Original Vs. Remake 'Tricky' to Rodgers

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

By BOB BERNSTEIN

Nostalgia is nostalgia, now the old Romanian proverb. These trends can spoil a man's day. Richard Rodgers calls mention the stiffest competition in show business. 'The first-time impression and the fact that you are no number of years younger is a problem, a real 1-2-3-4. Spend years looking for it,' says the composer.

Critics approaching the new songs for Rodgers and in order to sell the same complaint, it's hisWhatsApp.

'No matter what we cast in the role, people wouldn't have been able to write the absence of Mary Martin and Frank Sinatra, forgetting that time and circumstances seemed to be points.

'I can feel myself, too,' said and find Mitzi Gaynor and Renzo Rizzolli perfect and every part.

The amazing music administers that their first love, "my one musical."

His satisfaction in the film, however, now that was under a long-term con-

tract to studio, prompts him to advise all artists to welcome adaptations. "When material is very new," he explains, "you can't, in the short run, distinguish it or change a lot. But when it's been exposed a while, the modifications of new minds at work are sometimes startling." - "Allegro" in Line

The next Rodgers and Hammerstein musical is an adaptation of "Allegro," it certainly won't be an original screen vehicle. "The future is unpredictable for veteran writers because an old score or single song or plot may suddenly have a demand created for it. Out of such a colossal nucleus can come a smash hit which tops the original success of the tune. The sharply dramatic pattern of public taste can reach people like Oscar and me to revitalize, revising, new disks, new programs, new
tunes."

Why isn't he writing rock and roll, "I won't be here at least two years. Conrad was writing a more comfortable write for the long haul." Does he knock the rock? "No, and since there's always a cer-
tain amount of fallout after every music cycle, elements of it will be appearing in future shows tunes or soundtracks or pop ballads."

There exists a library of 300-old songs which have never become standards or even temporary hits. "If you average two suc-
cessful songs a day, you're fantastic," he says. But the composer himself resents the temptation to play some, "most of our old favorites (be "aware of nostalgia") until that rock and roll plays spontaneous combustion." He's currently bringing "Babes in Arms" a smash for him and Len-
nox Hart in 1937, up to date be-

(Continued on page 4)

MODERN RADIO SETS SIGHT ON ADULT TARGET

TAMPA, Fla. — Advertisers must not ignore high-rated radio stations as "rock and roll or teenage" stations, says Adam Young, president of Young Radio TV Station Bays, because in the 40's, independent outlet audiences is averaging $85 per column of listeners

The market selection is appeal to the greatest number of people. Alert news coverage, continuous weather and traffic information and local talent and service in the community, interest is essential today," he enunciates. Spearheaded by "Sports.Write," "Producers of Broadway shows, such as Rodgers and Hammerstein, modern radio concepts have boosted total U.S. sets from 50,000,000 in 1940 to more than the rapid rise of TV."

"There's the "true quality of a station," that attitude alone is what to be "comparable," to be successful. A. for sponsoring, no matter how a good station can now deliver a dollar of a $5,000, a "buy" untrammelled in terms of advertising efficiency. The determination is that any sponsor should buy a 30-spot schedule on the top-rated sta-

tion in a given market before considering a second station buy, Young concludes.

(Continued on page 4)

BB Poll Shows 45 Buys of Operators Up to 40 Million

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

By BOB DIETMEIER

CHICAGO — Juke box opera-
tions are buying 45 r.p.m. single records at a rate of 35 to 40 milli-

The purchasing of 78 r.p.m. rec-

al. This was an increase of 10 per cent over 1956's 35,400,000. Total purchases were 47,540,000 last year compared to 7,319,600 in 1936.

In terms of retail dollar volume, total purchases amounted to about $485 million in 1957 compared to $45 million in 1956.

Share of Total Dips

However, because of a substan-

tial growth in retail dollar volume of the record industry—from an estimated $250 million in 1956 to $380,000 million last year—the Juke box share of the market slipped a percentage point to two from its 14 per cent of 1956. The figures and those detailed in chart form elsewhere in this year, are compiled and evaluated in the Billboard's 1958 Juke Box Op-

No 45's Share

Unfortunately, there are no ex-

clusive figures on R.A.B. record in-

dustry unit volume of 45's. There-

fore, the Juke box share of this market for 1957 is not known for a share which for 1956 was estimated at about one half on the basis of R.A.B.'s retail dollar volume figures.

Poll data also confirmed the ex-

treme range in not only record buying, but also in rate size and other characteristics of operating companies.

In addition to this range, dist-

ributors are shrewd. The pattern for operators is that purchases for operators and number of machines in use vary irregularly, with a small number of very large firms again overwhelming a large number of small firms. Moreover, there was an increase in the number of firms in the large categories.

To prevent large firms from dis-

facing the national operating pur-

chasing, medium averages were used instead of mean averages in some cases; in other cases they were used as the basis of the average.

Polls & Weekly

One fact seems certain: Operating averages about two broad-

viding these two new records per machine per week. These are normally, notably large are, significantly lower, from 2.2 to 3 records per week, with variances of any appreciable size average much less than ten.

(Continued on page 21)
Justice Study of ASCAP Data Urged by Roosevelt Probers

WASHINGTON—By a unanimous vote, the Roosevelt (D., Cal.) Small Business Subcommitte No. 8 has recommended that “the Department of Justice is entitled to compelling evidence and other evidence received by the committee in its recent hearing on complaints against American Society of Composers, Authors and Publishers, and in the fullest extent consistent with law, take such action as it may be necessary to effectuate the terms and spirit of the consent decree of June 14, 1950.”

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

Among the society’s “weighted” votes, its distribution for the recording industry, and its alleged failure to keep the "tokens" transcripts of procedures; comments that 60 per cent of the high-paying background music is in the hands of the 24-man Department of Justice staff; ASCAP’s "operational rule changes"; inability of members to get realistic royalties from ignorance procedure, and the questionable accuracy of its survey and bargain systems.

Spotlight on Disks At Toiletry Parley

By TOM NOONAN

MIAMI — The growing importance of the juke box, or "rack job," has been demonstrcated here this week at the annual conclav of the Toiletry Merchandising Association of America, held at Miami Beach. Of the 70 members of the TMA, more than half carry records as a part of their line, and some carry some non-music items. And, perhaps more importantly, most of the whole rack is used in carrying disks.

For the first time at the annual TMA conventions, one feature of the "rack seminar" at which the problems of servicing of rack merchandise was discussed. The Billboard's representative spoke on the pros and cons of the Billboard Charts, in relation to rack jobbing, the ebbs and flows of chart activity affecting rack.

The convention was well attended, and over 750 people present.

Johnny Cash And Abercrombs Form Publum

MEMPHIS — County singer Johnny Cash and his wife, June Carlisle, have announced the formation of their own label, "Columbia." The label was announced Friday (2) by Bob Neal, manager of Cash's various enterprises.

The music firm, affiliated with BMI, is charterd as a New York corporation, and will be operated in co-operation with Julian and Yone Abercromb of Columbia Records, Inc., with offices in New York.

Cash, who has written all but one of his songs as released on records, is the only one of the top writers of folk music in the country. One side of his recent album, "Come Out of the Kitchen," is owned by the new music firm.

Other artists of the firm are Cash and Neal and the Abercrombs.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year ($5), half year ($2.50), or single complete saving $1.00 Foreign rate $15.

Name

Occupation

Address

City

Send to: The Billboard, 2410 Patterson St., Cincinnati 22, O.

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Big Columbia Issue: "Brigadoon,," Sinatra

NEW YORK — Columbia Records will feature a newly recorded "Brigadoon," by composer Leonard B. 

LLOW-PRICE LP'S GAINING BIGGER MARKET SHARE

NEW YORK — Low-price LP albums are increasing signi-

Capitol's Package For May: 17 Albums

HOLLYWOOD — Capitol Records has substantially increased its LP album output for the company's May program, scheduling a total of 17 albums, compared with 31 albums in the same period last year. The program month has been designated "HI Fidelity Month," with 11 pop 

Contest Promo For Dinah's 'Secret' Disk

NEW YORK — RCA Victor has set one of its biggest contests to promote "Secret Disk," The Secret of Happiness, which is now on the Impala theme. Contest, set up by Conrad Parkhill, manager of pop advertising and promotion, is directed toward the deejay and consumer 

'PROGRAMMING IS NO BETTER'

Better Music, DeeJay's Dig

OW Nat, But R&R Gets Rap

By BEN GREVATT

NEW YORK — "Don't kid yourself, buddy. If you think programming is getting any better because of new types of music available for immediate outlet, welcome to the right movement."

Peoria Branch For Columbia

NEW YORK — Columbia Records has opened a new branch to handle the booking and promotion of the firm's phonograph salesmen in the Peoria, Ill. area. The office is under the 

For This Issue Only

MUSIC POPULARITY CHARTS

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

9-0-61
Broadcasters Form 'Licensing Group: Name 9-Man Board

By JOEL FRIEDMAN

HOLLYWOOD—Eleven broadcasting and music industry executives have just met in Los Angeles, Calif., to open the door to a new era of cooperation between broadcasters and music publishers by negotiating recording fees for the use of copyrighted musical works.

At the opening session of the meeting, it was announced that the group would be known as the Broadcasters Music Licensing Committee, and that it would be composed of nine members.

The committee includes representatives from the National Association of Broadcasters, the American Society of Composers, Authors and Publishers, and the National Broadcasting Co.

The committee will conduct negotiations on behalf of radio station owners and operators who are interested in using copyrighted musical works.

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Weigh ASCAP Plan:
Fixed Fees on Jukeboxes

WASHINGTON — A letter from counsel Herman Finkelstein of the Authors and Publishers Association to irgeans and Publishers Association to the copyright owners, and a press release containing the new plan was circulated on April 23. Mr. Finkelstein, the current president of the American Society of Composers, Authors, and Publishers, said that the new plan was developed by a committee of the society, which met in Washington last week, and that it would be presented to the Board of Directors of the ASCAP for adoption. The plan calls for a fixed fee of $5 for each jukebox, and $1 for the jukeboxes sold in the same store. The fee is intended to cover the cost of copyright protection and to make the benefits of copyright ownership available to the owners of jukeboxes. The letter from Mr. Finkelstein was received with a strong endorsement from the Copyright Owners of America, which has been working on similar proposals for several years.

Urania Skeds
Big Drive on Stereo Disks

NEW YORK — A strong stereo disk release has been lined up for Urania, a young female singer who made her mark in recent years with a number of hits on the Billboard charts. The new release, which is scheduled for release on March 25, will feature a collection of her best-known songs, including "The Man I Love" and "I Cried for You." The release is expected to be a hit, and the singer is looking forward to a breakthrough in her career.

Skitch Opens
Concert Tour, Portland SRO

PORTLAND — Skitch Henderson, the renowned concert pianist, will open his concert tour in Portland on April 5. The tour, which is scheduled to be held at the Portland SRO, will feature a program of classical music. Mr. Henderson is expected to perform some of his favorite works, including Beethoven's Piano Concerto No. 5 and Mozart's Piano Concerto No. 23.

Roulette Sets
Jazz Specials, 3×7 Series

NEW YORK — Roulette Records has announced the release of a new series of jazz albums, the "Jazz Specials, 3×7 Series." The series will feature three albums per week, each containing seven tracks. The first release in the series is scheduled for April 10, and the series will continue for six weeks. The albums will be available at all major record stores.

Juke Makers Pass Up
Bid for Royalty Sked

WASHINGTON — An attempt by the ASCAP (D. W. Seibert) to draw a schedule of "reasonable" performance royalty fees on jukebox releases has been made. According to the Copyright Owners of America, this is the first time that jukebox releases have been included in the royalty schedule. The new fees range from $1.50 to $2.50 per jukebox, depending on the number of jukeboxes sold in the same store. The fees are intended to cover the cost of copyright protection and to make the benefits of copyright ownership available to the owners of jukeboxes.

Dot Brass to Host Distibutors

HOLLAND — Dot Records will host its distributors at a meeting scheduled for March 28. The meeting, which is expected to be held at the Ambassador Hotel on Wednesday, will feature a breakfast, a panel discussion, and a tour of the Dot Studios. The program is expected to be a major event for the distributors, and they are looking forward to the opportunity to network and exchange ideas with other members of the industry.
HAL NEEDY
NEW KING G. M.

NEW YORK—Hal Neely, vice-president of American Sound and Urania Records, Allied Records subsidiary, has been named to King Records, on May 15 as general manager. His New York home base was in Cincinnati, where he was working plant and main offices of the King, Deluxe and Federal Label companies.

According to proxy Neely the taping of a new show, the "Mug" program for King, Neely will work with King Records executives, Peter Al Miller and Jack Pearl, in a continuous effort to maintain major status for the label in the next two years.

The program involves a group of the most popular stars of the New York area, and will be on par with the top disk jockeys in the mid-Atlantic area. The show will begin this week.

M-G-M Prices Go Up; Issue First Cub Disks

NEW YORK—M-G-M Records has announced price increases on singles and classical LPs, a new series of 144-page, 50-series, and initial releases of its new Cub sub-label.

Classical LPs pegged list prices at $4.98, $3.98, while all others, except those $2.98 and $1.98. The Classical LPs were the most popular ones.

During the month of May, the studio has had several strong hits on the charts. The stars were impressed with the sales of the record and the acoustics and promotion were the best of the year.

For the time being, Hal is staying in Denver, moisturizing hopes, but he has been doing extensive promotion work with the company, with station managers, to meet the demand for the record.

Bauer Named VP Of Columbia Labs

NEW YORK—CBS Laboratories' president, William J. Bauer, has been named vice-president of the company. Bauer will be in charge of the research and development laboratories.

This is a very important appointment as it is the first time that a research and development team has been assigned to the laboratories.

The research and development team will be under the direction of a new executive vice-president, who will be announced soon.

BRITISH AWAIT STEREO DISKS; PACIFIC BIG

NEW YORK—The British record market will have stereo disks soon after the middle of the year, according to Frank Lee, manager of Decca Records, Ltd., who was here last week for business inquiries. Lee dropped a bomb in the air, as he did.

Lee, who is one of the few artists who are also ophiscians and top repertoire, states that the new "South Sea" package is having a big impact overseas. It is the first time, according to Lee, that a new record album has been issued in English, and it has been a smash hit, not only in the U.S., but all over the world.

Lee noted that the increased popularity of the English language in England has led to a bigger hit ever since the release of "The Beatles' Boy's Club," and that RCA was rarely out of the first 10.

There are about 50 live labels in England now; 45's and EP's are growing, but the bulk of the records are sold in the U.S. according to Lee. He added that the high price of a factor is one of the reasons for the success of the new stereo disk.

Decca has just finished a series of the West Coast, and the first in a series of the Carnegie Hall, New York, for May 9 and May 10, to be released.

Distributor News

HOWARD COOK

J. J. Schneider of the Perry Subsidiary Company, RCA Victor distributor in San Antonio, Texas, and "Trumon" and "Kempf's" Dallas by "Bill" Stamper's "Bop" in the South logo for promotion of the recording of the song by the late brothers. The gimmick is to write a short article about "I Like for Sad," the winner of the contest. John Schubert has been added to the firm as a salesman. He will cover Shackle's northern Texas dealers. Claude Dodson has also joined Shackle and will handle the company's southern Texas dealers.

The company presented a library of RCA Victor records and a record player to Presley's army company.

J. Lee, Southern Bearer & Parts Company, distributor in Charlotte, N. C., reports that John Loder- milk's "At the House's" leads the sales list of new Columbia records. Jimmie Rodgers is leading the "Crying." "Rhi- nes," and "Lon-Ri." by Jack Scott on Columbia. "The Sign of the Cross" by David is moving strongly. "The Flying Planes Around the World" by the Flatters on Mercury and "George Waite's Play South Pacific" on Hi-Fi have been strong sellers.

Tom Thom of Major Distributors, Inc., in Milwaukee states that "Pretty Baby" by Gini and Gini on Mercury is the biggest. Other strong records, including "EM's," are "Flying," "Lon-Ri," "Crying," "Rhinestones," and "Lon-Ri." by Jack Scott on Columbia. "The Sign of the Cross" by David is moving strongly. "The Flying Planes Around the World" by the Flatters on Mercury and "George Waite's Play South Pacific" on Hi-Fi have been strong sellers.

At Music Suppliers of New England, Inc., Boston, Gordon Dickinson has been busy feeding the "Lon-Ri," "Crying," "Rhinestones," and "Lon-Ri." by Jack Scott on Columbia. "The Sign of the Cross" by David is moving strongly. "The Flying Planes Around the World" by the Flatters on Mercury and "George Waite's Play South Pacific" on Hi-Fi have been strong sellers.

The Distribution News column is written by Howard Cook, former editor of Billboard.
**Night Club**

Sally Blair Highly Influammable

Donna Arndt's production at New York's Latin Quarter is a fast-moving, non-stop revue. The show is headlined by sesame Sally Blair, Bethlehem recording artist, and features several well-known international performers. Accompanied by a trio with vocalists, Miss Blair adds a Bronzo instrument, a golden addition to the house orchestra. Miss Arndt presents an exciting and colorful evening. Her selections include a wide, up-tempo rendition of "Blondie's Waltz," a soothing ball of "Whispercraft" and "That Old Black Magic" which includes a medley of "Dear Mr. Mend" and "It Ain't Necessarily So," "I'll Be Good" and several jazz tunes and songs, and almost sets the stage afire in the process. Miss Blair's expressive delivery and Bert Bernard are two of the featured performers, rounding out the show. Their act is original and inspiration, dressed as outstanding costumes, they lip-sync to records by several artists. High- light in their act is the performance of "I've Got a Man of My Own" by Deborah Kerr and Yul Brynner in scores from "The King and I." They also give their impressive renditions of "The Boogie Woogie Bugle Boy of Company B" and "You're Just in Love." By the late, late show.

The bill also includes the Anthony Family, an expert group of vocalists, the three agile dancers whose style is a subtle variation of Afro-American dance. A stop-motion and dramatic presentation, and the dance numbers are Barbara Eill, Sandra Moore and Martha Errolle. Howard Cook and

**Opera**

Susannah's Packs Disk Potential

Ethel Merman is powerful dramatic entity combined to an abundance of new and outstanding material. Miss Music Critics' Award winner is best known for "Susannah" and the elders. Musical structure is simple and direct, with roots in hymn tunes and

**Network**

**Hansel and Gretel** Happy Offering

Hansel and Gretel


The best test of a kiddie-oriented show is to watch the reaction of a child and judging from the reaction of this show, you have four ticks—three from ten to three southern folk music. Score is anchored in toneal. Graceful. Conceived of by Mr. and Mrs. Edward R. Murrow, the assignment of the orchestra, and is remaining cent of Puccini.

Segundo (Clay) Curtis, who debuted Susannah at the premier in Tallahassee, Fla., in 1927, was one of the very rare talents and well-placed voices. It was when she was forced for volume and distant voices, that she regrettably that her voice showed strain.

At Reverend Bitch, the evangelist, William Chapman used a more refined approach. The tenor, Richard Cassilis of San, was expressive, singing with

**Local TV**

Juke Box Jury" Lacks Spontaneity

**Juke Box Jury (Local TV)**

 disappoints. Discerning listeners who have two voices can be dubbed into duets, explained the pair would be a Juke Box Jury. On Monday, with a helpful push from Ed Sullivan, they have a chance to make a real record, to make the record register. The end result was somewhat doubtful, the vocal effect is none too fantastic, adding little to the visual effect. The bill included a speeded Sal Mineo, showing considerably more stage savvy than in past appearances, Terra Blauze, in her usual classy belting style, Gallie

**Reviewed in Brief**

Ed Sullivan Show

The "Chanson d'Amour" pair, Art and Dotty Todd, made their television debut with a helpful push from Ed Sullivan. Discerning listeners who have two voices can be dubbed into duets, explained the pair would be "The Chanson d'Amour," a recent hit and that he is interested in the show's basic singing quality. But the personalities of the Juke Box Jury, two very distinctive voices. The show was well received by the audience, and the act's potential was appreciated. However, the Juke Box Jury did not quite live up to its billing as "The Chanson d'Amour" and "The Royal Dancers." A future soldier in his basic training (Grevatt)

**Another Time**

Two different seasons. "Another Place." Two famous Chas. valve act featuring class acting by Clydia Johnson. Top star is Clara Luna, who will pack movie theaters because of her recent headlines, with several plot changes and songs. The music score is国 withdrawing layer, and the sound track should

sell with Lana on the cover. (Bernstein)

**Smart Affairs** of '58: Romps

At Deauville, Pulls Crowds

By Tom Noonan

Cover Pages, Sunset Hotel, Miami Beach, Fla., Larry Street's "Smart Affairs" (National), was no exception. For the eighth straight year the M.C. of "Smart Affairs" scored well with five members. Both Miss Flash Gordon, with an interpretive dance rendition of Anna Lucasta, and the two Leonard Brothers, with a smart dance, also registered with the screening room audience. However, the M.C. was a clever number with all participating in "Juke Box Baby." But the boys, Leroi, Henry, and Elmer, got their share of the crowd.

This 90-minute Negro review is drawing happy crowds during Miami's off season for the Deauville. With smart staging, bright costumes and light but effective acts, Larry Street has a package that is considered one of the year's most welcome additions to the Miami scene. Stars Hardaway, a gluttonous thrill, with a sexy delivery that holds one, and Savoy, who is a well-known dancer, are among the attractions. As for the music, it is almost like a cabaret, with some very effective modern dance gyrations. The stars Hardaway, a gluttonous thrill, with a sexy delivery that holds one, and Savoy, who is well known in the local scene, are among the attractions. The music, it is almost like a cabaret, is almost like a cabaret, with some very effective modern dance gyrations. The girls are also well in tune with the times.

**Vocal Penthouse Art and Jazz Don't Jell at Five Spot**

By Bob Bernstein

The Five Spot, New York's most avant-garde jazz boite, has continued its off-the-beaten-path lookings with the showcasing of Kenneth Rohrer and the Downbeats. This is the latest of the jazz-poetry coterie, is making his first appearance here as a poetry reader. Friday, and has attracted a solid interest of observers to the Village path.

It will be some of the poets who read their imagery to jazz backing at Village clubs, because of course, a serious and successful poet in his own right. He recently won the Shelley Memorial Award, which is probably the highest arts award in America. Rohrer considers his poetry-jazz readings as a serious attempt. At his stint at the Five Spot Rohrer read his own poetry and some of Lawrence Ferlinghetti, one of the San Francisco School of writers who have been deeply influenced by him. While he reads, or declaims, he is a better word, the band, the Pepster Adams Quintet, with Dog Byrd, Alvin Jones, Dog Washington and Sonny Clark, plays jazz behind him, giving a chance now and then to interpret the music on the spot and to fully savor the poetry, which is a part of the act. From the beginning, Rohrer has been an enigma, with a mysterious air about him. His first week was the best the club ever had, all the hip crowd that liked his hard bop was worth seeing.
NEW YORK — National Tele- 

talk associates is reporting rum- 
ning the idea of "tape syndication" of 
TV shows to stations by means of 
Television channel in the New York area, 
WNTA-TV.

One particular being discussed as 
a strong contender for video tape 
package, "Jazz Party," starring Art 
Ford and his band, is being broadcast 
Thursdays (8) in a two-hour show 
caesar starting at 9:00 p.m.

WNEW's New Roche chokes amid a deluge of station executives. 
期望可续期， 
然而，有许多音乐 
With Village, "Shine On WAND, 
Manci's local TV channel which 
 incidents is the parent firm 
WNEW.

The NTA set-up has long been 
growing from a small, unfortified 
unstoppable field of "tape," as 
compared to the "network" TV show. 
As NTA is already fielding a strong 
sales force currently handling 
programming from half-hour 
features to packages, and a new 
roster of TV and video shows will 
be added.

From a program standpoint,

WMGM Gives 
Pick and Album 
The Treatment

NEW YORK — Indie outlet 
WMGM here has developed 
its new identity in a new 
programming gimmick built around 
a series of albums known as the 
"Headline Album of the Day," and 
tailored to a broadened "family" appeal.

The program is headed by 
Chief Norman Katz, works like this 
Every evening after 7:00 p.m., 
the station decides to pick an 
album, new or old, to receive the 
breakfast. And every evening, the 
album is showcased on each 
major length of music and 
musical material, making the "Headline 
Album" an all-day promotion.

Since it is the 30-minute winning 
the daily slot in a 
walk. Since last Monday, the lat- 
ter the WMGM shows 
playing no less than four times, 
recording with Frank Sinatra's new 
"Volume Two," Nat King Cole's 
"St. Louis Blues," Danny Kaye's 
"Music Man," Henry Mancini's 
"Dionne" and RCA Victor have each scored one 
daily album showcase featuring 
The Platters, John Stafford, 
Rosemary Clooney and June Ferrer, and 
the original cast of "Bye 
Bye Birdie"

Needless to say, the station is 
suddenly finding itself a major 
target for album publicity and 
dealing diskers.

NEWEST CLEFTER 
IS AD EXEC

NEW YORK — Everybody is 
in the cliffing act these days. 
Latest is Joe Stone, who 
chooses "That Daffy Duck," 
the new logo for the 
Hanna- 

Stone's been collaborating with Robert AC 
and the 

Joe Stone is a vice-president of 

World, the world's largest ad agency, and 
a top expert in the shop on the 
production of music and 
mercantile.

NTA has such experience on tap 
as Mort Abraham, veteran pro-
ter of the syndication field, as 
WNEW and NRC exec who 
heads the NTA station and 
WNEW Radio, is an individual who 
packages film shows.

In addition, its New York studio 
operation gives NTA an anchor in 
the city, which is another strong 
in musical names that can be 
tapped in segment like "Jazz Party.

NTA is already moving ahead in 
other related areas. Lionel Furst, Paul 
O'Hara and Don Carato have 
put together a program package of 
NTA's broadest properties, with 
Cassius Clay's "Show of the Century" 
showing sales manager 

The Live Musical 
Debut WWL 
TV Stereo

NEW ORLEANS — A locally 
produced, 30-minute live musical 
show was introduced at WWL-TV 
and is scheduled to launch the first 
regularly broadcast stereo TV show 
seen on WBT.

Titled "Music in Depth," the 
show used a 15-piece band, two 
trick lighting, and a "zero" scene 
concept, to gain the most from its 
two-channel sound. The stations 
will reportedly invite 

Ed Hoerner produced and 
Roper Cooper as musical director, 
was sponsored by the local muscle company. 
WWL is a major CBS affiliate and is plan- 
ing future stereo TV shows.

Philharmonic Telecasts Get 
'New Look'

NEW YORK—In the midst of 
announcements to bring the N. Y. 
Philharmonic to CBS-TV on a regular 
basis next season, the "new look" for the 
Philharmonic broadcast series of 
30 half-hour programs is about to be 
Emphasis will be on national 
cycles, with Bernstein conducting 
"American Music," "American 
Rhapsody" cycles featuring 
American music, and 

Allen, who is presently 

on a second term as the second 
season, is on the air.

Both the young prodigy, 
Gambling and the 
known for his 
American music, is on the air.

During that time, 
being heard on radio 
of his music, is 

Musicand is 

programming. 

saying he 

coming in on radio 
air.

Game commission on the 
phono- 

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BUSINESS BACKS PHILHARMONIC

Black sounding corporations with a bundle of lost, $23,000,000, are to help the New York Philharmonic make its current trek thru Latin America. The companies are the Cordel Petroleum Co. of Marseilles, Ill., and the Cordel Petroleum Co. of New Jersey, which is contributing $18,000 for four Venezuelan concerts. W. B. Grace and Company, which was away, has contributed $5,000. The American National Theatre and Academy, under whose auspices the concerts are being given, returns 10% of its receipts to the Orchestra, which have started its tour in Panama City last Tuesday [29] and will finish in Mexico City on June 30, covering 13,000 miles in all.

BUST YEAR FOR HUB CLIFFEY

Hubert Clifford, the Atlanta-based clerical who is on sabatical from his history classes in Beavestown, zoomed into the news last Monday when he acquired all of his old Warner flat's. He picked up $330 on the TV set "Dough-He-Mi" on Monday, and plugged his own song. "I Am The Heart." On Tuesday he was seen with Al Shatz, Rudy Rubinstein and Julius Abelson at Hill & Rutter. On Wednesday he wrote a letter to the Jimmie Lyndon Foundation, who he claims he doesn't have to look up getting shipments from the state because WPIN doesn't play Lyn.

RED CARPET FOR VAN CLIBURN

The Texan while Van Cliburn, will get the full treatment from the Kayak crowd who (had) New York then Europe. He will be given a tuxedo tape parade up Broadway after a visit with Mayor Wagner and other dignitaries. In addition from the Kayak crowd, work is being done on a new publishing rights in American tunes which the four companies are looking to set up in the market. The publishing firms will be able to guarantee strong record coverage on any tune it will handle. The four labels represent in Sweden, Columbia, RCA Victor, and Decca, Columbia, ABC-Paramount, London, Verve, and others. The group, all the records of various tunes published by Molton will be pooled. In addition the firm will be able to guarantee at least five domestic versions to be cut in addition to the Kayak hour. It's even possible that the tapes will be headed in Sweden by Lief Komborn. In the United States Carl Daehlin, head of Molton's New York office, Overseas Development Corporation, will handle the publicity.

DISKERY THROWS A HOUSEWARMING

National Recording Corporation, NRC Records, threw a big bash down in Atlanta last week to celebrate the official opening of the firm's new offices. Parts were given from New York, Toronto, Nashville, and other areas about Atlanta. Affair was held in the Boardroom of the Gros Louis Mathews, Columbia Carpet, NRC event, and Paul Peek, Dorel Dunn and Joe Smith, NRC artists.

FOLK TALENT & TUNES

By BILL SACHS

Axe: 50 fresh faces are now seen on the New York theater circuit, a big change over last month's 25. The reasons are: A) The Johnny Cash show winds up its tour of rock 'n roll theaters; B) the premiere of Canada at St. John's, N. B. Saturday (18), and C) an open sesame to all of the new hits that have been in the Columbia Records' Catalogs. E) The New York theater is a place where new talents are being heard, and F) the advent of a new age of rock 'n roll. The new hits on the scene are: A) "I'm a Rock 'n Roll Singer," by the Fabulous Friends; B) "I Roll," by the Fabulous Friends; C) "I'm Not A Rock 'n Roll Singer," by the Fabulous Friends; D) "I'm A Rock 'n Roll Singer," by the Fabulous Friends; E) "I'm Not A Rock 'n Roll Singer," by the Fabulous Friends; and F) "I'm A Rock 'n Roll Singer," by the Fabulous Friends.

Billie "Illinois" Valentine is the latest to add his name to the list. He is a 6'3" tall, blue-eyed, blonde-haired, white-browed Illinois kid who is a natural for the stage. He has been making a name for himself in Chicago for the last few years and is now making his mark in New York. Valentine is a member of the band known as "The Fabulous Friends," and is a regular at the Mocambo, a popular night club in Chicago. He has been sighted at the Mocambo several times, and is alwayslogging a good crowd. Valentine's voice is a smooth, velvety tenor, and his delivery is reminiscent of the greats of the past. He is a natural performer, and is sure to make a big splash in the New York music scene.

FOLK TALENT & TUNES (Continued from page 117)

FOLK TALENT & TUNES

BILL SACHS

Around the Horn

The Johnny Cash show winds up its tour of rock 'n roll theaters; B) the premiere of Canada at St. John's, N. B. Saturday (18), and C) an open sesame to all of the new hits that have been in the Columbia Records' Catalogs. E) The New York theater is a place where new talents are being heard, and F) the advent of a new age of rock 'n roll. The new hits on the scene are: A) "I'm a Rock 'n Roll Singer," by the Fabulous Friends; B) "I Roll," by the Fabulous Friends; C) "I'm Not A Rock 'n Roll Singer," by the Fabulous Friends; D) "I'm A Rock 'n Roll Singer," by the Fabulous Friends; E) "I'm Not A Rock 'n Roll Singer," by the Fabulous Friends; and F) "I'm A Rock 'n Roll Singer," by the Fabulous Friends.

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Mercury Hypes Wing for $1.98

CHICAGO — Mercury Records last week fell in with the trend to $1.98 packages with the reactivation of the Wing label as the name of its new low-priced line. All packages are due for shipment to distributors June 10 for the July 1 debut of Wing; Wing will be handled thrugh the Mercury distributor. It has a standard discount structure, and will be merchandised thus retail reflected with newsstand chains, department stores, drug stores, and still show some rack-jobbing outlets.

Each of the 12-inch LPS will contain two complete bands of material or the equivalent, and the material will be selected to guarantee listeners from previously unreleased masters, successful oldies, and limited extent from packages withdrawn from the $3.98 class. Packages are to be used for covers, and the packages will be individually polyvinyl bags. Records will be contained in paper inner sleeves.

The first Wing release is composed of "Sarah Vaughan Sings," recorded at Van Barel, by Van Barel, "Patti Page, America's Queen of Song," Buddy John's "Black and White," "Franke Laine Sings His All-Time Favorite Songs," with Richard Hayman's orchestra, Ron Tenny's Polkas and "Date Dance," one each by the Beulah Flight and "Buddy Morley ork; Rusty Draper's "Remember," and D'Artagna in "Hi-Fi Serenade."

Develop Paper Record, Claim High Fidelity

CHICAGO — A paper disk with plastic-coated underside for lossless trade has been developed by Edward Van Barel, of the Van Barel studios here. The record is pressed on heavy laminated paper stock, in various-sized paper disks, of four colors. The record can be die cut square or round as desired. According to Van Barel, the highest fidelity and compares favorably with metal disks. Quality of the disk is due to special molds that Barel uses on the laminated stock. It is said that this disk can be produced for less than 5 cents apiece, priced on one side at a four color stock, in quantities of 100,000 or more. At the present time two large firms are negotiating for a quantity of the paper disks, at 34 1/2 r.p.m. speed, for use as dealers' samples for new re-issues.

Blues Veteran On Good Time

HOLLYWOOD — Good Time Jazz inked an exclusice recording A. A. "Fire" Fike, here, with the famed blues artist's first package due for release this month.

A vet-one-man band, Fuller is expected to record a series of tunes for the label. Label last week reported that sales on previous release of the year have already surpassed any previous release of the year, and are setting a new record of GT's and Contemporary Records. According to sales vice-president Bob Krich, increases have been accomplished despite fact that only four titles were furnished by the firm in that period.

Merc Offers Summer Plan

WASHINGTON — Changes proposed by Paul Taubman, a national marketing division, to make the National Anthem less difficult to sing are being considered by the Senate, as an act to be enacted into law, according to Rep. Herbert Zeikowski (D., N.Y.).

Representative Zelkowsk last week reported that the Senate was considering the bill that there are actually 90,000 acres of the National Anthem in the Library of Congress. He had said that record companies are struggling to find an official version of the words and music of the composition which will assist the difficulty most people have in singing the song. "The song is taken from an old French folk lyric, is difficult to sing with "most Americans remaining unknown during the recording of the song," Representative Zeikowsk said.

The Congressmen introduced another proposed changes and through: in the form of a bill. A House Judg. and House Finance Committee, with Richard Hayman's orchestra, Ron Tenny's Polkas and "Date Dance," one each by the Beulah Flight and "Buddy Morley ork; Rusty Draper's "Remember," and D'Artagna in "Hi-Fi Serenade."

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MAY 5, 1958

THE BILLBOARD

MUSIC

Angel 'Greats' • Continued from page 2

The "Great Recordings" series includes works by such performers as Kreisler, Schubert, Casta, Pons, Rubinstein, Fischer, Chaliapine and more.

May release marks the debut disk recording of the Carl Orff "The MagiRequired a show of the composer with teams Rubinstein and Paul Klee, and performed by the Berlin Philharmonic Orchestra under Wolfgang Sawallisch.

Other sets included are "The Rite of Spring", with Jane Market, conducted by Thomas, "Capriccio" and "The Four Seasons" by the Berlin Philharmonic, with Rudolph Karmel conducting, and Tchaikovsky's "Symphony No. 4 in F Minor" by the Philharmonia Orchestra, Constantine Silvius, conductor.

FINA is offering dealers a busy series of "The Great Recordings" series, later folding up to 50 sets in all. Additional display material, supplements and reprints are also available to dealers.

Table of Contents

Decca Dozen • Continued from page 2

Rhino featuring a group of renowned German Brass Bands. Jazz releases include "Blues and Boogie" with Elmer Bernstein and Joe Holiday's "Holiday for Jazz." Also available are "The Boys Are Back in Town" with Harry and "Let Yourself Go" with Mark Murphy, comprise the vocal albums in the group.

Other packages in the release include "Milky Memorable Moblises," by Jack Plely; Lou Snider, his piano and "In Holiday for Cabin" with Carl "Voice of the Century," and pianist Bill "Sweet and Loveliest."

Sales aids are in line with those issued with previous monthly Decca '78 releases, and include mounted display centerpieces, facing folders with a square motif and salesmen's kits, presented as a unique jeweled box, silk screened and with the same spruce wood motif as noted on the display pieces.

Victor Issues • Continued from page 4

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

Mercury Records was ready to follow the Victor pattern, with a 40-cent record of the Diamond hit, "I'll Remember You" about a month ago. The firm was thinking of letting it go for 49 cents on a regular kiddie label. However, distributor pressure, it is understood, made them back off.

Golden Records, which has an established 40-cent kiddie line, has been trying to convince many labels to let them release their kids—after they have run their conventional kid label. So far no one has said yes.

AFM Rebels • Continued from page 4

Repossession from AFM Perry James C. Petrollo in the lawsuit filed against the union. An appeal by the Federation is presently before the U.S. Supreme Court, seeking the broadest possible rights in the California courts.

On the strike-locked studio front, meanwhile, the major five studios last week filed a complaint with the State Department of Employment, alleging the strike is an attempt by musicians to draw unemployment insurance in addition to union strike benefits. The two parties involved agree that the toolers are not entitled to draw unemployment checks, inasmuch as Petrollo called for the walkout, and that musicians were not fired, but instead were declared unemployable by AFM forces.

NLRB has reportedly held the Billboard that all houses were using in setting up ground rules to determine the eligibility of musicians who signed MCA authorization cards, so that an election could be held shortly if one was justified.

British Stereo • Continued from page 2

Pierre Monteux, Polish violinist Henri Vieuxtemps, Robert Stolz and the Distler Chamber Orchestra from 20th century cultures, etc.

