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Facts Every Dealer Should Know About Today's Phonograph

PHONOGRAPH DIRECTORY SECTION

begins on page 5

October 2, 1961

BILLBOARD MUSIC WEEK

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

B'cast Assns. Would Give Local Talent the Hook

WASHINGTON—The debut of musical and dramatic talent in this era belongs in the recording studio, the night club or elsewhere in big cities, under guidance of talent expert, not in the local radio station. So said two large Illinois and Florida broadcasting associations last week. They asked the Federal Communications Commission not to put them back 30 years into the entertainment era when the local station was the tryout spot for amateurs.

Cause of the broadcasters' anguish is a question on the proposed new programming section of the licensee application forms. The FCC asks what steps are being taken to encourage local musical and dramatic talent in community programming. Broadcasters say local "adolescent extroverts" are always ready to perform, and would drive listeners away from better programming, incidentally downgrading the station.

Broadcasters reproachfully hope that the Commission is not in-

timating that stations "have an obligation" to tutor potential local musical and dramatic talent. The Storer Broadcasting Company questions the FCC's authority to require a licensee to encourage local talent and use it on programming. Storer says the program-form question implies a lack of public interest on the part of the licensee who fails to air local talent, whereas true service to the public would be to provide the best possible programming.

The whole controversy over the proposed program reporting forms and logging requirements will be threshed out in an unusual FCC-industry conference to be held this Friday (6). At the suggestion of LeRoy Collins, president of the National Association of Broadcasters, 16 prominent broadcasters will discuss the "intolerable burden" the forms would impose, and suggest new simplified forms based on an NAB-sponsored series of logging tests made under the new requirements.

UPWARD

Various Contacts Make Promo Execs

By BOP ROLONIZ

NEW YORK — The promotion man, who moved into new prominence when payola ebbed last year, is moving up into the executive class. A surprising number of former promotion men have moved into high echelon jobs as sales and promotion heads of indie labels, and some have started their own distributorships.

Part of the reason for the increasing importance of former promotion men in sales position is the weight being given to promotion of disks along with the sales push. As manufacturers have generally tightened up their unsolicited shipments on new releases, and held back from leading distributors and dealers in the free-swinging manner of a few years ago, they have come to depend more on promotion men getting the air play necessary to start the orders rolling. Many manufacturers now figure their promotion budget on a single record at the same time as they cut the disk.

Upped to Exec

Some of the men with backgrounds in promotion who have moved up to jobs such as sales and promotion managers are: Steve Topley, new national sales and promotion manager for Infinity; Max Cooperstein, Chess national sales

manager; Bud Dollinger, sales manager for Cadence; Bob Skaff, the head of sales promotion for Liberty; Phil Skaff, sales chief at Kapp; Bud Katzell, sales chief at Roulette; Barney Ales, sales head for Tamla and Motown; Bob DeMein, sales head at Skyline; and Herb Gordon, new field promotion man at Chess.

On the distributor level, former

(Continued on page 3)

GROWING RECORD INTEREST IN AD PREMIUMS SHOWN AT N. Y. EXHIBIT

Columbia, RCA Victor, Capitol, Decca, Seeco, Tops Display Special Projects

By REN GREVATT

NEW YORK—One of the most enthusiastically regarded avenues for disk sales, particularly by those companies which have already taken the plunge, is the field of premium advertising. The fact was brought into sharp relief last week

with the participation of no less than seven recording firms in the annual New York Premium Show, sponsored by the Premium Advertising Association of America at the Coliseum here.

Only recently, a campaign offering a container of Jiffy-Sew with Jack Paar's first album for \$1.49 met with a resounding success. The sales of the combination package were reported to be several million within the limited selling period. Following this, the same packaging firm, General Harmonics Corporation, launched a similar drive on behalf of a package combining a tube of Brylcreem with a specially recorded Connie Francis album, for a similar price.

The growing interest in the use of disks as premiums was highlighted last week with the presence at the Premium Show of Columbia, RCA Victor, Capitol, Decca, Seeco, Tops and Audio Prod-

ucts Associates, a firm specializing in the manufacture of thin, foldable and bendable vinyl plastic disks.

In a related field, a number of manufacturers of phonograph, tape recorder and radio equipment were also on hand, among them the leading Japanese equipment importers. The latter included Fujiya, Matsushita and Sony, while among the American firms present were General Electric, Philco, and DuMont-Emerson. A German firm, Grundig Majestic, was also an exhibitor.

The diskeries present were universally optimistic about the business, despite its still relatively undeveloped state. Principal pitch today is the use of disks as a self-liquidating gimmick (send 50 cents and a box top) and as a give-away traffic builder in retail establishments.

(Continued on page 3)

COL. DISTRIB CHIEF SHOPS ALEXANDER'S

NEW YORK — Paul Southard, chief of Columbia Records Distributors here, has taken issue with statements by Irving Rosner, record buyer for Alexander's, quoted last week (BMW, September 25). In a statement, Rosner noted that contrary to some other stores, which allegedly advertise a product at a slashed price and then don't have copies available when a customer asks for them, the Alexander stores "have three or four browser bins full of any special of the day."

Remarking on this, Southard stated, "I received quite a few calls from potential customers who said they went to Alexander's to buy the advertised specials and then were told they were sold out. I finally got some of my salesmen together and we all went out and shopped Alexander's and found this to be true. "It would seem that even in the 50 States there are insufficient records at the prices to run a legitimate sale."

Pye-to-Dealer Distrib Program Puts 1st Reprise Disk on Chart

NEW YORK — Pye Records has landed its first Reprise record on the British best selling singles charts within a week of its release. Pye only a month ago wrapped up British distribution rights for the Frank Sinatra operated label, and this week, Sinatra's "Granada," first Reprise disk to be issued under the Pye aegis, hit the 14 slot in the New Musical Express charts.

Louie Benjamin, one of the two

top Pye disk executives, who is now in New York, declared, "And it was done through our own direct-to-dealer distribution plan." Pye operates a series of its own warehouses and depots at strategic points throughout Britain, each of which is staffed with salesmen who call on dealers in completely stocked vans. "or what you would call trucks in this country," Benjamin noted.

Reprise a First

Benjamin said that Reprise is the first label handled by Pye to get distribution completely on a direct basis. "We have done it to a large extent, however, with others too. At the time we acquired Palette, most of the indie distributors (those not controlled by the two major British disk behemoths) felt they could not take on a new line at that time. The result is that over 75 per cent of Palette distribution is also being handled satisfactorily through our own depot set-up.

"In the case of our low-price Golden Guinea line, which, as you know, is Dave Miller's Stereo Fidelity product, it's 100 per cent direct with the exception of one provincial indie distributor. The system has worked out very well for us, and business has steadily increased to the point where we have had to add new depots and

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Hot 100				

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Number of Indie Dealers Dropping Singles on Rise

Variety of Reasons Cited Include Price, Excess Product & Regional Fluctuations

NEW YORK — What's wrong with the singles business? Lights have burned far into the night in many diskery offices as execs have tried to figure it all out. But the stark facts of the matter may be deceptively simple, to wit, more and more old line record stores are giving up singles, despite the increase in the number of outlets through racks, department stores, etc.

Calls made on behalf of Billboard Music Week's research department to stores in many cities, checking on the state of the business, revealed that a number of dealers have recently thrown in the towel on singles for a variety of reasons.

One objection stressed by dealers is the simple fact that there are too many singles today. Yet the paradox is, according to these sources, that "unless you stock the titles in depth—like at least 50 or more—the single buyers won't patronize your store. They like to browse through a flock of them."

Highly Perishable
The perishable nature of the product is often mentioned as another hang-up in handling singles. It has been noted that singles today have developed a tendency toward regionality (BMW, September 23). This means that what's selling in Detroit may be virtually unknown in other major markets.

Sound Albums From Columbia

NEW YORK — Columbia Records is quietly starting a sound "line" as part of its regular pop album releases. So far four sets have been issued, with a special vari-view cutout in plastic insert that moves when you look at it) on the cover. The albums are "African Percussion" with Olatunji; "Voices in Motion" conducted by Si Ruddy; "Rhythms in Motion" with Johnny Williams Orchestra; and "Stage Left-Stage Right" with Jack Plich and his orchestra.

Unlike Victor, which issued its Stereophonic sound line separately from its regular releases, and in a special de luxe package, Columbia is releasing its sound sets with its regular album output. The four Columbia sound sets are also released in monaural. Columbia is considering issuing future sound packages in a special series, but no decision has yet been made.

It has been brought out that the pattern of hitdom often takes on a sort of leap-frog character, in that the hit status jumps from one city to another across the land.

Yet, when a disk becomes a hit in one city it may have already passed its high point in another area. Thus, in some cases—particularly with so many new records constantly vying for the top spot—a disk may remain in hit status only for a week or 10 days in a given market.

"With this kind of situation, and having to keep your eye on dozens and dozens of records on as many labels, you have a terrible time having the right staff in stock."
(Continued on page 21)

N. Y. Dealers Counter Discounters; New Caslons, Orlons, Velvets Hot

NEW YORK—The singles business in the New York area was only so-so last week, with many dealers still complaining about price cutting on singles by discount houses.

However, some dealers claimed that the practice was booming again on the discounters. As they see it, when a buyer finds out he can't get the exact record he wants at the cut-price, he doesn't go back.

In line with this, one retailer—who sells at list price—said he is in the neighborhood with Woolworth and an Alexander chain store, but that he is successfully bucking them because he carries a complete stock and always has a record when the kids want it.

Another dealer said the best way he has found to compete with price cutting on albums is to stock up on the entire LP catalog of the big companies. In order to do this he buys annually, but spreads it out, and has a truck go out and pick up merchandise every day.

Hot Rock
Rock and roll groups showed up strongly among the newer singles released reported as hot last week by dealers here according to a BMW survey. Action was reported on the following: "Anniversary of Love" by the Caslons on Secor; "It'll Be True" by the Orlons on Cameo; "The Closer You Are" by the Magnificent Four on Whalar; "For Sentimental Reasons" by the Clefones on Gee; "I Really Love You" by the Stereos on Club; "Look in My Eyes" by the Chantels on Carlton; "Laugh" by the Velvets on Monument, and "Song of the

RSI Supplying 812 Air Stations With 6 Services

NEW YORK — Record Source, Inc. (RSI), now has 812 stations buying one or more services from the firm. About 95 per cent of the industry is supplying product to co-operate with RSI. The firm services stations with top new releases, both singles and LP's each week, as selected by the Record Review Panel of Billboard Music Week.

There are six services in all. These include three different single services, one drawn from the "Hot 100," "Easy Listening" and Country and Western. These are weekly services. There are three monthly album services, covering pop, classical and jazz. RSI also provides three album catalog services, namely Easy Listening-Instrumental, Classical, and Children's. The album services, with the exception of children's—are available in monaural and stereo.

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Nairobi Trio by the Fortune Tellers on Music Makers

The Chantels, the Stereos, and the Clefones were also strong nationally on BMW's "Hot 100" this week. The Chantels moved up from No. 30 to 23; the Stereos jumped from 85 to 56; the Clefones were No. 60. In addition, the Caslons made 116 and the Velvets were No. 118 on the " Bubbling" chart.

The biggest seller by a solo artist among the new releases here was
(Continued on page 21)

BIO FLICKS

Hollyw'd Going Down Memory Lane With Many Vocal Artists

NEW YORK—Nostalgia and a flick of oldies will be spotlighted by Hollywood during the coming months, and several musical movie biographies on the shooting schedule.

The lineup includes bio-films on the lives of Edith Piaf, Maurice Chevalier, the late Mario Lanza, and Belle Baker.

Warner Bros. will produce the Piaf story, with Leslie Caron playing the "Little Sparrow." Elvis Presley is scheduled for the title role in MGM's "The Hank Williams Story." Chevalier will play himself in his life story, with two other actors portraying him as a young man and a boy. Shirley MacLaine may play Mistinguette

E. B. Marks Returns to Musical B'way With 'Kicks & Co.' Score

NEW YORK—Edward B. Marks Music Corporation is moving strongly back into the show field. Herbert Marks, president of the firm, announced the acquisition of the score of the upcoming Broadway musical, "Kicks & Co." by Oscar Brown Jr., starring Burgess Meredith. Marks is also publishing the score of "The Connections" and is negotiating for the score of another off-Broadway property, Marks' renewed activity in the show field is going forward under the direction of Arnold Shaw, general professional manager.

Edward B. Marks Music Corporation, now 67 years old, has handled noted show scores during its history; for the firm's founder, Edward B., was active on the theatrical scene. One of his early acquisitions was the score to the Rodgers-Hart "Garrick Gaieties" and works of Lehár, Emmerich Kalman, Robert Stolz, etc.

"Kicks & Co." is scheduled for a Chicago opening October 7 at the new Arco Crown Theater, where it will stay six weeks; then to New York. The show, capitalized at \$400,000, is produced by Dr. Burt D'Langoff and Robert Barron Neumann, writers of "Cindy, Oh Cindy," published several years ago by Marks. Neumann, the husband of Lorraine Hansberry, author of "Rain in the Sun," collaborated on the book of "Kicks." Brown is also a performer who has a Columbia album—"So So So"—on the market, and has won critical kudos for his witty appearances.

D. C. Jazz Fest Has the Whole World in Hand

WASHINGTON—A new wrinkle in jazz festivals is being planned for next spring in Washington, "The First International Jazz Festival." The planned series of concerts will explore the "entire spectrum of jazz music," will run several days and will include performances by jazz greats. The jubilee is being sponsored by the President's Music Committee under chairmanship of Mrs. Janet Shaw.

In addition, a jazz ballet and dance, a children's concert and a chamber music concert are planned. Compositions by leading jazz composers commissioned by Broadcast Music, Inc., will be premiered during the festival. By way of lively garnish, there will be displays of jazz memorabilia, original music.
(Continued on page 21)

The Marks deal includes not only the songs in "Kicks" but also most of the copyrights in "So & Soul" and a half dozen other Brown compositions. The firm plans to publish a to-do list of his work.

"Kicks," as a result of its advance audition on the Gateway TV show, garnered national press coverage months prior to its going into rehearsal.

Of the 16 songs in "Kicks" Marks is immediately putting into print "Mr. Kicks," "Love Is Like a New-Born Child," "Ernest's Theme," "Hazel's Hips" and "A Worldful of Gray."

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5 New Members In NARM Fold

NEW YORK — The National Association of Rack Merchandisers (NARM) added five new members last week. Two of the members were rack jobbers, including Northwest Magazine Distributing Company of Seattle, and Record Supply Company of Orlando, Fla. Northwest has record racks in the States of Washington, Alaska, Oregon, Idaho and Montana.

Two record manufacturers, Artia and Golden Crest, became associate members. And one supplier of record displays and fixtures, Freedom Artcraft Engineering Company of Chatelevaux, Mich., joined NARM.

ABC logo and other branding elements.

Selling From Station Chart Can Hurt; 'Camel's Walk,' Shep & Maxine Hot

PHILADELPHIA — Part of the reportedly slow state of the singles business here (and it is soft according to reports received by BMW's Research wing last week) may be attributable to buying practices of numerous dealers here.

A number of retailers, called for sales information from time to time, have reported they buy strictly from WIBC's Known here as Wibbago Top 99 list. "If it's not on Wibbago it's not for me," runs the common explanation.

Yet, according to Bill Scott, a swinging merchant who operates Quality Records at Germantown and Lehigh avenues, "Dealers like that are automatically as much as two weeks behind the action. By the time they get on to the record, it may have had its big initial splurge and it's on the way out. No wonder business is bad with them."

"The fact is," says Scott, "without taking anything away from WIBC, they still get their own listings by calling dealers to find out what's going. The stores that buy from their list have to wait until the records show up on the

Smash in C.&W.; Signs Bill Deaton, Howard Crockett

CHICAGO — Smash Records, five-month-old subsidiary of Mercury Record Corporation, is entering the country and western field, and has signed a pair of artists, Billy Deaton and Howard Crockett to kick off the effort.

Sheby Singleton, Mercury's A. R. man, is going to handle the country and western production for Smash. Singleton has long been associated with C.&W. successes for Mercury.

Charles Fach, head of Smash Records, said that the label will be aiming toward a gradual build-up to full-scale status, with product eventually available in all categories.

Smash will continue its present policy of recording its own artists as well as buying hot masters, such as it has done in the pop field.

Deaton, newly signed by the label, is a protégé of Mrs. Jimmie Rodgers and deejay Charlie Walker. He has appeared on country shows around the country. Crockett, from Fort Worth, has written many of the late Johnny Horton hits, and is said to sing in the same style.

John Kurland Takes Columbia PR Position

NEW YORK — John Kurland, for the past year a member of RCA Victor's public affairs department, joins Columbia Records this week at head of the firm's public relations department. Kurland will report to Dubbe Tishon, chief of creative services at Columbia.

Pye-to-Dealer

Continued from page 1

cut down the territory served by each one. It's really the only way an indie can operate really effectively in our country."

Benjamin admitted that he and Threlfall have held informal discussions with Randy Wood in Hollywood. Though he would not deny the possibility of a future Dot distribution deal in Britain, Benjamin said he wants the company to grow steadily but slowly. "We are certainly not ready to take on another major property now," he noted. "When we take one we want to be sure we can swing with it, as you would say."

list, a week or two later, while the stores reporting to the station are getting all the hot action. I've been selling Coasterville Harris' "Camel's Walk," and "Gypsy Woman" by the Impressions for two weeks already, but the stations are just beginning to list them."

Provides Exposure
Scott says there's nothing really wrong with singles. "If you merchandise them correctly, we keep 'em playing on the store machine, with speakers out front, all the time. We give all the new records a chance for exposure like this and sometimes we even conduct a poll among the kids in the store on what they like. This builds up a lot of excitement among the buyers and it gives us a chance to move fast on all the new records. We don't wait for station action."

Early action is good here on the aforementioned "Camel's Walk" by Coasterville Harris on Rhythm Records; "Three Steps to the Alamo," by Shep and the Limelites on Hull and on ABC-Paramount's newest Maxine Brown recording of "After All We've Been Through" and "My Life." A major disappointment for many here is the failure so far of new Connie Francis and Brenda Lee disks to break.

Columbia's 'Bad John' Strong Atlanta Seller; Retailers Expect Sales Jump

ATLANTA — The biggest breaking new single in Atlanta is Columbia's "Bad John" with Jimmy Dean, according to a spot check of dealers here. Eddie Gale, program director of Station WFLD, stated that it is "one of the hottest records to break in the Atlanta area in almost a year."

Business in Atlanta has been off in all fields, including records, due to the hottest mayoral race in this city in the past decade. However, with the primary and the

GROWING RECORD INTEREST IN AD PREMIUMS SHOWN AT N. Y. EXHIBIT

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Columbia, now operating as a division of Columbia Records under the tag Columbia Sound Promotions, and widely regarded as one of the pioneers in the business, going back to the days of the Gillette Safety Razor disk promotion some years back, did close to \$7,000,000 in this field last year and is now considerably ahead of that pace. Columbia, incidentally, did much of the pressing work for the General Harmonics Jack Paar and Connie Francis deals, which contributed much to its own growth in volume.

Remember How Great
At Shulman, Columbia spokesmen at the display, pointed to another example—the Columbia-produced "Remember How Great" LP for Lucky Strike cigarettes not long ago, as an idea which builds new record customers and lends to re-activate catalog. This wing of Columbia, much as in the record club and Home Music Library operations of the firm, holds that these new ways of getting records to the public build a broader market for records.

Capitol and Victor both are relative newcomers to the field, having entered this business less than two years ago. Spokesmen for both, however, see a rapid expansion in the works. Capitol recently closed a deal for a disk premium promotion through 8,000 stores of the Firestone Tire and Rubber

ONWARD & UPWARD

Jockey, Trade Contacts Boost Promo Men Into Prominence

Continued from page 1

promotion men who now head their own distributors are: Herb Dale, Boston distributor; Bill Lawrence, Pittsburgh distributor; Bobby Heller, who has a hot distributorship in Philadelphia, and Stan Hoffman, who heads the Marcel branch in Baltimore.

Jockey Strength
The strength of the promotion man, of course, lies in his strength with the jockeys. Just as the free-

Teen-Agers Keep Midwest Singles Up: 'Bad John,' Nelson, 'Image'

CHICAGO — Dealers in this city, as well as Minneapolis, Milwaukee and Detroit are mighty happy these days over single record sales. Although September is often a questionable month for single sales because of the teenagers' return to school, this year it seems the kids have kept right

on buying. Many of the stores checked by Billboard Music Week in Chicago, Milwaukee, Minneapolis and Detroit, praised the current crop of single hits, and credited them with helping keep sales where they are. Minneapolis especially seemed to be very hit-conscious.

The hottest of the new disks in the Midwest were "Big Bad John" on Columbia with Jimmy Dean, in Minneapolis and Milwaukee; "A Wonder Like You" on Imperial with Rick Nelson in Minneapolis and Detroit; and "Image" on ABC-Paramount with Hank Levine in Minneapolis. "Roundaround Sue" with Dion on Laurie, which has been shooting up the charts, appears to be a smash in Minneapolis, Milwaukee and Detroit. Roy Orbison's "Candy Man" on Monument is also a strong seller in Chicago, Minneapolis and Detroit.

Although dealers are happy about singles they note that album sales, which usually constitute the big sales dollar around this time of year, are a little off. Few dealers have any explanation for this.

Company and 25,000 service stations handling Firestone products. The special 33-speed EP has tracks from hot current Capitol albums. In another deal, Capitol features the Kingston Trio in a self-liquidating promotion for Seven-Up.

Victor has had recent premium disk deals with such firms as Soda Tea, Campbell Soups, Sylvania to down record sold with a phonograph, Westinghouse and Citrus Service. In the last case, the package was filled from the catalog of maestro Paul Lavalle's Band of America, and was titled "Jubilee Marches." This was a specially tailored set. On the other hand, Victor has prepared a whole series of colorfully packaged product by Hugo Winzerhauer, Dinah Shore, the Crew Cuts, the Ames Brothers, Eartha Kitt, Frankie Carter, Meyer Davis and Skitch Henderson, among others, all available for premium promotion campaigns.

Legal Considerations
Victor people at the exhibit pointed out that much legal preparation must go into setting up this wing of the business. For one thing, agreements must be obtained from all artists before their material is offered on the specialized premium product. Beyond this, it was pointed out, there are also possible applications of the Robinson Patman Act inherent in the pricing structure to buyers of records for

lance promotion man works from city to city getting a record started, the promotion man who has moved up to the sales echelon continues to use his contacts to get a disk promoted. Steve Topley, at Infinity, is on the road as much as he is in his office, visiting the jockeys with whom he has built up contacts over the years. So are the "other sales" promotion execs.

Today's promotion man gets a

schooling that makes him a specialist in his field. According to Jerry Simon, who handles singles promotion for many labels in the East, a promotion man today not only visits with the jocks, but also maintains his contacts with managers, station managers, distributors and local dealers on his record promotion. He also notes that promotion men not only push a disk, but often check on a distributor's record stock, and take orders for disks as well. Undoubtedly the schooling that promotion men receive in the field, and their contacts with the jockeys, are of specific advantage to them when they move up to sales positions with labels.

It also indicates a shift in the function of sales execs themselves at diskeries. Instead of concerning themselves only with how a record is selling, they are now involved in how record air play is going.

RCA Victor Sets Dealers' Display Window Prizes
NEW YORK — RCA Victor has worked out an elaborate advertising and promotion campaign for Christmas that includes a tie-up with seven large manufacturers. Campaign was created to stimulate record dealer interest in window displays of Victor holiday merchandise. Bill Alexander, head of advertising and promotion, set the campaign.

Manufacturers involved in the promotion are Waring Blender, Ice Jet and Coffin Mill, Black & Decker Power Tool Sets, Garcia Spinning Reels, Holmes Chord Electric Piano Organ, Baldwin's Quadrille Perfume, Kais, X-Actio Hobby Den Tool Cabinets, and Lionel's Famous Inventor's Series and Weather Kits. These products will be offered as promotion and window display prizes by Victor distributors and featured in the firm's advertising and promotion.

UA 'Michael' Waxing Top British Version

NEW YORK — Although the United Artists waxing of "Michael" by the Highwayman was released in England after Britisher Lonnie Donegan's version, the UA disk has passed the Donegan platter, and is now the No. 6 best seller in England. Donegan is No. 11. "Michael" is also strong in Canada, and is beginning to break out in 12 other overseas areas, according to Sidney Shamel, UA's foreign operations director. It is UA's first foreign hit under its own label. UA wax is released through FMI in England, but carries the UA logo on its labels.

Another UA disk, Gene Pitney's "Tomb of the Unknown," "Town Without Pity," is moving ahead in Germany. The record is taken from the movie sound track. Currently showing in Germany, the picture is about U. S. soldiers abroad. The Pitney record also carried the UA logo on its label. UA Records are released by Deutsche Grammophon in Germany.

Similar sales plus the additional application of newspaper and magazine ad inserts, for which the foldable plastic is particularly well suited.

W. German Cartel Office Asks ASCAP Informal Co-Operation in GEMA Probe

By OMER ANDERSON

BONN — West Germany's Federal Cartel Office (Bundeskartellamt) is expanding its probe of copyright societies to include ASCAP, the U. S. performing rights society.

West Germany's trust busters will seek the co-operation of the U. S. Department of Justice, it was learned, in examining ASCAP's general modus operandi and, in particular, its links with foreign copyright societies—first and foremost, GEMA.

Of course, Germany's trust-busters have no authority to pry into ASCAP's operations on the U. S. scene, and there is no intention on the part of the Bundeskartellamt of intruding where it lacks jurisdiction.

There are two basic reasons for the interest of Bonn's anti-trust sleuths in ASCAP:

1. As a source of general information on copyright society organization and practices.
2. To establish, objectively and completely, the extent and nature of ASCAP's links to GEMA.

Entirely Informal

Anti-trust officials here emphasized that their inquiries in the U. S. are entirely informal, and that they hope to have ASCAP's co-operation on a voluntary basis. The U. S. Justice Department is expected to co-operate as a matter of official policy, to the extent such co-operation involves no breach of propriety.

The Bundeskartellamt is stressing that the information it seeks from ASCAP is of an informative character, and does not imply that improper practices from the standpoint of German law are imputed to the U. S. copyright organization.

The probe ASCAP is now being asked to assist has been in progress since early this year. It began with the hard look taken by German's trust-busting agency at the Bureau International de Edition Musicque (BIEM).

The federal cartel office concluded, as a result of this hard look, that BIEM was fostering monopoly in the music field. BIEM was established as a world-wide organization to protect authors' mechanical copyrights. GEMA was a major stockholder of BIEM, but withdrew after the federal cartel office became interested in BIEM activities.

GEMA's withdrawal was the result of pressure generated by the trust-busting agency's scrutiny of

the BIEM. Indications are that GEMA assumed that once it withdrew from BIEM, the federal cartel office's interest in its affairs would wane.

However, simultaneous with the cartel office's misgivings about BIEM, the Bundestag, West Germany's parliament, began investigating GEMA in response to charges it was creating a "monopoly power position," and spending royalties excessively for administration.

A Standoff

It was assumed that the Parliamentary, and hence the cartel office's probe be perfunctory and short-lived. However, the reverse proved the case. The parallel probes of Parliament and the anti-trust agency have dragged out over months, and, according to informed sources, still have a long way to go.

At the moment the probe appears to a standoff: the trust-busters and GEMA's parliamentary foes have been unable so far to establish any blatant monopoly skulduggery or squandering of copyright fee payments but at the same time GEMA has been unable to lay to rest allegations.

In an effort to press the probe to a decision the Bundeskartellamt is now expanding its inquiry to the U. S. Cartel officials warn against rushing too much into this move. A senior official cautioned, "We are seeking general information—nothing more. We are entirely objective about this thing, and it will be ASCAP's interest to co-operate."

"We have no axe to grind; we merely seek to develop sufficient facts to warrant the writing of a report and the disposal of the inquiry. It should be kept in mind that we lack experience in this whole field of copyright society operations as it affects modern electronic devices."

IFPI Eyed

Cartel officials indicated that disposal of the GEMA probe would automatically produce a decision concerning possible Bundeskartellamt inquiry into operations of the International Federation of Phonographic Industries (IFPI).

There are complaints that the IFPI has co-operated with BIEM (and GEMA) to boost prices. Their foes in Germany charge the two international organizations as working hand-in-glove to regulate the European market without respect to consumer interests.

These complaints are pending with the cartel office and with Parliament. Officials said the GEMA probe was considered basic and its findings automatically would tend to involve or discharge the IFPI from suspicion of cartel practices.

The attention of the officials was called to the IFPI's denial, entered in London (BMW, July 10), that it was part of a conspiracy with the BIEM on phonograph pricing.

The IFPI spokesman in London protested that his organization had become unfairly involved in the split between GEMA and BIEM. In rejecting charges against IFPI, the spokesman pointed out that the federation had 300 members in over 40 countries, but did not represent all the record firms in each territory.

This is the case in West Germany where 20 of 30 record firms are members of the IFPI, but the remaining 10 function as strict independents.

Anti-cartel enforcement officials commented that the IFPI monopoly disclaimer was "of course, very interesting and to be assigned the weight due it within the framework of our general inquiry."

Cartel agency officials indicated interest in the statement of the London spokesman for IFPI concern-

ing pricing. "The main obligation," the spokesman said, "was that there was a tendency to increase prices. But author's royalties are only one part, and not a large one, in pricing a record."

"The authors—and their publishers—try to get the best price they can. But it is in the record industry's interest to keep them as low as possible."

"Because of these factors, and the acute competition experienced in all markets, there can be no question of price fixing by agreeing on a royalty rate. In any case, the cost of a finished disk of an identical work and performance varies a great deal in different countries."

Aside from terming it "interesting," the cartel office officials declined comment on the IFPI statement. They said, however, that music has become a big business in West Germany, as well as elsewhere, and there is concern lest monopolistic practices take root.

'Bloc' Contracts Hit

The federal cartel office objects and will continue to object, officials emphasized—to the negotiation of so-called "bloc" contracts between BIEM, representing all affiliated national artists' organizations and the IFPI.

The Bonn government's trust-busters have zeroed in on BIEM's "Normalsvertrag," a standard contract the copyright international insists be placed in use everywhere. The cartel office took the view that with this contract, and with certain related practices, the BIEM was functioning as a virtual open cartel in violation of West German anti-trust statutes.

Elektra Debts New Horizon LP Label

NEW YORK—Elektra Records is forming a new subsidiary label, Horizon. The new ensign will be devoted to off-beat items, according to the firm's President Jack Holtzman, "so as to maintain Elektra's identity with folk music."

The initial LP in the new series will be an erotic love poetry set read with appropriate musical backing by Nicole Berger, and, as in the case of all Horizon sets, will be issued on a limited basis.

According to Holtzman, the new line is being inaugurated as a test, released in only special areas. It will not only test LP material, but merchandising and promotion impact as well.

The Berger set will be restricted to issue in Los Angeles, San Francisco, New York, Chicago and one small town.

The firm is also instituting a new line of double-LP packages that are slated to sell for \$4.98. First in the series is a set by folk singer Ed McCurdy called "A Treasure Chest of American Folk Song."

INTERNATIONAL VISITORS IN NEW YORK

NEW YORK—N. N. Salsico, president Salsimerica, Buenos Aires, Argentina, at the Hotel Tull.

Leonard Wood, managing EMI Records, England, care of Capitol Records, Returns to Coast trip on October 7.

Louis Benjamin, managing director, Pye Records, England, at Berkshire Hotel.

Mate Björke and Bent Fabricius—Björke of Metronome Records, Sweden, care of Claes Dahlgren, 117 West 48 Street.

GEMA Opens Private Tape Royalty Bid Talks

MUNICH—GEMA has opened negotiations with the Bavarian Ministry of Culture for the yearly payment of a tape recorder copyright royalty.

The negotiations represent a radically new approach by the copyright society to the problem of tape-recorded music.

So far GEMA has failed to make its case in court because of the lack of compelling precedents. Now GEMA is seeking to establish such precedent by an oblique approach to the entire problem of tape-recorded music.

Instead of tackling tape recorder producers head on, as GEMA has tried to do and failed, the society is setting out patiently to build its case stone by stone.

The first stone is to be the West Germany school system, which operates an estimated 5,000 tape recorders for classroom use. Since education is federally controlled in Germany, this means that the 11 federal States must be approached individually.

Bavaria has been selected as the first State, with Hesse to follow. Bavaria is controlled by Chancellor Konrad Adenauer's Christian Democratic Union (CDU) and Hesse by the opposition, the Social Democrats (SPD). But the political coloration appears to be of no more than academic importance, as GEMA and the tape-recorded music issue is not an active political issue at the moment.

GEMA's approach to the problem of tape-recorded music is to require every tape recorder owner to pay an annual music copyright fee, regardless who the set owner is or what he tapes—or doesn't tape—with his set.

GEMA claims the mere fact a tape recorder is purchased is prima facie evidence of "intent to tape music," along with economic sound. It is patently impossible for GEMA, or any other agency, to establish a Gestapo which would eavesdrop on tape recorder owners, claims the copyright society, and this fact has to be taken into account in establishing the formula for copyright fee collection.

Ask School Payment

GEMA is asking German schools to pay 12 marks (1) a year copyright royalty for each tape recorder. This would be a flat fee to be levied on all tape recorders owned by the schools, regardless of specific use.

The fact the Ministries of Culture (which control education in the various States) of Bavaria and Hesse have agreed to negotiate the tape recorder issue amounts to a significant victory for GEMA—and depressing news for tape recorder manufacturers and especially private purchasers.

Once agreements have been negotiated with Bavaria and Hesse, GEMA will then tackle the remaining federal States in order. Indications are that once the two States have been taken into camp, the rest will sign what will then become a standard royalty contract.

As GEMA strategists envision future developments in the copyright society's anti-tape (without royalty payment) crusade, GEMA

will then move against other official organizations and agencies using tape recorders, demanding they sign the schools' "standard" contract.

Private organizations would then follow, and once all organizations and other large individual users of tape recorders have been put under royalty payment, GEMA then would be ready to move against the individual owner, who for GEMA is the real pot of gold at the end of the recorder rainbow.

It is estimated that there are two million privately owned tape recorders in West Germany (which has a population of 52 million). But tape-recorder ownership is still a novelty in this country, and the number of recorder owners is expected to double within the next three years.

GEMA is attempting to charge individual owners of tape recorders a lump-sum annual royalty fee of 10 marks (\$2.50) under the same formula as is being offered the schools: 10 marks, regardless of how much or how little music is recorded.

Payment of this fee would entitle the private owner to use tapes for dancing and other privately stated entertainment, but not for public or commercial entertainment or other purpose.

No-Quarter Battle

GEMA's general staff for the tape recorder royalty war is grinding for a no-quarter court battle aimed at forcing all tape recorder manufacturers to keep precise sales lists—lists which account for the disposition of every recorder manufactured.

These sales lists would then be turned over to GEMA, and would serve as the basis for royalty collections. The knock at the door would be the GEMA man, coming to collect the 10 marks. The GEMA legal staff believes it would be possible to merely mail out bills and take scofflaws to court.

GEMA also proposes to have the manufacturers admonish each recorder buyer to pay his annual fee and to collect the first fee, through the retail store, at the time the set is sold as a courtesy for GEMA.

While all this sounds like sheer fantasy to most manufacturers, GEMA is deadly serious about the entire matter of tape recorder royalty collections. GEMA, for the last few years, has been waging a series of court cases to further its recorder collection campaign.

The copyright society has made Grundig of Nuremberg, Europe's largest manufacturer of tape recorders, its principal target. However, GEMA lost the two key cases in which it took Grundig to court.

The key case involved GEMA's demand that Grundig require its distributors and retailers to keep records of all tape recorder sales, these records to be turned over to GEMA for royalty collections.

A subsidiary case was aimed at requiring Grundig to warn purchasers that the royalty-free taping of music was in violation to German copyright law.

ABC Distributing British Hit

NEW YORK—ABC-Paramount Records has taken over distribution in the U. S. and Canada of John Leyton's best-selling British disk "Johnny Remains Me."

The Leyton disk (on the Top Rank label) has been England's No. 1 seller for the past few weeks. The deal was set last week by L. G. Wood, managing director of EMI Records in England, and Ami-Par proxy Sam Clark.

BRITISH TAX 55% OF DEALER TAB

NEW YORK — The Purchase Tax on records in Great Britain is 55 per cent of the dealer price. It was erroneously reported as 55 per cent of the retail price in a story which appeared in Billboard Music Week last week.

WB Launching Newhart Promo

HOLLYWOOD — Warner Bros. this week launched a high-powered sales campaign attuned to the firm's October release of four LP's, and specifically to the release of the third and newest in its series of best-selling Bob Newhart albums.

The Newhart album, titled "Behind the Button-Down Mind of Bob Newhart," involves a multi-pronged sales and promotional effort to be made with Warner Bros. Records distributors and record dealers, and the sponsors of Newhart's new weekly half-hour television series via the NBC Network.

"The Bob Newhart Show" begins on NBC-TV on October 11 and has been set for the season by its sponsors, Sealtest (National Dairy Association), Beecham Gum and All-State Insurance (Sears-Roebuck).

Sponsors of the television show (Continued on page 48)

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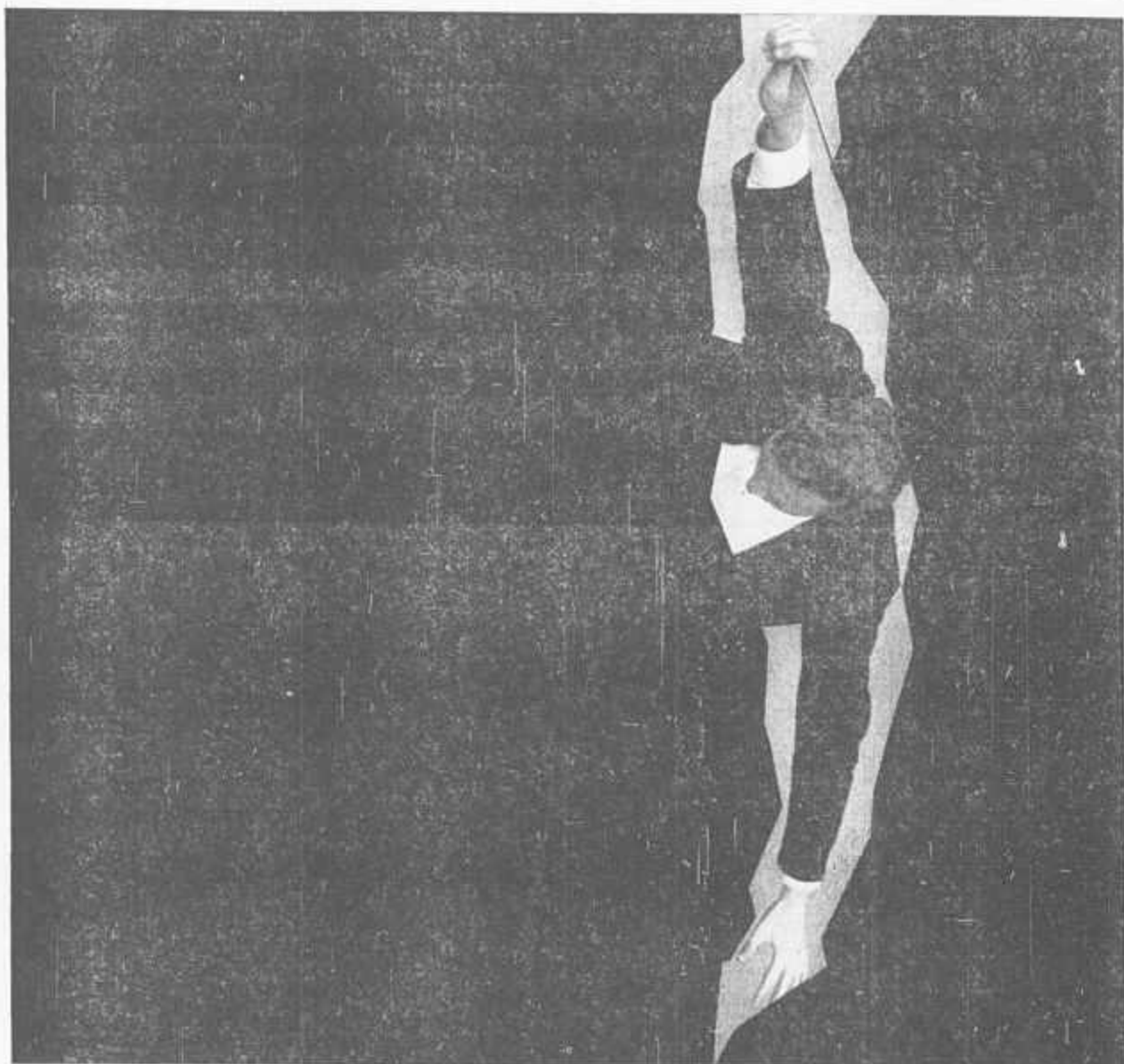
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Vivaldi: Gloria—Scherchen	WST 14142 (Stereo)	XWN 18961 (Monaural)
WST 14139 (Stereo)	XWN 18958 (Monaural)	
Handel: Water Music—Scherchen	WST 14142 (Stereo)	XWN 18961 (Monaural)
Mozart: Piano Concertos K.503; K.595—Fou Ts'ong	WST 14136 (Stereo)	XWN 18955 (Monaural)
Chopin: Four Ballads, etc.—Fou Ts'ong	WST 14137 (Stereo)	XWN 18956 (Monaural)
A Spanish Guitar—John Williams	WST 14138 (Stereo)	XWN 18957 (Monaural)

Gusman: Electronics: Music to the Ballet	WST 14143 (Stereo)	X9 4 18962 (Monaural)
Shostakovich: Piano Concertos #1, Op. 35 and #2, Op. 102—Eugene List, Piano	WST 14141 (Stereo)	XWN 18960 (Monaural)
Respighi: Fountains of Rome: Festo Romane—Previtali	WST 14140 (Stereo)	XWN 18959 (Monaural)
Lollypops for Big Brass Band—Deutschmeister Band	WST 15058 (Stereo)	XWN 6124 (Monaural)

10 Viennese Operettas (2 per album):

Fledermaus; Waltz Dream—Bavarian; Vienna Opera	WST 14144 (Stereo)	XWN 18963 (Monaural)
The White Horse Inn; Paganini—Vienna Opera	WST 14148 (Stereo)	XWN 18967 (Monaural)
Victoria and Her Hussar; Flower of Hawaii—Vienna Opera	WST 14146 (Stereo)	XWN 18965 (Monaural)

Merry Widow; Count of Luxembourg—Vienna Opera	WST 14145 (Stereo)	XWN 18964 (Monaural)
Countess Mariza; Ceardis Princess—Vienna Opera	WST 14147 (Stereo)	XWN 18966 (Monaural)



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New York

George Avakian, Victor pop a.&e. head; Joe Cilda, Capitol vice-president in charge of Eastern operations; Nesuhi Ertegim, Atlantic album a.&e. chief; John Hammond, Columbia a.&e. executive; Alan Kaye, Victor Red Seal a.&e. chief; and conductor-arranger Henri Rene have all been elected by the board of the New York Chapter of NARAS as national trustees of the East Coast branch. Composer **Faith Schuller** and Victor executive a.&e. chief **Bob York** were named alternates. . . . **Ed Appel** is the new market research analyst for Columbia. . . . **Faith Crumpacker** has joined the Victor public affairs department as head copywriter. . . . Columbia has signed folk singer **Carolyn Hester**. . . . **Sam Mills** of Mills Music has become engaged to **Sandra Fleming**. Wedding is set for November. . . . **Mrs. Lenore Dixon (Kappy Jordan)** has been named a vice-president of Sea Gate Travel Agency in New York.

W. D. Kilpatrick has left the Aruff-Rose talent agency in Nashville to start a food supplement business called Alpine Distributing. . . . **Personal manager Bill Hull** has started his own label, Delta, in Beaumont, Tex. . . . **Jack Hovner** has moved his Figue Music firm to 1650 Broadway in New York. . . . **Tom** has appointed **Bernie Ashkinazy** as Midwest sales rep. . . . **Ed Rothberg** is the new Eastern promotion rep for L. P. Sales in New York. . . . **Bob Jones**, Victor art manager, will receive eight awards from Art Direction magazine this month and will be a speaker at Philadelphia's Art Director's Club on October 13. . . . **Sam Clark**, ABC-Paramount Records chief, is the chairman of the record division for the 1961 campaign for Inna Brith Youth Services. . . . **E. B. Marks Music** has acquired for the U. S. and Canada the publishing rights to the hit English song "You Don't Know" which shot through **Helen Shapiro** in stardom in the U. K. . . . **Louise O'Brien** has signed with Columbia. . . . Classical composer **Martin Mailman** has signed with Mills Music. **Bob Rotofsky**.

Hollywood

Don't be surprised by the forthcoming disclosure that several strong Coast-based independents have concluded deals with the Columbia Record Club. Hush-hush negotiations have been under way and are now reaching the final stages. Official word is expected soon. Among the first inside arrangements made by the Columbia club was with Verve. Since then, Columbia has attracted an ever-mounting number of labels to its club roster. Several of the label holdouts reportedly are weakening in the face of the club's fancy guarantees.

Randy Wood expects Dot Records to surpass its \$5,000,000 sales goal during September, the month of its fall program drive. This is based on the fact, he reports, that orders are tipping initial expectations.

Janie Summers, who grossed \$63,000 this year for her Pepsi spot announcements, has been renewed for next year's radio-TV campaign. Songstress will be in New York in October for a three-day recording session during which time she will tape the new spot announcements to be used by the sponsor in "an expanded campaign" during the forthcoming season. . . . Liberty is pulling out a coupling from its **Si Zentner Orchestra-Johnny Mann Singers** LP, "Great Band With Great Voices," combining "Up a Lazy River" with "Shuffle Blues" for a singles release. **Lee Zhou**.

Pittsburgh

Johnny Mathis, who will stage his one-man show October 29 in nearby Steubenville, Ohio, will bring it here for a one-nighter October 31, sponsored by **John H. Harris**.

Mantovani and his orchestra will be featured at Soldiers and Sailors Memorial Hall November 24 under auspices of **Faye Olmstead's Music Guild** of Pittsburgh.

Nick Lunakin, who operates three record stores in downtown Pittsburgh, and his sextet are currently featured in the Riverboat Room of the Penn-Sheraton Hotel.

A new group of local promoters, who call themselves the Pyramid Associates, are bringing a show starring **Brenda Lee** and **Fats Domino** to the Auditorium October 20. Also on the bill are the **Comets**, **Bob Beckham**, **Jay T. Root**, **Lee Robb** and **KDKA deejay Clark Race** as emcee.

Although **Lenny Martin** formed his Robbee Records locally five years ago, he is now releasing his first platter featuring himself and an orchestra. The instrumental offers "La Femme," composed by Martin, backed with "Shoes," written by Martin, **Luiz Guarini** and **Joe Negri**.

Sir Walter Raleigh, the WAMO deejay, brought **Jackie Wilson** into the Vogue Terrace for a one-nighter and will bring **James Brown** to the same spot later this month.

Junior Lewis spent a day here plugging his new Columbia platter, "Hear What I See." **Leonard Mendlowitz**.

Milwaukee

Ringsiders at **Frankie Avalon's** opening night show at the Holiday House included **Garrisa, Inc.'s Harry Beckerman**, his wife and daughters. Also there was a strong contingent of local deejays and press representatives. Distributor Beckerman presented Avalon with a birthday cake at the close of the first show. . . . Opening the same night for a two-closer at the Red Lion Room in the Kaiser-Kneckerbocker Hotel, **Tommy Leonetti** also drew fine crowds and strong press reviews. . . . **John P. O'Brien Distributing Company** has added the Cadence Records label, along with Original Sound and Caswell Records. . . . One-nighters scheduled here include **Liberty** at the Oriental Theater, September 27, and the **Harry James** band October 7, at the Devine's Million Dollar Ballroom. . . . **George Gerbin**, Caswell Records district sales attended the Wisconsin Music Industry Golf Tourney in Port Washington. He brought with him some samples of the whole meat he caught on his recent Alaskan fishing trip. . . . **WEMP deejay Tom Collins** was a door prize at the grill party—a bottle of whiskey.

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COMEDY SWEEPSTAKES	SCATMAN CROTHERS 814	DOWN BY THE RIVER	ZION TRAVELERS 807
		BLAME IT ON THE BLUES	WILLIE HAYDEN 293

HOT SINGLES

MY GIRL	CHAS. McCULLOUGH & SILKS 462	LAFF OF THE PARTY	REDD FOXF 214
EARTH ANGEL	THE PENGUINS 348	RACY TALES	REDD FOXF 275
		SONGS THRU A KEYHOLE	JOEL COWAN 285

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THIS IS FOXF	REDD FOXF 809	REDD FOXF FUNN	REDD FOXF 290
BELOW THE BELT	RUDY MOORE 808	SLY SEX	REDD FOXF 295
FOR A PIECE	ROSCOE HOLLAND 812	LAFF OF THE PARTY, Vol. 5	SLOPPY DANIELS 232
WILD PARTY	REDD FOXF 804	PARTY RECORD PARTY	GENE & FREDDY 279
LAFFARAMA	REDD FOXF 801	THE SIDESPLITTER, Vols. 1 & 2	REDD FOXF 253-270
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FOLK TALENT & TUNES

By BILL SACHS

Rose Maddox was among the 71 passengers who narrowly escaped death September 24 when an American Stratocraft 707 overshot the runway in Benton and landed in the ocean adjacent to the Hub airport.

Walter "D." Kilpatrick, formerly c.w. & w. man with both Capitol and Mercury, later manager of WSM's "Grand Ole Opry" and more recently booking executive with Acuff-Rose Talent Bureau, Nashville, has started his own food supplement business in that city called Alpine Distributing.

Lucky Records, with headquarters at 5140 Carlsberg Avenue, Cincinnati 12, is planning a country and western music publication geared primarily for the fans. Titled Country Capers, it is slated for introduction in WSM's country music festival in Nashville early in November. Drena Kaye, assistant editor, invites artists, record companies and publishers to send in photos and biogs of a country nature.

