

BILLBOARD MUSIC WEEK

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

FRANCIS C LAUDA
118 MIDDLENECK RD
PORT WASHINGTON L I N Y
1131 EC-230 32AR 67801206

Foreign Language Wax By U. S. Artists on Rise

By JACK MAHER

NEW YORK — A small but increasing number of U. S. disk artists are specifically recording sides for release in other than English-speaking countries. The motivation behind this is to better combat the growing musical nationalism overseas, which has resulted in a larger share of record loot being grabbed by native language covers of State-side hits.

To counteract this nationalism, American artists are recording in foreign languages.

Connie Francis is one of the most internationally aware performers in this group. She has recorded in Italian, Spanish, German and Hebrew, and quite recently, her current hit, "Where the Boys Are" was released in Japan in that Far-Eastern tongue. Connie also capped her recent German tour with a recording date in Munich by waxing a number of tunes in the German language. A recent German-language single by Connie pulled sales of 600,000 in West Germany.

Another artist doing things in Gothic print is Mitch Miller, whose German-language sing-a-

long single is reported a hot item. The Kingston trio will cut sides in Japanese following their Far-Eastern tour.

Although Elvis Presley would sell almost anywhere in the world, should he even sing in pig latin, some of the credit for the fast rise of his "G.I. Blues" picture tune, "Wooden Heart," on the Continent must go to his use of the German language in the tune. It climbed to the top of the German chart within a week of issue despite its being banned by some Berlin stations. Those stations felt that his version was a distortion of the German folk song upon which it is based. It's also interesting to note that a Dutch version by Ria Valk and a German version by Gus Bachus have also done well on European charts.

While American singers like Jane Morgan on Kapp, Nat Cole and Peggy Lee on Capitol, Patti Page on Mercury, Annette on Vista, Harry Belafonte on Victor, to name just a few, have all recorded in foreign languages, it seems as though a good many artists are going to have to make the trek to Berlitz to keep their hold on overseas markets.

SORD TO HIRE EXECUTIVE SEC'Y; OPENS DOORS TO LOCAL DEALERS

Second Annual Board of Directors Meeting,
In Florida, Also Votes to Realign Its Officers

By REN GREVATT

CORAL GABLES, Fla.—Decisions to hire an executive secretary and to revamp the bylaws of the

CHIPMUNKS SET FOR TV DEBUT

NEW YORK—Novelty wax may become a big trend again when a new animated cartoon series, "Alvin and the Chipmunks," debuts on CBS-TV, Wednesdays, 7:30-8 p.m., this fall.

The Chipmunks' papa, David Seville (Ross Bagdasarian) will also appear on the show in cartoon fare, along with Simon, Theodore and Alvin, the star. The Chipmunks will do several musical numbers on the series, thereby giving their Liberty disks potent network exposure.

The new series was created by Ross Bagdasarian and produced by Format Films, Hollywood, for CBS-TV.

organization to permit affiliation of local dealer groups were highlights of the second annual meeting of the board of directors of the Society of Record Dealers of America held here last week.

The SORD board meet was held against the pleasant tropical backdrop of the University Court Motel, adjacent to the University of Miami campus, last Sunday and Monday (19 and 20). An excellent turnout of 10 of the total of 16 board members took part in the intensive two-day sessions. In addition to SORD president, Howard Judkins, who helmed the meeting, those present included Lou Shapiro, Jersey City, N. J.; Mickey Gensler, Yonkers, N. Y.; Joe Waldhorn, Fulton, N. Y.; Bob Coghill, Dallas; Bud Hurst, Cleveland; Peter Oppenheim, Lexington, Mass.; Joe Goldberg, Wheaton, Md.; Harry Grosser, West Palm Beach and Mike Spector, of Coral Gables, Fla., who acted as host for the affair. Also sitting in at the meeting was Carl Radlach of Dallas, a non-board member.

A series of so-called "open let-

ters" to the record trade, proposed by J. E. Metcalfe, a dealer in Fayetteville, Ark., came in for considerable discussion. Metcalfe had sought SORD endorsement of the letters, which were to discuss numerous "ills" of the business, including the Columbia Record Club.

For some weeks, Metcalfe has carried on a running series of letters to various SORD board members, culminated by a letter received at the meetings here. In this letter, text of which was released by Judkins, Metcalfe called for his own appointment as assistant to the president of SORD to carry out the function of getting the letters out.

The letter stated in part: "We are leading to an organized opposition, a united dealer resistance, a concerted boycott of Columbia Records in protest of the unfair trade practice of the Columbia Record Club. We realize that we may not legally make this boycott effective by actually naming Columbia; however, after our initial series of letters which lead to the announcement of the boycott, we shall name simply, 'the record club.'"

"If for any reason you cannot comply with our request," contin-

(Continued on page 38)

Campus Disk \$\$, Exposure Big

By JUNE BUNDY

NEW YORK—Colleges in general and college radio stations in particular are becoming increasingly important to the record industry, both as exposure outlets and lucrative sales markets for pop, classical and jazz albums.

Whereas a few years ago, record manufacturers tended to brush off requests for free disks from college stations, many labels today service key college outlets on a regular basis. Capitol Records, for example, does this. The label also takes ads in college newspapers, and consumer publications slanted at college students.

Capitol's branches work closely on special promotions with dealers in college towns since many Capitol artists (the Kingston Trio, Frank Sinatra, Peggy Lee, Stan Kenton, Nat King Cole, Four Freshmen, Hi Los, June Christy, Ray Anthony) are particularly big with college buyers. The Kingston Trio, of course, is a top box-office attraction on the university circuit. Artists (on other labels) with sizable following in college areas include Dave Brubeck, Ella Fitzgerald, Doris Day, the Brothers Four, and the Limeliters.

Purdue Station

One of the most important college stations is WBAA, Purdue University, Lafayette, Ind. Mangham Lehr is music director of the station. In addition to regular station coverage, each dormitory at the school has its own student-deejay, who plays disks on a closed circuit throughout the dorm.

The oldest college radio station

in the U. S. supposedly is WBRU, Providence, operated jointly by Brown and Pembroke Universities, which is celebrating its 25th anniversary this month. William L. Fishman (Brown) is station manager of WBRU, with Sara-Jane Kornblith, (Pembroke) as executive secretary.

Although albums dominate most college station programming, a few outlets are beginning to branch out into "Top 40"-type shows. For example, KYBS, Baylor University, Waco, Tex., is now programming "Top 40" singles from 12:30 p.m.

to 6 p.m. daily. From 6 p.m. to midnight is reserved for "good music," since KYBS's student audience is presumably studying during that time. Hoyt Andres, production manager of KYBS, writes: "We feel that we have one of the most up-to-date stations in the country since we are programming not only classical and semi-classical music, but also 'Top 40.' We are on the air 80 hours of week, giving many individuals a chance to work on the air."

Also in a pop singles groove is WUVA, student-owned-and-oper-

ated carrier-current station in Charlottesville, Va., which has a daily rock and roll "Top Pop Parade" show from 3 to 4 p.m. The station recently broke the "national more music per hour (MMPH)" record previously held by college outlet WEET, Richmond, Va.

The MMPH contest is a musical-telephone-booth-stuffing gimmick, whereby a student-deejay plays as many records as possible in one hour.

Student-deejay Charlie Daniels won for WUVA when he played (Continued on page 34)

SOVIETS SEEK EXHIBIT OF U. S. COIN MACHINES

EAST BERLIN—Trade officials at the Soviet Embassy here disclosed that the Soviet Union has suggested that American coin machines, including juke boxes and games, be included in American exhibits to be shown in Russia this spring. "We told your government that there was great interest in Russia in American coin machines," a senior trade official here revealed. "Our own government is expanding the production and use of vending machines, and we are beginning production of juke boxes." Russian officials at this East-West trade crossroads appear puzzled at what one of them termed the "passivity" of U. S. coin machine manufacturers. This official commented: "One is led to believe that American coin machine producers are a particularly aggressive breed of businessmen. But our experience has been quite the contrary. They seem almost shy in their dealings with us." The Russian officials here referred to the fact that U. S. coin machines have been conspicuous by their absence from exhibits heretofore dispatched to the Soviet Union.

Index to Contents

General

International Music 12
Manufacturer News 4
Talent News 10

Music Pop Charts

Action Albums 16
Best Buys in Records 38
Best-Selling LP's by Category 16
Best-Selling Phonographs &
Tape Recorders 38
Bubbling Under the Hot 100 25
Chart Climbers 34
Debut Disks 34
Double Play Disks 42
Honor Roll of Hits 22
Hot 100 24
Hot C.&W. Sides 28
Hot R.&B. Sides 29

Pick Hits 34
Programming Guide—Singles by
Category 44
Top Market Breakouts 25
Yesteryear's Hits 36

Reviews

LP Reviews 18
Single Record Reviews 25
Talent Appearance Reviews 10

Radio-TV Programming

Artists' Biographies 36
Chart Climbers 34
Debut Disks 34
Pick Hits 34
Programming Panel 35
TV Jockey Profile 35

Yesteryear's Hits 36
Vox Jox 35

Music-Phonograph

Merchandising 38
Album Cover of the Week 39
Best Buys in Records 38
Best-Selling Phonographs 38
Disk Deals for Dealers 39
New Dealer Products 40
Retailing Panel 39

Coin Machine Operating

Bulk Vending 46
Coin Machine News 42
Coin Machine Price Index 40
Double Play Disks 42
Programming Guide—Singles by
Category 44

ARMADA's Next Goal: Stronger Bootleg & Counterfeit Legislation

NEW YORK—The next big project on the agenda for ARMADA's attorneys, Balder, Steinberg and Steinbrook, is to work toward effecting legislation whereby bootlegging and counterfeiting of records will no longer be termed misdemeanor, but felonies.

Under current laws, disk counterfeiters and bootleggers are only punishable under misdemeanor charges, which sharply restricts prosecution of such crimes.

The ARMADA attorneys are drafting proposed legislation to remedy this situation on both a State and federal level. The tentative bills will be shown to ARMADA members during the organization's forthcoming convention in June.

ARMADA executives are also investigating the possibility of working (toward effecting legislation) with other industries which have similar problems, but on a much larger scale (i.e., counterfeiting of multi-million dollar movie prints).

Commenting on the current counterfeiting scene in the disk field, William Sonenshine, assistant district attorney in Kings County, said last week, "I'm surprised there is no major policing agency within the industry." It was in Kings County that a special Rackets Grand Jury returned indictments against six men on charges of operating a counterfeit record ring. (See BMW, March 20.)

AM-PAR EYES WESTMINSTER BUY

NEW YORK — The possibility of ABC-Paramount buying Westminster Records — long in the discussion stage — may become an actuality in the near future.

If the sale goes through, Westminster's Kurt List reportedly would move over to Am-Par and handle the new label. The acquisition would give Am-Par a sizable classical catalog, thereby rounding out its LP line-up, which already includes pop, jazz (Impulse) and sound (Command-Grand Award).

50 LABELS ON HOT 100; MANY ARTISTS 'UNKNOWN'

NEW YORK—The usual driving competition for a hit single appears to be rougher this spring than it has been in months.

At the present time only a handful of labels have more than one side on BMW's "Hot 100" chart. Only four firms have four sides, many of these being two-sided hits, and less than a dozen more have three or two sides on the chart. It is true that many labels on the charts are subsidiaries and if these were added to parent firms, some totals would be greater. But even with this, no one firm, or even group of firms, come close to dominating today's singles market.

What is even more interesting perhaps is the fact that there are over 50 different labels on the charts. And added to this is the fact that 25 different artists currently on the "Hot 100" have never had a hit record of any proportions before. This indicates how wide open the field is, when better than 25 per cent of the 100 top sides are composed of previously unknown artists.

One of the reasons, record men opine, for the breakthrough of so many new artists, is the tremendous number of records released in the singles field each week. Often, before a new artist with a hit sound can follow up with another record, there are five or 10 records issued with artists imitating him. By the time the original artist gets his next disk out, his sound is already commonplace. According to some trade observers, with the number of singles released each month, it's a miracle that there are 20 or 30 artists currently who manage to follow up one hit with another.

Diner's Disk Club To Larger Offices; Handles Fulfillm't

HOLLYWOOD — Diner's Record Club will move into larger headquarters effective April 1, and will take over handling its own fulfillment operations. Since the club's inception more than a year ago, it farmed out its fulfillment to an independent mail-order house.

Club founder-owner Bernie Solomon denied that the move was in any way linked with recurring rumors that club soon will be sold. Solomon confirmed that he has held sales discussions with various interested prospective buyers, but said no deal has been made. He said it was no secret that he has been considering a capital gains sale of the record club but refused to indicate how near he is to culminating such a deal.

The new office, Solomon said, is in no way connected with the rumored change in ownership. Rapid growth of the club, he said, necessitates the expanded facilities. Furthermore, additional room will be needed once the club takes over its own fulfillment. Now that the club's volume has reached its present proportion, Solomon explained, it will pay for it to handle its own fulfillment rather than buy the service from others.

Record club will set up headquarters at 8373 Melrose Avenue, occupying 10,000 square feet. In addition to expanded office facilities, Solomon said the club will beef up its staff to keep pace with the increased business.

Greenwald to MGM-Verve

NEW YORK — Frank Greenwald has joined the MGM-Verve engineering staff, according to Sid Brandt, vice-president in charge of operations for MGM's recording division. Greenwald will operate under the supervision of Robert Doherty, in charge of the engineering department.

BILLBOARD MUSIC WEEK

Published by
The Billboard Publishing Company
2160 Patterson St., Cincinnati 22, Ohio

Publisher
Roger S. Littleford Jr., New York Office

Editorial Office
1564 Broadway, New York 36, N. Y.
PLaza 7-2800

Sam Chase Editorial Director
Paul Ackerman Music Editor
Aaron Sternfeld Coin Machine Editor

Robert Rolontz Assoc. Music Editor
June Bundy Radio-TV Programming Ed.
Ren Grevatt Merchandising Editor

Wm. J. Sachs, Exec. News Editor, Cincinnati
Kenneth Knaf Copy Editor, New York
Nicholas Biro, Midwest News Editor, Chicago
Lee Zhito West Coast Editor, Hollywood
Mildred Hall Chief, Washington Bureau

Circulation Office
Send Form 3579 to
2160 Patterson St., Cincinnati 22, Ohio
DUnbar 1-6450

B. A. Bruns Circulation Director
Joseph Pace Fulfillment Manager

Advertising Office
1564 Broadway, New York 36, N. Y.

Andrew Caida Advertising Co-Ordinator
Dan Collins Music Advertising Manager
Richard Wilson Coin Mach. Ad. Mgr.
R. McCluskey West Coast Music Sales

Branch Offices
Chicago 1, 188 W. Randolph St.
Central 6-9818
Hollywood 28, 1520 North Cower
Hollywood 9-5831
St. Louis 1, 812 Olive St.
CHestnut 1-0443
Washington 5, 1426 G St., N.W.
NAtional 8-4749

Issue Broadcast Rating Report

WASHINGTON — The eagerly awaited report on broadcast rating services by the American Statistical Association, released last week, turns out to be a "well, yes and no," verdict on methods used by the services. Of strongest interest to local platter-spinning outlets are the findings that: Local rating estimates are often "considerably in error," and decisions by advertisers on whether to spend more on local indies or regional networks and related decisions on local programming "might be quite different if improvements in local rating surveys were made."

Chairman Oren D. Harris (D., Ark.) of the House Interstate Committee for which the rating study was made, frankly admits that it was "extremely difficult to summarize the report in view of its length and necessarily technical nature." He said both pro and con opinions on the services "will find something in the report to bolster their attitudes." The study was directed to the "methodology" of collecting rating data, and "does not attempt to recommend any policy as to content of programs, or how far ratings ought to be relied upon in determining program format," Harris emphasized.

Recommendations Listed
Although no conclusions were formulated by the experts on the

special ASA committee, they did recommend: An industry-wide office of method research to aid rating services and broadcasters (but report opposes setting up any "single industrywide rating service), a closer study of "audience composition" by rating services, possible substitution of "households-per-hundred-dollars" to replace "households-per-thousand" ratings which are more open to distortion, published reports by the services giving "detailed information" about data collecting and estimating procedures, more research by the services — with both kinds of information made available to broadcasters.

Harris gave high praise to the work of the ASA members, William G. Madow, Stanford Research Institute, chairman of the committee; Herbert H. Hyman, of Columbia University, and Raymond J. Jessen, of Ceir, Inc. Harris said the principal conclusions which his committee sifted out of its analysis of the experts' report were these:

1. Although there are "important sources of error" in rating service methods, they do "seem to be estimating the ratings fairly well on the average. However, the sheer number of rating estimates that each service issues" is bound to produce errors.

2. Network programming poli-

cies are not likely to be changed by any technical improvements in the way rating services collect and process data. Harris hastens to add that this does not mean that "changes in policy should not be undertaken."

3. There is big room for improvement on ratings of local sta-

Herb Gottlieb Named To W. Coast ASCAP

HOLLYWOOD—Herb Gottlieb has been appointed to the West Coast office of ASCAP. He will advise the West Coast membership on distribution and survey and all matters concerning the Society's operation.

Gottlieb was in personal management prior to coming with ASCAP. He had been with the Big Three Music Corporation for over 15 years, leaving in 1958 to join Ed Traubner Associates on the Coast. He was executive assistant to the vice-president when he left the Big Three.

MIKE SPECTOR HOSTS SORD'S BRASS IN FLA.

CORAL GABLES, Fla. — Mike Spector, host for the annual board meeting of SORD here, last week, and the Florida Retail Dealers Association, entertained the visiting SORD brass at dinner at the Famous Leonard's La Penha steak house, Sunday evening (19). The party included the wives of the visitors who had spent the day sunning themselves around the pool of the University Court Motel. Also joining the group were members of the local association and Henry Stone of Tone Distributors in nearby Hialeah.

The visitors then reciprocated by entertaining Spector and his frau the following night at the Pub, another well-known local eatery. Early Tuesday most of the visitors headed for Miami airport through Lou Shapiro, of Jersey City, N. J., said he would avoid the rough Jersey weather by spending the next five weeks at the San Souci in Miami Beach.

tions, and the advertising picture might change with more accurate rating surveys of small stations, small areas and local programs. Failings here are due partly to samples that are too numerous and too small. Also, survey "compromises" made by the services result in estimates often "considerably in error."

Detailed Investigation Needed
A good deal of such "compromises" (Continued on page 34)

Pitt Ork Signs Command Pact

PITTSBURGH—The Pittsburgh Symphony Orchestra under the direction of William Steinberg has been signed to a two-year contract beginning in May with Command Records, a subsidiary of ABC-Paramount.

The pact, approved at a Symphony Board meeting in Pittsburgh, March 21, calls for the orchestra to make at least five recordings for Command.

Previously, the Pittsburgh orchestra had recorded for Capitol, but switched to Everest last year on a three-year deal. That contract was canceled by mutual consent following reported policy changes at Everest which had led to a heavier concentration on pop music.

Cameo Drives on New Album Series

PHILADELPHIA—Cameo Records is throwing a big promotional and discount campaign behind its new album series featuring the "International Pop Orchestra." The orchestra is composed of 110 men, with a 54-man string section and a big percussion section. The first album contains pop standards, and was waxed at the EMI studios in England. Firm will also issue singles from the LP.

Cameo is offering a 15 per cent discount on both monaural and stereo versions of the album through April, and is giving an extra 5 per cent discount on all additional orders over the initial orders received in April. There are also special bonuses to salesmen and distributors. The "International Pop Orchestra" LP lists at \$5.98 stereo and \$4.98 monaural.



SUBSCRIPTION ORDER FORM

We have been taking Billboard Music Week for a good many years and I honestly don't think we could run the record department of our store without it. The only time we order records is Tuesday when Billboard Music Week comes.

POOLES MUSIC SHOP
Astoria, Oregon 808

Enter my subscription to Billboard Music Week for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed Bill me

Name _____

Occupation _____ Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: Billboard Music Week

2160 Patterson Street Cincinnati 22, Ohio

Subscription rates payable in advance. One year \$15 in U.S.A. and Canada; \$30 in all foreign countries. Subscribers when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at Cincinnati and at additional entry offices. Copyright 1961 by ABC. The Billboard Publishing Company. The company also publishes Vend, the monthly magazine of automatic merchandising; one year, \$5 in U. S. A. and Canada; Billboard Overseas Edition; Amusement Business, the weekly magazine of amusement management, and High Fidelity, the 19 magazine for music listeners. Vol. 73 No. 12

MORE RECORD MAKERS BOARD PACHANGA WAGON

NEW YORK—More and more record manufacturers are jumping on the charanga-pachanga bandwagon in an effort to cash in on the new Latin dance that is mighty hot in most New York ballrooms (BMW, March 20). This week, United Artists rushed out a single called "Pachanga Baby" with Bobby and Billy, and Kapp Records released a single of "La Pachanga" with the Joe Sherman ork. Epic Records will be releasing a pachanga LP next week featuring the H. Rivera ork. A new Seeco record called "Dance the Charanga" with Carlos Argento is out this week, too.

Meanwhile, Alegre Records, with the hottest of the pachanga flutists under contract, Johnny Pacheco (the Benny Goodman of the charanga combos), is reportedly getting strong action on its original LP of pachangas. Alegre waxed its album of pachangas with Pacheco soon after the dance was first popularized at the Caravana Club in the Bronx.

Many of the record companies that have issued pachanga or charanga diskings have also issued instructions for dancers. Carlton Records has sent out leaflets on the dance to TV bandstand shows, and is holding a dance contest to select couples to appear with Merv Griffin on the chanter's TV guest shots. The diskery is also sending an instruction disk to dance studios. Bobby and Billy, the United Artists team which has waxed "Pachanga Baby," is set to teach teen-agers the dance on bandstand TV shows in Boston; Hartford, Conn.; Philadelphia and Washington. The boys will give away free handkerchiefs—since the handkerchief is in integral part of the dance.

That the dance is not limited to only New York is apparent in that the latest reports are that it is sweeping Grossinger's. It is also reported that dance studios are starting to give lessons in the pachanga.

Decca Preps Big Brenda Lee Day, Coincides With New Album Release

NEW YORK — Decca Records has set a big Brenda Lee promotion centering around the designation of Wednesday (29) as Brenda Lee Day. On this day the thrush's new album, "Emotions," will be released.

The drive entails a program of national sales and promotion activity, and Decca field men are now co-ordinating efforts to ensure fullest exposure for the album on the 29th. Each field man will cover every radio outlet in his area with sample copies of the disk and a 45 r.p.m. promotional record. The latter carries Brenda's voice tracks in messages of 5, 10, 15 and 20-second duration. The disk introduces the album, tells of Brenda Lee Day and identifies and personalizes the selections. Also included are station breaks and time, news and weather checks for local deejays.

The Decca sales force will be touting the special one-day offering to dealers and soliciting orders. For every six albums purchased—mono or stereo—one is given free. The offer ends the night of March 29. Decca stated that massive solicitation will be accomplished by phone, wire and personal visits, and orders will be delivered March 29.

Dealer merchandising aids include color blow-ups of the album cover, streamers, counter cards and special order forms. Interest has been heightened by teaser mailings to jockeys, reviewers and key dealer accounts. Local radio outlets are also helping to spark the promotion with their emphasis on the new Brenda Lee single, "You Can Depend On Me," backed with "It's Never Too Late."

Montreal Dealers Turn Full-Cycle to Discounts

By ARNOLD GOSEWICH

MONTREAL—The battle of the discounters continues among Montreal record dealers with a new high being reached in methods to attract customer attention and dollars.

Up until two years ago Montreal was traditionally a "one price" city and discounting on regular list prices was limited to anniversary specials or once-a-year sales. However, with increased competition in new dealer outlets and the encompassing spread of rack jobbers throughout the city, dealers looked for other avenues of promotion to keep their record-buying clients. At the time, across-the-board discounting looked like the panacea to a growing problem. The full-scale invasion of manufacturer-sponsored record clubs settled the matter for many dealers.

Dept. Stores First

The first to take the step into discount merchandising were the department stores, who adopted a loss-leader attitude toward the sale of records. Business was brisk and volume increased when discounting began. Large St. Catherine Street dealers soon followed the discounting trend when empty

stores and even emptier cash registers caused a general panic. The only hold-out was International Music Store, Montreal's oldest record dealer, who to this day has never deviated from regular list price unless a special offer was made by the manufacturer. After 25 years in business, International has built up a faithful following of satisfied customers, and thus far is not affected by the discounting mania.

Dealers with access to discontinued lines, such as Alex Sherman's Record Centre, resisted the initial discounting by promoting their acquired cut-outs in an attempt to keep their customers from buying elsewhere. But this was futile in most cases and they soon joined the discounters. Even on sedate Sherbrooke Street, where customers shop for quality and style and do not worry greatly about price in merchandise, the effect of discounting was evident when Peck's Stereo & Hi-Fi Centre staggered other dealers with a 30 per cent discount on their complete inventory.

New Promotions

Today record dealers in Montreal are taking a second look at

Buena Vista in 'Biggest Promo' In Single Sale

HOLLYWOOD—Walt Disney's Buena Vista Records is launching its biggest singles sales program in the label's history, according to Disney disk chief, Jimmy Johnson. Johnson told Billboard Music Week that his firm is throwing "the biggest and most expensive promotional campaign we have ever undertaken" behind the label's current five record releases.

The "pre-sold concept" which the Disney labels have used on behalf of their LP releases is being used heavily in Buena Vista's current dealer drive. This is based on the fact that most of the releases are linked with Disney film productions, and therefore will reap a bountiful promotional harvest from the movies.

Extensive ballyhoo singles release includes "Flubber Theme," from Disney's Fred MacMurray starrer, "The Absent-Minded Professor," now playing at New York's Radio City Music Hall and Grauman's Chinese Theater here. Film's initial big box-office prompts Johnson to predict that the screen exposure will make "Flubber" one of the year's top novelty disks.

"Trumpeter's Prayer" is being re-issued in a new coupling (with "Louis"); a pop single version of "101 Dalmations" b.w. "Cruella De Ville" from the same film is being timed to coincide with the saturation theatrical Easter holiday release of the cartoon feature; guitarist Jorgen Ingmann's "Trudie" is being rush-released to cash in on Ingmann's "Apache" sales success on Atco. Fifth single teams Tommy Sands with Vista's Annette in the title theme from Disney's "The Parent Trap" feature. Sands and Annette warble the tune on the screen behind the film title. Sands got Capitol's blessing to perform under the Vista banner. Full color sleeve featuring both singers is used on the latter.

AFM Tells Disk Firms To Cut Recording Abuses

NEW YORK — Telegrams and letters have been sent out by President Herman Kenin of the American Federation of Musicians formally notifying 1,200 recording companies that the union will not tolerate violations of its recording laws.

In his notice Kenin pointed out that there are certain areas in which widespread abuses exist. Eight areas in all came in for particular emphasis in the communication. These were defined as: the three-hour limit on recording sessions; no free rehearsals; no tracking; the banning of split sessions; wages to be paid no later than 14 days after the recording session; prior Federation approval of all contracts for services; exclusive term recording engagements of musicians subject to prior approval by the Federation; provisions for arranger album credit; and sole right of the president to make contract waivers and approve of postponements.

Challenge Sale By Thompson

HOLLYWOOD — Johnny Thompson last week sold his 50 per cent stock in Challenge Records and his interest in Jat Music to Joe Johnson, his partner for the past three and a half years. Thompson will collect an estimated \$150,000 for his share in both properties.

Thompson told Billboard Music Week that he plans to start a label of his own after a three-month vacation. He said he had two label names cleared, but had not as yet decided which he will select for his firm's banner. His company will retain all of Challenge's present distributors. Label will produce pop singles and LP's, Thompson said. Thompson is a record business veteran of 14 years, starting in the South in distribution, later spending seven years with Coral Records in sales and artist & repertoire.

Thompson and Johnson formed Challenge with Gene Autry three and a half years ago. Shortly after the firm was launched, the partners bought out Autry's share of the label, each retaining an equal half of the company's stock. The pair ran Challenge until last week when Johnson gained full control of the label. Concurrent with this, Johnson concluded a three-year distribution deal with Warner Bros. Records (see separate story).

Moe Preskell Gets Kapp Promo Helm

NEW YORK — Kapp Records has named Moe Preskell to the post of director of promotion. The appointment was made by Phil Skaff, the firm's new sales chief. Preskell was previously with Disney Records, in charge of the firm's Walt Disney and Wonderland Music companies.

In another new appointment at the company, Chris Saner was named assistant national sales manager, reporting to National Sales Manager Joe Cerami. Saner has been Kapp's New York branch manager and national rack merchandiser for the past year, and before that was with King and Mercury Records.

Two Labels Launched By Catalano & Ames

NEW YORK — Vince Catalano and Don Ames have debuted two new record labels called Mermaid and Sinclair. Catalano was formerly associated with 20th Fox Records, while Ames has his own recording and rehearsal studios.

First releases on the Mermaid label are by Roni Powers (singing "My Old Flame") and Eddie Cari ("Believe Me"). Joy Anthony does the initial disk on Sinclair, singing "Earth Angel" and "Eternally Yours."

While announcing that recording dates would be policed in both the United States and Canada by a newly created office headed up by Georgie Auld, an assistant to Kenin, the president also said that the union has no plans to bring retroactive claims against firms who may have unknowingly and honestly violated contract provisions in the past.

WB to Handle Challenge Line

HOLLYWOOD—Warner Bros. Records last week took over national distribution of Challenge Records under terms of a three-year contract. This marks the first time in the Warner label's history that it has taken on distribution of a complete line. Challenge will retain its own label identity, and will keep headquarters in Hollywood.

Deal was concluded between WB President Jim Conkling and Challenge President Joe Johnson. Concurrent with the WB distribution arrangement, Johnson bought out the interest in Challenge held by his 50-per cent partner, Johnny Thompson, who had handled the label's sales and distribution (see separate story) since its inception three and a half years ago.

As a rule of the deal, Warners will be able to deliver to its distributors a greater array of singles releases. Challenge claims to have sold 2,000,000 singles each year it has been in business. Challenge's Johnson will benefit by the arrangement in that he will be free to devote his full time and efforts to his label's artist & repertoire duties.

The Warner-Challenge distribution pact covers only the domestic market. Challenge's foreign distribution will remain unchanged. Also, deal covers only the Challenge originated product and does not include Gene Autry's Republic Records, which heretofore had been distributed by Challenge. Republic's releases will continue to be funneled through the former Challenge distributors.

Dot Denies FTC's Charges of Payola

WASHINGTON—Dot Records, Inc., Hollywood, has denied Federal Trade Commission charges of giving payola to TV and radio disk jockeys, and has asked the agency to dismiss the complaint against the company.

FTC complaint was issued last July and charged the record firm with unfair practices and deception of the public by boosting record play through payola. Company officers Randolph C. Wood and Christine Hamilton deny the allegations.

(Continued on page 39)

PACE TOO FAST FOR VETS?

As Artists Get Younger, A&R Men Grow Youthful, Too—Many in 20's

By BOB ROLONTZ

NEW YORK—It's not only the artists who are getting younger on records, but the a.&r. men who make the records are getting younger too. As vets in the a.&r. business like Steve Sholes and Mitch Miller move on to new posts—Sholes to responsibilities on the West Coast and Mitch to the eminence of King of the Sing Alongs, it is noticeable that many of the new and successful a.&r. men are in their 20's.

Jerry Lieber and Mike Stoller, who have been cutting hit records since they were in their teens, are now vets in the business although only in their late 20's. Liberty Records, which has come up with a solid string of hits over the past year, has as its pop a.&r. producer a young chap named Snuffy Garrett. Stu Phillips, who is now in charge of pop singles a.&r. at Colpix, is also in his 20's. He was responsible for bringing to the Colpix label the Marcells, who are now so hot with their single of "Blue Moon."

Columbia Records' a.&r. staffer Bob Morgan, who signed the Brothers Four to the label and cuts their hit sides, is still not out of his 20's. And Mike Bernicker, who heads up the Epic label's pop a.&r. single staff, is hardly older. Donnie Kirshner, of the highly successful indie producing team of

Nevins-Kirshner Associates, is yet in his 20's. Berry Gordy Jr., who has turned out many hits on his Tampla and Mootown labels, including "Shoppin' Around," is another young man still in his early 20's. Phil Spector, a youth who has started to turn hits for Atlantic is also in the under-25 group.

Teen Influence

With single records today almost exclusively slanted toward a teen buying market, it is, of course neither unexpected nor unusual that younger men would gradually take over many a.&r. slots or become important indie producers. Many traders have observed that with the nervous conditions of today's single market, a pop a.&r. man is lucky to last about five years as a consistent hit record producer. As one aging a.&r. vet puts it, "The pace is too fast."

The older a.&r. men don't fade away, however, unlike ballplayers who retire when they hit that 40 mark. They become the album producers and the a.&r. supervisors, or if they own their own firm, they handle the sales and financial ends. As the album field becomes as competitive and almost as exciting as the singles field, with singles artists becoming more and more potent as album sellers, many of the vet singles men find their talents are now needed badly in the album field.

D. J. Milt Grant To Lose Show On WTTG-TV

WASHINGTON — Deejay Milt Grant loses his TV teen-dance show April 15. The six-day-a-week show, aired over Washington Station WTTG-TV, featured record artists by the score in its hour-long segment, from 4:30 to 5:30 p.m. Station Manager John E. McArdle said he had decided that the dance-party-type of program had about run its course, and the hour might be put to a use more suitable to the interests of the community.

Although nothing was said about the way the Federal Communication Commission proposes to keep a closer tally on station programming formats through its proposed enlarged queries to broadcasters applying for or renewing station licenses, the possibility hovered in the background. WTTG will replace the teen-hop "Milt Grant Show" with a full half-hour news program and a half-hour filmed show. McArdle says there will be local high school participation during part of the new format, but presumably it will not be of the song-and-dance variety. Previous to this change, WTTG has been the only Washington TV station without any half-hour news segment, but only one or five-minute newsclips of headlines.

Grant, whose income is estimated to have cleared around \$50,000 annually through his program and record hop, told reporters he was deeply disappointed and knew the local teen-agers would miss the show. He said the show had high ratings and was a big commercial success (having heavy

(Continued on page 35)

AM-PAR DROPS '13 DAUGHTERS'

NEW YORK—ABC-Paramount Records has decided not to record the original-cast album of the Don Ameche Broadway musical, "13 Daughters," which closed here Saturday (25).

The label paid \$25,000 for original-cast album rights to the musical, which would have been Am-Par's first Broadway show package.

NARAS Members Get Grammy Award Ballots

NEW YORK — The names of the nominees to be voted on for NARAS (National Academy of Recording Arts and Sciences) Grammy Awards, have been sent out to all NARAS members. There are 39 different award categories, and there are from five to 10 nominees in each category. The categories include best pop and classical records, songs or compositions, best male and female vocalists, best dance band record, best orchestra, best choral record, best jazz record, best classical performance, best sound-track recording, best show album and best engineering contribution.

Dominating Names

As far as the nominees are concerned, a few names dominate many categories. Elvis Presley, Frank Sinatra, Ray Charles, Harry Belafonte and Ella Fitzgerald were nominated in many pop categories. Henry Mancini and Count Basie were nominated in many of the band and jazz categories and Miles Davis in a number of jazz categories. In the classical field, Fritz Reiner and the Chicago Symphony Orchestra received nominations in many divisions, and soloists Sviatoslav Richter, and Laurindo Almeida were nominated many times.

Majors Heavy

The major firms' artists, particularly Victor, Columbia and Capitol, dominated the nominations. The smaller indies only

showed up in strength in specialized fields such as rhythm and blues and children's records. Both Verve Records and ABC-Paramount showed up strongly due to comedy records, and Ella Fitzgerald and Ray Charles, respectively. It is interesting to note that in the pop singles field, a field dominated by the indie firms, hardly any indie labels were included in the final nominations. A Command record did show up in the "Best Engineering Contribution, Popular Recording," and some Chipmunk records on Liberty in the "Best Engineering Contribution, Novelty."

One of the reasons given by NARAS executives for the lack of smaller label nominations is that many of the smaller indies do not belong to NARAS. This is one of the tasks that newly appointed Executive Director George Simon (NARAS East) has set as his first responsibility, to enlarge the membership. This year, many categories were either enlarged, added or clarified, so that NARAS nominations would more closely approximate the current disk scene. Also this year, outside critics were permitted to add nominees for specialized fields. Some categories, such as "Best Small Combo Instrumental Record — Pop," for instance, are still lacking, although expected to be added next year.

Performing Rights In College Session

NEW YORK—Herman Finkelstein, ASCAP general attorney; Sigmund Timberg, former special assistant to the Attorney General of the United States, and Sydney Kaye, chairman of the board of BMI, will discuss the relationship of performing rights societies to the American composer and artist at Vanderbilt University in Nashville, April 17. They will be part of a program on musical copyright law to be held at the university.

The institute program will consist of three sessions. The other participants in the sessions will include George Cary, general counsel

Rose Changes 'Heart' Title

NEW YORK — Irving Rose of Times Square Records has had to change the title of his current Time tones disk, "Here in My Heart," to just "In My Heart." Some confusion has developed over the title because of its similarity to the Al Martino hit of some years ago. He changed the title of the tune at the request of Martino's BMI publishing company, Cini Music.

of the U. S. Copyright Office; Walter Derenberg, professor of law at New York University and president of the Copyright Society of the U. S.; Sidney Diamon, counsel for record companies, and attorneys Joseph A. McDonald and Leonard Zissu.

MUSIC AS WRITTEN

New York

Alan Silber is the new president of Bouree Productions since George Simon has moved to the post of executive director of NARAS East. Bouree does free-lance recording for a number of labels as well as making records for the premium field. . . . Dorothy Collins and Ted Raylor have moved to Gold Eagle, the new Sonny Lester label. . . . Kapp Records has pacted classical pianist Daniel Ericourt. . . . Command Records has come up with a special window display to spotlight the firm's line of best-selling sound albums. . . . Bill Hill, general sales manager of Fiesta, left last week on a trip to Europe to confer with the firm's overseas affiliates. He will visit France, Spain, Italy and Germany.

Henry Tobias racks up his 50th year as a songwriter this month, and the Big Three is on an all-out campaign publicizing his entire catalog. . . . Mickey Goldse, president of Criterion Music, and Lennie Hodes, general professional manager of the East Coast branch of the firm, have signed the Del Vikings to an exclusive recording contract. Chuck Sagle will wax their first session for Criterion's Prince label. . . . Lenny Lewis is the new national sales manager for the Amy and Mala labels. Lewis, formerly with Time Records, was named by Amy President Arthur Yale. . . . "Grand Ole Opry" star Bobby Lord became the father of a girl two weeks ago, named Sarah Mozelle. . . . Bob Markley's Fifi label has signed Judy Brown, a high school thrush.

Bob Rolontz.

Chicago

Dick Schory, the RCA Victor percussion ace, recorded his second "Stereo-Action" album at Orchestra Hall here, last week. The session was hush-hush, with only a few top local officials present. A.&r. man was Marty Gold, who flew in from New York to helm the cutting. Gold, who is co-ordinator on RCA's entire new stereo action line, also toured the local stations with Stan Pat, RCA's Midwest chief of radio and television relations. Others assisting Schory on the session were Bob Simpson, engineer; Joe Wells, technical supervisor; John Janus, recording technician, and Willis Charkovsky, arranger and artist. . . . James H. Martin, head of the local distributorship bearing his name, leaves for Washington to spend the Easter holidays, then on to the West Coast to huddle with Dot Records' President Randy Wood.

Universal Studios here has almost as many construction workers as musicians in its large Studio A. The firm is building a new control room and generally doing some face-lifting for the studio. . . . Recording sessions at Universal last week included Vee Jay's Dee Clark and Jerry Butler cutting some pop singles, and the Highway Q C's taping a gospel session. . . . Art Van Damme also did a stint at Universal, cutting some commercials for Miller High Life beer. . . . Mercury is planning to re-record Eddy Howard for some single releases, according to Charlie Fach, promotion director for the label. . . . Capitol's George Gerken, district sales manager, left Chicago after a confab with local personnel and a tour of the firm's recently expanded quarters.

John Webster, head of Dee-Cal Records, formed last November, was in town last week huddling with local deejays and Dee-Cal's Chicago distributor, United Distributing Company. Webster leaves this week for a Southern tour in quest of new talent, which will take him through Louisville, Nashville, Memphis and New Orleans. Dee-Cal plans to release its second single in a few weeks.

Nick Biro.

Milwaukee

The Music Industry Golf Tournament committee met Tuesday, March 21 at the Milwaukee Press Club to set plans for this year's event. Date and place have not yet been determined. It will be held some time in September. Committee members include Chairman John Plimpton, Baby Music Center; Bob Rippey, Triangle Music, Waukesha; Bob Blie, Decca Records Distributing Corporation; Les Lerche, Morley-Murphy Company; Bob (Coffeehead) Larson, WEMP; Harry Jacobs Jr., United, Inc., and Benn Ollman, BMW correspondent. . . . John Heidner no longer devotes his time to promoting only Mercury Records for the Garmisa Distributing Company. He is now on the Garmisa payroll and plugs all the distrib's labels. Replacing him as Mercury's promotion man here is Ben Wood.

Decca drummer Ken Windl rounded up several local newspaper features to plug Brenda Lee Day, along with numerous radio spots. . . . Joe Soback is the new operations manager at the Capitol Records branch. Capitol's Nancy Wilson turned in a fine stint at the Red Lion Room of the Kaiser Knickerbocker Hotel where Ben Sherwin, Liberty Records, is now holding forth. . . . The master of Sara Records' "So Loved Am I" b-w "Angel in My Eye" sung by Ronnie Premier, has been purchased by Laurie Records, according to Jay Albrent. . . . Record dealer Stu Glassman's Sound Records has signed Barbara Becker, WITI-TV's "Weather Girl" and former Wayne King vocalist.

RCA Division in Sales Meet

NEW YORK — RCA Custom Record Sales Division held its fourth annual national sales meeting at the Fontainebleau Hotel, Miami, March 7-11. Gathering was under the direction of Carl Reinschild, sales manager, and William A. Mulligan, planning

manager. Attending were representatives from RCA Custom's offices in New York, Chicago, Hollywood, Nashville and factory executives from Rockaway, N. J., Indianapolis and Hollywood.

Discussion touched on all aspects of the operation as well as plans to extend RCA Custom's activities.

Dealer Sounds Off on Pet Problem: 'Too Many Detroit Rack Operators'

By HAL REVES

DETROIT — The widespread policy of discount advertising is a main source of complaints by typical record dealers here, with discount competition coming from several angles. Complaints have been usually sporadic and tending to be off-the-record.

However, one leading dealer, Kenny Sihler, owner of Sihler's, which has long had a key position in the disk retailing field, drew up a sharp general indictment last week, charging that "the main thing that is killing us is too many rack operators—every drug-store and supermarket seems to have a rack. And they are actually selling records below cost just to get people into the place."

Even a good sale price offered by a regular dealer to boost trade tends to flop, he says, because "there is always someone who cuts under you."

Up to Mfr.

It is up to the manufacturer to

take steps to enable the dealer to stay in business, Sihler says, giving the manufacturer a sizable share of responsibility for the situation. "Unless the manufacturers do something to cover up for some of the crazy things they have done to get us in this position, the small dealer is on the way out."

"I have talked to a lot of dealers here—and there must be a way of buying records cheaper than we are doing here. I think some of the big discount houses are somehow by-passing the distributor and getting records direct."

He cited information from a discount house that buys \$3.98 stereo LP records at \$1.86. The regular dealer has to buy them for \$2.47 — and cannot afford to compete with the discount prices—but the discount houses "are making a full mark-up even at their ridiculous prices."

Sihler analyzed the problem and its solution in some caustic detail: "We need either a reduction in the retail price of records to the point where there is no 'water' in the wholesale price, or a fair trade law on records. The former, I think, would be a good corrective step toward clearing up the market. If we sold \$3.98 LP's for \$2.49 retail and maintained this list, there would be enough profit for everybody, and not all this water to give away all along the line."

Just what is happening and how is obscure, Sihler says, but it is the typical independent record dealer who bears the brunt of the trouble. He attacked the alleged practice of short-cutting established distributors.

"The small dealer who doesn't know any better is somehow being cheated by the manufacturer. The manufacturer is taking the profit and the price from the small dealer and giving it to the 'schneiders'—the price-cutters."

Angel in Separate CRDC Operation

HOLLYWOOD—Angel Records sales and promotional activities will be consolidated as a separate operation with Capitol Records Distributing Corporation, according to organizational moves made last week within CRDC.

Jerry Prager, general manager of San Francisco's New Sound Distributors the past nine years, was named Angel sales manager, a newly created post. Prager will report to Mike Maitland, CRDC president. Concurrent with Prager's appointment, Maitland named three regional sales and promotion managers who will devote their talents exclusively to the Angel line. Those appointed had been with CRDC's longhair field corps, and include Fred Dumont, as Angel's Western sales and promotion manager, headquartered here; Ted Lindgren, operating out of Chicago, and Burt Page, basing his activities in New York.

Bobby Byrne Off To Grand Award

NEW YORK—Orchestra leader Bobby Byrne has joined Enoch Light's Grand Award - Command operation. He will be associated in the labels' artist and repertoire department with Light and Julie Klages, formerly an NBC-TV associate director.

Other new staffers at Grand Award-Command are Earl Wolf, West Coast sales rep; Eliot Tiegel, public relations director, and Jerry Skenick, assistant to art director Charles Murphy. Wolf was formerly with ARC Records, Detroit.

LUDWIG WINS BRAND NAMES PROMO AWARD

NEW YORK — Ludwig Music House, Inc., St. Louis, Mo., has been named "Brand Name Retailer-of-the-Year" in the Music Stores category, according to Henry E. Abt, president of Brand Names Foundation, Inc., sponsors of the annual competition.

Four other music stores were cited for their outstanding 1960 brand promotional activities. These include Guy Larson Music Company, Bismarck, N. D.; Grinnell Bros., Detroit; Kitt Music Company, Inc., Washington, and Pace Piano Company, Inc., Houston.

The five winners are to receive their awards during a dinner in their honor in the Grand Ballroom of the Waldorf-Astoria here Thursday, May 4.

The firms were chosen by a panel of judges comprising top-place winners of the prior year's competition. The panel's decision, it was stated, were based "primarily on the firm's 1960 brand advertising and promotional campaigns, as well as their education of customers and personnel about the basic policy of featuring manufacturer's advertised brands."

NARM Meet's Program Set

WASHINGTON — A diversified group of talks and panel discussions have been lined up by the convention committee of the National Association of Record Merchandisers (NARM) for presentation at the rack organization's third annual convention. The NARM meet is to be held April 25-28 at the Eden Roc Hotel, Miami Beach. One of the highlights will be the presentation of a rack survey by George E. Kline of "Progressive Grocer," a supermarket trade journal.

Workshop meetings have also been planned which will feature member discussion on "Promotion and Sales Aids," "Merchandising and Packaging Techniques," "Catalog, Merchandise and Utilization of Trade Fixtures," and "Aspects of Discounting."

Two open panel discussions moderated by Tom Noonan of Billboard Music Week and Norman Orleck of Cash Box will give regular and associate members a chance to air their opinions.

The confab will be climaxed by a dinner-dance at which awards will be presented to recording artists who have achieved outstanding sales success during the year.

AM-Par LP Bow Slated in Australia

SYDNEY — Festival Records here has scheduled its first release of ABC-Paramount albums, April 13. Am-Par purchased an interest in the Australian record firm a few months ago.

Included in the initial release will be albums in Am-Par's new jazz line, Impulse. Both the ABC-Paramount and Impulse albums will be released here on their original labels. The ABC-Paramount packages feature Paul Anka, Ray Charles, Montoya, Sabicas and Lionel Newman. The Impulse LP's spotlight the Kai Winding Trombones, Gil Evans ork, Ray Charles, J. J. Johnson and Kai Winding.

WLEE Turns Up New Gimmick: Disk Hops for Private Parties

RICHMOND, Va. — Station WLEE here does a thriving business in staging record hops for private parties. The outlet sends its deejays out to emcee hops as far as 80 miles outside of Richmond.

The three-hour packages are sold for \$35, which includes the sound system, a batch of records and any WLEE jock they prefer as emcee. A de luxe package, with two WLEE spinners present as emsees, is priced at \$50. The hops are presented on Fridays and Saturdays and WLEE averages two a week.

The station recently introduced a new hop package, available only

to nonprofit organizations, whereby a WLEE sponsor picks up half the tab, thereby cutting the price in half. In return, the sponsor has 12 commercials read over the mike (not on the air) during the dance.