The singles market, Lee stated, is best promoted in England at the deep level. Radio Luxembourg and the AFM network are important points of exposure, and usually all disk companies have time in Luxembourg. The fact that in the jazz field a saturation point was being reached in England. He also said that English tradition has always been the "a la carte" type and that English made traditional jazz and American made modern.

25 OUTSTANDING NEW RELEASES FROM OUR CATALOGUE

C'MON C'MON
DELLA REESE
JUBILEE

HAND JIVE
BETTY SMITH
LONDON

I LOVE YOUR PONY TAIL
CHIP FISHER
RCA VICTOR

WELCOME POLKA
JUPP KLEBER
DANA

BLUE JEAN CINDERELLA
THE PEE WEE'S
JUBILEE

SWISS KANTO POLKA
JUPP KLEBER
CAPITOL

WORLD'S FAIR POLKA
BEVERLY ANN GIBSON
IMPERIAL

THE WAYS OF LOVE
JOHNNY GEE
RAMA

I WANT YOU TO BE MY OWN
CHIP FISHER
RCA VICTOR

I LOVE YOUR PONY TAIL
CHIP FISHER
RCA VICTOR

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

COUR A-COUR A-COUR
LUCKY SHUFFLE
PANAMA PATROL
THREE PIANO LESSON
ROSETA
VIVE LA LIBERTAD
WALTZING SAILORS
YU TE QUIER
JUBILEE

From the Album "Time Out For Toots" by JEN TOOT'S THIELMANS COLUMBIA AND EASY

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

LOVE AFFAIR
SHINE WITH ME
LONELY CIGARETTE
SOMETHING SPECIAL
SOLITUDE
THE SHADOWS
LOVE

ZODIAC MUSIC CORP.

Sheet Music available on all the above copyrights

1733 Broadway, New York

Gen. Prof. Mgr. George Lee
RINGING RECEIPTS

NEW YORK—With only a few days of the Madison Square Garden extravaganza to go, B. F. Bost and Barnum & Bailey Circus has run up a total for receipts for the year of $11,532,000, according to a 107 figure of $1,104,000, with a few days to go. This is the best result for kids again is one of the factors why good business, it was felt. About half of the run saw was on Friday, one time when kids go full rate.

Cone, high wire act, act of Mr. Edwards, general for the one year a year, which placed a total of $11,532,000 against a 107 figure of $1,104,000, with a few days to go. This is the best result for kids again is one of the factors why good business, it was felt. About half of the run saw was on Friday, one time when kids go full rate.

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

By Tom Parkinson

Formal opening of the enlarged and remodeled Memphis Auditorium is scheduled for July 28. The two principal halls have been modernized, the building is being air conditioned and a new exhibit area wing is being added in the $3,000,000 program.

On the military base attraction west coasts will be the Queen Elizabeth's Scott Guards and the Pipes and Band of the Canadian Guard. Their first engagement in this country will be at the Eastern States Exposition, Springfield, Mass., starting September 15.

On the occasion of its second anniversary, the New York Coliseum is having that nearly 5,000,000 people to see the exhibit halls opened. More than 60 events have been in the Coliseum in the last two years, and some of them had spectacular results.

For example, the Motor Boat Show released attendance figures for the first time in its half-century of operation and revealed that the 390,000 people of 1935 represented a 10 per cent increase over 37. The International Flower Show doubled the number of exhibits. The Radio Engineering Show was a rara avis, with 60 firms unable to get exhibit space.

The International Automobile Show had 290 models of cars from seven countries. Sales of new cars were six times the 1936 figures. Hardware, Hotel and Business shows set new highs. Eleven shows are scheduled this year which did not run last year.

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

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

Meanwhile, there is considerable confusion in Chicago about the need for a new opera house because other facilities are not going to be available. One of the events still scheduled in the Civic Opera House is the Masquerade dance company from Russia. Promoter Harry Zelzer scheduled eight performances, May 18-21, but later the Russians pointed out that if they give two performances on one day they are entitled to the next day. Thus a Sunday night performance had to be canceled and the tickets—which had been all sold out—must be refunded or exchanged.

Sports Show Pulls 40,000
At Topfield

TOPSFIELD, Mass. — The Essex County Sportsmen's & Boat Show held at Topfield Fairgrounds, broke a three-year record for a report attendance of more than 40,000 during its four-day stand April 17-20. The gate was $60,000 higher than in 1948.

Despite some evidence of recession in the area, exhibitors reported that the actual boat sales enjoyed a steady climb in the past three years. Already 15 of the 20 exhibitors have signed up for space next year.

Entertainment attractions included band competitions, wrestling matches, dog shows and various other sporting events. Good weather helped to chalk up a record attendance. The 5,000 kids who attended the fair enjoyed a fine day.

The show was sponsored by the Danvers Fish & Game Club and the Topfield Field. To arrange were Paul Goodwin, Topfield Fair general manager, Walter Lalmik and Joseph Hyde of the club.

Alta. Rodeo Circuit Adds 2 More Towns

CALGARY, Alta. — Two more towns, Basso and Brooks, have been added to the Southern Alberta rodeo circuit. There are now 12 cities and towns on the loop, with Claresholm and Fort Macleod alternating every other year in sponsoring a rodeo. Herman Lindes, Calgary, is general manager of the circuit.

Dates are as follows: Taber, May 17-18; Brooks, June 13; Foremost, June 27; Claresholm-Fort Macleod, June 25-28; Basso, July 1; Raymond, July 1; High River, July 4-14; Coleman, July 5; Cardston, July 14-15; Medicine Hat, July 17-19, Lethbridge, July 24-26.

THE BILLBOARD
MAY 5, 1950

ARENAS & AUDITORIUMS

KIDDIE AUTO RIDE

This fine endorsement of the Allan Herschell Auto Rides comes from P. E. Gooding, president of Gooding Amusements Co., Columbus, Ohio, touring 100 rides in 8 traveling units. Mr. Gooding likes this ride so well he uses two.

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

The AM Auto Ride is light, easily portable, equipped with fluid drive and timers.

KIDDIE AUTO RIDE

GARRETT RIDE COMPANY, INC.
"World's largest manufacturer of amusement rides"
104 OLIVER STREET
PHONE: LUDLOW 4590
NORTH TONAWANDA, NEW YORK

CROWDS GRAVITATE TO ARC RIDES

NEW FLYING-SWAN RIDE
SPORTS CAR STREET-GO-ROUND
FLYING SEA HORSE
1ST PLAN
PROVINCE RIDES COMPANY
7517 Delta St., Los Angeles, Calif. 111-1173

ALLAN HERSHEY

RIDE

MINIATURE TRAINS DIV.
ALLAN HERSHEY CO., North Tonawanda, N. Y.

MERRY-G-ROUNDS • MINIATURE TRAINS • BOAT • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • BAND BOX • JUMPS • LACERFAULS • RACETRACKS • KIDDIE RIDE • INFLATABLE TENTS • TAPES • RIDE TIMES • CANNONAR

MINIATURE TRAIN DIV.

For Parks and Kiddielands — Capacities 14 Children to 240 Adults

"Finest Auto Cars in the Industry"

MINIATURE TRAIN DIV.
ALLAN HERSHEY CO., North Tonawanda, N. Y.

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Concession Trade Show Space Reportedly Selling Fast

CHICAGO—Husky space at the joint trade show of the National Association of Concessionaires and the Theater Owners of America, is being sold at a rapid pace according to Leon Koken, NAC president, and Ernest S. Steigles, TOA president. The exhibit and trade show will be held October 21-25 in the Hotel Americana. The show is again offering a discount of 850 per booth on rental charges to any firm that is a member in good standing of either organization.

The hotel has announced a facility improvement program for its auditorium including additional 36,000 square foot trade space, a new 3,000 seat movie theatre, and additional Toilet Facilities; greater overall illumination and better circulation and ventilation conditions.

The hotel is also starting construction on an additional 150 rooms which will bring the total facilities to 600 rooms and suites by October.

Canadian Fairs Organize New Prairie Loop

MOOSE JAW, Sask.—Moose Jaw has paid off the Joint Committee, Sask., and Lethbridge and Medicine Hat, in Alberta, to form the Prairie Fairs Association.

Cec Peterson, of Moose Jaw, is president, and Charles and Ross Lethbridge, is secretary-treasurer.

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

Lander, Wyo.,Cele

Sets Alamo Midway, Rodeo, Indian Fete

Lander, Wyo.—Lander Chamber of Commerce has completed its attraction program for the July 4-5 Pioneer Days Celebra-

tion, William T. Nightingale Jr., man-
gager, announced.

Alamo Exposition Show, represented by Larry Nolan, has been invited as the midway attraction for the rodeo. The rodeo, said to be one of the oldest paid ones in the U.S., will be held on both days. There will be an encampment of Apachian Indians, Indians, also an encampment of Apachian Indians, Indians, for the Indian dances on Main Street. They will also participate in the July 4 celebration parade along with historical wagons and modern floats. Fireworks will be presented on July 3 and 4.

The Alamo is scheduling several real booster trips through the area with stage robberies, trials and hangings to be held in the downtown area of many of the towns.

Topfield Fair Books Water Show For Second Year

Topfield, Mass.—A return booking of Danny White’s Aquari-
runs along with the Dorothy Rankin Mackenzie Show will form the basis for the ill- 
prepared showing at the Topfield Fair this year set for September 31.

The attractions have been booked thru Danny White and Henry Copet of Boston, who will be on hand at the fair to daily live broadcasts thru Station WEZL of the Boston Benton Matinee show featuring Carl Moore and \n
Almex, 2760

nearby in the form of Sunshine, a children’s attraction at Saturday (6).

The midway has been awarded to Engine Dean and Jack Huffman in Salisbury. There also will be six nights of pyrotechnic and
dog racing. Work has been completed on an addition to the Flower Building. A 4-H Club show style and fashion show also will be featured.

Show Tents For Rent Or Sale

20' x 30' $3650 $4000

20' x 30' $3650 $4000

Any Size—Any Type

Rent or Sale

Circus—Carnival

Concessions

ACE CANVAS CORP.

103 Green Street Jersey City, N. J.

Show Tents

HARRIS SOMMELIER

15x10x14 East 34th St.

Kansas City & Missouri

Phone: Number 3026

CENTRAL

Canvas Company

Display Fireworks

Direct from the manufacturers.

Here's your chance to buy direct from the manufacturers for the lowest prices in the world. Save big on an excellent line of fireworks. You will not find a better deal anywhere. Complete the order form on the back and mail it to us. Turn it in when you order your fireworks. Secure a list of fireworks that are available by calling our toll free number. Our experienced staff will be glad to help you.

Remote Control Flames

Remote Control Fireworks

Call Today!
**Carnival Routes**

American Beauty: Fulton, Mo.
Amusements of America: Cram, Elkhorn, Neb.

**Circus Routes**

Beatty, Clyde: Alpena, Pa., 6; Reading: Lancaster, Pa., 10-21.
Browning: Ukrainian: Cleveland, Ohio.
Lebanon: 10th District, 12-11.
Leviathan: 13th District, 1-16.

**DISPLAY FIREWORKS**

**RICH BROS: DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:**

1. Latest creations in breathtaking aerial shells.
2. All materials used are guaranteed.
3. Large variety of skillfully planned shows that anyone can operate.

**SELF-CONTAINED DISPENSER**

Ice cold carbonated Drinks
Draws a finished COKE or PEPSI, both creamy and solid
ROOT BEER and PLAIN SODA

10 to 15 drinks per minute without turning lever.
Complete Self-Contained Dispenser system.
Steel-stainless Steel faucets and equipment. Write for Bulletin.

**MULTIPLE FAUCET CO.**

1405 Ferguson Ave. Dept. 88 St. Louis 14, Mo.

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**NEW! CORKS!**

**SHOOTING GALLERY**

10-Day FREE TRIAL

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

A rugged and dependable shooting gallery, ready for use with any Parris Kadeit Shooters capabale of handling Target Piles Firing and 1,000 corks. Gallery can be set up in space as small as 4 x 8 ft. Easy to move or use—superbly designed and plug corder into 110V circuit, and gallery is ready to go.

**CIRCUS ROUTES**

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Browning: Ukrainian: Cleveland, Ohio.
Lebanon: 10th District, 12-11.
Leviathan: 13th District, 1-16.
Arkansas
Colorado
Connecticut
Georgia
Idaho
Indiana
Mississippi
Missouri
Montana
New York

FORT WORTH

Fort Worth Makes Ready For June Cele

REGINA, Sask., Sports Show Pulls 14,500

RÖSTEHL, John, manager of the Regina Rodeo, announced that the 23rd annual rodeo in Regina, Sask., will be held June 27-30.

Steiner Denies Rumor of Rodeo In Ebbets Field

Steiner at the Ebbets Field rodeo in New York, which is scheduled for March 24-25.

Swift Current Posts $3,900 Rodeo Purse

WINS AT GIN HILL

Gin Rummy Book

WIN AT GIN HILL

In Fund Memory of J. (Joe) Frank

The annual rodeo in New York will be held at Ebbets Field on March 24-25.

Swift Current Rodeo

Wells-James L., former rodeo operator at Coleman, Texas, was killed in an accident on April 21, 1958, in Alabama, N. Y., following a long illness. Burial is at Island City Cemetery.

YATES—Harold A., 69, father of Jimmy the Musical, died in Phoenix, Ariz., recently. Survivors include his wife, Marianne.

MARRIAGES


CATTES—RAINE Cattes, Jesse Raines, on July 17, 1958, and Henry Raines, former night club operator, April 28 in Miami.

BIRTHS

BREK A son, Anthony Joseph, April 12, 1958, to Mr. and Mrs. Frank J. Brek, 127325 Chestnut St., Las Vegas, Nevada. His mother is the former Eileen F. Hannon, 127325 Chestnut St., Las Vegas, Nevada.

PARKS A son, Robert Earl, April 12, 1958, to Mr. and Mrs. J. C. Parks, 127325 Chestnut St., Las Vegas, Nevada. His parents are Mr. and Mrs. J. C. Parks, 127325 Chestnut St., Las Vegas, Nevada.

SEASONAL OR YEARLY INSURANCE NEEDS

SOUTHWEST LIGHTING EQUIPMENT

Nearly every time you turn on a light, electrical equipment is involved. Base lighting fixtures, chandeliers, work lights, etc., are examples of electrical equipment that is required to function properly in a safe manner.

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Carrolo Sells Lake Nipmuc;
Concentrates on Warwick

MENDON, Mass.—Lake Nipmuc Amusement Park here, has been sold by Joseph L. Carrolto to a corporation headed by Gerard Bolde. The new management plans to concentrate on operation of the beach and bathing facilities. Sale of the park did not include Carrolto's Merry-Go-Round. He retained the ride and holds a four-year lease to operate it at the park, but he may remove it on 30-day notice, he stated.

Carrolto said from Oakland Beach, Warwick, R. I., where the city is improving the waterfront in a $135,000 project, that he is also resuming his Midway Theater to serve as a roller rink. The movie house was damaged by fire about a year ago. He said movie business had to be profitable.

He also is building brass ring machines for his own three Merry-Go-Rounds and plans to display one at the Chicago convention this fall.

Named to Board
NEW LONDON, Conn.—Mrs. Dorothy C. Satti and J. Stephen McGrath, have been named to the Ocean Beach Park Board, which supervises city-owned Ocean Beach.

Golf Tourney
Reports Entry
ASBURY PARK, N. J.—Entries have been received by the Interclub Metropolitan Golf Coaches from courses in Texas, Oklahoma, Indiana, Ohio, Tennessee, Pennsylvania, New Hampshire, Massachusetts, Connecticut, New York, and New Jersey, to date. Formal entry in setting up the event is good, according to George Zachman, managing director.

Palisades Has
Gag Writers
PALISADES PARK, N. J.—The J. T. Talley Co., of New York, went Saturday (3) to a New Jersey Home Conference and clinic, sponsored by the National Association of Gag Writers. George Q. Lewis, of that concern, plans to invite parks throughout the country to hold similar laugh contests.

75 May Take
Park Group's
European Tour
CHICAGO—About 75 persons already have indicated interest in making the annual trip by Bus to Brussels, World's Fair and other European fountains as proposed by the National Association of Amusement Parks, Pools and Beaches.

John Bourme, executive secretary, said that it is still too early to announce a finalized itinerary but that it is likely the bus will leave Brussels, the Oktoberfest at Munich, Blackpool in England and the Fairs at Copenhagen as well as other points.

Jet
Propelled
Profits!

Here's a gold mine for you... Allen Herschell's Sky Fighter. A sensation when introduced in 1952 and still a leading profit maker at carnivals and parks. Youngsters can't resist the fascination of riding in one of these high-flying jet propelled machines, which can crackle off the realistic cracking guns. With the aid of fluid drive, planes make smooth take-offs. Then they are lifted 6½ feet into the air by an hydraulic mechanism. Kiddies soar, and so do profits.

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Gene Autry Signed By Three N.C. Events

Will Play North Carolina State, Charlotte, Shelby Engagements

NEW YORK — The Gene Autry Show has been signed as the featured attraction at three North Carolina fairs. George Hamilton G. of GAC-Hamid, announced.

Autry has been booked into the North Carolina State Fair, Raleigh, where he will be in the Arena for the entire week of the event. The troupe will also play the Southern State Fair, Charlotte, N.C., for four days and four nights and the Cleveland County Fair, Shelby, N. C., for two days and two nights.

The GAC-Hamid office will also provide the grandstand show at Raleigh, which was booked last January and will put grandstand attractions into both Charlotte and Shelby.

31 ENTRIES

Indiana State Skeds Hoosier Queen Contest

INDIANAPOLIS—The Indiana State Fair this year will inaugurate a queen contest, with entries to come from county fairs throughout the State, Dan Davis, Indiana supervisor, announced last week.

Chippewa Falls

Names Kittle

New Manager

CHIEFED FALLS, Wis. — William H. (Bill) Kittle, veteran manager of the Chippewa Falls Fair, has been named manager of the Northwest Wisconsin District Fair, here, replacing Archie Hall, who resigned last week.

Kittle, a veteran outdoor showman, has been secretary of the Black Coal, Coke, fair, before moving to the Colorado State Fair, where he was manager for seven years. He resigned from the Pueblo position last September 27, and twice has been named manager of the Central Wisconsin Fair, Caspian.

Kittle has resigned the latter job to come in Chippewa Falls where he officially takes over on June 11.

Start Work

On Yorkton

100G Stand

YORKTON, Sask. — Construction of a grandstand to cost in the neighborhood of $100,000 is well under way at the Yorkton Exhibition grounds, and it is expected that the building will be ready for the summer season.

Fairs and Expositions
Crafts Appoints
Larry Ferris Mgr.

NORTH HOLLYWOOD, Calif. — Larry Ferris has been appointed manager of Crafts 20 Big Shows replacing Frank Warren, who has taken his place with Crafts Shows, Inc., to Ovville, N. C. and Rogers and Crafts. The position was taken at the first week of operations of the organization.

Edward Harris, formerly with West Coast Shows, joined the Crafts organization as assistant manager of 20 Big Shows, and another assistant manager was appointed to supervise the concession manager of the unit.

Crafts announced that the Exposition Center in New Orleans, under the direction of Frank Warren, will play the 18th annual video in Redwood City, July 26-28, and this unit will be open from July 15 to at least three shows in conjunction with the customer who has the target of the Penny Arcade.

Unit will move into Redwood City from Vallejo, where it has been operating the past season, and will then hit the road on May 24, and will play the 10th that the Skebec is on its opening season.
RAIN GRUES
Stately Preem

WILMINGTON, Del. — James E. Stratton's Shows kicked off its season Monday (28) but the show was halted by rain which also hurt the next two days of the same.

As a result, the stand was extended to 11 days by the Cuyahoga Heights Fire Department, and the show will close Saturday (10).

There were a total of 30 rides, 18 shows and a menagerie in the line-up. Included on the back-end was the Castle of Oddities, featuring John Petrovich, Thrill Theater, Broadway to Hollywood Revue, and a reel and roll show.

RAIN GRUES

WILL PLACE
Fish Pond, Aga, State, Indianola, Iowa; Corner of Second and Main Sts., Columbus, Ohio; and an old order, New Market, Maryland.

MOORE'S MODERN SHOWS
Durant, Okla.

RIDES HELP WANTED
Carnival, circus, and change. Also some time for kiosk, game, and change. Must have access to rash and be able to travel. Must be a good helper. Apply at

BROOKLYN COMPANY
9253 West Street Street
Rockford, Illinois

WANTED
Goldsman, Earl B. Jr., for State Horse Show, May 8-10-12, Watering, Centerville, Iowa, and an order, New Market, Maryland.

SEE: PAT FORD

Concessions — Shows & Ride Help Needed
No prick calls.
JOHNNY DURHAM
Big Top Fair, Atchison, Kansas

FOR SALE
10-Car Allan Herschell Kiddy Ride, excellent condition throughout. First $100 takes it.
ELTON LILE
3800 Hudson Dr., St. Paul, Minn. Tel. 3-5637

WANTED
RIDE HELP
Of all kinds, must drive our thrusters. Must work both days.
FIDLER SHOWS
Heiden Airport Branch Heiden, Ia.

AGENTS WANTED
Count Boat Jail, Custer, S. Dak., and scrap junk, must have junk, must be willing to work with us. Must work both days.
VICK DAVIS
Hot Springs Showman's Assoc.

WANTED AT ONCE
Wanted for Carnival Shows, Agents Cemetery State, Fair and Home Shows. Also some for game, men and changes. Must be willing to work both days.

IRVIN ZAITSHIK
Yorktown, Va., and scrap junk, must be willing to work both days.

FOR SALE
Want small, 5-ton truck, and other junk. Also want some junk, must be willing to work on both days. Must work both days.

WALTER Trigger
6030 South Ninth St., Louisville, Ky.

SPITFIRE RIDE
All conditions. Reliable for Fillmore, Ind., and scrap junk, must be willing to work both days. Must work both days.
P. O. BOX 1566

PEARL M. TRUMPER
Ocean City, Maryland

WANT
4-Wheeler Agents & 2 Bucket Agents
For Beulah Hartford, this week, Noy. 1st.
ED HORTWITZ
Kalamazoo Bros., Shows, Beulah Hartford, Mich.

RAIN GRUES
STRAW EFFY
Granville, O.; and scrap junk, must be willing to work both days. Must work both days.

WANTED
PO Box 1566
1020 Fourth St.
Springfield, Ill.

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MOORE'S MODERN SHOWS
Durant, Okla.
TENNESSEE VALLEY SHOWS
OFFERING A CONTINUOUS ROUTE OF PAYROLL TOWNS
WHERE THERE IS NO RECESSION
Will book Live Pony Ride, no other kid rides. Want to book Cotton, Tilt, Coot (one jack), Want family-type Grind Shows. No Gil Shows, we have our own. Want Concession Operator for inside Girl Show. Will book Bongo, Diggers, Age and Scalps, Lamp or Beer Pitch, Ball Game, Swinger, Nail Store, Car Rack, P.C. of all kinds, and Miss Camp. All Hunky Pans open. Will book When you have Hunky Pans. Can place Agents for Grind Stores that can take orders, Picture Frame, Buckets, Swinger, Cover for Picture Frame. [Mr. Toppa, call 1. Rebel, call me.

TED MEADOWS
General Manager
Cooksville, Tenn., May 5-10; Bowling Green, Ky., May 12-17

A. C. MILL
CHARLIE GRIGGS
Concession Manager
Business Manager

P.S.—Sorry, the mines are working only 2 days in West Virginia, so we are going to play lots around Louisville, Ky.

BEAM’S ATTRACTIONS

CONCESSIONS—All type Hunky Pans can be booked. Class Pitch—Novelties—Hi-Strike—Cactus SHOWS—Have beautiful 60’ trailer front and 60’-60’ top for good attraction. Also Top for side show and plenty of other type. Have you had?

HELP—Merry-Go-Round Foreman who can cut it, Top wages. Second Men also for Merry-Go-Round, Fly-O-Plane. Average wages on which you can drive and have license. FIRST CLASS MANAGER FOR COOKHOUSE—ALSO GOOD CUSHION PITCH, USA. Needs Concession Agents for Hunky Pans. All apply to

STEVE DECKER
KENBRIDGE, VIRGINIA—THIS WEEK
The show with plenty of promotion every week.

THE GREAT BUNKER HILL ANNUAL CELEBRATION
(Last Year’s Success Speaks for Itself)
Being held once again for 9 Big Days, June 13-21, including the big night before and holiday parade.
Site is the former location of the Massachusetts State Prison, which has been torn down
Shows and games will run every day and all Saturday, Sunday and Monday, June 14, 15, 16. Rides work evenings and nights. Daily promotions including fireworks and the big annual parade, which draws 500,000 people.
WANT: Rides, Shows, Eating Booths of all descriptions, Age and Scalps, Floss, Novelities, Souvenirs, and all legitimate types of Concessions. Flat joints need not apply, save postage. There are railroad sidings right on the lot. This will be the biggest celebration of all that will not be available after this year. All communications to:

JEFF HARRIS
103 Walnut Ave. or Box 88, Reeves, Miss. Phone: Reeves 8-3525 before 10 P.M.

FOR SALE
WILD LIFE EDUCATIONAL
Picture Cards, Books, mobile in every box. Send 41c each. Will also sell in lots. Prices right. This is a good money maker. We ship from our offices in Chicago, Minneapolis, Los Angeles, N.Y., etc. Operate the year round, ships to all parts of the world. Two men can manage, Usually to be on a train. Will arrive in 30-40 days, arrive in 30 days.

SONNY MYERS AMUSEMENTS
Final Call for the Great Apple Blossom Festival,
On the Streets in Downtown St. Joseph, Missouri
Opening May 6
This is the largest operation of the kind in North Missouri. Last year attendance over 40,000.
Three plate franked sides and nine concessions only. 76 net or gross. Pickup Bill is 37 cents per hundred. First Franchise in our line sold, side, has been successful. Will sell fastest in the land. Many wants.

BILLY DILLARD
312 St. Louis St., Fenton, Mo. Phone: No. 7493

THE DETROIT CLUB
A. C. MILL
MOTOR SHOWS
Shows 5-day, 6-day, 7-day, 8-day, 10-day. Will book for Grind Show and other Shows. Can also supply Helpers, both Fair and Indoor. Will book for Bungo, Digger, Tilt, Mirror, Rose Pitch, Ball Game, Swinger, Nail Store and Car Rack.

WILLIAM N. DILLARD
Manager
1130 North Ave., Columbus, Ohio

KIRK DECKER WANTS
For Arkansas, La., Diamond Jables, In-ter-state Shows. Stars need not apply. Send 1st class air mail postcard. Will wire. Must be 21 and over. Will pay $100 in 1st class. Address, Jimmy Decker, 132 W. Main St., Mayville, N.Y.

WANTED
Pin Shows or Count Stag Shows on an average. Will pay 50c. Call or write.

CHUCK DUMA
Deerwood Hotel, Minoc, Ill.

WANTED
For sale or rent. Drop box or call STERLING at 50c. Each.

WILL BOOK
A small Concession for women. Class Gift, Pitch, Pie, Novelties. Must be in Show 11:00 to 11:30. Prepaid C.O.D. 25c. Will rent to the right man.

FOR SALE
Wanted in Los Angeles: Concession. Call or write.

HUBERT BENNETT
Box 499
Columbus, Texas

FOR SALE
Want Concession or Help. Call or write.

JOHN KEELER
Portland Park, Mt. Angel, Oregon. Send all communications to: Manager, Portland Park, Oregon.

AGENTS
Wanted for 5-Man Bus. Call or write.

DUKE MITCHELL
C/N May's Novelty Ex. Shows. Lawrence, Kansas

GIVE TO DAMON RUNYON CANCER FUND

FOR SALE
Bass Boat—21 ft. 11 in. 3c. Four horse power. 76 net or $2500.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—50 ft. 11 in. Four horse power. Will sell for $2500.00 or take car. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—30 ft. 11 in. Three horse power. Will sell for $1500.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—26 ft. 11 in. Three horse power. Will sell for $1200.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—16 ft. 11 in. Three horse power. Will sell for $800.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—14 ft. 11 in. Three horse power. Will sell for $400.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—12 ft. 11 in. Three horse power. Will sell for $200.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—9 ft. 11 in. Three horse power. Will sell for $100.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—6 ft. 11 in. Three horse power. Will sell for $50.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—4 ft. 11 in. Three horse power. Will sell for $25.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—2 ft. 11 in. Three horse power. Will sell for $10.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1 ft. 11 in. Three horse power. Will sell for $5.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—4 in. 11 in. Three horse power. Will sell for $1.00. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1 in. 11 in. Three horse power. Will sell for 50¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/2 in. 11 in. Three horse power. Will sell for 25¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE

FOR SALE

FOR SALE
Bass Boat—1/16 in. 11 in. Three horse power. Will sell for 3¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/32 in. 11 in. Three horse power. Will sell for 1¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/64 in. 11 in. Three horse power. Will sell for 1/2¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE

FOR SALE

FOR SALE

FOR SALE
Bass Boat—1/1024 in. 11 in. Three horse power. Will sell for 1/32¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/2048 in. 11 in. Three horse power. Will sell for 1/64¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/4096 in. 11 in. Three horse power. Will sell for 1/128¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/8192 in. 11 in. Three horse power. Will sell for 1/256¢. Collection 301 W. Washington, St. Louis, Mo.

FOR SALE
Bass Boat—1/16384 in. 11 in. Three horse power. Will sell for 1/512¢. Collection 301 W. Washington, St. Louis, Mo.
Kelly-Miller Opens
Trip to West Coast

Rain, Mud Hurt First Stand;
To Enter California on May 23

PARIS, Tex. — Al G. Kelly & Miller Bros. Circus opened in mud and rain here but pulled pretty good tonight anyway. The circus is headed for the West Coast and after a run in Texas, New Mexico and in the Colorado-Int. into the Northwest. Kelly-Miller has booked its first road trip across the country this spring and this has been handling top newspaper in New York for that. Its leaving Ringling for the beauty circus, bringing to the city its press staff to three. Also on hand are Ora O. Parker, who heads the Kelly-Miller publicity, and Art Batters, its special agent.

Parker Announces Chicago Ausep for Cristiani Run

CHICAGO — Ausep for the Cristiani Bros. Circus, which it appears in Chicago June 27-July 30, has been announced here. It is called by Jackson, who handles the Lakefront engagement. The cruise is all full.

The show is the second to open in Chicago. Promotion is expected to get the show a ticket sale to the membership as well as a general promotion. Promotion will be handled by Art Batters, with the show's water-skier on the Hudson River.

Beatty Hits Road After Park Stand

Weekends Good at Palisades;
Change Made for Season Trek

The story was telegraphed last week from a Florida resort and was brought to Palisades particularly for correspondent.

Resulting publicity included wire coverage by AP and UP plus photographic coverage in last week's Life magazine.

The first show in the road will include Beatty Beauty Circus at Schenectady. More staffs, horses and others are pending the show now, which will begin Monday, as it is tied from stationery operation to traveling.

St. Louis Up;
Matt Dillon
Given Credit

ST. LOUIS — Annual St. Louis Police Circus did the firehouse business for years to come, and this show is coming to produce Al Duffie, who said attendance the first five days was $20,000 ahead of that for last year.

Duffie credited the personal appearance of James (Matt) Dillon, agent of TV show, "Commodore," as a hit during which appearance appeared in the finale of the show where Duffie was managed by Bill English, will go into that show.

The show has been getting good publicity breaks. Chief among this week's breaks is in which the hospital's elephant water-skier on the Hudson River.

Mills Business Strong at Two Early Stands

MENTOR, O. — Mills Bros. Circus played to big audiences here (25) and at Newton Falls, O., (24).

At Ravenna, O. (24), the show was hit by 50-n.m.p. winds that canceled the night's program and the show was moved to Newton Falls. The show was held in a five-day to the point where Duffie said the interest was more than enough to cover the show.

Island Garden, With Sign

NEW YORK — Frank With aman, agent of the F. & M. Stones Circus, here to represent his shows, and made the rounds, to report their circus date next spring. The 1959 dates will be March 28-April 12.

This year the show chose two runaways, With announced. He said all but the first performance filled up. The show ran a week to the year.

Tim McCoy
In TV Quiz

NEW YORK — Ol! Tim McCoy, feature of the Carson & Barnes Circus, is appearing on S. O. T. V. as host of "TV Wednesday Night,"" making its debut next spring.
Supermarket To Be Built At Kiddieland

COMPONT, Calif. — Until recently, Kiddieland, a small Amusement Park in Atascadero, Calif., was a working cow ranch. Now, however, Kiddieland will be a thriving Amusement Park, with a new roller coaster called the "Wild West," a 750,000-gallon water tower, and a new "Circus" ride that will be the talk of the town.

Mrs. Mathis, widow of Harry Mathis, who founded the park last year, said that the new park will be ready for opening in May. The park will feature a new roller coaster called the "Wild West," a 750,000-gallon water tower, and a new "Circus" ride that will be the talk of the town.

While the park will be open to the public, it will also be used as a filming location for the upcoming movie "The Wild West." The movie, directed by John Ford and starring John Wayne, will be shot on location at Kiddieland, and the park will be transformed into a Wild West town for the film.

In addition to the new roller coaster and water tower, the park will also feature a new "Circus" ride that will be the talk of the town. The ride will feature a large, colorful tent that will be set up in the center of the park, and will be open to the public for free.

Kiddieland is located just north of the city of Atascadero, and is easily accessible from the highway. The park will open to the public on May 1st, and will be open daily from 10am to 6pm.

For more information, please visit the park's website at www.kiddieland.com.
THE MARKET PLACE FOR BUYERS and SELLERS

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

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

IMPORTANT: In determining cost, be sure to count your name and address. When using a Box Number, c/o The Billboard, allow six words for address and include an additional 25¢ to cover cost of handling replies.

DISPLAY CLASSIFIED ADVERTISEMENTS
Attract more attention and produce quicker and greater results thru the use of larger type and white space.
Type up to 14 pt. permitted. No illustrations, reverses, or other decorative matter. One pt. rule border on ads of 2 inches or more.
RATE: $1 per agate line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

Animals, Birds, Pets

For Sale—Excellent Tourist A.
1 SEALS, LEOPARD SEAL,
ALSO 2 GRIZZLY BEARS, 2 BROWN BEARS, 2 BLACK BEARS, 1 SABER TOOTH CAT, 2 LIONS, 1 CHEETAH, 2 JAGUARS, 1 MAMMOTH Tusk,
2 INDIAN SHARKS.
NEW YORK ZOO, LAND PARK.

BUILD MAJOR RIDES—COMPLETE PLAN.
LOOPTH.
HISTORICAL DISCOUNTS
ALL ITEMS
LET US PUT YOU INTO BUSINESS FREE,
Do not call. Write S. B. MANSFIELD,

CANADIAN BEARS, EIGHTEEN MONTHS OLD, 1.500 POUNDS.

CA MORTON, 1255 West 23rd St., Chicago.

Coin-Operated Equipment (Used)

ANYTHING IN VENDING MACHINES
Every type machine wanted and purchased.

For Sale—Dog and Pony Act Combine with press and poster.

Bienes Direct.

For Sale—Trained Bear, Curb Reared.

Reply to box 5401, New York City.

Food and Drink

Beverages, Uniforms, Wardrobes

For Sale—Secondhand Goods

Furs, Blouses, Accessories, Boots, Shoes, Clothing.

Food and Drink

Concession Supplies

ABOUT ALL MAKES OF POPPERS, CARAL.
KEROSENE KETTLE FOR ALL POPPERS. KEROSENE FOR SALE. KEROSENE, 10 QUART BOTTLE.

For Sale—Secondhand Goods

For Sale—Tough, Thick, Double Layered Winter Cap, with chin strap, for sale.

FOOD AND DRINK

Beverages, Uniforms, Wardrobes

As in the past, we are making it possible for you to send your clothing to us for sale at no cost to you and we will guarantee satisfaction.

For Sale—Secondhand Goods

Furs, Blouses, Accessories, Boots, Shoes, Clothing.

Food and Drink

Concession Supplies

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TRAVEL UP

Souvenir Trade Looks
For $100 Million Year

By IRWIN KIRBY

Americans buy up souvenirs at the rate of $100,000,000 every year and the pace of this thing, is quickening. There seems to be no limit to the public's eagerness to acquire some object keyed to a particular location. It may be a paper weight to remind a family of a treasured trip to Grand Canyon, or a miniature bale of cotton to mail to a friend, mute testimony that the sender was in the Southland.

This should be another good season for souvenir manufacturers and retailers. Last year saw Americans do more traveling than ever before, and when they travel, they buy souvenirs to remind themselves and others of the places they visited and the fun they had. And the recent travel promotion has been geared to give increasing attention to this field. Many of the towns are advertising their new peaks this year are logical. The orders were placed a year ago.

Souvenir carousels of the operators of resort beaches are set up and Madison Avenue's souvenirs are doing a steady business. The lesson is that souvenirs can be bought and sold anywhere, and the future will bring the same situation as souvenirs are being sold the world over.

In other words, the demand for souvenirs is a growing one and the manufacturers of these items have a good chance of making money. This is particularly true of the Souvenir Watch, which is a small item that can be sold for a small price.

Big Stocks of Labels

The biggest of the supplies houses stocks colored lithographs of more than 500 resorts and a couple of thousand other places as cities and general areas. This is the first time that the actual products manufacturers have ever sold these items.

Most souvenirs identified with a certain object or location are tagged with either a paper or metal label as a rule. These bear little likeness, however, to the various items offered at any given place, or natural site or whatever the place may be. The labels are printed or heat-sealed onto almost any kind of material. Included among the popular materials are wood, glass, leather, paper, plastic, and other materials.

Included in the lineup of souvenirs are thousands of these pieces placed at orders at about the same time make a respectable business of it. The future holds promise, and the manufacturers and retailers of these items have a good chance of making money. This is particularly true of the Souvenir Watch, which is a small item that can be sold for a small price.
PES FOR PITCHMEN
By BILL BAKER

SCHEDULED to open May 15 at 4343 Kellogg Road, North Lindenhurst, Alapine, Cincinnati, is the new Farm's East which was pointed out in a recent column. The store may serve as a new location for pitchmen.

Located on a Drive-In tract, it will offer parking space for 800 to 1,000 cars and at least 270 thousand square feet of display space. Operators, whose enterprise is called Farmer's Mart, Inc., envision crowds of 50,000 shoppers in a single day. Plans for the spot include a Kiddieland, a large area equipped with such popular rides as the Ohio River, the Lonesome Goose, and the Banana Boat. A new Enterprise will be installed over the store, where luxury goods are sold along a 300-foot walkway.

