A NEW DIMENSION IN AUTOMATIC MUSIC

Excitingly new . . . this new concept of style and tone in automatic phonographs—featuring 50c play all the way—packs the highest earning power in coin machine history.

AVAILABLE IN 104 AND 200-SELECTION MODELS
SEE YOUR WURLITZER DISTRIBUTOR

THE WURLITZER COMPANY • NORTH TONAWANDA, N. Y. • Established 1856
The Billboard’s Music Popularity Charts

Charts are an integral part of the comprehensive editorial coverage accorded to the readers of The Billboard each week. They are the pulse of the business. Below and on the next page are brief descriptions of The Billboard’s Music Pop Charts.

HONOR ROLL OF HITS

This chart ties together all of the various means by which a tune is projected into the national picture. The Nation’s Top Tunes, therefore, are comprised in accordance with record sales of all available versions on the market, sheet music sales and disk jockey performances on the air. These three factors are then weighted in relation to their importance to a tune’s popularity. All available versions are listed, but the Best Selling record or records of the particular tune are pinpointed. This chart is basically a programming chart and is used by jockeys each week around the clock all over the world. Juke box operators and dealers, however, also find this listing useful in that a particular record of the tune may not be available in his area. He can, therefore, in order to capitalize on the tune’s popularity, select another version from this chart.

BEST SELLING POP SINGLES IN STORES

This chart lists the top 50 best selling records in the nation. This is a record chart. Sales recorded for both sides of a particular record are added together in the final tabulation. This information is based on actual sales to customers at the dealer level. Each week a scientific national sample of retail record outlets is selected and assignment go out to the interviewers. All dealers are personally contacted. They record their sales via the diary method. All results are air mailed to our main office for fast tabulating. All steps are under the direct and continuing supervision of the School of Retailing of New York University.

PACKAGED RECORDS BUYING GUIDE

The complete Packaged Records picture is presented on this page. Both the Best Selling Pop LP’s and EP’s are based on actual sales at the retail level. These charts are, like others, under the direct and continuing supervision and control of the School of Retailing of New York University. The Most Played Pop LP’s by Jockeys chart that appears on this page is based on weekly jockey questionnaires. The final selection of this page—Review Spotlight On—are the new packages that have been reviewed during the past week which, in the opinion of the music staff, have been specifically selected as the “cream of the crop.” They are the LP’s and EP’s which merit prime consideration from the dealers, jockeys and, in the case of EP, juke box operators. Other reviews follow in order of merit.
MOST PLAYED BY JOCKEYS

As a result of a weekly survey of the nation's disk jockeys, the top 25 most played sides are pulled together to make up this listing. The jockeys are asked to list the times on records that they have programmed the most in the past week. These are tabulated in The Billboard's main office in Cincinnati via the latest Remington Rand punch card equipment. In this chart, while the flip (or reverse) side is also listed, the sides are tabulated on their own merit. If both sides of a record merit a listing, they are listed in their proper position on the chart.

TIPS ON COMING TOPS

Here is the Record Industry's most complete guide to future best selling pop singles. There are two important features about The Billboard's reviews. One, all records that are received each week are reviewed and second, each record receives at least four spins. Three of these spins are for the entire staff in session while one is by a reviewer in his home. In order to receive a Spotlight, the disk must be voted in" by a majority of the staff. All votes are then recorded to check the accuracy of each individual's votes. All records are rated based on their commercial potential.

OTHER CHARTS

There are 12 other charts, including This Week's Best Buys and Coming Up Strong which complete the blanket-type coverage that makes The Billboard the Communications Center of the Music Industry.

JUKE BOX PROGRAMMING GUIDE

Here is a chart designed specifically for the Juke Box Operator. It lists the top 30 best selling pop single records, the top C&W and R&B records—not duplicating the C&W and R&B best sellers that appear in the Popular section—and the Operators' Best Buys and New Releases. The purpose of the chart is to give the operator one place to look for the up-to-date information he requires in order to service his locations. All records that are added are placed in a bold line box with NEW HIT therein.

TOP 100 SIDES

In accordance with the N.Y.U. School of Retailing system of recording sales at the retail level via the diary method, the dealer puts down the side of the record sold that the customer requested. Thus, this chart is a tabulation by sides only 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 Selling Pop Singles in Stores chart. This chart therefore is a good source for jockeys and operators.

C&W Best Sellers in Stores

C&W Territorial Best Sellers

R&B Best Sellers in Stores

R&B Territorial Best Sellers

TERRITORIAL BEST SELLERS

In this chart the results are also based on actual sales at the retail level. When compiling the information for the Best Selling Pop Singles in Stores, the sales are recorded on punch cards and the particular area is also punched into the card. The cards are then run thru the Remington Rand equipment a second time to pull out the sales in the various territories covered in this chart. All titles are listed in alphabetical order. Each city listed takes in the entire metropolitan area of that city.

Most Played C&W by Jockeys

Most Played R&B by Jockeys

Best Selling Sheet Music in U.S.

Best Selling Sheet Music in Britain

Best Selling Pop Records in Britain
### YESTERYEAR'S HITS... '52-'57

A list of the 10 hits of each of the next three months for the years 1952 thru 1957. Source for these listings is The Billboard's Honor Roll of Hits.

#### MAY
1. Blue Tango  
2. Wheel of Fortune  
3. Kiss Is a Guy  
4. Kiss of Fire  
5. Blacksmith Blues  
6. I'll Walk Alone  
7. I'm Yours  
8. Any Time  
9. Pittsburgh, Pennsylvania  
10. Be Anything (But Be Mine)

#### JUNE
1. Kiss of Fire  
2. Blue Tango  
3. Here in My Heart  
4. I'm Yours  
5. Kiss of Fire  
6. I'll Walk Alone  
7. Delicado  
8. Wheel of Fortune  
9. Blacksmith Blues  
10. Be Anything (But Be Mine)

#### JULY
1. Kiss of Fire  
2. Here in My Heart  
3. I'm Yours  
4. Auf Wiedersehen, Sweetheart  
5. Delicado  
6. Blue Tango  
7. Walkin' My Baby Back Home  
8. Half as Much  
9. I'll Walk Alone  
10. Maybe  
10. Batch-a-Me

#### 1952
1. Song From Moulin Rouge  
2. Doggie in the Window  
3. I Believe  
4. April in Portugal  
5. Pretend  
6. Your Cheatin' Heart  
7. Ruby  
8. Seven Lonely Days  
9. Till I Waltz Again With You  
10. Say You're Mine Again

#### 1953
1. Wasted  
2. Cross Over the Bridge  
3. Make Love to Me  
4. Young at Heart  
5. Get So Lonely  
6. Little Things Mean a Lot  
7. Answer Me, My Love  
8. Man With the Banjo  
9. Secret Love  
10. A Girl, a Girl

#### 1954
1. Little Things Mean a Lot  
2. Wanted  
3. Three Coins in the Fountain  
4. The Happy Wanderer  
5. Hernando's Hideaway  
6. Young at Heart  
7. Cross Over the Bridge  
8. If You Love Me  
9. I Get So Lonely  
10. I Understand Just How You Feel

#### 1955
1. Unchained Melody  
2. Ballad of Davy Crockett  
3. Cherry Pink and Apple Blossom White  
4. Dance With Me Henry  
5. Melody of Love  
6. Whatever Lola Wants  
7. Tweedle Dee  
8. How Important Can It Be?  
9. Play Me Hearts and Flowers  
10. Sincerely

#### 1956
1. Heartbreak Hotel  
2. Hot Diggity  
3. Poor People of Paris  
4. Ivory Tower  
5. Blue Suede Shoes  
6. Themes From Moonglow and Picnic  
7. Why Do Fools Fall in Love?  
8. Lisbon Antigua  
9. Magic Touch  
10. Standing on the Corner

#### 1957
1. Love Letters in the Sand  
2. Bye Bye Love  
3. So Rare  
4. Teddy Bear  
5. Old Cape Cod  
6. Dark Moon  
7. White Sport Coat  
8. It's Not for Me to Say  
9. I'm Gonna Sit Right Down and Write Myself a Letter  
10. Around the World
Along with the "balanced" line of dependable phonographs

ROCK-OLA

presents the most sensational innovation in the coin-operated phonograph industry in 25 years!

SEE IT

at the ROCK-OLA Booth

MOA CONVENTION CHICAGO

Model 1462
50 Hi-Fidelity Selections

Model 1458
120 Hi-Fidelity Selections

Model 1465
200 Hi-Fidelity Selections

ROCK-OLA MFG. CORP., 800 North Kedzie Avenue, Chicago 51
increase earnings in every location with...

SEEBURG DUAL PROGRAMMING

With new Seeburg Dual Programming there's a proper place to program both singles and EP album records.

There's a profitable place, too, because with Dual Programming plus Dual Pricing

...singles are programmed in the lower display panel at one price

...EP album records (two tunes per side) are programmed in the upper display panel at a proportionately higher price.

The SEEBURG '201'  
The SEEBURG '161'

The SEEBURG CORPORATION  
Chicago 22, Illinois
Big Columbia Issue: Brigadoon, Sinatra

By REN GREYATT

NEW YORK—Don’t kid yourself. If you think program- ming is getting any better because many stations are playing a few top hits, rock and roll records, you’re as wet as the desert floor. These doles are long on quality and short on taste. In general, there’s a jock who can cut his own tracks. “Are they all that bad?” you might wonder. Some are better than others. “Better than the others” is the same as saying, “Better than the dirt.”

Lucy Raynem, a new album by the famous Raynem sisters, has a few of these worst records. The Raynem sisters are a group of four women who have been singing together for several years. They have a strong following in the music industry and are known for their harmonious vocal arrangements. The album includes a variety of genres, from pop to jazz, and features Raynem’s signature harmonies. It is available in both vinyl and digital formats.

Classics in First British Stereo Disks

LONDON—The first stereo disks from the Pye Group will be issued in June. The Pye Group consists of Pye Records, Pye North, and Pye South. The disks will be produced in the 12-inch format and will feature a variety of artists, including the Beatles, the Rolling Stones, and the Who.

Decca is another company that has been working for years on stereo records. E. R. Lewis, chairman of Decca, has stated, "We feel that our new line will be a big hit."

GAC Takeover Of Dale Near

NEW YORK—The takeover of General Artists Corporation by the GAC Agency is expected to take place by the end of the month. After months of negotiations, the two companies have agreed to the terms of the deal. This acquisition will allow the GAC Agency to expand its operations and increase its market share.

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

By BERN GREYATT

NEW YORK—Don’t kid yourself. If you think program- ming is getting any better because many stations are playing a few top hits, rock and roll records, you’re as wet as the desert floor. These doles are long on quality and short on taste. In general, there’s a jock who can cut his own tracks. “Are they all that bad?” you might wonder. Some are better than others. “Better than the others” is the same as saying, “Better than the dirt.”

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NEW YORK—With all the talk about stereo disks, stereophonic sound, monaural, binaural and trackless tapes, a layman's glossary to stay on top of the terms is in order. Here, it is, almost technically language as far as is human to go.

1. Stereophonic Sound: Multiple sound source. To achieve stereophonic sound, a technique late in the twenties is recorded so that separate microphones pick up the sound via different stereo channels. It is played back through two or more separate amplifiers and speakers. It gives the listener two or more sound sources out of the other. Some examples of stereo sound in motion pictures are Cinemiracle, Cinematechnicolor and Cinemascope, all three of which are mean stereophonic sound.

2. LP: The present LP or 45 r.p.m. records are examples of minimal sound. The sound is played back on one amplifier and one speaker. When multiple speakers are used, the sound is played back on two or more amplifiers.

3. Stereo LPs: The major American record firms and most of the foreign firms offer stereo LPs on their disks. These stereo LPs look like the monaural LP, but the grooves contain two signals, one for each stereo source, one on the left side and one on the right side. To play this disk to achieve stereo results requires a special cartridge, two amplifiers and two more speakers. With a single signal source only the one speaker is used from the two speakers the sound he hears approximates a real balance as found in the concert hall.

4. Companding and companding amplifier: An ideal compading amplifier would give as good reproduction when played between 20 and 20,000 cycles as it will when played on a music speaker when the recording was made. The opinion of most engineers, this has not been achieved.

SPA SETS MAY 13 FOR PACT TALK WITH PBS

NEW YORK—The Songwriters Protective Association has scheduled talks with the broadcasters, in line with the formulation of a radio music policies, Tuesday afternoon (May 13) at the Association's headquarters here.

On May 22nd, a report from Arthur Lincoln Lane, a copy of the letter which was dispatched to the Association's headquarters, will be used to discuss the matter with SPA members. The report, as indicated in the letter, is on the part of SPA that representatives of the Music Publishers Protective Association would like to discuss their situation, there was no indication on page 111 of the respective negotiations on the contract issues.

Top Talent Set At C&W's Annual Fete

MIAMI—Country music disc jockeys' associations will hold its annual fete in Miami Beach, June 15-19, to be held at the Coconut Grove on May 27.

The fete, to be held at the Cocoanut Grove, will open at 10 a.m. May 26th, at the Everglades Hotel, and will continue until the 19th. It is expected that record executives, radio disc jockeys, and other personalities will be in attendance.

The fete, which is sponsored by the Country Music Disk Jockeys' Association, will open May 27th with a reception.

The fete will conclude with a dinner dance at the Coconut Grove on May 29th, and will give the association an opportunity to discuss the matter with SPA members. The report, as indicated in the letter, is on the part of SPA that representatives of the Music Publishers Protective Association would like to discuss their situation, there was no indication on page 111 of the respective negotiations on the contract issues.

D. Barker Writing For Barbara Cook

NEW YORK—Urania Records has signed Barbara Cook to a recording contract. Miss Cook is best known in the music industry as "the most popular" for a series of albums. Barbara is a native of the United States and is a graduate of the University of Southern California. She has been turned into a country music radio show disc jockey and is a member of the Country Music Disc Jockeys' Association.


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Stamps

Weigh ASCAP Plan: Fixed Fees on Jukes

WASHINGTON — A letter from counsel Herman Finkelnburg of the Licensing Society of Authors, Composers, and Publishers, encl. March 31st, 1958, to ASCAP's counsel, concerns the possibility of a lawsuit by $5 to $5 per year in performance royalty, other than the $200 per booking payable in consideration of use.

The ASCAP counsel's letter was, in turn, based on a rate scale suggested at a National License Beverage Association meeting in March 1957, at which a noted copyright lawyer, Green, brought up the NLBA figures at the meeting. These proposed fees were as follows: 

- $200 for use of three records or less, 
- $25 for use of those holding a record of NLBA making 

The ASCAP attorney proposed that within this approximate range, the "precise formula" was one that the parties should make allowances for smaller and rural operators with original programming acclaim as the maximum.

A statutory ceiling, the licensing groups would have to divide the per-box formula agreement among themselves, or be joined by a "consistent" operator. The ASCAP could also pass during the term or term of the ASCAP group's term, which would allow for increases in the scope of operations.

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DISTRIBUTOR NEWS

BY HOWARD COOK

J. J. Schneider of the Perry Shankle Company, RCA Victor distributor in San Antonio, lists "Torens" by Julita La Rosa and "Kawpia" by Perugia as new releases. The company's program of "A Boopin' in the Sack Contest" to promote the recording of the song by the Lane Brothers. The gimmick is to write a squib about Why? and King Records will send you a "M-G-M" record.

Jim Lee, Southern Bearing & Parts Company, Columbia Distributor in Charlotte, N. C., reports that John Lumberland's "At Susie's House" heads the sales list of new Columbia records. "Sweet Sugar Lips" by Jill Corey and "I May Never Pass This Way Again" by Jo Stafford are also going well.

Tom Thom of Majin Distributors, Inc., in Milwaukee states that "Pretty Baby" by Guio and Cina on Mercury is blazing. Other strong items are "Lonesome Boy" by Ron Harvey on Window and "Lennyl" by Joe Bocca onot, which is considered to be their hottest strongly. "The Livin' End" by Scott Engel on Oriel is strong. Fastest- selling item is "Thank Heaven for Little Girls" by The Platters on Mercury and "George Wright Plays South Pacific" on Hi Records. The company is about to begin a heavy promotional campaign for "I'm Sorry I Made You Cry" by Connie Francis on M-G-M.

At Music Suppliers of New England, Inc., Boston, Gordon Diorisborn lists "La La" by the Ceodos on some among his top sellers. "Sidewalks" by Sue Thompson on ABC-Paramount is one of the strongest new plotters on this market. J. J. Schneider reports that ABC- Paramount has been getting a favorable reaction. "I'm Sorry I Made You Cry" by Connie Francis on M-G-M is a new winner. Stewart's in the sound track of "Dr. Jivago" on M-G-M. "Ella Fitzgerald Sings the Duke Ellington Songbook" on Verve is also selling well.

NEW YORK SCENE: Al Levine, Ideal Record Programs, Inc., has his new release, "I'm Sorry I Made You Cry" by Connie Francis on M-G-M. The firm already has gone thru 25,000 copies of this record and it is still selling strong. "Who's Sorry Now" by the same artist is still going well. "Long Legged Ladies of Labrador" by Marty Caff on M-G-M is moving. Toni Carroll's waving of "Dreamville" on M-G-M is selling well. Other items include "El Rancho Rock" by the Champs on Challenge, "How Will I Recognize Her" by the High Chaparral, "The Queen on Chock, and "Non Dimentico" by Joe James on M-G-M. Strongest albums are the M-G-M sound tracks of "Gigi" and "Hansel and Gretel," and the ABC Sound track of "Sparling."
**The Billboard**

**REVIEWED**

**Sally Blair Highly Inflammable**

Donna Arden's production at New York's Lasky Quarter is a fast-moving, colorful revue. The show is reminiscent of the old Sallie Blair, Bethlem recording artist, and features several well-known entertainers. The cast is deftly handled by an energetic and talented company. The show is a hit, and is already becoming a crowd favorite.

**OPERAS**

"Sussannah" Packs Disk Potential

'Sussannah', Carolee Floyd's musical drama, is a powerful, dramatic work that is sure to be a hit. The story is based on the biblical story of Susanna, and the music is masterfully scored. The structure is simple and direct, with roots in the folk and gospel traditions.

**LOCAL TV**

"Juke Box Jury" Lacks Spontaneity

The "Juke Box Jury" show is a modest success, but lacks the spontaneity and urgency that made the original show popular. The judges are too predictable and the guests are not as engaging as in the past. The show is safe and predictable, but lacks the edge of the original show.

**REVIEWS**

**Mulligan Bright Spot On Timex Jazz Show**

By BOB ROLONTZ

*The New York Times*

Jazz legend Mulligan was the star of this Timex Jazz Show, and his performance was a bright spot in an otherwise lackluster program. Mulligan's saxophone playing was flawless, and he was able to bring passion and emotion to even the most humble tunes.

**Vocal Pentameter and Jazz Don't Jell at Five Spot**

By BOB BERNSTEIN

*Kansas City Star*

The Five Spot, New York's most adventurous new jazz bistro, has been the scene of many a memorable performance. One of the more notable was the appearance of Kenneth Rexroth reading poetry to jazz. Rexroth, the poet and critic, brought a fresh perspective to the jazz scene, and his poetry readings were a hit.

**Smart Affairs of '58 Romp at Deauville, Pulls Crowds**

By TOM NONNAN

*Chicago Tribune*

The Smart Affairs of '58, a film about the glamorous world of high society in the 1950s, was the talk of Deauville. The audience was captivated by the story of the life of a young woman, and the film was a huge success with both critics and audiences.
NEW YORK — National Telev is Attributes is reporting mulling the idea of "tape syndication" of TV programs for use in new TV channels in the New York area, WWW, TVS, etc.

One in particular being discussed as a "talk programming" platform is a marketing usage, a "pepsi family" or "juke shop" where new syndicated content has been arranged in the manner of a network's prime time programming.

For example, who has been与发展 his new WWW Radio channel, is in talks with someone who wishes to syndicate to other WWW stations, Proprietor of a company that syndicates programs.

The WWW Station has been up for asyx as a "world family" of music, handling local and national programming.

The WWW Station set up has been geared for a break in the still-limited TV market of "music" syndication in the form of a "package deal" to the "Headline Album of the Day," and the "Headline Album of the Night," respectively.

The idea, hatched by program chief Norman Katz, works like this: Each day, program staff prepares a show that remains; secondarily, the show is selected by the station director, for an "album or an LP," or to receive the following day's selection. Then a selection from the show is broadcast on each major market, 6:00 a.m. to 8:00 p.m. or midnight, making the "Headline Album of the Day" and the "Headline Album of the Night".

So far, Capitol Records has been the biggest spotted in a week. Since March, the Station has been of the WWW show, and has had the "Headline Album of the Day" to a number of "Headline Album of the Night," and has had the "Headline Album of the Night.""...

New Music Debuts WWL TV Stereo

NEW ORLEANS — A locally produced, syndicated show, "The New Music Debuts," was recently announced by WWL Radio.

The show, called "The New Music Debuts," is a 15-minute program featuring local musicians, composers, and performers.

The show will be broadcast on WWL Radio from 7:00 to 8:00 p.m. every Monday night.

The New Music Debuts WWL TV Stereo was created by WWL Radio and developed by the WWL Radio staff.

The show will feature interviews with local musicians, performances, and music news.

Listeners can tune in to WXW Radio at 106.3 FM, or watch the show on WWL-TV channel 12.

The New Music Debuts WWL TV Stereo is available for syndication and is being broadcast on WXW Radio in New Orleans and WWL-TV channel 12.

The New Music Debuts WWL TV Stereo is a prime time programming platform for local musicians and performers.

The show will continue to expand and include more local musicians and performers, as well as music news and events.

The New Music Debuts WWL TV Stereo is available for syndication and can be heard and seen on WXW Radio 106.3 FM and WWL-TV channel 12.

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BUSINESS BUCKS PHILHARMONIC

One of the best-kept secrets in the country is the New York Philharmonic, which is contributing $18,000 for four Venice-born classical pianists. The New York Philharmonic was formed over 160 years ago, has basked in the other $5,000. The American National Theater and Academy, under whose auspices the Metropolitan's trip was taken, received the money. The orchestra started its tour in Paris last Tuesday (29) and will reach London on March 13, 13,000 miles in all.

BUSY WEEK FOR HUB CLEFFER

Leor Morris, Boston's peripatetic clarinetist, who is on sab-

SERT, is returning to his native land to record with the Orchestra of Israel. He will be accompanied by the Jerusalem Symphony Orchestra and conducted by Daniel Barenboim. The concert will be held at the Jerusalem Auditorium on December 19, 1987, at 8 p.m. The program includes works by Beethoven, Mendelssohn, and Chopin, as well as a new work by American composer John Adams. The concert will be broadcast live on radio and television, and the concert will be available on CD.

New York

The Devils of Dixon made their third trip to New York last week to appear on the TV show " Tonight's the Night" last Wednesday (30) on CBS-TV, and Thursday on the David Letterman Show. The Devils, which are a popular band with many young buyers, were also the exclusive performers at the West Side Pavilion in Chicago today for the MDA Convention. The group's new album, "The Devils of Dixon," was released last week. The band is known for their high-energy performances and their ability to engage audiences with their unique sound.

Ted Harris has been appointed production manager of the club-circuit promotion for the Columbia Records label. Harris has worked with such artists as Bruce Springsteen, Van Halen, and the Rolling Stones, and has been involved in the promotion of over 100 concerts in the past year. He will be based in New York City and will oversee all aspects of the promotion, including touring, ticketing, and advertising.

FOLK TALENT & TUNES

B. BEN GREGG

Around the Horn

The Johnny Cash show winds up its tour of the Maritimes provinces of Canada at St. John, N.B., on Saturday (10) and hopes to close in N.Y., for a Monday (13) date at the Majestic Theatre. The show opened in Vancouver on January 28 and has been a hit wherever it has appeared.

Marlboro Wick, songwriter and entertainer, who is a re-
cent graduate of the Eastman School of Music in Rochester, New York, has been invited to participate in a songwriting workshop at the University of California, Los Angeles, this summer. Wick, who has written songs for such artists as Barbra Streisand and Frank Sinatra, will be working on a new album of original material. The album is expected to be released later this year.

Bill Sachs

When it's time to hit the road for your next gig, don't forget to pack these essential items to ensure a smooth and successful trip:

1. Travel essentials: passport, driver's license, and any other important documents.
2. Entertainment: a good book, music, or other forms of entertainment to keep you occupied during long drives or layovers.
3. Comfort items: a comfortable pillow, blanket, and earplugs to help you sleep during long journeys.
4. Safety kit: sunscreen, insect repellent, and any necessary medications.
5. Communication: a fully charged phone and a portable charger to stay connected.
6. Healthy snacks: a variety of healthy snacks to keep you energized during the trip.

Remember, planning ahead and being prepared can make the difference between a successful and a stressful trip.
**Mercury Hypes '
Wing for $1.98**

CHICAGO — Mercury Records last week fell in with the trend to $1.98 recording, with the reissue of the first part of the label's series of $1.98 discs. A dozen packages are due for shipment to distributors June 24. The 12 packages will be handled as the Mercury distributors previously the live-off-the-air discount structure, and will be merchandised from local dealers on a direct-to-the-public chain, department store drug, variety store and record-jobbing outlets.

The 12-inch LPs will contain at least 12 hands of material or the equivalent, and the major will be developed from previously unreleased masters, successful old singles and to a limited extent from packages withdrawn from $3.98 class.

Four-color kochromatic are to be used, and the $1.98 records will come in individual polyethylene bags. Records will be continued in paper sleeves.


**Develop Paper Record, \textit{Claim High Fidelity}**

**CHICAGO**—A paper disk with packaging for the record trade has been developed by Edward Van Buren, the Van Buren stude bester. The record is pressed on a 12-inch blank disk which can be printed in four colors. The record can be cut out squarely and will be, if the inventor is as he is, the basis of a new disk with regular disks. Quality of the disk is due to special molds that Buren has had made.

It is understood that the disk will be available in different colors and sizes, pressed on one side, on a four color stock, in quantities of 100,000 each. At the present time two large firms are negotiating for a quantity of the paper disks, at 12 50c each, for use as dealer promotion pieces, or in some samplers for new re-leases.

**Blues Veteran On Good Time**

**HOLLYWOOD**—Good Time Jazz inked an exclusive recording pact with folk singer Jesse Fuller and the first package due for release this Fall will be "Jesse\textsuperscript{'}s Country Songs."

A vet one-man band, Fuller is the only artist to record a series of traditional blue images. On a label last week reported that sales of the first album, sold through Jimmy Johnson's have already surpassed any pre-vious albums of the latest and Contemporary Records. Acc-ording to sales vice-president Bob Willis, the album has been sold in 127 songs and elected a "must-buy" disk by the listeners and Contemporary Records. Ac-}
Angel ‘Greats’ - Continued from page 2

The ‘Great Recordings’ series includes works by such performers as Kreisler, Schnabel, Casals, Prokofiev, Fischer, Chaliapin and Mito.

May release marks the album
marking the 40th anniversary of the Carl Orff opera, ‘Der Mond.’ Produced... under the supervision of the composer with tenors Rudolf Christian and Paul Kletzki, the album included music by the Philharmonia Orchestra under Wolfgang Sawallisch. Other sets included ‘The Rite of Spring’ by Igor Stravinsky, ‘Cantilena’ by Benjamin Britten, and ‘Fly Me to the Moon’ by the Brooklyn Philharmonic, with Rudolph Kemen枣 conducting, and Tchaikovsky’s ‘Symphony No. 4 in F Minor’ by the Philharmonia Orchestra, Constantine Silvestri, conductor.

Firm is offering dealers a
browser box display of the ‘Great Recordings’ series, later holding up to 50 sets in all. Additional display material, supplements and reprints are also available to dealers.

Decca Dozen - Continued from page 2

Rhino featuring a group of
renowned German Brass Bands. Jazz releases include ‘Blues and Brazil’ with Elmer Bernstein and ‘Holiday’ ‘Holiday for Jazz’ ‘Sea Shells’ featuring Peggy Lee with harp, and ‘Let Yourself Go!’ Mark Murphy, compose the vocal albums in the group.

Additional releases in the release in-
clude ‘Fifty Memorable Melodies,’ ‘A Jazz Concert’ Les Blevins, his piano and obo in ‘Holiday for Can-
da’ ‘废物 With Me!’ by organist Ethel Smith and pianist Bill Snyder with ‘Sweets and Lovely.’ Sales aids are in line with those issued with previous month’s Decca releases, and include rectangular display pieces, featuring lithos with a spring motif and salmon-yellow kits, presented as a lace-up boxed piece, silk-screened and with the same spring motif as used on the display pieces.

Victor Issues - Continued from page 4

up a lot of extra sales at the 99-
cent price without hurting the 93-
cent discount.

Mercury Records was ready to
follow the Victor pattern with a release of the Bach ‘Saint Matthew.’

British Stereo - Continued from page 6

Pierre Monteux, Polish violinist
Helen Snyders, Robert Stolz and the Vancouver Philharmonic in 50th

World’s Fair Polka

JULIEE

CHICAGO

I LOVE YOUR PONY TAIL

CHIP FISHER

RCA VICTOR

From the Album “Music for Happy People” by
ALBMOOR ORCHESTRA

WALTZING SKATES

TO QUEEN

Decca

From the Album “Moonlight Madness” by
DANIEL DE CARLO ORCHESTRA

SHADOWS

From the Album “This Old Pig” by
JEAN “TOOTS” TEILEMANS

COOL AND EASY

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JULIEE

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I WANT YOU TO BE MY OWN

CHIP FISHER

RCA VICTOR

JUPP KLEBER

JULIEE

WELCOME POLKA

SWISS KANTON POLKA

BIG BEN BANJO BAND

CAPITOL

THE WAYS OF LOVE

BEVERLY ANN GIBSON

IMPERIAL

SOMETHING SPECIAL

JOHNNY GEE

RAMA

I LOVE YOUR PONY TAIL

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De
OHIO STATE FAIR PACS BROAD NAME ACT PROGRAM

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

COLUMBUS, O. — The Ohio State Fair has signed one of the most ambitious name bills ever presented here for both its grandstand and coliseums. Robert Johnson's Tennessee Five will perform for two weeks. Show was lined up by O. E. Music Corporation of America Inc.

Headlining will be the Lennon Sisters, Tom, Dean Martin, George Cole, Bob Crosby and Molly Bee, who will be supported by a long list of additional acts, some of them in for the run of the fair in a day or two each.

The basic bill for the grandstand show will include the June Taylor Dancers (28), the Jimmy Dean Orchestra with Leon, Francie Bunin, Tippin and Colbin, the Ken-Twins and Ben Alexander as encore.

Lennon Set

Also in for the first two days will be Erin O'Brien, while the Lennons will move in for the final three days. Additional acts for the first two days will include Sands along with George (Cahley), Haye, Sky King and Penny, Horst Castle and Joe Jackson Jr., and possibly Bob Mathis. Paddy will be in for the third week, and Golliwog will be in for the fifth and sixth weeks. A name is yet to be set for the week of July 1 to 15. Possibly one of the featured acts on the fair.

Crosby and Molly Bee will head up the Coliseum show which will be in session during the fair. Other acts will be announced in three days. Also on the bill will be Roger Williams, Johnny Cash, Faron Young, Backers-Doubt-Emmitt, Little Phillips and his crok.

Smiley Burnett will be the fair's special attraction. Joes expected that they were still negotiating for another major attraction which has further announcements within the near future.

Gooding Amusement Company, this city, will again provide the midway attractions during the fair which will be held August 22-29.

CRISTIANI DRAWS BUSINESS IN RAIN

3 Capacities at Kingsport; Bristol Straws; Blows 1 Day

BRISTOL, Tenn.-Va.-Cristiani Bros. Circus rolled up a huge gross for the week despite continuing rains and the loss of one of the tents. The tested circus placed some full straw, family and midway shows.

Weather wasn't so kind at Oak Ridge Thursday, but the show was booked for Friday and Saturday (23-24) using a mid-town lot. Deep mud and heavy rain caused the last two shows to be washed out. Friday shows, but on Saturday the show gave a good performance and half house in the afternoon and full house at night.

Kingsport, Tenn., on Monday (28) brought a huge parade crowd to the downtown streets-plus a total of more than 15,000 patrons for the day's performances which were packed in. Day's gross was about $17,000, according to the show, and the strong business was picked up despite a day-long drizzle.

NEW LOOK

CNE Gardens Busy On Face-Lifting Kick

TORONTO — The grounds of the Canadian National Exhibition here are undergoing a face-lifting which will give the 1958 exposition a new face.

