Audience Industr y's Leading Newsweekly

APRIL 6, 1959

50 CENTS

Stereo Singles? No Firm Policy, Disk Firms Say

Diskeries Play It By Ear Until Steady Stereo Demand Is Shown by Juke Ops

By BEN GHEVATT and JUNE BUNDY

NEW YORK — A considerable latitude of views is evident among record manufacturers as to the future of stereo in juke boxes. The breadth of the outlooks on the part of a number of companies is reflected in the amount of material of a declarative nature being made available to juke operators.

As early as last fall, at least one company, RCA Victor, came out with a number of stereo EP's, price and sales literature had even been announced. Toward the end of 1958, two other firms, MGM and Jubilee, both announced release of stereo singles in modest quantities.

Stereo From LP's

Since that time, activity has been somewhat sporadic with RCA Victor, MGM and Roulette showing the most interest in the infant market. Only recently has a considerable flurry of activity over the prospects of juke stereo, Roulette, like Victor, has focused its attention on singles covering stereo LP output.

The label has 10 available now, taken from albums by Jimmy Rodgers, Count Basie, Tyree Glenn, Joe Williams and others, with results reported as "very successful."

Disks Must Think Stereo

NEW YORK — It's going to be difficult to come up with winning stereo singles until producers start thinking in terms of stereo, according to disk observers here. Right now, they say, monophonic product is the main consideration. It happens to be come out well in stereo, that's just an added advantage.

"It's like an American who goes to France for the first time," one exec remarked. "He may pick up a few French words but he's still thinking in terms of English and translating word for word, he really can get along. When disk people think stereo automatically, they'll have a good stereo product and they'll have the tracks to turn out a good monophonic record as well."

On the basis of this success, the label will introduce 10 more of a similar nature at the MCA Convention. Roulette is featuring a special incentive plan for distributors to obtain additional juke coverage. A spokesman for the label added that operators are now asking for singles versus singles that are definitely moving out. This requirement will be met, it was stated.

Victor has already made EP's and the label has a number of stereo LP's. This has been very evident. The label also is considering diversification into the market. The label has released Conway Twoby's, "I'm a Mandaline in the Moonlight," and will also release stereo versions of an upcoming single by Louis Armstrong as well as the first single produced by Hugo Leicht, which is from the Chips Holiday in "Young Ideas."

Victor exec, Ray Clary, pointed out that problem is in coming up with stereo singles. "Not all singles rate artistically are good stereo records," Clary said. "When you are after a certain sound or artistic quality in an effort to make a hit single, it may be exactly the wrong set.

"Continued on page 17"

NEWS OF THE WEEK

DOUGHNUTS FOR RUSSKY'S; LD ON JAZZ, R.R.

By MILDRED HALL

WASHINGTON — All lit performances by visiting jazz in week and roll or country music may be the only way these particularly American arts can hope to get a foothold in Russia at the American exhibition in Moscow this summer.

The only performing arts to be included will be along the lines of symphony and opera, but the exhibit will give a balance with the Russian counterparts exhibiting in the New York Coliseum. Negotiations are now under way at National Department for the American performances. American performers will have to be cut to a schedule across Moscow theater. An original plan for an outdoor theater at the U. S. Exhibit, in Sokolniki Park was dropped because of unavailability of prospective rain-rain.

In an industry survey week (2), Harold C. McClellan, director of the American National Exhibitions in Moscow, said the exhibit was intended to give a complete picture of American life, unbiased, with no reference either to political, military or other controversial matters, and with no taste of propaganda. Among possible controversial matters, he would name "some approach of rock and roll would not be suitable."

State Department spokesmen say they would have liked more American talent, but that U. S. is unable to agree with the Soviet idea in this respect. (Continued on page 17)

New Plans for Record Stores

Dealers Clubs and Credit Cards

Irving Stoller, sponsor of the Recordex exhibition to be staged in Chicago next fall, is planning a dealers record club, credit card plan for records and no equipment, and party plan selling ideas for dealers on a national basis.

ASCAP's Jack Yellow Notes

Jack Yellow, chairman of ASCAP executive committee, calls for progressive thinking at Society's membership meeting. Observers see more business cards, spurred by upcoming Consent Decree and a changing scene.

Four Firms Now Pushing Stereo Via Bonus Disks

The pattern of stereo dollar sales, started by RCA Victor, is followed by Mercury and Jubilee, added up another company that also when Carlton Records offered a stereo disk for a penny for each stereo LP purchased at list.

45's, Better

Mitch Huddles With Ira Lieber-Stoller Duo

Mitch Miller has been talking with songwriting partners of his, Jerry Lieber and Mike Stoller and there was a possibility that the rock and roll duo might wax five-free singles for Columbia in the near future.

Price of Each Stereo LP purchased at list.

More Juke Ops Vending Cigs

Chicago — More and more juke box operators are getting into cigarette vending, according to The Billboard's Annual Juke Box Operators Poll during the past three years.

The 1959 Poll indicates that nearly one out of three music operators were experimenting with vending machines last year, the third consecutive year in which the percentage of juke box operators with cigarette units has increased.

According to the Poll, 20.9 per cent of music operators were in 1958, 25 per cent of 1957, and 31 per cent last year.
Own Club Seen Dealers' Key To Block Disk Club, Racks

Recordrama Impresario Blueprints 3-Way Combat Plan for Outlets

By BEN CREVATT

NEW YORK — A dealer rec- cord club, to be operated thru fran-chised stores across the nation, is planned by buying records and equipment thru dealers on a national credit card plan, and party-selling are three specific projects which the present disk and rack jobbers, in the view of Irving Stolar, Stolar is the organizer of a big public disk ex- position to be staged next November at Chicago's North Pier, under the name, Recordrama (the Bill- board, March 23). Each project will be closely tied in with the Recordrama venture.

Stolar, who was here this week discussing his ideas with partici-pation of numerous record company man-agers, has already brainstormed the dealer club plan, and received a favorable response from independent area retailers. Under the plan, Stolar organization would furnish the materials and equipment to dealers; dealers would be furnished with all necessary pamphlets, catalogs, mailing pieces, etc., necessary to carry on their own club operations.

A possibility, according to Stolar, is to go out buying from distributors on behalf of the dealers in the club plan. This would enable dealers to get the benefit of quantity dis-counts now available in large chain and discount houses, which no one, individually, could hope to obtain.

The plan would involve bound disks and many special merchandising gimmicks. Two main advan-tages were foreseen — the dealer to the disks minus 42 per cent of the retail price for each disk, and that customers would have to come into the store to get their records.

Credit Card Idea

Tied directly in with the club idea is the concept of the credit card idea. Credit cards could be used in buying merchandise ordered by the dealers thru their clubs. Roughly, the plan would work as follows: the distributor would call upon the local dealer on the phone and order the record or record for whatever amount he desires, and the Stolar organization would handle the rest.

He gives his credit card number, which is expected to sell in such a way as to be readily identifiable as legitimate by the dealer. The
dealer then fills the order of the local disk dealer, and takes care of the mechanics thru the local accounting headquarters operated by the Stolar firm. The latter then comes back to the Stolar firm, and returns the disk to the dealer minus a four per cent per store service charge. Dealer payments would be made to Stolar every 30 days.

Stolar pointed out several ad- vantages of the credit card plan.

First, it enables the customer with limited cash to buy more records and pay later. Second, buying can be done by phone. This customer can use his credit card and getting credit gift for giving this. The point is three in Stolar's plan a record is sent on consignment as gift items with the slogan, "Say it better with music." Gift envelopes are also in the works for dealers, one of which will carry this slogan.

The party-selling plan idea, also (Continued on page 12).

Penman Buys Tobs Interest

BROOKLYN — Tobs Rec-ords (Precision Radiation Instruments, Inc.) last week confirmed that Robert Penman resigned from "substantial interest in the firm.

Penman, the third largest stockholder and Carl Dusab, his proxy, still retain their interest in the company.

It was also learned that Sam Dusab, president, has sold his 30 per cent interest (outside with Dusab) of the firm, sold his holding of approximately 1,000,000 shares, for an undisclosed sum. The possibility appears that Penman and Dusab will buy out the interest of Robert Penman for an undisclosed sum to be invested by the firm's board.

Dusab was the former owner of the B-B Pen Company and the past 33 years has specialized in chain store merchandising. He will be in charge of the firm's sales and merchandising. This is his first venture in the disk bit club. Dusab's entry into the firm is the culmination of six months of negotiations. At first, B-B bought a syndicate which priced the firm at $1,500,000 and Dusab declined and agreed to sell.

Mitch Mulls Slot For Lieber-Stoller

R.R. Kings to Make Free-Lance Singles for Col, If Talks Sell

NEW YORK — In what might possibly be called the most unex- pected move of the first quarter of 1958, Mitch Miller, Columbia Art- ist, is negotiating with the songwriting and recording teams of Jerry Lieber and Mike Stoller to record a selection of singles for Columbia Records over the next 12 months. If the deal goes thru, the Lieber-Stoller songwriters will continue to write for the biggest names in the music business, but will use their own material.

They will possibly record their own talent and some of the talent of the label as well. The deal is not a contract arrangement, but a fre- lease deal in which the pair will record in one or two A&R sessions as they are now called at Atlantic Records where they record many of their hits as well as artists on the Atlantic and A&M labels.

Hottest R&R Team

What is remarkable about the Miller-Lieber-Stoller negotiations is the fact that Mitch Miller is in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- volved in the most commercially successful recording manufac-turing company in the business, and in- involv
Suzuki Disks To Get Big Victor Push

NEW YORK — RCA Victor is kicking off a big Pat Suzuki promotion, with a co-operating tie-in on the AM band, to bring in sales of its "Lark" automobile, it was announced by Bill Alexander, Victor advertising manager.

The promotion will continue through May 10, when the radio will drive back up two of the vocalists' albums, "The Mary Sojourner" and "Paul" Pat Suzuki's Broadway '59," to distribute a giant poster advertising the contest from the album. These were the albums that brought in the demonstration drive in the "Lark." Diskly place national magazine advertising, and the Pat Suzuki Steve Allen show April 12 and radio spot for the show.

Available for dealer use will also promote the 43 EP on TV spots.

Big Names for Cap's Stereo EP Salvo

HOLLYWOOD — Capitol Records will bring up its mightiest and strongest name casts to endorse their radio salve in the stereo EP field. To herald its initial two-channel EP record, "How to Build a Stereo," the following will be the names:


Atco Re-Links the Coasters

NEW YORK — The Coasters, currently riding high with "Charlie Brown," will be released throughout the world, but the money will be released in Britain, Canada, Australia and Japan. In Britain, it's reported, the new single will be backed by the "Who's always thinkin' spade," "Charlie Brown," or the subtitle line, "Who's always having fun." It was inserted into the disc.

Epic Stereo Sampler $2.98

NEW YORK — Epic Record is releasing a special $2.98 stereo sampler, "Epic Stereo 10," to test the waters. It will contain sides from many of the label's recent stereo albums, and other Wax-On Wax-Offs will be by Roy Hamilton, Smokey Smith, The Drifters, The Ink Spots, Fatman, The Statler Chat and others. And one band will contain speaker resonance effects, and each track will include a photo of their stereo recording equipment. In addition, the second sampler will be a four-page booklet, explaining the why's and where's of stereo recording and playback equipment.

ASCAP Meeting Cues New Era for Music Business

Yellen Calls for Progressive Thinking, Added Revenues

By PAUL ACKERMAN

NEW YORK — Despite the relatively quiet tenor of the speeches at the annual ASCAP meeting, Yullen stated that the Society was on the threshold of a new era. This was most apparent in the remarks of Jack Yellen, president, who detailed the imminent opportunities for the Society, and demanded that ASCAP engaged in progressive thinking. Yellen noted that the early pioneers of the music business had not need to consider the code of the Framers or the Code of the Nation, in order to be free from periodic investigations by the Department of Justice; that in addition to changes from within, there would be those from without.

This new era would include an educational job in order that the Federal government and the music industry might become more conscious of the nature of the work they do. The new era would also mean that the songs are no way similar to such products as automobiles, pieces of stock or property.

"When that day comes," said Yellen, "the music business will adapt itself by getting more than a patronage system. It has been the music business, that if this were not done, individual shoppers would not receive increased thinner slices of the distribution pie. Currently $35 million is divided among more than 3,000 members, and the membership is reduced further.

The need for progressive thinking, the type outlined by Yellen, has been troubling many publishers and writers, who areester to the problem as clearly as the chairman of ASCAP's National Council of Publishers and Writers, however, have indicated that interest over much matters as the nature of this form of copyright ownership to be given away, gratis certain symphonies and orchestral rights, as in recent cases involving videotape. It may not be the case of virtually every year, but what has it taken the music business to get a reaction at last? Certain of these problems, of course, do not concern ASCAP directly, as the nature of granting gratis videotape rights to video distributors may be a cause for discussion with studio executives.

Merc Ships First $1.25 Stereo EP's

CHICAGO — Mercury Records is shipping its first record, "The Mercury Sessions," at $1.25, which the label is said to be in response to a growing consumer demand for higher-priced discs. The label package includes two singles each by David Carroll and Thaddeous Chen and Richard Hayman. Carl Stevens, Bobby Breen and Joe Marnier.

Monitor Skeds 7 New Albums

NEW YORK — Monitor Records has added seven new albums for release. "The LP" includes the week's lone at the conclusion of an encore delivered by Jack Yellen who was the ASCAP president in 20:

ASCAP LAUDS CUNNINGHAM

NEW YORK — ASCAP President Paul Cunningham, whose term of office expires April 30, received several standing ovations during the Society's membership meeting at which week he was at the conclusion of an encore delivered by Jack Yellen who was the ASCAP president in 20:

ASAP CUNNINGHAM

NEW YORK — ASCAP President Paul Cunningham, whose term of office expires April 30, received several standing ovations during the Society's membership meeting at which week he was at the conclusion of an encore delivered by Jack Yellen who was the ASCAP president in 20:

ASAP CUNNINGHAM

NEW YORK — ASCAP President Paul Cunningham, whose term of office expires April 30, received several standing ovations during the Society's membership meeting at which week he was at the conclusion of an encore delivered by Jack Yellen who was the ASCAP president in 20:
CHICAGO—A 10-year-old reg- ulation at AMF Local 10, limiting two-handed playing Chicago to a five- down period, shows no sign of cracking. 

Nitet owners have chided the AMF Local over the past six months, but will not take away another city, because they are pressed to keep the city running. The six-handed, double-handed talent tabs that ops in other cities figure is six or seven nights to receive a tab. Last December, James C. Perriello, has never given his operators to the experts in the business of employers. 

The new development, in fact, is a new 10-year-old a bet, a decision by the London Borough of Marienthal, to invoke an old money wages and an old money. 

The old and incidentally little-known—regulation provides that a musical attraction can be booked as an "act," permitting seven-night plays, provided an additional bill is booked as a house band for five nights plus a second bill for at least two nights. 

The Marienthal's have signed the complete Grand Trio and got it recognized by the name of a house band, with the Eddie Higgins, Frank Chaffin and Joe Sullivan and the Gene Shelly Trio, the Teddy Wilson and Bobby Hackett units, the Martin Damiano and the Jack Jeffries quintets, the first wave acts keyed by the George S. Turner and some units, said Oscar Marienthal, who is in charge. 

One wrinkle of the regulation is that a contract for an "act" must agree to provide an additional performance per night, instead of a grueling policy of seven nights or no show for five. 

April release consists of 13 packages of which eight are stereo versions of earlier released albums, one is boxed in stereo and 10 in mono and 10 in stereo versions, and four are being released only in stereo versions. 


The stereo release of the latter is notably noteworthy as the title role in Chicago, where he was first released in the U. S. approximately five years ago under the title, "The Great Outdoor." 

LP package features Steve S. Kiesiewski and the popular he twelve. 

Philadelphia conductor the Philharmonic Orchestra, inasmuch as there is a marked increase in the number of large modern tape experiment it is not being re-issued under Angel's "Great Recordings of the Century" banner. 

The LP includes a newly prepared illustrated German-English libretto.

STEREO SELLS TAXI RIDES

TORONTO Music fans have seen the Taxie-

ners on their way to the second hit parade tunes, the drivers of the city's official taxi service turning up in their special sets in parks. 

Three using the gimmick saw the opportunity to use their cabs, and eight passengers during the concert time. 

A new star, "Hold the Door," a cover of "You're a Great Star," is all they could do in the cab. 

Another major jazz impresario, Frank Holzfelder, owner of the Blue Note, said the latest regul- 

100 TWEEDLE DUM OF UNOFFICIAL WALL STREET 

WASHINGTON—A 10-year-old reg- 

ulation at AMF Local 10, limiting two- 

handed playing Chicago to a five-

down period, shows no sign of cracking. 

Nitet owners have chided the AMF Local over the past six months, but will not take away another city, because they are pressed to keep the city running. The six-handed, double-handed talent tabs that ops in other cities figure is six or seven nights to receive a tab. Last December, James C. Perriello, has never given his operators to the experts in the business of employers. 

The new development, in fact, is a new 10-year-old a bet, a decision by the London Borough of Marienthal, to invoke an old money wages and an old money. 

The old and incidentally little-known—regulation provides that a musical attraction can be booked as an "act," permitting seven-night plays, provided an additional bill is booked as a house band for five nights plus a second bill for at least two nights. 

The Marienthal's have signed the complete Grand Trio and got it recognized by the name of a house band, with the Eddie Higgins, Frank Chaffin and Joe Sullivan and the Gene Shelly Trio, the Teddy Wilson and Bobby Hackett units, the Martin Damiano and the Jack Jeffries quintets, the first wave acts keyed by the George S. Turner and some units, said Oscar Marienthal, who is in charge. 

One wrinkle of the regulation is that a contract for an "act" must agree to provide an additional performance per night, instead of a grueling policy of seven nights or no show for five. 

April release consists of 13 packages of which eight are stereo versions of earlier released albums, one is boxed in stereo and 10 in mono and 10 in stereo versions, and four are being released only in stereo versions. 


The stereo release of the latter is notably noteworthy as the title role in Chicago, where he was first released in the U. S. approximately five years ago under the title, "The Great Outdoor." 

LP package features Steve S. Kiesiewski and the popular he twelve. 

Philadelphia conductor the Philharmonic Orchestra, inasmuch as there is a marked increase in the number of large modern tape experiment it is not being re-issued under Angel's "Great Recordings of the Century" banner. 

The LP includes a newly prepared illustrated German-English libretto.

STEREO SELLS TAXI RIDES

TORONTO Music fans have seen the Taxie-

ners on their way to the second hit parade tunes, the drivers of the city's official taxi service turning up in their special sets in parks. 

Three using the gimmick saw the opportunity to use their cabs, and eight passengers during the concert time. 

A new star, "Hold the Door," a cover of "You're a Great Star," is all they could do in the cab. 

Another major jazz impresario, Frank Holzfelder, owner of the Blue Note, said the latest regul- 

100 TWEEDLE DUM OF UNOFFICIAL WALL STREET 

WASHINGTON—A 10-year-old reg- 

ulation at AMF Local 10, limiting two- 

handed playing Chicago to a five-

down period, shows no sign of cracking. 

Nitet owners have chided the AMF Local over the past six months, but will not take away another city, because they are pressed to keep the city running. The six-handed, double-handed talent tabs that ops in other cities figure is six or seven nights to receive a tab. Last December, James C. Perriello, has never given his operators to the experts in the business of employers. 

The new development, in fact, is a new 10-year-old a bet, a decision by the London Borough of Marienthal, to invoke an old money wages and an old money. 

The old and incidentally little-known—regulation provides that a musical attraction can be booked as an "act," permitting seven-night plays, provided an additional bill is booked as a house band for five nights plus a second bill for at least two nights. 

The Marienthal's have signed the complete Grand Trio and got it recognized by the name of a house band, with the Eddie Higgins, Frank Chaffin and Joe Sullivan and the Gene Shelly Trio, the Teddy Wilson and Bobby Hackett units, the Martin Damiano and the Jack Jeffries quintets, the first wave acts keyed by the George S. Turner and some units, said Oscar Marienthal, who is in charge. 

One wrinkle of the regulation is that a contract for an "act" must agree to provide an additional performance per night, instead of a grueling policy of seven nights or no show for five. 

April release consists of 13 packages of which eight are stereo versions of earlier released albums, one is boxed in stereo and 10 in mono and 10 in stereo versions, and four are being released only in stereo versions. 


The stereo release of the latter is notably noteworthy as the title role in Chicago, where he was first released in the U. S. approximately five years ago under the title, "The Great Outdoor." 

LP package features Steve S. Kiesiewski and the popular he twelve. 

Philadelphia conductor the Philharmonic Orchestra, inasmuch as there is a marked increase in the number of large modern tape experiment it is not being re-issued under Angel's "Great Recordings of the Century" banner. 

The LP includes a newly prepared illustrated German-English libretto.

STEREO SELLS TAXI RIDES

TORONTO Music fans have seen the Taxie-

ners on their way to the second hit parade tunes, the drivers of the city's official taxi service turning up in their special sets in parks. 

Three using the gimmick saw the opportunity to use their cabs, and eight passengers during the concert time. 

A new star, "Hold the Door," a cover of "You're a Great Star," is all they could do in the cab. 

Another major jazz impresario, Frank Holzfelder, owner of the Blue Note, said the latest regul-
NOMINATED FOR BEST RHYTHM & BLUES PERFORMANCE N.A.R.A.S. AWARD

BELAFONTE SINGS THE BLUES

A Fool for You • Losing Hand
One for My Baby • In the Evenin’ Mama
Hallelujah I Love Her So • The Way That I Feel
Cotton Fields • God Bless the Child
Mary Ann • Sinner’s Prayer • Fare Thee Well

EXECUTIVE PRODUCER:
PHIL STEIN

EXCLUSIVELY:
RCA VICTOR

PUBLIC RELATIONS:
MIKE MERRICK ASSOC.
GLOBAL JOKES: U. S. derelicts are spreading out these days on a large scale, with no indication that the trend will abate. Last week's mail brought letters from spookers in Alaska, Germany and Okinawa.

ALASKA: FBC Allan II, Simpson (Al Hart) writes: "I recently visited Fort Greely, Alaska. Having been a derelict with WEUC, Alaska, in civilian life, upon entering the Army in May 1944, I became a derelict for the first time. On July 1st Fort Greely on AFBS station WNLX. Our station, the small, has a good sound, serving over 6,000 troops and their families. But our big problem is records. The Armed Forces sends us only some of the Top 10, but by the time they get here they have been sold in the states and then to Europe. We have been pooling our resources for the purpose of buying the 'hit' songs ourselves. The station, about 100 miles away, but this has become very expensive... If the distributors would put us on their free copy list it would solve our problem. We are planning and make a lot of G.I. happy by bringing Fort Greely up to date militarily.

GERMANY: From Germany, Bud Shurman, formerly with WNLX, Metuchen, N. J., writes: "We're now operating with American Forces Network, Munich, Germany, writes that he has been associated with the AFN for about 6 months and that his main purpose with UAFM is to find American songs for publication and distribution in Germany."

OKINAWA: Don Hofmann writes: "I left KAKE, Witchita, Kan., with my hands full. I was married since 1951, to come over to Okinawa again. I was with AFBS here New York night shift. I left with KSWB in the States and then back to the English language commercial station in this part of the world — in the promotion field, but I also handle two daily recorded shows. One on the weekdays and one on the weekends. Okinawa is a fabulous, beautiful island with a sub-tropical climate, and a very large American presence. I was there for the last two months to the extremetourscape theaters, big department stores, dark, smokefilled clubs. This is a great place to be, with white beaches, blue water, palm trees and beautiful dark-haired native girls. Sound like a ball? It really is. We love it here.

GAB BAG: Larry Monroe, KHIO, McAllen, Tex., writes: "I'm interested in customizing and plan to start my own comic strip within the next year. I hope to create some interest in the name by centering my strip on the disc jockey. It will be a daily affair. Now what we need are comments and ideas from different disc jockeys."

Dick Biondi, WKBV, Buffalo, comments: "Maybe it's because we're beginning to mature a little more, but I've realized that the rule of derelicts only applies in protest of form or lists programming is doing more to hurt rather than help the cause of bringing back the personnel desired... Chicago's WLS with Boz is a group that can live within the formula or list and make it sound not only happy and interesting but also get the credit they all certainly deserve."

ALL IS FORGIVEN: No longer is this reporter barred from The Roundtable, the virile magazine that has given the derelict such a great number of out the paper when they are off duty. The Roundtable has been published in New York this week. His "Symphony of Changes" will be presented in New York. He will side with a Moscow Piano Concert and will conduct from the piano on a panel discussion...

Continued on page 8}

**MUSIC AS WRITTEN**

**BUSSO PARTY FOR NEW SYMPHONY**

**By Bob Rollontz**

Lady Elaine Johnson, the 21-year-old host of a box-hitting show of Bill Russo last week for his second symphony "The Sphinx" which will be performed by the New Philharmonic April 16, 17, 18 and 19. It will also be broadcast over CBS Radio Saturday afternoon, April 18. Russo, of course, is the same Bill Russo of jazz fame although many of the greats from the 1920's and 1930's have been heard. But, as it was found, no, not the University but on 50-60 jazz, as well. The concert was held on a stage where music has been heard. At the moment that greatest desire in the country."

**SONNY ROLLS JOINS BMI**

Tony Mecca, Sonny Rolloz became a BMI writer last week. The young man is a member of the staff of the BMI and works for many of the American song writers that have been heard. Sonny Rolloz was invited to attend the BMI Cockers party held on Tuesday night (3). It was a big party.

**New York**

Trade Adamsopped at the Riviera in Las Vegas on April 13 for four weeks... Tiss Robin opens a three-month cabaret starting this week at the Cock Club in Houston... Jerry Jerosev is visiting friends for the week... Rolf補充 said his new show, "The Whoopee Cha Cha..."... Louis Fox will display his talents as a comedian... Freddy Martin has been in New York this week and made two radio appearances... The New Philharmonic this week. His "Symphony of Changes" will be presented in New York. He will side with a Moscow Piano Concert and will conduct from the piano on a panel discussion... (Continued on page 8)

**YESTERDAY'S TOPS—**

**The nation's top tunes on records**

**APRIL 2, 1949**

1. *Crossing Down the River* (Columbia)
2. *Far Away Places* (Decca)
3. *Red Roses for a Blue Lady* (Columbia)
4. *Canyon Grey* (Decca)
5. *Powder Your Face with Sunshine* (Person)
6. *Sunflower* (Columbia)
7. *Forever and Ever* (Vocals)
8. *Carefree Hands* (Alma)
9. *So Tired* (Okeh)
10. *I've Got My Love to Keep Me Warm* (Decca)

**ARTISTS' BIOGRAPHIES FOR JOCKEY PROGRAMMING**

**By HOWARD COOK**

**NEW YORK:** Ralph Buckmiller, branch manager of Coral Rec- eeds, Inc., reports heavy action on the following discs: "That's Why I Love You," by Debbie Reynolds on Coral and "Goodnight Irene" by Buddy Holly on Coral. Strong sales continue on "Lonely Troubadours" by Jackie Wilson and "This Is My Affair" by Brook Benton on Mercury. "Sea Cruise" by Franki Perdue and "Who's Sorry Now?" by "Yank" are also doing well.

**GERMANY:** Billie Holiday is on Coral and "Goodnight Irene" by Buddy Holly on Coral. Strong sales continue on "Lonely Troubadours" by Jackie Wilson and "This Is My Affair" by Brook Benton on Mercury. "Sea Cruise" by Franki Perdue and "Who's Sorry Now?" by "Yank" are also doing well.

**REVIEWLET:** L:-Stan Lewis of Stan's Record Store stands in his top platter "It's My Turn To Cry," by Brook Benton on Mercury. "Sea Cruise" by Franki Perdue and "Who's Sorry Now?" by "Yank" are also doing well.

**By the McKinzie Sisters and "Nina" by Billy Williams on Coral. Top LP's are Billie Holiday's "Lonely Troubadours" and Jackie Wilson's "Themes From Horror Movies" and "Hollywood Song" by Neil Hefti.

**SINCE FISHERMAN**-New Field of Field Music Sales predicts that the work of Jackie Wilson, who is in the top platter "I'm Not Lonesome For You" is likely to be hot. The same holds true for "Meet Him No" by Dean & Mary on Bellays.

**MEMPHIS:** P. Greenhill, director of publicity of Lee Consolidated Enterprises states that there is "a way" by the Four Flickers in a hot list. There have been several offers to purchase the "Meet Him No" by Dean & Mary on Bellays.

**PHILADELPHIA:** Paul Knowles, manager of the RCA Victor Records division of Raymond Rosen & Company sends word that "I Go Ape" by Neil Sedaka is big. The artist was in Philadelphia last time and "I'm Not Lonesome For You" by Dean & Mary on Bellays for a week and the song is "I Go Ape." The RCA Victor Single "I'm Not Lonesome For You" by Dean & Mary on Bellays is "The Big Hit." There is a "Way" by the Four Flickers in a hot list. There have been several offers to purchase the "Meet Him No" by Dean & Mary on Bellays.

**BOSTON**—Carl Rinaldi announces that his "Camel" is hot with "I Don't Have You" by the Skylarks. Top Imperial disc "Be My Baby" by the Angels is doing well.

**CINCINNATI**—Ted Kemkel of Kemkel writes that "Camel" is hot with "I Don't Have You" by the Skylarks. Top Imperial disc "Be My Baby" by the Angels is doing well.

**MEMPHIS:** P. Greenhill, director of publicity of Lee Consolidated Enterprises states that there is "a way" by the Four Flickers in a hot list. There have been several offers to purchase the "Meet Him No" by Dean & Mary on Bellays.

**NEW ORLEANS:** Bob Heffer of Chipp Distributors writes that Chip's hottest items are "The Happy Organ" by Dave (Baby) Coles on Columbia... "Goodbye" by Kathy Linden on Fel- der and "Happy Old Soul" by the Downbeats on Coral... In albums Stereo Fidelity continues to sell the "Soul of Spain" by the Rev. Dr. Felt... "Take Me Home" by Count Basie and Joe, William's latest J.P.

**BOSTON**—Carl Rinaldi announces that his "Camel" is hot with "I Don't Have You" by the Skylarks. Top Imperial disc "Be My Baby" by the Angels is doing well.

**MEMPHIS:** P. Greenhill, director of publicity of Lee Consolidated Enterprises states that there is "a way" by the Four Flickers in a hot list. There have been several offers to purchase the "Meet Him No" by Dean & Mary on Bellays.

**KANSAS CITY**—Bob Heffer of Chipp Distributors writes that Chip's hottest items are "The Happy Organ" by Dave (Baby) Coles on Columbia... "Goodbye" by Kathy Linden on Fel- der and "Happy Old Soul" by the Downbeats on Coral... In albums Stereo Fidelity continues to sell the "Soul of Spain" by the Rev. Dr. Felt... "Take Me Home" by Count Basie and Joe, William's latest J.P.

**BOSTON**—Carl Rinaldi announces that his "Camel" is hot with "I Don't Have You" by the Skylarks. Top Imperial disc "Be My Baby" by the Angels is doing well.

**MEMPHIS:** P. Greenhill, director of publicity of Lee Consolidated Enterprises states that there is "a way" by the Four Flickers in a hot list. There have been several offers to purchase the "Meet Him No" by Dean & Mary on Bellays.

**NEW ORLEANS:** Bob Heffer of Chipp Distributors writes that Chip's hottest items are "The Happy Organ" by Dave (Baby) Coles on Columbia... "Goodbye" by Kathy Linden on Fel- der and "Happy Old Soul" by the Downbeats on Coral... In albums Stereo Fidelity continues to sell the "Soul of Spain" by the Rev. Dr. Felt... "Take Me Home" by Count Basie and Joe, William's latest J.P.

**BOSTON**—Carl Rinaldi announces that his "Camel" is hot with "I Don't Have You" by the Skylarks. Top Imperial disc "Be My Baby" by the Angels is doing well.

**MEMPHIS:** P. Greenhill, director of publicity of Lee Consolidated Enterprises states that there is "a way" by the Four Flickers in a hot list. There have been several offers to purchase the "Meet Him No" by Dean & Mary on Bellays.
GRATEFULLY ACKNOWLEDGES THE
ENTHUSIASTIC ACCLAM OF THE
NATIONAL ACADEMY OF RECORDING
ARTS & SCIENCES FOR NOMINATIONS
IN 26 OF THE 28 AWARD CATEGORIES
FOR THE YEAR 1958

LAURINDO ALMEIDA: Duets with a Spanish Guitar; "Best Instrumental Record Class";

RAY ANTHONY: Peter Gunn; "Best Performance by a Dance Band";

NAT "KING" COLE: Looking Back; "Best Rhythm & Blues Performance";

FOUR FRESNEN: Four Freshmen in Person; "Best Jazz Performance Group";

STAN FREMBR: The Best of Stan Freberg Shows; "Best Comedy Performance";

KITTY SIEBNER: Imagination; "Best Performance by a Vocal Group or Chorus";

PERRY LEE: Fingers; "Record of the Year";

BILLY MAY: "Best Performance by an Orchestra";

MARSH GRANDJAND: Music for the Horse; "Best Classical Performance—Instrumental (Other than Concerto-scale Accompaniment)";

NATHAN MILSTEIN: Beethoven Concerto #9 and #7; "Best Classical Performance—Instrumental (Other than Concerto-scale Accompaniment)";

HOLLYWOOD STRING QUARTET: Beethoven String Quartet #13; "Best Classical Performance—Chamber Music";

JOHNN JONES: Rainbow, Burgles and Beads; "Best Performance by a Dance Band";

LEWIS PRIMA-KEELY SMITH: That Old Black Magic; "Best Performance by a Vocal Group or Chorus";

GEORGE SHEARING: Burnished Brass; "Best Performance by an Orchestra";

NAT "KING" COLE: Lookin' Back; "Best Rhythm & Blues Performance";

PERRY LEE: Fingers; "Record of the Year";

BILLY MAY: "Best Performance by an Orchestra";

MARSH GRANDJAND: Music for the Horse; "Best Classical Performance—Instrumental (Other than Concerto-scale Accompaniment)";

NATHAN MILSTEIN: Beethoven Concerto #9 and #7; "Best Classical Performance—Instrumental (Other than Concerto-scale Accompaniment)";

HOLLYWOOD STRING QUARTET: Beethoven String Quartet #13; "Best Classical Performance—Chamber Music";

JOHNN JONES: Rainbow, Burgles and Beads; "Best Performance by a Dance Band";

LEONARD PENNARD: Rachmaninoff; Piano concerto in a theme by Paganini; "Best Classical Performance—Instrumental (Other than Concerto-scale Accompaniment)";

BOB WAGNER CORDRA: Vicarage; "Best Classical Performance—Opera or Choral"
**CAPAC Loses Juke Battle**

**TORONTO** - A 10-year battle to tax "coin-operated devices"—juke boxes—has been lost by Composers, Authors and Publishers Association of Canada, Ltd. CAPAC last year appealed to the Supreme Court of Canada in a suit against Empire Theatres, Ltd., Capitol Theatres, Ltd., Warner Bros., Ltd., Warner Music, Ltd., and Today, Vol. Ltd., Wiener distributors and partners in a Toronto restaurant, Superior Tea Room.

CAPAC charged an infringement of its copyright. The decision means CAPAC will lose an estimated $100,000 a year and therefore, exemption from payment of Copyright fees.

The present suit was to decide whether it is copyrightable in one room and loudspeakers in another room was a phonograph. The Supreme Court decision will be a phonograph is still a gramophone and therefore exempt from payment of Copyright fees.

It was ruled in 1947 in the same lawsuit that there was a phonograph and therefore exempt from payment of Copyright fees. This principle that juke boxes were not phonographs. Under the Copyright law of the U.K., juke boxes are exempt from paying performance fees.

The statutes tend back to the present day, when institutions using phonographs were exempted from paying performance fees.

The units are leaseable in England and continental European.

The Supreme Court of Canada has no effect on commercial phonographs. The defeat may make the MAO scene in Chicago,... Owen and Berry Good, clefters of 'Want to wear a face,' have started America records, out of Detroit.

**Victor Push On Pop LP's**

**NEW YORK** — A strong ad and promotion drive is being kicked off to support RCA Victor's recent pop all-release. The product includes the 'Annie Brothers Sing Famous Hits of Famous Halls,' performed in Spain. "Sadie's 'Love Is a Swingin' Word,'" the "Saxophonist of the Air," and "Flying," and Beverly Sine's "A Song for Arthur." RCA Victor and French's Muzard have lined up a special campaign for the 'Annie Brothers' package, including national radio, TV spots, tie-ins, window tests, etc. Dance studios will be emphasized in the promotion help and write-ups. All RCA salesmen will also get national mail piece treatment, at sale and jobber promotion. The Rum and Music packages are also scheduled for full promotional treatment.

**Wallichs' Third Disk Outlet**

**Continued from page 3**

store includes the basement and movie theater in the building, a service department and phonograph and television equipment in the basement. The store is on 14th Street between Union and Madison as the main line as in his new store.

Schirwin's will remain to operate a complete disk store in the basement of the former building. Schirwin's department store includes a complete phonograph and television department.

**Mc不行 City Downtown**

Mc不行 City Downtown will stay open on a seven day per week schedule. The store has been closed for a few years that becoming the first major retail phonograph store in the area in the Downtown Los Angeles shopping district. Unlike the Hollywood store, Downtown store will be open until 9 p.m. on Sunday.

Mc不行 City Downtown will stay open on a seven day per week schedule. The store has been closed for few years that becoming the first major retail phonograph store in the area in the Downtown Los Angeles shopping district. Unlike the Hollywood store, Downtown store will be open until 9 p.m. on Sunday.
ESQUIVEL
(ES-KEY-VEL)

NOMINATED
By the National Academy of Recording
Arts and Sciences Awards committee for

BEST PERFORMANCE
BY AN ORCHESTRA
(Other Worlds, Other Sounds—RCA Victor LPM/LSP 1753)
and

BEST ENGINEERED RECORD
(Other than Classical)
(Other Worlds, Other Sounds—RCA Victor LPM/LSP 1753)

Current Release:
A SMASH SINGLE—
"WHATCHamacallit"
b/w
"I FEEL MERELY MARVELOUS"
RCA Victor 47-7452

2 New Albums Coming:
IN MAY—
Another big orchestra sound
"EXPLORING NEW SOUNDS"
IN SEPTEMBER—
Esquivel pulls strings in
"STRINGS AFLAME"

PERSONAL MANAGEMENT:
DOROTHY VANCE

DIRECTION:
GENERAL ARTISTS CORPORATION
645 FIFTH AVENUE, NEW YORK 16, N. Y. - TELEPHONE CIRCLE 7-3443
**MUSIC**

**THE BILLBOARD**

**APRIL 12, 1959**

**MERCER REINKS PLATTERS FOR 3-YEAR PACT**

NEW YORK — The Platters have signed a new 3-year contract with Capitol Records. Under the terms of the pact, the four black vocalists will remain as a group, with a new 45 released every three months for the next three years. The contract is in addition to their current 3-year agreement with Capitol. The Platters' latest single, "Only You," was released last month.

**IMPEL ADDS TALENT TO RHYTHM**

Hollywood—Impel Records has signed two new artists to its roster. The first is a four-piece group called the Four Seasons, and the second is a solo artist named Johnny Mathis. The Four Seasons are currently touring the Midwest and have just released their debut single, "Sherry." Johnny Mathis, a former dance instructor, has been signed to a long-term contract and will begin recording his first album shortly.

**CAP CLIMBS ON SIDE SADDLE**

Hollywood—Capital Records has signed a new artist to its roster, a young folk singer named Bob Dylan. Dylan, who has gained a reputation as a contemporary troubadour, is expected to release his first album later this year. The album will feature Dylan's distinctive voice and sensitive songwriting.

**NARAS BALLOTS READY FOR MAIL**

Hollywood—National Academy of Recording Arts and Sciences is mailing ballots to members of the organization for the 25th annual Grammy Awards. Members will have until March 15 to vote on the nominees in their respective categories. The winners will be announced at the annual banquet on April 13.

**OBIE'S STEREO SALES MOUNT**

New York—Eliscus stereophonic equipment sales increased 23% last month. The sales manager, Alfred Obie, attributes the increase to the growing popularity of stereo equipment among younger consumers.

**TELLS DEALERS TO SET UP OWN RECORD CLUBS**

Philadelphia—Nelson Verbit, president of Verbit's Music, has recommended that dealers set up their own record clubs as a solution to the problem of major discounters. Verbit admitted that the policy had been well-received, as it allowed dealers to focus on their own clientele.

**TV REVIEW**

Cramming Hampers Rodgers TV-er

Janney Rodgers, one of the better young singing stars, was in London last Tuesday night over the NBC-TV network. The 23-year-old Australian singer is well-known for his strong, clear voice and his dynamic stage presence.

**CONCERT REVIEW**

British Jazz Aces Impress

Chris Barber's Jazz Band wound up a successful U.S. tour at Town Hall March 24, with a sold-out performance. The band, led by the legendary trumpeter, has been playing to packed houses throughout the country, and their popularity continues to grow.

**DEALERS SEE MARKET HYPE**

Continued from page 3

**SUKU DISKS**

Continued from page 3

**Night Club Review**

Frankie Fractures Fums at Copa

Frankie Laine, "Mr. Rhythm," was a bit shy in starting, the running comments of his current stint at New York's Copa. Apparently, however, the royalties were not far behind his recent New York engagement. He was good with his "River Rock," "My Fair Lady," "Decca" and "Capitol" songs; but the theme of his most recent venture was "Men's Woman." His performance was superbly backed by Paul Shelley's "Copa Orchestra."

Henny Youngman, veteran comedian, is also featured. His bit of telling gags while stretching out a tone on his well-loved violin is still amusing.

**NIGHT CLUB REVIEW**

Frankie Fractures Fums at Copa

Frankie Laine, "Mr. Rhythm," was a bit shy in starting, the running comments of his current stint at New York's Copa. Apparently, however, the royalties were not far behind his recent New York engagement. He was good with his "River Rock," "My Fair Lady," "Decca" and "Capitol" songs; but the theme of his most recent venture was "Men's Woman." His performance was superbly backed by Paul Shelley's "Copa Orchestra."

Henny Youngman, veteran comedian, is also featured. His bit of telling gags while stretching out a tone on his well-loved violin is still amusing.
BEST PERFORMANCE BY A VOCAL GROUP or CHORUS

"Imagination"—Album
Capitol

NOMINATED

by the awards committee
of the National Academy
of Recording Arts
and Sciences

'58
NARAS AWARDS
'58

Our Most Humble Thanks to the NARAS for this Greatest of Honors!

...also thanks to those without whose help this could not have happened—Alvino Rey · Warren Barker · Roy Chamberlain

...and for the fabulous T.F. presentation Steve Allen gave us on the title tune... (and you too—L.G.)

Personal Management
Brent Wilson
5216 Fulton Ave., Sherman Oaks, Calif.

Current Single
"KEEP SMILING"
b/w "MAIDS OF CADIZ"

Current L.P.'s
"IMAGINATION"
"ALOHA"

Soon to be released
"WARM AND WONDERFUL"
Continued from page 2

The Billboard's block time is brought to you with a co-pisp from instrument lines to stereo cargo cars which are purchased by the disk distributors. We believe that the amount of all this has been between 1.5 and 2.5.

The Boston Symphony Orchestra. The open season includes an additional four "Flying Colors" and a complete performance of Verdi's "La Scala Fenice." The program, "A Night at the Opera," will also feature Red Seal stereo. The Chicago Symphony Orchestra will feature "Mystic Mountain," and Milt Gross's performance of the Bluegrass Band. The Red Seal stereo releases in addition to "Flying Colors (Conducted)" set, which was created by Alan Keys, and the "Natural Stereo" album, which will be promoted for 9.58 for a limited time until 9.58.

Red Seal Sets

Continued from page 2

own issue is a significant one.

MUSIC

DEEJAY AID FOR CEREBRAL PALSY

By BILL ECHOLS

Clark unit does three shows a day on WNNX and works the "Massachusetts Barn Dance" in a different city in the area, 24 hours a day, seven days a week, with no time off. The station's broadcast area, with an hour's broadcast each Saturday night sponsored by Armour & Company.

