

# BILLBOARD MUSIC WEEK

Music-Phonograph Merchandising • Radio-Tv Programming • Coin Machine Operating

## LABELS GIVE DEALERS BIG SPRING TONIC

### Payola Probes Won't Die; Pose Perennial Problems

Indie Labels, Distributors Say Payola Runs Rampant, Especially in R.&B. Field

NEW YORK—Payola probes, supposedly buried in Washington last year, are beginning to shape up as perennial problems in the record industry. Four San Francisco-Oakland, Calif., radio stations — KYA, KSAN, KDIA, and KEWB — are currently being investigated by the Federal Communications Commission for possible payola among their disk jockeys.

At the same time, indie record labels and distributors report that payola—particularly on the rhythm and blues jockey circuit—is more rampant than ever all over the country. Diskeries are also peeved about the upswing in "requests" from jockeys and stations for free records as giveaways and/or gratis guest appearances by disk artists at hops.

Two FCC fieldmen have been conducting a series of interviews with disk jockeys and management at the four San Francisco stations involved in an effort to determine if any money has changed hands to get a disk plugged and if any of the deejays has a financial interest in a record company or distribution firm.

Management at all the stations denied that any payola practices existed, and said their personnel had signed affidavits to that effect. Don Patterson, manager-owner of KSAN, subsequently issued a "no fraternization" order (with distributors and pluggers) to his jockeys.

Program manager-deejay Les

### New House Comm. Handles Juke Bills

WASHINGTON — Membership of the new House Judiciary Subcommittee on Patents and Copyrights, which will handle anti-performance exemption bills for juke box music, has increased by two Democratic members over last session's four Democrats and four Republicans.

The group which must okay any House-introduced copyright legislation, including the new Celler anti-performance exemption bill, H.R. 70, will consist of Chairman Edwin Willis (D., La.); Representatives Jack Brooks (D., Tex.), William Tuck (D., Va.), Roland Libonati (D., Ill.), Herman D. Toll (D., Pa.) and Robert D. Kastenmeier (D., Wis.), the last two being new to the subcommittee. Republican members are Representatives William Cramer (Fla.), John Lindsay (N. Y.), Charles Mathias (Md.) and James R. Battin (Mont.).

The newly formed group reports no action in sight as yet on the Celler bill.

### Acquaviva Shapes Symphony Project

NEW YORK—A mighty undertaking, that of forming a New York "Pops" Symphony similar to the well-known Boston "Pops," is being launched here by writer-conductor Tony Acquaviva, who is also the husband and manager of Joni James.

According to Acquaviva, \$250,000 has already been raised to underwrite the project. Carnegie Hall is expected to be home base for the ensemble with a calendar of concert dates already in preparation.

One phase of the project will be to set a series of scholarships to gifted children who will join the orchestra when their training is completed. Acquaviva also expects to introduce new works and to re-style a number of existing standards.

(Sleepy) Stein, KYA, said he personally okays every record which is played on the station, and that all of his disk jockeys have his "fullest confidence." One of KYA's jocks is Peter Tripp, formerly with WMGM, New York, who was indicted by the New York County Grand Jury last year on commercial bribery charges. Tripp's trial is set for March 20, pending a decision on his motion to obtain a jury trial.

The probe rated page 1 in The San Francisco Chronicle. In the [\(Continued on page 44\)](#)

### Victor, Capitol & Mercury Slash Album Prices 25%

NEW YORK — RCA Victor, Capitol and Mercury Records sprang with their big spring LP sale this week, slashing the price of their entire catalog of LP's to [dealers by what amounts to 25](#) per cent. The Victor program, called the "Greatest Sale on Earth," starts next week, March 15, and runs for one month. It offers dealers a chance to sell consumers any Victor LP at half price when they purchase one LP at full price in the same price range. All stereo and mono sets are included.

#### Cap's One for Three

The Capitol sale offers dealers 33 free LP's or EP's for every 100 purchased, or one free for every three purchased, as long as the dealer buys 100 Capitol albums

and 50 Angel albums. The Capitol plan applies to all album product, stereo and monaural, with the exception of stereo tape and compact (33) doubles. The Capitol sales plan started late last week and continues through March.

#### Mercury Plan

Mercury's sales program is similar to the Capitol plan for the firm's entire line, with the exception of its Sound Series of Perfect Presence and Living Presence records. Mercury is offering one free album for every three purchased, and it includes both stereo and mono disks. The sale started March 3 and runs through April 15. On the Sound series—which consists of about a score of LP's, the label is offering one free for every five purchased.

#### Victor's Retail Slant

RCA Victor's program marks the third consecutive year in which the firm has held a spring sale on its LP disks. In March 1960 and 1959 Victor held a stereo-only sale in which the consumer could buy a second record at a special cut price when he bought the first stereo disk at regular price. This year the firm decided to include all LP's, [\(Continued on page 4\)](#)

### Cap Records Invades Electronics Field; Buys Two Firms; Sets EMI-U.S. Subsid

By LEE ZHITO

HOLLYWOOD — Capitol Records last week invaded the electronic field in full force with the purchase of two electronic firms and the establishment of a wholly owned subsidiary, Electric & Musical Industries (U. S.), Ltd. Capitol acquired the Hoffman Electron Tube Company, Westbury, N. Y., and the Voi-Shan Electronics Division of Los Angeles' Voi-Shan Industries, Inc., to form the nucleus of EMI-U.S. Thus, Capitol has made its long anticipated move into a diversified activity.

Hoffman is a national distributor of electron tubes and microwave components who, for the past three years, has distributed EMI tubes in this country. Voi-Shan Electronics has been active in developing and manufacturing traveling-wave

tubes. Key personnel of both Hoffman and Voi-Shan will remain as part of the EMI-U.S. staff.

The newly formed Capitol subsidiary may eventually bring under its wing the label's Home Instruments Division which at present helms Capitol's activities in the phonograph field. At the outset, EMI-U.S. will concentrate its efforts on manufacturing and marketing a wide array of electronic wares aimed at the general consumer as well as military, government and industrial usage.

Most of its products will be supplied by the Capitol Records parent company, England's EMI, one of the world's major electronic firms and the United Kingdom's largest manufacturer and distributor of magnetic tape. Among the first products to be marketed by EMI-

U.S. will be video tape, making it the second company in this country to offer broadcasters a videotape line. (Heretofore, Minnesota Mining has been this country's sole supplier of videotape.) EMI's videotape is being used by England's BBC and the Canadian Broadcasting Company.

Capitol Tower here will serve as headquarters for EMI-U.S. It will have an Eastern sales office in New York, manufacturing facilities in Los Angeles, and service and warehousing in 28 U. S. cities. Capitol Records, Inc., vice-president, Dan Bonbright, will be in charge of the electronic activities. Among his CRI executive responsibilities has been Capitol's Home Instruments Division. Concurrent with the formation of the new electronic sub- [\(Continued on page 50\)](#)

### FOUR DISKERIES BREAKING SAME SONG—'LONELY'

NEW YORK — An old-fashioned battle among labels to break through first with the same song was sparked last week when four diskeries came out with the new song, "Little Lonely One." The tune, which was penned by B. Brass and I. Levine, new writers signed by We Three Music just a few months ago, has been waxed by Gary Sties on Madison, the Jarmels on Laurie, Bobby Vinton on Epic and Barry Martin on RCA Victor. It's one of the rare times that a new rock and roll ditty has been cut simultaneously by more than one or two labels.

According to Hal and Belle Webman, and Larry Spier Jr., the three of We Three Music, "No one is mad at us, either." They showed the tune around and the four companies were interested enough to cut it even though they knew they did not have exclusives. All of the participants are "running," as the saying goes, with their records. RCA Victor's field men are pushing their version, Larry Uttal of Madison is covering Eastern cities, the Schwartz brothers of Laurie are promoting hard, and Epic promotion chief, Herb Linsky, is battling for plays on the road on his firm's version.

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# Chi Dealers Note Interest; Answer 'Not Now' to Buying Co-Op Proposal

By NICK BIRO

CHICAGO—Dealers here are watching the formation of a buying co-operative on the West Coast with much interest, but to date there is no plan to follow suit, at least for a while.

Following the meeting here of a group of dealers about a month ago, it was generally agreed that a co-operative would currently entail more headaches than it was worth.

The group, known as Associated Record Stores and made up of some of the city's better known and more influential dealers, met here January 31 to specifically discuss the buying co-operative idea (BMW, Jan. 30).

### Answer is 'Not Now'

A great deal of discussion has taken place since the meeting, but the answer is still the same—not now.

Basically, dealers here feel that unless the price offered to co-ops is materially less than that available through legitimate distributors, it would be to the dealers' advantage to continue to buy through

the regular distributor channels. They cite such advantages as immediate delivery and protection against loss through unsold or defective merchandise.

More significantly, dealers here don't feel that their situation is comparable to the West Coast, and they intend to fight to keep it that way.

### Forced Into Co-Op

It was pointed out that records on the Coast can be bought at retail for \$1.98—not just limited items but complete lines. Dealers here feel that the West Coast dealers have been forced into the co-op set-up to compete.

In the Windy City, although discount deals have flourished from time to time and a few top discount houses are offering record product at a substantially cut price, the discount practice hasn't spread to the extent it has in the West.

Dealers here point out that by buying through a co-operative, they might get at best, 20-30 per cent off their current price of \$2.47 for a standard \$3.98 album.

### Take Advantage of Sales

This would bring the dealer's

cost down to \$1.72 to \$1.97. Consider, however, that most dealers already are able to shave about 10 per cent off the distributor price of \$2.47 by taking advantage of special deals.

Consider also that dealers would have to absorb all the overhead of running a co-operative, many of the same costs that are now absorbed by the distributor.

All this would reduce the price differential to a few percentage points and most dealers don't feel it's worth the gamble.

The one big exception would be if dealers here would go into discounting operations of their own. This would mean that they switch to a high-volume, low-overhead type operation and conceivably the co-op plan, and its few percentage points advantage in buying price would become desirable.

At present, however, the discounting operation is not something most dealers here relish.

For one, most feel that the discounting type of operation is not healthy for the industry. As one dealer pointed out, this busi-

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# January's Hot Singles Ease February Losses

NEW YORK—Although blizzards and freezing weather slowed down the singles business for the first two weeks of February, dealers could look back on January of 1961 as equal to or better than any four-week period during 1960 for singles sales.

Actually, sales of singles in record shops during the first four weeks of this year equalled or exceeded 38 of the 39 four-week periods from January 1958 to December 1960. The only four-week period that was better than January 1961 for singles business was in December 1958, when David Seville's "Chipmunk Song" racked up close to three million sales.

Singles were weaker during December 1960 than many dealers had anticipated, but January bounced back strongly, sparked by sales of a number of hot new singles. Among them were the Shirelles' recording of "Tomorrow" on Scepter; Ferrante

and Teicher's "Exodus" on United Artists; Lawrence Welk's "Calcutta" on Dot; "Pony Time" by Chubby Checker on Parkway, and "Shop Around" by the Miracles on Tamla. These records, as well as a number of fast-moving country, and rhythm and blues disks kept the singles business humming for many dealers in January.

The total number of singles moved by dealers in January 1961 reached 7.5 million. This is only dealer sales and does not include singles sold by racks or to juke box operators. In analyzing these figures it is important to note that they refer to total sales, not individual sales by each and every dealer. In areas of high unemployment for instance, sales of singles were still depressed, but in other areas where business was holding up, single record sales were way up.

Comparing January 1961 with January 1960, sales of singles this January were up 51 per cent as against January a year ago. It must be recalled, however, that January 1960 was the weakest month for singles of the entire year.



# All-Time Picks In Decca Drive For March \$\$

NEW YORK — Decca's "All Time Golden Favorites," a series of albums containing million-selling singles by the label's past and present crop of artists, is the backbone of a special sales promotion campaign by the firm for March.

Nine new "Golden Favorites" albums have been released to augment the series which started last fall with six packages. In the latest group are collections of the biggest hits of Bing Crosby, the Mills Brothers, Ella Fitzgerald, Lenny Dee, Kitty Wells, Red Foley. Last fall packages were introduced containing the hits of the Four Aces, Teresa Brewer, the Ames Brothers, Jackie Wilson, the McGuire Sisters and Lawrence Welk.

A dealer incentive plan is being offered through March 24. In addition, dealers will receive centerpieces for window and counter display, mounted lithos and consumer leaflets carrying the theme, "Every Song in Every Album a One in a Million Hit."

# Dots Bump Dames Off a Cover

By REN GREVATT

NEW YORK—The struggle for album exposure has produced several interesting new trends, both as to types of covers being turned out and those being displayed by dealers.

If one were to try to sum up these trends in a few words, the summary might run to the effect that girls are no longer making it, and by the same token, dots and dashes are.

The matter, of course, is considerably more involved than this over-simplification would indicate. Nevertheless, there has been in effect a gradual development of new types of covers, which are winning dealer approval.

One dealer put it this way: "Glamour on the cover, unrelated to the contents of the record itself, is passe. Many times such covers are used as eye-catchers to merchandise a new artist. But as experience has shown, if the record doesn't have it in the grooves, it doesn't go at all.

"From What I've seen, the trend is away from photography and in the direction of paintings and even abstract artwork. Titles on the cover are a big asset and so are the titles of an artist's big hits. We like to display current hot artists and a complete unit of albums, such as the Columbia "Best of Broadway" series.

Another dealer points out that "the prettiest cover in the world won't sell today unless the record itself has it. Today everything requires a selling effort by the dealer anyway. The cover attraction isn't enough. Our experience is that you don't need cover art at all. Just show the titles of the songs. Some albums today don't even have pictures. Some of those with names of shows or songs are the best. The customer can find out right away what's in the album without even having to pick it up. It makes for faster selection and turnover of product.

We find that the dots and dashes and other abstract color work on many of the sound albums is

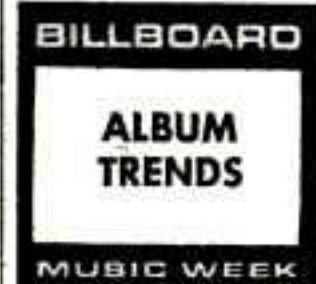
cleaner, more open artwork and tends to attract. This, in a way, has come to be identified with the Enoch Light type of record which is selling like crazy. For that reason, almost any album with that kind of cover gets attention and we will display it.

### Price Factor

"Beyond that, price sells an album today, not the cover. Give them a healthy enough discount and they will consider buying it. Give them a naked woman on the cover and ask full list price and they'll laugh at you."

A Brooklyn dealer asserts that "dancers and nudes hurt sales." It figures. Anybody with any kids doesn't want an album cover like that lying around. So people are beginning to steer clear of the sex

covers. They tell us they're buying entertainment on the record, not on the cover. The title listings make the best covers and some of the percussion albums with the crazy dots do a lot of business. I would say that dames, however, have had it. The whole thing is that the cover should give some idea as to what's inside. If people want wild-looking dames, they can pick up a magazine at their newsstand. In that case, the cover gives you an idea what's in the magazines.



# Mort Sahl Anklng Verve for Reprise; LP Recording Set

HOLLYWOOD — Iconoclast Mort Sahl will move from the Verve label to Frank Sinatra's Reprise Records, according to indications here. Reprise refused to confirm or deny the acquisition of recordom's political satirist, but Billboard Music Week learned that an LP was recorded by the Sinatra label during Sahl's recent appearance at Hollywood's Crescendo. In view of the label's product line-up awaiting release, it is apparent that the Sahl Reprise album will be released in late March or early April.

Sahl was first released on disks by Verve in 1958 and since that time Verve has issued five Sahl LP's ("The Future Lies Ahead of Us," "Look Forward in Anger," "Way of Life," "Mort Sahl at the hungry i," and the most recent, "The Next President.") Unless Sahl drastically changed his material for the Reprise recording, LP will be

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# MGM's Anger, Handwerger to New Positions

NEW YORK—Two new departments to handle advertising, promotion and publicity have been established in the MGM-Verve Records fold, according to Sid Brandt, vice-president in charge of sales and operations.

Under the new set-up, Sol Handwerger, veteran promotion man at MGM, becomes director of publicity, promotion and exploitation, while Harry Anger Jr., assumes the post of director of creative services. Brandt said under the new arrangement both men take on greater responsibility and authority.

Handwerger will concentrate his efforts in the publicity field, with special emphasis on developing campaigns for established artists as well as newcomers. His efforts will be directed to both the trade and consumer media. Handwerger also will continue to work on artist relations, promotional and exploitation projects.

Anger, who was formerly with RCA Victor and Warner Brothers Records, will be responsible for the creation and development of all advertising, packaging and display material for both lines. He has handled sales promotion for MGM for the past year.

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**STRICTLY TOP 40**

# Disk-Pioneering Spirit Fading Fast in Boston

By CAMERON DEWAR

BOSTON — The old Yankee pioneering spirit, at least as far as the record business is concerned, appears to be dead in this once No. 1 kick-off town, according to some record distributors and record retailers. The feeling is that many records deserving of attention go by the board in Boston.

Radio stations appear to be sticking strictly to the Top 40, neglect rhythm and blues and spirituals and lean almost wholly on pop tunes. Talking with some teen-agers and record dealers reveals the perhaps curious fact that there is a great demand for the older r.&b. numbers, but

stations seem to be Top 40-minded.

Several dealers pointed out that there is a potential market of 100,000 Negroes in the area who could be interested in spirituals, but that this market never has been exploited. From enquiries at record stores, there also is a large following for country and western.

Dealers and distributors point out that there are many rhythm and blues records showing good action in other cities in the country, but Boston stations appear to have no interest in this situation. One dealer cited the example of the Bobby Marchan

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# Wein Unveils Big Plans For Castle Hill Concert

By CAMERON DEWAR

BOSTON — George Wein, Storyville impresario and director of the Newport Jazz Festival as well as a number of others, will produce and direct the most ambitious summer concert program ever planned for Castle Hill, Ipswich. The announcement came shortly after word from President Louis L. Lorillard of the Newport Festival to the effect that the Rhode Island jazz event had been called off and probably never would be held again. It had been marked by a riotous outbreak last summer, it is now in debt for \$110,000 and is unable to secure a license from the Newport City Council. No backers could be found to launch it on its eighth season.

"We are determined that Castle Hill shall become America's summer center for the performing arts," said Wein, "and we intend to make it a showcase for the greatest talents in classical music and the drama, as well as attracting the great names in jazz, folk and gospel music."

Wein said he believed that Castle Hill, with its gracious surroundings, lovely gardens and magnificent view of the dunes and Ipswich Bay, "is a setting unrivaled anywhere in this country. In the 10 years of its existence, the Castle Hill concert series has been supported by a loyal core of sponsors and we feel that now the series is ready to expand its sponsorship."

Wein plans to bring the Kingston Trio, Duke Ellington, Mort Sahl, the Weavers, Malhalia Jackson, the Modern Jazz Quartet and many others who already have been signed. He said he also hopes to make shortly "an astounding announcement in the field of drama that will cap our entire program."

Such classical performers as Isaac Stern, Leontyne Price and Leon Fleisher, who have appeared at Castle Hill in the past, will be featured. Since attendance will be of necessity limited to the 1,700-seat capacity of the Garden and 4,000 in the amphitheater, first consideration will go to Castle Hill sponsors.

**MORE FRANTIC THAN USUAL**

# Academy's Song Nominations Set Off Scramble for Ballots

By JUNE BUNDY

NEW YORK—The announcement last week of the five "best Song" nominations in Hollywood's 1961 Academy Awards competition touched off an even more frantic than usual scramble for votes on the part of the songwriter nominees and their publishers in the form of TV guest shots, trade paper ads and special disk promotions.

The five tune nominees are: "The Green Leaves of Summer," by Dimitri Tiomkin and Paul Francis Webster from "The Alamo"; "Faraway Part of Town," by Andre Previn and Dory Langdon from "Pepe"; "The Facts of Life," by Johnny Mercer, from "The Facts of Life"; "The Second Time Around," by Jimmy Van Heusen and Sammy Cahn, from "The Second Time Around," and "Never on Sunday," by Manos Hadjidakis, from "Never on Sunday."

Playing a particularly active role in the promotion push is the Big Three (Robbins, Feist and Miller), which has two of the tunes, "The Green Leaves of Summer" and "The Second Time Around." At least one Robbins, Feist or Miller song has been nominated by the Academy for the last 24 consecutive years. A total of 38 Big Three songs were nominated during this period and five won an Oscar. During the same period, the Big Three also had some 72 "Best Score" nominations resulting in 11 Oscars. In the "Best Score" category this year, the firm has "The Alamo" and "Let's Make Love."

Although "Green Leaves of Summer" was recorded by more than 50 different artists around the world, the Big Three obtained even more exposure (on the West Coast only) with a special deal whereby two top stars—Frankie Laine and Sarah Vaughan—recorded versions of the tune which were never released for sale by dealers.

Roulette pressed up 500 of the Sarah Vaughan disk and Columbia made up 1,000 of the Laine platter. These records were then distributed only to key deejays and stations in California and members of the Academy. The disks will possibly ultimately be released by Columbia and Roulette in show music albums by the two stars.

**Hit TV, Radio**

Meanwhile, the writer-nominees are making the rounds of radio and TV shows, both local and

network. Cahn and Van Heusen this month appeared on four local shows—Oscar Levant's program and "Comment," on KCOP-TV; KFI's "Swing Years" and Pat Buttram's ainer on KTLA-TV. Previn, Langdon and Mercer participated in several recent segments of "Hollywood Record Room," a new musical discussion TV series on KRCA, Hollywood.

Andre Previn also guested on the Perry Como show last month and played both of his "Best Score" nominees—"Bells Are Ringing" and "Elmer Gantry"—while Eydie Gorme sang his "Faraway Part of Town" tune on the same program. Tiomkin was saluted a couple of weeks ago on ABC-TV's "Music Is My Beat" show, which featured his entire catalog.

Of the writer-nominees, Cahn and Van Heusen have each won three previous Oscars (Two as a team); Paul Francis Webster has won two Oscars, and Johnny Mercer and Dimitri Tiomkin have each won one. Previn is nominated in three different categories this year; Tiomkin in two.

**Previn Conducts**

Previn will again act as musical conductor for the Academy Awards ABC-TV show, when the winners are announced April 17. Bob Hope will emcee the event, with Jane Morgan and Roger Williams already set as guest performers. Miss Morgan will sing "The Second Time Around" and "Somebody" (which she recorded for Kapp). Williams will play "Never on Sunday."

Local trade paper ads are spotlighting glowing testimonies to the various tunes by everybody from Frank Sinatra to Sigmund Spaeth. Sinatra's ad proclaimed, "I believe in backing a winner!" a reference to his new waxing of "The Second Time Around" (The first release of his Reprise label) which hit "The Hot 11" this week in the No. 86 slot.

It's interesting to note that United Artists Pictures, which scored strongly with theme waxings by UA Records on the best selling singles and album charts in 1960, set an Academy Award record this year with 41 nominations. Three of the five tune-nominees are from UA movies—"The Facts of Life," "Never on Sunday" and "The Alamo." Four of the five film score nominees are from UA movies—"The Alamo," "Elmer Gantry," "Exodus" and "The Magnificent Seven."

# Flick Execs Dig Deep Into Disk Artist Ranks For Box Office Attractions; Tap Deejays, Too

NEW YORK — Movie executives are continuing to dig deeper and deeper into the ranks of hot record artists in both the singles and album fields in their never ending search for box-office properties. And a number of important disk jockeys are being tapped as well for roles in upcoming films.

Meanwhile, the current success of movie themes on records and the importance of these hit disks in helping to create excitement about the movies, has caused a scramble

on the part of producers to sign key composers and scorers.

Brenda Lee, Bobby Rydell, and Gene Pitney are the latest young disk stars inked by Hollywood. Miss Lee will make her movie debut in a leading role in "Teddy Bears" for 20th Century-Fox. She has been signed to two films a year for Fox at a starting salary of \$50,000. Rydell's first movie will be "Hill Girl."

Pitney, 19-year-old singer-songwriter who has his first hit — "I Wanna Love My Life Away" — on Musicor, was personally selected by Dimitri Tiomkin to sing the main title theme for the forthcoming UA movie, "Town Without Pity" starring Kirk Douglas. The title tune—penned by Tiomkin, who wrote the movie score — is

also featured in a juke box sequence Pitney's waxing of the song will be used in that scene. Tiomkin is using a 12-piece jazz combo to record the theme.

**Twitty Production**

Meanwhile, Conway Twitty is following Pat Boone and Bobby Darin's lead, and is setting up his own film production company. Twitty will produce and star in an indie picture which will be filmed

*(Continued on page 52)*

# SORD MAHOFFS SET FLA. MEET MARCH 19-20

CORAL GABLES, Fla. —

The Society of Record Dealers of America board of directors will hold its semi-annual meeting here March 19-20. The Sunday and Monday conclave will be headquartered at the University Court Resort Motel and will be officially hosted by Mike Spector, proprietor of Spec's Records here and a former president of SORD.

A prime topic of discussion is expected to be the matter of reorganizing the Society along the lines of regional and local chapters in order to effect better and faster communication. This move would require a change in the by-laws of the organization, which could be set in motion at the meeting.

# Sidney Mills Back With Mills Music

NEW YORK—Sidney Mills, vet music man, has returned to Mills Music as general mechanical manager. He joins brothers Dick and Paul in acting as liaison with a.&r. men of the various recording firms.

Sid Mills had left Mills a few years ago to start his own publishing company. He will continue the active management of these firms, Diana Music, Sidney Music and Diana Records. He will also continue to represent recording artists Sam Hawkins, Vic Just and Bobby Hamilton, in addition to his other duties with Mills.

# Cap Labels Set 32-Album Run

HOLLYWOOD—A total of 32 albums comprise the March release for Capitol pop, Classics, Capitol-of-the-World and Angel. Sixteen LP's are devoted to the pop portion of Capitol's March offering, highlighted by the label's move this month in both the comedy and percussion fields. For its laugh entry, Capitol spotlights comic Bob Melvin's disk debut in an album titled, "Closer, Baby, Don't Fight It." On the drum front, it offers "Wild Stereo Drums!" (On mono, "Wild Hi-Fi Drums!"), featuring percussive talents of Billy May, Les Baxter, Pepe Dominguin, the Drum Brigade and Dickie Harrell.

Other artists represented in the March pop release are Ray Anthony, Nat King Cole, Jackie Davis, Webley Edwards, Jackie Gleason, Pee Wee Hunt, Dave Pell; George Shearing, with Nancy

*(Continued on page 43)*

the pick of the new releases:

# SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

**THE INNOCENTS**

**IN THE BEGINNING** (Blue Indigo, BMI) (2:25)—**KATHY** (Blue Indigo, BMI) (2:30)—The group has had several big outings with Kathy Young and by themselves, and this coupling can keep things going. Both sides are in slow, persistent tempo with a lot of good sound. Side Two could be regarded as a tribute to their former singing mate. Both have a chance. **Indigo 116**

**BOB LUMAN**

**THE GREAT SNOW MAN** (Acuff-Rose, BMI) (2:46)—**THE PIG LATIN SONG** (Acuff-Rose, BMI) (2:26)—Two fine songs by John D. Loudermilk receive a warm and spirited treatment by Luman. Top side is an interest ballad idea while the flip is a cute rhythmic effort. **Warner Bros. 5204**

Country

**JEAN SHEPARD**

**NO ONE KNOWS** (Briarcliff, BMI) (2:22)—**THE ROOT OF ALL EVIL** (Pamper, BMI) (2:05)—Two great sides for Miss Shepard, with the first a solid, medium-beat weeper, delivered with much vitality and heart. Flip is equally well handled and contains a lot of basic country philosophy. Two efforts that can go. **Capitol 4538**

Additional Spotlights on Page 31

# Victor, Capitol & Mercury Slash Album Prices 25%

• Continued from page 1

both mono and stereo. According to Jack Burgess, vice-president of commercial sales at RCA Victor, the firm's 1960 "Save-on-Stereo" sale was repeated at the dealers' request, and was an enormous success. Burgess stated that "dealers reported that it increased their over-all record business and stimulated stereo sales activity enough to really put stereo on its feet. We believe that "The Greatest Sale on Earth" will do more toward revitalizing the interest of the record-buying public, and just as important, the advertising program created for this sale will give record dealers a great opportunity to show customers that a record shop is still the best place to purchase records." Victor will advertise its "Greatest Sale on Earth" (the diskery made special arrangements with Ringling Brothers, Barnum and Bailey for the use of the slogan), in nine national consumer magazines. Through a co-operative advertising program, Victor expects local advertisers to spend \$250,000 on the sale.

Mercury Records Executive Vice-President Irwin Steinberg told Billboard Music Week that he expected the Mercury sale to help dealers move a great amount of product to the consumer by stimulating activity at the dealer-consumer level. He said it would put dealers in a better position to compete with the discount stores. Mercury, too, will work with dealers on co-op ads during the sale, and will work many point-of-sale merchandising items.

To qualify for Capitol's plan, dealers must order a minimum of

100 Capitol LP's and 50 Angel albums, with the free items to be limited to those titles purchased during the program. In addition to the price break, dealers also will receive a 90-day deferred payment benefit, allowing them to pay for their March program purchases in three equal installments, falling due on the 10th of April, May, and June. Capitol's usual 10 per cent exchange privilege and 2 per cent cash discount for prompt payment on the three due dates will remain in effect.

Orders placed under Capitol's February program but not shipped as of February 28, can be canceled to allow dealers to buy the same merchandise under the more favorable terms of the March program.

Capitol moved into the March discount arena with such rapidity, its across-the-board album price slash automatically overshadowed its more conservative deals offered only the week before. A week ago, it announced a one-for-10 Frank Sinatra bonus plan whereby dealers would receive one free Sinatra album for every 10 they buy of his soon-to-be-issued "All the Way" LP or his January-released "Swingin' Session" album. This was disclosed in the February 27 issue of Billboard Music Week, as was the extension of its 10 per cent Angel program. Thus, the new March discount offer supercedes the Sinatra and Angel plans as well as all previously announced Capitol and Angel programs.

Capitol, through the years, has been comparatively conservative in discount drives. The March one-for-three program on all Capitol and Angel LP's and EP's marks "the biggest dealer and consumer incentive ever offered in the company's history," according to Capitol Records Distributing Corporation President Mike Maitland.

Victor's notice to its distributors two weeks ago that it was again initiating a special spring LP sale, caused both Capitol and Mercury to fall in quickly. It is believed by many traders that some distributors leaked the Victor sale information to their big accounts last week since both Goody and Korvette in New York jumped into a 50 per cent off list sale of RCA Victor Records last Monday (27).

Victor is initiating its 1961 sale at a time when it is doing better in the album field than it has for many years. Victor's new Limeliter album, its Sviatoslav Richter LP, its albums of "Wildcat" and "Do Re Mi," and the "Exodus" sound track, plus is normal strong-selling albums by Henry Mancini, Van Cliburn and Elvis Presley, and the Red Seal sets, have jumped Victor solidly back in the album picture in 1961. And, as everyone knows, Victor is currently the hottest company in singles. Victor executives are convinced that this is the time to get their album product into stores in great quantity, and that the sale will help both the record business as a whole and Victor's own.

Many labels checked by Billboard Music Week indicated that they did not want to join Victor, Capitol and Mercury in March sales plans for various reasons. Some have just come off special plans and sales, while others feel they have enough hit albums to keep up their sales. Jay Lasker, sales chief of Reprise, said that he felt the advertising of the three companies would help pull so much traffic into stores that all manufacturers with strong product would benefit.

Howard Judkins Sr., president of the Society of Record Dealers, (SORD), told Billboard Music Week that "We hope that it (the

# NARM Giving Artist Awards

HOLLYWOOD — The National Association of Record Merchandisers (rack jobbers) will present special awards to those artists who delivered the top-selling records on racks during the past year at its annual convention, April 25-29, at Miami Beach's Eden Roc Hotel.

Disk artists scoring 1960's highest total rack sales are Capitol's Kingston Trio (best selling vocal combination), RCA Victor's Elvis Presley (best selling male vocalist) and MGM's Connie Francis (best selling female vocalist).

Records enjoying the highest rack sales: Best selling single, Elvis Presley's "Are You Lonesome Tonight?" (RCA Victor); best selling regularly priced LP, "60 Years of Music, Volume 2" (RCA Victor); best selling economy priced LP, "Mantovani Showcase" (London); best selling EP, Elvis Presley's "Touch of Gold" (RCA Victor).

According to NARM President Harry Goldman, the above were selected according to actual rack sales. Each of NARM's members listed his top sellers on a ballot and these were audited by the Haskins & Sells accounting firm. According to NARM, its 40 members last year handled more than \$50,000,000 in retail record sales.

# Quality Products Need Less Discount Merc Exec Notes

CHICAGO — Quality product combined with de luxe packaging necessitates fewer and smaller discounts, according to Irwin H. Steinberg, executive vice-president of Mercury Record Corporation.

At last week's meeting of Mercury's a. & r. and field sales staffs, Steinberg said the January sales picture indicated quality goods such as Mercury's Perfect Presence Sound Series and Living Presence Sound Series proved the theory that extensive discounts are unnecessary if quality and salesmanship are employed.

Kenny Myers, vice-president in charge of sales, noted the success of Beethoven's "Wellington Victory" as an example of the acceptance of the PPS line. This album was backed by an all-out, extra-budget merchandising and advertising campaign which included window displays, counter cards, catalogs, demo disks and spot-placed high impact and large circulation advertising shots, as well as a four-color plastic stereo department sign.

Mercury, Myers said, will launch phase two of its program with the February 26 package goods release. This release will receive priority push, merchandising material, de luxe packaging and co-ordinated advertising programs, aimed not only at present consumers but also at the new stereo buyers.

Added to the phase two release will be a special deejay mailing of a monaural disk to pop stations, including many new to the list that are showing a tendency to lean toward relief tracks to vary the standard top 40 format.

Victor, Capitol, Mercury March sales) means the beginning of a permanent price readjustment to bring the suggested list price more in line with actual sales practice. However, in regard to this, Burgess at RCA Victor said the price of its records would come back to the regular list price at the end of the sale, and this was confirmed by the Mercury and Capitol executives. Many trade observers feel it is impossible for the large manufacturers to lower their list prices permanently due to their record club commitments.

# MUSIC AS WRITTEN

## New York

Max Silverman, the genial proprietor of the Quality Record Shop in Washington, and his assistant, Gene Levy, have started their own record label, called Frandy. First release, titled "Nobody," with Tibby Hubbard, has already started to garner action in Washington, Nashville and Philadelphia, says Max. . . . Lee Eastman's purchase of Korwin Music (B.M.W., Feb. 27), also includes Pauline Music, the ASCAP firm that includes the Mitch Miller "Sing Along" theme. . . . Discos Fuentes is the exclusive distributor for United Artists Records in Columbia. . . . Vesuvius Records in New Jersey has appointed Duncan Distributors in Cleveland and Disc Distributors in Boston to handle the label.

Nelson Riddle backs Johnny Mathis on the singer's new album "I'll Buy You a Star." Riddle was loaned to Columbia by Capitol for the LP. . . . A new musical, "Kicks & Co.," is due to hit Broadway in the fall. Book, music and lyrics are by Oscar Brown, the highly touted new Columbia artist. . . . Wally Roker, formerly with Fire and Fury labels is now handling national promotion for the hot Scepter label. . . . Ivan Mogull is off to Europe on a four-week trip to acquire new tunes for his Harvard and Ivan Mogul Music firms, and to work on "Pony Time" and "You Can Have Her" abroad. . . . Chubby Checker is making a TV film showing the "Pony Time" dance which EMI will distribute throughout the world with his disk. . . . Harold Herson, New York dance band leader for 30 years, died last week in Ithaca, N. Y. . . . Annette LeVine has joined Bobby Heller's distributing firm in Philadelphia as promotion department chief. Bob Rolontz.

## Hollywood

Gardena Records has signed a nonexclusive deal with the Gary Paxton and Kim Fowley production. Gardena also picked up the Paxton-Fowley master to "Baby, You Got Soul" b/w "All-Night Party," by Johnny Angel, on the P-F Paxley label. . . . Stan ("Ghost Riders in the Sky") Jones' latest, "Sweet Little Lark," was recorded for the Van-Russ label here by the Russo Brothers. Tune is a lullabye.

Liberty Records' national promotion director, Bob Skaff, hits the road on a five-week drum-beating tour of key markets. His itinerary includes Denver, Chicago, Cleveland, Pittsburgh, New York; Hartford, Conn.; Boston, Washington, Baltimore and Philadelphia. At the same label, artist-repertoire's Snuff Garrett signed vocalist Dave Edwards to a recording contract.

Seventeen-year-old singer-actor Ronnie Keith (Leroy on "The Great Gildersleeve" show) has been signed by El Monte Records, with first release coupling "The Little Dog Laughed" and "My Little Susie." . . . Candix Records' head, Bill Silva, is setting up a West Coast disk jockey tour for Lou Rawls to plug his releases. . . . Dot is issuing a special disk-jockey promotional record that includes a Lawrence Welk voice-track saluting the spinners and thanking them for their co-operation. Gab track is included with the disk jockey pressing of "Theme From 'My Three Sons'" b/w "Out of a Clear-Blue Sky." Lee Zhitto.

## Chicago

Delmar Records, jazz label operated by Chicago retailer Bob Koester, has scheduled Albert Nicholas, Art Hodes, barrel-house pianist Speckled Red, and modern jazzmen Jimmy Forrest, Ira Sullivan and the John Young Trio for a series of LP sessions. The label recently added the following distributors: Alpha, New York; California Record Distributing, Los Angeles; United, Chicago; Record Merchandisers, St. Louis; Lesco, Philadelphia; East-Coast, Pittsburgh; Vieux Carre, New Orleans, and Keynote, Cleveland.

