular music. The LP has divided the market. Teen-agers buy singles; adults buy albums. The responsible broadcaster does everything in his power to get his sponsor's message heard by a wide audience with the money to buy. To me, the conclusion is inescapable. A wide variety of albums plus singles must be used to attract an adult audience with the money to buy. At their peak listening time, teen-agers represent 12 per cent of the audience; 8 per cent of buying power."

Distributor News

Continued from page 9

David Selvile's "Witch Doctor" is big. Other fast-selling disks mentioned are "That's All I Need to Know" by Sam Cooke on Specialty, "Bluebirds Over the Mountain" by Enzel Hickey and "Houndish" by Link Wray on Cadence, . . . Mason Goldfeder, Mangold Distributing Company, Baltimore, sends word that Paul Anka's "Crazy Love" has now sold over eight thousand of "You" by the Agassizes have been moved. George Hamilton's "Now and For Always" is hopping. "You Excite Me" by Frankie Avalon on Chancellor is tremendous. Among the top disks at Mangold are "Believe What You Say" by Ricky Nelson on Imperial, "Corrida Rock" by Tortella Pots on Imperial, "I've Got My Sights On You" and "That's All I Need to Know" by Sam Cooke (both on Specialty).

Distributor DOING: Bob Dahle, Coda Distributing Company, Minneapolis, is open for additional titles. . . . King Records has appointed Bob Davenport serving manager of their San Francisco office. . . . Jean Oliver is now managing R.F. Brown's London office.

BRIEFS: Al Levine, Ideal Record Distributors in New York, called to say that "Let's Try the Impossible" by Lew Andrews is breaking. Al Hirsh, MGM Distributors, writes that negotiations for a branch in New York, N. Y., are going on. Latest disk this week is "Witch Doctor" by David Seville. Following closely are "Rock and Roll It Here To Stay" by Danny and the Juniors and "Now and For Always" by George Hamilton IV on ABC-Paramount.

TERRITORIAL TIPS: Hottest new disk this week is "Witch Doctor" by David Seville on Liberty. It has all the signs of a hit. It's strongest in California, New York, Oregon, and Ohio. "There's Only One Maharajah's" is a Four Lads on Columbia is also jumping. It's moving in all markets with most action in Texas, Ohio and Illinois.

Magnavox First to Show Line

Continued from page 2

price lists provided for playing the "RCA Victor tape cartridge.

We think tape will diminish in importance and popularity because of the ease of handling disks and the relatively lower cost of their material," said Freeman, "So we are making no provision for tape cartridges."

Symphonique, of New Brunswick, N. J., one of the largest producers of phonos for record company lines is just about ready to move. According to veepee Al Jabo: "As far as our own house line is concerned, we are planning to move everything in our 1959 line from our lower price list to the 1959 models we are equipped to handle stereo."

"The sets will all have tone arms equipped with four heads leading to a jack in the back. They'll have snap-in cartridges that can be replaced anytime with a stereo cartridge. The jack in the rear of the set can then be used to hook in the second channel amplifier and speaker anytime the customer didn't want to buy it. In this way none of our sets will become obsolete."

"As far as our present accounts are concerned (this includes Columbia and Capitol among others) the designs are complete. We are awaiting their final okay on such things as types of cartridges to be employed before we go ahead, and we expect the word to be given very soon. They will all have models ready early in the summer. Our own line will be ready then too."

Design in Works

Rolfand Kalb of Steelman Studios, New Rochelle, N. Y., another prominent producer for disk firm phonola lines, said that numerous designs are in work for various accounts, and awaiting final okay. Asked whether an okay, even if provided right away, would result in getting units out by June, Kalb confessed: "Frankly, that's what we're working on now."

Kalb crystallized thinking in various quarters, no matter what equipment would be made available. Basically, the buyer will have his choice of four different packages. At the low end will be the phonola, equipped with a plug-in cartridge and extra lead in a jack in the rear of the set. The jack makes possible the hook-up of the remote unit and the cartridge can be replaced anytime with the stereo cartridge. Third will be the basic unit equipped with stereo cartridge, and the dual amplifier built into the same case, with the external jack. Fourth would be all of this plus the external speaker unit, in other words, the works."

This general plan of production reflects views of other industry spokesmen tapped.

Last week, Sonic Industries outlined plans to be represented shortly in the stereo player field with a number of models. This week it also learned that Western Electric is in the market with stereo tone arms. Stockholders of the company were told at a meeting in Metuchen, N. J., that the company will have models in its line shortly.

M-G-M Up 53%

Continued from page 2

Century Opera Records, is a recording of Leonard Bernstein's "Trouble in Tahiti" which has had successful Broadway and TV productions. The disk features Beverly Sills, David Ashman and Arthur Weinberg conducting the M-G-M Orchestra.

On the new talent front, the label has packed George Shaw (formerly of Decca), Danny and the Duke, Don Cogswell, Lew Prince, Flip Tophatters and Bruce Earl all of whom will have singles issued this month.

Top Songs for Seasonal Programming

WHEN THE RED, RED ROBIN COMES BOB-BOB-BOBBIN' ALONG
BOURNE—ABC MUSIC 154 West 25 St. New York 7, N.Y.

WANTED—Music Writer

Come to write words and set songs for popular television and film songs, with knowledge of lyric writing. Write, stating qualifications.

Lyric Bar, Billboard 1545 Broadway New York 34, N. Y.
ORDER THESE HOT SELLING SINGLES NOW!

JONI JAMES
NOTHING WILL EVER CHANGE
and
DOES IT SHOW
K12627 on 45 & 78 rpm

CONNIE FRANCIS
WHO'S SORRY NOW
K12588 on 45 & 78 rpm

FRANK SANDY & THE KING'S MEN
TARENTELA ROCK
K12626 on 45 & 78 rpm

RICHARD BARRETT
(When Your Heart's On Fire)
SMOKE GETS IN YOUR EYES
K12616

THE SERENADERS
NEVER LET ME GO
and
I WROTE A LETTER
K12623 on 45 & 78 rpm

DAVID ROSE and His Orch.
THE NIGHT THEY INVENTED CHAMPAGNE
and
WALTZ AT MAXIM'S
K12631

BOB RILEY
THE MIDNIGHT LINE
and
WANDA JEAN
K12612

THE KAYS and THE RHYTHM ROGUES
WHO'S GONNA TAKE YOU HOME
K12630

HANK WILLIAMS
MY BUCKET'S GOT A HOLE IN IT
and
WE LIVE IN TWO DIFFERENT WORLDS
K12635

ATTENTION, OPERATORS
EP price strips available for above from your MGM Records Distributor.
Copenhagen Take Slimmer

- Continued from page 8

... drew turnaways at prices on a par with those charged by top rock bands.

Since 1953 "Holiday on Ice" has practically monopolized the 4,000-capacity KB Hall—pennys for jazz—during the major part of Feb—play each year, after which it plays 10-day stands in Aalborg, Aarhus and Odense. Stangerup starts both the publicity and ticket sales campaigns for the ice show early in December—with letters on duets as Christmas gifts — and sells up to 70,000 tickets prior to Christmas.

As the big ice show caters to the same youthful segment of the jazz bands, it is easy to surmise that its huge ticket sales heart the mid-winter prospects for profits by any big American jazz band.

This situation has favored locally English jazz bands and pop singers, many of whom have become well-known here via films, radio, TV and records. Two recent examples: Chris Barber's (English) jazz band made two concerts in KB Hall, February 6—three nights prior to "Holiday on Ice"—with all tickets sold out three weeks in advance. Tommy Steele, England's "Rock'n'Roll idol" did here February 16, for six concerts in KB Hall—already sold out.

Hampton Dixieland

So far the biggest American jazz band to play here this season has been Hampton Dixieland Club, which appeared early in the season and did quite well. German, Swedish and English bands and vocalists have been kept to the gaps due to absence of Americans, and this is really unusual—English combos or vocalists have been brought in to can come combos or singers and in some cases steal the show from them.

A partial breakdown of record concerts gives a fair idea of the situation:

February 9—Stroswithville Records presented Chris Barber's English jazz band, with vocalists Ottoline Willetson, for two concerts in KB Hall—both advance sell-out, enthusiastic audiences, good reviews.

February 18—Metropolitan Records and Scandinavians Artists Corporation (SAC) presented local Cyprioto, Nini & Frederik, with Harry Anold's Swedish Radio band, for two (sold-out) concerts in Tivoli Concert Hall.

March 4—Richard Stangerup presented the Dave Brooker quintet (Paul Desmond, Joe Morello, Eugene Wright), in two concerts at Tivoli Concert Hall. Concert was "new" here, did fairly well and added plaudits from press. Rates a return date.

March 9—SAC and local Lions Club presented Johnny Ray and the English thrash, Petula Clark, in two concerts in Tivoli Concert Hall. Johnny Ray did not fare too well with audience. He drew cursory reviews. Petula Clark clicked solidly and drew near-capacity special mentions to the manager of Metropolitan Records, Bert Fabricius, who acted as accompanist for Miss Petula, and to Eckert-Lundin and his China Theater pit band, from Stockholm.

March 17—Under sponsorship of King Frederik, the Danish Royal Orchestra gave a unique concert in Tivoli Concert Hall, with the American conductor, George Byrd, directing it with symphonic numbers, plus his Glenniscan's (Danish) jazz band in a special arrangement of Glenniscan's "Frogs and Bows," and Roll Liebermann's "Concert for Jazz A sell-out and good reviews, with plaudits to Byrd and pianist John Winter.

March 18—Richard Stangerup presented Sister Mantle's "Thurps" in KB Hall. Very dim houses. Reviews confirm contention that anything matching jazz must look to the younger segment for support. Critics blasted the "teenagers" for failing to turn out and crowded kudos to Sister Thurps with requests to set a return date. The English combos, Graham Steward's Seven and Din Dalv's New Orleans Band, plus Henrik Johansen's (Danish) orchestra, filled in between songs.

English "I'dol"

Most amazing is the hold that England's "Rams, 'n' Roll" idol, Tommy Steele, has gained in Copenhagen, altho he has only appeared here once—last season, in Tivoli's Concert Hall. His Edna and Regina girls helped build him up and he comes here April 14-15, for six sold-out concerts in KB Hall—under sponsorship of local tabloid abetted, "B. L. V. ," and the concert agency of Egon's & Soonsing. While Tivoli, with its abundance of four months of all kinds mostly grappling in plenty of outstanding American concert artists—as well as choicest European orchestras—this summer—Sweden offers the biggest summer field for American jazz combos (small) and pop musical combat. Among those set for return dates there this summer are the Delta Rhythm Boys, the Deep River Boys and the Hooters (last time). Such units have little trouble in signing up tours of three or more months.
ANOTHER GOLD RECORD

MAYBELLINE
Chuck Berry

SCHOOL DAYS
Chuck Berry

ROCK & ROLL MUSIC
Chuck Berry

SWEET LITTLE SIXTEEN
Chuck Berry

JOHNNY B. GOODE
b/w AROUND & AROUND
Chuck Berry

CHESS 1691

ANOTHER SMASH LONG PLAY

CHUCK BERRY
one dozen berries

Hits like Sweet Little Sixteen, Reelin' and Rockin', Rock & Roll Music, Rock at the Philharmonic and eight other Chuck Berry sensational tunes on

CHESS LONG PLAY 1432

Chess Producing Corp.
2120 S. Michigan, Chicago, Ill.
All Phones: CALumet 5-2770
BAND: BUNDU

MUSIC AS WRITTEN
By Bob BOLTZ

SEEK STATESIDE WAX HOOK-UPS
Two visitors from Paris arrived in New York last week. They were, respectively, Andre Matyas Sieber, director of the Conard factory, of the Conard appliance family in France, has his own newly started pressing plant, flatovas, and a new recording studio where he plans to record your favorite European groups. Andre Matyas Sieber is in the U. S. to arrange for the representation of Conard equipment in this country. He has also started an LP label of his own, Prezicia Records.

MORRIS BUYS "WHO'S TO KNOW"
E. B. Morris Music has purchased the theme, "Who's To Know" from Irving Berlin.

The song, which has been stirring up some action in Cleveland, via Wendell Tray's Aroa disk, has also been cut by Dick Jannet, the Sydney show. Now, the prexy of the Masterspy, Peter Fendley, secretary, and Ralph Pas. treasurer, Nick Bello has a new LP label of his own, "Blues Boudoir" which will release the label are Mary DeRelle and the Scaney. Jack Yellen has added English lyrics to a tune printed by Mills Music under the title of "French Fisherman." The Circle of Records, 177 Broadway, and Louis Ferrari.

New York

United Artists records are hitting the road next week to promote the firm's latest ditties. Sales director Harold Friedman, preside- on the recording of Dick Joseph, Kenny Baker, and Frank Slay and others will all be out pushing disks for the next two weeks. 2nd label to join the record sweepstake is Rialto, out of New Orleans, with Jerry Blau- por, Peter Fendley, secretary, and Ralph Pas. treasurer, Nick Bello has a new LP label of his own, "Blues Boudoir" which will release the label are Mary DeRelle and the Scaney. Jack Yellen has added English lyrics to a tune printed by Mills Music under the title of "French Fisherman." The Circle of Records, 177 Broadway, and Louis Ferrari.

The RCA Victor artists, the Versatones, are now playing the "October Sweepstakes." They have been getting loose in the park. Sept. 21st-24th.

Irvings Tan is now handling promotion for R. & B. Records, the new Dee Form, Fred Hockman diskery.... Ray Michaels is the new national promotion manager for Dee Form... Theelous Moon and Roger Friar star in the new commercial for this week. They will be heard on the Garber opened at the Blue Note in Chicago for two weeks starting last week.

The Big B label, out of Avco, N. J., has signed singer Franklin Daye... Jules Malaman, sister's Records' Eastern sales manager, has returned home after a swing around introducing the label's record to the South. The Hilltops have signed with General Artists Corporation... John Wilson, Viva Records thrash, opens at the Colony Club in London for four weeks starting April 14th... The reviews of the Tast Scott ABC-Paramount LP's of "South Pacific" was which in "The Billboard" last week, everything was recorded for the film, both clarinet and bary in the LP, and a fine LP it is... Jaz a.k.a. man Leonard Feather is now on a cruise through Caribbean waters.

Toothed Dog goes into the Folks Club in Beaver, Mass., for one week starting April 13th... Composer- arranger-pianist Neil Sedaka, who has just won a Ford Sweepstakes and is now performing two-day musical composition to be held at San Haas teachers College in January, 1967, Leslie, head of Design Records, has signed with the group. The firm is the European distribution for his low price label... Funk Anta starts to a Coast- to-Coast tour April 13th... Downey Jr., recently signed by M-G-M Records, is now playing the Living Room Club in New York.... Frankie Records has its new diskery, that's for sure.

Hollywood

Verve Records singer Ronnie Burns has a series of radio and TV shows lined up to introduce his recording of "Kinda Cool." He'll appear on the Jack Benny role show, Amos and Andy Music Hall, and special guests were to have been Paul Cohen, Decca a.k.a., man, and another group from the New York Decca offices.

Sleepy McDaniel is presently in Canada setting up the earliest wax for his first LP under the label. He's up for the Hask Snow package which is a project of the Hask Snow company, Bob Tintoh, manager of the Hask Snow Music Center, Nashville, said today. He has recently been interested in WCKX events in the publishing the new Hask Snow E-Z Guitar Method. The project was scheduled for a tape on XERP, Del Rio, Tex. The gospel-singing Black- man of the strawberries. The project was scheduled for a tape on XERP, Del Rio, Tex.

The gospel-singing Black- man of the strawberries. The project was scheduled for a tape on XERP, Del Rio, Tex.

A new LP has been released in the company of "PaulICE" the Fisheye" that's been released "Paulice" the Town with the Blues.

Ray Anthony wound up his stint at the Hollywood Pal- lidium Monday (7). July. Louisa has been pegged to go to Europe in 1967 and Ray Anthony, who was to go West, singer has renewed her past with Liberty. . ... Count Basie with Tijuana Brass will play at the Basin Street in April and May. Ray Anthony will be shown on doing his June 20 date at the Crescendo. . . . Columbia Records' songs from "Windjammer" will receive extensive promotion in Europe this month as a result of the E. C. M. a record.... Shelly Mann and His Men opened at the Jazz Club near the Ritz and the E. C. M. "International," to stage a show there every Thursday night.

Swingtime's L. Wells got the Congos for a new LP and Record recently when his LPs were "Waiting for the Robert E. Lee" were issued.
Immediate Reaction

JACQUELINE

b/w

LIVING IN THE SHADOW OF THE PAST 9-30619

Bobby Helms

Another Decca Dividend
for Dealers!

Check the record—
It's hit after hit after hit for Bobby:

FRAULEIN
MY SPECIAL ANGEL
JINGLE BELL ROCK

and now this sure-fire new winner!

* Review Spotlight, The Billboard, March 31 issue

* Review Spotlight on...

A NEW WORLD OF SOUND
Hi-fi dealer will profit from a comprehensive article on loudspeakers which appears in the current issue of High Fidelity magazine. If you want to be an expert on this subject, read that: An Ear For Loudspeakers’ by Norman Crouseworth. It begins on Page 43.

Speaking of loudspeakers: Alger Lanning has just published a brochure on the construction and design of loudspeaker enclosures. It gives construction diagrams, features comparative bass performance charts of several popular enclosures and includes information on proper phasing. The 12-page booklet fully discusses the four enclosure types currently marketed. Booklet is available free for quantity distribution to customers.

The Lincoln Division of the Ford Motor Company has made an FM tuner available in its 1958 Lincoln and Continental automobiles. The tuner is manufactured by Bendix, and the firm has pointed out that the AM set since volume and tone controls operate either the same or similar.

Fitchfield announces a new monaural moving-coil pickup. Designated the Model 200 "Micro 7." the cartridge is a production model of the EK-3 which has been on the market as an experimental basis for the past several months at $60. The unit fits all standard arms and is priced at $49.50.

Reeves Soundcraft Corporation, magnetic tape pro- ducer, reports highest yearly output in the Company’s history. The firm’s 1957 figures represent an 85% increase over 1956.

Do you have any real oldies like "Buttons and Bows?"

That’s all for this week. Haven’t you heard of the new record yet? I was wondering if you’d like to share with the other dealers? Send them to “Over the Counter,” care The Billboard, 1564 Broadway, New York 30, N. Y. —FRED FERNITZA.

If you’re a dealer, distributor, salesman, or manufacturer, send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 30, N. Y.

RCA Victor’s new low-cost portable hi-fi Victrola phonograph is tagged at $99.95. The unit features stereo sound in a compact cabinet. RCA claims that the new model is designed to look like more expensive RCA Victor models.

Several major labels in the attempt to baffle the whole field：so far it has been unfair to the very dealers that have helped put them where they are... Clubs! We’re open soon. The Music & Hobby Shop, Middletown, Tenn.

Killing the Sale (Cont.)

To the enclosed column which reports on The Reno Record grease (March 14) and The Nevada State Journal (March 15) tells its story.

An Open Letter to Billboard division of the Phonograph, which I find wide open to attack. You toroted the pole clerk as having killed the sale because he took the trouble to explain to the customer that the price of any set of amphitheatres, concert etc. or other works by one composer as interpreted by one conductor is not in the (customer’s) best interests. It is entirely possible that such an attitude would kill a particular sale, but if the customer were an average, naive, and quite understanding person, he would appreciate the salesman’s attitude and obvious interest in seeing the best his money could buy.

Such helpful advice should rather make him a friend and steady patron for the salesperson and his shop. I knew that he could sell without fear of some- the administrative and executive carelessness of records in order to ring up sales. The customer received the best his money could buy. And he was willing to make such a friend a trade to a friend and steady patron for the salesperson and his shop. I knew that he could sell without fear of some-
Relax...tune TV from the comfort of your easy chair with

**ZENITH**

original and exclusive

**SPACE COMMAND**

REMOTE CONTROL TELEVISION TUNING

JUST TOUCH A BUTTON
ON THE UNIT IN YOUR HAND

AND SEND THROUGH SPACE YOUR SILENT COMMAND

This "electronic ear" hears your silent command from across the room.
And, magically, your set does exactly what you've told it to do.

With Zenith Space Command, you can shop all the shows, switch back and forth between programs, "de-voice" a long-winded announcer...right from your easy chair. No need to get up even to fuss with fine-tuning. On a Zenith, each channel comes in precision-tuned automatically...brighter, more sparkling, with Zenith's new "Sunshine" Picture Tube. Space Command is not an extra cost accessory, it's built right into the set.

**ZENITH RADIO CORPORATION • CHICAGO 39, ILLINOIS**

**QUALITY BY**

Zenith

**SPACE COMMAND TV**
Infra-Red Private Eye Disk Check

Audio Fidelity is taking a step to prevent the counterfeiting of records. The problem has always been to trace the disks from the retailer to his source of supply. The use of a code number on the disks is the obvious solution. But what if the retailer or transhipper,8 scrubs off the code number?

Sid Frey, Audio Fidelity top-

er, believes he has the answer. It is a special ink that can be seen only under an infra-
red lamp. Each album that leaves the Audio Fidelity warehouse is stamped with a specific number assigned to each distributor.

"If I find anyone cutting prices on our records," says Frey, "I can stop him off immediately. If he con-
tinues to get my records, I can find out where." The infra-red lamp which shows up the special number can be plugged into any ordinary electrical outlet. And it is small enough to be carried around in an overcoat pocket.

Acoustone's 'Famous 50'

Acoustone, Brooklyn, N. Y., manufacturer of grille cloth for hi-fi installations, offers dealers a new dispenser rack. Called the "Tommy Fifty," the rack holds 50 of the firm's most popular pattern and colors. It takes up mini-
mum floor space measuring 27 inches wide by 15 inches deep. The grille cloths are easily acces-
sible without stepping. A double-

handed handle panel allows the dis-
penser to be placed anywhere in the store. The wooden rack, with a plastic faceplate, is easily slip-proof. Further details can be had by writing the manufacturer.

"What do you mean, 'He looks
Like a bum?' Those happen to be JENSEN NEEDLES, sir?"

"... and number is visible only when infra-red light is played on album cover. Infrac-red lamp plugs into any ordinary electric outlet."

---Continued from page 2---

Developer Explains System

"We are minding our own business and if anybody cares to belittle it, that's their business.

Goldmark clearly indicated his feeling that the Columbia stereo disc is not only a "compromise," as some have called it, but that in the event of a stereo war it will eventually be a superior record.

Again remitted of the press stories, Goldmark said: "I have some clipping in my file of stories from the June 17, 1958, about the LP record. Accusations from people who should know which is wrong, will not make them appear to be right in the eyes of people who may not have even heard it, edited out the fruit-of-the-grapes. I think it is inexorable.

"They should give credits to the other fellow's research efforts. After all, if we didn't believe in this system, we wouldn't have spent as much time and money in developing it.

Herbert M. Greenberg, Columbia Records vice-president, declined com-
mments about Goldmark's reference to the "records we are putting out." Greenberg reported that there are no current plans to release stereo discs commercially at the label, other than the Columbia system or any other.

People Will Think"

Meanwhile, Jac Holzman, Elec-

tron Records exec, said he disagreed with many of the industry people who have played down the impor-
tance of the Columbia stereo rec-
ord. "The Columbia move was a good one because it stimulated the tremendous broadcasting toward stereo when perhaps it wasn't quite ready. It will make people think." Holzman also said his firm plans limited disk delivery releases for the summer, with present plans calling for practically no stereo re-
leases of current monaural inven-
tory of some 35 or more LP's.

Holzman also discussed the im-
portance of proper pricing of stereo discs. "They should be definitely priced at a level higher than cur-
rent material. Present at $3.98 would tend to quickly obsolete a lot of good monaural material. If they carry a $5.95 or $6.95 tag, people will think a bit before buy-
ing the $3.98 monaural record."

This was also noted during the week that Capitol Records will bring out a limited release of stereo sets. This was confirmed by Capitol vice-president Lloyd Dunn, but no other details were im-
mediately available. "It will not be the Columbia type of disk, how-
ever," Dunn added.

"The Magavox Continental (right) becomes a stereo phonograph with the addition of the matching speaker system (left) and the firm's new stereo conversion system.

MOTOROLA IN KELLOGG TIE

Motorola's phonograph division scored an "important first" in ex-
clusive tie-ins this week when it was announced that Kellogg's Hi-
Fi in Fiberglass (Model 3142471) as merchandising prime.

The contest, according to Harold McCormick, the firm's ad-promotion manager, is a "Woody Wood-
pecker Picture Puzzle" contest. Kellogg's is beginning the con-
test in mid-April and it will run until June 30. First prize to cash and the portable $100.00 Hav-Motola hi-fi record player.

There will be 750 more Motorola hi-fi's awarded.

Motorola's sales department will tie-in with point-of-sale and window displays with their retail accounts. Contest will be an-
ounced thru full-color, full-page ad in the Sunday supplement of 297 newspapers. There will be an additional $12 newspaper inserts, a 1.000-postcard, and a 1.000 white ads. Family Weekly will carry two-page contest ad in its magazine sections of 160 newspapers. In addition, 17,000 direct mail pieces will be sent to consumers and the con-
test will be available on Kellogg's seven TV programs.
SATURDAY DANCE

I THINK THE WORLD OF YOU

THE BAY BOPS

FOLLOW THE ROCK
The Billboard's Music Popularity Charts...PACKAGED RECORDS

April 7, 1958

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop LP's

STORd RECORDED SALES

FOR SURVEY WEEK ENDING MARCH 29

This Week Last Week Change

1. My Fair Lady
   Original Cast, Columbia OL 5900
   3.05  1.05

2. The Music Man
   Original Cast, Capitol WAG 990
   1 7

3. Come Fly With Me
   Frank Sinatra, Capitol T 9820
   2 10

4. South Pacific
   Sound Track, RCA Victor LOC 1032
   16 2

5. Around the World in 80 Days
   Sound Track, Decca DL 9046
   4 54

6. Warm
   Johnny Mathis, Columbia CL 1127
   10 16

7. South Pacific
   Original Cast, Columbia OL 4190
   16 210

8. The Late, Late Show
   --- 6

9. Oklahoma!
   Sound Track, Capitol SAO 505
   6 134

10. The Seven Hills of Rome
    Mario Lanza, RCA Victor LV 2211
    9 4

11. Till
    Roger Williams, Kapp KL 1081
    20 2

12. The King and I
    Sound Track, Capitol W 740
    7 91

13. Pat Joey
    Dalida Station, Capitol T 876
    15 22

14. Hymns
    Tennessee Ernie Ford, Capitol T 759
    5 67

15. Goodnight, Dear Lord
   --- 1

16. Spirituals
    Tennessee Ernie Ford, Capitol T 818
    8 32

17. Pat's Great Hits
    Fat Bum, Dot DL 9071
    19 25

18. Shillelaghs and Shamrocks
    Bing Crosby, Decca DL 8207
    13 2

19. Love Is the Thing
    --- 35

20. Sing, Boy, Sing
    Sound Track, Capitol T 929
    --- 4

21. Ricky
    Ricky Nelson, Imperial IMP 9048
    11 22

22. West Side Story
    Original Cast, Columbia OL 5930
    22 4

23. Film Encores
    Mantovani, London LL 1700
    43

24. Muted Jazz
    --- 6

25. Dream Along With Me
    Perry Como, RCA Camden CAL 493
    --- 7

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

$24

Name ____________________________
Occupation or Title ____________________________
Company ____________________________
Address ____________________________
City _______ State _______

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
CHALLENGE RINGS THE GONG!!

with

KEE-RO-RYIN

Johnny and Jonie

Appearance—American Bandstand
April 17, 1958

"JUST BEFORE DAWN"
Challenge #59001

And Keep your eye on these other FAST MOVING CHALLENGE HITS!

"LIFE BEGINS AT FOUR O'CLOCK"
b/w
"DOUBLE TALKING BABY"
Challenge #59005
Bobby Milano

"SEAL ROCK"
b/w
"LOVE ME BABY"
Challenge #59003
Don Durant

"DOWN ON THE FARM"
b/w
"OH! BABE"
Challenge #59006
Al Downing
with the Poe Kats

www.americanradiohistory.com
LONG-PLAYING RECORDS ON THE MICKEY MOUSE CLUB LINE 
WITH THE REAL SALES PUNCH!

At a New Low 
Retail Price . . .

45's-606

A Walt Disney Song Fest
We're the Mouseketeers

MM 20
MM 18

New for Disney 
New CHICAGO 

HOLIDAYS
West

27 New Songs

MM 14
Music Highlights

We're in cash on this Fast Moving Heavily Promoted Line!!
Order Today

COMING SOON

2 New MM Club LP's - To Make Your 
SALES BOOM!

"HOLIDAYS"

With the Mouseketeers. 
And other songs from the 
A Song for Every Holiday. 

DISNErLAND RECORDS 
BURBANK, CALIFORNIA

LP's 
$2.47 - $3.10 - $3.70

1272 W. CHICAGO AVE., CHICAGO 32, ILLINOIS (Wabash 6-3254)
425 3rd 54th, CHICAGO 21, ILLINOIS (Kanapi 3-3464)
SINGER ONE STOP

LP'S - 45's - 45's & 45's

JAZZ CORNOCOPIA 
CRL 5714A

• Review Spotlight on Albums . . .

It features Bill Harris on trombone, Eddie Costa on piano, Phil Woods on alto, Joe Wilder on trumpet and Ruby Braff on tenor, plus a number of other top musicians, playing seven original arrangements. This is a recording of tremendous imagination. The material is imaginative, the arrangements are bright and the jazz is played with spirit. This album should interest a lot of jazz fans.

New Jazz Talent Albums

OLAYI (1-12") - Featuring Ruby Olayi, Mercury MG 30135

Ruby Olayi's wax debut marks her as a talent to watch. In her first album for the label she turns in some striking performances on a group of well known standards including "Faya Make Me Feel So Young," "Love for Sale," and "I'm Glad There Is You." She can be wild or tender as the song demands and she can sing. Her style is somewhat reminiscent of Lena Horne, but it is still her own. This platter should get her much attention.

