

July 17, 1961

50 Cents

# BILLBOARD MUSIC WEEK

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

## JUKE BOX ALTERING SINGLES A&R

### Col, Decca-Coral, Vassar, UA Gear Singles to Ops

By PAUL ACKERMAN and AARON STERNFIELD

NEW YORK—Three major labels, one independent and two German diskeries almost simultaneously disclosed that they were gear-

ing a substantial part of their singles output for the juke box market. The five separate announcements add up to an increasing awareness in the part of the record companies toward juke box operators. The nation's 500,000 automatic phonographs account for nearly 45 per cent of the singles market.

Domestic companies involved are Columbia (see separate box), Decca-Coral, United Artists and Vassar. Their concept is that special programming is required for juke box locations, and their execution of the release of special packages for the operator. The German actions (see separate box) follow the same line of reasoning.

Juke box operators have long complained—with some justification—that singles are released with store sales in mind and with the operator as an afterthought. They charge that the record companies have taken full advantage of the release of special packages for the operator. The German actions (see separate box) follow the same line of reasoning.

As teen-agers buy most singles sold in retail record outlets, a high percentage of new singles product is rock and roll, suitable for soda-shop locations, but hardly appropriate for taverns, where the patrons are adults.

#### Collections Off

One result of this programming for the teen-age market has been that albums—purchased by adults—have been dominating the total disk market. Another has been that juke box collections have been way down, with 58 per cent of the nation's automatic phonographs grossing less than \$15 per week before commissions.

And while many factors have been responsible for the decline in juke box collections, the lack of suitable product—especially in stereo—has played an important role in this decline.

Three major labels, one independent and two German diskeries (see separate box) are attempting to move into the breach and record single releases exclusively or primarily for juke box consumption.

The independent is Vassar Records, which this week released eight titles arranged for tavern locations (which account for slightly more than half of the domestic juke boxes) and set for initial distribution through juke box operators. The majors are Decca, United Artists and Columbia.

At press time it was learned that United Artists will soon release a silver spotlight series designed primarily for juke box play. (Continued on page 66)

### 33 Jingle Due By Col Distribs

NEW YORK—Columbia Records distributors will offer dealers co-op advertising spots for both TV and radio plugging the firm's seven-inch 33 singles. The 20-second singing commercial explains how the small 33's are easier to stack and handle on players than the 45 r.p.m. disks. Commercials were shown and played at Columbia's four regional sales meets held last week.

At the meetings the firm also previewed its new in-store merchandising material, including wire display racks, divider-card headers, brochures, a Johnny Mathis display and a special Mitch Miller merchandiser. The firm introduced a novel idea in packaging with a Johnny Mathis album including a gold-framed brush-stroked oil painting reproduction of the cover portrait.

Columbia Records this year will (Continued on page 64)

### Poll Shows Dealers Want Permanent LP Price Cut

SORD Survey Says Most Favor \$2.98 List; Many Would Take Slice in Mark-Up

By LEE ZHITO

HOLLYWOOD—The majority of record dealers want a permanent LP price cut, most of them favoring the \$2.98 list level, with many of them willing to take a cut in their mark-up to achieve the

price reduction. This was learned in a spot survey conducted by the Society of Record Dealers President Howard Judkins Sr. among SORD's membership, the complete membership meeting Tuesday (16) (Continued on page 44)

### CAP & REPRIS WAGING BATTLE OF 'SWING' LP'S

HOLLYWOOD—Another head-on collision between two Frank Sinatra album releases — one by Capitol and the other by the sing-

er's own Reprise label—last week sparked a new flare-up between the two firms. Both LP's are uncomfortably similar in title (Reprises' "Swing Along With Me" vs. Capitol's "Come Swing With Me") and equally similar in musical style and flavor since both feature the same arranger-conductor (Billy May). (Continued on page 65)

### U. S. Report Asks Major Change in Copyright Law

By MILDRED HALL

WASHINGTON—The Copyright Office has come out foursquare for an end to statutory compulsory licensing, which permits anyone to record music after a first recording, simply by notice and payment of 2 cents mechanical royalty per record.

This blockbuster to the record

industry is only part of a remarkably clear and readable report from the Library of Congress recommending sweeping revision of the antique 1909 Copyright law, from damages to renewals. It also hopes for early knockout or modification of the juke performance royalty exemption by legislative action, and suggests a thorough investigation. (Continued on page 48)

### JUKE BOX WAX BY GERMAN CO.

FRANKFURT—A new record company specializing in the production of juke box records has been established in Frankfurt—the Globus Musikverlags KKG. It is affiliated with the Globus juke box equipment distribution company here, one of Frankfurt's largest such organizations. Globus executives are Marianne Karthal, business manager of Globus-Automaten GmbH and Hans R. Beierlein, proprietor of the Montana-Musikverlag in Munich and co-publisher of Musikmarkt, the trade publication. The Globus label will select and adapt top pop for juke box playing, and with especial attention to the German market. At Hagen, Westphalia, meanwhile, a similar competing diskery has been founded—Helia, the German affiliate of the Belgian label of the same name. Helia will produce international dance and entertainment music for juke box play, with emphasis on Belgian and Dutch compositions. Fred ten Bergh will write German lyrics for the Belgian and Dutch tunes.

### COLUMBIA INTO JUKE BOX PUSH

NEW YORK—Columbia Records this week joined the roster of record companies producing packages specifically for juke box operators. Others who also announced similar plans this week are Decca-Coral, United Artists, Vassar and two German diskeries. The Columbia series, labeled "Playtime," will be available in both 45 and 33 singles, including some stereo recordings. The package of pop standards includes "My Gal Sal," "Stardust," "After the Ball" and "Tavern in the Town."

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BIG MULE' DISK  
DANCE ANSWER

NEW YORK — Roulette Records has come up with a new angle on "answer song" disks. The label is issuing a new single by Joe Jones tagged "The Mule," which is a "dance answer" to Chubby Checker's "The Mule." The record is "The Mule" by Joe Jones, "The Mule" by Joe Jones. The record is "The Mule" by Joe Jones, "The Mule" by Joe Jones.

The player, sliced by Roulette's artist and repertoire man, Henry Glover, features a new dance craze by Shirley Horn who invented the Watusi. The dance deceays around the country will shortly receive instructions on how to dance The Mule.

RIAA to Fight  
Disk Duplicates

NEW YORK—The Record Industry Association of America will seek to halt the spread of unauthorized duplication of sound recordings, according to Henry Brief, RIAA executive secretary. Such unauthorized use is an infringement upon disk manufacturers' property rights and an evasion of the rights of publishers, writers, composers, etc.

Unauthorized duplication entails not only counterfeiting — which RIAA has been and is fighting — but also the transfer of recorded performances to tapes which are sold or broadcast for the profit of the duplicator. RIAA feels the practice is a problem both domestically and abroad.

RIAA uncovered instances of illegal duplication during its investigation of counterfeiting. This practice is being made available to the public for appropriate action. RIAA, too, will seek corrective legislation.

SINATRA FLICK  
ON SWING ERA

NEW YORK—Frank Sinatra will produce a movie based on the swing band era, which he sang with the Tommy Dorsey orchestra.

Sinatra wrote the story outline himself. It centers about two musicians whose friendship is broken up by the band's gal singer. The musical will be tagged "Swing Along With Me," after Sinatra's new album.

## LATE POP SPOTLIGHTS

SINGLES

BOBBY WILLIAMS

CLAIR DE LUNE (Moonlight Love) (BEM) (2:51)—Here's a lovely and lush version of the Debussy melody, aided by large orchestra and choral backing. Williams' warm piano work could help this be a big one. Flip is "Riviera Concerto" (Witmark, ASCAP) (2:37). **Kapp 413**

HVERN BAKER

BURTON INSIDE (Edna, BMI) (2:06) — I DIDN'T KNOW I WAS CRYING (Merks, BMI) (2:34)—Two fine sides by the vivacious burlesque. "Hurra Inside" is handed a rock, shoutin' performance. The flip, an attractive ballad, is sung with deep feeling. **Athletic 2109**

SING ALONG WITH ME

Frank Sinatra, Reprise R 1002—Sinatra's second album on his own label spotlights the star in his usual swinging vocal form on a group of rock standards with solid backing by Billy May. Capitol is also bringing out a Sinatra LP, tagged, "Come Swing With Me" (see story in this issue), but with Sinatra's powerful sales pull, there's foot enough for all.

## 'PM' TV Show Big With Artists

By JUNE BUNDY

NEW YORK — Westinghouse Broadcasting Company's new syndicated (on tape) TV show "PM East and PM West" has opened up what may be an unprecedented amount of video exposure in 15 prime markets for musical talent of all types—pop, folk, jazz, international, and classical. Music and musical performers occupy almost one half of the 90-minute program, which is aired against Jack Parr's network TV show Monday through Friday.

Parr, of course, is seen in many more markets. However, his format features very little music—most of it musical comedy material and standards. Dick Clark's ABC-TV daily afternoons "American Bandstand" is almost exclusively devoted to music, but it's all on records and primarily spotlights young rock and roll talent. Although the networks have scheduled several one-shot TV specials featuring musical talent, there will be less regularly scheduled music shows on network TV this coming season than in the history of the medium.

Consequently, "PM East and PM West," which debuted June 12, is rapidly becoming a major target for record companies in search of exposure for artists, both new and established. The program also serves as a valuable audition showcase, since the series frequently spotlights new talent as yet undiscovered by the record industry.

Like Allen Show

In many ways, "PM East and PM West" resembles Steve Allen's NBC-TV late night show, in that Allen was one of the first to feature jazz talent and give new musical personalities a break. However, the Westinghouse series allots more time on a regular basis

to such projects than Allen did, and covers a wider range of musical categories.

In some cases the program also affords musical stars a unique opportunity to demonstrate their versatility, by permitting them to participate in extensive interview sessions and/or panel discussions in addition to displaying their usual vocal or instrumental talents.

Since the series started, entire programs have been turned over to delving into the lives and careers of Sam Cooke, Gerry Mulligan, Cannonball Adderley, Earl Grant, Buddy Greco and Red Nichols. The Nichols story occupied two full shows. The veteran or leader traced his career from the Twenties to the present time, and played

with his Five Pennies many of his old hits. On Sam Cooke's show, RCA Victor's artist and repertoire staffers Hugo Peretti and Luigi Creatore appeared to discuss the singer's recording career, while Grant — on his hour — introduced his "discovery," canary Phyllis Branch.

Anka Forenews

Paul Anka was given an opportunity to demonstrate his analytical ability June 20 when he participated on a "PM East" panel discussion of rock and roll, along with WIZ-TV Baltimore deejay Buddy Deane and "Bye Bye Birdie" composers Charles Strouse and Lee Adams.

Each week the series features an hour tagged "Jazz for Squares,"

wherein leading jazz stars not only play but try to explain to viewers exactly what their individual style is, how it developed, and which artists—if any—influenced them. In the fall, classical musicians and operatic artists will receive similar treatment.

In addition to the above named performers, artists who have appeared on the program include Ernestine Anderson, Joe Bushkin, Chubby Jackson, Marty Napoleon, Chris Connor, Roy Eldridge, Beverly Wright, Marian McPartland, Zoot Sims, Herbie Mann, Matt Dennis, jazz critic Ralph Gleason, Andy Williams, Mr. Boogoo, Freddy Paris, Oscar Brown Jr., Clancy Brothers, Katie Lee, Susanne Nicole, Grandison Singers, Anita Sheer, Stan Wilson, Oscar Brand, Aila Moore, Roth Gray, Frank D'Rone, Janice Marr, Barbara Dane, Smothers Brothers, Wiliam Holt, Monica Boyar, Joris Kernus, Steve DePass, and others.

Upcoming stanzas will spotlight Peggy Lee, Ann-Margaret, the Dukes of Dixieland, Richard Dyer-Bennet, Lambert Hendricks and Ross, the Isaacs Trio, Carole Sloane and Leon Bibb.

International talent exposed on the program to date includes Japan. (Continued on page 48)

Dave Kapp Attacks Industry's  
Big Deals as 'Profitless Prosperity'

NEW YORK—The concepts of "profitless prosperity" was attacked by veteran disk man Dave Kapp at a distributor convention here Saturday (15). "We must sell our records at a profit," Kapp told his audience. "Too many manufacturers and distributors are more concerned with deals and volume than in profits."

"Too many cannot see through the big deal smoke screen. A bigger deal does not mean bigger profit," Kapp continued. The Kapp concept, he said, involves analyzing the cost of everything in all departments at Kapp Records and looking into the problems of distributors. "After all," he noted, "the basis of distributor and dealer business is how much money you can make per dollar invested per label." Citing the words of the late Franklin D. Roosevelt, Kapp said,

"I believe one thing to do is to fix our minds on what our ultimate objectives are." Then he asked the distributors: "What kind of record business do we want? Do we know? Are we on the way towards it? If not, how do we all get on the right road?"

"As far as Kapp is concerned, we are on the right road," he asserted. "Now, as we did, each distributor must study the whole picture and get his house in order. You can't get where you want to go unless you sell a good product at a profit."

Kapp indicated he did not think other companies could continue to do what they have been doing for the past number of years. "They may destroy themselves, but I don't want to see them take you along for the ride," Kapp told the assemblage.

SORD-NAMM Meet  
Underway in Chicago

By REN GREVATT

CHICAGO—Stereo FM, an increased emphasis on the hard sell and a series of vital meetings involving the board of directors as well as the general membership of the Society of Record Dealers of America (SORD) are expected to highlight the twin conventions here this week of the National Association of Music Merchants (NAMM) and SORD.

In barely three months since the okay by the Federal Communications Commission of stereo multiplex broadcast systems developed

by Zenith and General Electric, the industry has been dominated by talk of FM multiplex stereo.

A highlight of the NAMM affair here will be exhibits by numerous manufacturers of FM stereo receiving equipment. Adaptors for existing FM sets enabling them to receive the two-channel signal will also be prominently on display.

Beyond this, a special FM stereo kickoff presentation will be staged in co-operation with NAMM by the Electronics Industry Association at 2 p.m. Wednesday (19) in the grand ballroom of the Palmer House. Featured speaker at this event will be FCC Commissioner Robert E. Lee. He will be introduced by Edward R. Taylor, EIA consumer products division chairman.

During this program, to be titled, "The Facts About FM Stereo—A New World of Broadcast Sound," the EIA will distribute a booklet with the same title to dealers and distributors. Spoken for by both GE and Zenith will be present to explain the technical aspects of the new broadcast system. Both will present demonstrations.

John J. Meagher, vice-president for radio of the National Association of Broadcasters, will report on "What the FM Broadcasters are Doing About FM Stereo." Then a panel of receiver manufacturers, including chairman Luther M. Sandwick and Orville Bridges of the EIA photo and radio sections, will answer questions from the floor regarding new FM stereo receivers.

The show, which marks the 60th anniversary celebration of the NAMM, and which is expected to

Reprise in Promotions  
On 'Swing Along' LP's

HOLLYWOOD—Reprise Records has announced a fall promotion under the title "Swing Along With Reprise." The program encompasses eight new album releases, leading off with one by the label's head man, Frank Sinatra, titled, "Swing Along With Me." Other product includes sets by Al Hibbler, Lou Monte, Leo Diamond, Thurston Knudsen and Jack Sheldon.

Window and store display material, showing Sinatra swinging at a golf ball, have been designed for dealer and rack use. Consumer advertising has been set for Playboy and the New Yorker.

UA Will Register  
Million \$ Month;  
Sales Deals Cited

NEW YORK—United Artists Records will chalk up its first \$1 million billing month in July, according to Art Talmadge, vice-president and general manager. The label currently has four sides on the "Hot 100" and one on " Bubbling."

Talmadge attributes the record sales month to the label's " Carnival of Stars" program, featuring 15 new packages and special during the new "Album of the Month" dealer merchandise rack, wherein dealers receive two free LP's for each 10 purchases; and the new Silver Spotlight Series — specially designed singles primarily for use by juke box operators. (See Page 1 story.)

Talmadge notes that the Silver Spotlight Series has also sparked "a most amazing and gratifying response from our overseas affiliates. Most countries," the executive says, "now feature the two-track, two-sided EP's, and this new series is tailor-made to their production and output. They can take any two Spotlight Series disks and make up their EP's for release in their respective territories."

## EDITORIAL

## A Flourishing Evil

Counterfeiting and other forms of unauthorized use of American disk and song product is now flourishing in many countries overseas. The evil is becoming world-wide. Bobby Weiss' recounting of its spread in Asiatic areas is an unpleasant eye-opener. (See separate story.)

Unauthorized duplication—either from disks to tapes or in its more common forms—has long been the dark continent of the music-record business. At least, it is now being brought into the open. This is the first step toward possible control.

It is timely, therefore, that RIAA should appraise the trade of its intention to seek protective measures to control illegal use of tapes as well as any other unauthorized forms of duplication. ARMADA, too, has been active in the general sphere. These moves will have the full support of publishers, writers, manufacturers, artists, etc. Let us hope that this support is not merely moral—but that a measure of implementation may be achieved.

As the music-record industry becomes more truly international, such protection is necessary not only on a domestic level, but also on the international plane. This should be the ultimate goal. Reciprocal protection of disk and copyright properties through international conventions and agreements, so as to ensure the unimpeded flow and marketing of legitimate product.

(Continued on page 9)

# Indie Labels With Album Specialty Lines Picking Up Sales; Others Find It Tough

Well-Established Lines of R.&B., Spirituals, Classics, Folk, Jazz, Percussions, Humor All Enjoying Steady Marketing

NEW YORK—While many of the indie record firms have been struggling with album sales over the summer, a number of indie labels have been enjoying fairly steady sales on LP's. These are the labels that have built a specialty line of one sort or another for themselves, in any field but pop. They include such labels as Vee Jay, with its strong r.&b. and spiritual lines; Vanguard, with its connoisseur classical and folk lines; Atlantic, with its potent jazz line; Elektra, with its folk sets; Command, with its best-selling percussion sets; Jubilee, with its saucy Rusty Warren and Bopper series. These are prime examples.

## Carve Niche

What these labels have done is to carve out a niche for themselves in fields that the majors, or the large indies have either neglected or not paid a lot of attention to. And in doing so, they have built up a fairly steady clientele that stays with them even when times are rather rough, usually because they cannot get similar product elsewhere.

The majors, Columbia, Victor, Capitol Decca, and the large indies such as MGM, London, Mercury, ABC-Paramount, Dot and a few others, have locked up much of the pop and classical fields due to the artists they have on the labels. Occasionally a Cameo comes along with Bobby Rydell, or an Atlantic with Bobby Darin, and manages to sell a lot of pop albums. And after an artist or a group gets hot with one or two pop singles, a label finds it can move LP's too, with the same artist. But generally, the indie

labels have had a rough time bucking the large firms in the pop and/or classical areas.

Labels that have built specialty lines have done it with the type of names that receive less in royalties and cost less to record than many of the big names in the pop field. Thus, their basic costs are lower, and their sales can be less to turn a profit.

In some cases they have become very strong in one area of the business. Vanguard, for instance, has a very potent line-up of folk

artists, including the Weavers, Odetta and Joan Baez. Caedmon's spoken-word disks sell in steady fashion. Enoch Light's percussion sets are the biggest sellers of all the percussion albums on the market, with every release to date over 100,000 and some of the releases over 300,000. Light's Command label, which is widely imitated, is running 10 per cent ahead of last year in gross business. Colpix has done well with its kiddie LP's. Atlantic, Riverside, Contemporary, Blue Note, Prestige and Fantasy have probably discovered and initially recorded more new jazz artists than all of the majors.

## Pop Problems

The indie labels that have had the toughest sledding in the current market are those who have concentrated almost exclusively on pop items rather than specialty areas. Without potent name artists some have had hard times staying afloat in the bitterly competitive pop field. But those who have built a strong specialty line have found that they can command a loyalty not always found in the pop field.

There is less glamour, of course, in having a specialty line as against having a string of best-selling pop disks. As one very successful specialty record man put it one day, "When I walk into a restaurant no one knows me. I do not receive the same attention as the heads of some of our large companies. But I'm usually consoled by the fact that I make more money than they do." Companies with strong specialty lines have found that they are very consoled when times are hard on regular pop product.

# Mercury Intros 'Summer Spec'

CHICAGO—Mercury Corporation is introducing a new "Summer Spectacular" sales plan along with the firm's July 15 release of two classical, one jazz and 10 pop albums.

The "Summer Spectacular" plan runs from July 15 through August 31. It includes a one-for-six offer on all new releases, a one-for-five offer on selected Country and Western LP's and EP's, a one-for-five offer on Perfect Presence Sound albums, and a 30 for 100 offer on the firm's Celebrity Series. The latter is a carry-over from Mercury's Summer Sale-A-Rama.

Some 19 albums and five EP's are eligible in the Country and Western category under the plan. The "Summer Spectacular" will contain the usual exchange privileges and will be backed with merchandising aids, including die-cut jacket easels, browser box index cards and special order forms for the Country and Western product, and browser cards for the Celebrity series.

New albums in the July 15 release are:

"Try a Little Tenderness," Frank D'Rone; "Swing Softly Red," Red Prysock; "The World's Great Waltzes," Cleobanoff Strings; "Movin' Easy," Jazz Renaissance Quintet; "My Heart Sings," Sarah Vaughan; "Someone's Watching Over You," The Platinums; "Tales of the Bayou," Cajun Peter; "Broadway, Hongos and Mister B.," Billy Eckstine; "Dance With Damita Jo," Damita Jo; "Harmoonically Yours," Jerry Murad's Harmonians; "Golden Hits," Tiny Hill.

Lizst, Les Prestides, Smotna, The Moldau, Musorgsky, Bald Mountain, Sibelius, Valse Triste with the London Symphony Orchestra and Antal Dorati.

Loeffler, Rogers, Barlow and McCauley with Howard Hanson and the Eastman-Rochester Orchestra.

# Scott, Davis Move Into New MGM Positions

NEW YORK—Howard Scott and Jim Davis have been named to new posts with the MGM organization. The label's chief, Arnold Maxin, announced last week that Scott would take over as MGM pop album a.&r. director, while Davis will handle artist relations and some record projects for the Verve label.

Scott will be responsible for album planning and a.&r. work, and will report to Maxin. Scott served for 15 years in a.&r. at Columbia Records. Davis is a veteran with Verve, having served as field man on both the West Coast and in the Midwest.

# Mercury, RCA Neck and Neck For Top Spot in Hot 100 Chart

CHICAGO—Mercury Record Corporation is tied with RCA Victor for first place for most tunes on the Hot 100 chart with six each. Mercury's subsidiary label, Smash, has three more on the chart, giving the Mercury family a total of nine.

Mercury's executive vice-president, Irwin H. Steinberg, noted the good chart representation attested to the success of the reorganization program which the firm has been undergoing during the past several months.

Number two spot for most tunes on the chart goes to Decca with four. A crowd of labels tie for third place with three tunes on the chart, including Dot, Imperial, A&O, Gee, Warwick, Argo and Capitol.

## Reorganization

Included in the recent Mercury reorganization: (1) Decentralization of the a.&r. department. A.&r. directors are no longer confined to a specific artist or a specific territory.

(2) Organization of the firm's special products division to handle its subsidiary label, Smash, and to

# Purchase of WMGM By Crowell-Collier Off

NEW YORK—The sale of radio Station WMGM here by Loew's Theaters Broadcasting Corporation to Crowell - Collier Broadcasting Corporation has been called off because the time limit set in the agreement for approval by the FCC of the assignment of the license to Crowell-Collier expired July 10.

The FCC had failed to approve the transaction without a formal hearing. The FCC, which has been critical of programming on other Crowell-Collier stations, said that it was unable to determine at this time that the assignment of the WMGM license to Crowell-Collier would be in the public interest.

# Weiss' World Trip for WB is Fruitful

LONDON—Licensees in five new territories, repertoire from three countries and closest co-operation between the Warner Bros. film and disk firms were among the achievements of the recent round-the-world visit by Warner Records' international director, Bobby Weiss. Including a four-and-one-half-month stop-over in Warner's Los Angeles home office, he had been away from his Paris base for seven months.

On the second part of the trip Weiss visited Japan, Hong Kong, the Philippines, South Vietnam, Thailand, Singapore, Ceylon, India, Israel and Greece.

In Tokyo, Weiss discussed problems and future releases with the Warner licensee, Nitchiku Industrial, a division of Nippon Columbia. He also arranged for Nitchiku to record Japanese talent for issue on the local Warner label. The disks will then be made available for release throughout the world.

## Manila Deal

During his stay in Manila, Weiss arranged a deal with the Mareco firm to become the Warner licensee for the Philippines. Local talent will also be included on the label and made available world-wide. One coupling—of a folk song set to an "off-beat cha-cha" rhythm Weiss found predominant throughout the Orient—has already been scheduled for release in Scandinavia.

Warner's international film-disk association received a further boost in Bangkok, when he completed a deal for the Black and White Record Company, a subsidiary of

Thailand's biggest movie distributor, to be the label's licensee. In Singapore, the Warner licensed distributor is now the F. S. Isaac Company. No local pressing is envisaged and disks will be shipped in from the Philippines and the U. S. Although not yet contracted, Weiss negotiated a deal while in Tel Aviv for his label to be represented in Israel.

## Athens Stop

In Athens, his final stop-off, he completed negotiations with Giorgos Orphanidis of the Greek Record House to be the Warner licensee in Greece. A launching date of September 1 is planned. Again, local artists will record for the label and their disks will be issued elsewhere.

In the other countries visited, deals were not possible. In Hong

# IFPI IN CONFAB IN COPENHAGEN

OSLO, Norway—The International Federation of the Phonographic Industry—which represents 300 phonograph companies throughout the world—has their annual meeting in Copenhagen this week.

Prime topic for discussion will be the problems in connection with copying disks on tape, which seems to have become more and more popular. This is of course illegal, except for private purposes, and many see in this practice a substantial reason for the decline in sales of records.

handle the acquisition of other labels for sale through Mercury channels.

(3) Formation of a creative division to oversee recording, consumer advertising and advertising.

Steinberg added the firming forward to a substantial in fall business in all categories in all products.

# Columbia Intros Masters Team

NEW YORK—As part of drive for strong single wax, Columbia Records has signed a producing team of Nevin and Ner to produce masters. Nevin-Kirshner have been one of the successful of the indie teams, and now have packed records for RCA Victor, Paramount and Epic. First under the Columbia banner, N-K features thrash Dorothy

The N-K pact with Col will be similar to contracts to produce masters with other labels. The duo will bring in as many new names to Columbia this with the option to bring in as many as five new names. They will write the songs and make the arrangements, which point Columbia will do the distribution, etc. through regular Columbia distributors. Columbia will have options to the artists to the label, and N-K will continue to make artist's recordings.

N-K will draw down a line on recordings sold, with Col paying, as well, the artist's publisher royalty. N-K will name the royalty they receive record, but it is understood that the royalties received by indie producers who get 10 cents to 3 cents per disk will

Kong, Weiss felt, local reached no great volume, would probably have to be exported, thus undermining licensees in other territories. War with the communists, 50 miles away from Saigon, had the economy in Vietnam and imports were impossible.