Shelby Singleton, Mercury's Southern a.&r. director, will be in Nashville Tuesday (7) when Billy (Crash) Craddock cuts his first single for that label. Singleton plans to be in New Orleans Friday (10) for a Cajun Pete LP session which will be recorded "live" before an audience composed of local dealers and disk jockeys.

Ernestine Anderson (Mercury) cut a single in New York Friday (3), according to Mercury a.&r. man, Clyde Otis. . . . Big Bill Hill, Colt Records, has set Bob Heller and Gene Canter, Record Distributing Company, to handle his firm's Philadelphia distributorship. . . . Jack Russell was re-elected president of the Midwest region of the Artists' Representative Association for the eighth year in a row. Russell was recently tapped as talent co-ordinator for the "Danny Thomas Salute to the Claretian Fathers" show April 26 here. . . . Distributor James H. Martin has returned to the Windy City following a Philly business trip.

Ernie Altschueler, Columbia a.&r. man, was in town last week for record sessions with Inman and Ira, currently at the Gate of Horn, and Johnny Janus, appearing at the Playboy Club. Altschueler also cut a comedy LP with the Kirby Stone Four during a "live" performance at the Playboy. . . . Norman Dolph, Columbia Record Productions, just returned from a Columbia conference in New York. Gloria Manlong

## Nashville

Royce Lee last week produced Chancellor sessions at the Bradley Studio by Nicollet and the Lee Men. . . . Jim Reeves' new RCA Victor album is called "Tall Tales and Short Tempers," and the label's latest album etching by Homer and Jethro is "Songs My Mother Never Sang." . . . The Wilburn Brothers' new Decca release is "Legend of the Big River Train." . . . Fred Foster infos that bass man Bob Moore's "Theme From My Three Sons" is destined to become a top pop instrumental. . . . Chet Atkins recently etched young Jimmy Elledge for RCA

(Continued on page 52)

# Cerulli, Gold to New Victor Slots

NEW YORK—Dom Cerulli has been named to the newly created post of manager, editorial and creation service at RCA Victor. In his new post, Cerulli will be responsible for the co-ordination of album production and packaging and the development of new ideas relating to albums. He will report to George Avakian. Cerulli was formerly press and information executive for single records at Victor, which he joined in 1960 after leaving Warner Bros. He was associate editor of Down Beat and is president emeritus of the MRA.

Also at Victor, Marty Gold was named co-ordinator of all Stereo Action albums to be produced by the company. Gold joined Victor last year as an a.&r. director. He will continue his activities in a.&r. and as a conductor-arranger and recording artist.

# Atlantic-Atco Bows 6 Album Releases

NEW YORK—Atlantic Records has released three new albums, plus three more new LP's on its Atco subsidiary label. The Atlantic packages feature Ornette Coleman, Chris Connor and alto sax star Crawford on his debut LP.

The new Atco packages spotlight three European acts — the Scandinavian vocal duo Nina and Frederik, British Dixieland band Acker Bilk, and Swedish maestro Harry Arnold and his ork, featuring pianist Frank Barclay.

The Nina and Frederik LP, "Nina and Frederik With Louis Armstrong," contains six selections from the sound track of a European movie, "Formula for Love," in which the team appears with Armstrong. Armstrong's vocalist, the late Velma Middleton, is also heard on one track.

# blue moon

OUT TWO WEEKS  
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NO. 2 on WMGM & WABC  
New York Radio Stations:

Marv Browdy  
Cleveland distributor:  
"It's Just Fantastic!"

Gladys Pare  
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"Fastest Selling Record  
Since '48!"

One N. Y. Prog. Director  
Comments:  
"In My 22 Years in  
the Business, This  
Tops 'em All!"

Eddie Rothberg  
Miami distributor:  
"Sorry to Call You at  
Home Saturday—But  
I Need Records and  
Quick!"

Joe Cohen  
Newark Distributor:  
"The Best We've  
Had Since 'The  
Chipmunks!'"

by the  
**marceles**

managed by Julius Kruspir

**colpix cp 186**

**CURRENT SMASH**



**NEXT SMASH**

the  
**skyliners**

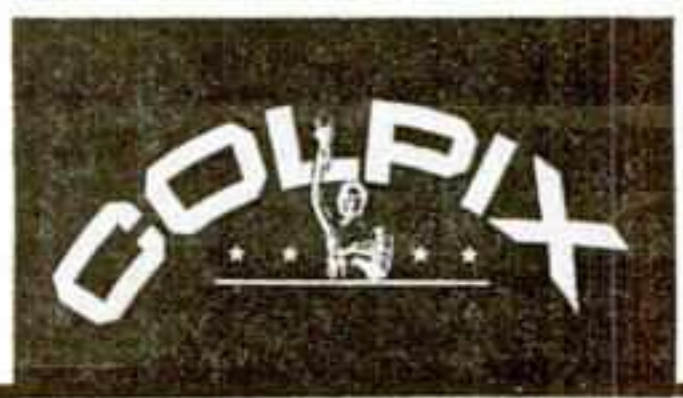
managed by Joe Rock

Consistent Chartmakers (Such as "Since I Don't Have You," "Pennies From Heaven," etc.)

**COMING  
NEXT  
WEEK**

## the door is still open

**colpix cp 188**



NEW

LITTLE

**WILLIE JOHN**  
**"I'M SORRY"**

b/w

**"The Very Thought of You"**

King 5458

and his Smash LP

**"SURE THINGS"**

(inc. hits like Heartbreak, Sleep, A Cottage for Sale and Walk Slow)

KING LP 739

"HIDEAWAY"

by FREDDIE KING, Federal 12401

"BEWILDERED"

by JAMES BROWN, King 5442

1540 Brewster

KING

Cincinnati 7, Ohio

"LEAVE MY KITTEN ALONE"

by LITTLE WILLIE JOHN, King 5452

"LET'S GO AGAIN"

by HANK BALLARD  
and the Midnights  
King 5459

NEW and BIG!

**"LITTLE STAR"**  
**CHUCK BERRY**

Chess #1779

## Permanent U. S. Body Oversees Govt. Agencies

WASHINGTON—A permanent subcommittee on regulatory agencies will replace the defunct legislative oversight subcommittee which held the spectacular payola and TV quiz during the 86th Congress. Chairman Harris (D., Ark.) of the full House Interstate and Foreign Commerce Committee announced last week that he has no intention of "abandoning or neglecting the responsibility" of his committee in the important field of keeping an eye on the major regulatory agencies of the government.

Membership of the new subcommittee has not yet been announced. Harris said he expects to recruit few new staff members, but will utilize the staff of the parent committee.

Although Harris said moves by agencies like the Federal Communications Commission and the Federal Trade Commission to improve effectiveness were a "most encouraging sign," it will be the job of the new overseer group to see that the agency legislation and administration keeps up with the changing times and develops fewer bottle-necks.

Residue from the business of the 86th Congress includes promises by members of the former Special Legislative Subcommittee to examine network programming, including their handling of musical programming, and to determine the responsibility of ratings in forcing broadcasters into top-40 programming.

## ASCAP 1960 Receipts Surpass 1959 Figure By Over \$2.3 Mil.

HOLLYWOOD — Coast membership of the American Society of Composers, Authors & Publishers learned at last week's semi-annual meeting here that the Society's 1960 receipts surpassed its previous year's income by more than \$2,300,000. They also applauded ASCAP's increased recognition of the Coast's importance as revealed by the appointment of a resident representative who will serve as a liaison with the Society's New York headquarters. Furthermore, President Stanley Adams said it was likely that ASCAP's board of review would convene annually on the Coast to hear problems presented by Western members.

ASCAP's 1960 receipts were as follows: It collected from licenses \$31,837,899.61; from U. S. Treasury bills and notes, \$249,590.33; from membership dues, \$110,755.37.

Total receipts amounted to \$32,344,135.31 as compared to the previous year's receipts which totaled \$30,030,967.14.

After expenses were deducted, ASCAP had available for distribution to its members \$26,212,689.78. A total of \$580,716.52 was set aside for payments to foreign performance rights collection societies. In turn, ASCAP distributed to its own members \$2,618,549.43 it had collected for the performance of their works in foreign countries. These countries include Argentina, Australia, Belgium, Brazil, Canada, Denmark, England, Finland, France, Germany, Holland, Israel, Japan, Mexico, Norway, Spain and Switzerland. All collections were settled through 1958, with the ex-

ception of Canada, which paid into 1959.

License payments in the symphonic and concert field showed a \$5,000 gain over the previous year, amounting to \$107,250.73. Treasurer's report was read to the membership by veteran Coast board member, Wolfe Gilbert, in the absence of Treasurer George Hoffman, who couldn't attend the meeting due to illness.

ASCAP is expected to identify its Coast liaison man sometime this month. According to some reports, Harry Garfield was mentioned during a board meeting as a likely appointee. Need for a full-time ASCAP Coast rep has been mounting during recent years, with the increased activity of ASCAP affairs in this area. For some 25 years, Wolfe Gilbert has served the Society in that area here as a non-paid helper. Gilbert, a board member, voted in favor of appointing a salaried rep to handle these affairs since the expansion of this area has resulted in more than a part-time aid can handle.

Pick a winner  
from the new low-cost  
**CLASSIFIED  
MART!**  
coming in the  
**MARCH 27 ISSUE**

Buyers and sellers in the music-coin industry will find this a convenient market place for the best sources of equipment, supplies, services and personnel — serving more than 20,000 buyers, sellers and users of music, records, tape and home entertainment equipment.

# CANNONBALL ADDERLEY'S FIRST POP HIT! JUST RELEASED AND BREAKING BIG AFRICAN WALTZ

by the Cannonball Adderley Orchestra/Riverside 45457/A most unusual instrumental single by the best selling jazz star

One Stops: Title strips available from your local distributor....

Disc Jockeys: If you haven't received your copy yet contact Riverside Records...235 W. 46th St....New York 36, N.Y.

From the top rated Fred MacMurray TV show

Theme from

# MY THREE SOMS

with

## Bob Moore\*

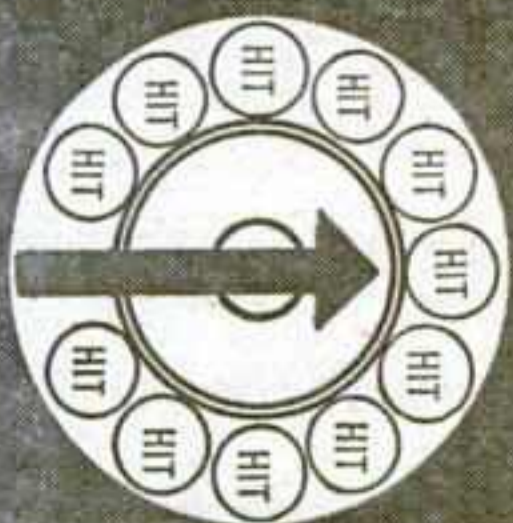
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45-437



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movement up charts  
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\* Responsible for musical backgrounds to all Roy Orbison hits

# U. S. Bill Would Thin Out Income Tax For Creative and Performing Talents

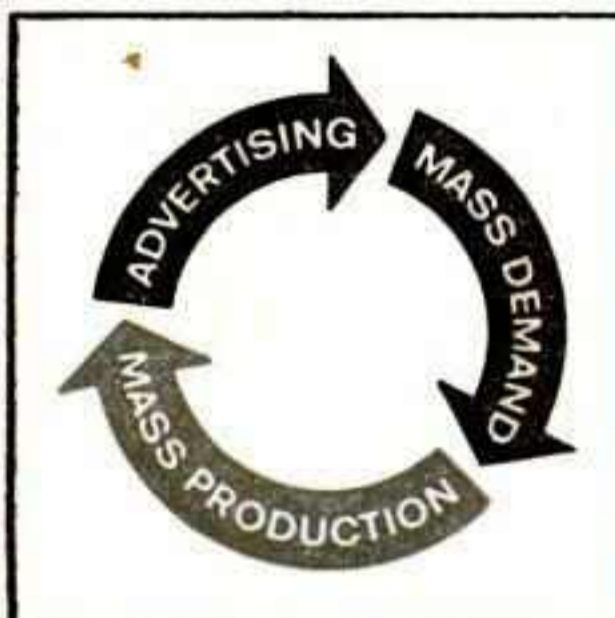
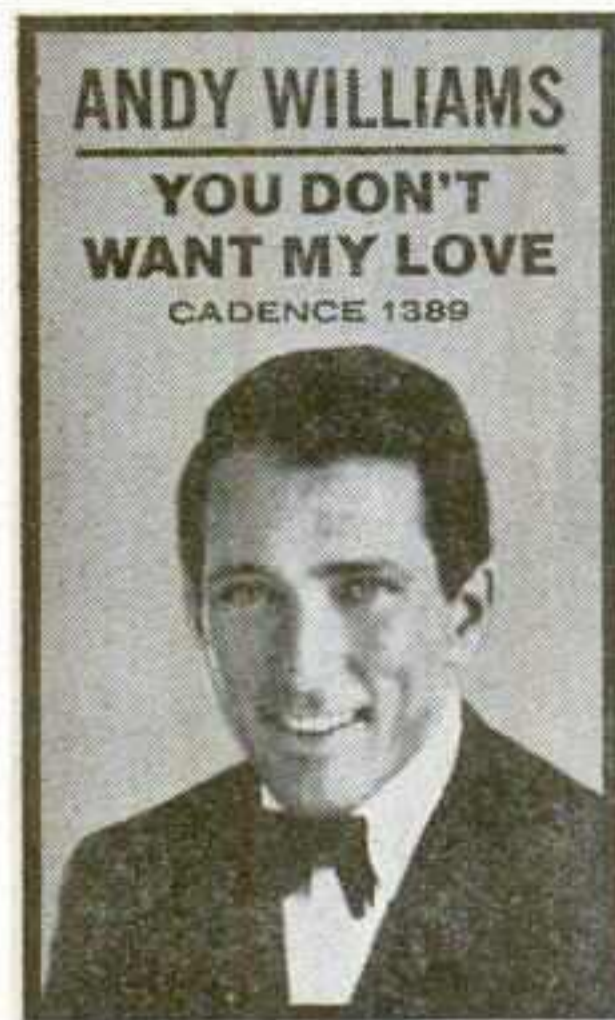
WASHINGTON — Songwriters and other creative and performing talent subject to heavy income tax in windfall years will watch newly introduced legislation to allow tax

spread. An early bird in this field is Rep. Thomas Curtis (R., Mo.), who has offered a bill to extend present provisions in the internal revenue code to permit tax spread for any individual whose income for the current taxable year exceeds 150 per cent of his average income for each of the preceding five years.

Proviso for the back-spread of the tax in the Curtis Bill, H.R. 4816, would result, for example, in a tax base of \$4,500 when actual personal income for that year was \$9,000, while earnings for preceding five years averaged only \$3,000 annually.

Curtis explains details in the somewhat complicated back-spread method like this: "Let us assume an individual whose average taxable income for five consecutive years has been \$3,000. The sixth year he receives \$9,000. His tax liability for the sixth year would be based upon first, 150 per cent of his five-year average, or \$4,500; second, one-sixth of the surplus \$750, for the current year, and third, one-sixth of the surplus for each of the preceding five years. The entire amount which is received is taxed, but a portion of that received in the big income year is referred back to previous years."

The President is known to favor more equitable tax spread for the creative and performing earner, but a bill from the Democratic ranks is more likely to receive action in the present Congress.



Let's Keep Rolling Ahead

# SIMON PICKED AS NARAS EXEC

NEW YORK — George Simon, record producer and former editor of Metronome magazine, was selected this week as the executive director of the Eastern wing of the National Academy of Recording Arts and Sciences (NARAS). This is the first paid post for the organization. Simon's duties will encompass membership drives, radio-TV exposure, publicity and music scholarships.

# Warners Ponder Promo on Wheels

HOLLYWOOD — Warner Bros. Records executives discussed with their district sales managers whether the label should put its fall convention on wheels again this year by chartering a Pullman car and sending it to the nation's key markets. Talks also included WB's spring and fall plans. Meeting was held in Palm Springs, Calif.

Those attending included the label's four district sales managers, Stuart Woodruff (East), Bob Summers (Midwest), Reggie Tobin (South), Fran Howell (West). Also present were promotion manager Don Graham, San Francisco; Eastern operations manager Monroe Glasberg, New York; Western operations manager Gene Benson, Los Angeles; comptroller Ed West, merchandising director Joel Friedman, assistant to the president Herb Hendler, international director Bob Weiss, engineering and recording director Lowell Frank and president Jim Conkling.

# IRS Balks at Cabaret Tax Rule of Federal Court

WASHINGTON—Internal Revenue Service announced last week that it will not follow an appeals court decision relating to which portions of services and refreshments are subject to the cabaret tax.

In the Bush's, Inc., decision, handed down by the Seventh Circuit, it was held that services and refreshments furnished to patrons after entertainment terminated were not subject to the levy, that those furnished during the entertainment period were properly taxed, and that those furnished before the entertainment period were properly taxed only to the extent paid for during or after the entertainment period.

IRS pointed out that under the Internal Revenue Code of 1954, the tax applies to all amounts paid for admission, service, refreshment

or merchandise by patrons of a cabaret who are entitled to be present during any portion of the entertainment furnished by such an establishment. The service held the position that amounts paid under the circumstances of this case for pre-entertainment sales to patrons who are present during any portion of the entertainment are specifically taxable under the law and applicable regulations, regardless of when paid, and that a similar result is called for in the case of post-entertainment sales furnished to patrons who were present during any portion of the entertainment.

IRS said it will not ask the Supreme Court to review the decision, but will take an appeal to the Eighth Circuit.

# Europe Networks Set Song Contest

PARIS—The radio and TV networks of France, Switzerland, Belgium and Canada organized an international contest of French songs for composers and French language authors residing in these countries. A total 1,778 songs have been sent in. French RTF received 818 songs; Switzerland, 160; Belgium, 200, and Canada, 600. National selections will take place in each country to select the three best songs. France's finals will take place at the Salle Pleyel, March 10. International finals will take place the week of March 17. There are 10,000 Swiss francs for the winning writers.

# Dot to Issue 7 Singles as First Compact Release

HOLLYWOOD — Dot Records will issue seven singles as its first compact 33 release.

Disks include some of the label's top sellers of the past: Tab Hunter's "Young Love" b/w "Ninety-Nine Ways"; Billy Vaughn's "Melody of Love" b/w "Sail Along Sil'vry Moon"; Pat Boone's "Oh, What a Feeling" b/w Love Letters in the Sand"; Louis Prima and Keely Smith's "Bei Mir Bist Du Schoen" b/w "Tea Leaves"; Debbie Reynolds' "Am I That Easy to Forget" b/w "City Lights"; Dodie Stevens' "Pink Shoe Laces" b/w "No."

Release will be out next week. It will be monaural only.



first . . . "WHEELS"



NOW . . . their latest smash!

# THE STRING-A-LONGS

# BRASS BUTTONS

b/w PANIC BUTTON

M-625

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DO YOU HEAR THAT "WONDERFUL" SOUND?



Keeping The Drifters' chain of hits unbroken!

"SOME KIND OF WONDERFUL"

(A Lieber-Stoller Production)

by

The Drifters

b/w

"HONEY BEE"

2096



ATLANTIC RECORDS

# TALENT TOPICS

## NEW YORK

Perry Como flew to Chicago last week with his producer, Nick Vanoff; director, Dwight Hemion; musical director, Mitch Ayres, and set designer, Gary Smith. Como may do one of his TV shows from the Windy City. . . . Jimmie Rodgers will open at the Statler Hilton in Dallas March 9. . . . Annette will star in the new Walt Disney version of Victor Herbert's "Babes in Toyland." . . . Maynard Ferguson and ork are now at Birdland in New York. . . . The Joe Bushkin Trio and the Buck Clayton Quartet open at New York's Embers Monday night (6). . . . Art and Dotty Todd have signed with Decca.

Jo-Ann Perry is visiting deejays all over the East plugging her Glad record of "Cool Cat." . . . Johnny Gilbert, Dot artist, opened at the Bonfire on Long Island, New York, for a two-week stand. . . . Roger Williams and Jane Morgan will both appear on the next "Oscars" TV spectacular. . . . Lionel Hampton and ork are now in Europe on a seven-week tour of the Continent. On April 13 the band opens at the Flamingo in Las Vegas. . . . Thrush Mitzi Mason has signed with the Strand label.

Bob Rolontz

## HOLLYWOOD

Sam Cooke's British West Indies tour has been extended an additional six days, taking him through March 29. Appearances in Jamaica, Montego Bay and Kingston reportedly are sellouts, with the advance surpassing \$45,000. Cooke broke records in the Indies during his tour last year. He opens a week's run at the Howard Theater, Washington, Tuesday (7), prior to starting his island tour March 14.

Billy Eckstine, following his run at Reno's Riverside Hotel, has signed a new pact with Las Vegas' Dunes calling for 16 weeks during this year. He starts a four-week stand at the Vegas spot March 20, with six-week stands scheduled

for the summer and later this year. . . . Bill ("Jose Jimenez") Dana has been set for New York's Basin Street East, sharing the bill with Ella Fitzgerald, April 13-29; Chicago's Mr. Kelley's, May 8-28, and Minneapolis' Freddie's, June 12-25. He makes his Hollywood debut at the Crescendo Wednesday (8), which is only his second night club appearance anywhere.

Frankie Avalon, now getting co-star billing in 20th Century-Fox's "Voyage to the Bottom of the Sea," has been booked for a 15-day tour of South America starting June 12. This is in addition to a 10-day run at Three Rivers Inn, Clay, N. Y., starting May 5; two weeks at the Latin Casino, Merchantville, N. J., starting May 29, and an Easter-week date at Mimai's Eden Roc.

Lee Zhito

## CHICAGO

Ahmad Jamal and his trio, Anita O'Day, and Woody Herman and his orchestra head a one-night performance of "Jazz Opens McCormick" at the 5,000-seat McCormick Place Theater Saturday (18). Others on the bill include the Northwestern University Jazz Workshop lab band led by Ken Bartosz, and the Melodons of Notre Dame High School in Niles under the direction of Father George Wishirchen, C.S.C., known as "The Swingin' Padre." . . . Paul Bannister, Associated Bookings, has set Les Brown and his orchestra and the Dukes of Dixieland for the Boat Show at the McCormick Place Theater March 24 through April 2. . . . Ray Charles will play the McCormick April 2-14 as part of his Midwest concert tour.

Dinah Washington (Mercury) is currently holding forth at Roberts Show Lounge. . . . Brook Benton (Mercury) opens at Sciola's in Philadelphia tonight (6) for a one-week engagement. . . . The Chin Twins, Cleo and Carol, open at Mangam's Chateau March 20. This singing and

dancing duo was formerly with WBBM - Radio, where they appeared on a number of that station's shows, including "P.M. Party," "The Josh Brady Show" and the "Lunch-noon Show." . . . Bob Atcher (Capitol) has joined "The New WGN Barn Dance" show which will be heard weekly (8-9:30 p.m.) beginning Saturday (11) on WGN-Radio. Bobby Hendricks (Mercury) may soon be wearing army khakis. He takes his physical in mid-March. . . . Folk singers Bob Gibson and Bob Camp, currently at the Playboy Club, will cut an LP for Elektra Records during a "Live" performance at the Gate of Horn later this month.

Gloria Manlong

## NASHVILLE

Minnie Pearl and hubby, Henry Cannon, hosted a dinner party for Tennessee Ernie and Betty Ford Wednesday (1) at the Cannon home. Guests included Gov. Buford Ellington and wife, Katherine; Eddy and Sally Arnold, Grandpa Jones and spouse, Ramona; WSM-Radio's John McDonald and wife, Evelyn, and the Jordonaires and wives. . . . Mary Reeves joined hubby Jim in Oklahoma City last week but returned here over the weekend to head for Chattanooga and league bowling as a member of the Jim Reeves Blue Girls. . . . Capitol's Faron Young returned from Florida last week and heads out right away on a 9,000-mile tour. His new release, "Hello, Wall," is reportedly getting good action.

RCA Victor arranger Anita Kerr has a brand-new harpsichord in her brand-new office at the RCA Victor Studio here. . . . New receptionist at the RCA Victor Studio is attractive Polly Roper. . . . Chet Atkins is skedded to guest on Eddy Arnold's "Today on the Farm" over NBC-TV March 11. . . . Owen Bradley and wife Katherine vacationed in

(Continued on page 53)

## CONCERT REVIEW

### Garner's Old Favorites Pleasing

Erroll Garner stuck mainly to his old album favorites as he played to a near-capacity audience at the giant Civic Opera House in Chicago last Saturday evening (25), and judging from audience reaction, it was exactly what the crowd had come to hear.

The maestro retains every bit of the imaginative, light-fingered styling that has made him the popular artist he is today.

In his concert offerings, he used the standard Garner format—starting and ending each number with a melody, but in between going through a wide range of improvisation that seldom lacked for imagination and often, daring.

If criticism is to be made of the performance, it would have to be of the lack of variety—the certain sameness bordering on monotony that Garner's playing assumes after a couple of hours. With the exception of an interesting bass solo by Edward Calhoun, and a very delicate brush ride by percussionist Kelly Martin, the program was all Garner. And perhaps the old cliché about too much of a good thing could have some application here.

### LEE LOEVINGER TO ANTITRUST

WASHINGTON — The President's choice of Lee Loevinger, currently a member of the Minnesota Supreme Court, to be head of the antitrust division of the Justice Department will be of special interest to the members of the American Society of Composers, Authors and Publishers.

Dissident ASCAP publishers are trying for a reopening of the Justice-ASCAP consent-decree negotiations which were finalized under the division's former acting antitrust chief, Robert Bicks. (Billboard Music Week, February 13.)

Loevinger is known to be well acquainted with antitrust problems of small business and has testified before congressional committees on these matters. Loevinger has a background of five years with the antitrust division, 1941-1946, and was appointed to his present court position by Secretary of Agriculture Orville L. Freeman when the latter was governor of Minnesota.

### King Records in 2 for 1 LP Sale

CINCINNATI — King Records unveiled a special, two-for-the-price-of-one album deal on a series of European-made packages last week. Under the deal, the factory has prepacked a series of albums in sets of two LP's, each pack of which is offered at the suggested price of \$3.98. The sets feature European orks performing pop, mood and concert material.

### Songs of Italy Festival At Carnegie Hall Tabs 'Realta' for Top Place

NEW YORK—A song composed and sung by Claudia Villa named "Realta" (Reality) took the prize at the "Second New York Festival of Italian Songs" held at Carnegie Hall last week. Villa Records in America for the Coral label and the song is published by Curzi of Italy.

Second place went to "Il Sole Non Tramonta" (The Sun Will Not Go Down), sung by Capitol's Luciano Virgili. It is published by National Music. "La Tua Conzone" (Your Song), "Non Dimenticarmi Troppo Presto" (Don't Forget Me Too Soon), and "Un Litro Di Felicità" (A Full Quart of Happiness) finished in the three, four and five positions. They were sung by Rosella Masegaglia, Tonina Torreilli, and Ernesto Bonino respectively.

The three-day fete, which ran last weekend (17-19), was staged by Landi Enterprises, Inc.

### Ouster by AFM May Be Resisted

PHILADELPHIA—Any attempt by the national body of the American Federation of Musicians to oust the Executive Board of Local 274, the all-Negro affiliate in Philadelphia, will be stubbornly resisted, said some of the local officers following receipt of a directive from Stanley Ballard, International secretary.

The directive stated that the AFM International International Executive Committee found the local board and James Shorter, local president, guilty of charges brought against them by James Adams, a former Local 247 president, and to show cause why they should not be removed from office. All well known among the city's top music makers, the board members named include Stanley Peters, Paul Mack, Kames (Coatesville) Harris, Augustus Johnson, Linwood Johnson, William (Gabe) Bowman, Joseph Thomas, Harry (Skeets) Marsh Jr., and Charles Gaines. The action climaxed a feud of long standing among factions of Local 274.

Adams, the immediate past president, charged in his complaint that the new president and executive board operated the Philadelphia local with no regard to prescribed rules and regulations of the union. He alleged the board paid out moneys without authorization and usurping the powers and rights of members. The president and board are charged with "conspiring to permit the president" to evade the minimum man law and wage scale.

Other charges alleged against President Shorter included failure to have financial reports read to the local, failure to appoint a committee to handle the Music Performers Trust Fund, acting as a business agent in defiance of union directive in 1955 outlawing officials acting as business agents, among other alleged violations.

### Chuck Berry Sets Fun Park Opening

ST. LOUIS—Chuck Berry, the rock and roll star who recently shuttered his nitery downtown here, is opening an outdoor park in Wentzville, Mo., about 20 miles from here, around Decoration Day. Berry Park is a 30-acre site, purchased this winter by the Chess recording ace. Berry intends to put \$100,000 into features, such as a swimming pool, barbecue pits, a ballroom and a picnic grove.

Berry, currently one-nighting through Jamaica, B.W.I., returns to the States to continue working one-nighters, with March primarily a series of dates at fraternity parties in Southern universities, such as the University of Georgia, Georgia Tech and the University of North Carolina.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Johnny Meder, of WBCH, Hastings, Mich., heads up "Hastings Jamboree," broadcast live each Sunday, 3-5 p.m., from the stage of the new Hastings Theater there. Regulars include Don Holly, heard on Skippy Records; Johnny Colmus and the Starliners, and Pat Boyd, fem deejay and country thrush on WLAV, Grand Rapids, Mich., with guests Danny Mack, Don and Phil Pennington, Judy Thomas and Ray Ford and the Echo Valley Boys, of Coldwater, Mich. . . . Joe Taylor, president of the Association of Country Musicians and Entertainers, announces that the organization will hold its annual banquet for members and guests at Steele's Maples Club, Fort Wayne, Ind., at which time an election will be held to name a new board of directors. The newly elected board members will then nominate and elect from their number the officers for the coming year.

A country music package featuring Lester Flatt and Earl Scruggs

plays Emery Auditorium, Cincinnati, March 26, with the promotion handled by Jimmy Skinner and Lou Epstein, of the Jimmie Skinner Music Center, Cincinnati, in association with Ray Scott, of WNOP, Newport, Ky. Skinner is presently enjoying success with a special package of blue-grass recordings being merchandised over a number of top c.&w. stations on a per-inquiry (PI) basis. Stations include WCKY, Cincinnati; WWVA, Wheeling, W. Va.; KXEL, Waterloo, Ia.; XEG, Fort Worth, and about a dozen others. . . . CFIO-TV, Toronto's new television outlet, features a half-hour country show every Saturday night, with the old-time fiddle expert, King Ganam, and his Sons of the West in the spotlight. Vocalists are Wes Chapman and Pat Bradley. In the guest shot the last several weeks has been Orval Prophet, of Ottawa, who records for Decca under the name of Johnny Six.

Columbia Records last week released a new Johnny Horton record, "Sleepy-Eyed John" b.w. "They Can Never Take Your Love From Me." Johnny cut the sides shortly before his untimely demise. . . . Tillman Franks has just taken

over the exclusive management on Claude King, who is slated to cut his first session for Columbia soon. . . . Jimmy Smart, presently being heard on the Plaid label with the tune, "Shorty," is working the Atlanta sector with his new group billed as the Country Cavaliers. With Smart are Cliff Regan, steel; Vernon Maney, piano; Carl Queen, bass, and Hoyt Estes, lead guitar.

Lorrie Collins, of the Collins Kids, heard on Columbia Records, presented her husband, Stew Carnall, manager of Johnny Cash, with a daughter at Cedars of Lebanon Hospital, Hollywood, February 22. . . . Tommy Cash, Johnny Cash's younger brother, is hitting the c.&w. trail in Germany with his group, the Hometowners, with Danny Star. Tommy, an Army Sp5, does a five-a-week c.&w. platter show over the 63-station American Forces Network from the headquarters station at Frankfurt, Germany. . . . Mrs. Jimmie Rodgers is recuperating from recent surgery at her home, 142 Montclair, San Antonio.

Howard Reed, of Galaxie Artists, has a package featur-

(Continued on page 53)

*you're hearing it everywhere...*



*the new hit by*

*the* **MCGUIRE  
SISTERS**

**JUST FOR OLD TIME'S SAKE**

*Orchestra under the direction of DICK JACOBS*

**62249**



Shucks.  
How can I hear  
PATTI wail  
with those dern  
Cash Registers  
making all  
that Noise!

**A CITY GIRL  
STOLE MY  
COUNTRY BOY**



**PATTI'S** powerful  
bid for #1  
WATCH IT CLIMB!

**PATTI PAGE**

**A CITY GIRL STOLE  
MY COUNTRY BOY**

b/w DONDI  
No. 71792

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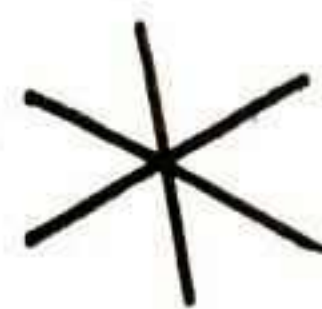
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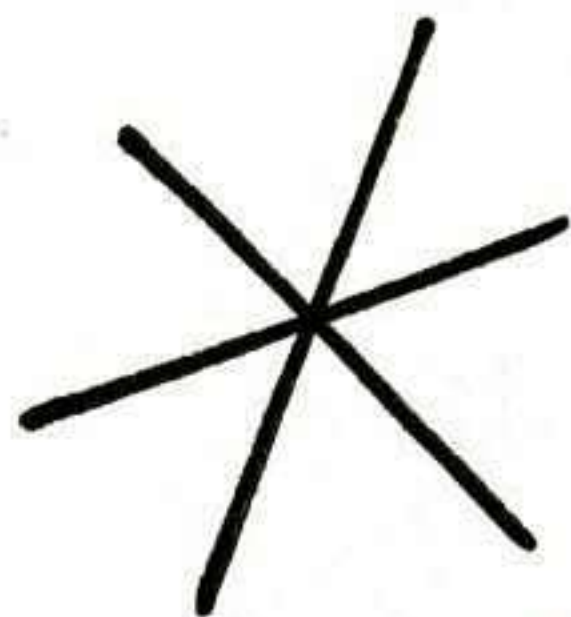
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OF A SMASH!*



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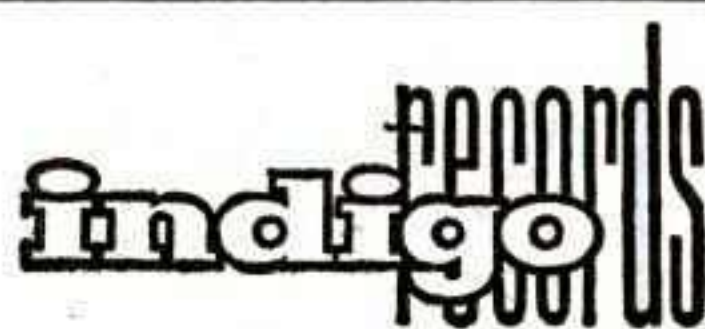


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**\* SMASH! SMASH! SMASH!**

**"HAPPY BIRTHDAY  
BLUES" Ind. 115**



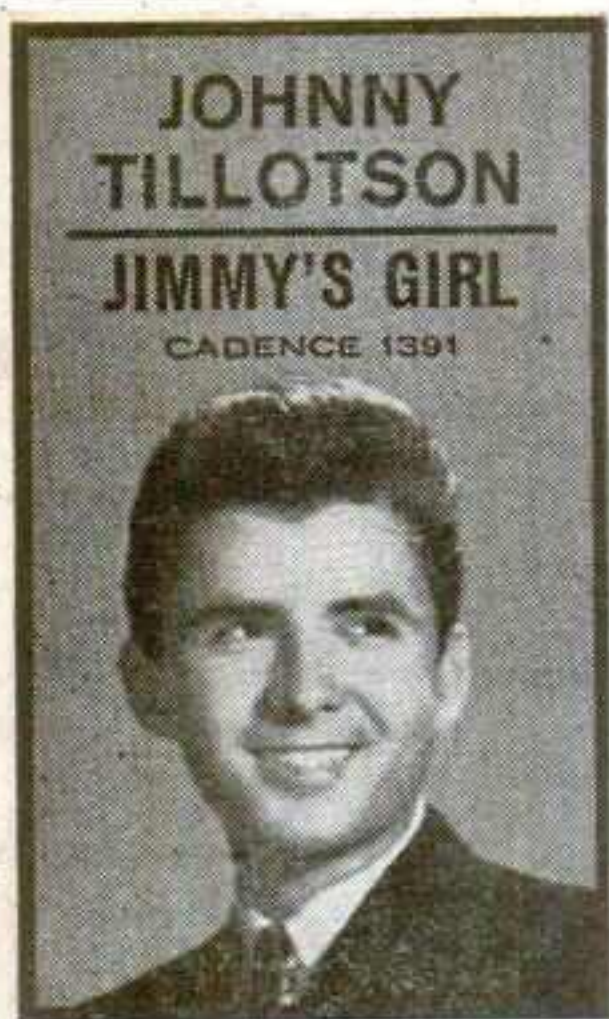
*"The Cinderella"*

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**MATCH OF THE YEAR!**

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to listen to "KATHY YOUNG FINDS THE INNOCENTS GUILTY"**

**NOW AVAILABLE!**



SCANDIA WINNERS

Scandinavians Unexcited By Eurovision Entrants

By TED WOLFRAM  
COPENHAGEN — The Eurovision annual pop song competition, "Melodi Grand Prix," has not aroused any great enthusiasm or optimism in the "durability" of the tunes that were winners in Scandinavia. Most of the singers who took part did a good job selling the songs, but critics were inclined to be cynical as to their quality. Intermittent heavy fogs during February snarled all forms of communications so that it has been difficult to get an accurate

report of all the Scandinavian finals.

