

LABELS GIVE DEALERS BIG SPRING TONIC

Payola Probes Won't Die; **Pose Perennial Problems** Indie Labels, Distribs Say Payola Runs Rampant, Especially in R.&B. Field

supposedly buried in Washington sonally okays every record which last year, are beginning to shape is played on the station, and that up as perennial problems in the all of his disk jockeys have his record industry. Four San Fran- "fullest confidence." One of KYA's cisco-Oakland, Calif., radio sta- jocks is Peter Tripp, formerly with Hall is expected to be home base tions - KYA, KSAN, KDIA, and WMGM, New York, who was in-KEWB - are currently being in- dicted by the New York County of concert dates already in prepavestigated by the Federal Com- Grand Jury last year on commer- ration. munications Commission for possi- cial bribery charges. Tripp's trial is ble payola among their disk set for March 20, pending a deciiockeys.

March 6, 1961

At the same time, indie record | trial. 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. 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.

NEW YORK-Payola probes, (Sleepy) Stein, KYA, said he persion on his motion to obtain a jury

> The probe rated page 1 in The San Francisco Chronicle. In the (Continued on page 44) ards.

Acquaviva Shapes Symphony Project NEW YORK A mighty under

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 writerconductor 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 for the ensemble with a calendar

One phase of the project will be to set a series of scholarships to and mono sets are included. gifted children who will join the orchestra when their training is to introduce new works and to restyle a number of existing stand-

dealers by what amounts to 25 plan started late last week and per cent. The Victor program, continues through March. called the "Greatest Sale on Earth," starts next week. March 15, and runs for one month. It offers lar to the Capitol plan for the dealers a chance to sell consumers firm's entire line, with the excepany Victor LP at half price when tion of its Sound Series of Perfect they purchase one LP at full price Presence and Living Presence recin the same price range. All stereo ords. Mercury is offering one free

Cap's One for Three

NEW YORK - RCA Victor, and 50 Angel albums. The Capitol Capitol and Mercury Records plan applies to all album product, sprang with their big spring LP stereo and monaural, with the exsale this week, slashing the price ception of stereo tape and compact of their entire catalog of LP's to (33) doubles. The Capitol sales

Mercury Plan

Mercury's sales program is simialbum for every three purchased, and it includes both stereo and The Capitol sale offers dealers mono disks. The sale started completed. Acquaviva also expects 33 free LP's or EP's for every 100 March 3 and runs through April purchased, or one free for every 15. On the Sound series-which three purchased, as long as the consists of about a score of LP's, dealer buys 100 Capitol albums the label is offering one free for every five purchased.

New House Comm. **Handles Juke Bills**

WASHINGTON - Membership of the new House Judiciary Sub-Committee 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 antiperformance 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.

Cap Records Invades Electronics Field; Two FCC fieldmen have been 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 Program manager-deejay Les made its long anticipated move into ment and industrial usage. a diversified activity.

Hoffman is a national distributor of electron tubes and microwave components who, for the past three the world's major electronic firms CRI executive responsibilities has years, has distributed EMI tubes and the United Kingdom's largest been Capitol's Home Instruments in this country. Voi-Shan Electronics has been active in developing magnetic tape. Among the first mation of the new electronic suband manufacturing traveling-wave products to be marketed by EMI-

tubes. Key personnel of both Hoff- U.S. will be video tape, making it man and Voi-Shan will remain as the second company in this country part of the EMI-U.S. staff.

phonograph field. At the outset, Broadcasting Company. EMI-U.S. will concentrate its efforts on manufacturing and marwares aimed at the general consumer as well as military, govern-

to offer broadcasters a videotape The newly formed Capitol sub- line. (Heretofore, Minnesota Minsidiary may eventually bring under ing has been this country's sole its wing the label's Home Instru- supplier of videotape.) EMI's FOUR DISKERIES ments Division which at present videotape is being used by Enghelms Capitol's activities in the land's BBC and the Canadian BREAKING SAME

Capitol Tower here will serve as hoadquarters for EMI-U.S. It will keting a wide array of electronic have an Eastern sales office in New York, manufacturing facilities in Los Angeles, and service and warehousing in 28 U. S. cities. Capitol Most of its products will be sup- Records, Inc., vice-president, Dan plied by the Capitol Records parent Bonbright, will be in charge of the company, England's EMI, one of electronic activities. Among his manufacturer and distributor of Division. Concurrent with the for-(Continued on page 50)

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)

SONG-'LONELY'

NEW YORK - An oldfashioned 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 Stites 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 saving 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

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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

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

More significantly, dealers here of special deals. 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

the regular distributor channels. | 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

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-(Continued on page 52)

January's Hot Singles **Ease February Losses**

NEW YORK-Although blizzards and freezing weather slowed down the singles BILLBOARD business for RECORD the first two weeks of Feb-SALES ruary, dealers ANALYSIS could look MUSIC WEEK

as equal to or better than any four-week period during 1960 for singles sales.

back on Jan-

uary of 1961

Actually, sales of singles in record shops during the first four weeks of this year equalled or exceeded 38 of the 39 fourweek 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 fastmoving country, and rhythm and blues disks kept the singles business humming for many dealers in January.

MARCH 6, 1961

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.



NEW YORK - Decca's "All Time Golden Favorites," a series BILLEDARD

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

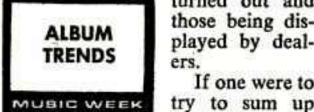
covers being turned out and

"From What I've seen, the trend | cleaner, more open artwork and | covers. They tell us they're buying is away from photography and in tends to attract. This, in a way, entertainment on the record, not the direction of paintings and even has come to be identified with the on the cover. The title listings make abstract artwork. Titles on the Enoch Light type of record which the best covers and some of the cover are a big asset and so are is selling like crazy. For that rea- percussion albums with the crazy the titles of an artist's big hits. We son, almost any album with that dots do a lot of business. I would like to display current hot artists kind of cover gets attention and we say that dames, however, have had it. The whole thing is that the cover should give some idea as to "Beyond that, price sells an al- what's inside. If people want wildbum today, not the cover. Give looking dames, they can pick up a them a healthy enough discount magazine at their newsstand. In that case, the cover gives you an

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 token, dots and dashes are. 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 winning dealer approval. Welk.

A dealer incentive plan is being offered through March 24. In addition, dealers will receive center- is passe. Many times such covers pieces for window and counter dis- are used as eye-catchers to merplay, mounted lithos and consumer chandise a new artist. But as exleaflets carrying the theme, "Every perience has shown, if the record Song in Every Album a One in a doesn't have it in the grooves, it Million Hit."



these trends in a few words, the summary might run to the effect that girls are no longer making it, and by the same

If one were to

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

One dealer put it this way: "Glamour on the cover, unrelated to the contents of the record itself, doesn't go at all.

and a complete unit of albums, such as the Columbia "Best of played by deal-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

Mort Sahl Ankling 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

(Continued on page 52)

will display it.

Price Factor

and they will consider buying it. Give them a naked woman on the idea what's in the magazines. 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

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

(Continued on page 52)

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

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 airer 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.

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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 emsee 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 tunenominees 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."

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

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

tives are continuing to dig deeper key composers and scorers. and deeper into the ranks of hot record artists in both the singles Gene Pitney are the latest young 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

SORD MAHOFFS SET FLA. MEET

CORAL GABLES, Fla. -The Society of Record Dealers of America board of directors will hold its semiannual 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 bylaws of the organization, which could be set in motion at the meeting.

NEW YORK - Movie execu- on the part of producers to sign also featured in a juke box se-

Brenda Lee, Bobby Rydell, and 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

Sidney Mills Back With Mills Music

NEW YORK-Sidney Mills, ver 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 do start his own publishing company. He will continue the active management of these firms, Diana Music, Sidney Music and Diana Records. He will March pop release are Ray Analso continue to represent recording artists Sam Hawkins, Vic Justi and Bobby Hamilton, in addition to his other duties with Pell; George Shearing, with Nancy Mills.

quence 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)

Cap Labels Set 32-Album Run

HOLLYWOOD-A total of 32 albums comprise the March release for Capitol pop, Classics, Capitolof-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 thony, Nat King Cole, Jackie Davis, Webley Edwards, Jackie Gleason, Pee Wee Hunt, Dave (Continued on page 43)

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

Indigo 116

BOB LUMAN

THE INNOCENTS



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

could be regarded as a tribute to their former singing

Country _____





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 Capitol 4538 philosophy. Two efforts that can go.

Additional Spotlights on Page 31

the pick of the new releases:

SPOTLIGHT WINNERS

OF THE WEEK

Strongest sales potential of all records reviewed this week.

mate. Both have a chance.

MARCH 19-20















Victor, Capitol & Mercury NARM Giving Slash Album Prices 25%

Continued from page 1

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 and June. Capitol's usual 10 per believe that "The Greatest Sale on Earth" will do more toward revitalizing the interest of the recordbuying 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

both mono and stereo. According | 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, 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-

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 Hollywood 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, extrabudget merchandising and advertising campaign which included window displays, counter cards, catalogs, demo disks and spotplaced high impact and large circulation advertising shots, as well as a four-color plastic stereo department sign. Mercury, Myers said, will track, plus is normal strong-selling launch phase two of its program with the February 26 package goods release. This release will receive priority push, merchandising solidly back in the album picture material, de luxe packaging and coin 1961. And, as everyone knows, ordinated advertising programs, aimed not only at present consumers but also at the new stereo Added to the phase two release will be a special deejay mailing of a monaural disk to pop stations, business as a whole and Victor's including many new to the list that are showing a tendency to lean toward relief tracks to vary the standard top 40 format.

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. ... Vesuvious 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 Bob Rolontz. department chief.

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-repertoires' 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 Lee Zhito. Three Sons' " b/w "Out of a Clear-Blue Sky."

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 **Album Releases** 6

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.

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 tradesters 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 Limeliters album, its Sviatoslav Richter LP, its albums of "Wildcat" and "Do Re Mi," and the "Exodus" sound albums by Henry Mancini, Van Cliburn and Elvis Presley, and the Red Seal sets, have jumped Victor Victor is currently the hottest company in singles. Victor executives are convinced that this is the time buyers. to get their album product into stores in great quantity, and that the sale will help both the record 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 felt the advertising of the three companies would help pull so much traffic into stores that all would benefit.

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." keep up their sales. Jay Lasker, However, in regard to this, Burgess sales chief of Reprise, said that he 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 manufacturers with strong product the Mercury and Capitol executives. Many trade observers feel it Howard Judkins Sr., president is impossible for the large manuof the Society of Record Dealers, facturers to lower their list prices (SORD), told Billboard Music permanently due to their record

Chicago

Delmar Records, jazz label operated by Chicago retailer Bob Koester, has scheduled Albert Nicholas, Art Hodes, barrelhouse 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.

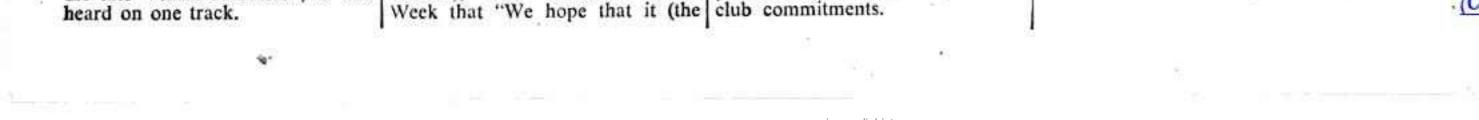
Ernestine Anderson (Mercury) cut a single in New York Friday (3), according to Mercury a.&r. man, Clyde Otis. . . . Big Bill Hill, Colt Records, has set Bob Heller and Gene Canter, Record Distributing Company, to handle his firm's Philadelphia distributorship. . . . Jack Russell was re-elected president 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 Gloria Manlong conference in New York.

Nashville

Roye 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)

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BILLBOARD MUSIC WEEK



5



MARCH 6, 1961



phonic and concert field showed a \$5,000 gain over the previous Treasurer's report was read to the member, Wolfe Gilbert, in the absence of Treasurer George Hoffman, who couldn't attend the

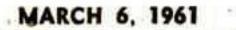
its Coast liaison man sometime this Harry Garfield was mentioned dur-



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.





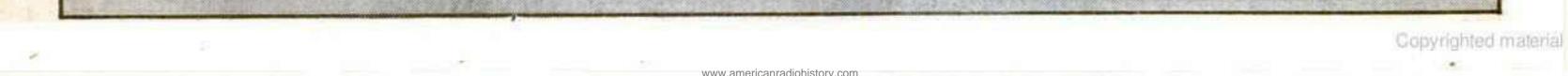
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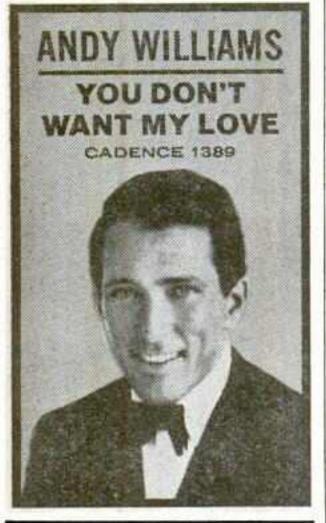
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U. S. Bill Would Thin Out Income Tax SIMON PICKED For Creative and Performing Talents AS NARAS EXEC

and other creative and performing is Rep. Thomas Curtis (R., Mo.), talent subject to heavy income tax who has offered a bill to extend in windfall years will watch newly present provisions in the internal introduced legislation to allow tax





WASHINGTON - Songwriters | spread. An early bird in this field 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 vears.

> 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, onesixth 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."

more equitable tax spread for the creative and performing earner, but Hendler, international director Bob a bill from the Democratic ranks Weiss, engineering and recording

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 Europe Networks 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, The President is known to favor merchandising director Joel Friedman, assistant to the president Herb

IRS Balks at Cabaret Tax Rule of Federal Court

WASHINGTON-Internal Rev-) or merchandise by patrons of a tax.

refreshments furnished to patrons those furnished during the entertainment period were properly taxed, and that those furnished before the entertainment period were portion of the entertainment. properly taxed only to the extent paid for during or after the entertainment period.

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

Set Song Contest

PARIS-The radio and TV networks of France, Switzerland, Belgium and Canada organized an international contest of 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

enue Service announced last week cabaret who are entitled to be presthat it will not follow an appeals ent during any portion of the entercourt decision relating to which tainment furnished by such an esportions of services and refresh- tablishment. The service held the ments are subject to the cabaret position that amounts paid under the circumstances of this case for In the Bush's, Inc., decision, pre-entertainment sales to patrons handed down by the Seventh Cir- who are present during any portion cuit, it was held that services and of the entertainment are specifically taxable under the law and after entertainment terminated applicable regulations, regardless of were not subject to the levy, that when paid, and that a similar result is called for in the case of postentertainment sales furnished to patrons who were present during any

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

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 songs for composers and French "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."

MARCH 6, 1961

Let's Keep Rolling Ahead

the present Congress.

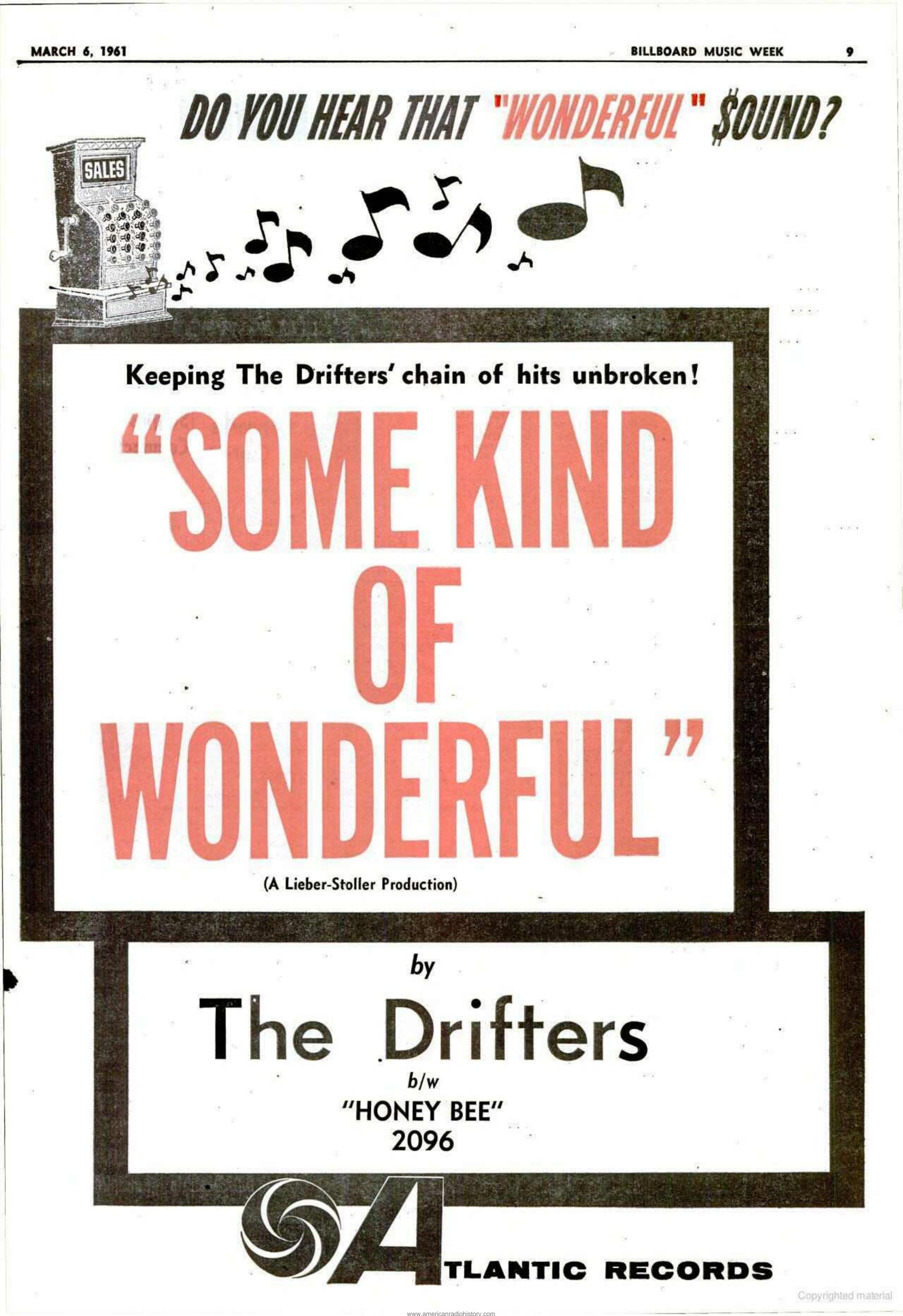
dent Jim Conkling.

a bill from the Democratic ranks Weiss, engineering and recording place the week of March 17. "Pink Shoe Laces" b/w "No." is more likely to receive action in director Lowell Frank and presi- There are 10,000 Swiss francs for Release will be out next week. the winning writers.

It will be monaural only.







TALENT TOPICS

NEW YORK

10

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 twoweek 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 sevenweek 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.

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 costar 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 Easterweek date at Mimai's Eden Roc.

CHICAGO

Ahmad Jamal and his trio, Anita O'Day, and Woody Herman and his orchestra head a onenight performance of "Jazz Opens | ford Ellington and wife, Katherine; McCormick" at the 5,000-seat Eddy and Sally Arnold, Grandpa McCormick Place Theater Saturday (18). Others on the bill include the Northwestern University Evelyn, and the Jordonaires and 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 Wall," is reportedly getting good 24 through April 2. . . . Ray Charles will play the McCormick April 2-14 as part of his Midwest concert tour.

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 "Lunchcon Show". . . Bob Atcher (Capitol) has joined "The New WGN Barn Dance" show which will be heard weekly (8-9:30 p.m.) beginring 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

Lee Zhito 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. Bu-Jones and spouse, Ramona; WSM-Radio's John McDonald and wife, 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,

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, lightfingered 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 improvization 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 cliche 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 consentdecree 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.

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 recept 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.

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

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

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)

King Records in 2 for 1 LP Sale

CINCINNATI — King Records unveiled a special, two-for-theprice-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 Felicita" (A Full Quart of Happiness) finished in the three, four and five positions. They were sung by Rosella Masseglia, Tonina Torreilli, and Ernesto Bonino respectively.

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 three-day fete, which ran the University of Georgia, Georgia

FOLK TALENT & TUNES

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 Enter**tainers, 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.

By BILL SACHS

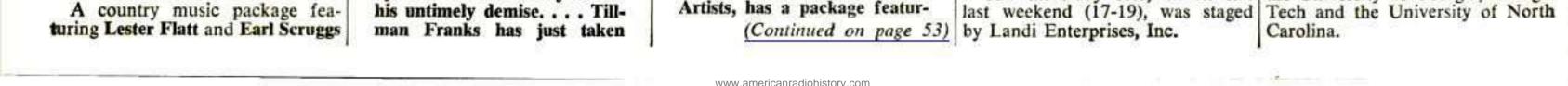
plays Emery Auditorium, Cincinnati, March 26, with the promotion handled by Jimmy Skinner and Lou Epstein, of the Jimmie Skinner Music Center, Cincinnati, in association with Ray Scott, of WNOP, Newport, Ky. Skinner is presently enjoying success with a special package of blue-grass recordings being merchandised 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. . . . CFTO-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

over the exclusive management on Claude King, who is slated to cut his first session for Columbia soon. . . Jim-my 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 Clif 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 fivea-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-



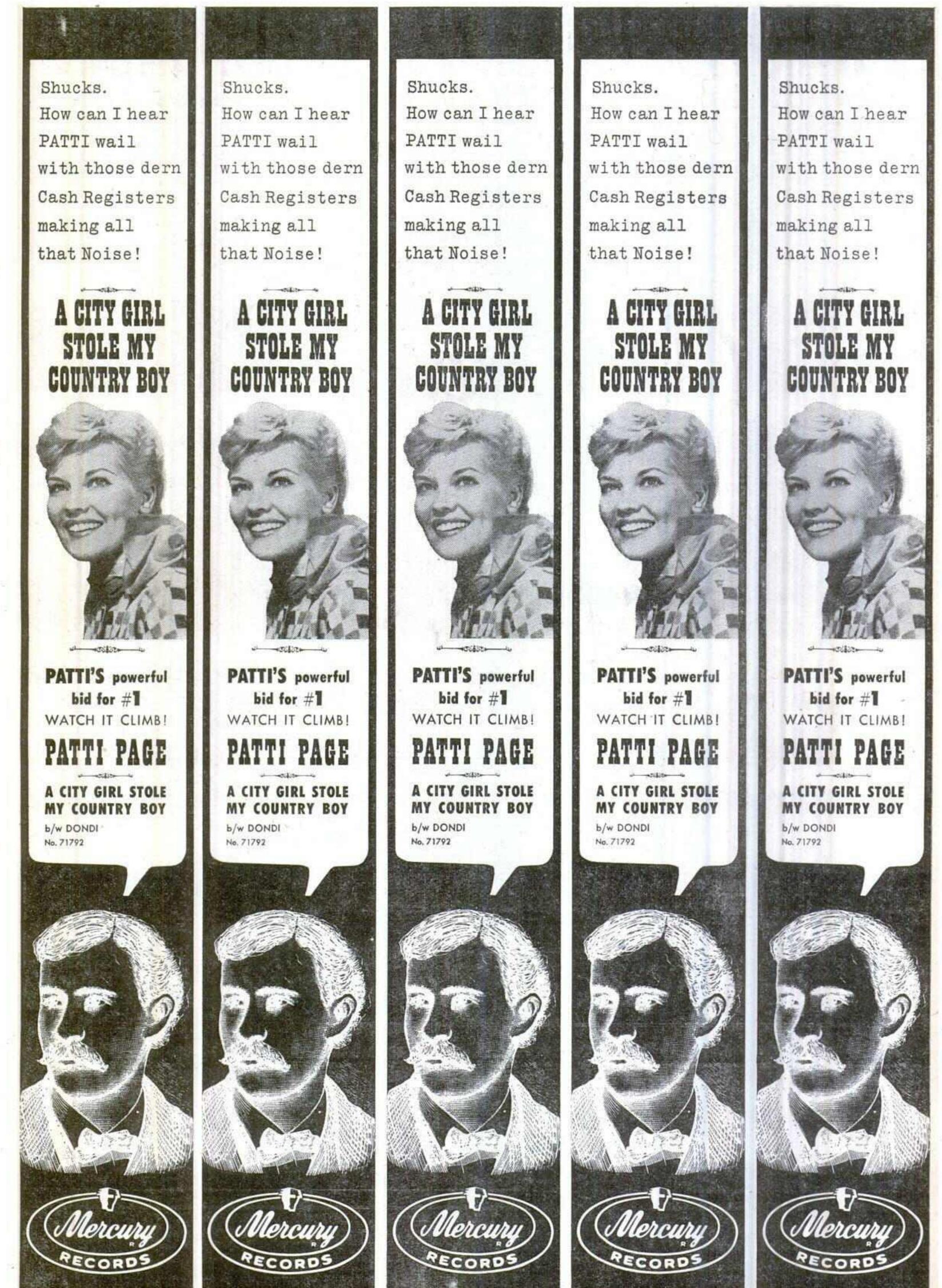
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MARCH 6, 1961





BILLBOARD MUSIC WEEK

13

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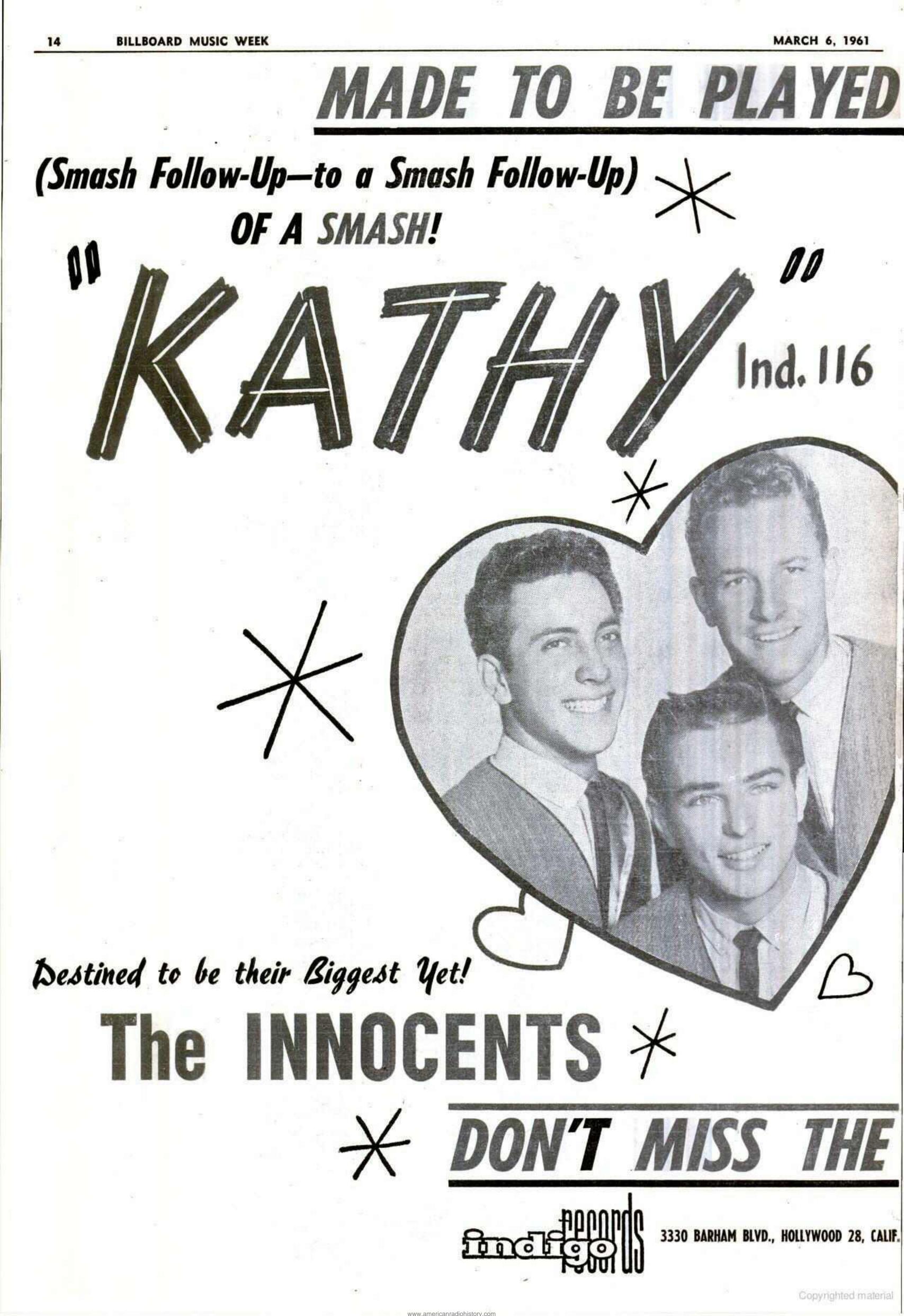
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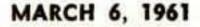
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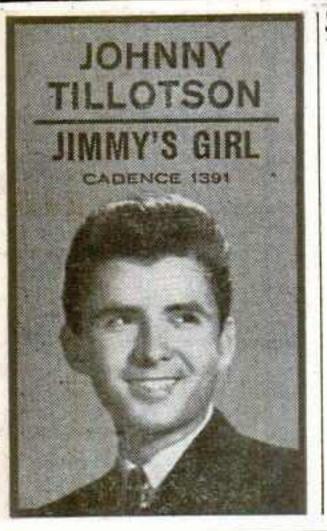


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SIDE BY SIDE! * SMASH! SMASH! SMASH! HAPPY BIRTHDAY BLUES Ind.115







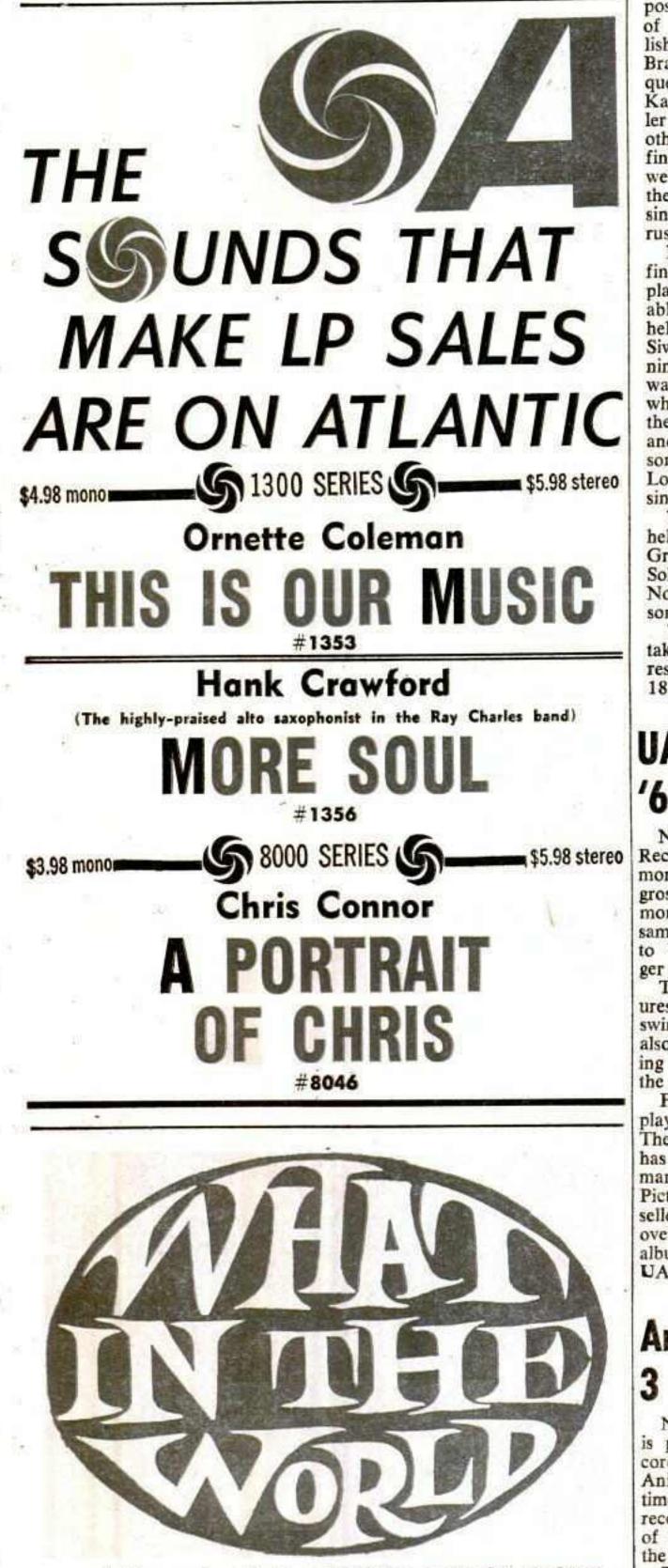
SCANDIA WINNERS

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 dur-

ing 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 Bodtiger, 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 Boby Eriscon, who also was the composer of the tunes which wor second and fifth spots. Lill-Babs (Svenson), Lilly Berglund and Lasse Londahl were also among the singers.

