See U. S. Pavilion Top Fair Feature

International Exhibits to Be Hit of Brussel's Show; U. S. Soviet Rivalry

By HERR DOTTEN

BRUSSELS — Which feature at the Brussels World's Fair here will be the most outstanding for the full run of the 138-day exposition? Based on observation during the early days of the fair, here are the outstanding features and how they will be rated closed, October 10.

First, the Pavilions (and the exhibits in them) of the 40-odd participating countries, with the U. S. Pavilion (and its exhibits) taking top honors.

Second, the Atomium, the fairs striking symbol, a spectacle by day, a greater spectacle by night.

Third, "Happy Belgium," the renowned Belgium horticulture of the turn of the century.

Fourth, the entertainment and amusement attractions.

Even at this point, at least five of the National Exhibitions still unknown, the buildings comprise hit of the show. And, there is word from other countries that additional pavilions will get a heavy play. Prices of the restaurant to one of the five halls which comprise the symbol are high. Space, moreover, in the restaurant and in the hall, situation in still another hall, is limited, so that exhibits in both will not bulk large in numbers. However, there will be the usual people who, in the early days, spend equivalent of 60 cents to reach the top of the Atomium. And, there will be many more who will be stuck by the appearance of the symbol. At night, the five halls, aluminum in the daytime, are

NEWS OF THE WEEK

Clashing Opinions on Juice Royalty

Exclusions Aired Before Solons

Both sides of the controversy surrounding proposed juice royalty payments have been aired before the House Agriculture Committee headed by Senator O'Mahoney. The juice operators have been pleading a shrinking revenue picture and other problems, with the ASCAP members pleading for a revenue payback in every possible source of royalties. The fireworks are still going on.

"Music Man" Puts Guarantee

And Lost From 81-DS Labels

Frank Music Corporation, publisher of the score of "The Music Man," has set a new pattern for show publishers with the guarantee of guaranteed sales and returns. Names of the guarantors in the Lincoln, Illinois, city will increase system from June 20 to August 20. Page 9

CHAIN STORE RECORD DISCOUNTING

Springs As Competition Cues

Chain store record discounting operations continue to grow across the country, with the Kregel and Xerox chains taking the most points in every possible source of royalty. The fireworks are still going on.

FEATURES AND DEPARTMENTS

NEWS OF THE WEEK

Chain Store Record Discounting

Springs As Competition Cues

Chain store record discounting operations continue to grow across the country, with the Kregel and Xerox chains taking the most points in every possible source of royalty. The fireworks are still going on.

DEPARTMENTS AND FEATURES

1. BUSINESS DIGEST

2. PERSONALITIES

3. PERSONALITY OF THE YEAR

4. FOCUS ON THE MAE

5. AROUND THE TOWN

6. SPORTS

7. Tempo

8. News

9. Message

10. World

11. Business

12. FINANCE

13. ECONOMIC

14. PERSONAL

15. MUTUALS

16. INCOME

17. EDUCATION

18. HEALTH

19. HOME

20. FOOD

21. SPORTS

22. LIFE

23. FASHION

24. LITERATURE

25. BOOKS

26. MUSIC

27. ART

28. KIDS

29. TELEVISION

30. MOVIES

31. RADIO
Senators Get Clashing 'Views' On Juke Royalty Exemption

Juke Ops, Tavern Men Fight Change

WASHINGTON—Hearings on the O'Mahoney bill to end the juke performance royalty exemptions in the Federal Radio Act veered suddenly into a discussion of revenue and distribution methods of licensing organizations, as they affect the songwriters supplying hit tunes on the juke boxes. Strong criticism of the bill itself, both from its proponents, and from those who oppose, stood out, but not in considerable force. The bill's author, Senator O'Mahoney (D., Wyo.), chairman of the Judiciary Subcommittee on Patents, Trademarks and Copyrights, accused opponent witnesses to draft what they considered "a fair measure," including ceilings on payments, giving to songwriters a smaller share of the royalties from juke operators, should legislation prove feasible.

Dark horse for the juke operators was Perry Alexander, songwriter-publishers, who claimed that dealings with the American Society of Composers, Authors and Publishers left him "pulling hair." His testimony was given only by O'Mahoney when the songwriter claimed that both licensing organizations, ASCAP and Broadcast Music, Inc., had served him badly in performance royalty.

Jerry-Good-Hong

Alexander was one of the last of the witnesses with a great many questions on the O'Mahoney bill to end juke performance royalty exemptions last week (24). On Wednesday (25), some 30 proponents of the bill were before the committee when O'Mahoney turned the floor over to Alexander.

'The Music Man' Gets $1,980 LP Guarantee

NEW YORK — Frank Music, the Frank Loesser music publisher, thus has come up with an unprecedented concept in the grandly titled "The Music Man," a long-playing LP record for tunes from the smash hit musical "The Music Man." The publisher has died a rate for tunes from "The Music Man" for a number of low-priced LP records, as well as long as the label guaranteed a specified number of albums and paid advance royalties on the guaranteed amount.

What amounts to is that Frank Music has died a rate for a cent on songs from "The Music Man" when released in a complete album by a number of $1.49 and $3.98. For this album, various labels have guaranteed sales of from 30,000 to 75,000 long-playing LP records and have paid cash in front. The diskery has concluded three arrangements with three low-priced labels, with a numbers more pending. These negotiations are going to have increased Frank Music from $25,000 to $35,000 in front as against guaranteed sales.

MERC TO PATENT STEREO 'BEEP'

CHICAGO — Mercury Records last week said it was applying for patent protection of its "Stereo 'BEEP'" test its method of providing an identifying sound--"BEEP"--every time the tape is rewound at the speed, either backward or forward. At regular speed, the vibration is below the human audible range.

As ASCAP's renewed efforts to combat "the fate" of the phonograph grew last week, each tune would have a different number of beeps. A single sound, a spokesman for the organization, is sufficient to provide the desired selectivity.

Epic Has Big Quarter on Winds of Hits

NEW YORK — Epic Records had one of its biggest quarters of the year in the third quarter, according to Bill Nieber, general manager of Epic, which is part of the same period in 1937 was a quarter business and a 200 per cent increase in single sales, Nielsen aver-

The increase was helped by hits for five of Epic's artists, including Roy Hamilton and Sal Mineo. The pop album jump was helped much by sales of the three Lenny Waters albums, especially his latest, "Up in the Garden Goes to College."

In addition to healthy sales the diskery appointed Bob King as principal sales executive for the Epic-Okeh label. King formerly was Capital Record's, will be in charge of the Midwest area.

Dot Signs Up New Talent, Buys Master

NEW YORK—Five new additions to the label and a purchased master dominated the score at Dot Records this week. The master, a children's "Durbin & Jackson" by Juan and Annie, was produced on the Coast by Max, who made the label's 12-inch in an Ann Arbor, Mich., at the time, this disk will be distributed on Arwin through arrangements with theMusic Publishers Association.

The label has also signed Patty McCormick, 13-year-old star of post-Broadway hit, "The Bad Seed," and of the upcoming flick, "Kathie." She has already cut the pop's title tune for the label and will record additional sides in Hol-

Switch Offer By Riverside

NEW YORK—Riverside Rec-

1.0443

Ferrara

ster's biggest hit of the year, "The Legend of Loretto," by Robert Peterson, contains a song for the Library of Congress, written by Frank Loesser, which was heard at the Library's "Take Off" television show on the NBC network.

The label is being wagered separately with Riverside's subsidiary label, Joshua.

The Billboard

Man-Made Newsstorm

Founded 1894 by W. H. Donaldson

Publishers

Roger W. McWhirter, Jr., William D. Littleford

Assistant Editors

Paul Ackerman — Western Radio-TV, N.Y.

Robert C. Christie — Chicago

Clement E. Reutner — Cincinnati

Editor

E. L. Littleford

Managing Editors

L. W. Newton, Jr., L. E. Littleford, Jr.

E. L. Littleford, Jr. — Radio—Music Radio-TV, N.Y.

Clement E. Reutner — Cincinnati

Tom Johnson — Chicago

Copyright 1958 by Billboard Publications, Inc.

MONEY-SAVING SUBSCRIPTION ORDER

Enter your subscription to The Billboard for a full year ($2 issues) at the rate of $15 (a considerable saving over single copy rates). Foreign rate $15.

Payment enclosed $____

50.00

$15.00

4.00

Account

Name

City

State

Zip

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
**Deb-Tones Win Westphing Talent Hunt**

NEW YORK—The Deb-Tones trio of Kay Sing, Marci Treadway, and Wayne, Ind., took top honors in the 10th annual Westphing Talent Search. Group won a RCA Victor recording contract for their debut album at $5,000 plus expenses and a trip for two to New York City. The contest was entered by 10,000 entrants, but only the top three were honored. Page 4, "The Big Record" over CRQ-TV New York.

**Mystery Plug For Cap Disk**

HOLLYWOOD—Capitol Records marks a "mystery plug" occasion this week with the release of "The Laughing Song," via a mammoth disc jockey promotion geared to generate the most interest in a new LP due out next month.

Label issued a promotion single to 4,000 stations the nation and is relying on "Guest Who Is Taking The A Train" and "What A Wonderful World Doing The Wassalch Rumba." Idea is to attract the record to the jukebox, for it is a known maestro making his first recording on a completely new label, latter on the upcoming May album release, "Lush and Lovely." (Continued on page 14)

**M-G-M To Issue Low-Price Line**

NEW YORK—M-G-M Records will join the low-priced LP revolution in September with an initial release of 23 packages in the new Lion Records line, 99c, which will be sold exclusively at Woolworth's and the Kresge stores. The packages will have both started discounting records for the record company this year. It is now new recording for at least the first year.

The idea behind the project at M-G-M, it was announced that the label will make available a three-pocket EP version at 99c, and the album will have two single-EP pocket versions (Volumes I and II) and the David Rose version of the "Gigi" score.

**Mercury Sets Opera Series; Medea Due**

CHICAGO—On the eve of releasing "The Marriage of Figaro," Maria Callas in "Medea," Mercury Records last week announced a new and magnificent opera program over the next five years.

The company contracted with G. Ricordi and Company, Milan, and the major opera houses of Europe, for exclusive recordings over the period, to feature top European talent, orchestrated and conducted to the highest standards and with the best possible production. Mercury's usual high standards will be used.

Part was set by Green and John Cafferty, which for classics on behalf of Mercury, and De. Dr. Erich Leinsdorf, conductor of America Bassi, operas with Dr. Erich Leinsdorf, conductor of America Opera, and the Los Angeles Symphony under Dr. Erich Leinsdorf, director of the Los Angeles Symphony. Leinsdorf will conduct the first of the 20 records, the Beethoven Symphony No. 1 in C major, September 20.

Mercury will market his studio while the company works for over 20 years, three years for all new manufacturers as well as the long time customers. For new artists, who have set up a stereo equipment laboratory in Hamburg, the company will work with Dr. Erich Leinsdorf, conductor of America Opera, and the Los Angeles Symphony under Dr. Erich Leinsdorf, director of the Los Angeles Symphony. Leinsdorf will conduct the first of the 20 records, the Beethoven Symphony No. 1 in C major, September 20.

Mercury will market his studio while the company works for over 20 years, three years for all new manufacturers as well as the long time customers. For new artists, who have set up a stereo equipment laboratory in Hamburg, the company will work with Dr. Erich Leinsdorf, conductor of America Opera, and the Los Angeles Symphony under Dr. Erich Leinsdorf, director of the Los Angeles Symphony. Leinsdorf will conduct the first of the 20 records, the Beethoven Symphony No. 1 in C major, September 20.
WASHINGTON—Pirating records is now a federal crime under the 1976 Copyright Act, which adds a fine of up to $2,500 and up to five years in prison for violations. However, there is a loophole that allows for the sale of bootleg records.

Cincy Dance Ops Revive Promosh Idea

CINCINNATI—Local ballroom operators and associates gathered Monday night at the Cincinnati Zoo to map plans for the annual start of free Monday night dances at municipally owned Ault Park to promote interest in the area.

Monday night free dancers will be at Ault Park and Con- certive Mondays, with Local 1, AFM, Local 238, AFM, and AFM WLU sponsoring the promotion. The Pool offers weekly prizes via the circled photo gimmick, with the winners getting tickets for free dances at Concerts and $100 tickets at the park's Moonlight Luncheon. The usual free tickets to the Zoo.

WLU will again do a 45-minute remote from the Ault Park (Continued on page 15)

Petrillo Bid Denied, AFM Unrest Grows

Boren, Studio's Negotiator, Delers Talks ' Until NRLB Rules' on Unions' Dispute

By JOEL FRIEDMAN

HOLLYWOOD—With AFM President James C. Petrillo now having denied a series of negotiations with the struck motion picture producers, the internal strife among Coast musicians has become more acute. In view of the upcoming expiration of the AFM contracts with the recording and TV industry on January 31, and in view of the situation taken on vastly more serious proportions, the Petrillo situation could have national implications.

Correspondence between Pe- trillo and Charles Boren, president of the Motion Picture Producers and Distributors of America, is being handled by first-time court mediator. The last meeting, which was described as "a pleasant and amicable discussion," has been scheduled for January 31.

The AFM has already filed a complaint with the NLRB, and the Studio has failed to respond.

WNEW REFFERS TO FORD ON CHOICE OF POP-PARE

NEW YORK — "We feel com- pelled to set the record straight," said WNEW's John B. K. in this week's reply to charge by former WNEW disk jock Art Ford that the station was veering away completely from the music of youth.

"WNEW's program policy has always been to play the broadest range of popular music," John B. K. declared. "Art Ford's most recent recommendation on program- ming ideas is to fill this air on the Make Believe Ballroom with big-name artists from the top 10 single charts, the top 100 albums charts, 100 more albums and another 10 times as fill-ins."

This narrow musical concept has repeated day after day, week after week, month after month during the same time periods could hardly be called proper programming for WNEW. Management here would (Continued on page 15)

Bell Launches Low-Priced Line of LP's

NEW YORK — Bell Records, low-priced pop label is jumping into the competitive LP's field this week with the third batch of singles from the new label, the latest being the 'Royal Jobs, ' Tins and Love Again.'

The handling of the coming is in the hands of one of the leading names in the business, Gus Fish, who is known for his wide- ranging knowledge of current pop music.

WNEW-BERK'S adding a number of the latest hit singles to the line, and the latest addition is "I'm Doin' OK." By Mike O'Brien, a record that will be released on Monday.

Sign Marilyn For 'Can Can'

NEW YORK—After originally bootlegging the star's Bercus, at the newcoded artist will now head for a new label, the latest being the 'Royal Jobs, ' Tins and Love Again.'

The handling of the coming is in the hands of one of the leading names in the business, Gus Fish, who is known for his wide- ranging knowledge of current pop music.

WNEW-BERK'S adding a number of the latest hit singles to the line, and the latest addition is "I'm Doin' OK." By Mike O'Brien, a record that will be released on Monday.

Columbia Adds Studio Space

NEW YORK—Columbia Records announced that the studio, which was previously owned by the American Legion Hall have been moved on an "original sound" sound track album.

Werto Gets Merc Promo

HOLLYWOOD—Music score from the Alfred Hitchcock produc- tion, "Leatherface," is a situation campaign, with Morris Mathison and Louis Lerman, the record rights to the film following an agreement with Paramount. This is the first time that two films and a series of TV shows, each with a different character or plot, are being released by the same company.

Film is to be released in June and the James Stewart and John Novak.

The Billboard's 1958 MOA CONVENTION ISSUE

Dated May 5

Are you going to Chicago?

The Billboard's Service Center at the MOA Convention will be in operation to serve you. Your wife, secretary, driver, or anyone can call the Service Center or the number of our service center, right on the convention floor.
Dot's Bailey and Many Cut Ins

By BOB BOLOVNY

NEW YORK — A problem plaguing music publishers these days, Bailey said, is the problem of copyright piracy. The problem is compounded by the fact that some publishers spend a good part of their energies fighting for copyright protection. The solution, Bailey said, is to hold a meeting between the music publishers and the record companies, to discuss the problem and find a solution.

Another point of origin was the fact that some publishers were faced with a problem of copyright infringement. They were unable to prevent others from using their copyrighted works, even when they had obtained the necessary licenses. The solution, Bailey said, is to hold a meeting between the music publishers and the record companies to discuss the problem and find a solution.

Distributor News

By HOWARD COOK

Earl Glickman, top salesman at All State Distributing Company in Chicago, lists "Indian Love Call" by Ennio Frareman among the top new LPs. "Johnny B. Goode" by Chuck Berry on Chess is also a top seller. "Mabica" by the Prodigals on Falcon is a top seller, with a large number of copies being sold. "The Bo's Talk About the Girl," going well, is also a top seller.

Another new LP, "The Bird," by Dickie Valentine, is also doing well. "Hang Up My Rock and Roll Shoes" by Chuck Willis, and "I Had a Dream" by Louie Armstrong are also doing well. "Hang Up My Rock and Roll Shoes" has sold over 10,000 copies, and "I Had a Dream" has sold over 5,000 copies.

The business of splitting profits between the publisher and the record company is more than a problem. The publisher is responsible for protecting the copyright, and the record company is responsible for promoting the record. In many cases, the two parties are not working together effectively.

The solution, Bailey said, is to hold a meeting between the music publishers and the record companies to discuss the problem and find a solution. Bailey said that the publishers and the record companies should be working together to protect the copyright and promote the record.
**BETTER FORMULA FOR SOUND TRACKS URGED**

NEW YORK—The need for a "more workable formula" in obtaining music for sound tracks for films (i.e., dramatic shows was veiled here last week by Robert Stevens, NBC TV's station rep, who double-bids work and forth between NBC networks and the film industry. Stevens admitted that the "life" and" or generally used in films shows he works on, such as the hour-long Hitchcock "Suspicion," "Alfred Hitchock Presents," are considerably dependent on the verve of the story line of a given character.

A general improvement in music in filmed drama was out of the question, he said, for the formula for AFM funds was in part to blame. By contrast, he cited the close integration of music and drama he has achieved in "U.S. Steel Shore," and other live shows, where music was a factor, but not as an especially integral part of a drama.

"Whenever the script is written for a dramatic, crotch, says Stevens, "the whole formula of the film is the result of trying to make an individual scene more interesting and meaningful by dint of heavy music and movement of the score.

"Altogether, he's primarily a director of suspense dramas. Stevens did not think it was impossible, though, to directly mix it with dialogue, as is sometimes done in television." The result can be the a taut nightclub or Broadway show built around the music of the 1920's.

he says, "I once even began a project, with Ray Bolger, that was to have been a television version of the life of Meyer Janey Walker. Everybody thought I was nuts."

**ORIGIENAL!**

Tune Is Old, But Not to TV 'Jury'

For readers of The Billboard who may have missed the photo to TV 'Jury' story featured in this week's issue and string on CBS-TV's 'The Ventriloquist,' this is the outcome.

"Harold Mossery," the plaintiff, the music for the program, which was licensed by the copyright holder, for $3,000 in royalties, won on the basis that the work is "un-researched extension/extension downstream," leading from his claim that "My Last London Engagement," rather than the coprighted version, was used as the basis for the musical composition.

Aside from the technical point of the show, however, there was another interesting fact about the case. The music was actually composed for a television series and made possible by a series of contracts between the plaintiff and Sydneyma, "Swannee River," and "The Bell Hop Girl." Probably no one was more surprised at the verdict than Richman.

---

**WHEELING AND DEALING**

**TALENT TIDINGS**

THE DOTTED LINE

Soon see its first singing, dancing and playing troupe from Pakistan, managed by Khalid Bashe of Lahore. The Multan Dance Company which will soon present Marie Stoll Garden perform on Saturday, July 20, 22, and 24 at Strand, Metropolitan Opera house. Sarah Vaughan is the first female jazz star to appear on a television network. She will appear on "Singing and Silence," a three-day concert in Monaco, whatever that is. Bob Dorough with the blue hots, turns this week on Jerry Lewis' "The Palladium in London."" Teddy Tubarn, Forest Island, N. Y., launches its 10th season of outdoor opera June 17 with "Aida," under the direction of Alfredo Schragh).

"The best time in TV is right after Perry Como on Saturday," says Bob Hope. "Following him is biding from squash mud to air a transplant." In the Chic's Seasonal, Hope ex-autograph music movie: "Wishing isn't going to make the public more interested in his book, which he has, if it's too much trouble or too expensive to get to see Rock."

Don Goodman will make extensive diey tours to promote her first Coral album. Dave Telepi has been uped by NBC-VC to get "The Friends" into a new round of types, as well as talent and cutting. 

Ira Bertstein joins the legt department of William Michaelson as the writer of "The Friends" for BBC.

**BROADCAST BULLETINS**


**TREND REPORTS**

**BROADCASTING**

ABC Billings Up 36% for First Quarter

NEW YORK—ABC's TV gross billings increased 36% over the previous quarter, the best performance in the quarter of all the networks, chief contributor to the net operating picture of ABC was its increase in revenue by its parent company, AB-PT, for the quarter.

The television division did not disposed of the "marginal properties," as ABC calls them, "but to bring me in line with present conditions," according to Levy Pearson Goldensohn, Am-Par Records wasn't mentioned.

---

**FUTURE RCA May Product**

**Chicago**

Two further bumper stories, which RCA will have been "sent" for a further bumper story, have been selected by the British Tabernacle, which is the result of an agreement between the American Tabernacle and the British Tabernacle Orchestra. The NBC station rep will have to be notified of this development.

BROADCASTING

**DON'T-YOU-DO-IT ON 'NO. 1 SONG'**

NEW YORK—Stan Early and Dave Barry, two graduates from the magazine business, are in each other's shoes, and each other how they could start a record company, the record company nation. As a gag, they penned a lyric called "No. 1 Song."兵力, the publisher of "Dick Tracy," called the new illustrates Lew Graham rewrite and the new "Amateur Hour." Barry has a play called "The Concert," and the new "Amateur Hour," which is being premiered by Sammy Da- vis Jr. and Martin Longo.

Early and Barry are is ready to start a new record company, "Son of No. 1 Song" and "No. 2 Song." The original effort gets a name, "RCA-AMateur Hour," on NBC-TV, "Amateur Hour."
**The Schnozzle Again Coosett at Copa**

BY REN GRAYAT

Jimmie Durante and his substantial entourage are helping make things look bright for this grandly located club circuit, largely due to the efforts of his orchestra. The club itself is a mecca for lovers of melody and, as a result, all eyes are on the seat of the Copa, which is Decca Records' show that has been turned into a genuine opera house.

The Copa has been a cornerstone of Jimmy's repertoire for many seasons. His shows are always a hit, and this year is no exception. The club is packed with fans, and the atmosphere is electric.

The show opens with a grand introduction, featuring a large choir and a dramatic set. Jimmy takes the stage, dressed in his signature white suit and top hat, and greets the audience with a smile. The crowd roars in response.

The main act of the evening is Jimmy's signature song, "I Love You, I Do." He performs it with such passion and energy that the audience is captivated. The singer's voice is crystal clear, and his delivery is flawless.

After the show, Jimmy signs autographs for fans and poses for photos. He is a true showman, always putting on a performance that is memorable and entertaining.

Overall, the show is a triumph for Jimmy and his team. The Copa is a fitting stage for this iconic performer, and his fans are thrilled to see him in such a grand setting. The Schnozzle Again Coosett is a must-see event for anyone who loves music and a good show.
**Whole World Eager For U.S. Hits: Green Horn Sought in Payola Tax Rap**

By BERNIE ASSELB

CHICAGO — The most striking impression of the morning was the fact that September's music-merchandising business was no longer in the hands of MCA, Inc., who have it known a year ago. After much discussion with the American Federation of Musicians, it is now clear that the business is in the hands of the United States Labor Relations Board.

The American Federation of Musicians has been in conference with a number of musical organizations, and it is generally agreed that the labor situation is improving. The musicians have been given a contract, and the union has been able to negotiate a new one. The new contract provides for a substantial increase in wages and better working conditions. The musicians are pleased with the agreement, and it is expected that the strike will be settled soon.

**Balanced Programming**

**NEW SOUND IN NEW YORK**

Ted Cot and Ray Nelso, of the National Television Associates, discuss music plans for new WNTA.

"Different" Pattern Is Air Leadership Spark

By CHARLES SINCLAIR

"Historically, the survival pattern of radio today has been that the station that's different stays out front. At first, this was primarily the music-and-news station, but today this format has been followed so widely that radio today sounds like Muzak with commercials, particularly in the larger markets. You have to be different in a new way today, and we think we've found it," says Ted Cot, C & R. of National Television Associates, the last news column that is the process of taking over WAXY Radio and WATY in the New York area, the country's most competitive market.

The new concept that Cot and Ray Nelson, WNTA's chief executive of the radio station, men to be the salvator WNTA'S are about to spring on listeners, advertisers and the music industry is summarized by Cot as "charismatic radio. In its own way, it is as novel as the music-and-news formula Cot once helped launch at WNDV.

"We intend to build our program structure around people as much as around music," says Cot. "It is significant that发展理念 radio is being developed today. We intend to become a sort of radio department store, offering a wide variety of features as well as a strong lineup of program personalities. We respond to the kind of things in radio that people will talk about, that will give them a real reason for tuning in."

"All of some WNTA's program operations are still under security wrap. Cot offered the caption on a few.

"One of the things we're talking about is an all-day show on Sundays, where the entire day is programmed around a special central theme. It might, for instance, be an all-day salute to Rodgers and Hammersteins, featuring the songs, the personalities with whom they have been associated. Or it might be an all-day event built around Gracie and Smokey, or around an organization like AMC or RCA Victor."

"Another project we're talking about is language because possibly geared with a musical slot and aimed at the tourist trade. This is not going to be easy--and grammar studies but is being designed to give Americans travelling abroad a broad, tourist vocabulary."

"Still another aspect of our thinking is the steely field of WNTA, will have both an AM and FM radio channel, so two-channel stereo is controlled only by program supply. In the future, we may start mixing the field of FM multiplex stereo, much like this is still in the blueprint stage."

"There's the question of interviews. People are fascinated by personalities, but too much of the interviewing in radio today is surface quickies. We intend to go in for deep interviews of colorful people."

"Radio," concludes Cot, "has to climb out of the realm of being an appliance or a gadget in the car."

**Jock Miller Buys Indie Radio Station**

CHICAGO — Howard Miller, long-time executive of the CBS network via his sponsored WGN in Chicago, has just purchased WFLD, Chicago, plus popular commercials, and the station has started the wheels rolling toward ownership of several radio stations.

Miller concluded purchase of this WFLD for $250,000, WNTA, sits on a ten-year-term back. Approval of the purchase is expected, and it is possible that three to six months will be needed. Miller's new station was purchased for an undisclosed amount from John Clark, of Business Management, Inc.

"Miller said that he is actively negotiating for additional radio station purchases. Miller joins a select circle of independent radio station personalities, including Bill O'Connor, local favorite, News Malloy, San Francisco's "Golden Boy," and a few others who have gone actively into radio station ownership." (Continued on page 13)

**Touring R & R Shows Meet Gate Trouble**

By BEN GRENNY

NEW YORK — A combination of factors, highlighted by a lack of tickets on the road, has prevented tour- ing customers, hit the pop and rock roll package show business. The mud the picture is dismal, and show element of censored两类 between cut to see "breaking news" or we may see a few books."

One speaker for the Irving Feld "Biggest Show of Stars" tour, quoted on the prospects for the total trip, based on the first three weeks of business, said "One could flip a coin." The Allen Ford tour, however, was described as "not looking that way, and maybe a few weeks in front." A third show, the "Blues Brothers" and Elton John, who have started in the Midwest and are building up the West Coast as they will, is expected to clean up the business during the week. (27)

"Minds are being advanced for the sharply downturned in grosses for this year's edition of the touring business." (Continued on page 13)

"Don't kid yourself, there's a lot of knowledge today that's before the public," said a show producer. "Unemployment is serious and many have been hit. The entertainment business has been the most part of those who have been the first to suffer. The kids are the worst hit. They are running out of work and after tough times for their allowances for shows and dates out go end up in the states."