Merchants may drive in and sell their goods. Both goods and produce will take up 14 acres of the store. A large area will be used by vendors, Bill Hendrickson and Mike Albert, local businessmen, to put up large consignments of a single item for quick turnover at low prices. It will be open daily from 11 a.m. to 10 p.m., but vendors will be obligated to remain open on Fridays, Saturdays and Sundays.

PIPES IN

Emptied out of the Dixie Stable, Miss. E. C. Pur- dee reports that he has run into some of the old pros of the street in that neck of the woods, and all seem to be doing very well at the strawberry markets and stock sales which "are the heat yet." They include Brother Hamilton, old Father Davis and Cousin Ritter. "Would like to see a few pipes from Germ- any," mused. "A lot of Woodrow and Jack (Bolivar) Smokes," the veteran street writer concludes.

BOOKED FOR

Reports from Orlando, Fla., that Mary Buckley, the popular photographer, put in the past fall and winter in that city and plans to put a crew to work in the North soon. Buckley had to cancel quite a few school dates in Orlando due to the many school closings and absences caused by the flu, and his schedule did not permit the rescheduled dates. "Since I used to work for him, I know many principals and teachers were disappointed at his not being around here," she said Flynn.

COMING EVENTS

(Continued from page 12)

North Carolina
Durham—Central $10.00
Greensboro—Central $10.00
Winston—Central $10.00

Ohio
Cleveland—Central $10.00
Youngstown—Central $10.00
Canton—Central $10.00
Akron—Central $10.00

Pennsylvania
Barr—Central $10.00
Allentown—Central $10.00
Pittsburgh—Central $10.00

South Dakota
Aberdeen—Central $10.00

Tennessee
Memphis—Central $10.00

West Virginia
Wheeling—Central $10.00

"With It Since 1900"
UNDER THE MARQUEE

Chips at the Miami Music The- 

erie...Sporacle is the lead 

er character in this film and 

Bill Nettledge made his 21st season with the 

St. Louis Police Circus... 

All (G. Rose) Rupp, com- 

ic, stagehand and broker, has 

been ill with aches for the past several 

months and would enjoy a 

trip to 1224 North Vine, Hollywood.

Marjorie Townsend was a Chicago 

visitor recently.

Davyarm. L., a. Jane Forbes 

came to H. Bros, and visited Hugo, 

Ohio; quarters while on a trip to 

Chicago and the Southwestern 

towns. Ethel C. Cline, Richmond, 

Va., was visited and Ringling 

circus and Cyclopedia Hall of 

Fame on a trip to Florida recently.

Setting the record straight, Joe 

Balsol wrote most of the music 

used in Haddad-Monte productions.

The late George Chindahl wrote a 

book, "The History of the Circus, 

in America," but revealed that 

this is only a very rough draft, 

and the volume is to be published 

in the fall.

Bill McGoury, formerly on ticket 

def, for Ringling, has been last 

month recuperating at his Mesquite, 

Tex. home. 

Justus Edwards, 

stationaire, who, after handling 

some family business in Iowa, is 

now in Chicago, which will take 

him to a number of circuses and 

the Brussels fair.

The James E. Strate Shows now 

is using several pieces of rolling 

stock from the Clyde Bratty, rail- 

road circus, writes Ed Easter, 

of West Palm Beach, Fla. Included 

are the former wardrobe, dog 

tack and prop wagons and three 

tractors.

David, William and Mabel Bert, 

along with Dotty Jen Sedarek, 

Jake J. Diehl is still in the St.

Camille's Matron, Milwaukee.

Expect 150,000 

small companies were also well 

represented.

Based on the results of this study, 

Reaves saw that more than 

150,000 buyers, primarily 

grocers, distributors, etc., plan to 

be in Chicago for the year. For 

example:

"From all far away as Texas, 

California, Arizona and New York, 

major organizations are already 

dramatically when expected," he said. 

Highest attendance, however, 

is expected from the middle 

part of the country, the area 

stretching from Denver to Pitts-

burg and from Minneapolis to 

Oklahoma City.

In summarizing the results of 

the survey, Reaves said the 19G 

Chicago International Trade 

shows will attract buyers at a time 

when consumer merchandise is being 

shipped for the highly important 

fall and Christmas seasons. 

Extensive improvements are be-

ing planned at Navy Pier, site of 

the show.

Sports Show 

Continued from page 17 

Oklahoma, and George Melachuk, 

looting and canine training; Howard 

Harlan, juggler and entertainer; 

Foster's Golden Retrievers; Joan 

Salvato, fly-caster, and Spuckel, 

seat 

Audience reaction was highly 

favorable and continuous; attention 

on the acts built up 

attendance to the week's end. 

A float parade show in the downtown 

area was still, of course, 

Charles Sanders, who handled out 

flyers.

A truck tank, a Graves beagle, 

the area, and a beauty contest were 

features.

All available space in the 

Stadium was filled with displays of 

boats, sports cars and outdoor 

equipment.

The show's orchestra was under 

the direction of organist D. B. 

Robertson, Calgary; publicity was 

handled by Bobbe Reichman, 

lighting was by Spectacular 

Productions, Vancouver, and 

displays by Western Display, Ltd., 

Vancouver.

NEW HUMBER CRANE PIVOT BANKS

THOUGHTS ON ENGRAVER"

Billboard "King of the Demonstration Field"

M. K. BRODY

1015 E. Madison St. 

Chicago 7, 111.

For Merchandise

Limited Quantity: Close Agreement, 

Write for Price List, Terms, and Order, 

Send for Your Copy Today.

M. K. BRODY

1015 E. Madison St. 

Chicago 7, 111.

For Merchandise

Limited Quantity: Close Agreement, 

Write for Price List, Terms, and Order, 

Send for Your Copy Today.

YOU CAN'T BEAT 

BRODY 

FOR MERCHANDISE

Limited Quantity: Close Agreement, 

Write for Price List, Terms, and Order, 

Send for Your Copy Today.

M. K. BRODY

1015 E. Madison St. 

Chicago 7, 111.

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M. K. BRODY

1015 E. Madison St. 

Chicago 7, 111.
Juke Box Trend to Bigger Routes Reflected by Poll

- Slow business in 1957 for many firms indicated by decline in average weekly operator's share of machine grosses.
- Steady increase in number of 200's shown last dime play appears at standstill, as do EP's except for very few large users.
- Continued from page 1

In order to arrive at the total number of records purchased, both mean and median figures were used. After the average number of records bought per operator was determined, the two averages (5,160 median; 7,260 mean) were divided by these totals (48.5 median; 68.6 mean), producing figures that are very close to each other for number of records purchased per machine for the year 1957. (105.3 median; 168.6 mean.)

To insure a conservative figure, totals for categories are based on the lower of these two—the median figure, again using the number of machine boxes as the total number of juke boxes operated. Last year's total number was based on 106.6 with a mean of 47.9 divided into 5,073.4 (686 being the average number of machines record figures were based on).

Bigger Has Effects

Poll statistics show even more dramatically than last year's tremendous growth in large operations exerted on mean averages. So great, in fact, is the effect that it is misleading to speak simply of mean averages, the difference between the average and the smaller, or smaller of the smaller operations being so large and the average being so influenced. Median averages, used as in the case of record buys, make a more accurate picture of what's happening to the trade.

However, even this picture can be misleading when interpreting the total breakdown. Fully one-third still fall into the 25-39 machine category, one-fifth in the 25-34 category.

In addition, the figures which indicate a greater number of larger operations are in part affected by the greater number of machines operated by a few operators in the top-size classifications.

Share of Gross Down

Significantly, the operator's average weekly share of gross collections per machine dropped from $17.77 to $11.99 last year, according to Poll data. Since there appears to be very little change in type of commission arrangement or in machine charge during the year, this drop would be in all likelihood a reflection of slow business experienced by many operators from early summer last year.

It should be noted, however, that even in the substantial change indicated in means, the extent of the change can be mis-leading without reference to a breakdown. For example, in this year's Poll, 53 per cent of reporting operators specified average weekly charge for machines which placed them in the $8 to $10 category. But in the 1957 Poll nearly 45 per cent were also in this group.

The two extremes average weekly charge per machine—share of the best and poorest locations—remained virtually unchanged. In last year's Poll the range was from $8.15 to $11.50, in this year's Poll from $8.15 to $11.50.

More 200's

The Poll does reflect an increase in the number of 200's. Most of the increase in the number of 200's being bought this year is accounted for by the additional 4,999 total-record-year group. This year 45.2 per cent of the operators bought 200's, compared to 38.8 per cent last year, and 50.6 per cent the year before. (The total number of 200's being bought this year is 8,979, or 22.6 per cent of all the records bought.)

The breakdown of route sizes, it is also pointed out that fewer operators fall into the 100 to 249 machine category this year, with 28.7 per cent as compared to 30 per cent of all operators reporting fewer than 24 machines last year. Those who had 75 to 99 machines in last year's Poll, 11.2 per cent of the total, 9.7 per cent in the 100 to 199 category last year, 12.4 per cent this year, 43 per cent in the 200 and over classification, 6.1 per cent in the 1958 Poll.

Number of Units Up

Because Poll data in the upper brackets, the mean average number of juke boxes is in line as opposed to 53.4 last year for a startling increase. But the comparison of median figures shows this year, while still a surprising increase, but only half the numbers shown by means.

It would appear probable that operators are getting bigger on average, but not necessarily as rapidly as mean averages would suggest, the difference in median giving a better picture of what's happening to the trade.

In conclusion, it can be stated that the Poll evidence leaves no doubt that the trend toward larger operations remains.

It should be pointed out, however, that the Poll has not been able to determine the extent of the increase in the number of 200's, since this would be dependent on the number of machines which have been bought and the number of machines which have been sold since the Poll was made. The Poll does indicate, however, that the trend toward larger operations remains.

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Programming Extended Plays... 41, 43
Programming Hints, Standards... 43, 45
Techniques in Programming... 46
Operating Salesmanship... 48
Juke Box Taxes... 53
State... 54
Where Companies Surveyed Operate

The 178 operating companies participating in the 1958 Juke Box Operator Poll, as the 320 firms which participated in last year's, represent all regions of the country. Here is the percentage breakdown showing geographical distribution of the firms polled. Compared with, it is the U.S. Census breakdown of population for the regions.

<table>
<thead>
<tr>
<th>Region</th>
<th>% of Firms Pooled</th>
<th>U.S. Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDDLE ATLANTIC STATES</td>
<td>15.7%</td>
<td>19.4%</td>
</tr>
<tr>
<td>South Atlantic States</td>
<td>10.7%</td>
<td>14.3%</td>
</tr>
<tr>
<td>NEW ENGLAND STATES</td>
<td>5.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>PACIFIC STATES</td>
<td>8.4%</td>
<td>10.5%</td>
</tr>
<tr>
<td>MOUNTAIN STATES</td>
<td>10.1%</td>
<td>9.6%</td>
</tr>
<tr>
<td>EAST NORTH CENTRAL STATES</td>
<td>20.5%</td>
<td>20.2%</td>
</tr>
<tr>
<td>EAST SOUTH CENTRAL STATES</td>
<td>6.2%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

1958 JUKE BOX OPERATOR POLL

Where They Operate — By Population

Full-Time vs. Part-Time Operation

Juke Box Operators Having Other Equipment

Diversification In Other Equipment

PART 1: TRADE PRACTICES ANALYSIS

where and what they operate
the size of their operations

Average Number Machines Per Operator

<table>
<thead>
<tr>
<th>Year</th>
<th>% of Machines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>75, 50, 75</td>
</tr>
<tr>
<td>1955</td>
<td>75, 50, 75</td>
</tr>
<tr>
<td>1956</td>
<td>75, 50, 75</td>
</tr>
</tbody>
</table>

Size of Juke Box Routes

<table>
<thead>
<tr>
<th>% of Operations</th>
<th>5</th>
<th>10</th>
<th>15</th>
<th>20</th>
<th>25</th>
<th>30</th>
<th>35</th>
<th>40</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>23.49</td>
<td>30.74</td>
<td>73.99</td>
<td>100.199</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1955</td>
<td>23.49</td>
<td>30.74</td>
<td>73.99</td>
<td>100.199</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1956</td>
<td>23.49</td>
<td>30.74</td>
<td>73.99</td>
<td>100.199</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Size of Operating Firms By Employes

<table>
<thead>
<tr>
<th>% of Employes</th>
<th>1955</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Employes</td>
<td>40</td>
<td>40</td>
<td>40</td>
</tr>
<tr>
<td>1-5 Employes</td>
<td>36.1</td>
<td>36.1</td>
<td>36.1</td>
</tr>
<tr>
<td>6-10 Employes</td>
<td>24.6</td>
<td>21.1</td>
<td>18.5</td>
</tr>
<tr>
<td>10+ Employes</td>
<td>24.6</td>
<td>21.1</td>
<td>18.5</td>
</tr>
</tbody>
</table>

how much they make per juke box

Operator Share of Average Weekly Gross Per Machine

<table>
<thead>
<tr>
<th>Year</th>
<th>1954</th>
<th>1955</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross</td>
<td>$114.7</td>
<td>$114.7</td>
<td>$114.7</td>
<td>$114.7</td>
</tr>
</tbody>
</table>

Where Juke Box Gross Profit Comes From

<table>
<thead>
<tr>
<th>Location</th>
<th>1954</th>
<th>1955</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taverns</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Drugstores</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Where Juke Boxes Are Located

<table>
<thead>
<tr>
<th>Location</th>
<th>1954</th>
<th>1955</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taverns</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Drugstores</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
<td>30%</td>
</tr>
</tbody>
</table>

types of juke boxes they are using

Percentage of Juke Boxes By Number of Selections

<table>
<thead>
<tr>
<th>Selections</th>
<th>1954</th>
<th>1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-100</td>
<td>20.2%</td>
<td>20.2%</td>
</tr>
<tr>
<td>40-50</td>
<td>37.7%</td>
<td>37.7%</td>
</tr>
<tr>
<td>20-30</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>0-19</td>
<td>37.7%</td>
<td>37.7%</td>
</tr>
</tbody>
</table>

Percentage of Juke Boxes Playing 45's

<table>
<thead>
<tr>
<th>Selections</th>
<th>1952</th>
<th>1953</th>
<th>1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing</td>
<td>72.7%</td>
<td>72.7%</td>
<td>72.7%</td>
</tr>
</tbody>
</table>
Operators With Other Income

Sources of Operators’ “Other Income”

Methods of Location Payment

Percentage of Operators In Associations
most of them have self-owned companies

PART 2:
RECORD BUYING, PROGRAMMING ANALYSIS

how they buy most of their records
Operator Poll, Part 2

Types of "Background Music" Used
1957 Figures Only

<table>
<thead>
<tr>
<th>Music Type</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>RECORDS</td>
<td>52%</td>
<td>54%</td>
</tr>
<tr>
<td>JUKE BOXES</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>TELEPHONE LINES</td>
<td>13.2%</td>
<td>13.1%</td>
</tr>
<tr>
<td>WIRE MUSIC</td>
<td>13.2%</td>
<td>13.1%</td>
</tr>
<tr>
<td>TAPE</td>
<td>13.2%</td>
<td>13.1%</td>
</tr>
</tbody>
</table>

New Record Purchases by Operators

<table>
<thead>
<tr>
<th>Year</th>
<th>Average per Operator</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>5,077.3 (Mean Average)</td>
</tr>
<tr>
<td>1957</td>
<td>6,100 (Median Average)</td>
</tr>
</tbody>
</table>

Records Replaced Each Change

<table>
<thead>
<tr>
<th>Change Frequency</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW RECORDS</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>TOTAL RECORDS</td>
<td>90%</td>
<td>90%</td>
</tr>
</tbody>
</table>

Frequency of Record Changes

<table>
<thead>
<tr>
<th>Change Frequency</th>
<th>1956</th>
<th>1957</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORE THAN 6 WEEKS</td>
<td>8.0%</td>
<td>8.0%</td>
</tr>
<tr>
<td>WEEKLY</td>
<td>9.0%</td>
<td>9.0%</td>
</tr>
<tr>
<td>3 WEEKS</td>
<td>15.3%</td>
<td>15.3%</td>
</tr>
<tr>
<td>2 WEEKS</td>
<td>24.9%</td>
<td>24.9%</td>
</tr>
<tr>
<td>EVERY WEEK</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>TWO WEEKS</td>
<td>47.2%</td>
<td>47.2%</td>
</tr>
<tr>
<td>MONTHLY</td>
<td>67.2%</td>
<td>67.2%</td>
</tr>
<tr>
<td>LESS THAN 15%</td>
<td>71.6%</td>
<td>71.6%</td>
</tr>
</tbody>
</table>

Comparison of EP Record Per Program by Machine Size

<table>
<thead>
<tr>
<th>Machine Size</th>
<th>23</th>
<th>50</th>
<th>75</th>
</tr>
</thead>
<tbody>
<tr>
<td>30-130</td>
<td>31</td>
<td>31</td>
<td>31</td>
</tr>
<tr>
<td>SELECTION</td>
<td>56</td>
<td>56</td>
<td>56</td>
</tr>
<tr>
<td>JUKE BOXES</td>
<td>27</td>
<td>27</td>
<td>27</td>
</tr>
</tbody>
</table>

Juke Box Usage of EP's

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Number of EP's Purchased by Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>110</td>
</tr>
<tr>
<td>1956</td>
<td>200</td>
</tr>
<tr>
<td>1957</td>
<td>300</td>
</tr>
</tbody>
</table>

average number of new disks they buy

when and how many they change each time

how many ep's they are programming
Operator Poll, Part 2

MOA Convention Section

how they are charging, changing ep's

programming aids they find most helpful

how they are using juke box display
FIRST in high fidelity recordings...
FIRST in stereophonic recordings...

AUDIO FIDELITY
STEREODISC

the first new long-play
Stereophonic Phonograph Record!!

FIRST major development in phonograph records since the transition from cylinder to disc.
FIRST in a series of special Stereodisc versions of hits from the Audio Fidelity catalog.

Stereodisc was developed using the Westrex 45/45 system. For the hi-fi fan who has received his Stereo Cartridge these are the first Stereo phonograph records.

each STEREODISC* LP — $6.95

Write for free descriptive brochure.

AUDIO FIDELITY, INC.
270 Eleventh Avenue, New York 19, New York
MR. DEALER: THIS SEASON GET YOUR BIG AUDIO FIDELITY DOLLAR PROFITS
SELL-UP with AUDIO FIDELITY

REMEMBER YOUR BIGGEST $$$ PROFITS $$$ ARE WITH AUDIO FIDELITY

DISPLAY • SUGGEST • SELL AUDIO FIDELITY RECORDS
These are the finest and most easily saleable records in your shop. They are the most profitable sales you can make!

BEWARE OF IMITATIONS OF ORIGINAL AUDIO FIDELITY HITS!!!

THIS WEEK’S IMITATION MAY BE NEXT WEEK’S RECORD CLUB!

CHEAP MERCHANDISED MARKED-DOWN IMITATIONS ROB YOU OF PROFITS!

SELL-UP with AUDIO FIDELITY

Lowering of List Prices and "Mark-Down Merchandising" by record companies have drastically cut the dollar value of your earned assets and inventory. Your profit on the sale of an ordinary Album has been slashed at a time when you can least afford it! The sale of an AUDIO FIDELITY LP Album has always provided you with the greatest cash return and legitimate profit!

SELL-UP with AUDIO FIDELITY

Remember...your BIG $$ PROFITS $$ ARE with AUDIO FIDELITY — the album with the A Built-in Profit Margin extra

CALL YOUR AUDIO FIDELITY DISTRIBUTOR TODAY!

AUDIO FIDELITY RECORDS • 770 ELEVENTH AVENUE • NEW YORK 19, N. Y.
Non-Hit Records Hike Juke Play 15% for Detroit Firm

• Operator says that the popularity of non-unit music is growing and that it makes money
• Strives to emphasize individuality of location and talks up program to customers

By DORIS MILATZ

INCREASED play on a juke box can be boosted 10 to 15% by the use of records not given to non-hit record programming.

This is the experience of Edward Grodzicki Jr., vice-president of the E. A. Music Company, of Dearborn, Mich.

He reports that up to four non-hit records per machine each week because he has found the popularity of non-unit music growing steadily during the past dozen years from nothing to at least 25% of the total in the disks receiving the most volume of plays per week.

This has given him success in the use of non-hit tunes on three basic factors. The type of location, the personality of the operators, and the type of special music requested by customers of that location. Added to this is Grodzicki’s own professionalism in terms of placing released from 21 years as a music machine operating covering your city, suburban, and Dearborn areas.

To be considered successful by this operator, the Music Company must show a number of plays topping those of the current hit list in the nearest instances he finds they do.

Special Requests

Much of the non-hit play popularity is caused by special request numbers from various locations. As often as half a dozen, in any given week, there is a special request to Grodzicki these special request numbers that are not of the top 100 category. Simultaneously, non-hit single records are on 45 r.p.m. singles. He will put in an EP program if the location wants it and the number of plays cannot be obtained on a single.

The reason Grodzicki stresses the importance of the type of location is because the majority of locations with their chart preferences in hillbilly tunes, polkas, or Italian numbers, for example.

In locations where non-hit tunes will bring in the most amount of plays, the music machine receives average weekly programming, with at least 10 per cent of it non-hit tunes. This 10 per cent is built into the music in these locations as consistently as possible to build up individualities for program plays. Eventually, the customers can come to expect this type of music at this location and return to play this at machine.

Grodzicki’s policy is to expand his non-hit play popularity into a wide a range of music categories as possible without merely depending upon the special request numbers for non-hit tune play increases. One instance is the demand for a non-hit artist who is showing a local popularity, or a recurrent popularity of a standard.

Grodzicki acknowledges the fact that it is occasionally an effort to obtain a certain request or tune category or particular characteristic of non-unit music, but it is sometimes as many as three or four stops made before he can find it.

Extra Effort

"But in the long run, an operator will find that this personal extra effort is well worthwhile, if only because it will keep up and build up more direct interest in the particular type of a non-hit tune that is present on the juke box in the location’s customers. In effect, each customer gets a chance to find his music is there with the tunes I want to play, and will have the tunes I want in the program if the music has been set up especially for my pen to be present, and invariably produces additional plays on their machines.

A typical non-hit tune that receives the greatest number of plays, Grodzicki cites, it is a standard in the polka category. For example, "Because of a cure wound to polish at some of my locations, I pulled out of my library the "Beer Barrel Polka" which is produced domestically by a disc which is by Will Glade, and it is getting very excellent play at the localities where he has it.

Other locations are doing equally well with better non-hit Dixieland records, that are being played even more than are the current hit tunes. Three or four of those Dixieland records in each of the juke boxes at these locations were put in because of the interest by almost just as many customers. However, repeat plays on their part has caused interest to build up to the degree that most of the customers are turning to Dixieland.

Experiencing

Among the several reasons for the tremendous growth in non-hit tunes during the past couple of years are the 100 to 200 selection machines which provide... (Continued on page 66)

OP FORMULA:

Front Money For Disks

• Stop must average $25 per week or pay for disks
• No ceiling on record buys for top-income stops

FIFTEEN years of operating both big and small record stores have taught me that hard work, Hartman, Watertown, Wis., operator, to adopt several successful rules: (1) Locations that do not take in $250 a week for the new recordings placed in their juke boxes, but whatever the number of records that he can expect at each servicing.

In the opinion of Hartman, he does not "budget" the number of new records he replaces in a machine because the job is not a predetermining expenditure per location, however, is kept in mind when he talks to his record buying trip to Milwaukee.

New Records

"But it makes little sense to try to build to a predetermined number of new records each week now with the number of records that can be expected at each servicing.

One instance is that he has not budgeted the number of new records he replaces in a machine because the job is not a predetermining expenditure per location, however, is kept in mind when he talks to his record buying trip to Milwaukee.

New Records

"But it makes little sense to try to build to a predetermined number of new records each week now with the number of records that can be expected at each servicing.

One instance is that he has not budgeted the number of new records he replaces in a machine because the job is not a predetermining expenditure per location, however, is kept in mind when he talks to his record buying trip to Milwaukee.


Average Plays: Standards

Here’s a chart on the average plays per machine on the records which operators believe the five most played standards and the number of plays, the chart will list below it the five top hit tunes below the standards and the number of plays received. The plays are an average of all the machines on which the operators have standards and hits both for the last week of March:

Joe Caugh, Poplar Tunes Music Service: 75
No. of: 100
Tunes: 30
Artists: Artie Shaw
Label: RCA

Tequila: The Champs
Challenge 84

I Can’t Get Help It
Mamie Bling

You Gonna Be a
Bobby Mitchell

Looking Back
Nat King Cole

Parker Henderson, Southern Amusement Company:

STANDARDS-

No. of: 50
Tunes: 20
Artists: Artie Shaw
Label: RCA

Begin the Beulah
Artie Shaw

I Can’t Get Started
Benny Berigan

65000
Tony Dorsey

No. of: 70
Tunes: 40
Artists: Andy Williams
Label: Cadence

World In His Hand
Larry London

Sisters
McGuire Sisters

Cathy
Kimball Coburn

(Cute is the first record of Rivermont, a local label, and is catching on in Southern Amusement Juke boxes.)

Edward H. Newell, Orrant Amusement Company:

STANDARDS-

No. of: 50
Tunes: 20
Artists: Artie Shaw
Label: RCA

Josephine
Ellen Kenner

In the Mood
Glenn Miller

Begin the Beulah
Artie Shaw

Tony Dorsey

No. of: 70
Tunes: 40
Artists: Don Gibson
Label: RCA

You Gonna Be a
Bobby Mitchell

I Can’t Stop Loving
Don Gibson

Tequila: The Champs

Are You Sincere
Andrew Williams

McGuire Sisters

I’m Gonna Be a
Bobby Mitchell

Wheels

(Continued on page 66)
THANK YOU OPERATORS FOR THE BIG SWING TO—

KEWPIE DOLL

c/w

DANCE ONLY WITH ME
(from "SAY DARLING")

VI-7202

AND DON'T FORGET...

CATCH A FALLING STAR

c/w

MAGIC MOMENTS

VI-7128

PERRY COMO

RCA VICTOR

www.americanradiohistory.com
Operator Tells How He Makes 25% of Gross on Non-Hit Tunes

- Know-how, patience, ambition and pushing tunes are necessary in order to earn top dollars.
- Pricing all non-hits at a dime, they are all tunes with well-known artists.

By MAURICE BERNSTEIN

"If non-hit programming is unprofitable, it must be blamed on a lack of patience and ambition on the part of the operator." This is the opinion of Danny Heilicher, head of Advance Music Company, Minneapolis operating firm. At Heilicher sees it, there are three reasons why some operators are doing poorly with non-hit programming:

1. Non-hits aren't featured on the juke box for a long enough time.
2. Non-hits aren't carefully chosen.
3. Operators "lack the ambition" to promote the non-hits with point-of-purchase displays.

Fair Trial

"It appears that a large number of operators are rejecting the non-hits," says Heilicher, "before they give them a fair trial."

He asserts that non-hits "can't possibly be expected to get the number of plays in a one-month period that the top 10 tunes receive. But this is what many operators are expecting." What does Heilicher consider a "fair trial" period for non-hits?

"I would say that at least six or seven months are necessary to prove the value of non-hit programming."

Heilicher claims that a large number of operators forget, when they reject non-hits, the constant expense necessary to replace short-lived hits.

"I think it's time for a reminder," he says. "It costs nothing to leave a non-hit on the machine for five or six months."

Heilicher advocates that non-hits can be, over a period of several months, more profitable than hits.

"It's because of the over use of the short-lived variety, we say," and has to be replaced after another few weeks. Let us assume that a non-hit disk purchased at the same time as the hit, and left in the machine for six months, collects $12 or $13 in that time.

"Now some operators will argue that the few dollars difference over a six-month period really doesn't matter," says Heilicher, "but they are ignoring the fact that it has been necessary during this time to keep the hit three or four times. The non-hit is probably good for another six months, has been over this long period a better investment than the hit."

How does Heilicher determine which non-hits will be the best investments since he has no charts to guide him?

What to Buy

"I listen to a lot of them myself," he says. "When I think they have potential, I put them on the juke box."

Heilicher suggests that in making non-hit selections, operators should make their own musical judgment.

"Where time won't allow for a five or five-agreement, it makes his choice on the basis of "artist integrity and familiarity of the tune."

He says that "it's hard to miss with artists that are well known to the public. Artists that's jazz, Latin American, old time or "mood music.""

25% Non-Hits

Twenty-five per cent of the disks in Heilicher's neighborhood locations are non-hits. He prices them, for example, 50c-60c at 10 cents a spin. He claims to have had poor luck with dual and triple non-hit programming in transit locations.

"Non-hits, however, never fail to pay a steady profit," he adds. "As to the 25 per cent of our total collections,"

Leading advocate of point-of-purchase joke box displays, Heilicher feels that it is not enough to program non-hits. "If you're going to really pay off, they have to be pushed."

F-O-P Displays

The first local operator to make use of F-O-P items (The Billboard, January 13), he has been the center of an "Arrest of the Month" promotion in several locations, where he has displayed such non-hit sound cards of a particular artist, with a dozen or so selections by that artist on the joke box.

Among the featured artists have been Stan Kenton, Ella Fitzgerald, Tommy Dorsey, Cab Calloway, and Dinah Shore, as well as the Dixieland star "Doc" Evan. He feels it is a great mistake to try to use F-O-P displays to further the interest in a particular artist, and that's what's keeping many operators from employing them.

"F-O-P promotions merely lack ambition."

"If our own experience I can guarantee," he says, "that well-chosen non-hits, promoted with point-of-purchase displays can mean a large increase in profit."

Program by

The Beat: Op

"The beat is what counts," says Frank Gill, a Los Angeles operator who handles a number of juke boxes in the Los Angeles and San Fernando Valley spots for William Leukringham. During the years that he has serviced the spots, Gill has formulated or picked the hits. He generally follows the major pop tunes (at least per machine)

Changes No-Hits Weekly for Top $'

- Op finds old favorites still pack a wallop.
- Programs four or five each week on each machine.

THE juke box operator who leaves non-hits records out of his programming is making a serious miscalculation. Arnold, president of American Amusement Company, of Aurora, Colo., who has been in the industry for a long way from the backbone of Arnold's route income, are a very important and absolutely essential part of the artist's claims for its hits.

Arnold schedules a new batch of non-hits on all of his locations at varying times each week.

15 Plays

For the first week, the average spin will amount to 15 plays, gradually dwindling slightly for the second week and dropping down to 10 plays at the end of the month.

Because this is the sort of average which the routes have accustomed to, the longer the operator stays with non-hits, the more he realizes maximum play from each and then repeating the cycle all over again the following week.

Non-Hits "Muts"

Ordinary common sense should be enough to warrant the operator in programming plenty of non-hits, particularly where the favorities of two years ago, three years ago, and 10 years ago are concerned. Arnold points out, "I like to think of such artists as "elder statesmen of the juke box"."

At the same time, he says, "I believe that the listeners which I remember back a few years, and I would cheerfully listen to a few of them again," he said. "The person who has been listened to and heard them during an evening show.

"That is the basis we go on, the fact that there is always a percentage of older adults in any given location, and the non-hits are less interesting in whether a disk on the phonograph is on the hit parade at the moment, than they are in being, pleasant, pleasant music which they have always enjoyed hearing," he says.

In planning his non-hits, it is difficult to set down a specific formula. Arnold collects. For example, he pointed out, where he experimented with a combination split on a juke box-

50c on vocals and instrumental, he found that the play for both types of non-old favorites was just about equal. The customer doesn't care whether it is a song or strictly instrumental music, consequently, he picks his non-hits on their titles and previous popularity, instead of the artist, the orchestra, and similar considerations.

One of the better features of the use of non-hit records is their ability to take care of those who may want to hear them-

MAY 5, 1958 THE BILLBOARD
Hi, Folks!
Thanks a lot for all your help. Hope the Convention is a great success.

Your boy,
Pat

CURRENT RELEASE:
SUGAR MOON b/w
CHERIE, I LOVE YOU
Dot #15750

MOTION PICTURES:
20th Century-Fox production
"MARDI GRAS"
Shooting in July

Personal Management
RANDY WOOD-JACK SPINA AGENCY
157 W. 57th St., N. Y. C. 19, N. Y.
PLaza 7-4877

Press relations
FOLADARE-GREER & ASSOC.
Suite #118, 1741 No. Ivar Ave., Hollywood 28, Calif.
**Range of Op Reaction to EP's Is Wide, Wide, Wide**

- Motor City operators' views on these disks are good example of division of opinion about them.
- One thing all agree on: The records are causing experimentation which shows not all patrons like one type of music.

**By HAL REYES**

**OPERATOR experience with extended play records is higher in the Detroit area, ranging from poor to excellent.**

The need for careful study of location tastes and for intelligent programming are necessary conclusions from a survey of the operator's point of view.

One conclusion appears certain:

operators who do program carefully to find out what EP's are relatively consistent — and very welcome in view of the convenience offered by the new machines. Locations where the records are properly selected.

**EP Use**

Virtually all large and medium-sized operators have come to accept EP's on at least some of their machines. A few use them in special locations only.

One operator reports more EP tunes (not records) than singles on some machines.

The Detroit picture is best presented in a few typical capsule examples.

One of the oldest active operators in years of experience, Anthony Simpore of Circle Music Company, relates how his company has been in the automatic music business since the mechanical piano days.

"What we have to do," he states, "is to offer EP's at their right cost, and have lots of them in stock at all times for the operators. We offer them to any of our locations, and they only have to order a moderate play. When you are dealing with EP's, the number that is considered as being "right" is a popular, so he considers the play unsatisfactory.

Sure enough, points to what he terms another flaw in the appeal of these disks: "Even if you had popular numbers in the machine, it occurs that in order to play the number the customer likes, he has to play one or more numbers which are not popular, for, in my opinion the dual records or EP's do not go as well for that reason. People prefer to pick a record they like, then seize.

**2 to 3 Per Week**

Frank's Music typically changes two to three EP's a week. The volume of business, he stresses, is the number of EP's in the machine. Some EP records stay six months, and the average is about every two months, mixing the EP's and it's own recordings, and on a 250 model, about eight to ten.

Man Music Company has EP's on all of its 300 locations, as well as about half the route at present. Pricing varies according to the machine and a location, including the clientele of the location and the set of the machine. Some of 78's used is on a 100 selection machine, while nearly as many are on the 200 and 400 selection machines. The number of any machine varies according to the collector and the location. Again, there is no formula that can be averaged.

Some EP's are changed every week or two, according to service requirements, but certain records, especially the most valuable, do not have the record. The only number comes replaced by those that are more than one as often as they are. They are changed, as a rule, straight, or 15 cents in location.

**Tune By Artist**

Bush Music Company, has EP's on about 70 per cent of their 400 locations. The number of any machine varies according to the collector and the location. Again, there is no formula that can be averaged.

Some EP's are changed at least every two weeks, but many stay on the same machine for several months. The 200 selection machine, while nearly as many are on the 200 and 400 selection machines. The number of any machine varies according to the collector and the location. Again, there is no formula that can be averaged.

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For Each Phono: 140 Discs Per Year

Keeping abreast of programming requirements amounts to an enormous task for any radio station. The Fisher Music Company, located in Chicago, has developed a system to help keep track of programming needs through an efficient and comprehensive system.

Fisher music machines play 45 singles and extended play records, with singles predominating in the amount and weekly averages. For the past year, a total of 7,700 records were purchased, about a third of these being singles, and the remainder in EP form.

The total cost of $4,501.60 for 250 singles and $325.50 for 25 EPs at $17 per week, with the average of $10 for singles and $50 for 10 EPs the second week, are the figures provided. These records are sold at $555 lesser on 230 singles and for the four-week period.

The sale of purchasing discs during the last two weeks being their cost per month to 110.50, while the average monthly cost amounts to 61.40.

These are purchased by Fisher Music from different manufacturers, with the price per record amounting to 62 cents for the 45s and 75 cents for the EPs. Even with general business done in the Detroit area during the year, the total cost for the discs was $4,501.60. Fisher bought more records than were purchased in any comparable period of 1952. They were able to add more records, having to put in the very top hits as fast as they appeared on the market, in order to keep their machines in play by holding the customers' interest.

Changes Couple

The changes required in the program will depend on how much the complex of a station's system becomes known to the programming staff. When the new machines are run, the firm tries to keep this as simple as possible. This requires careful programming and a good deal of patience.

Katzman, The Filing System used for these tables on where tunes are to be played includes an indication, based on the data above, which makes it possible for the programming staff to keep track of the programming needs through an efficient and comprehensive system.

For the hillbilly, Dixie, for race, rock 'n' roll for jump, and top 40 music for the others. The type of the day, the day of the week, the type of scheduled for each machine on hand, and the number of singles which are to go in on new or for change or replacement every two weeks is the basic detail. These records are scheduled for change according to the amount of play their position on the machine during the week.

The most of the use so far is the number of their one cent. For the main programming.

But the fact that the EPs are being used not at all in the new two years ago, 1,000 Detroit operators are using them fairly well, and half dozen are using a small percent per week.

These categories are classified as extended play records, and the categories as follows on the rows of 10 tunes at each per their special categories, with the records sold at 230 singles at 40 cents, and 435 singles for the four-week period. They are left for the purpose of these old standards.

Now most operators here are using EPs on record, standards along with old standards on 45s, but the facts that EPs are generally used on these-are not in all cases, from 10 cents per EP. This is the case, because we have on location two to three years and are still getting good play. The change in programming will depend on the location.

These are EP jazz tunes all on 45 rpm, which Fisher has programmed and are getting good play.

Denver Ops Cold on EPs

Some extended play disc programs fairly restied to 200's.

Some who do use them, at 15c, 2.25 for 35 cents.

Despite the fact that operators who are making use of extended play records as a regular part of their program, they are not in all cases, have not come in to their own in the Denver area, reported the Top 40 Music Merchants' Association.

The general consensus is that operators "haven't given enough around to EPs as yet" in this programming. Record distributors and other operators that operate universally object to the 25 cent price on EPs, even though this is not in the case of other records, which have increased much more sharply.

An exception to the general lack of interest in programming EPs are operators who concentrate on 200 play machines. There are threeEp's in Denver which operate only a few 100-1000 day houses and maintain the rest of their stock of 25 cent EP machines. Most of these firms program EPs at 15 cents or less per EP, and repeat programming a large suburban firm which offers EPs at the same price as 45 singles. At the moment, however, EP programs on the discs is equal to anything but the top lists.

Extended play records for the most part are old favorites, but some may be "sweet tunes," ballads. A surprising exception is the Elvis Presley EP "I Was The Fool" on American Music Company, for example, placed in 20 locations, with excellent results. That is, a small American Music Company... It hasn't hesitate to buy EPs wherever a number of weeks is available only on the EP version, and he has had such good results with ghost programming, it is 15 cents.

Continued on page 93
Many Hits or Many Oldies: Both Pay

EDWARD H. NEWELL, owner
of Ormett Amusement Company
of Memphis, conducts on
his music route one of the top
programming systems that pays
among the biggest dividends in
this area by keeping right up
to the minute with late hits and
taking advantage of the "old
standard" crowd in his program-
ing.

The late hits in Memphis are mostly rock'n'roll or in the rockabilly school, perhaps from the influence still of rock 'n' roll Elvis
Presley, whose home is Memphis.

Memphis thru Sun Record Company and OJ Record Company and other independent labels which seem to be only beginning has also produced many another recording favorite.

MECHANICAL WIZARD. Jack Canipe Jr., the mechanical wizard who can keep any coin-operated machine running. He's associated with Edward H. Newell, owner of Ormett Amusement Company. Canipe is also a partner with Newell in a phonograph distributing company.

All these records, if they hit locally, Newell has to get on his 100-machine route. But more than that, he has to program on an individual basis for each location according to the type it is—said he is careful to do just that. His many years in the business have proved to him that if you don't lose not only business but also the location to competition.

For example, in one nice, quiet restaurant frequented almost exclusively by the older crowd of people who like to dine on good food in a pleasant, quiet atmos-
phere, Newell has programmed predominantly old favorites, some elevators hits and some opera records.

Three Rules

He programs by three standards—the latest hits at the top spots frequented by the young crowd from 16 to 28, which is the big group which makes hits. Second—by requests of the location. Third—a sprinkling of old standards he knows will go well with any pre-war or wartime age group who were courting then, or were married about that—group now generally in their mid to late thirties.

Newell to run his route has two route men, Wallace Reasona, superintendent, and Reid Price. He has a chief mechanic, Jack Canipe Jr., also affiliated with him in a juke box distributing partnership as vice-president, and Eugene Buck, mechanic.

Reasons is up on all records, along with Newell. Reasons does the record buying once a week. Newell and Reasons both emphasize they don't put a record on a top box unless it has hit good locally and they know it is going to do well.

Critical Audience

The Memphis juke box crowd has developed into an extra critical audience on which his records can be judged. Newell says music operators have found that if the tunes hit here—and his tunes are on top of the popular favorites here usually about six weeks before they hit in other sections as a rule—it will hit in other sections.

So Newell and Reasons determine hit tunes for their boxes by 1) on tunes already on the box, by number of plays on the meter. 2) listening to the radio and 3) local top 40 charts.

When Reasons buys hit records, he puts them on the ten spots where they are in demand. He says, "When we are in the%

HIT GOES ON. Ray Charles’ new disk, "I Had a Dream" and "Yes, Indeed," goes on a box at a top location. Wallace Reasona, route manager, keeps top locations current with hits.

Newell has 104-record and 200-record machines on his route. He buys 90 per cent 45's and one per cent EP's. The EP buying is often old standards. The reason he has to buy so few old standards is because he already has them programmed on his boxes, they last for several years sometimes because he has chosen modern American classics which many Americans still regard as old-time favorites.

Amusement Industry News

Among these are many Glenn Miller records, all on RCA. They include "Sentimental Serenade," "Moonlight Serenade," "In the Mood," "Little Brown Jug." Also Tommy Dorsey’s "Boogie Woogie." "Try Getting Sentimental Over You" and Artie Shaw's "Begin the Beguine" and "Night and Day," all also on RCA.

(As Newell points out: "There were only three record companies before the war—RCA, Columbia and Decca. Now there are hundreds.")

Newell bought a total of 10,900 records in 1957. He pays 60 cents for 45s and 80 cents for EPs. This is 175 new records a week, an average of $1.75 for each phonograph. But, of course, not each machine gets a change each week, nor does the slow location get the top hits promptly as do the top 16.

"We pay $430 for Month"

This was $5,200 for records in 1957, an average of $420 per month. His record bill for Janu-

ary, 1958, was $482 for February, $418, for March, $432. He says he is spending the same now for records—at least for the first three months of this year—as he did the first three months of 1957.

But he also admits that be-

cause of a crop failure in the Mid-South and the slight general economic recession, his collections are about 15 per cent lower than they were at this time last year.

Newell buys his records from several sources: Music Sales Company, which carries several dozen labels, Record Distribution Corporation, which handles Atlantic, London, Dot and several others, Popular Tunes Record Shop, a one stop, and from the major record wholesalers, i.e., for RCA, Capitol, Dot, Columbia.

Newell keeps no complicated book system of what records are on each machine. Like other op-
erators here, his bookkeeping system is composed of a book kept by his route manager, Wallace Reasona, on the new tunes put on machines at the location, along with the date.

Record Keeping

Newell keeps records on the total number of records pur-

chased, the cost and the amount paid out. This is for general office accounting to determine overhead, gross and net profit and for tax purposes.

An example of the program on a fast turnover phonograph is at a top teen dance spot. There the tunes would be the almost entirely the top 100—hits with the rest standards.

If it's a 200 machine, it would be more hits, more standards and a lot of still-played rock 'n' roll favorites, such as many of the Elvis Presley hits.

New records added to several dozen phonographs, all which get heavy teen-age rock 'n' roll play, during the last week of March were these records:

\(\text{Wink Martindale's "All Love Broker, Lonesome," backed with "I Don't Suppose," on Dot; the new Bay Charles platter, "I Had a Dream," and "Yes, Indeed," on Atlantic; Pat Boone's "Wonderful Time," and "It's Too Soon to Know," on Dot; and Marty Robbins' new disc "Stairway of Love."}\

\(\text{Local Deejay, Wink Martindale is a local deejay who is becoming a favorite with the local teenage crowd. Besides an a.m. disc jockey show he has a weekly "Top Ten Dance Party" on TV for an hour and a half on Saturday afternoons at which a crowd from a certain high school each week is invited. They dance and play games and top hit records are spun.}\

He was signed to a recording contract by a local independent recording company, OJ (which made the hit "White Silver Sands")

\(\text{(Continued on page 712)}\)
WHEREVER THERE'S MUSIC

...THere'S BMI

- VISIT THE BMI BOOTH
at the
MOA CONVENTION

BROADCAST MUSIC INC. 800 FIFTH AVENUE, NEW YORK 17, N.Y.
PULL THE BUCK

Op Strikes Gold:
Collector's Method

By Bob Labiner

THE old mineral axiom that one mine cannot control the activities of more than seven persons applies equally well in phonograph operations, according to Frank Huber and Glenn Pierce, partners in Century-Supreme Music Company, one of Denver's biggest jukebox concerns.

As a combination of joke boxes to show a worthwhile return requires absolute familiarity with the location, Pierce said. And for that reason, instead of attempting to carry out a standard-programming operation from the headquarters office, Century-Supreme has simply "delegated the responsibility" to individual collectors. They are not only responsible for changing records, cleaning machines and gathering in the machines, but likewise for doing the whole programming job, trying to identify the identification labels on the spot, and otherwise keeping the program aligned with the actual music market.

Combine Talents

Huber and Pierce have been associated in Century-Supreme for more than 10 years, beginning with Frank Huber and Glenn Pierce. Pierce operated a large Denver tavern, and Huber was a neonologist in the jingle box field. Both men have known each other for some time, and it was in their combined operations, Pierce maintaining the office, records and bookkeeping, while Huber is out on the routes daily, maintaining location good will, "shelling the music market," and obtaining new locations.

There was a time, several years back, when the partners attempted to program their locations themselves. It took only a few months to convince both that this was a serious mistake indeed. Attempting to make up a standard, "national item" for a score of locations—no two of which are alike—it simply did not work out. Each location is one on which consisted, for example, of 40 top tunes, 40 old favorites, 20 westerns, 20 novelty numbers, and a variety of classical and EP's, might work out well in one spot and prove a complete "dud" only a block away. 30 Units Per Man

In constantly building their routes, and each having handled a group of three collectors, all of whom were older timers in the field, each confined to servicing approximately 30 machines, and thereby familiar with the location, owner's concern, and the latter's patronage.

After several disappointing experiences with programming, it occurred to Pierce that there was no reason why the individual route collectors should not handle the programming load themselves and thus capitalize on the intimate knowledge which they had of the local situation. "It was a job in setting up the program," Huber said. "Right away, we determined that there were several requirements which would have to be met. First, there was the matter of making up the labels on the spot. We felt that if each man entered a portable typewriter, did his own typing right in the location, he could do a more precise job, insert all of the special requests which the location owners would ask for, and otherwise tailor the menus to the spot. That meant that we not only had to buy portable typewriters, but in most instances, had to teach them how to use them."

Collectors Buy

"Next, we found that the requirements of individual programming in this way would mean a lot of special requests and unusual changes from one location to another that there would be a lot of waste mileage and time consumed in traveling back and forth to the headquarters department in which the records were being kept. The obvious solution to this problem, we felt, lay in simply setting up a system whereby each collector would buy his own records. We set up the program on that basis and we have never had any reason to be sorry."

As the program has operated ever since, each of Century-Supreme's collectors carries all of his own records, using small imported Ford station wagon which he makes and uses to the maximum economy. In addition, two of the tiny vehicles are equipped with two-way radios, operating with a short-wave transmitter-receiver in the Century-Supreme office. The ability to get into radio communication immediately with the headquarters or office means complete elimination of doubling back, the ability to get to any phonograph which is out of service in a minimum of time, and many other economies.

Programming

No record boxes are kept at the Century-Supreme office. Instead, as he programs each of his 30 average machines on his routes, the collector merely makes up his own buying list, and at the beginning of the week, purchases the records for the first 10 machines, for example, from the one step-record shop, Mountain Distributors. Then, as he programs the next 10, a return call at the one-step-record shop fills in the record changes for these machines and so forth, until the entire route has been changed over. The Century-Supreme collectors turn in a daily report of records purchased at the office, which is, of course, confirmed on the billings from the supplies as a double-check.

It is remarkable, according to Pierce and Huber, how the percentage of "duds," or records which showed a disappointing play, has dropped. Since collectors began doing their own programming, the most non-existent, and even the some of the discs which are repeatedly average machines on his individual programming may at first glance seem outdated, and by the middle of the week, this turns distinctly from the fact that each collector spends a few dollars, not only to buy records, but knows what records are going to play, personally accepts requests from both location owners and their tenants customers, and fills them commensurately.

Title Strips

Around 25 cents per cent of the total label strips used is spent on the spot with the portable typewriters furnished by Century-Supreme, usually on a table alongside the jingle box restaurant or shop, on the bar in taverns. Only a few labels are typed in the office, or at home by the collector, but each location owner, which he will continue to keep on the location week after week, always has his choice of 25. It pays to know your business, as Pierce and Huber have done.

Categories

In making his record changes, each Century-Supreme collector is required to physically shop the new record in the proper category, even if this means moving numerous records on the menus, in order to provide the space. While it takes extra time, of course, their route assignments are laid out for them to provide the necessary time, and Century-Supreme is convinced that a properly categorized record is going to show much better return than a "duds" which is simply a record that our salesmen do not like.

Another use of the system is to keep track of the sales of specific records, the success of special promotions, and the effectiveness of the respective music. As a result, the programming system gives Century-Supreme a clear picture of where to find the players, and how to provide the most successful product for that locality. Currently, Century-Supreme has 30 collectors on its routes, and all of them are constantly engaged in programming. This system has been working very well for the last five years, and has brought the company a large amount of business.

Over-Lapping

With three men running the firm's music routes on an almost autonomous basis, it was inevitable that some "over-lapping" purchasing should occur. "We were buying the records for our routes on an individual basis," explains Kay. "Not only did we fail to check with each other on how much we were buying, but we seldom knew which numbers were over buying. Result was that we never knew what we had ordered."

(Continued on page 62)

Typical Music Menu as used by Century-Supreme Music Company, Denver, Colorado.
THANKS
AGAIN
AND
AGAIN

Eddie Fisher
Op With 60% of His Stops on Contract Finds It Sells

- Shows location that operator is a businessman
- Enables op to give best equipment and service

**A WRITTEN** contract provides the most satisfactory basis for doing business between a location owner and the sales representative. Erwin R. Moss, of Moss Music Company, Detroit.

Properly designed, it states clearly what each party expects of the other, and avoids mutual confusion and business stability for both parties.

Moss has written contracts with about 60 per cent of his locations. In the case of some locations served, he feels that there is no other way of doing business. These contracts are not the same, but they are not to be hurried, and they are not rushed.

It is believed that such contracts are the best way to maintain business and to build up the sales representative's business. The contracts provide that such locations are not to be operated on a commission basis, but that they are to be operated on a profit-sharing basis.

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**Presentation**

The contract can be made a sales tool for any location owner. If properly planned, the contract can be made a sales tool for any location owner. If properly planned, the contract can be made a sales tool.

Moss himself demonstrates. When a call is made on a prospect, he takes along a complete contract form and this is introduced when the location owner's needs are analyzed.

Many owners indicate interesting ways to sign a contract, which may be for one or more years, but if the operator calls often enough, and if his name is put on the contract, he can put his position over.

The average location owner, like the average consumer, can see the problem that the operator needs protection, too, for the expense involved in signing the contract and for the time involved in signing the contract and for the location's benefit. The cost of the basic unit, together with auxiliary equipment such as the musical equipment and perhaps wall boxes, is impressed upon the owner.

Here are some additional sales pointers:

1. "An agreement impresses on the location owner that he is doing business on his own behalf," says Moss. "An established firm which will live up to agreement 100 per cent." Thus the record of a contract itself serves as an important firm of institutional protection for the operator.

2. The contract provides for a definite type of equipment, with unconfined guarantees. The owner is thus given assurance that the operator is obligated to furnish him a certain type of equipment. The only exception would be replacement by agreement with existing equipment. The agreement would then become a new model during a long-term contract. Moss policy goes beyond this. A location owner is not required to purchase any equipment not required by contract when desirable.

3. The operator is obligated to provide.

4. A written contract should be for a definite period of time, with the option of renewal and the option of purchase of the equipment.

5. A written contract should be a legal contract, with all necessary signatures and agreements.

**Music Investment Demands Written Business Agreement**

Why Contract is Op Must

- Music investment demands written business agreement
- Blame for little use rests partly with distributors

Is THE average juke box opera-

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Is THE average juke box opera-
Current Single
"NO FOOL LIKE AN OLD FOOL"
b/w
"UNspoken"
30611
EXCLUSIVELY
DECCA RECORDS

DIRECTION:
WM. MORRIS

PERSONAL MANAGEMENT:
WILL MASTIN

PUBLICITY:
JESSIE RAND

Ops: Sorry I can't be with you in Chicago—Have a ball.
Sammy Davis Jr.
Two of Three Cities in 800 Have Annual Juke Box Tax

There were 800 cities in the study, with 594 having licenses and 206 which do not have a juke box tax. The average annual juke box tax in 800 cities is $9.50, which, however, is based on the 594 cities which have licenses. The average annual juke box tax for the larger cities, Boston with a $50 tax, is based on a larger city, has only a $50 tax. Conversely, Burbank, Calif., Pa., with a $50 tax, but Delavere, N.J., with (811,500), has only a $1 tax. A summary of 52 major cities in 1956 showed an average of $1. In a 1961 survey, of 527 cities, the average of city showed the average at $12.

State Taxes
Cites are not the only taxing bodies by operators. States have juke box license taxes averaging $15. This is an increase from the $1 that when just 15 States had taxes averaging $8.70. In addition to city and State annual per-machine taxes, some Cities have made business taxes which apply to juke boxes. In New York City, an operator must hold a retail sales tax permit and report the entire gross receipts received from the operation of the machines and pay a $2 per cent tax on sales. In Michigan, a 3 per cent use tax must be paid on the cost price of the juke box. In Colorado, the cost of an operator license fee of $100 which must be paid in addition to city. In Idaho, an operator license fee of $10. Oklahoma operators must pay an annual license fee of $4 per machine, a 2 per cent use tax on each machine bought and 50 per cent tax on receipts. Indiana has a gross income tax of 1.5 per cent.

City Juke Box Taxes

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<tr>
<th>City</th>
<th>No. of Licenses</th>
<th>Reg. Price</th>
<th>Population</th>
<th>Sales &amp; Distrib.</th>
<th>Notes</th>
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<td>$10.00</td>
<td>238,000</td>
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</tbody>
</table>

(Continued on page 58)
NEW ALBUM ON EPIC

Epic EPC LN-3405

NEW SINGULAR RELEASE:
"A COUPLE OF SEVEN STEPS"
"CRAZY KIDS"
"TO LOVE"

CURRENTLY FRMWNY.

TITLE ROLE IN
"THE GENE KRPDA STORY"
Columbia Pictures

Oscar Nominee for:
"REBEL WITHOUT A CAUSE"

Emmy Nominee for:
"CRIMES IN THE STREETS"

Oscar Nominee for:
"ALADDIN"

Enny Nominee for:
"GIAN T" o

"SOMEBODY UP THERE LIKES ME"

"ROCK PRETTY BABY" Dino

"DON'T CRY"

"CRIME IN THE STREETS"

"GIAN T"

"SOMEBODY UP THERE LIKES ME"

"ROCK PRETTY BABY" Dino

"DON'T CRY"

"CRIME IN THE STREETS"

"GIAN T"
20 States Licensing Jukes Average $15 Per Unit a Year

ALABAMA. There is an annual State license fee of $8 per machine, payable to the Department of Revenue. Juke boxes are subject to local property taxes as is all other real estate and personal property. There is no State license fee, State tax, or State regulations on juke boxes. 

ARKANSAS. The annual license fee for each machine operated by a bona fide dealer is $10. A license fee of $20 is required for each machine operated by a venal dealer. Juke boxes are subject to personal property taxes as is all other real estate and personal property. There is no State license fee, State tax, or State regulations on juke boxes. 

CALIFORNIA. No tax or regulations on juke boxes. They are subject to personal property taxes, local sales tax, and/or use tax. 

COLORADO. No tax, license or regulations on juke boxes. They are subject to personal property taxes and/or use tax when purchased for use (not rental). 

CONNeCTICUT. No tax, license or regulation on juke boxes. There must be payment of sales and/or use tax. 

DELAWARE. A license fee of $20 for each machine operated by a bona fide dealer is required for each machine operated by a venal dealer. Application for license is made to the Commissioner of Tax Division of the county in which the operator is a resident. 

DISTRICT OF COLUMBIA. No tax, license or regulation on juke boxes. 

FLORIDA. Each machine must have a license which costs $7.75. This license is a combined State and county operation and issued by the county tax collector of the county in which the machine is to be located. 

GEORGIA. There is no tax or regulation on juke boxes. Total license fee subject to sales tax, however. 

IDAHO. Juke boxes operated in Idaho must have a license issued by the local assessor as personal property. The actual tax will vary by location. Machine is subject to an annual tax of $5 per machine within each county. The State assessed valuation of juke boxes is $75. There are two models—860, remote control models, including five wall boxes—$850; 5320, automatic, $395. 

ILLINOIS. No tax, license or regulations on juke boxes. 

INDIANA. No tax, license or regulations on juke boxes. Gross income subject to gross income tax, however. Current rate is 1.5 per cent. 

IOWA. An operator of juke boxes must hold a retail sales tax permit and report the entire gross receipts received from the operation of each machine and devices and report 2 per cent of the gross. The operator must place a sticker, ST 103, on each unit he operates. The operator is required to have all juke boxes transferable from one machine to another. These licenses are valid from July 1 to June 30 of the following year. A license stamp showing evidence of payment of the tax shall be permanently attached to the machine. A license obtained after January 1 of any year shall be one-half the annual fee of $5. 

LOUISIANA. There is an annual State license fee of $15 per machine, payable to the Department of Revenue. Juke boxes are subject to local property taxes as is all other real estate and personal property. There is no State license fee, State tax, or State regulations on juke boxes. 

MARYLAND. The annual license fee of $10 per juke box may be issued by either the clerk of the Circuit Court of the County and legislative county or the clerk of the Court of Common Pleas of Baltimore. Also, an additional $4 is required for an independent coin-operated speaker delivering music from an annuity tax at the same premise. Each machine or device licensed shall have affixed to it a metal tag issued by the State, showing that the fee for the current year has been paid. 

MASSACHUSETTS. There is a license fee of $25 per machine for regular and/or Sunday operation. In addition, machines are taxed under local personal property tax regulations. 

MICHIGAN. No payment of a license fee to operate juke boxes is required. However, the purchaser is required to pay a 3 per cent use tax on the cost price of any equipment brought into the State for storage, use or consumption. This tax must be paid directly to the Department of Revenue at the time the equipment is first purchased. 

MINNESOTA. There is no tax, license or regulation on juke boxes. They are subject to personal property and income taxes, however. 

MISSISSIPPI. The owner of the location in which the machine is located must buy an annual license from the State Tax Commission. For each machine that requires 5 cents or more but less than 10 cents, the license is $10. For each machine that requires 10 cents or more but less than 20 cents, the license is $20. For any music machine playing records having a retail price of $10 or above, the measure of the tax shall be the multiple of the coin required. 

MISSOURI. There is no State license, tax, license or regulation on juke boxes. 

MONTANA. There is no State license, tax, license or regulation on juke boxes. 

NEBRASKA. There is no State tax, license or regulation on juke boxes except for a personal property tax which is the same as on any other property. 

NEVADA. There is no State tax, license or regulation on juke boxes. This is done on a county level. 

NEW HAMPSHIRE. There is no State tax, license or regulation on juke boxes. 

NEW JERSEY. There is no State tax, license or regulation on juke boxes. 

NEW MEXICO. This State license fee is $15, and the operator must include the standpoint of income and use tax on juke boxes brought into the State for operating another machine. Each machine must have a school tax at the rate of 2 per cent on gross income. 

NEW YORK. There is no State tax, license or regulation on juke boxes. 

NORTH CAROLINA. There is an annual license fee of $100 for each operator having one or more juke boxes in operation. In addition there is an annual license fee of $100 per machine which is not transferable from one machine to another. The tax year is from June 1 to May 31 of each year. Half of this license is used to those beginning their business operation on or after January 1 and prior to May 31. 

NORTH DAKOTA. There is an annual license fee of $15 per machine issued by the State Tax Commission, effective July 1 to June 30 of each year. No tax is due on all juke boxes brought into this State from outside of this State for storage or other consumption. In addition there is a 2 per cent sales tax due on the receipts taken from the machines. 

OREGON. There is an annual license fee of $10 per machine and an additional $1 for each additional wall box. The receipt for each machine must be affixed to each machine before it can be put into operation. 

PENNSYLVANIA. There is no State tax, license or regulation on juke boxes. However, Selective Sales and Use Taxes are levied on the machines. 

RHODE ISLAND. There is no State tax, license or regulation on juke boxes. 

SOUTH CAROLINA. There is an annual license fee of $25 per machine on juke boxes. 

SOUTH DAKOTA. There is no State tax, license or regulation on juke boxes. Receipts are subject to sales tax in each county. 

TENNESSEE. For each machine that requires a minimum deposit of $5, an annual license fee of $5. For each machine that requires a minimum deposit of more than $5, an annual license fee of $10. These license fees are payable in the county where the machine is in operation. The license receipt shall be attached to the machine, and the entire contents of the license receipt shall be visible to the public so as to be readable at all times. 

TEXAS. The State levies an annual tax of $5 on each juke box. No other regulation on juke boxes except that a tax receipt must be issued on each machine. 

UTAH. There is no State tax, license or regulation on juke boxes. 

VERMONT. There is an annual license fee of $25 for each machine in operation, which extends from January 1 to December 31 of each year. A receipt for each machine must be kept on file with the Department of Revenue. Where jukes boxes are licensed to operate as concessions at fairs or carnivals, the fee is $50 per week for each concession. 

VIRGINIA. There is a State license tax of $25 per year on each juke box. A license sticker must be displayed on each machine. 

WASHINGTON. Each operator must be registered with the State tax commission. This is accomplished by completing the proper application Form 2601 and the payment of $1 to cover the cost. It is also necessary to apply for and obtain a certificate of registration to be attached to each machine in operation. There is no charge for these certificates of registration. 

WEST VIRGINIA. A license fee of $5.30 per year is required for all juke boxes. 

WISCONSIN. There is no State tax, license or regulation on juke boxes. 

WYOMING. There is no State tax, license or regulation on juke boxes. There is, however, a use tax due on the purchase of the machine itself.
America's Coin Catcher!

Guy

LOMBARDO

and his Royal Canadians

CURRENT RELEASE

"OVER AND OVER"

AND

"THE LETTER GETS BETTER"

CAPITOL 3954

CURRENT ALBUMS

ON CAPITOL T892:

"THE LIVELY GUY"

ON DECCA DXM 154:

"SWEETEST MUSIC THIS SIDE OF HEAVEN"

Exclusive Management

MUSIC CORPORATION OF AMERICA

Hope all of you have a chance to drop in and see my production of "Song of Norway" at the Jones Beach Marine Theater Long Island, this summer Guy

Publicity: DAVID O. ALBER ASSOCIATES, INC.; Gene Shefrin
## THE BILLBOARD

### MAY 5, 1958

**5-Man Co-Op Big Success**

**Operators Exchange, headquarted in Los Angeles, California, has combined a diversification program and a co-operative service plan into a successful operation in Los Angeles.**

**Bard is credited with originating the package deal in this area, which includes the installation of the juke box, games, and cigarette machine by one operator. This system is followed in the sale of numerous such devices. When installations are made in bowling alleys, the Exchange uses a master key, and the master key operator for the candy or food machines.**

The members include Ray R. Powers, Reid Oom, Ed Kendall, BKL Music and 20th Century Cigarette Service. All of these have been in the operating field for nine years or more. Bard believes that the combining of the five operations is one of the key factors in effect that in or to be made by small operators who want to expand. They share one distribution outlet, call it installed at a central point, and records are purchased by an expert. Jo Crockett, Exchange manager, is credited with buying and preparing the strips and records for the machines. All of the operators are in support of the library and library vision. This thing of being on call every night and over weekends has been a headache in this area,” Bard said. “The operators are on call only one night a week and only one weekend in five.”

In addition to offering the five individual operators service at a central point, the Exchange has provided a showroom for any equipment they wish to sell.

### Why Contract

**Continued from page 52**

In the solitory legal battle over location contracts that saw its firm in court against Joe Beck. The lesson learned was that their contract was not considered a building contract, and the new owner had not been notified of the existence of the contract with his firm when he bought the place. The former owner had neglected to tell him about the contract, and the new owner omitted the Mitchell into the box, leading to the damage suit.

After the court's decision against his contract was announced, Beck had new contracts printed. The new contracts in effect that the new owner of the location contract who fails to get the new owner of his place to sign the new contract, then he has no responsibility and can be held liable for any conspiracy by breach of contract damages covering the unexpired period.

The contract on the lease operator who insists on written agreements because he places equipment in a location is merely a contract, according to Beck. He said, “In a lot of locations an operator who pays their monthly bill, who can have as much or less money invested in the spot than the owner. Basically, every time you write a contract with a location owner you are guaranteeing to yourself a measure of security.”

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### IOWA

| Ames | None | No fee | 25,8 | 47 |
| Atlantic | None | No fee | 1,0 | 47 |
| Anamosa | 5 | $1.00 | 6,5 | 27 |
| Ankeny | None | No fee | 12,2 | 40 |
| Bonhawk | None | No fee | 5,7 | 21 |
| Carroll | None | No fee | 6,5 | 31 |
| Cedar Falls | None | No fee | 143,3 | 32 |
| Cedar Rapids | None | No fee | 85,7 | 163 |
| Coralville | None | No fee | 7,6 | 23 |
| Crystal Lake | None | No fee | 12,1 | 31 |
| Cherokee | None | No fee | 7,2 | 23 |
| Clinton | None | No fee | 3,5 | 30 |
| Clear Lake | None | No fee | 2,4 | 49 |
| Davenport | 125 | $25.00 | 83,5 | 214 |
| Des Moines | None | No fee | 59,2 | 247 |
| Estherville | None | No fee | 4,9 | 21 |
| Fairfield | None | No fee | 6,7 | 21 |
| Fort Madison | None | No fee | 42,9 | 59 |
| Iowa City | None | No fee | 21,4 | 31 |
| Jefferson | None | No fee | 12,1 | 31 |
| Mount Pleasant | None | No fee | 5,5 | 26 |
| Newton | None | No fee | 13,6 | 32 |
| Ottumwa | None | No fee | 12,1 | 31 |
| Perry | None | No fee | 6,2 | 15 |
| Sioux City | None | No fee | 7,2 | 15 |
| South Sioux City | None | No fee | 4,7 | 13 |
| Washington | None | No fee | 1,7 | 33 |

### KANSAS

| Abilene | 10 | $ 12.00 | 5,9 | 24 |
| Arkansas City | None | No fee | 6,2 | 41 |
| Atchison | None | No fee | 12,4 | 40 |
| Atchison | None | No fee | 5,7 | 30 |
| Chillicothe | None | No fee | 13,8 | 49 |
| Coffeyville | None | No fee | 16,1 | 49 |
| Concordia | 15 | $10.00 | 7,6 | 21 |
| Council Grove | 10 | $25.00 | 7,2 | 21 |
| Dodge City | None | No fee | 3,0 | 21 |
| El Dorado | None | No fee | 12,1 | 31 |
| Emporia | None | No fee | 14,5 | 37 |
| Freeport | None | No fee | 5,0 | 38 |
| Goodland | None | No fee | 25,0 | 45 |
| Hays | None | No fee | 24,9 | 95 |

**Continued on page 52**
Thanks fellas, for all the Hits!

. NAT KING COLE
Currently Starring in the Paramount Picture
"ST. LOUIS BLUES"

New Single
Looking Back
and
Do I Like It
Record No. 3939

New Album
"NAT KING COLE
ST. LOUIS BLUES"
W-993

Personal Management
CARLOS GASTEL

Direction
GENERAL ARTISTS CORPORATION
New York • Chicago
Beverly Hills • Cincinnati • Dallas • London
TIMED RIGHT!
BREAKING IN THE
HOT MARKETS!
ONE
SUMMER
NIGHT
BY THE NEW SENSATIONS!
THE DANDELERS
A-2112
RUSH YOUR ORDER TODAY!
DISTRIBUTED BY
MERCURY RECORD CORP.
Our thanks to the Music Operators of America.

Juke Box Hit Records

"Bubbles in the Wine" - "Josephine" - Coral 9-6551
"Coconut Grove" - "Rustic Dance" - Coral 9-65517
"I Want a Girl" - "When My Baby Smiles at Me" - Coral 9-61958
"Yellow Dog Blues" - "Tailgate Blues" - Bruns 955045
"Pony Tail" - "All the Time" - (Larry Dean - Bruns 955056

LAWRENCE WELK

And His Champagne Music Makers

ABC-TV Network: Saturdays - "DOwN DANCING PARTY"
Hollywood
Mondays - "TOP TUNES AND NEW TALENT"
NEW YORK

Personal Management
GABBE, LUTZ, HEILER & LOEB

ABC-TV Network: Saturdays - "DOwN DANCING PARTY"
Hollywood
Mondays - "TOP TUNES AND NEW TALENT"
NEW YORK

www.americanradiohistory.com
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!

A VERY PRECIOUS LOVE

C/W DON’T LEAVE ME NOW 47/20-7167

with Hugo Winterhalter’s Orchestra and Chorus

SEE THE AMES BROTHERS AT THE BIG MOA BANQUET!
FOR FUN GALORE—CLUB VICTOR Booth 24
FOR RELAXATION—RCA VICTOR/VIK SUITE
Dear Members of the Music Operators of America —

May we express our heartfelt appreciation for the glorious year your efforts have helped us to enjoy.

And may we invite you to join us in looking forward to many years of mutual success through cooperation and imaginative record marketing. Thanks again —

Sam. H. Clark and Staff
A GREAT NEW DOT HIT!
DON AND HIS ROSES
SINCE YOU WENT AWAY TO SCHOOL

# 15755

Published by: Nor Va Jak Music
Solo Selling Agent: Melody Lane Pub.
Gen. Prof. Mgr.: Murray Deutch

Dot Records, Inc., Sunset and Vine, Hollywood, Calif. Phone HO 2 3143
THE NATION'S BEST SELLING RECORDS
**EP's Are Used As Sales Tool To Earn Top Location Popularity**

- Operator programs minimum of 40 extended-play disks to get $15 to $25 guarantee plus 50-50 split
- Selling plan specifics type jube box possible with type commission, taller tents exactly to clientele

The number one basic factor of success in an operator "package deal" on cost of constructing a jube box is minimum of extensions, according to John M. Sullivan, of Sullivan's Music, in southeastern Detroit.

Sullivan gives his own route, which extends thru the city and most of its suburbs from east side single family dwellings to west side structures such as Warren, Mich., on what he terms a "special album deal.

Sullivan's Music Company operates chiefly 200-selection machines, with a minimum of $250.00 per week in play with no down payment from the extending a 2000-selection machine in any promising location, Sullivan offers an arrangement that the location owner will agree that Sullivan receives a flat $15 per week and gets for servicing and maintenance, besides the customary 50-50 or whatever percentage split to be paid upon the machine's maturity.

If a machine is not pulling in business, the location owner is free to return it and try it in another location.

"If you are operating any jube box but is not pulling in business as it should be, you are not doing, and if you want to make it an efficient operation, you have to get a basic minimum of $15 a week and up on a 200-selection machine. You also well have to get an efficient operation to hold your minimum basic cost for the 100 of 200 of the $250.00 per week and up, depending on the location, which may or may not need the machine. You have to hold at least 50-50, and I assure you, if you are not doing the above, and you want to go, you have to pay some of those others. This is what I term my selling ability, and it is the way I sell 2000-selection machines from the 55 to 59 models, plus my usual 50-50 percentage split with the location owner," Sullivan says.

On some locations using the 200-selection machines, Sullivan sells a $55 basic to be paid him the week before the remaining amount is split between himself and the location owner.

For the guaranteed basic cost, Sullivan has to think what he considers his best drawing card—a brand-new EP record which he is able to sell at the jube box location. He sells the location owner. He knows that his customers go for the kind of selections of the EP record that he offers, and that the EP's will bring in a larger amount per person.

His average charge per play on a machine, he says, is a $10 charge on the machine is in what he terms a "wellheated" location. When it is a "special album deal" machine, a $15 charge, a cocktail lounge, EP plays are set for 15 cents and two plays for 25 cents.

Sullivan's servicing charge is derived on the cost of the machine, plus 75 cents per week for wear and tear, plus the amount of record changes that the machine will be requiring per week to obtain maximum play—especially if the EP is in high demand and the machine is in.

He estimates the average location owner's nighttime figures are two times three top changes and one new EP per week. The EP, is $5.00, the average of the $100 box appliance, and the EP album 90 cents, with the remainder of the box appliance—double the $10 box appliance—paid to Sullivan over and above the percentage split.

Sullivan does all of his own repair and servicing and programing, unlike many operators, and can benefit his costs accordingly. Besides his own "three-man" job, he also services each location personally, which is a basis for operator Harvey Dickens, who taught Sullivan the rudiments of servicing, and he has his own three men and kept him on as assistant since 1951 following Sullivan's establishment.

He has found that his basic costs must also include consideration of the fact that some strong locations will necessitate changes of EP's as frequently as three to five times a week. He does not compensate for this additional service, the location must be providing additional play of his own, and he can demand this additional attention. Sullivan points out that a 2000 machine is in this location where EP changes are not as frequent as the average because most play is given the top pops which Sullivan provides on his 45 singles.

Sullivan has been one of the earliest advocates of EP records for music machines in the industry to know and to be eligible, if he has developments—up to data on what is going to appeal to my location at a particular time or something new comes along. I go ahead and try it, like I did when the EP plays, for the customer. I trained that good, I'm always willing to go along and play it for all it's worth."

Working along with to Sullivan means programming at least 40 EP's in his average machine, consistently. Even when the EP's did not at first produce volume play during the first few weeks in some locations, he felt them out in deliberately.

At once as the location owner is satisfied with the basic machine, he requests to buy up to all the additional EP's and the location owner is enthusiastic. Today, not only are EP's Sullivan's "best selling formula," in location owners, but balances larger numbers of EP's with 457 for the necessary single play.

For his EP plays, Sullivan frequently requests Yamaha, Seaberg 40-EP record package. While he doesn't claim that the more expensive the better, he says, "An average customer finds them popular and mostly all always given play in his location.

With the "drawing card" selling formula, Sullivan chooses his locations with care. He does not seek to "jump" a location, and has never found it necessary in his operation. He seeks out the location owners that have a certain type of restaurant where no music machine has yet been installed. Piped-in music is the only way that does not cause him to hesitate.

Many customers prefer to select their own music, his location owners have found out. So Sullivan discusses with the location owner who is kind of $18 customers are apt to prefer, what kind of price per play the customers are apt to go in for, and how the customers are likely to go in for singles or EP plays.

When the location owner discusses the type of music a machine location owner would find most suitable in appearance for his location, and yet within the suitable basic guaranteed costs range it can be paid to Sullivan over and above the percentage split.

Sullivan explains to the location owner that if he installs a music machine valued at $200, his basic charge is $17 weekly; if a $950 machine, the basic charge is $17 weekly; on a $1,000 machine, the basic charge is $20, and for a $1,300 brand-new model, his guarantee must be $25.

Offsetting Sullivan's insistence for a guaranteed basic weekly charge is the more profitable EP play, which predominates on his machines. He stresses the continued popularity of EP plays. He points to the success of his other locations, making it clear that albums "to beifers" are a dime or 15 cents a play—whatever the location owner desires.

He adds up the additional profits that are made from EP's for both the location owner and the machine operator, and reassures the location owner that additional time and additional play does not take up the machine's playing time to a non-profitable degree. Any sale at all is always of interest to location owners especially appreciate his guaranty to them of a certain number of EP plays, according to location owners who have already been getting to do just this way to make it a paying proposition. If you have no top pops, going back to straight singles, then you are on nickel plays, and you'll be getting on nickel plays. The way to go forward is to put your singles on dime play—and maybe you do blends, and used to the dime play and then put your EP's on 15 cents and up, depending on the location." Sullivan explains.