Marta Carson opened with a "Jubilee" album from the Philippines, April 7. Red Foley opened with a "Mississippi Country" album.

New York. . . . Music Operations Convention in Suite 632, Mid-Continental. Beverly, a music company, in the other business will be Crescendo TV records with Elton John and Hal Morris.


Los Angeles. . . . Don Reo, Red Sunley and the Temple-tone Cuts have released new records of members of the "Barn Dance," Richmond, Va., who made their Friday night dance sessions in Fredericks- burg, Va. Reo and Sunley recorded the show, with Haviland and Neighbors the next two weeks, and it was sold to WARI. "Barn Dance," which will also be sold to WARI with the new WARI line.

Chuck Gillette, steel man, continues to hold forth each Friday night at KABC, Los Angeles, with "Jubilee" and "Red Sunley," a 5-day trip to Nashville.

Feurinsky and Farm York. . . . Willie Nelson of the Los Angeles hot spot, Los Angeles, for several weeks, returns April 10-11. Webb Pierce worked the same week in Nashville. Al Long, who has been personal to the local manager, and his three, had them on the West Coast. Only to cut an 30-minute TV spot in series. Wes and Webb were joined by Roy Jones, Starday-19, who has been on a 10-day jaunt to Hawaii for the Easter holidays, Farm and Webb did six shows during the trip. Capitol Records released standard albums of Nelson's album, "Sittin' on the Dock of the Bay." Young's "Object of My Affection" April 1.

Fred Skrych of Fairyline Music, Los Angeles, explained that his new release, "Blue Moon," which he also wrote, "Moon Over Your Shoulder," which was written by a pen-pusher. Hearing a compressed version of an accidentally fluffed gunshot wound in his thigh, The Big Billie Miles, the 3-inch his legs to his knee, the CBA and Webb plans on returning to Nashville. Elton John, at Williams at 514 East Avenue, Smythe.

A new selling force for respirators...for manufacturers in FULL COLOR EVERY MONTH E.S. & A. Co. and Communications
Thanks for a big year

Nat King Cole

New Single Release
YOU MADE ME LOVE YOU

Current Album
WELCOME TO THE CLUB

I MUST BE DREAMING

P.S. Thanks, NARAS members, for nominating me.
Always Poppin' up with the hits

PAT BOONE

"FOR A PENNY"

"THE WANG DANG TAFFY-APPLE TANGO"
(Mambo-Cha Cha Cha)

DOT 15914

Exclusively

Personal Management
RANDY WOOD-JACK SPINA INC.

www.americanradiohistory.com
Poll Tabs Biggest Bulge
In Juke Singles: EP’s 3%

- Continued from page 1

800,000 new records, down slightly from 1957's 840,000. A total of 45 singles accounted for 44,000 of the total or more than 50 per cent. In 1957, 45 singles accounted for 39,800, an increase of 10 per cent over 1954's 35,640. Last year's jump in EPs was 4,000, or more than 12 per cent over 1957.

At the same time, however, the EP's for January, 1959, are far more per cent of total purchases in 1957 to $5 million per cent of total sales in 1954, or a 3,000,000 acre clip this year to just 1,357,200 in 1958. The 78 market dropped sharply from 4,913,000 in 1957 to under 200,000 last year.

A comparison of percentages for each of these three record categories will show the marked shift:

- In 1958, 45 singles accounted for 75 per cent of the total record purchases for the year. At 4.0 per cent, 1957 had 19 per cent.
- In 1957, 45 singles took 84 per cent of total market sales. In 1958, they were 78 per cent. 1957, 45 singles accounted for more than 50 per cent of total purchases. EP's, 3 per cent; 78's, less than 1 per cent.

Dollar Value of Sales

Because 45 singles cost less retail than either EP's or 78's, the total percentage of retail dollar volume sold was $441,200 million in 1958, as compared with $490,900 million in 1957, a 12 per cent drop.

In terms of retail dollars, this amounts to a 18 per cent drop of the estimated $330,000 for the entire record industry in 1958.

Also there are no statistics available on total 45 single sales for the year. It seems safe to say that the operator market accounts for a major share of the sales of this near 45 million unit market for the year.

Poll again clearly showed the extreme conservatism of some operators in recording programs and the gross corrections, costs (for the first time figures were developed on major costs) and other characteristics of operating company business and procedures.

How to Get Op's Attention

For a Disc—Get a Hit!

- Sales to juke box ops represent an increasing large piece of the record manufacturers.
- But the ops can't start a disc on its way. They can only exploit hits made by other channels.

By ROB BELONTZ

It has been observed by many astute observers in the trade that when a hit record becomes a million seller, as many as 250,000 of these sales are made to juke box operators throughout the country. In other words, the juke box operators purchase close to 25 per cent of the total selling singles that are made on them. This makes the juke box market a most profitable one for the record manufacturers, and thus every manufacturer is concerned with the mechanics of getting his product to the attention of the operators.

To this end, some manufacturers send samples of all, or some of their records, to juke box operators to give them a chance to hear them early in the game. Other manufacturers will send samples to operators who will place them on a select group of machines. And there are few manufacturers who will not give their distributors a certain number of promotional records or "trials" for one stoppers in order to have the one stops "push" their releases with the operators.

Also some manufacturers are not aware of it, but many promotional methods with the operators are illusory—unless the record that is being pushed and promoted is actually selling. For the modern operator is a very busy fellow. He has just so many places to go to put new records and the new records that he puts in these slots must be as the trade really puts it—"the hits all the way around the block." No operator could stay in business if he didn't get his records on his machines that were merely "hypes"—records that are touted highly but never get off the ground. For a juke box route is a business and operators and business retailers.

Operators do not make hits, and no operator ever tries to say that he does. They want records on their boxes that the customer wants to shell out a dime for, and a customer is rarely willing to part with his money to play a record he has never heard on the radio or TV unless he is an artist of the stature of an Elvis Presley or an Everly Brothers.

How do operators buy their records? They rely on the Billboard charts, the advice of their one-stop salesmen and distributors, the spin records receive over local radio stations in their territory and their own knowledge of favorite artists in their location. Most operators purchase their records from one-stop, while in some areas the major distributors are still the one-stop in their area, but even there the one-stop store sells all of the records the operators use for their business.

Under a new record to be a "hit" selling name, such as a Johnny Mathis or a Pat Boone, with a good sales record behind him, the operator is not interested in entering new releases. They want records that are making

(Continued on page 93)
NEED FOR CONCERTED ACTION

What Is Required to Make Public Relations Work?

- Tells what PR can do for the industry; what it cannot do; what its proper role should be.
- Stresses need to be aware of collective and individual jobs to be done and time necessary in order to make any PR effective.

In checking with manufacturers the past few weeks about the current condition of public rela-
tions—subject much discussed by all—we hit up
on some exceptionally enthusiastic about P.R. what it can do and can't do. Bill FitzGerald, A.M.P.'s
advertising and sales promotion manager, is not only
completely at home in talk-
ing public relations, but also, as this article shows, does so
with telling result. Here's a P.R. article from one of the indus-
tries many, many more packed with ideas and good
sense.

By BILL FITZGERALD

The need for public relations is recognized. Almost everyone in the business has pointed this out at one time or another. It has, in fact, been recognized and carried out, been a subject of great
discussion but very little concrete
action.

I use the phrase "concrete ac-
tion" because most of us, sepa-
rately, have fostered some kind of public rela-
tions philosophy. Some of it good, some not. But practically nothing has been as-
took as a result of the whole industry working together to put its best foot forward at all times.

It is, of course, true that the industry marshals its resources to repel the periodic aggressions of the licensing societies which want to change the federal copyright law. This, however, is a kind of back-to-the-wall in which every man with guns will join with his fellows for their mutual protec-
tion. Once the attack is re-
pelled our industry becomes demobilized. Defenses down and the industry becomes vulnerable to the next onslaught.

No one can ignore these emer-
genous occasions, rally as rapidly around them, commendable as this may be, is not public relations.

Many within our industry fail to distinguish between public re-
lations and publicity. We've had too much of the latter recently and unfortunately too little of the former.

The recent record is such a case. We put a great deal of effort into a PR campaign. At the time of the campaign is when the public is most receptive. At this stage no amount of license denial allowing the alleged infringer to have his cake people can rectify the false impression of our industry which has been created.

Good public relations work and fair play on the part of the bad publicity would have been far more effective in making the public take the steps needed to regain our lost prestige.

The road back is never easy, yet it is possible. We need the guidance of a long-range public relations program which will in-

tegrate two plans of action:

- Public Affairs

1. A definite, detailed plan for the industry as a whole, imple-
mented with the services of a top-notch public relations agency and financed by contributions from everyone in the business.

2. A concern for the part of each individual in the industry that he, too, has an important role in creating a positive image of the joke box business and a plan of action for him to follow.

No one can ignore, of course, that personal image may be, or can do but a small part of the job to be done unless we first face up and deal effectively with the public relations specific that can effect an im-
mediate cure for all ourills.

Internal

Some years I was privileged to make a talk on public re-
lations at an MOD convention. One of the points made then was:

"A good public relations program should not only create a favorable at-
itude among the public toward your firm or industry, but not-
less important, it should make your firm or industry under-
stand its responsibilities and therefore adopt a well-defined policy toward them.

It may be even more important than the part it plays toward others to think about itself.

The investigations by the Select Committee at the time of the recent labor dispute in the radio industry gives us a point of departure. (Continued on page 52)

STEREO IN SOLID WITH MEMPHIS OPS

Stereos Help 'Guarantee' Houston Ops

By LOUIS ALEXANDER HOUSTON—The stereo joke has come full circle and gone

ing. That must prop up pretty well the progress of the new field of auto-

motive in-joke business. Those who are accoun-
ting to reports of distributors and operators.

According to at least one dis-
tributor, stereo machines help op-

erations.

Price deals generally appear

to be up about the same percent-

age, as the cost of installation go-

up and vary according to installa-
tion cost.

Complaints like the following are typical: There are not enough automatic operators at 20 to 25 per cent more, the pub-

lic cannot always tell the differ-

eence between stereo and monaural

machines.

Distributors say that stereo is

(Continued on page 81)

300 MUSIC MENUS

Gal Programmer

Serves 5 Routes

- Co-op saves money, boosts efficiency
- Ops take turns on service calls

By SAM ABOTT

LON ANGELES—When J.C. Crutchfield, who has been asso-
ciated with Bob Bard's firm for 37 years, buys records and programs approximately 300 joke boxes, he has to please five publicists.

She is in charge of this end of the business for Operators' Ex-

change, the name under which five operators, including Bard's

have movie games and cigarette machines. The others in the co-

operative setup are Olson Music, Powers Music, B. L. Monte

and Ed Kendall.

What Co-op Does

The co-op does several things. It gives the operator-members ex-

pert programming, saves them time in checking and selecting their

data, doing all the buying for them, giving them a cure service around the clock without work-

ing every night and weekend.

The operators buy their records from a nearby one-step, with Mrs.

Crutchfield attending to this with

the assistance of Eddie Lee Shil-

lin, Mrs. Crutchfield studies charts, keeps her eye on the tone of disk jockeys playing

in an open type that are based on requests and relies upon her well-trained ear to make selections. When the programs are done and the records bought, the operator packs them up along with title strips, and a chart showing

exactly where the tunes go in the machine.

Record Cost

And the cost for this is reason-

ably low to the individual oper-

ator. They allow 15 per cent of their gross for this service. Of this amount, 9 to 10 per cent is re-
ceted for record purchases and approximately 5 per cent for over-

head. This includes salaries.

In addition to the expert serv-

ice, the co-operatives have cut

time on the job. One firm takes the service calls each night, Monday through Thursday. Then one operator works every fifth

night.

Mrs. Crutchfield follows a for-

mula for pick. For example, when she has an average spot to check out, she will first pick 20 hits, then 10 late West

(Continued on page 81)

Ops Plow Into Key Problems, Trends at MOA Convention

By BOB DIETMEIER

Chicago—The challenge and the opportunities for better oper-

ators, and ways and means of meeting both, were discussed at

MOA Convention.

It marks the first time in MOA'sannual convention that special meetings on special problems and areas of interest dominate bus-

ness in the meetings.

Six of seven business meetings were

dedicated to problems of the operators, with discussions on problems and pro-

tions. In contrast to previous years when general meetings were the rule, this year only one such meeting was scheduled.

This shift of emphasis is sig-

ificant to the extent that it in-

dicates the desire of more and

more operators to better under-

stand and grasp their problems, and solution for them, by ex-

changing ideas with other oper-

ators.

More Service

The shift is also significant in the ex-

tent that it reflects the desire of MOA to provide more compre-

hensive service to operators in or-

der to help them meet the in-

creasing challenge and oppor-

tunity of today's co-operatively

run business.

Copyright legislation continues to be MOA's first order of busi-

ness, with public relations and taxes running a tie for second.

MOA's active role in the cur-

rent fight against copyright legis-

lation being proposed, as well as

plans for active roles in public rela-

tions and taxes, are to be de-

tailed in discussion during con-

vention business meetings this week.

All subjects are included for

heavy discussion during formal sessions and are scheduled to occupy a large portion of informa-

tional sessions.

As an immediate national prob-

lem, copyright legislation is now

at least as important, and prob-

ably more so, to operators as it

is when MOA was formed, more

than a decade ago to fight it. There are currently bills before the House and the Senate which would end the joke box exemption clause in the Copyright Act of 1909, thus subjecting operators to

(Continued on page 61)
The Billboard

Trend to Added Jazz Plays Seen

• More jazz programming
• Good business move
• But op has to choose locations with care.

By HOWARD COUCK

The increasing number of animal jazz festivals and the rise of jazz bars in large cities have helped to make jazz the rage of the urban listeners. Jazz has now become the most popular genre of music in the world.

The college crowd appears to want the sort of jazz that is more like the big bands of the 1920s and 1930s. Many jazz bands and orchestras now have their own radio stations and are broadcasting directly to their audience.

Young jazz lovers are also actively producing jazz singles or making jazz recordings.

While it is true that in most places in the world there are artists who do simple and direct-marketing, it is not a substantial part of jazz production. In certain locations in the world, there can be found jazz performers who are recording and performing for a living.

The downtown city jazz venues are among the last and strongest wedge and holdouts to jazz, and it is unlikely that, in the foreseeable future, jazz can grow to anything of formidable or impressive gains against the pop, rock, soul, and hip hop of the year that dominate the available jazz market.

For restaurants and swap sales, there are many jazz selections.

The more modern and hard-bop (Continued on page 83)

BABY GIANT?

Room for Growth On West Coast

By SAM ABBOTT

LOS ANGELES — Stereos in automatic photographs is like a five-pound baby that is not born. It is not very big, but at the same time it has not been born.

In the short time that stereo has been around here, it has made big strides.

On the other hand, stereo is not outstandingly strong. One distributor who attended the manufacturers' announcements said that deals are already being made. Deals with some of the stronger companies have been made and the market for six or eight months.

Stereo Catching On

Another distributor said that stereo has been a “catching on” thing.

To see how stereo is facing the Billboard checked up on it to various sections of the country to learn its reaction to it.

There is a large market for stereo. It is a large market for the future.

Music here, said that he had purchased a stereo unit for a special location, and that the stereo would go particularly well in the spot. After beginning the installation, the man was told that he had purchased a stereo unit for a special location, and that the stereo would go particularly well in the spot. After beginning the installation, the man was told that the stereo would go particularly well in the spot.

Music here, said that he had purchased a stereo unit for a special location, and that the stereo would go particularly well in the spot.
Thanks, Operators, Deejays, Librarians and music people everywhere, for your tremendous reception to my initial release on Fraternity Records,

hope you like my new one,

"CAREFREE WANDERER"

F-838
Thanks, Operators, Deejays, Librarians and music people everywhere, for your tremendous reception to my initial release on Fraternity Records,

hope you like my new one,

"EDUCATED ROCK 'N' ROLL"

F-838
A THRILL
(THINKING OF YOU)
B/W
PERHAPS
JONI JAMES IN CONCERT
Carnegie Hall
SUNDAY EVENING, MAY 3
WITH THE SYMPHONY OF THE AIR ORCHESTRA
MGM K12779
PACKED IN AN ATTRACTIVE SLEEVE

100 STRINGS AND JONI

WATCH FOR SPECIAL NEW DELUXE ALBUM
COMING SOON

PLACE YOUR ORDER NOW FOR E3755

WWW.AMERICANRADIOHISTORY.COM
MANY THANKS OPERATORS FOR THE BIG BOOST TO

C/W

KISS ME AND KISS ME AND KISS ME

VI-7464

PERRY COMO

RCA VICTOR
THE FIRST TEN YEARS WERE THE NICEST.

<table>
<thead>
<tr>
<th>1950</th>
<th>1948</th>
<th>1949</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>TENNESSEE WALTZ</td>
<td>CONFESS</td>
<td>WITH MY EYES WIDE OPEN I'M DREAMING</td>
<td>WOULD I LOVE YOU</td>
</tr>
<tr>
<td>ALL MY LOVE</td>
<td>SO IN LOVE</td>
<td></td>
<td>MOCKING BIRD HILL</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>MR. &amp; MISSISSIPPI</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1952</th>
<th>1953</th>
<th>1954</th>
<th>1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>I WENT TO YOUR WEDDING</td>
<td>WHY DON'T YOU BELIEVE ME</td>
<td>CHANGING PARTNERS CROSS OVER THE BRIDGE</td>
<td>MAMA FROM THE TRAIN</td>
</tr>
<tr>
<td>YOU BELONG TO ME</td>
<td>DOGGIE IN THE WINDOW</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1956</th>
<th>1957</th>
<th>1958</th>
<th>1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALLEGHANY MOON</td>
<td>OLD CAPE COD</td>
<td>LEFT RIGHT OUT OF YOUR HEART</td>
<td>MY PROMISE</td>
</tr>
<tr>
<td></td>
<td></td>
<td>TRUST IN ME</td>
<td>h/w</td>
</tr>
<tr>
<td></td>
<td></td>
<td>THE WALLS HAVE EARS</td>
<td></td>
</tr>
</tbody>
</table>

A DECADE OF HIT FILLED YEARS

THANKS TO THE HELP OF THE JUKE BOX OPS AND ALL THE OTHER WONDERFUL PEOPLE IN THE MUSIC BUSINESS.

GAC GENERAL ARTISTS CORPORATION
NEW YORK • CHICAGO • BEVERLY HILLS • CINCINNATI • DALLAS • MIAMI BEACH • LONDON
Thanks to the Operators of America for helpin' make the big ones!

T. Ernie Ford

Latest Release
"Code of the Mountains"
b/w
"Blackeyed Susie"
Cap. 4173

Current Album
"Let's Go To Church"
T-1042

Watch the FORD SHOW
NBC-TV

Personal Management
CLIFFIE STONE

Public Relations
FREEMAN & WICK
America's Sweetheart of Song

CONNNIE FRANCIS

CURRENT SMASH
IF I DIDN'T CARE
MGM 12769

My Best Wishes to the MOA and operators all over the world
Connie

PERSONAL MANAGEMENT
GEORGE SCHECK
1657 BROADWAY, N.Y.C.

EXCLUSIVELY
MGM RECORDS
Operators' Guide to More Profitable
JUKE BOX PROGRAMMING

Below is a list of records (taken from the March 23, 1959 issue of The Billboard) which suggests various types of records for each of the different types of locations. (See separate story on this page.) Keep in mind that the records below were selected, because of prevailing deadlines, approximately two weeks ago and do not necessarily reflect the pulse of the business for the current week. However, this guide suggests by its titles and captions a method whereby every operator would make up a similar guide every week by following the principles suggested below. The short time involved would pay, we feel, handsome dividends.

HOT POP ON THE RISE
One side listed only—selected from the bottom 50 positional of the top 100—those on the rise—and from The Billboard's Best Boys.

THE HAPPY ORGAN, Baby Carter, Chaos
A FINE NIGHT, L. Clark, RCA Victor
BOBBY, I RUN ALL THE WAY HOME, Seneca, CBS
TANGENT'S JAIR, King Bee, Capitol
FRIED EGGS, Intenstines, Festival
AT THE RADIO TOWER, Jimmie Davis, ABC, Paramount
FOR A PENNY, Pat Boone, Do
THE RAINY DAY, Roy Clark, ABC
SOMEBODY, Farmer Mack, Columbia

BRAND NEW POP
One side listed only—selected from The Billboard's Spotlight Winners of the top 50 records on the Spotlight.

TALK A MESSAGE TO MARY, Terry Brothers, Columbia
THAT'S MY LITTLE SUSE, Richie Valens, RPM
HE WANTS YOUR LOVE, Sam The Sham, MGM
EDUCATED ROCK AND ROLL, Bill Parsons, Fourlane
MIDNIGHT RAY, Chantay, Capitol

POP HITS
One side listed only—selected from the top 20 positions on the HOT 100 and from positions 20 thru 50—those heading for the top 20.

VENUS, Darla's, Charades
CHARITY BROWN, Cannon, Accu
ALVIN'S HARMONICA, David Seville & The Three Tenors, Liberty
I'M GONNA BE ME, Del Shannon, MGM
TRAGEDY, Thomas Wayne, Femdon
COME SOFTLY TO ME, Franky B., Decca

and on down that the top 20 positions plus those between 20 and 50 that are already on your boxes and those others among the top 50 that are building for the top 25.

SEMI CLASSICAL
Artist's name listed only—selections should include that material on EPs and singles plus their standard material from previous EPs and singles.

MANTOYANI
MARIO LANZA
BURWOOD BOWL SYMPHONY ORCH.
ANDRE KOSTELANETZ

JAZZ
Title and artist listed only—either title of EP or transcription.

SWINGIN' ON BROADWAY, Jonah Jones, Capitol
PARK IMPRESSIONS, Emil Ganger, Columbia
MIDNIGHT MANGO, Eddy Howard, Capitol
LOUIS AND THE ANGELS, Louis Armstrong, Decca
SOUVENIRS, Various Artists, Decca
HOT CARGO, Ernestine Anderson, Mercury
THE JAZZ BAND BOOK, Various Artists, Mercury
CHRIS CRISP, Chris Connor, Atlantic

STANDARD MATERIAL AND TERRITORIAL VARIATIONS
Selections are presented by types of music or types of record companies.

ORIGINAL CAST EPS
ROUNDTRACK EPS
THEATREヒテックス EPs
COUNTRY & WESTERN
DISCO & BLUES
POLISH
LATIN AMERICAN
IRISH MUSIC
SPANISH MUSIC

PROGRAMMING AID
Know Locations to Tap Top Profits

- Ops advised to follow lead of rack outlets
- Fresh numbers never fail to attract

RE: TOM NOONAN
A check of juke boxes both in metropolitan and rural areas indicates that the operators throughout the country are losing literally thousands of dollars by the cause of poor programming practices. Actually the basic fault is found in the inability to get the desired type of music to the particular location. The check of the boxes on location indicates that the operator works on the assumption that if there is a machine, there is also a rack. records, it will get the available space from the customer. This is somewhat acceptable, it is strongly felt, that an increased interest on the part of the customer indicates a desire for that record. This does not seem to be the case, as an inspection of the popularity of records by the record dealer, rack dealers, discos, disc salesmen, and record clubs, with smarter programming per location, shows there is a measurable increase in the number of records considered that increase from each and every location. Avow are these the only-areas?

As is usual interest.

In today's fast moving market with its changing titles and styles, there can be literally hundreds of songs or commercially on the radio, only those that are repeated or rather drummed into the consumer every time he flies the dial, are the ones that will stand up as much a nuisance if there are no fresh selections to catch the eye and relax the space. It is the most important commodity of our business. A record dealer is continually ciling for more space to today's consumer to get the rack jobbers and merchants and the full consumer product. However, if the record space is not drained for every inch to the fullest potential, then that business is losing money, which is a dangerous commodity, and is definitely something we have to learn to find out about.

There are the space for the titles and that they are sold by the rack. However, the rack is the avenue to the customer, and the customer is the one who is listening to the radio.

The chart shows that (1) the operator should program as per his locations. (2) He should know his customers and where he is purchasing and where he will sell it for one of his routes. (3) He should play into the market by placing his box there, the fast time being the best of the new records. He should also strive for balance in his locations of by including Semii-Classic Jazz and Standard Material plus Territorial Favorites. (4) He should defi- nitely capitalize on those customers who live near those locations and can be seen from the current locations. (5) He should have in mind the space to fill up on the types of music which that location demands.

Of the types of records mentioned definitely be paid to two of them.

(Continued on page 67)
Greetings to the Music Operators of America Convention

Visit the MGM Record Exhibit and Hospitality Suite

From MGM

CLYDE McPHATTER
I TOLD MYSELF A LIE
MGM K12780

TOMMY EDWARDS
PLEASE MR. SUN
and MORNING SIDE OF THE MOUNTAIN
MGM K12777

HARRY JAMES
BLUE BAILA
and SHE'S GOT TO GO
MGM K12776

SHAYE COGAN
YOUNG AND IN LOVE
and HALF AS MUCH
MGM K12771

LEROY HOLMES
SONG OF GREEN MANSIONS
and THEME FROM COUNT YOUR BLESSINGS
(MGM Picture Release)
MGM K12784

SHEB WOOLEY
SWEET CHILE
and MORE
MGM K12781

MARVIN RAINWATER
LOVE ME BABY
(Here There's No Tomorrow)
and THAT'S WHEN I'LL STOP LOVING YOU
MGM K12777

From CUB

THE IMPALAS
SORRY
(I RAN ALL THE WAY HOME)
CUB K1021

THE WANDERERS
PLEASE
CUB K1023

ANGEE CASTLE
LET'S PRETEND
CANDY AND CAKE
CUB K1028

THE EMERSONS
DR. JEKYLL AND MR. HYDE
CUB K1027

RON HARGRAVE
DRIVE IN MOVIE
CUB K1025

From METRO

SAM FLETCHER
OUT IN THE COLD AGAIN
and IF YOU LOVE ME
(Really Love Me)
METRO K30022

DARBY SISTERS
SEND ME A PICTURE POST CARD
JIMMY
METRO K30038

LEROY HOLMES
BIG CITY CHA CHA
and THE DAUGHTER OF ROSIE O'GRADY
METRO K30021

GEORGIE SHAW
MAYBE YOU'LL BE THERE
and ONCE IN A WHILE
METRO K30019

MELVIN SMITH
A TREE AND A LOVE WILL GROW
and OH PROMISE ME
METRO K30022

MGM Records 12th Anniversary Celebration

www.americanradiohistory.com
Going Strong ... his latest!

I Need Your Love Tonight b/w A Fool Such As I

EP's

LOVING YOU

Mammy Blues
Teddy Bear
Loving You

ELVIS' CHRISTMAS ALBUM

Santa Claus Is Back In Town
White Christmas
Have Yourself A Merry Little Christmas

SINGLES

LPE 1187

IT'S GETTING COLD OUT THERE

I Feel Like I'm Walking On Air

NEW AS EP

A TOUCH OF GOLD, VOLUME I

Hand-Held Woman
Good Rockin' Tonight

For L.P. Fans Only

That's All Right
Love Me Tender
Mystery Train
Poor Boy
Playing for Keeps
My Baby Left Me
I Was The One
Shake, Rattle and Roll
You're a Heartbreaker
I'm Left, You're Right, She's Gone

Just RELEASED!

www.americanradiohistory.com
THE SMART MOVE IS WITH
ROULETTE
THE LABEL WITH HIT AFTER HIT

The Playmates
STAR LOVE
R-4136

Valerie Carr
I'D RUN ALL THE WAY DARLING YOU MAKE IT SO
R-4146

The Mudlarks
MY GRANDFATHER'S CLOCK
R-4143

Lionel Thorpe
LOVER, LOVER, LOVER
MORE MORE MORE
R-4144

Barry Sisters
YES MY DARLING DAUGHTER SUNDAY
R-4145

VISIT US AT THE MOA BOOTH 13
OR HOSPITALITY SUITE 705
Here's my latest (and greatest) on...

RED FOLEY

"TRAVELIN' MAN"

and

"JUST THIS SIDE OF MEMPHIS"

Decca 9-30882

FELLAS, COME UP AND SIT A SPELL WITH ME. I'M IN SUITE 632 AND 634. AIN'T GOT NOTHIN' BUT OZARK HOSPITALITY AND PRETTY GIRLS:

"Red"
Thanks to Argo Records for making April "Ahmad Jamal Month."

Ahmad Jamal

Portfolio of Ahmad Jamal

Limited Edition

Deluxe 2-Record Album
Limited Edition
Recorded on Location
PORTFOLIO OF AHMAD JAMAL
stereo—argo LP 2638
mono—argo LP 2638

EP's by AHMAD JAMAL
Music, Music, Music
AHMAD JAMAL TRIO
at the Spotlite
Vol. I
Vol. II

AHMAD JAMAL TRIO
A Tribute

Personal Mgr: John Levy
1650 Broadway, New York

Record Promotions: Paul Brown
Bookings: Associated Booking, New York

LP 602 AHMAD JAMAL, Vol. 1
Chamber Music of the New Jazz

LP 610 AHMAD JAMAL, Vol. 2
Count 'Em 88

LP 628 AHMAD JAMAL, Vol. 3

Copyrighted material
How Many Jukes?

450,000 Good Bet

The best estimate for the total number of juke boxes on location still seems to be about 400,000. This is a figure for the Billboard has been used for several years. It is in all likelihood an oversupply, but statistical checks bear out the fact that it is doubted there are that many juke boxes in operation.

This means that sales of new equipment in the U.S. are about equal to the original investment. The routes to which juke boxes are sold will on an average be in the neighborhood of 40-50. The juke industry has also a considerable number of juke boxes which are sold to institutions, including restaurants (Continued on page 57).

MIOA Exhibitors

<table>
<thead>
<tr>
<th>Booth</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>American Sheldon Co.</td>
</tr>
<tr>
<td>123</td>
<td>AIIE Music Center</td>
</tr>
<tr>
<td>162</td>
<td>ASCAP</td>
</tr>
<tr>
<td>163</td>
<td>Automatic Products Co.</td>
</tr>
<tr>
<td>164</td>
<td>Austin Publishing Co.</td>
</tr>
<tr>
<td>165</td>
<td>Baker Manufacturing Co.</td>
</tr>
<tr>
<td>166</td>
<td>Billboard</td>
</tr>
<tr>
<td>167</td>
<td>Capitol Projector Corp.</td>
</tr>
<tr>
<td>168</td>
<td>California Life Insurance Co.</td>
</tr>
<tr>
<td>169</td>
<td>Cardinal Enterprises, Inc.</td>
</tr>
<tr>
<td>170</td>
<td>Christy Records</td>
</tr>
<tr>
<td>171</td>
<td>Colosus Records Corp.</td>
</tr>
<tr>
<td>172</td>
<td>Columbia Records Co.</td>
</tr>
<tr>
<td>173</td>
<td>EMI Records Co.</td>
</tr>
<tr>
<td>174</td>
<td>Edelweiss Product &amp; Co.</td>
</tr>
<tr>
<td>175</td>
<td>EMI Records, Inc.</td>
</tr>
<tr>
<td>176</td>
<td>Elder Recording Co.</td>
</tr>
<tr>
<td>177</td>
<td>Fischer &amp; Co.</td>
</tr>
<tr>
<td>178</td>
<td>First Record Exchange, Inc.</td>
</tr>
<tr>
<td>179</td>
<td>G &amp; M Records, Inc.</td>
</tr>
<tr>
<td>180</td>
<td>Harnblads, Inc.</td>
</tr>
<tr>
<td>181</td>
<td>Logan Distributing Co.</td>
</tr>
<tr>
<td>182</td>
<td>Mercury Record Corp.</td>
</tr>
<tr>
<td>183</td>
<td>Music Publisher X</td>
</tr>
<tr>
<td>184</td>
<td>National Distributors, Inc.</td>
</tr>
<tr>
<td>185</td>
<td>National Records, Inc.</td>
</tr>
<tr>
<td>186</td>
<td>Payday Productions Co.</td>
</tr>
<tr>
<td>187</td>
<td>RCA Victor Records</td>
</tr>
<tr>
<td>188</td>
<td>Redifflc Records, Inc.</td>
</tr>
<tr>
<td>189</td>
<td>Studebaker Recording Corp.</td>
</tr>
<tr>
<td>190</td>
<td>Roulette, Inc.</td>
</tr>
<tr>
<td>191</td>
<td>The Seelbach Corp.</td>
</tr>
<tr>
<td>192</td>
<td>Soundtracks &amp; Co.</td>
</tr>
<tr>
<td>193</td>
<td>Star Home Stereo Co.</td>
</tr>
<tr>
<td>194</td>
<td>Todd Recording Co.</td>
</tr>
<tr>
<td>195</td>
<td>Vebro Music Corp.</td>
</tr>
<tr>
<td>196</td>
<td>United Manufacturing Co.</td>
</tr>
<tr>
<td>197</td>
<td>United Musical Corp.</td>
</tr>
<tr>
<td>198</td>
<td>Victory Music Corp.</td>
</tr>
<tr>
<td>199</td>
<td>Wiegand Company</td>
</tr>
<tr>
<td>200</td>
<td>Wiegand Manufacturing Co.</td>
</tr>
<tr>
<td>201</td>
<td>Wire Craft Co.</td>
</tr>
<tr>
<td>202</td>
<td>Williams, Inc.</td>
</tr>
<tr>
<td>203</td>
<td>Willis Music Co.</td>
</tr>
<tr>
<td>204</td>
<td>The Whistler Co.</td>
</tr>
</tbody>
</table>
Hi Ops—
thanks a lot for all your help on
"JUST A DREAM"
and
"LETTER TO AN ANGEL"
Hope you like my newest,
and that the convention is
a great success.

JIMMY CLANTON
America's most consistent hitmaker

CURRENT BEST SELLER
"MY LOVE IS STRONG"
and
"A SHIP ON A STORMY SEA"
ACE #560

PERSONAL MANAGEMENT:
COSIMO MATassa
825 Governor Nichels
New Orleans, La.

BOOKINGS:
ACE RECORDS

Copyrighted material
Big Everywhere...

THE PLATTERS

AND BUCK RAM

THEIR BIGGEST YET

ENCHANTED

b/w

THE MAGIC TOUCH

THE SOUND AND THE FURY

mercury 71427

ONLY YOU

NO. 1 IN

ITALY, ENGLAND

AND AUSTRALIA

SMOKE GETS

IN YOUR EYES

THE GREAT PRETENDER

TWILIGHT TIME

MY PRAYER

REMEMBER WHEN?

by The Platters:

The World's No. 1 vocal group combine for such great standards as Smoke Gets In Your Eyes, A Ticket a Tasket, My Blue Heaven, I'll Never Smile Again. Thanks for the Memory, Until the Real Thing Comes Along, Love in Bloom, Somebody Loves Me, I Can't Get Started With You. Remember When, If I Don't Care. and Prisoner of Love.

Enchanted

The Magic Touch

Only You

Smoke Gets In Your Eyes

The Great Pretender

Twilight Time

My Prayer

Remember When

by The Platters:

The Magic Touch

Of Buck Ram and his Orchestra:


Exclusive Mgt. Personality Productions, 25 W. 69th St., New York City. CO 3-3133.

1053 N. El Centro, Los Angeles 28, Calif.

Buck Ram, Pres.; Leon Bennett, Public Relations.

ATCO 6140

"DREAM LOVER"

and "BULLMOOSE"

BOBBY DARIN'S NEW SMASH HIT

GOT THE MESSAGE?

GET ATCO 6140

...and have you heard the most talked-about, most exciting new LP in the business—

BOBBY DARIN

"THAT'S ALL"

ATCO 33-104

Dig it today!

April 18—

THE PERRY COMO SHOW, NBC-TV

May 31, Sept. 6 & Two Other Shots

Still To Be Scheduled—

THE ED SULLIVAN SHOW, CBS-TV

THE DICK CLARK SHOW

...and many other important video guest shots

Wk. April 20

BLINSTRUB'S, Boston

Two Wks. Beg. May 4

HARRAHP'S, LAKE TAHOE

with THE GEORGE BURNS SHOW

Four Wks. Beg. June 9

THE SAHARA, LAS VEGAS

with THE GEORGE BURNS SHOW

Wk. June 1

CASINO ROYAL, WASHINGTON, D. C.
WE APOLOGIZE
WE COULDN'T WAIT

Our organization plans called for the initial release of our Tel & Warwick labels – April 15th. This would have given us time to handle printing, production and mechanical problems for the beginning of a major label. However, several distributors heard the initial recordings and insisted we release them immediately. To satisfy them

WE COULDN'T WAIT

...and here they are:

A MORTICRAFT Smash
johnny and the hurricanes
"CROSSFIRE"

on WARWICK Records
W-502

the harptones
"LAUGHING ON THE OUTSIDE"
b/w
"I REMEMBER"
W-500

bill farrell
"YOU WERE ONLY FOOLING"
b/w
"IF"
T-1000

Warwick
A division of
United Telefilm Records, Inc.
701 Seventh Ave. (Cl. 8-4680)
New York, New York
THE POLKA KING

Lil Wally

celebrates his 10th year of successful recording for Jay Jay

1st SMASH OF '59

7 Days Without You

POLKA

"MAKES A WEEK OF LONELINESS FOR ME"

JJ #197

JUST RELEASED... NEW STEREO AND MONOAURAL HI-FI LP's

I Love to Polka
by Lil Wally

Old Country Polish Polkas
by Lil Wally

I Love to Polka
by Lil Wally

JJ 1001 America's Favorite Polkas
JJ 1002 Happy Polish Polkas
JJ 1003 New Sounds In Polkas
JJ 1004 Polka Bandstand Favorites
JJ 1006 Polka Beat for Your Dancing Feet
JJ 1008 Jolly Polish Polkas

Li'l Wally's Great Singles Are Included In These Jay Jay Hi Fi LP's:

Li'l Wally's Great Singles Are Included In These Jay Jay Hi Fi LP's:

STEREO SJJ 5000
MONO JJ 1014

STEREO SJJ 5000
MONO JJ 1010

Many Thanks to the Juke Ops, the Dealers and DJ's, and I Can't Overlook These Great Distributors:

Jay Jay Record Co.
1261 S. Kedzie Ave.
Chicago 23, Ill.

Art's Dist.
75-77 E. 21st St.
New York, N. Y.

Ace Dist.
146 S. Michigan Ave.
Chicago, Ill.

Astor Dist.
1200 N. Halsted St.
Chicago, Ill.

Sulli's
2452 S. Kedzie, Chicago 23, III.
LAfayette 3-5955.
The Wish in the Hearts of All People Is Now Beautifully Expressed in a Distinguished New Record

Peace

THE

McGUIRE SISTERS

Coral Records

9-62106

Dear Friends:
Our Heartfelt Thanks to All of You.

Chris, Phyllis, Dorothy
AMERICA'S GREAT NEW SONG STYLISTS

The FLAMINGOS

CURRENT SMASH RELEASE

"BUT NOT FOR ME"

END #1040

THANKS

MUSIC OPERATORS
for all those plays on
"LOVERS NEVER SAY GOODBYE"
we hope you like our newest

Zeke Terry Nate
Tommy Jake Paul
DESTINED TO JOIN THE GREAT NAMES IN THE INDUSTRY

MARV JOHNSON

CURRENT SMASH

“COME TO ME”

UA 160

THANKS Ops for all your help

Marv

EXCLUSIVELY:
UNITED ARTISTS RECORDS

BOOKINGS:
SHAW ARTISTS CORP.

PERSONAL MANAGEMENT:
BERRY GORDY, JR.
1719 Gladstone
Detroit 6, Michigan
FIVE BIG HITS

GREAT!
"KANSAS CITY"
ROCKY OLSON
checker 916

"YEAH YEAH"
(CLASS CUTTER)
DALE HAWKINS

57TH IN
ONLY 3 WEEKS

28TH ON THE
HOT 100 IN 4 WEEKS!

"THIS SHOULD
GO ON FOREVER"
ROD BERNARD
argo 5327

HIS BIGGEST!
"ALMOST GROWN"
Chuck Berry
checker 1722

The
RUSSIAN BANDSTAND

Sincere thanks from
Chess-Checker-Argo

2120 S. Michigan, Chicago 16, CA 5-2770
A NEW SINGLE RECORD HIT BY...

YOUR CHEATIN' HEART LIGHTS OUT RECORD NO. 15936

THANKS, ops!