At one time WLEE gave away 25 free disks to teen-agers at each hop, but they have dropped giveaways on the advice of their lawyers since the FCC handed down its edict on free wax. The hops are sold only to private parties, and are not available for public dances.

However, WLEE last month sponsored its second annual free dance with live talent at a local ballroom. The "Million Dollar Show Dance" was open only to teen-agers, and free tickets were available at stores of WLEE advertisers. Buddy Morrow's ork played for dancing and the bill included Brian Hyland, Tommy DeNoble, Kenny Rossi, the Limelites, and the entire WLEE deejay staff — Stu Yarbro, David Lyman, Gene Loving, Joe Murray, Lud Sterling, Harvey Hudson, Johnny Wilson and Art Lane.

Dick Gregory Pact Unusual

NEW YORK — Dick Gregory's contract with Colpix Records is probably one of the most unusual and lucrative pacts in the business, and an exceptional paper for a new comedy name. First of all, his records, to be released by Colpix (the first is due next week), were made by the comic himself. They are leased to Colpix and revert to Gregory in three years. He signed a one-year paper with Colpix and received a \$25,000 advance. He receives a 13 per cent royalty on every disk sold.

Gregory, who broke into national prominence through his stint at The Playboy Club in Chicago, after many years of struggling, stands to make between \$250,000 and \$500,000 this year. To Gregory, who netted \$1,500 in 1960, this is fantastic. His breakthrough as a comic is expected to spur the recording of other Negro comedians.

Paul Anka Latest Young Artist Into Movie Production

NEW YORK—Paul Anka is the latest young disk star to set up his own motion picture company. The 19-year-old singer-composer has bought three properties to produce as an independent.

Spanka Production (same name as his music firm) will film its first movie, "Valencia," in September. Anka will not appear in that one, but will star in the other two stories — "Yank" and "Tonight Is Mine," which are both about singers. He recently finished his second movie, "Look in Any Window."

Pat Boone has been active as an indie film producer for some time with his Cooga-Monga firm. Bobby Darin will produce a picture with his new company later this year, and Conway Twitty is readying plans to produce and star in a film, which will be shot in Germany this summer.

Smash Releases Second Single

CHICAGO — Smash Records, Mercury's newly formed subsidiary label, is issuing its second single release this week, "Marie," by the Mus-Twangs, a new vocal group.

The original master was acquired from Nero Records. Distribution will be handled through most of Mercury's regular outlets with the exception of Chicago, where the Mus-Twangs will continue to be issued on the Nero label.

United Artists Ups New Distrib Sales Program on LP's

NEW YORK — United Artists has launched a new sales program for distributors. For every six Ultra Audio albums purchased, they will receive one free.

The plan also applies to the label's new Deluxe 3500 series, Ultra Audio monaural disks retailing at \$3.98, in special single-fold packages (see Billboard Music Week, March 13). The double-fold Ultra-Audio LP's retail at \$4.98 monaural, and \$5.98 stereo.

The new plan, which runs through April 30, offers 30, 60 and 90-day billing, with payments due May 10, June 10 and July 10. The program applies to all albums in both lines. At present, all records available on Ultra Audio will also be available on UA's Deluxe 3500 series.

At the same time, Ultra Audio has released 11 new packages, featuring Eydie Gorme and Steve Lawrence, Ralph Marterie, Sauter-Finegan, Tito Rodriguez, Don Costa, Nick Perito, Al Caiolo, two packages by Ferrante and Teicher and two packages by Terry Snyder. The same albums are also available this month on UA's new Deluxe 3500 series.

MURROW SHOW TURNS UP TUNE

NEW YORK — Can a documentary TV show be instrumental in kicking off a song? An answer may be forthcoming.

The tune "Black and White," published by Templeton Music, was used in the CBS-Ed Murrow documentary aired on TV two weeks ago, called "Crossroads Africa." CBS received so many calls about the song that they got in touch with Guy Freedman, Templeton executive, to arrange for synchronization rights on the tune, and Freedman has set a three-year deal with CBS, allowing them to use the tune when the film is shown in other countries. Meanwhile, Freedman is actively seeking recordings of the tune, because of the interest. "Black and White" was penned by Earl Robinson and David Arkin.

Reprise Preps Its First Album

HOLLYWOOD — Frank Sinatra's Reprise Records will make its initial album release the week of April 3 when it issues five packages. LP's will include Sinatra's first for his own firm, "Ring-A-Ding-Ding," plus albums featuring Mavis Rivers, comic Joe E. Lewis, Sammy Davis Jr. and Ben Webster. Ten days later Mort Sahl's initial LP offering under the Reprise banner will hit the market.

Originally, Reprise had planned to issue Sinatra's "Ring-A-Ding" as the label's flagship LP release, to be followed shortly by individual shipments of the other packages. However, a cover artwork snarl held up the Sinatra LP, causing a delay in releasing plans. In the meantime, Reprise issued a third single last week.

A coupling from the Sammy Davis Jr. album is "The Wam of Sam" and the two selections taken from it for the single are "Back in Your Own Back Yard" b/w "I'm a Fool to Care." Reprise's first single was Sinatra's "Second Time Around" b/w "Tina." Its second was the Link Eddy combo's instrumental (see Billboard Music Week, March 6 issue) of "Big Mr. C," recorded by Eddie Cobb, of the Four Preps, and Lincoln Mayorga.

PHILLY PROMO MEN IN CLEAR

NEW YORK—A number of Philadelphia jocks, aided by friends at various Quaker City distributors, have tried to put the blast on local Philadelphia promotion men for the story that appeared in BMW March 20 concerning the great number of record hops that go on there each weekend. The story mentioned that there were so many hops in Philadelphia each Friday and Saturday that New York promotion men didn't even like to visit the town on a weekend.

This is to notify the Philadelphia clan that none of their local promotion men slipped any information to BMW reporters. Complaints about pressure for artists to appear at Philadelphia hops has been building up among record firms and their promotion men for a long time. These complaints would be alleviated if the jockeys there, according to the promotion men, would not use the hops as a pressure event.



JUST TWO WEEKS LEFT

... to get your ad into the new ...

**1961
BILLBOARD
MUSIC WEEK
SOURCE BOOK**

Coming April 24

It's the year's best advertising bargain... an exceptional opportunity for productive long-term, low-rate advertising.

RESERVE YOUR SPACE TODAY!

**ADVERTISING
DEADLINE:
APRIL 12**

BILLBOARD MUSIC WEEK

NEW YORK
1564 Broadway
PLaza 7-2800

CHICAGO
188 W. Randolph
CEntral 6-9818

HOLLYWOOD
1520 N. Gower
Hollywood 9-5831



Valando Reopens Office in Hollyw'd

NEW YORK—Music publisher Tommy Valando is reopening his Hollywood office. Arthur Valando, vice-president of the music firms (Sunbeam, Laurel and Valando), will head up the West Coast operation.

Altho music publisher activities have tended to center about New York in recent years. Valando is setting up the Hollywood headquarters (after an absence of three years) in a move to promote his Broadway show scores ("Fiorello," "Tenderloin" and "Little Mary Sunshine") and generally work more closely with radio-TV and film people on the West Coast.

Arthur Valando will also concentrate on signing up new writers from the Hollywood-based office. Arnold Goland will continue here as musical co-ordinator of the Valando firms, and Jay Morgenstern, as business manager.

Four New Albums Coming by Candid

NEW YORK—Four new albums have been set for March release by Candid Records, the Cadence jazz label. Released last week were LP's by the Toshiko-Mariano Quartet, Lightnin' Hopkins, trumpeter Ben Bailey, and Don Ellis. Consumer advertising has already appeared in support of these new albums.

In another sphere, Max Roach's "Freedom Now" suite which was recorded on Candid, will make up part of the show being staged at the Jazz Gallery for two weeks beginning March 28. The show will be called "Another Valley." It will star the Roach Quintet, vocalist Abbey Lincoln, and Mal Waldron among others.

Cap Signs Quadling, Songstress Rita Faye

HOLLYWOOD — Capitol last week signed veteran arranger-composer-conductor Lew Quadling and teen-age songstress Rita Faye to exclusive recording contracts. Quadling's pact stems from deal he concluded with the label. He sold a one-shot album concept which he will record later. Capitol, in the meantime, signed Quadling to a contract with options in the event the album's sales should prompt follow-ups.

Miss Faye, who started recording at the age of seven for MGM Records and remained with that label for four years ("Johnny's Got a Sweetheart," "I Fell Out of a Christmas Tree"), will make her Capitol debut as an instrumentalist performing an album of harp solos and will be featured as a vocalist in future releases.



(Courtesy Nat'l Cartoonists Society)



**MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS**

SAM FRIEDMAN NAME HONORED

HOLLYWOOD — The memory of the late music publisher, Sammy Friedman, was honored during ceremonies at Children's Hospital here last week when the Creston Club made a substantial contribution in hospital equipment in the name of the music man who died last year. A plaque was unveiled during the ceremony accompanying the club's gift.

The Creston Club is an organization of men in the entertainment industry dedicated to aiding children's charities, a favorite cause of the late music publisher, who was among the founders. At the time of his death, Friedman was with Bourne Music. During a substantial part of his life, he served as West Coast head of Shapiro-Bernstein.

NARAS Adds Nine Members on Coast

HOLLYWOOD—Coast chapter of the National Academy of Recording Arts and Sciences added nine new members last week. Lifetime memberships went to Capitol Records Creative Services Vice-President Alan Livingston, England's Norrie Paramor (with EMI's artist and repertoire department), and Indigo Records' James J. Lee (artist and repertoire).

Other new members include Columbia Records' songstress Dotty Walters, BMI's Bob Burrell, Capitol's Paul Engemann, RCA Victor engineers Walter Hessinger and Frank Trupu, with associate membership going to Greentree Electronics Corporation president, Burt Harris.



on 20th FOX

ALL YOU HEAR IS BEAUTY

Masters Wanted

Independent record label with national distribution seeks demos, masters, tapes for possible release. Only interested in material with teen age appeal. All replies confidential, and material promptly returned. Mail to or phone for appointment:



**Palette
Record Shop**
1733 Broadway, N.Y.C.
Phone: JUdson 6-3087

MR. MUSIC PUB. or RECORD CO.!

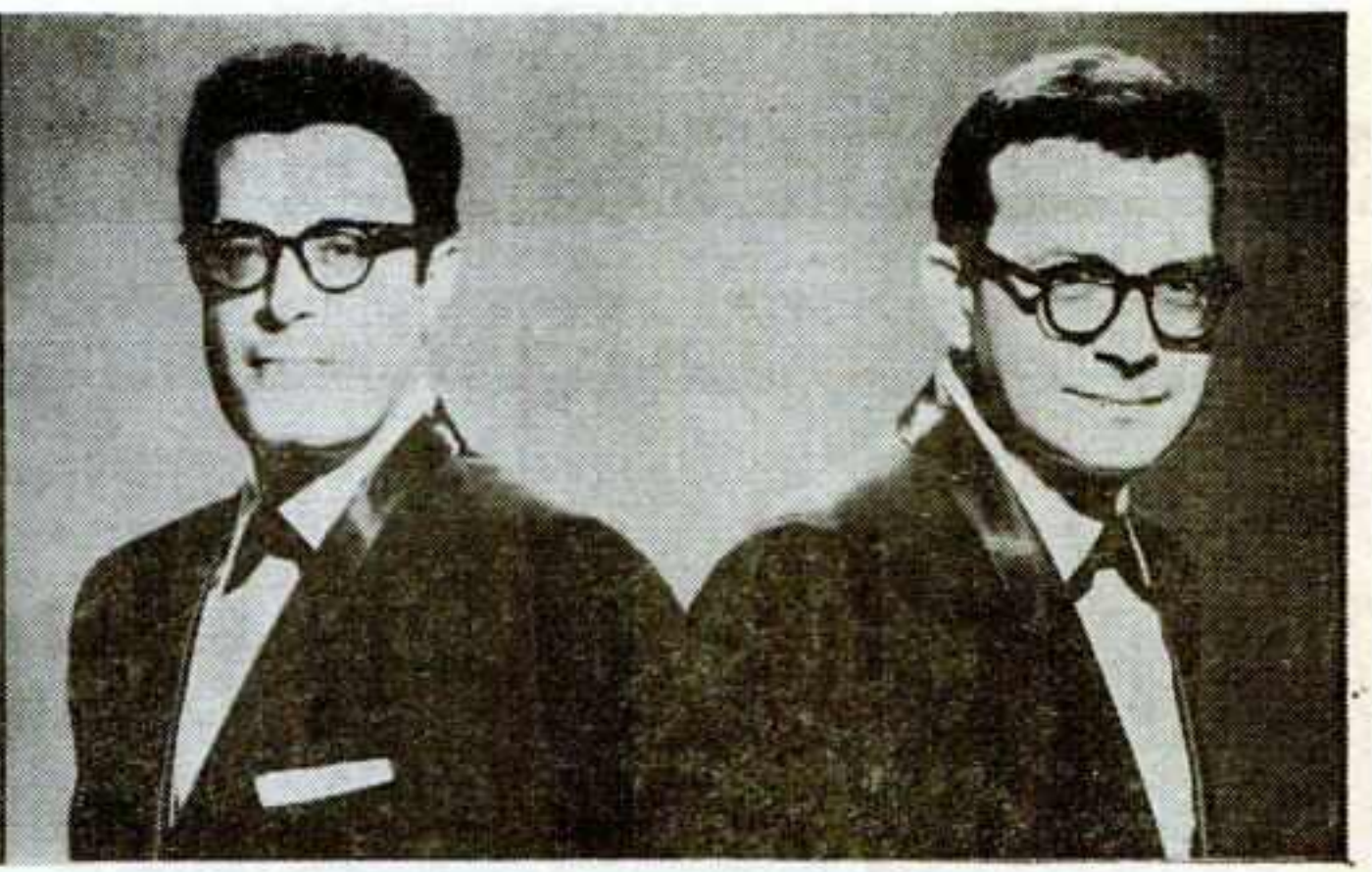
If you are looking for a bargain, a catalog of Pop Songs, with at least 3 potential hits,
WRITE—WIRE—CALL
G. KONDAS, 1405 ALLEN AVE.,
ASHTABULA, O. (PHONE: 42-142)



THE SMASH FOLLOW-UP TO EXODUS!

BY AMERICA'S NO. 1 RECORD SELLERS

FERRANTE AND TEICHER



NOW WITH THEIR NEW HIT!

LOVE THEME
FROM

ONE

EYED JACKS

COUPLED WITH

TARA'S THEME

UA 300

IT'S



ALL THE WAY!

729 SEVENTH AVE. • NEW YORK 19, N.Y.

WIN YOUR NEXT RECORDING SESSION

* (or your first, for that matter)

(The professional entertainer who best tells us how a personal Shure microphone can improve his act wins a 12" cutting date... lock, stock and barrel!)

If you win, Shure will showcase you on a major label* stereo disc...with your own choice of sidemen, arrangers, and engineers. We'll design a full-color album cover and guarantee publicity for your record. We'll even give you an original new number by George Shearing to introduce as the first band of your record. You get all the artist's royalties from the disc because Shure pays all the recording costs up to (and even including) \$5,000.00*... payable to you for the recording expenses.*

*Total limit for costs usually paid by the artist: \$5,000.00. If you're under contract to a label, money can be paid directly to contractual recording company.

all professional entertainers eligible... for complete details and entry blank, write:

Shure Entertainers' Contest
222 Hartrey Avenue, Evanston, Illinois

Dept. B-3



You introduce an original George Shearing composition. Solo, with a group, or as a background.



Sidemen (or background music), Arrangers. You pick them, Shure pays for them*.



Recording Studio and Engineers. Shure pays for them*, you get ALL the artist's royalties.

LP PROGRAMMING

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

Until KNOB-FM, Los Angeles, adopted an all-jazz format in August 1957, jazz LP's enjoyed only scant air play. Rarely does AM programming permit broadcast of complete tracks, due to pressure of commercials, and even non-specializing FM stations devote only brief time slots to jazz. Sleepy Stein took the station (oldest FM outlet in Southern California) over in 1957, and since that date every note broadcast by KNOB has been jazz. Even sponsors, such as Buergermeister, wrote their commercials in the jazz idiom.

Although the percentage of jazz on LP's has declined slightly since the station converted to this art, it still remains far over 90 per cent, and a typical day's programming discloses the extensive use of LP's. KNOB is on the air 22 hours a day, with an eye on 24 hours in the immediate future.

At 7 a.m. Al Fox comes on with "Start the Day Swingin'," two hours that feature big bands such as Les Brown, Stan Kenton, Count Basie and Duke Ellington, plus vocals by such artists as the Four Freshmen, Hi-Los, June Christy and Frank Sinatra. All these are pressed on LP.

At 9 a.m. Al Rieman brings on "Dixieland A.M.," a program that perhaps uses fewer LP's than any other through the week. Some of the best Dixieland was recorded during the pre-LP period. Although classical Dixie, such as numbers by Bix Beiderbecke, Louis Armstrong, King Oliver and the New Orleans Rhythm Kings has been reissued on LP, Rieman has to dig into 78's. But a big play is given to groups that have formed since the advent of LP's, such as the Dukes of Dixieland, Nappy Lamare and Ray Bauduc, Sharky Bonano and Teddy Buckner.

At 10 a.m. Ed Young makes total use of LP's on "Jazz for Housewives." This program uses much recent material, leaning to sweet and pretty jazz, and tops among artists here are pianists Red Garland, Erroll Garner, George Shearing and Dave Brubeck.

Joe Adams, well-known Negro jazz disk jockey on the West Coast, leans to the blues on his show, which takes three hours starting at noon. Using LP's entirely, he presents the types of jazz exemplified by such stars as Ray Charles, Count Basie, Joe Williams, Dinah Washington, Sarah Vaughan, the Cannonball Adderly Quintet and Jimmy Smith.

At 3 p.m. Ed Young returns with his "Young in the Afternoon." In contradistinction to the housewives show, this features more pure and modern jazz. Performers, all of whom are on LP, include the Jazz Messengers, Benny Golson and Art Farmer with the Jazztet, Miles Davis, Lee Morgan and Wes Montgomery.

El Dormido makes the scene at 5 p.m. with "Jazz con Savor Latino." This program relies on two types of LP's, first of which is jazz groups that play in the Latin flavor such as George Shearing, Cal Tjader, Stan Kenton, the Jazz Messengers, Johnny Richards and Herbie Mann. The remainder consists of Latin groups playing in the jazz idiom, among them Tito Puente, Perez Prado, Joe Loco, Machito and Eddie Cano.

Dinner jazz at 6 p.m. is modern in essence, presided over by Jack Rockwell. These LP's include sounds by Ben Webster with strings, the Modern Jazz Quartet, the Mastersounds, Marian McPartland and Erroll Garner.

At 7 p.m. Sleepy Stein is kept wide awake throughout "Sleepy's Hollow" with decisions on fair play. Although he has complete freedom in programming his shows, they—like the other programs—are sponsored. The difference between this and the remainder of the time slots is that "Sleepy's Hollow" is sponsored by record distributors in co-operation with Sam's Record Shop, from which the show emanates. Of eight distributors who pay part of the tab with Sam, many labels are represented, and it is up to Sleepy not only to see that the listeners are kept happy, but that all the sponsors get their fair share of representation.

Labels sold by Sleepy on this three hours and representative artists each features, would include Contemporary, Shelly Manne and His Men; World Pacific, Les McCann; Prestige, Coleman Hawkins; Riverside, Cannonball Adderly; Fantasy, Cal Tjader; Blue Note, Jimmy Smith; Argo, James Moody; Roulette, Count Basie; Impulse, Gil Evans; Mercury, Bob Brookmeyer; Atlantic, Jimmy Giuffre; Veejay, Bill Henderson; Savoy, Charlie Byrd; Epic, Dave Bailey; Capitol, Nancy Wilson, and Columbia, Miles Davis.

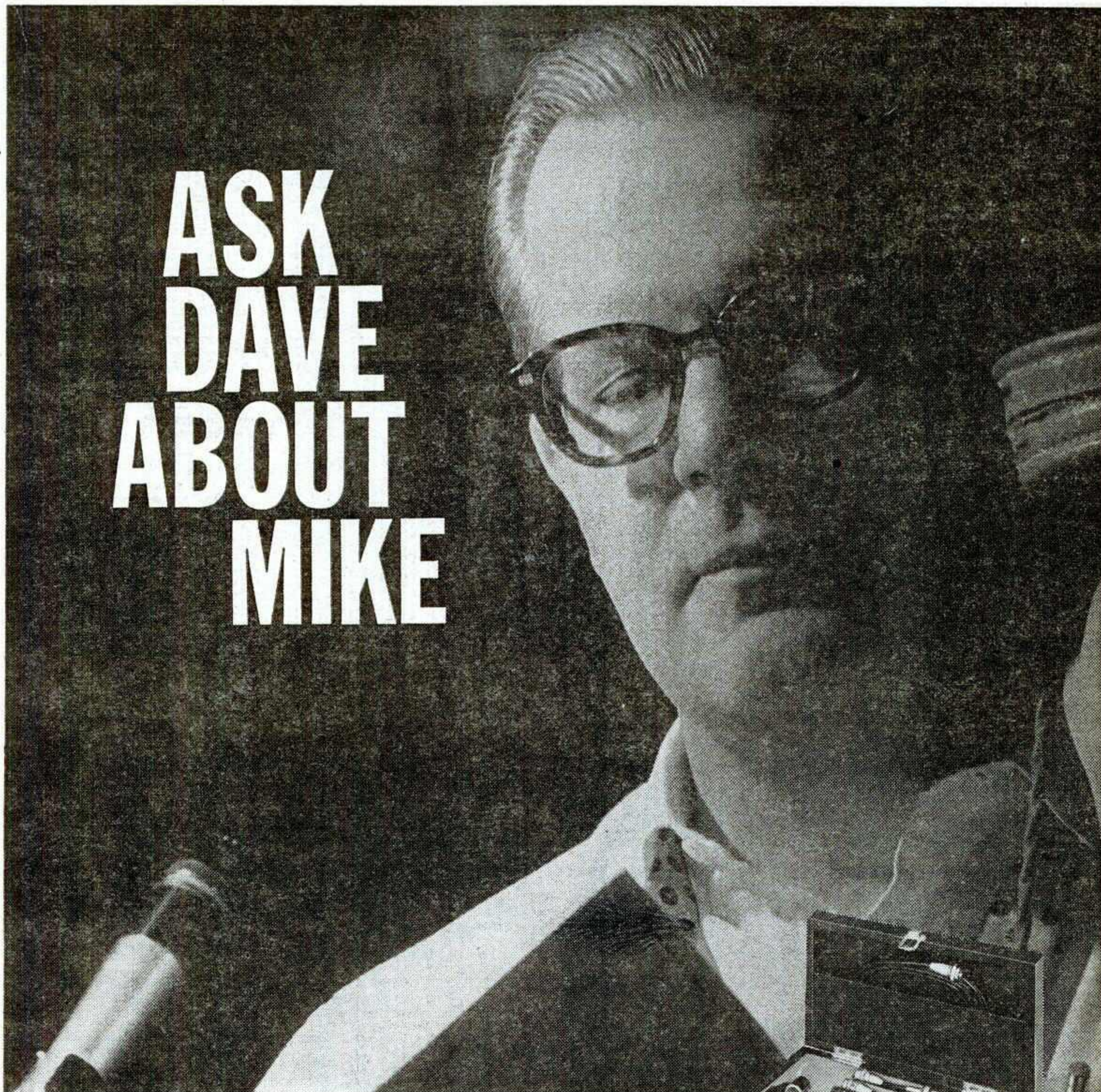
Sleepy uses a different theme each night—such as blues on Blue Monday, a big-band night, piano night, vocals and so on—but all are recent releases. The most recent LP's—up to and including the current day—are featured exclusively on his Saturday night show.

From 10 to midnight Al Fox returns with "The Fox's Den," which is strictly modern jazz. Since he does this program from the transmitter on Signal Hill in Long Beach, he has complete freedom of the station library and consequently uses nothing but LP's.

Boosting interest in LP recordings are live shows from jazz clubs in the Los Angeles area, since the groups usually have recorded the numbers they present in person. The clubs are the Summit and Shelly's Manne Holle in Hollywood and the Lighthouse in Hermosa Beach. At the Summit, Bob Gafell, the owner and former announcer, handles the emcee duties. Shelly presides on the air at his club, and Howard Rumsey, leader of the All-Stars, is host at the Lighthouse. The live shows now take a half hour, although they may be boosted to an hour soon.

(Continued on page 22)

ASK DAVE ABOUT MIKE



How David Carroll puts his personal Shure microphone to work for him

As conductor, arranger and musical Director of the Mercury Recording Co., David Carroll (Re-percussion; Let's Dance) has tried virtually every top-quality microphone . . . and settled on the Shure Unidyne III as his own personal unit. First and foremost, because it picks up every shading and nuance of sound during his critical audition and rehearsal sessions. But more than that, the Unidyne III fits in best with the performer's way of working. His Unidyne travels right along with him . . . it's lightweight, compact and rugged. The whole unit (complete with all the

cables and adaptors to fit it into any club or recording studio set-up) is about the size and weight of a clarinet case. It can take knocking-around that would ruin other microphones. And, it's unidirectional so it can be "aimed" at the sound source and pick it up perfectly while suppressing random background noise and audience murmur. Like the Studio model Shure 333, which is often used in Mercury cutting sessions, the dependable performance of the Shure Unidyne III makes it the choice of the performer-perfectionist. Ask David Carroll.



SHURE

Performer's Personal microphone outfit

You CAN (and should) take it with you. Superb UNIDYNE III microphone complete with holder, cable and adaptors to hook into any club or auditorium P.A. system, or into better quality home or professional tape recorders. All in handy case (about the size of a clarinet case). On special order only—see your sound consultant or write to Shure. Only \$75.00, professional net, complete.

Send for free booklet on mike technique:

Shure Brothers, Inc.

222 Hartrey Ave., Evanston, Illinois

TALENT TOPICS

NEW YORK

Elvis Presley's new movie "Pioneer Go Home," is set to roll July 3. . . . Della Reese starts at the Paramount Hotel in San Francisco March 30. . . . Sam Fletcher opens at the Casino Royal in Washington April 3. . . . Belle Barth is packing them in at the Roundtable in New York with her stories and piano work. . . . The McGuire Sisters will be at the Deauville Hotel in Miami over Easter week. . . . Johnny Mathis received the "Singer of the Year" Award from the American Music Guild Record Club last week. . . . Joe Abrams is presenting a concert at Hunter Auditorium in New York May 12 featuring the Dizzy Gillespie Ork with his music interpreted by a group of dancers under the direction of Lennie Dale. . . . Ten of Italy's top wax stars appeared at two programs in Carnegie Hall, New York, March 26 and 28 in honor of the Centennial of Italian Independence. Impresario Erberto Landi presented the show.

Atlantic City's Steel Pier opens Easter Sunday (2) with Bobby Rydell and the Maynard Ferguson ork starred. . . . Ben E. King, Fats Domino, Paul Williams and the Shells are off on one-nighter tour starting April 3. . . . Mitchel Torok has signed with Mercury Records. His new manager is Tillman Franks. . . . Johnny Tillotson will appear at the Easter Show at the Brooklyn Paramount Theater starting March 31. . . . Cannonball Adderly and his combo leave April 8 for a three-week European tour. . . . Stan Getz returned to New York after a three-week absence when he opened at the Village Vanguard last week.

Bob Rolontz.

HOLLYWOOD

Stan Kenton will introduce his "New Era in Modern American Music" at Las Vegas' Riviera Hotel, Wednesday (29), when he starts a four-week run. The "New Era's" orchestra features four mellphonioms, a new instrument (cross between a trumpet and a French horn) developed for Kenton by

Conn Instrument Company. Rest of the band consists of five trumpets, four trombones, one tuba, five saxes, drums, Latin drum, string bass, and the leader. Kenton closes his Riviera run April 25 and will hit the road for a two-and-a-half month concert tour of the U. S. with his New Era aggregation, returning here July 10.

Howard Keel will be featured in this year's Hollywood Bowl Sunrise Service. . . . Joanie Sommers, who played the UCLA campus March 11 with Shelly Manne's group, returns for a repeat school date April 7 after a student body poll placed her in the favorite spot. After the UCLA appearance, the songstress will appear on the Pat Boone ABC-TV spectacular, April 20. . . . Bobby Darin completed New York night club dates and is here ready to start rehearsals at Paramount for "Too Late Blues." Lee Zhitto

CINCINNATI

The Chordettes, Cadence recorders, opened Friday (24) at Beverly Hills Country Club, Southgate, Ky., for a fortnight's stand. . . . Mercury artist Frank D'Rone is currently holding forth at the Racquet Club, Dayton, Ohio. . . . Jack Larson, Fraternity waxer, is in New York for a string of showing dates under the guidance of a well-known maker of stars who has taken a vital interest in his talents. . . . Marjorie Meinert, dynamic pop organist, has failed to pick up her option with RCA Victor Records and is reportedly scouting for a new label connection. She has been set as one of the features of the National Association of Broadcasters convention in Washington May 7. . . . Stan Cumberpatch, national sales and promotion director of Elektra Records, spent Tuesday and Wednesday (21-22) here meeting with the Decca distributor, calling on deejays and huddling with local retail and rack buyers. Stan kicked off his trip March 15 and before coming to Cincinnati stopped off in Philadelphia, Baltimore and Washington. He left here Thursday a.m. (23) for Dallas, where he spent the weekend. He covers the New Orleans sector Monday and Tuesday (27-28) and

will spend the March 28-April 3 period in Miami. Bill Sachs

NASHVILLE

Burl Ives was back in Nashville last week for his second Decca recording date at the Bradley Studios in a few weeks. The folk singer etched an album of Western ballads. Decca's Milt Gabler was in from New York to co-direct session with Owen Bradley. . . . RCA Victor's Jim Reeves completed an album at the RCA Victor Studio here last week. It is skedded for August release. . . . The Oklahoma Ranglers were in at Bradley's last week for jingle sessions, and Edwin Huster ad agency rep, Jack Kress, was in for jingle sessions for the Knoxville agency.

Floyd Robinson has moved from RCA Victor to the Jamie label and cut his first session for the latter at Bradley's March 17. . . . Decca's Bill Anderson recorded at the Bradley Studios last week. . . . Chet Atkins has just completed a new string album for RCA Victor for June release. . . . Don Gibson is due at the RCA Victor Studio this week for sessions. . . . Songwriter John Loudermilk cut his first session for RCA Victor under direction of Chet Atkins at the RCA Victor Studio Thursday (23). . . . Hank Snow's new RCA Victor release is getting much local talk. Sides are "Poor Little Jimmy" c/w "Beggar to a King." . . . Acuff-Rose Publications' Joe Lucas is excited over the new Melvin Endsley release for Hickory, "Everytime the Sun Goes Down."

Carl Smith and Goldie Hill have a new sure-fire hit, their first son, Carl Jr., born recently in Nashville. . . . Eddy Arnold is skedded for a guest spot on NBC-TV's "Chevy Show" Easter eve. . . . Bob Moore, Hank Garland, Floyd Cramer, Boots Randolph and the Jordonaires are in Honolulu with Elvis Presley for sound work on new Presley flicker. Pat Twitty

CHICAGO

Comedian Bob Newhart (Warner Bros.) opened his "buttoned-down" (Continued on page 41)

NIGHT CLUB REVIEWS

Anita O'Day—Better Than Ever

Anita O'Day's recent vocal stint at New York's Basin Street East (she closed Wednesday 8) proves again that the real thing is always better than the imitation. For Anita O'Day, probably the most imitated of girl jazz singers over the last two decades, is the real thing, and to put it mildly, she is singing better than ever. And that's saying a lot. Anita flipped the audience at Basin Street on Tuesday night (7) not only via her top-flight and exciting vocalizing, but with her bubbling personality and sock projection.

She ran through her catalog of songs in solid fashion, including her sensational rendition of "Tea for Two," plus "Stella by Starlight," "I Cried for You," and a medley of tunes of the big band days, including "Her Tears Flowed Like Wine" and "Honeysuckle Rose."

Pat Harrington Jr., who received a new lease as a comic via his appearances as Guido Panzini on the Jack Paar Show, displayed his remarkable dialect comedy talents to advantage at his appearance here. The only criticism that could be made is that Harrington's tales are a bit too long.

The Gene Krupa Quintet, with Gene fully recovered from his recent illness, continues to put on a bright musical show. Gene's drumming is loaded with showmanship, and his performance of "Big Noise From Winnetka" and "Drumboogie" drew big hands. The Krupa combo features Eddie Wasserman on sax, Ronnie Ball on piano and Kenny O'Brien on bass, and they make for a mighty entertaining act. Bob Rolontz.

★ ★ ★

Irish Quartet in Playboy Frolic

If the Clancy Brothers and Tom Makem don't start a popular trend toward Irish folk music, it's not likely that anything will. This quartet of strong-voiced, young Irishmen was the highlight of a pair of new shows opening at Chicago's Playboy Club last week and they had the house in an uproar. They specialize in authentic Irish folk songs, dating back to the 18th century. Typical was their opening number, a lightly brogued, rhythmic tune, "Tis Brennan on the Moor."

The group records for Columbia, but to date their following is from the Irish folk music group—not a sizable contingent by any measure. However, if audience reaction is any indication, and if the raptures of local columnists mean anything—this could all easily change.

The rest of the Playboy fare offered a variety of talent. From the jazz field, there was Bill Henderson (Chess) doing some excellent jazz vocalizing in his typical vibrato-voiced style, and a pair of exceptionally good tries—Billy Wallace and his group (Vee Jay) and the Kirk Stuart Trio, yet unsigned by any label.

Some change-of-pace vocal duet and comedy was furnished by Cindy and Lindy (Decca); comedy dialog by Hal and Bryna; strong tenor vocalizing by John Gary (Fraternity); and some pop-scat singing by Johnny Janis (Columbia). A newcomer to the entertainment scene was Jackie Jackler, a pleasant-voiced young lady—very pretty—who has a touch of huskiness in her singing style that is very appealing. Jackie, also yet unsigned by any label, was virtually making her debut at the Playboy and could be a voice more heard from if first impressions are meaningful. Nick Biro.

★ ★ ★

Belle Barth Discards Her Sting

Belle Barth is a curious anomaly in the disk business. She has sold close to 300,000 records on the After-Hour label but has yet to appear on any best-selling record chart. Her material is blue, and in many towns district attorneys or vice squads have raided her act or kept her records out of stores, or removed them from under the counter.

This may be the reason why in her first New York appearance in 10 years, at the East Side's Roundtable, she is playing it so Snow-Whiteish. For the vet comic, who looks like a slightly younger edition of Sophie Tucker, has cleaned up her act so much for the New York scene that she hasn't any act at all. She plays the piano, sings a bit, makes a few remarks, but someone has pulled her claws. Her New York appearance doesn't show her off in her best light. In her current act at the club, if the show caught Thursday (23) is any criterion, you could bring your 13-year-old daughter and not worry about Belle making her blush.

To the crowds at the club the question is do they get what they came for with a cleaned up Belle Barth—and the answer is no. They would be better off listening to her record or catching her at Grossinger's. Belle, where is thy sting? Bob Rolontz.

★ ★ ★

Dick Gregory Talent Confirmed

Dick Gregory, the comic who has been piling up publicity in newspapers and consumer magazines ever since he broke wide open at the Playboy Club in New York, is undoubtedly a major comedy talent. In his first New York appearance at the Blue Angel, he comes off as a hip, bright and clever comedian, able to deliver a sensational 30 to 45-minute monolog, replete with satiric thrusts at worldly foibles and loaded with laughs.

Gregory has a touch of many of the current crop of comics, including Sahl, Newhart, Bruce and Berman. Yet his style is his own as is his material—which, incidentally, is written by himself. What distinguishes him from many of the others are his thrusts at race relations in this country as well as throughout the world. What might be in questionable taste from a white comic is funny, in a sardonic way, from Gregory. Yet Gregory's routine is really not only based on race relations or integration themes. He has an innocent way of commenting on many other (Continued on page 22)

(Continued on page 22)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

The new 13,000-seat Coliseum, Jacksonville, Fla., will be the scene of the First Annual Country Music Festival to be sponsored by Station WQIK, Jacksonville, Saturday night, April 22, beginning at 7:30. Featured will be a "Grand Ole Opry" package including Webb Pierce, Faron Young, Porter Wagoner, Lester Flatt and Earl Scruggs, Cowboy Copas, Patsy Cline, Bob Gallion, the Louvin Brothers, George Hamilton IV, Mel Tillis, Roy Drusky, Darrell McCall, Curly Harris, the Country Deputies and the Foggy Mountain Boys. In addition to the regular show, there will be a hog-calling contest and a fiddlers' contest to determine the State championship. Station WQIK expects the event to draw a record crowd from all over North Florida and South Georgia.

Station KENS, San Antonio, is handling the promotion on four Texas dates for a Hubert Long

package comprising Webb Pierce, Porter Wagoner, Roy Drusky, Claude Gray, the Louvin Brothers and Warren Smith. The troupe plays Austin, April 6; Corpus Christi, 7; San Angelo, 8, and San Antonio, 9. A Long package broke all records on a recent engagement in San Antonio sponsored by KENS. . . . Rose Maddox and Buck Owens recently cut their first duet together at the Capitol studios in Hollywood, with the national release set for April 3. Tunes are "Loose Talk" and "Mental Cruelty."

Darrell McCall, who has just made his debut on the Capitol label with "Beyond Imagination" b/w "My Kind of Lovin'," is set for a shot on the Dick Clark TV-er April 3. . . . Ray Price, Glen Jones, Marvin Rainwater and members of Price's Cherokee Cowboys (Steve Bess, Shorty Lavender, Jimmy Day and Donnie Young) escaped with minor cuts and bruises when a truck cut in front of the Price bus driven by Jones on the highway near Valentine, Tex.,

March 11. With their bus badly damaged in the crash, the Price troupers continued their journey to Corpus Christi, Tex., by chartered plane. Shortly after their return to Nashville, Price developed bronchial pneumonia and spent several days in a Madison, Tenn., hospital. He mended sufficiently, however, to fly to Oklahoma City for appearances Saturday and Sunday, March 18-19.

Marty Landau, Los Angeles agent, is handling arrangements for "The Marty Robbins Show" to be staged at Municipal Auditorium, Shreveport, La., April 23, sponsored by KEEL, the Gorden McLendon station there. The Robbins show will be held in conjunction with the Holiday-in-Dixie Celebration, an annual event in Shreveport. . . . Columbia's Don Law, who recently accompanied his mother back to her home in England, is due back in Nashville early next week. One of his first recording sessions upon his return to the Tennessee city will be with the new (Continued on page 40)

(Continued on page 40)

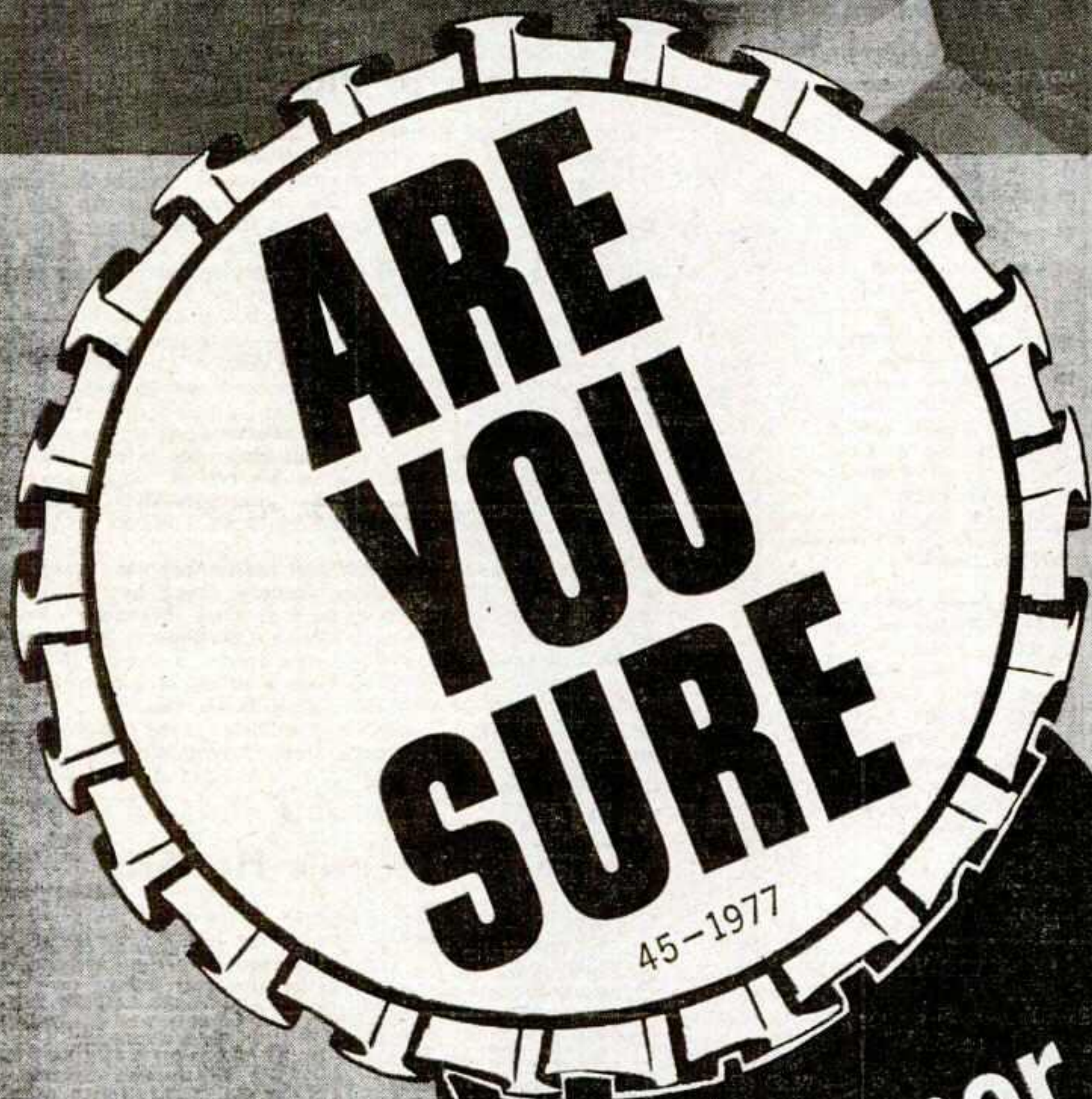
Now
**England's
Biggest Hit**

#2 on chart week ending March 24



The original written and sung by

**THE
ALLISONS**



Winner
of the BBC's
"A Song For Europe"
(Wednesday, Feb. 15, '61)

ON

LONDON
RECORDS

539 WEST 25 STREET, NEW YORK 1, N. Y.

DJ's:

Wire collect for your copy,
if you have not yet received one

RACK JOBBERS:

Ready for all the racks on "guarantee" and
in special picture jacket



BRITISH NEWSNOTES

Steve Lawrence's 'Portrait' Takes English Ivors Award

By DON WEDGE
News Editor, New Musical Express

"Portrait of My Love"—sung by Steve Lawrence, currently climbing the BMW "Hot 100"—has been chosen as the Outstanding Song of 1960 by a panel appointed by the British Songwriters' Guild to choose the year's "Ivory"—the annual awards. These are made in memory of the late Ivor Novello for outstanding work in the British pop music world.

"Portrait" was written by Cyril Ornadel and Norman Newell and published by Kassners. Runner-up was "As Long as He Needs Me," the hit song from Lionel Bart's musical, "Oliver" (published by Lakeview); this number was also named Best-Selling and Most-Performed Work of the Year and the show gets the Outstanding Score award. Runner-up in the Best-Selling category was "Apache" by Jerry Lordan (publisher: Francis, Day and Hunter).

Visitors Here

Mercury's international director Brice Somers was visiting London last week from his Geneva headquarters. . . . "Bye Bye Birdie" writer Steward Robinson came to prepare for London production.

Disk Biz

British Decca has re-released "The Smashing of the Van" by Enoch Kent. It was originally issued on Top Rank, not taken by EMI following the switch of that label's ownership. It is the first deal by Decca with Rank although a Rank LP by Irish folk singer Kathleen Watkins has been acquired for later release. . . . Tubby Hayes, a leading British jazz instrumentalist, has been signed by Jack Bayerstock for Fontana with an eye on the international as well as the home market. . . . Jeff Kruger's indie label, Ember, is issuing

two disks from the U. S. King catalog—the Five Royals: "Dedicated to the One I Love" and the Valentines: "Hey, Ruby." . . . EMI is developing its bulk imports from associated foreign firms for specialist markets. . . . Film star Nadia Gray has been signed by Parlophone and cut the two titles she sings in the Peter Sellers film, "Mr. Topaze." . . . Following its success in the Eurovision Song Contest, HMV rush-released "Nous Les Amoureux" sung by Jean Claude Pascal.

Pubber Row

U. S. rights have been acquired from Tin Pan Alley Music by Shapiro, Bernstein of "Dream Girl," a moderate hit here for Mark Wynter (Decca) and due for U. S. release. . . . The EMI publishing division has world rights of "Angeliqne," the Danish entrant in the Eurovision Song Contest. . . . John Fields Music announced a deal to represent Perry Como's Roncom Music in Britain; Eddie Rogers has been appointed professional manager.

Talent Tours

Not signed, but set in outline now is a six-week tour starting September for Johnny and the Hurricanes; the package is being presented by Bunny Lewis, who plans a long string of concerts. . . . Ray Charles is virtually certain for a shorter tour about the same period. . . . There has been some talk of a visit by Jorgen Ingmann.

Pat Boone has a series returning to Radio Luxembourg on Thursdays from April 6.

New Albums

The Philips group rounded out the month with an issue that included Ray Conniff: "Memories Are Made of This"; "The Spectacular Johnny Horton"; and the original Broadway cast album of "Finian's Rainbow."

New Singles

Two months ahead of the show's opening come disks of numbers from "Sound of Music." Decca issued "Climb Ev'ry Mountain" by David Whitfield, Philips offers Tony Bennett and EMI has David Hughes. The title tune has versions by Whitfield, Mantovani (on Decca) and Doris Day (on Philips). The Mantovani coupling is the theme from "The Valiant Years" TV series.

Also multi-covered is "Pony Time." EMI-Columbia has the Chubby Checker version from

Best-Selling Pop Records in FRENCH BELGIUM

March, 1961
(Courtesy Juke Box, Mechelen)

This Month	Last Month	Title	Artist
1	2	NON JE NE REGRETTE RIEN—	Edith Piaf
2	1	KILI WATCH—The Cousins	
3	17	GARDE-MOI LA DERNIERE DANSE (Save the Last Dance for Me)—Dalida, The Drifters, Damita Jo	
4	3	RAMONA—The Blue Diamonds	
5	18	LE BLEU DE L'ETE (Green Leaves of Summer)—Compagnons de la Chanson, Brothers Four, John Williams	
6	7	TU PARLES TROP (You Talk Too Much)—Joe Jones, Dario Moreno	
7	3	Apache—The Shadows	
8	12	JE M'VOYAIS DEJA—Charles Aznavour	
9	5	O SOLE MIO—E. Presley, Dalida	
10	11	ARE YOU LONESOME TONIGHT?—E. Presley	
11	—	WOODEN HEART—E. Presley	
12	—	LA JOIE D'AIMER—Petula Clark, Dalida, Gloria Lasso	
13	6	ITSY BITSY BIKINI—Dalida, Brian Hyland	
14	8	VERTE CAMPAGNE (Greenfields)—Compagnons de la Chanson, The Brothers Four	
15	15	BANJO BOY—Jan and Kjeld, Andy Cordy	
16	14	MY GIRL JOSEPHINE—Fats Domino	
17	9	NOTRE CONCERTO—Compagnons de la Chanson, Dario Moreno, Royal Belgian Strings	
18	4	ALLEZ SAVOIR POURQUOI—Compagnons de la Chanson	
19	20	ECRIT DANS LE CIEL—Bob Azzam	
20	—	SAILOR—Petula Clark	

Best-Selling Pop Records in BRITAIN

For the week ending March 24, 1961
(Courtesy New Musical Express, London)

This Last Week

This Week	Last Week	Title	Artist
1	3	WOODEN HEART—	Elvis Presley (RCA)
2	3	ARE YOU SURE?—	Allisons (Fontana)
3	1	WALK RIGHT BACK—	Everly Brothers (Warner Bros.)
4	2	THEME FOR A DREAM—	Cliff Richard (Columbia)
5	6	MY KIND OF GIRL—	Matt Monro (Parlophone)
6	5	WILL YOU LOVE ME TOMORROW?—	Shirley Bassey (Top Rank)
7	7	EXODUS—	Ferrante and Teicher (London)
8	14	AND THE HEAVENS CRIED—	Anthony Newley (Decca)
9	10	RIDERS IN THE SKY—	Ramrods (London)
10	15	WHEELS—	String-A-Longs (London)
11	25	LAZY RIVER—	Bobby Darin (London)
12	8	F.B.I.—	Shadows (Columbia)
13	17	SAMANTHA—	Kenny Ball (Pye)
13	21	GOODNIGHT, MRS. FLINTSTONE—	Pitdown Men (Capitol)
15	9	WHO AM I?—	Adam Faith (Parlophone)
15	19	EXODUS—	Semprini (HMV)
17	13	CALENDAR GIRL—	Neil Sedaka (RCA)
17	25	MARRY ME—	Mike Preston (Decca)
19	12	ARE YOU LONESOME TONIGHT—	Elvis Presley (RCA)
20	11	SAILOR—	Petula Clark (Pye)
21	16	LET'S JUMP THE BROOMSTICK—	Brenda Lee (Brunswick)
22	20	BABY SITTIN' BOOGIE—	Buzz Clifford (Fontana)
23	—	SEVENTY-SIX TROMBONES—	King Brothers (Parlophone)
24	18	JA-DA—	Johnny and the Hurricanes (London)
25	—	WHERE THE BOYS ARE—	Connie Francis (MGM)
26	30	AFRICAN WALTZ—	Johnny Dankworth (Columbia)
27	22	DREAM GIRL—	Mark Wynter (Decca)
28	23	GATHER IN THE MUSHROOMS—	Benny Hill (Pye)
29	—	TIL THERE WAS YOU—	Peggy Lee (Capitol)
30	—	WHAT AM I GONNA DO?—	Emile Ford (Pye)

Parkway; the Decca group has Ray Garnett (RCA) and there is also the Don Covay version (from Arnold) on Pye; Philips has a British cover by Jimmy Lloyd.

