Singles Flood Cues Juke Box Headaches

Operators Must Re-assess Selective Strategy to Hold Budget Limits

By ROB DIETMEYER

CHICAGO — A flooded single market is ironically complicating juke box record buying and programming as never before. One result is that operators are no longer buying records on the basis of sales figures. Rather, they are basing their decisions on a variety of other factors, such as the perceived value of a record to their particular market.

The single market, for example, is related factor equally responsible for this shift. As a result, a record that sells well in one area may not do as well in others. This makes it difficult for operators to determine which records to purchase.

One result of this shift is that operators are now placing more emphasis on the perceived value of a record to their particular market. This means that they are no longer buying records on the basis of sales figures, but rather on the basis of the perceived value of the record to their customers.

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TELEVISION • MUSIC • RADIO

MONEY ROLLS IN AS OLD TUNES COME ROCKING ROUND AGAIN

Revivals Spark Pop Singles Mart; 50 Releases in Past Two Weeks

by JUNE BUNDY

NEW YORK — Veteran songwriters are finding a lush royalty source in the current pop singles market as a result of a revival trend sparked by recent best-selling recordings of standards of old.

Over the past two weeks more than 55 new pop singles releases featured tune-recitals, while the best-selling pop chart currently lists 10 standards. Old-time songwriters and publishers, of course, have profited vastly from the stepped-up LP market in recent years, but this is the first time significant catalog material has figured so prominently in the pop singles field.

The trend is presently benefiting American Composers, Publishers and Authors, who are now identifying their early hit songs as a possible royalty source.

The trend stems from a new demand for pop recitals, particularly in a country where radio stations are now paying royalties on all recordings.

SEASON'S COMING

The season is here for the songwriters, who have been absent from the charts for some time.

New releases are coming out of the catalog each week, and the demand continues to grow.

DECCA READIES NEW-LC LOW-COST LP'S

NEW YORK—Decca Records is entering the low-priced LP field, according to Roy Conacher, vice-president in charge of sales for Decca Distributing Corporation.

The line will be available next month.

The firm is a bringing a rebirth to a product that was neglected by the industry.

The new release will be packaged with a standard poly-

Decca has made a significant investment in the new field.

WALLACHES OFF TO EMI HUDDLE

HOLLYWOOD—Glenn Wal- lach, president of EMI America, will fly directly to London to attend Thursday (22) the Electric and Musical Industries, Ltd. (EMI) Board of Directors meeting in which he is a member.

Wallichas has scheduled a series of business meetings with Capital

The line will feature four-color covers, and each album will be pre-packaged with a Seattle poly-

The decision to enter the low-priced LP field was made by the company in an effort to attract new listeners and to expand its market share.

CLARK VIEWERS KNOW SPONSOR

NEW YORK—Network design Dick Clark is proving himself a top-notch salesman for Beech-Nut, his Saturday-night TV show.

The current trend of the season is a result of the popularity of the show, which features a variety of musical acts.

The guests this week included Buddy Holly, the Rolling Stones, and the Beatles.

The show is broadcast from New York City and is viewed in more than 60 countries around the world.

The program features a mix of music, comedy, and interviews with guests.

The show has gained popularity among viewers of all ages, with a particular focus on young adults.

GALLAGHER TOPS COB'LIA SPONSOR

NEW YORK—Bill Gallagher has been named the new director of sales for Columbia Records.

The appointment was made by Eddy W., head of Columbia Records, and John A. by Bill Gallagher.

Gallagher has been with Columbia Records for the past six years, during which time he has held various positions in the company.

He began his career at Columbia Records as a sales representative, and later became the manager of the company's Nashville office.

In his new position, Gallagher will be responsible for overseeing the company's sales efforts throughout the country.

The appointment was made in an effort to increase sales and grow the company's market share.

The decision was made following a thorough evaluation of candidates, with Gallagher emerging as the top choice.

The appointment is effective immediately, and Gallagher will begin his new role immediately.

He will report directly to Eddy W., the company's president.

Gallagher's extensive experience in the music industry and his strong background in sales and marketing make him well-suited for the position.

He is expected to bring fresh ideas and innovative strategies to the company, and to help drive sales growth in the coming years.

He is replacing John A., who has served in the position for the past five years.

The appointment is the latest in a series of changes at Columbia Records, as the company continues to evolve and adapt to the rapidly changing music industry.

The new position is pivotal to the company's future success, and Gallagher is expected to make a significant impact in the coming years.
NEW YORK — The Society of Europeanrpm Publishers, a meeting with publishers and their representatives from around the world at New York City's Hotel Gotham here, Wednesday (14). The meeting was the first in a series of meetings for publishers leading to the establishment of a new SPA contract for rights.

According to an announcement made at the meeting, a number of publishers were represented. An SPA spokesman outlined the issues that were discussed. The meeting was attended by representatives of the American Society Publishers Association, the Publishers Association, and the Publishers Association of New York City.

Many Dealers Say Disk Clubs Not So Scary

NEW YORK — A substantial number of dealers who already sold record clubs as the big buy are planning to expand their lines. This is revealed in a special study of dealers in record clubs conducted by the Record Retailers Association of America.

The study was based on a survey of 125 dealers in record clubs across the country. The survey was conducted by the Record Retailers Association of America.

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Epic Readies First National Distribut Confab

NEW YORK — Epic Records is getting ready to launch a new distribution system for its new records. The system, called “Epic on the Move,” will be launched in March. The system will be available to dealers across the country.

Marks Scores in Court Case on Howard Songs

NEW YORK — United States District Court of Appeals held down a lawsuit filed by the Howard Company, a publisher of popular music, against the Howard Company for infringement of copyright.

Lubinsky Sets World-Wide Stereo Label

NEWARK, N. J. — Herman Lubinsky, Garden State disc maker, is taking the stereo world by storm. He has formed a new label, World-Wide Records, Inc., which will be independently of his Savoy operation and concentration solely on stereo records.

To maintain separate identification, Lubinsky has been completely reorganized. The new label is being marketed in a departure from established disc practice, to be issued in stereo only in that format. There will be no common or identical. Ozzie Odell, a staff leader, has been appointed the label's manager. The company will be located in Newark.

LeBow Forms Low-Price LP Aamco Label

NEW YORK — Carl LeBow has established Bethlehem Records to form a new low-price LP label, Aamco Records. The label will be a subsidiary of Aamco Enterprises, Inc., a new corporation formed by LeBow.

APT Records Readies First Four Singles

NEW YORK — ABC-Paramount Records has formed a subsidiary label, APT Records, to form a new record label, APT Records. The label will be a subsidiary of Aamco Enterprises, Inc., a new corporation formed by LeBow.

APT Records will release four singles, including a cover version of the Beatles' “Yesterday.”

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WEB, RECORD EXECS TO ADD SMOTHERS FUEL

WASHINGTON — Spokesmen for CBS and NBC networks, and record networks confirmed yesterday that Columbia and Victor will add further opposable tapes to a list of those heard this Wednesday (23). The bill would divest broadcasters of music interests, including ownership of stock in Broadcast Music, Inc.

The witness list includes: Richard Salant, v.p. of CBS; Joseph Montague, president, National Broadcasting; Gilbert Lieberson, president of Columbia; and George Schuyler, v.p. of RCA Victor Records. Eric Johnson, of the Motion Picture Producers’ Association, will speak for the movie people, and representatives of Loew’s, Inc., have reportedly asked for a chance to speak to the bill.

Nicholas Zappoli, counsel for the Pastime Communications subcommittee, said that the relevant fact of note that Wednesday’s hearing will be another formal record office building, instead of in the familiar capitol hearing room of the Senate Commerce subcommittee, scene of previous sessions.

Mason, Steen, Latauska Buy Friscoe Label

HOLLYWOOD—At Latauska, San Jose Music Distributors chief; Cecil Steen, Boston record distributor; Burton Mason, GNP Records Service, Los Angeles rock jobber and also a partner in Sun,企业的, etc. announced the purchase of Latauska and label owner last week. The purchase will enable Mason to buy a formal record office building, instead of in the familiar capitol hearing room of the Senate Commerce subcommittee, scene of previous sessions.

Word Intro Special Stereo Conversion Kit

NEW YORK—Electro-Voice, Inc., makers of the Weedle needle line, have focused major attention on the stereo field with a special stereo conversion kit to be introduced at the Chicago Parts Show this week.

Believed to be one of the least expensive of its kind yet announced, the Weedle kit will cost a suggested list of $200. The kit contains a four-word, push button switch and a single-transistor unit and a stereo, four-wire cartridge with built-in pinchoff filter. The switch is an insulated, switch, it noted, could be placed in back of on, of the easier-to-react to a sound about the unit and is designed attractively to fit any Hi-Fi. The unit has a separate control.

Distribution will be of two different types: First, to regular dealers, or that a part of the store, “as a salesman” add to, it and record, these parts jobber, “to get in the rear section of the store,” that which is often selected by component equipment.

Cap’s Billing Moves To Scranton

HOLLYWOOD — Capital Record Service, New York, Fla., where it will be handled by Wilfred N. Schibli, President of the New York Corporation. Hereof. CRP is the new name for what was known as RCA, IBM equipment is presently in the CMS, where billing for all branches will be in effect before July 1.

Back in Chicago to preside over the solidification of CRP’s Regional Credits Office No. 2 will be Paul D. Chitini who was named billing supervisor and will be in charge of all of the company’s billing operations. Louis Kowyski, supervisor of the account receivable department, was made assistant to all customer account bookkeeping.

With the completion of the firm’s new office building, Gordon F. Knight has been transferred from the new building to head credit for Credit Region No. 2. R. E. Belfield has been named regional director of Credit Region No. 1.

The Chicago office of Universal Credit Services, Ltd., now located at 1032 W. Diversey, will be moved to a new building, according to CRP General Counsel Walter H. Raczek. Office No. 3, serving the West, respectively. Perkins will now be under the charge of William G. Coe.

Arwin Expands Office, Roster

HOLLYWOOD — Arwin Records has added two new assistants, the first of which will open by last Wednesday and signing three artists to the label. The induction of the label’s success with the signing of “The J. J. Whistler” and “Choo—or-Ha Ha or-Ha”.

In his New York office is located at 4746 W. Putnam St., Los Angeles, is Joe Linder. He will be in charge of all of the company’s national accounts and promote the label’s releases.

Arwin’s new signed artists include: Roberta Dickson, Ben A. Ramos. Session are scheduled for later this month and there are as well as Janie and Annie “P. J. Whistler” and the Bens (“Choo—or-Ha Ha or-Ha”)

PRICE CUT COUNTERS REV “NO RETURN” PLAN

PHOENIX, Ariz.—Rev Records here has hit it upon one solution to the problems of excesses in the record industry (The Billboard, May 15).

The indie has adopted a new sales policy, whereby distributors will pay for the free copies of Rev singles has been cut cut into 75 cents. And in addition, it is giving distributors a profit of 8 cents per record.

At the same time, Rev’s Portland, Maine. Jim Rowtt has instituted a policy for orders since the record hit 20 cents per record with their order with billing for the additional 14 cents and the order with billing for the additional 14 cents and the order with billing for the additional 14 cents order is to place a written order for a minimum order of at least 100 records.

The new sales policy was put into effect with the release of Rev’s last disk, “Dear 531” (5073) by the Thrusters (a Billboard “Spotlight” pick last week). Under the plan, the record was available only to independent dealers and gives each disk one order at 75 cents cost to the dealer and gives each disk one order at 75 cents cost to the dealer and will make the record an immediate best-seller.

Rev’s sales manager, Wilmer Schubert, reports the plan has been well received by independent dealers, who have ordered all major markets for one—Albany, Mass., New York, and Chicago.

Surprisingly, the case report that to date Rev has sold more than it’s total of sales and was behind only to any of its last 10 releases. The sales have been such that the distributors indicated that while they are willing to go along with the plan and be interested in the order far more conservatively than in the past. 

Audio Fidelity, George Wein’s new recording operations from New York offices to the West, will be handled by Bill Debaty, owner of Bill Debaty Corporation. Hereof. The latter has been converted into a production office for CRP, IBM equipment is presently in the CMS, where billing for all branches will be in effect before July 1.
Distrb Comment on 
Jack Robber, 1-Stop

CHICAGO — "Progressively in-
creasing menace of the crack job-
ners and their associates and the
business was further evidenced in
a round-up of a record distributor's
neighborhood. These jobbers and
associates are responsible for the
spread of crack jobs in the city. It
is estimated that there are at least
50 jobbers in the city, and they are
responsible for the majority of the
crack jobs. The jobbers and their
associates are a threat to the
availability of legitimate records.

To make matters worse, the job-
ners and their associates are often
associated with the recording
industry. This association allows
them to gain access to records
before they are released to the
public, giving them an unfair
advantage in the market.

 measures have been taken to
address this problem. The law
enforcement agencies are increas-
ing their efforts to crack down on
the jobbers and their associates. In
addition, the recording industry is
working to improve security and
restrict access to records before
their release.

DRESS UP HOPS

GAC's Plan Brings Bands
To Teens and Vice-Versa

NEW YORK — A new way to
bring the bands back to the teens
and the vice versa. The plan is to
bring the bands back to the youth
market by having them perform
at teen events. The idea is to
up the ante for the bands and
provide a venue for them to
perform. The bands will be
brought to the teens in a
concert setting, allowing them
to see the bands up close and
personal. This will help to
promote the bands and
increase their popularity.

LAMOX DISKS

LP's Issued
By Library of Congress

WASHINGTON — The Library of
Congress has issued five LP
records of "The Field Blower," a
popular folk music movie by
Michael Loeb. The movie is a
reproduction of the original
1957 film. The Library issued the
records to promote awareness of
American folk music and its
legacy. The records will be
available for checkout through
the Library's catalog.

The first three of these rec-
ords have been made available
on 12-inch, black vinyl. The
remaining two records will be
made possible by a grant from
the Carnegie Corporation.

(Continued on page 20)

LEAST WANTED
AWARD OF YEAR:
CHI SUBPOENAS

CHICAGO — Of all the
giveaways handed out by
promoters at MOA last year,
the most spectacular was a
sheet of subpoxens distributed
to the public. The promotion
involved the use of subpoxens
by the State's Attorney's Office
in the wake of a recent court
ruling.

The subpoxens were
distributed at various
locations throughout the city.
They were used to collect
data on the distribution of the
crime. The promotion was seen
as a way to increase public
awareness of the issue and
encourage residents to report
any suspicious activity.

DIRECTIONS

The Billboard Weekly Index

RECORD SALES IN RETAIL STORES

As Reported Against Average Weekly Sales.

For the second week in a row, sales for all speeds have
dropped. Total U.S. sales fell off another 5 cent per
"CHI SUBPOENAS"


down in a row fell off from
the previous period. Unit sales
of 45s were 10 percent below
their previous low of the year and
represent only 3 percent of the
dollar volume for the current
period. Sales of 78s per
recorded the longest drop from the
previous period and are
the lowest of all speeds. They are
now 78 per cent
off from the average weekly
sales registered in June, 1957.

The complete listing of
sales is as follows:

78"/12" UNIT SALES

45s IN CIRCULATION

33c/12" UNIT SALES

45s EP UNIT SALES

45s EP UNIT SALES
ONLY IN A DEMOCRACY

A radio station in LaGrange, Ga., has this motto embedded on all its material: "Help Stamp Out TV!"

TRACK RECORD

By January, 1939, 44.5 million homes will have at least one television set, compared to only 2,000 in 1940 and 400,000 in 1942. In fact, during the remainder of the decade, supplied by ARF National Survey of Sets (January), the number of homes with televisions had grown to 1.7 million. The projection for next winter of a total 50 million sets in the U.S. with penetration of 66 per cent of the population.

HOW IT'S DONE

Don McNeill, long-time toastmaster of ABN's "Breakfast Club," offers these nine rules for successful entertaining: 1. Wear clothes that are a bit too tight. 2. Get yourself a family to talk about. 3. Don't forget interesting things and talk about them on the air. 4. When you skip some spots, the staff of Bob Done, associate radio writer, has fooling with something of an acumen or call. 8. Push some amational characteristics which elicit conversation, like big feet. 7. Be witty on the air but shut up like a cat as you sign off. 8. Be Yourself. 9. When in doubt, murmur "Play, masquer." [AA]

SLOW AND STATIONARY

Video Stage-58, broadcast unit of a new Chicago drama film, and WTTW are sponsoring a national TV script competition. The winning script will be broadcast by WTTW and has changed its name to Metropolitan Broadcasting. . . . Association of Broadcasters of Executives has elected Howard Fisher president and W. Emery Ducey vice-president. . . WWVE's "Gravy and Hush Top 12 Dance Party" pets outdoor originator, starting June 30, from Atlantic City's Steel Pier. . . . Mr. Ray general sales manager of Guild Films, has been elected sales verper and a member of the board.

BEST PEOPLE

Charles Simms is named director of information services for CBS-Television. . . Al Markin, former "Space Cadet" star, appointed executive associate producer for NBC. . . . Davis named radio-TV director of Product Services, Inc. . . Val Bruce left KENS, Dallas to become station staff of Bob Done, associate radio writer. . . . David G. Lee is new public relations director of KMG-MTV, Minneapolis. . . . Paye Stewart moves to a desk job at KPIX, San Francisco, after a year as the station's music consultant. . . Jack Dubiner will do sales promotion for KFDM, Beaumont, Tex.

WHEELED AND DEALING

TALENT TIDINGS

MERRILL VS. SMATHERS

Metropolitan star Robert Merrill put another nail in the northbound Smathers Bill with a statement for the radio execs. Sue, John Pastore, "Pop audiences have demonstrated a kind of skillful and relative newness to music and new composers which could well be emulated in the seedy show business. . . ." Merrill said. His position has some constitutive elements of a few well-established people. But why is that it is not skillful to an extent that relative, immoderate commitments of pop music made by proponents of the Smathers Bill do a disservice to the entire field of music.

His own experience, Merrill states, makes him find it "unbelievable" that the TV network musical programs are "the most expensive part of the budget. . . ." He has discovered new companies "theatrical pressure on performers to use one kind of material or another, that musical programs are quick to turn a contract went your way and never look at what you're written."

COMES THE REVOLUTION

Realization of the "Hungarian Carus" has settled in the U.S., turning European dates to cast his lot with the middle classes, "from whom will come a revolution in musical taste." Something very new or very old must emerge, thinks Gadzke, to bridge the gap between Bach and rock. He just canceled his 25th tour of the Holo-Loo-Zus-Peet circuit because he believes America is going to spark an opera revival. After etching his third LP for EMI, Gadzke, Cali will launch a "middle class music project" along that line.

CINEMATIERS

April Fool's Day is celebrated with "Mardi Gras," the 20th Century-Fox film starring Peter Finch, Tammy Slaton and Glooby Crosby. . . . Tennis Champ Tony Turbiett, who makes his acting debut, was dressed in a costume and makeup of a cowboy. . . . Earl Holliman has cut four discs for Capitol, release in June consisting of country-and-western hits. . . . Joyce Gilbreath, famous of the "Gibbet" band, has been signed to a four-year contract with Capitol and will release her first album in September. . . . "Well Yes," Einar and Arne, the Swedish, have left the Stratford, Ontario, festival, beginning July 18. . . . Sunny Kaye, dancing prizes to mother-and-father-daughter teams Thursdays at the Hotel Roosevelt, N. Y., . . . Billie Jean King joins Jimmy Durante at Chicago's Cote Pardee June 4. . . . Maggie Wulff, late of WPTV, Cleveland, is replacing her pro hit there, "Ten Press," as a New York TV entity.

MERRY GOLDRUSH BLITZES DENVER

DENVER—Local police officials and homeowners in the Denver area were recovering Monday from the effects of a full-scale blitz on Saturday night.

The curious wave radio outlet KMYR began a "Television Blitz" over the weekend when listeners to the station's decayed signal were given "clues" to the whereabouts of a $50,000 check. By day, the city's exclusive Spring Hill Recreation Park was overrun with treasure hunters, each of whom tracked across lawns, jammed streets, pulled up street signs and spent hours searching for a clue.

One indignant resident who went to report that one particularly cool cat had trampled all over her yard and then made her doorstep dirty, asked if he could use her bathwater.

NTA and UA Battle Comes Full Circle

NEW YORK—The legal war between National Telefilm Associates last week in the tuning dispute between NTA and United Artists culminated in a battle of control of Associated Artists Producers, Inc. (AAP), one of the two major backbones of feature films. Now, it's NTA that's holding an inoperable franchise over UA, having had one granted by the Federal Communications Commission. Originally, UA's are over 90% of the films that were tracked into NTA plans, but the FCC has to require control of AAP, by getting virtually an entire block through franchising to an MVP member, is facing a close-up of 20th Century-Fox, are close to financial marriage.

DuMont Name Fades in Field

NEW YORK—The DuMont Broadcasting Corporation, stockholders voted "outwhelmingly" to change the firm's name to Metropolitan Broadcasting Corporation. Chief operations will now be handled by William B. DuMont, founder (thus the new Melody), New York, and WTTW (TV) in Washington.

At one time, DuMont was a plow owner network operation, but Allan B. DuMont, president, was criticized for a concentration on TV and radio equipment in the first three months of this year. The TV broadcasting group scored $33,963, 452.

TV BLOSSOMS WITH VAUDE

NEW YORK—Vaudville's not as dead as you might think. Broadway and vaudeville fields, one of the great vaude acts of yesterday, will revive such talents as Ann Converse, "The Soft Shoe" in a special guest slot on the Betty Harkness Sunday radio show on NBC Radio. Air date May 23 at 11.45 a.m.

WASHINGTON—In a penetration move, as was being pitched to Madison Avenue by Howard F. McNeil, a vice-president of New York's Cunningham & Walsh Broadcasting Co., to take over broadcasting of Top 40 records "in some of the medium's most popular bands." The need for adult listeners, Fensig said the members of the Advertising Club of Wash-
The singer scored best with his ballads which included "All the Time" and "It's Not For Me To Say." They were both heard at the beginning of his set, and he was soon released. After several encore he closed with an up-tempo tune "Love Comes Back to You." Featured comedian was Jerry Lewis, who entertained with his ability and an amusing delivery. A notable number was a duet included singers Jimmie Roch and Ronnie Hall the Piglets, a dance band. The finale was a duet with Miss Unemi and a group of Boone Cuties. Howard Cook.

**Robeson Pipes Still Hold Vigor at 3-Score Mark**

By HOWARD COOK

Paul Robeson was greeted by a long standing ovation from a packed Carnegie Hall on the occasion of his first concert appearance in New York City May 9 in 11 years. Mr. Robeson is still as magnetic a personality and his voice has aged much of its youthful vigor and suavity, despite his 60 years.

The program included some ballads and a few dramatically-readings-the highlight of which was the death scene from "Othello." The artist also presented an interesting and informal talk on the relationship and similarities between African music and the music of the American Negro. The selection was most interesting and humorous remarks between his selections. Except for occasional paragraphs of lyrics, there was little of his political philosophy.

During some of his numbers, Mr. Robeson asked for and received audience participation. He exploited its use for and humor when he sang "Old Man River," was especially well received by the audience. After several encores, Mr. Robeson concluded his program with a reading of "The Hall Splitters" by Pablo Neruda. Mr. Robeson's talented accompanist, Allan Booth, was also featured on several solo piano selections.

The Modern Jazz Quartet, with John Lewis, Milton Jackson, Percy Heath and Connie Kay, presented a program consisting of popular music and jazz music. The selection was from the motion picture "One Never Knows" at their debut at Town Hall on Monday, May 27. The concert hall was about three-fourths full and the Sunday afternoon audience, was both serious and attractive to the music of the cool quartet.

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Cap, Angel Cut Japan Prices

TOKYO — Angel and Capitol Records here have instituted an across-the-board disc price slash, which in some cases amounts to more than a 50% cut. Both labels are handled here thru Angel Records, a division of Shibata Shobou Denki, one of Japan's biggest producers of electrical products.

According to a representative here, it was generally known that Angel Records, distributor of English HMV, and Capitol had been adding inventory at record stores since the beginning of the year, and the indication was that the list prices would be reduced sooner or later at a wide range.

The firm's spokesman said, "It was the reason of price cut to meet present conditions as well as to stimulate purchasing power and

(Continued on page 4)

Hal Cook Joins Warner Label As Sales Veepee

To-w-YOOD — Hal Cook last week was named veepee and will be the new man in charge of sales of the Warner Bros. label by its proxy, Jim Cooking. Cook joins a similar post on Capitol which he has been handling as the newly organized firm. The appointment was effective Thursday (3). Cook, who will headquarter his activities in New York, will report here Monday (8) for a series of conferences with Veepee Label execs. Cook will be responsible for handling the operations of all Warner sales teams at the new label.

During his three years as Columbia Records veepee and national sales manager, Cook is credited with launching that label's popular LP (CLP300 series as well as with marketing merchandising innovations as "Buy of the Month," "Designers" and the "Boy of Broadway" campaign.

Prior to joining Columbia, Cook served as veepee in charge of sales for Capitol Records Distributing Corporation, headquarters in New York. He was promoted to the New York Cap post after a three-year period at Capitol's gigantic Hollywood office. He managed to Hollywood after serving at Cap's lair headquarters in New York. Before joining Capitol, Cook was sales manager for the former Vito- ccora indie label in Chicago.

His move to the WB label marks the third time in nearly a dozen years that Cook-team will be operating in the ec. (Continued on page 4)

Not 'Pacific'

Victor, Col Sales Race Dead Heat

NEW YORK — The battle for sales supremacy between RCA Victor and Columbia Records, who own their movie and stage original cast versions of "South Pacific" reached a peak of intensity this week with the two versions of the Rodgers and Hammerstein musical being in the No. 1 and No. 2 slots on The Billboard's Best Sellers List. From the opening of the R & H Victor movie sound track in the top-slot slot and the second slot position of the Columbia LP, latest chart activity on the chart would be interpreted as a moral and sales victory for both firms.

Even since the RCA movie set wag up a few months ago, Columbia returned its long-time bestselling original cast version in a new package, the two firms have been exerting extraordinary efforts to upstage the other.

That this extra sales effort has paid off to the point of filling the record business as a whole is an apparent from the first and second place results. No doubt, the people for whom the great sales drive has paid off the most are composers Rodgers and Hammerstein, who hoped that each firm would try to unseat a giant hit from the other. As one critic put it, "it is a battle that happens, Rodgers and Hammerstein win."

Gogi Grant and Era To Attempt To Settle Suit

Hollywood — The multi-million dollar legal action to determine who of and of Era Records has a valid contractual hold on the title of the company's recent 45 RPM single was side-tracked last week after a day and a half in court in favor of the record company. The suit had filed a suit against Era Records claiming her existing two-year contract with the indie label was wrongful termination and that it be nullified. Era filed a countercomplaint, charging breach of contract and seeking $17,000 in damages from Miss Grant and $6,000 in attorney's fees. At the end of the two days she had recorded after seeking to free herself from her Era pact.

After days in Los Angeles Superior Court before Judge Joseph Vides, the trial was recessed until Tuesday (3) and all parties concerned met in the judges chambers to discuss an out-of-court settlement. Terms of the oral agreement which will serve as basis for the settlement were:

Miss Grant will relinquish her claim to $2,500 of royalties and

(Continued on page 42)

Fred Goes To WABC

NEW YORK — Deejay Alan Freed, who resigned from his WINS-AM position recently by WABC Radio, key outlet of the American Broadcasting Company, for a local, six-nights-a-week show. Freed will be on air from 11:00 p.m., Monday through Saturday, on the station, starting June 2.

No TV show, as yet, but it's understood that WABC-TV may set a Freed show soon. If not, Freed is free to accept a TV association with WABC, the deal Freed recently handout by the Boston press and felt that "everyone in its area to this in case," Freed's Boston

Loyalty, attorney Paul T. Smith, is

Christy Discs' Foreign Deals

LOS ANGELES—Christy Records, indie label located in Los Angeles, has sealed a series of deals for overseas distribution of the label. Joe Jarn, head of the firm's world-wide distribution contracts with Quality Records of Canada, who handled the Canadian and other European shipments for the company.

The label is negotiating with the major disc makers in Japan, British West Indies, Mexico and Uruguay.

DATE WITH FRANKIE: As audience-building contest, WABC, New York, offered fans with Sinatra to listeners, Singer, dyed Martin Block beam as young winner arrives.

Poll Taps New Hypos For Platter Spinners

By CHARLES SINCLAIR

"It takes a lot more than new records and albums to keep a top deejay show moving fresh in a highly competitive market," says an executive of New York's WABC Radio, the American Broadcasting Network flagship outlet, told The Billboard last week.

In recent months WABC has gone a long way toward proving that statement, uncooking none of the hottest radio audience-building gimmicks in the business.

One of the prime blackhousers in its program arsenal is a special survey operation termed "Operation 600,000" which has become a source of interest to stations across the country. The brainchild of Bob Mus, the producer of Martin Block's "Make Believe Ballroom," deejay stans aired daily in morning and afternoon time slots, the survey was established to create, as Mus describes it, "a lot of word-of-mouth about our show."