Copenhagen scribes gave good coverage to the finals of Denmark, which took place in the theater at Frederica. The winner was 61-year-old Axel Rasmussen, who wrote both the melody and lyrics of "Angelique," the winning tune. He is a disabled person as result of football and auto accidents and was unknown until the night of February 18, when the final was sent out over the TV and radio networks.

Dario Campeotto sang the song and both he and the composer have been receiving offers of contracts from music publishers and record firms. Otto Brandenburg, Birthe Wilke, Raquel Rastenni, Grethe Sonck, Katy Bodtger, Gustave Winckler and Pedro Biker were the other singers taking part in the final. All handled their songs well and netted plaudits—but the hit of the evening was the singing of Svend Saaby's Chorus, an added attraction.

No detailed reports of the final in Finland which took place February 12, are available. The Swedish finals were held in Stockholm, February 6. Siw Malmquist sang the winning song, "April, April," which was written by Bobby Eriscon, who also was the composer of the tunes which won second and fifth spots. Lill-Babs (Svenson), Lilly Berglund and Lasse Lohndahl were also among the singers.

The finals in Norway were held Monday (27), in Oslo, with Grynnet Molvig, Svein Nielsen, Solvi Wang, Per Asplin and Nora Brockstedt singing the songs.

Wind-up of the competition takes place in the French Riviera resort town of Cannes, March 18.

NEW REPRISE 45 DUE THIS WEEK

NEW YORK — The second single on Reprise Records coming out this week features the Link Eddy combo in an instrumental waxing titled, "Big Mr. C." The platter was cut by Eddie Cobb (of the Four Preps) and Lincoln Mayorga.

Phillip Skaff Tops Independent Sales Division of Kapp's

NEW YORK — Kapp Records has established an independent sales division and the man named to head the operation is Phillip Skaff. The 28-year-old appointee left his position of sales manager of Milt Salstone's M & S Distributing in Chicago to take over the new slot.

Company spokesmen believe this is the first time an indie disk organization has set up its own separate sales division. The division will incorporate individual departments of promotion, merchandising and advertising.

Skaff, described by head man, Dave Kapp, as "a young man with new ideas that will keep time with today's market," replaces Jay Lasker, who recently departed to take the post of sales chief of Frank Sinatra's Reprise Records.

One of Skaff's first acts was to name Joe Cerami as national sales manager for Kapp. Cerami, who became Kapp divisional sales chief out of Cleveland last August, has also been a retailer and a juke box operator and was active with the Capitol Records Midwest sales organization.

70 Tradesters Train to Bristol For 'Music Man'

LONDON—In one of the most unusual — and costliest — stunts ever staged here for a musical, impresario Harold Fielding hired a train to take 70 deejays, producers and other music personalities from London to see the out-of-town try-out Saturday (4) of "the Music Man," which he is presenting.

It is Fielding's first presentation of a transferred Broadway show. The show was on try-out at Bristol, 119 miles away. Fielding therefore decided to transport the music business to the show as he could not take it to them. As an added gimmick he hired British Railways' latest luxury 'diesel,' the Bristol Pullman which doesn't normally run on Saturdays. It was the first time it had been used for a private party.

The cost was estimated at between \$4,480 and \$5,600, most of which was being met by Fielding. EMI Records was also making a sizable contribution. The firm has the Broadway original cast album on Capitol and will record the London cast March 19, produced by Norman Newell, for HMV release. Frank Music, the publisher, was also meeting a substantial part of the cost. It is the first time a record firm and a publisher have joined with a producer to such an extent in a similar promotional venture.

So far, there are 23 disks issued containing music from the show. Most attention has been centered on singles of "76 Trombones" by the King Brothers (Columbia) and Edmund Hockridge (Pye).

The show lead is being played by Van Johnson, returning to the stage for the purpose. He is the only American in the cast.

Jack Scott Joins Cap Artist Roster In Exclusive Pact

HOLLYWOOD — Singer-composer Jack Scott has joined the Capitol Records artist roster on a long-term, exclusive basis. Scott formerly was with Carlton and Top Rank labels and has several million sellers to his credit (Carlton's "My True Love" and Top Rank's "What in the World's Come Over You").

Capitol may reissue some of Top Rank's Scott releases, as the artist owns three LP's (Top Rank's "The Spirit Moves Me," "I Remember Hank Williams" and "What in the World's Come Over You" albums) and seven previously released singles.

Scott, who has written most of the tunes he has recorded, is currently preparing original material for his first Capitol recording session skedded for the near future.

Pat Boone to Record Album With Collegians

ABILENE, Tex. — Pat Boone, the singer, will record an album of 12 hymns and spiritual songs with the Abilene Christian College A Cappella Chorus.

Boone will record the music with the choir in Los Angeles March 28 when the Abilene singers are touring the West Coast. Royalties from sale of the records will benefit the college.

THE SAOUNDS THAT MAKE LP SALES ARE ON ATLANTIC

\$4.98 mono 1300 SERIES \$5.98 stereo

Ornette Coleman

THIS IS OUR MUSIC

#1353

Hank Crawford

(The highly-praised alto saxophonist in the Ray Charles band)

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#1356

\$3.98 mono 8000 SERIES \$5.98 stereo

Chris Connor

A PORTRAIT OF CHRIS

#8046

UA Notes 300% '61 Billings Boost

NEW YORK — United Artists Records will show an increase of more than 300 per cent in its gross billings for the first two months of 1961 as compared to the same period last year, according to Vice-President General Manager Art Talmadge.

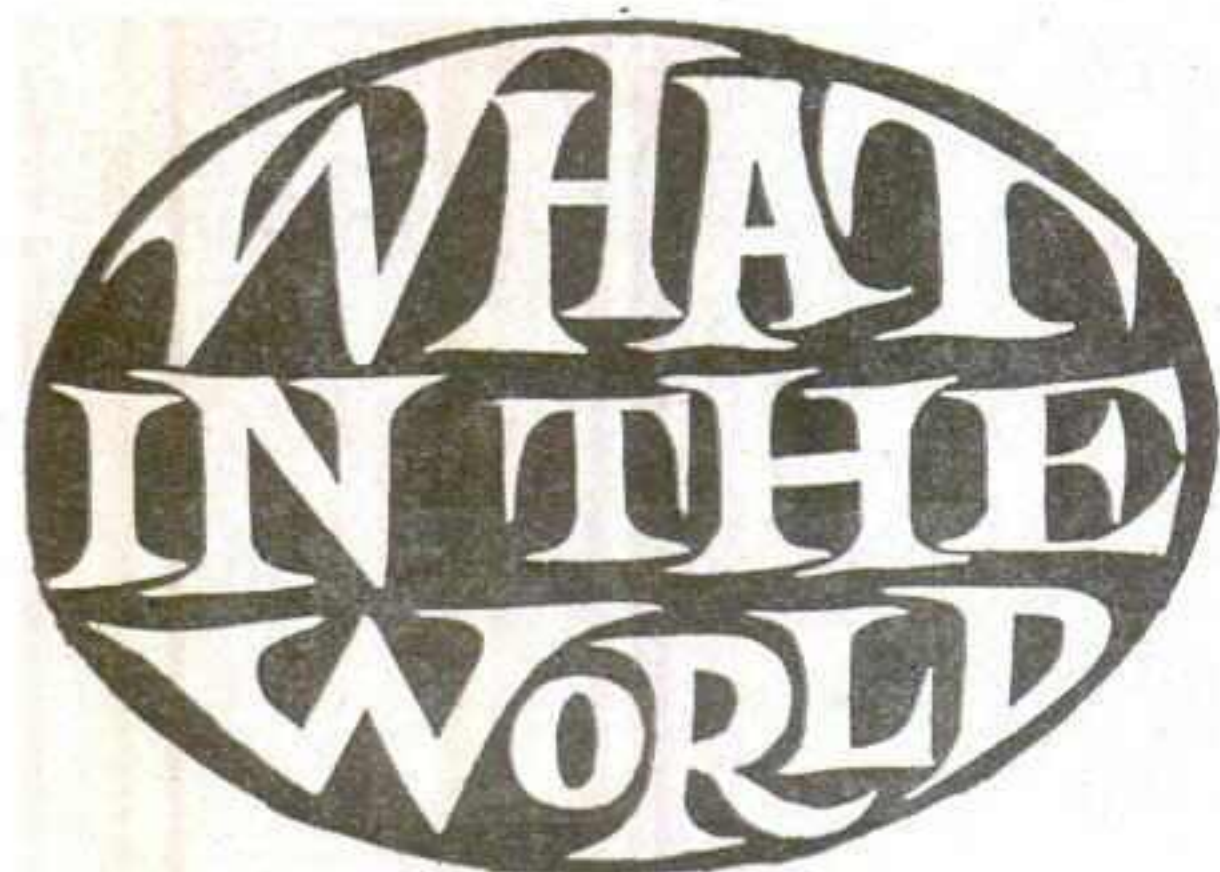
Talmadge noted that these figures do not reflect the market upswing in foreign sales which have also occurred and which are keeping pace with domestic growth of the firm.

Ferrante and Teicher have played a major role in this growth. The piano team's single "Exodus" has passed the 1 million sales mark and their "Great Motion Picture Themes," largest album seller in UA's history, has gone over 3,000,000, while their new album, "Latin Twin Pianos," is UA's fastest breaking LP to date.

Anita Bryant Due 3 Days' Session

NEW YORK—Carlton Records is planning a busy, three-day recording session for star vocalist Anita Bryant. The thrush will take time out in the near future, to record four new albums composed of some 48 tracks for release in the fall.

These new albums will figure prominently in a distributor package deal, the same as did Anita's last two albums which were released simultaneously for January's "Anita Bryant Month" promotion.



... Is the most potent exploitation and sales package ever offered a recording artist ... anywhere?

See page 15

Watch Them Climb  
IT'S SO WONDERFUL  
Prediction—A HIT!  
Sylvia Saynt on Columbia

LET YOUR LIPS TELL ME  
Prediction—A HIT!  
Julius La Rosa on Kapp Records

(When You're Young And)  
ONLY SEVENTEEN  
Prediction—A HIT!  
Frank D'Rone on Mercury

B. F. WOOD MUSIC CO., INC.  
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Stanley Mills, Prof. Mgr.

Mills Music  
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CORRINA, CORRINA  
Ray Peterson (Dunes)

MOOD INDIGO  
Floyd Cramer (RCA-Victor)

GIRL OF MY DREAMS  
Marty DeRose (MGM)

Mills Music, 1619 Bway., New York 19

on 20th FOX

ALL YOU HEAR IS BEAUTY

SONGWRITERS

We'll Listen  
RUSS MILLER

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 PRESENT  
**ALL-TIME GOLDEN FAVORITES**  
**EVERY SONG IN EVERY ALBUM**  
**A ONE-IN-A-MILLION HIT**

**THE GOLDEN FAVORITES OF**

**THE FOUR ACES**

DL-4013

**ELLA FITZGERALD**

DL-4129

**LAWRENCE WELK**

CRL-57353

**THE AMES BROTHERS**

CRL-57338

**RED FOLEY**

DL-4107

**KITTY WELLS**

DL-4108

**TERESA BREWER**

CRL-57351

**THE MILLS BROTHERS**

DL-4084

**JACKIE WILSON**

BL-54058

**BING CROSBY**

DL-4086

**WEBB PIERCE**

DL-4110

**THE MCGUIRE SISTERS**

CRL-57349

**LENNY DEE**

DL-4112 DL-74112 (Stereo)

**ERNEST TUBB**

DL-4118 DL-74118 (Stereo)

**KITTY WELLS & RED FOLEY**

DL-4109

**SEE YOUR LOCAL DECCA DISTRIBUTOR**





**AL HIRT'S "JANINE"**  
**FIRST SINGLE** -7854

He's new! He's magnificent! A complete show-stopper on tours in Vegas, Chicago, New Orleans, plus appearances on top TV programs like the Dinah Shore and Perry Como shows. Breaking at the same time, his first album, "Al Hirt—The Greatest Horn in the World." Stock both big!

**RCA VICTOR**  
RADIO CORPORATION OF AMERICA

ASK YOUR DISTRIBUTOR ABOUT COMPACT 83. THE NEWEST IDEA IN RECORDS.

ITALIAN NEWSNOTES

'61 San Remo Relatively Quiet

By Sam'l Steinman

Piazza S. Anselmo 1, Rome

The top surprise of the 1961 San Remo Song Festival is that it ended with less controversy than any of its predecessors...

Luciano Tajoli, a popular Italian singer who has been heard in the U. S., and elsewhere throughout the world but who never competed before in the Festival...

On the distaff side, Milva, who has been in the shadow of Mina these past two years...

It has been suggested that next year only four songs be dropped each of the first two nights instead of six...

By postponing the final result for a week, all records sold big instead of only the three leaders as in the past...

seem to be CGD, Juke Box, Durium, Music and Cetra.

The Song Festival out of the way, San Remo is clearing the decks for its annual jazz festival, March 3-5...

Mario Lanza, who remains a big seller with RCA Italiana, has had four of his Neapolitan songs issued on stereo 45...

New Releases

Nicola Arigliano has just had his first four sides, two in Italian and two in English, chosen for release by Capitol...

Talent Tours

Domenico Modugno, whose musical stage appearance in "Rinaldo in the Field," has now been postponed until next fall...

Personals

Betty Curtis will sing the San Remo Prize-winner, "From Out of There" at the Eurovision Song Prize event at Cannes March 18.

Best-Selling Pop Records in ITALY

Week ending March 3, 1961 (Courtesy Musica e Dischi, Milan)

Last This Week

- 1 1 24,000 BACI-Adriano Celentano (Jolly); Little Tony (Durium)
2 2 AL DI LA'-Luciano Tajoli (Juke Box); Betty Curtis (CGD)
3 3 COME SINFONIA-Pino Donaggio (Columbia)
4 4 IL MARE NEL CASSETTO-Milva (Cetra)
5 5 CAROLINA DAI-Sergio Bruni (Voc del Padrone); Rocco Granata (Bluebell)
6 6 UN UOMO VIVO-Gino Paoli (Ricordi); Tony Dallara (Music)
8 7 LE MILLE BOLLE BLU-Mina (Italdisc)
9 8 IL PULLOVER-Gianni Meccia (RCA)
7 9 WHAT A SKY-Nico Fidenco (RCA)
10 10 NON MI DIRE CHI SEI-Umberto Bindi (Ricordi)
15 11 JEALOUS OF YOU-Connie Francis (MGM)
16 12 PER UN ATTIMO-Pippino Di Capri (Carisch)
10 13 ARE YOU LONESOME TONIGHT?-Elvis Presley (RCA)
12 14 LES ENFANTS DU PIREE-Dalida (Barclay)
13 15 MANDOLINO, MANDOLINO-Sergio Bruni (Voc del Padrone); Teddy Reno (Galleria del Corso)
18 16 THE GREEN LEAVES OF SUMMER-Nelson Riddle (Capitol)
14 17 LOOK FOR A STAR-Garry Mills (Top Rank)
20 18 TAKE ME TO YOUR LADDER-Buddy Clinton (Top Rank)
19 19 MILORD-Dalida (Barclay); Edith Piaf (Columbia)
17 20 IL CIELO IN UNA STANZA-Mina (Italdisc)

FRENCH NEWSNOTES

R.&R. Fans Cheer in French

By EDDIE ADAMIS

92 Quai Du Marechal Joffre Courbevoile (Seine)

As expected, Paris' first Rock and Roll Festival (February 24) at the Palais des Sports stirred much excitement and met with great success...

Bobby Rydell, who visits France for the first time, announced five European TV dates in March: Copenhagen, Stockholm, Luxemburg, Rome and London...

New Releases

German songstress Conny sings in French for the first time. EMI-VSM has issued an EP containing three French songs and the French version of "My Love From Italy": "Je Pense a Toi..."

JAPANESE NEWSNOTES

Stereo Making Gains in Japan

By TEN KATTORI Yokohama Correspondent

Japanese diskeries are having good luck with stereo disk sales. At present, one stereo disk is being sold for every three monaurals...

On the stereo equipment front, a large number of electric appliance manufacturers have featured tuners usable for stereo broadcasting...

Visitors

Bobby Darin is scheduled to come to Japan in May. Visiting this country in June is the Modern Jazz Quartet...

Best-Selling Pop Records in SPAIN

For week ending March 3, 1961 (Courtesy Discomania Madrid)

This Month

- 1. ERES DIFERENTE-Carmen Sevilla (Philips)
2. GREENFIELDS-Brothers Four (Philips)
3. THE GREENLEAVES OF SUMMER-Brothers Four (Philips)
4. 15 ANOS TIENE MI AMOR-Duo Dinamico (Voz Amo)
5. MY HOME TOWN-Paul Anka (ABC-Hispavox)
6. ADAM and EVE-Paul Anka (ABC-Hispavox)
7. IT'S NOW OR NEVER-Elvis Presley (RCA)
8. ARE YOU LONESOME TONIGHT?-Elvis Presley (RCA)
9. ENVIDIA-Elder Barber (Hispavox) Angeles Hortelano (Carillon)
10. POR DOS BESOS-Anita Traversi
11. TRAIN OF LOVE-Paul Anka (ABC-Hispavox)
12. EL PAJARO CHOGUI-Hermanos Silva (RCA)
13. LA MONTANA DE IMITOS-Cinco Latinos (Philips)
14. AL DI LA'-Luciano Tajoli (Juke Box) Betty Curtis (CGD-Hispavox)
15. YOU MEAN EVERYTHING TO ME-Neil Sedaka (RCA)
16. 24,000 BACI-Adriano Celentano (Zaffro-Jolly)
17. TODO ES NUEVO-Cinco Latinos (Philips)
18. LE MILLE BOLLE BLU-Mina (Italdisc Discophon)
19. POETRY IN MOTION-Johnny Tillotson (Hispavox)
20. PASEANDO CON PAPA-Los 3 Carino (Philips) Ramon Calduch (Voz amo.)

SPANISH NEWSNOTES

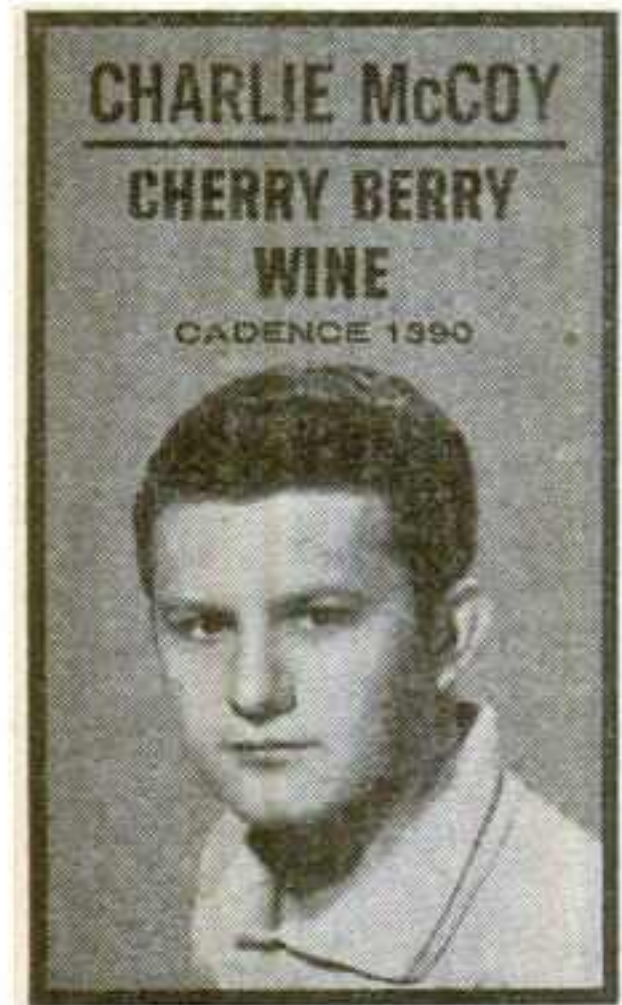
Eurovision Tune Named by Spain

By RAUL MATAS Editor, Discomania Radio Madrid

Eurovision will celebrate its annual festival, March 18. For the first time, Spain will be in the show with a song by Augusto Alguero with words by Guijarro...

Paul Anka's father came to Madrid a few weeks ago to collect rights from the Spanka people here...

RCA launches the Compact 33 33 in all its series. Hispavox announced their new plastic records...



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ATTENTION: American Publishers Established English Music Publisher in West End of London, well connected with record firms, D.J.'s, British songwriters, etc. Member of P.R.S., Music Publishers' Assoc., seeks American Publisher wishing to open London office. Guaranteed 100% exploitation on all material. Reply Box 337, The Billboard, 1564 Broadway, New York City 36.

EMI-VSM introduced the first French record by Connie Francis. Her EP, titled "Ces Folles Filles d'Eve," is comprised of the French versions of two American songs: Je Sais Qu'un Gars (Where the Boys Are) and Personne (No One)...

The Third International Festival of the High Fidelity and Stereophonic Sound will take place March 9 at the Palais d'Orsay here. The Charles Cros Academy will present the annual Grand Prix du Disque 1951 (Annual Disk Awards for Various Categories).

June Christie and the Four Freshmen will appear in Toulouse March 3.

Interdisc President Jack Lewerke visited Paris (February 23-26) for business talks with Ricordi's artist and repertoire chief Luigi Ardolino. Ricordi distributes the Interdisc group's catalogs of U. S. jazz independents like Contemporary, Riverside, Hi Fi, World Pacific, and Fantasy...

Petula Clark is scheduled to record in London (March 23) for Pye.

"C'est l'Amour Qui Veut Ca," French version of "Red River Rose" here by the Hi-Fi (Bel Air), Aimable (Vogue), Raymond Mamoudy, (Ducretet - Thomson), Maria Vincent (Ricordi) and John William (Polydor).

EMI-Columbia reports very good sales on "Apache" by the Shadows. Within two months' time it sold nearly 20,000. Due to this fact, EMI-Columbia has rushed the issuing of an EP by Cliff Richard, titled "Me and My Shadows."

EMI issued a U.A. original by Zoot Sims, Al Cohn and Phil Woods on VSM... Gloria Lasso sings in Spanish "My Fair Lady" in an LP also containing standards, EMI-VSM released an LP containing 14 unedited originals by Guitarist Django Reinhardt...

Ted Moura, owner and manager of Music, flew (February 23) to New York to meet Frankie Avalon and Fabian's managers to discuss the terms of an eventual appearance here of the two U. S. singers.

Sacha Distel will stay in New York from March 1 to 12 to cut for Columbia label a special album, "The Lovers," containing U. S. standards and the American versions of two French songs, "Trois Fois la France (Once) and "Parlez Moi d'Amour."

Myers Sets Up Zircon In Canada Distribution

PHILADELPHIA - Jimmy Myers, publisher and diskier here, has concluded an arrangement with Zircon Records of Canada for distribution of both the Myers label and Bandbox Records in the Dominion. Recent distributor changes announced by sales chief, Dick Colanzi, include the appointment of Chips, Philadelphia; Best, Buffalo; Music Sales, Memphis; F & F, Charlotte, N. C.; Tone, Miami; Southern, Nashville, and National, Atlanta.



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BILLBOARD MUSIC WEEK

BEST SELLING

NOTE: The listings on this spread are the nation's best selling LP's in the period specified above. They include approximately 200 albums which must be regarded as essential inventory for dealers and as outstanding programming for broadcasters.

BEST SELLING COMEDY LP'S

- Listed Alphabetically
An Evening With Mike Nichols and Elaine May (M)
Buffon-Down Mind of Bob Newhart (M)
Buffon-Down Mind of Bob Newhart Strikes Back (M)

- Connie's Greatest Hits (M)
Italian Favorites (M-S)
More Italian Favorites (M-S)
What a Difference a Day Makes (M)

DUOS AND GROUPS

- Best Music On/Off Campus (M)
Date With the Everly Brothers (M)
Encores of Golden Hits (M)
Fabulous Style of the Everly Brothers (M)
Kingston Trio (M-S)
Kingston Trio at Large (M-S)

CHORUSES

- Fireside Sing Along With Mitch (M-S)
Folk Song Sing Along With Mitch (M-S)
March Along With Mitch Miller (M)
Memories Sing Along With Mitch (M-S)
Mitch's Greatest Hits (M)
More Sing Along With Mitch (M-S)
Party Sing Along With Mitch (M-S)
Saturday Night Sing Along With Mitch (M)
Sentimental Sing Along With Mitch (M-S)
Sing Along With Mitch (M-S)
Still More Sing Along With Mitch (M-S)

BEST SELLING SHOW MUSIC LP'S

- Listed Alphabetically
ORIGINAL CAST
Bye Bye Birdie (M-S)
Camelot (M-S)
Do Re Mi (M-S)
Fiorello (M-S)
Flower Drum Song (M-S)
Gypsy (M-S)
Irma La Douce (M-S)
Music Man (M-S)
My Fair Lady (M-S)
The Sound of Music (M-S)
South Pacific (M)
Tenderloin (M-S)
Unsinkable Molly Brown (M-S)
West Side Story (M-S)
Wildcat (M-S)

SOUND TRACK

- The Alamo (M)
Ben-Hur (M-S)
Can Can (M-S)

- Carousel (M)
Exodus (M-S)
G. I. Blues (M-S)
Gigi (M-S)
King and I (M-S)
Never On Sunday (M)
Oklahoma! (M-S)
Porgy and Bess (M-S)
South Pacific (M-S)
Student Prince (M)
Theme From The Apartment (M)

MUSIC FROM MUSICALS, FILMS AND TV

- Ballads and Rhythms of Broadway (M-S)
Broadway in Rhythm (M-S)
Camelot (Music From) (M-S)
Exodus (M)
Film Encores, Vol. 1 (M-S)
Film Encores, Vol. 2 (M-S)
Great Motion Picture Themes (M-S)
Mr. Lucky (M-S)
Music From Exodus and Other Great Themes (M-S)

BEST SELLING POP VOCAL LP'S

MALE VOCALISTS

- Anka at the Copa (M)
Paul Anka... ABC-Paramount ABC 353
Paul Anka Sings His Big 15 (M)
Belafonte at Carnegie Hall (M-S)
Belafonte Returns to Carnegie Hall (M-S)
Bobby's Biggest Hits (M)
Calypso (M)
Darin at the Copa (M-S)
Elvis Is Back (M-S)
Faithfully (M-S)
Gunfighter Ballads and Trail Songs (M-S)
Heavenly (M-S)
Buddy Holly Story (M)
Johnny Horton's Greatest Hits (M-S)
Johnny's Greatest Hits (M)
Johnny's Moods (M-S)
Love Is the Thing (M)
More Gunfighter Ballads and Trail Songs (M)
More of Johnny's Greatest Hits (M-S)
More Songs by Ricky (M)
Nice 'n' Easy (M-S)
No One Cares (M-S)
Only the Lonely (M)
Open Fire, Two Guitars (M-S)
Sinatra's Swingin' Session (M-S)
This Is Darin (M-S)
Warm (M)
Wild Is Love (M-S)

FEMALE VOCALISTS

- Annette Sings Anka (M)
Brenda Lee (M)

ACTION

MONOPHONIC

Table with columns: This Week, Last Week, Title, Artist, Label and Number, Weeks on Charts. Lists top 20 monophonic albums.



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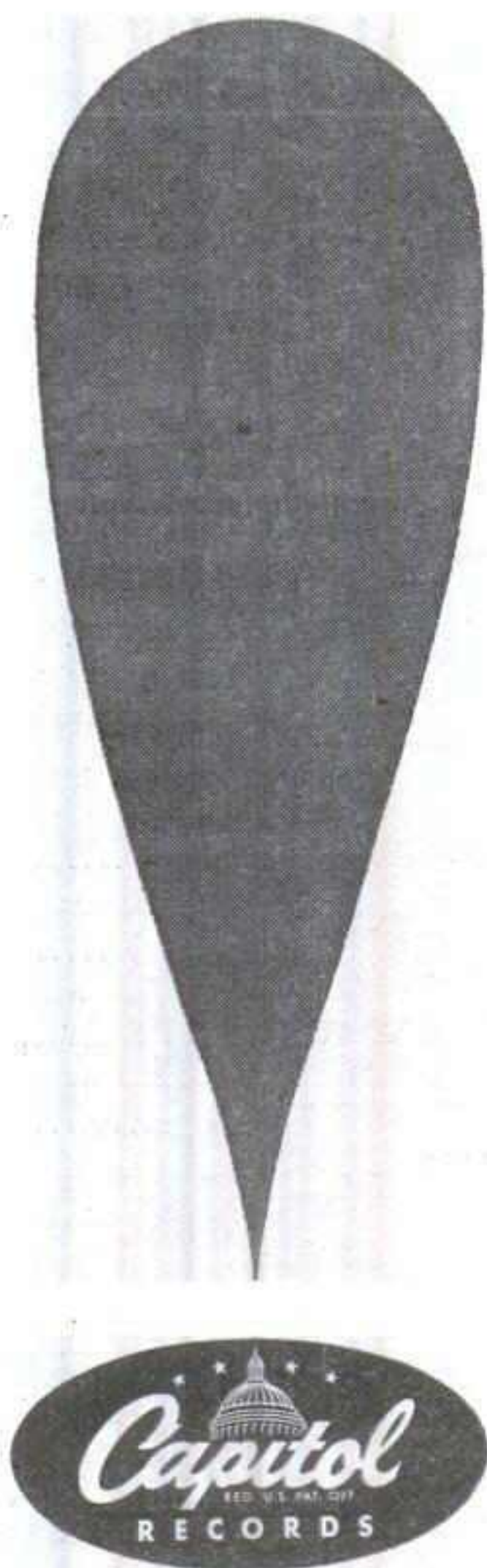
FRANK SINATRA—"All the Way" (S)W 1538 • NAT COLE—"The Touch of Your Lips" (S)W 1574 • JACKIE GLEASON—"The Gentle Touch" (S)W 1519 • GEORGE SHEARING/NANCY WILSON—"The Swingin's Mutual" (S)T 1524 • WEBLEY EDWARDS—"Let's Sing With Hawaii Calls" (S)KAO 1518 • PEE WEE HUNT—"A Hunting We Will Go" (S)T 1523 • RUTH WELCOME—"Romantic Zither" (S)T 1527 • JACKIE DAVIS—"Hi-Fi Hammond, Vol. II" (S)T 1517 • ERICH LEINSDORF—"Rimsky-Korsakov: Scheherazade" (S)P 8538 • ROGER WAGNER CHORALE—"A Song at Twilight" (S)P 8543 • VIRGIL FOX—"Organ Music from France" (S)P 8544 ...AND MANY MORE!

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Sellers and Sophia Loren (S) 35910 •  
BEETHOVEN FIFTH SYMPHONY—  
Klemperer (S) 35843 • SIBELIUS SYM-  
PHONY NO. 2—Von Karajan (S) 35891  
• CHOPIN—LES SYLPHIDES, Others—  
Mackerras (S) 35902 • MADAME BUT-  
TERFLY HIGHLIGHTS (in English)—  
Sadler's Wells (S) 35902 • THE FOUR  
BRAHMS SYMPHONIES—Klemperer  
(S)D 3614

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the pick of the new releases:

## SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

### YOU CAN HAVE HER



Roy Hamilton. Epic BN 595; LN 3775. (Stereo & Monaural)—The chart-topping vocalist sings his current hit as the lead track of this LP and then swings into a fine series of ballads and standards accompanied by a mixed vocal group and swinging ork background. Besides the hit "You Can Have Her," Hamilton sings a strong set which includes "I'll Never Be Free," "Abide With Me," "I Need Your Lovin'," and "Down by the Riverside."

EP

### CONNIE FRANCIS



(1-EP). MGM X 1703—Miss Francis delivers four fine efforts on this EP, all of them in the soft, string-filled groove. "Valentino," was previously released in some overseas territories while the other selections, including "You Made Me Love You," "Because of You," and "Young at Heart," have the album sound. Every one of them can get play and her fans are sure to go for the package.

Jazz

### THE GREATEST HORN IN THE WORD



Al Hirt. RCA Victor LPM 2366—Hitherto a favorite of Dixieland fans, Al Hirt should gain general public recognition from this LP. The trumpeter reveals unique technical skill plus that extra something that sets apart the truly outstanding performer. Hirt does just about everything with his horn that can be done. Henri Rene supports him with a swinging big band on one side, that shows off Hirt's virtuosity, and with lush strings on the other with Hirt stressing emotion. Top jockey material that stacks up as important merchandise.

### THE MODERN JAZZ QUARTET AND ORCHESTRA



Atlantic 1359—Here is a fascinating blend of the classical and jazz schools, a much talked about concept where very little has been accomplished at the recording level. The MJQ, working as a sort of concerto soloist all by itself in front of the distinctively classical ork passages to pick up a similar theme in readily identifiable jazz connotations. In this set, composer Gunther Schuller conducts most of the material and contributed the interesting three-movement Concertino for Jazz Quartet and Orchestra, which occupies Side 2. Shorter works are by John Lewis himself, Andre Hodeir, and Werner Heider. Sure to be greeted with considerable interest.

### EUROPEAN CONCERT



The Modern Jazz Quartet. Atlantic 2-603—This album is of special importance for MJQ fans; it is the first recording of an actual concert ever issued by the group, and it is a two-LP set. The pair contain 15 selections by the group, including lovely performances of "Django," "Odds Against Tomorrow," "La Ronde," "Round Midnight," "Bag's Groove" and "I Remember Clifford." There are announcements of the tunes by John Lewis and enthusiastic applause from the Scandinavian audience where the concert was waxed about a year ago. Strong LP for the MJQ followers.

Classical

### LEONTYNE PRICE SINGS ARIAS



RCA Victor LM 2506—This has been a great year to date for Leontyne Price, and after hearing her remarkable and exceptional voice on this new LP it is no wonder. Her voice is truly a thing of beauty, and she shows off its color and quality on this collection of soprano arias from "Aida," "Il Trovatore," "Madame Butterfly," "Tosca" and "Turandot." The LP, which was waxed in Italy, features fine sound. An item to be treasured by collectors, and a set that should sell for years and years.

Folk

### THE NEWPORT FOLK FESTIVAL 1960, VOLUME I AND VOLUME II



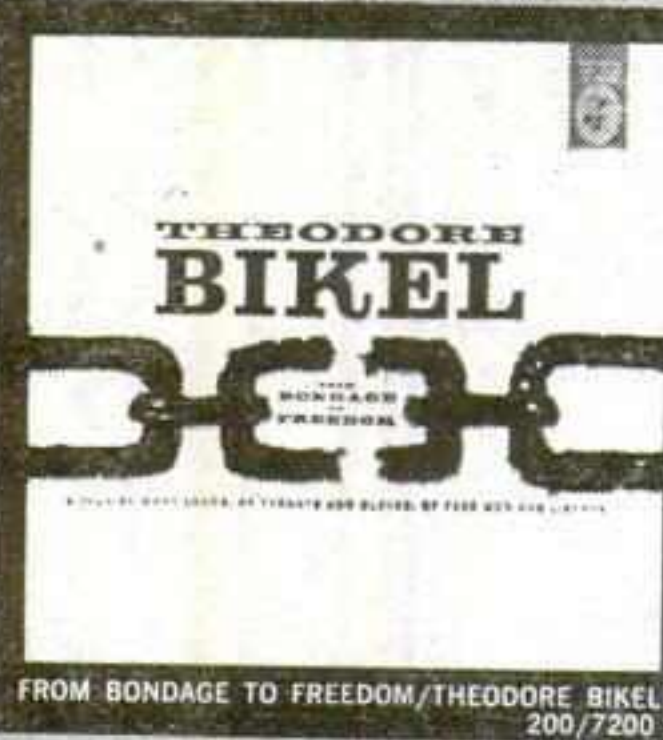
Various Artists. Vanguard VSD 2087, 2088 (Stereo & Monaural)—Here is a set of live recordings, made on location last summer at what may well turn out to be the last Newport Folk Festival. Either one seems to be a natural for collectors with a bevy of top names in various facets of the folk field. Volume 1 offers Pete Seeger, John Lee Hooker, Alan Mills and the Quebec fiddler Jean Carignan, Tom Makem, Jimmy Driftwood and the New Lost City Ramblers. On Volume 2 a listener will find Ed McCurdy, Bob Gibson, Bob Camp, Cisco Houston, Flatt and Scruggs and Peggy Seeger and Ewan MacColl. The sound of the live audience is present, too. These two sets plus an earlier one put out by Elektra Records (and mentioned in the liners here) would provide a pretty complete set of Festival performances.

(Continued on page 26)



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**SPOTLIGHT WINNERS  
OF THE WEEK**

Strongest sales potential of all albums reviewed this week.

Continued from page 25

**FROM BONDAGE TO FREEDOM**



**Theodore Bikel.** Elektra EKL 200—Theodore Bikel's large following will find him in fine form here. As indicated by the title, these are songs about injustice and the fight for freedom. They are derived from many sources—French, German, Irish, Negro, Scottish, Hebrew, Yiddish. Some are sad but most are inspirational and all gain a special force from Bikel's spirited delivery. Among folk disks, this should deliver a strong sale.

Specialty

**THE RESTORATION REVISITED OR THE PURSUIT OF HAPPINESS**



**Pro Musica Erotica.** Off Beat O 4014—Genuine 17th and 18th Century British catches and glees prove that erotic drives have changed less than musical styles since then. The music is charming and quaint. The lyrics are earthy, and as the harmonies come together, the words suddenly take on new meanings that are apt to bring blushes to the unsuspecting. An adult item, this is a witty, wicked collection that should tickle many a funny bone. The performances bring out the nuances exceedingly well.