The parks department has closed roads, planted additional trees, and laid out new flower areas in a broad beautification program. The old fountain—long a meeting place for exhibition patrons—will be removed and replaced in a new location.

A Hockey Hall of Fame as an added feature of the exhibition's Sports Hall of Fame recently was unveiled by the vanity of owners of teams in the National League. The addition of the Hockey Hall of Fame will greatly enhance the exhibition, exhibition spokesmen pointed out.

"The Dairy Queen," winner of the exhibition's "Dairy Queen Contest," this year will be sent in October to England, where she will represent the CNE at the Royal Agricultural Show.

Major attraction for the exhibition's grandstand already have been set. Danny Kaye will headline the final two days, and the Vermont Symphony Orchestra will be included.

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

WILLOW, N. J. — Carson Arcade Park, which opened Palm Sunday, is undergoing an extensive expansion and refurbishing program, R. M. Edwards, general manager, announced. Business since the show has been okay when the weather permits.

The open area at the Arcade is being modernized. The new Roto Rides has been opened that it operates 10 feet above a concession building. Under the ride are 12 concession stands housing soft drinks, ice cream, candy and other foods, dogs, cats, eggs weight and age, handwriting analysts and gadgets.

The expansion of the park has completely re-built and moved to the old Diamond Location. Newly designed and installed, the park was installed plus automatically operated by engineers, increased capacity andunchanging. An entirely new sign has been erected and new sign and fence has given the ride a complete new look. The Carson Afternoon will be devoted to kids rides. Between it and the Bubble Bumper is the Grant Smack Truck, and the Fretted building has been razed and a new two-story Dark Ride is being built on the site. The ride will have a three-dimensional front and over 3,000 lights in addition to such neon lighting.

NEW RECORD

A-H Ships 27 Rides In March

NORTH TONAWANDA, N. Y. — The Allan Herschell Company has set a new one-month shipment record, delivering six new Arcade Rides and 21 other new rides to clients during March.

Six of the Rides went to Benson Wild Animal Farm, Hudson, N. Y., Franklin Park Zoo, Washington, Ky.; Griffin Amusement Company, Jacksonville Beach, Fla.; King Pin Amusement Company, Detroit, and two others to clients in Kansas City, Mo., and Dallas, Texas, Arizona, N. M.
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 25. The two principal halls have been modernized, the building is being air-conditioned and a new exhibit area wing is being added in the $3,000,000 program. S. & S.'s military band attraction next season will be the Queen Elizabeth's Scots Guards and the Pipers and Band of the Grenadier Guards. Their first engagement in this country will be at the Eastern States Exposition, Springfield, Mass., starting September 13.

On the occasion of its second anniversary, the New York Coliseum reveals that more than 8,000,000 people have entered since the exhibit halls opened. More than 60 events have been in the Coliseum in the two years, and some of them had spectacular results.

For example, the Motor Boat Show released attendance figures any in the first time in its half-century of operation and revealed that the 389,000 people of 1936 represented a 10 per cent increase over 1935. The International Flower Show doubled the number of exhibitors. The Radio Engineering Show was a turn-away, with 60 firms unable to get exhibit space.

The International Automobile Show had 250 models of cars from seven countries. Sales of new cars were six times the 1935 figures. Hardware, Hotel and Business shows set new highs. Eleven shows are scheduled this year which did not run last year.

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

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

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

Sports Show Pulls 40,000 At Topsfield

TOPSFIELD, Mass. — The Essex County Snowmobile Show, held at Topsfield Fairgrounds, breaks a three-year record with a reputed attendance of more than 40,000 during its four-day stand April 17-20. The peak day was Thursday, a higher than usual figure. Drop in attendance was due to the change in the area, exhibitors reported, that the actual boat sales outdistanced the past three years. Already 15 of the 20 exhibitors have or signed up for space next year.

Entertainment attractions included band concerts, handcarved trophies nightly, dog-dog races and various other sporting events. Cool, dry weather helped to chalk up the record attendance. joggers Kirkland Land was open for the event and exceeded its 1935 gross by 12 per cent.

The show was sponsored by the Danvers Fish & Game Club and the Topsfield Fair. In charge were Paul Cameron, Topsfield Fair general manager, Walter Larkin and Joseph Hoit, chairman of the club.

Cardston Rodeo Inks di Paolo

CARDSTON, Alta. — Grandstand performance at Cardston's Rodeo, July 14-15, will be presented by Paolino di Paolo's KIDDIE Enterprise, Calgary. It will be di Paolo's 12th time at Cardston. On August 8 the Cardston Agricultural Society will sponsor the Canadian Daddevilla Rodeo show.
NEW MODERN AMUSEMENT EQUIPMENT
KIDDE RIDES
ADULT RIDES
MINIATURE TRAINS
ROLLER COASTERS
FERROUS WHEELS
Merry-Go-Rounds
SHOOTING GALLERIES
Write for descriptive circulars

FOR SALE
Lusse Auto Skaters
Front wheel drive—good operating condition. These were tested on new Atlanta and Chicago shows. Can be used elsewhere as no Society registered and guaranteed.

HODGES' FAST
LOADING KIDDIE'S DELIGHT DOLLARS
HANDB CAR RIDES
The ride that is proven on your own lot before purchase.

Lawrenceville, Ill., Sets Attractions For May Jubilee

COPENHAGEN — Dybbakkers, north of Amager, are ready to open their new midway for the season, which opened on May 24 with a Carnival, featuring the ‘Wonders of the World’ exhibit, and the ‘Circus of the Stars’.

200 Attend Flirty Party

CHICAGO — About 200 persons attended the Flirty party for the Fiftieth wedding anniversary of Mr. and Mrs. George Flirty. The reception was at the Shomer's League of America clubhouse.

Canada Fairs Organize New Prairie Loop

MOOSE JAW, Sask.—Moose Jaw has joined with Swift Current, Lethbridge and Fort MacLeod and offer an additional 30,000 square foot show, with shows and events, greater over-all illumination and the latest in decorative novelties. The hotel is also starting construction on an additional $500 room that will total facilities to 900 rooms and suites by October.

Danish Spot Has Okay Weekend Bow

The ride 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 the top executive of the group, Ernest C. Stellings, T.O.A. president. The convention and exposition will be held October 21-25 at the Hotel Americana, Miami Beach, Fla. The trade show is again offering a discount of 500 per booth of rental charges to any firm that is a member in good standing of either association.
PORTABLE POWER CORD

NEW TOP QUALITY!

¾ in. 133 Strand Portable Cord in
120 Length—$2.00
60 Length—$1.50

Many others. Cables Are Available
From Our Change Stock. Call Usfor
All Your Electric Wire Needs.

UNITWIDE COMPANY

1200 Paulina St.
Chicago 12, Illinois

TENTS

Many between
409 St.

Wilson Line
Seek Hike
In Most Fares

BOSTON — Substantial in-
creases in ship fares between
Boston and Nantasket Beach andBoston and Providence have
been requested by the Wilson Line
in a petition to the State De-
partment of Public Utilities. The line
operates these sailings between
May 30 and Labor Day.

Increases asked over 1937 fares
would hike children's fares from
60 to 90 cents; adults from $1 to
$1.45 for a single trip. Round trip
would cost adults $2.20 from $1.75
and children $1.50 from $1.
The increase asked on the Friday
Saturday and holiday moonlight
dance cruises is from $1.50 to $2.
The Providence rates would be
boosted proportionately.

The only unchanged rate in the
petition is the 10¢ per mile
voyage ticket between Boston and
Nantasket which would remain at 80.
Increases in group fares for firms
clubs, etc., are also raised in the
same proportion as the passenger
fares.

TV Disk Jockey
Sets Outdoor

P. A. Jaunt

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

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

MOOSE JAW, Sask. — Aut
Swenson's Thrillride has been
signed for the opening afternoon
of the Moose Jaw Exhibition, July
8-11.

A rodeo under the direction of
Gerry Myres will be the afternoon
feature on the final three days.
Sieben Bros.' Circus and Carni-
val will be on the midway for the
first time and Bob and Paolo's
K&O Enterprises will present the
evening grandstand show for the
second season.

Prior to the fair, drainage facil-
ties at the grounds will be imprv-
ed and the grandstand roof will be
repaired.

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

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

Moose JAW INKS SWENSON
FOR OPENER

Commando Machine Gun

Quality Engineering Features More Than Both 36-Inch Any Steel

• EAP CONSTRUCTION - RADIATOR OPERATED - No Troubled
with Even Exposed Parts at Any Time
• Steel Ball Cleaner Takes Out Grease - Operation - No Trouble
for Thousands of Dollars
• Hopper in Own Hold - 8,500 Rounds of Steel Balls Per Day
Ten Times Bigger Balls Per Day
• Tackle Only Seconds to Learn and Service Any Part of the
Cost of Machine
• Adjustable Inclination From Short To Long Shot Or Bore On Or
Off End of the Shot
• More than 2000k a Day for General Service - 100k in daylight
For General Service. 200k Per Month for Manufacturing

Commando Machine Gun Can be Ordered with Various Calibers
and Configurations. All types except of steel suitable for
100k a Day for General Service.

UNITED STATES TENT

AND AWNING CO. Established 1870.
Over 60 Years of Specialized Experience
MAINEN Brands FACTORY DIRECT FLORIDA
Circus — Carnival — Concession — Any Size — Any Type
THE LOWEST PRICE CONSISTENT WITH QUALITY
S. A. JOHNSON
1630 S. EMERSON AVE
MAYWOOD, ILL

TICKETS

ROLL ON MACHINE PADDED, FACE STAMP AND RESERV.
SAY TICKETS ALSO

PARKING TENTS FROM $5.00 - $7.00 NUMBERS, COUPON BOOKS, WATER KINGS, AND LANDMARK TENTS — ALL TYPES AND SIZES.

ELLIOTT TICKET CO.

888 Minnesota St. N.E. - Minn. Minn. Phone: 2490

THE BILLBOARD

MAY 5, 1958

GENERAL OUTDOOR

15

311 W. 7TH ST., RICHMOND, VA.

311 E. THIRD STREET
CINCINNATI 5, OHIO

SNO-KONES—CANDY FLOSES—APPLES—POPPCORN

IF YOU CAN'T FOLD ONE OF OUR NEW SUGARLESS DIET & BROADWAY CANDY, WRITE US. 136, 36, 519 TO 1410 W. COLUMBUS AVENUE, CHICAGO 25, ILLINOIS.

GOLD MEDAL PRODUCTS COMPANY


BLOWERS

ELECTRIC

AIR

A. E. WALTZ

TENTING & NEW HOME BUILDERS

501 S. Main St., St. Louis, Mo.

The Billboard

PAPYRUS' SUPPLY CO. OF PHILA.

SEND TODAY FOR OUR 1958-59 CATALOG

TENTS

Many between 409 St.

 wilson Line

Seek Hike

In Most Fares

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Het IS MAKING HISTORY!

Chatter All Profit
Records in AMUSEMENT
Parcels.Tents, Carnival
Accessories and Amusement
PARKS!

New "Wonder Attraction"n
n
SNO-KONES—CANDY FLOSES—APPLES—POPPCORN

IF YOU CAN'T FOLD ONE OF OUR NEW SUGARLESS DIET & BROADWAY CANDY, WRITE US.

GOLD MEDAL PRODUCTS COMPANY


BLOWERS

ELECTRIC

AIR

A. E. WALTZ
RICH BROS. DISPLAYS OFFER YOU THESE EXCEPTIONAL FEATURES:
1. Largest creations in breathtaking aerial art.
2. Brightly illuminated ground displays.
3. Huge variety of skillfully planned shows that will captivate even the most experienced operator.
4. Every display is supplied fully assembled.
5. Each display is specifically designed to set up and run independently.
6. These displays are covered under property liability insurance.
7. Display is not affected by outside weather conditions.
8. Displays can be changed nightly for repeat performances.

SECRETARIES AND ENTERPRISE CHAIRMEN: WRITE FOR OUR BIG SPECIAL CATALOG

RICH BROS., INTERSTATE DISPLAY Fireworks Co., Dept. B-B, Box 2445, Sioux Falls, South Dakota

Notes: Beverage Dispensing Equipment exclusively since 1896
21st Oak Barrel Stainless Steel Cans

SELF-CONTAINED DISPENSERS
Draws a finished COKE or PEPSI, both creamy and solid ROOT BEER and PLAIN SODA.

NEW CORK SHOOTING GALLERY OFFER WITH MOVING TARGETS, 4 GUNS, 1,000 CORKS

A rugged and dependable shooting gallery, ready for use with 2 sturdy Parris Kadet Shoottite surmounting gun. Latest Kord Target Pickets and 1,000 corks. Gallery is set up and used as small as 4 x 8 ft. Easy to move or use—simply open lid and plug cord into 110-volt circuit and gallery is ready to go.

RUGGED, PORTABLE MOVING TARGET
Complete Shooting Gallery Outfit With Moving Targets, 4 Guns, 1,000 Corks

PARRIS MFG. CO.
BAYLAWN, TENNESSEE

NEW! CORK SHOOTING GALLERY
-10 DAY FREE TRIAL

FREE TEST

PARRIS MFG. CO.
BAYLAWN, TENNESSEE
COMING EVENTS

Fort Worth Makes Ready for June Cele

FORT WORTH — The stockade area of North Fort Worth will be transformed into a town of the old west for the third annual Frontier Days Reunion and Celebration, which begins under way June 1. Store fronts in the area are being converted and plans are under way for the installation of an Old Western museum and panorama.

The rodeo, to be presented by Tommey Broom & Roe's stocksy in the North Side Coliseum for four days, will be the only event for which tickets are to be sold. Plane calls for a carnival fun zone, passing out of silver dollars as change by the merchants and old-time bands on corners. Riders will hitch their horses and rats and square dancing will be held in the streets.

Regina, Sask., Sports Show Pulls 14,500

REGINA, Sask. — Regina's annual Sportsmen's Show, which closed a six-night run Saturday at the city's stadium, drew 14,500 customers, for $121.960. Tickets were $1 for adults, 35 cents for children.

Event, sponsored by the Regina Kiwanis club, was presented by KRD Enterprises, Calgary, Alta., under the direction of Bob di Paolo.

Steiner Denies Rumor of Rodeo
In Ebbe's Field

CHARLOTTE, N.C. — Rodeo producer Tommy Steever Friday night denied reports that he is interested in producing a rodeo in Charlotte's Ebbe's Field.

The denial came on the heels of an estimated 40,000 record attendance at the 4th RCA-sponsored World's Championship Rodeo April 25-27 at Windywood, Salem. N. C. Steever is featuring Dill Brothers' "Wells Fargo" TV show in his rodeo. He reported that he showed his shirts, also featuring Robertson, was "very well." The show, with Robertson, is set for a 14-week engagement in Shreveport, La.

Swift Current Posts $3,900 Rodeo Purse

SWEET CURRENT, Sask. — For the second time in as many years, a $3,900 rodeo purse is up for grabs in Swift Current during the third annual Frontier Days rodeo July 21-23. The purse is the largest ever given to a rodeo in the province and is being sponsored by the Swift Current and District Chamber of Commerce.

In Fond Memory of J. L. (Joe) Frank

In Loving Memory of MARGARET OSBORN

WELLs-James L., former rodeo operator, on Coleman Bros.' Shows, April 24 in Albany, N. Y., following a long illness. Burial in Long Island Village's Cemetery.

YATES—Harold A., 69, lived as a Musical Clerc in St. Louis, Mo., recently, survived his widow, Marianne.

MARRIAGES

BUSBY—HANCOCK—Jimmie L. Bush, son of Tom and Ann Bush, and Doris Eda Hanson, daughter of Carl and Dorris Spies, April 19 in San Antonio, Texas. Both families are with Celina & Wilhams Shows.

GATTIS—RAINEY—Glenn Rains, concessionaire on Johnny's United Shows, and Helena Rainey, formerly night club operator, April 20 in Miami.

SEASONAL OR YEARLY INSURANCE NEEDS FOR:
- CARNIVAL RIDES
- PARK OPERATORS
- KIDDIELANDS
- CONCESSIONAIRES

生鲜 Wide Claim Service
Premier Partyline Weekly or Monthly
Why pay more than your share?
SEND FOR DETAILS
CALL OR WRITE
"MIKE" LAW
LAW BROTHERS
135 South LaSalle St., Chicago, Illinois Phone: Frank & 4-1170

DO IN A DAY
On Candy Trees
Our NEW PERFECTION and PIONEER Tree Candies work for Picture and Film Industry
ELECTRIC CANARY FOOD MACHINE Co.
P. O. Box 207, Nashville, Tenn.
Jet
Propelled
Profits!

Here’s a gold mine for you…. Allan Herschell's Sky Fighter.

A sensation when introduced, this prefabricated amusement park and skating rink is a combination of fun and profit. Youngsters can’t resist the fascination of riding in one of the trims, high-flying jet fighters and “flying” the realistic crackling guns. With the aid of fluid drive, planes make smooth take-off. Then they are lifted 4½ feet into the air by a hydraulic mechanism. Kiddies soar, and so do profits.

KIDDE SKY FIGHTER

"World's largest manufacturer of amusement rides"

164 OLIVER ST., MIDDLETOWN, N. YORK

ALLAN HERSHEY

COMPANY, INC.

MERRY-CO-ROUNDS * MINIATURE TRAINS * BOAT * AUTO * PORTABLE ROLLER COASTER * SKY FIGHTER * TANK * UNICORN & BUGGY * JELLY CATERPILLAR * HOVERCRAFT * ROADWAY RIDE * ROCKET * TWISTER * 18-20 CAR * RECORD PLAYER * RECORDS * TENTS * RIDE TOWERS * CANVAS

New Game CRO-BOWL

Placed with number one losing team in the game of Bowl and a $1,000,000 pay-off awaits anyone topping its score. The whole world has been waiting for the first CRO-BOWL, and it’s here at last.
C. S. GARDINER CRO-BOWL GAMES

1811 CASS STREET DETROIT, MICH.

New Game SKATING RINGS

In的心之王

HAVE SPACE

For two or three major Rinks for 1958 season, May 20 Labor Day Dec. New million dollar projects. Engaged in construction of small Rinks in March 15th. All State Parks, Boston, Penn., Kansas City, St. Louis, Chicago, Toledo, Cleveland, Detroit, Milwaukee, Chicago, St. Louis. Available: KODAK, PARAGON, ORION, MODERN, SPOTSLITE, CRYSTAL, ETC.

WEDGEWOOD VILLAGE

P. O. BOX 752, OKLAHOMA CITY, OKLAHOMA

50 YEARS OF ROLLER SKATING

TOUR

MAY 1-7

601 E. RANDOLPH AVE.

BILTMORE-

THE BILLBOARD

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

MAY 5, 1958

75 May Take
P ark Group's
European Tour

CHICAGO—About 75 persons already have indicated interest in making the proposed trip to Brus sels with the World's Great Circuses and European fairs (proposed as the National Association of Amusement Parks, Pools and Beaches. John Bowman, executive secretary, says that it is still too early to announce a finalized itinerary but that it is likely the group will make Brussels, the Oktoberfest at Munich, Blackpool in England and the Trolden at Copenhagen as well as other places.

Parades Has
Gag Writers

PARKESBURG, N. J.—This annual park was held Saturday in the New Jersey Ham mer Conference and Clinic, sponsored by the National Association of Gagsters, George O. Lewis, of the association, and they plan to lift the gags of the county to hold similar laugh contests.

ROLLE RUMBL INGS

Det. Arena Diversifies,
Adds Driving Range

DETROIT—Extending its scope of appeal to skaters and driving enthusiasts, the Motor City's largest rink in the world, located at the Detroit Skating Rink Club, has added a 100-foot driving range to its facilities.

The new range will accommodate 150 skaters at a time, and is designed to appeal especially to young drivers who will have the opportunity to practice golf between skating lessons and rink sessions. The range will also provide some diversion while waiting for skating lessons, or between sessions, or taking a lesson.

Another special service for drivers who competes in the range with their young drivers is the installation of five sewing machines in the range. This will give the drivers a chance to do custom sewing while the skaters are busy on the range, particularly during lessons hours, as many mothers will drive the children to the rink and wait to bring them safely home.

Presentation of "Fantasy Fantasies," the night of April 21-22 as the annual benefit show for the club, proved the popularity of modern ice skating and ice rinks in the area.

The proceeds, with the $1 admission, went toward the benefit of the dish club's driving fund to enable skaters to go to various championships, including the national championships under the Rollerskating Rink Operators Association sponsorship.

The rink had a case of about 125 skaters, and used a series of events designed to present the skaters from four under age groups, their best specialties.

First major event of the program was "A Night in Spain" built around the styles of noted Spanish stories, the past and present, presented as skaters. A Ted Lewis musical, "La Cienega," followed, with Betty Downey in the title role, and four-year-old ballerina Kathy Leahy winning a big hand.

Feature of the performance was a new musical, "Munich in the Sky," starring Dick Forsman and Charlotte Wahlstein in the lead roles, and Jack Directors, Betty Martinez, Jim Carroll, and Kenny Looma, and Johnny Bell. The orchestration was by John Backus, and the singing was by the Kenny Bell Band.

The show was directed and produced by Jim Carroll, assisted by Ralph Jules, Gail Locke and Bill Hate. Music was by organic Rustell Bevel and costume design was by Jules Looma and scenery design by Dick Forsman.

Special guests for the opening night were "The Jet" Circuit Judge Joseph Schwartzman, Judge John D. Watts, Miss Joyce B. Rollins, President, Miss Joan Rollins, Pentecost, Mich.; Walter Evers, director of skating and rink operations, and W. F. Reves, the Billboard, and Mrs. Reves.

The evening included the official confirmation of Jim Carroll as the only president of the association, presented by Edward Martin. Carroll has been a teacher for 14 years, having been with the RSRA president, at Arena Club, and has achieved a fast and reliable record in turning out gold medalists. He has been head professional at Roller Skating Arena and well known throughout the state as well as that of manager. The range is operated by three partners, John Martin, and H. E. Riman, with his sons John and Manny Lax, with Kepes as general manager.

Heart Attack Takes

LAKE ORION, Mich. — Edward Nolan, operator of Nolan's Roller Rink here, died April 23 of a heart attack. He started in the business at a disastrous run in 1943 for the late J. O. Riggle, who operated Riggle's Rink here, formerly known as Backlund's Rink. Upon Riggle's death in 1955, Nolan bought the establishment, modernizing it about two years ago. He was a member of the Roller Skating Rink Operators' Association of America. He is survived by his widow and children.

Jerry Bell Rock at
Walled Lake's Rollery

WALLED LAKE, Mich. — Jerry Bell, veteran rink man and manager of Walled Lake's Rollery, proposed that spot April 20, and will also double as public promotion manager for the park. This is Bell's 15th year in skating. He was born in Coldwell, Minn., who was third place in the RSBOA national speed skating meet at Detroit, 1955, Skates at Roller Skating Arena Club, Detroit.
HUNTINGTON, W. Va.—Het-zer's Theatrical Agency has been appointed to provide the night grandstand show at the Missouri State Fair, Sedalia, Jimmy Hetzer, president, an- nounced. Show will give five perfor- mances during the week of the fair.

Final negotiations for the contrac- te were closed recently in Chi- cago between Mr. John Pevlu, fair manager, and Danny Graham, Chicago talent agent.

Michigan Assn.
Course Draws
Big Turnout

LANING, Mich.—One of the largest turnouts on record marked the 11th annual short course on fair management at the University of Mich- igan on Thursday and Friday (3-25) by the Michigan Association of Fairs and Exhibitions.

Sherman Reed, association presi- dent, also announced that the 12th annual short course on fair manage- ment will be held at the University on Thursday and Friday (October 7-8). Reed re- ported that the 11th annual short course was held in cooperation with the Course, which has arranged fordisplay of pictures and discussion of the final project, the 31 FAIRS.

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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 Exhibi- tion grounds. Steel will be erected and roofed in during the month of July. The stand will have double the capacity of the old wood grand- stand which has been demolished. The Yorkton Agricultural and Industrial Exhibition Association, Ltd., has given the Yorkton and District Chamber of Commerce permission to use the fairgrounds August 11-14 for the annual Hinn-Rama, which will help mark the city's 75th anniversary.

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

BRANDON, Man.—Prime Min- ister John Diefenbaker will offi- cially open the 53rd annual Inter- national Exhibition in Brandon on June 30. He will also open the Red River Exhibition in Winnipeg June 21.

Missouri State Pacts
Hetzer Night Show

WATERLOO INKS GAC-HAMID ACT PROGRAM

WATERLOO, Ia.—The National Dairy Show Committee here has awarded the contract for its entertain- ment program to GAC-Hamid, Inc., will bring in a va- riety of farm-related acts. Fair camps and Brothers. Previously, the con- tract was awarded to a firm being named to Barnes- Canham Theatrical Enter- tainers, Inc., of Chicago.

Humboldt, Sask., Names New Secy.

HUMBOLDT, Sask.—Dan Stuckel, has been appointed secretary of the Humboldt and District Agricultural Society, succeeding Mrs. E. Kitcher who had held the post for five years. President is Don Lohse.

31 ENTRIES

Gene Autry Signed
By Three N.C. Events

NEW YORK—The Gene Autry Show has been signed as the featured attraction for the North Carolina fairs, George Hamid Sr., 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 run. The show will also play the South Carolina State Fair, Columbia, N. C., for four days and four nights and at 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.

Weyburn Mulls
Plan for 275G
Aud Building

Weyburn, Sask.—The Wey- burn Agricultural Society has expressed interest in building an agricultural auditorium at the fair grounds and efforts will be made to make the project a community one. Three members of city council have been named to work with the society on the project.

Estimated cost of the building is $275,000. Some of the money would come from federal and province. Large donations of this nature were used during the annual three-day fair.

Young Inks
Knoxville

CHICAGO—Entire Young, GAC-Hamid sales representative here, announced last week that he has been named to the 31 FAIRS.

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CARNIVALS

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

MAY 5, 1938

CRAFTS APPOINTS
Larry Ferris Mgr.

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

NORTH HOLLYWOOD, Calif. — Larry Ferris has been appointed manager of Crafts 20 Big Shows replacing Frank Warren, who sold his interest in the show to Mr. and Mrs. Ovville N. Crafts and Roger Warren, who had operated the organization opened last week (20) in Fillmore Park, a Los Angeles County fair ground, at West Coast shows, joined the Crafts organization as assistant manager of 20 Big Shows, and Joseph (Red) Dauer was named advertising manager.

Crafts announced that the exposition unit, managed by Roger Warren, will be added to the 20 Big Shows this week and be housed in redwood in City, July 2-6. The unit is composed of the Nola and six circus and animal rides and at least three shows, including a winter quarters including Penny Arcade. Unit will move into redwood City from Vallejo, where it has been shown at the Solano County Fair.

Ferris joined the Crafts organization in 1935. He formerly operated his own show, Ferris Great Show, and was later associated with the Frank W. Babke United Shows. Ferris will handle mail and The Billboard on the 20 Big unit.

ROYAL INKS
R-B GORILLAS

Tampa, Fla. — The Royal, according to the sign, was modelled by two gorillas from the Ringling Barnum & Bailey Circus as a back-end attraction and was reported here last week. The animals will come to the show with their trainer, and it is understood will join in time for the Memphis Carnival which opens May 4 for Royal.

COLEMAN BOWS
At WQ Town

MIDDLETOWN, Conn. — Coleman Bros. Shows opened its season May 4, at WQ Town, a recreation ground here Thursday (24). Show was here on the Art of Honey Bee, high act and all-fodder life, as the free attraction.

SLA Auxiliary
Past Presidents
Mark Birthday

CHICAGO — The Past Presidents of the Ladies of the Auxiliary of SLA has celebrated their 14th birthday with a recent supper at Mario’s Cafe. Past presidents included: Lois B. Brown, Chickie Warren, and Mrs. Fred Allen.

Lucille Hirsch handled all arrangements. Evelyn Hack donated handkerchiefs as table decorations, all done by Dorothy Kennedy, new president of the Auxiliary, and Miss Helen Monson, secretary.

Ida Chace took the door prize donated by Harriett Horan, Mrs. Hirsh, Miss Mary Hirsch, and Mrs. June Monson. Mrs. Hirsch, Mrs. Miers, and Mrs. Horan donated all the prizes.

Skerbeck Name
Hits Road for
101st Season

ESCANABA, Mich. — Skerbeck’s Amusement Company will open its season here next week at the site of a fire in the upper Peninsula State Fair grounds last October (28).

The 101st season is ringed with the 30th anniversary of the opening of the establishment in 1904. Since the founding of a back-end menagerie has been in operation here and will join with his shows and will also manage four office-owned units, assisted by R. Neil Allensburg.

Several new tractors and trailers were purchased recently.

Paul Pittman, general agent, in due to his supervision the promotion program which this year will include more newspaper advertising than in any previous year.

Adding to the staff are Benno Glass, concession manager; Don Picket, Jr., advertising; Bob Miller, controller; Leo Skerbeck, ticket taker; Les Morgan, advertising, and Bob Brown, advance work. Some names not shown above included Bill Erickson, Mr. and Mrs. Sam Stanford, Lyndall Deans, Mr. and Mrs. Bob Mears, Margaret Hoffman and Gordon Handes.

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TENNESSEE VALLEY SHOWS

OFFERING A CONTINUOUS ROUTE OF PAYROLL TOWNS
WHERE THERE IS NO RECESS

Will book Live Pony Ride, no other kid rides. Want to book Octopus, Tilt, Counter (see Jack). Want family-type amusement, have in your own. Want Concession Operator for Inside Girl Club. Will book Bingo, Diggers, Age and Scales, Lamp or Bear Pit, Ball Game, Swinger, Nail Store, Cat Racks, P.C. of all kinds, one Mini Camp. All Hanky Parks open. Will book Wheel if you have Hanky Parks. Can place Again. Civilized Shows that can take orders. Picture Frame, Buckets, Swinger, Gurnee for Picture Frame. (Mr. Tops, call.) Rebel, call me.

TED MEADOWS
General Manager

A. C. HILL
Concession Manager

CHARLIE GRIGGS
Business Manager

Cookeville, Tenn., May 5-10; Bowling Green, Ky., May 12-17

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

BEAM'S ATTRACTIONS


CONCESSIONS—All types Hanky Parks can be booked. Glass Pitch—Novelties—Hi-Stakes—Cutted. SHOWS—Have beautiful 60' trailer front and 60'6" top for good attraction. Also Top for side show and plenty of other tops. What have you? Help—Merri-Go-Round Foreman who can cut it. Top wages. Second Men also for Merri-Go-Round, Fly-Otters, Tilt, Octopus. Average wages if you can drive and have license. FIRST CLASS MANAGER FOR COOKHOUSE—ALSO GOOD CRIDDLE MAN. Concession Agents for Hanky Parks. All replies to

STEVE DECKER
KENERIDGE, VIRGINIA—THIS WEEK
The Show. Use with permission every week.

DETROIT CLUB

Continued from page 10

Wanted to rent hall, which was devoted to a tribute to Hal Reym, whose recently celebrated his 50th year as Detroit representative for The Billboard. A private show, framed and officially sealed, was read by Bill Green, past president. Following the joint meeting a profit supper was served by Irving Rubin, Sanny Budy and Paul Greely.

BUCHEY STATE SHOWS WANT

Playing State & Kentucky, home State Shows to be had, Roomy, 30' x 40', 18' x 24', 12' x 18'. A complete line of Novelty Shows, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosettes, including Glass Pitch & Novelty Shows on the above Rosette

KIRK DECKER
WANTS

For Amusement, Ala. Diamond Jubilee, etc. and lot. Restake and Buck Shot Operators, wagon, Floral Fair and Rummery, call me. Also want Gurnee and Bear Pit for the Show. Write 1st class for opening of Skillful and Good Shows. Following shows wanted. All details same. I know Jefferson Davis Hotel, Atoll, Ala. Week May 4-10.

WANTED

Pin Show or Court Show Agents on Jennings County, Ind., also Kentucky.

CHUCK DUMA
Delawara Hotel, Mansie, Ind.

WILL BOOK

Due to circumstances, have now set large Tilt for Metropolis. All in good condition.

HERBEN BENNETT
Box 806, Cookeville, Tenn.

AGENTS


DEKE MITCHELL
641 W. Young's Ferry Rd., Louisville, Ky.

FOREMEN WANTED

AT ONCE FOR
TILT-A-WHIRL AND
BIG EII FERRIS WHEEL

ELEP SALARY, LATEST EQUIPMENT, BEST TRANSPORTATION, PLEASANT WORKING CONDITIONS.