October bookings for Jim Reeves and the Blue Boys, as set by Curtis Artist Production, Goodlettsville, Tenn., stack up as follows: Amarillo, Tex., October 4-5; Lubbock, Tex., 6; Oklahoma City, Okla., 7; Dallas, Tex., 8; Pine Bluff, Ark., 10; Harrison, Ark., 11; Rogers, Ark., 12; Enid, Okla., 13; Tulsa, Okla., 14; San Antonio, Tex., 19-20; Fredericksburg, Tex., 21; Orlando, Fla., 26. The same office has Ray Price and His Cherokee Cowboys booked for Marietta, Okla., October 6; Tulsa, Okla., 7; Fort Smith, Ark., 10; Seminole, Okla., 11; Abilene, Tex., 12; Lubbock, Tex., 13; Wichita Falls, Tex., 14; Dallas, Tex., 15; San Rafael, Calif., 20; Anaheim, Calif., 21; and San Jose, Calif., 25.

Following his appearance on "Grand Ole Opry" September 23, Texas Bill Strength departed Tuesday (26) to work a string of dates in Alaska. His new Sun Records release is due out soon. Ernest Tobl takes his Texas Troubadours to Houston, Tex., October 11; San Antonio, Tex., 13; Bandera, Tex., 14; and Huntsville, Tex., 15. Roger Miller shows his wares at Corpus Christi, Tex., October 3; Albuquerque, N. M., 4; Phoenix, Ariz., 5; El Paso, Tex., 6; and Clovis, N. M., 7. June Carter has signed a recording pact with Liberty Records, with her initial release due around mid-October. Flatt and Scruggs are sporting a new album release titled "Songs of the Famous Carter Family." Porter Wagoner and his lady, more into the Flattie Rains, Minneapolis, Wednesday 14 for a 13-day stand.

The benefit show staged in behalf of Mrs. Jimmie Rodgers in San Antonio September 17 attracted some 7,000 ticket buyers, according to deejay-performer Billy Dean. Among those who donated their services for the affair were Ray Price, Johnny Cash, Ernest Tubb, Jimmy Newman, Bill Anderson, Charlie Walker, KENS disk jockeys Bill Mack, Neal Merritt, Jack Newman, and Ray Baker, and KMAC deejay Jerry Wilder. Deaton has a new release coming out this week on Smash Records, Mercury subsidiary. Platter couples the Bill Anderson tune, "Love Doesn't Live Here Anymore," and Ed Rutherford's "Not Know."

Bookings for the Andy Doll band through October are as follows: Jamesville, Ia., October 2; Manchester, Ia., 3; Worthington, Ia., 4; Osceola, Ia., 5; Clear Lake, Ia., 6; Waterloo, Ia., 7; Fort Dodge, Ia., 8; Jamesville, Ia., 11; Madison,

Wis., 12; Jamesville, Ia., 13; Muscoda, Wis., 14; La Crosse, Wis., 15; Jamesville, Ia., 16; Worthington, Ia., 18; Waterloo, Ia., 19; Fennimore, Wis., 20; Guttenberg, Ia., 21; Jamesville, Ia., 23; Guttenberg, Ia., 24; Marion, Ia., 25; Fort Dodge, Ia., 26; Dubuque, Ia., 27; Decatur, Ia., 28; La Crosse, Wis., 29; Jamesville, Ia., 30; and Gratiot, Wis., 31. . . . Flatt and Scruggs stop off at Corpus Christi, Tex., October 3; Readyville, Tenn., 6; Fort Smith, Ark., 9; Horry, Mo., 10; Marshall, Ark., 11; Memphis, Tenn., 12; and Olive Branch, Miss., 13.

George Jones was in Nashville for the past week to supervise a recording session on George Riddle, after which the two took off for dates in Illinois, Montana and Texas before heading back to Nashville in time for the WSM country music festival November 2-4. . . . Roy Acuff and his c.w. contingent are currently spreading joy among the natives of California, with dates at Pismo Beach October 3; Santa Clara, 4; Redding, 6; and Vallejo, 7. They follow with Olympia, Wash., October 11; Jackson, Nev., 13-15; and Fulton, Ky., 21, whence they head back to Nashville. . . . Lonan and Oscar are set for Montgomery, Ala., for the October 9-11 period.

Red Howard and Bob Lee, duetists at WIBM, Jackson, Mich., have teamed with George Wandard and Lee Palmer to form H.W.P.L. Enterprises, new talent firm set to handle the bookings of c.w. acts in the Jackson area. The group staged its first booking venture at the County Building, Jackson, September 22, with a show featuring Ferlin Husky and His Hush Puppies, Smiley and Kitty Wilson and Reno Well and the Great Valley Jambores. A second show is planned for mid-November. c.w. acts planning to be in that area at that time are invited to contact Howard at WIBM for possible booking. . . . Joe Taylor and His Red Birds recently celebrated their 15th year in show business and their 11th year of consecutive Saturday broadcasts over WGI. Fort Wayne, Ind. . . . Howard Vokes has taken over the personal management on country singer Tex Belfi, rhythm guitarist with the Vokes group for the past year.

The Virginia Folk Music Association, Inc., will hold its 15th annual festival at Robert E. Lee Auditorium, Chase City, Va., Sunday, October 29. In addition to trophies, winners of the various events will share in \$500 in prize money. Henry Fitcher, of Station WFLD, Farmville, Va., is handling publicity on the event. . . . After a trek through Alabama and Georgia, Warren Smith this week heads for a tour of the West Coast, with stop-offs in New Mexico and Arizona. After closing out his tour in Oregon in late October, Smith heads for Nashville and WSM's music festival. . . . Webb Pierce is currently on tour in Canada.

Wax Jazz 'Kwamina' Score

CHICAGO — Billy Taylor, jazz pianist and New York deejay, has recorded the score for the upcoming Broadway musical, "Kwamina," for Mercury Records. Taylor was recently signed to an exclusive Mercury pact by Jack Tracy, label's jazz director.

Jimmy Jones did the arrangements for the 11-piece orchestra headed by Taylor, featuring such names as Clark Terry, Jimmy Cleveland and Phil Woods. The pianist has a daily four-hour jazz show on WLJL, New York.

Country Melody
Cops W. German
Annual Festival

By BRIGITTE KEEB

WIESBADEN, Germany — A hillbilly tune called "Jacky Jones Aus Oklahoma," took top honors at the Third Annual Song Festival, held here under the auspices of Radio Luxembourg. Calzima Vokret sang the winner, which was composed by Rolf Reinertner with lyrics by Wolfgang Jacobi. An unusual twist was that the same singer also performed the second and third place winners.

Second honors went to "Komm ein Schilf nach Amsterdam," composed by Christian Bruhns with lyrics by Georg Buschor. Third prize went to "Johnny, Nimm Das Heilmittel Mit," with music and lyrics by Dr. Gilbert Obermaier and W. Maties. All three titles will be issued on records soon, on the heels of some new releases by Polydor and Telefunken of some other Festival entries that failed to win prizes, but are considered commercially promising.

Other artists who appeared, introducing the other songs heard, were Jimmy Makulis, Leonie Bruckner, Claus Herwig and Gunther Becht; Werner Muller was musical director.

All three prize-winning titles are expected to become best sellers here, reversing the situation at the German Festival at Baden-Baden in June, from which no hits emerged.

During the competition, Radio Luxembourg awarded three Luxembourg Lions for the three most requested records by listeners during the past six months. Ex-GI Gus Backus won the Golden Lion for his hit "Da Sprach der Alle Hauptling." The Silver Lion went to Ivo Robic for "Mir 17 Fangt Das Leben Erst An" (Save The Last Dance for Me) and the Bronze Lion was given to newcomer Peter Steffen for "Als Ich Ein Kleiner Junge War." All artists are signed to Polydor contracts.

Earphones Take
Library Spotlight

WASHINGTON — Record stores may benefit from a research project to determine the best equipment for earphone listening in libraries. The American Library Association has launched a technology project to determine the best makes and models of both monaural and binaural record players for library music listeners.

The problem is one of space, privacy, cost and fidelity of sound. ALA notes that large modern libraries provide especially designed listening rooms equipped with the best hi-fi components, but these are not feasible for smaller and older libraries which must ordinarily use a player and earphones.

The Library Technology Project, in charge of the research, hopes to come up with the best answers in about six months of testing, with a modest budget of \$5,100. Evaluation will be done by Consumers' Research in Washington, N. J. Grants of funds for this and other projects have been made by the Council on Library Resources, Inc.

SOLON BACKS
COUNTRY MUSIC

WASHINGTON — Country music is actually a national institution and should be celebrated in a National Country Music Week. So says Rep. Irving Whalley (R., Pa.), who introduced a House resolution to that effect just before a groggy Congress staggered out of the legislative halls and headed for home last week.

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 THE RED-NOSED REINDEER ♪ LET IT
 SNOW! LET IT SNOW! LET IT SNOW!
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 ♪ WHITE CHRISTMAS ♪



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NEW LP RELEASES

AUDIO FIDELITY

PARIS—Joe Bach—ATLP 101-AFSD 3913 (Oct. 1961)

ROSE OF SPAIN—Teresa's Sisters and the Boston Quinets—ATLP 101-AFSD 3915 (Oct.)

ROARING TWENTIES AT THE GAZETTE—Matty Green & Orch.—ATLP 101-AFSD 3915 (Oct.)

MEXICO—Maurice Abert Discs—ATLP 101-AFSD 3917 (Oct. 1961)

BEAT OF THE DRUMS—The Drums of Dixieland—ATLP 101-AFSD 3918 (Oct.)

GIANT WURLITZER PIPE ORGAN WITH BELLS & CLOCKSPINNERS—Lena Brown—ATLP 101-AFSD 3921 (Oct.)

CARNIVAL CALAMPE—ATLP 101-AFSD 3918 (Oct.)

CAPITOL

BOB HUSMANN—T-57 1024 (Oct. 9)

BIG PIANO, BIG BAND, BIG SOUND—Lee Evans—T-57 1025 (Oct. 9)

THE SOUND OF BE SPEAKERS—Lena Brown—T-57 1026 (Oct. 9)

STARS OF HAWAII CALL—Walter Edwards—T-57 1027 (Oct. 9)

THE GREAT COMEDY BITS OF YOGI BIRGESSON—T-57 1028 (Oct. 9)

ANGEL

HUGH WOLF FROM "THE ITALIAN SONG BOOK"—Decca—3345-51593 (Oct. 9)

NEWS REVIEW

PRI Debts New Sound LP Line

Precision Radiation Instruments of Los Angeles, manufacturer of the low-price Tops line, has come up with a new full-price (\$4.98 and \$5.98) "sound" series under the tag Kimberly. Initial release, with the slogan "stereo in motion," contains 13 sets, in what amounts to a veritable orgy of tributes to the great name bands of yesteryear.

What the disk business needs perhaps least of all right now is a new flock of name band salutes, yet this particular grouping may well satisfy a number of buyers. The units are attractively packaged in the Command tradition of lots of white space and dot designs on the covers, and beyond this, they contain some acceptable "motion" stereo. The arrangements take the classic members associated with the Millers, Dorseys, Shaws and Goodmans, etc., and add a generous portion of the modern percussion sound, retaining just enough of the original scoring to be recognizable to the faithful.

The Frankie Capp Percussion group is actually a big band in itself, with sizable brass and reed sections in addition to the skin-beaters and vibey pounders. In another part of this first Kimberly series, the Capp ensemble takes a momentary departure from the big bands to salute clefter Frank Loesser, again in typical "percussion" accented arrangements. Some of the better West Coast men took part in these sessions. The result means good listening, of a kind that can be sold, particularly if the packages are intelligently displayed and stipulated, using perhaps, the whole series in one well-rounded counter or wall display.

The group commences with "Frankly Percussion, Music by Frank Loesser," Kimberly 11001. The balance are all tabbed "Percussion in a Tribute to," and include the following: Harry James, 11002; Artie Shaw, 11003; Benny Goodman, 11004; Lawrence Welk, 11005; Duke Ellington, 11007; Glenn Miller, 11008; Perez Prado, 11009; The Doney Brothers, 11010; In the Big Bands, 11011; Henry Mancini, 11012; Les Brown, 11013; Count Basie, 11014.

Jim Small Moving Quarters to De Land

ELIZAVILLE, N. Y. — Jim Small, president of ABS Records, last week announced that he has closed his main office in Harrisburg, Pa., and that he will work out of his Elizaville office until December 1, at which time he will center all operations in De Land, Fla. He also plans to build a new recording studio in the Florida city. Bud Bailey, active in the c.&w. music field the last 25 years, has joined the ABS staff as promotional manager.

New ABS representatives recently announced by Small are Tony Conino, of Central Record Distributing, New Orleans; Rankin Arnold, Hattiesburg, Miss., and Wally Willette, Pensacola, Fla.

NO DEDUCTING STAGE DUCATS

WASHINGTON — Those tickets to Broadway musicals bought for sweet charity's sake are not deductible, Internal Revenue says. In any case where a donor receives something in return for his contribution to the charity, such as theater tickets, sight-seeing trips, et al., he is entitled to deduct only the amount which exceeds the fair market value of the benefit received.

Question: If the musical turns out to be a dog, is the charity ticket buyer entitled to deduct the full amount because no "fair market value" was received?

Command Signs Up Key Disk Players

NEW YORK—Command Records, ABC-Paramount's Enoch Light label, has signed four instrumentalists — Carl H. (Doc) Severinson, Urbie Green, Bobblyne and Tony Montana—to new contracts.

Although the four musicians will continue to cut dates as sidemen for other labels, Command has the exclusive rights to use their names on LP's as "featured artists" under the pacting.

Byrne has also been linked as an associate producer at Command. Light's daughter, Mrs. Julie Klages, is also an associate producer for the label.

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NASHVILLE

BILLBOARD
MUSIC WEEK'S
BIG OCTOBER 30
COUNTRY
& WESTERN
SPECIAL

If you can't get to WSM's 10th Annual Country Music Festival in Nashville, Nov. 2, 3 and 4—make sure you're represented there in the advertising pages of Billboard Music Week.

And even if you can get there, you'll find it pretty difficult to make a personal call on the many disk jockeys who'll be attending—but they'll all see Billboard Music Week, so it's a good idea to have an ad in either way.

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The issue will not only go to all the folks back home, but it'll get extra distribution to the deejays in attendance, too. And they'll be reading it with even more than usual interest for results of Billboard's Annual C&W Disk Jockey Poll. The issue will highlight:

C&W MAN OF THE YEAR
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QUEEN.....** *does it again!*
of COUNTRY MUSIC

Kitty Wells

A black and white portrait of Kitty Wells, a country music singer. She is shown from the chest up, wearing a light-colored, possibly white, dress with a square neckline. She has dark, wavy hair and is smiling slightly, looking towards the camera.

Sings

DAY INTO NIGHT

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DECCA® RECORDS

MUSICAL REVIEW

'Kwamina' Beautiful, But Pointless

If "Kwamina," which opened this week (27) at the Colonial Theater in Boston for a three-week pre-Thanksgiving run, could match its opening scenes it would be a great musical. Its best scenes are exuberant and beautiful, its music is a fine blend of tribal and modern and its dancing is exultant and exciting, but when it comes to the book, it lacks credibility, becoming for the audience an uneasy progression of incidents arriving nowhere.

This story, of an Oxford-educated African doctor and a white woman doctor who try to win the primitive African villagers from centuries of living under witch doctors and voodoo fetishes, lacks conviction, and the cautiously written love affair is less than moving.

Richard Adler has composed some stimulating music, and a number of the tunes could become quite popular. Two numbers sung by English comedienne Sally Ann Howa, "What Happened to Me Tonight" and "Another Time, Another Place" are particularly interesting. Another inimitable tune is "Ordinary People," several big production numbers, "The Coconuts Song," "Seven Sheep, Four Red Shirts and a Bottle of Gin" and "One Wife" are excellently sung by a fine chorus.

Agnes DeMille's choreography is reasonably authentic and manages to impart baroque splendor to the scenes in a wild and riotous style. It is slanted joyously by a nimble and expert group. The singing and the dancing are completely exhilarating. Perhaps if Robert Alan Arthur had made the young doctor more definite, Terry Carter could have made of him a living character. Miss Howa is highly satisfactory vocally and historically. Rex Ingram makes a dignified chief, and Brock Peters handles the witch doctor role capably. Brilliant costumes and settings make "Kwamina" a delight to the eye, but the piece as a whole needs balance and an ending that is less specious. It is so beautifully wrought, however, and so well intentioned that it deserves success. This would seem to be up to the librettist. Cameron Dewar.

* * *

CONCERT REVIEW

Josh White and Family Score

Josh White was in especially fine voice at his most recent New York City concert performance held in Town Hall Saturday (23). His unique style, which can be termed tense abandon, came across with informal telling impact to a house some 1,800 strong.

Unlike other folk concert programs which seem a special point-by-point analysis of some highly secret way of life, White picked his tunes at random, drawing from just about every facet of American musical life.

Blues, of course, played a prominent part in the proceedings, with the likes of "Hard Times," "Outskirts of Town" and "Where Were You When My Love Went Out," typical items. But pop items like "One Meatball," also got a strong going over. The more familiar folk material was also in evidence.

White's two teen-age children, Josh Jr. and Beverly, were a happy addition to the program and displayed strong vocal stints. Their father's technique has rubbed off somewhat, but both exhibit powerful, straightforward styles of their own.

Jazz took a spot in the accompaniment of a fine group of musicians, among them, Jerome Richardson, flute and tenor; Bobby Scott, piano, and drummer Sticks Evans. The show was produced by Peter Kaufman. Jack Maher.

LaPidus Budget Firm Has No Synthetic Tie

NEW YORK — Henry LaPidus of Budget Service Corporation, manufacturer of such low-priced labels as Spoonums, Parade and Prom, has stated that contrary to a number of trade magazine articles,

he has no connection with Synthetic Plastics of Newark, N. J. The frequent incorrect connection has "caused me a great deal of embarrassment and has given the wrong impression to the trade," LaPidus remarked.

Recently, LaPidus said, he gained a decision in New Jersey Chancery Court directing Synthetic to return all tapes and artwork to LaPidus. LaPidus noted that he has changed his company name to Budget Service "so as not to confuse the public with Synthetic Plastics Record Company." He has also changed pressing plants to Shelley Products, Huntington Station, N. Y. "This," he said, enables us to lower prices and pass on the savings to customers." He has also redesigned all of his stereo packaging, "which will make our old line obsolete. We feel certain we will win the award for the outstanding stereo line for the fall of 1961," he concluded.

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"Why did you pass him by . . .?"

"GIVE MY TOY TO THE BOY NEXT DOOR"

Words and Music by Charles Tobias

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IRISH DIGGING
ALL THAT JAZZBy KEN STEWART
Dublin Evening Mail

The Pye Jazz LP label has now been launched here. Also issued is a set of rhythm and blues sides. From the catalogs of Argo, Chess and Checker come "Listen" (The Ahmad Jamal Quintet), "Bo Diddley Is a Gunslinger," "The Thinking Man's Trombone" (Al Gray), "Muddy Waters at Newport," "Sing No Sad Songs for Me" (Lorez Alexander), "Forbidden Fruit" (Nina Simone) from Colpix.

Taken from Chess and Checker, Pye-International released the following r&b and pop sides: "Watusi" (the Vibrations), "Knee Socks" (the Idells), "I'm Talking About You" (Chuck Berry), "After Marriage Blues" (Diny Topsy) and "Little Baby" (Hollin' Wolf).

British singer Anne Shelton, currently doing an eight-week South African tour, has waxed an album of Irish songs. . . . Popular folk singers, Nina and Frederick are coming to Dublin's Theatre Royal later this month. The Danish entertainers' disks sell very steadily in this country. . . . Also lined up for a week at the Royal is Britain's ace pianist, Russ Conway. . . . EMI will shortly issue the first set of Encore low-price albums here.

Frankie Avalon,
21, Gets Estate

PHILADELPHIA — Frankie Avalon turned 21 last week and became the first of the Philadelphia rock and roll contingent to graduate from the jurisdiction of the Orphans' Court. Avalon is expected shortly to have free rein of his approximately \$100,000 estate—the accumulated earnings of his last eight years.

But his estate isn't wrapped up in one handsome check yet. He will get it in due time after an accounting is made to the court by his court-appointed guardian, Peter Jerardi.

The court will review the statement of all income, expenses, contracts and taxes before ordering distribution to Avalon, who can then write his own checks. However, some arrangements are being made so that Avalon won't be checkless — or cashless — until then. It may take several months for the court to get the estate audited.

TOP-PRICED CAP
PACKAGE ISSUED

HOLLYWOOD — Highest priced single package ever offered by Capitol Records Distributing Corporation will be issued this week at \$50 per copy when it releases under the Angel banner the eight-LP de luxe boxed edition of Otto Klemperer's recordings of Beethoven's Nine Symphonies. These were issued previously in individual LP form. The \$50 price tag is the same for either the stereo or monaural versions.

In addition to the Klemperer - Philharmonia Orchestra recordings, the set contains a 20-page illustrated booklet featuring notes by the late Ernest Newman, and material written by the conductor as well as examples from the score for each symphony.

WITH THE COUNTRY JOCKEYS

After a summer hiatus, country music and Bud Kilman are back at KNEE, Waterloo, Ia., where Bud pulls the midnight-to-5 a.m. seg. The 50,000-watt covers some 42 States and Canada with its nighttime signal. . . . Jim Howell, formerly of Station WTHH, East Point,

Ga., is now programming country music at Station WDMF, Buford, Ga. Jim says he can use good country and gospel platters. . . . Otis Stephens, who spins the country wax at WPEH, Louisville, Ga., has a new release out on Peach Records, "Oh, Broken-Hearted Me" b/w, "Only a Friend," which he says is looking real good for him. DeJays may obtain a copy by writing to him at the station.

PHILIPPINES

Everly Brothers Manila Show

By LUIS MA, TRINIDAD
264 Escobedo, Manila

Despite a continuous rain, a fair sized crowd turned out to see the popular U. S. singing tandem, the Everly Brothers, at Araneta Dome Coliseum. The show also featured singer Ray Peterson and Dickie Dee and the Dons.

After their 10-day run here, the Everlys are proceeding to New Zealand and Australia before returning to the States. Ray Peterson is expected to rejoin them in Australia after a brief stint in Hawaii, together with Liberty Records' singing star Bobby Vee.

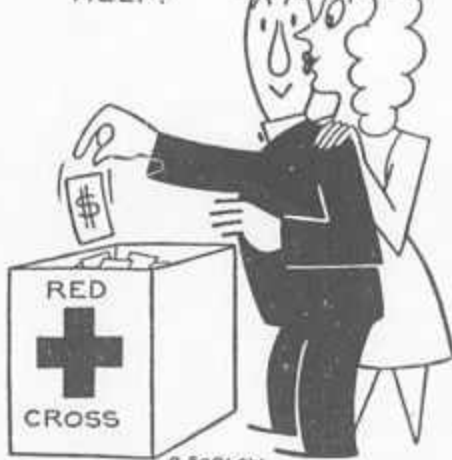
Scheduled for November appearances at the Araneta coliseum are Jimmy Clanton, Chubby Checker, Jo Ann Campbell, the Four Lads, Betty Johnson and Connie Francis. Paul Anka is inked in for December, along with many others.

Meanwhile, the dust just seems to be settling from the furor arising out of Pat Boone's remarks about his appearance here on August 3. On August 22, Manila dailies carried a feature story by United Press International writer Vernon Scott from Hollywood saying, among other things, that the Filipino audience reacted as though Boone's funny remarks were "every bit as humorous as the Battle of Corregidor. Nothing." The story added details about how unsettling to the singer was the irresponsiveness of Filipino audiences and expressed Boone's later shock when the promoter and theater manager told him he got the biggest reception of any American star who ever appeared in the Philippines.

Appearance of the UPI story caused a wave of indignation in the Philippines among columnists, newspapers and fans who had witnessed Boone's performance. After a period of silence during which the local press fumed, Boone finally sent a reply in the form of an

identical cable to key columnists and papers, expressing distress and humiliation over the story as having "inaccurate, incomplete quotes" and that it "failed to quote my warm feeling and gratitude for my friends in the Philippines."

La Louisianne records, 2823 Johnston Street, Lafayette, La., which has been releasing French music and folk songs on its label the last three years, invites jockeys interested in programming French music to write for samples. Their latest album is titled "French Music and Folk Songs of La Soud de La Louisianne." . . . Mabelle Baker, of Kiki Records, 2253 Burnett Street, Vandergrift, Pa., has available deejay copies of the Faulkner Brothers' new Kiki release, "Chapel in the Moonlight" b/w, "Guitar Boogie." Put your request on your station's letterhead. . . . For a copy of Slim Whitman's new Imperial release, "In a Hundred Years" b/w, "The Old Spinning Wheel," drop a line on your station's letterhead to Herb Shuster, Box 232, Madison, Tenn.

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BE MORNING**

c/w

**MY TEARS
ARE DRY**

MGM K13041



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ONE HIT
TO
ANOTHER
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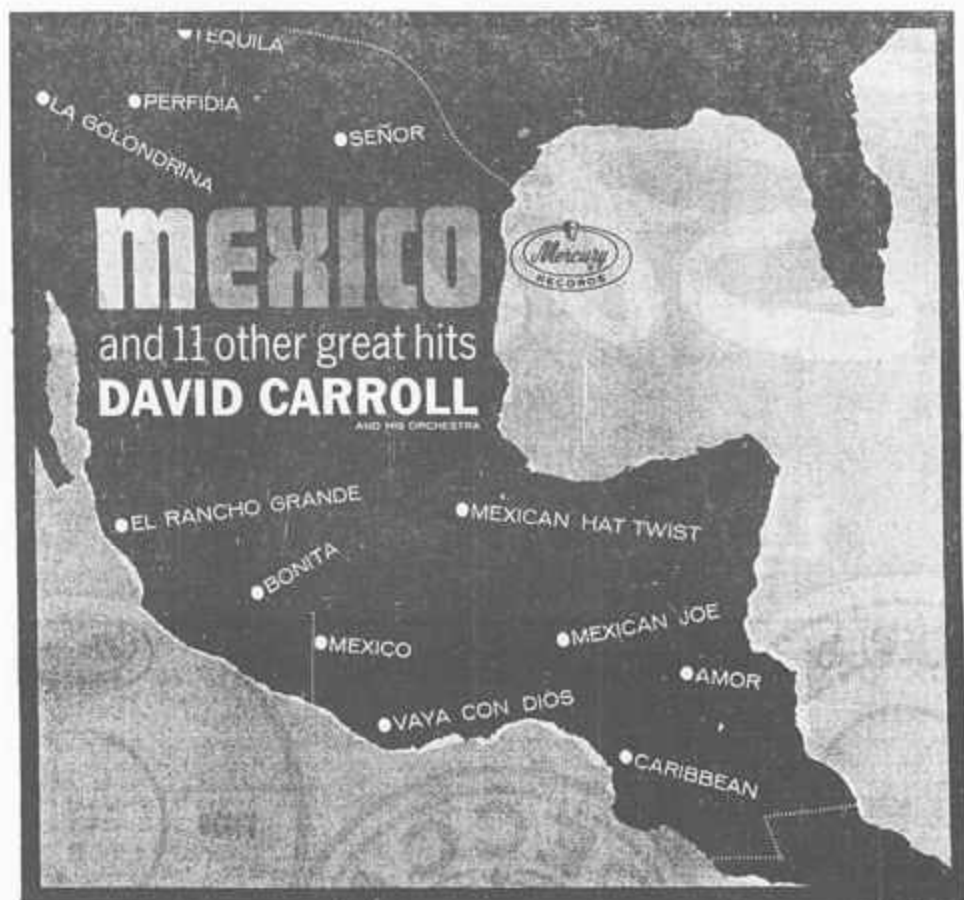
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NEW DEALER PRODUCTS

German-Made 1-Speed Tape Set

Available now by import from Kimberley Industries, Ltd., is this German-made Korting tape recorder. The machine is a one-speed unit that records both in stereo and mono at 7 1/2 i.p.s. speeds. Its list price is \$339.50, with power cable, connection cable and empty reel.



Pneumatic Sound Educational

Rheem Califone of Los Angeles has a variable-speed record player that claims to have something called pneumatic sound. The set, which



contains dual cones and a new baffling system, is the thing responsible for the so-called pneumatic sound. The company recommends the player for educational purposes especially, but says that its facilities are highly useful for almost all sound reproducing needs.

Pre-Packed Magnetic Tape Center

The Minnesota Mining Company is pushing this tape display center which shows off the firm's top-selling lines of Scotch and Tactan recording tapes and accessories. The rack is 28 inches wide, 28 inches high and 9 inches deep. It takes 2 1/2 feet of wall space and less than 2 square feet of counter space.



Kiddie Disks in Browser Display



The Kiddie Division of Riverside Records has instituted this Browser Box of Pre-Packed LP's for its Wonderland series. The box is meant for easy retail showcasing of the firm's line, and comes in two versions. In prepack No. 1 are two each of 10 popular titles and three each of two other children's items. Prepack No. 2 contains two each of 13 different titles.

Dealers Dropping Singles on Rise

Continued from page 2

at the critical time," one dealer noted. "All of a sudden, after a run of calls for a given record for a week or so, it drops dead and you find yourself having to eat them because the guy that put them out isn't in business any more and the distributor won't take them back. Frankly, I don't like to eat them. They don't taste very good."

Price An Answer

Another dealer, referred to such recent singles gambits as stereo 33's, compact 33-speed doubles and plus-twos with disdain. "All these were supposed to juice up the singles business, bring adults back to buying singles, and giving a little more for the money. None of them will really ever be the answer. The problem is, we simply have too many records to be able to handle them, and the price is too high."

The element of excessive quan-

tity of product has bred yet another problem. Many stores today wait for a record to show up on a specific radio station chart before stocking it (see separate story). Yet station charts, by and large, are made up from dealer contacts in a given area. The result here is that those who program from these charts are already behind in getting stock, and have lost out on the initial impetus of the disk. Therefore, they lose sales and so does the manufacturer.

Other dealers have cited the noisance factor of the "kids who buy the singles. Frankly, it's so hard keeping up with the singles. It's not worth the agony of making your store an after-school hangout for the kids. They discourage the LP buyers. Who needs that? Frankly, I'll leave the singles business to the dealers and concentrate on the better stuff, albums, where there's a better profit."

It's no secret, of course, that the advent of lower-priced tape recorders and cheap, transistorized pocket radios, with the ear plugs, have all helped diminish singles sales. But dealer thinking now would indicate that the simple fact of fewer retail outlets for singles is a highly significant factor as well.

COLUMBIA TO REVIVE OKEH

NEW YORK — Okeh Records, the Epic subsidiary label, will be revived starting this month. Sol Rabinowitz will be in charge of the label, with an assist from Columbia exec John Hammond. Label will specialize in r.&b. and gospel acts as it used to years ago, and will regularly issue singles and LP's.

First artist to be issued on the new label is Marie Knight, vet gospel singer. Label will be handled by Epic distributors.

New York Dealers

Continued from page 2

Clubby Checker's "The Fly" on Parkway, which moved up nationally from No. 66 to No. 36 on the "Hot 100" this week. Also hot in the New York area last week were "Human" by Tommy Hunt, "I Wake Up Crying" by Chuck Jackson on Wand, "Foot No. 1" by Brenda Lee, Ricky Nelson's "Everlyvin'," Fats Domino's "What a Party" and "Big Bad John" by Jimmy Dean.

Many of the above mentioned disks were listed on one or both of the Top 40 sheets issued by local stations WAIC and WMGM last week. However, Clubby Checker, Brenda Lee, Ricky Nelson, Orleans, Fats Domino, the Velvets and Jimmy Dean haven't made either list yet. "Bristol Stomp" by the Dovells was No. 1 on WMGM's while the top slot on WAIC's list was held by Bobby Vee's "Take Good Care of My Baby."

Both WMCA and WINS here recently discontinued distribution of Top 40 sheets, although they still use best selling disks in their programming. Station WMCA features a Top 25 but no longer compiles it by moving local dealers.

D. C. Jazz Fete

Continued from page 2

scripts and items of historical interest, art and photography exhibits, discussion groups and screenings of movies dealing with jazz music and performers.

Assistant planners for the festival include George Avakian, Nesuhi Ertegün, John Hammond, Russell Sanjek and Gunther Schuller, all active in producing and promoting jazz for many years. Proceeds will be used to further the Music Committee's international program.

In announcing the series, Mrs. Shouse pointed out that jazz is one of the Music Committee's most valuable means of reaching people throughout the world: "It is an international language reaching into the most remote outposts of the globe."

ZENITH DEBS STEREO SETS

NEW YORK — The public and dealers alike turned out for a showing of the new Zenith line of stereo phono and stereo broadcast receiving equipment here at the company's Fifth Avenue salon, Tuesday, September 26.

Highlight of the presentation was the firm's stereo-FM multiplex receiver which, coupled with an owner's present FM receiver makes possible multiplex broadcast reception. The unit also operates as a conventional FM radio. Zenith's previously announced line of phono and color TV units was also shown in the luxurious setting. Zenith is one of a number of manufacturers now operating its own public showcase in the midtown Fifth and Madison Avenue area.

PERSONAL TOUCH

Customer Gifts Stimulate Good Will, Bring in Leads

DETROIT — Gifts given to customers unrespectfully — rather than a "free gift" advertised in advance — is the gimmick used by Uptown Radio Company of Highland Park to develop consistent growth. "Practically all our business is generated from previous customers," says owner Milt Keverson, who, due to the steadily increasing volume, now has one of the largest salesrooms in the country—25,000 square feet.

"We don't discount, but we do move a lot of goods," he explains. The program is a simple variant of the technique of "using the user." Some 30 to 90 days after a sale is completed, every salesman is required to call on his customer—who has not been told there would be any such welcome follow-up. The technique is simple—to call the customer, ask how the purchased item is coming along, and the salesman then makes an ap-

pointment to check it over. At the same time, he takes along a little gift. If a stereo set was sold, for instance, he may present several LP's as a surprise gift to the customer.

At the same time, the salesman is instructed to ask if the customer knows of anyone else who would be interested in a sale. If a name is offered it is noted with the address. The result is that Uptown averages close to two good leads from every sale—a high percentage of turnover of prospects resulting in boosting of sales volume constantly.

Typical value of the gift, commonly a record, will run \$5 to \$6 retail. The average unit of sale is around \$400—so that this gift, expensive enough to be valued by the customer, is well worth while in terms of volume-building.

"We find this makes a friend out of the customer," says Keverson. "And they are then interested in helping you sell. The customer is already a friend, and he is glad to help us sell his friends."

Keverson contends that this procedure is the answer to discounting. A gift at the time of sale would seem to be close to a type of discounting. "The customer would feel it was simply a part of the sale. But if we come along 30 days later and give him something, it seems like a real gift."

RIAA Changes Gold Disk Count

NEW YORK—The Record Industry Association of America has changed its regulations covering the certification of Gold Record Album Awards. New regulation calls for minimum factory billing of \$1 million. The regulations used to call for a billing of \$1 million and minimum unit sale of 500,000 LP's, with more and more two and three-record sets hitting the market, whose price might be two or three times that of a single LP. The RIAA decided to use the million-dollar figure rather than the unit figure as its guide. Single Record Gold Awards still remain at 1 million singles sold.

Tempo Moving to New German Site

MUNICH — The Tempo label has moved into its new plant near Munich, and is preparing to celebrate the 30th anniversary of the label's founding.

The new plant at Greshenselohr is one of the most modern in West Germany. Oscar Meissner, Tempo's owner, says the recording studios have Europe's latest equipment, and the pressing installation is laid out for volume production.

The label was founded in Berlin by Otto Stahmann, and in 1938 Stahmann established his own pressing plant in Babelsberg, a Berlin suburb.

NEW YORK — Abe Schwartzman exited his post of executive administrator of the Institute of High Fidelity Manufacturers, last week. He had originally submitted his resignation last June, but has remained pending the IHFM board's decision on a replacement has been decided on at this time. Mrs. Gertrude Melson, Schwartzman's assistant, will handle the post on a temporary basis. No reason was given for Schwartzman's decision to resign.

Breaking Through Across the Country!

THIS IS OUR NIGHT
by THE TOLEDOS

Down (2003)
DOWN RECORDS
1452 Broadway, New York, N. Y.
(A Division of Gene Records)

QUALITY NOT QUANTITY

CADENCE RECORDS, INC.
119 W. 57 St.
N.Y.C., N.Y.

Original Hit!!

Theme from
LA DOLCE VITA

2545

on 20. FOX

★★★ REVIEW IN BILLBOARD and Getting Local Action!

CIVIL WAR

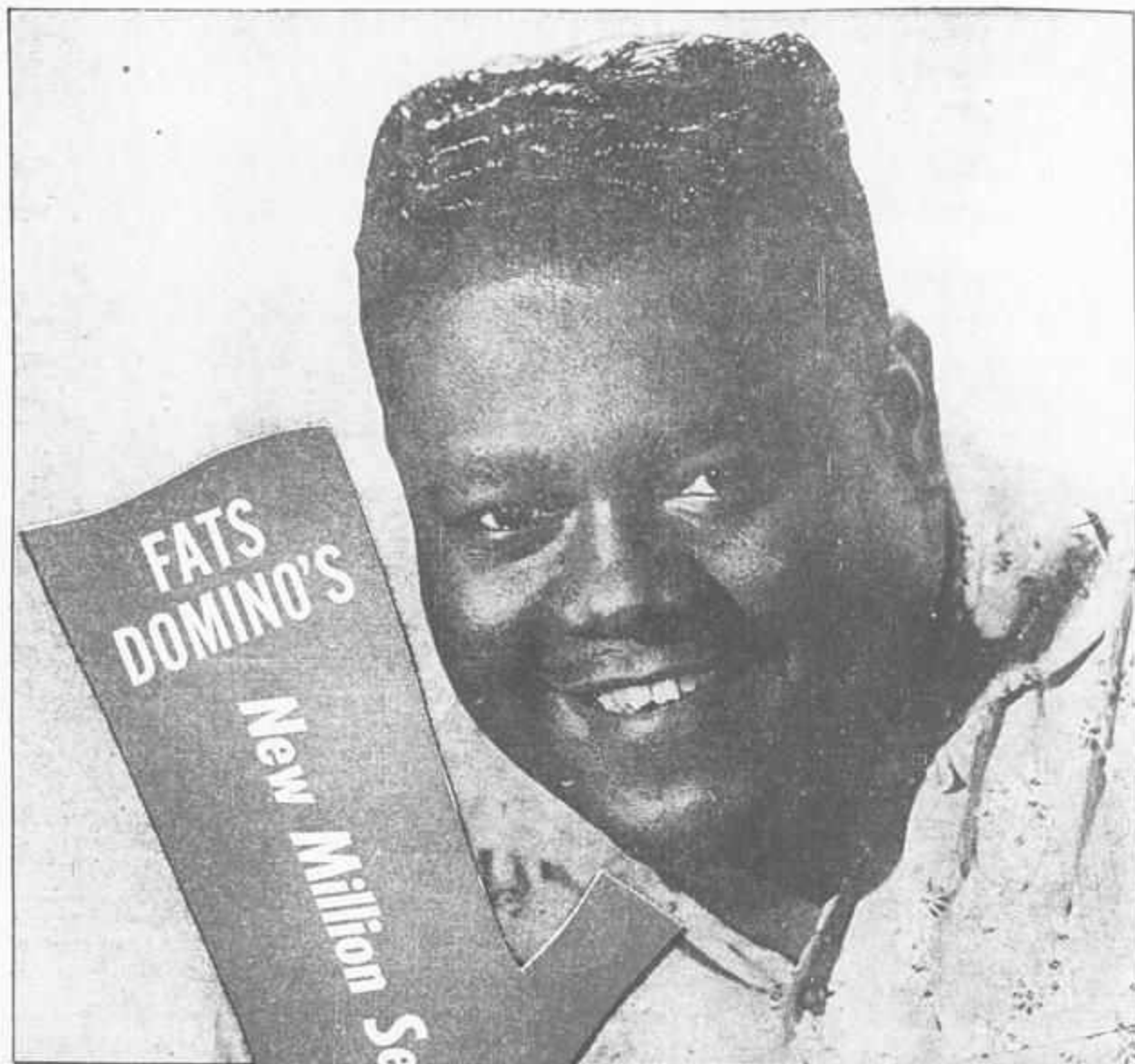
b/w Mary Jane
RONNIE BEHUNIN

Cottonwood #113

DISTRIBUTORS: Choice Territories Still Open • DISC JOCKEYS: MAIL US FOR SAMPLE COPIES
COTTONWOOD RECORDS

7514 Butler Hills Drive
Salt Lake City 17, Utah
Joseph Van Meter • DR 7-1488

ADVERTISING IN BUSINESSPAPERS MEANS BUSINESS



FATS
DOMINO'S

New Million Seller

"WHAT A
PARTY"

"ROCKIN'
BICYCLE"

#5779

IR

IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

BILLBOARD MUSIC WEEK

HITS OF THE WORLD



Europe

BRITAIN

(Country New Musical Centre, London)
This Week

1. JOHNNY BENCHER ME—John Bench (Top Rank)
2. KOWALSKI—Stanley Ashford
2. WED IN THE CHAIR—The Four Tops (Top Rank)
4. MURRAY—Helen Shapiro (HMV)
5. MARY ANN—Ray Charles
5. WED DON'T KNOW—Helen Shapiro (HMV)
7. GIVE LOVE—Pete King (HMV)
7. ROCKY FROM THE STARS—Mickey Rourke (HMV)
10. YOU ANSWER TO ME—The Four Tops (HMV)
11. BATE ME TO SLEEP—The Swallows (London)
11. YOU'VE BEEN—Gloria French (HMV)
11. SHEILA, HOW THE BEST—Gloria French (HMV)
11. WALK TO ME—HAPPINESS—Helen Shapiro (HMV)
11. GRANADA—Frank Sinatra (HMV)
14. FATHOM—Tom Cook (HMV)
14. MEAN THE HEARTBREAK—Don Gibson (HMV)
17. AUNT GONNA WALK FOR A WIFE—Booker T. & the MG's (HMV)
18. THERE'S MY WORD—Alan Webb (HMV)
21. QUARTER TO THREE—U. A. Brock (Top Rank)
21. HURKALAT—Eddie Cochran (HMV)
22. I LOVE SO BAD—Vera Drake (HMV)
22. HOW MANY TEARS—Booker T. & the MG's (HMV)
22. MICKY MICKY—The Mamas & the Papas (HMV)
24. HALFWAY TO PARADISE—Booker T. & the MG's (HMV)
27. BREAK AWAY—Spreewald (HMV)
28. AMOR—Roy T. King (HMV)
31. WELL I ASK YOU—Eddy King (HMV)
31. BONES—Percy Skaife (HMV)
31. SAY IT WITH FLOWERS—Gloria French, Ray Charles (HMV)
31. THE GONNA KNOCK ON YOUR DOOR—Laurie Holiday (London)

NORWAY

(Country Norden Gram, Oslo)
This Week

1. HELLO, MARY LOU—Booker T. & the MG's (HMV)
2. YOU DON'T KNOW—Booker T. & the MG's (HMV)
4. DOWNS BY THE RIVERBANK—Booker T. & the MG's (HMV)
4. JOHNNY BENCHER ME—John Bench (Top Rank)
4. A GIRL I LIKE YOU—Eddy King (HMV)
4. MURRAY—Helen Shapiro (HMV)
4. WED DON'T KNOW—Helen Shapiro (HMV)
4. GREEN FEELING—Booker T. & the MG's (HMV)
4. MICKY MICKY—The Mamas & the Papas (HMV)
10. BONES—Percy Skaife (HMV)

SPAIN

(Country Discophon, Madrid)
This Week

1. I KNOW MY LOVE, TO-NIGHT—Paul Anka (ABC-Hopwood)
2. LA SOLITA—Amalia Pardo (HMV)
2. QUERKA NEE—Duo Robinson (La Vie de la Vie)
4. KNIGHT—Don Douglas (La Vie de la Vie)
4. EVANESCENCE—Lisa Casanova (La Vie de la Vie)
4. WEDDING—Spring A-Land (HMV)
7. BLUE MOON—The Meters (HMV)
8. BRIGITTE BARRIS—Jenny Vale (HMV)
9. DANCE ON LITTLE GIRL—Paul Anka (ABC-Hopwood)
10. LINDBERG ME DREAMS—Hans Sigurd (HMV)

ITALY

(Country Musica e Dischi, Milan)
This Week

1. LA NOVITA—Tony Martin (HMV)
2. PEPITO—Los Machucos (HMV)
4. RENZA—Gino Paoli (HMV)
4. LEGATA A UN CRANEO DI SABBIO—New Fabian (HMV)

GERMANY

(Country Antenne-Mark, Bonn/Berlin)
This Week

1. S. PALMIRA—Frank Sinatra (HMV)
2. HELLO, MARY LOU—Booker T. & the MG's (HMV)
3. JIM & KATE—The Mamas & the Papas (HMV)
4. DERE MANN—HMV (HMV)
4. ZUCKERPILZE—HMV (HMV)
11. WOLFGANG AMADUS MOZART—HMV (HMV)
4. SE LEREN WIE—HMV (HMV)
7. EIN GROSSES GELIEBE—HMV (HMV)
4. E. R. B. & THE BLUE—HMV (HMV)
4. CORINNA, CORINNA—HMV (HMV)
20. HALFWAY TO PARADISE—HMV (HMV)
27. BREAK AWAY—HMV (HMV)
28. AMOR—HMV (HMV)
31. WELL I ASK YOU—HMV (HMV)
31. BONES—HMV (HMV)
31. SAY IT WITH FLOWERS—HMV (HMV)
31. THE GONNA KNOCK ON YOUR DOOR—HMV (HMV)

SWEDEN

(Country Svan, Stockholm)
This Week

1. DEN SINE MORRANEN / PETER GUNNARSSON—HMV (HMV)
2. HELLO, MARY LOU—HMV (HMV)
3. KARA MUR—HMV (HMV)
4. FIVE HELLO EVERY LITTLE GIRL—HMV (HMV)
5. EN GÅNG SKA VI ÅTER MOTAS—HMV (HMV)
6. MURRAY—HMV (HMV)
4. A GIRL LIKE YOU—HMV (HMV)
7. FLYING STAR—HMV (HMV)
10. DU WASTA DU WAST—HMV (HMV)

HOLLAND

(Country Phonogram, Amsterdam)
This Week

1. I CAN WAN BE ME—HMV (HMV)
2. HELLO, MARY LOU—HMV (HMV)
3. TEAPOTATION—HMV (HMV)
4. O.K. IN G.A. MIE JE HEE—HMV (HMV)
4. RUNAWAY—HMV (HMV)
6. TONIGHT MY LOVE, TO-NIGHT—HMV (HMV)
7. DANCE ON LITTLE GIRL—HMV (HMV)
8. PEPITO—HMV (HMV)
10. WEDDING—HMV (HMV)

EIRE

(Country Brian, Harold and Mairi)
This Week

1. WELL I ASK YOU—Eddy King (HMV)
2. MURRAY—HMV (HMV)
3. THE BROTHERS—HMV (HMV)
4. THE BROTHERS—HMV (HMV)
5. THE BROTHERS—HMV (HMV)
6. THE BROTHERS—HMV (HMV)
7. THE BROTHERS—HMV (HMV)
8. THE BROTHERS—HMV (HMV)
9. THE BROTHERS—HMV (HMV)
10. THE BROTHERS—HMV (HMV)

FRANCE

(Country Barclay, Paris)
This Week

1. HELLO, MARY LOU—HMV (HMV)
2. HELLO, MARY LOU—HMV (HMV)
3. HELLO, MARY LOU—HMV (HMV)
4. HELLO, MARY LOU—HMV (HMV)
5. HELLO, MARY LOU—HMV (HMV)
6. HELLO, MARY LOU—HMV (HMV)
7. HELLO, MARY LOU—HMV (HMV)
8. HELLO, MARY LOU—HMV (HMV)
9. HELLO, MARY LOU—HMV (HMV)
10. HELLO, MARY LOU—HMV (HMV)

DENMARK

(Country Danmarks, Copenhagen)
This Week

1. HELLO, MARY LOU—HMV (HMV)
2. HELLO, MARY LOU—HMV (HMV)
3. HELLO, MARY LOU—HMV (HMV)
4. HELLO, MARY LOU—HMV (HMV)
5. HELLO, MARY LOU—HMV (HMV)
6. HELLO, MARY LOU—HMV (HMV)
7. HELLO, MARY LOU—HMV (HMV)
8. HELLO, MARY LOU—HMV (HMV)
9. HELLO, MARY LOU—HMV (HMV)
10. HELLO, MARY LOU—HMV (HMV)

Asia & Pacific

HONG KONG

(Country New Musical Centre, London)
This Week

1. GENTLEMAN—Paul Anka (HMV)
2. BIG OLD WOOD—Paul Anka (HMV)
3. LITTLE GIRL—HMV (HMV)
4. WOODEN HEART—HMV (HMV)
5. LET ME BELONG TO YOU—HMV (HMV)
6. MICHAEL—HMV (HMV)
7. HOW MANY TEARS—HMV (HMV)
8. VOLUT ANSWER TO ME—HMV (HMV)
9. TONIGHT—HMV (HMV)
10. A GIRL LIKE YOU—HMV (HMV)

AUSTRALIA

(Country Music, Melbourne)
This Week

1. I'M COUNTING ON YOU—HMV (HMV)
2. LITTLE GIRL—HMV (HMV)
3. MICHAEL—HMV (HMV)
4. THREE DOLLAR FIVE—HMV (HMV)
5. I'M GONNA KNOCK ON YOUR DOOR—HMV (HMV)

JAPAN

(Country EMI, Tokyo)
This Week

1. KIMI KIMONO—HMV (HMV)
2. KIMI KIMONO—HMV (HMV)
3. KIMI KIMONO—HMV (HMV)
4. KIMI KIMONO—HMV (HMV)
5. KIMI KIMONO—HMV (HMV)
6. KIMI KIMONO—HMV (HMV)
7. KIMI KIMONO—HMV (HMV)
8. KIMI KIMONO—HMV (HMV)
9. KIMI KIMONO—HMV (HMV)
10. KIMI KIMONO—HMV (HMV)

NEW ZEALAND

(Country New Musical Centre, London)
This Week

1. A GIRL LIKE YOU—HMV (HMV)
2. I'M GONNA KNOCK ON YOUR DOOR—HMV (HMV)
3. WELL I ASK YOU—HMV (HMV)
4. HELLO, MARY LOU—HMV (HMV)
5. MICHAEL—HMV (HMV)
6. AFTER ALL—HMV (HMV)
7. MEMPHIS—HMV (HMV)
8. HATS OFF TO LARRY—HMV (HMV)
9. THE CHAIRMAN—HMV (HMV)
10. LAM SWOON—HMV (HMV)

SOUTH AFRICA

(Country African and European, Johannesburg)
This Week

1. A GIRL LIKE YOU—HMV (HMV)
2. I'M GONNA KNOCK ON YOUR DOOR—HMV (HMV)
3. TAKE GOOD CARE OF HER—HMV (HMV)
4. BETHSHEBA—HMV (HMV)
5. WHAT IS YOUR WASSA MAKE THOSE EYES AT ME—HMV (HMV)
6. STAY—HMV (HMV)
7. MOODY RIVER—HMV (HMV)
8. HELLO, MARY LOU—HMV (HMV)
9. STICK WITH ME BABY—HMV (HMV)
10. I'M GONNA KNOCK ON YOUR DOOR—HMV (HMV)
11. WELL IN THE COUNTRY—HMV (HMV)
12. GIVE ME LOVE—HMV (HMV)
13. TRAVELLIN' MAN—HMV (HMV)

PERU

(Country EMI, Lima)
This Week

1. MURRAY—HMV (HMV)
2. MURRAY—HMV (HMV)
3. MURRAY—HMV (HMV)
4. MURRAY—HMV (HMV)
5. MURRAY—HMV (HMV)
6. MURRAY—HMV (HMV)
7. MURRAY—HMV (HMV)
8. MURRAY—HMV (HMV)
9. MURRAY—HMV (HMV)
10. MURRAY—HMV (HMV)

VENEZUELA

(Country Southdown, Caracas)
This Week

1. MURRAY—HMV (HMV)
2. MURRAY—HMV (HMV)
3. MURRAY—HMV (HMV)
4. MURRAY—HMV (HMV)
5. MURRAY—HMV (HMV)
6. MURRAY—HMV (HMV)
7. MURRAY—HMV (HMV)
8. MURRAY—HMV (HMV)
9. MURRAY—HMV (HMV)
10. MURRAY—HMV (HMV)

MEXICO

(Country Audiomex, Mexico)
This Week

1. MURRAY—HMV (HMV)
2. MURRAY—HMV (HMV)
3. MURRAY—HMV (HMV)
4. MURRAY—HMV (HMV)
5. MURRAY—HMV (HMV)
6. MURRAY—HMV (HMV)
7. MURRAY—HMV (HMV)
8. MURRAY—HMV (HMV)
9. MURRAY—HMV (HMV)
10. MURRAY—HMV (HMV)

ISRAEL

Best Seller List A Trade Show

By AZARIA RAPOPOORT
73 Abud Ham St., Tel Aviv

Israel's record dealers and manufacturers have more need than most for a guide to what the public likes. Unlike other western countries, Israel's customers are composed of 60 per cent foreign arrivals (less than 12 years in the country), whose notions of origin vary in tradition and listening habits, from the Far East, the North African cities and back to Eastern European communities. These circumstances highlight

The Americas

CHILE

(Country EMI, Santiago)
This Week

1. WHEELS—HMV (HMV)
2. DANCE ON LITTLE GIRL—HMV (HMV)
3. AFRICHE—HMV (HMV)

THEIR SMASH
FOLLOW UP TO
"WHEN WE GET MARRIED"

THE DREAMLOVERS

LET THEM LOVE

(AND BE LOVED)

b/w
WELCOME HOME
Heritage #104

It's Happening in Major
Markets and S-P-R-E-A-D-I-N-G!