He added that with the majority of his machines in 2000 and 2000-EP's, he is still using some 45 singles in a few locations. This will consistently, out play the 45 singles, even when those 45 singles are the top hits of the week.

With this type of sales talk, stockpiling of EP's, and location owners that his 2000-selection machines with their high EP play always will pull in more than the higher volume 15-cent play, Sullivan has no difficulty in convincing location owners that the commission basis of a $15 to $25 guaranteed weekly cost, plus the 50-50 percentage split, is well worth having a music machine installed by Sullivan's Music Company.
RCA CUSTOM offers you THE FINEST SERVICE IN THE BUSINESS!

With a hit, you need lots of records fast! That’s one more reason that RCA is #1 with independent record producers. RCA Custom gives the finest service in the industry. With three strategically-located plants, it offers you all the records you need, when you need them.

RCA’s dependable service also includes overnight delivery to your distributors everywhere!

And RCA Custom means better equipment ... painstaking care in each step of the manufacturing process . . . greater experience in the field of sound.

If you’ve got a hit in the making, give it the best all the way. Give it RCA!

RCA VICTOR custom record service

"SERVICE ON A PLATTER"

(Continued from page 62)
THE BILLBOARD

MOA CONVENTION SECTION

MAY 5, 1958

THE WORLD'S NO. 1 VOCAL GROUP

THE FLYING PLATTERS

AND

BUCK RAM

THE PLATTERS ARE

CURRENTLY TOURING

42 CITIES IN TWELVE

COUNTRIES INCLUDING:

ALGIERS
TUNIS
MILAN, ITALY
ROME, ITALY
MOSCOW, RUSSIA
PARIS—OLYMPIA MUSIC HALL
SWITZERLAND
ISRAEL
MONTE CARLO
BRUSSELS WORLD FAIR*

THANK YOU, OPS, FOR MAKING
TWILIGHT TIME THE NO. 1 HIT

D.J.'S AND STORE OWNERS:

Our six hats are off to you for kicking off our new Mercury L.P.,
"AROUND THE WORLD WITH THE FLYING PLATTERS"
(MG 20366) featuring TWILIGHT TIME

* Ed Sullivan's Filming the show for his Anniversary TV show—WATCH FOR THE DATE.

PERSONAL MANAGEMENT:
Personality Productions, Inc.
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Phone: Columbus 5-3413

PUBLIC RELATIONS:
Jean Bennett—U.S.A.
Ernie Anderson—Foreign
c/o Personality Prod., Inc.

BOOKINGS:
Associated Booking Corp.
New York-Chicago-Hollywood-Las Vegas-
Miami Beach

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Pegged for Stardom!

JOHNNY AND JONIE

Thanks Ops, for your wonderful reception to our record.

Johnny and Jonie

CURRENT SMASH RELEASE

JUST BEFORE DAWN

and Kee-Ro-Ryin’

Challenge 29001

Exclusively: CHALLENGE RECORDS
THE ONE & ONLY VOX POPPERS

Thanks ops for giving us "WISHING FOR YOUR LOVE"
and our new release on POPLAR RECORDS

"A LOVE TO LAST A LIFETIME"
b/w 
"COME BACK LITTLE GIRL"
POPLAR #107

Exclusively POPLAR RECORDS 119 W. 57TH ST., N.Y.C. • Booking MCA

MUSIC OPERATORS OF AMERICA
Thanks for the spins on "MAD MAD WORLD"
Look out for my new release:

"WELL LOOKA HERE"
b/w "WHY CAN'T WE GET ALONG"
POPLAR #108

AL JONES
Op-DJ-Store Promotion Pays

A fort to create faster acceptance of disc play in locations where teen-age rock 'n' roll programming predominates will greatly offset the servicing cost loss normally experienced by most operators because of the high mortality rate of rock 'n' roll tunes.

Pointing out that programming, servicing and maintenance costs have risen 25 per cent per juke box within the past three years, Willens attributes this in part to the steady rising turnover of rock 'n' roll in his weekly programming as well as the seeming inability of local operators to put on a concerted city-wide drive switching all nickel plays to disc play. Willens added that this failure alone has placed the operator in the position of operating at 1958 costs level, while income is still at the 1952 level.

"This simply cannot go on much longer. Every day more artists are cutting more discs. Years ago any good artist cut four or five records per year. Today the top artists are cutting a new one every other day. This is causing a highly rapid turnover in the record business and making more programming changes per week necessary than ever before. This automatically is forcing us to buy more records for our machines if we want to hold our customers and, what is just as important, our locations," Willens explains.

He added that there have been many small operations being forced out of business in this area because of high costs of operation. He revealed that Willens Music, which he terms a relatively small operation, bought well over 5,000 records in 1957.

He compared this with the fact that the first three months of this year already has necessitated a larger volume of record buying than did the same period in 1957.

For the month of January of this year, Willens purchased 286 records for the first week, 140 records for the second week—most of which included buying for a new machine—217 records during the third week and 123 records for the final week of the month, which totals some 765 records for the one month.

An average 20 per cent of these are Extended Plays, which cost 90 cents apiece, and 80 per cent are 45's, which are 62 cents each. Willens Music operates 141 machines on location, with the average location getting six new record changes every two weeks, and the teen-age hangouts getting weekly changes that are up to 25 per cent more than in other locations.

While Willens feels conversion to all disc play and up to a partial solution to this high cost of programming, he considers of equal importance the necessity of changing commission arrangements for the operator and location owner. He charges the local public attitude to the music machine operator dates back to the 20's when the coin machine business was subject to a rather reputable reputation. This same feeling has continued to exist in many of the enlightened mass public to the extent that many operators still feel at the mercy of the location owner.

Willens believes that it is time for a mass campaign from the top down in the industry to educate the public as to the legitimate enterprise engaged in by the music machine operator, to establish a better relationship between the public and the music machine industry, and keep up a continual demand for music machine play by the public so locations sections will be forced to regard the machine as necessities not dependent upon their whim or commission preferences.

Operator Strikes Gold

simply inserted into the first position, which shows itself available.

The collectors, of course, likewise have the responsibility of how they extended play records are to go onto their phonographs. Most are using between 25 and 35 per cent, again choosing their own, spotting them according to play expectations. Since Century-Supreme operates all 100-play or 200-play machines, with no 78 r.p.m. phonographs at all, there is plenty of room for EP records at any time.

The Denver operator pays from 60 to 65 cents for singles, and from 80 to 85 cents for EPs under a broad contract which calls for a minimum record purchase per year.

A recapitulation of the books for 1957 and 1958 show that the average from nine to 12 records are placed on each machine per week, depending on the individual situation and a weekly record expense of between $125 and $150. This latter figure is based primarily on the addition of more seasonal numbers, red-hot new hits, extensive use of EP's and similar considerations, according to Pierce.

The collectors are responsible for all of the record buying, except of course, where Huber and Pierce are in the mood for ex-

Current Singles:

BLUE FOR HANDY  b/w HOW COULD YOU..... 5130
BOO DA BA.......... 5125
FLYING HOME........ 5096

Bill Doggett Albums:

DANCE AWHILE WITH DOGGETT............ 585
CANDLEGLOW.................... 563
DOGGETT BEAT FOR DANCING FEET........ 557
SALUTE TO ELLINGTON............ 533
DAME DREAMING............. 532
HONKY TONK............ 531
AS YOU DESIRE ME............ 523
HOT DOGGET............. 514
MOON DUST............ 502

Thanks, operators, for all your help
Bill

Exclusively:
KING RECORDS

Direction:
SHAW ARTISTS CORPORATION

Chicago New York Hollywood

MAY 3, 1958

THE BILLBOARD

MAY 3, 1958

MOA CONVENTION SECTION

The Sound that Sells—BILL DOGGETT

Operator Strikes Gold
the tower of strength in this market

835—DO YOU WANT TO DANCE
   Bobby Freeman
5323—C'MON C'MON
   Della Reese
5324—LITTLE PIXIE
   Moe Koffman
New 5325—DORMI DORMI DORMI
       HER HAIR WAS YELLOW
       Don Rondo
5321—THE MOOCH
   Lu Ann Simms
836—SPEEDO IS BACK
   The Cadillacs
New 837—ROCK TO THE PHILADELPHIA
       ONE KISS AND THAT'S ALL
       The Steadies
New 5327—DESERT INN
       Big Al Sears

Thanks, Cops! Look for our suite at the M.O.A.

jay-gee record co., inc.

jubilee records
josie
AUDITION is really "something to crow about." That's what record dealers all over the country tell us. For instance...

"Excellent sales results—record buyers like to read AUDITION cover to cover."

Milwaukee, Wisc.
Bay Music Center

AUDITION helps the store in buying merchandise.
—Ray's Record Dept., Elmira, N. Y.

Many overseas importers just rave about Audition.
—Cardinal Export Corp., New York 5, N. Y.

We are sure AUDITION is a trade stimulant.
Olsen's Music & Book Center, Palatine, Ill.

Some customers ask us to be sure to have AUDITION every time for them. —Christy Music Center, Dunkirk, N. Y.

We give AUDITION away to our best customers.
—Everetts Music Co., Washington, Ind.

Our customers look forward to each new issue of AUDITION. —Pastonow Music Co., Rockville, Ind.

REVIEWs of 100 top record albums of the month

POP
RHYTHM & BLUES
JAZZ
CLASSICAL
FOLK
MOVIES & SHOWS
RECORDED TAPES
SEASONAL
CHILDREN'S
BAND
SACRED
SPOKEN WORD
SPECIALTY
INTERNATIONAL

the only consumer buying guide that shows album covers in FULL COLOR

COMpleTe LISTings of new album releases — on disk and tape

BEST SELLING ALBUMS

CLASSICAL
POPULAR
JAZZ
MOVIE & SHOW

CHAMBER MUSIC
CONCERTO
MOOD
OPERA

REVIEWS of 100 top record albums of the month

POP
RHYTHM & BLUES
JAZZ
CLASSICAL
FOLK
MOVIES & SHOWS
RECORDED TAPES
SEASONAL
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BAND
SACRED
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SPECIALTY
INTERNATIONAL

the only consumer buying guide that shows album covers in FULL COLOR

timely FEATURES like these:

* Audition bookshelf
* Suggest list prices
* Albums — stereo- phonics, recorded tape
* Stereophonic simplified
* "As you get a phono- graph for Christmas"
* All about outer space
* "Quickie Quiz: How many miles of grooves are in an LP record?"
* Top top popular hits
* The record dealer

Complete Listings of new album releases — on disk and tape

Best Selling albums

Classical
Popular
Jazz
Movie & Show

Chamber Music
Concerto
Mood
Opera

Audition. Billboard Bldg., Cincinnati 22, Ohio
I want to increase my profits from album sales. Enter my monthly order for AUDITION as follows:

<table>
<thead>
<tr>
<th>No. of Copies</th>
<th>MP Cost</th>
<th>MP Profit</th>
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<tr>
<td>20 copies</td>
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<td>$4.00</td>
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</tr>
<tr>
<td>100 copies</td>
<td>$5.00</td>
<td>$4.00</td>
</tr>
</tbody>
</table>

Also attach a separate order for Full-color (over 100 copies)

Signed:

Address:

City, State:

Ciskei's diagonal line is the only line originally drawn.
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ATLANTIC
and its subsidiaries
TAKE THE PRIZE!

ATLANTIC SINGLES ARTISTS
*LaVern Baker
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*Ruth Brown
*Ray Charles
*The Clovers
*The Drifters
*Ivory Joe Hunter
The Jaye Sisters
*Betty Johnson
*Clyde McPhatter
*Joe Turner
Sonny West
*Chuck Willis

* asterisks indicate LPs are available by these artists.

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Jimmy Gieffre
Lars Gullin
Al Hibbler
Milt Jackson
The Jazz Modes
Lee Konitz
Lou Levy
John Lewis
Warne Marsh
Patty McGovern
Carol Stevens
Charles Mingus
The Modern Jazz Quartet
Jack Montrose
Joe Mooney
Phineas Newborn
Dave Pell
Shorty Rogers
Bill Russo
Bobby Short
Mary Lou Williams

EAST WEST
THE CURRENT POP RELEASE
112 MONEY, MONEY, MONEY —— Freddie Carpenter
113 MARY JANE —— Al Henderson
114 IT WAS OURS —— Jimmie Helms

EAST-WEST'S FIRST LP'S JUST RELEASED!
4001 TOMMY POTTS'S HARD FUNK
4002 THE JACKIE PARIS SOUND
4003 LARS GULLIN SWINGS
4004 PRESTIGE/DIGITATOR George Wallington Trio

ATLANTIC RECORDING CORP. 157 WEST 57 STREET, NEW YORK 19, N.Y.
**Patti Troupe Flies to MOA**

CHICAGO—Patti Page, due to star in the banquet show at the Music Operators of America (MOA) convention here Thursday, has changed a plane for the trip Thursday morning so she can bring with her entire TV group, including key men in the Vic Sc禽on unit, following her Wednesday night show. This will be La Page's first appearance for the MOA.

**Errol Garner Set For New England**

BOSTON—A new group in the concert field, New England Concerts, will bring jazz pianist Errol Garner into New England for two appearances in mid-May. He will play Friday, May 16, at the Worcester (Mass.) Auditorium and Saturday, May 17, at the Berkshire Memorial Auditorium in Hartford, Conn.

Late last year, Garner played to capacity audiences in Boston, Providence, R. I., and Springfield, Mass., as well as breaking the record at George Wein's Newport here. The group is planning future concerts in major New England cities by well-known jazz and folk artists.

**Platters Get Award**

CHICAGO—Ed Sullivan will present a gold record to the Platters for their Mercury hit, "Twilight Time," this week at the Rustic Fair. Fans of the presentation will also see Sullivan's show May 20.
The CHAMPS
COME MARCHING IN!!

following up on
"TEQUILA"
with their next big
SMASH HIT!!!!!!

"EL RANCHO ROCK"
by
"MIDNIGHTER"
Challenge #59007

*Thanks, Ops~
for your tremendous
help in getting us
on the map!

Recording Exclusively On:

CHALLENGE
Together Again!

BING CROSBY and BOB HOPE
Singin' up a storm!

plus THE ORIGINAL MOTION PICTURE SOUND TRACK ALBUM!

THE SCOOP OF SCOOPS!
United Artists Records Rings
The Musical Bell 3 Times!

THE FIRST L.P. ALBUM FROM UNITED ARTISTS...
The sound track from UA's big Technirama, Technicolor comedy hit...
...plus an extra added attraction—
Bing Crosby! No. UAL 40001

An EP SPECIAL!
HOPE SINGS 2 DUETS
WITH CROSBY!
Plus 2 Hope solos!
UA 10001

A SINGLE!
CROSBY AND HOPE
SING "NOTHING IN COMMON"
c/w Paris Holiday
(Von Heusen & Cohn)
UA 109X

UA 109X
Sound Off!

If you’re a dealer, distributor, salesman, rack jobber or manufacturer ... send your opinions on present-day retailing practices to The Billboard. Address letters to the Merchandising Editor, The Billboard, 1564 Broadway, New York 36, N. Y.

Brahms “Fifth”

To the Editor:

I saw in your column “Sound Off” that bit about that Brahms content. I am a steady reader of The Billboard. Altho I am a singer and not a dealer, I thought I would give you my answer. As a rock and roll singer, I would say to the customer “Is that done by Edith?”

Lee Baxter

(Andy, Lee ‘n Eddie)

St. Petersburg, Fla.

Lee’s letter officially closes the Brahms Fifth Symphony Content.” Results next week.

-Touch Problem

To the Editor:

I’m not a dealer or manufacturer, etc., but am a potential retail buyer of 45 rpm records either EP or singles and am sitting in a dry corner. I can buy choirs of this week’s hot hits, but if I want something from the catalog, the dealer writes the jobber and the jobber writes ‘wel he gets even wider orders and in most cases, he is still sitting and so am I. What is the solution?

Arthur B. Reed

Shreveport, La.

* Try writing to the supplier and send a copy of the letter to the manufacturer. Too bad you have to go to such lengths to buy a record.

-Tough Situation

To the Editor:

In reading The Billboard recently, I was much interested in your coverage of the Woolworth stores recent entrance into the discount record field.

You quoted a Woolworth executive saying that Woolworth had entered the field simply because they could not continue at regular prices in markets where discounting had become prevalent. We have no argument with Woolworth policy to discount where discounting is prevalent. Had the 2,100-store Woolworth chain stopped there—att discounting where discounting was already prevalent—one would have to agree with the policy. However, whoever made the Woolworth statement was entirely wrong—or ignorant of Woolworth policy, made an absolutely dishonest statement, and as such, is hard to imagine—Woolworth policy, as stated in The Billboard, is not being followed by these in charge of Woolworth regional and local operations.

If you go back to the East—particularly Pennsylvania—you will find that in only Pittsburgh, Philadelphia, Allentown, have discounting ever been prevalent.

Then came Woolworth with its policy of discounting. In every Woolworth store in Pennsylvania any time since, the Woolworth policy has never been discount. The Woolworth chain has established over 30 per cent in pops, and 30 per cent in package (album) merchandise.

Remember—in doing this, Woolworth is not keeping up with the trade—but has established a policy which hurts every long-time discount dealer. In every store of any size, there is a necessity for record sales. Woolworth policy can stay in business only 8 per cent profit. It is impossible to do so. If a retailer wants to stay in business today in Pennsylvania, it

-DIAL-A-DISC

BOW’S SOON

The disk vending machine, pictured here, is scheduled to make its debut this summer according to Columbia Records official. It is designed to vend 30 different 45 r.p.m. singles and has a capacity of 200 disks.

A Columbia believes the Dial-A-Disc will be a potent sales producer in high-traffic locations. The disk vending machine, when properly featured will make it attractive to record stores. It stands 9 feet high, 3 feet wide and 1 foot deep. It will accept any combination of coins up to $1.55, and automatically refund change up to 24 cents.

The Dial-A-Disc is priced at $895, FOB, Merchandise, N.J.

New Phonola Line

Intro 10 Models

Waters-Conley, Inc., Rochester, Minn., phonograph manufacturer, has just introduced its new Phonola line to distributors. The new series includes 10 portables ranging in price from $79.95 to $219.95. The line has been completely restyled, with cases covered in colors that are earmarked for heavy promotion in the fashion and house-furnishings fields. Included is the line is a new $59.95 price category.

Following are special features of each model.

Model 128 — $159.95; three-speed unit with four-inch speaker. Pyranola—coated case in blue simulated leather.

Model 358 — $244.95; three-speed unit with high-output amplifier; turntable cartridge with dual stylus; four-inch speaker; Pyranola-covered case in green and white.

Model 358 — $319.95; four-speed unit; crystal turntable cartridge with dual stylus; with four-inch speaker; blue and white case.

Model 358 — $399.95; four-speed unit; dual speaker system; inch and one-fourth and four-inch; special Model 1237 amplifier gives frequency range of 60 to 15000 c.p.s.; twin speakers in turntable and in quarters; high-quality vacuum tubes including rectifier; cabinet is covered in red and white. Pyranola-covered.

Model 738 — $439.95, is featured as “an automatic for the price of a manual.” The unit has four-inch speaker, crystal cartridge, turntable, supers hopes, outside controls. Change is fan-proof with automatic shut-off. Available in green and white.

Model 355 — $499.95, Duol-Fi Phonola unit has twin four-inch speakers; plays four speeds. Tangerine and white leatherette cover.

Model 355 — $579.95, four-speed model has matched six-inch speakers, four by six-inch speakers; automatic changer; special feedback circuit with meter; Brown and tan cabinet. A 45 spindle is included.

Model 1015 — $129.95, four-speed automatic, with triple speaker system (six-inch and two three-inch tweeters); turnover diamond needles; push-pull amplifier, with four tubes and rectifier. Covered in brown pigskin leatherette with “gold” hardware. A 45 spindle is included.

Model 2058 — $59.95, four-speed, twin speaker unit offering twin saddle needles and crystal cartridge by Conley—being designed. Cover is included. Case is covered in aqua and white leatherette. Also included in the new line is a cabinet table model. Designated as the Model 1128, this unit is Dual-Fi model 1257 (in lined oak) and Model 1257 (in mahogany), it is 14 inches in height, and has six-inch speakers; ceramic cartridge, turntable with special three-tube feedback circuit; plays four speeds, and has a good quality case on the outside of the case. A 45 spindle is included.

Dial-A-Disc

BOW’S SOON

The Bing Crosby Corporation has announced plans to produce a new three-fourtips, stereo tape production and reproduction. According to the official of the firm’s consumer products division, it is expected that “Ampex” AC series stereo tape records may be converted to reproduce both the new three-fourths and three-fourths tips and existing two-fourths. (Continued on page 75)

Concertapes

New Catalog

A new, pocket-size catalog, listing 104 stereo and monaural tapes, records for sale for dealers from the Wilmette, Ill., firm. Selections are in the Concertapes library are grouped by type. Categories are Country, Jazz, Rock, Show Business, Folk, Italian, Easy Listening, Mood, Music, Show Tunes, Holiday Music, Choral Music, Solo Recital, and Chamber Music. dissolve rooms include red sizes. Every $11.95 tape is a full seven-inch reel. Every $7.95 tape is a full four-inch reel. (Continued on page 75)
Dealer Disk Club Can Cue Pay-Off

Audio Plugs, Sphere Music

Concert tapes

Glazer Debs 45-Spindle

Walco Sets 10-Mo. Dealer Contest

Shure Bros. Product Swap

Dutone Co. Sales Aids

Amplex Preps

my selections.

Audio Devices, New York manufac- turer of tape, discs and ac-
cessories, offers dealers one of the
most interesting contests to come
along in quite a spell. It’s a 12-page
title: "You Can Record with a Tape-
recorder hobbyist how to re-
ceive satellite radio signals, how to
record them on tape, how to broadcast them and how to assist
in space research.

Naturally, the booklet is fact-
tilled, and illustrated with material, with the single exception of the back cover, which the firm developed about as much as about eight varieties of record-

The text of the booklet is sim-
ple enough for anyone with a

Simple "Twin Plugs"

Gladstone, Ind., has created a 45-
i.p. record changer. The accessory

for every $10 spent in the disk store.

Woolworth's can enable the

customer to enjoy the greater variety of albums, phonographs, etc. calculated in the way that a dealer

Solid "Selections"

Thus his careful "selections" of
each member, Morgan has built up
the disk club to the present size of
more than five months and can add as many as 50 per month, de-
pending upon the circumstances.

Concert tapes

Continued from page 27


tape recordings are available in packed and staggered versions. They are available in both black and white versions. The tapes are in a variety of formats, including magnetic and reel-to-reel formats. Customers can choose from a wide range of tapes, including classical, jazz, and popular music.

Walco Sets 10-Month Dealer Contest

The Walco "Time Zone Contest" is announced by Herb Bod- kin, sales manager of the Elec-
tronics Division of Walco, manu-
facturer of Walco needles. Over the 10-month period, entries worth $10 to $150 will be awarded as follows:

(1) Grand prize: new Walco phono-
record changer and $250 gift certifi-
cates, either $250 or $100, to be
awarded at random. (2) Second prize: $150 gift certificate, either $100 or $50, to be awarded at random. (3) Third prize: $100 gift certificate, either $50 or $25, to be awarded at random. (4) Fourth prize: $50 gift certificate, either $25 or $10, to be awarded at random.

The "Time Zone Contest" endeavor Walco’s method of dividing the country into various time zones (U.S. Time Zones). Each month, Walco will award a prize to each Walco retailer in one of the ten 2-month contest, an additional Walco gold jewel tape with an all-Walco design, to be awarded to all Walco jewel tape winners.

The Walco Super Booklets are used as entries in the contest. During the "Time Zone Contest," Walco announces that all Walco Super Booklets will be given away to the first 50 customers in each Walco store, with a prize value of $50 for each Walco Super Booklet. Walco will announce the winners on the last day of each month.

The Walco Super Booklets are new and have never been used by a customer, and each Walco Super Booklet will be used by Walco for the first time. Walco will announce the winners on the last day of each month.

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The Walco Super Booklets are new and have never been used by a customer, and each Walco Super Booklet will be used by Walco for the first time. Walco will announce the winners on the last day of each month.
MON-EY, YOU'LL MAKE MON-EY...
YOU'LL MAKE LOTS 'N' LOTS OF MON-EY!

SATURDAY NIGHT
WITH MR. C.

18 WONDERFUL TUNES IN ALL. PERRY PATTERNS AN ENTIRE ALBUM AFTER HIS TOP-RATED SATURDAY NIGHT NBC COLOR TV SHOW! AND LOOK AT THE TREMENDOUS SELLING FORCES WORKING FOR YOU AND THE ALBUM: PERRY, HIMSELF, ON TV'S NUMBER 1 MUSICAL SHOW, REACHING 17,000,000 VIEWERS EVERY WEEK! LOOK MAGAZINE AD, TO REACH PEOPLE OF ALL AGES! HIT PARADER AND SONG HITS MAGAZINE ADS TO REACH THE TEENAGERS! A COLORFUL, COMPPELLING DISPLAY PIECE! HANDSOME AD MATS FOR LOCAL TIE-INS! ORDER "THE SONGS THEY LIKE BEST" FROM YOUR RCA VICTOR DISTRIBUTOR!
Package Records Buying Guide

Popular Albums

THIS IS SINATRA VOL. II (1-17) - Capitol W 943

New recordings of some of his earlier hits will make this another Sinatra triumph like Volume I. Nothing Riddle's art gives solid support on "You Forgot All the Words," "Put Your Dream Away Drinking," etc.

SELECTIONS FROM "OH CAPTAIN" (1-17) - Rosemary Clooney & Jose Ferrer with Phil Rosen Orch. M-G-M 3 597

The score of Broadway's "Oh Captain" provides a delightful vocal romp for the noted husband-and-wife duo, and a fine debut for Miss Clooney on the M-G-M label. Ferrer sings with charm and persuasiveness on numbers like "We're Not Children," and "Three Parodies," and smooth voiced Rossie is a treat to the ears in "Morning Music of Mantovani." The fine bounce and gay spirit of the teaming make for the strongest kind of deepeasy album material, and a nice color cover has display values.

Classical Album

BR compilation, the new scoring for "Concerto No. 2 (1-17) - Emil Gilels, Piano with Chicago Symphony Orch. (Reiner). RCA Victor LM 2219

The new scoring for "Concerto No. 2" has given Gilels a chance to show his flexibility as a keyboard artist, and the Chicago Symphony is in fine form under Reiner. The new scoring is a real plus and makes for exciting listening.

Special Merit Semi-Classical Album

JOHNNY MATHIS "The Voice" (1-17) - EPs and LPs on the RCA label under the new supervision of Ohlo J. Goodwin. Every LP and EP pack is a real plus, and the LPs all rank with the best of the semi-classical field.

Most Played by Jockeys

1. COME FLY WITH ME
2. BEHIND THE MAYFLOWERS
3. JOLLY JIMMY DORSEY
4. I LOVE TO GO BACK AT NIGHT
5. THERE'S A BOUTIQUE IN PARIS
6. SUGAR PIE
7. IN THE MOOD
8. THE BAND OF THE CASTILLE
9. ST. LOUIS BLUES

Most Played by Jockeys (Continued)

10. THE BAND OF THE CASTILLE
11. IN THE MOOD
12. SUGAR PIE
13. THE BAND OF THE CASTILLE
14. SUGAR PIE
15. THE BAND OF THE CASTILLE
16. IN THE MOOD
17. SUGAR PIE
18. THE BAND OF THE CASTILLE
19. SUGAR PIE
20. THE BAND OF THE CASTILLE

Special Merit Jazz Albums

JANUARY 30, 1951

The BLUES ARE BREWIN' (1-17) - Billie Holiday. Decca DL 7612

From his extensive catalog of Decca Records comes this tribute to one of the great blues singers of this generation, Double Decker. The sides, which were recorded in 1949 for Billie Holiday's collection of great blues, such as "Gimme a Pigfoot, Keep Us Warm," "Keep on Truckin'," and the like, are all in fine form. On two of the sides she duets with another great singer, Louis Armstrong, on "My Sweetie Pie," and "You Can't Leave That Broken Heart." She is accompanied by de lae.

» Album Cover of the Week —

LIZABETH, Vit. LC 1192. Excellent color photo of movie star Elizabeth Taylor. Cover is 13 by 13 inches and is a good buy. It would cause record dealers and stores to cover. 1951.

Best Selling Pop EPs

The information given in this chart is based on actual sales to dealers during the week ending April 24, 1951. The figures are based on the Billboard's weekly survey among the nation's disc jockeys.

1. BILL HALEY & THE COMETS - "Rock Around the Clock"
2. ROCK AND ROLL CATERERS - "Rock Around the Clock"
3. BILL HALEY & THE COMETS - "Rock Around the Clock"
4. BILL HALEY & THE COMETS - "Rock Around the Clock"
5. BILL HALEY & THE COMETS - "Rock Around the Clock"
6. BILL HALEY & THE COMETS - "Rock Around the Clock"
7. BILL HALEY & THE COMETS - "Rock Around the Clock"
8. BILL HALEY & THE COMETS - "Rock Around the Clock"
9. BILL HALEY & THE COMETS - "Rock Around the Clock"
10. BILL HALEY & THE COMETS - "Rock Around the Clock"
PYRAMID YOUR PROFITS

WITH ROULETTE'S 3X7 ALBUM PROMOTION

3 LP's A WEEK FOR --- 7 CONSECUTIVE WEEKS!

HERE'S THE FIRST TWO WEEKS MONEY MAKERS

15 MORE BIG ALBUMS COMING

1st WEEK

COUNT BADE EDDIE DAVIS Trio + JOE NEWMAN

COUNT BADE R-13807

COWBOY

FOY WILLING & THE ROYALS OF THE PURPLE SAGE

COWBOY R-25035

2nd WEEK

ORIENTAL DELIGHT

ORIENTAL DELIGHT R-35035

DUKES OF DIXIELAND

DUKES OF DIXIELAND R-25039

TONY PASTOR

TONY PASTOR'S GUY PASTOR

GUY PASTOR R-25037

THAT LATIN TOUCH MARCO RIZO

MARCO RIZO TICO LP-1046

WATCH THE PYRAMID AND -- YOUR PROFITS GROW

a sound bet...

buy

ROULETTE
Here's a Gold Mine for You!

RCA

45 EP GOLD

Stock and feature these Polyethylene Bagged, Pre-Priced all-time best-sellers ... the greatest recording artists in their outstanding performances!

Performers and performances that make them SOLID GOLD!

Start the gold coming your way. Call your
Promotion and merchandising that make them

PRE-SOLD!

FABULOUS GLEEM-PACE
TIE-IN PROMOTION

Special Highlighter record made for Gleem and Pace—featuring selections from 6 Gold Standard EP’s and providing advertising support to the entire series. Advertising and Promotion will include:

- Full-Page Life Ad • Radio Spots on Bandstand and Monitor • Floor Stands, Streamers, Shelf Displays in 25,000 Supermarkets, Drug and Variety Stores.

SPECIAL RCA VICTOR PROMOTION

- De Luxe Four-Color Streamers!
- Eye-catching Browser Box!
- Two-Color Consumer Catalog Supplement!
- Ad Mats in 140- and 280-line sizes!
Call Capitol Custom about pressing our sleepers.

Quality Speed Economy

Custom Services Department

GEORGE B. JONES
1750 Vine St.
Hollywood, Calif.

HUBERT S. SACHS
133 W. 44th St.
New York, N.Y.

COLUMBUS 4-7116

NEW * BEST SELLING *

BURLISQUE MURDER—BILLY FOXX
D10149
BUD'S BEST—BUDSY COLLETTE
D10243
THE COOL COOL PENGUINS
D10243
EXPLORING THE FUTURE—CURTIS COUNC QUINTET
D10367
NIGHT IN HOLLYWOOD—GEORGE KRYST
D10380

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

ONLY THE BILLBOARD—among overall entertainment titles—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

INTERNATIONAL AMERICAN

GEORGE VICTOR

Call Capitol Custom about pressing our sleepers.

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Los Angeles, California

ONLY THE BILLBOARD—among overall entertainment titles—is a member of the
AUDIT BUREAU OF CIRCULATIONS.
A Report to the Music Industry...

Crusade for Freedom, which operates Radio Free Europe, has a huge audience behind the Iron Curtain. The youths in these countries want to know about and hear the latest American pop, dance and jazz records. And music of all kinds comprises some 15% of broadcast time to each country behind the Iron Curtain.

Don Dimond, Music Programming Director
For Radio Free Europe. States:

"American pop songs and jazz are probably the most important segment of Radio Free Europe's music broadcasts to the Iron Curtain countries. Whatever else may be said about it, there is wrapped up in this music a certain aura of freedom, a kind of freewheeling independence, that appeals strongly to the youth of these countries. So in addition to fulfilling the function of entertainment, RFE's music broadcasts help to sharpen the independent spirit of the youth living under communist domination and herein perhaps lies their greatest contribution."

Day and night broadcasting goes on at RFE headquarters here in Munich, Germany. Some 20 hours a day, seven days a week, broadcasts are beamed to the five captive Iron Curtain countries.

From receiving stations throughout Europe, RFE is able to immediately detect attempted "jamming" of its broadcasts and is able to switch in other transmitting stations that can be clearly heard behind the Iron Curtain. The "jamming" attempts are mute testimony to the importance of RFE broadcasts.

Radio Free Europe—supported by millions of Americans through the Crusade for Freedom—supplies the needs of these listeners, to let them know they have not been forgotten by the free world.

The Crusade for Freedom, a private organization, raises funds from the American people to support the broadcast activities of Radio Free Europe. All funds donated to the Crusade for Freedom are turned over to Radio Free Europe without deductions.

If you wish to make your contribution to Radio Free Europe and the Crusade for Freedom, it may be sent either to your local postmaster or to the Crusade for Freedom, 141 East 41st Street, New York City 17.
**Reviews and Ratings of New Popular Albums**

- **Continued from page 64**

Riddle, Key Sane, Larry Junius, Nat King Cole, Jackie Davis, The Five Pennies and Frank Kunit with selections of material presenting a nice variety of vocal and instrumental records.

**HIGHER RATES ON NEW PHONOGRAPH RECORDS**

HIT VARIETY

**LIFE OF THE PARTY**

By Don Mears

This week we're featuring a selection of new records that have been released in the past month. Each record is reviewed for its musical merit and overall appeal, providing a comprehensive guide for those looking to purchase new music.

**Popular Singles and Albums**

1. **ROCKING BOWLING AND STROLLING** by Bob Oake (1954) Capitol T 1119
2. **THEY TALK ABOUT ME** by Jackie Chan (1954) Capitol T 1120
3. **HAPPY MARCH** by The Krayzies (1954) Capitol T 1121
4. **LITTLE DOG IN A BIG GOWN** by The Pied Pipers (1954) Capitol T 1122

**In Summary**

The records reviewed this week offer a diverse range of musical styles, from traditional folk songs to modern pop hits. Each record is highly recommended for its unique sound and overall quality. For those looking to expand their musical horizons, these albums provide a great starting point.

**Additional Information**

- **SPECIALTY RECORDING COMPANY**
- **RECORD STORES**
- **MUSICAL INSTRUMENTS**
- **SHOWS AND CONCERTS**
Thanks, Ops, for making Decca Records tops in the boxes

See Us in the Decca Suite at the Hotel Morrison

Keep these Decca coin catchers spinning on your boxes

FOUR ACES
(Featuring Al Alberts)
From the Universal-International Picture, "The Big Beat"
SATURDAY SWING OUT
(30649 & 9-30649)

WEBB PIERCE CRYIN' OVER YOU
YOU'LL COME BACK
(30623 & 9-30623)

RED FOLEY
With the Anita Kerr Quartet
STROLLING THE BLUES
(30639 & 9-30639)

AL HIBBLER
AIN'T NOTHIN' WRONG WITH THAT BABY
(9-30622)

ERNEST TUBB
and
THE WILBURN BROTHERS
HEY, MR. BLUEBIRD
HOW DO WE KNOW
(30610 & 9-30610)
If you sell tape and tape equipment as a
DEALER
you will not want to miss
The Billboard’s Second
TAPE QUARTERLY ISSUE

If you are a MANUFACTURER of tape or tape equipment—the editorial atmosphere of this issue provides the ideal companionship for your advertising.

PREPARE YOUR STRONG SELLING MESSAGE NOW!

Your nearest Billboard salesman is ready to help you

Standards Pay; Check Meter

* Continued from page 40

tunes on the use of old standards on their machines. All those who have some standards on for several years and they are rarely changed.

These interviewed were Joe Coughlin, partner in Poplar Tunes Music Service, Parker Henderson, general manager of Southern Amusement Company, one of the largest operators in this section of the country, and Edward H. Newell, owner of Omatt Amusement Company.

"Of course the big advantage in using old standards," Parker Henderson explained, "is that you buy them once and they will last for years on your juke box—usually until it wears out and you have to replace it with either the same record or another old standard.

"That means that it doesn't have to get many plays a week to make money for the operator. It will easily pay for itself the first week. After that it is profit."

Newell and Coughlin both agreed that this was the major consideration in using standards. All three operators used them on both 78s, which cost 30 cents each, and 45 r.p.m. singles, which cost 60 cents each. Operators in Memphis are on disc play, three for 25 cents and on the 200 machines with the

59-cent slot, seven plays for 50 cents.

Coughlin said he uses 10 per cent old standards on his route, which he operates with Johnny Novovka. Henderson said he uses 5 per cent old standards.

Newell said he uses 5 per cent on the average—perhaps sometimes as much as 10 per cent—on his machines.

None of the operators have them on all the machines. They program them according to the type of location—where the spot is frequented by the crowd in their thirties and forties whose favorites in their young days when tunes meant a lot in their lives—tunes and early favorites.

That was during the heyday in the late 1930's and early 1940's of Glenn Miller, Artie Shaw, Tommy Dorsey and others.

"Just the opposite with popular American favorites, they are still popular."

"Now it's about six weeks, said Coughlin.

"And the new, independent record companies producing hits nowadays with unheard-of-before prices. The current sale that a recording artist is only as good as his last hit seems to hold true in so many cases these days. It's certainly different now than it was 10 or 15 years ago."

A total number of plays by average on all three operators' machines show clearly that standards are a big money maker for the three operators cited. And their experiences with them is typical of the 15 other operators in the city.

It will be seen from totaling the number of plays that Joe Coughlin had 82 plays per machine for the top 5 standards, compared to a total of 392 plays per machine for the top five hits.