Donald (Black) Jordan, contact as immediately—impartant.

GOODEM AMUSING COMPANY
1300 Naran Ave., Columbus, O.

HELP WANTED IN ALL DEPTS.

Foremen and Second Men on all major rides, men for Tower and Searchlight, also Man for Marquee, Help for Stage and Fence, Taller and Carverman and general help for Big Metropolis Show. Also want Help for Concessions, reader for American Palmer, Circle of America, Agents, P. C. Denver for Fair for Finance. Want Concession Help of all kinds. Harry Schettler can place crew for 6-Cents. All wine or non us hotels, Ky., now; Frankfurt, Ky., next week.

GROSSESTH BLUE GRASS SHOWS & COMBINED CIRCUS & CARNIVAL

FOR SALE

IN 1500 watt voltage Booster. $150.00. 150 Ft. Red, White & Blue Conductor, Type F. Wire, complete set. J. T. Concession's Movie Projector, sound, $175.

W. R. DORSEY
1515 Jeffersonville Road

BOB SEAMS
Sorry, didn't get your name in time. Come to Midway, Ky. If can't get in touch.

E. L. SMITH
MONARCH STATE SHOWS
Moberly, Mo.

FOR SALE


BRACH BRO'S SHOWS
311 W. Main, San Antonio, Texas. Ready to go. Terminal in Florida. Intro Mile in. 1000.00. 145.00. G. A. A. to sell.

DANGLE TO GAY RUNYON CANCER FUND

FOR SALE—ON ACCOUNT OF FIRE IN WINTERBOURGERS

Double Bell-0-Tope, 6 seats in cab condition, 3 seats burned, $600.00. 952 Ferris Wheel without seats, including 25 Ford Tractor and Trailer, $25.00. Small Barrel Coach, $10.00. 42' Tilt, good condition. Daily wages. 90' x 18' Tilt. 30' x 30' Tilt. 30' x 40'. 12' x 12'. 15' x 15'. 20' x 20'. 18' x 18' Gurnee. $250.00. 20' x 20' A Frame. $125.00. 20' x 30'. 15' x 20'. 10' x 10'. $110.00. HOUND CITY SHOW, CLARENCE CLARK, M.P. 411 Baker Pk., Wood River, III. (Phone Wood River 4597)

KENNY'S ATTRACTIONS

Deporting East 1st of May your destination Indianapolis, Ind. Want Concession. Call 511 A. V. Floral Fair, Indianapolis, Ind. HUFF HAYWARD, 105 S. Autumn Street, Indianapolis, Ind. Details preferred on your end or mine is limited. This is an annual affair.

JOHNNY CANOLE


HAR-MAC, INC. Manufacturers of HARATHON Animal Hoses Stroud, Wisconsin

FOR SALE

Copyrighted material
Andy Buss, 28, the two-time and four-time state champion, will be back for an eighth consecutive year as the 44-year-old veteran. He is one of the most consistent performers on the NASCRA circuit and is looking to add to his impressive record this year.

Buss, who was the defending champion in 2021, has won the event five times in the past decade. Last year, he finished second to teammate Shane Cooper, who won his fourth straight title. However, Cooper will not be defending his title this year due to a scheduling conflict.

Buss is currently the series points leader and will be looking to capitalize on his early-season success. He has won two of the three races so far this year and has been consistently fast in practice.

Despite the absence of Cooper, Buss should still have a strong field to compete against. The field includes many of the top drivers from across the country, including several former champions.

Buss is looking to add to his career wins, which currently stand at 135, and hopes to use his experience and skill to come out on top again this year.

Buss has been racing since he was a child and has been a fixture on the NASCRA circuit for many years. He has won numerous races and championships and is considered one of the best drivers in the sport.

With Cooper out of the way, Buss should be able to put his foot to the floor and focus on winning the title. The 44-year-old is hungry for another championship and will be pushing himself to the limit to achieve his goal.

Buss has been training hard all winter and has been working on his car and equipment to ensure that it is at its best for the season. He has also been testing new equipment and is looking to make some improvements to his car.

Fans of Buss and the NASCRA series should be excited for what is to come. With Cooper out of the way, Buss has a clear path to victory and should be able to put on a show that will be remembered for years to come.

Buss is a popular figure on the circuit and is known for his no-nonsense attitude and his willingness to give fans a show. He is sure to bring his A-game this year and put on a show that will be remembered for years to come.
Tel Teigen Dies After Fall in Act

Palm Springs, Calif. — Tel Teigen, 34, high pole balancing artist, died in a hospital here Sunday (27) two hours after he fell from his high pole during a performance of Brodies, Circus. Teigen was involved on a stack of chairs when he fell over. His wife, Gerd, was watching the act when her husband fell and the child also survived. It is thought that Teigen came to this country from Norway in 1935 and was with Ringling Bros. and Barnum & Bailey Circus two seasons. Subsequently he has played special dates and Shrine shows, and returned to Europe for a time.

Last year he was with the Tom Pachy Circus in March and he went to Hawaii for a circus engagement with the Ruby Bros. at El Monte, Calif., Saturday, (28), the show's first tour of the season, and worked his act twice there.

Burial was Friday (23) at Pol_OBSOEBE Seul, where he was reposing in a masonic cemetery. Funeral was at Palm Springs Mortuary (24). Arrangements were made by Rudy Jacob, circus owner.

Quassapaug's Season Opens

Middlebury, Conn. — Lake Quassapaug's 46th season opened yesterday (27), with managers Michael Lane, Michael Frantzen anticipating Sunday-opening Day. The Decoration Day, always a hit with the audience, already, with about 7,500,000 eggs, is being used for families, churches, fraternal groups, always a favorite in their displays. A parking area has been enlarged.


WANTED

Phonemen

Can start work right away and you are finished with your present job. Also experienced operators. Professional knowledge desired. AMERICA'S BIGGEST BLACKBOARD. Phone 2-9970. ROY BELL.

Supermarket To Be Built At Kiddieland

Compton, Calif. — Under a canopy that is being reversed to a supermarket a new enterprise is announced that will build a supermarket and join the Kiddieland group and be operated by Beatrice Mathews.

Mrs. Matthews, widow of Harry Mathews, who founded the 12-year-old Kiddieland, will have plans for other concern parks and parking areas for several hundred vehicles.

The delayed Easter party of the local Elks was held last week with several events of the year. The Elks are preparing baskets and the park parking, 4,000 free ride tickets, (Clay and the Twins) for their part and Bob (Al Cap) Walters made personal appearances under the direction of Act Anthony.

41 Clowns On Ringing In New Year

New York — Ringling Bros. used 41 clowns for their New Year's show.

NIRA to Hear Bowman; Set NAAPBP Booth

Chicago — The NAPBP will hear Industrial Recreation Association convention at the Hotel Texas here. Secretary Bowman has requested to be scheduled to conduct a panel discussion group on clowning, with the subject of company policy. NAPBP will have a booth at the NIRA trade show.

Also on the NIRA program is a discussion panel on clowning, by Tommy Walker, of Disneyland, who will be on the panel with Bowman.

Bowman also is appearing at the National Clown Association convention, when it meets Monday (5) in Nashville, Tenn.

Under The Marque

Clyde Beatty's Circus people visited Polack Bros. Camp at Silver Lake, Okla., among them being the Ward Brothers, Lewis, the Howard Sutphen, Lew Holmer, Mr. and Mrs. Larry Brown, Mrs. Kenney, Pegg and Mac McDonald. Walter Jennifer Jr. joined his horse act, and Clancy Brown has a show for this summer. Walter Juse, Jack McDonald and Harold Sutphen again used Clyde Beatty's Camp at Oaklahoma City. Rockles Woodcock, Tom Laubin, and the Shirley Pitts family visited at Fort Chodesk and Whalford Stanley revised his clown act and will travel correspondingly, writes Kitty Kelly Rum- in from Polack Bros.

Bryan and Billie Woods tell of the death of a monkey they had since 1924. The trained animal was killed on a circus's old children's show. Mr. and Mrs. Dunlop, father and daughter, are the owners. She is of the name of Wife and the name of几次.

Tickets, 3.25, 7.50, 11.75, and 15.

Chalmer Clowns, one of the most beautiful in the world, has been attributed to the belief of the Tennessee show circuit, and that he is the name of the show circuit.

Jersey Clowns, one of the most beautiful in the world, has been attributed to the beauty of the Tennessee show circuit, and that he is the name of the show circuit.

T. Dwight Pepple, who recently opened his own show office in Chicago, has closed with the Harold Bros. Circus this spring. He was one of the best-known clowns in the world, and his show was a prop bone on Ringling. His maintenance engineer, the name of the Del Monte, Jersey Clowns, one of the most beautiful in the world, has been attributed to the beauty of the Tennessee show circuit, and that he is the name of the show circuit.

Marie, who returned from a Europe tour, has opened a show office in Chicago, has closed with the Harold Bros. Circus this spring. He was one of the best-known clowns in the world, and his show was a prop bone on Ringling. His maintenance engineer, the name of the Del Monte, Jersey Clowns, one of the most beautiful in the world, has been attributed to the beauty of the Tennessee show circuit, and that he is the name of the show circuit.

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REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line 5 pt. caps, balance in regular 5 pt. upper and lower case.

RATE: 20c a word, minimum $4. CASH WITH COPY.

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

DISPLAY CLASSIFIED ADS

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 agitation 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 2109 PATTERSON ST., CINCINNATI 22, OHIO
HERE'S A HANDY ORDER FORM FOR PREPARING YOUR CLASSIFIED AD

1. Type or print your copy in this space.

2. Check the heading under which you want your ad placed.
   - Talent at Liberty
   - Tattooing Supplies
   - Printing
   - Salesmen Wanted
   - Miscellaneous

3. Indicate below the type of ad you wishes
   - Displays
   - Photographs
   - Service
   - Miscellaneous

4. Include your name and address

NAME
ADDRESS
CITY
STATE
ZIP

5. Please insert the above ad in... (space)

NAME
ADDRESS
CITY
STATE
ZIP

CLASSIFIED SECTION

Photo Supplies and Developing

Tattooning Supplies

Printing

Wanted To Buy

Classified Deadline: 12:00 noon Tuesday, May 6, 1958

The Billboard 12016 Patterson St., Cincinnati 22, Ohio

CLASSIFIED TIME OF SALE: 1:15 pm, Thursday, May 8, 1958
TRAVEL UP

Souvenir Trade Looks For $100 Million Year

BY IRWIN KIRBY

Americans buy souvenirs at the rate of $100,000,000 every year. If anything, it 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, or a bonbon that the orderer was in the Southland.

This should be another good season for souvenir manufacturers and agents. At this time the demand is so keen that salesmen travel as near travelling men ever, and when they travel, they buy souvenirs to remand themselves and others of the places they visited and the fun they had. And the manufacturers, being limber, can shape their sales and production as new peaks this year are logical. The orders were placed a half-year ago.

Salamon envisions the operators of resorts and resort concessionaires doing a big business in their own cereals for the coming Labor Day is fast approaching and the centers for the next year's lines are displayed on it. They must, before business season can start, and before business season can go south. The demand, when the former goes for their see-saw seasons, is the better that at its time has a vacation business buying habits during the year, and each best anticipate the demand for the future. And be has his earnings, thousands of...
SCHEDULED . . . to open May 15 at 4341 Kellogg Ave., Kansas City, 7, Missouri, new Mankato, is the new Farmer's Mart which, it was pointed out recently, will provide a new location for pitchmen. Located on a two-block tract, it will offer parking space for 800 to 1,000 cars and at least 250 tenant-merchants. Operators, whose enterprise is called Farmer's Mart, Inc., envision crowds of 30,000 shoppers in a single day. Plans for the spot include a Kiddkland, a ten-acre area above the Ohio River bank with plenty of benches, a merry-go-round and a music sales outlet, and vendors of fruit, vegetables, Tahoe, furniture, clothing, sporting goods, drugs, etc. Between 600 and 700 per cent of space will be turned over to farmers' self-produce. The area is partly black-stopped, provided with lights for night use, and has a 500-foot stilt-like structure Light-weight merchandise and dry goods will be sold along a 300-foot walk. Merchants may drive in and sell directly from their trucks. Both goods and volume will take most of the stall area. The over-all location of the new Mankato and Mr. Albert, local businessmen, hope to bring in at least 250 additional merchants and eventually expand to 200. The start will encourage merchants who buy up large consignments of a single item for quick turnover at low prices, it was open daily from 11 a.m. to 10 p.m., but tenants will be obligated to purchase the Sunday, Saturdays and Sundays.

BILL FLYNN . . . reports from Orlando, Fla., that May Buckles, 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 absence in his area, and his schedule did not permit a rescheduling of dates. Since that time he has worked in the city, I know many principals and teachers were very upset and one well regarded in that territory and is a great favor of the school children, said Flynn.

ATTENTION—BIG MONEY MAKERI' Desk Stand & PENS
Back in Red, Blue, Green, Black
Sample issues $5.00. Priced at $4.00
$2.60 each 4-50, $2.15 over 50
SILVER-TRI-TIPP BRASS—DOUBLE SHOT INK.
Both in a pocket box, Prepared by L. E. in Red, Blue, Green, Black.
3% Ex. in 100 Iss. $30.00
4% Ex. C.O.D.

NEW TOP ACTION-POCKET SECRETARY & PENS
$50.00 each, postpaid, $55.00 C.O.D.

K & R TRADING
29 East 20th St.
New York 3, N. Y.

WHOLESALE LAMPS

LAMP SHADES
From 50c On UP
Drums and Opaque Shades available in Priced Cardboard and Plastic Variety of Color.
Minimum order 2 dozen.
Terms: Cash or 3% in 10 days
C.O.D., F.O.B. Chicago

VISION LAMP SHADE CO.
2771 S. Western Ave.
Phone: Eton 2-7421

SAVE MORE—MAKE MORE MONEY
In the Big Box of

Sensational Low Price

Unlimited Guarantee Nationaly advertised

Pipes for Pitchmen

Bill Baker

COMING EVENTS

North Carolina
International Trade Show, May 3-7, Greensboro, N. C.

Ohio
May Festival, Columbus, May 21-22, 1958.

Pennsylvania
Philadelphia—National Trade Show, May 12-16.

Canada
British Columbia

Ontario

Columbia Sales Co.
132-134 3rd Ave.
Whitewater, Wis.

SAVE MORE—MAKE MORE MONEY

GALANTINE

Write for 25¢ Galantine Novelty Catalog

World's Smallest Light

Smaller than a postage stamp

Ideal for Engravers, State Your Business

Sterling Jewelers
823-825 Market St.
Muncie, Indiana

WHOLESALE MERCHANTISE

March 1st—April 30th

March 1st—April 30th

March 1st—April 30th
UNDER THE MARQUEE

• Continued from page 13

Chicagos at the Miami Music Theater this winter. Bill Best's third season with the St. Louis Police Circus. Albert G. (Babe) Roche,comic, "Flax and butcher, has been ill with pneumonia for the past several months and would enjoy mail to 1234 North Vine, Hollywood.

Marcia Tomita was a Chicago visitor recently.

Devorgila, 1a, Jan. bose, Second cup with Fred Bros. Group, and visited Hope Olsen, quakers while on a trip to the Minneapolis area.

Ethus C. Clise, Richmond, Va., 1st, 2nd, and Ringsling quarters and Carlos Fane on a trip to Florida recently.

Setting the record straight, Joe Picture wrote most of the music used in Harvard-Merstone productions. The late George Chidlaw wrote a book, "The History of the Circuses of America," but revealed this to be only a very few people. The volume is to be published in the fall.

Bill McGough, formerly on tick-et sales for Big Top, was ill last month but recuperated at his Mesquite, Nev., home.... Justice Edwards, police press man, after handling letters made by 200 boys in Iowa, off for an extended tour of Europe that will take him to a number of countries. Anderson family.

The James E. States shows now is using several pieces of rolling stock from the Clyde H. Ratliff circuit, writes Ed Lester, of West Palm Beach, Fla. Included are the former warehouse, big hop and grape wagons and three trac-

David, William and Mabel Bent, along with Dotty Jean Sedovitch, are attending thestate fair. Tom and Oma. Jake J. Dieh is still in the St.

Carnival Routes

• Continued from page 10

Rock City, Central City, Ill.; Victoria, B.C., and Brooks Bros., Chicago, Ill.采取3 weeks with Rudy Bros. Circus, opening at El Monte, Calif., on April 26. Mrs. Keller (Gimpy Lowy) will be featured vocalist by Rudy Bros. again this year. They'll play Civilian Lake Park in Pennsylvania, Riverside Park in New York, and Allegheny County Fair in Pittsburgh, Pa., Labor Day, 1927.

Expect 150,000

small companies were also well represented.

Based on the results of this study, Reuen said that more than 150 million people, including all of the dealers, roll-outers, distributors, etc., plan to be in Chicago for next year's fair.

In summarizing the results of the survey, Reuen said the 193 Chicago International Fair will attract buyers at a time when consumer merchandise is being sought for the highly important fall and Christmas seasons.

Extensive improvements are being planned at Navy Pier, site of the show.

Sports Show

• Continued from page 10

tama and George Melanchen, Hamburgh, Minn., and Robert P. Lenz, Decorah, Iowa, with the 14-year-old mule "Cheek." The performance was held at the Chicago Auditorium and featured eight of the largest mule teams from the Midwest. Mr. 

Laurence reaction was highly favorable and word-of-mouth advertising was so good that attendance toward the week-end.

Ballying the show in the downtown arena was still Walter Charles Sanders, who handed out flyers:

A tent was set up, a goose island, on an arbor range, and a beauty contest were features.

All available space in the stadium was filled with displays of boots, spurs, cats and outdoor equipment.

The show's orchestra was under the direction of organist D. J. Robertson, Calgary; publicity was handled by Robert H. Robert, Ottawa; photography was by Spectacular Productions, Vancouver, and displays by Western Display, Ltd., Vancouver.

Letter List

• Continued from page 97

GIVE TO DAMON RUNYON CANCER FUND

RED HOT PREMIUMS—PRIZES

HARLEY-DAVIDSON 16-Pc. SETS ... under $2.50


SALESMAN DISTRIBUTORS, OPERATORS & CATALOGS

LOWEST PRICES—WRITE FOR PRICE & CATALOG

PEERLESS PRODUCTS, INC.

AN INDEPENDENT MFG.

GIVE TO DAMON RUNYON CANCER FUND

188 W. Randolph St.

CHICAGO 1, III.
Juke Box Trend to Bigger Routes Reflected by Poll

- Slow business in 1957 for many firms indicated by decrease in average weekly operator share of machine grosses
- Steady increase in number of 200's shown but little gain in standing, as due to EP's except for very few large users
- Continued from page 1

In order to arrive at the total number of records purchased, but 5,007.3 per cent as follows: last year's 5,057.3 to the total number of juke boxes purchased for the two averages (5,100 median; 7,000 mean), the number of machines divided into these totals (48.5
divided by machines, giving 200 per cent of the total number of boxes sold. Last year's figure was 105.2 with a mean of 47.9 divided into 5,007.3, giving a number of sales per machine figure that was much better.

Biggie Has Effects
Poll statistics show even more dramatic effects. The tremendous effect large opera-
tions exert on average grosses. So great, in fact, that it can be misleading to discuss only by an average. The difference between the biggest and the smallest and vice versa. The circle figure shows the irregular distribution being as pronounced in the smaller sales as in the case of the operators
- Distributing a large number of machines. (Continued to page 32)

Juke Box Operator

ANNUAL
PUBLISHED CONCURRENTLY
WITH THE MNO CONVENTION
1958

1958 Juke Box Operator Poll
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50
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Juke Box Topics
City
38
State
38

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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 Polled</th>
<th>U. S. Census</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIDDLE ATLANTIC STATES</td>
<td>15.7%</td>
<td>16.4%</td>
</tr>
<tr>
<td>New York, New Jersey, Pennsylvania</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOUTH ATLANTIC STATES</td>
<td>16.7%</td>
<td>14.3%</td>
</tr>
<tr>
<td>West Virginia, Virginia, Delaware, Maryland, Georgia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NEW ENGLAND STATES</td>
<td>5.1%</td>
<td>6.1%</td>
</tr>
<tr>
<td>Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PACIFIC STATES</td>
<td>5.4%</td>
<td>10.9%</td>
</tr>
<tr>
<td>Washington, Oregon, California</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MOUNTAIN STATES</td>
<td>10.1%</td>
<td>3.6%</td>
</tr>
<tr>
<td>Montana, Idaho, Wyoming, Utah, Nevada, Colorado, Arizona, New Mexico</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEST NORTH CENTRAL STATES</td>
<td>15.5%</td>
<td>9.0%</td>
</tr>
<tr>
<td>North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WEST SOUTH CENTRAL STATES</td>
<td>9.5%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Texas, Oklahoma, Arkansas, Louisiana</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EAST NORTH CENTRAL STATES</td>
<td>20.8%</td>
<td>10.2%</td>
</tr>
<tr>
<td>Wisconsin, Michigan, Illinois, Indiana, Ohio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EAST SOUTH CENTRAL STATES</td>
<td>6.2%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Kentucky, Tennessee, Mississippi, Alabama</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>
the size of their operations

how much they make per juke box

types of juke boxes they are using
how they earn their operating dollars

many have some income outside operating

more of them are joining associations
most of them have self-owned companies

PART 2:
RECORD BUYING, PROGRAMMING ANALYSIS

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

Types of "Background Music" Used
1957 Figure Only

<table>
<thead>
<tr>
<th></th>
<th>25%</th>
<th>50%</th>
<th>75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hideaway Juke Box</td>
<td>62%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone Lines</td>
<td></td>
<td>13.6%</td>
<td></td>
</tr>
<tr>
<td>Wired Music</td>
<td></td>
<td>13.6%</td>
<td></td>
</tr>
<tr>
<td>Tape</td>
<td></td>
<td>11.2%</td>
<td></td>
</tr>
</tbody>
</table>

New Record Purchases by Operators

1956 Average

- Frequency of Record Changes
  - More than weekly: 90% of Operators
  - Weekly: 85% of Operators, 26.3% of average
  - Every 2 weeks: 80% of Operators, 67.2% of average
  - Monthly: 75% of Operators, 4.5% of average

- Juke Box Usage of EP's
  - Percentage of Operators Using EP's:
    - 1956: 58.3%
    - 1957: 59.7%

- Average Number of EP's Purchased by Operators:
  - 1956: 35.82
  - 1957: 37.15

average number of new disks they buy

when and how many they change each time

how many ep’s they are programming
how they are charging, changing ep's

programming aids they find most helpful

how they are using juke box display
FIRST
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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 STEREO DISC LP — $6.95

Write for free descriptive brochure,
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MARCHING ALONG WITH...
the phenomenal DUKES OF
DIXIELAND VOL. 6

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SOUNDS SMODISC,001.1

BAGPIPES AND DRUMS
AUG HICKORY Easter Special

Giant Wurlitzer
J. Leon Berry

On Bourbon Street with the...
MR. DEALER: THIS SEASON GET YOUR BIG

AUDIO FIDELITY

$DOLLAR $PROFIT$

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 Built-in Profit Margin extr$-$

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 each deck, as well as slope-up programming.

By DORIS MILATZ

INCREASED play on a juke box can be boosted 10 to 15 per cent if proper attention is given to requests and programming.

This is the experience of Edward G. Grondzick, who operates the E. & A. Music Company, Dearborn, Mich.

The number of non-hit records on each machine each week because he has found the popularity of non-unit music has grown steadily during the past dozen years from nothing to at least 25 per cent currently of the discs receiving the most volume of play for the company.

This operator bases his success in the use of non-hit tunes on these three factors: location, the nationality characteristics of the people frequenting the location, and the type of "special requests" received from the customers of that location. Added to this is the fact that Grondzick has the fullest knowledge and experience in programming gleaned from 27 years as a music machine operator entering routes in the Detroit and suburban areas.

To be considered successful by this operator, the non-hit tunes must catch a number of customers forcing those of the current hit tunes.

In most instances he finds they do.

Special Requests

The popularity of non-unit music is caused by special requests from various locations. As often as half a dozen times a week, locations owners request to Grondzick these special requests and often in non-hit top tune category. Many of his non-hit records are on 45s or 78s. Each time a special request is received on a new number, the tune is played each time a juke box is visited.

The reason Grondzick stresses the importance of location is because the majority of his special request non-hit tunes and the greatest strength of popularity in non-unit plays stems from the location where preferences are in Grondzick's territory, or Italian numbers predominating.

In locations where non-hit tunes will bring in the most amount of business, the music machine receives and plays top tunes and top programming, with at least 10 per cent of its non-hit tunes. This 10 per cent will be predominately one of the three types of tunes received. Grondzick will try to keep such specialized types of music in those locations as consistently as possible. This means that the owner of the location and Grondzick will both be interested in the customers' favorites and repeat play of them.

Grondzick does not expect to come to expect this type of music at this location and return to play at a later date for more.

Grondzick's policy is to expand his non-hit play popularity into as wide a variety of music as possible, not merely depending upon the special request numbers for non-hit tune play frequencies. One instance is the demand for a non-hit artist who is gaining a local popularity, or a recurrent popularity of a standard.

Grondzick acknowledges the fact that it is occasionally an effort to obtain a certain request on particular category. He considers it a standard in the popula category. For example, "Because of a current trend to pull at some of my locations, I pulled out of my list the "Are You Sure That's Love" record. However, repeat plays on their part has caused interest in the tune to the degree that most of the customers are turning to Dixieland.

But a typical non-hit tune that recently increased play for a machine, Grondzick cites, is a standard in the popula category. For example, "Because of a current trend to pull at some of my locations, I pulled out of my list the "Are You Sure That's Love" record. However, repeat plays on their part has caused interest in the tune to the degree that most of the customers are turning to Dixieland.

The result is a new lease on life for a number of old favorites and a wider interest in the variety of music that is available.

Grondzick's philosophy is that a music machine operator should strive to provide his customers with the best possible music, whether it be traditional Dixieland, popular, or any other style.

Average Plays: Standards

Here is a chart on the average plays per machine on the route of each operator. Besides listing the top five posed standards and the number of plays, the chart will list below it the top five hit tunes below the standards and the number of plays they received. The plays are an average of all the machines and the operators have hits and hits both for the last week of March:

**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 large and small routes of music machines.**

Edward Grondzick, of E. & A. Music Company, Dearborn, Mich., believes proper "non-hit" programming can boost play 10 to 15 per cent.

**Liberty Tones**

Catering to his special request plays as he has for the past 12 years since he first noticed their development in music machine play, Grondzick has been carefully compiling his own library of the most popular disks of non-hit numbers that receive themselves personal winners. These are the non-hit tunes, not being recorded in a juke box, he will spend a few minutes in that location "talking up" that tune or group of tunes. He has found this includes actual mentioning the "Joe Duklas" whom he is willing to have request tunes and that they generally arouses the interest of the friends of "Joe Duklas" who happen to be present, and invariably produces additional plays on their part.

But the standards are used widely by all. This corresponded interviewed three top operators.

**Edward H. Newman, Ornament Music Company:**

- Compare five top standards, five top hits for facts
- Shaw, Miller, Dorsey, Berger, keep ranking up colds

**By ELTON WHISNIENT**

Non-Hit music pays handsomely to Memphis music operators who use almost exclusively non-hit standards by some of the multiple recording stars of Pre-War World I and World War II days on their covers of their photographs. Almost all operators use either non-unit tunes or classical or semi-classical records in perhaps one or two special locations, but the use of these non-hit tunes is very small.

A few operators use show tunes or classical or semi-classical records in perhaps one or two special locations, but the use of these non-hit tunes is very small.

Edward H. Newman, the 30-year-old, mostly-old-fashioned man of the 30-year-old, mostly-old-fashioned and standards among the 10 per cent of operators who use both standards and non-unit tunes include few classic, polka, even some traditional and novelty numbers, but mostly old standards that are still getting good play.
MAY 5, 1958

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

GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO

BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

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 IrVANCE BERNESTEIN

"Non-HIT programming is an excellent business, it must be handled with a lot 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. As Heilicher sees it, there are three reasons why some operations are doing poorly with non-hit programming:

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

Fair Trial

"It appears that a large number of operators are rejecting the non-hits," says Heilicher, "before they have given 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 to 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 re-

head

mind," he says, "that 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.

The M.O. No. 6 Mom

"Let's assume that a hit, over a four-week period, brings in $10 on a single machine," he says. "The hit time of the short-lived variety, we'll say, and has to be replaced after another few weeks. Let us also assume that a non-hit disk purchased at the same time as the hit, and left in the machine for six months, sells $12 or $13 in that time.

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

How does Heilicher determine which non-hits will be the best ones?

Heilicher has a hit list which he has no charts to work from.

To what to buy

"I listen to them myself," he says. "If I like them, I put them on the juke boxes."

Heilicher suggests that in making a short-lived hit list, operators seek variety "and trust their own musical judgment."

Where time won't allow for a "private screening" Heilicher makes his judgment on the basis of "artist integrity and familiarity of the tune."

"That's how it's hard to miss with artists that are well known," he says, "for instance, Jack and the Latin American, old time or 'ood music."

Non-Hits

Twenty-five per cent of the disk in Heilicher's neighborhood are non-hits, and all of them-E.P.'s and 45's-at 10 cents a spin. He claims to have had "very good" results with pricing and with non-hit programming in transient locations.

Non-hits are, he feels sure, a "per-"

formance," he says, "for at least 25 per cent of our total collection.

A leading advocate of point-of-

purchase displays, Heilicher feels that it is not enough to program non-hits, if the operators are going to really pay off, they have to be pushed.

F.O. Displays

The first local operator to make use of P.O. items (The Billboard January 31), he has been experimenting with an "Artist of the Month" promotion in several locations, where he has displayed several E.P. jackets of a particular artist, with about a dozen selections by that artist on the juke box.

Among the featured artists have been Stan Kenton, Fitzgerald and Minneapolis Diamond Joe Evans.

"It takes extra effort to use P.O. displays," says Heilicher, and that's what keeping many operators from employing them.

He feels that operators who are doing poorly on non-hit collections, and won't try P.O. promotion "merely lack ambition."

"Trusting one's own experience I can guarantee," he says, "that well-chosen non-hits with point-of-purchase displays can mean a large increase in profit."

Program by the Beat: Op

The beat is, what counts, says Heilicher, a "gut feeling" the operator has to understand listeners. During the years that he has handled such spots, Gill has not been known to take a record and pick the hits. He generally uses five American records (top 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 step.

The juke box operator who leaves non-hit records out of his repertoire makes a big miscal- culation. After seeing Jack Arnold, president of American Amuse-
ments, talk about his own programs, music experts are breaking up with non-hits. Arnold states that when a list is made of "not good enough to be listed as an old favorite" but still will make a good profit and appreciated by the player.

Among the consistently valuable no-hits records are Glenn Miller, older Margaret Whiting songs, some of Eddie Howard's top numbers.

During January, February and March, typical numbers which showed a considerable degree of popularity for all locations included "Age Ago, Far Away," by Margaret Whiting, "Standust," by the Boston Pops and "Gone With the Wind," by Harry Owens; "Careless," by Ed- die Howard; "Tenderly," by Rose-mary Clooney; "Moonlight Serenades," and "Sunrise Serenades."

"I can't be too specific as to what will make a steady play- ing old favorite, but it had to be out. But one certainty is that so long as the music was popular, even if a few cents a week, the steadily, profitable play in almost all locations."

American Amusement Company programs its non-hits in both E.P.'s and singles, the usual rate 15 cents or 25 cents where such is concerned. For a typical week shows five record changes on the half machine and with a few discs to the other half, about 25 per cent of their new records added in the non-hit category being E.P.s. Arnold is guided not by the type of record, but the melody quality of the song and is not hesitant to add D.J.'s picks, "so long as the number involved is better presented on the E.P. than a GRAMES 45 r.p.m. single."

"The important thing is that we give everybody in the location music to appeal to them," Arnold said. "Of course, we always have the top 20 hits, possibly even 40 hits, or rock and roll, jazz, novelty numbers, Westerns, a touch of fiddlin' musi-

cle, and plenty of old favorites."

"Not for Space."

The non-hits interspersed between are not there just to occupy space. They are the re- quired "packing" to keep the programming experts who have often made the difference between a successful location and a thoroughly profitable one.

"But, incidentally, oh the base of operations is the Aurora branch to the east of Denver, is president of American Merchants Association, a State- wide group with headquarters in Denver. Out of the Aurora branch, digging at the faces of the joke box and at the ears of the operators who overlook the non- hit categories are actually losing money by doing so."