JEAN HOFFMAN SINGS & SWINGS (1-12") - Fantasy 2066

An exciting new voice, a rarity indeed in today's market, has at long last blossomed via Jean Hoffman, who combines the best elements of jazz styling without negating her pop commercial base. While it's a little voice, it's strong, resonant and powerful in expression. Her rendition of "Blindfold of Happiness" is one of the freshest and most imaginative arrangements of this tune to come along in many a moon, and coupled with the song itself in this package, it makes for palpitating listening. Set is an artistic success, and deserves heavy exposure and all-play.

Classical Albums

THE REINDER SOUND (1-12") - Chicago Symphony Orch. (Reiner). RCA Victor LM 2183

The selection in this platter gives the Chicago Symphony Orchestra and Reiner a chance to show off all the special timbre color tones. The set is excellently recorded and the sound is superb. In addition to its appeal to classical fans who enjoy familiar selections it should also have a strong appeal for the hi-fi fan, who can enjoy both his vocal and instruments with this recording. Selections are RVOLP'S "Spanish Rhapsody," ABDULLAH'S "Cafe Figaro," and RACHMANINOFF'S "Isle of the Dead." A Victor Save on Records special.

BEETHOVEN: DIABELLI VARIATIONS (1-12") - Rudolph Serkin, Fez. Columbia ML 5246

This is masterly playing of music conceived on a grand scale. Serkin brings tremendous authority, control and inspired interpretation to Beethoven's last major piano work. Composition does not offer facile appeal, but will be rewarded by the sensitive pianist with the greatest of his Bach and Brahmsian lyrical ones. Present versions can better competitive showings.

THE ART OF THE HARPISCHORD (1-12") - Wanda Landowska. RCA Victor LM 2194

Of choice merit. The noted artist's playing of three works by Bach ("Partita No. 2," "Canzona," "Canzona," "Canzona") and "Piu Allegro in D Minor" truly illustrates the art of the harpsichord. Every performance is compelling. Doubtless will find its a first disk to demonstrate. Cover, a picture of Wanda Landowska in Erich K. by the artist are sensible merchandising attractions. Must inventory for class shops.

PRESENTING TOZZI (1-12") - With Rome Opera House Orch. (Mauri). RCA Victor LM 3585

RCA Victor is grooming Georgio Tozzi as the successor to the late Edo Pizzaro. The selection on this platter is Tozzi's first LP effort, includes comparison with Pizzaro since the four Murat has and they have long been identified with the late singer. Tozzi's basso cantante is rich, pure and correct on these selections, alto he does not yet have the fire of the masters of Pizzaro. With the push the label is putting behind this disk and with Tozzi's Malagore and "South Pacific" (movie) following, it should grab a lot of action.

Semi- Classical Album

SELECTIONS FROM "THE DESERT SONG" (1-12") - Kathy Barry, Giorgio Tozzi, Various Artists & Lehman Engel Orch. RCA Victor LOP 100

This is an excellent version of the nostalgia Signurai Rembrandt operaetta, which should find wide sales-wise on the basis of quality performances and the strength of the Met basso Tozzi. Both Tozzi and soprano Kathryn Burr do full justice to such memorable romantic tunes as "Romance," and the title theme. Tozzi's current promotion as vocal doppelganger for Rossano Brazzii in "South Pacific," should help sales.

Chamber Music Album

BEETHOVEN: TRIO'S (1-12") - Heifetz, Violin; Piatigorsky, Cello. RCA Victor LM 2180

Here's a must for chamber music enthusiasts. Two of the composer's early string chamber works (G and C-Minor) are performed flawlessly by the artists. The string trios have not been over-recorded, so that competition is not too heavy. An excellent cover drawing and sound quality add to the overall appeal.

Sound

TOP PERCUSSION (1-12") - Tito Puente & Various Artists. RCA Victor LPM 1617

Here's an interesting package for hi-fi, percussion, and Latin American music fans. Tito Puente spoontaneous percussion on percussion music on each side of this LP, one featuring outstanding permutantions and sizzles on various percussion instruments, the other, the Puente himself on timbales (ubsual drum played with sticks) with some sizzling, piquant Latin rhythms. An unusual sound treat.

RESPICHE BRAZILIAN IMPRESSIONS, THE BIRDS (1-12") - London Symphony Orch. (Dorati). Mercury MG 10153

Respighi's wondrous in handling the orchestra is thrillingly recounted by Dorati's meticulous musicianship and Mercury's superior recording. "Brazilian Impressions" provides rich, tropical hues; "The Birds" provides a fascinating sound. Rarity is sensitively handled, with due respect for delicate effects as well as for big resonance.

Folk Album

SUNDOWN SONGS (1-12") - Marquis & Miranda. Decca DL 9711

Veteran folk singing couple are joined by members of the original Rounder Band in program that ranges about the globe. Singers are reliable as every bit of material from France, Switzerland, Appalachian Mountains and, of course, from South Africa. Feature of album is freshness of material.

Children's Albums

42 MOTHER GOOSE SONGS (1-12") - Song & Played by Allan T. P. Decca DL 1870

Practically the whole "Mother Goose" repertoire is given whimsical new settings by pianist Alice Tanenman, whimpering as lullabies. Bandleader's jazz and other musical styles, with the key sense of fun. "Mother Goose" will have this too, especially "Up-Stair," "Why the Goose Laughed," and title song.

COBLEDICOOK SONGS (1-12") - Stanley Holloway, Jost 3906

Judson's class series for kids gets a cheerful helping of Israel-Kravinsky song units, very aptly arranged for two musicians and 22 instruments. Holloway (of "My Fair Lady" fame) sings, talks and improvises with verve, fine cheer and a keen sense of fun. "Goneaway" will have this too, especially "Ump-Driddle," "Why the Goose Laughed," and title song.

Low-Priced Album

SYMPHONY FOR TOMMY (1-12") - Hamburg Philharmonia Orch. Trans-World TVLP 213

Almost anyone over 30 will get mislyed after hearing this relatively orchestrated suite to the late T. S. Eliot's famed poetry as the sound of �Dorsey's greatest hit, like "Till We Meet Again" and "There and Back Again" with a true sense of the noted bandleader's style, and the smooth, charming, melodic "Hamburg Philharmonia" rivals Kostelanetz. Cover, showing trombone and pair of glasses on red velvet, is a swinger. Great "moon" wafer for display. Running mate to "Symphony for Glenn."
THE FOUR PREPS

follow up

"26 MILES"

with a red hot single...

"BIG MAN"

Introduced on the "Dick Clark Show" - ABC-TV - April 18

"STOP, BABY"

NO. 3960

...and a smash debut album
**WESTMINSTER RECORDING SALES CORP., 275 Seventh Ave., New York 1, N. Y.**

Soror—no territories open for distributors! We will keep all inquiries on file for future reference.

**WESTMINSTER, the new BIG name in the POP field!**

**Reviews and Ratings of New Popular Albums**

**EXPLANATION OF PACKAGE RATING CATEGORIES**

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

- ★★★★★—Good Potential—Will Sell
- ★★★★★—Moderate Potential—Soldable
- ★★★★★—For dealers who stock all merchandise.

**POPULAR ★★★★★**

**DANCING BANDSTAND**
The Gene All Stars (12-1) Gene GEP 2323 can be in all the popular teen type dance tunes ever written, including "Stomp," "The Haze," "Stompin' at the Savoy," "Jumpin' at the Woodside," and "Mambo No.5." It's a solid package for the juvenile crowd, set for promotional purposes, and it's a fine set, the group as a whole are on the beat, and the orchestra is well produced. Solid orchestra and strong vocal group.

**POPULAR ★★★★★**

A COLLECTION OF GOLDEN HITS

The Patrons, The Carol Churls, The Orchestras, The Carolds (1-12) Mercury MG 32154

A nice package for the teenage buyer, since it features a number of songs being heard in a large variety of places. Titles are familiar, with "Good Night," "I Left My Heart at the Savoy," "I'm Glad I Live in America," and "The Spirit of '76" well represented in the collection.

**POPULAR ★★★★★**

**THE DIAMONDS MEET PETE RUOLO**

(1-12) Decca DL 7169 The quartet divides into duets, and there are some very fine efforts here, especially "I Left My Heart at the Savoy," "I'm Glad I Live in America," and "The Spirit of '76." Excellent arrangements are motivation, and a fine selection.

**RETREAT JOHNSON**

(1-12) King DL 1927 Miss Johnson's first LP for the label, and it has some very nice hits plus a few lesser known titles. The girl sounds versatile and warm in the set, which includes "No More Chicken," "Don't Fall in Love," and "You Can't Have My Love." A good collection.

**IVORY JOE SINGS THE OLD AND THE NEW**

Every Joe Hunter (1-12) Atlantic 4027 This LP gives Joe the right touch of a number of quality classic standards as well as some of his own material. Joe's group even includes "I'll Be Home For Christmas," "Marching in the Rain," and "Rolling Stone." A good collection.

**THE YOUNG BANDS**

Rock Band (1-12) Decca DL 7169 Hugh Friedman's success for one of the record industry's top tunes is "The Man," and it's a popular hit. Friedman's new set features some interesting arrangements of some of the tunes he's recorded and "The Man." Friedman is a young band, and it's exciting to see what he can do with his material.

**THE PALMER METHOD OF DANCING**

Jimmy Palmer (1-12) Columbia CL 2103 This LP is a fine package for the dance bands. Palmer's arrangements and vocals are among the best in the business, and he does a swell job of directing the orchestra and adding his own touch.

**SPOTLIGHT—Sure-Fire Merchandising—Top Demand**

- ★★★★★—Good Potential—Will Sell
- ★★★★★—Moderate Potential—Soldable
- ★★★★★—For dealers who stock all merchandise.

**ORLANDO, CARIBBEAN**

**SOFTLY SOUTH PACIFIC**

Fred Waring ORL 4687 Decca DL 7169

A lot for the money in this package, and a good selection of soft and loveable hits are included in the collection of the film "South Pacific." The Portugese do a dozen solos here, virtually all of them in great reprise performance.

**POPULAR ★★★★★**

**DREAM ON—RHYME ON**

Elijah Lawrence ORL 3311 Fannie FMI 2861 Elijah Lawrence's first LP is a fine selection of popular hits. He does a very good job of arranging and producing the hits, which are presented with a golden sound on "Deep Pocket." "Clyde in Crises" is an excellent hit.

**THE BANDS THAT MADE RALPH MARSHALL & HIS ORK FAMOUS**

(1-12) Mercury MG 32183 A very dramatic package made up of Ork's biggest hits. "Night and Day," "Dream of You," and "Begin the Beguine" are among the hits. Stable of their own, and the hits are presented with a golden sound on "Deep Pocket." "Clyde in Crises" is an excellent hit.

**AND GOD CREATED WOMAN**

Sound Track (1-12) Decca DL 7164 Sound track includes mostly of instrument background composed by Paul Misrui, punctuated by occasional fragments of Brighter Light's narration in French. In fact, one song, the score theme that accompanies a single in the French style. It's a very good record.

**SIDE EIGHT**

Robert Clark & Pete Rappe ORL 1247 Mercury MG 32183 Robert Clark's first LP is a fine selection of popular hits. He does a very good job of arranging and producing the hits, which are presented with a golden sound on "Deep Pocket." "Clyde in Crises" is an excellent hit.

**THE LOVE STORY**

Robert & His Orch (1-12) Coral CRL 2103 A fine package composed of orchestral selections, chiefly by Robert Robinson, strongly arranged for background use. It's a good collection of beautiful songs, arranged in a way that makes them appealing to a wide audience.

**DINTSING SINGS BESSE SMITH**

Jimmie Robinson ORL 4017 Mercury MG 32183 Various sides taken from Jimmie Robinson's recording as Besse Smith. It's a fine collection of blues and jazz material, which are presented with a golden sound on "Deep Pocket." "Clyde in Crises" is an excellent hit.

**MY LOVE FOR JANE**

Jimmie Robinson ORL 4117 Coral CRL 2103 A fine package composed of original selections, chiefly by Robert Robinson, strongly arranged for background use. It's a good collection of beautiful songs, arranged in a way that makes them appealing to a wide audience.

**HAVING WONDERFUL TIME**

Tommy Demy's Chaldeas Seven Vocals ER 4117 RCA Bluebird VPL 1641

A fine collection of popular standards and originals, specially arranged for dance bands. It's a fine selection of hits, which are presented with a golden sound on "Deep Pocket." "Clyde in Crises" is an excellent hit.

**Continued on page 23**
EARTHA SINGS SONGS FROM THE NEW MOVIE HIT "ST. LOUIS BLUES"

Eartha Kitt warbles the blues like nothing you ever heard, to a great jazz background by Shorty Rogers and His Orchestra! She really goes to town in these big W. C. Handy favorites...old-timers like CARELESS LOVE, ST. LOUIS BLUES, YELLOW DOG BLUES and MEMPHIS BLUES. It's the greatest blues collection ever, and it's recorded in New Orthophonic High Fidelity sound.
APRIL SHOWERS BIG PROFITS ... FROM RCA CAMDEN

MONTHLY BUDGET SPECIAL
1 98

BRUCE PRINTY JOHNSON
ANYTHING GOES
Hi-Fi on the Harpsichord

APRIL SHOWERS BIG PROFITS ... FROM RCA CAMDEN

NOW THEY'RE SINGING TO YOU WITH RCA CAMDEN!

HAVE A PROFIT PICNIC WITH ALL THESE NEW APRIL PRICE PICKS . . .

$1.98 for each 12" Long Play Album 98¢ for each 45 Extended Play Album

TILL WE MEET AGAIN 12 Tunes with lush arrangements. Sales appeal for every age group. CAL-418

MUSIC MAN — Sensational instrumental arrangements of tunes from the top Broadway musical. CAL-428

PETER TODD ORCHESTRA
TILL WE MEET AGAIN

SWEDISH MODERN JAZZ ARNE DOMMERUS GROUP

IRISSELDA MILLER
THE MUSIC MAN

MANUFACTURER'S NATIONALLY ADVERTISED PRICES SHOWN—OFFICIAL WITH DEALER

MUSIC MAN — Sensational instrumental arrangements of tunes from the top Broadway musical. CAL-428

VIOLIN FAVORITES — Outstanding collection of popular violin pieces by Chopin, Kreisler, others. CAL-419

"The True Story of the Civil War" Sound Track (12") Coral CL 95160

Each one of these priceless four-track sound tracks from the documentary film features narration by Raymond Massey. Excellent musical score is based on famous songs of North over North, North over South, Negro war songs. Recorded sound is far better brillant but this should not blemish performance for sale as many Civil War buffs.

RHYTHM & BLUES

RHYTHM & BLUES

SWING ME
Elia Johnson with Rolly Johnson Orch (45") Specialty MG 25347

This set can score in both pop and R & B markets. Most of the numbers were originally released as singles. Good solid backing plus Elia Johnson gives the set the earmarks of being an all around winner. Selections include "Allegro, Oh, You Win," "I'll Build You a House," "Sonata," good for R & B, jock."
MOOD JAZZ IN HI-FI

INTRODUCING A NEW SERIES

Decca Series J-9200 is a special new jazz project featuring many of the great jazz stars of our day in peak performances created around the exciting new concept of "Mood Jazz in Hi-Fi" Series J-9200 is creative, provocative, intimate, searching jazz...jazz with a capital J!
Reviews and Ratings of New Classical Albums

CLASSICAL  
PROKOFIEFF: CONCERTO NO. 2. BARTOK: HYESA'S MEDITATION & DANCE OF VENGEANCE (12") — Nikolai Herrfurth, Piano & Boston Symphony Orchestra (May 18). RCA Victor LPM 5217. A fine-cut of the first performance by a major orchestra and soloist of the work. Prokofieff's performance is often included in the standard fare. Bartok's "Meditation" on a reverse side is the 1953 version, which the composer recomposed. It's treated with fire and passion that is sure to please aficionados. A Vaino "Save-an-Record" treasure.

SEMI-CCLASSICAL  
BRAHMS 26-FI. Eastman-Rochester Symphony Orchestra (Man- sfield 1-12") — Leroy J. International BMG. The orchestra has been working with the conductor for several years, and it is apparent that they are comfortable with the music and each other. The performers are well-reared and the sound is warm, soft, and rich. A fine addition to any classical music collection.

CLASSICAL  
SAINT-SAENS: SYMPHONY NO. 3. TCHAIKOVSKY: STRING QUARTET NO. 1. — Karl Muck, conductor. Columbia (March). RCA Victor. The recording is clear and detailed, with excellent balance and dynamic range. The performers are highly skilled and bring a sense of warmth and emotion to the music. A must-have for music lovers.

Audio Feedback  
Continued from page 18
National Music Week (May 4 to 11) offers dealers a chance to help make the nation music-conscious. The National Association of Music Merchants has developed a kit for dealers to aid them in getting most out of Music Week. The program is under the joint sponsorship of the American Music Conference and the National Federation of Music Clubs. Central Electric has appointed Joe Owen to the post of manager of advertising and sales promotion for the firm's Specialty Electronic Components department. His concentration will therefore be on hi-fi component sales. He comes to the post from the television department where he handled similar chores.

Sound Off!

If you're a dealer, distributor, salesman, rack jobber or manufacturer, and you've problems on present-day retailing practices to The Billboard. Address letter to the Merchandising Editor, The Billboard, 1006 Broadway, New York 36, N. Y.

Continued from page 79

Reviews and Ratings of New Jazz Albums

The hit record of the month was "The Thrill Is Gone," by B.B. King, on RCA Victor (New York). RCA Victor. The recording is clear and detailed, with excellent balance and dynamic range. The performers are highly skilled and bring a sense of warmth and emotion to the music. A must-have for music lovers.

Granco Adds Hi-Fi Model

Granco is adding a new model to their high fidelity phonograph line. It is a Provincial-styled, white and gold finished console (Model RP-1230 C). The RP-1230 G features complete FM-AM radio-phonograph performance. It has been balanced four-speaker system in matched acoustic wood enclosure. The new model has a suggested list price of $109.95.

How U.S. dealer problems are solved in Tokyo, Japan.

Instead of changing the store with high counters displaying all of the stock, the stores have low, long counters and large display stands in front. In front of each or every other stand location there is a record player. On counters are printed lists of all records in stock. Also, there is a booklet with titles and record numbers of all records kept in stock. Clerks stand behind the counters. And behind them are rows and rows of records with record boxes piled up from floor to ceiling. The record numbers and titles are clearly printed on each box. The clerks take the record requested to the counter and place it on the turntable. If it is acceptable, the transaction is completed right there.

Another thing in every record envelope is a slip. The slip is handed over to the stock clerk who replaces the record sold. With this system, the owner can check how many, and what kind of records have been sold up to each hour or so.

All record companies in Japan have the blue prints printed on small sheets of paper and these are placed in each envelope. At times, a photo of the recording artist is also put on this slip with pertinent data. This takes the place of a liner. Through the stores are posters pertaining to the latest hits. If American record stores were to follow suit, their stores would look much neater instead of the present hanky-panky appearance. Besides it would earn added class. After all, adults also buy records.

Dolley Manners  
Sidney B. Green  
Belle Harbor, L. I., N. Y.
### HONOR ROLL OF HITS

**TRADE MARK REG.**

#### THE NATION'S TOP TUNES

For survey week ending March 29

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week on Chart</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Tequila</strong>&lt;br&gt;By Chuck Rio—Published by Jat Music (BMI)&lt;br&gt;BEST SELLING RECORDS: Classix, Challenge 1016; Eddie Pruitt, ABC-PARAMOUNT 1989.&lt;br&gt;RECORD AVAILABLE: Jat Records, Capitol 3062.</td>
<td><strong>1</strong>&lt;br&gt;<strong>6</strong></td>
<td>1 6</td>
</tr>
<tr>
<td><strong>2. Lollipop</strong>&lt;br&gt;By J. Dickinson &amp; Ross—Published by Marks (BMI)&lt;br&gt;BEST SELLING RECORDS: Chordette, Coral 3345.&lt;br&gt;RECORD AVAILABLE: Ronald and Ruby, Vic. 7174.</td>
<td><strong>2</strong>&lt;br&gt;<strong>4</strong></td>
<td>2 4</td>
</tr>
<tr>
<td><strong>3. Catch a Falling Star</strong>&lt;br&gt;By Paul Vann-Lee Rockwell—Published by Marvin Music (ASCAP)&lt;br&gt;BEST SELLING RECORD: Perry Como, Vic 7179.</td>
<td><strong>3</strong>&lt;br&gt;<strong>11</strong></td>
<td>3 11</td>
</tr>
<tr>
<td><strong>4. Sugartime</strong>&lt;br&gt;By Charlie Phillips-Oaks Eimoto—Published by Nor-Ya-Jan (BMI)&lt;br&gt;BEST SELLING RECORD: McKeon Simon, Coral 61604.&lt;br&gt;RECORD AVAILABLE: Charlie Phillips, Coral 61604...</td>
<td><strong>4</strong>&lt;br&gt;<strong>13</strong></td>
<td>4 13</td>
</tr>
<tr>
<td><strong>5. Who's Sorry Now</strong>&lt;br&gt;By Sydney-Omara-Billy—Published by Milh (ASCAP)&lt;br&gt;BEST SELLING RECORD: Connie Francis, MGM-12598.</td>
<td><strong>7</strong>&lt;br&gt;<strong>6</strong></td>
<td>7 6</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week on Chart</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>11. A Wonderful Time Up There</strong>&lt;br&gt;By Amenities—Published by Fowter (BMI)&lt;br&gt;BEST SELLING RECORD: Pat Boone, Dot 10560.</td>
<td><strong>12</strong>&lt;br&gt;<strong>5</strong></td>
<td>12 5</td>
</tr>
<tr>
<td><strong>12. Don't</strong>&lt;br&gt;By Jerry Lester &amp; Mike Stetston—Published by Elvis Presley Music (BMI)&lt;br&gt;BEST SELLING RECORD: Elvis Presley, Vic 7170.</td>
<td><strong>10</strong>&lt;br&gt;<strong>10</strong></td>
<td>10 10</td>
</tr>
<tr>
<td><strong>13. It's Too Soon to Know</strong>&lt;br&gt;By Chordette—Published by E. M. Morris &amp; Co. (ASCAP)&lt;br&gt;BEST SELLING RECORD: Pat Boone, Dot 10609.&lt;br&gt;RECORD AVAILABLE: Duane Mitchell, Liberty 59013; Johnny Otis, Cog 3882.</td>
<td><strong>13</strong>&lt;br&gt;<strong>7</strong></td>
<td>13 7</td>
</tr>
<tr>
<td><strong>14. Swinging Shepherd Blues</strong>&lt;br&gt;By Max Kollman—Published by Brazil Music (BMI)&lt;br&gt;BEST SELLING RECORD: Max Kollman Quintet, Jubilee 2111; Johnny Pat Queint, Federal 1251; David Rose Orch, MGM 12699.&lt;br&gt;RECORD AVAILABLE: Ella Fitzgerald, Verve 1630; Kirk Stuart, Josie 832; David Terry, Vic 7151.</td>
<td><strong>19</strong>&lt;br&gt;<strong>9</strong></td>
<td>19 9</td>
</tr>
<tr>
<td><strong>15. Breathless</strong>&lt;br&gt;By G. Blackwell—Published by Henricka, Orio (BMI)&lt;br&gt;BEST SELLING RECORD: Jerry Lee Lewis, Sue 288.</td>
<td><strong>18</strong>&lt;br&gt;<strong>4</strong></td>
<td>18 4</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week on Chart</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>21. Don't You Just Know It</strong>&lt;br&gt;By Smith &amp; Vincent—Published by Act Publishing (BMI)&lt;br&gt;RECORDS AVAILABLE: Harry Smith, Act 251, Trend, Specialty 425.</td>
<td><strong>-</strong>&lt;br&gt;<strong>1</strong></td>
<td>- 1</td>
</tr>
<tr>
<td><strong>22. Dinner With Drac</strong>&lt;br&gt;By Studenc-Land—Published by Medley Music (BMI)&lt;br&gt;RECORD AVAILABLE: John Zacherle, Cameo 106.</td>
<td><strong>16</strong>&lt;br&gt;<strong>3</strong></td>
<td>16 3</td>
</tr>
<tr>
<td><strong>23. Oh, Julie</strong>&lt;br&gt;By Memph-Roll—Published by Excellence (BMI)&lt;br&gt;RECORDS AVAILABLE: Camera, Music, Inc 6001; Sonny Sales, Vic. 1085; Otto Williams and His Chorus, Decca 4108.</td>
<td><strong>17</strong>&lt;br&gt;<strong>11</strong></td>
<td>17 11</td>
</tr>
<tr>
<td><strong>24. Short Shorts</strong>&lt;br&gt;By T. Austen &amp; B. Goodf—Published by Aeternum (BMI)&lt;br&gt;RECORDS AVAILABLE: Tiny Bradshaw, King 5114, Fourth Week, Desc 175; Royal Teens, ABC-PARAMOUNT 8821.</td>
<td><strong>23</strong>&lt;br&gt;<strong>16</strong></td>
<td>23 16</td>
</tr>
<tr>
<td><strong>25. Ballad of a Teenage Queen</strong>&lt;br&gt;By J. Cleaver—Published by Kent Music (BMI)&lt;br&gt;RECORD AVAILABLE: Johnny Cash, Sue 235.</td>
<td><strong>15</strong>&lt;br&gt;<strong>6</strong></td>
<td>15 6</td>
</tr>
</tbody>
</table>

**WARNING:** The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use or citation may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 35th Broadway, New York 10, N. Y.

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

FRANK SINATRA
and KEELY SMITH
with Orchestra conducted by Billy May
HOW ARE YA' FIXED FOR LOVE
NOTHING IN COMMON
From the United Artists' Picture "Paris Holiday"
RECORD NO. 3952

TOMMY SANDS
Has Another "Teen-Age" Crush on a
TEEN-AGE DOLL
HAWAIIAN ROCK
RECORD NO. 3953

GUY LOMBARDO
and His Royal Canadians
with Kenny Gardner and The Chorus
OVER AND OVER
THE LETTER GETS BETTER
RECORD NO. 3954

BUCK OWENS
SWEET THING
I ONLY KNOW THAT
I LOVE YOU
RECORD NO. 3957

GENE VINCENT
And His Blue Caps
BABY BLUE
TRUE TO YOU
RECORD NO. 3959

THE SPINNERS
GOOFIN'
LOVE'S PRAYER
RECORD NO. 3955

THE BEAVERS
Orchestra Conducted by Jack Marshall
SACK DRESS
ROCKIN' AT THE DRIVE-IN
RECORD NO. 3956

DAKOTA STATON
with Orchestra Conducted by Sid Feller
INVITATION • THE PARTY'S OVER
RECORD NO. 3958

LARRY HOVIS
with Jack Marshall's Music
SILLY TEARS
HELPLESSLY, HOPELESSLY
RECORD NO. 3961
### BEST SELLING POP SINGLES IN STORES

| Week | Title | Artist | Label | Sales
|------|-------|--------|-------|------|
| 11.  | TEQUILA (BMI) - The Champs | | | 6
| 13.  | SWEET LITTLE SIXTEEN (BMI) - Berry & Rocking | | | 8
| 9.   | LOOLLIP (BMI) - Chordettes | | | 4
| 34   | 20 WORLDS DEAR | | | 8
| 17.  | BALLAD TWENTY | | | 1

### WEEKS’ BEST BUYS

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TEQUILA (BMI) - The Champs</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>2. SWEET LITTLE SIXTEEN (BMI) - Berry &amp; Rocking</td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>3. LOOLLIP (BMI) - Chordettes</td>
<td></td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

### RECENT POP RELEASES COMING UP STRONG

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>35. YOU ARE MY DESTINY (BMI) - Paul Anka</td>
<td></td>
<td></td>
<td>33</td>
</tr>
<tr>
<td>36. DEE DINAH (ASCAP) - Frankie Avalon</td>
<td></td>
<td></td>
<td>31</td>
</tr>
<tr>
<td>37. NOW AND FOREVER (ASCAP) - George Hamilton IV</td>
<td></td>
<td></td>
<td>41</td>
</tr>
<tr>
<td>38. AT THE TOP (BMI) - Danny and the Juniors</td>
<td></td>
<td></td>
<td>34</td>
</tr>
<tr>
<td>39. BREATHLESS (BMI) - Jerry Lee Lewis</td>
<td></td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>40. CATCH A FALLING STAR (ASCAP) - Perry Como</td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>41. SAIL ALONG SILVERY MOON (ASCAP) - Billy Vaughn</td>
<td></td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>42. ARE YOU SINCERE? (BMI) - Andy Williams</td>
<td></td>
<td></td>
<td>8</td>
</tr>
<tr>
<td>43. DON'T YOU JUST KNOW IT (BMI) - Harvey Sampson</td>
<td></td>
<td></td>
<td>24</td>
</tr>
<tr>
<td>44. DINNER WITH DRAG (BMI) - John Zacherle</td>
<td></td>
<td></td>
<td>6</td>
</tr>
<tr>
<td>45. TWO TINY SIXES (BMI) - Four Preps</td>
<td></td>
<td></td>
<td>9</td>
</tr>
<tr>
<td>46. BALLAD OF A TEENAGE QUEEN (BMI) - Johnny Cash</td>
<td></td>
<td></td>
<td>16</td>
</tr>
</tbody>
</table>

### THE BILLBOARD’S MUSIC POPULARITY CHARTS... POP RECORDS

**AUGUST 27, 1958**

**FOR SURVEY WEEK ENDING MARCH 29, 1958**

**Twilight Time (BMI) Mercury 75290**

Week in and week out you’ll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.
Add TWO MORE to the List

POWERFUL REACTION THE FIRST WEEK OUT

"NIGHT STROLL"
A Wailin' Instrumental By
RALPH MARTERIE

coupled with TROMBONE BLUES MERCURY 71295

"GAMBLIN' GAL"
A Socko Vocal By
RUSTY DRAPER

coupled with THAT'S MY DOLL MERCURY 71298

5 ABSOLUTE BEST BUYS 5

SMASH Wishing For Your Love THE VOXPOPPERS 71282
SMASH Twilight Time THE PLATTERS 71289
SMASH These Worldly Wonders A Wailin' Instrumental By
Another Time, Another Place PATTI PAGE 71294
SMASH The Little Train M. VASEL & E. STORZ 71286
Yes, Mr. Dealer, you've got to increase your sales of record albums. In 1957, 55 to 60 percent of the retail dollar volume in record sales was done by record albums. How does your percentage compare?