Parker Henderson had 72 plays per machine on his five most played standards, and 347 plays on the five top tunes. And Newell had more plays on standards than either Coughlin or Henderson—100 plays on the top hits. The hits produced 324 plays.

When you consider that new hits die off in 6 to 8 weeks and have to be replaced, it is easy to figure why standards pay.

You don't have to keep buying new records to replace them, they can be kept on location two or three years and then the like holding blue-chip stocks and letting the dividends roll in.
a whole NEW world of LAURIE LONDON

for
an exciting new EP!
LAURIE LONDON
HE'S GOT THE WHOLE WORLD IN HIS HANDS
With Geoff Love's Orchestra and the Ross Williams Singers
He's Got The Whole World In His Hands
Hounded Down
The Gospel Train
Boomerang
EAP 310182

sales in all markets
another sensational single!
I GOTTA ROBE
JOSHUA
RECORD NO. 3978

LAURIE LONDON
With Geoff Love's Orchestra and the Ross Williams Singers
He's Got The Whole World In His Hands
Hounded Down
The Gospel Train
Boomerang
I'm Gonna Walk And Talk With My Lord
Up Above My Head I Hear Music
In The Air
Resin Street Blues
ALBUM NO. T-10182

visit the Capitol gang at "THE SKY SUITE" at M. O. A.
Dear Ops---

Our thanks to you for helping to make "Yellow Dog Blues" and our New EP---"Daresbourg Salutes Handy"---such tremendous hits.

* Best Wishes for Continued Success to M.O.A.

H. M. JENSEN
LARK RECORDS
SANDY BECK & HENRY GEORGE
FIRST NAT. REC. DIST. CO.

P.S. We'll see you at the Morrison in Chicago with Joe Daresbourg's

New Release

"HUGGIN' & KISSIN'" b/w "ROCKIN' IN DIXIE"

LS 456

Denver Ops

Continued from page 43

cents, two for 25 cents, that he uses between 10 and 15 per cent of the total music menu in EP's.

"A lot of location owners don't understand EP records until they are patiently explained to them," he said. "I use extended play as part of sales operation."

"First, we bought a lot of 200-selection machines. We have used the extra feature of this machine to make possible a switch to 10-cent play. Then we use EP records as an example of the additional features which the 200-play machine presents."

Restaurant Stools

EP's are particularly popular in restaurant locations, according to Arnold, altho he has no complaints at the amount of play which is produced in taverns and cocktail lounges. Since most of his EP's are of a soothing instrumental nature, they provide a pleasant interlude of dinner music in restaurants which do not already have wired music or public-address systems, and play will invariably be good.

Most popular EP's during the early months of 1958 have been Victor Herbert tunes by various orchestras, the Boston Pops releases, Glenn Miller favorites, Xavier Cugat favorites, organ music, and in the vocal field Nat King Cole recordings, and numerous old-timers by the Mills brothers.

4 Big Gap

Continued from page 44

ingles in this area and is trying to boost his prices in outer territory where a nickel is accepted policy.


Naturally, Guthall rotates EP's, substituting the new records for those he thinks have had their run.

In the Bayou on two Continents

"Currently on a record-breaking tour of England"

DELLA REESE

Winner of Billboard's Disk Jockey Poll as Most Promising Female Vocalist

Thanks Music Operators of America for your many plays of my records, and I hope you like my new one,

"C'MON, C'MON"

PUBLISHED BY
ZODIAC MUSIC CORP.
GEORGE LEE
General Professional Mgr.

JUBILEE RECORDS
PERSONAL MANAGEMENT
LEE MAGID
224 West 49th St.
New York 1, N.Y.

GALE AGENCY
48 West 44th St., N.Y.C.

CHART BUSTER

'HAVE FAITH'
Gene Allison
Vee Jay 273

'GO ON TO SCHOOL'
Jimmy Reed
Vee Jay 275

'TINA'
The Spaniels
Vee Jay 278

'MARSHA'
Prodigals
Falcon 1011

MOA PREVIEWS

"Don't Leave Me"
The Magnificents
Vee Jay 281

"For Your Love"
Jerry Butler
Falcon 1013

Vee Jay-FALCON
RECORD CORP.
3129 South Michigan
Chicago 16 Illinois
All Phones: Calumet 5-0161
A GREAT NEW ALBUM OF HYMNS!
TENNESSEE ERNIE FORD
Capitol’s Artist of the Month

NEARER THE CROSS
T1005

TWO OF THE BEST-SELLING RELIGIOUS ALBUMS OF ALL TIME!

other Ford favorites:
OL’ ROCKIN’ ERN
FAVORITES
THIS LUSTY LAND!

This sensational life-size figure of Tennessee Ernie Ford is just part of the tremendous promotion that will make "NEARER THE CROSS" another giant seller for Ernie!

EXCLUSIVELY ON
GREAT MUSIC
FROM A
GREAT MOVIE!

Introducing
God's Little Acre

ELMER BERNSTEIN

A Rousing
Driving Single Of
The Title Tune
UA 119x

c/w
"I'm Happy
With What
I've Got"

and Introducing the Movie's Exciting Star, TINA LOUISE

Her First
Single Release For
United Artists
UA 127x

"I'll Be Yours"
c/w
"In The
Evening"

Another
United Artists
Sound
Track
Album Sensation!

TINA LOUISE

I'll Be Yours

Strong Initial Reaction!

TILL THE END
OF THE DANCE
b/w MY PRETTY BABY
by THE PLAIDS
NASHBORO RECORD CO., INC.
NASHVILLE, TENNESSEE

Program System Saves

Continued from page 48

lacked co-ordination and were
winding up with a big stock of
records that we really did not
need."

The "Master Board" gives
a fast breakdown of the types
of locations each of the three
Mitchell routemen services. It
lists them in three categories:
P & C, which stands for "pops
and classics" (primarily semi-
classics) teen-age locations, and
"mixed dislike" locations. Rec-
ords are ordered according to
their suitability for these three
types of locations.

In addition, it presents a break-
down of the total number of 78
rpm machines and 45-rpm
juke boxes on each man's route.

New Releases

Following the title of each of
the new tunes is a square in
which is noted the total num-
ber of copies of that number
which have been ordered, both in
the 78's and 45's. This is the
heart of the system, says Kay. It en-
ables them to keep close tab on
their disk-purchasing. It limits, for
instance, the possibility that more
copies of a specific rock and roll
recording would be ordered than
the total number of such locations
on their routes. "That used to hap-
pen quite frequently."

Disk Huddle

Each Friday morning Kay, Cat
trell, and Albright hold their
weekly disk-buying huddle. They
addition new releases; check the
trade paper popularity charts;
pool the comments and requests
gleaned from location owners
during the previous week and
compare their individual reactions
to the new tunes being played on
the radio.

The records that are ordered at
the result of the "check and
balance" system at this weekly
conference are then tallied on the
board, as well as filed in a ledger
book for a more permanent ref-
ereence.

15% for Disks

In addition to relying on the board
as an index to guide their
record purchases, the routemen
also gauge themselves by an over-
al 15 per cent of gross receipts
buying limit. E. R. Beck, office
manager of the firm, rides hard
on disk expenditures, notifies
foreman Kay if they are ap-
proaching their 15 per cent re-
striction.

"A few years ago we used to
budget our record buying at 10
per cent of our receipts," says
E. R. Beck. "Then, when the 45's
came into the picture, along with
the 78's, we had to up the figure
to 15 per cent. Recently, we
stopped that figure up to
present 15.7." According to
the increase was necessitated
by several causes: Advent of
200 selection machines, the
continued co-existence of both
and 45's, and the brisk sale of
the average disk hit today.

The 15 per cent disk buy
budget is based on joke but
prints over a six-month period.
"Using a six-month period
base has been proving very po-
tencial," claims Beck. "It gives
the latitude that is needed to
anticipate the extra volume
get during certain seasonal peri-
ods, such as Christmas and New
Year's, when joke hits are durr
in the summer, for instance."

One-Stop

The major share of the disk
during the past two years has
been bought through a local
stop organization, Hoffman &
Co. Owner of the one-stop, 
Hoffman, calls at the Midst
office each Friday morning vir
the three routemen to hold
their weekly meeting. The
queries Hoffman to get his cap-
ted views on the tunes that are
during; also listen to some of
the new releases he brings
with him. When the week breaks up, Hoffman takes
order, and it is delivered on
the following day. During the
week Hoffman relies on the
radio, checks on sales, looks at
the business cards of the dis-
tributors, and shops for inden-
pedent labels. "If a record is a hit as
we are going to cover all of
locations with it, then we get
direct from the big distribu-
ter; otherwise we use the one-stop
service," explains Kay.

R&B Tunes

Recognizing that a special
chant is required to effective
program rhythm and blues on
the firm places all Negro lo-
cations in a separate disc buy-
category, handled by Cat
trell. It relies heavily for r&b ma-
terial on the leading downtown
jazz and rhythm and blues
services, when the buyer, Stu Glassman, is ex-
pected for his tremendous ju-
ke and r&b recording knowl-
ge. Summarizing, according
to foreman Eddie Kay: "This is
primarily a team effort. It takes
the three of us working on the
routes, the fellows in the shop
and Beck handling the books
and the office, pooling all of
our knowledge and work to make the
system bring good results."
THANKS LOADS, OPS!

Sam Cooke

thanks for
YOU SEND ME DESIRE ME and watch for my brand new
ALL OF MY LIFE B/W STEALIN' KISSES Keen 32005

Marti Barris

my deepest appreciation for helping my first Keen release
SCOTTISH FLING Keen 32003

I'll be happy to meet you at Booth 17 at the M.O.A.

KEEN RECORDS
8715 W. THIRD ST.
LOS ANGELES 48
<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>1st Week</th>
<th>2nd Week</th>
<th>3rd Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>Tequila</td>
<td>April 8, 1955</td>
<td>April 15, 1955</td>
<td>April 22, 1955</td>
</tr>
<tr>
<td>7.</td>
<td>Return to Me</td>
<td>April 8, 1955</td>
<td>April 15, 1955</td>
<td>April 22, 1955</td>
</tr>
<tr>
<td>9.</td>
<td>Lollipop</td>
<td>April 8, 1955</td>
<td>April 15, 1955</td>
<td>April 22, 1955</td>
</tr>
</tbody>
</table>

<table>
<thead>
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<th>Week</th>
<th>Title</th>
<th>1st Week</th>
<th>2nd Week</th>
<th>3rd Week</th>
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<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>1st Week</th>
<th>2nd Week</th>
<th>3rd Week</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>1st Week</th>
<th>2nd Week</th>
<th>3rd Week</th>
</tr>
</thead>
</table>

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

DING DONG

SINCE YOU WENT AWAY TO SCHOOL

CORAL 9-61991

Thanks Ops--for being sweet to us on "Sugartime"

McGuire Sisters

CORAL RECORDS
BEST 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 of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR SURVEY WEEK ENDING
APRIL 26, 1958

For a complete list of current releases available, please consult Billboard's "Survey of Record Sales in Stores."
**THE NEXT #1 RECORD IN THE COUNTRY!**

**Most Played by Jockeys**

**FOR SURVEY WEEK ENDING APRIL 16**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>H. E. S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP) - Laurie London</td>
</tr>
<tr>
<td>2.</td>
<td>TWILIGHT TIME (BMI) - Patti Page</td>
</tr>
<tr>
<td>3.</td>
<td>WITCH DOCTOR (ASCAP) - David Seville</td>
</tr>
<tr>
<td>4.</td>
<td>ALL I HAVE TO DO IS DREAM (BMI) - Everly Brothers</td>
</tr>
<tr>
<td>5.</td>
<td>WEAR MY RING AROUND YOUR NECK (BMI) - Elvis Presley</td>
</tr>
<tr>
<td>6.</td>
<td>CHANSON D'AMOUR (ASCAP) - Art and Dotty Todd</td>
</tr>
<tr>
<td>7.</td>
<td>TEQUILA (BMI) - The Champs</td>
</tr>
<tr>
<td>8.</td>
<td>RETURN TO ME (ASCAP) - Dean Martin</td>
</tr>
<tr>
<td>9.</td>
<td>KELLY DOLL (ASCAP) - Perry Como</td>
</tr>
<tr>
<td>10.</td>
<td>THERE'S ONLY ONE OF YOU (ASCAP) - Four Lads</td>
</tr>
<tr>
<td>11.</td>
<td>BILLY (ASCAP) - Kathy Linden</td>
</tr>
<tr>
<td>12.</td>
<td>LOLLIPOP (BMI) - Claudette</td>
</tr>
<tr>
<td>13.</td>
<td>BOOK OF LOVE (BMI) - Monotones</td>
</tr>
<tr>
<td>14.</td>
<td>OH, LONESOME ME (BMI) - Don Gibson</td>
</tr>
<tr>
<td>15.</td>
<td>A WONDERFUL TIME UP THERE (BMI) - Pat Boone</td>
</tr>
<tr>
<td>16.</td>
<td>ARE YOU SINCERE? (BMI) - Andy Williams</td>
</tr>
<tr>
<td>17.</td>
<td>WHO'S SORRY NOW? (ASCAP) - Connie Francis</td>
</tr>
<tr>
<td>18.</td>
<td>WISHING FOR YOUR LOVE (BMI) - Voxpopillers</td>
</tr>
<tr>
<td>19.</td>
<td>DANCE ONLY WITH ME (ASCAP) - Perry Como</td>
</tr>
<tr>
<td>20.</td>
<td>ANOTHER TIME, ANOTHER PLACE (ASCAP) - Tall Paul</td>
</tr>
<tr>
<td>21.</td>
<td>ALL THE TIME (ASCAP) - Johnny Mathis</td>
</tr>
<tr>
<td>22.</td>
<td>SUGAR TIME (BMI) - McGee Sisters</td>
</tr>
<tr>
<td>23.</td>
<td>CHANSON D'AMOUR (ASCAP) - Fantasie Sisters</td>
</tr>
<tr>
<td>24.</td>
<td>BELIEVE WHAT YOU SAY (BMI) - Ricky Nelson</td>
</tr>
<tr>
<td>25.</td>
<td>MY BUCKETS GOT A HOLE IN IT (ASCAP) - Ricky Nelson</td>
</tr>
</tbody>
</table>

**Valerie Carr**

"When the boys talk about the girls"

Visit Roulette at the MOA
Booths 14 and 15, Suite 1785

R-4066
"CHA HUA-HUA"

(Pronounced like the dog Chihuahua)

"SOMETHING'S ALWAYS HAPPENING ON THE RIVER"

R-4074

HUGO & LUIGI

THEIR CHORUS AND ORCHESTRA

A Sound Bet...Buy

ROULETTE

Territorial Best Sellers

For Survey Week Ending Apr...

The information given in this chart is based on the Billboard's music popularity charts. It shows the most popular records of the week in the United States, including both the top records and new releases. The chart is updated weekly and is published in Billboard magazine. It is one of the most widely used music charts in the world and is an important indicator of the music industry's trends.

Hugo & Luigi

Their Chorus and Orchestra

The Big Test...Buy

Roulette
JOHNNIE RAY

REMEMBER FOR A LITTLE LONELY FOR A LITTLE LONELY
by Cullum & his orchestra 4-11102

JOHNNIE RAY is back after his successful ear opera-
tional bid last year, a mid-tempo ballad, "Cry," creates a solid backdrop for Johnnie's plaintive tale. The flip, a country-flavored ballad with a subtle Latin beat, spotlights his "Cry" quality. Both have what it takes to carry all the chart... country, rock and pop.

THE FOUR VOICES

EVERY HOUR, EVERY DAY OF MY LIFE
b/w YOU KNOW I DO
by Ray Ellis and his orchestra 4-11167

Both songs have strong pop appeal! The first has a sonata feel which builds up to an exciting, full-voiced climax. The flip's a stroll. A novel, trombone-accented beat sets the finger-snapping pace that gives this side extra sizzle for teen-agers.

EILEEN RODGERS

CAREFUL, CAREFUL
(Handle Me with Care)
b/w I'M ALONE BECAUSE I LOVE YOU
by Buzz Franklin and his orchestra 4-11151

Eileen's the gal on the very edge of exploding into stardom and here are the twin threats with just the force to do it! The first has a syncopated young beat coupled with a charting vocal group. The flip, a country-flavored ballad. Watch these songs by versatile Eileen zoom.

JO STAFFORD

IT WON'T BE EASY
b/w I MAY NEVER PASS THIS WAY AGAIN
by Paul Weston and his orchestra 4-11160

It has two winners! The flip has a tantalizing, suspense story line with a simple and striking piano accompaniment. The flip is a religious song with a rhythmically flowing, melodic line which grows more meaningful with each listening.

See you at
BOOTH 12
M. O. A.
Convention
Chicago
May 6, 7, 8
**Best Selling Sheet Music in U.S.**

This week:
1. HE'S GOT THE WHOLE WORLD IN HIS HANDS (Carlyle)
2. CATCH A FALLING STAR (Fisher)
3. SUGARTIME (Nor-V-Jak)
4. TWILIGHT TIME (Forez)
5. CHANSON D'AMOUR (Meadowlark)
6. WITCH DOCTOR (Monarch)
7. WHO'S SORRY NOW? (Mills)
8. RETURN TO ME (Southern)
9. LULLIPPO (Mills)
10. ALL I HAVE TO DO IS DREAM (Acuff-Rose)
11. ALL THE WAY (Barry)
12. KEWPIE DOLL (Leeds)
13. SAIL ALONG SILVERY MOON (Joy)
14. THE LITTLE BLUE MAN (Toby)
15. ARRIVEDERCI ROMA (Hill and Range)

**Best Selling Sheet Music in Britain**

(for week ending April 26)

1. WHAT A WONDERFUL TIME UP THERE - Roy Orbison (London)
2. THE STORY OF MY LIFE - Frank Loesser (Columbia)
3. A WELCOME HOME - Eddy Arnold (Jubilee)
4. SORRY, SORRY, SORRY - Bing Crosby (Decca)
5. MAYBE I'M NOT WRONG - Cher (Coral)
6. BREATHE EASY - Frank Sinatra (Capitol)
7. TELL ME YOUR MUSICAL TALENT - Harry Kahn (Capitol)
8. IF I HAD A BAND - Ella Fitzgerald (Columbia)
9. I'M IN LOVE AGAIN - Jo Stafford (Decca)
10. AFTER THE LOVE HAS GO - Chico Xavier (Columbia)

**Best Selling Pop Records in Britain**

(for week ending April 26)

1. WHOLE LOTTA LOVE - Marvin Gaye (Motown)
2. SWINGIN' SHEEPHERD RHYTHM - The Righteous Brothers (Decca)
3. HE'S NOT INTO YOU - Jimmy Ruffin (Capitol)
4. A WELCOME HOME - Frank Sinatra (Jubilee)
5. ANTELOPE'S - The Animals (Decca)
6. MADAM BUTTERFLY - producer (Columbia)
7. THE DUKE OF BURGUNDY - The Beatles (Parlophone)
8. MAYBE I'M NOT WRONG - Cher (Coral)
9. BREATHE EASY - Frank Sinatra (Capitol)
10. TELL ME YOUR MUSICAL TALE - Harry Kahn (Capitol)

**Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audience for network station programs in New York, Chicago, and Los Angeles. List based on John F. Freeman's copyrighted Audience Coverage Index.
London Records... the first to introduce the new "Hand Jive" craze from England... now gives you the first HAND JIVE LP.

BEST OF THE WEEK
Martin Block's "Operation 60,000."
The Plotter Pickers Panel—WABC April 19

THE BILLBOARD'S WEEKLY
- Review Spotlight on...
  THE BETTY SMITH GROUP...London 1787....HAND JIVE
  (Zodiac, Ball)

"Hand Jive" is a swingin' handclapper rhythm tune which tells about the new British-oriented dance that's done with the hands. Miss Smith has an easy-listening quality on the cute song. It could catch on. Flips, "Bewitched," is also done pleasantly (Chappell, A/C/A/F/).

Attention D.J.'s: FREE HAND JIVE RECORDS!

Original Recording
BETTY SMITH
HAND JIVE
B/W
Bewitched
1787

Gentlemen: Please send me the following FREE Hand Jive records:

- [ ] Hand Jive LP
- [ ] Betty Smith 45 record

Name:
Station:
City:
State:

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song</th>
<th>Artist, Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>WITCH DOCTOR</td>
<td>David Seville, Liberty</td>
</tr>
<tr>
<td>2</td>
<td>I. ALL I HAVE TO DO IS DREAM</td>
<td>Frank if, MGM</td>
</tr>
<tr>
<td>3</td>
<td>TWILIGHT TIME</td>
<td>Patsy, Mercury</td>
</tr>
<tr>
<td>4</td>
<td>HE'S GOT THE WHOLE WORLD IN HIS HANDS</td>
<td>Karl Dallas, Capitol</td>
</tr>
<tr>
<td>5</td>
<td>WEAR MY RING AROUND YOUR NECK</td>
<td>Elvis Presley, Victor</td>
</tr>
<tr>
<td>6</td>
<td>ROCK OF LOVE/MADAM, AMERICA</td>
<td>Buddy Holly, Decca</td>
</tr>
<tr>
<td>7</td>
<td>TEQUILA</td>
<td>Champs, Mercury</td>
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<tr>
<td>8</td>
<td>OH! LONELINESS</td>
<td>Don Gibson, Victor</td>
</tr>
<tr>
<td>9</td>
<td>RETURN TO ME</td>
<td>Dean Martin, Capitol</td>
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<tr>
<td>10</td>
<td>LOLLIPOP</td>
<td>Chordettes, Cadence</td>
</tr>
<tr>
<td>11</td>
<td>WHO'S SORRY NOW</td>
<td>Connie Francis, MGM</td>
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<td>12</td>
<td>LOOKING BACK</td>
<td>Nat King Cole, Capitol</td>
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<tr>
<td>13</td>
<td>KEWPIE DOLL</td>
<td>Perry Como, Victor</td>
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<td>14</td>
<td>BELLS, Little Linda, Pastoral</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>A WONDERFUL TIME UP THERE</td>
<td>Pat Boone, Dot</td>
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<td>16</td>
<td>CHARMING DAMOER</td>
<td>Art and Dolly Todd, Era</td>
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<td>17</td>
<td>DON'T YOU JUST KNOW IT</td>
<td>Harry Smith, A&amp;M</td>
</tr>
<tr>
<td>18</td>
<td>ARE YOU SINCERE</td>
<td>Andy Williams, Cadence</td>
</tr>
<tr>
<td>19</td>
<td>CRAZY LOVE</td>
<td>Paul Anka, ABC-PARAMO</td>
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<tr>
<td>20</td>
<td>JOHNNY B. GOODIE</td>
<td>Chuck Berry, Chess</td>
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<tr>
<td>21</td>
<td>DONCHA THINK IT'S TIME</td>
<td>Elvis Presley, Victor</td>
</tr>
<tr>
<td>22</td>
<td>MY REBELLS GOT A BOY IN IT</td>
<td>Ricky Nelson, Imperial</td>
</tr>
<tr>
<td>23</td>
<td>SUGAR PIE</td>
<td>McGuire Sisters, Coral</td>
</tr>
<tr>
<td>24</td>
<td>BELIEVE WHAT YOU SAY</td>
<td>Ricky Nelson, Imperial</td>
</tr>
<tr>
<td>25</td>
<td>WATCH A FALLING STAR</td>
<td>Perry Como, Victor</td>
</tr>
<tr>
<td>26</td>
<td>SAIL ALONG SILVER MOON</td>
<td>Billy Vaughn, Dot</td>
</tr>
<tr>
<td>27</td>
<td>KINNIE MINNIE MINE</td>
<td>Bill Haley and His Comets, Decca</td>
</tr>
<tr>
<td>28</td>
<td>EASY MARRY</td>
<td>Lou Monte, Victor</td>
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<tr>
<td>29</td>
<td>BREATHLESS</td>
<td>Jerry Lee Lewis, Sun</td>
</tr>
<tr>
<td>30</td>
<td>FOR YOUR LOVE, FOR TRUE</td>
<td>Eddy Arnold, Columbia</td>
</tr>
<tr>
<td>31</td>
<td>TO BE LOVED</td>
<td>Julie Wilson, Brunswick</td>
</tr>
<tr>
<td>32</td>
<td>IT'S TOO SOON TO KNOW</td>
<td>Pat Boone, Dot</td>
</tr>
</tbody>
</table>
| 33   | MY COUNTRY TOWNS</textarea>
More Money Makers for Music Ops.

**CONNIE FRANCIS**
I'M SORRY I MADE YOU CRY
K12647

**ART MOONEY**
and His Orchestra and Chorus
SOMETHING'S ALWAYS HAPPENING ON THE RIVER
(From the Broadway Musical "Say Darling")
K12649

**MORTY CRAFT**
and His Orchestra and Chorus
LONG LEGGED LADIES OF LABRADOR
K12648

**CHUCK ALAIMO**
Quartet
ROCKIN' IN G
K12636

**LEROY HOLMES**
and His Orchestra
BASIN STREET BLUES
K12650

**MARV and PATTY**
BECAUSE I'M A DREAMER
K12625

Greetings Ops.
Visit us in Booth #18
<table>
<thead>
<tr>
<th>COUNTRY &amp; WESTERN</th>
<th>OPERATORS BEST BUYS</th>
<th>OPERATORS BEST NEW RELEASES</th>
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**POPPULAR**

<table>
<thead>
<tr>
<th>RECORD</th>
<th>LABEL</th>
<th>WEEK</th>
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</thead>
<tbody>
<tr>
<td><em>WINNER IS YOUR LOVE</em></td>
<td>SP</td>
<td>123</td>
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<tr>
<td><em>IT'S A LITTLE MORE LIKE HEAVEN</em></td>
<td>CAP</td>
<td>456</td>
</tr>
<tr>
<td><em>I DON'T WANT TO BE TALKED ABOUT</em></td>
<td>SM</td>
<td>789</td>
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<tr>
<td><em>LOVE'S ON MY MIND</em></td>
<td>DECCA</td>
<td>12</td>
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</tbody>
</table>

**WEEKLY JUKE BOX PROGRAMMING GUIDE**

<table>
<thead>
<tr>
<th>RECORD</th>
<th>LABEL</th>
<th>WEEK</th>
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</thead>
<tbody>
<tr>
<td><em>TREMENDOUS</em></td>
<td>DECCA</td>
<td>12</td>
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<td><em>HOLDIN' ON</em></td>
<td>RCA</td>
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</tr>
<tr>
<td><em>I'M GONNA BE</em></td>
<td>CAP</td>
<td>67</td>
</tr>
<tr>
<td><em>LITTLE MORE</em></td>
<td>SM</td>
<td>89</td>
</tr>
</tbody>
</table>

**FOR SURVEY WEEK ENDING APRIL 26, 1958**

Records are the same as those listed in POP, RHYTHM & BLUES, and Country & Western.
I'm on my way to the MOA. Love, Patti.
THE BILLBOARD'S WEEKLY
Tips on Coming Tops
THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING OF SINGLES

• Review Spotlight on...

POP RECORDS

KATHY LINDEN...Felted 8321...YOU'LL BE SURPRISED (Berlin, ASCAP)
WHY, OH WHY... (Southby, BMI)

THE chick appears a good bet to repeat the success of her current smash "Billy" with either of these two strong sides. Her Wes Bonnie Baker treatment is highly effective. "Surprised" is a ballad with beat. "Why" is a polka-type.

BETTY JOHNSON...Atlantic 1188...DREAM POP (Loew, BMI)
HOW MUCH... (Tritaly, BMI)

Miss Johnson presents a smooth and attractive triple-track vocal on "Dream." The listenable side is done in rockabilly tempo. "How Much" is a pretty weeper waltz with a male chorus assist. Either can score. Good follow-ups to "The Little Blue Man."

BILL JUSTIS...Philips International 3525...SCORCHIE (Hi-La, BMI)
WILD RICE... (Knott, BMI)

Justin is in "Raunchy" form on "Scorchie," a rhythmic instrumental that features alto, banjo and guitar. "Wild Rice" is also a possible cliq. The instrumentat is styled in a "Hot Teddy" groove. Strong potential to c.c.w. charts also.

DION & THE BELMONTS...Laurie 3013...I WONDER WHY (Schwartz, ASCAP)

The group has a frantic sound on this up-tempo ballad. There are already good reports on the side in several areas. Flip. "Teen Angel," is a rockabilly (Schwartz, ASCAP).

RUSS HAMILTON...Kapp 219...TIP-TOE THROUGH THE TULIPS (Wittaker, ASCAP)

Hamilton has a soft sound on this. It is done in a catchy soft-soothe tempo with charming few chorus backing. Flip. "Drifting and Dreaming," has a Hawaiian sound. It's his best effort since "Rainbow."

POP NOVELTY

JIM LOWE...Dot 15753...TAKE US TO YOUR PRESIDENT (Towne, ASCAP)

"President" is a clever novelty song with unusually smart lyrics. It deals with a group of moon men who come to earth. Backing is in a Latinish tempo. Flip. " Later on Tonight," is a rockabilly that is given a smooth wash by the artist.

POP TALENT

BILL PINKY...Phillips International 3524...AFTER THE HOP (El-La, BMI)
SALLY'S GOT A SISTER... (Knott, BMI)

Punky bow on the label with two first-rate readings. "Hop" is a vigorous rocker that tells of the happenings after a tempest dance. The flip, "Sally's Got a Sister," is also a rocker that is solidly back. It's a strong threat for both pop and c.f.w. loot.

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.
their biggest since "Love Is Strange"!

BEWILDERED b/w ROCK AND STROLL ROOM

Vik X/4X-0324

MICKEY & SYLVIA

See Mickey & Sylvia at the big M.O.A. banquet

Vik records
Western Union

ns myañbo pd Montgomery Ala 24 316 pnc
National recording co
1294 fernwood circle north west atl

Joe South’s waxing of it’s only you most requested
Platter in this area stop suggest you get dj’s to
Try it. response will be fabulous.

Bill O'Brien WHY Montgomery

Billboard says it! & We Agreed Indubitably
"just foolin'" Eddy Howard

Always under a letter old in the

Star-x is Star-xpecting
Dog Me out

"rockin' with the mambro" Johnny Fraser Jr
Inge Album Instrumental and close them out for

"We're in love" b/w "Spellbound"

Star-x records Inc 19600 rouge ave Detroit 34, MI

Best Sellers

Little willi jo John talk to me, talk to me

King 1018

Bill Doggett

Blues for Handy

How could you

King 1180

Johnnie Pate

Little pixie

Five o'clock whistle

Federal 12327

Muskeeta

Pretty one

Federal 12325

Earl Bostic

Back beat

King 1517

The "s" royales

The feeling is real

Do the cha cha

Cherry

King 1531

The chancers

My darling

I need your

Tenderness

Deluxe 6162

New Releases!!

Earl Bostic

Woodchopper's Ball

johann's idea

King 1513

British sales

Ebb Predicted money tight

London — Britain's largest motion picture company, the J. Arthur Rank Organization, have second thoughts about going into the record business, a company spokesman announced that it was thinking of entering the record industry and set a subsidiary called Rank Records.

But some industry experts are saying there is a leveling off in demand because of less money to spend and the saturation of rock 'n' roll. In addition, the number of record shops which have opened and closed in the last two years has cut down individual turnover.

Alho business is still good there are warning signs from established retailers reporting drops in sales, and a big wholesaler saying that his increases in sales for the first quarter of 1955 was not as large as in previous years.

Billboard Music Popularity Charts... Pop Records

May 3, 1958

Best Sellers

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John Talk Me, talk to me

King 1018

Bill Doggett

Blues for handy

How could you

King 1180

Johnnie Pate

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Justice Study of ASCAP Data

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Grievance Procedure

The report also criticizes the practice of taking a grievance through ASCAP grievance and appeals committees which is almost rarely followed. Report notes that the "grievance committee has taken as much as a year and a half to two years to negate the steps. The cost may be substantial and there is no retrospective award. In some cases the "may deprive a member of substantial earnings and to nullify an award, when received, of little value."

The report questions ASCAP ruling that only one appeal may be made in any given year. It points out that an appeal on one matter might be made after which of far greater importance to the songwriter could come up. This might violate the decree wording "that any member may appeal from the final determination of his classification by any ASCAP committee to the Board of Directors or impartial arbitrators or panel.

"Also, in grievance procedure, it is clear that there is no verbatim transcript made of the testimony taken. The report finds "no basis for decisions stated in an examination of the major cases over five years. Interpretation made of the distribution rules are not reduced to writing and are not made available to the members of the society. The report questions whether this is in conformity with the consent decree."

The report also puts a rather strong question mark in front of a phase of ASCAP tune identification which raised gags during hearings when Natalie Kassell, supervisor of ASCAP performance copyrights, said the monitoring clerks could identify "all but about one per cent of the approximately 2,000,000 ASCAP tunes as they listened to the taped music for the first time around."

The report wonders if this mode of operation, and ASCAP's own personnel (The Pestman Survey) can furnish basis under which the decree's required "primary consideration" could be given to the "performances of compositions of members.

Members of the Roosevelt Subcommittee are Charles Brown (D., Mo.), Tom Steel (D., Okla.), Timothy Sheehan (R., Ill.) and Arch A. Moore, Jr. (R., W. Va.)

The licensing groups are also coming under the eye of the Senate Judiciary Committee and the interest of Senator O'Mahoney (D., N.Y.) who has heard complaints during recent hearings on his bill to end the jockey box performance royalty exemptions in the Copyright Act.

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Op's for your dancing locations - just released two new EPs from our hit Epic album

GRESS LAGER GOES TO COLLEGE

EG 7202 EG 7203

... and thanks for all the plays on

Lester Lanin goes to college

EG 7184

DANCE TO THE MUSIC OF LESTER LAIN EG 7185

Lester Lanin at the Tiffany Ball EG 7192, 7193

Lester Lanin

1776 Broadway, New York, N.Y.

Columbus 3-5208

Exclusively on EPIC RECORDS

See the LESTER LAIN album in color on Page 7 in the AUDITION Section, this issue.
Hits and Oldies Both Pay

*Continued from page 48*

...some months back, Randy Wood, founder of Ditl records and, since its sale to a movie company, its vice-president in charge of records, bought it all to set up a new record store in Mountmellick on Dot.

Newell programmed it all old standards, not too much as a week The Billboard correspondent checked him on his program, Newell told the record store's old standards are seldom changed—perhaps they'll stay on a machine two or three years.

"That's a main advantage in using them," he said. "They still get played. And you don't have to get many on them for pay. You've already bought record and having a machine eliminates buying records in their place."

Newell found these six tunes to be top hits on all his top-play boxes, which are played mostly by young people, during March. "Sail Along Silvery Moon" by Billy Vaughn on Dot. "Trouble" by the Champs on the Challenge label. "Suggestion" by the McGuire Sisters on Cadence. "I Can't Help It" by Margaret Whiting on Dot. "Are You Sincere" by Andy Williams on Cadence.

"I'm Going to Be a Wheel" by Billy Mitchell on Imperial.

Newell emphasized, despite widespread talk and feeling across the country that Elvis Presley's popularity is fading, that the king is by no means dead and that rock 'n' roll records are still the top favorites in Memphis and the surrounding area.

For example, he points out, every Presley record released since he has hit the top as the crest of the teen-agers has hit the top of the local top 40 list on his and all local music operators' top 40 boxes, as well as in the top 40 compiled by a local radio station determined by requests to the station, sales in record stores and plays on juke boxes.

In addition, other rock 'n' roll singers are big favorites and their tunes, while good, hit the top. Another local example of a rock 'n' roll favorite whose records catch on fast here, he points out, is Jerry Lee Lewis, who has made the top lists with his singles. According to Newell, Lewis has a hit with the local Sun Record Company. Nowell had his hit of last year's "Whole Lotta Shakin' Goin' On" on most of his boxes when hit locally and stayed popular for months, a sort of phenomenon when the average life of a hit now is six weeks. "Great Balls of Fire" a few months ago; and now Nowell expects to have his new hit "Breathless" on his machines soon.

"Kids who play the juke boxes nowadays like to dance either a slow hop to it or a fast hop. Nowell explains the big demand for the still popular rock 'n' roll flavor of music. He doesn't know how much longer the four-year-old trend will last.

He also points out that he carries the balled type hits by Frank Sinatra, Perry Como and other top recording stars, but in a much more limited number than the rock 'n' rollers.

But the big market for him is the current teen-agers who roll over the music with the big beat—and that's the key to his successful programming.

Trend to Bigger Juke Routes

*Continued from page 31*

...to 23 per cent—and more than a 5 per cent increase in the number of operators employing two to three men. The biggest increase, however, was in operators employing 6 or more, with 12 per cent falling into this group last year, just .5 per cent a year earlier (this category is not shown on the chart).

Record Buyers

In 1956 just 7.5 per cent said they delegated record buying to a special record buyer (not a service man) 12 per cent said they did in 1957. The increase in the percentage of operators indicating they operate background music, compared to 1956, does not appear significant. The increase may be due to the greater use of record players and juke boxes. The use of a juke box, for example.

The total percentage of operators using background music is still so extremely small that this development remains a relatively minor item. But because of its possible growth. it bears watching.

Full evidence suggests that operators did not buy as many new juke boxes in 1957 as in 1956, with purchases ranging from 7 to 25 per cent less. In addition, machine replacement figures indicated that operators were operating equipment an average of 82 weeks, as compared to 50 weeks in last year's poll.

A day to be proud of...
ATTENTION, STUDENTS
"RING DANG DOO TING A LING"
by "ANGELA"
and the BELL HOPS

HIT RECORD

BARB RECORDS

BARB RECORDS

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TANDEM

RADIO RECORDS

GREETINGS, OPERATORS

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FARRELL POLKA SINGERS

 WHITMIRE RECORDS

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THE SIXTEENS

"PUDDIN' PIE"

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JAZZ

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ONE STOP (ALL LABELS) ONE STOP (SAVES)

ONE SHIPMENT SAVES MONEY

ONE ARGUMENT (SAVES ?)
• Reviews of New Pop Records

Continued from page 113

...and that fear won't last and his stage shows... with feeling on this... instruments, and the vocals are... with a good guitar sound, (Atlanta, BMG)

DON SARGENT
The Jolly Coal Man...

RCA VICTOR 72 - on a... old-time... the... a... (CSS, BMG)

TEN WINNERS IN SEVEN...

DONALD J. RUTHERFORD
The Nat King Cole Show...

EMI 7970 -... on a... a lot... a lot better, but... (CSS, BMG)

COOKIN' BEANS...