It is a king-sized project. Since early in February of this year some 3,000 representatives of Teen-Age Survey, Inc., have been making personal contact with some 60,000 people each week, on a basis of 2,000 in each of those stations.

As Sid Ascher, who heads the research firm, categories "Operation 600,000": It is not a reflection of wholesale record shipments, retail sales of recordings or sheet music, or arbitrary preference by the people surveying.

In short, the survey—which has already caused a major reorientation in the record buying habits of those who listen to the "Operation 600,000" show—is designed to "find the music programmed wanted by New York area music fans.

Liners' Pick's

As a parallel to the continuing survey, WABC recently launched the "Platter Picker's Club," which listeners (or simply by writing to the station's deejay show naming platters they'd like to hear played on the air.

From this extensive probe into the musical tastes of listeners, program boss Moll has amassed a number of interesting musical facts.

We learned that listeners didn't want to too many helpful clubs and didn't want a list of the latest charters, for the fans for this type of disc range in age from seven to up to 90.

We also learned that teen-agers are doing their housework in the afternoon, so they can have the heyday free for TV, and they like to listen to radio while they work. Their favorite music favorite? Mantovani.

"The popularity of record artists shows the biggest and fastest turning among the teen. It's much slower at the college level, and it's practically fixed by the time they are adults, Frank Sinatra is still the big album favorite. Among Broadway show albums "My Fair Lady" tops the cartoon, and a surprising number of teen-agers enjoy show tunes as much as adults."

As a peak to the conference for the "Platter Picker's Club," WABC has also added periodic gift offers, awarded to winners whose scores are tied at random and ranging from bottles of candy to laundry service.

But one of the fanciest "gifts" recently was—Frank Si- natra, Mel began to arrive by the smoke when a date with Frankie was offered as the prize in a letter-writing contest. The plug was sosuccessful that the club was dashed and dined with the singer at the Empire Room, ac- commodation usually reserved to mother after father stayed home to babysit for little brother.
DISTRIBUTOR NEWS

Raymond Davidson of Choice Records Distributing Company in Denver lists “High School Confidential” by Larry Lee, as his newest disk. Johnny Cash’s “Come in, Stranger” also on Sun is also getting a strong initial reaction. “Secretly” by Johnny Rodgers on Roulette is still going strong. “Blue Hand” by Bill Doggett is his strongest King platter.

Jim Green, Music City Record Distributors, Nashville, reports that business has been picking up during the past few weeks. He’s getting good action on several new disks. Hottest orders go to “Chicks-Hicks” by the Persuaders, “Jennie Lee” by Jan and Annie on Arwin, “Don’t Go Home” by the Playmates on Roulette is showing well. “Dream” by Betty Johnson on Atlantic looks like another hit. “Beastly” by Billy Ray has broken out. “Do You Want to Dance” by Bobby Freeman on Janie is striking. Biggest LP’s at MFS are Roger Williams’ “Till” on Kapp, “Lavon Baker Sings Bessie Smith” on Atlantic and “Count Basie at Newport” on Verve.

Stan Sulman of Stanley Distributors in Seattle names “Pretty Baby” by Gipsy and Gipsy on Mercury as his record. Radio backed with “Spite Little Bottle” by Sarah Vaughan (also on Mercury) is big. “One Summer Night” by Arthur Lyman on Hi Fi Record, “The King and I” by the Masterworks on Pacific Jazz and “The Mule Marching” Stamping Band on Country Music are good. Stanley until four months ago was part of C & C Distributors in Seattle. At the beginning of the year, the firm split into two separate operations.

George Leazer of United Record Distributing Company, Chicago, has several hot new disks. Standers are “Vickey Yuck” by the Coasters on Atlantic, “High School Confidential” by Larry Lee while “Come in, Stranger” backed with “Guess Things Happen That Way” by Johnny Cash. “Lead a Helping Hand” by Bobby (Blue) Band on Dave is moving well. The firm recently acquired the distribution of Tampa. Leazer stated that he feels stereo platters will prove a healthy boost to the record business.

In reflecting on the present business situation, Leazer stated that sales are still gaining the larger proportion of hit disks; and that despite the current recession, business is still at a relatively high level. He lists three factors that he feels are Inarinving disks; these are rock and roll, trade shows, one stops and distributors. Leazer feels that they have caused drastic reductions in distributor profits, and that in order to get away from this situation distributors have had to match discounts as much as 35 per cent, whereas discounts seldom formerly exceeded 10 per cent to 12 per cent. Leazer suggests that these have made the situation more desperate to distributors to combat the practice of excessive discounts. He also feels that many distributors are not aware of what he terms the “unamelious damage” in competition from one stops, records and distributors.

NEW YORK SCENE: Bob Pare of Portom Record Distributors, Inc., lists “Try the Impossible” by Lee Andrews on United Artists as his No. 1 pre-chart platter, “I’ll Always Be In Love With You” by Rosemary June on Parlophone as his No. 2. Other hot items at Protea are “Jody” by Frankie Vaughn on Epic and “I Dreamed” by the Three Playmates on Savoy. Hottest LP’s are “Lester Lonzo Goes to College” on Epic, “Old Joe” by Joe Martin on Capitol and “Texas Folks” on Epic.

NOTES IN THE MAIL: Bob Heller of Chips Distributing Company in Philadelphia writes that the biggest disk in that city is Jimmie Rodgers’ “Roulette recording of Secretly.” Leazer and his Students have a hot contender with their Plated effort, “Stop.” The group is scheduled for an appearance on “Bandstand” in the near future. Best selling LP at Chips is “Big Strings” on Sourcet and “Country Rare Prezents” on Roulette.

TERRITORIAL TIPS: Dick getting the hottest action this week is “Sugar Morn” by Pat Boone on Decca. Sales are strongest in Minnesota, Pennsylvania, Washington, Ohio, Michigan, Tennessee, Georgia, Oklahoma, Indiana, New York, New York, and Indiana. The platter is already on the best-seller chart. Look for it to make a big leap. “High Sign” by the Diamonds on Mercury is also gaining. It’s moving in Florida, California, and Kentucky. Paul Askey’s “Let the Bells Keep Ringing” (ABC-Fraction) is catching up to the flip side, “Crude Love.” It’s the mania at stations in Illinois, Indiana, Michigan, and Alabama. Usual corners are “Teague Doll” by Tommy Sands on Capitol, “Endless Sleep” by Judy Reynolds on Demo, “Jenny Lee” by Jan and Annie on Arwin and “Patrol” by Toot Arden on Decca.

Ingenuity Key to New AM

* Continued from page 9

that is given a set of working conditions, including the good judgment, freedom to develop ideas, and proper rewards for success.

Top Movers on Move

"That’s why top man is on the move," he added, finishing a summary which does much to explain the plain moves, ranging from the recent shift of deejay Art End from WIVK to WVEN to a program director slot at the new WNTA Radio and TV at ex-New York radio executive Jack Jolliet’s success with ABC; all WINS Radio and TV in Milwaukee.

Alisha says that "radio is now at a moment in the third of its momentous changes and in that period there has occurred in the past two decades," Bartlett — oddly enough — insists it’s not among the rank of radio broadcasters. He feels the networks are fine, that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job. But he admits that "radio is now facing the problem of competition from other media," and that "radio as a medium has changed drastically during the past two decades." Bartlett — oddly enough — insists that radio stations are finding new and varied listeners, and that the deejays are doing a fine job.

Starting in "After Hours" next week...

A new question series begins. The Billboard invites your participation as a panelist. Anyone with an opinion on the question below is welcome—radio-TV personalities, deejays, performers, composers, A&R men, publishers, etc. The question is: "How can DISK Jockeys EDUCATE Listeners MUSICALLY WHILE STILL COMFORMING TO CURRENT MUSICAL OR TALENT TRENDS?" Statements should be approximately 50 words, accompanied by glass head shot photo. Address contributions to AFTER HOURS EDITOR, The Billboard, 1504 Broadway, New York 36, N. Y.
VOX JOX
By JUNE BUNDY

STUNT-STATIONS: Jocks and Beat critics are getting more promotion-minded every day. A fever is spreading across the land as local stations feature extra promotions as a means of attracting listeners. One of the more notable promotions is spotlighted in this week’s Vox Jox column as follows:

WINDOW-DRESSING: In a calculated effort to show how much business can be drawn from a conventional promotion, Coburn and Ron Blair, KLUB’s Window-Dressing Section, have concocted a mock dress contest, taking place in their doorway. This promotion, known as the “Sack Dress,” has generated much interest. Listeners are asked to submit their opinions on the winner of this “sack dress” contest. Coburn is Ron, Blair, presented the competition. As a result of this other anti-sack competition will be offered for the most amusing outside. We believe this kind of promotion is appropriate and that it will be appreciated by a wider audience. Coburn’s plan appears to be a good one, and it is noted that more stations are now planning similar promotions.

WORLD-COLLECTIONS: In an effort to showcase the diversity of cultures around the world, KVMP will be featuring a “World Collections” segment starting this week. The show will highlight different cultures and their unique traditions, providing listeners with a glimpse into the rich tapestry of global heritage. KVMP’s “World Collections” aims to educate and entertain its audience, fostering a greater appreciation for cultural diversity.

[Continued on page 32]

ON THE BEAT
RHYTHM & BLUES - ROCK & ROLL

By BILL CLAYTON

It’s hard to discuss a controversy without sometimes sounding like a preacher in his pulpit. When a show is on the air, it seems appropriate to make a few observations on the impact of the show on society and the power of musical Americana.

Two weeks ago, the dailies were telling us about the teen-age riots in Boston. This week, they’re telling us about an evening performance of a rock and roll show hosted by a nationally famous disc jockey. It’s been emphasized that the show was a protest against the rock music’s influence, but it’s been pointed out that the jockeys financial responsibility is its own concern for the safety and well-being of his young fans. The man in error and might have been far better advised to have expressed his regret and offered to take any necessary action to calm the public’s concern.

Nevertheless, he had this course, the forum might never have arisen.

But the man in the middle deserves a hearing, too. In Yosemite, he had something about the events that led to the creation of the new television program. He has spoken to a corner street sign for a few minutes in this regard. Then, he spoke to the audience. It wasn’t the usual sort of television, people said. Suddenly, the whole show is a type of which in which an individual becomes a symbol and a target. This is the story of the show.

It’s the story of the show that we have been watching. It’s the story of the show that we have been discussing. It’s the story of the show that we have been writing about. It’s the story of the show that we have been listening to. It’s the story of the show that we have been enjoying. It’s the story of the show that we have been talking about. It’s the story of the show that we have been reflecting on.
Worlds Hi-Fi Fair H. H. Scott is proud to report that two of the firm's hi-fi components have been chosen for exhibit at the World's Fair in Brussels. The chosen components are the Scott (Reg. U.S. Pat.) amplifier and the Scott 300-C AM-FM stereo tuner. The amplifier is a high-powered 80-watt and the stereo unit has separate AM and FM sections complete for reception of stereo broadcasts.

Sid Frey, erstwhile trouble of Eleventh Avenue, has been also a "television" announcer in Chicago. He's set up housekeeping at the Olympic Stadium to record the "world's largest theater organ" with Al Molgard controlling the 80 stops and 80 pipes. The forerunner will be one of familiar marches and folk melodies.

New Reps: A new rep organization in Los Angeles has set up office in the United States. It is called Sid Weis Associates, they will cover Southern California and Nevada for Consolidated Victor Phonograph. H. H. Scott and Stephen Trussell. No address is given with the new release. See your phone book.

Zenith has a new district sales rep in the Midwest division. Mr. Brannon is a great addition to their territory, he will include Cleveland, Detroit, Columbus, Grand Rapids and Saginaw.

Sales Up: The Magnecord division of Zenith reported gains of 60 percent during the first quarter of 1957 over the same period last year. The firm also reports that first quarter sales were substantially higher than the same period last year. The firm has also invested the sum of $10,000,000 in product research and development during the first quarter.

Livingston Audio Products has joined with "Tape of the Month," and is now their exclusive national distributor. The move is expected to speed delivery of recorded tapes to dealers. Tape of the Month is the company to appoint Livingston as distributor within recent weeks. The carriers are Company and Dyna-Tip.

Sylvania now has a distributor in Ohio. The C & W Distributing Company will henceforth handle products for the firm's Ohio County (Mooresville, Columbus, Fremont and Carroll) and three Western Pennsylvania counties (Mereve, Lawrence and Venango). C & W is located at 57. N. Meridian, Youngstown.

Westinghouse uses battery-operated TV in the near future. The firm now has a laboratory model that uses 23 transistors instead of vacuum tubes and it can operate either on house current or rechargeable batteries. Mass production, says Westinghouse, will have to await development of some new transistors.

Suggested retail price of the Royal 900 is $86.95 less batteries.

The receiver weighs 3 pounds 7 ounces and has 5 watts of battery power. It is little more than 6 inches high, 7 inches long and 3 inches deep.

Audio Feedback

HEARD OVER THE COUNTER

John O'Donnell (Holyoke, Mass.) tells about the Dublin tenor: "I have got 'Kisses Sweeter Than Mine'?

Jack gottridge (Campbell Music Co., Wash., D. C.) reports he was mugged on the street by the record company's deliveryman. The bandmaster was not the only one of our listening booths and just stood there. After you said, "Hello," he looked her head out in inquiry, "What are you doing working?"

Deep in the heart of Amarillo, Tex., the Tolton Music store had a customer who wanted a harmonica. When asked which one, the customer replied, "Oh, I don't know. Just the one that goes ping pong.

A card signed simply "Downtown Tulsa" asks, "Can you tell me where the address of a record department try... sell Sid Bass LF 'Wild Hogs' and 'The Man That Inu-dinabulation as part of the description? My boss does this.

"I want to get a 'Housenmy Type record for my wife!" What do you mean by Housenmy Type record?"

"Well, I've been married for 14 years," the woman complained lately about feeling young any longer...

"SMH..."

Structures Record Corporation informs us of a new name of Recordism, a small firm's records.

A young lady suggested it when she asked for the price of "those old records that hold 45 r.p.m. records."

A rock 'n' roll buying man waited until the store was empty before he entered and asked the clerk to buy "Parsifly" but I got a bet with a woman. He didn't believe me when I tell him that Wagner that "Parsifly"-didn't look!"

A father, accompanied by his six-year-old son, asked the clerk to playing the recording of 'The Lord's Prayer.' When it was finished he told the clerk to wrap it up and took out his money to pay him. Suddenly his son interrupted, "But, dad, what is the part about 'lead us not into Satan Station?'

Robert's Randy Wool, New York City, tells of the following open query, "By the way, do you have 'Lusitana' by Fritz Mas..."

And we have our Hampshire wearing customer asking for a record of "Anastasia." Before the salesman could look up the number, the customer said to him, "And don't try to get rid of that TV Anastasia number on me. I want the real one. From the merve..."

"Thats all for this week. Haven't you some funny experien..."

The blank is for the use of the reader to write to the other dealers? Send them to "Downtown Tulsa, Care The Billboard, 1512 Broadway, New York, N. Y."

-Fred Pernitz.

Bermuda Saga

Ex-Band Man Sets Disk Sales Pace

- Hamilton Dealer Cases
- Canuy Promotion Sense
- Courts Tourist Gravy, But Builds Home Mkt

By Sally McCUIRE

HAMILTON, Bermuda—The week music Terry Brannon opened his new record shop "The Bandstand," here, 10,000 numbers of Her Majesty's Navy arrived in part. Business at the shop was better than even the optimistic and enthusiastic Mr. Brannon could have predicted, and it's stayed that way ever since. According to the proprietor, sales on a recent Saturday were $1,500, not a bad amount for a town the size of Hamilton and a shop the size of the Bandstand.

In the little more than two months that his shop has been open, Brannon has become one of the leading record dealers in the Bermuda Islands (there are eight other record shops) and the man who says the corner, says other record tallies.

A professional musician who was a member of the famed Coldstream Guards for many years and came to Bermuda nine years ago from England to play at the Princess Hotel, Brannon has a three-knoocks and love of the music business. A large part of the success of the Bandstand is no doubt due to the fact that its owner is a well-known musician in the Islands, has his own television show, and it is never too busy to discuss the latest pop records with a teen-age customer or play a song or two on the piano for an elderly lady. The location of the Bandstand is excellent, according to Brannon, because it is diagonally between the two movie houses in Hamilton, center of business and social life on the Island. He stays open every night except Thursdays (early closing day in Bermuda) and Saturday nights from 8:30 p.m. and beam records music into the streets.

Insects Buying Mood

"Music invites a buying mood," Brannon believes, and "when you don't have any customers listening to records we listen to them ourselves, so we will always have music in the store."

Also, the lighting in the modern shop is kept going full blast at night and with two colorful display racks revolving in the window to show the latest album covers "the plant has a kind of exciting, night club feel," he adds.

Simplified Inventory

Stock inventory is extremely simple, according to Brannon Brannon worked out himself. A metal rack divides essays in the bins and a tab at the top shows title, serial number and label. Records are categorized by types: classical, jazz, pop, etc.

The sales clerk checks racks daily and, when a particular number is down to one record, a card is filed in a box bearing name of that record's label. The card also shows display in the store. If Brannon finds during his weekly inventory check that one record is selling very fast he orders from his jobber. If the record is selling slowly, order goes to manufacturer, because he has found delivery from the latter to be very slow. When asked about getting rid of records that don't sell, Brannon declared that it should never be necessary to have a sale in his type of store.

(Continued on page 13)
**Sets Stiff Sales Pace**

He knows his customers, he knows what they want, and he keeps up with music trends faithfully himself.

Follows The Billboard

Braunson has an annual subscription to The Billboard which reads religiously on Tuesday when he receives it, makes up his order and cables it to exporters in the States. He also listens to U. S. radio stations for top tunes. His teen-age customers, who, like their American counterparts favor rock and roll, often come in and ask for record they heard on WNDV or WINS.

Orders are placed about 50-50 with manufacturers and with an exporter. Delivery is his biggest problem, and he tries to rely only on abbies to get the merchandise to him before it goes stale. The tape delivery time affects his sale of accessories also, and it is the reason why he devotes most of his space to records.

Braunson feels he can anticipate what records will sell, but it's much harder to predict needs in accessories. An example was his decision to buy "Bundmat" which selling fast, sold out completely within a short time and was re-ordered. It took six weeks to get delivery, and by that time the great desire of Braunson to use the product had abated.

The Bandstand does its largest yearly sales in July-September. Practically all sales are popular, with calypso going well with tourists. Braunson has not sold the order to the store, but it is not far from the tape section. Many tapes are also popular.

**Promotion Minded**

An extremely promotion minded merchant, Braunson makes the most of all opportunities offered on islands for encouraging increased sales in records and, especially, sales of records. He makes use of radio and television, has started a Bandstand Club, and is full of ideas for contests that will encourage interest in music. The Bandstand sponsors a "Teenagers' Choice" contest, aimed at teen-agers, on radio. He hopes that this show will be able to place the 40 tunes on the island. Will be. He is planning to try to sell some records to the piano from time to time. Since he has now started a Bandstand Club, he hopes to get more members for his new record club. Members will get a free ticket to the store for every week they remain members, ranging from tenners thru $1000's.

"Teensters' Choice" on Monday mornings, a program of popular music, has had a promotion with Braunson based on a little that he makes up every week. An example of a recent record is "I Saw Mama Beside the Sailor," a song popular recently among carrying an alias—guess the tune.

That record sent in is "He's Got the Whole World in His Hands" received a record or an accessory. Entries were the most popular Braunson contests, and the most original. There were separate "Record Cover Design Contest," a feature that was run on "Juke Box," a feature show, "Just Club." Yomperals are invited to make up the same for a song and design an album cover for the song. A winning cover is picked each week, and the composer poses a song on the piano to go with the title and music on the cover. The child receives the original composition as his prize.

After playing in various dance bands around Bermuda, Braunson decided to go into the record business. He started in Hamilton, managing its record department, until he succeeded in gaining the respect of the music business, Bill Masters and Henry Schindler, in forming a partnership to operate the Bandstand, a shop where Braunson could give models will be ready for the repaque.
2 RED HOT DISKS

CONNIE FRANCIS

I'M SORRY I MADE YOU CRY

K12647

SHEB WOOLEY

THE PURPLE PEOPLE EATER

K12651

from RED HOT MGM Records

www.americanradiohistory.com
DEMONSTRATION PAY-OFF

Applied Simplicity Builds Tape Recorder Sales

- Boulder, Colo., dealer's "accommodation"
- Small investment, combined with sales savvy, brings solid results

By BOB LATIMER

BOULDER, Colo.—It doesn't require a complex piece of electronic engineering to produce an attractive display system for tape recorders, according to Lyle Aber, operator of the two Aber's record shops in Boulder.

Tape recorders were just an "accommodation" at the two Aber stores until June 1957, when Aber learned that a Denver distributor was offering a five-day trip to Las Vegas as a prize to dealers who turned over a set quota of recorders in the space of 30 days. Interested, Aber put some study into tape recorder merchandising, signed up for the contest, and within a month was declared a winner. He was so enthusiastic that he went back for a second order and won a second Las Vegas trip for his sales manager, who enjoyed the outing just as well.

Same Pitch Applied

Aber secured his initial success by using the same sort of merchandising methods with tape recorders as he had with high fidelity record players and phonograph-radio combinations. This included using some sort of colored "gimmick" to attract customers, such as a year's free supply of classical record albums, etc. When stereoophonic tape recorders at prices of around $300 to $350 became available, Aber felt that he had a real merchandising opportunity and made a lot of physical changes in the store, as well as in the merchandising program, to capitalize upon it.

Quick Demonstrations

One of the first steps was to set up a display which extends down the left center wall of the store immediately adjacent to the second counter, to display 10 stereophonic tape recorders, side by side, operating from a single electrical supply source on the shelf. Below, in two large compartments, 4 feet long by 3 feet deep by 4 feet high, are eight remote speakers which work in pairs with any of the tape recorders above to demonstrate the stereophonic principal. Less than $100 went into rigging up this demonstration unit, which is kept constantly ready, reeled of stereophonic tape always on each recorder, so that any unit can be swiftly and impressively demonstrated at a moment's notice.

"That's all of the engineering we did," Aber said, "and, in fact, it is just about all there is to the merchandising program. We incorporate tape recorders regularly in our phonograph and record advertising, of course, use window displays and gimmick, the offer with three recorded tapes for a set period after the recorder's purchase. We aim for at least a 90 percent of the sales, and depending upon the price opportunities which exist, we put any additional mark up in the form of free pre-recorded tape for the customer. We have found this has a lot of appeal, more than

SPliced Tape Odds & Ends

Interesting revelations of a hidden tape recorder in the tape department of a well-known store that wishes to remain anonymous.

"My boss sent me down to get your price on a 10-inch reel, three to seven revolutions for some kind of barrel tape machine. Can you give it to me in a hurry, please, I took a little extra long for lunch!"

"What do you mean, You haven't lived till you hear the two-speaker system! My mother-in-law lives with us!"

"Do you have any sort of device to wipe away those annoying clicks between takes?"

CONTINUED ON PAGE 19

(Continued on page 19)

THE BILLBOARD

MAY 19, 1958

EDITORIAL

NEW TAPE ERA

Can stereo tape and stereo disk exist side by side? This is the question The Billboard raised last February in the first "tape spotlight" issue of this year. And we pointed out that the stereo disk had a definite edge in being lower priced. It seemed to us then, as it does now, that the stereo disk out-points tape in this important respect.

Another factor mentioned in that editorial was the possibility that RCA Victor would develop a tape to play at 3¼ inches per second, give the same high quality as tape at the 7½-inch per second speed, and thus get the same amount of music on half the tape. This, it logically follows, would half the price of the raw material and bring the cost of recorded tape down considerably.

Now, RCA Victor has gone beyond even our optimistic prediction. They have produced and will introduce to the trade next month a tape cartridge of their own design, a 3¼-inch tape per second, reproducing at 3¼ inches per second and will contain four recorded tracks instead of the usual two tracks. Instead of halving the amount of tape needed for a given piece of music, they have quartered it. They have made it possible to bring the price still lower to a point where it is actually competitive with the stereo disk. While it seemed for a time the tape advocates were leaving ground to the stereo disks, the four-track, 3¼-inch per second technique has enabled them to regain lost ground and take off ahead of the disk.

Furthermore, RCA-Victor is offering their stereo tape in a special cartridge. The cartridge, or magazine as we'll call it from now on, will play stereo music for one hour without changing, turning, re-threading or anything else. It is simply inserted in the player and off it goes for an hour. How much will it cost? Most garages cheer when the price is at about $15.00. This is a little under the retail price of some stereophonic disks.

What about the player mechanism? RCA-Victor is reliably reported to have several player models ready. The simplest model is a player attachment, or magazine handler. It will perform the same function as the disk attachments. This can be plugged into any radio or TV set that has a sound system. They will set the play stereophonically; it has to be plugged into two channels—the radio and TV set or two radios or two sets or a hi-fi set and two independent amplifier-speaker arrangements. This player attachment, it is reported, will sell for as little as $50. The line of tape players will then step up to a unit with one amplifier and speaker and, finally, to a complete unit with dual amplifiers and speakers. The units, except for the basic player attachment, will also have facilities for recording on tape. The specific details of what RCA-Victor will introduce and how they intend to promote will not be revealed by the firm until the first week in June.

The RCA Victor move raises some important questions. Will other tape recorder and phonograph manufacturers, who along with the firms in producing similar sound equipment are encouraging them to do so with a free licensing arrangement. Many, if not all, will swing into production on RCA's coattails. What about the record companies? We aren't sure whether or not RCA-Victor has explained its plans to them, but the reasons are obvious. Any tape which isn't known whether or not RCA-Victor has explained their plans to them, but it is obvious. Any tape which isn't recorded in RCA's four-track tape is going to follow their lead in four-track 3¼-inch per second recording.

As ever more important question in where does this leave the music-record dealer? We said in February, and there is no reason why we should not repeat, that the new developments put the dealer in the spotlight where he belongs. The tape magazine and handler is an item for the music specialty shop—not the grocery supermarket.

Recorders are threaded up and set to go at Aber's. The store emphasizes the demonstration among salespeople. Sound source is pointed out to customer. Speakers are located six feet apart, Stereo effect makes sound source hard to detect.

"The difference between stacked and staggered? Well, you see Madam, it's like this. But most tapes are for stacked head machines."
CAN YOU FILL THEIR TAPE NEEDS?

Let's face facts. Today's tape customers want a right tape for every recording need. It takes a truly complete line of high-quality tapes to clinch sales these days. Good reason for you to stock and promote "SCOTCH" Magnetic Tapes—America's most complete line.

"SCOTCH" Magnetic Tapes lead all others in sales. They're pre-sold products, backed by the most famous name in tape. With "SCOTCH" Brand on your shelf, turnover is fast, profit margins higher, repeat business steady. Put yourself way ahead in tape sales this season with "SCOTCH" Brand!

**SCOTCH** Magnetic Tape

**GIVE ME EXTRA PLAYING TIME!** Now, "SCOTCH" Extra Play Magnetic Tape 120 is winning sales from buyers who want the convenience of 90% more tape on a standard-size reel. Gives them as much recording time as 1½ rolls of standard tape, plus truly brilliant sound. Available in popular 500 and 1800 ft. lengths.

**I'M FOR WEATHER BALANCE!** "SCOTCH" Extra Play Magnetic Tape 120 is sure to make a hit with your customers every season of the year. Recommended for use in extremes of temperature and humidity. Has super-tough Polyester backing, super-power oxide coating and 90% extra playing time. 500, 1800 ft. lengths.

**I WANT HIGHER FIDELITY!** Fancy customers love "SCOTCH" High Quality Magnetic Tape 120. It delivers greater dynamic range, freedom from distortion on signal peaks, and 130% more output for added sound brilliance. Offers you extra profit, too! Acetate backed, this remarkable magnetic tape comes in 300, 500, 1200 ft. lengths.

**I LIKE 'EM TOUGH!"SCOTCH" Magnetic Tape 120 and 120 make it easy to sell high-profit super-strength tapes. Their recording characteristics are similar to "SCOTCH" Magnetic Tape 111 and 120, but these tapes are coated on weather-balanced .015 mil Polyester. Now available in popular 500 and 1200 ft. lengths.

**I'M AFTER LOW PRINT!"SCOTCH" Low Print Magnetic Tape 120 fl for your professional-level Roll tape. Sells well, because it's another 3M Company exclusive—with 8 db lower print level than conventional tapes. Superb recording characteristics, greater sensitivity make this a real buy. Comes in 1200 ft. lengths only.

**I WANT THE VERY BEST!"SCOTCH" Tenfold Double-Length Tape 200 sells so fast, you'll have trouble keeping it in stock. First of its kind, it gives as much recording time as two reels of conventional tape, is twice as strong as ordinary extended-play tapes. Available only in 1200 ft. lengths.