In 1958, more albums than ever are going to be issued. Prices are up on some lines; going up on others. You can only make more profits by selling more to your present customers and finding new customers to sell to. Doesn't this make sense.

How can you do this? Do you call people on the phone and tell them that you've got a store full of record albums that you want to sell? Do you send up rockets or use skywriting to advertise your wares?

Or do you take a page out of the book of success of 1100 alert, merchandising-minded record dealers who are using AUDITION. The Monthly Musical Shopping Guide, to boost their sales by getting copies into the hands of their customers and their prospective customers.

AUDITION will increase your sales if you use it. Its full color illustrations of new album and its listings and reviews of new releases will stimulate sales for you.

DON'T DELAY. ENTER YOUR ORDER NOW.
<table>
<thead>
<tr>
<th>Track Number</th>
<th>Song Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15710</td>
<td>Tumbling Tumbleweeds—Trying</td>
<td>Billy Vaughn</td>
</tr>
<tr>
<td>15690</td>
<td>A Wonderful Time Up There—It's Too Soon To Know</td>
<td>Pat Boone</td>
</tr>
<tr>
<td>15661</td>
<td>Sail Along Silv'ry Moon</td>
<td>Billy Vaughn</td>
</tr>
<tr>
<td>15736</td>
<td>Chanson D'Amour—Cocoanut Grove</td>
<td>The Fontane Sisters</td>
</tr>
<tr>
<td>15730</td>
<td>Sympathy—Don't Get Around Much Anymore</td>
<td>Johnny Maddox</td>
</tr>
<tr>
<td>15734</td>
<td>You—Angry</td>
<td>Gale Storm</td>
</tr>
<tr>
<td>15680</td>
<td>I Can't Help It</td>
<td>Margaret Whiting</td>
</tr>
<tr>
<td>15711</td>
<td>Corrido Rock—Parts I &amp; II</td>
<td>&quot;Handsome&quot; Jim Ballou</td>
</tr>
<tr>
<td>15708</td>
<td>A Very Precious Love—Johnny Vagabond</td>
<td>Bonnie Guitar</td>
</tr>
<tr>
<td>15705</td>
<td>Kathleen—Donna</td>
<td>WallyLewis</td>
</tr>
<tr>
<td>15704</td>
<td>Step Aside Shallow Water—With Tears In My Eyes</td>
<td>Jimmy Newman</td>
</tr>
<tr>
<td>15712</td>
<td>You Sure Look Good To Me—Starry Eyes</td>
<td>The Hilioppers</td>
</tr>
<tr>
<td>15700</td>
<td>Your Love Is Dying—Howdy Neighbor Howdy</td>
<td>Don Reno-Red Smiley</td>
</tr>
<tr>
<td>15731</td>
<td>Put Me In Your Pocket—When The Work's All Done This Fall</td>
<td>Mac Wiseman</td>
</tr>
</tbody>
</table>

**Dot New Releases**

<table>
<thead>
<tr>
<th>Track Number</th>
<th>Song Title</th>
<th>Artist(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15742</td>
<td>Hot Spell—I'm So Lonesome I Could Cry</td>
<td>Margaret Whiting</td>
</tr>
<tr>
<td>15732</td>
<td>Turkey Trot—Potato Chips</td>
<td>The Arl Foyall Combo</td>
</tr>
<tr>
<td>15733</td>
<td>Strollin' Downtown—I Can Tell</td>
<td>Jerry Markee</td>
</tr>
<tr>
<td>15735</td>
<td>My Little Red Wagon—Circle Rock</td>
<td>Lloyd Copas</td>
</tr>
<tr>
<td>15738</td>
<td>Modern Romance—Travelin' Man</td>
<td>Sanford Clark</td>
</tr>
<tr>
<td>15739</td>
<td>Have I Been Away Too Long—Somebody's Stealing My Thunder</td>
<td>Fran Palmer</td>
</tr>
</tbody>
</table>

**Dot Best Selling 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

**Dot Best Selling EP's**

- DEP-1056 A Closer Walk With Thee—Pat Boone
- DEP-1057 "Four By Pat"—Pat Boone
- DEP-1021 Melodies Of Love—Volume I—Billy Vaughn
- DEP-1022 Melodies Of Love—Volume II—Billy Vaughn
SLEEPER OF THE YEAR!
now breaking for a national hit!

ANNA MAGNANI
SINGS
"SCAPRICCIATELLO"
(INFATUATION)

FROM THE SOUND TRACK OF HAL WALLIS' PRODUCTION
"WILD IS THE WIND" A PARAMOUNT PICTURE

ANNA ALSO SINGS "AGGIO PERDUTO O SUONNO"
one of the biggest hits ever to come out of Italy.

V-10113x45
TO: BILL LOWERY  NATIONAL RECORDING CORP.  ATLANTA GEORGIA

SWEET SKINNY JENNY HRC INITIAL RELEASE IS GETTING FAY
IN NEW YORK BEST OF LUCK

ALAN FREED

CONGRATULATIONS YOU'VE GOT A WINNER IN PAUL PECK'S RECORD
OF "SWEET SKINNY JENNY" INITIAL RELEASE TO THIS RECORD HAS
BEEN SENSATIONAL CONTINUED BEST WISHES ON YOUR NEW LABEL.
PAUL COALEY WLO LOUISVILLE

IN PAUL PECK'S SWEET SKINNY JENNY YOU'VE LAUNCHED THE
BIGGEST CLIMBING HIT SINCE SPUTNIK A SMASH THAT WILL
STAY UP FOR A LONG TIME.
PAUL DREW RADIO STATION WGRT ATLANTA

CONGRATULATIONS DADDY YOUR FIRST BABY QUOTE SWEET SKINNY
JENNY IS A HIT FIRST RETURNS ON OUR QUOTE BELL'S BELLS
PREVIEW SHOW GIVES SEVENTY TWO VOTES FOR FIFTEEN AGAINST
CONGRATULATIONS.
DON BELL KOA DES MOINES IOWA

I THINK PAUL PECK HAS A SWINGIN' SWEETHEART IN SWEET SKINNY
JENNY

ELLIOET FIELD 3-4PM TOP HOOPER RATED NFRS
LOS ANGELES CALIFORNIA

CONGRATULATIONS ON YOUR FIRST RELEASE "SWEET SKINNY
JENNY" IS STARTING TO GET HERSELF A GOOD REPUTATION IN
PHILADELPHIA AND FROM THE REACTION I HAVE RECEIVED FROM
MY LISTENERS I PREDICT A WINNER.

M. LIT WRCV RADIO NBC PHILADELPHIA

PAUL PECK'S "SWEET SKINNY JENNY" IS RUSHING HEADLONG FOR THE TOP IN SALT LAKE CITY.

REAL COMMERCIAL SOUND BOTH ON RECORD AND CASH REGISTERS. CONGRATULATIONS.

GRAHAM RICHARDS PD RADIO STATION KALL SALT LAKE CITY UTAH

COAST TO COAST

Proof of what they are saying is yours for the playing of

SWEET SKINNY JENNY

Hit No. 2

I'M SNOWED
b/w IT'S ONLY YOU
by JOE SOUTH

#002

Hit No. 3

Teenage Wonderland
b/w HEY, LITTLE NELL
by THE FOUR MINTS

#003

---

1224 Fernwood Circle, N.E.
TALK ABOUT HITS...it's VALERIE CARR with her greatest "WHEN THE BOYS TALK ABOUT THE GIRLS"

"P A D R E"

A sound bet... buy

ROULETTE

R-4066

Territorial Best Sellers
FOR SURVEY WEEK ENDING MARCH 29

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in the processing and analysis of the information obtained, including revisions of the methods used, are subject to the supervision and control of the School of Retailing of The Ohio State University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON
Are You Shy? Andy Williams, Cca.
Lust Love, The Louvin Brothers, M-G-M.

LADY, MRS. HANSRA
Get a Job, The Shondells, EMI.

ARKANSAS
Don't Be Cruel, Guy Mitchell, Cca.

BUFFALO
Pick Yourself Up, Carl Davis, Cca.

CINCINNATI
Tired of Being Alone, The Drifters, Cca.

CHICAGO
PIECE MEAL
Sugar Time, Dave Dudley, Cca.

CHICAGO, DOWNTOWN
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

DETROIT
Here's The Whole World In His Hands, Little Sonja, Csa.

EAST TEXAS
C'mon Over, Carl Davis, Cca.

FLORIDA
Are You Shy? Andy Williams, Cca.

FRANKFORT
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

KANSAS CITY
Don't Be Cruel, Guy Mitchell, Cca.

LAS VEGAS
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

LOS ANGELES
Are You Shy? Andy Williams, Cca.

MONTGOMERY, AL.
Don't Be Cruel, Guy Mitchell, Cca.

MONTGOMERY, MINNESOTA
Get a Job, The Shondells, EMI.

NEW YORK CITY
How Long Will I Love Her, Bing Crosby, Cca.

NORTHWEST
Are You Shy? Andy Williams, Cca.

NORTHERN OHIO
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

SOUTHERN MINNESOTA
I Like It Like That, The Four Tops, Cca.

SOUTHERN OHIO
Someday My Blue Garden'll Grow, Johnny Cash, Cca.

ST. LOUIS AND KANSAS CITY
Are You Shy? Andy Williams, Cca.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

BOSTON
Are You Shy? Andy Williams, Cca.
Lust Love, The Louvin Brothers, M-G-M.

LADY, MRS. HANSRA
Get a Job, The Shondells, EMI.

ARKANSAS
Don't Be Cruel, Guy Mitchell, Cca.

BUFFALO
Pick Yourself Up, Carl Davis, Cca.

CINCINNATI
Tired of Being Alone, The Drifters, Cca.

CHICAGO
PIECE MEAL
Sugar Time, Dave Dudley, Cca.

CHICAGO, DOWNTOWN
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

DETROIT
Here's The Whole World In His Hands, Little Sonja, Csa.

EAST TEXAS
C'mon Over, Carl Davis, Cca.

FLORIDA
Are You Shy? Andy Williams, Cca.

FRANKFORT
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

KANSAS CITY
Don't Be Cruel, Guy Mitchell, Cca.

LAS VEGAS
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

LOS ANGELES
Are You Shy? Andy Williams, Cca.

MONTGOMERY, AL.
Don't Be Cruel, Guy Mitchell, Cca.

MONTGOMERY, MINNESOTA
Get a Job, The Shondells, EMI.

NEW YORK CITY
How Long Will I Love Her, Bing Crosby, Cca.

NORTHWEST
Are You Shy? Andy Williams, Cca.

NORTHERN OHIO
It's Too Soon To Know, A Wonderful Time Up There, Pat Boone, Dot.

SOUTHERN MINNESOTA
I Like It Like That, The Four Tops, Cca.

SOUTHERN OHIO
Someday My Blue Garden'll Grow, Johnny Cash, Cca.

ST. LOUIS AND KANSAS CITY
Are You Shy? Andy Williams, Cca.

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

APRIL 7, 1958

The Billboard, 2140 Patterson St., Cincinnati 23, Ohio

Please enter my subscription to The Billboard for one full year [32 issues]. I enclose $15 payment [uses 20% single copy rates].

SAVE MONEY
ORDER YOUR BILLBOARD
SUBSCRIPTION TODAY

The Billboard: The music-industry's

Copyrighted material
ARCHIE, A TEEN-AGER I'M NOT, BUT I TELL YOU THE EVERLY BROTHERS’

"ALL I HAVE TO DO IS DREAM"
WILL BE BIGGER THAN "WAKE UP LITTLE SUSIE"

CADENCE #1348 flip side: Claudette

Archie says, "You shouldn't forget the boys make albums": 12" Long-Play CLP 3003, Economy Package (vol. 1) CEP 104, Economy Package (vol. 2) CEP 105

P.S. You're noticing maybe how Cadence is hotter than a $2.00 pistol: Chordettes’ Lollipop (#1345), Andy Williams’ Are You Sincere (#1340) and Rumble (#1347)

The Greatest Sound In Years
Breaking All Over The West Coast

GENE ROSS

**ENDLESS SLEEP**

b/w

**THE ONLY ONE**

HERALD #517

RONNIE PEARSON

**TEEN-AGE FANCY**

b/w

**FLIPPIN' OVER YOU**

HERALD #516

The MELLO KINGS

**VALERIE**

b/w

**SHE'S REAL COOL**

HERALD #518

---

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

**Top 100 Sides**

FOR SURVEY WEEK ENDING MARCH 29

---

www.americanradiohistory.com

---

The Greatest Sound In Years
Breaking All Over The West Coast

GENE ROSS

**ENDLESS SLEEP**

b/w

**THE ONLY ONE**

HERALD #517

RONNIE PEARSON

**TEEN-AGE FANCY**

b/w

**FLIPPIN' OVER YOU**

HERALD #516

The MELLO KINGS

**VALERIE**

b/w

**SHE'S REAL COOL**

HERALD #518
"PIA-KUKA-UNG-KUNG"

b/w

"WHO'S TO KNOW"

9-61984

DICK JACOBS and his orchestra
• Review of New Pop Records

DICKY DOO AND THE DON'TS

"I Ain't No Mo' Ya Hoop" (A&M, BMI) This is an reprint of the King version of this song. The tambourine part is used in this version, but the rest is similar. The words are also changed.

• Review of Coming Tops

THE BILLSHARD'S WEEKLY

Tips on Coming Tops

The Record Industry's Most Complete Guide to Future Best Selling Pop Singles

ELVIS PRESLEY... RCA Victor 7260. WEAR YOUR MIND AROUND YOUR NECK (Rudolph-Fredley, BMI)

DONALD THINK IT'S TIME... (Presley, BMI)

Two potent items from the hit maker. Top side is a new up-tempo item that gets the artist's usual rock delivery. Flip, "Doncha", is ballad with rhythm backing. Both are likely to crack in all markets.

THE EVERLY BROTHERS... Cadence 1348... ALL I HAVE TO DO IS DREAM (Acuff-Rose, BMI)

CLAUDETTE... (Acuff-Rose, BMI)

These sides are a change of pace for the duo. The second is different, but effective, and both are good bets to go all the way. "Dream" is a country ballad with a Latin feel. "Claudette", the flip, is an untempo ballad that is read just as strongly.

CHUCK BERRY... Chess 1601... JOHNNY B. GOODE (Ar, BMI)

AROUND & AROUND... (Ar, BMI)

Berry figures to keep his hit string going with these two powerful sides. "Johnny" is a rocker solid in smash style. "Around" is a cool and catchy effort that should also be in there. Strong r. & b. potential also.

FATS DOMINO... Imperial 5515. SICK AND TIRED (Travis, BMI)

NO, NO... (Travis, BMI)

"Sick" has the artist shooting on a blues. "No, No" is also a solid side in the "Poor Mo' " tradition. Domino's fine performance on each has the hot sound, and both should also go well in r. & b. markets.

TOMMY SANDS... Capitol 3953... TEEN-AGE DOLL (Central Songs, BMI)

HAWAIIAN ROCK... Tri-Log Records, BMI

Sandals "Teen-Age Doll", a rockaball with appeal. Good backing helps get the side. "Hawaiian Rock", a rockabilly that is also well sung. Either can score.

THE RAYS... Cameo 133... THE MAN ABOVE (Comely, BMI)

RAGS TO RICHES... (Sounorous, ASCAP)

The crew could have another "Silhouette" with either of these listenable sides. "The Man Above" is a ballad with a strong r. & b. feel. "Riches"... (Tri-Log, BMI)

CLYDE McPATTER... Atlantic 1165... WHAT COME MAY (Tiger, BMI)

A solid entry by the artist. It's a strongg up-tempo side strongly produced by McPatter with excellent rock backing. It can also go in r. & b. markets. "Let Me Know", the flip, is a weeper ballad (Progressive, BMI).

VALERIE CARR... Roulette 4006... WHEN THE BOYS TALK ABOUT THE GIRLS (Vallies-Favorue, ASCAP)

This is the strongest yet by the chick. It's a lovely new Bob Merrill ballad that is placed an appealing formating mix by Max Cohn. The kids can easily go for this. Flip, "Tadpole", is a rolled (Ross-Jungmian, ASCAP).

POP DISK JOCKEY PROGRAMMING

JUANITA HALL... Counterpoint 604... HOLD THAT TRAIN (P. Bradford, ASCAP)

BABY, WOULDN'T YOU PLEASE COME HOME. (Pickwick, ASCAP)

The thrush didn't ring in her appearance in the piee version of "South Pacific," but on this new disk, her vocal work is great. Both sides—on top a wonderful blues and on the flip a great standard—are handled with derry feeling and perception. Claude Hopkins ork, with Coleman Hawkins and Jimmy Crawford, are in the backing. Solid programming.

POP NOVELTY

GANNYS ASIA MINORS... East-West 109... DADDY LOLO (P. Bradford, ASCAP)

The artists are well known in the smarter Turkish and new East sides. "Lolo" is the hit side, and on the crazy "Toka Toro" type side, exploiting weird sounding Turkish instruments, they could become better known. It has a sound that could cause a stir. Flip is "Halalab" (Progressive-Monment, BMI).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-matching record business in The Billboard, the communications center of the music industry.


■ Tony Bennett

Comeback 1701. Singing pitch perfection. The One, a well-known and highly respected vocalist, has fully regained his former self. His voice is full and strong, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

The Return (1701, BMI)

Another powerful performance by Bennett. His voice is rich and full and solid sound solo work. Great有机体. (Jenkins, BMI)

Five stars

"Pitching on the Wrong Chicken"... (The Five Stars, BMI)

The group is a well-known and well-liked vocal quartet. Their sound is clean and polished, and their delivery is smooth and polished. Their new material is excellent, and their performance is superb. (Jenkins, BMI)

Joe Jones

A-Track 701. "Kindness of Strangers"... (The Joe Jones, BMI)

Another great entry by Joe Jones. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

Every Night About Eight. (The Joe Jones, BMI)

Favori 701. "As I Walk Along"... (The Joe Jones, BMI)

A great entry by Joe Jones. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

The Joe Jones

Beat 701. "Kindness of Strangers"... (The Joe Jones, BMI)

Another great entry by Joe Jones. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

Joe Jones

Beat 701. "As I Walk Along"... (The Joe Jones, BMI)

Another great entry by Joe Jones. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

Bobbi Jackson

My True Adress... (M. Dimon, BMI)

A great entry by Bobbi Jackson. Her voice is rich and full, and her delivery is smooth and polished. Her new material is excellent, and her performance is superb. (Jenkins, BMI)

Donnie Paul

Barclay 701. "At Your Leisure"... (Donnie Paul, BMI)

Another great entry by Donnie Paul. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

The Emamangs

Teenagers... (The Emamangs, BMI)

A great entry by The Emamangs. Their voice is rich and full, and their delivery is smooth and polished. Their new material is excellent, and their performance is superb. (Jenkins, BMI)

Jimmy Lloyd

You're Gone, Babe... (Boulevard, BMI)

A great entry by Jimmy Lloyd. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

I Got a Rocket in My Pocket... (Boulevard, BMI)

A great entry by Jimmy Lloyd. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

Scott McDonald

Don't Make Me Hurt... (Scott McDonald, BMI)

A great entry by Scott McDonald. His voice is rich and full, and his delivery is smooth and polished. His new material is excellent, and his performance is superb. (Jenkins, BMI)

(Continued on page 46)
WEAR MY RING AROUND YOUR NECK

c/w DONCHA' THINK IT'S TIME

Watch for these NBC-TV network shows in color and black and white...THE PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH... all sponsored by...
<table>
<thead>
<tr>
<th>POPULAR</th>
<th>COUNTRY &amp; WESTERN</th>
<th>OPERATORS BEST BUYS</th>
<th>OPERATORS BEST NEW RELEASES</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE LITTLE BLUE MAN - BETTY JOHNSON</td>
<td>WHO'S SORRY NOW - CONNIE FRANCIS</td>
<td>PERRY CONO - KEYLINE DELL</td>
<td>TO BE LOVED - JACKIE WILSON</td>
</tr>
<tr>
<td>WINTER IN MARS - ALLANIS</td>
<td>YOU WERE MADE FOR ME - SAM COOKE</td>
<td>DEAN MARTEN - RETURN TO ME</td>
<td>BEEN SO LONG - PASTELS</td>
</tr>
<tr>
<td>THE BROADWAY OF LOVE - MARTY ROBBINS</td>
<td>OUR SUEDE GIRL - MY LITTLE GIRL</td>
<td>MARTY ROBBINS - STAIRWAY OF LOVE</td>
<td>THE STAIRWAY OF LOVE - MARVIN GAYE</td>
</tr>
<tr>
<td>THE STROLL - THE DIAMOND</td>
<td>The Walk - JIMMY McCracken Band</td>
<td>MARY HOLLAND - JUST MARRIED</td>
<td>STAIRWAY OF LOVE - MARVIN GAYE</td>
</tr>
<tr>
<td>LAND OF BEAUTY - ELLIOTT HURST</td>
<td>I'M TO BLAME - CHECKER 853</td>
<td>RON HOLLAND - LMNTS OF THE WORLD</td>
<td>BALLAD OF A TEENAGE QUEEN - JIMMY CARROLL</td>
</tr>
<tr>
<td>DON'T - LUVY PRINGLE</td>
<td>SONGS OF THE SEA - JIMMY McCracken Band</td>
<td>RON HOLLAND - LMNTS OF THE WORLD</td>
<td>SONGS OF THE SEA - JIMMY McCracken Band</td>
</tr>
<tr>
<td>I BEG OF YOU - RCA Victor</td>
<td>THE WALK - JIMMY McCracken Band</td>
<td>RON HOLLAND - LMNTS OF THE WORLD</td>
<td>THE WALK - JIMMY McCracken Band</td>
</tr>
<tr>
<td>CATCH A FALLING STAR - PERRY COMO</td>
<td>SWEET LITTLE SIXEEN - CHUCK BERRY</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>SWEET LITTLE SIXEEN - CHUCK BERRY</td>
</tr>
<tr>
<td>MAGIC MOMENTS - RCA Victor</td>
<td>DINNER WITH DRAC (PARTS 1 &amp; 2) - JOHN ZACHRICK</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>DINNER WITH DRAC (PARTS 1 &amp; 2) - JOHN ZACHRICK</td>
</tr>
<tr>
<td>BOOK OF LOVE - MONOTONES</td>
<td>THE WALK - JIMMY McCracken Band</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>THE WALK - JIMMY McCracken Band</td>
</tr>
<tr>
<td>YOU NEVER LOVED ME - ARGUS</td>
<td>william - I'M GONNA HUSTLE</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>william - I'M GONNA HUSTLE</td>
</tr>
<tr>
<td>DON'T YOU JUST KNOW IT! - HI-PARTY</td>
<td>ARE YOU SINCERE - ANDY WILLIAMS</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>ARE YOU SINCERE - ANDY WILLIAMS</td>
</tr>
<tr>
<td>HIGH BLOOD PRESSURE - ASA 345</td>
<td>I'M A LOVER - BERTIE ELLER</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>I'M A LOVER - BERTIE ELLER</td>
</tr>
<tr>
<td>GET A JOB - THE SHADOWS</td>
<td>MAYBE BABY - CHUCK BERRY</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>MAYBE BABY - CHUCK BERRY</td>
</tr>
<tr>
<td>I AM LONELY - ELLER</td>
<td>MY BUCKET'S GOT A HOLE IN IT - BUDDY SAMPSON</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>MY BUCKET'S GOT A HOLE IN IT - BUDDY SAMPSON</td>
</tr>
<tr>
<td>BREATHE - JERRY LEE LEWIS</td>
<td>I GOT A BAG OF SALTINES - BILLY VAUGHN</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>I GOT A BAG OF SALTINES - BILLY VAUGHN</td>
</tr>
<tr>
<td>DOWN THE LINE - ARGUS</td>
<td>I'M LOSING MY LOVE AGAIN - ANNIE ROGERS</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>I'M LOSING MY LOVE AGAIN - ANNIE ROGERS</td>
</tr>
<tr>
<td>SAIL ALONG SILVERY MOON - BILLY VAUGHN</td>
<td>THE LONG HOT SUMMER - BOSSA NOVA</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>THE LONG HOT SUMMER - BOSSA NOVA</td>
</tr>
<tr>
<td>RAREBIRD - DURALI</td>
<td>PLAYIN' - CAHILL</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>PLAYIN' - CAHILL</td>
</tr>
<tr>
<td>SUGARTIME - THE CRICKETS</td>
<td>COME MY LITTLE BABY - JIMMY McCracken Band</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>COME MY LITTLE BABY - JIMMY McCracken Band</td>
</tr>
<tr>
<td>SUGARTIME - THE CRICKETS</td>
<td>I'M TOO SOON TO KNOW - PAT BOONE</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>I'M TOO SOON TO KNOW - PAT BOONE</td>
</tr>
<tr>
<td>RAR O R R 1 2 3 4 5 6 7 8 9 0</td>
<td>BILLY - KATHY LINSON</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>BILLY - KATHY LINSON</td>
</tr>
<tr>
<td>IT'S YOU - ARGUS</td>
<td>IT'S YOU - CAPITOL 6410</td>
<td>SUGARTIME - THE CRICKETS</td>
<td>IT'S YOU - CAPITOL 6410</td>
</tr>
</tbody>
</table>

FOR SURVEY WEEK ENDING MARCH 29, 1958

www.americanradiohistory.com
Best Selling Sheet Music in U. S.

These songs are ranked in order of their current national sheet music sales, as reported by the Billboard's Music Popularity Charts.

**This Week**

1. CATCH A FALLING STAR (Chappell) .................................. 20
2. SUGARHIME (Nov-Ya-Jak) ........................................... 3
3. SAIL ALONG SILVERY MOON (Joy) ................................. 10
4. ARE YOU SINCERE? (Cedarwood) ................................. 3
5. WHO'S SORRY NOW? (Mills) ....................................... 4
6. LONEPROP (Marx) .................................................... 10
7. SWINGIN' SHEPHERD BLUES (Cedarwood) ....................... 10
8. A WONDERFUL TIME UP THERE (Fosse) ......................... 10
9. HE'S GOTT THE WHOLE WORLD IN HIS HANDS (Chappell) 10
10. TWENTY-SIX MILES (Broadway) .................................. 10

**Last Week**

1. SUGARHIME (Nov-Ya-Jak) ........................................... 8
2. SAIL ALONG SILVERY MOON (Joy) ................................. 9
3. ARE YOU SINCERE? (Cedarwood) ................................. 4
4. WHO'S SORRY NOW? (Mills) ....................................... 6
5. LONEPROP (Marx) .................................................... 9
6. SWINGIN' SHEPHERD BLUES (Cedarwood) ....................... 9
7. A WONDERFUL TIME UP THERE (Fosse) ......................... 9
8. HE'S GOTT THE WHOLE WORLD IN HIS HANDS (Chappell) 9
9. TWENTY-SIX MILES (Broadway) .................................. 7

**Tunes With Greatest Radio-TV Audience**

Tunes, found alphabetically, are based on the producers' ratings of network station programs in New York, Chicago, and Los Angeles. Lists are based on John Q. Pettibone's copyrighted Audience Coverage Reports.

Radio

A Very Peculiar Love (R) — Wittwick (ASCAP)
All the Way (R) — Marlowe-ASCAP
Another Time Another Place (E) — Means-ASCAP
April Love (R) — Firth-ASCAP
Are You Serious? (R) — Ashley-ASCAP
Bells Are Ringing (R) — Mitch-ASCAP
Breakfast at Tiffany's (R) — Mitchell-ASCAP
Catching a Falling Star (R) — Chappell-ASCAP
Dreams Are Made of This (R) — Mitchell-ASCAP
Don't Go Near the Water (R) — Esmond-ASCAP
Easter Parade (R) — Guarnieri-ASCAP
Falling in Love Again (R) — Esmond-ASCAP
Get Smart (R) — Esmond-ASCAP
Greatest Hits of the '90s (R) — Cappell-ASCAP
High Society (R) — Esmond-ASCAP
I'm Falling in Love Again (R) — Esmond-ASCAP
Love Theme from the Man with the Golden Arm (R) — Firth-ASCAP
Make Believe on Me (R) — Chappell-ASCAP
Music Man (R) — Firth-ASCAP
Over the Rainbow (R) — Esmond-ASCAP
Return to Me (R) — Southern-ASCAP
Seven Brides for Seven Brothers (R) — Mitchell-ASCAP
Sugartime (R) — Nov-Ya-Jak-ASCAP
Swinging Shepherd Boys (R) — Chappell-ASCAP
Tangerine (R) — Esmond-ASCAP
Tequila (R) — Firth-ASCAP
Thats's Only One of You (R) — Esmond-ASCAP
The Ugly American (R) — Southern-ASCAP

Television

A Very Peculiar Love (R) — Wittwick (ASCAP)
All the Time (R) — Gordon & Evans-ASCAP
All the Way (R) — Marlowe-ASCAP
Another Time Another Place (E) — Means-ASCAP
April Love (R) — Firth-ASCAP
Are You Serious? (R) — Ashley-ASCAP
Bells Are Ringing (R) — Mitch-ASCAP
Breakfast at Tiffany's (R) — Mitchell-ASCAP
Catching a Falling Star (R) — Chappell-ASCAP
Dreams Are Made of This (R) — Mitchell-ASCAP
Don't Go Near the Water (R) — Esmond-ASCAP
Easter Parade (R) — Guarnieri-ASCAP
Falling in Love Again (R) — Esmond-ASCAP
Get Smart (R) — Esmond-ASCAP
Greatest Hits of the '90s (R) — Cappell-ASCAP
High Society (R) — Esmond-ASCAP
I'm Falling in Love Again (R) — Esmond-ASCAP
Love Theme from the Man with the Golden Arm (R) — Firth-ASCAP
Make Believe on Me (R) — Chappell-ASCAP
Music Man (R) — Firth-ASCAP
Over the Rainbow (R) — Esmond-ASCAP
Return to Me (R) — Southern-ASCAP
Seven Brides for Seven Brothers (R) — Mitchell-ASCAP
Sugartime (R) — Nov-Ya-Jak-ASCAP
Swinging Shepherd Boys (R) — Chappell-ASCAP
Tangerine (R) — Esmond-ASCAP
Tequila (R) — Firth-ASCAP
Thats's Only One of You (R) — Esmond-ASCAP
The Ugly American (R) — Southern-ASCAP

**Best Selling Pop Records in Britain**

(April 29, 1958) A cableed report from the Music Publishers' Association, Ltd., London. This is based on weekly surveys of the nation's leading music dealers. American publishers are in parenthesis.