Other issues included "All of Everything" by Frankie Avalon (HMV from Chancellor) and Cleo Jons (RCA); Marv Johnson: "Mercury - Go - Round" (London from United Artists); Carla Thomas: "Gee Whizz" (London from Atlantic); Rosie: "Lonely Blue Nights" (Coral from Brunswick); the McGuire Sisters: "Just for Old Times' Sake" (Coral).

Record Sales

At the top of the chart for the second time this year is Elvis Presley, this time with "Wooden Heart" (RCA). . . . Ferrante and Teicher's "Exodus" theme (London from United Artists) remains at No. 7, but the British cover by Semprini (HMV) moved up to No. 15. . . . There were substantial moves for "And the Heavens Cried" by Anthony Newley (Decca), No. 14 to 8; String-A-Longs: "Wheels" (London from Warwick) from No. 15 to No. 10; Bobby Darin: "Lazy River" (London from Atco) up 14 places to No. 11 and the Pitdown Men: "Goodnight, Mrs. Flintstone" (Capitol) up six places to No. 13. . . . Two songs from "The Music Man" entered the chart last week—"Seventy-Six Trombones" by the King Brothers (Parlophone) at No. 23 and "Till There Was You" by Peggy Lee (Capitol), No. 29. Other new entries include Connie Francis: "Where the Boys Are" (MGM) and a British version of Neil Sedaka's "What Am I Gonna Do?" by Emile Ford (Pye).

Frank Military to New Post

NEW YORK — Frank Military, formerly with Bregman, Vocco & Conn, has been named general professional manager of the Warwick, Cheerio and Korwin Music firms. Military will be in charge of the three firm's catalog material as well as work on new songs. Warwick and Cheerio are owned by Leo Eastman, who recently purchased Korwin Music, the Mike Stewart-Bob Allen firm, with another partner.

GERMAN NEWSNOTES

German 'Mule Skinner' Riding High on Broadcasting Charts

By JIMMY JUNGERMANN
Producer Byerischer Rundfunk, Munich

The U. S. hit "Mule Skinner Blues," or the "Missouri Cowboy" in German, is No. 2 on Radio Frankfurt's Hit Parade, No. 1 on Rias-Berlin's "How Do You Like It," and at No. 2 on Radio Stuttgart's "Hit Scala." The number is sung by Peter Alexander and Bill Ramsey on Polydor, and published by Peer. Peer's second hit of the moment "La Pachanga" gets good airing all over Germany.

Francis In German

Connie Francis taped another show in Munich and Vienna for German TV with Peter Kraus. She sang "Oh, I Like It" by Frwin Halletz and Hans Bratdke, and "Darling, Meine Liebe" by Werner Scharfenberger and Fini Busch.

Record Sales

Reports claim that Sweden sold 56,000 records of "Sailor," Norway

sold 44,000. All over Europe, there are more than 100 recordings of Heino Gaze's "Calcutta."

Hot Wax

Werner Scharfenberger and Fini Busch, the Munich hit team, have two new numbers going at the moment: Peggy Brown singing the "Hafen Ballade" on Telefunken, published by Karl Heinz Busse, and "Souvenir d'Amour," sung by Lolita on Polydor, published by August Seith.

On the import front, Ralf Bendix sings two brand-new numbers from Italy and England on Electrola: "24,000 Kisses," No. 2 at San Remo, "Charleston One Step." Both are published by Busse.

Other hot items are the "Winnetou Polka" by Ernst Jager and Buschor, Ariola's big hit at the moment. Tune is published by Meisel. . . . The Blue Diamonds sing their first German tune on Philips — "Das Alte Heimwehlied," by Charles Niessen, published by Montana in Munich.

Filmusical

Heidi Bruhl stars in the Filmusical "Eine Hubscher Als Die Andere," music by Werner Scharfenberger, lyrics by Aldo von Pinelli. The publisher is Peter Schaeffers.

BELGIAN NEWSNOTES

Many U. S. Stars Among New Wax

By Jan Torfs

Juke Box Magazine, Mechelen

Connie Francis is here again, this time with two oldies: "Because of You" and "You Made Me Love You." . . . New Decca releases this week are "Calcutta" by Lawrence Welk, "Surprise Package" by Louis Prima and Keely Smith and "Lovey Dovey" by Buddy Knox. On Atlantic we received "I Count the Tears" by the Drifters and "Spanish Harlem" by Ben E. King.

Columbia released a new LP: "Bobby Rydell Sings and Swings," and a single by England's top youngster Cliff Richard.

Best-Selling Pop Records in NORWAY

For the week ending March 24, 1961
(Courtesy Verdens-Gang, Oslo)

This Last Week

This Week	Last Week	Title	Artist
1	1	SEEMANN—	Lolita (Polydor)
2	4	ROMANTICA—	Robertino (Triola)
3	2	O SOLE MIO—	Robertino (Triola)
4	3	AH MARIE, JEG VIL HJEM—	The Monn Keys (Triola)
5	5	ARE YOU LONESOME TONIGHT—	Elvis Presley (RCA)
6	7	YOU'RE SIXTEEN—	Johnny Burnette (London)
7	6	WOODEN HEART—	Elvis Presley (RCA)
8	9	OH MARIE, JEG VIL HJEM—	The Four Jacks (Odeon)
9	8	LES ENFANTS DU PIREE (Never on Sunday)—	Melina Mercouri (London)
10	31	HAN ER ENDELIG, ENDELIG MIN—	Jnger Jacobsen (Columbia)

Victor's April Slate Includes 14 LP's, Peter Nero Album

NEW YORK—RCA Victor will issue 14 new albums for April, including the first LP by Peter Nero, a young pop pianist. Other new albums spotlight Floyd Cramer, Frankie Carle (his 12th LP for Victor), a collection of boogie woogie sides in "Boogie Woogie Revisited," the Three Suns, Hugo Winterhalter, the Esquival ork, the Belafonte Folk Singers, the Browns, an album of country classics, and the First Percussion Sextet. There is also a new Victor jazz release called "The Bix Beiderbecke Legend," an album with Louis Armstrong platters from the 1930's, and an Artie Shaw ork collection of sides recorded for radio broadcasts in 1938 and 1939.

Best-Selling Pop Records in GERMANY

Week ending March 25, 1961
(Courtesy Automaten-Markt, Braunschweig)

This Last Week

This Week	Last Week	Title	Artist
1	1	PEPE—	Dalida (Ariola); Caterina Valente (Decca); Jorgen Ingmann (Metronome); Willy Hagara (Philips)
2	4	SUCU-SUCU—	Ping Ping (Ariola)
3	2	PIGALLE—	Bill Ramsey (Polydor)
4	3	ADIEU, LEBEWEL, GOOD-BYE—	Gerd Boettcher (Decca)
5	6	SALOME —	Das Lucas-Quartett (Polydor)
6	5	DER ROTE TANGO—	Die Regenfelder (Pergola)
7	7	MIT 17 FANGT DAS LEBEN ERST AN (Save the Last Dance for Me)—	The Drifters (Atlantic); Ivo Robic (Polydor)
8	10	RASTLOS—	Jimmy Barber (Telefunken)
9	9	APACHE—	The Shadows (Columbia); Jorgen Ingmann (Metronome)
10	8	BIST DU EINSAM HEUT' NACHT? (Are You Lonesome Tonight?)—	Wyn Hoop (Decca); Peter Alexander (Polydor); Helmut Zacharias (Polydor); Elvis Presley (RCA)
11	11	DENN SIE FAHREN HINAUS AUF DAS MEER—	Peggy Brown (Telefunken)
12	11	WENN DU HEIMKOMMST—	Lale Andersen (Electrola)
13	13	DA SPRACH DER ALTE HAUPTLING—	Gus Backus (Polydor)
14	16	SCHAU NICHT AUF DIE UHR (Here We Go Again)—	Barbara Klein (Philips); Doris Day (Philips)
15	17	ER SAH AUS WIE EIN LORD—	Corry Brokken (Philips)
16	14	WUNDERLAND BEI NACHT—	Bert Kampfert (Polydor)
17	23	SURRENDER (Remembering an Sorrent)—	Elvis Presley (RCA)
18	1	HALLO, BLONDIE—	Alice, Ellen and Peter (Polydor)
19	19	TUM BALALAIKA—	Leo Leandros (Philips)
20	21	MATROSE AUS PYRAUS—	Caterina Valente (Decca); Lale Andersen (Electrola)
21	27	SOUVENIR D'AMOUR—	Lolita (Polydor)
22	22	PACHANGA—	Audry Arno-Hazy Osterwald Sextet (Polydor)
23	24	LIEBE MICH—	Blue Diamonds (Fontana)
24	20	CAFE ORIENTAL (C'est Ecrit Dans Le Ciel)—	Vico Torriani (Decca); Nino Robic (Odeon)
25	25	ALS ICH EIN KLEINER JUNGE WAR (Di-di-o-day)—	Peter Steffen (Polydor)
26	26	KILL-WATCH—	The Cousins (Ariola)
27	—	MISSOURI COWBOY (Mule Skinner Blues)—	Peter Alexander-Bill Ramsey (Polydor)
28	—	ICH MUSS DICH IMMER WIEDER KUSSEN/24 MILA BACI—	Ralf Bendix (Columbia); Adriano Celentano (Columbia); Little Tony (Durium)
29	—	UNTER DER ROTEN LATERNE VON ST. PAULI—	Peter Kraus (Polydor)
30	—	MILLER'S PFEIF-MARSCH—	Mitch Miller (Philips)

FRENCH NEWSNOTES

Disks Continue On Sales Skid

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

According to figures published in the monthly magazine Vendre, French phonograph records have decreased in quantity and sales. The year 1957 had been the golden year of the record production but since then sales have decreased progressively. According to Vendre, this decrease is due to many reasons. The principal ones are overproduction of versions of the same title, the retailers' 20 per cent discount and government taxes.

In 1957 some 34.5 million were sold for \$23 million, while in 1960, 14 million records sold for \$10 million.

New Albums

"Le Chant du Monde's" newest LP is the Weavers at Carnegie Hall. . . . Elvis Presley's "His Hand in Mine" has been issued by RCA.

Movie Music

Thien-Yong recorded for Barclay the French version of "The World of Suzie Wong." . . . Bob Azzam recorded "Good Bye Again," principal theme of the U. A. film "Aimez-vous Brahms." . . . London issued Duane Eddy's "Pepe" from the Columbia pic.

New Singles

RCA issued two disks of American songs which have been high in U. S. charts: Hank Locklin's "Please Help Me, I'm Falling" and Ray Peterson's "Tell Laura I Love Her."

Dance Time

Recording executives agree that the cha cha is the most popular dance rhythm here. All major labels are starting to record various types of tunes with a cha cha beat.

DECCA®

HAS THE ORIGINAL HIT VERSION COAST TO COAST

Ila Pachanga

31238

by **AUDREY ARNO** and **THE HAZY OSTERWALD SEXTET**
with orchestra directed by **KURT EDELHAGEN**

*And Heading For the "Hot 100"
coast to coast*

EBB TIDE **EARL GRANT**
31222

SAD-EYED BABY
YOU'RE THE ONE **BOBBY HELMS**
31230

PICCADILLY **CRAZY OTTO**
31235


SINCERELY YOUR FRIEND **BENNY JOY**
31199

I FALL TO PIECES **PATSY CLINE**
31205

EVERYBODY'S DYING FOR LOVE **JIMMY NEWMAN**
31217

**COMING...
BROADWAY'S
BIGGEST YET
CARNIVAL**

ORIGINAL
CAST
ALBUM



MGM RECORDS THE STARPOWER LABEL

**RECORD TALENT
PERFORMING IN
VIDEO SPECIALS**

NEW YORK — Although music is in the minority on the regular TV show scene this season, disk talent continues to play an important role on video specials, and a few weekly programs.

The upcoming Pat Boone special on ABC-TV, April 20, will feature Fabian, Joanie Sommers, the Kingston Trio, Dorothy Provine and Johnny Mercer. The "Telephone Hour," on NBC-TV, April 14, will spotlight a flock of Broadway musical stars—Ron Husman, Eileen Rodgers, Harve Presnell, Laurie Peters, Brian Davies and Paula Stewart, plus the winners of the Metropolitan Opera Auditions of the Air.

Connie Francis, Vic Damone, Roger Williams, and Morgan will perform on the ABC-TV's Academy Awards show April 17, and Bobby Darin will make one of the "Oscar" presentations. Damone will sing a special Oscar Hammerstein medley. Miss Francis will do "Never on Sunday," a song nominee, and Miss Morgan will do another tune nominee, "The Second Time Around."

ITALIAN NEWSNOTES

**Luxemburg Tune Takes
Eurovision Grand Prize**

By SAM'L STEINMAN
Piazza S. Anselmo 1, Rome

Once again a French-language song, "We, the Lovers," sung by Jean Claude Pascal, star of French films, representing Luxemburg, was the winner of the Eurovision Grand Prize. Competition entries came from 16 West European nations. Voting in the competition at Cannes gave the Luxemburg entry, a composition of Vidalin and Datin, 31 votes as against the British entry, "Are You Sure?" This was sung by its authors, John and Bob Allison, with 24 votes.

The Swiss song, "We Will Have Tomorrow," also in French, won 16 points as sung by Franca Di Rienzo, the work of Cardas and Voumard. The French entry, presented by Jean Paul Mauriac, "Springtime," by Favereau and Baxter, got 13. Italy's San Remo winner, "From Out of There" (Mogul-Donida), sung by Betty Curtis, tied for fifth with Denmark's "Angelique" (Aksel-Rasmussen) sung by Dario Campeotto.

"Music Time" continued despite predictions that government pressure would force its withdrawal. However, the second chapter was followed by replacement of the director, Daniel D'Anza, with Stefano DeStefani. Operating on a \$20,000 budget, the show has booked Johnny Desmond, Patachou, Renato Rascel and Domenico Modugno, but found the asking

prices for Betty Hutton (\$20,000) and Gene Kelly (\$24,000) too high. Fascist and Communist groups continue to picket the studios during the weekly transmissions.

Jazz Story

Columbia has issued a four-volume "History of Jazz." ... Cetra series of 45's on the story of jazz has reached Nos. 11 and 12.

Chet Baker will be charged with smuggling narcotics when his trial opens in Lucca the first week in April. He has been in jail since August 23. Co-defendants are his wife, Halema Haille Baker; John Carani, American attorney, and Dr. Roberto Becchelli among others. ... From the Italian songbook into American recordings: Dean Martin's "Gugliola" (Jelly Bean), Nat King Cole's "Cappuccino," which was called "May I Miss" in its original Italo version.

Song Days

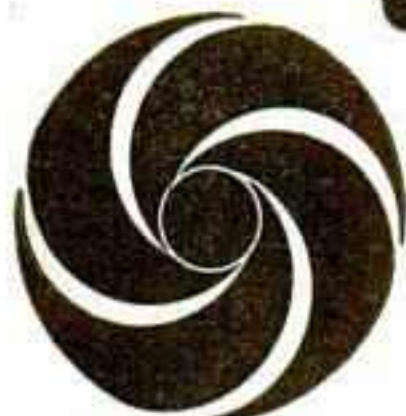
The third renewal of Milan's Six Days of Song takes place last week in April. The last one produced two hits in "Tenderness" as sung by Tony Renis and "Our Concert," by Umberto Bindi which recently hit the 300,000 mark for a gold record, the top hit of 1960.

**Best-Selling Pop Records
in ITALY**

(Courtesy Musica e Dischi, Milan)

This Week	Last Week	Title	Label
1	2	COME SINFONIA—Pino Donaggio (Columbia)	Columbia
2	1	24,000 BACI—Adriano Celentano (Jolly); Little Tony (Durium)	Jolly
3	4	IL PULLOVER—Gianni Meccia (RCA)	RCA
4	8	PER UN ATTIMO—Peppino Di Capri (Carisch)	Carisch
5	6	UN UOMO VIVO—Gino Paoli (Ricordi); Tony Dallara (Music)	Ricordi
6	5	IL MARE NEL CASSETTO—Milva (Cetra)	Cetra
7	3	AL DI LA'—Luciano Tajoli (Juke Box); Betty Curtis (CGD)	Juke Box
8	7	JEALOUS OF YOU—Connie Francis (MGM)	MGM
9	16	JUST THE SAME OLD LINE—Nico Fidenco (RCA)	RCA
10	15	THE GREENLEAVES OF SUMMER—Nelson Riddle (Capitol)	Capitol
11	17	FLAMENCO ROCK—Milva (Cetra)	Cetra
12	13	ARE YOU LONESOME TONIGHT—Elvis Presley (RCA)	RCA
13	12	LES ENFANTS DU PIREE—Dalida (Barclay); Katyna Ranieri (MGM)	Barclay
14	9	CAROLINA DAI—Sergio Bruni (Voce del Padrone); Rocco Granata (Bluebell)	Bluebell
15	11	WHAT A SKY—Nico Fidenco (RCA)	RCA
16	10	LE MILLE BOLLE BLU—Mina (Italdisc)	Italdisc
17	—	DARK AT THE TOP OF THE STAIRS—Eddie Calvert (Columbia); Ernie Freeman (Imperial)	Columbia
18	14	NON MI DIRE CHI SEI—Umberto Bindi (Ricordi)	Ricordi
19	—	EXODUS—Ferrante & Teicher (London)	London
20	18	C'EST ECRIT DANS LE CIEL—Bob Azzam (Barclay); Marino Marini (Durium)	Barclay

**BRIGHT NEW TALENT
ON ATLANTIC!**



**Billy
Storm**

WHEN YOU DANCE

b/w DEAR ONE
Supervised by Phil Spector
2098

**The
Top Notes
HEARTS OF STONE**

b/w THE BASIC THINGS
Supervised by Phil Spector
2097



THE SMASH

"The Exodus of Pepe from The Misfits'
Summer Place"

STAN ROBINSON Amy #818
AMY RECORDS, 1650 Broadway, N. Y. C.

SPANISH NEWSNOTES

Singles in Spain Are on the Gain

By RAUL MATAS
Editor Discomania
32 Av. Jose Antonio, Madrid

RCA insisted on launching singles in this country, where most other companies refused to do so. Now, with the impact of the compacts, many labels are coming out with singles.

The market is growing strongly. The flamenco albums and special folklore releases are already in stores. Summer will bring more than a million tourists from all over the world. Almost 300,000 Americans are likely to come this year. Everybody will take back a good flamenco library after a stay at El Corral de la Moreria, El Duende, Zambra and other flamenco spots here in Madrid.

Juke Boxes

Gedosa, the first Spanish manufacturer of juke boxes, is installing its model in many restaurants, bars and cafes. Repertoire is a good combination of top hits from the U. S. traditional Spanish songs from "Zarzuelas" and local rhythms.

New Releases

"Sentimental Journey" by Conway Twitty is on the market. ... "Sailor" by Petula Clark and Lolita. ... Belter introduced Tiomkin's music from "The Alamo" on 20th Century-Fox Records. ... Bobby Rydell's "Wild One" on La Voz de Su Amo label.

To U. S.

The lovely Marisol (Pepita Flores), 11-year-old singer and

dancer, will be on the Ed Sullivan Show next April 9. Marisol has done two pictures lately, "Rayo de Sol" and "Ha Llegado un Angel." Montilla made an album with her last picture songs. It is available in the U. S. and selling strongly here in Spain.

RCA started a great press campaign for its compact 33. ... Connie Francis singing in Spanish and Italian. ... Two albums from MGM launched by Hispavox. ... Nat King Cole may be a guest star at the Benidorm Festival next August.

**Best-Selling Pop Records
in SPAIN**

For the week ending March 24, 1961
(Courtesy Discomania, Madrid)

This Week	Last Week	Title	Label
1	1	GREENLEAVES OF SUMMER—Brothers Four (Philips)	Philips
2	2	ERES DIFERENTE—Carmen Sevilla (Philips); Cinco Latinos (Fontana)	Philips
3	3	15 ANOS TIENE MI AMOR—Duo Dinamico (Voz Amo)	Voz Amo
4	4	GREENFIELDS—Brothers Four (Philips)	Philips
5	5	MY HOME TOWN—Paul Anka (ABC Hispavox)	ABC Hispavox
7	6	ARE YOU LONESOME TONIGHT?—Elvis Presley (RCA)	RCA
7	6	24,000 BESOS—Adriano Celentano (Zafiro)	Zafiro
8	10	AL DI LA'—Luciano Tajoli (Discophon)	Discophon
9	9	ADAM AND EVE—Paul Anka (ABC Hispavox)	ABC Hispavox
10	8	IT'S NOW OR NEVER—Elvis Presley (RCA)	RCA
11	11	POETRY IN MOTION—J. Tillotson (Hispavox)	Hispavox
12	12	LE MILLE BOLLE BLU—Mina (Discophon)	Discophon
13	13	LA MONTANA DE IMITOS—Cinco Latinos (Fontana)	Fontana
14	—	PIDE—Ella Fleta (RCA)	RCA
15	14	ENVIDIA—Angeles Hortelano (Carillon)	Carillon
16	15	I'M SORRY—Brenda Lee (Brunswick)	Brunswick
17	—	EXODUS—Pat Boone (RCA)	RCA
18	16	YOU MEAN EVERYTHING TO ME—Neil Sedaka (RCA)	RCA
19	—	MARIQUITILLA—Jose Luis (Philips)	Philips
20	—	EL PAJARO CHOGUI—HNOS SILVA (RCA)	RCA

ATTENTION:

American Publishers

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

**Philly Nixes Jazz
At Robin Hood Dell**

PHILADELPHIA — Philadelphia's Robin Hood Dell has withstood another onslaught threatened by the whirl of jazz, and the al fresco auditorium will remain sacrosanct for the concert followers only.

George Wein sought to locate his Newport Jazz Festival in the beautiful outdoor Robin Hood Dell which houses the men of the greats of the concert world for a six-week free concert series sponsored by the city each summer. Wein staged a "Quaker City Jazz Festival" at the Connie Mack Baseball Park last summer.

City Representative Fredric R. Mann, world famous music patron who gifted the Mann Auditorium in Tel Aviv, Israel, gave Wein the official "no." He merely pointed out that the Dell is a "non-profit organization."

(Advertisement)

REPORT FROM THE NATION

Warwick Records proudly announces the departure of Fat Danny Driscoll, its ace promotion man, back to his native haunt, the Midwest, where he is, as always, an immediate success upon arrival. Memo to Danny: We have just received your expense account—you're "beautiful." . . . Al Klein, our letter writer in the Southwest, reports strong activity on BRASS BUTTONS by the String-A-Longs, TONIGHT I FELL IN LOVE by the Tokens, SCOTTISH SOLDIER by Andy Stewart, TELL THE WORLD by Mickey Boyd & the Plain-Viewers, SOMEDAY (I KNOW, I KNOW) by Ted Taylor, RIK-A-TIK by the Fireballs and CHEYENNE by Don Bach. . . . Our great composer-conductor-songwriter from the West Coast, Mr. Stan Hoffman, newly arrived from Germany, reports Warwick is on fire! The talk of the West Coast! In Detroit, Dave Fox, the conference caller, says, "Stop releasing. We have too many hits." Warwick is rewarding him with a pair of kilts for his work on SCOTTISH SOLDIER. Please ask Merle where the money is. . . . Dick "it's a gas" Gassen reports that Howard Miller is hot and heavy on the new Crew Cuts LEGEND OF BUNGA DIN. Meanwhile he's content to rest on his laurels for Warwick's big hit, WHEELS. . . . Paul Magid in Boston says, "Don't call me, I'll call you." I wonder whatever happened to Morty Craft's home town, Boston. . . . Steve Schulman in Philadelphia says, "Don't worry, Jerry Landis' PLAY ME A SAD SONG has got to be a smash." . . . Fred Buchanan of St. Louis reports, "Where's my money?" . . . Benny Blaine of New York—"We're breaking our backs, finally got the Tokens going." . . . Carl Madure, that famous singer from Cleveland—I can't even reach him on the phone—but his associate, Marv Brody, says, "What are you worried about, we're swinging." Eddie "the Beard" Kalicha reports from Baltimore, "We're a little late, but don't worry." Jim Sang from Cincinnati reports, "We got the town locked up, they're all our boys." . . . Andy Carlson from Hartford, "Send money." . . . Bob Stern from Los Angeles—I can't catch him; he hasn't stopped running yet! . . . Milt Oshins from Florida, "We're a little late but don't worry, Henry's feeling better." . . . Herbie Sandel from Minneapolis reports, "Going to be in a big cash position soon." Meanwhile he says to see Bill Taylor, who says, "Send free records." . . . Joe Martin in Newark says, "Got a great idea, get it played in New York!" . . . Saul Lampert in Philadelphia says, "I'm running, send Ronnie money." Ronnie says, "Stop running, I got the money." . . . Al and Tony in San Francisco report, "It's going to get better, we got a tough market." . . . Stan Jaffe and Don Niles in Seattle say, "We're waiting for the Dot version." . . . Gordon Dinnerstein in Boston is hopeless! More to follow!!!

Tops in England The Next No. 1 in the U.S. NOW on WARWICK

**MY KIND
OF GIRL**
by
**MATT
MONRO**
WARWICK M-636

(Chart-makers from WARWICK)

The String-A-Longs
Fantastic follow-up to "WHEELS"
**"BRASS
BUTTONS"**
Warwick M-625

Andy Stewart
**"A SCOTTISH
SOLDIER"**
Warwick M-627

The Tokens
**"TONIGHT I
FELL IN LOVE"**
Warwick M-615

The Fireballs
"RIK-A-TIK"
Warwick M-630

A DIVISION OF

Seven Arts Records, Corp.

MORTY CRAFT, PRESIDENT
701 SEVENTH AVENUE • NEW YORK 36

WARWICK GOES INTERNATIONAL

Morty Craft, president of Warwick Records, after two trips this month to Europe, has started formulating an international and domestic set-up for Warwick. Warwick has acquired the three hottest singers on the English charts—Matt Monroe, Petula Clark and Andy Stewart. Matt Monroe has two on the charts at the present time, PORTRAIT OF MY LOVE and his brand-new smash, MY KIND OF GIRL. Petula Clark has LOLITA, and Andy Stewart has SCOTTISH SOLDIER.

MORTY CRAFT MAKES ENGLISH CHARTS

Morty Craft, president of Warwick Records, formerly in charge of all single A&R work, sales and promotion for MGM records, received a very big thrill at the reflection of his work on the English charts. The following artists were either made by Morty Craft, or are being handled by Warwick Records: Connie Francis, Johnny & the Hurricanes, The String-A-Longs, Conway Twitty, Matt Monroe, Andy Stewart, and Petula Clark. In his triple capacity at MGM, he was responsible for Tommy Edwards, Mark Dinning, Joni James, enabling MGM at the time of his leaving the company to become the hottest record company for singles in the industry.

THE DOMESTIC SCENE

Warwick Records has now reached a new height of activity in the single field. They are currently riding the charts with five hit singles: WHEELS and BRASS BUTTONS by the String-A-Longs, TONIGHT I FELL IN LOVE by the Tokens, SCOTTISH SOLDIER by Andy Stewart, and RIK-A-TIC by the Fireballs. Andy Stewart's follow-up record to SCOTTISH SOLDIER has made the top ten in Canada and assures him of a smash follow-up to SCOTTISH SOLDIER.

THE MATT MONRO STORY

Matt is the current sensation of England with two records on the chart. This success did not come easily to Matt. It's taken him five years of long patience to wait for his break. Unfortunately, Warwick received permission to release PORTRAIT OF MY LOVE six weeks after Steve Lawrence's version, and the American public has not had the full benefit of Matt's talent. However, knowing the American sense of fair play, and the disc-jockey's attitude of bringing back the so-called "good music," I am sure Matt's new release will bring him the richly deserved award of being a star in America, as well as on the continent. We understand that Matt's new record, MY KIND OF GIRL, has gone to the number two position in England after three short weeks. We are looking forward to bringing these three great stars from England, Petula Clark, Matt Monroe and Andy Stewart, to this country in the near future to do T.V. and personal appearance work.

BILLBOARD MUSIC WEEK

BEST SELLING

NOTE: The listings on this spread are the nation's best selling LP's in the period specified above. They include approximately 200 albums which must be regarded as essential inventory for dealers and as outstanding programming for broadcasters. For convenience in using this material for inventory, display or programming, the listings have been broken into leading categories. The LP's then are listed alphabetically rather than in sales order within each category.

The letter M following a title indicates that only the Monophonic version of that LP is a best seller; the letter S indicates that only the Stereo version is a best seller; the letters M-S indicate that both Mono and Stereo versions are best sellers.

The best selling new LP's, on the charts nine weeks or less, are listed in rank order according to sales in the Action Album charts, in the center of this spread.

BEST SELLING POP VOCAL LP'S

Listed Alphabetically

MALE VOCALISTS

- Anka at the Copa (M)
Paul Anka...ABC-Paramount ABC 353
- Paul Anka Sings His Big 15 (M)
.....ABC-Paramount LP 323
- Belafonte at Carnegie Hall (M-S)
Harry Belafonte...RCA Victor LOC 6006;
LSO 6006
- Belafonte Returns to Carnegie Hall (M-S)
Harry Belafonte...RCA Victor LOC 6007;
LSO 6007
- Bobby's Biggest Hits (M)
Bobby Rydell...Cameo C 1009
- Calypto (M)
Harry Belafonte...RCA Victor LPM 1248
- Come Dance With Me (M-S)
Frank Sinatra...Capitol W 1069;
SW 1069
- Darin at the Copa (M-S)
Bobby Darin...Atco 112; S112
- Dedicated to You (M)
Ray Charles...ABC-Paramount 355
- Elvis Is Back (M-S)
Elvis Presley...RCA Victor LPM 2231;
LSP 2231
- Faithfully (M-S)
Johnny Mathis...Columbia CL 1422;
CS 8219
- Genius Plus Soul Equals Jazz (M-S)
Ray Charles...Impulse A-2; AS-2
- Gunfighter Ballads and Trail Songs (M-S)
Marty Robbins...Columbia CL-1349;
CS 8158
- Heavenly (M-S)
Johnny Mathis...Columbia CL 1351;
CS 8152
- He'll Have to Go (M)
Jim Reeves...RCA Victor LPM 2223
- His Hand in Mine (M)
Elvis Presley...RCA Victor LPM 2328
- Buddy Holly Story (M)
.....Coral CRL 5-7326
- Johnny Horton's Greatest Hits (M-S)
.....Columbia CL 1596; CS 8396
- Hymns (M)
Tennessee Ernie Ford...Capitol T 756
- Johnny's Greatest Hits (M)
Johnny Mathis...Columbia CL 1133
- Johnny's Moods (M-S)
Johnny Mathis...Columbia CL 1526;
CS 8326
- Love Is the Thing (M)
Nat King Cole...Capitol W 824
- More Gunfighter Ballads and Trail Songs (M)
Marty Robbins...Columbia CL 1481
- More of Johnny's Greatest Hits (M-S)
Johnny Mathis...Columbia CL 1344;
CS 8150
- Nearer the Cross (M)
Tennessee Ernie Ford...Capitol T 1005
- Nice 'n' Easy (M-S)
Frank Sinatra...Capitol W 1417;
SW 1417
- No One Cares (M-S)
Frank Sinatra...Capitol W 1221;
SW 1221
- Only the Lonely (M)
Frank Sinatra...Capitol W 1053
- Open Fire, Two Guitars (M-S)
Johnny Mathis...Columbia CL 1270;
CS 8056
- Sinatra's Swingin' Session (M-S)
Frank Sinatra...Capitol W 1491; SW 1491
- Sing a Hymn With Me (M)
Tennessee Ernie Ford...Capitol TAO 1332

- Spirituals (M)
Tennessee Ernie Ford...Capitol T 818
- This Is Darin (M-S)
Bobby Darin...Atco 115; SD 115
- Bobby Vee (M)...Liberty LRP 3181
- Warm (M)
Johnny Mathis...Columbia CL 1078
- Wild Is Love (M-S)
Nat King Cole...Capitol WAK 1392;
SWAK 1392

FEMALE VOCALISTS

- Annette Sings Anka (M)
.....Vista BV 3302
- Connie's Greatest Hits (M)
Connie Francis...MGM E 3793
- Italian Favorites (M-S)
Connie Francis...MGM E 3791; SE 3791
- I've Got a Right to Sing the Blues (M)
Eileen Farrell...Columbia CL 1465
- Latin a la Lee (M-S)
Peggy Lee...Capitol T 1290; ST 1290
- Brenda Lee (M)...Decca DL 4039
- Mack the Knife—Ella in Berlin (M-S)
Ella Fitzgerald...Verve MG 4041;
MGV 64041
- More Italian Favorites (M-S)
Connie Francis...MGM E 3871; SE 3871
- This Is Brenda (M)
Brenda Lee...Decca DL 4082
- Unforgettable (M-S)
Dinah Washington...Mercury MG 20572;
SR 60232
- What a Difference a Day Makes (M)
Dinah Washington...Mercury MG 20479

DUOS AND GROUPS

- Best Music On/Off Campus (M)
Brothers Four...Columbia CL 1578
- Date With the Everly Brothers (M)
.....Warner Bros. WB 1395
- Encores of Golden Hits (M)
Platters...Mercury MG 20472
- From the hungry I (M)
Kingston Trio...Capitol T 1107
- Here We Go Again (M-S)
Kingston Trio...Capitol T 1258; ST 1258
- Kingston Trio (M-S)
.....Capitol T 996; ST 996
- Kingston Trio at Large (M-S)
.....Capitol T 1199; ST 1199
- Make Way (M-S)
Kingston Trio...Capitol T 1474; ST 1474
- More Encores of Golden Hits (M)
Platters...Mercury MG 20591
- Sold Out (M-S)
Kingston Trio...Capitol T 1352; ST 1352
- String Along (M-S)
Kingston Trio...Capitol T 1407; ST 1407
- Tonight in Person (M-S)
Limelitters...RCA Victor LPM 2272;
LSP 2272
- Weavers at Carnegie Hall, Vol. 2 (M)
.....Vanguard VRS 9075

CHORUSES

- Fireside Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1389;
CS 8184
- Folk Song Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1316;
CS 8118
- Happy Times Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1568;
CS 8368
- March Along With Mitch Miller (M)
.....Columbia CL 1475
- Memories Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1542;
CS 8342
- Mitch's Greatest Hits (M)
Mitch Miller...Columbia CL 1544

- More Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1243;
CS 8043
- Party Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1331;
CS 8138
- Saturday Night Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1414;
CS 8211
- Sentimental Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1457;
CS 8251
- Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1160;
CS 8004
- Still More Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1283;
CS 8099

BEST SELLING COMEDY LP'S

- Listed Alphabetically
- An Evening With Mike Nichols and Elaine May (M)
.....Mercury OCM 2200
- Button-Down Mind of Bob Newhart (M)
Bob Newhart...Warner Bros. 1379
- Button-Down Mind of Bob Newhart Strikes Back (M)
Bob Newhart...Warner Bros. 1393
- Down to Earth (M)
Jonathan Winters...Verve MG 15011
- Edge of Shelley Berman (M)
Shelley Berman...Verve MG 15013
- Inside Shelley Berman (M)
Shelley Berman...Verve MG 15003
- Kick Thine Own Self (M)
Brother Dave Gardner...RCA Victor LSP 2239
- Knockers Up (M)
Rusty Warren...Jubilee JLP 2029
- Laughing Room (M)
Woody Woodbury...Stereodiddies MW 2
- Mort Sahl at the hungry I (M)
Mort Sahl...Verve MG 15012
- My Name Is Jose Jimenez (M)
Bill Dana...Signature SM 1013
- Outside Shelley Berman (M)
Shelley Berman...Verve MG 15007
- Rejoice Dear Hearts (M)
Brother Dave Gardner...RCA Victor LPM 2083
- Wonderful World of Jonathan Winters (M)
Jonathan Winters...Verve MG 15009
- Woody Woodbury Looks at Love and Life (M)
Woody Woodbury...Stereodiddies MW 1

BEST SELLING SHOW MUSIC LP'S

Listed Alphabetically

ORIGINAL CAST

- Bye Bye Birdie (M-S)
Original Cast...Columbia KOL 5510;
KOS 2025
- Camelot (M-S)
Original Cast...Columbia KOL 5620;
KOS 2031
- Do Re Mi (M-S)
Original Cast...RCA Victor LOCD 2002;
LSOD 2002
- Fiorello (M-S)
Original Cast...Capitol WAO 1321;
SWAO 1321
- Flower Drum Song (M-S)
Original Cast...Columbia OL 5350;
OS 2009
- Gypsy (M-S)
Original Cast...Columbia OL 5420;
OS 2017
- Irma La Douce (M-S)
Original Cast...Columbia OL 5560;
OS 2029
- Music Man (M-S)
Original Cast...Capitol WAO 990;
SWAO 990
- My Fair Lady (M-S)
Original Cast...Columbia OL 5090;
OS 2015
- The Sound of Music (M-S)
Original Cast...Columbia KOL 5450;
KOS 2020
- South Pacific (M)
Original Cast...Columbia OL 4180

- Tenderloin (M-S)
Original Cast...Capitol WAO 1492;
SWAO 1492
- Unsinkable Molly Brown (M-S)
Original Cast...Capitol WAO 1509;
SWAO 1509
- West Side Story (M-S)
Original Cast...Columbia OL 5230;
OS 2001
- Wildcat (M-S)
Original Cast...RCA Victor LOC 1060;
LSO 1060

SOUND TRACK

- The Alamo (M)
Sound Track...Columbia CL 1558
- Ben-Hur (M-S)
Rome Symphony Orchestra (Savina)
.....MGM 1E1; 1SE1
- Can Can (M-S)
Sound Track...Capitol W1321; SW 1321
- Carousel (M)
Sound Track...Capitol W 694
- Exodus (M-S)
Sound Track...RCA Victor LOC 1058;
LSO 1058
- G. I. Blues (M-S)
Elvis Presley...RCA Victor LPM 2256;
LSP 2256

- Gigi (M-S)
Sound Track...MGM E 3641;
SE 3641 ST
- King and I (M-S)
Sound Track...Capitol W 740; SW 740
- Never on Sunday (M)
Sound Track...United Artists UAL 4070
- Oklahoma! (M-S)
Sound Track...Capitol WAO 595;
SWAO 595
- Porgy and Bess (M-S)
Sound Track...Columbia OL 5410;
OS 2016
- South Pacific (M-S)
Sound Track...RCA Victor LOC 1032;
LSO 1032
- Student Prince (M)
Mario Lanza...RCA Victor LM 1837
- Theme From The Apartment (M)
Sound Track...United Artists 3105

MUSIC FROM MUSICALS, FILMS AND TV

- Ballads and Rhythms of Broadway (M-S)
Johnny Mathis...Columbia CL 17;
C25 803
- Broadway in Rhythm (M-S)
Ray Conniff...Columbia CL 1252;
CS 8064

ACTION

On the Charts

MONOPHONIC

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	CALCUTTA Lawrence Welk, Dot DLP 3359	9
2	4	MAKE WAY Kingston Trio, Capital T 1474	5
3	5	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol W 1491	7
4	14	BEST MUSIC ON/OFF CAMPUS Brothers Four, Columbia CL 1578	7
5	8	TONIGHT IN PERSON Limelitters, RCA Victor LPM 2272	5
6	7	WILDCAT Original Cast, RCA Victor LOC 1060	9
7	6	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CL 1574	7
8	10	JOHNNY HORTON'S GREATEST HITSColumbia CL 1596	5
9	22	MITCH'S GREATEST HITS Mitch Miller, Columbia CL 1544	3
10	12	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1568	3
11	13	AN EVENING WITH MIKE NICHOLS & ELAINE MAYMercury OCM 2200	8
12	11	DEDICATED TO YOU Ray Charles, ABC Paramount 355	4
13	9	NEVER ON SUNDAY Sound Track, United Artists UAL 4070	9
14	15	BOBBY'S BIGGEST HITS Bobby Rydell, Cameo C 1009	5
15	16	TENDERLOIN Original Cast, Capitol WAO 1492	8
16	23	DO RE MI Original Cast, RCA Victor LOCD 2002	2
17	—	CHERRY PINK & APPLE BLOSSOM WHITE Harmoniacs, Columbia CL 1556	1
18	19	BOBBY VEELiberty LRP 3181	2
19	21	12 PLUS 3 EQUALS 15 HITS Assorted Artists, End LP 310	2
20	—	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse A 2	1

LP'S by CATEGORY

FOR WEEK ENDING
MARCH 25

- Camelot (Music From) (M-S)**
Percy Faith.....Columbia CL 1570;
CS 8370
- Exodus (M)**
Hollywood Studio Orchestra.....
.....United Artists UAL 3123
- Film Encores, Vol. 1 (M-S)**
Mantovani...London LL 1700; PS 124
- Film Encores, Vol. 2 (M-S)**
Mantovani...London LL 3117; PS 164
- Great Motion Picture Themes (M-S)**
Various Artists
.....United Artists UAL 3122; UAS 6122
- Mr. Lucky (M-S)**
Henry Mancini...RCA Victor LPM 2198;
LSP 2198
- Music From Exodus and Other
Great Themes (M-S)**
Mantovani...London LL 3231; PS 224
- Operetta Memories (M)**
Mantovani.....London LL 3181
- Peter Gunn (M-S)**
Henry Mancini...RCA Victor LPM 1956;
LSP 1956
- Theme From A Summer Place (M-S)**
Billy Vaughn.....Dot DLP 3276;
DLP 25276

BEST SELLING INSTRUMENTAL & MOOD LP'S

- Listed Alphabetically
- Always (M)**
Roger Williams.....Kapp KL 1172
 - Chet Atkins' Workshop (M-S)**
.....RCA Victor LPM 2232; LSP 2232
 - Blue Hawaii (M-S)**
Billy Vaughn.....Dot DLP 3165;
DLP 25165
 - Calcutta (M-S)**
Lawrence Welk.....Dot DLP 3359;
DLP 25359
 - Cherry Pink and Apple Blossom White (M)**
Harmonicals.....Columbia CL 1556
 - Concert in Rhythm, Vol. II (M)**
Ray Conniff.....Columbia CL 1415
 - Continental Encores (M-S)**
Mantovani.....London LL 3095;
PS 147
 - Gems Forever (M-S)**
Mantovani...London LL 3032; PS 106
 - It's the Talk of the Town (M-S)**
Ray Conniff.....Columbia CL 1334;
CS 8143

- Last Dafe (M-S)**
Lawrence Welk.....Dot DLP 3350;
DLP 25350
- Let's Dance Again (S)**
David Carroll.....Mercury SR 60152
- Look for a Star (M-S)**
Billy Vaughn.....Dot DLP 3322;
DLP 25322
- Memories Are Made of This (M-S)**
Ray Conniff.....Columbia CL 1574;
CS 8374
- Music for Lovers Only (M-S)**
Jackie Gleason Orch., Buddy Hackett
.....Capitol W 352; SN 352
- Near You (M-S)**
Roger Williams.....Kapp KL 1112;
KL 1112-S
- 'S Awful Nice (S)**
Ray Conniff.....Columbia CL 1137
- 'S Wonderful (M)**
Ray Conniff.....Columbia CL 925
- Sail Along Silvery Moon (M)**
Billy Vaughn.....Dot DLP 3100
- Say It With Music (M-S)**
Ray Conniff.....Columbia CL 1490;
CS 8282
- Songs to Remember (M)**
Mantovani.....London PS 193
- Strauss Waltzes (M-S)**
Mantovani...London LL 685; PS 118
- Temptation (M-S)**
Roger Williams.....Kapp KL 1217;
K 3217-S
- Theme From "The Sundowners" (M-S)**
Billy Vaughn.....Dot DLP 3349;
DLP 25349
- Till (M-S)**
Roger Williams.....Kapp KL 1081;
KL 108-S
- Billy Vaughn Plays the Million Sellers (S)**
.....Dot DLP 25119
- Wonderland by Night (M-S)**
Bert Kaempfert.....Decca DL 4101;
DL 7-4101
- Wonderland by Night (M)**
Louis Prima.....Dot DLP 3352
- Young at Heart (M-S)**
Ray Conniff.....Columbia CL 1489;
CS 8281

- Pete Fountain's New Orleans (M-S)**
.....Coral CRL 57282; CRL 7-57282
- Genius Hits the Road (M)**
Ray Charles...ABC-Paramount ABC 335
- Genius of Ray Charles (M)**
.....Atlantic 1312
- Have Twangy Guitar, Will Travel (M)**
Duane Eddy.....Jamie J 3000
- Like Love (M)**
Andre Previn.....Columbia CL 1437
- Nina at Newport (M)**
Nina Simone.....Colpix CP 412
- Time Out (M)**
Dave Brubeck.....Columbia CL 1397
- Twang's the Thing (M)**
Duane Eddy.....Jamie J 3009
- White Satin (M-S)**
George Shearing.....Capitol 1 1334;
ST 1334

- Ravel: Bolero (M-S)**
Morton Gould...RCA Victor LM 2345;
LSC 2345
- Respighi: Pines of Rome (M-S)**
Phila. Orch. (Ormandy).....
.....Columbia ML 5279; MS 6001
- Rodgers Victory at Sea, Vol. I (M-S)**
RCA Victor Sym. Orch. (Bennett).....
.....RCA Victor LM 2335; LSC 2335
- Rodgers: Victory at Sea, Vol. II (M-S)**
RCA Victor Sym. Orch. (Bennett).....
.....RCA Victor LM 2226; LSC 2226
- Schumann: Concerto in A Minor (M-S)**
Van Cliburn....RCA Victor LM 2455;
LSC 2455
- Sibelius: Finlandia (S)**
Philadelphia Orch. (Ormandy).....
.....Columbia MS 6196
- Sixty Years of Music America Loves Best,
Vol. I (M)**.....RCA Victor LM 6074
- Sixty Years of Music America Loves Best,
Vol. II (M)**.....RCA Victor LM 6088
- Tchaikovsky: 1812 Overture (M-S)**
Minneapolis Sym. Orch. (Dorati).....
.....Mercury MG 50054; SR 90054
- Tchaikovsky: 1812 Overture; Ravel: Bolero
(M-S) Morton Gould**.....
.....RCA Victor LM 2345; LSC 2345
- Tchaikovsky: 1812 Overture; Romeo &
Juliet; Marche Slav (M)**
Phila. Sym. Orch. (Ormandy).....
.....Columbia ML 4997
- Tchaikovsky: Nutcracker Suite (M-S)**
Boston Pops Orch. (Fielder).....
.....RCA Victor LM 6803; LSC 6803
- Tchaikovsky: Piano Concerto No. 1 (M-S)**
Van Cliburn....RCA Victor LM 2251;
LSC 2251