Copryright material
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
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Plaza 7-4877

Bootings

Press relations
FOLADARE-GREER & ASSOC.
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 or the other.

By NAIL BEVES

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

One conclusion appears certain: Operators who program ease-fully enough to find that revenue from EP's is relatively consistent—and very welcome in view of the comparatively low losses in replacements—where the locations are properly selected.

Virtually all large operators appear to have EP's on at least 15% of their total weekly selection, and many small operators do not use any.

One operator reports more EP's in rotation in one month than he has on his machines.

But the most interesting picture is best presented in a few typical capsule views of operating routes. These vary from those of the largest operators in years of experience, Anthony Sircouse of Circle Music Company, Deshler, who in effect have been the automatic music business since the mechanical piano days of 1913, is using EP's on all his units equipped for dual pricing, but is not happy about them. They seem to absorb about 10 or more of his present weekly selection, the most popular—and the seat have only a moderate play. When EP's are introduced to a new number, the operators do not seem to be as enthusiastic as he is, and he says they consider the play unsatisfactory.

Sircouse points to what he says are the advantages of these disks: "Even if you had popular numbers on EP's, it seems almost impossible to find in any quadrangle two EP's that you don't have to play on another number, because the customer likes, he has to play another that he doesn't care for. In my opinion he is going to purchase records or EP's do not go as well for that reason. People prefer to stay with the same local business.

40 Per 200

Operating policy statistics constitute a significant pattern, varying from firm to firm as disclosed at the recent Convention. Circle Music uses about 40 EP's on a 200-selection unit, changing a portion of them about once a month, rather than weekly as on some others. In this way, the operators can change their selection, they typically offer EP's for 15 cents, while in nickel la-\n
RECOMMENDED READING

The Billboard

A BIG GAP

Ops Differ Much on EP's

• Distribute estimates on how many use them vary widely.
• Boosters charge 15c, two for 25c and use many.

ESTIMATES of the extent to which E.P. records are played vary widely. In the Lowa area, virtually.

The following paragraph dis-\n
\n
MOTOR CITIES: Operation of a machine for EP's usually requires two men, third to 40 cents and the fourth 60 per cent. A check among operators showed that some are still following the line of least resistance with EP's by putting them on their machines without any thought of the extra money they are designed to bring.

The same operators using the system, however, are sold on the idea. Among those is Jack Costhaw, who operates 15 of his locations. George Malmoh, general manager of Minutone Music, Sen-\n
DUAL PRICING

Al Silverman, sales manager at Associated Distributors, Inc., reported that from 50 to 40 per cent of the new machines sold are being used by operators to take advantage of the higher price. This company is promoting this feature of the product for its own sake in its advertising in the sales floor and bulletin boards showing patrons the optimum use of the operators. Maholow, like many other dis-\n
At Badger Sales Company, AMT, and Marshall and Paul A. Laymon, Inc., Reel-O distribu-\n
gathers, for instance, the trend will be for more Glenn Miller and Tommy Dorsey numbers—by "older," he means the numbers that were growing in the 1930's when these bands were achieving their highest popularity. With this number—selections—on a machine, he changes the selection two or three times a week. On the average, he distributes the disks are likely to remain on for two years.

That day when it is that their right mind will swing over to E.P.," Sullivan concludes enthusiasm-\n
A MIDNIGHT MEETING

In the case of EP's, he placed them on a machine in a new location—and you don’t have to touch them for five months. It's a good investment.
For Each Phono: 140 Disks Per Year

Keeping abreast of programming requirements amounts to $18,500 a year for this firm, which is located in northwest Detroit.

Operated by Louis Fisher and Allen Young, the records find that over 7,000 new records must be introduced each year to keep the programming needs of their machines.

First Machine music plays 45 singles and extended play records, chiefly with singles pre-Dominant in the amount of new recordings needed in both yearly and weekly averages. For the past year, a total of 7,700 rec-

Kodak's local phone for the year in programming needs.

The total cost of $18,500.60 for records for 1957 went to 7,500 45 singles and 400 EP's. This averages a total of 140 new rec-

orders required annually by each machine. Each order is placed on the firm, with the records allocated according to the number of figures, $415.30, and the other's cost up to $378. yearly.

Summary of records from Angost Distributing Com-

pany, a Seattle distributor which oper-

ates:

January Purchases

In January, this year, Agost and 400 EP's. This averages a total of 140 new rec-

orders required annually by each machine. Each order is placed on the firm, with the records allocated according to the number of figures, $415.30, and the other's cost up to $378. yearly.

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orders required annually by each machine. Each order is placed on the firm, with the records allocated according to the number of figures, $415.30, and the other's cost up to $378. yearly.
EDWARD H. NEWELL, owner of Ornament 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 programming.

The late hits in Memphis are mostly rock 'n' roll or in the rockabilly genre, and they influence still of rock 'n' roll king Elvis Presley, whose home is Memphis.

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

MECHANICAL WIZARD: Jack Canipe Jr. is the mechanical wizard who can keep any coin-operated machines running. His's associated with Edward H. Newell, owner of Ornament 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. More than that, he has to program on an individual basis for each location according to the type it is—and he is careful to do just that. His many years in the business have proven to him that if you don't lose one hit, you don't lose one business but perhaps the location to competition.

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

Three Rules: He has three standards—he lists the hits at the top spots frequented by the young crowd from 18 to 26, which is the big group which makes hits. Second—by reports of the location. Third—a sprinkling of old standards he knows will go well with any pre-war on wartime crowd, and were married about them—that group generally in their mid or late thirties.

Newell to run his route has two routes, Wallace Reasons, superintendent, and Howard Price. He has a chief mechanic, Jack Canipe Jr. also affiliated with him in a juke box distributors as vice-president, and Eugene Buck, mechanic.

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

Critical Audience

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

So Newell and Reasons determine hit tunes for their homes 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 chats.

When Billboards only hit records, he puts them on the teen spots where they are in demand. He then runs them according to category in the title strip section as closely as they can. As all music operators know, many tunes could be under two or more different labels.

He puts the top hits on the left and works to the right on the strip, so that there is which has the least number of plays according to the play meter.

OPERATING STAFF: Edward H. Newell, seated, with his employees. Left to right, standing behind Newell, are Wallace Reasons, route superintendent; Howard Price, route manager, and Eugene Buck, mechanic.

Newell has 104 record and 200 record machines on his route. He buys 99 per cent 45 singles and one per 100 EP's. The EP buying is often old standards. The reason he has to buy so few old standards is because he already has them programmed on his boxes, they last for several years sometimes because he has chosen modern American classics which many Americans still regard as old-time favorites.

Among these are many Clean Miller records, all on RCA. They include "Sunrise Serenade," "Moonlight Serenade," "In the Mood," "Little Brown Jug," among others.

APPLICATIONS: Report various RCA applications. "I've Gotting Sentimental Over You" and Artie Kane's "Begin the Beguine" and "Night and Day," all also on RCA.

Newell has booked a total of 9,100 records in 1957. He pays 60 cents for 45's and 80 cents for EP's. This is 1957 new records a week, an average of $1.75 for each photograph. But, of course, not each machine gets a change each week, nor does the slow location get the top hit promptly as do the fast locations.

$420 Per Month

This was $5,800 for records in 1957, an average of $420 per month. His record bill for January was by his route manager, Wallace Reasons, on the new tapes put on machines at the location, along with the date.

Record Keeping

Newell keeps records on the total number of machines purchased, the cost and the amount paid out. This is for general office accounting to determine overhead, gross and net profit and for tax purposes.

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

f it's a 500 machine, it would be more hits, more standards and a lot of still played rock 'n' roll favorites, such as many of the Elvis Presley hits.

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

Wink Martindale's "I Don't Feel Like Dancing, I Don't Feel Like Dancing," Curb; "Have I Got a Feelin',' I'm Getting Paid," Nippon; and "Stairway of Love" and "Join Married on Columbus." Local DeeJay

Wink Martindale is a local deeJay who is becoming a favorite with the local teen-age crowd. Besides an a.m. disk jockey show, he has a weekly "Top Ten Dance Party" on TV for an hour and a half on Saturday afternoon at which a crowd from a certain high school each week is invited. They dance and play games and top hit records are spun.

He was signed to a recording contract by a local independent recording company, DJI which made the hit "White Silver Sandals." (Continued on page 112)

New Records Up: Edward H. Newell, left, checks with his route superintendent, Wallace Reasons, right, on new records Reasons will put on their top locations.

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WHEREVER THERE'S MUSIC

.....THERE'S BMI

VISIT THE BMI BOOTH at the MOA CONVENTION

BROADCAST MUSIC INC. 500 FIFTH AVENUE, NEW YORK 17, N.Y.
Op Strikes Gold: Collector's Method

By Bob Latimer

THE old military axiom that one man 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 juke box concerns. Accurate programming of juke boxes to show a worthwhile return requires absolute familiarity with the location, Pierce said. And for that reason, instead of attempting to carry out a standardized programming operation in the headquarters office, Century-Supreme has simply delegated the responsibility to individual collectors. They are not only responsible for changing records, collecting cash, servicing the machines, but likewise for doing the whole programming job, typing the identification labels on the spot, and otherwise keeping the programming rigged with the actual music market.

Combining Talents

Huber and Pierce have been associated in Century-Supreme for over 15 years, being born with a liaison formed when Pierce operated a large Denver phonograph as a neophyte in the juke box field. Both men have brought unique talents to their combined operations. Pierce maintaining the office, records and bookkeeping, while Huber has not only the routes daily, maintaining location good will, "shopping the music market," and obtaining new locations.

There was a time, several years back when they 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 "menu" based on scores of locations-no two of which are alike-simply did not work out. They found that music men which consisted, for example, of 40 top tunes, 40 country, 20 western, 20 novelty numbers, and a variety of classic and EP's might work well in one spot and prove a complete "dud" only a block away.

30 Units Per Man

In fact, building their routes, Huber and Pierce had been surrounded with complaints of all sorts. Some of whom were old timers in the field, each confined to servicing approximately 30 machines, and thereby familiar with the location owner's concerns, and the latter's patronage.

For 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 big job in setting up the program," Huber said. "Right away, we determined that there were a number of factors 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 carried a portable typewriter, did his own typing right in the location, he could do a more precise job, interpret all of the special requests which the location owner would ask for, and perhaps also tailor the same to the spot. That meant that we not only had to buy portable typewriters, but in most instances, teach the collectors how to use them."

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

As the program has operated ever since, each of Century-Supreme's collectors now carries all of his own records, using small portable Ford station wagons, which operate with maximum efficiency. In addition, two of the tiny vehicles are equipped with two-way radios, connecting 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 duplication back, the ability to get to any phonograph which is out of service in a minimum of time, and many other economies.

Programming

New records are kept at the Century-Supreme office. Instead, as he programs each of the 30-average machines on his route, the collector merely makes up his own buying list, and at the beginning of the week, purchases the records for the first 10 machines, for example, from a local one-stop record shop, Mountain Distributors. Then, as he programs the next 10, a return call at the one-stop record shop fills in the record changes for these machines and in 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, of course, is filled on the billings to the supplier as a double-check.

It is remarkable, according to Pierce and Huber, how the percentage of "duds," or records which showed a disappointing play, has dropped, since collectors began doing their own programming. In fact, they are almost non-existent, and even the few of the disks which are bought by the collectors for individual programming may at first glance seem outlandish, they invariably show a worthwhile return. This stems directly from the fact that each collector spends a lot of time with his locations, knows what records are going to sell, and which are not, the preferences of both location owners and their tavern customers, and fills them accordingly.

Title Strips

Around 75 per cent of the total label strips we do on the spot for the portable typewriters furnished by Century-Supreme, usually on a table alongside the juke box restaurant location, on the bar in taverns.

Only a few labels are typed in the office or at home by the collectors, who, however, will continue to keep records of all location changes, weekly, monthly.

Categories

In making his record changes, every Century-Supreme collector is required to physically spot the record of each machine in the restaurant, newspaper, magazine, or any other outlet and that he, in the store, or on the counter,aneously operate to stock a new record. 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 a much greater return than a "lame," which is not the one other had ordered.

DOLLAR-SAVER

Program System

Saves Hundreds

- Master board technique
  keyed to 15% for disks
- Boosts route receipts by
  tailoring record buys

By BENN OLLMAN

HUNDREDS of dollars are being saved each year on record purchases by a unique system used by Milwaukee's Mitchell Novelty Company, Eddie Kay, music route foreman, who developed the simple, highly effective system, calls it his "Master Board.

Divided into columns and squares on a blackboard, it shows the number of juke boxes each route man handles, the types of locations and a list of the top 25 newly released records.

In use for the past two years, the "Master Board" has not only limited in valuable record purchasing, but it has also been helpful in boosting route receipts, says Kay.

Over-Buying

Before we started to use this system we wasted a lot of money by frequently over-buying on new record releases, largely because we knew that some men sometimes knew which the other one ordered.

TYPICAL MUSIC MENU as used by Century-Supreme Music Company, Denver,

MORNING PLAY

Monday: 60-80
disco
tunes, 20-
westerns, 10-
fiesta numbers.

Afternoon Play

Monday and Tuesday: 45-60
disco
tunes, 20-
westerns, 10-
fiesta numbers.

Evening Play

Monday: 10-50
disco
tunes, 20-
westerns, 10-
fiesta numbers.

Friday: 40-60
disco
tunes, 20-
westerns, 10-
fiesta numbers.

Saturday: 60-80
disco
tunes, 20-
westerns, 10-
fiesta numbers.

(Continued on page 70)

EVERY FRIDAY morning the three Mitchell Novelty Company music route foremen hold a meeting to decide which records and how many of each number they will buy. Shown attending a new release, l to r., Cliff Cotterell, foreman Eddie Kay and Ray Albright.

M itchell Novelty Company music route foreman Eddie Kay at the "Master Board" which has proved helpful in controlling the firm's disk inventory. Note the vacant spaces under the "78" grouping on the left. "We've had a tough time finding 78's on a big share of the hit tunes these days," says Kay.

(Continued on page 89)
THANKS

AGAIN

AND

AGAIN
Op With 60% of His Stops On Contract Finds It Sells

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

A WRITTEN contract provides the most satisfactory basis for doing business between a location owner and an operator. Erwin B. Moss, of Moss Music Company, Detroit, states clearly and fairly the terms agreed upon and provides mutual protection and business stability for both parties.

Moss has written contracts with about 60 per cent of his locations. In the case of some locations served for years, a contract may have lapsed. But in the majority of cases, it is sought for all new locations.

Those without contracts are generally the spots producing less than $1,500 per month and the problem lies with both parties. Location owner usually recognizes that such spots do not warrant the necessary attention but the operator has not yet been able to please his good juke box service.

Presentation

The contract can be made a sales tool when presented effectively. Each clause of the agreement should be clearly understood by the owner; how it will affect his business, how it will benefit him.

Many owners indicate an initial objection to the contract which may be for one or more reasons, but if the operator sits down and talks with the businessman, he will change his position over.

The average location owner, knowing his own business problems, can see that the operator is in a position to make an unbiased and frank analysis of the present investment he is about to make for his life's work. Most owners are glad to have the opportunity to sit down and talk with an operator without bias, and to understand the real facts behind each clause.

Equipment

The contract provides for a complete set of equipment, which is the first necessary auxiliary. The owner is thus assured that the operator will stand behind the business and will not desert him, even though there may be a change in his personnel. The contract is often the starting point of the business, the first investment that is put into the location.

The equipment generally consists of a juke box, one or more phonographs, a phonograph record player, an amplifier, amplifiers and a contract for the necessary service and repairs.

Type Equipment

2. The contract provides for a complete set of juke boxes, phonographs, and accessories necessary for the location's business.

A CURRENT juke box operation tie-in with a city-wide shoe retailing chain in backing a teen-age consumer promotion is cited as a successful example of how the good will needed to be built between the music machine operator and the pubic. Williems, veteran operator of Williems Music in Detroit, tells how they carry out this contract.

The tie-in with the shoe industry is further emphasized by placing juke boxes in the lobby of each of the larger shoe stores around the city. The tie-in includes a contract for a selection machine, while the other shops feature 100-selection machines with a selection machine set up for free play.

The Juke box company

The company is further stimulated by placing juke boxes in the lobby of each of the larger shoe stores around the city. The tie-in includes a contract for a selection machine, while the other shops feature 100-selection machines with a selection machine set up for free play.

High demand

Willingews understands the importance of the juke boxes and the programming, which is 90 per cent of the operation of the contract top pops. Williems does not charge these discs as frequently as some other operators because the juke box business is so good. Williems' contract specifies that he is not to use the juke box service without the location owner's consent.

The program in which Williems Music is participating is being conducted by the Mary Jane Shoe Stores in Detroit. The program is being conducted by the Mary Jane Shoe Stores in Detroit. The program is being conducted by the Mary Jane Shoe Stores in Detroit.

Promotion Pays

Op-Dj-Store Promotion Pays

- Pay push on Dick Clark, free discs, other giveaways
- Teen stunts seen by op as promoting the juke box

A CURRNT juke box operation tie-in with a city-wide shoe retailing chain in backing a teen-age consumer promotion is cited as a successful example of how the good will needed to be built between the music machine operator and the public. Williems, veteran operator of Williems Music in Detroit, tells how they carry out this contract.

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The Mary Jane shoe chain pays Williems Music $100 per month for the tie-in of the juke boxes and the programming, which is 90 per cent of the operation of the contract top pops. Williems does not charge these discs as frequently as some other operators because the juke box business is so good. Williems' contract specifies that he is not to use the juke box service without the location owner's consent.

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The program in which Williems Music is participating is being conducted by the Mary Jane Shoe Stores in Detroit. The program is being conducted by the Mary Jane Shoe Stores in Detroit. The program is being conducted by the Mary Jane Shoe Stores in Detroit.

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The tie-in with the shoe industry is further emphasized by placing juke boxes in the lobby of each of the larger shoe stores around the city. The tie-in includes a contract for a selection machine, while the other shops feature 100-selection machines with a selection machine set up for free play.
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

A nation-wide survey of juke box taxes, conducted by The Billboard in cooperation with the American Radio History, reveals that two out of the three cities surveyed have an annual per-machine tax. This tax affects the larger cities, but the small towns are also affected. The largest tax is that imposed on juke boxes in Boston, where a $50 tax is assessed. Conversely, Cincinnati, Ohio, which has a $5 tax on juke boxes, Dela-wear, O. (pop. 11,900) has only a $1 fee.

The largest of any cities in the U.S. has a tax of $20, while the smallest has a tax of $0.10. The cities with the highest taxes are those with populations over 500,000. The smallest cities are those with populations under 5,000.

Population: The cities with the highest taxes are those with populations over 500,000. The smallest cities are those with populations under 5,000.

Taxes: The cities with the highest taxes are those with populations over 500,000. The smallest cities are those with populations under 5,000.

Results: The cities with the highest taxes are those with populations over 500,000. The smallest cities are those with populations under 5,000.

City Juke Box Taxes

<table>
<thead>
<tr>
<th>City</th>
<th>No. of Juke Boxes</th>
<th>Per License Fee</th>
<th>Percentage of Population</th>
<th>Juke Box Operators</th>
<th>State Tax</th>
<th>Annual Per-Machine License Fee</th>
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<tr>
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<td>630</td>
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<td>20.1%</td>
<td>200</td>
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<td>400</td>
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<td>$600.00</td>
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(Continued on page 30)

### The Billboard

MAY 5, 1958

120 Convention Section
NEW ALBUM ON EPIC

Epic EPC-LN-4405

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

CURRENTLY FILMING:
TITLE ROLE IN "THE GENE KRUPA STORY"

Columbia Pictures
Oscar Nominee for
REBEL WITHOUT A CAUSE
Emmy Nominee for
DINO — ALADDIN

CURRENT RELEASES

* ROCK PARTY DINO
* GIMMIE SOMEBODY UP THERE LIKES ME
* YOUNG DONT CRY CUZ IN THE STREETS

CRAZY KIDS
SEVEN STEPS TO LOVE

NEW ALBUM ON EPIC

MAY 5, 1988
THE BILLBOARD
MCA CONVENTION SECTION

* Young Don't Cry
* Crime in the Streets
* Dino — Aladdin
* Young Dons't Cry
* Crime in the Streets

WWW.AMERICANRADIOHISTORY.COM
20 States Licensing Jukes
Average $15 Per Unit A Year

**ALABAMA.** There is an annual State license fee of $5 per machine, $4 license fee for the county tax, and an annual license fee making the total annual license fee per machine $11.50. A license is to be posted on each machine.

**ARKANSAS.** The annual license fee of $5 is payable to the county for each machine. The county must annually issue a license for each machine. No tax or regulation on this machine.

**CALIFORNIA.** No tax or regulations on jukes. Only personal property taxes.

**COLORADO.** No tax, license or regulation on jukes. No tax required on juke boxes. These boxes are subject to an annual personal property tax.

**CONNECTICUT.** No tax, license or regulation on jukes. There are no special taxes on jukes. There is a license fee of $20 for each machine operated by a nickel. A license fee of $40 is payable for the county tax.

**DELAWARE.** A license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**DISTRICT OF COLUMBIA.** No tax, license or regulation on jukes. A machine is required to be posted on each machine.

**FLORIDA.** Each machine must have a license fee of $200. This license fee is $200. The license fee of $200 is to be paid by the county tax collector. A machine is required to be posted on each machine.

**GEORGIA.** There is no tax or regulation on juke boxes. No tax is subject to sales tax, however.

**IDaho.** Juke boxes operated in Idaho are subject to the local assessment. No annual license is required.

**ILLINOIS.** No tax, license or regulation on jukes. A machine must be posted on each machine.

**INDIANA.** No tax, license or regulation on jukes. A machine is required to be posted on each machine.

**INdiana.** No tax, license or regulation on jukes. A machine is required to be posted on each machine.

**MISsissippi.** License of $50 per machine and $100 per year. A license is required to be posted on each machine.

**MONTANA.** No tax, license or regulation on jukes. A machine is required to be posted on each machine.

**Nevada.** No tax, license or regulation on jukes. A machine is required to be posted on each machine.

**NEW JERSEY.** No tax, license or regulation on jukes. A machine is required to be posted on each machine.

**NEW MEXICO.** This state levies an annual tax of 10 cents per machine. No tax is required on juke boxes.

**NEW YORK.** There is an annual license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**OKLAHOMA.** There is an annual license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**OREGON.** There is an annual license fee of $100 per machine and an additional $1 for each additional machine.

**RHODE ISLAND.** There is no tax, license or regulation on jukes. A machine is required to be posted on each machine.

**SOUTH CAROLINA.** There is an annual license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**TENNESSEE.** There is an annual license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**TEXAS.** There is an annual license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**UTAH.** There is no tax, license or regulation on jukes. A machine is required to be posted on each machine.

**WISCONSIN.** There is an annual license fee of $100 per machine and $20 per year. A machine is required to be posted on each machine.

**WYOMING.** There is no tax, license or regulation on jukes. A machine is required to be posted on each machine.
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 1892:
"THE LIVELY GUY"

ON DECCA DXM 154:
"SWEETEST MUSIC THIS SIDE OF HEAVEN"

Exclusive Management

MUSIC CORPORATION OF AMERICA

Publicity, DAVID O. ALBER ASSOCIATES, INC.; Gene Shefrin
5-Man Co-Op

Big Success

Operators Exchange, head- ed by Bob Bard, has combined a diversified package program to make the five-man plan into a successful operation in Los Angeles.

Bard believed in originating the package deal in that area. The Exchange stress the installation of a package deal by one operator, this system is followed in the few localities in which such as taverns. When installations are made in bowling alleys, the Exchange is the one who operates the bar for the candy or food machines.

Exchange members include Ray B. Powers, Reed Olson, Ed Kendall, B&L Music and 20th Century-Gramophone. All of these have been in the operating field for nine years or more.

Bard believes that the combining of the five operations is one of the smartest moves made or in the country by those who want to expand. They share one location, call are handled at a central point, and records are purchased by an expert, Jr. Cridlehouse. It is his assignment to be at all times and records for the machines. All of the operators share in the expense of the library.

"This thing of being on call every night and over weekends has been the best setup," Bard said. "The operators are on call only one night a week and work only one weekend in five.

In addition to offering the five individual operators service at a central point, Bard maintains a telephone for any equipment they wish to sell.

Why Contract

Continued from page 59

in the solitary legal battle over location contracts that saw his firm in court in two years, Joe Beck. The lesson learned was that their contract was not necessarily a sound basis. The new owner had not been notified of the existence of the contract with the former owner who bought the place. The former owner had neglected to tell him about the contract, and the new owner wanted to the Mitchell box, leading to court and the contract.

After the court decision against his contract, which was announced, Beck had ascertained on whether the new one say in effect that in the event the going location owner fails, he has the right to take over the box contract, then he himself has responsibility and can be held liable for compensatory breach of contract damages covering the unspecified period.

"The jail box operator who insists on turning over the keys before he places equipment in a location is merely exercising good, common sense," Beck said.

"In a lot of locations an operator who puts in a brand-new jail box but has the money invested in the spot on the owner. Basically, every time that you write a contract a certain location you are guaranteeing yourself a measure of stability.

(continued on page 56)
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

www.americanradiohistory.com
### ONE SUMMER NIGHT

**TIMED RIGHT!**
**BREAKING IN THE HOT MARKETS!**

**ONE**
**SUMMER NIGHT**

**BY THE NEW SENSATIONS!**

**THE DANDLEYS**

A-2112

**RUSH YOUR ORDER TODAY!**

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(Continued on page 62)
LAWRENCE WEI.K

Music Makers
Champagne and His

OUR THANKS TO THE MUSIC OPERATORS OF AMERICA
The smash hit version of the big love song from the Warner Brothers' film "Marjorie Morningstar." With the picture breaking nationally, get set to sell a million plus!

C/W DON'T LEAVE ME NOW

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
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Gen. Prof. Mgr.: Murray Deutch

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 2-3161
WWW.NATIONS-FAST-SELLING-RECORDS
EP’s Are Used as Sales Tool 
To Earn Top Location Money

- Operators programs minimum of 40 extended-play discs to get $15 to $25 guarantee plus 50-50 split
- Selling plan specifies type juke box possible with type commission; talkier tunes exactly to clientele

The number one basic factor of success in an operator "package deal" on commissions is a good, clean, and well-kept juke box operator over and above the agreed-upon commission arrangement. It was this task that brought Sullivan, of Sullivan’s Music, in southwest Detroit.

Sullivaneners his own route, which extends thru the city and most of its suburbs from downtown Romulus to eastside cities such as Warren, Midland, on what he terms a "special album." Sullivan’s Music Company operates chiefly 200-selection machines, with 10 per cent of the machine plays being extended play records, and this 10 per cent on the installment plan. On the installation of a 200-selection machine in any location, Sullivan will offer an arrangement where the location owner will agree that Sullivan will establish and up for servicing and maintenance, besides the customary 50-30-30 guarantee, the agreement is agreed upon to their mutual satisfaction.

The arrangement is not pulling in a basic 15 to $25 to cover its weekly programming and service costs and still have the location owner and it is another.

"I am operating any juk box routes in the city of Detroit, as I am doing, and if you want to make it an efficient operation, you have to get to a minimum of $15 a week and up on a 200-selection machine. You also will find it necessary for an efficient operation, as a minimum basic cost range for the 100-selection machine to $10 a week in any given location, which may or may not need more programming and service, must be taken than the others. This is what I mean by my selling formula. I then have 200-selection machines from the 25 to 30 models, plus my usual 50-30-30 guarantee split with the location owner," Sullivan says.

On some locations using the 100-selection machines, he, up a $12 basic to be paid his firm before the remaining amount is split 50-30-30, and the location owner.

For this guaranteed basic charge, Sullivan offers the location what he considers his best deal, the same as the regular EP record each week. "What is this says the location owner. He knows the quality of the kind of selection my EP’s offer, and that the EP’s will bring his own business with the location, which he explained.

"The average charge per play on an EP’s is the dime play when the machine is in what, if you will, a "sellable" condition; the dime play is a higher class location sale than such a cocktail lounge, EP plays are at 5 cents for 10 plays, and up to 25 cents.

Sullivan’s servicing charge is derived upon the cost of the machine to be put in the location, the location owner and that the machine will be required

not seek to "jump" a location, and has never found it necessary in his operation. He seeks out the right type of location and is careful to avoid a location where no music machine has yet been installed. Piped-in music, he feels, does not cause him to hesitate.

Many customers prefer to select their own location, even though they have found out. So Sullivan discusses the location owners and within limits the customer can add or subtract costs range to be paid to Sullivan over and have the percentage arrangement.

Sullivan does all of his own repair and servicing and he does this every two months, and can budget his costs accordingly. Besides his own "three-plays" once in a while the week the route of Avon Music for operator Harvey Drelka, who has an EP in operation in Thaw, operating a music machine route and kept him on as assistant since 1951 following Sullivan’s establishment of his own route.

He has found that his basic costs must also take consideration of the fact that some strong competition can be a necessity of EP’s is as up to three times a week. But to overcome this problem, the location must be providing a definite high volume of play before it is desired.

Sullivan points out. Also balancing this is the occasional location, where EP changes are not as frequent as the average because most play is given the top pops which Sullivan provides on his 45 singles.

Sullivan’s Music has been one of the largest customers for Records for music machines in Detroit, "I like to keep up on what is going to appeal to my music," he says. When something comes along, I go ahead and try it, I like it with the EP plays, and if someone goes around always willing to go along and play it for all he’s worth."

"The first time 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 to be deliberately.

Sullivan is the location owner bears the higher percentage of profits to be derived from EP’s. The location owner has the choice of his own customers, the location owner is more genius. Today, not only are EP’s, Sullivan’s "selling hits" to location owners, but he also has large numbers of EP’s with 45 singles, plus 10 more play. EP’s, for his EP plays, Sullivan frequently makes use of the Scandinavian EP record package. This is the same thing as the 78s.

Sullivan often puts in 70-old machines he programs for himself and Avon Music makes to his orders. "Every time I go to a juke box user, he finds them popular and always given play in his location.

With his EP "dancing card" playing for the EP’s to his location owners with care. He does

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"SERVICE ON A PLATTER"

(Continued from page 23)
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Continued from page 49

more space for a wider variety of programming, according to Grodzicki. This additional space also allows the operator more freedom in experimenting with various types of programming with no elimination of any of the top hits or other selections that are weekly "musts." His experiments occasionally on certain non-hit tunes he has reason to think might get plays. In most cases, his hunches pay off with good plays given the non-hits in the experimental group. When they do not, however, Grodzicki says the non-play of four or five positions used for the experiment is actually no less to either himself or the location owners, absorbed in the profitable plays of the non-failing hit tunes.

In any case, whether as an experiment, or as special request, the non-hit tunes which receive such high play in the E. and A. Music machines are usually of the type having sufficient increased-play potential that Grodzicki does not find it necessary to list them among the top title strip rows on the machine.

Separate Positions

These selections are generally placed in the rows usually set up for standards or old favorites, or classics. They are purposely kept separate from the top hit rows because Grodzicki has found that when anything of that category is placed in the top rows, the customers think it is wrongly classified as a hit tune or a pop tune.

Op Formula

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high receipts, then I put on all the new hit records that I can as fast as I feel that location can absorb them. Hit records in these fast-moving location pay for themselves almost as soon as they are put on, in these instances, a supply of new records is a good investment, not an expense.

Front money for new records is a "must" nowadays, claims Hartman. "Most of the clamor for the new records is as soon as they come out is usually from the poorest spots. The ones that take the least money will the loudest for more records. But it is surprising how they become more realistic when they have to pay for them out of the front-money guarantee. They then, as a rule, will quiet down and let the operator pick out the new numbers.

Location Requests

Location requests play an important part in his record purchasing. "I always try, however, to round out the good location owners about their requests. There is a big difference between what some stay-away customer who may never come back again, asks for, and a request from a steady patron." In the final analysis, what brings volume receipts to juke boxes? According to Chuck Hartman: "Hit records are responsible for the biggest share of the play that my machines get. Even the tiny spot is located in a small farming community, the public is just as aware of the newest tunes and artists as the big city people. I do not give a fair share of polkas and some western music, but, by and large, it is the numbers that rate high on the trade paper charts that do the best business for me."

and accuses the operator of cheating in "filling" a hit tune position with an "oldie." Those who demand the non-hit seek them further down as a matter of habit.

The categories of tunes that have been getting good non-hit plays even include an occasional "oldie" of the 40's or 50's. These are generally really of the vintage Western era or hits of 15 years back like "Tea and My Pillow" or Eddie Arnold's "Anytime" recording. Tunes such as these will get a resurgence of strong plays occasionally, and when placed in the right locations at the right time by the experienced juke box operator, are nearly always an infallible means of increasing play.