**This Week**

1. MAGIC MOMENTS—Perry Como (RCA)
2. IN THE CHAINS OF LOVE—Aretha Franklin (Atlantic)
3. SWINGIN' TIME—Dinah Washington (RCA)
4. MBAYE—Marvin Gaye (Motown-ASCAP)
5. THE STORY OF MY LIFE—Michael Holliday (Columbia)
6. MAYBE BABY—Cilla Black (Epic)
7. I'LL CATCH THE SUN—Doris Day (Columbia)
8. A HEARTache—Elvis Presley (RCA)
9. OH! HOW I HATE TO GET UP IN THE MORNING—Frank Ifield (Columbia)
10. A WINDY SAINT—Shirley Bassey (British)

**Last Week**

1. MAGIC MOMENTS—Perry Como (RCA)
2. IN THE CHAINS OF LOVE—Aretha Franklin (Atlantic)
3. SWINGIN' TIME—Dinah Washington (RCA)
4. MBAYE—Marvin Gaye (Motown-ASCAP)
5. THE STORY OF MY LIFE—Michael Holliday (Columbia)
6. MAYBE BABY—Cilla Black (Epic)
7. I'LL CATCH THE SUN—Doris Day (Columbia)
8. A HEARTache—Elvis Presley (RCA)
9. OH! HOW I HATE TO GET UP IN THE MORNING—Frank Ifield (Columbia)
10. A WINDY SAINT—Shirley Bassey (British)
• Reviews of New Pop Records

ADRIE LEE
From Bossa My Record...77
END ROAD—Good presentation by the group. the strings are
entertaining and the vocals are
(November, BMI)
Cass Homin...75
The background is in a tenor
(Karns, BMI)

MARY WATERS
Sensation Finesse...76
KEEN 3902—Pretty ballad in a
beauty of a song. The vocals
are just about perfect. (Columbia,
ASCAP)

TRACY SCARDO
May 1...78
RCA. The vocals are top-notch
(Karns, BMI)

SALMA BRAGS
Emotions in the Street...77
UNITED ARTISTS 100—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

DANNY SHOWE
I Don’t need Someone...79
RCA. The vocals are top-notch
(Karns, BMI)

DAVEY HOLT & THE HURCANS
Thank You Very Much...77
UNITED ARTISTS 100—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

PAUL HAMPTON
Stay with Me...77
COLUMBIA 1046—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

TOM TAYLOR
I Think the World of You...74
CORAL. The vocals are top-notch
(Karns, BMI)

SAMMY DAVIS JR.
Right Man, Right Place...75
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

VIRGINIA SHORES
I Can’t Stand It...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

LOWELL MUNTHER
What a Fool...75
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

JERRY WATSON
When You’re...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

HENDRIX NOVAK
I Could have been...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

DON DURANT
Good...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

FREDIE HARE
Why was I...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

JUDY & DONNA
The One I...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

LARRY MEYERSON
I Can’t Help It...75
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

THE CRESTS
It Happens Every Day...76
COLUMBIA 1015—Roller ditty
by a great ensemble group. The
vocals are top-notch. (Columbia,
ASCAP)

CANCER FUND
GIVE TO DAMON RUNYON CANCER FUND

(Continued on page 54)

MONEY-SAVING SUBSCRIPTION ORDER
Enter my subscription to The Billboard for a full year ($25 an issue) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
GIVE TO DAMON RUNYON CANCER FUND

Copyrighted material
AFM, Rival Guild Gird for War

Continued from page 4

today boycott." Comment group again advised its members that insofar as composition is concerned, they need not comply with the AFM request to cease work for the studios. Guild, however, admonished those of its members who also belong in the AFM to comply with the AFM's request in their capacity as musicians.

Late last week Read charged Eliot and Loyal 47 with "infringement on the union members' rights of free assembly," declaring that the local has passed out literature and informed its members "not to be seen with me or attend any meetings at which I am present" under penalty of expulsion. Read also charged the union with violating its obligations to its members receiving strike benefits, charging that the union has demanded these members affirm they are not members of MCA, and where these musicians refuse to sign or resign under protest, strike benefits have been refused. Read vociferously declared that "the strike fund, to which all members have been contributing 1 cent per week of their wages for years, is being misused.

MCA chairman also alluded to previous testimony held here before the special subcommittee on labor and education in 1956, and also he did not indicate any plan of action, it is possible he again is considering a congressional probe.

Daniel, meanwhile, pointed out that his meeting with members of the L. L. Philharmonic was made so that these musicians would not act on misinformation. Read has informally told these members they can work even if they've expelled. Daniel, on the other hand, firmly repeated his instructions to all members who sign MCA authorization cards, they'd be subject to expulsion and would not work.

Prospects for an early settlement in the strike against the studios are infinitely darker. It seems likely that the NLFB will establish its own ground rules in determining the eligibility of members to vote in an election, and therefore it seems probable that some of Read's authorization cards will be challenged.

The Read faction has apparently succeeded in weakening the AFM's bargaining position since they cannot exercise that contract at this NLFB election. Despite this, the strike has threatened some production and pushed back a number of pictures to some shooting schedules. Conversely, some film companies have been forced out of the country. The AFM is expected to shortly get open support from the American Guild of Variety Artists and possibly from the Screen Actors Guild and AFTRA.

International Band

Continued from page 4

Joe, Czechoslovakia; Albert Mangelsdorff, Germany (winner of the first prize at Alte Musik Conservatory 1957). Reeds—Hans Salomon, Austria, William Lieber, USA; Vladimir Ba Fuchs, Spain, Alps; Bernt Rosen- gren, Sweden, and Jan Wlejchowski, Poland, tenors; Bonnie Run, England, baritone. Drums—Gilbert Goodman; Schmitt—Rudolph Jacobs, Holland, Piano — George Grunz, Switzerland. The average age of the band is 25 years. The youngest jazzman selected is 18.

"DO YOU WANT TO DANCE!"

BOBBY FREEMAN
Jule Styne 858
JUBILEE RECORDS
1721 Broadway
N. Y. C.
**RECORDS WHOLESALE**
1-Stop Service for Operators, Dealers and Rock Jocks.
ALL LABELS
1-Day Service + Free Title Strips
45's...55c
60's...55c
78's...91c & 2.47
$3.09 & 3.69
C.O.D. or cash with order, post postage

**REWARD**
For secretaries who want to reach their bosses at the MOA Convention in Chicago, May 8-14, call 1-800-723-3582, number of the Billboard's Service Center.

Two for the Money!
"Two Little Kisses" by "Waiting" Frankie Day
Dancings, Distributors, WCBS for Free Samples
BIG B RECORDS
319 Main Street
Ave-By-the-Sea, New Jersey

**REDSICO**
1221 West North Avenue
Chicago 17, Maryland
Massachusetts 3:1518

The Hotest Record in the Country!
"BILLY" by Kathy Lindsey
HAVEL Records
531 W. 22 Street, New York City

**THE BILLBOARD'S MUSIC POPULARITY CHARTS...POP RECORDS...**
APRIL 7, 1958

**REVIEWS OF NEW POP RECORDS...Continued from page 48**

1. THE FIVE GRANDS
The Five Grand's new song will be a hit with teenagers. The group swells from four to five new songs. The song is catchy and attractive. New single, "It's Beautiful," is a hit.

2. THE CONNIES
Connie's new single, "Tell Me How Much," is a hit. The group sings in unison and the song is catchy.

3. THE EAGLES
Eagles' new single, "The wind," is a hit. The group sings in unison and the song is catchy.

4. THE BEATLES
Beatles' new song, "A Hard Day's Night," is a hit. The group sings in unison and the song is catchy.

5. THE KURTZENS
Kurtz's new single, "The Wind," is a hit. The group sings in unison and the song is catchy.

6. THE JIMMIES
Jimmies' new single, "The Wind," is a hit. The group sings in unison and the song is catchy.

7. THE SHAKES
Shakes' new single, "The Wind," is a hit. The group sings in unison and the song is catchy.

8. THE PIKES
Pikes' new single, "The Wind," is a hit. The group sings in unison and the song is catchy.

9. THE SPARKS
Sparks' new single, "The Wind," is a hit. The group sings in unison and the song is catchy.

10. THE MINNEAPOLIS WINDS
Minneapolis Winds' new single, "The Wind," is a hit. The group sings in unison and the song is catchy.

**THE DEPRES**(Continued on page 54)

**LATEST RELEASES**

"WOODBINDER'S BALL" by HUTCH DAVIE
ATCO 610

**THE GREATEST!**
LA LA WITH COEDE Door C134

"SCHOOL DANCE" by WOODCHOPPER'S BALL
Woolworth Chain

Continued from page 3

capacity and we will meet it on records, too. At the same time we don’t intend to lose money at it, at some outlets appear to be doing. The discount policy, which is now an established part of the Woolworth record operation, will not preclude special sales or promotions. The chain will continue to run monthly sales as before.

The Woolworth and Sears discount policy adds two more large chains to the ever-increasing pattern of discounting record lists posted on the part of chain stores. The Kersey chain in New York State, the Grand Union Grand Way Savings Center in New Jersey, New York and Connecticut, the Discocent Records stores in New York City, Detroit, and San Francisco, and others all are part of this general pattern.

Victor Month

Continued from page 3

in B Flat, Opus 83,” Emilie Gilels, Reiner, and Chicago Symphony Orchestra; Falla’s “Night in the Gardens of Spain” and “Music of Granada,” Artur Rubinstein, San Francisco Symphony Orchestra; Bartók’s “Trintis in G,” Opus 9, No. 3,” Jasia Hefetz, William Frenne and Gregor Piatigorsky. The six low-priced Camden entries for April are headed by “Little Richard,” called from the Capitol studio, re- recorded for the label by the rock and roll star in 1953, and “Instrumental Selections From The Music Man” with the Hill Bowen Orchestra. Victor’s seven new pop stereo-ophonic tape releases for April spotlight the “South Pacific” film sound track and “Dancing Thru Space,” with 10 name bands.

Capitol Lifts Classics’ Face

Continued from page 2

most recently, sales manager of classical records.

Kopfler has been with Capitol since 1958 and has owned and operated a prominent longhair record shop here for the past 12 years and has an extensive knowledge of classical music and recording artists.

The division of merchandising functions of Capitol and Angel classics only pinpointed the increased activity in this department since the label took over Angel at the beginning of the year. Angel volume has substantially increased since Cap took over its distribution, while none of the repertoire or other policies of the label has changed. Cap continues to import all Angel masters, as well as recent release, and records are now available.

Decca Hi-Fi

Continued from page 2

features two color fronts, illustrating the entire release, a bound little book, the cut-out mounted linotype, a window featuring the latest and greatest artists, and an ambitious manager of the media. The show is designed to run for three years.

Jean Marty has been in charge of classical ad, relations for Pathé-Marcqis, an EMI affiliate, working out of Paris. He has been with Pathé for three years and has moved to New York to take up his new post. He is a concert pianist, a graduate of the University of

My Sincere

THANKS

C&W Disk Jockeys

for “whirlin” my latest

into the Charts!

“ONCE MORE”

h/s

I Don’t Care

(If You Don’t Love Me)

Hickory 1073

Personal Management:

FRANKIE MORE

226 Donelson Pike

Nashville 14, Tenn. • DONelson 6-6633
MAYBE ANDY KAPPERSJoe Staggs @ The West Virginia 

The following records, also reviewed by The Billboard trade staff, were noted:

Bill Barkley: "Lost on the River," disc. 

ROLLING STONE

The Billboard's Music Popularity Charts

COUNTRY & WESTERN RECORDS

APRIL 7, 1958

FOLK TALENT & TUNES

- Reviews of New C&W Records

MAY AND PAUL THE LADVOROE SHARON LEE

MAY AND PAUL THE LADVOROE SHARON LEE

Helen Carter: "Get the Red Rose," disc. 

JIMMY DEMPSEY

The West Virginia Eagle's "Lost on the River," disc. 

DICK MILLER BAND

Bill Barkley: "Lost on the River," disc. 

LITTLE JIMMY DEMPSEY

Bill Barkley: "Lost on the River," disc. 

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING MARCH 29

For survey week ending March 29 records are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of national retail outlets and retail music stores. Each chart is based on a high volume of sales in country and western records. When significant changes occur on both charts, changes in position are continued to determine the position on the chart. In such cases a record is held in its initial position, the leading list no longer holds

This week's chart is held in its initial position, the leading list no longer holds

1. BALLAD OF A TEENAGE QUEEN (BMI) 
   - Royal Chorus Center
   - "Lure of Love" (BMI)
   - "I Can't Stand the Rain" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "In the Summertime" (BMI)
   - "I Love You" (BMI)
   - "I Love You" (BMI)
   - "I Love You" (BMI)
   - "I Love You" (BMI)
   - "I Love You" (BMI)

2. JOHN GIBBON & THE GIANTS
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

3. JIMMY DEMPSEY
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

4. JOHNNY CASH
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

5. JOHN GIBBON & THE GIANTS
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

6. LONIESOME BILLY BISHOP & HIS BAND
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

7. JOHN GIBBON & THE GIANTS
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

8. LONIESOME BILLY BISHOP & HIS BAND
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

9. JOHN GIBBON & THE GIANTS
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)
   - "I Can't Stop Loving You" (BMI)

10. LONIESOME BILLY BISHOP & HIS BAND
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)
     - "I Can't Stop Loving You" (BMI)

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING MARCH 29

Most played C&W songs in order of greatest number of plays on disc jockey radio stations are presented in this survey according to surveys conducted by The Billboard's weekly survey of top disc jockeys shown in all key markets. The chart for the week

This week's chart

1. BALLAD OF A TEENAGE QUEEN - Johnny Cash
2. I CAN'T STOP LOVING YOU - John Gibbon
3. I CAN'T STOP LOVING YOU - John Gibbon
4. I CAN'T STOP LOVING YOU - John Gibbon
5. I CAN'T STOP LOVING YOU - John Gibbon
6. I CAN'T STOP LOVING YOU - John Gibbon
7. I CAN'T STOP LOVING YOU - John Gibbon
8. I CAN'T STOP LOVING YOU - John Gibbon
9. I CAN'T STOP LOVING YOU - John Gibbon
10. I CAN'T STOP LOVING YOU - John Gibbon

11. LONIESOME BILLY BISHOP & HIS BAND
12. LONIESOME BILLY BISHOP & HIS BAND
13. LONIESOME BILLY BISHOP & HIS BAND
14. LONIESOME BILLY BISHOP & HIS BAND
15. LONIESOME BILLY BISHOP & HIS BAND

16. LONIESOME BILLY BISHOP & HIS BAND
17. LONIESOME BILLY BISHOP & HIS BAND
18. LONIESOME BILLY BISHOP & HIS BAND
19. LONIESOME BILLY BISHOP & HIS BAND
20. LONIESOME BILLY BISHOP & HIS BAND
**R&B Best Sellers in Stores**

For survey week ending March 27

*Records are ranked in order of their current national selling importance at the time.*

**Weeks on top:** The lead time of each listing is the number of weeks its record has been at the top of the charts.

**Last Week:** Last week's chart position.

**Weeks on top:** Overall chart position.

**This Week:** Chart position for this week.

<table>
<thead>
<tr>
<th>Record</th>
<th>Label</th>
<th>Weeks on top</th>
<th>Last Week</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tequila</strong></td>
<td>BMI</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>Sweet Little Sixteen</strong></td>
<td>BMI</td>
<td>4</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>Lollipops</strong></td>
<td>BMI</td>
<td>4</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td><strong>Don't You Just Know It</strong></td>
<td>BMI</td>
<td>2</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td><strong>Beg</strong></td>
<td>BMI</td>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>The Walk</strong></td>
<td>BMI</td>
<td>3</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td><strong>Eight Is the Whole World in His Hands</strong></td>
<td>BMI</td>
<td>4</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>Baby, Baby</strong></td>
<td>BMI</td>
<td>1</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td><strong>Santa Claus</strong></td>
<td>BMI</td>
<td>2</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td><strong>Tequila</strong></td>
<td>BMI</td>
<td>3</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td><strong>Beg</strong></td>
<td>BMI</td>
<td>2</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td><strong>Beg</strong></td>
<td>BMI</td>
<td>3</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td><strong>Beg</strong></td>
<td>BMI</td>
<td>2</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td><strong>Beg</strong></td>
<td>BMI</td>
<td>4</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td><strong>Beg</strong></td>
<td>BMI</td>
<td>3</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

**Most Played R&B by Jockeys**

For survey week ending March 27

*Records are ranked in order of the greatest number of plays on disk jockey radio stations surveyed according to the Billboard's weekly survey of top disk jockey stations in all key markets.

**This Week:** Chart position for this week.

**Last Week:** Last week's chart position.

<table>
<thead>
<tr>
<th>Record</th>
<th>Label</th>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Tequila</strong></td>
<td>BMI</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>2. Sweet Little Sixteen</strong></td>
<td>BMI</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>3. Lollipops</strong></td>
<td>BMI</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>4. Don't You Just Know It</strong></td>
<td>BMI</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>5. Beg</strong></td>
<td>BMI</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>6. The Walk</strong></td>
<td>BMI</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td><strong>7. Eight Is the Whole World in His Hands</strong></td>
<td>BMI</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>8. Baby, Baby</strong></td>
<td>BMI</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td><strong>9. Santa Claus</strong></td>
<td>BMI</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td><strong>10. Tequila</strong></td>
<td>BMI</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

**R&B Territorial Best Sellers**

For survey week ending March 27

**Listings are based on local sales in markets that have contributed to the national action above.**

**This Week:** Chart position for this week.

<table>
<thead>
<tr>
<th>Record</th>
<th>Label</th>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Sweet Little Sixteen</strong></td>
<td>BMI</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td><strong>2. Lollipops</strong></td>
<td>BMI</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>3. Don't You Just Know It</strong></td>
<td>BMI</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td><strong>4. Beg</strong></td>
<td>BMI</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td><strong>5. The Walk</strong></td>
<td>BMI</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>6. Eight Is the Whole World in His Hands</strong></td>
<td>BMI</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td><strong>7. Baby, Baby</strong></td>
<td>BMI</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td><strong>8. Santa Claus</strong></td>
<td>BMI</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td><strong>9. Tequila</strong></td>
<td>BMI</td>
<td>9</td>
<td>11</td>
</tr>
<tr>
<td><strong>10. Beg</strong></td>
<td>BMI</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

**This Week's R&B Best Buys**

No selections this week.

**Review Spotlight on... R&B records**

ELVIS PRESLEY

Wear My Ring Around Your Neck (RCA Victor, BMI) 1958

Ray Charles (Epic Records, BMI) 1958

For review, see listing under Review Spotlight on Pop records.

FATS DOMINO

Slick and Smart (Travis, BMI) 1958

No Jets (Travis, BMI) Imperial 1958

For review, see listing under Review Spotlight on pop records.

CLIDE SMITH / PATRICK

Come What May (Tiger, BMI) Atlantic 1958

For review, see listing under Review Spotlight on pop records.

CHUCK BERRY

Johnny B. Goode (Arc, BMI) 1956

Ready Teddy, End (Arc, BMI) 1961

For review, see listing under Review Spotlight on pop records.

THE RAYS

The Man Above (Conley, BMI) 1958

Rags to Riches (Sausbers, ASCAP) 1955

For review, see listing under Review Spotlight on pop records.

SPIRITUAL

THE SENSATIONAL NITECAGOES

The Legend Will Make a Way (Lion, BMI) 1958

To the End (Lion, BMI) Prodigic 1778

Two great sales in contract with BMI. On top, The Rev. Julian Checks gives a strong lead performance, I see a clear chart which readers will very creeds agreement. Flip is up-tunem with rhythm of a train crossing and rolling. Exciting work, either way.

THE GOSPEL ALL-STARS

That's Why I Love Him So (Bee, BMI) 1958

What a man he is (Bee, BMI) Apollo 312

The group turn in two fine job here. On top, the male lead and the material smash strongly of a Rue Charley type effort in a highly enthusiastic delivery at a swinging pace. On the flip, the lead chorister handles the work in a style of finely disciplined emotion. Both should be welcome to layers of the genre.

**Reviews of New R&B Records**

JOE TURNER

Jazz for Joy (Epic, BMI) 1958

For review, see listing under Review Spotlight on R&B records.

JIMMY REED'S NEW LP

"GO ON TO SCHOOL" Jimmy Reed

Vee Jay 275

**Written with material copyright 1961 by the American Society of Composers, Authors & Publishers.**

**About us**

**TONY SPADE**

singing

**WHAT'S GLOWING ON**

**BACK BEAT RECORDS**

2509 Houston, Tex.

**SPOTLIGHT REVIEW in Billboards on Saturday 7/8**

"Can't Believe It"

"In His Arms"

**DOO WOP RECORDS**

SAYO

D O O T O O D O O

"DON'T PRETEND"

**HARVEST**

Bombo & Mistral, BMI

**SPOTLIGHT REVIEW in Billboard on Saturday 7/8**

"Can't Believe It"

"In His Arms"

**DOO WOP RECORDS**

SAYO

D O O T O O D O O

"DON'T PRETEND"

**HARVEST**

Bombo & Mistral, BMI

**SPOTLIGHT REVIEW in Billboard on Saturday 7/8**

"Can't Believe It"

"In His Arms"

**DOO WOP RECORDS**

SAYO

D O O T O O D O O

"DON'T PRETEND"

**HARVEST**

Bombo & Mistral, BMI
**Hearings Gets ASCAP Figures**

- **Continued from page 3**

- ranged from $11,500 down to $5,000. These figures included publishers’ income.

- Writer-board members in 1957, high was $16,000 and in 1958 was $17,500. Lowest two weeks were $1,000 and $1,500.

- Among the top 50 writer-members in 1957, high was $16,000 and in 1958 was $17,500. Lowest was $2,000 in 1957. In 1958, writer-board members total was $28,500, 50th lowest was $1,200. 50th highest was $10,200. 50th highest was $10,200.

**ON THE BEAT**

- **Continued from page 10**

  have country hits again. The Nashville sound adds something to give it some life.”

  Marvin singles out Frank Sullivan’s “Gone Miss Me and Bluebell.”

  This has an interesting, catchy sort of a song. Watch it (Rendall, BMI).

  **Boopie**

  **Challenger**

  “He’s a solid singer, quite a lot of talent and efficiency. Good voice and sound. Service with a smile.”

  This is on a ____ basis, mainly because of vocalist material. Yip would have a better edge. (Golden West, BMI)

  **Moonlight**

  **Pike**

  “Cheat 149—Brightly, based on the Pike line, creates a fine melodic act from the Moonlighters. Action is in form. Above, BMI.”

  **Taylors**

  “Leading label is cleaned well by this group. (Pike line). Above, BMI.”

  **NORMAN FOX & THE Bographies**

  “My Louie,” “On the Loose” and “Sunset.”

  “No complaints. Good, nice mix, nice tempo. Above, BMI.”

  **Pictures**

  “Almost a given hit by the Yip. Good vocals, above. Good mix. Above, BMI.”

  **The Dominos**

  “My Louie,” “On the Loose” and “Sunset.”

  “No complaints. Good, nice mix, nice tempo. Above, BMI.”

  **NORMAN FOX & THE BORIES**

  “My Louie,” “On the Loose” and “Sunset.”

  “No complaints. Good, nice mix, nice tempo. Above, BMI.”

  **Fan Mail Glossy Photos**

  All sizes — quantities — color or black and white. Past cards, mounted samples, will pay your way to see some free samples and complete price list hereon for more information. Also, for latest day for new prices, samples, etc. at the address (c/o AMERICAN RADIO HISTORY, 115 West 43rd Street, New York 36, N.Y.).

  **MINSTREL COSTUMES & ACCESSORIES**

  Grooms free

  DANCE & CLOWN COSTUMES

  For all occasions get in touch with

  THE COSTUMER

  328 State St., Plattsburgh, N.Y.
Beatty Top Billows To Herald Opening

NEW YORK — The new Clyde Beatty Circus tent had an avenue of light for notoriety on the city side of the Hudson River back in 1925, and this, plus a favorable break in the weather, helped swell the horde that lined up at Madison Square Garden to see the Beatty opening. More than a dozen little orphans who had been invited by Emmett Kelly, Hugo Zacchini, Josephine Boroncic and Eddie Dill of the Beatty troupe, made a happy entrance of their own.

The show, billed as the combined Beatty, Beatty-Johnson, and Zacchini shows, was really a bit of a combination show, but the run-down was not completely worked out by publicists time.

Everything was heaviest on the outside side, with big boards which the park contracts on permanent basis, all flying circus cages, and supplying parisian throughout the metropolitan area.

Harold Alzana Injured Opening Night

NEW YORK — Harold Alzana fell at the conclusion of his high wire act during the opening performance of the Ringling-Barnum Circus. Hospitalized, he was treated for fractures of the left wrist and ankle, and slight laceration of the face.

He fell as he was walking down the inclined cable to close his act. Alzana was half way down the wire when a gust of wind carried his harness, which he was wearing to enter the next number, and Justino Loyal, assistant operator-director, was among the first to reach him and help him to the hospital.

The circus was auditing another number of his act, the full house and the crowd night of the 1937 season a member of the crowd was struck when hit by a bicycle while on the right.

Theme Park Rides Spur Arrow Growth

MOUNTAIN VIEW, Calif. — Snowboarding business from major and theme-type amusement parks has encouraged Arrow Develop- ment Company to acquire more rides and related facilities. Wnrn Schueler, secretary-treasurer, said Arrow is buying land area four times its present size, based on 1995 contracts and business anticip- ated through 1997.

Arrow will debut three new units next year, Schulz said. They are an interactive sized, modular, new platform ride and a combination of an interactive ride and a flying platform units. This has been labeled as the "Arrow Lift" and a hydraulic ram for tilting the tower while the ride is in motion.

Varied shows — Special-design equipment from Arrow includes are six electric locomotive trains of a banana plantation type for Pacific Ocean Park, Santa Monica, Calif.; 30-gauge Candy Stick Train for Storybook Park, Roselle, Ill., and 30-gauge Mine Trails for Frontier City, Oklahoma City, and Kansas City, Mo.; and a 120,000-gallon capacity water-antique Car for Storybook Park, Roselle, Ill.; Magic Mountain for New England Park, Pawling, N.Y.; Auto Coaster for Colorado; and Auto Coaster for Denver.

In addition, standard units sold include an 85-foot Merry-Go-Round for Storybook Park; Streamliner ride for New England Park; ArrowRide tracked auto ride for Salina, Kansas; Colorado; Peace Park; Imperial Shows, Fairbury, Ill.; D. R. St, Springfield, Minn.; and Ginger, Santa Monica, Calif.; 30-gauge Candy Stick for Storybook Park, Roselle, Ill., and 30-gauge Mine Trails for Frontier City, Oklahoma City, and Kansas City, Mo.; and a 120,000-gallon capacity water-antique Car for Storybook Park, Roselle, Ill.; Magic Mountain for New England Park, Pawling, N.Y.; Auto Coaster for Colorado; and Auto Coaster for Denver.

The show, billed as the combined Beatty, Beatty-Johnson, and Zacchini shows, was really a bit of a combination show, but the run-down was not completely worked out by publicists time.

Everything was heaviest on the outside side, with big boards which the park contracts on permanent basis, all flying circus cages, and supplying parisian throughout the metropolitan area.

R-B to Store Menagerie in Gotham Area

NEW YORK — Menagerie which the Beatty-Castello troupe has brought here will be stored in this area's largest outdoor Garden engagement. Animals will be handled aboard truck and the cages will be stored. Plan is to reassemble the menagerie again for the 1938 season.

In outlining this plan, Art Col- cowell, general manager, said that the animals brought to New York were not to be sold, but that sale of other animals left in San Francisco is progressing.

No menagerie now no Side Show will be taken to the Boston Garden this season, and it's unusual is used in any other city either.

Cowell's statement cleared up reports that the elephants, four camels and cages here had been sold piece meal or to a circus in another country.

Menagerie the show has in cludes a large and a small giraffe, rhino, hippo, two lions, two tigers, another cage of cats, plus four more cages bearing various labels but all were sold at dozens.

A variety of polar bears here is reportedly sold to a zoo for de- livery after the New York date. Another group is on the road for Germany.

Also with the show are the elephants, and the little ones that will make the sea- son.

There's No Trick ... to finding GOOD IN Use Equipment ... just look over the many Classified Section this issue

EASILY SEEN

OUTDOOR

Communications to 188 W. Randolph St., Chicago, Ill. 1, 55

RINGLE STILL FURTHER DESPITE CUTTING

Some Imports Good, Others Lack Flash; First Half Drags, Then Picks Up Steam

By Tom Parkinson

Neil and Howard Burg and Buena Vista Gardens opened its new season Wednesday at Buena Vista Gardens, which displays much entertainment. There are lots of people.

There are more choices this year and up to five acts going simultaneously, so there are three production numbers.

A lot of the show is in the infantry contests on the tax. It produces substantially more than any other city. It may not be as much as it is, but it is more than anyone else can perform.

Augmented at Garden

Several acts turned up here that were most welcome: Howard Alzana and the Zacchini at the end. The show was well planned, but it was not as good as it could be.

The show drops in the first half passes for an intermission, and then picks up its pace and power in the second part.

Climax comes with Howard Al- zona and the Zacchini at the end. The new show was well planned, and it was not as good as it could be.

The show is a cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the

Clowning
cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the
cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the

cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the

cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the

cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the

cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is both the cross between those of the Craven Wallace and the Zaca show. There is b...
Knotts Plan New $4 Million Park

BUENA PARK, Calif. — An announcement was made recently that Knotts Berry Farm, which attracts approximately $4,000,000,000 when it is completed sometime later this summer, will be constructed by Knotts Berry Farm with Ray and Bud Helbert providing the design, bark, Russell Knott, son of the famous town that spawned famous Town theme. A lake has already been constructed and a train amusement will be open for business.

"We are looking for the unusual," Knott said. "Things that tie in with Knott's Berry Farm. Things that are unique and being on the lake and we even have given thought—the past five years—of a monorail system con-
necting several shopping areas."

A greatly expected portion of the park is expected to be installed by the summer of 1959. The completion of the 3,000-acre property because Knott explained, "the plan provides for more than a million acre feet of water from the reservoirs.

The Helberts, formerly ride manufacturers, operate the Merry-go-Round and other concessions at the farm.

Highway Ads Control Bill Goes to Pres.

WASHINGTON — Legislation to control the placing along the system of interstate highways of advertisement is expected to pass (3).

The measure, approved earlier by the Senate, gives each increment highway the ability to observe federal standards in regulating outdoor advertising and local authority in placing 100-mile highway system.

Proposals to ban commercial signs near highways would not be hurt. Some proponents say that the measure, which now has had its second reading, would be killed if a Bill must now be signed by the President to become law.

Calif. Fairmen Honor Freeman, Ed Scott

GRASS VALLEY, Calif.—Lyle Freeman and Ed Scott, who have served as county Fair managers and secretary, respectively, for 21 years until their re-

ers, were presented with a testimonial dinner at the Best Hotel Inn.

The event was attended by legislators and county fair officials.

The dinner followed a meeting of the Mother Lode Fair Association at this fair grounds.

Maurin Hoffmann, who was honored to succeed Freeman, presi-

ted. Louis Merrill, Western Fairs Association general manager, was present and addresses were given by Superior Judge Vernon D. Swett, Mayor Miller, assistant chief of State Division of Fairs & Exhibi-
tions, and George Halle, Amador County Fair manager and Moore B. F. Monitor.

Freeman and Miss Scott were given engraved gold plates to the Fair in addition to other gifts.

Red Circus Film Showing in N. Y.

NEW YORK — "Arena of Friendship," showing circus activities at last year's Moscow Youth Fair from 11A and 17B at the American Theater, 238 East Third Street, at its close, shows national circuits from several dozen countries en-


countered in the city, and dozens of Canadian and Oriental acts.

FIRE PRINT

Denver Okays Bloodless Bull Fight

DENVER—It's okay with city officials if Latin American productions, etc., stage such a bullfight in the city's Coliseum this week.

City Attorney John Banks, who admits he's never seen a bullfight, said no regulations would be planned unless a demonstration of the art of being a matador and said he would not establish a fact that Sunday (30) any more people willing to accept the bull fighting than in many years at this time. He said this despite the fact that only one or two small concessions were opened for business.

But the Salisbury Beach Mon-

치anns association is working hard to promote interest in the town's beaches, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gene Dean and Roger Shaheen, both of whom have large concessions.

"We are working on the beach to their offices, and the Salisbury Beach Men are Gen
LITTLE CHANGE

Show Equipment Prices Hold to 1957 Levels

BUYERS of general or minority equipment will find that this year equipment prices appear to be holding to 1957 levels. This is due to a number of factors, most notably the amount of equipment being produced and the amount of competition between manufacturers. The amount of equipment being produced is a result of the economy remaining strong, and the amount of competition is due to the increased number of manufacturers entering the market. This is a good sign for buyers, as it indicates that prices are not likely to increase significantly in the near future.

Taped Trade Music Has Marked Growth

TAPED RECORDS of music for AMUSEMENT parks, circuses, carnivals, and carnivals have experienced a marked growth in recent years. This growth is due to the increasing use of recorded music in these venues, which has led to a greater demand for this type of equipment. In addition, the development of new recording technologies has made it easier and more cost-effective to produce and distribute music for these purposes.

Amusements Make Use Of Sound, Light, Music

WITH A RANGE from giant batteries to small amplifiers, the use of sound, light, and music in amusement parks is on the rise. This trend is due to the increasing popularity of these types of entertainment, as well as the advancements in technology that have made it easier to produce and distribute these experiences. In addition, the use of sound, light, and music can help to create a more immersive and engaging environment for visitors.

N.Y. NOTES

R-B Scores Winner At Charlotte Bow

NEW YORK — Ringling-Barnum-Bailey came in here with a winner to its credit already. The circus played at Charlotte, N.C., prior to the New York stand, won tampons at all but two performances, and it grossed about $130,000.

John Ringling-Bowly's name is much in evidence around the show again, after being mentioned last season.

Press attention for the circus has been as heavy as it was in the heydays of Alahrad's twin full and Hogan Sibbi bringing the elephants across a major bridge despite a traffic rush because they were cold — garners bonus space, while the press staff, headed by Bill Fields, is registering regularly and well.

Show again has restricted press tickets sharply. Working press pass was limited to that for New York clables in first days. Offers of various kinds of coverage and publicity is outly outing were being turned back.


Ringling shows a venture now extends to Boston, Providence, R.I., and Haverhill, Massachusetts, and has been performed in a Midway that is entitled "Catch the Brass Ring.

Sound Center Fills Need

A MOBILE communications center that provides public address facilities at outdoor events, serves a wide variety of uses and even has commercial aspects, is now operating along the Eastern Seaboard.

Developed and operated by Mi.

Carnival and Am.

Troy, the center serves many purposes: An air-conditioned, soundproofed studio, installed in a house trailer, is moved onto the grounds of events as a server for the house quarters for the regular public address equipment. As a part of a mobile facility, it was able to serve 30 to 50 spectators around the area.

In addition, recorded and taped music, news and public service announcements are broadcast over the network. And subsidiary systems with an affiliate of the mobile service, brings in its own cousins, accompanying acts and engineer companies.

To offset the cost, the partners have developed what they call a "decade's worth" of advertising that will either attract to the shows or add up to 50 spectators at any one show.

In addition, one of the most recent developments in the field of sound is the use of recorded music in amusement parks. This has been done to provide an additional source of revenue for the park, as well as to enhance the overall experience for the visitors.

To order the service, customers can call a special number and leave a message at the park. This number is also available to the general public, so that anyone can make a reservation and have the music played at their show.

This system has been very successful, and it is expected to continue to grow in popularity as more and more amusement parks begin to use it.

The use of recorded music at amusement parks helps to create a more immersive and engaging environment for visitors, as well as providing a source of revenue for the park. It is a trend that is likely to continue to grow in the future.
**Circus Routes**


D輴r, Doris; Oyento, Columbus, O., 7-16; Sioux Falls, S.D., 13-19.

Gage, J., 11; New Orleans, La.; 16-20.

Harmo, Merrill: Buffalo, 7-13; Dallas, 16-20.

Tibbitt, T., J.; Ballinger, Tex.; Abilene, 14-18.

Tolson, Johnny T.; Greenville, Miss.

Volunteer: Columbus, Ala.

**Ice Shows**


Ice Capades, 17th edition: Wichita, Kan., 8-16; Fort Worth, Tex., 15-20; Buffalo, 21-27.

Ice Capades, 18th edition: Chicago, Ill., 7-13; Minneapolis, Minn., 14-20; Detroit, 21-27.

Ice Capades, 19th edition: Chicago, Ill., 7-13; Milwaukee, Wis., 14-20; Denver, 21-27.

Shipton's & Johnson's Ice Follies: Minneapolis, Minn., 7-20.

**Legitimate Shows**

Austine Mame, with Constance Bennett (changing name to Campasalla) 1958-1959; (Memorial Aud), Louisville, 21-25.

Austine Mame, with Sylvia Sydor (American Shakespeare) Strand, Covina, Calif., 11-15; (Proctor's, Schenectady, N.Y., 21-25; (Lowe's State Syracuse, 23-27.

**Cincinnati** — The annual Syrian Temple Bazaar opened a six-day engagement Monday afternoon in the Cincinnati Gardens. Produced by William B. Hiramton, the staff included Alphonse Cúla, Alphonse Troupe, and George Smith, musical director.

Mississippi State, with the Cazas, Coleman Brothers and Cristal Harp, juggled seven assistants, Harmon Smith, Edgar Yeston, Clarence Skees, aerial acrobats, Paramount; Suspension clown, high with Thomas and Gale, Leo Dao, and Larry Ford, acrobats; Nat and Mildred, comedy acrobats; Zeppe Toprino, equine acrobats; wild animal number; Great American Troupe, vaudeville; Harry Troupe, trapeze; Florida State, wrestling; Wisconsin State, comedy act; Kakey's Elephants, and Noodles and Waggs.

In clown alley are Happy Kel, John and Vern, Don, Anderson; Abe Howard, Joe Coyce, Penny Kerr, Al Roil, Bob Swine, and Garry Newton.

Gainesville Show Opens May 9-10

**GIVE TO DAMON RUNYON CANCER FUND**

**THE FINAL CURTAIN**

**1958 FAIR DATES**

**REPRINTS NOW AVAILABLE**

**ORDER YOUR EXTRA COPIES WHILE SUPPLY LASTS**

The Billboard, 2160 Patterson St., Cincinnati 22, O.

Mail order copies postpaid to:

**NEW! INFRARED SANDWICH OVEN!**

...and CIRCULATION HIGHLIGHTS... and CIRCULATION的人物

**MISS BILLIE REED**

In Loving Memory of a dear friend

**Elsie Murphy Brown** who is gone but not forgotten by the one who knew her best.
Ideal Weather Aids Detroit Openings

DETROIT — The Motor City park season got under way in an exceptionally fine fashion, and generally speaking, was a good start March 28 when Edge-water Park took a march on as other fountains to become one of the first major parks in the country to open. The opening was achieved ahead of the planned Easter weather (28), when the weather looked encouraging. The park will remain open nightly for the rest of the season.

Business was about on a par with last year’s opening, according to Milton Wagner, general manager. On Saturday and Sunday crowds were spurred by favorable weather, with bright sunny days and temperatures in the low 50’s.

Sprucing and Growth Enhance Glen Echo

WASHINGTON—Addition of a new ride, twice-weekly dancing, family-oriented programs, and extension of the Arcade, are contributing to the growing appeal of Glen Echo Park this season.

The season opened officially on May 1 with the opening of the four-station trains. Big changes were Cochise of TV, in the afternoon, and a short, lively session fronted by Mel Grant. Music was on records and by an eight-piece band. Giant’s sessions will be held forth on a Saturday basis, and there will be regular Friday appearances by Don Owens and his band.

A German Carousel is expected in mid-April. Sam Baker reported. Imported from Harry Prince, it will be the first of a series of carousels, which are planned to be popular for children. A remote TV set will be used for the carousels.

The Baker management is working with local outlets to offer appearance of detectives and T.V. stars during the season. Work is proceeding on the addition of four or more remote on television and a few on radio by local disc jockeys.

Dr. Chas. Strub, CBS Park Prez, Succumbs at 73

BALTIMORE — Glen Oak Park will open April 12 for weekends, and on May 3rd in the opening ceremonies. The important role in the administration of the Golden Oak will be assumed by Mr. and Mrs. Henry Schlesinger.

The park, opened in 1910, is expected to be open for the summer. The park is located on the River Road, and there will be no damage to the 31 rides on the midway.

Following the opening on Saturday, the midway will open at 6 p.m. on weeknights and Sundays.

As an opening day promotion, nickel tickets, good on all rides, were distributed through Calhoun’s Mint Markets, Big drive-in grocery chain.

The midway opened with several new rides: Top-Flight, Whirlaway, and Fly-over-Plane-replacing older victims of the Great Depression.

Free sets will open on the midway stage May 28.

EDMONTON Plans 2500 Kid Zoo

EDMONTON, Alta. — A start on a five-striped, million-dollar proposal by the Zoo Society was made last week. The proposal is said to have the potential for unemployment, here.

Saturday morning business resorted to a boost from special prizes for the opening. In addition, a new ride will be added to the plan for Sunday visitors. The plans deal with the overall outlook for the park. They are designed for the children of the city.

The children’s zoo is expected to cost $250,000. The city’s reserve fund for the zoo now totals $350,000, while the capital estimates for 1958 included $100,000 for zoo costs.

Gwynn Oak Ups Picnic Rates, Adds Car Rides

BALTIMORE — Gwynn Oak Park will open April 12 for weekends, and on May 3rd in the opening ceremonies. The important role in the administration of the Golden Oak will be assumed by Mr. and Mrs. Henry Schlesinger.

The park, opened in 1910, is expected to be open for the summer. The park is located on the River Road, and there will be no damage to the 31 rides on the midway.

Following the opening on Saturday, the midway will open at 6 p.m. on weeknights and Sundays.

As an opening day promotion, nickel tickets, good on all rides, were distributed through Calhoun’s Mint Markets, Big drive-in grocery chain.

The midway opened with several new rides: Top-Flight, Whirlaway, and Fly-over-Plane-replacing older victims of the Great Depression.

Free sets will open on the midway stage May 28.

UHIO Regional Meetings

Talk Promotions, Problems

UNITED MARCHWAY—United Rink Operators-sponsored regional meetings for members were held in various parts of the country during February and March to give operators an opportunity to get together for discussion of common problems and for the exchange of ideas. The meetings were attended by Mr. and Mrs. Penny G. Giles, UHIO secretary.

First of the meetings was held February 10 at Kent’s Berry Farm, Kentucky, sponsored by the Ohio Rink Operators Association, Mr. and Mrs. Charlie Goodchild, Berea Park Rollertown, acting as hosts.

Meeting was limited to small group of California operators who wished to work out specific problems, but another gathering was planned by the group during the March 24 show of the Manufacturers’ Association of the Roller Skating Industry in Fresno.

A February 17 meeting was held at Maple Park Bellarena, Three Rivers, Mich., with Mr. Carl Goodchill as hosts. Despite blizzard conditions there, there was a good attendance of operators and they showed they were there. There was a discussion of promotional ideas and problems, operating problems, including how to deal with one-legged visitors, followed by a discussion of the Park’s latest equipment and a question period.

Another meeting was held February 26 at Rollarena, Walpole, Mass., with Mr. and Mrs. E. J. Lenk, Springfield, Mass., at the discussion followed the general meeting. The meeting was well attended.

Another Midwestern meeting was held March 10 at Moon-O-Log Rink, Kent, O. The meeting, hosted by Paul and Wilma Rains, drew rink and manufacturer representatives, including Elmer Maris, Canada, and Michigan. Promotional ideas and liability insurance were brought up, to cite one discussion. There are also keepers of the regular meetings.

Meetings are also being held at the Wisconsin-Minnesota area, and Eastern areas, but no definite dates have been fixed.

ROLLER RUMBLINGS

The rides went over well, with Harry Stahl’s Rock-`N-Jet providing the biggest smiles. The weather was good and about equivalent to last year’s Wagner, said despite the prevalence of unemployment, here.

Saturday morning business returned to a boost from special prizes for the opening. In addition, a new ride will be added to the plan for Sunday visitors. The plans deal with the overall outlook for the park. They are designed for the children of the city.

The children’s zoo is expected to cost $250,000. The city’s reserve fund for the zoo now totals $350,000, while the capital estimates for 1958 included $100,000 for zoo costs.

FOR EXCELLENT RENT LOCATIONS

AT SEASIDE HEIGHTS, N. J.

George A. and Robert J. Price, 1501 Ocean Ave., Asbury Park, N. J., will have the following:

552 Room Ocean Park Hotel
552 Room Cottage
50 Room Cottage
Assisted by Miss Linda Price

The firm is well established, and has a long-time reputation for efficient service.

Call George A. Price, 300 Ocean Park Hotel, or 5-3000, for further information.

FOR SALE

High Quality Beachfront Condominium Bldg., 10th Floor, 50 Rooms & 50 Bathrooms, 1 Bedroom, Will Finance, $25,000.00. For further information, contact Mr. Price, 101 E. American Ave., Atlantic City, N. J.

FOR EXCELLENT RENT LOCATIONS

AT SEASIDE HEIGHTS, N. J.

George A. and Robert J. Price, 1501 Ocean Ave., Asbury Park, N. J., will have the following:

552 Room Ocean Park Hotel
552 Room Cottage
50 Room Cottage
Assisted by Miss Linda Price

The firm is well established, and has a long-time reputation for efficient service.

Call George A. Price, 300 Ocean Park Hotel, or 5-3000, for further information.

FOR SALE

High Quality Beachfront Condominium Bldg., 10th Floor, 50 Rooms & 50 Bathrooms, 1 Bedroom, Will Finance, $25,000.00. For further information, contact Mr. Price, 101 E. American Ave., Atlantic City, N. J.

FOR EXCELLENT RENT LOCATIONS

AT SEASIDE HEIGHTS, N. J.

George A. and Robert J. Price, 1501 Ocean Ave., Asbury Park, N. J., will have the following:

552 Room Ocean Park Hotel
552 Room Cottage
50 Room Cottage
Assisted by Miss Linda Price

The firm is well established, and has a long-time reputation for efficient service.

Call George A. Price, 300 Ocean Park Hotel, or 5-3000, for further information.

FOR SALE

High Quality Beachfront Condominium Bldg., 10th Floor, 50 Rooms & 50 Bathrooms, 1 Bedroom, Will Finance, $25,000.00. For further information, contact Mr. Price, 101 E. American Ave., Atlantic City, N. J.

FOR EXCELLENT RENT LOCATIONS

AT SEASIDE HEIGHTS, N. J.

George A. and Robert J. Price, 1501 Ocean Ave., Asbury Park, N. J., will have the following:

552 Room Ocean Park Hotel
552 Room Cottage
50 Room Cottage
Assisted by Miss Linda Price

The firm is well established, and has a long-time reputation for efficient service.

Call George A. Price, 300 Ocean Park Hotel, or 5-3000, for further information.

FOR SALE

High Quality Beachfront Condominium Bldg., 10th Floor, 50 Rooms & 50 Bathrooms, 1 Bedroom, Will Finance, $25,000.00. For further information, contact Mr. Price, 101 E. American Ave., Atlantic City, N. J.
RINGLING STILL FIRST DESPITE COST-CUTTING

Some Imports Good, Others Lack Flash; First Half Drags, Then Picks Up Steam

Frankie Doyle is spotlighted for deserved attention to his fine horse and middy catch. At one side is Calla Shinn's trap and headless trunk-riding elephant and at another is the Columbia of the Tides. Her swaying (Continued on page 65)

POSTERS

Five Color Book, 75c, dated, ad., 50c per hundred. No matter cheaper than ours.

NATIONAL SNOW POINTERS

Teaneck, N. J.

PHONEMEN

Office phone. Phone starts Tuesday, April 7. Men capable of handling outside booking work will be considered. If you have this, call me. Your offer will be considered. All bookings and engagements included. Address: MAIL 6-136, Baltimore, Ohio, post office, to person only.

JON F. SHAFFER


CONTRACTING AGENTS TELEPHONE SALESMEN

Northern states: Contact: W. A. H. APPARATUS CO.-CARL "WILL" SAHLLEN (W. & H. APPARATUS CO.)-739 SWEETAVE. EVANSTON, ILL. 60202.

PHONEMEN

Circus Banners and U.P.C.'S

Office radio. Phone starts Tuesday, April 7. Men capable of handling outside booking work will be considered. If you have this, call me. Your offer will be considered. All bookings and engagements included. Address: MAIL 6-136, Baltimore, Ohio, post office, to person only.

JON F. SHAFFER


CONTRACTING AGENTS TELEPHONE SALESMEN

Northern states: Contact: W. A. H. APPARATUS CO.-CARL "WILL" SAHLLEN (W. & H. APPARATUS CO.)-739 SWEETAVE. EVANSTON, ILL. 60202.

PHONEMEN

Circus Banners and U.P.C.'S

Office radio. Phone starts Tuesday, April 7. Men capable of handling outside booking work will be considered. If you have this, call me. Your offer will be considered. All bookings and engagements included. Address: MAIL 6-136, Baltimore, Ohio, post office, to person only.

JON F. SHAFFER


CONTRACTING AGENTS TELEPHONE SALESMEN

Northern states: Contact: W. A. H. APPARATUS CO.-CARL "WILL" SAHLLEN (W. & H. APPARATUS CO.)-739 SWEETAVE. EVANSTON, ILL. 60202.

PHONEMEN

Circus Banners and U.P.C.'S

Office radio. Phone starts Tuesday, April 7. Men capable of handling outside booking work will be considered. If you have this, call me. Your offer will be considered. All bookings and engagements included. Address: MAIL 6-136, Baltimore, Ohio, post office, to person only.

JON F. SHAFFER

SASKATCHEWAN EX OKAYS 5000G BUILDING PLAN

 Halifax, Nova Scotia

 Henry James

 Saskatchewan

 Fred Williams

 Iowa

 Harry Immel

 Of York Fair

 YORK, Pa. — Harry D. Immel of York State Fair, died Monday (51) after collapsing in a local restaurant. He was 73 and was widely known as a concession manager of the fair.

 Immel was elected a manager of the fair in 1965, and was also a manager in charge of concessions and machinery in 1967. He was a long-time friend of William O. Thompson. He had previously worked for the Branson World's Fair in Springfield, Missouri.

 A native of York, he was born May 6, 1884, and was a graduate of Pennsylvania University. He was city editor of the Dispatch in 1917 when World War I broke out. During World War II he was a US Army captain, and was named full colonel in the Air Force Reserve in 1967.

 Immel had been active in Pennsylvania Republican politics, and was a member of the American Society of Professional Engineers and a director of the Pennsylvania State Police.

 Survivors include a daughter, Mrs. Ronald Thomas, Lucindale, Ind.; a brother, William, and sister, Mary, both of York, and three grandchildren. His wife, the former Elizabeth Bolen, died last September.

 Savannah Sets Open Workshop

 SAVANNAH, Ga. — The Savannah Exchange Club, sponsor of the Coastal Empire Fair, will hold a one-night workshop this Thursday (18) from 5:30-9 p.m. at the Savannah Civic Center. Interested persons can contact Doug Shomaker, P. O. Box 1686, Savannah.

 Musical Ride Adds To '58 Tour Route

 SWIFT CURRENT, Sask. — The Royal Canadian Mounted Police ride, which toured the first step on an extensive tour being made by the Mounted in the spring of this year, will make its second stop at the Swift Current, Saskatchewan, in May. The ride will be accompanied by the RCMP band.
CARNIVALS
Communications to 188 W. Randolph St., Chicago 1, Ill.
APRIL 7, 1958

Allentown Annual Returned to WOM
Back After Absence of One Season;
3 Shows Bid, Record Guarantee Set

ALLENTOWN, Pa.—The World of Motion Show, which was turned to the Allentown Fair last week, gave a new record guarantee of $3,125,000. Three shows bid on the date after the previous week’s committee met. The bids of $1,000,000, $1,500,000 and $1,625,000 were laid down.

Winrod played the major Eastern spot for about 30 years, until he gave up, giving Reithoffer Shows the ride space and much concession footing, but assigning the key traffic area to concessions of Ber-\ndard (Buck) Allen.

Allentown is getting its biggest record guarantee since it took contract, according to public figures. There is a guarantee exceeding $3,000,000, and as much as $3,125,000 is being urged. This is the largest fair and the only one that will fair in a gross amount for a number of different shows, and the concessionaire has been handled partially.

Set Sunday Opening
An important element in win-
ing back the contract was the guarantee of Buck Allen and Jim Bergin, representing the show, that World of Motion will be up and doing business on Sunday, September 14, at 1 p.m. In previous years the show has been to the upper Cheyenne (Mass.) Fair at this date, but will be to the Allentown Fair this year. The price does in 1957, and the previous year, operating behind a free-fair area, was winsome. The opening day of the show is the Saturday following the opening day is clear of allEb-\nsh. Concessions are handled separately.

Penn Premier Readies Gear
For April 16

HENDerson, N. C.—Penn Premier Shows will kick off its or-
Aon April 16, in Lumberton, Va., but the date is not final, and April 14 is being pointed for the first big event. Plans for the 28th (N. C.) Centennial, the first week in May. This will be followed by a similar celebration at Suffolk, Va. Contracts are signed at the headquarters.

PALATKA, Fla.—Bounding, W. and H. W. Sanders had a good week in Palatka, Ind., and the Midwest.

Winfried—Fs—Burkhl Bowls With Roundup
WINFREID, La.—Burkhart Shows is opening here Monday (31) at the six-dayer police fair and rides with a Roundup side on April 6. 

Ritchie’s Roundup, will also take the show into Arkansas, Illinois and Missouri. Ritchie is recuperating at home fol-
lowing hospitalization.

Staf—Gentsch, Stevenson, Tomaszewicz, and Elmer G. Young, assistant manager, were on hand.

Ray Cox Optimistic About Upcoming Tour

FRESNO, Calif.—Ray Cox is optimistic that 1958 will be a big year for his 18-ride operation. The Ray Cox Shows and that grosses will be around the same as a profit close 1957. The show opens May 8 at the famous Salinas Valley Fair in King City, a contract is in the works for the fourth consecutive year.

The show has 28 weeks of fares and exhibitions booked. It will continue to attract winter quarters.

During the day the ride is ready for the tour, Cox converted to three-phase electric motor on all ride. Each motor is supplied to two additional diesels electric gen-
erating plants recently purchased. He also added a fork lift capable of lifting eight tons to a height of 17 feet, which makes excellent sales. The second season will be a new year. The purchase

 Ain Rod—Wyatt, Hines, Mr. and Mrs. Charles Allen, Mr. and Mrs. Harry (Buster) West-
burry, Mr. and Mrs. William D. Talley, Mr. and Mrs. Blackie Jones, red Mack and Mr. and Mrs. Lean, who attended and Arthur. Supervising work is Lloyd Sorenson, owner, Harry West-
burry, driver, and Bob, and Joseph Gillman, secretary.

Winrod Skeds Europe Jaunt
RACIFIC, Mo.—Everett L. Winrod, owner of Monarch Exposi-
\tion Shows, plans to leave winter quarters here May 1 for an air jaunt to Europe. He will visit Tro-
\nTampa Club Picnic Pulls 175 Despite Damp Lot

TAMPA—Close to 175 mem-
bers and guests turned out for the sixth annual Greater Tampa Showmen’s Associa-
tion picnic held last Saturday at Matthews Beach.

Alfonsino also cut into the morn-
ing at the picnic and his wife, Mary, was there to do the cooking. Gro-\nmers and the Ski Bowls, water-\nbowls, put on an exhibition.

In addition to Cox, owner-man-
ger, the staff includes Norvaldo H. Burkhart, concession manager; Lloyd D. H. Burkhart, concession manager; Larry Ross, concession manager; and Jim Broyles, assistant ride supervisor. The latter is a former Barnum concessionaire, will be Mr. and Mrs. W. J. Burkhart, the owner of the show, and Gates, who have been with the show for several years. The show will be staged at Mission St. and the former bay stables, now known as Ray Amuse-
ment Company.

DEATH TAKES
Harry Rosen, NWA Worker
NEW YORK.—Funeral services were held Thursday (3) for Harry Rosen, long-time treasurer of the National Showman’s Association, who died Tuesday (1) morning af-

Fresno, Calif.—Ray Cox is optimistic that 1958 will be a big year for his 18-ride operation. The Ray Cox Shows and that grosses will be around the same as a profit close 1957. The show opens May 8 at the famous Salinas Valley Fair in King City, a contract is in the works for the fourth consecutive year.

The show has 28 weeks of fares and exhibitions booked. It will continue to attract winter quarters.

During the day the ride is ready for the tour, Cox converted to three-phase electric motor on all ride. Each motor is supplied to two additional diesels electric generating plants recently purchased. He also added a fork lift capable of lifting eight tons to a height of 17 feet, which makes excellent sales. The second season will be a new year. The purchase

Ain Rod—Wyatt, Hines, Mr. and Mrs. Charles Allen, Mr. and Mrs. Harry (Buster) West-
burry, Mr. and Mrs. William D. Talley, Mr. and Mrs. Blackie Jones, red Mack and Mr. and Mrs. Lean, who attended and Arthur. Supervising work is Lloyd Sorenson, owner, Harry West-
burry, driver, and Bob, and Joseph Gillman, secretary.

Winrod Skeds Europe Jaunt
RACIFIC, Mo.—Everett L. Winrod, owner of Monarch Exposi-
\ntion Shows, plans to leave winter quarters here May 1 for an air jaunt to Europe. He will visit Tro-
\nTampa Club Picnic Pulls 175 Despite Damp Lot

TAMPA—Close to 175 mem-
bers and guests turned out for the sixth annual Greater Tampa Showmen’s Associa-
tion picnic held last Saturday at Matthews Beach.

Alfonsino also cut into the morn-
ing at the picnic and his wife, Mary, was there to do the cooking. Gro-\nmers and the Ski Bowls, water-\nbowls, put on an exhibition.

In addition to Cox, owner-man-
ger, the staff includes Norvaldo H. Burkhart, concession manager; Lloyd D. H. Burkhart, concession manager; Larry Ross, concession manager; and Jim Broyles, assistant ride supervisor. The latter is a former Barnum concessionaire, will be Mr. and Mrs. W. J. Burkhart, the owner of the show, and Gates, who have been with the show for several years. The show will be staged at Mission St. and the former bay stables, now known as Ray Amuse-
ment Company.

DEATH TAKES
Harry Rosen, NWA Worker
NEW YORK.—Funeral services were held Thursday (3) for Harry Rosen, long-time treasurer of the National Showman’s Association, who died Tuesday (1) morning af-

Fresno, Calif.—Ray Cox is optimistic that 1958 will be a big year for his 18-ride operation. The Ray Cox Shows and that grosses will be around the same as a profit close 1957. The show opens May 8 at the famous Salinas Valley Fair in King City, a contract is in the works for the fourth consecutive year.

The show has 28 weeks of fares and exhibitions booked. It will continue to attract winter quarters.

During the day the ride is ready for the tour, Cox converted to three-phase electric motor on all ride. Each motor is supplied to two additional diesels electric generating plants recently purchased. He also added a fork lift capable of lifting eight tons to a height of 17 feet, which makes excellent sales. The second season will be a new year. The purchase

Ain Rod—Wyatt, Hines, Mr. and Mrs. Charles Allen, Mr. and Mrs. Harry (Buster) West-
burry, Mr. and Mrs. William D. Talley, Mr. and Mrs. Blackie Jones, red Mack and Mr. and Mrs. Lean, who attended and Arthur. Supervising work is Lloyd Sorenson, owner, Harry West-
burry, driver, and Bob, and Joseph Gillman, secretary.