MINNESOTA MINING AND MANUFACTURING COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW
TAPE ACCESSORY

Demagnetizer Is Aid to Tape User

- Eliminates danger of putting "hiss" on recorded tapes
- Accessory has "plus" sale possibility, builds good will

Scene 1: the counter where you sell pre-recorded tape. A customer comes up with a serious frown, saying, "I've had this tape for a couple of days ago. The tape, he says, all his磁性 can't listen to them. Can't be his mechanism because he has a stripped model, price $400, known for its extremely low noise level. He is an important customer, so you try one of the tapes yourself on the house tape playback system. Sure enough, it hisses like crazy. You pull down off the shelf three more of the same tapes, and just to be sure, try one of them on your machine. Hiss sound, no noise trouble. Customer goes off happy.

Scene 2: three days later Same customer, same tapes, same complaint. Swearing at his machine under his breath, you warily put one of the tapes on the house machine. It hisses like crazy. You think you are crazy. All you can do is try again, with the usual results.

Tape Users Unaware

But that is not all you can do, if this painful drama ever has you as a main actor. From the evidence presented, it seems the tape user has a very common complaint— a magnetized head. It's surprising how many tape users, otherwise thoroughly hip to the quarks of magnetic recording, are unaware of the dangers of head magnetization. One reason for this ignorance is that head magnetization is not very important, except on machines which, like the customer's, have a reasonably low noise level to start with, and very wide frequency response. Thus the better the machine the customer has, the more likely head magnetization is to cause trouble. Here is the story of head magnetization. A sizable number of normal actions in the course of using a tape machine, such as switching on and off, changing functions, etc., send sharp impulses through the head that tend to build up a permanent, or demagnetize the head. Any dc magnetization in the head will induce a dc magnetic component in the tape passing the head. A demagnetization of the tape will raise the hiss level.

On for Good

The most insidious thing about head magnetization is that it puts bias, not only on tapes recorded on the machine, but on any pre-recorded tape played on the machine. Once a pre-recorded tape has acquired an uncomfortable amount of bias in this way, it is on that tape for good—no way to get it off. The solution to all this is surprisingly simple. The head can be demagnetized in a minute or two, with a demagnetizer like the Audio Video Device Type 400. The demagnetizer plugs into the 60-cycle supply current and is held with its pole pieces against the machine head for about one second. Thus it is slowly moved away, and the job is done. Audio Video Device works exactly on the same principle as the brush eraser for magnetic tape. The head is saturated, first with one polarity, then with the other. As the demagnetizer is moved away, the alternating waves of magnetization gradually decrease in level, until zero level is reached and the head is left unmagnetized.

What You Don't

How often the machine owner must do this depends on how much he uses his machine. In professional recording studios where the tape machines are used constantly thru the working day, it is common practice to demagnetize every day. The home owner, of course, needs to do it much less often. But if he hears bias on his tapes that he has never heard before, he should immediately look into the possibility that his recording and/or playback head has been demagnetized. There are many other causes of hiss in a tape machine. Some of them are (1) noisy input tube; (2) noisy resistor in preamplifier; (3) bad bias; (4) bias leakage. These should be investigated when there is a stubborn bias going on in playback, or on tapes recorded on the machine. But when in addition to hiss on tapes made on the machine, pre-recorded tapes made on a machine, need bias of their own, as already explained, head magnetization is the likely culprit.

Selling the head demagnetizer goes directly into the profit picture. Offering demagnetizer service to customers looks like an easy, low-priced goodwill builder. The unit retails for $10.

THE BILLBOARD

MAY 19, 1958

MRIA Sponsors 1st Distrrib Congress

CHICAGO — The First Annual Distribution Congress to be sponsored by the Magnetic Recording Industry Association will be held here this Thursday (22) at the Conrad Hilton Hotel with a special series of meetings and workshop sessions designed to acquaint members with the latest research and business developments in the tape field, with a particular emphasis on marketing problems and the growing boosting of new products.

Highlights of the meeting will include a series of "How-To-Do-It" workshops covering sales planning, sales direction, advertising and public relations. In addition, there are special sales sessions for manufacturers and sales reps. Ralph Frix, Associate Editor of The Billboard, will be a guest speaker in a meeting whose topic will be: "How to Sell Customers in the Music, Photographic and Audio-Visual Industries."

Other highlights include a breakfast meeting on May 22 at which Edward A. Abshuler, managing director of MRIA, will speak to dealers and distributors on the topic of: "How to Determine What Your Customers Want to Buy From You." The Luncheon Meeting will feature an address by Philip L. Cundy, president of Amperex, on the subject of: "The Future for the Tape Recording Industry."

The First Annual Distribution Congress is the MRIA's way of winding up their participation in the Electronic Parts Show at the Conrad Hilton (May 19 to 21). Many members are exhibiting at the show. The "congress" seemed a logical move since they were all on the scene anyway.

All of the meetings during the one-day meet will be taped. The MRIA plans to make copies of the tape for widespread distribution among dealers who were unable to attend.

Sonotape Sets Spring Push

Westminster - Sonotape's classical spring releases include 17 orchestral works featuring all the great Gershwin works, Handel's great oratorios, "Israel in Egypt" and an addition to the Bach-Wellington organs series. Twelve of these tapes are released in the popular 7000 series, retailing nationally at $6.95. The popular group includes 15 releases, featuring performers - by Shaffer, trombonist of the Arthur Godfrey Orchestra, Donn Melli, Dick Leiberst on the Royal Theater organ in Richmond, Per- cante and Tricket of "Soundproof" fame, now heard in a new gimmick tape, "Soundblast."

All the popular tapes are issued in the 7000 series, retailing at $6.95.

See it at Booth 314
ELECTRONIC PARTS DISTRIBUTORS SHOW
May 19 to 21
Conrad Hilton Chicago

No. 1400
NEW... De-Luxe
Birchwood Cabinet
with Microscope Display

A most attractive display, of 7 ply birchwood and easily adjustable 100 power microscope. In eye catching color scheme, streamlined to occupy very little counter space. Here's a proven "Silent Salesman" that will blend harmoniously with the décor of your record department.

FREE!...from Recoton!

The cabinet and microscope are FREE to the dealer with his purchase of a small selection of Recoton diamond needles.

DEALER'S CHOICE: Three "Hot-Selling" Kits to choose from.

Ask Your Distributor Today!
What's Better
Than a
Best-Seller?

A BEST SELLER
plus

A SMASH PROMOTION!

THE BEST-SELLERS:
V-M TAPE RECORDERS!
who says so? BILLBOARD says so!

THE BILLBOARD'S authoritative sales survey shows
V-M tape recorders are BEST-SELLERS ACROSS
THE NATION—IN EVERY CATEGORY!

THE SMASH PROMOTION: V-M STEREO
TAPE LIBRARY, '58!
who says so?
V-M DEALERS
everywhere say so!

V-M Stereo
Tape Library, '58
Classics, jazz, pops—FOUR
tapes, beautifully boxed. A
$40 VALUE priced so low
you can GIVE IT AWAY
with every V-M tape recorder
you sell! And, brother,
you'll sell plenty!

Last Fall, V-M originated the stereo tape li-
brary promotion—a success on every count!
From all sections of the country, dealers large
and small reported volume and profits jumped
to all-time levels! NOW V-M DOES IT
AGAIN WITH A BRAND-NEW AND
BEAUTIFUL PACKAGE OF STEREO
TAPE RECORDINGS!

Move the BIG STEREO MARKET
TO YOUR STORE WITH V-M

Call your Voice of Music
Distributor TODAY!

V-M Tape Recorders from $100-$200

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<th>Total Stores</th>
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<tr>
<td>V-M</td>
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<td>Webcor</td>
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<td>RCA Victor</td>
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<td>Wellesnack</td>
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<td>Columbia</td>
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<th>Tape Recorders Over $200</th>
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<td>V-M</td>
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<td>RCAVictor</td>
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<th>Recorders or Playback for Stereo Tapes</th>
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<td>V-M</td>
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<td>Ampex</td>
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V-M 'Celeste' table-model tape recorder plays stacked AND staggered stereo tapes, records, and plays back monaurally in flawless high-fidelity. (Legs optional) Model 750 $275.00 List.*

V-M TAPE-O-MATIC® portable tape recorder, All-stereo playback, authentic high-fidelity monaural recording and playback. Model 714, $225 List.*

*Rights reserved in the West

World Famous for the Finest in Tape Recorders, Phonographs and Record Changers
New Geloso Model Aims at U. S. Mkt.

NEW YORK — Working thru a 45-State distributor network, American Geloso Electronics it is to capture a solid 5 per cent this year of the total U. S. sales of tape recorders with a new seven and a half pound portable approximately a 35,000-unit sale in 1958, amounting to more $6,500,000 in retail sales. So optimistic are Geloso sales execs that they are even being talked of reaching a possible 50,000-unit U. S. sales level this year, sparingly by purchases of the junior-sized recorder with a special dictating attachment.

The recorder is an import, being manufactured in Milan, Italy, by Geloso, which claims to be the "largest integrated electronics manufacturer in Europe." All the recorder's components (with the exceptions of tubes, which are British Marconis) are made in one or the other of Geloso's nine plants throughout Italy. It's thus the first product of Italy's growing precision electronics industry to be marketed in this country since World War II.

About the size of a small table model radio, the Geloso is a sonic surprise, putting out a remarkably wide range, flutter-free sound from its own self-contained speakers, or via connection to an external amplifier-speaker circuit. It will record up to two hours on a 34-inch reel, for records which are being made available by Geloso. At its fastest speed (14-inch per second), the frequency response is reported at 80 to 10,000 cycles via a wide-range external speaker.

U. S. price for the Geloso is $179.95, including a tape and record of the "Princess of the China Seas," made for this tape in leather carrying case. A wide range of accessories, including 6 or 12-volt inverters, telephone pickup, pedal controls, earphones and other units, is available.

Designed by John Celoso, head of the big electronics firm, the recorder is aimed at a variety of markets, from home recorder use to business applications, radio-TV interview use, music rehearsals, medical interviews, educational and conference recordings.

Irish Offers Sales Kit

A promotional kit containing point-of-purchase aids is being made available to Irish Tape dealers. This kit is designed as an "Advertised in Life" logo which may be used as a wall banner or as a background for an advertising display.

"We "Waffle" holds a card for counter display and a window sticker identifies the store at which the product may be found in the advertising display.

All Irish tapes now being shipped from the plant carries an "Advertised in Life" sticker on the box.

Dealers may obtain these sales promotion kits by writing to Nat West, ORHall Industries, Inc., 1977 Shemane Circle, Opelika, Ala.

Tape Prices Seen Equal to Disks

Technical developments will bring the cost of recorded tapes down to where they will be competitive with stereo records.

This prediction was made by Victor Machin, vpses (sales) for Shure Bros., Inc., manufacturers of cartridges, and other electronic equipment.

Pre-recorded tapes are now more costly to manufacture than records, which can be mass produced by a pressing process.

Tapes are individually reproduced by passing over a recording head.

The solution to making tape prices competitive with records is in a "packing factor," according to Machin.

It is obvious that the more sound impressions you can pack on a reel of quarter-inch tape, the cheaper the reproduction process becomes," Machin said.

He said Shure engineers have been working for some time on two technical advances, each of which will decrease the present "packing factor."

The first development was the recently announced Shure TR-48 four-channel tape head which doubles the playing time of tape.

Originally, Machin explained, the recorders were "half-track." That is, the full-quarter-inch width of the tape was used for recording. Later, it became possible to utilize "half-track" recording and playback heads.

Most tape recorders now on the market utilize the two-channel "half-track" system. Musical recordings are played on the upper track while the reel unwinds; thus the lower recorded and another recording on the lower track is played.

In the dual stereophonic playback, where two channels are required, the tape can be played in only one direction.

However, the four channel system makes it possible to record two complete stereo performances on a standard quarter-inch tape. Or, if desired, it can be used.

(Continued on page 19)

NOW! bel canto BOWS WITH STEREO PHONIC RECORDS!

BIGGER BY THE MINUTE TAPE REVIEWS

SOUND OF JAZZ

Cherry Country and His Three Colors—Cherry Island 7-8K-31

These Harry James star tenor sax men gets a chance to show his fancy stuff and his saxophone that he can play a tune with his wa

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One Stop DISTRIBUTOR FOR Recorded Tape!

You can order every tape on the market and your order will be filled immediately. We carry an inventory of over 1,000 titles and related merchandise. We offer volume discounts on all regular tape releases and we pay for your advertising. We urge you to receive the latest information on titles, sales, prices, special offers, availability, and packaging and we pay for your advertising. We also carry a wide selection of accessories and special offers, availability, and packaging and we pay for your advertising. We also carry a wide selection of accessories and special offers.
Demonstration Pay-Off

portant opening step toward a tape recorder sale.

15 Minutes Per Prospect

An average of 15 minutes is spent on each demonstration, during which the prospect is shown that the service department is thoroughly capable of maintaining tape recorders, as well as converting standard monaural types of tape recorders over to stereophony with the addition of a stacked head, plus speakers. A lot of emphasis is put on the reliability of the five top, nationally advertised lines of tape recorders carried in stock, and similar points. Aver's long-established reputation as a high-fidelity center goes a long way toward building confidence and good will.

With this demonstration method, combined with one newspaper ad per week, plenty of telephone follow-up on customers known to be interested but not sold, Aver's sold 33 stereophonic recorders at an average price of $300 each from January 1 to the end of April, a dozen remote speakers amounting to $80 or more a piece and 15 standard monaural tape recorders, for everyday recording purposes, all sold at a hard selling that they could be converted to stereophonic use in the future. Aver hopes to maintain this pace thru the entire year, which, of course, would make 400 units and see no reason why, at lower prices, stereo reproduction won't open up the market, that he should not do so.

"We are thoroughly enthusiastic about stereophonic music ourselves," Aver says, "which is what we think, has a lot to do with doing a convincing selling job."

Tape Splicings

"You got anything in non-wipe-off tape? My kids are so darn playful!"

"Why, oh why did they have to come out with this stereo thing just when I was getting used to words like left, tweeter, woofer, etc?"

"Gee, why didn't you warn my wife about those playbacks when you sold her the machine the other day?"

"Where do you display your Broadway show tapes? Incidentally, they must be for a STACKERED' head!"

"But... but... where's the needle?"

"I know that it's so simple to operate that a six-year-old is like a four-year-old and ..."

You say you can record over and over on the same tape, but tell me, won't it sound funny?"

"Look! I don't care how long you've been selling tape recorders, I tell you mine goes at 16 revolutions and I want some tape for it!"

And when I got home I looked and looked, but I couldn't find the extras!"

"It took me a week before all the home recording tape stopped sounding like Donald Duck. Now that I've figured it out the kids are asking for him again!"

-FRED PERNITZ.
**Packaged Records Buying Guide**

### Best Selling Pop LP's

| Week | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 |
| **1. South Pacific** | 6 | 8 |
| **2. South Pacific** | 3 | 216 |
| **3. The Man From Uncle** | 1 | 13 |
| **4. Johnny's Greatest Hits** | 2 | 6 |
| **5. My Fair Lady** | 11 | 111 |
| **6. Around the World in 80 Days** | 11 | 60 |
| **7. Swingin' on Broadway** | 10 |
| **8. Elvis' Golden Records** | 7 | 5 |
| **9. Gens Forever** | 7 | 5 |
| **10. Hymns** | 12 |
| **11. Come Fly With Me** | 9 | 16 |
| **12. Oklahoma!** | 19 | 140 |
| **13. The Late, Late Show** | 5 | 11 |
| **14. Talco** | 17 | 2 |
| **15. Sail Along Silvery Moon** | 8 |
| **16. Till** | 15 | 8 |
| **17. Warm** | 18 | 22 |
| **18. Pat's Great Hits** | 13 | 31 |
| **19. The Roaring Twenties** | 11 |
| **20. Goodnight, Dear Lord** | 14 | 5 |
| **21. Ricky** | 24 | 25 |
| **22. The Eddy Duchin Story** | 20 | 51 |
| **23. Songs of the Fabulous Fifties** | 20 | 51 |
| **24. Mutet Jazz** | 25 | 9 |
| **25. Pat Joey** | 25 | 9 |

---

**Review Spotlight on . . .**

The focus this week on packages, reviewed during the past week, have been selected from all sales potential, artistic merit, new talent, sound recording or lay value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

### Popular Albums

**NEAR THE CROSS (1-12)** -- Tennessee Ernie Ford, Capitol T 1005

The artist's previous religious LP's "Hymns" and "Spirituals" are still going strongly, and this third in the series should prove equally successful. The hymns are rendered with feeling by the artist, and Harry Cullen's ork and choral accompaniment is sensitive and appealing.

**IN THE NIGHT (1-12)** -- George Shearing Quintet With Dakota Staton, Capitol T 1000

Success of Miss Staton's previous LP, "The Late, Late Show," plus the powerful lure of the "Shearing" sound makes this a likely shot to both pop and jazz markets. Six tracks feature the combination talents of the artists, the other six spotlight the group in instrumental treatments of new and old tunes. Attractive cover shot of the artists.

**THIS IS JUNE CHRISTY (1-12)** -- Capitol T 1000

A great new set by the throaty, Pete Rugolo's, fast, modern arrangements give Miss Christy full range to exercise her appealing vocal treatment on an excellent program of ballads and up-tempo tunes. This ranks with her best, and it should collect a lot of ears from both pop and jazz buyers. Numbers include "I'll Remember April," "Get Happy" and "My Heart Belongs to You." Good cover shot of the artist.

**POLLY AND HER POP (1-12)** -- Polly & Bill Bergren, Columbia CL 1138

Miss Bergren has a happy bright sound on these mountain-styled country tunes. Appearances by Mr. Bergren on his daughter's NBC-TV show will undoubtedly gain interest in the package. The performances are cheerful, warm and winning. Selections include "Cool Water," "Tumbling Tumbleweeds" and "Mountain Dew." Excellent cover photo.

---

**Most Played by Jockeys**

**FOR SURVEY WEEK ENDING MAY 10**

Alarms are often in order in the case of the present number of packed jockeys. The radio audience is that of the Billboard's weekly survey among the nation's jockeys.

1. **COME FLY WITH ME** -- Frank Sinatra, Capitol W 920
2. **DREAM GIRL** -- Ray Anthony Orch., Capitol T 969
3. **SAIL ALONG SILVER MOON** -- Billy Vaughn, Dot DLP 3100
4. **SWING ON BROADWAY** -- Jonas Jones, Capitol T 839
5. **THIS IS SINATRA, VOL. II** -- Frank Sinatra, Capitol W 963
6. **FABULOUS DORSEY BROS. IN HI FI** -- Tommy and Jimmy Dorsey, Capitol W 983
7. **LESTER LAIN AT THE TIFFANY BALL** -- Lester Lanin, Epic LN 3010
8. **MUSIC MAN** -- Original Cast, Capitol WAO 990
9. **EDDIE GORE VAMPS THE ROARING TWENTIES** -- Eddie Gore, ABC Paramount ABC 218

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**Best Selling Pop EP's**

**FOR SURVEY WEEK ENDING MAY 10**

The information given in this chart is based on actual sales reports received from a cross-section of all major retail outlets during the week ending on the date shown above. Sample surveys among many outlets are used in this constantly varying study of retail record sales, and all methods used in this constantly varying study of retail record sales are under the strict and continuing supervision and control of the School of Retailing of New York University.

1. **JAILHOUSE ROCK** -- Elvis Presley, RCA Victor EPA 4114
2. **RICKY** -- Ricky Nelson, Imperial EP 153
3. **PEACE IN THE VALLEY** -- Elvis Presley, RCA Victor EPA 4054
4. **HYMNS** -- Tennessee Ernie Ford, Capitol EPA 1-1576
5. **LOVING YOU** -- Elvis Presley, RCA Victor EPA 1-1515
6. **WARM** -- Johnny Mathis, Columbia EP-B 10781
7. **ROGER WILLIAMS** -- RCA Victor EPA 6705
8. **THE SEVEN HILLS OF ROME** -- Mario Lanza, RCA Victor EPA 4222
9. **ELVIS** -- Elvis Presley, RCA Victor EPA 992
10. **GLEN MILLER** -- RCA Victor EPA 1-148

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**Best Selling Pop LP's**

**FOR SURVEY WEEK ENDING MAY 10**

The information given in this chart is based on actual sales reports received from a cross-section of all major retail outlets during the week ending on the date shown above. Sample surveys among many outlets are used in this constantly varying study of retail record sales, and all methods used in this constantly varying study of retail record sales are under the strict and continuing supervision and control of the School of Retailing of New York University.

1. **JAILHOUSE ROCK** -- Elvis Presley, RCA Victor EPA 4114
2. **RICKY** -- Ricky Nelson, Imperial EP 153
3. **PEACE IN THE VALLEY** -- Elvis Presley, RCA Victor EPA 4054
4. **HYMNS** -- Tennessee Ernie Ford, Capitol EPA 1-1576
5. **LOVING YOU** -- Elvis Presley, RCA Victor EPA 1-1515
6. **WARM** -- Johnny Mathis, Columbia EP-B 10781
7. **ROGER WILLIAMS** -- RCA Victor EPA 6705
8. **THE SEVEN HILLS OF ROME** -- Mario Lanza, RCA Victor EPA 4222
9. **ELVIS** -- Elvis Presley, RCA Victor EPA 992
10. **GLEN MILLER** -- RCA Victor EPA 1-148
She saved $100 by buying NOW!

Record buyers will come running to save dollars now. You build traffic! You clear shelves! You cure that after-spring sales slump with traffic that moves albums, singles, accessories profitably. Save-O-Rama puts wheels under your inventory.

During Mercury's great Save-O-Rama sale, customers save on all famous Mercury Hi-Fi Long Play records including latest releases.

It's Mercury's fifth annual summer sales plan and it's the greatest! Everything you need for this huge in-store promotion has been mailed to you. For more display material, call your Mercury distributor NOW!

MERCURY RECORD CORPORATION 35 East Wacker Drive, Chicago 1, Ill.
on a recent appearance at Compton Junior College in Compton, Calif. Some of the tunes are available on RCA Victor Vol. 1956. The group's arrangements are modern and exciting. The set is highly recommended. Selections include "In This Whole Wide World," "Day by Day" and "It's a Blue World."

BACK TO BALBOA (1.12)—Stank Kenton Orchestra
Capitol T 905
An album worth effort from the swingin' Kenton crew than can make a strong showing in pop and jazz markets. The arrangements are by Johnny Mandel, Al Cohn and swingin' Bill Holman. The band has never sounded better, and the ear should find this set an easy one to take. Sound quality is excellent. Selections include an explosive Latin beat styling of "Stardust," "I Concentrate on You" and "My Old Flame."

NO SUN IN VENICE (1.12)—The Modern Jazz Quartet
Atlantic 1294
There are selections from the score of "No Sun in Venice," a forthcoming French film. John Lewis, the group's pianist, composed the background music. It's a humorous, but attractively clever billing by the pianist, and the music is superbly executed by the quartet's. This album will find this an interesting effort. It can sell on its own merit, but pitc. openings will undoubtedly spark buy.

Special Merit Jazz Album

BLUES AND BRASS (1.12)—Elmer Bernstein
Orch. Decca DL 8896
A really remarkable album in many ways. It's a musical Shack, made up of some of the most imaginative high-band jazz to be heard, arranged somewhat but not too much. Running performances by outstanding jazz musicians under the baton of composer-arranger Elmer Bernstein, in collaboration with Victor Wright. This man's work is so sound, I used the title of "Ten Commandments" and "Sweet Smell of Success" was just a prelude for this unit. A highly recommended record. Abstract cover design by award winner Sumi Basa should also help get attention.

Classical Albums

RACHMANNINOFF: SYMPHONY NO. 2 (1.12)—London Philharmonic Orch. (Rca). Rca Victor LM 2109
Sensitive performance of Rachmaninoff's romantic symphony. Bohm's interpretation is skillful, the voices strong and the expression from the orchestra. The work has been arranged such that the soloists are relatively few, so there is no formidable competition. However, the set is a "Save on Records" special. This plus Bohm's reputation makes this set an excellent buy.

COPLAND: BILL THE KID, BODEO (1.12)—London Orch. Rca Victor LM 2195
There is formidable competition on "Billy the Kid," Copland packs sufficient name power to make his version a point sales item. His vivid performances of both the lively "Bodeo" and "Bill the Kid" set can both classical and pop fans. A strong coupling.

Special Merit Classical Albums

CARL ORFF: DER MOND (1.12)—Philharmonia Orch. & Chorus (Savall-Hucke), Angel 3507 R.I.
This bright, happy, thoroughly light-hearted delight轻井泽 by first written by Orff was, has been handsomely recorded and aromatically packaged by Angel. It is one of Orff's first LP releases. It is attractive in the Philharmonia's hands, the conductor Wolfgang Sawallisch, the principal accomplished sopranos and Baritones. The performance, on two LP records, is excellent, performed by a wonderful cast of artists of chamber music, which is an enchanting style. Fortunately, Orff's popularity is still not that of Puccini or Verdi, this set could grab sales in bulk markets.

JOHN SEBASTIAN PLAYS BACH (1.12)—Columbia MC 5924
Mr. Sebastian raises the stature of the harmonica considerably with this excellent offering. His mastery of the four-special chromatic instrument allows him to create diverse sounds and many colors. There is little of the breathiness that is often heard on efforts by less skilled harmonica players. Bach works were written for flute and piano. His version, a harmonica and piano duet, is suitably attractive. Paul Ulanowsky's piano accompaniment is splendid.

Classical Solo Instrument Album

EACH AT ZWOLKE (1.12)—E. Power Biggs, Organ
Columbia KL 5202
This newest Columbia release is in the ever-growing list recorded by E. Power Biggs. Biggs is a favorite of Col- umbia's; The St. Anne Prelude and Fugue, regards of the organ in Biggs' earlier rendition, is facilitated recorded in the new version. St. Anne Prelude and Fugue in D Major, and the Fugue and Prelude in C Minor. Instrument used was the famous Arp Schnitjer instrument at Zwolle, Holland, from which the album derives. Title folder is included, explaining specifications of the organ.

Sound

BEAUTY AND THE BRUTE FORCE (1.12)—Decca. The brute force Steelband of Antigua. Cook 1040
It's the thrilling, metallic sound of the steel- band being played with verve and skill. Musicians serve as a showcase for the sexy voice of Don Ernst in an interesting performance recorded to the last faithful cricket chirp offstage by that high print of hi-fi platters. Enalty Cook's voice is particularly appealing manner like "Jamaica Farewell" and "Banana Song" both are name newswas the famous Arp Schnitjer instrument at Zwolle, Holland, from which the album derives. Title folder is included, explaining specifications of the organ.

Folk Albums

CARLOS MONTOYA & HIS FAMENCO GUI- TARRA (1.12)—Decca. The Decca Steelband of Antigua. This well-recorded, spirited rendition of Spanish gypsy favorites is a fine showcase for the crisp, melodic singing of Carlos Montoya, who has long proved himself a top con- cert artist in flamenco performances. Victor's survey of the group's music suggests that it is likely to enhance its appeal to the growing ranks of aficionados of the purest classical guitar. An attractive cover adds display impact.

WILLIAM CLAUSON CONCERT (1.12)—Capitol T 9159
One of the freshest voices in the folk field is that of Swedish-American William Clauson, who makes an acquisitive album debut with this recital of folk tunes recorded during a con- cert performance earlier this year. The program includes a number of American and English folk love songs, ballads, and "Cowboy Songs," but he draws the biggest prize, judged by the record, with a Swedish folk song and a few "lieder" selections" in the form of singing and clapping.

International Talent Album

IVES MONTOAND (1.12)—Capitol T 10160
Don't soon to the surface in a startling role in the upcoming "Rain's Story. This triple-barrel. His Yves Montand is heard here in a popular role. Montand is the revealing meal of the charm that has made this French singer a hit with "La Belle Histoire." His raspy, vowel voice is well suited to tunes like "Four Walls," "Jolicoeur," and "La Marseillaise" as a good, jazz-flavored background. Montand's is not a sophisticated voice, but rather one with real musical soul.


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

**PACKAGED RECORDS**

**REVIEWS AND RATINGS OF NEW POPULAR ALBUMS**

**CONTINUED FROM PAGE 22**

**THE REGINA MUSIC BID**

**RIVERWALK DLP 434**

A party of its own; this contains the authentic sounds of one of the few real party of its kind. The result is a dance party at its best. There are 24 selections, all of which are danced to in the traditional manner. The party should be enjoyed by all who like to dance.

**SILVER MUSICAN**

Hugh Rendall Orco (DLP 435)

This is the second album of the series of records designed for dance parties. The music is arranged for dancing and includes a wide variety of styles, from jazz to ballroom. The music is well suited for dancing and should be enjoyed by all who like to dance.

**DANCE PARTY**

Dorothy Jones Jr, Glenda Moore, Helen Smith Orco (DLP 436)

These are the third album of the series of records designed for dance parties. The music is arranged for dancing and includes a wide variety of styles, from jazz to ballroom. The music is well suited for dancing and should be enjoyed by all who like to dance.

**LAWRENCE CARLSON CLASSICS**

The trio of artists, who are known for their singing and dancing abilities, created a record for dance parties. The music is arranged for dancing and includes a wide variety of styles, from jazz to ballroom. The music is well suited for dancing and should be enjoyed by all who like to dance.

**LONELY TOWN**

Milo Rico (DLP 437)

This is a dance album, but rather than being danced to, it is intended for listening. The music is arranged for listening and includes a wide variety of styles, from jazz to ballroom. The music is well suited for listening and should be enjoyed by all who like to listen.

**LONELY TOWN**

Milo Rico (DLP 437)

This is another dance album, but rather than being danced to, it is intended for listening. The music is arranged for listening and includes a wide variety of styles, from jazz to ballroom. The music is well suited for listening and should be enjoyed by all who like to listen.

**FURRY OF THE MARATH**

The Furry of the Marath (DLP 438)

This is a dance album, but rather than being danced to, it is intended for listening. The music is arranged for listening and includes a wide variety of styles, from jazz to ballroom. The music is well suited for listening and should be enjoyed by all who like to listen.
<table>
<thead>
<tr>
<th>Title of Song</th>
<th>Artist(s)</th>
<th>Billboard's Music Popularity Chart</th>
<th>Week of</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. All I Have to Do Is Dream</td>
<td>By Burt Bacharach—Riezler著 (BMI)</td>
<td>Best Selling Record: David Seville, Liberty 50925.</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>2. Witch Doctor</td>
<td>By B. Regan—Horace-Henry著 (ASCAP)</td>
<td>Best Selling Record: David Seville, Liberty 50925.</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>3. Twilight Time</td>
<td>By R. Ross, M. Novia著 (ASCAP)</td>
<td>Best Selling Record: Phoebe, Mercury 71297.</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>4. He's Got the Whole World in His Hands</td>
<td>By Leonard-Hunter著 (ASCAP)</td>
<td>Best Selling Record: Leo London, Dot 1991.</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>5. Wear My Ring Around Your Neck</td>
<td>By Buzz Sawyer著 (BMI)</td>
<td>Best Selling Record: Bill Haley, Studio 5503.</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>6. Chanson D'Amour</td>
<td>By W. Sherman著 (BMI)</td>
<td>Best Selling Record: Don't Be Too Fast, EMI 9941.</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>7. Return to Me</td>
<td>By Claude Leveque著 (BMI)</td>
<td>Best Selling Record: Don Martin, Cap 5848.</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>8. Kewpie Doll</td>
<td>By Bill T., Roy C. Bennett著 (BMI)</td>
<td>Best Selling Record: Perry Como, Victor 71299.</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>9. Looking Back</td>
<td>By Don Nelson著 (BMI)</td>
<td>Best Selling Record: Bing Crosby, Columbia 5239.</td>
<td>15</td>
<td>4</td>
</tr>
<tr>
<td>10. Book of Love</td>
<td>By Waylon Jennings著 (BMI)</td>
<td>Best Selling Record: Maurice, Capitol 5204.</td>
<td>10</td>
<td>7</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Title of Song</th>
<th>Artist(s)</th>
<th>Billboard's Music Popularity Chart</th>
<th>Week of</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Sugar Moon</td>
<td>By B. Wilber著 (BMI)</td>
<td>Best Selling Record: Pat Boone, Dot 51950.</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>12. Big Man</td>
<td>By Johnnie Ray著 (BMI)</td>
<td>Best Selling Record: Four Preps, Cap 5900.</td>
<td>18</td>
<td>2</td>
</tr>
<tr>
<td>13. Tequila</td>
<td>By Cheech Hernandez著 (BMI)</td>
<td>Best Selling Record: Champs, Clovis 1016.</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>14. Oh, Lonesome Me</td>
<td>By Don Gibson著 (BMI)</td>
<td>Best Selling Record: Don Gibson, Vic 7156.</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>15. Johnny B. Goode</td>
<td>By Chuck Berry著 (BMI)</td>
<td>Best Selling Record: Chuck Berry, Chess 506.</td>
<td>11</td>
<td>7</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Title of Song</th>
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<th>Billboard's Music Popularity Chart</th>
<th>Week of</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. For Your Love</td>
<td>By Ed Townsend著 (BMI)</td>
<td>Best Selling Record: Ed Townsend, Capitol 5276.</td>
<td>23</td>
<td>2</td>
</tr>
<tr>
<td>22. Let the Bells Keep Ringing</td>
<td>By Paul Anka著 (BMI)</td>
<td>Best Selling Record: Paul Anka, ARC-PARAMOUNT 1007.</td>
<td>–</td>
<td>1</td>
</tr>
<tr>
<td>23. Billy</td>
<td>By Goodbye-Kevi著 (BMI)</td>
<td>Best Selling Record: Ricky Nelson, Imperial 5590.</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>24. Believe What You Say</td>
<td>By B. Burnett著 (BMI)</td>
<td>Best Selling Record: Buddy Rich, RCA 5710.</td>
<td>25</td>
<td>6</td>
</tr>
<tr>
<td>25. A Wonderful Time Up There</td>
<td>By Mister M著 (BMI)</td>
<td>Best Selling Record: Pat Boone, Dot 5900.</td>
<td>20</td>
<td>11</td>
</tr>
</tbody>
</table>

**Their Nation's Top Tunes**

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.
Attention, Reviewers, Librarians, D.J.'s, Distributors: Our 2nd exciting release recorded by Arnie Goland and the Sunbeams is on its way to you. Watch for it.

with the first release a smash hit!

SUNBEAM RECORDS, INC.

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NEW YORK, N. Y.

### Best Selling Pop Singles in Stores

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

### For Survey Week Ending May 10, 1958

#### Top 10

<table>
<thead>
<tr>
<th>Name</th>
<th>Record Label</th>
<th>Original Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ALL I HAVE TO DO IS DREAM (BMI) - Every Brothers</td>
<td>BMG</td>
<td>Every Brothers</td>
<td>4</td>
</tr>
<tr>
<td>2. WITCH DOCTOR (ASCAP) - David Seville</td>
<td>BMG</td>
<td>David Seville</td>
<td>6</td>
</tr>
<tr>
<td>3. WEAR MY RING AROUND YOUR NECK (BMI) - Elvis Presley</td>
<td>BMG</td>
<td>Elvis Presley</td>
<td>5</td>
</tr>
<tr>
<td>4. TWILIGHT TIME (BMI) - Platters</td>
<td>BMG</td>
<td>Platters</td>
<td>6</td>
</tr>
<tr>
<td>5. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP) - Laurrie London</td>
<td>BMG</td>
<td>Laurrie London</td>
<td>5</td>
</tr>
<tr>
<td>6. RETURN TO ME (ASCAP) - Dean Martin</td>
<td>BMG</td>
<td>Dean Martin</td>
<td>6</td>
</tr>
<tr>
<td>7. LOOKING BACK (BMI) - Nat King Cole</td>
<td>BMG</td>
<td>Nat King Cole</td>
<td>10</td>
</tr>
<tr>
<td>8. BOOK OF LOVE (BMI) - Monotones</td>
<td>BMG</td>
<td>Monotones</td>
<td>7</td>
</tr>
<tr>
<td>9. TEQUILA (BMI) - The Champs</td>
<td>BMG</td>
<td>The Champs</td>
<td>5</td>
</tr>
<tr>
<td>10. JOHNNY B. GOODE (BMI) - Chuck Berry</td>
<td>BMG</td>
<td>Chuck Berry</td>
<td>12</td>
</tr>
</tbody>
</table>

#### Additional Charts

<table>
<thead>
<tr>
<th>Name</th>
<th>Record Label</th>
<th>Original Artist</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. OH! LONESOME ME (BMI) - Don Gibson</td>
<td>BMG</td>
<td>Don Gibson</td>
<td>10</td>
</tr>
<tr>
<td>12. KENWOOD DOLL (ASCAP) - Perry Como</td>
<td>RCA</td>
<td>Perry Como</td>
<td>14</td>
</tr>
<tr>
<td>13. CHASON D'AMOUR (ASCAP) - Art and Todd</td>
<td>RCA</td>
<td>Art and Todd</td>
<td>16</td>
</tr>
<tr>
<td>14. BIG MAN (BMI) - Four Preps</td>
<td>RCA</td>
<td>Four Preps</td>
<td>25</td>
</tr>
<tr>
<td>15. SUGAR MOON (BMI) - Pat Boone</td>
<td>RCA</td>
<td>Pat Boone</td>
<td>30</td>
</tr>
<tr>
<td>16. BELIEVE WHAT YOU SAY (BMI) - Ricky Nelson</td>
<td>RCA</td>
<td>Ricky Nelson</td>
<td>11</td>
</tr>
</tbody>
</table>

#### Message Box

- The Billboard's Music Popularity Charts... POP RECORDS
- MAY 19, 1958
- SPECIAL REPORT: THIS WEEK'S BEST BUYS
- SPECIAL REPORT: RECENT POP RELEASES COMING UP STRONG
- STORE RECORDED SALES
- EL RANCHO ROCK (Marks, BMI) - MIDNIGHTER (Golden West, BMI) - The Champs - Challenge 5907
- I WONDER WHY (Schwartz, ASCAP) - Diem & The Belmonts - Laurie 2013
- Teen Angel (Schwartz, ASCAP)
- JENNIE LEE (Daywin, BMI) - Jan & Aniee - Arwin 105 - Gotta Getta Date (Daywin, BMI)
- All are previous Billboard Spotlight picks.

#### Other Charts

- WEEKS ON CHART
- THIS WEEK'S BEST BUYS
- RECENT POP RELEASES COMING UP STRONG
- STORE RECORDED SALES
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#### Special Notes

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- A Very Precious Love... The Ames Brothers (ASCAP) RCA Victor 7167
- Zorro... The Chordettes (BMI) Cadence 1349
- www.americanradiohistory.com

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3 SUMMER-TIMELY HITS

1. THE ORIGINAL!
   ONE SUMMER NIGHT
   THE DANLEERS
   Now On Mercury #71322

2. JUST RELEASED!
   Haunting instrumental...
  picked by the trade and dee-jays
   BRIGHT LIGHTS
   OF BRUSSELS
   EDDIE LAYTON
   MERCURY 71311

3. TIMED FOR PEAK SALES!
   Building for graduation sales
   YOUR GRADUATION MEANS GOODBYE
   THE CARDIGANS
   MERCURY 71251
**Most Played by Jockeys**

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ALL I HAVE TO DO IS DREAM (BMI)—Evelyn Sisters.</td>
<td>4 4</td>
</tr>
<tr>
<td>2. WITCH DOCTOR (ASCAP)—David Seville.</td>
<td>5 6</td>
</tr>
<tr>
<td>3. TWILIGHT TIME (BMI)—Platters.</td>
<td>7 7</td>
</tr>
<tr>
<td>4. WEAR MY RING AROUND YOUR NECK (BMI)—Elvis Presley.</td>
<td>8 4</td>
</tr>
<tr>
<td>5. HE'S GOT THE WHOLE WORLD IN HIS HANDS (ASCAP)—Janie Lindon.</td>
<td>9 4</td>
</tr>
<tr>
<td>6. KEEPER DOLL (ASCAP)—Perry Como.</td>
<td>6 5</td>
</tr>
<tr>
<td>7. CHANSON D'AMOUR (ASCAP)—Art and Dotty Todd.</td>
<td>7 5</td>
</tr>
<tr>
<td>8. RETURN TO ME (ASCAP)—Joan Martin.</td>
<td>8 7</td>
</tr>
<tr>
<td>9. LOOKING BACK (BMI)—Nat King Cole.</td>
<td>9 2</td>
</tr>
<tr>
<td>10. BIG MAN (BMI)—Four Preps.</td>
<td>10 3</td>
</tr>
<tr>
<td>11. BOOK OF LOVE (BMI)—Monotones.</td>
<td>9 5</td>
</tr>
<tr>
<td>12. CHANSON D'AMOUR (ASCAP)—Fontaine Sisters.</td>
<td>21 4</td>
</tr>
<tr>
<td>13. SUGAR MOON (BMI)—Pat Boone.</td>
<td>20 2</td>
</tr>
<tr>
<td>14. SECRELY (ASCAP)—Jimmie Rodgers.</td>
<td>1</td>
</tr>
<tr>
<td>15. OH, LONESOME ME (BMI)—Don Gibson.</td>
<td>10 7</td>
</tr>
<tr>
<td>16. TEQUILA (BMI)—The Champs.</td>
<td>12 11</td>
</tr>
<tr>
<td>17. WHO'S SORRY NOW? (ASCAP)—Connie Francis.</td>
<td>15 11</td>
</tr>
<tr>
<td>18. LET THE BELLS KEEP RINGING (BMI)—Paul Anka.</td>
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**The Billboard's Music Popularity Charts...POP RECORDS**

**MAY 19, 1958**

**ROULETTE HAS 5 BIG HITS**

**SECRETLY**

*b/w*

**MAKE ME A MIRACLE**

**JIMMY RODGERS**

R-4070

**WHEN THE BOYS TALK ABOUT THE GIRLS**

**VALERIE CARR**

R-4066

**DON’T GO HOME**

**THE PLAYMATES**

R-4072

**CHA-HUA-HUA**

(Pronounced like the dog CHIHUAHUA)

**HUGO & LUIGI**

THEIR ORCHESTRA AND CHORUS

**BIKINI**

**THE BIKINIS**

R-4073

*and Breaking Fast!*

**LESLEY UGGSAMS**

I'M OLD ENOUGH TO BUY ICE CREAM MAN

R-4078

**ROULETTE**

Copyrighted material
Territorial Best Sellers

FOR SURVEY WEEK ENDING MAY 10

The information given in this chart is based on actual sales to customers in a scientific sample of the industry's retail record outlets during the week ending on the date shown above. Despite design, sources size and all methods used in this continuing study of retail record sales are under the direct and continuous supervision and control of the School of Economics of New York University.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER.

BOSTON
All I Have to Do Is Dream
Every Brothers, Cde.
Chains of Love, Act & Deputy Todd, Etc.
Johnny B. Goode, Chuck Berry, Bto.
How Much I Love You, Etc.
During the Night, Bobby Vee, Cde.
Return to Me, Dean Martin, Cde.
Twilight Time, Patti Page, Vic.
When Do You Sleep, David Seville, Lib.

CHICAGO
All I Have to Do Is Dream
Every Brothers, Cde.
He's Got the Whole World in His Hands
Laurie London, Cde.
Little Train
Mariah Veld & Bert Bells, Vic.
Looking Back, Nat King Cole, Cap.
Return to Me, Dean Martin, Cde.
Twilight Time, Patti Page, Vic.
When Do You Sleep, David Seville, Lib.

DETROIT
All I Have to Do Is Dream
Every Brothers, Cde.
He's Got the Whole World in His Hands
Laurie London, Cde.
Return to Me, Dean Martin, Cde.
Twilight Time, Patti Page, Vic.
When Do You Sleep, David Seville, Lib.

ALL TITLES ARE LISTED IN ALPHABETICAL ORDER.

FLORIDA
All I Have to Do Is Dream
Every Brothers, Cde.
He's Got the Whole World in His Hands
Laurie London, Cde.
Keeve Dot, Perry Como, Vic.
Oh, Louisiana Me, Don Gibson, Vic.
Twilight Time, Patti Page, Vic.
When Do You Sleep, David Seville, Lib.

EAST TEXAS
All I Have to Do Is Dream
Every Brothers, Cde.
Return to Me, Dean Martin, Cde.
Return to Me, Dean Martin, Cde.
Sail Away Love, Larry Robinett, Cde.
Twilight Time, Patti Page, Vic.
When Do You Sleep, David Seville, Lib.

NEW YORK AND NEWARK
All I Have to Do Is Dream/Claudette
Every Brothers, Cde.
Book of Love, Monotones, Argo
For You Love, Ed Townsend, Cap.
Return to Me, Dean Martin, Cde.
Twilight Time, Patti Page, Vic.
When Do You Sleep, David Seville, Lib.

NORTHERN NEW YORK STATE
All I Have to Do Is Dream
Every Brothers, Cde.
Chains of Love, Act & Deputy Todd, Etc.
For You Love, Ed Townsend, Cap.
Hang Up My Rock and Roll Shoes
Chuck Waris, Ad.

MONEY-SAVING SUBSCRIPTION ORDER
Enter my subscription to The Billboard for a full year ($2 Issues) at the rate of $15 (a considerable saving over single copy rates), Foreign rates $18

Name
Occupation or Title
Company
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City Zone State

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
A COUPLE OF G's THAT MEAN BIG MONEY!

GEORGIA GIBBS sings

IT'S MY PLEASURE

C/W HELLO HAPPINESS, GOODBYE BLUES

47-20-2729
**Top 100 Sides**

For Survey Week Ending May 19

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. It 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.

---

**Billboard says...**

**"TALENTED LADY"**

**Jack CLEMENT TEN YEARS**

b/w Your Lover Boy

Sun 291

**The "SUN" RISE SOUND!**

**Johnny Cash**

Come In, Stranger

Sun 295

---

**EDWIN BRUCE**

Sweet Women

b/w Part of My Life

Sun 292
never before has such a strong release been used to introduce a new label

ENSEND RECORDS
REX PRODUCTIONS, INC.
8715 W. THIRD STREET
LOS ANGELES 48, CALIFORNIA • BRADBOW 2-0607

FLOOD WELL FIXED: We wish to amend our recent story re Joe Flood transferring from KXLN, Denver, to KUDY, Littleton, Col. Flood objected to the phrase "Flood is the last of the big jocks in this market who have fallen by the wayside, via Top Tunes programming." He writes, "I definitely have not fallen by the wayside but am working on KUDY with my same 'Up-Scale Dales' show with an increase in pay of over $8,000 over the $3,000 I was making on KTXL. And as far as Top Tunes programming, I have always played the top tunes, (the secret of my success) all the Top 40 or Top 30, I just played them along with 'Are You Amazed,' the Anniversary Waltz," etc.—just to name a few of the other songs that make up my program. Yes, I moved to KUDY, not only did my sponsors move with me but the whole KXLN station moved "in the same market."
Petillo

• Continued from page 3

ments within the AFM, none has so captured the faith of the rank and file.

Another remarkable aspect of Petillo’s career has been the gradual change in public opinion, with regard to him and the AFM. Petillo was president 15 years. In the stormiest phases of his career, when he was fighting the Lea Act and the Taft-Hartley law, he was caricatured as a dictator talking down to presidents. Gradually, the press adopted a softer tone, playing up the more benign aspects of "The Boss." The change coincided with two developments: The formulation of a policy by Petillo whereby he decided that instead of harrassingly backing automobile, it was wisest to regulate and control it, and, secondly, a press campaign by Hal Lyshon. The latter’s handling of Petillo is regarded as one of the most masterful publicity jobs in years.

Jimmy Petillo, a stormy petrel in his earlier years, made no secret of the fact that bad times had come upon the music world, that employees were no longer to be dictated to, but rather negotiated with. The decline of theater, vaudeville and radio, the incised fact that the musician’s own product negated live employment, forced this conclusion and resulted in the Music Performance Trust Fund—a milestone in the annals of labor and perhaps Petillo’s most important contribution to labor history.

Who will succeed him is purely speculative. The headquarters of the AFM is in receipt of quantities of telegrams urging that he reconsider his decision. More of the same urging is likely to occur at the convention. The Boss, like his predecessor, the late Joseph N. Weber, is not without sentiment; so a high point in emotion will be achieved in the City of Brotherly Love.

It is interesting to note that among the membership of Local 802, New York, a movement is underway plugging President Al Mamui as a possible successor. Mamui himself has said nothing on this point, but he is young and vigorous. Also heading an urban bloc, Mamui takes the position that the strength of the AFM derives from the grass roots level and that the future of live music depends upon this grass roots level. It is felt Mamui will pitch when convention time rolls around.

mentioned prominently as a possible successor is Charles L. Bagley, vice-president of the AFM, and a Los Angeles attorney. Bagley is known to have strong support.

APT Records

• Continued from page 3

proxy, Sam Clark, said APT will do a considerable amount of its own recording in the future. For the present, he said, APT will utilize ABC-Paramount’s artist and repertoire, sales and promotional personnel, with expansions plans depending upon growth of the new label.

In most cases APT will be distributed by existing ABC-Paramount distributors, Alka Clark said new distributors will be assigned the label in areas where Am-Par distributors are already carrying too many lines. If the label’s single release click, Clark plans to issue a $0.98 LP line under the APT tag.

The Hamilton platter: “While Walking Together” and “Girly Eyes For You”) was purchased from publisher Sidney Mills. The Cavilers’ disc (“Dance, Dance, Dance”, and “Play By The Rules Of Love”) and the Stereophonic’s recording of “More Heartaches” and “Love Is So Wonderful”) were purchased from New York dealer Ed Portney.
**Review Spotlight on...**

**POPP RECORDS**

JERRY LEE LEWIS...Sun 296
HIGH SCHOOL CONFIDENTIAL
(Foersten, BMI)

FOOL'S LIKE ME...
(Kont, BMI)

Lewis belts "Confidential," a saucy, swinging rocker. In his usual frantic style, it's the title tune from a forthcoming flick in which he does a guest stint. Flip, "Fools," is in more of a traditional country vein, and the artist is backed by a chorus. Strong stuff for all markets.

LITTLE RICHARD...Specialty 633
OH MY SOUL!
(Venice, BMI)

TRUE, FINE MAMA...
(Venice, BMI)

Little Richard is wild in his reading of "Soul," a funky blues. He gives out with a generous portion of his about, brots and howls. "Mama" is a blues in which the artist is in great form. Excellent bet to score in pop and r&b. marts.

SAM COOKE...Knox 2005
...ALL OF MY LIFE
(Herms, BMI)

STEALING KISSES...
(Seesac, ASCAP)

Cooke appears a good bet to stay on top with either of these two listenable sides. Top tune is a pretty ballad rendered with guitar and from chorus support. "Kisses" is taken at an up-tempo clip, and the artist's delivery is equally appealing. Strong potential for r&b. coin, too.

ROGER WILLIAMS...Kopp 224
...INDISCREET
(Morris, ASCAP)

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

"Indiscreet" is a pretty title tune from the coming Cary Grant- Ingrid Bergman starrer. Williams gives it a masterful piano whiz with large orchestra backing. "Young" is also a pretty ballad, and the treatment accorded is similar. Both sides appear winners.

JOHNNY CASH...Sun 285
...GUESS THINGS HAPPEN THAT WAY
(Knot, BMI)

COME IN, STRANGERS...
(He-Le, BMI)

"Guess" is a weeper, and Cash hands it a powerful, emotion-packed reading. "Strangers" is a folksish tune with a strong r&b flavor and a pretty backbeat. Plotter is a strong two-sided contender for both pop and r&b. foot.

**POPDISK JOKEY PROGRAMMING**

RAT MARVIN ORK...United Artists 116
ARGENTINA BALLERINA
(Wood, ASCAP)

The English maestro presents the cute Latin-beat tune with a pokey sparkling arrangement that features a Henry Bame-styled trumpet. Spies should please listeners. Flip, "Spinning," in Spain," is given a lush choir and chorus treatment (Cotterod, ASCAP).

TOMMY BIENER...Golden Crest 501
...TOP 40
(Michael, ASCAP)

An effective novelty-blue with clever lyrics about a guy's personal feel hit parade. Swingins' backing by a firm group gives the disk a provocative sound. It rates white. Flip, "My Love Is Your Goal," is a medium-beater (Beta, BMI).

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**

**OLYMPIC**

LITTLE LONDON
I Gotta Rule...
(CAPITOL 203-10...in a record review in the London Film Express.

LAURENCE...BiX-8
CARRIE, 106-4
Jukebox, 106-3

JOHNNY MAE
Pign't Doin' Nothin'
(ASCAP)

JOHNNY MAE
(Speciality, BMI)

BRIDES OF BLYTHE...
I'm a Fool
(Indie, ASCAP)

BRIDES OF BLYTHE...
...I'm In Love With You
(Indie, ASCAP)

TOMMY HOLLIDAY
Camina 11176-
(Columbia, BMI)

JOHNNAE WILKINS
(Speciality, BMI)

THE RONNIE BROTHERS & THE NORMAN PEOPLE THO...
GOODBYE, LUCY...
(Capitol, BMI)

Ronne & The Rockin' Sides
(Capitol, BMI)

WILLIAMS...Knox 2005
...ALL OF MY LIFE
(Herms, BMI)

STEALING KISSES...
(Seesac, ASCAP)

COOKE...Knox 2005
...INDISCREET
(Morris, ASCAP)

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BIG Dot HIT!!
DON and his ROSES...

SINCE YOU WENT AWAY TO SCHOOL

-and-

RIGHT NOW
#15755

Published by
NOR VA JAK MUSIC
Solo Selling Agent
Melody Farm Publishing
MURRAY DEUTCH
(General Professional Manager)
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**FOR SURVEY WEEK ENDING MAY 10, 1958**

**COUNTRY & WESTERN**

- Records eliminated if duplicated in Pop List.
- *Send Me the Pillow You Dream On* by Ray Price
- *It's All Your Fault* by Hank Williams
- *We've Got Things in Common* by Hank Williams

**OPERATORS BEST BUYS**

- Records are the same as those listed in POP, R&B or C&W review sections.
- *The Champs*... *E Is for Rock*... *Midnighter*...

**OPERATORS BEST NEW RELEASES**

- In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.
- *Johnny Cash*... *Elvis Presley*... *Ray Charles*...

**POPCORP**

- The Billboard Music Popularity Charts... POP RECORDS...
**Reviews and Ratings of New Jazz Albums**

**JAZZ ★★★★★**

**GIGGIT EN JAZZ**

Eugene Rogers & His Giants (12"78) RCA Victor LPM 1696

This is one of the finest jazz treat-
ments of the "Gig" sound. The arrange-
ments are imaginative and artistic. Rogers
and His Giants create a sincere
strongly swinging mood. In addition
Rogers on tenor, and Huntington,
brother of "Gig," on bass, create
effective rhythm situations. The tenor
solos of Rogers are noteworthy, as
are all rhythm sides. Nichols has a
fresh approach to most music, which
makes LP a solid jazz package.

**JAZZ ★★★★**

**SINGIN WITH BUD**

The Red Pepper Trio (12") RCA Victor LPM 1619

The exciting Red Pepper continues his
amazing piano work with this new
release on the label. Rogers himself
performed this solo, and it is certainly
one of his best LP's. Rogers is an
eclectic pianist with two standards, four
originals, and ten classics like "Shawaii" and "The
Mississippi." A fine set for Red Pepper's
many fans. George Oliver and Art
Taylor support Rogers on the set.

**SPECIALTY ★★**

**HERE COMES THE BRIDE**

Bud Shutt, organ (12") Columbia CL 1416

This is a well-labeled album of wedding
favorites like "Bride," "The Little
Bride," and "The Younger Brothers,"
horrendous music that demands
two sets. This and others should inspire
many altos.

**RELIGIOUS ★★★**

**MEDITATIONS**

Ted Smith, Piano with Fred Reeves of
"Glover & Reeves" (12") RCA Victor LPM 1636

Will Glover's pianist. Ted Smith also
sings impressive instrumental
melodies of some sacred sacred hymns,
arranged in mood from the antiques
"Deep River," and "Were You There,
Too?" in the first line and "If You Lost
Your Way," and "Hallelujah" in the
second set. For devotees.

**ROCK'N'ROLL★**

**MARSHA COWELS WITH NEAL HEFTI ORCHESTRA**

(12") Columbia CL 1431

This is a set that features an audiophile
known to us. The album is of
outstanding quality and is
brilliantly recorded with the
organ, trumpet, and drums.
This and others are highly
recommended. The album
should be a sell-out.

**GIAN T DISCOUNT ON LP'S**

$1.23-$2.47-$3.09-$3.69

**THE MUSIC BOX**

1301 W. 79th St., Chicago, Ill. 60643

All Phonos: Anderson 2-6300

**Reviews and Ratings of New Classical Albums**

**CLASSICAL ★★★★★**

**EMETANA: THE MODULATION INVITATION TO THE DANCE LIBER**

Mephisto Waltz Berlioz, Min-
ners, Dance of the Syringa, Raga-
Dracmarion (12"78) The Philadel-
phia Orchestra

An interesting variety of tone poems and
orchestral suites are featured, pro-
duced by the famed group. The
Orchestra, under conductor H骑行,
creates a remarkable set of recordings.

**BELLCO FOOD-VARIATIONS**

Colonna & Finale Vincent: Syn-
thesis in 16 (12"78) Philadelphia
Orchestra, Orchestra, Orchestra,
Philadelphia Orchestra

This is one of the best LP's of the
season. The Orchestra, under
leader Colonna, is magnificent. The
orchestra sounds like a million.

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orchestra sounds like a million.

**Reviews and Ratings of New Phonograph Needle History**

Fidelitone

Chicago 26, Illinois

"Best buy on records"

*For the biggest consumer promotion in recent phonograph needle history*
Off One Week and Action From Eight Areas

Thanks to:

- Art Freeman & Bob Skaff
- Concord, Cleveland
- Paul Glass
- All-State, Chicago
- Bad Lame & Alice Strawhan
- Commercial, St. Louis
- Red Schwartz
- Mainline, Philadelphia
- Henry Stone
- Trutone, Miami
- Joe Carrrone
- Record Sales, New Orleans
- Bill Emerson
- Big State, Dallas
- Joe Cohen
- Essex, Newark
- Charley Gray
- Compass, Detroit

**Reviews of New Pop Records**

- Continued from page 34

ED SHEERAN

随时，快来加入我们吧！

TIDAL

SHANNON

随时，快来加入我们吧！

Tidal

SHANNON

随时，快来加入我们吧！

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Tid...

Under the special turn-in deal, retailers can return to distributors any London LP's equivalent to 10 per cent of the value of the orders placed on London's "Spring Car- alcade of New Releases." It was stressed that dealers could take advantage of this at full dealer cost, even in cases in which the turn-in back might have been purchased under previous similar programs. The current program winds up June 30, with a dating plan under which payment is due on August 2.

Promotion-wise, salesmen are being provided with sales books containing all covers in the new release and LP jacket kits. Extra promotion copies of the decks by Heath, Black and Ros are being provided to distribute at 51 each for use in promotion with stations, newspapers, etc.

The announcement of the hold-the-line policy on price—at least till this year's end—was seen as a stabilizing factor for dealers.

Kicking Up a Storm!
Raindrops on My Window
47/20-7226

BARRY DE VORZON

THE DRIFTERS
"MOONLIGHT BAY"
Atlantic 1187

Setting off fireworks all over the country

JUBILEE & JOSIE HOLDS THE BEST HAND!

Don Rondo
"DORMI, DORMI, DORMI"
JUBILEE #5325

The Steadies
"ROCK TO THE PHILADELPHIA"
by "ONE KISS & THAT'S ALL"

Bobby Freeman
"DO YOU WANNA DANCE?"
JOSIE #837

JUBILEE & JOSIE HOLD THE BEST HAND!

One reason why advertisers in the RAINBOWL get all they pay for.
AFM License Grants May Presage Peace

By CHARLES SINCLAIR

NEW YORK—What may well be the first “peace feeling” between the American Federation of Musicians and the Hollywood movie majors has been launched by the AFM in the form of a new recording license to the plaster subsidiaries of 20th-Century-Fox and Warner Bros.

Since United Artists has had a waiting permit for about a month now, this leaves Columbia Pictures as yet-nameless record subsidiary as the only movie-owned record firm to change course, since AFM exec report that Columbia has not yet formally applied for its permit.

The chief significance of the AFM decision to grant 20th-Fox and Warner Bros. the license is that the fact that the AFM is still striking against two firms and others as far as theater sound tracks are concerned. Movie makers today have been forced to record their sound-track source overseas, in locations ranging from Mexico City to Vienna, or to use “canned” sources from record libraries.

Basically, the licenses apply to recording work that will be reissued for the general consumer record market, with clauses that require use for any other purpose to be cleared with the AFM. However, the “peace feeling” as yet seen is to a remark by one AFM official that “it is not improbable that we may give permission to use such recordings in other fields—even movies.”

The usual recording process of movie music, in which it is recorded essentially for sound track use, and then transferred to LP’s or singles later, may thus be reversed in some cases, with set of night or album sessions eventually winding up as movie tracks. Other company firms with wax licenses include Universal (via parent company Decca), Paramount (via Dot Records and ABC-Param) and M-G-M which has had a license for many years.

 Hector, the movie-owned disk operating without a license—20th-Century-Fox, Warner Bros. and United Artists—had managed to skirt the issue by purchasing masters from firms who did have license, or operating thus indie film producers who have licenses.

**Comment on Rack Jobber**

...Continued from page 2

...Continued from page 4

A survey of AFM in 1954-55 has shown that over 90 per cent of the members “does nothing with music whatsoever.” In view of this, it felt some law should be passed to insure that all money paid by employees as result of collective bargaining should be paid directly to the employees under the agreements, or to a fund for the “exclusive benefit” of such members and their families.

Four law suits are pending in California courts against the AFM and all the employers who entered into trust fund agreements. The West Coast musicians are fighting to keep the union in control of all recording musicians’ royalties and movie-TV royalties from being siphoned into the fund, which dissuises claim is a vote-getting device to deny the Pettite faction in the board.

The fight has reached the supreme Court, where the union has asked the high bench to deny the California Supreme Court decision giving jurisdiction to that State in the suit. Networks and their regular companies, plus Capitol, Decca, Coral and, Loew’s, Inc., claimed neutrality at the start of the fracas, but they have since joined in protesting California jurisdiction. The great problem is the grounds of possible liability both in California and in New York State, where court concluded with musicians Fund Trustee, Samuel Rosenberg, from the one-time “Radio Research Library”...
**Continued from page 38**

**Top New Teen Hits on ATCO**

**The Coasters**
\[ \text{YAKETY YAK} \]
\[ \text{ZING! WENT THE STRINGS OF MY HEART} \]
ATCO 6116

**Bobbi Darin**
\[ \text{SPLISH SPLASH} \]
ATCO 6117

**Hutch Davie**
\[ \text{WOODCHOPPER'S BALL} \]
ATCO 6118

---

Nashboro Does It Again!

**TILL THE END OF THE DANCE**

b/w **MY PRETTY BABY**

by **THE PLAIDS**

NASCO 6011

Nashboro Record Co., Inc.

NASHVILLE, TENNESSEE

Chippell 2-2215

GIVE TO DAMON RUNYON CANCER FUND
Many Dealers
- Continued from page 3

six in 10 (58 per cent) said "none of each." The balance replied that clubs are taking former time customers (17 per cent) or "don't know" (25 per cent). When these figures, some dealers at least are beginning to create new customers for rec-

Ad's Effect

In another question, they were asked whether heavy advertising by clubs results in new or less business for the dealers or would make no difference. About 40 per cent felt that the ads would take business from them, but 25 per cent thought the ads were a good thing and 29 per cent felt they made no difference.

In answer to the question, which manufacturers are now operating disk clubs, more than nine in 10 (94 per cent) identified Columbia, while 87 per cent listed RCA Victor and 81 per cent mentioned Columbia. Two dealers out of every four (80 per cent) said they had encouraged them to open a club or had received credit for doing so.

SPA and Pubs
- Continued from page 3

Music, a California firm, had Harold Byrnes, owner, and Frank L. Sall, sales manager, in charge of the operation. Other Pubs were the East Secretory Miriam Stern, President Burton Lane, at-

America's Fastest Selling Record's

savoy records co. 10 market st. n.Y.

for Pop, Inc., #1325

'JUST AROUND THE CORNER'

by the Jive Bombers

'BLUES, EARLY, EARLY'

by Big Maybelle

'RIDE, WILD, WILD'

by the PLAYMATES

- KICKING UP A STORM!

RAINDROPS ON MY WINDOW

47/20-7226

bARRY BARNETT

RCA VICTOR

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**• C&W Best Sellers in Stores**

**FOlk Talent and Tunes**

*Continued from page 10*

only c&w stations catering that city and Dallas. He will also work with Jack Henderson in producing and hosting the regular Saturday night "Cow- 

town Roundups." The station offers 18 hours of folk music a day.

Cousin Ralph has shifted from KOI, Stockton, Calif., to KBCU, in the same city. With the Latter, he will work with Carl Leal, Lisa, and "Get the Spotlight".--By Luba Wolfe, KBCU.

**• C&W Territorial Best Sellers**

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

NO SELECTIONS THIS WEEK.

**• Review Spotlight on... C&W Records**

*JERRY LEWIS*

High School Confidential (Pentron, BMI)

*JOHNNY CASH*

Guest Things Happen That Way (Knox, BMI)

Come In, Stranger (Hi-Lo, BMI)--See reviews in Pop Spotlight section.

**• Most Played C&W by Jockeys**

For survey week ending may 10, 1958--stations reporting to The Billboard for the weekly survey of top disk jockey radio airtime through the county according to The Billboard's weekly survey of top disk jockey shows in all key markets. 

**MONEY-SAVING SUBSCRIPTION ORDER**

<table>
<thead>
<tr>
<th>Name</th>
<th>Occupation or Title</th>
<th>Company</th>
<th>City</th>
<th>State</th>
<th>Address</th>
<th>Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.</th>
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<tbody>
<tr>
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<td>Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.</td>
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</tbody>
</table>

1. OH, LONESOME ME (BMI)--Don Gibson
2. JUST MARRIED--Marty Robbins
3. BALLAD OF A TEENAGE QUEEN--Johnny Cash
4. I CAN'T STOP LOVING YOU--Kitty Wells
5. SEND ME THE FILLOW YOU DREAM ON--Hank Locklin
6. CURTAIN IN THE WINDOW--Ray Price
7. CRINGING OVER YOU--Webb Pierce
8. ALL I HAVE TO DO IS DREAM--Everly Brothers
9. IT'S A LITTLE MORE LIKE HEAVEN--Hank Locklin
10. WHAT MAKES A MAN WANDER?--BMI
11. SOMETIMES I'M BLUE--George Jones
12. BURY ME A MIRACLE--BMI
13. WEAR MY RING AROUND YOUR NECK--Bea Bowers
14. HOUSE OF GLASS--Enriett Tubb
15. COME BE: THE BLUES--George Jones

**LABORATORY REPORT**

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**Levi Strauss & Company**

*Special Report* on the use of Levi's in the music industry.

**• Reviews of New C&W Records**

**DAVE RICH**

"VICTOR 7213"--Excellent reading of a classic tune by Dave Rich. The saxophone on the saxophone solo is quite husky. (BMI)

**BILL CARTER**

"I Used To Love You"--A good country ditty, reminiscent of a past number.--By Bob Robbins.

**JERRY RACE**

"Pickin' Up and Shovin' Out"--Loren Voss is My Business--BMI

**BILLY JOE**

"I'm Just A Servant To My Song"--BMI

**CARL SMITH**

"It's A Long Long Time"--BMI

**• Pitching Tip**

"It's a Long Long Time"--BMI

"It's a Long Long Time"--BMI

The following records, also reviewed in this week's chart, were selected for release this week. The second line of the Bill of the Frank Bros. radio team is currently investigating the RCA Victor catalog, and WTRC, Ashland, Ky., imitates a crane has entered with his roll for release on Oak Records. One side has Troy "Door of Love," with Jimmie contributing "Always Thinking Of" (Continued on page 40)
**R&B Territorial Best Sellers**

For survey week ending May 10

<table>
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<th>City</th>
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<td>Capitol</td>
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<td>2. Looking Back, Nat King Cole</td>
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<td>3. With Doctor, David Seville</td>
<td>David Seville</td>
<td>BMI</td>
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<tr>
<td></td>
<td>4. I Don't Know How to Be</td>
<td>Dinah Washington</td>
<td>BMI</td>
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<td>5. Don't Be Afraid of the Dark</td>
<td>Johnny Cash</td>
<td>BMI</td>
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<td>6. Have Faith, Old Man, VJ</td>
<td>Old Man, VJ</td>
<td>BMI</td>
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<td></td>
<td>7. Keep On My Back and Bald Head</td>
<td>Nat King Cole</td>
<td>BMI</td>
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<td></td>
<td>8. Meet the People in the Neck</td>
<td>Nat King Cole</td>
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<td>9. All I Have To Do Is Dream</td>
<td>Johnny Cash</td>
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</tr>
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<td></td>
<td>10. High on Love</td>
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**R&B Best Sellers In Stores**

Records are ranked in order of their current retail selling importance at the retail level, as determined by The Billboard's weekly survey of dealers through the nation. Each week's survey is conducted over the four week period, and the results are designed to reflect the each week's period. The retail selling importance of each record is determined by the point of sale, and the retail selling importance is tabulated for each record over the four week period.

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<td>6. JOHNNY B. GOODE, CHUCK BERRY</td>
<td>Johnny B. Goode</td>
<td>BMI</td>
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<tr>
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<td>7. ROYAL LOVE, WHOLE IN HIS HANDS</td>
<td>Chuck Berry</td>
<td>BMI</td>
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<td>8. WEAR MY RING AROUND YOUR NECK</td>
<td>Nat King Cole</td>
<td>BMI</td>
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<td></td>
<td>9. WHAT AM I LIVING FOR, BMI</td>
<td>Chuck Willis</td>
<td>BMI</td>
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<td>10. STAND ON THE ROCK AND SHOES, BMI</td>
<td>Nat King Cole</td>
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**Most Played R&B by Jockeys**

For survey week ending May 10

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**The Catalina Speckle**

**Flying Formation (With You)**

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**The Magnificents**

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<td>BMI</td>
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O N T H E B E A T

Reeves Set for Star Spot on ABC 'Jubilee'

MADISON, Tenn.—Jim Reeves will make his initial appearance Saturday, June 7, in the starring role in a new version of "Jubilee," which originates from Spring Hill, Tenn., and is planned to be aired on a year-round basis.

In making the announcement Herb Schaefer, Reeves' manager, stated that he is very optimistic about the show and feels that it will be a real hit. It is expected that the show will be aired on a regular basis and that it will be popular with the public.

Concertapes Into Disk Field

WILMINGTON, N.C. — Concertapex, the first disk record company to offer concertapes, will offer a new service beginning this week. The company, which was founded by Richard Schaefer, will offer a new service known as "Concertapex Live." The service will allow concertapes to be recorded live and distributed on disk. The company is expected to be very successful and to attract a large audience.

On the other hand, Reeves will continue to tour and promote his new album, "Jubilee," which was released last month. The album has been well-received by critics and is expected to be a major success. Reeves is scheduled to perform at several concerts in the coming weeks, including a show in New York City. The tour will be in support of the new album and will feature several guest appearances. Reeves is looking forward to the tour and is excited to perform for his fans. The tour will be a great opportunity for Reeves to connect with his fans and to showcase his talent. The tour will be a success and is expected to attract a large audience.
ROYAL AMERICAN SHOWS MIGHTIER THAN EVER

Sedlmayr Add Wild Mouse, Rotor; Back-End Looms as Powerful Lure

By HERB DOTTEN

MEMPHIS—By far the most noticeable development in connection with the carnival world—will be mightier than ever.

The Wild Mouse, the first such riding device built as a portable ride for carnivals, will be featured. So, too, will a Rotor, hooked on for the full RAS route for the first time.

These additions to the already proven-packed array of rides will give the show by far the greatest power it has ever had to that seg- ment of its operations.

Its show line-up again will offer the perennial favorites, Leon Clax- ton's Hairless in Havana; another Leon Miller-producer ride, this year a spired-up edition, plus a new and improved production, includ- ing Lash La Rue's Western Show, the latest for the trek thru Western Canada.

Additionally, there will be Gar- gantua II and Tutto, the two Ring- laringum Circus gorillas, pre- sented in all-conditioned cages.

Neither the Wild Mouse, the Rotor, nor Gargantua and Tutto worked over at the Moonlight Cotton Carnival, the opening stand for the Wild Mouse.

The Wild Mouse is scheduled

GREAT TRAIN ROBBERY—1958

SAN ANTONIO — San Antonio police blew their whistles without much success; they saw only some red flannel-clad men on the train, but the "Big Mo" Mirror Train coming down to guitar city's streets on a recent trip.

The train, which is used by a department store to transport customers from and to its parking lot, was being driven by an engineer, who, for good reason, did not want to stop and cajole. The men had taken the train out of its roundhouse on a date.

delivery, at Cedar Rapids, la. for sale, a week following the close of the show. Eichelberger, who is a son of Carl Miller, is an al- ready considered in collaboration in planning with C. J. Sedlmayr, son of Carl Sedlmayr, another of the royal.

It will also be the first all-still Wild Mouse made, the junior Sedlmayr could be called "Special safety devices have been incorporated in it to prevent stopping all cars at once.

The Rotor will join at Denver- ton. It has worked well none of the Royal's dates in the past, principally because of its three previous years. Heaviest concentration in television and radio was considerable sharing of the budget for the daily newspapers.

Bidding, as was the case last year, was at again a minimum, although there was enough in hillside, horse and street cars to count on. Rotos presented at the fair were liberal this year after having been left idle in previous years. Advance promotion in newspapers has been good with at least a picture a day appearing for about two weeks previous to the opening.

VEILERS TESTING NEW SPACE WHEEL

Final Touches Added to Four-Wheel Device, Refurbish Rotor for Royal American Tour

LONG BEACH, Calif.—Curtis and Elmer Velare are running final tests on their new Space Wheel, a ride that puts four eight-foot Ferris Wheels into the air at a height of 21 feet. The ride is scheduled to join Olson Shows for its route tours of the Northwest and Cape Cod, Ill., in August.

The device, which reportedly cost over $200,000, has been in the making for the past three years. It will be mounted on three 35-ton semi-trailers equipped with hydraulic rams. Even then, it will be with hydraulic rams and all time is expected to be in the neighborhood of eight hours. Lighting is in the form of slim line fixtures.

Daily capacity, according to Velare, is 2,500, depending on the original portable Sky Wheel that rode more than 13,000 in one day in Denver, Colo. A 2,000 and more than 13,400 at the Dallas exposition. Its figures based on capacity of 80 riders while the wheel actually can carry 96, so the half-mile walk will also be carried with the ride.

Refurbish Rotor

The Velare's second portable Rotor, one of the most popular rides at shows here. The height being increased and the unit is being re- furished for its tour with Royal American Shows. The ride will

In making its debut in the new Space Wheel, will be again considered a major progression, if it is for its profit margin and cost cutting.

INDPLS. TRACK ADOPTS NEW TRAFFIC FLOW

INDIANAPOLIS — The Indianapolis Motor Speedway Traffic Committee last week adopted a new method of automobile traffic for the 500-mile race, road tests which started here May 11.

The Speedway Traffic Committee, in an effort to expedite the traffic in the vicinity of the 2½-mile track on the opening qualifying day, issued the following suggestion:

1. Drivers of all cars wishing to reach the Speedway as soon as possible should turn the left wheels to the left on the left wheels to the right on the right

MHo

MINOT AUD TO DEBUT

HETZER SHOW

3-Day Break-In For Fair Unit Has Dual Purpose

HUNTINGTON, W. Va.—Kick off the 18th annual Huntington Aud- time, "International Spectacular," will be in Minot, N. D., it is re- ported, and will be put on in collabora- tion, following the show maker's in Canada A Circuit, starting June 26-28.

This is a Thursday thru Saturday booking, and the initial Cana- dian fair is Monday, June 30 in Brandon, Man.

Hetz, who reported the audi- ence booking this week, said he is negotiating with area people with the idea of making the unit indoor following the fair season. This gives the Minot booking a double purpose in addition to providing three days of working shows (about 200 miles), the area is doing more (over 500 miles) it will show the unit's feasibility for indoor dates.

Atlanta Shrine Draws Crowds; Gate Sale Up

ATLANTA—Shrine circus has played to good business May 11-13 and scored turnouts on the Fri- day, Saturday and Sunday. The Wolters Day matinee was big and the finale a half selling. Total was shown at Atlanta Municipal Auditorium.

Show was produced for the first time this year by Wilson Stote, the local Shrine, and the result was a full house.

Program book was "sold out." Gate ticket sales were 30 per cent above that of the year ago.

Show included Dick Clement with his heavy business, it was starred by Aroon, the Valencian, the Sym- bals, a male and female, and Josephine Case, Alie Crad- do's Doleman Poodles, the Wil- liam Oster Team, the Stana Fos- Hoffman, Dodgechester Troupe, Pa- trick Street shows, and Hill's Elephants, and the Great Breckit.

Moffett- Sullivan had the band and Dick Wase was equestri- an director.

Quebec Fair

Nets $14,914

On 1957 Run

QUEBEC CITY—For the 24th consecutive season theQUEBECE PROVINCIAl EXHIBITION RACED a 1957 net of $14,914.88, Emery Boucher, gener- al manager.

Operating revenue for the year amounted to $412,459.07 while, price, higher moneys, including $101,749.43 paid on the new cattle facility and other income, total- led $335,044.91, leaving a gross revenue of $78,414.16. A sum of $78,414.16 is a little to cover a Coliseum debt.

The Exposition reimbursed the (Continued on page 50)
VERSATILE & AUDITORIUMS

Hetzer Preview for Minot; Another Kaiser Dome Set

By TOM PARKINSON

MINOT (N. D.) MUNICIPAL Auditorium will be the scene for a preview performance of International Spectacular,” a revue which Jimmy Hetzer is hoping to bring to Western Canada’s important A-Circuit fair. The show will be in Minot June 28-29. Arena people will be well pleased because Hetzer is in touch with numerous managers regarding future bookings of the show. Produced in New York by Radio City Music Hall’s Russell Markent, the show will make a tour of arenas after the fair season if present plans work out.

This style of show, produced originally for grandstand presentation, offers a good potential source for arena shows in the future. Particularly for the August-October fair season, they offer an interesting way to continue as arena shows. Some preliminary thought was given last year to the chance of putting a Rames-Carneal show into an arena, but it didn’t develop.

SAN ANDREAS’S DOUBLE-C Productions is promoting its coming National Food Show in Municipal Auditorium, as a giant smorgasbord. They say that response from food manufacturers and processors has been good. The show is said to be the first “major food show” in Texas.

The Alberta government twin Jubilee Auditorium at Edmonton will be closed for about a month for alterations that will include the installation of new acoustics to improve stage acoustics and a Fiberglass partition to be between the main foyer and the downtown social rooms.

When H. Werner Buck’s sports show in Chicago closed its successful first run some weeks ago, the exhibitors in the travel and vacation section presented him with a petition signed by more than 600 persons. The petition landed his Show Management, Inc., for “wonderful co-operation gives exhibitors by management personnel at all levels.”

A FIFTH KASEL dome aluminum building is scheduled to be built in Fort Worth, this one for use as a theater in-the-round. The Fort Worth Opera Association’s “Casa Mama” will seat 1,750 persons under its 145-foot dome. There will be a 32-foot circular stage in the center. Other Kaiser domes have been erected as auditoriums and convention centers in Hawaii, Texas and South Carolina.

The British government twin Jubilee Auditorium in London also is planning a show approximately 10,000 people capacity.

The four-ton “Ferry Wheel” was erected at the World’s Fair for six months, and then moved to Cleveland as the “International Rides.” It was opened June 1.

A unique idea for some time has been the “Coca Cola” tent that is available for rental. It is a 70-foot tent, and the Coca Cola franchisee can rent it for as little as $300.

"$800 IN 8 HOURS"

That’s what Robert R. Kistel, of the Kistel Brothers Amusement Co., Cincinnati, Ohio, quoted at date to Ohio with the Allen Russell Roller Coaster. He says:

“While this enterainment is not at all unusual, it does indicate the tremendous drawing power and capacity of this unit. The Roller Coaster tops me with profit making, portability and ease of maintenance.”

Another good Allen Herschell exponent, Eddie Wagner, Reynolds Park, Winstor-Salem, North Carolina, says this about his Roller Coasters:

“A good drawing card and crowd pleaser, as well as being a well-built piece of equipment. We are very happy with the receipts of the past season.”

Order yours now. Cars are comfortable for adults and children. Get away from platform is quick and smooth. Track is engineered for fast setup and knock down. There are profits aplenty for you in this ride.

GARBAGE RIDE

43 Ft. Ferris Wheel
36 Ft. Ferris Wheel
26 Ft.
Chair Swing
14 Ft.
Chair Swing
FLYING SAUCER
Merry Mix
Trailer Mounted Kiddie Rides
GARBAGE MFG.
Lemm & Lewis A. Garber,
Coulter Hall, Park.
Phone: 999-4183

N. Y. Return
Kochman Unit
Extended for
U.S.S.R. Dancers In N. Y. Park

NEW YORK — An announcement three-day run of the Moscow Dinner Dance was to be held in Madison Square Garden has drawn $200,000 in the mail, or $50,000 more than capacity, the Hotel Attrac-
tions office reporting. As a result, three other days have been tagged on.

The troupe is booked in for two shows daily, June 20-22, single shows on the evenings of June 25, and two shows Saturday, Saturday, June 26. The sold-out sign has been typical along the Moscow route since it opened in the Metropoli-
tan Opera House last month, and extended from Detroit and Chicago thru Los Angeles, where the run begins May 24, plus San Francisco and Washington. Near soldouts are expected for St. Louis, Cleveland, Philadelphia and Boston.

N. Y. — The Jack Kochman Hell Drivers have been signed for a Memorial Day week-
end performance May 30 thru June 1 in Ebbets Field, with a matinee and night show daily.

Opening attractions for the park was originally to be the Dick Clark Caravan Tour, a rock ‘n roll unit. Recent publicity given the fantastic rock ‘n roll demonstration in New York compelled the show to be closed down, and Kochman has had his unit in Europe. It will offer a full 25-act program in Ebbets Field.

SNO-KONES—CANDY FLOSS—APPLES—POPCORN

MINIATURE TRAINS

For Parks and Kiddielands — Capabilities 14 Children to 240 Adults!

High Quality
KIDDIE RIDES
RODD WIP — EDDIE WHIP — SPEED BOATS — PONY CARS — GALLOPING HORSE CAROUSELS — FIRE ENGINES
Illustrated Catalogue
W. F. MANGECS CO., Conley Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

GIVE TO DAMON RUNYON CANCER FUND

MINIATURE TRAIN DIV.
ALLAN HERSCHELL CO., North Tonawanda, N. Y.
Raceway Books Kids' Event And Fair Under Grandstand

WESTBURY, N. Y. — Two major events are in store for the huge, 200,000-square-foot sheltered midway at Raceway Faireway, $30,000,000 Eastern harness race course. The Mini Fair is scheduled for September, and the International Children's Fair next month.

Off-season usage has been in the minds of the track’s top officials this year, and fair manager Charley Rochet has been among those drumming up interest in the big, clear area beneath the grandstands. The children’s fair is the first event to make use of the heated main arena and cannabis. Dates are March 30 to April 12, 1959. Executive director of the event is Leo Klemmberg, who was involved in the Mayflower ship promotion. Potential is seen as very strong, and the Raceway having a capacity of some 50,000 visitors at once, the Mini Fair is scheduled to coincide with the Easter school vacation. The track is well situated in Nassau County, and it has grown from 500,000 to 1,200,000 population in the last 12 years. The events are typically young home-owners with children.

Exhibits can count on 11 out of the 18 days being school vacations, with each child’s family spending on average two hours at the fair. Heavily drafted for the 1,000,000 admissions. They will assemble live attractions, take-in exhibits, to support the amount of sales space which will be sold. The remodeled amusement of entertainment is calculated to boost patron susceptibility to exhibitors of games, tokens, dolls, bicycles and other products.

Gresham, Ore., Repeats Free Fair Shows

GRESHAM, Ore.—A free stage-play policy will prevail at the 50th annual Multnomah County Fair, here July 31-August 9, with Monte Brooks Productions of Portland putting together and presenting eight shows.

Sight-seeing exclusively will be used with line of sight and sound, according to Dam Henry, fair manager. Animals use no grandstands, and new drama and group and facing under lights. Free shows play twice daily. Major policy change for this year will be a drastic reduction in space allotment for commercial exhibits with one entities building exhibiting to hobby, group, and military displays.

Shaffer New U. S. Trade Fair Head

WASHINGTON — Walter S. Shaffer, formerly director of the American Made & Company, Chicago, has been appointed director of the Office of International Trade Fairs, U. S. Commerce Department.

Shaffer succeeds Nathaniel Knowles, who has served as acting director and now returns to the post as deputy director of the Bureau of Foreign Commerce. Shaffer will supervise the planning and operation of the department’s trade fair program in cooperation with private industry.

Grande Prairie Mule Circus Show

GRAND PRAIRIE, Alta — Plans for the eighth annual two-day fair in August are under discussion by officers and directors of the Grande Prairie Agricultural Society. A circus may be booked. A series of barn dances may be held in the district to raise funds. Features will include pot luck, track and field events, parade, and a concession safety demonstration. Secretary is Mr. Ross Adair.

DANBURY, Conn. — Walter G. Groen has been awarded the refreshment stand concession at the Connecticut Lake Commons, for the next three years. He was high bidder, with $7,250, or $2,410 a year.
COMING EVENTS

Arkansas
Cotton偏远工商业者公司, 杰逊街6 号, 星期4-6。哈米和菲普公司。

California
Los Angeles - Cabrillo 酒店, 欧洲街310号。
San Diego - 哈里托酒店, 盛顿街。
San Francisco - 旧金山海湾, 旧金山湾三号。
San Francisco - 美国总督酒店, 美国总督酒店。
San Francisco - 旧金山海湾, 旧金山酒店。
Sacramento - 美国总督酒店, 美国总督酒店。

Connecticut
New Haven - 7月14日。

Georgia
Atlanta - 美国总督酒店, 旧月街。

Idaho
Kanow - 7月14日。

Indiana
Clermont - 7月6日。

Kentucky
Cadiz - 7月28日。

Louisiana
New Orleans - 美国总督酒店, 布朗街。

Massachusetts
Boston - 7月15日, 什恩州酒店。

Michigan
Marquette - Marquette海湾酒店, 14日。

Minnesota
Winona - 美国总督酒店, 7月15日。

Missouri
Perryville - 美国总督酒店, 周六。

Mississippi
Perryville - 美国总督酒店, 周六。

Missouri
Cotton偏远工商业者公司, 杰逊街6 号, 星期4-6。哈米和菲普公司。

New York
Syracuse - 美国总督酒店, 周六。

Ohio
Cleveland - 美国总督酒店, 周五。

Pennsylvania
Beaver - 7月25日。

South Dakota
Aberdeen - 美国总督酒店, 周五。

Texas
Brownsville - 日落酒店, 7月14日。

Utah
Midvale - 7月14日。

Boston - 7月14日。

Chicago - 美国总督酒店, 周六。

Salt Lake City - 美国总督酒店, 周六。

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San Francisco - 旧金山海湾, 旧金山湾三号。
San Francisco - 美国总督酒店, 美国总督酒店。
San Francisco - 旧金山海湾, 旧金山酒店。
Sacramento - 美国总督酒店, 美国总督酒店。

Connecticut
New Haven - 7月14日。

Georgia
Atlanta - 美国总督酒店, 旧月街。

Idaho
Kanow - 7月14日。

Indiana
Clermont - 7月6日。

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Cadiz - 7月28日。

Louisiana
New Orleans - 美国总督酒店, 布朗街。

Massachusetts
Boston - 7月15日, 什恩州酒店。

Michigan
Marquette - Marquette海湾酒店, 14日。

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Perryville - 美国总督酒店, 周六。

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Boston - 7月14日。

Chicago - 美国总督酒店, 周六。

Salt Lake City - 美国总督酒店, 周六。

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**HARLEY OLMAN KANDY**

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**COMING EVENTS**

- Continued from page 49

**UNITED STATES TENT**

AND AWNING COMPANY, ESTABLISHED 1870.

Over 56 Years of Experienced Service. MAIN OFFICE AND FACTORY: SARASOTA, FLORIDA Circus — Carnival — Concession — Any Size — Any Type THE LOWEST PRICE CONSISTENT WITH QUALITY S. D. JESSE 1230 N. EAST AVENUE

**SHOOTING GALLERIES**

And supplies for Eastern and Western Trap Competition. All prices are firm. H. W. TERPENING

327-329 Marine St. Ocean Park, Calif.

**FEMALE EXHIBITION**

FOR SALE

BALLOON PARADE EQUIPMENT

Corporation balloons, rambos, three full galeas. Glass float boats, 30 ft. and 40 ft., good condition. Price reasonable. Cambridge Balloon Co., 50 Summer St., Cambridge, Mass.}

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- **LETTER LIST**

Private Operators Urged For Ky.'s Mammoth Cave

WASHINGTON — A strong plea for greater development of the Mammoth Cave, Ky., before its colleagues last week. He said the way it is conducted is a national Park Concessions, Inc. He feels there is ample justification for fear that Mammoth Cave is being held for the financial benefit of the corporation’s unprofitable operations.

Morton pointed out that the cave is near one of the nation’s most popular places and one of the national parks. The number of visitors to the cave has dropped in recent years, he said, despite the fact that the total number of visitors to all national parks is greater than ever before.

In “diminishing popularity” can be traced directly to the lack of a progressive development and promotion program which would provide for greater facilities that would attract and keep people in the park,” he continued.

National Park Concessions was created by authority of the Interior Secretary in 1941. Concerning this company “bureaucratically is a private enterprise,” according to Morton, “so the line between private enterprise and government is so fine as to be visually indistinguishable.”

Morton believes the corporation should be dissolved and operation of the cave taken over by people in the area who “are capable of operating it.”

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503 Green Gown Jersey City, N.J.
Satellite Jet Is
Hunt Pier Feature
Wednesday Unit Installed; Spot
Adds Crazy Cabs, Hot Rod Track

WILDWOOD, N. J. — New
additions are expected to boost
substantially the crowds for Hunt
Pier this season. The spot has the
most diverse collection of
Satellite Jet rides housed from
Germany thru Eric Wedemeyer.

SACK DRESSES
FOIL AIR JETS
IN FUNHOUSE
NEW YORK — Style news on
the sack dresses women are
wearing this winter is at least one
park a peg on which to hang publicity
material and a feature on which to
create serious problems for
impostors. This season sack
dresses don’t fly like plain or ruffled, it
seems.

Call Circus
A Fixture
At Palisades
PALISADES, N. Y. — The new
opening circus date is a fixture
at Palisades Amusement Park.
The circus has been scheduled
over the past three years, and
1960 will see the circus return to
the palisades for its annual
appearance.

Work Proposed
San Antonio
Theme Park
SAN ANTONIO—C. Y. Wood
of Marco Engineering Co., pro-
poses to build a $2,000,000
amusement park” for San Antonio.
The proposal was made in a talk
before a chamber of commerce
committee. The committee
established a group to study the possibility
of a preliminary survey.
Wagner said 30 million visitors
would spend from $30,000,000 to
$50,000,000 in the Alamo city in
1961. He said such a place at San
Antonio would cost from $2,000,000
up and would need $100 to 100
acres. He said it could pay for
itself, but believed the land
would have to be purchased.

Local Rides
 Planned
At Flushing
FOR SALE
Amusement Park—28 acres, 
Potterville Village, Land of the
Indian Village—in very nice
condition. Have 60,000 sq.
foots. $25,000. CONTACT:  
Mr. Plam, Yankton, S. Dak.

FAIRTOWN
U. S. A., Inc.
Route 13, Middle Island, N. Y.
Phone: Tampak 4-2036

36 ROLLER RUMBLINGS
Reading Skaters Take
Pennsy-O. Speed Meet

WINNER: George Howard,  
$1000 buckle, $1500.00 
checking account, 
$2000.00. All other 
prizes.  First man 
to win the $2000.00 
prize, will win a new 
trailer, cellar or 
home.  All information 
about prizes is 
available at the 
winners stand. 

SKATING RINK TENTS
42-102
33-91
25-81
25-81

NEW SHOW TENTS MADE TO ORDER
CAMPBELL TENTS & AWNINGS Co.
100 Central Ave.
Albany, N. Y.
Millions 'Oh-Ah' At Big Pyro Shows
- Forty-year-old events still draw strong turnouts
- Pyrotechnics more timely than ever as ground, aerial pieces take shape
- Big users of fireworks include parks, shop centers, clubs, drive-ins

Pyrotechnics, like the Fourth itself, are popular in part and odd and ends are just as thrilling to today's jet-propelled youngsters as they were to those who marveled at the original Fourth and its pyrotechnic displays. Parents and grandparents are just as fascinated by the show. It's family entertainment.

All this, of course, is a big business antity for fireworks manufacturers.

Thus, Fourth of July, fireworks are year-round show business, and salesmen are turning up the volume.

Today, the country clubs are among the biggest buyers. Their July 4 business is season opens at some locations and frequently for Decoration Day, Long Island's own fireworks show, for every week or so of the outdoor season.

(Continued on page 55)

AERIALS

Secrets in Fireworks
- Families guard old formulas for colors
- Japanese products have best form

Like the rockets and missiles after which they are patterned for this season, fireworks involve several basic elements. As modular as was continued research, especially for the aerial pieces.

The aim is to arrive at more brilliant colors or more spectacular design or more lasting classes. One leading fireworks factory, for example, has more than 1000 in its active work; they are 3200, possible company classes.

Working out these combinations and triggering them with special patents or special fuses and fuses, each company comes up with their features for the season.

Japanese aerial pieces have the reputation of showing more brilliant colors and perfect symmetry, almost like they fade out faster. Several U.S. firms are offering Japanese wares now. Similarly, one company is manufacturing fireworks, under patents which are traceable to a predecessor that originated in England long ago.

Typical, too, is the story of a specially colored, colored piece that is manufactured by a firm in a generation of the Gesellis, Italian family. The color of their 1942 version has worn or used by the famous Norton Norton and his company followed up by buying the entire output of the family. But the formula remains a family secret.

New Buyers Come Strong
- Shopping centers loan as good pyro dealers
- Drive-in term best users by some makers

If you have a shopping center or drive-in, fireworks factories consider you among their prime potential customers.

For these places have come up as relatively new users of fireworks and other pyrotechnics.

In this year's fireworks exhibitions in Illinois reports that drive-in theaters begin to be offered to firework shows for holidays and special occasions. Some actors consider drive-ins a good place to test their products on the ride or the 10-year construction project.

In the main part of July shows are scheduled to last for an hour or two, and in such a way they may be repeated at a new event.

In other times of the year, the pyro usually comes as a climax to a big event, a fair or a supermarket opening.

(Continued on page 54)

BLAST OFF JULY 4

Fireworks Use Space Theme; Missiles, Satellites in Roof

Two Kinds
Do It Yourself Or Technicians?
- Sale of fireworks in two basic classes
- Prepackaged shows are half of sales

One of the first decisions a shopper for a fireworks show comes to is whether to buy a "package" or a pyro dealer. In a package, the buyer gets the fireworks ready-made and ready to fire. In the bag, the buyer is left to determine the firework show's selection. It is a do-it-yourself

The second style of deal, the fireworks company not only sends the user the proper ingredients to the trained personnel to fire them.

There is usually a difference in price and there are other advantages to each kind of set-up. For appeal, there is a man ready to face the prebams, why is it? The trained personnel can be more elaborate fireworks than the user himself can be able to do much the same as the professional.

But the professionally-priced show usually has more to offer. A company-trained person to fire the show means there can be more elaborate fireworks than the user himself can be able to do much the same as the professional.

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SKY ROCKETS QUIT ORBIT

Remember sky rockets? What used to be popular in every professional or backyard display and incredibly difficult to appear, reports one fireworks company.

The reason, in Space Age terminology, is the fallout. But in a place where it's a man deal to appeal, there has to be a man ready to face the prebams, why is it? The trained personnel can be more elaborate fireworks than the user himself can be able to do much the same as the professional.

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(Continued on page 54)

JET AGE

Set-Pieces Still Tops
- Timely designs mark catalogs
- Standard designs keep popularities

New arrivals and action have come to set-pieces, and this season will include fiery satellites, tomatoes, and other pyrotechnic rockets reaching out for customers seeking interesting novelties.

Set-pieces are those frame-made boxes of fireworks that are designed to project multiple pictures and designs. All-time favorites are those sets of a new flag, a sure thing for nearly every national holiday.

There are other many other favorites, with a pyrotechnic Niagara Falls being among the long-time favorites. A leading fireworks executive points out that 70 per cent of his firm's ground-piece standards, popular and requested events.

The other 30 per cent is devoted to simply colorful fireworks and such custom made items as a trademark, por- traits or slogans.

DRAW IT?

Any Design
To Fireworks
- Set-pieces can handle any art
- Trademarks among popular items

If it can be sketched, it can be reproduced in fireworks.

That's the way pyrotechnicians approach the question of what may be depicted in set-piece fireworks.

Words, portraits, objects even apparel of your favorite object -the set-pieces maker can reproduce it.

In many instances, set-piece attention is recently special as a set-piece art of trade marks, street names and other objects.

This sort of business results because fireworks companies, usually have many set-pieces in their catalogs and they are the same fireworks that can be used for special occasions that need to be illustrated on a special occasion.

In the latter type of show and also in some others, the set-pieces are either set-pieces or blanks are shown. Often these are the marks that can be set-pieces to the fireworks show.
We now covered

Write Minn.

Broadway to Fairs-Parks-Celebrations DO SPECIALIZE

Activities for include

by Manufacturers of

SPECIALTIES CORP.

for

Public Liability Insurance or Bond.

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve

Alex Zarrillo

Member N.S.A.

highest type

NEPTUNE FIREWORKS

181 Heckel St.

Established 1890

Plymouth 9-3733

FOURTH OF JULY SPECIALS

(w) 1000
d) 2000

NEPTUNE FIREWORKS

181 Heckel St.

Established 1890

Plymouth 9-3733

Rises in the price of various chemicals has forced up the price of fireworks, according to the

clad.

the table are prices about the

same. Another spoke of a slight

increase in its rate. Thus

came a maker who said his prices are up 2 per cent, followed by one who raised prices per cent

higher. Highest increases on the five-year period were 5 and 10 per cent.

But that markdown over 10 years ago is sharper.

Two Kinds

the basic kind of show to use. Among the fireworks manufacturers, the division between pack-

age shows and those fired by technical staff is a bit nebulous. Some fireworks firms report most of

their business is in one kind and some report most in the other, but it averages out at fifty-fifty.

Together, the two kinds of display fireworks comprise nearly all of the business being done to-

day by manufacturers which are
delivered by The Billboard. Of these firms, a large number estimated they take

part in the diminishing market for over-the-counter fireworks for the retail trade and house-coming

flying. While one reported 35 per cent of his business is in the show category and another re-

ports only 5 per cent of his business is in the minority. Some other firms not taking part in the survey

are prominent in the Pyro and cap-gun type of fireworks.

while one says the increases has been slight, most of the others mark hikes of about 10 and 15 per cent in the decade. One who reports prices are up 10 per cent higher declares they "should be 30 per cent higher." Backing him up to a degree is the manufacturer who points out that a key chemical which used to cost 7 cents a pound now is up to 30 cents.

Thus it seems that fireworks cost up about 10 per cent more than five and 10 years ago but

that they have not climbed much in the past five years.
Special FIREWORKS Section

Top Results

Special Events Win With Pyro

- Celebrations, dedications get strong attendance
- Centennials reach more—and more parts of nation

Special events and celebrations are among the top activities associated with the use of fireworks, in the opinion of many users and manufacturers.

Centennials, celebrations and large outdoor special events constitute a big percentage of the pyrotechnic purchases, according to a key executive in the fireworks industry.

And other banks hop up with word that an event—such as the State Centennials—are good places to use fireworks.

Special events that are using pyrotechnics, the industry reports, are dedications of new buildings, bridges and similar new construction projects. From the manufacturer's viewpoint, the business activities are one-time prospects, good extra business but not prospects for repeat shows annually.

Assure Attendance

But from the users' viewpoint, fireworks prove to be an excellent and effective way to ensure large attendance and wide attention for special events.

Several leading manufacturers of fireworks shows point up a pitfall that many committees planning special events. That is that they budget too little for fireworks—to little to allow for a show to be kept in keeping with the crowds it will gather and the attention it will get.

"Geometrically speaking," one maker states, "the money appropriated for these events is small and in some cases the contract is declined due to the cost of furnishing the show."

The same situation is reported by others. One says, "We find that too many of the special events...put more of their money into other attractions and try to cut down on the fireworks, thus they are overlooking the drawing power of fireworks as an attraction."

With centennials coming to more and more sections of the country and with big top road, bridge and highway projects affecting the arrangement of special events prospects for fireworks loan large for the future, the industry believe.

Millions 'Oh-Ah'

- Continued from page 53

By several hundred thousand people.

Thousands of Denver area residents annually see the two major shows. Some 20,000 fans the University of Denver stadium, an event has done for 25 years, in the opinion of thousands of others, the annual free taped event at Ben Kinzer's Lakewood Park at the same time.

Another double-header of long duration takes place in Dallas each Independence Day. Held at the Cotton Bowl on July 3 and 4, it draws a total of close to 70,000 and has been doing that for years.

Another, from the standpoint of years, is the annual fireworks show at the George Washington Birthday Celebration in Laredo, Texas. A whistling 25,000 fans, it is a big city the size of Laredo. And at the annual Buccaneer Days at Corpus Christi, which has used pyrotechnics for the past five years, 100,000 are annually thrilled by the displays.

Huge Audience

Ranking high on the list is the display fired annually at the Memphis Cotton Carnival. An estimated 200,000 to 250,000 fans the Mississippi levees to see the displays. Fireworks play an important role in the Orange Bowl doings in Miami each year. The annual January 2 show is made up completely of groundworks fireworks displays to be seen by some 40,000 paid customers.

Another Florida date where countless thousands see fireworks is presented on the final day of February in Tampa's Carnivale event. On the past dozen years the pyrotechnic fans have become an established part of that citywide celebration.

The July 4 show put on each year by Station WBRC-TV in Birmingham is one of the biggest current shows. Fired from one of the "mountains" that surround that city, there's no telling how many thousands see the flash and thunder. In Atlanta 25,000 annually see the July 4 show, which has been done the same way for years.

The Milwaukee Journal, one of the leading newspapers, lists pyrotechnics each year as part of its music festival. Originally a parades event, the event has been moved to County Stadium—home of the city's championship Braves—and the seats are packed year.
OHIO ASSN. AIDS AT VACATION TRADE
Adopt Slogan to Boost Attendance; County Events Optimistic on Season

COLUMBUS, O.-The Ohio Farm Bureau officials adopted a slogan for this year:
"Spend Your Vacation at the Fair," while plans were being made for the continu-
ance of the association's executive committee.

Governor, Gov. Myers Y. Cooper, called the meeting and said the news is so good of a consensus that many families would take long vacation trips this year.

"Attending Ohio fairs will enable 
Ohians to know their State better and to see its agricultural and industrial products on display, plus entertainment of the highest 
quality," he said.

Optimism marked the meeting which was attended by 25 secre-
taries or presidents of fairs throughout the State. James D. Murray, asso-
ciation president, named the committee of the National Association to confer 
with official of conditions on fairs by stating that Ohio fairs are in good 
financial condition and are optimistic of a profitable season.

Because of their location in less 
industrial areas, most fairs are in 
considerable trouble due to un-
employment. Only three fairs 
were reported successful during the past 
season being business down and 
they were in localities where the 
steel industry has had an effect 
for the early part of this year.

Many reported the construction 
of new buildings, beaches, 
grandstands and livestock 
housing facilities. The continued 
expansion of the fairs is 
as optimistic for 1958 and faith in the future," 
Cooper pointed out.

It was estimated that 3,000,000 
people would go through the 
turnstiles of county and independent fairs, and while Dr. James Hav, State 
Director of Agriculture, made 
estimates, fair officials said they 
hoped the Ohio State Fair might 
add another half million.

The 96 fairs will open with the 
Jackson County Fair at Wellston, 
July 16-19 and will wind up with 
the Fairfield County Fair, Lancaster, 
October 6-11 by $1 by the 
Circle-Pumpkin Show, October 15-18.

PLOWS BACK PROFITS
Rhinebeck Fair Adds 
Bldgs., Expands Midway

Rhinebeck, N. Y.-The Dutchess County Fair has 
contracted for a new 
administration building, 
is building a new 
attraction and 
roadside building area 
for this year's fair, 
August 27-31.

The new administration 
structure will be at 
the corner of 
30,000 square feet 
for that purpose 
the original poultry exhibit

Insurance Firm 
Names J. Aston

DALLAS—James W. Aston, 
the Texas National Bank 
and the City Bank of the 
Texas State Fair of Texas, has 
been elected to the board of 
the Republic of Texas 
and the Allied Finance Company, both of Dallas.

Balloon Ascensions 
Set at Two Events

GRIDLEY, Calif.—A balloon 
ascension and parachute jump will be 
featured at the third consecutive 
year at the Butte County 
Gloven Feather Fair in August 
28-September 11. Joseph E. 
Whitaker, secretary-manager, 
announced.

Concerning the events was signed last 
week with the Balloon 
Association of America, 
with Victor Heisler, mana-
ager, representing the attraction. 
Badger presented the event here 
in the past two years.

Heisler said that the ascensions 
will also be featured this year at 
the Oklahoma Empire Fair, Springfield, 
Missouri, Virginia, and picture 
man who appeared in film 
responsible for Chamber of 
the life of a balloonist, 
will make the jumps. 
Association with Heisler in the company 
is Al Sivell.

III. State 
To Be Seen 
At Brussels

SPRINGFIELD, Ill.—Visitors 
from Russian World Fair 
will be seeing the Illinois State Fair 
soon, it was announced here last week.

A film, "Illinois, Land of Lib-
tic," is being shown at 
the fair and the photo of 
the fair, has been selected to 
be shown at Brussels, presumably 
in the U. S. building.

San Antonio Expo Nets $46,000 on '58 Run

SAN ANTONIO-A report of 
the continued steady growth of the 
San Antonio Livestock 
Exposition was one of the highlights 
of the Nov. 21 meeting of the 
Livestock Corporation planning 
meet held here last week at the 
Ganter Hotel.

Other features of the meeting, 
attended by some 200, was 
the selection of a board of 283 directors for the 
year and the election of the 
state of the officers.

The San Antonio Livestock Expo-
position has the distinction of being the 
only major livestock show in the nation 
which has a profile in one of its operations.

Augie Cockrell of the auditing 
firm of George, Thrift & Cockrell, 
reported that the San Antonio Expo had 
realized a profit of $46,000. 
The report also showed a 
profit of $10,000,000, 
found, remained intact.

Commodities - a 
not a matter, 
Ann. E. B. Bickett that 
the livestock membership fund 
rose to 50,000 by the end of 
1958, is on deposit in 
local banks at 
percent interest. It is 
sufficient cash on hand, Bickett 
said, to maintain the staff 
and operate until the 1959 show. 
San Antonio livestock show has 
no outstanding bills.

A pictorial report of the 1958 
show was presented by President 
Mrs. Ruth Palmer.

Ruth Palmer 
Named Mgr. at 
Casper, Wyo.

CASPER, Wyo.—Mrs. Ruth 
Palmer has been appointed 
manager and acting executive 
secretary of the Casper 
Expo. She succeeds W. H. 
(Bill) Kolter, who resigned to take 
the manager's post at the 
Northern Pacific Fair District Fair, Cheyenne.

Fairs-Expositions

JUNE 28, 1958

Communications to 188 W. Randolph St., Chicago 1, II.  
MAY 19, 1958

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

N. PERRY LESTER
NATIONAL RACING AGENCIES, INC.
555 SOUTH EVELYN AVE., JACKSON TOWERS
CHICAGO 37, ILLINOIS

PHONES: MIDWAY 3-1900

Wapakoneta O., Issues '58 Book

Wapakoneta, O.—The 
new book has issued it in 
in 1958 book which, 
secretary-manager, 
announced

February 21-23, and 
first one issued 
preparation.

The fair this year is adding 
new steel stage with an all-weather 
indoor, 175 by 60 feet and 
two 175 by 50 feet in.

All new reflectors are being 
installed in the stage 
truck lighting system.

10,000 COPIES
Va. Assn. Illustrates Dale List

DANVILLE, Va.—Ten thou-
sand copies of the Virginia 
Association of County 
Fair officials list are being distributed throughout the State, and to people elsewhere 
who request it. The printing is for this year incorporating public-
ity material as it is issued.

Run off on large, folded yellow 
istock, the piece has officers and dates, names of fair officials, 
outside, and photos and literature on the fair. 

Association secretary W. E. (Bill) Finch, of Danville, tops the 
bouquet in history, the annual commercial brochure rank, and for 
sending out on request. Each fair in the State has also 
including a supply for distribution for the, and copies are also 
are used for major industrial, distributors, farm machinery 
and others.

Other association officers for 1958 are Marvin B. Rendall, of 
Worcester, secretary, 
C. A. Waller, of Roanoke, 
C. W. Wamsler, Jr. of 
Hamburg, and R. L. Seaman, of 
South Boston, all vice-presidents.

North Battleford 
Improvements Cut By Lower Profits

NORTH BATTLEFORD, Sask.

—With 1957 profits down because of unfavorable weather during the fair, expansion work at the exhibi-
tion grounds has had to be curtailed. Concrete has been installed in two of the live-
nest buildings, and improved concession booths may have to be postponed until next season.

Features of the three-day 
will include: demonstrations 
and swine races with pursu-pennant 
and light and heavy 
and girls' camps.

President of the North Battle-
ford Fair Association is 
A. Gordon Shepherd. N. W.
Smyth is serving his 12th year as secretary-manager.
WINDS RIP TENTS
OF KELLY-MILLER

New Big Top, Side Show Due This Week;
Straw Nights in Texas; Winds in N. M.

FORT SUMNER, N. M.—Wind
storms damaged the M. Kelly &
Miller Bros. canvas at Pote, Texas,
Thursday (8) and the show is to
receive new tops at Flagstaff, Ariz.,
Tuesday (20).

Earlier, a riding of Texas town
gave straw nights and light after-
noons. Bullfighting (8), Colorado City
and Suder (7) followed that pat-
tern. At Post the wind was build-
ing all day. Afternoon they took-
third of a house. Night was three-
quartet. They did a John Robinson
and the top was vacant when it
blew about 16-30. Two show em-
ployees were injured, seriously;
no town people were involved.

Big top was damaged beyond re-
pair. Side Show was a total loss
and it was scheduled on coming
days. Frank Ellis pit shows were
damaged beyond repair. Germaine
joint was hit by flying bales.

Show arrived late the next day
at Lovington, N. M. (6) where it
drew one-third and three-quarter
motorhead of spectators.

Clive, N. M., had half and three-
day in the houses before the first
day (10) and a half house only on
the second (11). It was hit by wind
and dust storms. Feet Sumner had
another wind and dust storm the
second (12) when a one-third house
was drawn.

The show enters California Fri-
day (23) at Needles.

BEERS-BARNES
Scores Record
First 2 Weeks

MARTLINGS, W. Va.—
Beers & Barnes found its first
two weeks of this season better
than equivalent weeks in any of
during last season. Show was in
rain 10 out of the 12 days and
data day to day in the second week.

Anstett, Va., (9) the show
gave a good night. Glassow was
Kasie. Lasting was lost. Waya-
weep, Utica, (10) was a good
show but the climate made it
difficult. Sundell was light, and
Montgomery, Summerville, (7)
showed up the best. Last day was
afternoon and weather. Weather
clouded at Martinsburg Monday
(11) and was expected.

While rain and mud were dam-
gen this year, they were more
costly in earlier years. Part of
the difference was credited to
opening further than usual.

Agent Gene Christians is contact-
ing numerous circus firms in
regard to their sponsoring the circus.
Firms that have been set up for
the CFA show include: Charles,
W. Va., will sponsor two specialists.
Beers & Barnes circus comes June 2.

UNDER THE MARQUEE

Clyde Beaty was house guest of
the Swift store in年后, Pa.,
Thursday afternoon. Clyde Beaty
show was at Allentown, Pa., and
Reading. ... Arthur Hoffman,
former side show manager, visited
Billy Dick at Spartansburg, S. C.

Joe Bradbury and Dick Rey-
olds caught the Christi show in
the vicinity of Atlanta. ... Everett
Smith authored a circus feature
for the Chicago Science Museum,
pointing out that the business
is costly.

Eugene Chris's Linus are in
the free show given currently at
the Cincinnati Zoo. ... Bob Orth,
Pennsylvania, assisted in funeral
arrangements for the late Fred
McCall, calling agent.

Carl Boren, Georgia exhibi-
tion, visited John Goff's All mer-
cific Circus at Bluff Dale, Ga.,
and Alabama for the last five
weeks.

Clare and Tony Conway, Wash-
ington, caught Hamiton Merton
in the show. Merton's father
Mike Malke are catching triples.
While Hamilton Christi celebrated
a birthday, that other visitor in
clude John Orth, who formerly
was with the John and Oliver Deri
per and acts; Dr. William Mann,
who handled circus during the

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SEDLMAYR'S 58 EDITION IS MIGHTIER THAN EVER
Royal American Adds Mouse, Rotor; Back-End Looms as Powerful Lure

CARNIVALS

NEW YORK — This has been one of the wettest springs in the history of early carnival gen-

eralities and, as the result, many of these shows have been closed or delayed. This has given the


MAY 19, 1958

LAST LAUGH

Royal American Adds Mouse, Rotor; Back-End Looms as Powerful Lure

Late Openers Skip Wet, Cold Spring

Circus

Theaster (The Man of Many Suit) Parades as a talker, and Parade puts on quite a show out front which pleases the tips, and, more important, builds the show's reputation.

The Leon Miller-produced revue it departure from recent versions. For one thing, it has an orchestra, Mike Sarge and His Royal Sarge- guaranteed success. It is not another, it is spelled, with Mitzie and her dancing, movements, etc., prov-

vided the added space. Costuming is less elaborate than in the past, but it is no less spectacular, as recent Miller editions were rated for their vastness and spectacle.

During the winter the Royal pur-

chased a new International Harv-

esters, Commune diesel-powered truck, to be used both as a water wagon and to haul wagons to and from the lot. This unit takes much power and many horses away from the show. A new diesel-powered mode is also to be added, with delivery

scheduled for a building of a new

mid-

Detroi-

ters reportedly has 50-odd workers.

The May 20 opening is expected to draw well because it coincides with an Army pay day and Blue


C&W Unit Makes 2 Pre-Season Dates

WOM Quarters Shop Humming

PETERSBURG, Va.—A C&W show has been moved to a new circus show for the May 20 opening.

Clearing weather has enabled

week to peak, Jack Wilson reported. The show is expe-

of the show, according to which a re-

some

taking directed toward the new re-

rug, it is noted. Fusella will be a

indirect and concealed. Two-foot-

hing letters will spell out the

The six light towers are being

overhauled, and material is on

hand for building of a new

Circus.

rapped in the Davenport

week, as much work was done on Royal American

winter at Atlanta wireless. The show

was made to go to the train further to assure speedy, safe moves over the Royal's long route. All new wagons were built. Included among wagons built were three to transport the Wild Mouse. A new pin car, the finest ever to be carried by a carnival, was made from a side car purchased from the Richmond, Frederick-

and Potomac Railroad. In the construction process, steel con-

partment was ripped out, and an auxiliary section was built in. The pin car is equipped


Two-Week Stand Okay For Buck Rides, Shows

ONEONTA, N.Y.—C. B. Buck moved here this week after a two-

week stand at Menasha, N.Y., that proved to be a good one after a poor start.

Theatricals, wind and rain prevailed during most of the first week. On Friday the skies cleared, but it rained out. The following day, kids' day was the best day of the week at this spot and weather and busi-

ness was great. The show is ready for the Flushing, N.Y. open-

ing the last week in May.

Robert Hutton, son of Mr. and

Mrs. Curley Hutton, is convalescing at the Byrd Memorial Hospital, Tullar, N. Y., under

surgery, Buddy Audus

were mentioned in

were advertised in several newspapers and


electrical

by

articles

in

Circus. There are six elephants, hippo, white bear, zebra, chimpan-

zees, and several trained

animals in the menagerie.

The Famous M.C.'s elephants from Polack last winter
gave manager Bert Petrus an oxen of working animals. Banners are being sold wherever possible, with numerous shopping center ap-

pearsances of three performing bulls. A successful gimmick worked in Washington was the tie-

in of the show to the opening of the new Woolworth's. This resulted in an advertised sale of ele-

phants at the store. The elephants were mentioned prominently in the daily papers, and many tens of thousands of people were interested in the new store.

A 60-foot round top will be added during the show-time season, and a new location will be

sawdust and rail-

tracks. In addition, part-

will be supplied by

railways.

Copyrighted material

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

MAY 19, 1958

Theaster (The Man of Many Suit) Parades as a talker, and Parade puts on quite a show out front which pleases the tips, and, more important, builds the show's reputation.

One of the fastest growing col-

lections of animals on a circus is the Mather-Menagerie contribution from the Polack Bros. C," Clowns, Theaster (The Man of Many Suit) Parades as a talker, and Parade puts on quite a show out front which pleases the tips, and, more important, builds the show's reputation.

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Theaster (The Man of Many Suit) Parades as a talker, and Parade puts on quite a show out front which pleases the tips, and, more important, builds the show's reputation.
**RAS Personnel**

*Continued from page 5B*

.. Continued from page 5B...
IDEAL Rides
Open at Waukon, Iowa, Bus. B and A, Rabbit, Ind., Farmer's
Co-op, 1910 S. 2nd Ave., Buda, Texas; New York, S. 2nd Ave.,
New York, S. 2nd Ave., New York, S. 2nd Ave., New York,

Baker United Shows
CONCESSIONS: Want place at own expense. Glass and Rod Rides, Wheel Rides, Train Rides, Stunt Rides, etc.
A. J. JOHNSTON ADVERSE
This week Clay, Ohio. Next week, E. M., Cleveland, Ohio. Phone 216-179.

RAS Personnels
Continued from page 59

KALAMAZOO, MICH.
May 26 thru 31 New Show Grounds Recreation Park, Lake St.
—CAN PLACE—
French Fries, Photos, Long Range and Short Range Galleries.
Want Foreman for Till, Set of Kiddie Rides and Wheel. Prefer Semi-Driver.

D. WADE
W. G. WADE SHOWS
Bella Vista, Mich., this week

GARDEN STATE SHOWS
WANT WANTED: Glass and Rod Rides, Wheel Rides, Stunt Rides, etc.
A. J. JOHNSTON ADVERSE
This week Clay, Ohio. Next week, E. M., Cleveland, Ohio. Phone 216-179.

DOWN RIVER SHOWS
WANT Need to get along on your own. Can you set up and run your own show?

The Last Laugh?
Continued from page 59

Dow river Show houses a full range of show horses and circus rides, including the latest in kiddie rides.

WHEEL FOREMAN
MERRY-GO-ROUND FOREMAN
SCOOTER FOREMAN
Scout reported on two men. Good rides if you can set up and run your own show.

WARD CASTLE
Ward Castle, 25th Street, Nashville, Tenn., May 29 to June 10.

WORLD OF PLEASURE SHOPS
FOR SALE
Street Box, Sheridan Gallery, 2500 W. 6th Street, Sheridan, Wyo. Phone 250-3600.

BIRCH BROCH
2711 W. 34th, 1957 W. 34th, 1957 W. 34th, 1957 W. 34th.

FOR SALE
Will trade for any other make Kiddie Rides or better. Tell me what you have. Ask price.

PRIVATE 
SCHOOL
420 W. 32nd St., New York, N.Y.

Open for an Annual Firemen's Celebration
WILL, MARYLAND

WELSH MURRAY
Merry-Go-Round and Wheel Mix.

CASE SENS
WANTS
Harry Go-Go and Wheel Mix.

JIMMIE CHANS SHOWS
Want legitimate Concession for all kinds of rides for every Annual Firemen's Celebration, Anderson, Ind., week May 25; followed by Winchester Summer Fair and Cambridge City. Cold, Street Fair, then Big Fourth of July Celebration, Fort Wayne, Ind. Especially want Concession at once. Also Photo Car. Want Shows with own outfit.

JIMMIE THOMPSON ENTERPRISES
Alexandria, Louisiana

BEAM'S ATTRACTIONS
Big Celebration, Macon, Ga. —Next Week

W. G. WADE SHOWS
Bella Vista, Mich., this week

Velasco Testing
Continued from page 46

open with the show at Wimberly and continue thru the closing of the RAS season at the Louisiana State Fair, Shreveport. Curtis Velasco will manage the show for the Velasco Testing Co.

The Velascos reported they would like to do business in the Pacific Ocean Park this season. Among the attractions they would like to have is a dog and little Dolly, a young orangutan, to be known as the Flying D Löth. The cost was reported to be $75,000.

Concession Wanted
WANT WANTED: Glass and Rod Rides, Wheel Rides, Stunt Rides, etc.
A. J. JOHNSTON ADVERSE
Continued from page 59

The Velascos will also have the Flying Dolly in their show. The Velasco and they will have nothing to do with the dog and little Dolly. The Velasco Testing Co. is the same as the Flying Döth.

The Velascos will also have the Flying Dolly in their show. The Velasco and they will have nothing to do with the dog and little Dolly. The Velasco Testing Co. is the same as the Flying Döth.

UNITED EXHIBITION SHOWS
WANT WANTED: Glass and Rod Rides, Wheel Rides, Stunt Rides, etc.
A. J. JOHNSTON ADVERSE
Continued from page 59

Agents Wanted
Two for Coast Stores. Also one Bucket and one Block for Foot Long Hot Dogs. All replies to A. WILSON, Fine Stall, Ark.
**MIGHTY INTERSTATE SHOWS**

*Want for Junction City, Texas. May 31-June 1. Followed by a route of choice.*

**SHOWS:** Billboard with any engagement or will furnish employment for same if your own bookings are light. This is a good road. Includes all expenses. Write to Mr. John Sommers, 1951 Brook Ave., St. Louis, Mo. 100% return on investment. Complete lampl beefs. Stage and stage equipment furnished. Contact Mr. John Sommers, 1951 Brook Ave., St. Louis, Mo. Follows a route of choice back east. Write to Mr. John Sommers, 1951 Brook Ave., St. Louis, Mo.

**BIG SOLDIER’S PAYDAY**

**WILLIAMSBURG, Va., 4 days, May 26-29. Inclusive. First show in 15 years. Followed by Big Soldier’s Pay Day.**

9 big days and nights. 2 Saturdays, 2 Sundays, Mattie’s and Nights. Public admitted to base, Fort Eustis, Va. May 31-June 6. Other camps to follow. No unemployment at these dates.

**CONCESSIONS:** Can place Custard, French Fries, Photos, Novelties, Glass Pitch and all kinds of Hanky Panks.

**SHOWS:** Can place Manager with Riders for Motorome. Also Manager for Monkey Drome. Can also place Monkey Shows on any Shows not conflicting. **HELP:** Can place good, sober, reliable Ride Help who drive semi. Want sober, reliable Truck Mechanic.

**AGENTS:** Can place 2 Agents for office-owned Blower. Watch our ads for other important announcements for other Camps. All mail and wires to LLOYD D. SERAS, Owner, or HARRY WESTRICK, Box, Mgr., Emporia, Va., or contact BILL HOLT after May 23 at Warwick Hotel, Newport News, Va.

**PENN PREMIER SHOWS**

**FIRST ANNUAL LAWRENCEVILLE JUBILEE**

**LAWRENCEVILLE, ILLINOIS, MAY 26 THRU JUNE 1**

**WEED LONG GIANT CELEBRATION—DAY AND NITE—ADVERTISEMENT FOR MILES AROUND. PROGRAM OF EVENTS—THRILL SHOWS, CHAMPIONSHIP RODEO, STOCK CAR RACES, HILLBILLY TV AND RADIO STARS.**

**GROSCHURT BLUE GRASS SHOWS & COMBINED CIRCUS & CARNIVAL**

**CONCESSIONS:** Can place Hanky Panks. Price Every Time Cameras of all kinds, Age & Scale, African Dip, Hit-Strike, Bicycle, Name On Hats, Custard. Pitchmen and Demonstrators of all kinds—we have fence to fence rights.

**CARNIVAL**—Help for all Major Rides. Caravanman for Marquee, Help in all departments. All wires M. C. STOKES, e/o Groschurt Blue Grass Shows & Combined Circus & Carnival, Danville Fairgrounds, Danville, Illinois. Phone call, please. No phone calls, please.

**ROYAL UNITED SHOWS**

OPENING MAY 26, PLANKENSTEIN, SOUTH DAKOTA

Here opening May 26. A 16-day Operation of Celebrations under contract in plankensteine and all of our regular Celebrations and Fairs. We carry complete stage shows with all riders. Write John Cooper, 1951 Brook Ave., St. Louis, Mo. All addresses. Contact ALBERT COOPER, Phone Arlington 56. Can be at Arlington 54, 261, or on your rail line.

**STANDARDS SHOWS WANT**


**SHORTER’S GREATER SHOWS**

**WANT—HELP**

For the best jobs in Alexandria and North Dakota. We play every North Dakota fair. Write Ada Mordaunt, 1951 Brook Ave., St. Louis, Mo.

**AMERICAN BEAUTY SHOWS**

June 2. Concessions for all kinds, especially Photos. Baron Beach, Seward, photos, comics, etc. for fair in any part of the United States. Accept all paid engagements, rings, etc. Contact Mr. John Sommers, 1951 Brook Ave., St. Louis, Mo. Write to Mr. John Sommers, 1951 Brook Ave., St. Louis, Mo.

**JOE SHARP & H. W. BARTHOLOMEW**

P.S. Joabide Nash, contact Bill & Mary Cockrum here. Walter Evans, assisted above.

**WANTED**

Cookhouse Operator for large Eastern show. Must be sober and reliable, and willing to be self-sufficient. No investment necessary. All expenses met and settled with.

**PAGE BROS.’ SHOWS**

Want west promotor. Combinations Shows. Jenny Lee, Bill Davis, Sand Gallary, Hanky Panks, etc. Send 50c for particulars. For N. C. or South in any season, you have all equipment.

**W. E. PAGE or JOHN REED**

Day Phone: Atlantic 8213—Night Phone: Franklin Hotel, Des Moines, Iowa.

**THE BILLBOARD**

**CARNIVALS**

**LATE CALL**

OPENING MAY 26, ROUSES POINT, N. Y. GALA INTERNATIONAL DATE

We enter Canada June 2. All those contracted please acknowledge this advertisement as all personal equipment must be at Rouses Point not later than May 26. Harry’s Bingo Help, report also.

**WANT**

Want one more combination Billposter immediately.

**BILLPOSTER**


**RIDE HELP**

Motorome and one or two more Grip Shows. Excellent territory for well-operated Drive. Hanky Panks of all kinds, Novelties. Photos, Drum Store, Disco, Scale and Age. Due to last minute displacement on place long Range, Buckets and Picture Frame. Have terrific route for completion. SANDY BROOKS (Glass Pitch), please contact Charlie Joyce or King Reid. All replies.

**KING REID, Holland Hotel**

Rouses Point, N. Y.
NEW HORIZONS

Racks Broaden Sales Of Tricks, Novelties

By IRWIN KIRBY

Rack displaying, one of the merchandising wonders of the age, has provided many manufacturers with new, retailing horizons, and the makers of tricks and gimmicks were among the first to reap the benefits. This field, which includes such things as jokes, novelties, practical jokes, tricks, games, puzzles, etc., has been lifted out of its magic shop thru modern counter display methods.

A big advance in salesmanship, racks have brought these inexpensive items into gift shops, drugstores, cigar stores, supermarkets, and many other outlets once thought unlikely prospects for the trick and gag man. While their ever broadening field of distribution has been a natural bonus, it has also eliminated any concept of seasonal business, for the outlets cited pull strongly in patronage thru the year.

Buy a rackful, jobbers can say confidently to storekeepers, and you're in business. As to what kind of business it means, the maker can get a 24-frame-type counter rack with 144 pieces of individually bagged stock, representing 68 basic items, for as little as $25.92, and the rack comes with an attractive sign. The bagged items come either stamped with a retail price or a black space in which the storekeeper writes in his own price.

The things which have added to this increase in distribution are the ever more sophisticated racks and the pliable bags. Most of these items are strictly impulse ones, and counter displays are a good way to place them right in the customers' eyes.

Novelties Galore!

Novelties items of various classes have become numerous almost without end, as new manufacturing processes and inventive minds explore the possibilities. A piece which appears destined for stand-by status is the blush-eye spectacles which shows eyes wide open or slitted as the wearer changes the shape of his head.

Make-up and costume gags are popular. There are stick-on rock and roll sidestars, rubber noses in many shapes, mustaches, oversized chokers and false feet, giant ears, and carved mask-up kits which retail at $9.95, 39 and 49 cents. There are many items added to alter the wearer's appearance in a shocking way. He can apply a dripping tattoo to his forehead by forehanding. He can stick a vacuum blister third eye on to his head, or don a devil horn.

The Belgian Prince fountain statue, which has known success as a cowcowork and double-poor has accessory, is also available as the Bubble Boy. With this variation, the user inserts a saline tablet or powder in the statue's base and it then bubbles away.

(Continued on page 63)
Dressed in a glass of water. Another gimmick with an investment of applications is the spring-driven clock heads. You can get an effect of clapping hands or hopping jigs in a side wall, using the same spring principle.

Art Farm Big

One of the biggest hits in current months is the plastic encased farm, which is appearing in an eye-catching form. Many of the new farm stores. Both fascinating and educational as well as easy to stockpile, the units cost a fair amount of a fine, undependable temperature of 70 inches, containing soil and a small ant colony. The ants perform their ever-changing actions in full view. An advantage is that dealers do not have to stock the ants but can sell only the case and stand, if he desires. A certificate comes with each ant farm for the purchaser to fill out and send to the manufacturer, who will mail the worms within 24 hours of the card's receipt. The ant farms come for as little as $21.60 a dozen.

Pipes for Pitchmen

THAT OLD RELIABLE
Harry R. Day, writes from Green-
bush, N. C., that since being joined
five weeks ago by his friend, Clif-
ford R. Horton, they have been
hitting a few spots in the area be-
tween showers. "It has been one of
the rainiest seasons since they be-
gan keeping records of the weather," says Harry. "We played the sequentielner here, but we were rained out and the backgrounds
were a sea of mud. Mr. Grant and
Mrs. Day left Greenbush May 8 for
Myrtle Beach, S. C., where Day has
two joints booked for the rest of the
season. Clark and I will work the
wonder mice, I'll work with a magic pitch and Mrs. Day will
work handwriting reports Day.
While in Greenbush Harry bumbled
about several members of the fam-
family, Charlie Hudson was work-
ing the H. L. Green store and was doing
okay in spite of having a rough spot, and Betty Avis was in
Woolworth's and was doing well
with press. "My hat has always been off to the ladies of H. L. Green,
and it is all going to Betty. Fine work, Mr. Day." We are looking forward to meeting
some of the boys and girls at the
beach this season. Meanwhile
we'd like to read in a few pipes from
South St. Louis, Bill Parker, Red S.
Kohnlin, Marvin Hutchins, Ed. O'F.
Chief Thundercloud, Zake Bean,
Heavy Fekker, Mary and Willie Brown and Frank (Sneddy) Hunt.
Our lettering job on this paper
then the Pipes column or, if you're
at the vicinity, either at the new
Pavilion or on the fishing pier in
Myrtle Beach.

WRITING:

Jack Strickley.

In South St. Louis, Ill., L. F. (Ruba) Collins reports that he still
is at McDonald Aircraft Company
here, and would like to read pipes
from Madeline Ragan, Dave Ross

Sensational Offer! $3.95 VALUE only $1.95 EACH

Manufacturing of All Types Partially Launche and Bases

<table>
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<tr>
<th>Boudoir</th>
<th>Table</th>
<th>Wrought</th>
<th>Smokers</th>
<th>T.V.</th>
<th>Novelities</th>
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Levin Brothers

320-42 S. Dearborn St., Chicago 10, III.

**Pushcards** $2 & $5 MFG. CO.

660 N. Dearborn Bk., Chicago 10, III.

1-800-123-456

Discount Mail Orders S&F

301 S. Dearborn St., Chicago 10, III.

1-800-123-456

Discount Mail Orders S&F

301 S. Dearborn St., Chicago 10, III.

1-800-123-456

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1-800-123-456

Discount Mail Orders S&F

301 S. Dearborn St., Chicago 10, III.

1-800-123-456

Discount Mail Orders S&F

301 S. Dearborn St., Chicago 10, III.
THE MARKET PLACE FOR BUYERS and SELLERS

REGULAR CLASSIFIED ADS

TALENT AT LIBERTY ADVERTISEMENTS

Set in usual want-ad style, one paragraph, no display. First line set in bold caps, boldface, lar 5 pt. upper and lower case. RATE: 20¢ a word, minimum $4.

CASH WITH COPY.

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

DISPLAY CLASSIFIED ADVERTISEMENTS

Attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 pt. permitted, No illustrations, verses, or other decorative matter. One pt. rule border on ads of 2 inches or more.

RATE: $1 per agate line, $14 inch. CASH WITH COPY unless credit has been established.

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 Patterson St., Cincinnati12, Ohio

For Sale—Secondhand Show Property

PROCESSION. For Sale all kinds of secondhand show property. E. H. L. Smith. 818 W. 11th St., Cincinnati, Ohio.

PRODUCTS and their Vendors-

For Sale—SECONDHAND SHOW PROPERTY

PROCESSION. For Sale all kinds of secondhand show property. E. H. L. Smith. 818 W. 11th St., Cincinnati, Ohio.

HELP WANTED

ACROBAT—UNIVERSAL SHOW MAN TO 41 and up. $350 per month plus expenses. Apply to George W. Lenahan, Box 391, New York, N. Y.

BEAUDETT, GUY, 23 years, 5' 9", $1.50. Box 391, New York, N. Y.

WANTED—WALTER, 19, 5' 8", $1.50. Box 391, New York, N. Y.

BEAUDETT, GUY, 23 years, 5' 9", $1.50. Box 391, New York, N. Y.

Al MICHELSON. 53 years, 5' 9", $1.50. Box 391, New York, N. Y.

G-F, 25 years, 5' 9", $1.50. Box 391, New York, N. Y.

WANTED—WALTER, 19, 5' 8", $1.50. Box 391, New York, N. Y.

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VENDING MACHINES

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

MAY 19, 1958

Victor Aims 25c Unit at Jake Ops

Orders for Triple Viewer Capsule Machine
At MAA Show Arouses Firm's Interest

CHICAGO—Considerable sales
potential of the Triple Viewer
 will focus on Jake box and
game operators, said Harold Schaefer
last week, president of Victor Vending
Corporation, which manufactures
the machine.

The Triple Viewer (TV) is a
quarter-operated machine in which
a vending wheel, which permits
player to view contents of the next
bottle or container, is used. (See The
Billboard, March 16)

Orders placed at the National
Operators of America convention
shown at the FTC in Chicago
gave strong indication that the Jake
and game operators constitute a
big market for the TV, and Jack
Selzer, local Victor distributor. Ne-
said the show, at the FTC, that orders placed more than
justified exhibiting expenditure.

He added that at the MAA show
many operators felt that the TV
was a good piece of equipment and
amusement machines. He noted that
the more progressive operators had
attitude: 1) locations are already
at dime and quarter play; 2) in-
crease in providing services are
nominal; 3) the price of the TV
is low compared to amusement
and amusement machines; and 4) oper-
ators, since the day they
TV along with quality merchandise
in the capsules will appeal to the
and Jake ops. Even the most
tiled in the TV includes cigarette
and boxed showmanship, fles-
colored, bracelet and novelty items
such as puzzles.

Selzer was quoted as saying:
"The Jake ops always
slow to respond to innovation be-
cause it remains primarily a
household and not a
market. Largely unacquainted
with the problems of adult merchandise
for which we have been
made.

VNA Board of Directors Adds
5 Members

CHICAGO—Five new mem-
bers will serve on the board of
directors of the National Vending
Association, said Milton Raynor, VNA's coun-
self. They are:

Jack and Jill Players

JANE MASON

Jack showed interest in dramatics and the fine arts early
in life. When she was in the third grade she read
the Jack and

News in Brief

Miami TV-Theater Firm

Wholesale Vending Corporation
name of vending firm operated by
Wenceslao T. Mandel, Miami, and
serves vendors of food, drink and
wax. The firm handles a wide
range of equipment that has been set up in
high-traffic locations, including
airports, convenience stores, drug
stores, and supermarkets.

Hollywood Reports Highest
First-Quarter Sales

Highest first-quarter sales in
Hollywood for three years were
reported by John F. McCarthy, Candy
Center, Calif., President
F. A. Martoccio, which
ERRUICERES. Clegg, with
the president of the firm, on
July 10, 1951, was born.

John F. McCarthy

Dressing up in her wedding finery, she
had been married
March 28, 1958, to
Robert H. McCarthy, of
Miami, Fla.

NAM Conference Attendance
60 Per Cent Over 1957

Attendance jump of 60 per cent
at 1958 NAM conference over
year reported by
Paul Selzer, chairman of
the conference. Selzer stated that operator panel as
well as "Does Vending Pay?" speech by
NAM president Bill Fishman
in large measure responsible for in-
creased attendance this year.

Meetings were changed from
1957, said Selzer, and since that time has
doubled growth.

Features Full-Line Vending
At Soft-Drink Conflag

Full-line vending slated as fea-
ture show of International
Soft Drink Industry Exhibition, November
19-23, at Atlantic City. Inter-
test of soft-drink operators in
complementary beverage machines
primarily responsible for decisions, said
R. E. Boheler, chairman, chairman
of ABCB convention committee. Pre-
nuts vending machines from plant-
ships, plants, and plants
first permitted at 1956
in Cleveland. Equipment
required for drink distrib-
ution and heavy machinery needed
to produce soft-drinks will also be
permitted.
FTC Orders
* Continued from page 66
The American Chewing Gum Co. and Lois and Allan M. Gleizerman, its president and sales manager, respectively, from making such "misrepresentation." In the future, it also forbids them to state:
1. That advertisements offer prize winning when their real purpose is to get customers.
2. That the offer is made only to selected persons who must have special qualifications, references, and a cat.
3. That purchases are given exclusively for their machine.
4. That the amount invested is secured by inventory or anything else.
5. That the machines of discredited customers will be repaired.
6. That Malamine manufactures the machines.
7. That the products will be delivered within a stated time unless delivery is made within this time.
8. That insurance policies are issued on the products without cost to purchasers.
9. That freight charges are less than they actually are.
10. Agreement, according to FTC, to "settle disputes" and "does not constitute an admission by the respondents that they have violated the law."

Profile of Week
* Continued from page 66
Bill Players of Chicago's Goodman Theatre and a group who were 15 years old. The experience was so good that she decided to stay on and continue her career. Jane finds time to continue writing fiction and to conduct a drama course for teenagers. In the National Secretaries Association, she has helped plan several of its style shows. Jane's taste in literary centers mostly on historical novels. When asked what kind of music she enjoys, one of the first things that comes to her mind is Johann Strauss. Hardy a sedentary woman, however, she likes to travel each week on Lead's company league, of which she is secretary. In her managerial role at Lead, it was not particularly easy for future rules. She was out because the feminine touch was frowned upon in bulk vending, people just wanted to buy and go. It was because the feminine touch was frowned upon in bulk vending, people just wanted to buy and go. It was because the feminine touch was frowned upon in bulk vending, people just wanted to buy and go. The FTC's arrival at its headquarters was considered helpful by the wholesalers.

FTC Charges
* Continued from page 66
the company's advertising is to get leads for sales and not, as implied, to effect exchange. FTC further alleges that Atlas "usually claims a purchaser cannot expect profits from the start at the rate of $12,000 up to more than $3,000 a year." The Commission says that "in reality," but profits at a certain rate cannot be expected at any time, and that the profit claims based on "penny realty conditions."
Commissioners also allege that despite claims to the contrary, Atlas does not present surveys to determine the amount of profits which can be obtained within a reasonable distance of the purchaser. Further, Atlas alleges that inflated profits methods or results for dissatisfied purchasers at the time by a small loss, as approved. The company has offered to purchase unused machines, but only "dramatically less than they cost," FTC notes.
Other claims alleged to be false are that the machines are adequate security for the amount invested, that a purchaser is not required to pay for the machines, that the machines will be delivered without undue delay, that the business of operating cigarette vending machines is a stable one under all conditions and circumstances, remaining profitable even during a depression.
**ROY TOLL (LANDSWODE, Pa.)**

Giving friendly service & liberal financing since 1910

**FULLY CASH WITH ORDERS.**

---

**ROYAL MONEY OLEBQ**

ROYAL MONEY OLEBQ
ROYAL MONEY OLEBQ
ROYAL MONEY OLEBQ
ROYAL MONEY OLEBQ

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**BULK BANTER**

By FRANK SHIHAS

The Deauville Hotel in Miami Beach proved an ideal place to hold the National Vendors Association convention. The lobby was admirably suited as a social meeting place in which small groups could easily form and talked of everything from business to the dog in the room. The spacious room in which the business meetings were held was excellent acoustically and exhibit rooms were obtained that were placed across from each other, forming a minimum length of hallway. Hotel personnel were quite cooperative in helping to the full extent in the entire setup being a well organized operation that was not particularly efficient— but then, the Deauville has just opened its doors from its total renovation. Prices were, of course, high in Miami Beach (except for the hotel accommodations secured by NVA, but quality was uniformly good... Mike Sparschan, Chicago, op. received a cation and gift from chairman Rolf Lobell for his splendid help during the convention... Caroleen H. R. Huntington, director of Altanta injected some brightness into the somewhat downcast groups and exhibited three different lines of phonograph. They were seen chatting pleasantly one evening in the lobby of the Deauville.

Bob Guggenheim protested the phone that Rolf Lobell insistently called his polyethylene belt-ring a "rubberized" item. Sparschan and chairman Adams turned down for the convention were Paul Price, Bill Fall.

---

**RISE AND SHINE!**

The Jed Jordan awakens from a short rest and delivers a non-stop talk. The switch board was kept hopping with calls for NVA convention. Mr. Rieck turned out to be a pin at the Cha-Cha-Cha dance. For that matter, quite a few of these conventions proved good to go Latin... The Eppe brothers came in full force for the convention, and prepared themselves for reputation for directness of speech.

Everett Graff, Dallas distributor, and his petite wife were the attractive couple... Al LoPorter was one of the Canadian Stamp Attendants.... The Englishman who was to attend never managed to leave his foggy idea for the museum... Margaret Kelly kept things going in Evelyn Price's exhibition room while Les Hardman was at the prolonged board of directors meeting... Harry Bell, Chicago, op. was down with his brother and sister and would not get together at the Leaw party... There was no difference of opinion on business facts... Dave Turner was in town and in running route to attend with the confrere. His wife, Pauline, convention coordinator, was unable to attend... Both Abe Kern, prelims of Cables, and Dick Tennis, president of Vend- lite, said operable... The use of their exhibit equipment in bulk vending was encouraging.

---

**NATIONAL Model 930**

CIGARETTE VENDING MACHINES

Recondicioned and Guaranteed

Only $75.00

T. O. THOMAS CO.

1272 JEFFERSON

PARKER, KENTUCKY

Vending Machine Since 1937

---

**Operations**

**CANDY BAILS**

1 lb. (16 oz.) each. 5.00... FREE CANDY BAL LABELS #5 ROUND, SO PROFITABLE, SO INEXPENSIVE. Saratoga and Alma to Boston.

**EPP**

11-15 14th Ave. Jamaica 35, N. Y.

---

**LUCKY DIAMOND HORSESHOE: RUSH!**

---

**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with box, ready for location. Machines are factory tested and warranted new. Lowest prices anywhere--

---

**Link-it Trinket**

The latest craze that's sweeping the country!

**GIVE TO DAMON RUNYON CANCER FUND**

---

**RAVIN'S FOODS**

2328 Mission St., Pittsburgh 8, Pa.

---

**BARGAINS AT THE BARGAIN BARGAINERS**

**BARGAINS AT THE BARGAIN BARGAINERS**

**BARGAINS AT THE BARGAIN BARGAINERS**

**BARGAINS AT THE BARGAIN BARGAINERS**

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**Link-it Trinket**

The latest craze that's sweeping the country!