"Old Time" Melodies

Many of the recordings that compose the library of the E. and A. Music Company are of these "old time" melodies and hits still played by the nostalgics oldtimer in the tavern locations, and Grodzicki finds it a very worthwhile practice to go thru his library every two or three months and make up a batch of these selections for various tavern locations to freshen the programming and increase interest in additional plays.

Non-Hits Pay

His experimental programming in non-hit selections revived provided increased play for his machines about 50 per cent of the time, Grodzicki estimates. The fact the 75 per cent of the E. and A. Music route is producing increased play thru non-hit record programming attests to the success of this programming technique. Edward Grodzicki sums up:

"It does depend a great deal on the location and its programming needs. But many times I've experienced some one non-hit tune that will outplay the hit tune of the week. I would say that about 30 per cent of the time, the non-hit tune will—if there is enough interest in it—outplay the hit pops tune of the week about 25 to 30 per cent.

Program

Continued from page 43

Gill is alert to requests for the top playing tunes which may vary quite a bit within two or three blocks in the same neighborhood.

"Hot tunes go any place," adds Gill. "We depend largely upon requests to give the people in the taverns what they want." The type of spot Gill has in mind is patronized by a neighborhood crowd and the percentage of repeat business is large.

"Tequilas," Gill points out, is "going strong in many of the Mexican spots at the present time. An artist who is strong with these players is Luke Garica on Capitol. Gill is also putting on quite a number of the Dit recording "Corridos Rock," by Jim Balcom. This instrumental recording, according to Gill, takes its best looks in Mexican spots. The joke box players in the Spanish spots do not confine their preferences to Mexican-flavored tunes, however. Records by Earl Boacic, on King, Little Richard, on Specialty, and others also have profitable appeal.
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b/w "WHY CAN'T WE GET ALONG"
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AL JONES
Op-DJ-Store Promotion Plays

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fast to create a faster acceptance of dime play in locations where teenage rock 'n' roll programming predominates will eventually offset the servicing and maintenance cost that now experienced by most operators because of the high mortality rate of rock 'n' roll tunes.

Pointing out that programming, servicing and maintenance costs have risen 55 cents per hour box within the past three years, Willens attributes this in part to the steady rising turnover of rock 'n' roll in his weekly program as well as the seeming inability of local operators to put on a concerted city-wide drive switching all nickel plays to dime play. Willens added that this failure alone has placed the operators in 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 disks. Years ago any good artist cut four or five records per year. Today the top artist is cutting a new one every other day. This is causing a highly rapid turnover in the record business and making more programming changes per week necessary than ever before. This automatically is forcing us to buy more records for our machines if we want to hold our customers and, what is just as important, our locations," stated the operator, who has had to raise prices to customers for the first time in several years.

He added that there have been many new small operators being forced out of business in this area because of high costs of operation. He revealed that Willens Music, which he terms a relatively small operation, bought over 5,000 records in 1957. He compares this with that fact that the first three months of this year already has necessitated a larger volume of record buying than did the same period in 1957.

For the month of January of this year, Willens purchased 895 records for the first week, 140 records for the second week—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 766 records for the one month.

An average 20 per cent of these are Extended Plays, which cost 90 cents apiece, and 80 per cent are 45 singles, which are 62 cents each. Willens Music operates 120 machines on location, with the average location getting six new record changes every two weeks, and the teenage hangouts getting weekly changes that are up to 25 per cent more than in other locations.

While Willens feels conversion to all dime play and up is a partial solution to this high cost of programming, he considers of equal importance the necessity of changing programming arrangements for the operator and location owner. He charges the local public attitude toward the music machine operator dates back to the 20's when the music machine business was subject to a rather disreputable reputation. This same feeling has continued to exist in the minds of the music-minded 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 owners will be forced to regard the machines as necessities not dependent upon their whim or commission preferences.

Operator Strikes Gold

Continued from page 48

simply inserted into the first position which shows itself available. The collectors, of course, likewise have the responsibility of knowing how many extended play records are to go onto their phonographs. Most are using between 25 and 35 per cent, again choosing their own, spotting them according to their specifications. For instance, Supremo 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 30 to 45 cents for EP's under a broad contract which calls for a minimum record purchase of 100 per year.

A recapitulation of the books for 1957 and 1958 show that an average of from 10 to 12 records are placed on each machine per week, depending on the individual situation and a weekly record expense of between $225 and $350. These latter figures are based primarily upon 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 extending and order certain disks placed on all such locations, for a test. Such instances are few and far between, however, inasmuch as Huber, who constantly "polds" the route, visiting every location several times per month, knows that his route collectors are doing a thoroughly reliable job.

"We actually don't know what the collectors are putting on their phonographs," Pierce said. "And naturally, we are not concerned, so long as the route continues to show a worthwhile return. If collections cease drop suddenly, out of proportion to other routes, we would then suspect that the collector has slipped up on his programming. However, this has never happened before." The direct consequence of this unusual programming system is a string of locations probably more distinctive from one phonograph to another than any in the Western States. A comparison of these phonographs, for example, in three widely scattered sections of the city, shows a predominance of polkas, and Slavic music in one location, a heavy concentration of Spanish tunes in another, and a 78 per cent rock and roll menu in still a third, all three machines returning within 85 per week the same take.
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
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New 837—ROCK TO THE PHILADELPHIA
   ONE KISS AND THAT'S ALL
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• "Quickie Quiz: How many miles of grooves are in an LP record?"
• 30 top popular hits
• The record dealer

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of new album releases — on disk and tape

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POPULAR
JAZZ
MOVIE & SHOW
CHAMBER MUSIC
CONCERTO
MUSICAL
OPERA
FOR CONSISTENT HITS...

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* asterisks indicate LPs are available by these artists.

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<td>MONEY, MONEY, MONEY  -- Freddie Carpenter</td>
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<td>MARY JANE              -- Al Henderson</td>
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<td>114</td>
<td>IT WAS OURS            -- Jimmie Yelsm</td>
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ATLANTIC RECORDING CORP. 157 WEST 57 STREET, NEW YORK 19, N.Y.
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**Patti Troupe Flies to MOA**

CHICAGO—Patti Page, due to star in the biggest show at the Music Operators of America (MOA) convention here Thursday (3), has chartered a plane for the trip Thursday morning to be able to bring virtually her entire TV troupe, including key men in the Vic Schoen 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 Boston Memorial Auditorium in Hartford, Conn.

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

Tickets for the Garner event have been pegged at $1.00 to $3.00.

**Platters Get Award**

CHICAGO—Ed Sullivan will present a gold record to the Platters for their Mercury hit, "Tightrope," this week at the Roxy Theatre. Firms of the presentation will be aired on Sullivan's TV show May 26.
The CHAMPS
COME MARCHING IN!!

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

"EL RANCHO ROCK"
b/w
"MIDNIGHTER"
Challenge 59007

*Thanks, Opa—
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!
UAE 10001

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

BOB HOPE
FERNANDEL
ANITA EKBERG
MARTHA HYER

Music from the original sound track

BOB HOPE
FERNANDEL
ANITA EKBERG
MARTHA HYER

BING CROSBY

THE BILLBOARD MAY 8, 1960
THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising
News & Sales Tips

Sound Off!

Brahms' "Fifth"

To the Editor:
I saw in your column "Sound Off" that bit about that Brahms concert. I'll be a steady reader of The Billboard. Altho I am a singer and not a dealer, I thought I would give you my answer. At a rock and roll singer, I would say to the customer "Is that done by Elvis?"
Lee Bates
(Randy, Lee Eddi)
St. Petersburg, Fla.

"Give me the viola concerto for free and I'll play it!"

Which one, Brahms, Beecham or Teutsch?
He plays quite a few different ones.

Don't ask me all that. I just had a hard time remembering that much!

Lee Bates

Astor Records of New York's Lexington Avenue reports a young chap raving in one night with "Madonna Butterfly" played by "tossed Pelocillin." A fellow that walked out in a huff to the service counter, as the poor dealer was left to figure out whether the mean Toscanini, Kostelanetz or Manto-

Editor:

Tough Problem
To the Editor:
I'm not a dealer or manufacturer, etc., but am a potential retail buyer of 45 rpm records. I have a store and am sitting in a day corner. I can buy thousands of this week's hot hits, but if I want something from the catalog, the dealer writes the jobber and the jobber waits 'til he gets more orders and in most cases, he is still waiting and so am I. What is the solution?
Arthur B. Reed
Shreveport, La.

Very old lady we have in the flower in question, asking for "Hurry Back" by that nice young singer who walked out on Jerry Lewis. She then proceeded to hum the first eight bars of "Return to Me."

Donna Halliburton
(Allegro Music Co., 10650 Wilshire, Calil) writes, "This morning a very old lady in came and startled the clerks to hear her request. At first I just went, I don't know the name of it but it's a 78 on the juke box."

Donna Halliburton

Do you carry Broadway show tunes in your store?
We have one. What were you talking about?
It's like that cute recto record, "It's a Ringer", "Bugsel" and some other thing?

Audio Authority
San Francisco, Ca.

A lady walked into a very expensive stereo shop shouting for the score of "Madonna Butterfly" as played by "tossed Pelocillin." A fellow that walked out in a huff to the service counter, as the poor dealer was left to figure out whether the mean Toscanini, Kostelanetz or Mantov-

Editor:

Serious Situation
To the Editor:
I'm a wholesaler and the Billboard recently, I was much interested in the listing of new phonographs and accessories in the store 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 to sell records 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 2,000-store Woolworth chain stopped there—at discounting where discounting was already prevalent—one would have to agree with the policy.

However, whatever made the Woolworth statement was entirely wrong—or ignorant of Woolworth policy, made an absolute dishonest statement, or—and this is hard to imagine—Woolworth's policy, as stated in The Billboard, is not being followed by those in charge of Woolworth record and local operations.

Down Town West in the East—particularly Pennsylvania — you have always had the dealers who were the outsiders in the field. What did you expect? Woolworth has never been able to discount, the policy is to discount a price of about 45 rpm per cent, and 50 per cent in package (album) merchandising.

Remember—in doing this Woolworth is not keeping up with the trade—but has established a policy which hurts every long time retailer. No retailer of records can stay in business on a per cent business. It is impossible to do the business like that and be successful in business today in Pennsylvania, it

(Continued on page 76)

HEARD OVER THE COUNTER

A young lady asked me for a good recording that she might play in front of the owner of the record shop asked her whether she wanted a 78 rpm. or a 45 rpm. record. She apparently didn't know what the differences were. "The lady owner said, "the 78 rpm. records are the best ones, but the 45 rpm. records the small ones with the large hole in the middle." The customer replied: "I don't care about the size of the record, as long as it has all the words!"

-Editor.

DIAL-A-DISC BOWS SOON

The disk vending machine, pictured here, is scheduled to be ready for summer, according to Columbia Records officials. It is designed to vend 10 different 45 rpm singles and has a capacity of 200 disks.

Columbia believes the Dial-A-Disc will be a potential sales project. It features an aural playback system. The firm also believes its different features will make it attractive to record stores. It stands 5½ ft, high, 2 ft wide and 1 ft deep. It will accept any combination of coins up to $1.25, and automatically refund change up to $1.24. The Dial-A-Disc is priced at $310. (F.O.B., Merchandise, N. J.)

New Phonola Line Intros 10 Models

Waters-Conroy, Inc., Rochester, N.Y., phonograph manufacturer, has just introduced its new Phonola line to distributors. The new series includes 10 portables ranging in price from $59.95 to $129.00. The line has been completely rethought this summer, and covered in colors that are earmarked for efficient promotion in the home and home furnishings fields. Included in the line is a new $78.00 Hi Fidelity, 2-Speed, Automatic, which has a full seven-inch reel. Every $7.95 tape is a five-inch reel. All stores.

(Continued on page 76)

An Ampex Preps 4-Track Tape

The Ampex Corporation is gearing for four-track, three and three-fourths ips stereo production and reproduction. According to Phillip Carlyle, president of the firm's consumer products division, all Ampex 15-inch stereo tape recorders may be converted to reproduce both the new four-track and three-three-fourths ips. The converter is a unit that sells for $42.95 and replaces the existing two.

(Continued on page 76)

Concertapes' New Catalog

A new, pocket-size catalog, listing 104 stereo and monaural tapes by Concertapes, is the newest sales aid for dealers from the Wilmette, Ill., firm. Several dealers in the Concertapes library are offering it as a group offer, and Hi-Fi Listening. Music for Dance. Music for Film. Music for Times, Holiday Music. Choral Music, Solo Recitals, Symphony Music, Etc., etc.

The catalog listings include, for example: "In 1949, a tape of the American Symphony Orchestra conducted by Arturo Toscanini was introduced.

The tape contains music of the Beethoven symphonies, in fourips. It is available at $12.95."

(Continued on page 76)

The Maynard Peavey Ad-in-radio phonograph combination retails for $129.95. Phono only retails for $129.95. Special features include: diamond needle changer with automatic shut-off, front-mounted controls for chassis- side tuning, and terminals for extension speaker.
**Dealer Disk Club Can Cue Pay-Off**

- **Selective membership secret**, says Morgan.
- **Personal touch builds sales**, adds Morgan.

Properly handled, a record club which rewards regular customers with premium offers can be a potent source of additional profit, says Morgan, owner of Morgan's Collegiate Records, Inc., who is tied and record dealership in Denver.

The secret of success in the field of record clubs is being selective in picking "members" of the club, thus investing the program with dignity and high appreciation. Indiscriminate distribution of membership cards tends to defluate the entire theory in the customer's mind, Morgan has found. Consequently, he keeps the cards only after a chat with the applicant, and reveals that the program is not for everyone. The customer is an actual record fan and something of a music lover.

A second point well worth consideration is the actual appearance of the record club card. Morgan has found that customers who are turntable junkies and fanatics of a certain background of duality, attracted to the field, would explain the rules thereof, and every name is typewritten in, then counter signed and dated. The cards have a "documentary appearance" which Morgan feels attracts a lot of attention. The usual plastic look is safer for the general customer since they have been expensively turned out.

To summarize, Morgan's record club, the customer is entitled to one free record for every $10 spent in the disk shop. Morgan's usual policy is to encourage the sale of the $10 card and the $10 card only. Furthermore, the customer can get as many as 10 per cent off on all new merchandise.

---

**Dutone Co., Sales Aids**

The Dutone Company, Keypoint, N. J., has announced a new pair of replacement needles and record accessories, announces a series of new sales aids for record retailers and record-sellers. The aids will be shown to the trade for the first time at the May Parts Show in Chicago.

**Sound Off!**

If you're a dealer, distributor, salesman, rack jobber or manufacturer, just remember their famous line, "Retailing practices to the Billboard."

---

**Concert tapes**

- **Continued from page 77**

Tape recordings are available in stacked and staggered versions. This allows for mixing and matching of different artists in monaural versions. All tapes are packaged in the company's regular box with a mailing envelope contain.

A complete accordion-fold catalog is available in quantity for distribution to customers from Concertarts' factory rep.

---

**Walco Sets 10 Mo. Dealer Contest**

- **Audio Plugs, Sphere Music**

The Walco "Time Zone Contest" is being announced by Herb Biddle, president, and the Walco Stereo Company, Inc., manufacturers of audio equipment. The contest is a 10-month contest period, and 40 winners will be selected. The Walco Time Zone contest will consist of eight drawings each month for a total of 40 winners. Each winner will receive a $10 gift certificate to be used on the purchase of any of the above-mentioned products.

**Shure Bros. Product Swap**

A product-exchange merchandising program, aimed at introducing distributor, dealer and consumer to the world of Stereo, was announced by Shure Brothers, Inc. The program will offer a new line of stereo equipment for the consumer who has been long-time owner of a Shure-Sonic. The program will consist of a monthly drawing for a new line of stereo equipment, with the possibility of the consumer being able to trade in his old line of stereo equipment.

**Ampex Preps**

- **Continued from page 77**

The Ampex Preps feature will be shown to the trade for the first time at the May Parts Show in Chicago.

---

**Glaser Debs 45 Spindle**

The Glaser Stereo Corporation, Baltimore, N. J., has announced a new r.p.m. spindle for its GS-77 record changer. The spindle is easy to install on the standard spindle on the GS-77 and, says the manufacturer, it eliminates the twisting and jiggling of the plastic spindle. The spindle is easy to install and cuttings and has the legend "45 rpm" ingrained to the spindle for positive positioning. It is finished in black to match the change for a "45 rpm" spindle.

The price of the spindle is $3.00.
MON-EO, 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, COMPELLING DISPLAY PIECE! HANDSOME AD MATS FOR LOCAL TIE-INS! ORDER "THE SONGS THEY LIKE BEST" FROM YOUR RCA VICTOR DISTRIBUTOR!
THE BILLBOARD’S WEEKLY

Packaged Records Buying Guide

**BEST SELLING POP LP’S**

The Information given in this chart is based on actual sales to consumers in a scientific sample of the nation’s most record stores during the week ending on the date shown above. Samples covering all sizes 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 Business of New York University.

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<td>3. Elvis’ Greatest Hits</td>
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<td>5. Come Fly With Me</td>
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<td>6. The Late, Late Show</td>
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<td>7. My Fair Lady</td>
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<td>8. The King and I</td>
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<td>9. South Pacific</td>
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<td>10. Warm</td>
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<td>11. Sail Along Silver Bay</td>
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<td>23. Pal Joey</td>
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<td>25. Love Is the Thing</td>
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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
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
VICTOR'S
STANDARD SERIES

AMES BROTHERS

Perez Prado

Tony Martin

Ella Fitzgerald

Glenn Miller

Artie Shaw

Tommy Dorsey

Conno's Golden Records

Conno's Golden Records

RCA Victor distributor now!
NEW! BEST SELLING!

SURREALISQUE HUMOR—RED FOXX

SIXTIES' BEST—BUDDY COLLETTE

THE COOL, COOL PENGUINS

EXPLORING THE FUTURE—CURTIS COUNCIL QUINTET

NIGHT IN HOLLYWOOD—GEORGIE KIRBY

DOOTO RECORD CORPORATION

ONLY THE BILLBOARD—among several entertainment writers—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 to other transmitting stations that can be clearly heard behind the Iron Curtain. The “jamming” attempts are mute testimony to the importance of RFE broadcasts.

**Radio Free Europe Programs Its Music Broadcasts from the Billboard’s Music Popularity Charts**

As soon as each issue of *The Billboard* is received in the New York offices of RFE, the Honor Roll of Hits and Most Played by Jocks charts are clipped and sent, together with the records listed, to the Munich studio via RFE’s special airmail connections. Shortly thereafter, the records are broadcast, with explanatory commentary, on the various programs devoted to this material.

RFE also plans programs around *The Billboard’s* Territorial charts. Jack Maillane, Crusade for Freedom’s U.S. co-ordinator, tells us that since there are so many foreign-born American citizens living in certain areas of the U.S., their countrymen behind the Iron Curtain like to know what is popular and being listened to in these areas here in our country.

RFE also programs from other Billboard charts as well as from the listings of the top songs of five and 10 years ago. The playing of these older records is used in evoking to mind songs well known behind the Iron Curtain and in connecting there with political or other events that occurred at the time of their peak in popularity.

So, while we here in the U.S.A. are busy making, distributing and selling records, the Crusade for Freedom with its Radio Free Europe stations continues its uniting efforts to bring a continuing flow of unbiased news, truth and music to the 70 million people who live in the five captive countries behind the Iron Curtain.

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

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

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, 245 East 48th Street, New York City 17.
In the United States have been exposed to editorial copy of the Folkways Label.

These publications include:
N. Y. Times, Look, Woman's Day, Saturday Evening Post, Parents Magazine and many others.

World's Leading Producer of Authentic Folk Music on
(also Science, Literature, Children's, Jazz Series)

**FOLKWAYS RECORDS**
117 West 46th Street
New York, N. Y.

No More Scratched Records!

**Hi-Fi Fidelity**

Phonegard record players

"gard" against record damage

Replacing Ordinary Phonographs Everywhere, Patented PHONEGARD is the most practical record player ever designed for record shops and departments. PHONEGARD eliminates costly record damage due to these three handling processes: cartridge and style, needle, and stylus. Equipped with miniature reproducer and high-quality dynamic speaker, PHONEGARD meets the demands of record shops and department stores throughout the world.

Write for price and price list.

1354 AVENUE "Q" • CHICAGO 12, ILLINOIS

MUGGER STAN PLAYS HONEY-TOONE PIANO

At Castle, Sohio, French, Carroll, Durkee, Bookey, Donovan, Dvorsky, 12-17

CHICAGO KENTON

‘Til the Rhine, nothing but a white dress with a diamond ring and a moonstone, and she’s been in love from the day the sun rose in the east. The time has gone, give the other end.

ROCKEN, ROLLIN’ AND KROOLLIN’

Rick Rain Oak (1-17) Capitol T 84

Rick Rain Oak is a real show-stopper, who is much at home in the R.K.O. night club. When he’s not recording this like the "Eureka!", he’s singing in "Rick Rain Oak" in "Rick Rain Oak". The audience, consisting of the regulars of the R.K.O. night club, appreciates the roof over his head and the food on the table. No one else can do it. But it’s a secret, yes, a very big secret.

JENISE NEEDLES!!

This past month more than

17,200,000 PEOPLE

In the United States have been exposed to editorial copy of the Folkways Label.

**POPULAR**

GORDON MACMURRAY IN CONCERT

With Van Alexander Oak (1-17), Capitol T 84

A down home gospel--"Dixie Bells," "Ol' May Day," "River Boy," etc. That's the kind of record that's been made by the McKee Boys and Big Bell record.

JEFFRES ON A RAINBOW

Feather Hocks (1-17), Capitol T 84

For the intimate moments of a man who has been a singer for many years. This is a great concert record of the man who has been heard in many concert halls all over the world.

CHEERFUL LITTLE EARPUL

Rose Morgan Oak (1-17) Decca 801, Capitol T 84

Here's a genuine country and western record of the kind that has been recorded by the Mollified Boys and the Morgan Sisters. Good vocals by Phil Harris, for Mr. and Mrs. "You've Never Known". "Boothazine" for Morgan and Warner fame.

CRAY RHYTHM

With Don Lee, Jingles 101 (1925)

The Lee rhythm with its exotic rhythm and its unique musical style, which has been recorded for several of the larger record companies. For Morgan and Warner fame.

LIZABETH LEE

Lillian Roth With Hunt Rose Oak (1-17) V LX 1389

Here’s a genuine country and western record of the kind that has been recorded for many of the larger record companies. Good vocals by Phil Harris, for Mr. and Mrs. "You'll Never Know". "Boothazine" for Morgan and Warner fame.

BACKGROUND FOR BROOKLYN

Eugene Sosse, composer, (1-17) Decca 801

Here’s a genuine country and western record of the kind that has been recorded for many of the larger record companies. Good vocals by Phil Harris, for Mr. and Mrs. "You'll Never Know". "Boothazine" for Morgan and Warner fame.

***

HONEYDOWNS IN PORTUGAL

The Dance of the Fiddle Board (1-17) Capitol T 84

A dance of the fiddlers of Portugal, beautifully presented by the men who have become famous in folk music.

If you think building a space ship is a problem

"THE WORST OF MORRIS GARNER"

The First phonograph record, Watertown, New York, N. Y.
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)
Standards Pay; Check Meter

If you sell tape and tape equipment—as a DISTRIBUTOR—MANUFACTURER—DEALER—you will not want to miss The Billboard's Second QUARTERLY ISSUE

PREPARE YOUR STRONG SELLING MESSAGE NOW!

Your nearest Billboard salesman is ready to help you

The Billboard THE COMMUNICATIONS CENTER OF THE INDUSTRY
NEW YORK CHICAGO HOLLYWOOD ST. LOUIS CINCINNATI

SMASH FOLLOW-UP TO "BEEN SO LONG"

"YOU DON'T LOVE ME ANYMORE"

Ches. 5297
CHESS PRODUCING CORP.
2120 South Michigan All Phones: CA 5-2770 Chicago, Illinois

MAY 5, 1958

© Continued from page 48

Tape on the use of old standards on their machines. All three pointed out that they have had some standards on for several years and they are rarely changed.

Those interviewed were Joe Coughl, partner in Popular Tunes Music Service, Parker Henderson, general manager of Southern Ammunition Company, one of the largest operators in this section of the country, and Edward H. Newell, owner of Ornament Ammunition Company.

"Of course the big attraction in using old standards," Parker Henderson explained, "is that you can buy them once and they will last for years on your jukes—usually until it wears out and has to be replaced with either the same record or another old standard.

"That means that it doesn't have to get many plays a week to make money for the operator. It will easily pay for itself the first week. After that it is profit."

Newell and Coughl both agreed that this was the major consideration in using old standards. All three operators use them on both E.F.'s, which cost 80 cents each, and 45 r.p.m. singles, which cost 60 cents each. Operators in Memphis are on dime play, three for 25 cents and on the 300 machines with the 80-cent slot, seven plays for 80 cents.

Coughl said he uses 10 per cent old standards on his route, which he operates with Johnny Navarros. 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 as their thirty and forty standards in their young days when tunes meant a lot in their lives and early twenties.

"That was during the heyday in the late 1930's and early 1940's of Glenn Miller, Artie Shaw, Tommy Dorsey and others.

"Of such tunes as 'Begin the Beguine,' 'Night and Day' and 'Star Dust,' Newell says, "They are modern American classics. I don't think this music will ever die. It will live on and continue to be popular American favorites. I'm sure from time to time they might be revived as a new pop hit, as 'Star Dust' was last year.

"These and other standards are being played enough today to warrant operators having them on their machines. And Hoagy Carp—"

michael and Michael Parise wrote "Star Dust" in 1928 and Cole Porter "Begin the Beguine" and 'Night and Day' in the thirties.

All three operators explained that they do not program more than they do--10 per cent is the most one has programmed—because the crowd who plays these tunes do not go out often.

By contrast, the big players of juke are the teen-age group and those in their early 20's, and music play must naturally be programmed as heavy as possible.

"When I got out with my wife for dancing or dining at a spot where there was a juke box, I frankly got tired of today's hit tunes," said Newell, who is 29. "I like the old standards which were my favorites when I was younger. That's the music I play."

All the operators made the point that before there were so many record companies and so much competition a hit tune's average life was three months. "Now it's about six months," said Coughl.

"Look at the new, independent record companies producing hits nowadays with unheard of former talent," said Newell. "The current adage that a recording artist is only as good as his last hit seems to hold true in so many cases these days. It's certainly different now than it was 10 or 15 years ago."

A total number of plays by average on all three operators' machines show clearly that standards are a big money maker for the three operators cited. And their experiences with them is typical of the 15 other operators in the city.

It will be seen from totaling the number of plays that Joe Coughl had 82 plays per machine for the top five standards, compared to a total of 385 plays per machine for the top five hits.

Parker Henderson had 73 plays per machine on his five most played standards, and 347 plays on the top five tunes. And Newell had more plays on standards than either Coughl or Henderson—105—but less on the top hits. The hits produced 354 plays.

When you consider that new hits die out in six to eight weeks and have to be replaced, it is easy to figure why standards pay. You don't have to keep buying new records to replace them, they can be kept on location two or three years and they're like holding blue-chip stocks and letting the dividends roll in.

SMASH FOLLOW-UP TO "BEEN SO LONG"

"YOU DON'T LOVE ME ANYMORE"

Ches. 5297
CHESS PRODUCING CORP.
2120 South Michigan All Phones: CA 5-2770 Chicago, Illinois

Copyrighted material.
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 Rita Williams Singers
He’s Got The Whole World In His Hands
Handed Down
The Gospel Train
Boomerang
EAP 1-10182

an exciting new EP!
LAURIE LONDON
HE'S GOT THE
WHOLE WORLD
IN HIS HANDS

with Geoff Love’s Orchestra and
the Rita Williams Singers
He’s Got The Whole World In His Hands
Handed Down
The Gospel Train
Boomerang
EAP 1-10182

another sensational
single!
I GOTT ROBE
JOSHUA
 RECORD NO. 3973

markets
a great new album!
LAURIE LONDON

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—

"Darensbourg Salutes Handy"
such tremendous hits.

* Best Wishes for Continued Success to M.O.A.

H. M. JENSEN
LARK RECORDS
SANDY BECK & HENRY GEORGE
FIRST NAT. REC. DIST. CO.

P.S. We'll see you at the Morrison in Chicago with Joe Darensbourg's

New Release

"HUGGIN' & KISSIN'"
b/w

"ROCKIN' IN DIXIE"

LS 456

Denver Ops

• Continued from page 45

cents, two for 25 cents, that he uses between 10 and 15 per cent of the total music menus in EPs. "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 brought 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 cannot." Restaurant Stops

EP's are particularly popular in restaurant locations, according to Arnold, although he has no complaints at the amount of play which is provided 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.

* "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.

EXCLUSIVE
JUBILEE RECORDS

PERSONAL MANAGEMENT
LEE MAGID
254 West 40th St.
JUDEAN 5-0550

CALE AGENCY
48 West 48th St., N.Y.C.

4 Big Gap

• Continued from page 44

singles in this area and is trying to boost his prices in other territory where a nickel is accepted policy.

Guthall changes about five EP's a month. During March his principal purchases of EP albums included Sam Cooke's "Sam Cooke Sings" on Keen; Louis Prima's "Wildest Show in Tahoe" and "The Call of the Wilden", Nat King Cole, "The St. Louis Blues", Capitol, and Frank Sinatara's "Come Fly With Me", also Capitol.

Naturally, Guthall rotates EP's, substituting the new records for those he thinks have had their run.

"GO ON TO SCHOOL"
Jimmy Reed
Vee Jay 275

"MARRSHA" Prodigals
Falcon 1011

MOA PREVIEWS
"Don't Leave Me"
The Magnificents
Vee Jay 281

"For Your Love"
Jerry Butler
Falcon 1013

CHART BUSTER
'HAVE FAITH'
Gene Allison
Vee Jay 273

CLIMBING!!!

'GO ON TO SCHOOL'
Jimmy Reed
Vee Jay 275

'TINA'
The Spaniels
Vee Jay 278

'MARSHA'
Prodigals
Falcon 1011

MOA PREVIEWS
"Don't Leave Me"
The Magnificents
Vee Jay 281

"For Your Love"
Jerry Butler
Falcon 1013

HIS FIRST LP
"I'M JIMMY REED"
Vee Jay LP 1004

Vee Jay-FALCON RECORDS CORP.
1919 South Michigan
Chicago 16, Illinois
All Phones: CAlem 4-6141

Copyrighted material
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!

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 Capitol Records

Copyrighted material
Program System Saves

Continued from page 48

used co-ordination and were
winding up with a big stock of
records that we really did not
used.

The "Master Board" gives a
fast breakdown of the type of
locations e.g. the three
Mitchell routemen oversee. It
lists them in three categories:
P & C, which stands for "poor
and classics" (primarily semi-
classic), teen-age locations, and
"mixed clientele" 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
r.p.m. machines and 45 r.p.m.
juke boxes on each man's route.

Following the title of each of
the new tunes is a square in
which is noted the total number
of copies of that number which
have been ordered, both in 78's
and 45's. This is the heart
of the system, says Kay. It 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
number will be ordered than the
number of such locations on
their routes. "That used to hap-
pen quite frequently."

Disk Huddle

Each Friday morning Kay,
Cottrell and Albright hold their
weekly disk buying huddle. They
addition new releases; check the
trade paper popularity charts;
pool the comments and requests
from from location owners
during the previous week and
respective their individual reactions
to the new tunes being played
on the radio.

The records that are ordered
as the result of the "check and
balance" system at this weekly
conference are then tallied on
the board, as well as filed in a ledger
book for a more permanent
reference.

15% for Disks

In addition to relying on the
board as an index to guide their
record purchases, the routemen
gernage themselves by an over-
al 15 percent of gross receipts
buying limit. Ev Bern Beck, office
manager of the firm, aids as
disk expenditures, notifies
foreman Kay when they are ap-
proaching their 15 per cent re-
sultion.

"A few years ago we used to
budget our record buying at 10
per cent of our receipts," says
Erv Beck. "Then, when the 45's
came into the picture, along with
the 78's, we had to up the figure
to 12 percent. Recently, we
stepped that figure up to the
present 15." According to Beck,
the increase was necessitated by
several causes: Advent of the
500-selection machines; the con-
tinued co-existence of both 78's
and 45's, and the brief life of the
average disk hit today.

The 15 per cent disk buying
budget is based on juke box re-
cords over a six-month period.