TEEN BEAT

- Encore (M)**
Santo and Johnny...Canadian-American
CALP 1002
- Million Dollars' Worth of Twang (M)**
Duane Eddy.....Jamie J 3014
- Oldies But Goodies (M)**
Assorted Artists...Original Sound 5001
- Solid and Raunchy (M)**
Bill Black's Combo...Hi HL 12003
- 12 Plus 3 Equals 15 Hits (M)**
Assorted Artists.....End LP 310
- Twist (M)**
Chubby Checker...Parkway P 7001
- Walk, Don't Run (M)**
The Ventures.....Dolton BLP 2003

BEST SELLING CLASSICAL & SEMI-CLASSICAL LP'S

- Listed Alphabetically
- Beethoven: Wellington Victory (M-S)**
London Sym. Orch. (Dorati).....
.....Mercury LPS 5000; LPS 9000
 - Brahms: Piano Concerto No. 2 (M-S)**
Sviatoslav Richter, Chicago Orch....
.....RCA Victor LM 2466; LSC 2466
 - Concerto Under the Stars (M-S)**
Leonard Pennario...Capitol P-8326;
SP 8326
 - Gershwin: Rhapsody in Blue (M-S)**
Leonard Bernstein...Columbia ML 5413;
MS 6091
 - Gershwin: Rhapsody in Blue (M-S)**
Leonard Pennario...Capitol P-8343;
SP 8343
 - Gilbert & Sullivan: Mikado (M)**
D'Oyley Carte Opera Co., New Sym. Orch.
(Godfrey).....London 5087
 - Grote: Grand Canyon Suite (M-S)**
Morton Gould...RCA Victor LM 2433;
LSC 2433
 - Grote: Grand Canyon Suite (M-S)**
Phila. Orch. (Ormandy).....
.....Columbia ML 5286; MS 6003
 - Gypsy Passion (S)**
Andre Kostelanetz Orch.....
.....Columbia CS 8228
 - Heart of the Piano Concerto (S)**
Artur Schnabel...RCA Victor LSC 2495
 - Lanza Sings Caruso - Caruso Favorites
(M-S) Mario Lanza, Enrico Caruso**.....
.....RCA Victor LM 2393; LSC 2393
 - The Lord's Prayer (M-S)**
Mormon Tabernacle Choir.....
.....Columbia ML 5386; MS 6068
 - Mussorgsky: Pictures at an Exhibition (M)**
Phila. Orch. (Ormandy).....
.....Columbia ML 4700
 - Offenbach: Gaité Parisienne (M)**
Phila. Orch. (Ormandy).....
.....Columbia CL 741
 - Puccini: Turandot (M-S)**
Tebaldi, Nilsson, Bjoerling, Tozzi...
.....RCA Victor LM 6149; LSC 6149
 - Rachmaninoff: Piano Concerto No. 2 (M-S)**
Artur Schnabel.....
.....RCA Victor LM 2068; LSC 2068
 - Rachmaninoff: Concerto No. 3 (M-S)**
Van Cliburn....RCA Victor LM 2355;
LSC 2355

BEST SELLING LOW PRICE LP'S (List Price \$2.98 or less)

- Listed Alphabetically
- Back Beat Symphony (S)**
101 Strings...Stereo Fidelity SF 11500
 - B. B. King Wails (M)**
B. B. King.....Crown 5115
 - Camelot (S)**
Living Strings.....Camden CAS 657
 - Camelot (M)**
101 Strings.....Somerset P 13400
 - Perry Como Sings Just for You (M)**
Perry Como.....Camden 440
 - Concerto Under the Stars (M-S)**
101 Strings.....Somerset P 6700;
Stereo Fidelity SF 6700
 - East of Suez (S)**
101 Strings...Stereo Fidelity SF 11200
 - Ebb Tide (M-S)**
Frank Chacksfield...Richmond 20078;
S 30078
 - Good Housekeeping Reducing Off
the Record (M)**.....Harmony 7143
 - Hawaii in Hi Fi (M)**
Leo Addeo.....Camden CAL-510
 - Living Strings Play Music in the Night (S)**
.....Camden CAS 638
 - Living Strings Play Music of the Sea (M-S)**
.....Camden CAL 639; CAS 639
 - John J. McCormack Sings Irish Songs (M)**
John J. McCormack...Camden CAL 407
 - 101 Strings Play the Blues (S)**
101 Strings...Stereo Fidelity SF 5800
 - 101 Years of Familiar Songs (S)**
101 Strings...Stereo Fidelity 2RS
 - Opera Without Words (S)**
101 Strings...Stereo Fidelity SF 8700
 - Quiet Hours (S)**
101 Strings...Stereo Fidelity SF 10200
 - Silver Screen (M-S)**
101 Strings.....Somerset P 7000;
Stereo Fidelity SF 7000
 - Soul of Spain, Vol. I (S)**
101 Strings...Stereo Fidelity SF 6600
 - Soul of Spain, Vol. II (S)**
101 Strings...Stereo Fidelity SF 9900
 - Symphony for Lovers (S)**
101 Strings...Stereo Fidelity SF 4500
 - You Do Something to Me (M)**
Mario Lanza.....Camden 450

ALBUMS

Nine Weeks or Less

- | | | |
|----|------------------------------------|---|
| 18 | I'VE GOT A RIGHT TO SING THE BLUES | 7 |
| 24 | MILLION DOLLARS WORTH OF TWANG | 9 |
| — | EXODUS | 1 |
| — | TIME OUT | 3 |
| 25 | LIKE LOVE | 6 |

STEREOPHONIC

This Week	Last Week	Title, Artist, Label and Number	Weeks on Chart
1	1	CALCUTTA Lawrence Welk, Dot DLP 25359	8
2	3	CAMELOT Original Cast, Columbia KOS 2031	9
3	4	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol SW 1491	6
4	7	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CS 8374	6
5	9	MAKE WAY Kingston Trio, Capitol ST 1474	4
6	5	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CS 8368	3
7	8	CHET ATKINS' WORKSHOPRCA Victor LSP 2232	7
8	15	WILDCAT Original Cast, RCA Victor LSG 1060	2
9	6	YOUNG AT HEART Ray Conniff, Columbia CS 8281	3
10	13	BROADWAY IN RHYTHM Ray Conniff, Columbia CS 8064	3
11	—	TONIGHT IN PERSON Limeliters, RCA Victor LSP 2272	2
12	—	DO RE MI Original Cast, RCA Victor LSGD 2002	1
13	10	JOHNNY HORTON'S GREATEST HITSColumbia CS 8396	4
14	—	CAMELOT (MUSIC FROM) Percy Faith, Columbia CS 8370	5
15	—	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse AS 2	1

BEST SELLING PERCUSSION, SOUND, JAZZ & TEEN BEAT LP'S

PERCUSSION & SOUND

- Listed Alphabetically
- Bongos (M-S)**
Los Admiradores...Command RS 809;
RS 809 SD
 - Bongos, Flutes and Guitars (M-S)**
Los Admiradores...Command RS 812;
RS 812 SD
 - Persuasive Percussion, Vol. I (M-S)**
Terry Snyder...Command LP 800;
Command RS 800 SD
 - Persuasive Percussion, Vol. II (M-S)**
Terry Snyder and the All Stars.....
.....Command RS 808; RS 808 SD
 - Pertinent Percussion Cha, Cha (M-S)**
Enoch Light...Command RS 814;
RS 814 SD
 - Provocative Percussion, Vol. I (M-S)**
Enoch Light and the Light Brigade....
.....Command RS 806; RS 806 SD
 - Provocative Percussion, Vol. II (M-S)**
Enoch Light and the Light Brigade....
.....Command RS 810; RS 810 SD
 - Quiet Village (M-S)**
Marlin Denny...Liberty LRP 3122;
LST 7122

- Taboo (S)**
Arthur Lyman...Hi Fi SR 806

JAZZ

- Bernstein Plays Brubeck, Brubeck Plays
Bernstein (M-S)**
N. Y. Philharmonic, Dave Brubeck
Quartet-Leonard Bernstein.....
.....Columbia CL 1466; CS 8257
- But Not for Me (M)**
Ahmad Jamal...Argo 628
- Ray Charles in Person (M)**
.....Atlantic 8039



REDD FOXX SELLS!!!

NEW APRIL RELEASES

- THIS IS FOXX REDD FOXX 809
 - BELOW THE BELT RUDY MOORE 808
 - FOR A PIECE ROSCOE HOLLAND 812
- ### CURRENT SELLERS
- WILD PARTY REDD FOXX 804
 - LAFFARAMA REDD FOXX 801
 - HAVE ONE ON ME..... REDD FOXX 298
 - PILLOW PARTY FUN..... BARON HARRIS 294
 - DOWN BY THE RIVER..... ZION TRAVELERS 807
 - BLAME IT ON THE BLUES.... WILLIE HAYDEN 293

BEST SELLERS

- LAFF OF THE PARTY..... REDD FOXX 214
- RACY TALES REDD FOXX 275
- SONGS THRU A KEYHOLE..... JOEL COWAN 285
- REDD FOXX FUNN REDD FOXX 290
- SLY SEX REDD FOXX 295
- LAFF OF THE PARTY, Vol. 5.. SLOPPY DANIELS 232
- PARTY RECORD PARTY..... GENE & FREDDY 279
- THE SIDESPLITTER, Vol. 1 & 2.. REDD FOXX 253-270
- GEORGE KIRBY 250

*Special Promo Foxx single for radio & TV Excerpts from "This Is Foxx" DTL #809 For radio TV programming *DJs send for your copy today -#460 The Best Comedy is on DOOTO

9512 S. Central Avenue
Los Angeles 2, Calif.
LOrain 7-2466



The pick of the new releases:

SPOTLIGHT WINNER OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

BOBBY RYDELL SALUTES THE GREAT ONES



Cameo SC 1010—This new album features Bobby Rydell in a tribute to Al Jolson, Bing Crosby and Frank Sinatra. He doesn't try to imitate any of these, but sings their songs in swinging driving manner, that again shows off both his versatility, and his invigorating style. The songs include "Mammy," "Rainbow Round My Shoulder," "Birth of the Blues," "April Showers" and "All of You." Sock backing aids the album, which should become a solid seller, to teens, of course, and some adults as well.

ON THE REBOUND



Floyd Cramer. RCA Victor LPM 2359—This album should move across dealers' counters almost as fast as Floyd Cramer's new single of the same name. In addition to "On the Rebound," the set contains a Cramer original in "Last Date" fashion called "I Can Just Imagine," and another new ditty, "First Impression." Also here are "Tammy," "Danny Boy" and "Alma Mater." And they are all played by Cramer with his marvelously commercial touch. Strong wax.

ORANGE BLOSSOM SPECIAL AND WHEELS



Billy Vaughn & His Ork. Dot DLP 3366—Two of the biggest hits of the year, "Orange Blossom Special" and "Wheels" are contained in this new set, which should aid its sales considerably. Also on the album are a fine collection of standards, from "Are You Lonesome Tonight," "Green Grass of Texas." They are all played in sparkling fashion by the Billy Vaughn crew, and the album could be a big one.

PERCUSSION SPECTACULAR



Arthur Lyman. Life L 1004—Here's a bright, lightly swinging percussion record that should interest sound and hi-fi fans. It should move across dealers' counters rapidly, since it features the strong-selling Arthur Lyman group playing a collection of standards smartly and tastefully. Songs include "Yellow Bird," "Havah Nagilah," and Ravel's "Bolero."

THE BELAFONTE FOLK SINGERS AT HOME AND ABROAD



RCA Victor LSP 2309 (Stereo & Monaural)—The Belafonte Folk Singers should win many new adherents with this fine new album which shows off the group's impressive sound and style. Tunes include folk items of all genres, from "Muleskinner Blues" a Negro work song, to the English nursery rhythm "Cock Robin." The wide variety of material makes for a mighty interesting LP, and the bright cover should help sales, too.

IT'S PONY TIME



Chubby Checker. Parkway P 7003 — Practically every teen-ager who dances is a good bet for this swinging set, featuring Chubby Checker, the "Pony Time," hit-maker. In addition to "Pony Time," the dance tunes include "The Hully Gully," "The Mashed Potato," "The Shimmy," "The Watusi," "The Stroll" and "The Charleston." Just the thing for teen dances and record hops.

Jazz

MY FAVORITE THINGS



John Coltrane. Atlantic 1361—The gentle soprano sax piping of Coltrane on the Rodgers and Hammerstein title tune and "Everytime We Say Goodbye" on the first side of this LP is bound to please his many fans. John switches to tenor on the two-track flip ("But Not for Me" and "Summertime") playing with much vigor and swing. A fine rhythm section accompanies him. Strong wax for modern jazz cats.

Folk

OUR FAVORITE FOLK SONGS



The Browns. RCA Victor LSP 2333 (Stereo & Monaural)—This album by the Browns is aimed at their many fans in the pop, country and folk fields. The fine country-oriented trio handle these familiar folk items with their usual savvy, singing them all with warmth and showing off their distinctive harmony. "Poor Wayfaring Stranger," "Shenandoah," "Clementine" and "Columbus Stockade Blues," are included among the collection. Strong wax.

POP LP'S

★★★★
STRONG SALES POTENTIAL

★★★★ DANCE BY THE LIGHT OF THE MOON

Olympics. Artee A 424—The Olympics, who have had a string of pop hits recently, have an album here that should have solid appeal for the teen set. It features their recent hit, plus such items as "The Shimmy," "Big Chief Little Puss," and their current release "Little Pedro." Two sides in the

album spotlight the Marathons, and the Robins, who imitate the Olympic's sound very closely.

★★★★ GOLDEN ORGAN FAVORITES

Lenny Dee. Decca DL 74112 (Stereo)—The popular organist plays a wide-ranging
(Continued on page 19)

THREE BRILLIANT NEW LP'S
on **ATLANTIC**

A Sensational Atlantic Debut

Diahann Carroll
FUN LIFE

8048

Jazz's No. 1 Tenor Saxophonist

John Coltrane
MY FAVORITE THINGS

1361

Altoist in Dizzy Gillespie Quintet

Leo Wright
BLUES SHOUT

1358

All these LP's available stereo or monaural.

ATLANTIC RECORDS

THE NO. 1 IN LATIN LP SALES



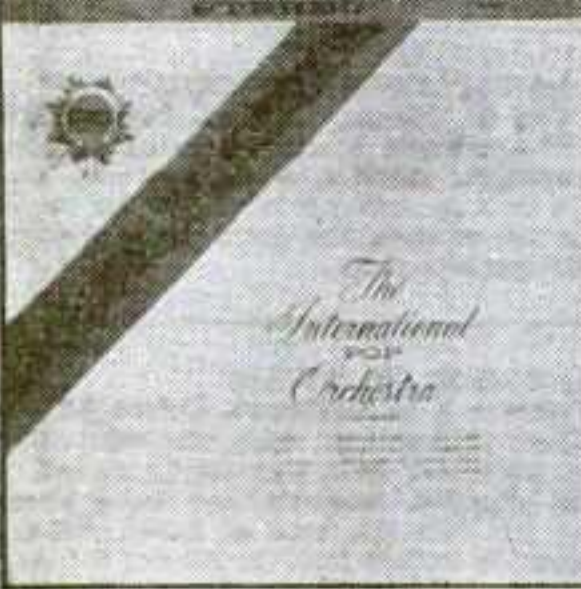
Pacheco
Charanga

CON ELLIOT ROBERTO

THIS IS THE ORIGINAL THAT
STARTED "THE PACHANGA"
DANCE CRAZE! LP A-801

Distributors:
N.Y.—Superior Record Sales, Inc.
Calif.—Allied Music Sales, Inc.
Fla.—Allied Music Sales, Inc.
P.R.—Eutropio Rodriguez Sales, Inc.
Other Markets Still Available.
Write ALEGRE RECORDING CORP.
852 Westchester Ave., Bronx 59, N.Y.
DA 9-4699

COMING NEXT WEEK!
The New Sound on
CAMEO



SHEER MAGNIFICENCE!

**DIRECTIONAL
SOUND**



A PRODUCT OF PREMIER ALBUMS, INC.
356 W. 40 ST., N. Y. C.

THE MOST INSPIRING RECORDINGS OF OUR TIME!

**CHARLTON
HESTON** reads
from The Gospels
Accompanied by
DeCormier Chorale

**THE LIFE OF CHRIST
THE PASSION OF OUR LORD**

VANGUARD
recordings for the connoisseur
154 West 14 Street, New York 11

AUDIO FIDELITY RECORDS

SOUND EFFECTS

DFM 3006
DFS 7006

Declared for Super Stereo

BREAKING OUT ALL OVER!

POP LP'S

Continued from page 18

selection of standard material which displays his capacity and style. The material includes "April in Paris," "White Silver Sands," "Mr. Lucky," "Honky Tonk," "Tequila." Good set for teens and adults.

★★★★ A SONG AT TWILIGHT
Roger Wagner Chorale, Capitol SP 8543 (Stereo & Monaural)—Lovely, tasteful performances of familiar tunes by the Roger Wagner Chorale. Their blend, as usual is beautiful, and the voices are unaccompanied except for occasional harp or accordion. Songs range from "Home, Sweet Home," to "In the Gloaming." Truly attractive vocal wax.

★★★★ VOICES FROM THE APARTMENT BELOW
The Eddie Thomas Singers, FTP MLP 7001—Here's a new vocal group under the direction of Eddie Thomas with a touch of both the Hi Lo's and Lambert, Hendricks and Ross. The harmonies are modern and bright and the musical arrangements are first-rate, too. Songs are all standards, from "Laura" to "My Heart Belongs to Daddy." Group is worth hearing.

★★★★ SPECTACULAR GUITARS AND STRINGS
Leroy Holmes & His Orchestra, MGM E 3919. (Stereo & Monaural)—Leroy Holmes leads his ork through a series of fine interpretations of Latin classics. The ork, which, as the title proclaims, features strings and guitars, does a masterful job of revisiting and revitalizing such Latin standards as "The Breeze and I," "Adios" and "Lisbon Antigua."

★★★★ THE INTERNATIONAL POP ORCHESTRA
Cameo SC 2001. (Stereo & Monaural)—Here is a lovely, luscious waxing featuring the International Pop Orchestra of 110 men, playing a group of standards and a number of recent and current pop hits. The sound is rich and warm, and accompanying the massed strings (58) are many current percussion instruments, from bongos to timbales. Tunes range from "Exodus" and "Pepe," as well as "Miserlu," and "Habenera." This is the first album in the firm's new series with the International Pop Orchestra and it should enjoy good sales.

★★★★ TONY MARTIN — HIS GREATEST HITS
Dot DLP 3360—Elvis Presley's recent click with Tony Martin-type material gives this package added spin appeal. On his first Dot LP, Martin warbles in his usual rich virile style on a group of his old singles hits—"I Get Ideas," "There's No Tomorrow," "Kiss of Fire," etc.

★★★★ ASIA MINOR
Kokomo, Felsted FS 17513; FL 7513 (Stereo & Monaural)—Kokomo's pianistics on "Asia Minor," have made the grade on the singles chart, and here's a whole collection of similarly styled, rhythmic interpretations of the piano with swinging strings. Like the singles hit, all tunes here are based on classical themes from the works of Chopin, Schubert, Tchaikovsky, etc. Listenable and danceable wax that can score.

★★★ MODERATE SALES POTENTIAL

★★★ FUN LIFE
Diahann Carroll, Atlantic 8048—A pleasant and tasteful musical frolic with the attractive Miss Carroll, who works here with varying backing groups. Her material is smartly selected — "Falling in Love Again," "Can't Help It" and "I'm Not at All in Love," for example, and she delivers in her warmest, most mature manner yet. The backings range from swinging, jazz-styled combo, to strings, to a combo with lead accordion. Cover picture of the thrush is striking.

★★★ STRICTLY CHA CHA
Billy Mure, Everest SDBR 1120; LBPR 5120 (Stereo & Monaural)—The infectious cha cha beat has been added to such standards as "Oh What a Beautiful Morning," "In a Little Spanish Town," "Volare," and others. Billy Mure plays guitar on the sides. He is abetted by bongos, timbales, gourds, trumpets, etc. Good for the sound market.

★★★ ARE YOU LONESOME TONIGHT
Jack Elliott, Kapp KL 1235—Maestropianist Elliott turns out a neat orchestral brand of sound on this collection of recent pop hit interpretations, leading off with the title tune. The ork is composed of strings and woodwinds with a lead trumpet also spotted for pleasant effects along with the solo piano. All tunes are done in danceable style. Easy listening all the way.

(Continued on page 20)

DYNAMIC!

**DUANE
EDDY**

THEME FROM
DIXIE

**GIDGET
GOES
HAWAIIAN**

JAMIE #1183 Available in Attractive 4-Color Sleeve
Bookings: General Artists Corporation

Watch for Duane's latest album,
to be released soon!

JAMIE GUYDEN
DISTRIBUTING CORP. 1330 W. Girard Ave.,
Philadelphia 23, Pa. (Center 2-8383)

NEW TARGET DATE...



... for the **BIG... BUSTLING... BRAND-NEW**

BILLBOARD MUSIC WEEK

BUYERS' & SELLERS'

CLASSIFIED MART

the new, convenient, easy-to-use market place—designed to serve Billboard Music Week's 20,000 buyers, sellers and users of music, records, tapes, home entertainment equipment, coin machines and related products.

when answering ads . . .
Say You Saw It in Billboard Music Week

JAZZ LP'S

Continued from page 19

★★★★
STRONG SALES POTENTIAL

★★★★ **WORKIN' OUT**

Barney Kessel Quartet. Contemporary M 3585—This is guitarist Barney's first LP with his current club working group. It's a swinging quartet made up of Marvin Jenkins piano and flute, Stan Popper drums and Jerry Good bass. The quartet plays a variety of standards and originals (eight tracks in all) with fire and diversity of attack in the modern groove. Kessel's improvisations are bound to stimulate some sales among modern jazz fans.

himself whose work is not so well known. A beautiful "Eisa" by Earl Zindars is exceptional for the gentleness Bill lends to its plaintive melodic line. There are also fine pieces of work in up-tempo which show off the stellar accompaniment of Scott La Faro, bass and Paul Motian, drums.

★★★ **STRONG SALES POTENTIAL**

★★★★ **EXPLORATIONS**

Bill Evans Trio. Riverside RLP 9351. (Stereo & Monaural)—The consummate artistry of Bill Evans is once more portrayed in this LP of tunes known and unknown. The pianist plays three standards and then a number of songs by composers other than

★★★ **BLUES SHOUT**

Leo Wright. Atlantic 1358—This is Leo Wright's first album as leader of his own recording group. He is heard presently with Diz Gillespie's current small group. The young man plays all with a fiery touch and flute with a gentle yet rhythmic concept. Harry Lookofsky on violin adds some bright swinging touches on the flute tracks; Richard Williams' trumpet makes things exciting as front liner with Leo's alto. A good rhythm section of ex-Gillespiciates accompanies.

**GIVE TO DAMON RUNYON
CANCER FUND**

CLASSICAL LP'S

★★★★ **STRONG SALES POTENTIAL**

★★★★ **BRAHMS: THE FOUR SYMPHONIES**
No. 1 IN C MINOR, OP. 68
No. 2 IN D MAJOR, OP. 73
No. 3 IN F MAJOR, OP. 90
No. 4 IN E MINOR, OP. 98. The Philharmonic Orchestra. (Klemperer). Angel 3614 D (4-12") (Stereo & Monaural)—Klemperer's readings of the four Brahms symphonies were received, mostly with great praise when issued singly, and have been solid sales items. Now they have been handsomely packaged together and make an outstanding luxury gift item, and a handsome display piece. The pressings are for manual rather than automatic play. Excellent renditions of the "Tragic" and "Academic Festival" overtures fill out the sides. Stores which cater to deluxe business will find this a solid package.

SPECIALTY LP'S

★★★★ **STRONG SALES POTENTIAL**

SPOKEN WORD

★★★★ **WISDOM, VOLUME 1, 2**
Carl Sandburg, Jawaharlal Nehru, Harlow Shapley, Jacques Lipchitz, Sean O'Casey, David Ben-Gurion, Bertrand Russell, Frank Lloyd Wright. Decca DL 9083, DL 9084—These two LP's, available singly, each contain excerpts from an interview with the eight extraordinary men listed above, as conducted in NBC-TV's "Wisdom" program. The purpose was to record for posterity the ideas of some of this era's foremost thinkers. The effort also succeeds in capturing much of their personalities as well. These disks should do best in stores near high schools and colleges, where display should be a stimulus for sales.

COMEDY

★★★★ **CLOSER, BABY, DON'T FIGHT IT!**
Bob Melvin. Capitol ST 1575 (Stereo)—Comic Bob Melvin has appeared at the Copa in New York, the Sands in Las Vegas and other glitter spots of that order and here, he puts down on wax some of the bit for which he's better known. There is a seg on civil defense that's worth plenty of yocks as is the one on "Closer Baby, Don't Fight It," the title of the set. Melvin is in the better traditions of the classic, stand-up comic and as such he can be expected to rack up sales.

★★★ **MODERATE SALES POTENTIAL**

INTERNATIONAL

★★★ **RENDEZVOUS IN ATHENS**
Leni Barteri. Aristophone LGR 503—Leni Barteri is one of Greece's top recording names, and on this album she shows off her versatility and striking vocal range. Lass, though born in the U. S., has won acclaim in Greece for her recordings of popular U. S. hits. On this dinking she sings the "Banana Boat" song in Greek as well as standards and Greek pop songs. Good wax for Greek-American audiences.

LATIN AMERICAN

★★★ **RAMILETE RITMICO**
Miguel Angel Pazo y su Orquesta. Dimsa DML 8138—This set should appeal not only to the Latin-American market but also to the dancing set in major cities from New York to Los Angeles who enjoy mambos and cha chas. For the set includes authentic Latin dances played by one of Mexico's best orks. Tunes include "Frenesi," "Siboney" and "Ay, Ay, Ay." Strong wax for the terp crowd.

★★★ **ESTAMPAS MEXICANAS**
Con El Trio Los Delfines. Dimsa DML 8105—Authentic Mexican material includes hua pangos, corridos, sons, rancheras, etc. The instrumentation is bright and the vocals are full of chill. The cover merits display. For specialty shops.

DANZONES DE ANTANO
Acerina y su Danzonera. Orfeon LP 12-232—Latin-American dance fans who enjoy the traditional danzon should be steered to this collection. Acerina's band does a pleasing job with this type of music. Several items are derived from the classics but they are shaped attractively. Other selections vary in age from 1910 to more recent years, but reflect the style and grace of an earlier time.

FEATURED ON THE COAST-TO-COAST
CBS-TV NATIONAL NETWORK SHOW
"TO TELL THE TRUTH"
BUD COLLYER, HOST



19 million people saw...
liked... are waiting to buy



BURTON CRANE'S new money-making album
STOCK MARKET PROFITS
FOR THE SOPHISTICATED INVESTOR

Talk about investments... this one is IT! The 3-record album with the inside tips on how to make money in the stock market, complete with financial charts and tables. Recorded by Burton Crane, the famous financial columnist of the N.Y. Times. Already pre-sold for you in millions of homes from Maine to Mexico. Order now! Rack up solid profits! But hurry!

STOCK MARKET PROFITS for the Sophisticated Investor by Burton Crane. Album EX-1000 AVAILABLE THROUGH YOUR ABC-PARAMOUNT DISTRIBUTOR



ABC-PARAMOUNT

**THE SMASH VERSION
EVERYONE IS ASKING FOR!**

**CANNONBALL
ADDERLEY'S**

**AFRICAN
WALTZ**

**BY THE CANNONBALL ADDERLEY ORCHESTRA / RIVERSIDE 45457
A MOST UNUSUAL INSTRUMENTAL SINGLE BY THE BEST SEL-
LING JAZZ STAR/BIG NOW AND GETTING BIGGER EVERY MINUTE**

*ONE STOPS: Title strips available from your local distributor... DISC JOCKEYS: If you
haven't received your copy yet contact Riverside Records...235 W. 46th St....New York 36,
DEALERS: Ask your local distributor for display material*

THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING APRIL 2

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	Tune	Composer-Publisher	Weeks on Chart
1	2	SURRENDER	By Pomus and Schuman—Published by Presley (BMI)	6
2	4	PONY TIME	By D. Corvay-J. Berry—Published by Alan K (BMI)	9
3	6	APACHE	By Lordan—Published by Regent (BMI)	6
4	3	WHEELS	By Torres Stephens—Published by Dundee (BMI)	7
5	1	CALCUTTA	By Gaze-Bradtko—Published by Pincus-Symphony House (ASCAP)	13
6	5	WHERE THE BOYS ARE	By Greenfield-Sedaka—Published by Aldon (BMI)	9
7	10	DEDICATED TO THE ONE I LOVE	By Pauling-Bass—Published by Armo (BMI)	8
8	24	BLUE MOON	By Rodgers-Hart—Published by Robbins (ASCAP)	2
9	8	DON'T WORRY (LIKE ALL THE OTHER TIMES)	By Marty Robbins—Published by Marty's (BMI)	7
10	9	EBONY EYES	By J. D. Loudermilk—Published by Acuff-Rose (BMI)	6
11	14	GEE WHIZ (LOOK AT HIS EYES)	By Thomas—Published by East (BMI)	5
12	15	THINK TWICE	By Joe Shapiro-Jimmy Williams-Clyde Otis—Published by Play (BMI)	4
13	7	EXODUS	By Gold—Published by Chappell (ASCAP)	17
		THE EXODUS SONG (This Land Is Mine)	By Gold-Pat Boone—Published by Chappell (ASCAP)	
14	12	WALK RIGHT BACK	By Sonny Curtis—Published by Cricket (BMI)	4
15	—	ASIA MINOR	By J. Wisner—Published by Barbro (ASCAP)	1
16	18	LAZY RIVER	By Sid Arodin-Hoagy Carmichael—Published by Peer (BMI)	3
17	20	ON THE REBOUND	By Floyd Cramer—Published by Cigma (BMI)	3
18	13	SPANISH HARLEM	By Jerry Lieber-Phil Spector—Published by Progressive-Trio (BMI)	6
19	11	BABY SITTIN' BOOGIE	By J. Parker—Published by Reis (BMI)	8
20	—	BUT I DO	By Robert Guidry-Paul Gayten—Published by Aq (BMI)	1
21	—	RUNAWAY	By Max Crook-C. Westover—Published by Vickie (BMI)	1
22	21	GOOD TIME BABY	By Mann-Lowe-Appel—Published by Lowe (ASCAP)	6
23	22	LITTLE BOY SAD	By Wayne Walker—Published by Cedarwood (BMI)	5
24	—	TAKE GOOD CARE OF HER	By Kent-Warren—Published by Paxton (ASCAP)	1
25	16	THERE'S A MOON OUT TONIGHT	By Striano-Luccisiano-Gentile—Published by Rob-Ann (BMI)	9
26	—	MODEL GIRL	By Ollie Jones-Lockie Edwards Jr.—Published by Winneton (BMI)	1
27	28	PLEASE LOVE ME FOREVER	By Malone-Blanchard—Published by Ricky (BMI)	3
28	23	HEARTS OF STONE	By Ray Jackson—Published by Regent (BMI)	4
29	29	WATUSI	By Hall-Temple-Johnson—Published by Arc (BMI)	2
30	—	BABY BLUE	By Guline-Laguex—Published by Greta (BMI)	1

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

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- SURRENDER**—Elvis Presley, Vic 7850.
- PONY TIME** — Chubby Checker, Parkway 818; Don Corvay & the Goodtimers, Arnold 1002; Twi-Lites, King 5461.
- APACHE** — Jorgen Ingmann, Atco 6184; Sonny James, Vic 7858; Shadows, ABC-Paramount 10138.
- WHEELS**—Johnny Duncan, Leader 814; Johnnie Stavin, Yale 250; String-A-Longs, Warwick 603; Billy Vaughn, Dot 16174.
- CALCUTTA** — Four Preps, Cap 4508; Werner Muller, Dec 31189; Vico Torriani, London 1965; Valiants, Col 41931; Lawrence Welk, Dot 16161.
- WHERE THE BOYS ARE**—Connie Francis, MGM 12791.
- DEDICATED TO THE ONE I LOVE**—Five Royales, King 5453; June and Joy, Dot 16134; Shirelles, Scepter 1203.
- BLUE MOON**—Bel-Aire Girls, Everest 19333; Tony Bennett, Col 41298; Jimmy Bowen, Roulette 4102; Classics, Promo 1010; Buck Clayton/M. Morris Trio, Okeh 6968; Sam Cooke, Keen 86101; Emanoes, Josie 801; Julie London, Liberty 55157; Marcells, Colpix 186; Naturals, Hunt 425; Elvis Presley, Vic 0613; Jimmy Smith, Blue Note 1685; Dante Varela, Kem 2719.
- DON'T WORRY (LIKE ALL THE OTHER TIMES)**—Tony Martin, Dot 16181; Marty Robbins, Col 41922.
- EBONY EYES**—Everly Brothers, Warner Bros. 5199.
- GEE WHIZ (LOOK AT HIS EYES)**—Carla Thomas, Atlantic 2086.
- THINK TWICE** — Brook Benton, Mer 71774.
- EXODUS**—Pat Boone, Dot 16176; Ferrante and Teicher, United Artists 274; Legends, Col 41949; Mantovani, London 1953; Medallion Strings, Medallion 602.
- WALK RIGHT BACK** — Everly Brothers, Warner Bros. 5199.
- ASIA MINOR** — Kokomo, Felsted 8612; Johnny Maddox, Dot 16185; Roger King Mozzian, MGM K12921.
- LAZY RIVER**—Rex Allen, Vista F341; Floyd Cramer, Vic 7840; Bobby Darin, Atco 6188; Leon Eason, Blue Note 1745; Lee Heisel, Set In Order 1109; Jack Lidstrom, World Pacific Records 645; Mills Brothers, Dec 25046 and 28458; Mulcays, Dot 15837; Roberta Sherwood/J. Pleis Ork, Dec 29911; Squareabouts, Set In Order 2112; Sundowners Band, Windsor 7611.
- ON THE REBOUND** — Floyd Cramer, Vic 7840.
- SPANISH HARLEM**—Ben E. King, Atco 6185.
- BABY SITTIN' BOOGIE** — Buzz Clifford, Col 41876.
- BUT I DO**—Clarence (Frogman) Henry, Argo 5378.
- RUNAWAY**—Del Shannon, Big Top 3067.
- GOOD TIME BABY**—Bobby Rydell, Cameo 186.
- LITTLE BOY SAD**—Johnny Burnette, Liberty 55298.
- TAKE GOOD CARE OF HER**—Adam Wade, Coed 546.
- THERE'S A MOON OUT TONIGHT**—Pat Boone, Dot 16176; Capris, Old Town 1094.
- MODEL GIRL** — Johnny Mastro, Coed 545.
- PLEASE LOVE ME FOREVER**—Cathy Jean and Roomates, Valmor 007; Sunny Gale, Warwick 626.
- HEARTS OF STONE**—Bill Black's Combo, HI 2028; Red Foley/A. Kerr Singers, Dec 29375; Fontane Sisters, Dot 15265 and Dot 16027; Top Notes, Atlantic 2097.
- WATUSI**—Vibrations, Checker 969.
- BABY BLUE**—Echoes, Segway 103; Goldie Hill, Dec 31172.

LP PROGRAMMING

Continued from page 8

These programs are followed by Bob Cook at the Summit, playing LP's until 3 a.m., then Archi Stein with "Steinways of Jazz" to 5 a.m. from the same club. Weekend programming includes two hours of "Jazz Goes to Church" from 8 a.m. Sunday with Pat Collette as host. LP's of gospel jazz and spirituals, as well as jazz derived from this origin, are featured. In the latter category are tracks by Les McCann and Ray Charles.

Howard Lucraft brings in jazz LP's from all over the world on his "Jazz International" Sundays at 7 p.m. Most of the recordings he features are not obtainable in the United States. Two weekend programs are the only ones on the Jazz KNOB that are forced to bypass LP's entirely. One is Al Riemann's "Jazz Archives," from 10 to 12 noon Saturdays, on which he presents collectors' items in 78's from the 1920's and early 1930's and the 1940's.

The impact of jazz LP's on the nation will be multiplied many times over when plans for a complete network are realized—quite soon, Sleepy hopes. In actuality, the network already has begun with establishment of WIPE in Detroit. Broadcasting is expected to begin there by July with a power of 16,000 watts. Other stations will be situated in major cities across the country for a total of seven, which will exchange tapes of programs throughout while at the same time featuring talent indigenous to the individual city as announcers.

LP manufacturers could help themselves by giving more attention to liner notes and preparation of the record cover, opines Stein. A principal complaint is either a lack of liner notes or unintelligible notes. About half of the record notes, says Stein, fail to tell who the soloists or side men are, which is much like presenting a motion picture without mention of the cast. Other notes, Sleepy contends, are long and involved, and—while this is quite permissible—he feels a condensation of the essentials would be of great help to the harried disk jockey.

Lee Zhitto

NIGHT CLUB REVIEW

Dick Gregory Talent Confirmed

Continued from page 10

topical items from politics to finances to home and family, in which he turns things upside down in a cute and very funny manner. He is able to construct a routine in the classic manner, building from laugh to laugh and ending with a climax that is brilliant to watch and hear. His timing is excellent, his remarks are cogent.

There are some things that are not perfect with Gregory's routine. He still occasionally uses a semi-dialect that is not necessary, and he tends to hurry his act too much toward the end. His forte is the lazy, almost puzzled and yet gleeful way in which he delivers his punch lines. But these are minor quibbles. There is little doubt that Gregory is a solid addition to the ranks of new comics, and his first record on Colpix, due out in about a week, should be the hottest comedy LP since the first Newhart disk. Gregory has been playing to s.r.o. business in the New York club since he opened, and to wildly enthusiastic audiences. He returns to the Blue Angel for a month's stand in April.

Bob Rolontz.

LATE SPECIAL MERIT SPOTLIGHTS ALBUMS

Pop Disk Jockey Programming

PERCY FAITH ORK

★★★★ **BILBOA SONG** (Harms, ASCAP) (2:05) Columbia 41978

JORGEN INGMANN AND THE CAMARATA ORK

★★★★ **TRUDIE** (Picadilly-Glow, BMI) (1:55) Vista 331

NEW TARGET DATE...



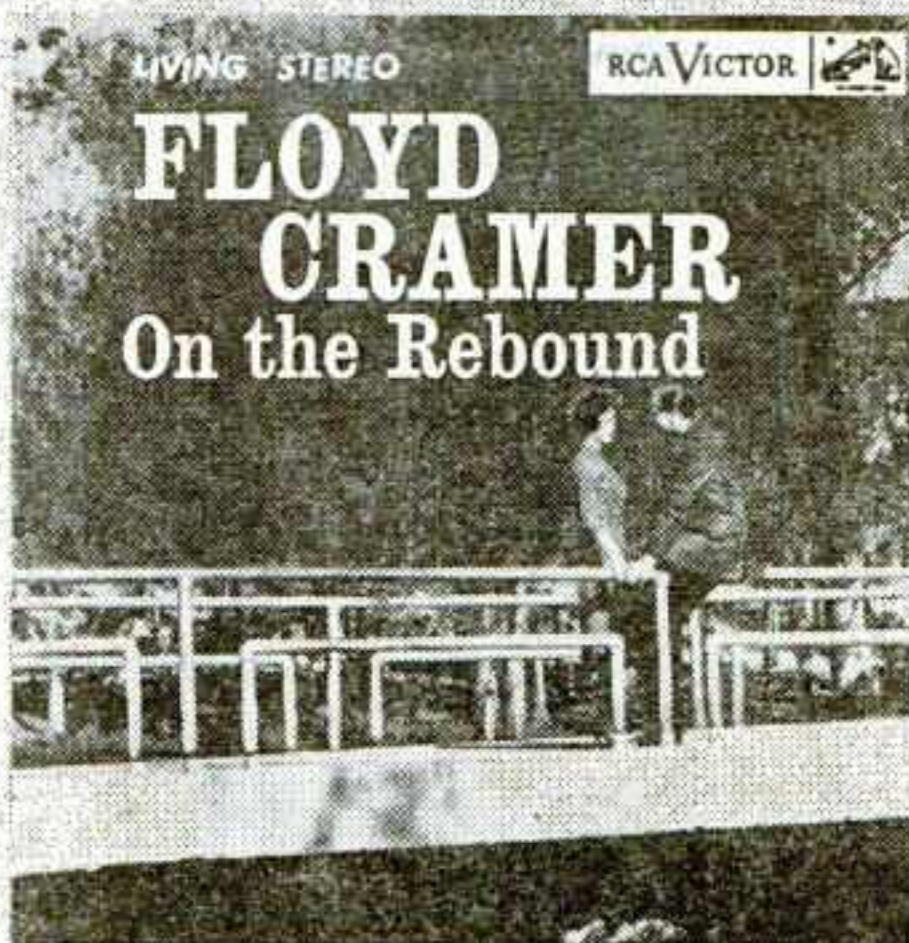
... for the
BIG... BUSTLING
... BRAND-NEW

**BILLBOARD
MUSIC WEEK**

BUYERS' & SELLERS'

CLASSIFIED MART

The new, convenient, easy-to-use market place—designed to serve Billboard Music Week's 20,000 buyers, sellers and users of music, records, tapes, home entertainment equipment, coin machines and related products.



L.P. FOLLOW-UP TO A SMASH HIT SINGLE!
 Floyd Cramer's new "On the Rebound" album is here...all set to top the charts just as his red-hot "On the Rebound" single is doing right now. The new L.P. features more dazzling "Last Date" piano,

tuned to winning selections such as "Faded Love," "Tammy," "San Antonio Rose," "Wonderland by Night" and more, more, more! More sales for you, too. Ask your dealer about Compact 33, the newest idea in records. **RCA VICTOR**

ON THE REBOUND

FOR WEEK ENDING APRIL 2

BILLBOARD MUSIC WEEK

HOT 100

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Includes songs like SURRENDER, PONY TIME, DEDICATED TO THE ONE I LOVE, APACHE, DON'T WORRY (LIKE ALL THE OTHER TIMES), BLUE MOON, WALK RIGHT BACK, WHEELS, WHERE THE BOYS ARE, GEE WHIZ (LOOK AT HIS EYES), ON THE REBOUND, THINK TWICE, EBONY EYES, LAZY RIVER, ASIA MINOR, SPANISH HARLEM, BUT I DO, LITTLE BOY SAD, BABY SITTING BOOGIE, MODEL GIRL, RUNAWAY, PLEASE LOVE ME FOREVER, CALCUTTA, TAKE GOOD CARE OF HER, GOOD TIME BABY, HEARTS OF STONE, BABY BLUE, WATUSI, THERE'S A MOON OUT TONIGHT, YOU CAN HAVE HER, THAT'S IT—I QUIT—I'M MOVIN' ON, ONE MINT JULEP, PLEASE TELL ME WHY.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Includes songs like TONIGHT MY LOVE, TONIGHT, ONCE UPON A TIME, EXODUS, HAPPY BIRTHDAY BLUES, SHOP AROUND, YOUR FRIENDS, YOUR ONE AND ONLY LOVE, FELL IN LOVE ON MONDAY, (WILL YOU LOVE ME) TOMORROW, TRUST IN ME, LET'S GO AGAIN (WHERE WE WENT LAST NIGHT), HIDEAWAY, I'VE TOLD EVERY LITTLE STAR, I PITY THE FOOL, PORTRAIT OF MY LOVE, BEWILDERED, BLUE MOON, GINNIE BELL, WHEELS, I DON'T WANT TO CRY, SHU RAH, MOTHER-IN-LAW, FIND ANOTHER GIRL, WINGS OF A DOVE, FOR MY BABY, HONKY TONK, PART II, TOUCHABLES, ONE-EYED JACKS, YOU CAN DEPEND ON ME, LONELY MAN, SOME KIND OF WONDERFUL, SECOND TIME AROUND, MY THREE SONS, CALENDAR GIRL.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Includes songs like PONY EXPRESS, MORE THAN I CAN SAY, LING TING TONG, ONE HUNDRED POUNDS OF CLAY, LITTLE MISS STUCKUP, VERY THOUGHT OF YOU, LONELY BLUE NIGHTS, BYE, BYE, BABY, TONIGHT I FELL IN LOVE, DIXIE, JUST FOR OLD TIME'S SAKE, STAYIN' IN, BRASS BUTTONS, FOOLIN' AROUND, THE BLIZZARD, FUNNY, MERRY-GO-ROUND, AIN'T IT BABY, TO BE LOVED (FOREVER), TENDERLY, DADDY'S HOME, SLEEPY-EYED JOHN, BUMBLE BOOGIE, SEVENTEEN, I'M IN THE MOOD FOR LOVE, I TOLD YOU SO, LIKE LONG HAIR, ORANGE BLOSSOM SPECIAL, TRIANGLE, WHERE I FELL IN LOVE, LITTLE PEDRO, TOP FORTY, NEWS, WEATHER & SPORTS, GREEN GRASS OF TEXAS.

& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

1. CALIFORNIA SUN..... Joe Jones, Roulette 4344
2. THEME FROM THE GREAT IMPOSTER..... Henry Mancini, RCA Victor 7830
3. LITTLE TURTLE DOVE..... Otis Williams and the Charms, King 5455
4. CANADIAN SUNSET..... Etta Jones, Prestige 191
5. KOKOMO..... Flamingos, End 1085
6. MILORD..... Edith Piaf, Capitol 4493
7. EVERYBODY'S DOIN' THE PONY..... Fay Simmons, Senca 125
8. WELCOME HOME..... Sammy Kaye Ork., Decca 31204
9. THE WATER WAS RED..... Johnny Cymbal, MGM 12978
10. ILLUSION..... Nat King Cole, Capitol 4579
11. LITTLE BOY, LITTLE GIRL..... Al Martino, 20th Fox 237
12. PLEASE SAY YOU WANT ME..... Little Anthony and the Imperials, End 1086
13. TREES..... Platters, Mercury 71791
14. I'LL JUST HAVE ANOTHER CUP OF COFFEE..... Claude Gray, Mercury 71732
15. YOUR GOODNIGHT KISS..... Guy Mitchell, Columbia 41970
16. SWEET LITTLE KATHY..... Ray Peterson, Dunes 2004
17. BONANZA..... Al Caiola, United Artists 302
18. WHAT'D I SAY..... Jerry Lee Lewis, Sun 356
19. SWEETHEARTS ON PARADE..... Etta Jones, King 5443
20. BOUNTY HUNTER..... Nomads, Rust 5028

TOP MARKET BREAKOUTS

NEW YORK

- DADDY'S HOME
Shep and the Limelites, Moll
- I'M IN THE MOOD FOR LOVE
Chimes, Tag
- WHAT'D I SAY
Jerry Lee Lewis, Sun
- FUNNY
Maxine Brown, Nomar

CHICAGO

- LIKE LONG HAIR
Paul Revere & the Raiders, Gardena
- BUMBLE BOOGIE
B. Bumble & the Stingers, Rendezvous
- BONANZA
Al Caiola, United Artists
- MY THREE SONS
Lawrence Welk, Dot

LOS ANGELES

- BRASS BUTTONS
String-A-Longs, Warwick
- FOOLIN' AROUND
Buck Owens, Capitol
- GREEN GRASS OF TEXAS
Texans, Infinity
- ILLUSION
Nat King Cole, Capitol
- LITTLE TURTLE DOVE
Otis Williams and the Charms, King

PHILADELPHIA

- EVERYBODY'S DOIN' THE PONY
Fay Simmons, Senca
- DIXIE
Duane Eddy, Jamie
- VERY THOUGHT OF YOU
Little Willie John, King

DETROIT

- TONIGHT I FELL IN LOVE
Tokens, Warwick

BOSTON

- VERY THOUGHT OF YOU
Little Willie John, King

BUFFALO

- TENDERLY
Bert Kaempfert, Decca
- MILORD
Frank Pourcel, Capitol
- MILORD
Edith Piaf, Capitol

BALTIMORE-WASHINGTON

- THE BLIZZARD
Jim Reeves, RCA Victor

- I'LL JUST HAVE ANOTHER CUP OF COFFEE
Claude Gray, Mercury
- I TOLD YOU SO
Jimmy Jones, Cub
- JUST FOR OLD TIME'S SAKE
McGuire Sisters, Coral
- LIKE LONG HAIR
Paul Revere & the Raiders, Gardena

SEATTLE

- BUMBLE BOOGIE
B. Bumble & the Stingers, Rendezvous

MILWAUKEE

- THE BLIZZARD
Jim Reeves, RCA Victor
- FOOLIN' AROUND
Kay Starr, Capitol
- MY THREE SONS
Lawrence Welk, Dot
- SOME KIND OF WONDERFUL
Drifters, Atlantic
- BRASS BUTTONS
String-A-Longs, Warwick

MIAMI

- MERRY-GO-ROUND
Marv Johnson, United Artists
- TENDERLY
Bert Kaempfert, Decca

HOT 100: A TO Z

Ain't It, Baby	85
Apache	4
Asia Minor	15
Baby Blue	27
Baby Sittin' Boogie	49
Bewildered	79
Blizzard, The	82
Blue Moon (Classics)	50
Blue Moon (Marcel)	4
Brass Buttons	80
Bumble Boogie	90
But I Do	17
Bye, Bye, Baby	75
Calcutta	23
Calendar Girl	47
Daddy's Home	88
Dedicated to the One I Love	3
Dixie	77
Don't Worry (Like All the Other Times)	8
Ebony Eyes	13
Exodus	36
Fall in Love on Monday	41
Find Another Girl	56
Foolin' Around	81
For My Baby	58
Funny	83
Gas Whiz (Look at His Eyes)	10
Ginnie Bell	81
Good Time Baby	25
Green Grass of Texas	100
Happy Birthday Blues	37
Hearts of Stone	26
Hideaway	45
Honky Tonk, Part II	59
I Don't Want to Cry	53
I Pity the Fool	47
I Told You So	93
I'm in the Mood for Love	92
I've Told Every Little Star	46
Lazy River	14
Let's Go Again (Where We Went Last Night)	44
Like Long Hair	94
Ling Ting Tong	18
Little Boy Sad	70
Little Miss Stuckup	72
Little Pedro	98
Lonely Blue Nights	74
Lonely Man	43
Just for Old Time's Sake	78
Merry-Go-Round	20
Model Girl	30
More Than I Can Say	49
Mother-in-Law	55
My Three Sons	46
On the Rebound	11
Once Upon a Time	35
One-Eyed Jacks	61
One Hundred Pounds of Clay	32
One Mint Julep	71
Orange Blossom Snap	70
Please Love Me Forever	22
Please Tell Me Why	33
Pony Express	48
Pony Times	2
Portrait of My Love	48
Runaway	21
Second Time Around	65
Seventeen	91
Shop Around	38
Shu Rab	54
Sleepy-Eyed John	89
Some Kind of Wonderful	44
Spanish Harlem	16
Surrender in	79
Take Good Care of Her	24
Tenderly	87
That's It—I Quit—I'm Movin' On	31
There's a Moon Out Tonight	29
Think Twice	34
To Be Loved (Forever)	84
Tonight I Fell in Love	76
Tonight My Love, Tonight	34
Top Forty, News, Weather & Sports	99
Touchables	60
Triangle	96
Trust in Me	43
Vary Thought of You	73
Walk Right Back	7
Watusi	28
Wheels (String-A-Longs)	8
Wheels (Vaughn)	52
Where I Fell in Love	97
Where the Boys Are	42
Will You Love Me Tomorrow	72
Wings of a Dove	87
You Can Depend on Me	62
You Can Have Her	39
Your Friends	39
Your One and Only Love	48

REVIEWS OF

THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

HANK BALLARD AND THE MIDNIGHTERS

THE CONTINENTAL WALK (Roosevelt, BMI) (3:37)—**WHAT IS THIS I SEE** (Lois, BMI) (2:12)—This version of the catchy ditty is a gospel-styled, exciting vocal with a pounding beat. Flip is a solid rocker in a medium tempo. Both sides are strong, but "Continental" has the edge. **King 5491**

JOHNNY MATHIS

JENNY (Nomat, ASCAP) (2:53)—An attractive tune is handed an expressive vocal interpretation by Mathis with haunting backing. Standout side. Flip is "You Set My Heart to Music" (Ross Jungnickel, ASCAP) (2:42). **Columbia 41980**

CONWAY TWITTY

THE NEXT KISS (Plan Two-Moorpark, ASCAP) (2:04)—**MAN ALONE** (MooMoo, BMI) (2:43)—Twitty contributes his usual vital, showmanly reading on two strong tunes with pop and country appeal. "The Next Kiss" is an appealing dramatic theme. Flip is a solid blues item. **MGM 12998**

FERLIN HUSKY

WHAT GOOD WILL I EVER BE (Tree, BMI) (2:32)—**BEFORE I LOSE MY MIND** (Moss-Rose, BMI) (2:54)—Husky has a strong follow-up to his current hit "Wings of a Dove" in this platter. "What Good Will I Ever Be" is a moving ballad. Flip is another easy weeper with a good country lyric. Solid wax. **Capitol 4558**

THE BROWNS

ANGEL'S DOLLY (Arch, ASCAP) (2:43)—The threesome does a fine job on this sad story of a little lass who passes away and is joined by her dolly. Moving vocal has appropriate accompaniment. Flip is "Ground Hog" (Lois, BMI) (2:12). **RCA Victor 7866**

BUZZ CLIFFORD

THREE LITTLE FISHES (Joy, ASCAP) (2:26)—**SIMPLY BECAUSE** (Greenhaven, ASCAP) (2:29)—The newcomer is high on the charts right now, and this platter should step out strongly. The old novelty hit "Three Little Fishes" is warbled with showmanship and verve, and chanter comes up with nice change of pace on flip, a tender rockaballad. **Columbia 41979**

ROY ORBISON

RUNNING SCARED (Acuff-Rose, BMI) (2:10)—**LOVE HURTS** (Acuff-Rose, BMI) (2:26)—Orbison is in feelingful vocal form here on "Running Scared," an effectively off-beat Western-styled ditty with dramatic backing. Another unusual arrangement backs "Love Hurts," an appealing ballad. Should move in both pop and country and western markets. **Monument 328**

THE TURBANS

WHEN YOU DANCE (Angel, BMI) (2:34)—Lead singer and the rest of the group with string ork give this ballad a sock performance. The boys should score again with this re-recording of a hit they had in the 50's. Flip is a ballad "Golden Rings." (Sheldon, BMI) (2:24). **Parkway 820**

BILLY STORM

WHEN YOU DANCE (Angel, BMI) (2:30)—Billy's version of this old hit ballad is solidly in the Latin groove. Soaring vocal and sweeping string blend strongly. Reverse is another ballad, "Dear One" (Weiss-Barry, BMI) (2:20). **Atlantic 2098**

THE TOP NOTES

HEARTS OF STONE (Regent-Commodore, BMI) (2:07)—**THE BASIC THINGS** (Progressive, BMI) (2:41)—The boys really come across with two hard hitters on this disk. First side is a vocal of the oldie hit which is on the chart by Bill Black's combo lead singer. Swings into a Ray Charles ballad mood in the strong flip. The rest of the boys and sweeping strings make effective backing. **Atlantic 2097**

THE SUPREMES

I WANT A GUY (Jobete, BMI) (2:49)—Film lead with an unusual sound handles this medium-tempo rocker with feeling aided smartly by a strong arrangement. The flip is "Never Again" (Jobete, BMI) (2:45). **Tamla 54038**

(Continued on page 27)

POW!

10 SIZZLING NEW SINGLES
TO SEND SALES SKYROCKETING!
ORDER NOW! GET IN
ON THE BOTTOM OF THE BOOM!

PAUL ANKA

TONIGHT MY LOVE, TONIGHT
b/w I'M JUST A FOOL ANYWAY-ABC-10194

JOHNNY NASH

SOME OF YOUR LOVIN'
b/w WORLD OF TEARS-ABC-10181

SNYDER & MANNING

CIMARRON
b/w HIDDEN VALLEY-ABC-10196

JO ANN CAMPBELL

PUKA PUKA PANTS
b/w MOTORCYCLE MICHAEL-ABC-10200

THE V-EIGHTS

PAPA'S YELLOW TIE
b/w MY HEART-ABC-10201

LLOYD PRICE

ONE HUNDRED PERCENT
b/w SAY I'M THE ONE-ABC-10197

TEDDY RANDAZZO

HAPPY ENDING
b/w BUT YOU BROKE MY HEART-ABC-10193

THE DUBS

IF I ONLY HAD MAGIC
b/w JOOGIE BOOGIE-ABC-10198

CLIFF RICHARD AND THE SHADOWS

THEME FOR A DREAM
b/w MUMBLIN' MOSIE-ABC-10195

LEE DORSEY

LOTTIE-MO
b/w LOVER OF LOVE-ABC-10192

WOW!

RAY CHARLES

SOARS INTO THE CHART TOPS
WITH HIS HOTTEST SINGLE TO DATE!

ONE MINT JULEP
b/w LET'S GO-IMP-200



ABC-PARAMOUNT



The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 25

SALT 'N' PEPPER



COME SOFTLY TO ME (Cornerstone, BMI) (2:22)—The instrumental group scores here with a lilting tempo, unique figures and chorus. Whistling segment adds a bit more spice. Instrumental version of "High Noon" is on flip. (Feist, ASCAP) (2:26). **Felsted 8617**

THE DREAM TIMERS



AN INVITATION (Village, BMI) (2:50)—**THE DANCIN' LADY** (Village, BMI) (2:40)—This new group, whose vocal style is in the quivering vein that the kids go for, could have a hit with this two-sided platter. Top side is a slow rockaballad; flip is a driving rocker. Watch 'em both. **Flippin 197**

CHUCK JACKSON



(IT NEVER HAPPENS) IN REAL LIFE (Ludix, BMI) (2:44)—Chuck Jackson should have another chart entry to match his current hit with this new bright rocker with an engaging lyric. Fine string work swings the backing. Flip is "The Same Old Story" (Ludix, BMI) (2:20). **Wand 108**

Country & Western

ERNEST ASHWORTH



LIFE OF THE PARTY (Acuff-Rose, BMI) (2:07)—**FOREVER GONE** (Acuff-Rose, BMI) (2:50)—Two fine sides by Ernest Ashworth, which he sings with sincerity and feeling. Both tunes are weepers and the disk could keep him right on top of the c.&w. charts. **Decca 31237**

Rhythm & Blues

BUDDY GUY



LET ME LOVE YOU BABY (Arc, BMI) (2:32)—**TEN YEARS AGO** (Arc, BMI) (2:29)—Buddy Guy, who has a lot of the B. B. King sound, turns in two heartwarming performances here, and the disk could do well in Southern markets. Top side is a jumping blues, flip is a satisfying blues ballad. **Chess 1784**

Novelty

LARRY VERNE



ABDUL'S PARTY (Pattern-Balladeer, ASCAP) (2:31)—Here's an amusing talking novelty with musical background by the lad who had a hit with "Hey Mister Custer" a while back. Cute jocks and comments make it a strong teen side. Flip is "Tubby Tilly" (Bamboo-Jaf, BMI) (2:22). **Era 3044**

★★★★

STRONG SALES POTENTIAL

TRAVIS AND BOB

★★★★ **Baby Stay Close to Me**—MERCURY 71797—Heavy rhythmic feeling makes this country-styled side by the two boys move right along. Effective vocal is ably supported by great rhythm guitar. Fine tenor sax solo. (Raleigh, BMI) (2:15)

★★★★ **Give Your Love to Me**—Foot-tapping medium tempo is felt and sung by the boys on this happy side. Fine vocal by the duo could make this happen. (Raleigh-Eden, BMI) (2:23)

FRANK SINATRA

★★★★ **My Blue Heaven**—CAPITOL 4546—The old standard gets a finger-snapping interpretation by Frankie. Background snaps to the rhythmic charting of Nelson Riddle. (Feist, ASCAP) (2:00)

★★★★ **Sentimental Baby**—Trombone choir gives lush background to another fine Sinatra ballad. (Barton, ASCAP) (2:35)

JERRY MURAD'S HARMONICATS

★★★★ **Theme From Hippodrome**—COLUMBIA 41967—The fine harmonica trio has another strong bid for chart action here with the theme from the forthcoming flick "Hippodrome." Tune has a haunting quality. (Gil-Rex, BMI) (2:02)

★★★★ **Tuxedo Junction**—The old Erskine Hawkins-Glenn Miller standard gets a rhythmic going over by the harmonica group. Tune swings along nicely and could get chart action. (Lewis, ASCAP) (1:48)

DEAN MARTIN

★★★★ **All in a Night's Work**—CAPITOL 4551—Dean sings the title tune from the movie with a lilt. Easy swinging rhythm background moves the tune along nicely. (Famous, ASCAP) (2:35)

★★★★ **Bella Bella Bambina**—Bright Italian-torched tune gets a bouncy treatment from Dino. Fine, full chorus and ork round out the accompaniment. (Sapphire Songs) (2:35)

FRANKIE LAINE

★★★★ **Wanted Man**—COLUMBIA 41974—Frankie might have a strong item in this western saga song of a man on the run. Infectious rock-styled rhythm and ork chart with vocal chorus add effective support. (Morris, ASCAP) (2:37)

★★★★ **Gunslinger**—Frankie steps back into a "Ghost Riders" approach for this powerful Tionkin melody which is the theme from the TV series of the same name. Large ork and chorus embellish the background. (Erosa, ASCAP) (1:55)

THE WANDERERS

★★★★ **For Your Love**—CUB 9089—Ed Townsend's 1957 hit rockaballad is wrapped up in emotion-packed vocal by lead singer and group. Good side. (Beechwood, BMI) (2:32)

★★★★ **Sally Goodheart**—Bouncy novelty-rocker is sung with bright good humor by group. Solid dual-market item. (Balto-Moorpark, ASCAP) (2:20)

JONI JAMES AND TONY

★★★★ **Theme From "Carnival"**—MGM 12990—Miss James enjoyed success recently with "My Last Date With You," and here she has another side that could move. It's the title theme from the new David Merrick musical, soon to come to Broadway, and the gal performs it to a big string backing. (Robbins, ASCAP) (2:05)

★★★ **Can You Imagine That**—Another pleasant side from Bob Merrill's score for "Carnival," and the side is also worth a hearing. Acquaviva's New York "Pops" Symphony backs both sides. (Robbins, ASCAP) (2:58)

NAPPY BROWN

★★★★ **Don't Be Angry**—SAVOY 1598—The Nappy Brown hit of five years ago has been re-recorded and it's still a strong waxing. Jocks and juke boxes should give a lot of exposure and the kids should be interested again. (Savoy, BMI)

★★★★ **Any Time Is the Right Time**—Another fine Nappy Brown side has been re-recorded here, and it, too, should be of

interest to jocks and jukes. It features one of Nappy's best performances. (Savoy, BMI)

CARL MANN

★★★★ **Wayward Wind**—PHILIPS 3564—Carl Mann sells the familiar ditty with sparkle, over strong support from the ork and chorus here. A side with a good sound and a chance to happen. (Hillard & Bamboc, BMI) (2:33)

★★★★ **Born to Be Bad**—Pretty weeper receives a tender performance here from Mann aided by a strong arrangement by the ork. Another good side by Mann. (Four Star, BMI) (2:14)

DAVID ROSE & HIS ORK

★★★★ **Theme From Carnival**—MGM 12997—Charming tune from forthcoming Broadway musical "Carnival" is played with delicacy and flavor by ork. Fine deejay side. (Robbins, ASCAP) (2:03)

★★★★ **Silent Thunder**—Haunting theme from NBC-TV series "Bonanza" is accorded dreamy instrumental treatment. Nice jockey side. (David Rose, ASCAP) (2:03)

MARCY JOE

★★★★ **Ronnie**—ROBBEE 110—This is a side that has strong possibilities. The lass sings this tale of unhappy love with a flair that is mighty commercial. Her vocal and the backing is sweet and unassuming. Strong wax. (Jeff-Paul, BMI) (2:37)

★★★★ **My First Mistake**—Marcy Joe sells this effort with a lot of feeling and the lyrics are aimed at the teen-age market. Tune is a slow rockaballad and it has a chance to make it. (Dominion, BMI) (2:22)

ADA LEE

★★★★ **Moanin'**—ATCO 6189—Ada Lee bows on the label with a wordless, scat-singing version of a happy rocker here, aided by a sparkling combo and a male vocal group. (Totem, ASCAP) (2:24)

★★★★ **You Always Hurt the One You Love**—Here's a first rate interpretation of the fine oldie by Ada Lee, who hands the tune a meaningful vocal. The backing is both tasteful and insinuating. Watch this. (Leeds, ASCAP) (2:19)

THE INVADERS

★★★★ **Trouble on Main Street**—BAMBOO 501—Solid instrumental side with standout guitar solo work on plaintive folk-flavored saga. (Pattern-Balladeer, ASCAP) (2:19)

★★★★ **Davey Jones Rocker**—Infectious tempo marks this catchy guitar solo treatment of lively theme. Both sides are good jockey wax. (Pattern-Balladeer, ASCAP) (2:05)

JOE SHERMAN

★★★★ **La Pachanga**—KAPP 385—The new Latin dance tune gets a vibrant and punching treatment from the Sherman band. Fem chorus does a lively job on the lyric. (Peer Int'l, BMI) (2:11)

★★★ **Take Care**—Flip has the Latin touch in a nice easy medium tempo. Tune is handled as an instrumental and gets a bright reading. (Ashland, BMI) (2:02)

PERCY FAITH & HIS ORK

★★★★ **Bilbao Song**—COLUMBIA 41978—The fine Brecht-Weill tune from "Happy End" is accorded tasteful ork treatment by Faith. Eminently spinnable. (Harms, ASCAP) (2:05)

★★★ **Lover's Prelude**—Poignant theme is wrapped up in lushly effective instrumental treatment. Fine jockey wax. (Marpet, ASCAP) (3:07)

THE ROLLERS

★★★★ **The Continental Walk**—LIBERTY 55320—A powerfully strutting side in the gospel groove. The lead man really shouts out praise of the walk dance. (Roosevelt, BMI) (2:25)

★★★ **I Want You So**—Lead singer does a bang-up job on this gospel-like ballad. Very strong piano and combo brighten the support. (Westfield, BMI) (2:12)

BOBBY AND BILLY

★★★★ **Pachanga Baby**—UNITED ARTISTS 305—Here's another treatment of the new Latin dance with a danceable tempo. Exuberant reading by boys should help side catch some play. (Almino, BMI) (2:29)

★★★ **Blushing Girl**—Wistful duo warbling on pleasant theme. Merits spins. (Marguy-Hyannis, BMI) (2:49)

DELLA REESE

★★★★ **Won'ta Come Home, Bill Bailey**—RCA VICTOR 7867—Della tackles the standard in bright, uptempo manner and the dishing comes off in exciting fashion aided by strong ork support. Could grab coins. (Alexis, ASCAP)

JORGEN INGMANN & CAMARATA

★★★★ **Trudie**—VISTA 331—The attractive tune features the Camarata band and current hitmaker Jorgen Ingmann. It is performed in most persuasive manner

by the pair and it has a chance to happen. (Picadilly & Glow, BMI) (1:55)

★★★ **Ridin' West**—Theme from "Spin and Marty" is handled well by the Camarata ork here, with the crew playing the western item in true western style, backed by strings. (Disney, ASCAP) (2:00)

JUDY BROWN

★★★★ **Heaven and Paradise**—FIFO 104—The 1955 rhythm and blues hit (by Don Julian and the Meadowlarks) is chirped with feeling and sincerity by gal. (Dootsie Williams, BMI) (2:15)

★★★ **I'm Such a Fool**—Interesting Bolero-styled backing is highlighted by canary's okay vocal interpretation of bluesy theme. (Rohombus, BMI) (2:30)

DON CORVAY AND THE GOODTIMERS

★★★★ **Every Which Way**—COLUMBIA 41981 (33)—Don and the swinging group assisting both instrumentally and in chorus has a hard-hitting side here. Punching rhythm tune gets solid reading in the medium groove. (Sylvia, BMI) (2:34)

★★★ **Shake Wid the Shake**—Whole lot of shaking going on around this disk. Don and the boys rock the blues-based instrumental. (Sylvia, BMI) (2:13)

STAN ROBINSON

★★★★ **The Exodus of Pepe** (From the Misfits' Summer Place)—AMY 818—Amusing spoof of current movie theme trend with effective vocal by Robinson. Funny jockey wax. (Aim, BMI) (2:27)

★★★ **North, South, East, West**—Attractive folk saga is sung with verve by Robinson. Spinnable. (Aim, BMI) (1:59)

RAY SMITH

★★★★ **Turn on the Moonlight**—INFINITY 003—Latin rocker tells of a call to love and is sung convincingly by Ray. Large chorus and combo do a dutiful job in making this side one that could see action. (Tree, BMI) (2:14)

★★★ **After This Night Is Through**—This lovely Latin melody is sung by Ray with much feeling. Fine mandolin and guitar work in the accompanying combo is a definite asset as is the vocal group. (Gando & Lilly-Jo, BMI) (2:21)

DODIE STEVENS

★★★★ **I Fall to Pieces**—DOT 16200—Tune here has a weeper quality that might get some action for Dodie. She sings the lost-love lyric with much conviction as a fine male chorus makes the background ring. (Pamper, BMI) (2:30)

★★★ **Turn Around**—Dodie does an exceptional job on this easy ballad with a bit of a beat. Her singing comes through with much sincerity as combo and male chorus fill the backing. (Gil, BMI) (2:39)

DICK LORY

★★★★ **Hello Walls**—LIBERTY 55319—The boy does a hard-punching vocal on this quick-stepping country weeper. Strong lyric gets fine backing from strings and vocal chorus. Good wax here. (Pamper, BMI) (2:22)

★★★ **City of Love**—Powerful backing from the band and chorus gets this Latin-rhythmed ballad off to a rocking start. (Jackson, BMI) (2:05)

DON CORNELL

★★★★ **The Flying Trapeze**—ROULETTE 4355—Cornell warbles a hip treatment of the oldie with infectious rock-flavored backing. Merits exposure.

★★★ **Wish I Was**—Moving reading by Cornell on appealing folksy tune. (Planetary, ASCAP)

BOBBY COMSTOCK

★★★★ **The Wayward Wind**—MOHAWK 124—The old Gogi Grant hit is wrapped up in expressive vocal by Comstock and fem chorus. Side could grab action if exposed. (Hilliary, BMI)

★★★ **Everyday Blues**—Exuberant shouting by Comstock on feelingful blues. (Percom, BMI)

OSCAR BROWN JR.

★★★★ **Work Song**—COLUMBIA 41977—Brown packs plenty of vitality into a strong blues item with a solid beat. Both sides are from his LP "Sin and Soul." (Upam, BMI) (2:32)

★★★ **Signifyin' Monkey**—Personable chanting by Brown on catchy rhythm item. (Kicks, BMI) (4:00)

CAROL CONNORS

★★★★ **My Diary**—COLUMBIA 41976—Appealing weeper-styled theme is talked and sung plaintively by gal. Watch it. This is her first side for the label. (Annabelle-Clasky, BMI) (2:20)

★★★ **You Are My Answer**—Heartfelt chirping by canary on feelingful teen-appeal rockaballad. (Annabelle-Clasky, BMI) (2:27)

THE PARAMOURS

★★★★ **That's the Way We Love**—SMASH 1701—Happy jumping tune gets a vigorous reading from the group. Tune takes in all the wonders of love. Fine combo romps in the background. (MRC, BMI) (2:15)

★★★ **Prison Break**—The group swings out on tune that's in the same groove as "Riot in Cellblock 9." (MRC, BMI) (2:11)

SCOTT ENGEL

★★★★ **Anything Will Do**—LIBERTY 55312—Effective rhythm ditty with teen appeal is sung with verve by Engel. Watch this. (Asa-Chadick, ASCAP) (1:57)

★★★ **Mr. Jones**—Attractive chanting on bouncy tune with pleasing lyrics and tempo. (Acuff-Rose, BMI) (1:52)

MR. ACKER BILK

★★★★ **Corrine Corrina**—ATCO 6190—Here's a very pretty reading of the blues item, now a hit again via the Ray Peterson recording. It is handled in slow "Petite Fleur" tempo on this waxing with the Acker Bilk soprano sax in the lead. Side has a chance. (Mills, ASCAP) (3:02)

★★★ **Burona Sera**—Acker Bilk handles the vocal on this dixielandish version of the familiar ditty. He sings a la Louis Armstrong and Bobby Darin here. (Mills, ASCAP) (1:56)

THE FROGMEN

★★★★ **Underwater**—CANDIX 314—This hard-rocking instrumental with the below sea-level title features strong guitar and tenor sax spot. With a little push it might make a splash. (Dixsil, BMI) (2:03)

★★★ **The Mad Rush**—Wide voiced strings and catchy Latin rhythm make the side a very listenable item. Nice touch of guitar, too. (Dixsil-Saracen, BMI) (2:13)

JERRY FIELD ORK

★★★★ **The Lover**—FTP 408—Vocal chorus does a nice job on this swingy Latin tune that has something of the "Calcutta" sound about it. (Sounds, ASCAP) (1:53)

★★★ **Love's a Way of Life**—Flip is a lovely ballad in three-quarter time. Fine piano is in the spotlight while the vocal chorus embellishes the background. (FTP, ASCAP) (1:54)

LORI PARKER

★★★★ **Lulu**—CORAL 62257—This novelty rocker is a follow-up to "Baby Sittin' Boogie," and it has a chance. Lori Swings the story of the two-year-old. Chorus with strings is effective backing. (Herb Reis, BMI)

★★★ **Rainbows**—The lass does an exceedingly convincing vocal on this slow ballad. Chorus and ork embellish the background. (Sherman, BMI) (2:21)

CRAZY OTTO

★★★★ **Picadilly**—DECCA 31235—Strong quick-step rhythm and catchy whistling figure could stimulate some interest in this instrumental with vocal chorus by the fine European piano artist. (Gil-Rex, BMI) (2:31)

JIMMY RICHARDSON

★★★★ **The Drive**—HOLLYWOOD 1102—Driving blues instrumental, with a pattern reminiscent of "John Henry." Organ playing is very effective. Watch it. (Golden State, BMI)

★★★ **Who's Sorry Now**—The standard, in an instrumental organ version. It's in slow tempo, with a lot of charm. (Mills, ASCAP)

THE DUBS

★★★★ **Joogie Boogie**—ABC-PARAMOUNT 10198—The title describes a dance. Material is a blues. The vocal is shouted, backed by a driving instrumentation. (Sheldon, BMI) (2:18)

★★★ **If I Only Had Magic**—A rockaballad with conventional arrangement. Lead singer gives his vocal an attractive, plaintive quality. (Joli, BMI) (2:25)

VICO TORRIANI

★★★★ **Eiffelturm-Melodie**—FELSTED 8616—Catchy melodic item, with German lyric. Done, like with rousing vocal, with chorus. Good jock wax. (BIEM) (2:15)

★★★ **Cafe Oriental**—A rousing pie of let us say—mittel Europa. Plenty of pep and good sound here, and jocks with a flair for something different will expose it. (BIEM) (2:15)

CHET (POISON) IVEY

★★★★ **Just a Little Bit of Love**—ABC-PARAMOUNT 10199—Simple, melodic line, with a triplet figure, and an ebullient vocal, peppered with horns mark this an attractive side. (Sylvia, BMI) (2:30)

★★★ **Let's Do the Pony**—Another dance step, with the chanter calling the instructions. Material is a blues, with a powerful rhythm figure and good horn work. (Sylvia, BMI) (2:30)

(Continued on page 29)



JUST TWO WEEKS LEFT

... to get your ad into the new ...

1961 BILLBOARD MUSIC WEEK SOURCE BOOK

Coming April 24

It's the year's best advertising bargain... an exceptional opportunity for productive long-term, low-rate advertising.

RESERVE YOUR SPACE TODAY!

**ADVERTISING
DEADLINE:
APRIL 12**

BILLBOARD MUSIC WEEK

NEW YORK

1564 Broadway
PLaza 7-2800

CHICAGO

188 W. Randolph
CEntral 6-9818

HOLLYWOOD

1520 N. Gower
Hollywood 9-5831



BILLBOARD MUSIC WEEK HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING APRIL 2		WEEKS ON CHART
				TITLE	Artist, Company, Record No.	

1	1	1	1	DON'T WORRY (LIKE ALL THE OTHER TIMES), Marty Robbins, Columbia 41922	8
2	2	3	4	FOOLIN' AROUND, Buck Owens, Capitol 4496	9
3	3	4	3	WINDOW UP ABOVE, George Jones, Mercury 71700	21
4	4	2	2	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	30
5	5	8	8	LET FORGIVENESS IN, Webb Pierce, Decca 31197	6
6	7	6	9	I'LL JUST HAVE ANOTHER CUP OF COFFEE, Claude Gray, Mercury 71732	12
7	6	5	5	I MISSED ME, Jim Reeves, RCA Victor 7800	22
8	9	10	16	ODDS & ENDS, Warren Smith, Liberty 55302	6
9	8	9	7	LOVING YOU, Bob Gallion, Hickory 1130	18
10	13	19	22	YOUR OLD LOVE LETTERS, Porter Wagoner, RCA Victor 7827	4
11	18	15	17	LOUISIANA MAN, Rusty & Doug, Hickory 1137	7
12	10	11	20	I'D RATHER LOAN YOU OUT, Roy Drusky, Decca 31193	6
13	25	—	—	HEART OVER MIND, Ray Price, Columbia 41947	2
14	30	—	—	HELLO WALLS, Faron Young, Capitol 4533	2
15	11	13	11	WALK OUT BACKWARD, Bill Anderson, Decca 31168	14
16	16	14	18	KISSING MY PILLOW, Rose Maddox, Capitol 4487	7
17	17	25	—	I LOVE YOU BEST OF ALL, Louvin Brothers, Capitol 4506	3
18	23	17	—	THREE HEARTS IN A TANGLE, Roy Drusky, Decca 31193	3
19	14	12	12	I THINK I KNOW, Marlon Worth, Columbia 41799	20
20	12	7	6	NORTH TO ALASKA, Johnny Horton, Columbia 41782	20
21	21	30	26	THE OTHER CHEEK, Kitty Wells, Decca 31192	4
22	19	16	13	OH, LONESOME ME, Johnny Cash, Sun 355	8
23	—	—	—	THE BLIZZARD, Jim Reeves, RCA Victor 7855	1
24	22	23	—	WHAT ABOUT ME, Don Gibson, RCA Victor 7841	3
25	—	—	—	THE TWENTY-FOURTH HOUR, Ray Price, Columbia 41947	1
26	15	20	27	I WANT TO LIVE AGAIN, Rose Maddox, Capitol 4487	7
27	—	—	—	HIGH AS THE MOUNTAINS, Buck Owens, Capitol 4496	1
28	24	21	30	HOUSE OF BLUE LOVERS, James O'Gwynn, Mercury 71731	5
29	27	—	25	EBONY EYES, Everly Bros., Warner Bros. 5199	3
30	—	18	10	MY LAST DATE (WITH YOU), Skeeter Davis, RCA Victor 7825	12

'Who Will The Next Fool Be?'

CHARLIE RICH



Phillips
Infl. 3566

639 Madison
Memphis, Tenn.

"TAKE GOOD CARE OF HER"

By The Year's Most Promising New Star

ADAM WADE

Coed #546

COED
RECORDS

1619 Broadway - New York, N. Y.

AN ALL-OUT SMASH!

"100 LBS. OF CLAY"

Gene McDaniels

#55308

LIBERTY



Smash!!!

LITTLE ANTHONY & THE IMPERIALS

"PLEASE SAY YOU WANT ME"

End #1086

END RECORDS

1650 Broadway, N. Y. C.

Reviews and Ratings of New Records

Continued from page 27

DON CRAWFORD
 ★★★ **Three Steps**—CONDOR 101—A bouncy piece of material, done with considerable charm by Crawford. Arrangement uses a chorus and a smart drum figure. (Rhythm Ent., ASCAP) (1:38)

★★★ **Four Leaf Clover**—A pretty tune, with a tasteful, rocking beat. Crawford has a fresh, lyric voice. Merits play. (Rhythm Ent., ASCAP) (1:55)

RAY PHILLIPS
 ★★★ **Say Now**—BOYD 3039—A rocker, blues-oriented, a la "Pony Time." Phillips' chanting is backed with a solid beat by the drums, and funky strings and honking sax. (Knob Hill, BMI) (2:14)

★★★ **Love to Last**—A rockaballad, with an inspirational touch. Phillips does a good vocal. (Knob Hill, BMI) (2:13)

GEORGE KLEIN
 ★★★ **U. T. Party (Parts I & II)**—SUN 358—Here's a new dance called the U. T. body dance and it's on the order of "Pony Time," etc., with a wild combo beating out the rhythm, while Klein calls out the steps. Wild rocking side has a chance to happen. Side II is the one that moves. (UP, BMI) (2:30 & 2:22)

CHARLIE BEE COMBO
 ★★★ **Old Rockin' Square**—ATCO 6191—Interesting and somewhat exciting wax featuring a bright instrumental reading of a swinging effort that moves. Tune has a nice old-fashioned flavor and side could earn juke loot. (Progressive, BMI) (2:25)

★★★ **In Waikiki**—The oldie is handed another happy instrumental performance on this side. Combo could turn into a good coin-grabber on the boxes. (Witmark, ASCAP) (2:17)

SAMMY DAVIS JR.
 ★★★ **Back in Your Own Back Yard—REPRISE 20003**—The fine standard receives a strong performance from Davis here aided by swinging backing from the band. This side is worth a lot of air plays, and could collect some coins. (Morris, ASCAP) (2:29)

★★★ **I'm a Fool to Want You**—Sammy Davis bows on the new Frank Sinatra label with an attractive performance of the standard aided by nice backing. Worth spins. (Barton, ASCAP) (2:20)

THE FASCINATORS
 ★★★ **Chapel Bells**—CAPITOL 4544—The Fascinators could achieve a good bit of action on this item they recorded in 1958. Tune is in the current rockaballad groove with fine singing by the lead man. (Wildcat, BMI) (2:21)

★★★ **I Wonder Who**—The boys offer a pleasant little quick-step tune on the flip. Again good work from the lead singer. (Emkay, BMI) (2:09)

ALMA COGAN
 ★★★ **Cowboy Jimmy Joe**—CAPITOL 4547—Alma does an exceedingly capable job on this English language version of the tune currently on the charts with Lolita. (Schaeffer, BMI) (2:27)

★★★ **Pocket Transistor**—Cute novelty rocker is sung by Alma on the flip. Lyric has to do with the girl who nails the boy with the aid of a transistor radio. (Aldon, BMI) (2:25)

ALICIA ADAMS
 ★★★ **Love Bandit**—CAPITOL 4545—Alicia swings on this peppy rocker. Thumping piano solo and use of deep male voice as the "Bandit" make for a striking disk. (Lar-Bell, BMI) (1:50)

★★★ **Oom Dooby Doom**—Novelty with little-sense lyric gets a cute reading by the gal. Strings and use of over-dubbing are effective. (Meridian, BMI) (1:40)

DARRELL McCALL
 ★★★ **Beyond Imagination**—CAPITOL 4543—Young Nashville singer makes his debut on the label with a very pretty rockaballad that features gentle support from guitar-laden group and vocal chorus. (Moss-Rose, BMI) (3:07)

★★★ **My Kind of Lovin'**—The boy comes through with another good rockaballad on the flip. (Moss-Rose, BMI) (2:22)

TROY WALKER
 ★★★ **She's All Right**—TRANSWORLD 7003—Troy Walker turns in a swinging vocal on a bright hunk of material that has some commercial possibilities. Good side. (Kavelin, BMI) (2:10)

★★★ **I'm Gettin' Hip**—Another wild rocker is handed an enthusiastic performance here from Troy Walker backed by a fine chick chorus. (Kavelin, BMI) (2:07)

THE BLEND-TONES
 ★★★ **Lights, Please**—CHIC-CAR 100—Cute novelty at a fast tempo gets a strong reading from the lead singer of the group. The boys do a fine job in support. (Dew, BMI) (2:22)

the guitar soloist on this instrument. Rhythm is in the Latin-rock vein. (Dew, BMI) (1:47)

★★★ **One Song**—The tempo is in a Latin-esque groove on this instrumental. G takes the solo spotlight. (Bourne, ASCAP) (2:04)

RED PRYSOCK
 ★★★ **Bone Morone**—MERCURY 7—Red really pushes the rhythm on hard-swinging instrumental side. Infectious rhythm might get it juke action. (Verano, BMI) (2:15)

★★★ **Charleston Twist**—The punchy tenor saxist takes his combo for a strident ride on this up-tempo instrumental. The rhythm figure on top of blues theme makes 'em dance. (Eden, BMI) (2:20)

FRED MacMURRAY
 ★★★ **Flubber Theme—VISTA 373**—Cute tune sung by MacMurray here from the pic, "Absent-Minded Professor" in which he stars. Crazy side features cute femme voice as chorus. (Wonderland, BMI) (2:04)

MEDFIELD GLEE CLUB
 ★★★ **The Absent-Minded Professor March**—Tongue-in-cheek march on the flip is a from the pic and has some rousing moments. (Wonderland, BMI) (1:38)

NITE-CAPS
 ★★★ **Poinciana**—FAN JR. 6007—Instrumental reading of the standard, with horn carrying the melody. Builds, with bolero-like effect. (Marks, BMI) (3:05)

★★★ **Comin' In On a Wing and a Prayer**—Interesting instrumental version of the standard. Scoring at times simulates the plane's motor sound. Piano is in the soulful style of traditional jazz. Ditto horns. (Robbins, ASCAP)

(Continued on page 30)

BILLBOARD MUSIC WEEK HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING APRIL 2				WEEKS ON CHART
				TITLE	Artist	Company	Record No.	

1	3	5	6	I PITY THE FOOL	Bobby Bland	Duke	332	8
2	2	12	11	DEDICATED TO THE ONE I LOVE	Shirelles	Scepter	1203	5
3	4	4	3	ALL IN MY MIND	Maxine Brown	Nomar	102	10
4	1	1	2	PONY TIME	Chubby Checker	Parkway	818	8
5	7	3	8	FOR MY BABY	Brook Benton	Mercury	71774	6
6	5	6	9	GEE WHIZ (LOOK AT HIS EYES)	Carla Thomas	Atlantic	2086	8
7	6	10	23	THINK TWICE	Brook Benton	Mercury	71774	6
8	9	21	—	BEWILDERED	James Brown	King	5442	3
9	14	19	—	HIDEAWAY	Freddie King	Federal	12401	3
10	15	29	—	BLUE MOON	Marcel's	Colpix	186	3
11	22	—	—	ONE MINT JULEP	Ray Charles	Impulse	200	2
12	8	2	4	AT LAST	Etta James	Argo	4003	11
13	11	8	12	YOU CAN HAVE HER	Roy Hamilton	Epic	9434	8
14	13	11	7	I DON'T WANT TO CRY	Chuck Jackson	Wand	106	7
15	16	16	24	APACHE	Jorgen Ingmann	Atco	6184	5
16	17	18	—	FIND ANOTHER GIRL	Jerry Butler	Vee Jay	375	3
17	18	20	22	LET'S GO AGAIN (WHERE WE WENT LAST NIGHT)	Hank Ballard & the Midnighters	King	5459	5
18	19	22	—	WATUSI	Vibrations	Checker	969	3
19	26	—	16	BYE, BYE, BABY	Mary Wells	Motown	1003	11
20	10	9	13	WHAT A PRICE	Fats Domino	Imperial	5723	6
21	12	7	1	SHOP AROUND	Miracles	Tamla	54034	16
22	21	15	15	CLOSE TOGETHER	Jimmy Reed	Vee Jay	373	6
23	24	17	18	SPANISH HARLEM	Ben E. King	Atco	6185	10
24	—	—	—	STAND BY ME	Little Junior Parker	Duke	330	5
25	29	—	—	EBONY EYES	Everly Bros.	Warner Bros.	5199	2
26	—	—	—	ONCE UPON A TIME	Rochell and the Candles	Swingin'	623	1
27	—	30	29	TEAR OF THE YEAR	Jackie Wilson	Brunswick	55201	1
28	—	—	—	SACK OF WOE	Ray Bryant	Columbia	41940	1
29	27	—	—	WHEELS	String-A-Longs	Warwick	603	2
30	—	—	—	YOUR FRIENDS	Dee Clark	Vee Jay	372	1

10,000 Sold in New Orleans and Headed Up the Charts!

"RAININ' IN MY HEART"

SLIM HARPO

excello #2194

NASHBORO-EXCELLO

177 3rd Ave., N., Nashville, Tenn.

NEW SPOTLIGHT WINNER!

Ernie Freeman

"SWAMP MEETING"

#5372

IMPERIAL RECORDS

6425 Hollywood Blvd.

Hollywood 28, Calif.

His Greatest!

"BIG BOSS MAN"

JIMMY REED

VEE JAY #380

GLORIA LYNNE

Exclusively on EVEREST

A GREAT NEW LYNNE SINGLE

IS COMING YOUR WAY!!

EVEREST RECORDS

860 Lexington Ave., N. Y. C. 17, N. Y.

HANK BALLARD'S NEW HIT! THE CONTINENTAL WALK KING 5491

KING RECORDS ARE HOT ON THE HOT 100!

- 39 50 64 82 LET'S GO AGAIN (WHERE WE WENT LAST NIGHT) Hank Ballard and the Midnighters, King 5459
- 53 68 81 HIDEAWAY Freddy King, Federal 12401
- 57 61 71 80 HONKY TONK, PART II Bill Doggett, King 5444
- 59 72 79 94 BEWILDERED James Brown, King 5442
- 83 93 VERY THOUGHT OF YOU Little Willie John, King 5458
- 98 99 LITTLE TURTLE DOVE Otis Williams and the Charms, King 5455

DEALERS:

1 FREE FOR EVERY THREE LP'S YOU BUY FROM THE ENTIRE KING-BETHLEHEM-AUDIO LAB LONG PLAY CATALOG OF 450 ALBUMS (mono or stereo)

1540 Brewster **KING** Cincinnati 7, Ohio

40 on the HOT 100!

"BUT I DO" by CLARENCE HENRY

Argo #5378

RECORD DEALERS Any Complaints?

The Association of Record Dealers of N. Y. and N. J. realizes the chaotic conditions that exist in the retailing of records. Such as: Price Discrimination, Special Deals, Record Clubs and many schemes.

That is why we have banded together and must have your complete cooperation. It is up to all of us to protect our businesses.

Record Dealers are invited to our next meeting Tuesday evening, 8:30, April 18, at the Park Sheraton Hotel 55th St. & 7th Ave., N. Y. C.

Now is the time to Join. Dues \$15 per year.
ASSOCIATION of RECORD DEALERS, Inc.
31 Park Row, New York 38, N. Y. WOrth 4-5886.

NEW TARGET DATE...



... for the
BIG... BUSTLING
... BRAND-NEW

**BILLBOARD
MUSIC WEEK**

BUYERS' & SELLERS'

CLASSIFIED MART

the new, convenient, easy-to-use market place—designed to serve Billboard Music Week's 20,000 buyers, sellers and users of music, records, tapes, home entertainment equipment, coin machines and related products.

When answering ads...

Say You Saw It in Billboard Music Week

Reviews and Ratings of New Records

Continued from page 29

KUZZIN HERB HENSON
★★★ **BIG "A" SPECIAL** — PIKE 5903
—A tinny piano catches the nostalgic flavor of Dixieland jazz. Nice instrumental for jocks. (Flowers, BMI) (2:05)

★★★ **I Lost You**—Pleasant instrumental, featuring piano, and carrying a touch of Latin feeling. (Flowers, BMI) (2:20)

"SINGING" SAMMY WARD
★★★ **Who's the Fool** — TAMLA 54030 — The chanter bows on the label with a potent performance of the usual tale about a gal who just won't be true. Good side with possibilities. (Jobete, BMI) (2:40)

★★★ **That Child Is Really Wild** — Sammy Ward expresses his indignation over his girl dancing with other guys at a dance on this swinging dishing. Cuts side could get some coins, due to Ward's performance. (Jobete, BMI) (2:40)

JULIE LONDON
★★★ **Every Chance I Get** — LIBERTY 55309—Julie London has one of her best records here in a long time as she sings this blues a la Peggy Lee over first-rate backing by the band. Watch this one. (Rush, BMI) (2:18)

★★★ **Sanctuary**—This is from the film "Sanctuary" and features the thrush in a low-voiced husky performance of the sad and lonely tune. May get spins. (Leo Feist, ASCAP) (2:16)

LEROY VAN DYKE
★★★ **Big Man in a Big House** — MERCURY 71779—Van Dyke comes through with a fine performance of a country-styled ditty about a boy with big ideas, who ends up in jail for a hold-up. (Pamper, BMI) (2:35)

★★★ **Faded Love** — Sad tale about a broken love here is sold in appropriate weeper fashion by the chanter over good backing by ork and chorus. (Hill & Range, BMI) (2:46)

LITTLE BESSIE
★★★ **For Your Love** — AMY 816 — Little Bessie turns in a sock reading of the wild blues rocker here and the band backs her with a real beat. She can sing blues well. (Jeneva, BMI) (1:49)

★★ **Broken Hearted** — The blues thrush shouts out the words to this ballad of broken love and frustration. Flip is stronger. (Aim, BMI) (2:16)

MATT MONRO
★★★ **My Kind of Girl**—WARWICK 636 —Matt Monro, English chanter, sings somewhat in the Sinatra vein and does a sock job on this easy-swinging English hit. Band in the background moves along nicely. (Hollis, ASCAP)

★★★ **This Time** — Sweet ballad, again in the Sinatra style, has pleasant vocal stint by the boy. (Ludlow, BMI)

THE MUS-TWANGS
★★★ **Rock Lomond**—SMASH 1700—The old Scottish air gets a pretty thorough rock from the group on this instrumental. Guitar is out front. (MRC-Nero, BMI) (1:59)

★★★ **Marie**—The old classic gets a swinging treatment from the boys. Tenor and guitar get the solo spots with the combo. (Berlin, ASCAP) (2:08)

THE PARAMOUNTS
★★★ **When You Dance** — DOT 16201 —Something of a "Save the Last Dance" quality to this side except that tempo is a bit quicker with a Latin touch. Lead singer does a strong vocal job and combo keeps things moving for the group. (Angel, BMI) (2:25)

★★★ **You're Seventeen** — Young thrush sings lead on this slow rockaballad that spells out the wonders of being 17. A chorus of boys making up the rest of the group provides warm backing. (Keva, BMI) (2:21)

DEBBIE REYNOLDS
★★★ **Lonely People**—DOT 16199—Actress Debbie does a formidable reading of this country-styled weeper about love losers. Over-dubbing of Debbie's voice and male chorus are effective. (American, BMI) (2:31)

★★★ **Just a Little Girl**—Young love is theme of this fine ballad by Debbie. Side moves along nicely, with chorus and combo assisting the thrush. (Carrie, ASCAP) (2:32)

KING CURTIS COMBO
★★★ **The Lone Prairie**—EVEREST 19406 —Rolling Latin beat with lots of kick is the format for strong ensemble and solo work by the King and his combo. (Betabin, BMI) (2:06)

★★★ **Jay Walk**—The fine tenor saxist and combo do a medium-tempo strut on this riff-laden blues. Fine guitar work. (Progressive, BMI) (2:37)

MARC STEWART
★★★ **Please don't Call**—COLUMBIA 41973 —Country weeper type tune, complete with "Last Dance" piano figure, gets a moving reading from Stewart as choral group embellishes the background. (Acuff-Rose, BMI) (2:35)

★★★ **Serenade of the Bells**—The fine old story ballad with a Spanish motif gets a very nice reading from the boy. (Melrose, ASCAP) (2:23)

THE SAINTS
★★★ **Rockin' Slam**—BAND BOX 236—Sock guitar work marks this fast-moving instrumental side. Both sides have dual-market appeal. (Band Box) (2:18)

★★★ **Playboy**—Effective guitar solo work is highlighted on haunting blues-rocker. (Band Box) (2:17)

ETTA JONES
★★★ **Spook** — KING 5475 — The ever-green receives a strong jazz reading from Miss Jones over snappy support from the cool combo. A side that deserves a lot of exposure. (Mayfiar, ASCAP) (1:51)

★★★ **Since I Fell for You** — Etta Jones comes through with a first-rate reading of an attractive Buddy Johnson tune here on which she shows off her stylish vocal manners. Side could grab a lot of spins. (Advanced, ASCAP) (3:00)

PATTI FERGUSON
★★★ **Mr. Guitar**—VAIANT 6008—Patti Ferguson bows on the label with a soft, and tender reading of an attractive ballad, backed in simple fashion by the ork. (Sherman-DeVorzon, BMI) (2:07)

★★★ **Heartaches of Yesterday**—The thrush handles the simple tale of woe with feeling aided by warm support again. Two pleasant sides. (Sherman-DeVorzon, BMI) (2:02)

(Continued on page 32)

Hear Ye! Hear Ye!

Paul Revere and The Raiders

say:

For those who care

It's . . .

"LIKE LONG HAIR"

#G-116

GARDENA RECORDS
145 W. 154th St. Gardena, Calif.
FA 1-1446

ANDY WILLIAMS THE BILBAO SONG CADENCE 1398



The New Smash

by
The Roomates*
**"GLORY OF
LOVE"**
Valmor 008

*The Great Group backing Cathy Jean's current smash "Please Love Me Forever"

VALMOR RECORDS
225 W. 57th St. N.Y.C. JU2-5742
A Division of Countess International, Inc.

Record Processing & Pressing
We process quantities of 25 and up
from your tape or master.
"Superior Workmanship with the
Personal Touch."
SIDNEY J. WAKEFIELD
17032 N. Black Canyon Hwy, Phoenix, Ariz.
For Fast Service Dial Phoenix: WI 3-9557

**MEN WHO READ
BUSINESSPAPERS
MEAN BUSINESS**

FTP HAS HITS COMING FROM EVERY DIRECTION

"THE LOVER"

ORIGINAL PACHANGA VERSION

JERRY FIELD ORCHESTRA

FTP #408

ALAN DALE
2-SIDED HIT

"CONQUERED"

b/w "DADDY'S LITTLE GIRL"

FTP #407

"SUMMERTIME"

FRANTIC HIT OUT OF
THE ALBUM

"VOICES FROM THE
APARTMENT BELOW"

LP #7001

by
THE EDDIE THOMAS
SINGERS

FTP #406

"MAMA'S LITTLE BABY"

by

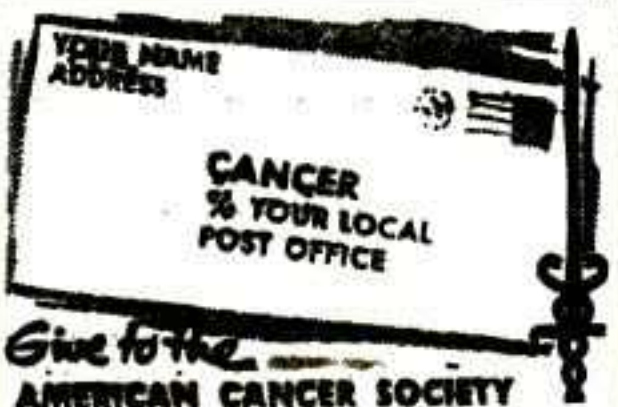
The SCOTT BROS.

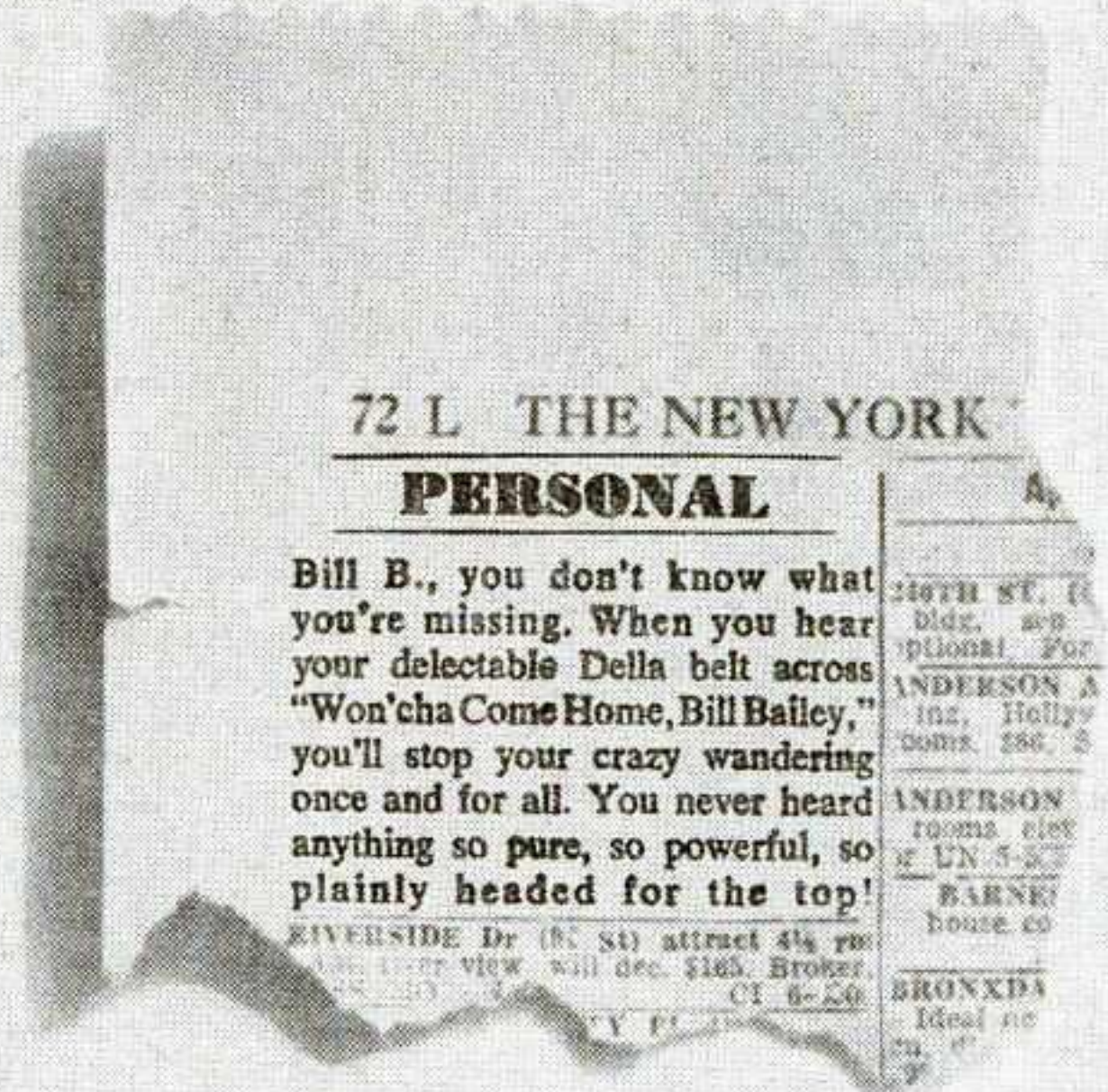
Their Greatest Smash!

FTP #409



FTP RECORDS, INC. Jerry Field, Vice Pres.
1650 Broadway, New York, N. Y. Phone: LT 1-2337





DELLA REESE "WON'CHA COME HOME, BILL BAILEY"-7867



Ask your distributor about Compact 33, the newest idea in records, on...

RCA VICTOR
RADIO CORPORATION OF AMERICA



A HEADS-UP HIT
anyway you flip it!



Peacock 1900

HERALD
Heading for the Charts
COME ALONG
by MAURICE WILLIAMS
Herald 559
150 WEST 55 ST., N.Y., N.Y.

A MONEY IN-THE-BANK-HIT!
Rusty & Doug LOUISIANA MAN
HICKORY #1137

Reviews and Ratings of New Records

Continued from page 30

PEPE LA STAZA
★★★ **The End of Time**—EVEREST 19407—Feelingful rendition by chanter on the pretty oldie. This is boy's first waxing for the label. (Joy, ASCAP)

★★★ **She's My Date**—Catching teen-appeal ditty is sung attractively. Both sides were cut by Lieber and Stoller. (Pilot, ASCAP)

RUSSO BROTHERS
★★★ **I Don't Know Yet**—VANRUSS 1000—The Russo Brothers sell this routine rockaballad with spirit, aided by good ork support. (Henri Price, BMI) (1:52)

★★ **Sweet Little Lark**—The lads handle this attractive item pleasantly over simple support. (Ranger) (1:42)

TEM WHITSETT
★★★ **Jive Harp**—TRESCO 701—Heavy instrumental accent here on harmonica and guitar which swing at a nice medium tempo. Could catch some coin. (Angle-Anderson, BMI) (2:15)

LONZO AND OSCAR
★★★ **Can't Pitch Woo**—STARDAY 543—Catching and funny country tune here is about the boy from the Southwest who can't make love in the cold of Alaska. Could see country action. (Moss-Ross, BMI) (2:38)

★★★ **Country Music Time**—Quick-stepping flip extolls the praises the artists of "Grand Ole Opry." The boys do a fine job. (Starday, BMI) (2:47)

RENO & SMILEY
★★★ **Born to Lose**—KING 5469—The standard gets a performance in the traditional style. Brings a catch to the throat. (Peer Int'l, BMI) (2:25)

★★★ **Don't Let Your Sweet Love Die**—This standard country team comes through with the true mountain sound. Deejays

★★★ **Pipe Dreams**—Latin-tinged instrumental on this side has a fair sound, but flip is better. (Babb, BMI) (2:20)

BILLY LARKIN
★★★ **That's a Lie**—VISTONE 2022—Bluesy tune gets a nice reading by the easy-voiced Larkin. Side also spots nice trombone solo. Lyric has amusing touches. (Da-Tan, BMI) (2:15)

★★ **Looking**—The boy finds it tough finding a gal in this swingy side. (Da-Tan, BMI) (2:15)

THE EXPRESSO'S
★★★ **Teenage Express**—TRANS-AMERICAN 600—Latin-American instruments like the gourd and the claves are added to the blues eight-to-the-bar rhythm of this instrumental for an interesting side. (Pan-World, BMI) (2:32)

★★ **Wandering**—Tantalizingly slow ballad makes up the flip, with guitar as solo voice in the combo. (Golden Dragon, BMI) (2:32)

★★★★
STRONG SALES POTENTIAL

COUNTRY & WESTERN

looking for authentic wax have it here. (Dixie, BMI) (2:25)

MOON MULLICAN
★★★ **I'll Take Your Hat Right Off My Rack**—KING 5473—Moon does a witty reading of this punching country tune. The fine country singer is accompanied by a workmanlike combo that provides rhythmic support. (4-K, BMI) (2:41)

★★★ **I Don't Know What to Do**—Country weeper material is right up Moon's alley on this strong side. Played with a beat, the tune has a nice bounce. (Lois, BMI) (2:42)

★★★ **MODERATE SALES POTENTIAL**

COUNTRY & WESTERN

JIMMY MARTIN
★★★ **Di-De Diddle**—DECCA 31234—Jimmy comes across with a fine country side here. Bouncy, happy tune also features some good banjo pickin'. (Champion, BMI) (2:15)

★★★ **My Walking Shoes**—Flip is a quick-stepping country tune that Jimmy sings with much vigor. He explains how he won't wait for the gal any more. (Champion, BMI)

JOANIE HALL
★★★ **Climbing This Mountain**—CHRIS 2015—Bass and fiddles and drum make an interesting backing for the vocal. Hand-clapping gives a gospel effect. (SESAC)

★★★ **No Thank You**—A powerful weeper, with a good lyric. Thrush sings this in slow tempo, with a world of heart. Has pop feeling here. (BMI)

DAVID PRICE
★★★ **Between the Juke Box and the Phone**—DOKE 109—Here's an old-fashioned weeper song with feeling by Price over first-rate backing featuring a "Last Date" piano lead. Worth exposure. (NewKeys, BMI) (2:03)

★★ **Could It Be**—Pretty ballad receives a simple and sincere performance from Price. (NewKeys, BMI) (2:03)

TELLI MILLS GROUP
★★★ **Juarez**—WINSTON 1055—Driving ranchero receives a bright performance from the instrumental group here. Could grab coins in the Southwest. (BMI) (2:34)

★★ **Women**—Weak side has little commercial possibilities. (Slim Willet Songs, BMI) (BMI) (2:17)

BOB HILL AND HIS MELODY BOYS
★★★ **This Old Train**—NABOR 105—Happy train song tells the story of blues left behind. Hill sings this story at a quick tempo. Nabor, ASCAP)

★★ **What Is Life Without My Home**—Hill does an acceptable job on this weeper in waltz time. (Nabor, ASCAP)

PEE WEE DAVIS
★★★ **Dixie Anthem**—TREPUR 1015—Up-tempo country string instrumental with solid pickin' and fiddlin'. (McClendon, BMI)

★★ **You're My Rainbow**—Country ballad, with vocal, in the traditional style. (McClendon, BMI)

BOBBIE WILLIAMS
★★★ **I'll Worry About You**—CHRIS 2016—Thrush chants a weeper to a backing featuring a honky-tonk type piano. Essentially in the traditional groove. (BMI)

★★ **Wallflower**—Another weeper, not as strong as the flip. (BMI)

MARION WORTH
★★★ **I'm Not at All Sorry for You**—COLUMBIA 41972—Marion Worth bows on the label with a tender, country-oriented reading of a weeper, with piano backing in the "Last Date" manner. Thrush has that Patti Page sound. (Be-Are, BMI) (2:39)

★★★ **There'll Always Be Sadness**—Another touching weeper receives a warm performance from the lass, and once again her style is close to that of Patti Page. But the lass has talent and is worth watching. (Acuff-Rose, BMI) (2:14)

★★★★ **STRONG SALES POTENTIAL**

RHYTHM & BLUES

JOHNNY ANTHONY
★★★ **Because I Do**—ACE 617—A rhyim side, well sung, with the vocal phrasing punctuated by some bright brass figures. (Ace, BMI) (2:26)

★★★ **Remember Me**—A bluesy item, done in semi-narrative style, in slow, relaxed tempo. (Ace, BMI) (2:18)

LOWELL FULSON
★★★ **I Want to Know (Parts I & II)**—CHECKER 972—Lowell Fulson turns in a touching and often moving reading of a down home blues effort on which he pleads for understanding as to why everything turns out wrong for him. Side II has a slight edge over Side I. Good blues wax. (Arc, BMI) (2:07 & 2:20)

WADE FLEMONS
★★★ **At the Party**—VEE JAY 377—Infectious rhythm on this Latin-styled ballad sets a loose time for Flemons. The boy does an exceedingly fine job singing in the Sam Cooke groove. (Conrad-Curtin, BMI) (2:22)

★★★ **Devil in Your Soul**—Gentle and moving ballad over sparse guitar and rhythm backing makes for a feelingful side. (Conrad-Curtin, BMI) (2:26)

★★★ **MODERATE SALES POTENTIAL**

RHYTHM & BLUES

TINY TOPSY
★★★ **Working on Me Blues**—ARGO 5383—Swinging blues effort in the style of "Work With Me Annie" of years ago, shows off the driving quality of Tiny Topsy's voice. Side is in a bright groove and it has a chance to pull coins. Watch it. (Arc, BMI) (2:40)

★★★ **How You Changed**—Tiny Topsy shouts the lyrics to this driving blues effort about a wandering man who just doesn't treat her right. (Arc, BMI) (2:15)

MUDDY WALTERS
★★★ **Disatisfied**—FEDERAL 12409—This is Muddy Walters, not Muddy Waters, and he sells this blues with some feeling, aided by fair primitive support. (Lois, BMI) (2:35)

★★★ **Baby, Look at You**—Same comment. (Lois, BMI) (2:38)

WILLIE WRIGHT AND THE SPARKLERS
★★★ **Just Let Me Love You, Don't Change Your Mind**—FEDERAL 12406—Willie Wright, who is in the tradition of Sam Cooke and Lloyd Price, handles this wild rocker with emotion over down home support. (Sonic, BMI) (2:22)

★★★ **I'm Gonna Leave You Baby and I'm Goin' Away to Stay**—Same comment. (Sonic, BMI) (2:37)

DAVE DIXON
★★★ **Hey Hey Pretty Baby**—HOME OF THE BLUES 2546—Strong-voiced boy sings this blues-based tune in good voice. Easy-rocking combo keeps things moving along nicely. (Hara, BMI) (2:52)

★★★ **That's Why You're Blue**—Large ork and chorus create just the right mood and setting for Dixon's warm vocal on this ballad. (Hara, BMI) (2:15)

HERMAN JONES
★★★ **Mashed Potato**—GAYNOTE 105—The swinging dance step is explained on this side by Herman who jumps the lyric. Small combo and vocal group add a vital assist. (BMI) (2:30)

★★★ **I'll Be There**—Jones sings this slow rockaballad with much conviction. Vocal group and punching small combo make the background swing. (BMI) (2:42)

(Continued on page 37)

ATTENTION!
DISTRIBUTORS • RACK JOBBERS
ONE STOPS • RETAILERS
DISCOUNT OPERATIONS

Major LP's & EP's, Singles (all labels, all artists), Accessories. Any quantity of factory-new records (not used). 33 1/3's, 45's, 78's, EP's—available to you at cost of less than manufacturer's. Send for a free listing of prices and type records we can supply.

SEND FOR FREE CATALOG OF ALL MERCHANDISE AVAILABLE

HAM-MIL DISTRIBUTING CO.
1520 N. Broad St., Philadelphia 21, Pa.
Phone: POplar 3-0585

NEW!
"AIN'T IT, BABY!"
the
MIRACLES
TAMLA #54936

THIS IS THE BIG ONE!
ON SUNNY BROOK
'MOTHER-IN-LAW'
by
THE FOUR SPORTSMEN
SB #2
National Distribution by
Arnold Records.
CALL, WRITE OR PHONE:
ARNOLD RECORDS
Commercial Trust Building
Philadelphia 26, Pa. Locust 3-5422

Novelty Single
Immediate Success!
"HAW, JACK"
Bill & Dore Post
Crest #1097

Big New Single!
"DAVID AND GOLIATH"
b/w "GRAPEVINE"
FABIAN
C-1072
Chancellor
Distributed by AM-FAM Record Co.

ALL THE LEADING TRADE PUBLICATIONS PICK
THE
CHARANGA
MERY GRIFFIN
CARLTON 545

RECORD PROCESSING AND PRESSING
45 R.P.M.—33 1/3 R.P.M. any quantities. Complete Record Service. Includes Labels—Processing—Masters. Send your tape—we do the rest!
SONGCRRAFT
1650 Broadway
New York 19, N. Y.

NAPPY BROWN
DOES IT AGAIN!
A DOUBLE SIDED HIT RECORD

A great big follow-up to his hit record of "Night Time Is the Right Time"
"ANYTIME IS THE RIGHT TIME"
Backed with a new version of his hit recording of
"DON'T BE ANGRY"
SAVOY #698-1298

SAVOY RECORD CO. NEWARK, N. J.

Up on Every Chart
"TRUST IN ME"
by **ETTA JAMES**
Argo #5385

NEW TARGET DATE...
STARTING MAY 15

... for the BIG... BUSTLING... BRAND-NEW

BILLBOARD MUSIC WEEK

BUYERS' & SELLERS'
CLASSIFIED MART

the new, convenient, easy-to-use market place—designed to serve Billboard Music Week's 20,000 buyers, sellers and users of music records, tapes, home entertainment equipment, coin machines and related products.

on
CAPITOL

**"SENTIMENTAL
BABY"**

c/w

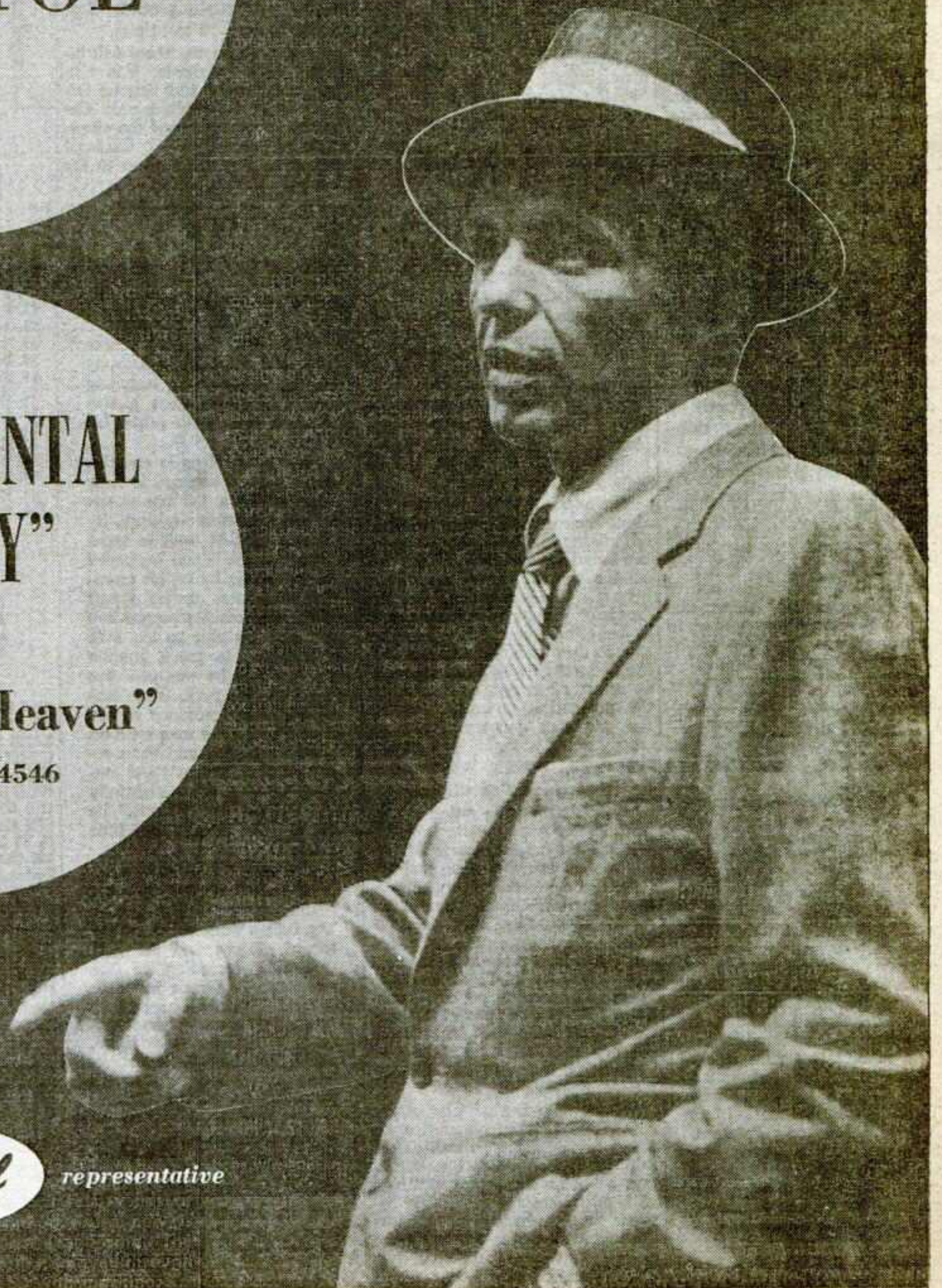
"My Blue Heaven"

record no. 4546

contact your



representative



Disk Trade Finding Campus Solid Mart

• Continued from page 1

33 disks in one hour, breaking WEET's old record of 31. The catch in the gimmick is that all tunes played during the hour must be (or have been) on the best-selling record charts. In a sly dig at the zany promotion activities of professional radio jocks, a WUVA spokesman said, "The station's purpose in breaking the MMPH record was to illustrate that even fledgling radio can reach the extremes of foolishness."

One of the newest closed-circuit college stations is WAHS, Michigan State University. Radio-TV major, Samuel Chu Lin, program director of the new outlet, pooled his resources with four other students to start WAHS and is currently trying to line up a disk library. The station's programming, which he says will reach an audience of "23,000 potential record collectors," covers a wide range of musical categories — "Hot 100" disks, dinner music, Broadway shows, semi-classical and jazz.

Many professional radio stations work closely with their college counterparts. For instance, the Creative Arts Division of San Francisco State College programs a two-hour show of classical music, "An Adventure in Excellence," on KFRC, San Francisco, with Tony

LaFrano as host, from 6 to 8 p.m. o. Sundays. The records are selected each week by a different member of the college faculty.

College musical talent is also utilized by many broadcasters. Station WCBS here, for example, has a new series tagged "Music From the Campus" on Wednesdays from 10:10 to 10:40 p.m. The show features choirs, glee clubs and choruses of colleges and universities from all over the country. The programs are produced by WCBS, using program material provided by each college. The series has already spotlighted talent from Dartmouth, Oberlin, Yale, Rutgers, and Columbia.

College musical talent is also the object of BMI's "Varsity Show" competition for the best college musical comedy or revue. The contest, which ends May 15, offers \$1,000 to the composer and lyricist of the work selected by a panel of top show business judges. An additional award of \$500 will be made to the drama or music department or to the student dramatic club sponsoring the production. Judges include Dore Schary, Morton Da Costa, Robert Griffith, Hal Prince, Robert Fryer, Lawrence Carr, Lehman Engel, Stephen Sondheim, Sheldon Harnick and Jerry Bock.

Broadcast Ratings Report Leaves Verdict Up in Air

• Continued from page 2

"rise" is made in the increasingly important area of "audience composition," the report shows. It prophesies that "audience composition data will be more poorly estimated than the ratings themselves," and says detailed investigation is needed in this area.

This aspect of ratings was a sore point with Rep. John Moss (D., Calif.) during last year's payola hearings, when a Boston deejay told him that rating "tyranny" made Top-40 stereotypes out of many radio stations. Moss said study of the situation would show that many large programs getting "high ratings on the basis of a large, numerical common denomi-

nator audience" were costing advertisers thousands of wasted dollars in programming that reached only a fraction of their special group of potential buyers.

How about the users of the rating services? They are far too "subjective" in interpreting the rating figures, the report finds, and so compound existing errors.

The experts queried broadcasters about their own check-up on methods used to rate their programming, but found none of the brethren was conducting any investigations on his own. The report finds that the "users of surveys in general prefer to be given data which they can treat as they wish, without concerning themselves with such questions as errors of response, or whether the population surveyed is really the one that concerns them, or whether the sample is well designed, large enough, etc."

Two Small Compliments

After scolding the rating service methods for not providing detailed information on their ways of collecting and assaying data, and not doing enough research, to be published for broadcaster benefit, the report gives two small compliments. It says present rating methods are at least more accurate than those done by mail, or those in which the persons polled "essentially select themselves." Also, the experts see some good in even the "limited samples" of 1,000 or so households, for what useful information is provided.

Harris, who is chairman of the new permanent subcommittee on regulatory agencies, as well as the full House Commerce Committee, says he hopes the report will help all hands to steer a safe course between the twin evils of excess government control on the one hand and too much commercialism over the airwaves on the other.

LIFE READYING PIECE ON HOPS

NEW YORK — Life magazine is readying a spread on record hops and various teenage dances. The publication covered two weekly dances emceed by deejay Hy Lit, WCAM, Camden, N. J., last week, and took a flock of pictures for the forthcoming layout.

Lit stages two weekly hops — one on Friday at the L. & M. Ballroom, and one on Saturday at Skateland. The jock reports that Life is exploring such dance fads as the Pony, Birdland, Strand, Stroll, Twist, Continental, Mess Around, Mashed Potatoes, Shimmy Shuck, and the Glide. In addition to dance contests and guest stars, Lit recently introduced two new gimmicks for his hops—a pie-eating contest and a weekly treasure hunt.

PROGRAMMING TIP OF THE WEEK

Here's an interesting variation on sing-along programming: Station WEBR, the Sing-Along station, Buffalo, has sold a 13-week "Sing Along Spell Down" series to Chip Steak on Sundays from 3 to 4 p.m.

Each week on the new show, 16 sing-along numbers are played (mostly pop disks, but some obscure items) and no titles are given. At the end of each program, listeners are invited to submit lists of tune titles, and the one who submits the most correct titles wins a \$100 government bond.

CBS-TV Slates Jack Benny Fete

NEW YORK — Jack Benny will be honored for his many benefit concerts on behalf of musician's pension and endowment funds in the fall when CBS-TV presents "Carnegie Hall Salutes Jack Benny," an hour-long salute, September 27 from 10 to 11 p.m.

Guest stars on the show will include Harry Belafonte, Van Cliburn, Isaac Stern and Eugene Ormandy and the Philadelphia Orchestra. Proceeds from the show, which will be taped at Carnegie Hall, April 3, will be given to the Carnegie Hall Foundation.

WSAI, CINCY, TOASTS ST. PAT WITH MANHUNT

CINCINNATI — WSAI here observed St. Patrick's Day by setting listeners to searching for little green men hidden around town, with prizes for the finders.

On-the-air clues in an Irish brogue aided listeners in their search, which led one determined man to a city park. By chance, WSAI mobile news reporter Bob Stone happened to be driving by on his morning commuter traffic report duty. The searcher begged Bob for a better clue to the little green man (a green gremlin doll), which he was sure was hidden in the park. When Bob pleaded his ignorance of the hiding place, the man went on with his search and soon reported back to the WSAI mobile news unit, delightfully waving the doll. "Look," he cried, "I found the little S.O.B.!"

Certain of the dolls with code numbers entitled the finders to transistor radios. The others were redeemed for record albums and the new Columbia recording of the song, "Little Green Men."

Similar "Little Green Men" promotion stunts were staged on St. Patrick's Day by KQV, Pittsburgh, and WCUE, Akron. The Columbia disk features George Morgan.

Pringle Given Misnomer

NEW YORK — Dave Pringle, WPAG, Ann Arbor, Mich., was incorrectly identified as Dave Prince in the Programming Panel feature which appeared on page 110 of *BMW* last week.

DJ PROGRAMMING CHARTS

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

CHART CLIMBERS

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

Chart Climber Rank	Hot 100 Rank	Title, Artist, Label
1	6	Blue Moon, Marcell, Colpix
2	15	Asia Minor, Kokomo, Felsted
3	17	But I Do, Clarence (Frogman) Henry, Argo
4	20	Model Girl, Johnny Masiro, Cood
5	21	Runaway, Del Shannon, Big Top
6	24	Take Good Care of Her, Adam Wade, Cood
7	27	Baby Blue, Echoes, Segway
8	32	One Mint Julep, Ray Charles, Impulse
9	33	Please Tell Me Why, Jackie Wilson, Brunswick
10	34	Tonight My Love, Tonight, Paul Anka, ABC-Paramount
11	40	Your One and Only Love, Jackie Wilson, Brunswick
12	41	Fell in Love on Monday, Fats Domino, Imperial
13	43	Trust in Me, Etta James, Argo
14	46	I've Told Every Little Star, Linda Scott, Canadian-American
15	49	Bewildered, James Brown, King
16	51	Ginnie Bell, Paul Dino, Promo
17	54	Shu Rah, Fats Domino, Imperial
18	55	Mother-in-Law, Ernie K-Doe, Minit
19	62	You Can Depend on Me, Brenda Lee, Decca
20	64	Some Kind of Wonderful, Drifters, Atlantic
21	65	Second Time Around, Frank Sinatra, Reprise
22	66	My Three Sons, Lawrence Walk, Dot
23	71	One Hundred Pounds of Clay, Gene McDaniels, Liberty
24	77	Dixie, Duane Eddy, Jamlo
25	80	Brass Buttons, String-A-Longs, Warwick
26	82	The Blizzard, Jim Reeves, RCA Victor
27	83	Funny, Maxine Brown, Nomar
28	85	Ain't It Baby, Miracles, Tamla
29	87	Tenderly, Bert Kaempfer, Decca
30	88	Daddy's Home, Shep and the Limelites, Hull
31	89	Sleepy-Eyed John, Johnny Horton, Columbia
32	90	Bumble Boogie, B. Bumble and the Stingers, Rendezvous

DEBUT DISKS

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

Hot 100 Rank	Title (Publisher)—Artist, Label
55	Mother-in-Law (Minit, BMI)—Ernie K-Doe, Minit
62	You Can Depend on Me (Peer Int'l, BMI)—Brenda Lee, Decca
80	Brass Buttons (Dundee, BMI)—String-A-Longs, Warwick
83	Funny (Just-Jeneva, BMI)—Maxine Brown, Nomar
85	Ain't It Baby (Jobete, BMI)—Miracles, Tamla
87	Tenderly (Morris, ASCAP)—Bert Kaempfer, Decca
88	Daddy's Home (Keel, BMI)—Shep and the Limelites, Hull
89	Sleepy-Eyed John (Vanguard, BMI)—Johnny Horton, Columbia
90	Bumble Boogie (Marlin, ASCAP)—B. Bumble and the Stingers, Rendezvous
92	I'm in the Mood for Love (Robbins, ASCAP)—Chimos, Tag
93	I Told You So (Sequance, ASCAP)—Jimmy Jones, Cub
94	Like Long Hair (Maverick, BMI)—Paul Revere and the Raiders, Gardena
96	Triangle (Good Songs, BMI)—Janie Grant, Capricorn
97	Where I Fell in Love (Maureen, BMI)—Capris, Old Town
98	Little Pedro (Dreamland, BMI)—Olympics, Arvoe
100	Green Grass of Texas (Lansdowne-Winston, ASCAP)—Texans, Infinity

PICK HITS

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

POP

- HANK BALLARD & THE MIDNIGHTERS: The Continental Walk (Roosevelt, BMI) (3:37)—What Is This I See (Lois, BMI) (2:12) King
- JOHNNY MATHIS: Jenny, (Nomat, ASCAP) (2:53) Columbia
- CONWAY TWITTY: The Next Kiss (Plan Two-Moorpark, ASCAP) (2:04)—Man Alone (MooMoo, BMI) (2:43) MGM
- FERLIN HUSKY: What Good Will I Ever Be (Tree, BMI) (2:32)—Before I Lose My Mind (Moss-Rose, BMI) (2:54) Capitol
- BUZZ CLIFFORD: Three Little Fishes (Joy, ASCAP) (2:26)—Simply Because (Greenhaven, ASCAP) (2:29) Columbia
- ROY ORBISON: Running Scared (Acuff-Rose, BMI) (2:19)—Love Hurts (Acuff-Rose, BMI) (2:26) Monument
- THE BROWNS: Angel's Dolly (Arch, ASCAP) (2:43) RCA Victor
- THE TURBANS: When You Dance (Angel, BMI) (2:34) Parkway
- BILLY STORM: When You Dance (Angel, BMI) (2:30) Atlantic
- THE TOP NOTES: Hearts of Stone (Regent-Commodore, BMI) (2:07)—The Basic Things (Progressive, BMI) (2:41) Atlantic
- THE SUPREMES: I Want a Guy (Jobete, BMI) (2:49) Tamla
- SALT 'N' PEPPER: Come Softly to Me (Cornerstone, BMI) (2:22) Felsted
- THE DREAMTONES: An Invitation (Village, BMI) (2:50)—The Dancin' Lady (Village, BMI) (2:40) Flippin'

COUNTRY AND WESTERN

- ERNEST ASHWORTH: Forever Gone (Acuff-Rose, BMI) (2:50)—Life of the Party (Acuff-Rose, BMI) (2:07) Decca

RHYTHM AND BLUES

- BUDDY GUY: Let Me Love You Baby (Arc, BMI) (2:31)—Ten Years Ago (Arc, BMI) (2:29) Chess

NOVELTY

- LARRY VERNE: Abdul's Party (Pattern-Balladeer, ASCAP) (2:31) Era

DISK JOCKEY PROGRAMMING

- PERCY FAITH & HIS ORK: Bilbao Song (Harms, ASCAP) (2:05) Columbia
- JORGEN INGEMANN AND THE CAMARATA ORK: Trudie (Picadilly & Glow, BMI) (1:55) Vista

VOX JOX

By JUNE BUNDY

GIMMIX: Station KOIL, Omaha, participated in a concentrated two-week campaign on behalf of the Nebraska Tuberculosis Association recently, and hit upon an unusual way to get listeners to report for free chest X-rays. The unit was stationed in front of the station, and everyone who had a chest X-ray received a free record from KOIL. . . . Freeman Hover, KEYZ, Williston, N. D., often mentions the name of arranger Stanley Applebaum, because his name is on so many current hit disks ("Save the Last Dance for Me," "Calendar Girl"). In line with this, he writes: "The other day on one of our record giveaway contests we asked who wrote 'Up the Lazy River.' Five people called in and said Stanley Applebaum before we finally got Hoagy Carmichael in there."

KQV'S JINGLES: Station KQV, Pittsburgh, has ordered a special set of new musical station identification signatures (jingles to the trade), which will be cut in Hollywood this week under the direction of conductor-arranger Johnny Mann. General Manager John D. Gibbs and Operation Director Dick Drury are in Hollywood to supervise the dates. The entire series was written by Gibbs and Drury, with music adaptations by Mann. "We listened to musical jingles from more than a dozen companies over the past six months and could not find any that suited KQV and Pittsburgh. We then decided that the only way to get what we wanted was to write and produce them ourselves," said Drury. The jingles featuring a 26-man orchestra with a complete string section will be aired by KQV in early April.

CHANGE OF THEME: Ronn Terrell Metheny, WOKY, Milwaukee, celebrated his first year with the outlet this month, and announced his engagement to legal secretary Nancy Adgent of Nashville. Metheny uses the name Mitch Michael on the air. . . . Jack Spector, WJJD, Chicago, emceed a benefit show this month for the American Field Services for Foreign Exchange Students at a local high school. The station footed most of the tab for the show which featured Adam Wade, Dee Clark, Tobin Mathews and others.

Bob Ouellette has moved from WRUM, Rumford, Me., to WLAM, Lewiston, Me., in the 10 a.m.-2 p.m. time slot. . . . George Jay and free lance programmer Bill Gavin report the following deejay changes: Phil McLean, Carl Reese and Bob Forster are leaving WERE, Cleveland, and Johnny McKinney is coming in to WERE from KQV, Pittsburgh.

Alan Dary moving from WBZ, Boston, to WORL, same city. Mel Hall left KDEO, San Francisco, to become program director at WJJD, Chicago. . . . Rod Roddy, KQV, Pittsburgh, moves into a morning time slot. . . . Gavin adds "Gordon McLendon's XEAK, Mexico, may blast 150,000 watts directly at Los Angeles metropolitan area—will switch station from oldies to top 40 format soon."

RCA Victor sponsored a two-hour program of reminiscences of the late Arturo Toscanini, March 19 from 9 to 11 p.m. Tagged "Memories of the Maestro," the show featured members of Toscanini's family in conversation with Martin Bookspan. The program also showcased some of Toscanini's best known Victor recordings. . . . Dick Drury, program director of KQV, Pittsburgh, is going back on the air as a deejay in the 1-3 p.m. slot Monday through Saturday, and from 2 to 4 p.m. on Sundays.

Gene Milner has left WIP, Philadelphia to become co-owner of WTAC, Flint, Mich. . . . Kenny Doll and Ed Davis have joined WBOY, Clarksburg, W. Va. . . . A series of executive realignments in the administration of CBS-owned radio stations resulted in the following changes: Fred Ruegg, formerly vice-president-general manager of KNX, Los Angeles, succeeds Jules Dundas as vice-president in charge of station administration. Dundas succeeds Maurie E. Webster as vice-president-general manager of KCBS, San Francisco. Robert P. Sutton, program director of KNX, takes over Ruegg's old post. Webster becomes vice-president-general manager of CBS Radio Spot Sales.

TEXAS: Larry Kane, who emceed a top-rated Saturday afternoon "Bandstand" show on KTRK-TV, Houston, has started a new weekly, hour-long "Bandstand" on KFDM-TV, Beaumont, Tex., Thursdays, 5-6 p.m. Kane urges all artists working in either city to contact him about guesting on either or both shows. . . . Robert W. Dundas Jr., formerly with KPRC-TV, Houston, and a veteran of 19 years in Texas radio and TV, has joined Erwin Wasey, Ruthrauff & Ryan, Inc., as an account executive.

Ron Elz has left KXYZ, Houston, and moved to KONO, San Antonio. His morning shift at KXYZ has been taken over by Bill Edwards. . . . New staffer at KFMK-FM, Houston, is Noble Dickerson, ex-KGAS, Carthage, Tex. . . . Bill Rozan replaces Cal Perley as acting manager of KXYZ, Houston. . . . Lee Segall, chief of KIXL, Dallas, reports the outlet will present a stereo program from 12:30 to 1 p.m. across the board. The executive believes KIXL is the first station to offer daytime stereo on a regular basis. The station already carries stereo programming from 4 to 5 p.m. Saturdays and 4:30 to 5 p.m. Sundays.

"Teen-Age Downbeat," emceed by Tom Mullarkey on WBAP-TV, Fort Worth, has returned to video as a regular Saturday colorcast from noon to 1 p.m. Sid Smith directs the show, previously aired on weekdays. The new program design will still emphasize dancing, but will utilize more big-name guest stars, performances by talented local teen-agers, and a different guest name band each week, selected from the Fort Worth-Dallas area. Another weekly feature will be a preview of a new release, which will be voted either a "winner or loser" by the studio audience.

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

Do you think your marathon promotion was worthwhile and would you do it again?

THE ANSWERS

DAVE CLARKE
KVI, Seattle

Whether or not I would do a marathon again would depend on several all-important points.



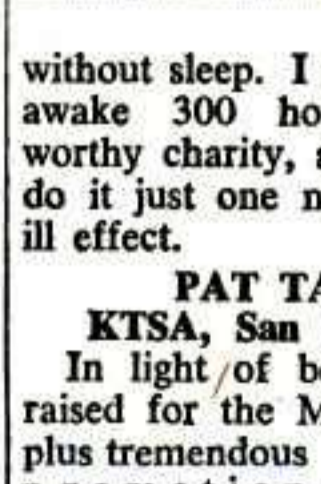
1. Constant supervision by a doctor, especially after the first 60 hours. 2. The monetary question has to be raised and I would want a month off to recuperate physically. From a purely sales and promotional standpoint, a marathon—when properly prepared, promoted and given sufficient interest for listeners—can be a tremendously successful venture.

MURRAY KAUFMAN
WINS, New York

Yes, to both questions. The Multiple Sclerosis organization profited and that made my 24-day Walkathon worthwhile. However, my main objective in doing public service work—to form a national federation of disk jockeys and stations dedicated to public service work woven into pop programming—has not materialized to date. This may some day come to pass if the industry opens up their eyes to the new horizons of responsibility waiting for them. By the industry, I mean station management, trade publications and disk jockeys.

STAN MAJOR
WJJD, Chicago

The eight and one-half day "Stay Awake Marathon" which I did in Peoria was extremely worthwhile. Because of it, we not only reached the local Cancer Fund-raising goal, but surpassed it. I had absolutely no repercussions of any kind—physical or mental—after 210 hours without sleep. I would like to stay awake 300 hours for another worthy charity, as I think I could do it just one more time without ill effect.



PAT TALLMAN
KTSA, San Antonio, Tex.

In light of better than \$2,000 raised for the March of Dimes—plus tremendous promotion of myself, my show and the station—I definitely do believe that my bowling Marathon was very much worthwhile. As far as doing it again, I think that if the circumstances are the same I will bowl again next year.



TV JOCKEY PROFILE

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

RECORD HOP

Starring Dick Reid

WCHS-TV, Charleston, W. Va.

Saturday, 6-7:30 p.m.



Dick Reid

"Record Hop" has been on the air since October 1957. It started as a daily program, but switched to a weekly Saturday nighttime slot when WCHS-TV affiliated with ABC-TV in 1958. Dick Reid, a top personality at WCHS-TV since the station first started in 1954, also produces "Record Hop," with Bill Whiteman as assistant producer and director.

The format features teen-agers dancing on camera and guest shots—live or taped—by visiting record artists. Prominent on the show are four young couples who perform specialty dances. The dancers, tagged "The Record Hoppers," are recruited, trained and directed by Jim Lucas, who operates a local ballroom dancing school. Jim, his frau Ann, and their teachers are also weekly guests on "Record Hop"—offering dance instructions and exhibitions.

The format of "Record Hop" has undergone considerable change over the last three years. Reid believed that in order to maintain its high rating, the program had to grow into a combination variety-dance show format. Various themes have been explored in the show's three-year history—such as a New Year's Eve ball, proms, Halloween parties and a "Father's Day," with parents and other adults doing the entire show one week.

Reid works closely in the promotion of local civic and community functions, including beauty contests, soap-box derby, Civitan Pancake Festival and the Jaycees Teenage Road-Go. Reid also worked with—and in some cases even promoted—traveling rock and roll packages of GAC and other booking offices.

For the past three years "Record Hop" has been aired in the summer from nearby Rock Lake Pool, a 3,000-person-capacity swimming pool and recreation center. During the other seasons "Record Hop" is often telecast from outside WCHS-TV's patio studio, weather permitting.

The show still has three of its original sponsors—Pepsi-Cola, Henry's Men and Boys Shops and Valley Bell Dairy. Seasonal advertisers on the program include Lays Potato Chips, Shoney's Drive-ins, Channel Master Radios, Wear-Ever Pens, Motorola, Cohen Drugs, Embees Ladieswear, Gilmar Records and Rock Lake Pool.

Station WCHS-TV (a Rollins outlet) covers the Southern and Central sections of West Virginia, Southern Ohio and Eastern Kentucky. Its signal embraces over half a million TV sets. Reid travels the area, averaging about 20,000 miles annually, to emcee off-camera record hops and shows—most of which are of a public service nature to help raise funds for civic and charity groups.

D. J. Milt Grant To Lose Show On WTTG-TV

Continued from page 4

local sponsorship by a variety of interests, including a restaurant chain, a jewelry store offering teen credit arrangements, a Washington newspaper supplement, etc.). Grant was one of the few deejays to escape mention during last year's hearings on payola by the Harris legislative oversight subcommittee here.

The deejay is still cliff-hanging on another issue—a dispute over whether he was entitled to \$10,000 reimbursement of legal and engineering fees when he (and partner Bonfils) withdrew from application from a Laurel, Md., radio station. An FCC hearing examiner said he had not shown sufficient proof that some \$23,000 in various charges to Grant were "prudent and necessary"—but the broadcast bureau backed Grant and held the examiner at fault for prying into details of charges Grant could show were legitimately billed to him.

The Commission has not yet decided who is right, and the Federal

WCPO's Miller Heart Victim

CINCINNATI — Glenn Clark Miller, 47, assistant general manager of the WCPO television and radio stations here, died Monday (20) in Bethesda Hospital following a heart attack suffered the previous Friday (17) while dining with his wife.

Miller came to WCPO 17 years ago as a radio announcer and served for a time as national sales manager before being named assistant to WCPO general manager, Mort C. Watters. Deceased was active in little theater work and was one of the founders of Theater Productions, Inc., Fort Thomas, Ky. He also led his own dance band in the Greater Cincinnati area for many years.

Funeral services were held Thursday (23), with interment in Evergreen Cemetery, Fort Thomas. Surviving are his widow; a son, Gary William; a daughter, Muriel Ruth, and his father, Percy Clark Miller, of Newtown, Ohio.

Communications Bar Association has asked to get into the argument as amicus curiae, the lawyers very naturally being interested in a case in which legal fees were held in dispute.

ARTISTS' BIOGRAPHIES

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

JOHNNY MAESTRO

Coed recording artist Johnny Maestro was born in New York, May 7, 1939. He presently resides in Staten Island, N. Y.

Maestro began his musical career during high school when he joined the vocal group known as the Crests. He performed with them as lead singer from 1954 to 1960, recording a string of hits for Coed including "Sixteen Candles," "The Angels Listened In," "Six Nights a Week," "Flower of Love" and "Step by Step." Recently young Maestro left the group to seek the solo spotlight, and has come up with a hit of his own in "Model Girl." The disk is rapidly moving up on the "Hot 100."

Maestro, who also plays guitar and piano, will make a cross-country tour of personal appearances from April through August. He is booked by G.A.C., and Danny Kessler is the lad's personal manager.



ROSIE

Born Rosalie Hamlin, in Oregon, Rosie, Brunswick's newest recording artist, grew up in Alaska and later she and her family moved to San Diego, Calif.

Rosie liked to sing as a child and was often the vocal accompaniment to her father's guitar playing. She taught herself to play the piano and write tunes as well as performs them.



The ambitious young girl's dreams of a musical career began to come true when she met a band known as the Originals who were looking for a singer. The thrush had written a tune called "Angel Baby," which the group chose to record with Rosie as their singer. It was released on the Highland label and the disk became a solid chart-maker.

Recently, while Jackie Wilson, another Brunswick recording star, was headlining a deejay show, he was impressed with Rosie's talent and called it to his manager's attention. Soon after her discovery by Nat Tarnopol, Rosie was offered a Brunswick recording contract. Her initial release for them, "Lonely Blue Night," is a hot chart item.

WITH THE COUNTRY JOCKEYS

By BILL SACHS

Wayne Raney, for the last several years a powerhouse with his country, gospel and sacred platter airings on WCKY, Cincinnati, and one of the Midwest's top country deejays and PI merchandisers, has been forced to leave his post there due to ill health and has gone to his home near Concord, Ark., in an effort to regain his health. . . . Lou Epstein, of the Jimmie Skinner Music Center, 222 East Fifth Street, Cincinnati 1, has available copies of Skinner's latest Mercury release, "Don't Send Cecil Away" b.w. "Don't Let Love Get You Down," and Connie Hall's latest Decca disk, "Sleep, Baby, Sleep" b.w. "Sittin' Out the Last Dance." Write Lou on your station's letterhead. . . . For deejay copies of Bobby Bobo's new storied version of "The Battle of Gettysburg," on the Decca label, write to Warren E. Coffey, 214 Bosley Street, Cincinnati 19.

NAB Hopes for Financial Details From FM Stations

WASHINGTON—The National Association of Broadcasters will try for the first time to get data on revenue, expenses and profits from independently operated FM radio stations, as part of the NAB annual financial surveys.

The association says it hopes to survey about 250 of the stations, but will not attempt to get an FM breakout from stations operated in conjunction with regular AM stations, as the latter stations do not calculate the FM finances separately.

The special FM financial survey is the result of "growing interest in FM financial data," said James H. Hulbert, NAB manager of broadcast personnel and economics.

Lanier Smith's initial release on Val-Hill Records, "Verbena" b.w. "Slipping," going out to deejays soon. If you're missed in the mailing, a postcard to Val-Hill Records, 406 Lincoln Street, La Grange, Ga., will fetch you a copy. . . . "I like to keep abreast of the times and give my listeners the best," writes Joe Woods, c.&w. jock at KIKS, Lake Charles, La., "thus I am constantly in need of sample platters from artists and diskeries." "The Joe Woods Show" is catapulted via KIKS from 5-7 a.m., Monday through Saturday. . . . Tom Reeder, deejay and general manager of WYAL Radio, Scotland, Neck, N. C., who programs eight hours of country music daily, invites artists and record companies to shoot him singles and albums for sure spins on his various country segs. Tom reports that Patsy Cline's "I Fall to Pieces" is setting the woods on fire in his sector.

"I find that the flow of country music has slowed," typewrites Jerry McKinney, now program director at KVOU, Uvalde, Tex., (Continued on page 40)

Cincy Radio Pioneer Passes

CINCINNATI — George H. Moore, 77, pioneer in the radio industry and for the last 30 years time salesman for WCKY here, died at his home here March 18. He also served the station as an actor and program director. Prior to joining WCKY, he was with the old WFBE here. Surviving are his widow and two step-daughters.

DISCOURSE

FROM BILLBOARD MUSIC WEEK SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard Music Week's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

TONY BENNETT, Columbia Records' dynamic star, has a winning single in his latest release, Marry Young b/w The Best Is Yet To Come. Tony is a native New Yorker who rose from an usher's job at the famed New York Paramount Theatre to become one of the celebrated artists-performers of our time. A member of that select circle of entertainers whom other performers will come to see and enjoy, Tony has just completed a smash engagement at the Dunes in Las Vegas.

THE BROTHERS FOUR, Dick Foley, Mike Kirkland, John Paine and Bob Flick, have a novel release in their latest Columbia single, Frogg. The boys, fraternity brothers at the University of Washington in Seattle, started singing for the fun of it and subsequently made a couple of public appearances. The response to their refreshing, relaxed style was overwhelming. Deciding to give a professional career a whirl, they hit the big time in their first engagement at the hungry i in San Francisco. Within six months they had a recording contract with Columbia Records and their first big record hit—Greenfields. They are slated for a forthcoming Bell Telephone Hour.

AL CAIOLA follows up the success of his Magnificent Seven single with the theme from the TV show, Bonanza—and he hopes will be another sales bonanza for him and United Artists. A member of the CBS New York staff orchestra for 10 years, Al began a freelance career in 1957. Subsequently he became associated with Don Costa and was ultimately signed by him to a UA recording contract. The flip side of Bonanza is titled Bounty Hunter.

THE CHIMES ring in another hit with I'm In The Mood For Love—on the Hot 100 this week at 92. The boys, who scored with their first record, Once In A While, were formed two years ago in Brooklyn. The group consists of Len Cocco Lead, Pat DePrisco First Tenor, Richard Mercado Second Tenor, Joseph Croce Baritone, and Pat McGuire Bass. The flip side of their new Tag release is Only Love.

DUANE EDDY this week is number 77 on the "Hot 100" with his latest Jamie release—Theme From Dixie, based on the famous Southern rallying song. The flip side, Gidget Goes Hawaiian, is from the forthcoming motion picture of the same title. Duane, whose exciting guitar style features heavy use of the single bass string, started in show business some five years ago doing local dances and charity affairs around his home town of Phoenix, Ariz. His recording of Because They're Young has sold over a million copies.

IAN FRASER a newcomer to the ranks of band leaders is by no means a novice in the field. He has had a long, distinguished, and much-acclaimed career as an arranger-conductor for leading British orchestras such as Ted Heath. Ian makes his American debut with two English hits—African Waltz and Night Train, on London Records.

MERV GRIFFIN, whose novelty single, Banned In Boston, has been getting a lot of air play, comes up with another provocative single in The Charanga, on Carlton. The Charanga, which bids well to become the newest dance craze, has described as a cross between the meringue, samba and cha cha cha. Accompanying Merv on the date is the Sid Bass Orchestra and Chorus.

BRENDA LEE, Decca Records' 16-year-old songstress follows up the success of her best-seller, Emotions, with an album of the same title. Just back from a successful tour of Great Britain, Brenda soon starts filming for her motion picture debut, Teddy Bears. Her latest single, You Can Depend On Me, bids well to become her newest hit, jumping onto the Hot 100 this week at number 62.

HUGO AND LUIGI, the redoubtable RCA Victor recording artists and producers, lead the Children's Chorus and orchestra in yet another version of the new Latin dance craze—this one is called La Pachanga. The dance is said to have started in Cuba two years ago and then spread to Latin-America and Europe. Currently it is

thriving on the East Coast and in New York. Flip side of the new Hugo & Luigi version is "Bimbomay."

JONI JAMES, petite songstress, joins her husband Tony Acquaviva in a new MGM single—Theme From Carnival b/w Can You Imagine That . . . both songs from the heralded, Broadway-bound musical Carnival. Joni, whose million sellers include Why Don't You Believe Me, Your Cheatin' Heart, Have You Heard, and How Important Can It Be, aspired to become a dancer—indeed she had performed professionally—when an appendectomy ended her career. Turning to singing, she achieved the fame and fortune that eluded her as a dancer.

BERT KAEMPFFERT whose smash instrumental of Wonderland By Night has sold over 1,000,000 copies, comes up with a new release—the standard, Tenderly—which hit the Hot 100 this week. Featured on the record is the mellow trumpet of Charlie Tabor. Kaempfert, who himself plays clarinet, saxophone, piano and accordion, is one of Germany's and Europe's most sought-after artists. Acclaimed as a composer, arranger and producer, he formed his first orchestra after World War II. His new Decca album is entitled The Wonderland of Bert Kaempfert.

AL MARTINO has a new 20th Fox single bubbling under the Hot 100 in Little Girl, Little Boy. An Arthur Godfrey Talent Scout winner some years back, Al sprung into national prominence with his recording of Here In My Heart. Currently touring, Al is from the same South Philadelphia neighborhood that spawned Eddie Fisher and the late Mario Lanza.

TONY ORLANDO makes his recording debut with a pair of strong ballads on Epic Records. He introduced the tunes—Halfway To Paradise and Lonely Tomorrow—via the Dick Clark Show recently and has an upcoming date on the NBC TV Saturday Night Prom. Currently Tony is touring the country promoting his first release. The 16-year-old singer hails from the Bronx, New York.

THE PLATTERS, featuring Tony Williams, have a hot new release in Trees, on Mercury. The group, which has had million sellers in Great Pretender, My Prayer, Only You, Smoke Gets In Your Eyes and Twilight Time, was formed in Los Angeles where the boys all worked as parking lot attendants. Currently, they are doing night club appearances and occasional TV dates.

JIMMY REED, Mr. Blues, comes up with a Billboard Music Week Spotlight pick in Big Boss Man—a tune in the great tradition of work songs. Jimmy, who is also quite a guitarist began singing in his native Chicago. An audition at Vee Jay Records so impressed the executives there, they and a composer in his own right, awarded him an exclusive recording contract. Since that time, he has consistently turned out hit after hit, and

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

is probably one of the most dynamic rhythm and blues singers performing today.

JIM REEVES sings up a storm in his latest RCA Victor release—"The Blizzard" . . . a woeful tale of a cowboy battling the elements to visit his girl. Jim, who had a million seller in He'll Have To Go, has another hot release in this one, currently riding the Hot 100 at number 82. Flip side is the famed Danny Boy.

BIRTHDAYS OF THE WEEK:
March 27, Ferde Grofe, Sarah Vaughan, March 28, Paul Whiteman, March 29, Pearl Bailey, Ginger and Jean Dinning (Dinning Sisters), Bob Haymes, Donny Conn (The Playmates), March 30, Ted Heath, Frankie Laine, March 31, Lefty Frizzell, Red Norvo, April 1, Jane Powell, Debbie Reynolds, April 2, AJec Guinness, Herbert Mills (Mills Bros.), Lou Monte.

RUSTY WARREN whose Jubilee album, Knockers Up, has been one of the best-selling comedy albums for months, comes up with another laugh-laden release in Sin-Sational Rusty Warren. Rusty, who earned a degree in voice and piano from the New England Conservatory of Music was a straight pianist-singer until 1954 when she decided to turn to comedy. Since then she has had audiences laughing from the Pomp Room in Phoenix to Ft. Lauderdale's famous Golden Falcon, where she is currently appearing.

WOODY WOODBURY whose unique, thoroughly enjoyable humor has propelled him to the fore among today's comedians, comes up with a new laugh riot in a new Stereodiddies album—Concert In Comedy. Woody had been delighting audiences in Florida since 1947 when he first appeared in Daytona Beach Clubs. A former marine he served two hitchies—the second during the Korean conflict when he flew 104 close support missions. Upon his discharge he returned to his comedy act and has since branched out into television and records.

PROMOTION DAYS & WEEKS:
March 26 begins Holy Week; March 30 is Holy Thursday (or Maundy Thursday); March 31 is Good Friday; Azalea Open PGA Golf Tourney begins.

Denis Hyland

THIS WEEK'S NEW

Money Records

. . . an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard Music Week ads.

SINGLES

LOVE THEME FROM ONE-EYED JACKS—Ferrante and TeicherUnited Artists
AFRICAN WALTZ—Cannonball AdderleyRiverside
LA PACHANGA—Audrey ArnoDecca
ARE YOU SURE?—The AllisonsLondon
MY KIND OF GIRL—Matt MonroWarwick
SENTIMENTAL BABY—Frank SinatraCapitol
WON'CHA COME HOME, BILL BAILEY?—Della ReeseRCA Victor

ALBUMS

ON THE REBOUND—Floyd CramerRCA Victor
STOCK MARKET PROFITS (FOR THE SOPHISTICATED INVESTOR)—Bill ColyerABC-Paramount

According to statistics maintained over a period covering thousands of releases . . .
7 out of 10 will reach Billboard Music Week's "Hot 100" in the weeks ahead!

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

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

This Week	Last Week	Weeks on Chart	Title	Artist
1	18	1	EXODUS	Chappel
2	13	2	CALCUTTA	Pincus-Symphony House
3	9	5	HEY, LOOK ME OVER	Morris
4	14	6	NORTH TO ALASKA	Robbins
5	5	9	WHERE THE BOYS ARE	Aldon
6	16	4	WONDERLAND BY NIGHT	Roosevelt
7	3	7	ANGEL ON MY SHOULDER	Sherman-De Vorzon
8	36	3	THEME FROM THE APARTMENT	Mills
9	3	11	APACHE	Regent
10	6	8	WHEELS	Dundee
11	8	10	CALENDAR GIRL	Aldon
12	4	12	SECOND TIME AROUND	Miller
13	20	14	LAST DATE	Acuff-Rose
14	1	—	THINK TWICE	Play
15	1	—	ASIA MINOR	Barbro

• **Reviews and Ratings of New Records**

• *Continued from page 32*

THE CONFINERS
 *** Harmonica Boogie — ELECTRO 261 — Blues instrumental played by a group in the Mississippi Penitentiary. Funky sound. (Acquarian, BMI) (2:33)

*** The Toss Bounce — Another blues. This, in contrast to flip, features more guitar and piano. Has a rocking beat. (Acquarian, BMI) (2:55)

SMOKEY SMOTHERS
 *** Come On Rock Little Girl — FEDERAL 12405 — Down home blues, with Smokey's flavorsome vocal backed with funky strings. (Sonlo, BMI) (2:45)

*** Smokey's Lovesick Blues — Another blues, of the down home category, slow in tempo and funky in tone. (Sonlo, BMI) (2:40)

AARON NEVILLE
 *** Don't Cry — MINIT 624 — Neville

chants a ballad in relaxed fashion, displaying a touch of church style. A tasteful side. (Minit, BMI) (2:34)

*** Reality — Another ballad, sensitively done; chorus comes in mid-way for effective support. (Minit, BMI) (2:40)

***** STRONG SALES POTENTIAL**

JAZZ

BLUE MITCHELL QUARTET
 *** Kinda Vague — RIVERSIDE 45452 — Trumpeter Mitchell does an excellent job on this gentle ballad instrumental in the modern groove. Side also features a fine piano solo. Could see jazz deejay and juke exposure. (Jazz Standard, BMI)

*** Sweet Pumpkin — Ronnie Bright's medium-tempo instrumental gets a swinging

ride from Blue. There's also nice piano work on this side. Both sides are from the LP "Blue's Moods." (Ecorah)

***** STRONG SALES POTENTIAL**

SPIRITUAL

ROYAL GOSPEL TRAVELERS
 *** He Said — TUXEDO 936 — On this side the boys turn to a happy uptempo jubilee spiritual to good results with a shouting lead singer handling the melody with feeling. (Ford, BMI)

*** The Lord Is My Shepherd — The Travelers turn in a meaningful and sincere performance here of a serious spiritual effort. Side could sell well to gospel fans. (Ford, BMI)

THE CARAVANS
 *** Hold to Gods (Parts I & II) — GOSPEL 1050 — This is an unusual waxing. It features the leader telling the story of a rich woman and a poor woman, with the rich woman telling of her worldly possessions, and the poor woman her religious feelings. Interesting wax. (Volunteer, BMI)

SOUTHERN SPIRITUALS
 *** When I Get Inside — BEVERLY 751 — The lead singer does this spiritual in relaxed, yet passionate style, with an answering chorus. It's a fine performance, with a rolling rhythm. (Don Carlos, BMI) (2:20)

*** Must Jesus Bear the Cross — The lead chants his message with intensity, backed by a chorus and instrumentation featuring guitars. (Don Carlos, BMI) (2:33)

***** MODERATE SALES POTENTIAL**

SPIRITUAL

THE SHOCKLEY SINGERS
 *** Stop, Listen — WORLD WIDE 5010 — The girls sound very good on this rhythmic effort which tells about the omnipresence of the Lord. Worth spins. (Savoy, BMI)

*** There's Nothing Like It — The girls sing this bright spiritual with emotion aided by rhythmic piano backing. (Savoy, BMI)

JAMES ANDERSON
 *** I Know — ELECTRO 262 — Anderson shouts this spiritual message with heart and soul. Melodic line reminds one of the classic blues "How Long." (Acquarian, BMI) (3:25)

*** I'm Working, Digging Deeper Every Day — Another inspirational message, done with heart, to a simple, powerful beat. (Acquarian, BMI) (3:07)

THE KELLY BROTHERS
 *** He's All Right — FEDERAL 12404 — This vocal is by T. C. Lee, who does it in full-voiced fashion, to a relaxed, choral accompaniment. Sincere. (Sonlo, BMI) (3:02)

*** He's the Same Today — Offie Reese gets the featured vocal here. Side is up-tempo, with a beat that moves right along. (Sonlo, BMI) (2:47)

***** MODERATE SALES POTENTIAL**

INTERNATIONAL

LEDA DEVI
 *** Il Cielo In Una Stanza — VESUVI-US 1023 — A song of quality done with lyric tones by the thrush. It is in Italian. (Leeds, ASCAP) (2:35)

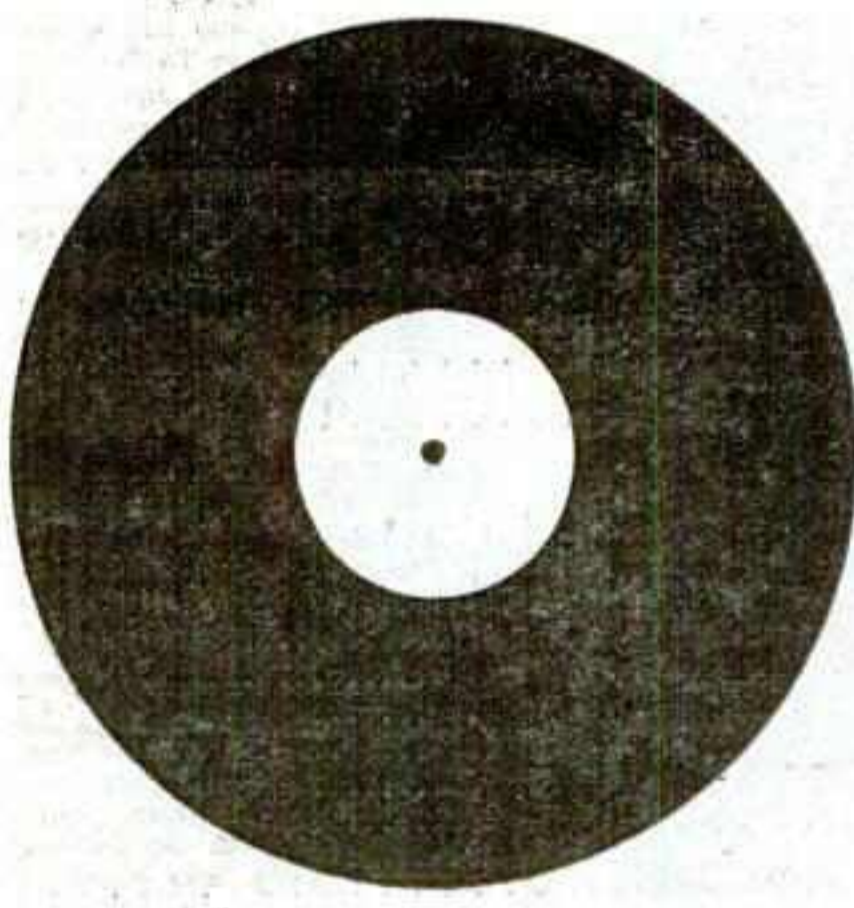
*** This World We Love In — Recorded in Italy by Phonocol, the pretty song gets a lush instrumental treatment here, featuring singing violins and piano. (Leeds, ASCAP) (3:00)

***** MODERATE SALES POTENTIAL**

SACRED

RONNIE & CALVIN
 *** Heaven — PACE 1016 — Uplifting sacred material, sung with commendable sincerity and authentic instrumental arrangement. (Manna, BMI) (2:46)

*** Then I Met the Master — Comparable in quality to the flip. An honest performance of good sacred material. (Lester, SESAC) (2:41)



Now, thanks to the complete cooperation of the record companies (including all the majors), there's an unmatched, one-stop record source for broadcasters!

Now, through RSI, you can get the hit record product (albums as well as the singles we've been delivering) of every top label in the business. You get the best of the new releases... the "Spotlight Winners" selected by the Record and Music Staff of The Billboard.

Six different record services available

Their services that fit your programming as neatly as they fit your budget. And each is sold with an unconditional guarantee of complete satisfaction!



"SPOTLIGHT" singles

	Rates effective March 1st (U.S.)*	
	52 Weeks	18 Weeks
"Hot 100" 10 new records weekly	\$175.00	\$60.00
"Easy Listening"*** 6 new records weekly	110.00	40.00
"Country" 5 new records every 2 weeks	50.00	(Not available)



"SPOTLIGHT" albums

	12 Months	4 Months
"Popular"*** 10 new albums monthly	\$150.00	\$55.00
"Classical" 10 new albums monthly	150.00	55.00
"Jazz" 5 new albums monthly	75.00	30.00

*Regular mail. Domestic air-mail and foreign shipping costs on request
 **No rock 'n' roll

Already, over 600 satisfied stations subscribe to one or more RSI services. Make sure you, too, get the best of the new releases... faster than you could otherwise—through RSI. Fill out and mail the coupon below, today.

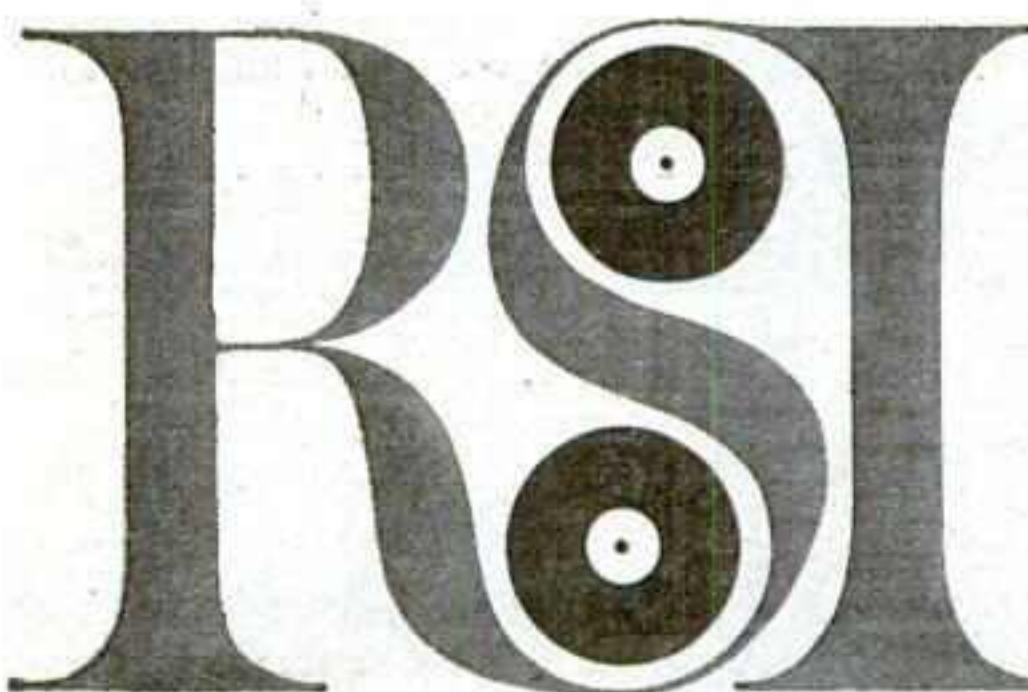
BEGINNING MARCH 1

RSI RECORD

ALBUM SERVICE

WILL INCLUDE

ALL THE TOP LABELS!



RECORD SOURCE, INC.

RSI, 833 East 46th Street, New York 17, New York
 Payment is enclosed for our subscription to the RSI services checked.

Singles	52 Wks.	18 Wks.	Albums	12 Mos.	4 Mos.
"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"/>

Station Call Letters _____ Attention _____

Company Name _____

Address _____ City _____ State _____

RSI grants and reserves the right to cancel subscription services on a pro rata basis.
 It is a condition of this subscription that records supplied by RSI will be used for broadcast purposes only.

SORD to Get Exec Sec'y; Open to Local Affiliations

• Continued from page 1

ued Metcalfe, "you will please return our letters. In this event we will immediately take such action that will overcome you to the utmost bewildering astonishment."

Disavow Plan

Following a discussion of this latest letter, the SORD board unanimously voted to disavow the Metcalfe plan and to return the letters. Further, Metcalfe's membership in SORD was cancelled. Commenting on the Metcalfe affair, Judkins said, "The gentleman has suggested courses of action which we cannot condone. We do not propose to fight the evils of our business by resorting to illegal tactics. We feel that Mr. Metcalfe's approach is not in keeping with the standards of SORD, therefore we have no choice but to cancel his membership."

Regionals, Locals

Regarding regional and local SORD chapters, it was decided that each unit admitted would carry the title of SORD, such as "SORD of Ohio," "SORD of California," etc. Beyond this, each group would be charted by the national SORD body and would be organized on the basis of SORD's own bylaws. Dues for new members who join as members of an affiliated local chapter, would become \$15, while dues of individual members would remain at \$25.

Executive Secretary

Another motion, unanimously passed, empowered the president of SORD to hire an executive secretary within the next 30 to 60 days. Actually, a name has already been decided upon for the slot but this could not be revealed pending contact with the individual in question. Part of the work of the secretary would be to meet frequently with local groups in many parts of the country and to develop liaison with the national body.

If the secretary's office can be put into high gear quickly enough, he would be expected to attend important meetings of local and regional dealer groups in Cleveland,

New York, Buffalo and Pittsburgh already on the docket for the next month. This would be the initial step in encouraging the local bodies to bring themselves into the SORD orbit.

Further changes in the bylaws to permit a new set-up within the board of directors were also passed by the board. The realigned board would consist of the president, three vice-presidents, the secretary, treasurer and ex-president. An augmented associate board would include representatives of all affiliated local and regional groups. This proposal will be submitted for a vote of the general membership of SORD next July in Chicago.

In other business, it was decided that SORD would adopt a neutral point of view with regard to the establishment of local dealer buying co-ops. A two-man committee consisting of Shapiro and Gensler was appointed to look into the question of group insurance, which would include hospital, surgical and life insurance. They will report back at the Chicago meeting in July. The development of proved accounting and inventory methods for dealers was also discussed and it was decided that the dissemination of such information would become the job of the executive secretary.

A motion commending Billboard Music Week for its untiring efforts on behalf of record dealers was also passed.

In a special, high priority, closed-door session, the board discussed many aspects of finances of SORD and the matter of the "Chicago lawsuit" lodged against three major diskery record clubs by three dealer plaintiffs there. The inner circle of the board will have another meeting on this matter in Chicago, early in April.

AUDIO NEWS BRIEFS

Audio Empire has a new national field manager in **John J. Paconj Jr.** . . . Two new appointments at Utah Radio Products: **Frank L. Pyle Jr.** has been promoted from production manager to vice-president, and **Robert L. Webster** is the treasurer. . . . The University Loudspeaker Company has named **Charles Ray** to the post of merchandising manager.

The 3M Corporation has tagged **R. C. Bertelsen** as manager of its St. Paul tape plant. The former manager of that plant is now head man at the company's Bristol, Pa. factory. . . .

The industry was saddened to learn of the death recently of **Morris Shultz** who was assistant treasurer, comptroller and director of Arco Electronics, Great Neck, N. Y. . . . A reorganization of Hoffman Electronics' industrial design department has put **Joseph D. Portanova** in charge at the corporate level. . . . The New York branch of Sylvania Home Electronics Corporation has a new chief in the person of **Samuel A. Sader**. The same corporation has appointed **William F. Reuger** as general attorney. He will also continue to function as secretary for the firm.

The Astatic Corporation has a new sales director in **Newton Cook**, who takes up chores after six years with Chicago Transformer where he was general sales manager.

The Electronics Industries Association has named **Dr. Jerome Wiesner** as a recipient of its Medal of Honor for "distinguished service contributing to the advancement of the electronics industry." Dr. Wiesner is President Kennedy's special assistant for science and technology. He is presently on leave from the Research Laboratory of MIT.

BEATING THE DRUM

Bongos Swing Traffic and Put a Big Boom in Sales

SALT LAKE CITY — Colorful bongo promotions, which are likely to sell as many as 3,000 sets in 90 days, have proved an ideal traffic-builder for a new location, according to Broadway Music-Stereo Center here.

During November, after moving to a new location five times larger, partners Bob Bergner and John Newboldt were seeking something which would definitely wake up the Salt Lake City market to the ultramodern new store. Realizing that most devotees of rock and roll, jazz and rhythm music are interested in bongos, but seldom give any thought to buying them because of the price, the Utah record dealers began looking for a low-cost source of supply. They found it in Mexico—an unlimited supply of bongo drums which could be sold profitably up to \$8.95.

The entire front window of the store was piled high from floor to ceiling with some 2,000 bongos, while at the same time a lightweight counter was rolled out into the arcade entrance of the store just off the sidewalk. Here another big stack of bongos was displayed and constant demonstrations were carried out by store personnel. The counter brought many impulse sales daily. The low price of the bongo sets resulted in plenty of immediate buying, but there was likewise an important volume sold

as lay-away Christmas gifts—which, of course, means that the same customers will be back into the store three times, making payments and to pick up the gift-wrapped bongos as Christmas gifts.

"At first we asked people why (Continued on page 39)

Dealers to Get Puli Twin Pack

NORTH ATTLEBORO, Mass.—The Transcriber Company, which makes the Puli brand of phono needles, has devised a new plastic package for dealers that the firm feels will alleviate customer confusion over the "Permanence" of diamond styli, and boost needles sales.

The Puli twin package contains two of the company's diamond needles and a folder which explains: "genuine needles are all of uniform hardness and no diamond will last a lifetime. . . ." It goes on to tell of the differences of the skill in finishing diamonds.

The user is instructed to note installation date on a coupon enclosed, check the potential life of his needle with the life expectancy chart contained on the folder, and enter the expected replacement date. The second needle should be used on the replacement date specified to prevent record damage.

DEALER INVENTORY CHARTS

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

BEST-SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

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

TRANSISTOR RADIOS

RANK	BRAND	% OF TOTAL POINTS
1	Zenith	14.7
2	Magnavox	11.8
3	RCA Victor	7.3
4	Motorola	6.4
5	Columbia	5.5
6	Emerson	5.0
6	Hitachi	5.0
8	Sony	4.8
9	General Electric	3.8
10	Channel Master	3.2

CLOCK RADIOS

RANK	BRAND	% OF TOTAL POINTS
1	Zenith	27.7
2	RCA Victor	17.1
3	General Electric	11.0
4	Motorola	8.7
5	Granco	7.1
6	Admiral	6.7
7	Westinghouse	5.4
8	Philco	4.5
	Others	11.8

BEST BUYS IN RECORDS

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

POP

- * **FELL IN LOVE ON MONDAY**
- * **SHU RAH Fats Domino**
(Travis, BMI) Imperial 5734
- * **TRUST IN ME Etta James**
(Advance, ASCAP) Argo 5385
- GINNIE BELL Paul Dino**
(Duplex, BMI) Promo 2180
- * **MOTHER-IN-LAW Ernie K-Doe**
(Minit, BMI) Minit 623
- * **ONE-EYED JACKS Ferrante & Teicher**
(Famous, ASCAP) United Artists 300
- * **YOU CAN DEPEND ON ME Brenda Lee**
(Peer Int'l, BMI) Decca 31231

C&W

- * **HELLO WALLS Faron Young**
(Pamper, BMI) Capitol 4533
- * **THE BLIZZARD Jim Reeves**
(Red River, BMI) RCA Victor 7855

R&B

- ONCE UPON A TIME Rochell and the Candles**
(Mercedes, BMI) Swingin' 623

Westrex Bows Tape Player

NEW YORK — The Westrex Corporation has debuted a new tape player that has many new applications.

The set, which is being shown at Macy's here, is of the cartridge variety. The tape itself is made of a new flexible polyvinyl plastic and spins out horizontally from the unit's center hub. Reproduction is achieved through a phono-type needle assembly which works from the top edge of the tape downwards.

Since it is compact in size, the set has many convenient applications for use with TV sets, radios, and, with built-in timer, has great background music potential.

The company completed contract negotiations with a major recording company for prerecorded tape cartridges which should be available in two months or so.

Terminal-Hudson Dividend

NEW YORK — The Terminal-Hudson Electronics Corporation has declared a 6-cent dividend on its common stock. The dividend will be payable on April 24.

DISK DEALS FOR DEALERS

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

- DOT**—Expires March 31, 1961. Started March 1, 1961. "March Stereo Month" program offers straight 15% discount on all LP's in the label's catalog.
- ABC-PARAMOUNT**—Expires March 31, 1961. Started January 16, 1961. Winter merchandising plan offers straight 12½% discount off the face of the invoice and specific dated billing for qualified dealers. Plan applies to 11 new ABC-Paramount albums, four initial LP's in the label's new jazz series, Impulse and Chancellor LP product. See page 4, January 16 issue, for details.
- AUDIO FIDELITY**—Expires March 31, 1961. Started March 1, 1961. "March New Release and Sales Program." Buy six LP's get one free on seven new March releases plus a 10 per cent dealer discount on four-track stereo master tapes. See pages 6 and 43, February 27 issue, for details.
- CAPITOL**—Expires March 31, 1961. Started March 1, 1961. Label offers dealers 33 free LP's or EP's for every 100 purchased on orders of 100 Capitol albums and 50 Angel albums. Program supersedes the Sinatra and Angel plan as well as all previously announced Capitol and Angel plans. See page 1, March 6 issue, for details.
- COLUMBIA**—Extended thru March 31, 1961. Extra 10% discount on label's complete catalog of Broadway show albums and multiple LP show sets. Plan features two LP's for the price of one on new "Broadway's Best" album.
- LIBERTY**—Expires March 31, 1961. Started March 1, 1961. Ten per cent discount on pre-stated minimum orders. For details, see Liberty distributors. See page 27, March 6 issue, for details.
- ROULETTE**—Expires April 10, 1961. Started March 10, 1961. Distributors and dealers receive 33 albums for every 100 LP's purchased with 100 per cent exchange privilege. Plan supersedes any Roulette sales programs currently offered by distributors and covers entire Roulette Roost and Tico album catalog. See page 10, March 10 issue, for details.
- DIRECTIONAL SOUND**—Expires April 5, 1961. Started March 5, 1961. Introductory offer is 25% in free goods. 30-60-90 and 120-day billing available. One hundred per cent exchange on all merchandise. Co-op advertising available. See insert, March 6 issue, for details.
- RCA VICTOR**—Expires April 15, 1961. Starts March 15, 1961. "Greatest Sale on Earth." Dealers can sell consumer any Victor LP at half price when they purchase one LP at full price in same price range. All stereo and mono sets are included. See page 1, March 6 issue, for details.
- MERCURY**—Expires April 15, 1961. Started March 3, 1961. Sales program offers one LP free for every three purchased (MGS), with the exception of the Sound Series. On that series, the label is offering one free for every five purchased. See page 1, March 6 issue, for details.
- KING**—Expires April 30, 1961. Started March 1, 1961. Two-for-the-price-of-one-album deal on series of European-made LP's. See page 10, March 6 issue, for details.
- STRAND**—Expires April 30, 1961. Started February 1, 1961. "Major LP Expansion Program." Plan applies to complete Strand line plus new Elite percussion series. Details available from Strand's distributors. 90-day deferred billing with normal 2% discount for prompt payment.
- RIVERSIDE**—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pre-Pack, a browser box containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 49, February 6 issue, for details.

SILVER! PROMO PROVES 20% DISK SALES BOOSTER

CLEVELAND—A three-day silver dollar promotion backed up by strong newspaper advertising registered a 20 per cent increase in business at Bandstand's Southland Shopping Center outlet here. Bandstand, which has three suburban shopping center locations, is known as Ohio's largest chain of suburban record stores.

With every purchase of \$5 or more, Bandstand sold a silver dollar for 49 cents. It slashed prices in seven record categories and discounted phonograph accessory equipment such as needles and brushes.

Newspaper advertisements listed discounts on kiddie records and disks for the teen-ager, Ivy Leaguer, humorist, high brow, first niter and stereo fan.

"People go for silver dollars," said Nathan Kulkin, Bandstand general manager. "They are nice souvenirs and ideal for gift giving and piggy banks; a dollar bill doesn't have near the appeal."

The silver dollar promotion was especially effective in increasing adult traffic, Kulkin said.

On another front, at Bandstand's Southgate Shopping Center outlet, Kulkin has an Easter bonnet promotion under way. In addition to giving away free records, he has lined up a joint program with a women's hat shop. Anyone receiving a red star on his bandstand cash register tape is entitled to a free Easter hat at the shop.

A shopping center advertising tabloid, which is mailed to 50,000 homes, contained a half-page Bandstand ad on the promotion. Kulkin usually advertises in neighborhood journals only for single-store promotions.

Bandstand's third store will co-operate in a Shoregate Shopping Center promotion which will involve lucky number postcards mailed to area residents. Each merchant will display the items to be given away and their winning numbers in its show windows.

Full co-operation with shopping center promotions supplemented by its own programs has Bandstand sales moving upward since Kulkin took over the management five years ago. He has been in the record business more than 20 years.

"Experience has taught me that promotion, in just the right amount, is as indispensable a tool in the record business as a needle and turntable," Kulkin says.

Beating the Drum

• Continued from page 38

they were buying bongos," Newboldt, senior partner, indicated. "We found that some of them were being bought as sheer novelties, or

as surprise gifts during the holiday season. Others confessed to an urge to own a set of the drums for decorative purposes if nothing else. Others were even buying them for small children. Most, however, went to 'beat lovers,' as we had expected."

RETAILING PANEL

THE QUESTION
Do Listening Booths Pay Off?
THE ANSWERS
GORDON KELLY
The Disc Shop
Toronto

Listening booths are wasted space, better occupied with selling space, especially these days with the high cost of store space. Too often, with the listening booth, the customer takes a couple of albums, listens to them, wastes time, damages the records, and is still confused.

The system I use is to offer the customer the opportunity of listening to the record by means of earphones which the salesgirl hands to him. Also, this is an excellent means of demonstrating stereo. The salesgirl controls the turntable and gives the customer a sample of the record. Thus, she is able to keep the customer at the counter and use effective sales talk. We sell more records this way.



LEO MINTZ
Recorded Rendezvous
Cleveland

We have had listening booths for 25 years, ever since we opened. The key to success of listening booths is regular remodeling, top-notch equipment and cleanliness. I am convinced that customer will want to hear the disk the are going to buy, even if they have to pay a few pennies more for the privilege.



DONNA BALDWIN
Stereo Sound & Music, Inc.
Boston

We have done away with the listening booth mainly because it seems to have lost the purpose it once had. When the booth began to shape up as a hangout for teenagers who sat for hours and smoked, we dropped them. The bona fide customer only wants to be sure of the record and only needs a few grooves played. We'd rather have a customer take the record home and if not satisfied, bring it back. It's better and cheaper than paying for new arms, cartridges and mutilated records. I'd rather use the space for displays. Booths don't pay off anymore.



SY BONDY
Bondy's Record Shop
New York

In certain locations they do. For us, they haven't proved out. We have a fast-paced business here and listening booths just waste our time. We used to have two. Now we've substituted one player up front where we can put a record on for a short time for a customer, but we control the listening time. If you have a classical kind of store, booths are good but when a lot of your business is in pops and singles, you don't need booths. Buyers know what they want. Besides, eliminating booths cuts down on stealing.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Cultivating Teen-Agers' Interest in Music Pays

By ALBERT KESHEN

Cultivating teen-age interest in music is paying dividends for the Harmony Shop, located "on the square" in Martinsburg, W. Va. Although the store offers a variety of music — hill-billy, band, classical and pop, it stands behind its slogan, "Good music stands the test of time."

Mary E. Allen, owner, who holds a master of music degree from Syracuse University, noted, "We carry out a well-rounded program to inculcate in youngsters a feeling for good music, enlisting the support of the high school."

The program starts at the beginning of the fall semester when promotional explanatory leaflets on band instruments are sent through the mails. Thus both children and parents know what is available and can make a selection.

This is followed up by promotion through radio spots on Station WEPM, where the emphasis is on popular music, rock and roll predominating, and at a teen show. Newspaper ads bearing much the same message are inserted once a week.

After having aroused interest, the shop's next move is to invite the younger element in for the band instruction program with private lessons conducted in an office studio. The instructors are two high school teachers, Philip Bowers at woodwind, and John Taylor at brass.

The big pitch, however, is the yearly clinic held for choir directors and the orchestra where both youngsters and parents can try out new music, anthems and religious hymns. The shop does its part by supplying the records and encourages the students to sing new music or

browse through instruments on their own.

At the same time, opportunity is taken to pass out printed literature to the piano teachers and music instructors so that they, too, can be kept up to date on what is available in today's varied market.

The cultural treatment is accomplished by supporting all activities of the high school band, wherever possible. The Harmony Shop co-operates in the bargain carnival held annually the last weekend in July. It is also included in Christmas, Thanksgiving and Washington's Birthday city sales.

The Harmony Shop's Own Records Club offers a record free to purchasers of 10 45 singles, 10 EP's or 10 LP's and this, too, has helped stimulate sales by influencing buyers to add to their personal collections.

Another stimulant is the suggestion of current weekly hits, with the top numbers of the week posted on a bulletin board in the store. This notice is supplemented by the store's own choice of the 10 best records which is posted on the front door and headed "Tunes of the Top."

Dealers to Meet S-C Management

ROCHESTER, N. Y.—Dealers from 19 major market areas will meet with top marketing management executives of the Stromberg-Carlson Company in this city March 29 through 31.

The dealer-management meet is the first in a series planned for key marketing areas across the United States.

As outlined by Arthur J. Hatch, vice-president and general manager of the firm's Consumer Products Division, the meetings will provide manufacturers and retailers with a common ground for the exchange of ideas on future diversification, expansion, and marketing strategy for the coming year.

The special conference will be preceded by a national sales meeting March 27 and 28.

Montreal Dealers

• Continued from page 3

keep track of their purchases. Interestingly enough, Playland has gone back to list price and reports no decrease in over-all dollar volume. Still others are giving cash certificates with each album purchased and allowing customers to redeem these certificates for a free album when eight have been received. The idea of these merchandising promotions is, of course, to keep customers coming back into the store.

Dealers who find any form of discounting a losing proposition are going back to list price and are relying on manufacturers' promotions to bring in the customers. The RCA Victor "Buy 2 Get 1 Free" offer has been heavily advertised in Montreal by most shops.

The result of discounting has not generally been a happy one for most dealers in this metropolis. Lower profit margins with not enough increase in volume has brought the ugly sceptre of bankruptcy to the doorsteps of small dealers. Many are hard-pressed to satisfy their obligations and are keeping inventory to a minimum. Manufacturers and distributors who are suffering along with the dealers are wondering whether Montreal will again become the good "record town" of the past.

London Buys Shell Master

NEW YORK—London Records recently bought the master of "Ankle Bracelet" by the Pyramids from Shell Records. The side was originally released in 1958 on Shell, at which time the flip, "Hot Dog Doody Wa" was the push side for Shell.



Stock up with Duotone needles, the needles with customer acceptance. Nationally advertised and extensively promoted, this well-known brand has widespread recognition for fine quality Duotone makes genuine diamond, sapphire and osmium tipped styli. Tell your customers to trade up to a Duotone diamond needle... made with a whole diamond tip that's hand set and hand polished. What an easy way to easy profits for you.

Write for Free 1961 Duotone Needle Wall Chart and see DUOTONE Distributor.

Parts Show Booth: 366

DUOTONE
COMPANY INC KEYPORT, N. J.

NEW DEALER PRODUCTS

Cabinet Houses Needle Line

The new line of Qualitone needles can easily be stocked in the company's new compact file cabinet. Qualitone has packaged the needles in plastic containers which fit into either two, four, eight or 16-drawer cabinets. These are made of heavy-gauge steel finished in gray. The company has also issued a new catalog of its products which lists its replacement needles, phono cartridges and accessories, and Kleenlube line of electronic chemicals. The cabinets and the chemi-



cals line will be exhibited at the May Parts Show.

Table Set Has Console Sound

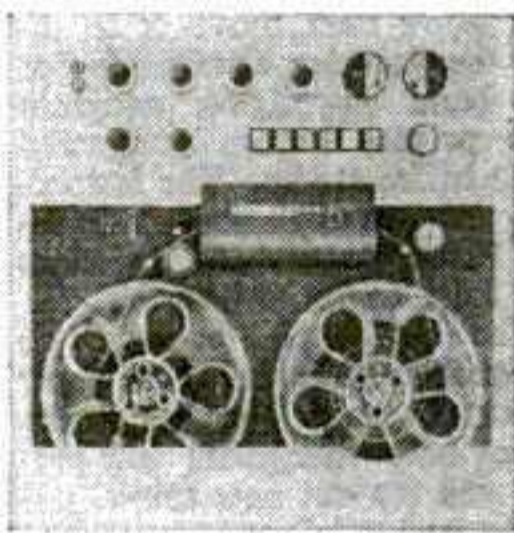
The Grundig-Majestic Company claims that its new Model 2147 has a sound that is near-console in quality. The new member of the company's line is an FM-AM short-wave set with tone-control push buttons. The new unit also has tape and phonograph jacks at its rear through which pre-recorded music on tape or phono may



be played. The set comes in Black Forest walnut and plastic, and measures approximately 19 by 8 by 6 inches.

New 2-4 Stereo Tape on Way

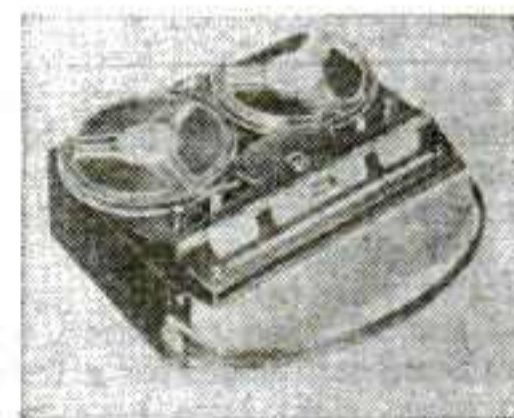
The Electronic Instrument Company (EICO), Long Island City, N. Y., has started production on a new stereo and mono, two and four-track stereo tape recorder that will be available in both kit and assembled form. The set is called the RP 100, operates at both the seven and one-half and three and three-quarter tape speeds. It will sell for \$395 in the assembled form and \$289.95 as a semi-kit, with entire tape transport segment assembled and tested and only the electronics sec-



tion to be put together by the user.

A Lightweight Continental

North American Philips has a new lightweight version of its 200 tape recorder, the Continental. The set is a two or four-stereo tape machine operating at seven and one-half i.p.s. and weighs 18 pounds. The set has jacks for auxiliary speakers, mikes and tuner or phono. A remote-control foot switch is available at optional cost. The set features stacking for tape heads. Other information is



available from Norelco, Hicksville, N. Y.

New Component Brochure Issued

A new, revised edition of the Shure Bros.' High-Fidelity Component brochure has been run off the press and is available by written request. The publication features illustrations and specification of standard models in the Shure line of phono cartridges and tone arms, as well as other audio equipment made by the firm. Shure Bros. is located in Evanston, Ill.

ALBUM COVER OF THE WEEK



THE GRAND PRIX OF THE UNITED STATES: 1960—Riverside RLP 95021. Eye-catching cover in full color depicting this noted auto racing event. Prime display item for specialty counters.

FOLK TALENT & TUNES

• Continued from page 10

Columbia artist, **Claude King**. . . Bobby and Mozelle Lord are celebrating the arrival of their first daughter, **Sarah Mozelle**, born recently in Nashville. Bobby and Mozelle have a son, **Robbie**, age three.

Ferlin Husky, Little Jimmy Dickens, Ray Price and His Cherokee Cowboys, Jan Howard, Kitty Carson, Smiley Wilson and Dick Flood highlight the package which **Harry (Hap) Peebles, Wichita, Kan.,** promoter, has set for his 11th annual Easter country music tour which kicks off a nine-city trek April 1 at St. Joseph, Mo. Other stops will include **Kansas City, Kan., April 2; Lincoln, Neb., 3; Sioux City, Ia., 4; Omaha, Neb., 5; Topeka, Kan., 6; Lawrence, Kan., 7; Wichita, Kan., 8, and Tulsa, Okla., 9. . . Curtis Artists Productions, Goodlettsville, Tenn.,** last week signed **Bobby Sykes and Floyd Robinson** to an exclusive management contract. **Robinson** is booked for **Club 70, Little Rock, Ark., April 6-7, and Cardwell Air Force Base, Fort Worth, April 8, while Sykes plays Fort Benning, Ga., April 3.**

Johnny Cash and the Tennessee Two, George Jones, Rose Maddox, Claude Gray, Roger Miller, Gordon Terry and Johnny Western pulled a full house to City Auditorium, Houston, March 14, with the package's appearance there promoted by **KRCT, Houston's** only country music station. . . **Shelby Singleton, Southern a.&r. director** for Mercury Records, spent last week in Los Angeles doing some sides with **Patti Page**. "Mercury is pleased with the way things have been selling in the c.&w. field," says Singleton, "and I plan to do more recordings of this type. However, I intend to proceed with the utmost care, as I want only records in the c.&w. field that we can sell enough of to justify the effort." Singleton recently moved from Shreveport, La., to Hendersonville, Tenn. His new mailing address is P. O. Box 352, Madison, Tenn.