Billy

BEST-SELLING BILLY VAUGHN ALBUMS:

BLUE HAWAII BILLY VAUGHN

DLP 3165 BLUE HAWAII

LA PALOMA

DLP 3140 LA PALOMA

BILLY VAUGHN

DLP 3110 SAIL ALONG SILV'RY MOON

SAIL ALONG SILV'RY MOON

DLP 3064 MELODIES IN GOLD

HOLY VAUGHN PUSS

DLP 3156 HOLY VAUGHN

THE MILLION SELLERS

DLP 3118 THE MILLION SELLERS

DLP 2006 MUSIC FOR THE GOLDEN HOURS

DLP 2016 THE GOLDEN INSTRUMENTALS

MUSIC FOR THE GOLDEN HOURS

THE Golden Instrumentals

www.americanradiohistory.com
<table>
<thead>
<tr>
<th>CITY</th>
<th>LIC.</th>
<th>POP. (000)</th>
<th>E/D PLACES</th>
<th>LIC./ 000</th>
<th>E/D/000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh</td>
<td>97</td>
<td>241.4</td>
<td>63</td>
<td>4.62</td>
<td>2.61</td>
</tr>
<tr>
<td>Toledo</td>
<td>50</td>
<td>33.1</td>
<td>164</td>
<td>1.51</td>
<td>3.14</td>
</tr>
<tr>
<td>Columbus</td>
<td>140</td>
<td>550.9</td>
<td>212</td>
<td>1.26</td>
<td>2.10</td>
</tr>
<tr>
<td>KY   KENTUCKY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ashland</td>
<td>31</td>
<td>33.6</td>
<td>41</td>
<td>0.65</td>
<td>1.22</td>
</tr>
<tr>
<td>Louisville</td>
<td>957</td>
<td>613.4</td>
<td>640</td>
<td>1.25</td>
<td>1.55</td>
</tr>
<tr>
<td>Paducah</td>
<td>200</td>
<td>29.1</td>
<td>121</td>
<td>3.99</td>
<td>2.41</td>
</tr>
<tr>
<td>Dallas</td>
<td>24</td>
<td>68.2</td>
<td>21</td>
<td>4.55</td>
<td>3.94</td>
</tr>
<tr>
<td>LA   LOUISIANA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alexandria</td>
<td>94</td>
<td>43.5</td>
<td>110</td>
<td>2.16</td>
<td>2.53</td>
</tr>
<tr>
<td>Baton Rouge</td>
<td>356</td>
<td>153.1</td>
<td>222</td>
<td>2.20</td>
<td>1.40</td>
</tr>
<tr>
<td>Crowley</td>
<td>32</td>
<td>12.8</td>
<td>39</td>
<td>2.50</td>
<td>3.05</td>
</tr>
<tr>
<td>Natchez</td>
<td>39</td>
<td>14.0</td>
<td>45</td>
<td>5.64</td>
<td>3.94</td>
</tr>
<tr>
<td>Baltimore</td>
<td>2,550</td>
<td>1,000.1</td>
<td>2,516</td>
<td>2.35</td>
<td>2.52</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boston</td>
<td>650</td>
<td>714.1</td>
<td>1,703</td>
<td>1.33</td>
<td>2.38</td>
</tr>
<tr>
<td>Pittsfield</td>
<td>67</td>
<td>43.5</td>
<td>32</td>
<td>1.54</td>
<td>1.58</td>
</tr>
<tr>
<td>Cambridge</td>
<td>5</td>
<td>33.6</td>
<td>23</td>
<td>1.48</td>
<td>3.44</td>
</tr>
<tr>
<td>Gloucester</td>
<td>27</td>
<td>25.2</td>
<td>92</td>
<td>1.03</td>
<td>1.08</td>
</tr>
<tr>
<td>New Bedford</td>
<td>237</td>
<td>373.9</td>
<td>2,196</td>
<td>1.72</td>
<td>1.25</td>
</tr>
<tr>
<td>Newbury</td>
<td>15</td>
<td>15.1</td>
<td>31</td>
<td>1.06</td>
<td>1.25</td>
</tr>
<tr>
<td>Worcester</td>
<td>200</td>
<td>204.9</td>
<td>371</td>
<td>0.93</td>
<td>1.77</td>
</tr>
<tr>
<td>MI  MICHIGAN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alton</td>
<td>18</td>
<td>10.4</td>
<td>31</td>
<td>1.73</td>
<td>2.66</td>
</tr>
<tr>
<td>Battle Creek</td>
<td>143</td>
<td>81.4</td>
<td>143</td>
<td>2.34</td>
<td>2.33</td>
</tr>
<tr>
<td>Benton Harbor</td>
<td>40</td>
<td>26.8</td>
<td>63</td>
<td>2.16</td>
<td>3.06</td>
</tr>
<tr>
<td>Big Rapids</td>
<td>35</td>
<td>19.6</td>
<td>33</td>
<td>1.98</td>
<td>1.90</td>
</tr>
<tr>
<td>Cadillac</td>
<td>14</td>
<td>10.4</td>
<td>14</td>
<td>1.35</td>
<td>1.35</td>
</tr>
<tr>
<td>Detroit</td>
<td>4,170</td>
<td>1,656.3</td>
<td>4,200</td>
<td>1.25</td>
<td>1.35</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>246</td>
<td>195.8</td>
<td>364</td>
<td>1.56</td>
<td></td>
</tr>
<tr>
<td>Marshall</td>
<td>16</td>
<td>3.8</td>
<td>19</td>
<td>2.78</td>
<td>3.28</td>
</tr>
<tr>
<td>Mount Clemens</td>
<td>21</td>
<td>13.1</td>
<td>41</td>
<td>1.60</td>
<td>3.13</td>
</tr>
<tr>
<td>St. Paul</td>
<td>18</td>
<td>7.7</td>
<td>19</td>
<td>2.34</td>
<td>2.47</td>
</tr>
<tr>
<td>MN    MINNESOTA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brainerd</td>
<td>36</td>
<td>12.6</td>
<td>33</td>
<td>2.98</td>
<td>2.75</td>
</tr>
<tr>
<td>Dilworth</td>
<td>215</td>
<td>31.4</td>
<td>151</td>
<td>2.25</td>
<td>1.83</td>
</tr>
<tr>
<td>Moorhead</td>
<td>566</td>
<td>316.7</td>
<td>1,120</td>
<td>1.01</td>
<td>1.99</td>
</tr>
<tr>
<td>Moorhead</td>
<td>21</td>
<td>14.9</td>
<td>23</td>
<td>1.41</td>
<td>1.54</td>
</tr>
<tr>
<td>Northfield</td>
<td>41</td>
<td>9.7</td>
<td>21</td>
<td>1.35</td>
<td>1.35</td>
</tr>
<tr>
<td>St. Paul</td>
<td>450</td>
<td>347.2</td>
<td>618</td>
<td>1.32</td>
<td>1.76</td>
</tr>
<tr>
<td>Stillwater</td>
<td>18</td>
<td>7.7</td>
<td>19</td>
<td>2.34</td>
<td>2.47</td>
</tr>
<tr>
<td>MO  MISSOURI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarksville</td>
<td>35</td>
<td>16.5</td>
<td>36</td>
<td>2.12</td>
<td>2.15</td>
</tr>
<tr>
<td>Greenwood</td>
<td>35</td>
<td>21.1</td>
<td>32</td>
<td>1.68</td>
<td>1.52</td>
</tr>
<tr>
<td>Gulfport</td>
<td>266</td>
<td>31.4</td>
<td>151</td>
<td>2.25</td>
<td>1.83</td>
</tr>
<tr>
<td>Joplin</td>
<td>275</td>
<td>154.1</td>
<td>181</td>
<td>2.22</td>
<td>1.46</td>
</tr>
<tr>
<td>Kansas City</td>
<td>665</td>
<td>195.6</td>
<td>364</td>
<td>1.56</td>
<td></td>
</tr>
<tr>
<td>Lawrence</td>
<td>100</td>
<td>28.1</td>
<td>45</td>
<td>3.44</td>
<td>3.15</td>
</tr>
<tr>
<td>McCollum</td>
<td>123</td>
<td>32.3</td>
<td>52</td>
<td>4.58</td>
<td>6.61</td>
</tr>
<tr>
<td>Meridian</td>
<td>137</td>
<td>27.7</td>
<td>51</td>
<td>3.50</td>
<td>3.50</td>
</tr>
<tr>
<td>MO    MONTANA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billings</td>
<td>65</td>
<td>47.1</td>
<td>61</td>
<td>1.38</td>
<td>1.83</td>
</tr>
<tr>
<td>Ely</td>
<td>36</td>
<td>11.2</td>
<td>20</td>
<td>1.07</td>
<td>2.32</td>
</tr>
<tr>
<td>Elko</td>
<td>40</td>
<td>14.4</td>
<td>41</td>
<td>1.36</td>
<td>1.36</td>
</tr>
<tr>
<td>Idaho Falls</td>
<td>37</td>
<td>18.8</td>
<td>33</td>
<td>2.49</td>
<td>3.44</td>
</tr>
<tr>
<td>Omaha</td>
<td>389</td>
<td>87.1</td>
<td>610</td>
<td>1.51</td>
<td>2.08</td>
</tr>
<tr>
<td>NV  NEVADA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elko</td>
<td>26</td>
<td>8.8</td>
<td>16</td>
<td>0.73</td>
<td>1.47</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>18</td>
<td>68.5</td>
<td>148</td>
<td>0.22</td>
<td>1.71</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Atlantic City</td>
<td>243</td>
<td>62.1</td>
<td>492</td>
<td>3.99</td>
<td>7.92</td>
</tr>
<tr>
<td>Camden</td>
<td>233</td>
<td>140.4</td>
<td>368</td>
<td>1.58</td>
<td>2.46</td>
</tr>
<tr>
<td>Perth Amboy</td>
<td>214</td>
<td>71.3</td>
<td>114</td>
<td>1.23</td>
<td>2.45</td>
</tr>
<tr>
<td>Toms River</td>
<td>230</td>
<td>137.5</td>
<td>510</td>
<td>1.62</td>
<td>3.77</td>
</tr>
<tr>
<td>Woodbury</td>
<td>20</td>
<td>10.8</td>
<td>35</td>
<td>1.51</td>
<td>2.08</td>
</tr>
<tr>
<td>NEW MEXICO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alamogordo</td>
<td>50</td>
<td>6.8</td>
<td>23</td>
<td>2.35</td>
<td>3.39</td>
</tr>
<tr>
<td>Clovis</td>
<td>130</td>
<td>14.4</td>
<td>41</td>
<td>1.03</td>
<td>1.36</td>
</tr>
<tr>
<td>Farmington</td>
<td>9</td>
<td>18.4</td>
<td>31</td>
<td>0.98</td>
<td>1.05</td>
</tr>
<tr>
<td>Halls</td>
<td>90</td>
<td>5.4</td>
<td>22</td>
<td>1.57</td>
<td>1.57</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>36</td>
<td>7.2</td>
<td>17</td>
<td>1.47</td>
<td>2.33</td>
</tr>
<tr>
<td>Nenana</td>
<td>26</td>
<td>2.0</td>
<td>36</td>
<td>1.51</td>
<td>2.33</td>
</tr>
<tr>
<td>Nome</td>
<td>230</td>
<td>34.3</td>
<td>56</td>
<td>2.20</td>
<td>2.51</td>
</tr>
<tr>
<td>Silver City</td>
<td>24</td>
<td>7.0</td>
<td>23</td>
<td>3.43</td>
<td>3.20</td>
</tr>
</tbody>
</table>

"Face-to-face, open discussions between operators will help solve most of their disputes," says grievance committee chairman花费 (Continued on page 40).
Welcome OPS! We think you're Tops!
And we warmly invite you to make these Stops:
For recreation: Nipper's Kennel Club, Booth 24
For relaxation: RCA Victor, Suite 1585
How Successful Assn. Works

The grievance committee, so he was excused. As it turned out, he left an vacation shortly before the meeting. His company was represented by the hearing by his zone foreman, Carl Betz.

Both sides presented their stories. The committee listened and asked questions. What resulted was a compromise settlement that left both sides completely satisfied.

Said Maulpaw Harry Gromacki, H. & G. Distributing Company, a veteran of 11 years in the business: "We've always gotten along well with our competitors, but in this case it wasn't for the association's grievance committee action we would still be scraping. It would have wound up costing all of us a lot of money. The air is a lot clearer now."

Democratic Action

Viewing the successful handling of its first complaint by the grievance committee, association president Sam Hastings said: "This is the type of democratic, sensible action that will improve our industry. It will also strengthen our trade association and set a pattern to follow in handling future grievances."

One lesson learned from the successful action by the grievance committee on this case, its first, points out Sam Hastings: "It is important that every complaint be settled among operators as soon as possible. Allowing disputes to drag on for a long period will lead to resentment and could eventually break up our association."

In addition to bolstering harmony among its members, says Sam Hastings: "Setting our own problems through a grievance committee is the kind of thing that operators can do to fight all the bad publicity our industry is receiving nowadays."

(Continued on page 59)
STEVE GIBSON AND THE REDCAPS sing
"BLESS YOU"
(For Being An Angel)
b/w
CHERYL LEE HUNT #H-326
Distributed by ABC-PARAMOUNT
From: ALL OF US AT ABC-PARAMOUNT and APT
To: ALL OF YOU IN THE M.O.A.

Ops - You're the Tops!

We can't thank you enough for your big contribution to our wonderful year of hits! And this year looks like the biggest, brightest yet -- thanks to you!

PAUL ANKA
NICK ANTHONY
GEORGE AULD
THE AXIDENTALS
THE BLAZERS
ELTON BRETT
CANDIDO
EDDIE GALVERT
DON COSTA
DANNY AND THE JUNIORS
MARTHA DAVIS & SPOUSE
THE DE CASTRO SISTERS
BRENDA DERRINGER
GLENN DERRINGER
LEO DIAMOND
FERRANTE & TEICHER
FRANK FROBA

EYDIE GORME
STEVE GIBSON
AND THE REDCAPS
GEORGE HAMILTON IV
VICKI JAY
THE KEYMEN
CAROLE KING
JACKIE AND ROY
STEVE LAWRENCE
LECUONA CUBAN BOYS
VINCE MARTIN
TED MAKSYMOWICZ
THE MANIN BROTHERS
JOHNNY NASH
THE NATURALS
THE NOBLES
NICOLA PAGNE
THE PONI-TAILS

LLOYD PRICE
LOUIS PROHUT AND THE
POLKA-GO-ROUNDERS
TEDDY RANDAZZO
SABIGA
FRANKIE SARCO
THE FOUR SERGEANTS
JOAN SHAW
ROY SMECK
SCOTT STEVENS
THE TALBOT BROTHERS
OF BERMUDA
GREG TAYLOR
THE VIRTUES
STAN WOLOVIC
AND THE POLKA CHIPS
NAT WRIGHT

P.S. HOPE YOU'LL HELP US WELCOME
TWO MORE SMASH HITS FROM TWO GREAT STARS

TEDDY RANDAZZO

THE AWKWARD AGE
b/w
LAUGHING ON THE OUTSIDE
ABC-10014

NAT WRIGHT

ANYTHING
b/w
FOR YOU, MY LOVE
ABC-10015

Arranged and conducted by Don Costa
Distributed in Canada by Sparton of Canada, Ltd.
Many thanks to the Music Operators of America from the CHANCELLOR RECORDS family

FRANKIE

AVALON • FABIAN • DAMIANO

BOB MARCUCCI  PETE DeANGELIS

Outlook Good, Say Indiana Ops

• Public relations needs over-all attention

• Programming for Hoosier a special challenge

By JOE KLEIN

INDIANAPOLIS — While brightening economic conditions are easing the burdens of his woes, the Indiana juke box operator remains the worried man of his industry.

Both Southern and Northern, both liberal and conservative, both industrial and agricultural, Indiana is a mixed-up State, to say the least. The troubles of the music box man stem, in the main, from the complex character of the Hoosier commonwealth.

This is a State of prudent, tight-lipped people who, for the most part, steadfastly refuse to buy dimes.

Business Improving

But the important thing is this: Business is improving while a year ago it was getting worse. Moderately estimated by leading Indiana operators and distributors, the 1958 decline over 1957 ranged from 20 to 25 per cent.

"We’re regaining that lost ground," said one operator. "I feel that we should record in winning it back completely by the end of this year."

A public-relations program is an urgent necessity in this State. A first objective of any such effort, if properly negotiated, would be to convince the operators and distributors of the State that this is a public and benevolent endeavor, and, in some cases, to dispel a self-inflicted sense of guilt. The Indiana operator is worried itself when talking about his business, and especially when talking for publication.

As matters stand, however, no effort is being exerted for improved public relations.

A somewhat changed pattern of programming seems to have emerged from the hard competitive necessities of the recession.

Added Effort

"There is need for added effort," he continued. "It’s finding out what the location wants. It’s thru your customers that you learn and profit. He is the one who puts you wise to a lot of things. Listening to him means 15 to 25 per cent more business."

Yet does he ignore the publicity market, he added.

"I am being very practical about it all," he reasoned. "If a record gets a good play, I continue to play it, regardless. If a paper gets a good play, I mention it in my column, or if it’s just theway they want it, then that’s what they’ll get. As long as they play it, they’ll sell it. But when I find that it isn’t being played, I take it off, but not before, charts, surveys, guides, notwithstanding."

Be fluid, be elastic, he advised. "Don’t have fixed plans," he suggested. "Don’t say it’ll put in five records every week. Improving..."
A Vise. Change. Make new adaptations. The man who invests the most money in records is the winner in this game.

A fellow townsman, who is also an operator of magnitude, has other ideas about programming.

First, he pays rigid heed to the publication charts. Then he proceeds to divide his disk–one-third popular, one-third rhythm and blues, one-third country and western.

Satisfy Teen-Agers

"There should be a fourth category," he said. "This should be made up of numbers specifically intended for teen-agers. They have their own unique musical tastes which should be satisfied in some organized or co-ordinated manner. A hit listing alone doesn't assure success among the teens."

His center of operation is in an industrial city approximately 25 miles from Chicago. He buys 500 records every two weeks.

"I try to get it locally, but what's the use?" he said. "They never have the things you want. So I do most of my buying in Chicago."

As yet, he has no stereo.

"In many places the location doesn't level itself to stereo," he explained. "Yes, stereo is wonderful for the house where there is high appreciation of music. But not in a noisy tavern where all they're looking for is loud. Sure the location will demand it. Why not? It's not costing them anything."

That stereo will win universal acceptance is not to be disputed, he added.

In Gary, progressive jazz remains in demand everywhere. At race spots it dominates the entire range of programming.

"No racial segment of the American population loves music more than the American Negro," said one distributor. "And, in fact, no group has a more profound knowledge of music."

Yet the emergence of a common musical culture is noted by all Gary operators.

"More and more, regardless of race or national origin, people trust the same kind of music in this city," said one.

Conditions in Gary, a city known for the racial and national diversity of its population, almost compel the use of 1931's: "Mevis Demands."

"These big machines," said an operator, "enable us to meet the highly varied demands of the many different kinds of people living in Gary. Too many 200's where you must find room for records in Polish, Slavish, Serbian, Croatian, Italian, Lithuanian, Hungarian, Spanish, Russian, German, in addition to your race numbers, your hillbilly music and your pets."

He said further that in many places the 100's will do just as well as the 200's. That is because it permits sectional separations, he explained. By that, he meant that it simplifies the problem of generation.

"It put national music on the first line and American popular music on the second," he stated.

In Gary, at least, 40's and 50's are obsolete.

The 100's are doing all right, but don't try to go below it," he continued. "You just can't win that way. The public demands variety and a lot of it."

Another Gary operator warned against the overemphasis of the type or scope of equipment.

"Sure," he said, "a 200 will do well—the first couple of weeks. But it's the novelty of it. Let's face it. People don't come to locations because of juke boxes. If the play is good in a location, it will be good regardless of the equipment."

Quality Equipment

That man was due to the excellent quality of the equipment produced today regardless of size, another Northern Indiana operator pointed out. Because of that, service calls have been reduced to 1-2 of what they were 2 years ago, he declared.

"The manufacturer deserves credit for it," he added. "Or more specifically, the better engineering and the better tests he developed in his factory."

Why does the location owner, of all the people with whom he does business, pick on the operator for a 'blow'? A quick answer awaits the question.

"Because," an operator replied, "he knows that the operator is the owner of his own business, because he is easily accessible to the location man. He doesn't know Mr. Pals or Mr. Budweiser or Mr. Seagram or Mr. Four Roses. Besides, in Indiana beer and liquor wholesalers are forbidden by law to lend money. Maybe these should be such a law for juke box operators also.

Even this operator bequeath his evils, operator-to-location heading has become an established practice of the industry in this State."

Good or bad, as a Lake County operator, summed it up, it is the kind of necessary competitive device which, if widely condemned, will never be abandoned.

To obtain a location in the northern part of the State an operator insured the premises prior 83,000 in addition to yielding to him all of the first month's take.

Takes a Powder

"Loser?" asked an operator. "Yes, I've had them. There have been cases where the owner simply walked out of the joint and went west, in a manner of speaking, a day after I gave him the money. He had nothing to lose. The fixtures he left behind were worth a dime."

The banks are rarely used for the negotiation of locations. One reason is that Indiana financial institutions, conspicuously conservative in all matters, are plainly reluctant to float funds for juke box operators. Another is the old fear to which this article has already alluded: That exposure and trouble may result from a recorded bank transaction that it is illegal to make a loan without a license.

"Admittedly," an operator conceded, "the facilities of a bank offer the greatest assurance of repayment. Even where the operator goes and becomes, in fact, responsible for the note, the location owner is impressed by his responsibility to the bank and by the fact that default may ruin his credit."

At which another operator aimed a shot: "What credit? You mean to say that a guy who has to come to a juke box operator for a few hundred credits anywhere?"

Thus, as matters stand, the

---

Lester Lanin

Conventional Program

Appears on Page 91

---

Lester Lanin

1776 Broadway, New York, N. Y.
Many Thanks-

Sam Cooke

current release

"EVERYBODY LIKES TO CHA CHA"

Keen #2018

Personal Management

JESS RAND

IT'S ALPHA

FOR NEW YORK CITY DISTRIBUTION

1st

...with Service
...with Promotion
...with The Hits
...with Quality Labels

ALPHA DISTRIBUTING CO.
457 W. 45th St., N. Y.
(Circle 5-7983)

What Is Required to Make Public Relations Work?

*Continued from page 16

What is required to make public relations work? A number of factors contribute to the success of public relations efforts. These factors include the clarity and effectiveness of the message, the credibility of the source, the timing and placement of the message, and the use of appropriate media. Additionally, the public relations professional must possess excellent communication skills and be able to build and maintain relationships with the media. In order to be effective, public relations professionals must also be able to analyze and interpret public opinion, and to develop strategies that will effectively communicate the message to the target audience. Finally, public relations professionals must be able to evaluate the effectiveness of their efforts and make necessary adjustments to improve results.
and appeared the newspapers.

The approximately one agency should have made good use of the mats provided by us. Unfortunately, too many managers have concluded that they were not the complete answer to their public relations problems as indeed they are and so neglected to take advantage of them. I should like to say that these mats are still available, free, to any operator who wants them.

MOA Support

AMI, as you know, along with competing manufacturers, has always been in the forefront of supporting MOA, contributing financially and otherwise participating in the annual success of this voluntary organization's conventions. In this, as in other activities, we feel that the subscription of money is not enough. The AMI field staff is always assembled from all parts of the country at the time of the MOA convention. A large group of us from the home office attend and put in our appearance, too, at the business sessions which are open to the public.

On several occasions, AMI has arranged distributor meetings to coincide with MOA conventions to swell the attendance and help assure the field staff of support for the high aims and ideals of MOA.

Public relations is, as mentioned, Harvey Miles, a continuing and all-encompassing activity at AMI. It has always been most gratifying to me that our president, John W. Haddock, has never sought to push any public relations program solely for commercial benefit. Instead, our efforts are directed toward those projects which will benefit all. A basic concept of the AMI attitude toward public relations is that the industry as a whole must come first if we, as manufacturers, are to share in the benefits.

Ads and FR

One should not, let us make clear, confuse advertising with public relations, although the former can be made a tool for helping the latter. In common with others, AMI recognized that the bewildering avalanche of press releases was cutting deeply into the number of locations available to operators. In an effort to rectify this condition, AMI some time ago embarked upon a cooperative program of public relations advertising which it is hoped will benefit the operator. The ads were relatively small in size and at the operators' request the blank inclusions as a result of recent newspaper headlines.

If there is one thing on which all of us in the business can agree, it is that the public relations department of the jockey box industry has had a "bad press" for years. Too few of us, it seems, have recognized the value of this cooperative effort, nor have we cooperated in taking advantage of the newspaper. In an effort to correct this condition, AMI some time ago embarked upon a cooperative program of public relations advertising which it is hoped will benefit the operator. The ads were relatively small in size and at the operators' request the blank inclusions as a result of recent newspaper headlines.

MEET AND HEAR: Harold Fellows, President, NAB, John Blair, President, John Blair & Co.; John Box, Exec. V.P., Balaban Stations, WFLI, Chicago; Matthew J. Calligan, Exec., V.P., NBC, Bob Eastman, President, Robert Eastman, V.P.; Harvey Glavcock, General Manager, WHK, Cleveland; Marty Hogan, General Manager, KMPC, Detroit; Hayne Stein, President, The Plough Stations; Gordon McLendon, KMAC, Atlanta; and Duncan Moneney, Exec. V.P., WPR, Albany; Bob Purcell, V.P., G.M., KFWB, Los Angeles; Harvey Miller, President, C. E. Hooper, Inc.; Adam Young, President, Adam Young, and Frank Stinner, President, Ira Cook, KMPC, Hollywood; Howard Miller, V.P., WFLI, Chicago.

MEET, HEAR and THRILL to the big Saturday Night All-Star Show, featuring Peggy Lee, . . . George Shearing . . . and many others. All are to be announced.

NO COST TO YOU FOR ANY OF THE FUNCTIONS . . . including meals, Saturday night's banquet and show. These are completely unheard of by America's leading record companies. Thus your expenses will be limited to transportation and hotel accommodations, all of which are tax-deductible, according to competent legal counsel.

CONVENTION OPENS with cocktail party Thursday evening . . . business sessions Friday and Saturday and until noon Sunday.


RUSH TO BILL STEWART:

Convention Coordinator
The Storz Stations, 820 Kilpatrick Building,
Omaha, Nebraska

Name
Address
Station or Company Affiliation
Type of room
Rate desired (approx.)

Rates in Hotels of Bal Harbour start at $10 daily for two.

How did it get so late so early?

Advance reservations are running heavy for the Storz Stations' Second Annual INTERNATIONAL RADIO PROGRAMMING SEMINAR and POP MUSIC DISC Jockey Convention May 29-30-31, Americana Hotel, Miami Beach

REASONS: Tremendous success of last year's Kansas City Conclave. Almost before that one adjourned, reservations started coming in for 1959, site unseen.

Now the news of city, site, hotel and program is out, the mail turned heavy. Suddenly it's late—almost too late. Space in the seven hotels of Bal Harbour is going fast. Soon you'll have to book elsewhere on the Beach.

So don't be shut out— rush the registration form below to Bill Stewart . . . convention coordinator for the Storz Stations.

Dress and Hotel reservations should be made immediately to avoid last minute disappointments. The full program will be mailed soon.

DIRECTIONS TO THE MEETING: Either use the Florida Turnpike or Route 1. The hotel is located on the right, just prior to the Bal Harbour Inn.
THANK YOU

for your tremendous support this year. You’ve helped make it a record one for us. Again, in the coming year, look for us to offer the very best in singles, monaural and stereo EP’s. We’re looking forward to seeing you at Booth #12.

GUARANTEED HIGH-FIDELITY AND STEREO-FIDELITY RECORDS BY

COLUMBIA®

*Suggested *° MSR List. A venture of Columbia Recording System, Inc.

THE BILLBOARD  
APRIL 6, 1959

What Makes Good Relations?

(Continued from page 53)

Industry and, as such, are concerned that it should be well thought of. The more we have on our side, the fewer on the other.

It is not my intention to make this a recital of AMI accomplishments in the field of public relations. Rather, it is an attempt to help others by showing that there are myriaded ways in which public relations activities can be inaugurated and carried out. Since I am more intimately familiar with our own efforts than with what is being done by others, I must necessarily confine my discussion to our.

One never knows just where the opportunities for getting under way with public relations may lie, and while some efforts succeed more than others, the effort itself accomplishes great good.

Hi-Fi Exhibit

Several years ago we had a chance to exhibit our juke box at a high-fidelity show in Chicago. Certainly there was nothing to be sold by us to the thousands of people who attended, except one thing. That was the concept that the juke box is a quality instrument, sound-wise, and can hold its own against the very best in hi-fi component equipment available. I need not tell you that the interest in our juke box as a piece of high-fidelity equipment was overwhelming. Many of us are now thinking of the juke box as a piece of quality, with the interest in our juke box. It was a great honor for our company to have the opportunity to present our product to such a large audience.

The public reaction was such that AMI saw high fidelity as another means of building good will for the juke box. We began manufacturing high-fidelity phonographs, and later stereo-phonographs, for home use. There was no intention of capturing the home market. Instead, we dedicated ourselves to producing the finest home equipment available to music lovers, regardless of their income. We wanted to make the juke box a piece of quality equipment. Our company is known to the public as a quality instrument for reproducing music.

Dealer Relations

An interesting sidelight on this is that we are not in our contacts with dealers, attempt to disguise the fact that we are the AMI that is known as a juke box manufacturer. In fact, not only dealers but their customers also came to recognize that high-fidelity equipment made by the AMI was not as much better, tone-wise, and likely to be more rugged, dependable and less susceptible to service difficulty.

There is ample proof that AMI’s development of the home market for high-fidelity and stereo equipment in cabinets of distinction redounds to the benefit of our juke box business, and to the benefit of the industry as a whole. It has been known to supplemented the label to the juke box. It is also important to note that the company has engaged in the production of most all equipment associated with it as a quality product.

Good public relations manifest themselves in many ways. Our personnel department, for example, carries on an extensive engineer recruitment program. They conduct the duties of leading engineering schools for recommendations on young men who are industrious and ambitious and who have excellent academic records. Our standards are high, and while there is obvious benefit to us in producing quality, the school officials have a growing respect for a juke box maker and, it follows, the public relations side of the company. The development of the juke box industry is a worthy way to serve themselves and their fellow men.

Good Will Spreads

We must never lose sight of the fact that good will spreads. It works for us just as badly publicity works against us. These things which reflect credit upon our segment of our industry tend, to some measure, to reflect credit upon the others. This is especially true in the things which we, as individuals, do.

At AMI we are encouraged to carry on public relations activities outside the plant. Our engineers belong to professional engineering societies. They attend the annual meetings of these organizations and the company pays the way. Accountants and production people likewise belong to groups whose members are engaged in activities similar to their own.

Many of us belong to Rotary, Lions and other civic and service groups. Personal experience as treasurer for two terms of my Lions Club I know that there is ample opportunity in such organizations to tell the story of the juke box and have done so from both the platform and off it. Recently, I completed a term as president of the Grand Rapids Advertising Club. Today, some 120 members of that organization, hearing unjust criticism of the juke box, told me that they would say, "That just isn’t so. We know a fellow in the business and his integrity is beyond question." In a couple of weeks I shall address a Saturday luncheon meeting of the Business and Professional Women’s Club in this city. All these activities take time; some of it from my work, much of it from my leisure hours. But each of these provides one more opportunity to tell nice people about other nice people who make and sell and operate juke boxes.

My assistant here, Bob Fier- son, has given many evening hours to working with teenage groups on Junior Achievement programs. I know that if you went up to Evanson and of these evenings you would find Ed Rumsfeld holding forth at the PTA in the school where his bright son belongs. Our treasurer, Don Heinisch, is an active Scout master and has spent many years with this boys’ organization. Many, many others are similarly engaged.

As industry-wide public relations program will require money—lots of it—and it must be raised. Individual effort to enhance the prestige of our industry also calls for personal sacrifice, for it exists another valuable commodity—time. The time we give may very well be our most significant contribution, and the one which will return the most.
HIT... anyway you look at it!

sweet, smooth, sex-sational

SEPARATE WAYS

backed with that great standard

Careless

Mercury 71433

SARAH VAUGHAN

PLUS... a new hit album too!

VAUGHAN AND VIOLINS

arranged and conducted by

Quincy Jones

SR 60038 - MG 20370
RCA Debuts Five New Stereo Units

NEW YORK — Five new stereo phonos have been announced by the Radio-Victrola Division of RCA Victor. Three of the units are portables, one is a console and one is a de luxe, all-one-console affair. They range in price from $99.95 for the least-priced port- able to $375 for the de luxe console.

According to RCA, the de luxe console (Mark XV—Model PM14) is designed to meet the require- ments of the critical music lover without taking up too much space. It has a dual-channel amplifier providing 60 watts maximum output. Two 12-inch and two 8-inch speakers are arranged in separate systems at either side of the 44 1/2-inch by 25-inch (foot) surface of the front of the four feet thick. But the simplicity is designed to allow all four speakers in the master unit to become the left channel speaker when an auxil- iary stereo speaker system (Model KS14) is connected. In other words, the customer can have stereo reproduction in either of two ways. The KS15 unit is avail- able in mahogany, oak or walnut framing.

The other models are: Mark XXV (Model IF980) is a 12 - watt portable featuring a high-fidelity tape system. There is a window into the front of the case and can be used for that positive for playing monaurally. A latch re- move the entire portable for replacement elsewhere. Available in two-tone gray simulated leather, it has a suggested list price of $109.95. Mark XXVII (Model PL82) is a portable with a six-watt output. This unit has two 6-inch speakers and a 3 1/2-inch speaker and dual printed circuit boards. It is controlled by a remote control. It is available in brown and beige simulating leather. The suggested list price is $139.95.

Mark XVIII (Model PM267) is the budget-priced "Victrola" stereo unit with a liftaway speaker lid, in a two-tone green and silver finish and surround. Suggested list price is $99.95.

RECORER MERCHANT

Vermonter Helps Sales
With His Own Demo Tape

BURLINGTON, Vt. — With the present strong demand for stereophone music, it isn't wise for the high school music department to put out a program of entertainment only. A parish speaker is not in a position to fulfill the demand for stereo music at the high school in the Burlington area, a local speaker, dealers, here.

While Vermont sells a profita- ble volume of stereo records, but it isn't doing it at the expense of the stereo market. We have split our merchandising operations into two sections, one toward the music purist who will only buy stereo and the other toward the customer who wants an "all-purpose" tape recorder.

For that reason, stereo equipment and stereo records, are displayed at two different points in the store—so that the consumer who is interested in one type of recording is likely to be attracted to the other. Usually, in the opening sections or the two points, the display is arranged to make it look like a home stereo system.

Sutterman, who has a lot of these re- corders to "family members" and for many unusual uses. His Christmas sale in encouraging family buying, and it has con- siderably. It includes a chil- dren's party, a grandmother read- ing Mother Goose rhymes to her grandchildren, a funny conversa- tion on the telephone, typical city dwellers, trees, birds, two businesses over the pressure of inflation, a bit of fluffiness in a shower of abundant rain, reading, the creaking of a baby, a church organ.

Suttert's full time to overcome this uncertainty, usually the salesmen were entirely unaware of it. He has pro- duced his tape, part of this bond to be of interest to almost anyone. In the event the prospect has several small children, playing this tape is a "natural," demon- strates the speaker system in a different way, the recording of a recorder. Sutterman knows that he has sold at least 20 tape recorders to people who have no interest whatsoever in stereo music. Just because they are seeing the recording fun possibilities.

Stereo Tuner Set to Bow

NEW YORK — Sargent-Ray- melt is showing a new dual-chan- nel FM-AM stereo tuner. It is the SR-1000 which complements the ten-channel integrated stereo choice, preamp and control component and spring tab.

The SR-1000 has a special provision for FM multiplex, including output jacks for adaptors and wired in automatic switching. It is listed at $150.95. The firm describes it in a new 32-page catalog.

Caliguri Goes to Sales Promotion
Spot at Motorola

CHICAGO — The stereo and television divisions of Motorola have named John T. Caliguri as national sales director. He is Edward Coliguri, Caliguri replaces Peter Whelan who resigned the post to return to a similar job with a Canadian elec-

Caliguri was formerly associated with Zenith in their advertising and promotion departments. He did all ad chores for the National Safety Council, Office Corporation and Mail Test Company.
From the Hottest Label on the Charts!

Tab Hunter
"THERE'S NO FOOL LIKE A YOUNG FOOL"
b/w
"I'LL NEVER SMILE AGAIN"
5051

By The Star of "77 SUNSET STRIP"
Edward "Kookie" Byrnes
"KOKIE, KOKIE"
(Lend Me Your Comb)
b/w
"YOU'RE THE TOP"
with Connie Stevens
5047

"77 SUNSET STRIP"
Don Ralke
5025

"YOU CAN'T BE TRUE DEAR"
Mary Kaye Trio
5050

"MIDNIGHT OIL"
Charlie Blackwell
5031

Smash Album:
"77 SUNSET STRIP"
Warner Bros. 1289

Write • Wire • Phone

ORDER FROM YOUR NEAREST DISTRIBUTOR
WARNER BROS. RECORDS
Burbank, Calif.
The First Name in Sound
STEREO AND MONO

Mitchell Has 12 New Phonos From $19.95

CHICAGO—Mitchell Phonograph Instruction Co., Inc., this week announced a July 1 delivery on a broad line of accessory units for both stereo and monaural sound. 

Mitchell bowed three manually operated four-speed portables. The model 530 offers a four-inch speaker at $19.95, while the 901 has in addition to the 530’s volume control, a separate tone control at $24.95. Both portables have all-purpose speakers.

The portable 517 is a deluxe model, with four-inch front mounted speaker and a dual tip cartridge, with separate tone and volume controls, listing at $23.95. At $39.95, the 564 is an automatic changer 45 rpm and 16 rpm monaural portable, equipped with automatic on-off, separate tone and volume controls and a built-in storage cabinet which holds 20 discs.

Mitchell phonos are portably manually operated stereo units. The model 519, at $39.95 is an all-in-one unit, containing two aluminum four-inch speakers, separate changer and amplifier cartridge. Portable is equipped with knobs on each control so that if the buyer wishes a pair of external speakers, he may purchase a pair per pair, they can be used. The Mitchell 509 is a two-speed portable stereo unit, containing the second speaker unit. Unit has separate volume controls one for each speaker.

Four-speed stereo automatic changer has a five-inch front mounted speaker in the line model includes Model 551, listing at $62.95, which contains only one four-inch speaker system. The model 552 is a two-speed cartridge on set equipped with plug-in jacks as second speaker channel or an extra one-speed changer can be made by Mitchell. Model 502 is a removable lid speaker and dual volume control, and auto- matic shuffle at $49.95.

REDs GET LOOK AT COMPONENT HIGH FIDELITY

NEW YORK — The Institute of High Fidelity Manufacturers has the task of assembling the equipment that will form part of the exhibit planned for Moscow's next summer (see separate story in Music section). The high fidelity aspect of this National American Exhibition will be presented. One side will be an actual demonstration of stereophonic sound, the other, a visual display of component equipment. In addition, the Institute is planning to host a competition to musical instruments and adulit's art areas.

The IFM represents 120 manufacturers of high fidelity equipment.

BONUS NEEDLE DEAL OFFERED BY Pfanstiehl

WAUKESCA, Wis. — Pfanstiehl Chemical Corp., local manufacturer of stereo phonograph needles, is offering one sapphire needle free with every double turntable purchase from April 10 thru May 31, as part of its 45th anniversary promotion. Special discount doesn’t apply to Elec- Sound Flats or Zenith Ceda cars- trids. However, special discount rates are planned. On the diamond style Snow Flat and Ceda cars needles during the sale. With every single point diamond-needle turned at lowered cost of $2.95, the dealer gets $3.50 list price savings. With each lowered dealer cost, $3.49, this point diamond-needle offers a large volume of savings to the buyer. The dealer price is $3.95. The needle is available at most large discount stores.

The “needle” line includes 10 models of different type and cost. Two are single-needle models, one two-speed dual speed and one four-speed dual speed. All models are made up of the same components and can be upgraded to a more expensive model in the line. The line is available at most discount stores.

The new calculations add up to a very substantial saving for the buyer. With the needle and the other parts of the system, the buyer can upgrade his system in stages and still save a large amount of money.

New Models Mark Muntz Stereo Move

EVANSTON, III. — Muntz TV Inc. here this week projected itself even more strongly into the stereo playback field, with the introduction of their four-speed, dual-speed changer. The “Muntz” model 202, with 20-watt dual amp, AM radio and stereo playback, while the same model at $295.95 offers both AM FM radio. These three combinations are all available in a housing having a blonde finish at $110 extra over the mabillon. All three with stereo jacks, so that a matching Muntz speaker-bracket with matching wood may be purchased at $40. The “Muntz” has a 20-watt dual amp. All Muntz combinations have four-speed changer, fixed ceramic cartridges and built-in tone and volume control.

Zenith Shows Stereo Unit at $129.95

CHICAGO—Zenith Radio Corp., this week debuted its first stereo portable phonograph at $129.95. Previously Zenith had portable units, but the new unit and playback units were separate pieces that were made into a carrying case combination. The dual-cartridge playback unit fits into the speaker unit, each unit contains a five inch aluminum cone and a 4 1/2 inch cone, each with a 10-watt combined output. In addition the speaker unit contains a stereo Adator speaker unit. Separate speaker unit contains a switch to automatic loudspeaker and a separate speaker unit. The automatic loudspeaker and a separate speaker unit sound adjustment. In addition the speaker unit contains a switch to automatic loudspeaker and a separate speaker unit sound adjustment. The Zenith model is available in four models, at a list price of $129.95 to $199.95.

New Phonola Line Has Eight Stereo Models

NEW YORK — The Phonola Co., Ltd., one of the world’s leading manufacturers of stereo phonographs, has introduced its new line to distributors this week. The line consists of two models, ranging in price from $195.95 to $499.95. Eight units are offered in the line, all incorporating a self-contained phonocartridge with 15-inch output, in addition to a variable-speed and volume control. The line offers a wood and vinyl cabinet, a combination, a combination, and a combination.

All but two of the models are available in stereo, the exception being the model 349 (for $249.95). The line contains a turntable, a turntable, and a turntable, but both are available in stereo.

The speakers in the portable models are available in three sizes, the smallest being the model 349 (for $249.95) and the largest being the model 359 (for $119.95). The model 359 is a stereo automatic portable. The four-speed unit is available in three sizes, the smallest being the model 349 (for $249.95) and the largest being the model 359 (for $119.95). The model 359 is a stereo automatic portable. The four-speed unit is available in three sizes, the smallest being the model 349 (for $249.95) and the largest being the model 359 (for $119.95).

GE Offers Stereo Sales Aid Booklet

NEW YORK — General Elec- tric is undertaking a educational advertising campaign for its new GE stereo line. The booklet is a 24-page booklet. “Many Men- of-War” is a layman’s basic guide to stereo hi-fi.

They can also offer a “why” and “how” of stereo. The booklet is printed in English and French. It is available at most stereo stores.

The booklet is available at most stereo stores. It is printed in English and French.

MAGNIFICENT SET TO BOW BIG NEW LINE

CHICAGO — A complete new phonograph line is being offered by Magnavox’s franchised dealers and proprietary stores during Parts Show May 18-20, at the Union League Club here. The line, under the name of Magna-Hilton and the Union League is being arranged by Magnavox.

Rabin Adds Catalog

NEW YORK — Rabin Industries, accessory firm, has prepared a supplement to its 1959 catalog which contains a list of items, tapes, record and film case. Copy can be had by writing to Rabin Industries.

The Treasury by Muntz

The Treasury by Muntz

www.americanradiohistory.com
Dealers...dealers...it's here!  
The most dynamic promotion  
in the history of Verve Records!  
Buy any Verve album...monaural  
or stereo for just sixty-two cents  
with the purchase of any similar Verve album...monaural ($3.09) or stereo ($3.71)  
at the regular cost!

NINETY-NINER

500 albums to choose from

April 6th through May 30th!...  
Your customer buys any Verve album...monaural or stereo for ninety-nine cents  
with the purchase of any similar Verve album...monaural ($4.98) or stereo ($5.98)  
at the regular list price!

Your distributor is ready to go!  
Call NOW!

ATLANTA — Dixie Dist. Co., 1235 Techwood Dr. N. W.,  
BOSTON — Music Suppliers, 253 Huntington Ave.  
CHARLOTTE — Bertos Sales Co., 2214 W. Morehead St.  
CINCINNATI — Supreme Dist. Co., 1600 Broadway  
CLEVELAND — Bertos Dist. Co., 327 Franklin Ave.  
DALLAS — Centric Dist., Inc., 2107 Farthing St.  
DENVER — Davis Sales Co., 1724 Arapahoe St.  
EAST HARTFORD — Allied Record Dist., 24 Clark St.  
GREAT FALLS — Music Service Co., 204 Fourth St. S.  
LOS ANGELES — Record Sales Co., 2818 W. Pico Blvd.  
MEMPHIS — Music Sales Co., 1117 Union Ave.  
MIAMI — Record Dist., Inc., 6700 N. E. 4th Ave.  
NASHVILLE — Music City Record Dist., 127 Lafayette St.  
NEWARK — All-State N. J., Inc., 87 Stecher St.  
NEW ORLEANS — Record Sales Co., 640 Baronne St.  
NEW YORK — Malverne Dist., Inc., 428 W. 49th St.  
PHILADELPHIA — Edward S. Barsky, Inc., 2522 N. Broad St.  
PITTSBURGH — Remles Sales Corp., 1711 Fifth Ave.  
SAN FRANCISCO — Melody Sales Co., 444 Sixth St.  
SEATTLE — Stanley Dist. Co., 235 Westlake North  
TORONTO — Cossen Sound & Vision Ltd., 390 Eglinton Ave. W.  
VANCOUVER — Aragon Sales, 1925 Burrard St.  
WASHINGTON D. C. — Schwartz Brothers, 901 Girard St., N. E.
The Billboard Buying Guide for PACKAGED RECORDS

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

---

**Pop Albums**

**PAT BOONE SINGS**

Pat Boone With Orch & Chorus Conducted by Billy May—Dot DLP 3158

A Boone bonanza is promised by this package of 12 sales-tested tunes, previously released as singles. Favorites include his "April Love," "That's How Much I Love You," and "March Grass March," among others. Simple cover consists of a full close-up shot of Boone with selections listed to add to sales impact.

**MAY FAIR LADY IN STEREO**

Original Cast—Columbia OS 2015

STEREO & MONAURAL

The re-recording of one of the hottest cast albums ever was completed in London in February with Rex Harrison, Julie Andrews, Stanley Holloway et al., of the original New York cast appearing there. The results are splendid. Stereo quality is full and rich, and was worth waiting for. This de luxe bookend-type packaging job can start a brand-new wave of buying interest.

**MUSIC FROM THE FILMS**

Mantovani Orch—London PS 112

STEREO & MONAURAL

Mantovani provides lovely listenable mood music in a semi-classical vein and highlighted by the flashy pianistics of Ravicz and Landauer. All of the themes are from British pictures, best known of which is the romantic "Gumshy Rhapsody" from "Love Story," often shown here as "Late Show" TV fare.

**THE ROARING 20'S IN STEREO**

Enoch Light & the "Charleston City All-Stars" Vol. 3—Grand Award G.A. 229 SD

Volumes 1 and 2 of this series did well sales-wise and this should meet with similar success. Happy vocal-chorus work on honey-flapper-styled arrangements of such great oldies as "Yes Sir, That's My Baby," "Five Foot Two," "Button Up Your Overcoat," etc.