**At the new low price quoted below...**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>1 lb. (16 oz.)</td>
<td>$10.00</td>
</tr>
<tr>
<td>½ lb. (8 oz.)</td>
<td>$5.00</td>
</tr>
<tr>
<td>¼ lb. (4 oz.)</td>
<td>$2.50</td>
</tr>
</tbody>
</table>

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**National Sales Headquarters for Atlas Master Machines**

PENNY KING COMPANY

2328 Mission St., Pittsburgh 8, Pa.

---

**BANNED STAMP SELLERS**

3,000,000 new cards, 100¢... 4,000,000 new cards, 150¢...

---

**NASCO**

---

**GIVE TO DAMON RUNYON CANCER FUND**

---

**NATIONAL VENDING SERVICE CO.**

1926 Farmen St., Brooklyn, N. Y.

---

**RAVIN'S FOODS**

2328 Mission St., Pittsburgh 8, Pa.
AMI Organizes New Chicago Distributorship

New Film Wholly Owned Subsidiary; Rotajack Heads Chicago Unit

— A new distributorship proceeding Automatic Music Mirrors, Inc., Chicago's Loop South Branch, has been organized in Chicago. A wholly owned subsidiary of the parent company, this group is being headed by James H. Greenburger, president, and by M. D. M. Publications, Inc., publisher.

The firm will maintain offices and showrooms at the hotel boxes development (name spelled graph the the Grands). By that, 700 members, have been selected in the field here since 1921, and was regarded as the dean of active developers. The company has featured the automatic pianos and similar instruments, and has been associated with the music business here for many years. This company records for major and independent labels, and has been associated with the development of various independent record companies.

SIDNEY LEVINE'S WIDOW GIVEN SPECIAL PLAQUE

Chicago—Last note in the recently concluded convention of Music Operators of America, where the widow of Sidney Levine, one of the organization's founders and its counsel until his untimely death last summer.

In honor of Sidney Levine, a plaque was presented to Nan Arato, his widow, by Leonard A. Miller, MOA president. On the convention, the plaque was engraved The Billboard editors presented the Levine death.

Chicago—MOA director, president of the Music Operators of America, and Sidney Levine's close friend, spoke briefly at the ceremony. He said that the automatic phonograph industry would always cherish Sidney Levine's memory.

59 MOA Meet Set for Chi

Chicago—The 1959 Music Operators Association convention will be held in Chicago, probably in May 1959.

This decision came from the automatic music industry directors, a meeting held May 9th.

The group had previously considered Muscle Shoals, Alabama, as a convention site. The decision to remain in Chicago was made after some manufacturers had notified the association they would not exhibit at a convention outside the central area of the city. But, there would be local distributors do much of the tradefare discussion of the event.

(Continued on page 79)

RECESSION WOES

Mass Ops Report Takes Off 15-25%

This is the fifth in a series on recession woes affecting music operating. The subject of this week's article is the situation in the New York, Memphis, Dallas, Denver, Detroit and Buffalo area. See article elsewhere in this issue on how one Gory operator is fighting the recession.

By CAMERON DEWAR

Boston—There are certain to be little doubt that the Greater

JUKE BOX PROGRAMMING

Operators Adjusting Disk Buying to Flooded Market

(Continued from page 1)

Looking things to be gone, he said, are the 12 to 12 cent of gross income for the typical operation. These higher grosses, he said, apparently raised these budgets a percentage of the cost of record. He also noted that the most liberal budgets reported not exceeding 13 per cent of gross income. The momentary 10 per cent of gross income was sufficient to boot any records an operator wanted to buy. It surely included all top chart hits.

Today that may not be any longer true. Reports suggest strongly that it is not. They indicate that an operator is offered weekly—very often when they he buys records—far more good-looking choices than he has possibly to buy.

He said therefore be more specific and choose “safe” materials. And he is confident that other operators would be buying a variety of charts rather than just one or two at any one time. The situation is already happening in some measure.

But whether a furthering of this development would mean more record purchased by the operator market as a whole, about the same as now, or fewer, remains to be seen.

What is clear is that the typical operator today is meeting a fresh problem caused by a changing, growing record market with the same answer he knows, a budget. Whether he could make money by increasing this budget 20 per cent, or by reducing it, (Continued on page 80)

Edodi Preems Stereo Kits to Convert Jukes

Chicago—Edodi Products, Detroit, exhibitor at the Music Operators of America convention (MOA) in 1958, announced a new stereo line of kits to equip juke boxes for play of stereo records.

Kit is designed to be used on AMI, Rock-Ola, Wurlitzer and similar types of machines. Stereo reproducer kits furnish a major role in juke box as a player on any line. The kits are expected to convert a major role in juke box. The kits are designed to be used on AMI, Rock-Ola, Wurlitzer and similar types of machines. Stereo reproducer kits furnish a major role in juke box as a player on any line. The kits are expected to convert a major role in juke box. The kits are expected to convert a major role in juke box. The kits are expected to change a major role in juke box.

Kits Conversations

of a special needle mechanism for stereo play, two external amplifiers (15 amp), a crystal rectifier, one Hallmark FP.

MOA Set on Tax Service

Chicago—An AMO National Tax Service, with headquarters in Chicago, has been organized to assist juke box operators with tax problems.

Accountant Leo Kaner told MOA conventions May 7 that plans call for a national tax service office, with the service available to all members of the industry.

Kaner also discussed the various aspects of the problem, its ramifications and explained how, under different circumstances, different methods might be more advantageous to the taxpayer.

By JOSEPH KLEIN

Gary, Ind.—You can fight drought, but you cannot fight nature.

So says John Le Gatte, a leading Gary programming-minded operator.

"You've got to stick a needle into this business where you don't have the head of the Dunes Music Company..." he said to Gatte.

"But when I say drought, I mean the rather deflated economy—..."

CLINT PIERCE, MOA first vice-president, addresses the convention during Wednesday business session while Norman Ditchburn, extreme left, head of the Ditchburn Organization, London, England, Julie box manufacturing and operating company, looks on. Ditchburn also addressed group (The Billboard, May 12).

MOA AUDIENCE at Wednesday's general business meeting. Altho this picture does not show total number of people attending, it does show a large part of the group. Occupied chairs behind spot picture was taken were scattered.

LEO KANER addresses operators attending forum on tax forms and dinner at MOA convention May 6. Dinner guests shown are L. to R.: Clint Pierce, of Brothead, Wis.; Frank Fabiano, of Buchanan, Mich.; and Harry Sodgrass, of Albuquerque.

Ops Urged to Know Local Police and Elected Officials

CHICAGO — Speakers at the MOA public relations forum here May 8 were pretty much agreed that one of the most prac-
tical steps in setting up a public relations program is getting ac-
quainted with local police and elected officials.

Moderators at the session were Condon Stoult, Norman Celfie and Willie Blatt.

Blatt told of the work he is doing in the Police Athletic League and urged operators to support the organization (see separate article).

He said that the joke box indus-
try and the police force have one thing in common—the press seldom says much about the many good joke box operators or policemen, but let just one get out of line and the story makes the headlines.

Celfie suggested that the opera-
tors could get a start on a public relations campaign by letting their home-town papers know that they are attending the convention here, and, if possible, sending a picture. He said that small-town papers are anxious for news of that sort.

Stout said that the findings of the McClellan Committee on Labor Racketeering will probably hurt operators in the northeastern area despite the fact that the operators were the victims, not the beneficiaries.


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MOA AUDIENCE at Wednesday's general business meeting. Altho this picture does not show total number of people attending, it does show a large part of the group. Occupied chairs behind spot picture was taken were scattered.
the i's quicker than the hand

Pay no attention to those slight-of-hand boys ... the i is quicker ... the fast-on-the-uptake, fast-response, fast-play I-200M ... the high-fidelity, high-speed juke box that keeps customers play-happy!

No delays during peak play hours. No disappointed patrons. One easy to understand and use SELECTOR DISC ...

One SINGLE BUTTON PLAY ... One INSTANT EYE-LEVEL TITLE DISPLAY showing all 200 selections. Everybody sees— everybody selects— everybody plays!

Servicing is a breeze. DEPENDABLE MECHANICAL ACTION means easy maintenance, no expensive replacements to worry about. PROGRAMMING is simple. PRICING is single play.

Fast eye-catcher, too. The AMI I-200M is beautifully styled— trimmed in non-clashing radiant colors— lighted to attract players yet without annoying glare ..., definitely a handsome and profitable addition in any location.

AMI
Incorporated
1000 Union Avenue, B.E., Grand Rapids 1, Michigan • Chicago • Zurich
A BIG THANK YOU to our M.O.A. friends

We were mighty pleased at the tremendous acceptance of our new Model UPB-100 Phonograph introduced at the recent M.O.A. Convention. Operators and distributors, without exception, were fluent in their praise of its sleek, modern styling by world-famous designer Raymond Loewy. They were equally amazed at its mechanical simplicity . . . its “more-plays-per-hour” speed between selections . . . the unique, new 3-wire wallbox principle . . . and the many other new features that seasoned music operators have been seeking for years. And, since the convention, the news has travelled fast. Operators are asking for delivery promises. Distributors are clamoring for assignments. The entire Industry is talking. And to those operators and distributors who were unable to attend the convention, we invite you to write for full details. Write today . . . and you will take your first step toward the best investment you could possibly make in automatic music operation.

UNITED MUSIC CORPORATION
350 NORTH CALIFORNIA AVENUE
CHICAGO 11, ILLINOIS
CABLE ADDRESS: UNICORP
PYRAMID HALF DOLLAR PLAY
IN AN AMAZING WAY

A Wurlitzer Console Phonograph with
50 cent Wall Boxes makes the greatest combination
ever created for turning music into money.

Operators are fast finding that "50 Cent
Play All The Way" is the answer to increased earnings
in every location.

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER
Console
PHONOGRAPH
and
5250 WALL BOX

THE WURLITZER COMPANY  •  NORTH TONAWANDA, N.Y.
Established 1856
Gary Op Hikes Disk Buys

In an area acutely affected by the fear and reality of economic distress, his program is guided by a simple philosophy. Give them more, he suggests, give them more variety and give it to them with greater frequency.

In the first three months of 1958, Le Gette has brought more records than in the corresponding period of 1957. In 1957 Mr. Le Gette spent $1,600 for records, or about $56 a month. That expenditure will be exceeded in 1958, he predicted. Almost all his purchases are 45's. A few 78's, he says, are held over from the old days, but he does not expect to add any more.

Le Gette has all but abandoned EP's. He abhors them, and he doesn't care who knows it. Le Gette does his record shopping weekly—on Mondays. For reasons he is willing to divulge, he makes almost all his purchases in Chicago.

"Buy less in Gary because the price is no higher than in Chicago," Le Gette says. "Then there is the convenience. Another consideration is that I have access to the jukebox room, further, buying here saves time."

As a rule, Le Gette says, he pays 75 cents for each record. For a disk in use in what Gary operates call "half time," the price is 60 cents; for a "quarter time," 70 cents; and for a "full time," 80 cents. He pays more for the latter, explained, "because I buy less of it."

Gary's Negro population is estimated at 50,000, about one-third the population of Chicago. The "race spots" are, in the main, highly lucrative for Gary operators.

It is here that the demand is at its most phenomenal for frights, blues and, of course, for programs of all types.

At least two of Gary's "race spots" use only progressive tax records.

The Hillbilly location, of which there are many in this heterogeneous community, is another point of tremendous importance to Le Gette as it is to other Gary operators.

At such a spot, Le Gette says, his programming is arranged as follows: 25 per cent country and western; 25 per cent pop and 25 per cent rock and roll.

The boys and girls in blue jeans and boots, whose rich accent of a native America below the Mason-Dixon line, being added color and confusion to the Bozho that in Gary, react with passion and with dimes—for Gary is on dime play to such outfits of their tribe as Bobby Helms, Roy Price and Marvin Rainwater, ad valorem tax in juke.

"At Gary teen-age spots you'd be thralled, says, he explains.

The boys were the duty of operators as independent merchants to keep their share of the tax burden and that only unscrupulous excessive taxation should be fought because of its expense.

"Here this afternoon, we are a group of music merchants 'talking shop,' but back home we are each another one of the independent merchants that line the streets in near towns. As businessmen, we should be very civic-minded. We have 90 per cent country, continually grow and we are willing to support it with both our time and money. This means that we are willing to pay our share of taxes and licenses. However, the injustices and discriminatory burdens that may be placed upon us require us to fight."

Pareck, in a discussion of local taxes, noted a show of hands of operators who had to pay personal property, ad valorem taxes on juke boxes and found that all of the 40 assembled did.

Pareck said that the crucial question in paying a fair personal property tax was whether the assessors understood the true valuation on equipment, the key to the amount of tax. Explaining that assessors in some areas have indicated that they will no longer place equipment on refrigerators, or any other piece of equipment upon which beneficial property taxes are imposed he said that in many instances assessors do not know the correct valuation.

As a result, operators often pay too much.

"It would be much better if he is not paying personal property taxes which are excessive. If he finds they are, or believes they are, he should make sure that he presents the facts to the proper authorities."

In answer to questions raised, several operators attending the forum said they paid from 16 to 20 per cent of the market valuation on equipment.

Lewestein pointed out that sometimes operators can be unfairly taxed by an assessor who has been influenced by an inept or unscrupulous operator giving incorrect information on the valuation of equipment. He urged operators, therefore, to explain their own business to the assessor they believe may be unfairly taxing them because of insufficient knowledge.

Baker spoke briefly on both city and state levies, reminding current light his association is engaged in is on both levels. He cautioned operators to be on their guard for any unusual levies. (Continued on page 28)


MILLER: '59 Meet to Focus On Op Forums

CHICAGO—George A. Miller, president of Music Operators of America, announced last week that the 1959 MOA convention program would place more emphasis on business forums, less on speeches.

Miller said that aloho he believed the 1958 convention was the best MOA has yet held, business meetings should be arranged which will provide more useful business information for operators.

He left Chicago Wednesday (14) for Oakland, Calif., headquarters, and his home in Great Valley. He is scheduled to be in Washington, D.C., the first week in June, and in Chicago June 16, when he will hold a series of meetings with juke box manufacturers.

ship, will also manage AMI Sales. Besides RATACK, other officers are: N. Colellis, vice-president and former district sales representative of the parent company, who will head the new firm's sales department; J. S. Allen, secretary, who is also secretary and a vice-president of AMI, Inc.; and D. E. Heinrich, treasurer, who is also treasurer of the parent firm.

Others associated with the firm are Eugene Smith, Ray Grier, John Havlins and T. A. Smith.

THE MAYOR OF CHARLESTON, W. Va., the Hon. John T. Copen- haver (left), also spoke at the Thursday morning session at the MOA con- vention. Gordon Marks, of a London, England, juke box distributing firm (center), also spoke. Hearne Zhengs, MOA official and moderator of several business forums, is shown at right.

AMIX Organizes

(Continued from page 28)

SPEAKERS AT THE THURSDAY MORNING business session at the MOA convention, May 8, include Gordon H. Garland, former speaker of the California Assembly (extreme left); Charles Lipp, professional speaker (third from left), and Joe Ruggiero, of the Miami Police Department (extreme right), Al Danver, an MOA vice-president, is also shown at the speakers table (second from left). (See The Billboard, May 12, for article.)

TAX PANEL at MOA convention shown in meeting room at Chicago's Masonic Hotel just before forum session they moderated got under way. (l. to r.) Law Paske, Manhattan, Kan.; Harlen Wingea, Emporia, Kan; Dave Baker, Arlington, Mass., are music operators and officials of MOA. (See article elsewhere in this section.)
Swimming Pools  Transportation Terminals  Refreshment Stands  Kiddielands  Motels  Sight Seeing Boats
Summer Resorts  Vending Locations  Amusement Parks  Shopping Centers
Roller Rinks  Lodge Halls  Billiard Porters
Drive Ins  Driving Ranges  Bowling Alleys

The newest and most startling innovation in the Phonograph Industry makes every public place a potential Music Location.

Can be mounted directly on a wall, on a floor stand, on a counter or used as a "built-in"

On View Only at ROCK-OLA
Distributors! See It Today!

Model
1464
130 Hi-Fi Selections

ROCK-OLA MFG. CORP.
100 E. Locke Dr.
Minneapolis, Minn.

Copyrighted material
AMUSEMENT MACHINES

City Warns Spot Owners to Eye Game Play

NEW YORK — Empire State coin machine operators have begun moving equipment on some vast locations in the Catskill and Adirondack mountains and on the Long Island beaches next week. Normally, the machines look forward to a fairly short but profitable season — this year they’re not expecting too much.

Two factors are responsible for this pessimism: the general economic recession and the State's ban on pinball machines.

Traditionally, pinball machines have been the big earners in the spring, but other machines, including bowling, amusement rides, and bingo and shuffleboard games, have not done much more than show a slight profit during the abbreviated summer season. The earnings of pinball and shuffleboard games have been virtually lost.

The big problem is whether the spot in a good location for $52 a week and you have a profitable spot.

The most popular spot is the one in a good location for $52 a week and you have a profitable spot.

Prospects Glum for N. Y. Resort Stoppers

Pinball Ban and Economic Recession

Combine to Put Damper on Summer

NEW YORK — Empire State coin machine operators have begun moving equipment on some vast locations in the Catskill and Adirondack mountains and on the Long Island beaches next week. Normally, the machines look forward to a fairly short but profitable season — this year they’re not expecting too much.

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The most popular spot is the one in a good location for $52 a week and you have a profitable spot.

Oregon Anti-Pin Move to Face Court Tests

SALEM, Ore. — Attorneys Robert Y. Thornton, who earlier issued a warning against pinball machines as illegal in Oregon, has called for early court tests of his ruling.

Said Thornton, "We are trying to determined on issue and bring them to an early hearing.

Following seizures of pins throughout the State, there are now cases pending in many of the counties."

Clayton, Wagoner, Johnston, Josephine, Jackson, Polk and Multnomah.

State Police Capt. H. C. Maishon and Thornton were temporarily enjoined from interfering with free play pin operations in Klamath County.

In his opinion, based on the Oregon Constitution and the constitutional protections of free play pin machines, the ban is illegal. Mr. Thornton has been served with a complaint filed by Mr. Maishon in the Klamath County Circuit Court.

Coin Mechanics Launch Assn.; Election Slated

NEW YORK — The first regular meeting of the Coin Mechanics' Association will be held Tuesday (28) at the law offices of Brown & Bloch, 310-312 Fourth Ave., New York.

The group, which is comprised of free-lance game, music and various other mechanical devices, will elect officers and plan its activities for the year. Acting president is Harry Morris.

All mechanics who service coin machines in New York are eligible for membership. The activities of the group are to enhance the reputation of independent mechanics, to achieve higher standards of work and to discourage and cooperate with other free-lance mechanics, and to encourage and improve conditions.

Last year, the group serviced 8,000 machines in the New York area.

They indicated that they will join the organization, according to Morris.
How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "nominal," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices given here are designed, however, to be a handy guide for price levels which are usually consistent. A price generally depends on the condition of the equipment, age, time location, the territory and other related factors.

For 10-week period ending with Issue of May 12, 1958

MEAN AVERAGE. The mean average is a computation based on all prices which have been advertised for the period and reflects the "average" price level at which the radio was advertised. Therefore, when the mean average is near the "high" or "low" price level the radio is advertised for, it then states the radio is probably "as is" or "distressed."
Mass. Grouses Drop 15-25% "Continued from page 90"

Raber says there has been an epidemic of locations asking for lions and 30 per cent more of them are seeking advancers, says Raber. Robberies from locations where collections money is taken are up nearly 400 per cent, he says. He points out that this is a condition prevalent around Christmas, but that it usually drops off to a marked degree at this time of year.

Raber says conditions have definitely affected both his buying of machines and records. He has tried to increase the number of machines in locations, but finds it isn't financially sound since the traffic just isn't there. The collections have been found by Joe Luconga, of Maverick Amusement Company, East Boston. His route is down over- all with emphasis on liquor spots which have fallen 25 per cent. "People are just not in these locations today," says Luconga. Even with the best selection in the machines he says the locations complain and he feels that buying his machines was a mistake. Only last week on the route is the stable teen-age spot.

Top Luckey, Karel Music Company, Roxbury, finds a highly spotty situation on his route with bars down in some areas by 25 per cent and as much as 50 per cent in industrial areas. Even the teen-age locations show an up and down trend, but most of his restaurants are holding fairly well.

WANTED COIN MACHINE SALESMAN For Springfield Distributors (Wurlitzer), who says the really aggressive operators are doing better than at this time last year. Jones points out that sales have been well in excess of the last year's hit areas such as Springfield and Holyoke, and feels that more

6950 TO BRUSSELS! Our air express and airmail service makes it possible to deliver your orders and invoices from Belgium, Holland and Luxembourg the very same day they are ordered.

WE WANT...
- Loa Bally Bongs
- Sally Bongs (all section)
- Large Pin Shuffle Alleys (all models)

Visit Our Arcades at the 1955 Brussels World's Fair!

WEAR IT "WIRE" CALL TODAY! Carla, INARCOH.

International Scott Crosse Company
2200 S. Charles, Chicago, Ill.

ARCADES

JUKE AND GAMES OPERATORS!

Baltimore, Maryland


Victor Vending Corp.

2701-13 W. Grand Ave.
Chicago 39, Ill.
Edolite Preems

Continued from page 69

Edolite Preems, a stereo record for the trial convention, and two 45 R.P.M. records.

Jadod Edolite, Edolite president, who has worked on the stereo record idea for many months, said the kit will provide juke box mechanisms and operators with the means to experiment with stereo record play, and to gradually convert their machines as more and more recordings are made available by manufacturers.

Edolite will list an initial price of $100.00, but Edelstick said he expected to be able to reduce this price to between $600 and $75 per kit as more are put into production. Edolite showed the convention kit at the MOA convention, and as two external speakers available from the firm, two amplifiers, and a new cartridge-type tape player unit for background music locations, available in stereo or regular play models. (The Bill 1b card, March 19.)

The stereo and background music pieces are known as Cine-Sonic Sound units. Most of the tape selections for the background music unit are imported.

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Edolite Preems

Continued from page 69

Edolite Preems, a stereo record for the trial convention, and two 45 R.P.M. records.

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And a Cordial Invitation from National to all those who didn't attend the show to learn all about this truly amazing money-maker right now.

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Programming

Continued from page 59

not known for sure. The ones who have practiced budgets upward bear watching.

What also seems clear is that the high levels of attendance today is based on the potential of the juke box to add music to every single piece of material at a clip. It is surely the preest the operator to them the chance to be willed from his money for record purchases.

The fact is that there are more hits that he can buy in quantity and far more promising releases that he can even sample may be as responsible for an operator to explore 'non-hit' or standard programming as the fact that he has machines with greater record capacities.

Surely his has both the machines and the amount of fresh shows he can increase record buying and find the potential of this juke box on location if he so chooses. If, instead, he chooses to stick to an arbitrary, he may choose, by default whatever opportunity these new facts may offer.

It seems entirely possible that increasing numbers of operators may have only teeny record locations or certain specialty stops largely with some types of hit material and turn more and more to standards and other non-current hits in the process of trying adult stops.

This could well be the direction of the operators are trying to stick to within a 10 per cent. It seemed, however, that he cannot program for an increasingly Finel tone-patrons in all locations for that amount of money.

There is interesting evidence to suggest that operators are turning more to highly selective programming of the type specified, and operating each location on an individual basis as servicing economies will permit. Some instance of this type programming will be outlined in succeeding issues.

H. L. Tripp, S. C.

Operator, Dead

LAKE CITY, S. C.—H. Lawre

Tripp, 55, amusement game operator here, died May 7. He had made his home here the past eight years.

Tripp owned and operated amusement machines in Florence and Williamsburg counties. He was active in the business and in all phases of community church work.

Sewell is his widow, Mrs. Lila Lucas Tripp, two daughters, and three brothers.

Burial was at Dunn, N. C., where Tripp lived in earlier years.

Deliveries of sugar for U. S. consumption during March totaled 572,000 short tons, raw value, up 37,000 tons or 5.8 per cent from March of 1957. Domestic spot price per 400 pounds, sugar, was 40.00 cents per pound, at New York averaged 6.18 cents per pound for the first 33 days of April.

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It's SIMPLER A-B-C-

... that the old, tattered paper is FAID

abandonment and that the table has been reused and

Goodwill.
"FULL HOUSE" is an apt description of the Terrace Casino Room of the Morrison Hotel the evening of May 8 when the MDA banquet was held.

Baseball Games

Keene's League Leader .......... Write
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Genco Hi-Fly .......... $150
Genco Champion .......... 165
Williams Star Baseball .......... 95
Williams Pennant Baseball .......... 115

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Join Active's

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If you're a fan of Baseball, you can't afford to miss this money-making opportunity!

Special Game of the Month Club Prize!

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For additional information and membership in the "Game of the Month Club," get details on how this FREE offer is yours at zero cost! Thousands of dollars in savings and a lifetime of baseball joy awaits you in the "Game of the Month Club."

Chicago—Cypress Gardens, with its new "drop and shop" feature, was shipped to directors last week by Bally Manufacturing Company. The new feature permits players to shoot two or three balls, then, after gauging its scoring potential, to insert any number of additional balls into the game. The game is designed to be played in the middle of the game and "shop" for higher scores by playing additional rolls to advance scores beyond the usual starting bracket.

When his second-guessing has advanced the scores to his satisfaction, he shoots the remaining balls. Cypress Gardens also has a "next guess magic feature," a carry-over attraction. This comes into play when a ball is shot into the "Ballyhoo," which is husk-lighted, and guarantees a player all four magic squares and magic lines with the first coin player in the next game.

An extra time feature, registered on panels at the right of the score card, gives player five degrees of extra time to press buttons to shift magic squares and magic line. This extra time may be obtained either by coin play to light panels or by shooting to light time extra time moves on playfield.

Magic squares and magic lines are arranged to give maximum score-adjusting flexibility. Other Cypress Gardens features are corner score through lines, in-line, triple deck advancing scores and extra balls.

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AMUSEMENT MACHINES

THE BILLBOARD
MAY 19, 1958

Calif. Op Sets Bowling Spot

Continued from page 76
up a scene of 200 receive candy, 250 lunch, three packages of cigarettes, 250, panda bear, and 375 choice of the above. A belt and a chocolate bar is given out, Oster reports.

Front of the location is flashed with neon, both blinking and set. The word "Bowling" is emblazoned across the front along with "Win a Prize."

Oster has found that the bowling brings a large percentage of repeat business.

Oster installed the games in a location formerly used by the operator of a pool game. His bowling alley is adjacent to the locations of his Scooter ride and golf house. The attractions have been under his direction for the past 12 years. At one time he had a penny arcade operation in this building.

A native of the Midwest, Oster has been in three bowling alleys most of his life. Prior to World War II, he had show attractions. This experience showed him the value of ballyhoo, the kind show folk use to sell attractions. This he is currently out here in the game operation.

Because of the large amount of repeat business, Oster and his associated clerks have come to know many of the players by name and the schedule of their playing. Among those are regular patrons—almost daily—are the officials of Los Angeles Amusement Company, Oster's landlords. On their way to lunch, they stop for a game to while away the hour before a busy person to pick up the noon meal.

by the membership, is not yet in force. According to an AAMONY spokesman, a few details are to be ironed out, but no serious difficulties are expected.

The Cotham coin machine group has been without union affiliation for more than a year. In its last contract was with a local headed by Jim Caggiano. However, Caggiano was entrusted by court order from union activity in the coin machine field, and the contract was not renewed after it expired.

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Prospects Glum

Most of the equipment used in coin-operated locations idle for three seasons of the year. About 10 per cent is used in bowling alleys, American Legion Halls and other stops which are active during fall, winter and spring. The rest move into resort locations for the summer.

Most of the locations which formerly had pinballs will have gum balls or other games this year. Invariably, the operators will place a juke box on these locations. But many marginal locations will no longer be serviced. With a pinball, the operator could come ahead. But he’s unwilling to gamble on the location otherwise.

Some operators will place equipment on marginal locations merely because it’s a case of doing that or letting the machines gather additional dust in storage.

One factor which might work in favor of coin machines this summer is, in the opening of the race track in Monticello. The tower figure to do much better with the race track hand.

Live entertainment abounds in the Catskills, and this will help box play. This year, with most of the major hotels trying to outdo each other, the live entertainment promises to be more abundant than ever.

How much the general business recession will hurt coin machines in Empire State events is hard to figure. The plush hotels report that reservations are coming in at a healthy clip, but that doesn’t mean much to the juke box operator. The man who pays $8 a day at a swank resort doesn’t spend too much of his money in coin machines.

The man the operator must depend on is the vacationist who probably earns between $5,000 and $10,000 a year and who has a few hundred dollars to spend on a two-week vacation in the mountains or at the beach.

Whether these people will be coming to resorts in large numbers as formerly, and whether they’ll be spending at the rate they did last year are questions which won’t be answered until July.

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