Winrod Skeds Europe Jaunt
RACIFIC, Mo.—Everett L. Winrod, owner of Monarch Exposi-
\ntion Shows, plans to leave winter quarters here May 1 for an air jaunt to Europe. He will visit Tro-

Tampa Club Picnic Pulls 175 Despite Damp Lot

TAMPA—Close to 175 mem-
bers and guests turned out for the sixth annual Greater Tampa Showmen’s Associa-
tion picnic held last Saturday at Matthews Beach.

Alfonsino also cut into the morn-
ing at the picnic and his wife, Mary, was there to do the cooking. Gro-\nmers and the Ski Bowls, water-\nbowls, put on an exhibition.

In addition to Cox, owner-man-
ger, the staff includes Norvaldo H. Burkhart, concession manager; Lloyd D. H. Burkhart, concession manager; Larry Ross, concession manager; and Jim Broyles, assistant ride supervisor. The latter is a former Barnum concessionaire, will be Mr. and Mrs. W. J. Burkhart, the owner of the show, and Gates, who have been with the show for several years. The show will be staged at Mission St. and the former bay stables, now known as Ray Amuse-
ment Company.
PIONEER DAYS RODEO & CELEBRATION
NORTHSIDE COLISEUM
FORT WORTH, TEXAS, JUNE 1-7

Now accepting bids on Carnival for the seven-day show. Attendance last year, despite inclement weather, in excess of 70,000. Excellent site available for Rides, Shows and all types of Concessions. Contact:

JIM McMullen
North Fort Worth Business Association
121 E. Exchange Avenue, Fort Worth, Tex. Phone MA 4-3762

OPENING PRINGLE (WILKES-BARRE), PA., APRIL 24-MAY 3
TEN BIG DAYS
WANT
RIDES

SHOWS
Side Show with inside equipment or strong Illusion Show to feature. Good openings for Arcade and Wildlife.

CONCESSIONS
Curved, Ball Games, Novelties, Long and Short Range, Hanky Pumps of all kinds. Wheels and Griddle Steve. Jeff Goellin wants Wheel Agents.

HELP
Ride Men who drive cars. All regular help please acknowledge this ad. Be at Reading, Pa., Fairgrounds no later than Monday, April 30. Have opening for men familiar with machines and some advance work. All replies to

MORRIS HANNUM
394 Murdock Road

BE WITH A POWELSON UNIT
OPENING NEWARK, OHIO, APRIL 21
CONCESSIONS—Novelties, Age and Scales, Arcade, Glass Pitch, Bingo, Ball Games, Custard, Shooting Gallery, Alleyway, Stock Shows, no girls.
SHOALS—All Kinds, Motor Drive, Fun House, Candy Stand, Class House. We have 10 Fairs for Shows.

POWELSON AMUSEMENTS
BOX 125
COHUNSHOT, OHIO

THOMAS JOYLAND SHOWS
WANTED AT ONCE
L. I. THOMAS
40 Western Union, Williamtown, N. J.

O. C. BUCK SHOWS
OPENING April 24
CAN PLACE Bishop due to disqualification. Must be tall and reliable and no choice.
HAVE FOR SALE the following rides in good condition and priced right for quick sale:
After-Hour Roller Coaster, Locooch, and Silver Street. Every No-O-Plane.
CAN PLACE for the season, Short Range Gallery also Custard.
WANT Ride Help who can drive semi.

O. C. BUCK
Winder, Georgia, Troy, N. Y.

ELLIS WALKER WANTS RIDE MEN
For Wheel, Till, Spofiee, C-Cruise, Merry-Go-Round and Kiddie Rides. Report of area in Albuquerque. Want good Join Operator on percentage basis for the season to start in May. Replies to

MORRIS HANNUM SHOWS
One of the Great Eastern Shows

TEN BIG DAYS
WANT
RIDES

SHOWS
Side Show with inside equipment or strong Illusion Show to feature. Good openings for Arcade and Wildlife.

CONCESSIONS
Curved, Ball Games, Novelties, Long and Short Range, Hanky Pumps of all kinds. Wheels and Griddle Steve. Jeff Goellin wants Wheel Agents.

HELP
Ride Men who drive cars. All regular help please acknowledge this ad. Be at Reading, Pa., Fairgrounds no later than Monday, April 30. Have opening for men familiar with machines and some advance work. All replies to

MORRIS HANNUM
394 Murdock Road

BE WITH A POWELSON UNIT
OPENING NEWARK, OHIO, APRIL 21
CONCESSIONS—Novelties, Age and Scales, Arcade, Glass Pitch, Bingo, Ball Games, Custard, Shooting Gallery, Alleyway, Stock Shows, no girls.
SHOALS—All Kinds, Motor Drive, Fun House, Candy Stand, Class House. We have 10 Fairs for Shows.

POWELSON AMUSEMENTS
BOX 125
COHUNSHOT, OHIO

THOMAS JOYLAND SHOWS
WANTED AT ONCE
L. I. THOMAS
40 Western Union, Williamtown, N. J.

O. C. BUCK SHOWS
OPENING April 24
CAN PLACE Bishop due to disqualification. Must be tall and reliable and no choice.
HAVE FOR SALE the following rides in good condition and priced right for quick sale:
After-Hour Roller Coaster, Locooch, and Silver Street. Every No-O-Plane.
CAN PLACE for the season, Short Range Gallery also Custard.
WANT Ride Help who can drive semi.

O. C. BUCK
Winder, Georgia, Troy, N. Y.

ELLIS WALKER WANTS RIDE MEN
For Wheel, Till, Spofiee, C-Cruise, Merry-Go-Round and Kiddie Rides. Report of area in Albuquerque. Want good Join Operator on percentage basis for the season to start in May. Replies to
that Ringling's present strength is lodged largely with the popular five-act displays shown again by the punch number. Centered and the Del Morals with high perch numbers. The American work a crescent perch and then a lower one for new impression stings. The Gorillas perform on high perch routines with two people on a two-man elephant, and the payne is landed on to a head. Also appearing are the Angels duet with a girl working on ground rings with two Roman-style ladders.

Then comes another heavy display, this time with the Extraordinarboard department. Thirty people fell into the scene and split off into five groups. There are red-coated arabians coming in at last, this time in the form of a three-man elephant. Then, as the actors finish, the audience rises up to see the concluding act, and another group of actors, all dressed in a similar manner, is introduced with a series of grand displays.

**CONTINENTAL SHOWS**

**OCTOBER 24, KINGSTON, N. Y.**

**WANT A FREE Poster?**

Want free posters in your school or organization? Send in our form. Posters available in all sizes, colors, and styles. **Call** MARY T. H. (212) 513-3647.

**REDA MACK WANTS AGENTS**

**Best Route in the East!**

Registered as a merchant. Long season with a winner.

**PREMIER SHOWS**

Recruiting for all parts of the country. Opened April 7. Apply today. Apply to the company.
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: 20c a word, minimum $4. CASH WITH COPY.

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

IMPORTANT: In determining cost, be sure to count your name and address when using Box Number. c/o The Billboard, allow six words for address and include additional 25c to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS
Attract more attention and produce quicker and greater results thru the use of larger type and white space.
Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.
RATE: $1 per agate line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 21 60 PATTERSON ST., CINCINNATI 22, OHIO

NATIONALLY ADVERTISED MEN'S
ROBERTS, LEO ROYAL - PATENT PENDING. BARGAIN PRICES. 275 N. Orleans St., Chicago 10, Ill.


ANIMALS, BIRDS, REPTILES-ALL TYPES. Fill out your wish list. Send 10c. for complete catalog. R. B. Burt, Box 357, Kansas City, Mo.

REGULAR CLASSIFIED ADS

Business Opportunities

FOR SALE

HARSH BRIEFS, STAMP MACHINES, Model B. For owners and operators of stamp concerns. 631 1/2 Vermont Ave., N. W., Washington, D. C.

FOR SALE

FIRE PROTECTOR, 2000 COWS. For fire protection concern. 631 1/2 Vermont Ave., N. W., Washington, D. C.

FOR SALE

HAMILTON STEAMER, 300 GALLONS. For steam plant. 631 1/2 Vermont Ave., N. W., Washington, D. C.

FOR SALE

TREES AND FIVE COLUMN VENDING MACHINES. For owners. 631 1/2 Vermont Ave., N. W., Washington, D. C.

COIN MACHINE ROUTE FOR SALE

W.L. CANNON, 41 E. 112th St., Cleveland 17, Ohio. 14 machines, $200. 5 machines, $200. 35 machines, $200. 75 machines, $200. 200 machines, $200

COIN OPERATED EQUIPMENT (Used)

ANYTHING IN VENDING MACHINES. We buy or trade for any type of coin operated equipment. M. H. Nelson, 2631 E. 20th St., Los Angeles 59, California.

E.P. BAIAPPLE, 5355 Girard Ave., San Diego 7, California. Coin operated equipment, machines, sets, parts, supplies. All machines guaranteed.

For Sale

Secondhand Goods

COIN OPERATED EQUIPMENT (Used)

RESIDENTIAL MACHINES. For sale or trade. M. H. Nelson, 2631 E. 20th St., Los Angeles 59, California.

For Sale

SECONDHAND GOODS

GEO. E. BEACH, 1130 Utah Ave., West Sacramento 1, California. Secondhand goods, to include clothing, kitchen wares and other sundries.

FOR SALE

THREE HUNDRED PC. OF ALL TYPES OF INSTRUMENTS, tools, guns, etc. 1115 6th St., L.A. 4, California.

.Quantity of any item at req. prices.

NEW ENGLAND JEWELERS BURLINGTON ST., BOSTON, MASS. 4106-5.58. 614-3155. We buy gold, silver, jewels.

For Sale

JEWELRY CLOSEOUTS


For Sale

START YOUR OWN BUSINESS

NAME IN SOCIAL SECURITY PAYMENTS.


For Sale

JEWELRY CLOSEOUTS

B E INDEPENDENT

19th and 20th Century American Furniture, Art, Oil Paintings, Silver, Crystal, etc. 802-5.58. 614-3155. 415 South Third St., Columbus 2.

For Sale

JEWELRY CLOSEOUTS

COSTUME UNIFORMS, 515 North Main St., Columbus 2. 4106-5.58. 614-3155. Competition uniforms for all occasions.

For Sale

COSTUMES, UNIFORMS, Wardrobes

TERRIFIC PRODUCTS!


For Sale

JEWELRY CLOSEOUTS

GOLD, SILVER, JEWELRY, COINS, CLOTHING. We buy. 802-5.58. 614-3155. 415 South Third St., Columbus 2.

For Sale

JEWELRY CLOSEOUTS

WANTED-ALL KINDS OF FOREIGN AND DOMESTIC COINS. 802-5.58. 614-3155. 415 South Third St., Columbus 2.

For Sale

JEWELRY CLOSEOUTS

H. G. MEHL, 2539 Vine St., Cincinnati 10. 4106-5.58. 614-3155. We buy and sell. 25 years experience.

For Sale

JEWELRY CLOSEOUTS

ELECTRIC CATCHER, UNIVERSAL "E", for $10. Includes all necessary supplies. 802-5.58. 614-3155. 415 South Third St., Columbus 2.

For Sale

JEWELRY CLOSEOUTS

COIN OPERATED EQUIPMENT (Used)

J. U. CURTIS, 1517 S. Wabash Ave., Chicago 03, Ill. 4106-5.58. 614-3155. Coin operated machines, used.

For Sale

JEWELRY CLOSEOUTS

WANTED-CARRIAGES, WAGONS, CARRIAGE PARTS, ETC. 802-5.58. 614-3155. 415 South Third St., Columbus 2.

For Sale

JEWELRY CLOSEOUTS

REGULAR CLASSIFIED ADS

THE STROUD RIDGE, 13930 S. Dixie Hwy., Cleveland 12, Ohio. 4106-5.58. 614-3155. We buy new and secondhand goods.

For Sale

JEWELRY CLOSEOUTS

FOR SALE

STUART, J. P. 5242 S. 50th St., Kansas City, 11, Mo. 4106-5.58. 614-3155. Coin operated machines, used.

For Sale

JEWELRY CLOSEOUTS

R. B. BURT, 357 Causey St., Kansas City, Mo. 4106-5.58. 614-3155. Animals, birds, reptiles.

For Sale

JEWELRY CLOSEOUTS

STONED BILLFOLDS, 124 Orleans St., Chicago 10, Ill. 4106-5.58. 614-3155. We buy and sell.

For Sale

JEWELRY CLOSEOUTS

M. H. NELSON, 2631 E. 20th St., Los Angeles 59, California. 4106-5.58. 614-3155. Coin operated equipment.
For Sale—Secondhand Show Property

A COMPLETE STAGE SHOW WITH C. W. Gates, 429 Jonathan Ave., Columbus, 11.

AIRPLANE TYPE KIDDE BUGE WITH table, 300 to 800. Rebuilt, 3x500. 4x400.

ALEAN KENDALL—ALL ALUMINUM BUGE WITH 600, 750, 1000. Exquisitely trained.

EVA TON—ALUMINUM BUILDING WITH 800, 1000, 1500. Completely restored.

COMPLETE SHOW TWO MIKE COAFORD AND 1 TO 3 BUGE, also complete stage show with Waco, 10x20, 1x10.

SALES—TEN SECONDHAND BUGE, 10x10, 1x20, complete stage show with Waco, 10x20, 1x10.

SALES—SECONDHAND BUGE WITH table, 300 to 800. Rebuilt, 3x500. 4x400.

Motion Picture Films

13 REMINGTON COMET, 1934, 75000.00.

14 REALITY TRAIN, 1936. 75000.00.

15 FOOTAGE MARGUERITE, 1935. 75000.00.

For Sale

Twist Seat, 3x40, Mute. One Charter Mar., Chicago, 1.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

For Sale—All Secondhand Show Property

WE SELL—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

For Sale—Secondhand Show Property

A COMPLETE STAGE SHOW WITH C. W. Gates, 429 Jonathan Ave., Columbus, 11.

AIRPLANE TYPE KIDDE BUGE WITH table, 300 to 800. Rebuilt, 3x500. 4x400.

ALEAN KENDALL—ALL ALUMINUM BUGE WITH 600, 750, 1000. Exquisitely trained.

EVA TON—ALUMINUM BUILDING WITH 800, 1000, 1500. Completely restored.

COMPLETE SHOW TWO MIKE COAFORD AND 1 TO 3 BUGE, also complete stage show with Waco, 10x20, 1x10.

SALES—TEN SECONDHAND BUGE, 10x10, 1x20, complete stage show with Waco, 10x20, 1x10.

SALES—SECONDHAND BUGE WITH table, 300 to 800. Rebuilt, 3x500. 4x400.

Motion Picture Films

13 REMINGTON COMET, 1934, 75000.00.

14 REALITY TRAIN, 1936. 75000.00.

15 FOOTAGE MARGUERITE, 1935. 75000.00.

For Sale

Twist Seat, 3x40, Mute. One Charter Mar., Chicago, 1.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

For Sale—All Secondhand Show Property

WE SELL—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.

SALES—SECONDHAND SHOW PROPERTY WITH, 500, 750, 1000. Completely restored. 10x20.
CIRCUSES AND CARNIBALS

COMBO BASS—WANTED

ALL GIRL—Write:

B ten, once, ROPEO 419E WootseP, and

WNte, or 8th and

Ave.

CANDY Normal, -BANS oldtimp

JTUDY CREATIONS otua, Linty

COLORED experienced and

wardrobe,»n Western

St., INDIAN or

and

Rostland, May

combo.

Yours/.

GROUP or

and

DIPS ap21

E.

O.

s.

1.

X08

s.

fafe,

arrange.

WESTERN and

Falrburs, tricks.

Available

for parks, faire,

to

s.

the

parka:

i,go

August

and

Billboard's

Box

on

Ran

Parks

and

and

coals

and

Ind.

Hulboard,

Hulboard,

Cypress

Park,

CYN

PARK,

accessories

for parks, faire,

te

s.

the

parka:

i,go

August

and

Billboard's

Box

on

Ran

Parks

and

and

coals

and

Ind.

Hulboard,

Hulboard,

Cypress

Park,

CYN

PARK,

accessories

for parks, faire,

te

s.

the

parka:

i,go

August

and

Billboard's

Box

on

Ran

Parks

and

and

coals

and

Ind.

Hulboard,

Hulboard,

Cypress

Park,

CYN

PARK,

accessories

for parks, faire,

te

s.

the

parka:

i,go

August

and

Billboard's

Box

on

Ran

Parks

and

and

coals

and

Ind.

Hulboard,

Hulboard,

Cypress

Park,

CYN

PARK,

accessories

for parks, faire,

te

s.

the

parka:

i,go

August

and

Billboard's

Box

on

Ran

Parks

and

and

coals

and

Ind.

Hulboard,

Hulboard,

Cypress

Park,

CYN

PARK,

accessories

for parks, faire,

te

s.

the

parka:

i,go

August

and

Billboard's

Box

on

Ran

Parks

and

and

coals

and

Ind.

Hulboard,
Ask Senate Probe of N. J. Rackets

TRENTON, N. J. — A Mercer County (N. J.) grand jury has completed a four-month investigation of 18,000 cases of racketeering in the state and is preparing to submit its findings to the Senate Institute committee on racketeering and organized crime.

The grand jury, which has been meeting for three weeks, was given the task of investigating the operations of the New Jersey State Police and the New Jersey State Highway Patrol.

The jury has been asked to determine whether there is any evidence of racketeering in these agencies, and if so, what measures should be taken to prevent it.

The New Jersey State Police is one of the largest law enforcement agencies in the state, with a force of nearly 3,000 officers.

The New Jersey State Highway Patrol is responsible for enforcing traffic laws on the state's highways and interstates.

The grand jury is expected to submit its report to the Senate committee, which will then decide whether to recommend any action be taken against the agencies.

**Location Loans Pick Up in Denver**

**DENVER** — A committee has been formed by Denver operators to combat a new wave of "location loans," or credit extended to customers for the privilege of installing a phonograph, has been reported. The committee, which meets weekly, has been successful in combating the practice.

**Music Systems Hosts Detroit Celebration**

**Detroit** — Presentation of a new and highly unique phonograph at the 10th Annual Detroit Phonograph Racket Operators at Music Systems, Inc., was attended by President J. H. O’Mara as host.

**INDUSTRY STATISTICS**

**BB Launches 11th Annual Juke Box Operator Poll**

**CHICAGO** — For the second year, Billboard has conducted an annual poll of juke box operators. This year's poll included 5,000 juke box operators from across the country.

The poll was conducted by sending questionnaires to juke box operators across the country. The goal was to gather information on the industry's demographics, trends, and challenges.

The results of the poll will be used to provide insights into the industry and help juke box operators make informed decisions.

The poll was conducted in partnership with the Billboard Research Division.

**New Juke Box Formed by Omaha Ops**

**OMAHA** — Music Operators in Omaha have formed a new local trade association, which will be known as the Omaha Juke Box Operators Association.

The association will be responsible for representing the interests of juke box operators in the Omaha area.

The first meeting of the association was held earlier this month, and it was attended by several local operators.

The association has already begun to work on several initiatives, including creating a code of ethics for the industry.

The association is expected to grow in popularity as more operators join.

**Steve U. S. DePiron**

**Musician**

**PAULINO** — A musician named Paulino is scheduled to perform at the annual Juke Box Convention in Chicago next month.

Paulino, who is known for his unique style and talent, is expected to draw a large crowd to the convention.

The convention, which is held annually, is a popular event for juke box operators and music enthusiasts.

This year's convention is expected to be especially popular, with several special guests and events planned.

The convention is expected to be a success, and Paulino is sure to be one of the highlights.
The "i"s have it!... In fact the new Series i-200 has everything you want... attractive styling, ease of operation, superb sound, easy-maintenance and fast-service.

Designed to blend beautifully with the decor in any location—modern or traditional—the eye-catching, play-stimulating i-200 juke box is welcomed everywhere... a handsome—is as handsome—does money-maker night and day!

See it—we think you'll agree it's the outstanding leader—by far!

AMI
Incorporated
1500 Union Avenue, S. E., Grand Rapids 2, Michigan
COMPLETE PROGRAM
right up front

with Today's top tunes in the center panel

TWO OUTSTANDING SELECTION SPEEDING FEATURES OF THIS FASCINATING PHONOGRAPH THAT MEAN MORE PLAY MORE PAY

200 or 104-Selection Models
SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER Console PHONOGRAPH

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Established 1858
Music Systems
- Continued from page 70

Model 101, 100-selection Seeburg while a 1855 Decca Hi-Tone four-speed, Riverside console home unit was presented to Rustel Waincote, serviceman for Wolverine entertainers of Detroit. About 110 operators and their wives attended the presentation party. The awards were given as part of a new servicing and sales promotion program started by Music Systems.

Operators and servicemen who visited the showmen during the recent Seeburg week were asked to register for a combination service session, with a Music System serviceman, and sales interview with a sales staffer.

Upon completion of both his interviews, the operator’s ticket was signed by the serviceman and salesmen, making him eligible for the prize drawing.

According to O’Meara, about 185 separate operating plus 140 additional servicemen registered for the drawing.

Juke Hucksters
- Continued from page 70

played, that is, on the occasion of the epidemic of a service company’s phonographs, the fact is announced—a factor which has already been mentioned in the phonograph play throughout the entire route network.

"It's an experiment which we will carry on with the hope that the experience with Juke in total will prove to be a key element in the program," said the program director.

The program distributed at the local store included a directory which lists operating firms throughout the state. A product box distributed in the same manner will be included in the next year's production. The program also includes a list of operators along with the names of their phonograph players.

N. J. Banquet
- Continued from page 70

While banquet leaders had turned to the task of improving their phono-graph’s performance and sales, they were faced with the challenge of improving their operation and service. The operators were determined to provide the best possible service to their customers.

J. A. McIlhenny, Former Wurlitzer Sales Rep, Dies

WINTHROP, Mass.—John A. McIlhenny Jr., former district manager for Wurlitzer coin-operated phonographs in the New England and Middle Atlantic States, died at his home in Winthrop March 28.

Interview was Friday (28) at Holy Cross Cemetery, Winthrop. McIlhenny was previously Southeastern district manager for Wurlitzer headquarters in Jacksonville, Fla. A veteran of some 30 years in the coin machine business, McIlhenny made his start in sales with Seri, Honest E. Crapehart (R.I.) and worked his way up to become a successful businessman in Fort Wayne, Ind. When Crapehart subsequently moved to Wurlitzer, McIlhenny followed him, where he remained until his retirement from the firm.

McIlhenny is survived by his widow, Margaret; three married daughters, nine grandchildren, and a son, John A. Jr., of Vero Beach, Fla.

Ask for Probe
- Continued from page 70

were married, and did so with considerable expense and the results of the investigation. The Grand Jury was unable to learn the details of the situation. The Grand Jury was asked to use its powers to investigate the matter.

Wiring Tapping

The investigation of the grand jury also recommended that "The New..."
Why Get Dizzy
Searching for your favorite tune title?

It's so easy and fast with
ROCK-OLA
200 HI-FIDELITY SELECTION MODEL 1465
Pick Your Music Category...
Then Choose Your Tune from Only 40 Titles and Just Push One Button to Select.
COINMEN YOU KNOW

Los Angeles
By SAM ABBOTT
Jack Dolan has been named national sales manager for Taylor Manufacturing Co., manufacturer of kiddie rides, in Thousand Oaks, Calif. He is the field man for Taylor Home, a veteran trainman. Marty Escobar, who has been with Home for a number of years, is reported working out the details of other items.... Hank Tompkins of C. A. Robinson Company had to curtail his sales talks last week because of a bad case of laryngitis.

Al Weymouth of Weymouth Distributors, handling the Smokeshop line, is back in town following a business trip to Northern California.... Louis Barrett, Pomona operator, in town on business.... Bill Bradley of Cevino, games and music operator, took the opportunity between rains to get into the city for supplies on Wednesday.

Ed Stanton Jr., of E. F. Stanton & Sons, and Joe Mendell, Restaurant Cooperation representative launched Wednesday the Tradewinds Travel Agency. Herb Press of Bali Eli Music confined to his home because of illness several weeks ago, continues in music and game operator, has installed a two-way phone in his truck.... Jack Simon of Simon Distributing Company on an extended trip at the Ambassador Hotel.

Milwaukee

Siberman New Sales Manager:
Associated, Inc.

Los Angeles—E. 0. Siberman for 10 years vice-president in charge of coin-operated route sales at Badger Sales, has joined Associated Distributors, Inc., here as sales manager. Jack Mallard, a business acquaintances trouble specialist in route sales for 17 years, is placed him at Badger.

Siberman came to the West Coast 14 years ago as general manager for William Wolf, when he offices here, San Francisco, Portland, San Diego and Seattle. Prior to that, he was with the Radio-Off Company's National Park-O-Grid, packing center concerns in Chicago.

Mallard with Badger about five years ago. A native of Pittsburg, he is a graduate of the university that. During the past four years, Mallard is said to have made approximately $3,000,000 in coin machine route sales.

R. D. Updegraf,
Elmira Opies, Dies
ELMIRA, N. Y.—Roland D. (Red) Updegraf, 60, Elmira music and vending machine operator, died February 12, 1958, at St. John's Hospital, Elmira. He was a supervisor at Forest Lawn Memorial Park, Elmira.

Updegraf operated a large route of equipment through Elmira and Northern Pennsylvania, covering an area of approximately 50 square miles. Besides his business interests, he was also active in the Elmira Music League, Moody division, 50.

He is survived by his widow, Marbel.

OPERATORS! ATTEND YOUR M.O.A. CONVENTION
MORRISON HOTEL
CHICAGO
MAY 6, 7, 8
See the Greatest Equipment Exhibition Ever Offered at an M.O.A. Convention. Attend the Informative Business and General Meeting Sessions.

EXHIBITORS
As usual our exhibit space is going faster than expected. Don't be left out—Make your reservations NOW for the M.O.A. CONVENTION, May 6-7-8, 1958, at the Morrison Hotel, Chicago. Advance reservations for rooms and suites, as well as an exhibit space, at the American Hotel indicate that will be this the BIGGEST and BEST CONVENTION in M.O.A.'S HISTORY.

Make Your Reservations Today for the Biggest Convention in M.O.A. history

OPERATORS
Please make your room reservation TODAY! We have been informed by the Morrison Hotel that rooms are going much faster than expected! Don't be left out in the cold.

MUSIC OPERATORS OF AMERICA INCORPORATED
128 East 14th Street
All Phones: TWIN OAKS 3-5634
Oakland, California
SAVING TECHNIQUES:
How to Compute Juke Taxes: Impact and Administration

This is the last in a series on the full scope of accounting depreciation and taxes in music operating management. This article deals with specific dollar analysis of taxes on federal, State and local levels for corporations, partnerships and individuals.

LEO L. KANE, CPA

Perhaps the most important cost facing the operator, outside of depreciation and rent and electric expense, is the "tax bite." It is here that the operator's gains are most often more than offset by the placing of new locations; for, as you have seen in the article on depreciation, it is possible to eliminate almost all taxes under one method, whereas under another, a substantial tax bill would be due. Other specific tax situations will be noted later in this article.

Taxes Authorities: The taxing authorities are the County, State, Federal government, or a host of other independent agencies endowed with authority to levy and collect fees and taxes for operating under the various weight and measures. This article cannot hope to cover the maze of taxing bodies and the evidence of taxation, other than to say that the various taxing authorities with which the business are governed are by statutes, ordinances, laws and other legal instruments that impose taxes either on person, real estate, gross receipts, net income or other bases.

The dollars paid are more commonly known as personal property, real estate, excise, intangibles, licenses, sales and income taxes. These are in all, divided into Federal, State and local and Federal and State unemployment tax forms, which and State unemployment tax forms, which are in turn divided into Federal and State and unm baths, which are in turn divided.

As long as we are dedicated to the principle of increased public services on all levels of government, then the expectation of continued high taxes is in many forms. With this accepted basic premise, it is incumbent upon us as businessmen to reduce our tax liability to the lowest possible within the taxing statute.

Let us examine several of these taxes and determine wherein dollars can be saved.

1. Social Security Taxes:
No taxes can be saved here as the rate is a flat 2.9% on all individual earnings up to $4,500 per year. If one is self-employed, he contributes 3.7% of the 2.9% on gross payroll of hired employees whether he operates as an individual or as a partnership or corporation.

2. State and Federal Unemployment Tax Contributions: To be determined on a weighted basis. The formula is a function of the number of employees that individual employing units for tax purposes, other than allowing standbys to be for 2% of per cent on gross payroll of hired employees whether he operates as an individual, partnership or corporation.

3. Personal Property and Real Estate Taxes:
Where these taxes are levied they are often imposed and result in a prime source of tax revenue for the taxing authorities and are a prime source of tax revenue for the taxing authorities and are a prime source of tax revenue for the taxing authorities. The operator must make suretenance expenditures, to the lowest rate (as low as 2.5 per cent in some States). As a result, this 2.5% cost of gross payroll saved here is significant. The Partnership's contribution for social security is 2.5% per cent and affects no revenue, the full savings resulting from the experience rate and 3.7% combined with the Federal government.

FEDERAL INCOME TAX FORMS
The following represent those forms most commonly required.

1120 - Corporate Tax Return: This form is required by all corporations. It results in a separate tax on corporate net taxable income, executive salaries and dividend distributions.

1120S - Return of Estimated Income Tax for Corporations: Required only for corporations whose income tax may be reasonably expected to exceed $100,000.

1065 - Partnership Return of Income: This is an annual return, and results in a proper determination of distributable net income which is subsequently included in the partners' Federal income tax returns, forms 1040, of the partners.

1466 - Total Income Tax: Herein includes "C" shows net income of the business income and represents a component part of the total net income on Form 1120S.

1402 - Return of Estimated Income Tax for Individuals: The law requires many citizens to file a declaration and to make quarterly payments in advance of filing the annual income tax return if:
(a) his gross income can reasonably be expected to consist of wages subject to withholding and in not more than $100 from other sources, and to exceed (1) $100 for a head of a household or (b) $600 for his exemptions and interest. (2) $5,000 for single individuals, and $5,000 for married individuals not entitled to file a joint declaration. (3) In cases of $5,000 for a married individual, entitled to file a joint declaration, and the combined income of both individuals and wife can reasonably be expected to exceed $10,000.
(b) He has gross income not included to exceed $100 from sources other than wages subject to withholding and to exceed the requirements above.

W-2 Withholding Tax Statements: Prepared by employees for all employees including current year's gross earnings as well as social security and income tax withheld from each such earnings.

1099-U - Information Return: This is required in respect to each gross payment to each independent contractor who was not included on W-2's.$

2. Interest, rents, royalties, annuities and other fixed or determinable income totaling $500 or more.

3. Dividend distributions to shareholders (other than in liquidation) totaling $10 or more (special provision for various farm associations, insurance companies and savings and loan distributions).

1099-U-1 - S. Annual Information Return: This is a transmittal letter for all 1099 forms forwarded for the year.

However, under any and all circumstances, where problem arises, the operator should consult with, and be represented by competent lawyers and accountants.

1. Location: There are a number of taxes that are fixed expenses and usually cannot be reduced.

2. State and Gross Income Taxes: This results in a possible gross revenue would not be subject to State tax. Any capital not constructed as the sale of tangible personal property. Where the State tax the gross income with a sales or income tax, the operator should consult with, the State distribution of the exclusions permissible by law, to be paid.

3. Federal Income Taxes: This area provides management with the best opportunity for the most money legally, for it is here that the rates are highest and where double taxation results from operating as a corporation. This phase of taxation will be discussed under the two categories of corporations and individual and partnership entities.

(A) CORPORATIONS
The final decision as to whether to incorporate or operate as an individual or corporation is largely dependent upon the laws of the State, for a good many a plan fails when the gross represented by the disadvantages of tax incidence from another. Each situation will have to be individually with both competitive local and Federal tax laws.

The key advantage to be pointed out for corporate operations is that it limits the operator's possible liability and loss. It permits the raising of additional funds in the form of corporate bonds for expanded operations and usually enhances the credit position with management is capable and operates effectively.

The chief disadvantage is double taxation to the operator. As the chief executive, he is limited to a "return of earnings" based on corporate standards. The balance of corp. income is taxed to the corporation, as a percentage of per cent on the first $25,000 and 52 per cent on all amounts over $25,000. In addition, the retained earnings are distributed as dividends to the corporation and subject to individual income tax. In many cases, this double taxation is so balanced that it does not affect the advantage of the corporate structure.

On the other hand, where several corporate entities can legally be effectively operated under the State laws, the major stockholder is usually in a high tax bracket. As stated earlier, under these circumstances, it would add normal growth to employ fast depreciation methods resulting in very little taxable income while at the same time providing for a large "cash flow" to permit reinvestment in related areas.

Let us take several other examples of income tax saving techniques.

1. (Others) responsible compensation. A personal operating company should always ask: can we maintain an increase in effective compensation? If not, the operator should not be subject to State tax. Any capital not be constructed as the sale of tangible personal property. Where the State tax the gross income with a sales or income tax, the operator should consult with, the State distribution of the exclusions permissible by law, to be paid.

2. Federal Income Taxes: This area provides management with the best opportunity for the most money legally, for it is here that the rates are highest and where double taxation results from operating as a corporation. This phase of taxation will be discussed under the two categories of corporations and individual and partnership entities.

3. Dividend received credits: On dividend paying stocks, 85 per cent of the dividend is not taxable if the stock is held for a period of life of cell with a good year.

Here is one conclusion from the above example: A man should always be on his toe to take full advantage of the tax laws, wherever they may present itself on the business horizon. He must be cognizant of the tax problems and aware of the advantages and disadvantages that lurk in each business transaction or he must be intelligent enough to consult with himself with capable technical personal.

(B) INDIVIDUALS AND PARTNERSHIP ENTITIES
The individual and partnership entities are taxed on a personal basis as a separate person. Thus, subject to the personal income tax return being merely an information return from which the individual personal partners pick up their currently distributable taxable income.

In many instances, the partner operating as an individual or as a "personal "savings or sex subjects the operator's personal fortune to the hazards of his own businesses. Money taxes ($5,000 to $52,000) usually result in a rapidly increasing personal income tax.

The key factor in tax matters remains difficult TO DISCUSS UNDER" BUT YOU DON'T S.T. It is only by taking this precautionary attitude that the businessperson can hope to avoid costly consequences that may result from improper tax decisions. Remember don't be "penny wise" and "dollars foolish."
6-YEAR TOTALS OF BULK UNITS ON LOCATIONS

Below is a table showing the total numbers of bulk vending machines on location in the United States and Canada, based upon Vending magazine’s annual "Market Data and Directory." reports.

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Number of Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1992</td>
<td>2,150,000</td>
</tr>
<tr>
<td>1993</td>
<td>2,000,000</td>
</tr>
<tr>
<td>1994</td>
<td>1,900,000</td>
</tr>
<tr>
<td>1995</td>
<td>1,800,000</td>
</tr>
<tr>
<td>1996</td>
<td>1,700,000</td>
</tr>
</tbody>
</table>

CHICAGO.—Cans by the makers of bulk vending machines were 7 per cent less per can during 1957 compared to the previous year, in large measure because 4 per cent fewer machines were on location, according to reporting of Vending magazine’s "Market Data and Directory" reports for the two years.

Gross sales of the bulk industry during 1956 were approximately $815,000,000, while in 1957 they declined to $780,000,000, or 5 per cent, largely because of the decreased number of machines which were on location during 1957, there is still a dollar gap of about $15,000,000. This means that machines sold during 1957, while not in as much demand as 1956, based on the Vending reports.

Drop Gradual
In 1956 there were 1,150,000 bulk machines on location, while in 1957 the firm dropped 39,000, or to 1,100,000 machines such a drop may be of no great significance. Since 1953 (see chart, this section) the totals of machines on location gradually diminished from the high point of 1,350,000 in 1952 to the low of 1,100,000 in 1957.

According to Vend, much of this decrease was attributable strictly to the exposure and prosecution of blue-chip operators. Just about worth the pennies, the thousands upon thousands of bulk vendors took off until they began to find it profitable to begin with, and had nothing to do with the health and vigor of the industry as a whole.

The latter is not possible to estimate with any degree of accuracy the number of machines which went off location because of blue sky exposure. The fact remains that there were more bulk vending machines on location during 1957 than there were in any three previous years, in 1953. Population Jumps
It is important to note that the apparent static condition of bulk vending over the past six years has been built in, however. The 5-19 age group is the single largest consumers of confections, according to University of Michigan data, reported by the trade publication.

NVA Reservations
50% Ahead of '57

WASHINGTON — Federal Trade Commission last week (31) approved a consent order prohibiting Canned Food Company, Minneapolis, Minn., from misrepresenting earnings to be made from operating the cigarette vending machines it sells, and the assistance it gives purchasers.

Modern was changed by FTC, instead of the claim in its newspaper, radio and television advertisements that it "may be the one for you." (Continued on page 83)

FTC Approves Modern Sales Consent Order

DENVER.—His 20 candy-store locations are the most profitable in the country, according to Tony Del Pero, veteran bulk operator here.

He puts his vendors either on either a "disk" or just a "triple" takeout, and attributes his high sales volume to the" disk"-candy displays in the windows of the candy store.

Says Del Pero, "My machines sell to customers who don’t have to go to the store. You can order candy by mail or order and ask them to try it at home. This means they won’t be able to buy" a larger amount. The many of his customers are, of course, children, Del Pero reports a large number of his machines and said he generally patronizes the vendors. As a result, he has been able to get the area surrounding one of his spots and found that people working in such places as office buildings and insurance companies used his machines an almost daily basis.

He reports further that he has (Continued on page 83)

LONDON Comes to NVA Confab

CHICAGO.—Perhaps you won’t be able to spot him by a watchdog at a meeting or a copy of the London Times, but at least one Londoner will be at the National Vending Association convention that will be held at the Plaza Hotel May 1-4.

Last Friday, Milt Raynor, NVA counsel, received a letter from Sidney Levine, managing director of the British Vending Machine Company, Ltd., Lon- don, to the effect that he had accepted the invitation to come to the convention for the NVA convention at Chicago.

It’s likely that he’ll bring as much information to the convention as possible. He might even welcome the opportunity to purchase the new installation's complete line of bulk machines.

Milton T. Raynor, counsel, told The Billboard last week, "I am happy that the British are coming to the convention."

57 Bulky Vending Sales_Dropped 7% From 1956

Drop of Machines on Location Decreased Only 4% in Same Time

57 Cig Vending /Best in Denver

DENVER.—In sharp contrast to the 7 per cent drop in bulk vending last year’s exhibitors have already signaled for a 9 per cent drop in sales as a result of the N.V. industry's pressure to reduce the sizes of machines, 40% of which report sales increases for 1957.

Volume was up from 1956 to as high as 5 per cent, with a wholesale increase in the number of Washington area, which increased from about 25,000 in 1956 to 27,000 in 1957. At annual meeting (April 5) move to change corporate name to Pepsi-Cola United Bottlers, Inc., is to be made, according to President Ber- nard Belis. Largest of Pepsi-Fenti- mers in Mexico along with fran- chisees for Mexico, was also acquired by A. Miller, also acquired was Pepsi plant in San Juan, Puerto Rico.

Canned Food Sales Drive Will Come to NVA Confab

Blair Holdings Nettled $400,000 in Sales

Largest independent franchisee of Pepsi-Cola, Blair Holdings Corporation, went into Black last year with net income of $400,000, after leathering a loss of $275,000 in 1956. At annual meeting (April 5) move to change corporate name to Pepsi- Cola United Bottlers, Inc., is to be made, according to President Ber- nard Belis, largest of Pepsi-Fenti- mers in Mexico along with fran- chisees for Mexico, was also acquired by A. Miller, also acquired was Pepsi plant in San Juan, Puerto Rico.

Canned Food Sales Drive Will Come to NVA Confab

M. A. Clevenger, spokesmen for "Canned Foods Month" campaign, said drive will concentrate upon "quality and value of canned prod-"...
State Cigarette Taxes For January, 1958

<table>
<thead>
<tr>
<th>State</th>
<th>Great annual sales</th>
<th>Per cent change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>California</td>
<td>$238,989</td>
<td>1.9%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Florida</td>
<td>$238,989</td>
<td>1.9%</td>
</tr>
<tr>
<td>Georgia</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Idaho</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Indiana</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Iowa</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Michigan</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Missouri</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>New York</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Ohio</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Oregon</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Texas</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Utah</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Virginia</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Washington</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>$125,597</td>
<td>2.8%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>$2,805,808</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

No. of States showing increase in volume from January, 1957: 33
No. of States showing decrease in volume from January, 1957: 15

Total saving States Including District of Columbia: 45

VICTOR

Greatest Name in Bulk Vending
Now Offers You the SENSATIONAL TV

25c Vendor Featuring the "TRIPLE VIEWER"
YOUR "WHEEL OF FORTUNE!"

Which displays the next 3 portions of merchandise to be vend -ed. TV ads attrac-
tive...intriguing and high-quality merchandise at 25c per play. No VICTOR's "new "V" model.

JUKE & GAMES OPERATORS
Here Is A Natural
To augment your dwindling receipts right in the locations where you are already operating. For as little as $100.00, VICTOR will provide you with greater
because you are invested - FAX a letter - then your equipment you are now operating.

Contact us at once for Special Prices on our LOW-INVESTMENT...HIGH-PROFIT opportunity. You will never regret it.

JOBBERS: Write us regarding some desirable territory still available.

VICTOR VENDING CORP.
3625-13 W. Grand Ave.
Chicago, III. 60625

In the five cities of the District of Columbia, the next three portions of cigarette sales were reported as follows:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3,958,216</td>
<td>2,040,870</td>
<td>1,502,490</td>
<td>1,928,634</td>
<td>1,180,894</td>
</tr>
</tbody>
</table>

We Want To Buy
for Reconditioning
Stoner National U-Select-It Candy Man and Candy Vending Machines
T. O. THOMAS CO.
1575 Jefferson
Paducah, Kentucky
Vending Machines Since 1957

Bulk Banter
*Continued from page 77

Detroit, is finding overall volume on his machines down right now, but is anticipating an improvement within a few weeks. He thinks that labor negotiations in the auto industry will probably settle around then, and looks forward to "three or four years of peaceful times," as a result of the anticipated three-year contracts.

Leo Weiss, president of West-
ern Vending Machine Operators Association in Los Angeles, is planning to make the trip with the Senate committee to Las Vegas...Bill Siegel, a Bellflower, Calif., op, is planning to visit the Ki-
wana Convention in Las Vegas to permit him to make a couple of extensive court fishing expedi-
tions...William Hall, who oper-
as around Costa Mesa, Calif., and is interested in Boys' Club work, is in the vending field full-
time now. He recently bought a Volkswagen panel truck to reduce cost and allow him to handle more ma-
pines. Joe Arguelles, Seal Beach, Calif., op, has had to put up his usual daily dip in the Pacific Ocean because of recent bad weather.

MANUFACTURERS DISTRIBUTORS
Your Operator Customers Will Be There...
Will You?? WHERE?
N. V. A.
"VENDCADE OF '58"
MIAMI BEACH
DEAUVILLE HOTEL
MAY 1-2-3-4

For complete information on exhibit space and Hotel reservations contact:

N. V. A.
NATIONAL VENDORS ASSOCIATION
33 North La Sallo Street
Chicago, Illinois

OAK'S
STANDARD SPECIALTY CO.
180 West 27th Street, New York

MANUFACTURERS DISTRIBUTORS

MANUFACTURERS DISTRIBUTORS
Your Operator Customers Will Be There...
Will You?? WHERE?
N. V. A.
"VENDCADE OF '58"
MIAMI BEACH
DEAUVILLE HOTEL
MAY 1-2-3-4

For complete information on exhibit space and Hotel reservations contact:

N. V. A.
NATIONAL VENDORS ASSOCIATION
33 North La Sallo Street
Chicago, Illinois

Bulk Banter
*Continued from page 77

Detroit, is finding overall volume on his machines down right now, but is anticipating an improvement within a few weeks. He thinks that labor negotiations in the auto industry will probably settle around then, and looks forward to "three or four years of peaceful times," as a result of the anticipated three-year contracts.

Leo Weiss, president of West-
ern Vending Machine Operators Association in Los Angeles, is planning to make the trip with the Senate committee to Las Vegas...Bill Siegel, a Bellflower, Calif., op, is planning to visit the Ki-
wana Convention in Las Vegas to permit him to make a couple of extensive court fishing expedi-
tions...William Hall, who oper-
as around Costa Mesa, Calif., and is interested in Boys' Club work, is in the vending field full-
time now. He recently bought a Volkswagen panel truck to reduce cost and allow him to handle more ma-
pines. Joe Arguelles, Seal Beach, Calif., op, has had to put up his usual daily dip in the Pacific Ocean because of recent bad weather.

MANUFACTURERS DISTRIBUTORS

MANUFACTURERS DISTRIBUTORS
Your Operator Customers Will Be There...
Will You?? WHERE?
N. V. A.
"VENDCADE OF '58"
MIAMI BEACH
DEAUVILLE HOTEL
MAY 1-2-3-4

For complete information on exhibit space and Hotel reservations contact:

N. V. A.
NATIONAL VENDORS ASSOCIATION
33 North La Sallo Street
Chicago, Illinois

Candy Stores
*Continued from page 77

found candy store owners glad to have the bulk vendors. Over and above the commissions from the machines, they feel that the vend-
ers encourage candy purchases. Also, in vending at a penny and a nickel, the machines are seldom in direct competition with confections offered by the stores. Then, too, the machines absorb a good many small purchases, many of which have to be handled by store personnel.

We Want To Buy
for Reconditioning
Stoner National U-Select-It Candy Man and Candy Vending Machines
T. O. THOMAS CO.
1575 Jefferson
Paducah, Kentucky
Vending Machines Since 1957

OAK'S
STANDARD SPECIALTY CO.
180 West 27th Street, New York
IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION

AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

Your Annual Convention is supported wholeheartedly by The Billboard...the only trade publication bringing you complete weekly edited coverage of your industry. Weekly coverage which includes:

NEW TRENDS • TRADE NEWS • BULK VENDER • SUCCESS STORIES OF OPERATORS & DISTRIBUTORS • SERVICING PROCEDURES • PENDEL LEASE • FINANCING & TAXES • LATEST N.V.A. NEWS

PLUS!...all the other things you must know to properly conduct your own business. Advertise your product(s) in the media which will bring you the greatest return for your advertiser dollar...THE BILLBOARD. Weekly The Billboard carries the advertisements of manufacturers, distributors, jobbers and suppliers of vending machines, scales and supplies of every description...these advertisements are in turn read by Bulk Vending Operators who buy the items shown in these pages. Coin Machine Distributors during 1957 spent 79.2% of their trade paper advertising dollars in THE BILLBOARD. Doesn't this seem to prove that THE BILLBOARD does bring results for advertisers?

The N.V.A. Convention will be held in Miami Beach—May 1-2-3-4.

THE BILLBOARD'S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 28th!

ADVERTISING DEADLINE APRIL 23th!

You Can Promote YOUR Convention by using hard-walling advertising copy on your products in The Billboard's N.V.A. Convention Issue...which will be distributed free to all who attend the Convention at Miami Beach.

You Can Promote YOUR Convention by using advertising in The Billboard's issue prior to the Convention...by having your ad carry a special information about your Convention...and encourage your operators' attendance at the Convention.

In 1956 the members of the N.V.A. have the best opportunity they have ever had to bring together their members and increase membership. The increase will come...only by each and every member bringing Convention contact...advertising the Convention...creating new accounts...or your Convention customers in turn to become Convention Members!

WHY WAIT?...PLAN NOW to have your product and services displayed in the magazine that reaches both your potential and old customers...THE BILLBOARD. Advertise in our special N.V.A. Convention issue as well as preceding issues. The Operator "that the N.V.A. Convention of 58 promises to be the greatest and most important in its history,"

GIVE TO DAMON RUNYON CANCER FUND
Horoscope

107s

OF

PER

operating

get

CO.

Atltlra.s:

MONTH

YENC523

5c

CO.

E.

111,

the

interests

operates

line

This

he

had

much of

1956,

year

Bitterman's

to

the

1949,

life.

1957,

was

1940

when

he

lilted

a

on

the

to

manager

Aula Division,

ingredients

75.

from

the

puts

and

of

number

to

www.americanradiohistory.com

coined

people

to

impatient,

as

a

 Aluminum


cans,

opened

on

spent

several

logs

of

the

for

of

the

for

the

to

as

in

it

Bitterman

200

to

of

10

below

that

the

most

to

the

to

Tom

himself

kept

in

hurt

was

and

the

himself

and

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the

the
Memphis

By ELTON WHISENHEU T

C. E. Tolliver, owner of Tolliver Music Company, Legato, Ark., in-
vited Parker Henderson, general manager of Southern Amusement
Company, to London to visit his night club ... Charles McDowell, roo
time manager at Southern Amuse-
ment, busy creating service men-
calls on calls as they can, and
Frank Berretta, route manager at Poplar Tunes, busy filling record orders for operators ... Edward H. Newell, owner of Ormitt Amuse-
ment Company, was seen at his office chatting with Allen Davis.

Coin Machine
MANUFACTURERS!
DISTRIBUTORS!
SUPPLIERS!

The Music Operators of America Annual Convention
will be held May 6-7-8 at the Morrison Hotel,
Chicago.

The Billboard's
M.O.A. Convention Issue
will be dated MAY 5th!

Advertising deadline: APRIL 30th

The Billboard during 1957 carried 78.8% of all coin machine
distributor advertising because the distributors must get RE-
SULTS from their advertising!

Plan NOW to place your firm's advertising copy in The Billboard's M.O.A. Convention Issue.

Contact the nearest Billboard Office listed below for further details and advertising rates.

THE BILLBOARD PUBLISHING CO.

CHICAGO 1, ILL.
188 W. Randolph St.
6-7-8 Printing Dept.

Jack Sloan
Dick Wilson

HOLLYWOOD 28, CALIF.
1525 North Cahuenga
Hollywood 9-5831

George Kelley

NEW YORK 36, N. Y.
1536 Broadway
Plaza 7-2800

Murray Dorf

ST. LOUIS 1, MO.
203 Archade Bldg

Chesterfield 1-0443

Frank Joerling

J. R. Bridgewater, owner of Bridgewater Music Company, Brownsville, has bought half inter-
est in the Postal Agency there and will shortly open some of its time to operation of that business as well as his route ... Pete Smith, owner of Tennessee Service Route, has a large firm. He will devote much of his time to that business, he said, because of the dip in music-
route business. A. J. Willen, owner of Ideal Amusement Com-
pany, Jackson, recently took on the distribution of products for Deep Rock Oil Company. He has placed a pin game system, stations, reports they are doing well. Tozo Hankin, manager of Bond Amusement Company, Jackson, recently bought the

F.T.C. Approves
-Continued from page 77

Concrete order prohibits such practices in the future. It forbids
the company and its presi-
dent, James K. Sorensen, to repre-
sent: (1) that employment is of-
ered when the real purpose of
advertising is to get customers;
(2) that routes are or will be
established which will produce
per month, and (3) that grant
exclusive territories, re-
fund the purchase price to a dis-
st, the machines profitably, or
sell to the machines profitably,
and does not constitute an admission by the respondents that they have violated the law.

'57 Cig Vending

-Continued from sept. 77

brands, were the most important
factor in the sales boost. Cigarette
sales during the first six months of 1957 were considerably below
those of 1956, but, by the end of the summer, had picked up again and rose to nicotine sales heights by the end of the year.

At least half of Denver's opera-
tors reported that they were able to achieve increased volume without adding additional per-
sonnel, for the most part, W.T. finds
itself pressure to overwork the
salesmen.

F.T.C. complaint alleged that a purchaser's actual earnings on an investment of $12,000 will be
more than the $2,500 a month "maintenance" by Modern. Purchaser's investment is not an-
certain, as the complaint states, and it must be a very real doubt whether all or a part of the investment can be considered a loss.

Conert order prohibits such practices in the future. It forbids
the company and its presi-
dent, James K. Sorensen, to repre-
sent: (1) that employment is of-
ered when the real purpose of
advertising is to get customers;
(2) that routes are or will be
established which will produce
per month, and (3) that grant
exclusive territories, re-
fund the purchase price to a dis-
st, the machines profitably, or
sell to the machines profitably,
and does not constitute an admission by the respondents that they have violated the law.

'57 Cig Vending

-Continued from sept. 77

brands, were the most important
factor in the sales boost. Cigarette
sales during the first six months of 1957 were considerably below
those of 1956, but, by the end of the summer, had picked up again and rose to nicotine sales heights by the end of the year.

At least half of Denver's opera-
tors reported that they were able to achieve increased volume without adding additional per-
sonnel, for the most part, W.T. finds
itself pressure to overwork the
salesmen.

F.T.C. complaint alleged that a purchaser's actual earnings on an investment of $12,000 will be
more than the $2,500 a month "maintenance" by Modern. Purchaser's investment is not an-
certain, as the complaint states, and it must be a very real doubt whether all or a part of the investment can be considered a loss.

Conert order prohibits such practices in the future. It forbids
the company and its presi-
dent, James K. Sorensen, to repre-
sent: (1) that employment is of-
ered when the real purpose of
advertising is to get customers;
(2) that routes are or will be
established which will produce
per month, and (3) that grant
exclusive territories, re-
fund the purchase price to a dis-
st, the machines profitably, or
sell to the machines profitably,
and does not constitute an admission by the respondents that they have violated the law.

'57 Cig Vending

-Continued from sept. 77

brands, were the most important
factor in the sales boost. Cigarette
sales during the first six months of 1957 were considerably below
those of 1956, but, by the end of the summer, had picked up again and rose to nicotine sales heights by the end of the year.

At least half of Denver's opera-
tors reported that they were able to achieve increased volume without adding additional per-
sonnel, for the most part, W.T. finds
itself pressure to overwork the
salesmen.

F.T.C. complaint alleged that a purchaser's actual earnings on an investment of $12,000 will be
more than the $2,500 a month "maintenance" by Modern. Purchaser's investment is not an-
certain, as the complaint states, and it must be a very real doubt whether all or a part of the investment can be considered a loss.

Conert order prohibits such practices in the future. It forbids
the company and its presi-
dent, James K. Sorensen, to repre-
sent: (1) that employment is of-
ered when the real purpose of
advertising is to get customers;
(2) that routes are or will be
established which will produce
per month, and (3) that grant
exclusive territories, re-
fund the purchase price to a dis-
st, the machines profitably, or
sell to the machines profitably,
and does not constitute an admission by the respondents that they have violated the law.

'57 Cig Vending

-Continued from sept. 77

brands, were the most important
factor in the sales boost. Cigarette
sales during the first six months of 1957 were considerably below
those of 1956, but, by the end of the summer, had picked up again and rose to nicotine sales heights by the end of the year.

At least half of Denver's opera-
tors reported that they were able to achieve increased volume without adding additional per-
sonnel, for the most part, W.T. finds
itself pressure to overwork the
salesmen.

F.T.C. complaint alleged that a purchaser's actual earnings on an investment of $12,000 will be
more than the $2,500 a month "maintenance" by Modern. Purchaser's investment is not an-
certain, as the complaint states, and it must be a very real doubt whether all or a part of the investment can be considered a loss.

Conert order prohibits such practices in the future. It forbids
the company and its presi-
dent, James K. Sorensen, to repre-
sent: (1) that employment is of-
ered when the real purpose of
advertising is to get customers;
OREGON FREE PLAY PINS RULED ILLEGAL

State Atty. General's Opinion Puts Games On Taboo List; Enforcement Expected

EUGENE, Ore.—Free play pinball games are illegal in the State of Oregon, Attorney General Robert Y. Thornton has ruled.

Thornton's opinion answers a request made earlier by Lane County District Attorney Eugene Venn (The Billboard, March 24). Venn asked him to rule on the question concerning.

Thornton, in effect, backed similar opinions given in 1946 and 1948 by the then attorney general, George Neuere. According to Venn, pinball machines have already been removed from Lane County, following a Venn order that maintained they were "gambling devices."

Now Thornton promises full support to any district attorney seeking to remove such machines on the basis that free play are illegal. Thornton said that the 1946 and 1948 opinions by Neuere "clearly and carefully examined the question under the laws as it existed then."

"There has been no change in the statutory law relating to the subject and no controlling court decision in this State since that time," Thornton stated. The decision of courts in other jurisdictions does not support his (1948) opinion conclusion.

In the past, Thornton, ruled, pinball games which, upon deposit of a coin, slug, token or other representative of value, award free plays, depending upon chance are gambling devices and are prohibited by laws of Oregon.

Thornton added that, while the Oregon Supreme Court has never raised the question, it was his opinion that free play pinball violates the statutes of Oregon. He said the high courts of several States have passed on this same question.

Enforcement of the laws is primarily a local responsibility, Thornton stated. The local district attorney, chief of police and sheriff are therefore jointly responsible to the citizenry of the respective jurisdictions to see that the criminal laws are enforced and all of the law.

(Continued on page 80)

BALLY SHIPS TROPHY, NEW BALL CHICAGO

TROPHY—Bowler, a 37" high, 134 lbs. in weight, was shipped to distributors last week by Bally Manufacturing Corp.

The game has regulation scoring of 1400 with several new features designed, of sectional construction. Pins are jumbo size, and protected by special pin guard balls and "tool up" ramps. Trophy is available with either rubber or hard-four-inch ball, and the game has a relatively quick operation, according to the firm.

Trophy has the 7-10 pin up feature, is shipped with a choice of either two- or three-quarter strike times place.

(Continued on page 80)

CIAA TO KEEP ALIVE: NAMES NEW COUNCIL

Chi Game Op Group, Union Still Under Investigative Fire; Set Ross-Rini Trial

CHICAGO — The Billboard learned last week that the Chicago Independent Amuse- ment, local game operator group under the leadership of the CIAA, will meet and shall address itself to serious investigative agencies, intends to stay in business.

A small group of "board of directors" held the middle of a joint meeting of local and national bodies, to keep the business going. The Chicago Amusement Operators Union will address the concerns of the union, as well as the demands of the local and national bodies.

Thornton is also the attorney for the federal government. He has been in one position as a circuit court judge, and several years ago as a federal district court judge.

(Continued on page 80)

WILLIAMS SHIPS SHORTSTOP, NEW BASEBALL GAME

CHICAGO — Shortstop, the first game to appear in this month’s edition of Williams’ Bulletin, is now available to distributors last week by Williams Manufacturing Co.

Shortstop can be played by one or two players. Two players can compete against each other, and the other player pressing a button to pitch ball, the other player pressing a button to throw ball.

The pitching player can actually control speed of the ball by pressing one of two buttons. This effecting a change of pace to try to confuse the batter.

When a single player operates the game, he acts as both pitcher and batter.

Pitch comes in fast, slow, inside or outside, depending on which button pressure and aim of the pitch.

Regular Size

The game is about the same size as previous Williams’ baseballs, but has a redesigned cabinet.

The main new feature is that the pitcher can actually strike out the batter.

But when the regular Williams baseball features of over-the-fourth home run, single, double, triple, and home run, and high scores.

In the usable replace and match model, or in regular model, the deh offers a carry-over feature, which is a new feature to Williams’ baseballs.

The beans are scored.

The game has a new heavy-duty bat control mechanism.

(Continued on page 80)
The SPOTLIGHT is on
REDD’S GOLDEN OPPORTUNITY SALE!

EASY CREDIT TERMS
for reliable operators throughout the United States on Reconditioned LATE MUSIC and KIDDIE RIDES

Reference: FIRST NATIONAL BANK OF BOSTON
Cable Address: REDDING

MUSIC
WURLITZER
2150-2150-2000
1900-1800-1700
Phones on Cable!
WURLITZER—1500/50A
1500/50
1400
1250
1200
SEEBURG—200
L
J
I
C
AM—H-200 NEW—PHONE or CARL!
G-200
ROCK-OLA—1415

SPECIALS
BALLY ALL STAR BOWLER—Like New
WILLIAMS TEN STRIKE Free Play (Floor Sample)
FISHER POOL “D BALL”—New—State
25 BALLY KEY WEST

KIDDIE RIDES
• LARGEST STOCK IN THE WORLD
• 100% GUARANTEED
• ATTRACTIVE TERMS TO RELIABLE OPERATORS
50 Trains—Retail Coin-O-Matic
50 Fire Engines
50 Bally Champion Horse
25 Space Ships (Bally-Deco)
25 Merry-Go-Round
5 Bally Hot Rod (Model T)
10 Steam Shovels
2 See Saws
10 Junior Small Horses
20 Williams Clowns
5 Bally Bikes
5 Boats
3 Lancer Horses
1 Moon Ride

DISTRIBUTING CO., 298 LINCOLN ST.
ALLSTON 34, MASS.—AL 4-4040
Exclusive distributor for
WURLITZER—BALLY—GENCO—FISCHER—CHICAGO COIN

NEW ENGLAND OPERATORS:
(Conn., R. I., Mass., Vt.)
NEVER BEFORE In HISTORY could ONE DISTRIBUTOR offer you so MANY NEW HITS... so MANY PROFIT PRODUCERS
• WURLITZER—5 Great Music Models
• BALLY—MISS AMERICA—TROPHY Bowler
• BALLY—SKILL SCORE
• BALLY SUPER BOWLER—ABC SUPER DRUDEX
• BALLY FRESH BREW COFFEE VENDOR
• CHI, COIN ROCKET SHUFFLE ALLEY
• GENCO FUN FAIR—GUN CLUB—SPACE ACE
• FISCHER REGULATION POOL

PARTS & SUPPLIES
New England’s PROGRESSIVE PARTS DEPARTMENT!
We help you make money with EVERYTHING in Parts and Supplies:
FEATUREING a complete line of parts for all BALLY—UNITED—CHI—COIN—GOTTIEB—WILLIAMS & GENCO Games. Also Bumper and 6-Pocket Pool Supplies available.

CUE STICKS $21.00
GUE STICKS (48") 18.00
SHUFFLE ALLEY WAX 6.75
45 RPM KITS in stock for AMI

VENDORS
We BUY—SELL—EXCHANGE ALL MAKES, ALL MODELS of VENDING MACHINES
• 15 BALLY Liquid Coffee (Like New)
• 25 COFFEE-MAT—Models 115, 230 and Brewmaster
• 10 5 & L Pre-Brew Coffee Machines
• 5 BERT MILLS—Chocolate or Soup Bar—Model C-2
• 10 AFPCO Coffee Shoppe Jr.

SEND FOR LARGE CATALOG—Reduced Prices for
SHUFFLE ALLEYS—BINGO MACHINES—5 BALLS—
VENDORS—ARCADE—GUNS—Etc.
## Coin Machine Price Index

### How to Use the Index

**Highs and Lows** Equipment and prices listed below are taken from advertisements in *The Billboard* for the week ending March 31, 1958. Listings are based on highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on an annual average.

**Prices** given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of "fair" market value for the equipment advertised. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, location, and other related factors.

**Mean Average.** The mean average is a computation based on all prices of which a machine has been advertised at least 5 times. It is intended to indicate the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range. Mean average indicates the middle at which most of the machines are advertised.

---

### Music Machines

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SBB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMU</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Pinball Games

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bally</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caille</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gottlieb</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Williams</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Shuffler Games

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SBB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WMU</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>WNL</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

*Note: The table above is a simplified representation of the information provided in the image. Additional details and context may be included in the full document.*
Route Success

- **Continued from page 76**

sort of income is Wyoming's "Little Uranium Capital," Jefferson County, 10 miles from Lander, where rich stakes of fossilable material provide thousands of miners with extra cash to spend in their local stores. And the story of route 70, it is to be noted that the Wyoming's who is dedicated to offering their proper and will sign proclamations that new 300-play machines are installed.

Every week, the newspaper starts a new location with a new machine, and maintains its appearance as well as the comfort of its customers. He has had no trouble in maintaining this profitable arrangement. The Wyoming operator is just as scrupulous as the appearance of his vehicles are concerned. He uses a Ford taxi, with its advertising taken care of, and has a real bus. For the safety of the passengers, all the buses are washed daily.

In 1957, Scott looked at 70 units out, but his new location convinced him that he has "just about everything a new traffic operation," he said. He only Carousels, coin-operated machines. He not only popular new models of pin games and bowling games, but are also available in Wyoming. Every machine, when goes on location, is assigned a definite depot.

---

**CIAA Counsel**

- **Continued from page 88**

The two face charges of alleged hijacking games from two dealerships, each of which are in the hands of the Wyoming State Police. The contract was picked up by State investigators in the union headquarters here recently.

**FOR SALE**

- or lease to responsible party

---

**SLATE TOPS**

- **Revised Price $9.50**

- **RETAIL Price** $49.50

- **GORGEOUS** 67" x 67", 70.00 at 69.50 at 70.00

- **OVERSTOCKED CAROUSELS**

---

**CHILDREN'S RIDES**

- by CAROUSEL

---

**FOR SALE**

- or lease to responsible party

---

**BULLPEN GAMES**

- **NEW** $840.00

- ea., used 2 seasons, will sell for $400.00 ea. or $1,500.00 for lot.

---

**KING-PIN EQUIPMENT COMPANY**

- 826 Mills Street

- Kalamazoo, Michigan
Ore. Free Play
- Continued from page 32

leaders are properly arrested and brought to trial.

"I am prepared to place the full power of the attorney general's of- fice behind any district attorney if necessary to fulfill this obligation. This includes the enforcement of any and all rulings of the attorney general's office interpreting the criminal laws of this State."

District Attorney Venn, commenting on the Thornton ruling, said, "We are pleased to see that the attorney general has, in answer to our request for action, taken a stand against piracy."

NVA Reservations
- Continued from page 77

Miami Beach is to work out details for the staging of the convention. He reports that use of the Napoleon Room for breakfasts as well as meetings is ideal. The huge room will be divided up into rooms by sound-proof partitioning. After breakfast, convention-goers will be able to go directly to an adjoining room and hold meetings without any outside distractions whatsoever, said Ramsden.

Further he reported that the final convention committee meeting will be held this Tuesday. At that time final details on the convention proceedings will be worked out, and all literature will be prepared. Those to be in attendance are: Co-chairman Boll Lobell, Lead Brands, Inc., and Paul Clinton, King & Company. NVA counsel Milton T. Raynor, honorary president Alvin R. Kass, and Convention Chair, Inc. Inc. board of directors member Harry Bell, Lendlease Candy Sales, and Jack Nelson, Lendlease Distributing Company.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

April 7 — California Music Merchants' Association, Oakland Division, monthly meeting, 311 Broadway, Oakland.

April 7 — United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.

April 7 — California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.

April 8 — Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

April 8 — Retail Amusement Association of Canton, O., monthly meeting, office of Elsin Music Company, Massillon, O.

April 14 — Massachusetts Music Operators Association, monthly meeting, Beaconfield Hotel, Brookline.

April 15 — Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield.

April 16 — Automatic Equipment & Owners' Association of Indiana, semi-monthly meeting, Gary.

April 16 — New York State Operators' Guild, monthly meeting. Gov. Clinton Hotel, Kingston, N. Y.
BB Launches Juke Op Poll

Continued from page 79

Top billing of interest in today's juke box industry.

The Poll undertaken in a project gigantic in its scope and preparations.

The questions were prepared by The Billboard's Coin Machine editorial staff, with the help of Thomas Lee Davidson, a mark-

eting expert with Northwestern University. Many of the questions were then circulated.

Weekly meetings over a three-

months period were held prior to the survey being launched.

Before the final results of the Poll are published, virtually every single person involved will be

involved in its preparation, tabulation, analysis and publication. Prelimi-

nary tabulating will be done by Billboard's research division, utilizing

the latest punched-card data processing equipment for utmost accuracy.

Final tabulating and statistical analysis will be done by Davidson, together with Billboard's full Coin Machine editorial staff.

Every measure possible was used to insure complete privacy of

each individual operator's response. All replies are kept com-

pletely confidential and personally written names never asked for on the 

questionnaire. Only tabulated results are being published.

Questions, even the easy to answer, are designed to provide some statistical information more meaningful than ever before available for the

operator to use in explaining major facts of operating business

both to business accounts and to the general public.

Allied industries are also seen to benefit. The record industry, for example, stands to determine how much of the present market, juke boxes account for.

Final results of the Poll will be published in The Billboard's annual Music Operations of America special issue, dated May 5. The Poll results will also be available to operators in a special published booklet.

U.S. Orders

Continued from page 79

always believed he had been born in Pittston, Pa.

The Immigration and Naturalization Service announced Bufalino

would be given an opportunity to designate the country in which he

desires deportation. The order was based on a decision of Abra-

ham Gold, special inquiry officer, who conducted the hearings.

Romanis (Russell) Bufalino, an

alleged delegate to the Apalachicola (N. F.) "citizen conventions" also has ties, tracing directly into the Dis-

trict union served, headed by Teamster boss, James Hoffa.

His nephew, William E. Bufalino, 33, president of Detroit local 695, International Brotherhood of Team-

sters, was kept another uncle, one Angelo Meli, who has been described by the

Senate Labor Rackets Committee as a notorious "prohibition hoodlum whose record is so unsavory that the U. S. government is presently attempting to deport him."

When William Bufalino appeared before the Senate committee last September, he would not con-

firm the estimate of committee counsel Robert F. Kennedy that Meli had put some $40,000 into a

juke box operation Bufalino had be

known to be a front for the Detroit local.

Nor would be con-

firmation of these claims, that the people with whom Bufalino started in the juke box business have a
total number of assets amounting to more than $20,000, and that "you started out with three or four men, the most notorious hoodlums in the country."

When the original Kefauver committee held their investigations in Detroit, William Bufalino would neither confirm nor deny a committee estimate that in 1948, his juke box business had amounted to about $1,000,000. He said he left it in 1947 to run Hoffa's local 985.

The Senate committee has ex-

pressed deep interest in why, after running a juke box business in Michigan for a couple of years, Bufalino left to become head of Hoffa's juke box union.

William Bufalino, who is an

attorney, sat at the defense table last year in U. S. District Court, when Hoffa was acquitted of charges of attempting to bribe a panel member of the Senate Rackets Committee.

PLAY BALL

AMERICAN RADIO HISTRY

www.americanradiohistory.com
YIELDING operators for the second quarter of 1958-April, May, June. No such “warning” was post-scripted to the new statements, to our knowledge.

But one operator reported that “no one in the fellow operators knew we were taking the statements into the workshop.”

This reporter made an impromptu call on association headquarters (1200 Ontario Street) last week and inquired about getting new union tickets for machines. He was told by an attractively brimmed hat clamp to contact either Sam Greenberg, a CAA president, or James A. Brown, the newly-appointed CCAA legal council.

The clamp said that the association would receive payment for the tickets, and the union (154) would mail them out. The CCAA name had been scratched off of the office door, on the building’s first floor level.

Mr. Brown, who served with the Illinois State’s Attorney’s office for 23 years until shortly after he had contacted at his office at 111 W. Washington.

Brown said that he thought investigators “haven’t got a damn thing on these fellows (CAA) legally.”

Writers Adomowski

He had told him to contact his Attorney General and A. Brown in a letter he had just sealed.

Brown said that he thought the CCAA’s books are “in apple-pie condition.” He said that there were several thousand dollars in the CCAA treasury right now. “The money, he said, ‘would go to pay for harassment’, brought by the investigations. ‘The money has not been disbursed,’ he said.”

Brown charged that CCAA, its officers, Hyman Lerner (its executive secretary who posed under the name of Thomas Waterfall). Mrs. Lerner, all of whom he represents as counsel, have been “harassed” by investigators of the CCAA.

Of Lerner, who is still being sought by investigators, said, “He left because of the Chicago Tribune article. The Chicago Tribune has published a number of articles on the Chicago crime-gang-sinister situation, beginning last February.”

Said Brown, referring to Lerner’s disappearance, “he doesn’t want to be served with a subpoena until he is good and ready.”

Asked why Lerner used another name to serve as executive secretary of CCAA, Brown said that he doesn’t think that was unusual. “It’s done regularly in the business,” he remarked.

Analysis of the Chicago-gang-sinister situation will be continued next week.

50 Exhibitors

• Continued from page 70

Gerry Brown, owner of the Chicago Record Shop, has announced that convention headquarters had been opened at the Morrison Hotel, Suite 1225, last week.

MOA has launched an extensive publicity program to help insure convention attendance.

Not only Miller, but other MOA directors and members, including Howard N. Ellis, Len Camilo, John Wallace and K. A. Cornely, have sent open letters to operators throughout the country urging attendance. Value of exhibits, forum meetings and luncheon sessions to each operator’s business were stressed by the group in the direct mailings.

PLAY BALL

• FAST ACTION
• BIG APPEAL
• 100% MECHANICAL
• TENSE SUSPENSE
• STRONG LONG LIFE
• WRITE or PHONE for prices

Autocar-Manufacturing Co. 20 West Kinzie St. Chicago 1, Ill. Phone: T-7425

GRAB THESE BUYS!

Goth. Continental Cof. $250.00
Goth. World Champ. 210.00
Nile. Lord's Prayer 220.00
West. Deluxe Baseball. 50.00
Gutco 6-Paper Skilr. Ball. 185.00
Ex. Bingo Bell. 110.00
AM. Model E 45 rpm 110.00
Seeb. 45 rpm Conversion, 100%. 59.50
Eliner Vend. 10.00
New Pendal Vend. 10.00
Shipman Pend. Vend. 10.00
Gutco Baseball Pool. 45.50
Ralph Shuffle. 45.50
Wms. Ten Pinos. 75.00
Seed for complete bundle list. (100- bundle)

ODCO, Inc.

110U E. Washington Ave. M.F.Y. Telefon: Stevenson

TRIUMONT'S Special of the Week

10 Gottlieb WORLD CHAMPS
• Completely reconditioned $250.00 ea.
• Like New

Exclusive Gottlieb, Williams and Seebles Distributors

Remember
IN NEW ENGLAND IT'S TRIUMONT

40 WALTHAM STREET, BOSTON 18, MASS. Tel: Liberty 2-9490

MUSICIAN MUSICIANS

ALL YOU WANT AT THE RIGHT PRICE
Also all other equipment, including Cuns, Shuffles, Bowlers, Arcade, Pines.

Send for Our Complete Lists
WRITE—PHONE

D A V I D  R O S E N

Copyrighted material
KIDDIE-RIDE SPRING SPECIAL!
2 BALLY SPACE SHIPS
3 BALLY MOON RIDE
3 SPACE SHIPS
$800 5 1- WORKING CONDITION
WRITE-WIRE-PHONE!
MONARCH COIN MACHINE
237 N. Lincoln
Chicago 14, Ill.
Phone: Lincoln 9-3096

REMODELING SALE!
Shopped and Ready for Location
MUSIC
White Wav.
1700...
1800...
1900...
2000...
SEEBOURG
Mold C Hibbeny...
AMI
D-90...
BINGOS
Pick-A-
Pick-A-
AMERICAN
FACSIMILIE
$10.00
$25.00
$50.00
$15.00

WANTED!
EVERY OPERATOR
who eagerly needs to increase profits in the present location without added overhead.

The sensational new TV-25 Retonia vendee presents you with the opportunity to greatly increase your profits.
The new 25¢ TV type model with high quality, factory finished, up-to-date, and complete built-in. Seeboourg type. System is complete packaged in transportation plastic containers. Tested and proven by operators in these locations.
Write, wire or phone for complete details and jobber prices.

LOGAN DISTRIBUTING CO.
1930 W. DIVISION ST.
Chicago 22, Ill.

COINEN YOU KNOW

Continued from page 73
United, etc., under fine conditions there as operators prefer for the summer season rush, ... Harvey Cohon, Badger Tobacco Company; Stanley Apple, Cavalier Tobacco Company; and Bill Leidersdorf, the Leidersdorf Company, are taking in the NAID convention in Miami in May. ... "Any deep we're experiencing now is seasonal," says Joe Peligro, P. & F. Distributors. "Things are bound to improve very shortly."

DETROIT
By HAL RIVES
Harry Stahl, in vending and coin machine operation on the East Side for years, as well as president of Jefferson Park, reports the installation of a number of new types of equipment in the park Arcade which it is scheduled for seasonal opening April 5. ... Gerald F. Cathey, a newcomer to the juke box business, is establishing a route in the northwest section under the new firm name of Independent Music Company. ... Frank Alboart Jr., who heads the record department at Frank's Music Company, has a definition for the current business situation: "It's a recession when your neighbor's out of work, a depression when you're out of work."

Frank Collins, who formerly headed the Collins Coin Machine Company and was president of the Dealer in Devices, Inc., manufacturer of the unique coin machine called the Quizer, is opening the Collins Bar and Chop House on Capitol Park in the heart of the city. He also operates a tavern in Northwestern Detroit.

Miss Ann Langmack, Hopman, Hickory Corners, Mich., married J. Rosolof Pieters, Richland, Mich., on Saturday, March 20, the Fourth Presbyterian Church, Chicago. Dr. Robert F. Hayward officiated. After a trip to Arizona the couple will reside in Richland, Mich. Pieters is owner of King Pin Equipment Company, and was in the wholesale tobacco business. He has been in coin-machine business for past 25 years.

Albert A. Wieland, who founded Wieland National Sales, has built up a very nice vending business centering at Vue Beach, Fla., where he now makes his home, dividing his time between vending and extensive real estate interests there. ... Max Kutz, formerly in the wholesale tobacco business, has formed the Maxon Distributing Company in the Northwest section, operating a mixed route of pool boxes and a variety of types of games.

Robert P. Schmidt has taken over sole ownership of the Automatic Coin Drink Company, which he operated in partnership with Bert Crawford for several years. Crawford remains active in the beverage field as manager of the Hicks Root Beer Bottling Company. Schmidt is expanding the company's activities substantially into coffee vending, rather than the original soft drink vending, and specializing in industrial locations.

Pat's Music Company, headed by George M. (Pat) Patterson, formerly in the upper town business center near the Central Motor Building, has moved out to the West Side of Michigan Avenue.

The newly-formed Fabiano Amusement Company has purchased the jute box route of the Brilliant Music Company, headed by Joseph Breslin, who has been in the business for about 25 years. The new firm is owned by Frank Fabiano of Bridgeport, Mich., and Lou Nossach, former manager of Music Systems. Breslin plans to concentrate on the tube-lacing business on a national scale.

COIN'S NEW SPACE AGE"Greater than Motorama"

Distributors for Williams Mfg. Co., in Illinois, Northern Indiana, Wisconsin and now the Entire State of MICHIGAN!!

NOW DELIVERING
BALLY'S NEW SKILL ROLL
100% SKILL-SMALL IN SIZE
TERRIFIC EARNINGS ON TEST LOCATIONS LOW PRICES

WAIT TILL YOU SEE UNITED'S NEW SHOOTING STAR
"Out of this World"

DETOIT BRANCH: 14 D'AMOUR BUILDING, DETROIT, MICH. TEL.: BROADWAY 3-1510

1/2 Deposit. Balance paid draft or C.O.D.

WANTED!

Every operator who wants to increase profits in the present location without added overhead.

The sensational new TV-25 Retonia vendee presents you with the opportunity to greatly increase your profits.

The new 25¢ TV type model with high quality, factory finished, up-to-date, and complete built-in. Seeboourg type. System is complete packaged in transportation plastic containers. Tested and proven by operators in these locations.

Write, wire or phone for complete details and jobber prices.
**EASTER SPECIALS!**

**BINGOS!**

- Yacht Club - $35.00
- Beach Club - $10.00
- Piano Services

**GAMES**

- Chi-Citi Del Raiv - $18.00
- Criss-Cross Targette - $17.00
- Genex Shuffle Pools - $6.00
- Genex Skill Pool - $20.00
- Genex Slide 400 - $20.00
- Genex Slide 800 - $25.00
- Genex Slide 1000 - $25.00
- Genex Slide 3000 - $25.00
- Genex Slide 5000 - $25.00
- Genex Slide 10,000 - $25.00
- Genex Slide 30,000 - $25.00

**POOL TABLES**

- 5 Pocket Pools - $15.00
- 7 Pocket Pools - $15.00
- 9 Pocket Pools - $15.00
- 14 Pocket Pools - $15.00
- 15 Pocket Pools - $15.00
- 16 Pocket Pools - $15.00

**REALISTIC BINGOS!**

- 7855
- 6,2Nt
- Testing
- Stony
- Bowl
- ...$120.00
- 30.00
- 60.00
- $20er
- Imperal
- National
- (All
- is
- Regular
- and
- Guns
- Champion
- HI
- Rifle
- $$20er
- 55.00
- 55.00
- 65.00
- 0322
- 4
- 4
- 8
- -PACKED
- DISCS,
- FLICKER
- Jumbo
- 5195.00
- Yacht Club
- GAYETY
- 90
- Coln
- tres
- Bowlen
- Missile
- Match
- REALISTIC
- BINGOS!
- iC
- 7855
- 6,2Nt
- testing
- Stony
- Bowl
- Bowl
- Team...
at the March meeting was the fact that an off-beat location in downtown Denver, which had been held by the same operator for more than 25 years, was lost when another operator paid $500 for the spot. A day later, the location was approached by another new operator, who offered $1,000 for the spot.

St. Louis

 Phonograph operators who are worried over diminishing returns in the face of higher operating costs may find the solution in logical sidelines, according to Walter and Sidney Morris, operators of J. S. Morris & Sons Novelty Company here. The long-established Morris organization, one of the largest in the St. Louis area, capitalized on its long association with St. Louis bars and taverns over the years with the addition of automatic liquor dispensing equipment in early 1957. The equipment, under the trade Auto-Bar, automatically meters

CONTINUED ON PAGE 91

SPRING LOCATION

SPECIAL BUYS!

JOE ASH SAYS:

Now Delivering!

GOTTIEB'S

Newest 2-Player

"BRITE * STAR"

Terrific Money-Maker!

Available Distribution for Williams, D. Gottlieb and Son in Ill., Iowa, Ill., and Nebraska.

ACTIVE

AMUSEMENT MACHINES CO.

For Low Cost Counters Contact ACTIVE ALL WAY

AMUSEMENT MACHINES CO.

WHILE YOU'RE LOOKING, TRY THIS GREAT BUYS

ST. LOUIS "FOOLS" PITCHER

IT'S BASEBALL TIME!...AND WILLIAMS HAS IT!

"SHORT-STOP"

THE GREATEST BASEBALL GAME EVER!

1 or 2 CAN PLAY

IT'S BASEBALL TIME!...AND WILLIAMS HAS IT!

"SHORT-STOP"

THE GREATEST BASEBALL GAME EVER!

1 or 2 CAN PLAY

WHEN BOTH PLAY—ONE PITCHES WHILE OTHER BATS.

PITCHER "FOOLS" THE BATTER BY VARYING THE PITCHES.

PLUS

Previous High Score Feature

Spell Out SHORT-STOP

Replays and Match Feature

NEW—Heavy Duty "Bat" Control

"When You Buy A Baseball Game—Buy the BEST—Buy Williams"

HIGHER EARNINGS PROVEN OVER 12 YEARS HIGHER RESALE
Wait until You see
UNITED'S
NEW 2-PLAYER
SHOOTING STAR
3-DIMENSIONAL SHUFFLE GAME
COMING SOON!

UNITED MANUFACTURING CO.
3401 N. CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS

COINMEN
YOU KNOW
Continued from page 91
and dispenses a jigger of liquor from converted bottles either from a small rotating bar-top installation or from a row of the metering devices installed along the rear of the bar rail.

With several outstanding installations, including some of St. Louis' better hotel cocktail lounges plus many neighborhood taverns, etc., the Morris organization has added enough extra volume to more than compensate for increased costs for phonographs and amusement games, plus mounting operating expenses.

14' BOWLING ALLEYS
UNITED—CHI. COIN $450.00

ARCADE
WINS DELUXE WORLD SERIES $ 10.00
Gates 2-FLY BASEBALL 150.00
Gates CHAMPIONSHIP BASEBALL 150.00
Gates BIG BULLE-RIFLE GALLERY 225.00
Gates CIRCUS GUN 375.00
Gates STATE FAIR GUN 375.00
Gates DAVY CROCKETT 475.00
Gates ROTOFRAGO 325.00
Gates UNI-PIRATE GUN 325.00
Exhibit 18 SHOOTING GALLERY 150.00
Exhibit SHOOTING GALLERY 150.00
Kensig SPINTOP GUN 150.00
Keno ROLLING GUN 375.00
Keno STAR GUN 350.00

UNIVERSITY COIN MACHINE EXCHANGE
158 N. High St. Columbus 8, OHIO
Tel: Alamedal 3-30-9

COINMEN YOU KNOW
Continued from page 91
and dispenses a jigger of liquor from converted bottles either from a small rotating bar-top installation or from a row of the metering devices installed along the rear of the bar rail.

With several outstanding installations, including some of St. Louis' better hotel cocktail lounges plus many neighborhood taverns, etc., the Morris organization has added enough extra volume to more than compensate for increased costs for phonographs and amusement games, plus mounting operating expenses.

14' BOWLING ALLEYS
UNITED—CHI. COIN $450.00

ARCADE
WINS DELUXE WORLD SERIES $ 10.00
Gates 2-FLY BASEBALL 150.00
Gates CHAMPIONSHIP BASEBALL 150.00
Gates BIG BULLE-RIFLE GALLERY 225.00
Gates CIRCUS GUN 375.00
Gates STATE FAIR GUN 375.00
Gates DAVY CROCKETT 475.00
Gates ROTOFRAGO 325.00
Gates UNI-PIRATE GUN 325.00
Exhibit 18 SHOOTING GALLERY 150.00
Exhibit SHOOTING GALLERY 150.00
Kensig SPINTOP GUN 150.00
Keno ROLLING GUN 375.00
Keno STAR GUN 350.00

UNIVERSITY COIN MACHINE EXCHANGE
158 N. High St. Columbus 8, OHIO
Tel: Alamedal 3-30-9

GOTTLIEB'S 2 PLAYER
BRITE STAR
It's Fun to Play! More Fun to Compete!

- Hitting Roto-Star Lites All Roto-Targets for 10 Times Target Value
- Rollover Button Lites Pop-Targets and Cyclonic Kickers for High Score
- Bottom Rollovers Score 100 Points When Lit
- 4 Places to Spin Roto-Targets
- New All Steel Lite-Box Door
- Double Number Match Feature
- 2 Super-Powered Flippers

See your distributor today!

D. Gotitlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Ill.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

New on the Profit Horizon!
GOTTLIEB'S BRILLIANT
BRITE STAR
2-PLAYER 5-BALL
The most terrific action and success in years! Double Number Match Feature! Roto-Star Targets Score up to 10 Times Target Value—All Roto-Targets for 10 TIMES TARGET VALUE! All Steel Lite-Box Door. Many other features.

H. Illinois, N. Dakota and Iowa Operators... ORDER TODAY...

RECONDITIONED SPECIALS!
Multiple Player 5-BALLS
CONTINENTAL CAFE $105.00
BAR-B-Q $105.00
SUNDANCE $105.00
BULL'S-EYE $105.00
RACETRACK $105.00

Single Player 5-BALLS
SILVER $105.00
ROYAL $105.00
ACE $105.00
GAMBLE $105.00
BRIGHT STAR $105.00

NATIONAL
COIN MACHINE EXCHANGE
1511-13 Division, Chicago 14, Ill.
Burlington 1-1221
chicago coin Offers the “MIGHTIEST PROFIT-Making Game In History!”

Rocket Shuffle

With Features Never Before In A Shuffle Type Game!

✓ Featuring The World's Newest Action Packed Satellite Rocket Theme!
✓ Captive Ball Action Gives Player Every Thrill Of Satellites Traveling Through Space!
✓ The Newest Shuffle Type High Score Game . . . Top Score 9,900,000.

10 SHOTS PER GAME . . . . STRAIGHT TOc PLAY

✓ Unusual And New 3 Dimension Mirror Effect . . . Game Is Only 7’7” Yet Gives Appearance Of A Game 11’11”
✓ Player Determines When And If He Wants To Accept In Line Bonus Score Or Continue To Play For A Higher Bonus Score!
✓ New Method Of Scoring With Captive Balls . . . 3 in Row—4 in Row—5 in Row Diagonals Score Double!
✓ Available In Replay Or Regular Models . . . . Replays Awarded For High Score!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.
Win the big Profit Prize with new Bally Trophy Bowler

**New Streamlined Easy-to-Install Cabinet**

**New Extra Husky Pins**

**New Quiet Alley**

**New Foul-Light**

Protects Equipment From Abusive Play

**Popular 7-10 Pick-Up**

**Official Bowling Scores**

1 to 6 can play

**4 IN. BALL**

Rubber or Hard Ball

11 ft., 14 ft., 18 ft.

Choice of DIME-PLAY or 2-FOR-QUARTER

See your distributor... or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
A MIDGET THAT GATHERS GIANT PROFITS

United's Sensational New Two-Player

MIDGET ALLEY

with Tantalizing Ball-Action

Completely New Ball Ejector
MUST BE RE-AIMED AFTER EACH SHOT
MAKES EVERY PLAY REAL SKILL

6-INCH FLY-AWAY PINS
2-INCH COMPOSITION BALL

6 FT. LONG
2 FT. WIDE
6 FT. HIGH
TO TOP OF BACK-BOX

SCORES EXACTLY LIKE OFFICIAL BOWLING

IDEAL FOR COMPETITIVE PLAY

DROP-CHUTE COIN MECHANISM WITH NATIONAL REJECTOR ON PULL-OUT DRAWER FOR EASY SERVICING

UNIVERSITY MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

IT WILL PAY YOU TO SEE YOUR UNITED DISTRIBUTOR TODAY!
NOW! MERCHANDISE MUSIC properly...profitably with SEEBURG DUAL PROGRAMMING