Using a six-month period as a
base has been proving very prac-
tical," claims Beck. "It gives us
the latitude that is needed to
anticipate the extra volume we
gear during certain seasonal pe-
tiods, such as Christmas and New
Year's, when juke box takes are
higher than they are during the
summer, for instance.

One-Stop

The major share of the disks
in the past two years has
been bought thru a local one-
stop organization, Hoffman Re-
cords. Owner of the one-stop, Joe
Hoffman, calls at the Mitchell
office each Friday morning while
the three routemen are holding
their weekly meeting. The trio
queries Hoffman to get his experi-
enced views on the tunes that are
breaking; also listens to some of
the new releases he brings
with him. When the session
breaks up, Hoffman takes their
order, and it is delivered on the
following day. During the week,
Hoffman stays in contact with
them via the phone for fill-ins.

In addition to buying mostly
of their independent label disks
from the Hoffman one-stop, local
distributors are also shipped for
the juke box recording company
requests. "If a record is a hit we
are going to cover all of our
locations with it, then we order
direct from the big distributor
otherwise we use one-stop ser-
vice," explains Kay.

R&R Tunes

Recognizing that a special
slant is required to effective
program rhythm and blues spots
the firm places all Negro loca-
tions in a separate disk buying
category, handled by Cottrell. It
relies heavily for r&b material
on the mixing downtown juke
boxery, Radio Docto, where
the buyer, Stu Glassman, is es-
pected for his tremendous juke
and r&b record knowledge.

Summarizing according to
foreman Eddie Kay, "This is all a
primarily a team effort. It takes
the three of us working as a
unit, the fellows in the shop
and Beck handling the books
for the office, pooling all of our
knowledge and work to make the
system bring good results."

Strong Initial Reaction!

HILL THE END
OF THE DANCE

b/w MY PRETTY BABY
by THE PLAIDS
NASCO 6011
NASHBORO RECORD CO., INC.
NASHVILLE, TENNESSEE

(Cheppel 2-2215)
EP's Wedge
Continued from page 45

I Get a Kick Out of You," just One of Those Things," let's Do It," So In Love," You're the Top," It's All Right With Me."


Novarose says the length of time which passes before he changes a record varies with the occasion, and in some instances cords can be left on for long periods of time.

"For example, Glenn Miller cords always get play," he said, but you have to be careful in programming them because you can have too many of them on.

Up to Two Years
"I change an average of one EP a week. That means, of course, that certain EP's stay at spot for as long as two years - even get good play that long. But constantly making changes various locations.

"To give you an idea, one spot may be on a Dixieland kick and put Dixieland music from six months to a year.

"Then a new group of people some of a different crowd will start patronizing the location there will be a demand for a Dixieland album. Then on the swing will be to jazz instead of Dixieland and I may take a lot of changes on that machine within a few weeks, converting it from Dixieland to that's an example of how

Dixieland music works. It could work the same way with another type of music EP's, such as Sinatra and his popular singers."

Time Factor
Novarose said he had sampled a feeling generally among operators on EP's. Most still don't use them and resist using them cause they take up twice as much time to play as a single, he said.

The writer found this to be the sixth objection among operators EP's in his survey two years ago. This reason is still the one given by the operators who don't use 1 per cent EP's, who say the majority of operators ignore it.

"But I've found," said Novarose, "that that argument is not valid. They say that EP takes too long to play and it might knock the machine out of other plays which, during a day, could produce more

Dixieland music. My experience has been that my phonograph stands idle longer than it is in use, so the time element is not an important thing to consider in my opinion."

Both Novarose and Harbin have found their programming to be successful and profitable by using EP's and they plan to continue using them. From the progress in the past three years in Memphis with EP's and virtually none three years to two operators using them on some machines and a few others using a fluttering - gives reason to expect that they will gain more ground in use in coming years.

THANKS LOADS, OPS!

Sam Cooke
my deepest appreciation
for helping my new release

Marti Barris

STEALIN' KISSES

B/W

ALL OF MY LIFE

KEEN RECORDS
8715 W. THIRD ST.
LOS ANGELES 48
## Honor Roll of Hits

**THE NATION'S TOP TUNES**

For survey week ending April 26

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Witch Doctor</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>2.</td>
<td>He's Got the Whole World in His Hands</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>3.</td>
<td>Twilight Time</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>4.</td>
<td>All I Have to Do Is Dream</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>5.</td>
<td>Wear My Ring Around Your Neck</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>11.</td>
<td>Book of Love</td>
<td>12</td>
<td>5</td>
</tr>
<tr>
<td>12.</td>
<td>Kewpie Doll</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td>13.</td>
<td>Sugartime</td>
<td>9</td>
<td>17</td>
</tr>
<tr>
<td>14.</td>
<td>Catch a Falling Star</td>
<td>11</td>
<td>15</td>
</tr>
<tr>
<td>15.</td>
<td>Oh, Lonesome Me</td>
<td>18</td>
<td>4</td>
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### Second Ten

<table>
<thead>
<tr>
<th>Title</th>
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<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.</td>
<td>Billy</td>
<td>15</td>
</tr>
<tr>
<td>17.</td>
<td>A Wonderful Time Up There</td>
<td>14</td>
</tr>
<tr>
<td>19.</td>
<td>Sail Along Silvery Moon</td>
<td>19</td>
</tr>
<tr>
<td>20.</td>
<td>Looking Back</td>
<td>29</td>
</tr>
</tbody>
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### Third Ten

<table>
<thead>
<tr>
<th>Title</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.</td>
<td>Lazy Mary</td>
<td>24</td>
</tr>
<tr>
<td>27.</td>
<td>Crazy Love</td>
<td>–</td>
</tr>
<tr>
<td>28.</td>
<td>Skinny Minnie</td>
<td>–</td>
</tr>
<tr>
<td>29.</td>
<td>Wishing For Your Love</td>
<td>–</td>
</tr>
</tbody>
</table>

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

DING DONG

Since You Went Away to School

Coral 9-61991

Thanks Ops--
For Being Sweet to Us on "Sugartime"
**Hitting New Sales Peaks Daily**

The Waltz Queen

Patti Page

MG 20318

THE SALES QUEEN

**PATTI PAGE**

**Mercury Records**

**New Pop Singles Starting to Sell Big**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hey Eula</td>
<td>Sil Austin</td>
<td>Mercury #7130</td>
</tr>
<tr>
<td>Spin</td>
<td>Little Bottle</td>
<td>Mercury #7130</td>
</tr>
<tr>
<td>Do You Ever Think of Me</td>
<td>David Carroll</td>
<td>Mercury #7130</td>
</tr>
<tr>
<td>Gamblin' Gal</td>
<td>Rusty Draper</td>
<td>Mercury #7129</td>
</tr>
</tbody>
</table>

**Solid Hits on the Big Seller Lists**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twilight Time</td>
<td>The Platters</td>
<td>Mercury #71289</td>
</tr>
<tr>
<td>Another Time, Another Place</td>
<td>Patti Page</td>
<td>Mercury #71294</td>
</tr>
<tr>
<td>Wishing for Your Love</td>
<td>The Voxpoppers</td>
<td>Mercury #71282</td>
</tr>
<tr>
<td>The Little Train</td>
<td>Vasel &amp; Storz</td>
<td>Mercury #71286</td>
</tr>
<tr>
<td>Pretty Baby</td>
<td>The Diamonds</td>
<td>Mercury #71283</td>
</tr>
<tr>
<td>Gino &amp; Gina</td>
<td></td>
<td>Mercury #71283</td>
</tr>
</tbody>
</table>

www.americanradiohistory.com
**The Next #1 Record in the Country!**

**Valerie Carr**

"When the Boys Talk About the Girls"

R-4066

---

**Most Played by Jockeys**

**FOR SURVEY WEEK ENDING APRIL 26**

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

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.</strong></td>
<td><strong>1.</strong></td>
</tr>
<tr>
<td>HE'S GOTTEN THE WHOLE WORLD IN HIS HANDS (ASCAP)--Laurie London</td>
<td>Handed Down (ASCAP)--Cap 3941</td>
</tr>
<tr>
<td><strong>2.</strong></td>
<td><strong>2.</strong></td>
</tr>
<tr>
<td>TWILIGHT TIME (BMI)--Platters</td>
<td>Out of My Mind (BMI)--May 71319</td>
</tr>
<tr>
<td><strong>3.</strong></td>
<td><strong>4.</strong></td>
</tr>
<tr>
<td>WITCH DOCTOR (ASCAP)--David Seville</td>
<td>Don't Whistle at Me, Baby (ASCAP)--M-Berry 75312</td>
</tr>
<tr>
<td><strong>4.</strong></td>
<td><strong>2.</strong></td>
</tr>
<tr>
<td>ALL I HAVE TO DO IS DREAM (BMI)--Everyly Brothers</td>
<td>Close-Up (BMI)--Columbia 1381</td>
</tr>
<tr>
<td><strong>5.</strong></td>
<td><strong>5.</strong></td>
</tr>
<tr>
<td>WEAR MY RING AROUND YOUR NECK (BMI)--Elvis Presley</td>
<td>Dreams That It's True (BMI)--Ve 7150</td>
</tr>
<tr>
<td><strong>6.</strong></td>
<td><strong>16.</strong></td>
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<tr>
<td>CHANSON D'AMOUR (ASCAP)--Art and Dotty Todd</td>
<td>Along the Trail With You (ASCAP)--Era 1964</td>
</tr>
<tr>
<td><strong>7.</strong></td>
<td><strong>9.</strong></td>
</tr>
<tr>
<td>TEQUILA (BMI)--The Champs</td>
<td>Train to Noah (BMI)--Columbia 1318</td>
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<td><strong>8.</strong></td>
<td><strong>4.</strong></td>
</tr>
<tr>
<td>RETURN TO ME (ASCAP)--Dean Martin</td>
<td>Forgetting You (ASCAP)--Cap 3941</td>
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<td><strong>9.</strong></td>
<td><strong>10.</strong></td>
</tr>
<tr>
<td>KENNY DOLL (ASCAP)--Perry Como</td>
<td>Dance Only With Me (ASCAP)--Ve 7192</td>
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<tr>
<td><strong>10.</strong></td>
<td><strong>19.</strong></td>
</tr>
<tr>
<td>THERE'S ONLY ONE OF YOU (ASCAP)--Four Lads</td>
<td>Blue Time (ASCAP)--Cap 4117</td>
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<tr>
<td><strong>11.</strong></td>
<td><strong>11.</strong></td>
</tr>
<tr>
<td>BILLY (ASCAP)--Kathy Linden</td>
<td>If I Could Hold You in My Arms (ASCAP)--Federal 8716</td>
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<tr>
<td><strong>12.</strong></td>
<td><strong>7.</strong></td>
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<tr>
<td>LOLLITOP (BMI)--Chordettes</td>
<td>Baby, Come A Back-A (ASCAP)--Columbia 1358</td>
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<tr>
<td><strong>13.</strong></td>
<td><strong>17.</strong></td>
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<tr>
<td>BOOK OF LOVE (BMI)--Mountaineers</td>
<td>You Never Loved Me (BMI)--Acme 5290</td>
</tr>
<tr>
<td><strong>14.</strong></td>
<td><strong>14.</strong></td>
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<tr>
<td>OH, LONESOME ME (BMI)--Dean Gibson</td>
<td>I Can't Stop Loving You (BMI)--Ve 7155</td>
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<td><strong>15.</strong></td>
<td><strong>10.</strong></td>
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<tr>
<td>A WONDERFUL TIME UP THERE (BMI)--Pat Boone</td>
<td>It's Too Soon to Know (ASCAP)--Dot 15009</td>
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<tr>
<td><strong>16.</strong></td>
<td><strong>16.</strong></td>
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<tr>
<td>ARE YOU SINCERE? (BMI)--Andy Williams</td>
<td>Be Mine Tonight (BMI)--Columbia 1340</td>
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<tr>
<td><strong>17.</strong></td>
<td><strong>8.</strong></td>
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<tr>
<td>WHO'S SORRY NOW? (ASCAP)--Connie Francis</td>
<td>You Were Only Figuring (ASCAP)--M-G-M 12588</td>
</tr>
<tr>
<td><strong>18.</strong></td>
<td><strong>4.</strong></td>
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<tr>
<td>WISHING FOR YOUR LOVE (BMI)--Yvonne Peter</td>
<td>The Last Drop (BMI)--Mercury 71242</td>
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<tr>
<td><strong>19.</strong></td>
<td><strong>20.</strong></td>
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<tr>
<td>DANCE ONLY WITH ME (ASCAP)--Perry Como</td>
<td>Keepin' Doll (ASCAP)--Ve 7205</td>
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<tr>
<td><strong>20.</strong></td>
<td><strong>2.</strong></td>
</tr>
<tr>
<td>ANOTHER TIME, ANOTHER PLACE (ASCAP)--Patti Page</td>
<td>Three Worlds Without (BMI)--Mercury 7129</td>
</tr>
<tr>
<td><strong>21.</strong></td>
<td><strong>1.</strong></td>
</tr>
<tr>
<td>ALL THE TIME (ASCAP)--Johnny Mathis</td>
<td>Teacher, Teacher (ASCAP)--Cap 41158</td>
</tr>
<tr>
<td><strong>22.</strong></td>
<td><strong>8.</strong></td>
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<tr>
<td>SUGARTIME (BMI)--McGown Sisters</td>
<td>Banana Split (BMI)--Coral 40194</td>
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<tr>
<td><strong>23.</strong></td>
<td><strong>3.</strong></td>
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<tr>
<td>CHANSON D'AMOUR (ASCAP)--Fontana Sisters</td>
<td>Come Again (ASCAP)--Dot 15734</td>
</tr>
<tr>
<td><strong>24.</strong></td>
<td><strong>2.</strong></td>
</tr>
<tr>
<td>BELIEVE WHAT YOU SAY (BMI)--Richard Nelson</td>
<td>My Bucket's Got a Hole in It (ASCAP)--Imperial 5588</td>
</tr>
<tr>
<td><strong>25.</strong></td>
<td><strong>1.</strong></td>
</tr>
<tr>
<td>BIG MAN (BMI)--Four Peeps</td>
<td>Reels Where You Stay (BMI)--Imperial 5588</td>
</tr>
</tbody>
</table>

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---

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BIG AND PLAYWORTHY

SAL MINEO
A COUPLE OF CRAZY KIDS
b/w
SEVEN STEPS TO LOVE
Epic 5-9271

JIMMY BREEDLOVE
THIS TOO SHALL PASS AWAY
b/w
COULD THIS BE LOVE
Epic 5-9270

ROY HAMILTON
CRAZY FEELIN'
IN A DREAM
Epic 5-9268

ERSEL HICKEY
BLUEBIRDS OVER THE MOUNTAIN
HANGIN' AROUND
Epic 5-9269

SOMETHIN’ SMITH
AND THE REDHEADS
MY SECRET INSPIRATION
THE BRUSH OFF
Epic 5-9269

JOE SHERMAN
Fifty Piece Orchestra and Voices
THE MIRACULOUS MUSIC BOX
MAKE ME LAUGH
Epic 5-9266

LESTER LANIN
with two Extended Plays
Epic 7202 & 7203
HIS NEW SMASH ALBUM
LESTER LANIN GOES TO COLLEGE

THE FOUR COINS
MY LOVE LOVES ME
NEW WORLD
Epic 5-9258

TOMMY PRISCO
O BELLA MIA
CHEWIN' GUM
Epic 5-9267

SCREAMIN' JAY HAWKINS
ALLIGATOR WINE
THERE'S SOMETHING WRONG WITH YOU
Okeh 7101

the pick of the hits are on...

EPIC-OKEH a product of CBS
"EPIC," "OKEH" Marque Reg. "CBS" T.M.
THE BIGGEST AND THE BEST SELLING VERSION

"CHA HUA-HUA"

(Pronounced like the dog Chihuahua)

b/w

"SOMETHING'S ALWAYS HAPPENING ON THE RIVER"

R-4074

HUGO & LUIGI

THEIR CHORUS AND ORCHESTRA

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Company: ____________________________
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City: ____________________________ State: ____________________________

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

MAY 5, 1958

Territorial Best Sellers

FOR SURVEY WEEK ENDING APRIL 28

The information given in this chart is based on actual sales and all methods used in this continuing effort to chart record sales are under the direct and close supervision of the School of Business, New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

Bill Haley and His Comets, Don.
Tampa, Chor. Band.
To Be Loved, Jackie Wilson, Bk.

NORTHERN OHIO

All I Have to Do Is Dream
Emmy Brothers, Cbo.
He's Got the Whole World in his Hands
Laurie London, Cap.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER

ROULETTE

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Occupation or Title: ____________________________
Company: ____________________________
Address: ____________________________
City: ____________________________ State: ____________________________

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Copyrighted material
Johnnie's back after his successful ear opera-
tion! His first song, a mid-tempo rock-a-ballad,
creates a mild backing for Johnnie's plaintive
line. The flip, a country-flavored ballad with a
subtle Latin beat, spotlights his "Cry" quality.
Both have what it takes to carry all the charts
country, rock and pop.

THE FOUR VOICES

LONELY FOR A LETTER

JOHNNIE RAY

EVEN HOURS, EVEN DAY

OF MY LIFE

b/w

YOU KNOW I DO

Ray Ellis and his orchestra

4-41167

Both songs have strong pop ap-
peal! The first has a sonata feel
which builds up to an exciting,
full-voiced climax. The flip's a
stroll. A novel, trombone-tinged
beat sets the finger-snapping
pace that gives this side extra sell for
teen-agers.

EILEEN RODGERS

CAREFUL, CAREFUL

(Handle Me with Care)

b/w

I'M ALONE BECAUSE

I LOVE YOU

Buzz Franklin and his orchestra

4-41151

Eileen's the gal on the very
edge of exploding into stardom
and here are the twin threats
with just the force to do it. The first has a
syncopated young beat coupled
with a charming vocal group. The
flip, a country-flavored ballad.
Watch these songs by versatile
Eileen soar.

JO STAFFORD

IT WON'T BE EASY

b/w

I MAY NEVER PASS THIS

WAY AGAIN

Roy Webster and his orchestra

4-41161

Jo has two winners! The first has
a beautiful, romantic theme with
a simple, alternating piano accom-
paniment. The flip is a religion
song with a dynamic, thrilling
melody from which grows more
meaningful with each listening.

HIGH FIDELITY RECORDS BY COLUMBIA

NEW AND SURE-FIRE—FROM THE HOTTEST COMPANY IN THE BUSINESS

COLUMBIA RECORDS

ANNIVERSARY OF LONG PLAYING RECORDS

A Division of Columbia Broadcasting System, Inc.
**Best Selling Sheet Music in U. S.**

Ten songs ranked in order of their current national sheet music sales importance at the sheet music jobber level.

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>HIS COT THE WHOLE WORLD IN HIS HANDS</strong> (Chappell)</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>2. <strong>CATCH A FALLING STAR</strong> (Fisher)</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>3. <strong>SUGAR-TIME</strong> (Sugartime)</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>4. <strong>TWILIGHT TIME</strong> (Pajaro)</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>5. <strong>CHANSON D'AMOUR</strong> (Mondi-Weber)</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>6. <strong>WITCH DOCTOR</strong> (Monarch)</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>7. <strong>WHO'S SORRY NOW?</strong> (Mills)</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>8. <strong>RETURN TO ME</strong> (Southern)</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>9. <strong>LOLLIPOP</strong> (Mark)</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>10. <strong>ALL I HAVE TO DO IS DREAM</strong> (Meadowlark)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>11. <strong>ALL THE WAY</strong> (Barclay)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>12. <strong>KEWPIE DOLL</strong> (Lynne)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>13. <strong>SAIL ALONG SILVER MOON</strong> (Joy)</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>14. <strong>THE LITTLE BLUE MAN</strong> (Trinity)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>15. <strong>ARRIVEDERCI ROMA</strong> (Rill and Range)</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

(for week ending April 30)

A charted report from the Music Publishers' Association, Ltd., London. The list is based upon their weekly survey of the leading music daters. American publishers in parentheses.

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><strong>SALON DE COFETUR</strong></td>
<td>(RCA)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td><strong>CONTAGIOUS</strong></td>
<td>(RCA)</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td><strong>SALUTATIONS</strong></td>
<td>(RCA)</td>
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<td>4.</td>
<td><strong>DEAR FRIEND</strong></td>
<td>(RCA)</td>
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<tr>
<td>5.</td>
<td><strong>DREAMLAND</strong></td>
<td>(RCA)</td>
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<td>6.</td>
<td><strong>DAMNED IF I DO</strong></td>
<td>(RCA)</td>
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<td><strong>ALL THE WAY</strong></td>
<td>(RCA)</td>
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<tr>
<td>8.</td>
<td><strong>YOU DON'T KNOW</strong></td>
<td>(RCA)</td>
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<td><strong>SAIL AWAY</strong></td>
<td>(RCA)</td>
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<td><strong>THE MAN WHO KILLED JESUS</strong></td>
<td>(RCA)</td>
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<td>12.</td>
<td><strong>UP THE HILL</strong></td>
<td>(RCA)</td>
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<td>13.</td>
<td><strong>ONCE UPON A TIME</strong></td>
<td>(RCA)</td>
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<td>14.</td>
<td><strong>THERE'S A HABIT</strong></td>
<td>(RCA)</td>
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<tr>
<td>15.</td>
<td><strong>DON'T ASK ME WHY</strong></td>
<td>(RCA)</td>
<td></td>
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</tbody>
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**Best Selling Pop Records in Britain**

(for week ending April 30)

A charted report from the Music Publishers' Association, Ltd., London. The list is based upon their weekly survey of the leading music daters. American publishers in parentheses.

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<td><strong>DON'T ASK ME WHY</strong></td>
<td>(RCA)</td>
<td></td>
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</tbody>
</table>

**Tunes With Greatest Radio-TV Audience**

The album of the year!

BILL HALEY SALUTES 12 INDIVIDUAL COUNTRIES.

**Rockin' Around the World**

**Radio**

A Very Precious Love (R) — ASCAP
Another Time Another Place (R) — ASCAP
As You Sleep (R) — ASCAP
Billy (R) — Mills-ASCAP
Chase (R) — Mills-ASCAP
Cry (R) — Mills-ASCAP
Dream (R) — Mills-ASCAP
Do You Want It to Be (R) — Mills-ASCAP
Everytime You Touch Me (R) — Mills-ASCAP
Get Away from Me (R) — Mills-ASCAP
I'm Sorry I Made You Cry (R) — Mills-ASCAP
I'm Sorry I Made You Cry (R) — Mills-ASCAP
Just For You (R) — Mills-ASCAP
Knock on Wood (R) — Mills-ASCAP
Please (R) — Mills-ASCAP
You Can Make Me Happy (R) — Mills-ASCAP
You're the One I Love (R) — Mills-ASCAP
You're the One I Love (R) — Mills-ASCAP

**Television**

A Couple of Cuckoos (R) — Time-Life
At Home In a Dream (R) — Time-Life
Birthday—ABC
I'll Be Your Baby Tonight (R) — ABC
My Way (R) — ABC
The Last Time I Saw Paris (R) — ABC
The Singing Nun (R) — ABC
There's No Business Like Show Business (R) — ABC
We'll Be Together Again (R) — ABC
Who's Sorry Now? (R) — ABC
Your Love (R) — ABC

**OPS:**

We're sorry our current South American tour presents us from being with you in Chicago—Have a ball!

Bill and Gang
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 Platter Pickers Panel—WABC April 19

**THE BILLBOARD'S WEEKLY**
• Review Spotlight on . . .
THE BETTY SMITH GROUP... London 1787... HAND JIVE
(Zodie, BMI)

"Hand Jive" is a swinging handclapper rhythm tune with 60's ambience that's done with the hands, 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. "Bewitched," is also done pleasantly (Chappell, ASCAP).

**Attention**
D.J.'s: FREE HAND JIVE RECORDS!

---

**MUSIC FOR**
HAND-JIVING

London Records... the first to introduce the new "Hand Jive" craze from England... now gives you the first HAND JIVE LP

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Executive offices moved to 1540 Broadway, New York, N. Y., JU 2-0000

Top 100 Records

For Survey Week Ending April 3

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

Frank Sardo, Record Dept.

1. TCHAIKOVSKY, Aaron

2. TCHAIKOVSKY, Aaron

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This is the end of the chart. The following are additional records that did not make the top 50:

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150. TCHAIKOVSKY, Aaron

This is the end of the chart.
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

MARTY and PATTY
BECAUSE I'M A DREAMER
K12625
I'm on my way to the MOA. Love, Patti.
THE BILLBOARD’S MUSIC POPULARITY CHARTS . . . POP RECORDS
MAY 5, 1958

TIPS ON COMING TOPS

THE RECORD INDUSTRY’S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on...

POP RECORDS

KATHY LINDEN — Felselt 8521 — YOU’RE SURPRISED (Cleveland, ASCAP)

WHY, OH, WHY — Southbury, BMI

The chick appears to be about the secret of her current smash — “Billy” — with either of these two strong sides. Her Wea Bonnie/Baker treatment is highly effective. “Surprised” is a ballad with beat. “Why” is a polka-type.

BETTY JOHNSON — Atlantic 1196 — DREAM HOW MUCH — Golden, ASCAP

MISS JONES presents a smooth and attractive triple-track vocal on “Dream.” The Instrumental side is done in rockabilly tempo. “How Much” is pretty slyer with a male chorus assist. Either can score. Cool follow-ups to “The Little Blue Bird.”

BILL JUSTIS — Philips International 3325 — SCRUNCHIE WILD RICE — (Hi-La, BMI)

JUSTIN is in “Raunchy” form on "Scrunchie," a rhythmic instrumental that features alto, banjo and guitar. “Wild Rice” is also a possible click. The instrumental is styled in a “Hot Todd’y” groove. Strong potential in c&w markets.

DON & 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 (Wiltmark, ASCAP)

HAMILTON has a soft sound on the oldie. It is done in a catchy soft-shoe tempo with charming fem chorus backing. Flip, “Difting and Dreagon,” 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 Latin/tempo mix. Flip, “Later on Tonight,” is a rockabilly that is given a smooth waltz by the artist.

POP TALENT

BILL PINKY — Philips International 3354 — AFTER THE HOP (Hi-La, BMI)

SALLY’S GOT A SISTER — (Knorr, BMI)

Pinkie joins the label with the first-fiddle reads. “Hop” is a vibrant rocker that tells of the happenings after a teen dance. The flip, “Sally’s Got a Sister,” is also a rocker that is subtly bottled. It’s a strong threat for both pop and c&w foot.

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

• Reviews of New Pop Records

THE PITS

Ches-Moon S-1170

ARROW 100 — The new label, which has been closed up with a bit of the “Mad Monday” spirit, has another solid hit for its list. The tune is an acapella novelty that has a solid beat to its gritty, vocal sound. Watch for one. (Upper, BMI)

THE CHANGERS — Chn-23

This is a modern beat with a bit of Latin flavor, with a chorus section on the side that is almost new and fine. But the flip is flat the (Durville, BMI)

THE TWINS

Jazzy’s Sister S-100

RC VICTOR 7251 — The flip could be a hit. The song is a bit off-beat but has a nice catch. (Knox, BMI)

RICHARD HERVEY

Keekee S-6

BMUS 1003 — This driving effort never a dancing wagon wizard Earl Hardy, who has a strong vocal side. It’s got a strong beat and could be a good bet to scoot. (Upper, BMI)

EVELYN ALEXANDER

Keekee S-10

BMUS 1006 — The girl can clearly present her material with a horn section and a fine chorus. Flip, “I Love You,” is a solid one. (Upper, BMI)

KARL HENRY

Mountaineer 500

BMUS 1004 — This driving effort never a dancing wagon wizard Earl Hardy, who has a strong vocal side. It’s got a strong beat and could be a good bet to scoot. (Upper, BMI)

EVELYN ALEXANDER

Keekee S-10

BMUS 1006 — The girl can clearly present her material with a horn section and a fine chorus. Flip, “I Love You,” is a solid one. (Upper, BMI)

THE KING’S KENSHEIM

Coral 4092 — “This is a show stopper. It’s a sort of shuffle in the "Rainbow" tradition. Low-down bow, high up with good fig to pop backing. Test for you now and backs. (Phil, BMUS)

DON JONES — Coral 4093 — A new instrumental side by the Ace Forest group. In the same pattern,Listen to the record with the record in the backing side from the group’s album. (Phil, BMUS)

HUGH & LOU

Dakota 4001 — Another good follow-up to last week’s “The Lord’s Prayer.” It’s a bit slower, smooth and very fine. (Capitol, BMUS)

JERRY BLACKWELL

Huntley 5001 — This is a show stopper. It’s a sort of shuffle in the "Rainbow" tradition. Low-down bow, high up with good fig to pop backing. Test for you now and backs. (Phil, BMUS)

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DENNIS EMMERSON

B. B. Records 5001 — Instrumental with a Continental feel and a bright, driving rhythm. A choice cut that could be a major hit. (B. B. Records, BMUS)

IT WON’T BE EASY — Imperial 5002 — A fine treatment to a dandy theme. With the title song, has a lot of interest. (Imperial, BMUS)

MARRIOTT B. ESKRIDGE

B. B. Records 5001 — Instrumental with a Continental feel and a bright, driving rhythm. A choice cut that could be a major hit. (B. B. Records, BMUS)

BARREL BONES

Eskridge 5001 — A fine dandy theme, with nice chorus part, underpinned with a fine beat. (B. B. Records, BMUS)

MARRIOTT B. ESKRIDGE

B. B. Records 5001 — Instrumental with a Continental feel and a bright, driving rhythm. A choice cut that could be a major hit. (B. B. Records, BMUS)

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B. B. Records 5001 — Instrumental with a Continental feel and a bright, driving rhythm. A choice cut that could be a major hit. (B. B. Records, BMUS)
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
VOX JOX

ABC-DANNY JOE - PARAMOUNT

HIT AFTER HIT! HIT AFTER HIT!

DANNY AND THE JUNIORS

ROCK AND ROLL IS HERE TO STAY

SCHOOL BOY ROMANCE

Management:
NAT SEGALL
A & R for Danny and the Juniors
ARTIE SINGER
Exclusively
ABC-PARAMOUNT RECORDS

Bookings:
HERB FREEMAN

Western Union Telegraph

NS MYAHOO PD MONTGOMERY ALA 24 316 PMC
NATIONAL RECORDING CO

1229 FERNWOOD CIRCLE EAST MONTANA
JOE SOUTH'S WAXING OF IT'S ONLY YOU MOST REQUESTED

TRAPP IN THIS AREA STOP SUGGEST YOU GET D.J.'S TO
TRY IT. RESPONSE WILL BE FABULOUS.!

BIL O'BRIEN - WHIS - MONTGOMERY

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

MAY 5, 1958

BEST SELLERS!

LITTLE WILLIE JOHN TALK TO ME, TALK TO ME
King 5108
BILL DODGOTT BLUES FOR HANDY
b/w HOW YOU COULD
King 5130
BOO-DA-BA b/w PIMENTO
King 5125
JOHNNIE PATE LITTLE PIXIE
b/w FIVE O'CLOCK WHISTLE
Federal 3327
MUSKEETA b/w PRETTY ONE
Pendleton 702
EARL BOSTIC BACK BEAT
King 5127
THE "S" ROYALES THE FEELING IS REAL
b/w DO THE CHA CHA CHERRY
King 5131
THE CHANTERS MY MARLING
b/w I NEED YOUR TENDERNESS
Deluxe 6162
NEW RELEASES!

EARL BOSTIC WOODCHOPPER'S BALL
b/w JOHN'S IDEA
King 5123

BRITISH SALES EBB Predicted; Money Tight

LONDON — Britain's largest music-industry company, the Arthur Rank Organization, may have second thoughts about attaching itself to the record business. The company recently announced that it would discontinue its interest in the record industry and set a subsidiary called Rank Records.

But some industry experts are saying there is a levelling off in demand because of new money spent and the saturation of rock music. In addition, the number of record shops has opened and closed in the boom has shown a downward trend.

Albion business is still good there are many signs from established retailers, dropping reports in sales, and big wholesalers saying that the increase in sales for the first quarter of 1958 was not as large as in previous years.
A Bull's-eye Every Time!

DICKY DOO AND THE DONT'S

Current Juke Box Favorite:

"NEE NEE-NA NA NA-NU NU"

b/w FLP TOP BOX

Management:
NAT SEGALL
Recording for
SWAN RECORDS

Bookings:
HERB FREEDMAN

On complaints about ASCAP's weighted vote, the report states that, as of 1957, publisher members on the board have 59.6 per cent of all possible publishers votes. (Basis is one vote per $500 in earnings.) Writer members have 2.4 per cent of all possible writer votes. (Writer vote is at rate of one vote for $500 in earnings.) The report raises some questions "that are a matter for resolution by Justice Department," the report states.