The finals in Norway were held Monday (27), in Oslo, with Grynet 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.

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.



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UA Notes 300% **Billings Boost '61**

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 re-

70 Tradesters Train to Bristol For 'Music Man'

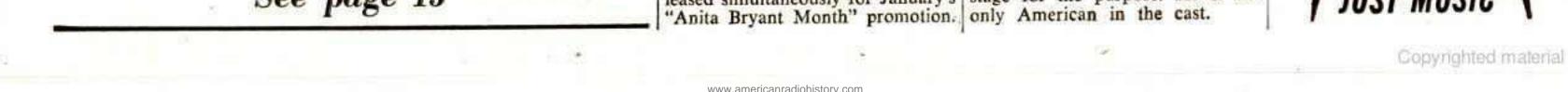
LONDON-In one of the most unusual - and costliest - stunts ever staged here for a musical, impresario Harold Fielding hired a train to take 70 deejays, producers and other music personalities from London to see the out-of-town try-out Saturday (4) of "the Music Man," which he is presenting.

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 leased simultaneously for January's stage for the purpose. He is the



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DL-4129

DL-4107

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BRITISH NEWSNOTES

Eurovision Contest Entrant Rising Fast on British Chart

By DON WEDGE

News Editor New Musical Express

Song Contest entrant, "Are You Sure?" written and recorded (on Fontana) by the Allisons has become a big hit here, now holding No. 5 position in the chart with British orders exceeding 250,000. Fontana has rushed through session for two more sides to form an EP for issue in the Continental countries which do not have single releases.

Visitors

A party of executives from Lonvisiting British Decca for conferences, including sizing up some local artists for recording for the U. S. market. In the party were Lee Hartstone, Ed Kissak and Tony Damarto.

Talent Tours

Bobby' Rydell's first British engagement, an appearance on the previous week's Palladium TV start negotiations for another visit own contract artist, Mantovani, and by him in September or October.

Personals

has been asked to direct a session bia from Cameo). this summer for Bobby Vee.

The Musicians' Union has ampli-

DANISH NEWSNOTES **Diskeries Book Stars in Tours**

By TED WOLFRAM Hotel Osterport, Copenhagen

fied its objection to the continuance of commercial television; the existing network should be handed over to the BBC, it feels. The union As expected, Britain's Eurovision also wants the BBC to have control of all local broadcasting.

New Albums

Among the Decca-group's March releases were Shorty Rogers' 19 'Swingin' Nutcracker'; Hank Locklin's "Please Help Me, I'm Falling" (RCA); Don Ralke's "Savage and Sensuous Bongos"; George Greeley's "Popular Piano Concertos of Great Love Themes" (Warner); two volumes of re-issued tracks, "The Best of Peggy Lee" (Brunswick from U. S. Decca); "The Big don Records, New York, has been Sound of Johnny and the Hurricanes."

> Duane Eddy stars on "Million Dollars Worth of Twang" and Billy Vaughn has "Hit Parade."

Singles

Most-covered number released 26 last weekend was the "Exodus" theme. In addition to the Ferrante 28 15 JA-DA-Johnny and the and Teicher U. S. hit version (on London from United Artists), Britshow, was impressive enough to ish Decca had other sides by its 16 17 NEW ORLEANS-U. S. Bonds the vocal waxing by Pat Boone (London from Dot). EMI had two 23 John Barry, one of the most versions-by Semprini (HMV) and outstanding young British arrangers, the International Pops Ork (Colum-

"The Great Imposter" had ver-10 sions by the Piltdown Men (Capitol), Henry Mancini (RCA) and 13 Dick Jacobs (Coral., . . . Marty Robbins' "Don't Worry" (Fontana 24 from U. S. Columbia) covered by 20 Billy Fury (Decca). . . . Della Reese's "Most Beautiful Words" (RCA) has competition from Shani Wallis (Philips).

Among other releases were Titus Turner's "Sound Off" (Parlophone from Skidmore), Jack Scott's "Is

Best-Selling Pop Records in BRITAIN

Week ending March 3, 1961 (Courtesy New Musical Express, London)

Last This

4

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8

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6

- Week Week
 - 1 WALK RIGHT BACK-Everiy Brothers (Warner Bros.)
 - 2 SAILOR-Petula Clark (Pye)
 - 3 WILL YOU LOVE ME TOMORROW?-Shirelles (Top Rank)
- **1 4 ARE YOU LONESOME** TONIGHT-Elvis Presley (RCA)
 - 5 ARE YOU SURE?-Allisons (Fontana)
 - 6 F.B.I.-Shadows (Columbia)
 - 7 WHO AM 1?-Adam Faith (Parlophone)
 - 8 CALENDAR GIRL-Neil Sedaka (RCA)
 - **RIDERS IN THE SKY-Ramrods** 9 (London)
- 5 10 RUBBER BALL-Bobby Vee (London)
 - 11 THEME FOR A DREAM-Cliff Richard (Columbia)
- 7 12 YOU'RE SIXTEEN-Johnny Burnette (London)
- 15 13 LET'S JUMP THE BROOMSTICK-Brenda Lee (Brunswick)
 - 14 WHEELS-Strings-A-Longs (London)
 - Hurricanes (London)
- 11 16 PEPE-Duane Eddy (London)
 - (Top Rank)
- 22 18 MYSTERY GIRL-Jess Conrad (Decca)
 - **19 GATHER IN THE MUSHROOMS** -Benny Hill (Pye)
- 14 20 BUONA SERA-Acker Bilk (Columbia)
 - 20 SAMANTHA-Kenny Ball (Pyc) 22 PORTRAIT OF MY LOVE-
 - Matt Monro (Parlophone)
 - 22 SAILOR-Anne Shelton (Philips) 24 AFRICAN WALTZ-Johnny Dankworth (Columbia)
 - 25 PEPE-Russ Conway (Columbia) 26 RUBBER BALL-Marty Wilde
- (Philips) 30 27 SCOTTISH SOLDIER-Andy Stewart (Top Rank)
- 17 27 EBONY EYES-Everly Brothers (Warner Bros.)
- 29 BABY SITTIN' BOOGIE-Buzz Clifford (Fontana) 21 30 POETRY IN MOTION-Johnny

Tillotson (London)

GERMAN NEWSNOTES **Germans Select Eurovision** Song Contest Entry Tune

By BRITTE KEEB

Music Editor, Automaten-Markt, Branschweig

On February 25, TV broadcast the German advance competition for the Grand Prix Eurovision Song Contest which took place in the Kurtheater of Bad Homburg. dersen with "Einmal Sehen Wir Maluck. Second prize went to Fred Bertelmann with the tune "Ticke-Ticke-Tack," composed by Fritz Schulz-Reichel,

The final competition in which all European winners participate will be March 18 in Cannes. These winning songs from the German advance competition will be issued on records soon. The winners were picked from 13 songs.

German Song Festival

The preparations for the German Song Festival 1961, for the first time arranged by Deutsche Schlager-Festspiele E.V., are in full swing now. In Munich recently a jury chose 24 from 713 compositions as qualified for the competition.

German TV will broadcast these tunes, sung by famous recording artists in four different shows taking place in Munich April 21, Stuttgart April 28, Hamburg May 5 and Berlin May 12. The final, also on TV, will take place June 4 in Baden-Baden. The selected 24 titles have been shared by German record firms and will be released in coming weeks on printed statements of titles without names of composers and lyricist, which will stay anonymous until the final decision in Baden-Baden.

By JIMMY JUNGERMANN

Bayerischer Rondfunk, Munich

These publishers bought the rights from Munich's Ralph Maria Siegel's "Jenny": Leeds Music for English speaking countries; Julio Korn, Buenos Aires, for South First prize was won by Lale An- America; Le Milano, for Italy; Eddie Barclay for France; Charles Uns Wieder" (We Once Meet Bens for Belgium, Holland and Again), composed by Rudolf Luxemburg; Southern Music, Stockholm, for Scandinavia; Edition Coda, Zurich, for Switzerland; Weltmusik, Vienna, for Austria.

Visitor to U. S.

Munich publisher Ralph Maria Siegel off on another trip to the States.

New Releases

"Noch Bist Du Einsam" is the German title of Acuff-Rose's hit tune "Only the Lonely." Bobby Franco sings on Telefunken. The Metronome label issues two U.S. standards sung by Nina and Frederik, "Billy Boy" and "It's Been a Long, Long Time.

Best-Selling Pop Records in GERMANY

Week ending March 3, 1961 (Courtesy Automaten-Markt, Braunschweig)

Last This Week Week

9

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18

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- 1 MIT 17 FANGT DAS LEBEN 1 ERST AN (Save the Last Dance
 - for Me)-The Drifters (Atlantic); Ivo Robic (Polydor)
 - 2 PEPE-Dalida (Ariola); Caterina Valente (Decca); Jorgen Ingmann (Metronomes); Willy Hagara (Philips)
 - 3 ADIEU, LEBWOHL, GOOD-BYE- Gerd Boettcher (Decca)
- 5 4 SUCU SUCU-Ping Ping (Ariola)
- 10 5 PIGALLE-Bill Ramsey (Polydor)

18

The top-rank platter distributing
firms are cashing in on personal
appearances on their recording
stars in Copenhagen, usually fol-
lowed up by appearances in other
Scandinavian cities as well as on
TV and radio shows. Some of the
distributors have booking offices of
their own, which line up one-night
stands, but in many cases agencies
which promote hit parade shows
arrange such tours when ever they
can round up sufficient number of
international stars. The producers
of TV and radio shows are also
eager to sign up such stars.
Robby Dydall was brought here

Bobby Rydell was brought here by the Skandinavisk Grammophon firm for the "TV in Tivoli" show Saturday (25) which was sent out over the Nord-Vision networks, after which he went on to Stockholm for a guest appearance at the **BELGIAN NEWSNOTES** Nalen ballroom, which was broadcast by the Swedish radio.

Lorne Lesley, whose waxings are distributed by Nordisk Polyphon, and Robertino Loreti, the Italian teen-ager, were also on the Tivoli bill and both went on to Sweden, where the Knakupp agency had assembled a concert group which played Malmo, Lund and Gothenburg the following three nights. Other disk stars on the Tivoli show were Dario Campeotto, Lolita (from Germany) and Mats Baer (Sweden).

Signings

Raquel Rastenni has signed a five-year contract to wax platters for the Dansk Grammofon (Sonet label) record firm. She has been under a 10-year contract for the Skandinavisk Grammophon firm and Odeon after starting with Polyphon and working for Tono. ... Gitte, teen-age pop singer, has signed a contract with booker Richard Stangerup.

New Releases

Stan Getz, "Award Winner," Verve LP; Acker Bilk, "Golden Treasure of Bilk," Metronome LP; Shelly Manne, "At the Black Hawk" (Vol. 1), Contemporary; Debut label, two EP platters of Danish jazz cat by Finn Mickelborg's Quintet and Jorgen Borch professional singers. First prize is Bill Forbes.... New Palette reork.

There Something on Your Mind?" (Top Rank), LaVern Baker-Jimmy Ricks' "You're the Boss" (London Me Tomorrow?" (Top Rank). from Atlantic), Fats Domino's U.S. chart coupling, "Ain't That Just Longs' "Wheels" (London) and Like a Woman" and "What a Johnny and the Hurricanes' "Ja-Price" (London from Imperial), also Da" (London).... Three of the Bert Kaempfert's "Cerveza" (Poly- four newcomers to the chart were dor).... In view of the recent gen- British. The American disk was eral release of "Take a Giant Step" Buzz Clifford's "Baby Sittin' movie, HMV giving renewed at- Boogie" (Fontana). The locals intention to the Johnny Nash title cluded Cliff Richard's "Theme for song.

Record Sales

the Everly Brothers with "Walk Porter's "Samantha" by the Kenny Right Back" (Warner). It over- Ball traditional band (Pye) and hauled Petula Clark's "Sailor" on "African Waltz" by the modern Pye, but has growing competition Johnny Dankworth ork (Columbia from the Shirelles' "Will You Love from Roulette).

By JAN TORFS

Juke Box Magazine

Mechelen, Belgium

"You Talk Too Much" is becom-

Moving up fast are the String-Aa Dream" (Columbia)-showing in its first week of release at No. 11-Topping the charts this week are and two sides by jazz groups: Cole

Answer Song

Polydor-West reports, it is just preparing the first German answer disk, similar to the American trend, to "Bist du Einsam Heut' Nacht?" (Are You Lonesome Tonight?) sung by Peter Alexander on Polydor and Wyn Hoop on Telefunken.

AMC FIGURES Music Amateurs'

Ranks Rocketing

CHICAGO-The American Music Conference stated last week that there were 13 million more 22 13 DENN SIE FAHREN INAUS amateur musicians studying and playing in the United States in 1960 than a decade earlier. The AMC estimates that there was a total of 32 million amateurs as of January 1, 1961, as compared to some 19 million in 1950.

Categorized by type of instrument, pianists led by a wide margin. More than 21 million amaing by Maya Casabianca of "Save teurs play piano. In second posithe Last Dance for Me" and "Der tion of popularity is the guitar with 4,750,000 players, followed by stringed instruments with 3,200,-000.

> Estimates of the total number of instruments owned in the United States ranged in the neighborhood of 36,400,000. It was 21 million in 1950.

The total retail sales of new musical instruments, sheet music and musical accessories for 1960 set an all-time high of \$590 million. This 19 22 TUM BALALAIKA-Leo figure is \$40 million more than 1959, and is more than double the \$235 million total a decade ago.

George, "Here Today and Gone Tomorrow Love" by Janis Martin, "Seventeen Tomorrow" by Tony Dunning, and "Blues de Paris" and "Petite Cherie" by the Blue Angels..., Two new EP records on Barclay are by Dalida and Charles Aznavour.

Distribution

Helia and Pergola Records will leases: "Melodie Sciliano" by Hans no longer be distributed by Philips.

- 6 WUNDERLAND BEI NACHT (Wonderland by Night)-Bert Kaempfert (Decca)
- 7 7 BIST DU ENSAM HEUT' NACHT?--(Are You Lonesome Tonight)---Wyn Hoop (Decca); Peter Alexander (Polydor); Elvis Presley (RCA)
- 3 8 DA SPRACH DER ALTE HAEUPTLING-Gus Backus (Polydor)
 - 9 CAFE ORIENTAL (C'est Ecrit Dans le Ciel)-Vico Torriani (Decca); Nino Robic (Odeon); Bill Ramsey (Polydor)
- 4 10 RAMONA-Blue Diamonds (Fontana)
- 12 11 APACHE-Jorgen Ingmann (Metronome)
- 29 12 WENN DU HEIMKOMMST-Lale Andersen (Elektrola)
 - AUF DAS MEER-Peggy Brown (Teldec)
- 11 14 SCHNAPS, DAS WAR SEIN LETZTES WORT-Willy Millowitsch (Ariola)
 - 15 RASTLOS (Stenka Rasin)-Jimmy Barber (Teldec)

14 16 MUSS I DENN ZUM STAEDTELE HINAUS (Wooden Heart)-Gus Backus (Polydor); Elvis Presley (RCA)

- 17 BLUEBERRY HILL (Ein Kleines
- Haus)-Billy Vaughn (London) 15 18 VAYA CON DIOS-The Virtues (Elektrola); Gitti Lind-Christa Williams (Teldec)
- 13 19 SCHAU NICHT AUF DIE UHR (Here We Go Again)-Barbara Klein (Philips); Doris Day (Philips)
- 20 20 WEIT VON ALASKA (North to Alaska)-Ralf Bendix (Elektrola); Johnny Horton (Philips)
 - 21 ICH HAB' DICH NOCH GENAU SO LIEB (I Love You in the Same Old Way)-Peter Kraus (Polydor)
 - Leandros (Philips)
- 23 23 ROSALIE, MUSST NICHT WEINEN-Caterina Valente (Decca)
- 16 24 DAS ENDE DER LIEBE (Tell Laura I Love Her-Rex Gildo (Elektrola)
- 28 25 VIER KLEINE SCHUE (Four Little Heels)-Brian Hyland
 - (London); Detlef Engel (Teldec) WOGALEID-Jimmy Martins Ork 26
 - (Sonet) KILI-WATCH-The Cousins 27
 - (Aricla)
 - 28 PASCHANGA-Audry Arno-Hazy Osterwald Sextet (Polydor)
- 24 29 EIN JUNGER KAVALIER-Gaby King (Ariola) **30 DER ROTE TANGO-Die** -Regenpfeifer (Pergola)

Columbia, Pathe, MGM, Capitol

and HMV labels) include "Brontosaurus" by the Piltdown Men, "C'est Si Bon" by Conway Twitty, "Exodus" by Ferrante & Teicher, "La Joie d'Aimer" by Gloria Lasso, Francois Deguelt, "Non, Je ne Regrette Rien" by Edith Piaf, "Saints Go Marchin In" by Rex Gildo, Ricky Valence, "You're Sixteen" by

Rote Tango," a strong number by ing quite a smash in its French Die Regenpfeifer. version, recorded by popular singers Richard Anthony, Johnny Halliday and Dario Moreno. Another big seller is the French version of

Three French 'Talk' Versions

another American hit, "The Green Leaves of Summer," titled here "Le Bleu de L'Ete" and recorded by John William on Polydor.

Movie & TV

Popular French singer Dalida completed her first flicker, "Parlez-Moe d'Amour," in which she sings her big record hits "Les Gitans" and "Itsy Bitsy."

Udo Jurgens, who became an overnight star by performing his own song, "Jenny," on Belgian TV, sang at the yearly TV-ball in Antwerp. An English recording of this song (also sung by Udo) was made for U. S. release.

Contest

The Italo-Belgian Cultural Cercle organizes a big contest for nona recording.

After having made a hit of "Oh Why?" in a German version titled "Sag Warum," well-known Radio Luxemberg deejay Camillo Felgan tries again with "City of Tears," now titled "Nur Ein Schatten" (Only a Shadow).

new Presley disk "Wooden Heart" from the sound track of "G.I. Blues." Presley's newest "Surrender" will soon be released here.

RCA is heavily promoting its New Grammoe releases (on the

New Philips releases include a

new Los Merecumbes recording of

"Cha Cha A-He," a French record-





ITALIAN NEWSNOTES **'61 San Remo Relatively Quiet**

By Sam'l Steinman

Piazza S. Anselmo 1, Rome

20

The top surprise of the 1961 San Remo Song Festival is that it ended decks for its annual jazz festival, with less controversy than any of its predecessors. The national poll Festival Golden Burlesque seems to choose the winner turned out to be a success and the top songs were those which were generally considered the best. Looking back on the 11th Festival, these are among the salient highlights:

singer who has been heard in the U. S., and elsewhere throughout the world but who never competed before in the Festival, shared winning laurels with Betty Curtis, one of the top favorites of the younger set, providing a complete contrast. Second place also was shared by a newcomer, Little Tony, heretofore known as an Italian who had scored a great success in England, along with Adriano Celantano who was released from his army service to compete.

On the distaff side, Milva, who has been in the shadow of Mina these past two years, emerged as the top girl in this sweepstakes.

It has been suggested that next year only four songs be dropped each of the first two nights instead of six, leaving 16 for the third evening when four more can be eliminated. Under this year's system the third night was a complete anticlimax.

By postponing the final result for a week, all records sold big instead of only the three leaders as in the past. Following a week of sales, many of the disk companies recouped their investment in some of the numbers which eventually placed out of the money. Top winners among labels this year would

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

The Song Festival out of the way, San Remo is clearing the March 3-5. . . . Viareggio's Antito have fallen on its face. This event selects a series of songs but does not make an award until they have circulated for a year. Jimmy Fontana won the award with "I Drink," a song which had almost Luciano Tajoli, a popular Italian no popular circulation during the year.... Only category in which 9 the Italian Silver Ribbons for cinema achievement are not awarded is music, but with growth of song popularity this event will probably be added at the end of current year. . . . Titanic Records, which 16 got itself a lot of publicity in a futile effort to enjoin "The Bells Are Ringing" from using this name in Italy, has awarded a series of song Oscars, but the only "name" is that of Ferruccio Tagliavini.

Nev Releases

Mario Lanza, who remains a big seller with RCA Italiana, has had four of his Neapolitan songs issued on stereo 45.... Another big item for this label is the historic score of Roberto Rossellini's "Viva L'Italia," which celebrates the centennial 19 19 MILORD-Dalida (Barclay); of Italian unity.... Following "A Thousand Blue Bubbles," we now have "Soap Bubbles," which Sergio Bruni has cut, possibly indicating a new name cycle.... Tony Dallara who was the big discovery of 1960 is now recording "Manut" which scored its initial hit as an orchestral number.

Talent Tours

Nicola Arigliano has just had his first four sides, two in Italian and two in English, chosen for release by Capitol. ... Sascha Distel, having completed his Milan engagement, is bound for New York to do 12 sides in English and to fulfill a film engagement with Gene Kelly. ... Casa Ricordi has reached an agreement with Warner Bros. Records for issue of its pops across the Atlantic.

Best-Selling Pop Records in ITALY

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

Last This

Week Week

5

20

- 1 1 24,000 BACI-Adriano Celentano (Jolly); Little Tony (Durium)
 - AL DI LA'-Luciano Tajoli (Juke Box); Betty Curtis (CGD) 3 **COME SINFONIA-Pino**
- 3 Donaggio (Columbia) **4 IL MARE NEL CASSETTO-**
 - Milva (Cetra) 5 CAROLINA DAI-Sergio Bruni
 - (Voc del Padrone); Rocco Granata (Bluebell)
 - 6 UN UOMO VIVO-Gino Paoli (Ricordi); Tony Dallara (Music)
 - 7 LE MILLE BOLLE BLU-Mina (Italdisc)
 - IL PULLOVER-Gianni Meccia 8 (RCA)
- WHAT A SKY-Nico Fidenco (RCA) 11 10 NON MI DIRE CHI SEI-
 - Umberto Bindi (Ricordi) 11 JEALOUS OF YOU-Connie
 - Francis (MGM) 12 PER UN ATTIMO-Peppino 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 (Voce 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)
 - TAKE ME TO YOUR LADDER 18 -Buddy Clinton (Top Rank)
 - Edith Piaf (Columbia)
- 17 20 IL CIELO IN UNA STANZA-Mina (Italdisc)

JAPANESE NEWSNOTES

Stereo Making Gains in Japan

By TEN KATTORI Yokohama Correspondent

Japanese diskeries are having good luck with stereo disk sales. At ing. Prices range from \$83.33 to present, one stereo disk is being sold for every three monaurals, according to a leading record retailer in Tokyo. When both stereo and mono versions of the same music are released, some stereo versions sell more than mono versions, particularly classical items as Beethoven's "Symphony No. 5," Schubert's "Unfinished" Symphony, etc., have been stereo "outfitted" for reissuing. Also interesting to note is that King Records and Nippon Victor are both releasing stereo spectaculars of Beethoven's "Wellington Victor," complete with gunfire. Nippon Columbia has released "Spike Jones in Stereo," and Nip-

FRENCH NEWSNOTES **R.&R. Fans Cheer in French**

By EDDIE ADAMIS

92 Quai Du Marechal Joffre Courbevole (Seine)

As expected, Paris' first Rock an Roll Festival (February 24) at the Palais des Sports stirred much excitement and met with great success. Rock and roll fans cheered the U. S.' Bobby Rydell (Cameo-Columbia); Italy's Little Tony (Durium - Pop); Great Britain's Emile Ford and his Checkmates (Pye-Vogue); France's Johnny Halliday (Vogue), Frankie Jordan (Decca) and Les Chaussettes Noires (Barclay).

Bobby Rydell, who visits France for the first time, announced five European TV dates in March: Copenhagen, Stockholm, Luxemburg, Rome and London. Back in the U. S., he will succeed Johnny Mathis at the Copacabana.

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."... The Four Preps have come out on Capitol label with "Calcutta," top title here.... A new French vocal version of the Unforgiven (LaJoie D'Aimer) by Gloria Lasso has been issued on VSM label.

On the stereo equipment front,

a large number of electric appli-

ance manufacturers have featured

tuners usable for stereo broadcast-

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). ... EMI issued a new MGM original, "Bing and Satchmo" containing "Dardanella" and "Muskrat Ramble." ... Vogue issued the Pye original, "Something Missing," English version of "L'Absent" by Pctula Clark.

Hi-Fi Show

The Third International Festival of the High Fidelity and Stereophonic Sound will take pace 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).

Talent Tours

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

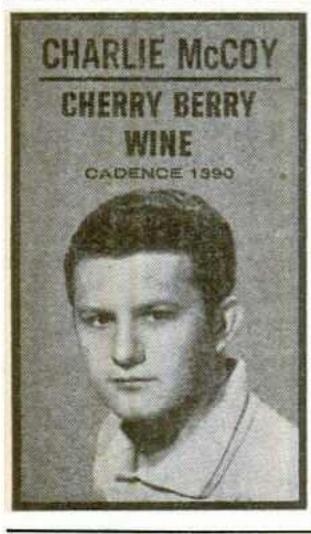
Visitors

Interdisc President Jack Lewerke visited Paris (February 23-26) for business talkes with Ricordi's artist and repertoire chief Luigi Arduino. Ricordi distributes the Interdisc group's catalogs of U.S. jazz independents like Contemporary, Riverside, Hi Fi, World Pacific, and Fantasy. . . . Gene Moretti, MGM's International Department manager, will visit Paris (March 8, 9, 10) to discuss exchange problems with Roger Maruani, his EMI colleague.

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

Covered

"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).



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Personals

Domenico Modugno, whose musical stage appearance in "Rinaldo in the Field," has now been postponed until next fall, has been invited to submit numbers for the Sea Song Festival at Ischia in mid-April.... Bobby Rydell, who appeared on the Gran Gala TV show, has expressed interest in singing at an Italian song festival as a guest.

Betty Curtis will sing the San There" at the Eurovision Song Toscannini's "New World Sym-Prize event at Cannes March 18.

po Victor has issued its electroni-Remo Prize-winner, "From Out of cally reproduced stereo versions of phony."

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 titled "Estando Contigo." Conchita Bautista will sing the song for the European audience with Frank Pourcel and his ork. Cannes will be the place this year for the contest. Last year, Jacqueline Boyer, from France, was the winner with "Tom Pillibi."

Visitors

Paul Anka's father came to Madrid a few weeks ago to collect rights from the Spanka people here.... Johnny Camacho from RCA-New York is now in Spain.

Disk Biz

33 in all its series. . . . Hispavox the "last word" in popular Ameriannounced their new plastic rec- can songs.

ords (same material used by the Parisian firm Sonorama). The new singles will cost 25 pesetas, which means only 40 cents per record. . . . Roulette Records are now being released in Spain by Philips.

The Chart

Elvis Presley came back to the Top 10 with "It's Now or Never" and "Are You Lonesome Tonight." ... "The Alamo" preview in Barcelona started a great demand for Dimitri Tiomkin's melodics.

Top 10 Deejay

"The Overseas Edition of Billboard Music Week is my best friend" said Pepe Palau, famous Spanish deejay whose "Lluvia de Estrellas" (Rain of Stars) launches the weekly 10 Top Tunes of the U. S. A. through Radio Madrid. . Angel Alvarez, from "La Voz de Madrid," has a daily show. He works with Iberia (Spanish Air RCA launches the Compact 33 Line) and brings from New York

\$277.78, and they are all selling well. One of the de luxe models wa put on sale by Nippon Victor for \$4,375. The model is equipped with devices for receiving regular. shortwave and FM, for playing stereo and mono disks as well as stereo tapes and also with 17-inch television set.

Visitors

Bobby Darin is scheduled to come to Japan in May. Visiting this country in June is the Modern Jazz Quartet. In April, American-born Japanese thrush Nancy Umeki is coming home.

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 IMITTOS-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 (Zafiro-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.)

Record Sales

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."

New Albums

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. . . . A U.A. original, "Mister Percussion" (Terry Snider), has been issued on . VSM label.

To the U.S.

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 disker 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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Encores of Golden Hits (M)

Platters Mercury MG 20472

Cadanca 2040

Fabulous Style of the Everly Brothers (M)

22

Elvis Is Back (M-S)

Elvis Presley ... RCA Victor LPM 2231;

LSP 2231

MARCH 6, 1961

C25 803

CS 8064

CS 8370

LSP 2198

On the Charts

Weeks on

Charts

BEST SELLING MUSIC WEEK

Carousel (M) MUSIC FROM MUSICALS, 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 re-BEST SELLING Sound Track......Capitol W 694 FILMS AND TV COMEDY LP'S Exodus (M-S) garded as essential inventory for dealers and as outstanding programming for Ballads and Rhythms of Broadway (M-S) Sound Track... RCA Victor LOC 1058; broadcasters. For convenience in using this material for inventory, display **Listed Alphabetically** or programming, the listings have been broken into leading categories. Johnny Mathis Columbia C2L 17; LSO 1058 An Evening With Mike Nichols and The LP's then are listed alphabetically rather than in sales order within G. I. Blues (M-S) each category. Elaine May (M) Elvis Presley... RCA Victor LPM 2256; Broadway in Rhythm (M-S) The letter M tollowing a title indicates that only the Monophonic Mercury OCM 2200 Ray Conniff Columbia CL 1252; version of that LP is a best seller; the letter S indicates that only the LSP 2256 Button-Down Mind of Bob Newhart (M) Stereo version is a best seller; the letters M-S indicate that both Mono Gigi (M-S) Bob Newhart..... Warner Bros. 1379 and Stereo versions are best sellers. Camelot (Music From) (M-S) The best selling new LP's, on the charts nine weeks or less, are listed **Button-Down Mind of Bob Newhart Strikes** Percy Faith.....Columbia CL 1570; SE 3641 ST In rank order according to sales in the Action Album charts, in the center Back (M) King and I (M-S) of this spread. Bob Newhart. ... Warner Bros. 1393 Exodus (M) Sound Track. . . Capitol W 740; SW 740 Down to Earth (M) Hollywood Studio Orchestra..... Connie's Greatest Hits (M) Never On Sunday (M) Jonathan Winters, Verve MGV 15011 BEST SELLING Connie Francis M-G-M E 3793 United Artists UAL 3123 Sound Track. . United Artists UAL 4070 Edge of Shelley Berman (M) Italian Favorites (M-S) Film Encores, Vol. 1 (M-S) POP VOCAL LP'S Oklahoma! (M-S) Shelley Berman ... Verve MGV 15013 Connie Francis, M-G-M E 3791; SE 3791 Mantovani...London LL 1700; PS 124 Sound Track..... Capitol WAO 595; Inside Shelley Berman (M) I've Got a Right to Sing the Blues (M) SWAO 595 Film Encores, Vol. 2 (M-S) **Listed Alphabetically** Shelley Berman. Verve MGV 15003 Eileen Farrell Columbia CL 1465 Porgy and Bess (M-S) Mantovani . . London LL 3117; PS 164 MALE VOCALISTS Kick Thine Own Self (M) Latin a la Lee (M-S) Sound Track Columbia OL 5410; Great Motion Picture Themes (M-S) Brother Dave Gardner..... Peggy Lee ... Capitol 1 1290; ST 1290 Anka at the Copa (M) Various Artists OS 2016 RCA Victor LSP 2239 Paul Anka. ABC-Paramount ABC 353 Mack the Knife-Ella in Berlin (M-S) South Pacific (M-S) ... United Artists UAL 3122: UAS 6122 Knockers Up (M) Ella Fitzgerald..... Verve MGV 4041; Sound Track... RCA Victor LOC 1032; Mr. Lucky (M-S) Paul Anka Sings His Big 15 (M) Rusty Warren Jubilee JLP 2029 MGV 64041 ABC-Paramount LP 323 Henry Mancini. . RCA Victor LPM 2198; LSO 1032 Laughing Room (M) More Italian Favorites (M-S) Student Prince (M) Belafonte at Carnegie Hall (M-S) Woody Woodbury Stereoddities MW 2 Connie Francis M-G-M E 3871; SE 3871 Mario Lanza.... RCA Victor LM 1837 Music From Exodus and Other Harry Belafonte. . RCA Victor LOC 6006; Mort Sahl at the hungry i (M) Theme From The Apartment (M) This Is Brenda (M) Great Themes (M-S) LSO 6006 Verve MGV 15012 Mort Sahl Sound Track.... United Artists 3105 Mantovani .. London LL 3231; PS 224 **Belafonte Returns to Carnegie Hall (M-S)** Outside Shelley Berman (M) Unforgettable (M-S) Harry Belafonte. RCA Victor LOC 6007; Shelley Berman . Verve MGV 15007 Dinah Washington Mercury MG 20572 LSO 6007 Reloice Dear Hearts (M) SR 60232 Bobby's Biggest Hits (M) Brother Dave Gardner..... What a Difference a Day Makes (M) Bobby Rydell Cameo C 1009 RCA Victor LPM 2083 Dinah Washington Mercury MG 20479 Calvpso (M) Wonderful World of Jonathan Winters (M) Harry Belafonte. RCA Victor LPM 1248 DUOS AND GROUPS Jonathan Winters Verve MGV 15009 Come Dance With Me (M-S) Woody Woodbury Looks at Love and Life Best Music On/Off Campus (M) Frank Sinatra Capitol W 1069; (M) Woody Woodbury Brothers Four..... Columbia CL 1578 SW 1069 Stereoddities MW 1 Date With the Everly Brothers (M) MONOPHONIC Darin at the Copa (M-S) Warner Bros. WB 1395 Bobby Darin Atco 112; S112 BEST SELLING