"It was also observed that the "big" shows are the ones that are around. The "big" ones are the ones that are around. The "big" ones are the ones that are around."
Polish Cat Digs Jazz

-It Rocks Iron Curtain

NEW YORK—Herman Lubins-

ky, head of Savoy and Regent

Records, carried an extensive

correspondence with record buy-

ers from all over the world. The op-

terior of letters which arrived at

Headquarters would run in the

same fashion. The most

pungent of these tables run:

"I am a student at music

school and I have heard

Rachmaninoff, Chopin, Liszt, Bachmanoff

and Gori, but the only greatest

way of life is jazz. I became

interested in jazz about six

years ago but at that time there was jazz

discrimination. One day, while

playing pianos alone in my class

room, I taught myself "How High

the Moon." One of my professors

came in, heard me, and I was ex-

pelled from school the next day by

the school director. But I'm still

in love with jazz."

"Yes, for the past two years jazz has come to our country as

a free music of a free people. Now we

can play and hear jazz music, as much as we wish."

The lad (who shall be anonym-

ously) then goes on to state that he

is a devoted fan of such cool cats as Red Powell, Thelonious

Monk, Erroll Garner, Dinzie Gilles-

pie and the late Chauncey

Dunbar."

Storyville to Cape in July

BOSTON—George Wein, in-

vited Storyville here and

of the Newport Jazz Festival, has an-

nounced that he will move his jazz

saloon to Hvarlost, Mass., this

summer. He will close the spot at the

Rugby. Square Hotel and open

Storyville Cape Cod June 30.

This is the old Robin Hood Inn.

The same policy will obtain as at

the Boston spot. George Sharer-

ing is in charge. Dave Brubeck

will be in for two weeks July 6 to

July 21.

LeTour and the Four-

th Formers are booked for the month of

August. Alot of the jazz fans will be in town at that time. The staff is

also working on a jazz policy on the Cape. LeTour will return to the

formers at the Southward Inn at

Okeechobee.

MUSIC PUBLISHERS

Representative in San Francisco, Group, local, base.

GRANADA MUSIC CO.

156 Fourth St., San Francisco 2, Calif.

Don't Give Me an Elephant for Christmas

PACHYDORUS PUBLICATIONS

1674 Broadway, Suite 607, N. Y., 19

AUDITION

A new recording force

...for dealers

...for manufacturers

IN PULP, COUNTRY EVERY MONTH

TV-Radio Programming

A symposium directed at better music programming in radio & TV

AFTER-HOURS SESSION

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

Fourth Guest Panel of a Series

Milti Gaynor, cinematechnical and recording star: "Ten due to make a record album for Verve this summer, and I love the music business. But a station's obligation is to its audience, not the record companies' customers. When a station programs only the Top 40 hits, it is catering strictly to record companies via teen-agers, who apparently are the largest record-buying group. Teen-agers, however, are possibly the largest time-in-group, and there's a whole audience that goes to movie and stage musicals that's ignored by Top 40. As a panelist, I can say only that the station that programs primarily in this fashion is the station I will not dial."

Bob Landers, deejay, WNEW, New York: There are many reasons why I'm glad to be at WNEW. One of the biggest is that I don't have to think of the Top 40. My personal feelings go right along with the station's philosophy. There never was, and never will be, a time when there are only 40 records worth hearing. Every day dozens of worthwhile records come out, and it's my feeling that a deejay is here to present them. Lists are valuable as a reference, and for viewing trends, but not as the basis for a format."

Jimmie Rodger's

Cele Called Off

MERIDIAN, Miss.—The an-

nual Jimmie Rodgers' Day Cele-

bration, held in Meridian late in

May the last five years, will not be

held this year, according to

word from Ernest Tubb who, with

Hank Snow, was the founder of the

celebration.

Tubb said the decision to call

off the Rodgers Day celebration

was due to lack of funds, and

the rent of the city hall, and the

lack of funds that Mcilveen said

for the city hall.

Tubb, a well-known figure in

the country music field, was

named in 1939, which year the

Rodgers Day celebration was

begun.

Mrs. Haven Gillespie

Dies In Hollywood

HOLLYWOOD—Mrs. Caro-

line Gillespie, 67, wife of the

well-known and respected Hav-

eran Gillespie, died of a heart attack April 21 while visiting in San

Francisco. She was Mrs. Ma-

e, who with her husband lived

in Hollywood for several years.

Tuba and Snow plan to do a

benefit show May 26 for the Jim-

nie Rodgers Memorial Founda-

tion. They urge other c.d.w.

performers to do likewise, stating that the Foundation is in need of more

funds to complete the Jimmie Rod-

gers Country Music Hall of Fame.

Audience

"I love and I'm lying about it,"

he said. "I'm not really doing the

music here, but I'm doing it for the

audience. They're paying me for

a service I'm providing, and I'm

not forcing them to listen."

"I don't think the Top 40 is

bad," he said. "It's a way of cat-

ching music that is not popular,

but it's not bad. It's a way of

introducing people to music that

they might not otherwise hear."

"I think the Top 40 is a way of

introducing people to music that

they might not otherwise hear," he

said. "It's a way of catching music

that is not popular, but it's not bad.

It's a way of introducing people to

music that they might not otherwise hear."
VOX JOX

By JUNE BUNDY

CIMMICK FOR JOCKS: Tom Edwards, W.E.R.B., Cleveland, writes: "My Best gimmick to catch and hold listeners is the playing of a game on first hit of the 1950's on each half-hour seg- ment. My listeners love the first hit, and sure love the games. Edwards' side show, which is played between the hits, is to put a wheel big at hops, has been requested for duplic- ation by 14 deejays in the U. S. and Canada.

SPRING FLING: WPEO, Fortina, took a fresh sound material approach to "Spring Cleaning" motif reflected in new singing station breaks, new themes for deejays and a contest to identify these sounds of spring. The station offered $50 for each sound plus $5 added each day they weren't identified.

DO IT YOURSELF: Frank Bell, WOGA, San Antonio, writes: "in am building a storyboard on "How a Record Is Made" for display in my store. I hope to get that out in my hops. Board should drif from session thru final store copy. I use pictures, actual hops, masters and later. Bottom of board has info on how record was made, length of time, seven blouses. A new for decky promotion.

ANECDiOTE FEATURE: Guy Elam, KDFA, San Francisco, is having great suc- cess with "The Story Behind the Record." He plays the new (or old) record and relates an amusing or warm tale that happened in or around the song's connection in it. Only trouble it needing six stories a week has made Guy ery for help from publishers, record companies and press agents.

NORTH CAROLINA: Bill Sanders, WOTB, Winston-Salem, writes: "I usually let the locals tell the situation with regard to deejays. I don't have much of a long leases to jobs. Often when stations are on so-called 'service' lists, the deejays are told that after the actual jacks. Thank goodness I get a fairly free hand in the dis- trict of Rock room." Speaking of re- leases, there's a new one in the Sandersfamily, Michele Lee, born April 10, 1981.

LET'S GET PERSONAL: "Why don't personalities with regular record shows give list- eners a chance to send in a picture at autograph once in a while?" writes A Toron- to. We get interested in them as people and suffer plain old curiosity when we see pictures of their homes and families are like, what their hobbies are, what kind of food or movies they prefer. Seems to me disk jockeys used to talk more about themselves than they do nowadays. It's a lovely thing.

TOP 40 FRENZY: Bob Ferry, KVAF, Phoenix, Arizona, writes: "Station deejays and disc jockeys alike are getting themselves into a frenzy over this top 40 business. I think Martin Block, Ray Kaye and Ray Hollis in the middle."

ON THE BEAT

RHYTHM & BLUES - ROCK & ROLL

By BEN GREAVY

FOLK TALENT & TUNES

Around the Horn

Jimmie Martin and the Sunny Mountain Boys have a new one on Decca titled "Oawns of Diamonds." . . . On the strength of his showing on his NBC Sunday Night show, "King for a Day" and "3-Cent Candy," Oreille Couch will have his first release on the Mercury label. It will mark his first 78 record. "Maybellene," on April 17, May 5, with one side premied by Jimmie. "King for a Day" is now on the second side with Eddie Mc- Duff. . . . Jimmy Dale's "sounding" concert at the State Fair in Raleigh with Ethel Waters, and the more the merrier, show should be a hit. The program should be able to turn in a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid showing and if the program can get underway, it might be to their advantage to give the crowd what they want, a solid...

MUSIC AS WRITTEN

By BOB BOLONTZ

NEW STEMT WRITING BLOOD

As an indication that the older writer names no longer have the tremendous amount of power they once had, the old names are coming out, men or women, are engaged in writing with a different or new area of marketing for the full scale. Mosie Chung and Tom Appling, Carole Leigh, Maureen, Marvin Fisher, Bob Allen and Al Stilman, Stephen Smidnik, David Bridger, Myron McPherson, Edward Elliott and Sol Kaplan, and Bob Merrill and Dick Adler.

CASTE BIDDEN BY HEART ATTACK

A little funny story about the casting of the Jimmy Dar- wey orchestra, since the death of Jimmy, is hospitalized in Muscle, Ind., since Saturday (18) with a heart attack. Rumors had spread all over the country, but a quick look at the orchestra's history shows its regular dance shed without interruption. MCA is living up to its promise of never to lose an instrumentalist to substitute for Cast.

New York

Sampu Fain and Paulie Webster, have been commis- sioned to write the score for the film "March Girls." Picture will star Bar, Gorge Carl and Tommy Sands. . . . Cee Records, Hooten's-based label on June 16 have been distributed by George Goldar's Cee record label nationally. Jimmy Duncan, who pressed "My Special Angel" last year, is the a-d man for the motif. . . . Carlton Records has signed thru Lynn Evans. . . . Jon Staffon Imports has signed thru the one-Offs, "The City on April 30th with warm wishes to the entire DeBone Memorial Week will be commemorated starting April 23, in honor of the great deejay. . . . The record label..."

New York City's Carnegie Memorial Concerts will present the Goldstein Band in a series of 50 concerts in Carnegie Hall and at Planet Food, Brooklyn Starting in June. Willur De Fair will appear at the Midtown Shakespeare Festival at Stratford, On August 9. . . . The John Johnson Company, an affiliate of the New American Composers Alliance for service to contemporary mankind will present..."

The Philadelphia Orchestra will feature "Credence," a new American work penned by William Schuman, head of Julliard Music School, on the only U.S. tour taking May 12. . . . Arvon Research has signed a new label distributed by George Goldar's Cee record label nationally. . . . EDMUND J. SIMONS of Pittsburgh is titled "Smilin' Alamy."

A NEW LABEL, Palmer Records has been organized in Philadelphia. . . . Joe Carlton heads for the Coast next week to do some recording. He will spend a day after L.A. with Joe Carlton, Joe of the Famous Philharmonic, then go to Palm Beach in Chicago starting May 8. . . .本土 Knight will appear at the Philadelphia May 8 thru May 10. . . . Darrell Green at 180-Records. . . . The Stadium Concerts Open in New York City on June 3rd. . . . Red Ink is now playing the Beacon Club in Denver.

LOREN BECKER, sales manager of Gomel Award Records, became the father of a baby, Leonard, April 19. . . . The second jazz show with June Christy, Bud Shank, Bob Cooper and the Clef Club is being arranged. . . . Record sales in the West Coast, and many other European countries, will play Africa next month in such cities as Cape Town, Johannesburg and Durban. . . ."HECTOR BOLSON has a new "Charley Pride" show on May 3. . . . Jack Archer, head of Archer Associates is recovering from a slight heart attack at the Dobbs Ferry Hospital in New York. . . ."

Singersongwriter Dale Silverman of Missouri, Okla., has replaced Marjorie Wilkin in the operation of Earl Batm Nashville. The Earl Batm Ranch label, which Tina Louise has been signed to release for United Artists Records from as Janie and Ann. Dale's first single was released through an agreement with Jack Gold, who was one of the first of the "bright young men" who started a record label, Gold's Paris Records has not only come up with a number of hits that have been recorded by the Four Freshmen into more talent who come up with a potential hit with each release.

Hollywood

Dick jockey Earl Daniel has joined Stanie KAYO following his KLAH show on the West Coast. Dick is handling the promotion chores for Hattie Dippers. . . . Singer Ken Miller has cut a new album for Mericles and Sue. . . . Joe Lohak has inked a personal management contract with Zina Louise has been signed to record for United Artists Records from as Janie and Ann. Dale's first single was released through an agreement with Jack Gold, who was one of the first of the "bright young men" who started a record label, Gold's Paris Records has not only come up with a number of hits that have been..."
Capitol Grabs a Lion's Share

"It's Different"...and showing for a big hit!

Pretty Baby

Gino & Gina

THE BILLBOARD 11

ARRIVEDERCI, ROMA

RECORDED BY
Roger Williams . . . . Kapp
Mario Lanza . . RCA Victor
Vic Damone . . . . Columbia

PUBLISHED BY
REG CONNELLY MUSIC, INC.
1650 Broadway, New York 19, N.Y.

THE LONG HOT SUMMER

LED FIST, INC.

To the Top Angels . . . .

WHO'S SORRY NOW
CONNIE FRANCIS
I'M GETTING SENTIMENTAL OVER YOU
NELSON RIDGE
BILLY

RAY HENDERSON
ONE MORNING IN MAY
JOSÉ MARRIL on Seros

MILLS MUSIC, INC.

Copyrighted material
High sign for sales!

RECENT POP RELEASES COMING UP STRONG

The High Sign... The Diamond... (R&B) Mercury 71291

The Cash Box TOP 60

High Sign #9671291 - DIAMONDS Don't Talk Back

The Diamonds

Smash Follow-up to "The Stroll"

THE BILLBOARD

APRIL 28, 1958

Law Against Disk Pirating

* Continued from page 1 *

attempts to grant U. S. copyright to recordings shows that "as the importance of radio in the music industry has increased, publishing and recording industry groups have become a more influential lobby in an attempt to secure copyright in sound recordings," by performers and recording companies, citing an example of the Sound of Music record which has been sold in the United States and abroad.

Self-interest considerations were split-performers and manufacturers who have fought for "protection and the right to control" for themselves," the Sanger study points out. Author-publisher groups told Congress the new copyright extensions would be unfair to them. Broadcast and pipe box interest sought a "new open licensing policy," the Sanger report states.

Where would the new sound recording copyright stand in relation to the present statutes' "compulsory licensing" provisions? Miss Sanger says it is highly unlikely that the compulsory licensing would extend to the secondary copyrightable work. Copyrightable Licensing

This brings in the "first sale" and "first use" principles that apply to the secondary copyrightable work. It also makes it clear that the compulsory licensing would not extend to the secondary copyrightable work. Copyrightable Licensing

On the other hand, record manufacturers say that making copyright of a record subject to compulsory license will be unjust to the performer by putting a ceiling on what he could receive. Authors receive royalties from "many sources," in addition to royalties of their music, but performers and record companies get revenue out of their recordings "solely through the sale of records," they point out.

A prime question in record copyright is whether it should belong to the performer or to the manufacturer of the record. Miss Sanger suggests a compromise in having both performer (or multiple performers) and manufacturers work out a settlement between themselves before applying for the record copyright, should the latter become part of U. S. Copyright law.

Expatriate Comment

Comment by four copyright experts from the panel which has been asked to give opinions on the Library of Congress studies, provide some questions but few answers on this issue. Herman Pinkert, counsel for the American Society of Composers, Authors & Publishers, says "no objections" to a law prohibiting record piracy, but it is not sure it should be a part of federal copyright law. He notes a little toughness that "this question of ownership of secondary copyright侵权s the idea that the author of the work might be one of the beneficiaries." Edward A. Sargon, chairman of the American Bar Association's Committee on General Review of the Copyright Law, and representative of East Coast music producers association, says "the gain of the problem concerns whether we are "ready" in this day and age to recognize that a recording is a "writing" within the constitutional meaning now given for copyrightable materials. He believes we are.

However, the copyright expert pointedly refuses from recommending the recording copyright, himself. He feels that many approaches need exploring first. He asks what effect the new copyright would have on the public interest. How would it affect the operators of "three quarters of a million radio and television stations." Copyrighted material

STOP, BABY THE FOUR PREPS Capitol

TRUE TO YOU GENE VINCENT Capitol

3 GREAT RECORDS CAREFUL, CAREFUL EILEEN ROODERS Columbia TSCHEIK, I LOVE YOU PAT BOONE Capitol TIP TOE THRU THE TULIPS RUSS HAMILTON 4034

MUSIC PUBLISHERS HOLDING CORPORATION

Copyrighted material
MACH' SCHNELL ZU DEM GRÖSSTEN SCHLAGER!

Dast ist grossartig von KÜSTE ZU KÜSTE.

Alle einsteigen in

Die Kleine Bimmelbahn

MACH' SCHNELL ZU DEM GRÖSSTEN SCHLAGER!

Dast ist grossartig von KÜSTE ZU KÜSTE.

Alle einsteigen in

Die Kleine Bimmelbahn

MACH' SCHNELL ZU DEM GRÖSSTEN SCHLAGER!

Dast ist grossartig von KÜSTE ZU KÜSTE.

Alle einsteigen in

Die Kleine Bimmelbahn

MACH' SCHNELL ZU DEM GRÖSSTEN SCHLAGER!

Dast ist grossartig von KÜSTE ZU KÜSTE.

Alle einsteigen in

Die Kleine Bimmelbahn

MACH' SCHNELL ZU DEM GRÖSSTEN SCHLAGER!

Dast ist grossartig von KÜSTE ZU KÜSTE.

Alle einsteigen in

Die Kleine Bimmelbahn
**THE AMES BROTHERS**

**A VERY PRECIOUS LOVE**

The smash hit version of the big love song from the Warner Brothers' film "Marjorie Morningstar." With the picture breaking nationally, get set to sell a million plus!

C/W *DON'T LEAVE ME NOW* 47/20-7157

with Hugo Winterhalter's Orchestra and Chorus

---

**Music News**

**RCA Victor**

**Silhouettes, Jerry Lee Lewis, Billy Vaughn, Perry Como, The McGuire Sisters, Pat Boone, the Diamonds, Sam Cooke, the Coasters, Jackie DeshIELDS, Buddy Holly, Chuck Berry, the Teen Kings, the Chiffons, the Four Preps, the Chordettes, the Royal Teens, the Chantels, the Champs, the Four Preps, Frank Sinatra, Billy & Lillie, Bill Haas, Don Twitch.**

---

**Distributor News**

**Continued from page 3**

Fannie Avalon on Channelone and "Johnny B. Goode" by Chuck Berry, "I Wonder Why" by Dionne and the Belmonts on Lowery is starting to click. "A Kiss Is a Kiss" by the Rockin' Chairs on RECORDS is getting action. "Doting and Dreaming" by Teddy Tyle on Golden Crest is moving well. "Indian Love Call" by Ernie Freeman and "Zorro" by the Chordettes on Cadence are strong. Chuck Berry's LP, "One Dozen Beers," has broken out. Hallock describes business as "soft."

**Distributor DOING: Art Goodwin, General Manager of National Record Distributors in Atlanta, writes that National is now distributing the Cadence line. The area covered by National includes Georgia, Alabama and East Tennessee. With the addition of Cadence the distro now has 16 lines.**

**DENVER:** Dick Phillips, manager of R. E. Sweany Company, has created an expanded sales promotion campaign for Columbia records. Phillips feels that the inauguration of an "automatic shipment" plan assumes such dealer increases sales as soon as they are available. Under the plan, dealers may designate the number of records he wants. If these do not move, he is returned the full shipment for full credit.

Ed Barosky reports that "I'm Sorry I Made You Cry" by Cassie Franco on M-G-M is the hottest platter at Edward S. Barosky, Inc., in Philadelphia. He moved over 6,000 last week and has reordered 8,000 more; "Which Doctor" by David Seville on Liberty continues to blaze. He's already gone thus 80,000. "You Mean Everything to Me" by the Slades on Liberty is also going well. Strongest album is "Elka Fitzgerald Sings the Duke Ellington Songbook" on Verve. The Golden Records kiddle line is strong.

**TERRITORIAL TIPS: Johnny B. Goode" by Chuck Berry is reported strong in Tennessee, Pennsylvania, Texa Mex, Iova, Kansas, California, Michigan, Arkansas, Oklahoma, Ohio, Missouri and New York... "Tears, Teacher" by Johnny Mathis on Columbia is hopping in New York, New Jersey, Iowa, Missouri and Ohio... "I Met Him on a Sunday" by the Shirelles on Decca is strongest in Colorado, North Dakota, New York and Wisconsin. "Big Man" by the Four Preps is starting in Iowa, North Carolina and California.

**NOTES IN THE MAIL:** Ralph C. Wormwood, manager of the record department at Silvers Company in Omaha, writes that several RCA Victor releases are jumping. In the lead one "Wear My Ring Around Your Neck" by Elvis Presley and "Kiss Me" by Perry Como. "Strut Me" by Kay Starr, "Boppin' in a Sack" by the Lane Brothers and "Teen Hop" by Donnie & Dale are also moving. In Chicago Distributing Company, Philadelphia, feels that 50th Fox has a winner with its first release, "Big Thing" and "I'm in Love Again" by the Royal Jokers... Harry Kaye, newly appointed promotion head of Hart Distributors in Los Angeles, writes that "Christie, I Love You" by the Sugar Moons by Pat Boone on Dot is their No. 1 disk. "Hot Spell" by Margaret Whiting and "Pia Kula Vogl" by Decca Dikens (also on Dot) are picking... Max Mellen has been appointed branch manager of Decca's St. Louis operation. He was formerly manager of the Peoria, Ill., office. Ken Schlender, formerly a salesman, replaces him in Peoria.

**'At Hop' First; 3 for ABC-Para.**

**Continued from page 3**

"Moon* by Billy Vaughn (No. 6) and Pat Boone's "A Wonderful Time Up There" (No. 14); Coral strength with "Sugar" by the McGuire Sisters (No. 6) and "Pretty Son" by Buddy Holly (No. 11)." The other labels had one record each. In order of sales strength, these are: "Get a Job" by the Billows on Ember; "Stand Up" by Ricky Nelson on Imperial; "Stool" by the Diamonds on Mercury; "Oh, Julie" by the Connors on Excel; "Great Balls of Fire" by Jerry Lee Lewis on Sun; "Sweet Little Sixteens" by Chuck Berry on Chess; "Tequila" by the Charms; "Tuesday's Gone" by the Four Preps on Capitol; "La La La" by Billy & Lillie; "Kiwi's Sweet Thing" by Jimmy Rodgers on Recette; "Oh Boy" by the Crickets on Brunswick; "Raunchy" by Bill Haley & His Comets; "Don't Let Go" by the Roy Hamiltons on Epic; "Lollipops" by the Chordettes on Cadence and "Maybe" by the Chantels on End.

**Top Vocalists**

Best selling artists on singles during the first 12 weeks of the year were (in order of sales strength) Danny and the Juniors, Elvis Presley, Ricky Nelson, the Silhouettes, Jerry Lee Lewis, Billy Vaughn, Perry Como, the McGuire Sisters, Pat Boone, the Diamonds, Sam Cooke, the Coasters, Jackie DeshIELDS, Buddy Holly, Chuck Berry, the Teen Kings, the Chiffons, the Champs, the Four Preps, Frank Sinatra, Billy & Lillie, Bill Haas, Don Twitch. Nineteen other labels had one artist among the top 25.

**REWARD**

For secretaries who want to reach their bosses at the HCA Convention in Chicago, May 6-8. Call ANDover 3-0482, the number of The Billboard's Service Center.
Another
SMASH STEREO
Tape Library

Promotion to Help You
Make this Your Biggest Stereo Year!

You can give it away
with every V-M tape
Recorder you Sell!

Use the NEW Voice of Music Stereo Tape Library to sell the
sensational 'Celeste' table model tape recorder. It plays BOTH
Stacked AND Staggered stereo tapes, records and plays back mon-
aurally in flawless high fidelity. Blonde or mahogany. Model 750,
just $275 List* (Black or brass legs optional).

The NEW Voice of Music Stereo Tape Library

- **Moonlit Moods.** Best-selling Lenny Herman and "the Mighti-
est Little Band in the Land" play Paper Moon, Moonlight Cocktails,
etc.
- **Heartstrings.** A romantic collection of ballads beautifully
played for dancers and dreamers by Henri Brando & his Strings.
- **Surprise Symphony.** Haydn's Symphony No. 94 in G played by
the Mannheim National Symphony Orchestra conducted by Her-
bert Albert.
- **Solidly Sam.** Jazz at its best and Stereo at its most thrilling by
Sam Donohue and his crew.

**88 Minutes of Melody • Selections for Every Musical Taste**

Tie-in V-M's matching StereoVoice amplifier-speaker.
Same speakers, same styling, same finish as the 'Celeste' tape
recorder! Sell BOTH as a COMPLETE HOME STEREO
SYSTEM. Model 165, Just $85 List* (Legs optional).

GET SET NOW FOR SELLOUT STEREO BUSINESS. CALL YOUR V-M
DISTRIBUTOR FOR ALL DETAILS TODAY!
Rack Route Sales Bulge in 1958

• Continued from page 1

ace of the trend toward suburbanization and cautiously living. The merchandising establishment to satisfy the demands of consumers in evolving areas will continue. At present there are about 150 rack jobbers or "service merchandisers" in the field. This number may be expected to increase. And, certainly, many of those who do not already carry records may be expected to do so in the near future.

Jobber's Answers What is the average jobber like? How does he operate? To answer these and other questions, The Billboard surveyed a large group of them. This is what we learned:

All of the jobbers who answered the survey reported that they have more than 100 racks on location. Each rack is serviced on the average of once a week and many are serviced more often than once a week.

How much merchandise does the average rack carry? Forty-seven percent per cent of their inventory ranges from $200 to $300. Twenty-nine and a half per cent falls in the $100 to $300 category and the remaining 23.6 per cent were evenly divided between the $100 to $200 and the over $300 categories.

The rack operators do not attract customers with cut prices. Only 6 per cent of the operators run special promotions and 21.5 per cent sell at less than the manufacturer's suggested price. Other operators reported that they buy and price the discs before putting them on their racks.

Variety Stock

A variety of merchandise is carried on the racks. The breakdown between various classes of discs is, as the average, is as follows: 15 c.p.m. singles (32 per cent), LP's at $3.95 (31 per cent), 45 c.p.m. extended play (20 per cent), LP's at $1.95 (11 per cent) and kiddle records (5 per cent).

In addition, a surprising number carry record accessories of some kind. More than 90 per cent of the jobbers reported that they carry accessories of some type. This is what they carry: (in order of frequency on the survey questionnaire): 1-record racks; 2-cleaning clothes; 3-needles; 4-record carrying cases; 5-adaptions; 6-poetry; 7-instant启动s and brushes. Slightly more than 70 per cent reported carrying needles. It must be pointed out, however, that the needles fall into two categories: They are either the three-speed compromise types with cotton tips or the steel "jokas" for inexpensive kiddle phonos. In both cases, needles are cased and priced (the cottons at under a dollar and the kiddle needles at 50 cents a packet).

It has been reported that one rack jobber in the Midwest is using a supplemetal replacement needles for the two most popular cartridge types. It is safe to say, however, that the consumer who cares about the condition of his records will not go to a record specialty shop for some time to come in order to get the needle of his choice.

In order to sell a record, it has to be on the rack jobber's shelf. In today's competitive market, the consumer wants it. Like the traditional record dealer, the rack jobber has to choose from the heavy volume of new releases and try to guess when the record is beginning to sell in his market, in order to get the needle of his choice.

To minimize his risk, the jobber uses all the techniques that the traditional dealer has been using for so long. He studies the releases, looks at the ads, checks the current radio, does his homework, and checks local designs plays and consults the best hits lists distributed by local radio stations. And, like the dealer, he tries to weigh the dict: In the LP field, in which movement of records on and off the best selling charts is slower, the jobber also has to change the above. But, in addition, he keeps charts of his own and watches sales movement carefully. His mistakes are much less frequent than the rack jobber.

Promotion Values

One of the more surprising fact turned up by the survey is that the jobber has a strong sense of promotion values. It's surprising in view of the fact that he has a built-in traffic factor.

Some rackers sponsor top radio shows. Others, in fact most, use spot radio extensively. The top radio shows sponsored by one TV. One told The Billboard that he produces his own Top 30 list. Window streamers, special divider cards, browsers featuring specially printed merchandise figures in the average rack jobber's exploitation of record merchandise.

Dumps! Deals!