Documentary

**GREAT MOMENTS AT THE UNITED NATIONS**



**Narrated by Dave Garroway (2-12").** Signature SM 9001—Here's a standout, two-LP documentary set which covers the story of the UN, from its birth to the present. Dave Garroway is highly effective in a narration which flows neatly through a flock of actual recordings of memorable moments in United Nations History. Inside and extending to the back cover of the book-fold package are fascinating notes and comment on the UN. The production was planned and executed by Bud Greenspan and an excellent job he did. The set can come into wide usage among the classroom set in schools and colleges.

Sound

**FAR AWAY PLACES**



**Enoch Light & His Ork.** Command RS 822 SD (Stereo)—Here's another standout recording, bound to grab a lot of attention. The sound here features a harpsichord with various types of percussion. The numbers are keyed to the title idea and include "Bali Ha'i," "Calcutta," "Waltzing Matilda," etc. Strong wax for sound and mood buyers with a cover which carries out the theme with names of countries set into blocks of different colors and shapes. This one merits a lot of attention.

(Continued on page 28)

POP LP'S

★★★★ STRONG SALES POTENTIAL

★★★★ OFF BEAT

**June Christy.** Capitol ST 1498 (Stereo & Monaural)—Miss Christy is in excellent voice on this beautifully planned and executed set of unusual songs. Besides the swinging title tune, there are many seldom-heard ballads like "Remind Me," "You Wear So Well," "Who Cares About April" and "A Sleepin' Bee." The torchy quality of the tunes and the Pete Rugolo arrangements are right in the Christy groove.

★★★★ ALL STARR HITS

**Kay Starr.** Capitol T 1468—This fine collection of hits previously issued on singles by Kay Starr should interest the huge army of fans of the exciting singer. The tunes include "Just for a Thrill," "Mississippi," "Out in the Cold Again," "You've Got to See Mama Every Night" and "When My Dream Boat Comes Home." Sides cover a decade of the performer's career, from 1950 to 1960. The sides seem to improve with age.

★★★★ DIANA TRASK

**Columbia CL 1601**—Here is the classy new thrush from Australia in her first album. She sings with great warmth, style and maturity and shows promise of becoming one of the established hit-makers. The tunes are smartly selected—"Little Girl Blue," "Spring Is Here," "Gypsy in My Soul," "Let's Face the Music and Dance," among others, and the band backs them all in strong style. A listenable album for the thrush and one that can grab juke interest as well as counter activity.

★★★★ DREAM AWHILE

**Bobby Hackett with Johnny Seng on the Wuritzer Pipe Organ.** Columbia CL 1602—Bobby Hackett moved out of the jazz scene several years back to join the Jackie Gleason crew in some successful mood albums, and this new one featuring the fine clean Hackett trumpet tones against a mighty Wuritzer pipe organ, is much on "Pigalle." Good bet for racks, those lines. The organ essays the sound of an ork or band—it's that big, and Hackett moves in to take his pleasant solos. Tunes include "Misty," "Stardust," "That Old Feeling," "Dream," among other nostalgic items. Strong mood wax.

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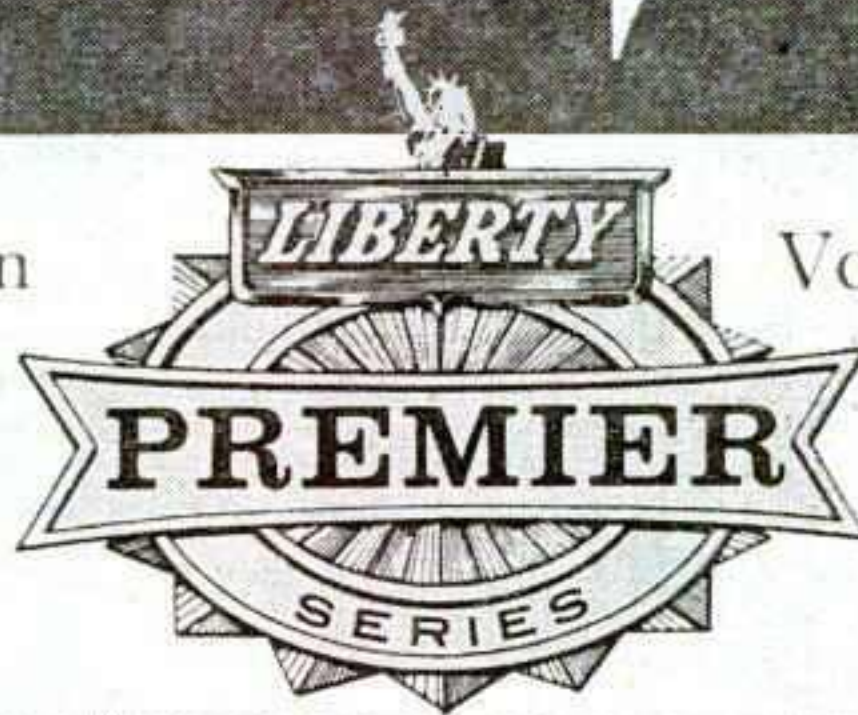
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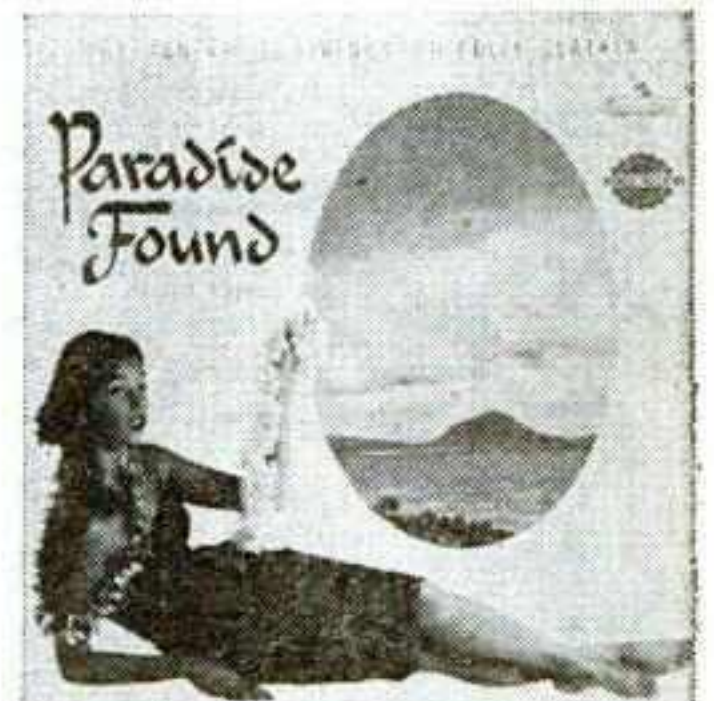
**PORTRAITS IN BRONZE** Bessie Griffin & the Gospel Pearls LMM-13002/LSS-14002 An almost unbelievable voice surging with powerful emotion against a chorus of wild, hand-clapping jazz. Hear: I Believe, Bye and Bye, Lord Don't Move The Mountain, Sometimes I Feel Like A Motherless Child, 8 other spirituals.



**THE MAGIC BEAT** The Unique Rhythms of Richard Marino LMM-13003/LSS-14003 The thrill and beat of an excitingly different musical sound, presented by one of the nation's leading arranger-conductors. Listen to: Fever, Seventy-six Trombones, Poor People of Paris, Colonel Bogey, High Noon, Lover, and 6 others.



**THE MAGNIFICENT XII** The Fantastic Strings of Felix Slatkin LMM-13004/LSS-14004 Memorable motion picture themes and instrumental favorites in rich, lavish sound. Hear: Exodus, Song From Moulin Rouge, Never on Sunday, Sundowner's Theme, Laura, Unchained Melody, 6 more.



**PARADISE FOUND** The Fantastic Strings of Felix Slatkin LMM-13001/LSS-14001 A native Hawaiian ensemble blended with sweeping string backgrounds. Exciting! Hear: Moon of Manakooa, Beyond the Reef, Sweet Leilani, Hawaiian Wedding Song, Aloha Oe, Little Grass Shack, 6 others.

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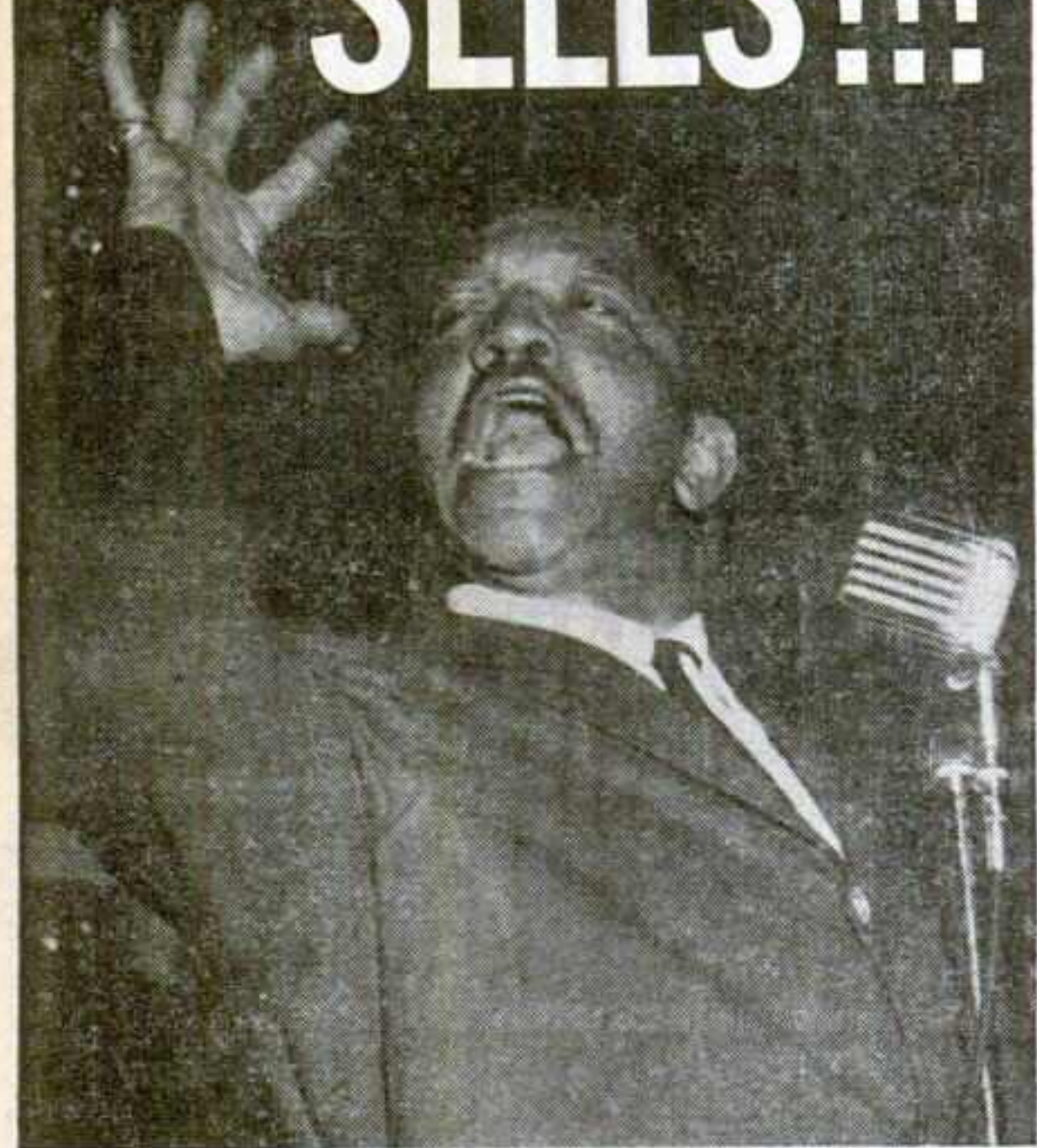
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- LAFFARAMA ..... REDD FOXF 801
- HAVE ONE ON ME ..... REDD FOXF 298
- PILLOW PARTY FUN ..... BARON HARRIS 294
- DOWN BY THE RIVER ..... ZION TRAVELERS 807
- BLAME IT ON THE BLUES ..... WILLIE HAYDEN 293

### BEST SELLERS

- LAFF OF THE PARTY ..... REDD FOXF 214
- RACY TALES ..... REDD FOXF 275
- SONGS THRU A KEYHOLE ..... JOEL COWAN 285
- REDD FOXF FUNN ..... REDD FOXF 290
- SLY SEX ..... REDD FOXF 295
- LAFF OF THE PARTY, Vol. 5 ..... SLOPPY DANIELS 232
- PARTY RECORD PARTY ..... GENE & FREDDY 279
- THE SIDESPLITTER, Vol. 1 & 2 ..... REDD FOXF 253-270



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## SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 26

### EXCITING SOUNDS



The Clebanoff Strings & Percussion, Mercury PPS 6012; PPS 2012. (Stereo & Monaural)—There have been many good "sound" records but this one by the Clebanoff Strings should prove a real seller for dealers. Like most of the "sound" sets it features extraordinary percussion work and excellent sound—but the arrangements and the tunes are what make the LP outstanding. The arrangements are both tasteful and musical, and what is more they engage attention and hold it all the way through. Tunes include "Golden Earrings," "Quiet Village," "Yours" and "My Shawl." For all hi-fi and stereo buffs.

## POP LP'S

★★★★  
STRONG SALES POTENTIAL

★★★★ BROADWAY TO HOLLYWOOD  
Ferrante and Teicher. Columbia CL 1607  
—Ferrante and Teicher have been associated with a number of labels on their rise to fame, and here's another in the string of diskings they left in their wake. And a nice collection it is, with the pair focusing on four tunes each from Porter's "Can Can," and Rodgers and Hammerstein's "Me and Juliet," plus assorted other movie and show tunes. The twin piano team perform with an o'rk in mostly danceable rhythm. Good recording, nice selection and big name value can add up to sales here.

★★★★ BUDDY'S BACK IN TOWN  
Buddy Greco. Epic BN 593; LN 3771. (Stereo & Monaural)—The intrepid night club performer swings a fine set of standards on this LP. Accompanied by just his own trio on some tracks and by a big

band on others, he belts out a jumping group of evergreens like "You're the Top," "I Married an Angel," "Day By Day," and "They All Laughed."

### LOW PRICED POPULAR

#### ★★★★ PARIS IN A SYMPHONY OF STRINGS

The Symphony of Strings Orchestra (Verity). Venice 10007 (Stereo & Monaural)—First-quality arrangements and performances of music popularly associated with Paris, arranged by Lew Raymond and conducted by James Verity, the latter a veteran British concert violinist. The result is an above-average mood package regardless of price. Tunes include "Domino," "La Mer," "C'est Magnifique," "I Love Paris" and "Pigalle." Good bet for racks.

★★★  
MODERATE SALES POTENTIAL

### POPULAR

★★★ THE HITS OF HARRY JAMES  
Capitol T 1515—Back in the mid 1950's the Harry James band made this collection of Jamesiana, featuring the trumpeter in the hits he made famous. The tunes include "The Mole," "You Made Me Love You," "Cherry," "I'm Beginning to See the Light" and "Two o'Clock Jump." The sound has been updated tastefully, and James and his boys, including Juan Tizol and Willie Smith sell them all smartly. A strong nostalgia album for the older set.

★★★ THE HITS OF BENNY GOODMAN  
Capitol T 1514—These sides were by B.G.'s crew in the mid 1950's and they feature the Goodman band playing the tunes that they made so familiar way back in the days of swing. Sides include "Let's Dance," "Stompin' at the Savoy," "Air Mail Special," "Jersey Bounce," "Sent for You Yesterday" and "Blue Lou." It's one of the better Goodman orks and the sound has been updated nicely. For the many, many Goodman followers.

★★★ ANDY AND THE BEY SISTERS  
RCA Victor LPM 2315—Andy and the Bey Sisters, although born in the U. S., have made more of a name in Europe than here to date. But this new recording, their first on the label, should introduce their

warm and deeply rooted vocal stylings to a large audience. They are down-home oriented, and on this set they come through with meaningful performances of "Trees," "Zombie Jamboree," "Mood Indigo" and "You Can't Be Mine Anymore." Strong vocal stylings will help this group gather an avid following.

#### ★★★ ARTHUR GODFREY'S GREATEST HITS

Columbia CL 1580—Godfrey's loyal old fans and his new following (sparked by his current appearance on TV's high-rated "Candid Camera") should help sales on this package. Godfrey's old sides are spotlighted, including his hit waxing of "Too Fat Polka," plus "Candy and Cake," "Lazy Bones," and others.

### LOW PRICED POPULAR

★★★ DREAM  
June Hutton. Venice 10017 (Stereo & Monaural)—Frank Comstock and Lew Raymond have done a fine job of arranging and conducting on this set by the veteran thrush. Her singing is excellent on this memory-filled set of 12 standards. "Let's Fall in Love," "It's Been a Long, Long Time," "All Alone," "Imagination," and the title tune, are just a few of the fine tracks.

(Continued on page 29)

ANDY WILLIAMS  
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THE NATION'S TOP TUNES HONOR ROLL OF HITS TRADE MARK REG.

FOR WEEK ENDING MARCH 12

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

Table with 4 columns: This Week, Last Week, Tune, Composer-Publisher, Weeks on Chart. Lists 30 top hits including 'CALCUTTA', 'PONY TIME', 'EXODUS', 'WHEELS', 'WHERE THE BOYS ARE', etc.

RECORDING AVAILABLE (Best Selling Record Listed in Bold Face)

- 1. CALCUTTA - Four Preps, Cap 4508; Werner Muller, Dec 31189; Vico Törriani, London 1965; Valiants, Col 41931; Lawrence Welk, Dot 16161. 2. PONY TIME - Chubby Checker, Parkway 818; Don Corvay & the Goodtimers, Arnold 1002; Twi-Lites, King 5461. 3. EXODUS - Pat Boone, Dot 16176; Ferrante and Teicher, United Artists 274; Legends, Col 41949; Mantovani, London 1953; Medallion Strings, Medallion 602. 4. WHEELS - Johnny Duncan, Leader 814; String-A-Longs, Warwick 603; Billy Vaughn, Dot 16174. 5. WHERE THE BOYS ARE - Connie Francis, MGM 12971. 6. THERE'S A MOON OUT TONIGHT - Pat Boone, Dot 16176; Capris, Old Town 1094. 7. SURRENDER - Elvis Presley, Vic 7850. 8. DON'T WORRY (LIKE ALL THE OTHER TIMES) - Tony Martin, Dot 16181; Marty Robbins, Col 41922. 9. BABY SITTIN' BOOGIE - Buzz Clifford, Col 41876. 10. DEDICATED TO THE ONE I LOVE - Five Royales, King 5453; June and Joy, Dot 16134; Shirelles, Scepter 1203. 11. CALENDAR GIRL - Neil Sedaka, Vic 7829. 12. SHOP AROUND - Miracles, Tamla 54034. 13. EBONY EYES - Eversly Brothers, Warner Bros. 5199. 14. (WILL YOU LOVE ME) TOMORROW - Shirelles, Scepter 1211. 15. APACHE - Jorgen Ingmann, Ato 6184; Shadows, ABC-Paramount 10138. 16. YOU CAN HAVE HER - Roy Hamilton, Epic 9434. 17. SPANISH HARLEM - Ben E. King, Ato 6185. 18. GOOD TIME BABY - Bobby Rydell, Cameo 186. 19. WINGS OF A DOVE - Paul Clayton, Monument 432; Ferlin Husky, Cap 4406; Kitty White, Dot 16157. 20. ALL IN MY MIND - Terri Anders, Chief 7027; Maxine Brown, Nomar 103; Linda Hopkins, Brunswick 55202; Bobby Marchan, Fire 1035; Dakota Staton, Cap 4512. 21. EMOTIONS - Brenda Lee, Dec 31195; Don Reno/Red Smiley, King 579. 22. WONDERLAND BY NIGHT - Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151. 23. ANGEL ON MY SHOULDER - Shelby Flint, Vallant WB 6001; Jerry Wallace, Challenge 59098. 24. GEE WHIZ (LOOK AT HIS EYES) - Carla Thomas, Atlantic 2086. 25. WALK RIGHT BACK - Eversly Brothers, Warner Bros. 5199. 26. LITTLE BOY SAD - Johnny Burnette, Liberty 55298. 27. THINK TWICE - Brook Benton, Mercury 71774. 28. WHAT A PRICE - Fats Domino, Imperial 5723. 29. HEARTS OF STONE - Bill Black's Combo, Hi 2028; Red Foley/A. Kerr Singers, Dec 29375; Fontane Sisters, Dot 15265 and Dot 16027. 30. UTOPIA - Frank Gari, Crusade 1020.

JAZZ LP'S

STRONG SALES POTENTIAL

Continued from page 28

THE CHARLES BELL CONTEMPORARY JAZZ QUARTET Columbia CL 1582—Charles Bell, and the young men who make up his contemporary jazz quartet, won first place at the Intercollegiate Jazz Festival in Washington last year. On this album, the group's first, they show off some of the interesting and contemporary stylings that garnered them first place. Bell, the leader and pianist, is oriented toward the classical world, and the jazz he plays here is both modern and "third-stream" style. He is backed neatly by guitarist Bill Smith, drummer Allen Blairman and Frank Trafficante on bass. Tunes are originals and "Latin Festival" is outstanding.

THE TOMMY FLANAGAN TRIO Prestige-Moodville 9 — Pianist Tommy Flanagan, ably assisted by drummer Roy Haynes and bassist Tommy Potter, have put together an excellent set of seven tracks that are restful and listenable. As the "Moodville" category indicates, this is music in the romantic idiom and Flanagan has chosen a number of standards with character and plays them with grace. "You Go to My Head" is balanced with the less often heard "Born to Be Blue," "Velvet Moon" and "In the Blue of Evening."

DUKE ELLINGTON AND HIS ORCHESTRA PLAY INTERPRETATIONS OF GRIEG: PEER GYNT SUITES NOS. I & II; ELLINGTON-STRAYHORN: SUITE THURSDAY Columbia CI 1597 (Stereo & Monaural)—There are two sides of Ellington on this LP. The first is the Duke's interpretation of Grieg's "Peer Gynt" Suites; the second a suite of his and Billy Strayhorn's, debuted at the last Monterey Jazz Festival, "Suite Thursday" Both are entertaining fare in the Ellington manner. The Grieg melodies like "Hall of the Mountain King" and "Anitra's Dance," familiar to all, get the swing treatment, while "Thursday" is a somewhat slight but swinging dedication to John Steinbeck. Good solos abound.

THE MONTGOMERY BROTHERS Fantasy 3308—A fine, lightly swinging album is contained here. The three Montgomery Brothers (Wes, guitar; Buddy, piano, and Monk, bass) and drummer Larence Marable pick their way with taste and punching rhythm through five tracks that should get good jazz air play. Wes pretty much predominates the set with fine solo work especially on "Lover," "Jingles" and "Montgomery Blues."

AUTUMN SONG Mose Allison Trio. Prestige 7189—The jaunty jazz piano and singing of Mose Allison is in fine form on this set. There are three highly individual Allison vocal stints: the standard, "Do Nothin' 'Till You Hear From Me," and the two blues, "Eyesight to the Blind" and "That's All Right." The rest of the album is filled with jumping Allison piano, supported by Ronnie Free, drums, and Addison Farmer, bass.

LISTEN TO THE AHMAD JAMAL QUINTET ARGO LP 673—Though Ahmad Jamal has had much success in the past in breaking through the pop barrier, with singles

LES BROWN AND HIS BAND OF RENOWN PLAY THE LERNER AND LOEWE HANDBOOK Columbia CL 1594—Here's a swinging treasure trove of show music for hip jocks. Brown wraps up a group of great Lerner and Loewe tunes in sock, danceable instrumental arrangements, augmented by the addition of soloists Donn Trenner, John Newsome and Dick Collins. Songs are from "Gigi," "Camelot," "My Fair Lady" and "Brigadoon."

SPECIALTY LP'S STRONG SALES POTENTIAL

LATIN AMERICAN LOS FABULOSOS TRES REYES Hernandez Aviles, Gilberto y Raul Puentes. Orfeon LP 12-213—This trio should sell well in Spanish-speaking areas. They have good

and even LP's, this one is much more on a moody, reflective jazz kick. Beyond that, the normal Jamal Trio has been neatly augmented by the addition of violin and guitar (Joe Kennedy and Ray Crawford respectively). These lads add much in the way of harmony and ensemble sound as well as confident soloing and contribute to the breadth of the jazz feeling. There's a Jamal original, plus things like "Bala," "Lover Man," "Hallelujah," etc. Good variety; well played.

ANNA MOFFO SINGS ARIAS RCA Victor LM 2504—Anna Moffo has been widely acclaimed for her performances this season as one of the Metropolitan Opera's coming young sopranos. On this album the youthful singer shows off her light and lovely coloratura voice with arias from a number of well-known operas. Selections are from "Faust," "La Boheme," "Carmen," "Turandot," and "Lakme." Her interpretation of "The Bell Song," from the latter should interest all vocal collectors. A strong set that could rack up steady sales.

TONY BENNETT SINGS FOR TWO Ralph Sharon at the Piano. Columbia CL 1446—Bennett is in an intimate mood on this package of nostalgic standards, backed only by solid pianist, Ralph Sharon. The warbler's warmly expressive vocals are showcased on "I Didn't Know What Time It Was," "Bewitched," "My Funny Valentine," etc. Sock deejay wax.

CHECKMATE Johnny Williams. Columbia CL 1591—The haunting background music of this popular TV series is well showcased here by Johnny Williams who wrote and conducted the sound track score. In addition to the sock title tune, the package includes "Cyanide Touch," "Far Out Place," "The Bishop's Retreat," and "The Black Knight." Fine jockey wax for mood segs.

BEETHOVEN: SYMPHONY NO. 3 IN E FLAT MAJOR, OP. 55 (EROICA) London Symphony Orchestra (Krips). Everest SDBR 3087 (Stereo & Monaural)—From the complete set of nine symphonies of Beethoven conducted by Krips, Everest has been releasing some individual disks. This is one of the best, which means it ranks among the top versions of this classic work. Not as dynamic as some, but more lyrical than most, it is an outstanding interpretation. Everest's sound in this set is sheer brilliance and realism. The sum of these parts should be a disk that sells well above average.

CHARLIE'S CHOICE Charlie Byrd Trio. Offbeat OJ 3007—This could be a big one for Byrd. The exciting jazz guitarist has put together his most commercially interesting album. As usual Byrd plays impeccable unamplified jazz guitar, but on this album there is a concentration on showmanship, pace and solid effort. Thanks for this goes to drummer Buddy Deppenschmidt and bassist Keter Betts. With Byrd out front, the trio plays a beautifully paced set including: "Taboo," "The House of the Rising Sun," "Django," "Makin' Whoopee," and "Speak Low,"

CLASSICAL LP'S

STRONG SALES POTENTIAL

LES BROWN AND HIS BAND OF RENOWN PLAY THE LERNER AND LOEWE HANDBOOK Columbia CL 1594—Here's a swinging treasure trove of show music for hip jocks. Brown wraps up a group of great Lerner and Loewe tunes in sock, danceable instrumental arrangements, augmented by the addition of soloists Donn Trenner, John Newsome and Dick Collins. Songs are from "Gigi," "Camelot," "My Fair Lady" and "Brigadoon."

SCHUMAN: THE FOUR SYMPHONIES AND THE PIANO CONCERTO Leon Fleisher (piano); The Cleveland Orch. (Szell). Epic BSC 110 (4-12") (Stereo & Monaural)—A very attractive package which combines all of Schumann's symphonies, the piano concerto and the "Manfred" overture on four disks. Szell and the Cleveland Orchestra give poignant poetic expression to the symphonies, while Fleisher's rendition of the concertos is among the top available versions. A prime gift item of eternally popular music which can be recommended strongly by dealers.

SPECIALTY LP'S

STRONG SALES POTENTIAL

LATIN AMERICAN LOS FABULOSOS TRES REYES Hernandez Aviles, Gilberto y Raul Puentes. Orfeon LP 12-213—This trio should sell well in Spanish-speaking areas. They have good

rhythm and vocal sound. The set is highly danceable, being composed as it is of a guaracha, boleros and a vals peruanos. Some of the titles are intriguing: "Adan Y Eva," "Un Telegrama," "Diagnostico De Amor" and "Don Quijote."

WARNING—The title 'HONOR ROLL OF HITS' is a registered trade-mark and the listing of the hits has been copyrighted by Billboard Music Week. Use of either may not be made without Billboard Music Week's consent. Requests for such consent should be submitted in writing to the publishers of Billboard Music Week at 1564 Broadway, New York 36, N. Y.

FOR WEEK ENDING MARCH 12

BILLBOARD MUSIC WEEK

HOT 100

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Contains 33 entries including 'PONY TIME', 'SURRENDER', 'WHEELS', etc.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Contains 34 entries including 'STAYIN' IN', 'PLEASE LOVE ME FOREVER', 'YOUR FRIENDS', etc.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Contains 33 entries including 'TOUCHABLES', 'PONY TIME', 'ONE MINT JULEP', etc.



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Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. EXODUS (Chappel)	1	15
2. CALCUTTA (Pincus-Symphony House)	2	10
3. WONDERLAND BY NIGHT (Roosevelt)	3	13
4. THEME FROM THE APARTMENT (Mills)	4	33
5. ARE YOU LONESOME TONIGHT (Bourne-Cromwell)	5	14
6. LAST DATE (Acuff-Rose)	6	17
7. NORTH TO ALASKA (Robbins)	7	11
8. HEY, LOOK ME OVER (Morris)	8	6
9. WHEELS (Dundee)	10	3
10. CALENDAR GIRL (Aldon)	9	5
11. WINGS OF A DOVE (Gee Music)	11	2
12. WHERE THE BOYS ARE (Aldon)	15	2
13. SECOND TIME AROUND (Miller)	13	2
14. MISTY (Octave)	12	38
15. EMOTIONS (Cedarwood)	—	2

**UA Holding Meet With Dept. Heads**

NEW YORK — United Artists Records is holding a semi-annual meeting with all department heads, regional field managers and executives here, Tuesday (7). Purpose of the conclave is to analyze the label's past six months' activities and discuss upcoming plans for the spring season.

The label's new Ultra Audio program will be introduced at the meet (which will also be attended by UA's Eastern distributors), followed by a sales seminar conducted by national sales manager Andy Miele.

In attendance at the sessions will be all of UA's executives, including Vice-President and General Manager Art Talmadge, Executive Vice-President David Picker, Artist and Repertoire Chief Don Costa, National Advertising and Publicity Director Norman Weise, and National Promotion Director Eddie Mathews.

**Teddy Charles Is Jazz A.&R. Chief Of Warwick Disks**

NEW YORK — Warwick Records entered the jazz disk market place with President Morty Craft's appointment of Teddy Charles as jazz a.&r. director. Charles has been prominent for some years as a modern jazz instrumentalist on vibes, composer and leader of his own group.

His first set features his own New Directions Quartet in a concert at the Museum of Modern Art Garden. Other dates will star such names as Donald A. Byrd, Pepper Adams, Curtis Fuller, singer Nat Wright, and an all-star group in "The Soul of Jazz Percussion."

On the pop front, Warwick purchased the master of "Scottish Soldier" by Andy Stewart from Top Rank Records. The label claims the disk is breaking out in Detroit.

**MUSIC STORES ARE FINALISTS**

NEW YORK — The Brand Names Foundation has named 19 music stores as finalists in the 1960 Retailers - of - the - Year Competition. Finalists merchandising name brand music products have been requested to submit their selling programs for study by a panel of Foundation judges.

Among the finalists are: Akron Music Center, Akron; Beihoff Music, Milwaukee; Tom Clark Music, Grand Junction, Colo.; Colonial Music, Frederick, Md.; Galperin Music, Charleston, W. Va.; Grinnell Brothers, Detroit; Hardin Music Stores, Marion, Ohio; Hays Music Company, Hays, Kan.; Kitt Music, Washington; Ludwig Music, St. Louis; Pace Piano, Houston; H. J. Steffey Inc., Des Moines; and the Winter Company, Erie, Pa.

**Stuart Winer Leaves MGM to Join Father, Sparkle Artists Corp.**

NEW YORK — Stuart Winer has left MGM Records to rejoin his father, George Winer, and Johnny Brandon in the operation of Sparkle Artists Corporation. Sparkle is involved in management and indie record production. Artists now in the fold include Wallie Hawkins, Marilyn Michaels, Ken Lyon, Dizzie Dixon and the Deacons, Sammy Denskin, Pumpy Dixon and the Clouds, Joe Simmons and the Inspirations.

Meanwhile, George Winer leaves March 15 for London and other European points to conduct talks with talent agencies on behalf of SAC. In April, Stu Winer heads out on a talent trek to the West Coast.

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Warwick M-603

Destined to Be a Smash!

**"A SCOTTISH SOLDIER"**  
(Green Hills of Tyrol)  
Andy Stewart  
Warwick M-627

Picked by Billboard!

**"PLAY ME A SAD SONG"**  
Jerry Landis  
Warwick M-619

Smash Version of the Hit

**"PLEASE LOVE ME FOREVER"**  
Sunny Gale  
Warwick M-626

Continental Hit Now on Warwick

**Matt Monroe**  
sings  
**"PORTRAIT OF MY LOVE"**  
Warwick M-624





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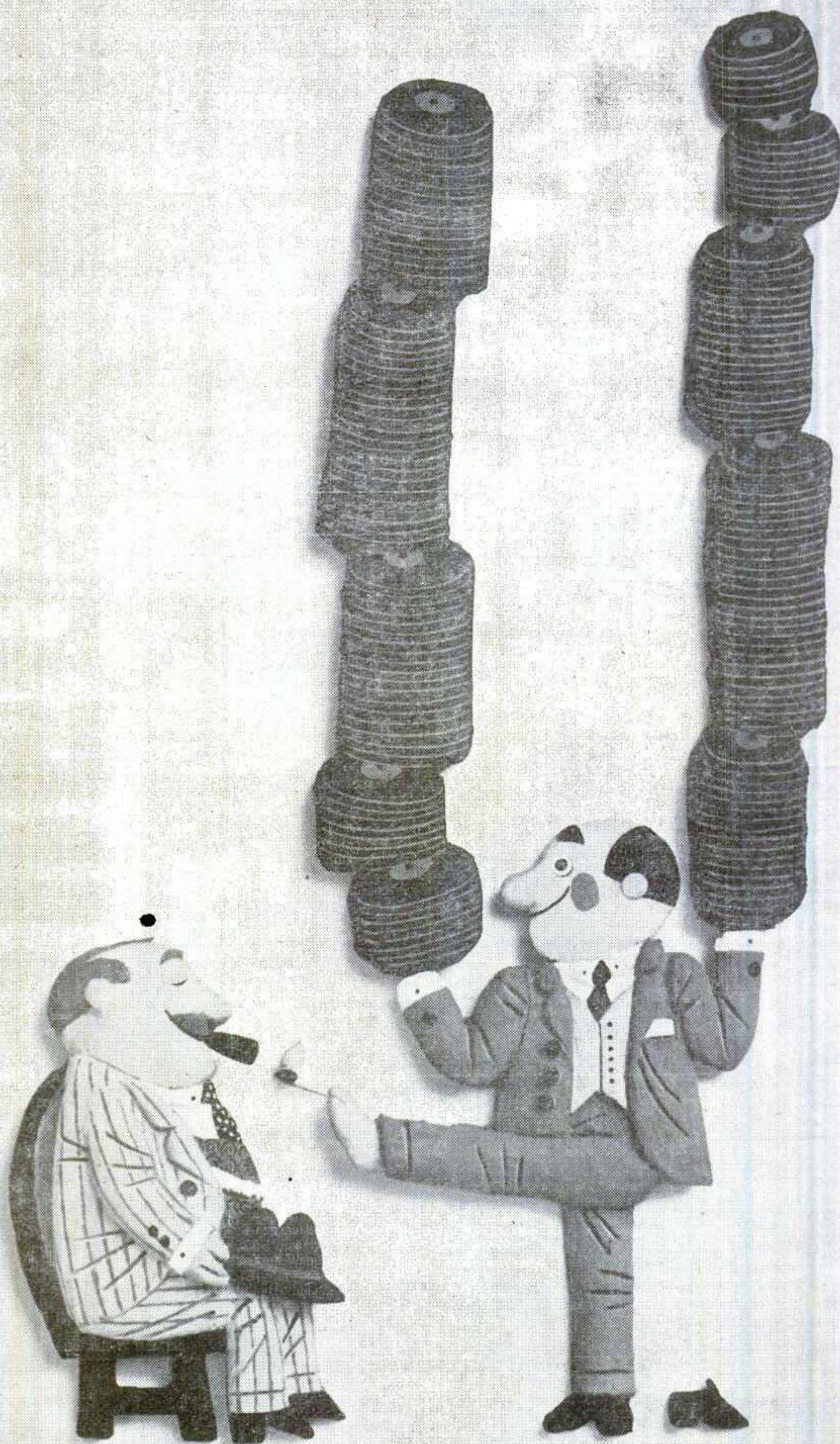
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Nashville: 800 17th Ave., S., AL 5-6691/Canada: RCA Victor Co., Ltd., 1001 Lenoir St., Montreal; 225 Mutual St., Toronto

BILLBOARD MUSIC WEEK HOT R & B SIDES

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, FOR WEEK ENDING MARCH 12, TITLE, Artist, Company, Record No., WEEKS ON CHART. Lists 30 songs including 'SHOP AROUND', 'PONY TIME', 'ALL IN MY MIND', etc.