**SHAGGY DOG SOUND TRACK**

Disneyland WDL 3044

This is Disney's latest screen effort, and the pic and the track are all full of whimsy and humor. P. Hanover Fees as Shaggy is frequently in the limelight, introducing songs and in general carrying on the story line. He discusses such friends of his as Roberta Shore and Fred MacMurray, who are also his costars. One shot of Shaggy is made to order for display, can definitely attract sales.

**Pop Special Merit Albums**

**GALLADORO**

Alfred Galladore, Saxophone Merri 5001

A brilliant disk display of alto sax virtuosity serves as the maiden release for this new label. Musical content, while basically pop in nature, encompasses a wide range from the concert-flavored "Horn Sissicue" to the jazz "Havana Nocturne." Emphasis is on Galladoro's spectacular technique somewhat reminiscent of Rafael Mendez' fast-flying trumpet-work. Four-color cover looks like an ad for Solmer but should appeal to sax enthusiasts.

(Continued on page 63)
AMES BROTHERS "PLATTER PARTY" PROMOTION
BY RCA VICTOR RECORDS


Smoochin' Time
AMES BROTHERS
Sid Ramin's Orch.

Moonglow, No Moon at All. 10 other great "moon tunes" make this one a shining success. LPM/LSP-1680

THE BEST OF THE AMES

Two Sleepy People and 11 more top tunes got the polished Ames Brothers touch in this one. LPM/LSP-1895

Seventeen breezed out of this album and on to the charts. A really hot Ames Brothers album! LPM/LSP-1487

Rag Mop is the headline success in this best-selling round-up of twelve top rhythm numbers. LPM-1895

EXACTLY LIKE YOU

Twelve sure-fire standards, including I Can't Give You Anything but Love. A sensation! LPM-1258

AMES BROTHERS

Exactly Like You, When My Sugar Walks Down the Street. 10 other smash songs. Ames Brothers style. LPM 1142

RCA VICTOR AND FRENCH'S MUSTARD UNITE TO GIVE NEW AMES BROTHERS "PLATTER PARTY" THE FLAVOR OF SUCCESS

It's no secret that your customers already have a taste for the Ames Brothers. But when this giant RCA Victor-French's Mustard "Platter Party" promotion gets going, watch your sales of Ames Brothers albums soar!

RCA Victor will sharpen America's appetite for Ames Brothers albums via:

■ Consumer ads in "Living for Young Homemakers," "Cosmopolitan," "Teen," "Hit Parade" and "Song Hits."

■ Network television spots on "The Steve Allen Show" and "Haggis Baggis."

■ Traffic-stopping blinker box and attractive window display material.

■ Local newspaper advertisements. ■ Special disc jockey promotion.

French's Mustard will top it all off with:
■ A two-page spread in "Ladies' Home Journal." Full-page color ads in


■ Colorful displays, streamers and a special disc jockey promotion.

AND ... A SPECIAL TRAFFIC BUILDING 45 EP HIGHLIGHTER ALBUM.

This "Platter Party" Highlighter album will be offered in all French's Mustard consumer ads. It samples 6 of the Ames Brothers' best-selling RCA Victor Albums, and it means extra sales opportunities for you!

SEASON YOUR SPRING SALES WITH PROFIT ORDER

THESE ALBUMS TODAY FROM YOUR RCA VICTOR DISTRIBUTOR

www.americanradiohistory.com
THE HIT OF THE CONVENTION

"NASTY BREAKS"

by THE DANDEVILLES

GUYDEN #2014

DISTRIBUTED NATIONALLY BY GONE RECORDING CORP.
1650 Broadway, New York, N.Y.
Review Spotlight on Albums...

Continued from page 69

--- Jazz Albums ---

WHAT IS THERE TO SAY?
The Gerry Mulligan Quartet—Columbia CL 1307 & CS 8115

STEREO & MONOAURAL

Gerry Mulligan bows his new quartet with A. Farmer, B. Crow and D. Bailey, with happy results on this new waxing. Mulligan is playing in the hilly, attractive style that makes him a great listener to and Farmer’s gentle and conservative trumpet work makes a perfect complement for Mulligan. It’s quiet, meaningful jazz that flows optimally and well. Titles include some group standards and some Mulligan originals such as "Just in Time" and "My Funny Valentine," two of the best tracks. This should be a strong seller.

HAPPY SESSION
Benny Goodman Ork With Andre Previn & Russ Freeman—Columbia CS 8129 & CL 1324

STEREO & MONOAURAL

Ring the bells and chirp the symbols for Benny in a back-to-a-modern jazz group and jazz ork and some brand new arrangements of new tunes and previously unrecorded standards, and Goodman and the new players will too. The jazz quintet features A. Previn, B. Kentell, F. Kapp and L. Vinsegur. The band features such names as F. Adams, H. Freeman, S. Marine, H. Celler and R. Wilber. The arrangements are by Previn, Bobby Cotesha from Yugoslavia, plus the old Rikke Sander among a "King." Sound is only fair, but Goodman may gain new fans with this stereo set.

THE SOUND OF BIG BAND JAZZ
Various Artists—World Pacific Jazz WP 1257

Virtually all of the current, top West Coast names are featured in this set of various big bands fronted by Bill Holman, Gil Evans, Terry Mandel, Gerry Mulligan and several others. Solos include Zoot Sims, Allan Eager and Bill Perkins. The Sheenore is the epitome of big band jazz. Displays will sell the set at first hearing.

EVERYBODY DIGS BILL EVANS
Bill Evans Trio—Riverside RLP 12-291

Bill Evans is a relatively new talent on the jazz scene. This is only his second album as a featured performer for the label, but it is one of the most enjoyable sets issued in a long time. Evans is not only imaginative but he has a refreshing sound and style that is all his own that is unique in the modern jazz idiom. Here is a new talent who is creative and stimulating, and this new waxing deserves a wide audience. Titles include standards and originals, one of the best being "Peace Piece" which Evans composed himself.

--- Jazz Special Merit Albums ---

THE SEVEN AGES OF JAZZ
(2-12") Various Artists—Metro 2-E 1009

The two-volume set traces the history and development of jazz from its folk and spiritual origins to modern jazz schools. Those periods represented are folk, blues, ragtime, Dixie, swing, bop and moderns. Various artists who are prime exponents of the various periods offer representative selections. On some of the tracks the styles are synthesized by contemporary musicians. Narration is by Leonard Feather. Commentaries and production were supervised by Dick Hyman. Set was recorded during a live performance last year.

--- Classical Albums ---

WAGNER: BRUNNHILDE'S IMMOLATION FROM DIE GÖTTERDÄMMERUNG & PRELUDE AND LIEBESTOD FROM TRISTAN AND ISOLDE
Eileen Farrell, Suprano, with Boston Symphony Orch. (Munch)—RCA Victor LSC 2255

STEREO & MONOAURAL

Reprints from two of the composer's best loved operas should strike the love of Wagner's fancy. Music of "Clasico" will be splendidly displayed. The orchestra under Munch responds beautifully. In stereo all of the brilliant, emotional passages shine thru. For the veteran or beginning buyer.

PONCHIELLI: LA GIOCONDA
(4-12") Zinka Milanov, Suprano; Giuseppe De Stefano, Tenor; Leonie de Warren, Baritone; Various Artists; Orch. & Chorus of the Accademia Di Santa Cecilia, Rome (Prevail)—RCA Victor LSC 6139

STEREO & MONOAURAL

A de luxe package which should move very well, particularly in view of the price structure. If it is offered at a three-speed and performances are terrific, as is the sound. Boxed package includes a beautifully prepared brochure telling the story of the opera, profiles of the cast, photos, etc. (Continued on page 59)
GIANT PROMOTION FOR AMERICA ... RCA CAMDEN "LIVING"

YOUR BEST VALUE IN
LIVING STEREO
IS ON RCA CAMDEN

ONLY $2.98 EACH RECORD!
Choose from this exciting collection of popular and classical recordings in "Living Stereo"—the world’s greatest catalog of low-priced, fine-quality stereophonic recordings!

CLASSICAL
Discovering the Piano: Lorn Hollander, Pianist.
Beethoven: Piano Concerto No. 4. Aniela Wroblewska, Pianist; Berlin Philharmonic, Furtwängler, Cond.
Symphony No. 3: Sibelius: Oslo Philharmonic, Grieg-Hegge, Cond.
Pop Concert Favorites: Oslo Philharmonic, Grieg-Hegge, Cond.

POPULAR
Broadway Spectacular: Norman Leyden and His Orch.
Dance, Dance: Dance Favorites: Hi-Fi. Toronto Orch.
Everybody Cha Cha: Fred Astaire Dance Studio Orch.
Favorite Harlequin; Norwegian Military Band. Led Negaar, Cond.
Harp, Trump & Horn: Gene Bianco and His Group.
Hits from "Gigi": Carmen-Lorenz-Hill Beavers Orch.
Hills from "Music Man": Hill Beavers Orch.
Kiss Me, Kate: Hill Beavers Orch.
Everybody in Stereo: Hill Beavers Orch.

NATIONAL MAGAZINES! OVER NINE MILLION IMPRESSIONS from this full-page ad in May CORONET. Plus hundreds of thousands of additional impressions from hard-selling full-page ads appearing in High Fidelity, Schwann Catalogue, and the Harrison Catalogue of Stereo Records!

Cash in on RCA Camden's stupendous stereo promotion.
April 6, 1959

The Billboard

Music

63

CA'S BIGGEST STEREO VALUE
STEREO"—ONLY $2.98

NETWORK TELEVISION!
OVER TWENTY-THREE MILLION IMPRESSIONS from
commercials on NBC-TV's "Ellery Queen" on April 17
and May 1st... the first time a budget-priced label
has advertised its records on network television!

AD MATS IN 3 SIZES!
SUPPLEMENTS FOR
COUNTER OR MAILING!

WINDOW STREAMER!
COUNTER
MERCHANDISER!

MONITOR

PLUS—Millions of additional impressions via
network radio spots on NBC-Radio's "Monitor"...
also transcribed 30- and 60-second dealer spots!

all your RCA Camden distributor now!

A PRODUCT OF RADIO CORPORATION OF AMERICA

Manufacturer's nationally advertised price same—optional with dealer.

The Billboard, April 6, 1959, Music, Page 63.
The Record Speaks for Itself....

HONOR ROLL OF HITS

THE NATION'S TOP TUNES for survey week ending March 31

Venus

1. Venus
2. Charlie Brown
3. Come Softly to Me
4. It's Just a Matter of Time
5. Alica's Harmonica

6. Tragedy
7. Never Be Anyone Else But You
8. Pink Shoe Lace
9. 'I've Had It
10. Hawaiian Wedding Song

Second Ten

11. It's Love
12. Slagger Lee
13. Donna
14. Pearly Grace
15. Please, Mr. Sun
16. Guitar Boogie Shuffle
17. The Children's Marrying Song
18. I Cried a Tear
19. Show We Don't Have You

Third Ten

20. I'm Yon Always
21. Tell Paul
22. My Happiness
23. It Doesn't Matter Anymore
24. No Other Arms, No Other Lips

Visit BMI at Booth #8

BROADCAST MUSIC, INC.
589 Fifth Avenue, New York 17, N. Y.
New York • Chicago • Hollywood • Toronto • Montreal
JERRY LEE'S BACK...
and SUN HAS GOT HIM!

LOVIN' UP A STORM
b/w Big Blon' Baby
by JERRY LEE LEWIS

"America's Most Dynamic Showman"
SUN #317

LUTHER PLAYED THE BOOGIE
b/w
THANKS A LOT
by JOHNNY CASH

"America's Favorite Country Boy"
SUN #316

MEMPHIS, TENN.
Breaking Big!

**X+Y+Z**

by THE THREE TEENS
eb 1211

**SUNNY LADS**

"THAT'S MY DESIRE"

JAX RECORDS • MI 3-1984

**In The Hit Tradition**

**WYNNE RECORDS Present**

**THE ITCH FOR SCRATCH**

TED STANFORD

(stil) CTC, SPO, and Record Toc tricks for the 90's

Harry Walter Webster "Bud for Enders"

**Gloria Hudson**

with THE BANDS

Featuring CANDIED (used, courtesy of 7th Avenue)

**Jimmy Bailey**

A New Young Voice With a Hit Song

**LET YOUR CONSCIENCE BE YOUR GUIDE**

Constantly

Mop 103

Already Bravely Wide Open in Philly

BOBBY D'YANO

UNCERTAIN LOVE

b/w Waffles

DEBORAH

Tell Me That You Care

b/w Tunes

On the STAR SATELLITE Label

**POPULAR**

**SIMON & GARFUNKEL**

SIMON & GARFUNKEL

The new Simon & Garfunkel classic "Morning Has Broken" features Paul's voice and the soundtracks offer an infectious English literature. The songs benefit achingly. Electron stores "You Can Call Me" and "Harry's Soul" and the package offer a seriously needed bonus, but they open the only box of the LP. It's a bargain.

**SUNNY LADS**

"THAT'S MY DESIRE"

JAX RECORDS • MI 3-1984
The Billboard's Music Popularity Charts...PACKAGED RECORDS

The bulk of the striking musical selections on this LP are by John Philip Sousa. Also represented are Edgar, Arnold, Fitch, and Bliss. Mr. Schwartz includes "Bear and Wolves Forever," "Pom-Poms and Cymbals," etc. Good sound for steam fans and first-rate material for march music collectors. The selection covers seven pages of small type.

HOCK AND DESCENTMANN KAPPEL
Produced by Julius Herman, London P 511

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.

STEREO AND MORAURAL

The new world of sound" is the explanation given to American radio listeners by Paul Roth, who has been making the world's first stereo recordings. The long-awaited hi-fi, he says, is coming, and with it a revolution in music. Roth, who is well known for his recordings of music, is the inventor of the stereo sound system.
<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
<th>Chart</th>
<th>Record Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Venus</td>
<td>By Bill Haley and His Comets</td>
<td>1</td>
<td>7</td>
<td>Best Selling Records</td>
</tr>
<tr>
<td></td>
<td>Come Softly to Me</td>
<td>By Les Paul &amp; Mary Ford</td>
<td>3</td>
<td>4</td>
<td>Coral Records</td>
</tr>
<tr>
<td></td>
<td>Charlie Brown</td>
<td>By Cal Smith</td>
<td>2</td>
<td>9</td>
<td>Coral Records</td>
</tr>
<tr>
<td></td>
<td>It's Just a Matter of Time</td>
<td>By The Impressions</td>
<td>4</td>
<td>7</td>
<td>Mercury Records</td>
</tr>
<tr>
<td></td>
<td>Pink Shoe Laces</td>
<td>By The Silhouettes</td>
<td>8</td>
<td>4</td>
<td>Coral Records</td>
</tr>
<tr>
<td></td>
<td>I've Had It</td>
<td>By Pat Boone</td>
<td>9</td>
<td>8</td>
<td>Coral Records</td>
</tr>
<tr>
<td></td>
<td>Guitar Boogie Shuffle</td>
<td>By Hootie &amp; The Blowfish</td>
<td>17</td>
<td>2</td>
<td>Epic Records</td>
</tr>
<tr>
<td></td>
<td>I Need Your Love Tonight</td>
<td>By The Temptations</td>
<td>1</td>
<td>1</td>
<td>Motown Records</td>
</tr>
<tr>
<td></td>
<td>A Fool Such as I</td>
<td>By Pat Boone</td>
<td>14</td>
<td>11</td>
<td>Coral Records</td>
</tr>
<tr>
<td></td>
<td>Peter Gunn Theme</td>
<td>By The Ventures</td>
<td>15</td>
<td>11</td>
<td>Columbia Records</td>
</tr>
<tr>
<td></td>
<td>Happy Organ</td>
<td>By The Ventures</td>
<td>21</td>
<td>6</td>
<td>Decca Records</td>
</tr>
<tr>
<td></td>
<td>May You Always</td>
<td>By The Four Seasons</td>
<td>26</td>
<td>12</td>
<td>Atlantic Records</td>
</tr>
<tr>
<td></td>
<td>Where Were You (On Our Wedding Day)?</td>
<td>By The Impressions</td>
<td>23</td>
<td>11</td>
<td>Mercury Records</td>
</tr>
<tr>
<td></td>
<td>The Children's Marching Song</td>
<td>By The Ventures</td>
<td>24</td>
<td>11</td>
<td>Coral Records</td>
</tr>
<tr>
<td></td>
<td>It Doesn't Matter Anymore</td>
<td>By The Four Seasons</td>
<td>25</td>
<td>4</td>
<td>Epic Records</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
<th>Chart</th>
<th>Record Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Stagger Lee</td>
<td>By Fats Domino</td>
<td>16</td>
<td>13</td>
<td>Chess Records</td>
</tr>
<tr>
<td></td>
<td>Sea Cruise</td>
<td>By The Drifters</td>
<td>17</td>
<td>2</td>
<td>Mercury Records</td>
</tr>
<tr>
<td></td>
<td>Please, Mr. Sun</td>
<td>By The Ventures</td>
<td>18</td>
<td>16</td>
<td>Mercury Records</td>
</tr>
<tr>
<td></td>
<td>Since I Don't Have You</td>
<td>By The Platters</td>
<td>19</td>
<td>9</td>
<td>Mercury Records</td>
</tr>
<tr>
<td></td>
<td>Petite Fleur</td>
<td>By The Platters</td>
<td>20</td>
<td>2</td>
<td>Mercury Records</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Week</th>
<th>Chart</th>
<th>Record Company</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I Cried a Tear</td>
<td>By Roy Orbison</td>
<td>26</td>
<td>11</td>
<td>Epic Records</td>
</tr>
<tr>
<td></td>
<td>Nola</td>
<td>By The Ventures</td>
<td>27</td>
<td>2</td>
<td>Epic Records</td>
</tr>
<tr>
<td></td>
<td>Where Were You (On Our Wedding Day)?</td>
<td>By The Supremes</td>
<td>28</td>
<td>2</td>
<td>Motown Records</td>
</tr>
<tr>
<td></td>
<td>My Happiness</td>
<td>By The Four Tops</td>
<td>29</td>
<td>18</td>
<td>Motown Records</td>
</tr>
<tr>
<td></td>
<td>This Should Go On Forever</td>
<td>By The Four Tops</td>
<td>29</td>
<td>28</td>
<td>Motown Records</td>
</tr>
</tbody>
</table>

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

More discs, dimes, dollars coming your way from MORE DISCS, DIMES, DOLLARS

and on... even more...

with FIVE SMASH STEREO EP's

Don't miss Capitol artists Donna Hightower and Sonny James entertaining at the Convention
<table>
<thead>
<tr>
<th>WEEK 1</th>
<th>WEEK 2</th>
<th>WEEK 3</th>
<th>WEEK 4</th>
<th>WEEK 5</th>
<th>WEEK 6</th>
<th>WEEK 7</th>
<th>WEEK 8</th>
<th>WEEK 9</th>
<th>WEEK 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>VENUS</td>
<td>COME SOFTLY TO ME</td>
<td>PINK SHOE LACES</td>
<td>TRAGEDY</td>
<td>NEVER BE ANYONE ELSE BUT YOU</td>
<td>CHARLIE BROWN</td>
<td>ALVIN'S HARMONICA</td>
<td>IT'S LATE</td>
<td>GUITAR BOOGIE SHUFFLE</td>
<td>I'VE HAD IT</td>
</tr>
<tr>
<td>DONNA</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>TOMBOY</td>
<td>EVERYBODY LIKES TO CHA CHA</td>
<td>ENCHANCED</td>
<td>FOR A PENNY</td>
<td>I'M NEVER GONNA TELL</td>
<td>MAY YOU ALWAYS</td>
<td>TALK TO THE MAN</td>
<td>I GO APE</td>
</tr>
<tr>
<td>COME SOFTLY TO ME</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>COME SOFTLY TO ME</td>
<td>HEAVENLY LOVER</td>
<td>TALL PAUL</td>
<td>I GO APE</td>
<td>MAY YOU ALWAYS</td>
<td>COME SOFTLY TO ME</td>
<td>THREE STARS</td>
<td>TELLING LIES</td>
</tr>
<tr>
<td>DONNA</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>HEAVENLY LOVER</td>
<td>TALL PAUL</td>
<td>I GO APE</td>
<td>MAY YOU ALWAYS</td>
<td>COME SOFTLY TO ME</td>
<td>THREE STARS</td>
<td>TELLING LIES</td>
</tr>
<tr>
<td>COME SOFTLY TO ME</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>HEAVENLY LOVER</td>
<td>TALL PAUL</td>
<td>I GO APE</td>
<td>MAY YOU ALWAYS</td>
<td>COME SOFTLY TO ME</td>
<td>THREE STARS</td>
<td>TELLING LIES</td>
</tr>
<tr>
<td>DONNA</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>SHE SAY (OOM DOOBY DOOM)</td>
<td>HEAVENLY LOVER</td>
<td>TALL PAUL</td>
<td>I GO APE</td>
<td>MAY YOU ALWAYS</td>
<td>COME SOFTLY TO ME</td>
<td>THREE STARS</td>
<td>TELLING LIES</td>
</tr>
</tbody>
</table>

**THE STAR PERFORMER designation shows the outstanding sales changes of position in The Hot 100 chart this week. Its purpose merely is to provide quick visual identification of the slate which moved up most dramatically or to new entries which first entered the chart at an unusually high position.**
# THE BILLBOARD'S BEST BUYS

These records have shown the greatest national sales breakthrough potential this week for the first time. Action sides are listed in capital letters.

### POP

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>I MISS YOU SO</td>
<td>Paul Anka, ABC-Paramount 10011</td>
</tr>
<tr>
<td>YEP!</td>
<td>Duane Eddy, ABC-Paramount 9987</td>
</tr>
</tbody>
</table>

### GUESS WHO

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOOD GIRLS</td>
<td>Jesse Belvin, BMI</td>
</tr>
<tr>
<td>THREE STARS</td>
<td>Tommy Dee, American, BMI</td>
</tr>
</tbody>
</table>

### C&W

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAT DO YOU KNOW ABOUT HEARTACHES</td>
<td>Johnnie &amp; Jack, BMI</td>
</tr>
</tbody>
</table>

### R&B

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHO'S THAT KNOCKIN'</td>
<td>James Brown, Decca 5782</td>
</tr>
<tr>
<td>STAR LOVE</td>
<td>Sammy Davis, RCA Victor 7450</td>
</tr>
<tr>
<td>MIDNIGHT OIL</td>
<td>Charlie Rich, RCA Victor 7459</td>
</tr>
<tr>
<td>MY HAPPINESS</td>
<td>Connie Francis, M-G-M 13230</td>
</tr>
<tr>
<td>ONLY YOU</td>
<td>Frank Foster, Capitol 4151</td>
</tr>
<tr>
<td>77 SUNSET STRIP</td>
<td>Don Julian, Warner Bros. 7053</td>
</tr>
<tr>
<td>WHEN THE SAINTS GO MARCHING IN</td>
<td>Fats Domino, Imperial 660</td>
</tr>
<tr>
<td>THAT'S MY LITTLE SUEZ</td>
<td>Shirley Valenzuela, BMI 4114</td>
</tr>
<tr>
<td>I NEVER FELT LIKE THIS</td>
<td>Jack Scott, Capitol 602</td>
</tr>
<tr>
<td>THERE MUST BE A WAY</td>
<td>Julio Jimenes, M-G-M 13234</td>
</tr>
</tbody>
</table>

---

**THE BILLBOARD'S BEST BUYS**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>YEP!</td>
<td>Duane Eddy, ABC-Paramount 9987</td>
</tr>
<tr>
<td>THE BEAT</td>
<td>Bob Keel, Tommy 7562</td>
</tr>
<tr>
<td>(ALL OF A SUDDEN) MY HEART SINGS</td>
<td>Paul Anka, ABC-Paramount 9987</td>
</tr>
<tr>
<td>SOMEONE</td>
<td>Junior Marvin, Atlantic 8198</td>
</tr>
<tr>
<td>THE CHILDREN'S MARCHING SONG</td>
<td>Carl Wayne, London 1811</td>
</tr>
<tr>
<td>FIRST ANNIVERSARY</td>
<td>Carl Wayne, Roulette 4138</td>
</tr>
<tr>
<td>POOR JENNY</td>
<td>Everly Brothers, Cadence 650</td>
</tr>
<tr>
<td>SIX NIGHTS A WEEK</td>
<td>The Crystals, Epic 487</td>
</tr>
<tr>
<td>LONELY TEARDOPS</td>
<td>Jackie Wilson, Brunswick 18308</td>
</tr>
<tr>
<td>ALMOST GROWN</td>
<td>Chee Chong, Chess 1703</td>
</tr>
<tr>
<td>THAT'S WHY</td>
<td>Junior Marvin, Brunswick 18166</td>
</tr>
<tr>
<td>BECAUSE YOU'RE YOUNG</td>
<td>Jasmin Rodgers, Roulette 4139</td>
</tr>
<tr>
<td>ALL AMERICAN BOY</td>
<td>Bill Parsons, Fraternity 425</td>
</tr>
<tr>
<td>MATILDA</td>
<td>Connie and His Capetown, Judd 1062</td>
</tr>
<tr>
<td>SO FINE</td>
<td>Frankie Ford, Manor 4052</td>
</tr>
<tr>
<td>I MISS YOU SO</td>
<td>Paul Anka, ABC-Paramount 10011</td>
</tr>
<tr>
<td>FRIED EGGS</td>
<td>Juke Joint, Epic 8101</td>
</tr>
<tr>
<td>NO OTHER ARMS, NO OTHER LIPS</td>
<td>Four Tops, Checker 5082</td>
</tr>
<tr>
<td>PRETTY GIRLS EVERYWHERE</td>
<td>Empire Church, Chess 1732</td>
</tr>
<tr>
<td>TELL HIM NO</td>
<td>The Drifters, Roulette 4152</td>
</tr>
<tr>
<td>LOVE DOVEY</td>
<td>Claire McPhatter, Atlantic 4140</td>
</tr>
<tr>
<td>WITH THE WIND AND THE RAIN IN YOUR HAIR</td>
<td>Bill with the Dubs, Decca 5781</td>
</tr>
<tr>
<td>ROCKIN' CRICKETS</td>
<td>B. C. Tenley, Savoir-Faire 9476</td>
</tr>
<tr>
<td>DON'T TAKE YOUR GUNS TO TOWN</td>
<td>Johnny Cash, Columbia 41513</td>
</tr>
<tr>
<td>FRENCH FOREIGN LEGION</td>
<td>Frank Wilson, Capitol 4152</td>
</tr>
<tr>
<td>RAINING IN MY HEART</td>
<td>Buddy Holly, Coral 4618</td>
</tr>
<tr>
<td>BOOM-A-DIP-DIP</td>
<td>Max Robinson, Monument 462</td>
</tr>
<tr>
<td>Gotta Travel On</td>
<td>Billy Grammer, Monument 602</td>
</tr>
</tbody>
</table>

---

**THE BILLBOARD'S WEEKLY CHARTS**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist, Company, Record Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>I MISS YOU SO</td>
<td>Paul Anka, ABC-Paramount 10011</td>
</tr>
<tr>
<td>YEP!</td>
<td>Duane Eddy, ABC-Paramount 9987</td>
</tr>
<tr>
<td>THE CHILDREN'S MARCHING SONG</td>
<td>Carl Wayne, London 1811</td>
</tr>
<tr>
<td>FIRST ANNIVERSARY</td>
<td>Carl Wayne, Roulette 4138</td>
</tr>
<tr>
<td>POOR JENNY</td>
<td>Everly Brothers, Cadence 650</td>
</tr>
<tr>
<td>SIX NIGHTS A WEEK</td>
<td>The Crystals, Epic 487</td>
</tr>
<tr>
<td>LONELY TEARDOPS</td>
<td>Jackie Wilson, Brunswick 18308</td>
</tr>
<tr>
<td>ALMOST GROWN</td>
<td>Chee Chong, Chess 1703</td>
</tr>
<tr>
<td>THAT'S WHY</td>
<td>Junior Marvin, Brunswick 18166</td>
</tr>
<tr>
<td>BECAUSE YOU'RE YOUNG</td>
<td>Jasmin Rodgers, Roulette 4139</td>
</tr>
<tr>
<td>ALL AMERICAN BOY</td>
<td>Bill Parsons, Fraternity 425</td>
</tr>
<tr>
<td>MATILDA</td>
<td>Connie and His Capetown, Judd 1062</td>
</tr>
<tr>
<td>SO FINE</td>
<td>Frankie Ford, Manor 4052</td>
</tr>
<tr>
<td>I MISS YOU SO</td>
<td>Paul Anka, ABC-Paramount 10011</td>
</tr>
<tr>
<td>FRIED EGGS</td>
<td>Juke Joint, Epic 8101</td>
</tr>
<tr>
<td>NO OTHER ARMS, NO OTHER LIPS</td>
<td>Four Tops, Checker 5082</td>
</tr>
<tr>
<td>PRETTY GIRLS EVERYWHERE</td>
<td>Empire Church, Chess 1732</td>
</tr>
<tr>
<td>TELL HIM NO</td>
<td>The Drifters, Roulette 4152</td>
</tr>
<tr>
<td>LOVE DOVEY</td>
<td>Claire McPhatter, Atlantic 4140</td>
</tr>
<tr>
<td>WITH THE WIND AND THE RAIN IN YOUR HAIR</td>
<td>Bill with the Dubs, Decca 5781</td>
</tr>
<tr>
<td>ROCKIN' CRICKETS</td>
<td>B. C. Tenley, Savoir-Faire 9476</td>
</tr>
<tr>
<td>DON'T TAKE YOUR GUNS TO TOWN</td>
<td>Johnny Cash, Columbia 41513</td>
</tr>
<tr>
<td>FRENCH FOREIGN LEGION</td>
<td>Frank Wilson, Capitol 4152</td>
</tr>
<tr>
<td>RAINING IN MY HEART</td>
<td>Buddy Holly, Coral 4618</td>
</tr>
<tr>
<td>BOOM-A-DIP-DIP</td>
<td>Max Robinson, Monument 462</td>
</tr>
<tr>
<td>Gotta Travel On</td>
<td>Billy Grammer, Monument 602</td>
</tr>
</tbody>
</table>
FOR TRADITIONAL QUALITY
MAKE IT AN "RCA CUSTOM"

QUALITY IS AN ART....AND AN RCA TRADITION

RCA CUSTOM RECORD SALES

155 EAST 92TH STREET • NEW YORK 10, NEW YORK • MURRAY HILL 9-7200
445 N. LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS • WHITFORD 4-3215
1510 NORTH VINE STREET • HOLLYWOOD 28, CALIFORNIA • HOLLYWOOD 9-2104
600 17TH AVENUE SOUTH • NASHVILLE 3, TENNESSEE • ALPINE 5-6591

**Best Selling Sheet Music in U. S.**

<table>
<thead>
<tr>
<th>Title of Sheet Music</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. HAWAIIAN WEDDING SONG (Pickwick)</td>
<td>1</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>2. VENUS (Bambu-Lasalle)</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>3. NOLA (Ford)</td>
<td>5</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>4. MY HAPPINESS (Happiness)</td>
<td>2</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>5. MAY YOU ALWAYS (Hecht, Lancaster &amp; Bussell)</td>
<td>3</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>6. PETER CUNN THIEVE (Northbridge)</td>
<td>9</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>7. CHILDREN'S MARCHING SONG (Miller)</td>
<td>6</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>8. CHARLIE BROWN (Tiger)</td>
<td>13</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>9. PETITE FLEUR (Hill &amp; Range)</td>
<td>7</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>10. THERE MUST BE A WAY (V emanci)</td>
<td>9</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>11. ALVIN'S HARMONICA (Proeth)</td>
<td>10</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>12. PUNK SHOE LACES (Ponore)</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>13. ITS JUST A MATTER OF TIME (Edens)</td>
<td>14</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>14. SMOKE GETS IN YOUR EYES (Hams)</td>
<td>8</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>15. TOMBOY (Roscom)</td>
<td>13</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music in Britain**

(April 6, 1959)

(April 6, 1959)

<table>
<thead>
<tr>
<th>Title of Sheet Music</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Kiss Mo Honey Honey—Lambert (Korda)</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2. The Wonderful Secret of Love—Lana (Ladd)</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3. The World Outside—Keith Powers (Chappell)</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4. The Day He Ruins Every John Fields (Gatland)</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5. The Little Drummer Boy—Monaco, Voice &amp; Voice (Down, Voice &amp; Voice)</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. My Happiness—Sharon (Cocktail)</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>7. Easter Parade—Easter (Easter)</td>
<td>7</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8. Don't Your Mama Know It—Lois and Snow (Mills)</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>9. Apple Blossom Time—Frankie D'Orleans (Mills)</td>
<td>9</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

**Best Selling Pop Records in Britain**

(April 6, 1959)

<table>
<thead>
<tr>
<th>Title of Record</th>
<th>Week</th>
<th>Last Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SMOKIN' IN YOUR EYES—Walters (London)</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>2. SONG SADIE—Rosa Conway (Columbia)</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>3. MY HAPPINESS—Carrie Francis (MGM)</td>
<td>3</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>4. I DON'T BELIEVE ANOTHER—Buddy Holly (Coral)</td>
<td>4</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>5. AS I LOVE YOU—Shirley Ellis (Philips)</td>
<td>5</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>6. PETITE FLEUR—Cher Barbé (Philips)</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>7. STAGGER LEE—Lindy Price (HMV)</td>
<td>7</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>8. LITTLE DRENNER BOY—Bobby Bland (Dixie)</td>
<td>8</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>9. A PUB WITH NO BEER—Elvis Presley (Columbia)</td>
<td>9</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>10. IGGY—Iggy (Philips)</td>
<td>10</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>11. TOWN—Tommy Corson (B)</td>
<td>11</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>12. SING, SING, SING—Teddy Johnson and Pearl Carr (Columbia)</td>
<td>12</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>13. MY HEART SINGS—Paul Anka (Columbia)</td>
<td>13</td>
<td>13</td>
<td></td>
</tr>
<tr>
<td>14. WHEN YOUR CHEWING GUM LOSES ITS FLAVOR—Alèna Economos (Philips)</td>
<td>14</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>15. C'MON EVERYBODY—Johnny Cochran (London)</td>
<td>15</td>
<td>15</td>
<td></td>
</tr>
<tr>
<td>16. CHARLIE BROWN—The Coasters (London)</td>
<td>16</td>
<td>16</td>
<td></td>
</tr>
<tr>
<td>17. KISS ME HONEY HONEY, KISS ME—Shirley Ellis (Philips)</td>
<td>17</td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>18. I GOT STUNG—ONE NIGHT—Elvis Presley (B)</td>
<td>18</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>19. WAIT FOR ME—Malcolm Vaughan (HMV)</td>
<td>19</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>20. WONDERFUL SECRET OF LOVE—Brown Eyes (Philips)</td>
<td>20</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

**Money Saving Subscription**

Order:
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Enter my subscription to The Billboard for a full year (52 issues) at the rate of $5.95 (a considerable saving over single copy rates). Foreign rates $8.00.
Name
Company
Address
City
State
Zip
Type of Business
Title

Copyrighted material
One in a Series of Industry Personality Statements

MITCH MILLER  Director of Popular Artists and Repertoire for Columbia Records

says:

"The Billboard is just as much the vital language of our trade as the creative energy that all honest music men are employing to make the industry constantly grow."

THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY
WE'RE OLD HANDS AT CUSTOM RECORD PRESSING

The technical know-how we have acquired at COLUMBIA TRANSCRIPTIONS is the kind that comes only with experience. This experience put to work at the finest, most modern facilities in all the industry, serves your every custom pressing need. It enables us to do the job for you quickly, reliably, completely.

In three convenient locations:
New York, 199 Seventh Avenue, Circle 5-7300.
Chicago, 630 North McClurg Court, Whitemall 4-6000.
Hollywood, 8723 Alden Drive, GLympia 6-1034.

WHEN YOU WANT QUALITY RECORDS IN QUANTITY QUICKLY, COME TO COLUMBIA TRANSCRIPTIONS.

Copyrighted material
The Billboard
HOT C & W SIDES

FOR WEEK ENDING APRIL 5

<table>
<thead>
<tr>
<th>WEEKS AGO</th>
<th>THIS WEEK</th>
</tr>
</thead>
<tbody>
<tr>
<td>THREE WEEKS</td>
<td>TWO WEEKS AGO</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TITLE</th>
<th>ARTIST, COMPANY, RECORD NUMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHEN IT'S SPRINGTIME IN ALASKA</td>
<td>Johnny Horton, Columbia 11762</td>
</tr>
<tr>
<td>DON'T TAKE YOUR GUNS TO TOWN</td>
<td>Johnny Cash, Columbia 11313</td>
</tr>
<tr>
<td>WHITE LIGHTNING</td>
<td>George Jones, Mercury 15,119</td>
</tr>
<tr>
<td>WHO CARES</td>
<td>Don Gibson, RCA Victor 7549</td>
</tr>
<tr>
<td>I'M IN LOVE AGAIN</td>
<td>George Morgan, Columbia 11708</td>
</tr>
<tr>
<td>COME WALK WITH ME</td>
<td>Wilson Lee, Stony Cove, Kentucky 18501</td>
</tr>
<tr>
<td>THAT'S WHAT IT'S LIKE TO BE LONERSONE</td>
<td>Roy Price, Columbia 41302</td>
</tr>
<tr>
<td>MIMMY FOR A DAY</td>
<td>Billy Webb, Decca 28604</td>
</tr>
<tr>
<td>WHICH ONE IS TO BLAME</td>
<td>Wilma Bruton, Decca 28795</td>
</tr>
<tr>
<td>BILLY BAYOU</td>
<td>Jim Reeves, RCA Victor 7288</td>
</tr>
<tr>
<td>BEYOND THE SHADOW</td>
<td>Brownie, RCA Victor 7427</td>
</tr>
<tr>
<td>COUNTRY MUSIC IS HERE TO STAY</td>
<td>Steve Collins, Capital 40147</td>
</tr>
<tr>
<td>LUTHER PLAYS THE BOOGIE</td>
<td>2</td>
</tr>
<tr>
<td>SET HIM FREE</td>
<td>2</td>
</tr>
<tr>
<td>HANGING TREE</td>
<td>Mary Hopkin, Columbia 40230</td>
</tr>
<tr>
<td>POOR OLD HEARSLICK ME</td>
<td>Maggie Brown, Stamps</td>
</tr>
<tr>
<td>MY REASON FOR LIVING</td>
<td>Patrice Hakay, Capitol 4125</td>
</tr>
<tr>
<td>HOME</td>
<td>2</td>
</tr>
<tr>
<td>DOGGONE THAT TRAIN</td>
<td>Jim Reeves, RCA Victor 72749</td>
</tr>
<tr>
<td>CHIP OFF THE OLD BLOCK</td>
<td>2</td>
</tr>
<tr>
<td>I'VE RUN OUT OF TOMORROWS</td>
<td>Hank Snow, RCA Victor 7465</td>
</tr>
<tr>
<td>AM I THAT EASY TO FORGET</td>
<td>Carl Wayne, Decca 28642</td>
</tr>
<tr>
<td>LIFE TO GO</td>
<td>23</td>
</tr>
<tr>
<td>THOSE'S WHAT IT'S LIKE TO BE LONERSONE</td>
<td>Stamps</td>
</tr>
<tr>
<td>A THOUSAND MILES AGO</td>
<td>23</td>
</tr>
<tr>
<td>NEW RIVER TRAIN</td>
<td>Bobby Helms, Decca 28831</td>
</tr>
<tr>
<td>GONNA TRAVEL ON</td>
<td>Bill Monroe, Decca 28699</td>
</tr>
<tr>
<td>LAST NIGHT AT A PARTY</td>
<td>Faron Young, Capitol 4121</td>
</tr>
<tr>
<td>KNOXVILLE GIRL</td>
<td>Lesley Reed, Capitol 4141</td>
</tr>
<tr>
<td>LIFE TO LIVE</td>
<td>2</td>
</tr>
</tbody>
</table>

ROY HAMILTON

"I NEED YOUR LOVIN"

ROY HAMILTON

SENSATIONAL IN BALTIMORE

AND SELING BIG IN

New York • Atlanta • Memphis • St. Louis • New Orleans • Los Angeles • Miami • Buffalo • Cleveland

AND MOVING UP EVERYWHERE

"JAGUAR" BY THE JAGUARS

5-9305

HOT C & W SIDES
**BOBBY DARIN**

**DREAM LOVER (Progressive, BMI)**

**BULLNOOSE (Form-Forgiving, BMI)**

Darin has two potent sides that he keeps on him for charts. "Dream Lover" is a medium rhythm side that is charted strongly over fine rock support. "Bullnose" is a rocker, and Darin presents it with drive.

**ACO 6140**

---

**BROOK BENTON**

ENDLESSLY (Meridian, BMI)

**SO CLOSE (Eden, BMI)**

Benton continues a hot streak with two fine readings. "Endlessly," is a flavorful medium-beater with a slight Latin tinge. "So Close" is a slow-paced, blues-like tune on which the chanting is just as strong. A likely two-sided.

**Mercury 711443**

---

**THE BELL NOTES**

OLD SPANISH TOWN (Danbury, BMI)

**SHE WENT THAT-A-WAY (Skidmore, ASCAP)**

The Bell Notes, who are still scoring with "I've Had It" have two likely repeat sides. "Old Spanish Town" is a moderate tune with Latin trax that is rendered with Everly Brothers' type harmony. The group also adopts an Everly's style in presenting the flip, "She Wenz" which is in the rocker vein.

**BMI**

---

**GORDON MAC RAE**

THE STRANGER (Artists, ASCAP)

**PALACE OF LOVE (Leeds, ASCAP)**

MacRae has two excellent sides—either of which can step out. "Stranger" is a slight Latin tune about a stolen love. Excellent rendering has the hit sound. "Palace" is a spritely type that offers a pleasant contrast. Watch 'em!

**Capitol 4179**

---

**BILLY VAUGHN**

**THREE CITCHIN' HEART (Aurora-Rose, BMI)**

**LIGHTS OUT (Shapiro-Bernstein, ASCAP)**

Smooth Vaughn are sound on these two oldies that should account for sales a-plenty. The Hank Williams version is easily adapted to the listenable rockabilly treatment. "Lights Out" also fares well in a similar instrumental approach.

**Dot 15836**

---

**LITTLE RICHARD**

**KANSAS CITY (Armco, BMI)**

**LONESOME AND BLUE (Benice, BMI)**

Little Richard's pitch in the "Kansas City" sweepsheets will offer strong competition. The sides are from an earlier album by the artist. He knows how to thump the blues, and this version should figure. Flip is a slow blues that is also well handled.

**Specialty 664**

---

**RUSS CONWAY**

**SIDE SADDLE ( Mills, ASCAP)**

This is currently one of Britain's top tunes. Conway has hit version there, and tho the entry is late here, it has enough charm and spark to catch up. A trio with piano featured presents the cut two period theme. Flip is "Tutted Fugundy."

**Capitol 4185**

---

**CHICO HOLIDAY**

**YOUNG IDEAS (January, BMI)**

**CUCKOO GIRL (Siras, ASCAP)**

Holiday has two impressive sides. "Young Ideas" is a bright, bouncy item that is sung against strong rock support. Vocal is in the Pentesque tradition. Flip is a bright Latin rhythm rocker that also shows a good chanting stint.

**RCA Victor 7409**

---

**THE IDEALS**

**KNEE SOCKS (Bozart, BMI)**

Latest disk on the Approved Kick in a bright rhythm side that can generate decent. The group has quite a sound on the moving effort, and the flip appears a potent contender. Flip is "Mary's Lamb." (Planetary, ASCAP)

**Checker 929**

---
Bob Gallion

OUT OF A HONKY-TONK (Anfult,Rose, BMI)

You TAKE THE TABLE AND I'LL TAKE THE CHAIRS (Cedarwood, BMI)

Gallon has his two best sides in a spell. "Honky Tonk" is a weeper which possesses a fine fashion with excellent backing. His emotional warble will create interest. Flip is a poignant bit of material that tells of the breakup of a marriage.

BOB GALLION

Anfult,Rose, BMI

Hank Thompson

ANYBODY'S GIRL (Brazos Valley, BMI)

Thompson has a strong offer in this plainside theme. "Girl" is about a girl who is lonely, heartbroken, but hopeful for a brighter future. The artist reads the tune with sincerity over a fine solo from the Brazos Valley Boys. Flip is "Total Strangers" (Truax, ASCAP).