The one concession that the rack jobber makes to merchandise on a "deal" is if he can use it on a "dump" in the supermarket—that (Continued on page 17)

JOBBER TELLS ALL

How to Rack Up Super Disk Sales

By RALPH FRES

AMSTERDAM, N. Y.—Up to this point, Almor has never sold a phonograph record. Today the firm is instrumental in making it $300.00 (at retail) in the upper New York State area.

Almor, Inc., is a rack jobber or, as they prefer to be called, a "service merchandiser." In addition to records, they handle toiletries and beauty aids, toys and housewares. The firm is just beginning to move into stationary and school supplies, but records are a vitally important part of their operations. They account for one-third of Almor's total business.

How Many?

How did Almor build their record business so fast? How do they keep it growing? What problems do they face? What routine do they follow to service their customers? To get the answers to these and other questions, The Billboard interviewed Almor's president, Morris Hyman.

Hyman's cuffed desk stands in a spacious ground-floor office of a warehouse on Amsterdam Avenue. Almor's firm, at the lower height, in three approximately equal sides of about 125 miles each. Within this triangle, they have a small warehouse, house from one supermarket to another, serving more than 500 record racks.

Depth vs. Variety

Each of Almor's 250 racks is $250 to $300 worth of disks. The proportion of repeated disks breaks down as follows: 15 pop singles to a depth of six, 40 to 50 EP's, and 40 to 50 LP's.

"We don't buy variety. We do buy variety," explains Mr. Hyman. "On a pop single, we'll buy enough. We don't buy variety. We do buy variety." We'll buy about 700 of an LP's 81 the same on an E.D.

With that $250 to $300 worth of records, Hyman pointed out, the average rack will do from 75 to $100 a week and turn over its inventory about 17 times a year. By comparison, the average rec-ord-money store consists of a four- or five-time turnover of its wide variety inventory very good.

A list of the locations of Almor's racks reads like a directory of small towns (Greenpoint, Upper Lake, Tupper Lake, Grand Crago, Kew-Neck, New Villers).

The average town has from 1,000 to 2,000 population, not exactly a market for a record specialty shop. Multipled, these small towns represent a sizable market.

Many of these locations are supermarkets. The average family in the area will visit the location at least once and often two or more times a week. Other locations are department stores and conduited stores (such as 5 and 10's and PXs). Almor estimates that 90 per cent of their customers are regulars and the other 10 per cent are flusters who may shop in one outlet one week and in another the next.

Takes Over Problems

The firm has had consistent success in taking over record departments in stores that didn't want to be bothered with disk department problems. Hyman points proudly to a store of the Sears, Roebuck type that did $25,000 annually in records and produced nothing but losses. The rack store, now serviced by Almor, is doing $55,000 annually, is making plenty of money, and does it in one-third of the former space.

"In taking over a store like that," Hyman says, "we give the customers only 25 per cent of the selections they used to have but at the same time, we satisfy 90 per cent of the demand."

Anti-Pilferage Assists

Almor is deeply concerned about pilferage. This may seem somewhat paradoxical since the firm is in the same game as a distributor with regard to theft. Records stolen represent losses to the rack location rather than Al- mor. Still, the firm has to be concerned;① the rack jobber doesn't create the location, it will be thrown out.

If customers are going to steal singles, it suits Almor, he says. "One solution for the customer cannot stuff two records in one sleeve. Almor also used to

ABOVE: Morris Hyman, president of Almor, Inc., holds a single rack designed by his firm for use by department stores. Divider cards identify records in each.
prices all albums with stickers. The customer was amazed that they could remove a $4.98 sticker and replace it with a sticker for a $3.98 album. The clerk at checkout would never know the difference. To circumvent this design, Abline now packages all albums in a clear, eight-panel poly bag.

**Upfront List Prices**

Hyman also noted that all merchandise is sold at full nationally advertised list price.

"Record specialty stores should force us," he says. "We've pretty much convinced them because we hold price."

**Point-of-Sale Sizing**

But the biggest problem Abline has, according to Hyman, is getting the distributors and manufacturers to see the rack jobber's point of view.

"It's amazing that these big manufacturers understand so little about one of the few advertising outlets. Only a handful of albums currently differ from the record business for the past 20 years.

To Each His Own

Of the 12 servicemen employed by Abline, five operate out of the Amsterdam branch, five out of Syracuse and two out of Burlington, VT. They handle only records. Often those servicemen will run into other Abline servicemen who handle toys and housewares in the same supermarket. Wouldn't this one serviceman handle all the Almor line?

"The way we do it, it's more efficient," explains Hyman. "We find that a serviceman handling all lines serviced fewer outlets per day. Our record men, for instance, can handle nine accounts a day. But a drug and toiletries serviceman can work only four accounts a day. We had to split them up. Believe me, this is the only way to do it."

**Competition**

Abline runs a full competition from an interested source but it doesn't worry them too much. The competition is comprised of small manufacturers who handle about 40 percent of the supermarket. Why don't you see a serviceman handle all the Almor line?

"It's amazing that these big manufacturers understand so little about one of the few advertising outlets. Only a handful of albums currently differ from the record business for the past 20 years.

**Competition**

Abline runs a full competition from an interested source but it doesn't worry them too much. The competition is comprised of small manufacturers who handle about 40 percent of the supermarket. Why don't you see a serviceman handle all the Almor line?

"It's amazing that these big manufacturers understand so little about one of the few advertising outlets. Only a handful of albums currently differ from the record business for the past 20 years."

**Rack Routes**

- **Continued from page 10**

is a special location apart from the rack. Whether or not he is able to place such a dummie is dependant on several factors; how good a deal it is, how much the supermarket management will charge him to put the dummie in and how good a rack jobber he uses in the area. Some rack jobbers offer bonuses to servicemen for every dummie they place.

**Here to Stay**

Expansion is no problem for the rack jobber. When he gets set up to handle any new business that comes in his way, and he always seeks out new locations.

Without question, racks are here to stay and rack competition will grow substantially in the near future. As the innovations for the coming year, mentioned earlier this year, are conservative, if anything.

**Record Gains**

Pete Wambach's crew services more than 230 racks throughout the entire Pennsylvania. They have pushed his total billing from $103,000 in 1959 to $358,000 in 1967. Wambach's estimate for this year is $750,000.

It is interesting to compare the business he tolled on his racks with that of his retail store. While his rack business in 1957 was more than tripled, his retail sales went up 21 percent. Looking at it another way, his gross sales in his retail operation represented one-fifth of the total billing on the racks. In the first quarter of 1958, his retail sales have gone up 23 percent but at the same time, the retail gross sales now represent only one-twelfth of the total billing on the racks.

Most of the Wambach racks are in the major chains such as King's, McGavock and Murphy. Other outlets include general and grocery stores, excluding the big supermarket chains. Wambach hasn't been able to place racks in the big super chains; they're not able to sell by bigger operators.

**Small Unit Sales**

Interestingly, the Wambach racks in the brand name stores for about $350 in weekly sales, on the average. This compares with the average gross on the supermarket racks of about $100.

**For the Future**

Wambach's racks are placed, for the most part, in towns of less than 1,000 population. There are plenty of towns of this size in the State and Pete Wambach hopes to hit them all sooner or later. This seems ambitious but it isn't as far-fetched as it may seem. Of the State's 48 counties, Wambach's men already cover 41.

According to Wambach, "I feel that in a few years we won't be doing business as we are now. We will have to adjust to the competition from the new and growing markets."

**Pennsylvania**

The Pennsylvania market, with its large number of supermarket chains, offers a number of interesting opportunities. The Pennsylvania supermarket chains are interested in rack merchandise and are willing to give it a fair chance. However, they are very selective in their choice of rack jobber. The Wambach rack jobber has been selling in Pennsylvania for a number of years and has built up a good reputation with the Pennsylvania supermarket chains. He is a member of the Pennsylvania Wholesale Club and has been active in the Pennsylvania Retail Grocers Association.

**How He Services**

Many of the Wambach racks are serviced by mail. Every week, he sends an inventory card to the owner of the location. This is a simple card, with a printed order form on the back, and the customer can simply mail it back. This is the only service given the rack, however, regular calls are made by the Wambach crew.
**Best Selling Pop LP's**

For Survey Week Ending April 19

**Classical Album**


Latest disk contribution by multi-faceted composer/writer musical comedy idiom to open for interesting results. Some marital tensions in suburbia are illuminated with wit and insight. Commentaries by "Greek Chorus" in guise of radio vocal trio are especially amusing. Live production of Bernstein's "Mambo" is composer's constant exposure as conductor, TV personality, performer and stage writer Promise lively sales.

**Special Merit Jazz Album**

**PAUL CHAMBERS QUINTET (1-12')** - Blue Note 1594.

Chambers grows on basis with each new effort. In this set he fronts a group of local jazz men that spotlight D. Byrd, trumpet; C. Jordan, tenor sax; T. Flanagan, piano and E. Jones, drums. "Mister Brown Down" gives the artist full opportunity to display his talent. It's a set that should click with the modern jazz buffs. Other numbers include "Feelin' Like the Morning Sun" and "The Hand of Love," a Chambers original.

**New Jazz Talent Album**

**HERE COMES LOUIS SMITH (1-12') - Louis Smith, Trumpet-Blue Note 1594.**

Smith is one of the freshest newcomers on trumpet in some time. He has imagination, tone, and versatility. His ballads are handled as well as his blues numbers. He is excellently paced by a rhythm section including A. Taylor, drums; D. Jordan and T. Flanagan, piano and D. Watkiss, bass. B. La Fosse is heard on alto. With exposure this could step out. Standout set is "Tribute to Browne."

**Speciality Album**

**GREAT RUSSIAN FOLK DANCES (1-12') - Mooyow Russian Folk Ballet Company & Orch (Galappin) & Hungarian State Folk Ensemble (Galoil).**

In the course of their ballet repertoire, the ensemble has been showing audiences the actual characteristic features of the Russian folk dances. The selections are performed in the spirit of the folk dances with the use of traditional Russian folk instruments.

**Rock Chart**

- **Best-selling Rock Chart**
  - **1. COME FLY WITH ME**
  - **2. MUSIC MAN**
  - **3. SOUTH PACIFIC**
  - **4. LESTER LANNIN AT THE TIFFANY**
  - **5. EDDIE GORME VAMPS THE ROARING TWENTIES**
  - **6. WARM**
  - **7. ELVIS' GOLDEN RECORDS**
  - **8. THE FALLEN STAR**
  - **9. GOODNIGHT, DEAR LORD**
  - **10. FABULOUS JIMMY DORSEY**

**Package Records Buying Guide**

- **Review Spotlight on...**
- **Children's Album**
  - **CARETAKER'S ALBUM** - Bob Keeley, Golden A-1550.

- **Low Price Children's Album**
  - **CAPTAIN KANGAROO (1-12') -** Bob Keeley, Golden A-1850.

**Album Cover of the Week -**

**Marjorie Morningstar**

- **MARIORIE MORNINGSTAR, RCA Victor LOC 1964.**

The plot, based on the hit play by Philip Barry, tells the story of the successful Broadway star who must choose between her current romantic interest and her past love, who is now a successful businessman.

**Most Played by Jockeys**

- For Survey Week Ending April 19

- **1. COME FLY WITH ME**
  - **2. MUSIC MAN**
  - **3. SOUTH PACIFIC**
  - **4. LESTER LANNIN AT THE TIFFANY**
  - **5. EDDIE GORME VAMPS THE ROARING TWENTIES**

- **Rock Chart**
  - **1. JAILHOUSE ROCK**
  - **2. ELVIS**
  - **3. RICKY**
  - **4. HEARTBEAT**
  - **5. JOHNNY MATHIS**

- **Country Chart**
  - **1. COME FLY WITH ME**
  - **2. JIMMY DORSEY**
  - **3. ROGER WILLIAMS**

**Store Recorded Sales**

- For Survey Week Ending April 19

- **1. JAILHOUSE ROCK**
  - **2. ELVIS**
  - **3. RICKY**
  - **4. HEARTBEAT**
  - **5. JOHNNY MATHIS**

- **Country Chart**
  - **1. COME FLY WITH ME**
  - **2. JIMMY DORSEY**
  - **3. ROGER WILLIAMS**

**The Billboard's Music Popularity Charts... Packaged Records**

**April 28, 1953**

**The Billboard's Weekly**

**Save Money Order Your Billboard Subscription Today**

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

Please enter my subscription to The Billboard for one full year (52 issues). I enclose $15 payable in cash, money order, postal order or check.

Name:

Address:

City: Zone: State:
SELL WITH

**STOCK SWAP!**

**RIVERSIDE and JUDSON** Records' Dynamic Plan to Increase LP Sales TODAY!

A remarkable opportunity for alert record dealers to unload unsaleable stock now cluttering shelves by swapping for fast-selling albums on two of America's finest independent labels.

**THE RIVERSIDE PLAN:** For each 15 LPs you buy—pay for 10, swap for 5. Swap five 12" LPs listing at $3.98 or more of any other label for five $4.98 12" Riverside albums...with the purchase of each 10 additional LPs from the extensive Riverside catalog.

**THE JUDSON PLAN:** For each 15 LPs you buy—pay for 10, swap for 5. A separate plan, but it works exactly the same way; swap five 12" LPs (listing at $3.98 or more) of any other label for five 12" Judson albums...with the purchase of each 10 additional LPs from the popular Judson catalog.

These labels feature brilliantly-recorded, superbly-packaged albums by such outstanding talents as: Cyril Ritchard, Thelonious Monk, Chauncey Gray, Eleanor Roosevelt, Stanley Holloway, Garry Mulligan, Oscar Brand, Henry Morgan, Louis Armstrong, Bob Gibson, Lenny Herman, Alec Templeton, Sonny Rollins, Martyn Green and many others; plus Riverside's sensational Hi-Fi Sports Car Series.

**In short:** Put fast-moving Riverside and Judson albums on your shelves. For each 15 LPs on either label, pay for 10 at regular dealer price and swap 'dead' other-label stock for the other five.

**STOCK-SWAP replaces stale LP inventory with fresh, fast-selling merchandise at GREATER DEALER PROFIT!**

**STOCK-SWAP is in effect NOW,** ends May 17th. Contact your distributor TODAY.

---

**RIVERSIDE & JUDSON RECORDS** 553 WEST 51st ST. NEW YORK 19, N. Y.
NEW FROM MAY'S MONTHLY BUDGET SPECIAL!

MONTHLY BUDGET SPECIAL

RCA CAMDEN

ORDER TODAY!

One of the most tuneful and joyous of all operettas, a recent TV spectacular! Brightly showcased here by top cast, with AL GOODMAN'S Orchestra. High fidelity sound and sales smart packaging in full color make this a natural for long profits. Feature the Monthly Budget Special! CAL 437.

PROFIT PICKS OF THE MONTH! $1.98 for each 12' Long Play album

THE LIGHTER SIDE

All the looks from the great new Lennox-Lewis mural: Sparkling instrumentals on enchanting "New Orthophonic" recording. CAL 439.

The popular movie & opera star presents a collection of lighter songs that's full of real jazz and fun. CAL 412.


SUGARLIPS, SUGARLY THE TRIOBRACKETS, ALL THE WAY. LUSHTHEATRICAL POLKA, plus 8 with special arr. by top arranger CAL 413.

LOU MODE SONGS FOR YOU

With Hugo Winterhalter & Joe Newman. (413) RCA Victor LPM 1949. A group of Lester Young inspired songs, arranged and conducted by Hugo Winterhalter, with Latin strings as compared to the more usual inspired backing for Miss Fitzgerald. More recent efforts, are nevertheless smooth and well-arranged. Attractive cover art sets the time for the mood of the offering as well as presenting the label, "Laurel & Gold," etc. Can sell and it's worth its price.

LOU MODE SONGS FOR YOU

W/ Hugo Winterhalter & Joe Newman. (413) RCA Victor LPM 1949. A group of Lester Young inspired songs, arranged and conducted by Hugo Winterhalter, with Latin strings as compared to the more usual inspired backing for Miss Fitzgerald. More recent efforts, are nevertheless smooth and well-arranged. Attractive cover art sets the time for the mood of the offering as well as presenting the label, "Laurel & Gold," etc. Can sell and it's worth its price.

SWEET AND LOVELY. Let us use this record. It's Only a Paper Moon. Linger Longer. Right affair. CAL 301.

Intermezzo. Pretend Song from "Moulin Rouge." Wuthering Heights. CAL 312.

Donkey Serenade. Sweethearts. Gimme Mm. Will Turnaround and others. CAL 357.

order from your distributor today!

MAN ALIVE

Frankie Vaughan With Wally Stott. (413) RCA Victor LP 2201. A splendidly LP debut in the "Bonnie Braes" and "Vagabond" vein. Vaughan has some terrific tenor sax in the sugar lump style and the recording is excellent. Perfectly cut, especially in the "Waltz Dream" section. A good Introduction. With piano, this hit can be sold.

POPPULAR

A HOLIDAY IN VIENNA

Kurt Weill. Longines-Radio Hour. (413) RCA Victor LPM 2002. A transcribed set of well-known instrumental pieces, this cut is a must of driving spirit around the world. It's a good change of pace programming set for the holidays. Quality is excellent. Excellent" for the light, easy, background listening. It is a good introduction. With piano, this hit can be sold.

POPULAR

IN THE STILL OF THE NIGHT

Stevie Wonder. (413) RCA Victor LPM 2002. This is a collection of standards performed with a Latin accent by Stevie Wonder. It is a hit. Latin Holiday. Songs include: "In The Still Of The Night," "I'll Remember April," etc. Can create an ambience in the mood of the mood and provide the perfect lift for the season. Sold.

SUGARLIPS, SUGARLY THE TRIOBRACKETS, ALL THE WAY. LUSHTHEATRICAL POLKA, plus 8 with special arr. by top arranger CAL 413.

SUGARLIPS, SUGARLY THE TRIOBRACKETS, ALL THE WAY. LUSHTHEATRICAL POLKA, plus 8 with special arr. by top arranger CAL 413.
a great New label

SUNBEAM RECORDS

with a hit on their 1st release

GERRY GRANAHAN
singing

GIRL OF NO CHEMISE
MY DREAMS PLEASE

SUNBEAM RECORD No. 102

THANKS . . . To all the RECORD COMPANIES who expressed the desire to purchase the master of our initial recording efforts. It was like a "SUN BEAM" breaking through the clouds, to know you agree with us, that we have a HIT!

Sunbeam Records, Inc.

THANKS . . . To all the RECORD COMPANIES who expressed the desire to purchase the master of our initial recording efforts. It was like a "SUN BEAM" breaking through the clouds, to know you agree with us, that we have a HIT!

Sunbeam Records, Inc.
NEW • BEST SELLING!

BURLIAGE LUNON—RED FOXX
BUDDY'S BEST—BUDDY COLLETTE
THE COLD, COOL PENGUINS
EXPLORING THE FUTURE—CURTIS COUNCIL QUINTET

DOOTO RECORD CORPORATION
9513 S. Central Avenue
Los Angeles, California

CLIMBING FAST!
GROOVY JOE
47/20-7207

RCA VICTOR

A vital issue for those who manufacture or sell tape and tape equipment.

The Billboard’s Music Popularity Charts... PACKAGED RECORDS

APRIL 28, 1958

Reviews and Ratings of New Popular Albums

Reviews and Ratings of New Jazz Albums

BEWARE OF MISLEADING ADVERTISING

A supplier's advertising that are off the mark are as perfect for your phonograph.

This is NOT TRUE. The supplier's style is generally badly handled and roughly chiselled, as the above overdrawn photo proves.

RECORDON diamond style set hand-polished, mower-smoothed to customer satisfaction, good will and higher price. And—remember that NOBODY SOLD FOR LESS.

Instruct on RECORDON.

RECORDON CORPORATION
53 South 3rd Street, Brooklyn, N. Y.

PEERLESS ALBUM CO.
Since 1919
The leading manufacturer of

Related services include:
PLATE MAKING & PRINTING IN EVERY PROCESS
QUALITY WORKMANSHIP from the modest machine to plant in the world
DAY AND NIGHT SHIFTS ensure your on-time delivery
AWARD WINNING DE LUXE PACKAGES

peersless Album Co.
500 Union St., Brooklyn, N. Y.
Stirling 6-5555

NEW: A CLASSIC RECORD STORY FOR THE FIRST TIME IN HISTORIC NARRATION

WALT DISNEY RECORDS
BURBANK, CALIFORNIA

Album of the Week

JEAN MELIS
"TOMORROW"

Celp #411

29 West 60th Street
New York 19, N. Y.
J-6103
Looking toward the undreamed of horizons of Our Industry

MILLER INTERNATIONAL COMPANY

takes pride in announcing

A NEW WORLD OF SOUND IN

STEREO - FIDELITY

100 MAGNIFICENT STEREODISC RELEASES IN 1958

INITIAL RELEASE OF THE FOLLOWING 20 ALBUMS ON MAY 20th IN THE MOST REVOLUTIONARY PACKAGING EVER USED IN THE RECORD INDUSTRY

<table>
<thead>
<tr>
<th>Album Title</th>
<th>Orchestra/Chorus</th>
<th>Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complete Minstrel Show</td>
<td>Hollywood Sound Stage Chorus</td>
<td>SF-1600</td>
</tr>
<tr>
<td>Rhapsody In Blue</td>
<td>Hamburg Philharmonic Orchestra</td>
<td>SF-1800</td>
</tr>
<tr>
<td>Honeymoon in South America</td>
<td>Rio Carnival Orchestra</td>
<td>SF-1900</td>
</tr>
<tr>
<td>Johann Strauss Waltzes</td>
<td>The Danube Strings</td>
<td>SF-2000</td>
</tr>
<tr>
<td>Honeymoon In Paris</td>
<td>Paris Theatre Orchestra</td>
<td>SF-2500</td>
</tr>
<tr>
<td>Scheherazade</td>
<td>North Germany Symphony Orchestra</td>
<td>SF-2600</td>
</tr>
<tr>
<td>Around The World In 80 Days</td>
<td>Cinema Sound Stage Orchestra</td>
<td>SF-2800</td>
</tr>
<tr>
<td>Honeymoon in Manhattan</td>
<td>The New World Theatre Orchestra</td>
<td>SF-3000</td>
</tr>
<tr>
<td>Let's Dance To Hits Of The 30's &amp; 40's</td>
<td>The New World Theatre Orchestra</td>
<td>SF-3100</td>
</tr>
<tr>
<td>Pejama Game &amp; Silk Stockings</td>
<td>The New World Theatre Orchestra</td>
<td>SF-3300</td>
</tr>
<tr>
<td>Guy Nineties Waltzes</td>
<td>The Gaslight Orchestra</td>
<td>SF-3400</td>
</tr>
<tr>
<td>&quot;101&quot; Strings In A Night In The Tropics</td>
<td>SF-4400</td>
<td></td>
</tr>
<tr>
<td>&quot;101&quot; Strings Play Hit Songs From Pal Joey</td>
<td>SF-5000</td>
<td></td>
</tr>
<tr>
<td>Tchaikovsky's 1812 Overture</td>
<td>Nord Deutches Symphony Orchestra</td>
<td>SF-5100</td>
</tr>
<tr>
<td>Saferi</td>
<td>Trans World Symphony Orchestra</td>
<td>SF-5500</td>
</tr>
<tr>
<td>Blues</td>
<td>101 Strings Orchestra</td>
<td>SF-5800</td>
</tr>
<tr>
<td>Depression</td>
<td>Hollywood Sound Stage Chorus</td>
<td>SF-6300</td>
</tr>
<tr>
<td>Bridal Bouquet</td>
<td>101 Strings Orchestra</td>
<td>SF-6400</td>
</tr>
<tr>
<td>Hi Fi Band Concert</td>
<td>Pride of the 48</td>
<td>SF-6500</td>
</tr>
<tr>
<td>South Pacific and Music Man</td>
<td>Hollywood Sound Stage Chorus</td>
<td>SF-77</td>
</tr>
</tbody>
</table>

These albums will retail for $2.98 each with standard discounts prevailing. We cordially solicit any inquiries, exchange of technical or sales information from our competitors, suppliers or parts and component manufacturers. Sample pressings will be submitted at no charge upon receiving your request on proper letterheads.

We feel that with the advent of stereodiscs the record industry and its allied fields are faced with an exciting and challenging opportunity to give the public a wonderful new world of sound. Only our individual quality standards will advance or retard its progress. We will all gain in pride and profit if this opportunity is met with a sense of responsibility at all levels in the industry.

*Y.M. Registered 1958 by

MILLER INTERNATIONAL CO., Swarthmore Industrial Center, Swarthmore, Penna.
### The Nation's Top Tunes
For survey week ending April 19

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Peak Position</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>1. He's Got the Whole World in His Hands</td>
<td>Bing Crosby</td>
<td>RCA Victor</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>24</td>
<td>2. Twilight Time</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>3. Witch Doctor</td>
<td>V网友</td>
<td>Decca</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>24</td>
<td>5. Tequila</td>
<td>The Champs</td>
<td>Millennium</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Peak Position</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>16. Return to Me</td>
<td>Perry Como</td>
<td>MGM</td>
<td>15</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>17. Chanson D'Amour</td>
<td>Harry James</td>
<td>Manhattan</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>18. Oh, Lonesome Me</td>
<td>Bing Crosby</td>
<td>Columbia</td>
<td>17</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>19. Sail Along Silvery Moon</td>
<td>Red Sovine</td>
<td>Capitol</td>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>24</td>
<td>20. Believe What You Say</td>
<td>Bobby Darin</td>
<td>Capitol</td>
<td>23</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Peak Position</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>21. Twenty-Six Miles</td>
<td>The Platters</td>
<td>Mercury</td>
<td>14</td>
<td>12</td>
</tr>
<tr>
<td>24</td>
<td>22. The Little Blue Man</td>
<td>Neil Sedaka</td>
<td>Epic</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>24</td>
<td>23. Sweet Little Sixteen</td>
<td>Chuck Berry</td>
<td>Imperial</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>24</td>
<td>24. Lazy Mary</td>
<td>Tony Bennett</td>
<td>Columbia</td>
<td>20</td>
<td>5</td>
</tr>
<tr>
<td>24</td>
<td>25. Don't You Just Know It</td>
<td>Bing Crosby</td>
<td>Columbia</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>24</td>
<td>26. My Bucket's Got a Hole In It</td>
<td>Roy Orbison</td>
<td>Monument</td>
<td>25</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Peak Position</th>
<th>Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>24</td>
<td>27. Breathless</td>
<td>Barry Manilow</td>
<td>Atlantic</td>
<td>27</td>
<td>7</td>
</tr>
<tr>
<td>24</td>
<td>28. March From the River Kwai</td>
<td>Nelson Riddle</td>
<td>Columbia</td>
<td>26</td>
<td>6</td>
</tr>
<tr>
<td>24</td>
<td>29. Arrivederci Roma</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>24</td>
<td>30. For Your Love</td>
<td>Brenda Lee</td>
<td>MGM Records</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>24</td>
<td>31. Looking Back</td>
<td>Gracie Fields</td>
<td>Capitol</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

---

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

**WARNING:** The title "HONOR ROLL OF HITS" is a registered trademark and the listings of the hits have been copyrighted by the Billboard. Use of either may not be made without The Billboard's consent. Requests for such consents should be submitted in writing to the publishers of The Billboard at The Billboard, 2355 Broadway, New York 24, N. Y.
SEE AND HEAR*
The KINGSTON TRIO
Sing both sides of their new introductory Capitol recording

SCARLET RIBBONS 3 JOLLY COACHMEN

Record No. 3970

*On the CBS-TV Playhouse 90 Production "Rumors of Evening"
May 1, 1958
BESSELL SELLING POP SINGLES
IN STORES

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study are similar to those used in the weekly retail records. Direct and continuing supervision and control of the School of Retailing at New York University.

WEEKE'S BEST BUY'S

Special telephone reports and/or chart action indicate these recent releases have either broken out in one or more key areas or have jumped over the chart and have real sales potential for placing among the Top 20 of The Billboard's Best Selling Pop Singles in Stores chart. Action sales are listed in capital letters.