Roulette Campaign In St. Louis Stores Gets Wide Backing

ST. LOUIS—Roulette Records are being pushed in an area-wide sale at leading music stores here. Newspaper ads, stating that the entire Roulette stereo and hi-fi catalogue of records is available for making selections, list some of the artists whose recordings are included.

The artists include the Barry Sisters, Frankie Avalon, Woody Herman, Tony Bennett, Joe Reisman's orchestra, Count Basie, Jimmie Rogers, Sarah Vaughn, the Playmates, Billy Eckstine, Joe Williams, Jimmy Durante, Charlie Parker, Tito Perente, Pearl Bailey, Richard Maltby, Joe Jones, Johnny Smith, Machito, Stan Getz, Maynard Ferguson and Dizzy Gillespie.

Records which regularly sell for \$3.98 are offered for \$2.69. Regular \$4.98 records can be purchased for \$3.33 and the \$5.98 records are being offered for \$3.98.

Newspaper ads also carry a breakdown of record stores according to areas or sections of the city of St. Louis, St. Louis County and the nearby Illinois communities. In all, 34 locations are included in the ads.

In addition to the consolidated sales pitch, the individual stores carry window displays of the records available. These, too, are presented in an inviting way to record buyers who want to take advantage of a bargain.

Since Mitch Miller's "Sing Along" program started on television, downtown department and specialty stores and stores in shopping centers are displaying and advertising albums by Miller in both stereo and monaural recordings.

Ann Whitens Launches Promo Office in South

NASHVILLE — Ann Whitens opens offices today in Atlanta for Ann's Promotion Service, from which she will cover the three-State area of Georgia, Alabama and East Tennessee.

Formerly associated with Bill Lowrey and Art Godwin at National Record Distributors in Atlanta, Miss Whitens has—for the past two years — been associated with RCA Victor distributor Sam Wallace in Atlanta.

Cap 32-Album Run

Continued from page 3

Wilson; Jean Shepard, Voice of Hope Choir, Ruth Welcome; Stanley Wilson and Faron Young. Capitol-of-the-World offers four albums recorded in Austria, Mexico, Sweden and Hong Kong.

On the longhair side, Capitol Classics has five entries, and Angel offers seven. Capitol Classics' release includes a Roger Wagner chorale LP, and Erich Leinsdorf stereo recording of "Scheherazade," a Virgil Fox recital of French organ music, plus the Capitol debut of two young pianists, 24-year-old Eric Heidsieck's reading of two Mozart concerti, and last year's 18-year-old Warsaw Chopin competition winner, Maurizio Pollini, playing the composer's first piano concerto, same work with which Pollini won the competition.

Angel's release is paced by a four-LP boxed set devoted to the four Brahms symphonies recorded by Otto Klemperer and the London Philharmonic; the complete "I Pagliacci" in a double-LP set; Klemperer's reading of the Beethoven "Fifth Symphony," the Sibelius "Second Symphony," performed by Herbert Von Karajan; "Madame Butterfly" highlights, and album of three popular ballets.

BRITISH ENTRY FOR EUROVISION LOOKS LIKE HIT

By DON WEDGE

LONDON — Britain's entrant for the Eurovision Song Contest looks like a smash hit here long before the Cannes finals on March 18.

The tune, called "Are You Sure" was picked by a nationwide non-show business jury in a special program February 15. It was recorded on Fontana (Philips group) and televised by the Allison's, two London teen-age brothers.

John and Bob Allison composed the tune themselves. It was their first TV date and also their recording debut. The disk was in the shops next morning and within six days had sold over 150,000 copies. After three days' sales, it was in this week's chart at No. 19.

For the first time this year, BBC-TV called in the disk firms to nominate entries. The Philips, Decca and EMI groups put in three sides each.

The Music Publishers' Association, which had previously been connected with the BBC in finding the British Eurovision entrant, this year organized a British Song Contest with the companies making up the ITV network. This had \$4,900 in prize money attached.

First prize was won by Arthur Coppersmith, band-leader at the Cafe de Paris, with "Marry Me," performed in the contest by Mike Preston and recorded by him last Monday (20) by Decca. It is published by Lawrence Wright Music, who also have the song which placed third, "Enough of Your Kisses," by Larry Stone.

Essex Music published the second-place song—"My Kind of Girl" by Leslie Bricusse. It was sung in the contest by Matt Monro, who recorded it for Parlophone.

Everest to Issue Assorted Package

NEW YORK—Everest Records will issue eight albums this week. Four are pop packages, three are classical and one is a low-price sampler. The top sets include one with King Curtis, another with Billy Mure, one with Charlie Shavers and a new Wild Bill Davis LP. These pop sets will retail at the special March price of \$2.98. Classical albums feature Jorge Bolet, the Houston Symphony under Leopold Stokowski, and the London Symphony under Sir Josef Krips. The sampler album spotlights the Raoul Politakin ork, and retails for \$1.98.

Liberty Declares Cash Dividend for Quarter

HOLLYWOOD — Liberty Records declared a regular quarterly cash dividend of 10 cents per share, payable March 15, to stockholders of record as of March 3 on 167,040 shares of common stock. This is the firm's third stock dividend since it went public last year.

Peerless Album Co. Is Out of Business

NEW YORK — The Peerless Album Company, established in 1919, has gone out of business. The firm had been operating under an arrangement under Chapter II of the federal bankruptcy laws since last April.

A flock of record companies—including Roulette, United Artists, Design, and Westminster — were busy transferring their inventories from the Peerless office to other companies last week.



SOUNDS OF TOMORROW "LIKE LONG HAIR" PAUL REVERE and The Raiders Gardena #116 GARDENA RECORDS 145 W. 154th St., Gardena, Calif. FA 1-1446

ATTENTION! DISTRIBUTORS • RACK JOBBERS ONE STOPS • RETAILERS DISCOUNT OPERATIONS Major LP's & EP's, Singles (all labels, all artists), Accessories. Any quantity of factory-new records (not used), 33 1/2's, 45's, 78's, EP's—available to you at cost of less than manufacturer's. Send for a free listing of prices and type records we can supply. All overseas accounts please inquire: Sallent Export Agencies 1133 Broadway, New York 10, N. Y. HAM-MIL DISTRIBUTING CO. 1520 N. Broad St., Philadelphia 21, Pa. Phone: POplar 3-0585

HEADING FOR A MILLION! Fats Domino AIN'T THAT JUST LIKE A WOMAN b/w WHAT A PRICE #2837 IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood 28, Calif.

On the way up! "BYE, BYE, BABY" MARY WELLS motown 1003 Motown/Tamla Records 2648 W. Grand Blvd., Detroit 8, Mich.

THE NEW, SWINGIN' "EXODUS" by EDDIE HARRIS. VeeJay #375

HOW ON ALL NATIONAL TRADE CHARTS AND MOVING UP! "ONCE UPON A TIME" Rochell & The Candles Swingin' 623 arde Allied Record Distributing Co. 1841 N. La Palmas Ave Hollywood 38, Calif.

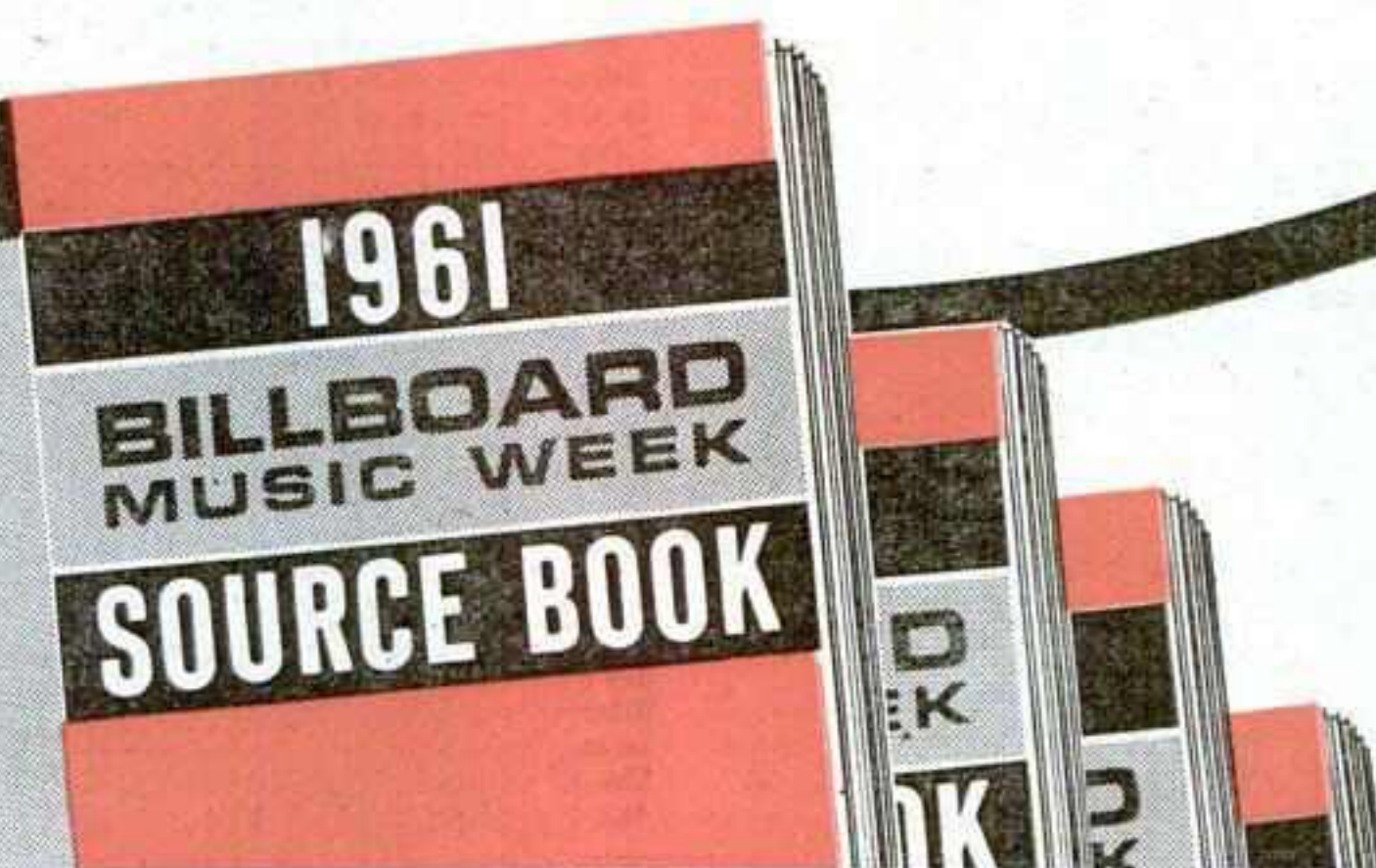
Verro Records NOW SELLING DIRECT TO DEALERS AND OPS Dealers: Order on 100% guarantee! Progressive Jazz "DEES DOTS" BUDDY BUTLER BAND verro 702 All records shipped C.O.D. Order from VERRO RECORDS 12 W. Garfield Blvd. Chicago 9, Ill. "RUN, BIG FEET RUN" SINGIN' CAL PALMER verro 701







**BILLBOARD MUSIC WEEK'S**  
***NEW 1961***  
***SOURCE BOOK***



**1961 BILLBOARD MUSIC WEEK'S SOURCE BOOK**

*By Far . . . the Music-Coin Industry's Most Widely Used Reference and Buying Guide . . . containing the most wanted, most complete, up-to-the-minute lists of products, services and supplies used at all levels of the industry.*

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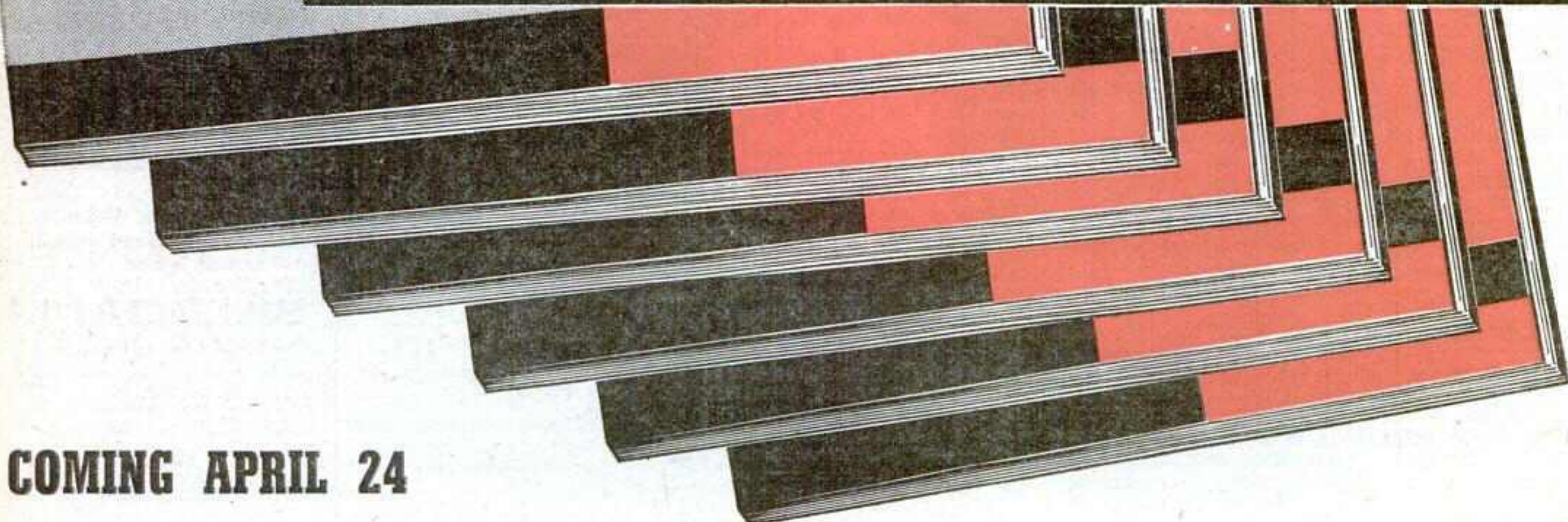
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**COMING APRIL 24**

## TV JOCKEY PROFILE

Television disk jockeys and the TV record and dance party formats have become increasingly important. Each week, this feature will provide details of an outstanding exponent.

### SPIN TIME

Starring Jack Hilton

WGN-TV, Chicago



Jack Hilton

"Spin Time," which celebrates its third anniversary May 6, 1961, is primarily directed at the college crowd. However, emcee Jack Hilton reports "Recent audience surveys indicate that in addition to definite adult appeal, the program is followed avidly by a large number of teen-agers, with ticket requests from the latter group received at a rate of 1,000 per week."

Big-name guest artists, party games and novelty dances are featured in a night club setting. Dancers in the studio are limited (with rare exceptions) to young collegians and upper-class teens.

In the beginning the musical emphasis was on jazz rather than rock and roll. However—as a result of the surveys indicating a sizable teen following—a proportionate amount of pop and rock and roll music is now programmed weekly, in addition to jazz and standards. Records played on the show are selected by Hilton, who also produces the program. Leroy Olliger, of WGN-TV, is director.

According to Hilton—a junior at Northwestern University when he took over the show's emcee spot in 1958—"Spin Time" is currently the highest-rated dance show in the Chicago area.

As an employee of the Pepsi-Cola General Bottlers, Inc., in Chicago (a "Spin Time" sponsor), Hilton also works in sales promotion and public relations specializing in the youth market. He has made over 450 personal appearances since the show first started—both on his own and in co-operation with Pepsi-Cola. Pepsi sponsors 30 minutes of the program. The remaining time is sold on a participation basis.

## R.&B. Rocks Big GAC Tour

NEW YORK — A heavily increased emphasis on rhythm and blues in the Hot 100 charts these days is reflected in the talent line-up for the spring 1961 edition of GAC Super's "Biggest Show of Stars" one-nighter tour.

Irvin Feld of GAC-Super announced the six-week tour last week. Feld said the trek would kick off Saturday, April 2, spotlighting such talent as Fats Domino, the Shirelles, Chubby Checker, the Shells, the Drifters, Ben E. King, Bo Diddley, Chuck Jackson and Paul Williams' band. Harold Cromer is emcee. The tour will encompass several Canadian dates in addition to those in the States.

## LITTLE BULL GOES LONG WAY FOR KTKT'S JOCKS

NEW YORK — The trend toward rougher and rougher promotional stunts by disk jockeys was topped—at least momentarily—last week when six deejays of KTKT, Tucson, Ariz., entered the bull-fighting ring at Nogales Sonora, Mexico.

The station shelled out \$280 per jockey for insurance, since the spinners were actually pitted against two bulls—baby bulls, yes, with sizable horns and each weighing about 600 pounds. The brave deejays were Program Director Guy Williams, Dave Nelson, Frank Kalil, Lee Smith, Bobby Dean, Jerry Stowe and Robert E. Lee.

Altho Nelson suffered a cut hand from one of the bull's horns and Williams was bruised when a bull chased him behind a barricade, the stunt paid off with new advertising for KTKT. For the first time, KTKT has signed Mexican sponsors—the Caverns Cafe and Arena Hotel in Nogales Sonora, and, of course, the bull ring. "It was a switch to see the bull throw the disk jockeys," said Williams, "and a good time was had by all, including the bulls, because the jocks didn't kill them. But I wouldn't do it again."

## PROGRAMMING PANEL

### THE QUESTION

What kind of special information (aside from regular label copy) do you want on singles and how do you like to receive it? (Submitted by Peggy Joy of Joy Records).

### THE ANSWERS

#### JERRY SANDERS

WCHN, Norwich, N. Y.

Record companies should issue cards, similar to the bubblegum baseball players cards. These would be identification cards, with vital data, artists' age, etc. This could really start a fad among card collectors and also could be filed by individual radio stations and "pulled" along with the artist's records, so deejays would have something to refer to when ad-libbing.



#### AL TRILLING

Music Manager  
WNEW, New York

When there is something really exciting (say, about a new artist) we would like it in an insert. We use our own record sleeves, so we have no feelings about the commercial sleeves. We feel most strongly about the difficulty of reading all the pertinent information on many of the labels. Could I put in a plug for complete legibility—good contrast between the print and the color of the background—the largest, simplest print. This goes for LP's too.

#### PAUL COBURN

Music Director-Deejay  
KWIC, Salt Lake City

For the current chart material by the teenagers no special information please. Likewise for the "old guard" such as Sinatra or Boone. What is there to say? However for new significant "quality" talent such as Adam Wade I would be interested in age, education, experience, credits such as TV or Broadway—anything unusual. Instead of jacket or inserts which become torn and lost, a gum strip pasted on the label for permanence.



#### PAT HARVEY

WGEM, Quincy, Ill.

When obviously needed I would like pronunciation of new artists' names—Sedaka, etc.—inserted with disks and released as part of record info to newswires weekly. Suggest also in event music is based on previously written score, such as an opera or other classic—that complete info concerning source be imprinted on record label.



## VOX JOX

By JUNE BUNDY

**GIMMIX:** Station WINS, New York, is asking its listeners to guess exactly how long it will take the 1961 St. Patrick's Day Parade to pass the reviewing stand March 17. Dialer submitting the closest guess will win a pedigreed Irish Setter puppy. . . . Buddy Deane, WJZ-TV, Baltimore, started a new feature February 24—a "Teen Panel," which discusses current teen-age problems on the show. The 10-minute feature will be spotlighted by Deane every other Friday.

**RECESSION CONTEST:** The recent recession cloud had a silver promotional lining for KALL, Salt Lake City, which launched a new contest tagged "KALL's Concession to the Recession." Random names are culled from the phone book and announced on the air. When the person named calls the station, a KALL jock picks an envelope from the station's "recession bag" and reads its contents. The envelopes contain such rewarding messages as "Pay the light bill for a month" and "Pay the rent bill for a month."

**THIS 'N' THAT:** Les Malloy, KWKW, Pasadena, Calif., is teaching his Spanish-speaking listeners English by playing Mitch Miller's "Sing-A-Long" LP's. Before he plays a side, he reads the lyrics phonetically. . . . Phil McClure, WVLC, Lexington, Ky., is the top-rated (Pulse) deejay in his area with a 43 per cent share of audience in his 3-6 p.m. Monday through Saturday time period. He also emcees two weekly record hops—a Pepsi-Cola dance part on Friday nights and an ice skate hop on Saturday afternoon. Both hops are aired by WVLC.

**HOUGH HIGH ON HOG:** Bob Adkins, KNEW, Spokane, writes: "We really created a lot of talk with this Ground Hog Day bit. Had our afternoon man, Bubblehead Hough, interview the ground hog to see if he saw his shadow. We built it up with tape interview of Hough in near-by cave with tape recorder, climaxing with terrible growling-screams as though hog had devoured Hough. Played it on my show in the morning and it was really well received. Got a lot of mail and talk about it. Some idiots really thought it happened."

Joe Dine, formerly press department director at NBC and more recently head of his own public relations office, has joined CBS News, New York, as director of information and special services for the network. . . . Bud Wendell, program director of KYW, Cleveland, has been named co-ordinator of nighttime programs for the Westinghouse Broadcasting Company. He will headquarter in Cleveland, while traveling the WBC station markets. . . . Station KRBE-FM, Houston, has joined the QXR network as its 35th affiliate.

**STORZ GOES SOUTH:** The Storz Broadcasting chain is moving its home office from Omaha to Miami Beach which will be extensively remodelled and which will serve as national headquarters and recording studios for the chain. Storz Miami Station WXAM will continue to operate from its present offices. Storz no longer operates a radio station in Omaha, having sold KOWH there several years ago. The exact date of the move is not set yet, but prexy Todd Storz reports that most of the home office personnel will be transferred from Omaha to Miami Beach, and some additional personnel will be hired in Florida.

**CHANGE OF THEME:** Veteran deejay-band leader Ted Steele, has been upped from general manager of WNTA and WNTA-TV, Newark, N. J., to vice-president, in charge of the National Telefilm properties. Steele will continue to host his nightly "Dance Party" and "Don't Call Us," a quiz show, on WNTA-TV.

George Sheridan has joined WBNX, New York, in the midnight to 6:30 a.m. time slot. . . . Ray Wampler, a 15-year veteran of the engineering staff at KQV, Pittsburgh, has been named studio supervisor, succeeding Arthur Sterman, who has moved to KABC, Duluth, Minn., as director of operations. In his new post, reports Rose, "I will be picking all the music here, taking care of the programming chores and eventually get back to my first love—being on the air. WEBC is a swinging Top 40 operation—a solid No. 1 in the market."

Jim Wood, ex-WIBG, Philadelphia, and Doug Don, ex-WILS, Lansing, Mich., have joined WSPD, Toledo, a Storer station. . . . Dale Jackson, continuity supervisor at KDKA, Pittsburgh, since he joined the outlet as a writer in 1940, is retiring this month. . . . New staffer at WSIX, Nashville, is Bob Terry, formerly with WKY, Evansville, Ind., in the 7 p.m. Monday through Saturday time slot. Dave Harper, ex-KRCT, Houston, now emcees "Musical Potpourri" at KQRO, Dallas, a variety program. Carroll James, whose radio trade-mark is "C. J. Your D. J.," joins WWDC, Washington, this week in the 4-8 time period. More than 50 deejays auditioned for the show. Carroll formerly served with WTAR, Norfolk.

**TEXAS:** Scott Boxon, formerly with KFMK-FM, and KTRH-FM, Houston, has joined KRBE-FM, same city. . . . New program manager of WFAA, Dallas, is Pierce Allman. . . . Murphy Martin has also joined WFAA as host on "Nightwatch," Tuesdays and Thursdays. . . . George Lester is leaving KTSA, San Antonio, to join KOL, Seattle. . . . New early morning jock at KILT, Houston, is John Trotter, a veteran of 20 years in radio. . . . Jim Jefferies, one-time writer for Garry Moore, has taken over the "Happiness Home" program on KXYZ, Houston.

New line-up of spinners at WHAT-FM, Philadelphia, where the broadcast day is devoted exclusively to modern jazz, has Ted Arnold starting at 6 a.m. to 11; Gene Shay from 11 to 5 p.m.; Sid Mark from 5 to 11 p.m., and Chuck Sherman taking it from 11 to 1 a.m. in addition to a Sunday stint from noon to 6 p.m. . . . Jack Rattigen, disk jockey of WRCV, Philadelphia, makes his TV bow as host of the "Meet Your Neighbor" weekly show on the sister station WRCV-TV.

# THE SMASH SINGLE "YOU CAN HAVE HER" — NOW A SMASH ALBUM!

BN 595



OUTSTANDING HIGH FIDELITY THROUGH RADIAL SOUND ■ A PRODUCT OF CBS

## ROY HAMILTON/YOU CAN HAVE HER



YOU CAN HAVE HER  
I'LL NEVER BE FREE  
I NEED YOUR LOVIN'  
NEVER LET ME GO  
DOWN BY THE RIVERSIDE  
ABIDE WITH ME  
DON'T LET GO  
ON MY WAY BACK HOME  
JUNGLE FEVER  
DREAMS OH DREAMS  
CRAZY FEELIN'  
I'LL LIVE TRUE TO YOU

LN 3775

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### EPIC IS ON THE MOVE!



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# Music Slated for Big Role In Int. Telemeter Pay-TV

NEW YORK—Music will plan an important role in pay TV, judging by the new programming lined up by International Telemeter, pay division of Paramount Pictures Corporation, Toronto.

The line-up spotlights Patricia Neway in Gian-Carlo Menotti's opera "The Consul" starting March 16; a "live" telemetercast of Carol Channing's hit musical "Show Girl" direct from its Broadway theater April 2; and "An Evening With Edith Piaf in Paris," taped at the

Olympia Theater in Paris, starting May 4. Also scheduled is the off-Broadway hit drama, "Hedda Gabler" starring Anne Meachem, beginning April 20.

"The first phase of the development of Telemeter—technical field testing of the system on a large scale—has been completed," said International Telemeter President Louis A. Novins. "We are now moving into the second phase—the extension of programming." The first of the specially produced pay-TV shows was "An Evening With Bob Newhart." Some 6,000 Toronto families subscribe to Telemeter, which charges \$1.50 per program.

## NBC'S WNBC DROPS 'STRINGS,' SWINGS TO POP

NEW YORK—NBC's flagship here, WNBC, is dropping its "wall to wall" sweet-stringed music policy in favor of a broader format featuring more pop hits, including even an occasional rock and roll record if it's not too raucous.

The move is of particular interest to the record industry, since it may very well indicate that other owned-and-operated NBC stations (also heretofore on "wall to wall" formats) across the country will shortly follow suit, thereby offering additional exposure outlets for current pop releases.

## PROGRAMMING TIP OF THE WEEK

Station KQV, Pittsburgh, pulled 3,000 letters in four days recently on a Nat King Cole contest. Dialers were asked by deejay Henry DaBecco the number of Cole records that had been sold through the years.

Cole himself made the trek to Pittsburgh to participate in the promotion. Winner was treated to a night out at a local night club, the Twin Coaches, by program director Drury, DaBecco and Cole. The winning estimate was 54,378,000 disks. Actual count of Cole disks sold by Capitol was over 54,376,000.

## WITH THE COUNTRY JOCKEYS

Bill Nelson, now offering 17 hours of c.&w. music a week on KODL, The Dalles, Ore., puts in a plea for new releases. He also requests tapes from artists explaining in their own words how important cards and letters are to "The Bill Nelson Show" and to country and western music in general. . . . Bill Anderson typewrites that he's getting good response to his tune, "The Hand That Held the Hand," recorded on Decca by Lewis Pruitt. Deejays who may have been

missed in the mailing may obtain a sample by writing to Bill Downer, Champion Music, 445 Park Avenue, New York 22. Downer also has samples available on "One Heartache at a Time," by Johnnie Humbird on Columbia, and "Sleep, Baby, Sleep," by Connie Hall on Decca.

Jack Morris, early morning man at KFOX, Long Beach, Calif., and bossman at Toppa Records, 729 Park Avenue, Covina, Calif., says his label boasts some excellent sounds these days and that he'll be happy to service all jocks who'll drop him a line. . . . A happy note comes from Biff Collie, KFOX country music spinner, who reveals that his wife Shirley, heard on the Liberty label, is mending nicely from a recent operation which had the doctor putting a floating kidney back where it belonged.

Lucille (Perunia) Gallion, now in her 16th year of spinning country records on WLOG, Logan, W. Va., says she always gives a fair shake to c.&w. deejay samples sent her way. . . . Bob Dodson, country music director at KURV, Edinburg, Tex., typewrites, to wit: "Thanks so much for the publicity on our recent change-over to the country and western format. The publicity helped tremendously in obtaining records from the various companies and artists. Beginning March 22 we will be doing a remote broadcast for six days from the Rio Grande Valley Livestock Show in Mercedes, Tex. Our booth will be decorated in a country and western theme, and we are in need of photos of c.&w. artists, album covers and anything else pertaining to country and western music. This show attracts over a half million people each year. Country music is going over in a big way in South Texas."

"We have started a country and western show with the accent on the so-called hillbilly sound," writes George Spelman, program director at WILM, Wilmington, Del. "This is not a slam," continues Spelman, "it just seems that our audience would rather hear a country sound than a western song. We are programming an hour and a half every Saturday night and are going to increase it until we have at least five hours every Saturday. As is the usual case, we were in no way prepared for the terrific reaction from both listeners and sponsors. We are the only station in the area that took the chance, and we are happy. Our library is short on the current releases and we would appreciate being put on the mailing lists of the record companies that put out c.&w. records. I'll keep

## ARTISTS' BIOGRAPHIES

For your programming use, here are pertinent facts about hot disk artists. If clipped and pasted on 3 by 5 cards, these biographies will help you build a convenient file of such data.

### THE LIMELIGHTERS

The newest group to hit on the album scene is RCA Victor's recording artists called the Limelighters. The boys are Lou Gottlieb, bass player and the group's comic spokesman; Glenn Yarbrough, classical guitarist and lyric tenor, and Alex Hassilev, guitar and banjo-playing baritone.



Before their merger in Los Angeles, each had worked as a single supper club acts. Gottlieb organized the trio as the Limelighters and they soon began a tour of successful club appearances. Although together for only a little more than a year, they have appeared on many network TV shows, on a national tour with comedian Mort Sahl and in many top night spots.

The LP to bring the group into the recording spotlight is RCA Victor's "Tonight in Person." The boys also have an earlier LP titled The Limelighters on the Elektra label and this week they have their first single release for RCA Victor, "A Dollar Down" b/w "When Twice the Moon Has Come and Gone."

### PAUL DINO

Promo recording artist, Paul Dino, was born March 2, 1939. He began singing in high school in the glee club and at dances and private parties.

Upon graduating from high school Dino went to barber school. But he didn't last long in that profession. One day he was fired for listening to rock 'n' roll music while trying to cut a customer's hair. From then on music became his career.

Dino auditioned at Promo for Bill Lasly, who signed him to a contract. The result was his current hit disk, "Ginnie Bell."



His hobbies are boxing, golf and farming. Dino has made many personal appearances in theaters and at record hops. The chanter is presently making club appearances. This versatile new artist plays the sax, piano, drums, accordion and is a songwriter (wrote "Ginnie Bell") and arranger.

## YESTERYEAR'S HITS

Change-of-pace programming featuring the hottest disks in the land five and 10 years ago this week, from Billboard's charts.

### POP—5 Years Ago

MARCH 10, 1956

- 1. Lisbon Antigua, Nelson Riddle, Capitol
2. Rock & Roll Waltz, Kay Starr, RCA Victor
3. Poor People of Paris, Les Baxter, Capitol
4. No, No! Much, Four Lads, Columbia
5. Great Pretender, Platters, Mercury
6. See You Later, Alligator, Bill Haley & the Comets, Decca
7. I'll Be Home, Pat Boone, Dol
8. Memories Are Made of This, Dean Martin, Capitol
9. Why Do Fools Fall in Love, Frankie Lyman, Gee
10. Band of Gold, Don Cherry, Columbia

### POP—10 Years Ago

MARCH 10, 1951

- 1. Be My Love, Mario Lanza, RCA Victor
2. If, Perry Como, RCA Victor
3. My Heart Cries for You, Guy Mitchell & Mitch Miller, Columbia
4. Tennessee Waltz, Patti Page, Mercury
5. Aha Daba Honeymoon, Debbie Reynolds & Carleton Carpenter, MGM
6. You're Just in Love, Perry Como & the Fontane Sisters, RCA Victor
7. Mockin' Bird Hill, Les Paul & Mary Ford, Capitol
8. Would I Love You, Patti Page, Mercury
9. Roving Kind, Guy Mitchell & Mitch Miller, Columbia
10. I Taut I Taw a Puddy Tat, Mel Blanc, Capitol

### ROCK & ROLL

#### 5 Years Ago

MARCH 10, 1956

- 1. Great Pretender, Platters, Mercury
2. Why Do Fools Fall in Love, Frankie Lyman and the Teenagers, Gee
3. Drown in My Own Tears, Ray Charles, Atlantic
4. Tutti Frutti, Little Richard, Specialty
5. Speedo, Cadillac, Josie
6. Eddie My Love, Teen Queens, RPM
7. Devil or Angel, Clovers, Atlantic
8. Bo Weevil, Fats Domino, Imperial
9. Ain't That Lovin' You, Baby, Jimmy Reed, Vee-Jay
10. Seven Days, Clyde McPhatter and the Drifters, Atlantic

you posted on the reaction in this area."

Jimmy Work, president of All Records, 14188 E. Close Street, infos that he plans to release country records on his label soon. He is anxious to hear from c.&w. jockeys who are in need of service on releases. . . . Jim Whitlock, the Singing Cherokee of Station KBUB, Sparks, Nev., says he'd like to hear from record firms and artists who would like to have their platters played in the Reno, Nev., area. Address him: Station KBUB, Box 1270, Sparks, Nev.

## ANNETTE FILM PROMOS READY

NEW YORK — Walt Disney Productions has completed the filming of six individual film strips to promote six of the tunes from Vista Records' "Dance Annette" album. The segments are being offered for TV play on teen-type record and dance shows, and may be used either individually or as a 20-minute short. One of the features of the film is Annette's singing and dancing demonstration of "The Glide."

## STATION SUBSCRIBERS



## THAT'S ACCEPTANCE!

On June 27, RSI announced a new service for radio and television stations that play records:

Ten new singles each week . . . Billboard Music Week "Spotlight Winners"—the best of the new releases as selected by Billboard Music Week.

In five months, over 572 stations—from every section of the United States and Canada—subscribed to RSI. This swift acceptance is an accurate measure of the great value broadcasters place on this unique record service.

AND IT IS A GREAT VALUE.\*\*\* RSI SUBSCRIBERS GET THE BEST OF THE NEW RELEASES\* THEY GET THEM FASTER\* THEY GET THEM AT A LOWER PRICE \* AND THEY GET THEM WITH AN UNCONDITIONAL GUARANTEE OF COMPLETE SATISFACTION!

Six Record and Album Services Available

If you play records — and you're not yet a subscriber — you owe it to yourself to look into the many record services stations have asked RSI to provide. For today, in addition to the "Hot 100," you can get weekly "Easy Listening" and "Country Music" singles from RSI . . . new monthly popular and classical albums . . . an LP Catalog Album service.

Write to Hal Cook for the full story. No obligation, of course. Just a wonderful opportunity to find out how you can get better records — faster and cheaper. Write today.



Record Source, Inc. 333 East 46th Street New York 17, N. Y. Telephone: YUkon 6-0155 Hal B. Cook Executive Director

# Bell Sound Uncorks Unique Dealer-Customer Components Sales Plan; Feature Home Demo

By **REN GREVATT**

COLUMBUS, Ohio—Bell Sound Division of Thompson Ramo Woolridge, Inc., has unveiled a unique sales plan for the firm's complete line of components. The plan embodies a portable stereo demonstrator unit and direct mail promotion, and gives dealers an opportunity to go to a prospect's home to demonstrate stereo in their own living room.

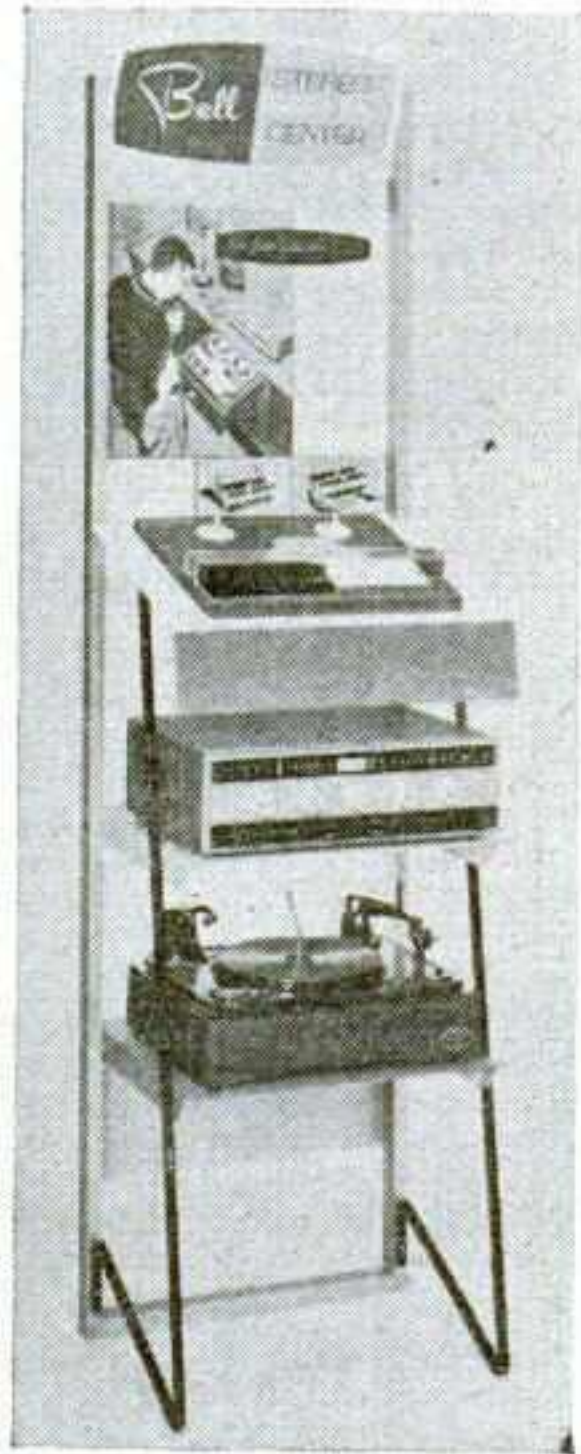
The plan is the brain child of Andy Lorant, director of advertising and promotion for Bell, who explained: "We found that much of our so-called co-op advertising money was being wasted in ineffective promotion. After all, newspaper ads constitute promotion of a buckshot nature. So we decided to substitute a highly personalized approach."