Faithfully (M-S)	From the hungry i (M)	ORIGINAL CAST	\mathbb{O}		Sound Track, RCA Victor LOC 1058
Johnny Mathis Columbia CL 1422; CS 8219	Kingston Trio	Bye Bye Birdie (M-S) Original Cast Columbia KOL 5510;	2	2	CALCUTTA
Gunfighter Ballads and Trail Songs (M-S)	Vinastan Trin Conital 1 1250, CT 1250		$\underline{\circ}$	-	Lawrence Welk, Dot DLP 3359
63 0150	Kingston Trio (M.S)	Camelot (M-S)	3	4	CAMELOT
Heavenly (M-S)	Kingston Trie at Large (M.S)	KOS 2031	$\underline{}$	-	
Johnny Mathis Columbia CL 1351; CS 8152	Conital T 1100, ST 1100			5	GREAT MOTION PICTURE THEMES
Buddy Holly Story (M)	Vinacton Tria Capital T 1474, ST 1474			1	
Coral CRL 5-7326	More Encores of Golden Hits (M)	Fiorello (M-S)	(5)	6	SINATRA'S SWINGIN' SESSION 4
Johnny Horton's Greatest Hits (M-S)	Platters Mercury MG 20501		0		Frank Sinatra, Capitol W 1491
	Sold Out (M-S)	SWA0 1321		0	
Johnny's Greatest Hits (M)	Vinastan Tria Capital 1 1257, ST 1257		(6)	0	CAMELOT (MUSIC FROM)
Johnny Mathis Columbia CL 1133	String Along (M-S)	Original CastColumbia OL 5350;	$\underline{\circ}$		Percy Faith Orch., Columbia CL 1570
Johnny's Moods (M-S)	Kingston Trio Canitol I 1407, ST 1407	OS 2009	0	22	MAKE WAY 2
Johnny MathisColumbia CL 1526;	Tonight in Derson (M.S)	Gypsy (M-S)	(1)	* *	Kingston Trio, Capitol T 1474
CS 8326	Limeliters RCA Victor LPM 2272;		<u> </u>	-	
Love is the Thing (M)	LSP 2272	OS 2017	0	12	MEMORIES ARE MADE OF THIS
Nat King ColeCapitol W 824	Weavers at Carnegie Hall, Vol. 2 (M)	Irma La Douce (M-S)	(8)	1922	Ray Conniff, Columbia CL 1574
More Gunfighter Ballads and	Vanguard VRS 9075	Original CastColumbia OL 5560;		~11	
Trail Songs (M) Marty Pobbias Columbia Cl. 1491	CHORUSES	OS 2029	(9)	21	BEST MUSIC ON/OFF CAMPUS 4
Marty RobbinsColumbia CL 1481 More of Johnny's Greatest Hits (M-S)		Music Man (M-S)	0		Brothers Four, Columbia CL 1578
Johnny Mathis Columbia CL 1344;	Fireside Sing Along With Mitch (M-S)	Original Cast Capitol WAO 990;			TONICUT IN DEDCON
CS 8150	Finder Finder Conditiono CE 1507,		(10)	11	TONIGHT IN PERSON
More Songs by Ricky (M)	LJ 0104	My Fair Lady (M-S)	0		Limeliters, RCA Victor LPM 2272
	Folk Song Sing Along With Mitch (M-S)	Original Cast Columbia OL 5090;	0	10	WILDCAT
Ricky Nelson Imperial 9122 Nice 'n' Easy (M-S)	Finder Finder Condition of Fordy	OS 2015	(11)	10	Original Cast, RCA Victor LOC 1060
Frank Sinstra Canitol W 1417.	CS 8118	The Sound of Music (M-S)	$\underline{\frown}$		Original Cast, RCA victor LOC 1080
Frank Sinatra Capitol W 1417; SW 1417	March Along With Mitch Miller (M)	Original Cast Columbia KOL 5450;	6	15	JOHNNY HORTON'S GREATEST HITS
No One Cares (M-S)	······································	KOS 2020	(12)		Columbia CL 1596
Frank Sinatra Capitol W 1221;	Memories Sing Along With Mitch (M-S)	South Pacific (M)		0.01	112 STREET FOR CONTRACT STREET, STREET
SW 1221	Thread third the total and the total		(13)	19	BOBBY'S BIGGEST HITS
Only the Lonely (M)	CS 8342	Tenderloin (M-S)	0		Bobby Rydell, Cameo C 1009
Frank Sinatra Capitol W 1053;	Mitch's Greatest Hits (M)	Original CastCapitol WAO 1492;	0		
Open Fire, Two Guitars (M-S)		SWA0 1492	(14)	14	AN EVENING WITH MIKE NICHOLS & ELAINE MAY
Johnny MathisColumbia CL 1270;	More Sing Along With Mitch (M-S) Mitch MillerColumbia CL 1243;	Unsinkable Molly Brown (M-S)		_	Mercury OCM 2200
CS 8056		enginer eest tricepher mile iser,	0	16	HIC HAND IN MINE
Sinatra's Swingin' Session (M-S)	Party Sing Along With Mitch (M-S)	SWA0 1509	(15)	16	HIS HAND IN MINE Elvis Presley, RCA Victor LPM 2328
Frank Sinatra Capitol W 1491; SW 1491	Mitch MillerColumbia CL 1331;	West Side Story (M-S)	-	_	And Trendy, Mert Titter Line Line
This Is Darin (M-S)	(C 9139	Original CastColumbia OL 5230;	(16)	20	NEVER ON SUNDAY
Bobby Darin Atco 115; SD 115	Saturday Night Sing Along With Mitch (M)	OS 2001	0		Sound Track, United Artists UAL 4070
Warm (M)	Mitch Miller Columbia CL 1414;	CALLED ALL SOLUTION AND A DATE OF A DATE			
Johnny MathisColumbia CL 1078	CS 8211	Original Cast RCA Victor LOC 1060;	(1)	23	THEME FROM "THE SUNDOWNERS"
Wild Is Love (M-S)	Sentimental Sing Along With Mitch (M-S)	LSO 1060	(11)	0.02574	Billy Vaughn, Dot DLP 3349
Nat King ColeCapitol WAK 1392;	Mitch MillerColumbia CL 1457;	SOUND TRACK			
SWAK 1392		The Alamo (M)	(18)	9	WONDERLAND BY NIGHT
FEMALE VOCALISTS	Sing Along With Mitch (M-S)	Sound Track Columbia CL 1558	9		Louis Prima, Dot DLP 3352
FEMALE VOCALISTS	Mitch Miller Columbia CL 1160;	Ben-Hur (M-S)	0	17	TEMPTATION
Annette Sings Anka (M)	CS 8004	Rome Symphony Orchestra (Savina)	(19)		Roger Williams, Kapp KL 1217
Vista BV 3302	Still More Sing Along With Mitch (M-S)		-	-	the second second second
Brenda Lee (M)	Mitch Miller Columbia CL 1283	Can Can (M-S)	00	18	TENDERLOIN
Decca DL 4039	CS 8099	Sound Track. Capitol W1321; SW 1321			Original Cast, Capitol WAO 1492

SHOW MUSIC LP'S

Listed Alphabetically

This

. Week

(1)

Last

1

Week Title, Artist, Label and Number

EXODUS

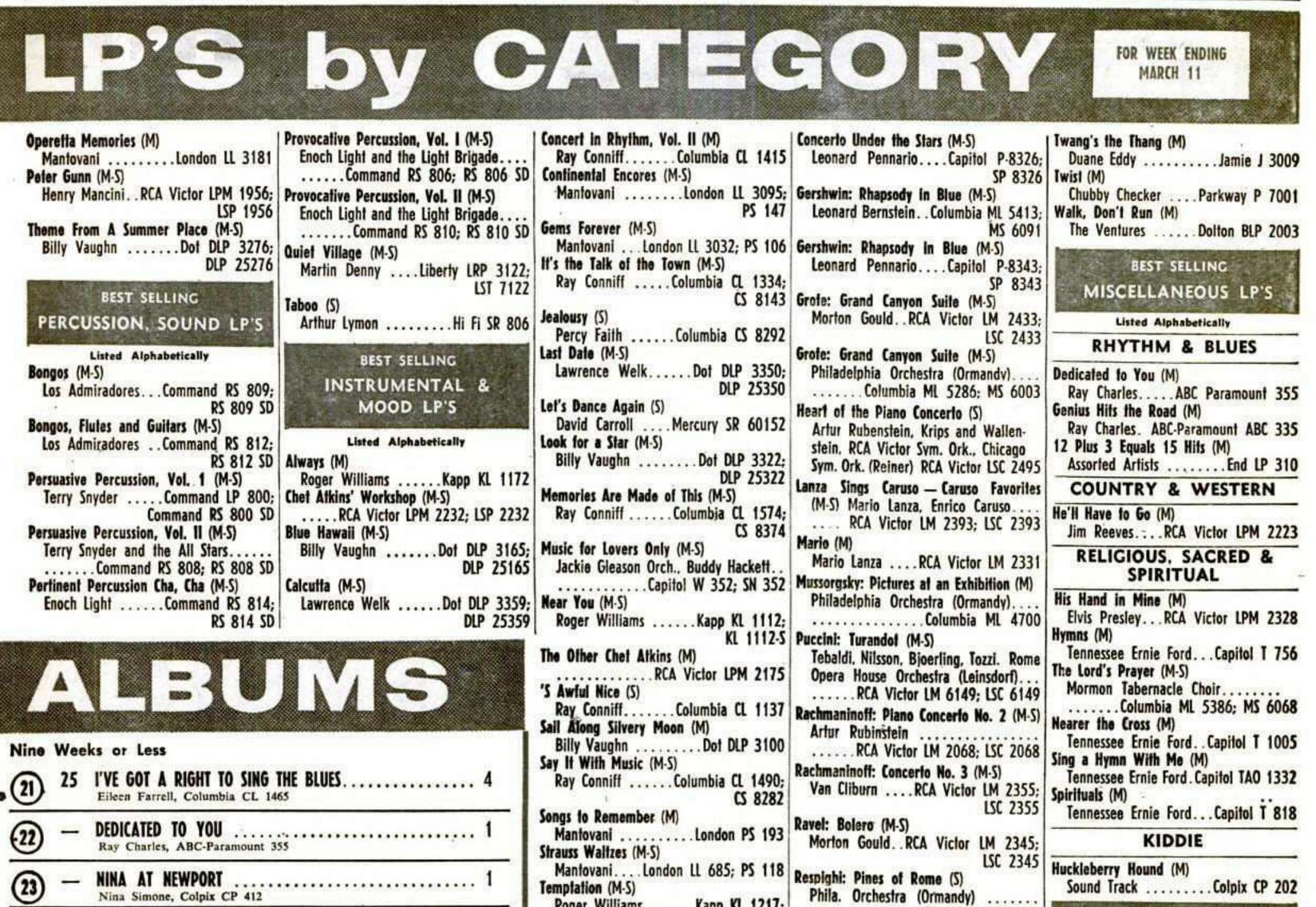
CJ 00771 Sound Hack copilor WISZI; SW ISZI

Unginal Casi, Capitol WAO 1492

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BILLBOARD MUSIC WEEK

23



Nina Simone, Colpix CP 412	Temptation (M-S)	Phila. Orchestra (Ormandy)	Sound Track Lolpix CP 202
(24) - MORE ITALIAN FAVORITES	K 3217-S	dgers: Victory at Sea, Vol. I (M-S)	BEST SELLING
Connie Francis, MGM E 3871		RCA Victor Symphony Orchestra (Ben-	LOW PRICE LP's
(75) — LOVE IS THE THING	DIP 25349	nett) . RCA Victor LM 2335; LSC 2335	(List Price \$2.98 or less)
Nat King Cole, Capitol W 824	Till (M-S)	dgers: Victory at Sea, Vol. II (M-S)	Listed Alphabetically
	KI 108.5	RCA Victor Symphony Orchestra (Ben- neff) . RCA Victor LM 2226; LSC 2226	LOW PRICE POP
STEREOPHONIC	Wonderland by Night (M-S) Sch	numann: Concerto in A Minor (M-S)	Back Street Symphony (S)
	Bert KaempfertDecca DL 4101; DL 7-4101	van Liidurn KLA Victor LM 2455;	101 Strings Stereo Fidelity SF 11500 B. B. King Wails (M)
This Last Week Week Title, Artist, Label and Number Charts	Wonderland by Night (M)	I /M	B. B. King Crown 5115
1 EXODUS		Various Artists RCA Victor LM 6074	Camelof (S)
Sound Track, RCA Victor LSO 1058	Pay Conniff Columbia CI 1480. Sixt	ty Years of Music America Loves Best,	Living Strings Camden CAS 657 Perry Como Sings Just for You (M)
2 CALCUTTA	L 8/81	The second s	Perry Como Camden 440
Lawrence Welk, Dot DLP 25359		Various ArtistsRCA Victor LM 6088 Naikovsky: 1812 Overture; Capriccio	Concerto Under the Stars (S)
3 WONDERLAND BY NIGHT			101 StringsStereo Fidelity SF 6700 East of Suez (S)
Bert Kaempfert, Decca DL 7-4101	JALL LIS	Minneapolis Symphony Orchestra	101 Strings Steren Fidelity SF 11200
• 4 GREAT MOTION PICTURE THEMES	Listed Alphabetically	(Dorati) Mercury MG 50054; SR 90054	Ebb Tide (M-S)
Various Artists, United Artists UAS 6122	Dernstein Plays Drubeck, Drubeck Plays	maikovsky: 1812 Overture; Ravel: Bolero (M-S) Morton Gould	Frank Chacksfield. Richmond 20078; \$ 30078
	N V Dhilbarmania Dave Bruback	RCA Victor LM 2345; LSC 2345	Hawaii in Hi Fi (M)
6 SINATRA'S SWINGIN' SESSION	I. I. I IIIIII DI IIVIIL. DUVU DI UVUUN	Siteman 1017 Auguras Damas fi	
- Frank Smarra, Capitor SW 1491	Columbia CL 1466; CS 8257	iet; Marche Slav (M) Phila, Symphony Orchestra (Ormandy)	Leo Addeo
6 5 CAMELOT	But Not for Me (M)	Columbia ML 4997	Living Strings Play Music of the Sea (S)
Original Cast, Columbia KOS 2031	Ahmad Jamal Argo 628 Tch Ray Charles in Person (M)	naikovsky: Nutcracker Suite (M-S)	Camden CAS 639
9 MEMORIES ARE MADE OF THIS	Atlantic 9030	Boston Pops Orchestra (Fiedler) RCA Victor LM 6803; LSC 6803	John J. McCormack Sings Irish Songs (M)
Ray Conniff, Columbia CS 8374	Pete Fountain's New Orleans (M-S) Tch		John J. McCormack Camden CAL 407 101 Strings Play the Blues (S)
7 CHET ATKINS' WORKSHOP 4		Van CliburnRCA Victor LM 2251;	101 Strings. Stereo Fidelity SF 5800
RCA Victor LSP 2232	10-012	LSC 2251	101 Years of Familiar Songs (S)
8 UNSINKABLE MOLLY BROWN	Like Love (M)	allington Victory, Leonore Overture 3, Opus 72A, Prometheus Overture,	101 Strings Stereo Fidelity 2RS
Original Cast, Capitol SWAO 1509	Andre Previn Lolumbia LL 1437 Opt	us 43 (S)	Opera Without Words (S) 101 Strings Stereo Fidelity SF 8700
10 SATURDAY NIGHT SING ALONG WITH MITCH		London Symphony Orchestra (Dorati)	Quiet Hours (S)
Mitch Miller, Columbia CS 8211	Time Out (M)	Mercury LPS 9000	101 Strings Stereo Fidelity SF 10200
13 ITALIAN FAVORITES	Dave Brubeck Columbia CL 1397	BEST SELLING	Silver Screen (S) 101 Strings . Stereo Fidelity SF 7000
Connie Francis, MGM SE 3791	White Satin (M-S) George ShearingCapitol T 1334;	TEEN BEAT LP'S	Soul of Spain, Vol. 1 (S)
	ST 1334		101 Strings Stereo Fidelity SF 6600
(12) - JOHNNY HORTON'S GREATEST HITS 1			Soul of Spain, Vol. II (S) 101 Strings Stereo Fidelity SF 9900
		core (M) Santo and JohnnyCanadian-American	Symphony for Lovers (S)
(13) - TONIGHT IN PERSON	CLASSICAL &	CALP 1002	101 Strings Stereo Fidelity SF 4500
Limeliters, RCA Victor LSP 2272		llion Dollars' Worth of Twang (M)	You Do Something to Me (M) Mario Lanza Camden 450
(14) 14 MORE ITALIAN FAVORITES		Duane EddyJamie J 3014 lies But Goodies (M)	
	TATASA SA	Assorted Artists Original Sound 5001	LOW PRICE SPECIALTY
(15) - MAKE WAY 1	Sviatoslav Richter, Chicago Ork Soli	lid and Raunchy (M)	Good Housekeeping Reducing Off
(15) - MARE WAT Kingston Trio, Capitol ST 1474	RCA Victor LM 2466; LSC 2456	Bill Black's ComboHi HL 12003	the Record (M)Harmony 7143



24

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BILLBOARD MUSIC WEEK





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 everyhing 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 imporant merchandise.

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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 greated 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

Folk

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.

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.







<image><text>

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 .

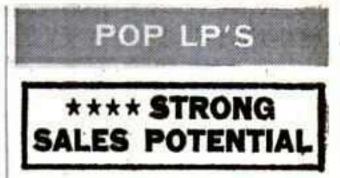
THE RESTORATION REVISITED OR THE PURSUIT OF HAPPINESS

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.



MARCH 6, 1961

**** OFF BEAT

June Christy. Capitol ST 1498 (Stereo & Monaural)-Miss Christy is in excellent voice on this beautifully planned and excecuted set of unusual songs. Besides the swinging title tune, there are many seldomheard 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 Sonl," "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 jock interest as well as counter activity.

**** DREAM AWHILE

Bobby Hacket 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 Wurlitzer pipe organ, is much on "Pigalle." Good bet for racks.

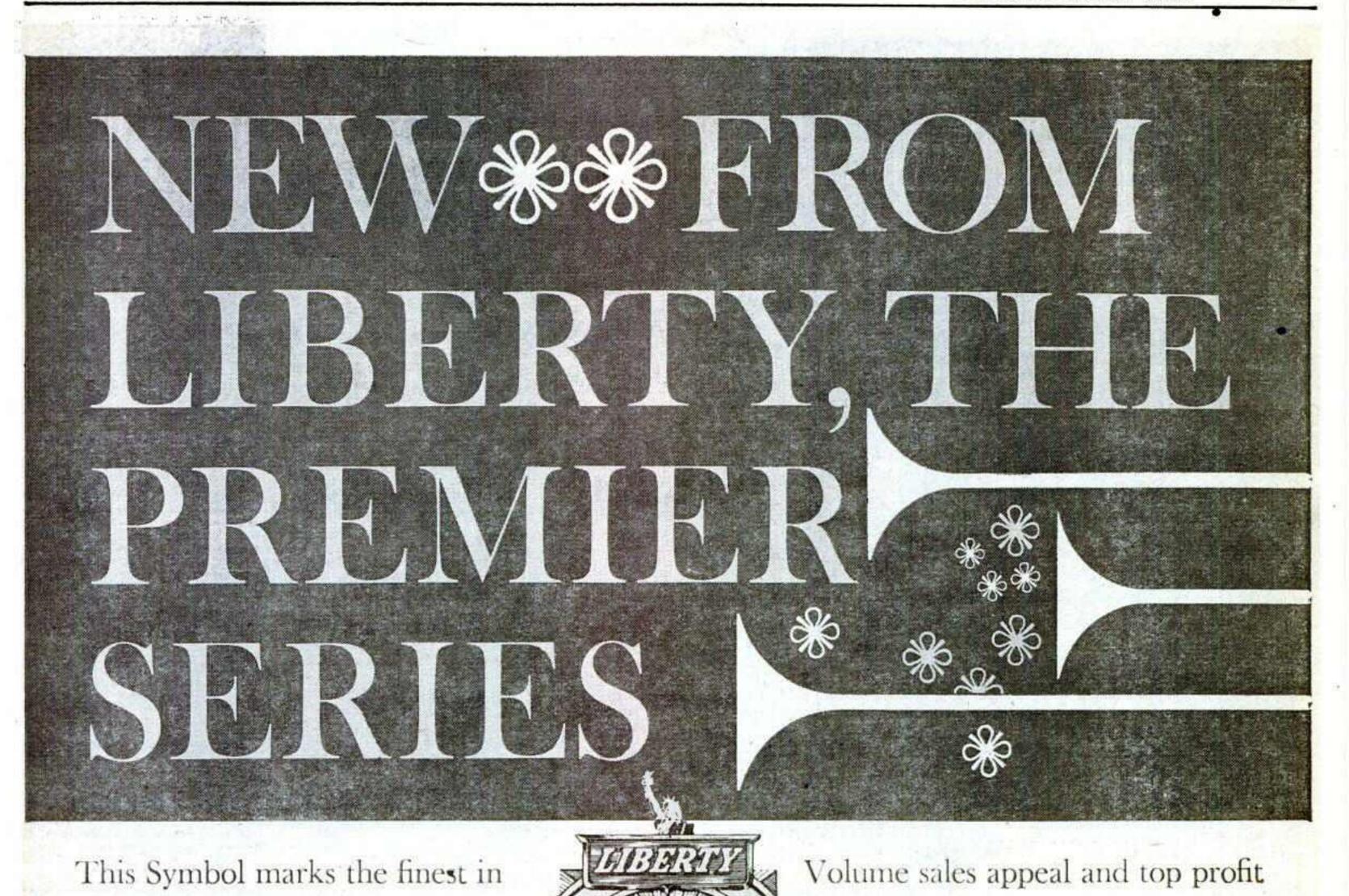
those lines. The organ essays the sound of an ork or band—it's that big, and Hackett moves in to take his pleasant solos. Tunes include "Misty," "Stardust," "That Old Feeling," "Dream," among other nostalgie items. Strong mood wax.



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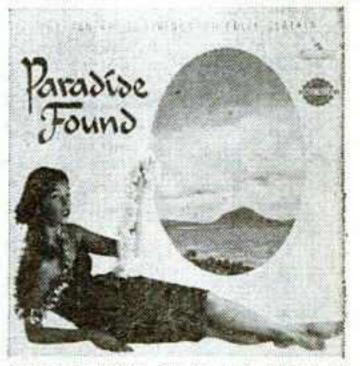
PORTRAITS IN BRONZE Bessie Griffin & the Gospel Pearls LMM-13002/LSS-14002 An almost unbelievable voice surging with powerful emotion against a chorus of wild, handclapping jazz. Hear: I Believe, Bye and Bye, Lord Don't Move The Mountain, Sometimes I Feel Like A Motherless Child, 8 other spirituals.



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. Hearr Exodus, Song From Moulin Rouge, Never on Sunday, Sundowner's Theme, Laura, Unchained Melody, 6 more.



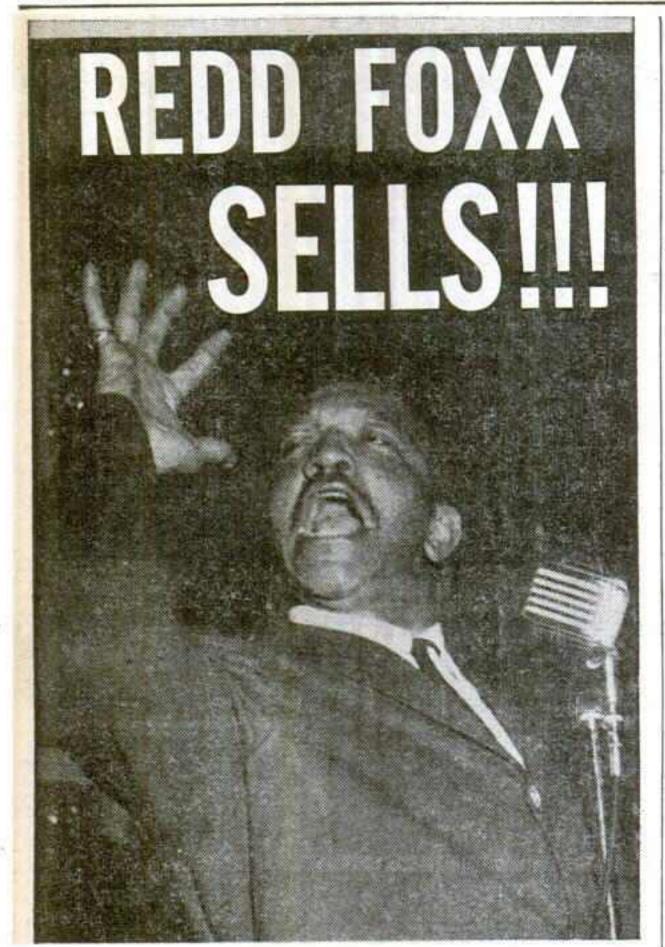
PARADISE FOUND The Fantastic Strings of Felix Slatkin LMM-13001/LSS-14001 A native Hawaiian ensemble blended with sweeping string backgrounds. Exciting! Hear: Moon of Manakoora, Beyond the Reef, Sweet Leilani, Hawailan Wedding Song, Aloha Oe, Little Grass Shack, 6 others.

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28



		RELEASES			
WILD PARTY			REDD	FOXX	804
LAFFARAMA			REDD	FOXX	801
HAVE ONE ON ME					PERCENT AND A
PILLOW PARTY F	UN	B	ARON H	ARRIS	294

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

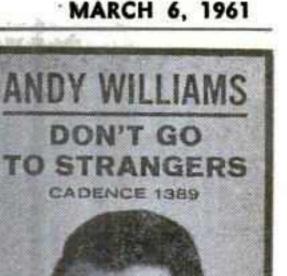
**** BROADWAY TO HOLLYWOOD | band on others, he belts out a jumping Ferrante and Teicher. Columbia CL 1607 -Ferrante and Teicher have been associated with a number of labels on their rise to fame, and here's another in the string of diskings they left in their wake. And a nice collection it is, with the pair focusing LOW PRICED POPULAR 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 plano team perform with an ork 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 stand-ards on this LP. Accompanied by just "C'est Magnifique," "I Love Paris" and his own trio on some tracks and by a big "Pigalle.' Good bet for racks.

group of evergreens like "You're the Top," "I Married an Angel," "Day By Day," and "They Ali Laughed."

**** PARIS IN A SYMPHONY **OF STRINGS**

The Symphony of Strings Orchestra (Verity). Venise 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 violist. The result is an above-average mood package regardless of





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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.

This Las Week We		on
1 1	CALCUTTA By Gaze-Bradtke-Published by Pincus-Symphony House (ASCAP)	10
(2) ³	By D. Corvay-J. Berry-Published by Alan K (BMI)	6
3 ²	EXODUS By Gold-Published by Chappell (ASCAP) THE EXODUS SONG (This Land Is Mine) By Gold-Pat Boone-Published by Chappell (ASCAP)	14
• 4	WHEELS	4
5 %	WHERE THE BOYS ARE. By Greenfield-Sedaka-Published by Aldon (BMI)	6
6 6	THERE'S A MOON OUT TONIGHT. By Striago-Luccisiano-Gentile-Published by Rob-Ann (BMI)	6
(1) ¹³	SURRENDER	3
8 ¹	DON'T WORRY (LIKE ALL THE OTHER TIMES). By Marty Robbins-Published by Marty's (BMI)	4
9 ¹²	BABY SITTIN' BOOGIE	5
10 10	DEDICATED TO THE ONE I LOVE. By Pauling-Bass-Published by Armo (BMI)	5
11 14	CALENDAR GIRL	9
(12) 8	SHOP AROUND	10

RECORDING AVAILABLE (Best Selling Record Listed in Bold Face)

- 1. CALCUITA Four Preps, Cap 4508; Werner Muller, Dec 31189; Vico Torriani, 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 TO-NIGHT-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.

BILLBOARD MUSIC WEEK



**** STRONG SALES POTENTIAL

• Continued from page 28

**** THE CHARLES BELL CONTEM-PORARY 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 interesing and conemporary stylings that garnered them first place. Bell, the leader and planist, 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 Traficante on bass. Tunes are originals and "Latin Festival" is outstanding.

**** THE TOMMY FLANAGAN TRIO Prestige-Moodsville 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 "Moodsville" 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 : 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

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 variet; well played.

**** ANNA MOFFO SINGS ARIAS RCA Victor LM 2504-Anna Moffe 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. Selec-tions 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. FLAT MALOP OP SS (FROM

By Gordy-Robinson-Published by Jobbell (BMI)	NY CONTRACTOR CONTRACTORS	Fantasy 3308-A fine, lightly swinging	3 IN E FLAT MAJOR, OP. 55 (EROICA)
(13) 11 EBONY EYES	11. CALENDAR GIRL-Nell Sedaka, Vic 7829.	album is contained here. The three Mont- gomery Brothers (Wes, guitar; Buddy, piano, and Monk, bass) and drummer Larence	London Symphony Orchestra (Krips). Everest SDBR 3087 (Stereo & Monaural)
5 (WILL YOU LOVE ME) TOMORROW	12. SHOP AROUND-Miracles, Tamia 54034.	Marable pick their way with taste and punching rhythm through five tracks that	of Beethoven conducted by Kripps, Everest has been releasing some individual disks. This is one of the best, which means it
By Carol King-Jerry Goeffin-Published by Aldon (BMI)	13. EBONY EYES-Everly Brothers, Warner Bros. 5199.	should get good jazz air play. Wes pretty much predominates the set with fine solo work especially on "Lover," "Jingles" and.	ranks among the top versions of this classic work. Not as dynamic as some, but more lyrical than most, it is an outstanding inter-
(15) 17 APACHE	14. (WILL YOU LOVE ME) TOMOR- ROW-Shirelles, Scepter 1211.	Montgomery Blues."	pretation. Everest's sound in this set is sheer brilliance and realism. The sum of these parts should be a disk that sells
16 22 YOU CAN HAVE HER	15. APACHE—Jorgen Ingmann, Atco 6184; Shadows, ABC-Paramount 10138.	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:	well above average.
17 21 SPANISH HARLEM By Jerry Lieber-Phil Spector—Published by Progressive-Trio (BMI)	16. YOU CAN HAVE HER - Roy Hamilton, Epic 9434.	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	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
(18) 15 GOOD TIME BABY	17. SPANISH HARLEM-Ben E. King, Atco 6185.	Allison piano, supported by Ronnie Free, drums, and Addison Farmer, bass.	usual Byrd plays impeccable unamplified jazz guitar, but on this album there is a con- centration on showmanship, pace and solid
(19) 16 WINGS OF A DOVE	18. GOOD TIME BABY—Bobby Ry- dell, Cameo 186.	**** LISTEN TO THE AHMAD JAMAL QUINTET ARGO LP 673-Though Ahmad Jamal	effort. Thanks for this goes to drummer Buddy Deppenschmidt and bassist Ketter Betts. With Byrd out front, the trio plays a beautifully paced set including: "Taboo,"
@ 23 ALL IN MY MIND	 WINGS OF A DOVE—Paul Clay- ton, Monument 432; Ferlin Husky, Cap 4406; Kitty White, Dot 16157. 	has had much success in the past in break- ing through the pop barrier, with singles	"The House of the Rising Sun," "Django,"
By Brown—Published by Figure (BMI)	20. ALL IN MY MIND-Terri Anders, Chief 7027; Maxine Brown, Nomar	CLASSIC	AL LP'S
21 20 EMOTIONS By Mel Tillis and Ramsey Kearney—Published by Cedarwood (BMI)	103; Linda Hopkins, Brunswick 55202; Bobby Marchan. Fire 1035; Dakota Staton, Cap 4512.	Contractice and	
22 18 WONDERLAND BY NIGHT	 EMOTIONS — Brenda Lee, Dec 31195; Don Reno/Red Smiley, King 579. 		2222 1912290000 mm 75.00 mm 85.00 mm 85
(23) 19 ANGEL ON MY SHOULDER	22. WONDERLAND BY NIGHT Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima,	STRONG SALE	* ** SCHUMAN: THE FOUR SYM-
24) 29 GEE WHIZ (LOOK AT HIS EYES)	Dot 16151. 23. ANGEL ON MY SHOULDER-	OF RENOWN PLAY THE LERNER AND LOEWE BANDBOOK	PHONIES AND THE PIANO CONCERTO Leon Fleisher (piano); The Cleveland Orch. (Szell). Epic BSC 110 (4-12") (Stereo & Monaural)—A very attractive package
By Thomas-Published by East (BMI)	Shelby Flint, Valiant WB 6001; Jerry Wallace, Challenge 59098.	Columbia CL 1594—Here's a swinging treasure trove of show music for hip jocks. Brown wraps up a group of great Lerner	which combines all of Schumann's sym- phonies, the piano concerto and the "Man-
25 - WALK RIGHT BACK	24. GEE WHIZ (LOOK AT HIS EYES) -Carla Thomas, Atlantic 2086.	and Loewe tunes in sock, danceable instru- mental arrangements, augmented by the ad- dition of soloists Donn Trenner, John New-	fred" overture on four disks. Szell and the Cleveland Orchestra give poignant poetic expression to the symphonies, while Flei-
26 8 LITTLE BOY SAD	25. WALK RIGHT BACK — Everly Brothers, Warner Bros. 5199.	some and Dick Collins. Songs are from "Gigi," "Camelot," "My Fair Lady" and "Brigadoon."	sher'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.
2) - THINK TWICE By Joe Shapiro-Jimmy Williams-Clyde Otis-Published by Play (BMI)	 26. LITTLE BOY SAD—Johnny Burnette, Liberty 55298. 27. THINK TWICE — Brook Benton, 	Manufacture in the second s	TY LP'S
28 30 WHAT A PRICE 2 By Maddux-Jessup-Domino-Published by Travis (BMI)	Mercury 71774. 28. WHAT A PRICE — Fats Domino, Imperial 5723.	and the second	
29 - HEARTS OF STONE	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	30. UTOPIA — Frank Gari, Crusade 1029.		rhythm and vocal sound. The set is highly
WARNING-The title 'HONOR ROLL OF HITS' is a registered trade-n	mark and the listing of	++++ LOS FABULOSOS TRES REYES	danceable, being composed as it is of a guaracha, boleros and a vals perunao. Some
the hits has been copyrighted by Billhoard Music Weck. Use of either of	may not be made with-	Hernando Aviles, Gilberto y Raul Puente.	of the titles are intriguing: "Adan Y Eva,"

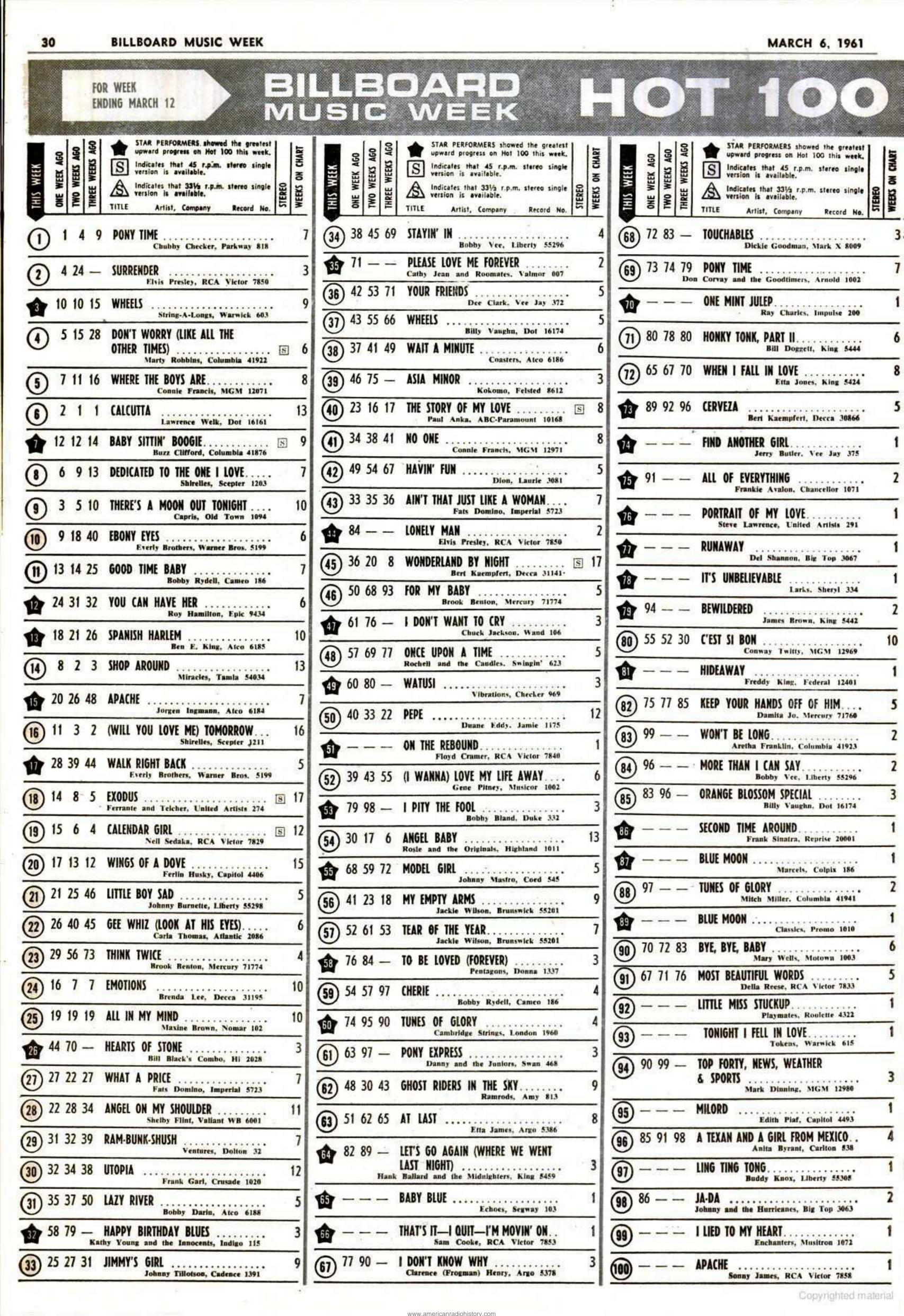
the hits has been copyrighted by Billboard Music Weck. Use of either may not be made with-

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in Spanish-speaking areas. They have good and "Don Quijote."

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BILLBOARD MUSIC WEEK

31

BUBBLING **UNDER THE HOT 100**

1.	COWBOY JIMMY JOELolita, Kapp 370
2.	KOKOMOFlamingos, End 1085
3.	LITTLE TURTLE DOVE Otis Williams and the Charms, King 5455
4.	PLEASE SAY YOU WANT ME Little Anthony and the Imperials, End 1086
5.	LITTLE SAD EYESCastells, Era 3038
6.	BANNED IN BOSTON
7.	MERRY-GO-ROUND Marv Johnson, United Artists 294
8.	THE WORLD IS WAITING FOR THE SUNRISE Don Gibson, RCA Victor 7841
9.	HEY, LOOK ME OVER Pete King Chorale, Kapp 367
10.	I'LL LOVE YOU TILL THE COWS COME HOME Clyde McPhatter, Mercury 71783
11.	HOLD ITJames Brown's Band, King 5438
12.	CHERRY BERRY WINE Charlie McCoy, Cadence 1390
13.	SOME OF YOUR LOVIN'
14.	CHURCH BELLS MAY RING
15.	MEMPHISDonnie Brooks, Era 3042
	NOT MEU. S. Bonds, LeGrand 1005
17.	ILLUSION
	MILORD Frank Pourcel, Capitol 4493
	A REAL PROPERTY AND A REAL

MARKET BREAKOUTS

NEW YORK

- -BABY BLUE
- Echoes, Segway
- -BLUE MOON
- Marcels, Colpix -IT'S UNBELIEVABLE
- Larks, Sheryl
- -LET'S GO AGAIN (WHERE WE WENT LAST NIGHT) Hank Ballard and the Midnighters,

E TOMORROW'S TOPS

King -TO BE LOVED (FOREVER) Pentagons, Donna

CHICAGO

-LET'S GO AGAIN (WHERE WE WENT LAST NIGHT) Hank Ballard and the Midnighters, King -MODEL GIRL Johnny Mastro, Coed -THAT'S IT-I QUIT-I'M MOVIN' ON Sam Cooke, RCA Victor -ONE MINT JULEP **Ray Charles, Impulse**

LOS ANGELES

-HONKY TONK, PART II Bill Doggett, King -TO BE LOVED (FOREVER) Pentagons, Donna -THAT'S IT-I QUIT-I'M MOVIN' ON Sam Cooke, RCA Victor -FIND ANOTHER GIRL Jerry Butler, Vee Joy -RUNAWAY Del Shannon, Big Top

PHILADELPHIA -BEWILDERED James Brown, King

- -TO BE LOVED (FOREVER) Pentagons, Donna
- -BABY BLUE
- Echoes, Segway
- -MODEL GIRL
- Johnny Mastro, Coed -THAT'S IT- I QUIT-I'M MOVIN' ON
- Sam Cooke, RCA Victor

DETROIT

- -ONE MINT JULEP **Ray Charles, Impulse** -TO BE LOVED (FOREVER)
- Pentagons, Donna
- -RUNAWAY
- Del Shannon, Big Top

BOSTON

-TO BE LOVED (FOREVER) Pentagons, Donna -THAT'S IT-I QUIT-I'M MOVIN' ON Sam Cooke, RCA Victor

CLEVELAND

-APACHE -Sonny James, RCA Victor

BUFFALO

-TO BE LOVED (FOREVER) Pentagons, Donna -TUNES OF GLORY Cambridge Strings, London -HONKY TONK, PART II **Bill Doggett, King**

BALTIMORE-WASHINGTON, D. C.

-ONE MINT 'ULEP Ray Charles, Impulse -TO BE LOVED (FOREVER) Pentagons, Donna -MODEL GIRL Johnny Mastro, Coed

- -HONKY TONK, PART II
- **Bill Doggett, King**
- -THAT'S IT-I QUIT-I'M MOVIN' ON
 - Sam Cooke, RCA Victor

SEATTLE

- -TOP FORTY, NEWS, WEATHER &
- SPORTS Mark Dinning, MGM
- -MILORD
- **Edith Piaf, Capitol**
- -TUNES OF GLORY
- Mitch Miller, Columbia

MILWAUKEE

- -PORTRAIT OF MY LOVE
- Steve Lawrence, United Artists -TOP FORTY, NEWS, WEATHER & SPORTS
- Mark Dinning, MGM
- -I DON'T KNOW WHY
- Clarence (Frogman) Henry, Argo
- -HAVIN' FUN Dion, Laurie
- -SECOND TIME AROUND Frank Sinatra, Reprise

MIAMI

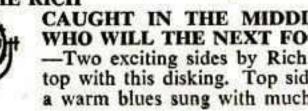
- -FIND ANOTHER GIRL
- Jerry Butler, Vee Jay
- -HIDEAWAY
- Freddy King, Federal -BLUE MOON
- Classics, Promo
 - -TO BE LOVED (FOREVER)
 - Pentagons, Donna
 - -LET'S GO AGAIN (WHERE WE WENT LAST NIGHT)
 - Hank Bollard and the Midnighters, King

HOT	100:	A	TO	l
A Texan a Ain't That	t Just Lil	ke a \	Noman	43
All in My All of Ev Angel Bal	Mind			25
Angel on Apache (1	May Chou	in ar		
Apache (J Asia Mino	ames)			
At Last	*******			. 65
Baby Sitti Bewilderer Blue Moor	n' Boogie			1
Blue Moot	Marcel	5)		8/
Bye, Bye, Calcutta (Calendar	Welk)			
Cerveza C'est Si B	on			80
Cherie Dedicated	to the O	ne I L	ove	
Don't Wor Times) Ebony Ey				
Emotions Exodus				24
Find Ano	ther Girl			
Gee Whiz Ghost Rid	(Look at	His E	yes)	62
Good Tim Happy Bin Havin' Fu	e Baby thday Bl	ues		32
Hearts of	Stone			26
Honky To	nk, Part			67
I Don't W	My Hear e Fool	rv		4/
(I Wanna) It's Unbe	Love M	y Life	Away	52
Ja-Da				98
Jimmy's C Keep You Lazy Rive				31
Let's Go	aht)			64
Ling Ting Little Boy Little Mi	Sad			21
Lonely M Milord	lan		:::::	95
Model Gin More Tha	n i Can S	ay	::::::	84
Most Bea My Empt	v Arms .			56
No One . On the R One Mint	ebound .			51
Once Upo Orange B	lossom S	e	•	85
Pepe Please Lo	ve Me F	orever		35
Pony Exp Pony Tim Pony Tim	e (Check	er)		1
Portrait o	of My Lo	ve		76
Runaway Second T	ime Arou	nd		86
Shop Aro Spanish H	farlem			13
Stayin' In Story of Surrende	My Love,	The		40
Surrende Tear of the That's It-	-I Quit-	1'm /	Movin'	On 66
There's a Think Tw	ice			23
To Be Lo Tonight I Top Fort	V. News.	Weat	SAF AD	d
Sports Touchable Tunes of	G			94
Tunes of Strings Tunes of	Glory (C	ambri	dge	60
Wait a M	linute			38
Walk Rig Watusi	ht Back .			49
Wheels (Wheels (String-A-	Longs		27
When I F	all in Lov	ve		72
Where th (Will You Wings of	a Dove			20
Wonderla Won't Be	Long	ight		83

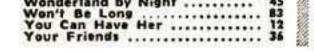
REVIEWS OF THIS WEEK'S SINGLES

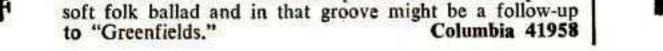


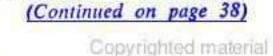
current chart entry, "Ghost Riders in the Sky." Flip is a rhythmic rocker version of the Scottish classic, "Loch Lomond Rock" (Leo Rogers, BMI) (2:00). Amy 817 DON'I SPEAK TO ME (Auff-Rose, BMI) (2:27)-Jean turns in a warm weeper much in the country vein. Big ork backing is a definite asset. "When You're Alone" is the flip and is a fine medium-beat ballad (West, Spenser, Capitol 4535 THE MESS AROUND (Benell & Ed-Dar, BMI) (2:25)-Freeman had "Shimmy Shimmy" on another label and this pounding rocker, sung with vitality, might have a chance to go, too. Other side is a slow rockaballad with Freeman semi-shouting the lyric to "So Much to Do" in fine style (Benell, BMI) (2:30). Josie 887 і, ВМІ) (2:30). LITTLE LONELY ONE (We Three, BMI) (2:23)-This bright new tune, based on "Santa Lucia," is handed a rock performance here by Bobby Vinton. Although there is a lot of competition, this could be a solid contender. Flip is "Corinna, Corinna" (Mills, ASCAP) (2:07). Epic 9440 LITTLE LONELY ONE (We Three, BMI) (2:20)-Another rocking version of the melodic tune, this one spotlighting a sock vocal by Martin and a fine multi-stringed arrangement. Flip is "Are You Sure" (Duchess, BMf) (2:13). RCA Victor 7864 LITTLE LONELY ONE (We Three, BMI) (2:30)-The Jarmels sell this rocking ditty with a lot of bounce, and this version, too, is sure to be in contention. Flip is



CAUGHT IN THE MIDDLE (Hi Lo, BMI) (2:28)-WHO WILL THE NEXT FOOL BE (Hi Lo, BMI) (2:20) -Two exciting sides by Rich who can jump back to the top with this disking. Top side is a catchy novelty; flip is a warm blues sung with much charm. Phillips 3566







Laurie 3085



32



when answering ads . . .

A Sure

Bet

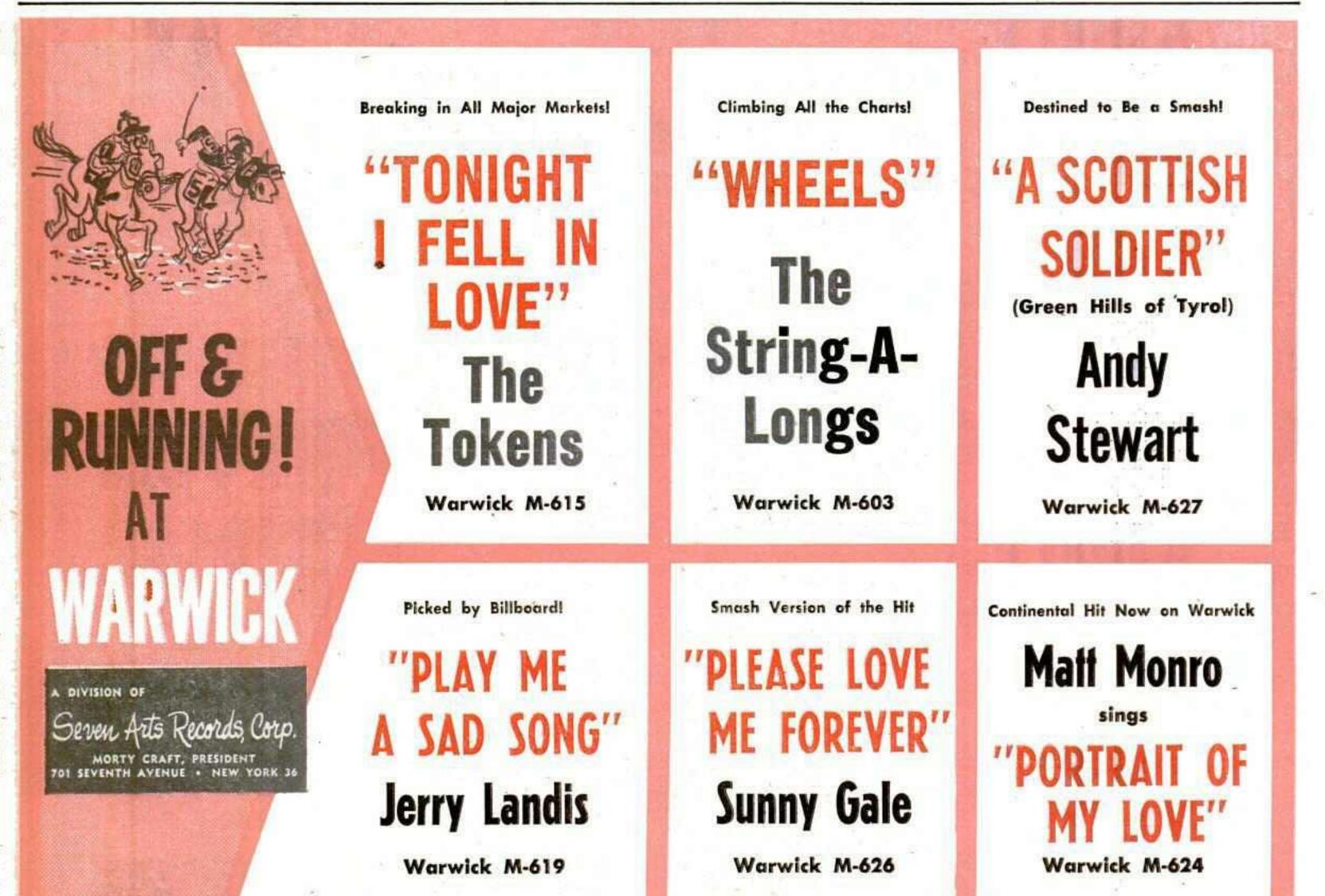
Music

Vendor

Say You Saw It in Billboard Music Week

Eddie Mathews.

Costa, National Advertising and Soldier" by Andy Stewart from With talent agencies on behalf of Publicity Director Norman Weise, Top Rank Records. The label SAC. In April, Stu Winer heads and National Promotion Director claims the disk is breaking out in out on a talent trek to the West Coast. Detroit.





37

FIRST IMPULSE SINGLE!! FROM THE HOTTEST ALBUM IN THE COUNTRY!! BY RAY CHARLES!!

COOL INTOXICATION BY THE MELLOW MAN WHO IS THE LEADER OF THE SOUL MOVEMENT !!!

b/w Let's Go

IMP-200

... IMPULSE!! Swinging into the chart tops with two of the biggest tunes out of the hit album Genius + Soul =Jazz!! By versatile Ray Charles!! A winner of the 1960 Down Beat • Metronome • Playboy readers' poll!!

Are you with it??

Making Musical history – Ray's first Impulse album, Genius + Soul = Jazz !! IMP/A-2, monaural; IMP/AS-2, stereo

31





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RACK 'EM





INTERACTOR DESCRIPTION INCOME.

38

*** I Pay and Pay-Same comment. strumental side. The song has Westernish (Chris, BMI) (2:10)

Pop Disk Jockey Progr	amming	sings it fine against a smart arrangement for chorus and ork. This could be a hot	touches and would figure as worthy box fare in some Western sectors. (Acuff-Rose,	(Caris, BMI) (2:10)
IRA IRONSTRINGS		one for the cat. (Ridgeway, BMI) (2:15) **** Looking Back to See-Here's the	BMI) (2:24)	BILL SANFORD & ORK *** Twilight - GOLD EAGLE 1802 -
**** MILOBD (Alamo, ASCAP) (2:05) **** TWO WAY STRETCH (Miller, ASCAP) (1:56) Warner Bros. 5206		bright, upbeat country rouser written by Jim Edward and Maxine Brown. It was once a hit for Justin Tubb and Goldie Hill and this version could again bring it plenty of plays. (Jamie, BMI) (2:13)	ing waltz, again with some of the Western influence. Pretty pickin' and strumming by the boys. Another listenable side. (Acuff- Rose, BMI) (v:03)	Haunting theme is accorded dreamy guitar solo treatment. Spinnable instrumental wax. (Southern, ASCAP) (2:25) *** Drumboogie — The old Krupa-El- dridge hit is handed a vital instrumental
*** TWILIGHT (Southern, ASCAP) (2:25)		**** Milord-WARNER BROS. 5206- A smartly arranged instrumental version of	*** Queen of the Mardi Gras-REVUE 1-New label bows in with this medium	
*** DRUMBOOGIE (Essex, ASCAP) (2:08), Gold Eagle 1802		the big British hit song. Horns predomin- ate here along with a souped-up piano.	tempo rocking tune by Marty Wyte. Punch- ing combo and vocal chorus ably assist.	MARTY GOLD AND HIS ORK *** Carnival .in Rome-RCA VICTOR
Country & Western		This can get a lot of play on jukes and on the air. Side is worth watching. Also em-	(Int'l, BMI) (1:58) *** The Hobo Song-Country-styled tune	7856—Happy neapolitan-styled ditty is handed bright instrumental treatment. Both
BILLY BROWN		ploys a chorus. (Alamo, ASCAP) (2:05) **** Two Way Stretch-Here's a neat,	gets a Latin touch on the flip with the boy singing in good style. Lyric has to do	sides are nice jockey wax. (Favorite, ASCAP) (2:24)
*** LOOK OUT HEART (Four Star, BMI) (2:03)		old-fashioned rickey-tick tune with a Clyde McCoy-type trumpet. Another catchy juke	(Intl, BMI) (2:01)	*** My Romance-The poignant Rod- gers & Hart oldie is wrapped up in a
★★★ IT DON'T TAKE LONG TO LEARN (Golden West Melodies, BMI) (2:45), Republic 2012		box side which also employs a "la la" chorus. Two listenable efforts. This side is from the movie of the same title. (Miller,	· ····································	quietly effective ork treatment. (Harms, ASCAP) (2:52)
P		ASCAP) (1:56)	TERI THORNTON *** Devil May Care - RIVERSIDE	The second second
$\star \star \star \star$		TEDDY RANDAZZO	45455-Teri Thornton, a thrush in the night club tradition, handles this new ballad pleas-	*** Ca C'est La Vie-DECCA 31227-
STRONG SALE	S POTENTIAL	**** But You Broke My Heart-ABC- PARAMOUNT 10193-Plaintive rockabal-	antly enough over swinging ork support. Side is from her new album. (2:44)	Melodic theme is wrapped up in typical Todd harmony vocal treatment. Nice jockey side. (Oakland, ASCAP)
**** Salty-GONE 5099-Here's an up-	MIMI ALLEN	lad is sung sincerely-multi-track fashion- by Randazzo with femme chorus. Side has	*** Lullaby of the Leaves-Lass sells the oldie with a lot of feeling, again supported	*** Drifting and Dreaming-The lovely
beat, snappy rock-type item that has touches of "White Silver Sands" in the treatment.	**** Do You Miss Me - THREE SPEED 711-Gal wails her heartbreak, a la	a chance. (Almino, BMI) (2:24)	solidly by the ork. Both sides deserve spins. (2:45)	oldie is handed an attractive duo vocal by team. Spinnable side. (Morris, ASCAP)
Good sax, guitar and shouting here. Side should be watched. (Gregmark, BMI) (1:52)	Rosie and the Originals, on this r.&r. weeper. (Locket, BMI) (2.31)	Randazzo on a sprightly theme. Merits exposure. (Almino, BMI) (2:24)		
	**** Whoopee (Love's a Wonderful Thing)-Weird vocal effort by the thrush on		TOM BLAIR *** With My Hand on My Heart- DECCA 31223-Listenable ballad is sung	KENT DRAKE
	a lively Latin-tempo r.&r. ditty with male		warmly here by the chanter, although the backing is weak. Worth spins. (Champion,	5399-Expressive chanting by Drake on a pretty ballad. (Beneil, BMI) (2:39)
strumental picks up steam and rocks with shouts and a tenor-honking chorus. This		Pretty piping by the young canary on a strong vocal version of H. B. Barnum's	BMI) (2:55) *** West Coast-Tom Blair sells this	*** Ev'ry Time We Say Goodbye — The lovely Porter standard is sung with
could garner action. Smart scoring, (Rob- bins, ASCAP) (2:29)	SKIP AND FLIP	current hit. Barnum's ork and chorus are featured on backing. (Eldorado & Hidle,	slight rocker pleasantly over routine sup- port with a beat. (Champion, BMI) (1:50)	feeling by Drake. (Chappell, ASCAP) (2:36)
	bouncy ditty by the boys which features fancy fiddle licks in the backing. It's their	*** I Ain't Got Nobody-Frantic Latin-		PARIS SISTERS
BILLY GRAMMER **** Rainbow Round My Shoulder-	first in a spell and it's spinnable. (Trinity, BMI)	tempo version of the standard, with show- manly reading by gal. (Mayfair & Jerry	ROD BERNARD	*** Be My Boy-GREGMARK 2-One of the girls takes over the lead on this
DECCA 31226 — Grammer has a solid chance with this bouncy rhythm tune with	**** Betty Jean-A blues on the girl's- name kick. The boys hand it a nice whirl.	Vogel, ASCAP) (1:53)	71767-Bernard pleads for some little girl somewhere to give him her love. It's a	slow rockaballad and pleads for the love of the boy. The girl out front and the group
an old-time cakewalk sound. The drums provide the infectious beat and Grammer and a chorus do the rest. Watch this one.	This can get action. (Trinity, BMI)	CLYDE MCPHATTER	rocker and Bernard gives it an okay ride. (Flat Town-Big Bopper, BMI) (2:12)	as a whole is somewhat in the Cathy Jean style. (Gregmark, BMI) (1:50)
(Combone, BMI)	PATTI PAGE	**** The Glory of Love-MGM 12988 -A very exciting reading of the standard	*** Who Knows?-Bernard turns in a moderate-paced rockaballad in dual-track	*** I'll Be Crying Tomorrow-The girls sing this rockaballad in close harmony to
**** Columbus Stockade Blues-Gram- mer turns in a top-notch vocal effort on	**** A City Girl Stole My Country Boy-MERCURY 71792-Miss Page turns	by McPhatter here, aided by a moving arrangement featuring strings and a chorus.	style. Okay performance on mediocre mate- rial, with support from chick group, (Re-	the accompaniment of an instrumental combo and vocal chorus. (Gregmark, BMI)
this folk-styled tale of the cat who wants to go back to sunny Tennessee. Has the	in one of her typical fine weeper-style ballads, with the dual-track technique. She	It's their vocal, however, that makes the side. Strong disking. (Shapiro-Bernstein,	gent, BMI) (2:20)	(2:02)
old time flavor which really gets across. Two solid sides.	sounds in great voice here and she's neatly backed by a chorus. (Gil, BMI)	ASCAP) (3:45) *** Take a Step—This Clyde McPhatter		JOE HARNELL AND HIS BAND
	*** Dondi-Here's the title song from the picture which features the thrush. It's	tune waxed about a year ago, features the chanter in a bright, swingy novelty that	LLOYD ARNOLD *** Red Coat, Green Pants and Red Suede Shoes-MYERS 113-A rocker in	a big hit for both Little Willie John and Peggy Lee and now Harnell and the band
	on a Latin kick and she sings it warmly. (Lear, ASCAP)	moves neatly, Backing is alive, too, Could get spins. (Figure, BMI) (2:15)	the older tradition. Arnold has the rocka- billy sound and the message is the familiar	come through with a powerful, persist- ent-rhythm instrumental arrangement. This
-The new interpretation of the oldie mel- ody, "Santa Lucia" gets a neat reading			"Saturday Night Record Hop" idea set in the rockin' blues pattern. Okay wax with a	could cop plenty of spins. (Jay & Cee, BMI) (2:05)
by Stites, who has been absent from the scene. A pleasant performance which can get spins. (We Three, BMI)	GARY CANE	JERRY FULLER **** She Away-CHALLENGE 59104	good beat (Myers, ASCAP) (1:45)	*** Naked City Theme-This pretty, moody TV theme material was written by
art spinst (it's suite, boils)	sent on a secret mission for the U. S.	-Appealing multi-track vocal stint on a	about the corner juke box joint, where all	Billy May and the band gives the classy

a top-notch reprise of Pee Wee King's

great hit of some years back. The chanter

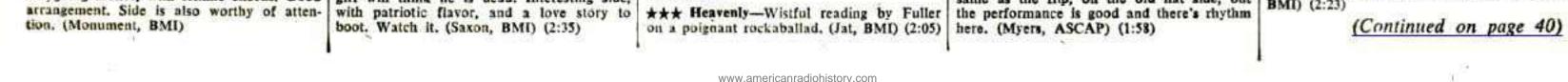
*** Honey Girl - Stites has a nice, Government, and he is concerned that his BMI) (2:05) easygoing rocker, with femme chorus. Good girl will think he is dead. Interesting side,

sent on a secret mission for the U. S. jaunty tune with teen-styled lyrics. (Jat,

*** Echo Waltz-A pretty duo-guitar in-

*** Hangout-Another blues, this time about the corner juke box joint, where all Joe Harnell arrangement a highly spinthe cats hang out. Message is much the same as the flip, on the old hat side, but

moody TV theme material was written by Billy May and the band gives the classy nable go. Danceable and listenable. (Gower,





IS RIDING"HEART OVER MIND"*TO THE TOP OF THE C&W CHARTS! ON COLUMBIA RECORDS I







Reviews and Ratings of New Records

**** STRONG SALES POTENTIAL



tempo. (2:56)



ROY ACUFF

ment off well. (Pamper, BMI) (2:10)

*** Too Many Teardrops Too Late-Jan sings out the "won't-take-you-back" (Jat, BMI) (2:45)

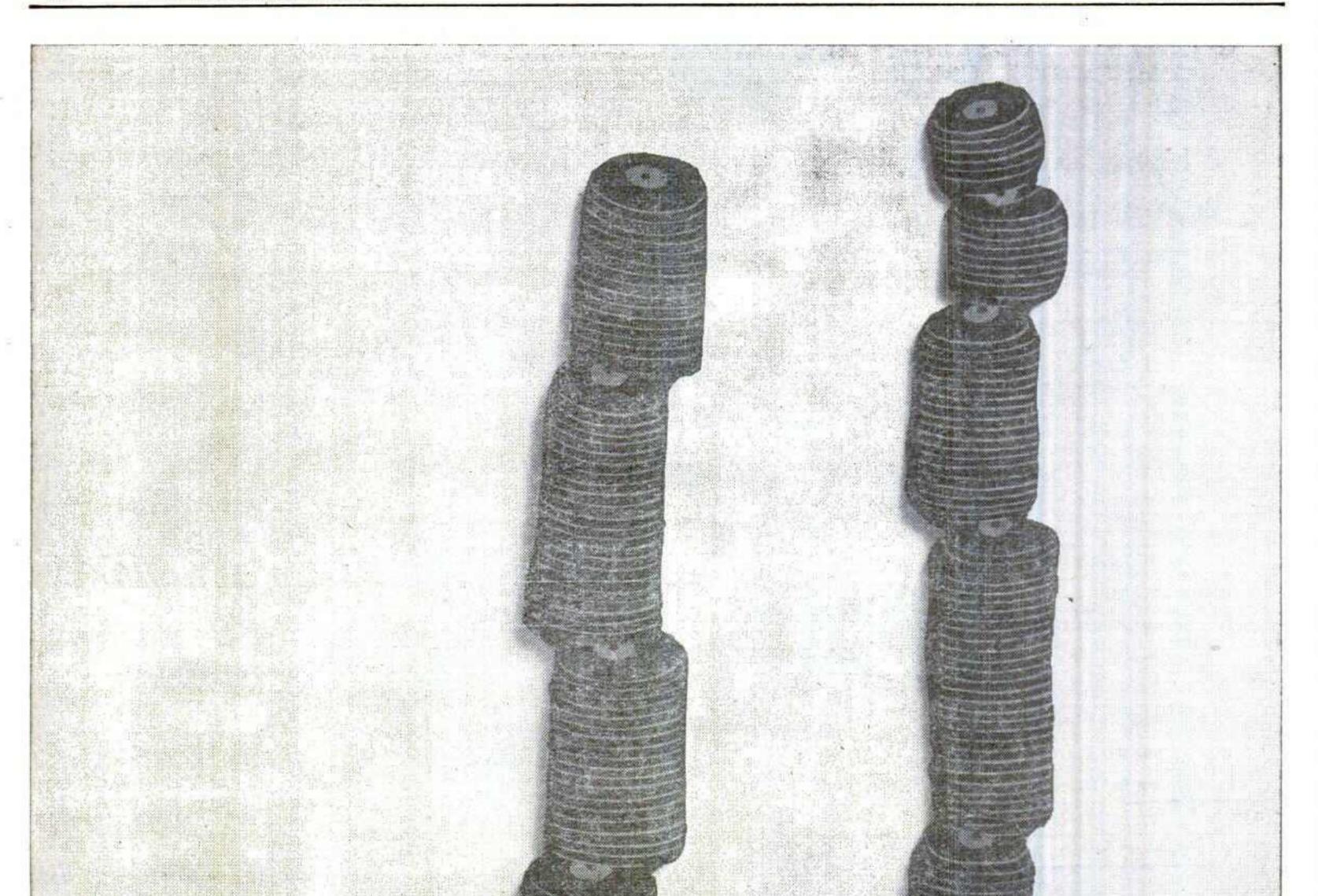
LORNE CARR

*** When Shadows Fall Again -BMI) (2:36

Carr of his lost love. (Mixer, BMI) (1:59)

BILLBOARD MUSIC WEEK





PERSONAL ATTENTION is a Custom at RCA! "Indies" of the record business flock to RCA Custom for personal attention to their needs. RCA representatives offer their customers expert advice—free. Plus, custom-tailored service and step-by-step supervision of every order. Custom men are knowledgeable fellows, with the latest know-how on every phase of recording and manufacturing...packaging and distribution. These friendly lads cherish your satisfaction. They'd dearly love to help you to your first gold record. They could do it, too! Call soon.



BILLEOARD MUSIC WEEK ONE WEEK AGO TWO WEEKS AGO THIS WEEK FOR WEEK ENDING MARCH 12 WEEKS cluded. THREE TITLE, Artist, Company, Record No. $(\mathbf{1})$ 3 4 16 PONY TIME, Chubby Checker, Parkway 818..... 5 \mathbf{G} 6 5 4 AT LAST, Etta James, Argo 4003..... 8 4 3 2 (WILL YOU LOVE ME) TOMORROW, Shirelles, Scepter 1211......10 15 14 8 I PITY THE FOOL, Bobby Bland, Duke 332..... 5 5 9 30 I DON'T WANT TO CRY, Chuck Jackson, Wand 106 4 8 11 - FOR MY BABY, Brook Benton, Mercury 71774...... 3 9 19 19 GEE WHIZ (LOOK AT HIS EYES), Carla Thomas, Atlantic 2086 5 (10 the ads. 20 - DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203...... 2 12 6 7 YOU CAN HAVE HER, Roy Hamilton, Epic 9434..... 5 (12) 7 13 - WHAT A PRICE, Fals Domino, Imperial 5723...... 3 of a bargain. 21 17 10 THEM THAT GOT, Ray Charles, ABC-Paramount 10141..... 5 - - 14 CLOSE TOGETHER, Jimmy Reed, Vee Jay 373..... (16)

Roulette Campaign BRITISH ENTRY In St. Louis Stores FOR EUROVISION 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 in-

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

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

Since Mitch Miller's "Sing Along" program started on television, downtown department and specialty stores and stores in shop-

BILLBOARD MUSIC WEEK

By DON WEDGE

trant for the Eurovision Song

Contest looks like a smash hit

here long before the Cannes finals on March 18.

Sure" was picked by a nation-

wide non-show business jury

in a special program February

15. It was recorded on Fon-

tana (Philips group) and tele-

vised by the Allison's, two London teen-age brothers.

John and Bob Allison com-

posed 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.

BBC-TV called in the disk

firms to nominate entries. The

Philips, Decca and EMI

groups put in three sides each.

been connected with the BBC in finding the British Eurovi-

sion entrant, this year organ-ized a British Song Contest

with the companies making

up the ITV network. This had

\$4,900 in prize money at-

First prize was won by

Arthur Coppersmith, band-

leader at the Cafe de Paris,

with "Marry Me," performed

in the contest by Mike Pres-

ton and recorded by him last

tached.

The Music Publishers' Association, which had previously

For the first time this year,

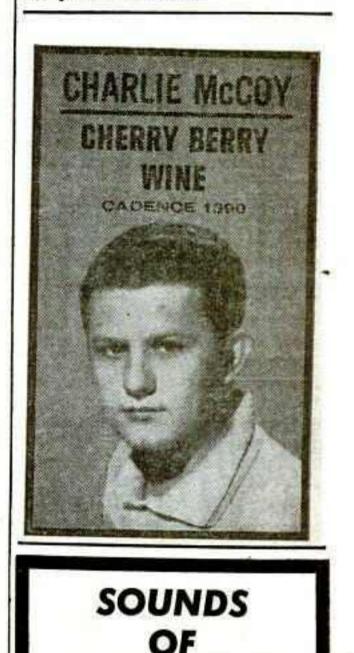
The tune, called "Are You

LONDON - Britian's en-

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 companiesincluding Roulette, United Artists, Design, and Westminster - were busy transferring their inventories from the Peerless office to other companies last week.



43

(16) 13 8 18 BYE, BYE, BABY, Mary Wells, Motown 1003 (17) 17 16 6 EXODUS, Ferrante & Teicher, United Artists 274	9 specialty stores and stores in shop- ping centers are displaying and ad- vertising albums by Miller in both	Monday (20) by Decca. It is published by Lawrence	OF TOMORROW
18 26 23 15 SPANISH HARLEM, Ben E. King, Atco 6185	stereo and monautal recordings.	the song which placed third, "Enough of Your Kisses," by	GAT THE T
(19) 16 26 5 ANGEL BABY, Rosie & the Originals, Highland 1011		Larry Stone. Essex Music published the	
(20) 19 22 24 AIN'T THAT JUST LIKE A WOMAN, Fats Domino, Imperial 5723	⁴ Promo Office in South	of Girl" by Leslie Bricusse. It	
(21) 18 12 11 THERE'S A MOON OUT TONIGHT, Capris, Old Town 1094	5 NASHVILLE - Ann Whitens	Matt Monro, who recorded it	TIONIO
22 - 29 - LET'S GO AGAIN (WHERE WE WENT LAST NIGHT), Hank Ballard & the Midnighters, King 5459	anone officer today in Atlantic for		
23 11 18 - THINK TWICE, Brook Benton, Mercury 71774		Everest to Issue	INTIA
24 27 APACHE, Jorgen Ingmann, Atco 6184	_ Dute alea of Ocorgia, Inavania	Assorted Package	TTATD 99
25 24 27 - MAGNIFICENT SEVEN, Al Calola, United Artists 261	3 Lowrey and Art Godwin at Na- tional Record Distributors in At-		HAIK
(26) 14 7 27 WON'T BE LONG, Aretha Franklin, Columbia 41923	a lanta, Miss Whitens has-for the	will issue eight albums this work	
21 I DON'T KNOW WHY, Clarence (Frogman) Henry, Argo 5378	with RCA Victor distributor Sam Wallace in Atlanta.	and one is a low-price	and The Dott
(28) 22 28 — CALENDAR GIRL, Neil Sedaka, RCA Victor 7829	3	sampler. The top sets include one with King Curtis, another with	Gardena #116
(29) 23 10 22 TEAR OF THE YEAR, Jackie Wilson, Brunswick 55201	Cap 32-Album Run	Billy Mure, one with Charlie Shav- ers and a new Wild Bill Davis LP.	GARDENA RECORDS
(30) 30 - 12 WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141	- Continuea from page 5	These pop sets will retail at the special March price of \$2.98. Clas- sical albums feature Jorge Bolet,	EA 3 3444
	- Hope Choir, Kuth welcome; Stan-	the Houston Symphony under Leo-	
		DOID MOROWERL and the London	
HEADING FOR A MILLION I On the way up!	Capitol-of-the-World offers four	pold Stokowski, and the London Symphony under Sir Josef Krips.	ATTENTION !
AIN'T THAT	albums recorded in Austria, Mexi- co, Sweden and Hong Kong.	Symphony under Sir Josef Krips. The sampler album spotlights the Raoul Politakin ork, and retails for	DISTRIBUTORS • RACK JOBBERS
AIN'T THAT JUST LIKE A WOMAN "BYE, BYE,	Capitol-of-the-World offers four albums recorded in Austria, Mexi- co, Sweden and Hong Kong. On the longhair side, Capitol Classics has five entries, and Angel	Symphony under Sir Josef Krips. The sampler album spotlights the Raoul Politakin ork, and retails for \$1.98.	DISTRIBUTORS • RACK JOBBERS ONE STOPS • RETAILERS
AIN'T THAT JUST LIKE A WOMAN	Capitol-of-the-World offers four albums recorded in Austria, Mexi- co, Sweden and Hong Kong. On the longhair side, Capitol Classics has five entries, and Angel offers seven. Capitol Classics' re- lease includes a Roger Wagner	Symphony under Sir Josef Krips. The sampler album spotlights the Raoul Politakin ork, and retails for \$1.98.	DISTRIBUTORS • RACK JOBBERS ONE STOPS • RETAILERS DISCOUNT OPERATIONS Major LP's & EP's, Singles (all labels,
AIN'T THAT JUST LIKE A WOMAN WHAT A PRICE 2837	Capitol-of-the-World offers four albums recorded in Austria, Mexi- co, Sweden and Hong Kong. On the longhair side, Capitol Classics has five entries, and Angel offers seven. Capitol Classics' re- lease includes a Roger Wagner chorale LP, and Erich Leinsdorf stereo recording of "Schehera-	Symphony under Sir Josef Krips. The sampler album spotlights the Raoul Politakin ork, and retails for \$1.98. Liberty Declares Cash Dividend for Quarter	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).
AIN'T THAT JUST LIKE A WOMAN WHAT A PRICE 22837 IMPERIAL RECORDS WHAT RECORDS WHAT A PRICE DOMING WHAT A PRICE WHAT A PRICE DOMING WHAT A PRICE DOMING WHAT A PRICE DOMING WHAT A PRICE WHAT A PRICE DOMING WHAT A PRICE WHAT	Capitol-of-the-World offers four albums recorded in Austria, Mexi- co, Sweden and Hong Kong. On the longhair side, Capitol Classics has five entries, and Angel offers seven. Capitol Classics' re- lease includes a Roger Wagner chorale LP, and Erich Leinsdorf stereo recording of "Schehera- zade," a Virgil Fox recital of French organ music, plus the Capi-	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 Pas	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).
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AIN'T THAT JUST LIKE A WOMAN WHAT A PRICE *2837 IMPERIAL RECORDS 6425 Hollywood Bivd. Hollywood 28, Calif. THE NEW, SWINGIN' ''EXODUS''	Capitol-of-the-World offers four albums recorded in Austria, Mexi- co, Sweden and Hong Kong. On the longhair side, Capitol Classics has five entries, and Angel offers seven. Capitol Classics' re- lease includes a Roger Wagner chorale LP, and Erich Leinsdorf stereo recording of "Schehera- zade," a Virgil Fox recital of French organ music, plus the Capi- tol debut of two young pianists, 24-year-old Eric Heidsieck's read- ing of two Mozart concerti, and last year's 18-year-old Warsaw Chopin competition winner, Maurizio Pol- lini, 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	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 Rec- ords 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.	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 V3'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: Salient Export Agencies 1133 Broadway, New York 10, N.Y. HAM-MIL DISTRIBUTING CO. 1520 N. Broad St., Philadelphia 21, Pa.
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RADIO-TV BILLBOARD PROGRAMMING

Chart

Rank

Climber

1

2345678

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14

15

16 17

18

19

20

21

22

23

24

25

26

27 28

29

30

31

32

Hot

Rank

Payola Very Much Alive; DJ PROGRAMMING CHARTS **Indies Note Fresh Flurry**

Continued from page 1

story, columnist Ralph J. Gealson | asking for 5 cents on every record said that some of the FCC's ques- sold in their area to get behind a tions (to stations) "centered on a new release. The executive didn't now legendary motel party staged know if there had been any takers. last fall by a phonograph record distributing company (wholesale jobber) and attended by disk jocks. According to some reports the party made Babylon look like Booneville." Gleason also said Bay area distributors "have been complaining about the relative position of their records on the popularity charts of local stations as well as of periodic inability to get certain records listed."

Among the payola rumors circ-ulating about San Francisco and Oakland jocks, said Gleason, were reports of such gifts as a color TV set and a trip for two to New York City, plus loans ranging from \$350 to \$2,000. "A local distrib-utor," noted Gleason, "is said to have told a disk jockey 'I still New York, purchases all the disks have the cancelled checks, don't it gives away in its new "Hit fool around with me.""

the rounds in the East-and which not in demand for plays anymore) a key indie executive swears is and "rejects"-disks received in the true—is that deejays at an im- mail but deemed not up to the portant Southwest station are now outlet's programming standards.

WLW Honored at Pioneers'

1st Annual Mike Award Bash

At least one jock is making a good thing out of selling record pluggers tickets to "special events" in return for spinning their records. The tickets are priced at \$1.50 each.

Opinion is divided on the legitimacy of record giveaways by stations. Many stations defend giveaways as a valid promotional activity which benefits record companies as much as it does deejays. (See the Programming Panel in next week's Billboard Music Week for comments on this subject by four jockeys.)

Kits" promotion. Other outlets uti-One of the wilder stories making lize dated library platters (those

Here, for DJ's, program directors and librarians, are four ready-to-use programming features which can be integrated into record shows during the coming week.

CHART CLIMBERS

The week's most exciting sides, these records have made the biggest upward jump and have been named Star Performers as the fastest movers on this week's Hot 100 chart.

Hot 100 Rank Title, Artist, Label 3 Wheels, String-A-Longs, Warwick Baby Sittin' Boogie, Buzz Clifford, Columbia 7 You Can Have Her, Roy Hamilton, Epic 12 13 15 17 26 32 35 44 47 49 51 53 55 Spanish Harlem, Ben E. King, Atco Apache, Jorgen Ingmann, Atco Walk Right Back, Everly Brothers, Warner Bros. Hearts of Stone, Bill Black's Combo, Hi Happy Birthday Blues, Kathy Young and the Innocents, Indigo Please Love Me Forever, Cathy Jean and the Roomates, Valmor Lonely Man, Elvis Presley, RCA Victor I Don't Want to Cry, Chuck Jackson, Wand Watusi, Vibrations, Checker On the Rebound, Floyd Cramer, RCA Victor I Pity the Fool, Bobby Bland, Duke Model Girl, Johnny Mastro, Coed 58 To Be Loved (Forever), Pentagons, Donna 60 Tunes of Glory, Cambridge Strings, London Let's Go Again (Where We Went Last Nighl), 64 Hank Ballard and the Midnighters, King 65 Baby Blue, Echoes, Segway 66 That's II-I Quit-I'm Movin' On, Sam Cooke, RCA Victor 70 One Mint Julep, Ray Charles, Impulse 73 74 75 76 77 Cerveza, Bert Kaempfert, Decca Find Another Girl, Jerry Butler, Vee Jay All of Everything, Frankle Avalon, Chancellor Portrait of My Love, Steve Lawrence, United Artists Runaway, Del Shannon, Big Top 78 79 It's Unbelievable, Larks, Sheryl Bewildered, James Brown, King Hideaway, Freddy King, Federal 81 86 Second Time Around, Frank Sinatra, Reprise 87 Blue Moon, Marcels, Colpix 89 Blue Moon, Classics, Promo

DEBUT DISKS

BECAUSE . . . YOUR **ADVERTISING** SELLS LONG AND STRONG in the NEW 1961 BILLBOARD MUSIC WEEK SOURCE BOOK

BILLBOARD MUSIC WEEK'S INDUSTRY-WIDE **CIRCULATION** guarantees full readership at every level of the music-coin industry plus leading trade shows and conventions such as the MOA, NAMM, NAB, NAMA conventions and the ARMADA meetings

... FOR A FULL YEAR, providing you with an exceptional opportunity for long-term, low-cost advertising and

tion WLW, "cradle of stars," was honored in auspicious fashion at Broadcasting chief newscaster, the First Annual Mike Award Ban- Peter Grant, called the names of quet staged by the Broadcast many showbiz personalities who got Pioneers, New York Chapter, at their start on WLW, while pictures the Latin Quarters here Sunday of the luminaries were flashed upon night (26) for the benefit of Broad- a screen. casters Foundation, Inc. With tickets pegged at \$25 per head, some 575 people from the fields of radio, television, music, entertainment and advertising jammed the nitery for the event.

The occasion marked the inauguration of the Annual Mike Award to honor pioneer radio and television stations which have contributed to the traditions of the broadcast industry. To WLW went the honor of being the first recipient of the Radio Pioneers' award in tribute to the station's distinguished broadcasting career which began 39 years ago. The award, a golden ribbon mike, was presented to James D. Shouse, chairman of the board of the Crosley Broadcasting Corporation, by the veteran newsman and commentator, H. V Kaltenborn, founder of Broadcast Pioneers. Kaltenborn lauded WLW for its numerous broadcasting innovations and its outstanding record of launching a virtual countless number of performers to stardom in the entertainment world.

Salute to Old Grads

Following the reception and dinner, sportcaster Al Helfer, a WLW grad, took over the emseeing of the night's proceedings. Arthur Simon, president of the New York Chapter of Radio Pioneers, gave a brief rundown on the organiza-

NEW YORK-Justin Bradshaw has been named director of stations service for Broadcast Music, Inc., effective immediately. The announcement was made by Glenn Dolberg, vice-president in charge of station relations. Bradshaw has brecht, Chicago sales rep. H. Peter been BMI field representative cov-

NEW YORK-Cincinnati's Sta- tion's background. Following the presentation of the award, Crosley

Thirty-eight former WLW staff members who came to New York especially for the occasion answered Grant's call to come onstage for what took on the appearance of an old grads' reunion. Among those who answered the call were such names as Durward Kirby, Rod Serling, Bill Nimmo, Frank Lovejoy, Virginia (Ma Perkins) Payne, Burt Farber, Al Helfer, Ramona, Corky Robbins, Ruth Lyons, the Smoothies, Eddie Byron, Lon Clark and Mary Paxton.

Others who were highlighted in Grant's salute were Doris Day, Rosemary and Betty Clooney, Red Skelton, Fats Waller, Andy Williams, Jay Josten, Ma and Pa McCormick, Nan Sergeant, Red Barber, Jack Birch, the Ink Spots, Eddie Albert, Jane Froman and many others. A number of these had accepted invitations to be making it by tangled reservations occasioned by the air lines strike.

As a fitting finale to a successful program those gathered were treated to a showing of the regular BOBBY FREEMAN: The Mess Around (Benell & Ed-Dar, BMI) (2:25) Josie Latin Quarters revue.

Crosley Broadcasting execs who made the trip here for the award festivities were Robert E. Dunville, James Shouse, Al Bland, John T. Murphy, Marjorie Kemme, Gene Zimmerman, Jack Frazier, J. Rockwell, Howard Lepple, Joe Cella, Abe Cowan, Walter Jacobs, Gene Dailey, Chester Herman, Gil BMI Names Justin Bradshaw Kingsbury, Ruth Lyons, Eleanor Meagher, Peter Grant and Elsa Sule, of WLW-T, Cincinnati; James Burgess, WLW-A, Atlanta; George Columbus, Ohio, and Harry Al- Gold Eagle Lasker, Scott McLean and T. R.

These sides, which entered the Hot 100 for the first time this week, are making their first national bid for chart honors.

Title (Publisher) - Artist, Label

51. On the Rebound (Cigma, BMI)-Echoes, Segway 65. Baby Blue (Greta, BMI)-Echoes, Segway 66. That's It-I Quit-I'm Movin' On (Planetary, ASCAP)-Sam Cooke RCA Victor 70. One Mint Julep (Progressive, BMI)-Ray Charles, Impulse 74. Find Another Girl (Conrad, BMI)-Jerry Butler, Vee Jay 76. Potrait of My Love (Maxana, ASCAP)-Steve Lawrence, United Artists 77. Runaway (Vicki-McLaughlin, BMI)-Del Shannon, Big Top 78. It's Unbelievable (Schulman, BMI)-Larks, Sheryl 81. Hideaway (Sonlo, BMI)-Freddy King, Federal 86. Second Time Around (Maraville, ASCAP)-Frank Sinatra, Reprise 87. Blue Moon (Robbins, ASCAP)-Marcels, Colpix 89. Blue Moon (Robbins, ASCAP)-Classics, Promo 92. Litile Miss Stuckup (Planetary, ASCAP)-Playmates, Roulette 93. Tonight I Fell in Love (Halkay, BMI)-Tokens, Warwick 95. Milord (Alamo, ASCAP)-Edith Piat, Capitol 97. Ling Ting Tong (St. Louis, BMI)-Buddy Knox, Liberty 99. I Lied to My Heart (Sylvia, BMI)-Enchanters, Musitron

100. Apache (Regent, BMI)-Sonny James, RCA Victor

PICK HITS

From all the releases of the week, these are the selections of Billboard Music Week's review panel as the records with the best chance of success. For comment on each of these Spotlight winners, see the singles reviews in this issue.

POP

- JACKIE WILSON: Please Tell Me Why (Lena, SESAC) (1:59)-Your One and Only Love (Pearl, BMI) (2:37) Brunswick THE STRING-A-LONGS: Brass Buttons (Dundee, BMI) (1:59) Panic Button (Dundee, BMI) (2:03)
- Warwick present but were prevented from THE KINGSTON TRIO: You're Gonna Miss Me (Frankie and Johnny) (Granada, BMI) (2:32) Capitol ETTA JAMES: Trust in Me (Advance, ASCAP) (2:55) Argo

THE BROTHERS FOUR: Frogg (Bigareff, BMI) (2:41)-Sweet Rosyanne (Ludlow, BMI) (3:12) Columbia

RAMRODS: Take Me Back to My Boots and Saddles (LaSalle, ASCAP) (2:13) Amy JEANNE BLACK: Don't Speak to Me (Acuff-Rose, BMI) (2:27) Capitol

BOBBY VINTON: Little Lonely One (We Three, BMI) (2:23) Epic

BARRY MARTIN: Little Lonely One (We Three, BMI) (2:30) RCA Victor

THE JARMELS: Little Lonely One (We Three, BMI) (2:30) Laurie CHARLIE RICH: Caught in the Middle (HI Lo, BMI) (2:28)-Who Will the Next Fool Be (Hi Lo, BMI) (2:20) Philips

LITTLE WILLIE JOHN: I'm Sorry (Armo-Big Star, BMI) (2:29)-The Very Thought of You (Witmark, ASCAP) (2:18) King

JERRY LEE LEWIS: What'd | Say (Progressive, BMI) (2:25) Sun

THE TIMETONES: Here in My Heart (Clarose, BMI) (2:30) Times Square

COUNTRY AND WESTERN

JEAN SHEPARD: No One Knows (Briarcliff, BMI) (2:22)-The Root of All Evil (Pamper, BMI) (2:05) Capitol

POP DISK JOCKEY PROGRAMMING

Gray, WLW-D, Dayton, Ohio: John Babcock, WLW-I, Indian-Warner Bros. Warner Bros.

apolis; Walter Bartlett, WLW-C, BILL SANFORD & ORK: Twilight (Southern, ASCAP) (2:25)-Drumboogie (Essex, ASCAP) (2:08)

COUNTRY AND WESTERN TALENT

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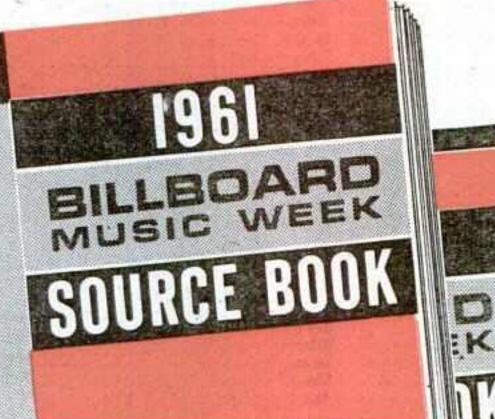
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45

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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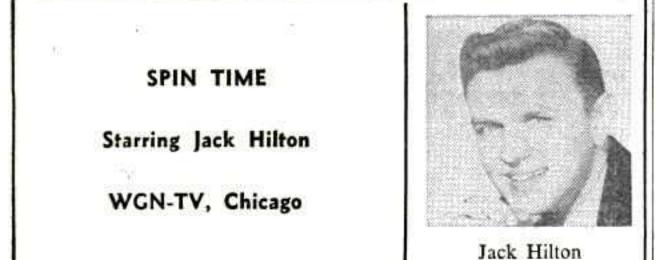
Music, Record, Coin Machine and Juke Box Trade Organizations Music Licensing Organizations Record Promotion and Publicity Services Transportation Services

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," which celebrates its third anniversary May 6, 1961, is primarily directed at the college crowd. However, emsee 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 upperclass 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 emsee 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.

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

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.

VOX JOX

By JUNE BUNDY ...

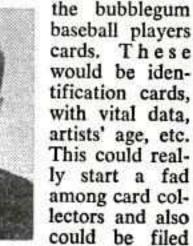
GIMMIX: Station WINS, New York, is asking its listeners to guess exactly how long it will take the 1961 St. Patrick's Day Parade to pass the reviewing stand March 17. Dialer submitting the closest guess will win a pedigreed Irish Setter puppy.... Buddy Deane, WJZ-TV, Baltimore, started a new feature 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.

RECESION 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, WVLK, 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 emsees two weekly record hopsa Pepsi-Cola dance part on Friday nights and an ice skate hop on Saturday afternoon. Both hops are aired by WVLK.

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



MARCH 6, 1961

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. in addition to those in the States. lion in work a year.

CFTO-TV Prexy **Hits AFM Policies**

TORONTO - The American Federation of Musicians was blamed here by Joel Alfred, CFTO-TV president, with throwing a serious roadblock into the syndication of musical programs over independent TV stations.

He said the Federation had a different agreement with the Canadian Broadcasting Corporation than it had with private stations. This was to the advantage of the network.

Alfred also said that the CBC could put a musical program over its 40 stations at a cost of \$200 for musicians, while a private station would have to pay \$1,300 for King, Bo Diddley, Chuck Jackson the same musicians over eight staand Paul Williams' band. Harold tions. He said the CBC's agree-Cromer is emsee. The tour will ment with the Federation guaranencompass several Canadian dates teed Canadian musicians \$5 mil-

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."

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-any-

thing unusual. Instead of jacket or

inserts which become torn and lost,

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, 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 emsees "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

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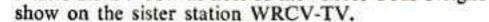
opera or other classic-that complete info concerning source be

a gum strip pasted on the label for permanence. PAT HARVEY WGEM, Quincy, III. When obviously needed I would like pronunciation of new artists' names-

inserted with disks and released as part of record info to weekly. Suggest also in event music is based on previously written score

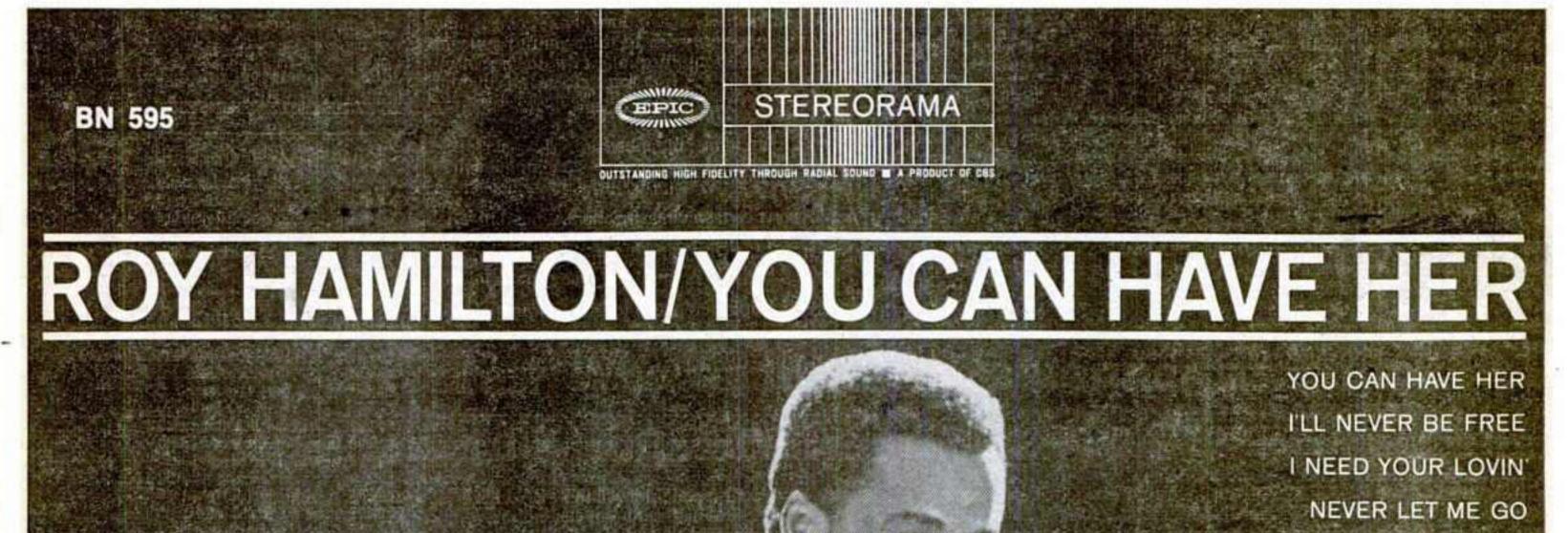








THE SMASH SINGLE "YOU CAN HAVE HER" — NOW A Smash Album!



BILLBOARD MUSIC WEEK

47

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

@ "Epic", Marca Reg. "CBS" T. M. Pointed in

EPIC IS ON THE MOVE!

LN 3775



MARCH 6, 1961



PAUL ANKA: Billboard Music Week considers Paul Anka's new release, I'm Just A Fool Anyway b/w Tonight, My Love, Tonight, "his best sides in recent months." First side is a bright new tune written by the versatile singer-composer-actor. Flip is based on a clasical melody with Latin flavor. Paul opens at the Fontainebleau in Miami Beach, April 1, and Blinstrub's in Boston, April 24.

BROOK BENTON, whose singing showmanship has made him a consistent chart contender, is in the hitmaker groove with his new ones, For My Baby, a medium-tempo item which Benton sings with charm, b/w Think Twice, a tender ballad. Both moved up on the Hot 100 this week. Brook's million sellers, It's Just A Matter Of Time, So Many Ways and Baby (with Dinah Washington), are packaged in the Mercury album, Brook Benton Golden Hits.

TERESA BREWER, pint-sized, bigvoiced mother of four, belts out another potential hit on Coral Records, Whip-Poor-Will. Teresa, who started singing when she was two and toured with the Major Bowes Amateur Hour, makes an appearance on Ed Sullivan's TVer April 30. equal parts of Gospel music and the early recordings of Ella Fitzgerald and Frank Sinatra. Can't get much better instruction!

PROGRAMMING 1960's GOLD ALBUMS: The Record Industry Association of America has qualified 16 albums for Gold Record awards predicated on 1960 sales. To qualify, an album must have a minimum audited sale of 500,000. Columbia topped all by capturing seven awards; Capitol garnered five; RCA, three, and Dot, one. The Columbia albums included three of Mitch Miller's Singalongs, Johnny Mathis' Heavenly, Warm and Merry Christmas, the original cast of Sound Of Music. Capitol's included four by the Kingston Trio and Nat King Cole's Love Is The Thing. RCA's were Mario Lanza's Student Prince, 60 Years Of Music and Presley's Elvis. Dot's was Pat Boone's Pat's Greatest Hits, RIAA noted that this is the largest number of awards certified under RIAA since it began auditing record sales in 1958.

HENRY MANCINI should have another smash album for RCA. Mr. Lucky Goes Latin, his newest. On this new set Mancini, composer of the Mr. Lucky TV music as well as the Peter Gunn music, puts the accent on the Latin beat. Billboard Music Week rates it a Spotlight Pick. Mr. Mancini makes Northridge, California, his home with his wife, Virginia, and their three children. A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard Music Week's review staff, as well as those featured by the record companies in their major Billboard ad promotions,

Ο

To help you spot the ones you need, when you need them, all artists items are carried in strict alphabetical sequence.

of 4 albums produced by Time Records offering excellent Broadway Stage programming. They cover the musical theater beginning with 1924. Vol. 1 covers the period 1924-1935; Vol. 11, 1935-1945; Vol. 111, 1946-1952, and Vol. IV, 1953-1960 . . . in all 113 songs from 67 shows. Hugo Montenegro conducts the 70-piece orchestra Jor this "Musical Theater."

BOBBY VEE has a lot to smile about lately. The Rubber Ball lad has two new sides working for him on the Hot 100, Stayin' In, a hot rhythm item penned by John Loudermilk, and the flip, I Can Say, an effective dualchanneled chanting.