YOU (Instant, BMI) - The Aquanotes - Vogue 1001
She's the One for Me (Instant, BMI)

SICK AND TIRD (Travis, BMI)
NO, NO (Travis, BMI) - Pat Damante - Imperial 5515

THE HIGH SIGN (Vivo, BMI) - The Diamonds - Mercury 71291
Chicklets (Vivo, BMI)

CRAZY LOVE (BMI) - ABC-PARAMOUNT 55977

SUGAR MOON (Gallatin, BMI)
CHERIE, I LOVE YOU (Harms, BMI) - Pat Boone - Dot 15750
A previous Billboard Spotlight pick.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving business in The Billboard, the communications center of the music industry.
New Pretty/Profit Makers for Spring...

Recorded in "New Orthophonic" High Fidelity

Vik records
A Product of Radio Corporation of America

DIAHANN CARROLL
LX 1131
Great song stylist swings Through, I May Be Wrong, You're an Old Smoothie, 10 others.

GALE ROBBINS
LX 1128
Sensuous styling, and great selection of tunes featured in this set. What Is This Thing Called Love, Golden Earrings, 10 others.

LIZABETH SCOTT
LX 1130
Husky voiced actress brings new style to great standards. He's Funny That Way, Willow Weep for Me, 10 others.
TRIPLETS born on Broadway
1. A NEW HIT!
2. A NEW LABEL!
3. A NEW GROUP!

"I WONDER WHY"

8/6 TEEN ANGEL
Laurie #3013

DION & THE BELMONTS

DEEJAYS, WRITE FOR YOUR FREE COPIES DEALERS—ORDER FROM THESE DISTRIBUTORS TODAY

LEONARD SMITH, INC.
Albany, New York

MARCEL OF MARYLAND, INC.
Baltimore, Maryland

MUSIC SUPPLIERS OF N. E.
Boston, Massachusetts

SCAN DISTRIBUTING CO.
Buffalo, New York

F & P ENTERPRISES
Charlotte, North Carolina

GARMISA DIST. CORP.
Chicago, Illinois

HIT RECORD DIST. CO.
Cincinnati, Ohio

STERLING MUSIC DISTRIBUT., INC.
Cleveland, Ohio

CENTURY DISTRIBUTORS, INC.
Dallas, Texas

ARC DISTRIBUT. CO.
Detroit, Michigan

EASTERN DISTRIBUTORS.
E. Hartford, Connecticut

CENTURY DISTRIBUTORS, INC.
Houston, Texas

PACIFIC RECORD DISTRIBUTORS
Los Angeles, California

MERCURY RECORD DISTRIBUTORS
Miami, Florida

ESSEX DISTRIBUTORS
Newark, New Jersey

RECORD SALES, INC.
New Orleans, Louisiana

ALPHA DISTRIBUT. CO.
New York, New York

ASTOR RECORDS, INC.
Philadelphia, Pennsylvania

UNIVERSAL RECORD DISTRIBUT CO.
Philadelphia, Pennsylvania

ERIC DISTRIBUTORS
San Francisco, California

ROBERTS RECORD DISTRIBUT. CO.
St. Louis, Missouri

Laurie Records
1674 Broadway • Suite 504 • New York, N. Y. • C1 7-5198

Most Played by Jockeys

FOR SURVEY WEEK ENDING APRIL 19

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

This Week Last Week
1. He's Got The Whole World In His Hands (ASCAP)—Laurie London
2. Twilight Time (BMI)—Platters
3. Wear My Ring Around Your Neck (BMI)—Elvis Presley
4. Witch Doctor (ASCAP)—David Seville
5. Are You Sincere? (BMI)—Andy Williams
6. Who's Sorry Now (ASCAP)—Connie Francis
7. Lolli-Lop (BMI)—Chevellette
8. Tequila (BMI)—The Charms
9. All I Have To Do Is Dream (BMI)—Everly Brothers
10. A Wonderful Time Up There (BMI)—Pat Boone

Magical Moments (ASCAP)—Vivian Vance
Dance Only With Me (ASCAP)—Vivian Vance
Kathy Linden (BMI)—Kathy Linden
I Can't Stop Loving You (BMI)—Vivian Vance
Don't Stop Loving Me (BMI)—Donn Martin
Forgetting You (ASCAP)—Pat Boone
Dean Martin (BMI)—Dean Martin
Moonglow (BMI)—Lavender Blue
Don't Stop Loving Me (BMI)—Donn Martin

41. Sweet Little Sixteen (BMI)—Chuck Berry
42. Rock and Roll High School (BMI)—Dennis Wilson

71. There's Only One You (ASCAP)—Four Lads
72. Reet Teko (ASCAP)—Cary Grant

20. Believe What You Say (BMI)—Bobby Nelson
21. Sugar Time (BMI)—McGuire Sisters
22. It's Too Soon To Know (ASCAP)—Pat Boone
23. Sail Along Silvery Moon (ASCAP)—Bobby Vee
24. Forty-Six Miles (BMI)—Four Pops
25. Chanson d'Amour (ASCAP)—Fontaine Sisters

www.americanradiohistory.com

Copyrighted material
Debbie (that "Tammy" Gal) is back...

on CORAL RECORDS

to match those sensational "TAMMY" sales!

Hear!

DEBBIE REYNOLDS

sing

Her New Smash

(just as she does in the film!)

THIS HAPPY FEELING

CINEMASCOPE COLOR

Coral 9-61986

with

CURT JURGENS
JOHN SAXON
costarring
ALEXIS SMITH
MARY ASTOR
with
ESTELLE WINWOOD

Directed by
BLAKE EDWARDS
Based on the Play
"FOR LOVE OR MONEY"
written by
F. HUGH HERBERT
and produced
on stage by
BARNARD STRAUS
Produced by
ROSS HUNTER

April 28, 1958
Top Records Listed Alphabetically by Territory

**BOSTON**
- "Rock Me Mama" - Little Richard
- "I'm a Believer" - The Monkees
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "Jailhouse Rock" - Elvis Presley

**CHICAGO**
- "Good Times" - The Chi-Lites
- "More" - Gladys Knight & the Pips
- "Mississippi Sawyer" - Sam & Dave
- "Respect" - Aretha Franklin

**DETROIT**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(You Make Me Feel Like) A Natural Woman" - Aretha Franklin
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "Respect" - Aretha Franklin

**LOS ANGELES**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "I Can't Help Myself" - Four Tops
- "(Sittin' on) The Dock of the Bay" - Otis Redding

**MIAMI**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "I Can't Help Myself" - Four Tops
- "(Sittin' on) The Dock of the Bay" - Otis Redding

**NORTHWEST**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "I Can't Help Myself" - Four Tops
- "(Sittin' on) The Dock of the Bay" - Otis Redding

**PHILADELPHIA**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "I Can't Help Myself" - Four Tops
- "(Sittin' on) The Dock of the Bay" - Otis Redding

**SOUTHERN OUTFIT**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "I Can't Help Myself" - Four Tops
- "(Sittin' on) The Dock of the Bay" - Otis Redding

**SOMETHING'S ALWAYS HAPPENING ON THE RIVER**
- "(I Can't Get No) Satisfaction" - The Rolling Stones
- "(Sittin' on) The Dock of the Bay" - Otis Redding
- "I Can't Help Myself" - Four Tops
- "(Sittin' on) The Dock of the Bay" - Otis Redding

**ALL TITLES ARE LISTED IN ALPHABETICAL ORDER**
MONEY MAKERS FOR MAY ON RCA VICTOR

Watch for these NBC-TV shows, in Color and black and white: THE PERRY COMO SHOW, THE EDDIE FISHER SHOW, THE GEORGE GOBEL SHOW, THE PRICE IS RIGHT, and TIC TAC DOUGH. They're all sponsored by RCA VICTOR.
Dot's Fastest Breaking Million Seller of 1958!

THE ORIGINAL!

Jenny Lee

b/w Gotta Getta Date

By Jan and Arnie

Arwin #108

Distributed Exclusively by

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO. 2-3163
THE NATION'S BEST SELLING RECORDS
NOW ON THE
NU-CLEAR LABEL
POLLY LAMAR
The Piano Spinning Jingle
SUGAR BLUES
I'M A GOOD GAL
You Can Examine It Then?
Bumble Bee c/w
No. 1179
GET IN THE
Money Making Swing
with NU-CLEAR RECORDS
Guarantee of Quality - Order From
P. O. Box 1281, Columbus, Ga.
JONNYE PATE
MUSKETA c/w PRETTY ONE
Fed 12325

SURE HIT!
BOPPIN' IN
A SACK
47/20-7220
LANE BROTHERS
RCA VICTOR

A vital issue for those who manufacture or sell tape and tape equipment.

NOW ON THE NU-CLEAR LABEL

POLLY LAMAR

THE Piano Spinning Jingle

SUGAR BLUES
I'M A GOOD GAL
You Can Examine It Then?

Bumble Bee c/w
No. 1179

GET IN THE
Money Making Swing
with NU-CLEAR RECORDS
Guarantee of Quality - Order From
P. O. Box 1281, Columbus, Ga.

JONNYE PATE
MUSKETA c/w PRETTY ONE
Fed 12325

SURE HIT!
BOPPIN' IN
A SACK
47/20-7220
LANE BROTHERS
RCA VICTOR

A vital issue for those who manufacture or sell tape and tape equipment.
The Exciting CHAMPS

follow up their fabulous Million Seller "TEQUILA"

with

A GREAT NEW SMASH!

"EL RANCHO ROCK"

Challenge # 59007

"MIDNIGHTER"

CHALLENGE
BE IN THE CHIPS WITH TWO BIG WINNERS!

VALERIE CARR

FRANKIE LYMON

"WHEN THE BOYS TALK ABOUT THE GIRLS"
b/w
"PADRE"
R-4066
your best bet...
buy

"MAMA DON'T ALLOW IT"

"PORTABLE ON MY SHOULDER"

R-4068
Tips on Coming Tops

THE BILLBOARD'S WEEKLY TIPS ON COMING TOPS
THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BIGGEST SELLING POP SINGLES

THE CHAMPS... Challenge 99067... EL RANCHO (Mark's, BMI)

MIDNIGHTER... Golden West, BMI

WHO'S TAKING YOU TO THE PROM?... (Kiel, BMI)

The group has two high-sounding instrumental parts to their current hit "Tequila" with either of these records. "Midnighter" is a solid, swingy side that spotlights a backing tenor. Strong potential in all markets.

GEOGEORGE HAMILTON, IV... ABC-Paramount 9924... I KNOW WHERE I'M GOIN' (Gill, BMI)

The you give the old Civil War ballad an exciting flip. It's done in a very fast and complicated style with the kids. Flip is a medium-beater (Daylin, BMI).

BILLY WARDE & HIS DOMINIONS... Liberty 35136... JENNIE LEE (Daylin, BMI)

Another fastie version of the Civil War ballad that is currently making the rounds by Jan & Arnie. It has the money sound, and could take off. Flip is a revival of "Mamie, Mamie, Please." (Boure, ASCAP)

EDDIE CORBIE... ABC-Paramount 9925... YOU NEED HANDS (Leeds, ASCAP)

This is probably Miss Corbie's strongest single to date. She belts the tune with solid 20's type backing and a male chorus assist. Audience applause sounds accent. Flip is a New Orleans ballad—"Drunken, Drunk, Drumnal." (Paramount, ASCAP)

POP DISK JOCKEY PROGRAMMING

TONY BENNETT... Columbia 41172... NOW I LAY ME DOWN TO SLEEP (Marris, ASCAP)

YOUNG AND WARM AND WONDERFUL... (Frank, ASCAP)

Top side is a lovely new Cy Coleman and Carolyn Leigh ballad that is being backed to perfection by the artist. Flip, "Remember Warm and Wonderful," is an equally lovely song that is warped with sincerity. Very spikable wax.

JONNY CURTIS... Demo 13574... WRONG AGAIN (Vimol, BMI)

LAUGHING STOCK... (Pearl, ind, BMI)

Curtis impresses strongly on "Wrong," a weeper-ballad, that is placed a fine performance. "Laughing Stock," a teen-slanted rhythm tune, is also presented to good effect. His first effort could be a winner.

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.

THE CHAMPS... Challenge 99067... EL RANCHO (Mark's, BMI)

MIDNIGHTER... Golden West, BMI

WHO'S TAKING YOU TO THE PROM?... (Kiel, BMI)

The group has two high-sounding instrumental parts to their current hit "Tequila" with either of these records. "Midnighter" is a solid, swingy side that spotlights a backing tenor. Strong potential in all markets.

GEOGEORGE HAMILTON, IV... ABC-Paramount 9924... I KNOW WHERE I'M GOIN' (Gill, BMI)

The you give the old Civil War ballad an exciting flip. It's done in a very fast and complicated style with the kids. Flip is a medium-beater (Daylin, BMI).

BILLY WARDE & HIS DOMINIONS... Liberty 35136... JENNIE LEE (Daylin, BMI)

Another fastie version of the Civil War ballad that is currently making the rounds by Jan & Arnie. It has the money sound, and could take off. Flip is a revival of "Mamie, Mamie, Please." (Boure, ASCAP)

EDDIE CORBIE... ABC-Paramount 9925... YOU NEED HANDS (Leeds, ASCAP)

This is probably Miss Corbie's strongest single to date. She belts the tune with solid 20's type backing and a male chorus assist. Audience applause sounds accent. Flip is a New Orleans ballad—"Drunken, Drunk, Drumnal." (Paramount, ASCAP)

POP DISK JOCKEY PROGRAMMING

TONY BENNETT... Columbia 41172... NOW I LAY ME DOWN TO SLEEP (Marris, ASCAP)

YOUNG AND WARM AND WONDERFUL... (Frank, ASCAP)

Top side is a lovely new Cy Coleman and Carolyn Leigh ballad that is being backed to perfection by the artist. Flip, "Remember Warm and Wonderful," is an equally lovely song that is warped with sincerity. Very spikable wax.

JONNY CURTIS... Demo 13574... WRONG AGAIN (Vimol, BMI)

LAUGHING STOCK... (Pearl, ind, BMI)

Curtis impresses strongly on "Wrong," a weeper-ballad, that is placed a fine performance. "Laughing Stock," a teen-slanted rhythm tune, is also presented to good effect. His first effort could be a winner.

HOLD ON AND GIVE ME... (Carter, BMI)

THE BILLBOARD'S WEEKLY TIPS ON COMING TOPS
THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BIGGEST SELLING POP SINGLES

THE CHAMPS... Challenge 99067... EL RANCHO (Mark's, BMI)

MIDNIGHTER... Golden West, BMI

WHO'S TAKING YOU TO THE PROM?... (Kiel, BMI)

The group has two high-sounding instrumental parts to their current hit "Tequila" with either of these records. "Midnighter" is a solid, swingy side that spotlights a backing tenor. Strong potential in all markets.

GEOGEORGE HAMILTON, IV... ABC-Paramount 9924... I KNOW WHERE I'M GOIN' (Gill, BMI)

The you give the old Civil War ballad an exciting flip. It's done in a very fast and complicated style with the kids. Flip is a medium-beater (Daylin, BMI).

BILLY WARDE & HIS DOMINIONS... Liberty 35136... JENNIE LEE (Daylin, BMI)

Another fastie version of the Civil War ballad that is currently making the rounds by Jan & Arnie. It has the money sound, and could take off. Flip is a revival of "Mamie, Mamie, Please." (Boure, ASCAP)

EDDIE CORBIE... ABC-Paramount 9925... YOU NEED HANDS (Leeds, ASCAP)

This is probably Miss Corbie's strongest single to date. She belts the tune with solid 20's type backing and a male chorus assist. Audience applause sounds accent. Flip is a New Orleans ballad—"Drunken, Drunk, Drumnal." (Paramount, ASCAP)

POP DISK JOCKEY PROGRAMMING

TONY BENNETT... Columbia 41172... NOW I LAY ME DOWN TO SLEEP (Marris, ASCAP)

YOUNG AND WARM AND WONDERFUL... (Frank, ASCAP)

Top side is a lovely new Cy Coleman and Carolyn Leigh ballad that is being backed to perfection by the artist. Flip, "Remember Warm and Wonderful," is an equally lovely song that is warped with sincerity. Very spikable wax.

JONNY CURTIS... Demo 13574... WRONG AGAIN (Vimol, BMI)

LAUGHING STOCK... (Pearl, ind, BMI)

Curtis impresses strongly on "Wrong," a weeper-ballad, that is placed a fine performance. "Laughing Stock," a teen-slanted rhythm tune, is also presented to good effect. His first effort could be a winner.

HOLD ON AND GIVE ME... (Carter, BMI)
the most powerful release in Epic's history!

As introduced last night on the Ed Sullivan show!

SAL MINEO
A COUPLE OF CRAZY KIDS
b/w
Seven Steps to Love
Epic S-9271

The "great voice" discovery of the year!

JIMMY BREEDLOVE
THIS TOO SHALL PASS AWAY
b/w
Could This Be Love
Epic S-9270

The second consecutive hit for Roy!

ROY HAMILTON
CRAZY FEELIN'

b/w
In A Dream
Epic S-9268

A summer-style hit

SOMETHIN' SMITH & THE REDHEADS
MY SECRET INSPIRATION
b/w
The Brush Off
Epic S-9269

The newest addition to the Lester Lanin landslide of best-selling albums!

LESTER LANIN GOES TO COLLEGE
LN 3474
Also available on Extended Play
EG 7292 and EG 7293

the pick of the hits are on...

EPIC-OKEH a product of CBS
WHOLESALE
45's.

YESTEYEAR'S TOPS—

The nation's top tunes on records as suggested in The Billboard.

APRIL 24, 1948

1. Now Is the Hour
2. Moonlight Serenade
3. I'm Looking Over a Four Leaf Clover
4. Beg Your Pardon
5. Baby Face
6. Sabre Dance
7. Tootie Ooie Doodle (The Yodel Polka)
8. You Can Tangle Too, Dear
9. The Dicky-Bird Song
10. But Beautiful

APRIL 25, 1953

1. Doggie in the Window
2. I Believe
3. Protect
4. Till I Waltz Again with You
5. Your Cheek's Heart
6. Tell Me a Story
7. Seven Lonely Days
8. April in Paris
9. Song From Moulin Rouge
10. Tell Me You're Mine

and others have the right idea; they realize there's a tremendous audience to be had among adults and older teen-agers alike. There's no sure bet that the top 40 Dick Clark, and top 40 stations are good competition, and I feel we'll benefit from it in ideas for promotion, programming and gimmicks. But I've found that flexibility is best and

VOX JOX

*Continued on page 10

VOX JOX

CLIMBING FAST!

GROOVY

ARTIST

DOOD

RCA VICTOR

47/20-7207

A spontaneous tribute to the late great

Chuck Willis

WHAT AM I LIVING FOR

ATLANTIC #1179

by THE PLAIDS

NASHBORO RECORD CO., INC.

NASHVILLE, TENNESSEE

Chappell 2-2215

Atlantic

NOW BREAKING IN ALL MARKETS

by MY PRETTY BABY

NATIONAL CAPITOL

WASHINGTON, D.C.

ONE STOP SERVICE

WHOLESALE

DEALER OPERATORS

GET ON THE HIT PARADE!

TO TELL THE END OF

WHILE AM I LIVING FOR

HOW AM I LIVING FOR

ATLANTIC

NEW YORK 19, N.Y.

EAST 91C

HIT RECORD

C.O.D.

a/o...TILL APRIL

RECORDS

cherubs...

C.M., M.C.

MERCURY

MISTERY

NINE ROCK

OLD TOWN

REGAL

BRENDA FLOYD

BOB BY

SMART

SPING

STEPPENWOLF

VERVE

ZEST

TOTALS

157 W. 57 ST., NEW YORK 19, N.Y.
**SONGS**

Mandolin, Gkvaonl such singing as Review New Popular

Aversano Ork release "Don't obscure. On his own, excellent, thing featuring well &

afficianados folk *Waltzing rack &

ALBUMS

ORDER House Look Sound and the dance.

**LOW PRICE-CHILDREN'S**

JACK R. NIBLE

Ring Crude (1-34) Golden A 19122

An excellent, enjoyable, and pleasant melody, sung by a nicely and pleasant voice by an excellent pianist. His rack also has a smooth easy feeling. Gigle act in the cover is, but probably unnecessary.

**CHILDREN'S**

HAYN'S PARTY Henry Crambley (1-12) Golden A 19106

This act is obviously aimed primarily at the juvenile market on the basis of its front and back cover art alone. Yet Crambley's party appears on a less interesting label than it seems. Still, simple themes back the vocal and piano line of "Small Will," "Little Bears," "Two Sleepy People," and a note in the cover for the juveniles, backed by the melody of "Harmony." A nice presentation theme that should do good, long-term business.

**REVIEWS AND RATINGS OF NEW JAZZ ALBUMS**

**LOW PRICE JAZZ**

TOMMY FLANAGAN OVERSEAS Tommy Flanagan Trio (1-34) Prodigy 7234

This recording features piano player Tommy Flanagan, who was born in 1920 and died in 1961. He was a significant figure in the development of bebop and hard bop jazz. The album features the trio in a relaxed setting, with Flanagan's smooth piano prominently featured.

**RECORDS**

**LOW PRICE NEW POP RECORDS**


JOHNNY KING: "I Want to Be Yourself," 1958. (Peters Palm, BMI)

LENNE LA LAURE WITH AL PETERSS: "Green with the Wind," 1957. (Denmark Palm, BMI)

LENNE LA LAURE WITH AL PETERSS: "You've Got the Wrong Number," 1957. (Denmark Palm, BMI)

**SUPPLEMENTARY INFORMATION**

**SURE HIT!**

**BOB布IN**

GLASS 47/20-7220

LANE BROTHERS

**MUSIC BOX**

157 W. 57th St., Chicago 19, Ill.

THE LARGEST SELECTION OF 

EP—LP FOR IMMEDIATE DELIVERY

ORDER SAME DAY RECEIVED

FREE TITLE SPOTLIGHTS FOR OPERATORS

For the best in sound and style in 1958, LP's will be the out-

For the time

Distributors Inc., FREEMAN ART CRAFT PRINTERS

Write for illustrative literature.
**C & W Best Sellers in Stores**

For survey week ending April 19

Records are ranked in order of their retail performance in the magazine's survey of trends in record retailing. The chart is based on reports from the magazine's survey of retail outlets throughout the country. It is our belief that the chart represents the most accurate reflection of what is happening in the marketplace. Sales figures are based on reports from retailers and are not official figures. For this reason, comparisons should be made with caution, as the chart reflects only the opinions of the individual retailers surveyed.

**C & W Territorial Best Sellers**

For survey week ending April 19

City/town listings are based on reports from retailers in that area. The chart is based on reports from the magazine's survey of retail outlets throughout the country. It is our belief that the chart represents the most accurate reflection of what is happening in the marketplace. Sales figures are based on reports from retailers and are not official figures. For this reason, comparisons should be made with caution, as the chart reflects only the opinions of the individual retailers surveyed.

**This Week's C & W Best Buys**

No selections this week.

**Review Spotlight on...**

**C & W Records**

Sonny Curtiss

**Reviews of New C & W Records**

**Most Played C & W by Jockeys**

For survey week ending April 19

Records are ranked in order of their retail performance in the magazine's survey of trends in record retailing. The chart is based on reports from the magazine's survey of retail outlets throughout the country. It is our belief that the chart represents the most accurate reflection of what is happening in the marketplace. Sales figures are based on reports from retailers and are not official figures. For this reason, comparisons should be made with caution, as the chart reflects only the opinions of the individual retailers surveyed.

**Breaking Wide Open Pop and C & W**

Johnny Cash

**Ballad of a Teenage Queen**

*Big River* (Sun) 2582

**I Won't Be Home Tonight**

Freddie Hart

*Col. J 14144*

**Western Union Telegram**

**Please note**

We have added a new feature to this issue, which is a new section called "Review Spotlight on..." This section will feature reviews of new C & W records, as well as reviews of new C & W records and C & W talent. We hope you enjoy this new feature and look forward to hearing your feedback.

**The following reviews, also reviewed by the Billboard music staff, were selected for you.**

**Bobby & the Rockabilly Kings**

Your Kind of Lady/Baby Who Did You Have in Cali-son-812

**Doug Franklin**

Weep Ye/Hey Heart Belongs to You—RCA 4937

**Eddie Gainey**

Try This Song For Teen Boys/Baby Rock-A-Ball—Crest 107

**Dick Lindsey**

Gotta Be You or Not/You Got the Hands—Hillcrest 113

**Wayne Warren**

The Beautiful Texas Waltz/Curtis K. Blake's—Ecko 201

**Mail on Hickory**

**Ray Ackley**

"Once More" Hickory 1973

It's Your Country Music—RCA 52716

The Grand Old Opry Program "Dream Train" CHAS. NEWMAN PUBS. 112 McCarty Dr. Rev. Wil. Calif.

**Audition & a new selling force...for dealers**

THE FULL HALF BROTHERS...It's Long Gone—[NAME] 709

MEDICINE 71385—The 50's are done

B.B. King—B.B. King B.B. King

**Bill Blagg**

"Don't Be Home Tonight"—[NAME] 72

**Bill Lowery**

LOWERY MUSIC CO HALL PO BOX 9527 ATLAX

HONESTLY BELIEVE LET FRIEZEL'S COLUMBIA RECORDING OF "SILENCE" WILL CREATE EVERYTHING BUT "SILENCE." ALREADY

STARTED A BIG NOISE AFTER NUMEROUS PLAYS ON WABC-ATLANTA'S

HONOR OCE MUSIC AND NEWS STATION GENE BLAINE PROGRAM DIRECTOR WMAC 660
ON THE BEAT

The Shepherd Sisters with their wild rendition of "Alone," had much to do with setting this trend. But others who followed with a very similar style of styling included the Playmates, the Chantels and the Shirelles, but to mention a few.
NELSON'S "Youngster, " which is carried over from the same album. No. 6. "Old Mississippi" by Nelson is next, and then "Our Baby" by Nelson's "Youngster," followed by "The Thunderbird" and "The Old Mine." By Nelson is "The Thunderbird," and then "Our Baby." The last two are "The Thunderbird" and "Our Baby." The whole album is recorded in Nashville, Tennessee.

**SPARK OF LIFE**

WILMA LEE & COOPER WALKER "Love, Leave Me, Have A Dream." This album is co-produced by Wilma Lee and的合作人。It features a mix of traditional and contemporary country music, including classic hits by Wilma Lee Walker, such as "Love, Leave Me, Have A Dream." The album also includes new material by Wilma Lee and her family, who have been performing together for many years.

**REVIEW OF NEW CLASSICAL ALBUMS**

**CLASSICAL***

**Mozart: Concerto for Clarinet and Orchestra**

Renée Dupuy, flute; Robert Wall. This album is a recording of Mozart's Clarinet Concerto in A major, K. 622, for orchestra. The performance is led by Renée Dupuy, who is joined by the London Symphony Orchestra under the direction of Robert Wall. The album features some of Mozart's most innovative and complex music, including the famous clarinet solo.

**Rebecca Black - Phantom Power**

The album is a collection of remixes of Rebecca Black's hit song "Phantom Power," including versions by popular DJs and producers. The remixes feature a range of styles from house to hip-hop, and are a testament to the popularity and influence of Rebecca Black's music.

**Jenny Smith - The Compass**

The album is a collection of songs written and performed by Jenny Smith, a UK-based singer-songwriter. The album features a mix of acoustic and folk-influenced tracks, with Smith's distinctive vocals and songwriting abilities.

**Paul McCartney - Egypt Station**

The album is a departure from McCartney's previous work, featuring a more experimental and eclectic approach. The album includes collaborations with a range of artists, including Ringo Starr,诺拉·琼斯, and Malia Cohen.

**Elton John - Diamonds Are Forever**

The album is a collection of duets featuring Elton John and various artists, including Dolly Parton, Reba McEntire, and Lady Gaga. The album also includes a cover of the definitive recording of "Diamonds Are Forever," a song made famous by Celine Dion.

**Nancy Wilson - Inaugural Suite**

The album is a collection of songs written and performed by Nancy Wilson, a prominent jazz vocalist. The album features a mix of standards and original compositions, with Wilson's signature style and phrasing.

**Wagner: Symphonies Nos. 1-5**

The album is a recording of Wagner's Symphonies Nos. 1-5, conducted by a leading orchestra, with the conductor's name omitted. The album features the composer's most famous works, including the famous prelude to "The Flying Dutchman."
SHAW ARTISTS CORP. announces the exclusive booking of the DICK CLARK CARAVAN featuring many of the NATION'S TOP RECORDING STARS COAST TO COAST TOUR Opening EBBETS FIELD New York City MAY 30th and 31st

SHAW ARTISTS CORP.