"I'LL BE
TRUE"

The
Orlons

Cameo #198

Watch for It,
It's Coming Your Way!

The Dovells'
SMASH NEW ALBUM!

"BRISTOL STOMP"

ON
PARKWAY

CAMEO / PARKWAY RECORDS

1405 Locust St.
Philadelphia, Pa.

\$6.98 for one record? Are you crazy?

\$6.98 may seem like a lot

But then you haven't heard a Continental record.

(You can't have; they're that new.)

So first listen.

Then judge.

You can start by picking one of many unique performances.

The U.S. Navy Steel Band. (Yes,

there is one.) *Memorias d'Espagna. Early Montoya.*

Attention purists: Nothing is engineered out of Continental sound. Montoya's fingertips will slip a little during a *glissando*.

You hear it because it happens.

A Continental record will get the best out of whatever equipment you have.

But even the finest equipment (including the ear) is more limited than

our records. The frequency range is from 16 to 25,000 cycles per second.

If you can't hear it, why have it?

So you can feel it.

When most records give you entirely adequate sound for less money, do you have to be crazy to spend more?

Yes.
Like a fox.



CONTINENTAL
RECORD CO., INC.
500 Fifth Avenue
New York
BR 9 2417

And now a word to the trade . . .

\$6.98 is the price.

(No discounting. No dealing. No diddling around.)

We are out to change a few things in the record business.

For the better.

At the moment, you continuously buy merchandise that the manufacturer stamps with an artificial list price which he never intends to keep up or protect.

You get your great "theoretical" 35%, and 4 weeks later he oversells you again with a new deal called "free goods."

After you've paid for the merchandise and it is resting on your shelf, you open your Sunday paper and find that the local discount store sells it at retail for 20% cheaper than you just finished buying it for.

Ouch.

Then you look at the stuff. Suddenly, the so-called "national brand"

which every discount house is kicking around begins to look worse and worse.

Maybe you begin to wonder whether you should have your head examined for working without salary for manufacturers who abuse you, but at the same time use you as the backbone of their business.

Finally, you get some sense and organize the Society of Record Dealers of America and hope that after a few years you'll be able to develop a plan to protect yourself from this abuse.

Wistful thinking makes you forget that when the safemaker makes a better safe, the burglar will make a better tool.

Your only hope to protect your investment is to carry a quality product from a quality organization which is sincerely interested in

P.S. Perhaps our distributor hasn't been in touch with you yet.

Don't worry; he will be.

We're being very fussy about selecting him and that always takes a little longer.

protecting you. An organization which will mercilessly cut out any dealer or distributor who cannot control his prices and sells to discount houses.

We have developed a system by which we can trace every record, and we'll first withdraw the franchise and then listen to the explanation.

This is your protection. An honest protection which will earn the respect of your customers. (The same ones who right now think you're cheating them because you sell at a higher price than the discount operator around the corner.)

A new concept in record merchandising was born today; we hope you will welcome it.

We ask you to feature Continental Records.

In return, we guarantee to make money with you, not on you.



DONALD H. GABOS
PRESIDENT
Continental Record Co., Inc.
500 Fifth Avenue
New York, N. Y.
BX 2000 10017

Starting in October, the ad on the preceding page will appear in the New Yorker, Esquire, Vogue, Schwann, Hi Fidelity, Atlantic Monthly, Saturday Review and other magazines.

BRITAIN

Frank Sinatra May Be Planning Promo Tour With Reprise People

By DAN WEDGE
News Editor, New Musical Express

Reports reaching here from Hollywood suggest Frank Sinatra is planning to head a package of Reprise artists on a European tour next spring. Object seems to be to introduce newer talent to local audiences here on the theory that the best way to get newcomers off the ground is careful use of television and saturation use of radio—the currently held view of many record executives. Reprise has expressed interest in two artists attached to Pyg, its British affiliate—the Kenny Ball traditional jazz band and singer Petula Clark, who has recently had U. S. releases on Warwick. Pyg issued its first three Reprise singles September 20. Sinatra's "Granada" immediately entered the chart at No. 14.

Visitors
After a short series of Scandinavian concerts next week, Fabian makes his British debut October 15 on ATV's "Sunday Night at the London Palladium." . . . **Dizzy Gillespie-John Coltrane** concert package opens November 11. . . . New York publishers Lou Levy, Hawie Richmond and Robert Mollin all here for talks with their London offices. . . . **Capitol's Inez** Joe Hunter set for ABC-TV's "Thank Your Lucky Stars" October 14. . . . **The Acker Bilk** band appears at the Olympia, Paris, November 16, before going on to Switzerland for five days. . . . **Composure** arranger John Barry makes his first U. S. visit October 2; he expects to be away a month for talks with publishers and record executives.

Publisher Business
Lee Philips now back in London after two weeks in Germany with the Goll-Pincus music firm's attorney Lawrence J. Greene. They visited Berlin and other cities to establish a new publishing affiliate. . . . **Latest waring** of "Jealousy" by Decca's Billy Fury (currently No. 3) is the 185th to become available here according to the score kept by the Lawrence Wright publishing firm. . . . **You Don't Know**, penned by John Schroeder and Mike Hawker and a No. 1 hit here for Helen Shapiro, has been acquired by E. B. Marka for U. S. (Disk is issued in Capitol and rated a **BWV "Spotlight"**) British right is controlled by Lorna Music, the London firm set up by the Danish publishing house Hamlen. Lorna also has Shapiro's new British release, "Walkin' Back to Happiness." . . . **First prize** of \$200, offered by Novello and Company for a new wedding march, was won by Dr. Ernest Suttie.

Disk Business
British Decca chairman Sir Edward Lewis has resigned for health reasons from the governmental committee preparing to report on Consumer Protection. . . . **Ed Michel**, managing director of Interdisc in London, due in Los Angeles this week where he recently married research biologist Vicki Foreman. . . . **Staff Monro** had his most important TV date here so far on the Palladium show September 24.

Transatlantic Records, a small indie outfit, has marketed a "Live With Love" LP on which a psychologist gives advice on sex. It is the first such disk issued here and attracted a lot of consumer press attention.

New Releases
The theme from the "Francis and Asst." movie has attracted two versions: Russel Falch's Channel 4 wailing was issued on HMV; Frank Chacksfield competes for Decca. . . . Among other singles issued last week were four current U. S. chart titles on the Decca-

HOLLAND

Edison Awards Are Presented

By HENNY J. S. WAPPEROM
Editor, "Platenieuws"

On Friday and Saturday nights, September 29 and 30, Holland's greatest record event of the year took place. "Grand Gala Du Disque" this year was divided into classical and popular presentations, and "Edisons" were distributed. The "Edison" is a Dutch record prize, awarded by a board of very important music and record people. Next issue will see the names of the prize winners and records. Among the artists who added lustre to the popular show on Saturday night were Caterina Valente, Siv Malinckrodt, Charles Aznavour, Sverre Amundsen, Lys Assia and Rita Reyes.

Price Cut
In a big press campaign Ineco L. C. announced a cut in price of all records pressed in Germany. Three introductory records at a price of less than \$1 are meant to encourage record buyers in the classical, opera and popular fields to get RCA LPs at the low price of about \$4.50.

Reprise to Arto
Bill C. Singer, president of Arto Gramophone, returned from a trip to Los Angeles and brought back the sensational news that he had made a deal with Frank Sinatra's Reprise Records for the entire Benelux area. Label will, in all probability, be handled by Pete Fellman Jr., executive manager of Arto's Funckler Department.

NORWAY

U. S. Rep Seeks Norwegian Pop Sides for U. S.

By ESPEN ERIKSEN
Verdens Gang, Akersgate 34, Oslo

On his latest of four trips a year to Europe, American lawyer Paul Marshall, representing 20th-Fox, Top Rank, Atlantic, and Vee Jay of the U.S.A., came to Norway to discuss with the Norwegian recording firm, Egit Moun Iversen A-S, the possibility of making a Norwegian pop record especially for the American market.

Mr. Marshall spent a full morning listening to the records of Per Asplund and the vocal quartet the Moon Keys.

Just an American pop singer (Continued on page 28)

BELGIUM

Gramophone Debts Low Price Line

By JAN TORES
Stuivenbergwaart 37, Mervelen

Gramophone has launched a new label in the low-price category, called Triaxon. Prices are: 54-fr. (\$3.08) for an EP, 99-fr. (\$2) for a 10-inch LP, and 168-fr. (\$3.39) for a 12-inch LP. The label is of French origin and presents a classical as well as a popular repertoire. Records are available to all dealers.

In order to encourage the sale of their LPs and EPs, the German firm Ariola started a stock-new, pay-later deal. From now until January 5, 1962, dealers may order as many records as they want from the catalog without payment until that date. Besides, they have 100 per cent return privileges on undamaged records.

Two versions of "Michael" have been brought on the market this week. Familiar has the original by the Highwaymen on London, while Philips released the **Chet Avery** version. Flip side of the latter is another U. S. A. hit, "Fruity Lips Angel Eyes." The version by **Linnie Dongen** on Pyg is to be released this week.

Another fine newcomer this week is a cha cha by the famous **Les MacInnes** combo: "Ottorio's lingo-tango" (what a title! . . . Imperial hopes to have another topper with **Ricky Nelson's "Lucky Star."** Initial sales are strong. . . . Other releases on the London label this week were: "Hurt" by **Tim Yuen**, "Tummy" by **Duane Eddy** and (Continued on page 31)

GERMANY

German Covers Flood New Highwaymen U. S. Hit Disk

By BRIGITTE KEER
Music Editor, Antonstra-Markt, Braunschweig

Progress Music, Frankfurt, is currently very busy on the Highwaymen's U. S. hit, "Michael." The original has been issued by Deutsche Grammophon on United Artists. Up to now, Progress Music has placed four German versions, three having a different title and lyric: "Tom O'Hara" by **Linnéa Brothers** on Ariola, just released; "Am Missouri" by the **Fellows** on Decca and by the **Tramps** on Polydon; "Eines Tages" (One Day) by **Leo Landros** on Philips; all to be issued soon. This recording race is similar to **Ricky Nelson's "Hello, Mary Lou"**, which was released by four firms at the same time in a German version.

Meisel Publishing House, Berlin, which had its latest hit with "Hello Mary Lou" here, is hoping for a new best-seller with "Brigitte Bardet," climbing the charts in France and the Benelux nations. Ariola has released the original recording with **Hing Garcia y sus Carlos** already, and has now recorded a German version by Meisel discovery **Rolf Peer**. Polydon is to issue a second German version by **Rainer Bertram**. . . . **Peter Schaffers** Publishing House has purchased the Benelux hit "Geh was ik maar" to be recorded here by **Caterina Valente** on Decca. German lyrics will be written by **Hans Bradtke**. . . . **Paul Siegel**, proprietor of Hi-Fi Music has purchased the German, Austrian and Swiss rights for the music of TV shows and films from **Dave Gordon Music**, Hollywood. The shows of **Frank Sinatra**, **Alfred Hitchcock**, **Richard Diamond**, "Melody Spillaine," "Lassie," "The Millionaire," are among the titles.

Musical
While Philips is distributing the original recordings of the **Lerner-Lowe** musical "My Fair Lady" from the Broadway performance with **Jolie Andrews** and **Bex Harrison**, the firm also purchased the record rights for the first German performance with the original cast from the Berlin Theatre of the West. The firm will release in addition to LPs some EPs and singles of the most popular songs from the musical, which opened October 25 in Berlin. Director **Wolffert** of "Theatre of the West" purchased the performance rights for Germany.

Cinema
On October 4, "Eosodus" will have its German premiere in Bonn. **August Seif-Chappell** Publishing (Continued on page 28)

By JIMMY JUNGERMANN
102 Lonsingerg Str., Munich 27

Bobby Weiss, international director of Warner Bros. Records, jet-planned into Munich from his Vienna visit, to meet with **Harry Bielefeld** of Seith Musikverlag, representatives in Germany for Chappell, to map plans for the exploitation of the Warner Bros. film "Fanny" via the release of the Warner Bros. records LP sound track of the **Harold Rome** background score to the **Josh Logan** production.

In addition to the LP, WB will also have the **Morris Stodd** single of the "Fanny" theme available with special exploitation being planned by the WB Records license in Germany—Teldec of Hamburg Promotion will include extra exploitation on the German radio, TV, juke boxes and in the very cinema screening "Fanny." Meanwhile, all music from "Fanny" is restricted until the opening of the film.

Meanwhile the German trade is awaiting with great interest the initial German production on the WB label, featuring **Connie Stevens** singing two local language titles, recorded during the Hollywood star's recent visit to Berlin. **Sold Weiss**: "The superb arrangements of **Werner Muller**, the great technical skill of Teldec, and the outstanding production technique of **Sigrid Volkman** and **Werner Muller** should give **Connie Stevens** and our WB label our first penetrating hit in Germany, Switzerland, and Austria." Teldec's Sales Director and Vice-President **Ator Walzenegger** has insured an extensive sales campaign for this disk.

Weiss didn't linger long in Munich as he had business appointments in Zurich with **Maurice Rosenberg**, WB Records distributor, plus the local WB film office and **Heinz Leicht** of Editions Sitem, the Music Publishers Holding Corporation sub-publisher in Switzerland for more talks about "Fanny" and "Parish" recordings.

Cutting Session
Polydon producer **Gerhard Mendelson** and composer **Werner Scharfberger** met **Connie Francis** in Rome to discuss her next record sessions scheduled for October in Vienna.

NEW ZEALAND

'Three' Cover Versions Hot
By FRED GEBBIE
P. O. Box 5051, Auckland, N. Z.

A local version of the banned U. S. **Bomb** hit, "Quarter to Three," is sure to make the charts here in the next few weeks. The cover version, done by the **Kell Isles** for Viking, has been accepted by the broadcasting authorities in place of the original and will get at least four airings on the **Lever Bros. National Hit Parade** this month. Another top U. S. hit banned by radio here and due for a local treatment is **Bobby Lewis' "Towin' and Turnin'."** Although this won't get air play, London distributors consider its overseas ratings will sell it here and must be commended for their stand.

Howard Morrison's version of "Michael" has made the charts, hotly pursued by the U. A. original by the **Highwaymen**. . . . Released only a few weeks ago the **Peter Pan** children's series, sold over 1,100 in one store. **Norman Wright** has the label and will only place it in selected dealers stores.

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WITH JET DELIVERY, this complete issue of Billboard Music Week is being read all over the world at the same time as it is being read in the United States . . . and is being read by two and a half times more International readers than all other U. S. music trade publications combined.

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JAPAN

King Records Celebrates 30 Years
With King Sized Disk Buyer LotteryBy TEN KAITORI
Yokohama Correspondent

An extensive sales campaign has been kicked off by King Records of Japan celebrating its 30th anniversary this year. During the campaign period, running through January 21, 1962, retail customers will be given a lottery ticket with every purchase of any of London, Telefunken, ABC-Paramount and other labels which the Japanese diskery represents. The 10 top lottery tickets will each hit the jackpot for a local compact car. Among other prizes are 30 stereo phonos and a large number of records.

In tie-ups with Nippon Victor, representing RCA Victor Records, the Digest Club in Tokyo is offering its first 12-LP set at slightly less than \$25.

Nippon Columbia is releasing next month "Japanese Folk Songs

in 3 LP's, the largest package of its kind ever released here in Japan. It will feature 82 folk songs, representing every region of this country, with a variety of singers ranging from local district amateur singers to professionals.

King Records of Japan released the Impulse label on September 20. First two LP's feature Gil Evans, and Ray Charles and Quincy Jones. . . . Top Rank is releasing the complete Beethoven symphonies at \$25 on 7 disks recorded by London Symphony Orchestra under the direction of Joseph Krips.

Mr. G. C. Bridge, director of Toshiba Records representing EMI interests, left for home on September 10 after a week's stay in Tokyo.

Charlie Barnett and his wife in Japan on the first leg of their round-the-world trip, had a gathering with clarinetist Tony Scott and with Japanese jazz critics.

U. S. Rep Seeks Norse Pop Sides

* Continued from page 27

now go to Europe and record their songs there to enlarge their audience, so we think it wise to bring over European artists to record in the U.S.A. and thus increase the record sales in both the U.S.A. and Europe, Mr. Marshall stated.

Marshall has already been in Sweden and recorded four songs with Swedish songstress Lil-Bubs to be issued in the U.S.A. in the near future.

New Releases

A-S-Pratan this week introduces their new series of EP's "Pioneers of Jazz," on Coral. It is a collec-

Israel Newsnotes

* Continued from page 23

the importance of Israel's only constant, monthly "Hit Parade" to show the changing tastes and popularity, sales tactics and promotion plans. Responsible for its accuracy and reliability is a lively Israeli native, Ofra Samuel, 22, who also is in charge of the Kol Israel (Israel Broadcasting Corporation) show, "Hit Parade."

Listeners' letters, requests in different request-programs, a devoted audience, are among the ingredients checked and patiently put together by Miss Samuel in the preparation of the monthly chart. The top tunes are interspersed with two or three tunes chosen from the charts of foreign nations as they appear in Billboard Music Week, thus introducing new tunes, of which the catchiest may make our own charts later.

DENMARK

Third Commercial
Scandinavian Air
Station Premieres

By PAUL BACH

Berde 184, Kgs. Lyngby
Copenhagen, Denmark

A new Danish commercial radio station premiered Monday (18) and can be heard over almost all of Denmark. It joins the first commercial radio station in Scandinavia, Radio Merkur, and Radio North. The two Danish commercial stations, which already bring much popular music to the air, are strong competitors to the municipal radio.

Elen Kaor has just had his first recording released in Denmark, "Well I Ask You."

Perla Clark, currently No. 3 in the Danish chart with "Romero," introduced the Pvc label on the Danish market. This is the company's first success under its own label. Formerly, Pvc was released by Metropone Records. In Sweden, where Pvc Records also has established its own offices, it has secured its first big success with "But I Do," with Clarence Henry, Raquel Rastrum. Some recording artist and one of Denmark's only two "gold record" winners, has just recorded "Romero" in its first Danish version.

Edvin Preddy's latest, "Little Sister," has just been released in Denmark. "Flaming Star" is currently No. 10 on the chart.

Traditional jazz ork. Papa Bue and his Viking Jazzband, have just had their first LP ("Beware, the Vikings Are Over Us") released in Great Britain last week. No deal for Papa Bue's recordings has yet been made for the U. S. market. Papa Bue had an enormous success with "Schlaf Mein Prinzchen" (Sleep My Little Prince) on the Continent. He records for Storyville Records in Copenhagen.

Tivoli, the oldest and largest amusement park in Scandinavia, has been negotiating with the Frank Sinatra clan to appear for the opening of the park after next spring. It seems now like Frank Sinatra and Sammy Davis Jr. will be heading this show.

MEXICO

Musart Seeks the HMV
'Mexico' R.&R. Hit

By OTTO MAYER-HERRA

Editor, *Andinonews*

Aparato 8688, Mexico City

Musart asked HMV (UMI) for the tapes of the rock "Mexico," played by Tony Osburne and his orchestra. The same company will issue an LP, called "Nat International," with selections of American, French, Mexican and Italian songs, performed by Nat Cole, and a single containing two hits from the catalog of Spain's "La Voz de Su Amo": "Quisiera ser" and "Petry in Motion," sung by the Duo Dismunies. . . . After the great success of "The Music of Peter Gunn," and "Mr. Lucky," along with "My Favorite Chopin" by Van Cliburn, Nippon Gramophone ordered from Peerless the tapes of several LP's, among them "The King of Falsetto" by David Zalar, typical ranchero songs by the Trio of the Michel Brothers, and the greatest hits in tropical bolero style of veteran singer Tono La Negra, re-made in stereo with percussion groups.

Andrés Conde, director-manager of Remisa Publishers came back from Caracas. He brought back for his Mexican catalog four current hits of Venezuela: the rock's "Dónde estás" by Enrique Sorabla and "Solo" by Luis Cruz; the merengue "Churuli" by Jose Luis Morales and a folk tune "Tibiana" by Luis Cruz.

ITALY

Potential Hits in Coming Musicals

By SAMUEL STEINMAN
Piazza S. Aurelio, Rome

Four new musical shows will play Italy's leading cities this season and probably provide some of the top song hits. The long-postponed Garinei-Giovannini production, "Rinaldo on the Battlefield" starring Domenico Modugno, Della Scala and Paolo Panelli will open this month at Turin's Italia '61 exposition. Renata Rascel and Gloria Paul will appear in "The Centenary," which opens in Milan in November. Carlo Dapporto, most durable musical star, will work with Claudia Mori in "The Tramp" which debuts this month in Milan. Raffaele Pao, a TV favorite, and Marisa Del Frate are the top liners of "Always Single," another which will open in Milan.

Although a golden disk is presented to an Italian artist who sells 300,000 records of one song, Nino Fidenzo is the pride of RCA Italiana because three of his numbers this year have been the principal contributors to an over-all record of over one million. These are "The World of Serge Wong," "What a Sky" and "Tied to a Grain of Sand."

Following five nights of p.a.s. in Rome, Milan and Visaggio, Conde Francis will spend eight days in Milan recording four TV shows for RAI for December production.

Popular music will be more popular than ever on Italy's two TV channels this fall and winter. Top events will be "Saturday Night," which begins October 21, with guest artists such as Marlene Dietrich and Mickey Rourke already lined up. The annual "Canzonissima" series which begins in mid-October to reach a climax in the \$250,000 New Year's lottery will have Sandra Mondalini of the revue world as its top liner.

A special event in view is the First Festival of Singing Authors which will be aired October 7 with France's Gilbert Beraud as top liner along with Umberto Bindi, Ugo Calio, Adriano Celentano, Pino Donaggio, Corrado Lojacono, Bruno Martini, Gianni Mecca, Maria Monti, Gino Paoli, Rita Rascel and Armando Roman. Most notable absence: Domenico Modugno. Meanwhile, the radio end of RAI is beginning its second Jazz Tournament to pick the best combo and the best soloists in a series of programs beginning October 13.

Zürich was the scene of the Italian Song Festival in Switzerland September 30, with Milva, Luciana Tajoli, Tonina Torrielli and Jenny Luna the top names in the Eurovision program which had Gianni Angelini and Mario Pezzotta as musical directors. . . . Aurelio Fierro didn't carry long in Italy after his double triumph at the Naples Song Festival. He is now appearing on tour in Rio de Janeiro, Sao Paulo and Buenos Aires. Another who covered himself with glory in the Naples event was American singer Mike Bongiorno who contributed a style of informality never before seen on Italian TV. A survey of expert opinion after the festival indicates that many think that the fourth and fifth-ranked songs, "September With Me" and "Counting the Night-Fishing Bait" may eventually top the winners in public esteem.

Gianfranco Reverdesi of the Records arranging staff has moved to CGD along with other artists who have made new connections. Moves are coincidental with naming of Mariano Rapetti as new director of firm's pop music. Label will issue theme music of "Giuni of Navarone" simultaneously with Columbia release of the film October 5.

By MARIO DE LUIGI
Editor, *Musica e Dischi*, Milan

The film "I Cannoni di Navarone" will have its premier in Milan on October 6. The theme of the film recorded by the Hollywood Strings has been released here.

After his successes "Kriminal Tango" and "Play Day," Ralph Bendix returns to us with "Balvaster Bloogie." This record has already climbed to first place in Switzerland and Austria and in Germany it has sold more than 600,000 copies.

To document an absolutely new idea in choral music, a recording called "Les Montagnards" is now in preparation. The I.N.C.A.S. chorus has begun this work only after much research and preparation. The much-discussed film of A. Blasetti, which because of the censors was taken out of circulation 24 hours after its presentation, has now been returned to the Italian screens. Edith Piaf has now recorded "Hymne à l'Amour" from the sound track.

Following the great success of their recording of "The Guns of Navarone," the Hollywood Strings ensemble has just released their latest record, "Venito Caldo," the theme from the film of the same title. . . . Frank Sinatra's "Come Swing With Me" LP will be released here October 26.

A newly released recording of the famous personality Topo Gigli (the Italian Mickey Mouse) is called "Topo Gigli Cappuccetto Rosso" (Little Red Riding Hood). This follows the great success of the preceding recordings which met with such favor among the adults as well as the children.

German Newsnotes

* Continued from page 27

House, Munsell, has placed the following versions in Germany and hopes the film opening will hype the theme, up to now not very successful here: Freyente and Teicher on Helios, Mantovani on London, Pat Boone on London, Rita Zarai on Telefunken and Belina on Odéon.

The new Freddy pie "Nur der Wind" (Only the Wind) was shown for the first time September 28 in the Essen Lichtburg Theater. The theme sung by Freddy has been started here with remarkable success as flipside of his sensational hit "La Palma," which reached the top within three weeks.

Arvola started this year's "Week of the Record" September 24 to October 1. The aims of this special week, arranged for the first time by the firm in 1960, are to interest more customers in records generally, and to intensify the contact between dealer and buyer. One of the main points will be the customers' quiz, in which 25,000 are set as prizes.

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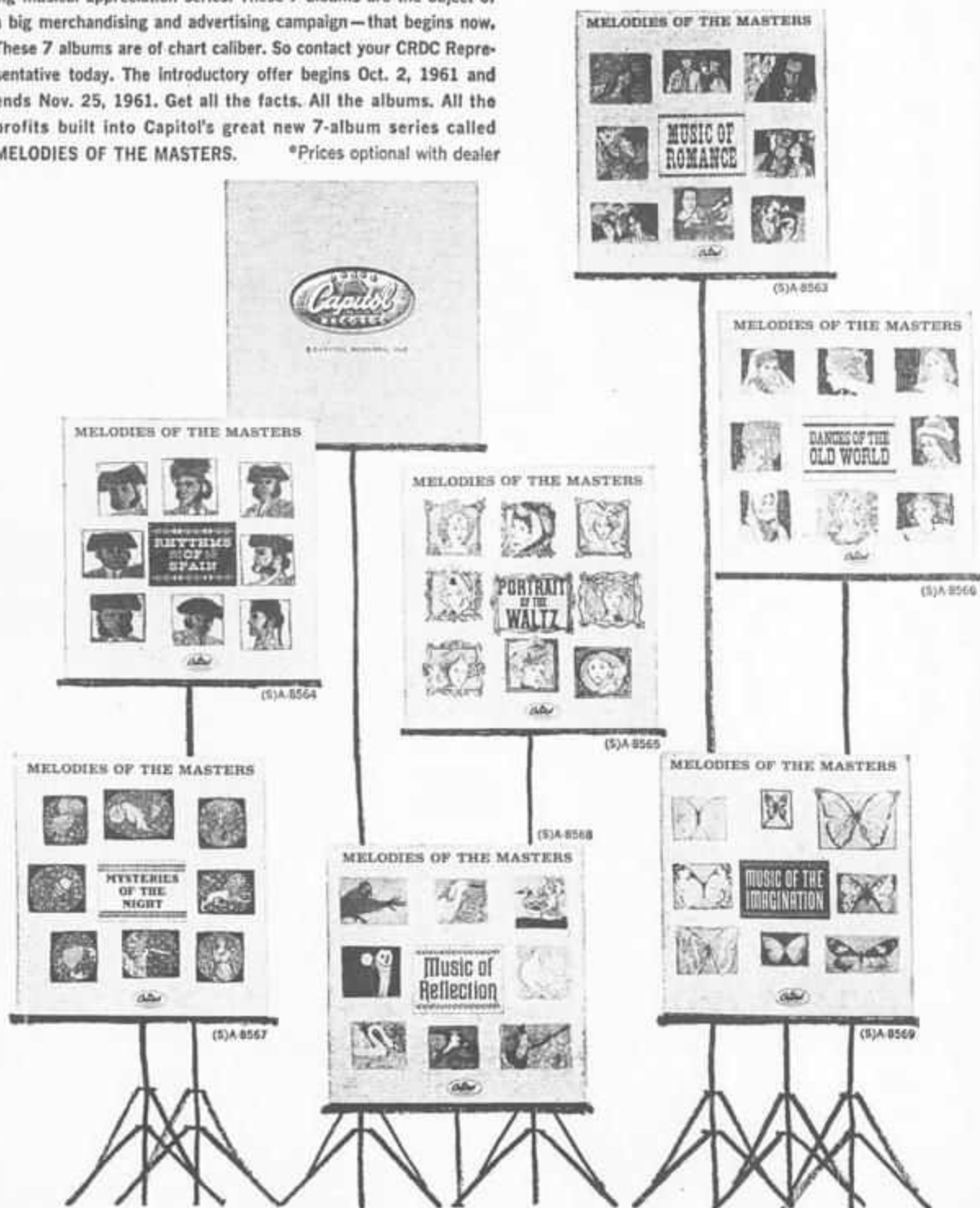
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SPAIN

Top Name Artists
In Demand AbroadBy RAUL MATAS
32 Av. Jose Antonio, Madrid 13

Spain is doing fine in selling its music abroad. Latin American nations have long been a good market for many flamenco singers and dancers, but suddenly Argentina, Venezuela, Peru, Mexico and Columbia have become more interested in modern melodic songs from this country. Thus, popular names of the record industry now are heading for South America in stars of radio and TV shows in those countries. Lolita Garrido, the Duo Dinamico (favorites among youngsters), Lilián De Celis, and Lynn Maryam are most prominent.

Enrique Martin Garea, of the Spanish Hispavox label, came back from Mexico where he witnessed the recording of "Enamorada," "Quisiera ser" and "Preguntón" by Monna Bell with Bebo Valdes and his ork. Gamma tapes in Mexico for Hispavox here.

Releases

"Michael" by the Highwomen "His Latest Flame" by Elvis Presley "All the Way" by Neil Sedaka, and a Brazilian selection by Fernando and Tischer are now out here. Los Cinco Latinos will go to the Latin Quarter in New York and have recorded in Madrid "Enamorada" the winner of Benidorm's festival, and "No Me Pasa Queja" (Je ne regrette rien) the big Fifth Place hit in France.

Disk Shorts

"Moliendo Cafe" has spent many weeks on top of the South American charts. Recorded by Los Wameros, Los Chulchuleros, Mario Suarez, Los Quilla Hundi, Los Principes, Hugo Blanco and Lucio Garcia, among others, it should also be a hit in Spain. Alfonso and Fernando, two new stars of Spain, did the local rendition. . . . "Total para Oca" is also a new coming up Argentinean song penned by Rodolfo Sciamarella, Jolly Land (RCA) and Lucio (Philips) will soon have company. Better is planning to launch at least three or four new records here made by its local stars.

The music of "Game With the Wind" has been re-released here with the movie making its comeback to the national screens. . . . "Spanish Harlem" became "Night of Spain" in France and "Aquella Rosa" in Spain. Dalida, Luis Mariano, Rosita Ferrer, and Edie Barry could move up the song.

PUERTO RICO

Herman Diaz Saying Hello

By TONY CONTRERAS
26 Gertrudis St., Santuce, P. R.

Herman Diaz Jr., RCA-International executive on a short trip to Puerto Rico accompanied by Mrs. Diaz, and also joined at the last minute by son, Herman A. Diaz, Young Diaz is connected with the management of the Perez Pende Orchestra.

Sidney Siegel, president of Seeco Records, arrived in San Juan with export manager Ray Izziary to visit their local dealers and arrange for coming Seeco recordings.

Alejandro Algara, young Mexican recording and movie star (Orfeo Records) made quite a hit during his first stay in Puerto Rico. He appeared in local television under management of West Indies Talent Agency and at a plush hotel where he is already inked for a return engagement.

Local hotels and night clubs announce the roster of coming attractions: Nat King Cole, Harry Belafonte, Marlene Dietrich, Sammy Davis Jr., Carmen Amaya, and Paul Anka.

FRANCE

La Belle France
A Twisting LandBy EDDIE ADAMIS
92 Quai du Maréchal Joffe
Courbevoie (Seine)

All major recording labels are very busy with "The Twist" which, they say, will dominate the recording scene for the next several months. After Chubby Checker's and Richard Anthony's versions, Barclay will issue "Amor Twist" by Bob Azam, "The Twist" by Les Chaussettes Noires and Vince Taylor, and three other titles by the latter: "Let's Twist Again," "There's a Lot of Twisting Again" and "Let's Twist the Twist." Odem is rushing out the original version by Hank Ballard.

Along with the "new" rhythm that record labels "discover" periodically, there's a positive evergreen trend still going strong. Famous Italian ode "Santa Lucia" are the versions by Dario Merano on Fontana and the Kessler Sisters on Polydor under the title of "Hello Lucia."

Polyval will issue the first French recorded versions of the U. S. smash "Michael." Other American chart tappers to be issued in EP form include U. S. Bands with "Quarter to Three," "New Orleans," "Not Me," and "Night With Duddy G" (Top Rank), and Bobby Lewis' "Twin" and "Tornis." "Gee Track Mind," "Oh Yes," "I Love You" and "Are You Ready" (Odeon).

"Avec Une Paignon de Terre," French version of "A Hundred Pounds of Clay" has been recorded by Richard Anthony (Columbia) and Dalida (Decca) who also covered "You Can Have Her" (Hit Paris) in France.

Visitors

Tim Pan Allen, Music publishing chief Fred Jackson spent some weeks here from London for business talks. . . . Connie Francis, whose records in Germany are issued on Polydor, has waxed (26-27) a new album in German in the completely rebuilt French Polydor recording studios. Connie is scheduled to make a personal appearance at the Olympia Theater here October 10. . . . Ray Charles will sing for two nights (October 21, 22) at the Palais des Sports.

Jazz Records

In order to broaden the public ear, modern jazz, Odson-Artco, which has been successfully importing Blue Note LPs, is marketing the best singles from that catalog in hard covers. Plying time is same as for LPs.

Signings

Barclay Records signed the vocal group Les Brothers, and Brazil-

FINLAND

'Putti Putti' Man
Wanted for TourBy HARRIET WESTERBERG
Hiltajantie 6 B 10, Helsinki

Negotiations are under way to bring Jay Epur, the Mercury artist, to Finland for dates in late October. Epur, who still is rather unknown in the States, is a hot name in Sweden and Finland at the present. His recording of "Putti Putti" was No. 1 in Sweden a few weeks back and is selling very well in Finland also. He will tour Sweden for at least a week as a package show, which will include Gitta and possibly Bobby Rydell or Fabian as well. Epur will come to Finland after the tour in Sweden.

Laila Kinnunen, the Scandia Record songstress, who took part as Finland's representative in the Eurovision contest in Cannes this year, is back from TV appearances in Berlin.

Dizzy Gillespie will give a concert in Helsinki in November. It seems that this will be the only jazz concert in the Finnish capital this autumn. On the same bill will be another famous modern jazzman, John Coltrane. Both musicians will bring their own quartets to Helsinki.

Contemporary and Good Time Jazz will have a new distributor in Finland from October 1. Instead, who is handling European distribution for the two labels, has appointed O. R. E. Westlund A/S to handle the line. Same company will also sell Voc in the future.

Patti Wickham, world-renowned jazz clarinetist, and Nivon Eriksson, former lead trumpeter with the Quincy Jones orchestra, came to town last week on holiday. They were persuaded to take part in a quickly arranged jazz night in the Expo-Dance Hall.

ian arranger-accompanist-organist-guitarist Si Bick.

Disk Shorts

Under the contract recently negotiated, Philips launched Mercury's PPS Stereo series. First batch includes LPs by Pete Dinklage, Mike Simpson, George Barnes, Chelmsford, Hal Mooney, Quincy Jones and Xavier Cugat.

Vogue's most popular teenage star Johnny Halliday, who is now on Philips, and who is said to have already recorded an EP for this label, will soon be the object of a big law-suit between Philips and Barclay. Both assert that they have a contract signed by the singer.

AUSTRALIA

RCA Readies
'Stereo Action'By GEORGE HILDER
19 Totham Ave., Sydney

Although RCA has been producing stereo disks since the early days of the medium, the company is now making a big attack on this market. A campaign has been organized in October to introduce the "Stereo Action" series to record buyers. An EP 45 has been issued to stores to sell at less than half the normal price, introducing excerpts from four forthcoming Stereo Action Albums.

October 1 marks the first release of nine, seven-inch, 33 r.p.m. Columbia "Gems From the Classics" in stereo on the Crownet label, retailing at \$2, the same price as the monaural versions.

Show Time

Jan Noddie, Melbourne promoter, has set his next show for Sydney Stadium, October 6, starting the Everly Brothers, Bobby Vee, Ray Peterson and Col Joye. To coincide with the visit of the Everly Brothers, Warner Bros. is releasing the album "Both Sides of an Evering" and a single, "Don't Blame Me." Nucleon Bailey, Festival's No. 1 favorite vocalist, has cut two new sides for release October 5, "Ice Cream Man" was composed by Helen Grover, who composed Noelene's past smash, "Barfoot Bay."

Johnny O'Keefe's latest disk, "In Counting on You," has become an overnight hit across the nation and in three weeks shot to the No. 1 position on Aussie chart. Andy Stewart, Top Rank artist, is scheduled to tour the capital cities October 7. Success of the tour will be assisted by the fantastic sales of Stewart's three singles listed on the charts. Festival is releasing an LP, "And Stewart Sings," featuring four successful numbers to coincide with the tour.

EMI is co-operating with the manufacturers of the American soft drink firms, 7-Up, in promoting the drink to Australians by releasing the Cadenza disk in London, "Seven-Up and Ice Cream Soda." Kevin Kline of EMI was seen this week trudging around Sydney radio stations, handing out a sample of the disk and a bottle of 7-Up to win the slant's publicity.

Music restricted Helen Kane's latest release, "Get Lost," which is high on the English charts at the moment so that it won't clash with his first Decca release of "Well I Ask You," which is in No. 13 position throughout Australia this week. Another restriction from Essex is all the numbers from the English Musical "Stop the World I Want to Get Off," starring Anthony Newley, until a decision has been made to bring the show to Australia. It has been reported that plans have been arranged to stage this musical on Broadway in September 1962.

Johnny Devlin's Music Company which is jointly owned by Helinda Music issued their first two releases composed by Devlin and Nat Kanner, titled "Hey Little Angel" and "Boy Meets Girl" and recorded on Festival by Johnny Devlin.

Helinda Music published its first song book, featuring 50 songs with photo studies of the artists who recorded them. This is an experimental venture by the company.

received an enthusiastic reception here and already Holland and Germany have set distribution rights. The two sisters have already received offers for TV performances in Holland and Germany. Meanwhile, their record is heard often on juke boxes.

Mr. Fosco of Palette Records made a trip through Europe to make more contacts for distribution of the label in Europe.

Gramophone Debs Low Price Line

• Continued from page 27

"Secret" by the Castels. Fast Records is going to release the Jarmels' "A Little Bit of Soap."

From the French Gramophone repertoire we should bear in mind Jean Boire's "La vache a 1,000 francs" (The 1,000 Franc Cow) on Pathe. This record is a very fine parody on "La vache a 1,000 temps," a song composed and sung by Jacques Brel. Les Chais Sauvages, a well-known French vocal trio and roll group made a French version on Cliff Richard's "D in Love" on Pathe.

Eddy Ranaida, an Italian born in Surinam and one of Ping Ping's best friends, has settled down in Brussels. In Spain, he was a top arranger and was the bandleader of one of Spain's big orchestras with which he made no less than six musical pictures. Producer L. J. Van Rijnensout discovered him here and offered him an exclusive record contract. In a few days his first recording, called "Soulouwe," is going to be released in Belgium at the same time as in Holland, Ger-

many, the Scandinavian countries, France and Italy. Norman Petty (composer of world-hit "Wheels") has bought the production rights for the U. S. A. "Soulouwe" is a folk song sung in the Surinamian language and based upon a native fisher tale.

Philips has set a new series of classical records called "Diskothek der Meister," composed of 15 new 10-inch LPs. These are recent recordings of the most loved masterpieces in performances by world famous artists such as Bruno Walter, Eugene Ormandy, Eduard van Beinum, Igor Markevitch, etc.

To promote the campaign, an EP with extracts of the 15 records as well as a catalog of almost 20 pages with descriptions of the records is being given free to every buyer of an LP.

Two young and lovely sisters—real teen-agers—the Matins, just released their first record "Come On and Tell" b/w "Strolling Along" on Show Records, a new label of Belgian origin. The record has re-

Disk Artists Going All Out For Live D.J. Talent Hops

By JUNE BUNDY

NEW YORK — Record artists were somewhat reluctant to show up at deejay-station-sponsored shows for quite a while following the popola, hoopla. However, in recent months stations and jocks have been promoting bigger and bigger off-mike shows and disk names are participating enthusiastically, either as actual performers or special guests.

One of the biggest all-star line-ups was staged by deejay Bruce Morrow, of WABC here, at the Palisades Park Amusement Park earlier this month. In co-operation with the National Tea Council, Morrow invited his fans to attend the park for an admission fee of six used tea bags.

Artists turning out for Morrow's "Welcome Home Tea Party," (the jock recently returned to New York from Miami) included Fabian, Chubby Checker, the Shirelles, Bobby Lewis, Chuck Jackson, Dion, the Regents, and a host of others.

Station WABC also staged an all-star "Back to School" show at Manhattan's Coliseum, August 27, to launch a two-week drive to reduce the city's 45 per cent high school drop-out rate. All students who pledged to finish high school were admitted free.

Stars appearing at the show included Brenda Lee, Brook Benton, Neil Sedaka, Barry Mann, Teddy Randazzo, Dion and Tina Robin. Emcee chores were handled by WABC deejays — Herb Oscar Anderson, Charlie Greer, Dan Ingram, Scott Muni, and Fred Hill. Pepsi-Cola was one of the sponsors of the "WABC Stay in School Spectacular," having donated all the refreshments served at the Coliseum.

Station KQV, Pittsburgh, drew an estimated 60,000 persons at its second annual "Appreciation Day" August 24 at the Westview Park. Profits from the amusement rides at the park were donated to educational TV. Admission to a record hop and an all-star show at night.

(Continued on page 34)

Stations, Deejays, Philadelphia Officials Honor Mario Lanza

PHILADELPHIA—Local Mayor Richardson Dilworth has proclaimed October 7 as Mario Lanza Memorial Day. Radio stations, record dealers, distributors, and newspapers are joining promotion forces to honor the late star, who was born and raised in Philly. He died in Rome, October 7, 1959.

All local stations have been urged to program Lanza recordings until October 7, and to stage special Lanza memorial segments on that date. Station WFIL has scheduled special Lanza spots and WFIL deejays Phil Sheblin and Bill Weber are featuring all-Lanza wax programs.

Italian-American deejays here (Tom Rocchini, WCAM; Ralph Burrell, WJMI; Frank Trovobotta, WTFL and Frank Ventresca, WTFL) are programming Lanza disks regularly. Ventresca plays only Lanza records from 10:30 to 10:45 a.m. every day.

The Broadway Theater in South Philadelphia has scheduled a spe-

cial showing of Lanza's most famous MGM movie, "The Great Caruso," the week of October 7. And the Victor Cafe, which features operatic recordings as background music, will spotlight a complete evening of Lanza recordings on that day.

The proclamation will be presented to Lanza's mother, Mrs. Maria Lanza Cocozza, at Philadelphia City Hall. She will be accompanied by Rocky Marciano. Mrs. Cocozza recently visited Philly with Lanza's four young children, so that the youngsters could see their father's home town. They were interviewed by a number of local deejays at that time, and spent considerable time at Nick Petrella's Record Shop, which Lanza frequented in his early youth.

During their visit an RCA Victor distributor presented Mrs. Cocozza with Lanza's last album, the newly released "The Vagabond King."

(Continued on page 34)

RETAILING PANEL

If you have a provocative question to ask the nation's retail music-phonograph dealers, please send it to this department, 1364 Broadway, New York 36, N. Y. Your name will be credited when it appears.

THE QUESTION
Do you have any favorite method or gimmick to pace your show?

THE ANSWERS

ROBIN SEYMOUR
WKMH, Detroit

The best way to build an audience and keep it is to forget there is an audience.

Pretend there's only one individual out there. Talk to her personally with sincerity, excitement and warmth. Make her feel a part of the show through singing, group songs, current favorites, polkas and Dixie. Keep it bright with local color, plenty of time checks, weather and fact slips. Most important, talk to a human being, not to an audience.



BILL WESTERN
KQV, Pittsburgh

Most of my show is music, so most of the pacing is determined by music. A good music format is perfectly paced or it isn't a good format.

However, there is a difference between theory and practice in a format. The best jocks don't have time to concentrate on theories while on the air. I, therefore, plan a music list prior to air time—simple, but a major part of my show's proper pacing.



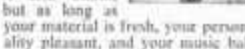
RICK MULLENX
KOPV, Alice, Tex.

Laughter! It is debatable if this can be considered a gimmick, but unforced "on the air" laughter can serve to pace your show with the best gimmick of all—happiness.

Laughter is contagious and a happy public is always stable. A change of voice is also useful, but as long as your material is fresh, your personality pleasant, and your music balanced, no matter what gimmicks your competitors employ, those valuable ears are always yours.

NICK BIRO
WSBC-FM, Chicago

It's important to start with something unusual or catchy and set a mood. Mine is not a background music-type show, and I try to let the listener know this immediately. I also try to feature a couple of records that illustrate a new trend or new development—either in pop music (the theme of my show) or in the record industry. Beyond that, the only rules are good listening and a gradual—not severe—transition between moods.



VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Bill Quinn, program director-morning deejay at WTLB, Utica, N. Y., reports big reaction from a late summer production he conducted to determine the most popular high school within the station's coverage area. This fall WTLB will present the winning school with a free "Giant Dance Party," notes Quinn, "complete with recording stars, deejays, bands and refreshments. The station also plans to award the top school with a "scroll." . . . Jack Sterling, WCBS, New York, has purchased radio Station WNEI, Cagayan, Puerto Rico, for \$150,000. The outlet will feature a "Good Music" programming policy. . . . Ron Sunshine, WROV, Roanoke, Va., recently held a "battle of bands" at a local shopping center for the benefit of local high school bands.

GAB BAG: Johnny Mitchell, formerly with KLIF, Dallas, and now owner-station manager of KWCL, Oak Grove, La., writes: "My big complaint is that we receive no distribution on 45 r.p.m. records. The distributors and manufacturers are overlooking a very important soluble market for their records. When a promoter tries to break a record in a city of around 200,000 it is necessary to service several radio stations, and—in many cases—provide extra promotional copies. Our station's programming is done on a regional basis to include four small towns and many, many small farms. When a distributor services us he can be sure that his records are reaching a more competitive market of 265,000 people."