Economic troubles in Ceylon, ruled out a possible dispatch were cut to an absolute minimum. In Bombay, Weiss closed a deal with executive EMJ, which has the only plant in the sub-continent, India, but no decision was made.

## In U. S.

During his spell in Los Angeles Weiss spent a considerable time with Warner President Jim Loring and other executives, setting product and the best of formal agreements already in and operating during the months of his appointment as international director.

Weiss returned to his Paris June 24. Next day he flew London for a 10-day spell executives of British Decca, including album releases for September through February. He left this with visits to Telde (Luzburg), Radio Free Berlin (Muskverriets (Zorich), Vienna the four Scandinavian countries and to Italy, Belgium and France planned by the end of the month.

In Berlin, Weiss was also with the broadcasting authority proposed visit of Connie Smith to take part in the special August 26 from the Berlin Exhibition.

# PHONO SALES \$ IN MAY CLIMB

WASHINGTON—Phonograph sales climbed during May, and cumulative sales for the first five months of this year moved closer to those of the same period in 1960, according to figures from the Electronics Industries Association. Monaural set sales at the factory level remained even, while stereo movement dropped off slightly. Retail sales and production totals for radios were also up in May, according to EIA.

ARTISTS' BIOGRAPHIES

For more programming use, here are pertinent facts about hot disk artists. If clipped and saved as a file, these biographies will help you build a convenient file of such data.



**CURTIS LEE**  
Born in Yuma, Ariz., October 28, 1941, Curtis Lee began accompanying himself on the guitar at an early age. During high school he played and sang at many local functions and social gatherings. Upon graduation from high school Lee was determined to make a career in show business with confidence in his ability to sing and play the guitar and piano.

Lee had little success his first year when record demos went to local clubs. Near the end of that year Ray Peterson and his manager, Sinn Schulman, were traveling through the Tucson area and decided to stop at the club where Curtis was appearing. They were impressed enough with Curtis to bring him to New York and sign him to the Dunes label.

Curtis Lee's debut disk "Fudge of Love" garnered some action and currently Lee's waxing of "Pretty Little Angel Eyes" is moving up smartly on the "Hot 100."

THE CASTELLS

Hanging in age from 17 to 21, the Castells are comprised of Bob Usary, Tom Hicks, Joe Kelly and Chuck Girard. Bob, Tom and Chuck are from Santa Rosa, Calif., and Joe Kelly's home town is Petaluma, Calif. Starting with three members in November of 1958, Bob Usary was added three months later, and Joe Kelly joined during the summer of 1959 after the loss of a member.



The group began playing local dates in and around the Santa Rosa area until they met Dan Dillon. Dillon was a disk jockey at that time and convinced the boys to cut a demo record. The disk was submitted to Herb Newman of Era Records who signed the Castells to a recording contract. Their first era waxing "Little Sad Eyes" gained local recognition for them and the boys now have a national hit on the Era label with "Sacred."

The Castells indulge in a variety of hobbies during their leisure time, including bowling, tennis, cars, swimming and basketball.

PROGRAMMING PANEL

If you have a provocative question to ask the nation's disk jockeys, please send it to this department, 1564 Broadway, New York 36, N. Y. Your name will be credited when it appears.

THE QUESTION

In what way—if any—does the Canadian Disk Jockey's role differ from that of a U. S. deejay?

THE ANSWERS

RED ROBINSON  
CKWX, Vancouver, B. C., Canada

Basically there is no difference. Canada is probably the most-American country in the world. The deejay here is more or less a carbon copy of the American deejay. Radio is the same here, too. There is only one difference. Because the number of radio stations per market is lower than in the U. S., the listening audience is greater and Canadians are more radio conscious—at least that is my observation after having lived in both countries. If anything, the Canadian deejay is more active in community affairs.



GEORGE BALCAN  
CKOC, Hamilton, Ont., Canada

I see no great difference in the role played by Canadian deejays.

I think the big job that faces every disk jockey (whether he be Canadian or American makes no difference) is selling.

Selling his music and information in the most entertaining way possible, selling himself, selling his sponsor's product. This is the basic idea of commercial broadcasting. Sometimes we lose sight of it. Speaking of selling—what am I offered for this slightly used soap box?

RUSS SIMPSON  
CKPT, Petersburg, Ont., Canada

Canada has 18 million people, the U. S. 116 million. With the exception of major centers, stations in most parts of Canada cannot afford to fully staff their operations. As a result, a deejay must be extremely versatile and double as a news-caster, public relations man, and sometimes, salesman.

Big money is scarce and good opportunities rare. Specialty shows (e.g. rhythm and blues, jazz, etc.) are few and far between, once again due to the lack of people.

VOX JOX

**JOCK ANSWERS DISTRIES:** Commenting on a recent BMW story wherein manufacturers and distributors complained about the difficulties they are encountering in exposing new releases on radio, John Wrisley, WIS, Columbia, S. C., writes, "In 16 years as a deejay I have observed the tremendous growth of the record industry and have lived through the decline and resurrection of the radio industry. In devising new, flexible programming methods, radio stations dropped old concepts and built their programming structures around recorded music. Knowing that teen-agers are the most vocal and loyal audience, many outlets reaped the rewards of ratings by beaming their music in that direction—creating a tremendous avenue of exposure for the singles manufacturers. Record manufacturers could not have found a more efficient method of exposing their products to the consumer and, except for the cost of production and occasional gratuities, the exposure was free.

"Now," continues Wrisley, "the radio industry is changing its ways again, and the record people are quite chagrined. Radio people owe a responsibility to their communities and their listeners, not to the record industry. Radio management, in too many cases, forget this, and the industry now finds itself under the close scrutiny of the FCC. Management is now required to exercise more direct control over its programming, and this has closed the door to much direct communication by record promoters with disk jockeys.

"This quite obviously, is hurting the record people in their attempt to expose their new releases to an audience. But can radio continue to operate at the shallow 'juka box' level at the expense of losing the right to broadcast just so that another industry can profit? The current FCC scrutiny," concludes Wrisley, "is a healthy thing. Individual stations must now lean on unique creativity in setting and entertaining listeners. The radio industry is solving its problems as best it can. And, in light of the changes and the problems they create for the record industry, it may be time for that group to commence trying on new, creative techniques as well."

(Continued on page 44)

LABEL-DEEJAY PROMOTIONS

By NIKI KALESH

**MONSTERS AT LARGE:** The group known as the Castle Kings broke up the crowd at a local bargain store on Long Island, N. Y., last week, with their new Atlantic record, "You Can Get Him, Frankenstein." They appeared on deejay Jim Harriott's show, WMCA, New York, airing on location. A well-known listener from "Trentsylvania," Frankenstein, himself, was on hand with his friend Count Dracula.

**SEEN AROUND THE STATIONS:** RCA Victor Records recently had two of their artists out on tour meeting the local deejays. Chet Atkins, guitarist and Nashville-based RCA Victor producer, hit six of the major markets with Pat Kelleher, the label's national promotion manager. Both enjoyed plugging and celebrating "Chet Atkins Moods" with the jockeys. ... Ann-Margret, RCA's new vocalist, recently ran the gamut of meeting local deejays in Chicago, Cleveland, Pittsburgh, New York, Philadelphia and Baltimore, and plugged her debut disk tagged, "I Just Don't Understand." Also a starlet, Ann-Margret just completed her first flick for 20th Century-Fox titled, "Pickled of Miracles," a remake of "Lady for a Day." Traveling with her was Han Greer, manager, pop advertising and display.

**JOCKEY PLUGS OWN LP:** WINS New York deejay Paul Sherman is visiting around the town this week. Sherman is plugging his Strand LP, "Kinder Lummia Reddin Yiddish" (Children Let Us Speak Yiddish). Known locally for his usage of Yiddish expressions and stories, Sherman on this wax teaches the language to children.

**LAURELS FOR WARNER:** A Canadian jockey, George Balcan, CKOC, Hamilton, Ont., writes that the Warner Bros. Records promo piece tagged "Transmitter Aids" is a lot of fun putting captions on the latest Warner stiffs.

Sight & Sound  
Quality Needed  
By TV Music

WASHINGTON—A new "sight-and-sound" type of quality music programming is needed to sell network TV on hour-long music shows. Up to now it has always been the "personality" who makes good music presentation succeed on TV from Toscanini and the NBC symphony to Leonard Bernstein, whose "marvelous" quality music programs have even "garnered a sponsor."

So said Quintance Eaton, the audio-visual chairman of the National Federation of Music Clubs, during a recent meeting of the National Music Council.

Although Eaton was talking principally of long-hair TV music shows, the popular, standard and show-tune music hours are in the same situation. Who would "sing-along" without Mitch? When would a sponsor showcase an hour-long stretch of mostly music without a pivotal Sinatra, a Crosby, a Darin, a Garland or a Merman?

Looking back over the few landmarks of quality musical programs.

(Continued on page 44)

JOCKS' PHOTOS  
NOT FOR REAL

NEW YORK — Lightning struck twice in BMW's typesetting department last week, and the captions running under the programming panel photos of New York deejays Bill Williams (WNEW) and Jerry Marshall (WMBG) were switched for the second time.

Since the greenlines are evidently entrenched too deeply at BMW, we can only suggest that Williams and Marshall be good sports and in the interest of accurate reporting consider exchanging names.

YESTERYEAR'S HITS

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

POP—5 Years Ago

- JULY 21, 19561**
1. Howard Wolf, Cool Brant, Era
  2. I'll Walk With You, Pat Boone, Dot
  3. I Want You, I Need You, I Love You, Bob Finkel, RCA Victor
  4. How, How Long, RCA Victor
  5. My Prayer, Maltin, Mercury
  6. Memphis A Place, Martha Shoell, Decca
  7. In Love Again, Fats Domino, Imperial
  8. So So & Lulu, Gene Vincent, Capitol
  9. Mad Love With Me, Billie Holiday, Columbia
  10. How to Succeed in Business Without Really Trying, Decca

POP—10 Years Ago

- JULY 21, 1951**
1. The Young, Mel Sing Lala, Capitol
  2. Jacob, Frankie Laine, Columbia
  3. How High the Moon, Les Paul & Mary Ford, Capitol
  4. Come On & My Home, Sonny Bonham, Columbia
  5. Lovelife, Eight of the Year, Mark Latta, RCA Victor
  6. The Top of Old Sauter, Warner, Decca
  7. Sweet Violets, Dixie Dears, RCA Victor
  8. How to Succeed in Business Without Really Trying, Decca
  9. How to Succeed in Business Without Really Trying, Decca
  10. Second Off, Vaughn Monroe, RCA Victor

RHYTHM & BLUES—5 Years Ago—JULY 21, 1956

1. Little Willie John, King
2. I'll Be, Little Richard, Specialty
3. How to Succeed in Business Without Really Trying, Decca
4. How to Succeed in Business Without Really Trying, Decca
5. How to Succeed in Business Without Really Trying, Decca

- How to Succeed in Business Without Really Trying, Decca**
1. How to Succeed in Business Without Really Trying, Decca
  2. How to Succeed in Business Without Really Trying, Decca
  3. How to Succeed in Business Without Really Trying, Decca
  4. How to Succeed in Business Without Really Trying, Decca
  5. How to Succeed in Business Without Really Trying, Decca

Dynamics Has  
FM Converter

NEW YORK — The Dynamics Corporation of America has started production on equipment which—according to the firm—can convert FM radio station to stereo broadcasting without down-

The equipment is said to convert two sound signals originating at a station into a single signal for transmission over the outlet's regular broadcast band.

Thus homes equipped with FM sets adapted to stereo will receive the station through dual speakers, while non-adapted FM sets will hear it as a normal monaural broadcast.

A PRESENTATION OF  
 FREDDIE FIELDS AND  
 DAVID HESSELMAN



## "TWO HOURS OF JUST POW!"

In Carnegie Hall on Sunday Evening, April 23, 1961, Judy Garland walked on stage and sang 26 numbers in a special one-night-only concert.

It was perhaps the most memorable evening in show-business history. The audience was composed of 3,165 people who had fought, begged, pulled strings, and paid astronomical sums for the precious tickets. The 3,165 people roared, applauded, cheered, laughed, cried, stomped, whistled and shouted. The ovation was unprecedented and overwhelming. The press exhausted all the superlatives.

*The evening lives. Capitol recorded it in its entirety, live.*

This exciting two-record set is the biggest smash of the year! We're breaking with the heaviest advertising push in our history. And the advance publicity on this release has already exceeded any album ever recorded! For the millions of Garland fans all over the country, "Judy at Carnegie Hall" is a *must* buy! In all honesty... we think this is a great, exciting album—"Two hours of just pow!"

**ORDER AGAIN FROM YOUR CRDC REPRESENTATIVE... NOW!**

EXCLUSIVE MANAGEMENT FREDDIE FIELDS ASSOCIATES LTD., 410 PARK AVENUE, NEW YORK 22, NEW YORK, F/B PRODUCTIONS, INC.



Two 12" Record Set

©CAPITOL RECORDS, INC.

**LABELS PAY RENT**

**Broadway Store Ups  
Unique Disk Displays**

NEW YORK — Tin Pan Alley Records, a swinging Broadway disk company near the corner of West 42nd Street, and one of the few on the main stem not featuring a wild assortment of hawdy party records, has turned instead to a unique window device, allowing for orderly display of albums from many different companies.

Under the new plan, each company or label gets recognition of identification for itself and its product through a series of equal size cubicles. The cubicles, of which there are nine, resemble telephone booths with an open side facing the street. Each of eight cubicles is dedicated to a separate disk firm's product, while one is occupied by a radio manufacturer, in this case, Motorola.

The display space is actually (Continued on page 64)

**NEW DEALER PRODUCTS**

**Record Mitt Keeps Disks Clean**

The Menick-Safel Associates of Washington, are marketing a record mitt which protects, lubricates and keeps records dust free. The glove set is reported to be state fine and sells for \$1.50.



**Store Display for Audio Controls**



Audiotex of Rockford, Ill., has a new in-store audio control demonstrator which, the firm says, will give individual dealers a comprehensive self-service audio-stereo accessory department. Speaker volume controls, drawer slides and tape recorder accessories are featured along with cable and connector lines. Further information is available from the company direct.

**Sophisticate Stereo Consoles**

Another member of the General Electric line is the on-the-wall high fidelity stereo model that again features the drop-down turntable. Titled the Sophisticate. The set is 30 inches wide, 29 inches high and 16 inches deep. There are optional removable legs and a wall bracket is available. There is provision for an AM-FM tuner and the set sells, without tuner, for \$239.



**ALBUM COVER OF THE WEEK**

**RAHMES**



WHIZ—Cork Thomas, Atlantic 1370. Very attractive cover in red, blue and beige with a striking illustration of the artist. Photo by (Continued) Gordon, Lester. (Continued) Atlantic Jazz Records label.

**ORIGINAL SIN**



ORIGINAL SIN—John Lewis, Atlantic 1370. Unusual design in the art done with a drawing of Eve in the Garden. Cover illustration by Bill Johnson. In the states, people will miss. Fine display material.

**CLAIRTONE WILL  
HANDLE BRAUN**

NEW YORK — Clairtone Sound Corporation of Toronto, manufacturer of stereo console phonos, has completed arrangements to market the German Braun line of transistorized portable radios and table model AM/FM radio stereo record players in America. The line will be sold under the logo, "Clairtone-Braun." Clairtone, a relative newcomer in the phono business, introduced its first line of phonographs in the Canadian market last year and since then has moved into the U. S. market. The complete line of Clairtone and Clairtone-Braun products will be on display at the Music Merchants Trade Show in Chicago next week.

**Granco Marketing  
One of 1st Stereo-  
FM Radio Lines**

NEW YORK—Granco Products has become one of the first firms to market a line of stereo-FM radio sets, with the introduction last week of a line of six models, five of them two-piece units and the other a one-piece set with pull-out speakers.

The two-piece units consist of a master unit and a companion, which may be purchased separately. Thus, in areas where multiplex service is not available, the master unit will provide regular FM reception. Later, upon the advent of multiplex broadcasts in the area, the companion unit is simply plugged in to add the second stereo channel.

The Granco FM-stereo line has a low-end price of \$55. The one-piece, 19-inch stereo unit retails at \$99. The set has two matched amplifiers and a phono jack. Granco products are now marketed through Dumont-Emerson.

**W'house to Up  
Stereo Models**

CHICAGO — Westinghouse Electric Corporation will introduce 14 new stereo console units at the Music Merchants Trade Show here this week. The stereo line will be available in four distinct furniture periods, with special attention given to styling for each period.

The M-1700 series, starting at \$199.95, features an AM-FM radio and four speakers. The M-1800 series, starting at \$249.95, contains the AM-FM unit plus five speakers and a disk storage section. The M-1900 series features a new 54-inch cabinet, five speakers and disk storage compartment. This group starts at \$319.95. FM multiplexing will be available as a plug-in accessory in the AM-FM series. A new M-1420 series with built-in FM multiplexing will be available in September.

The company also introduced two compact stereo models, with detachable speakers, at \$79.95 and \$99.95, in addition to an extensive line of radios.

**FTC Drops Charges  
Against Roulette Firm**

NEW YORK — The Federal Trade Commission has dismissed complaint charges against Roulette Records. The decision affects both Roulette as a corporation as well as the individual officers of the corporation.

**BEST-SELLING PHONOGRAPHS,  
RADIOS & TAPE RECORDERS**

These are the nation's best sellers by manufacturer, based on results of a month-long study using personal interviews with a representative national cross-section of record-shop dealers. A different price group is published in this chart each week.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based on the rank order of manufacturers' sales at each dealer, and weighted by size of dealer. Only manufacturers earning 2% or more of the total dealer points are listed below.

**PHONOS LISTING BETWEEN \$31 AND \$60**

| Position This Week | Position 4/17/61 | Brand                | % of Total Points |
|--------------------|------------------|----------------------|-------------------|
| 1                  | 2                | Voice of Music (V-M) | 20.4              |
| 2                  | 1                | Decca                | 18.1              |
| 3                  | 3                | Webcor               | 8.8               |
| 3                  | 4                | Columbia             | 8.8               |
| 3                  | 6                | Magnavox             | 8.8               |
| 6                  | 5                | Capitol              | 4.8               |
| 7                  | —                | Emerson              | 4.4               |
| 8                  | —                | Symphonic            | 4.2               |
|                    |                  | Others               | 21.7              |

**DISK DEALERS FOR DEALERS**

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

**CONCERT-DISC**—Limited time only. Started June 23, 1961. Dealer is offered 120 LPs for the price of one. Five new releases at packaged "buy-back" price.

**RCA VICTOR**—Limited time only. Started May 29, 1961. "Best of the Symphonies" LP by Fritz Reiner and Chicago Symphony Orchestra, is specially priced to the consumer at a "Save \$2" introductory price off the nationally advertised price.

**AUDIO FIDELITY**—Expires July 21, 1961. Started June 21, 1961. Ten per cent discount on two LP's: "Sound Effects, Vol. 2," and "Banner Hobbies," with 10 cents.

**CANDID**—Expires July 31, 1961. Started June 22, 1961. "Summer Jazz Star Program." Label is offering 20% per cent discount on complete catalog including five new releases.

**PARLIAMENT**—Expires July 31, 1961. Started June 19, 1961. One free album for every three purchased. See page 45, June 24 issue, for details.

**LIBERTY**—Expires July 31, 1961. Started June 19, 1961. Dealers are offered five-months billing, 20 per cent discount and a 100 per cent rebate, out of a special program supporting the President LP series. Minimum order is 20 President albums at the same time in the first six months. See page 3, June 19 issue, for details.

**VERVE**—Expires July 31, 1961. Started June 20, 1961. "Orchestra Early Bird." Dealers are offered one album free for every three purchased. Program covers entire catalog plus seven new releases. See page 4, June 24 issue, for details.

**CAPITOL**—Expires August 4, 1961. Started July 10, 1961. For each new Roger Wagner and Eric Ford release purchased at regular price, dealers may buy another 12-inch LP for the same artist at catalog for half price. Dealers must qualify for mono and stereo separately. Only exception is the Roger Wagner multiple-recent sale.

**ATLANTIC-ATCO**—Expires August 31, 1961. Started June 26, 1961. "Summer LP Sale Incentive Program." Available through dealers, the label offers a 15 per cent discount on the entire LP catalogs of both labels, including new LP releases. See page 4, June 24 issue, for details.

**KING**—Extended through August 31, 1961. Started May 18, 1961. Special consumer plan. Two regular priced LP's for the price of one. Dealers make regular purchase. Program covers 18 associated LP's. See page 3, May 29 issue, for details.

**M-G-M**—Expires August 31, 1961. Started July 1, 1961. Label is offering one album free for every five purchased. Plan covers complete catalog. Also, 100 per cent exchange privilege on the label's 50 best-selling LP's.

**RICHMOND-TELEFUNKEN**—Expires August 31, 1961. Started July 1, 1961. A suggested 20 per cent discount offered to dealers through distributor. Program covers complete Richmond-Telefunken LP catalog including new releases.

**UNITED ARTISTS**—Expires September 1, 1961. Started July 1, 1961. "Carroll of Stars." Two parts. Special deferred payment sales program offered to states wherein they receive five free copies of an LP when they purchase 25 copies of the same package. Program covers all new UA and UFA Audio product, plus entire Ultra Audio catalog. Sales incentive plan on "Album of the Month" offers 20% off album of the month free for every 10 purchased. Dealers must meet identical benefits to dealers. See pages 6 and 8, July 8 issue, for details.

**ABC-PARAMOUNT**—Expires October 20, 1961. Started July 17, 1961. "Fall LP Program." Dealers are offered \$25 per cent discount on all LP purchases. Program covers complete catalog and new releases on ABC Paramount, Inhouse and Chancellor labels. See page 8, July 8 issue, for details.

**INDIGO**—No expiration date. Started July 10, 1961. Entire LP catalog is offered on a buy-free-for-every-10-purchased plan.

**ROVERSIDE**—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pro-Pak, a program set containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 10, February 6 issue, for details.

**TIME**—No expiration date. Started April 1, 1961. Dealer is offered one LP free for every six purchased. Program covers complete catalog.



With my best  
to NAMM  
dealers

perry como

RCA VICTOR



Director  
GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO  
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON



# BILLBOARD MUSIC WEEK

## MUSIC MERCHANTS SURVEY

### 1961 EDITION

published in conjunction with the annual conventions of the

NATIONAL ASSOCIATION OF MUSIC MERCHANTS and SOCIETY OF RECORD DEALERS OF AMERICA

## Phono Sales Hit Slump; Pricing, Recession Cited

Results of Billboard Music Week's annual survey of phonograph sales by music and record stores strongly confirm industry figures released by such industry groups as the Electronics Industry Association regarding a lackluster pace of volume during the first months of 1961. Nearly two-thirds of many dealers reported phono sales worse than last year, and more than two-thirds had improved.

Why are business conditions the way they are? Oddly enough, the issue of discount pricing entered prominently from dealers indicating that sales were both better and worse, the implication here being that some, the ability to sell at a lower price acted as a sales stimulant, while for others undercutting from discount houses meant a loss of volume.

Of those reporting business down, nearly 45 per cent blamed the fact on a combination of high unemployment, shortage of money and poor economic conditions. The most prominent reason given was price competition from discount houses. Nearly 30 per cent of the dealers gave this as the prime reason. Some dealers also reported the growth of shopping centers as a deterrent to their own sales.

A number of other reasons were advanced by small groups of dealers. These included the lack of a truly low price phono line, limited taking space, poor weather conditions, the fact that the bulk of sales were achieved in periods other than those covered by the survey, insufficient promotion of stereo by manufacturers, the fact that sales during the same period in 1960 were unusually good, and customer interest in large cabinets. Over 70 per cent of the dealers gave no reason for poor business levels.

Of the 13 per cent of reporting dealers reporting improved busi-

ness, the leading reason given for the upturn was the fact that more people are music conscious today. Other assorted reasons given included more attractive merchandise, better demonstration techniques, increased employment, the fact that sales were held earlier than usual, and better national advertising by manufacturers.

| BILLBOARD<br>MUSIC WEEK<br>1961 DEALER SURVEY |                               |
|---|-------------------------------|
| PHONO SALES IN<br>RECORD SELLING OUTLETS      |                               |
| For 19 Weeks, 1961 vs. 1960                   |                               |
|   | Per Cent of<br>Dealer Replies |
| Better  | 13.1                          |
| About Same                                    | 35.9                          |
| Worse   | 48.5                          |
| Don't Know                                    | 1.7                           |
| No Answer                                     | .8                            |

About 36 per cent of the dealers indicated business about the same as a year ago. Reasons given in this category indicated that the situation was regarded as a blessing by some and as unfavorable by others. Ten per cent of these replies gave general business conditions as a reason. This, of course, could be an indication of why sales were not worse or not better, depending on the particular point of view. The reason next most prominently given was the selling of a better product at a lower cost, indicating that in this grouping at least, the fact that sales held even to a year ago, was seen as a healthy situation.

## DIVERSIFICATION KICK

### Dealers Bolster Sales With Paint, Toys, Coins

Record and phono dealers taking part in Billboard Music Week's annual sales survey have displayed increased tendency toward diversification among products being sold.

A sort of "what's the sauce for the goose is sauce for the gander" type dealers, faced with sales in-activity by retailers of all kinds of goods taking on records, have added lines of products completely

unrelated to records and phonographs. Nearly 50 per cent of all dealers replying on the survey indicated that they have taken on new lines of products to take up the slack in record sales.

Of the 28.5 per cent of respondents who stated they have taken on new products, 27 per cent said they were now selling musical instruments. This is not unexpected since instruments have always been

(Continued on page 24)

## Level of Equipment, Accessory Sales Shown by Survey

NEW YORK—Billboard Music Week's annual survey of record-selling dealers, selling phonographs, radios, tape recorders and record accessories which appears in these pages was conducted via special questionnaire in May, 1961. The sales period covered a 19-week span (January 2 through May 19, 1961).

Dealers were scientifically selected in proportion both to total U. S. dollar sales and to number of different size outlets selling these items in each section of the U. S.

The Phonograph and Radio chart, appearing in this section, reflects the number of dealers reporting each brand as a "best seller" in each category as well as the average number of units sold of that brand in the subject category. This same chart presents projected figures of the number of record-selling dealers who carry each type of equipment, their average sales of each and the total number of units sold of each type in the 19-week period (January 2 through May 19, 1961).

The Tape Recorder and Accessory chart also reports the number of record-selling dealers reporting each brand as a "best seller." It should be noted that record-selling dealers constitute the prime market in this survey, and all other outlets selling these items but which do not sell records are not included in this survey.

## SORD-NAMM Meetings Open

Continued from page 3

attract an attendance of over 11,000, will be spaced up with other important symposiums, generally having to do with selling. "A Good Old Fashioned Sales Revival," is the topic for consideration at a forum meeting at 3 p.m. Monday (17) in the State Ballroom of the Palmer House. "The National Economy and Its Influence on the Music Market," will be discussed Tuesday (18) at 2:30 p.m. in the grand ballroom, at a session sponsored by the American Music Conference.