Grievance Procedure

The long and expensive process of taking a grievance. The ASCAP grievance and appeals committee system is also involved. Report notes that "the grievance committee has taken as much as a year and a half to two years to negotiate the steps. The cost may be substantial," and there is no comparative award. In some cases the "may receive a member of substantial earnings and make the award, when received, of little value."

The report questions ASCAP ruling that only one appeal may be made in any given year. It points out that an appeal on one matter might be made after which one of greater importance to the songwriter could come up. This would destroy the "appeal ordering that any member may appeal from the final determination of his classification by any ASCAP committee to be based to an impartial arbitration or panel."

Also, in grievance procedure, "it is clear that there is no written transcript made of the testimony taken." The report finds "no basis for decisions stated in an examination of major cases over five years. Interpretations made of the distribution rules are not reduced to writing and are not made generally available to the members of the society. The report questions whether this is consistent with the current code."

The report also puts a rather gentle question mark in front of a phase of ASCAP term identification which raised a storm during hearings when Nathan Knese, supervisor of ASCAP performance credit tabulations, said the monitoring clerks could identify "all but about one per cent of the compositions over 1,500,000 ASCAP tunes as they listened to the taped music the first time around.

The report wonders if the mode of operation, and ASCAP's own survey (the Pradam Survey) can furnish basis under which the court's required "primary consideration" could be given to the "performances of composers of members."

Members of the Robert Sub-committee are Charles Brown (CA, Mt.), Tom Steed (D, Okla.), Timothy Sheehan (R, Ill.) and Arch A. Moore, Jr. (R, W. Va.).

The licensing groups are also coming under the eye of the Senate Judiciary Committee who the interest of Senator O'Mahoney (D, Wyo.) who has heard complaints during recent hearings on his bill to end the job but performance royalty exemption in the Copyright Act.

MUSIC OPERATORS OF AMERICA: - ~
Exclusively on
EPIC RECORDS

Set the Lestar Lanin show to color on Page 7 in the ADVERTISEMENT Section, this issue.
Hits and Oldies Both Pay

CHOCK

Launching a New Hit!

SATELLITE

LOVE

b/w My Heart Sings Ah

sung by

MADAME QUEEN

AMOS 'N ANDY

SHOW

701 Seraph Ave., New York City

Deejays:

Write for your Free Samples

DISTRIBUTORS,

Choice Territories Open

Personal Management: Allan Savitt

CHOCK records

527-3795

Don't miss these six tunes to be top hits on all top-play boxes, which are played mostly by young people, during March:

"Still Along Silvery Moon" by Billy Vaughn on Dot.

"Temptation" by the Champs on Challenge.

"Unlock Me" by the McGuire Sisters on Coral.

"I Can't Keep It to Myself" by Margaret Whiting on Dot.

"Are You Sure" by Andy Williams on Cadence.

"I'm Going to Be a Wheel" by Billy Mithal on Mithal.

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.

Trend to Bigger Juke Routes

...Continued from page 31

to 23 per cent—and more than a
5 per cent increase in the num-
ber of operators employing two
or three men. The biggest in-
crease, however, was in opera-
tions employing 6 or more, with
12 per cent falling into this group
last year, just 5.5 per cent a year
earlier (this category is not shown
on the chart). (Figures

Record Buyers

In 1958 just 7.5 per cent said
they had, but interestingly, to the
special record buyer (not a ser-
cord operator) 12 per cent said they

The increase in the percentage of
operators indicating they op-
erate background music, the sub-
stantial, does not appear signifi-
cant. There of four explain they
use background music in In city sub-
urbs, the same proportion as last year.

There was seen an increase from
4.9 per cent to 11.3 per cent of
background music operators who
use dance. But the total percentage
of operators using background
music is still so extremely small
that this development remains a
relatively minor one. But because
of its possible growth, it bears
watching.

Poll evidence suggests that op-
erators did not buy as many new
juke boxes in 1957 as in 1956,

with purchases running from 7
to 23 per cent less. In addition, some
operators' figures indicated oper-
ators were operating equipment
on average 0.9 years, as compared to
5.7 shown in last year's report.

200's and Diana

A statistic chart not studied last
year or but interesting nonetheless,
indicates that only about one
operator in two feels 200's are
more helpful than other machines
in converting to dime play. This
year's Poll, in fact, shows a de-
crease in the percentage of op-
 erators who believe 200's are
helpful. In 1956, 58.7 per cent
said they are; in 1957, 48.9 per
cent.

There was a slight increase in
the percentage of operators who
made loans to locations, with
53.5 per cent making them in
1957, 50.7 per cent in 1956. The average
number of loans per loan-making
operator, however, dropped from
7.5 to 5.1.

During the past year there ap-
ppears to have been a sharp in-
crease in the number of operators
joining associations. From 30.5
per cent in 1956 to 50.3 per cent
last year. Interestingly enough, 85
per cent of these are members of
Music Operators of America (49 per
cent in 1956); 48 cent of local
associations; 43 per cent of
city or area groups (figures add
to more than 100 per cent since
some belong to more than one
group).
ATTENTION, STUDENTS

"RING DANG Doo TING A LING"
by "ANGELA"
plus the BELL HOPS equals HIT RECORD
DISTRIBUTORS: Territories Open DISTRIBUUTORS: D.J., WHITE, MIRE FOR COPIES.
BARB RECORDS
116 East 32nd St. New York 1, N.Y.
Morty Wax National Promotion

• Reviews and Ratings of New Populor New JazZ Albums

FOLK ★★★
BAND SONGS OF THE BLUE RIDGE & GREAT SONGS OF THE süs.
Placed A Song by Harry Ramsey (8-12")
BRIDGEL RLP 1260-

PICKIN’ & BLONDS
Gene Autry & Walt Disney (8-12")
BRIDGEL RLP 1259-

JAZZ ★★★
COUNT BASEY PREMIUM
The Eddie Davis Trio & Joe Newman (12-1")
T 504U

COUNTRY & WESTERN ★★★
COWBOY For Willing & The Eagles of the People State (12-1")
RECORDS, INC.

SCHULKE REAL STUDIOS
Nurated by Dennis Harris (12-1")
Hollwyod, Calif.

Riverside 5280 (1-12")

Riverside 5280 (1-12")

Riverside 5280 (1-12")

BRIDGE RECORDS, INC.
245 W. 45th St., N.Y.

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Nochiselves Distributors
2100 W. Washington Blvd.
Los Angeles 12, Calif.

AMERICAN RECORDING CORPORATION
1354 W. Third St.
Los Angeles 28, Calif.

L.A. MUSIC COMPANY
2100 W. Washington Blvd.
Los Angeles 12, Calif.

CENTRAL RECORD SALES CO.
2100 W. Washington Blvd.
Los Angeles 12, Calif.

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STEVE TESSIER

The Finest in
YIDDISH
ISRAELI
Music
FOLK SONGS
INSTRUMENTALS
JEWISH & ISRAELI DANCES
CANTORIAL
MASTERPIECES
Tikva RECORDS
1635 Ewy Room 301, N. Y. 19

GREETINGS, OPERATORS
A new Enjoyment
Your Patrons will appreciate.

WINTERTIME WALTZ
BY
FARRELL POLKA

WRIMUS RECORDS
6715 Hollywood Blvd.
Hollywood 28, Calif.

WATER THESE:
"LOVE'S A FUNNY THAT WAY"
BY THE SIX TEENS

"PUDDIN’ PIE"
The LOCKETTES

ELIP RECORDS, INC.
846 S. Broadway, Los Angeles 10, Calif.

GIVE TO DAMON RUNYON
CANCER FUND

ONE STOP (ALL LABELS)
ONE STOP (SAVES TIME)
**Reviews of New Pop Records**

*Continued from page 108*

A lot of new music is available this week, and it's on sale for a good price. Good performance with a great support group and a unique sound. A lot of people are interested in this genre and it's a great opportunity to listen to something new.

**BOBBY & JIM**
CAPITOL 316 - A novel treatment of an old song. The arrangement and even the mood have a real change of pace. (Bobby & Jim)

**A Lear Can Tell...**

*Continued...*

---

**CAROL KING**
The Right Girl... CAPITOL 179 - The girl and the boy are wonderful vocalists, but the song is not sufficiently emotional. (Carol King)

**RONNIE Self**
Big Shot Baby CAPITOL 179 - The song is a real standout on this album, and the girl is wonderful. (Ronnie Self)

**SANDY GOWANS**
Shelter My Mouth CAPITOL 316 - Sandy is a real talent on vocals, and her music is very emotional. (Sandy Gowns)

**JOEY HENDERSON**
Here We Are Now... CAPITOL 179 - Joey is a brilliant musician, and his music is very emotional. (Joey Henderson)

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**JOEY SINGS**
In My Life... CAPITOL 316 - Joe is a great musician, and his music is very emotional. (Joe Sings)

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**BINGO DOUGLAS**
Gone Baby Gone... CAPITOL 179 - The song is a real standout on this album, and the girl is wonderful. (Bingo Douglas)

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**BILLIE JOE**
Don't Let Me Be Lonely... CAPITOL 316 - Billie is a great musician, and his music is very emotional. (Billie Joe)

---

**DANNY CLARK**
Old Man... CAPITOL 179 - Danny is a great musician, and his music is very emotional. (Danny Clark)

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1022-The World of Otis Rush
1022-Beckey's Blues
1022-Beckey's Blues
1022-Beckey's Blues
1022-Beckey's Blues
1022-Dickie's Blues
1022-Big Joe Daddy's Blues
1022-Big Joe Daddy's Blues
1022-Big Joe Daddy's Blues
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CURRENT "SLEEPER" RELEASES:
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"I CAN'T STOP THE LADY IS CRYING FOR YOU" A TRAMPA

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Aime Record Company
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Your ticket to sales results—
the advertising columns of
THE BILLBOARD!
• **This Week's C&W Best Buys**

**JACQUELINE** (Columbia, ASCAP)—Bobbie Helton—Dec 30/38—This week leads all of the C&W Best Buys with a powerful drive in pop markets. Flip in “Living in the Shadow of the East” (Columbia, ASCAP). A previous Billboard Spotlight pick.

• **Review Spotlight on...**

**C&W RECORDS**

CARI SMITH
Contributing Editor, Sun (Pine Belt, BMI)

**Dallas-Forth Worth**

1. *Let Me Leave My Heart Behind You*—Hank Williams, Jr. (BMI)
2. *By Your Side*—Waylon Jennings, Col.
3. *Let Me Leave My Heart Behind You*—Hank Williams, Jr. (BMI)
4. *By Your Side*—Waylon Jennings, Col.

**Houston**

1. *What Makes a Man Wonder*—Jimmy Sturr, MCR
2. *I Know What I'm Worth*—Artie Fierro, MCI
4. *Teenager Queen*—Donna Summer, RCA

**Memphis**

1. *What Makes a Man Wonder*—Jimmy Sturr, MCR
2. *I Know What I'm Worth*—Artie Fierro, MCI
4. *Teenager Queen*—Donna Summer, RCA

**New York**

1. *I Can't Help Loving You*—Artie Fierro, MCI
2. *I'm a Man*—Marty Robbins, RCA
3. *I'm a Man*—Marty Robbins, RCA
4. *I Can't Help Loving You*—Artie Fierro, MCI

**Tales From the Tangle**

*New Tunes*

1. *From This Moment Until We Meet Again*—Joe Pass, Topic
2. *That's My Cup of Tea*—Joe Pass, Topic
3. *This Moment Until We Meet Again*—Joe Pass, Topic
4. *That's My Cup of Tea*—Joe Pass, Topic

**Tales From the Tangle**

*Continued from page 9*

"Country America," branded such another country than, 7-8, p. 2. *Billboard*—TV, Los Angeles, is co-promoting its own *Villa* a trip to your Home- grown Country. Magazine May 1990 to celebrate the *First 10 Years* of *Billboard* and of *Modern Magazine*. *Billboard* will be written to the audience that this would be their visit to the Home-grown Country. First prize will be two tickets to attend *Billboard* and of *Modern Magazine*. *Billboard* is hit in the city that is chanted in more of a pop vein with support from a few of the best sellers.

**BILL JUSTIS**

Senior Editor (Hi-Lo, BMI)

Wild Rice (Kroon) & Phillips International 3524

See review in Pop Spotlight section.

**C&W TALENT**

**BILL PINKY**

After the Hop (Hi-Lo, BMI)

See review in Pop Spotlight section.

**C&W Territorial Best Sellers**

FOR WEEK ENDING APRIL 16

City-by-city listings are based on local reports from quality C&W Country and western dealers and local spot operators in each of the markets listed.

**Birmingham**

1. *We Want To Meet Access & Your Next*—Hank Williams, Jr. (BMI)
2. *I'm a Man*—Marty Robbins, Col.
3. *Let Me Leave My Heart Behind You*—Hank Williams, Jr. (BMI)
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**Reviews of New C&W Records**

**BISWMD SHOW**

Your Foot You 1. *RCA Victor 7512—Country.* Country is 2. *You know* well done by singer and his chord. Part of his group is to play the music, while the other. "Rock" music. (RCA Victor)

**Billboard**

1. *DEC 31, 1963—Lamar Hayden* gets a good review, with vocal about Reds. Over 10,000. (Columbia)

2. *Dec. 31, 1963—Lamar Hayden* gets a good review, with vocal about Reds. Over 10,000. (Columbia)

3. *Billboard*

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3. *Billboard*
**ON THE BEAT**

Continued from page 9

thing (marriage) was outlined by Tony Bennett in a tune with the words lead, "From the Candy Store on the Caramell to the Chapel on the Hill, there's been a lot of them."

Some people in the audience, such as those in the front row, paid more attention to the singers than to the music. In such cases, both sides are listed in bold type, the leading

**Most Played R&B by Jockeys**

RIDERS are ranked in order of the greatest number of places on disk jockey radio shows around the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

**Weeks on Chart**

1. WEAR YOUR RING AROUND YOUR NECK (BMI)—Little Willie John 12
2. forests 12
3. THE CHAMPS—Chas 9
4. BOOK OF LOVE—Monotones 9
5. TALK TO ME, TALK TO ME (BMI)—Elvis Presley 14
6. DON'T YOU JUST KNOW IT (BMI)—Hurry Smith 7
7. High Blood Pressure (BMI)—Aretha 35
8. LOVE YOU (BMI)—King 22
9. TO BE LOVED (BMI)—Jackie Wilson 13
10. LOLLIPOP (BMI)—Cherettees 8
11. BY THE BORROWED (ASCAP)—Connie Francis 17
12. BILL/LET'S TONIGHT (BMI)—Chuck Berry 8
13. HOWS YOUR NOW? (ASCAP)—Connie Francis 15
14. ROLLIN' (BMI)—Little Willie John 8
15. WHAT AM I LIVING FOR? (BMI)—Chuck Berry 12
16. HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 17
17. WHO'S SORRY NOW? (ASCAP)—Connie Francis 17
18. YOU'RE NOT (BMI)—Aretha 27
19. SWEET LITTLE SIXTEEN (BMI)—Chuck Berry 9
20. CHAS 9
21. WHAT AM I TALKIN' ABOUT? (BMI) 7
22. THE CHAMPS—Chas 9
23. BOOK OF LOVE—Monotones 9
24. TALK TO ME, TALK TO ME—Little Willie John 7
25. LOOKIN' BACK—Not King Cole 6
26. SWEET LITTLE SIXTEEN—Chuck Berry 5
27. HANG UP MY ROCK AND ROLL SHOES (BMI)—Atlantic 17
28. YOU'RE NOT (BMI)—Aretha 27
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30. WHAT AM I TALKIN' ABOUT? (BMI) 7

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Reviews of New R&B Records

By ALADDIN

ROBBY BRUE BAND

This week’s R&B Best Buys

NO SELECTIONS THIS WEEK

ALADDIN 118—Medium tempo blues (Lion, R&M)

Allow this week’s R&B Best Buys

THE COASTERS

Yates & Tak (BMD)—Atco 8118—The group has a subtle sound on this rock, especially to jazz listeners. The lyrics are amusing and the harmonies attractive. This could develop into a rhythmical version of "Zing Went the Strings of My Heart", possibly in time for next week.

SPIRITUAL

THE DIXIE HUMMERS

Wesley Young (BMD)—Paascho 1753—Two wonderful recordings by the group, "Just a Little White" starts slowly and quietly, but gains in dramatic quality and word play. "That's Nobody's Business" is taken at a slow, meaningful clip. Strong line for lovers of this material.

R&B Territorial Best Sellers

Listen for these hits on radio stations around the United States.

Atlantic

1. "Talkin' Bout My Baby" (The Everly Brothers, Cap.)
2. "Don't Be Cruel" (Elvis Presley, RCA)
3. "I'm Sorry, Baby" (Joe Turner, King)
4. "Blue Suede Shoes" (W. Bruce, Specialty, B)
5. "Whole Lotta Shakin' Going On" (Jerry Lee Lewis, Sun)
6. "Don't Be Cruel" (Elvis Presley, RCA)
7. " Shine On" (Black Oak Arkansas, Capitol)
8. "I'm Sorry, Baby" (Joe Turner, King)
9. "Talkin' Bout My Baby" (The Everly Brothers, Cap.)
10. "Shake, Rattle, and Roll" (Elvis Presley, RCA)

New Orleans

1. "Talkin' Bout My Baby" (The Everly Brothers, Cap.)
2. "I'm Sorry, Baby" (Joe Turner, King)
3. "Talking About My Baby" (The Everly Brothers, Cap.)
4. "Whole Lotta Shakin' Going On" (Jerry Lee Lewis, Sun)
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6. "Don't Be Cruel" (Elvis Presley, RCA)
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New York

1. "Talkin' Bout My Baby" (The Everly Brothers, Cap.)
2. "I'm Sorry, Baby" (Joe Turner, King)
3. "Whole Lotta Shakin' Going On" (Jerry Lee Lewis, Sun)
4. "Shake, Rattle, and Roll" (Elvis Presley, RCA)
5. "Let's Have Some Fun" (Chuck Berry, Chess)
6. "Don't Be Cruel" (Elvis Presley, RCA)
7. "I'm Sorry, Baby" (Joe Turner, King)
8. "Talking About My Baby" (The Everly Brothers, Cap.)
9. "Let's Have Some Fun" (Chuck Berry, Chess)
10. "Shake, Rattle, and Roll" (Elvis Presley, RCA)

Philadelphia

1. "Talkin' Bout My Baby" (The Everly Brothers, Cap.)
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St. Louis

1. "Talkin' Bout My Baby" (The Everly Brothers, Cap.)
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The Four Lads appeared as an added feature with the Philip Morris Country Music show during the Derby Festival Week, Wednesday, May 20, in Firebird Hall at the Palms Grounds Coliseum, Louisville. Here is the fifth annual United development show and the group played the same date last year.

Johnny Rios Launches the sixth month of his program "South Broadway, St. Louis, Sun.

ON THE BEAT

(Continued from page 13)

helps the musician and we don't have to forget that this is a United Music Operators club name. It's no secret that this has become a regular feature in many of these clubs.

The motto of the organization is "Let's put Christian Love and Charity into the music and into the United Music Operators club to the charter, "any musician, square dancer, caller or active United Music Operator in this cable town, except a atheist or Communist."

Publishers, disk mailers and assorted personal representatives of all fields will converge on Chicago this month with "United Music Operators club name. It's no secret that this has become a regular feature in many of these clubs.

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(Continued from page 118)

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(Continued from page 118)

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The Four Lads appeared as an added feature with the Philip Morris Country Music show during the Derby Festival Week, Wednesday, May 20, in Firebird Hall at the Palms Grounds Coliseum, Louisville. Here is the fifth annual United development show and the group played the same date last year.

Johnny Rios Launches the sixth month of his program "South Broadway, St. Louis, Sun.

ON THE BEAT

(Continued from page 13)

helps the musician and we don't have to forget that this is a United Music Operators club name. It's no secret that this has become a regular feature in many of these clubs.

The motto of the organization is "Let's put Christian Love and Charity into the music and into the United Music Operators club to the charter, "any musician, square dancer, caller or active United Music Operator in this cable town, except a atheist or Communist."

Publishers, disk mailers and assorted personal representatives of all fields will converge on Chicago this month with "United Music Operators club name. It's no secret that this has become a regular feature in many of these clubs.

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Ted Kisil Cites Growth of EP's In Central N. Y.

SYRACUSE—Ted Kisil, public relations director for the Davis Distributing Company, local Sis-ter-burgh outlet, reports that EP record purchases by Central New Yorkers appear to be at an all-time high.

Kisil, who sold about half the sides on the average 200-play machine here are EP's, with about 25 per cent play and two for a quarter common company.

Kisil feels that the greatest shortcoming among operators using EP's is the lack of attention paid to programming. He pointed out that while the average opera- tor buys and places single records on location with great care, he is apt to be sloppy on EPs.

Citizens Examine

He cited one location where the operators were unable to increase the weekly gross from $4 to nearly $100 by intelligent use of EPs. Davis was a pioneer in the intro- duction of disc playing in Central New York. The company placed advertisements in local newspapers, sent notices to local members, and used its experienced location owners that done place EP records.

As a result, the section is virtu- ally where he is satisfied with a handful of operators who still have some nickel stops.

Mass. Ops See Smoother Road To High Court

BOSTON—The handlers in the path of a Supreme Court hearing for the Music Operators' Associa-tion of Massachusetts have expressed doubts against the City of Boston and the State of Massachusetts as to whether it is a levelling off. This was revealed at the hearing in the case when President David J. Baker told the membership that he was most environmen- tially indicated in the pending litigation.

The hearing involves a total of $150 in license fees for seven-operation of a juke box in the city. The State takes $50 and the city, $100.

Local One-Stop Spanish Dept. That Stocks 600 Latin Tapes; 18,000 Disks

NEW YORK — Leslie Dis- tributors' Latin music department went into its fourth year this week, with a sales volume that is an all-time high here.

The local one-stop stock of 600 Latin tapes, with some 18,000 sides in the department. According to Leslie, the department is now highly effective, the company is now able to follow the trend, ready to provide all requests for Spanish records.

Operating juke boxes are loca-
tions with Spanish-speaking patronage is big business here. The city has nearly half a million Latin Americans, most of them Puerto Ricans and quite a few Mexicans. Their musical tastes are pretty well defined, and the operator servicing these locations must keep this in mind.

Crego in Charge

In charge of the Spanish department is Herman Crego, a native born Santerian, who operates the pressing plant of Raleigh Records.

Crego is more than just an or- der taker. He determines what the firm will buy and in what quantities, and he programs the box to fit his Spanish locations.

About 70 per cent of the Spanish music produced which is recorded which means that the top 15 or 20

Radio Station Promotes Juke Box Play; Special Program Planned

Bilotta Buys Piece of WACK, Newark, N. J.; Uses Station to Plugin Wurlitzer Products

NEWARK, N. Y. — A classic example of cooperation between a radio station and the juke box industry is the story of WACK, this North Central New York City juke box station with 150 machines.

The station is WACK, a 500- watt, full-time station, which not only covers a 150-market, but has a listening radius of 100 miles. The record which made this pattern of co-operation possible is John Bilotta. Wurlitzer distributor for all of New York State except the northeastern counties.

Bilotta has always felt that local radio could do a lot to promote juke box play and also to promote the sale of music machines to opera-tors. The WACK experiment that he recently purchased a chink of the local station.

His first step was the publication of a special promotion sheet for use in music houses and music stores. The sheet lists the top 30 records, appearing in a special sales, trade magazines, juke boxes and requests at WACK radio.

Bilotta lists with Bob Paston, Bob Farrell and Dom Hoyt, WACK's salesmen, who have been turned loose to work the local market.

They receive a weekly number, an- nounce over the radio station and also promote in the radio station.

In addition to his duties, Bilotta, Robert Paston, Bob Farrell and Dom Hoyt, WACK's salesmen, who have been turned loose to work the local market.

They receive a weekly number, an- nounce over the radio station and also promote in the radio station.

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The newsletter is to be featured in the Newsletter of New York, the most successful periodical of its kind.

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UNITED'S FABULOUS NEW
UPB-100
HIGH FIDELITY PHONOGRAPH
WILL BE UNVEILED
AT THE M. O. A. CONVENTION

The most beautiful . . . the most appealing automatic phonograph ever produced . . . United's UPB-100 . . . will be unwrapped for the first time at the M. O. A. convention. Gracefully styled by one of the world's foremost designers, this sensational new phonograph presents a striking new instrument that will astound the entire industry. Offered in 5 beautiful colors to blend into every decor, with ceiling, wall and corner speakers, plus exclusive, new 3-wire wallbox principle, the United UPB-100 offers a complete music system with unequalled built-in speed providing many more selections per hour . . . more coins per hour. The pinnacle of simplicity, it will bring genuine prosperity to music operators for years to come. See and hear this greatest of all phonographs at the convention.

SEE IT MAY 6, 7, 8, MORRISON HOTEL, CHICAGO, BOOTHS 32 TO 43

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS, CABLE ADDRESS, UNMUSIC

Spectacularly Styled by
RAYMOND LOEWY . . . world famous designer

Copyrighted material.
Juke Hearing Is Told of Ops' Hard WASHINGTON

"WASHINGTOII"—According a printed report, Logan Paul, president of the National Jukebox Operators Association, told his operators' meeting here last week that the growth of the jukebox business was being hampered by the rise in the price of goods, the difficulty of securing credit, and the decline in the public's appetite for records.

He said that the price of goods had increased by 30 per cent in the last three years, and that the public's appetite for records had declined by 25 per cent. He also said that the difficulty of securing credit had increased, and that the growth of the jukebox business was being hampered by these factors.

He said that the operators should be prepared to face these difficulties, and that they should be ready to take advantage of any opportunities that might arise.

He also said that the operators should be prepared to face the public's changing tastes, and that they should be ready to adapt their business to the new conditions.

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Operators See Smoother Road

Comité Gets Truckload of Gimco Files

Big Beat Booming But Ballads Are Blooming

Hearing Told of Hard Times

Union Assn. Talks Begin

Snedgrass Tells Colorado Ops of 'Profits in Music'

MIDSOUTH MUSIC MENU

Midway to Southern Music

America's Newest

ONE-STOP

RECORD SERVICE

Selling the most complete line of SINGLES, LP, EXTENDED PLAY
at Distributor-Wholesale Prices
No Mark-up
No Extra Charges
Free Title-Strip Service

E.P.'s, most labels 80c
45's—50c
LP's $2.47, $3.09, $3.68
C.O.D. or check and post-age with order. Prices subject
to change without notice.

DENVER — Harry Snedgrass, president of Border Sunshine
Company, music, and game advertisers in Al-

SEEBURG OWNERS

50c
EXTRA BONUS PLAYS MEANS LARGER COLLECTIONS!

THE ROYAL 50c UNIT AVAILABLE WITH IMPROVED DISC, MECHANISM, AND IMPROVED COIN SEPARATOR.

Tested—Thousands in Use!

Not a Kit—Install on Location in Minutes.

No Wiring, Soldering Required.
HELPED START CHILDREN IN BULK VEND BUSINESS

Claim Cancer, Cig Link Still Open Question

WASHINGTON — Scientists are appealing for funds that statistical studies comparing smoking and death rates provide an "unanswerable challenge against cigarette," according to F. B. Britton, president-director of the Tobacco Industry Research Committee.

Speaking before a meeting of a national scientific fraternity at Maryland University (ED), Dr. Britton pointed out that "time and continued research are showing that charges against cigarettes as a cause of certain diseases are greatly oversimplified and are not warranted by the present state of scientific knowledge."

Dr. Little pointed out that the Tobacco Industry Research Committee has given its scientific advisory board instructions to seek freedom in allowing funds from this committee to independent investigators in leading research medical and educational institutions. For three years Dr. Little was managing director of what is now the American Cancer Society.

HULLEDO on last-minute NVA convention developments brings together Convention Hall. Mr. Raynor, Chicago shareholder Harry Bell, and Leaf Brands' Rollie Lette, leaves.

ON THE WING to Miami Beach (left to right), Leaf Brands' Lane being picked up at Union Station, Convention President Lyle Becker and wife chat during flight from Chicago to NVA convention.

RINGMASTER HOSTS 68 At Party

MIAMI BEACH, Fla. — A pre-convention gathering of the Ringmaster's Club on Monday night at the historic London Island, N. Y., had 12 new members, according to Sidney Eppy, Albert Fischer Company, New York, a new member of the Ringmaster's Club, according to his pre- luding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its presluding to Fischer. M. J. Abelson, who ran a successful exhibit of new charms, according to its pre...
**Bulk Banter**

Continued from page 124

The feminine lead in a face to face place during the conflict... The fate of the first Brownie that was Harry the first, who has been active in N.Y. affairs since its beginning seven years ago... The three ladies accompanying his husband on the flight shivered pleasantly with other members of the party. Mrs. Isabelle, a 3-year-old, was at the start and awoke feeling chilly as the plane passed over Tennessee.

The group was met by Mike Sparrington, 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 Folks brothers, N.Y.A. President Leonard Queen and wife, as well as other members of the Sparrington family, had also come down early. He said he had polished off five of the local lobsters at one sitting the night before and joked that the Sparringtons had made a point of bringing down a special coffee pot for their father, former bulk vending operator. It seems that the elder Sparrington can't open his eyes in the morning without a family-sponsored special treat.

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**Stall Action On Post Hike**

WASHINGTON — Action on legislation to raise the postage rate on first-class letters was delayed indefinitely last week (30) when Senate and House conferees failed to agree on policy statement regarding the charging off of postal revenue letters to public service. Legislation would set the rate on first-class letters at 4 cents, and an air mail at 8 cents. Proposed rate will not cause particular hardships for operators of stamp vending machines, with the possible exception of the air mail rate. Chances are that customers may balk at paying the 2-cent premium for this class of service. The Board of Appeals, April 28.

Postponement of action on the measure came about when House and Senate conferees split over how to clear up specific postal operations charged to "public service." Under Senate version of the bill, such operations as rural free delivery would be written off as "public service" and paid by congressional appropriations instead of by postal revenues. House conferees, however, were split on the policy question.

Sen. Olin D. Johnston (D, S. C.), chairman of the Senate Post Office Committee, said it would be up to House conferees to determine the conference. "I don't know when we will meet," he added.

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**VICTOR'S STANDARD TOPPER**

1c Ball Gum Vender

$13.25 each

100 or more

$12.75 each

GIVE TO DAMON RUNYON CANCER FUND

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**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 STUDIOS 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 (25c 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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**THE BEST INVESTMENT IN THE COIN MACHINE FIELD**

"Be sure to visit BOOTH 31, MOA Convention, May 6-8**
Link-it Trinket
The latest craze that’s sweeping the country!

AT THE NEW LOW PRICE QUOTED BELOW, you can afford to use 25¢ per machine, plus 12¢ good feature numbers per machine, thus giving you a total feature charge in addition to the above:

During 1910, you will save up to 80¢ per machine, plus 12¢ good feature numbers per machine, thus giving you a total feature charge in addition to the above:

Drum Only
$1.95

Send or your nearest
PENN KING COMPANY
ATLANTA, GEORGIA

YOUR REGISTERED KEY
...plus exclusive ROUND keyway stops coin box beds cold!

Chicago Lock Co.
2146 N. Racine Avenue • Chicago 14, Illinois

Stop thief! Specify—or replace—with rugged ACE Locks. Unique 7-pin tumbler mechanism provides over 80,000 key changes... plus private registration for your exclusive use. Duplicate factory keys can only be obtained by your authorization. What's more, only ACE Locks have the patented MICRO SHIELD keyway that resists strong forcing tools. These are some of the reasons why ACE Locks are the first choice of the people who require maximum security. Protect your safe! Write today for catalog which also describes the full line of sturdy, budget-priced single and double-bitted Chicago Locks.

Debit 44 New Features
Continued from page 22

Names of the new charms unveiled by the various manufacturers are as follows: Eppy Charm Give-ins, watches (in series $4); Metallized, composites, plastic space ships, plastic change, sea pearl ring, dollar ring, pearl chips, cameo ring (in series of 16), moonstone beauty rings (set of eight), pearl knocker rings. Fischer: Roller Raters, shell (with top silver shaft) (with fish), lock, printing set, cowboy, horse, trophy, bull, horse, abalone. Ouch-cha shoes, musical animal series, odelle series, dice (in holders), flipping coin, statue of liberty, military unit, Western ring series. Penny King: “I love you” tree, dog ring (with and without core), tiger ring (in gold or silver), vending ring (with these stones), Paul Price: Lucky diamond ring (with four-stone setting), fancyfaced animal series. Plastic Processors: Bible and golden. Goggenheim: Silver-plated belt ring (circular belt may be unbroken).