James Henderson, program director of WFAC, Fayetteville, N. C., needs wax and pictures of recording artists for use at hops. . . . Gary Crowell, CKCB, Bathurst, New Brunswick, Can., also wants U. S. disks, particularly from the smaller Indies. . . . Chuck Baker, who records with the Victors for Cash Records, writes: "It's somewhat unusual when an artist tries to get publicity for his promotion man, but that's what I'm trying to do. Marty Green, pop deejay of WEAV, Evansville, Ill., heads Muzel Productions, a public relations firm for the music business. He has been working with my group, the

(Continued on page 34)

ARTISTS' BIOGRAPHIES

For your programming list, here are pertinent facts about hot disk acts. If placed and covered on 2 by 2 cards, these biographies will help you build a successful line of such acts.

TROY SHONDELL



Twenty-year-old Troy Shondell from Fort Wayne, Ind., is a record producer in addition to his talents as a vocalist and musician. His debut disk, "This Tune," which is currently scoring well on the Hot 100, was produced by Shondell in a small Fort Wayne recording studio and released on his own label, Gold Crest. Two Chicago deejays, Stan Major and Jim Lounsbury, were impressed enough with the disk upon first hearing to give the tune a good airing. The promotion resulted in a lot of action at the local distributor. Liberty records, upon hearing about the reaction, signed Shondell to a contract and took over the distribution of the hot performer.

Shondell has been in the road with such artists as Frankie Avalon, Santo and Johnny and Jack Scott. He majored in music and dramatics at Valparaiso University in Valparaiso, Ind. The versatile young man studied piano for nine years and also plays organ, guitar, trumpet, sax and drums. In his leisure time, Shondell likes swimming, flying small air-craft and writing music.

THE FLARES



This hot recording group, one of the London Records group, consists of George Hallis, 24; Thomas Miller, 23; Eldon King, 23; Robbie Robinson, 31; and Beverly Harris, 24. Hallis hails from San Antonio, Miller from Los Angeles, King from New York, Robinson from Greensboro, N. C., and Miss Harris from Oklahoma City.

The Flares have five professional years behind them in some instances together, in others with various vocal groups. Since combining their talents in 1959, they have made a number of foreign tours in addition to appearances in clubs and on radio and TV in his country. In addition to their vocal talents, each of the boys plays an instrument. Hallis and Robinson play sax. Miller plays drums, and King plays the piano. Miss Harris' other interests include dancing and her ambition is to become an actress. The disk to bring the Flares into the recording limelight is tagged, "Foot Stompin'" (Part I), which is currently striding up the Hot 100. Their new LP, "Encore of Foot Stompin'" Hits," will be released in November.

YESTERYEAR'S HITS

Change of pace programming from your listener's shelves, featuring the disks that were the hottest in the last five years ago and 10 years ago this week. Here's how they ranked on Billboard's charts then.

POP—5 Years Ago OCTOBER 6, 1954

1. Don't Be Cruel/Wood Duo, Elvis Presley, RCA Victor
2. Hootie Tootie (Part I & II) B. Duggan, King
3. Canadian Sunset, B. Wintershall, RCA Victor
4. Tonight You Belong to Me, Dylance & Fredonia, Liberty
5. Whatcha Gonna Do, Will Se, Doris Day, Columbia
6. My Prayer, Platters, Mercury
7. Just Walkin' in the Rain, J. Kay, Columbia
8. Green Door, J. Lewis, Dot
9. Paul, I. Clark, Dot
10. Canadian Sunset, A. Williams, Cadence

POP—10 Years Ago OCTOBER 6, 1951

1. Because of You, T. Bennett, Columbia
2. Lull, Lull Heart, T. Bennett, Columbia
3. World Is Waiting for the Sunrise, L. Paul-M. Ford, Capitol
4. I Got Ideas, J. Martin, RCA Victor
5. Lovell's Night of the Year, M. Lewis, RCA Victor
6. Come On-A My House, B. Clooney, Columbia
7. Sit, Your Acc-A-Alberti, Victoria
8. Down Yander, Del Wood, Tennessee
9. Because of You, L. Beiler, Capitol
10. Sit, E. Howard, Mercury

RHYTHM & BLUES—5 Years Ago—OCTOBER 6, 1954

- Let the Good Times Roll, Shirley & Lee, Atlantic
- In the Still of the Night, Salsin, Ember
- Bad Luck, B. B. King, King
- Bill, L. Baker, Atlantic
- When My Dreamboat Comes Home, F. Domino, Imperial

- From Little Willie John, King
- See Saw, Manseleys, Chess
- Wip It Up, Little Richard, Specialty
- It's Too Late, C. Willis, Atlantic
- Sweet Little Angel, B. B. King, East

LIBERTY'S
**NEXT
 BIG
 HIT**

IN AN
**AMAZING
 SERIES
 OF
 BIG HITS:**

**"GOD,
 COUNTRY
 AND
 MY BABY"**



**JOHNNY
 BURNETTE**

This brand-new Burnette block-buster has been hit-picked as a winner by key DJ's throughout the U. S.

B/W "HONESTLY I DO"

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FIRST IN THE FOREGROUND OF SOUND

VOX JOX

Continued from page 32

Victims, and hooks our current release "Return of the Fungus," Happy Harvey, KTLW, Texas City, Tex., is on the air 18 hours a week with "town and country music" and needs was. He is also looking for a copy of "Playboy" by Wynn Stewart and "Benebuds" by Tammy Scott.

FAIR JOCKEYS: (General) Pat Sheridan, Todd Parso and Bruce Martyn, all spinners at WCAR, Detroit, were featured in the giant Michigan State Fair parade September 1 from downtown Detroit to the fairgrounds. Dick Conrad, WCAR's nighttime jockey, broadcast direct from the fair grounds every night until the fair closed September 10. . . . Station CKWX, Vancouver, Canada, broadcasts from the Pacific National Exhibition every summer. In addition to his regular four-hour show, CKWX jockey Red Robinson handled the "CKWX Search for Talent," a two-week affair, which was held at the fair on an outdoor stage.

The first new staffers at the new Friendly Frost Station, WTFM, New York (scheduled to program only FM stereo starting in November) are as follows: Gerald James, formerly with WGLI, Babylon, L. I., program manager; Nancy Long,

executive director of recorded music for the Heritage Stations, New York, music director. . . . Linn Burton has signed an ensue for WOPA-FM, Chicago, when the outlet starts its "Memory Lane" programming policy October 16. The station will air eight hours daily at "Memory Lane" music, featuring tunes, artists and bands popular from the 1890's through the mid-1940's.

CHANGE OF THESE: Mike Sherman has joined WSAI, Cincinnati, in the midnight to 6 a.m. time slot. . . . Also new at WSAI is Mark Edwards, ex-WBNY, Buffalo, who will handle an afternoon show. . . . New program director Dave Cummins, WICE, Providence, recently transferred to WICE from WHHH, Tidewater, Va., also an Elbert station. He handles WICE's 6-10 a.m. morning slot. Jack Burns, another newcomer to WICE, is doing the 7 p.m.-midnight show; Mort Downey Jr. has taken over WICE's 2-7 p.m. seg. and Paul Revere has moved into the 10 a.m.-2 p.m. spot.

New staffers at WKGK, Knoxville, Tenn., are Dick Blanchard, formerly with KQV, Pittsburgh; Johnny Gunn, ex-WSPD, Toledo, Ohio, and Bob Foster, ex-WVNS, Springfield, Ill. Other WKGK jocks include program director Dave Diamond, Jack Ezzel, Al Adams and Dick Dask. . . . Woody Lester left Washington, D. C., to join WSAW, Allentown, Pa. "The show," writes Lester "features everything from rock and roll to concert pop, both albums and singles" and he needs wax. Lester also asks for the whereabouts of ex-WIND, Chicago spinner Milo Hamilton and ex-WIID, Chicago jockey Cy Nelson.

(Continued on page 70)

WQXR's AM Air Culls Loot From FM Maker Ads

NEW YORK — AM radio may also benefit from the current emphasis on FM stereo programming, judging by the experience of Station WQXR here. Six set manufacturers have bought programs on WQXR-AM to plug their new regularly scheduled FM stereo shows on WQXR-FM.

The manufacturers are Fisher, General Electric, Herron-Kardon, Inc., Pilot, H. H. Scott, Inc., and Zenith. Other advertisers of WQXR-FM's regularly scheduled FM stereo programs are Angel and Capitol Records, London Records, RCA Victor and Air-Index International.

The New York Times station, only New York City outlet offering FM stereo on a regular schedule, now carries about 14 hours of FM stereo each week.

D.J. Talent Hops

Continued from page 32

was free. The show featured Frankie Avalon, Johnny Tillotson, the Skyliners, Gene Pitney, Curtis Lee, Jerry Butler, Ben E. King, Jackie DeShannon, Big Boy, the Echoes, the Gays, Red Dameron and Bobby Vinton's ark. Unseen were KQV deejays Bill Weston, Henry Dubocq, Chuck Brookman, Larry Aiken, Dave Scott and Jim McLaughlin.

Bobby Vee, Dion, Curtis Lee, Jack Scott and Jo Ann Campbell headlined a "Star Spectacular" staged by WLCY, St. Petersburg, Fla., last month at the Clearwater Auditorium.

Station WGH, Tidewater, Va., presented the biggest show in the city's history last month. The show, produced by WGH deejay Keith James, spotlighted Bobby Lewis, Del Shannon, Bobby Vee, Jack Scott, Dion, Daryl Farty, the Mark-Keys, James McCleer, the Brothers Kennedy, Barry Darvell and the Fabulous Furies.

Texas Station KNUZ, Houston, will stage its fall edition of "The Biggest Show of Stars for '61" October 3 at the City Auditorium. The bill stars Brook Benton, the Platters, Del Shannon, Doc Clark, the Drifters, U. S. Bonds, Gene McDaniels, the Jarmels, Curtis Lee, Phil Upchurch, the Cliftones, comedian-emcee Harold Crumpler and Paul Williams etc.

Honor Mario Lanza

Continued from page 32

The presentation was filmed for inclusion in a "Vagabond King" album commercial on the "WFL-RCA Victor Color Television Newscast" sponsored by local distributor Raymond Rosen.

The Sons of Italy Lodge is also sponsoring a contest, whereby the person who enrolls the greatest number of new members in its Mario Lanza Chapter, wins a seven-day trip to Florida and an evening with fellow Italian-American Frank Sinatra.

NAB Seeks FCC Hold On Some FM Building

WASHINGTON — The National Association of Broadcasters wants the Federal Communications Commission to hold up on new construction permits for FM stations unless applications are in line with the agency's proposed new mileage separation standards, part of its general program to revamp the FM service.

NAB fears grants made before the program is finalized might be in conflict with proposed spacing-FM applications which conform to the prospective mileage should be acted on as usual, NAB believes.



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	Rate effective Month of Weeks	per U.S.* of Weeks
"Hot 100" 10 new records weekly	\$175.00	\$60.00
"Easy Listening"*** 6 new records weekly	110.00	40.00
"Country" 5 new records every 2 weeks	50.00	(See note)



"SPOTLIGHT" albums

	12 Weeks	6 Weeks
"Popular"*** 10 new albums monthly	\$150.00	\$55.00
"Classical" 10 new albums monthly	150.00	55.00
"Jazz" 5 new albums monthly	75.00	30.00

*Rushes mail. Domestic air-mail and foreign shipping costs on request

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Payment is enclosed for our subscription to the RSI services checked.

Singles	12 Wks.	6 Wks.	Albums	12 Wks.	6 Wks.
"Hot 100"	<input type="checkbox"/>	<input type="checkbox"/>	"Popular"	<input type="checkbox"/>	<input type="checkbox"/>
"Easy Listening"	<input type="checkbox"/>	<input type="checkbox"/>	"Classical"	<input type="checkbox"/>	<input type="checkbox"/>
"Country" Music	<input type="checkbox"/>	<input type="checkbox"/>	"Jazz"	<input type="checkbox"/>	<input type="checkbox"/>

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RSI grants and reserves the right to cancel subscription services on a pro rata basis.

It is a condition of this subscription that records supplied by RSI will be sent postpaid postage paid.



FLIP SIDE SMASH! "I APOLOGIZE"

Yes, the flip side of "HURT" is now in the Top 10 in such key markets as Boston and St. Louis, with sensational air play everywhere. Be sure to get your share of this flip side smash!

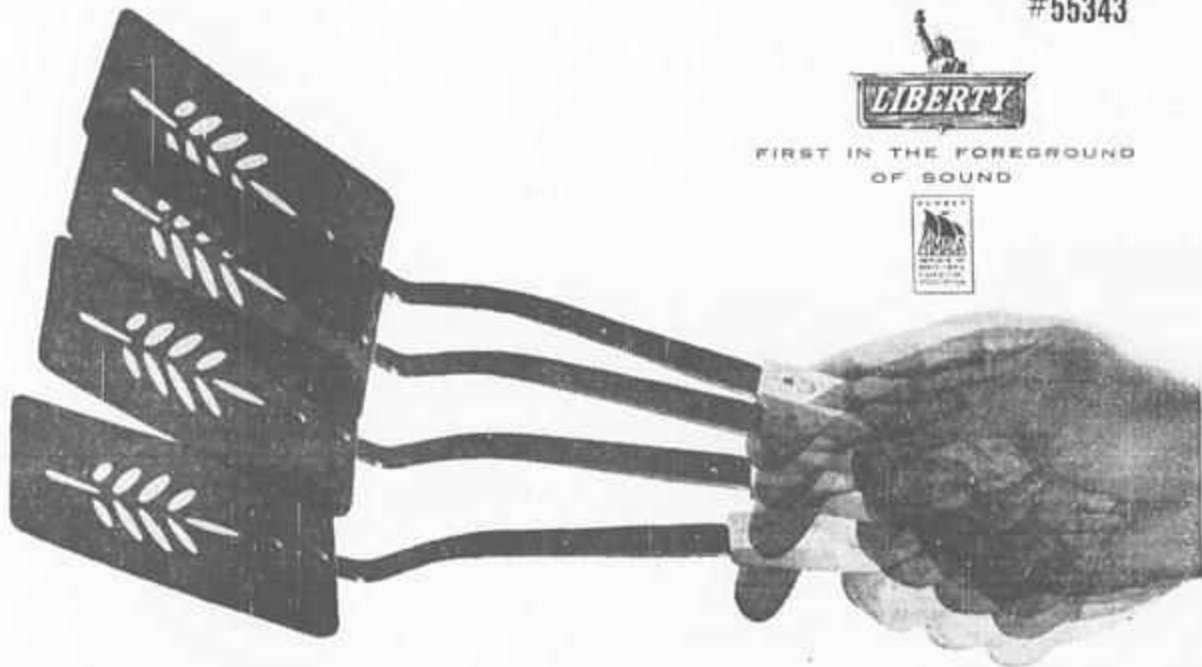


TIMI YURO

#55343



FIRST IN THE FOREGROUND
OF SOUND



ALBUM PROGRAMMING & BUYING GUIDE

TOP LP's BY CATEGORY

To help dealers buy and control and properly display inventory, and to help broadcasters program, the 200 Best Selling LP's are herewith listed by type of material and arranged alphabetically. The same 200 LP's are listed in order of sales strength on the cardboard insert. Those LP's listed in bold face and capital letters are on the charts nine weeks or less.

VOCAL LP's

Title (Label)	(Stereos) Mono Top LP Rank
Male Vocalists	
All the Way (Cap)	(44) 53
Paul Anka Sings His Big 15 (ABC)	33
● PAUL ANKA SINGS HIS BIG 15, Vol. II (ABC)	96
Belafonte at Carnegie Hall (RCA)	(30) 57
Brook Benton Golden Hits (Mer)	144
Ruby's Biggest Hits (Mer)	143
● BOLL WIEVEL SING (Mer)	70
● COME SWING WITH ME (Cap)	(21) 13
Rocky Doria Story (A&M)	29
Conquered to You (ABC)	158
Heavenly (Cap)	50
Buddy Holly Story (Cap)	142
Johnny Horton's Greatest Hits (Cap)	75
Hymns (Cap)	132
I'll Buy You a Star (Cap)	114
Johnny's Greatest Hits (Cap)	38
Johnny's Greatest Hits (Cap)	112
● JUMP UP CALYPSO (RCA)	(18) 4
● LOVE SWINGS (ATCO)	92
Moody River (Dol)	88
More Johnny's Greatest Hits (Cap)	85
● MY KIND OF GIRE (WAR)	140
Nick 'n' Easy (Cap)	113
● PORTRAIT OF JOHNNY (Cap)	(9) 2
● PORTRAIT OF MY LOVE (UAC)	116
Rick Is 21 (Mer)	78
King-A-Ding Sing (Reg)	100
● SILBETA SWINGS (REP)	(11) 6
● SING TO ME, H&R C (RCA)	102
Something for Everybody (RCA)	(9) 8

Female Vocalists

● ALL THE WAY (DEC)	23
● AT LAST (ARGO)	72
● GREEN ST. EAST PRODUCE PRESENTS MISS FIDGUY (EAS)	88
Emotions (Dol)	61
● CONNIE FRANCIS SINGS JEWISH FAVORITES (MGM)	69
Connie's Greatest Hits (MGM)	121
● I HAVE DREAMED (Cap)	100
● I'M GLAD THERE IS YOU (EVERETT)	150
Judy at Carnegie Hall (Cap)	(1) 1
Mark the Kuffs (Mer)	125
More Greatest Hits (MGM)	44
● ROBBIN' 30's (WB)	(21) 44
● TIMI TUNG (A&M)	90

Band and Groups

Beat Music On/Off Campus (Cap)	124
● COLORFUL VENTURES, THE (DOL)	147
Escape of Golden Hits (Mer)	45
● FOUR PRINCE ON CAMPUS, THE (CAP)	(14) 23
From the Hungry I (Cap)	74
Goin' Places (Cap)	(20) 17
Here We Go Again (Cap)	82
Kingston Trio (Cap)	67
Kingston Trio at Large (Cap)	121
● LIMPETTES (ELK)	(68) 46
Melba Toss (Cap)	43
● SLIGHTLY FABULOUS LIMPETTES, THE (RCA)	101
Smile Along (Cap)	118
Tonight in Person (RCA)	(19) 20
● VENTURES, THE (DOL)	111
● WEAVERS AT CARNEGIE HALL (VAN)	87

Children

Freddie Sing Along With Mitch (Cap)	84
Fall Sing Along With Mitch (Cap)	124
Happy Times Sing Along With Mitch (Cap)	72
Memories Sing Along With Mitch (Cap)	(42) 32
More Sing Along With Mitch (Cap)	105
Saturday Night Sing Along With Mitch (Cap)	129
Sentimental Sing Along With Mitch (Cap)	127
Sing Along With Mitch (Cap)	(32) 21
Still More Sing Along With Mitch (Cap)	119
TV Sing Along With Mitch (Cap)	(13) 20
● YOUR REQUEST SING ALONG WITH MITCH (Cap)	(35) 29

Mixed Voices

Cliffie Bar Goodies (OS)	43
● OLDER BUT DOODIER, VOL. III (OS)	19

CLASSICAL & SEMI-CLASSICAL LP's

The Lord's Prayer (Cap)	(47)
● BODDERS' VICTORY AT SEA, Vol. III (RCA)	(10) 98
Sixty Years of Music America (A&M), Vol. II (RCA)	104
● SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. III (POPULAR)	(RCA) 10
● SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. III (CLASSICAL)	(RCA) 13

INSTRUMENTAL LP's

Title (Label)	(Stereos) Mono Top LP Rank
Head and Tones	
Calypso (Dol)	(15) 41
● ESS TIDE AND OTHER INSTRUMENTAL FAVORITES (DEC)	(17) 37
Italia Mia (Mer)	(38) 118
Memories Are Made of This (Cap)	107
Mr. Lucky Goes Latin (RCA)	90
● NEW PIANO IN TOWN (RCA)	(35) 52
Orange Blossom Special and Wheels (Dol)	128
Piano Forte (RCA)	(48) 77
Say It With Music (Cap)	110
● SOMEBODY LOVES ME (Cap)	(32) 21
● SOUNDS OF THE SCARFIO 90's (KAPP)	138
Stars for a Summer Night (Cap)	(4) 18
Wonderland by Night (Dol)	(28)
Yellow Bird (Life)	(61) 55
● YELLOW BIRD (DOL)	(8) 9
● YELLOW BIRD (KAPP)	122

Jazz

● RAY CHARLES AND BETTY CARTER (ABC)	40
Dreamtime (ABC)	78
Easier to Jazz (WB)	(26) 28
● PETE FOUNTAIN'S NEW ORLEANS (Cap)	(50) 108
● GENIUS AFTER HOURS (ATL)	61
Genius of Ray Charles (ATL)	132
Genius Plus Soul Equals Jazz (Mer)	(28) 34
All Hot, the Greatest Horn in the World (RCA)	(24) 84
● TIME OUT (Cap)	(46) 40
● WHAT'D I SAY (ATL)	158

Rock and Sound

Receptive Reception, Vol. 1 (Cap)	(17)
Proactive Reception, Vol. 1 (Cap)	(41)
Quiet Village (Cap)	140

SHOW MUSIC

Original Cast	
Comet (Cap)	(1) 3
Carnival (RCA)	(27) 32
Flora (Cap)	126
Flower Drum Song (Cap)	141
Gypsy (Cap)	129
Music Man (Cap)	148
My Fair Lady (Cap)	(22) 47
The Sound of Music (Cap)	(6) 14
South Pacific (Cap)	64
Unforgettable Mally Brown (Cap)	(42) 68
West Side Story (Cap)	(29) 49
Wildcat (RCA)	79

Sound Track

Ben-Hur (MGM)	97
Bandoleros (RCA)	(7) 28
● FANNY (WB)	102
O. I. Blues (RCA)	(37) 74
● SIDGOT GOES HAWAIIAN (COLPIK)	149
Cap (MGM)	109
● SUNS OF MAYBODIE, THE (Cap)	83
King and I (Cap)	130
Never on Sunday (UA)	(8) 11
● PARSIFAL (WB)	91
South Pacific (RCA)	(28) 51

MUSIC FROM MUSICALS, FILMS AND TV

Film Favorites (Cap)	130
● GONE WITH THE WIND (WB)	(49) 98
Great Motion Picture Themes (UA)	(8) 7
● GREAT MOTION PICTURE THEMES, Vol. II (UA)	133
Music From Exodus and Other Great Themes (Cap)	(24) 54
● THEMES FROM CARNIVAL AND OTHER GREAT BROADWAY HITS (LON)	(43) 117

COMEDY LP's

COMEDY LP's	
● AINT THAT WEIRD (RCA)	37
Butter-Down Mind of Bob Newhart (WB)	36
Butter-Down Mind Strikes Back (WB)	71
Stan Freberg Presents the U. S. A.	80
Here's Jonathan (Var)	55
In Living Black and White (Cap)	56
Inside Shelley Baronne (Var)	99
Jose Jimenez of the Hungry I (Kapp)	8
Kings Up (Dol)	16
Mama Mabey of the U. M. (Cheer)	80
Mama Overboard (Dol)	86
Rejoice Dear Hearts (RCA)	86
Situated (Dol)	93
● SONGS FOR SINNERS (WB)	46
	78

Reviews of New Albums

The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

BLUE HAWAII



Elvis Presley, RCA LSP 2426 (Stereo & Monoaural)—This is the sound track of the new Presley film, containing 14 songs. None of this material has been released in single form. Titles include "Almost Always True," "Aloha Oe," "Moonlight Swim," etc. Coupling Presley's power as a disk artist and the promotion attendant upon the film, this should be a big one.

MEXICO



Bob Moore, Monument M4005—Bob Moore has a mighty hot single—No. 7 in the Hot 100 this week—and here's an album that carries the title of the hit single and offers a Rock of other colorful, mariachi-styled arrangements. The material includes familiar items like "Cielito Lindo," "La Paloma," "South of the Border," etc. Mighty exciting was that can do a lot of business.

JIMMY REED AT CARNEGIE HALL (2-12")



See Jay 2-LP 1035—Here's a great buy for blues devotees: two disks for \$5.98, recorded by a great performer of the down home blues style. One of the disks is made up of new versions of past Jimmy Reed hits; the other is a re-making of his appearance at Carnegie Hall last May. Blues fans will realize the merit of the package and dealers should recommend it.

MIGHTY LIKE A ROSE



Eddie Harris, Vee Jay LP 3025—Eddie ("Easoblu") Harris has his second swamping LP—a follow-up to the initial "Easoblu to Jazz" package. Here the quintet Joe Davis, guitar; Bill Yancy, bass; Willie Pickens, piano; Harold Jones, drums) in addition to Harris, turn out some scintillating tracks with such tunes as "Willow Weep for Me," John Lewis' "Fountain," plus several of Harris' own tunes. The fans will dig this one for sure in both jazz and pop markets.

TEEN DELIGHTS, VOL. TWO



Various Artists, Vee Jay LP 1036—Here's a collection of hit pop sides that should interest the young teen set. The sides include hits by Dee Clark, Jerry Butler, Jimmy Reed, Rosie and the Originals, Sandy Nelson and Preston Epps. Almost every side was a chart-maker, and the youngster set should enjoy having them in this LP collection. This is the second volume in the label's "Teen Delights" series.

Jazz

HIGH FLYING WITH L & H



The Big Three Trio, Columbia CS 8475 (Stereo & Monoaural)—Another generous helping of the wild, vocal pyrotechnics of the swinging group. In this, their third album, they're supported nimbly by the Ike Isaacs Trio on a brace of new tunes, some of which bear the collaboration of one or more of the three. Selections include "Come on Home," "Farmer's Market," "Poppy Pop," etc. Swinging was and the fans will dig.

THE FAMILY OF MANN



Herbie Mann, Atlantic 1371—This is an outstanding jazz set by Herbie Mann. It features Mann in exciting rhythmic versions of jazz items ranging from "Why Don't You Do Right," to Mann's own "Guseman," and Bobby Timmons' "Moanin'." Mann's inspired flute work drives every tune, aided by the sock percussion work of Ray Mantilla and Ray Barretto, and Dave Pike on vibraphone. The disk really is a combination of modern jazz with folk rhythms from Africa, Cuba, Arab countries and Israel. A set that maintains interest all the way through and should sell well.

PARIS BLUES



Louis Armstrong, United Artists UAS 5092 (Stereo), UAL 4092 (Monoaural)—The names Ellington and Armstrong (Duke) is composer of the film's score and Louis is featured performer) are bound to help the sale of this set. Duke's musical trademark is everywhere to be found, but Louis appears on only a few tracks. The music isn't likely to appeal to modern jazzists, but Ellington and Armstrong enthusiasts should find it of some interest. Unfortunately no sideman credits are listed on either liner of the jacket. In addition to the original music by Duke, "Mood Indigo" and "Take the 'A' Train" are included.

(Continued on page 68)



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Songs of love... gay folk dances, bursting with excitement. Recorded in Mexico. Tunes include: JUAN COLOMADO, COCULA, EL CUWCO, ALMA LLANERA, EL GUSTO, etc.



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AF1956/AFSD956—CIRCUS CARNIVAL CALLIOPE, featuring the Circus Calliopes of Paul Eskin's Gay 90s Village.
The unique and distinctive sound of authentic old-time calliopes recreate the familiar carnival tones: KIND COTTON, AMERICAN PATROL, THUNDER, HIGH SCHOOL CADETS, etc.



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SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

Records shown here are important to buyers and programmers because this measurement of local popularity may well indicate popularity and sales on a national scale in the weeks ahead. These records have shown sharp local sales increases during the last ten days to two weeks, but are not necessarily best sellers in their markets. Records selling strongly in a sufficient number of markets have this national strength reflected in the Hot 100 chart this week.

NEW YORK

—ANNIVERSARY OF LOVE
Cassins, Seeco

LOS ANGELES

—MR. DJ
Van McCoy, Rockin'

PHILADELPHIA

—GYPSY WOMAN
Impressions, ABC-Paramount
—DANCE WITH A DOLLY
Dimita Ja, Mercury
—THREE STEPS TO THE ALTAR
Shep and the Limelites, Hull

DETROIT

—JUST OUT OF REACH (of My Two
Open Arms)
Salomon Burke, Atlantic

PITTSBURGH

—ROCK-A-BYE YOUR BABY WITH A
DIXIE MELODY
Judy Garland, Capitol

BUFFALO

—PLEASE DON'T GO
Ral Donner, Gene

BALTIMORE-WASHINGTON

—TIL
Angels, Caprice

—ROCK-A-BYE YOUR BABY WITH A
DIXIE MELODY
Aretha Franklin, Columbia

—THE U-T
Harry M. & the Marvels,
ABC-Paramount

ATLANTA

—SOOTH ME
Sims Twins, Sar

HARTFORD

—MINA BIRD
Strings-a-Longs, Warwick

MIAMI

—AWARE OF LOVE
Jerry Butler, Vee Jay

DALLAS-FORT WORTH

—THE U-T
Harry M. & the Marvels,
ABC-Paramount

BEST BUYS IN RECORDS

These records, of all those on the Hot 100, Hot C&W and Hot R&B sides charts, have registered sufficient NATIONAL sales within this week to be recommended to dealers and all other readers as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*)

POP

- *STICK SHIFT, DUALS..... (Hills, BMI) See 745
*THE FLY, CHUBBY CHECKER..... (Woodcrest-Noted, BMI) Parkway 820
(HE'S) THE GREAT IMPOSTOR, FLEETWOODS..... (Gold Cup-Cornerstone, BMI) Dolan 45
*SO LONG, BABY, DEL SHANNON..... (Vicki-McLaughlin, BMI) Big Top 2083
*DON'T BLAME ME, EVERLY BROTHERS... (Rubbin, ASCAP) Warner Bros. 3301

COUNTRY & WESTERN

- *IT'S YOUR WORLD, MARTY ROBBINS..... (Meritone, BMI) Columbia #3043

RHYTHM & BLUES

- BRISTOL STOMP, DOVELLS..... (Kalmus, ASCAP) Parkway 827

• Reviews of New Singles

The pick of the new releases:

SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

JOE DOWELL



THE BRIDGE OF LOVE (Belinda, ASCAP) (1:56)—JUST LOVE ME (Nore-Flex, BMI) (2:00)—Dowell, whose "Wooden Heart," made the top slot recently, has a Dixie-sided follow-up here. On top is a tune and arrangement much in the style of the big hit and done partially in French. Flip is a neat pleaser ballad also well handled. Both could go. Smash 1717

JOHNNY BURNETTE



GOD, COUNTRY AND MY BABY (New Phoenix-Sarab, ASCAP) (2:10)—HONESTLY I DO (Simon Jackson, BMI) (2:25)—Burnette, a hot man on the charts recently, has a good cover of the martial, patriotic styled love ballad, of the boy who's leaving for duty in Germany. It can cash in as a timely item, well performed. Flip, a strong ballad, also has a chance. Liberty 55379

CHICO HOLIDAY



GOD, COUNTRY AND MY BABY (New Phoenix-Sarab, ASCAP) (2:10)—This disk has been out several weeks on the Phoenix label and developed some isolated action. The master was acquired by Coral just this week. Holiday lends the patriotic flavored ballad a strong performance and figures to have a solid chance. Watch it. Flip is "Fools" (New Phoenix, ASCAP) (2:34). Coral 62291

BOBBY RYDELL



DOOR TO PARADISE (Lowe, ASCAP) (2:24)—A familiar Latin melody, with a smart arrangement, is handled a first-rate reading by Rydell. It could go well with both teens and adults. Flip is "I Want to Thank You" (Lowe, ASCAP) (2:25). Cameo 201

PATSY CLINE



CRAZY (Panper, BMI) (2:41)—WHO CAN I COUNT ON (American, BMI) (2:14)—Patsy Cline has two wonderful follow-ups here to her current hit "I Fall to Pieces." Top side is a medium tempo ballad sung with heart by the lass; flip is a warm ballad also sold well. Decca 31317

MAXINE BROWN



MY LIFE (Sylvia, BMI) (2:18)—AFTER ALL WE'VE BEEN THROUGH (Stewart, BMI) (2:34)—This is the best record of Maxine Brown in many months. The thrush turns in two powerful performances on this new disk, sparked by her solid reading of "My Life," a bright rocker. Flip is on the ballad side and receives a smoldering vocal. ABC-Paramount 10255

THE FRANK MOORE FOUR



THE STRUT (Rambert, BMI) (2:18)—SAN FRANCISCO BANJO BAND (January, BMI) (1:56)—This is one of the brightest records to come along this season. Top side is an exciting, enthusiastic performance of a wild Philadelphia rhythm and string band type ditty; flip is a bouncy, rickety-tick styling of a fast-stepping tune. Chancellor 1089

JAMES DARREN



GOODBYE CRUEL WORLD (Aldon, BMI) (2:19)—Darren has a song here that could be a winner. It's a story of a lad who goes into the service because his girl turned him down. It is enhanced by a gimmicky calliope lick that accents the rhythm tune. Flip is "Valerie" (Aldon, ASCAP) (2:17). Colpix 669

DINO AND THE DIPLOMATS



I CAN'T BELIEVE (Schwartz, ASCAP) (2:20)—It's the currently hot but slightly old-fashioned sounding runner the boys turn in a pounding reading of a "Barbara Ann" type of tune. They sell it with gusto. Flip is "My Dream" (Dost, BMI) (2:04). Laurie 3103

THE RENAUDS



JUST LIKE MINE (Mellin, BMI) (2:42)—The Renauds bow on the label with a powerful vocal on an interesting, teen-slanted ballad, which features a potent lead singer. The ark arrangement is ear-catching. It could move. Flip is "Another Train Pulled Out" (Mellin-Legion, BMI) (1:57). Wand 114

(Continued on page 47)

A NEW ALBUM BY
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MONAURAL LP's

★ STAR PERFORMANCES—releases on chart 8 weeks or less registering greater overall progress this week

LP's in **bold** indicate one week record addition and **in heavy** 8 weeks or less

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	JUDY AT CARNEGIE HALL Judy Garland, Capitol WED 1524	10
2	2	PORTAIT OF JIMMY Johnny Martin, Columbia CL 1444	6
3	4	CAMELOT Original Cast, Columbia WED 9439	17
4	5	LOVE IN CALIFORNIA Frank Sinatra, Capitol WED 1524	6
5	3	SOMETHING FOR EVERYBODY Dinah Shore, RCA Victor LPM 3201	13
6	8	FINAIRE THINGS Frank Sinatra, Capitol WED 1524	8
7	14	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAC 3122	16
8	9	JOE JENNINGS AT THE HUNTERY I Joe Jennings, Epic 31 3239	12
9	7	YELLOW BIRD Johnny Martin, Columbia CL 1444	8
10	12	LOVE MEASURES OF MUSIC AMERICA Various Artists, RCA Victor LPM 3201	8
11	10	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	37
12	8	BAWLED TILL A QUARTER TO THREE Earl Swainson, Capitol WED 1524	9
13	16	SIXTY YEARS OF MUSIC AMERICA Various Artists, RCA Victor LPM 3201	16
14	12	THE SOUND OF MUSIC Original Cast, Columbia WED 9439	94
15	13	COME SWING WITH ME Frank Sinatra, Capitol WED 1524	6
16	15	KNUCKLES UP Bobby Darin, Capitol WED 1524	41
17	18	SOUP PLACES Eugene Ionesco, Capitol T 1044	19
18	11	STAND FOR A SUMMER NIGHT Various Artists, Columbia WED 1524	18
19	23	BOBBY BOY BOBBLES, VOL. 31 Various Artists, Columbia WED 1524	6
20	24	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	16
21	21	SING ALONG WITH MITCH Mitch Miller, Columbia CL 1248	100
22	22	THE FOUR SEASONS ON CAMPO Capitol T 1044	100
23	25	ALL THE WAY Brenda Lee, Capitol WED 1524	6
24	26	G. I. BOLES Ella Fitzgerald, RCA Victor LPM 3201	46
25	28	ESQUIS Frank Sinatra, RCA Victor LPM 3201	38
26	18	ESQUIS TO JAZZ Frank Sinatra, RCA Victor LPM 3201	18
27	27	ASHE TALKS WEDNESDAY Frank Sinatra, RCA Victor LPM 3201	1
28	22	SOLO IS IT Bobby Darin, Capitol WED 1524	19
29	47	FROM BROADWAY TO BROADWAY Various Artists, Columbia WED 1524	3
30	21	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	33
31	33	SOMEBODY LOVES ME Ray Charles, Epic 31 3239	4
32	32	CARNIVAL Original Cast, Columbia WED 9439	18
33	34	PAUL ANNE SINGS HIS BOY ABC-Parsons ABC 285	94
34	35	GENUINE PLUS YOUR FORMAL JAZZ Ray Charles, Epic 31 3239	28
35	36	YELLOW BIRD (RECORDED) Johnny Martin, Columbia CL 1444	11
36	37	BUTTON-DOWN MIND OF BOB WHEATST Warner Bros. W 1279	13
37	38	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
38	39	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
39	40	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
40	41	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
41	42	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
42	43	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
43	44	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
44	45	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
45	46	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
46	47	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
47	48	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
48	49	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
49	50	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
50	51	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13
51	52	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	13

This Week	Last Week	Title, Artist, Label	Wks. on Chart
52	53	NEW FISH IN TOWN Pat Boone, RCA Victor LPM 3201	1
53	54	ALL THE WAY Frank Sinatra, Capitol WED 1524	23
54	55	MUSIC FROM ESQUIS AND OTHER GREAT THEMES Various Artists, United Artists UAC 3122	42
55	56	HEER'S JOANATHAN Jonathan Winters, News 987 1201	19
56	57	IN LYING BLAIR AND WHITE Dick Gregory, Capitol WED 1524	18
57	58	RELAPOINTE AT CARNEGIE HALL Frank Sinatra, Capitol WED 1524	100
58	59	MOODY SINGS Pat Boone, RCA Victor LPM 3201	12
59	60	SING-ALONG SING Frank Sinatra, Capitol WED 1524	23
60	61	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	23
61	62	ESQUIS Frank Sinatra, Capitol WED 1524	23
62	63	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
63	64	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	7
64	65	SOUTH PACIFIC Original Cast, Columbia CL 1444	100
65	66	RAY CHARLES AND BETTY CARTER ABC-Parsons ABC 285	9
66	67	MARRA OVERBOARD Charlie Chaplin, Warner Bros. W 1279	11
67	68	KNUCKLES UP Bobby Darin, Capitol WED 1524	100
68	69	UNBREAKABLE HOLLY BROWN Original Cast, Capitol WED 1524	41
69	70	ESQUIS FRANCIS SING ALONG WITH MITCH Mitch Miller, Columbia CL 1248	6
70	71	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	6
71	72	BUTTON-DOWN MIND OF BOB WHEATST Warner Bros. W 1279	47
72	73	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	10
73	74	JOHNNY HORTON'S GREATEST HITS Johnny Horton, Columbia WED 1524	33
74	75	BILL WELBY SING AND TONY MARTIN Bill Welby, Mercury MG 3041	7
75	76	FROM THE HUNTERY I Joe Jennings, Epic 31 3239	128
76	77	JOHNNY HORTON'S GREATEST HITS Johnny Horton, Columbia WED 1524	33
77	78	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
78	79	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
79	80	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
80	81	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
81	82	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
82	83	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
83	84	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
84	85	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
85	86	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
86	87	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
87	88	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
88	89	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
89	90	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
90	91	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
91	92	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
92	93	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
93	94	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
94	95	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
95	96	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
96	97	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
97	98	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
98	99	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
99	100	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100

This Week	Last Week	Title, Artist, Label	Wks. on Chart
101	102	RAY Frank Sinatra, Capitol WED 1524	7
102	103	SING TO ME, MA. C. Pat Boone, RCA Victor LPM 3201	2
103	104	SIXTY YEARS OF MUSIC AMERICA Various Artists, RCA Victor LPM 3201	49
104	105	MOSS SING ALONG WITH MITCH Mitch Miller, Columbia CL 1248	137
105	106	PETE FONTANA'S NEW ORLEANS Frank Sinatra, Capitol WED 1524	100
106	107	MEMORIES ARE MADE OF THIS Ray Charles, Epic 31 3239	54
107	108	WHAT'S A SAY Ray Charles, Epic 31 3239	6
108	109	GO Frank Sinatra, Capitol WED 1524	110
109	110	LET IT BE WITH MUSIC Ray Charles, Epic 31 3239	61
110	111	THE VENTURES The Ventures, Warner Bros. W 1279	7
111	112	JOHNNY WOODS Johnny Martin, Columbia CL 1444	41
112	113	WEE WEE Frank Sinatra, Capitol WED 1524	39
113	114	I'LL BE WITH YOU A YEAR Johnny Martin, Columbia CL 1444	21
114	115	STAND FOR A SUMMER NIGHT Various Artists, Columbia WED 1524	60
115	116	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
116	117	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
117	118	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
118	119	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
119	120	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
120	121	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
121	122	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
122	123	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
123	124	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
124	125	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
125	126	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
126	127	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
127	128	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
128	129	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
129	130	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
130	131	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
131	132	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
132	133	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
133	134	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
134	135	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
135	136	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
136	137	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
137	138	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
138	139	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
139	140	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
140	141	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
141	142	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
142	143	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
143	144	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
144	145	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
145	146	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
146	147	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
147	148	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
148	149	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
149	150	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100

50 Best Selling

STEREO LP's

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	JUDY AT CARNEGIE HALL Judy Garland, Capitol WED 1524	10
2	2	CAMELOT Original Cast, Columbia WED 9439	17
3	3	MEYED ON TORONTO Frank Sinatra, Capitol WED 1524	20
4	4	STAND FOR A SUMMER NIGHT Various Artists, Columbia WED 1524	18
5	5	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAC 3122	17
6	6	THE SOUND OF MUSIC Original Cast, Columbia WED 9439	82
7	7	ESQUIS Frank Sinatra, RCA Victor LPM 3201	38
8	8	YELLOW BIRD Johnny Martin, Columbia CL 1444	6
9	9	PORTAIT OF JIMMY Johnny Martin, Columbia CL 1444	6
10	10	BOBBY BOY BOBBLES, VOL. 31 Various Artists, Columbia WED 1524	6
11	11	FINAIRE THINGS Frank Sinatra, Capitol WED 1524	6
12	12	RECORDED PERSECUTION, VOL. 1 Frank Sinatra and the 47 Stars, Capitol WED 1524	81
13	13	SING ALONG WITH MITCH Mitch Miller, Columbia CL 1248	117
14	14	THE FOUR SEASONS ON CAMPO Capitol T 1044	100
15	15	KNUCKLES UP Bobby Darin, Capitol WED 1524	100
16	16	YELLOW BIRD (RECORDED) Johnny Martin, Columbia CL 1444	10
17	17	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
18	18	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
19	19	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
20	20	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
21	21	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
22	22	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
23	23	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
24	24	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
25	25	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
26	26	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
27	27	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
28	28	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
29	29	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
30	30	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
31	31	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
32	32	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
33	33	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
34	34	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
35	35	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
36	36	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
37	37	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
38	38	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
39	39	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
40	40	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
41	41	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
42	42	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
43	43	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
44	44	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
45	45	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
46	46	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
47	47	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
48	48	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
49	49	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100
50	50	THE KING OF SUNDAY Frank Sinatra, Capitol WED 1524	100



A
SMASH follow up
to

I FALL TO PIECES

from

PATSY CLINE



CRAZY

c/w

WHO CAN I COUNT ON

31317



BILLBOARD
MUSIC WEEK
EASY LISTENING

This Week	Last Week	Title, Artist, Label	Wks on Chart
1	1	WICKED! Bigman, United Artists 234	12
2	3	WETTED Bob Weir, Rounder 401	9
3	—	THE WAY YOU LOOK TONIGHT Lenny Kravitz, Capitol 238	3
4	8	THE ASSASSIN Steve Jansen, Rapa 401	8
5	4	MOVE MONEY FOR YOU AND ME HONEY Don Pease, Capitol 4201	8
6	10	SAD MOVIES (Make Me Cry) Joe Thomas, Mercury 1223	5
7	7	Marie's the Name of My Latest Flame Eric Burdon, RCA Victor 7028	6
8	3	BIG COLD WIND Pat Boone, Nat 1834	7
9	10	MISSING YOU Ray Peterson, Swan 3016	10
10	9	HURT Tim Yore, Liberty 3343	11
11	7	WOODEN HEART (Hill & Dale) Joe Donell, Smash 1704	13
12	14	CARE FIVE Dave Brubeck, Columbia 81477	4
13	9	FEARFUL AND SHY Bread Boston, Mercury 11897	7
14	11	DON'T GET HONEY HONEY Little Star, Canadian-American 137	14
15	11	I FALL TO PIECES Patty Chen, Swan 3133	20
16	16	WATER BOY Don Stray, Eps, Embassy 1499	12
17	—	BIG RED SON Jimmy Swan, Columbia 46176	1
18	20	SAD MOVIES (Make Me Cry) Lennox Lewis, Nat 14333	2
19	17	IT'S YOUR WORLD Marty Robbins, Columbia 45545	4
20	—	IT'S JUST A MOVIE WITHOUT YOU Bread Boston, Mercury 11899	1

BILLBOARD
MUSIC WEEK
HOT R & B SIDES

This Week	Last Week	Title, Artist, Label	Wks on Chart
1	1	HIT THE ROAD JACK Ray Charles, ABC-Paramount 10244	3
2	2	IT'S SOMER WOODS OUT FIRE Ed and Tom Tynes, Eps 743	11
3	4	DON'T TRY NO MORE Patti LaBelle, Epic 340	11
4	19	TA TA Lee Dorsey, Poly 1023	6
5	1	MY TUB STORY Joe Fier, Bellone 1061	13
6	10	LOOK IN MY EYES Charles Carter 323	4
7	9	A LITTLE BIT OF SOAP Jermaine, Capitol 3076	6
8	3	BRIGHT LIGHTS, BIG CITY Honey Cone, The Jay 376	5
9	13	LAST NIGHT Mar-King, Atlantic 137	13
10	4	BABY, YOU'RE RIGHT James Brown, King 3254	9
11	—	MISSING STOMP Savells, Parkway 827	1
12	8	ONE TRACK MIND Bobby Lewis, Bellone 1013	5
13	27	I WALK BY CEYING Chuck Jackson, Wind 118	4
14	15	PLEASED AND HONEY Bread Boston, Mercury 11898	4
15	14	I LOVE YOU, YES I DO Bellman Jackson, Swan 4016 700	4
16	5	LOVE MY LOVE Little Willie John, King 3614	18
17	7	LET THE FOUR WINDS BLOW Fats Domino, Imperial 2744	10
18	—	DON'T GET RABY Sly James, Argo 5475	1
19	12	TEENY AND TONY Bobby Lamb, Bellone 1060	19
20	14	MISSING OUT GOOD Rick Bellone and the Minighorns, Eps 6000	7
21	21	PLEASE ME, PLEASE Mar-King, Atlantic 136	4
22	22	JUST OUT OF BEACH for My Two David Byrne Shonon Books, Atlantic 3114	5
23	—	WHEE! THE POOL Jimmy James and the Vagabonds, Epic 34233	1
24	—	FORWARD SEE Don, Laurie 3110	1
25	—	SMOOTH ME Steve Tipton, Eps 157	1
26	23	LOVER Tommy Hunt, Capitol 1219	2
27	28	BABY YOU'RE SO FINE Mickey and Sylvia, Wind 2200	2
28	29	PLEASE SEND ME SOMETHING TO LOVE Max Freedom, The Jay 387	4
29	29	SEE YOU THE NIGHT ON ME Prince LuLa, Eps 181	2
30	17	JUST YOU AND ME, BABY James Brown, King 3407	5

BILLBOARD
MUSIC WEEK
TEEN BEAT

This Week	Last Week	Title, Artist, Label	Wks on Chart
1	1	TAKE GOOD CARE OF MY BABY Bobby Vee, Liberty 3334	9
2	7	THE MOUNTAIN'S HIGH Dick and DeeDee, Liberty 3330	10
3	3	CEYING Eric Burdon, Rounder 401	6
4	10	HIT THE ROAD JACK Ray Charles, ABC-Paramount 10244	4
5	5	LITTLE SISTER Steve Forster, RCA Victor 7028	3
6	13	YOU MUST HAVE BEEN A BEAUTIFUL BABY Bobby Vee, Eps 4304	5
7	4	DOES YOUR CHEWING GUM LOSE ITS FLAVOR (On the Red Hot Streetlight) Lonnie Young, Nat 1971	9
8	11	BRITISH STOMP Savells, Parkway 827	4
9	6	WHO PUT THE BOMP (in the Bomp, Bomp, Bomp) Barry Mann, ABC-Paramount 10237	9
10	8	WITHOUT YOU Johnny Robinson, Cadence 1424	9
11	9	ONE TRACK MIND Bobby Lewis, Bellone 1013	6
12	—	TA TA Lee Dorsey, Poly 1023	4
13	20	LET'S GET TOGETHER Wayne Mills, Verve 595	3
14	17	THIS TIME Tony Shalhoub, Liberty 3335	3
15	16	BLESS YOU Tony Orlando, Eps 7402	8
16	7	MY TUB STORY Joe Fier, Bellone 1061	14
17	—	FORWARD SEE Don, Laurie 3110	2
18	—	LOOK IN MY EYES Charles Carter 323	4
19	15	LET ME BELONG TO YOU Brian Hyland, ABC-Paramount 10234	9
20	—	SWEET FOR MY SWEET Galt MacFadyen, Eps 117	4

BILLBOARD
MUSIC WEEK
HOT C & W SIDES

This Week	Last Week	Title, Artist, Label	Wks on Chart
1	4	THUNDER YEARS Swamp, Swan, Mercury 11894	14
2	3	TEA OF HEARTS Don Williams, RCA Victor 7028	14
3	2	I FALL TO PIECES Patty Chen, Swan 3133	27
4	6	BELLY FUNK Ralph Barker, Liberty 3336	4
5	1	WALK BY ME Larry Van Dyke, Mercury 11894	5
6	22	IT'S YOUR WORLD Marty Robbins, Columbia 45545	3
7	29	WILLBALLY WALKER The Elton, Capitol 4627	14
8	5	WORDS THE IMPLICATION OF LOVE Buck Ramon, Capitol 4627	9
9	8	HEARTBREAK B. L. A. Billy Wells, Swan 3134	19
10	10	SWEET LIFE Webb Pierce, Swan 3134	18
11	6	MY EARL SHOULD OWN Claude King, Mercury 11894	13
12	14	YOU'RE THE REASON Bobby Darwin, Eps 1075	3
13	11	ONE BY ONE, ONE MORE Claude King, Columbia 46266	14
14	23	MY POES Bob Anderson, Swan 37368	7
15	13	SOUND, SILENT AND BELIEVED Country Cousins, Warner 549	4
16	9	I WENT OUT OF MY MIND Ray Smith, Swan 31297	4
17	—	HOW DO YOU TALK TO A BABY Moby Grape, Swan 31296	1
18	—	STAND AT YOUR WINDOW Jim Reeves, RCA Victor 7423	1
19	13	DID I EVER TELL YOU George Jones and Margo Singleton, Mercury 11894	2
20	21	SHINY LINDY LO Ricky and Bob, Mercury 1191	7
21	23	BIG ME WOUNDS Wanda Jackson, Capitol 4626	16
22	—	BUCKRACK Fanny Young, Capitol 4616	1
23	—	WHY BABY WHY Wynne Smith and Dennis Collins, Liberty 3331	1
24	—	HAPPY BIRTHDAY TO ME Hank Locklin, RCA Victor 7028	1
25	13	LOVEY TENDERLOVE Country Cousins, Warner 549	18
26	—	CALL OF THE WILD Warren Smith, Liberty 3330	1
27	18	WHEN TWO WHEELS COLLIDE Roger Miller, RCA Victor 7028	18
28	17	CRYING Leon McAuliffe, Columbia 4626	7
29	28	WALKING THE STREETS Webb Pierce, Swan 31296	2
30	18	HARVESTED TEEN Rand Thompson, Capitol 4626	3

BOOSTS LOCATION PROFITS

NEW TOP TALENT AMI "100"

TOP BILLING FOR LOCATION, TOO

What's more, the selector panel allows generous space for the name of the host or location (easy-to-use strip-in letters supplied). A personal touch that makes friends—builds profits.

MAIN STEM STARS SPUR PLAY

Now you can feature names, record jackets and song titles of TOP-TALENT entertainers on the distinctive, illuminated selector panel of the AMI "100." Here's an extra that brings in more location customers—puts the stars to work for you.

STEREO ROUND STIMULATION!

The crowning attraction of the AMI "100" is the wonderful realism of Stereo Round. This unique sound system gives full stereo effect without the use of remote speakers. More listening pleasure—more coins in the chute. Only AMI has it, plus Autemix to play 33 $\frac{1}{3}$'s or 45's interchangeably.

Another Star Performer—THE AMI "200"

Genuine diamond stylus standard equipment on both "100" and "200" models.

See Your AMI Distributor or Write
AC AUTOMATIC SERVICES, Inc.
18 S. Michigan Avenue, Chicago 3, Ill.



**BILLBOARD
MUSIC WEEK**

Circulation Leadership

Billboard Music Week's paid U. S. and Canadian circulation is almost 2½ to 1 over the next music-coin publication. And in overseas circulation — by conservative estimate — the margin is as much as three to one!

**BILLBOARD
MUSIC WEEK**



Radio-TV PROGRAMMING • Music-Phonograph MERCHANDISING • Coin Machine OPERATING
New York • Washington • Great Barrington • Cincinnati • Chicago • St. Louis • Hollywood

DISK DEALS FOR DEALERS

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

PRESTIGE—Expires October 8, 1961. Started August 28, 1961.

Dealer is offered two LP's free for every 10 purchased. Program covers 1000 national, Bluebird and Sunville series plus new releases.

MERCURY—Expires October 15, 1961. Started September 1, 1961.

Project Mercury sales plan. Fifteen per cent merchandise discount. Buy 100 albums, get 15 free delivered (allowing for four months when credit available) and 100 per cent exchange privilege. Total orders must be placed by September 21.

BOULETTE—Extended through October 15, 1961. Started August 1, 1961.

Qualified dealers are offered 15 per cent discount on all LP's including new 10 issues. See page 4, August 1 issue for details.

ABC-PARAMOUNT—Expires October 20, 1961. Started July 17, 1961.

"Full LP Program." Details are offered (21) per cent discount on all LP purchases. Program covers complete catalogs and new releases on ABC, Paramount, Impulse and Charlatan labels. See page 8, July 3 issue, for details.

JAY JAY—Expires October 25, 1961. Started September 25, 1961.

Fifteen per cent cash discount on all albums including Christmas product. Special bonus: Order 100 selected singles of five particular titles and receive 25 bright free. See page 6 advertisement, September 25 issue, for details.

LIBERTY—Extended through October 29. Started September 1, 1961.

Fall Program. Ten per cent discount on complete catalog except the three DeLuxe albums, including new releases.

MEMO—Expires October 31, 1961. Started September 25, 1961.

Label is offering dealers one free album for every six purchased. Plan covers 10 new releases as well as complete catalog. See page 41, September 25 issue.

TIME—Expires October 31, 1961. Started September 18, 1961.

Series 200 entire catalog is available through date of a 10 per cent discount. Special promotion on new September releases: "Great Songs From Motion Pictures" in three separate volumes. Available on pre-order, guaranteed October 15th. Plan, including terms of each volume or entire set, full price and one each of the volume manual or no charge.

VERVE—Expires October 31, 1961. Started September 25, 1961.

Label is offering dealers one free album for every six purchased. Plan covers 15 new releases as well as complete catalog. See page 41, September 25 issue, for details.

(Continued on page 65)

WB Launching
Newhart Promo

• Continued from page 4

are lending the full weight of their respective sales and promotional organizations in the Newhart campaign. Newhart's likeness, for example, will appear on millions of milk cartons in behalf of Sealtest, while window displays are being manufactured and circulated by Bechtolt to their dealers. The sales force of the sponsors have all been shipped sample copies of the Bob Newhart albums, and Warner Bros. Records itself is preparing a heavy advertising and merchandising campaign. A four-color die-cut window display, window streamers, and product merchandisers are being prepared, all tying in with the release of the album and the debut of the new television series.

Warner is also studying an extensive press campaign, with more than 700 television editors, entertainment editors, and record reviewers throughout the country to receive specially prepared gift copies of the album.

Mike Mainland, vice-president of Warner Bros. Records, revealed that advance orders for the new Bob Newhart album already total approximately 205,000 albums, the latter figure more than that received in advance orders for Newhart's second LP.

HOW TO PROFIT FROM THE
1962 PHONO DIRECTORY

This Phonograph Directory has been compiled and edited with the express purpose of helping the dealer increase his dollar volume. It has been designed as a year-round aid, a sales tool which should be referred to continuously for pertinent and basic information.

Information is of use only when it is used; only when it is available in concise, handy form. Therefore, let us urge the dealer to peruse the Directory carefully so as to familiarize himself with each of its segments and classifications. In this way he will be better able to draw upon this information, and meet progressive competition.

Suggested Uses

Here are some suggested ways in which the Directory can be of material aid to you, the dealer. It can help you to:

1. Determine what is available.
2. Compare suggested selling prices.
3. Stock your store with the proper models for your customers.
4. Have a handy reference as to the specifications of the models you carry.
5. Have a handy reference on the specifications of the models your competitors carry.
6. Find sizes and weights for shipping.
7. Know all the finishes available.
8. Know every model available in the price range your customer wants to pay.

Finally, the Directory will give the dealer a finger-tip reference to hundreds of models; it will enable him to know the product of scores of manufacturers and see it compared side by side. And those dealers not in the equipment business will find it an irreplaceable guide to entering the field.

In brief, using the Directory properly will mean using it profitably.

BEST SELLING PHONOGRAPHS,
RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturer, based on results of a month-long study using personal interviews with a representative national cross-section of record-store dealers. A different price group is 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 calculations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of dealer. Only manufacturers scoring 3% or more of the total dealer points are listed below.

AM-ONLY TABLE RADIOS

Position This Issue	Position 7/3/61 Issue	Brand	% of Total Points
1	1	RCA Victor	28.8
2	3	Zenith	18.3
3	—	Magnavox	9.7
4	2	General Electric	8.6
5	7	Motorola	8.0
6	4	Emerson	4.8
7	—	Westinghouse	3.8
8	—	Delmonico	3.1
		Others	14.9

AM-FM TABLE RADIOS

Position This Issue	Position 7/3/61 Issue	Brand	% of Total Points
1	2	Magnavox	30.9
2	1	Zenith	28.7
3	3	RCA Victor	10.2
4	4	Granco	5.5
5	6	Motorola	4.4
6	5	General Electric	3.1
		Others	17.2

FIRST ONE OFF THE SHELF IS A
DECCA

THE CROYDON DP-49B
High Fidelity Full Stereo automatic portable with Simulcast AM/FM radio. **\$139.95**

THE BENTON V DP-296
High Fidelity, Full Stereo portable — Full size speaker baffles — Angled control panel — Handsome styling. **\$109.95**

THE DEVON II DP-298
Full Stereo, High Fidelity portable speaker baffles carried as separate unit — Transformer-powered amplifier — Deluxe changer. **\$129.95**

What dealers say about DECCA!

BILLBOARD MUSIC WEEK 1961 DEALER SURVEY

Customer is always right policy; good delivery; good product at competitive prices; excellent service; fair in all dealings; keeps dealers well informed of price changes, new models; better guarantee.

All prices Suggested List — Slightly higher in South, Southwest, and West.

Billboard Music Week's 1962 Phono Directory

A complete listing of new phonograph product lines by price category, including detailed descriptions of each unit, for all major manufacturers.

Under \$30

Company	Model No.	Portable, Table or Console	Manual or Automatic	Stones or Monaural	Power Output (Watts)	No. of Speakers and Description	Single or Dual Diamond or Sapphire Stylus	Record Available	FM, AM or FM-AM Tuner	Multiple Adapter Available	Complete Complete Multiple	Cabinet Description	Dimension and Weight	Suggested List Price	
Arvin	6113	Portable	Manual	Monaural	2	1-4"	Dual Sapphire	---	---	---	---	Wood with plexiglas covering Dual Tone	12"x16"x10" (8 lbs.)	\$19.95	
Capitol	2011	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Plexiglas covered wood, Red/White, Blue/White	---	\$19.95	
Capitol	2021	Portable	Manual	Monaural	---	2-4"	Dual Sapphire	---	---	---	---	Plexiglas covered wood, Red/White, Blue/White	---	From \$27.95	
Decca	9730	Portable	Manual	Monaural	---	1-4"	Single Sapphire	---	---	---	---	Black with white, Red with white, Turquoise with white	40"x12 1/2"x10 1/2" (7 1/2 lbs.)	Open	
Decca	9753	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Brown/Black, Blue/White, White/White	41"x13"x10 1/2" (8 1/2 lbs.)	\$19.95	
Decca	9769	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Wood Cabinet (Driftwood) Stone, Blue/Silver Driftwood, Black/Gold Driftwood	13 1/2"x15 1/2"x11 1/2" (8 lbs.)	\$24.95	
Electro	186	Portable	Manual	Monaural	2	1-4"	Single Sapphire	---	---	---	---	Hardwood and simulated leather	12"x9"x10" (8 lbs.)	\$16.95	
Electro	184	Portable	Manual	Monaural	2	2-4"	Dual Sapphire	---	---	---	---	Wood (Laminated) Green and White	12"x12"x10" (10 lbs.)	\$26.95	
Emerson	E-1001	Portable	Manual	Monaural	---	1	Single Sapphire	---	---	---	---	Tab-top	12 1/2"x14 1/2"x9 1/2"	\$19.95	
Emerson	848	Portable	Manual	Monaural	---	2	Single Sapphire	---	---	---	---	Top-plate	10"x14 1/2"x9 1/2"	\$23.95	
General Electric	87100	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Yulex/Steel	---	\$29.95	
General Electric	1388	Portable	Manual	Monaural	2 1/2	1-4"	Single Sapphire	---	---	---	---	Wood, Gray Enamel	10"x12"x8"	\$14.95	
General Electric	141	Portable	Manual	Monaural	2 1/2	1-4"	Single Sapphire	---	---	---	---	Leather, Black	10"x12"x8"	\$14.95	
General Electric	152	Portable	Manual	Monaural	2 1/2	1-4"	Dual Sapphire	---	---	---	---	Rose and Blue	12"x12"x8"	\$19.95	
General Electric	154	Portable	Manual	Monaural	2 1/2	1-4"	Single Sapphire	---	---	---	---	Rose and Blue	10"x12"x8"	\$19.95	
Major Electronics	478	Portable	Manual	Monaural	---	1	Single	---	---	---	---	Red, Black, Blue & White	12"x10 1/2"x11" (7 1/2 lbs.)	\$16.95	
Major Electronics	422	Portable	Manual	Monaural	---	1	Single	---	---	---	---	Red, Black, Blue & White	12"x10 1/2"x11" (7 1/2 lbs.)	\$16.95	
Major Electronics	4019	Portable	Manual	Monaural	---	1	Single	---	---	---	---	Red & Ivory, Black & Ivory	12 1/2"x10 1/2"x11" (8 lbs.)	\$22.95	
Major Electronics	528	Portable	Manual	Monaural	---	1	Single	---	---	---	---	Red & White, Blue & White	12 1/2"x10 1/2"x11" (8 lbs.)	\$26.95	
Orpheus	118	Portable	Manual	Monaural	2	1-4"	Single Sapphire	---	---	---	---	High Blue, Orange-White	12 1/2"x12 1/2"x10" (8 lbs.)	\$17.95	
Orpheus	12120	Portable	Manual	Monaural	2	1-4"	Dual Sapphire	---	---	---	---	High Blue, Orange-White	12 1/2"x12 1/2"x10" (8 lbs.)	\$19.95	
Orpheus	1214	Portable	Manual	Monaural	1	1-4"	Single Sapphire	---	---	---	---	Plastic Blue, Red	12 1/2"x12 1/2"x10" (8 lbs.)	Open	
Philharmonic	1421	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Brown/White, Blue/White	12"x11 1/2"x10 1/2"	\$19.95	
Philharmonic	1423	Portable	Manual	Monaural	---	2-4"	Dual Sapphire	---	---	---	---	Black/White, Red/White	12"x11 1/2"x10 1/2"	\$29.95	
Phonola (Werner Co.)	161	Portable	Manual	Monaural	---	1-4"	Single Sapphire	---	---	---	---	Dark-covered wood	12"x10"x10" (8 lbs.)	\$16.95	
Phonola (Werner Co.)	261	Portable	Manual	Monaural	---	2-4"	Dual Sapphire	---	---	---	---	Flattened wood, Blue & White	12"x12"x10" (10 lbs.)	\$29.95	
REX Victor	12072	Portable	Manual	Monaural	---	1	Dual Sapphire	---	---	---	---	Brown/White, Gold or Blue/Maroon	12 1/2"x12 1/2"x10 1/2"	\$27.95	
Symphonic	1701	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Red/Black, Tan/White, Blue/White	40"x12 1/2"x10 1/2"	\$19.95	
Symphonic	1703	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Red/White, Blue/White, Tan/White	40"x12 1/2"x10 1/2"	\$27.95	
Tele-Tone	607	Portable	Manual	Monaural	---	---	Single Sapphire	---	---	---	---	Plastic covered	10 1/2"x11 1/2"x9 1/2" (10 lbs.)	\$12.95	
Tele-Tone	413	Portable	Manual	Monaural	2	1-4"	Single Sapphire	---	---	---	---	Plastic covered	12"x10 1/2"x10" (14 lbs.)	\$17.95	
Tele-Tone	421	Portable	Manual	Monaural	2	1-4"	Dual Sapphire	---	---	---	---	Plastic covered	12"x10 1/2"x10" (14 lbs.)	\$19.95	
Tele-Tone	441	Portable	Manual	Monaural	2	1-4"	Dual Sapphire	---	---	---	---	Plastic covered	12"x10 1/2"x10" (14 lbs.)	\$24.95	
Tele-Tone	50411	Portable	Manual	Monaural	2	1-4"	Single Sapphire	---	---	---	---	Plastic covered	12"x10 1/2"x10" (14 lbs.)	\$24.95	
Tele-Tone	471	Portable	Manual	Monaural	2	2-4"	Dual Sapphire	---	---	---	---	Plastic covered	12"x10 1/2"x10" (14 lbs.)	\$29.95	
Traylor	7077	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Plastic, Pink Blue	9 1/2"x12 1/2"x10 1/2" (8 lbs.)	\$19.95	
Traylor	70828	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Embossed Leather & Wood	8 1/2"x12 1/2"x10 1/2"	\$24.95	
Traylor	71-808	Portable	Manual	Monaural	---	1-4 1/2"	Dual Sapphire	---	---	---	---	Embossed Leather & Wood	8 1/2"x12 1/2"x10 1/2" (8 lbs.)	\$26.95	
Verity Felt	41	Portable	Manual	Monaural	2 1/2	1-4"	Single Sapphire	---	---	---	---	---	---	10"x12"x8" (8 lbs.)	\$19.95
Verity Felt	52	Portable	Manual	Monaural	2 1/2	1-4"	Dual Sapphire	---	---	---	---	---	---	12"x11"x8" (10 lbs.)	\$19.95
Verity Felt	104	Portable	Manual	Monaural	2 1/2	1-4"	Single Sapphire	---	---	---	---	---	---	10"x12"x8" (8 lbs.)	\$19.95
Verity Felt	102	Portable	Manual	Monaural	2 1/2	1-4"	Dual Sapphire	---	---	---	---	---	---	10"x12"x8" (8 lbs.)	\$22.95
Verity Felt	30	Portable	Manual	Monaural	2 1/2	1-4"	Dual Sapphire	---	---	---	---	---	---	12"x11"x8" (10 lbs.)	\$14.95
Verity Felt	205	Portable	Manual	Monaural	3	2-4"	Dual Sapphire	---	---	---	---	---	---	10"x11"x8" (11 lbs.)	\$29.95
Webster	1313	Portable	Manual	Monaural	1 1/2	1	Dual	---	---	---	---	Wood, Gold & White, Red & White	8 1/2"x12 1/2"x10 1/2" (8 lbs.)	\$29.95	
Westinghouse	2188	Portable	Manual	Monaural	---	1-4"	Single Sapphire	---	---	---	---	Red & White	4 1/2"x10 1/2"x10 1/2"	\$19.95	
Westinghouse	2189	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Blue/White, Brown/White	4 1/2"x10 1/2"x10 1/2"	\$24.95	
Westinghouse	4188	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Chocolate/White, Red/White, Turquoise/White	2 1/2"x12 1/2"x10 1/2"	\$29.95	
Wertz	9769	Portable	Manual	Monaural	---	1-4"	Dual Sapphire	---	---	---	---	Dark-covered wood, Top line Orange & White	12 1/2"x12 1/2"x10 1/2" (10 lbs.)	\$29.95	

\$31 to \$60

Company	Model No.	Portable, Table or Console	Manual or Automatic	Stems or Monaural	Power Output (Watts)	No. of Speakers and Description	Single or Dual Tape or Single or Dual Cassette	Recess Available	FM, AM or Full AM Tuner	Multiple Adapter Available	Carbine Complete Multiple	Cabinet Description	Dimensions and Weights	Suggested List Price	
Adoral	14219	Portable	Automatic	Monaural	---	1-5 1/2"	Dual Cassette	---	---	---	---	Pyrexite, Blue-White	8 1/2"x14 1/2"x17"	\$49.95	
Adoral	14227	Portable	Automatic	Monaural	---	2-5 1/2"	Dual Cassette	---	---	---	---	Pyrexite, Green-White	8 1/2"x14 1/2"x17"	\$39.95	
Arvic	71919	Portable	Automatic	Monaural	2	1-4"	Dual Cassette	---	AM Tuner	---	---	Wood with pyrexite covering, Teakwood Top & Gray Platinium Side & Gray	16 1/2"x16 1/2"x17 1/2" (20 lbs.)	\$39.95	
Arvic	81721	Portable	Automatic	Monaural	2	2-4"	Dual Cassette	---	---	---	---	Wood with pyrexite covering, Teakwood Top & Gray Platinium Side & Gray	16 1/2"x16 1/2"x17 1/2" (20 lbs.)	\$49.95	
Arvic	81722	Portable	Automatic	Monaural	2	2-4"	Dual Cassette	---	---	---	---	Wood with pyrexite covering, Teakwood Top & Gray Platinium Side & Gray	16 1/2"x16 1/2"x17 1/2" (20 lbs.)	\$39.95	
Capitol	7321	Portable	Automatic	Monaural	---	1-4"	Dual Cassette	---	---	---	---	Pyrexite-covered, wood, Gray-White, Maroon-White	---	From \$49.95	
Decca	09521	Portable	Automatic	Stereo	---	2-4"	Dual Cassette	---	---	---	---	Wood Cabinet, Brown-White, Black-Brown	---	From \$49.95	
Decca	09541	Portable	Automatic	Monaural	---	1-4"	Dual Cassette	---	---	---	---	Wood Cabinet, Gold-White, Blue-Gray	8 1/2"x14 1/2"x17 1/2" (18 lbs.)	From \$49.95	
Decca	10552	Portable	Automatic	Stereo	---	2-4"	Dual Cassette	---	---	---	---	Wood Cabinet, Black-White, Gray-White	8 1/2"x14 1/2"x17 1/2" (18 lbs.)	From \$39.95	
Electra	145	Portable	Automatic	Monaural	2	2-5 1/2"x3"	Single Cassette	---	---	---	---	Wood (Lathwood, Rose & Ash)	11 1/2"x10 1/2"x17 1/2" (22 lbs.)	\$39.95	
Electra	145	Portable	Automatic	Monaural	2	1-5 1/2"x3"	Dual Cassette	---	---	---	---	Wood (Lathwood, Rose & Ash)	14 1/2"x10 1/2" (22 lbs.)	\$49.95	
Emerson	833	Portable	Automatic	Monaural	---	7	Single Cassette	---	---	---	---	Teak-Top	14 1/2"x12 1/2"x15 1/2" (24 1/2 lbs.)	\$39.95	
Emerson	81902	Portable	Automatic	Stereo	---	2	Dual Cassette	---	---	---	---	Teak-Top	20 1/2"x17 1/2"x16"	\$59.95	
General Electric	6P1322	Portable	Automatic	Monaural	---	1-4 1/2"	Dual Cassette	---	---	---	---	Wood-Cast Steel	---	\$39.95	
Griffin Electronics	1201	Portable	Automatic	Monaural	2 1/2	1-4"	Dual Cassette	---	---	---	---	Red & White	18 1/2"x16"	\$39.95	
Griffin Electronics	1201	Portable	Automatic	Stereo	2	2-4"	Dual Cassette	---	---	---	---	Gray & White	17 1/2"x16"	\$49.95	
Griffin Electronics	1201	Portable	Automatic	Stereo	2	1-4"	Dual Cassette	---	---	---	---	Brown & Ivory	22 1/2"x17 1/2"x17"	\$59.95	
Harmon Transistor	77451	Flashlight Battery, Portable	Manual	Monaural	0.5	1-4"	Dual Cassette	---	External AM	---	---	Wood, Black-White	8 1/2" lbs.	From \$49.95	
Major Electronics	100	Portable	Automatic	Monaural	---	1	Cassette	---	---	---	---	Red & White, Blue & White	14 1/2"x12 1/2"x15 1/2" (24 1/2 lbs.)	\$49.95	
Major Electronics	88	Portable	Automatic	Monaural	---	1	Cassette	---	---	---	---	Charcoal & Ivory, Brown & Ivory	14 1/2"x12 1/2"x15 1/2" (18 lbs.)	\$49.95	
Major Electronics	105	Portable	Automatic	Monaural	---	1 or 2	Cassette	---	---	---	---	Black & Ivory, Charcoal & Ivory, Red & Ivory	14 1/2"x12 1/2"x15 1/2" (20 1/2 lbs.)	\$49.95	
Melotone	5712	Portable	Manual	Monaural	---	2-4"	Dual Cassette	---	---	---	---	Red & White, Blue & White	4 1/2"x16 1/2"x17 1/2" (21 lbs.)	\$34.95	
Orion	50150	Portable	Automatic	Monaural	3	1-5"	Dual Cassette	---	---	---	---	Gray, Red, Blue-White	12 1/2"x12 1/2"x17 1/2" (22 lbs.)	\$49.95	
Philco	1474	Portable	Automatic	Monaural	2	1-4"	Single Cassette	---	---	---	---	Pyrex-covered, wood, Black & Ivory	9 1/2"x16 1/2" (18 lbs.)	\$49.95	
Philharmonia	1407	Portable	Automatic	Monaural	---	2-4"	Dual Cassette	---	---	---	---	Gray-White, Blue-White	13 1/2"x16 1/2"x17 1/2"	\$49.95	
Philharmonia	1408	Portable	Automatic	Stereo	---	2-4"	Dual Cassette	---	---	---	---	Brown-White	13 1/2"x16 1/2"x17 1/2"	\$39.95	
Phonola (Walter Cooley)	761	Portable	Automatic	Monaural	---	2-4"	Dual Cassette	---	---	---	---	Leatherette-covered, wood, Brown & White	12 1/2"x17 1/2" (21 lbs.)	\$49.95	
Phonola (Walter Cooley)	1361	Portable	Automatic	Stereo	2	2-4"	Dual Cassette	---	---	---	---	Leatherette-covered, wood, Green & White	12 1/2"x17 1/2" (21 lbs.)	\$39.95	
RCA Victor	10A1	Portable	Automatic	Monaural	---	1-4"	Dual Cassette	---	---	---	---	Leather, Brown & White	8 1/2"x16 1/2"x17 1/2"	\$49.95	
Sioux Carbine	31	Portable	Automatic	Monaural	4	1-5"	Dual Cassette	---	---	---	---	Pyrexite-covered, wood	8 1/2"x14 1/2"x17 1/2" (17 lbs.)	\$49.95	
Sioux Carbine	423	Portable	Automatic	Monaural	3	1-5"	Dual Cassette	---	---	---	---	Black-Gray	8 1/2"x14 1/2"x17 1/2" (17 lbs.)	\$34.95	
Sylvania	40714	Portable	Manual	Stereo	2	2-4"	Dual Cassette	---	---	---	---	---	---	7 1/2"x12 1/2"x17 1/2" (20 lbs.)	\$34.95
Sylvania	40715	Portable	Manual	Stereo	2	2-4"	Dual Cassette	---	---	---	---	---	---	8 1/2"x12 1/2"x17 1/2" (17 1/2 lbs.)	\$29.95
Sylvania	40716	Portable	Automatic	Monaural	2	2-4"	Dual Cassette	---	---	---	---	---	---	8 1/2"x12 1/2"x14 1/2" (16 lbs.)	\$49.95
Symphonia	1707	Portable	Manual	Stereo	---	2-4"	Dual Cassette	---	---	---	---	Impassible-White, Champagne-White	8 1/2"x16 1/2"x17 1/2"	\$39.95	
Symphonia	1712	Portable	Automatic	Monaural	---	1-4"	Dual Cassette	---	---	---	---	Maroon-White, Green-White	8 1/2"x14 1/2"x17 1/2"	\$47.95	
Symphonia	1714	Portable	Automatic	Monaural	---	1-5"	Dual Cassette	---	---	---	---	Teal-White, Red-White, Blue-White	12 1/2"x16 1/2"	\$24.95	
Tek-Tone	513	Portable	Automatic	Monaural	2	1-4"	Single Cassette	---	---	---	---	Plastic covered	11 1/2"x11 1/2"x17 1/2" (18 lbs.)	\$34.95	
Tek-Tone	1423	Portable	Automatic	Stereo	2	2-4"	Dual Cassette	---	---	---	---	Plastic covered	12 1/2"x13 1/2"x17 1/2" (18 lbs.)	\$24.95	
Tek-Tone	412	Portable	Manual	Monaural	2	2-4"	Dual Cassette	---	AM	---	---	Plastic covered	12 1/2"x13 1/2"x17 1/2" (18 lbs.)	\$29.95	
Tek-Tone	413	Portable	Automatic	Monaural	2	1-4"	Dual Cassette	---	---	---	---	Plastic covered	10 1/2"x12 1/2"x15 1/2" (16 lbs.)	\$34.95	
Tek-Tone	2023	Portable	Automatic	Stereo	4	2-4"	Dual Cassette	---	---	---	---	Plastic covered	16 1/2"x12 1/2"x15 1/2" (18 lbs.)	\$47.95	
Tek-Tone	422	Portable	Automatic	Monaural	2	1-4"	Dual Cassette	---	---	---	---	Plastic covered	11 1/2"x14 1/2"x17 1/2" (18 lbs.)	\$49.95	
Tek-Tone	423	Portable	Automatic	Monaural	2	1-4"	Dual Cassette	---	---	---	---	Plastic covered	11 1/2"x14 1/2"x17 1/2" (18 lbs.)	\$49.95	
Tek-Tone	3012	Portable	Automatic	Stereo	4	2-4"	Dual Cassette	---	---	---	---	Plastic covered	10 1/2"x12 1/2"x15 1/2" (16 lbs.)	\$24.95	
Tek-Tone	813	Portable	Automatic	Monaural	2	1-4"	Dual Cassette	---	AM	---	---	Plastic covered	11 1/2"x14 1/2"x17 1/2" (18 lbs.)	\$29.95	
Tek-Tone	3022	Portable	Automatic	Stereo	6	2-2"	Dual Cassette	---	---	---	---	Plastic covered	20 1/2"x12 1/2"x15 1/2" (22 lbs.)	\$39.95	
Telectra	80208	Portable	Automatic	Monaural	---	1-4" or 2"	Dual Cassette	---	---	---	---	Stained-Maple and Gray	10 1/2"x12 1/2"x17 1/2" (22 lbs.)	\$49.95	
Veddy Fair	300	Portable	Automatic	Stereo	2 1/2	1-4"	Dual Cassette	---	---	---	---	---	12 1/2"x16 1/2" (19 lbs.)	\$39.95	
Veddy Fair	301	Portable	Automatic	Monaural	2 1/2	2-4"	Dual Cassette	---	---	---	---	---	12 1/2"x16 1/2" (18 lbs.)	\$49.95	
Veddy Fair	302	Portable	Automatic	Monaural	3	2-4"	Dual Cassette	---	---	---	---	---	12 1/2"x16 1/2" (20 lbs.)	\$49.95	
V.M.	200	Portable	Automatic	Monaural	3	1-5 1/2"	Dual Cassette	---	---	---	---	Plastic covered, wood, Red, Gold, Blue	8 1/2"x12 1/2"x17 1/2" (22 lbs.)	\$34.95	

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No wonder. Look at Webcor's comprehensive portable fonograf line. Eight distinctive models ranging from the MELODY— unquestionably the finest low-price hi-fi made—all the way up to the magnificent PRESIDENT, with its four room-filling



stereofonic speakers in two detachable speaker wings.

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PRESIDENT

STEREO FONOGRAF MODEL 1150

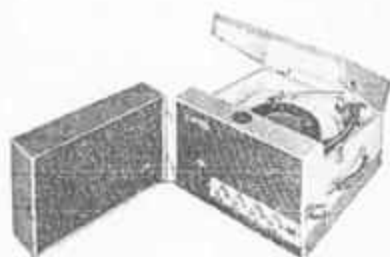
The tops, in power and design. Reproduces music with the fidelity and clarity of many large consoles. Console type balance control. 18-watt dual channel amplifier. Automatic 4-speed diskchanger. 4 hi-fi speakers.



CORONET

STEREO FONOGRAF MODEL 1154

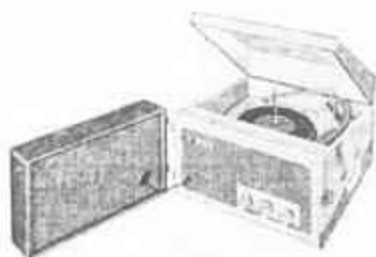
A new concept in portable stereo design. BFD amplification for 3 channel. Separate volume controls for left and right channels. Separate bass and treble tone controls. 4-speed automatic changer.



HOLIDAY DELUXE

STEREO FONOGRAF MODEL 1270

Completely automatic 4-speed stereo with dual channel amplification. 2 hi-fi speakers. Separate controls adjust bass and treble, two tone controls balance the stereo sound perfectly. Automatic diskchanger.



HOLIDAY

STEREO FONOGRAF MODEL 1253

The most famous name in portable fonograf. Quality reproduction is combined with handsome styling and full portability. Two wide range permanent magnet speakers. Solid front carrying case prevents speaker damage.



FESTIVAL AND STEREO-MATE

EXTENSION SPEAKER MODEL 4252

The Stereo-Mate is an auxiliary extension speaker made to match the Festival. It has a built-in record storage rack that holds up to 45 seven-inch records. The perfect combination for young people on the go.



STEREO FONOGRAF MODEL 1252

Lowest priced stereo automatic with many big set features. Automatic 4-speed stereo diskchanger. 2 wide range built-in speakers. Powerful dual channel amplifier. Separate volume controls for balanced stereo sound.



MAESTRO

MONAURAL AUTOMATIC MODEL 1251

Webcor's new automatic hi-fi at the magic selling price. Full range PM speaker. High output turnover cartridge with 2 jeweled styli. Separate volume and tone controls. Choice of beautiful two-tone combinations.



LARK

STEREO FONOGRAF MODEL 1213

Plays all records, stereo and monaural at all 4 speeds. Twin volume controls to achieve perfect stereo balance. 2 wide range PM speakers may be separated up to 8' for room-filling stereo. Built-in 45-RPM adapter.



MELODY

HI-FI FONOGRAF MODEL 1212

The finest low-priced manual fonograf model. Plays 4 speeds. Powerful amplifier plus wide range PM speaker—enough power to be heard clearly in a large room. Separate volume and tone controls. Priced for volume sales!

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WEBCOR INC., CHICAGO, ILL. TAPE RECORDERS, PORTABLE AND CONSOLE FONOGRAFS, RADIOS, COMPONENTS, DORMEYER APPLIANCES AND POWER TOOLS.

Company	Model No.	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	No. of Speakers and Description	Single or Dual Element or Separate Drivers	Search Available	FM, AM or FM-AM Tuner	Multiple Adapter Available	Carabiner Complete Replaces	Cabinet Description	Dimensions and Weight	Suggested List Price	
Wibac	1213	Portable	Manual	Stereo	1	2	Full	---	---	---	---	Black, Blue & White, Red & White	8 1/2" x 12 1/2" x 12 1/2"	\$29.95	
Wibac	1211	Portable	Automatic	Monaural	1	1	Full	---	---	---	---	Black, Blue & White, Red & White	8 1/2" x 12 1/2" x 12 1/2"	\$49.95	
Westinghouse	42075	Portable	Manual	Stereo	---	2-4	Full Separate	---	---	---	---	Charcoal-White, Red-White, Turquoise-White	8 1/2" x 12 1/2" x 12"	\$39.95	
Westinghouse	2290	Portable	Automatic	Monaural	---	1-2	Full Separate	---	---	---	---	Dark Gray, Metallic-White	8 1/2" x 12 1/2" x 12 1/2"	\$49.95	
\$61 to \$80															
Admiral	14027	Portable	Automatic	Monaural	---	1-2 1/2"	Full Separate	---	AM	---	---	Polychrome Brown-White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Admiral	14048	Portable	Automatic	Stereo	---	1-2 1/2"	Full Separate	---	---	---	---	Polychrome Brown-White	8 1/2" x 12 1/2" x 12 1/2"	\$89.95	
Acie	81175	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood with plywood cloth cover, Red & Blue, Brown & Tan	12 1/2" x 12 1/2" x 12 1/2"	\$74.95	
Acie	81173	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood with plywood cloth cover, Red & Blue, Brown & Tan	12 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Capitol	7201	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Polychrome wood, Red-White, Green-White	---	From \$64.95	
Capitol	7211	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Polychrome wood, Day or Tan	---	From \$79.95	
Cona	29485	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood Cabinet, Black-White, Brown-White	10 1/2" x 12 1/2" x 12 1/2"	From \$79.95	
Electra	142	Portable	Automatic	Stereo	2	2-4"	Full Separate	---	---	---	---	Wood-Lacquered, Brown & White	14 1/2" x 14 1/2" x 12 1/2"	\$64.95	
Electra	147	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood-Lacquered, Green & White	12 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Electra	143	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood-Lacquered, Red, Day & Tan	12 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Emerson	Wendover	Portable (Transistor)	Manual	Monaural	---	1	Full Separate	---	---	---	---	Plastic, Black-Gold	---	\$69.95	
General Electric	8F 1230	Portable	Automatic	Stereo	---	2-2 1/2"	Full Separate	---	---	---	---	Polychrome wood	14 1/2" x 12 1/2" x 12 1/2"	\$89.95	
Radio Shack	107741	Transistor Battery Portable	Manual	Monaural	0.3	1-4"	Full Separate	---	AM	---	---	Black, Black-White	12 1/2" x 11 1/2" x 14 1/2"	\$69.95	
Regency	1-17201	Portable	Automatic	Monaural	---	1-2"	Single Element	---	---	---	---	Black-White, Blue-Tan	10 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Regency	3-22238	Portable	Automatic	Stereo	---	2-2"	Full Separate	---	---	---	---	Black-Tan, Brown-Tan, Red-White	10 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Regency	1-17202	Portable	Automatic	Monaural	---	1-4"	Element	---	---	---	---	Red-White, Day-Tan, Red-Tan	10 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Melrose	3723	Portable	Automatic	Monaural	---	1-2 1/2"	Full Separate	---	---	---	---	Black, Metallic-Black	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Sharp	54181	Portable	Automatic	Stereo	10	2 1/2"	Full Separate	---	---	---	---	White, Blue-White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Sharp	54011	Portable	Automatic	Monaural	2	1-2"	Full Separate	---	AM	---	---	White, Red, Charcoal-White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Sharp	54182	Portable	Automatic	Stereo	10	2 1/2"	Full Separate	---	---	---	---	White, Red-White, Black-White, White-White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Philco	102	Portable	Automatic	Stereo	4	2 1/2"	Single Separate	---	---	---	---	Polychrome wood, Green & White	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Philco	140	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Black	12 1/2" x 12 1/2" x 14 1/2"	\$79.95	
Philco (Water-Cooled)	144	Portable	Automatic	Stereo	3	1-2 1/2"	Full Separate	---	---	---	---	Polychrome wood, Day & White	10 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Philco (Water-Cooled)	143	Portable	Manual	Stereo	4	1-2 1/2"	Full Separate	---	---	---	---	Polychrome wood, Day & Day	10 1/2" x 12 1/2" x 12 1/2"	\$79.95	
RA Victor	1411	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Green & White	11 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Blow, California	6175	Portable	Automatic	Monaural	11	4-8"	Full Separate	---	---	---	---	Dark Gray	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Blow, California	6176	Portable	Automatic	Monaural	10	4-8"	Full Separate	---	---	---	---	Dark Gray	11 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Sylvania	4017	Portable	Automatic	Stereo	3	2 1/2"	Full Separate	---	---	---	---	---	White, White-White, Day-Tan	8 1/2" x 12 1/2" x 12 1/2"	\$69.95
Sylvania	4021	Portable	Automatic	Stereo	4	2 1/2"	Full Separate	---	---	---	---	---	Black-White, White-White, Day-Tan	8 1/2" x 12 1/2" x 12 1/2"	\$79.95
Symphonic	8-100	Portable	Manual	Monaural	4	2-3"	Full Separate Separate	---	---	---	---	Black	12 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Symphonic	1720	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Red-White, Brown-Tan	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Symphonic	1721	Portable	Automatic	Monaural	---	1-4"	Full Separate	---	AM	---	---	Red-White, Tan-White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Symphonic	1721	Portable	Automatic	Stereo	2	2-4"	Full Separate	---	---	---	---	Black, Day	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Tile-Tone	3224	Portable	Automatic	Stereo	9	2 1/2"	Full Separate	---	---	---	---	Black, Gold	20 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Tac-In	3074	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Smoked, Natural & Wood	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Tac-In	3024	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Smoked, Natural & Wood	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	
T-4	81	Portable	Automatic	Stereo	4	2-4"	Full Separate	---	---	---	---	Polychrome wood, Green & White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Wibac	1212	Portable	Automatic	Stereo	1	2	Full	---	---	---	---	Black, Blue & White, Red & White	8 1/2" x 12 1/2" x 12 1/2"	\$69.95	
Wibac	1212	Portable	Automatic	Stereo	1	2	Full	---	---	---	---	Black, Blue & White, Red & White	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Westinghouse	26475	Portable	Automatic	Stereo	---	1-4"	Full Separate	---	---	---	---	Dark-White, Red-White	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	
Zeiss	10518	Portable	Automatic	Stereo	---	1-2 1/2"	Full Separate	---	---	---	---	Polychrome wood, Turquoise, Blue & White	8 1/2" x 12 1/2" x 12 1/2"	\$79.95	

\$81 to \$100

Admiral	14207	Portable	Automatic	Stereo	---	2-2 1/2"	Full Separate	---	---	---	---	Polychrome, Brown-White	8 1/2" x 12 1/2" x 12 1/2"	\$99.95
Acie	81220	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood with plywood cloth cover, Green & Tan, Red, Black, Red & Blue-White	20 1/2" x 12 1/2" x 12 1/2"	\$99.95
Acie	81220	Portable	Automatic	Stereo	2	2 1/2"	Full Separate	---	---	---	---	Wood with plywood cloth cover, Green & Tan, Red, Black, Red & Blue-White	20 1/2" x 12 1/2" x 12 1/2"	\$99.95
Capitol	7211	Portable	Automatic	Stereo	---	---	Full Separate	---	---	---	---	White, Red, Red	---	From \$99.95

Company	Model No.	Portable, Table or Console	Manual or Automatic	Stems or Musicals	Power Output (Watts)	No. of Speakers and Description	Single or Dual Element or Single Stereo	Reverb Available	FM, AM or Both Tuner	Multiple Adapter Available	Complete Complete Multiple	Cabinet Description	Dimensions and Weight	Suggested List Price
Boac	DP203, DP204, DP205	Portable	Automatic	Stems	---	2x"	Dual Separate	---	---	---	---	Sherry, Mar., Wal., Fullwood	20"x20"x10" (20 lbs.)	From \$99.95
Automatic International	1023	Portable	Automatic	Stems	---	2x" x 2x" x 2x"	Dual Separate	---	FM, AM	Yes	---	Sherry	20"x20"x10" (20 lbs.)	\$99.95
Emerson	538	Portable	Automatic	Stems	---	3	Dual Separate	---	---	---	---	Tea-tone	19"x19"x22"	\$99.00
Golden Electronic	1304	Portable	Automatic	Stems	14	1x", 2x"	Dual Separate	---	---	---	---	Shel, Gray & White	20"x20"x10"	\$99.95
Golden Electronic	1304	Portable	Automatic	Stems	25	2x", 2x"	Dual Separate	---	---	---	---	Black	24"x19"x10"	\$99.95
Magnum	1-5220	Portable	Automatic	Stems	---	2x"	Single Element	---	---	---	---	Sherry, Mar., Wal., Fullwood	19"x19"x10" (19 lbs.)	\$99.95
Magnum	2-5220	Portable	Automatic	Stems	---	2x" x 2x"	Single Element	---	---	---	---	Sherry, Mar., Wal., Fullwood	19"x19"x10" (19 lbs.)	\$99.95
Magnum	3-5220	Portable	Automatic	Stems	---	2x"	Single Element	---	---	---	---	Sherry, Mar., Wal., Fullwood	19"x19"x10" (19 lbs.)	\$99.95
Magnum	4-5220	Portable	Automatic	Stems	---	2x"	Single Element	---	---	---	---	Sherry, Mar., Wal., Fullwood	19"x19"x10" (19 lbs.)	\$99.95
Moore Electronics	170	Portable	Automatic	Stems	8	2	Separate	---	---	---	---	Blue & White, Tan & White, Black & White	19"x19"x10" (20 lbs.)	\$99.95
Motrola	8724	Portable	Automatic	Stems	---	2x", 2x"	Dual Separate	---	---	---	---	Blue & White, Red & White	19"x19"x10" (20 lbs.)	\$99.95
Stamps	727	Console	Automatic	Stems	8	2x"	Dual Separate	---	AM	---	---	Sherry, Mar., Wal., Fullwood	20"x20"x10"	\$99.95
Stamps	81307	Portable	Automatic	Stems	10	2x"	Dual Separate	---	---	---	---	Shel, Tan, Gray, Charcoal, Silver	19"x19"x10" (20 lbs.)	\$99.95
Stamps	1422	Portable	Automatic	Stems	8	2x", 2x"	Single Separate	---	---	---	---	Black covered wood, Silver Gray	19"x19"x10" (20 lbs.)	\$99.95
Philharmonic	1412	Portable	Automatic	Stems	---	2x", 2x"	Dual Separate	---	---	---	---	Charcoal/Black	20"x19"x10"	\$99.95
Phonix (Matsui Co.)	1701	Portable	Automatic	Stems	2	1x", 2x"	Dual Separate	---	---	---	---	Charcoal/Black covered wood, Gray & White	20"x20"x10" (21 lbs.)	\$99.95
RCA Victor	9720	Portable	Automatic	Stems	---	2x", 2x"	Dual Separate	---	---	---	---	Charcoal & White	19"x19"x10"	\$99.95
Reese California	7470	Portable	Automatic	Musicals	10	1x"	Dual Separate	---	---	---	---	Black Gray	19"x19"x10" (20 lbs.)	\$99.95
Reese California	1214	Portable	Automatic	Musicals	20	1x"	Dual Separate	---	---	---	---	Black Gray	19"x19"x10" (20 lbs.)	\$99.95
Sylvania	40718	Portable	Automatic	Stems	4	2x"	Dual Separate	---	---	---	---	---	19"x19"x10" (20 lbs.)	\$99.95
Sylvania	40720	Portable	Automatic	Stems	4	2x"	Dual Separate	---	---	---	---	---	19"x19"x10" (20 lbs.)	\$99.95
Synchro	1722	Portable	Automatic	Stems	8	1x", 2x"	Dual Separate	---	---	---	---	Sherry, Mar., Wal., Fullwood	19"x19"x10" (20 lbs.)	\$99.95
Templeton	1071	Console	Automatic	Stems	8	2x"	Dual Separate	---	---	---	---	Shel, Mar., Walnut Oak	20"x20"x10"	\$99.95
Tea-Tone	2648	Portable	Automatic	Stems	4	1x", 2x"	Dual Separate	---	---	---	---	Black covered	19"x19"x10" (20 lbs.)	\$79.95
Tea-Tone	2032	Portable	Automatic	Stems	8	2x"	Dual Separate	---	AM	---	---	Black covered	20"x19"x10" (20 lbs.)	\$99.95
Tecator	1120	Console	Automatic	Stems	---	2x"	Dual Separate	---	---	---	---	Sherry, Mar., Wal., Fullwood	20"x19"x10" (20 lbs.)	\$99.95
T.M.	311	Portable	Automatic	Stems	2	2x", 2x"	Dual Separate	---	---	---	---	Phonix covered wood, Silver White & Black	19"x19"x10" (20 lbs.)	\$99.95
Walker	1070	Portable	Automatic	Stems	4	2x"	Dual	---	---	---	---	Sherry, Mar., Wal., Fullwood	19"x19"x10" (20 lbs.)	\$99.95
Westinghouse	7903	Portable	Automatic	Stems	---	2x", 2x"	Dual Separate	---	---	---	---	Shel, Mar., Walnut Oak	19"x19"x10"	\$99.95
Zeuth	97010	Portable	Automatic	Stems	---	2x"	Dual Separate	---	---	---	---	Phonix covered wood, Teal, Black & Light Brown	19"x19"x10" (20 lbs.)	From \$99.95
Admiral	1424	Portable	Automatic	Stems	11	2x", 2x"	Dual Separate	---	---	---	---	Phonix, Sherry, Mar., Wal., Fullwood	19"x19"x10" (20 lbs.)	\$129.95
Alex	4072	Portable	Automatic	Stems	8	2x"	Dual Separate	---	---	---	---	Black with Phonix	20"x19"x10" (20 lbs.)	\$119.95
Castrol	7241	Portable	Automatic	Stems	10	2x", 2x"	Dual Separate	---	---	---	---	Phonix covered wood, Black	---	From \$119.95
Castrol	7131	Console	Automatic	Stems	---	---	Dual Separate	---	---	---	---	Sherry, Mar., Wal., Fullwood	44"x11" wide	From \$129.95
Castrol	7251	Portable	Automatic	Stems	20	2x", 2x"	Dual Separate	---	---	---	---	Phonix covered wood, Black	---	From \$149.95
Decca	9700	Portable	Automatic	Stems	10	2x"	Dual Separate	---	---	---	---	Black Cabinet, Black/White	19"x19"x10" (20 lbs.)	From \$109.95
Decca	97-208	Portable	Automatic	Stems	15	2x", 2x"	Dual Separate	---	---	---	---	Black Cabinet, Black	19"x19"x10" (20 lbs.)	From \$129.95
Decca	DP-712, DP714, DP715	Console	Automatic	Stems	15	2x", 2x"	Dual Separate	---	---	---	---	Sherry, Mar., Wal., Fullwood	20"x20"x10" (20 lbs.)	From \$129.95
Decca	DP718	Portable	Automatic	Stems	---	2x"	Dual Separate	---	FM, AM (Simultaneous)	---	---	Black Cabinet, Black/White	19"x19"x10" (20 lbs.)	From \$129.95
Electronic International	1023	Console	Automatic	Stems	---	2x" x 2x" x 2x"	Dual Separate	---	FM, AM	Yes	---	Sherry, Mar., Wal., Fullwood	20"x20"x10"	\$129.95
Electro	330	Portable	Automatic	Stems	10	2x", 2x"	Dual Separate	---	---	---	---	Sherry, Mar., Wal., Fullwood	20"x19"x10" (20 lbs.)	\$119.95
Emerson	830	Console	Automatic	Stems	---	2	Dual Element	---	---	---	---	Sherry, Mar., Wal., Fullwood	20"x20"x10"	\$129.95
Emerson	902	Portable	Automatic	Stems	---	4	Dual Element	---	AM	---	---	Tea-tone	20"x19"x10"	\$129.95
General Electric	8F150	Portable	Automatic	Stems	---	2x"	Dual Separate	---	---	---	---	Wood Case Deal	20"x19"x10" (20 lbs.)	\$109.95
General Electric	8F157	Portable	Automatic	Stems	---	4x"	Dual Separate	---	---	---	---	Wood Case Deal	20"x19"x10" (20 lbs.)	\$119.95
Magnum	1-5224	Portable	Automatic	Stems	---	2x"	Single Element	---	---	---	---	Black/Tan, Charcoal	19"x19"x10"	\$129.95
Magnum	1-5225	Portable	Automatic	Stems	---	2x", 2x"	Single Element	---	---	---	---	Black/Tan, Charcoal	19"x19"x10"	\$129.95
Magnum	1-5226	Portable	Automatic	Stems	---	2x", 2x"	Single Element	---	---	---	---	Black, Tan	19"x19"x10"	\$149.95
Moore Electronics	740	Console	Automatic	Stems	10	2x", 2x"	Separate	---	---	---	---	Charcoal & White, Black & White	20"x19"x10" (20 lbs.)	\$119.95
Motrola	3727	Portable	Automatic	Stems	4	1x", 2x"	Dual Separate	---	---	---	---	Tea-Tone, Sherry, Mar., Wal., Fullwood	19"x19"x10" (20 lbs.)	\$129.95
Motrola	3815	Console	Automatic	Stems	---	1x", 2x"	Dual Separate	---	---	---	---	Shel, Mar., Walnut Oak	20"x20"x10"	From \$149.95
Stamps	8700	Console	Automatic	Stems	10	2x", 2x"	Dual Separate	---	AM	---	---	Shel, Mar., Walnut Oak	20"x20"x10"	\$129.95
Stamps	87-10	Portable	Automatic	Stems	10	2x", 2x"	Dual Separate	---	AM	---	---	Shel, Mar., Walnut Oak	19"x19"x10" (20 lbs.)	\$129.95
Stamps	728	Console	Automatic	Stems	8	1x", 2x"	Dual Separate	---	AM	---	---	Sherry, Mar., Walnut Oak	20"x20"x10"	\$149.95