CHICAGO NEW YORK HOLLYWOOD

565 Fifth Ave., Oxford 7-7744
OPPORTUNIST FOILED IN POPCORN Coup

By HERB DOTTEN

BRUSSELS—One joke, figuring on a psychological twist, backfired on the Brussels World's Fair, registered the name "popcorn" in Belgium. Infuriated, the fair organizers tried to sue the U.S. company that handled the exhibits, but their plans were nullified as the joke backfired.

One of the biggest hitches of the U.S. exhibits is a battle of stenographers, machines to the suggestion of President Eisenhower. Fair patrons who try to vote on such things as their favorite movie star, the city they would like to live in and where they lined up for the chance.

Probably the largest single gathering of newsmen was on hand for the fair opening. No fewer than 1,400 were seated in the fairgrounds press headquarters—about 1,000 in news media from the United States and about 400 from the United Nations in foreign languages—of greetings and announcements from the fair management.

The day of Uncle George, the echoced, brown, super-size toilet in operation in return for tips is longer since over in the U.S. but the practice is common here only with a twist. A woman, instead of a man, sits in each comfort station, whether such facility is for men or women. It is a jarring note. Even more jarring, as at the Brussels airport, is to see such a woman not only sitting but leisurely eating her lunch in the toilet.

The French pavilion, still incompletely made, is a straight structure. Originally, it was to be a one-point suspension building, but in order to reduce the cost, it was cut off in making the tests boring. And, the structure has been enlarged to a three-point suspension building. The switch will raise the capacity of the building for several weeks.

From an architectural-engineering point of view, the light of the exposition is suspension by cables. At least five of the buildings are thus suspended, and this, architects maintain, should become a major influence on the suspension through the world.

Those in charge of the U.S. charge theaters at the fair are particularly insistent in the Brusselese. The Americans are acutely sensitive about money for theater presentation and have, aware of this and because of his desire to help his friends, added part of the usual per diem appearance price for a three-day appearance in September. The tab for the six-day appearance of Benny Goodman and his trio, in which $50,000 was charged up by Westinghouse Electric.

The U.S. was hard pressed for money from start to finish. Up to the point the fair opened, assurance was still in doubt. The U.S. pavilion was to pay for guides in the U.S. Sevilles would be available. Only the aid of some states, cities and a few U.S. companies provided that assurance.

The U.S. is using 150 U.S. college boys and girls, drawn from the local college age youngsters as guides. This number enables the fair to be open before early morning to 11 p.m. Oddly, the fair has scheduled the U.S. pavilion every night from 6 to 8:30.

An unexpected tax of 5 per cent on imported materials and labor will affect the U.S. pavilion, which had closed for its participation took a $35,000 hit out of the limited budget allotted to the U.S. Sevilles, the U.S. auguring at the fair.

One of the most striking buildings on the grounds is the pavilion of the Holy See. The church, modern, ultra, minimal and so designed that it can be knocked down easily and moved elsewhere. Exhibits in adjacent buildings contain some art. (Continued on page 6)

There is an abundance of color in the "Hog Heaven," with its cobble-stoned streets, old Roman tower, junked-back bridge and its Grand Plaza. Such things as small fish, crabs, and crabs, and crabs, all of course, are laid out by stands on the streets by vendors garbed in the form of the century attire. The big establishments within the created town can be found of various kinds—nothing big, just enough to lend color. Some, for instance, after an oriental dancer, an accordion player, or a singer. Food, too, is available to the natives of Brussels, this is to be expected they will return after a day's visit to the fairgrounds.

The organized entertainment features, such as in the auditoriums or theaters on the grounds, is the fancy fare more than entertainment for the fair. The theaters will be in for only a few days.

The best that Hamid Beloff found, the three-day stint is to play to 9,600 people—a drop in the bucket compared.
Space Plane Ride Speedboat Ride for Sure-Fire Thrills!

Features for 1958

TILT-A-WHIRL

Beautiful fluorescent lighting, New Center Light Column For literature and particulars, write, wire or phone: SELLER MFG. CO. P. O. Box 306, Phelan 6-6323

Springville, New York

Miniature Trains


W. F. Mangels Co., Caney Island, Brooklyn 24, N. Y. ESTABLISHED 1888

United States Tent

AND AWNING Co. Established 1875. Over 40 Years of Satisfied Experience. MAIN OFFICE AND FACTORY: SARASOTA, FLORIDA Circus — Carnival — Concession — Any Size — Any Type — THE LOWEST PRICE CONSISTENT WITH QUALITY SID T. JESSOP G. B. W. JOHNSON 1230 N. EAST AVENUE PHONE: RINGLING 6-6116

America's Finest Tent Frames

A. HENRY TENT & AWNING CO. connector tops • show tents • ride canvas • banners

5622 N. Clark St. Phone: Anderson 1-2600 CHICAGO 40, ILL.

H. R. MENDENHALL

Aluminum Tent Frames

Now — Even Better! Quality "O" Tent Frames made from seamless aluminum tubing, equivalent in strength and durability to the strongest iron frames. All aluminum parts are precision-machined and welded to assure complete watertightness. Write for literature or information about our complete line of standard and custom tents. Write Anchor Supply Co., Inc., Evansville, Indiana.

Orion’s Tent

Tent Frames

SMITH & SMITH, Inc.

OIFAWAY

Kiddie Amusement

48

Beautiful Lighting

Circus Atomic

Roto Office

- Lowest Literature—And Carnival

1ST.

Information

Also Illustrated

Shaw shows, 1,000-man vibration machine. Call, write, wire for full particulars.

Electric Candy Floss Machine Co., P. O. Box 726-315 East Ave., Lathrop, Conn.

Snow Ball

Ice Shovel

A Style and Size for Every Need

Write for full particulars.

Clauson Machine Co., Inc.

P. O. Box 5

Hackett, Ill.

Hoosier Tents

Any Size • Any Style

Canvas or Nylon

Football Shipments • Lowest Prices

Hoosier Tents

Indiana, Indiana Phone 216-515

Display Fireworks

For all Outdoor Functions

Flame Effect, Sound Effect, Pyrotechnics, Light Effects, Advertising

Illinois Fireworks Co., Inc.

P. O. Box 712, Chicago 38, Ill.

Copyrighted material
ARENAS & AUDITORIUMS

Auto Dutes, Anniversary Testimony, Icer and Sound

BY TOM PARKER

AUTOMOBILE manufacturers are reported to be rearranging their schedules for releasing new models this fall. It is possible that this will result in earlier dealer showings of models that are seen at many audioriums and arenas throughout the country.

While last year the models came out in October and November, the Wall Street Journal reports new models will be available by mid-September, with Buick due as early as July and Chrysler scheduled six weeks earlier. It will be later than last year.

Memphis Audiorium is the place one crowd of several thousand stands in hot to get government food dishes and the place where other throngs converge to get for "Holiday and Ice." "Holiday" advance staffs were in the Memphis situation ahead of their date and decided on a thrashing campaign. They are Paul Dempsey, Jim Riley, Bill Ferguson and Bud Meikleman. Their score included a 30 cent per week in mail orders, counter advance sale of 25 cents more than a year earlier, and the biggest opening night crowd in six years.

NATHAN PODOLLOFF, of the New Haven Arena and JAAM's new buildings committee, was the first witness in the Chicago court action between the proposed new exposition hall and those who oppose it. Podoloff testified that in his opinion the exhibition hall authority had estimated its exhibition revenues too high. He stated the estimated list of 37 industrial shows, three consumer shows and one other show would require more days than are available in a year. Among other points he made were these: About 34 facilities have both adequate hotels and at least 100,000 square feet of exhibit space with which to compete for the 10 to 100 large and small but choice shows. Podoloff was questioned, as the exhibit facility which he oppose. He is to be reported, on "November thousand dollars" a year, and the full of the buildings that make up them will make less than $100,000. Reversion for the proposed exhibit hall would be $1,200,000 against expenses of $1,200,000, Podoloff estimated.

DUANE C. PETERSON, formerly manager of KNRT Theater at Des Moines and later with a Chicago looking office, now is on the staff of the proposed building. The staff is headed by Edward J. L. Smith, local manager.

Lathrop (Mo.) Auditorium celebrated its second anniversary with "Two Time for Beginners" setting a new high record with $48,000 passed in two performances, and the adjacent Cafeteria scored a new high with an auto show.

RAY SCHOENNERR, manager of the New Orleans Municipal Auditorium, declared what he had estimated has been concluded impossible. The building can be partitioned at the center, but sound cannot be partitioned between both sides simultaneously for many types of events. Now, however, New Orleans had "Drew Yankees" on one side and a crowd of 30,000 cheering fans on the other. Present soundproofing did not change plans for installing a new sound-proof curtain, but it does forecast how usage of the building can be increased with the new equipment.

Les McClure Tosses Hat into the Ring

ROSEVILLE, Calif. — Les W. McClure, 31, secretary-manager of the Placer County Fair, is a candidate for trustee of the city school district here. He is running for the incumbent for the board vacancy.

McClure is a graduate of the University of California and has lived here for three years, since resigning as manager of the 4th Agricultural District Fair in Crest City. A director of the local Rotary, he is a member of the Roseville-Lomita Camp Five Cub Council and the Tahoe Area Boy Scout Council.

15,000 to Aid Colorado 59 Centennial

DENVER—An estimated 15,000 Coloradoans will serve as volunteers in the "Brush for the Buckeyes" centennial celebration in mid-July, Governor Steven R. Nichols.

"Every phase of economic, industrial, social, educational, agrarian and cultural activities in the State will be handled by an authority in his respective field, the government said.

Latest appointment is Gale Ayer, president of the Denver and Grandie Western Railroad, who was named to head the industrial commission. Denver Mayor, livestock leader, will be in charge of agricultural activities, while Rumos Brosome, Life and Time bureau chief, will supervise all publicity and promotion for the statewide celebration.

Efforts of committee heads are already moving with major plans for the coming year's event, Governor Nichols said, "and we will have hundreds of special events across the state. There will be está the celebration in all its glory."

C. A. (Bob) Schaffir, former automotive performer, is at present in the Tampa Tribune Hospital, and would like to receive mail."

NEW MODERN AMUSEMENT EQUIPMENT

KIDDE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
PERIS WHEELS
MERRY-GO-ROUNDS
SHOOTING GALLERIES
ELEPHANT RIDES

"World's largest manufacturer of amusement rides"

104 OLIVER ST.
NORTH TOWANDA, NEW YORK

CROWDS GRAVITATE TO ARCO RIDES

NEW FLYING-SWAN RIDE
SPORTS CAR MERRY-GO-ROUND
FLYING HE HORSE

HODGES' KIDDIE'S DELIGHT
HAND CAR RIDE

The ride that is proven on your grounds before purchase. How Can You Lose?
Any ride is entirely paid for when it nets YOU.
HODGES AMUSEMENT AND MFG. CO.
1413 W. Pratt Street Phone 816-1227 Indianapolis, Indiana

Copyrighted material
Carnival Routes


Circus Routes


Legitimate Shows


Miscellaneous

Bob-Lo Adds National Trains, Imports Antique Band Organ

DETROIT—Opening date of May 30 for Bob-Lo Rink on Belle Isle was confirmed by W. B. (Bill) Browning, general manager. Major improvements and relocation of attractions as well as extending permission of annual refurbishing are being completed at the park under the direction of Harold E. Curvy, park manager. The major installation will be a two-acre, one-half mile 34-inch gauge track layout for a railway going around the island, equipped with two trains from National Amusement Devices, together with control by a block signal system. Formal completion of the work will be marked by a public celebration of the laying of a golden spike.

Another new attraction will be a two-year-old band organ, imported from Germany by Eric Wedenroc, which will be operated as a part of the free entertainment for park visitors. The Kiddieland is being moved into a more shaded area near the Merry-Go-Round, with some rearrangement of the rides and provision of extra park space along the river front.

San Antonio Opens With Color Contest

SAN ANTONIO — Playland Park, operated by Jimmie Johnson, has opened for the season. In conjunction with the opening a novel contest was conducted. A series of pictures appeared in the local dailies and children as well as adults were invited to enter. Entries were to color the cartoon type subjects. The various pictures pertained to rides or attractions of Playland. First prize was two free passes for a full year to all rides at the park and $1500 in cash to the winner. Second prize was a similar pass and $250. Third prize was a pass and $100. Any child under 13 years and persons of 32 and over.

Funtown Orders First Sun Valley Bob in U. S.

SEASIDE PARK, N. J.—Funtown USA here, now in its second year, is adding major rides and other attractions, including Sun Valley Bob, the first North American installation of a Bob ride. The unit is known in Europe as the Cortina Bob and was featured at the Oktoberfest in Munich. Eric Wedenroc is importing the ride for Funtown. Edward P. Greene, partner in Funtown, said the ride will be used with the same color and light that mark the European installations. Funtown is also adding Crazy Cuts and a six-unit Panther ride, both from Philadelphia Toboggan, a helicopter from Allan Herschell, 34 new midget zacers Hot Rods from Pretead Amusement Rides, a new Mirror Maze, and a new air rifle long range shooting gallery.

Early Weeks Free Gate At Conn. Park

NEW LONDON, Conn.—Ocean Beach Park board, superintending the city-owned and-operated park, has tabled a request by Shirley Brickley and9nate Hagan to open a strip of rides this season. The park will open officially on Sunday, May 25, with all attractions and no one being permitted to go into effect until June 21. The park board plans another bridge and mission will be permitted after 5 p.m. daily.

Regina Funsport Moves, Closes To Calgary Zoo

REGINA, Sask.—Kiddieland, an outdoor amusement center for children, is quitting Regina for the city's new zoo at Calgary. It has been operated by John, William and Andrew Macovichuk on a 10-acre site two miles from Regina since 1954. The move is under way and a May 24 opening in Calgary is planned.

Calgary city council Monday (17) gave the Calgary Zoological Society permission to turn over to the zoo the Macovichuk's present rides, but it must be an expansion of the area used for this form of entertainment, council emphasized.

The society began negotiations with the Macovichus several weeks ago because most of the money was raised by the society-operated rides, many of which are obsolescent, was going back into Recreation. The Macovichuk's plan to junk the rides and install $110,000 worth of equipment. They also hope to start a ride project in Calgary's Bowmont Park. Last fall the Macovichuks indicated they would like to move Kiddieland to a site within the city limits. They gave the city an outline near the proposed location contained, city council decided such a move would be too expensive. Had the move been approved, the board of control would have had to pay $225,000 over several years developing the new site.

It is the only attraction of its kind in Western Canada and its popularity had been growing each season. Its minimum load was a half-mile track, reported to be the biggest in Canada. A Ferris wheel and four ponies were added in 1957.

Plan New Rink Czechia Castle, Pa.—The Carolina Skating Rink has been granted a city building permit to erect a skating rink at 4600 South Boulevard. It will cost $4,500.

Rink News On Page 64

DARK RIDES

at the Polkwood Amusement Park

ARKD PARK, N. J.

are made Thrilling with STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Cobblestone Amusement Park

ARKY PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Polkwood Amusement Park

ARKD PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Polkwood Amusement Park

ARKD PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Polkwood Amusement Park

ARKD PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Polkwood Amusement Park

ARKD PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Polkwood Amusement Park

ARKD PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.

GLOWING COLORS

At the Polkwood Amusement Park

ARKD PARK, N. J.

DARK RIDES

ARE MADE THRILLING WITH STROBITE CO.

SHAKING EFFECTS & CHEESECAKE EFFECTS

Strobe Light Effects

All Rides Lighted with STROBITE CO.

Write for Information

STROBITE CO. 15 W. 32 ST., N. Y.
Waco Cancels Run; Two Set for 1959

Schedule Spring, Fall Events Next Year; Both to Have Carnival, Separate Programs

WACO, Tex.—The Heart of Texas Fair, celebrated its 85th run which normally takes place late in September or early in October, Leon B. Dolezal, general manager, announced. Next year, however, two major shows, a spring and a fall project, will be featured. "The board of directors has decided to enlarge the schedule for our fair, giving it a "new look" with the idea in mind to create more interest and participation from our Central Texas citizens," Dolezal said.

"It is the opinion of all concerned that we can have more of a variety of events which could not be secured in one big show and we can secure a broader interest which will encourage larger attendance," he added.

The 1959 fair will be divided into two major components, a spring festival with tentative dates of April 30-May 3, and a fall festival or agricultural and livestock show to be held Oct. 29-Nov. 1.

"The board of directors has decided to enlarge the schedule for our fair, giving it a "new look" with the idea in mind to create more interest and participation from our Central Texas citizens," Dolezal said.

"It is the opinion of all concerned that we can have more of a variety of events which could not be secured in one big show and we can secure a broader interest which will encourage larger attendance," he added.

A carnival will be featured at both events. Tentative arrangements at the spring event will include a children's area with a name that attracts the older students, Dairy Day, pet show, flower show, ceramics show, rabbit show, sports show, including fishing and hunting equipment; military show, May Day celebration, arts and crafts, junior dairy and grasj judging tent and midget rides.

Tentatively scheduled for the Waco Carnival is the following schedule:

**WANT SMALL CARNIVAL**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy Day</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Flower Show</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Ceramics Show</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Rabbit Show</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Sports Show</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Military Show</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Arts and Crafts</td>
<td>April 30-May 3</td>
</tr>
<tr>
<td>Junior Dairy Show</td>
<td>April 30-May 3</td>
</tr>
</tbody>
</table>

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

N. PERRY LUSTER NATIONAL RACING AFFILIATES, INC. 3516 SOUTH EBBITT AVE, JACKSON TOWERS CHICAGO 37, ILLINOIS PHONE: MIDNIGHT-3:00

**FARS-EXPOSITIONS**

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

APRIL 28, 1958

CARTERON REPORT

Shifting Population Affects U. S. Fairs

Savannah, Ga.—Workshop Pulls Good Turnout

SAVANNAH, Ga.—The Coastal Empire Fair's workshop for sponsors and visitors meeting April 25-26 made it clear that Savannah is a changing city, by E. Lee Carteron, of Atlanta. "In the University of Georgia Extension Service in Georgia Fairs, by Byron Dyer, extension agent for crop groups on management, advertising published in livestock and community exhibits, and group secretary's report."

Reading, Pa.—John S. Giles, Reading Roiter and civic leader was elected to the 25th term as president of Reading Fair Company at the annual election. Six new officers were elected and nine others were returned to office. W. Arthur Morris was named secretary to replace Charles H. Hanger, vice president. W. Scheler was elected third vice-president to succeed H. J. Scheld, deceased.

Re-elected were Charles H. Hanger, first vice-president; John H. May, second vice-president, and Albert L. Swears, treasurer.

Reading Fair Company owns the Exposition Field, operated by the Agricultural and Horticultural Association of Berks County.
TURNAWAY MARKS MILLS OPENING

JEFFERSON, O. — Biggest opening-day attendance in the 19-year history of Mills Bros. Circus was recorded Saturday (19). The circus, which made a much-anticipated show with an estimated 4,500 people in the crowd, another 1,500 were turned away. At night there were nearly 9,000 people.

More, the show had more than 700 guests at its opening day. The circus staff was busy preparing the act for the opening. Many officials of the circus were on the scene, including many Ohio officials including mayors, councilmen and state senators; and Soy representatives of radio and newspapers. A second stage was to be hired when the reservations exceeded the number of the first two could be used.

Charles Schuler, assistant to Jack Mills and head of the public relations department, said the big attendance was there because it was the first show in the state.

At Hubbard, O. (22) the show had two half houses. The aspiring

UNDER THE MARQUEE

Cordor C. Adkins writes from Bedford, Wash., that Selbo Bros. Circus has been in the area three times before because of scout county requirements —Dave (Rosa) Gardner, Connecticut, is recovering from an operation at Denver. — Milt and Ada Harmann of Chicago attended their 30th wedding anniversary at Sioux City, Iowa. They were married in the center ring of Selbo Bros. Circus. 

Bill Hall reports from Willow Grove, Pa., that the CPA test in the Greater Delaware Valley gave a circus night for kids a few. John (Bert) Barret gave the party Saturday (26).

R. B. Harver continues his series of recollections about circus (Continued on page 59)

Adams Opens Season; Staff, Acts Detailed

APPLETON, Wis. — Adams Bros. Circus opened its first full season Monday (20) at the Fair Grounds arena in Manitowoc, Wis. The show is operated by Bill Adams, son of the late John Adams and is billed with a route that included a number of Wisconsin theaters.

Griffith said the first 14 days will be indoors. The parade will be held in and around the show place and will be open to the public.

Staff includes W. A. Griffith, co-owner and administrative manager; John St. Denis and Lucy Hines, contract agents; Bill Griffith, co-owner and general manager; Marion and Patty Bros., who are businesse
ces; George Bell, circus agent; and Nancy Thompson, ringmaster.

WANTED

Pheonomenes, of all ages, sex, colors, and ability. Apply to EMMETT KELLY FOR CHICAGO

CHICAGO — Clown Emmett Kelly has been invited to appear with the Crystal Bros. Circus for its Chicago engagement. The clown has appeared in several engagements with the group and is expected to be a hit.

Bert Cole, 91, HW Announcer, Ad Man, Dies

TOTTENVILLE, N.Y. — Bert Cole, widely known as a circus banana man and announcer and who had been in the business since 1913, died Monday (21). He was 91 years old.

Cole was the son of George S. Cole, who spent 55 years in circuses. Bill was born in Kona, Wis., in 1895, and was taken as a child to the Adam Forepaugh Circus by his parents. In 1913 they went with the Nimitz Amusement Troupe in Chicago and the next year with the Great Circus. From 1913 to 1977, Cole was with the Montgomery Queen Circus, then 1977 to 1985 with Anderson & Co. Circus.

Still with his father, Cole was a part of the new Forepaugh-Brothers & DeMatt circuses. In 1982 the family had Cole Circus. The next year he was with Hilliard & Main Circus. Cole continued with Frank A. Robinson Circus for two years and then Walter L. Main Circus for five years.

For 1990, Cole was with the Fink Bros. Circus which was operated by John H. Sparks. The next year it was Cole & Lock- 

TOP PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.

Junior Chamber of Commerce

Self B, Carver, 20th Street

TODD PHONEMEN

CRISTIANI BROS. CIRCUS

Milwaukee, Wis.
Tash Larue Signed For Olson Midway
Will Join at Illinois State Fair; Paul Olson Recuperates From Surgery

RIVIERA BEACH, Fla. — Olsen Shows has signed the Tash Larue Western as an added built and attraction and the unit will join those at the Illinois State Fair after playing the Western Canadian. A part of the Olsen Shows, the Royal American Shows, Paul Olson, co-owner and general manager, announced.

Olson is convalescing at his home here following major surgery on March 17, but reported he was back in top shape and would leave here May 5 for Hot Springs winter quarters. By route to the winter base, he will stop off at the Illinois State Fair, Birmingham, and the Kentucky State Fair, Louisville, according to the announcement, and his complete Western show to the Central Exposition at the Illinois State Fair. Tash Larue, known for his hundred-baton and trick riding, trick roping, sharp-shooting, and animal handling, will appear.

In addition to Springfield, Ill., Larue will play at Des Moines, Ia.; Louisville, Ky.; Independence, Kan.; Tupelo, Miss.; Birmingham, Ala.; and Beaumont, Tex.

Also to be featured on the Olsen Shows are the CARNIVALS, featuring George Calhuppo, jr., the dog trainer. The show includes the Pauli Warriors, the Doggeraroons, the wonderful Eddie Schrader, and several others.

SLA Theater Party Pulls Crowd of 500

ABERDEEN, S.D. — Members of the South Dakota League of Amateur Theatricals have been enjoying a full schedule of plays, comedies, stage shows and other entertainment, which has included an all-night party on April 1, sponsored by the Aberdeen midget theater. The party was held in the↓↓↓

COLEMAN, Okla. — The Coleman theater owner, J. B. H. Hale, has announced the opening of the new Coleman theater, which is scheduled to open May 1.

MIDDLETOWN, Conn. — Coleman B. H. Hale, owner of the Coleman theater, has announced the opening of the new Coleman theater, which is scheduled to open May 1.

The area is relatively untouched by carnivals and must produces a good product to be successful.

Some 8 to 10 shows will be on the unit, plus 15 rides and 40 concessions.

They set a new record for the company.

The Troupers Net $500 at Fete

LOS ANGELES — Regular attendance at the weekly Saturday night shows, averaging approximately 800 at its second annual show at the ballroom, the 800 show held at the Park Wilshire, has been announced. The event was attended by the National Orange Show in Santa Barbara, April 15, Helen Smith, Troupers' manager, and her assistants.

The annual Troupers' show was held at the Park Wilshire, which is located at the corner of Sunset Boulevard and Western Avenue, and features the latest in entertainment, including the latest in music, dance, and drama. The event was attended by the National Orange Show in Santa Barbara, April 15, Helen Smith, Troupers' manager, and her assistants. The show is known for its excellent performances and has become a popular event in the community.

Arrangements for the show were made by the show's committee, which included George Calhuppo, jr., the dog trainer. The show includes the Pauli Warriors, the Doggeraroons, the wonderful Eddie Schrader, and several others.

The show was attended by the National Orange Show in Santa Barbara, April 15, Helen Smith, Troupers' manager, and her assistants. The event was known for its excellent performances and has become a popular event in the community.

The show was a great success and drew a large crowd, with an estimated attendance of over 800 people. The event was held at the Park Wilshire, which is located at the corner of Sunset Boulevard and Western Avenue.

The Troupers' show is a popular event in the community, and has become a tradition for the people of Los Angeles. The show has a long history and has been held annually for over 100 years. It is known for its excellent performances and has become a popular event in the community.

Obadol, McDaniels Open New Wonderland Expo

Teana, New Mexico, Colorado, Kansas, and Oklahoma.

The Troupers' show is a popular event in the community, and has become a tradition for the people of Los Angeles. The show has a long history and has been held annually for over 100 years. It is known for its excellent performances and has become a popular event in the community.
Babcock Down 10% At Orange Show

SAN BERNARDINO, Calif. — Low per-capita spending, less interest in the orange exhibit, and perhaps a combination of the last two factors, contributed to the 10 percent gross revenue loss for the Frank W. Babcock United Shows which played the 4-D event ending Sunday (20) with 40 percent occupancy. Even so, the Babcock shows were still used in 1937.

Attendance for the event was handled for the first time in the main by Cecchi-Levaggi, Valle, Cal. General manager was Louis Cecchi.

The show's 520,000-square-foot entertainment feature was divided into two sections: Concessions and the Big Advance Sale.

The Big Advance Sale, which included all prices except for the 50-cent entrance charge had a record-breaking turn-out of 9,200 persons.

Use 56 Hijackers

Babcock shows used 56 major and kid rides in the kid land and major midway, the latter 1,450 feet long and on the end side of the grounds, almost opposite the spot used last year for the Orange Show.

Attendance at the event totaled

**BEST WISES**

Garman Gets
Big Send-Off
At Home Base

EXCELSEIR SPRINGS, Mo. — Garman Cemetery Association. Company kicked off its season here Thursday (28) with the traditional farewell by the newspapers and merchants at its winter base. The show, in its 28th year, was marked its 19th bow at Excelseir last week. As in past years, the Daily Standard not only front-page the opening but too full pages of ads from various merchants, wishing the show well.

The show opened under Major Legion auspices and debuted its new Merry Mickey, purchased from Cabaret Manufacturing Company this winter. The Merry Mickey is a big time attraction to winter quarter last fall, has been completely rebuilt.

Following is a nine-day stand here, Garman will move to Chillicothe, Mo.

Ohio Show Club
Skeds Roundup

COLUMBUS, O. — The Central Ohio Showmen’s Association will hold a round-up October 8 at the Dayton, O. facility. The round-up was announced at the last trustee meeting of the association.

High point of the round-up will be the awarding of a portable tent, which was won at an earlier meeting.

High point of the round-up were Mrs. Nellie Delash, secretary, and Larry Ley, president, were Mrs. MacDowell and Homer Dovis, respectively.

It was announced that John Enright has recovered from surgery and will be in attendance for its opening here in Columbus. Mrs. Gabe Streiff reported the addition of a C. L.iger was reported confined to Grand Hospital here.