ROSE MADDUX

WHAT MAKES ME HANG AROUND? (American, BMI)

Gambler's Love (Central Songs, BMI)

Miss Maddox alloys on the label with two excellent sides. Top side is a weeper not about a girl who's unlovable enough to have a man with a rival eye. Flip is a saga of the pitfalls of being in love, when you're a gambler. Both can break out.

R&B Records

LITTLE JR. PARKER

FIVE LONG YEARS (Frederick, BMI)

I'M HOLDING ON (Lion, BMI)

Parker should collect a lot of R&B coin with these two efforts. Both show fervent vocalizing on blues entries. The artist is a consistent scorer with this type and these solid contenders should also click.
PRESENTING
AND
THEIR
LLP
IN
"A Popularity
Bast)
and
tonal
with
Good talent
which
with
Attractive
gospel
Ia
album,
and
Welts
**
**
**
**
ballad.
Deep
a
spirit.
Continued
beat.
EMI)
Bearer
summer.
BM))
Band
the pie
LOIS
Simon
instrumental
AUraotire
was.
Mood
of
Clut
was.
Deep
LOIS
Sisters
&
lyrics
a
guitars and rhythm
ASCAP)
**
**
**
**
APRIL
1959
LEADFOOT

A Nursery Prayer
PRESLEY 4133-4
Joe B. Dunn
(Doxology
Praise)
MEM.
NEW
"I'M A BIG
BOY NOW
Bobby Hendricks
Sue #712
SUE RECORDS
175 Riverside Drive, New York, N. Y.

Copyrighted material
Gal Serves Five Routes

*Continued from page 16*

eve, 10 blues and novelties, 20 pop numbers, 20 old favorites, 10 EP's and then will fill with polka and others. This is a feature of a 200-selection machine.

This pattern of selection is watched for the type of music or feel of the spot. Until she has returns on the tunes, she feels she must use as she feels. Of course, if one type of music goes better than another, then she increases number of records in that category.

Special Steps

In the Los Angeles area, Mrs. Crotchfield is often called upon to program Latin. With the location being patronized by Mexicans, she will spot top rhythm and blues, progressive jazz, modern Mexican, cha-cha and merengues. If the location is patronized by older Mexicans, she will use old Mexican tunes, rancheras, some waltzes and polkas.

When Mrs. Crotchfield has a 200-selection machine to choose from, she may set out 12 to 15 records for the two weeks' service. If it is a 100 selection machine, she will use 10 records.

Stereos Help Houston Ops

*Continued from page 18*

just in its infancy here. Not more than a fraction of the total number of machines in this area are stereo at this time, although sales are growing forward very well.

Stereo installations are doing very well, according to distributors. H. A. Franz said we could sell for the next 12 months and would not replace half the monaural juke boxes in the area with stereo.

Records a Problem

One of the big problems is getting enough stereo records, according to tradecrafters. Eddie Troy, promotion manager for the record department of City Music, said, "We have limited sales of our stereo machines due to the lack of records. Where there are complaints, they are doing very well."

Some stereo machines in this area operate on dual play; patrons can get one monaural spin for a dime, three for a quarter, one stereo for 15 cents, two for a quarter.

Said Troy: "The public likes the Latin-American record where one sound comes out of one speaker, another sound comes out the other. They know they're getting stereo. When they pay 15 cents for a record, that's what they like—the deliberately gimmicked record."

"Houston, of all towns, is like a farm town when it comes to spending 10 cents for a record. Troy said. It takes plenty of sell, according to him, to get 15 cents for a stereo machine.

The general consensus here is that costs should come down before stereo really starts moving. Of course, one distributor reported that "stereos are earning more than monaural machines—considerably more."

Times have problems, however, in supplying requests like the one that came in a few days ago.

It was for "Sally Yes," Mrs. Crotchfield made out the program and Miss Shindler typed the title "One Too Late."
**Reviews of New Pop Records**

*Continued from page 90*

**ALBUM RATING**

- A A A A
- A A A B
- A A B
- A B
- B
- C
- D
- E

- Special Request
- A A A A
- A A A B
- A A B
- A B
- B
- C
- D
- E

**NO. 1**

**NO. 2**

**NO. 3**

**NO. 4**

**NO. 5**

**NO. 6**

**NO. 7**

**NO. 8**

**NO. 9**

**NO. 10**

**Bette Middlen**

EPIC 4308—Instrumental rock n' roll, with a touch of soul. Bette's vocal is right on target. (Duke, BMG)

**Bobby Blue Bland**

**I'm Not Ashamed**

**Wishing Well**

**Duke 303
**

**Music**

**Paul Perrym**

**Teenage Romeo**

**Paule Loves Betty**

**Duke 305
**

**Operators**

**THE DOWNBEATS**

**You're So Fine**

**Someday She'll Come Along**

**Peacock 1689
**

**Of America**

**Chester McDowell**

**I Wonder Why**

**Baby Don't Leave Me**

**Duke 302
**

**Just Released**

**Greetings to**

**MOA**

**From**

**JAY GEE**

**Record Co.**

**Jubilee**

**Josie**

**Port**

**J. H. J.**

**It's A Hit**

**Blue Jay**

**Lu Ann Simmons Jubilee**

**5370
**

**Records Wholesale**

**1-Stop Service**

For Operators, Dealers and Retailers

ALL LABELS

1-Day Service + Free Title Strip

45's...60¢

**Redisco**

**1221 West North Avenue
Baltimore 19, Maryland**

**Boston 1-18179**

**Jazz Greats Play Great Jazz in the May 1st **

**JUBILEE**

**The First Name In Jazz**

**Dave Brubeck**

**Buck Clayton**

**Miles Davis**

**Duke Ellington**

**Brennan Carron**

**Benny Goodman**

**Lionel Hampton**

**Milt Jackson**

**Billie Holiday**

**J. J. Johnson**

**Cerry Mulligan**

**Jimmy Rushing**

**Art Van Damme**

**Joe Wilder**

**Teddy Wilson**
Mr. OPERATOR
HERE ARE 8
SURE SHOTS
THE TWIST
KING 5171
KANSAS CITY
KING 5195
HANK BALLARD
and THE MIDNIGHTERS
KANSAS CITY
LITTLE WILLIE LITTLEFIELD
FEDERAL 12351
THREE STARS
RUBY WRIGHT
KING 5192
RETURN OF
STAGOLEE
TITUS TURNER
KING 5186
WHAT MAKES YOU SO TOUGH
TEDDY HUMPHRIES
KING 5182
MIRACLE
OF LOVE
I KNOW IT'S HARD BUT
IT'S GOOD
THE "5" ROYALES
KING 5191
UP THERE IN ORBIT
EARL BOSTIC
KING 5190
Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.

KANSAS THREE
and WHAT
HERE

STERO
1959

HUMPHRIES
TWIST
5171
5190
12351
CITY
IT'S
IT'S
O'Meara, assistant salesmanager of Fabiano Sales & Service. "Stereo has been going very well so far. The reception has been tremendous," says Fabiano.

Mr. OPERATOR.
**RECORD MFRS. AND DISTRS.**

Urgent need for an industry-wide organization to deal with the ever-increasing problems of record manufacturers and distributors prompted the formation in July, 1938, of the American Record Manufacturers and Distributors’ Association. Since that time, A.R.M.A.D.A.’s officers and board of directors, acting on the mandate of fellow manufacturers and distributors, secured a charter and scheduled

**A.R.M.A.D.A.’s 1st CONVENTION**

Mon., Tues., June 8-9, 1959

**HOTEL MORRISON, CHICAGO**

Every Record manufacturer and distributor shall belong to their own organization—A.R.M.A.D.A. Join Now by filling in the A.R.M.A.D.A. application below and sending it to Harry Schwartz, c/o Schwartz Bros. Dist., 901 Girard St., N.E., Washington, D. C., along with your check for $25, made payable to A.R.M.A.D.A.

**Application for A.R.M.A.D.A. Membership**

*Company/Address/State*  
*City/Zone/State*

**Hereby Apply for Membership in A.R.M.A.D.A.**

Our official representative will be:  
**His Company Title**

**Signed**  
*Our Activity in the Record Industry is*  
**[ ] Distributor [ ] Manufacturer**  
*Please check one*  
**Enclose this application blank, together with your membership fee of $25.00, payable to A.R.M.A.D.A., and deliver to Harry Schwartz, Schwartz Bros. Dist., 901 Girard St., N.E., Washington, D. C.*

You may also secure application blanks and information by contacting any officer or board member of A.R.M.A.D.A.

---

**RECORDS AND DISTRIBUTORS**

- Reviews and Ratings of New Popular Albums continued from page 69
- Reviews and Ratings of New Jazz Albums
- JAZZ GREATS PLAY GREAT JAZZ IN THE MAY 1st "COLUMBIA JAZZ FESTIVAL" FROM THE FIRST NAME IN JAZZ

---

**STEREO & MONOURAL**

This new set contains tracks taken from A.R.M.A.D.A.’s "Record Treasury" label and it includes a book of strong newer label names including A. Turner, C. Taylor, E. Woronie, C. Brickman, B. Brickman, the Harvey disc, and Hank Donald. Complete set in the United States, LP’s only with Holden’s Industries. Good value here for kids.

---

**THE JONAH JONES QUARTET**

*JUMP*  
**Stereophonic**

---

**HOLYoke PLASTICS Plastic pressure COATING**

---

**HEAR**

- DAVE BRUBECK
- BUCK CLAYTON
- MILLS DAVIS
- DUKE ELLINGTON
- ERROLL CARNER
- BENNY GOODMAN
- LIONEL HAMPTON
- THE HI-LOS
- BILLIE HOLIDAY
- J. D. JOHNSON
- GERRY MULLIGAN
- JIMMY RUSHING
- ART VAN DAMME
- JOE WILDER
- TEDDY WILSON

---

**THE BILLBOARD'S MUSIO POPULARITY CHARTS . . . POP RECORDS**

**APRIL 6, 1959**
Service Truck on 14-Hr. Duty

For their own route servicing jobs, as well as for servicing machines for their operator-clients, Angott Distributing Company maintains a large service shop complete with library files of each separate part and electronic elements that makes up a Wurlitzer machine. Andy Nazell supervises the cataloging of these parts in their respective sections so that when their service trucks need replenishing of parts, an inventory is made possible on a day-to-day basis.

For their own route servicing jobs, as well as for servicing machines for their operator-clients, Angott Distributing Company maintains a large service shop complete with library files of each separate part and electronic elements that makes up a Wurlitzer machine. Andy Nazell supervises the cataloging of these parts in their respective sections so that when their service trucks need replenishing of parts, an inventory is made possible on a day-to-day basis.

operator-clients who cannot do the job himself and who may not be under contract to any of the local independent servicing firms which do nothing but repair music machines for local operators.

Service Wagon

Angott Distributing Company runs-and usually does-service any model of the manufacturer they represent up to seven years old on their own route or that of an operator-client. A completely equipped service station wagon is on the road every day from 9 a.m. till 10 p.m. in a two-shift system, the afternoon road man starting at 3 p.m. When a location owner calls the number listed on the jule box, a central telephone answering service takes the call and information on what is wrong with the jule box, then each hour on the hour broadcasts this hour and the location address on a special shortwave band which is heard in both the repair shop and in the Angott service truck via their special code assigned to them by the phone answering service.

Unlike the Union Coin Machine Company, operated by Bill VanKoughnet, one of the first independent service firms having a two-way intercom system between service trucks so drivers can check with each other and avoid duplication of calls, Angott's shortwave band can only be listened to by those on the route. If he is on a call, or on route to another and hears of a location calling for service near his destination, he will make a short detour to attend to that call first, unless the type of repair requested is such that he knows that Andy at the shop will be phoning the location owner with instructions for him to fix it himself.

This fact, no sooner problems have yet arisen in Angott's machines because installation has just recently been completed of the stereo components, but Andy Nazell believes that when the occasion arises in the future, his electronic-sound trained men will handle it.

Simple Calls

Andy classifies the service calls as simple calls, where the location owner can free the coin fountain by pushing the buttons and free the truck record himself, major calls, where a replacement is needed while the other machine must be sent to the factory for overhaul or major repair work.

Andy Nazell has learned in his 19 years of service with Angott that operators much appreciate the complete replacement of a broken part in the machine rather than a repair of the broken element, and for this reason the Angott service trucks regularly carry from $800 to $850 worth of music machine parts, adaptable to machines within a seven-year age range. Older machines for which the manufacturer no longer makes parts generally become a shop job, with Andy ordering a new part from one of the out-state parts company who keep these parts available.

While the new function and more elaborately designed music machines have increased the cost of servicing them, both mechanically and to the exterior of the cabinets' plastic and glass areas, Andy Nazell finds that actual repair work required is actually less than it was used to be, attributing this to the perfected mechanisms constantly being developed by the manufacturer. Round-the-clock service is not considered worthwhile by Angott, after the phone answering service has given 24 hours, since service is available till 10:30 p.m., and if a machine breaks down after that, the lessees to play between that hour and the next day is considered too negligible to warrant putting a serviceman on night shift.

For their own route servicing jobs, as well as for servicing machines for their operator-clients, Angott Distributing Company maintains a large service shop complete with library files of each separate part and electronic elements that makes up a Wurlitzer machine. Andy Nazell supervises the cataloging of these parts in their respective sections so that when their service trucks need replenishing of parts, an inventory is made possible on a day-to-day basis.

Two in a Row!

D E E  (Nobody But You)  C L A R K
WHISPERING GRASS

JUST KEEP IT UP

abner 1026

JIMMY REED'S FINEST

INTRODUCED AT THE MOA

TAKE OUT SOME INSURANCE

v e e j a y 3 1 4

LOVELY ONE THE IMPRESSIONS

abner 1025

A ROCKIN' GOOD WAY

P A T R I C I A B O W N M A N

abner 1018

SHOMBALOR

SERFII and the Ravens

v e e j a y - a b n e r ,

2129 S. Michigan Chicago 16. CA 5-8141.

Copyrighted material
JAZZ GREATS PLAY GREAT JAZZ IN THE MAY 1st
"COLUMBIA JAZZ FESTIVAL"
FROM
THE FIRST NAME IN JAZZ
HEAR
DAVE BRUBECK
BILLY ELDREDGE
BENNY GOODMAN
GERRY MULLIGAN
LOUIS HAMILTON
JIMMY RUSHING
THE HI-LO'S
ART VAN DAMME
BILLIE HOLIDAY
BILLY WESLEY
J. J. JOHNSON
TEDDY WILSON

Herald, ASCAP)

CRISTALAYTELE 723—A maximum thickness tape with utmost technical perfection. Has a novelty value. (Brooks, BME)

THE FOUR FLICKERS

CRISTALAYTELE 719—A medium thickness tape with utmost technical perfection. Has a novelty value. (Brooks, BME)

COED RECORDS

COED RECORDS a division of United Artists Records, 729 Seventh Ave., N.Y.C.
No Firm Policy, Say Diskers

Jerry Blaine of Joliet, Ill., recorders, one of the first to issue stereo singles around the time of the single, indicated his label has issued the same 10 disks. "We'll bring out a stereo single only if it's a hit, at least until a lot more demand comes up from the operators than we've seen so far. As far as EP's are concerned, I would say they are practically dead anyway. We have no plans for any right now."

Sam Clark, proxy of ABC-Paramount Records, one of first labels to issue stereo LP's last year, said merely that, "At time goes on, I believe that the acceptance of stereo recordings for juke box consumption will parallel the demand for long-playing albums for home use." No plans were revealed for the actual release of stereo disks for jukes.

Two-Way Problem

Mercury exec Art Talmadge said that Mercury, which has been circulating among distributors but that the reaction was very lukewarm. "As far as singles, Talmadge said, "we have never really been interested in the Flatters and the Diamonds, and in the future, if an artist is coming off the jukebox, we would like to make his next record available in stereo. For the record's sake, we feel the important thing is still the monaural product. That's the thing that makes a record a hit. If it's possible to cut a good stereo version without a lot of reshuffling of miles and important stereo takes, then we'll do it, but we won't even make a stereo version in the first place." Talmadge added that in his opinion there was a two-way problem. The disk firms would probably hold up on mass single and EP stereo until enough boxes were available to make a market. On the other hand, operators were waiting patiently for stereo units until enough product was available to program them.

Decca, which has issued about a dozen stereo EP's, reflected a general feeling on the part of many labels. Releases will be few and very selective until such time as there's convincing evidence of a healthy demand for stereo on boxes. Meanwhile, some juke manufacturers are working directly with labels on stereo disks to supply the operator when he buys a new stereo set-up for a location. Operators, on the other hand, have resisted purchasing the expensive equipment until convinced the heavy investment in new equipment will pay off.

Know Locations for Profits

*Continued from page 26*

There are Jazz and Territorial Favorites.

Smart Clubs

Jazz has for many years been on the rise. Jazz concerts and other living showings of the talent in this field have been more-than-successful and broken many a money record for attendance. Yet the radio today and the juke boxes, the two prime methods of exposure, do not or have not followed this trend. Therefore, jazz singles and LP's should have definite reservations on the boxes in many of the operator's locations. In particular, as will be noted on the chart, it can be highly successful and profitable in the smart cocktail clubs and nightclubs and college galls.

Terrestrial favorites, depending on the neighborhood of the location, are definite money makers, as most operators know. However, more attention could be paid in all locations in determining just how successful the territorial favorite is and whether the ratio of that favorite is in line with the demand. In some special locations, these favorites would occupy as high a share as 60 to 80 per cent of all the records being programmed.

A quick preview of the chart will undoubtedly bring forth many questions. For instance, one might ask, why is it that in a category such as jazz, that some jazz records are suggested for all locations while others are suggested only for some? The reason behind such a suggestion is based simply on the particular artist's appeal and popularity, and/or the type of music he favors. There are many schools of jazz just as there are different types of rock and roll, ballads, country and western and just about any musical classification. Thus some rock and roll records are likewise suitable for all locations, depending on the style of the artist, the tempo of the music and the special handling desired.

The record business today is big business and it has been growing every year. It will continue to grow and the juke boxes through the country are so important to this business that they actually load in certain phases of it. However, with this growth come growing pains which every other type business in this country has experienced and backed. It is in this department that our business has not caught up. With the introduction of stereo and its acceptance, with better and bigger promotion campaigns at all levels and with the utilization of every tool, gimmick and every bit of knowledge that is available, there isn't any business index of growth that can be depicted. The potential is tremendous but it has always been so. It will not be realized, however, until all areas are investigated and proven sound. The biggest step would be specialization programming on the boxes. But the great thing about it is that the operator could make money by trying it. He can only gain.

450,000 Jukes?

*Continued from page 28*

based on the 397 responding cities. Since the survey covered all juke box licenses in each city, but made no attempt to correlate these figures with drug and conniving locations, that data would suggest that a large part of the total number of machines on location.

Local Tax:

Much of the significance in getting a better statistical picture stems from juke box license data where local taxes introduce a tremendous bias. In addition, of course, the local city is only one of the many cities which reported their licenses. In order to get a more accurate analysis, the city, which contain all cities in which jukebox activity is concentrated, would have also be included. Covering 397 cities of all states representing even, the total 77,723 locations on 77,723 licensed jukes or roughly 18 a location on an average of 450,000.

The difficulties in projecting adequately, even with this many cities and covering all of the juke boxes, can be seen by taking a look at the chart. Look at the juke box licenses per 1,000 people for the California towns on editorial and notice the great variance. For example, in Burbank, California there are 54 juke boxes, only 1,000 people. In the California towns, there are 260 jukes, per 1,000 people (or about 17 per 1,000).
PHOTOS for PUBLICITY
Quality Photos in Quantity
100 Views, $7.50
500 Views, $17.50
1,000 Postcards 19.00

BLOWUPS
High Quality Prints
5"x7" $2.50 each
8"x10" $5.00 each

12"x18" $10.00 each

500 W. 50 St., New York 18, N.Y.

5:00 PM to 7:00 PM

FAN MAIL GLOSSY PHOTOS
AS LOW AS 10 each
COLOR ALBUM COVERS
WE DELIVER WHAT WE PROMISE
Phone: 7-0323

PHOTOS of BILLY ADAMS
and THE ROCK- A- TROS
NAG-VOD RECORDS, INC., 820
DISTRIBUTED NATIONALLY BY
DERIUS RECORD DISTRIBUTORS
2456 N. Root St., Chicago 22, Illinois
Local area distributors are receiving prints.

Moss Photoworks
650 W. 50 St., New York 18, N.Y.

5:00 PM to 7:00 PM

BILLBOARD SPOTTLIGHT PICK
"RETURN OF THE ALL AMERICAN BOY"
BILLY ADAMS
And The Rock-A-Tros
NAG-VOD RECORDS, INC., 820
DISTRIBUTED NATIONALLY BY
DERIUS RECORD DISTRIBUTORS
2456 N. Root St., Chicago 22, Illinois
Local area distributors are receiving prints.

Moss Photoworks
650 W. 50 St., New York 18, N.Y.

5:00 PM to 7:00 PM

5,000 Sq. Ft. (App.),
265 West 48th St., New York 7, N.Y.
NO RESERVATIONS
PERFECT FOR HEADQUARTERS!

Hotel at CHESTERFIELD
128 West 48th Street, New York 7, N.Y.
GARAGE ACROSS THE STREET.

HOTEL
AT CHESTERFIELD

All steps — quantities — color or black and white. Post cards, mounted blow-ups. It will pay you to use our free samples and complete price list for hundreds of every type. Write today for new low prices, samples, etc.

PHOTO STUDIO "B" Box 1941 Bridgeport, Conn.
Convention Program

Exhibit Hours
Monday and Tuesday, 2:30 p.m. to 5 p.m.
Wednesday, 2:30 p.m. to 6 p.m.

MONDAY, APRIL 6
9:30 a.m. Forum Meeting, Venetian Room, 2nd Floor.
Steppin' Out Music and the 100-Record Phonograph versus the 200-Record Phonograph.

10:30 a.m. Forum Meeting, Venetian Room, 2nd Floor.
Percentages, Depreciation, Tax Forms, and the National Tax Council and Its Advantages.
Moderators: John Wallace, Lou Kainer, Nicholas E. E. Korn, George A. Miller, William Hullinger.

7 p.m. Forum Meeting, Venetian Room, 2nd Floor.
Diversified Operation and Its Necessity, as Well as the Financial Benefits of Such an Operation.
Moderators: J. Harry Sondag, William Blitt, Lewis Peucke, Jack Friedman, Pete Weyh.

TUESDAY, APRIL 7
9:30 a.m. General Meeting, Venetian Room, 2nd Floor.
Pledge of Allegiance to the Flag.
Innovation by Father Thomas Maher of St. Mary's Church, Chicago.
George A. Miller, President MOC.
Neil Allen, Associate Attorney-Copyright Legislation.
Joseph D. Henderson, American Association of Small Business.
Leo Kainer, National Tax Counselor.
Lyle Gough, Chicago Representative of Chicago.
John Haddick, President Phonograph Manufacturers' Association.

Oroville, Calif., California Life Insurance Company.
G. Herbert True, Visual Research, Inc.
12:45 p.m. Luncheon and Floor Show, Terrace Casino.

7 p.m. Forum Meeting, Venetian Room, 2nd Floor.
Farewell Copyright Legislation, Public Relations and National Publicity From a National Standpoint.
Moderators: Clinton S. Pierce, C. G. Sills, Max Horvich, Victor Ostergren, K. A. Cormery, Jack Mitich.

8 p.m. RCA Victor Cocktail Party, Walnut Room and foyer, 2nd floor.

WEDNESDAY, APRIL 8
9:30 a.m. Forum Meeting, Venetian Room, 2nd Floor.
Personal Property Tax and Discriminating City, County and State Licenses.
Moderators: Publicists, M. J. Hulata, James Tolocono, David Balke, Harlan Wingrove, Lloyd Cranmer.

11 a.m. Forum Meeting, Venetian Room, 2nd Floor.
Sales, Location Relationships and Leases and Location Leases.
Moderators: Carl Pavels, Tom P. Watlow, Joe Lederman, Frank Fabias, C. E. Stodd.

7 p.m. MOA Annual Banquet and Floor Show, Terrace Casino.
Peter Porter and Bob Crosby, co-emcees.
Ladies Hospitality Suite, Room 505, Morrison Hotel.

Some of the Men Behind Convention

Shown here are some of the men who worked to make the 1955 MOA convention a success. They are some of the chairman of the convention committees.

But not all are shown and all deserve credit for the work they've done on the convention.

Chairmen are: Paul G. Grebe, co-chairman of the convention; Hyde Enoch, chairman of the exhibit committee; Howard Ellis, chairman both of the MOA nominating committee and the banquet ticket committee; Ted Nicholas, chairman of the membership committee, and Lou Casola, chairman of the reception committee.

Ops Plow Into Key Problems, Trends at MOA Convention

Copyright Legislation, PR Taxes, Vending, Route Size Get Spotlight

Continued from page 16

March 25th furthered actions on the all-out promotional campaign by the decision for the members to receive a news bulletin to be published by the organization itself with news of current events affecting the industry and of the members' own activities.

Chairman O'Meara also announced that a "round-up of members" for meetings to be held every two months will be scheduled for future meetings. Certain leaders of the industry will be in attendance, and the chairman feels that the group will bring along or guarantee the attendance of the MOA's members in a like manner.

The group's organizational meeting on March 9th was held to formulate the organization's creed, which states:

"We as an industry are to support..." (Continued on page 123)
"Where have all you half dollars been lately?"

"Riding down the coin chutes of Wurlitzer Phonographs."

"Doesn't it take your breath away?"

"No, but that Wurlitzer Stereophonic Music does. Boy! It's terrific!"

WURLITZER Stereophonic MUSIC

MUSIC IN MOTION THAT PUTS COINS IN MOTION—TOWARD YOU

A lot of so-called "stereo music" is just good high fidelity sound. Don't be fooled. Be sure you offer your locations TRUE STEREO MUSIC ... that's WURLITZER STEREO. Listen to it at your Wurlitzer Distributor's. The difference is obvious. It's that difference that MAKES the increase in your EARNINGS.

WURLITZER 104 and 200 SELECTION

Stereophonic-High Fidelity MUSIC SYSTEMS WITH A COMPLETELY FLEXIBLE LINE OF FLOOR, CORNER AND WALL SPEAKERS GEARED FOR GREATER EARNING POWER

THE WURLITZER COMPANY
NORTH TONAWANDA, N.Y.
Established 1856
Big Bulge in Juke Singles
Continued from page 15

ased to 4.3 per cent in 1957, 2.7 per cent in 1956. The other was in the 5,000- to 10,000 group (same as 1957) and just over 15 cents per cent in the combination of groups reporting purchases of 11,000 records or more in 1957.

Juke Collections Dive For the second consecutive year, operating grosses (average weekly operator shares) from their collocated dropped sharply, according to the poll (from $11.98 to $10.01). At least part of this drop may be due to the increase in marginal operators reporting. Still other poll data suggests that much of the drop apparently reflects both the effects of the recession, particularly in industrial areas, and continued soft spots in the tavern business generally.

This latter point is again shown in a breakdown of location income (see chart). Altogether more than half (56.7 per cent) of the machines operated by firms reporting were located in taverns, this category accounts for no more than 50 per cent of grosses. At the same time, the second largest category, restaurants, with 33.8 per cent of the machines, accounts for 40 per cent of the grosses.

ABC Stations in 500 cities continued to increase its share of the total number of machines in operation, now accounting for 31.8 per cent, as opposed to 27.1 per cent in 1955 and 20.9 per cent in 1956. Machines in the 50 to 90 selection range slipped from 57.7 per cent to 55.8 per cent in 1956; 40's and 50's account for 16.8 per cent, and 1960's, 2.8 per cent. That means nine out of 10 machines now in operation are 80 selections or more.

Diversity increases in the proportion of partnerships (from 13.4 per cent in 1957 to more than 20 per cent last year), with the number of self-owned operations dipping more than 2 per cent; cooperatives 1, 2 per cent.

Last year retailers 723 out of 10 operators bought their records in one step rather than a distributor (see chart; percentages do not add to 100 per cent since several per cent buy at regular retail or less than retail from factories).

Use of EPs in Decline
The number of machines using EPs fell from 39.7 per cent in 1957 to 16.8 per cent last year; the percentage of operators using them fell from 59 per cent to 50 per cent.

Of those operators using EPs, more are charging 17 cents, although more than half still charge just 10 cents. Either the uncluttered or the ability of see more operators to get 15 cents for an EP may explain why this type disk is so popular in the country.

Here are additional data turned up by the poll, some of which is Eliot: Some of which is not.

The average route size of the brand was 1,000 to 3,097, or 18.5 juke boxes; of the 3,000 to 4,999 group, 44.1 juke boxes; 5,000 to 6,999, 53.1 machines; 7,999 to 9,999, 10.9; 10,000 to 12,000, 7.1; 11,000 to 16,999, 14.8; 17,000 to 69.09, 0.0.

Cost of operating figures showed that average commission gross average less than 50 per cent (46.5); record costs average 12 per cent; net profit averages 27.7 per cent.

More than half (57.6 per cent) buy their boxes in locations during the year, three-quarter bought their boxes in the previous year, almost one-third that they made the same number, about one-third that they made fewer.

About 60 per cent of those making less report they are being paid in time, 85 per cent report loss, are repaid out of concert, only 14 per cent charge interest.

About 75 per cent believe opera-

tors associate provide a valuable service to operators, less than half (48.5 per cent) belong to an association, many of those counting Music Operators of America as their only membership.

According to the poll, an average of 13 per cent of their juke boxes are less than a year old; 13.1 per cent a year old; 18.4 per cent two years old; 16.1 per cent three years old; 10.3 per cent four years old; 11.5 per cent five years old; 11.4 per cent more than five years old.

Six of 10 operators have an income other than operating. Of this number, nearly 60 per cent report it as being other than in records or co line distributing.

When installing a brand new juke box in a location, 81 per cent always step down equipment.

Jazz on Jukes
Continued from page 15

The charts—records that the kids or the adults are coming into record shops to buy. About one at the time some operators could be influenced on a few records by the offer of free records, today operators are generally wary of free records. They have learned that free records are usually handed out with records that are not yet off the ground and probably don’t have a chance to get to. They don’t need free records to buy a Free- lce, and the one-step doesn’t have to offer them.

Swing With Freebies
In spite of the fact that many manufacturers give their distributors promotional records for one-step (a frequent figure being 200 or 300 at no charge for each thousand bought) the operators rarely get many records free. Distributors or one-steps usually use the promotional records in order to "swing," as the euphe-

mism goes, and they are not of-

ten passed on to the ops. When a record gets reasonably high on the charts, say in the top 10 of a Billboard’s Top 100," then an operator who buys a box of records gets a few free.

It is true, of course, that there are many operators who purchase other records than just the new hits for use on their machines. At one operation in Scranton, Pa., we were purchasing polkas made by local favorites for his fans; an opera-

tor in Jackson, Miss., will purchase country records by local favorites for his own fans. The two records may not be listed on their charts and played in the local sta-

tion. But these are individual cases, suited to regional conditions. Many operators do purchase old favorites, such as the old hits by the bands and singers of the 1930s and 1940s revisited by Columbia, Decca, Victor and Capitol, for use on the 200-play machine.

No More Typing
In addition to warn the re-
neds that are current hits, operators also want title strips with their records when they buy them. Many operators would rather not use a record than have to buy a box without getting the title strips to go with them. Happily, the days of op-

erators typing up their own title strips are disappearing. The hit records that the operators want usually are complete with title strips when they buy them at their one-step. Specialty records, or records out of albums, may call for home-made title strips, but in most cases manufacturers or dis-

tributors supply strips for all re-
neds they want to get on the boxes.

With the bewildering number of new artists and new labels that come up with hits every fortnight in today’s record business, operators now rely more on charts and help from their one-step dealer to pick out good sellers. Some operators also look for old favorites for their fans. For example, for example, one operator in the Detroit area, a company that buys old favorites for his fans. And these records may not be listed on the charts and played in the local sta-

tion. But these are individual cases, suited to regional conditions. Many operators do purchase old favorites, such as the old hits by the bands and singers of the 1930s and 1940s revisited by Columbia, Decca, Victor and Capitol, for use on the 200-play machine. And now that stereo is here, some operators are already buying stereo EPS from albums for use on new two-channel juke boxes.

How to Get Ops’ Attention
Continued from page 15

EDOLITE CINE SOUNC RePEATER
...a thoroughly tested, low-cost, compact BACKGROUND MUSIC UNIT

Ideally suited for Hotels, Super Markets, Factories, Offices, Stores, Restaurants, Banks, Clubs, Terminals, Shopping Centers, Motels, Parks and Rinks.

• Over 6000 units placed on location by music operators who have DIVERSES THEIR ROUTES with Cine Sonic Sound Repeater Background Music units.

• Plays tape cartridges. Library of 1000 hours of fine music available from Cine Sonic Sound Library, Inc.

• 50% exchange privilege on tapes one year old.

Send today for brochure on Cine Sonic Sound Repeater and Catalog of Cine Sonic Sound Library of PROGRAMMED BACKGROUND MUSIC. Contains both Monaural and Stereophonic.

CINE SOUNC INC.
481 8th Avenue, New York, N. Y.
PHONE: 50-1-500, Ext. 1686

EDOLITE PRODUCTS

OPERATORS—
You heard it during the 1958 M.O.S.
Now you can hear it again with added

SOOHS 46 & 47

Our 18-watt unit 70-volt line output will accommodate 24 speakers.

Uses tape cartridges of one or two hours. Available in 300, 600 and 1200 foot sizes. Each cartridge designed for continuous, multi-hour use. Takes only seconds to change cartridge.

MUSIC RECORDED ON ONE LEVEL NO REPEATED TONAL ADJUSTMENTS NECESSARY

Copyrighted material
Reliable Background Music

in a small package

drives 20 or more speakers

endless tape
fully automatic
all transistor

Fidelivox background music system features do-it-yourself ease of installation—a screwdriver is all that’s needed to install and adjust loudspeakers. A choice of 70 volt line output or 8 ohm output is selected by simple flip of a switch. The 70 volt line will operate as many as 20 or more speakers.

Once installed, Fidelivox operation is as simple as putting a penny in a parking meter. Fidelivox is fully automatic—no handles, buttons, levers or mechanical devices to pull, push or turn. Just slip the cartridge in or slip it out. But in or out, the capstan rubber idler is never against the capstan unless power is on and the machine is in motion; “flats” cannot develop.

Fidelivox operates with wow and flutter under .3%; seven transistors (no tubes) deliver undistorted power output of 8 watts with 10 watt peaks.

A built-in microphone circuit permits use of carbon microphone over simple two-conductor wire of any length. When mike switch is pushed, music mutes for voice over.

SEE IT—MOA Booth 22

Plays up to 10 hours with automatic “mood” selectivity in a continuous-play magazine. And coin machine operators can have uninterrupted revenue plus background music tool! Come to MOA Booth 22—see, hear, learn how.

Fidelivox division, Waters Conley Company, Inc.
8225 N. Christiana Ave., Skokie, Illinois

EXCLUSIVE DISTRIBUTOR FRANCHISES AVAILABLE
Phoenix Op Converts 90% of Stops to Dime

PHOENIX, Ariz.—After a two-year campaign to establish dime play on every possible location, Garrison Sales Company here reported that over 90% of its locations had moved to dime play, a record for such a program. Officials of its phonograph string is now operating at a dime.

The strong showing was made possible by a cooperation of the marketing and management departments of the company, which is operating several thousand locations throughout Arizona and California. The program aims to create an additional $18,000,000 in annual volume, according to officials.

The move to dimes was made possible through the acquisition of the new 10-cent phonograph which was introduced earlier in the year. This new model is designed to replace the old 5-cent machines which have been used for many years.

Ind. Ops May Get Reduced

Tax on Units

INDIANAPOLIS — Coin-operated machine manufacturers and developers of personal property under Indiana law may be able to reduce their tax liability in the future.

Three laws passed in the recent session of the Indiana General Assembly and signed by Gov. Henry A. Schricker pertain to that possibility.

Under the terms of one of the laws, the value of the personal property is standardized at 3% of the retail sales price of the machines.

Under laws currently in force, machines are valued at 3% of their cost to the manufacturer, or 1% for machines which are not sold. Under the new laws, machines are valued at 3% of the retail sales price of the machines. This means that machine manufacturers could anticipate substantial reductions in the taxes they pay.

As required by one of the three new laws, the Indiana State Board of Tax Commissioners will publish a valuation of 1960 in page 18.

Edelman Shows Tape Player at MOA Confab

NEW YORK — Joe Edelman, Detroit manufacturer of Edelpe tape playing equipment for back- and forth on one side, will make his first appearance in the New York market, according to industry sources.

Edelman says his tape library will be made up of 10,000 hours of music, 175 hours of news, and 10 hours of information. The tape library consists in two-channel monophonic machines and four-channel machines. The price range will be from $75 to $250, and the tapes will be sold to the public at $1 per tape, which plays continuously for one hour, then automatically repeats.

Minthorne Sells Phoenix Routes, Remains Distributor

PHOENIX, Ariz.—In one of the biggest changes the phonograph industry has seen in recent years, Charles Harald, who was in charge of the Phoenix distributing business for the years and now the company is owned by Minthorne organization in Phoenix, who turned the music and glaze field with Minthorne following many years as an Army officer at Fort Huacho, big military post near the Arizona-Mexican border.

Bose, whose new firm is the Arizona Stroboscopic Music Corporation, has purchased most of the advertising, photographic and general locations formerly operated under the Minthorne banner in Phoenix and surrounding Maricopa County.

The cigarette division has been sold to Wally's Cigarette Service, formerly operated by Glenn Waterson but now under management of Barry Rontell. This firm handles most of the Minthorne cigarette equipment, primarily Seeburg, and will simply use them in route expansion, as well as in the new Bose organization.

One hundred remaining Seeburg cigarette vendors, have been sold to Rock Island, Los Angeles, New York, who plans to use them in the machine in the Nevada pleasure centers.

Minthorne and Bose will retain the Seeburg facilities and will turn over the operation of the company in Phoenix and Maricopa County, where the company has been in operation for many years.

Denver Ops: Stereo Best If You Know

DENVER — Two Denver operators who have installed stereo equipment in their establishments say that stereo equipment is the only way to go.

Jack Arnold of American Music Company and Glen Forbes of Century Supreme Music Company have both installed stereo equipment in their stores and find that it is the best boon play.

SYRACUSE RECORDS Show Clean Record

Syracuse, N. Y. — Coinmen Collect $12,000 Toward Goal

NEW YORK — The Coin Machine Manufacturers of the United Jewish Appeal has already reached $6,800 toward its $30,000 goal for the 1960 campaign.

The executive committee, meeting Wednesday night (1) at the Hotel Astor, plans to launch an accelerated drive during the next three weeks, with meetings put on a special telephone effort at UJA headquarters on Friday 10. The next regular committee meeting will be at the Hotel Astor on Wednesday 15.

At the meeting General Chairman Al Schott proposed to give the mayor and attorney general to the UJA.

The annual dinner will be held at the grand ballroom of the Hotel Astor on May 3.

N. Y. Mayor Wagner and Governor Nelson Rockefeller were invited to attend the dinner, both sent their regrets and explained that they of official duties.

Both wished every success to the Coin Machine Division and their personal best wishes to Lou Borestein.

Accepting an invitation to attend the evening was Arthur Koota, assistant attorney general for Kings County.

The following committee members were attending the Wednesday meeting: Lou Borestein, Al Schott, Arthur Koota, Robert Morino, Lou Wellens, Arthur Sternfeld, Meyer Parlau and Chas McCallum.

PHILIP RESSEVE, president of the Onondaga County Coin Machine Operators' Association, said in a newspaper interview that the Syracuse coin machine industry is a big industry and should be pressured by an outside group.

He added that he has no knowledge of any competitor in the area, nor had he heard any reports of any such enterprise trying to move in.

PRACTICAL PUBLIC RELATIONS

SYRACUSE—The coin machine industry in this central New York metropolis has been given a clean bill of health by Philip Charles Rockwell, who was quoted in the Syracuse Herald-Advocate as saying that local operators are "high class citizens."

He explained that Syracuse did not enter into the recent Senate investigations regarding minor coin machines or the coin machine field because most Syracuse operators have only one or two machines, and some belong to a union.

Benevolo also said that Syracuse is "free territory," without "special preserves" roped off for any particular machine maker, and the normal laws of competition determine who shall operate where.

According to Benevolo, the operator and the location determine who shall operate there, and, with a 40 per cent commission to the location typical.

St. George Kiggines, of the Police Department's License Bureau, said that there are 31 operators in Syracuse, and most of them have been in business for several years.

Adbusters

PENNSYLVANIA'S LARGEST POLKA HOUSE
Serving

7 Record Dealers • Juice Box Operators
One Stops • Rack Jobbers

AMERICAN • GERMAN • POLISH & HUNGARIAN RECORDS
45 R.P.M.—33 1/3 L.P. ALBUMS
42 LABELS TO CHOOSE FROM WITH TOP ARTISTS IN THE LAND

DISTRIBUTORS
WANTED

WRITE - PHONE - RAVE

RAVE DISTRIBUTING CO.
928 South St., Philadelphia, Pa.
215 State St., Sarnia, Ont.

RAVE • RAVE • RAVE • RAVE • RAVE • RAVE

JOE TIMMER, FEES.
You’ll See the only complete line of phonographs in the industry when you visit our booth (NO. 4) at MOA in Chicago April 6-7-8

200 SELECTIONS
Model 1475ST
Stereophonic Fidelity
or Model 1475
with Monaural Hi-Fidelity

120 SELECTIONS
Model 1468ST
Stereophonic Fidelity
or Model 1488
with Monaural Hi-Fidelity

a phonograph for every location
Visit your Rock-Ola Distributor...
he'll be glad to demonstrate these
Rock-Ola products

50 SELECTIONS
Model 1462 with
Monaural Hi-Fidelity

120 SELECTIONS
Model 1464
Wall Type
with Monaural
Hi-Fidelity

ROCK-OLA

Complete
Music
System

Model 1462
Model 1460
Model 1460ST
Model 1460
Model 1555
Model 14619
Model 1618
Model 1460

Model 1618
"Stereo Twins" for use with
Rock-Ola Stereo Phonograph

Model 1555
Dual Purpose
Wall Box with
either 200 or
120 selections

Model 1619
Auxiliary Speakers

Model 1460ST Stereophonic or
Model 1460 Monaural Hi-Fi
PLAYMASTERS

Model 1950
Remote Control
Unit

ROCK-OLA Manufacturing Corp.
800 North Kedzie Avenue
Chicago 57, Illinois
THIS IS THE TIME TO

If you are a juke box operator, say so—proudly.
If you are a juke box distributor, say so—proudly.
If you are a juke box manufacturer, say so—proudly.
Say it often...boldly...anywhere...everywhere...to anyone...and everyone:

“I am a juke box man.”

Proclaim the fact that you are in the juke box business. Not in part, not occasionally, not from afar. But close up...all the time...completely. There is only one way to be in the juke box business, or in any other. And that is with your whole being: your brain, your body, your heart—and your guts!

Yours is a career of public service to which the public gives gratifying response. The more than half million juke boxes in operation in this country, playing millions of times each day, amply attest to that.

There is need for what you do—and has been for all the industry's 80-year history of continuing growth. There will be continued need for your services in the future—an exciting future with even greater opportunities than ever before.

There will be changes in the business, too, for ours is a dynamic business that thrives and prospers on change. Whatever the future brings, the essential purpose of the juke box business will remain as it has been from the start: providing people with the wholesome enjoyment of music at a price anyone can afford.

One may ask, then, why some juke box people are down at the mouth.

The industry, it is true, is going through a trying time. This condition is explainable—and, it is hoped, temporary.

Even stout hearted men grow weary of the continuing fight against discriminating taxes, discouraged at excessive license fees and frustrated with repressive regulation. But these impositions are not unique to the juke box business. They are the common lot of most businessmen today.