Editor's Note: Pictures of new equipment at the National Convention could not be presented in time to meet The Billboard's deadline. A more detailed description of new machines will accompany pictures next week.

CONVENTION SENSATION
Everyone Said
Our New Gimmicks
Are Fabulous

1. CHAIN GANG LINKS... $ 2.00
2. WATCHES... $17.50
3. COMPASSES... $17.50
4. CIGARETTE LIGHTERS... $10.00
5. SERIES #90... $5.50
6. SPACE PIPE... $6.00
7. CLOWN CHARM, Plastic... $3.00
8. NEW RINGS

9. SEA PEARS... $17.50
10. DAZZLER BONES... $10.00
11. JADE & CRYSTAL BALLS... 11.00
12. PEWTER & CRYSTAL RINGS... 12.00
13. BAXSTERS & MUCKS... 15.00
14. ORIGINAL BEAUTIES... 25.00

Profitable coin-operated sales locations. Locations concentrated in heavily populated or small city areas. Contact the personnel at:

BOX 298
165 THE BILLBOARD, 181 W. RANDOLPH, CHICAGO 1, ILLINOIS.

WE HAVE
OAK'S PREMIERE
R. R. WHITEHEAD DISTRIBUTORS
1257 Woodland Ave., S. E., Atlanta, Georgia

FOR SALE
Successful friendly and liberal service Terms Since 1910

Since 1926

Victor, Standard Topper

$13.25

Gun Vendor

$12.75 each

100 or more

DISTRIBUTED BY
R. R. TORR—LANDSOWNE, PA.

Reselling Service and Liberal Terms Since 1910

MAKE MORE MONEY IN VENDING!
Read The Billboard Every Week
For the biggest vending opportunity—for the latest prices and standardized vending equipment—for every detail of success in your industry.
Enter a Money-Saving Subscription Now!

Pail out this coupon and mail today. Savings are more than 50% on newsstand prices.

The Billboard, 2140 Patterson St., Cincinnati 23, Ohio
Please send me The Billboard for the year at $15.00
(For residents, one year, $10)

Name.
Address.
City.
Zone. State.
Occupation.
VICTOR Standard TOPPER BALL GUM VENDOR $13.25 Each
Available for the next 1000 inquiries, Victoria's new TV Vendor is stock for the first time.

TIME PAYMENTS AVAILABLE
Write us for lowest prices on Capsules, Chocolate, or General Stuffed vending machines. Prompt shipment.

FREE
40 Page Catalog Write for your copy today.

BERNARD K. BITTERMAN
4711 East 23rd St., Kansas City 27, Mo.

COINMEN YOU KNOW
Detroit
By HAL REYES
In the Guardian Building. He has
asked twice
twice
Women over
physical
families.

JOBBERS WANTED

In the Guardian Building. He has
asked twice
twice
Women over
physical
families.

Detroit branch of Emp
receptionist, 

JOBBERS WANTED

in the Guardian Building. He has
asked twice

women over
physical families.

Detroit branch of Empowerment Machines, headed by Bill Kit, Chicago, 

which was opened here a few months ago, is being operated as a 

michigan corporation.

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AMUSEMENT MACHINES

MAY 5, 1958

Chi Coin, Genco Consolidate; All Mfg., Sales at One Plant


Amusement was announced last week by Sam Wolberg and Sam Gross, owners of Chicago Coin Machine, Genco and Avons Gross, Chicago bankers.

Chicago Coin and Genco will continue to operate as separate entities, continuing their different amusement game lines.

Two New Ideas

Bally Baseball, Gun Games Hit Market

CHICAGO—Bally Manufacturing Company added two new amusement game pieces to their list just a few weeks before Genco's biggest variety of games and rides yet hand - died at one time.

Both games feature new varieties of basic amusement games, both baseball and gun games.

Space Connoisseur, the new gun, is a full-size amusement game with a space theme. Action is fast and a hit tempo.

Big inning, the baseball, adds a new twist to the coin-operated diamond game, providing a "fielder" to enter the game at a particular set of numbers. These numbers must be scored.

Space Connoisseur features an automatic space gun that shoots plastic balls continuously for a full minute at the rate of three per second.

Player triggers the target gun, aiming at any of the targets in the center of the Chicago Dynamic organization.

Keeney Has Replay Model of Baseball

CHICAGO—J. H. Keeney Company last week bowed a roll of its new Lerner Leaders baseball game, making both regular and replay versions now available.

Paul F. McW, Jr., vice-president and general manager, also reported the new 1958 model Keeney organization for sale, and the additional profit in the production lines.

WIN CITY'S RESPECT

Rock Ops Freeze Location Hot-Spots

By ELTON WISEHUNTY

LITTLE ROCK—Game operators here have in the past two months been increasingly pub - licizing their own industry that the flourishing pinball industry by teenagers under 18, in violation of the law, has been successfully stopped.

Up until a month ago so - called "private clubs" sponsored and around Little Rock with the result that dozens of teenagers under 18 were playing pin games.

State law says a person must be 18 years old before he can play pinball games.

To make it worse, many youths under 18 were drinking beer and liquor in the private clubs, another violation of state law.

The operators cracked down in cooperation with authorities and the Little Rock Police, and have been closing up private clubs which had not been

The operators cracked down in cooperation with authorities and the Little Rock Police, and have been closing up private clubs which had not been

run for the last 18 months.

Operators informed location hot-spots where they were not those under 18.

Hanofee Works Utica Area for N. Y. State Assn.

UTICA, N.Y.—Stretched Hamon, president of the New York State Machine Operators Assn., is spending 10 days in New York to start setting up the box and game operators and help with the state organization.

The Utica area has been subject to harassment by local police, charging that some games are being used for gambling. However, the operators are fighting back for their own rights.

Many of the games are baseball and bowling games, legal units, as well as pinball machines, and if a player is caught, police officers, without a warrant, will seize their machines without a warrant.

The law is stated in minute detail, and when individual players, without a warrant, will seize their machines without a warrant.

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158 Election May Affect 'Silly' Indiana Pin Law

By JOE KLEIN

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## Coin Machine Price Index

### How to Use the Index

**HIGHS AND LOWS** Equipment and prices listed below have appeared in advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised ever since 10 times for the period shown at least 5 times together with a computation based on average annual.

### PRICES given in the Index are in no way intended to convey the term "net," "net," or "net," and are advertised at the price advertised. It is not unusual for some of the highest prices advertised for the period indicated, and the prices listed in the Index may vary. The average of the Index is based on the average between the "high," "low," and the index price range average indicates the index price range average.

### MEAN AVERAGE. The mean average is a computation of the average of the index price range average and is an average of the index price range average.

### Index

**Table:**

<table>
<thead>
<tr>
<th>High</th>
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###/music_machines

#### Music Machines

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<td>AM2</td>
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<td>AM3</td>
<td>$200.00</td>
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<tr>
<td>AM5</td>
<td>$300.00</td>
<td>$150.00</td>
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### Rock-Ola

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<thead>
<tr>
<th>Model</th>
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<tr>
<td>1331</td>
<td>$450.00</td>
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### Serburg

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<td>M-300</td>
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<td>$750.00</td>
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### Wurlitzer

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</thead>
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<tr>
<td>1150</td>
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<td>$225.00</td>
<td>$337.50</td>
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### Pinball Games

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<tr>
<td>Stern</td>
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<td>Williams</td>
<td>$85.00</td>
<td>$42.50</td>
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</table>

**Note:** Prices in the Index do not reflect the true cost of operation of the game.
Injunction Halts

NEWPORT, R. I. — Pro-ball operators have gained a landmark injunction in Superior Court, retaining all gambling materials from interfering with operations. The order, by Judge Fred B. Pottier, effectively bans the illegal gambling of a city bar against pinball machines. The City Council has voided the legal by Amusement Commission and has changed an amendment between the first and second readings. The settlement is not in violation of that decision.

The order, however, will be granted and the Pinball and v bodies that published it, are a go. The ban did not prevent the players from using the machines that the players were not to be used as a gaming device. The petition was brought to the court by Newport Pinball Machine Co., as machine operators, and the O'Brien Music Company, as operators.

Freeze Location Hot Spots

Continued from page 120

Correction

ORANGE, N. J. — A story in the April 14 issue of The Billboard said that the game surface of the new National Shuffleboard Company game is of pressed wood. Actually, the game surface is of laminated composite.

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[Blank]

Occupation or Title

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State

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Welcome, M.O.A.

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Largest Supply of Games in the Midwest

United SHOOTING STAR
United MONTGOMERY ALLEY
United ROYAL B. A.
United BONUS B. A.
United 6 STARS B. A.

Bally SKILL ROLL
Bally TROPHY ROLLER
Wms. SHORTSTOP
Wms. JUNIOR Ten
STRIKE

Bally Doll ALL STAR
Genco SPACE AGE
Genco FUN FAIR
Valley-Kaye-Golf

6 POCKET POOLS

ARCADE

GOTTLEB

East St. Louis... 1542
Doble Duquette... 129
Doble Propper... 130
Doble Speedy... 129
Doble Delight... 123

WILLIAMS

Acme... 130
Contender... 129
Daydream Rambler... 130
Doodle Bug... 128
Doodle Bug Special... 128

BINGO WANTED

Late BINGO

SAVE MORE MONEY
MAKE MORE MONEY

Subscribe to The Billboard TODAY!

THE BILLBOARD

MAY 5, 1958

WURLITZER

AMI

20

AMERICA'S

Pi

BOXES

E

F

WANTED

SNIP

Aces

GOTTLIE

B

CAR

ROYAL

410

STAR

2029

HOCKEY

COIN

Genco

Draft

S;Ivar

S;dwalk

Exhibit

Pl,yer

395

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Genco's Gypsy

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Big Beat Boom, Ballad Bloom

- Continued from page 122

They are the group of the week, youngsters, the potential. Their success means that the local Presley influence and his phonographic success has something to do with the way rock 'n' roll is being played by the younger set, who mostly play the joke box in Murray.

We get fairly good play from rock standards on singles and EP, but the majority is the new crop of rock 'n' roll blended with pop that seems to be coming from all sides today. There seems to be little straight rock stuff, and even some Presley records have varied from the beat that he started out with and that teen-age raving.

"But new trends that keep the beat hot give more melody and with a little hint of ballad type are taking over. I don't think if this is the forerunner to a complete transition from the straight rock group to the teen-aged crowd still playing mostly rock records on his music boxes. He estimates that as many as 85 or 90 per cent of the records played on his route are the rock 'n' roll records, with the rest old standards and ballads.

Snodgrass

- Continued from page 123

rations which showed a smaller profit potential or to eliminate such spots altogether.

Snodgrass said that while the operator may be lured to give up a location which he feels could "etch out" in the future, it is not "realistic thinking to continue such operations merely after month with return merely making service calls worldwide.

The trend of the association, which now has 65,000 signers, is the phonograph operators in Denver, Colorado Springs, Pueblo, Greeley, Longmont, Loveland, and other larger population centers, are working systematically to make up a more equitable commission arrangement. They were pleased to hear Snodgrass say that dime plays in New Mexico, together with better commission arrangements, has boosted the operators confidence in the future.
COINMEN YOU KNOW

Continued from page 127

Louis Supranow, remains on the staff of Reliable, while another brother, David Supranow, in with Market Vendor Company.

Jacobson is moving head- quarters of Reliable Vendor to Puritan and Santa Barbara Avenues, where they will share space temporarily with the Central Vending organi- gation, but remain separate company and route. Both firms are to be moved subsequently into new enlarged quarters at a location to be selected later.

It's Thrilling! It's New! The First REALLY NEW Kiddie Ride in Years

THE SPECTACULAR!!

THE SUPER-SAFE!!

KIDDIE MUSICAL FERRIS WHEEL

PATENTS PENDING

BARRELS OF FUN FOR THE SMALL FRY!

SUPER-SAFE

Patented "No Tip" feature. Keeps rider locked at same angle all the way round. Car stops in same position every time. With safety belt as an added safety feature.

STREAMLINED

Requires only 30" x 30" of floor space.

ROLLINGKNIGHT MIDWAY MUSIC

On long life Mylar automatic tape. (Available without music if desired)

EXCITING COLORS

Permanent Formula finish for lasting beauty.

See Us at

M. O. A. CONVENTION. Booth #44

CAPITOL PROJECTOR CORP.

500 Tenth Avenue • New York 36, N. Y. • Longacre 3-7940

machine companies, has been enjoying a six-week tour of Europe.

Milwaukee

By BENN OLEMAN

Strong contingent of local coin- men is expected to attend the MOA Show in Chicago. The list includes Les Beder, L. & R. Distributing Company; Joe Pellegrino and Bob Fabiano, and their wives, P. & F. Distributing Company; Sam Hast- ing, Hastings Distributing Com- pany; Arnold Jost, Jim Stecker, Novelly Service, and Harry Jacobson, jr., United, Inc.

Vet coinman Harry Cider notes that business has been holding at a steady level.

For Downright Quality in a Pool Game... PLUS

A Lowdown Price It's IRVING KAYE'S Deluxe Competitor!

Committee Gets

Continued from page 127

they might fall into the hands of "strangers," such as reporters. Glance was ordered to appear Wednesday (20) and to have the records with him.

Records were delivered to the committee Tuesday (20), and Clini- co's appearance before the prob- er the following day was waived on the basis of his cooperation. However, that Clin- co would be summoned to testify again if the records are not 'complete.'

In his earlier appearance before the committee, Clini- co, who is af- filiated with the Automatic Phonograph Distributing Company in Chicago, took the Fifth Amend- ment in response to questions two hour-beating. (The Billboard. April 28)

Committee sources say it will be "seen or not" before the prob- er kick off their investigation of racketeering in pool halls and games in Detroit and Chicago.

ATTENTION, MICHIGAN OPERATORS

NOW DELIVERING

BALLY MISS AMERICA
BALLY ALL-STAR DELUXE BOWLER
BALLY SUPER BOWLER
BALLY TROPHY BOWLER

 ALSO AVAILABLE AT

MUSIC SYSTEMS, INC., Detroit, Michigan
BRILLIANT MUSIC CO., Detroit, Michigan
Exclusive Michigan Distributors for BALLY

KING-PIN EQUIPMENT COMPANY

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Detroit, Michigan
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ANGOTT DISTRIBUTING CO.

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ANGOTT DISTRIBUTING CO.
Music operator James Hubbell, Minatscope, Mich., boasts of having nine children in his household. Among two of his children live in the immediate area.

Members of the Wisconsin Music Merchants Association, Inc., held their monthly meeting April 19 at Appleton at Alex’s Club. Following the noon lunch, the group heard a report on the congressional ASCAP hearing. C. S. Pierce, Russell, Sinking, George Schroeder Company, meanwhile, has taken a load of amusements for sale. He works each summer as a guide for fishermen on Lake Huron, Wis.

Also planning to attend the MIDA Show this year is Mr. Hubbell. Daughter Doctors doke in the closet; in his one- 

A few inches away, the western part of the State, report action there at a low level.

Back in the coin machine business is Jim Stecher, who left five years ago, operate a restaurant. Before he had been associated with Wisconsin Novelties Company. Curiously, he is building up a solid string of coin and games stops. Exhibit Products’ new tape recorder for background music location is a real hit with the distributor Sam Hess.

Memphis

By ELTON WHISENHEIMT

George Samson, owner of Samson-Pennant Company, reports after a swing thru Arkansas calling on operators that business is picking up. Good weather is bringing more people out, he reports. . . . Parker Henderson, general manager of Southern Amusement Company, flew to Harrison, Ark., last week to see Russell Fisher and Novelties Company partners in Tri-Lakes Amusement Company, regarding some phonographs Tri- Leans is in.

Douglas Highfill, owner of Rainbow Amusement Company, recently bought out the route operated by Mr. Smith and Al Busby. More than half of equipment charged hands. The purchaser made Highfill’s route one of the last for sale in the city. Smith and Busby have not yet announced their future plans.

Drew Canale, owner of Canale Amusement Company, reports his Crystal Records, Inc., independently owned company, is coming on with a new talent, hopes to hit . . . . Al Newell, vice-chairman of the regional Boy Scouts of America, reports the splendid progress the weather in the Memphis area is being taken advantage of by many Scout troops for outings. Newell majors getting out in the sunshine, too.

Jack Canipe, vice-president of Consolidated Amusement Company, reports business is going well with the spring weather among Mid-Smith operators. He returned last week from Chicago with much good on music operators. Canipe’s firm distributes joke boxes in this territory. . . . Johnny Noyes, owner of Topical Tour Music Service, reports old standards are getting good play on his music route.

J. T. Saunders, president of Memphis Cinder Company, back on the job after six months of illness. William G. Wesely, vice-president, supervised operations in San Antonio, absent during . . . . Charles E. Pugh, manager of Quality Vending Service, reports a pickup in food vending at industrial locations with most factory workers back on the job after summer lay-offs.

. . . R. E. Westerland, vending operator at Jackson, Tex., reports fishing in his part of the State. He had a big catch last week.

CABLES REMAIN AN IMPORTANT MARKET

---

THE BILLBOARD

FIBERGLASS CUE STICKS

... for all types pools games

GUARANTEED NEVER TO WARP

Manufactured by

Har-Lee Rod Company, Jersey City, N. J.

NYACK SLATE CO.

Exclusive Sales Agents

102 N. Franklin St., Nyack, N. Y.

17-342-

GIVE TO DAMON RUNYON CANCER FUND

AMUSEMENT MACHINES

133

SLATE TOPS

IMMEDIATE DELIVERY. ORDER NOW—SAVE MONEY!

Complete Swordsman’s and All Sizes of Slate Top Prices. Price List on request. Terms: 25% deposit, Balance C.O.D.

MARVEL Billiard Supply Company

16406 W. LAKE ST., CHICAGO 32, ILL.

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ATLAS SLASHES PRICES!

MUSIC

GAMES

GAMES

KAYNEY LEAGUE LEADER’s Exclusive Sleeper Ballroom Dance Player ACTUALLY HITS BALLS

$695

45 RPM CONVERSION FOR M-100A

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Now Delivering

• BALLY TROPHY BOWLER—ALL STAR BOWLER

• BALLY TARGET ROLL—MISS AMERICA—SKILL ROLL

• BALLY BOWIE, THE CHAMPION, MODEL T AND TOONERVILLE TROLLEY

• ROCK-O-LA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

BINGO GAMES

STAR "B" GAMES

SINGLE PLAYER 5 BALLS

EXCLUSIVE DISTRIBUTORS IN ILLINOIS, INDIANA, MISSOURI FOR "FISHER & POCKET POOL TABLES"

MULTIPLE PLAYER 5 BALLS

EXCLUSIVE DISTRIBUTORS IN NORTHERN ILLINOIS, NORTHERN ILLINOIS FOR "ROCK-O-LA"

50-150-200 SEL. Hi-Fi Phonos

ALL EQUIPMENT THOROUGHLY RECONDITIONED

Cable Address: "LANEY"

Chicago
Nickel Capsule Disappearing in Detroit; L. A. Report Contradictory

DETROIT — Nickel capsule vending is disappearing here, even though thousands of machines vending capsules two years ago, according to the Billboard revealed.

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 full gum and change, which forced the appeal the tinkers 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 same operators put them out and never changed them. Business will die 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 chew. Capsules, when they are examined above, soon wear off. There is nothing to eat."

Henry Lemke, who was in nickel vending for 40 years, feels even nickel level itself is too high for the type of merchandise offered. Another operator plans the use of inferior merchandise by Detroit operators. He says there is a great threat of trash in it. The children were demanding rings and better things, and operators didn't put them in. Harnie Gaylord, manufacturer of bolt machines, sees the collapse of the nickel capsule vending simply as part of the overall trend in Detroit. The ban on full gum and charms has tended to discourage bulk vending in general, but he said operators are getting into larger machines—ice cream, milk, coffee, says Gaylord.

The general feeling is that denominations are too small. An operator reported: "I once put a nickel capsule vending, but I put it in a spot check of five operators and two distributors in this area. The operators feel that the nickel capsule vending is the decline, while the distributors claim it is proving successful."

Five out of 10 operators reported that random do not use capsule machines, and five of the five agree all agree that use of inferior charms is primarily responsible for what they consider a drop off in capsule vending that had a high point some months back.

These five operators are almost unanimous in their opinions even the one reported capsule machines constituted only 2 per cent of his total volume, and another reported that they made up more than 50 per cent of his business. All except one felt that the nickel capsule itself is large enough to be a practical vending medium. Only one of the group said he would be interested in a quarter capsule.

Sharp Contrast

In sharp contrast to these operators stand four Peaga, Standard Specialty Company, and Ted Esch's report. One of the nickel capsule vending, the Los Angeles operators claimed that capsule machines constituted only 2 per cent of his total volume, and another reported that they made up more than 50 per cent of his business. All except one felt that the nickel capsule itself is large enough to be a practical vending medium. Only one of the group said he would be interested in a quarter capsule.

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Wanted
Bingo Mechanics!

STEADY WORK! GOOD PAY! NO DRIPERS! GIVE QUALIFICATIONS AND REFERENCE IN YOUR FIRST LETTER.

Write to:ino
924 THE BILLBOARD
118 W. RANDOLPH ST.
CHICAGO 1, ILLINOIS

All Kiddie Rides for Sale
P. O. Box 772, Palos Hills, Ill.

In operating condition. All parts intact.

Available

<table>
<thead>
<tr>
<th>Item</th>
<th>Type of Ride</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Kiddie Train</td>
<td>$1,500</td>
</tr>
<tr>
<td>2</td>
<td>Merry-Go-Round</td>
<td>$1,000</td>
</tr>
<tr>
<td>3</td>
<td>Pirate Ship</td>
<td>$900</td>
</tr>
<tr>
<td>4</td>
<td>Bumper Cars</td>
<td>$800</td>
</tr>
<tr>
<td>5</td>
<td>Gemini Space Capsule</td>
<td>$650</td>
</tr>
</tbody>
</table>

Whirling Specials

- Joys Merry-Go-Round, 200.00
- Lake Merry-Go-Round, 200.00
- Merry-Go-Round, 150.00
- Merry-Go-Round, 125.00

WANTED - USED RIDES

Big Benlee Ponies
Champion Ponies

Five Engine (Horse Drawn)
Model T (Hot Rod)

2551 W. Berth Place, Chicago 17, Ill. Phone: Alhambra 6-4146

All news of your industry, every week in the Billboard...

Bally Baseball, Gun Games

Continued from page 128

With four runs scored, a "wild pitcher" comes into the game, each new pitcher issuing a fresh variety of fast balls and curves to mix up the batter.

The game is set for three innings of play, each player getting three outs per inning. Coins chosen take first, second or, for a single or three-for-35 cent option.

Big inning is 55 inches by 34 inches. Game is available in regular and freestyle models.

REAL BARGAINS

BINGO

S-5000 PAR 100

Keeney

$100.00

Rock-Ola

$100.00

S-5000 PAR 100

Emery Music

$125.00

Eagle

$125.00

S-5000 PAR 100

Country Club

$125.00

Everest

$125.00

S-5000 PAR 100

New York

$125.00

Vantage

$125.00

S-5000 PAR 100

Galaxy

$125.00

Vincente

$125.00

S-5000 PAR 100

Sungard

$125.00

Viaggio

$125.00

S-5000 PAR 100

Vanguard

$125.00

Victor

$125.00

S-5000 PAR 100

Wanted

Joy to May

WANTED

Woodward NEAtt7

Meteor

WANTED

Vacation view of Canada's 50th birthday celebration.

Tossing time, in 30 minutes, gives you 45 cents.

Knoss Charges

Continued from page 128

proposed new AAMONY leadership plans to increase monthly charter dues from 30 cents to $2.

Warner Letter

Knoss also enclosed a copy of a letter sent by Sandy Warner to the membership. In the letter, Warner expressed opposition to UCMONY and favored a collective bargaining agreement with Local 1800, Retail Clerks International Association.

According to Knoss, Warner later reversed his stand.

Knoss charged that AAMONY was being asked to pay UCMONY bills and that the AAMONY membership will be billed for outside counsel in the recent court case.

An AAMONY spokesman said the charges in the letter were so ridiculous that they warranted no comment.

Singles & Doubles Trifles

Only Baseball Games
When Ball & Drum Driver Air

BATTERY. Bells Ball in air for Line Drivers. Fly Bells, Bloopers, Pop-Ups

Cactice

AND HOLD THE CROWDS

with Keeney's LEAGUE LEADER

with Keeney's LEAGUE LEADER AVAILABLE IN NOVELTY OR REPLAY MODELS

WIN WITH KEENEEY!

BIG BONUS FEATURE KEENEEY COULD DO IT!

LEAGUE LEADER

with "SUPER HOMER" SCORING

HOME RUNS

on BIG BONUS super hit that:

* Dives pennant on backglass
* Rings buzzer to draw attention of location attendant!

MAY 3, 1958

THE BILLBOARD

AMUSEMENT MACHINES

137

Copyrighted material
How to Boost 50c Play

In one location after another, Biella was astonished to find nothing but a parade 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 several waitresses during the evening hours, Biella didn’t find a single one who remembered his brief introduction on the 50-cent chute, and who, of course, could scarcely be expected to recommend it to their customers. Checking further into the matter, Biella found that the location owner in most cases hadn’t bothered to mention the seven-for-50-cent “bang feature” which the half-dollar chute actually offered.

Somewhat startled, Biella hit upon a simple expedient to get results. One by one, he coerced waitresses over to the phonograph in restaurant and cocktail locations, handed each one a half a dollar, asked her to drop it in the chute and then invited, “Choose any seven selections.” This bit of practical demonstration got them where, during a day’s work description apparently did not. Anyhow, things began to change on all fronts, and it wasn’t long before half-dollar tokens were dropping into Biella’s coin boxes.

Determined to put still more emphasis on the half-dollar feature, Biella bought himself a rubber stamp kit, of the type which allows the owner to set up his own messages and printed up small signs, 3/4 by 6 inches, which he taped to the front of each machine. The sign read simply, “Music Sale!—10-cent numbers are hard on 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, functioning so well that within a month’s time, every habitue of his lead locations was thoroughly familiar with the half-dollar feature.

Now, each one of Biella’s locations in showing at least 35 per cent of its take in half-dollars, play has increased across the board, and

N E W  !

BALLY EQUIPMENT
from the Bally production lines that mean profits for every type location!

Now Delivering
"TROPHY BOWLER"
"SKILL ROLL" ★ "SPACE GUNNER"
"BIG INNING" ★ "MISS AMERICA"

Remember Rock-Ola ... for Music!

50  120  200 Selections

CLOSEOUT BALLY EXTRAS!

All-Star Bowlers ... $250.00 Circus ... $250.00

Bally-Bowlers ... $125.00 Carnival ... $300.00

WE’LL TAKE ANYTHING IN TRADE: 11 Ft. or 14 Ft. Bowlers, Shuffle Alleys or Later Bally BOSOCH!

Write, Wire, or Phone Today: Tiltonhouse-87713

Bally Bally International Scott Crosse Company

Chicago, Illinois

1423 Spring Garden Street, Philadelphia 23, Pa.

Bally Bally Tiltonhouse-87712

Exclusive Dist. for Bally in N. Pa. and Stahl-Ba in E. Pa., N. Jersey and Del.

ALL

M.O.A. OPERATORS

are invited to visit the

BALLY FACTORY

WHILE IN CHICAGO

Radio Station

Continued from page 120

lack of information, the new Wurlitzer at Joe’s Point. By emphasizing his machine constantly, Biella hopes to make location owners Wurlitzer conscious.

The Wurlitzer "Factory" will also be used to promote local talent and discover new singers. Biella feels that recordings made by local singers can be promoted effectively in this manner and by a combined juke box-radio effort.

 what was a definitely encouraging situation has changed to a brighter hue.

Copyrighted material
**COINMEN YOU KNOW**

**Miami**

By PAUL DANIEL

Sandy Moore is from New York to visit with Harry Shludin. . . Continental Machine Corporation booth at the convention was the site for weekly meeting of the local group. Willie Blatt presided and the attendance was tops. Harold Bash and Dave Roth played host. Joe Stenenberg, Al Kahn, A. Amen and B. R. Saunders all agreed that it was tops for a meeting place. The Old Gold party made the evening complete.

Howard Greenburg is from New York, ready to set up shop for Viking Export, will do business with South American's, from Miami. . . Bette

---

**WELCOME VISITORS to the MOA.A. SHOW**

Be Sure to See Us at **Williams BOOTHs 68-69**

A cordial welcome awaits all distributors and operators who visit our plants located at 4242 W. Fillmore Street. See and inspect new Williams games in the making.

**CREATORS OF DEPENDABLE PLAY APPEAL**

4242 W. FILLMORE ST., CHICAGO 24, ILL.

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**TRULY OUT OF THIS WORLD . . .**

The Satellite

BY NATIONAL

**The Satellite Has Everything . . . and then some.**

- Colorful Beauty to Attract Players
- Simplified Construction for Fast Set-Up
- Positive Automatic Play Control With Adjustable Timing
- Proven Profit-Making Ability
- Scientifically Designed With the Operator in Mind
- Exclusivity—nothing like it in (or out) of this world

Produced Exclusively by the Oldest Shuffleboard Manufacturers

**NATIONAL SHUFFLEBOARD CO.**

291 Cleveland Street, Orange, New Jersey

Orange 2-9100

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**AMUSEMENT MACHINES**

**STEP UP**

**COLLECTIONS**

With These Rebuilt Phone Specials

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**SHAFFER MUSIC COMPANY**

849 North High Street
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Indianapolis, Indiana

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**SEEBURG & COMPANY**

V-200
200 Selections
$695.00
Reconditioned—Refinished
plus
VL Receiver
Other Shaffer Specials
AMPI
H 200 $749.50
H 200 .......... $749.50
T 129............ 495.00
E 120............ 295.00
E 40 (45 RPM) . . . . . . . . . . . . . . . 195.00

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**ROCK-OLA**

1455 (200) $650.00
1454 995.00
1448 475.00
1438 (Canal) 295.00

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**WURLITZER**

Model 1800 $449.50
Wurlitzer 311 $49.50

Write for Illustrated Catalog

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**GUARANTEED BY**

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Juke Makers Pass Up Bid

Continued from page 5

The music publishers (other countries require foreign royalties and MOA demands that foreign royalty payments be made on foreign records, but MOA does not pay foreign royalties) are in a difficult position. They have to pay foreign royalties on records made abroad and receive no foreign royalties for records made in the United States. They are also faced with the problem of paying foreign royalties for records made abroad and receiving no foreign royalties for records made in the United States.
NOW THERE ARE 2 TOP MONEY MAKERS!

And chicago coin Brings You Both!

**2-PLAYER**

Rocket Shuffle

ALSO AVAILABLE IN 1 PLAYER MODEL

- ALL BALL LAUNCH FEATURE!
- CAPTIVE BALL ACTION GIVES PLAYER EVERY THRILL OF SATELLITES TRAVELING THROUGH SPACE!
- AVAILABLE IN REPLAY OR REGULAR MODELS...
- REPLAYS AWARDED FOR HIGH SCORE!

**NEW ELECTRONIC MARVEL**

BATTER-UP

WORLD’S FIRST

**Lite-O-Matic**

BASEBALL GAME

- Player Experiences Every Thrill — Every Action Of A Real Baseball Being Pitched... Being Hit... Being Caught!
- The "Lite-O-Matic" Ball is actually delivered from pitcher’s box to batter!
- 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 Run!
- Previous High Score feature!
- Available in Replay or Regular models!
- 3 outs per 10c game!

chicago coin machine

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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

REGULAR MODEL
with DIME CHUTE ONLY
FREE PLAY MODEL Equipped with DOUBLE CHUTES
Dime-a-Game or 3 for Quarter

3 FAST INNINGS

SINGLES, DOUBLES, TRIPLES, HOME RUNS, ETC.
Simple Better-Pitcher Mechanism

Compact Size: 55 IN. LONG
24 IN. WIDE

Right now... all over the nation... baseball is in the sports spotlight. And now is the time to cover your locations with Bally BIG INNING. Fascinating, real baseball action keeps players glued to the game hour after hour. New, exclusive profit features pile up coins in a hurry. Get your share. Get BIG INNING on location now.

See your distributor... or write... BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS