

BILLBOARD MUSIC WEEK

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

RED JUKE BOXES BABBLE SOUND OF OUTER SPACE

EAST BERLIN—Communist juke boxes are featuring an "Out-of-this-world" top tune — a disk based on Major Yuri Gagarin's space flight.

The disk features the sound effects from Major Gagarin's journey into space, beginning with the rocket blastoff. The sound effects—Gagarin's communication with his earth control station, simulated noises of the space cabin whistling through space at 18,000 miles per hour, and his acclaim upon landing—are strung together by a narrative of the flight.

The disk begins and ends with a blaring of martial music. Communist disk experts here state frankly that the Gagarin disk is a pilot project for an outpouring of disks using the "our-man-in-space" theme.

The Communists intend getting the maximum propaganda mileage from the Gagarin flight in all possible directions, and the disk experts state that this includes a parade of platters encouraging Western as well as Communist pop fans to "go ga-ga" over Gagarin.

It is hoped by the Communist masterminds behind the

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NARM Confab Hints Stepped-Up Action By Distrib in Dealing With Rack Jobber

Manufacturers, Racks Agree on Added Distrib Functions
But Disk Makers Strongly Defend Importance of Distribs

By BOB ROLONTZ

MIAMI BEACH, Fla.—The one area in which there appeared to be general agreement between rack jobbers and record manufacturers at the third annual National Association of Record Merchandisers Convention here was that distributors, both major and indie, had to become more concerned about the rack jobber. This came up again and again, in panel discussions, in questions from the floor, at the meetings in hotel rooms and in the

hallways of the Eden Roc Hotel here. Distributors were asked to get on the ball by the rack men in seeing them about new product, passing on merchandising aids shipped to them for rack manufacturers, and co-operating with the racks on co-op ad programs.

Although manufacturers were willing to concede that their distributors needed to orient themselves more toward the rack jobber and his problems, practically all of the manufacturers present

defended strongly the distributors' role in the record business. In fact, the defense appeared to sound a bit of caution against rackers expecting manufacturers to by-pass distributors to sell directly to racks.

Outside of a few labels with indie distributors who sell directly to racks, manufacturers were almost unanimous in implying that rackers must continue to buy their merchandise from distributors as do dealers and one stops. This is not the same problem for record companies with their own branches as for those with indie distribs. Suggestions were heard that indie distribs should set up special departments to work directly with rack jobbers.

All Business

The third NARM convention, like the others that had preceded it, was all business in the daytime, though there were social gatherings each night sponsored by various manufacturers. From the keynote address by NARM executive secretary, Jules Malamud, to the final sessions Friday, the rackers stressed their responsibility, their maturity and the feeling that they were now "a part of the record business." With this feeling, none of the record manufacturers appeared to dis-

(Continued on page 3)

Solomon Sells Diners' Disk Club To Belock, Missile-Computers Co.

By LEE ZHITO

HOLLYWOOD — The Diners' Record Club was purchased last week by Belock Instrument Corporation, the multi-million-dollar missiles and computers firm, from the club's founder, Bernard C. Solomon, who will remain at its helm. Solomon will continue to operate it as an all-label club, and will retain its headquarters here.

Belock, primarily in the guidance control and instrumentation field, also owns Everest Records. The club will function as a wholly-owned Belock subsidiary, and will not be part of the Everest division.

Solomon started The Record Club, Inc. (doing business as the Diners' Record Club) in June 1959. Belock acquired it through an exchange of stock. In addition, terms

of the sale allow Solomon stock options plus a percentage of the club's profits payable in Belock stock.

The deal was negotiated between Jack J. Fischer, Belock Corporation board member, secretary and general counsel, and Club President Solomon. It became effective Wednesday (26) when Belock's board of directors approved the purchase.

To Boost Promo

With the Belock resources behind the club, Solomon will launch a stepped up advertising and promotional campaign aimed at a rapid expansion of its membership. Solomon told Billboard Music Week that his immediate membership recruitment program calls for quadrupling the club's national advertising and direct-mail efforts.

Chief lure in the soon-to-be-launched ad campaign will remain the club's basic all-label theme, seeking to attract joiners with product from an impressive array of manufacturers, including majors and independents. In the past, the disk club used space in the lead-

ing national consumer magazines, with particular emphasis in the Diners' Club monthly magazine. Although his ad budget will now be boosted fourfold, Solomon can be expected to stick closely to the media he has used in the past,

with increased schedules going into the same publications. The Diners' Club magazine will continue to be a primary medium, since the disk club will retain the Diners' name and continue to buy the credit

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RCA's Soria Blueprints Future of Intern'l Dept.

NEW YORK—With the International Department now under the aegis of RCA record division, a long-range blueprint is being worked out by Dario Soria in order to achieve the fullest potential in the world market. Soria, division vice-president, International Liaison Department, has in the past been an important factor in selling European product in America. His current post is more complex. He will continue to sell Europe here — through the new international series—but he will also promote American product abroad.

"The first major effort to be made in our department," Soria stated last week, "is to get creative people to think internationally." This philosophy, Soria pointed out, is applicable not only to album production, but also to promotion, publicity, etc.

World Image

The end result envisioned by Soria is the creation of an RCA image all over the world. Also implicit in the thinking of Soria and other RCA executives is the increasing value of music as a link

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Everlys' Label Named Calliope

HOLLYWOOD — The Everly Brothers will launch their own record firm in mid-May under their Calliope label (BMW, April 24). The Warner Bros. Records' artists will use the label to discover and develop new talent, but under terms of their exclusive WB contract, will not be able to perform on the label.

Snuffy Garrett, Liberty's artist-repertoire ace, previously reported as participating with the Everlys' in the venture while still remaining active at Liberty, in no way will be affiliated with the new label. He will continue to serve Liberty exclusively.

Don and Phil Everly have conducted their label's initial recording sessions; first release will be a single. Warner Bros. Records will be the exclusive distributors for the line. Calliope will issue singles as well as LP's. It will not follow a regular releasing schedule at the outset, but will issue product whenever it feels it has salesworthy offerings.

The Everlys' dipped into classic mythology in their choice of the Calliope name, a tag which is the Greek word for beautiful voice. In mythology, Calliope was the mother of Orpheus, and the muse of epic poetry and eloquence. Its name in contemporary times was applied to the steam whistle organ used at circuses.

European Firm Plans Vast Op Disk Service

By OMER ANDERSON

MILAN, Italy — A diskery for the European Common Market is being established by Carlo Alberto Rossi, the Italian composer and music publisher.

Rossi intends doing for the platter trade what the politicians seek to do for coal and steel and nuclear energy — to create a single international music market served by a single firm.

Rossi intends taking top tunes from each of the Common Market countries and having pressings made with top recording artists from each country.

This will be done, for example, at the next San Remo pop festival. The accent is on international music rendered by the best national artists.

Rossi has signed up member

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Pachanga's Stint in Singles Cues Dance Fad, LP Push

By REN GREVATT

NEW YORK — What may eventually add up to the first big new Latin dance craze to hit the States since the first days of the mambo and the cha cha cha some years back, an item variously known as the Pachanga and/or the charanga has stemmed from several single records enjoying only moderate success on the charts.

The biggest single disk of the craze, "The Charanga" by Merv Griffin on Carlton, reached its highest point a week ago at the 69 slot. The only other disk, featuring this new Latin beat, "La Pachanga" by Audrey Arno and the Hazy Osterwald Sextet on Decca, reached as high as 87 on the Hot 100 and then vanished this week. Despite this modest degree of singles activity, the idea of the pachanga-charanga has sparked a tremendous new outpouring of albums featuring the rhythm.

Actually, the dance itself is properly called the pachanga. The combo (featuring flute, violin and percussion) which plays for the dance is called a charanga, but this name, too, has become widely identified with the dance.

Word-of-Mouth

The interesting aspect of the craze is the fact that seldom has such relatively moderate single disk success kicked off so much word-of-mouth promotion, to the

extent that today, labels, both pop and those identified with the Latin field, are having a veritable field day in pumping out merchandise. And it's coming on both singles and albums.

One week after the initial singles broke on the market the album flow began, with such names as Alegre, Fiesta, Ansonia and Panart, normally among the less active in terms of regular releases, coming out with new product to cash in on what was believed to be a legitimate fad.

For years, such labels were invariably heavily represented with the standard cha cha cha and related mambo, but starting early in April the titles suddenly changed to such as "Pachanga Y Su Charanga," "Pachanga Con Cha Cha Cha," "Charanga" (by the Sublime Ork), "Charanga Fiesta," "Charanga" and others.

Only last week, Epic, Seeco and Kapp got into the act with new pachanga albums, and this week a number of additional albums on the newest Latin dance sensation have arrived at Billboard Music Week for review. Meanwhile a number of singles featuring the new rhythm have also appeared.

All this despite two chart singles, one of which reached as high as 69 on the list and the other of which has evaporated. Tradesters now wonder how far all this will go and whether a legitimate new trend can evolve on such an insecure framework.

Craft Sets Up Own Distrib; May Set Trend for Industry

NEW YORK — Morty Craft, head of Warwick Records, has set up his own distributorship in Cleveland in association with both Colpix Records and Little Golden. This is the first independent distributorship to be started by Craft and, according to the Warwick chief, is only the beginning. Craft says that he will soon start another of his own branches in Pittsburgh.

Craft's move into his own distributing is something that is expected to grow more prevalent with indie manufacturers. A few weeks ago Billboard Music Week carried a story about large indie labels readying similar moves. Two indies who have actually laid plans to open their own distributorships are Atlantic and Chess, and their first joint outlet is reportedly slated for Memphis. At the beginning of this year, Dave Kapp opened his own branch in New York for Kapp Records exclusively.

The reason that indie diskeries are getting ready to set up their own branches in certain markets is due mainly to the proliferation of record labels over the past few years. Whereas, once an indie distributor handled 20 to 30 labels, now some of them handle as many as 50 to 60. With this amount of products the indie distributor is in a position to "cherry pick" and only work on the hot individual single or LP item and ignore the rest of the line. With the large investments that many indies now have in a full LP line, there is a strong feel-

ing that they can no longer go along with this practice. They feel that with their own branches in a few key cities, at least, it can help push their entire line.

Some indie distributors have made an attempt to work more on their big lines and stay away from the one-hit labels by refusing to take on new firms. Some, in fact, have even told the small labels they have been handling to find another distributor. But the lure of a singles record hit from a new source is always tempting and many indies place no restriction on the number of lines they will handle.

If strong indie lines initiate more of their own branches it could hurt the indie distributors in the long run. To meet this same possibility a few years ago, a number of indie distributors opened up new and entirely separate distributorships, with a new name and a new staff to handle only a few labels. This could happen again in the future.

Bigger Distributor Work Role Forecast By Rack Jobbers and Mfrs. at NARM

Role of Distributor Is One Agreement Area at Conclave

• Continued from page 1

agree, the disagreements on the manufacturers' side coming up over such things as merchandising methods, promotions, returns, slow payments, what product is displayed on racks, lateness of pushing hot singles and LP's, etc. On the rackers' side the list of complaints ranged from being by-passed on deals, discount competition, lack of merchandising materials, failure to understand rackers' problems, deals, discount competition, lack need for preply-bagging and pricing LP's and for a better liaison between manufacturers and rack men.

On the last-named point, the need for a better liaison between rackers and manufacturers, a solution appears to be on the way. It was decided at one of the panel discussions that NARM would issue a NARM bulletin on a monthly or bimonthly basis that would attempt to let the manufacturers know what it wanted and let the racker know what manufacturers were offering. This refers to merchandising aids, floor racks, displays, etc. The monthly bulletin would be put out each month by Executive Secretary Malamud.

In addition, via the series of panel sessions in which rackers and manufacturers exchanged views on various problems, a number of other points were resolved. When the questioning about discounting on the part of the rackers threatened to explode into a hassle, Dave Miller, of Somerset Records, quieted the rackers with the declaration that discounting was here and everyone had to learn to live with it. For this, Miller was roundly applauded. When one racker asked the question that had filled the air, sotto voce, for days: "Why can't I buy my goods direct from the manufacturer?" he was informed that this was not the policy of NARM members.

NAMM HOLDS 'REVIVAL MEET'

CHICAGO — A feature of this year's 60th anniversary music trade show, to be staged here July 16 to 20 by the National Association of Music Merchants, will be "a good old-fashioned sales revival" meeting. Purpose of the session will be to help music dealers make the most of today's "hard sell" market by outlining effective new tactics of salesmanship. Sales training specialists Dr. Herbert True and Fred Klemp, noted authorities in the field, will conduct the dramatic presentation, offering "an idea a minute through the 150-minute show." The meeting will be held in the State Ballroom of the Palmer House on Monday July 17.

Possibly the area in which manufacturers present were most impressed was by the scope of many of the rack jobbers' operations. Via a series of slide films displayed at one of the business sessions, it was shown that some rackers own machines to poly-bag their own records, and that many print their own hanging streamers, make their own back-up cards, run their own specific record promotions and create their own advertising, etc. Some of the rackers now even have their own promotional staffs, and a number of them arrange contests and other promotional tie-ups with radio and TV stations to push records.

This was the largest of the three rack jobber conventions, and it was attended by more record manufacturers than ever before. (See separate story.) Practically every large firm was present, and every rack jobber, except Handleman, was also on hand. Manufacturers attending appeared to feel strongly about the potential of the rack jobber as a means of increasing both the singles and the LP business, as long as this potential was not achieved at the expense of either the regular dealer or the distributor.

NARM Members Get Limited Time For Play at Meet

MIAMI BEACH, Fla.—In spite of sunny skies, inviting ocean and the sights of this resort city, NARM members and associates stuck doggedly to their tasks of airing rack jobbers' problems at the third annual convention of the National Association of Record Merchandisers. The convention started at 9:30 a.m. Tuesday (25), and meetings continued right through Friday morning. There were breaks for parties at various times, sponsored by Synthetic Plastics, Am-Par, RCA Victor, London, Columbia, Miller International, Decca and Capitol records, respectively, but these did not interfere with the meetings.

Harold Goldman, president of NARM, made the welcoming address, and Jule Malamud, the association's new executive secretary, made the keynote speech Tuesday. James Tiedjens and Don Van Gorp presented the workshop program on merchandising and packaging techniques the same day, and later George Kline, of the magazine, Progressive Grocer, detailed a survey his publication had made concerning record sales in supermarkets.

According to his report, the sales of records in food stores was up by 27 per cent in 1960 over 1959. He also pointed out that records are discounted in 31 per cent of all record racks in food stores. In a study of the operation of Edge, Ltd., prominent Washington racker, the publication claimed that Edge's sales increased by 200 per cent

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Pye Launches Spoken Albums

LONDON — Pye Records last week launched an ambitious new series of spoken-word albums, lavishly packaged and produced on the lines of a radio feature utilizing several actors and in some cases music. Pye has U. S. rights as well as British though the disks have been produced by Denis Preston, leading British indie producer for his Lansdowne Records outfit and a new set-up, Blackfriars Records. Single albums will retail here at 55 shillings (\$7.70) and double albums at 75 shillings (\$10.50) making them virtually the most expensive lines on the British market.

They are released here under the Pye-Plus-Nonesuch mark. All disks are packaged in gold-tooled, padded albums with notes and commentaries in leaflet form inserted. The disks themselves are pressed in poly-vinyl-chloride with, it is claimed, a special additive to neutralize dust-attractive static. Two issues are planned each year.

The debut release is five single albums and one double album. It includes Dame Peggy Ashcroft and Osian Ellis in a sequence on "Aspects of Woman," Marius Goring reading the "Selected Poetry of Federico Garcia Lorca" (embellished with flamenco guitar music of Jose Motos) and Bernard Miles reading "Four Uncle Silas Stories" by H. E. Bates.

The double album is a dramatized documentary taken from the official court records of the now famous trial of Penguin Books over the publication of "Lady Chatterley's Lover." It has a spoken introduction by Lord Birkett, Q. C., a former Lord Justice of Appeal.

LATE ALBUM SPOTLIGHTS

LA DOCE VITA



Sound Track. RCA Victor FSO 1. (Stereo & Monaural) —This picture has been called the best ever made in Italy and received unanimous rave reviews at its New York opening last week. Undoubtedly one of the big pictures of the year and the sound-track LP, full of listenable and seductive background themes, is likely to be just as important. Cover of Anita Ekberg won't harm sales at all either. This can be big and it'll be bolstered, promotion-wise, by various singles of music from the pic.

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New ASCAP Vote System

NEW YORK—ASCAP members have passed an amendment to the Society's by-laws which will enable any future proposed amendment to be carried if it is supported by two-thirds of those who actually vote on it. Under the old system, votes which were not cast were counted as negative votes. It is felt by the sponsors that this will be a great step forward for the organization.

PEANUTS

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Hot Artists' Fat Contracts Upsetting Diskery Peace?

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MAY 15

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- Billboard Music Week's 1961 Juke Box Operator Poll
- The 33 Single Picture Diversification
- Tax Tips
- The Public Relations Story

- Programming Tips for Operators
- Coin Machine Glossary
- Route Management
- Juke Box Picture Section
- Copyright Outlook
- Convention Program

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CMA'S MIAMI SPEC SLATED

NASHVILLE — Ken Nelson and Steve Sholes, president and board chairman respectively of the Country Music Association, have set May 17 as the date for the country music spectacular scheduled to be held in Miami at the Dinner Key Auditorium on South Bay Shore Drive. CMA executives in charge of the show include Harry Peebles, well-known c.&w. promoter of Wichita, Kan.; (Cracker Jim) Brooker, c.&w. promoter and disk jockey at WMIE, Miami, and Jim Denny, head of the Jim Denny Artist Bureau, Nashville.

Tax Collections Show Increase

WASHINGTON — Excise taxes collected by Uncle Sam on various segments of the entertainment industry showed healthy gains for calendar 1960 over 1959, according to a report issued last week (21) by Internal Revenue Service. Only areas in which the tax collections dropped were those where the tax had been lowered by an act of Congress.

Excise on phonograph records netted the federal coffer \$23,793,000 last year, compared with \$22,457,000 in 1959. Levy on phonographs, components, radio and television sets totaled \$166,069,000, against \$160,996,000 for the earlier year. Tax on musical instruments added \$18,265,000 to the coffer, against only \$16,545,000 for 1959.

Excise on coin-operated amusement and gaming devices totaled \$22,294,000 last year, compared with \$19,212,000 the previous year. Separate breakdowns were not given for this category. Levy on bowling lane and pool tables totaled \$4,080,000, against \$3,415,000 for the earlier year.

Tax on admissions to theaters, concerts and athletic events dropped from \$37,501,000 to \$34,323,000. This reflects a reduction in the tax enacted by Congress. Tax on admissions to cabarets and roof gardens dropped from \$47,726,000 to \$42,519,000. Here again, a reduction in the tax rate is reflected.

Gornston on European Music & Lecture Tour

NEW YORK — David Gornston, noted music educator, left last week for a five-week lecture and guest conductor tour of Europe. Highlights of the tour will be the premier of "Peer International Methods" at the 1961 Dance Musicians Convention in London.

The methods are the fruit of a lifetime's work in the music education field and entail modern ideas in instrument teaching. A chief feature of the methods is the use of three languages, English, French and German.

While abroad, Gornston will be accompanied by the various managers of the Peer organization. He will meet leading music educators and musicians.

German Song Festival Builds

BADEN-BADEN, Germany — There is much activity now on the German Song Festival to take place here June 4. German TV introduced 12 titles of the 24 tunes in two programs April 21 and 28. These are to be judged by the TV public, which has to name the two favorite compositions of each program. The final 12 titles will be introduced, six each of two TV programs, May 5 and 12. The two winning melodies of the four ad-

Capitol Gathers 'Gay Life' Rights

NEW YORK — Capitol Records has acquired the original cast album rights to the forthcoming legit musical, "The Gay Life." Capitol has become a 25 per cent limited partner in the Kermit Bloomgarden production through an investment of \$200,000.

The book, based on an old melodrama, "The Affairs of Anatole," is by Fay and Michael Kanin, with music and lyrics by Arthur Schwartz and Howard Dietz. The show marks Bloomgarden's first since "The Music Man." Walter Chiari takes the lead role of Anatole, while Barbara Cook has been cast as fem lead. Music Publishers Holding Corporation will publish the score. An early fall tryout tour tentatively includes Detroit and Toronto before the projected October Broadway opening.

Motel Chain to Bow Own Label

CHICAGO — Holiday Inns of America, Inc., one of the largest motel chains in the United States, is setting up a wholly owned subsidiary to produce records on its own Holiday Inn label.

Wayne Foster heads the newly formed Holiday Inn Records, Inc., Memphis, which will press its masters at Plastic Products, Memphis, and utilize recording facilities in that area. Foster is also contract sales manager for Innkeeper Supply Company, a Holiday Inn subsidiary. Both he and Charles Akers, sales representative for that firm, will concentrate on record promotion.

The label has already lined up the following distributors: M & S Distributing, Chicago; Dixie Distributors, Atlanta; B & K Record Distributors, Oklahoma City; Midwest Distributors, St. Louis; Tritone Distributing, Miami; Music Sales Company, Memphis; Big State Distributors, Dallas; All South Distributors, New Orleans; and H. W. Dailey, Houston.

Distrib

Foster stated the record firm would sell entirely through distributors, who would most likely receive tie-in advertising from the motel chain, which uses 50 radio stations and numerous consumer magazines nationwide for its own promotion. Another promotion possibility would be record displays on small racks in their motel lobbies.

The label's first single, "Rimshot, Pt. I" by the Rollercoasters, was released April 1 and, according to Foster, already has sales figures totaling 6,000 for an eight-day period in the Memphis and New Orleans area. Foster added that the disk has been picked hit of the week on Stations WMPS, Memphis, and WPLO, Atlanta.

The Rollercoasters, an instrumental group, have been signed to an exclusive recording contract by the firm. Foster said the company also plans to develop other record talent and that Holiday Inns hopes to use their recording artists in promotion work for the motel chain.

Holiday Inn Records, Inc., is the newest of the wholly owned Holiday Inn subsidiaries. The parent company of motels was started eight years ago by Kemmons Wilson with an initial investment of \$25,000. The entire organization is presently valued at approximately \$200,000,000 with plans under way to open motels in Europe and Central America.

vance TV competitions (i.e. eight tunes) will participate in the final show in Baden-Baden.

The most talked-about film of the year!

"LA DOLCE VITA"

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c/w Parlami Di Me (Speak to Me) Ray Ellis and his orchestra RCA VICTOR



Cap's Livingston On European Tour

HOLLYWOOD — Alan Livingston, Capitol's vice-president in charge of creative services, leaves Wednesday (3) on his first extensive trip for the company since he joined the label in October. Following a stop-over in New York, Livingston's travels will take him to England, Germany, France, Holland and Italy, and will include talent auditions as part of his tour of duty.

He will spend several days in New York reviewing the upcoming season's Broadway show commitments. In England, Livingston will meet with EMI brass, including Sir Joseph Lockwood, board chair-

TRIAL STYMIES GERMAN JOCKS

BRAUNSCHWEIG, Germany—Because of the Eichmann hearings in Jerusalem, German deejays have refused to program the new Teldec waxing "Ein Land Ist Mein" (A Land Is Mine), German version of "Exodus," sung by Israeli songstress Rika Zorai. The tune, despite a lack of radio play, is drawing much public interest.

man of Capitol's parent firm. Livingston will also confer with the officials of Capitol's affiliates in the other countries. He plans to screen promising talent in the various European cities on his itinerary.

Clubs Showing Album Weight

NEW YORK—Increasingly, album production personnel on a number of major labels are feeling the pressure of the record clubs on their ultimate product. More and more the clubs, through their recommendations are exercising an a.&r. function. The sheer weight of their importance through membership demand makes this so.

Both RCA Victor and Columbia have felt the importance of the club because the club with its wide buyership—a good deal of it in the 40-and-older category — has stressed the catalog value of certain artists who ordinarily do not sell well in the general market.

A number of executives close to the a.&r. scene at major labels have mentioned how old dance bands (morgue type albums), ordinarily low-selling mood and background LP's, have been so well received in the clubs as to prompt wider reissues and in some cases new sides by the artists in question.

These albums often appear as second and third choices in the club selections but they nonetheless draw powerfully among the membership which not only considers the hot album, but the set filled with nostalgia.

Bearing out the case of catalog importance in the clubs, Dave Kapp who recently added a number of his albums to the Columbia club found that his "Opera Without Words" series, which had done little business on the general consumer market, tripled and quadrupled in sales when the sets were included in the Columbia set-up.

Another artist, who has long passed the hit-maker stage, will soon have another LP hauled out of the Victor morgue because of the way two other reissue sets have pulled in that firm's club.

RULING COVERS DISKS FOR D.R.

WASHINGTON—Pop records sold in the Dominican Republic will have to be pressed within the national territory. A recent decree, effective in March, 1961, has given record import merchants the chance to sell stocks which were on hand before the decree date. The new ruling does not apply to classical records.

A new commission has been set up to determine which records are "non-classical," and to check on import data claiming orders placed prior to the March decree, according to the U. S. Foreign Commerce Weekly.

First Musicor LP With UA Releases

NEW YORK—United Artists is releasing 11 new albums in May, plus Musicor's first LP. Musicor is distributed by UA. The new packages—five pop, four jazz, one gospel and one classical — will be made available on the same buy-six-get-one-free plan, which has been in effect for the past few months.

The new pop UA packages feature Steve Lawrence, Al Caiola, Tito Rodriguez, Hal Schaefer and Charlie Palmieri. The jazz LP's spotlight Randy Weston, the Latin Jazz Sextet, Gerry Mulligan and Bob Brookmeyer. The gospel album stars the Fess Williams Singers, the classical, the Modern Spanish Ballet. Musicor's initial album introduces a new jazz group, Frankie Brown and His Trio.

The SONG of the RAIN

By PAUL DURAND, Composer of "Mademoiselle De Paree"

Theme from the new film "THE COW AND I"

ROGER WILLIAMS on KAPP MILLS MUSIC, 1619 Bdw., N. Y. 19

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DICK ROMAN on EPIC

BLACK STOCKINGS

STU PHILLIPS on COLPIX

ROCK & ROLL SYMPHONY

1st Movement b/w 2nd Movement

BACK BEAT PHILHARMONIC on LAURIE

B. F. WOOD—New York 19

Artia Vs. Colosseum Suit Discontinued

NEW YORK—A suit filed four years ago by Artia Records of Czechoslovakia against Colosseum Records and Bruno Ronty for "unfair competition" was discontinued with prejudice against the Czech company in the U. S. District Court for the Southern District of New York last Friday (21). According to Jack Goldsmith, lawyer for Ronty, this means that a judgement will be handed down in favor of the defendant. Czech Artia had asked for a permanent injunction and damages against Colosseum, claiming Colosseum has issued items from the Czech Supraphon label.

Apex Signs Consent Decree

WASHINGTON — Apex Producing Corporation, Chicago, has signed a consent agreement with the Federal Trade Commission, promising not to give payola to get records broadcast. The consent, which terminates a complaint filed in May 1960 by FTC, does not constitute an admission of guilt.

Postpone Hearing On Roulette Stock

WASHINGTON—A hearing on Roulette Records' stock offering, scheduled by the Securities and Exchange Commission for April 25, has been postponed until May 2. Attorneys for Roulette and for the SEC said the week's delay would enable the company to expedite the hearing.

SEC had called the disk firm on the carpet about its proposed public offering of 100,000 shares of common stock at \$3 per share, which would bring it under registration exemption "A" of the SEC rules. The agency temporarily suspended the offering on the grounds that Roulette had not revealed a pending payola complaint against it at the Federal Trade Commission and had not made sufficient disclosure of its business methods in the prospectus.

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TAUBMAN, NEW YORK TIMES

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CHAPMAN, NEW YORK DAILY NEWS

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EARL WILSON, NEW YORK POST



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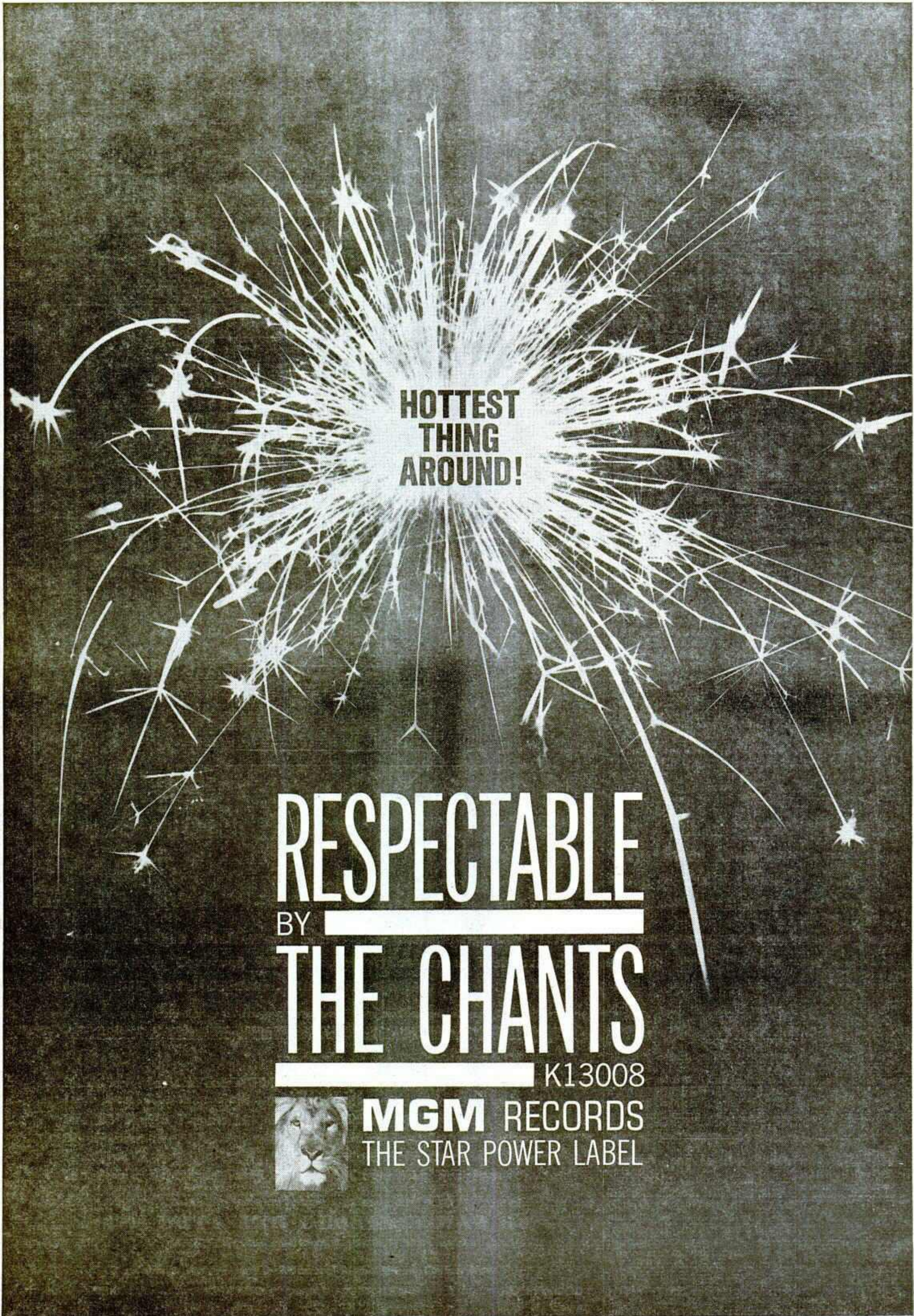
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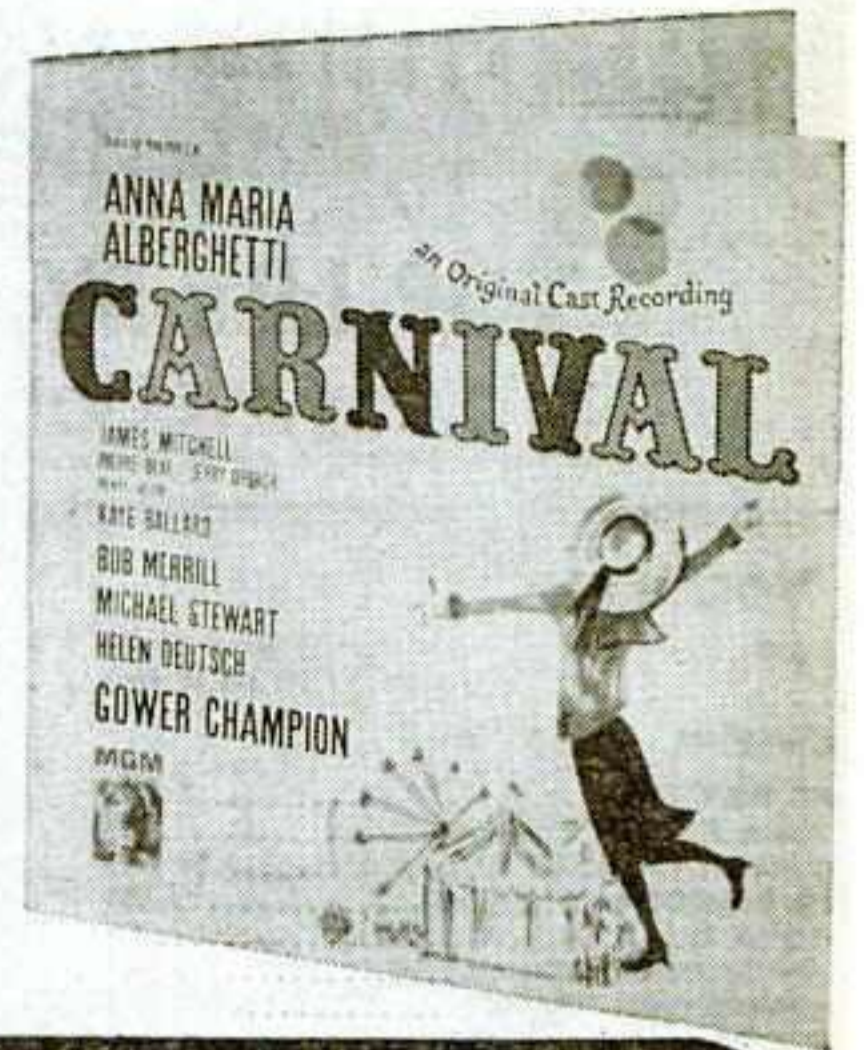
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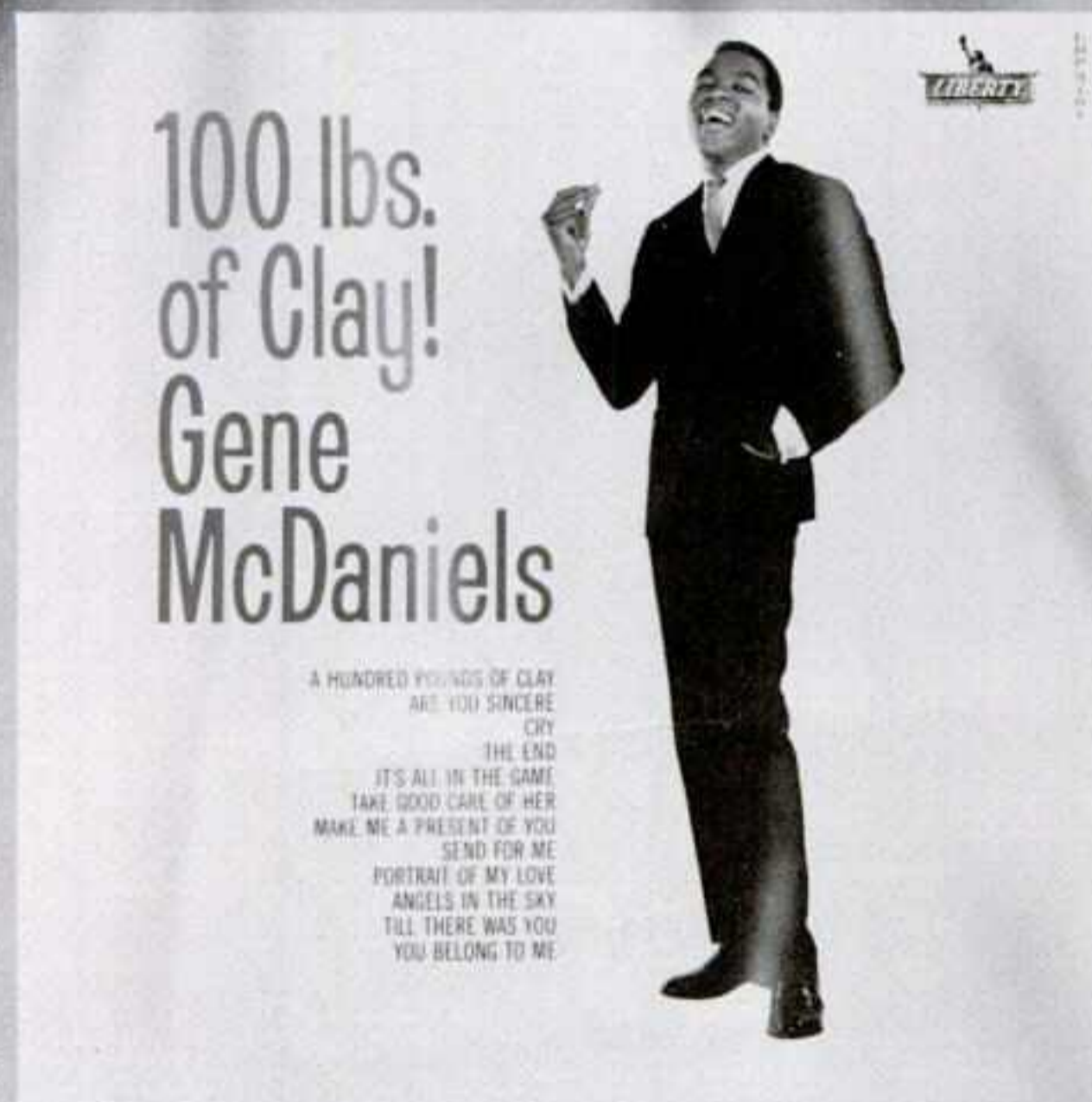
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FRENCH NEWSNOTES

Labels Push New LP Series

By EDDIE ADAMIS
92 quai du Marechal Joffre
Courbevoie (Seine)

French labels are constantly promoting new LP series in an effort to push record sales. Fontana is marketing a new series entitled "Surprise-Partie Tilt" offering 16 titles for 1,950 francs apiece (less than \$4).

Odeon-Artco is launching Top Rank's "King Size" records (six titles at 17cm. per record) for the same price as an EP. Vega is promoting a new lyrical series entitled "Collection Polaris," offering the first world waxing in stereo of Massenet's "Herodiade" and the first stereo recordings of "Lame," "Cavaleria Rusticana" and "Werther."

Label Changes

Marc Taynor, who specializes in hillbilly songs, formerly on Odeon, changed over to Barclay Records. . . . The UA original sound tracks of "Paris Blues" and "Aimez-Vous Brahms" will be issued by Barclay Records which is UA Records' new distributor here.

New Singles

The new Chubby Checker hit single "Pony Time" b-w "Oh Susannah" has been released here on Columbia (from Parkway).

Vogue issued Don Corvay's version, b-w "Love Boat." . . . EMI expects good sales on "F.B.I.," the new single by the English instrumental group, the Shadows. The musical theme from "Pepe," besides the original "Colpix" soundtrack issued by Ricordi, has 13 recorded versions now on the French market. Newest is Caravelli's version b-w "Calcutta" on Versailles Records.

Ricordi has issued three original records running high on the BMW chart: "Blue Moon" by the Marcels (Colpix); "I've Told Every Little Star" by Linda Scott (Canadian-American), and "Trust in Me" by Etta James on Argo. . . . "Blue Moon" has a French cover by Marcel Bianchi on Vogue. . . . Also on Vogue are two versions of the "La Pachanga" by Rene Touzet and Carlos Argento. . . . Marcel Amont has recorded for Polydor the first French version of the U. S. hit, "Wheels." . . . Nat King Cole has come out on Capitol with "The World in My Arms." . . . EMI has released and MGM original, "I'm in the Mood for Love," by Sam Taylor.

Visitors

Riverside Records' President Bill Grauer and Interdisc's Jack Lewerke in for conferences with

NATIONAL WEEK
DUE FOR MUSIC

WASHINGTON—A National Music Week should be celebrated annually by the whole country, as well as by music clubs, during the first week in May. A resolution to direct the country's attention to music has been introduced by Rep. Carroll Kearns (R., Pa.), who points out the dependence of many other arts and industries on music, from ballet to television.

Kearns quotes celebrated persons from George Washington to the Pope, who have all pointed out that music is essential to national happiness and is the hallmark of an enduring and flourishing civilization. Kearns would like a presidential proclamation and nationwide ceremonies to advance the good cause of music's own week in the U. S. A.

Ricordi's Luigi Arduing who distributes Interdisc's catalogs here. . . . Umberto Bindi, composer of "Il Nostro Concerto," in for a TV date.

ITALIAN NEWSNOTES

American Talent
Flocks to Rome

By SAM L. STEINMAN
Piazza San Anselmo 1, Rome

Springtime—and the Americans are flocking to Rome. Sammy Cahn and Jimmie Van Heusen took turns playing the piano at Jerry Chierchio's Luau, the top American showbiz haunt, during their visit here.

It was the rainiest day of the season when Thelonus Monk and his quintet and the Bud Powell Trio hit the Sistina but the house was packed twice for the two later afternoon and evening performances. Mahalia Jackson is next on the list for a May visit.

American names, too, on various labels are big. Some of the current top-liners include Bobby Darin on Atlantic with "A Picture No Artists Could Paint," and Tab Hunter on WB, released by Saar, in "Our Love."

Disk Shorts

Gianni Meccia, Pino Donaggio and Nico Fidenco, the new names of 1961 will all participate in the Brigadon Parade of Soloists during the summer. . . . Bruno De-Filippi of "The Champions" has formed a new outfit, Bruno and His
(Continued on page 40)

NORSE NEWSNOTES

Actor Shortage Kills 'West Side'

By ESPEN ERIKSEN
Editor, Verdens-Gang, Oslo

There will be no Scandinavian "West Side Story" after all. Three Scandinavian directors have been working several months on the project and 40 actors were chosen for part in a translated "West Side Story" on Scandinavian scenes, but they have given up their plans owing to lack of qualified actors. The thought was to present a Scandinavian version of the modern American musical with actors from Sweden, Denmark and Norway to play the parts, and with a scheduled premiere in Copenhagen. The show was to go on to Stockholm and Oslo afterwards.

The trade is hoping to persuade the original American cast to visit Scandinavia.

Hot Records

The American top tune last week, "Blue Moon" by the Marcels, was issued in Norway some

AUSTRALIAN NEWSNOTES

Issue Local Artists' Wax in U. S.

By GEORGE HILDER
19 Tofman Ave., Sydney

The Leemen, a local instrumental group recording for Leedon Records, just received news that their Australian hit record "Johnny Guitar" has been released on ABC-Paramount in the U. S. Noellen Batley, Rex Recording Star, also received news from America that Laurie Records is to issue all her material. Noellen's last two discs were chart toppers, "Barefoot Boy" and "Rendezvous." Now she is hard at work at the Festival Studios recording an EP and an LP for the Laurie label.

Talent Notes

American comedian Jack Curtis has been signed by MCA for another month for further appearances in Revue 61. Originally Cur-

tis was to be here for only a week. The comedian's wife and two children are expected to join him in Sydney this week.

Bobby Kole, who is appearing in Sydney in the stage presentation of "West Side Story" and at the moment is working hard to complete his first Festival Records LP entitled "The Two Sides of Bob Kole."

The Windjammers—the Norwegian Trio just completed an LP, "The Windjammers in Australia." This vocal trio leaves shortly for Oslo where they will appear in a film for world-wide distribution.

New Disks

Lucky Starr has just recorded a new single "Someone Else's Roses" for Festival written specially for him by Ken Taylor and Ern Davidson.

MEXICAN NEWSNOTES

Industry Honors Eduardo Baptista

By OTTO MAYER-SERRA
Editor, Audiomusica
Apartado 8688, Mexico City

To honor Eduardo C. Baptista, President of Pan-Americana de Discos, a big cocktail party was held at the offices of the Musart factory, attended by artists and representatives from the whole record industry. Forty years ago the U. S.-educated E. C. Baptista came to Mexico from his native Venezuela. He opened a record shop here and sold the "Okeh" and the "Oden" labels. In 1925 (four years later) he built his own factory and thus became the founder of the Mexican record industry. (RCA Victor followed in 1935 and Columbia in 1947.) Later Baptista created the Peerless organization, which he sold in 1947; in that same year he built the factory of Pan-Americana de Discos, where the Musart catalog is produced and where Car:tol as well as other EMI lines are pressed.

Disk Business

During his recent visit to Mexico, where his benefit shows were very successful, Frank Sinatra gave the rights for representation of Reprise to Rogerio Azcarraga, head of the Orfeon-Dimsa organization. . . . In May, RCA Victor Mexicana will issue the first records of the Platters, from the Mercury catalog. RCA represents Mercury here.

Jazz Festival

Jose Luis Duran, newspaperman and jazz fan, is preparing

the third "Festival of Jazz." For the first time, outstanding groups from the United States and from Panama will be invited to take part in this Festival, which has previously been only for Mexican performers.

The second visit to Mexico of Paul Anka has been announced by "Espectaculos de las Americas." This is scheduled for May 26, 27 and 28. For six shows at the "Arena Mexico" (capacity 16,000), and for appearances at a nightclub (not yet specified), "Espectaculos" offers Paul Anka \$18,000. The same organization hopes to bring Fabian and Frankie Avalon later in the year. . . . Tony Aguilar, one of the most popular Mexican ranchero singers in South America, was engaged by "Espectaculos Arenas" for his sixth Lating American tour. In Caracas he will appear in a big show complete with his three horses, and in Buenos Aires he is set to star in a picture with them (provisional title: "The Man and His Horses").

On the Road

Leo Porias, general manager of "Peerless de Mexico," is off to Europe. He will visit the offices of London Records, English Decca, Deutsche Grammophon, and Telefunken, labels his company represents in Mexico. . . . Alicia Azurdia arrived here from Guatemala. She has been engaged by Columbia to record a LP for international promotion.

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FOR A PIECE	Roscoe Holland	812
WILD PARTY	Redd Foxx	804
LAFFARAMA	Redd Foxx	801
LAFF OF THE PARTY, VOL. 1	Redd Foxx	214
LAFF OF THE PARTY, VOL. 2	Redd Foxx	219
LAFF OF THE PARTY, VOL. 3	Redd Foxx	220
LAFF OF THE PARTY, VOL. 4	Redd Foxx	227
LAFF OF THE PARTY, VOL. 5	Sloppy Daniels	232
BEST OF FOXX	Redd Foxx	234
LAFF OF THE PARTY, VOL. 6	Bexley & Turner	238
BURLESQUE HUMOR	Redd Foxx	249
NIGHT IN HOLLYWOOD	George Kirby	250
THE SIDESPLITTER	Redd Foxx	253
LAFF OF THE PARTY, VOL. 7	Redd Foxx	236
ALLEN DREW'S STAG PARTY	Allen Drew	259
LAFF OF THE PARTY, VOL. 8	Redd Foxx	265
SLOPPY'S HOUSE PARTY	Sloppy Daniels	266
BEST OF PARTY FUN	Foxx & Others	274
RACY TALES	Redd Foxx	275
PARTY RECORD PARTY	Gene & Freddie	279
THE BEST LAFF	Redd Foxx	01
SONGS HEARD THRU A KEYHOLE	Joel Cowan	285
REDD FOXX FUNN	Redd Foxx	290
PILLOW PARTY FUN	Baron Harris	294
SLY SEX	Redd Foxx	295
HAVE ONE ON ME	Redd Foxx	298

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The pick of the new releases: SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 16

ROMAN GUITAR



Tony Mottola, Command RS 816 SD (Stereo & Monaural)—Here's another fine Command album, featuring superior stereo sound work and melodic, tasteful guitar solos by Mottola. The package should appeal to guitar fans as well as sound bugs. Selections—each eminently spinnable—include "Volare," "Anna," "La Strada," "Sorrento" and the title theme.

Pop EP

THAT WONDERFUL FEELING



Bill Black's Combo, Hi HE 22003—The great Bill Black Combo swings a selection of four spirituals and gospel songs. The group sounds as solid as ever with the growling sax heard prominently on "Do Lord," "Nobody Knows the Trouble I've Seen," "Whole World in His Hands" and "Old Time Religion." Solid danceable wax for the fans, and any of these rates as a good single.

Low Priced Pop

MOVIE THEMES



Frank Chacksfield and his Ork, Richmond S 30095 (Stereo & Monaural)—Maestro Chacksfield batons his big, string-accented ork through a series of themes of the bigger movies of the past season. Highlighted are "Never On Sunday," "The Apartment," "The Sundowners," "The Unforgiven" and "A Summer Place." Standout sound will make this a good contender in racks and for regular dealers as well. Tops in value for the money.

Jazz

THE MOST—VOLUME IV



Various Artists, Roulette R 52062—This is another bonanza jazz package featuring standout jazz sides by Sarah Vaughan, Count Basie, Maynard Ferguson, Machito, Lambert, Hendricks, Ross and Basie, Basie and Joe Williams, Billy Eckstine, and John Handy and Johnny Sijth. A quantity-plus quality bargain buy for jazz fans.

TWO'S COMPANY



Maynard Ferguson and Chris Connor, Roulette R 52068—This is the companion piece to Atlantic's Chris Connor-Ferguson package, released simultaneously this month, via an exchange agreement between the two labels. The expressive canary and the versatile Ferguson are an exciting team and this package should please both artists' fans. The interesting tune lineup includes "I Feel A Song Coming On," "Send for Me" and "When the Sun Comes Out."

Classical

THE BELOVED BJOERLING VOLUME II



Jussi Bjoerling, Capitol G 7247—Widely acknowledged as one of the first tenors of all time, the late Jussi Bjoerling performs in this program some of the most popular light works in his wide repertoire. The famed opera star is in fine voice displaying his stunning tone and range and excellent control. The selections (recorded between 1936 and 1953) are Swedish folk songs and ballads such as "Till Havs," familiar Italian songs like "O Sole Mio," and in English a Bjoerling favorite, "Jeannie With the Light Brown Hair." A must item for Bjoerling's many fans, and all collectors of fine performances.

Sound

AROUND THE WORLD IN PERCUSSION



Louis Bellson, His drums and Orchestra, Roulette R 65002—Bellson and his ork, augmented with a tuba and two extra percussion, produce some exciting sounds on this interesting double-fold percussion album. The highly varied lineup spotlights familiar folk songs or dance tunes from various countries—"Frere Jacques," "Loch Lomond," "Brazil," "Sabre Dance," etc. Bellson's fine solo work is a standout throughout.

SOUNDS TERRIFIC



Keith Taylor, RCA Victor LSA 2365 (Stereo & Monaural)—This new album, the latest in the label's exciting Stereo Action series, is a wild sound disk that should flip a lot of stereo bugs. The sound swings from one speaker to another with elan, and extraneous sounds that fit the tunes are introduced cleverly on every band. It all adds up to bright sound, and what is more important the performances by the orchestra and singers are fresh and capable as well. Tunes are all standards. Should be a solid stereo seller.

Sacred

STATESMEN—BLACKWOOD FAVORITES



SkyLite SRLP 5980—A dream package for fans of the true sacred sound. Here are two of the outstanding groups in this field, known far and wide across the Bible Belt, joining hands for a joint program on their jointly owned label. The Blackwoods offer "What a Friend We Have in Jesus" and "Rolling, Riding, Rocking," among others while the Statesmen perform the likes of "Goodbye World, Goodbye" and "The Love of God." Solid merchandise in this field.

(Continued on page 28)

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"I DON'T MIND" KING 5466

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81 on the HOT 100

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SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 26

Comedy

STAN FREBERG PRESENTS THE UNITED STATES OF AMERICA



Capitol SW 1573 (Stereo & Monaural)—Here's the first of a series of four projected packages by Freberg who hasn't been heard from in quite a spell. It's a lampoon history of the United States done in the form of a musical...

Children Low Price

YOUNG ABE LINCOLN



Original Cast. Golden LP 76—A set full of the charm of the successful children's legit musical which did so well off-Broadway that it was recently moved on to the main stem...

POP LP'S

STRONG SALES POTENTIAL

PERCUSSION ON PARADE Various Artists. Ultra Audio WWS 8515 (Stereo & Monaural)—This collection of swinging sides is taken from the series of percussion albums issued by the label.

VIVA LA PACHANGA Joe Sherman and his Pachanga Charanga Kings. Kapp KL 1241—There have been numerous albums rushed out in past weeks to cash in on the newest Latin dance craze...

APASIONADA Norman Luboff Choir. RCA Victor LSP 2341 (Stereo & Monaural)—Here's an album of warm, sensuous Latin-American songs, sung by the Norman Luboff Choir with taste and feeling...

CHARANGA PACHANGA Tito Rodriguez. United Artists UAS 6140 (Stereo & Monaural)—This charanga and package album has a chance to turn into a big seller among the kids who dig the new Latin dance...

MEMORIES OF OUR PROM Eddie Barclay and his Orchestra. Mercury SR 60165 (Stereo & Monaural)—Gallic maestro, Eddie Barclay, picks out a flock of favorite melodies of this and bygone seasons...

THE HAPPIES Donnie Brooks. Era EL 105—The young pop chanter has had a string of successful singles, among them "Doll House," "Mis-

sion Bell," "That's Why," "Round Robin," and most recently, "Memphis," and all of these are included here, along with other pop tunes, both standards and of more recent vintage.

DO RE MI IN DANCE TIME Eddie Heywood. RCA Victor LPM 2375 (Stereo & Monaural)—Eddie Heywood's standout piano artistry is spotlighted on this tasteful package of tunes from the new Broadway hit "Do Re Mi."

FRENZY Francis Faye. Verve V 2147—The frenetic Miss Faye is in her usual sock showmanly form on this collection of verveful Latin sides.

GOLDEN HIT INSTRUMENTALS Al Caiola. United Artists UAS 6142 (Stereo & Monaural)—Great sound and considerable flash are inherent in Caiola's guitar stylings backed with orchestra.

LURE OF THE WEST Sons of the Pioneers. RCA Victor LSP 2356 (Stereo & Monaural)—Lovers of Western songs will find some outstanding performances here.

DRIFTING AND DREAMING Guy Lombardo. Capitol ST 1593 (Stereo & Monaural)—A pleasant stereo package by the Lombardo band, which can capture a share of the current Lombardo market.

HALF SATIN HALF LATIN Les Elgart and his orchestra. Columbia CS 8367 (Stereo & Monaural)—The Elgart crew with its familiar fluid ensemble sax and growling bass trombone trademarks, works out on a dozen popular standards.

CHANNEL WEST! Johnny Gregory and his orchestra. Columbia CS 8400 (Stereo & Monaural)—A novel twist on a flock of familiar TV Western background themes. Here the tunes are done with the accent on the vocal side...

THE HAPPIEST GIRL IN THE WORLD Original Cast. Columbia KOS 2050 (Stereo & Monaural)—Altho this Broadway musical didn't draw rave reviews, the personal popularity of star Cyril Ritchard and the melodic score by Offenbach...

HOME IS WHERE THE HEART IS Buffalo Bills. Columbia CS 8384 (Stereo & Monaural)—The great barbershop group has its fourth album on the label and a delight it is. Here they do a flock of fine standards like "Small Hotel," "Blue Room," "When You're a Long Long Way From Home," in their listenable style.

DANCE TO MY GOLDEN FAVORITES Sammy Kaye. Decca DL 74121—With such all-time favorites as "Harbor Lights," "Penny Serenade," "It Isn't Fair" and "The Old Lamplighter" included in this program, the set should prove to be a fast mover.

MODERATE SALES POTENTIAL

ACCENT Latin Piano by Jan August. Mercury SR 60618 (Stereo & Monaural)—Flashy piano, well marked rhythmically. The material includes "Jalousie," "Siboney," "Green Eyes" and some gypsy-flavored songs arranged with a Latin touch...

MUSIC FOR LORETTA Munich Symphony Orchestra (Lubin) Decca DL 74124 (Stereo & Monaural)—Composer Harry Lubin conducts the sweeping strings of the Munich Symphony in nine tracks of theme and background music from Loretta Young's TV stanza.

BOBBY DUKOFF'S SWINGY SAXY SOUND STEREOODDITIES 5 301 (Stereo & Monaural)—Bobby Dukoff and his ork take a pleasant trip among a group of standards on this new set. The music is nicely square with that businessmen's bounce beat...

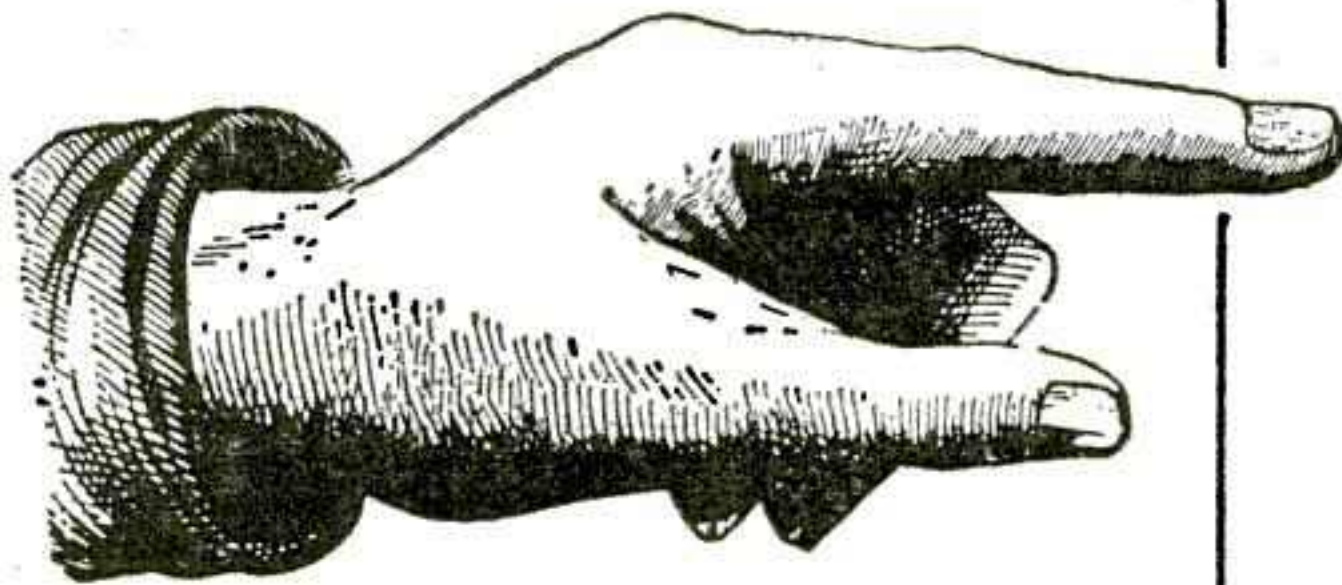
MORE BAGELS AND BONGOS Irving Fields Trio. Decca DL 74114 (Stereo & Monaural)—The veteran pianist, arranger and composer, Irving Fields, offers his second LP of Yiddish favorites set in Latin American tempos.

(Continued on page 30)

ANDY WILLIAMS THE BILBAO SONG



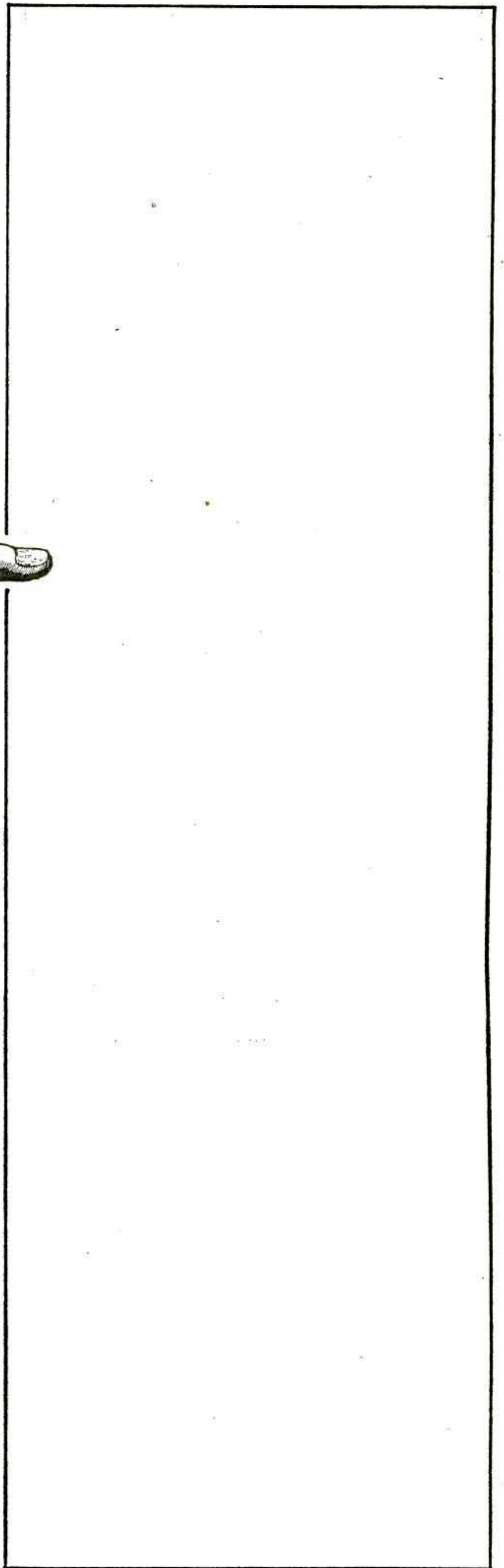
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THAN...**



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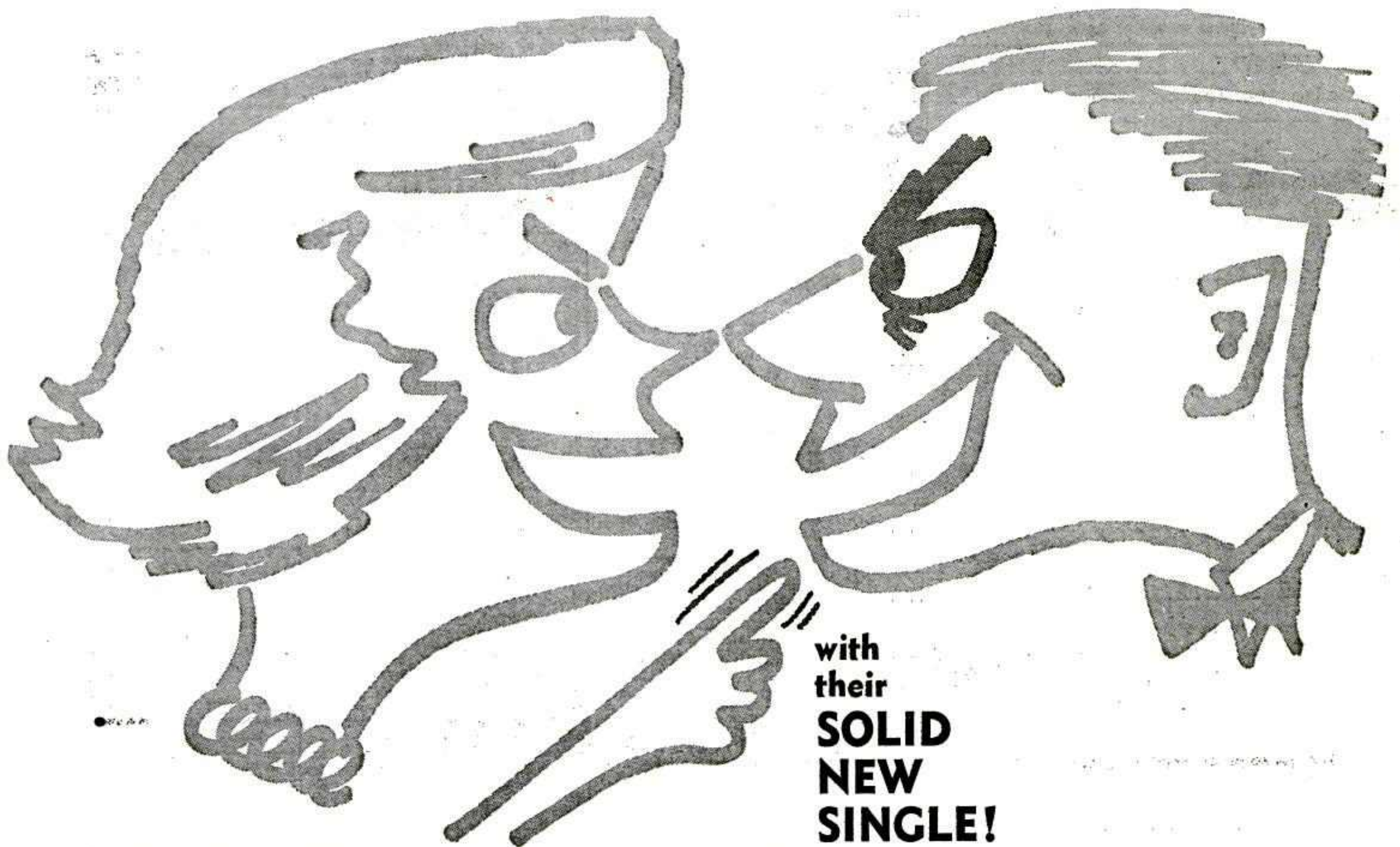
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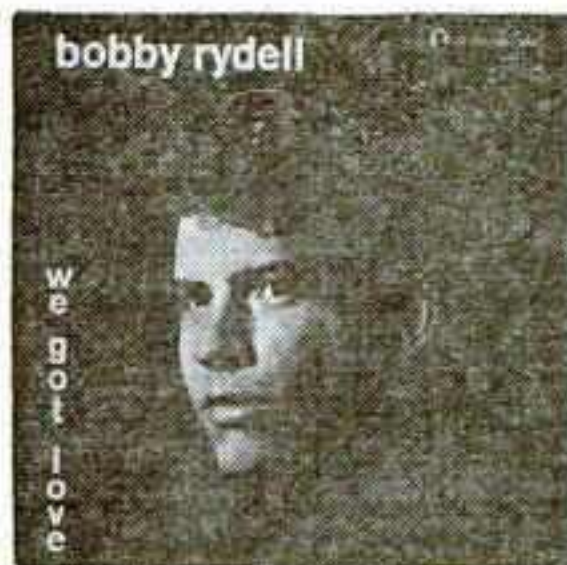
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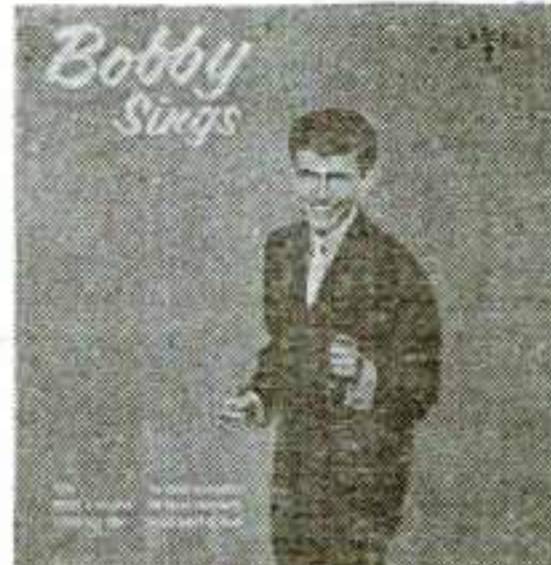
2. 100% EXCHANGE

3. LIMITED OFFER—MAY 1ST—MAY 31ST

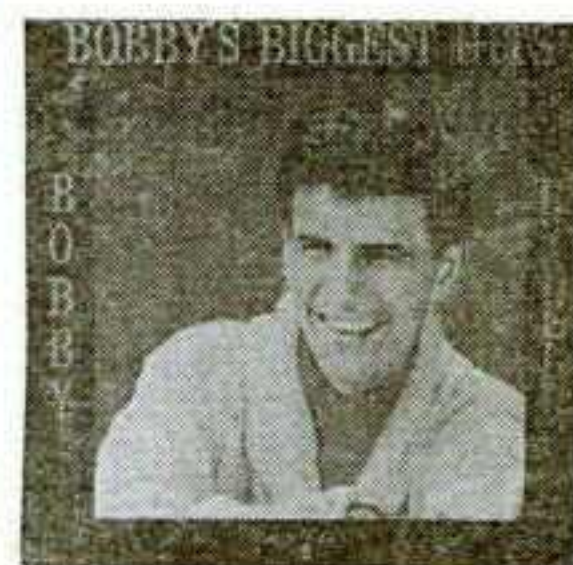
BOBBY RYDELL



C-1006



C-1007



C-1009



C-1010 (Mon)

SC-1010 (Stereo)

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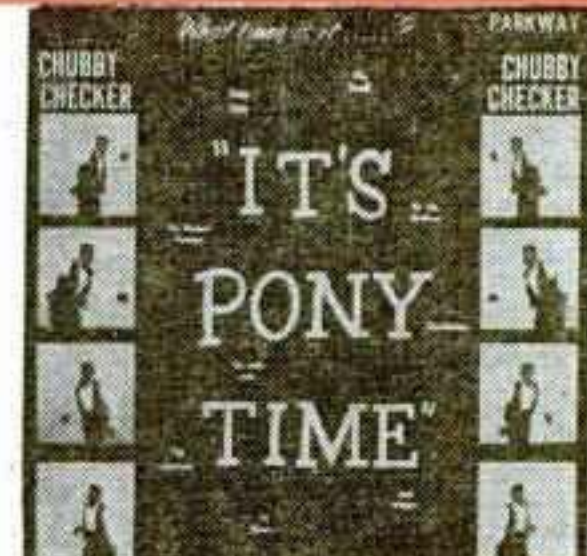
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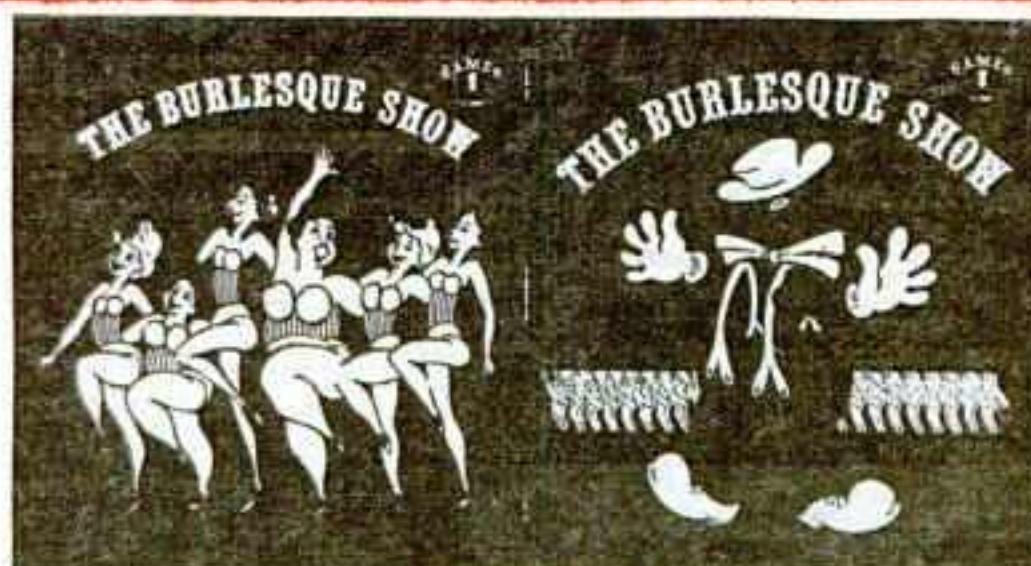
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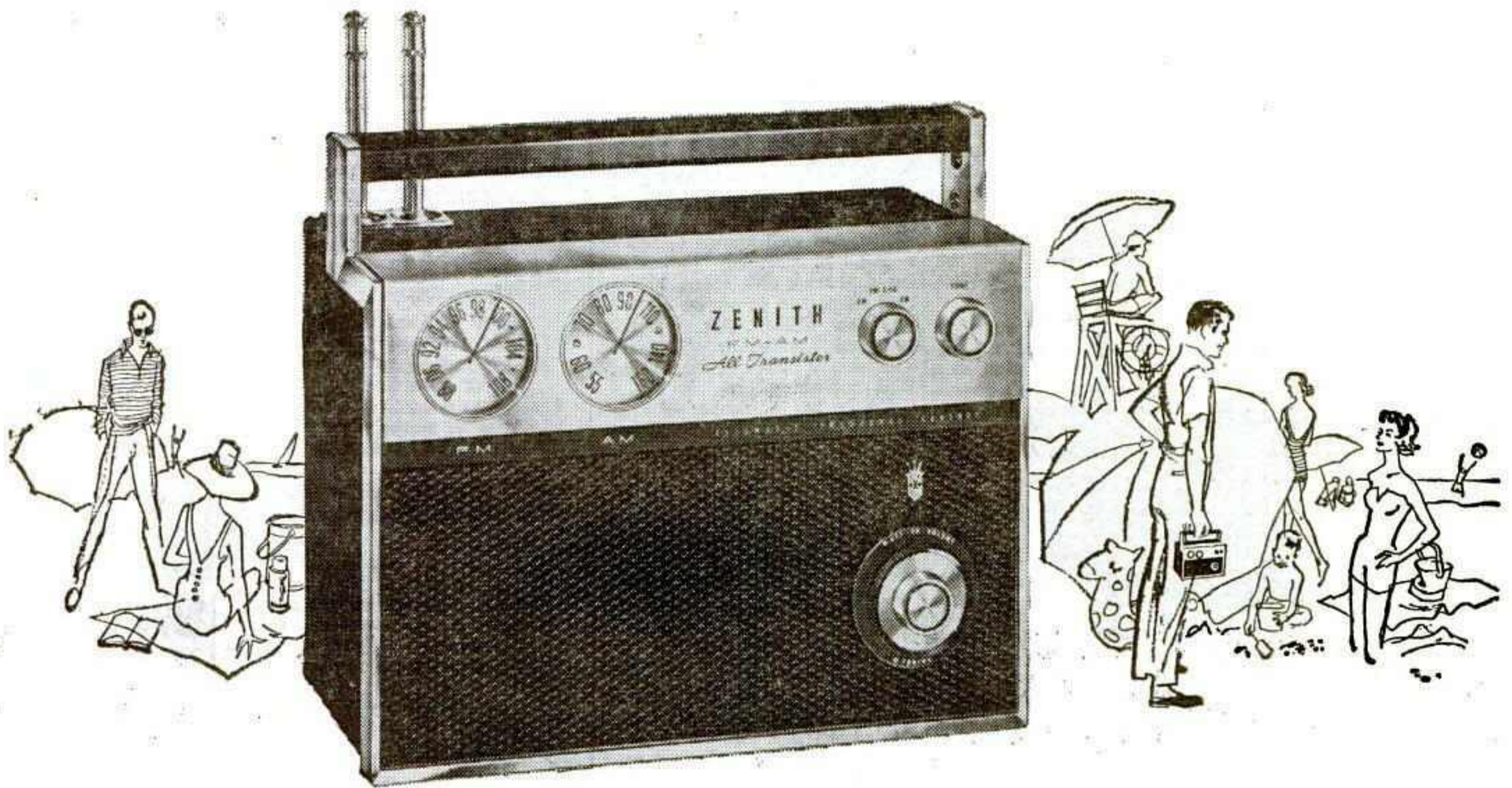
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ZENITH

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before the name goes on

Belock Instrument Diners' Club Buyer

Continued from page 1

card firm's billing and collection services.

When asked whether the record club will lean heavily on the Everest catalog for its future selections, now that both the label and club are sister firms within the Belock family, Solomon said: "There will be no change in the equitable representation of all labels in the club's offerings." He stressed that fact that club selections will continue to be made by him and his staff purely on the basis of what albums can reap the greatest sales results each month. Selections, he said, will not be influenced by the Belock parent firm, or its subsidiaries.

Rack Jobber Puts Disks on Wheels

CHICAGO—Consolidated Record Sales, new rack jobbing firm owned by Bill McGuire here, is using a small, but fast fleet of panel trucks to make two-in-one sales and service calls on its accounts.

McGuire, formerly associated with Lormar Distributing Company here, set up his own and separate firm February 15, and is now in full operation. His firm, located on South Cicero, primarily services chain accounts. He employs a staff of three salesmen and does business within a 90-mile radius of Chicago.

The panel truck idea used by McGuire is relatively new at least as far as rack-jobbing salesmen are concerned. The salesmen carry a complete line of merchandise in their trucks and make inventory changes on the spot.

McGuire says the system not only saves time and postage expense, but adds considerable flexibility to inventory control.

McGuire says his firm carries all pop labels and buys through local distributors here.

Soria Blueprints

Continued from page 1

in a world of new frontiers and inter-related cultures.

First package in the new international series has been released. This is the sound track of the prize-winning Italian film, "La Dolce Vita," which received rave reviews in the press. Soria intends that this series will have a visual image and a personality of its own. The repertoire will reflect the type of musical fare treasured by Americans who have traveled abroad—albums designed to permit a buyer to re-live the experiences he enjoyed in overseas cabarets, music halls, etc. Herman Diaz will be in charge of repertoire. With regard to packaging, Soria is working with Bob Yorke, division vice-president, Commercial Records Creation Department, and Bob Jones, manager, Art and Production, on ideas to create a mood through visual means. An interesting use of type faces is envisioned for this purpose.

Yorke and Soria, it is known, do not plan a heavy release schedule on the new international series. Rather, they intend to have a small artist roster, with each artist and package receiving full treatment.

On the matter of selling American product overseas, Soria holds to the view that eventually, American firms must seek to tie in with overseas tours by artists.

It is an old story that live tours in the United States enhance an artist's sales. The same point applies with relation to the foreign market.

Everest was among the club's earlier participating labels, and its releases had been offered to Diners' disk members in past. The same proportion of Everest product will continue to be handled by the club in the future, Solomon said. The strength of the club lies in the fact that it can offer its members the widest label selection of any other club in the business, Solomon said: "If we start concentrating on one label more than any other, we will become like all the other record clubs, and thereby surrender the strongest hold we have on our members, and the very reason for our existence," Solomon explained.

To prove his point, Solomon used the club's June selections now being prepared, its first under the Belock ownership. Everest is not included. Popular album-of-the-month is the Atco (Bobby Darin-Johnny Mercer) "Two of a Kind" LP, with Mercury (Patti Page), Decca (Ink Spots), and Columbia (Frank De Vol) packages offered as alternate selections. In the longhair section, the club features Columbia (Vladimir Golschmann), London (Ernest Asnermet), and American Home Library (Hamburg International Philharmonic). On the jazz side, selections come from Atlantic (Modern Jazz Quartet), Riverside (Kenny Dorham), and Columbia (Stan Freeman). The club's July-featured pop LP will be Frank Sinatra's "Swingin' Session" on the Capitol label.

Belock instrument's President Harry D. Belock hailed the acquisition of the record club as a major step in his company's diversified investment growth program. "We have carefully observed the continued expansion of the club concept in the marketing of recordings, and how it closely parallels the over-all growth of the record industry as a whole," Belock said. "Each year the record industry's dollar volume continues to substantially surpass the previous year's level. Since the industry's greatest sales strides have been made during the club era, a measure of the credit for these achievements rightfully belong to the clubs as a powerful sales stimulant.

The clubs converted non-record buyers into avid record collectors. Once they were introduced to the pleasures of recorded music in the home, they turned to retail outlets to enlarge their collections. The club's extensive national consumer advertising expenditures have provided exposure of artists and their recordings on a scale never before possible. These continue to sway countless of thousands, who do not choose to join a club, to visit their favorite record shops and buy the advertised merchandise. In bringing this young and aggressive record club into our corporate family, we are pleased to be able to partake in this facet of the recording industry."

Belock Instrument Corporation was formed in October 1950. Eight years later (October 1958), it took its initial step into the record business when it launched the Everest label. Since then, it has built its catalog in the pop, classical and jazz fields, marked by particularly extensive investments in longhair recordings. Its acquisition of the Diners' Record Club marks its second major step into the disk realm.

Far afield from the record industry, and of particular interest at this time, is Belock's AstroSpace Laboratories of Huntsville, Ala., which is staffed by some of the original German space scientists who accompanied rocket expert Wernher Von Braun to the U. S. Belock equipment has been used

Glory Suit Against Victor Dismissed

NEW YORK — The suit of Glory Records against RCA Victor claiming unfair competition due to Harry Belafonte's recording of "Day-O" and the Eddie Fisher record of "Cindy, Oh, Cindy" was dismissed by Justice Epstein of the Supreme Court of the State of New York recently. Glory had asked injunctive relief and an accounting as well as damages of \$500,000 from Victor. Glory claimed unfair competition because Victor released the Harry Belafonte record of "Day-O" as a single with the title "Banana Boat" after Glory's record of "Banana Boat Song" with the Tarriers had been released, and also covered the Tarrier's record of "Cindy, Oh, Cindy" with Eddie Fisher.

In his decision the judge said that the title "Banana Boat" was not the exclusive property of Glory, and that "cover" records are a recognized form of competition in the record market. In the case of "Cindy, Oh, Cindy" the judge said plaintiff has failed to present any evidence of unfair competition. Judgment was rendered for RCA Victor with costs. Alice Gilbert Ohl handled the case for RCA Victor, and Lee Eastman handled the case for Glory.

Mike Collier Leaves RCA; Goes Own Way

NEW YORK — Mike Collier, right-hand promotion man for the Hugo and Luigi operation at RCA Victor, and well known as one of a group of swinging "limy" on the American disk scene, has ankle his post to go out on his own. The new Collier disk operation, unnamed at press time, will become a division of Miken Music, Collier's BMI publishing firm.

Collier has a number of artists already pacted and expects to have his first release within a few weeks. London Records is expected to handle distribution for the new line. Collier formerly was with London in a promotion capacity, before joining Hugo and Luigi.

NARM Members

Continued from page 3

when it discounted its merchandise in markets, and its profit margin increased by 120 per cent. Kline also pointed out that his study revealed that for area of space used, records are second only to health and beauty aids among non-foods as profit making items for food stores.

On Wednesday, the first panel session was held, giving manufacturers and rackers a chance to talk out their problems. Mike Maitland, of Capitol; Dave Miller, of Miller International; Leon Hartstone, of London, and Irwin Tarr, of RCA Victor, were on the panel, as were rackers Larry Rormarin, Ken Sachs, Ed Snyder and Ed Mason. Harold Goldman talked on discounting, and Earl Foreman gave a history of the Fair Trade Commission. On Thursday, the second panel discussion was held, with Bill Gallagher, of Columbia; Randy Wood, of Dot; Al Bennett, of Liberty, and Claude Brennan, of Decca Records, speaking for the manufacturers, and Glen Becker, Bob Baker, Harold Goldman and Eddie Jay, for the rackers. Ed Snyder spoke on catalog merchandising, and Jerry Brewer, of the Toiletries Merchandising Association, spoke on trade associations.

On Friday (28), the rack men held their own meetings. Clambake ended Friday night, with the NARM awards to record artists and a formal dinner-dance. Artists who appeared at the NARM functions were the Limelights and Mitch Miller.

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BILLBOARD MUSIC WEEK PROGRAMMING GUIDE SINGLES BY CATEGORY

These listings, from this week's Hot 100, have been broken down by type of music for easy programming. Sides that fall into more than one category receive multiple listings.

EASY LISTENING

AFRICAN WALTZ, Cannonball Adderley, Riverside 45457
ASIA MINOR, Kokomo, Felsted 8612
BILBAO SONG, Andy Williams, Cadence 1398
BONANZA, Al Calola, United Artists 302
BRASS BUTTONS, String-A-Longs, Warwick 625
CROSS STANDS ALONE, A, Jimmy Witter, United Artists 301
DOLLAR DOWN, A, Limelifers, RCA Victor 7859
EIN SCHIFF WIRD KOMMEN, Lale Anderson, King 5478
FLAMING STAR, Elvis Presley, RCA Victor LPC 128
FROGG, Brothers Four, Columbia 41958
JURA, Les Paul and Mary Ford, Columbia 41994
MOODY RIVER, Pat Boone, Dot 16209
MY THREE SONS, Lawrence Welk, Dot 16198
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
SURRENDER, Elvis Presley, RCA Victor 7850
TAKE GOOD CARE OF HER, Adam Wade, Coed 546
TENDERLY, Bert Kaempfert, Decca 31236
THAT'S THE WAY WITH LOVE, Pierro Soffici, Kip 224
THEME FROM ONE-EYED JACKS, Ferrante & Teicher, United Artists 300
THINK TWICE, Brook Benton, Mercury 71774
WAYWARD WIND, Gogi Grant, Era 3045
YOU CAN DEPEND ON ME, Brenda Lee, Decca 31231

TEEN BEAT

APACHE, Jorgen Ingmann, Atco 6184
BABY BLUE, Echoes, Segway 103
BE MY BOY, Paris Sisters, Gregmark 2
BETTER TELL HIM NO, Starlets, Pam 1003
BIG BIG WORLD, Johnny Burnette, Liberty 55318
BLUE MOON, Marcell, Colpix 186
BREAKIN' IN A BRAND NEW BROKEN HEART, Connie Francis, MGM 12995
BUMBLE BOOGIE, B. Bumble and the Slings, Rendezvous 140
BUZZ BUZZ A-DIDDLE-IT, Freddy Cannon, Swan 4071
CHARANGA, Merv Griffin, Carlton 545
CONTINENTAL WALK, Hank Ballard and the Midnighters, King 5491
COUNT EVERY STAR, Donnie and the Dreamers, Whale 500
(DANCE THE) MESS AROUND, Chubby Checker, Parkway 822
DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203
FIND ANOTHER GIRL, Jerry Butler, Vee-Jay 375
FLAMING STAR, Elvis Presley, RCA Victor LPC 128
FOOLIN' AROUND, Kay Starr, Capitol 4542
GEE WHIZ, Carla Thomas, Atlantic 2086
GIRL OF MY BEST FRIEND, Ral Donner, Gone 5102

GLORY OF LOVE, Roomates, Valmor 008
GOOD, GOOD LOVIN', Chubby Checker, Parkway 822
HALFWAY TO PARADISE, Tony Orlando, Epic 9431
HELLO, MARY LOU, Ricky Nelson, Imperial 5741
HIDEAWAY, Freddy King, Federal 12401
I'M A FOOL TO CARE, Joe Barry, Smash 1702
I'M IN THE MOOD FOR LOVE, Chimes, Tag 445
I'VE TOLD EVERY LITTLE STAR, Linda Scott, Canadian-American 123
JUST FOR OLD TIME'S SAKE, McGuire Sisters, Coral 62249
KISSIN' GAME, Dion, Laurie 3090
LIKE LONG HAIR, Paul Revere and the Raiders, Gardena 116
LITTLE DEVIL, Neil Sedaka, RCA Victor 7874
LITTLE EGYPT, Coasters, Atco 6192
LULLABY OF LOVE, Frank Gari, Crusade 1021
LULLABY OF THE LEAVES, Ventures, Dolton 41
MAMA SAID, Shirelles, Scepter 1217
OLD BLACK MAGIC, Bobby Rydell, Cameo 190
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
ONCE UPON A TIME, Rochell and the Candles, Swingin' 623
ONE HUNDRED POUNDS OF CLAY, Gene McDaniels, Liberty 55308
PEANUT BUTTER, Marathons, Arvee 5027
PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates, Valmor 007
PONY TIME, Chubby Checker, Parkway 818
PORTRAIT OF MY LOVE, Steve Lawrence, United Artists 291
RAMA LAMA DING DONG, Edsels, Twin 700
RUNAWAY, Del Shannon, Big Top 3067
RUNNING SCARED, Roy Orbison, Monument 328
SAVED, La Vern Baker, Atlantic 2099
SEVENTEEN, Frankie Ford, Imperial 5737
SHU RAH, Fats Domino, Imperial 5734
SHY AWAY, Jerry Fuller, Challenge 59104
SLEEPY-EYED JOHN, Johnny Horton, Columbia 41963
SOME KIND OF WONDERFUL, Drifters, Atlantic 2096
SURRENDER, Elvis Presley, RCA Victor 7850
THEME FROM DIXIE, Duane Eddy, Jamie 1183
THOSE OLDIES BUT GOODIES, Caesar and the Romans, Del-Fi 4158
TONIGHT I FELL IN LOVE, Tokens, Warwick 615
TONIGHT MY LOVE, TONIGHT, Paul Anka, ABC-Paramount 10194
TOSSIN' AND TURNIN', Bobby Lewis, Beltone 1002
TRAGEDY, Fleetwoods, Dolton 40
TRAVELIN' MAN, Ricky Nelson, Imperial 5741
TRIANGLE, Janie Grant, Caprice 104
UNDERWATER, Frogmen, Candix 314
WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199

WHAT A SURPRISE, Johnny Maestro, Coed 549

WHAT'D I SAY, Jerry Lee Lewis, Sun 356

YOU CAN DEPEND ON ME, Brenda Lee, Decca 31231

YOU'RE GONNA NEED MAGIC, Roy Hamilton, Epic 9443

NOVELTY

TOUCHABLES IN BROOKLYN, Dickie Goodman, Mark-X 8010

COUNTRY & WESTERN

For C&W programming, please refer to this week's Hot C&W chart. The following, from the Hot 100, are recommended additional listings.

FLAMING STAR, Elvis Presley, RCA Victor LPC 128
FOOLIN' AROUND, Kay Starr, Capitol 4542
GROUND HOG, Browns, RCA Victor 7866
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
SURRENDER, Elvis Presley, RCA Victor 7850
WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199

RHYTHM & BLUES

For R&B programming, please refer to this week's Hot R&B chart. The following, from the Hot 100, are recommended additional listings.

AFRICAN WALTZ, Cannonball Adderley, Riverside 45457
BE MY BOY, Paris Sisters, Gregmark 2
BETTER TELL HIM NO, Starlets, Pam 1003
COUNT EVERY STAR, Donnie and the Dreamers, Whale 500
(DANCE THE) MESS AROUND, Chubby Checker, Parkway 822
GOOD, GOOD LOVIN', Chubby Checker, Parkway 822
I'M IN THE MOOD FOR LOVE, Chimes, Tag 445
(IT NEVER HAPPENS) IN REAL LIFE, Chuck Jackson, Wand 108
LITTLE EGYPT, Coasters, Atco 6192
NOBODY CARES, Jeanette (Baby) Washington, Neptune 122
PEANUT BUTTER, Marathons, Arvee 5027
PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates, Valmor 007
RAINDROPS, Dee Clark, Vee Jay 383
SHU RAH, Fats Domino, Imperial 5734
SURRENDER, Elvis Presley, RCA Victor 7850
THOSE OLDIES BUT GOODIES, Caesar and the Romans, Del-Fi 4158
TONIGHT I FELL IN LOVE, Tokens, Warwick 615
TOSSIN' AND TURNIN', Bobby Lewis, Beltone 1002
YOU'RE GONNA NEED MAGIC, Roy Hamilton, Epic 9443

COIN MACHINE PRICE INDEX (continued from back page)

Spook Gun (Bally) 9-58... \$175	Steam Shovel (CC) 5-56... \$ 90	Super Star Baseball (Wms) 1-54... \$ 50	3-D Kiddie Theater (Rite) 3-54... \$125	Two-Player Basketball (Genc) 3-54... \$135
Sportland Shooting Gallery (Exhib) 11-54... 95	Super Big Top (Genc) 12-55... 185	Swami (Muto) 4-55... 350	3-D Pix (Cap) 2-54... 125	Vacuumatic Card Vendor (Exhib) 5-54... 110
Squoits Water Polo (Aqua) 5-57... 350	Super Home Run (CC) 3-54... 75	Target Roll (Bally) 1-58... 145	3-D Theater (Rite) 3-54... 145	Voice-O-Graph (Muto) 2-57... 550
Sportsman (Keen) 11-54... 125	Super Pennant Baseball (Wms) 1-54... 75	10 Commandments (Muto) 12-57... 195	Titan (Wms) 8-59... 365	Voice-O-Graph (Muto) 11-54... 290
Star Slugger (Un) 4-56... 75	Super Slugger (Un) 7-55... 55	Ten Pins (Wms) 12-57... 110	Treasure Cove (Exhibit) 7-55... 140	Wild West (Genc) 2-55... 175
State Fair (Genc) 7-56... 175		Ten Strike (Wms) 12-57... 110	Twin Hockey (CC) 5-58... 175	Yankee Baseball (Un) 2-59... 275
		Test Pilot (Cap) 12-57... 195		

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DOUBLE-PLAY DISKS

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

YOU CAN DEPEND ON ME AND IT'S NEVER TOO LATE	BRENDA LEE Decca 31231
FLAMING STAR SUMMER KISSES, WINTER TEARS AND ARE YOU LONESOME TONIGHT? IT'S NOW OR NEVER	ELVIS PRESLEY RCA Victor LPC 128 (33 Compact Double Disk Only)
(DANCE THE) MESS AROUND AND GOOD, GOOD LOVIN'	CHUBBY CHECKER Parkway 822
TRAVELIN' MAN AND HELLO, MARY LOU	RICKY NELSON Imperial 5741
OLD BLACK MAGIC AND DON'T BE AFRAID (To Fall in Love)	BOBBY RYDELL Cameo 190
JURA (I SWEAR I LOVE YOU) AND IT'S BEEN A LONG, LONG TIME	LES PAUL AND MARY FORD Columbia 41994
BUZZ BUZZ A-DIDDLE-IT AND OPPORTUNITY	FREDDY CANNON Swan 4071
EIN SCHIFF WIRD KOMMEN (A Ship Will Come) AND MANCHMAL TRAUM ICH VOM KORNFELD (Sometimes I Dream About the Cornfield)	LALE ANDERSON King 5478

Canteen Shifts Music Execs



GEORGE S. BROWN

CHICAGO — A major reshuffling of personnel concerned with juke box production and sales took place at Automatic Canteen Company of America last week.

Charles H. Brinkmann, president of Rowe-AMI Sales, and Robert K. Deutsch, vice-president of the same firm, both resigned. Rowe-AMI Sales is the selling arm of Canteen, set up to handle AMI and Rowe equipment.

Canteen simultaneously announced the appointment of John W. Haddock to the newly created post of foreign group executive. Haddock is a director of Canteen and has been president of AMI for the past 16 years.

Heads Foreign

Frederick L. Schuster, Canteen board chairman, said that "Haddock will be responsible for all Automatic Canteen activities and interests outside of the United States, its possessions and Canada."

Schuster also announced that George S. Brown, vice-president of engineering and manufacturing of Canteen, will, in addition, assume charge of the two AMI plants in Grand Rapids.

Canteen is also reportedly ready to break with new juke box equip-



CHARLES H. BRINKMANN

ment to be shown for the first time at the forthcoming Music Operators of America convention in Miami, May 15-17.

Distrib Meet

A meeting for AMI distributors was held in Chicago this last weekend. Among things on the agenda was the unveiling of the new AMI line plus a realignment of personnel and policies for Rowe-AMI Sales.

Canteen had no comment on either the Brinkmann or Deutsch resignations. Rowe-AMI is now under the direction of Jackson Dunwoody, vice-president, who has supervised sales of equipment through AMI distributors. Direct sales of vending equipment were supervised by Deutsch.

The Deutsch and Brinkmann moves are the third important personnel change to take place in Rowe-AMI Sales since it was organized in October, 1959. Previously, E. R. Ratajack, executive vice-president of the firm, resigned to become managing director of MOA. Ratajack had also been vice-president of AMI.

To ARA

Brinkman leaves to become assistant to the president of Auto-



JOHN HADDOCK

matic Retailers of America. The move was confirmed by ARA president Davre Davidson last week.

Deutsch is joining the senior management staff of Interstate Vending Corporation, according to an announcement by Ron Wolf, president. Deutsch will be active in the "administrative and operative aspects" of the firm's activities as well as being a member of Interstate's acquisition committee.

AMI's new phonograph line is being called the Continental 2, and will feature a new sound system with stereo speakers within the

(Continued on page 58)



ACAPULCO

New Features Bow on Bally's Acapulco Bingo

CHICAGO—A new "16-Score Speed-Up" feature is the main attraction on Bally's new Acapulco bingo-type pinball game.

The scoring feature enables the player to advance red scores to top brackets when the ball is shot into the "16" pocket.

New "super score arrows" also permit players to score higher totals. Both features, says Bill O'Donnell, general sales manager, are obtained by coin play, resulting in unusually strong coins-per-game averages.

Other scoring features on Acapulco include "pick-a-play buttons," "magic numbers," "4-star features," and some traditional ones like "triple-deck," "advancing scores," "extra time" and "extra balls."

Sky's the Limit for Cleveland Coin As Air Deliveries Speed Exporting

By BOB SUDYK

CLEVELAND — The sky is the limit for Cleveland Coin Machine Exchange Company, now taking to the air in a pioneering flight toward almost exclusive air delivery of coin machine exports by 1965.

The industry's dream of shooting a jet shipment of machines to any point on the globe within three days at costs competitive with water rates is "as real as this week's bill," according to Morris Gisser, president of one of the nation's largest coin machine distributing firms.

"The whole world is our neighbor today," said Gisser. "Markets in Kenya, South Africa, and Melbourne, Australia, are as much a part of our operation as equipment sold on the next block."

Break Monopoly

World-wide air shipments will become a reality mainly because major global airlines have indicated an interest in breaking the ocean shippers' transportation monopoly on international cargo, added Gisser. Competition will benefit distributors and their customers.

Until recently, air freight rates to Europe and the Far East have been about 300 per cent higher than water shipment costs. Air cargo to Canada, Central and South America, however, is one half the cost of the same distance traveled over the Atlantic and Pacific Oceans. Airlines look upon freight on this continent as domestic service, Gisser explained.

Pan American Airlines has begun bombing the ocean cargo haulers' monopoly by dropping rates 50 per cent. This means that air rates now top water rates by 150 per cent. Gisser believes that this reduction will be sufficient to scuttle the hold intercontinental water-freight shippers have in the coin machine industry.

Within the last month, Pan American has

mailed price quotations to its airline offices throughout the world, indicating the rate change and the benefits of air cargo to the coin machine industry. The air line has supplied its outlet with Cleveland Coin Machine Exchange's price brochures, according to Gisser. Each branch throughout the world has been instructed to contact importers, he added.

Rate Cuts

"We expect the effects of this program to materialize in about 30 days," Gisser said. "Other airlines will probably cut rates to match competition. We expect that about 75 per cent of our shipments will be via the air lanes in two years."

He points out, however, that airlines will be hard pressed at this time to compete with active water ports in Europe. Ocean-going freight rates have dropped considerably in these heavy-traffic ports. For example, a music machine which cost \$65 to ship to Antwerp, Belgium four years ago, now costs just \$25.

Airlines expect to land shipping business in other ports of the world where ocean freight is not quite so heavy. Customers in such Mediterranean ports as Greece, Italy and Lebanon and the Far East should welcome air delivery, Gisser contends.

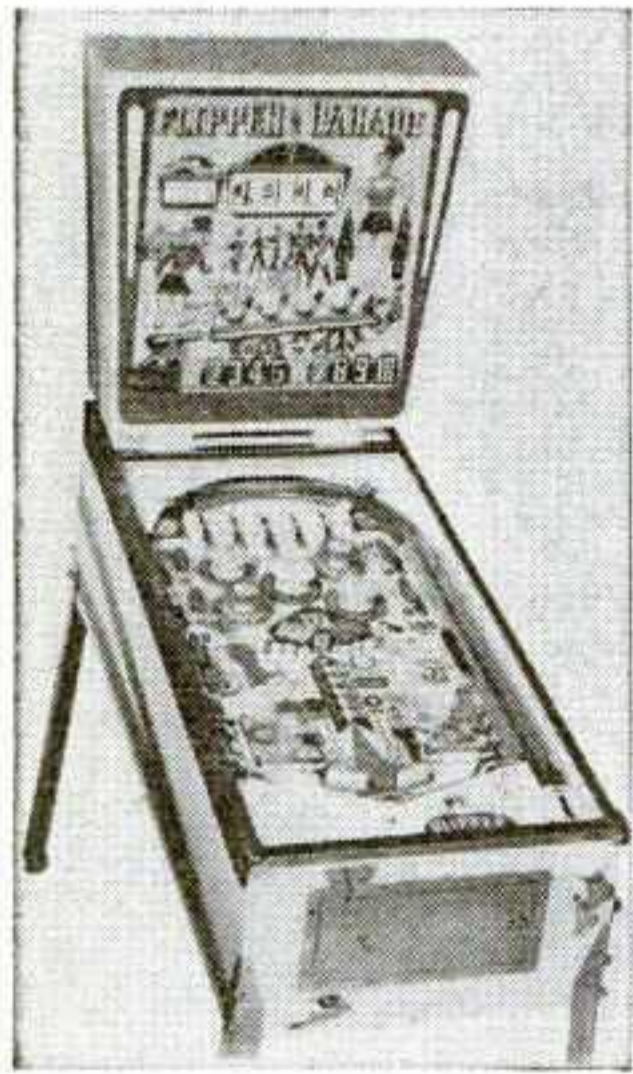
The largest factor in air shipments is its time-saving value.

Venezuela Shipment

Cleveland Coin recently shipped 50 music machines to Venezuela. The shipment arrived in four days at the same cost as ocean-going freight, which would have taken nearly eight weeks. The firm loaded equipment on a truck which motored to Cleveland Hopkins Airport. There the shipment was loaded on a plane bound for Miami where it was transferred to Pan American for the rest of the journey.

Cleveland Coin has also used the railroads to

(Continued on page 52)



FLIPPER PARADE

Flipper Parade, Gottlieb Pinball, Shoots Cannon

CHICAGO — Gottlieb's new Flipper Parade pinball game has a cannon that actually shoots extra balls into play.

Players can win extra balls by lighting five top rollovers, by hitting roto-targets when matched to top

(Continued on page 58)

Why Seeburg
will not introduce
a new model
in 1961

If the independent operator's business is to be increasingly profitable, depreciation must be held to a minimum. Fewer models assure that.

With built-in and proved automatic intermix of speeds, the Artist of the Week plan, and the exclusive "Personalized" feature, Seeburg is leading the Industry in both features and styling. There is no need for an all-new 1961 model.

The record industry is in a period of transition from 45 rpm to 33 $\frac{1}{2}$ rpm. Until it is standardized on 33 $\frac{1}{2}$, the present Seeburg Intermix phonographs fill completely every location need.

Independent operators are investing heavily in the popular Seeburg Artist of the Week models. The continuance of the present model in 1961 will provide extra protection for their investment.

In future years, as well, to help the Independent operator keep his business on a sound and profitable basis, Seeburg will attempt to introduce new models at less frequent intervals than before.

THE **S**EEBURG SALES CORPORATION, CHICAGO 22

European Disk Firm to Serve ECM Countries

• Continued from page 1

diskeries in France, Belgium, and is negotiating with Ariola in West Germany and Oriole in England. Although he calls his diskery Mercado Europeo Comune (MEC)—the European Common Market—Rossi will accept diskeries from other European countries. He has signed an agreement covering Spain, for instance.

Rossi's diskery will issue disks under the MEC label. Basically, it is a confederation of national diskeries which co-ordinates the various national production efforts and channels them into a single production and distribution center. Rossi will concentrate on quality titles.

MEC will be able to command top talent in its member countries in a way no single national diskery could approach, according to backers of the international label.

MEC, furthermore, plans to offer its titles at reduced prices on an international basis, and to distribute through member diskeries.

One of the most spectacular features of MEC is its proposal to create a vast European-wide juke box service. It is estimated that there are upwards of 300,000 juke boxes in Western Europe, Spain, England and Scandinavia.

MEC proposes to establish an international juke box distribution service which would provide an exclusive "top tune" service. This distribution service presumably would be patterned after the service now operated by Rossi's music

Exports to Germany May Spurt

HAMBURG — West Germany's coin machine industry is seeking assistance from the Bonn government in cushioning the impact of the German Deutschmark revaluation upward by 5 per cent.

Full impact of revaluation on the coin trade is yet to be plumbed. But there is no doubt that the coin machine producers belong to one of the segments of German industry most sensitive to currency fluctuations.

Economics Minister Ludwig Erhard is taking the official position that "in the marketplace everyone takes his chances, producer and consumer alike. The government can offer no guarantees concerning currency levels. Nor can the government indemnify manufacturers for losses suffered owing to currency fluctuation."

But the actual situation is not as black-and-white as painted by Erhard, and the Economics Minister is obviously talking for the record in terms of general government policy.

Follow Shipbuilders

Coin machine manufacturers are taking their cue from the German shipbuilding industry, the economic position of which parallels, in terms of currency tinkering, that of the coin trade.

Shipbuilding and operators have taken a militant stand against currency revaluation. They are demanding government subsidy, and indications are that they will get it, Erhard to the contrary notwithstanding.

Coin machine producers hope to exploit the bridgehead thus carved out on the revaluation sector by the shipping industry. In fact, Erhard

publishing house, which supplies disks to a chain of operators with 4,000 juke boxes.

appears to be modifying his "suffer-and-suffer-alike" dictum. There is no open talk in the Bonn Economics Ministry of devising some type of government assistance for "marginal producers" and "hardship cases."

Although the full impact of revaluation remains to be assessed in depth for German trade generally, the situation on the coin machine sector is amply clear: German coin machine producers have been stuck a hard blow, perhaps an even lethal blow—and the American coin machine industry can only profit from Deutschmark revaluation.

Dream Vanishes

There is no longer any talk within the German industry of "shipping coals to Newcastle"—of developing German coin machine exports to the U. S. Any hope of winning an American market—the long-cherished dream of German producers—has gone glimmering.

The industry now, largely because of revaluation, is fighting to preserve its tenuous hold on the domestic market, and to hold its export trade to Continental countries, the Middle East, Africa and what gains have been scored in Latin America.

Indications are that American coin machine exports to Germany will rise substantially in response to revaluation. No figures are available, but preliminary estimates point to an immediate rise of between 6 and 8 per cent in U. S. coin machine shipments to Germany.

This figures, for revaluation in effect has bestowed a pricing margin of not 5 per cent—but nearer 10 per cent—on the U. S. producer. This results from the fact that German coin machines (and exports generally) become 5 per cent more expensive in the international mar-

ket—and U. S. exports to Germany 5 per cent cheaper.

Moreover, industry analysts here speak of the "psychological revaluation" which they hold inevitably to accompany a currency revaluation. What they mean is this: American boxes are prized in this country not only for their general mechanical perfection but equally for their snob appeal—their value as a location "status symbol."

Location owners who hesitated to buy an American box before currency revaluation because of the substantial price differential now, because the differential has been pared appreciably, are disposed to "buy American" largely under the psychological impact of revaluation ("American boxes are now cheaper—too cheap to miss").

In fact, revaluation has all but killed any German aspirations to compete with U. S. producers in the prestige "big box." The Germans are resigned now to digging in to hold their domestic market for economy boxes and wall models, which tend to be German specialties.

The Germans have been successful in developing economy boxes of high quality, boxes which have found a wide export as well as domestic market. But revaluation has crumbled some of the price barrier walling of the U. S. luxury and the German "Volkswagen" box.

Furthermore, the German industry is not only worried about the present revaluation; it is perhaps even more concerned about persistent rumors there is to be further monetary tinkering.

Rumors concern further currency revaluation (foreign monetary experts generally hold that Deutschmark revaluation was too low; that between 10 and 15 per cent would have been a more realistic figure).

Erhard has ruled out revaluation, but within recent days he has taken to speaking rather cryptically of "monetary adjustments which may have to be taken."

Since Erhard denied plans to revalue the mark originally and then reversed himself within a matter of weeks, the suspicion is strong that further revaluation of the Deutschmark is in the offing. There is increasing concern within the German industry that currency juggling could be the straw sinking the independent German juke box producer.

Currency revaluation has come hard on the heels of the saturation of the German juke box market, which provided the base for export production. Acquisition by U. S. firms and mergers within the German industry—weddings of vending machine and juke box producers—have eliminated the major independents. German firms still producing juke boxes no longer count the juke boxes their major production item.

Finally, revaluation has not only placed the German producers in the position of fighting to hold present export markets; it has ruled out any big gains in the Latin American and Asiatic markets under present circumstances.

High shipping costs have plagued German efforts to develop juke box exports to these areas, but the Germans have been hoping for the slow but steady expansion of these markets.

But now with revaluation and the likelihood of Minister Erhard's further "monetary adjustments" the industry is concentrating on the quest for government assistance. There is no hope of getting outright Bonn government aid for the coin machine industry alone (the industry harbors no such delusions of grandeur).

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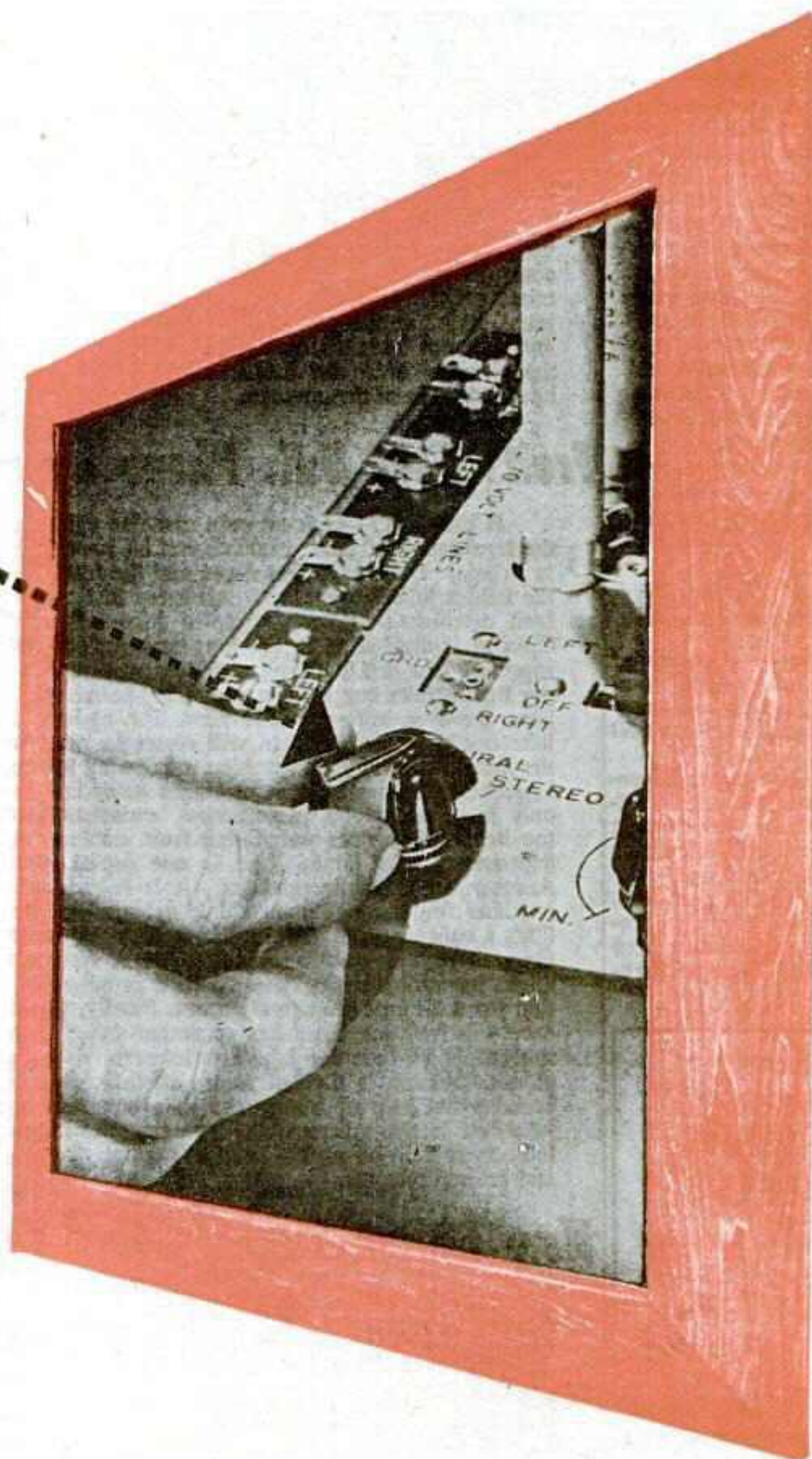
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THIS IS ALL IT TAKES...

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ROCK-OLA
 PHONOGRAPH
 FROM
 MONAURAL TO
STEREOPHONIC
 PLAY



Yes, with a Rock-Ola all-purpose stereophonic phonograph just a flip-of-a-switch converts the phonograph from monaural to stereophonic play. At no extra cost for conversion parts, power packs and the like, the exclusive Rock-Ola "Tri-Fonic" switch permits instant fingertip conversion. Only the Regis among today's phonographs can meet this all-out test of true flexibility. Only Rock-Ola gives you "3 phonographs in 1" and at a cost lower than you would pay for monaural machines.

33½ and 45 RPM INTERMIX CHANGER

The Rock-Ola built dual-speed changer permits complete intermix of 33½ and 45 RPM records in any sequence in any bank of records. No matter the speed or whether it's stereo or monaural records, they can all be played on the Regis, the one truly flexible phonograph. Only the flexibility of the Regis gives you complete protection for future location needs.

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The new Regis with (((Reverba-Sound))) literally places your customers in the center of a great concert hall. With Sound Reverbration the wall seems to roll back and "living presence" music becomes a reality for all locations, in either stereo or monaural music, regardless of size.



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THE TIME WHEN YOU CAN REACH
THE LARGEST BUYING AUDIENCE
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BILLBOARD MUSIC WEEK

MOA CONVENTION ISSUE

Dated: May 15, 1961. Advertising Deadline: Wed., May 10

MOA ISSUE Will Contain Special 1961 Juke Box Operator Poll.

INVESTING YOUR ADVERTISING DOLLARS

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Music Operators of America Convention will be held May 15-16-17 at the Deauville Hotel, Miami Beach

Start planning now!!! Have your advertising sales messages ready to appear in the pre-convention (May 8), convention (May 15), and post-convention (May 22) Issues of Billboard Music Week.

Remember . . . The Advertising Deadline is Wednesday, May 10, for Billboard Music Week's MOA Convention Issue. Prepare your copy now!

Make your reservation for advertising space today! Contact your nearest Billboard Music Week office listed below for complete information and rates.

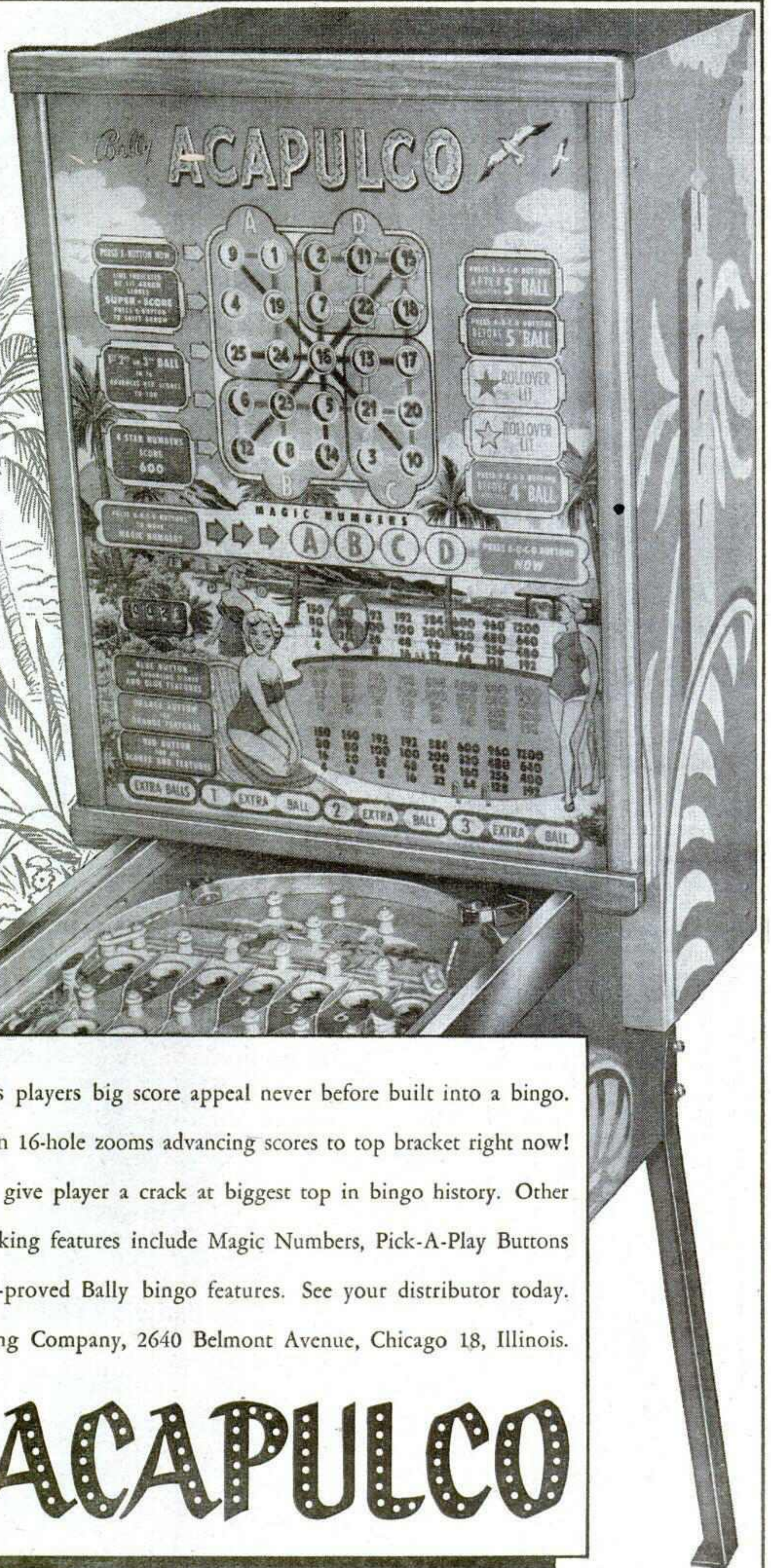
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ACAPULCO gives players big score appeal never before built into a bingo. For example, ball in 16-hole zooms advancing scores to top bracket right now! New Super Scores give player a crack at biggest top in bingo history. Other popular money-making features include Magic Numbers, Pick-A-Play Buttons . . . all the profit-proved Bally bingo features. See your distributor today. Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18, Illinois.

Bally **ACAPULCO**



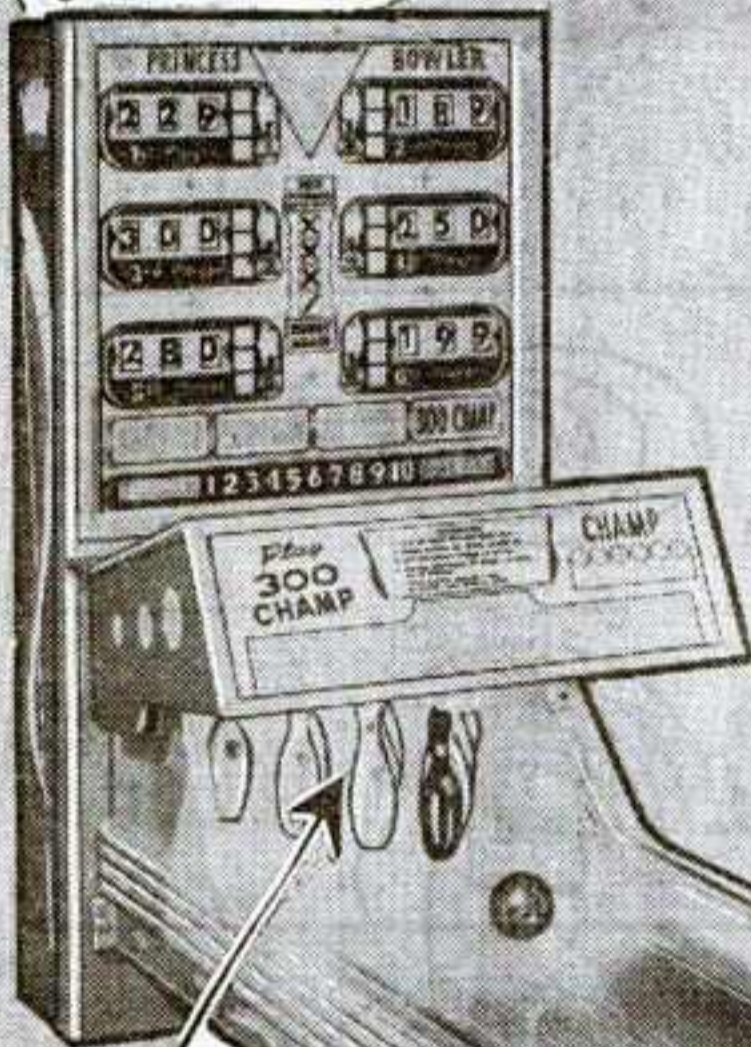
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**ALL STRIKE
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Strikes Only —
with Bonus Feature!

**FLASH-O-MATIC
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Exciting High Scoring Feature!

New
300 CHAMP
with "glowing" RED PIN
Continuous Strike Feature
Plus Red Pin Bonus!



PRINCESS BOWLER

Look!

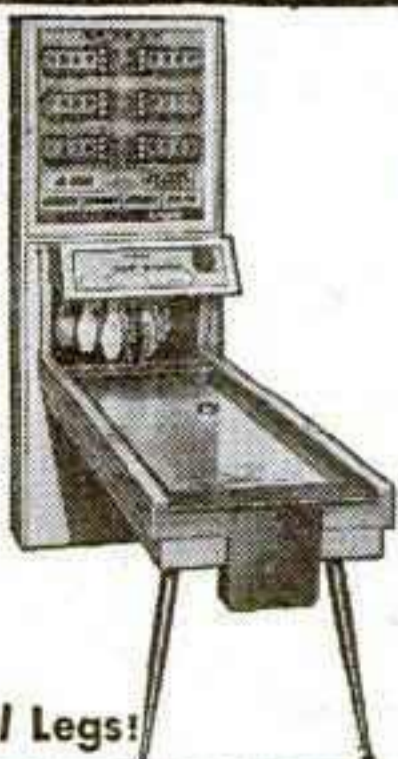
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New Modern Circuitry —
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FITS ALL LOCATIONS —
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20 SHOTS 10c — POSSIBLE 100 BONUS SHOTS!!



Chicago Dynamic Industries, Inc. 1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS

SENSATIONAL STEREO BREAK-THROUGH

NEW, UNIQUE AMI CONTINENTAL 2 ACHIEVES FULL-COVERAGE STEREO WITHOUT REMOTE SPEAKERS

Hailed as a major break-through for coin-operated stereo, the new AMI Continental 2 is an entirely self-contained unit that brings the full magnificence of stereo to every patron, wherever he may be in a location.

SAVES ON COSTS... BUILDS EARNINGS

Because it eliminates the need for remote speakers, AMI's new Stereo Round* gets rid of the bother and expense of speaker installation. At the same time, the full stereo coverage of the new jukebox provides greater enjoyment for patrons, with a consequent step-up of col-

lections. The result is extra profits, as well as more convenience and satisfaction for you and your locations.

AN EXCLUSIVE DEVELOPMENT

The new, self-contained Stereo Round eliminates entirely the conventional stereo sound "pinpoints." This notable accomplishment results primarily from combining a unique speaker placement arrangement with special circuitry to bring about the comprehensive sound wave mix illustrated.

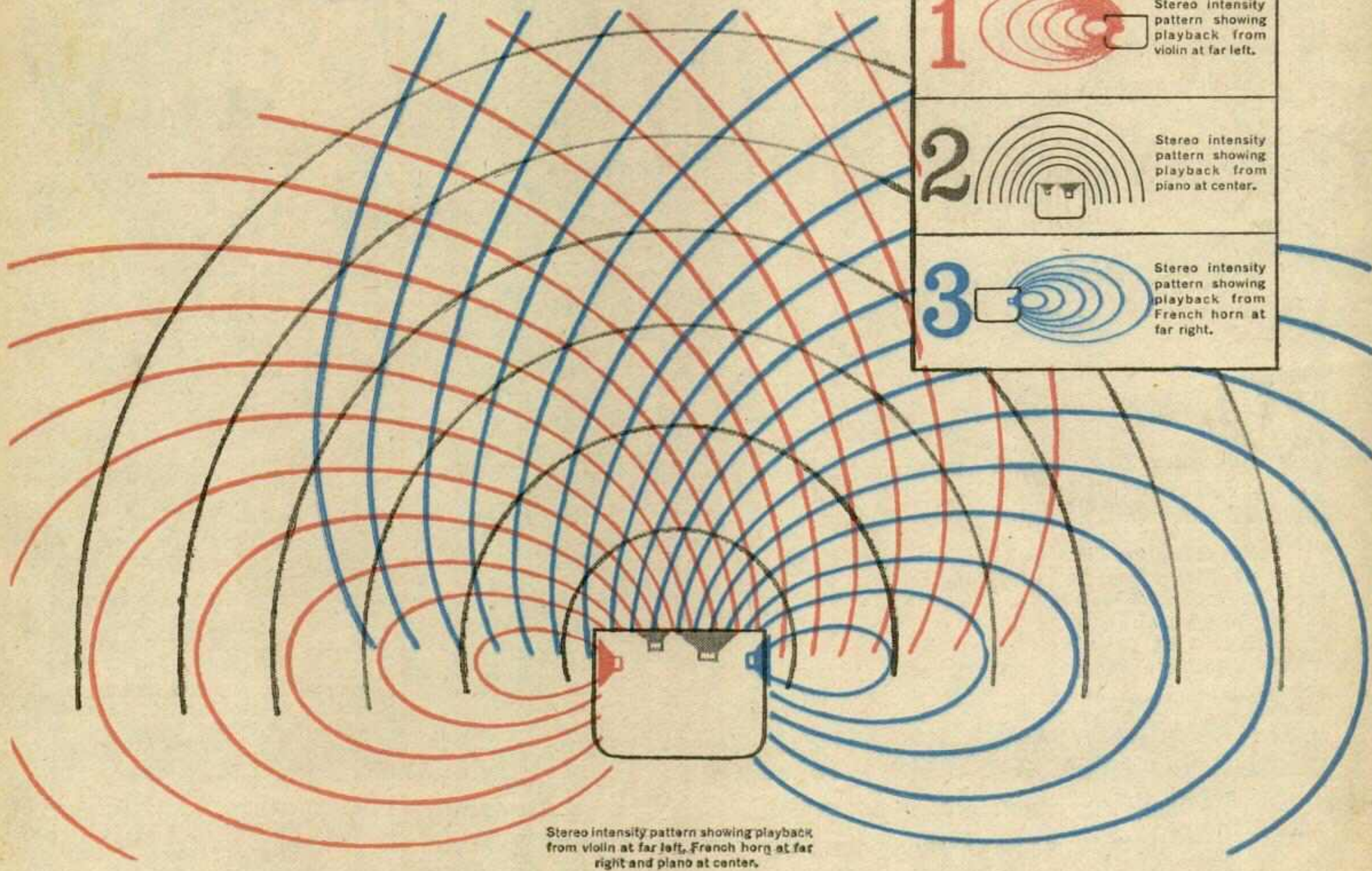
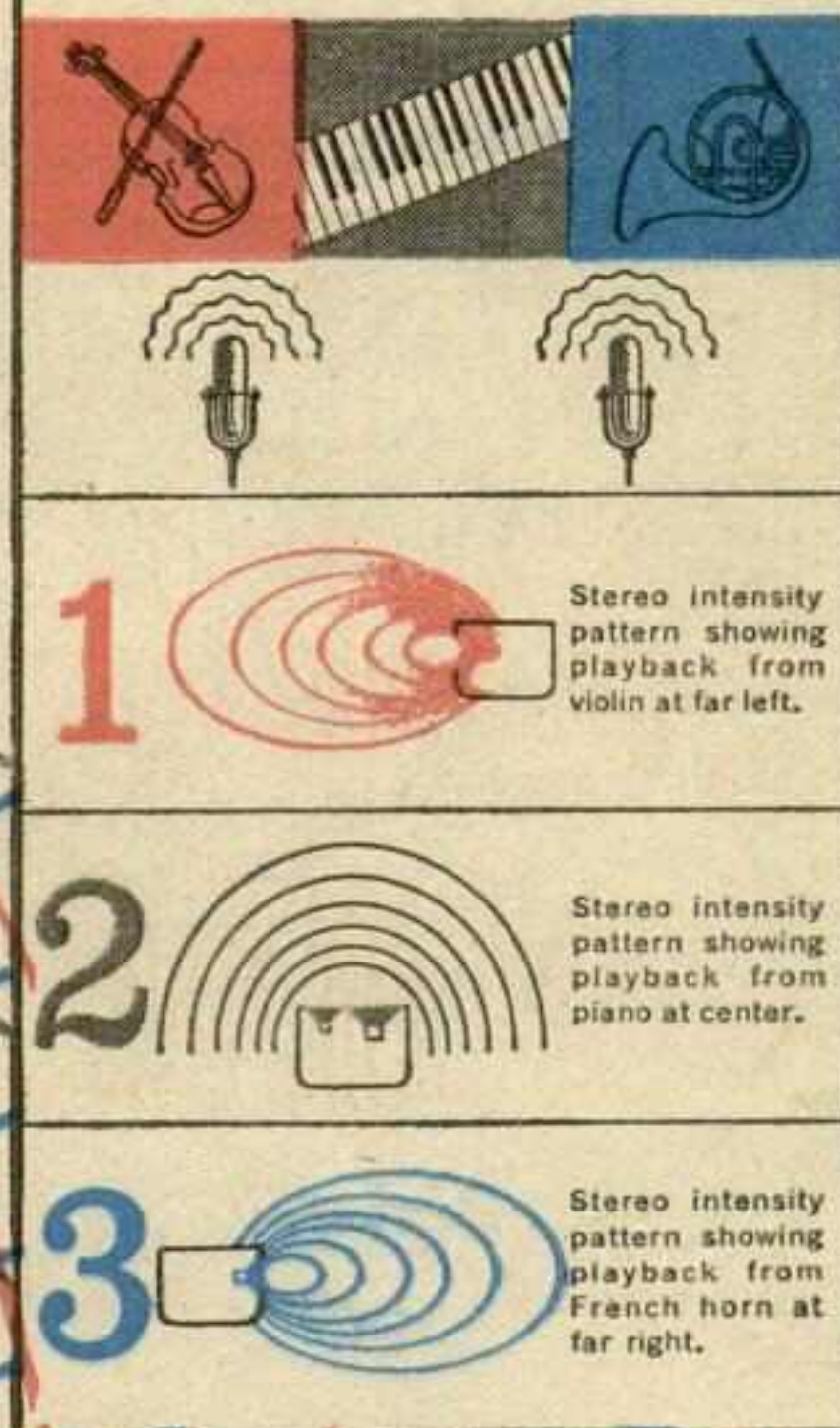
The Continental plays 33 $\frac{1}{3}$ and 45 RPM stereo or monaural records interchangeably.

See and hear this New Continental 2 at the MOA convention... then visit your AMI distributor's showroom for a demonstration that will amaze you.

*Patents pending

WHAT YOUR CUSTOMERS HEAR WITH STEREO ROUND

These diagrams show, in simplified form, how sound waves combine and intermix to achieve full stereo coverage throughout a location.



1 + 2 + 3 = STEREO ROUND

AMI sales office 5075 West Lexington Street Chicago 44, Illinois