There is another reason, too, why juke box men have grown weary. The constant threat of a Monopoly to squeeze further royalties from recorded music has created tensions which are not easily shaken. Maintaining an adequate defense against this attack has been costly. A continuing state of alert is vital. Yet, no one can justify waving the white flag of surrender, particularly when we have emerged unscathed from each of many past engagements.

Perhaps the greatest cause for despair and disillusionment of many in the business today is the infiltration of hoodlums into the juke box industry.

True, their infiltration affects the business in only a relatively small area. Where it has occurred, bona fide music people have been the victims of attack from the outside, not the perpetrators of wrongdoing. But, sensational headlines have magnified the condition far beyond reality. Careless reporting has indiscriminately associated honest, upright men with gangsters. With few notable exceptions, there has been little chance for rebuttal to set the record straight.

The juke box man, as a result, has been made to feel ashamed of being a juke box man.

It is sad to witness this dejection on the part of men who have fought off the very mobsters with whom they are accused of consortng.

Surrender is unthinkable. The alternative is to
join with fellow juke box men in a fight to get the truth before the American public.

One need only look about and listen to find encouragement on every hand. The criticism will grow fainter against the swelling voice of public understanding and sympathy. That voice will grow even louder as the facts about the juke box man are more widely made known.

Juke box men will find their friends are legion. But, first, the juke box man must ask himself if he is ready to stand up proudly and be counted. If he is—and he should be—a multitude will rise in his support.

To win the respect of the public, the juke box man must first learn to respect himself. There is great satisfaction in being a good juke box man, for the juke box does many things of which all can be justly proud.

The juke box brings the comfort, inspiration and relaxation of music to millions who might otherwise not enjoy it.

The juke box brings the comfort and inspiration to millions who might otherwise not enjoy it.

The juke box gives music to the young in a way they know, accept and love. The interest in music that buds in rock 'n' roll will mature and bloom in an appreciation of the classics.

The juke box keeps alive the culture of American folk music and has introduced that music far beyond the mountains and valleys that gave it birth, so that all might enjoy this precious heritage.

The juke box has encouraged the discovery of great talent in composition and performance that would never have soared to prominence and stardom without its help.

The juke box eases the nostalgia of people away from home, enabling them to return in fancy to the familiar company of the old crowd.

The juke box brings the pleasure of dancing to good music—the best of the big name bands—to people isolated from the populous centers where such bands normally appear.

The juke box permits people to enjoy, in the company of others, the pleasures of entertainment by the headline stars of the musical world.

The juke box relieves the tedium of the dark road and is an oasis of cheer and brightness for the weary traveler who stops along the way.

The juke box spells the difference between profit and loss for hundreds of thousands of location owners whose livelihoods, like those of juke box men, are earned by the accumulation of small coins, a coin at a time.

Brace your shoulders, stick your chin out, look 'em in the eye. Be proud of yourself. Your family and your friends are proud of you.

We are proud to be associated with the juke box industry and with the many fine men and women who are a part of it.

AMI has prepared a 12-page booklet entitled "Music for Everyone" which will help you to tell the story of the juke box industry and the people in it. Copies are available to you without charge, as are reprints of the above.
ROGERS ADDS 2 TO 1959 ROUTE

Oregon Centennial, Salt Lake City Rodeo Wrap Up Bookings

Beverly Hills, Calif.—The addition of two major 1959 dates to Rogers' already crowded schedule: Rogers and his wife, Dorothy, are expected to bring eight of the number of bookings in the Oval business to the big event this season.

Rogers earlier was signed for Ohio State Fair, Columbus; Iowa State Fair, Des Moines; Greater Allentown (Pa.) Fair; Mid-South State Fair, Jackson, Ind.; Indiana State Fair, Indianapolis, and Mid-America Fair, Topeka, Kan.

In 1958 the Western star played Wisconsin State Fair, Milwaukee; Nevada State Fair, Lincoln; Kentucky State Fair, Louisville, and Eastern States Exposition, Springfield, Mass.

RCAF SUPPLIES 'GOLDEN HAWKS' FOR EVENTS

Regina, Sask.—The Royal Canadian Air Force is putting together a team of five gold-painted Sister Jet Eleven planes to be known as the Royal Canadian Golden Hawks, for appearance at major Canadian exhibitions this summer.

An Ottawa announcement said the team will perform formation flying, but no stunts, at the Calgary Exhibition and Stampede, the Edmonton Exhibition, the Canadian National Exhibition, and the Pacific National Exhibitions in Vancouver.

The team will commemorate the 50th anniversary of powered flight in Canada and the 75th anniversary of the RCAF.

NEW RECORD

Mercedes Rodeo, Autry Pull 163,000

Tenn. Fair Assn. Skeds Workshops

MEMPHIS — The Tennessee Association of Fairs has scheduled three workshops this month, according to the direct of the Association.

The first one will be held on Thursday, July 30, at the Southern Bell Building, at 2:30 p.m. The workshop will be conducted by John F. White, president of the Tennessee State Fair, and will be open to fair superintendents, managers, and other interested persons.

A second workshop will be held on Thursday, August 6, at the University of Missouri, at 2:30 p.m. The workshop will be conducted by John F. White, president of the Tennessee State Fair, and will be open to fair superintendents, managers, and other interested persons.

NOTABLE IN WEST

Summer Gets Longer, Science Says

WASHINGTON — Outdoor amusements may benefit from longer days, if the current world-wide trend toward warming continues. The length of the days is a slow but undeniable fact. There's more warmth, more weather every year.

Commerce Department's Office of Scientific and Technical Services has said that temperature data obtained in Australia during the International Geophysical Year shows a trend toward warming in their opinion that the world is a longer-warming trend.

Dr. H. E. Landberg, director of the Commerce Department's Office of Climatologists, said that "alcohol is a sign of no change, it is consistent" with the trend of warming. It would be slowly getting warmer.

If the trend continues, it would be good for the world, he said. It would be better for the world. It would be better for the world.

The veteran stunt show manager also pointed out that in a recent story on the show the booking of the Minnesota State Fair were mentioned. The stunt will play the big event on September 4.

There's No Trick to Finding

GOOD Lines

in Used Equipment

just look out for many ads in the Classified Section this issue

COWBOYS ASSN. GETS 15G AT LUBBOCK TV SHOW

DENVER—The sale of television rights to the Texas Championship Rodeo, Lubbock, Tex., by the Rodeo Cowboys' Association, $125,000, The Denver-based professional cowboys' group said it was one of the two networks that the association allows each year.

CBS-TV tapped the final contest section of the rodeo Saturday (21) for the rebroadcasting a week later. The rodeo was one of the longest-running events at 8:30 P.M. EST.

The program was set up as a regular sports feature of the network and was the first rodeo program to be networked over straight sports presentation.

The new Lubbock rodeo broke the traditional spring host of the rodeo season. Lubbock one of the main spring rodeos, it was the biggest in the nation between the contests held in San Antonio in February and Cheyenne in July. In past seasons, rodeos has at best gone out of business between the favorites Rodeos in the West, which is the major rodeo (100) Roundup in mid-April, with no major cowboy conflicts for a month.

The New Texas Championship Rodeo was created from the ABC Boys' Club Rodeo in Lubbock, which posted a purse of $1,500, and the Lubbock News-Standard, the official rodeo body, and the new Rodeo Cowboys' Association for the contestants rights and the commercials. The new Rodeo was added to the card, making a total of $1,425,000 for entry fees.

This purse, largest of the four-month spring season, drew most of the nation's top championship contenders.

Commentary during the rodeo was made by the two veteran announcers, Corr, Tait, Denver, and Glen McCloud, Novato, Okla.
New Idens...

draw bigger crowds, make bigger money

Round-Up

World's Most Unique Ride
Frank Hrubetz & Co.
2800 S. 25th St.
Salem, Ore.

Phone: 780-6480

Round-Up

1959 Jumping Carousels in 3 standard sizes-kiddie, 20 ft.; teen-age, 30 ft.; adults, 32 ft.; larger sizes on special order. Also Kiddie Rides: Ferris Wheels, Airplane Ride, Water Slide, etc.

1959 young development.

The Most Beautiful

MINIATURE GOLF
Courses

Built in America are constructed by the

ARLAND

New Hyde Park, N. Y.

The Most Beautiful Golf Course Builders -

J.K. Kelly, Golf Course Architect
Paris Gingerbread Fair Opens Month-Long Run

PARIS — The annual Gingerbread Fair of Paris opened its month-long run here March 28, featuring a broad line-up of rides, shows and other attractions. The event will run this April 27.

Officially called Foire de Trone, the event is said to rival Moscow’s Oktoberfest for size, but it features gingerbread instead of beer and has many large numbers of youngsters who buy the cakes.

It occupies most of the circular Place de la Nation and the service pathways on both sides of the broad Cour d’Viscontes, a mud flanked by lawns and side streets.

Featured along the fun zone is the Figure 8, a gravity Counter and an auto speedway where small cars are driven at the speeds of 30 kilometers per hour.

Other major rides occupy areas along with shows such as circuses, parades, displays and figures, long runs and drives of comedians.

In addition to the fun provided by the above attractions, there are added lights and music. Restaurants and cafes are always open for up for the event which is considered the top street fair in France.

Warm Spell Shuffles Ice Rink Early

ST. LOUIS — Unreasonably warm weather brought the ice skating season at St. Louis Memorial Ice Rink in Forest Park to a close last Wednesday (27), 10 days ahead of schedule.

Attendance during the season was 200,300, about half of which were children admitted free. Attendance was lower than the 1957-58 season when 253,000 visited the rink. The Steeple was attributed to the shortened season and the fact that the area had its coldest January in 19 years, permitting many skaters to use park lakes and lagoons.

Circus Dates Detailed for Sullivan Band

WORCESTER, Mass.—Mickey Sullivan’s band is playing the Frank Wirth circus date this week in Island Garden Arena, West Hempstead, N. T. Sullivan also signed with producer Al Delmar to provide a 50-piece band for the St. Louis Police Circus, May 7-17.

Other dates include the Shrine circuses in Hartford, Conn. week of April 20, and Springfield, Mass., April 29-May 3, and the following band concerts: April 7 in Brooklyn, April 8 in West Roxbury, and April 11 in Boston, all Massachusetts.

Swift Current Fair Plans Budget for $4,011 Net on Run

SWIFT CURRENT, Sask.—The Swift Current Agricultural and Exhibition Association is budgeting for a surplus of $4,011 on its 1959 operations. Revenue for this year’s Frontier Days show is estimated at $100,054, with expenditures at $96,043.

Revised of estimated revenue is Concessions, $23,820; special events, $20,001; rodeo, $13,845; evening show, $13,125; grounds and buildings, $11,826; harness races, $4,649 and general, $4,585.

Among the larger expenditures are General and maintenance, $21,119; rodeo and evening shows, $13,400; concessions, $12,571; special events, $7,736; depreciation, $7,300; program and evening shows, $7,335; grounds and buildings, $8,100; harness races, $4,905.

Last year’s revenue was $180,048 and expenditures were $187,822 for a profit of $18,074.

BE WITH A WINNER! DON’T MISS

The Billboard’s SPRING SPECIAL

Dated April 13 — OUT NEXT WEEK

ADVERTISING DEADLINE — WEDNESDAY, APRIL 8

Rush Copy Instructions Airmail Special Delivery TODAY or, Call or Wire Us Collect to Repeat a Previous Ad.

Save More Money—Make More Money

Subscribe to The Billboard Today!
Set Home Show
On Staten Island

STATEN ISLAND, N. Y.—The Staten Island Home Show will be held at Congress Hall, 232-259 Broad- way, Staten Island, May 3-31. Richmond County Chamber of Commerce is sponsor.

"Satellites on Ice," a musical ice show featuring Penny Selwyn, will be presented twice nightly on the stage at the Congress Hall. "Circus 'n' Satellites," combination circus and simplified show of satellites, will be presented every afternoon. Fashion shows are also on the schedule.

Set space aside for exhibitors total over 50,000 square feet. A recently formed corporation, Staten Island Home Show, Inc., will produce the event. Bay Flanagan is president of the corporation and Charles Harrow serves as managing director.

George Tyson Dies; Was Ice Show Producer

MIAMI-George D. Tyson, 59, well known in the skating field as "Ice Capades" producer, died at his home here Saturday, only two days before his show opened at adjacent Miami Beach. He had been ill for several weeks and had a relapse after recent surgery for cancer. His widow, Ruth Tyson, is co-producer of the show. Tyson was born in Waco, Texas, attended Baylor and Columbia universities before becoming business manager of the International News Service in Atlantic and Florida. He went on to turn to show business, and was a director of the Miss America Pageant at Atlantic City from 1936 to 1941. In 1945, he joined the John Harris theater chain in New York and in 1946 became executive director of the new "Ice Capades". Since 1945 he and Mrs. Tyson have been associated with Morris Chasen in "Holiday on Ice". Also surviving are two sons, John and James, both of New York; his father, George W., Dallas, and a sister. He was a veteran of the Marine Corps, World War I and active in Conservation. His services were conducted in Miami Tuesday (31).

Los Angeles
Sports Arena Names Mahr

LOS ANGELES — H. Austin Mahr, 57, for 11 years a staff man at the Los Angeles Coliseum, has been named operating manager of the new memorial Sports Arena. The announcement was made today by E. K. Martin, general manager of the Coliseum and Arena.

Some 65,000,000 Arena, now nearing completion, is adjacent to the Los Angeles Memorial Coliseum and will be the scene of the Democratic national convention among other events.

Mahr has been at the Coliseum since 1945 as events supervisor. Earlier, as a teenager living near the L.A. Coliseum, he worked part time there as a concessions butcher. He is a graduate of University of Southern California and served more than three years in the Coast Guard before joining the Coliseum staff 11 years ago.

ARENAS & AUDITORIUMS
Las Vegas Convention Hall
In Limelight for Opening

BY TOM PARKINSON

GETTING UNDER WAY this month is the brand-new Las Vegas Convention Center. It is financed in an unusual way. It's scheduled for wide publicity thus changing the Patterson-Louden loan event, and sure it is to be heard from in the convention and exhibition business hereafter.

An Easter Sunday sunrise service was the first event in the building. Variety International held its convention here Friday. A showcase show will be the World Congress of Flight, April and May, with the aviation and rocket industry exhibiting under Air Force sponsorship. Plans are for 20,000 invited guests to view the 100,000 square feet of exhibits in the building and 500,000 square feet of exhibits outdoors. This will be the last event to be held.

Formal dedication of the building is scheduled for April 18, with ribbon cutting and event. The big one is May 1, first sports affair in the building. Coming up are a home and auto show, an exhibition of the top 10 showmen and their shows, a stage event as a stage event and a rodeo.

Facilities include a main arena with 4,416 permanent seats and 3,000 portable, an adjoining exhibit hall with 90,000 square feet and 17 additional meeting rooms with capacities of 40 to 1,000. That means a new arena, for the arena is only 14 canceled, and the 90,000 square feet of exhibit space.

Inception for this structure came from the entire Las Vegas community, including the hotel and casino interests outside the city limits. The building is controlled by the Special Las Vegas Clack County Fair and Recreation Board. Its former chairman, George Allbritton, recently was named executive director of the building, and his functions include building manager, public relations, and promotion director, heading the convention bureau. A commission of eight will supervise the operations.

Financing begun with State legislation authorizing the county to levy a special tax. The funds will be used to retire two bond issues, the first for $4,200,000 was announced last fall by a second issue of $1,000,000. The latter was needed to complete the exhibit building and furnish space.

The TAX IS ON hotel and motel rooms in the city and county plus a levy on casino operations. The room tax varies from 1 to 3 per cent and appears on hotel and motel bills as county tax.

Laden's Water Show to Debut
At Greenville

GREENVILLE, S. C. — Len Leden, manager of the new Water Show, which will make its debut at the Greenville Coliseum on May 20-23, it was announced here by Leden and building manager Herman Ptasz, the show's Western Commissioner, will be presented.

It is scheduled to be the world's largest ice show on television. The show will be shown in St. Louis, Chicago, and other cities. The show will be presented by the Water Show, Inc.

The show will include water and ice skating and other ice shows and will be televised around the world.

The show will be presented in four acts and will include ice skating and other activities.

150G Rink Planned for Wheeling

WHEELING, W. Va.—The city council has received from the Wheeling Park Commission plans for a $1,500,000 outdoor artificial skating rink at Wheeling Park.

A spokesman for the commission said that the largest date for completion is November. The rink would be 150,000 square feet, or larger than a regulation ice hockey rink. Angle space at the proposed site would be available to set up bleachers for 2,000 spectators.

Six or eight hours and dismantled in four to six weeks. The truck could be driven through a possible pig back jump for an extra long move.
Carnival Routes

Big State: Bryan, Tex. Thursday, 13-18.
Capitol City: Glens Falls, N. Y.
Capital: New Haven, Conn.
Capital: Salt Lake City, Utah.
Capital: San Diego, Calif.

ダークハズースクールの紹介や舞台の演出を担当するのは、ジャック・ヘーレンです。彼の Innovative elaborate stage design and use of light effects have contributed significantly to the success of the show. His expertise in lighting and stage management is widely recognized. He has earned numerous awards for his contributions to the industry, and his name is synonymous with high-quality, innovative stage productions.

Circus Routes

Davenport, Ia., 8-19.
Dayton, Ohio, 17-19.
Duluth, Minn., 21-26.
Erie, Pa., 20-30.

Huggins Bros.: Samson, Ala., 6-17.
Johnson Bros.: Chillicothe, Ohio, 9-16.
Griff., Ga., 16.
Bannewell: 10 E. East 11-16.
Albion: 15.
Anderson: 11.
Sperrington: 17.


Miscellaneous

Glasgow, Mont., 11.

Lindsey, 15.
Flaxville, 16.
Fairview, Mont., 18.

McLean, Buck, Six Gun Law and Boys, Texas, 19.
Joliet, Ill., 22.

Mohawk City: Richmond, Va., 6-11.

Ice Shows

Holiday on Ice of 1909: Tampa, Fla., 6-12.
New Orleans, La., 14-19.
Shreveport, La., 20-29.
Anto.-Tex., 20-30.

Fort Worth, Tex., 20-29.

Ice Capades: St. Louis, Mo., 6-11.

Les Ballett Afire (Royal Bal- leri) Toronto, Ont., 6-11.

Look Back in Anger: (Billermore) Los Angeles, Calif., 6-11.

Los Music Makers, (Shubert) Chi- cago, Ill.

Mel's: (Music Hall) Cleveland, Ohio, 6-11.

Men’s: (Memorial) Ani- mos, Mass., 6-11.

Pike’s: (Colonial) Boston, Mass., 6-11.

Pittsburgh, 25.

Moscow Exhibits

• Central pavilion, the largest and most modern, includes many pavilions in the East, such as the Russian pavilion, the English pavilion, and the American pavilion. These pavilions display the latest in technology and hospitality, showcasing the unique culture and history of each country. The American pavilion, in particular, has been instrumental in promoting American culture and technology worldwide.

Carnival Routes

Davenport, Ia., 8-19.
Dayton, Ohio, 17-19.
Duluth, Minn., 21-26.
Erie, Pa., 20-30.

Huggins Bros.: Samson, Ala., 6-17.
Johnson Bros.: Chillicothe, Ohio, 9-16.
Griff., Ga., 16.
Bannewell: 10 E. East 11-16.
Albion: 15.
Anderson: 11.
Sperrington: 17.


Miscellaneous

Glasgow, Mont., 11.

Lindsey, 15.
Flaxville, 16.
Fairview, Mont., 18.

McLean, Buck, Six Gun Law and Boys, Texas, 19.
Joliet, Ill., 22.

Mohawk City: Richmond, Va., 6-11.

Ice Shows

Holiday on Ice of 1909: Tampa, Fla., 6-12.
New Orleans, La., 14-19.
Shreveport, La., 20-29.
Anto.-Tex., 20-30.

Fort Worth, Tex., 20-29.

Ice Capades: St. Louis, Mo., 6-11.

Les Ballett Afire (Royal Bal- leri) Toronto, Ont., 6-11.

Look Back in Anger: (Billermore) Los Angeles, Calif., 6-11.

Los Music Makers, (Shubert) Chi- cago, Ill.

Mel’s: (Music Hall) Cleveland, Ohio, 6-11.

Men’s: (Memorial) Ani- mos, Mass., 6-11.

Pike’s: (Colonial) Boston, Mass., 6-11.

Pittsburgh, 25.

Moscow Exhibits

• Central pavilion, the largest and most modern, includes many pavilions in the East, such as the Russian pavilion, the English pavilion, and the American pavilion. These pavilions display the latest in technology and hospitality, showcasing the unique culture and history of each country. The American pavilion, in particular, has been instrumental in promoting American culture and technology worldwide.
**PARKS-KIDDIELANDS-RINKS**

**APRIL 6, 1959**

**NEW YORK DINNER TALK**

**Boston Theme Park Staffer Outlines Plans, Progress**

NEW YORK—Please Island in the middle of Lake Waban in Watertown, Mass., 14 miles north of Bos- ton. With the arrival of warmer weather, construction has begun, following a winter of indoor development.

About 30 of the structures have been framed, Lloyd Selle reports at a dinner sponsored by the National Parlour, Settle, of Mason Engineering Company, in marketing and public relation for the new center. The dinner brought together key executives and travel writers for the purpose of opening the American Association of Travel Agenti- nes.

A gate price of 90 cents or $1.50 is planned for the 100-acre theme park, expected to open in a few weeks. It will be a $3.50 per capita spending target set up. There will be more unique rides and attractions, other than those we've seen in the history of the industry. A bill- ion and a half dollars will be spent on improvements by the public, in 1959, and this total will be reached by 1965.

In a growing popularity of the theme-type park, Selle pointed out. The entire $100 million industry is planned. A new attraction, capitalizing on the popularity of the theme, will be opened within two years.

**Cold Easter Opening Slow For Edgewater**

**DETROIT—**Edgewater Park will open this year on March 27, with cloud weather holding back attendance to much. At the announcement of the opening, Manager Gary Wagner said he would wait until Friday, just before anticipating any sizable crowd.

Although there will be no advance promotions to capture the interest of the public, the300s in the 80's have turned out from the past, and the 1959s are a waiting game to get free admission to the Edgewater.

**Lakeview Has New Beach, Two Theaters**

**MENDON, Mass.—**Lakeview Park, here will open this spring with a new beach and beach board, which has been designed to make the beach the most inviting for adults and children.

The Lakeview Ballroom is scheduled to open in the next two years, and its grand opening will be held in the middle of May. The park will be opened over to home talent from a different town in the Mendon area each evening. The Children's Theater will open in its present quarters, according to Manager Wagner.

**Riverside Opening Okay Despite Snow**

**AGAWAM, Mass.—Snow** didn't hinder the opening of Riverside Park's season Saturday (28) and, in fact, produced some pretty good publicity. The 200 fans turned out for the first day of Saturday morning opening.

Harry Storr, long-time aide to Coach, is still marshalled with a ball and is in charge of the first New England park opening in 20 years.

**Okla. Spot Debuts May 1**

**CACHE, Okla.—**The new amusement center, expects to open on or before May 1 here on the outskirts of the national Mountain Wildlife Refuge. A feature will be a 12,000, 90-yard-old miniature railroad, and a last chief of the Commissioners. The bus has been delayed and will be operated as a museum.

The park will have a picnic area, a 250 acres of trails and woods, two major rides, miniature railway, trolley and horse-riding excursions. A 3,000-seat under construction and will be in use by late spring. Herbert Weesner, Jr., is operator of Eagle Park.

**Jungleland Has Publicity Agency**

THOUSAND OAKS, Calif.—Jungleland announced its new animal and theme park has, been named the George Pat司 Agency, Hollywood, to handle its publicity for the coming season. Announcement was made by Jimmie Wood, managing director.

**American Radio History**

**FLY-O-PLANE FOR SALE**

Can be seen operating our Park now. Reason for selling: Policy of Park is to change Ride attraction from time to time. Present complete cost for operating unit (less driving power) and Lighting is $15,620.00. Will sell for $9,000.00.

**OCEAN VIEW AMUSEMENT PARK**

Norfolk, Virginia

Albert Miller, Manager

Phone: Justice 7-1011 or Justice 7-2411

**CONCESSIONS WANTED FOR SUMMER SEASON**

Grid stores of all kinds. Beach buildings for sale. New Rides open.

**OOLCOTT DEVELOPMENT CORPORATION, Oolcott, N. Y.**

**RIVERSTONE OPENING OKAY DESPITE SNOW**

**AGAWAM, Mass.—Snow** didn't hinder the opening of Riverside Park's season Saturday (28) and, in fact, produced some pretty good publicity. The 200 fans turned out for the first day of Saturday morning opening.

Harry Storr, long-time aide to Coach, is still marshalled with a ball and is in charge of the first New England park opening in 20 years.

**FOR SALE**

Tourist attraction, permanent, on R姒, New WW, meet treated nicely in California, consisting of museum, etc. Net income appro.$6,000. Unique opportunity for couple who like animals. Tents, caret, incl. land and buildings, $25,000.00. Contact

P. O. Box 35, Westport, Calif.

**WANTED**

The all-new Willow Grove Park is under new ownership and management.

We now have openings for a few Skill Game concessionnaires. Write or call


Willow Grove Park

Oldfield 9-0374

**KIDDE CAR RAILROADS**

For sale or trade, any rail car for any or other rail car for Park amusement in Pennsylvania area.

**SHAPIRO**

1958 South 22nd Street, Philadelphia, Pa.

**SMALL INC/www.americanradiohistory.com**
Cirkus

Glorification of Prosperity Shines for Shows In New York Area

Ringling, Beatty Report Good Advance Sales, Easter Business

New York—One thing evi-
dent here this spring is the gen-
eral air of prosperity that is blowing all through the entertainment business, and local papers have been given to a genial mood with pic-
tures and feature stories.

While opening night in Madison Square Garden drew somewhat less than a three-quarters-full house, subsequent performances have done exceedingly well. The $2,000,000 gross appears to be less than an impossibility at Easter week progressed, with a packed house expected in the first nine days show.

Ringling's advance sale will fill six editions, reported to be roughly around $300,000 and cer-
tainly a good indication of the unchallenged vitality of the weather. Both Mondays (30) and Thursdays (2) were rainy but did not slide into attendance. Across the river where the other Flatests Garden, $250,000 in advance sales were reported, the first nine days show.

The estate aspect was heavily featured in advertising for the Pal-
ad circus which was held last week. General admissions is 50 cents and reserved at $1,000 adults, with reserves at $1.40 for kids and $2.50 for grownups. Per-
kiosk is free.

Hunts Sign Strong Man For Concert

Burlington, N. J.—Strong Man Hunt, recently signed as after-show attraction on the Hunt Bros. Circus this season, has Harry Hunt says, will be held a full grown elephant in his act, one of the most acrobatic. The act is com-
pleted for the 1959 tour, which begins April 18 in Dover, Del., a major job is the addition of a 12-foot pole or summits. The Hunts were visited by many Ring-
lings and Beatty people recently, on their way to New York area operations.

Garden Plans Indoor Tent Route In Ont.

Toronto — Bed on a Bros. Circus will bring its under canvas, according to plans announced by W. R. Garden, owner.

This will mark the first time a circus will be held in the city, it has played major cities in Ontario, but is true and has been in other indoor stands, more recent success was the one in Bermuda, and then returned to Canada by an under canvas tour. The show will give its indoor dates in the fall after completing its proposed outdoor route, it was stated.

Kelly-Miller Has New Plan For Seat Units

HUGO, Okla.—Al G. Kelly & Miller Bros. Circus will spring a new plan on its patrons this year, and Owner D. R. Miller said this was like buying a new car for all of them. Some of the new units will be in use this season, along with some of the show's earlier model seat wagons.

Business at the park was also good during Easter Week. During Saturday's show, which was a lawn, there was a strong house for the first show, with 250 extra seats set up and a line forming in the rain for the boosted performance. Beautiful weather on Wednesday pulled a double show, resulting in 250 extra chairs set up, and three-quarters show. Rain elided the audience.$4.50 for the day.

The program is included in the price of admission to all circus, with beauty-Case extracting an added price for the Side Show. There was a strong pack at the outdoor show, where the increased parking for the small river of water underfoot, and also making it impractical to put chairs, or any other ground cover on the blacktop. Bill English, side show manager, has been helping C. F., and George V. Income on the tickets, Morris Rich at the door, and Red Barry, have canvassed.

An act is a Alex Linton, sword swallow, and his wife, Hope Shoemaker, half boy; Arthur Blackman, illusion skin, Garden Lead, fire exoer. Gilbert Reinke, giant, and Elv Mills, bat girl.

When they leave the New York area the shows will employ a different ad advertising techniques, befit-
ting their different kinds of opera-
tion. For an indoor route, Ringling will use the same methods as that of its New York office, where Paul English, manager, is assisted by Delores Pupp, secretary, and Lois Burns. Local areas housing Ring-
ling will also be promoted. While there will be no newspapers and other advertising, the beauty-Case will be advertising (Continued on page 107)

Circus Flashes New Outfit At Taping of Television Show

New Big Top, Lights Seats For ’59 Tour

Sarasota Fla.—New canvas and other equipment of the Cri-
ston Bros. Circus was displayed here last week for the special per-
formers and filming of an NBC television special show.

The new big top, a 140 by three miles, is blue canvas with a red and yellow trim. The curtain interior is a ceiling of yellow and red plastic, which makes a record breaking. The new chairs are equipped with an unassessable art.

Inside are five new seat wagons for the main shows. The reserved seating area is equipped with new aluminum trim and also gray chairs. There are two new 60 kw. light

plants on a new trailer and the show also retains its 45 kw. plant. New lights in the big top have been added, the inside lights include six new light poles, with a cluster of five 500-watt floodlights, plus additional clus-
ters over each ring, and a cluster of 800-watt lamps over the center ring. Outside lights include four towers, spotted atop various wagons.

All trucks have been repainted and new trailer tents for the concessions, as well as all seating area tents, have been rebuilt and flashed up

magnificently. The circus' newly purchased ride and hippo were included in the program as well. A giddy trot is still to be added.

The circus is to open April 19 at Norfolk, Va., then drop south to again play an indoor stand at Atlanta, Ga., before returning northward.

N.B.C. Tapes 'Roll Out Sky' For May Airing

Sarasota, Fla.—Cristian Bros. Circus and the National Broadcasting Company last week conducted a tap-
ing session for the NBC-TV program March 30-April 4 in Sarasota, as the first of five taping sessions for the Cristian family and show.

The circus' personnel and support staff of the circus and radio, television and film personalities were included in the taping. Each performance was given over to the TV taping, and performances were filmed for the live audiences present. This climaxed a day of training for the NBC personnel, and work of "Roll Out the Sky" is over.

Dick Walker, with a Thornew Oxia lion act of nose, worked with a lot of patience and skill to make the acts look strong and direct the expert handling of whirls and guns to offer a strong contrast that included a bare wall, hind feet standing on pedestal, handle lamps and five-animal laydowns.

The Hildahs presented a thrill-
ing aerial number over which they worked under cover from dawn to dusk, a circle of horizontal plate anchored near the ceiling. The man is the understudy as the gal hangs suspended from the air, on a roped suspended from the top's collarbone, the other performers, left foot and knee suspended, and, finally, a suspension that is in an iron-raw, just as the tiger is pulled over the plate.

Teobold's show worked in a turn of the skies with his 100-gallon glass, his countless included a lot of welds, blindfolded man while balancing a balloon on the nose, a ball balanced while doing rollovers, front balancing on a balance beam while do-

ing a stand on one hip, balance-
balance on his head, and the sound musical hit and a muscle geared on a horizontal bar.

Bradie and the ring-tight-look-
ing trumpe of girls for an aerial act. In his regular show, Ray conventional standard horned on the rope as he did his trick with a stick to trap a spring over the center ring. Miss Friek offered knee and hand balance while the stand, horizontal back balance on the hoist, in his regular show, the one specta-

upported aspin perl for a flashy, hit.

Bradie's Greencrosts, on neat, displayed turnarounds while circ-

CIRCUS DINNER

Mills to Host Fans, Press At Opening

Jefferson, O.—Mills Bros. Circus will open its 1959 season at Jefferson County Fairgrounds April 19. Many circus fans and prin-
ty have been invited to the big top and the annual opening barque in the Jefferson High School Calen-
dar following the performance. No reservations for the dinner can be accepted after April 11, according to John Creamer, chairman. The circus has beenwintering in Jeff-

eron on the fairgrounds.

The TV program features many members of the Cristian family in back-yard house, and top big top scenes. The program is not intended for general television per-
formance.

The program is to be aired on May 3, with the special plan calling for five one-hour performances in each time zone. The program series is called "Kaleidoscope," and is the Cristian program, John Coers is producer, and writer of "Roll Out Sky," is Guss Wycoc.
Ching the ring, walking on hind legs, and walking on his hands. His acrobatics are a result of his dog's back, and as a pleasing, almost "Indian" and approximately hit with dogs and chimps. A midget clown takes off on David "Fluffy" Coghlan's "Hans Hanne Nommo." Followed.Hollywood Review this last night of his skill since this reviewer never saw him. His drink act on the light and his something and when he "understands" to really go to work the effects are about everything one might ask to see: babbling jumps over horizontal crossbars, running with his head on the steel thread and a variety of other bits. His climax, a forward somersault thru a hoop, got him off to a rousing close. A chow hand routine followed.

The Rose Gold Trio has always been one of the top aerial acts, and the current offering is as good as ever. A variety of aerial gymnastics are offered on a stationary rigging, including Miss Gold, held by hands and arms, in giant swings; sled suspensions and other forms of hair-swinging stunts. Her finish, a leap exactly to the floor on a rope held in the main rigging, was a solid closing number for the first half.

The second half was a further presentation of intermission entertainment was offered this year, a beaten-spice comedy by a group of stunt men. Two or three of the group have been competing recently for the show business, with the "Baron Queen of Chicago," a famous act in that city at one time.

The Flying Malloys, beautifully costumed, presented an eye-satisfying aerial entertainment, a great success. They presented practically every- thing from acrobatics to pantomime, one-act return, double somersaults to have catch, plunging and closing with a beautifully executed triple somersault acrobatics on the first attempt. His landing was a small circle. Next was a clear walkover.

The Queen, working in end rings, offer several sallycises and three grand varieties of slides, including one on monkey bars, just about all these presented from four poodles peeled in rectangular formation, a walk step from the slanting plate, and a balancing act on the arch, a leap, a spinning-and-luding and dog-leg walks. The act was sold with.

This performer has never seen bet- ter elephant acts (five from Hunt; four from Mills) than were seen here. The beasts offer hind-leg stands, barrel-rolls, one-foot spoons and every possible variety of the prime elephant, walking over a dead, head-high pyramid formation and a host of other routines, which was furnished in the TV show. Another, a sword-bearer, of the type of performer who steps out of the small box in which a little dog has been placed, was a marvel. His trick consisted in picking up the tail of a small dog, locking it in the mouth, then, with the dog on the ground, the performer picked up a certain which is moments away, then, with the tail upon the canine's full the audience sees that the girl has been devoured by the dog. The illusion is hand-crafted and inside the bag.

Margot's Chimp employs ab- sertly not often seen in acts of this type, much in "the girl in the show above the girl's dressing room." This bit was hilarious on TV and it is equally so in an arena. In addition, the little fellows was the "boy in the box," a bike built for two, using big dog's head, head in the mouth of the dog, and head on back somersaults, roller skating, skateboarding, and other tricks. The act a terrific a high. The Nervelies Knacks, a high wire act, presented an excellent closing tour. Three men on the wire and head and hands stand atop the shafts, foot push-pats and close with a double ex- clusion of the head-first descent of the pole at the man's exasperation as anything done atop the poles.

Adams Opens On April 25;蘆

APPLETON, Wis. — Adams Bros. Circus will open April 25 at Menasha, Wis., for a three-day engagement, mostly on weekdays and four-day shows. The Prince Logan, a two-mile Roman, is a strong and interesting edition of the circus.

The performance will have the Dare Middens families working together, with dogs, men, women and children in the act. Some of the features include a dog and a horse, a dog and a dog, a dog and a woman, a dog and a man, a dog and a man, and a dog and a woman. The performance will also feature comic routines, as well as some of the popular songs and dances of the time. The show will conclude with a grand finale, including a grand exhibition of the circus animals, a grand parade, and a grand fireworks display.
New Pre-Date Law Proposed in Col.

LITTLETON, Colo.,—Members of the American Junior Rodeo Assn. have been asked to hold their National Finals contest in September at the Bottcher Rodeo at Arapahoe County Fairgrounds here August 15. The young cowboys and cowgirls will bring together contestants who have been through the rosters and out the country. In addition to entry fees and 10 champion saddles, there will be prizes of championship trophies, saddles and Western wear offered to the winners, teams and nationalities totaling more than $20,000 in value.

U.S. TO SHOW STEROE HI-FI AT WASHINGTON

Fair—There'll be a scene in stereoscopic high fidelity at the National Automobile Show at Solokn Park this summer. The Soviet people will have in America equipment that is the most advanced stereo-photography work now being marketed in the U.S.\n
The exhibit will be housed in a separate structure at the National Auto Show, and will feature the most advanced stereo-film photography work now being marketed in the U.S. The exhibit is designed to be mounted in the broadcast to a children’s play area and a picnic area.

The stereo-film exhibit will present one of the most exciting shows at the fair. It will be viewed by an expected 350 million visitors during the six weeks the fair will be open. The displays are of a scientific and technical nature and are designed to further Soviet understanding of life and science.

Harrington, Del., Asks Bingo License

HARRINGTON, Del.—Hugo  has been proposed for this year’s Delaware boat race.

Following a conference with the State Bingo Commission, representatives of Harrington Amusements, Inc., filed their applications to sponsor bingo games.

Commissioner Richard M. Pappidi advised the post that the application must be for the special conditions of the fair.

EDGAR BERGEN SIGNED FOR IOWA ELEANTS

CHICAGO—Edgar Bergen has been signed to appear in fourteen December shows in Iowa county fairs, E. O. Stacy, manager of the American Association of America, announced.

Bergen, Charlie McCarthy, et al, will be in the show which opens at the Great Jones County Fair, Monticello, and Fayette County Fair, West Union.

Cripple Creek Revives Old Events

Cripple Creek, Colo.—Plans for an old fair which was held in 1924, are being considered by the Valley County Fair Association.

The 1924 fair was held on November 21-22 at the Gator Bowl Fair Grounds, and the fair shows of the fair sold out. Last year the fair attracted over 122,000.

WEBURN EX OKS NEW $35,000,000 AG.-AUDITORIUM

WEBURN, S.D.—The Weburn Agricultural Society has asked the auditorium under the state agricultural auditorium to cost in the neighborhood of $350,000.

Plans are for the building to have a seating capacity of at least 3,000, to be used during the winter months for auditoriums, a dinner theater and for conventions. The auditorium for the building will include new accommodations for farm boys and girls. The building and auditorium will be built on the fairgrounds.

Federal and provincial government grants, city assistance and public subscription will go toward the cost of the structure, to be built on the fairgrounds.

Paul Mannen Still Mgr. At Del Mar

DEL MAR, Calif.—Paul T. Mannen, general manager of the Southern California Exposition, who has been riled by Lynn Henry Johnson, a deputy attorney general in Los Angeles, was reappointed during a special meeting of the Southern California Exposition Association here Saturday (28).

Mannen was able to remove himself from the pre-emptory list because of a slight majority vote, despite another motion on the part of Mr. Johnson to which a director, as assistant manager, beginning April 1. Director Donald A. Briggs, concurred with him.

In a written statement to the board, Mannen said he had been on the grounds for a week and had seen no reason for the action.

"I am of the opinion there are only two justifiable reasons for dissatisfaction: implementation of our contract or neglect of duty. I have found no evidence of either," said Mannen.

In the interest of harmony, Mannen asked to be relieved of any future consideration of the question, to be succeeded by Mr. Johnson as assistant manager.

"I have no desire to conduct or neglect of duty. I have found no evidence of either," said Mannen.

DADE CITY TAKES CHANCE ON FEBRUARY

DADE CITY, Fla.—J. J. Higgins, manager of the Biscayne Rodeo, will hold the fair on February 24-27 for the 1960 county exposition.

Higgins said that he would not schedule the fair at the usual time and place, and March 16, to take a chance on February 24.

Plans were discussed for further improving location facilities and possibly treasuring the central area of the grounds.

West Canada Racing Assn. Names Steward

REGINA, Sask.—Stanley C. Williams, of Fort Qu’apelle, Sask., has been appointed the 1961-62 Name Inspector of the Prairie Thoroughbred Racing Association in Western Canada. He succeeds Mr. J. P. Miller, of New York, N.Y.

The appointment of the northern body of the Western Canadian turf and horse racing circles has been made.

In Manitoba, Saskatchewan and Alberta since it was placed on an equal basis with the older established body, has been the issue of the year.

The change has been one of the most significant that has taken place in horse racing circles since the passing of last year’s, which voided the law prohibiting outdoor shows at fairs and conventions with agricultural fair, Baker said his new bill is to show that it would stand a Supreme Court test.

Fire Destroys Wilson Stand

WILSON, N.C.—Fire destroyed the wooden grandstand at the Wilson County Fair on Sunday (30), 3,500 occupants race fair to the in the fair.”

The fire, which was started in the stands before the annual Easter Egg race, began to蔓separate injuries.

The following administration: broadcast to a children’s play area and a picnic area.

The stereo-film exhibit will present one of the most exciting shows at the fair. It will be viewed by an expected 350 million visitors during the six weeks the fair will be open. The displays are of a scientific and technical nature and are designed to further Soviet understanding of life and science.
**R. Schiavone, Show Owner, Dies at 65**

ST. PAUL, Minn.—Rocco Schiavone, 65, owner of Schiavone's Carnival, died here Tuesday (31) of a heart attack, it was announced. His services were held Friday (3) and burial was in Calvary Cemetery, St. Paul.

Schiavone was owner-manager of the Schiavone Shows for close to 30 years. The show toured Minnesota and Wisconsin. Three years ago he retired from the road, settling in St. Paul, but continued to be active in the organization of the National Carnival Association.

Schiavone was born in Magoglia, Italy, on the tenth of June, 65 years ago, and came here at the age of 10. His three daughters also survive:

Hames Gets Concessions At Texas Park

Arlington, Tex.—Gene Hames Jr., owner of Gene Hames Amusements, of Fort Worth, has signed to operate concessions at Lakeside Park, Fort Worth, and has agreed to invest $10,000 in improvements and to put concessions into operation on April 15, 1959.}

**Bob Hammond Gets O.K. $$ At Houston**

HOUSTON—Bob Hammond Shows were here last week before moving to San Antonio for the Battle of Flowers and did okay business. The Studer led the way.

The show will carry 16 rides, eight shows and around 40 concessions on the road. Kitty Kelly once again with her side show and did well.

Concessions include a vast selection of food, a full-color spot and gum ball games; Bruce Williams, parlour games; Bud Hagan, pinball; Hubert Toy, coin and corn game; Tommy Halliday, jewelry, fast food, pop, punch, pop and peanuts, Oobleck, Two Top picture, L. Thomas, glass pins, pinball, the great Iowa, a new addition, a new game, a new design, a new country store; Pea Pool, hot dogs, sandwiches, and more.

Ride Unit Precedes Official Vivona Bow

Hypo Flash With New Rides, Lighting; Personal Arriving Daily at VQ

**Continental Sets Opener in Kingston**

DURAC, Mass.—Continental Shows opens its 1959 tour April 15 in Kingston, N.Y., with a 10-day engagement. Owners Ralph and Charles Carbone reports. Winter quarters will be spent at Spring Grove. The show moved to Kingston from Louisville, Ky., and will be at the former fairgrounds in time for the fair season.

**Hammond's New Frame Unit**

CHATTANOOGA—William H. Hammond, Jr., and his father, W. B. (Bob) Hammond, Sr., owner of the Hammond Company, were the only two bids on the road this season to be known as Hammond's Frame Unit.

Hammond's are the former owners of the Hammond's Frame Unit, a large Midway show for the last three seasons in an Alabama park.

The new unit will consist of eight office-owned rides and about 20 concessions. There will be no free shows. No shows will be given. The unit will play 30 weeks of shows in Alabama, Mississippi, and Georgia, as well as some in Florida.

Staff includes William O. Hammond, general manager, and Fred Almony, lot superintendent.

Robert E. Gilder, president, announced the starting of the new Hammond's Frame Unit, which will consist of the following rides:

- **Smith Ride Unit Opens Early in May**

-Harvard, Mass.—Bob Hammond shows were here last week before moving to San Antonio for the Battle of Flowers and did okay business. The Studer led the way.

The show will carry 16 rides, eight shows and around 40 concessions on the road. Kitty Kelly once again with her side show and did well.

Concessions include a vast selection of food, a full-color spot and gum ball games; Bruce Williams, parlour games; Bud Hagan, pinball; Hubert Toy, coin and corn game; Tommy Halliday, jewelry, fast food, pop, punch, pop and peanuts, Oobleck, Two Top picture, L. Thomas, glass pins, pinball, the great Iowa, a new addition, a new game, a new design, a new country store; Pea Pool, hot dogs, sandwiches, and more.

**Midwest Club Urges Support of Mann Electrical Bills**

MINNEAPOLIS—The Midwest Communications Association last week wrote to its members asking for further interest and support of bills in both houses of the Minnesota Legislature that would provide relief to the electric code for wholesaling shows. The legislation was introduced by the Outdoor Portable Amusement Association in both houses and the result appears in two bills that would relieve the electric code for wholesalers, dealers, and manufacturers of electrical products.

The show club, in a resolution, urged cooperation of all outdoor show people.
BIG SPRING SPECIAL

DATED APRIL 13
OUT NEXT WEEK

Featuring

1959 FAIR DATES

Book all your needs thru an ad in this issue.
Copy must reach us by Friday noon, April 10.

WANT CONCESSION SPECIAL

On West Coast Shows. Can place Agents and Heads of Stores for eight brand new concessions. Latest route in California, including California State Fair, San Jose, Santa Rosa, Bakersfield and 12 more bonus ride Fairs & Celebrations. Have openings for Head of Concession Shows, 14 to 14 Center Toy Wheel, 18 x 14 Center Touch-The-Spot. Can also place Clerks for this Concession string with Frame and Flesh topnotch spot for two capable Agents. Contact:

HARRY MARTIN or FRENCHIE LEDOUX
Wildwood Ave., Daly City, Calif. Phone Plaza 6-0590. Show Open at Alameda

HOLLY BROS. SHOWS

OPEN MAY 18 TO 23 INCLUSIVE
CENTENNIAL & HOMECOMING, LAKE CITY, FLORIDA

CONCESSIONS—Photo, Long Range, Novelities, Ball Games, Film Pam, Saloon Cars, Age & Weight, Jumpers, Beer Stand, No Parks or Rides.

RISks—To Partner with Two or three Kids Rides.

BASE—For Contest, Rollies—Plane and Wheel. Second Men on all Rides.

F. HOLLENGSORTH

2106 55th Avenue, West, Bradenton, Florida. Phone: 931-191.

SUNSET AMUSEMENT COMPANY

OPEN APRIL 25, EXCELSIOR SPRINGS, MO.

CONCESSIONS—Photo, Prizes—Games, Dixi, Band, Auto Photos, Age and Weight, Short and Long Range, Waltz Mill, Pump and Cage Ball Games. Also Drive Rides, Better Rides, Water Works and End-Excursion Rides. Rides, Skee Ball, One Roll and Hangy Parks. HELP Second Men, single sober and without marks. Address all communications to:

778 MA. MAIN, EXCELSIOR SPRINGS, MO.

WANTED—BOOKING AGENT—WANTED

Cox and Cox April 18 with all their troops and mapping Canadian Centre. Also want Carnival for the West and Mexico. Nothing will do that can move. Both Rides and Shows with Water Works. Ask for OKTAR, phone 499-655. Please consider having us to sight or sell. All rights. Address all communications to:

PARKADE SHOWS

Paul Derichsweiler, No. 103, Broadway, New York, N. Y., 13th and 14th. Phone: 210-36. For Sale ONE-PYREX, DELA HOMER SHOW, April 18 in town will carry your Shows. LEW LYNCH, 135 Main St., Muncie, Ind. Phone: 3-631.

KLEIN AMUSEMENT COMPANY

Opening the season with the full Show at Charlie's, Iowa, May 19. We own the same ride rounds, the same time mechanisms, the same reliable men. Due to death own one long Shovel. Have Elbert Rings for leases for anywhere and can place them in telephoning arrangements. Write

Box 308, Iowa Falls, Iowa.

THE BILLBOARD

APRIL 6, 1959

MIDWAY CONFAB

The East Bridge Company mobile midway has dropped off at Marion, Ill.; St. Paul, Minn.; Edmonton, Canada; and now at the West Tipis'! Spring Show's here; also at the Spring Center. They have the best Shows so far.

E. L. (Whitey) Redeker, operator of Uncle Whitey's Rides, is in Michigan, and is starting a new circuit in the West.

C. O. Smith, owner of Ernest Sylvester, agent for Wallace Shows; Mr. and Mrs. H. R. Ross, Interstate Shows; and Colonel A. L. Sykes.

West Tipis'! Spring Show's here; also at the Spring Center. They have the best Shows so far.

J. L. (Whitey) Redeker, operator of Uncle Whitey's Rides, is in Michigan, and is starting a new circuit in the West.

C. O. Smith, owner of Ernest Sylvester, agent for Wallace Shows; Mr. and Mrs. H. R. Ross, Interstate Shows; and Colonel A. L. Sykes.

TOBY YOUNG WANT S AGENTS WANTS

AGENT WITH A Great Personality for lease short or long. Must be reliable and have good reputation. Average weekly shows. Will consider special rides. Send address and earnings. H. R. Campbell, 40 Kingsway, Malaga, N. Y.

RICHARD & DAISY DANIELS

Please contact at once

Attractive Presentation

LLOYD J. HILLIAGOSS

MANAGER

Carnival of acrobatic small motor show, best of its kind in the world. Must be reliable and honest. Write:

526 S. 40th, 1/11/111, a BALLARD

GIRL SHOW OPERATORS

WANTS AGENTS-WANTS

TOBY YOUNG WANT S AGENTS WANTS

FOR SALE

FRANK DUNCAN

Wants Agents for Buckets. Must be capable and following orders. Also wants Agents to lease special rides. Must be reliable and honest. Write:

R. W. CRANDALL

Alder Trolley Park

650, Box 700

Huntington Beach, Calif.

AMERICAN BEAUTY 1959

Wants for spring shows. Send Address and earnings for spring shows. Must be reliable and honest. Address all communications to:

AMERICAN BEAUTY CIRCUS

Box 76, Chicago, Ill.

HAL MARTIN—MERLE SLOAN

Contact us at once!


JOE FREDERICK


THANK YOU

Mr. and Mrs. Joe Moore

Thank you for your kindness in handling our business through your own

JOHNNY CANNES

H. S. BRETZ, 1901 Broadway, Chicago, Ill. Phone: 2-1920

PELLEGRINI BROS., STATUTORY CO.

114 Market Rd, Old Forge, Pa. 18707. Best Picked Fliers Ever. For fliers, facts, etc., write a nickel. For delivery call our office at 73301

SCHROEDER, 181 Mound Blvd, Old Forge, Pa.

FOR SALE

LEISON & THURLBLOOD

Box 223, Cedar Falls, Iowa.

WANTED:

For sale 14 Rides, 3/32, 120 ft. Also sold new, also used. Will sell for cash or trade. Address all communications to:

WANTED MAN AND WIFE TO OPERATE PIC CAR

On a large Railroad Show. Must be hard working and dependable, and above all, know their business. Write: Box 440, f/a THE BILLBOARD, 812 Olive St., St. Louis, Mo.

THOMAS JOYLAND SHOWS

New Playing WILLIAMSON, WEST VA.

Want Shows of all kinds, capable of running and concessions. Contact:

L. I. Thomas, Mgr., Williamson, West Va.

WANTED—AGENTS—WANTED FOR ALL SELLING AGENTS, All-Comers. Agents wanted to handle our Western Show's, Eastern Show's, and cruising midways. We need reliable, hard working, and honest Agents. Write with complete information to:

WANT S AGENTS-WANTS

FOR SALE


JOE FREDERICK


THANK YOU

Mr. and Mrs. Joe Moore

Thank you for your kindness in handling our business through your own

JOHNNY CANNES

H. S. BRETZ, 1901 Broadway, Chicago, Ill. Phone: 2-1920

PELLEGRINI BROS., STATUTORY CO.

114 Market Rd, Old Forge, Pa. 18707. Best Picked Fliers Ever. For fliers, facts, etc., write a nickel. For delivery call our office at 73301

SCHROEDER, 181 Mound Blvd, Old Forge, Pa.

FOR SALE

LEISON & THURLBLOOD

Box 223, Cedar Falls, Iowa.

WANTED:

For sale 14 Rides, 3/32, 120 ft. Also sold new, also used. Will sell for cash or trade. Address all communications to:

WANTED MAN AND WIFE TO OPERATE PIC CAR

On a large Railroad Show. Must be hard working and dependable, and above all, know their business. Write: Box 440, f/a THE BILLBOARD, 812 Olive St., St. Louis, Mo.

THOMAS JOYLAND SHOWS

New Playing WILLIAMSON, WEST VA.

Want Shows of all kinds, capable of running and concessions. Contact:

L. I. Thomas, Mgr., Williamson, West Va.

WANTED—AGENTS—WANTED FOR ALL SELLING AGENTS, All-Comers. Agents wanted to handle our Western Show's, Eastern Show's, and cruising midways. We need reliable, hard working, and honest Agents. Write with complete information to:

WANT S AGENTS-WANTS

FOR SALE


JOE FREDERICK


THANK YOU

Mr. and Mrs. Joe Moore

Thank you for your kindness in handling our business through your own

JOHNNY CANNES

H. S. BRETZ, 1901 Broadway, Chicago, Ill. Phone: 2-1920

PELLEGRINI BROS., STATUTORY CO.

114 Market Rd, Old Forge, Pa. 18707. Best Picked Fliers Ever. For fliers, facts, etc., write a nickel. For delivery call our office at 73301

SCHROEDER, 181 Mound Blvd, Old Forge, Pa.

FOR SALE

LEISON & THURLBLOOD

Box 223, Cedar Falls, Iowa.

WANTED:

For sale 14 Rides, 3/32, 120 ft. Also sold new, also used. Will sell for cash or trade. Address all communications to:
Showmen's League of America

Ladies' Auxiliary

Card and bunco party sponsored by Lillian Glick, Lillian Lawrence and Arlene Martindale was a success. Lillian Glick introduced President Candy. She welcomed to the party and introduced Evelyn Paz, of the Miami Show, who brought greetings from Nan Rankine, Minnie Simonds, Marilyn Farris and others from Miami. Fred Newell, Hotel Manager, was at her guest. Mrs. Paz is now on a tour from Miami for the World Bahai Faith. Evelyn Paz was introduced by Estelle Flinn, wife of George Flinn, chairman of the Showmen’s League and president of Show Folks of America, was present. Worthing, W. J., was also present. Members who attended University of Tennessee are present. The next regular meeting of the auxiliary will be held in the Hotel Sherman April 6.

Pacific Coast Showmen’s Association

LOS ANGELES — Jack Kent was named to the board of governors at the regular meeting. Arthur J. Beach, executive secretary, announced. Kent succeeds the late John O’Kelley. President Anderson conducted the meeting with Joe (Red) Dauer, chairman of the Concessionaires, and Al Flint, executive secretary, on the podium. Flatt filled in for H. D. (Bob) Markus, secretary, who was on the road in Mississippi with the Paul Miller Attractions. Business included installing Moe Levine and Dauer chairman and chairman of the program committee with the usual bull session and ball and to be held March 25 at the Ambassador Hotel in the Embassy Room. The annual scholarship was also on the agenda. Applications for George L. Ames and Sam Sandifer, Harvey Fink, Myra Dauer, and Harry Raven were received. Club paid a tribute to Ray Mono, whose funeral was held Tuesday (20).

San Diego, who returned from Wood Coast Show’s winter quarters, brought greetings from Harry Fink, Al Dellin and Eddie Hellwig. Dohman said work was progressing at quarters, with the opening to be April 1. April, Louis Lowe was among the officials reporting at Madera, Dohman said. President Anderson called upon the following for business: Mickey Belles, John Gardino, Irving Steff, Marshall Brown and Dave Friedman. Mr. Charles Austin, of the show committee, served beans and hot dogs.

Michigan Showmen’s Association

DETROIT — Regular meeting was held March 28, with C. B. Lovett presiding. Also on the program were Edie Borg, first vice-president, Max Nahorn, second vice-president; Rex Allen, third vice-president; Steve Nafziger, secretary-treasurer; Irving Rubin, executive secretary, and Paul Cressley, recording secretary. President Lovett named the following for the 1959 activities: Art Rosenthal, Alexander Kaplan, Myron Klein, Frank Cook, Elinor Macnee, Dave Klop, Sam Fine, David Cross, Ben Galo, John Reid, Joseph Felix and Eugene Cressley.

Note: This is an extension brochure to the November 21, 1958 issue of the Billboard, which appeared in the Arizona State Fair. The article is about the Gold Coast Show, which opened on March 13, 1959. The brochure is intended for distribution at the Gold Coast Show, which opened on April 15, 1959. All rights respectively.
**Club Activities**

*Continued from page 111*

Eather Fellows was on the sick list. Both Salamone sent a letter of hopes from the hospital and Frank Scardino is in the hospital. Joe Goodman welcomed to the organization.

Elie Williamson asked the ladies to participate in a pray in concert with the April 5 gathering. The ladies of Balmoral Beach and Nanaimo were added for the concert as you are, scheduled at a secret date.

Maxine Cy, president of the Clover Club, thanked the ladies who helped plant new shrubbery around the club. Volunteers were needed to assist in planting for the children’s hunt.

Betsy Binger is the new presi- dent of the President’s Club and Evelyn Long, secretary. The group sang birthday greetings to Evaline Below, Carole Abraham and John Goodman to the 80 members present.

**National Showmen’s Association**

Ladies’ Auxiliary

NEW YORK—Mrs. Ida Rubin, of Collins & Wilson Shows, was the joint President of Mildred Peterson and Mrs. Bev Hamblin, in absentia. Miss Palmgren and Mrs. Wilhite, well known in the business, were added for the concert as you are, scheduled at a secret date.

The Kaye Sisters last girl meeting be- fore the park opened. Elizabeth Beck, home, baked a cake and cookies. The Kaye Sisters performed.”

Lillian Zara attended her first meeting. She is working with the L.T. Shows in New York City, travel- ing in from West Orange and Virginia Leonard, also with the L.T. Shows, has been with the Kaye Sisters ever since she joined this winter, Con- nesional Fay Grimes made up for the audience of the Kaye Sisters at the Kaye Sisters’ first meeting every Sunday, Lillian Elkins was thrilled by birthday cards from far and near. She is making a original painting of a clown which she will present to the ladies Auxiliary. Bessie Robinson sent a letter of hopes from the hospital and Frank Scardino is in the hospital. Joe Goodman welcomed to the organization.

Elie Williamson asked the ladies to participate in a pray in concert with the April 5 gathering. The ladies of Balmoral Beach and Nanaimo were added for the concert as you are, scheduled at a secret date.

Maxine Cy, president of the Clover Club, thanked the ladies who helped plant new shrubbery around the club. Volunteers were needed to assist in planting for the children’s hunt.

Betsy Binger is the new presi- dent of the President’s Club and Evelyn Long, secretary. The group sang birthday greetings to Evaline Below, Carole Abraham and John Goodman to the 80 members present.

**Greater Tampa Showmen’s Association**

**Tampa** — Earl Maddox presided over the weekly meeting with 113 members in attendance. Also on the club were 125 members. The first vice-president, Vernon Kohlr, secretary, and Miss M. L. Moeller, took the oath. John B. Smith and Ray Stewart were on the sick list. The membership continued to grow and the club’s coffers were overflowing with $3000 of blood in the blood bank. A benefit was held recently on the James E. Stratton Shows that netted $500 for the emergency fund.

**Ladies’ Auxiliary**

A special program was on the agenda for the club’s May 2 annual meeting, a film, “Time and Two Cents,” presented by the American Cancer Society with Miss Robert Lancaster and Dr. Eugene Canfield. Miss Zara, President, and President Mickey Wenzel presented the Society a check of $100 on behalf of the auxiliary and called the regular meeting to order.

**WANT FOREMEN AND SECOND MEN**

For Twin Wheels, T-B-A-Whirl, Rock-O-Plane, Merry-Go-Round, Scrambler, Roundup and Helicopter, must be reliable and available, have references and chauffeur’s license. Top wages. Winter Quar ters open. All replies to

WM. T. COLLINS

300 E. 71st STREET

MINNEAPOLIS, MINN.

**RIDES WANTED**

First and second men for Rides and Tandem Helicopters, Shooting Gallery and Ferris Wheel. Also want general Ride Superintendents with success at all rides. No drunks. All replies to

WM. T. COLLINS

300 E. 71ST STREET

MINNEAPOLIS, MINN.

**ALL WILLIAMSON WANTS**


**Kenny’s Attractions**

Great Inflatable. Inc., April 18. 3000 all day car at roundabout, triple loops, jump- ing cars, various games, etc., at Great Inflatable. Inc., Idaho Springs, Colo. All replies to Mr. Joe Bower, Idaho Springs, Colo.

**SHUT UP AND TAKE MY MONEY**

How many times do we have to say it? No more letters will be undertaken from any sources. No more letters will be undertaken from any sources.

**FOR SALE**

Ferris Wheel. For sale. Will take best offer. Please respond to address in advertisement, inc. to William J. Katzer, Dept. 18.

Contact: MOUNT HAYWARD, INC. & ASHLEY, Great Inflatable, Inc., Phone Conne 1429. We will not answer these or similar calls.

**FOOTNOTE**

WOLF AMUSEMENTS

3000 all day car at roundabout, triple loops, jumping cars, various games, etc., at Great Inflatable. Inc., Idaho Springs, Colo. All replies to Mr. Joe Bower, Idaho Springs, Colo.

**FOOTNOTE**

WOLF AMUSEMENTS

Opens Friday, April 10, Tryan, N. C.

**FOOTNOTE**

WINONA, N. C.

**FOOTNOTE**

WINONA, N. C.
DARE ROSE... a young woman who suffered two strokes recently, will not be able to hit the road this year and would like to receive a call from friends who would be willing to write to her at 3863 Downman Road, New Orleans 26.

DOUG LEwis reports that he had the biggest year ever with his tip sheet at the Hot Spot and has been told he has been enjoying unusually successful in picking winners.

WHAT'S BECOME... of Doc C. W. Schneider and son, Victor, who for several years operated their seed store in Midwestern territory? Queried Guy Davis in a phone call to the Pipes desk, Davis, who formerly trooped with the Schneider opy, is now engaged in the real estate business in Cincinnati. He says he has not heard anything on the Schneider's in years and wonders if they are still among the living. Davis also inquired about the show's famous comic, Boy Children.

BERNARD B. KANTOR... writing from Cleveland, gives the lowdown on pitchmen in and around the big Lake Erie city. "Simeon Ortiz, caricature artist in downtown Wooster's recently, plans to work for Walt Disney's Al Capp," says Kantor. "Pitchman Earl Smith, who has been promoting recordings at Kresge's on East Fourth Street, is now a disk jockey at WXYZ. Dotson, and has aspirations to pilot a national radio show." The show's new leader Gerald A. Donahue, who attended as an audience at a recent national model planes show at Hudson's, has hopes of setting up a coast-to-coast distribution of items from his logs and other novelties. Adam (Tiny) Novich, inventor of the Gee Cook and Little Beaver, which have been demonstrated successfully at the local Kresge store, is also Ohio representative for the Salish, imported Swedish sports car." Kantor himself is organizing campaign deals for strategic cities in Ohio and Pennsylvania.

THERE'S NO PLACE LIKE HOME... for pitchmen and demonstrators to work! Many have been to the Philadelphia Fair and have enjoyed the opportunity to work in the same city that is home for the World's Fair. "It's a great experience," said one demonstrator.

HAPPY KELLEMS is making Columbus for Ault & Detrich and will follow up with Davenport dates, working with Dolph Mann, Grae, Forks, N. D., and Winnipeg. Mann, after that he goes to Cuba, Haiti for his second full summer reason at Canby Island this year.

Frieda Boswell will leave her store, Sieve, Pla, home soon for spring dates.

PIPPICH FOR DEMONSTRATORS/ ENGRAVERS

DAVE RISE... with a stroke suffered two strokes recently, will not be able to hit the road this year and would like to receive a call from friends who would be willing to write to him at 3063 Downman Road, New Orleans 26.

DOUG LEWIS reports that he had the biggest year ever with his tip sheet at the Hot Spot and has been told he has been enjoying unusually successful in picking winners.

WHAT'S BECOME... of Doc C. W. Schneider and son, Victor, who for several years operated their seed store in Midwestern territory? Queried Guy Davis in a phone call to the Pipes desk, Davis, who formerly trooped with the Schneider opy, is now engaged in the real estate business in Cincinnati. He says he has not heard anything on the Schneider's in years and wonders if they are still among the living. Davis also inquired about the show's famous comic, Boy Children.

BERNARD B. KANTOR... writing from Cleveland, gives the lowdown on pitchmen in and around the big Lake Erie city. "Simeon Ortiz, caricature artist in downtown Wooster's recently, plans to work for Walt Disney's Al Capp," says Kantor. "Pitchman Earl Smith, who has been promoting recordings at Kresge's on East Fourth Street, is now a disk jockey at WXYZ. Dotson, and has aspirations to pilot a national radio show." The show's new leader Gerald A. Donahue, who attended as an audience at a recent national model planes show at Hudson's, has hopes of setting up a coast-to-coast distribution of items from his logs and other novelties. Adam (Tiny) Novich, inventor of the Gee Cook and Little Beaver, which have been demonstrated successfully at the local Kresge store, is also Ohio representative for the Salish, imported Swedish sports car." Kantor himself is organizing campaign deals for strategic cities in Ohio and Pennsylvania.

UNDER THE MARQUEE

Hermann Linder, CFA, ex-Presi- dent of Austin, Ill., has been making circus talks to women's clubs in the Chicago area, including the North Shore Women's Club.

D. H. (Whitey) Bodeaux, formerly with Carl Hagenback, B. E. Wallace and Al G. Barnes, and in later years with Pulaski Bros., is in Tulsa General Orthopædic Hospital and would appreciate mail from friends and show folks.

Tom Smallwood posts from Paris that he caught the Canto Line last month, the Three Markveys, Chapmans and Whitehead, Edwards, were performing at Carnival King.

Happy Kellems is making Columbus for Ault & Detrich and will follow up with Davenport dates, working with Dolph Mann, Grae, Forks, N. D., and Winnipeg. Mann, after that he goes to Cuba, Haiti for his second full summer reason at Canby Island this year. Frieda Boswell will leave her store, Sieve, Pla, home soon for spring dates.

RHODE ISLAND

For more information about the Long Island Fair, go to www.americanradiohistory.com.
NY Cig Operators Convert Equipment for Tax Boost

City Ops Vend Regulars for 30Cents
With Filters and Kings Going for 35 Cents

By A. TON STERNFIELD

NEW YORK — The 35-cent
veed, primarily for filter
video, will be sold for the
next year, and the 35-cent
veed will be available for
the rest of the year.

Price Structure

Some venders have stated that
veed are going for 30 cents
across the board, while others
get 25 cents for regulars and kings,
with filters going for 30 cents.

Some better bars and restaurants
get 35 cents for regulars and kings.

During the last two weeks, many
operators, in capsules and
items, have increased
their tax by creating
unfair competition.

Penny King Buys
Atlas, Vender Mfr.

Les Hardman Says No Personnel Change
Penny King to Handle Vender & Charm Sales

CHICAGO — The Penny
King Corporation, manufacturer
of vending machines for the
food industry, has purchased
the Atlas Manufacturing
Company, Cleveland, maker of the Atlas
filing machines and 5-cent combination
vending machines.

Announcement came from Les
Hardman, president of the
company, who said the
Atlas factory was
sold to Penny King, and
there would be no change in personnel

U. S. Charges Minn
Firm With Blue Sky

MINNEAPOLIS — A father and
son have been indicted in
Minnesota for their alleged
involvement in a $250-
worth of vending machine
companies and 11 of their salesmen went on trial in
February in the belief that
here is a case of

Defendants, named as owners
of the companies, are.

Michael J. Zien, 45, and
Gill R., of Minneapolis.

The Zien operated
an Atlas, an
E. C. Place Company, National
Sales Company and Service
Company, all of Minneapolis.

Harriet E. Matson, sales
manager for the
company, and
Louis J. Soil, a salesman, have
guilty to two of the
17 counts.

They are awaiting
trial, and are expected
to be government witnesses in
the defense. The
government has
30 other
alleged
fraud.

They were brought from
towns in Minnesota, Iowa,
Wisconsin, North Dakota,
Nebraska, Illinois, California,
Ohio, Michigan, Indiana,
Louisiana, North Carolina, Texas,
Arizona, and Kansas,
Minnesota and New

NAMA Skeds Panel Meets

CHICAGO — Panel meetings
for vending operators, sponsored
by the National Automatic
Machine Manufacturers
Association, were

The discussions centered on
the promotion of better operating procedures,
market conditions and sales
opportunities. The
meetings were held in
Minneapolis, April 2; Hotel Sheraton,
Chicago, April 3-4; Hotel Statler,
St. Louis, April 5; Hotel Statler,
St. Paul, April 5; Hotel Statler,
St. Paul, April 6; Hotel Statler,
St. Paul, April 7; Hotel Statler,
St. Paul, April 8; and the Sheraton Hotel,

A panel met at the Hotel Duford-Anderson

Cig Opps Attend
NATD Confab

CHICAGO — Cigarette
operators from all sections of the nation
are gathered here for the
five-day annual convention of
the National Automatic
Machine Manufacturers
Association which opened at
the Chicago Hilton Hotel Sunday (5).

Most of the leading vending
machines will be on exhibit at the
show, and the Wednesday
business session will be

Adopt Health Code in Ohio

CHICAGO — A uniform
health code for venders will be adopted by
the Ohio State Health
Department, it was

The new code is expected to
exclude certain venders
and certain types of
juice and milk machines.

The purpose of the code is to
prevent the spread of disease in
the state's food service

Penny King, former
president of Atlas, is no longer to be connected with the firm.

Penny King will continue to handle
all sales from its Philadelphia
office, with Mr. Hardman, general
manager of Penny King, directing
all of the company's activities.

Frank Oskar, production
manager of Atlas for the last 10 years,
will continue to handle the

Hardman, who bought all
of the company's assets in the
summer of 1934, has
acquired a new improved capsule machine
at the forthcoming National Vendors'
Association convention at
Chicago's Congress Hotel April 18-19.

Good Buy

Commenting on the purchase,
Hardman said he bought Atlas
because it was an investment,
and with Penny King in charge, it
should grow.

Hardman added there were a
number of new ideas in the works
that included a new globe heading
from the top instead of the bottom.

Eppy Shows 8 New Rings

NEW YORK — A series of eight
new metal rings, to be used
with machines, are being
introduced by Samuel Eppy & Company.

Rings are gold vacuum-plated,
each featuring a different design.

The rings are priced at
$10 per thousand in lots of
5,000. In 1,000 and
4,000 lots the price is $10.50
per thousand.

Crawling Snake, Monogram Chars
Intro by Eppy

NEW YORK — Two new
characters, a crawling snake and a
glass plastic monogram chart,
were introduced recently by
Samuel Eppy & Company.

Both chart items come with
eight labels. Each item sells for
$8.75 per thousand in lots of
5,000, and $7.50 per thousand
in lots of 1,000.

NYC Cig Operators Convert Equipment for Tax Boost
DU GRENIER

- Continued from page 117

Mollinson, field service department, and the following regional sales managers: Robert Kline, Julius Levy, James Martin, Arthur Dresner, Richard Parisi, Joe Stone, Charles Sarsen, Dan Thomas, W. C. McDonald, Jake Schrenken, Sam Yaron, Gene Low, Jean Couto and Knowles Bailey. Also no hand will be J. W. Bailey, Lowell Greenslade, Harry Wynem, Max Masa, Ely Lindebergh, Ed Ponder and Dave Mackowitz.

WRITE,

Milwaukee Avenue

DON'T

revolutionary

Labels

VENDING MACHINES

SALES

Phone

1704 Drake

in

SACKS

New

hand

Julie

Mallamad,

Martin, Arthur

and

J. Harry

Bailey.

$6.25 per M

Free Labels

at your distributor or -

Write, wire, phone

Du Grenier

WE HAVE

oak's

“400”

DALE DISTRIBUTING (N.C.) LTD.

1111 Sunshine Street

Vancouver, B.C.

Michael 8-815

WE HAVE

oak's

“LI’L LEAGUER”

T. T. VENDING SALES CO.

2641 Milwaukee Avenue

Chicago 7, Illinois

Du Grenier

WE HAVE

oak's

“ACORN”

H. H. HUTCHINSON CO.

1788 North Dearborn Bldg., N. E.

Atlanta 7, Georgia

O’Kane 7-203

OP STRINGS 13 MACHINES

IN MULTIPLE SUPER STOP

PHOENIX, Ariz. — Typical of increasingly popular multiple stand installations is one put out in front of a large Phoenix supermarket by Jimmie Wilson, local bulk distributor and operator.

Wilson actually has a supermarket within a supermarket. His installation consists of 13 machines — three stands of four each and a single machine and stand.

He’s found that youngsters are attracted by the sheer number and size of the display and immediately start clamoring for ponytails and nickels with indulgent parents usually complying.

Jack Sacks

He says: “There even have been instances where shoppers have asked to wait at 30 and 35 cents without paper bags and have proceeded to fill them up from the row of vending machines.

The machines vend a variety of nickel and penny gum balls, with and without charms, capsules and other mix. The bases, all mounted on casters, are bright blue to contrast with the store front.

U. S. Charges

- Continued from page 117

machines were not delivered. Most of the sales involved in the cases occurred in 1956.

Conviction for mail fraud carried a maximum penalty of five years imprisonment and a $10,000 fine on each count.

A widowed mother of two children was the government’s chief witness. Mrs. Evada Chowa of Van Noy, Calif., testified that she paid the DAV Distributing Company one of Zuman’s firms, $1,200 in May, 1957, for five of the machines.

A condition of the purchase, she testified, was a promise by the company to provide locations for the machines within 10 miles of her home. She said the company furnished a list of places, some in towns up to 50 miles from her home and some in California towns she never heard of.

When she tried to get her money back, as provided in the contract, she testified, her letters went unanswered. She said she never set up the machines, and they are still in storage in the garage of a friend.

She named Ludwig Paivo of suburban Bloomington, a DAV salesman who pleaded guilty to fraud, as the agent with whom she dealt.

Another witness, Mrs. Paul Collman of Norwalk, O., testified that she paid Atlas Enterprises, another of the Zuman firms, $2,000 for 10 machines which were never delivered. She testified that she dealt with Gordon Byeback of Minneapolis, salesman for Atlas.

The government has more than a score of witnesses remaining to testify.

N. Y. Cig Ops

- Continued from page 117

City operators, with their profits on filters and caps, the same.

Conversion will be a major problem. An estimated 50,000 machines in the State are not able to vend at 30 and 35 cents without conversion, with conversion costs ranging from $7 to $20 a machine, $7 with and $20 without the change mechanism.

As the most expensive conversion jobs will be on the oldest equipment, it is expected that many antiquated machines will be scrapped, and operators will attempt to upgrade their equipment. These machines bought during the last five years generally pose no problems, most of them can vend at multiple prices, with adjustments made on locations in a matter of minutes.

VICTOR'S

Sextette

A terrific money-maker in those

Supers and Chain stores.

The New Modern Key to Successful

Bulk Vending.

IMMEDIATE DELIVERY, ALL 4 UNITS

Benton ALUMINUM LEVEL STAND

VICTOR VENDING CORP.

2240-13 W. Grand Ave., Chicago 93, Ill.

$19.00

Ball and Carrying Case

$15.00 EA.

ALL TITAN VENDING MACHINES

ALL TOPPERS MADE OF RUBBER MOLDING.

Wells For Lowest Prices on our complete line of

CHARMS • BALL GUM

CAPSULES • MACHINES

Order Now From Victor's Southwestern Office.

H. B. HUTCHINSON, JR.

1784 N. Dearborn Rd., N.E.

Atlanta 7, Georgia

Phone: 7-6500

INSIST ON

STAR BRITE BALL GUM

Save Money!

BE SURE TO ATTEND

N. Y. A.

CONVENTION

Chicago, April 16-17-18-19

See Us There

Room 529

PICK-CONGRESS HOTEL

— W. Morley Cramer, Jr.

— Carmen D’Angeio

— Dick Rollins

Cramer GUM CO., INC.

175 Orleans Street

South Boston, Mass.

Member of National Vendors’ Assn.

Copyrighted material
PROFILE OF THE WEEK

Long-Time Friendship Starts Top Bulk Route

By Sam Abbott

A LONG-TIME friendship has become a partnership now that Al Croucht has joined Len Weiser in the operation of West Coast Enterprises in Los Angeles.

They first met six years ago because of a family relationship—shave a brother-in-law in common. Then they began playing cards on a fairly regular schedule. As they became better acquainted and Weiser knew that Croucht wanted to go into business, a deal thinking. Yet he is amazed at the intricacies of the industry.

"The number of records that are kept amazes me," Croucht explains. "There is bookkeeping on every machine, gross revenue and cost sheets. For a business that handles pennies and nickels, this is surprising.

"There are the taxes assessed by the different municipalities. What strikes me as peculiar is that one stand with four bulk units on it will be assessed as four machines. Yet nearly is a candy machine with eight or 10 columns for which the operator is paying one machine tax. I cannot understand this."

Croucht admits that handling pennies is new to him. After graduating from the University of Southern California in accounting in 1948, he did this type of work for a year. Then he moved into the used car field where pennies do not count very much. "We used to deal in dollars, hundreds of dollars," he explains. "Now every penny is counted."

COIN CHANGERS DATE VENDING

CHICAGO—Today's modern coin changer machines, commonly associated with many busy coin machine locations, actually were around long before the first juke box, gaming machine or vending machine heard the toll of its first coin.

As a matter of fact, in Britain there still are samples of early money-changing machines which date back to the turn of the century, and are considered by many as the earliest type of vending machines.

During a recent vending convention held in London, these gold-changing machines were displayed, each of which had been used to provide change for sovereigns and half-sovereign pieces. These were earlier British gold coins worth respective one pound and 10 shillings sterling.

Croucht was born in Chicago and came to California with his parents when his father retired in 1943. He completed his high school education at Fairfax High and went on to college. From 1943 to 1946, during World War II, he served in the Merchant Marine in the South Pacific.

Croucht married a California girl in 1949 and they have a son, seven years old, and a daughter, six months old. He likes swimming and golf, but practically gave them up when he was putting in long hours selling automobiles.

When he yearns for the diving board or the golf links now he will not be able to blame it on vending, but maybe the partnership will work out in practice as well as theory.

when answering ads . . .

SAV YOU SAW IT IN THE BILLBOARD!

MIRROR SIGNAL RINGS

GOLD VACUUM PLATED

Big, Honest-to-goodness mirror.

3 M or more, $12.50 par M

GIRLS—fine for primping

BOYS—Flashing signals

EQUIPMENT

KIDS—Flashing in teacher’s eye

SURE-LOCK, the perfect capsule

Containing items. Send $2.00 and receive 100 high quality filled capsules.

Ask about our AUTO-FACE PHOTO STUDIO

"HEADQUARTERS FOR ATLAS MASTER PENNY-MICHEL MACHINE"

Don't you miss out on the ever growing demand for miniature photos?

• Miniature size 1¼ x 2½ — 4 to strip
• Wallet size 2 x 3½ — 3 to strip

Operator and location owner EARN MORE with

Model 12 and 14 AUTO-PHOTO STUDIO than with any other automatic photographic equipment.

THE NEW MODEL 14 will photograph and deliver a strip of four photos, each a different pose, every thirty seconds.

THE NEW MODEL 12 will photograph and deliver a strip of three large photos, each a different pose, every thirty seconds.

Sharp, clear photos build good will and repeat sales.

AUTO-PHOTO STUDIOS on location are proving earnings as much as $50 PER HOUR ($250 sale).

Write for literature and name of nearest distributor today.

AUTO-PHOTO CO., INC.

1100 E. 33rd Street, Los Angeles 11, California

PHOTOME, Ltd. 10 Paddington Mans, South

LONDON W.1, ENGLAND

FOTOFIX, G.m.b.H. 65 Vorschleissel

Krefeld, West Germany

"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"
**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with bonus, ready for location. Machines are factory sprayed and look like new at lowest prices anywhere — compare.

- **RUGGEDLY CONSTRUCTED**
- **EACH a ...**
- **STEM \**
- **FIRMS**
- **FOR SALE**

**NATIONAL VENDING SERVICE CO.**
305 Farmers St., Brooklyn, N.Y.
Telephone 1-1937

---

**CONVENTION TIME IS A HAPPY TIME.**

**we like it—**

We like the excitement of PEOPLE, FRIENDS, COMPETITIONS, and the HAPPY FAMILY of Companionship.

We like the BIG SAVINGS—lost of our NEW CHARMS, SPILLERS & BUMPS.

We like the BUSINESS—growing of our NEW CHARMS, CIGARETTE, and the fact that we are able to recondition our machines with the latest designs.

We like the SPRING, the OPENING of the 1959 'SEASON,' and last of all we like the CONVENTION.

SEE YOU SOON. SEE US, TOO.

**WEIGHT AND HORIZON**

No cards, capapabale of accepting or tickets to buy.

**FULLY AUTOMATIC**
All you do is turn the handle.

Guaranteed for 1 year.

$20.00. Made to last for you.

Order or write for details.

**AMERICAN SCALE MFG. CO.**

3360 Glad St. N.W. Washington, D.C.

Send name, address, city, state, and weight.

---

**BULK VENDING OPERATORS ATTEND**

"VENDORAMA OF 1959"

**PICK-CONGRESS HOTEL**

**CHICAGO, ILLINOIS**

**APRIL 16, 17, 18 and 19**

**NEW ITEMS — NEW EXHIBITS**
***SIMULATING BUSINESS FORUMS***

**BRILLIANT SPEAKERS**

**DELIGHTFUL SOCIAL EVENTS**

**ACT NOW!**

**BRING THE WIFE AND FAMILY**

Send your reservation in today to

**NATIONAL VENDORS ASSOCIATION**

134 N. LA SALLE ST.

**CHICAGO, ILLINOIS**

---

**IMPORTANT MEMO TO MEMBERS OF THE NATIONAL VENDORS ASSOCIATION AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY**

Your Annual Convention is supported wholeheartedly by The Billboard ... the only trade publication bringing you complete weekly editorial coverage of your industry.

The NVA Convention will be held in Chicago, April 16-17-18-19.

**THE BILLBOARD’S N.V.A. CONVENTION ISSUE WILL BE DATED APRIL 13!!**

**ADVERTISING DEADLINE APRIL 8!!**

---

**WHY WAIT... PLAN NOW to have your products and services displayed in the magazine that reaches both your potential and old customers — THE BILLBOARD. Advertising in our special N.V.A. Convention issue as well as preceding issues will set your products ahead of those that are advertised in this year’s convention programs.**

Reduce your costs. Advertise in The Billboard and save money.

The Billboard office nearest you. Place your reservation for advertising space today.

**THE BILLBOARD PUBLISHING CO.**

**CHICAGO 1, ILL.**

188 W. Randolph St.

Feb. 6-9, 1959

VEND Magazine

Please send me up to 10 Vends for...

1 year $5.00 3 years $15.00

Foreign rates, see price, 230:

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**when answering ads ...**

Say You Saw It In The Billboard.
Bally Showing Dozen Pieces at MOA Show

CHICAGO—Bally Manufacturing Company is showing a new pin game, eight kiddie rides and several other new amusement machines at the Music Operators of America convention at the Merchandise Hotel here this week (6-8).

United Bows Special Alley Game, Simplex

CHICAGO—Simplex, a special-designed ball bowling game for location at arcades, beach spots and playlands, was shipped last week by United Manufacturing Company.

The big new alley is a single-player game designed to be set up in battery arrangement, from 10 to 50 units to a line. It's available in 18, 17 and 20-foot lengths.

Backglass is decorated with attractive three-dimensional figures. On the backglass is a special Magic Triangle panel which lights up with each ball. There is a lighter and position of pins left standing.

The new game, according to Bill DeShm, sales manager, is "priced right for quantity operators."

In the Courts

HARRISBURG, Pa.—The Pennsylvania State Supreme Court has upheld a Fayette County ruling that multiple-coins pinballs are "illegal gambling devices." The decision may be appealed to the State Supreme Court.

Games Legislation

NASHVILLE—A bill proposing to increase the State privilege tax on amusement games to $2.50 per game machine passed the Legislature adjourned last week. Nashville Jan. 19. Currently in counties with population under 20,000, the privilege tax is $7.00; over 20,000, $15.00.

Gottlieb Ships New Type Pin: Hi-Diver

CHICAGO—"We have more orders than for any game we've ever made," Boyd Gottlieb said this week. That's how Gottlieb, D. Gottlieb & Company, Inc., president, was describing the firm's latest eye-catching five-ball game, Hi-Diver.

Hi-Diver is a single-player pinball game featuring an animated backglass depicting a diving board into a swimming pool. One diver is dressed as a clown, another as a Father Williams-type bathing beauty.

Operation of game is to move the divers (Continued on page 124)

IF IT'S WELL RUN—
Part-Time Ride Route Can Still Be Profitable

PHOENIX, Ariz.—A couple of operators here feel that it is possible to make a decent profit on a part-time ride route.

According to Larry Lambkin and Don Wallace, who specialize in ride operations as a sideline, profits are possible if one makes a study and not just an assumption that it might be possible.

Lambkin and Wallace operate 21 machines, five of which are in Empire Electric Company arcades in operation in downtown Phoenix, Arizona. The machines are located on main thoroughfares, including 3rd Avenue and 8th Street.

Kiddie rides are a part-time operation for both, with Lambkin as a chef with a restaurant concession at one of the locations. Wallace operates kiddie clubs-restaurants. Walker is in the construction business. Consequently, Lambkin's machines are normally in operation only 5 or 6 months, while Wallace's are in business year-around.

The 21 machines, which range from $1 to $5, are an extension from Race Cars to Merry-Go-Rounds, are kept sparkling clean, according to Lambkin.

The operation is an operational habit of Lambkin and Walker since first entering the business. Every week the operators visit every machine, either in the stores or in the operator's possession. When a machine fails to work properly, the operators are notified and the machine is repaired.

Lambkin feels that the surface hasn't yet been scratched where kiddie rides are concerned. He "learned what not to do" by ob-}

Larry Lambkin, Phoenix kiddie ride operator who doubles as a chef, gives you a free ride while cleaning one of his machines.

Gottlieb Tells Pin Ops: Make It a Dime in '59

CHICAGO—For many years five-ball pin operators have disposed of nickels and dimes, now D. Gottlieb & Company, Inc., president, Boyd Gottlieb, has a new slogan, "Make It a Dime in '59," that will carry the operators into the new season.

Gottlieb has turned up some interesting arguments. The firm has found that if a $.05 machine is dropped to $.01, it will be a drop-off in play for the first few weeks after dime conversion, play will return to the level before that time. Gottlieb augurs that even the play would initially drop off 49 per cent—"but we feel that this operator will still come out ahead with dime play. But test locations show, says Cobb, that a $.01 machine doesn't drop that much; that it holds its own in the initial weeks, then gradually comes back to normal.

The company feels that the operator is making money by the new dime coin.

The firm has prepared several songs and jingles, "Make It a Dime in '59," that will be distributed to operators with information received from distributors on dime play returns.

Gottlieb reports now shipping conditions are "good and tight," and the firm expects four- to five-week play machines than ever before in its history. Says the company, "except for an occasional dime play route now as a matter of course and the newer machines have definitely proven that this little offering is no longer an offset, but is in actuality a real money maker. Absolutely every sale is expected to cover costs and then return a profit to the operator, just as the two former machines did.