Lorant pointed out that the Bell program brings dealers 100 per cent into the sales picture, whereas certain other house-to-house sales operations now in effect by other manufacturers give the dealer only a token participation.

Bell had developed a portable unit including an amplifier plus twin speaker, one of which is detachable from the basic unit. This unit was devised for use of Bell distributor salesmen in selling dealers on the Bell line of components. Bell switched to two-step distribution in May 1960.

It was then decided that dealers, too, by purchasing one of the portable units, would have a ready-made apparatus for demonstrating stereo in the homes of prospects, simply by using the handy demo unit, plus a Bell tape transport.

"But the dealer had to have some way of knowing who his prime prospects were," explained Lorant. "So we came up with our



BELL SOUND'S handy "stereo sound center" occupies only two square feet of floor space, yet makes an effective visual presentation of Bell stereo equipment. Bell makes available all components necessary for stereo reproduction but the disk changer, hence a Garrard unit is shown here.

direct mail idea as a substitute for co-op newspaper advertising. All a dealer needs to get in on this plan is to have one of our portable demo units and one of our floor "stereo

sound center" display units (see illustration). The latter he can acquire with his first order for our equipment.

We offer the dealer a personalized direct mailing to up to 200 of his best prospects. He provides us with the names and we make the mailing, which consists of a letter about stereo from our president, Ken Bishop; a copy of John Conly's booklet, "All About Stereo," and a reply card directed to Mr. Bishop. We give the prospect three questions to answer by yes or no, on the card. The last of these has to do with whether he would like a stereo demonstration in the dealer's store or in his home. We also type the dealer's name and address right into the letter.

The cards are returned to us for checking and screening so we can have an idea of how well these mailings are working. Then the cards are turned back to the distributor salesman and then to the dealer. Those who have asked for a demonstration in the home can be followed up at once by the dealer. If the dealer happens to carry records, this certainly gives him a chance to not only sell the component equipment but to make a record customer as well."

The salesmen working for the new line-up of Bell distributors across the nation are also given certain bonus incentives for getting the dealer's mailing list together. The distributors participate in the cost of the mailings. "It costs us almost 25 cents to get each mailing piece in a home, but we feel the personal direct mail approach will prove far more effective than the general run of newspaper ads.

An interesting aspect of the plan is the fact that the stereo demo unit, containing the stereo amplifier and matched speaker compartments, can also be sold to the customer. It's emphasized that jacks in the rear of the unit make it possible to make pickups from tape decks, record players, AM-FM tuners or a microphone (for use as a PA system).

Lorant said that the program has just been kicked off with high hopes for proving out the theory that direct mail will pay out. He added that the direct dealer participation is regarded as a vital part of the expected success of the plan.

## Clairtone Eyes Hi-Fi Consoles Market in U. S.

TORONTO — Clairtone Sound Corporation, which achieved an average monthly gross sales of \$300,000 in 1960 after only two years in business, now plans to export its stereo high-fidelity consoles to the United States. Offices have already been set up in New York, Chicago and Los Angeles and a heavy national advertising program is planned.

The firm is headed by Peter Munk, 33-year-old Canadian electronics engineer, and David Gilmour, 29, a well-known furniture and cabinet designer in the Dominion.

The firm is adding four new products, including two consoles, a complete chassis, and what is called "the world's first wireless, remote control for stereo," in addition to the original three models on which

## DEALER INVENTORY CHARTS

Dealers will find these charts a reliable weekly guide to more profitable inventory and display of records, playback equipment and related merchandise.

### BEST SELLING PHONOGRAPHS

These are the nation's best selling phonographs by manufacturer, based upon results of a month-long study using personal interviews with a representative national cross-section of record-phono dealers. A different price group of phonos will be published in this chart each week.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based upon the rank order of manufacturers' phono sales at each dealer, and weighted by size of dealer. Only manufacturers earning 3% or more of the total dealer points are listed below.

### PHONOS LISTING BETWEEN \$401 AND \$500

RANK	BRAND	% OF TOTAL POINTS
1	Magnavox .....	47.0
2	Zenith .....	11.7
3	Pilot .....	7.8
3	Fisher .....	7.8
3	RCA Victor .....	7.8
6	Motorola .....	6.2
7	Harmon-Kardon .....	3.9
	Others .....	7.8

### BEST BUYS IN RECORDS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers and all other readers as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (\*).

#### POP

- \*HAPPY BIRTHDAY BLUES .....
- ..... Kathy Young and the Innocents  
(Blue Indigo) Indigo 115
- PLEASE LOVE ME FOREVER .....
- ..... Cathy Jean and the Roomates  
(Ricki, BMI) Valmor 007
- I DON'T WANT TO CRY .....
- ..... Chuck Jackson  
(Ludix, BMI) Wand 106
- ONCE UPON A TIME .....
- ..... Rochell and the Candles  
(Michele, BMI) Swingin' 623
- WATUSI .....
- ..... Vibrations  
(Arc, BMI) Checker 969
- \*ON THE REBOUND .....
- ..... Floyd Cramer  
(Cigma, BMI) RCA Victor 7840

#### C&W

- \*KISSING MY PILLOW .....
- ..... Rose Maddox  
(Central Songs, BMI) Capitol 4487

#### R&B

- DEDICATED TO THE ONE I LOVE .....
- ..... Shirelles  
(Armo, BMI) Scepter 1203

## Cap Invades Electronics; Buys Mfrs.; Forms Subsid

• Continued from page 1

subsidiary firm, Bonbright named Bruce Rozet as EMI-U.S. vice-president and general manager.

EMI-U.S. will have four di-

## Denmark's Stereo Given Large-Scale Promotional Push

COPENHAGEN—A serious effort is being made here to introduce stereo, and it's largely due to the Philips firm. Philips is now using a large amount of newspaper space for plugging its stereo sets. It is also providing dealers with means of running similar ads of smaller format, as well as material for elaborate window displays.

Many retailers have now installed booths where stereo and other special platters can be auditioned, and many distributors have issued catalogs and pamphlets listing classical, pop and jazz stereo platters of various labels.

Nordisk Polyphon is providing dealers with a catalog, made up by Deutsche Grammophon, which lists operas, classics and other categories of stereo platters. The firm has also sent out publicity material on more popular items, such as its "Star Parade," which offers pop stereo platter bearing the Polydor label, as well as a "Decca" catalog titled: "Great Artists, Your Guests."

visions: Broadcast Division, to market studio equipment, professional tape recorders and related equipment; Magnetic Tape, to market video, audio and instrumentation tape lines; Electronic Tube, to manufacture and market a complete line of high-performance electron tubes and microwave instrumentation, including photomultipliers, klystrons, traveling-wave tubes, camera pick-up tubes, cathode ray and storage tubes; Consumer Products Division, to manufacture and market electronic products for home use. While the type of home equipment was not specified at this time, there is strong speculation that a tape recorder line would be among the first products to be introduced by this division.

Bonbright hailed the formation of EMI-U.S. and the acquisition of the two electronic firms as "significant steps in our company's forward progress. Capitol's move into the electronic field . . . allows us to diversify our present activities by entering into an area that is closely related to our primary business and one in which EMI, our parent company, has already established pre-eminence as a pioneer and as a major force in the total area of research and development."

EMI-U.S. will exhibit its wares at the Institute of Radio Engineers Trade Show in New York this month and in May at the National Association of Broadcasters Convention in Washington.

## DISK DEALS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shown where available are starting and expiration dates for each deal, as well as the date of issue and page number of the original news story and/or advertisement providing details of each promotion. Please consult these for full information.

- 20TH FOX**—Expires March 15, 1961. Started February 15, 1961. Two-pocket album set dealer incentive plan. Monophonic: Dealer usually pays \$4.94, under plan pays \$3.09, to be sold at \$4.98 receiving normal mark-up. Stereophonic: Dealer usually pays \$6.18, under plan pays \$7.71, to be sold at \$5.98 receiving normal mark-up.
- DECCA**—Expires March 24, 1961. Started March 1, 1961. "All Time Golden Favorites" incentive plan covering nine new releases and the six packages previously released in that series. Details can be obtained from Decca distributors. See current issue for details.
- ROULETTE**—Expires March 25, 1961. Started February 15, 1961. Plan covers entire catalog. Details available from label's distributors.
- ABC-PARAMOUNT**—Expires March 31, 1961. Started January 16, 1961. Winter merchandising plan offers straight 12½% discount off the face of the invoice and specific dated billing for qualified dealers. Plan applies to 11 new ABC-Paramount albums, four initial LP's in the label's new jazz series, Impulse and Chancellor LP product. See page 4, January 16 issue, for details.
- AUDIO FIDELITY**—Expires March 31, 1961. Started March 1, 1961. "March New Release and Sales Program." Buy six LP's get one free on seven new March releases plus a 10 per cent dealer discount on four-track stereo master tapes. See pages 6 and 43, February 27 issue, for details.
- STRAND**—Expires April 30, 1961. Started February 1, 1961. "Major LP Expansion Program." Plan applies to complete Strand line plus new Elite percussion series. Details available from Strand's distributors. 90-day deferred billing with normal 2% discount for prompt payment.
- RIVERSIDE**—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pre-Pack, a browser box containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 49, February 6 issue, for details.
- SPRING LP SALE**—For newly announced Spring LP Sale see page 1 story and Merchandising Section.

## Audio News Briefs

The new TV, and phono distributor for Sylvania Home Electronic Products in the Los Angeles area is the J. N. Ceazan Company. In another West Coast move, the same corporation appointed Roland H. Martin as district sales manager in the San Francisco - Northwest area. Harry H. Marco succeeds Martin as manager of the San Francisco branch. James M. Hudson is the new district manager for Sylvania in Miami.

The Vega Electronics Corporation has named Dr. S. C. Chao as its new development senior product engineer. . . . Philco has issued a serviceman's guide to business identification and advertising. Purpose of the booklet is to aid and encourage independent servicemen to make better promotional use of the business - building opportunities that surround them. . . . Shure Brothers has promoted Roger W. Ponto to the distributor sales department. . . . Lex Lawson will represent the Voice of Music Corporation in the Southwest with headquarters in Dallas.

The Space-Tone Electronics Corporation, maker of high fidelity and stereo fidelity products for the consumer market, has acquired the Product and Industrial Engineering Company as a wholly owned subsidiary. . . . Shure Brothers has named Donald H. Bitner as regional distributor sales manager. . . . The Electronics Industries Association has been asked by the U. S. Office of Education to prepare a

## BELL RINGER Special Phoning System Effective

**MINNEAPOLIS** — Marshall Baubaire, owner of Edina Record Center here, has built his telephone up to the point where it's virtually another salesman for the store. Customers have gotten in the habit of inquiring about records by phone, and Baubaire makes the most of these selling opportunities.

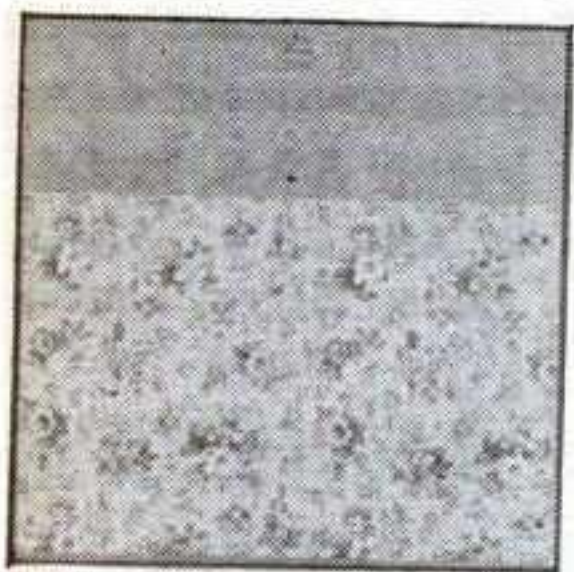
"This is one way of competing with the discounters," Baubaire noted. "If we can, we give the information right away. If not, we call 'em back as soon as possible."

In his office, Baubaire has a series of hooks on the wall, arranged by distributors, to accommodate special telephone orders. As soon as the disk comes in from the distributor, the ticket on the hook is picked up and the customer called. The disk is then placed, with the customer's name attached to it, in a basket in front of the store for fast pickup when the buyer arrives.

Many of the callers become known to store personnel who will gladly charge the purchases. In the case of special order, less regular buyers are asked to leave a small deposit before the order is placed.

guidebook to familiarize school administrators and language teachers with the use of electronic devices in the teaching of languages.

## ALBUM COVER OF THE WEEK



**ROSSINI: La Cambiale di Matrimonio (Complete)** — Renata Scotti, Rolando Panerai, Renato Capocci and Nicola Monto, Mercury SR2-9009. Very attractive cover bound in bright blue with lettering in gold script and a full-color floral pattern on a gold background. Powerful display item for classical counters.



**THE THINKING MAN'S TROMBONE** — Al Grey, Argo LP 677. Eye-catching cover with a full-color pic of the artist posed against a white background. Clever tie-in with script-like commercial printed on cover. Prime display item.

## RETAILING PANEL QUESTION

What type of manufacturers' point-of-sale material is most useful?

### THE ANSWERS

**PAUL VILLA-LOBOS**  
Custom Classics, Inc.  
Indio, Calif.

Window display material, album covers and posters are the most helpful sales aids manufacturers provide. We particularly favor mobiles, as they are the most effective in stopping passers-by. Most important is that these feature top-selling artists and their current releases.



We rarely use material of an unknown artist, as names are still the top draw. Secondly, the material must be colorful. We get far more material than we can ever use, therefore we can be selective in what we use.

**GEORGE A. SILHA**  
The House of Music  
Chicago

Our most effective materials are consumer catalogs and window-display materials.



The displays are especially effective for us as we have a lot of traffic going past our windows. An attractive window will pull people into the store. As far as catalogs go, we find that a lot of people like to take them home, browse through them, and then come in later and buy the records they want. Many people have become conditioned to catalogs from the literature mailed out by record clubs. We'll go as far as to give out a Schwann catalog to our better customers.

**DALE SHONROCK**  
Alexander's Stereo Shop  
Chicago

Advertising mats for use in neighborhood papers are excellent. Our big trouble, however, is that we don't get them until too late. Columbia, for example, has just sent us mats on its January release items. RCA Victor does an excellent job in this area. They make mats and other material available to us as soon as the new releases come out. Many of the big retailers run ads as soon as a new release item comes out, but for us smaller retailers it's not so easy. Another point-of-sale item that we like is the type of sampler record currently being put out by Medallion Records. It contains 12 selections from 12 of the label's new albums. We use this as a 99-cent leader with excellent sales results.

**WALTER SEMAGIN**  
The Record Shop  
Buffalo

Enlarged album covers, especially the ones with those fancy die-cuts, make the best display material for our purposes. The covers have to have a certain eye appeal, yet not too much. Some of the labels overdo it to the point where the covers become overwhelming and covers well done, like Capitol's, we find are best for display.



## Close Inventory Control Hikes Dealer's Volume

**HIGHLAND PARK, Mich.**—Much of the profit which the record and stereo equipment dealer can show is nullified by poor inventory control, in the opinion of Milt Keverson, of Uptown Radio Company here.

Thanks to a detailed inventory control system, Keverson has increased his turnover from four times a year to five, and has shown a 10 per cent better profit on exactly the same dollar volume in sales.

"We thought that we were too busy for such a system," Keverson said. "Actually, as the inventory controls later showed, we were wasting our time on what we thought were profitable operations. For example, we know for a certainty that we were not showing a worthwhile profit on transistor radios, on phonograph records, and on certain lines of components. Before the inventory control system divulged its hard and cold facts, I would have sworn that each department was showing a healthy profit."

Now, although the store carries complete lines of components and electronic control panels, as well as tape recorders, every item is under the inventory control system. This begins when the item is received, at which time it is given a control number which henceforth tells the complete story, until the item is sold. As the system operates, it incorporates not only a quickly accessible flow of information on everything in stock from a fuse to a tape recorder, but likewise inculcates automatic mark-downs, designed to keep stock within certain turnover classifications.

The control number, when assigned, covers the date the merchandise was actually received, its cost, including all freight or "special costs," the standard selling price and a special "low" at which the store will break even, in the event that mark-downs are necessary. Keyed in with the control number on every item is a time limit on the number of days it will be continued in the inventory. Usually, this is 45 days. For example, if a stereo phonograph or a tape recorder in the upper-price bracket doesn't sell for some reason, when it reaches the 45-day limit, the price is automatically reduced 10 per cent as it stands on the sales floor. At the end of another 45 days, the price drops a like amount. If a third mark-down period is ended, a red tab goes on the file card on which the full information is maintained, which means that Keverson studies the individual situation, and will use concentrated promotion, or a "combination price," to dispose of the "shelf-warmer."

This special consideration does away with what otherwise might be automatic elimination of an item from the inventory, simply because its turnover is apparently far below what it should be. By insuring that it will automatically be given separate consideration, Keverson can decide whether to use more newspaper advertising, whether the weather, the financial period, etc., is responsible for slow movement.

Another highly useful bit of information which goes along with the inventory control system is reuse of figures which show what the competitive price on the market is at all times.

Naturally, the store attempts to sell as near list price as possible, but Keverson is realistic enough to know that he must meet competitive prices in order to keep his turnover up.

The control system quickly shows Keverson that the store is losing money on many items which at first glance seemed profitable. Phonograph records, due to intense discount competition everywhere, are definitely not profitable, but the record department has been retained simply because customers would be highly disappointed if they could not buy the records at the same place they buy their phonographs.

There has been a considerable shake-up in the store's security system, since it was found through the first year's inventory control records that many items were being stolen rather than sold. In fact, where transistor radios were concerned, ordinary protective methods were not enough — since loss from out-and-out theft was actually more than the total loss from uncollectible accounts and bad credit.

Now Uptown Radio Company has a stock geared directly to the market, with no "shelf-warmers" to worry about, is doing away with every department which isn't paying its way in average profits, and theft-proofing the store to do away with the profit leakage which had proved embarrassingly high.

## NAMM Conventioners Briefed on 1961 Plans

**CHICAGO**—Officers and directors of the National Association of Music Merchants (NAMM) recently completed their mid-year convention in Fort Lauderdale, Fla., and were brief on upcoming plans for the coming year.

Brought forward for report and discussion was a new bill proposed in the U. S. House to repeal excise taxes on musical instruments. Also in the briefing were plans for the battle against retail exemption in the federal wage-hour law.

Hugh Randall, former president from 1948 through 1950, was elected to honorary membership, and Frank O. Wilking was appointed chairman of the 1961 nominating committee. Committee members will be appointed in Chicago in the spring.

## BEST SELLING! LOWEST PRICES HIGHEST QUALITY BIGGER PROFITS



## GENUINE DIAMOND NEEDLES

**TRANSCRIBER CO., INC.**

WRITE DEPT. C,  
P.O. BOX 478, ATTLEBORO, MASS.,  
FOR ORDERING INFORMATION

## NEW DEALER PRODUCTS

### Counter-Top Display for Dealers

The Walco Company, East Orange, N. J., has debuted a new "Gillette-type," counter-top merchandiser which can put 160 of the firm's needles on view. The unit has a double-thick, unbreakable glass top and may be used as part of the usual counter work-space area.

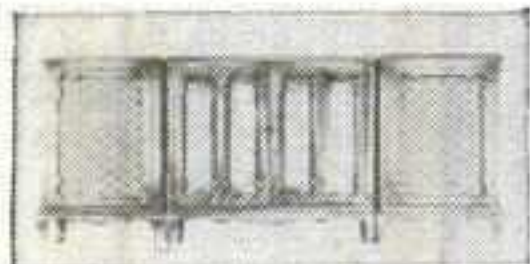


### 3 New Custom Furniture Cabinets

The Allied Radio Corporation has introduced three new furniture styles for housing high-fidelity and electronic equipment. Pictured here is the French Provincial cabinet style, while the other two come in Danish Modern and American Colonial. Over-all, the cabinets measure

some 33 inches high, some 36 inches wide and 20 inches deep. The interiors are divided into a top shelf to accommodate an amplifier and tuner; the lower half is for changer and record storage. Matching speaker enclosures accommodate a 12 to 15-inch horn, with provision for two and three-way system components.

The French Provincial unit is \$129.95 assembled and \$79.95 in kit; Danish Modern is \$94.50 and \$84.50, and the American Colonial \$129.95 and \$79.95.



## MUSIC AS WRITTEN

Continued from page 4

Victor here. College lad Elledge was discovered by Jim Stretch, of Walther Bros., RCA Victor distributor in New Orleans. . . . Hank Locklin comes to town to appear on "Grand Ole Opry" March 11 and for RCA Victor sessions March 14. . . . Hickory Records' Joe Lucus is excited over Roy Acuff's latest release, "Streamlined Cannon Ball" b/w "Time Will Make You Pay." Pat Twitty.

### Philadelphia

Ben Krass' new record, "When the Saints Go Marching In," which he issued under his own label in Philadelphia, called Krass Records, has been taken over by Theresa Brewer Enterprises for distribution. . . . Johnny Salerno, head of Sako Records, Philadelphia, is a patient at Osteopathic Hospital in that city—back trouble. . . . Mr. and Mrs. Lloyd Ryan, who own their own record labels in Philadelphia, had a dozen recording artists help them celebrate their 22d wedding anniversary at the Venus Lounge in that city. . . . Nat Fisher moving his Record Mart in the Broad and Olney shopping section in Philadelphia to larger quarters in the same shopping area. The new store will be devoted exclusively to records and record players. Maurie Ordenker.

### Toronto

Whitey Haines was busy the last two weeks doing promotion on the "Fiorello" show at the O'Keefe Centre. It paid off with increased sales of the Capitol disk in the city. Windows were blanketed by displays on the show. Whitey also showed Nelson Riddle around the city. Riddle was in for a TV appearance, but before setting into rehearsals, Riddle made p.a.'s on a couple of other TV shows and two deejay programs. . . . George Keane, of Quality Records, was in Montreal for a business trip while Don McKim, of Phonodisc, returned from a two-week holiday in the Barbadoes. . . . Wray Rutledge, of Quality, claims that Top Rank's "Donald, Where's Your Trousers," is a cinch to make the top runs in sales. . . . RCA Victor began release last week of Elvis Presley's "Surrender." Release was held up by copyright problems in Canada, and a rep flew to Rome to clear the issue. . . . Seven hours will be spent here by Teresa Stratas, 20th Century-Fox artist with "This Is Canada," when "The Canadians" opens here. Miss Stratas, a Metopera star, is a local girl who made good south of the border. . . . Supermarket appearances are being arranged for Conway Twitty in connection with the rack displays of Hadelman Drugs.

RCA Victor of Canada will be first in this country to issue its compact 33 double, shipping out to key dealers across the country a prepack which includes merchandiser, 25 titles, and 100 catalogs, a value of \$25, costing the dealer \$19.95. Dealers are being given an extra discount in this promotion. . . . Bravo label has the top three songs at San Remo, according to St. Clair Low of Canadian Music Sales. These include "24,000 Kisses" with Celentano, "Un Umo Vivo" with Tony Dallara, and "Al Dila" with Luciano Tjoli. . . . Phil Anderson of Arc Sound, distributors in Canada for Stereo Oddities, was proud to announce that Canadian music dealer Gerry St. James of St. James Stereo Centre, Port Arthur, Ont., placed second in the North American contest for the best promotion with Woody Woodbury. He picked up a cash prize of \$300 Canadian funds. . . . Columbia Records of Canada is embarking on merchandising four-track stereo tapes, offering 20 of the top selling albums. Harry Allen Jr.

## Flick Execs Dig Into Disk Ranks

Continued from page 3

in Germany this summer. Mamie Van Doren may co-star in the picture, which deals with the Communist threat to occupation forces in Germany.

Bobby Darin's first indie production will be "The Sound of Hell" with Dick Shawn as his co-star. Darin starts his second movie this month ("Too Late Blues," for Paramount) with Andre Previn as composer-conductor for the score.

Pat Boone's Cooga Mooga Film Productions has an ambitious two-year schedule set to produce five films: three pictures starring Boone himself — two musicals and the comedy, "Young Man About Washington." Boone penned the lyrics of a current best-selling film theme, "Exodus." His next movie for 20th Century-Fox will be "Drink to Me Only," in which the warbler will play his first drunk scene. (Boone is a teetotaler.)

Connie Francis' personal manager, George Scheck, was in Hollywood last month to huddle with local movie moguls and discuss ideas for possible movie roles to follow the canary's first picture, "Where the Boys Are." Miss Francis' waxing of the title theme is No. 5 on the "Hot 100" chart this week.

Frankie Avalon is currently working on "Voyage to the Bottom of the Sea" at 20th Century-Fox and will record the title song.

Elvis Presley, riding high at the box office with "Flaming Star," has a new film, "Wild Is the Country," ready for release, and is working on another in Hawaii. He recently signed a contract to star in four movies at MGM, first of which will be an all-star musical, "Chautauqua." Presley will warble several "period" tunes in the film.

Duane Eddy plays the musical score of MGM's new movie, "Ring of Fire" and has also recorded the

theme for Jamie. Comedian Frank Gorshin, who co-stars in the picture, will record a vocal version of the song for Trey Records. Other new movie deals set for recording stars include Tommy Sands and Annette in Walt Disney's "Babes in Toyland," and Lillian Briggs in Jerry Lewis' "Ladies Man."

New signings in the composer-conductor - scorer field include Previn for Billy Wilder's next two productions "1, 2, 3" and "Irma La Douce"; Cahn and Van Heusen, for the Bing Crosby-Bob Hope reunion movie "Road to Hong Kong"; Percy Faith for "Tammy Tell Me True" (his first film score); Buddy Bregman, "The Cat Burglar"; and Elmer Bernstein, "By Love Possessed."

In the deejay-actor field, Dick Clark is currently working in his second movie, "The Young Doctors," and will play a top role in Frank Sinatra's next indie production. Veteran Hollywood deejay Al Jarvis, will play his first film role as an engineer in the "Outlaw" TV seg tagged, "Outrage of Pawnee Bend."

Another Hollywood spinner, Bob Crane, KNX, is doing an acting stint in "Deadlock," and jockey Johnny Grant, KMPC, Hollywood, is type-cast as an announcer in a forthcoming episode of the "Peter Loves Mary" TV film series.

### Garrard Hikes Price On Turntable Type A

PORT WASHINGTON, N. Y.—The Garrard Division of British Industries Corporation here, has announced a price increase on the Garrard automatic turntable, Type A. The firm pointed out that rising costs of maintaining close quality control made the moderate increase mandatory. The new price for the unit is \$79.50. The price change takes effect at once.

### Chicago Dealers

Continued from page 2

ness was founded on service. Dealers feel there is still a need for a place where the record buyer can go, discuss records with a knowledgeable dealer and get the many special services that only a dealer can offer.

#### Dislike Change

Perhaps more important or to the point is the fact that dealers are reluctant to change a method of operation that they have been in business with for many, many years.

One local dealer pointed out, "Changing to a discount operation for me would mean changing my entire method of doing business. Instead of hiring five people, I would probably use only two. I would put a guard at the door to watch customers, I would specialize in high-traffic merchandise, and when a man asked me for a specific type of music, instead of waiting on him like I do now, I would simply say, 'check the bin over there.' Frankly, I'm not sure I'm ready to make this switch." Neither, it seems, do many of the other dealers here.

### Mort Sahl

Continued from page 1

devoted to treating the Kennedy "new frontier" political approach, based upon the show Billboard Music Week covered during Sahl's Crescendo run.

Sahl has created a considerable following among record buyers, was the first in Verve's strongest sellers, and should add considerable weight to the Sinatra label's artist roster.

CHARLIE MCCOY  
CHERRY BERRY  
WINE  
CADENCE 1390



Two new smashes!  
"AGE FOR LOVE"

by  
JIMMY CHARLES  
Promo 1003

"GINNY BELL"

by  
PAUL DINO  
Promo 2180

ADDIT RECORDING CORP.  
165 West 46th St. New York, N. Y.

A SMASHEROO!!

Merv Griffin

"BANNED IN  
BOSTON"

CARLTON 540

JIMMY JONES  
"I TOLD  
YOU SO"

K-9085



Your Next Big Hit  
by

SAM (The Man) TAYLOR  
DELIVER ME

and  
DEACON'S HOP  
#1597

SAVOY RECORD CO.  
NEWARK, N. J.

DREAM BOY

Please Please Signore

F-374

ANNETTE



GIVE TO DAMON RUNYON  
CANCER FUND



# TALENT TOPICS

Continued from page 10

Florida last week. . . Mercury's Shelby Singleton in town over the weekend for sessions for the label. . . Acuff-Rose Publications' song-writing Johnny Russell is back in town after a California visit. Pat Twitty

If you're a man who takes pride in his work, you're a man who reads his businesspaper carefully. Cover to cover Advertising as well as editorial pages. Why? Because—as a man who gets a kick out of doing a great job—you know there's no better place to get so many good, practical ideas you can put to work with extra profit to yourself, and your firm, than in . . . your businesspaper.



PHOTO ON LOCATION BY EHRENBRECHT

Where there's business action, there's a businesspaper

## BILLBOARD MUSIC WEEK

One of a series of advertisements prepared by the ASSOCIATED BUSINESS PUBLICATIONS



### DAILY AIR PLAY CHECK

of Your Records and Tunes on TV Channels 2, 4, 5 and 7 and WNBC, WOR, WABC, WCBS Radio (N. Y.) Complete—Inexpensive For Details, Call or Write ACCURATE REPORTING SERVICE (Monitors for the Industry Since 1930) 885 Flatbush Av., Brooklyn 26, N. Y. BUckminster 4-7190

### BOSTON

Impresario George Wein of Storyville already making plans to produce and direct this summer's concerts at Castle Hill in Ipswich, Mass., where he'll mix classics with his specialties, jazz, folk and gospel music. . . The Colonial Theater opened to a good showing for "Once Upon a Mattress," with Dody Goodman in the stellar role.

Connie Francis packing them in at Blinstrub's big bistro to be followed by the Mills Brothers and Teresa Brewer for a week's stand apiece. . . Jazz pianist Toshiko off to Japan after five years in Boston and spots throughout the U. S., writes that she is in constant demand for concerts and interviews. . . North Shore Music Circus has already lined up Molly Picon to star in "A Majority of One" this summer. . . MGM's Bob Newhart has set an early April date at Symphony Hall for his first local appearance.

Boston's popular comic Billy Kelly has accepted an invitation to entertain a ballroom full of national celebrities, including President Kennedy in March at the Sheraton Park Hotel, Washington. . . TV's Will Able takes a starring role in "Where's Charley" opening April 4 in the Bradford Hotel's new series of capsuled musicals. . . Toni Arden and her brother Jan canceled a week at Blinstrub's when she was taken suddenly ill. Margie Anderson replaced them. Cameron Dewar.

### PITTSBURGH

George Shearing and Nancy Wilson share star billing in the final Jazz Horizons concert of the season April 28 in the Penn-Sheraton Hotel. . . Gene Landy, a former Pittsburgher, now living in Hollywood and head of Lectern Records, spent a few days here en route to New York with folk singer Bob Grossman to promote his new LP. . . Lou Guarino, a partner in Lenny Martin's local record operation, will soon release his new single, "The Jury," featuring Lugee (Guarino) and the Lions. The Lions are Louis Sacco, Janet R. Chick and William J. Faber.

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George Jessel spent last weekend here taping several shows for WIIC, the NBC-TV outlet here. He will host a weekly series of late, late movies. . . Johnny Puleo and his Harmonica Gang report to Rose Calderone's Twin Coaches for two weeks beginning April 24. They follow the Poni Tails, who arrive April 7. Other Twin Coaches bookings include the Ames Brothers, May 8; Bobby Rydell, May 22; the Platters and Mickey and Sylvia. Lennie Mendlowitz.

### TORONTO

O'Keefe Centre for the Performing Arts has dated Brendan Behan to front a new jazz revue which includes Nina Simone, Art Blakey and the Jazz Messengers, dancer Carmen De Lavallade, Olatunji and his drums of passion, backed by the Gil Evans orchestra. . . Ruben Rivas trio has moved into the Prince George Hotel, featuring Jane Forrest. . . Shelley Berman will have backing of the Cumberland Three when he plays a week at the Royal Alexandra Theater. . . Personalities in Canadian public life were asked to choose their favorite songs by Wally Koster, which he will present on his show, "World of Music," CBC-TV. . .

Singer Joan Fairfax who created such a stir in appearances with Jack Paar, finally had her TV show, previously taped, screened on the CBC-TV. It is called "Joan and a Hundred Men." . . Larry Adler, harmonica virtuoso, helped out Jack Kane's show. . . Walter Susskind, who has made records all over the world, the latest being for Columbia Records with Glenn Gould, has had his contract with the Toronto Symphony Orchestra renewed for another three years. Harry Allen Jr.

## FOLK TALENT & TUNES

Continued from page 10

ing Marty Robbins; Joe Poovey, of Azalea Records, and Beverly Oliver, of "The Big Shindig," Fort Worth, set for a one-nighter at Tyler, Tex., March 24. Unit plays the State Fair Music Hall, Dallas, the following night. . . Steve Stebbins, of American Corporation, Woodland Hills, Calif., has Lefty Frizzell booked 10 days in Oklahoma winding up next Saturday (11), after which Lefty makes a 10-day swing through Northern California for the same office. . . Little Jimmy Dickens kicked off an 18-day tour for Americana in Phoenix, Ariz., March 2. He follows with a California jaunt for the same office, working with Freddie Hart on some of the dates. On Wednesday (8), Hart concludes an eight day tour for the Americana firm.

Ernest Tubb packs his guitar to Owensboro, Ky., March 15; Evansville, Ind., 16; Peoria, Ill., 17; Mo-

line, Ill., 18, and Indianapolis, 19. . . Country singer Loretta Lynn reports that her husband Mooney has opened an office, Mooney's Country & Western Attractions, in Custer, Wash., to handle bookings and promotion on c.&w. talent in the Vancouver, B. C., sector. . . Stringbean, "Grand Ole Opry" comic, takes his rib-tickers to Columbus, Ga., March 16; Birmingham, 17; Jackson, Miss., 18; Bristol, Tenn., 30; Augusta, Ga., 31, and Mobile, Ala., 31. Final six dates finds him on the same bill with Jim Reeves and the Blue Boys.

Roger Miller concluded his California tour at George's Round-Up Club, Long Beach, Calif., March 1. . . Ray Price stops off at Lubbock, Tex., March 7; Phoenix, Ariz., 9; El Paso, Tex., 10; San Antonio, 11; McAllen, Tex., 12, and Corpus Christi, Tex., 13. . . Little Dickie Chaffin and his personal manager, Carl Day, of Coshocton, Ohio, are readying a trek thru Pennsylvania, Ohio, Kentucky and West Virginia to promote Dickie's new Hilltop release, "Crying Heart" b.w. "Lost Love." Day claims that "Crying Heart" is spilling over into the pop field in many sections. . . Gloria Tury is back in

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## LP PROGRAMMING

Continued from page 48

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# MONEY Hosts 80 Ops To Informative Evening

By **REN GREVATT**

NEW YORK — "A highly successful and informative meeting," was the way Music Operators of New York spokesmen termed the association's quarterly dinner affair, held Tuesday evening (28) at Rosoff's Restaurant here. More than 80 operators turned out for the session, which featured a roast beef dinner with all the trimmings and a host of well-informed speakers on topics of concern to operators.

Following a brief business meeting, MONY President Al Denver opened the forum part of the meeting by introducing Sam Epstein, of the CPA firm of Epstein and Rosenberg, first of a series of speakers.

Epstein discussed at some length the matter of tax deductions from expenses incurred in maintaining good will with existing customers and those involved in developing new business. He noted that bonus money paid to a location is deductible in the first year if no written contract is entered into. If there is a location contract, the bonus can be deducted in equal annual amounts according to the length of the pact.

Epstein said that any sum paid to a seller of a route constitutes money paid essentially for good will and therefore is not deductible. He then cited numerous court cases having to do with the matter of money paid out for good will. Epstein also dealt with the various methods of figuring depreciation on juke box equipment for tax reduction purposes.

Morris Kaplan, also of the Epstein and Rosenberg firm, was the next speaker. Kaplan dealt with tax deductions on entertainment and travel expenses, and pointed out that the government has adopted an increasingly stiff atti-

tude toward these expenses. On any and all entertainment expenses, the spender must prove the money was actually expended and for whom, according to Kaplan. He also dealt with the finer points of claiming travel expenses.

Morton Singer, an attorney associated with the American Arbitration Association, and one of the architects of the standard location contract form adopted by MONY, discussed such problems as holding a buyer to a contract presently in existence with a location, liquidated damages, and sales taxes. On the first point, he said there is no clear-cut way of holding the buyer to contract provisions with a location.