In addition to these sessions, a final banquet scheduled for Thursday evening (20) in the Palmer House will feature the presentation of new officers and directors of NAMM, plus the 1961 music queen, 19-year-old Donna Holmes, a secretary at Paige Music Company, Minneapolis. Entertainment at the banquet will be provided by Les Paul and Mary Ford, comic Alan King, and Frankie Chavez.

(Continued on page 25)

## FM, Transistor Sets Gain; Other Types Seen Shaky

Transistor portable and FM-only radios showed the most significant sales strides during the first months of this year, according to results of Billboard Music Week's annual survey of equipment sales among record dealers.

According to participating dealers, non-transistor portables are in the shakiest position of all, with over 40 per cent of dealers reporting sales are down this year compared to the same period a year ago. Less than 1 per cent reported better sales in this group.

listed by some dealers as a deterrent to sales. Those dealers handling these lines, however, gave this as a reason for increased activity.

On the positive side, most favorable comments were reserved for the transistor and FM fields. A number of dealers noted that national advertising and promotion has brought a substantial increase in interest in FM equipment. The opening of many new FM stations in a number of markets, some not previously well serviced with FM programming, was also a factor. Introduction of less expensive models

| BILLBOARD<br>MUSIC WEEK<br>1961 DEALER SURVEY |        |            |       |            |           |
|---|--------|------------|-------|------------|-----------|
| RADIO SALES IN RECORD SELLING OUTLETS         |        |            |       |            |           |
| First 19 Weeks, 1961 vs. 1960                 |        |            |       |            |           |
|   | Better | About Same | Worse | Don't Know | No Answer |
| TRANSISTORS                                   | 31.1   | 33.7       | 29.5  | .6         | 5.1       |
| NON-TRANSISTOR PORTABLES                      | .6     | 11.4       | 40.3  | 34.1       | 44.3      |
| CLOCK RADIOS                                  | 5.7    | 35.8       | 35.2  | 1.1        | 22.2      |
| TABLE MODELS                                  | 8.0    | 34.1       | 34.7  | 1.1        | 22.2      |
| FM (ONLY) RADIOS                              | 20.1   | 17.6       | 17.0  | 5.7        | 39.2      |

In the clock radio category, about 35 per cent of dealers indicated sales were about the same as last year, with a similar number stating that sales were lower. Roughly the same figures apply to the case of table models.

Among those dealers reporting generally decreased sales, the most prominently advanced reason was listed as "economic trends," that is to say, the depressed nature of the national economy. Another important reason given was the influence of discount pricing tactics. Yet another reason for poor sales was bad weather, according to reporting dealers.

The increasing presence of Japanese-made transistor radios was

by domestic manufacturers was another cause of increased sales of FM and transistor portables, dealers said.

Many miscellaneous reasons were given by dealers replying on the survey. Among those given for better business were the availability of only poor TV shows, the teen craze for small radios, baseball broadcasts, the fact that buyers want to take transistor sets to sports events, the growing replacement market, the sales approach that customers can get a new radio cheaper than the cost of getting an old one repaired, and the fact that interstation tension makes more people want to listen to radio news coverage.

## Full-Line Catalog Disk Sales Seen on Way Out by Dealers

NEW YORK—A virtual end to catalog sales is predicted by a number of record dealers who participated in Billboard Music Week's annual record phono survey, results of which appear elsewhere in these pages.

In a series of informal comments received from participating dealers, the prediction was made that with dwindling store traffic, occasioned by powerful competition from other mediums of disk sales, full-line retailers, dealing

only in records and related product, will no longer be able to afford the luxury of stocking catalog. Manufacturer and distributor relationships with racks and one-stop, who deal only in "cream" hit merchandise, are decreasing activity in the only full-line catalog stores left, say the dealers.

One dealer feels that since buyers automatically seek out cream hit merchandise anyway, manufacturers would lose little by selling only in record stores. This dealer's

(Continued on page 24)

THE LUSTY  
**RUSTY  
WARREN**

**SAYS**

*Thanks, record dealers, for  
all your wonderful help*



# BATTING 1000

3 HIT ALBUM  
 3 RELEASES  
 3 ALBUMS ON  
 THE CHARTS



**"SONGS FOR SINNERS"**  
 JGM 2024



**"KNOCKERS UP!"**  
 JGM 2029



**"SIN-SATIONAL RUSTY WARREN"**  
 JGM 2-34

*Coming Soon*

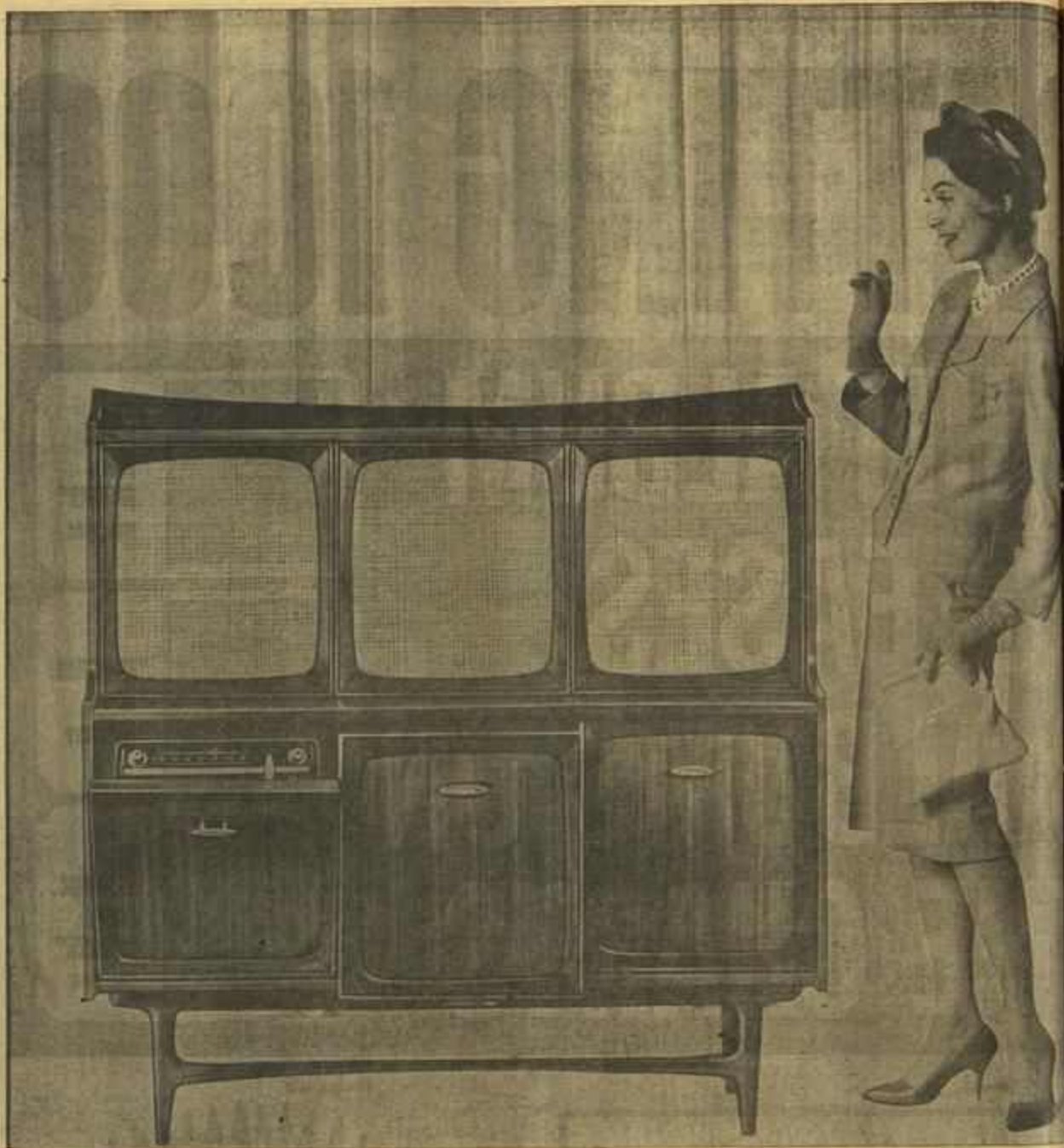
**MY 4th  
 SMASH HIT  
 ALBUM!**

Exclusively



Opening July 31st  
**THE ROUNDTABLE**  
 New York, N. Y.

Management:  
**STANFORD ZUCKER**  
 and ASSOCIATES  
 Beverly Hills, Calif.



THE EXCITING NEW SHAPE OF TOTAL-SOUND STEREO!

# RCA VICTOR makes the new

Here are two exclusive new reasons why RCA Victor Total Sound Stereo has all the features that make the sales. Total Sound Stereo in magnificent new hutch cabinets that would add a touch of splendor to any home . . . and Total Sound Stereo in fine-furniture consoles at the history-making, sales-making price of only \$159.95! And these are just two models in RCA Victor's great new line . . . See them all at the RCA Exhibit, Private Dining Room 14, Palmer House.

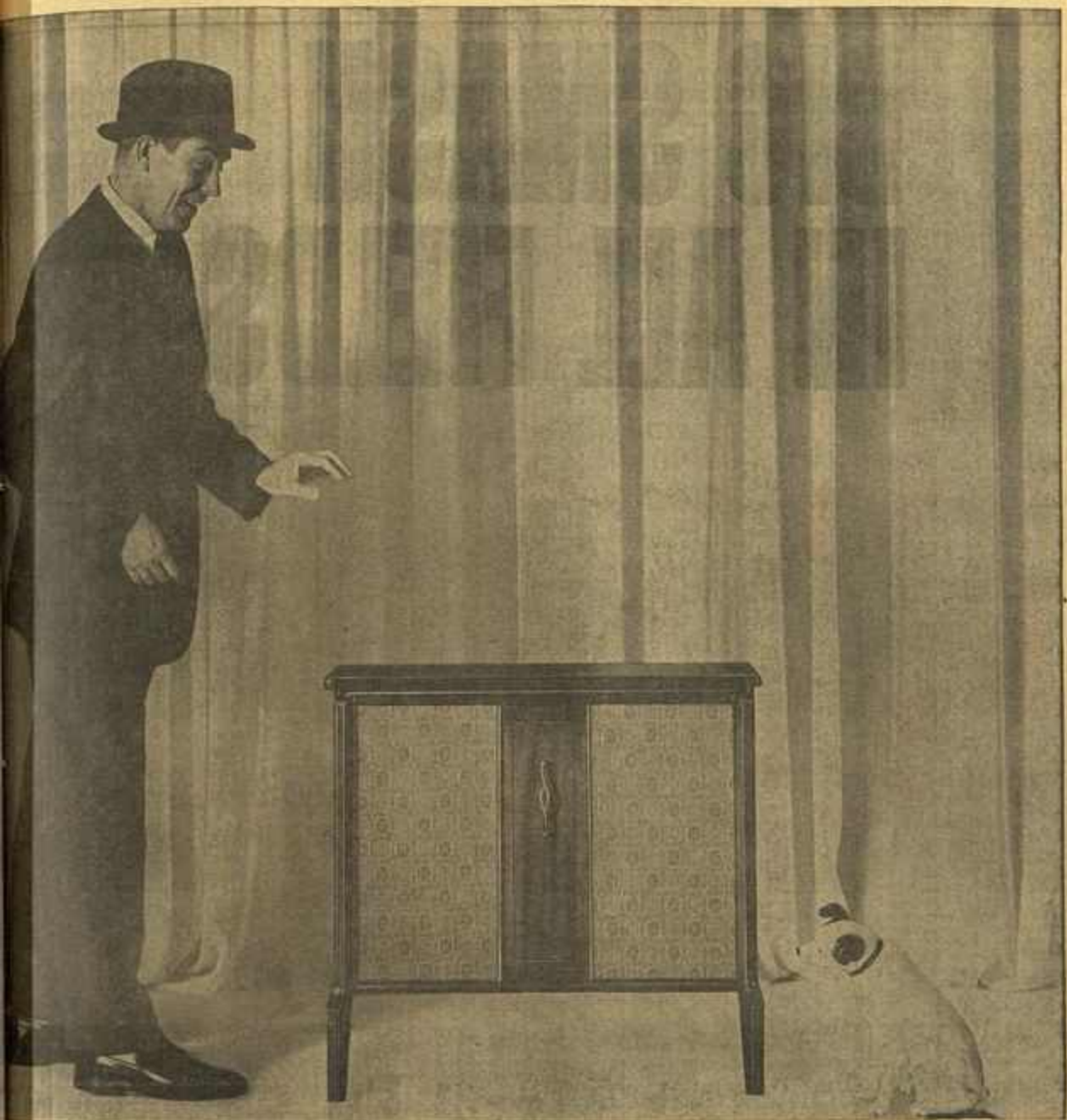
## EXCLUSIVE NEW TWO-TIER HUTCH CABINETS!

This magnificent Danish Modern cabinet offers your customers stereo in truly beautiful furniture. The Mark I has everything your cus-

tomers want: Deluxe AM-FM tuner with AFC. Deluxe record ch-



with near-perfect pitch. The "Floating Action" mechanism safeguard records and styling-outstanding performance from records, at all speeds. Ear level ing from 6 expertly matched spo. And, of course, the finest Hi-Fi quality components. No else has this combination of fidelity stereo and design.



THE EXCITING NEW PRICE OF TOTAL-SOUND STEREO, FROM \$159.95!

that makes the sales in stereo!

**FINE-FURNITURE TOTAL-SOUND STEREO  
AT A PRICE!**

Total-Sound Stereo in tastefully designed Contemporary cabinets of mahogany veneers and selected hardwoods. This is fine-furniture stereo—never before offered at such a low price! RCA Victor Hi-Fi audio components... precision-engineered Dual Channel Amplifier... acoustically balanced four-speaker system and the famous "Floating Disc" Automatic Record Changer. Here, beyond any doubt, is the most attractive value in Stereo today, for there's nothing to compare with the Mark XVIII at the price. Only \$159.95!



**The Most Trusted Name in Sound**  
RADIO CORPORATION OF AMERICA

\*Nationally advertised list price shown reduced with dealer, slightly higher South and West. TMK03\*

# BIG SMASH IN ALL FIELDS

# BIG RIVER BIG MAN

COLUMBIA 4-42043

*Thanks, Dealers, for your tremendous help on  
my first Columbia Records. CLAUDE KING*

**COLUMBIA  RECORDS**

# CLAUDE KING



*Exclusive Management:*

**TILLMAN FRANKS**

c/o Tillman Franks Enterprises  
604 Commercial Bldg.  
Shreveport, Louisiana

# MR MUSIC BUSINESS\$ FATS DOMINO

## AND HIS ORCHESTRA

— JUST COMPLETED —

### ANOTHER SENSATIONAL TOP-GROSSING TOUR:

|          |                         |             |
|----------|-------------------------|-------------|
| June 19  | Austin, Texas           | \$ 3,837.00 |
| June 20  | San Angelo, Texas       | \$ 4,125.50 |
| June 21  | Odessa, Texas           | \$ 3,952.50 |
| June 22  | Lubbock, Texas          | \$ 3,555.00 |
| June 23  | Roswell, New Mexico     | \$ 3,480.00 |
| June 24  | El Paso, Texas          | \$ 7,840.50 |
| June 25  | Sante Fe, New Mexico    | \$ 5,078.50 |
| June 26  | Farmington, New Mexico  | \$ 4,906.50 |
| June 27  | Pueblo, Colorado        | \$ 2,110.10 |
| June 28  | Cheyenne, Wyoming       | \$ 3,263.50 |
| June 29  | Laramie, Wyoming        | \$ 2,072.50 |
| June 30  | Casper, Wyoming         | \$ 3,387.00 |
| July 1   | Denver, Colorado        | \$ 6,220.00 |
| July 3   | Los Alamos, New Mexico  | \$ 2,080.50 |
| July 4   | Albuquerque, New Mexico | \$11,932.00 |
| July 5   | Phoenix, Arizona        | \$ 4,628.40 |
| July 6   | Las Vegas, Nevada       | \$ 4,751.00 |
| July 7-8 | Salt Lake City, Utah    | \$ 5,871.40 |

**TOTAL GROSS BUSINESS  
IN 19 WORKING DAYS.. \$83,091.90**



My sincere thanks to everyone who made it possible and especially to Sam Feldman, Charles Sullivan, and Robert Freed . . .

**Fats**

Latest money-making singles  
from America's No. 1  
Record Salesman!

"IT KEEPS RAININ'"

Imperial 5753

"SHU RAH"

C/W

"FELL IN LOVE ON MONDAY"

Imperial 5734

**JUST RELEASED—ANOTHER  
HEADED FOR A MILLION!**

**FATS DOMINO**

LET THE FOUR WINDS BLOW (Commodore, BMI)  
(256)—GOOD HEARTED MAN (Frank, BMI) (213)—  
(256)—Fats Domino continues his lappy way on both of these  
very satisfying sides. Topper is a swinging up-tempo effort  
handled brightly by the pianist. Flip is a tender ballad,  
sung with soul by Domino. Imperial 5764

Currently on tour Northwest Territory—  
and headed for Honolulu!

Direction:



**SHAW ARTISTS CORPORATION**

MILT SHAW, President

563 Fifth Ave.  
New York 17, N. Y.  
OXford 7-7744

803 N. Webash Ave.  
Chicago 1, Ill.  
RAndolph 6-0130

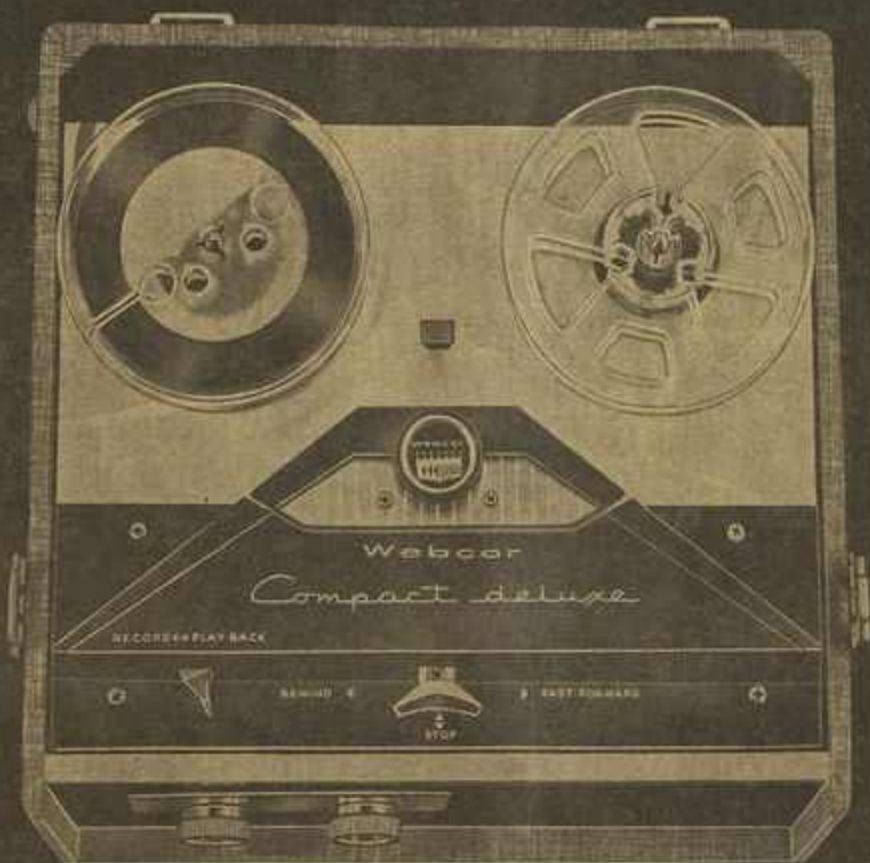
Exclusively

**IMPERIAL RECORDS**

6425 Hollywood Blvd.  
Hollywood, California



# DON'T LOOK ANY FARTHER!



## WEBCOR ANNOUNCES a new American-made quality tape recorder UNDER \$100

Meet the new Webcor Compact DeLuxe—and you'll look no more at sub-standard models. Webcor has finally smashed the \$100 barrier on quality American-made tape recorders—long considered the breakthrough price for mass movement. This Webcor is built to record and play back at two speeds—3 $\frac{1}{4}$  and 7 $\frac{1}{2}$  ips—on all size

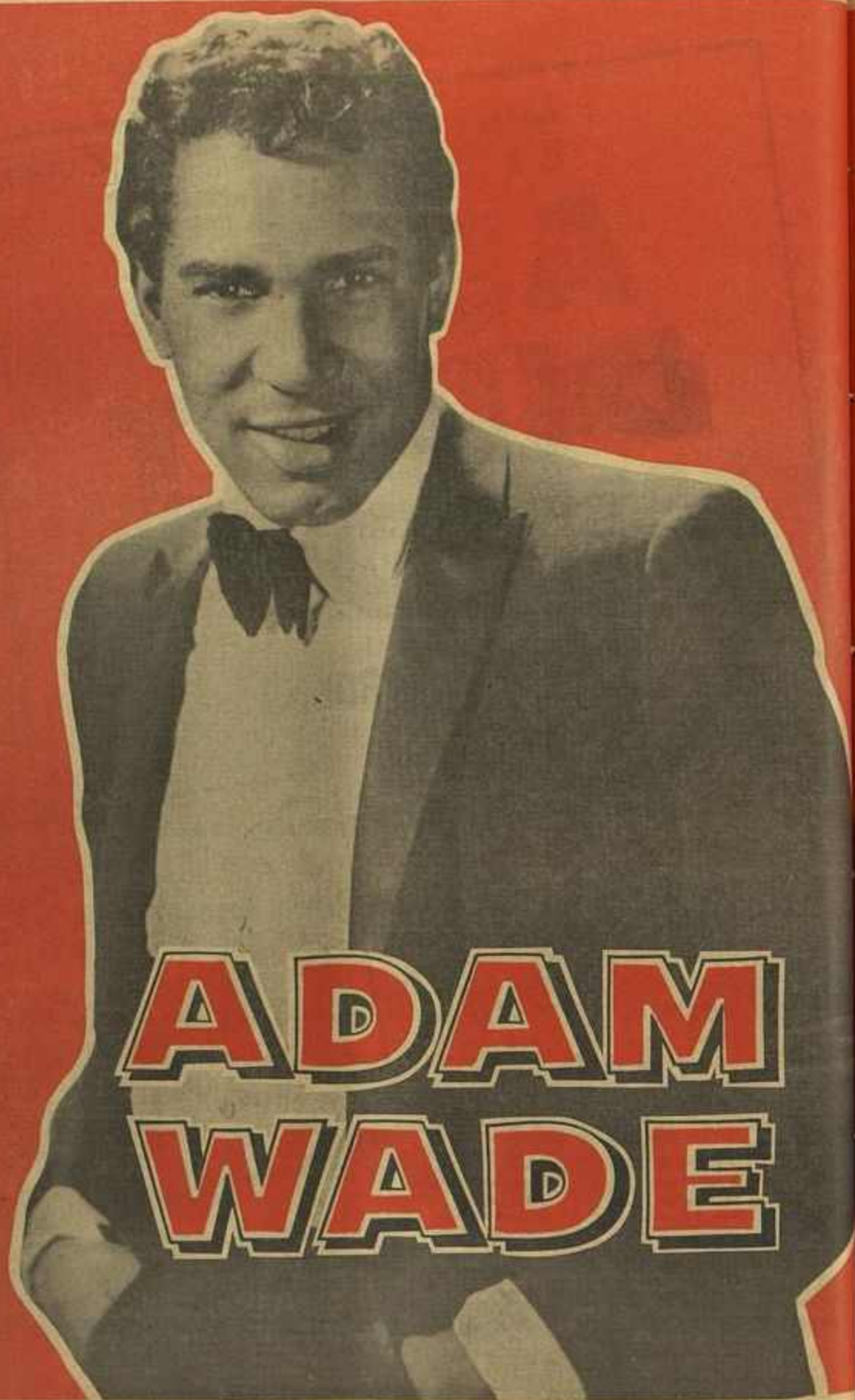
tape reefs. Complete with full fidelity dual track recording head, monitor-tone control, record safety lock, volume control with record level scale, high fidelity speaker, wide-range ceramic mike, and multi-purpose input and output jacks, including one for slide projector synchronizer. 'Nuff said?

**WEBCOR  
IS BUILT**



### CALL YOUR WEBCOR DISTRIBUTOR TODAY!

with an ear to the future



**ADAM  
WADE**

ADAM'S NEW HEARTBREAKER  
IS A TOP TEN CHARTMAKER!

**COED**  
RECORDS

# AS IF I DIDN'T KNOW

b/w PLAYIN' AROUND

Coed #553

**PERSONAL APPEARANCES:**

- Aug. 4—Rainbow Room, Wildwood, N. J.  
Aug. 18—The Albion Hotel, Asbury Park, N. J.  
Aug. 21—Holiday House, Pittsburgh, Pa.

—and hops to see you at the  
**Copacabana, New York City,**  
opening September 7 for 5 weeks.  
—Adam

**BEST SELLING ALBUMS**

**ADAM &  
EVENING**

Coed LPC 903  
(Mono & Stereo)

**AND THEN  
CAME ADAM**

Coed LPC 902  
(Mono & Stereo)

Exclusively

Management:  
**CAPAX MGT. CORP.**

**COED**  
RECORDS

Direction:  
**XXX**  
**WILLIAM MORRIS AGENCY**

AW

*Thanks, Music Dealers for your  
continued support... and Best  
Wishes for a successful  
convention.*

*Adam*

*P.S. My sincere "thanks" to the  
DJ's, program directors,  
and record librarians.*

HIT  
NO. 1

NEW ORLEANS

HIT  
NO. 2

QUARTER TO THREE

HIT  
NO. 3

SCHOOL IS OUT

LeGrand 1009

# GARY

(U.S.)

# BONDS

AND HIS NEW, SMASH ALBUM!

Thanks, Dealers, DJ's and Operators everywhere, for clocking Quarter To Three into the No. 1 record in the nation. I'm tremendously grateful for all your help. Appreciatively, Gary.

P.S.: Hope you like my new single and album as well!

Personal Management  
**FRANK GUIDA**  
9239 Macomber Road  
Norfolk, Virginia

Exclusively  
LeGrand Records  
Norfolk, Va.  
Distributed Nationally By  
**RUST RECORDS, N.Y.C.**



DANCE 'TIL QUARTER TO THREE  
WITH U. S. BONDS  
LeGrand LLP 3085





## Come up and see our etchings . . .

and other engineering advances and style innovations in the new Westinghouse Radio-Portable Phonograph line at the Music Show. It's a big line, a strong line, a saleable line, with powerful transistor portables, new AM/FM table models, push-button clock radios, low end portable phonos and portable stereo with console sound. See them all at the Music Show, Palmer House, 400 Room, July 16 to 20.



You can be sure, if it's

**Westinghouse**



*Thanks Everybody!*

FOR YOUR WONDERFUL  
RECEPTION TO MY  
FIRST RELEASE...

**"DON'T  
TAKE YOUR  
LOVE FROM  
ME"**

62279

now  
exclusively  
on



*Little Linda*

Personal Management  
Jerry Teifer

# Heard about PHILCO?

To meet overwhelming distributor demand Philco production schedules have been increased, speeded up! Radio, Stereo orders up substantially...TV orders up 44% over 1960! See the most-talked about new lines in electronics from PHILCO!



## TABLE RADIOS

FULL-SIZED MODELS PRICED FOR VOLUME

- Full features • Sparkling Styling • Fully Guaranteed

**\$14<sup>95</sup>**  
AND UP

SUGGESTED LIST PRICE



## CLOCK RADIOS

MOST WANTED COLORS AND STYLES

- New cabinetry • Sparkle Styled • New value features

**\$19<sup>95</sup>**  
AND UP

SUGGESTED LIST PRICE



MODEL 914

## FM and AM-FM RADIOS

EXCITING NEW STYLES AND FEATURES

- Component Styling • Transistorized FM-AFC • Wide range speakers

**\$34<sup>95</sup>**  
AND UP

SUGGESTED LIST PRICE

MODEL 910



MODEL 1424

## PORTABLE PHONOGRAPHS STEREOPHONIC-MONOPHONIC

- NEW STYLES • NEW COLORS • NEW DEALS
- Features Stereo Party Ensemble—Cart and Record Package

FROM

**\$49<sup>95</sup>**  
MODEL 1414

SUGGESTED LIST PRICE



MODEL 1721

## NEW STEREO HIGH FIDELITY

BACKGROUND LISTENING CONTROL

- Authentic Cabinetry • New Stereo Amplifiers
- Built-in AM-FM tuners • Transistorized FM-AFC • Ready for Multiplexer

FROM

**\$149<sup>95</sup>**  
MODEL 1628

SUGGESTED LIST PRICE



MODEL 4908

## NEW VIVID VISION TV

COMPACTS, CONSOLES, HI-FI COMBOS

- Black level control • New Intensi-Tube • Proven Cool Chassis

FROM

**\$169<sup>95</sup>**  
MODEL 3720

SUGGESTED LIST PRICE

See PHILCO at the  
**NAMM SHOW**  
**SPACE 411-412**  
"400 ROOM"  
PALMER HOUSE • CHICAGO

Philco's on the move! GO WITH  
**PHILCO.**

## Full-Line Catalog Disk Sales Seen on Way Out by Dealers

Continued from page 9

recipe for improvement of the over-all business includes lower album prices, no racks, no special discounts to one-stops and less merchandise. "Over 80 per cent of the current releases are pure junk," he says. "And with this volume, good releases are lost in the mire."

Another dealer states simply, "Unless manufacturers take steps to eliminate rack jobbing and discount operations, they will have no outlet for their vast catalog merchandise. The independent record dealer cannot continue to carry extensive catalog in the face of dwindling store traffic."

Another dealer frankly recommends that manufacturers should employ fair trading practices if they consider their product any good.

In another case, the statement is made that "it is impossible to carry big inventories and complete selections. You must specialize in the items that turn over and cut out everything else to exist. In other words, you specialize only where you get a half-way decent turnover."

Continuing on the theme of cata-

log, a Midwest dealer declares, "The days of stocking deep catalog are at an end. Due to chain stores, racks and discounters, the outlook for survival of regular music stores is dim." Referring to the matter of dealer diversification, one dealer believes this would not be necessary if a policy of "uniform pricing to all, regardless of volume, were adopted."

In another instance, a dealer claims that "filling stations, dime stores, penny stores, dry goods stores and food stores who handle records but do not know records and artists have gotten things in a real mess." He asks, "What has the manufacturer gotten out of it but a miserable jumble?"

Complaints regarding record clubs received from dealers are as bitter as ever.

Other suggestions include an expression of hope for a compatible LP so that dealers do not have the problem of double inventory. Another declares that too many imports (in the phonograph and radio field) will continue to injure the economy.

## Home Recording Feature Seen Taking Key Role in Tape Field

Monaural tape recorder sales continue to occupy an important segment of the total market, according to dealers taking part in Billboard Music Week's annual survey of equipment sales at the record dealer level. The fact would indicate that prerecorded stereo tape has not yet become the dominant factor in the tape business once predicted and that tape equipment continues to be sold on the basis of its appeal as a home re-

recording rather than a playback medium.

Despite this fact, better than half of the dealers reporting (about 57 per cent) are now handling prerecorded stereo tape. Of these, nearly 75 per cent handle four-track, real-to-real tape, while only a small minority (about 3 per cent) handle cartridge stereo tape.

Of those replying to Billboard's survey, over 57 per cent said that monaural tape recorder sales were

either better than or as good as those of a year ago. By the same token, almost the same number (a little over 55 per cent) indicated that stereo equipment sales were equal to or better than last year. Many reasons were given for the general condition of the business as seen by reporting dealers. Interestingly enough, one of the reasons stated for better sales was the advent of youngsters taping records off the air. This confirms suspicions held in many circles of the disk industry.

Other reasons advanced to explain a better state of the business included the availability of better prerecorded tape, the advent of four-track tape, lower price models of players available and the fact that tape was the obvious next step for many customers who already had amplifiers and speakers.

Of those reporting business about the same as in the corresponding period a year ago, some by their answers indicated this was almost as good as an increase, while others declared their failure to write more business. In the former group, the most important reason appeared to be the generally lower prices of tape equipment. Another factor was what was regarded as a bigger variety of tape equipment from which to choose.

Among those regarding a similar level in last year as in effect a decrease, competitive pricing of the

(Continued on page 36)

### BILLBOARD MUSIC WEEK 1961 DEALER SURVEY

#### TAPE AND TAPE EQUIPMENT SALES IN RECORD SELLING OUTLETS

| TAPE EQUIPMENT SALES for 26 Weeks, 1961 vs. 1960 | PRE-RECORDED TAPE SALES since January 1, 1961 |        |
|--|---|--------|
|  | Mono  | Stereo |
| Better   | 15.5  | 24.5   |
| About Same                                       | 41.7  | 30.9   |
| Worse  | 27.3  | 17.3   |
| Don't Know or No Response                        | 15.5  | 27.3   |
|  |   | 27.1   |
|  |   | 18.0   |
|  |   | 13.5   |
|  |   | 41.4   |

## BILLBOARD MUSIC WEEK 1961 Survey of Phonographs and Radio

| NUMBER OF RECORD-SELLING DEALERS HANDLING PHONO EQUIPMENT & RADIOS FROM JAN. 2 THRU MAY 15, 1961 | UNIT SALES BY RECORD-SELLING DEALERS FROM JAN. 2 THRU MAY 15, 1961 | AVERAGE UNITS SOLD PER RECORD-SELLING DEALER FROM JAN. 2 THRU MAY 15, 1961 | TYPE OF PHONOGRAPH EQUIPMENT & RADIOS SOLD BY RECORD-SELLING DEALERS FROM JAN. 2 THRU MAY 15, 1961 | BRANDS                                  | ADMIRAL | ARVIN | BIRCH | BULOVA | CALIFONE | CAPTOL | CHANNEL MASTER | COLUMBIA | CREST | CURTIS MATHES | DEAN | DECCA | DELMONICO |  |
|--|--|--|--|---|---------|-------|-------|--------|----------|--------|----------------|----------|-------|---------------|------|-------|-----------|--|
|  |  |  |  |   |         |       |       |        |          |        |                |          |       |               |      |       |           |  |
| <b>PHONOGRAPHS</b>   |  |  |  |   |         |       |       |        |          |        |                |          |       |               |      |       |           |  |
| 5,000  | 56,100   | 11.2   | PORTABLE MONAURAL PHONOGRAPHS BOTH MANUAL & AUTOMATIC  | Percent Reported as "Best Selling Line" | *       | *     | 1.7%  | *      | 5.3%     | 7.2%   | *              | *        | *     | *             | *    | 27.9% |           |  |
|  |  |  |  | Average Number Units Sold               |         |       | 7.6   |        | 7.2      | 11.6   |                |          |       |               |      | 6.6   |           |  |
| 3,100  | 18,100   | 5.8  | PORTABLE STEREO PHONOGRAPHS MANUAL   | Percent Reported as "Best Selling Line" | *       | *     | *     |        | 6.3%     | 5.9%   |                |          |       |               |      | 6.3%  |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        | 5.5      | 7.0    |                |          |       |               |      | 3.2   |           |  |
| 4,900  | 66,200   | 13.4   | PORTABLE STEREO OR TABLE MODEL AUTOMATIC PHONOGRAPHS   | Percent Reported as "Best Selling Line" | *       | *     | *     |        | 2.5%     | 9.7%   |                |          |       |               | *    | 10.1% |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        | 3.5      | 7.2    |                |          |       |               |      | 9.0   |           |  |
| 3,600  | 29,700   | 8.2  | STEREO CONSOLES OR CONSOLETTES WITHOUT AM/FM RADIO OR TV   | Percent Reported as "Best Selling Line" | *       | *     | *     |        | *        | 7.2%   |                |          |       | *             | 2.5% |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          | 5.1    |                |          |       |               | 3.0  |       |           |  |
| 3,200  | 52,000   | 16.3   | STEREO CONSOLES OR CONSOLETTES WITH AM/FM RADIO  | Percent Reported as "Best Selling Line" | *       | *     | *     |        | *        | 3.4%   |                |          |       | 1.7%          | 2.1% |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          | 1.5    |                |          |       | 6.0           | 3.0  |       |           |  |
| 1,800  | 14,700   | 8.3  | STEREO CONSOLES (THEATRES) WITH AM/FM RADIO AND TELEVISION   | Percent Reported as "Best Selling Line" | *       | *     | *     |        | *        |        |                |          |       | 1.7%          |      |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          |        |                |          |       | 3.0           |      |       |           |  |
| <b>RADIOS</b>  |  |  |  |   |         |       |       |        |          |        |                |          |       |               |      |       |           |  |
| 5,300  | 126,200  | 23.6   | TRANSISTOR RADIOS  | Percent Reported as "Best Selling Line" | *       | *     | *     |        |          | 6.8%   | 1.1%           |          |       |               |      |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          | 5.2    | 2.0            |          |       |               |      |       |           |  |
| 1,400  | 6,000  | 4.2  | NON-TRANSISTOR PORTABLE RADIOS   | Percent Reported as "Best Selling Line" | *       | *     | *     |        |          |        |                |          |       |               |      |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          |        |                |          |       |               |      |       |           |  |
| 4,300  | 30,000   | 7.0  | CLOCK RADIOS   | Percent Reported as "Best Selling Line" | 2.3%    |       |       |        |          |        |                |          |       |               |      |       |           |  |
|  |  |  |  | Average Number Units Sold               | 1.0     |       |       |        |          |        |                |          |       |               |      |       |           |  |
| 4,600  | 40,600   | 8.8  | TABLE MODEL RADIOS   | Percent Reported as "Best Selling Line" |         |       |       |        |          |        |                |          | 1.1%  |               |      |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          |        |                |          | 4.0   |               |      |       |           |  |
| 3,400  | 20,600   | 6.1  | FM-ONLY RADIOS   | Percent Reported as "Best Selling Line" | *       | *     | *     |        |          |        |                |          | *     |               |      |       |           |  |
|  |  |  |  | Average Number Units Sold               |         |       |       |        |          |        |                |          |       |               |      |       |           |  |

\*INDICATES BRANDS ALSO SOLD BY RECORD-SELLING DEALER



# Accessory Sales Holding Own; Raw Tape Activity in Spurt

Accessory sales for the first months of 1961 held close to levels of the same period a year ago, according to Billboard Music Week's annual survey of accessory activity among record dealers.

The survey is made up of five different categories: phono needles, carrying cases, record changers, cartridges and raw tape. In only the raw tape category did dealers report business for this year substantially better than that of last year.

Dealers reporting an increase in sales of phono needles and car-

tridges, said this was a result of an awareness on the part of the consumer of the fragile nature of stereo disks. These same dealers also felt that a broader and more obvious display of accessory merchandise made a difference in their ultimate sales.

In all areas of accessory sales, many dealers said that one of the keys to moving accessory products is to stock a wide variety and quantity of merchandise. Many dealers found that in their areas there was little or no price-cutting in acces-

sories. One dealer, in fact, chastised himself for not having done a better job in buying his stock. He added that he felt "accessories are a lucrative business."

Those dealers who found business worse or the same as last year, offered many of the more or less standard reasons. General business conditions, the recession and inclement weather explained numerous problems associated with diminished accessory profit. Discount house competition, and the loss of record-buying traffic through the activity of record clubs and rack operations were also cited as reasons for the lessening in sales of these items.

The increase of interest in home taping appears the most prominent reason for the upswing in raw tape sales. Youngsters purchasing low-priced tape units and adults buying the more expensive models have stimulated sales of blank recording tape. Another reason given for the increase is popularity of the cheaper Japanese units which have flooded the market in recent years.

# SORD-NAMM Meetings Open

• Continued from page 9

held as "the 11-year-old percussion prodigy."

Meanwhile, perhaps the most dramatic developments were expected to occur during meetings of SORD. The nation-wide dealer association, which passed a resolution at its meeting here last year that an all-industry "summit conference" for the record business be held, will see that idea partially realized here at its general membership meeting Tuesday evening at 8 p.m. in the Crystal Room of the Palmer House.

This meeting will feature talks by Art Talmadge, president of ARMADA and general manager of United Artists Records, and Kandy Wood, president of Dot Records, and a member of RIAA. Both are expected to remain for a question period following their talks.

Meanwhile, several board meetings of SORD were expected to take place. The first of these was planned for Sunday afternoon (16), with a second set for Monday morning, to include an informal discussion with board members of ARMADA. The dealer association meetings are also expected to be up-dated on the progress of the Chicago dealer suit against the three major record clubs, and that

of the FTC investigation into alleged price discrimination and other evils in the record business. A number of colorful sessions were in the offing in any event, with the possibility of several unannounced late starters in the works among the speaker contingent for the general membership meeting. There will also be speeches by Howard Judkins and Louis Shapiro, president and secretary-treasurer of the SORD organization.

# Additional Dealer Survey Charts Listed

Billboard Music Week's annual dealer survey of phonograph and radio sales appears below on these pages. A companion feature, detailing latest sales information on tape equipment and record and tape accessories will be found complete on page 45 of this issue. Another series of charts listing manufacturers who lead in point of merchandising and promotion service to dealers will be found on page 34.

| BILLBOARD MUSIC WEEK 1961 DEALER SURVEY |      |      |        |      |              |
|---|------|------|--------|------|--------------|
| ACCESSORY SALES                         |      |      |        |      |              |
| First 18 Weeks, 1961 vs. 1960           |      |      |        |      |              |
|   | 1961 | 1960 | Diff % | 1961 | No. Response |
| PHONO NEEDLES                           | 37.0 | 52.9 | 8.1    | .8   | 1.3          |
| CARRYING CASES                          | 11.8 | 47.6 | 33.7   | 1.2  | 5.7          |
| RECORD CLEANERS                         | 19.9 | 56.2 | 15.0   | 1.2  | 7.7          |
| PHONO CARTRIDGES                        | 16.7 | 40.6 | 13.0   | 5.3  | 24.4         |
| RAW TAPE                                | 40.7 | 32.8 | 10.2   | 4.1  | 12.2         |



# Sales in Record Selling Outlets

| DU MONT | EMERSON | FISHER | GENERAL ELECTRIC | GRANCO | HITACHI | MAGNAVOX | MOTOROLA | OLYMPIC | PHILCO | PHONOOLA | PILOT | RCA VICTOR | ROLAND | SARKIS TAZJIAN | SONY | STROMBERG CARLSON | SYLVANIA | SYMPHONIC | TELEPHONE | TOSHIBA | TROUBADOR | VISCOUNT | VOICE OF MUSIC | WEBCOR | WESTINGHOUSE | ZENITH | ZEPHYR | PRIVATE BRANDS | VARIOUS JAPAN EYE MODELS | ALL OTHER | NO RESPONSE |
|---------|---------|--------|------------------|--------|---------|----------|----------|---------|--------|----------|-------|------------|--------|----------------|------|-------------------|----------|-----------|-----------|---------|-----------|----------|----------------|--------|--------------|--------|--------|----------------|--------------------------|-----------|-------------|
|         | *       |        |                  |        |         | 5.1%     | *        | *       | *      |          |       | 3.0%       |        |                |      |                   |          | 1.7%      | *         |         |           |          | 6.8%           | 4.0%   | *            | 3.8%   | *      |                | 8.9%                     | 23.9%     |             |
|         |         |        |                  |        |         | 8.5      |          |         |        |          |       | 5.6        |        |                |      |                   |          | 9.6       |           |         |           |          | 6.3            | 7.5    | 10.8         |        |        |                |                          |           |             |
|         |         | 1.7%   |                  |        |         | 2.1%     | *        | *       |        |          |       | 4.2%       |        |                |      |                   |          | 1.3%      |           |         |           |          | 2.1%           | 3.0%   | 2.1%         | *      |        | 4.5%           | 50.8%                    |           |             |
|         |         | 2.7    |                  |        |         | 3.0      |          |         |        |          |       | 7.5        |        |                |      |                   |          | 4.0       |           |         |           |          | 1.5            | 2.6    | 7.7          |        |        |                |                          |           |             |
|         | *       | 1.3%   |                  |        |         | 15.2%    | 5.1%     | *       | 1.3%   | *        | 4.9%  |            |        |                |      |                   |          | *         | *         |         |           |          | 6.8%           | 7.0%   | *            | 3.4%   | *      |                | 6.8%                     | 25.7%     |             |
|         |         | 6.0    |                  |        |         | 15.3     | 5.3      |         |        | 6.0      | 6.5   |            |        |                |      |                   |          |           |           |         |           |          | 7.6            | 5.9    | 10.1         |        |        |                |                          |           |             |
|         | *       | *      |                  |        |         | 16.0%    | 2.5%     | *       | *      | 1.7%     | 5.9%  |            |        |                |      | 2.1%              |          |           |           |         |           |          | 5.9%           | 3.0%   | 1.7%         |        |        |                | 4.2%                     | 47.8%     |             |
|         |         |        |                  |        |         | 4.8      | 2.5      |         |        | 5.0      | 3.3   |            |        |                | 1.6  |                   |          |           |           |         |           |          | 2.1            | 5.0    | 4.0          |        |        |                |                          |           |             |
| *       | 1.3%    | 2.5%   |                  |        |         | 15.6%    | 1.7%     | *       |        | 4.9%     |       |            |        |                | 1.7% | *                 |          |           |           |         |           |          | 1.3%           | 1.7%   | 3.8%         |        |        | 4.6%           | 54.0%                    |           |             |
|         | 1.0     | 13.2   |                  |        |         | 15.1     | 4.0      |         |        | 6.2      |       |            |        |                | 3.0  |                   |          |           |           |         |           |          | 5.0            | 4.3    | 6.6          |        |        |                |                          |           |             |
| *       | *       | *      |                  |        |         | 16.0%    | 1.3%     |         |        | 2.1%     |       |            |        |                |      |                   |          |           |           |         |           |          |                |        | 3.4%         |        |        |                | 2.1%                     | 73.4%     |             |
|         |         |        |                  |        |         | 8.7      | 1.0      |         |        | 1.0      |       |            |        |                |      |                   |          |           |           |         |           |          |                |        | 3.2          |        |        |                |                          |           |             |
| 1.1%    | 6.8%    | 2.8%   | 13.1%            | 4.0%   | 2.3%    | 6.3%     |          | 1.7%    |        |          |       |            |        | 4.0%           | 1.1% | *                 |          |           |           |         |           | 12.5%    | 1.1%           | 4.5%   | 5.8%         | 25.0%  |        |                |                          |           |             |
| 4.5     | 10.1    | 7.3    | 22.9             | 5.0    | 2.0     | 5.7      |          | 6.0     |        |          |       |            |        | 8.1            | 9.0  |                   |          |           |           |         |           | 23.1     | 2.0            | 11.8   |              |        |        |                |                          |           |             |
|         |         | 1.7%   |                  |        |         | 2.3%     |          |         |        | 1.7%     |       |            |        |                |      |                   |          |           |           |         |           |          |                | *      | 1.7%         |        |        | 1.7%           | 90.9%                    |           |             |
|         |         | 2.0    |                  |        |         | 1.0      |          |         |        | 5.5      |       |            |        |                |      |                   |          |           |           |         |           |          |                | 24.0   |              |        |        |                |                          |           |             |
| 2.3%    | 10.8%   |        |                  |        |         | 8.5%     | 1.7%     |         | 13.1%  | *        |       |            |        |                |      |                   |          |           |           |         | *         |          |                | 13.1%  |              |        | 1.1%   | 47.1%          |                          |           |             |
| 8.0     | 8.2     |        |                  |        |         | 4.1      | 2.0      |         | 5.8    |          |       |            |        |                |      |                   |          |           |           |         |           |          |                | 9.9    |              |        |        |                |                          |           |             |
| 2.3%    | 7.4%    |        |                  |        |         | 3.4%     | 5.7%     | *       | *      | 14.8%    |       |            |        |                |      |                   |          |           |           |         |           |          |                | 14.2%  |              | *      | 3.9%   | 47.2%          |                          |           |             |
| 4.0     | 13.8    |        |                  |        |         | 2.3      | 6.5      |         | 5.7    |          |       |            |        |                |      |                   |          |           |           |         |           |          |                | 11.3   |              |        |        |                |                          |           |             |
|         |         | 1.1%   | 16.8%            |        |         | 5.1%     | 2.3%     | *       | *      | 3.4%     | 1.7%  |            |        |                |      |                   |          |           |           |         |           |          |                | 8.5%   |              |        |        | 4.5%           | 52.9%                    |           |             |
|         |         | 3.0    | 5.5              |        |         | 6.8      | 4.6      |         | 2.5    | 15.6     |       |            |        |                |      |                   |          |           |           |         |           |          |                | 8.5    |              |        |        |                |                          |           |             |

\* NOT REGISTERED LESS THAN ONE PERCENT AND IS INCLUDED IN "ALL OTHERS" COLUMN.

**HIT "MY LAST DATE"**

*after* ■■■■■■

**HIT "ON THE REBOUND"**

*after* ■■■■■■

**HIT "SAN ANTONIO ROSE"**

RCA Victor 7893

**FLOYD  
CRAMER**

Exclusively



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA

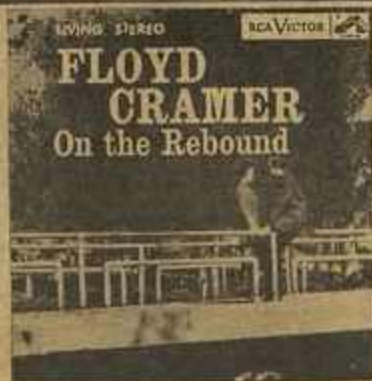




**THANKS, DEALERS,  
FOR SELLING  
MY RECORDS,  
FLOYD.**

**LATEST HIT ALBUM:**

RCA Victor  
LPM/LSP 2359



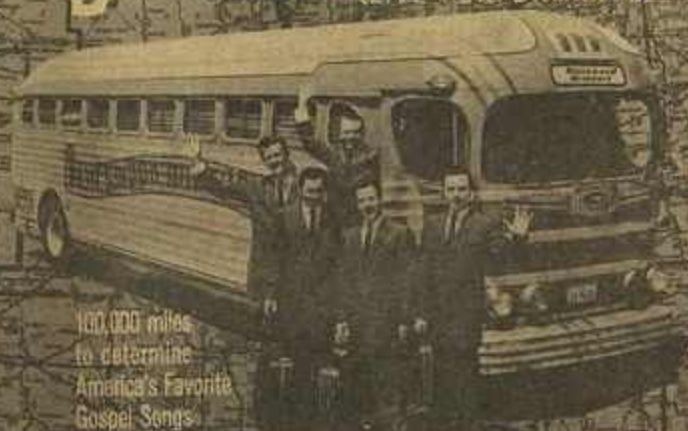
# AMERICA'S TOP-SELLING RELIGIOUS ALBUMS

**28,000 SOLD  
IN 7 WEEKS**

Recorded live at Municipal Auditorium, Long Beach, Calif., the Blackwood Bros. in a stirring concert of all-time top favorites, including their biggest—THE OLD COUNTRY CHURCH. Available mono and stereo (LPM 2300).

## The Blackwood Brothers... ON TOUR

(LIVE PERFORMANCES)



100,000 miles  
to determine  
America's Favorite  
Gospel Songs

LPM-2300

THE BLACKWOOD BROTHERS IN CONCERT  
LPM-2137 (Available mono & stereo)

PARADISE ISLAND  
LPM-2033 (Available mono & stereo)

BEAUTIFUL ISLE OF SOMEWHERE  
LPM-2248 (Available mono & stereo)



HYMN SING  
LPM-1255 (mono only)



I'M BOUND FOR THAT CITY  
LPM-1488 (mono only)



HIS HANDS  
LPM-1705 (mono only)



FAVORITE GOSPEL SONGS &  
SPIRITUALS LPM-1351 (mono only)



THE STRANGER OF GALILEE  
LPM-1892 (mono only)

Thanks to all our dealer friends for making our RCA Victor albums available to all our many friends everywhere. Hope we'll be seeing you during our forthcoming tour-dates including:

July 28—Charleston, W. Va.  
29—Parkersburg, W. Va.  
31—Washington, W. Va.  
18—Baltimore, Tenn.  
24—Greenville, S. C.  
31—Spartanburg, S. C.  
Aug. 1—Cincinnati, O.  
2—Florence, S.

3—Galt, W. Va.  
4—Nashville, Tenn.  
8—Paducah, Ky.  
7—Columbiana, Ky.  
9—McKeesport, Pa.  
10—Greenville, S. C.  
11—Cincinnati, O.  
12—Atlanta, Ga.

13—Terry, Va.  
17—Nashville, Tenn.  
18—Cincinnati, O.  
19—Birmingham, Ala.  
25—Tampa, Fla.  
26—Waynes, Ga.  
31—Florence, Ala.

Sept. 1—Nashville, Tenn.  
2—Waco, Ga.  
3—Houston, Texas, N. C.  
3—Houston, Tex.  
5—Fort Worth, Tex.  
10—Tulsa, Okla.  
11—Merida, Wis.  
12—Springfield, Mo.

10—Hartsville, N. C.  
10—Charlotte, N. C.  
21—Washington, D. C.  
25—Alton, Ill.  
25—Detroit, Mich.  
26—Oklahoma City, Okla.

27—Big Springs, Tex.  
28—Florence, Ala.  
29-30—Long Beach, Calif.  
Oct. 2—Albany, N. Y.  
3—Lubbock, Tex.  
8—South Bend, Ind.  
7—Chicago, Ill.

Available for concert  
and TV appearances thru:

**THE BLACKWOOD  
BROTHERS**

209 N. Lauderdale, Memphis 5, Tenn.

# FATS DOMINO

A  
REAL  
SMASH!!



**"LET THE  
FOUR  
WINDS  
BLOW"**

**"GOOD  
HEARTED  
MAN"**

#5764

**IR**

IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

NOW...  
A NEWER, HAPPIER,  
EMANCIPATED  
SINATRA

(ALBUM PORTRAIT  
OF A MAN ENJOYING HIS WORK)



UNTRAMMELED,  
UNFETTERED,  
UNCONFINED

...ON

reprise



...TO PLAY AND PLAY AGAIN

THE YEAR'S MOST EXCITING NEW SOUND!

# THE TOKENS

MANAGED BY SEYMOUR BARASH



MITCH

HANK

JAY

PHIL

The Tokens would like to publicly thank:

Hugo and Luigi,

RCA Victor,

D. J.'s

and the Nation's Dealers

for making our latest record a smash hit!

Current hit single:

## DRY YOUR EYES

C / W

## WHEN I GO TO SLEEP AT NIGHT

7896



Exclusively

Personal Management:  
**SEYMOUR BARASH**

One Hanson Place,  
Brooklyn, New York  
Sterling 9-8588



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



# CONNIE FRANCIS

current hit single

## TOGETHER TOO MANY RULES

M-G-M 13019

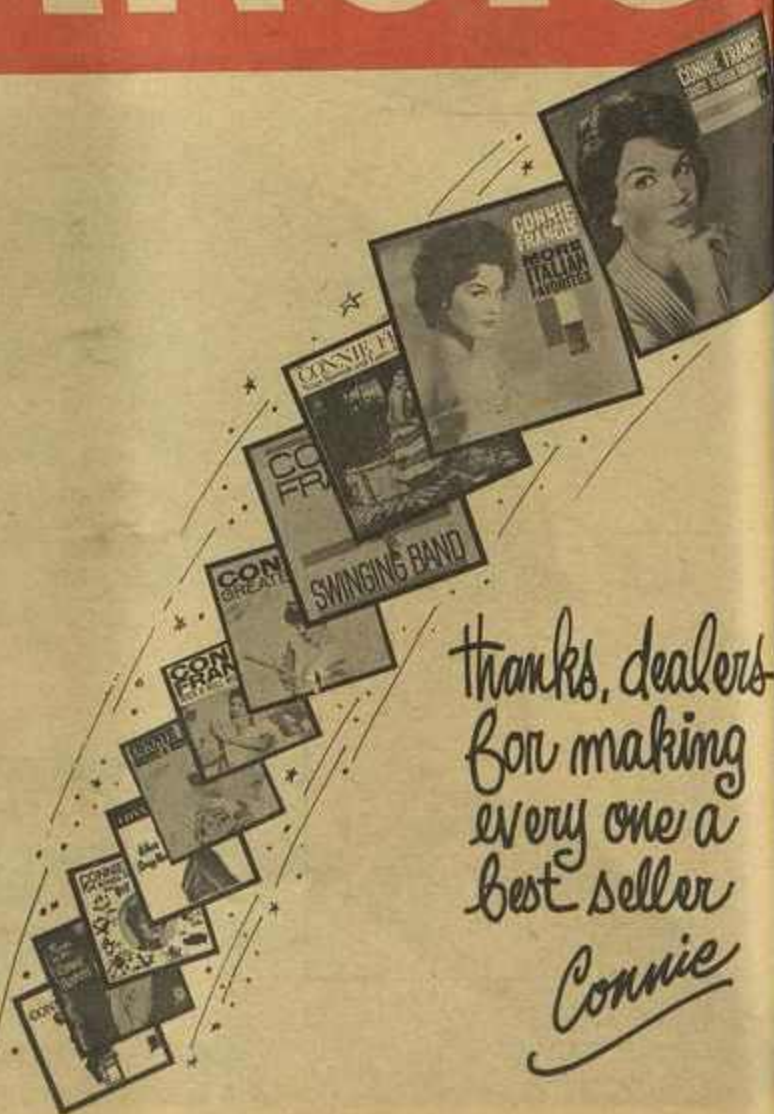
exclusively

### MGM RECORDS

personal management

### GEORGE SCHECK

161 W. 54th St., N. Y. C.



thanks, dealers  
for making  
every one a  
best seller  
*Connie*





## Home Recording

Continued from page 24

counters appeared a prime factor. In the group reporting lower sales of both monaural and stereo equipment, the general business slump, discount selling, consumer confusion as to reel-to-reel and cartridge tapes, and an apparent predilection of customers in favor of records rather than tapes, were all

listed as causes for the decline in business.

On the prerecorded tape front, about twice as many dealers reported better sales since January 1 as reported decreased sales. The conclusion, in view of the over-all tape survey results, would be that there remains substantial interest in both the playback and record features of the tape space, with the whole market in a somewhat fluid condition.

## Diversification

Continued from page 8

a factor in disk store over-all sales.

Of perhaps more interest, however, is the fact that 21.6 per cent of the replying dealers said they are now selling greeting cards, a commodity which, though it has a low unit profit, has nevertheless not been hit so far by the discount fever.

Approximately 18 per cent of the dealers are now selling cameras and film as a sideline. It's interesting to note, in this connection, that many camera stores have had at least a foot in the music business door through tape recorder sales, while some even carry records. The Peerless camera stores in New York are a good example of the latter.

About the same percentage of dealers replying are also stocking books today. Another 5 per cent of the dealers replied that they are selling such items as appliances, chord organs, audio components, sheet music and gift items. In the case of gift items, it is known that some dealers have taken on the aspect of a gift shop in order to lure the housewife trade, since women are regarded as an increasingly important factor in sales, particularly of phonographs.

Over 16 per cent of the dealers reporting diversification moves fell into the "miscellaneous" category, offering for sale such incidentals as paint, party supplies and toys, among others. Still others reported carrying such unique items (for disk and phono-radio stores) as rare coins and stamps for collectors, and office supplies.

About 10 per cent of those replying answered "no" to the diversification question. Yet more than half of these indicated they were already selling either cameras and film, greeting cards or books. This indicates that their sales of these products were not new, but rather, were established parts of their operation.

## BILLBOARD 1961 DEALER SURVEY

QUESTION: Which Tape manufacturer provided the best merchandising, promotion and service to help you?

| Manufacturer   | Percentage of Dealers Voting | Resume of Reasons for Dealers' Choice  |
|----------------|------------------------------|--|
| WEBCOR         | 26.1%                        | Good service; good advertising; single line; more public attention; value; ease for customer contact; good publicity; good product; reasonably priced. |
| VOICE OF MUSIC | 21.4%                        | Good service; good advertising; good publicity; ease for customer contact; good publicity; good product; reasonably priced.                            |
| AMPEX          | 2.7%                         | Good quality for the money.  |
| SONY           | 2.7%                         | Good advertising; good product; good service.  |
| REVERE         | 1.8%                         | Good product; low cost; good service.  |
| TELECTRO       | 1.8%                         | Fast delivery; good price.   |
| WOLLENSACK     | 1.8%                         | Good advertising; easy to contact; low prices.   |
| ALL OTHERS     | 6.4%                         | Note: Following manufacturers were mentioned by less than 1% of the replies: Bell, Tascam, Columbia, General, Ampex, Star Line, Bestall and Traxon.    |

QUESTION: Which Radio manufacturer provided the best merchandising, promotion and service to help you?

| Manufacturer     | Percentage of Dealers Voting | Resume of Reasons for Dealers' Choice  |
|------------------|------------------------------|--|
| ZENITH           | 14.3%                        | Best quality merchandise; good advertising; national advertising; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.          |
| MAGNAYOX         | 11.4%                        | Best quality merchandise; good advertising; national advertising; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.          |
| BEA VICTOR       | 10.9%                        | National advertising; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.  |
| GENERAL ELECTRIC | 9.7%                         | Good advertising; good product; ease for customer contact; good publicity; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price. |
| MOTOROLA         | 6.9%                         | Good product; good price; good service; fast local delivery and service; good advertising; excellent service.  |
| CHANNEL MASTER   | 4.0%                         | Good advertising; excellent service; good product; good price; good service; fast local delivery and service; good advertising; excellent service.   |

## BILLBOARD 1961 DEALER SURVEY

QUESTION: Which Phono manufacturer provided the best merchandising, promotion and service help to you?

| Manufacturer   | Percentage of Dealers Voting | Resume of Reasons for Dealers' Choice   |
|----------------|------------------------------|---|
| MAGNAYOX       | 19.4%                        | Good advertising; excellent service; fast delivery; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.   |
| BECCA          | 12.2%                        | Customer is always right policy; wide variety; good product; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.  |
| VOICE OF MUSIC | 10.1%                        | Good service; good advertising; good publicity; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.   |
| COLUMBIA       | 4.3%                         | Product and merchandising; service; excellent and generous; better delivery; better and satisfactory; price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.                |
| WEBCOR         | 5.5%                         | Dependable; good service; single line; fast delivery; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.   |
| BEA VICTOR     | 5.5%                         | Good advertising; single line; fast delivery; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.   |
| ZENITH         | 3.1%                         | Good advertising; better public attention; fast delivery; good product; reasonably priced; good service; single line; fast delivery; good price.  |
| CAPITOL        | 4.2%                         | Fast service; no territory; good music; complete; good service; efficient and dependable; good advertising; good publicity; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price. |
| MOTOROLA       | 3.4%                         | Good advertising; excellent service; fast delivery; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; fast delivery; good price.   |

# DYNAMITE!

# FREDDIE CANNON



Swinging his Newest 2-Sided Hit!

"TRANSISTOR SISTER"

b/w

"WALK TO THE MOON"

SWAN #4078

His Newest Smash LP!



SOLID GOLD HITS  
SWAN LP-505

Thanks, Music Merchants,  
and Best Wishes for a  
Successful Convention

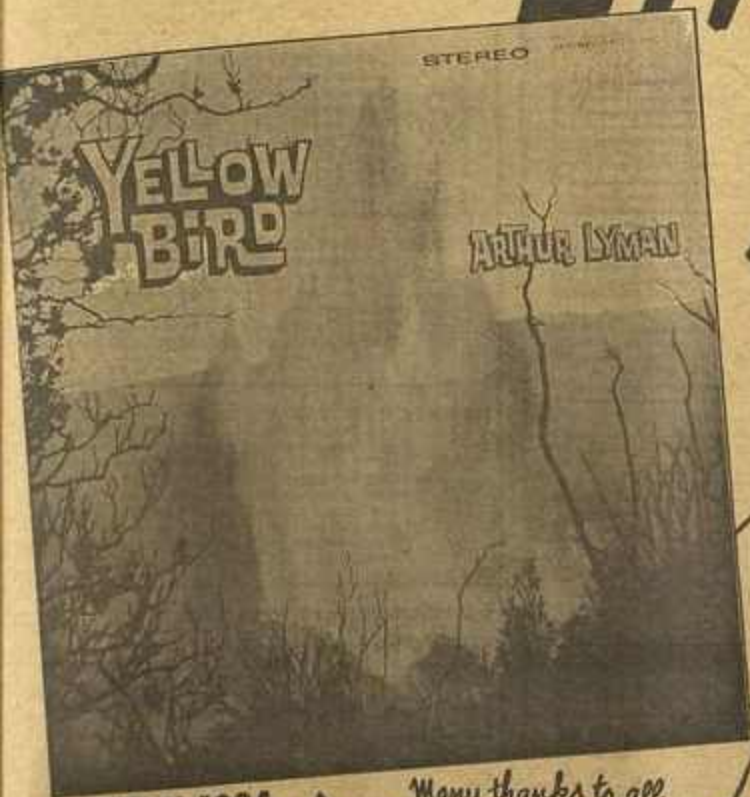
—Freddie

Management:  
BERNEGAT ENTERPRISES, INC.

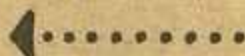
Bookings:  
GAC

Exclusively:  
SWAN RECORDS

# ARTHUR LYMAN



*Big Selling Album*



*And a Big Selling Single*



LP SL1004

*Many thanks to all  
NAMM men who helped*

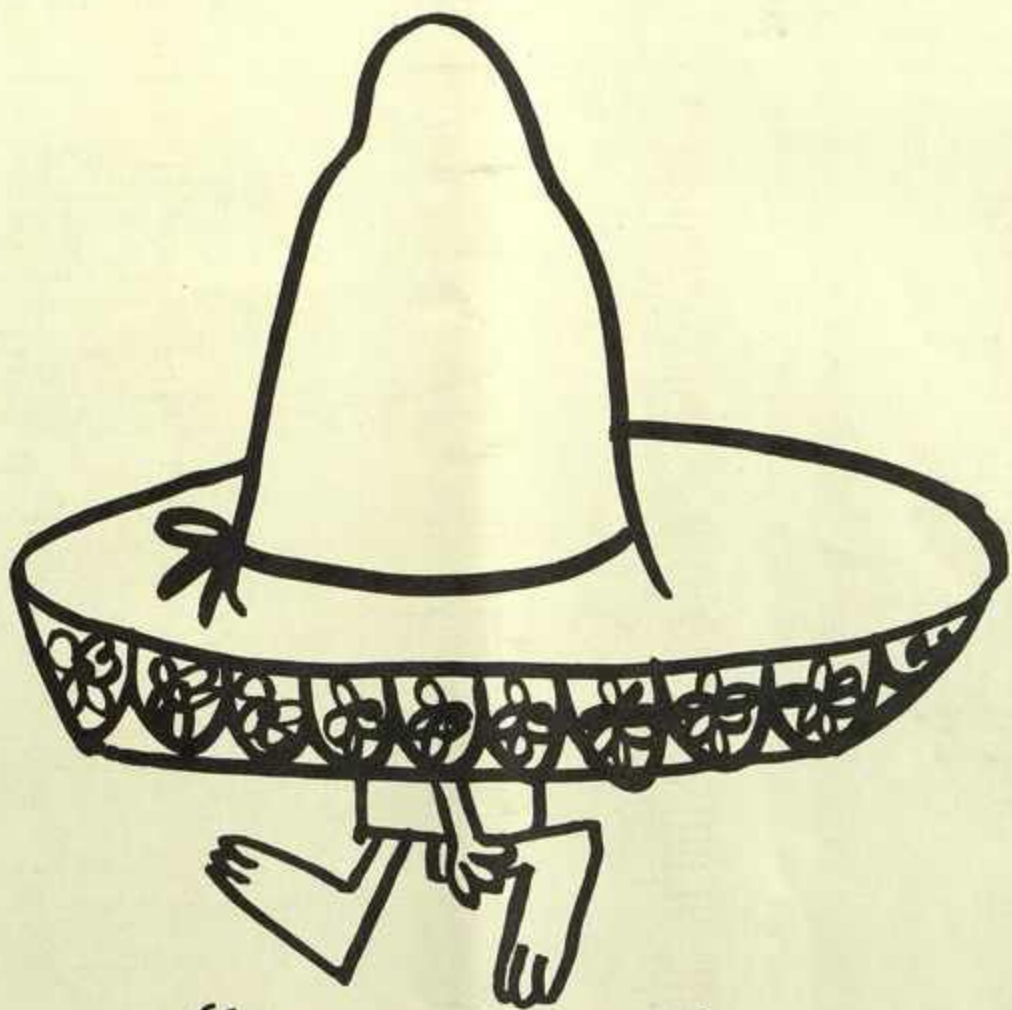


**HIFIRECORDS**

Hollywood, Calif.



# THE LIMELITERS' NEW SINGLE...



## "Paco Peco" #7913

Not since "Ferdinand the Bull" has there been anything as funny in full-blooded Spanish as Paco Peco, c/w a mighty, Limelited ballad commemorating the Civil War Centennial: "A Hundred Years Ago."



 **RCA VICTOR**   
MADE IN U.S.A. AUDIO CORPORATION OF AMERICA

(DEALERS: TEAR OFF ALONG DOTTED LINE AND USE PAGE AS WINDOW STREAMER!)

ASK YOUR DISTRIBUTOR ABOUT THE COMPACT 33, THE NEWEST IDEA IN RECORDS



**no dealer should be without the  
greatest album of the year...  
HEADING TOWARD A QUARTER  
OF A MILLION SALES!**

**ORIGINAL SOUND TRACK MUSIC**

**NEVER  
ON  
SUNDAY**

FROM JULES DASSIN'S MOTION PICTURE  
"NEVER ON SUNDAY"  
Starring MELINA MERCOURI



**MOTION PICTURE ACADEMY AWARD  
WINNER FOR THE BEST SONG**

UNITED ARTIST ALBUM  
UAS 5070 (STEREO)  
UAL 4070 (MONO.)

**IT'S**

**UNITED  
ARTISTS  
RECORDS**

**ALL THE WAY!**

729 SEVENTH AVENUE • NEW YORK 18, NEW YORK

STAR PERFORMERS—Selections registering greater upward progress this week

S Indicates that 85 p.m. stereo single version is available

△ Indicates that 22:15 p.m. stereo single version is available

△ Indicates that 22:15 p.m. stereo single version is available

Table 1: Billboard Hot 100 chart. Columns: Rank, Previous Week, Title, Artist, Label & Number, Weeks on Chart. Includes songs like 'Tossin' and Turnin'', 'Boll Weevil Song', 'Quarter to Three', etc.

Table 2: Billboard Hot 100 chart. Columns: Rank, Previous Week, Title, Artist, Label & Number, Weeks on Chart. Includes songs like 'Heart and Soul', 'Should I', 'You Can't Sit Down (Part II)', etc.

Table 3: Billboard Hot 100 chart. Columns: Rank, Previous Week, Title, Artist, Label & Number, Weeks on Chart. Includes songs like 'Take a Fool's Advice', 'My Memories of You', 'Nag', etc.

BUBBLING UNDER THE HOT 100

Table 4: Bubbling Under the Hot 100 chart. Lists songs that did not reach the top 100 but are close, such as 'Voyage to the Bottom of the Sea', 'Peter Patter', 'Someday Nobody Wants', etc.

HOT 100 - A TO Z

Table 5: Hot 100 - A to Z index. Lists artists and their corresponding chart positions, such as 'Aventura, The', 'Baby Face', 'Barbra Streisand', etc.



**EASY LISTENING**

From this week's Hot 100

| This Week | Last Week | Title, Artist, Label  | Wks on Chart |
|-----------|-----------|---|--------------|
| 1         | —         | BOLL WEEVIL SONG<br>Brook Benton, Mercury 71820             | —            |
| 2         | —         | YELLOW BIRD<br>Arthur Lyman, M1 Fi 5024                     | —            |
| 3         | —         | SAN ANTONIO ROSE<br>Floyd Cramer, RCA Victor 7893           | —            |
| 4         | —         | MOODY RIVER<br>Pat Boone, Dot 16209                         | —            |
| 5         | —         | THE WRITING ON THE WALL<br>Adam Wade, Coed 350              | —            |
| 6         | —         | TOGETHER<br>Cecilia Francis, MGM 13019                      | —            |
| 7         | —         | NEVER ON SUNDAY<br>Chordettes, Cadence 1402                 | —            |
| 8         | —         | MY KIND OF GIRL<br>Matt Monro, Warwick 636                  | —            |
| 9         | —         | WOODEN HEART (Must I Denn)<br>Joe Dowell, Smash 1708        | —            |
| 10        | —         | SHOULD I<br>String-A-Longs, Warwick 654                     | —            |
| 11        | —         | YOU'LL ANSWER TO ME<br>Patti Page, Mercury 71823            | —            |
| 12        | —         | DON'T BET MONEY HONEY<br>Linda Scott, Canadian-American 127 | —            |
| 13        | —         | HELLO WALLS<br>Faron Young, Capitol 4532                    | —            |
| 14        | —         | MOM AND DAD'S WALTZ<br>Patti Page, Mercury 71823            | —            |
| 15        | —         | GRANADA<br>Frank Sinatra, Reprise 20010                     | —            |
| 16        | —         | NEVER ON SUNDAY<br>Don Costa, United Artists 234            | —            |
| 17        | —         | TAKE A FOOL'S ADVICE<br>Nat King Cole, Capitol 4582         | —            |
| 18        | —         | LA DOLCE VITA<br>Ray Ellis, RCA Victor 7888                 | —            |
| 19        | —         | WATER BOY<br>Don Shirley Trio, Cadence 1392                 | —            |
| 20        | —         | MY CLAIRE DE LUNE<br>Steve Lawrence, United Artists 335     | —            |

**TEEN BEAT**

From this week's Hot 100

| This Week | Last Week | Title, Artist, Label  | Wks on Chart |
|-----------|-----------|---|--------------|
| 1         | —         | TOSSIN' AND TURNIN'<br>Bobby Lewis, Belfane 1002                      | —            |
| 2         | —         | QUARTER TO THREE<br>U. S. Bonds, LeGrand 1008                         | —            |
| 3         | —         | RAINDROPS<br>Dee Clark, Vee Jay 383                                   | —            |
| 4         | —         | HATS OFF TO LARRY<br>Del Shannon, Big Top 3075                        | —            |
| 5         | —         | EVERY BEAT OF MY HEART<br>Pips, Vee Jay 386                           | —            |
| 6         | —         | I LIKE IT LIKE THAT<br>Chris Kenner, Instant 3229                     | —            |
| 7         | —         | DUM DUM<br>Brenda Lee, Decca 31272                                    | —            |
| 8         | —         | DANCE ON LITTLE GIRL<br>Paul Anka, ABC-Paramount 10220                | —            |
| 9         | —         | LET'S TWIST AGAIN<br>Chubby Checker, Parkway 824                      | —            |
| 10        | —         | PLEASE STAY<br>Drifters, Atlantic 2105                                | —            |
| 11        | —         | TRAVELIN' MAN<br>Ricky Nelson, Imperial 5741                          | —            |
| 12        | —         | TELL ME WHY<br>Belmonts, Sabrina 500                                  | —            |
| 13        | —         | THOSE OLDIES BUT GOODIES<br>Little Caesar and the Romans, Del Fi 4158 | —            |
| 14        | —         | I'M COMIN' ON BACK TO YOU<br>Jackie Wilson, Brunswick 55216           | —            |
| 15        | —         | STAND BY ME<br>Ben E. King, Alice 6194                                | —            |
| 16        | —         | RUNNING SCARED<br>Roy Orbison, Monument 438                           | —            |
| 17        | —         | HELLO MARY LOU<br>Ricky Nelson, Imperial 5741                         | —            |
| 18        | —         | TONIGHT (COULD BE THE NIGHT)<br>Velvets, Monument 441                 | —            |
| 19        | —         | CUPID<br>Sam Cooke, RCA Victor 7883                                   | —            |
| 20        | —         | IT KEEPS RAININ'<br>Fats Domino, Imperial 5753                        | —            |

**HOT C & W SIDES**

By special survey for week ending 7/23

| This Week | Last Week | Title, Artist, Label  | Wks on Chart |
|-----------|-----------|---|--------------|
| 1         | 1         | HEARTBREAK U. S. A.<br>Kitty Wells, Decca 31244                   | 8            |
| 2         | 3         | I FALL TO PIECES<br>Patsy Cline, Decca 31205                      | 16           |
| 3         | 5         | THREE HEARTS IN A TANGLE<br>Roy Drusky, Decca 31193               | 19           |
| 4         | 2         | HELLO WALLS<br>Faron Young, Capitol 4532                          | 18           |
| 5         | 4         | SWEET LIPS<br>Webb Pierce, Decca 31249                            | 7            |
| 6         | 7         | TENDER YEARS<br>George Jones, Mercury 71804                       | 5            |
| 7         | 6         | LOOSE TALK<br>Ruck Owens & Rose Maddox, Capitol 4550              | 9            |
| 8         | 9         | OKLAHOMA HILLS<br>Hank Thompson, Capitol 4556                     | 8            |
| 9         | 11        | SAN ANTONIO ROSE<br>Floyd Cramer, RCA Victor 7893                 | 5            |
| 10        | 16        | WHEN TWO WORLDS COLLIDE<br>Roger Miller, RCA Victor 7878          | 7            |
| 11        | 8         | HILLBILLY HEAVEN<br>Tex Ritter, Capitol 4567                      | 5            |
| 12        | 15        | BEGGAR TO A KING<br>Hank Snow, RCA Victor 7869                    | 10           |
| 13        | 13        | SEA OF HEARTBREAK<br>Don Gibson, RCA Victor 7890                  | 5            |
| 14        | 10        | FOOLIN' AROUND<br>Buck Owens, Capitol 4496                        | 25           |
| 15        | 14        | HEART OVER MIND<br>Ray Price, Columbia 41947                      | 18           |
| 16        | 18        | MY EARS SHOULD BURN<br>Claude Gray, Mercury 71826                 | 4            |
| 17        | 22        | DON'T LET YOUR SWEET LOVE OIE<br>Don Reno & Red Smiley, King 5469 | 8            |
| 18        | 21        | MENTAL CRUELTY<br>Buck Owens & Rose Maddox, Capitol 4550          | 10           |
| 19        | 23        | BIG RIVER, BIG MAN<br>Claude King, Columbia 42043                 | 3            |
| 20        | 17        | THOUGHTS OF A FOOL<br>Ernest Tubb, Decca 31241                    | 7            |
| 21        | 12        | WRECK ON THE HIGHWAY<br>Wilma Lee & Stonny Cooper, Hickory 1147   | 6            |
| 22        | 20        | THERE MUST BE A BETTER WAY TO LIVE.<br>Kitty Wells, Decca 31244   | 4            |
| 23        | 27        | KISSES NEVER LIE<br>Carl Smith, Columbia 42042                    | 2            |
| 24        | 28        | THREE STEPS TO A PHONE<br>George Hamilton IV, RCA Victor 7881     | 5            |
| 25        | 19        | FROM HERE TO THERE TO YOU<br>Hank Locklin, RCA Victor 7871        | 7            |
| 26        | 26        | TOO MANY TIMES<br>Don Winters, Decca 31253                        | 3            |
| 27        | —         | MOM AND DAD'S WALTZ<br>Patti Page, Mercury 71823                  | 1            |
| 28        | —         | BLACKLAND FARMER<br>Frankie Miller, Starday 424                   | 1            |
| 29        | —         | SHAKE HANDS WITH A LOSER<br>Don Winters, Decca 31253              | 1            |
| 30        | —         | WHAT WOULD YOU DO<br>Jim Reeves, RCA Victor 7905                  | 1            |

**HOT R & B SIDES**

By special survey for week ending 7/23

| This Week | Last Week | Title, Artist, Label  | Wks on Chart |
|-----------|-----------|---|--------------|
| 1         | 1         | TOSSIN' AND TURNIN'<br>Bobby Lewis, Belfane 1002                      | 8            |
| 2         | 2         | BOLL WEEVIL SONG<br>Brook Benton, Mercury 71820                       | 8            |
| 3         | 4         | QUARTER TO THREE<br>U. S. Bonds, LeGrand 1008                         | 8            |
| 4         | 6         | I DON'T MIND<br>James Brown, King 5466                                | 8            |
| 5         | 3         | EVERY BEAT OF MY HEART<br>Pips, Vee Jay 386                           | 8            |
| 6         | 9         | I LIKE IT LIKE THAT<br>Chris Kenner, Instant 3229                     | 7            |
| 7         | 5         | RAINDROPS<br>Dee Clark, Vee Jay 383                                   | 9            |
| 8         | 8         | PEACE OF MIND<br>B. B. King, Kent 360                                 | 5            |
| 9         | 11        | DRIVING WHEEL<br>Little Junior Parker, Duke 335                       | 10           |
| 10        | 7         | STAND BY ME<br>Ben E. King, Alice 6194                                | 10           |
| 11        | 10        | I'M COMIN' ON BACK TO YOU<br>Jackie Wilson, Brunswick 55216           | 4            |
| 12        | 12        | LONESOME WHISTLE BLUES<br>Freddie King, Federal 12415                 | 8            |
| 13        | 14        | PLEASE STAY<br>Drifters, Atlantic 2105                                | 4            |
| 14        | 17        | THAT'S WHAT GIRLS ARE MADE FOR<br>Splinters, Tri-Phi 1001             | 5            |
| 15        | 15        | I'VE GOT NEWS FOR YOU<br>Ray Charles, Impulse 202                     | 4            |
| 16        | 18        | NO, NO, NO<br>Chanters, Deluxe 6191                                   | 5            |
| 17        | 13        | THE FLOAT<br>Hank Ballard & the Midnighters, King 5510                | 4            |
| 18        | 19        | IT KEEPS RAININ'<br>Fats Domino, Imperial 5753                        | 4            |
| 19        | 16        | HIDEAWAY<br>Freddie King, Federal 12401                               | 19           |
| 20        | 24        | RAININ' IN MY HEART<br>Slim Harpo, Excelsite 2194                     | 5            |
| 21        | —         | THE WRITING ON THE WALL<br>Adam Wade, Coed 350                        | 1            |
| 22        | 25        | MY TRUE STORY<br>Jiva Five, Belfane 1006                              | 4            |
| 23        | 20        | CUPID<br>Sam Cooke, RCA Victor 7883                                   | 5            |
| 24        | 21        | TE-TA-TE-TA<br>Erola K-Oee, Minot 627                                 | 3            |
| 25        | 28        | LAST NIGHT<br>Mar-Keys, Satellite 107                                 | 2            |
| 26        | —         | I'LL BE THERE<br>Dimita Jo, Mercury 71840                             | 1            |
| 27        | —         | I NEVER KNEW<br>Clyde McPhatter, Mercury 71841                        | 1            |
| 28        | 30        | THOSE OLDIES BUT GOODIES<br>Little Caesar and the Romans, Del Fi 4158 | 2            |
| 29        | 23        | MOTHER-IN-LAW<br>Erola K-Oee, Minot 623                               | 16           |
| 30        | 26        | I'M SO YOUNG<br>Students, Argo 5386                                   | 8            |



BILLBOARD MUSIC WEEK COIN MACHINE PRICE INDEX

Listings represent used machines in average condition. Price quoted on each machine represents the average of quotes to operators by franchised distributors. Quotes are received

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

MUSIC

Table listing music machines with columns for model (AMI), year, and price. Includes models like D-40, E-80, F-40, etc.

Table listing rock-ola machines with columns for model, year, and price. Includes models like 1436, 1438, 1442, etc.

Table listing SEEBURG machines with columns for model, year, and price. Includes models like M100B, M100C, M100W, etc.

Table listing WURLITZER machines with columns for model, year, and price. Includes models like 1250, 1400, 1500, etc.

BOWLERS & SHUFFLES

Table listing bowling and shuffle machines with columns for model (BALLY, CHICAGO COIN), year, and price.

Table listing championship and bowling machines with columns for model, year, and price. Includes models like Championship 11-56, Bowling League 7-57, etc.

Table listing UNITED machines with columns for model, year, and price. Includes models like Advance 6-59, Atlas Shuffle Alley 9-58, etc.

PINDALLS

Table listing pindall machines with columns for model (BALLY), year, and price. Includes models like Ballerine 6-59, Balls-A-Poppin 10-56, etc.

Table listing GOTTLIEB machines with columns for model, year, and price. Includes models like Ace High 2-57, Add-A-Line 7-55, etc.

Table listing Majestic machines with columns for model, year, and price. Includes models like 4 Majestic 4-57, 2 Marathon, etc.

Table listing WILLIAMS machines with columns for model, year, and price. Includes models like Arrow Head 7-57, Casino 8-58, etc.

ARCADE & NOVELTIES

Table listing arcade and novelty machines with columns for model, year, and price. Includes models like All-Star Baseball, Aqua Duck (Cons), etc.

Table listing deluxe skill parade machines with columns for model, year, and price. Includes models like Delux Skill Parade (Bally), Delux Vanguard (Wms.), etc.

# SINGLES PROGRAMMING & BUYING GUIDE

## TOP MARKET BREAKOUTS

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

### NEW YORK

- IF  
Paragon, Top
- BIG RIVER, BIG MAN  
Claude King, Columbia

### CHICAGO

- BLACKLAND FARMER  
Frankie Miller, Starday

### LOS ANGELES

- I JUST DON'T UNDERSTAND  
Ann Margaret, RCA Victor
- WATER BOY  
Dan-Shirley Trio, Cadence
- HURT  
Tim Yore, Liberty

### PHILADELPHIA

- PITTER-FATTER  
Four Sportsmen, Sunnysbrook
- ST. LOUIS BLUES  
Cousins, Parkway
- BIG RIVER, BIG MAN  
Claude King, Columbia

### DETROIT

- BACK BEAT NO. 1  
Rondels, Amy

### BOSTON

- DOES YOUR CHEWING-GUM LOSE ITS FLAVOR (ON THE BED POST OVERNIGHT)  
Lennie Donagan, Dot

### CLEVELAND

- ALL I HAVE TO DO IS DREAM  
Everly Brothers, Cadence
- SHOULD I  
String-A-Longs, Warwick

### BALTIMORE-WASHINGTON

- HERE IN MY HEART  
Al Martino, Capitol
- I DON'T WANT TO TAKE A CHANCE  
Mory Wells, Motown

### CINCINNATI

- BLACKLAND FARMER  
Frankie Miller, Starday

### SEATTLE

- THEME FROM COME SEPTEMBER  
Bobby Derin & His Ork, Atco

### NEWARK

- BACK BEAT NO. 1  
Rondels, Amy
- I DON'T WANT TO TAKE A CHANCE  
Mary Wells, Motown

### MIAMI

- NOW YOU KNOW  
Little Willie John, King

### DALLAS-FORT WORTH

- I JUST DON'T UNDERSTAND  
Ann Margaret, RCA Victor

### DENVER

- THE ASTRONAUT  
Jose Jimenez, Kopp

## BEST BUYS IN RECORDS

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

### POP

- \*WOODEN HEART (Muss I Denn), JOE DOWELL. . . (Gladys, ASCAP) Smash 1708
- \*PRETTY LITTLE ANGEL EYES, CURTIS LEE. . . . . (E.P.R., BMI) Dunes 3007
- THAT'S WHAT GIRLS ARE MADE FOR, SPINNERS. . . . . (Paves, BMI) Tri-Phi 1001
- \*I'LL BE THERE, DAMITA JO. . . . . (Trio-Progressive, BMI) Mercury 37840

### C&W

- \*MY EARS SHOULD BURN, CLAUDE GRAY. . . . . (Cres, BMI) Mercury 71824
- BIG RIVER, BIG MAN, CLAUDE KING. . . . . (Bubble, ASCAP) Columbia 42042

### R&B

- THAT'S WHAT GIRLS ARE MADE FOR, SPINNERS. . . . . (Paves, BMI) Tri-Phi 1001
- NO, NO, NO, CHANTERS. . . . . (Cantant, BMI) DeLuxe 6191

the pick of the new releases:

## SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

### Pop

#### ADAM WADE



AS IF I DIDN'T KNOW (Winneton, BMI) (2:56)—Wade is in fine vocal form on a poignant ballad with strong choral backing. The side should keep the chanter battling in the top-seller class. Watch it. Flip is "Playin' Around" (Winneton, BMI) (2:25). **Code 853**

#### GARY (U. S.) BONDS



SCHOOL IS OUT (Pepe, BMI) (2:26) — ONE MILLION TEARS (Pepe, BMI) (2:14) — Bonds wraps up "School Is Out," a wild rocker, in his usual exciting, vital warbling style. He also chains with feeling on the flip, a moving rockaballad. Both sides are good, with "School Is Out," a hit stronger. **Legend 1009**

#### GLADYS KNIGHT AND THE PIPS



GUESS WHO (Michelle, BMI) — The gal and the group should have another hit with this attractive ballad which is sold with heart and feeling. Flip is "Stop Running Around" (East, BMI) (2:14). **Fury 1052**

#### TONY ORLANDO



BLESS YOU (Aldon, BMI) (2:16) — Orlando contributes a dramatic reading on a feisty ditty with effective backing by chorus and ork. Side has solid potential. Flip is "Am I the Guy" (Aldon, BMI) (2:25). **Epic 9482**

#### JACK SCOTT



STRANGE DESIRE (Wolfpack, SESAC) (2:17) — MY DREAM COME TRUE (Wolfpack, SESAC) (2:50) — Two fine sides by Jack Scott. Topper is a blues with a minor flavor sung with fire against a choral backing. Flip is a strong ballad, with touches of Scott's earlier hits. **Capitol 4597**

#### FERLIN HUSKY



TAKE A LOOK (Lowery, BMI) (1:55) — A bright novelty with a touch of gospel is chanted by Husky with verve, sparked by rhythmic backing that also features good guitar picking. Solid for both the pop and country fields. Flip is "Willow Tree" (Bee Gev, BMI) (2:22). **Capitol 4594**

#### BOB MOORE



MEXICO (Aruff-Rose, BMI) (2:37) — HOT SPOT (Aruff-Rose, BMI) (2:28) — The melodic instrumental sides by the Bob Moore crew, both penned by Boulevardier Bryant, "Mexico" is a swinger with a touch of that Tex-Mex mariachi flavor. Flip is a lightly swinging item with a non-lyric vocal by chorus. **Monument 446**

#### THE SUPREMES



BUTTERED POPCORN (Jobete, BMI) (2:54) — The gals explain on this rhythmic novelty how their boy friend loves "Buttered Popcorn." It's bright and cute and it moves. Flip is "Who's Loving You" (Jobete, BMI) (2:44). **Tamla 54845**

#### MICKEY DENTON



NOW YOU CAN'T GIVE THEM AWAY (Star Fire, BMI) (2:36) — Denton could be a new Del Shannon-type hit maker for the label with this strong effort. It's all about a gal who broke too many hearts, who now can't even give her kisses away. Handled with warm feeling here. Flip is "Steady Kind" (Valley, BMI) (2:05). **Big Top 3078**

#### JOE SOUTH



JUKE BOX (Lowery, BMI) (2:26) — A very exciting hunk of material is sold in solid fashion here by Joe South over punchy backing by the ork. This could break loose. Flip is "You're the Reason." **Fairlane 21006**

#### EDDIE STEVENS



THE TEARS CAME ROLLIN' DOWN (Mayfair, ASCAP) (2:03) — Eddie Stevens hows on the label with an engaging performance of a bright new ditty, sparked by a very attractive band arrangement. It swings. Flip is "Teen Age Bachelor" (Mayfair, ASCAP). **Carlton 854**

(Continued on page 60)

## 1962 BIRCH PORTABLES



84—Excellent 4-speed 641, automatic changer, automatic shut-off in two-tone green and white portable.



83—Impressive 641 stereo portable with 4-speaker system, 4-speed automatic changer with automatic shut-off. In two-tone light gray and white.



85—Compact 5-speed manual portable with 4-speaker system, 4-speed automatic changer with automatic shut-off. In two-tone green and white.

Birch Phonographs by  
**BOETSCH BROS.**  
New Rochelle, N.Y.  
NEW ROCHELLE 3-8500  
MUSIC SHOW  
Rooms 910, 911

# VOX JOX

• Continued from page 5

**THIS AND THAT:** Station KOL, Seattle, recently conducted a contest which offered—as the main prize—a complete meal for 20 people, complete with a KOL deejay and music for dining. . . . "Deejay Laughs" section of the latest edition of Orben's "Current Comedy" contains the following gag: "I like Spike Jones' line about his intention to lecture on 'Why Is Mitch Miller Afraid to Sing Alone?'" . . . Station WHK, Cleveland, pulled more than 7,000 letters with its "Mother's Day" contest, whereby each WHK jock offered to salute each mother on the air whose name was submitted by mail. One card was selected (by a drawing) for the grand prize—the winner's choice of a washer, dryer, dishwasher or range.

**CHANGE OF THEMES:** Ken Allen, WHC, Hartford, Conn., plays the part of Lennie in the Troy Donahue-Claudette Colbert movie, "Pattish," which is currently showing around the country. Allen portrays a tobacco plantation foreman. The film was shot in Connecticut's Tobacco Valley last summer.

Monte DeVout has replaced Bob Dolph as manager of KIMA, Yakima, Wash. . . . Steve Malone, WYTH, Madison, Ga., needs waa—all kinds. . . . Jerry Bright, formerly with KNOX-TV, Grand Forks, N. D., has gone north of the border and is spinning 'em at CKY, Winnipeg.

Freeman Hoyer has left KEYZ, Williston, N. D., after two years "to seek a more temperate climate and major market." Prior to joining KEYZ, Hoyer was with KCSR, Chadron, Neb., for five years. During his stay with KEYZ, Hoyer acted as the outlet's promotion director as well as deejay and was responsible for setting up record hops for the station with Coca-Cola. In his farewell newsletter, Hoyer had some interesting items, including the following comment: "With Canada playing the Elvis Presley 'Wooden Heart,' we got on it via the LP." Hoyer also noted, "I've read where this happens—and actually found over store swaps disks for spots (not KEYZ). Charts published. Store fills in some slots with heavy inventory. Disturbing situation."

PHIL LADD, program director at WOND, Atlantic City, is currently taking at sister station WMMB, Melbourne, Fla., on a four-week consultant assignment. Jack Griger is acting p.d. at WOND in Ladd's absence. . . . Herb (Oscar) Anderson, WABC, New York, is the latest "honorary dog"—so designated by Lady Greyhound "in recognition of his efforts in bettering human-canine relationships." Anderson received a leash. . . . Johnny Carver, KYI, Seattle, is one of 16 finalists remaining from 80,000 original participants in the Toucanmaster International speech contest. . . . Station KNTV, San Jose, Calif., was cited by the San Jose Junior Chamber of Commerce for its

## Dealers Want Permanent LP Price Cut

• Continued from page 1

evening in the Crystal Room of Chicago's Palmer House.

Out of 43 replies in the spot survey, 38 dealers voted for a price reduction, 39 wanted stereo prices cut to the monoaural LP level, 31 would like to see albums list at \$2.98, 22 dealers said they'd be willing to make less of mark-up if necessary to bring about an industry-wide album price cut. Eight dealers said they'd take 35 per cent, nine would go as low as 33 1/2, while five would go as low as a 30 per cent mark-up. Twenty-one dealers thought dealer mark-ups should stay at 38 per cent.

Answers to other queries: all dealers said they take and fill special orders. All who replied said they had listening facilities. In advertising, 34 said they use newspaper space, 25 favor radio, 22 use direct mail, and 3 use TV. Twenty-eight dealers have a store-operated "record club" with discounts averaging 12 per cent. Nine dealers said they follow a regular discount policy with the average discount at the 20 per cent-off level. Forty dealers said they al-

ways use window window displays and 41 always feature in-store displays.

Of the 43 dealers replying, 38 said they carried their own clearing accounts, while 20 used public credit cards (Diners, etc.). Almost half the dealers supported SORD's call to arms in support of Ernest Garner by giving Garner a window display. Twenty-six dealers in the group responding featured store Garner displays. The dealers ordered an average of 12 Garner LP's at the time of SORD's call for support. The Society had called on its members to do all they could in launching Garner on his new label after he made a no-club distribution pact with Am-Par.

Judkins, in addressing the Society, will review for its members the progress the body made during the past year and the problems now faces. The Society's general meeting will be addressed by Dr. President Randy Wood, and Art Talmadge, United Artists Records vice-president and ARMADA president.

TV project, "Safe Driving for Teenagers," on Frank Darren's "Record Hop" show.

**VITAL STATISTICS:** Don Le Blanc, KHHM-FM, Houston, and his fiancée, Marianne, welcomed an eight-pound junior deejay this month, tagged Steven Eugene. "Kit" Lawson Kelly, KYOK, Houston, and his wife, Bonnie Ruth, also have a new son, Todd Dwayne. . . . Nats Reese WOCH, North Vernon, Ind., and the former Lha Marlene Blake, were married June 25. . . . Joe Williams, KDKA, Pittsburgh, and Pat Shamm, secretary in KDKA's promotion department, were married July 1. Williams' fellow KDKA deejays—Clark Race and Art Pallas—were sisters at the wedding.

GLENN BELL, who joined KIMN, Denver, three years ago as musical director, has replaced Roger Barkley as program director of that outlet. Barkley has taken over the p.d. post at KLAC, Hollywood. . . . Doty Abbott has returned to the all-femur station, WHBR, Memphis, after a stint as manager of another all-femur outlet, KNDD, Honolulu.

## JENSEN INDUSTRIES, INC.

takes great pride in announcing their association with

# DECCA DISTRIBUTING CORPORATION

Both Decca and Jensen are pleased to join forces to bring to music dealers throughout the country top quality phonograph needles coupled with outstanding distribution service.

Effective immediately all orders for Jensen Phonograph Needles may be directed to your local Decca Distributors.

**DECCA**

*Jensen*®

# Tamla-Motown Ups Wakefield, Ales to New Responsibility

DETROIT — Tamla-Motown's president, Berry Gordy Jr., announced first executive elevations this week with the appointment of Mrs. Louisa Wakefield to vice-president and the addition of Barney Ales as national sales manager. Mrs. Wakefield has been with the firm since inception about 18 months ago, while Ales comes to T.M. from over eight years of retail sales and promotional experience in Detroit and the Midwest. He has relinquished his stock position in Aurora Distributing, Detroit, to join the firm. Previous to joining the Harvey Kahn distributorship, he was a Midwestern regional representative for Warner Bros. and served five years before that with Capitol Records, Detroit, as a promo man.

Ales will spend the next three weeks on the road coast to coast, plugging the Miracles' "Mighty Good Lovin'" and Mary Wells' "I Don't Want to Take a Chance," both on BMW's "Hot 100."

# Prestige Mails Out Questionnaires to 5,000 Retailers

BERGENFIELD, N.J. — Prestige Records, in a move frankly designed to help the average record dealer, has sent a detailed questionnaire to 5,000 retail outlets across the country, querying them on types of product they want, the service they get from distributors, etc.

Prestige sales chief, Ron Eyre, said, "As an independent manufacturer, there is much that we can do to assist the dealer and it was felt that a questionnaire of this nature would steer us to those dealers we could help the most." Eyre added that he had been complimented by 30RD President Howard Jenkins on his endeavors.

The questionnaire form asks such questions as: Do you have any complaints about Prestige? Who are the five best selling Prestige artists? The five best sellers on other labels?

| NO. OF RECORDS SOLD | DEALER TYPE    | DATE OF SURVEY | RECORDING PERIOD | RECORDING TYPE          | UNIT SALES |       | TYPE OF TAPE          |
|---------------------|----------------|----------------|------------------|-------------------------|------------|-------|-----------------------|
|                     |                |                |                  |                         | RECORDS    | UNITS |                       |
| 2,500               | AMPEX          | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | COLUMBIA       | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | CONCORD        | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | NOBELCO        | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | FENTRON        | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | PHONOINK       | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | REVERE         | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | ROBERTS        | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | SONY           | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | TANBERG        | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | TELECTRO       | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | TRAVLER        | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | VOICE OF MUSIC | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | WALLENSAK      | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | WECOR          | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | ALL OTHERS     | 14,000         | 5.6              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |
| 2,500               | NO RESPONSE    | 11,200         | 4.5              | MONOGRAM TAPE RECORDING | 118        | 2.8   | STEREO TAPE RECORDING |

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THE REVOLUTIONARY TRANSCRIBER "TWIN DIAMOND" UNIT WILL DOUBLE YOUR DIAMOND SALES FOR YOUR SALES AND PROFITS! TWO DIAMONDS ARE BETTER THAN ONE!

With the release of the Twin Diamond "Transcriber," full automation has been achieved in the field of tape recording. The Transcriber is a revolutionary new tape recorder which is designed to make the recording process as simple as possible. It is the only tape recorder in the world which can be used by anyone, even a child, to make professional quality recordings. The Transcriber is a complete recording system in one unit. It includes a microphone, amplifier, tuner, and recorder. It is compact, portable, and easy to use. It is the only tape recorder in the world which can be used by anyone, even a child, to make professional quality recordings.

Now, this new Twin Diamond Transcriber Package, you have a valuable asset which will help you to increase your sales and profits. It is the only tape recorder in the world which can be used by anyone, even a child, to make professional quality recordings.

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**NEW** the ideal protection and protection customers demand!

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UNITY OF RECORD DEALERS OF AMERICA

To

- ☒ Discourage New and Old Clubs
- ☒ Eliminate Dump Sales
- ☒ Obtain 10% Return From All Suppliers
- ☒ Stabilize Price Structures

SORD IS READY TO CHARTER LOCAL ORGANIZATIONS AS A UNIT. MANY ALREADY JOINED SORD, INCLUDING ARD OF NEW YORK AND NEW JERSEY.

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UNITY OF RECORD DEALERS OF AMERICA

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**EXCITING SOUNDS OF THE SOUTH SEAS**  
LEO DIAMOND

**EXCITING SOUNDS OF THE SOUTH SEAS**  
Leo Diamond—His Harmonium and Orchestra, R-6002  
Lovely Hula Hands • Beyond the Reef • Pagan Love Song • My Little Golden Dreams • (and others)

**X-15 AND OTHER SOUNDS OF ROCKETS, MISSILES AND JETS**—Narration by Johnny Magnus, R-6003

**THE OL' CALLOPE MAN AT THE FAIR**  
The Ol' Calliope Man March • Come to the Fair • The Merry-Go-Round Broke Down • De Campdown Races • Man On the Flying Trapeze • (and others) R-6004

**PRIMITIVE PERCUSSION—AFRICAN JUNGLE DRUMS**  
Thurston Knudson, R-6001  
War Drums of the Egyptian Sudan • Watusi Wedding Dance • Exorcism of Demons • (and others)

**MONDAY EVERY DAY**  
Al Hibbler Sings the Blues, R-2005  
Baby, Won't You Please Come Home • Dinner for One, Please James • The Party's Over • When The Sun Comes Out • (and others)

**LOU MONTE SINGS THE GREAT ITALIAN-AMERICAN HITS**  
Chitarra Romana • Sorrento • That's All • O Sole Mio • Volare • Luna, Luna Lu • (and others)

*lou monte sings the great italian-american hits*



**SWING ALONG WITH ME**

Frank Sinatra, R-1002

Falling In Love with Love • Don't  
Cry Joe • Love Walked In •  
Granada • The Curse of an Aching  
Heart • (and others)

**JAZZ PROFILE OF RAY CHARLES**

The Trumpet of Jack Sheldon, R-2004  
I Blue • Cherry • Georgia on my Mind •  
The Mint Julep • (and others)

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EDDIE HODGLES  
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WATER BOY  
DON SHURLEY 1910  
Cadence 1991

MY CLAIR DE LUNE  
GEORGE FEYER  
Cadence 1901

## STARTING ALL OVER AGAIN

ALL I HAVE TO DO IS DREAM  
THE EVERLY BROTHERS  
Cadence 1904

## JUST ABOUT READY

WITHOUT YOU  
JOHNNY TILLOTSON  
Cadence 1911

When these are played,  
they sell.  
Bill DeLong

CADENCE RECORDS INC., 179 West 27th Street, New York, N. Y.

## MORE INFO ON COPYR'T COMING

NEW YORK—General aspects of the U. S. Copyright Office report for a revamping of the Copyright Act of 1909 are covered in this issue. Owing to the importance of the entire subject to all segments of the music-record business, additional facets of the recommendations will be published in upcoming issues.

## 'PM' TV Show Big

Continued from page 3

Japanese thrash Yuke Yalkut and Japanese instrumentalist Michiko Kimura, plus exponents of Gamenen, and Chinese musical art. Off-Broadway musicals have also been explored, one of them being the forthcoming "Beside Manner," with ex-Billboard staffer Bob Bernstein demonstrating his own score.

Joel Chaseman functions as general manager of both shows, with Ben Park as executive producer and Molt Robinson as producer of "PM West," which is hosted by columnist Terrence O'Flaherty. Mike Wallace hosts "PM East." Both shows maintain full-time talent-finding staffs. Marilee Sanders heads up the Eastern talent department, and Enrico Banducci, owner of San Francisco's Hungry 1 eatery, the West Coast talent office. All talent performs for scale.

"PM East and PM West" is currently carried by WNEW-TV, New York; WGN-TV, Chicago; KTTV, Los Angeles; WFAA, Dallas; WTTG, Washington; KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPIN, San Francisco; WJZ-TV, Baltimore; KYW-TV, Cleveland; WHP-TV, Harrisburg, Pa.; WSBA-TV, York, Pa.

## Schwartz Nat. Promo Man

CHICAGO—Martin (Red) Schwartz last week was appointed national promotion director for Veejay Records and not national sales manager as previously reported (BMW, July 10). E. G. Abner Jr., president of Veejay, reported that his office made a mistake in designating Schwartz's slot. Fred Perri, longtime New York retailer, joins Veejay next week as a New York sales and promotion aid.

## FOLK TALENT & TUNES

By BILL SACHS

Harry Weger headlined the entertainment at Forest Park, Brazil, Ind., July 4, with his "Hoodlerland Hoop-down" troupe, comprising Mack McCormick, steel guitar, Rambda Red Richey, five-string banjo, Ducl, the "Hoodlerland Sweetheart," bass, and Johnny Lafone, take-off guitar. Country McCollough does comedy with the unit. On the same bill were the Melody Boys Quartet and Bryant Wilson and His Kentucky Rambda's (Adair Records). The unit traveled to Fraintown, Ind., July 13, to open the Fireman's Fair, and will join Louso and Oscar's "Grand Ole Opey" show for the 45th Annual Minors' Picnic at Memorial Stadium, Terre Haute, August 6.

Junie Lou and Her Pine Hedge Ranch Hands played the Fourth of July at the Corsica (Pa.) Homecoming. Other dates for Junie Lou include the Ohio State Round-Up in Columbus July 27, the Marshall Fair, Moonsville, W. Va., July 28; the Paw Paw County Fair, Riverdale, W. Va., August 10, and the Danison Men's Association Fair, Colchester, Ill., Labor Day, September 4. With Junie Lou on the road, her Saturday night jamboree at Penn Lake Thea-

# U. S. Report Asks Major Change in Copyright Law

Continued from page 1

tion of performance rights societies.

Now in the hands of Congress, the report, if enacted into law, could change the face of American copyright, and revolutionize copyright dealings in music recording, publishing and royalty collection. Damages for record infringement, for example, would range from a minimum of \$250 to a new maximum of \$10,000 in the revised statute, instead of being tied to recovery of statutory "mechanical" royalties. New renewal provisions would junk the 1909 controversial order of succession for renewer applicants, and permit any interested party to renew without disturbing ownership or existing contractual arrangements. First copyright term would be 28 years, total duration 76 years, as against the present 56-year total.

### Hot Subject

Registrar of Copyrights Abraham L. Kaminstein wants—and certainly can expect—plenty of pro and con opinion on many of the recommendations in the report, which is based on five years of study and consultation with copyright experts. The record industry has already formed battle lines on the proposal to end the compulsory licensing and mechanical royalty setup in the 1909 law, which will leave all licensing and royalty arrangements in the hands of the individual copyright owner. Failing this, the report would ask legislators to give copyright owners more statutory protection against record infringement, and adjust mechanical royalty rates upward.

### Juke Box Phase

The report strongly urges that the juke box exemption from performance royalty be repealed or modified to require "reasonable license fees" from the boxes. The Copyright Office hopes this will be done before the general revision gets under way. (Representative Celler, chairman of the House Judiciary Committee, and a new anti-exemption team of former Senator O'Mahoney and former Representative Chas. Brown will do all they can to bring this to pass. Hearings on the juke exemption can almost certainly be pre-

dicted for next year on the Celler anti-exemption bill (H.R. 70).

Other recommendations of interest to music publishing and recording are: to have statutory protection begin when a work is "publicly disseminated on records" or publicly performed, as well as when published or formally recorded; stronger protection of sound recordings against unauthorized duplication (the Celler bill again amends the law to incur both criminal and civil penalties, and would take care of this aspect). The report favors divisibility of copyright to permit separate assignment of various rights in the copyright, and separate suit by assignees.

In the fuzzy area of what constitutes a "public performance for profit," as basis for performance royalty, the report would specifically exempt broadcasts in hotels, when the public merely listens, and does not pay either admission or a fee to receive the broadcast. Performance license of the broadcaster would constitute "clearance at the source" for the hotels, as with the case of locations receiving "wired" music service where "clearing has been" at the source.

### New Penalties

A new approach to the damage provisions would leave the \$250 minimum for infringement, but permit courts to excuse the innocent infringer from statutory amounts of payment. Statutory damages could be awarded up to \$10,000 and beyond, in cases of willful and repeated violation. (See separate story.)

Internationally, the Library of Congress report would extend protection to foreign works without need for special proclamations or treaties—but would permit the President to restrict or withhold such protection.

In technicalities of registry and deposit—composers and authors would be safeguarded from being copyright-happy because of technical lapses in registry. On the other hand, special remedies could not be recovered for infringements begun before registration. Also, deposit of copies wanted for the Library of Congress would be mandatory.

Thirty-four studies of various angles of copyright preceded the 227-page document entitled "Report of the Registrar of Copyright on the General Revision of the U. S. Copyright Law." Also, during the five years of preparation, all of the studies were reviewed by a panel of 29 copyright specialists from industry, education and government. Many hours of consultation, argument and compromise preceded the final report—many more will take place before a final bill is drafted.

### Not Final Word

Copyright Registrar Kaminstein notes that this report speaks only for himself and his staff. He says the report is not meant to be the "final word," but is an attempt to draw attention to the copyright problems that need it. The ultimate aim is to strike a fair balance between protection for the creators, the welfare of the public, and the practical needs of industry based on copyright.

The report is now in the hands of Congress, where the final battles over copyright revision will be fought. General opinion among copyright attorneys and legislators close to the situation is that "This time it's going to go through. The old law of 1909 cannot cope any longer with new copyright problems in a new era of sight and sound."

When and if passed, the proposed revisions would blueprint U. S. Copyright for another half century.

DECORA-AMPHORA DA-1005 Distrs. & DJs (BMI) 45 RPM contact: Amphora Music Corp. National Dist. Agents 1625-47 W. Lehigh St. Decatur, Iowa

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When answering ads . . .

Say You Saw It in Billboard Music Week

(Continued on page 39)



*Hey! There goes Dorothy Jones!!*



*catch her!*

*she's the new knockout...  
with the new smash single...*

**"IT'S UNBEARABLE"**

B/W TAKIN' THAT LONG WALK HOME

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PRODUCED BY NEVINS-KIRSHNER

**ON COLUMBIA RECORDS** 



# READY TO EXPLODE!



THE PLATTERS

YOU DON'T SAY  
AND  
I'LL NEVER SMILE AGAIN

MERCURY 71847





BILLY MAXTED'S

# Satin Doll

... the single even we weren't sure the kids would buy! (but they did - over 13,000 in Detroit during a slow June; and this buying reaction is continuing as it is exposed in other cities.) Billy Maxted's distinctive version of this fine old Duke Ellington classic is already an established jukebox hit in San Francisco, Detroit and Columbus.

Satin Doll b/w How Long Has This Been Going On KT - 501 (from the SwingaBillyty LP)

SwingaBillyty — the LP which received this review in Billboard's 4-star pick:

"Maxted's six piece combo now swings out with a variety of modern and original approaches that will convince many that at least 20 musicians are required for the arrangements. A contemporary approach to Jazz and Blues is very effective and the Dixie Beat is also used on occasion. Fine tracks are "Runnin' Wild", "Just a Closer Walk" etc. etc."

SwingaBillyty is the LP, that because of "Satin Doll", is gaining both Jazz and Pop sales.

As the buyer of one of the country's most famous record stores wryly put it "It's selling a helluva lot better than some things that are supposed to."



#### K & H DISTRIBUTORS LIST

A & I Record Dist. Co.  
Cincinnati, O.  
Aurora Record Distributors  
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Bay State Record Dist. Corp.  
Boston 20, Mass.  
Commercial Music Co.  
Kansas City, Mo.  
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Globe Distributing Co.  
Atlanta, Ga.  
East Coast Distributors  
Pittsburgh 22, Pa.  
M. S. Distributing Co.  
Chicago, Ill.  
M. S. Distributing Co. of Ohio  
Cleveland 13, O.  
Mammi Dist. Inc.  
Philadelphia, Pa.  
Marcel of Maryland, Inc.  
Baltimore, Md.  
Melody Sales Co.  
San Francisco, Cal.  
FSP Record Sales Co.  
Los Angeles, Cal.  
Plyd Record Co., Inc.  
Greenville, S. Carolina  
Superior Record Sales Co., Inc.  
New York, New York  
Tone Distributors, Inc.  
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Trinity Record Distributing Corp.  
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Wandy Distributors, Inc.  
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KT-101 MONAURAL

KT-301 STEREO





ZOOMING UP ON ALL THE CHARTS

# NAT KING COLE'S SMASH SINGLE "TAKE A FOOL'S ADVICE" Record No. 4582

Nat King Cole goes rock & roll to the top of every chart!









# FRANKIE LAINE

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RECORDS SOLD  
IN THE PAST 10 YEARS

AND NOW  
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ANOTHER  
MILLION  
SELLER—  
WATCH IT  
GO!

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◀ 13 GOLD RECORDS ▶



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CL 1615 / CS 3415

COLUMBIA RECORDS

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# KING RECORDS

NOW PROTECTS YOU WITH  
EXCHANGE PRIVILEGES ON ALL  
SINGLES AND LONG PLAY AND  
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FOUR STAR • BELTONE • FAIRLANE • KEM

All of which are distributed by your King distributor  
or branch.

Contact him immediately to participate in this program of  
Dealer Inventory Protection!

King and the labels it distributes are red-hot  
saleswise. We offer this exchange program at a time  
when the dealer can make the most money with the  
line. Look at these hits available from your King  
branch or distributor:

- 1) "TOSSIN' AND TURNIN'"  
by BOBBY LEWIS BELTONE 1002
- 2) "THE SWITCHAROO"  
by HANK BALLARD KING 5510
- 3) "NO, NO, NO"  
by THE CHANTERS DELUXE 6191
- 4) "MY TRUE STORY"  
by the JIVE FIVE BELTONE 1006
- 5) "WISHIN' ON A RAINBOW"  
by PHILL WILSON Huron 22000
- 6) "NOW YOU KNOW"  
by LITTLE WILLIE JOHN KING 5516
- 7) "THE BELLS ARE RINGING"  
by the VAN DYKES DELUXE 6193

and the new

**JAMES BROWN**  
"BABY, YOU'RE RIGHT"

4/w

"I'LL NEVER LET YOU GO"  
KING 5524

## KING RECORDS

1540 Bower Ave., Cincinnati 7, Ohio

# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JULY 16

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

| This Week | Last Week | Title                        | Composer-Publisher  | Weeks on Chart |
|-----------|-----------|------------------------------|---|----------------|
| 1         | 2         | BOLL WEEVIL SONG             | By Clyde Otis-Bruce Brown—Published by Play (BMI)                               | 7              |
| 2         | 1         | TOSSIN' AND TURNIN'          | By Adams-Rama—Published by Screen (BMI)   | 7              |
| 3         | 3         | QUARTER TO THREE             | By Borge-Golds-Anderson-Ryan—Published by Pope (BMI)                            | 7              |
| 4         | 6         | NEVER ON SUNDAY              | By Maxie Haddad—Published by Eason-Schwarz (BMI)                                | 16             |
| 5         | 4         | EVERY BEAT OF MY HEART       | By Johnny Otis—Published by Veebe (BMI)   | 7              |
| 6         | 9         | YELLOW BIRD                  | By Leland-Kalin—Published by Frank (ASCAP)                                      | 6              |
| 7         | 10        | SAN ANTONIO ROSE             | By Bob Wells—Published by Screen (ASCAP)  | 4              |
| 8         | 8         | RAINDROPS                    | By Doc Clark—Published by Concord (BMI)   | 8              |
| 9         | 7         | MOODY RIVER                  | By Gary Bruce—Published by Egan (BMI)   | 8              |
| 10        | 13        | HATS OFF TO LARRY            | By Ted Stamos—Published by Veebe-McLaughlin (BMI)                               | 4              |
| 11        | 16        | HELLO MARY LOU               | By Gene Phony—Published by January (BMI)  | 10             |
| 12        | 19        | DUM DUM                      | By Simon Shady-Jackie DeLoach—Published by Martin (BMI)                         | 3              |
| 13        | 17        | I LIKE IT LIKE THAT          | By Chris Kenner—Published by Tune-Go (BMI)                                      | 3              |
| 14        | 24        | TOGETHER                     | By De Silva, Brown & Henderson—Published by De Silva, Brown & Henderson (ASCAP) | 3              |
| 15        | 14        | DANCE ON LITTLE GIRL         | By Paul Anka—Published by Sonoma (BMI)  | 6              |
| 16        | 5         | WRITING ON THE WALL          | By Nathan Barso-Elio—Published by Winton-Glorville (BMI)                        | 7              |
| 17        | 11        | TRAVELIN' MAN                | By Jerry Fuller—Published by Galtlin West-Milburn (BMI)                         | 11             |
| 18        | 21        | PLEASE STAY                  | By Herb Lubiano-Bob Hilliard—Published by The Floor Quince-Walker (ASCAP)       | 3              |
| 19        | 15        | STAND BY ME                  | By King-Gins—Published by Progressive-Two (BMI)                                 | 8              |
| 20        | —         | LET'S TWIST AGAIN            | By Mann-Apple—Published by Kalmann (ASCAP)                                      | 1              |
| 21        | 20        | RUNNING SCARED               | By Joe Gallo-Don Marlowe—Published by Acuff-Rose (BMI)                          | 11             |
| 22        | 18        | HEART AND SOUL               | By Carriker-Lewis—Published by Fantasy (ASCAP)                                  | 5              |
| 23        | 23        | TELL ME WHY                  | By Marshall Holland-Don Carter—Published by Lion (BMI)                          | 4              |
| 24        | 25        | I'M COMIN' ON BACK TO YOU    | By Al Kasha-Bruce Olsh—Published by Paul (BMI)                                  | 3              |
| 25        | 12        | THOSE OLDBIE BUT GOODIES     | By Paul Pablo-Nick Castiglione—Published by Maxwilla (BMI)                      | 6              |
| 26        | —         | MY KIND OF GIRL              | By Leslie Branson—Published by Healy (ASCAP)                                    | 1              |
| 27        | 28        | SACRED                       | By A. Ross-W. Larkin—Published by Random-Darwin (BMI)                           | 2              |
| 28        | 30        | CUPID                        | By Sam Cooke—Published by Kapp (BMI)  | 2              |
| 29        | 29        | TONIGHT (COULD BE THE NIGHT) | By Virgil Johnson—Published by Columbia (BMI)                                   | 2              |
| 30        | —         | THE SWITCH-A-ROO             | By Hank Ballard—Published by Hi-Fi (BMI)  | 1              |

## RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

1. BOLL WEEVIL SONG — **King** 5510
2. TOSSIN' AND TURNIN' — **King** 5510
3. QUARTER TO THREE — **King** 5510
4. NEVER ON SUNDAY — **King** 5510
5. EVERY BEAT OF MY HEART — **King** 5510
6. YELLOW BIRD — **King** 5510
7. SAN ANTONIO ROSE — **King** 5510
8. RAINDROPS — **King** 5510
9. MOODY RIVER — **King** 5510
10. HATS OFF TO LARRY — **King** 5510
11. HELLO MARY LOU — **King** 5510
12. DUM DUM — **King** 5510
13. I LIKE IT LIKE THAT — **King** 5510
14. TOGETHER — **King** 5510
15. DANCE ON LITTLE GIRL — **King** 5510
16. WRITING ON THE WALL — **King** 5510
17. TRAVELIN' MAN — **King** 5510
18. PLEASE STAY — **King** 5510
19. STAND BY ME — **King** 5510
20. LET'S TWIST AGAIN — **King** 5510
21. RUNNING SCARED — **King** 5510
22. HEART AND SOUL — **King** 5510
23. TELL ME WHY — **King** 5510
24. I'M COMIN' ON BACK TO YOU — **King** 5510
25. THOSE OLDBIE BUT GOODIES — **King** 5510
26. MY KIND OF GIRL — **King** 5510
27. SACRED — **King** 5510
28. CUPID — **King** 5510
29. TONIGHT (COULD BE THE NIGHT) — **King** 5510
30. THE SWITCH-A-ROO — **King** 5510

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**Monument**  
RECORDS

**The Village Voices**

**RED LIPS**

#6000

**Topix**  
RECORDS

**The Rays**

**MAGIC  
MOON**

(CLAIRE DE LUNE)

#607

**XYZ**  
RECORDS

**Wayne Newton**

**LITTLE WHITE  
CLOUD THAT  
CRIED**

#7777

**GEORGE**  
RECORDS

**The Indigos**

**HO HUM  
DEEDLE DUM**

#5001

**Image**  
RECORDS

**The Flairs**

**FOOT STOMPIN'  
PART I**

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**Charted**

**Boots Randolph**

**HEY DADDY,  
DADDY**

#443

**Monument**  
RECORDS

### BEST SELLING LP's



Ward's Wedding Song, 17th of  
February, Dennis in the Islands,  
Sensational Spanish Conversation  
and More, Let Makerech (Top)  
Lovers, Beyond the West, Sol-  
tunes Over Paradise, Serenade To  
Hawaii, Slippy Savannah, White-  
washing Kalamity, Theme From Ad-  
ventures in Paradise  
Monument SM 1402 Mono 4003



Midway, Honey, Big Boy, The  
Coffin, This Old Man, It's the  
Season, The Old Time Religion,  
Down by the Riverside, Swing  
Low, Sweet Chariot, Just a  
Closer Walk with Thee, When the  
 Saints Go Marching In, 6666  
Monument HI 2204



Only The Lonely (How The Way  
I Feel), Blue Angel, I'm Hurtin',  
One-Up Love, Cry, I Can't Stop  
Loving You, I'll Get A Letter  
In My Time, Love American, San-  
ctuary, Twenty-Two 20's, I'll  
Say It Myself, Come Back To  
Me, My Love  
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## TIMI YURO

Timi Yuro is a talent beyond description. With this record, her first, she becomes a giant name in the record industry.



FIRST IN THE FOREGROUND OF SOUND



Reviews of New Singles

Continued from page 60

ROBERTY JONES
\*\*\*\* Take This Love With Me—COLUMBIA 45002—There's a certain look of longing in the old-time blues style of this record...

THE VENTURES
\*\*\*\* From Silver City—DOLBY 45002—There's a Western mood about this album...

THE BAMPONS
\*\*\*\* Salute Aaaa—DOLBY 16518—A poppy, Continental-style instrumental in a poppy, Continental style...

THE DELIVERINGS
\*\*\*\* Come Go With Me—DOLBY 16106—The old Del Deliveries had a strong blues background...

KATHY YOUNG AND THE INNOCENTS
\*\*\*\* High In The Night—INDIGO 123—The first with the instrumental ballad in her discography...

MANTOVANI
\*\*\*\* Theme From "Carnival"—LONDON 1799—The full orchestra Mantovani new single in usual fine form...

JIMMY COOPER
\*\*\*\* Stranger in Paradise—DOLBY 17145—Effective pop singer returns with the usual with attractive performance...

Best Selling Sheet Music in U. S.

Table with 4 columns: Title, Artist, Weeks on Chart, and Sales. Includes entries like 'NEVER ON SUNDAY', 'EXODUS', 'CALCUTTA', etc.

THE DANIELS
\*\*\*\* Fantasy—EVEREST, 19412—Fascinating delivery for lead singer on moving instrumental rockabilly...

SONNETER SMITH AND THE REDHEADS
\*\*\*\* We'll Meet Again—MGM 12625—A pleasant side in song in a poppy style...

HARRY JAMES AND HIS ORCHESTRA
\*\*\*\* Sunday Morning—MGM 13022—The album "Harry James' Party Night"...

THE VAN DYKES
\*\*\*\* The Belle Are Back—DELUXE 45110—This is the old and new of the old-fashioned...

NOVA
\*\*\*\* Nothin' But a Boy—DOLBY 16225—The first ballad from "The King and I"...

DICK AND DEEDER
\*\*\*\* The Moonlight High—LIBERTY 11500—The duo has a catchy record in form of the standard...

BOYLE O'DELL
\*\*\*\* Light in the Shade—LIBERTY 11500—A powerful instrumental leader by O'DELL...

BURAN BAFEE
\*\*\*\* In Other Words—KAPP 161—Mina Bafee tells the romantic ballad which has become of a standard issue...

BEN LITTLE
\*\*\*\* In Other Words—KAPP 161—Mina Bafee tells the romantic ballad which has become of a standard issue...

THE SIKKOS
\*\*\*\* Please Come Back to Me—LIT 1617—A soft, soulful ballad with a message of heartbreak...

CAROL CARLEE
\*\*\*\* I Want All Your Love—MERCURY 12183—Carol Carlee has a poppy, poppy style...

BOB KNIGHT FOUR
\*\*\*\* For Sale—LAUREY 1013—The boys, who had a New York hit with "The Wine Market"...

JIMMY WITHERSPOON
\*\*\*\* I Don't Know—REDFINE 20013—The Wine Market hit of a few years back is a new recording...

BEV ALLEN
\*\*\*\* Mashed Potatoes—MERCURY 12184—Cathy March-Deane did a song with...

THE HOLLYWIDGE STRINGS AND CHORUS
\*\*\*\* The Gaze of Narcissus—CAPITOL 4600—They've another version of the song from the concert series...

LOLITA
\*\*\*\* Stranded in Love—KAPP 162—The music from "Stranded" is a poppy, poppy style...

DOC BAGBY
\*\*\*\* Little Creek—TALLEY HO 104—Doc Bagby and his crew are in a driving instrumental recording...

ARON WELLS
\*\*\*\* The Only Name—FEDERAL 12412—A good ballad ball of heartbreak and sorrow...

SEAN YOUNG
\*\*\*\* Young Man—SAR 117—The vocal duo has a good of a couple of years...

MAX WEGMANS
\*\*\*\* The Fab Affair—From the Film "LONDON 1941—Max Wegmans, the English tenor...

ANNETTE'S NEW SINGLE 'HAWAIIAN LOVE TALK' by 'BLUE MOU-MOU' with RCA logo.

JAMIE "DRIVING HOME" DUANE EDDY with RCA logo.

ST. LOUIS BLUES by The Cousins with PARKWAY RECORDS logo.

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GIYE TO DAMON BUNYON CANCER FUND with a graphic of a hand holding a flower.

"THAT'S WHAT GIRLS ARE MADE FOR" THE SPINNERS TRI-PHI 1001 with a large graphic of a hand holding a flower.





## Cap & Reprise Waging LP Battle

Continued from page 1

Early last week, Reprise issued Sinatra's "Swing Along" to spearhead its eight-LP fall program under the sales slogan of "Swing Along With Reprise." Capitol had scheduled Sinatra's "Come Swing With Me" for a July 31 release, but the major moved shrewdly to counter the Reprise release by rushing its Sinatra "Swing" LP to market a full 10 days ahead of schedule.

### Cap Burns

Capitol executives were openly burned by the Sinatra "Swing" release. They said the singer had recorded their album late in March and had approved the "Come Swing With Me" title. The fact that Sinatra decided to have his own label issue "Come Swing Along With Me" a few weeks ahead of Capitol's scheduled release was purposely planned, they charged, to siphon away Capitol sales. Two new Sinatra albums, similar in title and musical style, they claimed, is bound to confuse the market and hamper sales for both.

Capitol moved with lightning speed in a sales counterattack. Within a day after the Reprise album appeared, Capitol's radio promotion force was handing out its LP to disk jockeys. The promotion man made a point of explaining to jockeys that Capitol's album was recorded well in advance of the Reprise LP. A similar message is being filtered down the ranks to its salesmen to be conveyed to dealers. Capitol felt it was important for the industry to know that it was not the aggressor in this clash.

### Offers Discount

To sharpen its competitive edge, Capitol offered a 15 per cent discount on its Sinatra album plus a full exchange protection up to 100 copies ordered any time between July 11 and August 17. Reprise's discount, part of its fall program, offers dealers three free LP's for every 20 ordered from the label's entire catalog, or the equivalent of a 12 1/2 per cent discount.

The battle of the Sinatra "Swing" albums happened to come at an inopportune time for Capitol. The major's Scranton plant is now on its annual two-week summer vacation. Pressings, however, had been made in advance of the previously scheduled July 31 release date, and initial inventory was being shipped to its branches and distributors. Additional pressing is being handled by its Los Angeles plant.

It was apparent that this was a fight that Sinatra personally was enjoying with relish. His fledgling Reprise label pulled the major's tail in a trade ad reading, "Now... a newer, happier, emancipated Sinatra (album portrait of a man enjoying his work)... untrammelled, unfettered, unconfined on Reprise." The zest with which he enjoyed the fracas was also evident in a disk jockey-party tossed by him Thursday night at Beverly Hills' swanky Romanoff's. (The party was paid for personally by Sinatra, and was not charged to the Reprise budget.) Significant fact was that Sinatra was present at the shindig, mingling with the jockeys and station librarians. At a similar Reprise party heralding the appointment of Al Sherman's Rec-

## Roulette Big Top Labels Due Payola Dismissal

WASHINGTON — Payola charges against Roulette Records and Bigtop Records, both of New York, are up for dismissal at the Federal Trade Commission. An FTC hearing examiner has recommended dismissal of the charges, which were made previous to legislation permitting donation of free records for use by broadcasters.

## MGM Catalog Promo Leads Out Fall Selling

NEW YORK — MGM Records has launched its fall selling season with a general catalog promotion tabbed "Operation Space Command." According to MGM Vice-President Sid Brandt, the plan, which expires August 31, makes the entire catalog available to distributors on a one-free-for-every-five-purchased\* basis.

A dated billing program calls for one-third payments each in October, November and December, providing a distributor's account is current. A 2 per cent discount for prompt payments is also in effect. As a special bonus, a group of 50 Starover Satellite best seller albums have been set for a 100 per cent exchange deal through October 31. Heavy consumer and trade ad plans are in the works together with point-of-sale material and cop-top ad funds for dealers.

## Atlantic Grabs Master To Timetones Waxing

NEW YORK — Atlantic Records has acquired the master of the latest disk by the Timetones, who enjoyed a hit recently on the Times label. The deal was set with Atlantic by Irving Rose, producer of the disk, and operator not only of the Times label, but of the Times Square Record shop here, as well.

Rose is credited in many circles with having generated the current trend toward programming and sale of old group rock and roll hits. The master involved couples "Pretty, Pretty Girl" and "I've Got a Feeling." The deal calls for a split of publishing rights between Clarone Music and Progressive Music. Atlantic gets an option on the next Timetones disk if a sale of 75,000 is reached. Rose was reported to have received a healthy advance against royalties.

## Star-Crest Signs FTC Consent Order on Claims

WASHINGTON — Stephen F. Singer, trading as Star-Crest Recording Company, Los Angeles, has signed a consent order of the Federal Trade Commission, agreeing not to use false royalty claims and other deception to get fees from songwriters for recording their songs.

In a complaint issued last November, the FTC alleged that Singer does not pay royalties to those whose songs he records, nor does he have them recorded by "top Hollywood talent" to be included in albums of current hits, as claimed. Actually, the complaint stated, the Singer plan made songwriters pay a recording fee and all production costs, supposedly against royalties. But sales are so limited that songwriters never received their investments, FTC alleged.



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| 10 new records weekly        |                                     |                                    |
| 📍 <b>"Easy Listening"***</b> |                                     |                                    |
| 6 new records weekly         | 110.00                              | 40.00                              |
| 📍 <b>"Country"</b>           |                                     |                                    |
| 5 new records every 2 weeks  | 50.00                               | (Not available)                    |
| 📍 <b>"SPOTLIGHT" albums</b>  |                                     |                                    |
| 📍 <b>"Popular"***</b>        | 12 Months \$150.00 6 Months \$55.00 |                                    |
| 10 new albums monthly        |                                     |                                    |
| 📍 <b>"Classical"</b>         |                                     |                                    |
| 10 new albums monthly        | 150.00                              | 55.00                              |
| 📍 <b>"Jazz"</b>              |                                     |                                    |
| 5 new albums monthly         | 75.00                               | 30.00                              |

\*Regular mail. Domestic airmail and foreign shipping costs on request  
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| "Hot 100"        | <input type="checkbox"/> | <input type="checkbox"/> | "Popular"   | <input type="checkbox"/> | <input type="checkbox"/> |
| "Easy Listening" | <input type="checkbox"/> | <input type="checkbox"/> | "Classical" | <input type="checkbox"/> | <input type="checkbox"/> |
| "Country" Music  | <input type="checkbox"/> | <input type="checkbox"/> | "Jazz"      | <input type="checkbox"/> | <input type="checkbox"/> |

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## Buying by Coin Operators Accounts for 45% Sales

Continued from page 1

Art Talmadge, UA vice-president and general manager, said 35 releases will be in the package, and none of them has ever been issued before as a single as they are now coupled.

One coupling is "Never on Sunday," by Don Costa, and "Etodun," by Ferraris and Teicher, while another pair, "Thema From the Apartment," by Ferraris and Teicher, with "The Magnificent Seven," by Al Calet.

Steve Lawrence and Eydie Gorme sing on four disks. Other artists include Tito Rodriguez and his ork, the Sauter-Finnegan ork and Terry Snyder, an album seller getting his first major singles exposure.

Talmadge said all sides are standards and all have been selected with the juke box operator primarily in mind.

### Decca Move

Decca is quietly but firmly moving ahead with plans to furnish operators with disk product designed to solve their program problems. Recently the diskery shipped to one-stop a package of 10 Decca and Coral singles by artists with considerable adult appeal. These included Oyo Lombaro, Sammy Kaye, Mills Brothers, McGuire Sisters, etc. It was learned this week that another package of 10 will be shipped soon.

The Decca-Coral initial package of 10 followed shortly upon Decca's "Blue Book" drive—which was aimed basically at one-stops and operators and entailed promotion of some 300 Decca catalog singles considered program-worthy on the boxes.

A key Decca executive stated that the programming plight of the operator is a severe one; that this was indicated at the recent MOA convention in Florida. In years gone by, he pointed out, an operator could help solve his programming needs by taking 78 r.p.m. singles out of albums—such singles were always available. But this solution vanished with the growth of the LP, and the operator's need for adult-type single disks was increasingly aggravated by the manufacturers' focus on the teen market.

### Vassar Program

The Vassar program is dedicated to the theory that stereo singles for the juke box market are in short supply, and that the sounds that sell well in the neighborhood tavern are not necessarily the sounds that sell well to the home buyer. All of the eight Vassar sides, scheduled for release this week, will first be available in stereo and later in monoaural. All are 45's.

Two disks will be sing-a-longs featuring Norma Rivers, a male quartet, with the backing heavy on strings. All four sides are heavy on schmaltz, aimed at the beer drinker who is feeling good and wants to feel better.

One disk has "Whispering" backed with "My Heart Keeps Crying for You." The latter, a new tune, has a country heat and features Miss Rivers doing several double-voice bits.

The other sing-a-long couples "Till We Meet Again" with "The Beer Barrel Polka."

The third release has Shayne Hunter, and the fourth release is an instrumental, with "La Campanita" and "Ay, Ay, Ay."

Initial distribution will be 1,000 packages to 40 Wurlitzer distributors, after which primary distribution will be through one-stops.

### Bilotta's Role

Vassar's programming concept is the brainchild of John Bilotta, New York State Wurlitzer distributor. Bilotta had been attempting to arrange a liaison with a record manufacturer to produce stereo disks for operators. For two years his attempts met with failure.

Last month Bilotta was discussing this programming concept with three other Wurlitzer distributors—Carl Angotti of Detroit, Ray Williams of Dallas and Myron Rosenber of San Francisco—at the Chez Ami in Buffalo.

During the course of the conversation a female vocalist—Norma Smith—came on. All four distributors agreed that Miss Smith's voice—of the music hall variety—would sell on juke boxes.

Bilotta then looked up Don Bruno, owner of the Three Rivers Inn, near Syracuse, where Miss Rivers had previously appeared. Bruno put Bilotta in touch with Don Davillo, owner of Vassar Records, and an audition was set up. Davillo concurred with Bilotta's opinion; Norma Smith was re-named Norma Rivers, and Bilotta and Davillo drew up papers.

The arrangement calls for Bilotta owning control of all Vassar's stereo releases, with Davillo in for a piece. Monoaural releases remain the property of Davillo.

### Douglas Enters

Lou Douglas, veteran composer and arranger, then stepped into the picture. Douglas runs the recording sessions and writes the arrangements, with the emphasis always on how the disk will sound in a noisy tavern under actual operating conditions.

After the final take is made in a recording session, Douglas will run the tape through inferior speakers and amplifiers, reasoning that not all equipment on location compares with studio equipment, and that a recording should be heard under the worst as well as the best of conditions.

The pending changes in singles programming has long had support from various quarters, not all in the juke box field. One of Mitch Miller's favorite themes had been that radio stations and disk jukeboxes have overlooked the adult market in programming singles and that they are overzealously courting the teen-age listener.

### Marek Theory

When RCA-Victor came out with the compact 33 single, George Marek hoped that the programming available on the new speed would help revive the adult singles market.

This market existed in the era of the 78's, when artists like Inez and her material like Chopin's "Polonaise" sold in the millions. It died with the rock and roll era.

The concept of an adult single—originally made for juke boxes. (Continued on page 75)

## MOA LAUNCHES ACTION PROGRAM: DIVIDES DUTIES OF EXECUTIVES

### All Working Functions of Association to Centralize at Chi Under Ratajack; Miller Will Handle Legislation, Insurance



GEORGE MILLER

By NICK BIRD

CHICAGO—Music Operators of America has embarked on a broad program of expanded activities that includes a full-scale division of responsibility within the organization, it was learned here last week from E. R. Ratajack,



TEN SPOT

## Moving Target Featured on Pin By Williams Co.

CHICAGO—A moving star—target that scores replays—is the big feature in Williams Electronic Manufacturing Company's new three or five-ball single-player pin game, Ten Spot.

The moving target builds up high scores, spots numbers and also scores replays when numbers one to 10 are made. Ten Spot also has two special lanes for replays. Other playing features include jet bumpers, power kickers and flippers.

Ten Spot has Williams' new Plastics playfield, is equipped with slug rejectors, locked cabinet, has two-coins play, and is housed in Williams' new modernized cabinet.

The moving target is located in the center of the playfield. Idea is to hit the moving target with a timed flipper shot.

managing director and co-ordinator of the group.

Under the new program, all working functions of MOA, including membership, accounting and convention activities, are being transferred to the Chicago office and will be under Ratajack's direction.

All national legislative representation and all insurance administration will be handled by MOA president and executive director George A. Miller in Oakland.

### February Start

Ratajack described the program as a "careful step-by-step plan that has been in the works since February 1, when MOA's Chicago office was started."

Ratajack said the plan was originally talked about and approved by MOA officers and directors last October at which time it was agreed that the association's expansion of activities was necessary and desirable. It was also at this time that the managing director and co-ordinator post subsequently taken by Ratajack was originally contemplated.

Ratajack noted that "through necessity, over the years, MOA has been able to do little more than its work in the national legislative field—primarily because of limited staff and limited funds."

### First Step

The new division of authority is

## COPYR'T OFFICE ASKS TO ALTER OP EXEMPTION

WASHINGTON—The U. S. Copyright Office has recommended that the juke box exemption from performance royalty fees be repealed or modified to require "reasonable license fees" from the phonographs (see separate story, page 1). Rep. Emanuel Celler, chairman of the House Judiciary Committee, said he will push for passage of this recommendation. It is a near certainty that hearings on the Celler anti-exemption bill will be held in 1962.



E. R. RATAJACK

the first step aimed at expanding activities for the association.

Asked if the split meant that MOA's President Miller was now resigning, Ratajack said "empirically no," that the division came about in order to give Miller more time to operate in the field of national legislation and insurance, and that since February 1, the entire transition had been initiated upon and aided by Miller.

"This has not been any big, hazy thing," said Ratajack, "but

(Continued on page 77)

## G. Miller Ill; Had Pneumonia

CHICAGO—George Miller, Music Operators of America president and executive director, has been critically ill with double pneumonia, but is now recovering, it was learned by Billboard Music Week, last week.

Miller has been confined to an Oakland, Calif., hospital for the past several weeks and is expected to spend about two more weeks recuperating in the hospital.

Sources close to Miller indicated he is now recovering nicely. The name of the hospital is being withheld by specific request to Miller.

(Continued on page 47)

## IRS: ALL ONE-BALL PINS TO PAY \$250 TAX FEE

WASHINGTON—All one-ball pinball machines are subject to the \$250 tax as "gaming machines" regardless of whether there is any evidence of payoff in free play or anything else, Internal Revenue Service ruled last week. IRS has decided that one-ball pinballs, even without push-button, meter or multiple coin insert, are first cousin to the slot machine because they are "adaptable to use for gambling purposes."

Says IRS of the one-ball pinballs in the Bulletin of July 10: "Many of these machines have been altered by the removal of the push-button and meter, or the provision for multiple coin insertion for increasing the odds, and it is contended therefore that they do not fall within the scope" of IRS rulings instituting the \$250 tax.

Those who think this are living in a fool's paradise. IRS says that "The question of whether a coin-operated device is a gaming device is to be determined from the features, characteristics and functionalities of the device, and when it is peculiarly adaptable to use for gambling purposes, it is a coin-operated gaming device, notwithstanding the fact that evidence fails to disclose its actual use for gambling purposes."

Operation of one-ball pinball machines is considered to be "essentially comparable with that of slot machines of the lever type," which comes under the gaming tax of \$250, IRS says. "Pulling the handle, which causes the spinning of reels in a slot machine is comparable to shooting a single ball across the playing surface of a one-ball pinball machine." Therefore, such machines cannot get by on the \$10 amusement-device tax, but are liable for the \$250 tab.





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**NCWA Confab to Map Candy Trade Future**

CHICAGO—Members of the National Candy Wholesalers Association will explore the future of the candy industry, emphasizing its significance for wholesale distributors, at the general business sessions of NCWA's 16th annual meeting set for the Palmer House here July 23-25.

Subjects to be covered include merchandising, mass displays, seasonal display materials, fund raising, vending, bagging, servicing supermarkets, promotions for special occasions, public relations, legislation, governmental regulations and many other topics of concern to wholesalers.

**Future of Industry**  
William H. Gove will address the first general session on the future of the candy industry. Gove, formerly sales development manager of Minnesota Mining & Manufacturing Company, now devotes full time to speaking engagements before conventions and other business groups.

Other speakers will cover a wide variety of subjects, open forum-type discussions and the presentation of a dramatic review of the new industry-wide public relations program are also scheduled.

During the three-day meet, various industry members will be honored, including the new deans of the Confectionery Manufacturing Industry, the new members of the Three Score and Ten Club and the

newly designated Candy Ambassadors.

A full entertainment program is on the agenda, including a party sponsored by the Ferrara Candy Company, the annual dinner dance and a social program for the ladies, teenagers and children in attendance.

Running concurrently with the convention will be the NCWA candy exposition, with 118 booths representing the leading candy lines and other confectionery as well as various allied products from the United States and many foreign countries.

The schedule for the three-day convention and exposition is as follows:

- Program**
- Saturday, July 22:
    - 9:00 a.m. Exhibitors set-up booths.
    - 2:00 p.m. Advance registration desk opens for exhibitors and representatives.
  - Sunday, July 23:
    - 9:00 a.m. Registration desk opens.
    - 9:30 a.m. Meeting of NCWA board of directors.
    - Noon. Reception and luncheon for NCWA board, State councilmen and representatives of the trade press. Luncheon will be provided through courtesy of the American Chicle Company, Long Island City, N. Y.
    - 1:00 p.m. Grand opening of exposition.
    - 2:00 p.m. Ribbon-cutting ceremony.
    - Open house for ladies in Room 18 on Club Floor of Palmer House. Sponsor of this event is the Robert A. Johnson Company, Milwaukee.
    - Teenage headquarters will also be open during the afternoon, as well as youth headquarters. The latter is for children between ages 6 and 12.
    - 4:00 p.m. Get-acquainted party for the ladies, hosted by Mrs. Lillian Astum.
    - 7:30 p.m. Reception for new NCWA members and members of the NCWA Ringers' Club.
    - 9:00 p.m. Hospitality Hour: Manufacturers entertain their customers and friends in various salons.

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8:00 a.m. Meeting of new NCWA board of directors. Morning Golf tournament sponsored by Junior Candy Executives, open to entire convention, and a cruise on Lake Michigan. For those interested, arrangements have been made for visits to some of the candy factories in Chicago.

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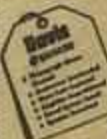
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|                                  |       |
|----------------------------------|-------|
| SEEBURG                          |       |
| 201DH                            | \$725 |
| KD200                            | 425   |
| V 200 with VI Selection Receiver | 295   |
| V3WA-200 Sel. Wallbox            | 75    |
| 3W1-100 Sel. Wallbox             | 39    |

|           |       |
|-----------|-------|
| WURLITZER |       |
| 2250      | \$395 |
| 2200      | 395   |
| 2000      | 245   |

|          |       |
|----------|-------|
| ROCK-OLA |       |
| 1455     | \$375 |
| 1448     | 315   |
| 1446     | 225   |

|                               |       |
|-------------------------------|-------|
| AMI                           |       |
| Continental 200 Sel. like new | \$795 |

|                   |       |
|-------------------|-------|
| CIG. VENDORS      |       |
| Seeburg E-1       | \$249 |
| Corsair 30 Column | 245   |
| Corsair 20 Column | 199   |
| Eastern 22 Column | 99    |

Terms: 10 deposit required



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## PUBLIC ADDRESS SYSTEM USED AS PHONO BUILDER

DENVER—Where a popular tavern has a long list of regular habitués whose names are known to the management, juke box collections can be easily stimulated by "dedications," according to Glenn Pierce and Frank Huber of Century-Supreme Music Company, here.

A typical example of how Pierce and Huber use this simple idea is the Barmaid Lounge, just outside of Denver's financial district. Here, featuring moderate prices, the big cocktail lounge operated by Joe Blend has at least 750 regulars who are known to Blend by their first names.

Having installed a 200-play phonograph in the lounge after a former owner had had luck with owning his own machine, Century-Supreme has put a lot of effort into making the location as profitable as possible, if for no other reason than to prove that operator ownership is better than location ownership.

Some of the merchandising methods used include a prominent location for the machine facing into the booth area, regular shilling by two to three waitresses on duty and constantly programming requests made by Barmaid customers.

Most effective, however, has been singling out a customer by name, using a phonograph record whose title fits the situation or has some humorous connotation, and then announcing over the bar restaurant's public address system that the next number will be played in honor of Walter Black, Harry Rogers, etc.

If a customer has stumbled over his own feet at sometime during the evening, such title favorites as "Your Feet's Too Big" will get a snafu from the audience. If a man's customer has been gone overlong in the men's room, telephone booth, etc., of course, it is a simple matter to play "Lover Come Back to Me" with the same results.

Blend has been able to keep the phonograph taking in anywhere from \$100 to \$115 per week through this method, even during the slowest periods of the year.

## Op Pens Note To Locations That Do Well

DENVER — When a phonograph is drawing better-than-average returns, it pays to let the location owner know about it, according to veteran operator Al Lucero, here.

Even though he may have sat in on the counting of the take, or received a check for his share of the proceeds, good location owners such as tavern keepers, for example, are likely to forget the juke box altogether just as soon as the money is in hand.

Lucero, recognizing this fact, makes it a habit to compare each week's revenue with that of the previous month's take, as well as the corresponding week in the year before, and if there has been a noticeable increase, he takes the trouble to write a short letter to the location owner, informing him of the facts. A typical letter reads: "Dear Ed, Collections are up in your phonograph, and may grow larger. I believe that the waitresses are increasing returns by doing a good job of suggesting phonograph music."

The result has been highly satisfying, according to the Denver operator. It isn't unusual to persuade the location owner who otherwise would have ignored the juke box almost entirely, to get out among his customers, suggest music and to actually shill the box itself to keep play up. "The idea is simply to keep them thinking about the phonograph and what they can do to increase their own returns," Lucero said. "It's an automatic reminder to every location owner that he is actually a partner with the operator."

## DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to from 100 to 300 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 Reviewer for additional information on double-play disks.

|  |  |
|--|--|
| BOLL WEEVIL SONG<br>AND<br>THOSE EYES                                      | BOOGE BENTON<br>Mercury<br>7132                |
| DUM DUM<br>AND<br>EVENTUALLY   | BRUNDA LEE<br>RCA<br>9175                      |
| THE WRITING ON THE WALL<br>AND<br>POINT OF NO RETURN                       | JOAN WARD<br>Cap<br>932                        |
| TOGETHER<br>AND<br>TOO MANY RULES  | EDDIE FRANCO<br>RCA<br>1019                    |
| TRAVELIN' MAN<br>AND<br>HELLO, MARY LOU                                    | RICKY NELSON<br>Imperial<br>6741               |
| I'M COMIN' ON BACK TO YOU<br>AND<br>LONELY LIFE                            | JACKIE WILSON<br>Brunswick<br>8274             |
| IT KEEPS RAININ'<br>AND<br>I JUST CRY                                      | BATE DOMING<br>Imperial<br>6753                |
| THE SWITCH-A-ROO<br>AND<br>THE FLOAT                                       | KANE SULLARD AND THE MINISTERS<br>Epic<br>6219 |
| YOU'LL ANSWER TO ME<br>AND<br>MOM AND DAD'S WALTZ                          | PATTI PAGE<br>Mercury<br>7133                  |
| I'VE GOT NEWS FOR YOU<br>AND<br>I'M GONNA MOVE TO THE<br>OUTSKIRTS OF TOWN | RAY CHARLES<br>Imperial<br>663                 |
| MY CLAIRE DE LUNE<br>AND<br>IN TIME  | STEVE LAWRENCE<br>Vocalion Artists<br>935      |

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|-------------------|-------|
| AMI 6-300E Stereo | \$770 |
| AMI 6-100A Stereo | 740   |
| AMI 1-100E Stereo | 440   |
| AMI 1-100A Stereo | 425   |
| AMI N-200E        | 410   |
| AMI N-200A        | 290   |
| Seeburg 201       | 440   |
| Seeburg 63700     | 380   |
| Seeburg V100      | 295   |
| Sashbury 1802     | 390   |
| Wurlitzer 2700    | 210   |
| Wurlitzer 2150    | 370   |
| Wurlitzer 2000    | 310   |

### Wanted to Buy

Daily Little Fun—Famous—Brand of Fun—Bally Blazer from Ray Wal. et al.  
C. C. Big League—Basketball—Lala Hair  
Chicago Coin—United—Big Ball Game—Lala Guit.

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—GODFREY—FICHI—TYLON—  
AROUND THE WORLD—SILVER—  
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—KEWPIE DOLL—HOT-A-CARD—  
CAPT. KIDD—ATLAS—LIT-A-  
CARD—MERRY GO-ROUND—  
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**REGIS**

When you buy a phonograph, you want modern design to keep the machine up to date for years to come, but you also want a phonograph to look as a phonograph should look. With the Regis, you get both contemporary styling and that elegant customer pleasing phonograph look.

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You get Rock-Ola's exclusive "Tri-Fonic" flexibility to play either stereo or monaural music at the flip-of-a-switch.

You get Rock-Ola's 33 1/3 and 45 RPM Dual Speed Intermix Changer.

With a Rock-Ola, you are protected now and in the future against all possible changes.

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**POSITION #1** delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra speakers may be used.

**POSITION #2** delivers two channel stereo music through the stereo extension speakers. No matter where the customer sits, he hears Rock-Ola's flawless stereo sound.

**POSITION #3** combines the stereo extension speakers with the main unit speakers for reinforced stereo sound. In any location Rock-Ola provides the finest stereo sound.



## ROCK-OLA ((REVERBA-SOUND)))

The new Rock-Ola Regis with the amazing ((REVERBA-SOUND))) literally places your customers in the center of a live orchestral or vocal performance. With sound reverberation the walls seem to roll back. Now every location, regardless of size or configuration, can have living presence "wall to wall" music in either stereo or monaural for real customer pleasing, profit making, concert hall quality music.

*The Truly Distinguished Phonograph*



## Buying by Coin Operators

• Continued from page 66

then catching on in retail outlets—could receive the function of the operator as a maker of hits rather than a buyer of established sellers.

Also the stumbling blocks encountered by record labels in promoting a single at the broadcast level—where federal pressure and an impersonal selection committee make contact between deejay and record company difficult—make the juke box operator grow in stature as an exposure medium.

And while the actions of four record companies hardly constitute a trend, it's a safe bet that if Vassar, Decca-Coral and the two German dairies meet with any measure of success, the other majors and indies will re-examine seriously their entire singles programming concepts.

**ATLAS . . . for MUSIC and ROWE VENDING MACHINES**  
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| MUSIC   |  |
|---|--|
| <p>A.M.I. J-200 . . . \$645</p> <p>A.M.I. J-120 . . . 625</p> <p>A.M.I. G-120 . . . 325</p> <p>A.M.I. G-200 . . . 225</p> <p>SEEBURG 201 . . . 675</p> <p>SEEBURG 1-100 . . . 495</p> <p>SEEBURG K-100 . . . 445</p> <p>SEEBURG V-100 . . . 325</p> | <p>ROCK-OLA 1855 . . . 1425</p> <p>ROCK-OLA 1854 . . . 395</p> <p>ROCK-OLA 1448 . . . 250</p> <p>ROCK-OLA 1446 . . . 245</p> <p>WURLITZER 2700 . . . 445</p> <p>WURLITZER 1900 . . . 445</p> <p>WURLITZER 2100 . . . 275</p> <p>WURLITZER 2600 . . . 245</p> |

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**STROLLERS ALONG BOARDWALK** in Atlantic City wait to get a chance to play the Bowling-rama game which looks like it will be a big one at the resorts this season. Albert M. Rodstein, who heads Mack's Vending's Amuse-a-mat Corporation in this area, placed five of the 24-foot Bowling-ramas in a store on the boardwalk and set the price at 20 cents a game. If a certain score is reached, cigarettes are awarded.

### New Inks Seen as Pinball Circuit Aid

CHICAGO—Electricity conducting inks that the manufacturers say are ideal for painting circuits on low-current electrical applications, such as pinball machines, are being produced by the Advance Process Supply Company here.

Advance says the inks are ideal for plastics and porous boards. In case of plastics, the surface may be formed any way necessary after application of the ink without loss of conductivity.

There is also practically no build-up and once the ink is properly applied it will not flake or chip.

The ink is black and maintains per square inch screened through 8XX mesh; its approximate 400 ohms. This resistance can be varied by the user as desired. A sprayed, roller-coated or screened protective coating may be used. Operators can get further information by writing Advance Process Supply Company, Dept. CIC, 2315 West Hurst Street, Chicago.

# Operate Williams 3 or 5 Ball

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SINGLE PLAYER

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with MOVING ★ TARGET

**A REAL SKILL SHOT!**

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★ Scores Replays When Numbers 1 to 10 are made

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Samet Inc. Double Shot.....85  
Samet Little Barbara.....165  
Samet Eric Cross Diamond.....185  
Samet Red Arrow.....265  
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Wm. DeLuxe Polar Hunt Gun.....\$125  
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Bully DeLuxe Junior Bowler, 8 1/2'.....495  
Bully 4-4 Bowling Lane, 14'.....325  
Deluxe Super Junior Bowler, 8'.....175  
Samet True Lane Bowler, 14'.....75



See You Saw It in  
Billboard Music Week

# MOA Kicks Off Action Program

Continued from page 66

a carefully planned and thought out campaign.

### More Mrs.

Asked how the new program would affect the prospects of getting new manufacturers to exhibit at the next MOA convention—notably the three juke box manufacturers that have abstained for the past two years—Ratajack said that he “can’t conceive how manufacturers could continue to ignore the industry that supports them.”

He added that the new program of expanding MOA’s activities was an accomplished fact and had already started.

### Chicago Office

It includes: 1. Opening and making fully operative the Chicago office to “more productively serve the industry from this central location.”

2. Inaugurating a monthly newsletter for members. The July issue is being reproduced exclusively by Billboard Music Week and will not be sent in the regular MOA mailing. The newsletter is aimed at giving operating and sales tips to members.

Ratajack said that one of the big industry problems has been one of “lack of communication at the operator, distributor and manufacturer level, leading to a distrust of motives.”

### Newsletter

He said all this can be straightened out by a clear statement of purpose. MOA’s newsletter will be an attempt to give our members an opportunity to assess facts—we’re not taking sides, but will present impartial views on various issues,” he noted.

3. Beginning a general “image uplifting” program aimed at acquainting the public with MOA, its aims and its purposes. The

program will include advertising in trade journals read by locations, such as beverage, tavern and restaurant papers, stressing the advantages of doing business with a member of MOA and calling attention to MOA’s code of ethics, to which each member operator must subscribe.

MOA has adopted a new slogan, “Representing a Sound Industry,” and has redesigned its stationery around the theme. The association is redesigning its membership cards to include the pledge that members subscribe to the code of good practice recommended by MOA: “This member pledged to sound entertainment, service courtesy and ethics.”

### Tax Cards

The association has imprinted tax cards available to members at a nominal cost of \$1 for 50, which carry an MOA message as well as a general promotion plug for the juke box. The cards are specifically designed for placement in locations to stimulate play.

The association has also put out a fact sheet on MOA—a multi-paged folio of facts giving aims, purposes and background on the association, which will be used for dissemination to locations, daily papers, and other interested parties.

Ratajack said that all the foregoing were already a “reality.”

### Tax & Legal

Looking ahead, he said that MOA was planning to expand its legal and tax service to the membership. The association currently has a tax council, headed by Leo Kaner, Chicago CPA, who is also tax counsel for the association, and a legal council headed by Nicholas Allen, Washington attorney.

Ratajack said he hoped that the

legal council services could be expanded to help represent operators’ interests in legislative and tax matters on a State and local level.

He said the accounting council also had great possibilities for helping operators.

### Ultimate Objective

Summing up an “ultimate objective,” Ratajack said it was to “provide such services and aids as to increase income of the operator and to defend him from spending this income on excessive discriminatory taxes and payouts to special interests.

“We feel,” he continued, “that if we’re able to accomplish this end, the entire industry will take

# Virginia Ops Schedule Convention in August

VIRGINIA BEACH, Va.—The annual convention of the Music Operators of Virginia will be held at the Cavalier Hotel here, August 11 and 12.

Operators and their families will make a long weekend of it. Distributors will maintain hospitality rooms.

on a more profitable aspect. Benefit should secure not only to operators, but to distributors and manufacturers as well.”

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|--|---|

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**CHAIN REACTION BOOSTER BALL** feature contains five trapped balls in center of playfield. Chain reaction caused by hitting trapped balls with ball in play creates tremendous player appeal. Boosting all balls around the track to lighted side awards special. Moving one ball to either side scores 100 points.

Look at these location tested features:

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# LOOK WHAT HAPPENED HERE



Left to right: Mickey Anthony, Owner of Mickey's First Floor, 1900 Harborside Pike, Columbus, Ohio, with Keith Halber and Kenny Katsky of the Associated Coin Machine Co., Wurlitzer Operators.

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JUMPS WEEKLY TAKE FROM \$80 TO \$120**



## Averaging \$60 a week in FIFTY-CENT COINS

Here is another example of the phenomenal earnings produced by Wurlitzer Phonographs offering the musical bargain of Ten Top Tunes for fifty cents. This one replaced a competitive model with rousing results. Install this fantastic money-maker on your Wurlitzer 2500 Phonographs. Fits all 100, 104 and 200-selection models. Takes only a few minutes to install. Works wonders the first week . . . and from then on!

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