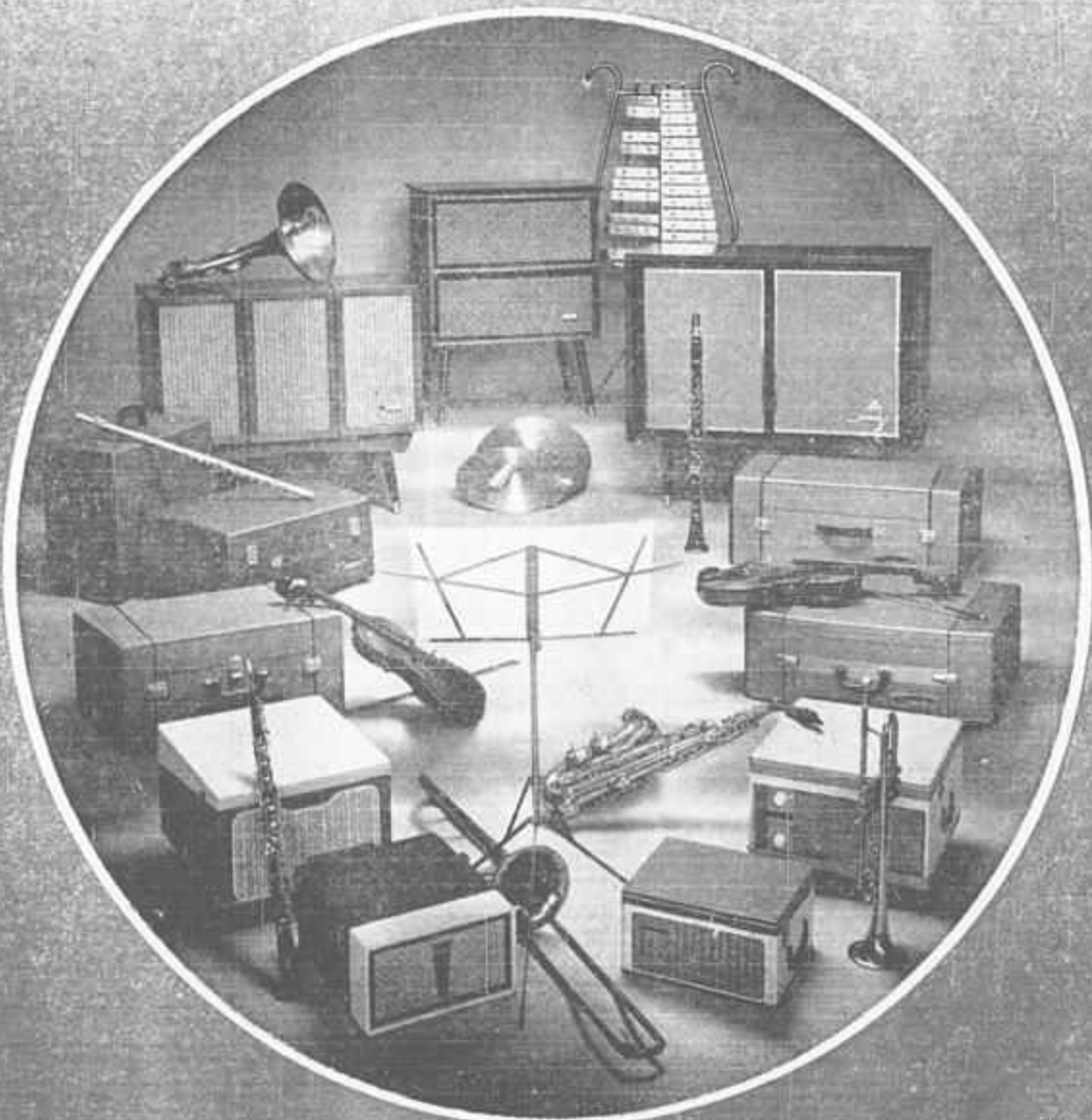
\$101 to \$150

Company	Model No.	Portable, Table or Console	Manual or Automatic	Stated or Measured	Power Output (Watts)	No. of Speakers and Description	Single or Dual Diamond or Super Stereo	Reverb Available	FM, AM or PM-AM Tuner	Multiple Adapter Available	Contains Complete Multiple	Cabinet Description	Dimensions and Weight	Suggested List Price	
Philco	1622	Console	Automatic	Stereo	12	2 4", 2 4"	Single Stereo	---	---	---	---	Redwood, Mah., Wal., Cherry	27 1/2" x 42" x 14 1/2"	From \$179.95	
Philco	1225	Portable	Automatic	Stereo	12	2 0 1/2", 1 8"	Dual Stereo	---	---	---	---	Unfinished wood	19 1/2" x 34 1/2" x 10 1/2"	\$129.95	
Philco	1628	Console	Automatic	Stereo	8	2 4", 1 10"	Single Stereo	---	---	---	---	Redwood, Mah., Wal., Metal Oak	26" x 30" x 12 1/2"	From \$149.95	
Philharmonic	1456	Console	Automatic	Stereo	---	2 4", 2 4"	Dual Stereo	---	---	---	---	Black Walnut	25" x 27" x 14"	\$129.95	
Philharmonic	1419	Portable	Automatic	Stereo	22	2 4", 4 4"	Dual Diamond Stereo	---	---	---	---	Silver Gray	24 1/2" x 19 1/2" x 20 1/2"	\$149.95	
Philharmonic	1428	Portable	Automatic	Stereo	22	2 8", 4 4"	Dual Diamond Stereo	---	---	---	---	Black	33 1/2" x 19 1/2" x 21"	\$149.95	
Philharmonic	1458	Console	Automatic	Stereo	---	1 8", 2 4"	Dual Stereo	---	---	---	---	Walrus, Wood Walnut	22" x 27" x 14"	\$149.95	
Phonola (Water Control)	4459	Portable	Automatic	Stereo	18	1 8" x 1 8", 2 3/4" x 2 3/4"	Dual Diamond Stereo	---	---	---	---	Unfinished wood, Gray	19" x 22 1/2" x 17" (22 lbs.)	\$119.95	
Phonola (Water Control)	1861	Portable	Automatic	Stereo	7	1 4", 2 0 1/2"	Dual Diamond Stereo	Yes	---	---	---	Leatherette covered wood, Black & White	20" x 19" x 9" (21 lbs.)	\$129.95	
RA Sinter	1756	Portable	Automatic	Stereo	---	1 6 1/2", 2 4"	Dual Stereo	---	---	---	---	Cogn. & Sand	17" x 17 1/2" x 20 1/2"	\$119.99	
Ram Collina	1209 A	Portable	Automatic	Monaural	20	5 8"	Dual Stereo	---	---	---	---	Dark Gray	21 1/2" x 18" x 21 1/2" (20 lbs.)	\$109.50	
Ram Collina	1209 B	Portable	Automatic	Monaural	30	5 7 1/2"	Dual Stereo	---	---	---	---	Dark Gray	17 1/2" x 18" x 21 1/2" (22 lbs.)	\$149.50	
Sylvania	45723	Portable	Automatic	Stereo	12	2 4", 2 4"	Dual Diamond Stereo	---	---	---	---	---	---	8 1/2" x 13 1/2" x 10 1/2" (22 lbs.)	\$129.95
Sylvania	45720	Console	Automatic	Stereo	18	1 4", 1 4" x 1 4", 2 4"	Dual Stereo	---	---	---	---	Maple, Sand, Walnut	28 1/2" x 16" x 22"	From \$139.95	
Sylvania	45719	Portable	Automatic	Stereo	18	2 0", 1 4"	Dual Stereo	---	---	---	---	---	---	18 1/2" x 19 1/2" x 22 1/2" (22 lbs.)	\$129.95
Sylvania	45724	Portable	Automatic	Stereo	12	2 4"	Dual Stereo	---	---	---	---	---	---	20" x 17" x 14 1/2" (24 lbs.)	\$149.95
Symphonic	1724	Portable	Automatic	Stereo	40	2 4", 2 0 1/2"	Dual Diamond Stereo	---	---	---	---	Black	8" x 22 1/2" x 18"	\$119.95	
Symphonic	1733	Console	Automatic	Stereo	18	2 8"	Dual Stereo	---	---	---	---	Map., Wal., Silver Oak	25" x 44" x 14 1/2"	\$129.95	
Symphonic	1779	Console	Automatic	Stereo	6	2 8"	Dual Stereo	---	AM	---	---	Map., Wal., Silver Oak	22" x 38" x 13 1/2"	\$139.95	
Symphonic	1727	Portable	Automatic	Stereo	30	2 4", 4 4"	Dual Diamond Stereo	---	---	---	---	Black/Brown	8" x 24" x 19 1/2"	\$129.95	
Symphonic	1728	Portable	Automatic	Stereo	20	2 8", 4 4"	Dual Diamond Stereo	---	---	---	---	Black/Brown	8" x 23 1/2" x 19 1/2"	\$149.95	
Tek-Tek	3456	Portable	Automatic	Stereo	11	1 4", 2 5", 2 4"	Dual Diamond	Yes	---	---	---	Plastic cabinet	19 1/2" x 20 1/2" x 12 1/2" (22 lbs.)	\$119.95	
Tek-Tek	3478	Portable	Automatic	Stereo	12	1 4", 2 4"	Dual Stereo	Yes	---	Yes	---	Plastic cabinet	18 1/2" x 20 1/2" x 12 1/2" (22 lbs.)	\$129.95	
Tek-Tek	3468	Portable	Automatic	Stereo	10	2 4" x 1 4", 1 4"	Dual Stereo	---	---	---	---	Plastic cabinet	18" x 17 1/2" x 14 1/2" (21 lbs.)	\$149.95	
Telectra	1120	Console	Automatic	Stereo	---	2 8"	Dual Stereo	---	AM	---	---	Walrus, Mahogany	28" x 24" x 16 1/2" (21 lbs.)	\$119.95	
VE	804	Console	Automatic	Stereo	6	2 8"	Dual Stereo	---	---	---	---	Redwood, Cherry, Walnut	24" x 38 1/2" x 17" (22 lbs.)	\$129.95	
Welch	1224	Portable	Automatic	Stereo	8	2 4", 1 1"	Dual	---	---	---	---	Black, Gray & White, Tan & White	8" x 13" x 18" (24 lbs.)	\$119.95	
Welch	1224	Console	Automatic	Stereo	8	1 4", 2 5"	Dual	---	---	---	---	Walrus, Mah., Wal.	21" x 30 1/2" x 14" (24 lbs.)	\$149.95	
Westphalen	7943	Portable	Automatic	Stereo	---	2 8"	Dual Stereo	---	---	---	---	Artistic Design, Antique Black	8" x 24 1/2" x 19 1/2"	---	
Westphalen	7543	Portable	Automatic	Stereo	---	2 5", 1 6"	Dual Stereo	---	---	---	---	Green/Red, Silver/Gray	8 1/2" x 20 1/2" x 16 1/2"	\$129.95	
Westphalen	7543	Console	Automatic	Stereo	---	2 8"	Dual Stereo	---	---	---	---	Black, Rosewood, Walnut	26" x 37 1/2" x 16 1/2"	\$149.95	
Zenith	15982	Portable	Automatic	Stereo	8 1/2	1 8", 2 1 1/2"	Dual Stereo Diamond Stereo	---	---	---	---	Unfinished wood, Teakwood Cabinet, Gray & Silver Gray	8 1/2" x 20 1/2" x 22 1/2" (22 lbs.)	From \$129.95	
Admiral	1427	Portable	Automatic	Stereo	11	2 0", 2 0 1/2"	Dual Diamond Stereo	---	---	---	---	Pine/Maple Solid/Brown	18" x 19 1/2" x 20 1/2"	\$129.95	
Admiral	1410	Console	Automatic	Stereo	---	2 8", 2 0 1/2"	Dual Diamond Stereo	---	---	---	---	Wal., Mah., Black Oak	30 1/2" x 48" x 14"	From \$179.95	
Capitol	7721	Console	Automatic	Stereo	12	---	Dual Stereo	---	FM/AM	---	Yes	Walrus, Mah., Oak	---	From \$199.95	
Capitol	7701	Portable	Automatic	Stereo	---	---	---	---	FM/AM	---	Yes	---	---	From \$199.95	
Earle Martin	448	Console	Automatic	Stereo	20	2 0", 2 1 1/2"	Dual Diamond Stereo	---	FM/AM	Yes	Yes	Map., Mah.	27 1/2" x 48" x 13 1/2"	From \$129.95	
Decca	17413	Portable	Manual	Stereo	22	2 8", 2 4"	Dual Stereo	---	---	---	---	Dual Cabinet Black/Gray	14 1/2" x 17 1/2" x 8"	From \$149.95	
Delmonico International	1558	Console	Automatic	Stereo	---	2 4" x 1 4", 2 4"	Dual Stereo	---	FM/AM	Yes	---	Walrus, Walnut	28" x 30" x 14"	\$149.95	
Delmonico International	2000	Console	Automatic	Stereo	---	2 4", 2 0 1/2", 2 4 1/2"	Dual Stereo	---	FM/AM	Yes	---	Walrus, Walnut	22" x 25" x 18"	\$169.95	
Delmonico International	2000	Console	Automatic	Stereo	---	2 4", 2 0 1/2", 2 4 1/2"	Dual Stereo	---	FM/AM	Yes	---	Walrus, Walnut	27 1/2" x 28 1/2" x 17"	\$199.95	
Emerson	812	Portable	Automatic	Stereo	---	2	Dual Diamond	---	FM/AM	---	---	Tea/Maple	14 1/2" x 19 1/2" x 19 1/2"	\$149.95	
Emerson	81920	Console	Automatic	Stereo	---	2	Dual Diamond	---	FM/AM	Yes	Yes	Walrus, Mah., Wal.	27 1/2" x 37 1/2" x 14"	\$179.95	
General Electric	8C 1180	Console	Automatic	Stereo	---	2 5", 2 8"	Dual Diamond Stereo	---	---	---	---	Walrus & Redwood	34 1/2" x 17" x 20" (22 lbs.)	\$149.95	
General Electric	8C 1180	Portable	Automatic	Stereo	10	4 0 1/2"	Dual Diamond Stereo	---	---	---	---	Unfinished wood	20 1/2" x 17 1/2" x 10 1/2" (22 lbs.)	\$149.95	
General Electric	8C 1180	Console	Automatic	Stereo	18	2 4", 2 8"	Dual Diamond Stereo	---	---	---	---	Walrus & Redwood	40" x 15 1/2" x 20 1/2" (22 lbs.)	\$199.95	
Heppner	1-1215	Console	Automatic	Stereo	---	2 8", 2 8"	Single Diamond	---	---	---	---	Walrus, Oak, Walnut	30 1/2" x 38" x 14 1/2"	From \$129.95	
Heppner	1-1270	Portable	Automatic	Stereo	---	2 8", 2 4"	Single Diamond	---	---	---	---	Black/Tan	8" x 18 1/2" x 24 1/2"	\$179.50	
Heppner	1-1216	Console	Automatic	Stereo	---	2 8", 2 1 1/2"	Single Diamond	---	---	---	---	Walrus, Cherry, Walnut	27" x 40" x 17 1/2"	From \$199.95	
Heppner	1-1280	Console	Automatic	Stereo	---	2 8", 2 8"	Single Diamond	---	FM	---	---	Walrus, Oak, Walnut	30 1/2" x 38" x 14 1/2"	From \$199.95	

\$151 to \$200

PHILHARMONIC

1962 PHONOGRAPHS CONSOLES-PORTABLES PERFECTION PLUS



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Company	Model No.	Portable, Table or Console	Manual or Automatic	Stems or Monaural	Power Output (Watts)	No. of Speakers and Description	Single or Dual Diamond or Sapphire Stylus	Revol. Available	FM, AM or FM-AM Tuner	Multiple Adapter Available	Control Complexes Multiplier	Cabinet Description	Dimensions and Weight	Suggested List Price
Melrose	3725	Portable	Automatic	Stereo	8	1.7" 3.7½"	Dual Sapphire	---	---	---	---	Gold & Brass, Chrome & Tan	8½"×20"×22½" (45 lb.)	\$169.95
Melrose	3729	Portable	Automatic	Stereo	14	1.8" 2.4" 3.7½"	Dual Sapphire	---	---	---	---	Black & Gold	8½"×22"×22½" (53 lb.)	\$199.95
Melrose	3835	Console	Automatic	Stereo	---	1.10" 2.6"	Dual Sapphire	---	Optional FM-AM	---	---	Wal., Wal., Stnd	29½"×40"×17½"	From \$199.95
Olympic	1740	Console	Automatic	Stereo	10	2.4", 2.4"	Dual Sapphire	---	AM	---	---	Wal., Lined Oak, Wal.	29"×30"×14½"	\$179.95
Olympic	9550	Console	Automatic	Stereo	58	2.4", 2.4"	Dual Sapphire	---	FM-AM	---	---	Wal., Lined Oak, Wal., Ebony	47"×30½"×17"	\$199.95
Philco	1628X	Console	Automatic	Stereo	8	2.4" 2.10"	Single Sapphire	---	FM-AM	Yes	---	Redwood, Mah., Wal., Stnd, Oak	36"×38"×15½"	From \$199.95
Philharmonic	1421	Portable	Automatic	Stereo	20	2.8", 4.4"	Dual Diamond-Sapphire	---	FM-AM	Yes	Yes	Black	13½"×10½"×19½"	\$179.95
Philharmonic	1460	Console	Automatic	Stereo	---	2.10", 2.4"	Dual Diamond-Sapphire	---	FM-AM	---	---	Walgreen, Stnd Walnut	36"×27"×17"	\$199.95
Phonola (Walrus Conley)	7251	Portable	Automatic	Stereo	20	1.8" 2.4" 2.1½"	Dual Diamond-Sapphire	---	---	---	---	Laminated-wood, Black & Grey	21"×19"×18" (40 lb.)	\$169.95
Phonola (Walrus Conley)	2440	Portable	Automatic	Stereo	7	2.4" 2.9½" 2.7½"	Dual Diamond-Sapphire	---	FM-AM	---	---	Laminated-wood, Black & Grey	21"×19"×18" (40 lb.)	\$169.95
Phonola (Walrus Conley)	2561	Portable	Automatic	Stereo	20	1.8" 2.4" 2.1½"	Dual Diamond-Sapphire	Yes	---	---	---	Laminated-wood, Black & White	21"×19"×18"	\$179.95
Phonola (Walrus Conley)	2761	Console	Automatic	Stereo	7	1.10" 2.6" 2.1½"	Dual Diamond-Sapphire	---	FM-AM	---	---	Walnut	32"×15"×30"	\$199.95
Phonola (Walrus Conley)	2961	Console	Automatic	Stereo	7	1.10" 2.6" 2.1½"	Dual Diamond-Sapphire	---	FM-AM	---	---	Walgreen	32"×15"×30"	\$199.95
RCA Victor	1V65P	Console	Automatic	Stereo	20	2.8" 2.2½"	Dual Sapphire	---	---	---	---	Walgreen	29½"×23½"×18½"	\$159.95
RCA Victor	1V68P	Console	Automatic	Stereo	20	2.4" 2.2½"	Dual Sapphire	---	---	---	---	Walnut	29½"×23½"×18½"	\$169.95
RCA Victor	1V68P	Console	Automatic	Stereo	29	2.8" 2.2½"	Dual Sapphire	---	---	---	---	Maple	29½"×23½"×18½"	\$169.95
RCA Victor	1V69P	Console	Automatic	Stereo	23	2.8" 2.2½"	Dual Sapphire	---	---	---	---	Map., Wal., Oak	29"×23½"×17½"	\$169.95
Rheem Callflow	12V18 RA	Portable	Automatic	Monaural	20	1.12"	Dual Sapphire	---	---	---	---	Dark Gray	9½"×16"×13½" (22 lb.)	\$152.00
Rheem Callflow	26P	Portable	Automatic	Monaural	26	1.12"	Dual Sapphire	---	---	---	---	Dark Gray	11½"×16"×13½" (28 lb.)	\$157.00
Rheem Callflow	26V12	Portable	Automatic	Monaural	26	1.12"	Dual Sapphire	---	---	---	---	Dark Gray	11½"×16"×13½" (28 lb.)	\$157.00
Siemering-Carlson	37711 37721	Console	Automatic	Stereo	---	2.2" 2.9"	Dual Diamond-Sapphire	Optional	Optional FM-AM	Optional	---	Contemporary Redwood veneer, Mah., Wal., Stk, Stnd, Walnut	38"×28½"×16½"	From \$199.95
Sylvania	3377P	Portable	Automatic	Stereo	6	2.5" 1.4"	Dual Sapphire	---	FM-AM	---	---	---	11½"×29½"×10½" (23 lb.)	\$169.95
Sylvania	4821	Console	Automatic	Stereo	20	2.6" 2.4"	Dual Sapphire	---	---	---	---	Veneer, Maple, Cherry, Walnut	38"×33½"×16½"	\$182.00
Schick	33C20	Console	Automatic	Stereo	12	1.8" 1.6" 1.4"	Dual Sapphire	---	FM-AM	---	---	Black, Stnd, Walnut	28½"×12"×32"	From \$199.95
Symphonic	1773	Console	Automatic	Stereo	10	2.8", 2.2½"	Dual Sapphire	---	AM	---	---	Map., Wal., Lined Oak	29"×44"×14½"	\$159.95
Symphonic	1738	Console	Automatic	Stereo	12	2.8", 2.2½"	Dual Diamond-Sapphire	---	---	---	---	Wal., Wal., Lined Oak	27½"×38"×16½"	From \$179.95
Symphonic	1772	Console	Automatic	Stereo	12	2.6"	Dual Sapphire	---	FM-AM	---	Yes	Map., Wal., Lined Oak	29"×38"×15½"	\$189.95
Symphonic	1731	Portable	Automatic	Stereo	20	2.6", 4.4"	Dual Diamond-Sapphire	---	FM-AM	Yes	Yes	Black, Brown	10"×24"×19½"	\$199.95
VM	316	Portable	Automatic	Stereo	14	4.8"	Dual Diamond-Sapphire	---	---	---	---	Formica-covered woods, Brown	18½"×23½"×16½"	\$139.95
VM	356	Console	Automatic	Stereo	14	2.8"	Dual Diamond-Sapphire	---	---	---	---	Redwood, Walnut	24"×23½"×15" (24 lb.)	\$139.95
VM	368	Console	Automatic	Stereo	20	2.8" 2.5"	Dual Diamond-Sapphire	---	Optional FM-AM	Yes	---	Redwood, Walnut	30"×44"×16½" (33 lb.)	From \$199.95
Webcor	1120	Portable	Automatic	Stereo	18	2.6" 2.4"	Dual	---	---	---	---	Wood, Ebony	9½"×24½"×19½" (43 lb.)	\$169.95
Webcor	1294	Console	Automatic	Stereo	8	1.8" 2.3"	Dual	---	FM-AM	---	---	Veneer, Mahogany, Walnut	31"×35½"×18" (49 lb.)	\$199.95
Westinghouse	81AC1	Portable	Automatic	Stereo	---	2.4", 2.4"	Dual Diamond-Sapphire	---	---	---	---	Redwood, Chrome, Bengal, Brown	9½"×26½"×19½"	\$139.95
Westinghouse	81AC3	Portable	Automatic	Stereo	---	1.8", 2.4", 2.4"	Dual Diamond-Sapphire	---	---	---	---	Maple, Chrome	9½"×23½"×15"	\$149.95
Zenith	379200 WL, AL, ST	Console	Automatic	Stereo	4	2.9"×6" 2.2½"	Dual Sapphire (Diamond Optional)	---	---	---	Optional	Veneer & solid, Wal., Mah., Stnd, Oak	38"×36"×16½"	From \$229.95
Zenith	379202 ST, ST	Console	Automatic	Stereo	6.7	2.10" 2.4"	Dual Sapphire (Diamond Optional)	Optional	Optional FM-AM	---	Optional	Veneer and solid, Mahogany, Maple	28½"×32"×17½"	From \$199.95

\$201 to \$300

Admiral	94300	Console	Automatic	Stereo	---	2.8" 2.2½"	Dual Diamond-Sapphire	---	FM-AM	Yes	---	Wal., Oak, Stnd, Oak	39½"×46"×16"	From \$239.95
Admiral	94303	Console	Automatic	Stereo	---	2.8" 2.2½"	Dual Diamond-Sapphire	---	FM-AM	Yes	---	Fishwood	39½"×46"×16"	\$269.95
Canadian Musical Co.	4005A	Console	Automatic	Stereo	20	2.12" 2.4"	Sapphire	---	FM-AM	Yes	---	Veneer, Mah., Wal.	38"×38"×17½" (33 lb.)	\$249.95
Capitol	7731	Console	Automatic	Stereo	12	---	Dual Sapphire	---	FM-AM	---	Yes	Veneer, Mah., Wal.	46½" wide	From \$229.95
Corby-Walker	4429	Console	Automatic	Stereo	20	2.5" 2.3" 2.12"	Dual Diamond-Sapphire	---	FM-AM	Yes	Yes	Mahogany, Walnut	27½"×48"×15½"	From \$219.95

Company	Model No.	Portable, Table or Console	Manual or Automatic	Stereo or Monaural	Power Output (Watts)	No. of Speakers and Distribution	Drive as Full Demand or Single Drive	Access Available	FM, AM or FM-AM Tuner	Multiple Adapter Available	Contains Complete Multiple	Cabinet Description	Dimensions and Weight	Suggested List Price
Corio Mathis	4228	Console	Automatic	Stereo	20	2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Walnut	20 1/2" x 18" x 17 1/2"	\$224.95
Corio Mathis	4226	Console	Automatic	Stereo	20	1 1/2" x 2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Walnut	20 1/2" x 18" x 17 1/2"	\$249.95
Corio Mathis	4228	Console	Automatic	Stereo	20	2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Walnut	20 1/2" x 18" x 17 1/2"	\$224.95
Corio Mathis	4228	Console	Automatic	Stereo	20	2 1/2" x 1 1/2"	Full Demand Separate	Ma	FM, AM	Yes	Yes	Cherry	20 1/2" x 18" x 17 1/2"	\$229.95
Corio Mathis	4230	Console	Automatic	Stereo	65	2 1/2" x 2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Walnut	20 1/2" x 18" x 17 1/2"	\$289.95
Corio Mathis	4227	Console	Automatic	Stereo	20	2 1/2" x 2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Maple	20 1/2" x 18" x 17 1/2"	\$229.95
Corio Mathis	4229	Console	Automatic	Stereo	20	2 1/2" x 2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Cherry, Wood	20 1/2" x 18" x 17 1/2"	\$229.95
Corio Mathis	4225	Console (with Extension Optional Table Desk)	Automatic	Stereo	20	2 1/2" x 2 1/2" x 1 1/2"	Full Demand Separate	Ma	FM, AM	Yes	Yes	Walnut	45 1/2" x 18" x 17 1/2"	From \$229.95
Decca (International)	1-44 1123	Console	Automatic	Stereo	—	2 1/2" x 1 1/2" x 1 1/2"	Full Demand	—	FM, AM	Yes	—	Maple, Walnut	24 1/2" x 18 1/2" x 17 1/2"	\$249.95
Decca	1199	Console	Automatic	Stereo	—	4"	Full Demand	—	FM, AM	Yes	—	Maple, Walnut, Oak	40" x 18" x 18 1/2"	\$229.95
Decca	1504	Console (with Table)	Automatic	Stereo	—	4"	Full Demand	—	FM, AM	—	—	Maple, Oak, Walnut	40" x 18 1/2" x 18 1/2"	\$229.95
General Electric	GC 1190	Console	Automatic	Stereo	—	2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	—	Maple & Mahogany	20 1/2" x 17 1/2" x 17 1/2"	\$219.95
General Electric	GC 1013	Console	Automatic	Stereo	10	2 1/2" x 2 1/2"	Full Demand Separate	—	—	—	—	Maple & Mahogany	20 1/2" x 18" x 17 1/2"	\$249.95
General Electric	GC 1019	Console	Automatic	Stereo	12	2 1/2" x 2 1/2"	Full Demand Separate	—	FM, AM	—	—	Maple & Mahogany	40" x 18 1/2" x 17 1/2" (28 lbs.)	\$279.95
General Electric	GC 1021	Console	Automatic	Stereo	12	2 1/2" x 2 1/2"	Full Demand Separate	—	—	—	—	Maple & Mahogany	40" x 18 1/2" x 17 1/2" (28 lbs.)	\$279.95
Magnum	1-3223	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Single Demand	—	—	—	—	Cherry	20" x 18" x 17 1/2"	\$229.95
Magnum	1-3207	Console	Automatic	Stereo	—	4 1/2" x 2 1/2"	Single Demand	—	—	—	—	Maple, Cherry	20" x 18" x 17 1/2"	From \$249.95
Magnum	1-3213	Console	Automatic	Stereo	—	4 1/2" x 2 1/2"	Single Demand	—	—	—	—	Maple, Cherry, Maple, Walnut	20" x 18" x 17 1/2"	From \$249.95
Magnum	1-3207	Console	Automatic	Di. st.	—	2 1/2" x 2 1/2"	Single Demand	—	FM, AM	—	—	Maple, Walnut, Cherry	20" x 18" x 17 1/2"	From \$249.95
Magnum	1-3224	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Single Demand	—	FM, AM	—	—	Cherry	20" x 18" x 17 1/2"	\$229.95
Magnum	1-3208	Console	Automatic	Stereo	—	4 1/2" x 2 1/2"	Single Demand	—	FM, AM	—	—	Maple, Cherry	20" x 18" x 17 1/2"	From \$229.95
Magnum	1-3211	Console	Automatic	Stereo	—	4 1/2" x 2 1/2"	Single Demand	—	FM, AM	—	—	Maple, Cherry, Maple, Walnut, Natural Walnut, Cherry	20" x 18" x 17 1/2"	From \$229.95
Melrose	5047	Console	Automatic	Stereo	—	1 1/2" x 2 1/2"	Full Separate	—	Optional FM, AM	—	—	Maple, Walnut, Cherry, Mahogany	20 1/2" x 18" x 17 1/2"	From \$229.95
Melrose	5045	Console	Automatic	Stereo	—	1 1/2" x 2 1/2"	Full Separate	—	FM, AM	—	—	Maple	20 1/2" x 18 1/2" x 18 1/2"	From \$229.95
Melrose	5048	Console	Automatic	Stereo	20	1 1/2" x 2 1/2" x 1 1/2"	Single Demand or Separate	Yes	Optional FM, AM	—	—	Maple, Mahogany	20 1/2" x 18" x 17 1/2"	From \$229.95
Melrose	5020	Portable	Automatic	Stereo	14	1 1/2" x 2 1/2" x 1 1/2"	Full Separate	Yes	—	—	—	Maple, Walnut & Mahogany	18 1/2" x 18 1/2" x 18 1/2" (25 lbs.)	\$249.95
Melrose	5049	Console	Automatic	Stereo	20	1 1/2" x 2 1/2" x 1 1/2"	Single Separate	Yes	Optional FM, AM	—	—	Cherrywood	20 1/2" x 18" x 17 1/2"	From \$229.95
Philips	1770	Console	Automatic	Stereo	18	2 1/2" x 2 1/2"	Full Separate	—	FM, AM	—	Yes	Maple, Walnut, Oak, Walnut, Ebony	40" x 18" x 17 1/2"	\$269.95
Philips	1627	Console	Automatic	Stereo	8	2 1/2" x 2 1/2"	Single Separate	—	FM, AM	Yes	—	Maple, Walnut, Walnut, Cherry	27 1/2" x 18" x 17 1/2"	Oak
Philips	1625	Console	Automatic	Stereo	20	2 1/2" x 2 1/2" x 1 1/2"	Single Separate	Optional	FM, AM	Yes	—	Maple & Walnut, Walnut, Walnut, Cherry	27 1/2" x 18" x 17 1/2"	From \$229.95
Philips	1624	Console	Automatic	Stereo	10	1 1/2" x 2 1/2" x 1 1/2"	Full Separate	Optional	FM, AM	Yes	—	Maple & Walnut, Walnut, Walnut, Walnut	20 1/2" x 18" x 17 1/2"	From \$229.95
Philips	1624	Console	Automatic	Stereo	—	1 1/2" x 2 1/2" x 1 1/2"	Full Separate	—	FM, AM	Yes	—	Maple, Walnut, Walnut	20 1/2" x 18" x 17 1/2"	\$219.95
Philips	1624	Console	Automatic	Stereo	—	1 1/2" x 2 1/2" x 1 1/2"	Full Demand Separate	—	FM, AM	Yes	Yes	Maple, Walnut, Walnut	20 1/2" x 18" x 17 1/2"	\$229.95
Phil	106A	Portable	Automatic	Stereo	20	1 1/2" x 2 1/2"	Single Demand	—	—	—	—	Walnutwood, Walnut	18" x 18 1/2" x 18 1/2" (28 lbs.)	\$229.95
Phil	106A	Table	Automatic	Stereo	20	1 1/2" x 2 1/2"	Single Demand	—	—	—	—	Walnut	18 1/2" x 18 1/2" x 20 1/2"	\$229.95
RCA Victor	11220	Console	Automatic	Stereo	20	1 1/2" x 2 1/2"	Full Demand Separate	—	—	—	—	Maple, Oak	20 1/2" x 18 1/2" x 18 1/2"	\$219.95
RCA Victor	11220	Console	Automatic	Stereo	20	2 1/2" x 2 1/2"	Full Demand Separate	—	—	—	—	Walnut	20 1/2" x 18" x 18 1/2"	\$249.95
RCA Victor	11221	Console	Automatic	Stereo	20	2 1/2" x 2 1/2"	Full Demand Separate	—	—	—	—	Maple, Light Cherry	20 1/2" x 18 1/2" x 18 1/2"	\$219.95
RCA Victor	11210	Console	Automatic	Stereo	20	2 1/2" x 2 1/2"	Full Separate	—	FM, AM	Yes	—	Maple, Walnut, Oak	20" x 18 1/2" x 17 1/2"	\$249.95
Reo-Celano	424	Automatic	Manual	Monaural	28	2 1/2"	Full Separate	—	—	—	—	Dark Grey	18 1/2" x 18 1/2" x 18 1/2" (28 lbs.)	\$229.95
Reo-Celano	427	Portable	Automatic	Monaural	42	2 1/2"	Full Separate	—	—	—	—	Dark Grey	18 1/2" x 18 1/2" x 18 1/2" (28 lbs.)	\$219.95
Reo-Celano	429	Portable	Automatic	Monaural	42	2 1/2" x 2 1/2"	Full Separate	—	—	—	—	Dark Grey	18 1/2" x 18 1/2" x 18 1/2" (28 lbs.)	\$229.95
Reo-Celano	427	Portable	Automatic	Stereo	18	4"	Single Separate	—	FM, AM	Yes	Yes	Walnut	—	\$229.95
Rocking-Carson	8916 8728	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Full Demand Separate	Optional	Optional FM, AM	Optional	—	Early American wood with Walnut Table	20 1/2" x 18" x 17 1/2"	From \$249.95
Rocking-Carson	8913 8723	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Full Demand Separate	Optional	Optional FM, AM	Optional	—	Early American wood with Walnut Table	20" x 18" x 17 1/2"	From \$229.95

Company	Model No.	Portable, Table or Console	Manual or Automatic	Drive or Revolver	Power Output (Watts)	No. of Speakers and Description	Single or Dual Diamond or Sapphire	Record Available	FM, AM or FM-AM Tuner	Multiflex Adapter Available	Contains Complete Multiplex	Colorful Description	Dimensions and Weights	Suggested List Price
Stromberg Carlson	377A 377B	Console	Automatic	Drive	—	2" 2" 3 1/2"	Dual Diamond Sapphire	Optional	Optional FM-AM	Optional	—	Contemporary Redwood cabinet; Mah., Wal., Dk. Wood Wd.	20 1/2"x41 1/2"x17 1/2"	From \$179.95
Stromberg Carlson	377C 377D	Console	Automatic	Drive	—	3 1/2" 2 1/2" 3 1/2"	Dual Diamond Sapphire	Optional	Optional FM-AM	Optional	—	Early American Red- wood veneer; Ebony	30 1/2"x41 1/2"x17 1/2"	From \$199.95
Belco	9321	Console	Automatic	Drive	20	2 1/2" 2 1/2"	Dual Sapphire	—	FM-AM	—	—	Veneer; Maple, Cherry, Walnut	28 1/2"x37 1/2"x16 1/2"	\$159.95
Belco	4022	Console	Automatic	Drive	20	1 1/2" 1 1/2" 2 1/2"	Dual Diamond Sapphire	—	—	—	—	Maple, Birch, Walnut	21 1/2"x32 1/2"	From \$139.95
Symphonic	1773	Console	Automatic	Drive	12	2 1/2", 2 1/2" 2 1/2"	Dual Sapphire	—	FM-AM	—	Yes	Map, Wal., Linded Oak	20"x44"x16 1/2"	\$219.95
Symphonic	1771	Console	Automatic	Drive	20	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	—	—	—	Map, Wal., Linded Oak	20 1/2"x46"x19 1/2"	From \$239.95
Symphonic	1775	Console	Automatic	Drive	12	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	—	Yes	Map, Wal., Linded Oak	27 1/2"x38"x16 1/2"	From \$199.95
V-M	809	Console	Automatic	Drive	20	2 1/2" 2 1/2"	Dual Diamond Sapphire	—	Optional FM-AM	Yes	—	Antebellum Wal., Mah.	20 1/2"x42 1/2"x16 1/2" (82 lbs.)	From \$279.95
V-M	818	Console	Automatic	Drive	30	2 1/2" 2 1/2"	Dual Diamond Sapphire	—	Optional FM-AM	Yes	—	Antebellum Walnut	20 1/2"x40 1/2"x16 1/2" (73 lbs.)	From \$279.95
Walker	1271	Console	Automatic	Drive	14	1 1/2" 1 1/2" 2 1/2"	Dual	—	—	—	—	Veneer; Mahogany, Walnut, Birch	22 1/2"x39 1/2"x17 1/2" (60 lbs.)	\$209.95
Walker	1291	Console	Automatic	Drive	14	1 1/2" 1 1/2" 2 1/2"	Dual	—	FM-AM	Yes	—	Veneer; Mahogany, Walnut, Birch	22 1/2"x39 1/2"x17 1/2" (60 lbs.)	\$219.95
Wallpaper	W 1700, W 1701, W 1702, W 1703	Console	Automatic	Drive	—	2 1/2", 2 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Veneer; Bir., Mah., Bam. Oak, Dark	20 1/2"x39 1/2"x18 1/2"	From \$209.95
Wallpaper	W 1800, W 1801	Console	Automatic	Drive	4	2 1/2", 2 1/2" 1 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Veneer; Wal., Mah.	17 1/2"x37 1/2"x18 1/2"	From \$149.95
Wallpaper	W 1802	Console	Automatic	Drive	4	2 1/2", 2 1/2" 1 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Dark Veneer	20 1/2"x39 1/2"x18 1/2"	\$209.95
Zenith	5H2024E, E1	Console	Automatic	Drive	8.5	2 1/2" 2 1/2" 2 1/2"	Dual Diamond Sapphire	Optional	Optional FM-AM	—	Optional	Veneer & Veneer Wal., Birch, Oak	21 1/2"x38 1/2"	From \$129.95
Zenith	5H2024E, E1	Console	Automatic	Drive	10	2 1/2" 2 1/2"	Dual Diamond Sapphire	Optional	—	—	Optional	Veneer & Veneer Mahogany, Maple	21 1/2"x37 1/2"x17 1/2"	From \$179.95
Zenith	5H2024E, K, E	Console	Automatic	Drive	4	1 1/2" 1 1/2" 2 1/2"	Dual Sapphire (Diamond Optional)	—	—	—	Yes	Veneer & Veneer Wal., Mah., Birch Oak	20 1/2"x36 1/2"	From \$199.95

\$301 to \$400

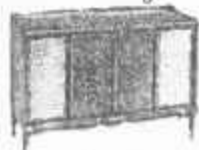
Admiral	14341	Console	Automatic	Drive	17	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Black Veneer	20 1/2"x40 1/2"	\$199.95
Admiral	14360	Console	Automatic	Drive	17	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Veneer; Mah., Cherrywood	21 1/2"x40 1/2"x16 1/2"	From \$229.95
Casadio Marcel Co.	456A	Console	Automatic	Drive	30	2 1/2", 2 1/2" 2 1/2"	Single Diamond	—	FM-AM	Yes	—	Veneer; Mah., Am., Wal., Dark Wal., Dark Mah.	28 1/2"x47 1/2" (80 lbs.)	\$349.95
Carli Marlin	4312	Console	Automatic	Drive	60	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	Yes	Maple	20 1/2"x48"x15 1/2"	\$129.95
Carli Marlin	4320	Console	Automatic	Drive	60	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	No	Yes	Orchid Wood	27 1/2"x49 1/2"x17 1/2"	\$239.95
Carli Marlin	4630	Console with Sapphire (Optional Sape Wood)	Automatic	Drive	20	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	No	FM-AM	Yes	Yes	Maple	40 1/2"x48"x17 1/2"	From \$229.95
Carli Marlin	3029	Console	Automatic	Drive	20	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	Yes	Walnut	30 1/2"x40"x17 1/2"	\$149.95
Carli Marlin	4721	Console with Sapphire (Optional Egg Wood)	Automatic	Drive	20	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	No	No	Dark	40 1/2"x48 1/2"x17 1/2"	From \$229.95
Carli Marlin	3230	Console	Automatic	Drive	60	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Any	Yes	Walnut	20 1/2"x40"x17 1/2"	\$209.95
Carli Marlin	3229	Console	Automatic	Drive	20	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	No	No	Dark	20 1/2"x40"x17 1/2"	\$219.95
Carli Marlin	4730	Console with Sapphire (Optional Map Wood)	Automatic	Drive	60	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	Yes	Maple	40 1/2"x48 1/2"x17 1/2"	From \$229.95
Carli Marlin	4620	Console with Sapphire (Optional Map Wood)	Automatic	Drive	60	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	Yes	Dark	40 1/2"x48 1/2"x17 1/2"	From \$229.95
Delmarco International	Model 4100	Console	Automatic	Drive	—	2 1/2" 2 1/2" 2 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Plunging Walnut	19 1/2"x47 1/2"x30 1/2"	\$269.95
Delmarco International	Model 4475	Console	Automatic	Drive	—	2 1/2" 2 1/2" 2 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Plunging Walnut	21 1/2"x47 1/2"x30 1/2"	\$289.95
Delmarco International	Model 4101	Console	Automatic	Drive	—	4" 1 1/2" 1 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Plunging Walnut	15 1/2"x47 1/2"x17 1/2"	\$229.95
Delmarco International	Model 4480	Console	Automatic	Drive	—	2 1/2" 2 1/2" 2 1/2"	Dual Sapphire	—	FM-AM	Yes	—	Plunging Walnut	21 1/2"x47 1/2"x30 1/2"	\$299.95
Emson	12000	Console Sape Wood	Automatic	Drive	—	3	Dual Diamond	—	FM	Yes	—	Black, Mah., Birch, Wal.	48 1/2"x31 1/2"x30 1/2"	\$299.95
General Electric	8C16A	Console	Automatic	Drive	12	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	—	Yes	Veneer & Teakwood	21 1/2"x49 1/2"x16 1/2" (80 lbs.)	\$249.95
General Electric	8C1701	Console	Automatic	Drive	12	2 1/2", 2 1/2" 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Veneer & Teakwood	48 1/2"x31 1/2"x30 1/2" (106 lbs.)	\$349.95
Grundig Majestic	350	Console	Automatic	Drive	—	4	Dual Sapphire	—	FM-AM (plus Short Wave)	—	Optional	Black Forest Walnut	20 1/2"x37 1/2"x16 1/2"	From \$129.95
Grundig Majestic	375	Console	Automatic	Drive	—	4	Dual Sapphire	—	FM-AM (plus Short Wave)	—	Optional	Black Forest Walnut	20 1/2"x37 1/2"x16 1/2"	From \$169.95
Grundig Majestic	351	Console	Automatic	Drive	—	4	Dual Sapphire	—	FM-AM (plus Short Wave)	—	Optional	Black Forest Walnut	40 1/2"x29 1/2"	From \$179.95
Kelco (Lang & Taylor)	37200	Console	Automatic	Drive	40	2 1/2", 2 1/2" 1 1/2"	Single Diamond	—	FM	Yes	—	Black Walnut	40 1/2"x38 1/2"	\$229.95
Kelco (Lang & Taylor)	37201	Console	Automatic	Drive	60	2 1/2", 2 1/2" 1 1/2"	Single Diamond	—	FM	Yes	—	Dark	40 1/2"x38 1/2"	\$229.95
Kelco (Lang & Taylor)	37202	Console	Automatic	Drive	60	2 1/2", 2 1/2" 1 1/2"	Single Diamond	—	FM	Yes	—	Plunging	40 1/2"x38 1/2"	\$229.95

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THE *Early American* GROUP



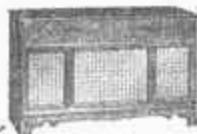
Philco 1622 PB—Colonial, 4 speakers, 15 watts peak. Matches Cherry furniture.



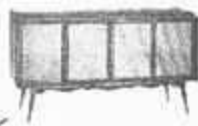
Philco 1625 MC (1/2/3)—5 speakers, FM Stereo-ready AM/FM tuner, 20 watts peak. Matches Cherry. Record storage.



Philco 1626 MA (1/2/3)—Maple, 5 speakers, AM/FM Stereo-ready, 20 watts peak.



Philco 1628 CH (1/2/3)—Cherry, 5 speakers, AM/FM Stereo-ready, 20 watts peak. Triple output system.



Philco 1721 MA (1/2/3)—Cherry Maple, New Full Fidelity Background Listening Control, Improved Mono, AM/FM Stereo-ready, 5 speakers, 20 watts peak.

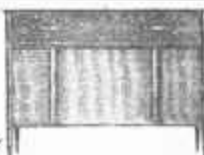
THE *Danish Modern* GROUP



Philco 1632 WA—the long, low look. Multi-mix changer, 4 speakers, 15 watts peak. Matches Walnut woods.



Philco 1635 WA (1/2/3)—5 speakers, AM/FM Stereo-ready, 20 watts peak, Triple output system. Matches Walnut woods.



Philco 1636 WA (1/2/3)—Walnut, 5 speakers, AM/FM ready for FM Stereo, 20 watts peak output.



Philco 1638 WA (1/2/3)—Walnut, 5 speakers, improved Monophonic reproduction, AM/FM ready for FM Stereo, 20 watts peak output.



Philco 1721 WA (1/2/3)—Walnut, New Full Fidelity Background Listening Control, Improved Mono, Stereo-ready AM/FM, 5 speakers, 20 watts peak output.

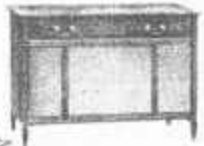
THE *Traditional* GROUP



Philco 1632 MB—the long, low look. Multi-mix changer, 4 speakers, 15 watts peak, 4 speakers. Matches Mahogany woods.



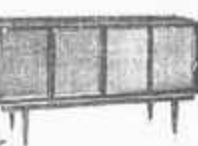
Philco 1635 MB (1/2/3)—5 speakers, AM/FM Stereo-ready, 20 watts peak. Matches Mahogany woods. Triple output system.



Philco 1636 MB (1/2/3)—Mahogany, 5 speakers, 20 watts peak output. AM/FM ready for FM Stereo.

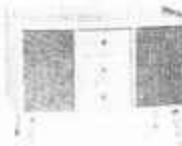


Philco 1638 MB (1/2/3)—Mahogany, 5 speakers, AM/FM ready for FM Stereo, 20 watts peak output, improved Monophonic reproduction.

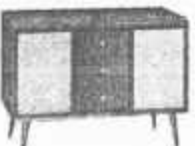


Philco 1721 MB (1/2/3)—Mahogany, New Full Fidelity Background Listening Control, 5 speakers, 20 watts peak output, Improved Mono, Stereo-ready AM/FM.

THE *Contemporary* GROUP



Philco 1628 WL and 1628 WL (2)—Finished to match Bond furniture, 3 speakers, 3 watts peak. Model 1628 WL (2) includes AM/FM Stereo-ready tuner.



Philco 1628 WA and 1628 WA (2)—Matches Walnut furniture, 3 speaker, wide range amplifier, triple output system. 1628 WA (2) adds Stereo-ready AM/FM tuner.



Philco 1628 MB and 1628 MB (2)—Matches Mahogany furniture, Multi-mix changer, tone and stereo balance controls.



Philco 1721 ML (1/2/3)—Light Mahogany, no less of "high" or "low" with New Full Fidelity Background Listening Control, Improved Mono, Stereo-ready AM/FM tuner, 5 speakers, 30 watts peak.