On the subject of liquidated damages in the case of a location owner making an agreement with an operator and then throwing the operator out before he gets in because somebody else made a better offer, Singer advised operators to insist on a liquidated damages clause with a specified minimum on every contract. Singer also noted that many favorable decisions are now being won by operators through the American Arbitration Association and that non-members of MONY are beginning to use the MONY contract form and to avail themselves of the services of AAA.

There was also some discussion on the matter of lease arrangements. In the cases of leases, it was pointed out, the automatic renewal provision, which used to be part and parcel of lease deals, was effectively blocked out by State legislation some time ago. In the case of a contract, such automatic renewal provision, however, can apply.

Attorney Teddy Blatt cited a case where the Appellate Division ruled that a short-form lease agree-

ment in force between an operator and a location was not, in fact, a lease, but a contract. Therefore, the automatic renewal provision did apply and the location was found duty-bound to honor it. "This is a better deal for the operator," said Blatt, who urged the operator to use contracts at all times rather than leases. "With contracts, they can be settled by arbitration rather than litigation and that's faster, cleaner and usually more rewarding to the operator," Blatt said. He also expressed the hope that in the future there would be a single basic contract form for both games and jukes.

Lou Boorstein, head of Leslie Distributors here, spoke next on records and programming. Boorstein said that despite the current financial difficulties of his firm. "We're open, we're stocked, and ready to serve you." Boorstein attacked the practice of some one-stops who offer to operators the "buy 75 and get 25 free" idea. "This is expensive to you and it doesn't pay out when you read your meters," he said, noting that "one-stops are under these very same pressures."

Boorstein added "It takes more than a month to become a good one-stop. We're doing our best to get you the records that will get the play and we check every day in different parts of the country to find out what's breaking. Sometimes we've had hot records here before their own distributors have had them, and all for your benefit." Boorstein also noted the problem posed for operators by "crackpot customer and nutty bartender request for certain records."

The concluding speaker was Joe Godman, MONY attorney, who discussed the current activity in  
*(Continued on page 62)*

# All Segments of Industry To Exhibit at MOA Show

By **NICK BIRO**

CHICAGO — A strong cross-section of representatives from all branches of the coin machine industry—juke box, game and vending—plus record companies, background music companies and other suppliers will be exhibiting at this year's Music Operators of America Convention, May 15-17 at Miami's Deauville Hotel.

A total of 29 firms, accounting for 79 booths out of a possible 100, have been signed to date, according to a joint statement last week by George A. Miller, MOA president, and E. R. Ratajack, managing director.

Two of five juke box manufacturers—AMI and United—have signed to exhibit. Notably missing however are Seeburg, Wurlitzer and Rock-Ola—all three of which also missed last year's MOA convention in Chicago.

### More to Sign

At press time there was no indication whether the three juke box manufacturers would sign to exhibit.

Both Miller and Ratajack, however, indicated they fully expected the MOA exhibit space to be sold out by convention time. Additional exhibitors were expected to come

from the ranks of record companies, vending firms and game manufacturers.

Game manufacturer and representatives signed to date include Bally Manufacturing Company and American Shuffleboard Company. Pool table manufacturers include Fischer Sales Company, Irving Kaye Company and Valley Sales Company.

### Disk Firms

Record manufacturers signed are Capitol Records, Columbia Records, Decca Records, MGM Records and RCA Victor. From the background music ranks are Cine-Sonic Sound, All-Tech Industries, and Rego Sound.

Other firms signed are: Automatic Photo, photo machines; Paul Bennett, needles; Billboard Publishing Company; Capitol Projectors, rides; Cash Box Publishing Company, Coin Machine Council, Mike Munves, ride and game distributor; Music Reporter, Johnson Fare Box, coin equipment; National Rejectors, slug rejectors and miscellaneous equipment; National Vendors, vending machines; Southland Engineering Company, rides; Star Title Strip Company, title strips; and Table Football, distributor for German-made coin games.

# Milwaukee Coin Industry Survives 'Ink Bath'

MILWAUKEE — The Beer City coin machine business was the target of a series of newspaper articles which ran in The Milwaukee Journal, February 20-24.

The industry survived its periodic "ink-bath." In fact, according to most observers, it came out "smelling pretty good."

The Milwaukee Journal, in its series of five articles alternately blasted and praised the conduct of coinmen here. The general tenor of the articles was one of suspicion and innuendoes of misconduct on the part of several local coinmen, one of them a dead man.

But it closed its widely heralded "expose" by admitting that the

## Rock-Ola Sales Meet For Midwest Distribs

CHICAGO—The fourth in a series of regional sales meetings was held here by Rock-Ola Manufacturing Company Saturday (4), with some 15 Midwestern distributors in attendance.

Previously meetings were held by the factory for its distributors in New York, New Orleans and Los Angeles. The Chicago meeting, last in the series, will feature a discussion of spring promotion and sales plans.

Heading the session will be E. G. Doris, Rock-Ola vice-president; Frank Mitchell, director of sales, and Jack Barabash, field service manager.

coin machine business here was clean of racketeering elements, stating: "Milwaukee's juke box and amusement device business over the years has been free of the type of violence and open racketeering that has erupted in some major metropolitan centers."

Operators had been aware for some months that the newspaper's reporters were at work on some sort of coin industry "expose." Most of the city's operators had been contacted and queried by the researchers.

Pre-publication blurbs fostered the impression that the articles would unveil some serious shenanigans among local juke box and amusement game operators and wholesalers.

Readers were told that until 18 years ago slot machines were common among Milwaukee's "private clubs, veterans' and fraternal halls and the back rooms of taverns." Since April 22, 1943, the opening article noted, slot machines have not been tolerated anywhere in this county by law enforcement agencies.

The articles reshaped the federal income tax difficulties of Joe Beck, Mitchell Novelty Company. This information was scarcely new; it made front pages of both local newspapers several years ago.

Also prominently highlighted was a reputed incident of high-handed repossession of a juke box route from a former Milwaukee operator by recently slain distributor, Herman Paster.

Concealing control of taverns by coinmen and loans to barroom owners were pointed up as existing evils of the industry here. And the city's attitude toward amusement games was described as "contradictory and confusing" since on one hand it licenses pinballs and at the same time declares them illegal gambling devices.

To the credit of the article, it should be pointed out that they suggested several steps that could be taken by the city to insure that the coin industry here will retain its racketeer-free status:

1. Require tavern license holders to reveal each year the extent and nature of their business debts.
2. Require licensed coin machine corporations and taverns operated by corporations to identify stockholders annually. Exceptions would be those firms which sell their stock on public markets.
3. Require operators to state on license application forms whether any of their machines can be adjusted to pay off in free games or registor pay-off scores.

According to the articles, police officials had no indication in the last 15 years that hoodlums had attempted to cut in on the Milwaukee coin machine business.

Why have racketeering elements shied away from organizing the industry here? Hidden in the final paragraphs of the last of the five articles is this statement: "Individual operators and locations 'stood up' to hoodlums when an attempt was made to enter Milwaukee in the early 1940's."

## DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to from 100 to 200 sides per machine, they represent maximum programming effectiveness. Records listed below have both sides either on the Hot 100, or have recently been on the Hot 100. See Spotlight Reviews for additional information on double-play disks.

<b>SURRENDER AND LONELY MAN</b>	ELVIS PRESLEY RCA Victor 7850
<b>WHERE THE BOYS ARE AND NO ONE</b>	CONNIE FRANCIS MGM 12971
<b>EBONY EYES AND WALK RIGHT BACK</b>	EVERLY BROTHERS Warner Bros. 5199
<b>GOOD TIME BABY AND CHERIE</b>	BOBBY RYDELL Cameo 186
<b>SPANISH HARLEM AND FIRST TASTE OF LOVE</b>	BEN E. KING Atco 6185
<b>THINK TWICE AND FOR MY BABY</b>	BROOK BENTON Mercury 71774
<b>WHAT A PRICE AND AIN'T THAT JUST LIKE A WOMAN</b>	FATS DOMINO Imperial 5723
<b>EMOTIONS AND I'M LEARNING ABOUT LOVE</b>	BRENDA LEE Decca 31195
<b>STAYIN' IN and MORE THAN I CAN SAY</b>	BOBBY VEE Liberty 35296
<b>WHEELS AND ORANGE BLOSSOM SPECIAL</b>	BILLY VAUGHN Dot 16174



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# EUROPEAN NEWS BRIEFS

## Shape Tax Proposals to EEC

PARIS—Chancellor Konrad Adenauer's visit to Paris and London within recent weeks is being accompanied by efforts to harmonize and unify tax and other trade legislation inside the trading blocs, and the coin machine industry is among the leaders in the tax untangling. Representatives of the coin machine and other industrial groups are at work here in Paris on specific proposals for handing to authorities of the six-nation European Economic Community (Common Market). Recommendations also will extend to the European Free Trade Area (EFTA), as Adenauer's latest trip to London has raised hopes here that a fusion of the Common Market and European Free Trade Area may be nearer than is suspected. As concerns the coin machine industry, the problem in this: each country's industry is plagued by a tangle of tax and other regulatory legislation, enacted on both the local and national levels. Tax laws vary from country to country, and indeed, even from province to province. As long as this tax muddle exists it is quixotic to speak of free and equitable competition in the six-nation (France, West Germany, Italy, Holland, Belgium and Luxemburg) market. Since low-tax producers will have a built-in advantage over high-tax producers, it is essential that tax structures be harmonized to insure fair competition. The experts huddled here are seeking a common Common Market approach to problems such as amusement taxes, turnover taxes, licensing fees, and artist royalties.

## N. German Group Picks Chiefs

HAMBURG—Carl Heinz Wende has been re-elected chairman of the North German Coin Machine Operators Association. Serving on the board of directors with Wende are Martin Michalski, Erich Schneegass, Heinrich Juhl, Arno Glasgwa, Max Walden, and Walter Woehler. Elected to the arbitration committee are Glasgwa, Johann Kuttler, Schneegass, and Woehler. Meantime, Professor Gerhard Wacke of Hamburg, one of West Germany's leading experts on constitutional law, has just written a legal brief holding the amusement tax in all 11 West German States to violate the Federal Constitution. Dr. Wacke has conducted long level investigation into the amusement tax field, and his brief cites from scores of court cases in the individual States. Briefly, he contends that the amusement tax is not a consumer tax but a tax levied against the operator's business, which tax is prohibited by the Federal Constitution.

## Ops, Pic Firms Battle New Taxes

HANOVER, West Germany—Motion picture theater owners are joining with juke box operators in a common front opposed to the proposed new amusement tax legislation for the State of Lower Saxony. State officials had promised a sharp reduction in the tax, but the draft legislation lowers the tax only 3 per cent. Juke box operators demand a minimum of 15 per cent slash. The present amusement tax is branded as "confiscatory" by operators and motion picture house proprietors alike. The tax is blamed, specifically, for the closing of 23 movie houses in Lower Saxony in the first six weeks of 1961. Aside from the immediate issue of tax legislation, the common front forged between the movie house proprietors and juke box operators is acclaimed within the two industries as a model for future joint co-operation of mutually agreed objectives. The amusement tax is the most onerous of operator burdens, or at least the majority of operators feel it is; and the law is also a drag on motion picture patronage.

## Hungary Boosts Phono Imports

VIENNA—Juke box distributors report a modest surge in business from communist Hungary. Three Viennese distributors have shipped or have orders for 12 boxes. The boxes will be installed in hotels and restaurants catering to Western tourists, mainly in Budapest but also in other Hungarian cities. Distributors here quote their Hungarian clients as announcing that Western tourists will be wooed in the approaching season as never before. All of the boxes ordered are reconditioned, but the Hungarians are talking of beginning a new-box replacement program next year, provided Western tourist traffic meets their expectations. The distributors report that at least three-quarters of the juke boxes in Hungary are of American manufacture, albeit vintage production. The juke box orders were placed through the State trade ministry, but this fact did not inhibit the officials concerned from specifying American-made boxes. It is reported that the Hungarians are not only buying American juke boxes but are also stocking them with U. S. top tune disks, some of them surprising currency. "They really dig that Yankee dollar on the Red Danube," a Vienna distributor cracked.

## Aircraft Firms Study Coin Field

HAMBURG—West Germany's reascent aircraft industry may produce coin machine components in line with the trend to diversification by aircraft producers. German aircraft producers are conducting surveys in Britain, where two major companies, Gloster, a member of the Hawker Siddeley Group, and Bristol, a major producer of transport aircraft, are producing coin machines. Gloster, which has concentrated on production of automatic merchandising equipment, has an agreement with Automatic Canteen Company of America. Bristol's production facilities are used to produce the Chantal juke box. Coin machines are the ideal diversification item because they are peacetime consumer goods and an expanding line of production.

# PROGRAMMING GUIDE

Record sides in the chart below are broken down into basic categories for easy programming. They are derived from this week's "Hot 100" and "Bubbling" charts. When a side falls into more than one category, it will have a multiple listing.

## EASY LISTENING

A TEXAN AND A GIRL FROM MEXICO, Anita Bryant, Carlton 538  
 APACHE, Sonny James, RCA Victor 7858  
 ASIA MINOR, Kokomo, Felsted 8612  
 CALCUTTA, Lawrence Welk, Dot 16161  
 CERVEZA, Bert Kaempfert, Decca 30866  
 EXODUS, Ferrante and Teicher, United Artists 274  
 LAZY RIVER, Bobby Darin, Atco 6188  
 MILORD, Edith Piaf, Capitol 4493  
 MOST BEAUTIFUL WORDS, Della Reese, RCA Victor 7833  
 MY EMPTY ARMS, Jackie Wilson, Brunswick 9-55201  
 ON THE REBOUND, Floyd Cramer, RCA Victor 7840  
 ORANGE BLOSSOM SPECIAL, Billy Vaughn, Dot 16174  
 SECOND TIME AROUND, Frank Sinatra, Reprise 116  
 SURRENDER, Elvis Presley, RCA Victor 7850  
 THINK TWICE, Brook Benton, Mercury 71774  
 TUNES OF GLORY, Cambridge Strings, London 1960  
 TUNES OF GLORY, Mitch Miller, Columbia 41941  
 WHEELS, Billy Vaughn, Dot 16174  
 WHEELS, String-A-Longs, Warwick 603  
 WHEN I FALL IN LOVE, Etta Jones, King 5424  
 WHERE THE BOYS ARE, Connie Francis, MGM 12871  
 WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141

## TEEN BEAT

ALL OF EVERYTHING, Frankie Avalon, Chancellor 1071  
 APACHE, Jorgen Ingmann, Atco 6184  
 ANGEL BABY, Rosie and the Original, Highland 1011  
 ANGEL ON MY SHOULDER, Shelby Flint, Valiant WB 6001  
 BABY BLUE, Echoes, Segway 103  
 BABY SITTIN' BOOGIE, Buzz Clifford, Columbia 41876  
 BLUE MOON, Classics, Bonus 1001  
 BLUE MOON, Marcell, Colpix 186  
 CALENDAR GIRL, Neil Sedaka, RCA Victor 7829  
 C'EST SI BON, Conway Twitty, MGM 12969  
 CHERIE, Bobby Rydell, Cameo 186  
 DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203  
 EBONY EYES, Everly Brothers, Warner Bros. 5199  
 EMOTIONS, Brenda Lee, Decca 31195  
 FIND ANOTHER GIRL, Jerry Butler, Vee-Jay 375  
 FOR MY BABY, Brook Benton, Mercury 71774  
 GEE WHIZ, Carla Thomas, Atlantic 2086  
 GHOST RIDERS IN THE SKY, Ramrods, Amy 813  
 GOODTIME BABY, Bobby Rydell, Cameo 186  
 HAPPY BIRTHDAY BLUES  
 Kathy Young and the Innocents, Indigo 115  
 HAVIN' FUN, Dion, Laurie 3081  
 HEARTS OF STONE, Bill Black's Combo, Hi 2028  
 HIDEAWAY, Freddy King, Federal 12401  
 HONKY TONK, Part II, Bill Doggett, King 5444  
 I LIED TO MY HEART, Enchanters, Musitron 1072  
 IT'S UNBELIEVABLE, Larks, Sheryl 334  
 (I WANNA) LOVE MY LIFE AWAY, Gene Pitney, Musicor 1002  
 JA-DA, Johnny and the Hurricanes, Big Top 3063  
 JIMMY'S GIRL, Johnny Tillotson, Cadence 1391  
 LAZY RIVER, Bobby Darin, Atco 6188  
 LET'S GO AGAIN (Where We Went Last Night)  
 Hank Ballard and the Midnighters, King 5459  
 LING TING TONG, Buddy Knox, Liberty 55305  
 LITTLE BOY SAD, Johnny Burnette, Liberty 55298  
 LITTLE MISS STUCKUP, Playmates, Roulette 4322  
 LONELY MAN, Elvis Presley, RCA Victor 7850  
 MODEL GIRL, Johnny Mastro, Coed 545  
 MORE THAN I CAN SAY, Bobby Vee, Liberty 55296  
 NO ONE, Connie Francis, MGM 12971  
 ONCE UPON A TIME, Rochell and the Candles, Swingin' 623  
 ON THE REBOUND, Floyd Cramer, RCA Victor 7840  
 PEPE, Duane Eddy, Jamie 1175

PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates,  
 Valmor 007

PONY EXPRESS, Danny and the Juniors, Swan 4068  
 PONY TIME, Chubby Checker, Parkway 818  
 PONY TIME, Don Corvey & Goodtimers, Arnold 1002  
 PORTRAIT OF MY LOVE, Steve Lawrence, United Artists 291  
 RAM-BUNK-SHUSH, Ventures, Dolton 32  
 RUNAWAY, Del Shannon, Big Top 3067  
 STAY, Maurice Williams and the Zodiacs, Herald 552  
 SURRENDER, Elvis Presley, RCA Victor 7850  
 STAYIN' IN, Bobby Vee, Liberty 55296  
 THE STORY OF MY LOVE, Paul Anka, ABC-Paramount 10168  
 TONIGHT I FELL IN LOVE, Tokens, Warwick 615  
 TO BE LOVED (FOREVER), Pentagons, Donna 1337  
 UTOPIA, Frank Gari, Crusade 1020  
 YOU CAN HAVE HER, Roy Hamilton, Epic 9434  
 WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199  
 WHAT A PRICE, Fats Domino, Imperial 5723  
 WAIT A MINUTE, Coasters, Atco 6186  
 YOUR FRIENDS, Dee Clark, Vee Jay 372

## NOVELTY

TOP FORTY, NEWS, WEATHER & SPORTS  
 Mark Dinning, MGM 12980  
 TOUCHABLES, Dickie Goodman, Mark X 8009

## COUNTRY & WESTERN

Operators in locations requiring Country & Western programming are referred to the Hot C&W chart in this week's issue. In addition to those C&W listings, the following, from the Hot 100, also are recommended.

APACHE, Sonny James, RCA Victor 7858  
 EBONY EYES, Everly Brothers, Warner Bros. 5199  
 LONELY MAN, Elvis Presley, RCA Victor 7850  
 ON THE REBOUND, Floyd Cramer, RCA Victor 7840  
 SURRENDER, Elvis Presley, RCA Victor 7850  
 WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199

## RHYTHM & BLUES

Operators in locations requiring Rhythm & Blues programming are referred to the Hot R&B chart in this week's issue. In addition to those R&B listings, the following, from the Hot 100, also are recommended.

BLUE MOON, Classics, Promo 1010  
 BLUE MOON, Marcell, Colpix 186  
 FIND ANOTHER GIRL, Jerry Butler, Vee Jay 375  
 HAPPY BIRTHDAY BLUES  
 Kathy Young and the Innocents, Indigo 115  
 HEARTS OF STONE, Bill Black's Combo, Hi 2028  
 HIDEAWAY, Freddy King, Federal 12401  
 HONKY TONK, Part II, Bill Doggett, King 5444  
 I LIED TO MY HEART, Enchanters, Musitron 1072  
 IT'S UNBELIEVABLE, Larks, Sheryl 334  
 KEEP YOUR HANDS OFF OF HIM, Damita Jo, Mercury 71760  
 LONELY MAN, Elvis Presley, RCA Victor 7850  
 MOST BEAUTIFUL WORDS, Della Reese, RCA Victor 7833  
 MY EMPTY ARMS, Jackie Wilson, Brunswick 9-55201  
 ONCE UPON A TIME, Rochell and the Candles, Swingin' 623  
 ONE MINT JULEP, Ray Charles, Impulse 200  
 ON THE REBOUND, Floyd Cramer, RCA Victor 7840  
 PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates,  
 Valmor 007  
 PONY TIME, Don Corvey & Goodtimers, Arnold 1002  
 RAM-BUNK-SHUSH, Ventures, Dolton 32  
 SPANISH HARLEM, Ben E. King, Atco 6185  
 SURRENDER, Elvis Presley, RCA Victor 7850  
 TO BE LOVED (FOREVER), Pentagons, Donna 1337  
 TONIGHT I FELL IN LOVE, Tokens, Warwick 615  
 WAIT A MINUTE, Coasters, Atco 6186  
 WATUSI, Vibrations, Checker 969  
 WHEN I FALL IN LOVE, Etta Jones, King 5424  
 YOUR FRIENDS, Dee Clark, Vee Jay 372  
 YOU'RE THE BOSS, La Vern Baker and Jimmy Ricks, Atlantic 2090

# Far-Flung Music Route Challenges Operator's Programming Ingenuity

**LaJARA, Colo.**—Even on remote routes, where records are changed only once per month, a little thought given to "music merchandising" will pay dividends, according to Ralph Rivera, phonograph operator here.

Rivera's locations are in Colorado's big San Juan Valley, in the south-central section of the State, where small towns are separated by as much as 40 or 50 miles, in a rich potato-growing belt.

Rivera, who naturally must travel long distances for all collection calls, service, and location-spotting, services his 40 locations on the average of once per month, changing only five records at a time. Most of his spot owners, in cafes, taverns and roadside restaurants throughout the area, are inclined to complain that the records are not changed often enough—but Rivera sticks to his guns, pointing out that more frequent changes, and the resultant increases in operating cost would wipe out his profit otherwise.

### Tried Mailing Disks

For a while, admitting that location owners would get better play with more frequent changes, the Southern Colorado operator experimented with mailing records together with instructions on making the changes. He was flabbergasted to find out, however, that most of the selfsame location owners who had complained most, did nothing at all about changing the records, to the point that they would still be in the mailing carton when Rivera made his next service call.

Disappointed, Rivera has tried other ideas, such as sending the records by bus, and spending a little time with each location owner attempting to teach him the mechanics of simple repairs and changing records. Co-operation was not good, mostly because location owners are too busy with their own problems to give much thought to the juke box except when commission time arrives.

Accordingly, the Southern Colorado operator has been forced to use several ideas for improving play which don't require any effort on the part of the location owner and make returns better without more frequent record-changing stops.

### Old Favorites

One of the most effective of these has been to place several old favorites on the box during the monthly change, then slipping the record covers into the top where they are completely visible out in front of the turntable. Here, with the faces of popular artists reproduced in this way, on each sleeve, tavern patrons are reminded of old favorites such as "Nature Boy" by Nat King Cole, "Autumn Leaves" by Roger Williams, "Stardust" by various

instrumental groups, "Long Ago and Far Away" by Margaret Whiting. Use of the sleeve inside the phonograph in this way, where they are completely proofed against dust, breezes or handling, has always brought such good results that the two or four records featured in this way often show just as much play as new top favorites.

Where there is a large amount of Spanish population—and this is true of 85 per cent of his territory—Rivera not only provides plenty of Spanish music but likewise gets record covers printed in the language to call attention to favorites. This had spectacular results in agricultural areas where the braceros, or Mexican nationals, brought in to help pick the potato crop under government license, had paid no attention to the juke box before. On seeing some Mexican old favorites thus featured they "loosened up" with a bang.

Rivera, who has many 100-play Rock-Olas along his route, deliberately buys his machines to impress the location owner just as well as the public. In isolated small towns the juke box is an important source of entertainment where there are no theaters or TV, and because of this the spot owner will often devote plenty of time to keeping it thoroughly scrubbed, clean, and displayed as attractively as possible. Rivera is careful to honor any request from location owners for special numbers, inasmuch as it is often something of a serious problem to fill up the 100 record slots on many of his machines.

### Worth Looking For

When a location owner is conscious enough of music to come up with a special request such as this, the chances are that he will suggest it to his own customers, Rivera has found, and so, even if it means much letter writing and research, he will usually locate the desired disk.

At some points along his scattered routes Rivera has been lucky enough to find a location owner who has some mechanical ability, or understands some part of electronics. In such instances, he leaves a stock of replacement parts for the tubes, resistors, amplifier strips most likely to go out. A tavern owner who enjoys the juke box music just about as much as his patrons can be counted on to take a stab at putting the box back into action if Rivera has been able to give him enough training to do the job without damaging the rest of the equipment.

It isn't easy to maintain routes which may show only three phonographs in a 70-mile drive out and a 70-mile drive back, Rivera agreed. The only operator to cover this area, however, he accepts long hours behind the wheel as a "necessity."

part. Parts for any foreign car are much more expensive, of course, than American-built, and we had to use careful preventive maintenance in order to put in a request for a needed part before any actual breakdown occurred."

### Still a Novelty

The five small cars being used at present are larger than the original Isettts, and not quite as unusual, but still get plenty of attention wherever they appear. Albuquerque, in its comparatively isolated location, has a much smaller ratio of imported vehicles per capita than most large cities.

Service on the two types of foreign cars currently being used over the Albuquerque metropolitan area is no longer a serious problem, Snodgrass reported, with distributors available in both brands.

The heavy-duty transportation needs of Border-Sunshine are being handled by a fleet of Metro Mites, American-built compact step-down vans which handle the chores of moving games, phonographs, cartons of cigarets, and large loads of dry foods. In addition, the company has a \$12,000 refrigerated custom-built sandwich truck, which is a real eye-catcher wherever it goes.

Snodgrass disagrees with operators who attempt to operate on a conservative basis in every step of their everyday work. His colorful truck fleet, always perfectly identified, has been responsible for saving at least 50 per cent on fuel costs, immeasurable quantities of time, while at the same time producing tremendous dividends in good public relations and promotion.

## COMPACTED COSTS

# Snodgrass Motor Fleet Brings Route Dividends

**ALBUQUERQUE, N. M.**—Amusement machine operators who are mulling over the idea of cutting route operating expenses with miniature automobiles, either American or foreign-built, can learn a lot from the experiences of Harry and John Snodgrass, father and son combination heading up the big Border-Sunshine Novelty Company here.

Snodgrass, a veteran of every phase of coin machine operations and currently operating music, games and vending machines, is thoroughly enthusiastic over what he calls the "dual advantages" of foreign miniatures. Currently, Border-Sunshine operates four Italian Fiat cars, tiny four-passenger sedans, for route supervision, emergency delivery and general transportation, plus one Volkswagen which cuts administrative trouble costs to the bare minimum.

Snodgrass' first entry into the foreign car field came when he bought four Isettts, egg-shaped, one-cylinder "bugs" which were among the first to make their appearance in New Mexico. While the little "one-lungers" would carry only two people, there was plenty of baggage space to service both amusement machine and phonograph routes, plus rush deliveries of cigarets and food items for the vending

routes. "They were valuable to us from the beginning as 'eye-catchers,'" Snodgrass said. "We use plenty of signs on all four sides of the Isettts to call attention to all of our services, and to invite prospective location owners to contact us."

### Drew Attention

Threading their way easily through the most congested downtown traffic, and capable of parking in almost any niche, the Isettts were such good public relations assets that often a potential location owner would call in and ask whether Border-Sunshine was the firm which used them. This was plenty of proof of identification.

All four of the tiny 13 horsepower cars were driven for 25,000 miles, with only one accident, occurring when a driver hit a deep puddle of water on a city street at high speed. The four, which had cost a little more than \$900 at the original purchase, were traded in on the subsequent fleet of Fiats for an allowance of \$450, which, of course, sets a record for the cost-per-mile of servicing Border-Sunshine's multiple routes.

"It isn't all gravy, of course," Snodgrass admitted. "There was always a parts problem to contend with. One of the Isettts was laid up for a month, because the distributor didn't have a \$3.85

# Speaker of N. Y. State Assembly To Talk at UJA May 3 Dinner

**NEW YORK**—New York Assembly speaker, Joseph Carlino, will be the guest speaker at the annual dinner of the coin machine division of the United Jewish Appeal Wednesday, May 3, at the Hotel Plaza here. Another prominent public official to be a guest at the dinner will be Nassau County district attorney, William Cahn.

Arrangements for the guests were announced last week at a UJA coin division committee meeting in the Yacht Room of the Hotel Astor Thursday evening (2), Guest of honor for the 1961 affair will be Irving Holzman, head of United East Coast Distributors here.

The goal of this year's UJA coin drive is \$30,000 plus an additional \$6,000 for what has been termed the special Adopt-a-Project drive. Moneys received in this area of the campaign will be put toward a special agricultural project in the Negev region. The meeting last week was occupied

by assignments of lists of names to the various committee members and reports on preliminary fundraising activity from area chairman. UJA coin division co-ordinating chairman, Albert S. Denver, announced several substantial pledges already received from National Vending, United East Coast Distributing and United Manufacturing.

Beyond this there was considerable discussion as to ways and means of putting the campaign into high gear in the weeks ahead. Chairman Denver called for and received a number of suggestions from the group present. The meeting took on a sort of speeded-up character due to the fact that honor-guest-to-be, Irving Holzman and Mrs. Holzman, had to leave to catch a flight to Florida. Following this and a stimulating exchange of views on strategy, the meeting was adjourned.

Next meeting has been set for Thursday, March 23, at UJA's West 58th Street headquarters.



## Midwest

### MILWAUKEE MENTIONS

Three coin machine firms were among the exhibitors at the 28th Annual Food and Equipment Exposition, Milwaukee Auditorium, February 28-March 2. Exhibiting background music, juke boxes and cigaret vendors were United, Inc., and the S. L. London Music Company. Also on hand showing a line of bar equipment was Wis-Coin, Inc., of Oshkosh, headed by Val Andreas and Donald Stowe, veteran operators.

Milwaukee Coin Machine Operators' Association will hold its monthly meeting Monday evening, March 13, at the Ambassador Hotel. . . . Sam Hastings, Hastings Distributing Company, notes a stepped-up interest in used music and games equipment. Up-State operators are preparing for the tourist rush expected within the next few months. Shoppers at the Hastings' headquarters this week included Coin Machines, Unlimited, Colfax; Jack Zimmerman, Watertown; Fort Record Shop, Fort Atkinson, and Joe Halladay, Halladay Coin Machine Service, Green Bay.

Jerome (Red) Jacomet says: "I'll bet that I've gotten over 100 favorable comments from location owners and personal acquaintances on the \$100 that the Milwaukee Coin Machine Operators' Association presented to the March of Dimes on their telethon." . . . Belated but interesting news comes from the Southern Novelty Company headquarters. Routeman Lyle Wilcox became a father for the third time on Christmas day. Wilcox and his wife have been blessed with three children—each of them born on Christmas Day! Also passing out cigars at the Southern Novelty Company at about the same time was the brother of the owner, Bob Sommerfield. A fertile place to work, evidently.

Bert Davidson, Chicago, Wurlitzer district sales manager, spent most of the week at the United, Inc., showroom. Also checking in was the Wurlitzer field service engineer, C. B. Ross. . . . Herb Geiger, Geiger Automatic Sales, reports that members of the Wisconsin Cigarette Operators' Association will hold a meeting in Milwaukee in March to discuss proposed State tax legislation. The date has not been set as yet. Working with Geiger to organize the confab are Clint S. Pierce, Pierce Music, Brodhead; Herb Tonnell, Cigarette Service, Appleton, and Carl Millman, Automatic Merchandising Corporation, Milwaukee. . . . Music and games takes are at a low ebb, according to Carl Betz, P. & P. Distributing Company.

### CLEVELAND CAPERS

Officials at Shaffer Music Company report stereo head phones increasing in popularity in several locations including the Harlem Sports Center on E. 55th Street. . . . Attending a recent Seeburg service school at Shaffer Music Company were David Meyers and William Klausek of Universal Music Company of Akron, O. Among 40 or 50 others were Homer Williams and Raymond Abdov of Castle Music Company of Cuyahoga Falls, J. F. Thompson of B. & T. Amusement, Bud Bell and John Painaby of Bell Amusement Company.

Morris Gisser, president of Cleveland Coin Machine Exchange Company, continues to distribute between 50 and 75 coin-operated machines each week to every corner of the globe. Telephone calls, both incoming and outgoing, link the firm to many far-flung countries. The firm's telephone costs well exceed \$1,200 a month.

Joseph Abraham, head of Lake City Amusement, Inc., hints he

(Continued on page 66)

**STEP UP TO  
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**A NEW  
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**ACORN  
10c VENDOR**

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**NEW CONNOISSEUR'S PISTACHIO NUTS and  
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The ACORN Vendor with the 10c  
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**INTRODUCTORY DEAL #1**  
One 10c ACORN Vendor with 5 lbs. of  
Connoisseur's Pistachio Nuts, \$22.75.

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**CONNOISSEUR PISTACHIO NUTS,  
\$1.05 per lb. packed in 5-lb. bags,  
HERSHEY'S BITE-SIZE CHOCOLATE  
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65¢ per lb. packed in 25-lb. cartons.  
**ACORN CHANGE-OVER, from 1¢ to 10¢  
VEND, \$4.50 per machine.**  
½ deposit, balance C.O.D.

**Northwestern Corp.  
Sets Distrib Meet**

CHICAGO—The Northwestern Corporation will hold a meeting for its distributors preceding the National Vendors Association convention here March 16-19.

Northwestern has scheduled its meeting for March 15 at the Sheraton Towers Hotel. Agenda has not been announced.

**THESE ADHERE!**  
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**CHARM MFRS. CONSIDER  
USE OF NEW GERMICIDE**

NEW YORK—Sanitation—or at least the attitude toward sanitation taken by various public health officials—has long been a major concern to the bulk vending industry. And while the record of the bulk vending industry with regard to selling contamination-free products is a good one, bulk vending machines have been restricted in isolated areas for health reasons, real or imagined.

Several manufacturers of charms used in bulk vending machines are investigating the possibilities of a new germicide called Permachem for use in the industry.

A leading industry figure is reliably reported to be negotiating for the Permachem franchise for the entire vending industry.

According to an article in the February issue of Pageant magazine, Permachem does not evaporate as do other germicides. The article claims that this substance constantly disinfects the air with which it comes in contact, and it is capable of destroying a whole culture of bacteria.

The germicide is available in clear liquid, as a spray, as a paste or in crystals.

Possible uses for Permachem in the bulk vending industry include the impregnating of globes with the germicide and impregnating the charms. Protection is said to last for months.

For the operator, spray containers, retailing for \$1 to \$2, can be used to safeguard globes periodically.

**GETS CALLS BY MAIL**

**Op Gives 'Bus Service'  
Top Stops in Boondocks**

SANTA FE, N. M.—Robert Gallegos, bulk operator here, has found an effective way to cut down travel costs where long distances are involved between spots: Gallegos, who has over 500 machines in Colorado's potato-growing San Juan valley, services his most remote locations by bus delivery.

Since it is an expensive proposition to visit all of his villages, hamlets and roadside locations by truck, even on a once-per-month basis, Gallegos keeps in touch with his spots by postcards. When there is an indication that any peanut, bridge-mix, ball gum, or tab-gum vender is about to run out, Gallegos' location owners simply send in the postcard with the facts.

**Sends Whole Machine**  
Gallegos, instead of sending a replacement head, with

the danger that the location owners may break it, or spill the fill, sends a complete machine by bus. The cost amounts to only about half of what a trip by car or truck would, and gets a machine in perfect condition—bright and clean and painted up for maximum eye-appeal—into the spot, usually on the same day.

Gallegos shows astonishingly good returns from economically barren areas in the northern part of the State where there is little industry or agriculture other than potato growing. The probable reason for this, Gallegos reports, is simply that people who do not have a dime handy for a candy bar from a vending machine, usually have a few pennies, and satisfy their sweet taste with the products of bulk venders.

**Supermart Sued in  
Negligence Case  
Involving Charms**

MINEOLA, N. Y. — A local supermarket is being sued for \$75,000 in a negligence case involving a bulk vending charm. Mrs. Joseph Areiter of nearby Bay Park, contends that in 1953 her son, Rolf Ackers, who was eight years old, choked to death on a charm which  
*(Continued on page 60)*

**Oak & N. C. Distrib  
Slate Sales Meet**

CHARLOTTE, N. C. — Oak Manufacturing Company and its local distributor, Southern Acorn Sales, will jointly host a sales meeting of operator-customers at the Manger Hotel here Wednesday (8) at 8 p.m. Participating in the event will be Mr. and Mrs. Sid Bloom, of Oak Manufacturing Company, and Mr. and Mrs. Jack Thompson and Mr. and Mrs. Lee Smith, of Southern Acorn.



In last week's issue, in the story on the social program for the National Vendors Association's forthcoming convention the captions on the photos of Mrs. Vivian Fraga and Mrs. Maple Graff were switched. Here are the ladies again—Mrs. Graff on the left and Mrs. Fraga on the right.