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• Reviews and Ratings of New Classical Albums

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MOZART: CONCERTO NO. 14 & 21
23rd and 25th of October—Paul Badura-Skoda, Piano with the St. Louis Symphony Orchestra, under the direction of... (Atlanta, BMG)

SAAB OF THE MONTH

R E... 75

749 W.

ABRAMS

BREEDLOVE L.,....71

IDEAL Phonograph

RECORD

us,
ballad

In

MANHATTAN

BELT

Weer.

SAAB OF THE MONTH

R E... 75

BOSSY & JIM
Cornelia Street

C A P I T O L 1964 — A... with shouts and... (Atlanta, BMG)

A Lover Can Tell... (Atlanta, BMG)

CAROLE KING
The Right Chair

R C A 1967 — This... a... (Atlanta, BMG)

BONNIE KELP
Let's Be Cheerful

R E... 75 — Humorous... and... (Atlanta, BMG)

LARRY KIRBY
Lullabies

A P O L L O 225 — Nice... of... (Atlanta, BMG)

ENNIE FELIC
Hot Potato

R C A VICTOR 726 — From the Paramount... (Atlanta, BMG)

FAYE DEWEY: THE COMET

R E... 75 — She is... (Atlanta, BMG)

RAY STEVENS
Cats in the Wall

C A P I T O L 1967 — The... of... (Atlanta, BMG)

Quality ballad. Again an odd... very well and... (Seattle, BMG)

THE FOUR FS

R E... 75

UNITED ARTISTS 115 — Rocker... refined listen from... (Atlanta, BMG)

THE BIRLS

R E... 75

ROULETTE 4071 — The... (Atlanta, BMG)

MAXINE HORTON
You Need An End

R E... 75 (Columbia)

(Continued on page 119)

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POP PIANO CONCERTOS

GREAT SONGS (12) — Enragé Sewell, Singer with Erik Werlin, Piano. (Chicago, BMG)

Introducing programming ideas... to the... (Chicago, BMG)

HOLDEN, von Besslow, Schubert and Wolf. The... Armstrong and... (Chicago, BMG)

S S A M.

BOBBY PETERS

W C L O B J A C K

C A P I T O L 1954 — A... with shouts and... (Chicago, BMG)

A Lover Can Tell... (Chicago, BMG)

CAROLE KING
The Right Chair

R C A 1967 — This... a... (Chicago, BMG)

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THE FOUR FS

R E... 75

UNITED ARTISTS 115 — Rocker... refined listen from... (Chicago, BMG)

THE BIRLS

R E... 75

ROULETTE 4071 — The... (Chicago, BMG)

MAXINE HORTON
You Need An End

R E... 75 (Columbia)

(Continued on page 119)

MELODY RECORD SUPPLY CO.
N. Y.'s Oldest Independent Distributor
Covering greater N. Y.
All Record Shops—Dept. & Chain Stores
NOW EXPANDING—READY

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Best BET in POP

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56 Saloons
Full time promotion men

MORTY KLINE
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S EMI CLASSICAL

POP PIANO CONCERTOS

GREAT SONGS (12) — Enragé Sewell, Singer with Erik Werlin, Piano. (Chicago, BMG)

Introducing programming ideas... to the... (Chicago, BMG)

HOLDEN, von Besslow, Schubert and Wolf. The... Armstrong and... (Chicago, BMG)

S S A M.

BOBBY PETERS

W C L O B J A C K

C A P I T O L 1954 — A... with shouts and... (Chicago, BMG)

A Lover Can Tell... (Chicago, BMG)

CAROLE KING
The Right Chair

R C A 1967 — This... a... (Chicago, BMG)

BONNIE KELP
Let's Be Cheerful

R E... 75 — Humorous... and... (Chicago, BMG)

LARRY KIRBY
Lullabies

A P O L L O 225 — Nice... of... (Chicago, BMG)

ENNIE FELIC
Hot Potato

R C A VICTOR 726 — From the Paramount... (Chicago, BMG)

FAYE DEWEY: THE COMET

R E... 75 — She is... (Chicago, BMG)

RAY STEVENS
Cats in the Wall

C A P I T O L 1967 — The... of... (Chicago, BMG)

Quality ballad. Again an odd... very well and... (Seattle, BMG)

THE FOUR FS

R E... 75

UNITED ARTISTS 115 — Rocker... refined listen from... with... group support. Can do bar. (Columbia)

Roll and Rock Age...

Some... to... (Columbia)

THE BIRLS

R E... 75

ROULETTE 4071 — The... (Columbia)

MAXINE HORTON
You Need An End

R E... 75 (Columbia)

(Continued on page 119)
THE MEDALLIONALISTS

MERCURY 11906—Slow rockabilly is soft and deep with rich piano and guitar accompaniment by a California group. Works great against a black background. Pour into the (M, BM).

*An interesting million seller with an emotional sound.

The choir and the group provide a perfect blend for a one-voiced harmony in the triplet-back-up rhythm. A different sound. (ASCA)

ROB JAXON

New York RCA VICTOR 1212—A rock-and-roll tune initially built on a solid guitar line and accompanied by an interesting rhythm. (RCA, BM.)

ROBYN MUSKAT

Make Title and Birgitte's Minnesota... DECCA 1210—An interesting rock-and-roll type backed with good guitar work and an unusual sound. (RCA, BM.)

FOR THE USE OF WIRELESS

A change from the flip. A walk, with touches of rock and roll in its instrumental arrangement, which is fully done direct. (ASCA)

PAUL MIKURZ

Test Title and Birgitte's Minnesota... DECCA 1210—An interesting rock-and-roll type backed with good guitar work and an unusual sound. (RCA, BM.)

Michael's Theme... A lovely ragtime-y melody is a theme from 'The Young Lions.' The family down town is an attractive item. (Metro, BM.)

DONNY & THE DUKE

Rock and Roll M-G-M 1241—A tinker-tinker is set to the tune of the past, and you know you'll find it exciting. (MGM, BM.)

Waddle Boy... A modern-day beat is presented with appeal by the boy, Hoskins Ebinger, and由 on the new item. (BM.)

LEROY HOLMES ORK & CHORES

You Can't Take Texas Out of Me... M-G-M 1251—Marlaine tune is fine and has been chosen with taste and drama featured prominently in support. It is heard in downtown, BM.)

You're My Baby... A male chorus softly reads the party ballad with picturesque changes in support. Good jumper for pin-up programming (BM.)

SLUGGER RYAN

Train Rag... JUSSIN 005—The fast standard printed by the members of the original Dixieland Jazz band is from Ruffin Holmes, Jr. Producer: Ruffin Holmes. Piano: Tony T. Foster. Ruffin Holmes' Ragtime Fzano. The rhythm is audible and the trumped-up gains help this one on boards. (Ford, ASCAP)

SAX THORES... Same treatment. (Ford, ASCAP)

REUP SMITH

Chords... RADIO 190—A new swing number in the style of Bob Crosby's. Large instrumentation, the side composed by Ruffin Holmes, Jr. Side A has a list of 50 and tops again. (RCA, BM.)

Phidell's Rock... The second disc of this interesting little band now on the market. It's a wonderful record and the group becomes stronger with each new release. The style of rock and roll that is in the style of Ruffin Holmes, Jr. has a bright sound. (RCA, BM.)

BOBBY BROOK

哩... RCA VICTOR 2101—Rocky rockabilly with excellent guitar support given a nice workout by the Artie Kane Orchestra and group. (RCA, BM.)

You're Better Now... Fantasticly different. The tune takes a bit of the shuffle type. It can attract. (Fiber, ASCAP)

DICK WILLIAMS

Every Little Ones a Woman... KEECA 1201—A singular vocal by the new artist on a country flavored emotional tone.
JACQUELINE (Colombia, ASCAP)—Bobby Helms—Decca 30919—The side is strong in all of the major c.d.e. marts. It's also doing well in the Country. "It's Livin' in the Shadow of the Pain" (Colombia, ASCAP). A previous Billboard spotlight pick.

**Review Spotlight on...**

**C&W RECORDS**

CARL SMITH—Johnnie Mush, Sun (Peer Intl., BMI)—Guess I've Been Around Too Long (Cedarwood, BMI)—Columbia 41341—Side has thearrison on a great track. "Little by Little"—Solid piano and guitar support are effective. "Guess I" is a ballad that is chased in more of a pop vein, with support from a folk/rocking was.

BILL JUSS—Screeching (Hi-Lo, BMI)—Wild Rice (K-Tel)—Philips International 3525—See review in Pop Spotlight section.

**C&W TALENT**

BILLY PINKY—After the Hop (Hi-Lo, BMI)—Sally's Got a Sister (Knox, BMI)—Philips International 3524—See review in Pop Spotlight section.

**C&W Territorial Best Sellers**

FOR SURVEY WEEK ENDING APRIL 18

<table>
<thead>
<tr>
<th>City/State</th>
<th>Chart</th>
<th>Song</th>
<th>Artist</th>
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<tbody>
<tr>
<td>Birmingham</td>
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**Reviews of New C&W Records**

**JIMSY KNOX**

You Are a Fool (RCA Victor) 7352—Country ballad is in a midnight blues style. Action possible if side is exposed. (Starday, BMI)

**JIMSY MARTIN**

Bad Man (Decca) 20161—Lowdown hard-grooving s.o.b. with wild dance beat. Riffs over. (Columbia, BMI)

**BILL MONROE**

Brand New Shape (Decca) 20558—Decca's 20558—Side works very well with Monroe and makes a good side in the Chicago market. (Decca, BMI)

**THE RUPPEY BROTHERS**

My Honey (MGM) 4033—Side is not a hit, but takes what happened to their "I'm Not the One" and puts it on the band's own name. (MGM, BMI)

**VOLIDOR PUBLICATIONS**

MERCY (Mercury) 41149—Lorrie and Larry Collins—Col. 41149—"Once More" is the theme through the book and has good backing. (Mercury, BMI)

**FOLK TALENT AND TUNES**

*Continued from page 9*

"Country America," broadcast Saturdays 7-8 p.m. over KABC TV, Los Angeles, is co-sponsored by the Los Angeles Music Network and the Humphrey Broadcast Network. The audience will be asked to vote for their favorite song and artist for each broadcast. The winning pair will receive a prize of $500 and a trip to California for further study. The show is produced by the Los Angeles Music Network and is sponsored by the Humphrey Broadcast Network.

**C&W Best Sellers in Stores**

RECORDS are ranked in order of their current national airplay importance, as determined by The Billboard's weekly survey of dealers. The list includes only those records that have been in the top 20 for at least two weeks. Each record's position is determined by its popularity in all four major U.S. regions. (For listings by key cities, see "The Best-Selling Records," page 50.)

**Most Played C&W by Jockeys**

RECORDS are ranked in order of the greatest number of plays out of a total of 100,000 plays that each record has shown to the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.
ON THE BEAT

Continued from page 9

thing (marriage) was outlined by
Tony Bennett in a tune with the
longtitle:"Come to the Candy
Store on the Corner to the Chapel
on the Hill." Since then, there've
been, many others. Phil May Huskey
asked "Whatcha Doin?" After
School's, Wanda had a big hit with
"Wanda," and Chuck Berry had "School
Day," and "Sweet Little Sixteen,"
the latter closely related to the
themes.

The traditional theme was
voiced by Gene Vincent with
"Walkin' Home From School," and
Al J. Joe had a very fine picture about
"Study Hall." Then there was
"School Boy Romance," by
Diana Dickman, "Hey, Little
School Girl," by Tom and Jerry,
and "Go On to School," by
Sheila S. A record dedicated to the
emotional problems involved in
"When You Away From School," and a
demo called 
Misty and Fredric dealt with
the rather hot topic, "I'm
With My Teacher.

The examples have no end. Where
the trend may lead is anybody's
guess. Of one thing there
seems little doubt. The size of
awareness seems to be rolling
forward with each new disc.
Romanticism, like rock and roll, is
here to stay. And "Steady," as a
number of discs have painted
the thing, is the classroom,
study hall, recess periods and in
the nursery school hanging on the
corner.

Little Richard may be gone,
but he's not forgotten, nor will
he be as long as his former
caller. Specially, continues to
release two hits made by the
chanter before the departure for
the service of the Lord. A
continuing raft of Little Rich-
dard type stylists will also never
please the live of his image
us, the scene. Lately we've had
disks by Dick Bush on Era of
"Hollywood Party,"
Check Bundy on United Artists of
"Fear It Up," and "Shake Up the
Dance," and the duo of
Don and Dewey on Specialty,
all of whom have a similar
shatteringly fantastic sound.
Long live Richard the disc
artist. He was truly a great
cat.

Chess, Checker and Argo Rec-
ords are now adding Single Rec-
ords to the fold. This was the
label on which "At the Hop By
Danny and the Juniors first appeared. Initial release is 
"An Innocent Kiss," by the Tops... Lillian Randolph,
famous in radio for a number of
character parts including "Madame
Queen" of the "Amos and Andy," has recorded "Satellite
Love," for Chess Records... Jim-
iem Rodgers of Roulette appears
at the M.O.A. convention show, Thurs-
day (9).

Cowboy Howard Vokes of New Kensington, Pa., has in-
formed us of the workings of the
American Folk Music Asso-
ciation. The AFMA really

(Continued on page 119)
**Reviews of New R&B Records**

**DON AND DEVET**

Jailhouse 78...79

SPECIALTY 416-2746 (Mike doesn't trust his sign—like to be in the recording and take out fire at night.)

'瞄准' is a driving blues, with a lot of bite and a shouted vocal. Yenta, Bob...

**BIG MAYBELLE SMITH**

Bruce-Kate Kaye (Out & In ID) 78

SAXON 1914—A great performance by Big Maybelle and a carefully produced pick. Instrumentation behind Big Maybelle is full of color and mood. Lovers of the blues will punish his many times (Prairie, BMI)

**SHIRLEY AND LEE**

Don't Leave Me Here to Cry...77

ALADDIN 341—‘Please don’t go’

**SIRE FIRE!**

Notionally

'WE BELONG TOGETHER'

Robert & Johnny

21 in New Orleans Show! 'WOE, WOE IS ME'

Starting in N. Y. & Philadelphia

'WALKIN' AND TALKIN’

'JINGLE, JINGLE'

The Tennessee

**THE OLD TOWN RECORDS**

199 Broadway, New York, N. Y.

---

To the Music Operators of America!

We know you'll like our NEWEST

**JIMMY CLANTON**

America’s Newest Teenage Idol

**JUST A DREAM**

b/w

**AIM TO PLEASE**

b/w

**LITTLE BOOKER**

**OPEN THE DOOR**

b/w

**TEENAGE ROCK**

**R&B Territorial Best Sellers**

Lines are based on joke sales reports secured via Wanda (Wanda's Merrymaker series) and joke box operators in the marked areas.

---

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

**NO SELECTIONS THIS WEEK.**

**Review Spotlight on . . .**

**R&B RECORDS**

**THE COASTERS**

Yakoot Tuk (Tiger, BMI)—Ato 0116—the group has a suitable sound on this rockster novelty. The lyrics are amusing and the harmonica is attractive. This combination makes a rhythm revival of 'Zing! Went the Strings of My Heart' (Harmon, ASCAP)

**SPIRITUAL**

**THE DIXIE HUMMERCIDES**

With Billboard's Peack 178—Two wonderful readings by the group. 'Just a Little While' starts slowly and quietly, but gains in intensity and works up to a great climax. 'Walls' takes on a slow, meaningful slant. Strong lure for lovers of this material.

---

**Atlanta**

1. Wonderful John, Red, Bb, G, E, D.

2. To Be Loved, Willie Knox, Jr., Bb, G, E, D.

3. What a Wonderful Life, Everly Brothers, Cd.

4. Woman, Bb, G, D.

5. I'll Never Be Free, Everly Brothers, Cd.

6. That's the Way Love Goes, Everly Brothers, Cd.

7. My Heart's on Fire, Bb, G, E, D.

8. How You Make Me Feel, Everly Brothers, Cd.

9. That's the Way Love Goes, Everly Brothers, Cd.

10. I'll Never Be Free, Everly Brothers, Cd.

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**Chicago**

1. I'm Here To Help You, Woman.

2. As I Have to Do I'm Do It Now, Woman.

3. I'm Here To Help You, Woman.

4. I'm Here To Help You, Woman.

5. I'm Here To Help You, Woman.

6. I'm Here To Help You, Woman.

7. As I Have to Do I'm Do It Now, Woman.

8. I'm Here To Help You, Woman.

9. I'm Here To Help You, Woman.

10. I'm Here To Help You, Woman.

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**New Orleans**

1. I'm Here To Help You, Woman.

2. As I Have to Do I'm Do It Now, Woman.

3. I'm Here To Help You, Woman.

4. I'm Here To Help You, Woman.

5. I'm Here To Help You, Woman.

6. I'm Here To Help You, Woman.

7. As I Have to Do I'm Do It Now, Woman.

8. I'm Here To Help You, Woman.

9. I'm Here To Help You, Woman.

10. I'm Here To Help You, Woman.

---

**New York**

1. I'm Here To Help You, Woman.

2. As I Have to Do I'm Do It Now, Woman.

3. I'm Here To Help You, Woman.

4. I'm Here To Help You, Woman.

5. I'm Here To Help You, Woman.

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7. As I Have to Do I'm Do It Now, Woman.

8. I'm Here To Help You, Woman.

9. I'm Here To Help You, Woman.

10. I'm Here To Help You, Woman.

---

**Philadelphia**

1. I'm Here To Help You, Woman.

2. As I Have to Do I'm Do It Now, Woman.

3. I'm Here To Help You, Woman.

4. I'm Here To Help You, Woman.

5. I'm Here To Help You, Woman.

6. I'm Here To Help You, Woman.

7. As I Have to Do I'm Do It Now, Woman.

8. I'm Here To Help You, Woman.

9. I'm Here To Help You, Woman.

10. I'm Here To Help You, Woman.

---

**St. Louis**

1. I'm Here To Help You, Woman.

2. As I Have to Do I'm Do It Now, Woman.

3. I'm Here To Help You, Woman.

4. I'm Here To Help You, Woman.

5. I'm Here To Help You, Woman.

6. I'm Here To Help You, Woman.

7. As I Have to Do I'm Do It Now, Woman.

8. I'm Here To Help You, Woman.

9. I'm Here To Help You, Woman.

10. I'm Here To Help You, Woman.

---

**Washington, D. C.**

1. I'm Here To Help You, Woman.

2. As I Have to Do I'm Do It Now, Woman.

3. I'm Here To Help You, Woman.

4. I'm Here To Help You, Woman.

5. I'm Here To Help You, Woman.

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7. As I Have to Do I'm Do It Now, Woman.

8. I'm Here To Help You, Woman.

9. I'm Here To Help You, Woman.

10. I'm Here To Help You, Woman.

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**Promotion**

**The Billboard music charts, were rated 77 or lower.**

**The TATANS Lives a Wonderful Thing/ Ace—Specialty 437**

---

**Personal Management:**

Cosimo Matassa

Cosimo Record Studios

New Orleans, La.
ON THE BEAT

Continued from page 117

helps the musician and we don't make money. Our Make America's song, and they're doing so many things in and writing in and in our own ways," said Vokon. The motto of the organization is "Let's put the Christian Love and songwriting into the business of songwriting and
song-writing field." According to the group, even professional
sauce dancer, or active promoter is eligible to join ex-
cept for a few select

Publishers, disk merchants and associated personnel representatives of both fields will converge on Chil
da the annual Christian Rock Music Operators' Convention which takes place the last week of August. The convention is a

The Four Lads appeared as the opening attraction at the Philip Morris Country Music Show during Derby Festival Week at Freedom Hall at the Fair Grounds. Heading up the Philip Morris show contingent were Ray Price, George Morgan John D. Loudermilk, Gene Sullivan and comedian, Billy Bowd'ing. The unit played the same date last year.

Johnny Rion bauches the sixth annual Jamboree hillbilly park at 1100 South Broadway, St. Louis, Sun-

May 25, with the William Brothers linked to head up the in-

tralts "aint, four Star

Over the KDPM TV and radio, Beaus-

The Four Lads opened the program. Other numbers will

mayhem augmented by the sounds of the in-ten-

and the guests, the Ray Price, Bud"in' and the William Brothers.

Are you sorely tempted?

Nashville promoter Cary Walker is excited over the latest "signature" record of Lucille, which Walker's firm produced. Kirk-

by, young singer from Tampa, is co-writer of the tune with veteran c.k., writer Buck Puckett. He is being handled by Sarah Fleer, who is map-

ping a tour for Kirk to promote the new single. Decoy-

ames still makes a clip of "Lucille" may write to Walker at 300 W. 16th Ave., South, Nashville, for a quick remedy to the situation.

"Grand Ole Opry's" Joanas will introduce their new release, "All I Need Is You" b/w "Little Mistakes." Their new release, "American Bandstand" TV-4 May 6... Bob and Wanda Wolfe, of Chicago, are pitching their new song book, Bob and Wanda Wolfe's Round of Hills. The Duo Folio No. 1, which came off the presses last week. Their Folk of Hills album is now in stores. Bob and Wanda Wolfe's Favorite Songs, is due to follow soon.

The Wolfe's are making the tour getting their own publishing firm in Hollywood...


Number of Releases This Week

The following are some of the new releases on the market this week.

JOE HENDERSON: "I Am the Law" b/w "I Am a Legend." This disc is the latest title off Joe Henderson's "I Am the Law" b/w "I Am a Legend," released earlier by the group. The title was written by Ray Price, Bud"in', and Ray Price, Bud"in'.

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ROBERT WALKER: "I Am the Law" b/w "I Am a Legend." This disc is the latest title off Robert Walker's "I Am the Law" b/w "I Am a Legend," released earlier by the group. The title was written by Ray Price, Bud"in', and Ray Price, Bud"in'.

ROBERT WALKER: "I Am the Law" b/w "I Am a Legend." This disc is the latest title off Robert Walker's "I Am the Law" b/w "I Am a Legend," released earlier by the group. The title was written by Ray Price, Bud"in', and Ray Price, Bud"in'.
Latin Programming
Big Business in N.Y.

Local One-Stop Has Spanish Dept. That Stocks 600 Latin Tittles; 18,000 Disks

NEW YORK — Leslie Distri-
bution Company, which pro-
vided the first national one-
stop Latin music distributor in the country, is celebrating its fourth year in business this week. It has seen its sales increase from $45,000 in its first year, to $1,250,000 in its third year, to $2,000,000 in its fourth year. The company now distributes 600 different Latin titles to its 18,000 different customers.

Spanish music is growing in popularity, and Leslie Distribution has been able to capitalize on this trend. The company’s success has been due in large part to its ability to provide a wide variety of Latin music options to its customers.

Radio Station Promotes Juke Box Play; Special Program Planned

Bilotta Buys Piece of WACK, Newark, N.J.; Uses Station to Plug Wurlitzer Products

NEWARK, N. Y. — A classic case of co-operation between a radio station and a juke box manufacturer is in operation in this New Jersey city. And the industry is in the process of purchasing a juke box.

The station is WACK, a 500,000-watt station in Newark and counties and has a listening radius of 100 miles. The station’s policy of playing all the juke box manufacturers is John Bilotta. Bilotta is the president of the New York State Juke Box Dealers Association.

Bilotta has always felt that local radio could do a lot to promote the sale of music machines. He has worked closely with Wurlitzer for several years to promote the sale of music machines.

Copyr’ Committee Eyes Juke-Box Levy

Propose $15-$20-a-box Levy; Ops Want ‘No Involvement’ With License Groups

Hypos Revenue
Op Tells How to Boost 50c Plays

BIRMINGHAM — If an operator is disappointed in results when he installs machines with a 50-cent slot, the answer may lie in a first-person education program, according to Tony Blake, music operator here.

Blake, who is currently converting a store to a phonograph, strongly to 50-cent players said, "We don't have an obligation to the public.

'Baltimore.'—The first major step in the Baltimore area to promote EP juke box play and dual pricing was taken by Samuel Sales at the Tropicana Hotel here Tuesday (28) as Jack Gordon, Salter's executive, presided at an operator forum sponsored by the local Success outlet.

Cordier reviewed the history of record programming in juke boxes and combined his talk with a few comments on his first-hand experience in the field of phonograph and juke box manufacture.
UNITED'S FABULOUS NEW
UPB-100
HIGH FIDELITY PHONOGRAPH
WILL BE UNVEILED
AT THE M. O. A. CONVENTION

Spectacularly Styled by
RAYMOND LOEWY... world famous designer

The most beautiful... the most appealing automatic phonograph ever produced... United's UPB-100 will be unwrapped for the first time at the M. O. A. convention. Gracefully styled by one of the world's foremost designers, this sensational new phonograph presents a striking new instrument that will astound the entire industry. Offered in 5 beautiful colors to blend into every decor, with ceiling, wall and corner speakers, plus exclusive, new 3-wire wallbox principle, the United UPB-100 offers a complete music system with unequaled built-in speed providing many more selections per hour... more coins per hour. The pinnacle of simplicity, it will bring genuine prosperity to music operators for years to come. See and hear this greatest of all phonographs at the convention.

SEE IT MAY 6, 7, 8, MORRISON HOTEL, CHICAGO, BOOTHS 32 TO 43
UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS, CABLE ADDRESS: UMCORP
MOA EXHIBITORS

ROSEBUD MACHINERY COMPANY

American Shiffleboard Company... 46-47
Amf Inc. 7
Ascap 146-47
Auto-Photo Company 35-45
Baby Manufacturing Company 37
Paul Bennett & Company 29
The Billboard Publishing Company 32
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California Music Merchants Assoc. 66
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Williams Manufacturing Company 68-69
Wurlitzer Company 6

Juke Hearing Is Told of Ops' Hard Times

WASHINGTON — A rounded picture of the actuality of the jukebox trade, its operator and his life and hard times was given the O'Mahoney hearings last week in repetitious but convincingly documented statements by juke operators, distributors and associations.

In a carefully drawn outline of juke operation, statistics which O'Mahoney solicited from juke distributor and said time juke operator Arthur C. Hughes told the witnesses that the average shrinking margins of the individual operator is up against his well. Hughes figured along the line of a picture (which was restated by a frame operator witnesses from around the country who testified against the O'Mahoney bill to end the exemption from present insurance rates for juke boxes).

The typical operator in his Southwest trade in the territory averages 30 machines, his investment is between $15,000 and $25,000.

In many sections of the country the machines are operated a 10-cent play, marginal opera- tion has a limited time for the installa-

cation in some areas, and the num-

ber of operators is already showing drastic reduction,

On the plus side, for song

writers, operators use $45 to 50 mil-

lions per year, writers $2 million in record royalties.

A standard license fee gets into the picture, said Hughes, bookkeeping and added costs for advertising and the sale of juke boxes playing in the country.

Disfounding operators, machines are put on the market for a few dollars, public, dwindling record play— and very loss, to the long run.

The same point was made in the course of some Bovinonjignament between Ma-

honey and Hammonds, Chafetz, speaking for the operators, Wurlitzer, Rock-Ola, Seeburg, AMF and Unistar. "Even if the com-

mittee feels the the [sic] are not giving a fair shake to, I hope others and that fair, and hard for the operators, I am ready to bargain with a giant organa-

zation like O'Mahoney that "When you talk about giant corporations, ma-

honey and the song-writers, Wurlitzer," Hammond said: "It's not a question of ant.

USUAL OPPORTUNITY

Export sales & service representative for major manufacturer of mechanical and elec-

tronics products to travel Central American countries.

Knowledge of Spanish essential.

Engineering training or equivalent experience required.

Extensive travel; headquarters in New York City.

Submit resume to above experience and personal background with letter.

Salary open.

Considerable advancement opportunity for right man.

All replies will be held in strictest confidence.

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THE BILLBOARD

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Chicago 1, Illinois

CONVERSION

FOR SEEBURG

NO.1/NO.1A

TO 33 1/3 RPM ONLY 24c TO 45 RPM ONLY 69c

Can be furnished for 50 cycles.

F.O.S. Los Angeles

CALCION CORPORATION

1114 W. Pine Blvd.
Los Angeles 6, Calif.
Operators See Smoother Road

The MOA also spoke on the ease of reentry. "It is believed that the presence of free speech, creation of public morals, and all the distant fire departments will enable the MOA to continue its business as usual."

Reentry.

JukeBOX

As the case of the issue of free speech, creation of public morals, and all the distant fire departments will enable the MOA to continue its business as usual.

Based on Rights

During its case on the issue of free speech, creation of public morals, and all the distant fire departments will enable the MOA to continue its business as usual.

On the other hand, the research on similar cases and general attitude of the courts has shown that the MOA was pointed to a decision by the Supreme Court of the Case of the Jukebox, in Cambridge, Mass. The issue was whether the machine was banned for Sunday showings. The MOA argued Sunday that which cannot be done on weekdays and never be done on weekdays, therefore could not be banned on Sundays. The judge however held that the case is the matter of differentiating between weekday and Sunday.

Because of the national interest assured in the MOA case, President Wilson was being sent to the MOA convention to make his views known.

Hearing Told of Hard Times

Continued from page 122

After ASCAP to charge “only” 5 cents per play, it was proven that this would cost the operator of one small machines 60 cents per year, or 45 cents per year, each machine, said Miller.

Other figures on play by Miller showed that the average daily sales would drop by one-third if the MOA were raised to 10 cents in each machine.

Most testimony went to the splitting of the oft-quoted juke box revenue among some 10,000 independently small operators.

American Hotel Association Counsel Charles W. Merritt had a word to say about the location of the Jukebox.

Merritt said that small hotels and other similar establishments, such as the Jukebox, had been listed by the MOA on Bill included possible liability for music that came out of coin-operated machines in bedrooms.

He said coin-operated machines put in many hotels to get them to get a corner and pressure by the ASCAP licensing agreements, which is similar to the small hotels owner.

Miller also addressed the subcommittee on rate or action to protect small hotels from liability for music that came out of the Jukebox and lounges and cocktail rooms where no admission was charged.

American Hotel Association warned against similar infringement danger, under the AMPLIFIED bill, it was warned that the rate would be prohibited by the National Licensing Beverage Association.

Jukebox, said charging performance royalty on coin-op machines in these small hotels was an inevitable burden of cost and bookkeeping burden.

One location “is already subject to all the hair of all keeping record of the local government agencies.”

During the course of the hearings, juke operators, like the ASCAP witnesses, paraded their views before the House committees.

All except one ASCAP witness (company spokesmen Stuart, Amsa, and Donald Jones continued their local government the other night) were Pres Strate, Smith, Thompson, Salt Lake City, Des Moines, Portland, and Ralph Perin, Denver.

Jones Opens

Continued from page 120

With his staff, including C. N. McManus, John A. Aignerget, K. F. Mervin, Norm West, C. R. McNaughton, and his assistants, Stuart Amsa, and Donald Jones continued their local government the other night.

The house was held during the afternoon and evening. The house was an old neighborhood with new premises.

SAVE MORE MONEY—MAKE MORE MONEY

123

MID-SOUTH MUSIC MENU

Big Beat - Booming But Ballads Are Blooming

MEMPHIS—The music played on the radio this week has all the usual hit records and there is no indication that it will be any different. A number of songs and new hits were recorded over the weekend.

Clivos made a fine turn over the weekend and turned the records over to the McClure Committee. He stated (Continued on page 134)

Latin Biz in N. Y.

Continued from page 120

American rock and roll discs must be included among the Latin records that are becoming more popular. There are many who recommend and published Latin records and jazz, with a heavy sales of records of this type.

Despite the fact that the Spanish locations invariably gross better than American stops, their equipment and sales methods are, in some cases, a lack of imagination, and few新鲜, is not very often. In the absence of the old form, photos are fairly common.

Two Speeds

Many types of discs are available in 75c only, but most of the Latin discs are pressed in both 75c and 21c. American records are pressed in both, and Leslie's in both speeds, and Leslie stocks them in both speeds.

The present majority of operators in Puerto Rican sections are English-speaking. Often, they listen to the one-stop with record titles written on scrap of paper, confer with Crespo and program their locations.

Many times they'll bring the location owner and the location owner will call Crespo and Crespo will be the line that should have more. More likely than not, Crespo will add to the box and explains why some of the requests are not too sound.

This practice serves two purposes: it helps the location realize in juke box potential, and it presents the location owner with an impression that its users regard his taverner's collection of songs to dump a jukebox and collect the records.

While the greatest concentration of Spanish locations is in Harben, several others are in the Upper West Side, the Lower West Side, and in the Bronx. It is generally 10 cents a record.

However, while the city's Spanish population is not as large as the number of Spanish locations, it is numerous, and the number of Spanish locations, is numerous, and the number of Spanish locations, is numerous.

Local Tastes

The average song title, according to the ASCAP study, is more than the Puerto Rican music. But this is not the case, as the ASCAP study shows. The songs are being requested among nationalists.

But Latin music will probably be around for quite a while. While there are many popular hits in the youth pop tunes, it will be a long time before we forget their Spanish musical heritage.

In the meanwhile, sales of Latin records are on the increase for several years. It will be on the up for several years. It will be on the up for several years.

Union Assn. Talks Begin

NEWBURGH, N. Y.—Members of the New York State Council of the American Federation of Labor will have the next meeting at the New York Labor. The meeting was held at the Labor Temple.

According to Tom Green, NYSOC president, negotiations are coming along satisfactorily, and a new contract is expected to be signed soon.

Snodgrass Tells Colorado Ops of 'Profits in Music'

DENVER — Harry Snodgrass, president of Border Sunshine Novelty Company, music, game and phonograph machine operators in Albuquerque, N. M., was a guest speaker at the April 15 meeting of the Colorado Music Merchants Association here.

The association covers juke box and coin machine operators in the Mid-Plains, and the new contract will be signed by the American Federation of Labor. The meeting was held at the Labor Temple.

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VENDING MACHINES
Communications to 182 W. Randolph St., Chicago 1, III.

May 3, 1930

BOW 44 New Feature Charms At NVA Convention Exhibits

Exhibitors Showed Bulk, Card Venders, Major Equipment, Other New Products

By FRANK SHIRAS

MIAMI BEACH—A total of 44 new feature charms made by seven manufacturers dominated the opening day exhibits (1) at the National Vending Association convention here.

Two new bulk venders, a new model of another bulk vender, two card venders and auxiliary units for a self-serve beverage machines were also exhibited.

There were 15 manufacturers exhibiting their wares. Popcorn,

HELPED START CHILDREN IN BULK VEND BUSINESS

Editor's note: Last week a presentation and analysis of Ridge Gum Corporation as a business start up was published.

This week the history of the business and personalities involved are presented.

CLEVELAND — Ridge Gum Corporation, a mail-order bulk vending route of 3,500 machines, is in its third year of operation. The original route of 2,500 machines was bought by Joseph Rades with the idea of developing a business that could be turned over to his children, Doreen Ann, 19, and Robert, 22. (See pictures.)

Claim Cancer, Cig Link Still Open Question

WASHINGTON — "Scientists are increasing doubts about the statistical studies comparing smoking and death rates provided in a report by the AMA against cigarettes," according to Dr. Edgar L. Cook, livestock economist at the Tobacco Industry Research Committee.

Scientists have met the meeting of a national scientific fraternity at Maryland University (22). Dr. Little pointed out that "time and continuous research are showing that cigarettes do not cause cancer, as many cigarettes cause of certain diseases are greatly over-simplified and are not warranted by the present state of scientific knowledge."

Dr. Little told the group that the Tobacco Industry Research Committee has given its scientific advisory board full responsibility and freedom in allocating funds to the committee to independently investigate in the medical and educational institutions.

For some Dr. Little was managing director of what is now the American Cancer Society.

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BULK BANTER
By FRANK SHIRAS

A DC-6 that took off from Chicago's Midway Airport last Tuesday morning carried a small group arriving early for the National Vending Association convention in Miami Beach. The group of 12 was made up mostly of manufacturers, distributors and their wives. During the flight small groups gathered and discussed the latest trends and new products.

While Doreen worked in the office, Robert, trained on a small route of 100 capsule machines. After six months Robert reports that he bought a larger route in Southern Ohio. Last year the route continued turned over by Rades to his two children. He now acts in an advisory capacity. The route that Robert operated—RBB Gum Company around the corner with the Gum Company.

Ridge Gum is headquartered in a modern building in the suburbs of Cleveland. Of the building's 2,888 square feet, 1,000 of them are occupied by a soda fountain and the restaurant Supply Company, which are other Rades enterprises. Funds for construction of Ridge's headquarters came from Rades' commercial contracting business, under which he builds small factories, buildings and an amusement park. (See picture.) Rades, who has owned a miniature golf course, had an automobile showroom and a drug store in North, Madison, O.

Robert spent a year at the University of Miami, Coral Gables, a few years ago, and attended from Pine Crest High School, Coral Gables, Fla., in 1953-54. In January, 1955, he volunteered for the draft and two years in the field artillery at Fort Lewis, Wash.

Three years younger than her brother, pretty Doreen Ann specialized in a commercial course at Brooklyn High School, from which she graduated in 1956. She reports that her father gives assistance in any unusual problems that come up. Doreen spends much of her free time horseback riding.

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Ringmaster Hosts 68 At Party

MIAMI BEACH, Fla.—A pre-convention party by the Ringmaster Charms had 68 in attendance last Wednesday (April 30).

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Ringmaster hosts 68 at party

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A Man of Varied Interests

Unlike many other businessmen, Sam Eppy, Long Island operator, is not worried about business soon what lies less than 49 hours a day. For his range of interests—from open to skiing—and he feels that these interests should not be indulged.

The 53-year-old native New Yorker was graduated from New York University in 1926 with a major in banking. After graduation he worked for the Wall Street firm which became A. Harold Perry, Dyer. He was a statistician. Later he was in the business of selling market letters to customers.

But the credit came three years after Eppy to the New York office, and by 1930, the demand for market analysis was greatly increased. Eppy, spent the 1933-39 as a traveling salesman for an advertising service, dealing in analyzing the depth of the depression.

After Eppy had compiled an outstanding sales record, he was offered the job of managing the sales department, Inc., Philadelphia, in 1933 as assistant sales representative.

Eppy's full schedule only allows him five hours of sleep a night and he seems to thrive on it. Currently, he's writing a book entitled "How to Sleep," the National Sleep Foundation is a monthly magazine printed by Eppy's company.

The company has been in operation since 1928, and has been averaging 20 new items every year.

Eppy has been a pioneer in many phases of charm manufacture—two-piece assembled units, low-priced and metalized novelties to name a few. Last year he turned over the active management of his business to his brother, George and Sidney, so that he could develop new products.