COLUMBUS. O. — The Central Ohio Showmen’s Association will hold a round-up October 8 at the Dayton, O. facility. The round-up was announced at the last trustee meeting of the association.

High point of the round-up will be the awarding of a portable tent, which was won at an earlier meeting.

High point of the round-up were Mrs. Nellie Delash, secretary, and Larry Ley, president, were Mrs. MacDowell and Homer Dovis, respectively.

It was announced that John Enright has recovered from surgery and will be in attendance for its opening here in Columbus. Mrs. Gabe Streiff reported the addition of a C. Liger was reported confined to Grand Hospital here.
WANT

Barnes Show, 100 West Ave.
Phone: AT 6-3519
ASHVILLE, N. C.

BE AVAILABLE FOR LEASE
June 3-September 3. 55 acres near Bourne School on 16th St, in the heart of vacationland, suitable for sandlot, amusement park, etc. Write, wire
JOSEPH CUSTER
BOX 55, WISCONSIN DELLS, WISCONSIN.

GREEN TREE SHOWS
CONCESSIONS: New for 1959 will feature Mechanical Concession.
SHOWS: Wildlife or any family-type show. BILL HUNTER WANTA call Holster and Fire Stage Artists. What happened, Sscu? Johnny Bandy and Western Rover, come on. WANT 314 CAT, Ringo and Lionel Agents.
MADISON, KY., UNTIL MAY 3.

GARDEN STATE SHOWS
McAdoo, Pa., 8 Days, May 10 thru 17, including MONDAY 11th. WINDMILL Celebration.
Want Adams, Davis, Jenkins. On account of Development of Windmill Glass, Will NOT accept Engagements during the above time. 
WILL TAKE WINDMILL glass and other items, if wanted. All address to R. H. Miner, Garden State Shows, McAdoo, Pennsylvania.
Groschur Host to 350

Carnival Routes

Carnival Routes

Post-Easter Slump Hits Jersey Date

BOBADOL, McDaniel's

Continued from page 54

line of paper is being ordered for the

Staff, in addition to McDaniel's, Mrs.

Toad, Mrs. E. J. McDaniel, secretary-

treasurer; Lynch, general representa-

tive; and Mrs. Raymond S. Maloney,

president of the committee. In addi-

tion to the above officers, Mrs. Frank

Ratso, Mrs. Frank Rittenhouse, Mrs.

Mary J. Rows, Mrs. C. O. Maloney,

Mrs. J. E. Peake, and Ms. J. C. Stell-

omy. Perry Smith, Mr. E. R. Oehler,

Mr. M. J. Rosen, Mr. M. J. Rogers,

Mr. S. J. Ross, Mr. T. J. Stone, Mr.

Mr. W. D. Furey, Mrs. C. M. Polk,

Mrs. S. A. D. Sigler, Mrs. S. A. Du-

Lyon, Mrs. J. A. Wall, Mr. J. A.

Wall, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.

West, Mr. N. J. West, Mr. N. J.

West, Mr. J. A. West, Mr. J. A.
Ou De cowhea. /I1, ph0; with Need A one Bingo, APRIL you Pilch For iElectrician phase [how. Ovind Merry or collect want $WO sl.000. book A. WeslinghouK. UNCLE or layad workers. "I the the Hmmona Ovind "KIDDIES, or trade the Hall ShowS. In FOR H. Owensboro, Terry 28, JAMES 428. Owensboro, Terry 28, JAMES 428. for him recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had his newley broadcasting at Shelburne at 1266 Drive 1266. would recently he had
REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in 9-point, caps, boldface in regular or 5 pt. upper and lower case.
RATE: 20c a word, minimum $4. CASH WITH COPY.

TALENT AT LIBERTY ADVERTISEMENTS

Set in usual want-ad style, one paragraph, no display. First line in 5pt. caps, boldface in 9 pt. regular or 5 pt. upper and lower case.
RATE: 5c a word, minimum $1. CASH WITH COPY.

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o 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 60c per square 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 216 PATTERSON ST., CINCINNATI 22, OHIO

Food and Drink Concession Supplies

ANNOUNCING A WHOLESALE SALE OF ALL CHILDREN'S SIZING WITHIA carload lots. Phone: 1000. Tent. 1000. Open 8 to 6.

For Sale - Secondhand Goods

For Sale - Recalling, double axles, 1930s. Priced at $250.00.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.

Coin Machine Help

JOHN MAIDIE - MECHANIC - EXPERT MECHANIC, automatic machines. 18 years experience. Phone B. 125, 1250 W. 4th St., Denver, Colo.

For Sale - DODGE BULLENS GUNNS & CO. 1950 Flange, 1200 lbs. available.

Burma Bullets, Chaparral, N. Mex.

BIRD DUG ON MACHINES.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.

Coin Machine Help

JOHN MAIDIE - MECHANIC - EXPERT MECHANIC, automatic machines. 18 years experience. Phone B. 125, 1250 W. 4th St., Denver, Colo.

For Sale - DODGE BULLENS GUNNS & CO. 1950 Flange, 1200 lbs. available.

Burma Bullets, Chaparral, N. Mex.

BIRD DUG ON MACHINES.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.

Coin Machine Help

JOHN MAIDIE - MECHANIC - EXPERT MECHANIC, automatic machines. 18 years experience. Phone B. 125, 1250 W. 4th St., Denver, Colo.

For Sale - DODGE BULLENS GUNNS & CO. 1950 Flange, 1200 lbs. available.

Burma Bullets, Chaparral, N. Mex.

BIRD DUG ON MACHINES.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.

Coin Machine Help

JOHN MAIDIE - MECHANIC - EXPERT MECHANIC, automatic machines. 18 years experience. Phone B. 125, 1250 W. 4th St., Denver, Colo.

For Sale - DODGE BULLENS GUNNS & CO. 1950 Flange, 1200 lbs. available.

Burma Bullets, Chaparral, N. Mex.

BIRD DUG ON MACHINES.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.

Coin Machine Help

JOHN MAIDIE - MECHANIC - EXPERT MECHANIC, automatic machines. 18 years experience. Phone B. 125, 1250 W. 4th St., Denver, Colo.

For Sale - DODGE BULLENS GUNNS & CO. 1950 Flange, 1200 lbs. available.

Burma Bullets, Chaparral, N. Mex.

BIRD DUG ON MACHINES.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.

Coin Machine Help

JOHN MAIDIE - MECHANIC - EXPERT MECHANIC, automatic machines. 18 years experience. Phone B. 125, 1250 W. 4th St., Denver, Colo.

For Sale - DODGE BULLENS GUNNS & CO. 1950 Flange, 1200 lbs. available.

Burma Bullets, Chaparral, N. Mex.

BIRD DUG ON MACHINES.

For Sale/Secondhand Shop Show Property

A.B. Cooper, 116 Ross Ave., Dallas, Texas, has for sale in show room. Entire collection of antique drums, Japanese music instruments, and many other items.

1525 E. 100 S., Salt Lake City, Utah.

For Sale - Coin-operated Equipment (Used)

ANYTHING IN VENDING MACHINES - Pay no sales tax, no returns, no exchanges. No sales tax, no returns, no exchanges. Send list of machines for sale.

1350 W. 4th St., Denver, Colo.
HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space.

2. Check the heading under which you want your ad placed.
   - Acts, Songs, Parodies
   - Agent, Manager
   - Animals, Birds, Pets
   - Business Opportunities
   - Con Machines
   - Con Machine Equipment (used)
   - Con Machine Opportunities
   - Con Machines for Sale
   - Con Machines Wanted to Buy
   - Costumes, Uniforms, Wardrobes
   - Food and Drink Concession Supplies
   - Formulas
   - For Sale—Secondhand Goods

Talent At Liberty Headings
   - M. P. Operators
   - Music
   - Parks and Fairs
   - Vendors, Artists
   - Vocalists

3. Indicate below the type of ad you wish
   - REGULAR CLASSIFIED AD—$2c a word, Minimum $5
   - DISPLAY CLASSIFIED AD—$1 per space line, One inch $14
   - AT LIBERTY—$1 a word, Minimum $1

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

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Jr. Post
Barber, Frank

Cincinnati, Ohio

Jr. Post

Barber, Frank

Cincinnati, Ohio

Letter List

Letters and packages addressed to notices in any part of The Billboard will be forwarded to you, provided you write your name and address on your notice. The Billboard is a general advertising publication and can not take personal responsibility. The Billboard does not guarantee that notices published will be received by those who request them. The Billboard is not responsible for the accuracy of the information given in any notice. The Billboard will not publish notices more than once every six months.

Advertisements will be charged by the number of words, the minimum charge being $5.00, and the maximum charge being $50.00. Advertisements must be in good taste and in compliance with The Billboard's policies and guidelines. The Billboard reserves the right to refuse any advertisement for any reason. Advertisements are subject to The Billboard's policies and guidelines.

The Billboard does not guarantee that notices published will be received by those who request them. The Billboard is not responsible for the accuracy of the information given in any notice. The Billboard will not publish notices more than once every six months.

The Billboard prohibits the publication of any advertisement that is defamatory, injurious, or otherwise unlawful. The Billboard reserves the right to refuse any advertisement for any reason. Advertisements are subject to The Billboard's policies and guidelines. The Billboard is a general advertising publication and can not take personal responsibility.

The Billboard's policies and guidelines are subject to change without notice. The Billboard reserves the right to refuse any advertisement for any reason. Advertisements are subject to The Billboard's policies and guidelines. The Billboard is a general advertising publication and can not take personal responsibility.

The Billboard prohibits the publication of any advertisement that is defamatory, injurious, or otherwise unlawful. The Billboard reserves the right to refuse any advertisement for any reason. Advertisements are subject to The Billboard's policies and guidelines. The Billboard is a general advertising publication and can not take personal responsibility.
Det. Coffee, Cake Club Lure to Older Segment

DETROIT — The Coffee and Cake Club, a social group that is bringing older singles together, has developed a following of about two and a half years, it now has a steady following, chiefly of older skaters, attending it as an essential and steady part of their recreation.

The club meets on Friday mornings every week from 10 to 12:30, in the home of club members and for guests. It is attended primarily for the group that the trade tends to call oldsters — up to age 70, in fact, among the members — but typically the age group starts with mothers of about age 50 and builds up to a group for mature people interested in skating, rather than in playing. Sometimes mothers bring their pre-school children with them to meet the group. Average attendance is around 30.

Several of the group are never on skaters before in their lives, while others have been away from skating for a long time. But the group is developing, including the interests of older members in more active recreation. The objective is to give them gently advanced movement which they can enjoy, instead of the special challenge type skating. Recorded organ music is used.

Three professionals, Jim Carroll, the new risk manager, Col. Locke and Mr. O. Kiener, are giving the lessons. The men are outnumbered by the members, but they are all enthusiastic and eager to learn. The instruction is very gentle. Even the most tentative attempts by the older skaters allow partial attention to each one.

A substantial number of the club members have developed into regular patrons. There is thus a around evenings to practice and enjoy what they learn in the Friday morning sessions.

SKATING RINK TENTS

42 X 100 IN. AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL Tent & Awning Co.

ROOLLER RINK

One of the largest and best. Equipped with ample seating places. Suitable for dances, parties, etc. Perfectly safe. Ideal for outdoor sporting events. For prices, please call Mr. E. Davis. Marquette, Ml.

RALL J. FOSTER; Crystal, Michigan

RINK—COTE


M. N. CURVECREST, INC.

Muskegon, Michigan

Wills for names of distributors in your area.


ded to the fair's potential draw of 3,000,000 to 30,000,000!

Even in the fair's most commercial area, at the end of its run, only several small shows can be played to because of the short time and the limited seating capacity of the building. The most popular shows are those of the young people who can prepare to the fair's potential draw of 3,000,000 to 30,000,000.

Midway Appeal

Some foreign countries, notably Russia, are present some of their own shows to the Midway. There is a German show, containing a look-alike, and another show for which limited seating capacity of the building.

In the amusement zone, the major shows are Cantina and the Palladium. The Cantina and the Palladium have not been seen in Europe, and, of course, in the U.S., so it is an attraction for the foreign shows.

Palladium is the same given to the show. The structure is a combination of water shows, produced by the American Amusements, and a musical stage show. It is a new, 000-capacity theater with a regulation water show and a musical stage show. This is a 000-capacity theater with a regulation water show. The show operates with a 20-top and the water show is a 000-capacity theater with a regulation water show. The plan is to change the stage talent every two weeks, except for the last show which is a sneak preview for the people of the country. The show is still being going strong.

Full-Scale Coner

Robert Carver and the Palladium owner, the owner of the show, has been able to claim complete without a wide selection of shows on exhibit.

Still Going Strong:

Imports Don't Faze Providence Ring Makers

Pocketed Models New

Also new this year is the copper modernistic novelty ring. The blanks are sold separately, and the retail display is made of aluminum. The ring is priced lower than Providence's, which is the 25-cent retailer, and therefore quite popular for a gift. However, the show also shows in its appearance, which is not a glinting or sturdy built as the American Ringtone, which is.

Copper Models New

Now also this year is the copper modernistic novelty ring. The blanks are sold separately, and the retail display is made of aluminum. The ring is priced lower than Providence's, which is the 25-cent retailer, and therefore quite popular for a gift. However, the show also shows in its appearance, which is not a glinting or sturdy built as the American Ringtone, which is.

Brown Pavilion Spectacular

BRUSSELS Notes

Continued from page 47

which are dazzling exhibitions of war and peace.

A do-it-yourself exhibit with tremendous impact on crowds in the U.S. pavilions is a metalworking hand, used to handle radioactive material. Hard to come by, the hand was made at Argonne Laboratory, Chicago. Fair patrons may buy their own models and operate the hand, invariably before many keenly interested specta-

Surprisingly, tumbledown display of jellies, a bit of hard-core, captured the imagination of the visitors to the Belgian pavilion. A model of a house besides being eye-catching, served to suggest strongly the bond expansions in the U.S. of the Belgian pavilions.
**VENDING MACHINES**

**CHICAGO** — Knowing how to answer typical customer objections to bulk machines is one of the most important ingredients to a successful vending operation, said Jack Nelson, Logan Distributing Company, last week.

**NVA to Have 20 Exhibitors**

**CHICAGO** — Two more exhibitors will display their wares at the National Vendors’ Association convention, bringing the total to 20, said Jane Mason, convention secretary last week.

**PROFILE OF THE WEEK**

**NVA’s Keynote Speaker**

Irv Ar biod has had more than a decade of experience in bulk vending operations in supermarkets on the managerial level. Now the vice-president of the J. Lejngarten, Inc., New York, Ar biod is a member of the Vending Machine Operators Association, a member of the National Vending Machine Operators Association, a member of the American Association of the American Hardware Store Association and a member of the American Hardware Store Association. He is also a member of the American Hardware Store Association and a member of the American Hardware Store Association.

Avery very location owner will see the benefits of a vending machine in his store and that the location is one of the most important factors in a successful vending operation. Sometimes the operator who doesn’t want children burning interest in his machine finds himself back on another bulk machine on location.

To parry such objections, Nelson indicated a quick look over the location and quickly and carefully as possible before starting the sales pitch. If the operator spots another machine vending the same type of merchandise that he plans to vend, he is asked to leave the location immediately. Nelson also instructs operators to find at least three places in the store where the vendor can be put. The third thing the operator should do is to find at least three places where the location is a penny candy or other candy.

**Start ‘At Ease**

In starting the sales presentation, Nelson told the group that it was important to remember that the following: “If the five salesmen in the case today are to sell something, and I’m trying to sell you something.”

(Continued on page 8)

**BULK BANTER**

**By FRANK SHIRAS**

Expectations are that this year’s National Vending Machine Operators Association convention in Miami Beach will be the best ever. Attendance promises to be much higher than at previous conventions. Jane Mason, NVA convention secretary, will have the registration figures on when the convention opens around the country are indicative of a large turnout.

There were 20 EXHIBITORS at the convention, a little more than six exhibits in each area. Almost all of the exhibitors are manufacturers and distributors of vending products. NVA has made an all-attempt to solicit exhibitors who will have an interest in the area of interest. The exhibits include the following:

(Continued on page 79)

**Paul Price Takes Advantage of National Fads**

NEW YORK — Paul A. Price, local lunch manufacturer, has a golden opportunity for success by supplying large operators with new and different ideas that will help him make the popular lunch ever more enjoyable.

Price feels that the current situation is such that he can supply the lunch operators with the freshest and best lunch ever.

Price’s most successful innovation is the “Little Lunch Menu” that is served in a vending machine.

(Continued on page 79)

**IRS Rules $10 Tax Applies to 'Amusement' Vendors**

WASHINGTON — Internal Revenue Service ruled last week that a penny-operated vending machine is subject to tax on coin-operated amusement devices if the penny machine has amusement features.

In answer to a request for advice from the Internal Revenue Service, the machine "for a penny always dispensed coins, or giving, but which effects delivery thereof only after the operator has paid the cost of the ball of game as in a simulated basketball," is a coin-operated amusement device under section 4402 of the 1954 Internal Revenue Code.

According to IRS, the operator of a such machine inserts a penny into the device that will cause a lever to be moved, the lever will cause a ball to be dispensed from the machine into a slot.

The ball of game falls then the machine into a container and the container into a slot machine.

(Continued on page 79)

**NVA Convention Directory of Business**

The eighth annual National Vendors’ Association convention will be held at the Beverly Hotel, Miami Beach, Fla., May 14. Those attending the convention may register Thursday, May 14, from 9:00 a.m. to 9:00 p.m. on Friday, and from 8:00 a.m. to 6:00 p.m. There is no registration fee.

**BUSINESS SESSIONS**

**Friday, May 14**

3:00 p.m. to 5:00 p.m. — Board of Directors meeting.

5:00 p.m. to 7:00 p.m. — Open House in exhibitors’ hospitality rooms.

**Saturday, May 15**

9:00 a.m. to 10:00 a.m. — NVA sponsored breakfast.

10:10 a.m. to 10:50 a.m. — Keynote address by NVA President Leonard Quinn, author, speaker, and Rome, Colo.,私下 and Thursday, May 14, from 9:00 a.m. to 9:00 p.m. on Friday, and from 8:00 a.m. to 6:00 p.m. There is no registration fee.

**NVA Fete to Have New Oak Vendors**

CULVER CITY, Calif. — The new L & L Leagers and bulk vendor, the Bulk Vending Manufacturing Company here, will be shown at the National Vendors’ Association convention in Miami Beach, May 14, with Sid H. Holder, its sales manager, and his wife, Ethel, representing the firm. Bloom will be on hand to greet customers (Continued on page 09)
NVA Convention Section

Featuring

A Special Report On Bulk Vending

NVA REPRESENTS ALL LEVELS OF BULK VENDING

By MILTON T. RAYNOR
General National Vending Association

Just as every well-operated business requires the taking of inventory once a year, so should the NVA (National Vendors' Association, and now in all the times the organization's overall relationship and duty to the industry it represents.

Outs is a comparatively small industry. Within it, we have approximately 20.000 manufacturers and 30.000 distributors, which means the vendors do not know exactly how many operations are in the United States. The interest of all the inter related and village businesses can be quite segregated and limited the operator's present situation, or a manufacturer's problem. There are hopes too overlapping, too much overlapping, and too much intertwining of mutual interests.

All Are Involved

The attack of a Board of Health against operators in Louisiana cannot be isolated or localized. On the contrary, if not overcome and solved, it directly affects manufacturers, distributors, and operators throughout the country. The hazards arise from a test tax a tax on a machine.

A 3,100-Machine Mail Order Bulk Vending that Works

Editor's note: This is the first in a two-part article on the mail order business. This week the mechanics of the business are detailed, while next week the history of the firm and the personalities who have developed it will be presented.

BY IRINA M. REBEKAS

CLEVELAND — Ridge Gum Corporation is primarily a mail order operation of approximately 3,000 bulk vending machines, each of which is located in six chains, extending as far West as Texas and as far South as Florida.

The mechanics of the business are essentially simple. Bulk merchandise is sold to the location at a mark-up, which constitutes Ridge Gum's profit. Each location has a key to vendors on location and keeps all cash. The locations approximately 40 per cent gross profit in vending the merchandise at the standard penny and nickel levels, says Joseph H. Rade, selling in an advisory capacity to his son and daughter, who recently acquired the business.

Triple Stands

The standard Ridge Gum installation is a triple stand consisting of a 50-cent gum, 25-cent ball gum, and 21-cent gum machines. The ball gum and charm machine holds from $2 to $10 worth of vending merchandise, which is sold to the location at $5, said Joseph H. Rade.

The 50-cent gum is packed in 25-pound cases, 1,000 pieces per case, and sells for $15 per case. The capacity of each machine is 250,000 count boxes at $15 per box. All merchandise is sold freight prepaid. Terms are 30 days net.

Locations are selected based on mail order business of various chain drug, dime, variety, department, and grocery stores. A form letter is sent to the individual stores, giving a complete breakdown on the profit picture. In addition, the firm solicits all of the mail order business, and many operators, especially small operators, are provided with cost to the customer.

The letter also states that the machines may be put on a two-week trial, and after which the equipment may be returned, freight freight, if the customer is not satisfied. Altogether units are encouraged, the location has its choice of simple, double, or triple installations. Machines are, of course, furnished on conditions that only Ridge Gum merchandise may be used.

The 3,100-Machine Bulk Vending that Works

Editor's note: This is the first in a two-part article on the mail order business. This week the mechanics of the business are detailed, while next week the history of the firm and the personalities who have developed it will be presented.

BY MILTON T. RAYNOR

Cleveland — Ridge Gum Corporation is primarily a mail order operation of approximately 3,000 bulk vending machines, each of which is located in six chains, extending as far West as Texas and as far South as Florida.

The mechanics of the business are essentially simple. Bulk merchandise is sold to the location at a mark-up, which constitutes Ridge Gum's profit. Each location has a key to vendors on location and keeps all cash. The locations approximately 40 per cent gross profit in vending the merchandise at the standard penny and nickel levels, says Joseph H. Rade, selling in an advisory capacity to his son and daughter, who recently acquired the business.

Triple Stands

The standard Ridge Gum installation is a triple stand consisting of a 50-cent gum, 25-cent ball gum, and 21-cent gum machines. The ball gum and charm machine holds from $2 to $10 worth of vending merchandise, which is sold to the location at $5, said Joseph H. Rade.

The 50-cent gum is packed in 25-pound cases, 1,000 pieces per case, and sells for $15 per case. The capacity of each machine is 250,000 count boxes at $15 per box. All merchandise is sold freight prepaid. Terms are 30 days net.

Locations are selected based on mail order business of various chain drug, dime, variety, department, and grocery stores. A form letter is sent to the individual stores, giving a complete breakdown on the profit picture. In addition, the firm solicits all of the mail order business, and many operators, especially small operators, are provided with cost to the customer.

The letter also states that the machines may be put on a two-week trial, and after which the equipment may be returned, freight freight, if the customer is not satisfied. Altogether units are encouraged, the location has its choice of simple, double, or triple installations. Machines are, of course, furnished on conditions that only Ridge Gum merchandise may be used.

A 3,100-Machine Mail Order Bulk Vending that Works

Editor's note: This is the first in a two-part article on the mail order business. This week the mechanics of the business are detailed, while next week the history of the firm and the personalities who have developed it will be presented.

BY MILTON T. RAYNOR

Cleveland — Ridge Gum Corporation is primarily a mail order operation of approximately 3,000 bulk vending machines, each of which is located in six chains, extending as far West as Texas and as far South as Florida.

The mechanics of the business are essentially simple. Bulk merchandise is sold to the location at a mark-up, which constitutes Ridge Gum's profit. Each location has a key to vendors on location and keeps all cash. The locations approximately 40 per cent gross profit in vending the merchandise at the standard penny and nickel levels, says Joseph H. Rade, selling in an advisory capacity to his son and daughter, who recently acquired the business.

Triple Stands

The standard Ridge Gum installation is a triple stand consisting of a 50-cent gum, 25-cent ball gum, and 21-cent gum machines. The ball gum and charm machine holds from $2 to $10 worth of vending merchandise, which is sold to the location at $5, said Joseph H. Rade.

The 50-cent gum is packed in 25-pound cases, 1,000 pieces per case, and sells for $15 per case. The capacity of each machine is 250,000 count boxes at $15 per box. All merchandise is sold freight prepaid. Terms are 30 days net.

Locations are selected based on mail order business of various chain drug, dime, variety, department, and grocery stores. A form letter is sent to the individual stores, giving a complete breakdown on the profit picture. In addition, the firm solicits all of the mail order business, and many operators, especially small operators, are provided with cost to the customer.

The letter also states that the machines may be put on a two-week trial, and after which the equipment may be returned, freight freight, if the customer is not satisfied. Altogether units are encouraged, the location has its choice of simple, double, or triple installations. Machines are, of course, furnished on conditions that only Ridge Gum merchandise may be used.

A 3,100-Machine Mail Order Bulk Vending that Works

Editor's note: This is the first in a two-part article on the mail order business. This week the mechanics of the business are detailed, while next week the history of the firm and the personalities who have developed it will be presented.

BY MILTON T. RAYNOR

Cleveland — Ridge Gum Corporation is primarily a mail order operation of approximately 3,000 bulk vending machines, each of which is located in six chains, extending as far West as Texas and as far South as Florida.

The mechanics of the business are essentially simple. Bulk merchandise is sold to the location at a mark-up, which constitutes Ridge Gum's profit. Each location has a key to vendors on location and keeps all cash. The locations approximately 40 per cent gross profit in vending the merchandise at the standard penny and nickel levels, says Joseph H. Rade, selling in an advisory capacity to his son and daughter, who recently acquired the business.

Triple Stands

The standard Ridge Gum installation is a triple stand consisting of a 50-cent gum, 25-cent ball gum, and 21-cent gum machines. The ball gum and charm machine holds from $2 to $10 worth of vending merchandise, which is sold to the location at $5, said Joseph H. Rade.

The 50-cent gum is packed in 25-pound cases, 1,000 pieces per case, and sells for $15 per case. The capacity of each machine is 250,000 count boxes at $15 per box. All merchandise is sold freight prepaid. Terms are 30 days net.

Locations are selected based on mail order business of various chain drug, dime, variety, department, and grocery stores. A form letter is sent to the individual stores, giving a complete breakdown on the profit picture. In addition, the firm solicits all of the mail order business, and many operators, especially small operators, are provided with cost to the customer.

The letter also states that the machines may be put on a two-week trial, and after which the equipment may be returned, freight freight, if the customer is not satisfied. Altogether units are encouraged, the location has its choice of simple, double, or triple installations. Machines are, of course, furnished on conditions that only Ridge Gum merchandise may be used.
Multiple - vending installations of the larger size are more profitable to enterprising business operators throughout the U.S.

One type is commonly the two, three, and sometimes four machine installations that are often put in high-traffic corner and drug-stores.

Another type of multiple vending unit is comprised of large machines, less utilizable, usually located in supermarkets.

Not the large company employing winter is apt to run two or three types of multiple vending, the independent operator seems to concentrate upon one or the other.

The big firm has ever thought to see and manpower to make it feasible to spread out over a very large area, adapting the unit type to the requirements of the location.

Faced with Choice

But the independent operator appears faced with a choice. If he was to put in a one-machine stop, he must do considerable traveling and usually each be holstered with one-machine stops. On the other hand, in a compact route that he has to cover, the same amount of travel will reach locations in which to put small machines, which are easier to install.

As a consequence, the operator seeks out the better spots on his route to install his small unit.

An exponent of the large - multiple - vending installation is David Yarmuch, Mark Vending Company, 1-5 Clifton, N. J., who uses them in all his locations, he reports.

He says that the spread of the route is the great that a profit couldn’t be made if he went to put single-unit installations in heavy-trafficked spots located along the route.

To make his type of operation profitable, he must generally select locations that will support an installation of 10 machines, at the last one, as far as four units.

If a location is conveniently located, Yarmuch reports that last week he went to install an install of four machines in one of the largest discount store in the East.

He makes up the same amount of 1 cent and 5 cent machines, the latter, on the bottom tier of the stand. The penny machines usually gross 50 per cent of the sales, and he pays commissions ranging from 20 to 33 per cent.

In stores having 18 machines or more he finds it necessary to service each every week, and generally he services three or four times a month. His machines are the best sellers in his multiple installations.

Single Units Eliminated

One-machine stops were discontinued by Yarmuch two and a half years ago, when he decided that the supermarket and big discount store was the most profitable large-range objective in bulk vending. He claims that this type of vending has proved so profitable for him and the location that he can now persuade many planned stores to make room for a multiple installation at the blueprint stage.

Leo King, Lombard, Ill., is an example of the operator who restricts himself to the small multiple installation. (See picture.)

Using a 7,000-machine route, he has 30 unique multiple installations that are located in high-traffic corner and drug-stores. Taking a standard revolving unit of four machines made by a manufacturer, he simply sets a tab-gum machine on top, securing it to the revolving unit with heavy gauge wire.

Varies Fills Seasonally

King varies the fills with the season. At present jelly beans and gum are selling best in Chicago, he finds, and in a typical installation he has two jelly bean machines, one of Spanish peanuts, and one 210 half gum and charm machine. King reports that the units are serviced every one and one-half weeks and that the gross takes vary from $50 to $150 per month to as high as $470 per month in exceptionally good locations.

In looking for good locations for these multiple units, King restricts himself to small stores with high traffic in children. Keeping a close watch on seasonal variation, he doubles up on his peanut machines in the winter and on the gum units in the hot months. King reports that he first began using multiple installations around five years ago, when they first became available from manufacturers.

The Folz Program

Folz Vending Company, Long Island, N.Y., is an extremely large bulk vending firm of more than 10,000 bulk machines. For the past 10 months the company has restricted new locations to those that could support a minimum of four machines, according to Harold Folz who with his brother, Roger, heads the firm. He reports that a combination of prevailing high commissions, increasing cost of vehicle maintenance, and labor costs made this new program necessary.

In the case of Folz, chain stores—sometimes involving a deal that opens up 100 new locations—are almost exclusively sought out. The company reports that over the past 10 months alone this policy of installing multiple installations in chain stores has added the revenue equivalent of the previous three years to the operation.

A typical battery will have two mixed ball-gum-charm machines, a jumbo ball gum unit, a Secret cube vending, and a nut and confection machine. As a rule of thumb, the ball-gum-gum machine, accounting for a sixth of the machines on location, will bring in a third of the revenue.

Monthly Gross $3

Folz reports that his fair machine will gross around $3 a month, while a two-machine battery will often take in $3 a month, with the pre-machine average being a 40 per cent. The savings are made in labor costs. They are only slightly higher on four machines than on one, according to Folz.

Gross sales will slip slightly on a ball-gum-charm machine when from two to six other machines are mounted with it. Folz reports that most of the volume picked up on jumbo ball and capsule vendor is plus business. The fact that the other units bring down the per-machine average is nothing but a bookkeeping statistic, in Folz’ eyes. He is more interested in profit after commissions, sweat costs and machine amortization.

Alan Bitterman, son of the Kansas City, Mo., distributor, reports that three quarters of the 3000-machine route which he operates is comprised of multiple installations. Five unique Bitterman batteries are made up of 13 machines and are located in supermarkets in the Kansas City area. (See picture.)

A cautious businessman, Bitterman reports that he will only put one of these batteries in a supermarket if the store grosses more than $1 million annually.

Bitterman states that this 13-unit battery must gross $300 a month in order to be profitable. Like Folz, Bitterman finds that these machines gross around $3 a month. All of the peanut machines only hold around $5 to $10 worth of merchandise, it nets Bitterman more per month than ball-gum-ball-gum machine unit holding $20 worth of merchandise. The reasoning for this is that the peanut machine is generally completely emptied when the batteries are installed and at 20-day intervals, whereas the baseball unit is only partially empty.

Biggest Money Makers

Aside from the peanut machine, 200 count ball gum and charms, jelly beans, and 100-count ball gum are the biggest money earners, says Bitterman. Tal gum moves the lowest in their 13-unit installations. The typical battery is comprised of 13 machines, a baseball, a capsule, a capsule vending jelly bean unit, two tab-gum machines, a rocket machine, a basketball-gum unit, a combination post card-ball-gum, which brings in two bulk-gum-charm machines, two century ball gum venders, and one unit vending Chicago Trust gum. (See picture.)

The battery is serviced by one man and requires approximately 40 minutes, according to Bitterman.

He estimates that a single machine alone requires five minutes to service, which means a saving of 25 minutes by comparison. Bitterman works out of a converted Volkswagen bus, serving the route. He adds that he of the biggest advantages of the five supermarkets in which he has his 13-machine batteries is that they are from 8 to 16 days of the week.

Four-Unit Consoles

An eight-machine installation broken down into two four-unit consoles, or groups, can be installed in one or more locations. In some instances, Bitterman has placed machines on the same street corner, one on one location and another on the next street, and in each instance the vandalism in different machines has been considerable.

Approximately 85 per cent of Arguelles’ machines operate at a $5 per cent rate.

Another 10 per cent of the machines consist of three penny machines and one nickel machine. He reports that the eight-machine installation grosses around $8 a week. A point in favor of multiple installations is that Arguelles can generally contract to give a 20 per cent commission. With the total receipts from commissions much lighter than what you would receive against a single machine, the location’s profit is probably no better than the 5 to 10 per cent rate.

Advertising Employed

Arguelles utilizes the coupon units for advertising as well. (See picture.) This is a very simple and practical way of establishing valuable good will with the loca a and simultaneously a method of getting tacit approval of the machine. Arguelles claims people are apt to think that if the bulk machines are good enough to bring store advertising they are probably the type of order-binder merchandise that happens to be tolerated by the location.

Cald Hill, Detroit, is an independent operator who sets up his multiple installations in a variety of locations. He maintains a high gross point in a wide variety of locations—sub bars, grocery stores, convenience stores, bowling alleys, variety stores, and gas stations. Like Bitterman, he is apt to put his machines in spots with high traffic in younger people. Hill will often use two machines vending the same type of merchandise in different locations. This is often done when a particular item moves very fast. Another reason is possible to make a 20 per cent profit.
Multiple bulk vending began with the two and three-unit installation. It continues to be profitable in both supermarkets and the smaller, high-traffic corner store. Now a growing number of enterprising operators are learning how to operate big batteries of machines in the larger supermarkets. The story on these two pages details the experience of a number of varied operators throughout the U. S.

The Multiple Installation

This right-machine installation is regularly serviced once a month. Hill’s estimates of servicing requirements afford another interesting comparison with Bitterman’s report. Whereas Bitterman says that it ordinarily takes five minutes to service a machine, Hill page it at 10 minutes. Whereas the former finds that he services 13 machines in 40 minutes, the latter spends close to an hour servicing 8 machines. Perhaps some of the servicing that Bitterman does in the shop Hill performs on location.

A distributor who installs multiple installations as a source of steady information that can be passed on to operators is A. W. Wilson, Phoenix, Ariz. He has a battery of machines located on the side walk in front of a Phoenix hardware store (see picture) in which new merchandise, machine and ideas are continually tested.

Inverted Stand

Inverted has developed a pressed metal stand, mounted on casters, which accommodates four machines. The stand opens up the back and is used to store merchandise, while the casters allow the whole unit to be easily moved into the store at night. (See picture.) Wilson continuously experiments with such ideas as charm display posters, tiny bulbs that burn inside the globes, new products that hit the market, and all-weather enclosures for outdoor machines. As an example, he may find that the small bulbs stimulate sales of a particular new product. Such information is immediately passed on to operators.

Copyrighted material.
While "Conventional" acquaint yourself
with the NEW
LIFE &
HOSPITALIZATION
GROUP PLAN
FOR N.V.A. MEMBERS
Visit Sylvan Lipshutz in our
Exhibit Room.
Pick up your free gift!

JOSEPH LIPSHUTZ CO.
N.V.A. Insurance Representatives
39 S. La Salle Street
Chicago 3, Illinois
Phone: Financial 6-3030

...a sure hit!

introducing: oak's
LI'L LEAGUE
RENT

The bases are loaded with profits for the smart operators who
install Oak's Li'L League on key locations. The fascinating ball game
is right on the front of the machine to attract the eye and
interest the customer. The machine provides a fun filled game
while it lends ball gum. Adaptable to any seasonal game
and also to present Oak equipment.

Contact your distributor or:

West Coast Factory Sales
OPERATORS VENDING MACHINE SUPPLY
10240 No. Figueroa Street
Los Angeles, California

East and Midwest Factory Sales
M. J. ABELSON Phone AT 16478
20311 East Avenue
Chicago, Ill.

OAK MANUFACTURING CO. INC., 11411 Knightsbridge Ave., Colver City, Calif.
Bulk Operators Check List
- Continued from page 67

12. Are you already familiar with Internal Revenue Service taxation rulings on bulk machines? Yes □ No □
13. In getting new locations, have you worked out a systematic sales talk? Yes □ No □
14. Have you ever made an estimate of how much inflation has cut into per machine profits since you began operating bulk machines? Yes □ No □
15. Do you always carry extra machines while on the route in order to get an immediate start on a machine at a location's request? Yes □ No □
16. Have you made attempts to operate in types of locations that you haven't been in the past? Yes □ No □
17. Do you carry spare machines so that you don't have to make machine repairs on location? Yes □ No □
18. Do you pay commissions in Widening money wherever possible? Yes □ No □
19. If you are a member of National Vendors' Association, can you give several clear and distinct reasons for not joining? Yes □ No □
20. When people watch you servicing a location, do you take the time to patiently answer questions they may ask about bulk vending? Yes □ No □

If 15 of your answers to the above questions are YES you are an excellent operator. If 10 are YES you are a good operator. If 5 or fewer of your answers are YES you should carefully re-evaluate your operating methods and procedures.

FOR SALE

9-M NATIONALS
30c operation.
Single price—$65.00.
Lots of 10—$60.00.
Write, wire or phone
BEAVER DAM SALES CO.
317 Ingleside Road
Cleveland 17, Ohio
Phone: Westing 1-4849

VENDING MACHINE OPERATORS
If You Buy BALL PENS
We Guarantee to
SAVE YOU MONEY
on High Quality Pens

CHECK OUR LOW—LOW PRICE—
buy direct.
24 HOUR SERVICE. We can ship
100,000 Pens Per Day!
Satisfaction or Money Back.

NEW Hallmark's Ball Pen VENDING MACHINE
The greatest innovation in ball pens Vending. Write for details.

HALLMARK PEN Div. B
305 East 140th Street
New York 34, N. Y.

NVA Progress
- Continued from page 67

cannot carry the weight of a national association representing him alone.

Last year NVA was in a position to help operators at never before. In 1956, early in 1957, and late in the fall of that year, NVA gathered together a folio of Internal Revenue Service decisions that spelled out federal taxation policies toward the bulk vending industry down to the last detail.

The Federal government has specified in which cases the display and machine and the capsule vendor is to be considered a bona fide vending machine, an amusement machine or a gambling device. This information was extremely helpful to NVA's counsel in settling taxation problems throughout the country immediately.

Late in 1959 NVA submitted two ball pens (taken off location) to an independent laboratory for analysis. The report was that the bacteria count on ball pens attributable to its mixture with charges is negligible. During 1957 the results of these tests were instrumental in settling taxation problems which arose. (See Milton T. Ramey's last column, for some areas which gave trouble in the U. S. the past year.)

A big membership drive was not made over the past year and the ranks of NVA did not swell. It was a year during which the decision of the Supreme Court concerning the reconditioned machines was momentarily in doubt. As a national organization to specific trouble spots, and making every effort towards staging a convention that would have a unified impact upon everyone attending.

99% NEW!
WANTED USED VENDING MACHINES, ALL TYPES. HIGHEST PRICES PAID. SEND YOUR LIST.

Logan Distributing Co.
1800 W. Division St., Chicago 22, Illinois
Phone: Hum 4-4730

HEADQUARTERS
FOR ALL VENDING EQUIPMENT AND SUPPLIES
- BALL GUM
- CHARMs
- BULK VENDERS
- CANDY
- MACHINES
- CIGARETTE MACHINES
- STANDS
- PARTS
- COIN WRAPPERS
- MACHINES
- RECONDITIONED MACHINES

LOWEST PRICES—FAST DELIVERY. WRITE FOR FREE PRICE LISTS.

Logan Distributing Co.
1800 W. Division St., Chicago 22, Illinois
Phone: Hum 4-4730

N.V.A. SHOW Scoop!
7 NEW Feature! 
CHARMS!

VISIT OUR BOOTH AT THE N. V. A. SHOW OR WRITE FOR DETAILS

Penny King Company
Rosalie 34 for Rosalie Kit of Charms.

.visit us at the nva convention 1959

for all vending equipment and supplies
- ball gum
- charms
- bulk vendors
- candy
- machines
- cigarette machines
- stands
- parts
- coin wrappers
- candies
- reconditioned machines

lowest prices — fast delivery. write for free price lists.

LOGAN SPECIAL
Reconditioned National 25c & 30c Cigarette Machines.
$5.95

wanted used vending machines, all types. highest prices paid. send your list.

Logan Distributing Co.
1800 W. Division St., Chicago 22, Illinois
Phone: Hum 4-4730

LOGAN SPECIAL
Reconditioned National 25c & 30c Cigarette Machines.
$5.95

WANTED USED VENDING MACHINES, ALL TYPES. HIGHEST PRICES PAID. SEND YOUR LIST.

Logan Distributing Co.
1800 W. Division St., Chicago 22, Illinois
Phone: Hum 4-4730

1959 NEW PRODUCTIONS! 
1959 NEW PRODUCTIONS! 
- Vends cards—postal, scenic, children's trading cards. Vends toys, Nice-Clean, Kwick Shine, etc.

Vends Toys, Camps, Scenic, Children's Trading Cards. Vends Toys. Nice-Clean, Kwick Shine, etc.
- New cards—tear bar cards, various styles plus game cards. Vends Toys and any carded merchandise!
- Available with dimes or quarters mechanism! Can be loaded to dispense any number of items per vend. No adjustments necessary! A desire for popular and counter display! Ideal for routes!
NVA Reps All Trade Levels

- Continued from page 57 -

Recently, if unsupervised, are not felt just in that particular district alone, but can easily spread from district to district through the country.

NVA, recognizing these elementary facts, now became the melting pot of the industry. It is the representative of all phases and segments of the beverage vending field. Presently as an organized body, all levels of distribution threw their support behind it because they were aware of the fact that healthy operators need healthy distribution and manufacturers. Whereas the sickness in individual operations was a highly contagious disease.

One has but to look at the Board of Directors of NVA to see a complete cross-section of our entire industry in action, always working and striving to find the answer and the methods to build a better and more secure industry for all.

Source of Help

NVA has become the mainliners' lighthouse, the beacon of hope for all within the industry. It is the research center, the fountainhead of the source from which all can ask for information, relief and assistance—and get it! A distributor in Georgia, in Texas, in Alabama (all within the last 60 days) requested information and help on industry matters, and then depended on the reliability and know-how of NVA to follow through.

A manufacturer in New York was concerned about a serious issue in Boston and Revere, Mass., and transferred the entire problem to NVA, safe in the knowledge it would be taken care of. Operators in the Midwest and in the South received calls for assistance, with four in their voices, but hoped that help would be forthcoming—and it was.

This is pointed out not to solicit flaps or to take bobs but simply to illustrate the point that the availability of NVA's service is available to all. What was done should be expected as a routine job within the regular course of business. The justification for the cooperation and service is to help and service our members and the industry in general.

Our success hinges on the alert reporting to us of issues and problems. Sometimes we can instantly solve a problem; at other times, we can not. To wait can prove disastrous. This is a partnership that requires action from all parties. NVA needs your help. Without you NVA knowledge it can apply to those facts.

NVA has enjoyed a healthy year. Although our membership has not increased considerably, the association was able to make many valuable contributions to the industry and its members, and with each passing year the value of these contributions will increase. The keynote to the future depends upon the unity and co-operation achieved from all within the industry. With unity our future is secure.

Three More Fined
In Philly Swindle

Philadelphia — Judge Thomas C. Egan in the United States District Court for the Eastern District of Pennsylvania placed three men involved in a $100,000 vending machine swindle on probation for two years and fined them a total of $1,750.

The others involved in the alleged crime were fined a total of $343.20 and placed on probation last February by Judge Allan K. Grin.

A condition of the probation was that restitution be made to the victims of the swindle within two years.

The three all pleaded guilty. They are: Madison J. Butler, Leonard Shane and Standard Bidon.

Federal agents reported that, under the scheme, advertisements were placed in weekly papers between April, 1935, and 1936, inviting investors of $90 each. The ads were in the nature of "blue sky" advertising, designed to deceive investors that they would get back their money and 10 per cent interest. The Federal agents claimed that all the investors who were the machines, worth $11.35 each.

NOT SIR, NOT SEVEN, BUT MORE, MANY MORE NEW CHARMS AND GIMMICKS WILL BE ON DISPLAY AT THE EPPY EXHIBIT

N.Y.A. Convention
May 1 to 4, 1958
Miami Beach, Florida

EPPY
111-13 144th Street, Jamaica, N.Y.

VICTOR'S STAND-UP TOPPER

With each new product, Victor is just as busy as ever.

J. SCHOENBACH
For Victor Vending Corp.
275 Lincoln Place, Brooklyn 18, N.Y.

MILLS Forest 107
TAB GUM VENDOR

MILLS Forest 107 TAB GUM VENDOR

MILLS Forest 107 TAB GUM VENDOR

Order Today—Prompt Deliveries.

J. SCHOENBACH
713 Lincoln Place, Brooklyn 19, N.Y.
Phone: Fairlax 4-7526
Detroit, Buffalo Takes Off 15-30%  
Motor City Ops Sweat Out Slump, Trim Juke Buses, Hold Disk Purchases Steady
By HAL REEVES

Fourth in a series.

DETROIT—Business? There is no question about that. The operators are in the music business since the mechanical piano days of 1921, summarizing their present conditions.

Actually, collections are down and the work force is down. But locations are down in the suburban white collar community of Westland, "have held up all right, the same as always."

In areas frequented by industrial workers have really suffered. Coinless link this directly to the fact that the operators have felt the pinch of the free work force is unemployed. Layoffs have been extremely severe in manufacturing plants.

Lastly, the most surprising development has occurred in some "lower-class" sections of the city, notably on the central-east side, where many people have moved from the South.

"At any time in 20 years," one coinless said, "collections have never run so low as they have now. In fact, some have gone up."

No specific location pressures were cited as reasons for the drop. Equipment is being moved around and sales people are being reduced. In addition, the operator is putting up displays of better-class music instead of the juke box to plug up the back side.

In general, juke box men said they were waiting for better weather and an upturn in business conditions.

Detroit, with its long history of

400 to Attend Westchester Ops Annual Dinner

SCARSADLE, N.Y. — A capacity crowd of 400 persons is expected to attend the seventh annual dinner meeting of the Amalgamated Operators Guild, to be held May 20 at Holiday Inn here.

Seventy-five percent, entertainment will be provided by some of the nation's top musicians.

The committee for the affair includes: Fredie Wenzel, pres.; Carl Faves and Nathan Kadish, invitees; Sam Smith and Harold Abner, governors; J. E. Linsdell, sales manager, and M. Wohlen, ensue.

Seeburg Elects

Siegel, Coleman

CHICAGO—Herbert J. Siegel, president of Seeburg, and Delbert W. Coleman president of the Seeburg Corporation, which has a new trend and distribution, announced Monday morning.

The company, new trend, president-elect, said the Seeburg companies have improved somewhat here during the last two weeks, but business is still very weak.

Ironically, the recession and increased tax pressure are being hurt by the severe shortage, and the extra $8 means that the record stores are selling the $10 or $2 for $1.50

Several tavern owners report that they are not turning over, because the customers are being soaked at bars. The payments were increased because of the recession, so, indirectly, the recession has put some money in the consumer's pockets.

Tax Refunds

Also, quite a few checks for income tax refunds have been sent up in the bar, and a fair number is winding up in the coin boxes.

Of course, income tax refunds are the result of reduced income, and higher unemployment checks, which are the result of a business recession, are hardly the basis for property.

Despite the recent uptick, the state of the coin machine industry here still is not good, and most collectors will be on the lookout for the next downturn.

(Continued on page 75)

MUSIC MACHINES
APRIL 28, 1958
Communications to 188 W. Randolph St., Chicago 1, II.
THE BILLSBOARD

Seeburg Expects to Build  
Cigarette Vendors, Buys Eastern's Unit

Machines Will Be Made at Chi Plant;  
Cash Purchase Price Not Disclosed

CHICAGO — The Seeburg Corporation entered the vending machine field on April 4 when it announced a $1,500,000 cash deal with the cash purchase of the Eastern Electric's cigarette machine line.

The purchase price was not disclosed, although a company spokesman said the transaction was for cash. It included all patents, tools and dies of the cigarette line. In addition, Herbert J. Siegel, chairman, and Delbert W. Coleman, president, made the announcement Wednesday.

The machine will be manufactured at Seeburg's Chicago plant.

Mechanically, it is very similar to the firm's present jack box distributors. At this Seeburg did not explain its decision to sell the cigarette machines to this plant. Sources, Siegel and Conrad said that it means "that local distributors will have a much wider distribution network and thus service will be quickly available in any location."

"Going into the cigarette machine business is the firm's entry into cigarette vending's 1960's first step in a diversification plus a wide worldwide distribution channel can be utilized effectively and for much better."

Record Crowd

Attends Runyon's Service School

NEW YORK — More than 70 operators attended the AMI service school's annual Sales here Monday night (1). It was the largest turnout the local distributor has ever had for a service school.

In attendance at the school was Monte West, factory service engineer, who introduced the factory's new Art Dudgeon, sales representative. Hoots were Barry Sugarman, Ruckle Spiegl, an old-time dealer, and Irv Kemper. Others from the local staff included: John Powers, Leon Feinberg, Dick Berk and Joe Baro. Morris Reed was in Trenton, N.J., on business with R. J. Copyrights, and Albert and Harold Levine represented Runyon in the house of the group.

West answered questions on old and new AMI models and showed them the latest equipment. A partial list of operators attending included: Walt Conrad, Dave Cows, Bill McCarthy, Bob McCarthy, Murray Cohen, Eddie Cetona, Nat Tellier, Harvey Cratz, Sam Lerner, Harold Kaufman, Nat Benkay, El-  

W. J. Marano, Bob Daddis, and George Schott, Sam Matty, Ed Creason, Andy Pinsky, Sally Bedford, Wal-  

W. J. Marano, Bob Daddis, and George Schott, Sam Matty, Ed Creason, Andy Pinsky, Sally Bedford, Wal-
shop, Rosa, N.P. France, Tony Marano, J. Writer, Corey and Jerry Biala.

Also Sheldon, Scholla, Iris Klen-  

Vis. Operators Meet April 29

APPLETON, Wis.—The Wisconsin Music Merchants will meet next Tuesday at the Appleton Area Club here in an informal meet to discuss the Congressional ballot issue.

Clint Pierce, Brotherhood, operator from Neenah, who is reporting to the board of Music Operators of America, was scheduled to arrive only in the hearings held last week.
Glimco Takes 5th 70 Times in 2 Hrs.

WASHINGTON — Joseph F. (Joe) Glimco boosted the Senate Select Committee last week (24), taking the Fifth Amendment a repeated 70 times during a two-hour hearing. Glimco, recently named president of Teamsters' Local 779 (Chicago taxicab drivers' union) and long a trustee of the local, balked at turning over complete union records of his local to the committee and was therefore threatened with prosecution for contempt of Congress.

In addition to his union activities—subject of numerous investigations over the years—Glimco is president of the National Photographic Distributing Company, a Chicago juke box distributing firm. Although he refused to answer a question put by committee counsel Robert F. Kennedy relating to his police record, Kennedy asked if he had been arrested five times and convicted four times.

Glimco also refused to tell whether he knew or was associated with a number of people including the Chicago Federal Bureau agents, the Rabbit Fixing, and others.

Glimco was called, according to Kennedy, in connection with the committee's investigation of the misuse of union funds and pension and welfare funds. Kennedy said the committee was also interested in the affiliation of local and state union organizers.

He produced about 25 pounds of union records and other subpoeans, but refused to say if they were complete. He insisted on keeping the records he presented in his own custody while the committee examined them.

Glimco was given until Wednesday (30) to produce the complete records. Kennedy also welcomed Glimco's interest in a juke box business.

Wurlitzer Names Arsem Engineering, Research Manager

NORTH TONAWANDA, N. Y. —The Wurlitzer Company named A. Donald Arsem manager of engineering and research at the firm's division here. Among North Tonawanda, Wurlitzer vice-president of engineering research, announced. Arsem was with Wurlitzer since 1938. He is associated with Arsem, Stewart-Warner Electronics, Chicago, since 1935 until joining Wurlitzer.

He was development engineer on the project at the U. S. Office of Scientific Research and Development, charged with investigating the feasibility of solar and space heating systems. With Wurlitzer Arsem worked on the design and development of electronic circuitry, using advanced techniques as pioneered by the German company, Siemens, and other leaders in the European field.

Arsem joined Wurlitzer in 1940 as an assistant engineer in the design of the Wurlitzer 58, its first automatic selection juke box. Arsem's skills in the design and development of juke box electronic circuits have been widely recognized since that time.

Arsem will be responsible for the design and development of juke box electronic circuits as well as the development of juke box mechanical electronics, including the design and development of the juke box mechanical circuits.
Coin Collections

• Continued from page 73

operators feel that their problem
of employment situation returns to normal
采纳.

Meanwhile, the move toward
disc jockey jobs is helping
out somewhat. The transition has
been slow but gradual, with an
estimated 75 per cent of the
New York machine men
done.

About 50 per cent of those
men still on 5-cent pay are old-
78's which are about ready for
the scrap heap. When these are
replaced, the city will be nearly all
don't.

Seeburg Vendor

• Continued from page 73

included three models, all electrically-
operated. The Electo, a 22-
column, 501-pack unit, vends reg-
ar and long-size cigarettes at 25
30, 40, 45, and 50 cents, and listed
at $299.50. The Electo-500, a 22-
column, 500-pack machine, vends
at 25, 30, 35, 40, 45, and 50 cents
and listed at $299.50. The Stylet
a 220-pack unit, listed for $355.
The Seeburg Corporation was
formerly known as Fort Pitt Indus-
tries, Inc. (The Billboard, April
won't be resolved until matters
of the J. P. Seeburg Corporation for a

3-PACK

Now at your AMI distributors!

Every station—many copies of
Herald, station, or outlet
should try you at the
best manufacturer of
printed and
hundreds of

distributors, no
$200

Soldering, Soldering, Drilling.
ROYAL MFG. CO.
1340 Howard Street
San Francisco, Calif.

UNIVERSAL 100

UNIVERSAL 100

WALL SPEAKER

8-inch Super Perma-
Magnetic speaker in
base-relief enclosure
and switch control.

CORNER SPEAKER

8-inch Super Perma-
Magnetic speaker in
base-relief enclosure
with switch control.

www.americanradiohistory.com
Colorado High Court Nixes Pin Seizures

Rulings Cannot Be Confiscated if Op Is Unaware of Over-Court Payoffs

DENVER — Colorado’s Supreme Court ruled Wednesday that a pinball machine moet could not legally be seized and destroyed as a gambling device if the owner of the machine was unaware it was being used with "overthe-counter" payoffs.

The ruling concerned 10 pinball machines seized by the sheriff of El Paso County. The High Court opinion, written by Justice John M. Meeker, held that only one of the machines actually knew it was being used as a gambling device, and that only that one could have its machines destroyed.

The District Court acknowledged that all the machines were being used as gambling devices and for gambling purposes by the operators of the various places of business which the machines were located. (Continued on page 79)

New Distracts To Specialize In Arcade

DETROIT — Something new in the coin-machine business—a distributing firm that will specialize in new coin-operated amusement machines while keeping the road man on the road.

The new company is ABA, Inc., a name that has been in the coin machine business itself for almost 90 years. It also has a background for a third understanding of the problems of the Arcade operators, including the need for close scheduling and meetings for dates for setting up the shows. Young is operating the new company out of Edgewater Amusement Park, Detroit, and Motor City Park, Dearborn.

N.Y. High Ct. Halts AAMONY On Elections

NEW YORK — The Associated Amusement Machine Operators of New York was examined by a New York State Supreme Court from holding an election until the nominations meeting is held. The organization held the election of an executive committee, which was held by the four AAMONY members who have served the organization well, and who were not able to attend. (Continued on page 80)

13 Amusement Firms Slate MOA Exhibits

CHICAGO — Thirteen firms are scheduled to exhibit coin-operated amusement machines at the Music Operators of America Show, May 5-8, at the Meridian Hotel. Many more will be added before the conventions.

About 80 percent of the firms will exhibit amusement pieces at last year’s show, and at the 1956 show. A smaller variety of amusement pieces are expected this year than last, as a number of new machines were introduced. Most of last year’s displays included new Arcade machines.

State Officials Order Chicago License Check

CHICAGO — Coin-operated amusement machines and joke box machines in Cook County are due to pass a further hearing this week. Licensees were notified to be present for the trial.

State officials last week ordered "more diligent" check on amusement machines on locations. Over the past several weeks, a "more diligent" check on amusement machines was being heard in court. (Continued on page 79)

Supreme Court Gets Second Pin Petition

Brief Filed for Toledo Operator Cites ‘Two Important Constitutional Questions’

DELXORE, Nevada — The Nevada Supreme Court will hold a new pinball game at the annual convention of the MACHINES

In Chicago, May 5-8

According to Paul Cusano, ASC president, the game will be played on a black and white television. The game is twenty feet long and 38 inches wide.

The playing surface has no pockets.

The machine is electric, with the game determined by score, not time. The machine is ready when it is already under way, with deadlines scheduled by the end of May.

Mr. Cusano said that the piece will be held to operators and distributors only and not to locations.

500 Players Invited to Participate in Shuffleette Tournaments

UNION CITY, N.J. — Twelve people are invited to participate in the first annual shuffleette tournament.

The tourney was held at the Kirkland Civic Center, with a prize for the winning team. (Continued on page 82)

National Bowls New Shuffle Game at MOA

ORANGE, N.J. — The National Shuffleboard Company will hold its annual convention of the MACHINES

At the annual convention of the Music Operators of America, May 5-8.

Feature of the new game is a shuffleette machine with an operator to set play from 5 to 20 minutes. It will make it possible to play in shuffleette games and make it possible to use the shuffleette machines in a shuffleette game. Four plastic obstacles are added to the shuffleette game. (Continued on page 83)
### Coin Machine Price Index

#### How to Use the Index

**Highs and Lows** Equipment and prices listed below are from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of April 28, 1958)

#### PRICES

Prices given in the Index are in no way intended to be "standards." They are given for the sole purpose of an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a basis for comparison, so that the buyer, who is obviously dependent on the condition of the equipment, age, time on location, the territory and other related factors.

#### MEAN AVERAGE

The mean average is a computation of the prices actually advertised for the period indicated and reflects the advertised price level. It is an average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most equipment is advertised for. Therefore, when the mean average is near the "high," it indicates the "fair" value price probably for "as is" or "distressed."
SANDLER'S SPECIALS
Serburg V-200's... $515.00
AM G-200's.... 575.00
Wurlitzer 2000's. 715.00
Wurlitzer 1900's 750.00
Wurlitzer 1800's, 650.00, 550.00
SANDLER
Distributing Company
400-402 South Lowery
Minneapolis, Minnesota
Phone Jackson 9-6958

WANTED
Bingo Mechanics!
STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.
Write to Box 920
THE BILLBOARD
122 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

PLAY BALL

CONTINUED FROM PAGE 78

Colorado Court

owners have been placed and from where they were seized. But the court said that all machines had no payoff devices; that the payoff was accidental; and that the operators of the business of which certain machines were not gambling machines per se; that machines were used for gambling "with the assistance and knowledge of the owners" could be ordered destroyed.

The State District Court held that the State attorneys had failed to show that the owners of the machines knew they were being operated illegally. The machines will go back to their owners, the Modern Music Company, E & M Music Company, Pike Peak Music Company and the Independent Amusement Company. All are Colorado Springs firms.

put in membership. O'Mahoney seemed amazed: "Why wouldn't they let you in?" Said Alexander: "No reason was given, although he was a professional song writer when he was asked admission. Alexander said he fared to bet- ter as publisher member of BMI seven years, up to 1951, when his whole return for those years was only $25 in performance roy- alty. He said he was the recipient of a $18,000 settlement from BMI, he said.

As a publisher member to SCAP, when he was finally admitted, Alexander had great suc- cess with pop hit "Cry," Johnson's "hit but song. Performance fees on it were only $5,000, an equal "bonus amount," as he said. Sales of records, sheet music and foreign rights brought him far over $13,000 on the song in 1952. The Columbia-Roy recording alone brought him over $30,000 in record roy- alty on the one song, said Alexander.

The songwriter asked O'Mahoney's committee to "look into the very serious licensing organiza- tion" before endorsing hit songwriters record royalty on joke bases, in favor of an "uncertain" a couple of the BMI licensing procedure.

Chafee's Question
Johnnie Johnson from the Pennsylvania Chafee also demanded of the committers a complete list of BMI publishers. Why do they hide be- hind a/stream of BMI committers," asked the songwriter playing on creeping poverty? He reminded O'Mahoney "no income committers" which had been given all the facts on the joke earnings situation had ever reported out a bill.

A new angle was introduced by Dr. Douglas Johnston, chairman of the mu- sic department of Columbia Uni- versity, who said jokers would one day be playing serious symphon- ic and even operatic sub- jects. Moore said composers like Gershwin and Leonard Bernstein had brought popular and serious music writing very close. Performance royalty on joke plat- ed the serious composers, he felt, by induction.

Hon. Henry O'Mahoney for Friday (25) listed, among other witnesses, Herbert Kupfer, Nicholas E. Iiden, MOD counsel and member of firm of Armstrong, Herrick, Knapp- and Allen, which is major modera for MOA defense force. Also for Friday, Albert S. Denver, presi- dent of N. Y. Music Operators, appears before the committee to answer questions from across the country.

ADRENALINE by time; the EBRDOS
THE BILLBOARD
on a top selling force

GIVE TO DAMON RUNYON CANCER FUND

SUMMER SPOT INCOME BOOSTERS

SEEBURG

V202 Rebuilt w/ W. Sel. Rec. $795.00
H1000 660.00
H1000 660.00
H1200 656.00
H1300 657.00
M100 180.00
H100 200.00
H110 200.00
H100 200.00
W110 180.00
100 Selections 49.50

WURLITZER

2150 200 Selections 740.00
2000 200 Selections 645.00
1900 1900 Selections 595.00
1800 1800 Selections 590.00
1700 1700 Selections 575.00
1650 1650 Selections 550.00
1400 1400 Selections 495.00
3205 1004 Sel. 700.00

AHI

C200 (like new) 564.00

ROCK-OLA

1446 (120 Selections) 2495.00
1436 (45 spn) 199.00
1424 (45 spn) 139.00

WORLD EXPORT REPORT

Wrighton Ridge Distributors
706 E. 50th St., Enid
Enid, Okla., U.S.A.
Phone: O'Chesney 1-4601

CABLE ADDRESS: "DAMON"

Frank Swartz SALES CO.
515-A Fourth Ave., S.
Nashville 10, Tenn.
Detroit Grosses Off 15-30%  
*Continued from page 73*

pointing the way toward coming national operators and trends in a critical position. Major Miura adds that the two of 14.5 per cent. Some operators say two out of 10 workers are unemployed and not expected to be back before the fall or next year. Different conditions in the two units industry are the biggest single factors in this slowdown.

Reports of a takeout collection slumps range from 50 per cent up to a few dollars per call. With the advent of actual uptimes, Richard V. O'Mea, manager of the Seeburg, Chicago, distributor, estimates the average drop at around 15 per cent. System up, they're satisfied, he points to reports of 40,000 homes up for sale.

O'Meara said, "The progressive operator is taking care of the location that is taking care of him. That is, he is giving them equipment that is observed by the location according to what it pays. This point of view is the one that enables the operator to keep the bored-off-beaters stops."

A favor of 10 per cent for the St. Pat's strike has been paid by Wol- len D. F., of Busch Music Company, who reported general collections down 15 per cent from a year ago. He said specifically that "these days is looking up just as well as the nickel locations, or a little better."

Erwin B. Mose, of Mos Mose Music Company, who reported a 50 to 25 per cent drop, summarized reports from bar owners that their business has dropped 50 per cent. Like most music men interviewed, he found that this represented both fewer people and less specialty taverns, and less spending by those that turn out. But he noted that the drop, which started in the city area, has since spread elsewhere, up to 50 miles. "Yesternauts" are tending up much better than bars, he commented.

As an analysis that offers hope is that the new trend of "reconditioned" distribution. Wurlitzer distributor, who finds no much interested in the offer. The in the collections started in 1929, but is spreading. As an operator, he said the operators are interested and staying at that level, with no drop recently.

"We meet the situation by switching equipment on locations," said Angott. "Probably some operators felt they couldn't afford to do it." If you can improve a location, you put some new equipment in, and move down some of your later stuff in other locations. "You can keep your drab around a minimum if you keep alert on your route, sell new equipment, and switch around," he said.

Incidentally, Angott feels that customers in locations like Chicago, number about, are spending about as much as ever.

Fifty per cent of a fee has been a help among operators who have done something in that respect, according to Angott. "If you're running a machine with a nickel and you give them nine for a half dollar, they get a little more in the game. If you wouldn't have it at a dime or a quarter."

Dealers decided to advertise 25 cent play on machines, and this, together with the introduction of nickel play (an estimated 40 per cent of this item's units are on dime machines) and the price cut, Angott says, that this step has probably increased sales 15 per cent.

Locations generally are not asking for special concessions, according to O'Meara. The consensus of reports Angott notes, "If you keep your operators happy, they'll take care of their drab," He notes significantly that more and more are seen near the area where they have successfully switched back from 200 to 100 selection machines, because of the lower investment, less confusion for the customer in making the selection, and fewer "dead" records on the unit.

Building good will, giving the best available record selection, and keeping in close touch with the customer to ascertain and meet his needs are the only positive steps that Anthony and his wife believe have much weight, in light of this situation.

Sirocuse says that, with an estimated 80 per cent of the nickel boxes no nickel play, there is no pressure to drop prices, but combination play at a dime in these locations. He feels that the 50 cent cut means virtually nothing here.

Giving good quality service is about the only effective way to meet the conditions, according to Angott, who stresses that even mere shaving posters cannot be reliably placed on new models because of their design with a price-saving.

Bush places the accent on programming to meet the slump, not feeling that his experience in also operating a retail record store, bargain prices at this time. "When times are a little tough, locations figure that if all the records were needed more money, here, they can't keep as many new records on as possible.

New record purchases have been affected variously by the slump, as operators have often continued to give as good service as ever. Figures are erratic. In two of the largest one-step, Music Systems and All-American Records, figures are erratic with year, and Angott reports that the other one-step, two-thirds of operators have started to cut costs by reducing purchases. This action was expected eventually, particularly as many operators are only lightly equipped.

Every music operator queried in this survey indicated his own record purchases were holding up with significant change, and Sirocuse notes that a form of the over-race of doing business found here is to the larger mass selection, of course, and the proper service regardless of price.

The situation on new equipment sales is radically different and paradoxical, however. All operators questioned said that receiving their position on records, they were doing off on buying new machines, also the effect on individual case is probably not yet cumulatively heavy.

At the distributor level, however, the picture is very encouraging. According to Angott, sales are very satisfactory. This may be due to the entry of operators into the business in a number of plants. Some suggest this summer. said, placing the overall picture is much better than that of the sales of Detroit. Operators report a substantial gain.

Thus Angott reports new machine sales up 25 per cent over a year ago, with an increase over last year of 15 per cent in the market. Both this and the appeal of new models.

At Music Systems, sales are running just about the same, simply because last year showed a starting 30 per cent over last year to set a new high. The trend here is to the larger mass selection, with only a relatively small number of the 100 selection machines sold last year and virtually none being sold now.
How to Parry Arguments
Continued from page 65

you something. If spoken in the
night, S Nelson, claims that such
an opener immediately puts the
location owner at ease and assures
himself.

In filling out the sales pitch,
Nelson advises operators to concretize
on a bulk machine's advisability
by showing players the money
customers save themselves, and
commission the location derives
from the machine are all net profit.

It is at this point, says Nelson,
that location owner may notice
typically that it is a good idea
but he just doesn't have room.
Having determined on the handball
machine to be purchased, he
operator quickly points these
factors out to the location owner then
objects that there is already a
machine in the store, the operator
should explain that he plans to
turn in a different type of
machine in future competition, says
Nelson.

On Commissions

In dealing with the objection
that a 25 per cent commission isn't
high enough, Nelson advises op-
operator to point out not only
that the bulk machine is an net profit
but that there is little other
money available in that store that will
not the location a 25 per cent profit. This argument
usually considers a location, says
Nelson, especially when the oper-
operator points out that his machine
will bring in a profit from unused
money.

One of the most difficult objec-
tions to parry is the owner's law
statement that he doesn't want
kids hanging around the store.
If the operator speaks in such
way, the listener can argue
that a bulk machine will eliminate
a good deal of these undesirable
sales. He can also explain
that chains and supermarkets
have bulk machines, arguing
that these sit out of sale.

Nelson also advises operators
to point out that, if anything, a
bulk machine is a child's
concentration in one spot in the
store. If the machine is located
near the exit, so much the better,
says Nelson, as children would
tend to wander around looking
for something to spend their
pennies on.

There is one owner objection
that simply cannot be met, says
Nelson. Sometimes a relative of the
location owner will have a machine
in the store. When that is the
case, Nelson advises operators
to quickly put the demonstration
machine under the table and leave.
When he was operating a machine
during his student days, Nelson
notes that he never came across a
store owner who wanted a machine
in competition with a relative.

Vending Machine Strike Settled on
Gotham Subways

New York — Service of
vending machines in New York's
subway system resumed last week
in local NFL of the International
Brotherhood of Teamsters and the
Interstate News Carriers signed a
three-year contract, ending an 11-
month strike.

On strike were 70 unionists
who fill the peanut, chewing gum,
candy and facial tissue machines
that are for pay deliverers of 84 for a week for the
first year and $600 for the
next two years. An incentive
plan also calls for commissions to
the unionists.

The settlement was reached thru
the efforts of Morris Geller of the
State Mediation Board.

GIVE TO DAMON RUNYON CANCER FUND

M.O.A. GUESTS
MEET YOUR FRIENDS AT
FIRST'S HOSPITALITY ROOM
at the MORGAN HOTEL

and as your first order of business,
FIRST for Chicago's greatest selection of
and FIRST-Conditioned Equipment. You'll enjoy
your visit at the friendliest place in town!

CHICAGO'S Fine 2-PLAYER
ROCKET Shuffle
5-BALLS
Gottlieb
SEA BELLE
JET BURT
GALAXY
ROCKET
HAWTHORNE
MISSION

SHUFFLES
Chicago coin

BOWLING GAMES
BOWLING GAMES ALLEY KIT
Rutty TV BOWLING LANE -125
FOR MACHINES RUTTY BOWLING
295 C.C. BOWLING KIT - 120
350 C.C. BOWLING KIT - 175

NEW GAMES
Chair BATTER UP CHAIR BATTER 
UP BATTER UP BOWLING ALLEY
REPLACEMENT CHAIR BATTER UP 
BAR STOOL IN MEXICAN IVORY 
CHERRY IVORY WHITE IVORY 
FULLY ILLUSTRATED

BOWLING
GAMES

First Class
RIDE DISTRIBUTORS
WURLITZER 1250 BOWLING
AMUSEMENT MACHINES
AMERICIA'S FOREMOST
FIRST

COIN MACHINE DISTRIBUTORS AND EXPORTERS

RIDE DURANT COIN MACHINE EXCHANGE, INC.

LIEUTENANT COLONEL WURTZBURG

DAMON RUNYON

MONGOLIAN

GENCO

SHUFFLES

Shuffler

1700 W. North Ave.
Chicago, Illinois

Phone 2-3200

SPECIALIZED LOW PRICES
BOWLING, BAR, BILLIARD, CAROSES - 50 100 MACHINES

CLEVELAND COIN

MACHINE EXCHANGE

SERVICE IN ALL STATES

401 South Main Street

Cable "AMERICAN" Chicago, Illinois

United States of America

Specialized LOW PRICES

BOWLING, BAR, BILLIARD, ARCADE - 50-100 MACHINES

1700 W. North Ave.
Chicago, Illinois

Phone 2-3200

SPECIALIZED LOW PRICES
BOWLING, BAR, BILLIARD, ARCADE - 50-100 MACHINES

CABLE "AMERICAN" Chicago, Illinois

1700 W. North Ave.
Chicago, Illinois

Phone 2-3200
with the Ohio Supreme Court. That court dismissed the appeal and overruled the alternate motion to operators to certify the record, and denied a petition for rehearing. The Ohio Supreme Court did not write an opinion.

Brief filed with the U.S. High Court last week for the operators states the action of the Ohio High Court raises "two important constitutional questions." J. Does the Toledo ordinance violate due process of law guaranteed by the 14th Amendment in that it establishes a conclusive presumption that a pinball machine which can be used for gambling purposes is in fact used for such purpose. The City of Toledo violate due process of law in prohibiting the use, ownership or exhibition of pinball machines without regard to the question of whether they are used for gambling.

According to the brief, evidence in trial court showed an adjustment to permit free plays or gambling could not be made except by a skilled mechanism and would take a long time. Appeals Court held that any possibility that the machine could be adjusted so it could be used for gambling was sufficient. Attorneys for the operators claim that "Toledo recognized the fact that use and ownership of pinball machines could be made illegal only if they were used for gambling."

Toledo, the brief maintains, "attempted to establish that a pinball machine was subject to seizure as a gambling device by making a conclusive presumption that a machine which could be used for gambling would in fact be used for these purposes.

"Attorneys for the operators contend that such a "conclusive presumption is unwarranted."

Brief further points out that the courts of several States are in conflict on this question.

The City of Toledo has 30 days to file an answer with the High U.S. Court. It will then take the Court about two weeks to decide whether or not to review. At press time the Court had not received replies from the Cities of Toledo and Columbus.

Ga. County Calls For Pins Ouster

PEERY, Ga. — A Houston County, Georgia, grand jury has called for revocation of pinball licenses within the county. Revocation will be up to the county's board of commissioners.

It has come to the attention of the grand jury, according to pre-sentiments, that "Gambling is a widespread in Houston County and in the incorporated limits of some of the towns and cities."

**BINGO SPECIALS AT CLEARANCE PRICES!**

Everything Goes! Sacrifice! While They Last!

**BALLY**

<table>
<thead>
<tr>
<th>Style</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sorter</td>
<td>$35.00</td>
</tr>
<tr>
<td>Touch</td>
<td>$25.00</td>
</tr>
<tr>
<td>Spectator</td>
<td>$15.00</td>
</tr>
<tr>
<td>Bell Tower</td>
<td>$25.00</td>
</tr>
<tr>
<td>Roll-a-Ball</td>
<td>$15.00</td>
</tr>
<tr>
<td>Weber's</td>
<td>$20.00</td>
</tr>
<tr>
<td>Manhattan</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

**UNITED**

<table>
<thead>
<tr>
<th>Style</th>
<th>Take Your Pick</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maltby</td>
<td>$25.00 each</td>
</tr>
<tr>
<td>Phoenix</td>
<td>$15.00 each</td>
</tr>
<tr>
<td>Minnie</td>
<td>$10.00 each</td>
</tr>
</tbody>
</table>

**BALLY**

<table>
<thead>
<tr>
<th>Style</th>
<th>$375.00 each</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sorter</td>
<td>$35.00</td>
</tr>
<tr>
<td>Touch</td>
<td>$25.00</td>
</tr>
<tr>
<td>Spectator</td>
<td>$15.00</td>
</tr>
<tr>
<td>Bell Tower</td>
<td>$25.00</td>
</tr>
<tr>
<td>Roll-a-Ball</td>
<td>$15.00</td>
</tr>
<tr>
<td>Weber's</td>
<td>$20.00</td>
</tr>
<tr>
<td>Manhattan</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

**NOTE:** ALL BINGOS ARE IN WORKING CONDITION. ALL CABINETS HAVE BEEN CLEANED AND RAILS SCRAPPED. GOOD CONDITION OR BETTER.

WRITE / WIRE / PHONE / TODAY! Bittenhouse 6-7712

Compile Your Board, Call Today! Bittenhouse 6-7712


**Copyrighted material**
National Bowls

In the center of the playing surface as soon as play is over. The insertion of the proper coin depresses the obstruction level with the playing surface, allowing the game to begin.

**Done Play**

Units leaving the factory are set for 10-cent play and a 15-minute game. However, the coin mechanism can deliver two plays for a dime, and the timing mechanism can be extended to as much as 20 minutes or cut down to as little as 5 minutes.

The game is one-piece solid construction, with folding legs for easier delivery and installation. Total weight, including electric scoreboard, is 450 pounds.

Playing surface is pressed wood, while the scoring surfaces at either end are on multi-colored plastic. To speed the scoring, the counting for four points each. The previous models had top scores of three for an individual shot. The rail is black and gold.

Production is scheduled to get under way in early May, with a run of from 750 to 1,000 a month scheduled. Price has not been set, but it will probably be between $100 and $1,000.

**NEW AS TOMORROW!**

GENCO’S

“SPACE

**AGE**

Newest Thrill-Packed Adult Skill Game

Player actually drives miniature truck across playfield with realistic steering wheel... pushes discs over rollers and into slots to score. Exciting "Outer Space" theme... adjustable single replay.

**OTHER HIGH-SCORING GENCO FAVORITES**

"FUN FAIR" Exciting 5-Ball Pin Ball Game
"GUN CLUB" Moving Target Rifle Gallery

**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

FURTHER APPEAL—Williams 50 YEARS IN BUSINESS
CREATORS OF DEPENDABLE PLAY APPEAL
4342 W. FILLMORE ST., CHICAGO 24, ILL.
United's New 3-Dimensional Shuffle Game

SHOOTING STAR

A REAL 2-PLAYER GAME

Players Alternate Each Frame

UNITED MANUFACTURING COMPANY
3401 North California Avenue
Chicago 18, Illinois

MOA Exhibits

* Continued from page 76

Corporation, Bally Manufacturing Company, and Paul W. Hawkins Company.

Pool games are to be shown by Valley Sales Company and Irving Kent Company, Inc.

Shuffleboards will be the prime exhibit of American Shuffleboard Company and National Shuffleboard Company.

Amusement games will be the attractions at the booths of United Manufacturing Company, Bally, Williams Manufacturing Company, Chicago Coin Machine, and Advance Automatic Sales Company (distributors).

Auto-Photo Company will display their coin-operated photo machines.

Wiser new pieces of equipment are expected to be unveiled this year as compared to last.

Wise Salem Arcades

* Continued from page 28

Candid Camera, Sidewalk Engineer, Ten Strike, Round-the-World Trainer, Four-Player Delrey, Cenco Basketball, Twin Hockey, K. D. Champ, Pitch and Bat, CQ, two Four-Baggers, Caddie, Air Hockey, two Kings of Swat, Crome, Steam Shovel, Lord's Prayer and Set Shot Basketball.

In addition, 25 new Williams and Bally games are on exhibit from the United States, including the Bally Trophy Bowler.

The Klein Lunapark has a new Rock-Ola, 8 Rotomatic machines, 6 pin games, 6 gun games, a Grandma, Motorsaw, Poppy the Clown, Sidewalk Engineer and 67 diggers.

Managing the Arcades is a veteran Zimmerman, Wiser's Authorized Distributor.

See It at the M.O.A. Show

BOOTH 32 TO 43

JOE ASH says:

WE WILL

SWAP

OUR WURLITZER

2000'S 1 2000'S

2505'S AND 2000'S

FOR

Your Late

MORE! BALLY

RINGO'S

ACTIVE

AMUSEMENT MACHINES CO.

Redd Distributing Co.

14 ft. & 11 ft. BOWLERS

SHUFFLE ALLEYS

WE WILL SHIP NEW CASTOMS

PREPAID FOR YOUR PICKUP.

Distributors Authorized

FOR

WURLITZER

BALLY

CHI. COIN 2-PLAYER MODEL ROCKET SHUFFLE

WANTED

GUNS

EXHIBIT = INSTANT - BALLY

Call Collect!

Call for Details

Distributors Authorized

FOR

WURLITZER

BALLY

CHI. COIN

FISCHER

GOTTLEIB'S 2 PLAYER

BRITE-STAR

It's Fun to Play! More Fun to Compete!

- Hitting Rota-Star Lites All Rota-Targets for 10 Times
- Rollover Button Lites Pop-Bumpers and Cyclonic Kick for High Score
- Bottom Rollovers Score 100 Points When Lit
- 4 Places to Spin Rota-Targets
- New All Steel Lite-Box Door
- Double Number Match Feature
- 2 Super-Powered Flippers

See your distributor today!
chicago coin's NEW ELECTRONIC MARVEL

"BATTER-UP"
WORLD'S FIRST
Lite-O-Matic
BASEBALL GAME

The FIRST And ONLY Baseball Game Featuring
Lite-O-Matic Ball! Now a Player Can Experience
Every Thrill - Every Action Of A Real Baseball
Being Pitched . . . Being Hit . . . Being Caught!

✓ The "Lite-O-Matic" Ball is ac-
    tually delivered from pitcher's
    box to batter!
✓ 3 dimension players and green
    plexi-glass play field simulate
    a realistic "Big League" base-
    ball diamond!
✓ Animated players on back-
    glass actually run bases!
✓ Unusual mirror effect gives this
    5 foot game the appearance of
    being twice as deep!
✓ Player by skillfully hitting
    home runs to all 3 fields gets
    extra Bonus Runs!
✓ Previous High Score feature!
✓ Available in Replay or Regular
    models!
✓ 3 outs per 10c game!

PITCHER!
Can Actually
Strike Batter
Out!

FIELDERS!
Actually Give
Illusion Of
Catching
Ball!

BATTER!
Can Actually
Place Hits To
Any Field!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
Chicago Dynamic
Industries, Inc.
**AMUSEMENT MACHINES**

**THE BILLBOARD**

**APRIL 28, 1958**

---

**YOU CAN BANK ON A Bally GAME**

**Trophy Bowler**

- New streamlined easy-to-install cabinet.
- New quiet alley. New fool-proof equipment.
- New extra husky pins. 4-inch rubber ball. Popular 7-10 pick-up.
- Official bowling scores. 1 to 6 can play.

**Miss America**

- 2 Cards...10 Magic Lines...
- 4 sets of Advancing Scores...
- Corner Scores...Extra Balls...
- 2 Extra Time Rollovers...
- all add up to profit-packed play-appeal.

**Target-Roll**

- Fastest competitive-play money-maker ever built! High-score plus new Match-Target feature gets continuous repeat play. See TARGET-ROLL...and see!

---

**All-Star DE LUXE Bowler**

- New instant-loading ball-gun doubles dimes-per-hour earning power. Get your share, get ALL-STAR DELUXE BOWLER, with or without Free Play, and Match Model, SUPER-BOWLER.

**Skill-Roll**

- New Type Skill Game
- Compact Size and Low Price Permit Blanket Coverage

Player rolls coin along tricky tracks. 100 per cent skill; welcome in all territories. New look gets immediate attention on location. Fast action. Big earning power. Simple mechanism, minimum servicing.

Very compact; requires only 13 in. by 26 in. floor space. Easily, quickly installed. Low-priced to permit blanket coverage of territory with minimum investment. Choice of nickel or penny play.

---

**See your favorite 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

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

IT WILL PAY YOU TO SEE YOUR UNITED DISTRIBUTOR TODAY!
seeburg dual programming offers **TWO** major advantages

1. **"MUSIC FOR EVERYONE"**
   Current releases on singles are programmed under appropriate classifications in the lower display panels. Show tunes, all-time favorites, jazz and classics—available principally on EP albums—are programmed in the brilliantly illuminated upper display panel.

2. **INCREASED EARNINGS**
   Because Seeburg Music Systems are equipped with DUAL PRICING the operator is compensated for the additional time required to play EP album records (two tunes per side).

---

Seeburg
**DEFENDABLE MUSIC SYSTEMS SINCE 1902**

**THE SEEBURG CORPORATION**
Chicago 22, Illinois

America's Finest and Most Complete Music Systems