Philco 1721 EB—Same as 1721 ML in Black genuine barwood cabinet with dramatic Gold and Chinese Red accents. Pictured with Philco 499 optional Hardwood Multi-Combinator to make a multi-TV center, adding Philco Compact 19" TV.

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Company	Model No.	Portable, Table or Console	Manual or Automatic	Stems or Monaural	Power Output (Watts)	No. of Speakers and Description	Single or Dual Diamond or Sapphire Stylus	Service Available	FM, AM or FM-AM Tuner	Multiple Adapter Available	Contains Complete Multiple	Cabinet Description	Dimensions and Weights	Suggested List Price
Starling	Archie	Console	Automatic	Stereo	15	6	Single Sapphire	—	FM-AM	Yes	Yes	Teak	—	\$399.95
Starling	Isabelle	Console	Automatic	Stereo	15	6	Single Sapphire	—	FM-AM	Yes	Yes	Walnut, Teak	—	\$469.95
Stromberg-Carlson	81971	Console	Automatic	Stereo	—	4 3/4" x 4 3/4" x 1 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Contemporary Redwood veneer, Mah., Wal., Bl.	22" x 17 1/2" x 18"	From \$193.00
Stromberg-Carlson	81972	Console	Automatic	Stereo	—	4 3/4" x 4 3/4" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Traditional, Redwood veneer, Mahogany	22" x 17 1/2" x 18"	From \$255.00
Stromberg-Carlson	81971	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Contemporary Redwood veneer, Mah., Wal., Bl., Walnut	—	From \$463.00
Stromberg-Carlson	81973	Console	Automatic	Stereo	—	4 3/4" x 4 3/4" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	French Provincial Redwood veneer, Mah., Walnut, Cherry	22" x 17 1/2" x 18"	From \$473.00
Stromberg-Carlson	81974	Console	Automatic	Stereo	—	4 3/4" x 4 3/4" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Early Dutch, Redwood veneer, Mah., Cherry	22" x 17 1/2" x 18"	From \$475.00
Stromberg-Carlson	81975	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Italian Provincial Redwood veneer, Mah., Cherry	—	From \$495.00
Stromberg-Carlson	81984	Console	Automatic	Stereo	—	4 3/4" x 4 3/4" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Spanish Redwood veneer, Ebony	22" x 17 1/2" x 18"	From \$495.00
Stromberg-Carlson	81972	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	New Classic, Redwood veneer, Mahogany	—	From \$725.00
Stromberg-Carlson	81974	Console	Automatic	Stereo	—	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Early Dutch, Redwood veneer, Cherry	—	From \$730.00
Walcot	2201	Console	Automatic	Stereo	40	1 1/2" x 3 1/2" x 2 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Veneer, Walnut	22" x 13" x 19 1/2" (200 lbs.)	\$499.00
Wallops	W-1510	Console	Automatic	Stereo	25	3 1/4" x 2 1/2" x 1 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Walnut Veneer	21" x 20 1/2" x 18"	\$575.00
Wallops	W-1511	Console	Automatic	Stereo	20	3 1/4" x 2 1/2" x 1 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Mahogany Veneer	21" x 20 1/2" x 17 1/2"	\$590.00
Wallops	W-1512	Console	Automatic	Stereo	22	3 1/4" x 2 1/2" x 1 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Cherry Veneer	22" x 20 1/2" x 19 1/2"	\$575.00
Wallops	W-1513	Console	Automatic	Stereo	23	3 1/4" x 2 1/2" x 1 1/2"	Dual Diamond Sapphire	—	FM-AM	Yes	—	Cherry Veneer	21 1/2" x 19 1/2" x 19 1/2"	\$575.00
Wallops	W-1600	Console	Automatic	Stereo	30	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	FM-AM	Yes	—	Walnut Veneer	22" x 18" x 17 1/2"	\$695.00
Wallops	W-1601	Console	Automatic	Stereo	30	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	FM-AM	Yes	—	Walnut Veneer	22" x 18" x 17 1/2"	\$695.00
Wallops	W-1602	Console	Automatic	Stereo	30	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	FM-AM	Yes	—	Cherry Veneer	22 1/2" x 18" x 17 1/2"	\$695.00
Wallops	W-1603	Console	Automatic	Stereo	30	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	FM-AM	Yes	—	Cherry Veneer	22" x 18" x 17 1/2"	\$695.00
Wallops	W-1604	Console	Automatic	Stereo	30	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	FM-AM	Yes	—	Dark Mahogany Veneer	21" x 18" x 17 1/2"	\$695.00
Zenith	610 26100, E	Console	Automatic	Stereo	40	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	—	—	Yes	Veneer & solid, Walnut, Black Oak	21 1/2" x 18 1/2" x 17 1/2"	From \$575.00
Zenith	610 26100, M	Console	Automatic	Stereo	10	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	—	—	Yes	Veneer & solid, Mahogany, Maple	22" x 18 1/2" x 17 1/2"	From \$575.00
Zenith	610 27000, R, E, S	Console	Automatic	Stereo	6.5	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	—	—	Optional	Colony wood, Mah., Walnut, Black Oak, Maple	22" x 18 1/2" x 17 1/2"	From \$625.00
Zenith	610 27000	Console	Automatic	Stereo	20	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	—	—	Yes	Veneer & solid, Walnut	22" x 18 1/2" x 17 1/2"	From \$730.00
Zenith	610 27000, S	Console	Automatic	Stereo	20	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	—	—	Yes	Veneer & solid, Mahogany, Walnut	22" x 18 1/2" x 17 1/2"	From \$730.00
Zenith	610 27500, E	Console	Automatic	Stereo	40	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	—	—	Yes	Veneer & solid, Mah., Black Oak	22" x 18 1/2" x 17 1/2"	\$775.00
Zenith	610 27500	Console	Automatic	Stereo	40	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	—	—	Yes	Veneer & solid, Cherry	22" x 18 1/2" x 17 1/2"	\$825.00
Zenith	610 28000	Console	Automatic	Stereo	40	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Yes	—	—	Yes	Veneer & solid, Cherry	22" x 18 1/2" x 17 1/2"	\$875.00
Zenith	610 28000	Console	Automatic	Stereo	22	2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	—	—	Yes	Veneer & solid, Walnut	24" x 18" x 18"	\$895.00
Over \$1000														
Electro-Signature	E-1001	Console	Automatic	Stereo	75	2 1/4" x 2 1/2"	Single Diamond	—	FM-AM	Yes	—	Walnut	20" x 18" x 20 1/2"	\$1,195.00
Fisher Executive VII	8909	Console (Two stereo tape deck)	Automatic	Stereo	100	3 1/2" x 2 1/2" (200 lbs. net)	Dual Diamond Sapphire	Optional	FM-AM	Yes	Yes	Modern, Walnut, Teak, Oak, Plastic, Flocked	22 1/2" x 19 1/2" x 23"	From \$1,399.00
Fisher President VII	7909	Console (Plus stereo tape deck)	Automatic	Stereo	120	3 1/2" x 2 1/2" (200 lbs. net)	Dual Diamond Sapphire	Optional	FM-AM	Yes	Yes	Modern Walnut, Flocked, Flocked	21 1/2" x 19 1/2" x 23 1/2"	\$1,599.00
HP Engineering	6814	Console	Automatic	Stereo	21.5	4	Dual Diamond Sapphire	—	FM	Yes	—	Mahogany, Oak, Birch	—	\$1,380.00
HP Engineering	8405	Console	Automatic	Stereo	35	30	Dual Diamond Sapphire	—	FM	Yes	Yes	Mahogany, Oak, Birch	2 Cabinet	\$1,370.00
Fisher	8554	Console	Automatic	Stereo	60	6 1/2" x 3 1/2" x 2 1/2"	Single Diamond	—	FM-AM	—	Yes	Flocked	21 1/2" x 20 1/2" x 19 1/2"	\$1,295.00
Stromberg-Carlson	81985	Console	Automatic	Stereo	—	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	French Provincial Redwood veneer, Cherry	—	From \$1,100.00
Stromberg-Carlson	81984	Console	Automatic	Stereo	—	2 1/2" x 2 1/2" x 2 1/2"	Dual Diamond Sapphire	Optional	FM-AM	Optional	—	Spanish Redwood veneer, Ebony	—	From \$1,090.00

ALBUM COVER OF THE WEEK



SOUL—Barbara Taylor, *Soul*, 540 (21). An extraordinary cover in shades of brown and black with yellow lettering depicting a mooring port of the ship. Credit for the design goes to Ted Jack Martin. Five copies awarded the *Album* and *Best* records.



PIANO COLORS OF CHOPIN, THE PHILADELPHIA—Leonard Pennon, piano, Capitol SP 4961. A very attractive title like painting depicting a moment of the composer. It is in various shades of green and yellow, designed by Gene Green. Three copies from the *Album* and *Best* records.

Minn. Hi-Fi Show Plans Expansion

MINNEAPOLIS—Plans for expanding and improving the annual Northwest High Fidelity, Stereo and Music show were announced here by Harry H. Gentry, show manager. The show, to be held November 16-19, will be staged for the first time in the Minneapolis Auditorium using specially rented for the demonstration of sound equipment.

A total of 24 sound-proofed structures will be erected on the street level floor of the auditorium to give each exhibitor a private area. There will be a display area more than a block long for non-audio equipment allied with the stereo and high fidelity field. The exhibition will be the largest of its kind ever staged west of Chicago, according to Gentry.

DISK DEALS FOR DEALERS

Continued from page 45

AUDIO FIDELITY—Expires October 31, 1961. Started October 2, 1961. Full Sales Program. One album free for every five purchased, including complete catalog plus new releases. Also, \$100 in offering from labels of Extended LP, "The Best of the Capitol," by the composer of an introductory price of \$1.98, record of interest. Dealers who order a special five full, complete introduction of 10 more and 10 more of this LP will receive two free albums, LP's.

PRESTIGE—Expires November 3, 1961. Started September 25, 1961. "Foreign Big Hit Deal" features 10 albums of Prestige on Monarch label and get two albums free. Available through distributors.

COLLUSION—Expires November 15, 1961. Started August 15, 1961. "Start From Victory Sale" \$3.98 LP's by retail for \$1.99. Super post \$1.25, 4 in 1, non-remix. Label is owned by Bruce Hi-Fi Records.

PETER PAN—Expires December 31, 1961. Started August 15, 1961. Label is offering all of the current seven-inch singles on records, 4 for \$1.

MONITOR—No expiration date. Started June 15, 1961. Five LP's are specially priced for the consumer at \$1.98. Super Post, China and Super, 100, 10, Besttime, Paper Concerto No. 4 in G, Concerto, Besttime, Piano Concerto No. 3 in E Flat Major, Concerto, Best, Concerto No. 1 in D Minor, Concerto, Best, Piano Concerto, Ethelwood and South-East.

WONDERLAND—No expiration date. Started August 23, 1961. Dealer gets 20 albums for the price of 24. Key numbers in catalog available in this program. Label is Riverside's Children's line.

CONCERT ONE—No expiration date. Started September 25, 1961. Complete catalog including new releases offered on a one-for-one basis (one purchased sale). Label's "Success in LP's" and "The Best of the Record Club" series available at 10 per cent discount.

UST Offering Deal With Tape Holiday Pkgs.

NEW YORK—United Stereo Tapes, like many diskeries, jumped on the Christmas bandwagon last week, with announcement of 11 special holiday tapes from seven different labels for which it has tape distribution rights.

A special deal offers, with the purchase of a minimum of 25 tapes, an extra 5 per cent cash discount on orders received before October 24, and a special tape merchandise. The unit is easily assembled from cardboard construction and holds 22 tapes. A 20 per cent exchange is available which is valid from January 1 to February 14.

The release includes such stellar items as Roger Williams from Kaye, Robert Rhea from Liberty, Mantovani from London; the Medallion Ork from Medallion; Frank Chockfield and Cyril Scapleton from London; George Greeley and Wally Stott from Warner's and a performance of Handel's "Messiah" in Westminster.

Joe Waldhorn Off On European Jaunt

NEW YORK—Joe Waldhorn, a swinging dealer from Edison, N. Y., and a well-known figure in the SQDD hierarchy, left with Mrs. Waldhorn last Friday (23) from Milwaukee International Airport here for a five-week tour of Europe.

The couple plan to visit Holland, Switzerland, Italy and Israel with the tour starting in Amsterdam. Prior to departure, Waldhorn paid a call at the offices of BMW and expressed the hope that when he returns late in October, the record business will be all straightened out and off on a new foot. His faith in the business is indicated by his large, modernistically styled new store in Fulton which was built to replace one seriously damaged by fire last year.

Philco Catalog Made Available to Dealers

PHILADELPHIA—Philco has released a new, 20-page catalog of needles and cartridges, both stereo and monaural, as well as of changers and other disk accessories. The catalog contains, in addition, a cross-reference of all needles and cartridges of 24 different manufacturers.

Dealers, who can get the catalog through Philco distributors, will also receive what was called a "bonner mailer" with an offer of a free pocket-size magnifier with orders of \$10 or more from the catalog.

NEW GRUNDIG *Majestic* TK-1

FULLY PORTABLE TAPE RECORDER

Tapes any sound anywhere! Fully battery-operated for true portability. It's a compact (11 1/2" x 7 1/2" x 3 1/2"), 8-pound little rascal with sophisticated talent: playback and record at 3 1/2" tape dual-track, fast rewind, temporary stop, safety button, record level indicator... plus a unique milk and powerful speaker. Already an industry-wide best-seller... a fabulous money-maker for dealers everywhere. Order now!

NEW COUNTER DISPLAY! Appealing full-color display permits quick, easy demonstration of unit. Uses less than 1 sq. ft. of counter space. Get yours now!



NEW GRUNDIG-MAJESTIC "SHOW-CASE COLLECTION" STEREO CONSOLES... featuring STEREO FM!

A fabulous array of newly styled consoles introducing revolutionary stereo FM. Offer FM/AM SW, 4-speed precision stereo phono, built-in reverb-tone, exclusive "Multi-tone" tone control, tape deck compartments, up to 8 speakers. All in hand-crafted, luxurious finish Black Forest walnut.

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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING OCTOBER 8

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 Week	Last Week	Title	Composer-Publisher	Weeks on Chart
1	1	TAKE GOOD CARE OF MY BABY	By Eric Goffin—Published by Aldon (BMI)	6
2	3	THE MOUNTAIN'S HIGH	By St. John—Published by Goto (ASCAP)	5
3	5	CRYIN'	By Ray Charles—Published by Acuff-Rose (BMI)	5
4	6	LITTLE SISTER	By Doc Pomus-Mort Shuman—Published by Elio Perini (BMI)	6
5	2	MICHAEL	By Dave Feltz—Published by United Artists (ASCAP)	10
6	13	MEXICO	By Bradshaw Bryan—Published by Acuff-Rose (BMI)	2
7	14	HIT THE ROAD JACK	By Peter Matfield—Published by Tangerine (BMI)	3
8	17	YOU MUST HAVE BEEN A BEAUTIFUL BABY	By Warren Street—Published by Ronco (ASCAP)	3
9	4	DOES YOUR CHEWING GUM LOSE ITS FLAVOR (on the Bedpost Overnight)	By Ross-Brown-Bigler—Published by MCA (ASCAP)	7
10	7	WHO PUT THE BOMP (in the Bomp, Bomp, Bomp)	By Barry Mann-Jerry Gold—Published by Aldon (BMI)	6
11	21	BRISTOL STOMP	By Meco-Appel—Published by Kalmus (ASCAP)	2
12	8	WITHOUT YOU	By Johnny Tillotson—Published by Ruler (BMI)	6
13	—	LET'S GET TOGETHER	By Richard M. Sherman-Robert K. Sherman—Published by Wandersong (BMI)	1
14	—	YA YA	By Dorcas Robinson—Published by Fan Ranch (BMI)	1
15	12	HURT	By J. Coon-A. Jaxon—Published by Milt (ASCAP)	9
16	16	ONE TRACK MIND	By M. Ross-B. Lewis—Published by Lewis (BMI)	4
17	—	THE WAY YOU LOOK TONIGHT	By D. Fields-J. Kern—Published by Harms (ASCAP)	1
18	25	THIS TIME	By Chips Moman—Published by Don (BMI)	2
19	24	BLESS YOU	By S. Mann-C. Weil—Published by Aldon (BMI)	2
20	26	THE ASTRONAUT	By Don-Beatty—Published by Bill Dana (ASCAP)	3
21	9	MY TRUE STORY	By Adams-Ross—Published by Levas (BMI)	7
22	11	WOODEN HEART (Must I Darn)	By Glen Hayman-Tony Kaye—Published by Glick (ASCAP)	11
23	18	MORE MONEY FOR YOU AND ME MEDLEY	Medley—Various	4
24	—	SAD MOVIES (Make Me Cry)	By Leiber-Spector—Published by Acuff-Rose (BMI)	1
25	—	LOOK IN MY EYES	By Barrett—Published by New-Forest (BMI)	1
26	20	BIG COLD WIND	By Murray Elgin—Published by G5 (BMI)	5
27	—	RUMOROUND SUE	By Ernie Maresca-Gene Dorian—Published by Jan-Mobot (BMI)	1
28	23	LET ME BELONG TO YOU	By Peter Dink-Gary Gels—Published by East-West (ASCAP)	2
29	10	(Marie's the Name) HIS LATEST FLAME	By Doc Pomus-Mort Shuman—Published by Elio Perini (BMI)	5
30	19	I FALL TO PIECES	By Hulan-Howard & Cochran—Published by Faupet (BMI)	8

WARNING—The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by Billboard Music Week. Use of either may not be made without Billboard Music Week's consent. Requests for such consent should be submitted in writing to the publishers of Billboard Music Week at 1345 Broadway, New York 10, N. Y.

The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 36

THE BLUES IN MODERN JAZZ

An Blakey's Jazz Messengers, Roy Charles, Dizzy Gillespie, etc. have the blues in a modern jazz, illustrating how the blues in to modern jazz. The sides are by Dizzy Gillespie, Blakey and Thelonious Monk, Lennie Tristano, Charlie Mingus, Milt Jackson, Ray Charles, Jimmy Gilmore, and others. Many kinds of blues here, some gospel-oriented, some with icy right hand work, some highly intellectual, some soulful.

FREE JAZZ (A COLLECTIVE IMPROVISATION)

Ornette Coleman Double Quartet, Atlantic 1364—For the far-outter, Ornette Coleman has organized a double-quartet which adds to his own foursome, alto saxist Eric Dolphy, trumpeter Freddy Hubbard, bassist Charlie Hadden, and drummer Ed Blackwell. The free improvisation which goes on both sides of the LP might be called chaos by some, and ecstasy by Coleman fans. Set comes in a double-fold package, with reproduction of Jackson Pollack's "White Light" included.

Classical

BEETHOVEN NINE SYMPHONIES (8-12")

The Philharmonia Orchestra (Klemperer), Angel 3619H (Stereo)—This is in every sense a de luxe edition. Otto Klemperer, one of the celebrated maestros of the present day, conducts the Philharmonia in all nine of the Beethoven symphonies. There is nobility and depth to these musical excursions and the packaging lives up to the same high standards. A line drawing of the composer appears on the cover of the box, while a handsomely prepared booklet, full of program notes, interpretive information, photos and drawings is also included. For the real connoisseurs.

DYNAMIC DIMENSIONS

Henri Rene and Oak, RCA 15A-2396 (Stereo)—Here's another colorful release in the "Stereo Action" series, and the first for Henri Rene. The arrangements are strictly de luxe, employing a big band complement, several smaller combo units, plus a mixed vocal group. The tunes are of the old school—"Sweet Soul," "Me and My Shadow," "Sunny Side of the Street," etc., and the stereo movement is impressive. Delightful listening with an exciting die-cut cover to match.

RISKY-KORSAKOV: SCHEHERAZADE

L'Orchestra de la Suisse Romande (Ansermet), London CS 6212 (Stereo & Monaural)—Preview pressing of this disk have already been hailed in consumer music magazines as attaining a new peak in the recording art. The album is deserved for it actually approaches the realism of a live performance. Ansermet's ranks with the finest interpretations, and his bonus of Borodin's "Polovetsian Dances" also is attractive. Although perhaps the most recorded work in the catalog, this version's reputation is apt to make it a must with hi-fi and classical fans.

DIETRICH FISCHER-DIESKAU SINGS SCOTTISH SONGS AND FOLK SONGS BY HAYDN, BEETHOVEN AND WEBER

Deutsche Grammophon 138786 SLPM (Stereo & Monaural)—The great interpreter of Lieder offers a richly rewarding package here. One side contains songs of Haydn and Beethoven; the other pieces by Carl Maria von Weber, plus such Scottish items as "Flow Gently Sweet Afton," "Maggie Lauder," etc. Thrilling performance, well-recorded.

Christmas

HOLIDAY SING ALONG WITH MITCH

Columbia CS 8501 (Stereo & Monaural)—What could be stronger for the Christmas season than Mitch Miller and his Sing-Alongs warbling the lyrics to the familiar pop Christmas tunes. The set features Mitch and the Gang on such items as "Santa Claus Is Coming to Town," "Let It Snow," "Sleigh Ride," "Rudolph, the Red-Nosed Reindeer," "Winter Wonderland," "Jingle Bells," etc. Cover features Mitch with a Santa Claus cap, for added punch.

WE WISH YOU THE MERRIEST

Various Artists, Columbia CS 8499 (Stereo & Monaural)—This collection of Christmas sides by top artists on the Columbia label should be a sock seller. They include sides by Ray Conniff, Quire Day, the Brothers Four, Les Paul and Mary Ford, Andre Previn, Bobby Hackett and others. The tunes are standards and the performers are strong. Cover is mighty attractive, too. Solid wax for the holiday season.

CHRISTMAS WITH CHET ATKINS

Chet Atkins, RCA LPM 2423 (Stereo & Monaural)—Chet Atkins, on both classical guitar and electric guitar, turns in delightful instrumental readings here of a collection of well-known Christmas carols. The tunes include "The First Noel," "Deck the Halls" and "Silent Night," among the hymns, and "Jingle Bells," "Winter Wonderland" and "Silver Bells" among the Christmas pop songs. The set should have strong appeal during the holiday season for Atkins' many fans.

BEN E. KING's NEW SMASH! Young Boy Blues

h/w

HERE COMES THE NIGHT

6207

Produced by Johnnie Heiler. Arr. and Cond. by Don Applebaum.

Two New ATCO Stars

TEE TUCKER

Rock & Roll
MachineMy Girl
and
O Really Love Her So

6208

TOMMY KNIGHT

It's Real and Say You Do

6209



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A New Jersey dealer reported selling \$400 worth of stereo equipment to a customer who came in for HIGH FIDELITY, took his copy home, read the HF Reports section and came back to buy three of the items reported on... An Illinois dealer tells of selling a HIGH FIDELITY issue seven new record releases retained in the magazine—before the customer left the store!

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Please send me, each month, _____ copies of HIGH FIDELITY.
(Retail price: 60¢, I pay 36¢; minimum order: 5 copies)

I will pay within 60 days.

Store

Address

Signature

Reviews of New Albums

Continued from page 67

Elizabethe Jones (Vocal) Phil Quinlan, Jim Hall, guitar, and trombone/leader Herb Pomeroy all come in for solo spots at one time or another.

*** THIS IS THE BLUES, VOL. 1
Lee McCas, Richard Holmes, Curtis Mayfield, et al. Pacific Jazz PJ 30-A. A pack of blues which is both sophisticated and authentic, illustrating how blues has come to jazz. The records are happy, soulful, and, etc. A batch of fine recordings are presented, including, in addition to those named above, Paul Raynor, Bud Shank, Ben Webster, Cornell Jones, Teddy Edwards and Frank Butler.

*** JAZZ MESSENGERS
Art Baker, Impulse! A-3—Another fine album here by the prolific 5th. Baker and his Messengers. The set features six groups, as it would for some months, playing fine standards and new originals in a highly individual manner. "Intention," "I Hear a Rhapsody," and "Get Ready" are three of the familiar titles. Herby Allen leads from Bobby Timmons, Lee Morgan, Curtis Fuller, and Wayne Shorter are very much in evidence.

*** POETRY AND JAZZ
Poetry, original and music—various sources—e.g., Walt Whitman, John Corbett, Gary Mulligan, et al. World Pacific Records WP 1009—This is a set which could inspire renewed interest in the so-called "poetry and jazz" style of writing. There's a nice range of songs to appreciate by such as Dr. Tom Thayer, Langston Hughes, William Carlos Williams, etc.—set to original sounding jazz, written by Gerry Mulligan, Fred Katz, Jack Meschino, Bob Dorough and Chico Hamilton and read by John Coltrane, Herby Carmichael, Ben Wright and others. It all takes place of listening but there's someone who will probably want to look it up.

*** MOTOR CITY SCENE
Percy Adams, Donald Byrd, et al. Bethlehem BCP 605—Probably the most notable of the sets in the firm, and certainly the most unique with such conviction on the tracks, two of which by it also the writer. He is well ably assisted by trumpet soloist Byrd who, along with Kenny Burrell's guitar make for a solid group. Not to take away from the set, but there are probably few good baritone players on wax, and this one with Adams in the spotlight is one of the better recent efforts.

*** THE REMARKABLE CARROLL JONES
Carroll Jones, Harold Land, Pacific Jazz Records PJ 29—Trumpeter Carroll Jones is a young man who recently moved to the West Coast after creating much musical excitement in the Easting of Kansas. In this album, his debut recording, he shows off the intellectual and musical qualities that have attracted attention. His trumpet work is not even stellar, but in fresh and simple, and his bassist Harold Land gets a chance to show off some creative blowing. Land is excellent on his solo on "Tutti" which includes 12-string guitar's "The Lonnie Ch. Fable," "Come Ride on Cuba Street," two originals by Jones, "Get Ready" and "Barfly," and the standard, "You Should and Enjoy Alone."

*** THE SOUL CLINIC
Hank Crawford, Atlantic 1215—This, the second album by Hank Crawford, one of the members of the Ray Charles band, is the chosen of love from Emanuel School in London, made up of the stellar vocal. The work is performed with feeling by the quartet, chosen and written by him. The songs heard on some of the great poems in the English language by William, Milton, Shakespeare, Keats, and W. H. Auden. Arranging every side to the disk.

CLASSICAL LP'S

STRONG SALES POTENTIAL

*** BRAHMS: PIANO CONCERTO NO. 2
Gretz Ands, Piano, Berlin Philharmonic Orchestra (Deutsche Grammophon DMG 1360) SLPM (Stereo & Monaural)—An excellent work and fairly engaging in the style. And's piano is powerful and bright. It's a fine recording as a bonus of international work.

*** MOZART: KNE KLEINE NACHMISSE
Stuttgart Chamber Orchestra (Nonesuch) London CS 4207 (Stereo & Monaural)—The Stuttgart Chamber Orchestra performs their light, yet musical work with engaging charm on the new recording. Works are "Eine Kleine Nachtmusik," Divertimento No. 35, and "Musical Joke." Recording is superbly excellent, and is almost equal to Mozart's followers.

*** BRITISH SPRING SYMPHONY, OPUS 4
Proctor, Violon, Piano, Royal Opera House Orchestra (Decca) London OR 2242 (Stereo & Monaural)—This is an excellent recording of Britten's "Spring Symphony," conducted by the composer himself, with the orchestra and chorus of the Royal Opera House of Covent Garden, soprano Jennifer Vyvyan, contralto Norma Proctor and tenor Peter Pears, along with

the chosen of love from Emanuel School in London, made up of the stellar vocal. The work is performed with feeling by the quartet, chosen and written by him. The songs heard on some of the great poems in the English language by William, Milton, Shakespeare, Keats, and W. H. Auden. Arranging every side to the disk.

*** STRAUSS: DEATH AND TRANSFIGURATION, ETC.
The Vienna Philharmonic Orchestra (Kapell) London CS 4211 (Stereo & Monaural)—This is the most popular Richard Strauss work, here by the Vienna Philharmonic. "The Echoing of the Spring Vale" and "The Dance of the Sacred Vale" from "Salome." Richard von Krieger's interpretation, in each of the works, are filled with style and music, bringing forth, in each of the compositions, in quality of action, much more than is typical.

*** BEETHOVEN SYMPHONY NO. 4 IN E FLAT MAJOR, OPUS 60 (ALGO) LEONORE II (OVERLURE)
Berlin Philharmonic Orchestra (Decca) Deutsche Grammophon DMG 1360 SLPM (Stereo & Monaural)—This is a fine classical performance of Beethoven's masterpiece on these important dates. The Fourth Symphony features a highly vital and moving interpretation, with the London Orchestra's skill match-

the chosen of love from Emanuel School in London, made up of the stellar vocal. The work is performed with feeling by the quartet, chosen and written by him. The songs heard on some of the great poems in the English language by William, Milton, Shakespeare, Keats, and W. H. Auden. Arranging every side to the disk.

ment is amply equaled by Eugen Jochum. The recording is first rate.

*** LIZET "MAXPPA" HUNGARIAN FANTASIA, HUNGARIAN RHAPSODY NO. 4 AND NO. 5
Sheila Cherkov, Piano, Berlin Philharmonic (Vox Kappan) Deutsche Grammophon DMG 1361 SLPM (Stereo & Monaural)—The highlight here is Liszt's, finishing off an excellent performance of the concert "Hungarian Fantasy" by Sheila Cherkov, whose career began in the U. S. last week after most successful years in Europe was halted at the height of the season. The growing awareness of Cherkov's artistry plus the personal popularity of the works on this disk make it a good commercial bet.

*** BRAHMS: VIOLIN CONCERTO IN D MAJOR, OP. 77

Nathan Milstein, The Philadelphia Orchestra (Vanguard) Capitol SP 3660 (Stereo & Monaural)—This is a most interesting and excellent recording available to present artists, in new release in 1961 to become a national best seller. This performance by Nathan Milstein, ranks with the best and should find a substantial number of purists. The situation is illustrated by (Fennell) and the Philadelphia Orchestra in a disk which could be a good bet for the long haul.

*** PROKOFIEV: CLASSICAL SYMPHONY OPUS 25 MAJOR AND SHERZHO

L'Orchestra da la Sabas Romanda (Amstel) London CS 4213 (Stereo & Monaural)—Maurice Ansermet, has directed the Prokofiev symphony and the Berlin Philharmonic in a previous atmospheric version for L'Orchestra. For this is an excellent recording of both of the aforementioned pieces in addition to Prokofiev's "Kamargyok" and "Overture to a Life for the Deaf." The combined pull of a good conductor and orchestra, and the good sound should make this a fast moving item for classical dealers.

*** PIANO COLORE OF CHOPIN: THE PRELUDES

Leonard Fletterman, Capitol MP 494 (Stereo)—An extremely satisfying reading of the 24 Chopin preludes by pianist Leonard Fletterman. Fletterman, in his elegant, yet sensitive manner, displays his virtuosity as the keyboard through maximum interpretation of each of the preludes, capturing the subtle spirit of Chopin's prelude in the delicate and intricate prelude, in revealing each note. His sense of touch is exceptional on the piano, but the style is, in fact, a good feeling of the work. The attractive cover should aid sales.

*** MODERATE SALES POTENTIAL

*** TCHAIKOVSKY: SYMPHONY NO. 2
Leonard Fletterman (Vox Kappan) Deutsche Grammophon DMG 1361 SLPM (Stereo & Monaural).

*** TCHAIKOVSKY: SYMPHONY NO. 4
Leonard Fletterman (Vox Kappan) Deutsche Grammophon DMG 1361 SLPM (Stereo & Monaural).

*** KHACHATURIAN: GAVNER (KHACHATURIAN) FRANCESCA DO RIMINI
Leonard Fletterman, Or. (Grand) Deutsche Grammophon DMG 1361 SLPM (Stereo & Monaural).

*** GRAZIELLA: SCUITE SCUITE (Grazziella) London OR 2244 (Stereo & Monaural).

*** BERGMANN: CONCERTO FOR VIOLIN AND ORCHESTRA IN A MINOR, OP. 12
Leonard Fletterman, Deutsche Grammophon DMG 1361 SLPM (Stereo & Monaural).

*** STRONG SALES POTENTIAL

*** LITTLE NIBBE FAITH
Gretz Ands, Piano, Berlin Philharmonic (Decca) London CS 4211 (Stereo & Monaural)—This is a most interesting and exciting work which should find a substantial number of purists. The situation is illustrated by (Fennell) and the Philadelphia Orchestra in a disk which could be a good bet for the long haul.

*** SWING LOW
The Staple Singers, Vox for LPB11—Division of the gospel world will enjoy this set by the Staple Singers. Their set is tracks in all, made up of some extremely appealing gospel tunes like "Born in Bethlehem," "Sweet By Me," "How Firm a Foundation," "I'm Glad to Be Here," and "Milk and Honey."

*** STRONG SALES POTENTIAL

*** LITTLE NIBBE FAITH
Gretz Ands, Piano, Berlin Philharmonic (Decca) London CS 4211 (Stereo & Monaural)—This is a most interesting and exciting work which should find a substantial number of purists. The situation is illustrated by (Fennell) and the Philadelphia Orchestra in a disk which could be a good bet for the long haul.

*** SWING LOW
The Staple Singers, Vox for LPB11—Division of the gospel world will enjoy this set by the Staple Singers. Their set is tracks in all, made up of some extremely appealing gospel tunes like "Born in Bethlehem," "Sweet By Me," "How Firm a Foundation," "I'm Glad to Be Here," and "Milk and Honey."

*** STRONG SALES POTENTIAL

(Continued on page 69)

• **Reviews of New Singles**

• *Continued from page 69*

GOSPEL FIVE SINGERS
 *** *Yes* by Mt. Zionettes—NAXOS
 BORO 45-702—Bliss and promise in the
 choral background here as the preacher
 speaks his sermon with conviction. Effortless
 piano and rhythmic background. (Eatonville
 Clark P., BMI) (2:49)

*** *Time to With Me All the Way*—A
 slow duet with the lead delivering his
 message effectively with a strong duet
 flavor offered by the group. (3:45)

FIVE SINGING HEARTS
 *** *Swingin' in Peacock*—The
 lead singer and the group come through
 with a mighty convincing vocal effort in
 this swinging gospel tune. (Linn, BMI) (2:50)

*** *You Are My Love*—(Linn, BMI)
 (2:37)

JAZZ
**CURTIS FRAGLER AND THE JAZZ
 DISCIPLES**
 *** *Low Life*—COLUMBIA 42175
 (11)—Lightly swinging jazz treatment of
 a satiric theme with relaxed, jazzy tempo.
 Spontaneous solo for jazz licks and hip pop
 details. (Larkin, ASCAP) (3:04)

*** *It's a Blue World*—The studio
 idea is handed a program instrumental
 treatment with tender, careful and calm
 work. (Larkin, ASCAP) (2:57)

DUKE ELLINGTON AND LOUIS ARMSTRONG
 *** *The Last Lady Be and So*—RCA

LETTIE 499—The Ellington standard is
 headed in the great voice to Armstrong
 on this side. The W. K. from the career LP
 and should strike varied lucky
 single. (Parsons, ASCAP) (3:37)

*** *She's Mine*—(Robbin, ASCAP)
 (3:17)

RIDGE LOCKMAN DAVID
 *** *Alma-Luge* (Roger Smith)—RIV-
 ERSIDE 4971—Fast Afro-Cuban vocal
 instrumental with tasteful solo work by
 Thom. (Fast Standing, BMI) (4:09)

*** *Wild West*—(Fast Standing, BMI)
 (4:17)

THE MONTGOMERY BROTHERS
 *** *Grease Yard*—RIVERSIDE 4544
 —A haunting original of the late Carl
 Perkins by the Brothers here. The middle
 tempo and infectious melody should appeal
 to rock disk jockeys, and make a good jazz
 piece, too. It's the only new item from
 the group's latest Riverside LP. (3:06)

*** *Doubt*—(Fast Standing, BMI) (3:36)

CHILDREN'S
GOLDEN CHILDREN AND ORCHESTRA
 *** *Yogi Bess TV Theme Song*—
 GOLDEN 560—Yogi Bess is big as the
 official jockey of the disk. Add this
 swinging rock single sales on the families
 in children TV shows and you have a
 definite 75-cent hit. (A. A. Records)

FRANK MORGAN
 *** *Blues*—Frank Morgan returns to
 the studio with a new vocal solo that
 has been before the advent of the
 blues. Two sides that you cannot
 miss. (A. A. Records)

FRANK MORGAN
 *** *Baker Hall and Din-a-Ling*—
 GOLDEN 560—Frank Morgan introduces a
 group of his former from TV and the
 resulting rock single carries a lot of
 promise for the future. (A. A. Records)

*** *A Wolf's Work Is Never Done*—
 (Hobby) Wolf returns here to studio
 with this — another strong, well
 arranged solo for the small hit, with a
 fine studio sound. (A. A. Records)

THE GOLDEN ORCHESTRA
 *** *Blues in the Face*—GOLDEN
 562—From "Blues in the Face" comes
 an instrumental version of the familiar
 Herbert Harth tune. Kudos go out to
 the studio for the fine studio sound
 while blues music shines. (A. A. Records)

**SANDPIPER CHORUS AND
 ORCHESTRA**
 *** *Workshop*—A "new" kind
 of song, with the workers all focusing
 the best of love for Christmas presents for
 their kiddies.

**SANDPIPER CHORUS AND ORCHESTRA
 CONDUCTED BY JIM TIMMONS**
 *** *Toyland*—Merch—GOLDEN 561—
 The familiar "Toyland" theme from
 Victor Herbert's "Miles in Toyland" comes, once

or be released as a new Disney film. It's
 sorry, but it is not, as the title might
 imply, done to music tempo, but in a
 lively form. (A. A. Records)

*** *I Can Do the Best*—Another
 familiar tune from "Blues in the Face." This
 is done in a jazzy, upbeat manner and
 contains modern lyrics. One was for
 kiddies on both sides. (A. A. Records)

RHYTHM & BLUES
LITTLE JUNIOR PARKER
 *** *In the Dark*—RIVE 341—Here's
 a side by Parker that's packed with
 infectious bluesy notes and a good vocal by
 the boy. (Columbia Backing and harmonic
 solo work on the Right. (Linn, BMI) (2:30)

*** *How Long Can This Go On?*—
 The tempo picks up on the side as Parker
 sings out the title in good effect. Again
 the musical is in the blues vein, with strong
 jazz work and swinging rhythm. (Linn,
 BMI) (2:49)

POLKA
FRANKE VANDRIVE
 *** *Polka Polka*—COLUMBIA
 42161 (11)—High-spirited effort by the
 Vandrive band and chorus that serves
 right along in the best polka best tradition.
 (Kalgrove, BMI) (2:54)

*** *Antennae Walk*—Accordion
 takes over the melody on this white
 standard. The band plays the tune in
 instrumental fashion which should please
 the dancing and dance fans in areas
 where the band is strong. (Mercury, ASCAP)
 (2:46)

*** **MODERATE
 SALES POTENTIAL**

JAZZ
BOBBY TIMMONS TRIO
 *** *DM Devil Man*—*** *Fast
 Dues*—RIVERSIDE 4947.

JAZZ BROTHERS
 *** *Who's Happier?*—*** *Hey,
 Baby*—RIVERSIDE 4949

VOX JOX

• *Continued from page 34*

Jack McDermott recently switched from the all-night show on WINZ, Miami, to WKAT, Miami, which features albums. The jock, whose show runs until 6:15 a.m., notes "I am getting more and more requests for comedy albums, and, consequently, feature quite a bit of it." "Fat" Pat Patterson, former program director of WAMS, Wilmington, Del., has moved to WCOP, Boston, in the 6-11 a.m. time period. . . . ABC's New York City flagship, WABC, celebrates its 40th birthday, September 30. The station originally broadcast from a section of the Ladies Lounge in the Newark Westinghouse meter works—the first radio studio on the Atlantic seaboard.

Station WQOK, Greenville, S. C., has changed its format and will henceforth place more emphasis on "Top 40" disks. . . . Jerry Monteller has left his post as p.d. at WQOK, to take over the station's news department. He is also handling the Furman University sports network. Jocks at WQOK include Wayne Seal, John Hudson, Rick Fight and Ed Lyman.

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

Titles are ranked in order of their greatest national selling importance in the sheet music album list.

This Week	Last Week	Title	Publisher	Weeks on Chart
1	1	NEVER ON SUNDAY—Esterline-Saboury (BMI)		13
2	2	MICHAEL—United Artists (ASCAP)		10
3	3	EXODUS—Chappell (ASCAP)		45
4	4	HEY, LOOK ME OVER—Meritz (ASCAP)		36
5	5	GREEN LEAVES OF SUMMER—Finn (ASCAP)		27
6	6	LAST DATE—Auff-Rout (BMI)		41
7	7	CALCUTTA—Pines-Symphonic House (ASCAP)		40
8	10	SECOND TIME AROUND—Miller (ASCAP)		16
9	8	YELLOW BIRD—Frank (ASCAP)		11
10	9	MISTY—Octave (ASCAP)		55
11	—	MEXICO—Auff-Rout (BMI)		1
12	11	SAN ANTONIO ROSE—Bourne (ASCAP)		1
13	13	TOGETHER—De Sylva, Brown & Henderson (ASCAP)		7
14	—	MY CLAIRE DE LUNE—Trio (BMI)		1
15	12	MY KIND OF GIBB—Hullis (ASCAP)		2

His Newest Smash!
ADAM WADE
 TONIGHT I WON'T BE THERE
 Coed 3356
COED
 1619 Broadway
 New York, N. Y.

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BILLBOARD MUSIC WEEK

One of a series of announcements prepared by the ASSOCIATED BUSINESS PUBLISHERS



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SINGLES REVIEW POLICY

All single records received by Billboard Music Week are listened to and reviewed by the **BMW Reviewing Panel**. Records are rated, within their respective categories, according to their commercial potential, based on such factors as performance, material, artistic name value, recording quality, etc.

SPOTLIGHT WINNERS are judged to have the strongest sales potential of all singles reviewed during the week and are picked to hit the **TOP 50** of the Hot 100 chart. **FOUR-STAR** singles are those with strong sales potential. All highlights and four-star records have been heard and evaluated by the full Reviewing Panel and descriptive reviews are published for these.

THREE-STAR records, having moderate sales potential, are listed thereafter; these frequently will be of interest for disk jockey programming. Other records with limited sales potential, are listed following the Three-Star records.

SPECIAL MERIT SPOTLIGHTS, in the opinion of the Reviewing Panel, have outstanding merit and deserve exposure.

All singles intended for review should be sent to the **Billboard Music Week Reviewing Panel**, P. O. Box 292, Times Square Station, New York 36, N. Y.

Coin Trade Bills Slated '62 Congressional Action

WASHINGTON—Bills of interest to the coin industry are being held over for the second session

QUEEN MARY'S SLOTS MISSING

NEW YORK—The Queen Mary, pride of the British merchant fleet, docked here this week minus the 29 ball fruit machines the vessel carried on its last visit here, August 15. The machines were put out "on test" and apparently had been doing quite well. However, pressing on the Cunard Line from both sides of the Atlantic was such that the company thought better of the idea. Ten of the machines had been placed in the cabin class smokers, five in the first-class salons, and five in the tourist-class lounges.

of the 87th Congress which convenes in January, 1962.

The joke anti-exemption bill by Representative Celler (D., N. Y.) has as yet seen no action, but undoubtedly will at the next session. The Eastland bill to tighten the Johnson Act prohibiting interstate shipment of "gambling devices," including certain types of pinballs, passed the Senate but awaits action by the House Commerce Committee, together with a similar House bill authored by Representative Halpern (R., N. Y.).

A bill to prohibit the manufacture, use or sale of slugs or "paper money" in defraud vending and coin-operated machines is still waiting report out of a special Senate Subcommittee under Sen. Edward Long (D., Mo.). Hearings have been held and passage is likely early next session.

During the three-month recess by Congress, pinball interests hope to revive interest in a proposal by Deputy Attorney General Byron R. (Continued on page 80)

Resentment Kills Teen Haven



By **RUSS MUSARRA**

CLEVELAND — The powerful force of public opinion was felt last week by Roland Jenkins, head of Atlas Enterprises, an operation on the city's West Side.

Less than two weeks ago Jenkins opened Cleveland's first coin machine recreation center, a

simple, well-planned operation that would practically fit itself.

After three days in business the 31-year-old Jenkins closed his doors. It wasn't lack of patron that led to his decision, but a storm of protest from parents of students at a nearby school.

"The tragic thing about it all is that the parents started scream-

ing even before they knew what sort of business I was running," Jenkins said.

Features of the small operation were two shuffleboard type bowling machines, a juke box, two candy dispensers and a popcorn vending machine.

"I did this on an experiment," Jenkins said. "I started on a small

(Continued on page 80)

Reserve Hit Wins Pinball Bonus Game



RESERVE

CHICAGO—Williams' new single-play pinball game, Reserve, features three or five-ball play and a carry-over scoring feature. Play-

(Continued on page 80)

Ratajack Takes Issue With Background Music Detractor

CHICAGO — An article titled "Beware of Background Music," in the nationally syndicated This Week magazine drew strong protest from Music Operators of America's managing director, E. R. Ratajack, who said it "shows a total ignorance of the science" of the field.

Dr. Franz E. Winkler, author of the piece, said that the common element in many of our current problems may well be the growing inability to concentrate on any one task at hand.

He cites background music as an example. "The man who needs background music to keep his skilled employees shows that he lacks the essential leadership qualities necessary to inspire in them enthusiasm for and interest in the job at hand."

Summing up, Dr. Winkler, a Vienna-born doctor now practicing in New York, notes that the "emotional and creative abilities of a man may become seriously crippled when his mind is habitually divided between work and diversion."

"While he may become even more efficient in the routine tasks of turning out mass products, his ability to create, and to deal effectively with new and unusual problems is bound to suffer," Dr. Winkler says.

In his letter addressed to the editor and publisher of United Newspapers Magazine Corporation, Ratajack said that the article missed the point of the true function of background music.

"Background music is a scientific extension of the art of making music work for man," Ratajack said. "It is not designed for listening by an audiophile interested in the phrasing of a musical passage. It is designed, however, to be heard by a worker bored by the monotony of his job, by the executive, tense from the act of continual decision making. It provides someone at slating tables from newscasts which for the last generation have been dining into the ears of man, forecasts of world, if not human doom."

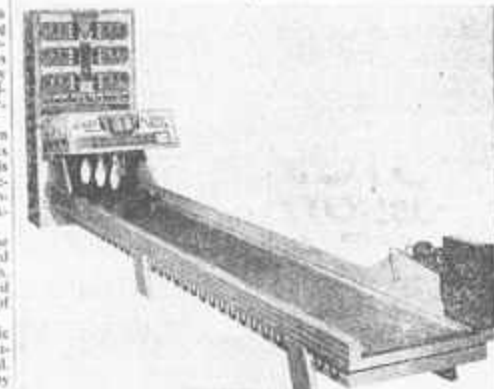
Citing some statistics, Ratajack said that Dr. Winkler "in his warning has not studied the case of a Southern juke mill that reduced its accident rate 8 per cent through the use of background music."

"He ignores the proven efficacy

of continuous background music in mental institutions," Ratajack noted.

"Music, second only to food and shelter, has long been recognized as a basic need of man. It began with man, and survives with man today, not because it has been served in 'master' dosages as Dr. Winkler recommends, but because man uses music as an obedient servant, subject to taste, desire and need," said Ratajack.

Chicago Coin's New Continental Bowler Has Triple Gold Pin



CONTINENTAL BOWLER

CHICAGO — Chicago Coin's new Continental bowler features five games in one including the firm's recently introduced "Triple Gold Pin" variation.

Under "Triple Gold Pin," spaces and strikes increase in value when the gold pins are lit. The four other games which players can select are: (1) All Strike, bowl for strikes only, perfect game 18 points. Includes bonus feature. (2) Flash-O-Matic, player jinxes shots to coincide with flashing lights. Scores range from 30

to 80 for strikes and from 20 to 60 for spares. (3) Regulation, standard ABC scoring. Perfect game 300 points. (4) Hot Champ, 20-30 scoring, including bonus. First player to reach 300 wins.

From one to six can play. Continental comes in three sizes, 13 feet, 5 inches; 16 feet, 5 inches; and 21 feet, 5 inches. The bowling balls are 4 1/2 inch, hard rubber. Play is at 10 cents per player per game. Continental has Chicago Coin's new modernized colorful cabinet, easily positioned game selector button and all steel coin box.

DOUBLE-PLAY DISKS

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

CRYING AND CANDY MAN	ROY ORBISON Monument 447
LITTLE SISTER AND (Marie's the Name) HIS LATEST FLAME	ELVIS PRESLEY RCA Victor 7706
(HE'S MY) DREAMBOAT AND HOLLYWOOD	CONNIE FRANCIS Mer 13029
EVERLOVIN' AND A WONDER LIKE YOU	WICK WELSON Imperial 8778
FOOL #1 AND ANYBODY BUT ME	BRUNO LEE Decca 81300
MOVIN' AND HONKY TRAIN	BILL BLACK'S COMBO Mer 3028
YOUR LAST GOODBYE AND HANG ON	FLOYD CRAMER RCA Victor 7927
WHAT A PARTY AND ROCKIN' BICYCLE	JAYE DUBOIS Imperial 8779
CINDERELLA AND KISSIN' ON THE PHONE	PAUL ANKA ABC-Parlophone 10221
TONIGHT I WON'T BE THERE AND LINDA	ADAM WOOD Decca 304
FEEL IT AND IT'S ALL RIGHT	BOB COOPER RCA Victor 7927

All German Coin Groups Merging

By OMER ANDERSON

WEST BERLIN—West German coin machine manufacturers are merging phonograph and games production with vending machines into a single organization representing the interests of coin machine producers as an integrated group.

This step means, in effect, that the Germans have reconstituted the traditional division of coin machine activity into outright competitors of phonographs, games and vending equipment.

The German industry is enthusiastic over the unification of producers, a move which it is expected here will influence the American industry to follow suit.

A high official of a well-known production firm summarized, "In important respects our industry is 20 years behind the times. By now we should know it's one coin machine world and organize accordingly."

German unification of coin machine production representation is being effected by the merger of the Verband der Deutschen Automaten-Industrie (VDAI) and the Verein Deutscher Automaten-Automaten-Fachleute (VDFAF) into the Verband der Deutschen Automaten-Industrie (VDAI).

The VDAI will function through tandem branches: vending machines and phonographs/games/parking machines. Coin scales, parking meters, and similar coin machines will be represented by the vending machine section.

The consolidated manufacturer representation will be shifted from the present West Berlin headquarters at Lietzenburger Strasse 36, to Cologne, where the new office will be in charge of Dr. Heinz Kümmer and Dr. Horst Ganske.

The West Berlin office will be retained for the issuance of phonograph ownership certificates—Musikautomatenbesitz.

Joint chairman of the consolidated manufacturers' organization will be Dr. Friedrich Jutz of Band Krennrich, heading the vending

machine section; and Gorenitz Wolff, phonographs, games and parking machines.

Specific Advantages

The consolidation will strengthen the entire coin machine industry, in the opinion of the executives involved. These specific advantages are sought:

1. Promotion of the German trade's common interest in the European Common Market.

2. Co-operation in fighting discriminatory legislation and taxation.

3. Promotion of German coin machine exports.

4. Co-operation in production and sales where circumstances dictate.

Briefly, the manufacturers finally have laid to rest the notion that vending machine manufacturing is a production world walled off from phonograph and games manufacturing.

The German trade theorizes that the manufacturers' groups may make it tough on the German trade's competition in the European Common Market.

For despite rosy forecasts of epochal trading harmony in the supermarket, the Germans are organizing for rough- and -tumble competition. It will all be gentlemanly enough, but the Germans believe that the Common Market, in the final analysis, will spar, not diminish, competition.

The trade here sees the Common Market as offering great trading opportunities, but also as shaping up as a market in which "nice guys finish last."

Moreover, the Germans are saying it is a misconception to believe the Common Market will dissolve competition among national groups. It is taken for granted here that the six nationalities forming the big market will not necessarily compete as a single supra-national market.

It is expected that national groups will club together in club-by-club competition.

Surveys have shown, furthermore, that most of the discrimina-

tory legislation, including tax measures, affect the coin machine industry as a unit. Machinery to fight unfair legislation can be employed more efficiently in behalf of the entire trade than merely one branch or another.

German trade officials state quite frankly they believe there are too many overlapping trade organizations in the U. S., and they intend to eliminate this trend in West Germany.

Consolidation of trade organizations will save the industry money and promote efficiency. It will make experts and specialists available to all manufacturers at a fraction of the cost borne previously by producers in hiring duplicating personnel.

For example, Dr. Ganske, whose services become available to all manufacturers, is West Germany's

No. 1 expert on legislation affecting phonographs and phonographs.

The manufacturers' action in dismantling the wall separating phonographs and games from vending machines is expected to be followed by distributors and operators.

Operators experience in West Germany parallels that in the U. S. concerning the necessity for branching from phonographs and games into vending equipment. More and more operators in this country are adding vending machines.

Trade circles predict the merger of the VDAI with the VDFAF will lead to a general consolidation of relations between manufacturers, wholesalers and operators. The three segments are now grouped in the AMA or Working Committee of the Coin Machine Trade.

Wild Horses, Lovely Girls Corral Sight



CORRAL

CHICAGO—A theme of wild horses and pretty cowgirls is featured in Gottlieb's new single-player pinball game called Corral.

Players may earn extra games by lighting a sequence of 10 numbers in a variety of ways. Four top rollovers light the numbers 1-4. Six bottom rollovers light the remaining 5-10.

Numbers may also be lighted by going over a Wagon Wheel rollover and hitting a specific number on a roto-target. The bottom rollovers, incidentally, score the numbers made plus a spotted number that appears on the Wagon Wheel in the center of the playfield.

Once all the numbers are made, hitting any extra number earns the player a special.

The roto-target scores either the number designated or 100 points for a bull's-eye. Alternating lights are featured on the pop bumpers for high score. Corral has a match feature and a "Score-to-Beat" panel, as well as two-coin insertion.

New NSC S'board Differs Radically

EAST ORANGE, N. J.—The National Shuffleboard Company will soon introduce its new Astro-Line shuffleboard, with distributors expected to get their first shipments in a couple of weeks.

Paul Kotler, NSC president, said the new model will differ "radically" from the firm's previous shuffleboards and that it will be considerably lighter.

He said that complete details will be announced shortly.

LADY GODIVA RIDES AGAIN

MINNEAPOLIS—Lady Godiva rode again—this time a solo-operated horse in front of a grocery store no less. The lady was a two-year-old, and she was seized by a kindly store employee who wrapped her bare frame into a large sweater.

Police said the young lady wandered from her nearby home while her mother was eating peaches.



MOA Newsletter

Music Operators of America's October newsletter is being reprinted in *BMW* as a service for MOA members. The newsletter appears in *BMW* exclusively and is not being mailed to the membership. The views expressed are those of MOA.

BACKGROUND MUSIC INDUSTRY

Now, hear this, and listen too.

As a representative of the automatic music industry we have an interest in all phases of the mechanical reproduction of music. While our primary concern is the juke box operating industry, we do watch the activity in the background music field. For being "automated" music, it lies in the scope of our endeavor. And, properly so, for many a juke box operator also operates background music, and a number of juke box manufacturers build, sell, lease and program background music equipment.

We have noted in recent months that there have been a number of newspaper syndicated columnists who have written articles against the usage of background music. Particularly, Sclovey J. Harris, on June 8, and Louis Rubin on several occasions have had derogatory comments to make concerning the use of background music. "This Week," a newspaper supplement magazine, under a September 16 dateline had an article by Dr. Franz E. Winkler entitled "Beware of Background Music."

We wonder if we are the only ones under the suppression that there seem to be influences at work which are attempting to discredit background music. For all of these articles have a common tone, and that is, that background music is an intrusion, that it is ruining musical taste, and that it is valid as a medium of reducing boredom, relieving tension and increasing location noise levels. All of these articles, too, deny the tone level, lack of instrumentation, and the general unentertaining value of the music. The seriousness in these intavestable articles reveals two things. First, the complaints show an abysmal lack of knowledge of the true function of background music, and further, that it is to be heard but not listened to. More importantly, however, the identical tenor of the unflattering remarks leads us to suspect a common source of mutual antagonism toward the background music industry.

MOA, has replied to these articles. We have explained, defended, and praised the function of background music. We will continue to do so on any future occasion. For we suspect that there will be more. The sudden and similar pattern of adverse comment indicates to us that there is a continuing "influence" at work.

We recommend last action on the rebuttal of these articles. This "anti" campaign should be nipped in the bud with counter stories on the value of this industrial and social tool. These stories should tell what background music is, why it is used. The public should be told of the scientific programming and careful reorchestration that goes into the music it hears.

As we have said, MOA, has already started this counter effort. We urge the responsible leadership of the background music industry to add their voice by speedily investigating and countering this wave of unjust criticism.

MUSIC OPERATORS OF AMERICA, INC.

E. R. Rutajack, Managing Director

Judy Garland will duplicate her recent Carnegie Hall smash success with a concert at McCormick Place here in November.

Don Clay and George Latimore head a new Fantasyos dekers here—Blues Records. Limited will distribute the first release, an r. & b. single by **Ric Lee**, due October 15. **Paul Rains**, Cosmat, made the rounds last week with **Lenny Mizell**, Southern Music, publisher in from New York. . . . **Ditto** for **Stan Pat**, RCA promo chief, making the local deejay circuit with the **Lancelotti**, is town for a Tuesday (3) concert.

Don Gold, Show Business Illustrated jazz expert, will syndicate a half-hour jazz show with Trojan Productions, Inc., new firm headed by **Ted Weber**, and **Chi** publicist **Phil Clin**.

Nick Noble, favorite with juke box operators here, opens at My Lady Fair, new key club with a twist—only women can belong. . . . **Almad Jomal** is reported ready to close his Alhambra Club on South Michigan. . . . **Shay Turrent**, whose **Dynamic Hand** began album hot came out on Liberty, is the organist at **Comedy Park** here. . . . **Kirk Stuart**, horn jazz group at The Playbox, plans to finish a nine-month engagement in December, and go to Europe to study and do "serious composing." He'd like to "marry jazz and the classics." **Nick Bilo**

TIME IS SHORT

Hurvich CMC Funds Plea Cites the Importance of PR

BIRMINGHAM, Ala.—Max Hurvich of the Birmingham Vending Company here issued a last-minute plea to the coin machine industry for support of the Coin Machine Council. In a letter to *Billboard Music Week*, Hurvich said:

"Having been in the coin machine business as distributors and operators for the past 30 years, we have had many opportunities to understand the value of good public relations. My brother and I, who operate the Birmingham Vending Company, have lived here all of our lives and have been active in many communal organizations. We believe that we enjoy a good reputation in the community.

"On many occasions we have been asked the question 'How did you two get in such a business?' We always answer that this business is just as good and legitimate as any other business and we have conducted ourselves as we would if we were in any other business.

"Public relations has been our pet cry for many years, and we were delighted and pleased with

the organization of the Coin Machine Council for the specific purpose of creating a better image of the coin machine operator. We were also delighted when Louis Casota, our personal good friend, assumed the presidency. When we saw the list of directors, we were confident 'This Was It,' and at the last MOA Convention the report showed that much progress was being made.

"Now comes the disquieting news that CMC is about to go out of business because of lack of funds. We were particularly upset over the report in *Billboard Music Week* which said that only a small fraction of operators and distributors and only three manufacturers have continued to support this organization. It seems to us that all people in the industry are very short-sighted. If we had to conduct public relations ourselves, the cost would be staggering. Our directors are giving valuable time and service at no cost. If we had to pay them it would be impossible.

"All of us continue to suffer because of the poor public relations we have and the only way this can be corrected is by everyone putting his shoulders to the wheel and help CMC. We plead with you, operators, distributors, and manufacturers. Send your contributions at once to CMC. Don't say later, because of a few dollars it might have been."

"Different!"

See OPERATOR D. K.

SEE NATIONAL . . . PAGE 78

"Collections are up 20% to 30% in all my Seeburg Artist of the Week locations..."

Jack Cohen

Owner, J. C. Music Company, Cleveland

In all types of locations, says Independent Operator Jack Cohen, Seeburg Artist of the Week phonographs with 33 1/3 stereo singles continue to step up collections. The reason is plain: Location customers like the adult-type music, the fresh Seeburg sound. Mr. Cohen holds the unusual record of being president of the Cleveland Phonograph Merchants Association for the past 19 years.

Says Jack Cohen: "If operators anywhere want to know more of how I make the Seeburg Artist of the Week plan work profitably, ask them to contact me personally." Your local Seeburg distributor can tell you the same story. Why not call him today?

The Seeburg Sales Corporation, Chicago 22.



JACK COHEN (left) and KENNETH J. KING, president of Kenny King's check over a new Seeburg Artist of the Week phonograph in one of Mr. King's 15 Cleveland area drive-in restaurants.

SEEBURG ARTIST OF THE WEEK MUSIC IS PERSONALIZED AT

KENNY KING'S

DRIVE-INS



In the Cleveland metropolitan area

Kenny King's \$2½-million chain of drive-in restaurants are well-known in Cleveland and suburbs for fine food and

fine music, too. Mr. King, who has built his business on quality over a period of 17 years, has always seen to it personally that his high standards are maintained.

J. C. Music Company
CLEVELAND 3, OHIO

I know you will be interested in my success with the new Seeburg Artist of the Week phonograph and how 33 1/3 stereo album programming has helped me in my business.

The Seeburg Artist of the Week phonograph has completely satisfied my top-notch locations, including Kenny King's popular drive-ins. They are all very pleased with the fresh new Seeburg sound and the wide selection of Artist of the Week 33 1/3 stereo album singles.

This satisfaction is also expressed by my locations' customers by their increased play of Seeburg's adult-type music. As a result, collections are up 20% to 30% in all my Seeburg Artist of the Week locations.

The Artist of the Week plan has also helped reduce my over-all record cost. Many locations won't let us take off a good album that they like. So we just add the new Artist of the Week packages and then, at a later date, remove the older album singles and use them elsewhere. We have yet to discard any album used! The meter readings tell us these 33 1/3 albums will earn money for years.

If operators anywhere would like to know more of how I make the Seeburg Artist of the Week plan work profitably, ask them to contact me personally.

Excerpt from Jack Cohen's September 1961 letter to Seeburg President Del Coleman

SEEBURG

THE ARTIST OF THE WEEK PHONOGRAPH
PERSONALIZED FOR EVERY LOCATION

NEWEST TO SELECTION 30% STEREO
ARTIST OF THE WEEK
ALBUM PACKAGES

WEEK OF SEPTEMBER 25

HANK BALLARD

Mr. Rhythm & Blues (King)

LES ELGART

Half Satin Half Latin (Columbia)

WEEK OF OCTOBER 2

JAN GARBER

Dance To The Songs Everybody Loves (Decca)

CANNONBALL ADDERLEY Quintet

At The Lighthouse (Riverdale)

NVA Counsel Reports at N. Y. Bulk Vendors Annual Outing

KIAMESHA LAKE, N. Y.—Some 100 bulk vending tractsters turned out for the Second Annual Outing of the New York Bulk Vendors Association at the Concord Hotel here, Friday through Sunday (22-24).

Ted Raynor and Don Mitchell, National Vendors Association counsel, addressed the group at the business session, as did Stanley Kreutzer, NYVVA counsel; Roger Foltz, NVA president, and Rolf Lobell, Leaf Brands, Inc., NVA convention chairman.

Mitchell reported that the Congressional bill which proposed that the mixing of charms and confections be banned unless the charms were packed would probably be amended so as not to affect bulk operators.

Missouri Association
Mitchell also disclosed that the Missouri Bulk Vendors Association has now been formed officially, with the charter providing that all members belong to NVA, and that Milwaukee operators are testing the city's anti-gum-charm-mixing law in court.

Also covered in Mitchell's address were legislative problems in Florida and Texas.

Mitchell pointed to the Washington situation as an example of the national association's value "as insurance to all bulk vending operators." (NVA acted quickly when bill HR 3548 was introduced earlier

this year.) "You people operators can best act as salesmen for the association," Mitchell said. "Only you can convince other operators to join the association and make your organization stronger."

Mitchell also pointed out the benefits of NVA's new group insurance offering. Provided by Zurich American Insurance Company, the plan is a "true group program — all members pay the exact same rate." Mitchell stressed. Above that, it pays 80 per cent of costs up to \$10,000. Association has 15 pending participants so far but needs 50 participants for the program to begin.

N. Y. Problems
In introducing Kreutzer, Foltz noted the attorney's great help during two crises in New York: The gum and charm problem years ago, and a bulk tax problem two years ago. During his talk, Kreutzer suggested that operators give thought to the fact that "... every great business and group that has thrived has had organization. It's the cheapest price you can pay for success," he said.

Kreutzer pointed out that "all industries support their organizations... This is a comparatively new industry... as you grow there will be greater interest in your organization. It is your responsibility to develop into a worthwhile industry. To do this you have to

keep up with what is happening in your whole industry, not just your own operation. You will be faced with many industry problems as you grow, problems that call for strong organization, awareness... These things are needed for continued industry growth. And each of you will grow as your industry grows."

Ted Raynor, in his talks, pointed out a danger: "We are reaching the point of success where apathy" (Continued on page 79)



Write for price list and full sample line.
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL 5-8393

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds 385.00 in Pennies

17" HIGH, 19 1/2" LBS.

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Ext. 1298. Telephone: Columbia 1-2772
Cable Address: WATLINGITE, Chicago

CLEVELAND CLOSE UP
James H. Beck, head of the Soliciting Project Committee of the Cleveland Junior Chamber of Commerce reports over 800 gumball venders have been installed in Cleveland locations under the Fordway Plan. The goal of 1,000 machines in the field is expected to be reached within the next six

weeks. The project established in May as a steady source of revenue for the Jaycees many welfare and charitable activities, last month netted \$300 on collections from 400 machines.

Beck boasts the highest installation in the State with a bulk vender located by the Cleveland Jaycees on the observation floor of Cleveland's Terminal Tower, the tallest building (52 stories) in the State of Ohio.

Two new members of the Fordway Plan, but still in the planning stage, are the Parma Jaycees and the Shaker Heights Kiwanis Club.

A recent entrant into the charm manufacturing field, Herman Eisenberg, Confection Sales Company, reports several new charms, now in the works, will be introduced at the Semi-Annual Directors' Meeting of the NVA in Chicago next month.

Now that Eisenberg has sold his Canadian interests, he is concentrating on expanding "all business in the local area," which means increased production of charms and additional routes for Confection Sales' bulk vending operation.

Joseph Rades, Ridge Gum Corporation, is taking off pounds sensibly. So far, under the doc's watchful eye, he's shed 30 lbs. The goal—20 more!

Daughter, Sandra Rades, and Jim Tomkin, assistant manager of Ridge Gum, are making last minute preparations for an October 14 wedding. After a tour through New York State, they will settle in suburban Broadview Heights.

Newcomer in the bulk vending field and still in the organization stage, John J. Hay, of Strongsville, Ohio, reports 200 gumball machines, mostly multiple installations, have been placed in the Akron and Kent areas since April. John hopes to take over full time this fall. In the meantime, son, John Jr., manages and services the routes.

FOR SALE
Good Used Cigarette Machines

DeLorean Model A-17 \$15.00
New President 6 coin 12.00
Lobby Automatic 10.00

20 with King Size and on 36.

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Full Time or Part Time Operators, Anywhere and Everywhere in the U.S.A. Send us your NAME and ADDRESS. Receive our weekly mailings and FREE SAMPLES of new CHARMS, RINGS, GIMMICKS and CAPSULES. No obligation. It's an EPXY Service to keep you posted on the newest and latest ideas in Charm Vending.

SAMUEL EPPY & CO., INC.
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25¢ OR 50¢ SANITARY VENDOR

25¢ OR 50¢ SANITARY VENDOR

The machine that will bring in extra profits for smart operators is the new OAK vender. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26 1/2" high, 6" wide and 4" deep, this machine will make change 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.

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Oak's Sanitary Vender available at
RAKE COIN MACHINE EXCHANGE
629 Spring Garden Street Philadelphia 22, Pa.
WAUM 5-3676
"Stack It Always on Hand!"

Electric Money Maker Famous ACME ELECTRIC MACHINE

Time proven feature for health and amusement. Electric vibrator never ceases to vibrate. One day cell battery good for 1,500 to 3,000 plays.

Sample \$28.13
2 and up 23.50
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ORDER TODAY
1-1 Green, Bal. E.O. 8, P.O. Box, N.Y. Distributors, Write for Prices.

J. SCHOENBACH

Factory Distributor of Bulk and Bell Gum-Sandwich, Strachandas, Fetti, Sweets, Wagon Sweets, Fingers, Cigarettes and Candy Molds, Sectors, Vendors and Sanitary Machines. VISITORS TO THE GREATEST REQUIRED.

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N.W. Model 45, 10 or 15 \$15.00
N.W. Deluxe 10 or 15 Coin 12.00
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Wholesale Note, Standard 100 25
Wholesale Note, Standard, Red 25
Cashew, Whole 25
Cashew, Split 25
Peanut, Jumbo 25
Almond 25
Almond Split 25
Ruby Chips 25
Rocky Road 25
Butter Baked Bread 25
Rocky Road, all flavors, 100 ct. 25
Wholesale Note, 100 ct. 25
Wholesale Note, 100 ct. 25
Wholesale Note, 100 ct. 25
Wholesale Note, 100 ct. 25

IMMEDIATE DELIVERY on the New Northwestern SUPER SIXTY

This capsule vender is built to the most accurate to the market. Handles all size capsules without "skipping," "breaking" or "dropping." Gold decorative front panel. Non-mech. capsule.

Available with
5c, 10c or 25c Mechanism

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

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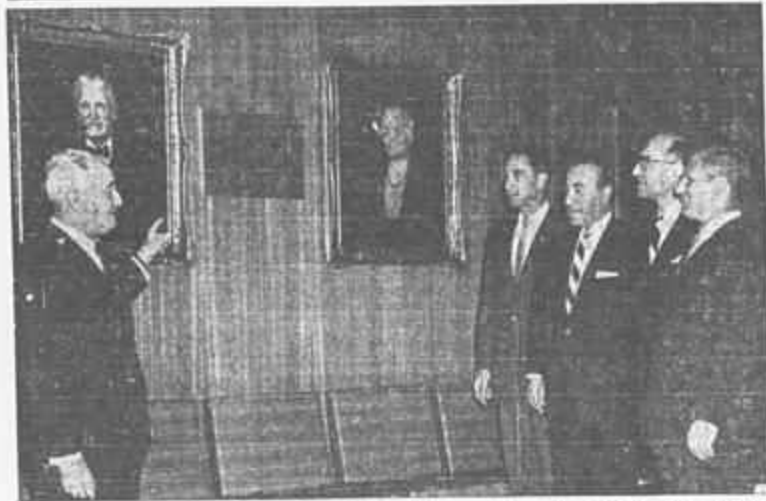
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PENNY-NICKEL ATLAS MASTER VENDOR

Also standard models which load from the bottom with 5¢ to 10¢ coins, or 15¢ to 20¢ coins. Top loading models with chrome lid and retaining ring available with 5¢ to 10¢ or 15¢ to 20¢ coins. Write for prices and orders.

1c-5c

1 turn, 1c
5 turns, 5c

PENNY KING COMPANY
2328 Mission St. Pittsburgh 3, Pa. "World's Largest selection of miniature charms"



DAVID GOTTLIEB proudly points to twin portraits of his parents, Samuel and Bertha, located in the new Gottlieb Memorial Hospital in suburban Melrose Park, Ill. Gottlieb is joined by his son, Alvin, an officer of D. Gottlieb & Company and co-chairman of the hospital's building committee; Suran Fejman, president of Mondial Commercial Corporation, exclusive Gottlieb distributor in France, Great Britain and other parts of Europe and himself a contributor to the hospital building fund; Robert Charlot, president of Parlian Operators Association, and Judd Weinberg, president of Judd Distributing Company, Gottlieb's export sales division.

EUROPEAN NEWS BRIEFS

1,500 Germans Seek Coin Patents

MUNICH—Around 1,500 applications for coin machine patents have been submitted to the West German National Patent Office in the last decade, but only 245 ideas have actually been awarded patents. Most of the patents deal with money inserted in coin machines. One invention would ring a bell in a police station when slugs are dropped into the machine; another would trip a flashlight photographing the miscreant inserting the slug. There are a number of patents for tape playback giving customers advice concerning coin machine patronage and thanking them. A "Quiz game" was patented recently testing the ability to distinguish pitch. Two notes of slightly different frequency are sounded and the contestant tries to distinguish which note is higher.

Juke Boxes for Tiny Liechtenstein

VADUZ, Liechtenstein—Twenty-four new phonographs have been ordered by this postage stamp principality's new ski resort in the Malbun Valley, 5,000 feet above sea level. Heretofore, Liechtenstein has been only a summer resort, but the land, where cows almost outnumber people, is venturing into the ski trade with the construction of winter hotels and ski lifts in the Malbun Valley. The juke boxes have been ordered for location in the new winter resort area. The 25 new boxes will bring the total phonograph count in the Grand Duchy to just over 100.

British Firm a Bergmann Co. Debtor

HAMBURG—Bankruptcy proceedings at Reading, England, list liabilities of the Reading Automatics Limited at \$2,415,000, including "substantial" amounts owed the Bergmann Company of Hamburg. The proprietor of Reading Automatics, Peter Law, has testified he paid \$12,000 in bribes to executives of finance companies to issue loans to his firm. Law also related paying \$2,400 to an employee of another firm to learn that firm's juke box listings and collections.

In a similar case, Claude Edward Pizery, self-styled "juke box king," has admitted, at hearings at Ipswich, defrauding four finance companies of \$1,500,000 in phonograph sub-transactions. These cases are being linked by the German trade with the Saxonia case at Goslar, where a finance firm advanced money against promissory notes drawn by elderly persons against their pension rights, the money being used for purchase of phonographs.

German operator associations charge that finance companies, in instances such as these, are guilty of negligence, and are making phonograph operation a Loebball for financial hanky-panky.

Japanese Seek Sea Payout Market

ROTTERDAM—Japanese companies are reported planning to promote a maritime market for payout machines based on the apparently successful transit of fruit machines aboard the 81,000-ton Cunard liner Queen Mary. It is learned that representatives of at least one Japanese firm has approached shipping companies with sales promotional material for a specially designed ocean-going fruit machine. Trade sources say the Japanese fruit are more compact than their occidental counterparts and have a built-in stabilizing device which minimizes pitch and roll of the ship.

Although the Cunard Line is reluctant to discuss its gambit with fruits, it is understood that the Queen Mary's machines are Japanese Sega machines and that they are installed aboard the Cunard Queen as a promotional gimmick for the general maritime market. It is pointed out that fruit machines tend to be popular with almost everyone except the authorities and local blue-sun groups who agitate for restrictive laws. Ships, however, are immune from such legislation.

Airport Caters to Coin Shipments

BRUSSELS—Special expediting facilities have been established at the Brussels airport for coin machine shipments, evidence of the boom in air freighting of coin machines from the U. S. and Europe to Africa, the Middle East and even Asian points. Brussels airport officials reported that coin machine air freight shipments have doubled in the last three years, partly due to the importance of this city as a crossroads between America and African markets.

W. Germans Go Big for Compacts

FRANKFURT—"Compact" phonographs are increasing in popularity in West Germany. Latest figures show sales of the compact—100-selection or less boxes occupying minimum floor area—have increased 22 per cent so far this year over last year's same period. Two new compacts are on the market, Wurlitzer's Lyric and Rock-Ola's Princess. Both boxes are produced in West Germany and are specifically designed for European operating conditions. Automatic Canteen Company is offering its Tomomat box as a competitive box, although the Tomomat is a larger phonograph. The compact trend is mainly among small locations which have decided their limited floor space is too valuable to squander on large prestige boxes.

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

Stout Calls for Regional Public Relations Efforts

PIERRE, S. D.—Gordon Stout, long-time veteran of the coin machine industry and a director of Music Operators of America, called for a series of regional meetings as a step toward better public relations.

In an open letter to the industry, Stout said the meetings would enable local operators to be schooled in the art of "good public relations so they could better help themselves."

Stout said that the regional meetings would "assuredly take much more money..." than the one national meeting run by MOA, but

that it would reach more operators, and be "must reach more operators."

Contribution

Stout accompanied his letter with a \$100 check to the Coin Machine Council, public relations arm of the coin machine industry, and a \$50 check to MOA. The contributions were in addition to his already paid yearly dues to CMC and a fully paid life membership to MOA.

Stout's letter was a plea for support from all segments of the coin machine industry for both the Coin Machine Council and Music Operators of America. He termed the current lack of support for both groups a "crisis in our industry," and said he hoped his letter would help awaken others to a responsibility which is theirs (the coin machine industry's) alone if we are ever to win that confidence, respect and prestige in general public opinion to which our industry is entitled.

The Coin Machine Council, said Stout, "has a real good record of accomplishments to its credit. But it has not attracted the operator membership it must have if it is to survive."

MOA is in much the same situation, he noted. He emphasized that support must come from all segments of the industry.

Ex-Boxer Barney Ross Joins Bennett PR Firm

NEW YORK—Barney Ross, former lightweight and welterweight boxing champion and World War II winner of the Silver Star with the Marines, has been named senior associate of Bennett Public Relations here.

During the last 15 years, Ross has been closely associated with the coin machine industry and has appeared regularly at trade functions. In his new assignment, Ross will handle special publicity assignments and act as liaison with the firm's Washington, Chicago, Los Angeles and Canadian affiliates.

* "Terrific!"

* See DISTRIBUTOR J. O.

SEE NATIONAL . . . PAGE 78

when answering ads . . .
Say You Saw It in
Billboard Music Week



AT LAST,

a planned and positive public relations program is working for the coin machine industry, instead of the old barrage of bad publicity, the press is now printing stories that show the coin machine industry as an important part of the American economy and way of life.

THE FUTURE

Success of this public relations program depends upon your support. It is financed solely by memberships in the
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Annual Dues: Distributors \$200 Jobbers \$100

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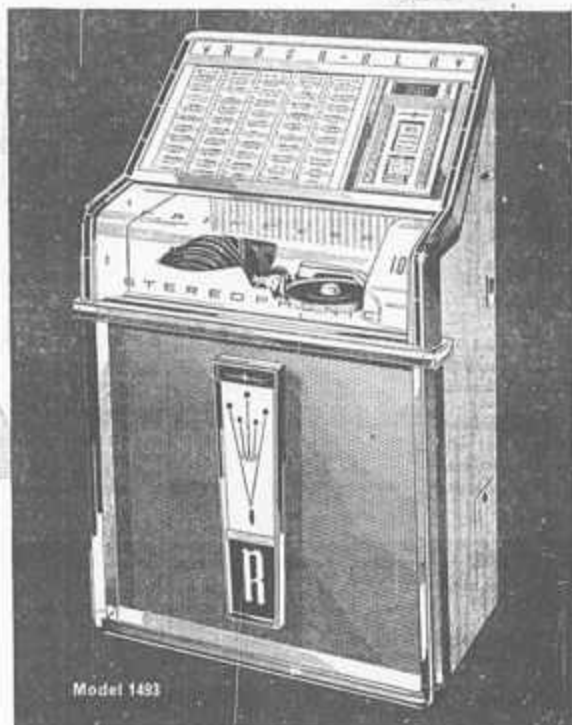
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MONAURAL · STEREOPHONIC
PHONOGRAPH · 100 SELECTIONS

a new concept in
compact design creates
greater location reception
... increased profits

The Princess—Compact—Versatile—Daring High Styling coupled with the World Famous ROCK-OLA Tradition of excellence in engineering, unexcelled dependability and quality convinces you at a glance that here is truly the World's Finest All Purpose Stereophonic—Monaural Compact Console Phonograph.

The Princess is truly a rhapsody of color... a symphony of high style with the sound of the future... today.

Maximum earnings and complete location satisfaction are assured.



NEW COMPACT DESIGN. A totally new concept in "compact design," measures only 40 1/2" high and 22 1/4" wide and 21 1/4" deep. The Princess has an uncluttered, crisp appearance in any location.

COMPACT MECHANISM. Now for the first time in the history of Coin-Operated phonographs, Rock-Ola has produced an entirely new Compact Revolving Record Magazine designed specifically for use in a small phonograph. The NEW Rock-Ola compact mechanism has fewer moving parts for faster cycling and maximum ease of servicing, while preserving the traditional Rock-Ola Revolving mechanism design and operating dependability.



PERSONALIZED LOCATION PANEL. Now you can personalize the Princess Phonograph for each location, by quickly and easily snapping into place the Title bar letters provided. A full set of snap-in letters provides you with full Location, Personalization Flexibility.

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UK. YOGIE	125.00
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Exchange your old model
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Vending Operations Round the World To Be Examined at NAMA Convention

CHICAGO—Panel discussions and talks on unusual vending methods around the world, how U.S.A.-style vending operates in other countries, and methods of exporting American vending equipment will be presented at the First International Vending Symposium in Chicago October 31.

The international conference is part of a four-day "75th Anniversary Convention" and vending machine exhibit, October 28-31, sponsored by National Automatic Merchandising Association.

Some of the topics on the program agenda include: "Tea Vending in England"; "Full-Line Vending in Swedish Shipyard"; "Beer Vending in Jamaica"; "Store Front Vending in Italy"; and "Automatic Public Restaurants in Holland."

Several hundred overseas vending executives already have registered for the international vending symposium, according to Jack Low, Wittenborg, Inc., chairman of the International Vending Symposium Committee.

Low said Thomas H. Donahue, NAMA president, will open the international meet with a welcoming address. Responding for overseas delegates will be E. Gonn, Switzerland, overseas vending expert for the Nestle Company.

Remainder of the morning session will be devoted to two consecutive panel discussions, each followed by a period for audience discussion and participation.

The first morning panel, "How U.S.A.-Style Vending Operates in Other Countries," will present operations in other parts of the world based on vending operations where a vending company services and owns the equipment.

Following is a list of panelists and the subjects they will cover: "Tea Vending in England"—Norman Ditchburn, chairman, The Ditchburn Organization, London, England.

"Outdoor Cigarette Vending and Cosmetic Vending in England"—Robert Goode, managing director, Automat, Ltd., Beckenham, Kent, England.

"Full-Line Vending in Shipyards in Sweden and Other Scandinavian Countries"—P. A. Atterberg, president, Pan-Nordic Automation, Snerre, Sweden.

"Vending in Schools" and "Beer Vending"—Frank Burt, managing director, West Indies Vendors, Ltd., Kingston, Jamaica.

"Soft Drink Vending in the Pacific Islands"—Tom Higley, vice-president, Yonagunaka Beverage Company, Naha, Okinawa.

The second morning panel discussion is entitled "Unusual Vending Methods Around the Globe." It will be devoted to the presentation of vending methods not usually found in America.

Panelists and their topics are: "Taxiphones" and "Parcel Lockers in Paris"—Paul de Chayla, president, S.A.A.F.A., Paris,

France. (Taxiphones are token telephones operated in France. The parcel lockers are unusual types, utilizing timing devices.)

"Store Front Vending in Italy" and "Problems of Municipal Licensing in Italy"—Alessandro G. d'Anna, Vend System, Milan, Italy.

"Store Front Vending and In-plant Food Services in Switzerland"—Ely Friesler, Faerber Automaten, A. G., Zurich, Switzerland.

"Automatic Public Restaurants and Outdoor Vending in Holland"—J. M. Scherren, president, N. V. Eumatic, Kaulheide, Holland.

The afternoon program beginning at 2 p.m. is intended for manufacturers of equipment and products.

The program includes two pre-conferences.

"Licensing as a Method of Exporting Equipment From the U.S.A."—Dwight Hightower, international attorney and export specialist, Baker, McKenzie & Hightower, Chicago, Ill., an international law firm with offices in Europe and South America.

"Solving Problems of Exporting U.S.A. Vending Equipment to Other Countries"—a panel workshop presenting typical American manufacturers who will discuss current export problems, solutions, ideas.

The following day (November 1), foreign delegates will be taken on a tour of typical vending and manufacturing installations in Chicago.



COINMEN in the news

Midwest

CLEVELAND CLUES

Charles Conella, head of Cadillac Music and Amusements Company, sees the first signs of an upward trend in business in many a month. Conella, whose firm has sponsored local softball teams for about 15 years, had another reason to beam. One of the Caddy teams, last month's winner of the American Softball Association tourney, has also won the city softball title.

Charles E. Metro, C. M. Music Company boss, recently returned to the lakeland city loaded with trout caught during a quiet away-from-the-telephone week at his brother's cabin in the upper lakes region of Michigan. . . . Currently fishing is Ben Mart, co-owner of J. B. Music Company, who left last Saturday for his annual angling sojourn on the upper St. Lawrence River.

Now that his 22 employees have finished their vacations, Joseph Abraham, head of Lion Distributing Company, can start thinking about a vacation of his own. Abraham hasn't interrupted his round-the-clock schedule since his 1959 Lebanon visit, but he might, next year, for another trip to the Middle East.

MILWAUKEE MENTIONS:

Mr. and Mrs. C. S. Pierce, Broadhead Music, Broadhead, Wis., are vacationing in Europe. They will be gone about a month. . . . Nat Victor, S. L. London Music Company, Seeburg distributor, reports a fine fall pick-up in business. The Seeburg line of cigar and soft drink vending machines are moving at a swift pace. Recently added to the staff is Leslie Eichler. He covers the State territory with the firm's line of vending equipment.

Bob Mabb, Record City one-stopper boss, reports a big demand for pop instrumental standards by juke box operators. High on the list, he says, are the Mitch Miller and Ken Griffin organ package disk deals. . . . Stop-ins at the Record City disk counter this week included Martin Oberdieck, Juneau; John Jesmick, Sheboygan; and Casey Karpiński, Keweenaw, Wisconsin. . . . Philip Sevasta is the new owner of the Wisconsin Novelty Company route staff. He replaces veteran Howard Klambine, now handling the cigar vending routes for Schiller & Wright.

An early October date has been set by Frank Bartnik, Boston Music, for his fall fishing trip in Canada. Plans also call for a flying jaunt later in the fall to the Dakotas for pheasant hunting. . . . Ev Henth is now handling all of the city accounts for Wireline distributor, United, Inc. According to the boss man, Harry Jacobs Jr., the rest of the State is being covered now by Walt Koethl.

A nice demand exists for new Valley pool tables, according to Sam Hastings, Hastings Distributing Company. Coinmen shipping the Hastings headquarters for good used equipment include Joe Halladay, Halladay Coin Machine Company, Green Bay; Herb Schultz, Coin Machines Unlimited, Colfax; and Cliff Bookmeier, Green Bay.

Biggest turnout from any single firm at the recent Wisconsin Music Industry Goldkeys, was from Milwaukee Amusement Company. Owner Clarence Smith, himself an avid golfer, brought along five of his customers. One of them, Harold Zastrow, earned Class B honors. And Clarence Smith won one of the major deer prizes, a Columbia portable radio. . . . Ed Gronowski, route foreman for Red's Novelty Company, West Allis, is vacationing in Canada.

DETROIT DOINGS:

Thomas J. Dewberry, operator of a game route under the name of T. J. Amusement Company, for several years, and a leader in the Detroit Shuffleboard Association, has taken on the duties of director of league play for both pool table and shuffleboard leagues in the Detroit area. This post was made vacant about three weeks ago by the sudden death of Ted DeHaire, Marine City operator, who had filled these functions for some years.

Dewberry's plans are to function informally, without a formal organization name at present, rather than as the Tri-County League,

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Model Kurtz 12 RPH Motor, used on the Auto Bell, Domino, Circus and The Show Games, Confect.

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... outdates every shuffleboard on the market today ... makes every one a submarginal profit-producer!

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... in profits you never dreamed possible with a shuffleboard you never dreamed possible!

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The First
Completely New
Shuffleboard
In 100 Years!

Guaranteed To OUTFLIP, OUTFORM and OUTPROFIT Any Machine You've Owned!

Completely revolutionary from top to bottom with every feature you've wanted. And, you'll be amazed at the low investment and low cost of operation. . . . ACTUALLY LESS THAN YOU NOW SPEND!

WRITE NOW! Find out how you can get more for less with National's ASTRO-LITE. You'll receive with absolutely no obligation a multi-color brochure plus National's unique PROFIT-PLAN!

NATIONAL SHUFFLEBOARD COMPANY

51 MAIN ST., EAST ORANGE, N. J.

YES! I am interested in learning the full story on your ASTRO-LITE Shuffleboard.

Send Me Details

Have Your Representative Call

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MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS



LUCKY HOROSCOPE

- 5c, 10c, or 25c Play
- ✓ National Coin Reflector in each chute
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 - ✓ Easy to Load—Holds approx. 1,000 tickets
- Size: 18" x 8" x 6" Wgt. 20 lbs.

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WRITE!

SURE SHOTS FOR LONG RUN PROFITS ...



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DELUXE
90
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50"
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Have All These Features:

- brightly polished chromium plated castings around all pockets
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- recessed removable drawer

Supplied with
4 best quality cues

See the Standard Model 75—
low priced—a quality table.
All models have slate top
covered with regulation billiard cloth.

Place Your Order Today!

Contact Your Nearest Williams Distributor.

WILLIAMS ELECTRONIC Mfg. Corp. 4542 W. BURNER ST. CHICAGO 24, ILL.

Resentment Kills Teen Haven

Continued from page 71

basis in a store across the street from my office so I could see what prospects it had to offer.

Supervise Activities

"A gang of teen-age kids used to hang around in front of my office at night and I thought the center would provide a better place for them to be. I planned to supervise activities myself until I could determine whether business would be profitable to hire an attendant."

Jenkins ran into trouble during his first night of operation. He hadn't planned to open the center that night, but while a painter printed his front window sign, kids from the neighborhood begged Jenkins to turn on the machines. The young businessman left the place unattended for about an hour while he drove the sign painter home. While he was away someone, he believes parents of some of the youngsters, called the police and their councilman and pulled the fuses from the building so the machines wouldn't work.

The harassment continued the next day when parents called Cleveland's two daily newspapers to complain about the operation of unattended pinball machines. Pinball machines are outlawed here.

Final Blow

This was the final blow, Jenkins said. The following day both papers carried stories about the opening of the center. The articles presented both Jenkins' side of the story and that of the parents who protested his operation.

"I felt the publicity hurt me," Jenkins said. "My idea was to keep the business small and restricted to the residential area. After those

stories appeared I got calls from all over town and I decided more people than the small center could handle would be attracted."

Jenkins hasn't abandoned the coin center idea entirely, however.

Shopping Center

"I think it would be ideal in a large shopping center," he said. "Parents could leave their kids at a center, do all their shopping in peace and pick the kids up on their way home."

Although he has operated Atlas for only five years, Jenkins has been connected with the vending industry all of his life.

His father, Wallace A. Jenkins, dealt in game and bulk vending machines for more than 37 years. The elder Jenkins owned the Atlas Manufacturing and Sales Corporation until 1959, when he sold out to his partner, Frank Olask.

"Dad is in horsewares now," Jenkins said, "but I know he would like to get back into the vending business."

Neighborhood children peer into the window of the padlocked Coin "O" Matic Center, the city's first but short-lived coin machine recreation center. Protesting residents forced the owner, Roland Jenkins, Atlas Enterprises head, to bow to public opinion.

NAMA Meet

Continued from page 71

at McCormick Place here, October 28-31.

Keynote speaker will be Drew Pearson, syndicated newspaper columnist and radio and television commentator.

Feature of the show will be the First International Vending Symposium, covering vending practices throughout the world. Hundreds of foreign vending executives are expected to attend the session.

Coin Trade Bills

Continued from page 71

White, made during Senate Judiciary consideration of the Eastland bill. White suggested wording to allow shipment of pinballs into States which specifically permit their entry by statute.

Bills not passed by the end of the second session die, and must be reintroduced in the 89th Congress in 1963.

OPERATE
UNITED
Shuffle Alleys
and
Bowling Alleys
WELCOME EVERYWHERE

UNITED MANUFACTURING CO.
8401 N. California Ave., Chicago 16, Ill.

Reserve Hit

Continued from page 71

ers may carry a reserve bonus score from game to game until made.

The letters R-E-S-E-R-V-E are lighted by hitting a variety of targets on the playfield. Lighting the full word in turn lights a skill hole.

Players can also win replays by lighting the top center rollover, making numbers 1-2-3-4.

Reserve also has a match feature, high-score feature, two kickout holes advancing the bonus feature and two bottom rollovers for replays. The game comes with single or twin chutes, slug rejector and locked coin box.

THE
* See NATIONAL
SHUFFLEBOARD
PAGE 78

Everybody benefits
when everybody gives

the **U** way

National is Shipping
GOTTLE'S NEW
CORRAL

Essential! High speed action! Sounds on the playing — "Corral" the perfect for your brand on this one — order fast!

WEEKLY SPECIAL!
C. E. 14' BOWLING
LEAGUE—Completely
Reconditioned..... \$120

NEED for EXPORT:
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TEXAN	SWISS GIGAWATT
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LITE-A-CARD	DOUBLE ACTION
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Say You Saw It in
Billboard Music Week

2 1/2 Times
More
Circulation
Than the Next
Magazine!

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21,454

THE WORLD-WIDE
COMMUNICATIONS
CENTER
OF THE
MUSIC INDUSTRY

BILLBOARD MUSIC WEEK

New Bally Bowler Ups Takes On Chicago Location by 40%

CHICAGO—A new ball bowler brought a 40 per cent hike in collections at a local manufacturer's test location.

The lesson is not a new one, but according to Bill O'Donnell, Bally Manufacturing Company sales manager, reaffirms once again how upgrading equipment in a location can often bring startling increases in earning power.

Bally regularly tests new games in test sites around the country, and while the games used are Bally's, the lesson learned can well

apply to virtually all types of coin operated equipment.

O'Donnell cited an example where a new bowler was installed in a medium sized Chicago cocktail lounge, where a previous bowler was averaging \$60 per week.

During the first week of the test, the average remained the same. The second week it went up, and at more patrons became aware of the new unit, collections went even higher. At one point, collections hit \$95 per week and the average over an 11-week period was \$84 with no signs of leveling off.

"Most significant," said O'Donnell, "is the fact that the new bowler was moved into the spot in

Court Disposes of 27 Coin Machines

DALLAS—Two district judges have given their consent to the disposal of 27 coin-operated machines seized by Dallas police as gambling devices.

Only four of the machines will actually get the ax.

The judges approved a police proposition that the remaining machines—shuffleboards and bowling alleys and an electric-operated pool table—be donated to the Salvation Army, the Dallas County Boys Home, the county juvenile home, and Dean Memorial Children's Home.

The machines have been in possession of the police since 1956.

mid-summer, traditionally a slow season in Chicago. Price per game was the same on both machines used in the test.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY

Dept. 8, 618 N. Jefferson Blvd

South Bend 17, Indiana



SEE
**AMI
COLOR
INSERT
OPPOSITE
HOT 100**

when answering ads . . .

Say You Saw It in
Billboard Music Week



CHARLIE PAGE, left, and Barney Luchman have joined the sales staff of W. B. Music Company, Kansas City, Mo., Seaburg, Chicago Coin and Gottlieb distributor. Page will cover Missouri and Kansas, while Luchman will cover Nebraska. Both men are coin machine veterans.

"Profit-Makers" From chicago coin

- PRO HOCKEY
- PRINCESS BOWLER
- PRO BASKETBALL
- PRO BOWLER
- "TRIPLE GOLD PIN"

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Atlas-Conditioned and Guaranteed!

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WITTENBERG REF. 24 SEL.	\$195
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SEEBURG 800 E-2 CIGARETTE	215
ROWE L-1000, 4 PLAYER	595
APCO 6 FLAVOR, ICE	1,145
APCO 4 FLAVOR, ICE	1,095
CONTINENTAL COFFEE "30"	195
CONTINENTAL COFFEE "28"	185

SPECIAL!
**WURLITZER
MODEL 2200
\$425**

MUSIC—Reconditioned

A.M.I. 8-120	\$165	SEEBURG 80-200	\$295
A.M.I. 9-200	245	SEEBURG L-100	445
A.M.I. 9-420	250	SEEBURG 201	425
A.M.I. 9-120	195	SEEBURG 227	195
A.M.I. 1-2000	345	ROCKOLA 1444	195
A.M.I. 3-200	395	ROCKOLA 1460-170 M.	425
A.M.I. 8-200	440	WURLITZER 1000	375
A.M.I. WALLMATIC (HW-200)	85	WURLITZER 2300 S.	585

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ATLAS
IS STILL YOUR BEST BET!



1/2 Dept., Bul. C.O.D. or Sight Draft

A Quarter Century
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ATLAS MUSIC COMPANY

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Gottlieb's

CORRAL

Means High-Speed Action! Player Appeal! Profit!

Corral is your key to a real rip-roarin', fence bustin' money-maker. Fast player-appealing action plus its sensational new cabinet design means more coins in the cash-box.

See it at your distributor today!

- Making rollover sequence 1-10 scores special and lights each number for additional specials.
- Wagon Wheel rollover button scores number spotted.
- Bottom rollovers score number made plus spotted number on Wagon Wheel in center playfield.
- Roto-Targets score numbers or 100 points for bulls-eye.
- Alternating light pop bumpers for high score.
- Popular "Score-to-Beat" Panel.
- Match feature.

D. Gottlieb & Co.

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Paul A. Price, President, Paul A. Price Co., Inc., says:

"BILLBOARD HAS CONTRIBUTED GREATLY TO OUR GROWTH AND SUCCESS..."

"It has provided us with the proper medium in which to announce our new items..."

"... the news in bulk vending section demands that every operator, if he wants to keep abreast of his industry, read the Billboard each week. This pays off handsomely for the advertiser."

"... weekly ads have enabled us to build up our customer and mailing lists..."

"... particularly gratifying to receive a long-distance phone call from an unknown operator and to find out he wants to place an order 'from your ad in Billboard'..."

"... We are indeed happy to be one of your weekly advertisers in the years to come..."



Chassis - Neostix - Specialties

PAUL A. PRICE CO., INC.
Manufacturers - Plastics
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COntact 7-5174

Aug. 15, 1961

The Billboard
1554 Broadway
New York 36, N. Y.

Att. Dick Wilson

Dear Dick:

My August 7th issue of Billboard never arrived. Would you initiate an immediate check with your Cincinnati circulation department?

If my subscription has expired, then renew it for three years and invoice me.

The Billboard, Dick, has contributed greatly to our growth and success since we entered the bulk vending business in 1947 with our line of plastic chassis. It has provided us with the proper medium in which to announce our new items. And, in those cases where initial response to a new item ad has been great, we would repeat the ad for two or three weeks for maximum exposure.

We are sure that the news in the bulk vending section demands that every operator, if he wants to keep abreast of his industry, read the Billboard each week. This pays off handsomely for the advertiser.

Our weekly ads have enabled us to build up our mailing and customer lists, to make new friends and renew old ones. It is particularly gratifying to receive a long distance phone call from an unknown operator and to find out that he wants to place an order "from your ad in this week's Billboard."

We are indeed happy, Dick, to be one of your weekly advertisers in the years to come.

Very truly yours,
Paul A. Price
PAUL A. PRICE CO., INC.

PAF/11

Shown are reduced reproductions of typical Price Company advertisements.

BRINGS LUCK TO YOUR MACHINES
The new effort to be without this item!

EVIL EYE IDOL

Authentic! Effective!
Keeps all evil away from your machines!
Protects against all types of machine failure!
Available in assorted machine colors!
Each package is an investment!

Only \$12.50 per M

Large quantities available from your distributor or:

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PAPCO STA-TITE CAPSULE

Look no further for a PLASTIC CAPSULE machine part!

MAN'S best friend with the "New Look" is the Sta-Tite Capsule... it's perfect for all types of machines. And it will give them a new look!

Plastic! Right! Different! Machine of what you want! The Sta-Tite Capsule is the answer to your problem!

Application to thousands of machines that are in use today. It's a great machine for the operator who needs it.

ALSO AVAILABLE!
The "New Look" Capsule... it's perfect for all types of machines. And it will give them a new look!

Whenever the operator business can be done, it's done. And so it is with the Sta-Tite Capsule. It's a great machine for the operator who needs it.

Each application. **PLASTIC CAPSULE** costs \$12.50 per M.

Order from your distributor or:

PAUL A. PRICE CO. INC.
1554 BROADWAY, NEW YORK 36, N. Y.

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