**BIG SAVINGS**  
**on BALL AND  
VENDING GUMS**  
Same fine flavors,  
Centers and Coatings.  
**Direct Low  
Factory Prices**  
Bubble Ball Gum, 140, 170 &  
210 ct. & Giant Size . . . . .27¢ lb.  
Chicle Ball Gum, 130 ct. . . . .35¢ lb.  
Clor-o-Vend Ball Gum . . . . .40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . . . .40¢ lb.  
Chicle Chicks, 320 & 520 ct. . . . .36¢ lb.  
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Tab (short stick), 100 ct. . . . .38¢ box  
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Vends flat packs up to  
1 1/2" x 2" x 4 1/4". Advance  
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For Details and Prices  
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**25¢ OR 50¢  
SANITARY VENDOR**

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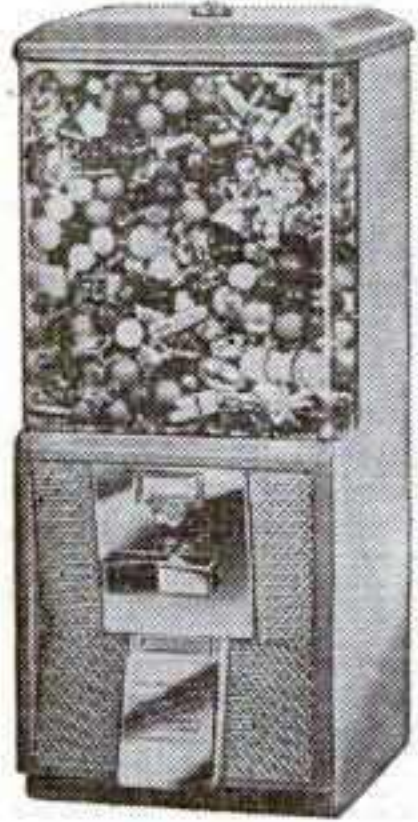
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ABT Gums	30.00
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Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Shell, Red	.57
Cashew, Whole	.72
Cashew, Butts	.66
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.37
Baby C Nicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey's	.47

Rain-Blo Gum, 72 ct.	.30
M&M's, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Blo Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the Operator.  
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# Hurvichs Look Back on 30 Years

By THOMAS F. HILL

**BIRMINGHAM** — Thirty years of successful coin machine operation will be celebrated here April 16 by Max and Harry Hurvich, whose Birmingham Vending Company has grown from a penny basement operation into a busy vending machine enterprise stretching over several States.

The depression had braked the industrial and economic wheels of the nation to a near halt when Max and Harry switched from a losing candy-jobbing business to the coin machine field.

Their initial order of a few Columbus peanut machines in 1931 proved to be a winning step, and from this modest beginning they soon branched into the distributing business.

"We started with penny machines then," said Max Hurvich, "because there were more pennies in circulation than any other coins. We worked in our homes with our wives, Rebecca and Rosalie, helping us."

### Success Story

A true American success story, the Hurvich saga started with a few peanut machines, a borrowed telephone number, a good-sized basement, and a lot of hope. The business grew and prospered until today the brothers—still operating as a partnership with their wives—have 15 employees and are headquartered in a modern office and warehouse that has 17,000 square feet of floor space. They represent more than 20 manufacturers and suppliers, and have customers throughout Alabama and in the adjoining fringe area of Tennessee, Georgia, Mississippi and Florida.

As they did on their 25th anniversary celebration, Max and Harry want all their customers and distributors to join them at a gala open house party at the Birmingham headquarters.

In appreciation for the support and help given them by customers and distributors, the Hurvich's will open their offices and showrooms Sunday, April 16, from 10 a.m.

until 5 p.m. to enable all operators, their servicemen and families to attend the celebration.

Many major factories have notified the brothers they will send key personnel to the open house.

Having come up a rocky trail as small operators, Max and Harry specialize in helping the little man get started.

"The fact that a fellow has 1,000 machines doesn't impress me nearly as much as a little fellow making a good living," says Max.

### Diversification

"We feel there still is a wonderful opportunity for the individual to make a living in the bulk vending machine business," they say. "We urge diversification as a solution to staying in business in a highly competitive field."

The brothers see further developments in the fields of music, games, and the vending of coffee, food and other drinks.

"After 30 years, this business is even more fascinating than it was at first," said Max. He cited developments in the background music field, with hospitals, public buildings, industrial plants, doctors, and even private residence becoming potential customers.

In addition to better machines operating in new fields, the brothers see many other advances made by their industry. They point with pride to the fact that the vending machine business is now recognized as sound by banks and finance companies who now are eager to provide credit and handle their paper.

With their steady and planned growth, Max and Harry have added new lines.

The Hurvich brothers now are associated with Chicago Dynamic Industries, D. Gottlieb & Company, Williams Electronic Manufacturing Corporation, Midway Manufacturing Company, Rowe-AMI Sales Company, Automatic Products Company, The Northwestern Corporation, Oak Manupany, Beech-Nut, Life Savers, Inc., Ferra Candy Company, Leaf Brands, Inc., Peanut Specialty

Company, Samuel Eppy & Company, Paul Price Company, Ringmaster Charms, Plastic Process Corporation, Karl Guggenheim, Inc., Fischer Sales & Manufacturing Company, Finance Company of America, Fidelitone, Inc., and Capitol Projecto Corporation.

Working together as harmoniously as when they started, Max and Rebecca and Harry and Rosalie Hurvich still operate the business as a partnership.

Max' son-in-law, Albert Toronto, is sales manager. Personnel turnover has been very low.

Although their business and civic responsibilities keep Max and Harry busy, they still have time for their families. Max' son, Fred Hurvich, is a second-year law student at the University of Michigan's graduate law school. Harry's son, Marvin, is a first lieutenant at Fort Riley, Kan., where he is a psychologist at the base hospital. He has received his Ph.D. degree from the University of Pennsylvania. Max and Harry are especially proud of their grandchildren. Max has five and Harry has two.

The Hurvich brothers are always who have made it a success.

"Our operators mostly are home owners, and all are good members of their community," they say. "They are active in civic organizations, churches, parent-teacher associations, and take leading roles in charity drives."

Max and Harry feel their field provides an opportunity for older men to become affiliated with a profession that does not require hard work or long hours, yet will provide an opportunity to make a good living.

"We have several men in the operating end who are semi-retired," they said. "Several men past 60 are handling food machines."

Most operators in their area do their own work or employ one or two helpers. Birmingham Vending has guided the small operators and helped them with financing when needed. It has paid off. The company has picked trustworthy people, given them credit, ideas and any other help needed, and made it a point never to oversell.

Max and Harry credit their 30 years of success to this, as well as to a policy of service—on a 24-hour-a-day basis; sound credit, both for themselves and their customers, treating customers as friends, and keeping up with the latest equipment.

Their plans for the future are to continue to operate in the same way that brought them success this first 30 years.

## WANTED

Pop Sez and Gold Medal  
Popcorn Machines. Write  
P. O. BOX 612, Cleveland 7, Ohio

Their early success and drive, plus heads of hair on the red side, brought them the title of "Gold Dust Twins."

The years have turned the gold to white, but they haven't slowed the pace of the two brothers. They are quick to point out that although there may be snow on the roof now, there still is plenty of fire in the furnace.

## BONGOS!

**HOT! HOT! HOT!**  
Kids, Teens, Adults,  
they all want BONGOS!  
2-color plastic

1 to 4m	\$8.75 per thou.
5m and up	7.75 per thou.

vacuum plated with white heads!  
1 to 4m ..... \$12.50 per thou.  
5m and up ..... 11.00 per thou.

at your distributor  
See us at Booth 133  
at NVA Show

**Karl Guggenheim**  
INC.  
33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

## YOUR PROFITS SOAR

with CRAMER'S

STAR BRITE BALL GUM

for **NEW IDEAS**  
SEE US AT THE  
**N-V-A "VENDORAMA 1961"**  
"Presidential Suite"  
SHERATON TOWERS HOTEL  
CHICAGO  
March 16th to 19th inclusive  
W. M. CRAMER, JR.  
CARMEN D'ANGELO  
DICK ROLLINS

**CRAMER GUM CO. INC.**  
150 ORLEANS ST., EAST BOSTON 28, MASS.  
Member  
National Vendors Association



CELEBRATING 30 YEARS IN THE BUSINESS are, left to right, Mr. and Mrs. Harry Hurvich and Mr. and Mrs. Max Hurvich.



BIRMINGHAM VENDING COMPANY employees assemble in front of the office and warehouse.

## BIRD SERIES

Let the Cardinals, Orioles, Robins and Bob Whites sing a song in your machines. New Low Price  
**ONLY \$2.25 per M in 5 M lots.**

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

FREE illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**  
2536 Mission Street, Pittsburgh 3, Pa.  
World's Largest Selection of Miniature Charms  
Penny-Nickel ATLAS MASTER Vendors

## Texas Op & Family Photo-Featured

GRAND PRAIRIE, Tex. — Vernon Jackson, local bulk vending operator, and his family, were the subjects of a recent full-page feature story in The News Texans, the community daily newspaper. Given the photo treatment were Jackson, his wife Ruthe, and his daughters, Jorja and Xanna.

Jackson operates his bulk vending route—the Jackson Novelty Vending Service—from his home at 202 Myers Road.

Before entering bulk vending, Jackson had worked for North America Aviation and as an instructor for the Dallas Board of Education Defense

Active in community affairs, he is a member of the local school board, a life member of the Parent-Teachers Association and assistant director of Civil Defense.

But the real joiner is Mrs. Jackson, who also serves as secretary of the bulk vending operation.

Mrs. Jackson is a life member of the PTA and a State board member of PTA Cultural Arts, treasurer of the Friends of Jefferson Library, secretary of the Jefferson Junior High School PTA, parliamentarian of the City Council PTA, corresponding secretary of the Grand Prairie Civil Defense Commission, a member of the Women's Division of the Chamber of Commerce, a Fine Arts Association member, and immediate past president of the City Council PTA.

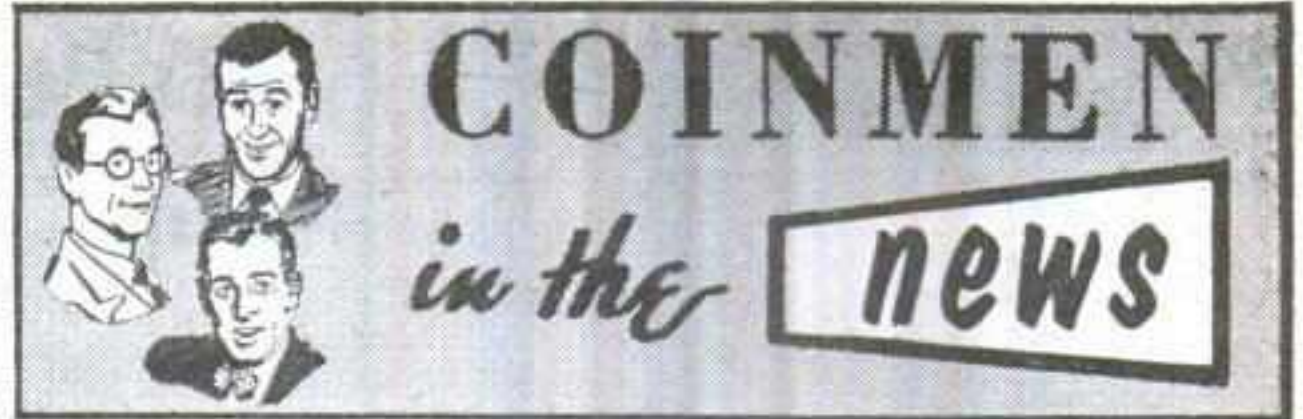
Jorja, their 14-year-old daughter, is a student at Jefferson Junior High and is also enrolled at the Powers Modeling School in Dallas. She is studying



MR. AND MRS. JACKSON listen to their daughter, Jorja, as she plays the piano. Daughter Xanna in portrait is now attending Abilene Christian College.

voice and piano and she plays the flute, piccolo and violin in the school band and orchestra.

Another daughter, Xanna, 19, is a sophomore at Abilene Christian College, where she is a cheer leader and active in campus affairs. Xanna has been selected Girl of the Year by the Grand Prairie Federation of Women's Clubs.



### East

#### NEW ENGLAND NOTES

While snow is still piled on the sidewalks, Cy Jacobs, of Interstate Music Company, Roxbury, is making plans for the summer. His diversification is sound trucks and searchlights, and already he's booked two affairs that will use his equipment for June. . . . A shock to many in the music industry was the death of Bart Sullivan, shop foreman for Mystic Automatic Sales Corporation in Medford and a veteran in the industry. Bart had a heart attack a year ago and the second one was fatal. He was only about 50.



Jerry Flatto

Jerry Flatto, of Boston Record Distributors, Hub one-stop, is out of the hospital and back to work after a tough siege. He had some serious surgery over an infected jawbone. . . . International Vending Corporation of Boston held an open house at its Portland (Me.) branch on Washington's birthday to accommodate the operators from Maine, New Hampshire and Vermont. Hosting were Phil Swartz, Lee Jenkins and Richard Mandell, who report the Rock-Ola models found favor with the many visitors.

### West

#### LOS ANGELES ANGLES

Sonny Lomberg of Simon Distributing Company is spending his weekends in the mountains and in San Diego. Jack Simon, who heads the firm, said to make it emphatic that he was on his own time. Simon and Henry Leyser of Associated Coin Amusements Company, Inc., Oakland, are back at their respective desks following a business trip to Las Vegas. Simon Distributing recently installed a complete parts department with George Muraoka in charge. Lomberg reported that the Valley Pool Tables are moving well.

Matt Nordberg, who was with both Sierra Distributing and Minthorne Music before going into music operating on his own, is reported seriously ill but coming along as well as can be expected. . . . Lela Smith, Barstow operator, is on the mend from her recent illness. . . . Herman Stauffacher of San Bernardino was in town and picked up some new Seeburgs from Leo Simone at the Seeburg Distributing Company. . . . Stewart Metz of Arrowhead Vending in San Bernardino has moved his company from the downtown location near the Antlers Hotel to a location near Highway 99 freeway.

Jack Neel and Dale Cooper of G. F. Cooper Music in Riverside made what they thought would be a quick trip to Pico Coinrow recently. Their car, however, developed oil pump trouble and they were delayed more than five hours on the street. . . . Mr. and Mrs. Nick Beaver of Cactus Amusements in Lancaster made a trip to Los Angeles following bouts with the flu. . . . Dean McMurdie, Seeburg Western sales representative, back in town following a trip to the Northwest. . . . Stan Rouso, who recently joined Seeburg as vending machine factory sales representative, will hang his hat at Seeburg Distributing Company of which John (Right Away) Ruggiero is the manager.

Emil Addy, Wurlitzer factory auditor, is in town to help John Scarvado, local auditor, close out the books in lieu of ending the fiscal year the end of March. . . . Royce Garrison, who represented Wurlitzer in the territory around West Virginia, is being transferred to the West Coast and will make his headquarters in Los Angeles. . . . Ray Barry, local Wurlitzer branch manager, lost a good night's sleep last week when fire damaged an automobile showroom near his home. Barry said the fire started soon after midnight and was going well for nearly four hours. He and others in the neighborhood stayed up to watch the action. . . . Walter Petteet, Wurlitzer factory service representative, is due in Los Angeles this month for another music machine school. . . . Gary Sinclair, Wurlitzer Western sales representative who makes his home in Redwood City on the Peninsula near San Francisco, is due in town and will accompany Clayton Ballard, local branch sales manager, on a selling trip. They expect to be out about three weeks.

Ernie Levine of Service Novelty in San Diego is convalescing from a recent illness. . . . Tom Lessing of San Diego is expected to be back on the job in about 10 days. . . . Manny Trivino Jr. of Oxnard Music was a West Pico visitor. . . . Joe Tamulonis in town from Banning for supplies. Sam Abbott.

#### DENVER ROUND-UP

For a full two weeks following the showing of the new Wurlitzer 2500, Draco Sales Company was welcoming out-of-town operators. Included were Ziltan Ganz, of Cheyenne, Wyo.; Len Hilderman of Pla Mor Music Company, Denver; Herb Roggow of Las Vegas, N. M., and Roy and Don Kaiser from Durango, Colo. All were active buyers, reports Betty Ferguson of the Denver Wurlitzer distributorship.

Condolences to Mike Savio, partner at Draco Sales Company, on the death in January of his brother Harry of a heart attack. Just as in the case of Clark Gable, Harry had been hospitalized, convalesced, and was apparently back on the road to good health, when a relapse carried him off.

Lee Wycaver, of Lee Music Company, in Arvada, Denver suburb, used the purchase of a new phonograph as "leverage" to gain some locations which had been hanging fire for one reason or another. Seating the new phonograph out on display in his showroom, Wycaver brought the hesitant location owners around for a look at it, and wound up signing up all of them.

Mr. and Mrs. Johnny Knight of Skyline Music Company, embarked on a long-overdue, two-week vacation. Plans for the vacation were indefinite, but will take the couple "completely away from the phonograph business."

A popular feature which has been installed at Draco Sales Company, Wurlitzer distributorship, is a "coffee bar" always ready to serve a hot cup of freshly brewed coffee to showroom visitors. Betty Ferguson, secretary, does the honors. Bob Latimer

## Ohio Vendor Association Slates Its First 1961 Meet During NVA Show

COLUMBUS, Ohio—The Ohio Vendors Association will hold its first meeting of the year during the forthcoming NVA convention in Chicago, according to Herman Eisenberg, president of the group. The time and place will be deter-

mined and announced during the convention.

Eisenberg, Confection Sales, Cleveland, will report on the status of the Ohio General Assembly taxation and the work being done by O.V.A. representatives to obtain an exemption from the inspection fee for Ohio bulk vending operators.

Discussed, in addition to taxation, will be the charm import situation and any problems encountered by the operators since the last meeting.

Also on the agenda will be the recommendations for adoption by the O.V.A. of the group's committee on health and sanitation standards headed by Charles Neuremberg, B & B Sales, Toledo.

A concerted effort will be made to recruit for membership in the O.V.A. those NVA members not based, but operating in Ohio, to enlist their aid and support of the O.V.A. for the protection of their Ohio investments.

## JUDITH EPPY IS ENGAGED

JAMAICA, N. Y.—The engagement of their daughter, Judith Meryl Eppy to Paul Glicksberg was announced last week by Mr. and Mrs. Samuel Eppy, here.

Channel Chuckles By Keane



## WVMOA Meet Shifts Program

LOS ANGELES—Discussion of an important tax problem was postponed by the Western Vending Machine Operators Association until the next meeting, March 28, when only a few members were present at the February meeting, Tuesday night (28), at the Nickabob Restaurant here.

The small attendance was blamed upon a mix up in mailing out the notices for the session. W. D. Coombs, secretary, was the only officer on hand.

The evening was given over to a bull session on various problems confronting local bulk operators. While most of these were of a serious nature, there were several who reported humorous incidents in solving these matters.

The seriousness of the tax problem in question was discussed. Several members volunteered to make contacts before the next meeting when a complete report is expected to be ready.

## Supermart Sued

• Continued from page 58

was vended in a machine at the Supreme Sunrise Supermarket, East Rockaway.

Mrs. Areiter's attorney claims that the supermarket was negligent in that it did not foresee that children might put foreign objects in their mouths.

An official of the Food and Drug Administration will appear as a witness for Mrs. Areiter.

The Supermarket, in turn, has filed suit against Fred Gruber, the operator at the time the incident occurred. It seeks to recover any damages assessed against it.

## Funk Appointed NAMA Legal Arm

CHICAGO—Richard W. Funk was appointed legislative counsel for National Automatic Merchandising Association, succeeding Herbert M. Beitel, a member of the NAMA staff for the past five years, who is leaving the association to join a private business enterprise.

Funk, 34, is a graduate of the University of Chicago (1950) and Yale University Law School (1954) and has practiced law for six years in Chicago.

## FIRST SHOWING

At N.V.A. Convention

NEW, Patent Pending and COPYRIGHTED

## RINGS that??

COME SEE 8 NEW RINGS

Creativeness and Inventiveness by

SAMUEL EPPY & CO., INC.

91-15 144 Place, Jamaica 35, N. Y.

The N.V.A. Convention will be held at Sheraton Towers Hotel Chicago March 16-19

BILLBOARD MUSIC WEEK'S N.V.A. CONVENTION ISSUE WILL BE DATED

MARCH 13

ADVERTISING DEADLINE, MARCH 8

If you haven't already scheduled an ad, why not pick up your phone now.

Call your Billboard office nearest you. Call collect, too.













# Giant Coin Operations Serving U. S. Forces Seen Emergent in Europe

• Continued from page 63

machines, and predicting eventual gigantic integrated operations on a theater-wide scale.

They foresee:

1. The banning of fruit machines and a revived boom, as a consequence, in games.
2. Introduction of automatic merchandising into military installations on a vast scale.
3. Finally, in consequence of these developments, the emergence of gigantic integrated operations placing all military coin machines overseas in the hands of a few huge operating companies, which would own and operate all military coin machines overseas.

### Large Profits

Most on-scene experts believe the military's fruits will run afoul the "buy American" campaign in oblique but fatal fashion. The machines, by official military admission, are generating large profits for the military service clubs.

Ironically, it is a case of the machines being too successful. All military clubs are waxing fat from fruit profits, which profits they are investing in better food and entertainment for the patrons.

It was for precisely this purpose that the machines were installed, and until recently their success had been applauded by most military officers riding herd on the fruits.

But the gold drain has reversed official attitude toward the fruits. There is criticism now that club profits are being siphoned off onto "buy foreign" splurging. Clubs are criticized for living it up with foreign floorshows and with foreign gourmet items.

The military's revised attitude toward the fruits tends to be that were it not for the machines, the club coffers would be bare instead of bulging, and there would be diminished temptation to splurge with American dollars on the local economy.

### Patronage Shift

It is also theoretically true that if fruit machine patrons didn't patronize the fruits they would patronize entertainment on the local economy, the net outflow of dollars being the same.

It is also true that nobody forces service clubs to splurge fruit machine profits on riotous foreign living, and that the profits could be used to cut club prices to the bone.

But few experts believe the fruit machines can long survive the "buy American" campaign with its heavy emphasis on spartan living. Working against the military fruits, moreover, is the U. S. Justice Department's drive to ban foreign trade in fruit machines.

Skipping to automatic merchandising, the military is interested in vending machines as an

avenue to reducing employment of local help (another facet of the dollar drain) and cutting costs generally in its merchandising operations.

Since the post exchange and allied military merchandising activities overseas are conducted in a monopoly vacuum, they can be regarded solely from the aspect of efficiency, after making due allowance for customer convenience and wishes.

Heretofore, with local wage rates low and military installations scattered, the U. S. Forces have had little incentive to introduce automatic merchandising.

But the gold drain has stimulated the military's interest in automatic merchandising. Quartermaster and European Exchange System (EES operates post exchanges and related consumer services) indicate that substantial savings could be effected by large-scale introduction of automatic merchandising.

The chief consideration at the moment is the reduction in local employees and in services which must be paid in foreign currency. Surveys also seem to establish that service could be substantially improved by introducing vast vending operations.

Military installations are being steadily concentrated, making feasible vending operations. Surveys suggest that a considerable number of post exchange operations could be replaced by vending machines. PX's could be closed down, reduced in scale, and consolidated.

In general, it is a situation which seems to offer a coin machine paradise for operators able to conduct large-scale operations scattered over Western Europe and England.

But most on-the-spot experts believe it's an assignment which can only be handled by a combine or combines, a huge organization able to mount and conduct simultaneous operations in juke boxes, games and vending machines.

There seems to be tremendous potential in the vending machine operations alone, provided the military can be persuaded to yield to trials. For example, there are virtually no beverage dispensers in the entire theater—no hot beverage or cold beverage machines. Beverages, as with food generally, is handled manually.

Yet, the opportunity is now there, opportunity stamped and underlined by President Kennedy's crackdowns in the instance of the U. S. officers' club in France which attempted to build a \$200,000 annex. This was the project brought to the President's attention in a cable from an American woman in Europe, and which Secretary of Defense Robert McNamara killed out of hand.



• Continued from page 57

will expand his operation this summer, but he is keeping all details in his pocket.

An all-star bowler in Cleveland is **Frank Jarecki**, service manager at Attewell Music Company, according to **Arnold Attewell**, president.

... Before leaving for a month-long Acapulco vacation, **Helen Dugan**, head of Dugan Music Company, planned to purchase a houseboat for her son, **Bill Gribbons**, vice-president of the firm. When she left for Mexico collections were running about 20 per cent behind last year.

**Sidney Amdor** of Metro Music Company, Inc., expects 33 disks to help pick up play here. ... "New games will not increase activity in this area as long as money is not available. A general pick-up in all business is what we need," said **James Ross**, head of J. R. Music Company.

Encouraging waitresses, bartenders and barmaids to push coin machine play is paying dividends for **Albert Liggins**, chief of A. & I. Music Company. ... Programming music play with plastic tabs on special selections is boosting play for **Excel Phonograph Company**, reports **Hyman Silverstein**.

**Thomas Miller**, head of Associated Enterprise, estimates that his firm returns about 15 per cent of total income from each location for betterment of each spot's coin machines. ... **George George**, head of Monroe Coin Machine Exchange, reports his outfit will put more emphasis on cigarets and background music systems. He believes in stabilizing his present gains, however, before extending himself too far.

**Ed Curry**, Curry Music Company, claims that bowlers are his most profitable games. ... **Robert Levine** and **Sanford Levine**, partners in Atlas Music Company, this year celebrate their 20th anniversary in the coin machine industry. ... **Fred Witt**, serviceman and close friend of **Helen Dugan** of Dugan Music, has been a member of the suburban Willoughby police force since 1953.



Helen Dugan

Bob Sudyk



## LUCKY HOROSCOPE

5c, 10c, or 25c Play

- ✓ National Coin Rejector in each chute
- ✓ Two Coin Returns
- ✓ Easy to Load—Holds approx. 1,000 tickets

Size: 18" x 8" x 6" Wgt.: 20 lbs.

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1000 FEATURE

COMPACT CABINET  
HEIGHT 53"  
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ORIGINATORS OF  
MODERN UPRIGHT  
ELECTRIC  
FREE PLAY  
SCORING GAMES

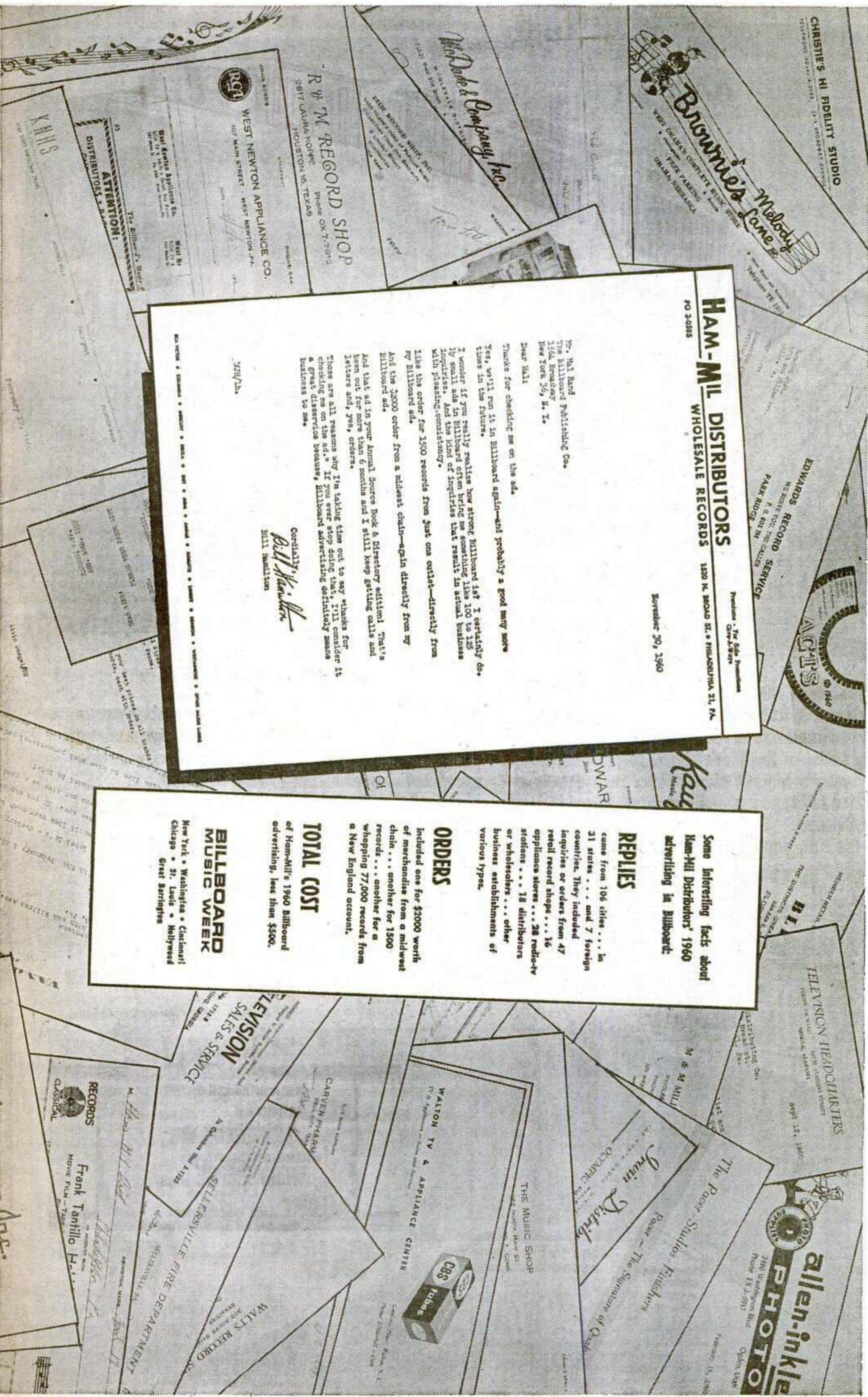
## WURLITZER 2500 ULTIMATE IN Automatic MUSIC

BALLY BIG INNING	\$195.00
BALLY HEAVY HITTER	275.00
BALLY BATTING PRACTICE	325.00
UN. DELUXE BASEBALL	295.00
WMS. 57 BASEBALL	245.00
GE. HOROSCOPE	245.00
MUTO. LORD'S PRAYER	125.00
MUTO. VOICE-O-GRAPH (Late Model)	695.00
CC DROP BALL	175.00
CC CRISS CROSS HOCKEY	245.00
BALLY ALL STAR	125.00
MONKEY SHINE	195.00
SET SHOT BASKETBALL	125.00
STANDARD METAL TYPER	195.00
SEE. COON HUNT	125.00
GE. WILD WEST	195.00
EX. POP GUN	225.00
EX. TREASURE COVE	225.00
UN. PIRATE GUN	225.00
GE. RIFLE GALLERY	150.00

**MONROE**  
COIN MACHINE EXCHANGE, INC.  
2423 Payne Ave., Cleveland 14, Ohio  
Phone: SUperior 1-4600

# Speaking of ad results . . .

see what this small-space advertiser has to say about his Billboard advertising



## HAM-MIL DISTRIBUTORS

PO 30385

WHOLESALE RECORDS 1220 N. BROAD ST. • PHILADELPHIA 21, PA.

September 30, 1960

Mr. Hal Rand  
The Billboard Publishing Co.  
1564 Broadway  
New York 36, N. Y.

Dear Hal:

Thanks for checking me on the ad. Yes, we'll run it in Billboard again—and probably a good many more times in the future.

I wonder if you really realize how strong Billboard is? I certainly do. I wonder if you really realize how something like 100 to 125 inquiries or orders from 47 retail record shops . . . 16 appliance stores . . . 28 radio-tv stations . . . 18 distributors or wholesalers . . . other business establishments of various types.

Like the order for 1500 records from just one outlet—directly from my Billboard ad. And the \$2000 order from a midwest chain—again directly from my Billboard ad.

And that ad in your Annual Source Book & Directory edition! That's been out for more than 6 months and I still keep getting calls and letters and, yes, orders.

Those are all reasons why I'm taking time out to say thanks for checking me on the ad. If you ever stop doing that, I'll consider it a great disaster because, Billboard advertising definitely means business to me.

Cordially,  
*Bill Hamilton*  
Bill Hamilton

MHR/wh

### Some interesting facts about Ham-Mil Distributors' 1960 advertising in Billboard:

#### REPLIES

came from 106 cities . . . in 31 states . . . and 7 foreign countries. They included inquiries or orders from 47 retail record shops . . . 16 appliance stores . . . 28 radio-tv stations . . . 18 distributors or wholesalers . . . other business establishments of various types.

#### ORDERS

Included one for \$2000 worth of merchandise from a midwest chain . . . another for 1500 records . . . another for a whopping 77,000 records from a New England account.

#### TOTAL COST

of Ham-Mil's 1960 Billboard advertising, less than \$500.

### BILLBOARD MUSIC WEEK

New York • Washington • Cincinnati  
Chicago • St. Louis • Hollywood  
Great Barrington

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**Spin Distrib**  
Power - The Signature of Quality

**THE MUSIC SHOP**  
WALTON TV & APPLIANCE CENTER

**TELEVISION SALES & SERVICE**

**WALT'S RECORDS**  
Sellersville Fire Department

**RECORDS**  
Frank Tantillo Hall



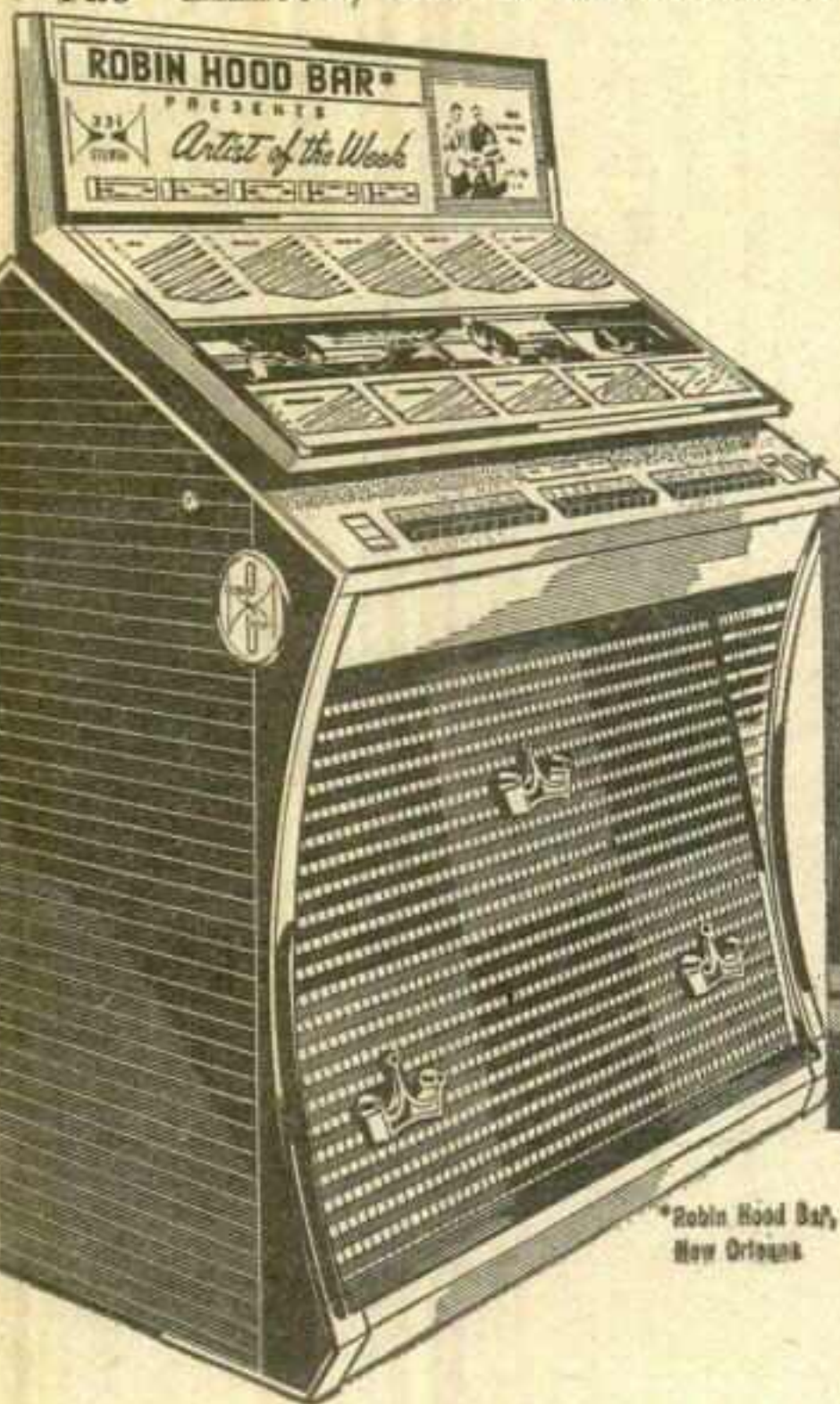
**FIVE CARLOADS!  
INDUSTRY'S SINGLE BIGGEST PHONOGRAPH  
ORDER IN A DECADE!**



**TAC OF NEW ORLEANS  
PURCHASES 225 SEEBURG  
ARTIST OF THE WEEK  
PHONOGRAPHS  
FROM WOLFE DISTRIBUTING CO.**

**TAC AMUSEMENT COMPANY,**  
New Orleans, is in the process of putting two hundred and twenty-five new Seeburg Artist of the Week phonographs on its route. The industry's biggest single order in a decade required five railway boxcars for shipment from Chicago to New Orleans.

most successful independent operators, location-tested Seeburg's exclusive Artist of the Week, and he found it the most productive music-merchandising plan ever offered the industry. Artist of the Week greatly widens audience appeal, draws more substantial patrons to the location, and continuously steps up music revenue.



\*Robin Hood Bar, New Orleans

**SEEBURG**  
PERSONALIZED FOR EVERY LOCATION

The Seeburg Sales Corporation, Chicago 22



JOHN "TAC" ELMS OF TAC AMUSEMENT COMPANY