"We feel that this is a golden opportunity for those operators who have not tried dime play to consider its known benefits and the possibility of its application to their routes.

Gottlieb's salesmen are being "fitted out" with the new Hi-Dive five-ball games, labbies at a best seller on the Gottlieb production parade. Says Sales Manager Nate Gottlieb: "We feel that it will be the advantage to operators who have not tried dime play to consider its known benefits and the possibility of its application to their routes."

Are You PLANNING AN ARCADE? For the World's Largest Selection of Arcade Equipment contact MIKE MUNVES CORP. 577 30th Ave. New York, N.Y.

"WORLD FAMOUS EXPORTER" —importers—

Wurlitzer 2000...$550.00
Wurlitzer 1650...$225.00
Wurlitzer 1600...$450.00
Wurlitzer 1150...$725.00
Rock-Ola 455...$65.00
Rock-Ola 450...$275.00
2 AM 600...$120.00
3 AM 800...$200.00
3 AM 860 (repaired)...$375.95
3 AM 800...$250.00
3 AM 840-45 (repaired)...$165.00
3 AM 845...$95.00
AM 140-45...$250.00

HARFORD, Conn.—Contracts have been signed for acquisition of the Jollie Machine Company, Terryville, Conn., by Veeder-Root, Inc., Hartford, manufacturers of computers and counting devices for coin machines.

Jollie Machine will become a wholly owned subsidiary of Veeder-Root. There will be no management changes, and the company will continue to be directed by Ernest Iselin as president.

The company is a Swiss auto- meter manufacturers, maker of automatics, including its popular 200 series, a range of instruments.

MILWAUKEE

Chuck Miller, A. M. & M. Distributing Company, Racine, is buying a $15,000 contract for the new Jollie first machine. Disk featured singer Ken Davis on "Echo Rock" and "Shack Shocks" and is selling well, according to a statement from Jollie.

The business has been very steady, according to a statement from Jollie.

Veeder-Root Buys Jollie Screw Co.

The company is a Swiss auto- meter manufacturers, maker of automatics, including its popular 200 series, a range of instruments.
**Coin Machine Price Index**

**How to Use the Index**

**Highs and Lows.** Equipment and prices listed below are taken from advertisements in The Billboard for the past few years. Listings are based on the lowest advertised prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times with a computation based on annual average.

**Prices given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of all prices in effect at any time. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.**

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low</th>
<th>High</th>
<th>Price (per Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MUSIC MACHINES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ARRI</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>(1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td><strong>Reed</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td><strong>Shaffer</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td><strong>EMERS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td><strong>WORLD'S</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td><strong>PINBALL GAMES</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Bally</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
<tr>
<td>Rock-o-Juke (5164)</td>
<td>250</td>
<td>300</td>
<td>$375</td>
</tr>
<tr>
<td><strong>Rex</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
</tbody>
</table>

**Shuffle Games**

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low</th>
<th>High</th>
<th>Price (per Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arcade Games</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
</tbody>
</table>

**Mean Average**

The mean average is a computation of the advertised prices for the period indicated and reflects the dominant advertised price level. It is not a simple average of the mean average of the "high," "medium," and "low" indicate price range; mean average indicates the price level at which most of the machines are advertised. Therefore, when the mean average is the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low</th>
<th>High</th>
<th>Price (per Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shuffle Games</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
</tbody>
</table>

**ARCADE EQUIPMENT**

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Low</th>
<th>High</th>
<th>Price (per Month)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Shuffle Games</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rock-o-Juke (506)</td>
<td>125</td>
<td>150</td>
<td>$185</td>
</tr>
<tr>
<td>Rock-o-Juke (1066)</td>
<td>175</td>
<td>200</td>
<td>$250</td>
</tr>
</tbody>
</table>
PRICING

PIONEER MANUFACTURER SINCE 1948

**All Types and Models**

**KING SIZE AND NEW DOME**

**PARKS HARDER . . . GROUND AND CHROME PLATED . . . 4" DIFFERENT SIZES IN STOCK**

Write or Phone for Prices

PRECISION PUCK & NOVELTY CO.

7904 South Chicago Ave.
Chicago 17, 11.

Phone: Esper 4-6191

---

**WANTED**

Bingo Mechanics
Bingo Mechanics
Bingo Mechanics


Write to Box 950
The Billboard
188 W. W. Randolph
Chicago 1, 111.

---

**WANTED**

**BINGO MECHANICS**

**BINGO MECHANICS**

**Good Pay! Steady work for reliable men. No drifters. Give reference and qualifications in your first letter.**

---

**BUY! METAL TYPERS**

**VENDING ALUMINUM IDENTIFICATION DISC**

**WHY!**

1. LIFETIME INCOME
2. TROUBLE-FREE OPERATION
3. ONLY 1/4" x 1/8"

STANDARD METAL TYPERS INC.

1218 N. WESTERN AVE.
CHICAGO 29, I1.
EV. 4310

---

**ATTENTION, IMPORTERS! WE HAVE THE LATEST BINGOS!**

**Our Price Is Your Offer!**

---

**CONVERSION**

POS SEEBURG N-150 $100 - M-150 $150

to 331/2 RPM $49.00

to 45 RPM $24.50 $69.50

F.O.S., Los Angeles

CALCOIN CORP.

11147 West Pico Blvd.
Los Angeles 64, Calif.

---

**THE BILLBOARD**

CASH IN ON COMPACT NEW RIDE!

**Low Price!**

**Pays for Itself!**

Make extra profits! Sell or lease pay-by-play redemption in supermarkets, drug, variety stores, etc. Priced to pay in hundreds of locations.

"Family" requires multiple machines, minimum investment, steady money. We'll send you name and address of owners for full details today!

Visit Booth #74
Moa Convention
Morrison Hotel
Chicago, April 6-8

---

**WHO ELSE but Williams**

COULD DESIGN

PINCHE HITTER

the most dazzling array of features ever combined in a baseball game...

"Like the man said..."

"You can't beat EXPERIENCE!"

See for yourself
Visit our showroom
MOUNTAIN DISTRIBUTORS
3630 Downing Street
Denver, Colorado

---

**FOR BIG PROFITS CLIMB ABOARD Old Smokey A KIDDIE RIDE DESIGNED BY KIDDIE RIDE OPERATORS FOR OPERATORS!**

DIMENSIONS:

12" long x 15" wide x 12" high

TESTED AND PROVEN ON LOCATION!

CONTACT US IMMEDIATELY!

**WRITE FOR DETAILS**

MARVEL INC.

2640 West Pullman, Chicago 47, Ill.
Tel: Robin 2-5424

---

**ADVEN**

**of your own CHOOSE**

THE BILLBOARD

as a new earning force
Lewis Finds Baseball's in Full Swing

CHICAGO—Sam Lewis, Williams Manufacturing Company director of sales, just back from a flying tour to a number of the firm's distributors, says the new Pitch-Hitter baseball game has scored a hit.

Williams has put special emphasis on baseball game production for many years, in the success of the firm's latest model counts as no big surprise, but new play features added on this year's number have apparently added an extra spurt of enthusiasm this season.

Noteworthy among the new play features is a curve pitch, which the player can activate by pressing a button, mixing it in artfully with the regular fast-ball pitch.

Another feature brings up the pitch-hitter when balls are loaded with two outs. Player can then make a grand-slam homer on any infield or outfield hit. That feature enables a player who may be taking a beating in terms of runs scored to come up from behind and win.

Gottlieb Ships

Continued from page 122

diverts from board thru water and back to board by throwing any of the three ball holes, landing a centrally placed button, or hitting either of two ball targets. Every full circuit scores one point, with 15 points earning a free play. Each ball hole, target or button advances dive a designated distance thru air or water.

Hi-Diver has a twin pair ofbutton-operated ball flippered and offers match play. Backglass depicts a pyramid of swimming pool scene, and playfield is highly colored with suggestive figures.

WHO ELSE but Williams

COULD DESIGN

PINCH HITTER

the most dazzling array of features ever combined in a baseball game...

Like the man said: "You can't beat EXPERIENCE!"

See for yourself
Visit our showroom

VAN DUSEN BROTHERS
Box 347, 10133 112th St., Edmonton, Alberta, Canada
WHO ELSE but Williams

COULD DESIGN

PINCH HITTER

the most dazzling array of features ever combined in a baseball game...

Like the man said:
"You can’t beat EXPERIENCE!"

See for yourself
Visit our showroom
GAME SALES, INC.
1051 Union Avenue
Memphis, Tenn.

THE BILLBOARD
AMUSEMENT MACHINES
APRIL 6, 1959

SLIGHTLY USED!
KIDNEY SHAWNEE
KIDNEY DELUXE BIG TENT
DALLY SKILL PARADE
AUTO BELL WAGON WHEELS
GAMES, INC., WILD CAT

Write or Call for Low, Low Prices.

ROTH NOVELTY CO.
54 N. Pennsylvania Ave.
Wilkes-Barre, Penna.
Phone: Valley 4-2240

The Bases Are Loaded
Two Are Out...
Old Casey Is Calling for

Williams
PINCH HITTER

If your team needs a hit—
put in a Pinch Hitter
It’s smart baseball—
and smart business!

BILLOTTA DIST. CO.
224 N. Main St., Newark, Wayne County, N. Y.
1226 Broadway, Albany, N. Y.

POOL TABLE SUPPLIES

Eastern Novelty Distributors
offers a complete line of pool table parts and supplies to the coin-operated trade.

SLATES
CLOTH
CHES
CUSHIONS
BUMPERS
Hi-Quality Slate for
Pocket and Bumper Tables.

d 100% Wool Rubber Backed

1st Quality

Live Rubber Cushions for

First Quality

Bumper Bumpers.

Send for our complete 1959 catalog.
Buy from Eastern Novelty Distributors—one of the largest suppliers of pool tables, slates and supplies.

EASTERN NOVELTY DISTRIBUTORS
1704 Manhattan Ave., Union City, N. J.
Union 3-4574

WHO ELSE but Williams

COULD DESIGN

PINCH HITTER

the most dazzling array of features ever combined in a baseball game...

Like the man said:
"You can’t beat EXPERIENCE!"

See for yourself
Visit our showroom
GAME SALES, INC.
1051 Union Avenue
Memphis, Tenn.

Stereo Move To Take Time

- Ope want to know when disks will be coming
- Stereo seem as important swing to hi-fi

By JOHN HICKS

ST. LOUIS — Stereophonic jive boxes are in their early be-
ing here, but all agree it is the coming thing. Operators sum-
them up this way: "The equip-
mint is far ahead of the rest of the
music industry." Operators have adopted a "proceed-with-
cautious" attitude.

One simple complaint of opera-
tors is the limited selection of stereo records. Editor’s Note: See stereo record charts elsewhere in this issue. It clearly shows rapidly growing stocks.

- ALVIN NISSENBAUM, partner in Wonder Novel-
ty Company, compared the com-
ing of stereo with hi-fi equipment, stating when the first 45-r.p.m.
recordings were made, but new wax was low and now ‘58 cannot be pur-
chased.

- Nissenbaum’s company, which had one of the first stereo phono-
graphs in a St. Louis location, tried 10 cents a record or four for 25 cents, but this way the customers got a lot for their money, he said. A better arrange-
ment was 10 cents a selection or 15 cents for a record, with two
ings on each.

Still in Infinity

- Peter Brandt, president of

Brandt Distributing Company, ex-
plained the slow start of stereo by saying they are still in the in-
fancy stage. He also said the limited selection of records avail-
able has prevented stereo from making any serious inroad in the
jive box industry here. "It will take time," Brandt declared. "This is not an overnight deal.

- There are a number of places that are offering stereo for stereo, and others where such equipment would not be feasible," Brandt con-
cluded. "It’s impossible to convert all operators to stereo, he said, it would be un-
wise to do so all at once. It would break some of them, he said, and
what hurts operators also hurts the distributor. The conversion to stereo must be a normal process.

Brandt thinks stereo is "won-
derful" and that it has a place in the industry and will develop to

CONTINUED ON PAGE 290

SLATE TOPS
REG. PRICE $54.50
NOW BUMPER POOL, 2’ x 4’ $29.50
6 Pocket $19.50
REG. PRICE $90.00
NOW Jump-A-Tone, with Imperial Rubberband, billed cloth and with Jump-A-Bumper & Pocket Tops covered with Imperial Rubberband billed cloth.

MARVEL
Billiard Supply Company
1404.06. W. Lake St., Chicago 12, Ill.
Phone: McGree & BS5

The Bases Are Loaded
Two Are Out...
Old Casey Is Calling for

Williams
PINCH HITTER

If your team needs a hit—
put in a Pinch Hitter—
It’s smart baseball—
and smart business!

DAN STEWART COMPANY
140 East 2nd Street
Salt Lake City, Utah

NOW DELIVERING
- BALLY SEA ISLAND, CLUB BOWLER, HEAVY HITTER BASEBALL
- BALLY BIKER, THE CHAMPION, SPEED QUEEN, WESTERN EXPRESS, FIRE-CHEF
- CHICAGO CONN RED PIN BOWLER
- ROCK-OLA STEREOPHONIC AND MONOURAL 120-200

SPECIALS!

C. C. Batten (b)........... $510.00
C. C. Croquet................ 95.00
Genco Space Age........... 295.00
Genco Flying Ace............ 245.00
Genco Gypsy Grendel........ 175.00
L. Key Super Rocket........ 145.00
Ex. Shooting Gallery........ 65.00
American Bump Pool...... 495.00
B. L. 40 Ride................ 195.00
B. L. 30 Ride................ 150.00
B. L. Miss American Bear... 195.00
Ko. Scammell .............. 39.50
Ko. League Leader.......... 150.00
A. B. C. Challenger.......... 19.50
Kitchen Catcher............. 9.50

MILLER-NEWMARK DISTRIBUTING CO.
42 Fairbanks St., M. W.
Grand Rapids 2, Michigan
Ph. 66-6407

CALDERON DISTRIBUTING, INC.
425 N. Alabama St.
Phone: Milford 4-4454

WWW.AMERICANRADIOHISTORY.COM
INCREDIBLE COLLECTIONS—
SHOW ALL THE SELECTIONS WITH

SPEED-READ
THE NO DRUM—NO TURN PROGRAM HOLDER
FOR SEEBUG Model "K"

Accept No Substitutes!
$34.50

All 200 Selections Clearly Displayed
"V" Model SPEED-READS Also Available.

JANCOR ENGINEERING CO.
203 N. WABASH AVENUE
CHICAGO 1, ILLINOIS

The Bases Are Loaded
Two Are Out...
Old Casey Is Calling for

WILLIAMS PINCH HITTER
If your team needs a hit—
put in a Pinch Hitter—
It's smart baseball—
and smart business!

ROANOKE VENDING MACHINE EXCHANGE, INC.
4920 W. Broad St., Richmond 26, Virginia
313 Depot Ave., N.W., Knoxville, Tennessee
635 Ohio Ave., Charleston, West Virginia
61 Commonwealth Ave., Bristol, Virginia

LOOK! IT'S SPRINGTIME CONTACT US BEFORE YOU BUY
All Games Guaranteed to Look Like New and Work Like New
WE WILL NOT UNDERBID

BINGO GAMES

BALLY
Dally 4—Variety @ $ 45.00
6—Beach Club @ $ 50.00
4—Big Time @ $ 95.00
8—Hit @ $ 95.00
1—Beach Time @ $ 350.00
2—Miami Beach @ $ 125.00
1—Ride @ $ 150.00
1—Promo @ $ 150.00
1—Broadway @ $ 95.00
1—Key West @ $ 275.00
1—Dream @ $ 275.00
5—Music America @ $ 475.00

CHICAGO CIVI
1—Carnival @ $175.00
1—U.S.A. @ $ 250.00
1—Blondie @ $ 150.00

GOTTLIEB
1—Sunshine @ $ 175.00
1—Rainbow @ $ 125.00
1—Slugging Champs @ $ 150.00
1—Classy Bowler @ $ 125.00
1—Putt Pool @ $ 210.00
1—Ace High @ $ 125.00
1—Harrow Lamps @ $ 115.00
1—Denby Dri @ $ 225.00
1—Gypsy Queen @ $ 70.00
1—Tournament @ $ 150.00
1—Stars @ $ 125.00
1—Gladthere @ $ 150.00
1—Stinny Pretty @ $ 350.00

UNITED
1—Pride @ $ 75.00
1—Manhattan @ $ 50.00
1—Starts @ $ 95.00
1—Turf Champs @ $ 285.00
1—Turf Strike @ $ 275.00
1—Turf Press @ $ 205.00
1—Evans Sadie & Turf @ $ 520.00
1—Carnival Gun @ $ 950.00

COINMEN YOU KNOW

Hartford, Conn.
By ALLEN M. WIDEN
Leader Vendors, Inc., and Leader Beverages, Inc., both of Fairfield, are Connecticut corporations, have filed certificates of organization with the secretary of state's office at the State Capitol in Hartford. Leader Beverages lists subscribed capital at $3,000, $3,000 paid in cash; Joseph McKenzie, president; William L. Leader Jr., vice president; and John T. Fitzpatrick, secretary, as officers. Leader Beverages lists authorized stock of $5,000, $5,000 paid in cash; William Leader Jr., president; Paul C. Scholz, vice president; John T. Fitzpatrick, secretary, all of

STEREO MOVIES
Now Available from page 103

Don't be HALF-SAFE!

WILLIAMS PINCH HITTER

Cosmides estimated that sales of stereo accounts for about 60 percent of the new equipment sold by the firm. The arguments of operators are that when conventional equipment gave way to hi-fi they were saddled with an additional $100, now they are questioning the added expense of stereo and whether the play from these machines will be substantial enough to justify the extra expense. Operators are asking how many years will it be before they can get complete programing on stereo records. Many operators have not released stereos on their routes. They are just a little cautious. Loren L. Buick, partner in Vending Machine Sales, said it probably will be just a matter of changing over and that a short time. Operators, he said, will have to go to stereo.

BRUCE DAVIS

AMERICA'S LEADING MANUFACTURER

WESCO

SUN-GLO

SUN-GLO Supplies, Inc.
111-115 NECKED ST.
BELLEVILLE 7, N. J.

KIDDIE RIDES

FOR SALE
F. O. B. Chicago & Canada
In operating condition. All parts complete.

SUN-GLO

Players go "BATTY" for

WILLIAMS PINCH HITTER

• MORE APPEAL
• BETTER APPEARANCE
• MORE FEATURES than any baseball game ever made.

It's the GREATEST! See it! Play it!
We Have it!

ARMS MUSIC

Walnut at 12th Street
Des Moines 9, Iowa
Players go "BATTY" for Williams PINCH HITTER

- MORE APPEAL
- BETTER APPEARANCE
- MORE FEATURES than any baseball game ever made.

It's the GREATEST! See it! Play it!
We Have it!

GENERAL SELLING SALES CO.
237 W. Biddle at Howard St., Baltimore 1, Maryland

NATION'S BEST BUY
SEEGBURG V-200
ONLY $339.50

Write Wire Phone
DAVID ROSEN
855 N. BROAD STREET, PHILA. 23, PA.
FAX: STEVENSON 2-7032

Don't be HALF-SAFE!
Why guess? Why experiment?
The years have proven that an
Love and marriage go together
or as
Horse and carriage go together
so go
Williams and Baseball

COMMERCIAL MUSIC COMPANY
1550 Edison Street
Dallas, Texas

THE BILLBOARD
APRIL 6, 1959

AMUSEMENT MACHINES

Players go "BATTY" for Williams PINCH HITTER

- MORE APPEAL
- BETTER APPEARANCE
- MORE FEATURES than any baseball game ever made.

It's the GREATEST! See it! Play it!
We Have it!

GENERAL SELLING SALES CO.
237 W. Biddle at Howard St., Baltimore 1, Maryland

NATION'S BEST BUY
SEEGBURG V-200
ONLY $339.50

Write Wire Phone
DAVID ROSEN
855 N. BROAD STREET, PHILA. 23, PA.
FAX: STEVENSON 2-7032

Don't be HALF-SAFE!
Why guess? Why experiment?
The years have proven that an
Love and marriage go together
or as
Horse and carriage go together
so go
Williams and Baseball

COMMERCIAL MUSIC COMPANY
1550 Edison Street
Dallas, Texas

THE BILLBOARD
APRIL 6, 1959

AMUSEMENT MACHINES

Players go "BATTY" for Williams PINCH HITTER

- MORE APPEAL
- BETTER APPEARANCE
- MORE FEATURES than any baseball game ever made.

It's the GREATEST! See it! Play it!
We Have it!

GENERAL SELLING SALES CO.
237 W. Biddle at Howard St., Baltimore 1, Maryland

NATION'S BEST BUY
SEEGBURG V-200
ONLY $339.50

Write Wire Phone
DAVID ROSEN
855 N. BROAD STREET, PHILA. 23, PA.
FAX: STEVENSON 2-7032

Don't be HALF-SAFE!
Why guess? Why experiment?
The years have proven that an
Love and marriage go together
or as
Horse and carriage go together
so go
Williams and Baseball

COMMERCIAL MUSIC COMPANY
1550 Edison Street
Dallas, Texas

THE BILLBOARD
APRIL 6, 1959

AMUSEMENT MACHINES

Players go "BATTY" for Williams PINCH HITTER

- MORE APPEAL
- BETTER APPEARANCE
- MORE FEATURES than any baseball game ever made.

It's the GREATEST! See it! Play it!
We Have it!

GENERAL SELLING SALES CO.
237 W. Biddle at Howard St., Baltimore 1, Maryland

NATION'S BEST BUY
SEEGBURG V-200
ONLY $339.50

Write Wire Phone
DAVID ROSEN
855 N. BROAD STREET, PHILA. 23, PA.
FAX: STEVENSON 2-7032

Don't be HALF-SAFE!
Why guess? Why experiment?
The years have proven that an
Love and marriage go together
or as
Horse and carriage go together
so go
Williams and Baseball

COMMERCIAL MUSIC COMPANY
1550 Edison Street
Dallas, Texas

THE BILLBOARD
APRIL 6, 1959

AMUSEMENT MACHINES
More savings on all games at world wide!

BINGOS

CARNIVAL QUEEN ... 
KEY WEST ... 
MINE AMERICA ... 
PARADE ... 
SHOWTIME ... 
SOUTHER ... 

UPRIGHTS

DOUBLE SHOT ... 
GRAND NATIONAL ... 
LITTLE HAMMY ... 
PAPA RAY ... 
COUNTY FAIR ... 
BIG TENT ... 

PHONOS

ROCK-OL-A-1025 (OR 1024)... 
ROCK-OL-A-1024 (OR 1023)... 
ROCK-OL-A-1023 (OR 1022)... 
ROCK-OL-A-1022 (OR 1021)... 
ROCK-OL-A-1021 (OR 1020)... 
ROCK-OL-A-1020 (OR 1019)... 
ROCK-OL-A-1019 (OR 1018)... 

Now delivering new games

Williams PINCH HITTER
Bally PINCH HITTER
United Deluxe Baseball
Bally PINCH HITTER

and

GAMES, INC.

WILDCAT

BOWLING ALLEYS and SHUFFLES

United 10 Bowlers
United 10 Bowlers
United 10 Bowlers

Gottlieb 5 BALLS Multiple Player

CUTTER .... 
FUTCH .... 
RIDER .... 
REVENGE .... 

TENSION .... 
TURBO .... 
TURTLE .... 
WARRIOR .... 

Reference: Famous distributors for

ROCK-OLA-GAMES, INC.-FISCHER

ALL EQUIPMENT IN STOCK IMMEDIATE SHIPMENT

Cable Address "Ramay" Chicago

SHIPPING WEIGHT ONLY 150 LBS
SIZE 24 W. X 52 L. X 153 H.

Players go "BATTY" for

Williams PINCH HITTER

MORE APPEAL
BETTER APPEARANCE
MORE FEATURES than any baseball game ever made.

It's the GREATEST!
See it! Play it!
We Have it!

FRANCO DIST. CO.
24 N. Perry Street
Montgomery, Alabama

NEW CLOSEOUTS! WRITE REBOUND SHUFFLE
SUPER MONTE CARLO
CROQUET POOL

NOW

MONROE
COIN MACHINE EXCHANGE INC.
2423 Payne Ave., Cleveland 14, Ohio. Subsidiary 1-4000

ONLY THE BILLBOARD—

A.B.C.

Riding to an ALL-TIME NEW, HIGH!

Keeney's LITTLE BUCKAROO

HIGH PROFITS
LOW COST

with the ALL NEW LITTLE BUCKAROO BONUS!

"If you know 'UPRIGHTS'—
then YOU KNOW KEENEY—
NUFF SAID PODNER!"

Outlook Good In Indiana

process of amortization is simple and direct.
"You just get it as you go along," an operator explained. "You take it back from the machine."
The size of loans

The size of the loans varies with communities. In some areas the location owner would be hard put to find the operator willing to risk a $100 bill. In industrial Northern Indiana, on the other hand, these loans assume important proportions and frequently into the thousands.

Distributors, whose businesses are also founded on credit, are responsive of the operators' leading ventures.
"They are using our money to do those things," complained one. "Often they slow down on payments due to us to make three hours. It's hurting the industry."

Inevitably, of course, money diverted results in diminished sales of phonographs. An ultimate effect of the practice, according to one distributor, could be to curtail production and thereby impede technological improvements.
"But I know that these foreseen of doom will do nothing toward solving this problem," a distributor admitted. "Leading is here to stay. And instead of griping, we should do something about it. Perhaps the answer lies in an industrywide study with the expectation that the findings might produce a formula which would be practicable and at the same time provide tight safeguards for distributor and operator alike."

Trouble? Problems?

Yes, they are plentiful.

But the Indiana operator, the worried, is also confidant.

For business is good—and it's even getting better.

And what else counts?
**DOUGLAS**

AND IT'S COIN-OPERATED!

**Chicken Plays Post Office While Bunny Hugs Honey**

ST. PETERSBURG, Fla. — A pair of coin-operated devices that use a live chicken to deliver a postcard, and a live rabbit to kiss an imitation "lady rabbit," are attracting and amusing hundreds of youngsters and adults alike here. They are installed on the fourth floor of Webb City, which is advertised along principal highways in several States as "The World's Most Admirable Downtown District."

Located at the front of the downtown district of St. Petersburg, this druggist, established by James E. (Doc) Webb, has developed into a general department store occupying seven city blocks. The two machines are set up inside the entrance to the Mermaid Show, consisting of animated mermaid figures that "talk" with the aid of an ingeniously operated public address system, a big draw.

The chicken is housed in a cage bearing appropriate instructions to produce action. It has been trained to eagerly run to the front of the cage when its prospective patron approaches, and to stick its head out of the cage, enquiring the patron to spend a dime. As the dime is dropped, the chicken reaches with its beak and pulls a lever placed there, apparently nodding a "thank you" to the patron. As card is delivered, a light flashes on and off, indicating that chicken feed has dropped into the cage. Chick gets the "message" and scurries to the rear of the cage to accept its reward for services rendered.

The Kissing Bunny is another great favorite, especially for the kiddies. It is housed in a cottage-like cage with a picture window fronted. As a dime is deposited, the door to the house opens and bunny runs out into a yard. A life-size imitation "lady bunny" sits there, and the real bunny "kisses" her over white fezze. He must kiss hard enough to cause a light to go on which illuminates lady bunny's face—whereupon he hops back into the house, so that is the signal that his ration of food has arrived.

The idea was concocted by Doc Webb himself, who saw the trained animals in Little Rock and brought them back with him. He worked out the coin mechanism hook-up together with the rest of the flash and showmanship which makes the attraction so popular.

The animals used in shifts so that they don't tire. There are five rabbits, for instance. Store attendants find that each animal has a different personality and have come to know them by individual names.

The chickens' busy life dispensing postcards occasionally interferes with egg production. A few weeks ago, there were no eggs for many customers that couldn't find time to lay, until the lady finally "went on strike" and laid the egg, then went back to taking care of the customers.

"Can you imagine that? The public is paying to feed a chicken and yet one woman in the crowd commented, 'The two unique live animal 'coin machine' are sure-fire novelties that draw constant interest in the store."

**Cigarette Production**

Total output of cigarettes in 1958 rose to a record 472 billion, 8 per cent above 1957 and 17 per cent above 1954, low point in the past eight years. Proportion of filter tips in five years jumped from 0 to 45 per cent of the total, according to Agriculture Department.

**Want to Buy**

Bally Bull's-Eye Pistols
Dale Berg Guns
Gene Motor Drive
All late model Guns and Baseball Machines.

**AMI**

H-200 . . . . $650.00
G-200 . . . . 469.50
G-120 . . . . 450.00
E-120 . . . . 395.00
G-80 . . . . 295.00
G-80 . . . . 350.00

**WURLITZER**

2100 (200 Sol.) . . . . $525.00
2150 (200 Sol.) . . . . 499.50
2000 (200 Sol.) . . . . 449.50
1900 (104 Sol.) . . . . 449.50
1800 (104 Sol.) . . . . 395.00
1650 (50 Sol.) . . . . 269.50
1500 . . . . 199.50

**SEEBURG**

New Speed-Read Program.

**WALL BOXES**

Wurlitzer 3210 . . . . $89.50
AMI-W-200 . . . . 89.50
Seeburg 3W-1 "100" Chrome . . . . 49.50

**CIGARETTE VENDORS**

Eastern Mark II . . . . $199.50
National 9ML . . . . 99.50
National 11ML . . . . 129.50
Rowe Commander . . . . 109.50
Eastern, 10 Col. . . . . 99.50

In New York it's the New HOTEL PLYMOUTH

143 WEST 49TH ST. NEW YORK Special Theatrical Rates
$5 SINGLE & BATH $6 DOUBLE & BATH COMPLETELY FURNISHED. AIR CONDITIONED, TELEVISION, Dining Rooms to Same City, Dancing, Theatres and Restaurants.

**SHAFER**

949 NORTH HIGH STREET
COLUMBUS 8, OHIO
PHONE: 4-4614

**SEEBURG**

K200H . . . . $695.00
V-200 . . . . 449.50
V-200 (original) . . . . 469.50
All above equipped with the new Speed-Read Program.

**AMERICAN RADIO HISTORY**

www.americanradiohistory.com

**SEEBURG**

K200H . . . . $695.00
V-200 . . . . 449.50
V-200 (original) . . . . 469.50
All above equipped with the new Speed-Read Program.

**HFF100** . . . . $375.00
HFF100G . . . . 475.00
M100C . . . . 395.00
M100B . . . . 325.00

**H-200** . . . . $650.00
G-200 . . . . 469.50
G-120 . . . . 450.00
E-120 . . . . 395.00
G-80 . . . . 295.00
G-80 . . . . 350.00

**WURLITZER**

2100 (200 Sol.) . . . . $525.00
2150 (200 Sol.) . . . . 499.50
2000 (200 Sol.) . . . . 449.50
1900 (104 Sol.) . . . . 449.50
1800 (104 Sol.) . . . . 395.00
1650 (50 Sol.) . . . . 269.50
1500 . . . . 199.50

**AMERICAN RADIO HISTORY**

www.americanradiohistory.com

**SEEBURG**

K200H . . . . $695.00
V-200 . . . . 449.50
V-200 (original) . . . . 469.50
All above equipped with the new Speed-Read Program.

**HFF100** . . . . $375.00
HFF100G . . . . 475.00
M100C . . . . 395.00
M100B . . . . 325.00

**H-200** . . . . $650.00
G-200 . . . . 469.50
G-120 . . . . 450.00
E-120 . . . . 395.00
G-80 . . . . 295.00
G-80 . . . . 350.00

**WALL BOXES**

Wurlitzer 3210 . . . . $89.50
AMI-W-200 . . . . 89.50
Seeburg 3W-1 "100" Chrome . . . . 49.50

**CIGARETTE VENDORS**

Eastern Mark II . . . . $199.50
National 9ML . . . . 99.50
National 11ML . . . . 129.50
Rowe Commander . . . . 109.50
Eastern, 10 Col. . . . . 99.50

In New York it's the New HOTEL PLYMOUTH

143 WEST 49TH ST. NEW YORK Special Theatrical Rates
$5 SINGLE & BATH $6 DOUBLE & BATH COMPLETELY FURNISHED. AIR CONDITIONED, TELEVISION, Dining Rooms to Same City, Dancing, Theatres and Restaurants.

**SHAFER**

949 NORTH HIGH STREET
COLUMBUS 8, OHIO
PHONE: 4-4614
**Don’t be HALF-SAFE!**

Why guess? Why experiment?

The years have proven that if you love and marry go together, or go with Horse and carriage go together, so go with Williams and Baseball.

**NEW MEMBERS JOIN AAMONY**

**NEW YORK** — The Associated Amusement Machine Operators of New York announced that the following firms have recently joined the Association:

- Sol Jacobson, Aklat Voting
- George Holtzman and Murray Saidman, Automatic Operators
- Phil Raisin, Banner Mushroom
- Lon Echards and Austin Lowandra, Cal-Joy
- Sid Gordon, Gordon Appliance
- Harry Blydak, Harbor Automatic
- Sam Kramer, Interboro
- Jerry Vending, Phil Longoria
- Vipin Lowandria, Joe Calabrese and Tom Barrett, Mutual Vending
- National Novelty
- Penner and A. Lawrence, Penner Mfg.
- Stan Rayboy and Jack Wallaman
- Ray-Walt, and Otto Freedman.

---

**Special Sale**

**BINGOS**

- Bully Broadway
- Bully Night Club
- Bully Show Time
- Bully Miss America
- Bully Sun Valley
- Bully Cypress Gardens

**BOWLERS**

- Bully All Star Bowler
- Bully ABC Bowling Lane
- Bully Trophy Bowler
- United Bowling Alley

**BALLY GAMES, INC., WESTERN DISTRIBUTORS, INC.**

3126 Elliott Avenue
Seattle 1, Washington

---

**Williams**

**GETS YOU WAY AHEAD OF THE GAME**

**with PINCH-HITTER**

The finest baseball game we have ever built!

**Press a Button and Pitcher Throws Curves or Straight Balls**

A real test of batting skill

**"PINCH-HITTER" feature:**

With two out and bases loaded the "Pinch-Hitter" goes into action.

Any hit scores a HOME RUN!

**Extra Features:**

- Spell P-L-N-C-H H-I-T-T-E-R
- Runs scored
- Previous high score
- Number match

---

**When you buy a baseball game—buy the best—buy Williams**
M.O.A. VISITORS
Meet Your Friends at First's "Hospitality Suite" Morrison Hotel

NOW DELIVERING! Chicago Coin's King Bowler and Red Pin
Two of the finest locations tested coin-operated games in North America are
NOW DELIVERING! Chicago Coin's Rocket Ball 14'-18' Twin Bowler 4'—8' Monte Carlo Reb. Shuffle

ADD STEREO SOUND INEXPENSIVE EASY TO INSTALL!
A complete conversion kit for stereo sound systems. You can
add stereo sound to any game, machine or display. Comes with
Motorola Speaker Box, 15 watt Full-Range Amplifier, intercom
system, wiring and instructions. 30 watt Full-Range amplifier.
FREE! FREE! World's Most Complete 56 Page Coin Machine Catalog
With Complete Price List, Especially for Importers!
Send for Your Copy Today!

NATIONAL BOWLS New Shuffle At MOA Show
CHICAGO—Paul Koeller, president of the National Shuffleboard Company, Orange, N. J., showed the firm's new satellite at the annual MOA convention currently in progress at the Hotel Morrison here.

The new unit has multi-colored ends of translucent plastic lighted from below. Playing surface is maple, with a new coated plastic finish which resists acids and alkalis. Step-on legs make 20-minute assembly possible.

In addition to the standard 18- and 18-foot sizes, the new model comes in 20 and 22-foot sizes. The coin-operated unit also features an electric scoreboard.

The automatic timing device contains nylon pins which rattle at the end of the game. Price of the unit will be announced at the show.

GIVE TO DAMON RUNYON CANCER FUND

OPERATORS
The Switch in '59 is to a Dime
In '33 nickel play was OK. Don't operate in the past...the switch in '59 is to a dime!
D. GOTTLEB & CO.

Here it is...Irresistible Attraction!
Gottlieb's Animated Hi-Diver

Divers actually spring from diving board into the swimming pool!

GOTTLIEB'S ANIMATED
HI-DIVER

- Terrific, eye-catching pool decoration packs 'em in at "poolside" for maximum play attraction.
- Kickout holes, targets and rollover buttons advance divers.
- Alternating light targets turn pop bumpers and cyclonic kickers on and off for high score.
- Four super-powered flippers—2 at bottom of field and 2 at mid-field create thrilling "relay" type action skill shots.

GOTTLEB & Co.
1140-55 NORTH KOSTNER AVE. CHICAGO 51, ILL.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Copyrighted material
Indiana Estimate: Stereo Is Arriving

By JOE KLEIN

INDIANAPOLIS—"As of now, it's pretty tough, like going uphill with an Army back pack on your back, but it's a thing of the future—and the out-of-the-ordinary future, as such.

The operator, one of the more prominent and observant in the State, was talking about stereo juke boxes. Others in Indiana, operators as well as distributors, share his evaluation.

Estimates vary as to the number of stereos in Indiana. One operator, who is unimpressed by the possibilities of the new equipment, states that it is less than 1 per cent of the total number of machines on location. An important distributor says that it is closer to 5 per cent, and the State's operators, in the main, are inclined to accept the accuracy of that figure.

Answers Uniform

A pattern of uniformity is clearly evident in the answers to questions about the problems which impede the use of stereo.

Cost, of course, is the principal obstacle.

Then there are others as per the following quotes:

"Records don't last long."

"Keeping up two separate units."

"Additional equipment that goes with it."

"Many juke box premises don't warrant stereo."

"Many locations like old sound."

"Unavailability of stereo records. They are very limited, but, then, the demand isn't there. Record manufacturers will meet demand whenever necessary. At the present, however, the home demand for hi-fi records is greater than the demand for juke box records."

"No location demand for stereo."

"Haven't enough stereo singles."

"May have to put 10 or 12 additional speakers in the place. That's all additional cost. And, remember, most of Indianapolis, for instance, is still on nickel play."

Little, if any, effort has been exerted to meet these problems.

"Stereo has yet to win acceptance," explained a distributor.

"That is the big problem. What's the use of thinking about the solution of those other problems, getting it accepted. Work on that first."

Acceptance in Two Years

Acceptance is an objective which should be attained in about two years, in the opinion of a Northern Indiana operator. Eventually, he predicted, stereo will replace all musical equipment.

No set rule governs sales to operators. Distributors list the price of equipment. Then the location owner is given credit for the old equipment. Usually, he gets more for the trade-in than its actual worth.

"Special deals" for a "limited time" are also used as baits.

That stereo poses the magnitude of all new things emerges as another consideration.

"Why shouldn't it?" asked an operator. "It's new, it fascinates. It's a gimmick."

"The take is exceptional during the first week," observed a distributor. "Curiosity, you know."

A number of operators thought that stereo installation would enable the operator to negotiate a contract.

"The Best Deal"

"But as a rule," one added, "the average premise owner would rather go along with a 50-50 arrangement. And many operators feel that it is the better of the two deals. With the 30-30 setup there is assurance of mutual interest in the operation of the machine. With a minimum guarantee deal, there is always the danger that the premise proprietor will lose interest in the equipment, be it stereo or something else."

Now Available

UNITED'S SIMPLEX BOWLER

Large Ball, Single Player, 16-Foot Length.
Ideal for Battery Operation in Arcades, Discount Houses, Parks, Amusement Centers.

 Exclusive Gentles, Williams and Seeburg Distributors

40 WALTHAM STREET
BOSTON 18, MASS.
Tel. Liberty 2-1440

KING BOWLER
NEW BALL LIFT! 1/4 hp. Motor-Belt Driven—(No Gears)
NEW JUMBO SCORE DRUMS!
Large Numbers!
NEW PIN RECORDER! Records Pins Left Standing!
NEW CABINET! Built Extra Durably For Heavy And Continuous Play!

RED PIN BOWLER
4 GAMES IN ONE
1. RED PIN "Lights-Up" for BONUS SCORING! 
2. Regulation Scoring!
3. "Flash-O-Matic" Scoring!
4. Mystery High Scoring!

TWIN BOWLER
2 Players Can Bowl At The Same Time! As Many As 8 Can Participate!
Each Lane Operates Independently Of The Other!

ROCKET BALL
THE SHUFFLE BASEBALL GAME!
NEW "MAGIC DIAMOND" Scoring Feature!
"Light-a-Letter" Scoring Feature!
Replay Feature!

Chicago Dynamic Industries, Inc.
1725 W. DIVERSEY BLVD.
CHICAGO 14, ILLINOIS

Copyrighted material
A Bally Game for Every Spot!

Club Bowler

Is more fun for more players...

Earns more money in more spots

4 WAYS TO PLAY

Official bowling with Lucky Strikes
Official bowling without Lucky Strikes
Speed bowling with Lucky Strikes
Speed bowling without Lucky Strikes

Lucky Strike feature may be omitted on play of bowling game on handling with replacement.

Every location is a Club Bowler spot because Club Bowler attracts all types of players. Popular switch-button Lucky Strike permits frame-to-frame handicapping, promotes pro-level boosting competitive group play. Exclusive 4-way play assures top earnings, long life on location.

1 to 6 can play

3½ ft. by 25 in.
Dime-play

Heavy Hitter

Pitch-and-Bat Baseball Game

New

Moving Target Light

Jumbo Pitch Bat Buttons

Speed Up Fast 3-Innings Game

1 or 2 can play

Animated Backglass

Flashy Cabinet

2 Models

Standard—Replay*

*Standard model equipped with dime-chute only, when 2 players play nearest player deposits dime, Replay model equipped with 2 coin chutes: one for dime-play, one for 3-play for quarter.

Pinball Size

24 in. by 37 in.
New High-Speed Totallers
New Fast Ball

LuckY Alley

Famous Lucky Strike Feature

Biggest thrill in bowling!
Biggest money-maker in years!

Official bowling scores
1 to 6 can play

Sea Island

8 Magic Screen Positions

ABCDEF GH

Shift before or After 5th Ball!

Extra mobility of Magic screen and maximum Extra time add up to Extra play-appeal...
Extra earning-power.

Sea Island collections top sensational records of Carnival Queen.
Get your share...
Get Sea Island today.

See your distributor...or write Bally Manufacturing Company • 2640 Belmont Avenue, Chicago 18, Illinois
Mr. J. D. Cox
Advance Automatic Sales Co.
1350 Howard Street
San Francisco, California

Dear J. D.:

We have received so many compliments on our new United Phonographs from our locations and the public, we feel we should pass the good word on to you.

The styling is magnetic, in other words the phonograph attracts people to it, especially the ladies, which pleases us because they are the real customers and it isn't heresy that ladies are "style enthusiasts". Everyone comments on the speed of the record changer. We are happy the public accepts this phonograph so well.

From our point of view, after thoroughly checking the mechanical and electrical operation, we believe our maintenance problems will be greatly minimised. The increased speed of the record changer over other machines we operate, means extra money in the cash-box. So consequently everyone should be happier, us, the locations, and even you because we believe the United Phonograph will provide a prosperous future for all of us.

You can expect more orders from us very soon. See you in a couple of weeks if it's possible. Best regards to all.

Very truly yours,

W. K. Simpson

Visit the
UNITED BOOTH
AT THE
M. O. A. SHOW

UNITED MUSIC CORPORATION
3401 NORTH CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS, U.S.A.

Above letter is an unsolicited testimonial that speaks volumes. Take advantage of this operator's experience and cover your territory with the amazing United Phonograph-Monaural or Stereophonic. Write for details.
THE DYNAMIC SOUND OF STEREO
HAS NEW BRILLIANCE AND

REALISM

WHEN PLAYED ON A

SEEBURG SYSTEM

New realism! New brilliance! New depth!
Seeburg Stereo is completely integrated to give
every listener, wherever seated in a location,
the impression of being present at a "live"
performance of the recording musicians. It's
completely flexible to satisfy the requirements
of every location regardless of size.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
THE SEEBURG CORPORATION
Chicago 22, Illinois

America's finest and most complete music systems.