Eppy's full schedule only allows him five hours of sleep a night, and sometimes he seems to thrive on it. Currently, he's writing a book entitled "How to Sleep." The National Sleep Foundation is a monthly magazine printed by Eppy's company.

Eppy has been interested in one-shot promotions for the past year. He was looking for a steady advertising and marketing in the past year, and spent a lot of time on the business. At the end of his first year in business for himself, Eppy's books showed a profit of $50,000. Eppy has been a pioneer in many phases of charm manufacture—two-piece assembled units, low-priced and metalized novelties to name a few. Last year he turned over the active management of his business to his brother, George and Sidney, and his wife, and their new products.

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Bulk Banter

Continued from page 124

the feminine lead in a farce to take place during the contest. ... The sole occupants on the float was Harry Bell, who has been active in NVA affairs since its beginning seven years ago. ... The ladies accompanying their husbands on the flight chatted pleasantly with other members of the party. Mrs. Jordan tapped for a while at the start and then fell silent while the plane passed over Tennessee.

The prank was met by Mike Sparacio, Chicago operator, who came down to the Miami airport in his station wagon to welcome and help out. He reported that two of the Eppy brothers, two of the Fole brothers, NVA President Leonard Quinn and wife, as well as other members of the Sparacio family, had also come down early. He said he had polished off five of the local lobster at one sitting the night before and joked that the Sparacinos had made a point of bringing down a special coffee pot for their father, former bulk-vending operator. It seems that the elder Sparacio can't open his eyes in the morning without a family-sponsored special brew.

VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor

$13.75 each

Complete Line of Victor Products

Write or Phone

BIRMINGHAM VENDING CO.
540 Second Ave., N., Birmingham, Ala.
Phone: FAirfax 4-7526

Victor's

LI'L LEAGUER

A sure hit!

The bases are loaded with promise for this smart operator who основан Lil' Leaguer on key locations. The fascinating ball game is right on the front of the machine to attract the eye and open the cabinet.

AND:

PREMIERE

Both for 25. Perfectly logged in every way in the U.S.A., the Premieux holds 800 cards and 1000 ball games. Serve two players to give a group best on the famous North Vending.

west coast factory sales

OPERATORS VENDING MACHINE SUPPLY CO.
1029 South Grant Avenue
Los Angeles, California

oak MANUFACTURING COMPANY, INC.
1411 KNIGHTSBRIDGE AVE., CULVER CITY, CALIFORNIA

ORDER NOW TO INSURE DELIVERY OF YOUR AUTO-PHOTO MODEL 14 STUDIOS FOR THE COMING SEASON...

PROVEN BY TEST to consistently earn more for operator and location owner than any other automatic photographic equipment.

Here is the ultimate in automatic photography ... the finest machine of its kind ever built.

THE NEW AUTO-PHOTO MODEL 14 STUDIO will photograph and deliver a strip of four photos, each a different pose every thirty seconds.

IT CAN AND DOES EARN as much as $30 PER HOUR (25¢ sale).

No image distortion caused by customer moving during exposure.

SHARP, CLEAR PHOTOS build good will, and repeat sales.

ARE YOU GETTING YOUR SHARE OF DOLLARS from the ever growing demand for miniature portraits and ID Photos?

Write for literature and name of nearest distributor,

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FOTOFIX, s.m.h. / 49 Vrachtsstraat, Antwerp, West Belgium

*THE BEST INVESTMENT IN THE COIN MACHINE FIELD*

Be sure to visit BOOTH 31, MOA Conv. Con., May 6-7-8
Debut 44 New Features

• Continued from page 124

Rite’s "room service" beverage machine.

The "Ed League" carries one of the several interchangeable sport arrangements for the globe. Four flips of a lever propel four small balls into any of four vertical pockets, the score being determined by the slots the balls fall into. The vended ball at gun is dispensed immediately and is not used in this machine as it is in many other "Ed" models. The globe holds 12 pounds of 210-ounce ball gum and retails for $25.30.

The Eppy "Charmy" ball machine is designed to vend a 21-inch globe. (See the Billboard, April 21, for complete description.)

The Atlanta Distributing Company, manufacturer of the Globe, model 1 model, the former of which can be seen at many venders. The latter manufacturer Alex Korn said the 210 model vends a variety of goods. It is a 210-ounce globe and picture post cards, trading cards and utility merchandise that may be dispensed from the machine. The 11-inch and 12 pounds, said Margaret Korn, who is the home of a baby. The 21-inch globe has a thickness higher than the former one, said Korn. It is in glass. and may be used as a standard Atlanta machine. Metal top is either chromed or black.

Caleys showed two card venders, models 201 and 301, the former of which can be vended for small change, and the latter which may be used as a counter model or mounted on a stand. The 201 vends for $34.95 and the 201vends for $29.95.

The two auxiliary units for the V亲 Ace-manual-stat hot beverage machine dispense coffee and soup, said president Dick Travis. The automatic "room service" unit vends coffee and cocoa. The complete unit is between 11" and 12" high and sells for $330 with each auxiliary unit priced at $70, said Travis. Vendo was the only firm exhibiting major equipment at the convention. The model also has the bulk operater can profitably operate beverage machines as well as the typical bar candy and cigarette vendor.

Cugognethen also had a new type of cigarette machines in the globe area. The round top, the cap is designed to "speak" oil with maximum efficiency, the cap also being a new capsule with what he termed an "impact" cap. The cap does not have to be locked on the body of the capsule. Cugonethen continued his baseball cap with a new capsule for 500 new additions of individual stars. He also has a new "Gooby" machine, a new machine for limited editions. He is in the humorous and the latter exhibiting various aspects of the market. Thirty-three characters that appear in the King Syndicate comic strips are used in the oldest line of buttons by Penny King.

Altho Green Duck Company, Chicago, did not have a new button re-new button lines, sales manager Ed Jordan said the firm was trying to get a new idea in button design to distributors at the convention.

Other companies were: Crane Gum Company, East Boston, Mass.; Leaf Brands, Inc., New York; Button and Coin Insurance Company, Chicago; Ohio Gum Supply Company, Chicago; and Publix, New York. Of these companies, the machine displays the "Premier" of 1951, the newest machine they are selling.
Chi Coin, Genco Consolidate; All Mfgs. Sales at One Plant

CHICAGO—Chicago Dynamic Industries, Inc., will operate Chi Coin Machine, Genco Manufacturing, and Commando Machine Co. under a single (government) project, under one roof, at the Diversey Boulevard plant.

Announcement was made last week by Sam Wolfberg and Sam Gensbush, presidents of Chi Coin, and Avrom Gensbush, Genco head.

Chicago Coin and Genco will continue to operate as separate entities. But, according to the parties, is being made for greater production efficiency. It will be, according to the officers, save the duplication of services necessary to two companies, and ultimately will result in improved performance and profits.

Genco, according to Avrom Gensbush, will be a full production under the Chicago Dynamic roof within a few weeks.

TWO NEW IDEAS

Bally Baseball, Gun Games Hit Market

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Arbines, Parks
Install Chi Coin Commando Gun

CHICAGO—Harry Glick, in charge of the new Commando Gun division, last week reported that 150 guns delivered to Arcade and Euclid are operating just as he planned, and 75 on order. He said this number includes at least 25 separate Commando gallery set-ups.

Installations already in operation, according to Glick, are at River Park, Chicago; Henry's Pool Hall, Winnetka; Springs Park, Oklahoma City; State Fair Grounds, Birmingham, and the new Springfield, Ill. Park.

In the process of going up are installations at Roseland Park, Canandaigua, N. Y.; two Arcades on Broadway, New York; one on Atlantic Avenue, Los Angeles; one on W. 42nd, N. Y.; one on W. 42nd and 78th, N. Y., and White Oak Park, Oklahoma City.

Looking for Spots

Glick said that operators were looking for spots for the new Commando installations in Arches and kiddie parks. He expects to open 200 guns in 1953.

Joe Kline Heads Coin Division of Jewish Appeal

CHICAGO—Joe Kline, first National Machine Exchange, is the new president of the Combined Jewish Appeal here, which has set its annual fund raising week at Fitter's restaurant for May 21.

Representatives of the agencies:

The National Jewish Welfare Board, including the coin machine industry, movie industry, radio and television, banking industry, and others, will be present at the banquet, and a short talk by Caspar Ayres, Israel, diplomatic aide.

Sam Wolfberg, Chicago Coin and Genco president, is chairman of the combined division.

Others include Harry Balaban, Irving Green, Nate Platt, Jack Harry, Arnold Kivett, Bernard Bernstein, and James S. Klein.

Knoss Levels Charges at AAMONY Group

NEW YORK—Ray Knoss, local counsel for the AAMONY group, has been named an element of the Associated Machine Operators of New York (AMONY) group, the AAMONY membership. He is the first counsel to be named by President Sandy Werthein, who recently stated that he would name a new counsel for the AMONY group. Knoss recently wrote a case for AAMONY in which he challenged the AAMONY conventions of February 13 (The Billboard, March 5). As a result, the AMONY group must now hold new conventions.

The letter reviewed the legal action and charged that AMONY and UFA are illegal in the eyes of the law. The letter held secret meetings between January 25 and February 10 and that the AMONY group must now hold new conventions.

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## Coin Machine Price Index

### How to Use the Index

HIGH AND LOW EQUIPMENT and prices listed below are taken from advertisements in The Billboard for the week ending May 5, 1959. 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 average annual sales. Prices given in the Index are in no way intended to be "national," "set," or offer an authoritative reflection of what prices should be for the equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

### Price Index

<table>
<thead>
<tr>
<th>Coin Machine</th>
<th>Model</th>
<th>Price (High)</th>
<th>Price (Low)</th>
<th>Price (Mean)</th>
</tr>
</thead>
</table>

### MAPLE LEAF SALES

- **Wurlitzer (10/50)** $250.00
- **Wurlitzer (12/50)** $200.00
- **Wurlitzer (15/50)** $150.00
- **Wurlitzer (20/50)** $100.00
- **Wurlitzer (25/50)** $50.00

### MUSICAL MACHINES

- **Heineman (10/50)** $200.00
- **Heineman (12/50)** $150.00
- **Heineman (15/50)** $100.00
- **Heineman (20/50)** $50.00

### SHUFFLE GAMES

- **Coin (10/50)** $150.00
- **Coin (12/50)** $100.00
- **Coin (15/50)** $50.00

### MEAN AVERAGE

The mean average is a computation of the average of the prices of models which have been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average and is considered to be an aid in indicating the low end of a particular price range.

**Mean Average**

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###ј

**Weekly Update:** This weekly update includes the latest coin machine price Index as of April 25, 1958.
Injunction Halts
Newport, R. I., Ban

NEWPORT, R. I. — Pinball operators here have gained a temporary injunction in a superior Court restraining city officials from interfering with operations. Judge Ford B. Perkins, affected a temporary lifting of a city ban against pinball games. The report said that the Newport City Council had voted to close the machines in the first and second readings. Conspiring with the first reading the council appointed Solicitor John F. Phelan admitted that the council was in violation of the charter.

But Phelan argued that the council was not bound by the legal act to deny pinball licenses and a re-statement of the council would be issued until the case was heard on its merits.

It's for a change! IRVING KAYS Super Jumbo Hockey V (Name model) Super Hockey V (Name model)

The clock began ticking again on the machine games with the Bermudian grace with which the second reading changed the language requiring a 2-foot 11-inch sign for machines which were not to be licensed, to "machines that were not to be licensed in an unobtrusive manner."

The petition was brought to the court by Newport Amusement Company Inc., as machine owners, and the O'Brien Movie Company, as operators.

Freeze Location Hot Spots

Contoured from page 128

The Little Rock story is a superb example of how reputable businesses — game operators

Correction

ORANGE, N. J. — A story in the April 28 issue of The Billboard regarding the playing summary of the new National Shellboard Company game is of pressed wood, actually, the playing surface is of laminated rock maple.

Show-co-operated with authorities and newspapers to clean up an unsavory situation which had developed in the last few months, and consequently, pocketbooks — game operators — took steps not taken to correct it.

MONEY-SAVING SUBSCRIPTION ORDER

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

Name

Occupation or Title

Company

Address

City

State

Zip

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
Welcome, O.M.A.  
Visit us in our Morrison Suite and our offices  
Largest Supply of Games in the Midwest!

United Shipping Star  
United Midget Alley  
United Royal B.A.  
United Bong B.A.  
United 6 Stars B.A.  

BINGOS
WANTED  
Late Bings

Empire Coin Machine Exchange
10741 Milwaukee Ave., Chicago 28, III. Phone CLEVELAND 2-6370

Detroit Branch—14344 Fourteen, Detroit, Mich. Tel. Broadway 3-2166

SAVE MORE MONEY  
MAKE MORE MONEY  
Subscribe to The Billboard TODAY!

Indiana Pin Law and Election  
Continued from page 128

When some law enforcement agencies in Indiana, in August, began announcing the operations of a pin company to the firm, Music Operating, Inc., the state distributor sought, in trials, to enjoin the company from operating.

The Indiana Supreme Court of Revision ordered the injunction vacated and remanded the case to the trial court.

The trial court, in 1949, after a hearing, entered an order of the injunction vacated and remanded the case to the trial court.

The trial court, in 1949, after a hearing, entered an order of the injunction vacated and remanded the case to the trial court.

The court also ruled that the injunction could not be vacated as a violation of the First Amendment.

Today, a check of political prospects over the State seems to render assurance of the possibility of an exception, no legislation will be enacted or defeated solely because the court has not been satisfied with any one of the bills in the 1957 session.

The exception may be Rep. Otto Ponger of South Bend, B.B., Jr., who favors the anti-gambling bill, believing in the free play clause in the law.

Ponger’s bill seeks to prohibit all forms of gambling, including dice, cards, and electronic games, which would prohibit the playing of pinball machines by persons under 18 years of age.

What they feared also was that even if the statement remained silent, it would be legal for pinball gambling for all persons over 18.

The Ponger amendment, initially approved by the House of Representatives, was not approved by the Senate and was defeated by the Senate.

What will happen to the Representative’s bill is uncertain. It will be submitted to the Senate, which will have to decide whether or not to pass it, and the bill will be sent to the Governor, who will sign it or veto it.

The Indiana State Police Department has said that it is working on a new anti-gambling device, which will be used to enforce the law.

The device is a large metal box, which can be used to detect gambling devices, and it is hoped that this will help in the enforcement of the law.

The Indiana State Police Department has said that it is working on a new anti-gambling device, which will be used to enforce the law.
M.O.A. SPECIALS!

We ONLY Advertise What We Have in Stock

ALL MACHINES 100% CLEAN AND CHECKED

Refund in 10 Days if Not Satisfied

NOW DELIVERING... THE NEW WURLITZER

Also, for immediate delivery: Chicago's new Electronic Marvel "BATTERY-UP" World's Finest LITETO-MATIC BASEBALL GAME Chicago's Cozy 2-Player Model ROCKETS & ATKINS Pool In. BASEBALL, old roots, new WURLITZER WURLITZER 110 w. 2.50 each AMI 110 w. each 100 25 w. bill box

ACT QUICKLY-ORDER TODAY 1/ with order balance C.O.D. Send for Complete Lists

NEW LITERATURE

DAVID ROSEN

Exclusive AMI & Wurlitzer

955 N. BROAD STREET PHILADELPHIA, PA. PHONE STEVENS 2-2556

SOMEBODY IN THE WORLD... there's a buyer for your... services... or any machine.

Exclusive ROCK-OLA BALLY AND WILLIAMS DISTRIBUTOR

LAKE CITY AMUSEMENT, INC.

4321 Payne Avenue Phone: Hendrixon 1-3277 Cleveland, Ohio

PRICES SLASHED ON MUSIC MACHINES 100% RECONDITIONED 100% GUARANTEED

WURLITZER 2000'S AMI H-200'S SEEIBURG V-200'S ROCK-OLA 1446'S

Big Stock of Over 100 LATE MODEL 100 RECORD MACHINES... SEEIBURG... AMI-ROCK-OLA WRITE-WIRE-CALL

ARCADE

Perfect Machines WILLIAMS RE#!I!! C. C. COIN STEAMSHIP 15 CENCIO CUNE CLUB, New Phone! 15 Clare Lane Model GUNS EXHIBITING WITH BALLY-

WANTED

16 H & S R. B. BOWLER'S SHUFFLE ALLEYS KEY WEST KEY WEST SELL TOY BOX SHOW TIME TRASH COLLECTORS

FIRST COIN OPERATED EXCHANGE 1780 W. North Ave., Chicago III.

Big Beat Boom, Ballad Bloom • Continued from page 123

Tally now of the rock 'n' roll hit parade.

"An example of this is the McGuire Sisters' 'Sugarcane,' 'At the Hop' and 'Get a Job.' Also rock 'n' roll is by no means over, and we think the hit parade listings this week is the result of the whole the trend out from the rock and roll craze was kicked off five years ago with Shake, Rattle, and Roll."

"Ballad singers are now being played very well in this field. Of the grading that established the trend out from the rock and roll craze was kicked off five years ago with Shake, Rattle, and Roll."

"Ballads by Patti Page, Frank Sinatra, Perry Como and Pat Boone are doing well. Take Presley's 'Don't,' which is now. That stayed at a high rating for a long time, and is now getting out the rock 'n' roll singer's list of hits."

"All of these hit songs are spreading through the country to the enjoyment of a broad audience."

Snodgrass • Continued from page 123

"We still get a really good playout of old standards, a good play of pop ballads and the mixtures I've mentioned, but our biggest play is in the rock 'n' roll singer's hit parade."

"A group of rock 'n' roll music fans have been formed by the youngsters, the ones who mostly play the jive boxes in Memphis."

"We get fairly good playout of old standards on singles and E.P.'s, but the new hit songs are the new crop of rock 'n' roll music that seems to be coming from all sides of the country. These seem to be straight rock stuff, and even some Freedom records have raced from the big beat that he started out with that set ten years ago."

"But now tunes that keep the beat, but give more melody and with a hint of ballad type are taking over. I don't know if this is the forerunner to the next generation from the straight rock tune or not, but they still get big play along with the tunes that are a mixture of rock and roll."

Edward H. Newell, owner of Orinet Amusement Company, sent the current situation at still a straight victory for rock 'n' roll with the teen-aged crowd still playing mostly rock records on his music shows. He thinks that sales are up 85 or 90 per cent of the records played out are the play the rock 'n' roll standards and ballads.

Snodgrass said that while the operator may be able to give up a location which he feels could stock out in the future, it is not realistic thinking to continue such operations after month with month with increased competition, the music shows are worldwide."

The members of the association, which now takes in 95 per cent of the phonograph operators in Denver, Colorado Springs, Pueblo, Greeley, Longmont, Loveland, and other larger population centers, are working hard to find a more equitable commission arrangement. They were pleased to hear Snodgrass say that dime stores in New Mexico, together with better competition arrangements have added the operators' confidence in the future.

COINMEN YOU KNOW

DENVER

B-BOB LATIMER

Big commercial bakeries, which employ up to 200 men, are an excellent location for soup, coffee and hot-drink venders, according to Margaret £. Caldwell, owner of Westend Vending. Westend Vending has several such locations in the Denver area. In a bakery where the average employee can have cake, cookies or rolls at any time of the day, a hot, liquid beverage is "bound to sell better," the says.

BUY! METAL TYPERS VENDING ALUMINUM IDENTIFICATION DISC WHY? 2. TROUBLE-FREE OPERATION DISC ONLY 14" x 19"

1316 N. WESTERN AVE. CHICAGO 22, ILL.

ATTENTION JUKE BOX OPERATORS Increase your half-dollar collections by $10 to $50 per week BINKS PLAY STIMULATOR Proven by tests in dozens of locations in the past six months EASY TO PUT ON Write—Wire—Phone WRITE WIRE PHONE BINKS INDUSTRIES 3859 Austin Avenue, Chicago 18, Illinois

WHAT'S NEW IN COIN MACHINES! WHAT ARE THEY GETTING FOR USED EQUIPMENT! WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING!

FISHER SALES & MFG. CO. CHICAGO, ILLINOIS Telephone: Spring 4-3514

M. O. A. VISITORS... LOOK UP YOUR DISTRIBUTOR AT THE SHOE FOR INFORMATION ON SPECIAL INTERESTS!
COINMEN YOU KNOW

Louis Saperstein, remains on the staff of Reliable, while another brother, David Saperstein, is with Market Vending Company.

Jacobson is moving headquarters of Reliable Vending to Puriian and Santa Barbara Avenues, where they will share space temporarily with the Central Vending organization, but remain a separate company and route. Both firms are to be moved subsequently into new quarters at a location to be selected later.

**It's Thrilling! It's New!**

The First REALLY NEW Kiddie Ride in Years

**THE SPECTACULAR!**

**THE SUPER-SAFE!**

**KIDDEE MUSICAL FERRIS WHEEL**

**PATENTS PENDING**

**BARRELS OF FUN FOR THE SMALL FRY!**

Henry Hinte, with Central for twelve years, has been named general manager of the combined operation. Jacobson will be sole owner of Reliable, but his father, Nathan Schreiber, Isaak Jacobson, and Maxine Fisher are partners. Ben Flahenger, a former part

**ATTENTION, MICHIGAN OPERATORS**

NOW DELIVERING

BALLY MISS AMERICA
BALLY ALL-STAR DELUXE BOWLER
BALLY SUPER BOWLER
BALLY TROPHY BOWLER

**POOL GAME COLLECTIONS ARE GREATER WITH IRVING KAYE'S**

Did your pinball collection need a little excitement? Add one of these hot new machines and build the excitement factor in your pinball lines.

**KEVIN-PE: EQUIPMENT COMPANY**

826 Mills Street
Kalamazoo 21, Mich.
Phone: President 5-1131

**KING-PIN EQUIPMENT COMPANY**

7624 Fortennial Street
Detroit 38, Mich.
Phone: University 3-4770

**Attention, Michigan Operators**

I'll be seeing you at the Wulitzer Booth during the M.O.A. Convention.

...Carl Angott

**ANGOTT DISTRIBUTING CO.**

3316 Puritan Avenue
Detroit 21, Michigan
Nickel Capsule Disappearing in Detroit; L. A. Report Contradictory

DETROIT — Nickel capsule vending is disappearing here, even though there were several thousand of machines vending capsules two years ago, a check by Billie shows.

Reasons operators cite for this decline are doubly interesting because capsule vending appears to have been initially encouraged by the city's ban on the mixture of bulk goods and charms. Removing the appeal the trinkets had for children. Detroit operators were quick to use the capsule as the only possible way of vending charms.

A variety of reasons were given by operators to explain the failure of nickel capsule vending. Said Carl Hill, "You have to keep changing the charms in the capsules all the time. Some operators put them out and never changed them. Business will go right down after a couple of fillings."

George Wilson finds another cause at work. "Most kids, when they put money into machines, want something to eat or show Capsules, when they are offered alone, soon wear out. There is nothing to eat."

Henry Lenke, who was in bulk vending for 40 years, feels that the nickel capsule business is a type of merchandise offered. Another operator blamed the failure of under merchandise by Detroit operators. "They threw any sort of lint in it. The children were demanding rings and better things and operators didn't put them in." Harris Gaylord, manufacturer of bulk machines, sees the collapse of capsule vending appears to have been initially encouraged by the city's ban on the mixture of bulk goods and charms. Removing the appeal the trinkets had for children. Detroit operators were quick to use the capsule as the only possible way of vending charms.

The general feeling is that to reach a point of operating both bulk and main equipment simply doesn't work out. The nickel capsule was one of the first to suffer because proper merchandising is time consuming. Whereas an operator merely orders common varieties of nuts, past candies, and ball gum, he must spend time selecting individual capsules or mix.

Some operators protested that they were forced into using interior merchandise. They claim that good charms were not only too expensive but that the supply of new ones was soon exhausted. In order to vary the fill, they claim it became necessary to use cheap substitute filler packs with ball gum and charms for a cent.

A final reason for the decline of the capsule market as simply price, a failure to promote in any way. The bulk ball gum and charms has effort to utilize display cards or inserts within globes that would shower the charms to advantage.

L A. — Contradictory — reports on the status of the nickel capsule was turned up in a spot check of five operators and capsule distributors in this area. The operators feel that the nickel capsule is a decline, but the distributors claim it is proving successful.

Five of 10 operators selected at random do not use capsule machines. The other five all agree that use of inferior capsules is primarily responsible for what they call a "slow" drop off in capsule vending that had a high point some months back.

The five operators are almost unanimous in their opinions even the one reported capsule machines constituted only 2 percent of his total vendors, and another reported that they made up more than 50 percent of his route. All except one felt that the nickel capsule itself is large enough to be a practical vending medium. Only one of the groups said he would be interested in a capsule machine.

Sharp Contrast

In sharp contrast to these operators stand Bert Fraga, Standard Specialty Company, and Ted Fadul. William J. Newman, Inc., however, is not showing any flat in capsule vending. He pointed out that the capsule is not going over very well — citing use of inferior merchandise by dealers. As a reason he claims that demand for the nickel capsule has not diminished. He reports that rings are the most popular capsule item in the California area. He says further that the quarter capsule is doing well in some locations.

Fraga is in general agreement, allowing that a switch by some operators to the slab capsule is proving successful. He reports that operators in general are doing well with the slab capsule and are using three different makes of machines to vend it. He, too, states that the quarter capsule is making progress, claiming that use of merchandise with a utility rather than a strictly novelty value is mainly responsible.

It is interesting that five of the capsule operators are in almost complete agreement with five major distributors in different parts of the U.S. (See The Billboard Aug 29). These distributors all felt that use of the nickel capsule is decreasing, citing apathy on the part of operators and the use of inferior merchandise as the main factors responsible.

The adjoining articles are the second of a two-part analysis of the status of the nickel capsule in the U.S. This week the situation in Detroit and the contradictory opinions by operators and distributors in the Los Angeles area are detailed.

Last week the outlook of seven distributors throughout the country was presented. Five of the distributors felt that the nickel capsule is on the decline.

Let's Play Ball!

BASEBALL GAMES

KEENEY'S LEAGUE LEADER WRITE

WILLIAMS SHORT STOP WRITE

GENCO HI-FLY $1.50

GENCO CHAMPION 165

WILLIAMS STAR BASEBALL 95

WILLIAMS PENNANT BASEBALL 115

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 rollovers and into slots to score. Exciting "Outer Space" theme . . . adjustable single replay.

OTHER HIGH-SCORING GENCO FAVORITES

'FUN FAIR' Exciting Pinball Game

'GUN CLUB' Moving Target Rifle Gallery

Genco MANUFACTURING COMPANY

323 N. ASHLAND AVE. * CHICAGO 14, ILL.
Bally Baseball, Gun Games
• Continued from page 128

spacemen that fall back when hit solidly.

At the firing action mount, the target field shifts from one phase to another, offering light-up satellite targets that blank out when hit and light-up planet targets.

The head target scoring during the “attack” phase, awarding 500 points each, the “satellite” phase, scoring during the “alert” phase, earns 3,000 and 4,000, and the final targets, scoring during the “caution” phase, are good for 1,000.

Target field is illuminated by fluorescent lights from rear and foreground.

The game has a glass-enclosed cabinet, measures 65 by 25 inches, 85 inches high. The gun-matching lift is out for servicing as a single unit. Balls are batted out from the gun by a special solenoid device, providing a popping sensation.

Big Inning

Big Inning, a two-player baseball, has one player pitching, batting or single player doing both. Players press buttons to pitch (steel ball pops up from pitcher’s mound and speeds toward plate) and to bat (nonautomatic bat swings at ball).

Eight light-up ball markers in the outfield change their scoring values when men are on base, ranking up plays from outs to triples when hit.

A trap at center field shoots the ball into the stands for a home run when hit. Light-up ball players circle bases and score runs on hits.

WANTED

Bingo Mechanics!

STEADY WORK! GOOD PAY! NO DRIFTERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to Box 924
THE BILLBOARD
185 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

KIDDE Rides for Sale
F.T.W., Chicago and Los Angeles

In operating conditions. All parts complete.

All the news of your industry every week in The Billboard...

PRERESSION PUCKS

MANUFACTURED FOR SHUFFLEBOARD AND ALL BOWLING GAMES

We’re specialists for making King-Size Pucks

Manufacturers of Quality Pucks since 1924

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7924 S. Chicago Ave., Chicago 17, Ill.

PHONOGRAPHIC

Saxophone /¥200 $635.00
Saxophone /¥100, converted to /¥1 Receiver $715.00
Saxophone /¥10, 200 $795.00
Saxophone /¥10, 1000 /¥1000 $55.00
10" Oxford Speakers—Like New Walnut Cabinets $2 for $14.00

These Phonographs and Scales are now on location.
We are the original owners. They are not trade-in.

3929 S. 56th St., Chicago 18, Ill.

GAYCOIN DISTRIBUTORS
4860 Woodfield Ave.
Temple 3-2000 Detroit 1, Mich.

VICTOR

TRIPLE VIEWER

Greatest Name In Bulk Vending
Now Offers You the SENSATIONAL TV

25¢ Vendor Featuring
The “TRIPLE VIEWER”
YOUR "WHEEL OF FORTUNE"

Which displays the next 3 sections of merchandise to be emitted. TV vends attractively, and high-quality merchandise at 25c per play . . . in VICTOR’S "WHEEL of FORTUNE".

* * *

JUKE & GAMES OPERATORS
Here Is A Natural

To augment your dwindling receipts right in the locations where you now already establish. Piece for pieces . . . the TV VENDOR will provide you with greater profits—per 2 invested—than the equipment you are now operating.

Contact us at once for special Prices on
LOW-INVESTMENT, HIGH-PROFIT opportunities. You will never regret it.

* * *

JOBS—Write us regarding some desirable territory in your state.

VICTOR VENDING CORP.
5701-13 W. Grand Ave.
Chicago 29, III.

Mrs. of the Famous Line of TOPPER Venders
How to Boost 50c Play

In one location after another, Biase was astonished to find nothing but a puzzled stare when he asked employees at such locations as restaurants and cocktail lounges whether they had any idea why the 50-cent chute wasn't being used.

In one spot, for example, which employs seven waitresses during the evening hours, Biase didn't find a single one who remembered his brief instruction on the 50-cent chute, and who, of course, could scarcely be expected to recommend it to their customers. Checking further into the matter, Biase found that the location owner in most cases hadn't bothered to mention the seven-for-50-cents "bargain feature" which the half-dollar chute actually offered.

Somewhat nettled, Biase hit upon a simple expedient to get results. One by one, he escorted waitresses over to the phonograph in restaurant and cocktail locations, handed each one a half dollar, asked her to drop it in the chute and then asked, "Choose any seven selections." This bit of practical demonstration "got them" where endless description apparently didn't. Anyhow, things began to change on all fronts, and it wasn't long before half-dollars were dropping into Biase's coin boxes. Determined to put still more emphasis on the half-dollar feature, Biase bought Mansell a rubber stamp kit, of the type which allows the owner to set up his own messages and printed up small signs, 3½ by 4 inches, to be taped on the front of each machine.

The sign read simply, "Music Sale!—If 10-cent numbers are hard to your pocketbook try our 50-cent special—seven records for a half dollar!"

This clever bit of humor applied directly as a point of sale attraction, functioned so well that within a month's time, every habitation of his lead locations was thoroughly familiar with the half-dollar feature. Now, each one of Biase's locations is showing at least 25 per cent of its take in half-dollars, play has increased across the board, and

M.O.A. VISITORS

MEET YOUR FRIENDS AT FIRST'S "HOSPITALITY SUITE"

MORRISON HOTEL

First in New Games

After the convention, make FIRST your FIRST order of business.

You are invited to visit our showrooms. See Chicago's biggest and finest selection of games. Always the best deals at the right price. See the new 1958 Introduction "Cocktail Cafeteria."
**WELCOME VISITORS to the M.O.A. SHOW**

**Be Sure to See Us at Williams**

**BOOTHs 68-69**

A cordial welcome awaits all distributors and operators who visit our plants located at 4242 W. Fillmore Street. See and inspect new Williams games in the making.

![Williams Logo](image)

**CREATORS OF DEPENDABLE PLAY APPEAL**

4242 W. FILLMORE ST., CHICAGO 24, ILL.

---

**THE SATELLITE BY NATIONAL**

**TURNS SPACE INTO PROFIT at a down-to-earth investment**

You'll Thrill to its NEW EYE-CATCHING BEAUTY! You'll Marvel at its NEW ECONOMY "SET-UP" FEATURES! You'll love its NEW BIG-PROFIT POTENTIAL!

Only the Satellite Offers These Features:

- Translucent Lighted Scoring Areas
- Built-in Adjustors
- Folding Legs For Quick Set-Up
- Pool proof Automatic Play Control

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**SHAFFER MUSIC COMPANY**

849 North High Street
Columbus 8, Ohio

**NATIONAL SHUFFLEBOARD CO.**

291 Cleveland Street, Orange, New Jersey

Orange 2-9100

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**AMUSEMENT MACHINES**

**MAY 5, 1958**

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**COINMEN YOU KNOW**

**Miami**

By PAUL DANIEL

Sandy Moore is in from New York to visit with Harry Kirkendall. Continental Machine Corporation, booth at the convention was the site for weekly meeting of the local group. Willie Blatt presided and the attendance was large. Harold Roth and Dave Roth played host. Joe Isenberg, Al Kahn, A. Amato and B. R. Sanders all agreed that it was tops for a meeting place. The Old Gold party made the evening complete.

Howard Greenberg in from New York, ready to set up shop for Viking Export, will do business with South America from Miami. Dan and Betty Witham are expected.

---

**JOE ASH says:**

**POOL GAME COLLECTIONS ARE GREATER WITH IRVING KAYES**

Eldorado

The industry's finest Pool Table.

- Pocket pool table. 4 x 8 high-impact plastic reinforced pockets that are hard to break.
- Pool cue set with 6 slim, 48" billiard cues. 6 pool ball set for use with cue set.
- Reversible pool table. Flip over for shuffleboard.
- 6 or 12 point charts. 6 point for pool. 12 point for shuffleboard.
- Save your pool table. 6 or 12 point charts available.
- 6 or 12 point charts for use with cue set.
- Come and see us at your nearest AMOA Booth.
M.O.A. VISIT BOOTHS 27-28 TO SEE WHY Valley 6-POCKET POOL TABLES and BUMPER POOL (R) LEAD IN QUALITY and EARNINGS!

Valley SPECIAL 6-POCKET

Valley DELUXE 6-POCKET

Valley SALES CO. (Sales Affiliate of Valley Mfg. Co.) 333 MORTON ST., BAY CITY, MICHIGAN

HERE'S SOMETHING DIFFERENT FOR YOUR LOCATIONS GOTTLIEB'S

ROCKET SHIP

FEATURING

4 Flippers With Exciting, New "Full Playfield Action"!

Taken from the rocket age... the ball is blasted to top playfield in two stages. Bottom flippers fire ball to mid-field where booster flippers add additional kick to carry action back to top of playfield. See your distributor today for a demonstration of this colorful, exciting, new feature!

Plus—ROTO-TARGETS that:

- *Life letters in R-O-C-K-E-T S-H-I-P carry-over feature
- *Score Specials when name is completed
- *Score 100,000 to 1 million

2 targets at top of field fire alternately for Roto-Target values

Pop-Bumpers fire for super high score

7 places to split Roto-Targets

High score to 7 million

D. Gottleb Co.

1140-50 North Kostner Avenue - Chicago 51, Ill.

ALL GOTTLEIB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REACTORS
NOW THERE ARE 2 TOP MONEY MAKERS!

And chicago coin Brings You Both!

2-PLAYER Rocket Shuffle

ALSO AVAILABLE IN 1 PLAYER MODEL

NEW ELECTRONIC MARVEL BATTER-UP

WORLD'S FIRST

Lite-O-Matic BASEBALL GAME

UNUSUAL AND NEW 3 DIMENSION MIRROR EFFECT . . . GAME IS ONLY 7'7" YET GIVES THE APPEARANCE OF A GAME 11'11".

NEW METHOD OF SCORING WITH CAPTIVE BALLS . . . 3 in Row—4 in Row—5 in Row—4 Corners DIAGONALS SCORE DOUBLE!

PLAYER DETERMINES WHEN AND IF HE WANTS TO ACCEPT IN LINE BONUS SCORE OR CONTINUE TO PLAY FOR A HIGHER BONUS SCORE!

ADJUSTABLE TO 5 AND 10 SHOTS PER GAME . . . STRAIGHT 10c PLAY.

3 dimension players and green plexi-glass play field simulate a realistic "Big League" baseball diamond!

Animated players on back-glass actually run bases!

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!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of Chicago Dynamic Industries, Inc.
THE BIG PROFIT SEASON IS HERE!

Cash in Now...

with Bally Big Inning

REAL BASEBALL FROM START TO FINISH!

AS EXPERT HITTER PILES UP RUNS

RELIEF PITCHER TAKES OVER

delivering a mixture of curves and straight balls to halt the rally

THIS EXCLUSIVE BALLY FEATURE
EQUALIZES SKILL BETWEEN PLAYERS

insures thrilling, tight ball game all the way

1 OR 2 CAN PLAY

NEW DOUBLE PLAY FEATURE

Target Values Change
with Men on Base

Right now... all over the nation... baseball is in the sports spotlight. And now it is the time to cover your locations with Bally BIG INNING. Fascinating, real baseball action keeps players glued to the game hour after hour. New, exclusive profit features pile up coins in a hurry. Get your share. Get BIG INNING on location now.

REGULAR MODEL

with

DIME CHUTE ONLY

FREE PLAY MODEL

Equipped with

DOUBLE CHUTES

Dime-a-Game or

3 for Quarter

3 FAST INNINGS

Compact Size:

55 IN. LONG

SINGLES, DOUBLES,

TRIPLES, HOME RUNS, ETC.

Simple Batter-Pitcher

Mechanism

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
UNIONED'S NEW SHOOTING STAR

3-DIMENSIONAL TWO-PLAYER SHUFFLE-TYPE GAME

PLAYERS ALTERNATE DURING PLAY

NEW LAUNCH-ALL-BALLS FEATURE
NEW LARGE PUCK

APPROXIMATE SIZE:
7 1/2 FT. LONG
2 FT. WIDE

MECHANISM IN BACK BOX FOR EASY SERVICING

DROP CHUTE COIN MECHANISM WITH NATIONAL REJECTOR ON PULL-OUT DRAWER

UNITED MANUFACTURING COMPANY
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