PROMOTION DAYS & WEEKS: March 6 is Independence Day in Gahana and the beginning of National Smile Week. March 7 is Town Meeting Day in Vermont. March 12 begins Girl Scout Week, National Want Ad Week, National Formfit Week and Jane Delano Day, founder of the American Red Cross.

This issue brings to an end my two

years of writing DISCourse. On

March 4 I left Billboard's employ to

begin new activities in the music/rec-

ord field. It has been my pleasure

to act on Billboard's behalf in pro-

viding you with this lively program-

ming chatter. Next week's issue will

introduce you to the capable pen of

Dennis Hyland.

PROGRAMMING

A description of the LP programming philosophies and techniques of leading radio broadcasters with specific illustrations of how these are put into practice. Stations with original approaches to the use of LP's for programming are invited to submit details for publication here to Lee Zhito, Billboard Music Week, 1520 N. Gower St., Hollywood 28, Calif.

By LEE ZHITO

Radio Station WJZZ-FM, Fairfield, Conn., is unique in the New York Metropolitan-Southern New England area. At 99.9 on the FM dial, WJZZ programs jazz exclusively during its 2 p.m. to 2 a.m. broadcasting day. Mike Lawless is manager of WJZZ. Jazz pianist-composer Dave Brubeck is its music director. The station with studios in Fairfield, is heard clearly in New York City, Northern New Jersey, suburban New York, Connecticut and Southern Massachusetts.

Its present 12-hour broadcasting day is an increase of two hours over WJZZ's initial broadcasting hours when it went on the air in October 1960. WJZZ's owner, Kenneth M. Cooper, forecasts around-the-clock jazz programming in the near future.

WJZZ Music Director Brubeck says the station's music policy is strictly LP in content with the emphasis on modern jazz. WJZZ Director Lawless, comments "WJZZ is unique in this area ... not in the sense to be different, but a station devoted to jazz, a solely American art form that has been seriously neglected by most information and entertainment media." WJZZ Vice-President John Metts, estimates that there's a potential FM audience of around 3 million homes for WJZZ's programming. Metts expects it will be several more months before the station is rated or before final market data is compiled.

WJZZ, The Program Breakdown-Seven Days Per Week

2 p.m. "Sound of the Big Bands." Harry Downie. Features big bands only.

3 p.m. "Lawless at Large." Mike Lawless. Small groups, big bands and vocals, mixed.

6 p.m. "Turks Works." Al Turk. One big band and one small group.

7 p.m. "Dreamsville." Frank Delfino. As the show title implies, soft-lush, gently swinging.

8 p.m. "Cutting's Corner." Phil Cutting. Mixed format. Balanced. (1st hour-Blues exclusively).

11 p.m. "The Late Lawless at Large." Mike Lawless. Mixture of big bands, small groups and singers who have the jazz message. Tempo decreases as broadcast day tapers out.

2 a.m. Sign off.

According to Director Lawless, the station doesn't neglect the bands of the '40's in its tendency to emphasize the modern. Ellington, Basie, Henderson, Goodman, Shaw, Lunceford, and the like, are given a good play along with the bands of the '30's and artists who have since progressed (grown with the music), such as Coleman Hawkins, Webster, Hines and the late Lester Young, to name a few. Music Director Brubeck says that as a rule the station doesn't program albums in their entirety. One exception would be a special lengthy work on two sides of an LP, such as "Kansas City Suite," played by the Basie Band and written by Benny Carter. More often, a listener will hear 10 minutes of one LP, followed by 10 minutes of a second LP, followed by a third, to complete the half hour (roughly) segments that the stations operates with. Only if the LP is an album of exceptional merit will it be heard twice in a half hour segment. In which case, it would take the place of the third LP mentioned above. There are definite rules at WJZZ against programming one LP for 20 minutes straight. Another rule, of which there are few, is that there must be at least two instrumentals to every vocal. Often, though, there will be as many as four instrumentals to a vocal because it seems there are just not enough good jazz vocalists to go around. WJZZ Librarian Phil Cutting estimates the station uses about 190 albums per week, drawing from a fairly large jazz library of 3,000 albums. Cutting feels there's a need for a constant supply of new material to be appraised-the best picked for air use. All WJZZ promotion stresses quality, all-jazz, LP programming. Promotion is by AM radio, trades, New York City newspapers and smaller newspapers in the WJZZ area. WJZZ's sister station WICC-AM (Southern Connecticut-suburban New York) broadcasts regular spot announcements about WJZZ's programming highlights. New York City newspapers-particularly the Times and Tribune, have been especially kind to WJZZ-FM, according it generous coverage when the station went on the air and later, listings of WJZZ's dial setting. Several papers list program highlights. Again, jazz, quality and LP programming are stressed. Heavy mail indicates that listeners are anxious to receive a WJZZ program guide. This is being prepared, and in the near future will be available on request. The Dave Brubeck show is heard every Friday between 8 and 9 p.m. On the show, Dave plays and analyzes his own music and the music of his jazz contemporaries. He has brought noted guests to his show, including jazz critic John Hammond bassist-french horn artist. Willie Ruff, (dicussing Jazz Behind the Iron Curtain), Sarah Vaughn and Dave's brother Howard, who recently flew East to aid Dave in the orchestrations of an original jazz ballet. The Brubeck show is a highlight of WJZZ's programming, and promises to present interesting and informative guests from the jazz world on future shows. Here, many new LP artists' works are examined in depth by Brubeck.

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BIRTHDAYS OF THE WEEK: March 8, Dick Hyman, March 10, Jehtro (Homer & Jethro), March 11, Mercer Ellington, Lawrence Welk, March 12, Gordon MacRae, Paul Weston.

FLOYD CRAMER pops into Billboard Music Week's Hot 100 this week as a fast-climbing Star Performer via his newest, On The Rebound . . . he sure is! Flip side, Mood Indigo, is also getting chart action. Floyd is living up to his title "Most Promising Solo Instrumentalist" in Billboard's recent Deejay Poll. It all started for Floyd with Last Date.

TENNESSEE ERNIE FORD has an impressive new release, Dark As A Dungeon, in the order of his millionseller hit, 16 tons. He tells of the tale of a miner's life with feeling ... a Billboard Music Week Spotlight Winner.

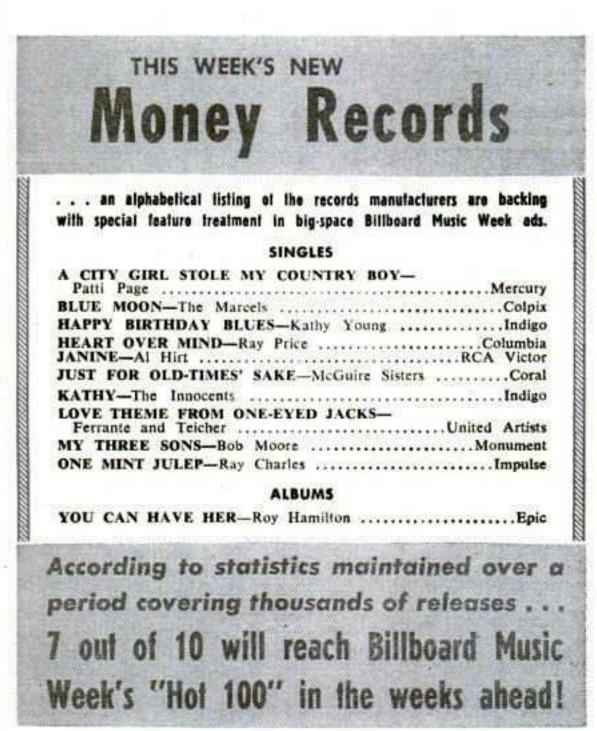
WANDA JACKSON, 20 - year - old singer from Oklahoma City, is on the scene with a new Capitol Records' single, Riot In Cell Block Number Nine, a wild rocker in the blues tradition. It's an old tune by Leiber and Stoller, the hot songwriting team. Flip side is Little Charm Bracelet, a neat, medium-tempo tune.

SONNY JAMES of Young Love fame makes his bow on RCA Victor with Apache, the first vocal version of the current instrumental hit. Chet Atkins produced the side in Nashville and Billboard Music Week rates it a Spotlight Winner.

GENE McDANIELS digs 100 Lbs. Of Clay . . . that's his new Liberty release and it stacks up to be a sharp piece of material sung by the new artist against a good arrangement featuring strings with a bit of an inspirational touch. Gene, the son of a minister, claims his style is based on THE MODERN JAZZ QUARTET, John Lewis, Milt Jackson, Percy Heath and Connie Kay, have, through their many European concert tours, done a great deal to spread American good will on that continent via their great American music, jazz. Atlantic Records has packaged their "European Concert" in a two-record album release titled The Modern Jazz Quartet European Concert.

OVERTURE: AMERICAN MUSICAL THEATER is the title of a new series

Tom Rollo.



Every week...disk jockeys all over the nation help spark up their record shows with this fresh, lively material furnished exclusively by Billboard Music Week. Watch for it next week.

Kenneth Cooper, president of Connecticut-New York Broadcasters, Inc., owner of WJZZ-FM, has these thoughts on his new venture:

"Why an all-jazz FM station? WJZZ's programming is filling a void. The top 40's, the fabulous 50's, the elegant 80's cannot be the answer to musical entertainment on the AM and FM bands. Surely this format radio cannot appeal to the listener who has a dram of intelligence—the person who thinks for himself, be it the clothes he buys, the clubs he frequents, or the ski slopes he climbs.



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

NEW YORK-Music will plan | Olympia Theater in Paris, starting 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 Ap il 2; and "An Evening With Edith Piaf in Paris," taped at the

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

NEW YORK-NBC's flagship here, WNBC, is dropping its "wall to wall" sweetstringed 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.

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.

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 Da-Becco 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

10000 DIDEDC

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 i (wrote "Ginnie Bell") and arranger. from a recent operation which had '-----the doctor putting a floating kidney back where in belonged.

ARTISTS' BIOGRAPHIES

For your programming use, here are pertinent facts about hot disk artists. It 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 banjoplaying baritone.

Before their merger in Los Angeles, each had worked as a single supper club acts. Gottlieb organized the trio as the Lime-

lighters 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.

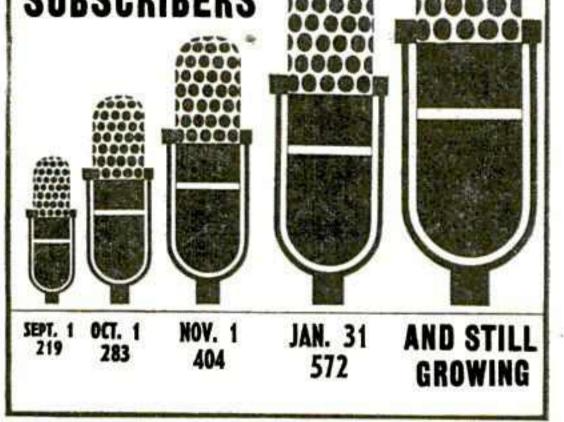
Dino auditioned at Promo for

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



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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

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

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 Antiqua, Nelson Riddle, Capitol
- 2. Rock & Roll Waltz, Kay Starr, **RCA** Victor
- 3. Poor People of Paris, Les Baxter, Capitol
- 4. No. Not 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, Dot
- 8. Memories Are Made of This, Dean Martin, Capitol
- 9. Why Do Fools Fall in Love, Frankie Lymon, 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. Aba 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 &

6. Eddie My Love, Teen Queens, RPM

7. Devil or Angel, Clovers, Atlantic

8. Bo Weevil, Fats Domino, Imperial

Vee-Jay

Driffers, Atlantic

9. Ain't That Lovin' You, Baby, Jimmy Reed,

10. Seven Days, Clyde McPhatter and the

- 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
- Lymon and the Teenagers, Gee
- 3. Drown in My Own Tears, Ray Charles, Atlantic
- 4. Tutti Frutti, Little Richard, Specialty
- 5. Speedo, Cadillacs, Josie

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."



MUSIC-PHONOGRAPH BILLBOARD MERCHANDISING MUSIC WEEK

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

By REN GREVATT

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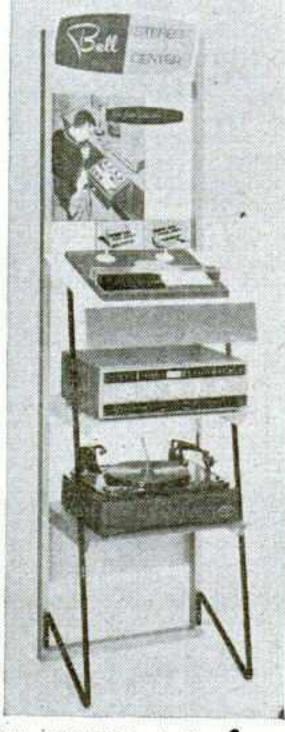
COLUMBUS, Ohio-Bell Sound Division of Thompson Ramo Woolridge, Inc., has unveiled a unique sales plan for the firm's complete line of components. The plan embodies a portable stereo demonstrator unit and direct mail promotion, and gives dealers an opportunity to go to a prospect's home to demonstrate 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-tohouse 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 portstereo in the homes of prospects, simply by using the handy demo unit, plus a Bell tape transport.



BELL SOUND'S handy "stered sound center" occupies only two square feet of floor space, yet makes an effective visual presentation of Bell stereo equipment. Bell makes available all able units, would have a ready- components necessary for stereo remade apparatus for demonstrating production but the disk changer, hence a Garrard unit is shown here.

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 distributorsacross 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 amplifive 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 parpart of the expected success of the plan.



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
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

BUYS IN RECORDS BEST

direct mail idea as a substitute for "But the dealer had to have co-op newspaper advertising. All a some way of knowing who his dealer needs to get in on this plan prime prospects were," explained is to have one of our portable demo Lorant. "So we came up with our units and one of our floor "stereo

Cap Invades Electronics; Buys Mfrs.; Forms Subsid

Continued from page 1

sidiary firm, Bonbright named | visions: Broadcast Division, to mar-Bruce Rozet as EMI-U.S. vicepresident 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."

ket studio equipment, professional tape recorders and related equipment; Magnetic Tape, to market ticipation is regarded as a vital 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.

nificant steps in our company's United States. Offices have al- market. Already, the firm has esforward progress. Capitol's move ready been set up in New York, tablished sales beachheads in variinto the electronic field . . . allows Chicago and Los Angeles and a ous U. S. department stores and us to diversify our present activities heavy national advertising program by entering into an area that is is planned. closely related to our primary business and one in which EMI, our Munk, 33-year-old Canadian elecparent company, has already established pre-eminence as a pioneer mour, 29, a well-known furniture channels and turning the set on and and as a major force in the total area of research and development." minion.

EMI-U.S. will exhibit its wares at the Institute of Radio Engineers products, including two consoles, a which sound is said to emanate Trade Show in New York this complete chassis, and what is called clearly and evenly in a full periphmonth and in May at the National "the world's first wireless, remote ery around the set. U. S. public Association of Broadcasters Con- control for stereo," in addition to relations for Clairtone is being han-

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

TORONTO - Clairtone Sound Corporation, which achieved an average monthly gross sales of \$300,-Bonbright hailed the formation 000 in 1960 after only two years of EMI-U.S. and the acquisition of in business, now plans to export its it built its Canadian business, as the two eletctronic firms as "sig- stereo high-fidelity consoles to the a part of its debut in the U.S.

> The firm is headed by Peter tronics engineer, and David Giland cabinet designer in the Do-

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 (*).

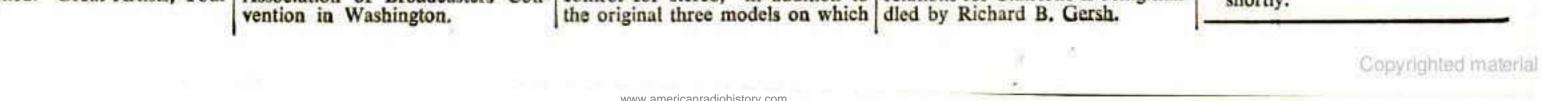


plans are to substantially broaden this distribution.

The remote control unit enables the owner to control his stereo set in terms of volume, balance of off, from any part of his home. The line is also featuring what is The firm is adding four new called, "cycloramic sound," in

HI-FI MAKERS SLATE CONFAB

NEW YORK - The Institute of High Fidelity Manufacturers has scheduled a special membership meeting for Friday, April 7. The conclave will take place at the Ambassador Hotel here. Abraham Schwartzman, executive administrator of the Institute, termed the meeting "very important," and urged 100 per cent attendance. He said that the agenda will be presented shortly.



BILLBOARD MUSIC WEEK



Close Inventory Control Hikes Dealer's Volume

HIGHLAND PARK, Mich .--Much of the profit which 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 vol-

"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

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 markdowns, 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 markdown 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

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.

51 .

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 outand-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.

new district manager for Sylvania most of these selling opportunities.

The Vega Electronics Coporation 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 placed. named Donald H. Bitner as regional distributor sales manager. . . . The Electronics Industries Association has been asked by the U.S.

"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, Beaubaire 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 depost before the order is

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

into the store. As far as catalogs go, we find

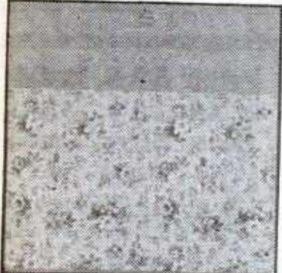


people like to take them home, browse through them, and then come in later and buy the records they want. Many people have become conditioned to catalogs from the literature mailed out by record clubs. We'll go as far as to give out a Schwann catalog to our better customers.

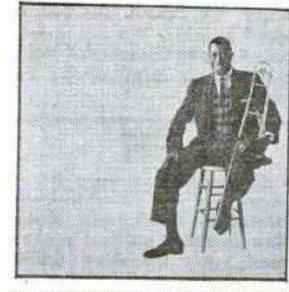
DALE SHONROCK Alexander's Stereo Shop Chicago

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 excelent 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.

ALBUM COVER OF THE WEEK



ROSSINI: La Cambiale di Matrimonio (Complete) - Renata Scotto, Rolando Panerai, Renato Capecchi 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



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.

WALTER SEMAGIN The Record Shop Buffalo

Enlarged album covers, especially the ones with those fancy

make

The

die-cuts, the best display material for our purposes. 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 over-

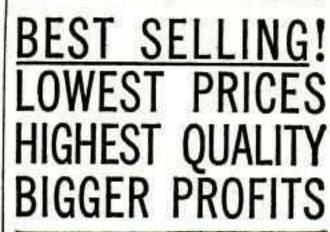
whelming and some are too big for windows. But

NAMM Conventioners Briefed on 1961 Plans

CHICAGO-Officers and directors of the National Association of Music Merchants (NAMM) recent 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.





GENUINE DIAMOND NEEDLES TRANSCRIBER CO., INC. WRITE DEPT. C,



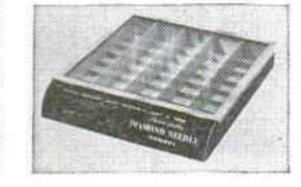
MARCH 6, 1961

NEW DEALER PRODUCTS

Counter-Top Display for Dealers

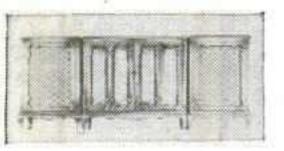
The Walco Company, East Orange, N. J., has debuted a new "Gillette-type," countertop merchandiser which can put 160 of the firms needles on view. The unit has a double-thick, unbreakable glass top and may be used as part of the usual counter workspace area.

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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.

Flick Execs Dig Into Disk Ranks

Continued from page 3

Van Doren may co-star in the picture, which deals with the Comin Germany.

Bobby Darin's first indie pro-Hell" with Dick Shawn as his costar. Darin starts his second movie | Jerry Lewis' "Ladies Man." 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 twoyear 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 work ing 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.

in Germany this summer. Mamie | theme for Jamie. Comedian Frank Gorshin, who co-stars in the picture, will record a vocal version of munist threat to occupation forces the song for Trey Records. Other new movie deals set for recording stars include Tommy Sands and duction will be "The Sound of Arnette in Walt Disney's "Babes in Toyland," and Lillian Briggs in

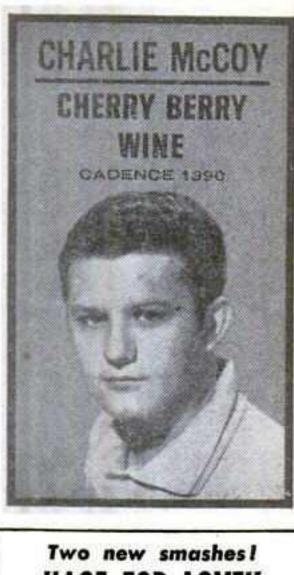
> New signings in the composerconductor - scorer field include Previn for Billy Wilder's next two productions "1, 2, 3" and "Irma La Douce"; Cahn and Van Heusen, for the Bing Crosby-Bob Hope reunion movie "Road to Hong Kong"; Percy Faith for "Tammy Tell Me True" (his first film score); Buddy Bregman, "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 Doc-tors," 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.



"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.



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 Salco 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.

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

Strictly Top 40

Continued from page 3

number, "Something on My Mind." He reported he sold more than 1,500 copies of this record and said that to his knowledge, the record never was played on a Boston station.

It also was the strong feeling that many, many records were being played that didn't sell, as well as the other side of the coin where an equal amount was selling and were never played by the stations. Switching stations on the radio dial gives evidence of this curious situation. The same records are being played over and over again and it is possible to pick up the same tune on two or three stations at one time.

Dealers claim that few of these records are among the really big sellers and they feel that overexposure of these pop tunes ruins their chances of the substantial sales that should accompany a hit. The reason seems to be that the number is played out before the public has had a chance to buy it on any large scale.

Dealers appear to be less than happy with the Boston radio station situation and point out that even 40 miles away in Providence, that stations there appear to give some variety to the selections they play and do not concentrate to any great degree on the top pops.

None would say outright what the solution or the reason for this narrow attitude on the part of the local stations migh be, but dealers and distributors do feel that the stations' methods are hurting the record business. As one dealer put it: "All we ask is that the Boston stations give a record a chance without waiting to see if it makes the Top 40 and

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.

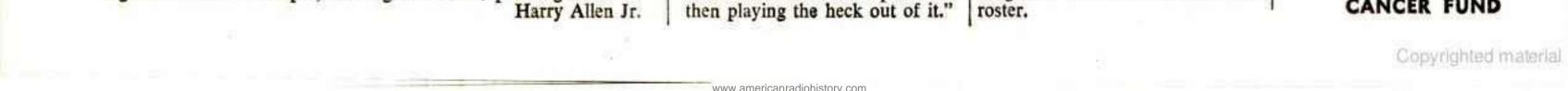
One local dealer pointed out, "Changing to a discount operation for me would mean changing my entire method of doing business. Instead of hiring five people, I would probably use only two. I would put a guard at the door to watch customers, I would specialize in high-traffic merchandise, and when a man 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 2

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

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' songwriting Johnny Russell is back in town after a California Pat Twitty visit.

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.



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 Presi- FOLK TALENT & TUNES dent 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.

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 Singer Joan Fairfax who created "World of Music," CBC-TV. . . . three years.

LP PROGRAMMING

BILLBOARD MUSIC WEEK

Continued from page 48

WJZZ is aiming for, and is reaching the discriminating listener, the one who really cares about the music that he hears on his set. He demands not only quality music, but a technically pure sound. Here the LP industry can take a bow. WJZZ is a necessity rather than an all-jazz luxury.

"WJZZ is heard in an area noted for its wealth, education and sophistication. Not all FM listeners are sophisticated, college graduates, or wealthy. WJZZ's audience has one thing in common: a love of good music-a love of jazz. We are traveling the seldom-traveled broadcasting path, seeking the provocative and stimulating. We have found it in jazz and in the presentation of jazz to those who have neither a tin ear nor the Madison Avenue concept of the average radio listener."

Lee Zhito.

Carmen De Lavallade, Olatunji such a stir in appearances with and his drums of passion, backed Jack Paar, finally had her TV by the Gil Evans orchestra. . . . show, previously taped, screened Ruben Rivas trio has moved into on the CBC-TV. It is called the Prince George Hotel, featuring "Joan and a Hundred Men." . . . Jane Forrest. . . . Shelley Berman Larry Adler, harmonica virtuoso, will have backing of the Cumber- helped out Jack Kane's show. . . . land Three when he plays a week Walter Susskind, who has made at the Royal Alexandria Theater. records all over the world, the lat-... Personalities in Canadian pub- est being for Columbia Records lic life were asked to choose their with Glenn Gould, has had his confavorite songs by Wally Koster, tract with the Toronto Symphony which he will present on his show, Orchestra renewed for another Harry Allen Jr.

Our amazing new process retains all details in highlights and shadows - every copy an original photograph! 8" x 10" **GLOSSY PHOTOS** 5% EACH IN 5,000 LOTS 61/2c in 1,000 LOTS \$8.99 per 100 POST CARDS \$29 per 1,000 Copy Negatives \$1.95 MOUNTED ENLARGEMENTS 20"x30"\$3.50 30"x40"\$4.85 "WE DELIVER WHAT WE ADVERTISE"

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53

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



1

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 sin-"The Jury," featuring Lugee gle, (Guarino) and the Lions. The Lions are Louis Sacco, Janet R. Chick and William J. Faber.

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cago's "Magnificent

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las, 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 10day 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.

• 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, Dal-

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

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landscoped gardens. Rates from \$5.

c.&w. talent in the Vancouver, B. C., sector. . . . Stringbean, "Grand Ole Opry" comic, takes his rib-ticklers 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.

line, Ill., 18, and Indianapolis,

19. . . . Country singer Loretta

Lynn reports that her husband

Mooney has opened an office,

Mooney's Country & Western At-

tractions, in Custer, Wash., to

handle bookings and promotion on

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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COIN MACHINE BILLBOARD PERATING MUSIC WEEK

MONY 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.

54

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 dedu tible 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 methods of figuring depreciation on juke box equipment for tax reduction purposes.

tude toward these expenses. On any ment in force between an operator claiming travel expenses.

architects of the standard location contracts, they can be settled by contract form adopted by MONY, ing 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 an operator and then throwing the "We're open, we're stocked, and 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 having to do with the matter of on the matter of lease arrange- in different parts of the country to money paid out for good will. Ep- cations. In the cases of leases, it find out what's breaking. Somestein also dealth with the various was pointed out, the automatic times we've had hot records here renewal provision, which used to before their own distributors have be part and parcel of lease deals, had them, and all for your benefit." State legislation some time ago. In posed for operators by "crackpot matic renewal provision, however, quest for certain records." can apply.

and all entertainment expenses, and a location was not, in fact, a the spender must prove the money lease, but a contract. Therefore, was actually expended and for the automatic renewal provision whom, according to Kaplan. He did apply and the location was also dealt with the finer points of found duty-bound to honor it. "This is a better deal for the oper-Morton Singer, an attorney as- ator," said Blatt, who urged the sociated with the American Arbi- operator to use contracts at all Deauville Hotel. tration Association, and one of the times rather than leases. "With arbitration rather than litigation discussed such problems as hold- 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.

Distributors here, spoke next on however are Seeburg, Wurlitzer records and programming. Boorstein said that despite the current also missed last year's MOA conowner making an agreement with financial difficulties of his firm, ready to serve you." Boorstein attacked the practice of some onestops 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 was effectively blocked out by Boorstein also noted the problem the case of a contract, such auto- customer and nutty bartender re-The concluding speaker was Joe Godman, MONY attorney. discussed the current activity (Continued on page

All Segments of Industry Exhibit at MOA Show

By NICK BIRO

CHICAGO - A strong crosssection 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

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 Lou Boorstein, head of Leslie signed to exhibit. Notably missing and Rock-Ola-all three of which vention 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 Strip Company, title strips; and out by convention time. Additional Table Football, distributor for exhibitors were expected to come German-made coin games.

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



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

Attorney Teddy Blatt cited a out that the government has case where the Appellate Division adopted an increasingly stiff atti- ruled that a short-form lease agreeTwo-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.

SURRENDER	ELVÍS PRESLEY
AND	RCA Victor
LONELY MAN	7850
WHERE THE BOYS ARE	CONNIE FRANCIS MGM 12971
EBONY EYES	EVERLY BROTHERS Warner Bros. 5199
GOOD TIME BABY	BOBBY RYDELL Cameo 186
SPANISH HARLEM	BEN E. KING Atco 6185
THINK TWICE	BROOK BENTON
AND	Mercury
FOR MY BABY	71774
WHAT A PRICE	FATS DOMINO Imperial 5723
EMOTIONS	BRENDA LEE
AND	Decca
I'M LEARNING ABOUT LOVE	31195
STAYIN' IN	BOBBY VEE
and	Liberty
MORE THAN I CAN SAY	55296
WHEELS	BILLY VAUGHN
AND	Dot
ORANGE BLOSSOM SPECIAL	16174

Milwaukee Coin Industry Survives 'Ink Bath'

coin machine business was the tarwhich ran in The Milwaukee Journal, February 20-24.

to most observers, it came out metropolitan centers." "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, route from a former Milwaukee op-

MILWAUKEE - The Beer City | coin machine business here was | Concealing control of taverns clean of racketeering elements, coinmen and loans to barroom o get of a series of newspaper articles | stating: "Milwaukee's juke box and | ers were pointed up as exist amusement device business over evils of the industry here. And the years has been free of the type city's attitude toward amusem

The industry survived its peri- of violence and open racketeering games was described as "con odic "ink-bath." In fact, according that has erupted in some major dictory and confusing" since on

> 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 rehashed 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 highhanded repossession of a juke box

hand it licenses pinballs and at same time declares them ill gambling devices.

To the credit of the article should be pointed out that t suggested several steps that co be taken by the city to insure the coin industry here will reits racketeer-free status:

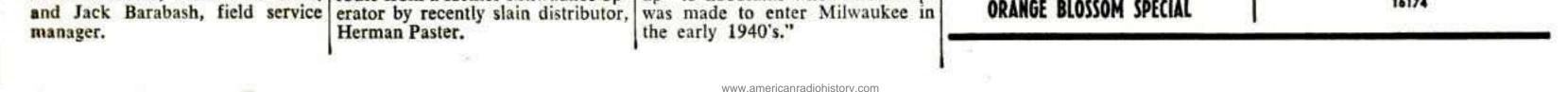
I. Require tavern license h ers to reveal each year the ex and nature of their business de

2. Require licensed coin chine corporations and taverns erated by corporations to ider stockholders annually, Except would be those firms which their stock on public markets.

Require operators to state license application forms when any of their machines can be justed to pay off in free game registor pay-off scores.

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

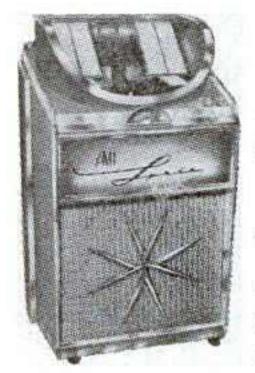
Why have racketeering elemshied away from organizing the dustry here? Hidden in the f paragraphs of the last of the articles is this statement: "Inc dual operators and locations "st up" to hoodlums when an atte



Walt Tatum, operator, Calmusic Co., Santa Ana, California, says: most beautiful jukebox l've ever seen, and my locations agree"

the AMI Compacts are selling, selling, selling!

Walt Tatum's enthusiasm for AMI Compacts is being echoed by operators all around the country. They already know from experience that the bold, new years-ahead styling of the Lyric and Continental can open up new locations, and increase the take up to 100%. See for yourself . . . cash in on the AMI Compacts.



LYRIC 100A - 100M

Intriguing top turret design puts titles and mechanism in the spotlight together.

CONTINENTAL 200A - 200M

A distinctive new silhouette with all the world famous AMI performance features engineered In.

CORD

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the styling of tomorrow for more play today from Rove AMI NOW WITH OPTIONAL AUTOMIX

ROWE - AMI SALES CO. \$075 West Lexington Street, Chicago 44, Illinois The Industry's Most Complete Line of Automatic Vending and Music Equipment

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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 Vende are Martin Michalski, Erich Schneegass, Heinrich Juhl, Arno Glasgua, Max Walden, and Walter Woehler. Elected to the arbitration committee are Glasgau, 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,

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 TWCE, Brook Benton, Mercury 71774 TUNES OF GLORY, Cambrdge 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

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 Corvay & 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 & 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

MARCH 6, 1961

*

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 threequarters 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 distribubutor cracked.

Aircraft Firms Study Coin Field

HAMBURG-West Germany's renascent 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 automantic 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

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, Marcels, 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 Pilney, 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

Operators in locations requiring Country & Western prog are referred to the Hot C&W chart in this week's is	sue. In
addition to those C&W listings, the following, from the H also are recommended.	lot 100,
APACHE, Sonny James, RCA Victor 7858	
EBONY EYES, Everly Brothers, Warner Bros. 5199	00000
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 prog are referred to the Hot R&B chart in this week's iss addition to those R&B listings, the following, from the H also are recommended.	sue. In
BLUE MOON, Classics, Promo 1010	
BLUE MOON, Marcels, Colpix 186	1.1.1.
FIND ANOTHER GIRL, Jerry Butler, Vee Jay 375	
HAPPY BIRTHDAY BLUES Kathy Young and the Innocents, Indi	go 115
HEARTS OF STONE, Bill Black's Combo, Hi 2028	
HIDEAWAY, Freddy King, Federal 12401	
HONKY TONK, Part II, Bill Dogget, King 5444	
I LIED TO MY HEART, Enchanters, Musitron 1072	
IT'S UNBELIEVABLE, Larks, Sheryl 334	P
KEEP YOUR HANDS OFF OF HIM, Damita Jo, Mercury 71760	
LONELY MAN, Elvis Presley, RCA Vctor 7850	
MOST BEAUTIFUL WORDS, Della Reese, RCA Victor 7833	
MY EMPTY ARMS, Jackie Wilson, Brunswick 9-55201	
ONCE DPON 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	<u>N</u>
PONY TIME, Don Corvay & 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	010
WAIT & MINUTE, Coasters, Atco 6186	177

peacetime consumer goods and an expanding line of production.

PEPE, Duane Eddy, Jamie 1175

YOU'RE THE BOSS, La Vern Baker and Jimmy Ricks, Atlantic 2090

WATUSI, Vibrations, Checker 969

WHEN I FALL IN LOVE, Etta Jones, King 5424

YOUR FRIENDS, Dee Clark, Vee Jay 372

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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 locationspotting, 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.

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 MILWAUKEE MENTIONS 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."

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

BILLBOARD MUSIC WEEK

sembly speaker, Joseph Carlino, annual dinner of the coin machine 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.

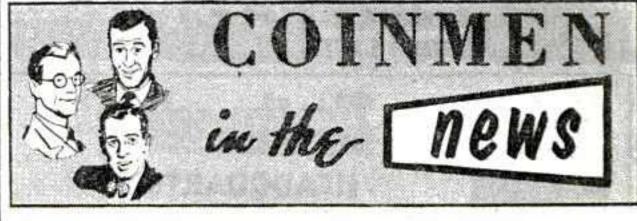
The goal of this year's UJA coin drive is \$30,000 plus an additional \$6,000 for what has been termed the special Adopt-a-Projarea of the campaign will be put meeting was adjourned. toward a special agricultural project in the Negev region. The

NEW YORK - New York As- by assignments of lists of names to the various committee members will be the guest speaker at the and reports on preliminary fundraising activity from area chairdivision of the United Jewish man. 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.

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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 ect drive. Moneys received in this exchange of views on strategy, the

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



Midwest

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

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 foreignbuilt, 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 Isettas, 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,

routes. "They were valuable to us from the beginning as 'eyecatchers'," Snodgrass said. "We use plenty of signs on all four sides of the Isettas 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 Isettas 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 costper-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 Isettas was

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 Isettas, 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 eyecatcher 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 re-

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 venders 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

Clint S. Pierce

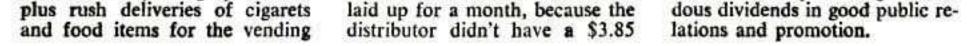
Service, Appleton, and Carl Millman, Automatic Merchandising Corporation, Milwaukce. . . . Music and games takes are at a low cbb, according to Carl Betz, P. & P. Distributing Company.

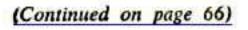
CLEVELAND CAPERS

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







BULK VENDING

STEP UP TO 10¢ VENDING

58



with our

NEW CONNOISSEUR'S PISTACHIO NUTS and HERSHEY'S BITE SIZE CHOCOLATE ALMONDS The ACORN Vendor with the 10¢ mechanism will vend both items accurately and profitably.

INTRODUCTORY DEAL #1 One 10¢ ACORN Vendor with 5 lbs. of Connoisseur's Pistachio Nuts, \$22.75. INTRODUCTORY DEAL #2

One 10¢ ACORN Vendor with 5 lbs. of Hershey's Bite Size Chocolate Almonds, \$20.95

CONNOISSEUR PISTACHIO NUTS, \$1.05 per lb. packed in 5-lb. bags. HERSHEY'S BITE-SIZE CHOCOLATE ALMONDS.

65¢ per lb. packed in 25-lb. cartons. ACORN CHANGE-OVER, from 1¢ to 10¢ VEND, \$4.50 per machine. Va deposit, balance C.O.D.

609 A Spring Garden St.,

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.



Northwestern Corp. CHARM MFRS. CONSIDER Sets Distrib Meet 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

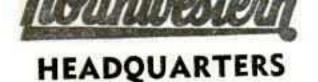
SANTA FE. N. M .- Robert Gallegos, bulk operator here, has found an effective way to cut down travel costs where long distances are involved between spots: Gallegos, who has over 500 machines in Colorado's potatogrowing San Juan valley, services his most remote locations by bus delivery. Since it is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

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 -





Philadelphia 23. Pa.

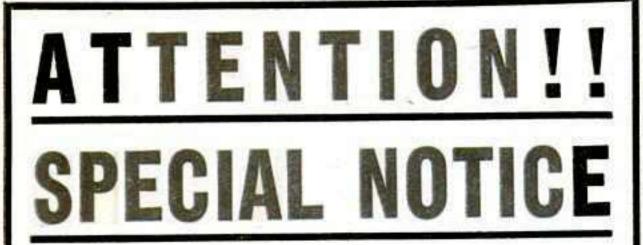


Whatever your bulk vending requirements might be we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

H. B. HUTCHINSON, JR. Atlanta 7, Georgia 1784 N. Decatur Rd., N.E. Phone: DRake 7-4300



DO You Operate Vending Machines??? DO You Distribute Supplies and Equipment for the Vending Machine Trade??? **DO You Manufacture Equipment for the Vending Machine Industry???**

IF THIS MEANS YOU-YOU WILL WANT TO ATTEND **"VEND-O-RAMA OF '61**"

Sponsored by National Vendors Association **Sheraton-Towers** Hotel Chicago, Illinois March 16 thru March 19

Mail your reservation to:

J. Mason **Executive** Secretary **National Vendors Association** 1155 North Cicero Avenue Chicago 51, Illinois

Sends Whole Machine Gallegos, instead of sending a replacement head, with 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 Oak & N. C. Distrib Slate Sales Meet Negligence Case CHARLOTTE, N. C. - Oak **Involving Charms** Manufacturing Company and its

MINEORA, N. Y. - A local supermarket is being sued for \$75,a bulk vending charm. Mrs. Joseph Areiter of nearby Bay Park, con-

local distributor, Southern Acorn Sales, will jointly host a sales meeting of operator-customers at the 000 in a negligence case involving Manger Hotel here Wednesday (8) at 8 p.m. Participating in the event will be Mr. and Mrs. Sid Bloom, tends that in 1953 her son, Rolf of Oak Manufacturing Company, Ackers, who was eight years old, and Mr. and Mrs. Jack Thompson choked to death on a charm which and Mr. and Mrs. Lee Smith, of (Continued on page 60) Southern Acorn.

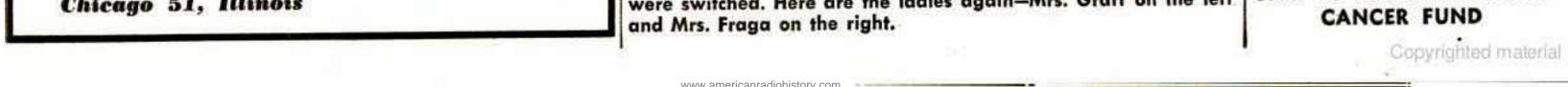


In last week's issue, in the story on the social program for the National Vendors Association's forthcoming convention the captions on the photos of Mrs. Vivian Fraga and Mrs. Maple Graff were switched. Here are the ladies again—Mrs. Graff on the left

slip clutch handle is standard equipment on each machine. Measuring 261/2" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Available with a 25¢ or 50¢ coin mechanism. Wall hinge (pat. pend.) simplifies servicing.



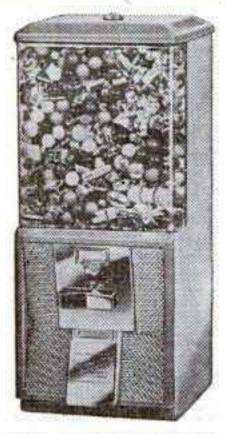
GIVE TO DAMON RUNYON



MARCH 6, 1961



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N.W. Model 49, 1¢ or 5¢	14.50
	12.00
N.W. 10-Col. 1¢ Tab Gum Machine.	18.00
N.W. Model #33, 14 Porc. Con-	25007
verted for 100 ct. B.O	6.50
Silver King 1¢ B.G. or Mdse	8.50
ABT Guns	30.00
Mills le Tab Gum	12.00
Acorns 14 or 5, B.G. or Mdse	10.00

orthwestern 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 tion to staying in business in a at the University of Michigan's 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 wiveshave 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 paper. suppliers, and have customers throughout Alabama and in the growth, Max and Harry have added adjoining fringe area of Tennessee, new lines.

until 5 p.m. to enable all operators, | Company, Samuel Eppy & Comattend 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 wonderto make a living in the bulk vending machine business," they say. "We urge diversification as a soluhighly competitive field."

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

opments in the background music and Harry has two. field, with hospitals, public buildings, industrial plants, doctors, and even private residence becoming potential customers.

operating in new fields, the brothby their industry. They point with pride to the fact that the vending in charity drives." machine business is now recognized companies who now are eager to

With their steady and planned The Hurvich brothers now are Industries, D. Gottlieg & 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.,

their servicemen and families to pany, 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 Toranto, is sales manager. Personnel turnover has been very low.

Although their business and civic ful opportunity for the individual responsibilities keep Max and Harry busy, they still have time for their families. Max' son, Fred Hurvich, is a second-year law student graduate law school. Harry's son, Marvin, is a first lieutenant at Fort Riley, Kan., where he is a psycholgames, and the vending of coffee, ogist at the base hospital. He has received his Ph.D. degree from the "After 30 years, this business is University of Pennsylvania. Max even more fascinating than it was and Harry are especially proud of at first," said Max. He cited devel- their grandchildren. Max has five

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

"Our operators mostly are home owners, and all are good members In addition to better machines of their community," they say. "They are active in civic organizaers see many other advances made tions, churches, parent-teacher associations, and take leading roles

Max and Harry feel their field as sound by banks and finance provides an opportunity for older men to become affiliated with a provide credit and handle their 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-reassociated with Chicago Dynamic tired," 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 for to a policy of service-on a 24hour-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.

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

59

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.



with CRAMER'S A · /

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red.\$.75
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip Pistachio Nuts, Vendor's Mix	.72
Pistachio Nuts, Sheik, Red	.57
Cashew, Whole	.72
Cashew, Butts	.66
Spanish	.32
Mixed Nuts	.57
Baby Chicks Rainbow Peanuts	.30
Boston Baked Baans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct. Hershey-ets	47
Rain-Bio Gum, 72 ct	.30
210 ct.	.30
Rain-Blo Ball Gum, 100 ct. 300 lb. minimum prepaid on all Rain-Blo Ball Gum.	.32
Adams Gum, all flavors 100 ct	.45
Wrigley's Gum, all flavors, 100 ct Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	.45
Minimum order, 25 Boxes, assorted	
Complete line of Parts, Supplies, Stan Globes, Brackets, Charms, Everyth for the Operator.	ing
One-Third Deposit, Balance C.O.D.	
IMMEDIATE DELIVERY	6
on the New	

<u>Northwestern</u>



.

his capsule endor is truly he most accurate on the market. Handles all size capsules without skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity. Available with

5c, 10c or 25c Mechanisms



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 Ferra Candy Company, Leaf Sunday, April 16, from 10 a.m. Brands, Inc., Peanut Specialty





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.





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



MARCH 6, 1961

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 reatment were Jackson, his wife Ruthe, and his dauthers, Jorja and Xanna.

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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 dauther, 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 dauther, 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.



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

East



Jerry Flatto

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, of Boston Record Distributors,

many in the music industry was the death of

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

Ohio Vendor Association Slates Its First 1961 Meet During NVA Show

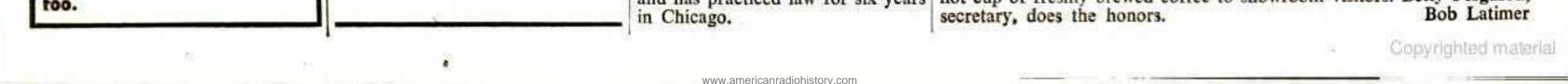
COLUMBUS, Ohio-The Ohio | mined and announced during the Vendors Association will hold its convention. first meeting of the year during the forthcoming NVA convention | Cleveland, will report on the status in Chicago, according to Herman of the Ohio General Assembly tax-Eisenberg, president of the group. ation and the work being done by The time and place will be deter-

Eisenberg, Confection Sales, O.V.A. representatives to obtain an exemption from the inspection fee for Ohio bulk vending operators.



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 Nicka





BILLBOARD MUSIC WEEK

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averaged bi-monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

-						5	
		ABC Bowling Lanes	Hi-Score 6/57\$ 220	4 Register 10/56\$ 100	Big Top (Genc) 11/54 \$ 155	Photomatic (Muto)	
	MUSIC	12/56\$ 220	Jumbo Bowling Alley	Rocket Ship 5/58 155	Bike Race (Munv)	2/54	295
	AMI	ABC Champion 9/57 410	8/57 435 Jupiter Shuffle Alley	Roto Pool 7/58 160 Royal Flush 5/57 120	5/58 495 Bing-O-Reno (Sci)	Pinch Hitter (Wms) 3/59	310
	D-40 (40), 1951\$ 60	ABC Super-Deluxe	9/58 185	2 Sea Belles 9/56 110	3/55 325	Pirate Gun (Un)	VECTORIAN
	D-80 (80), 1951 105 K-40 (40), 1953 95	Bowler 9/57 290 ABC Tournament	League Alley 8/59 725 Lightning 2/55 145	Silver 10/57 155 Sittin' Pretty 11/58 190	Bull's-Eye (Bally 3/55 150	10/56 Playland Rifle Gallery	210
	E-80 (80), 1953 125	6/57 315	Midget Bowling Alley	Sluggin' Champ 4/55 70	Burp Gun (Dale) 5/57 245	(CC) 8/59	445
	E-120 (120), 1953 135 F-40 (40), 1954 150	All-Star Bowler 12/57 115	3/58 150 Niagara 11/58 385	Southern Belle 6/55 60 Straight Flush 12/57 155	Carnival Gun (Un) 10/54 135	Polar Hunt (Un) 4/55 Quarterback (Genc)	180
	F-80 (80), 1954 210	All-Star Deluxe 2/58. 125	Pixie Bowler 7/58 175	Straight Shooter	Champion Baseball	9/55	50
	F-120 (120), 1954 250 G-40 (40), 1955 250	Bally Shuffle 1/59 45 Bally Speed Bowler	Playtime 6/58 635 Regulation 11/55 240	2/59 200 Sunshine 9/58 185	(Genc) 7/55 75 Circus Rifle Gallery	C. Planet, Kernelli, Mark & C. Start, Market and A. S. Santakara, J.	100
	G-80 (80), 1955 275 G-120 (120), 1955 310	11/58 390	Royal Bowling Alley	4 Score-Board 4/56. 75	(Genc) 3/57 260	Rifle Gallery (Genc)	
	G-120-1 (120), 1956 310	Blue Ribbon 4/55 150 Challenger 9/59 805	12/57 415 Select Play 6/56 165	2 Super Circus 9/57 200 4 Sweet Sioux 9/59 365	Coon Hunt (Seeb) 2/54 120	9/55 Rock 'n' Roll (Muto)	85
	G-200 (200), 1956 275 G-200-1 (200), 1956 275	Club Bowler 2/59 475	Shooting Star 4/58 125	2 Toreador 6/56 110	Crane (Wms) 3/56 85	5/58	50
	G-200-2 (200), 1956 275	Congress Bowler 7/55 220	Shuffle Playmate 2/59 60	2 Tournament 8/55 105 Twin Bill 1/55 55	Criss Cross Hockey (CC) 9/58 210	Safari (Wms) 1/55 St. Christopher (Muto)	120
	G-200-3 (200), 1956 275 G-200-4 (200), 1956 275	Deluxe Club Bowler	Simplex 4/59 525	Universe 10/59 235 2 Whirlwind 2/58 200	Crossfire (Wms) 3/57 195	12/58	195
	G-200-5 (200), 1956 275	3/59 520 Gold Medal 4/55 135	Six-Star 11/57 315 Super Bonus 9/55 190	Wishing Well 9/55 60	Genc) 10/56 155	Satellite Tracker (B-L) 12/58	395
	H-200 (200), 1956 445 H-120 (120), 1956 435	Jumbo Bowler 9/55 245	Team Bowling Alley	World Champ 8/57 105	Deco Grandma	Scramball (Keen)	
	H-100 (100), 1956 360	King-Pin Bowler 9/55 235 Lucky Alley 8/58 535	4/57 245 Team-Mate 12/59 720	WILLIAMS Arrow Head 7/57\$ 85	(Deco) 8/54 175 Deluxe Crusader	8/58 Shooting Gallery	, 95
	H-200M (100), 1957 385 I-200 (200), 1957 585	Lucky Shuffle 9/58 380	3-Way 8/59 500	Casino 8/58 135	(Wms) 5/59 360	(Exhibit) 5/54	70
	I-120 (120), 1957 535	Monarch 11/59 490 Pan American 6/59 635	Top Notch 11/55 205 Venus 4/55 125	2 Circus Wagon 10/55 75	Deluxe 4-Bagger (Wms) 5/56 150	Shortstop (Wms) 4/58	215
	I-100 (100), 1957 420 I-200M (200), 1958 445	Speed Bowler 11/58. 335	Zenith 5/59 455	Club House 10/59 185	Deluxe Ranger (Keen) 3/55 170	Sidewalk Engineer (Wms) 4/55	70
	J-200 (200), 1958 660	Star Shuffle 9/58 345 Strike-Bowler 11/57 250	PINBALLS	Crossword 5/59 180 Cue Ball 4/57 60	Deluxe Skill Parade	Sky Raider (Un)	/0
	J-120 (120), 1958 625 J-100M (100), 1958 535	Super Bowler 1/58 120	FINDALLS	2 Fiesta 12/59 295	(Bally) 1/59 90	10/58 Sky Rocket (Genc)	275
	J-200M (200), 1959 535	Trophy 4/58 445 CHICAGO COIN	BALLY	4-Star 7/58 110 4 Fun House 10/56 50	Deluxe Vanguard (Wms) 10/58 285	5/55	60
	J-120 (120), 1959 675 J-100 (100), 1959 575	All Star Team	Ballernia 6/59\$ 560 Balls-A-Poppin	4 Gay Paree 6/57 95	Derby Roll (Un)	Space Age (Genc)	105
	J-200 (200), 1959 650	Bowler 11/55\$ 100	10/56 60	Golden Bells 9/59 200 Gusher 9/58 110	5/55 125 Deuces Wild (Kaye)	3/58 Space Gunner (Bally)	195
	ROCK-OLA	Blinger 8/55 180 Bonus Score 5/55 150	Bally U.S.A. 7/58 120 Beach Beauty	Hi-Hand 6/57 100	10/58 100	Contract And Approximation (Contract Approximate Approxi Approximate Approximate Approx	150
	1436 (120), 1953\$ 85 1438 (120), 1954 190	Bowl Master 7/59 465	11/55 55	Hot Diggity 8/58 110 Jig Saw 12/57 85	Dodge City (Fran) 12/58 100	Special Deluxe Baseball (Wms)	
30	1442 (50), 1955 195	Bowling Team 10/55 140 Bull's-Eye Bowler	Beach Time 9/58 285 Big Show 9/56 70	Kings 8/57 75	Drivemobile (Muto)	1/54	50
	1446 (120), 1955 235 1448 (120), 1958 345	7/55 185	Broadway 12/55 50	2 Naples 9/57 160 Perky 11/56 75	6/54 135 5th Inning (Un) 6/55. 135	Spook Gun (Bally) 9/58	170
	1450 (120), 1957 395	Championship 11/56. 250 Bowling League 7/57 215	Carnival 10/57 100 Carnival-Queen	Peter Pan 4/55 75	Golf Champ (Bally)	Sportland Shooting	2523
	1452 (50), 1956 275 1454 (120), 1957 395	Criss Cross Target	11/58 340	2 Piccadilly 5/58 75 4 Race-the-Clock	8/58 175 Grandma Fortune	Gallery (Exhib) 11/54	85
	1455D (200), 1957 445	1/55 60 Double Feature	Circus 8/57 80 County Fair 11/59 650	4/55 50	5/58 140	Squoits Water Polo	
	14555 (200), 1957 445 1458 (120), 1958 520	12/58 395	Crosswords 1/58 120	Regatta 10/55 50 Reno 10/57 75	Gun Club (Genc) 1/58 300	(Aqua) 5/57 Sportsman (Keen)	360
1	1462 (50), 1958 395	Hollywood 4/55 155 King Bowler	Cypress Gardens 5/58 220	Rocket 11/59 185	Gunsmoke (Bally)	11/54	85
	1465 (200), 1958 550 1468 (120), 1959 635	3/59 695	Double Header 8/58 100	Satellite 6/58 125 Sea Wolf 7/59 175	4/59 220 Heavy Hitter (Bally)	Star Slugger (Un) 4/56	125
	1468 Stereo (120),	Lucky Strike 1/58 330 Miami Shuffle 10/56 40	Fun-Way 9/59 425 Gay Time 6/55 40	2 Shamrock 1/57 100	3/59 285	State Fair (Genc)	124242
	1959 685 1475 (200), 1959 700	Monte Carlo 1/59 75	Gayety 4/55 35	Smoke Signal 9/55 75 Soccer Kick-Off	Hercules (Wms) 3/59 335	7/56 Steam Shovel (CC)	180
11	1475 Stereo (200),	Player's Choice 9/58 545	Key West 12/58 70 Lotta Fun 9/59 385	3/58 125	Hi-Fly (Genc) 4/56 35	5/56	95
	1959 750 SEEBURG	Rebound Shuffle	Miami Beach 9/55 45	Spot Pool 6/59 185 Starfire 3/57 160	Horoscope Fortune Teller (Genc) 9/57. 150	Super Big Top (Genc) 12/55	175
	M100B (100), 1950\$ 200	11/58 60 Red Pin 3/59 435	Miss America 1/58 130 Night Club 3/58 60	Steeple Chase 11/57 110	Hydro Duck (B&W)	Super Home Rrun (CC)	74/4
	M100C (100), 1952 240	Rocket Ball 2/59 185	Parade 6/56 60	Super Score 9/56 90 4 Surf Rider 7/56 90	10/54 130 Jet Fighter (Wms)	3/54 Super Pennant Base-	50
	100W (100), 1953 325 HF100G (100), 1953 335	Rocket Shuffle 2/58 100	Sea Island 2/59 485 Show-Time 4/57 80	3-D 11/58 130	10/54 125	A DATA MARK AND	50
	HF100R (100), 1954 400 V200 (200), 1955 300	Rocket Shuffle Two-	Sun Valley 7/57 150	Three Deuces 8/55 75 Tic-Tac-Toe 1/59 160	Jet Pilot (CC) 5/59 220 Joker Ball (Mid)	Super Slugger (Un) 7/55	55
	100] (100), 1955 500	Player 4/58 135 Score-A-Line 9/55 145	GOTTLIEB Ace High 2/57\$ 80	Tim-Buc-Tu 1/56 90	10/59 200	Super Star Baseball (Wms) 1/54	50
	K200 (200), 1957 430 L100 (100), 1957 545	Shuffle Explorer	Add-A-Line 7/55 70	Top Hat 2/58 135 Turf Champ 8/58 170	Jolly Joker (Wms) 10/55 50	CONTRACTOR AND A DEPOSIT OF A DEPOSITI OF A DEPOSITI OF A DEPOSIT OF A DEPOSITI OF A DE	350
	201 (200), 1958 750	6/58 155 Skee Ball 1/57 95	Annabelle 8/59 230 2 Around the World	Wonderland 5/55 50	Jumbo Ten Pins	Target Roll (Bally) 1/58	145
	161 (160), 1958 730 101 (100), 1958 620	Star Rocket 5/59 295	7/59 300		(Wms) 3/58 75 Jumbo Ten Strike	10 Commandments	145
	220 (100), 1958 770	Tournament Ski Bowl 12/56 130	2 Atlas 5/59 290 Auto Race 9/56 70	ARCADE & NOVELTIES	(Wms) 3/58 100 Jungle Gun (Uu) 7/54 100	(Muto) 12/57 Ten Pins (Wms) -	195
	200S (100), 1959 770 200SR (100), 1959 795	Triple Strike 1/55 125	2 Brite Star 4/58., 205	All-Star Baseball	Jungle Gun (Uu) 7/54 100 Jungle Hunt (Exhib)	12/57	110
	222 (160), 1958 810	TV Bowling League 11/57 290	Classy Bowler 7/56. 80 4 Contest 10/58 315	(Wms) 4/54\$ 60 Aqua Duck (Cons)	7/54 175 Jr. Auto Test (Cap)	Ten Strike (Wms) 12/57	110
5	222DH (160), 1959 775 222DHR (160), 1959 835	Twin Bowler 10/58 400	2 Continental Cave	2/55 155	12/58 150	Test Pilot (Cap)	
	WURLITZER	10/58 400 UNITED	7/57 155 Criss Cross 3/58 155	Auto Photo Model 9, 995 Auto Photo Model 11, 1.845	Kaye Hockey (Kaye) 58 125	12/57 Titan (Wms) 8/59	310 395
	1250 (48), 1950\$ 55	Advance 6/59\$ 625	Derby Day 5/56 65	Auto Test (with sound)	King of Swat (Wms)	3-D Kiddie Theater	Market I
	1400 (48), 1951 70 1500 (104), 1952 85	Atlas Shuffle Alley 9/58 405	2 Double Action 1/59 245 2 Duette 3/55 80	(Cap) 9/58 295 Auto Test (without	5/55 110 Kiss-O-Meter (Exhib)	(Rite) 3/54 3-D Pix (Cap) 2/54	125
	1500A (104), 1953 110	Bonus Bowling Alley	Easy Aces 12/55 65	sound) (Cap) 9/58. 245	12/56 115	3-D Theater (Rite)	
	1600A (48), 1954 130 1700 (104), 1954 215	3/58 510 Bowling Alley 11/56 225	2 Fair Lady 11/56 110 4 Falstaff 11/57 245	Auto Test Turnpike Tournament (Cap)	League Leader (Keen) 4/58	3/54 Treasure Cove	145
	1800 (104), 1955 310 1900 (104), 1956 390	Build-Up 5/56 200	2 Flag-Ship 1/57 145	9/56 1.295	Major League (Wms)	(Exhib) 7/55	130
	2000 (200), 1958 385	Capitol Shuffle Alley 6/55 195	Frontiersman 11/55 65 2 Gladiator 1/56 105	Bally Targets (Bally) 10/59 325	4/54 50 Model 500 Shooting	Twin Hockey (CC) 5/58	175
	2100 (200), 1957 435 2150 (200), 1957 465	Clipper 4/55 150	2 Gondolier 8/58 210	Balloonomat (Cap)	Gallery (Exhib)	Two-Player Basketball	
	2250 (200), 1958 545	Cyclone 10/58 400 Deluxe Bowling Alley	Gypsy Queen 2/55 65 Harbor Lites 3/56 60	12/54 85 Bang-O-Rama (Muto)	3/55 100 Moon-Raider (Bally)	(Genc) 3/54 United Deluxe Base-	133
	2204 (104), 1958 575 2200 (200), 1958 615	7/57 245	Hi Diver 4/59 190	4/57 75	7/59 350	ball (Un) 2/59	360
2	2300-S (200), 1959 790	Deluxe Flash 6/59 515 Deluxe Shooting Star	4 Jubilee 5/55 150 Lightning Ball 12/59 255	Bat-A-Score (Evans) 2/54 75	Motorama (Genc) 10/57 170	Vacuumatic Card Vendor (Exhib)	
	2300 (200), 1959 735 2304 (104), 1959 700	6/58 130	2 Mademoiselle	Batter Up (CC) 4/58. 150	1957 Baseball (Wms)	5/54	110
	2304-S (104), 1959 760	Dual Shuffle 1/59 445 Duplex 11/58 600	11/59 305 4 Μαjestic 4/57 250	Batting Practice (Bally) 8/59 300	4/57 225	Voice-O-Graph (Muto) 2/57	595
	2310 (100), 1959 700	Eagle Shuffle Alley	2 Marathon 110	Big Inning (Bally)	Pan-O-Rama 800 (Cap) 12/58 200	Voice-O-Graph	200
	BOWLERS & SHUFFLES	5/58 365 Flash 6/59 450	2 Picnic 6/58 220 Queen of Diamonds	5/58 210 Big League (Wms)	Peep Barrels (Exhib)	(Muto) 11/54 Wild West (Genc)	-
		4-Way 11/59 555	6/59 225	6/54 35	12/56 75	2/55 Yankee Baseball (Un)	
	BALLY	Handicap 9/56 250	2 Race Time 3/59 250	Big League Baseball	Peppy the Clown	Tankee paseban (on)	



Looking Good

WHITE PLAINS, N. Y.-Reservations are pouring in for the 10th Annual Dinner of the Westchester operators Guild (April 18), accordchairman of this year's event.

branch of the famous Dania and firm. Pollack said that announcements on the emsee and guest stars for the event would be made shortly. Final negotiations are under way now. Entertainment cochairmen are Nate Bensky and Larry Crane.

event is closing up rapidly, according to Pollack, who added that the final closing date is April 8. Reservations for the dinner may be made through Guild headquarters here or through Pollack.

and the second	FOR SALI
1	United Bowl-A-Rama, 20'
15	AMI F-120
5	Rock-Ola 1455
10	Wurlitzer 2300 Stereo
2	Seeburg M-100-A
	Seeburg M-100-B
	Capitol Projector Auto-Test
4.472	Bally Challenger, 14', new
	Bally Derby Guns
	Bally Skill Score
	Bally Skill Derby

W'chester Ops' State Legislatures Introducing Avalanche Annual Dinner Of Bills Bearing on Coin Machine Trade

affecting various branches of the coin machine industry were introduced again this year as State Legislatures throughout the country began to convene shortly after ing to Seymour Pollack, general January 1. Here is a State by State recap from reports prepared by The affair will be held at Tropi- Richard W. Funk, newly named cal Acres, recently opened Yonkers | legislative counsel of the National Automatic Merchandising Associa-Pompano Beach, Fla., restaurant tion, and John Insalata, legislative assistant.

ALASKA-Three bills (H-57, H-59, and H-126) increasing the authority of cities to levy local sales taxes were introduced. The bills, says NAMA, make Alaska an ex-Space in the journal for the cellent example of what will be a national trend if it is not opposed. The tendency is to authorize cities to levy more and different kinds of taxes, and to increase the taxes they now have authority to assess, often using the local sales tax as a precedent. The trend will have long run, serious repercussions on operators who usually can't collect the tax and can't easily absorb new taxes.

> ARKANSAS-A bill calling for a \$5 per machine license fee on all merchandise vending machines that vend articles for "human use or consumption," was introduced. It expressly includes, but is not limited to, machines vending foods, soft drinks, papers, gum, nuts, cigarettes and confections. Active opposition is being directed by Carl F. Keller, NAMA State legislative chairman, Whistle-Vess Bottling Company, Little Rock, Ark.

CONNECTICUT-A number of

penny.

Also introduced were bills dealing with sales tax, increasing cigarette stamps from 41/2 per cent to 6 per cent, regulating coinoperated laundry locations and prohibiting bulk milk machines.

ILLINOIS—Bills for regulation of coin machines and increasing the cigaret tax 1 cent were introduced. House bill 123 would authorize county boards to license, tax, regulate or prohibit certain types of coin-operated games in any place or public resort outside incorporated areas. Senate bill 46 would impose an additional 1-cent-perpack cigaret tax. Two bills introduced last week, (see separate story) S. 137 and S. 138 deal further with licensing and regulation of coin-operated devices.

IOWA-Iowa has long been one of the last hold-out States banning cigaret vending machines. Two bills, one legalizing only locationowned machines, and one repealing entirely the ban on cigaret machines, were introduced.

NAMA opposes both measures, pointing out that the Iowa Supreme Court has under consideration the legality of remote control cigaret machines and that the newly introduced repeal bill is an effort to cloud the issue and get a compromise on the location-owned bill. Although NAMA has long been fighting for approval of cigaret machines in the State, it feels both current measures would be detrimental to operator interests.

CHICAGO - A flood of bills | gum or nuts and those vending at a | referred to finance and public affairs committees. Other bills calling for an increase in tobacco products tax and authorizing counties to levy occupational taxes were introduced.

> OHIO-A bill (S. 216) that would place an annual \$50 per machine tax on juke boxes was referred to the taxation committee. Other bills S. 12 and S. 59, would exempt gum machines and 1-cent and 5-cent machines of all types from the State vending health code. This interpretation has long been sought by the Ohio Vendors Association, bulk vending association in the State. Bills H. 158 and H. 159 would replace cigaret stamping with a reporting system. Other bills would change personal property and sales taxes.

RHODE ISLAND-House bill 1273, imposing both a \$25 license and a \$3 sticker fee on each food and liquid vending machine in the State was introduced February 15, and referred to the judiciary committee.

UTAH-A bill to increase the sales and use tax from 2 per cent to 21/2 per cent (S. 85) and one to increase the sales tax rate from 2 per cent to 4 per cent (H. 179) were introduced.

WYOMING-Passed and signed was a bill (H. 87) to revise the powers of municipal governments, enabling all cities and towns to license, tax and regulate any business. It also grants these municipalities broad powers to levy and collect taxes for general revenue.

MARCH 6, 1961

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bills affecting the coin machine industry were introduced. House bill 3287 would require a \$50 distributor license and a \$20 operator's license, in addition to a \$25 per machine tax on amusement devices, including juke boxes.

House bill 2590 would enact a State health code regulating the operation of food and beverage machines. The provisions governing sanitary requirements generally conform to the recommendations of the U. S. Public Health Service. The bill would require a \$25 operator's license plus 50-cent per machine license fees. Specifically excluded are all machines vending

>\$150

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. 135 395

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..... 125

Dewey 2-9602

KANSAS-A bill (H. 280) introduced February 17 would place an annual \$5 per machine tax on all merchandise or service vending machines accepting coins of 5 cents or more. The license fee for six months or less would be \$3 per michine. Active opposition is being directed by NAMA's State legisla-tive chairman, William L. Robert- Handle Lane P-R directed by NAMA's State legislason, Canteen Company of Topeka. Other bills introduced in the State deal with sales tax, taxing powers of cities, and prohibiting sales of cigarets below cost.

MINNESOTA— Three separate bills to prohibit cigaret vending in the State were introduced. Following hearings last week, bills H. 15 and H. 379 were referred to subcommittee. The hearing on bill S. 279 was continued. No action has been taken to date. Opposition to the measures is being directed by Norman Rose, St. Paul.

NEW JERSEY—Bills imposing dealing with operation of coinoperated laundries, were intro-State cigaret tax, from 5 cents to 6. It is possible that the extra penny tax will expire June 30, 1962, pending approval of a bond issue for State institutions to be voted on this November.

NEVADA — Following recomper pack for packages of 20 or less cigarets to 7 cents for packages with 50 or more cigarets.

NEW MEXICO-Bill S. 141

Under study are bills that would increase the sales and use tax from 2 per cent to 3 per cent (H. 270) and a proposed 1-cent cigaret tax increase.

Pine Associates

WESTBURY, N. Y .- Automatic Concessions Corporation, Long Island, leading designer, creator and manufacturer of coin-operated kiddie rides, named Arthur Pine Associates as its publicity-public relations representatives. Bert Lane, the ride firm's president, said the appointment is effective immediately.

MONY Hosts 80 Ops

Continued from page 54

Washington on the so - called "ASCAP bill." In view of the a State sales and use tax, enacting stepped-up activity in this sphere, stiffer voting requirements for pas- he urged all operators to join the sage of new tax proposals, and MOA and support its continuing fight against ASCAP. Godman also noted that an appeal filed with duced. A penny increase in the the local Appellate Court on the case against the New York City 6 cents, became effective January \$25 juke box tax, has been listed to be heard in April.

> Finally, at the meeting, a proposal was voiced that MONY shelve its annual dinner in November at a big New York hotel, in favor of a weekend outing at the Nevele Country Club in the Catdecided to send out a mailing to the membership seeking an expres-



3 ATLANTIC CITY \$20.00 E	
6 BEACH CLUBS 20.00 E	
9 BIC TIMES 25.00 E	1.
1 BRAZIL 15.00	
2 CARAVAN 20.00 E	
5 DUDE RANCH 20.00 Ea	1.
7 GAIETY 25.00 Ea	
8 GAY TIME 25.00 Ea	
3 HAVANA 20.00 Ea	
3 HI FI 20.00 Ea	
2 ICE FOLLIES 25.00 Ea	
3 MANHATTANS 20.00 Ea	
1 MEXICO 20.00 Ea	
3 MIAMI BEACH 25.00 Ea	
2 NEVADA 20.00 Ea	_
2 PALM BEACH 20.00 Ea	
4 PALM SPRINGS 20.00 Ea	
6 PIXIE 20.00 Ea	
2 SOUTH SEAS 20.00 Ea	
2 STARLET 20.00 Ea 4 SURF CLUB 25.00 Ea	
1 TROPICANA 20.00	•
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Bally Speed Bowler, S.A 235	Seeburg 100C		
Bally Lucky Shuffle, S.A 265	Seeburg 100G		
United Regulation, S.A 99	Seeburg 100R		
United 6 Star, S.A 225	Wurlitzer 2000		
United Atlas, S.A 275	Wurlitzer 2200		
United Eagle, S.A 285	Wurlitzer 2250		
Keeney League Leader, B.B 99	Wurlitzer 23005		
Sandy Moore Jumbo, S.A 99	Rock-Ola 1438		
United Super Slugger, B.B 99	AMI E120		
United Mercury, S.A 89	AMI I 200M		
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SIDELIGHT OF DOLLAR DRAIN Giant Coin Operations Serving U. S. Forces Seen Emergent in Europe

By OMER ANDERSON

FRANKFURT — The U. S. dollar drain promises to create the opportunity for giant coin machine operators serving the U. S. Forces overseas, notably in Europe.

U. S. military officials state that the entire supply — housekeeping — arrangements are under review to reduce dollar expenditures on the local economies, and to reduce dollar expenditures period.

At present the military pursues a haphazard policy with respect to coin machines, which have grown within the military labyrinth like Topsy.

Every officer club handles its own juke box, coin games, and fruit machine operations. This involves turning most of the business over to local businessmen, who are paid in dollars converted into the local currencies.

'Buying Foreign'

Under this procedure, the military forces are "buying foreign," inasmuch as the local entrepreneurs collect in local currency.

Although American equipment is used almost in toto, this equipment filters down to the military through local channels, who, as a rule, collect in the local currency.

Heretofore, this practice of cutting the local

man in on as much of the military trade as was possible has been official military policy. It was considered a form of U. S. foreign aid, a relatively painless method of helping bolster local economies. It was done on the theory, as with U. S. aid generally, that Europe was still suffering from the war and needed help from the strong and prosperous U. S.

Overnight, however, the military has awakened to find the shoe on the other foot. Consequently, the military is now in the throes of revising its procurement policies and procedures to conform to Washington's new "buy American" credo.

Opportunity

In the opinion of military housekeeping officers, this spells gold-plated opportunity, in the case of coin machines, for U. S.-based distributors and operators.

Some experts predict that the military's coin machines eventually will be provided—and maintained—by contract with a few American companies. These companies would undertake to supply machines and incidental equipment from the U. S. and to base virtually all of their operations in the U. S.

But the military's "think-big" logistical officers are talking in even more grandiose coin machine terms. They are scanning the spectrum of coin (Continued on page 66)





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I	Un.	13'	Duplex Duplex	B.A.		 •••		595
l	Un.	16'	Playtim	e B.	۱.	 •••		550
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Best Way to Interest Supermarts? 'Talk Big Money,' Dallas Op Advises

DALLAS-Dudley M. Reese, local bulk vending operator, claims the best way to land big Reese tries to place machines on the exit side of the store, by the door. The theory is that while the mother has been shopping, the children have been over looking at the machines, waiting for her. When she is ready to leave with her purchases, usually with change which she has not yet put away, the children have decided to try the machines.

These Bowlers Reconditioned Like New. Have Been Used Very Little. All Equipment Subject Prior Sale.



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	Seeburg Distributors
	ast Erie Blvd. 3, N. Y., U. S. A.

supermarket chains is to talk big money.

To illustrate, he told of unsuccessful operators who had tried to land chains stores.

"They all approached the executives of the chain with a small money proposition, Reese said. They told him how much his chain would make on each year per machine, and, of course, the executives were not interested. Their talk of profit per machine just didn't seem like enough to make it worth the bother."

Total Profit

Reese is a firm believer in giving the executives the over-all picture. He considers the profit from all the machines in all of the stores in the chain.

"I went to these same executives," he said, "and asked them whether they would be interested in \$5,000 or so a year extra for their chains. Naturally they were interested."

To prove that his system works, he has the franchise in all Wyatt supermarkets in Dallas, Fort Worth and surrounding territory, as well as in all Safeway stores in Arkansas. He also has another route, mostly in independent stores, though there are also some supermarkets here, through Louisiana and Mississippi, plus a few machines in Tennessee.

In all, Reese has something over 900 machines. He believes that between 900 and 1,000 is an ideal number, a number which allows the operator to look after them as they should be and at the same time allows him to make a good living.

Reese also has other angles. One method is to show either a good picture of the machine or the machine itself to the location owner. As the owner looks at the picture or at the machine, Reese impresses him with the power the charm machine has as a drawing card for children, then suggests that he let him leave it for a trail.

"About 50 per cent of the location owners will let me leave it without even any question concerning commission," he said.

His locations contain the 1-cent, 5-cent and 10-cent charm machines. When servicing the 1cent machine, he carries filled heads on his trips, trips which he makes every six weeks. On these trips he changes the looks of the machine—at least he changes the looks of those he intends to leave in their locations. The ones which have been there for six weeks and which haven't been emptied, he removes, on the theory that the kids Reese offers a word of caution: When the doors are of the electronic eye variety, place the machines so that there is no danger of the children being hit by the doors as they swing open. Heading this advice, he says, might avoid a costly lawsuit.

Change Handy

Reese offers another tip, this in regard to the location owner. He says that almost all stores appreciate being paid their commissions in rolled coins. When servicing his route, he enters a location with rolls of pennies or whatever denomination coins the commission might call for. These coin rolls, of course, furnish the location owner with much needed change. In the rare event of their being overloaded with change, he is also prepared to pay in bills.

Another observation of the veteran operator is that supermarket executives are sticklers for the clean, neat appearance of machines in their stores. On his service trips, Reese carries a Windex spray bottle to touch up the machines. He also advises getting in good with the porters at the locations. "They will keep the machines dusted for you between trips," he explains.

He discounts vandalism as a minor worry. In five years of operation he has only lost, he estimates, four or five machines. These losses were caused by theft and by fire.

Operating System

His method of operation on the supermarket service calls is to check each machine's take. He then makes out a ticket for the commission, leaving one with the manager of the market and keeping one himself. At the end of each six weeks, he sends in to the home office of the chain a check for the commission together with the corresponding ticket which he has left with the manager and which the manager has also sent in.

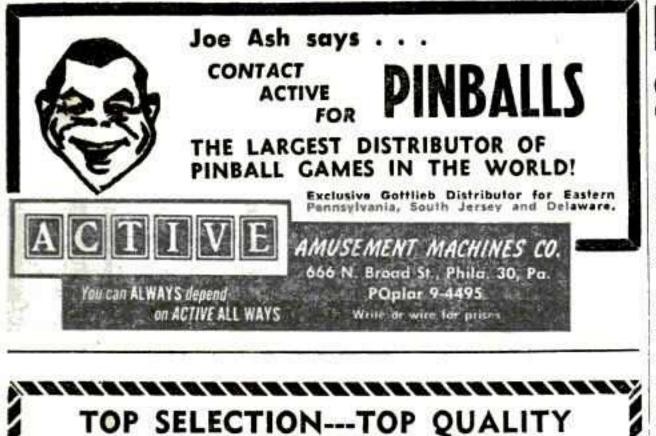
As seems to be the rule with most successful operators, Reese believes in the personal touch when dealing with location owners. He says that in almost all his locations through a big part of North Texas, Louisiana, Arkansas, Mississippi and a part of Tennessee, he knows the owners personally, knows them by their first names and even

B	************************************	BAL	LS	
9 Four B	agger		\$1	Each 50.00
6 Deluxe	1		_	_
2 Short	Stops .		1	95.00
3 Pinch	Hitters		2	95.00
	_	enco		
2 Hi-Fly				
4 Champi	on Ba	seballs	•••	75.00
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64

MARCH 6, 1961



in WORLD WIDE TOP VALUES! PHONOGRAPHS ---------\$775

JEEBOKO 120 JK	A 14/8-120	Jierco	3113
SEEBURG 201 SH	1468-120	Stereo	675
SEEBURG 161 5 675 ROCK-OLA			
SEEBURG KD-200 425 ROCK-OL	1475-200		675
SEEBURG HF-100JL 445 ROCK-OLA			
SEEBURG HF-100G			
SEEBURG V200 245 ROCK-OL	1448-120		345
SEEBURG M-1COC 225 ROCK-OL			
A.M.I. H-120		The second second second second second	the state of the s
A.M.I. 6-120 295 A.M.I. E			
A.M.I. F-120 250 A.M.I. D			
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BALL BOWLERS

							15 =	*		
Chicoin	16'	CLI	ISSIC	 295	Bally	14'	CHAMPIO	N	225	

SPRING TRAINING SPECIAL! **BALLY HEAVY HITTER BASEBALL, \$225**

Bills to Regulate, License Games Sent to III. Judiciary Committee

MUSIC SPECIALS!

Reconditioned—Refinished—Guaranteed !

ATLAS . . . NOW DISTRIBUTORS

CHICAGO-A pair of bills deal- chanical bowling or shuffleboard ing with licensing and regulation of games. coin-operated devices in Illinois, introduced by Sen. Robert McClory (R., Lake Bluff), have been assigned to the judiciary committee.

Basically, the bills prohibit coin machines used for gambling purposes, but exclude amusement-dean "immediate and unrecorded depends in part upon "the skill of the player and returns to the player no coin, tokens, merchandise, credit 1953. or recorded right of replay."

The bill specifies that "any imreplay shall "not represent a valuable thing," and be "presumed to be without value within the meaning of this act."

Also called for is an annual privilege tax of \$50 for amusement- S.138) are available to readers, type pinball games, \$10 for electric- from the Billboard Music Week, on ray gun games, and \$25 for me- request.

A. M. I. 45-33

AUTOMIX KIT

for Models K-J-I-H-G Allows intermixing of 33 and 45 rpm

records in any order! Simple to install in 20 minutes....

The bills provide for confiscation of any machine found to be a gambling device and specifies fines and imprisonment for operation thereof.

The licensing bill, S.138, is introduced as an amendment to Secvices which reward the player with tion 1 of "an act to provide for the taxation and licensing of certain right to replay," where the device coin-operated amusement devices and to prescribe penalties for the violation thereof," approved July 7,

Copies

The regulatory bill, S.137, is an mediate and unrecorded right of amendment to Sections 1 and 2 of "an act to prohibit the use of clock, tape, slot or other machines or devices for gambling purposes,' approved June 21, 1895.

Copies of both bills (S.137 and

\$**595**

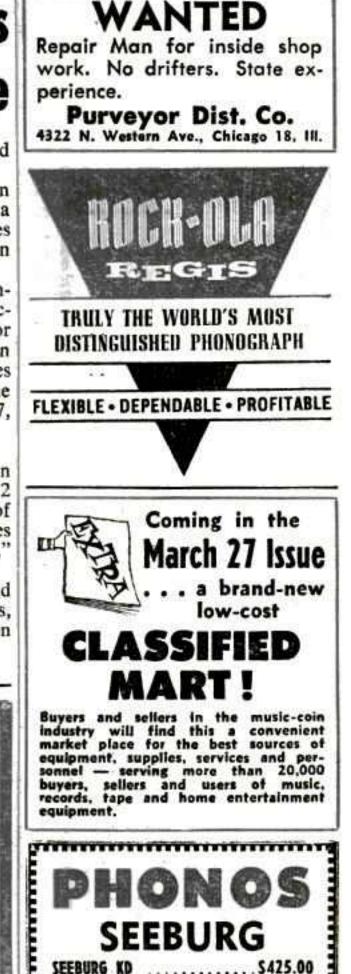
\$695 EA.

WURLITZER

SEEBURG 201

SEEBURG 161

2300-S



SEEBURG V 200 225.00

SEEBURG G 345.00

SEEBURG C 245.00

195.00

SEEBURG B





Pennsylvania Pin Locations Socked By DA Raid in Montgomery County

PHILADELPHIA - The latest | gather evidence. He said his men battle between the multiple-coin machine and the State of Pennsylvania came about Wednesday (22) when the district attorney's office in neighboring Montgomery County raided 20 locations and made five arrests.

Not all machines seized were strictly multiple coins. Some were of the "spinner" variety, while others were in-line games.

District Attorney Harold W. Spencer said the raiding party was made up of 23 State policemen, five county detectives and 10 local policemen. They made all their hits within 45 minutes.

The DA said the raids climaxed four months of coin machine-playing by his men in an effort to



told him although the games were marked "for amusement only," they would get a cash pay-off for winning.

Those location owners arrested were held in \$500 bail on gambling charges. Operators of the machines made bail for many of the location men.

The Eastern Pennsylvania Amusement Machine Association said it would not take any action in the matter as a group, but Sid DeAngelis, the manager of the operators' unit, said he expected to represent some of those arrested as individuals.

An interesting sidelight to the story is the fact that DeAngelis took over the amusement machine job just a few months ago, after serving a four-year term as an assistant district attorney in Montgomery County.

It was Chief of County Detectives Charles G. Moody who said the machines seized came under the category of "multiple-coin machines," which have been outlawed in Pennsylvania by the State Supreme Court. However, law enforcement officers many times are not quite sure just what constitutes a "multiple-coin machine."

Earlier in the month a bill was introduced in the State Legislature legalizing coin-machine games now labeled "gambling devices." It would permit them under heavy licensing fees.

A newcomer to the county detectives staff, Charles McNamara, was the one who collected most of the evidence. He estimated he poured \$500 into the machines in four months.

National Shuffleboard Moves To Plant Site in Orange, N.

tional Shuffleboard Company last week announced the transfer of its

manufacturing, servicing, sales and showroom facilities to a new modern plant at East Orange. The firm was formerly located at Orange, a site held by the firm 14 years.

Paul Kotler, president, hailed the move as an indication of expanding market conditions and a necessary step toward better servicing of the firm's coast-to-coast network of operators and distributors.

The new plant features a larger showroom, with all current models on display and room for new models now in the design stage. Centrally located in the hub of the metropolitan area, it is minutes away from principal highway thoroughfares and rail and air terminals.

Kotler also announced that National has ready for delivery a full



Twin Cities operators is largely responsible for the apparent defeat of two bills before the Minnesota Legislature which would outlaw vending machines in public places. Sponsors of the bills said that they were trying to curtail the sale of cigarets to minors, but if enacted in their present forms, the bills would have been a severe blow to Minnesota operators. The two bills were brought befor the Commerce, Manufacturing and Retail Trade Committee of the House of Representatives, which held a hearing on them. At the hearings, operators vigorously expressed their opposition to the prorosed bills. As a result, they have been "thrown back" into committee and it is not expected that the bills will come to the floor of the House for a vote at this legislative session. store operators only every two months or so, prefers to vend charms and rings over food items, of course, and has now settled on at least one ball gum vender, and as many as three or four charm and capsule venders in each spot. He uses many elderly machines, including old Victors, Acorns, Northwestern and Topper equipment. picked up here and there, as well as 36 new Acorn venders. A happy circumstance which pleasantly surprised Ruiz was the fact that his hardware store operators throughout the huge reservations in both States are generally handy with tools and provided with keys to the venders, will usually keep them in perfect mechanical shape.

EAST ORANGE, N. J. - Na- line of pool tables as well as the Gold Nugget, Billiard and Satellite shuffleboards and accessories.

FOR SALE Music, Pin Ball and Bowling Games Route. Good territory to expand. **BOX D-168** c/o The Billboard, Cincinnati 22, Ohio

GIVE TO DAVID RUNYON CANCER FUND



65

Bally	Skill	Derby (fs)	245
Auto	Bell	Circus Play Ball	95
Auto	Bell	Circus Wagon Wheel	95
		Galloping Dominoes	115
Auto	Bell	Mermaid	125
Auto	Bell	Horoscopes (Fl. samp.)	95
Auto	Bell	Deluxe HialeahCall or	write
		ker Ball	

Bally Skill Score (new) 145

MUSIC

Rock-Ola	1432	(45	rpm)			\$ 75
Rock-Ola	1485,	200	sel.	(new)		765
Wurlitzer	2000,	200) sel.	1.000		325
Wurlitzer	2200,	200) sel.			425
AMI C-40	(45	(mqr				65
Seeburg 1	1-200	(conv	. to 1	VL with		0-58
speed	read p	rogra	m ho	lder)	1	225

BOWLERS & ARCADES

Bally Lucky Alley, 11' & 14' \$345
Bally Trophy Bowler, 14' 315
Bally Champion Bowler, 14' 295
Bally Strike Bowler, 14' 175
Bally Champion Shuffle Bowler, 81/2' 75
Bally Jet Shuffle Bowler, 81/2' 65
Bally Deluxe Club Bowler, 81/2' 395
Bally Official Jumbo Bowler, 81/2" 465
Bally ABC Bowler, 81/2' 175
Bally Big Inning (Baseball) 195
Bally Ball Park (Baseball) 295
Baly Golf Champ 95
United Royal Bowling Alley, 13'
with conversion 225
Keeney True Score Bowler, 14' 125
Bally Twin Pony (floor sample) 425





from the new low-cost CLASSIFIED MART! coming in the MARCH 27 ISSUE

TRAIL BLAZERS **Rings Still Draw** Indians' Attention

GALLUP, N. M .- Navajo and Apache Indians are ideal customers for bulk vending routes, particularly where rings are concerned, according to Diego Ruiz, bulk operator here.

Ruiz is a hardware salesman, whose territory includes the giant Indian reservation of Southern New Mexico and Northern Arizona. He bought his first bulk venders five years ago, when he noticed that the cantinas and hardware stores of the reservations had no such facilities for their customers, most of whom live on government grants and usually have a handful of change available. Experimenting, Ruiz bought a dozen ball gum machines, put them out at stores along his route (with no commission arrangement whatsoever, incidentally), and was encouraged to expand. Now, he is still vending ball gum, but charms, rings, and other jewelry items have proved far more profitable.

Best sellers have been elaborate costume rings, vended at 10 cents, through a variety of machines, both in capsules, and in tiny plastic bags. Ruiz expected that Indian children on the reservations would be his best ring customers, but, after observing several locations, he thinks that it is the adults who are buying most of them. Indians traditionally exchange gifts with each other at every meeting, and thus, it isn't unusual to see a pair of Navajo women, meeting on the street, solemnly exchanging rings in the same way palefaces shake hands.

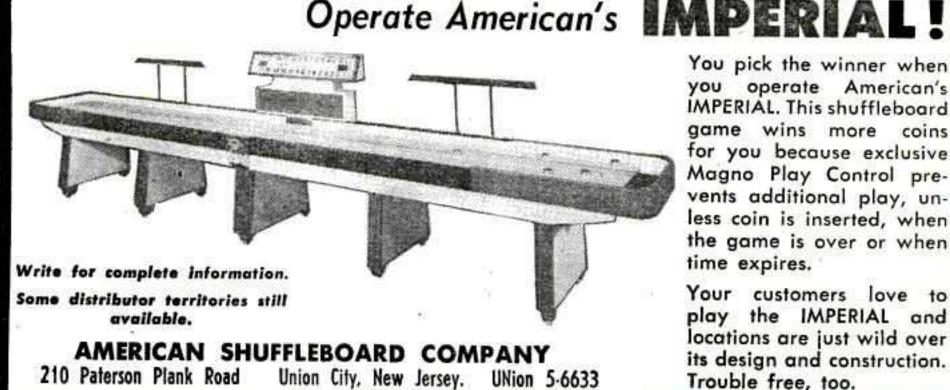
Ruiz, who visits some of his hardware merchants and general

ADVERTISING IN

BUSINESSPAPERS

MEANS BUSINESS

Pick the Winner!



You pick the winner when you operate American's IMPERIAL. This shuffleboard game wins more coins for you because exclusive Magno Play Control prevents additional play, unless coin is inserted, when the game is over or when time expires.

Your customers love to play the IMPERIAL and locations are just wild over its design and construction. Trouble free, 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:

 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 seems 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 Amder 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.



Helen Dugan

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

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. Bob Sudyk.



MARCH 6, 1961

	Mational Coin Rejector	or in each chute
UCKY HOROSCOPE	Two Coin Returns	
11	✓ Easy to Load—Holds	approx. 1,000 tickets
La.	Size: 18" x 8" x 6"	Wgt.: 20 lbs.
8 8	MID-STATE CO.	2371 Milwaukee Avenue
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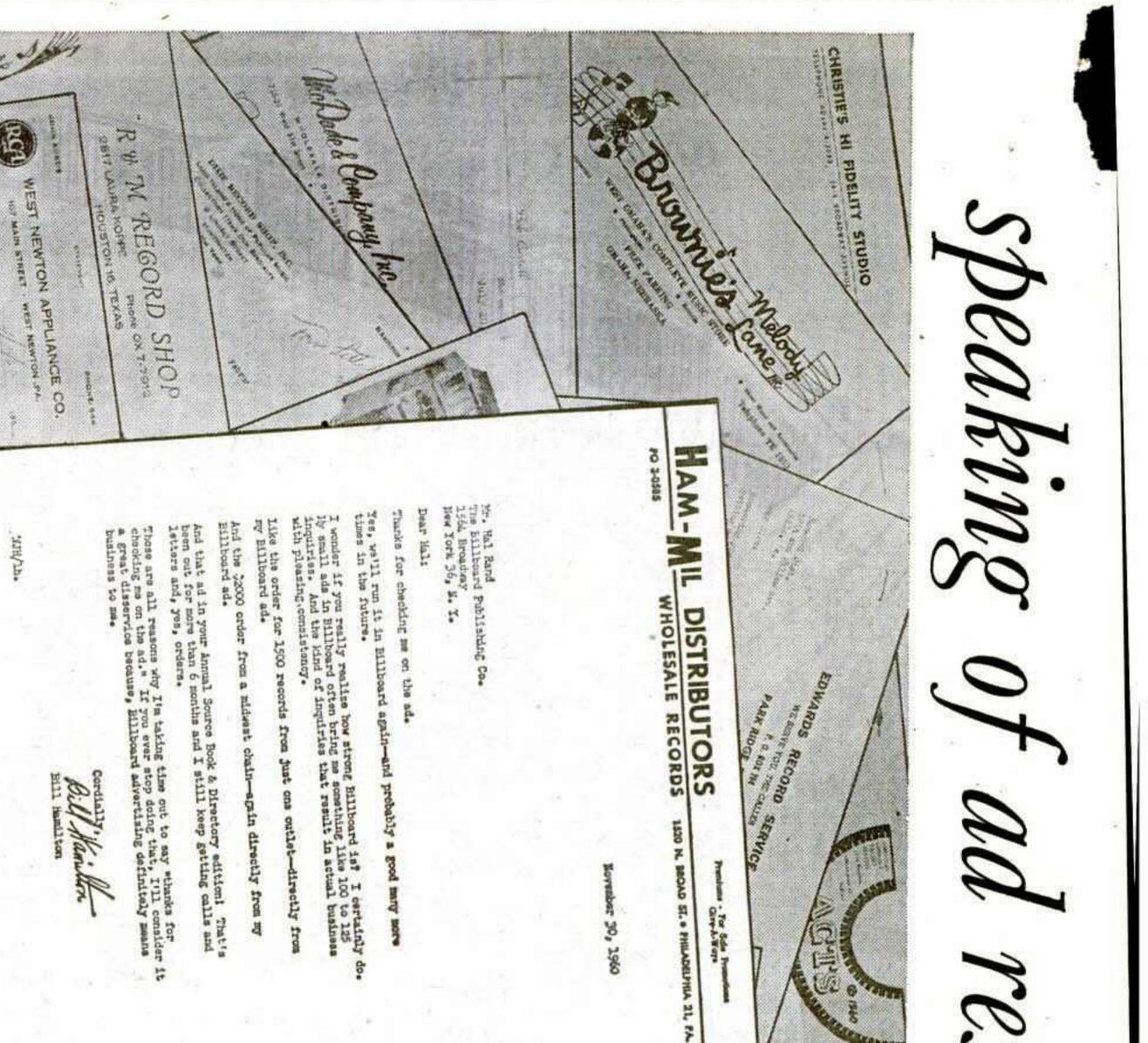
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Hall Sector Appliance Co.

Wast No.

BILLBOARD MUSIC WEEK

67

esults see what this small-space advertiser has to say about his Billboard advertising

Ham-Mil Distributors' 1960 Some inferesting facts about advertising in Billboard:

REPLIES

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Lovenber 30, 1960

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001540

REAL CONTRACTOR

Berry Maria

121

various types. appliance stores . . . 28 radio-ty 31 states . business establishments of stations . . . 18 distributors retail record shops . . . 16 or wholesalers . . . other inquiries or orders from 47 countries. They included came from 106 cities . . . in 31 states . . . and 7 foreign

ORDERS

8

a New England account. whopping 77,000 records from records . . . another for a of merchandise from a midwest chain . . . another for 1500 included one for \$2000 worth

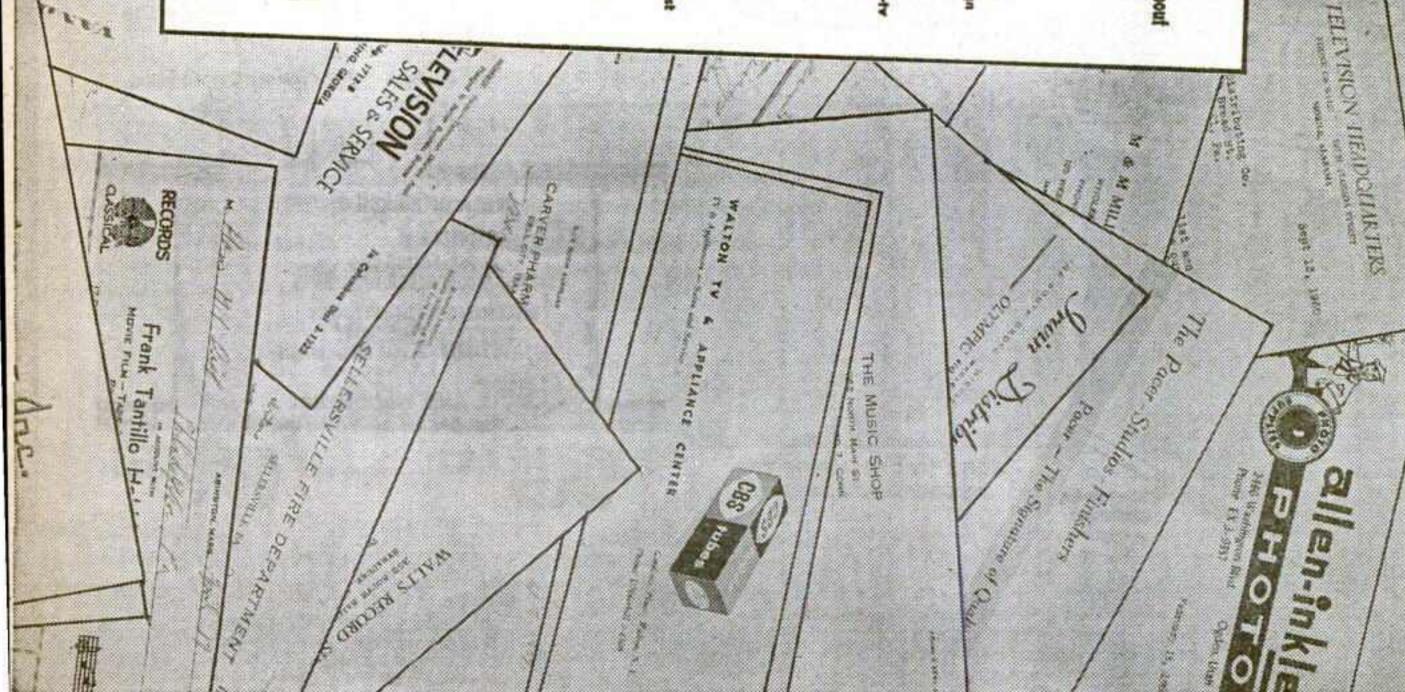
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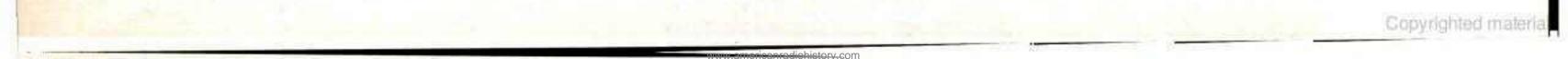
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of Ham-Mil's 1960 Billboard advertising, less than \$500.

BILLBOARD

Chicago Kow York * Washington * Cincinnati Chicago * St. Louis * Hellywood Great Barrington





FIVE CARLOADS! INDUSTRY'S SINGLE BIGGEST PHONOGRAPH ORDER IN A DECADE!

AC OF NEW ORLEANS PURCHASES 225 SEEBURG ARTIST OF THE WEEK PHONOGRAPHS FROM WOLFE DISTRIBUTING CO.

A CONTRACTOR OF A CONTRACTOR OF A CONTRACT

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.

"Tac" himself, one of the South's best-known and

most successful independent operators, location-tested Seeburg's exclusive Artist of the Week, and he found it the most productive musicmerchandising 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.