Joe Babcock is a newcomer with the **Marty Robbins** unit. . . "Grand Ole Opry's" **Billy Grammer** is manufacturing an electric guitar of his own design to hit the market soon. **Billy** has just formed his own publishing company known as **Ru-Bi-Do-Di**. Firm name is made up of the first two letters of the names of members of his family—**Ruth, Billy, Donna and Diana**. **Grammer's** new Decca release couples "Rainbow 'Round My Shoulder" and "Columbus Stockade Blues." . . The **Martha White-Pet Milk "Grand Ole Opry"** unit hit the road March 16, with talent comprising **Flatt and Scruggs and the Foggy Mountain Boys, Stringbean, Minnie Pearl, Margie Bowes, the Wilburn Brothers, Don Helms and Jim Reeves and the Blue Boys**. Package plays **Bristol, Tenn., March 30; Augusta, Ga., March 31, and Mobile, Ala., April 1.**

Peewee King, of Peewee King Enterprises, Louisville, and Murray Nash, of Ashna Music Corporation and Recording of Nashville, with headquarters in the latter city, spent the March 17-18 weekend in Cincinnati on business for their respective firms. **King** announces that his company has leased the masters of the recent **Donnie White** session to **Felsted-London** through **Walt McGuire**, with release due this week. The **White** single couples "The Object of a Male," written by **King and Redd Stewart**, and "For an Eternity," which **King** penned in collaboration with **White**. (Continued on page 41)

WITH THE COUNTRY JOCKEYS

• Continued from page 36

after a six-month stint with **KSWB, Roswell, N. M.** "I'll make the same deal I made last year," continues **Jerry**. "If they'll send me some country wax, I'll lean over backward to program it. We are continually increasing our country programming. Out of my 48-hour week, I program only an hour and a half of pop a day. This is in addition to our Saturday night barn dance which provides three hours of country music. However, we can't program more country music than we have, so I'd appreciate a plug in the column. The one last year brought country sounds from all over but, as I said, it's tapered off. Can also use voice intros and plugs from artists. We are trying to build country music into the big thing it deserves to be. We can do it only with the help of the artists and diskeries."

Gabe Tucker returned to the turntables at **KRCT Radio, Houston, March 6, to one of the greatest receptions ever accorded an incoming deejay in that city.** Numerous recording artists were present for the occasion, and **Gabe** was the recipient of more than 50 congratulatory wires from artists and music firm execs. Civic leaders also participated in the welcoming celebration, with **Judge Jimmie Duncan** recessing his court in order to participate in the festivities. **KRCT studios** are located in the lobby of the **Montague Hotel** in downtown Houston. **Tucker's** new deejay chores will not interfere with his association with **Pappy Daily** in "D" Records, **Glad Music** and **Starrite Music**.

"Due to the ever-changing disk jockey personnel and radio programming format," typewrites **Jimmie O'Neal, of Rhythm Record Productions, Box 521, Arcadia, Calif.,** "service to those who program country records is often difficult. We have always found your column covering music helpful indeed. For those who program country and gospel records, we have new releases by various artists. Disk jockeys may obtain free samples by a letter of request on radio station letterhead." . . . **Jimmy Work, president of All Records,** last week released his first country music disk on the label, "I Dreamed Last Night" b.w. "I Never Thought I'd Have the Blues," which **Jimmy** recorded himself. Deejay samples are available by writing to **Work** at 14188 E. Close Street, **Whittier, Calif.**

Following a successful formula he used while at **Fordham University (WFUV-FM), New York, Bill Knowlton** is presently broadcasting his "Blue-Grass Ramble" over **WBZY, Torrington, Conn., Sunday afternoons, 2:05-3 p.m.** "Ramble" is drawing more mail than any other show on the station, **Knowlton** claims. "The listeners really want traditional country music—no rockabilly or 'modern country' for them," typewrites **Bill**. "We get raves on old records by such all-time greats as the **Carter Family, J. E. Manier, Wilf Carter and Uncle Dave Macon.** Up-to-daters featured on the 'Ramble' include such names as **Bill Monroe, Flatt and Scruggs, Reno and Smiley and Bill Clifton.** We are in need of records. Traditional blue-grassers can send their demos

et al., to me in care of the above station. Since we're in the midst of a supposedly anti-country area, it's like pulling teeth getting the 'real' material from the many fine smaller Southern labels."

The BIG version

"LITTLE LONELY ONE"

THE JARMELS

Laurie 3085

The Original Smash From England

AFRICAN WALTZ

Johnny Dankworth

R 4353

Roulette Records

"DANCE ANNETTE"

BV 3305



The Big Hits Are On Today's Hit Trademark



DAILY AIR PLAY CHECK

of Your Records and Tunes on TV Channels 2, 4, 5 and 7 and **WNBC, WOR, WABC, WCBS Radio (N. Y.)** Complete—Inexpensive For Details, Call or Write **ACCURATE REPORTING SERVICE**

(Monitors for the Industry Since 1930) 885 Flatbush Av., Brooklyn 26, N. Y. BUCKMINSTER 4-7190



A PRODUCT OF PREMIER ALBUMS, INC. 356 W. 40 St., N. Y. C.



FOLK TALENT & TUNES

Continued from page 40

While in Cincy, Nash succeeded in placing Lonnie Fairbanks' Wildcat Records line with Is Nathan, of Hit Record Distributing Company. Wildcat firm is currently pushing Mel Robbins' new release, "Go Ahead On" b/w "Teen-Age Tears." On Saturday night Nash hopped to Dayton, Ohio, for a visit with Herbie Smith, whose new one on the Wildcat label couples "Samson and Delilah" and "Our Love Can Never Be." Smith holds forth with his own combo at El Rancho, near Dayton, each Friday and Saturday night.

Dottie and Bill West, spent two days in Cincinnati last week promoting her latest Starday release, "I Should Start Running" b/w "I've Lost, You Win and I'm Leaving," with Station WNOP c.&w. music casters Ray Scott and Jimmie Skinner. Dottie also plugged the tune with an appearance on "Grand Ole Opry" March 11. The Wests, who now reside in Cleveland, will move to Nashville around mid-April. They have been appearing recently with Elmer Bryant's country music show presented twice each Saturday at the Lincoln Theater, Elyria, Ohio, along with a movie.

Peewee King and Redd Stewart are set for a guest spot on the recently revived NBC-TV "Jubilee U.S.A." show from Springfield, Mo., April 21. Show is now beamed from Springfield's Shrine Mosque each Friday night, with Ferguson-Massey sponsoring. Following that date, Peewee and Redd, together with the entire King unit, move into Holiday House, Reno, Nev., for an indefinite engagement. Latter booking was arranged by John Kelly, who now makes his headquarters in Las Vegas. . . . Advance bookings announced last week by Curtis Artists Productions, Goodlettsville, Tenn., are as follows: Ernest Tubb, Hobbs, N. M., March 29; Phoenix, Ariz., 30; Yuma, Ariz., 31; Bostonia, Calif., April 1; Huntington Park, Calif., 2; Gardena, Calif., 2; Pismo Beach, Calif., 5; Brisbane, Calif., 7; Vallejo, Calif., 8; Jim Reeves, Bristol, Tenn., March 30; Augusta, Ga., 31; Mobile, Ala., April 1, and Oklahoma City, 6-8; Ray Price, St. Joseph, Mo., April 1; Kansas City, Mo., 2; Lincoln, Neb., 3; Sioux City, Ia., 4; Omaha, Neb., 5; Topeka, Kan., 6; Lawrence, Kan., 7; Wichita, Kan., 8, and Tulsa, Okla., 9; Carl Butler, Columbia, Tenn., April 2; Roger Miller, Grand Rapids, Mich., April 1, and Billy Walker, Cleveland, Ga., April 6.

"Guitar's Greatest Hits," a new Mercury LP by Jerry Kennedy and Tommy Tomlinson, former guitarist with Johnny Horton, is slated for release April 15. . . . Mitchell Torek, recently signed to a management pact by Tillman Franks Enterprises, Shreveport, La., will soon cut his first session for Mercury. The waxing deal was consummated by Shelby Singleton, Mercury's c.&w. and a.&r. director, and Tillman Franks. . . . The Blackwood Brothers, gospel-singing foursome, are routed through April as follows: Rossville, Ga., April 1; Napoleon, Ohio, 3; Greenville, Ohio, 4; Lima, Ohio, 5; Bainbridge, Ohio, 6; Nashville, Tenn., 7; Atlanta, Ga., 8; Chambersburg, Pa., 10; Springfield, Ohio, 13; South Bend, Ind., 14; Chicago, Ill., 15; Rome, Ga., 20; Macon, Ga., 21; Spartanburg, S. C., 22; Statesville, N. C., 23; Sulphur, La., 27; Houston, Tex., 28, and Fort Worth, Tex., 29.

Recent visitors to the Ray Guyce show, "Western Jamboree," at WVMC, Mount Carmel, Ill., were Eunice Records officials Bill Springer and Bob Hollingsworth with their new talent, Bill Russ, who was promoting his new release, "Same Place, Same Girl." . . . Sioux Records, Cambridge, Mass., heretofore active in rock 'n' roll exclusively, last week entered the country and western field with the release of a Doug LaValley and Jean Maries record, "I Wonder Who" b.w. "Have You Seen Suzie?." . . . Marion Worth, successful with her recent Columbia release, "I Think I Know," has a new one coming up on the label March 27.

TALENT TOPICS

Continued from page 10

mind" to an enthusiastic Orchestra Hall audience during his one-night stand here Saturday (25). . . . Bob Camp, Bob Gibson's sidekick at the Gate of Horn, will leave his folk-singing partner for a change-of-pace stint with the Second City Players. The Players at Second City debuted their newest satirical and musical revue, "Animal Fair," Tuesday (21). . . . Shoshanna Dimari, Israeli singer, and the Clancy Brothers with Tom Makem open the Gate of Horn's new State and Maple location, April 25. The Clancys and Makem are currently at the Playboy Club.

Victor Borge presented his "Comedy in Music" show at the Opera House Friday (24). . . . Cab Calloway will emcee and perform at the pre-game and intermission variety show during the Harlem Globetrotters - College All-Americans contest at the Stadium Sunday (2). . . . The Dave Brubeck Quartet will hold its first Chicago concert in three years at Orchestra Hall April 14. With Brubeck—Paul Desmond, alto sax, Gene Wright, bass, and Joe Morello, drums. . . . Tenor Enzo Stuarti was booked for a January return engagement by the Drake Hotel at a 100 per cent increase in salary as a result of his recent three-week smash stint there.

Gloria Manlong.

PITTSBURGH

Marian Anderson will appear in a concert at Syria Mosque, April 9 for her first Pittsburgh appearance in years under the auspices of Francis Mayville, who has been associated with Sol Hurok in re-

cent years. Mayville will also sponsor another April concert at the Mosque starring Jose Greco and his dancers. . . . Roberta Peters, who recently appeared in a Pittsburgh opera engagement, will return to Pittsburgh, April 1 and 2 as guest soloist with the Pittsburgh Symphony Orchestra. . . . Fred Waring has been signed for four nights at Syria Mosque beginning April 10 for Shrine members only. He will return in the autumn for his annual public concert under auspices of Lenny Litman. Litman has also booked the piano team of Ferrante and Teicher for a fall date.

It's a son, Bart, for the Bob Murphys at Columbia Hospital, Wilkensburg. Dad is the Tri-State promotion manager for Columbia Records. The Murphys have a daughter and

another son. . . . The rock and roll version of "Popeye the Sailor Man" by the Ramrods for ABC-Paramount has been catapulted into the hit category here by Hank Stohl, the WTAE comedian-host of a daily kiddie show on Channel 4. Stohl's plugging of the tune marks the first time that TV has created a hit locally, and sales are zooming. . . . Sheldon Turk of Bel Canto stereotape spent several days here completing the transfer of Bel Canto tapes to Dot Records exclusively here. . . . Standard Distributors will be the future distributors in this area of Pittsburgh Symphony albums since the Symphony switched from Everest to Command Records.

Leonard Mendlowitz.

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



PHOTO ON LOCATION BY EHRENBRECHT

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

BILLBOARD MUSIC WEEK

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



CALIFORNIA'S welcome to the world



Miramamar

and NEW TOWER California's World-Famous Resort overlooking the Blue Pacific where Wilshire meets the sea. Twenty minutes from International Airport. 450 luxurious rooms and bungalows, all with television and radio. Complete convention facilities. Banquet rooms for up to 2,000, air-conditioned. Exciting new Venetian Room and Cantanese Room. Swimming pool Beautiful grounds and landscaped gardens. Rates from \$8.



Across the U.S.A. and in HAWAII MASSAGLIA CREST OF GOOD LIVING

- JOSEPH MASSAGLIA, JR., President
- MASSAGLIA HOTELS
- SANTA MONICA, CALIF. Hotel Miramar
 - SAN JOSE, CALIF. Hotel Sainte Claire
 - LONG BEACH, CALIF. Hotel Wilton
 - GALLUP, N.M. Hotel El Rancho
 - ALBUQUERQUE, Hotel Franciscan
 - DENVER, COLO. Hotel Park Lane
 - WASHINGTON, D.C. Hotel Raleigh
 - HARTFORD, CONN. Hotel Bond
 - PITTSBURGH, PA. Hotel Sherway
 - CINCINNATI, O. Hotel Stanton
 - HONOLULU Hotel Waikiki Biltmore
- World-famed hotels
Teletype service—Family Plan

In New York It's the New HOTEL PLYMOUTH
143 WEST 49th ST., NEW YORK
400 ROOMS
Single from \$6 • Double from \$9
Also Weekly Rates
COMPLETELY REFURNISHED
AIR CONDITIONED. TELEVISION.
Walking Distance to Radio City TV Center, Theaters and Restaurants.

In Minneapolis

STOP at the ANDREWS Hotel
you'll be glad you did

In the very center of the city—near depots, theaters, wholesale district and all shopping.

Air-Conditioned Rooms—Radio—TV
Dining Room, Coffee Shop, Cocktail Lounge, Garage Service.

350 modern rooms, moderately priced
Leslie F. Long, Mgr.

4th Street at Hennepin
MINNEAPOLIS
Minnesota

a part of San Francisco's charm

THE OLYMPIC HOTEL

Downtown - close to everything... 1 block from International Airport Bus Terminal
250 luxurious rooms with tile baths. Many with King Size beds.
FREE parking, radio, t.v.
DRIVE-IN Motor Entrance

MODERATE ROOM RATES FROM \$6.00 Single - \$7.50 Double
King Size Beds from \$9 Single - \$11 Double
• Courtesy Coffee in Deluxe Rooms

Traditionally Fine Dining STEAKERY RESTAURANT

Write or wire for immediate confirmation of Reservations.

THE OLYMPIC HOTEL
EDDY at TAYLOR STS. SAN FRANCISCO

Seeburg Names Struve

By NICK BIRO

CHICAGO—Seeburg Sales Corporation has named P. D. (Pres) Struve, veteran phonograph salesman, its distributor in Salt Lake City—latest development in last week's giant West Coast and Rocky Mountain area distributor shake-up.

Struve has organized his own distributing firm and will handle the entire Seeburg music and vending line.

Automatic Canteen Company of America has meanwhile confirmed its purchase of Seeburg's former distributor, Thompson Distributing Company with offices in Salt Lake City and Denver, and the R. F. Jones Company with offices in San Francisco, Honolulu and Los Angeles.

Stock

In a statement issued by Frederick L. Schuster, Canteen board chairman, the deal was described as a straight stock transaction. Included in the deal is the Interstate Finance Company, San Francisco affiliate of R. F. Jones Company. The Schuster statement described the Thompson Distributing Company as a division of the Jones firm.

Schuster said Jones and Thompson will immediately assume distribution of the complete line of Rowe vending machines and of AMI phonographs and allied products, in the territories the companies have previously covered.

R. F. Jones, president of the distributorship bearing his name, said no changes in management or personnel of the acquired organizations are contemplated.

He noted too that "just as Jones has not operated phonographs in the past, it does not expect to do so in the future."

Still up in the air is the position of the two distributors who have handled the AMI line up to now in the affected areas, Mountain Distributing Company, headed by Pete Geritz in Denver, and Huber Distributing Company, headed by Walter Huber in San Francisco.

Canteen has indicated simply that it has discontinued its distributorship agreement with the two firms.

No Comment

Geritz has confirmed he is without the AMI line but had no comment regarding any other negotiations with Canteen. In addition to the AMI phonographs and background music lines, Geritz handles several top game lines, including Chicago Dynamic Industries, Williams and Tusko, and also operates an active one-stop record store.

Huber could not be reached for comment, but it has been actively rumored that he is joining the R. F. Jones organization. Disposition of his offices has not been announced.

Seeburg officials meanwhile are expected to name new distributors in San Francisco and Denver shortly.

Inroads

Although there has been no comment from the factory, it is evident that officials are considerably less than pleased over recent Canteen inroads into the Seeburg distributor organization.

Starting with its initial coin ma-

chine acquisition, Trimount Automatic Sales, Boston (not a Seeburg distributor), Canteen purchased Atlas Music Company, Seeburg's Chicago outlet, and last week followed with its acquisition of the Jones-Thompson interests.

Seeburg immediately ran an ad in the trade press indicating its support for the individual operator and pointing out it is wrong for a manufacturer to compete with his customers—an obvious reference to Canteen, which operates, distributes and, through Rowe and AMI, manufactures its own equipment.

President

This week, Seeburg, under the signature of its president, Deibert Coleman, is sending a letter to its operator mailing list, reaffirming the same philosophy.

Coleman's letter, which is accompanied by a reprint of Seeburg's trade-paper ad, states "These are times of change—changing conditions and changing attitudes in all industries.

"You have doubtless been as interested as we have been in what appears to be a trend in one area of our business to combine the three major phases of the industry—manufacturing, distributing, and operating—into one.

Policy

"As an operator of either or both music and vending equipment you are entitled to know how Seeburg stands on a policy that vitally affects your future.

"It can be stated very simply. "We think it is wrong for a manufacturer to compete with his customers. We believe further that the future of this business rests with the independent operator and

Wms. Features Fast Play With New Highways

CHICAGO — Highways, a new pin game introduced by Williams Electronic Manufacturing Company, features either three or five-ball play and enables the player to win free games by lighting the letters H-I-G-H-W-A-Y-S on the playfield.

In five-ball play, the first lighting of Highways increases the scoring values from 300,000 to 500,000 and lights the center hole and rollovers. After a second spelling out of the name, scoring values increase from 500,000 to one replay. A third spelling out earns the player two replays.

In three-ball play, scoring starts at 500,000 points; then goes to one, then two replays. Elimination of the first step produces speeded-up play, according to Sam Stern, Williams president, who says that operators have requested a faster-play game for some time. He noted the three-ball feature enabled the operators to utilize this speed-up.

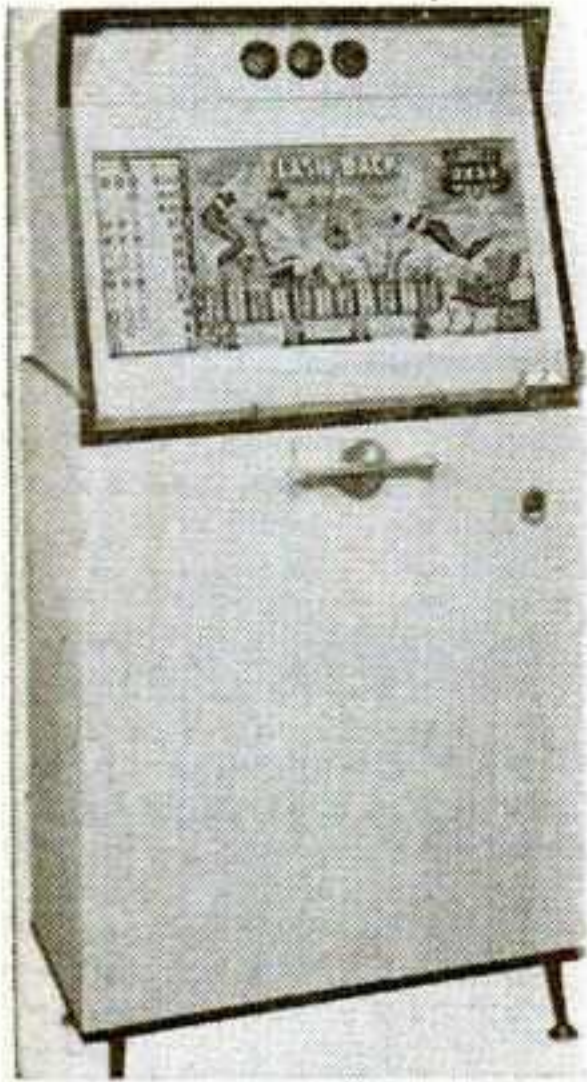
our policies are based squarely upon supporting and perpetuating him.

Industry Health

"We believe that he is completely necessary to the continuing economic health and best long-term interests of the industry as a whole. "This has been spelled out and reaffirmed in our recent advertising in the trade press as per the attached.

"We thought it both appropriate

(Continued on page 45)



FLASHBACK

Keeney Upright, Flashback, Has Double Scoring

CHICAGO—Keeney's latest upright game, Flashback, features a new double-or-nothing feature that enables the player to try to double the score he wins from a winning combination.

Upon deposit of a coin, the player pushes the action handle agitating the flashing figures in each

(Continued on page 52)

Course in Elementary Electricity Launched by Shaffer Music Staff

By BOB SUDYK

CLEVELAND—The a.c.'s and d.c.'s of basic electricity, conducted recently by Shaffer Music Company of Cleveland, was the topic of a course which may launch a new series of egghead service schools.

"We approached the first session of elementary electricity with caution," said Larry C. Hornbeck, head of Shaffer Music of Cleveland. "If servicemen showed that they desired such a course, we were determined to provide it for them."

The course covered such items as plugs, relays, transformers, resistors, condensers and rectifiers. It showed what these items look like and how they could be recognized on a diagram. The function of basic electric components was pointed out and what happens and what action can be taken when they do not work.

Breadboard Circuit

Training aids consisted of a breadboard circuit which demonstrated a simple electric circuit and a blackboard used to further diagram major points. At the close of the meeting a list of reference books was printed on the blackboard to provide further detail for those who sought it.

Emmett Engel, Seeburg sales engineer, conducted the class.

This type of meeting should appeal to all, Hornbeck believes. No matter who the equipment manufacturer is, each depends on the same basic commodity—electricity.

He stressed the point that Shaffer is in business not only to sell equipment but to provide service and information. Hornbeck deprecates the notion that a distributor's only function is sales.

"Sales are only the beginning of a long line of aids which we can provide," he added.

"Everyone wants to be proficient in his profession. The average man hungers for knowledge and those in the coin machine industry are no different."

The 2½-hour session was held at 7:30 p.m. (experience has taught Shaffer that after-dinner schools are the best). It is cut in half by a 10-minute break in which refreshments are served.

Shaffer did not announce the basic electricity course by mail at first. The firm asked interested persons to sign up for such a session at its monthly



LARRY HORNBECK

music and vending service schools. Those who indicated interest were contacted by mail, both at the office and at home.

More to Come

Nearly 30 attended Shaffer's newest school. To Hornbeck's knowledge, nothing like this course has been tried before in Northern Ohio, and he is gratified with the results. More basic electricity schools will be held in the future.

Interested persons came from as far west as Lorain, Ohio, and south from Youngstown. Among those who attended were:

Kenneth Pulling and Andrew Wotawa of J. L. Music Company; Art Woolensock and Nicholas Alexander of Alco Company; Lynnwood and John Lentz of Future Vending; Charles Metro Sr., of C. M. Music Company; Louis Sunier, Ed Sakowski and Joe DiSilvester of Ohio Vending Company; Ron Weaver of Kissel; Bud Bell of Bell Amusement Company.

Bill Miller of J. B. Music Company; Perry Hackbart of Monroe Coin Machine Exchange; William A. Witalis of Western Music Company; Joe Scott of O & O Amusement Company; Anthony Young and Jim Hobler of Advance Music; Theodore Day of A & I Music Company; Robert and Richard Taylor of Acme Music Systems; Fred Ackerman of Fiad Music, and William Klansek and Dave Myers of Universal Music.

DOUBLE-PLAY DISKS

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

SURRENDER AND LONELY MAN	ELVIS PRESLEY RCA Victor 7850
WALK RIGHT BACK AND EBONY EYES	EVERLY BROTHERS Warner Bros. 5199
WHERE THE BOYS ARE AND NO ONE	CONNIE FRANCIS MGM 12971
THINK TWICE AND FOR MY BABY	BROOK BENTON Mercury 71774
SPANISH HARLEM AND FIRST TASTE OF LOVE	BEN E. KING Alco 6185
GOOD TIME BABY AND CHERIE	BOBBY RYDELL Cameo 186
PLEASE TELL ME WHY AND YOUR ONE AND ONLY LOVE	JACKIE WILSON Brunswick 55208
FELL IN LOVE ON MONDAY AND SHU RAH	FATS DOMINO Imperial 5734

European Trade Ponders Spring Meet To Set Up 'Euromat' Coin Machine Pool

By OMER ANDERSON

BRUSSELS — Western Europe's coin machine industry is weighing proposals for a spring conference in Brussels to undertake formal organization of Euromat, the Western European coin machine pool.

The Euromat proposal was unfolded at a meeting of the Continental coin machine industry here in early 1959. This conference was conducted with all the pomp of a diplomatic meeting, including an elaborate headset simultaneous-interpreting set-up.

The 1959 meeting voted unanimously to organize a coin machine counterpart of Euratom, the Western Europe atomic energy pool, and the European Coal and Steel Community (ECSC).

Little Action

Since the meeting Euromat has been the subject of considerable talk but relatively little concrete action. The majority of coin machine producers have been holding off to assess concrete develop-

ments in the clash of trading blocs — the Common Market and European Free Trade Area.

But more and more coin machine manufacturers are coming to distrust this "wait-till-the-dust-settles" attitude of super cautious. They fear that outsiders — meaning American producers primarily — will proceed to establish strong production and sales facilities in the European market while European producers permit themselves to remain immobilized by the trading bloc impasse.

Leader of the Euromat under-

taking is Jacques Marchant, the energetic French juke box producer. It was Marchant who sounded the original call for Euromat, and he is being acclaimed at the moment as the European industry's prophet.

Most coin machine manufacturers have a simple answer to the trading bloc deadlock: forget it — they would proceed to organize British and Continental manufacturers, distributors and operators, without reference to the Six (Common Market) versus Seven (EFTA) bickering.

Representatives of the British as well as Continental industry attended the 1959 conference here in Brussels, and majority sentiment is to include the British in Euromat.

It is taken for granted among industry pundits that the trading bloc hassle inevitably must end in a union of the two blocs, and Euromat, in a sense, would anticipate this development.

The basic aim behind Euromat is clear and uncomplicated: the coin machine industry recognizes that the trading blocs rapidly are evolving into a series of industrial groupings; Euromat would be such a grouping for the coin machine industry.

European integration, while wiping out national boundaries, is tending to replace the national organization of industry with Europe-wide organization of specific branches of industry.

Clarence Spain Buys Steed & Hearn Route

CLARKSDALE, Miss. — Frank Steed and A. G. Hearn, partners in Steed & Hearn Music Company, phonograph and game route operator, sold their route to Clarence Spain, owner of Spain Amusement Company of Tunica, Miss.

A reported 75 to 80 pieces of equipment changed hands at a price of about \$25,000.

The sale makes Spain one of the largest operators in North Mississippi. His late father, who died in 1942, was the first coin machine operator in that section of the State.

Spain grew up in the business, which his father began in the 1920's. He worked into the business with his father and took over when he retired.

Westchester Ops Hold Regular Monthly Meet

WHITE PLAINS, N. Y. — The Westchester Operators Guild held its regular monthly meeting at the American Legion Hall here Monday night (20), with president Carl Pavesi presiding.

Guests were George Nemzoff, in charge of the United Jewish Appeal's Coin Machine Division, and Aaron Sternfield, coin machine editor of Billboard Music Week.

Sternfield spoke briefly about the role of the coin machine industry in UJA.



SHOWBOAT

Showboat New Single-Player Gottlieb Pin

CHICAGO — Gottlieb's new Showboat single-player pin game features four multi-color roll-under switches in the center of the playfield that enable the players to get bonus scoring.

Rolling under all four switches increases the value of a bottom roll-over button from 100 on to special scoring with free plays.

An additional feature is a series of A-B-C sequence lights at the bottom of the playfield. Getting all three gives the player a duomatch feature.

Showboat also has four flippers and a series of side roll-overs that light in rotation with corresponding colored pop bumpers for 100 points.

The game is patterned after the traditional Mississippi riverboat theme, with both the backglass and

(Continued on page 49)

WANTED

Experienced Coin Machine Salesman

to travel State of Michigan for leading Midwestern distributor of music and games.

WONDERFUL OPPORTUNITY

Write: Box 129, Billboard Music Week 188 W. Randolph Chicago 1, Ill.

THE BEST FOR LESS

PHONOGRAPHS

AMI-E-120	\$115.00
AMI-E-40 (45 r.p.m.)	80.00
AMI-G-120	\$25.00
Seeburg KD	395.00
AMI-H-200	395.00
AMI-F-120	245.00
Rock-Ola 1455	365.00

UPRIGHTS

Pointmaker	\$245.00
Circus Days	90.00

ARCADES

C.C. Steam Shovel	\$95.00
C.C. Rocket Shuffle	65.00
Bally Strike Bowler	95.00
Bally Magic Shuffle	65.00

Call, Write or Cable
Cable: LEWJO

Low Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. Indianapolis, Ind.
1635 Central Pkwy. Cincinnati, Ohio
Tel.: ME 1-593 Tel.: MA 1-8751

GIVE TO DAMON RUNYON CANCER FUND

OPERATE UNITED'S BOWL-A-RAMA
Welcome Everywhere
WRITE FOR DETAILS
UNITED MANUFACTURING COMPANY
3401 N. California Ave. Chicago 18, Ill.

Lyric AMI Continental
the styling of tomorrow for more play today

MARCH SALE

- Bally Roller Derbies
- Bally Laguna Beach
- Bally Touchdowns
- Bally Beach Times
- Bally Jumbo
- Games, Inc., Wildcats, like new

All machines shipped and ready for location with chrome rails.

FRANK SWARTZ SALES CO.

315-A 4th Ave. So., Nashville 10, Tenn. Write for prices or phone ALpine 4-8571.

HERE'S THE YEAR'S BEST ADVERTISING VALUE!

An ad this size costs any

COIN MACHINE MANUFACTURER

only **\$185.00**

In the coin-music industry's most widely used reference and buying guide . . . read and referred to for a full year . . . it's the . . .



COMING: APRIL 24

. . . with a rate structure that makes this an exceptional advertising investment . . . offering long-term advertising at low, low rates.

ORDER YOUR SPACE NOW
ADVERTISING CLOSING
APRIL 12

EXPERTS IN EXPORTS

Phil. Toboggans, 10 late models . . . \$450.00 ea.	CANDY & CIGARETTE VENDORS	GUNS
Mills Panorams . . . \$450.00 Capital Panorams . . . 325.00 Midget Movies . . . 125.00 Auto Photo #9 . . . 950.00 Auto Photo #11 . . . 1,950.00	#210 Ice Cream . . . \$435 Stoner D-500 Coffee . . . 325 Stoner Candy, 6 sel. . . 125 Stoner Candy, 8 sel. . . 145 Stoner Candy, 7 sel. . . 150 DuGrenier Candy, 8 sel. . . 175 N.W. Sweet 16, 16 sel. . . 195 Apple Vendors, new . . . 150 Continental Cig., 30 sel. . . 250 Continental Cig., 20 sel. . . 195 Avenco Coffee . . . 195	Bally Bull's Eye . . . \$195 Ex. Space Gun . . . 180 Silver Bullet . . . 175 Gun Patrol . . . 125 Six Shooter . . . 125 Gen. Shooting Gallery . . . 150 Stars Shooting Gallery . . . 125 Midway Shoot's Gallery . . . 425 Big Top . . . 225 State Fair . . . 225 Sky Gunner . . . 125 Atul. Sky Fighter . . . 125 Sky Rocket . . . 195 Glider, new . . . 450 Keeney Sportsman . . . 195 Atomic Bomber . . . 125 Bazooka . . . 295 Seeburg Bear Gun . . . 185 Carnival Gun . . . 225 Bonus Gun . . . 295 Vanguard . . . 295 Hercules . . . 350 Crusader . . . 350 Titan . . . 375

BINGOS
TOUCHDOWNS, new. Write
TOUCHDOWNS, used . . . \$525.00

Distributors for WURLITZER, UNITED, GOTTLIEB & MIDWAY.

CLEVELAND COIN MACHINE EXCHANGE Inc
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

M. S. GISSER
Sales Manager

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to Billboard Music Week for a full year (52 Issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$30.

Payment enclosed

Bill me

810

Name _____

Occupation _____

Company _____

Address _____

City _____ Zone _____ State _____

Send to: BILLBOARD MUSIC WEEK, 2160 Patterson St., Cincinnati 22, Ohio

EUROPEAN NEWS BRIEFS

Italians Prep 'Video Juke Box'

MILAN—At least three Italian firms are reported working on "video juke boxes" aimed at capitalizing on the immense popularity attained by Italian TV. The video juke box has a TV-type screen. Films are synchronized with records and supply the video image to the normal juke box music. Various systems are being tested, but the basic principle is that of a taped TV show. For juke box viewing, the video tapes capture only the band and vocalist performing the hit, and the emphasis is on the music. On the Continent especially there is great interest in TV musical shows. Moreover, more and more restaurants and taverns are installing TV for patron viewing, a trend which threatens to make the juke box obsolete. The video juke box is an effort to make the juke box competitive with TV in tavern locations. At present, cost is the main handicap, but the Italian concerns believe that if video juke box film is produced on a mass basis the cost can be reduced to practical levels.

Phonos Used as Teaching Aids

BONN—German schools are adopting the juke box as a teaching aid, a development which has just received the blessing of Chancellor Konrad Adenauer. The Chancellor has just produced a series of records for Electrola which will be given juke box play in German classrooms. The idea is that only the juke box format permits the easy selection and playing of records bearing on the classroom curriculum. Adenauer is destined for "top tune" play in history and civics classes, along with other German statesmen. Classroom juke boxes eliminate record handling and save time. Programs can be arranged in advance and then run off automatically for the class period.

Court Hits 'Easy Money' Racket

MUNICH—The Munich Superior Court has cracked down on persons and firms advertising coin machines as a short cut to easy riches. The court's decision was based on a newspaper advertising of a "lucrative business you can buy with very little capital." In this case the "lucrative business" was up for sale for 6,400 marks (\$1,600). But there was no business, it developed. The defendant was seeking money to start a business. The court ordered the plaintiff's money returned with interest. The judge assailed the "fraudulent claims which lie behind much of this advertising of a road to riches through the operation of coin machines." He warned in rendering the decision that "this court will show no mercy to those who employ the coin machine business as an instrument for duping the gullible."

Ops Battle Unfair Press Attacks

FRANKFURT—German coin machine operators are conducting a "truth" campaign aimed at irresponsible reporting of coin machine news by the daily press. Operators throughout the country are adjured to scrutinize the local press in their areas for misleading or inaccurate reporting of coin machine developments. When such reporting is noted, the offending material is sent to operator association headquarters for further scrutiny. Objections to the material is prepared and sent to the newspaper or magazine involved, with the request for a retraction. Operator associations have adopted a bulldog approach toward the miscreant publishers. Each complaint is pursued until satisfaction is received. In cases where publishers refuse to rectify an inaccurate story or stall about providing an explanation, the operator officials make a direct approach to the police or similar official agency involved. In the majority of cases such direct approach produces a police statement either denying the offending story outright or stating that the facts have been exaggerated. For example, a Hamburg newspaper published a report that a school boy, 14, had committed 10 burglaries seeking money to play payout machines. When the newspaper concerned proved evasive about documenting the story, the operators turned to the police and received a statement repudiating the newspaper account.

German Wallbox Market Lively

HAMBURG—West German wall juke boxes are winning a wide export market, according to industry statistics. Export totals show that wall box shipments abroad have jumped 20 per cent in the last year. German wall boxes were a prime feature of the London Amusement Trade Exhibition. German manufacturers report that wall boxes compete successfully with U. S. boxes in such distant markets as Latin America and Asia. Wall boxes permit the Germans to exercise their well-known flair for miniaturization and craftsmanship, qualities which are dissipated on big box construction but which command premium payoff on small boxes. A. W. Adickes' Nova Apparate Company is having substantial success in the German market with its Rock-Ola 100-selection wall box. But most of the German wall boxes are considerably smaller than the U. S. models and have great appeal for small locations. The leading German wall boxes are Wiegandt's Tonmaster, Beromat's Harmonie and the Eltec. All are compact, attractive boxes. The Tonmaster is a 60-selection box, with remote volume control and a connection for a second loudspeaker. The Harmonie, produced by Wulff's Beromat concern of West Berlin, has 120 selections and is available in stereo as well as monaural. Eltec, also made in West Berlin, is a 100-selection box which has scored spectacular export sales. Success of the German wall boxes is leading some manufacturers to toy with the idea of concentrating their production in this sector where there is less competition from U. S. boxes.

PROGRAMMING GUIDE

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

EASY LISTENING

ASIA MINOR, Kokomo, Felsted 8612
BRASS BUTTONS, String-A-Longs, Warwick 625
CALCUTTA, Lawrence Welk, Dot 16161
EXODUS, Ferrante and Teicher, United Artists 274
LAZY RIVER, Bobby Darin, Atco 6188
MY THREE SONS, Lawrence Welk, Dot 16198
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
ONE-EYED JACKS, Ferrante & Teicher, United Artists 300
ORANGE BLOSSOM SPECIAL, Billy Vaughn, Dot 16174
SECOND TIME AROUND, Frank Sinatra, Reprise 116
SURRENDER, Elvis Presley, RCA Victor 7850
TAKE GOOD CARE OF HER, Adam Wade, Coed 546
TENDERLY, Bert Kaempfert, Decca 31236
THINK TWICE, Brook Benton, Mercury 71774
YOU CAN DEPEND ON ME, Brenda Lee, Decca 31231
YOUR ONE AND ONLY LOVE, Jackie Wilson, Brunswick 55208
WHEELS, Billy Vaughn, Dot 16174
WHEELS, String-A-Longs, Warwick 603
WHERE THE BOYS ARE, Connie Francis, MGM 12871

TEEN BEAT

APACHE, Jorgen Ingmann, Atco 6184
BABY BLUE, Echoes, Segway 103
BABY SITTIN' BOOGIE, Buzz Clifford, Columbia 41876
BLUE MOON, Classics, Bonus 1001
BLUE MOON, Marcell, Colpix 186
BUMBLE BOOGIE, B. Bumble and the Stingers, Rendezvous 140
BYE, BYE, BABY, Mary Wells, Motown 1003
CALENDAR GIRL, Neil Sedaka, RCA Victor 7829
DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203
DIXIE, Duane Eddy, Jamle 1183
EBONY EYES, Everly Brothers, Warner Bros. 5199
FELL IN LOVE ON MONDAY, Fats Domino, Imperial 5734
FIND ANOTHER GIRL, Jerry Butler, Vee-Jay 375
FOOLIN' AROUND, Kay Starr, Capitol 4542
FOR MY BABY, Brook Benton, Mercury 71774
GEE WHIZ, Carla Thomas, Atlantic 2086
GINNIE BELL, Paul Dino, Promo 2180
GOODTIME BABY, Bobby Rydell, Cameo 186
GREEN GRASS OF TEXAS, Texans, Infinity 001
HAPPY BIRTHDAY BLUES, Kathy Young & the Innocents, Indigo 115
HEARTS OF STONE, Bill Black's Combo, Hi 2028
HIDEAWAY, Freddy King, Federal 12401
HONKY TONK, Part II, Bill Doggett, King 5444
I'M IN THE MOOD FOR LOVE, Chimes, Tag 445
I TOLD YOU SO, Jimmy Jones, Cub 9085
I'VE TOLD EVERY LITTLE STAR, Linda Scott, Canadian-American 123
JUST FOR OLD TIMES SAKE, McGuire Sisters, Coral 62249
LAZY RIVER, Bobby Darin, Atco 6188
LET'S GO AGAIN (Where We Went Last Night)
Hank Ballard and the Midnighters, King 5459
LIKE LONG HAIR, Paul Revere and the Raiders, Gardena 116
LING TING TONG, Buddy Knox, Liberty 55305
LITTLE BOY SAD, Johnny Burnette, Liberty 55298
LITTLE MISS STUCKUP, Playmates, Roulette 4322
LITTLE PEDRO, Olympics, Arvee 5023
LONELY BLUE NIGHTS, Rosie, Brunswick 55205
LONELY MAN, Elvis Presley, RCA Victor 7850
MODEL GIRL, Johnny Mastro, Coed 545
MORE THAN I CAN SAY, Bobby Vee, Liberty 55296
ONCE UPON A TIME, Rochell and the Candles, Swingin' 623
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
ONE HUNDRED POUNDS OF CLAY, Gene McDaniels, Liberty 55308
PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates,
Valmor 007
PONY EXPRESS, Danny and the Juniors, Swan 4068
PONY TIME, Chubby Checker, Parkway 818

PORTRAIT OF MY LOVE, Steve Lawrence, United Artists 291

RUNAWAY, Del Shannon, Big Top 3067
SEVENTEEN, Frankie Ford, Imperial 5735
SHU RAH, Fats Domino, Imperial 5734
SLEEPY-EYED JOHN, Johnny Horton, Columbia 41963
SOME KIND OF WONDERFUL, Drifters, Atlantic 2096
STAYIN' IN, Bobby Vee, Liberty 55296
SURRENDER, Elvis Presley, RCA Victor 7850
TONIGHT I FELL IN LOVE, Tokens, Warwick 615
TONIGHT MY LOVE, TONIGHT, Paul Anka, ABC-Paramount 10194
TO BE LOVED (FOREVER), Pentagons, Donna 1337
TRIANGLE, Janie Grant, Caprice 104
YOU CAN DEPEND ON ME, Brenda Lee, Decca 31231
YOU CAN HAVE HER, Roy Hamilton, Epic 9434
VERY THOUGHT OF YOU, Little Willie John, King 5458
WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199
WAIT A MINUTE, Coasters, Atco 6186
YOUR FRIENDS, Dee Clark, Vee Jay 372

NOVELTY

TOP FORTY, NEWS, WEATHER & SPORTS
Mark Dinning, MGM 12980

TOUCHABLES, Dickie Goodman, Mark X 8009

COUNTRY & WESTERN

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

FOOLIN' AROUND, Kay Starr, Capitol 4542
LONELY MAN, Elvis Presley, RCA Victor 7850
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
SLEEPY-EYED JOHN, Johnny Horton, Columbia 41963
SURRENDER, Elvis Presley, RCA Victor 7850
WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199

RHYTHM & BLUES

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

AIN'T IT BABY, Miracles, Tamla 54036
BLUE MOON, Classics, Promo 1010
DADDY'S HOME, Shep and the Limelifers, Hill 740
FELL IN LOVE ON MONDAY, Fats Domino, Imperial 5734
FUNNY, Maxine Brown, Nomar 106
GINNIE BELL, Paul Dino, Promo 2180
HAPPY BIRTHDAY BLUES, Kathy Young & the Innocents, Indigo 115
HEARTS OF STONE, Bill Black's Combo, Hi 2028
HIDEAWAY, Freddy King, Federal 12401
HONKY TONK, Part II, Bill Doggett, King 5444
I'M IN THE MOOD FOR LOVE, Chimes, Tag 445
I TOLD YOU SO, Jimmy Jones, Cub 9085
LITTLE PEDRO, Olympics, Arvee 5023
LONELY BLUE NIGHTS, Rosie, Brunswick 55205
LONELY MAN, Elvis Presley, RCA Victor 7850
MOTHER-IN-LAW, Ernie K-Doe, Minit 623
MY EMPTY ARMS, Jackie Wilson, Brunswick 9-55201
ON THE REBOUND, Floyd Cramer, RCA Victor 7840
PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates,
Valmor 007
PLEASE TELL ME WHY, Jackie Wilson, Brunswick 55208
SHU RAH, Fats Domino, Imperial 5734
SOME KIND OF WONDERFUL, Drifters, Atlantic 2096
SURRENDER, Elvis Presley, RCA Victor 7850
TO BE LOVED (FOREVER), Pentagons, Donna 1337
TONIGHT I FELL IN LOVE, Tokens, Warwick 615
TRUST IN ME, Etta James, Argo 5385
VERY THOUGHT OF YOU, Little Willie John, King 5458
WAIT A MINUTE, Coasters, Atco 6186
WHERE I FELL IN LOVE, Capris, Old Town 1099
YOUR FRIENDS, Dee Clark, Vee Jay 372
YOUR ONE AND ONLY LOVE, Jackie Wilson, Brunswick 55208

Seeburg Picks Advance Outlet In Frisco Area

CHICAGO — The Seeburg Sales Corporation has just announced the appointment of Advance Automatic Sales as the firm's distributor in San Francisco.

Advance Automatic will service the Northern California territory previously handled for Seeburg by the R. F. Jones Company, and will carry Seeburg's complete line of coin-operated phonographs and vending equipment.

The distributorship, headed by Louis Wolcher, includes: Andrew Diamond, head of the parts department; Ed Stimson, head of the service department; and salesman J. D. Cox, Ed Heinle and Robert Portale.

SEIZED PINS GO TO SCHOOL FOR SCIENCE STUDY

SAN ANTONIO—Parts of four pinball machines confiscated by law enforcement officers may end up being used by a science class at Jefferson High School here. Assistant District Attorney Mayo Galindo revealed this odd tilt in judicial proceedings as he filed a petition asking permission to destroy the machines. Galindo, in a petition filed in 150th District Court, asked that the machines, confiscated by the sheriff's office in September 1960 at two local establishments, be destroyed. A hearing on the petition will be held at 9:30 p.m. April 10. After filing the petition, Galindo said he will request the court to turn over the electrical devices in the machines to the Jefferson High science club. He said the mechanisms could be used in the school's physics class.

Binghamton Amusements In Suit Vs. Davis Distrib

By AARON STERNFIELD
BINGHAMTON, N. Y.—Binghamton Amusements, Inc., the route operated by the late Bob Charles and more recently by his widow, has brought a five-count suit in the New York State Supreme Court of Broome County against Al Wertheimer, the Davis Distributing Company, Bob Buckley and Tony DiRado.

Wertheimer is head of Davis, the New York State Seeburg distributor based in Syracuse. Buckley and DiRado are former employees of Binghamton Amusements.

Pressing the suit is Mrs. Bob Charles, who appears as plaintiff, and Mrs. Millie McCarthy, president of the New York State Coin Machine Association and former treasurer of the New York State Operators Guild. Mrs. McCarthy, who operates in Hurleyville, N. Y., is the widow of the late Bill McCarthy.

The suit seeks to achieve the following results:

1. To restrain Buckley and DiRado from interfering with locations of Binghamton Amusements.
2. To label all the defendants as conspirators and collect \$300,000 damages.
3. To hold Buckley and DiRado accountable for income on locations allegedly breached.
4. To hold Buckley and DiRado accountable on locations which may be breached in the future.
5. To prove that Buckley and DiRado conspired to entice away employees of Binghamton Amusements and to collect \$100,000 damages on this count.

Two versions of what has taken place have been presented. Here's what Mrs. McCarthy has to say:

McCarthy Version

The Hurleyville operator maintains that she had been retained by Mrs. Charles to operate the route. Shortly after she took control, the seven employees of the route—six servicemen and a secretary—walked off their jobs, March 3.

The following day, Mrs. McCarthy alleges, Buckley and DiRado began jumping music, game and cigarette locations operated by Binghamton Amusements.

Mrs. McCarthy charges that both Buckley and DiRado conspired with Davis and Wertheimer in this action. She further charges that on March 4, Harry Wertheimer, manager of the Davis branch in Albany, set up headquarters in a local hotel to help direct the raiding operation.

According to Mrs. McCarthy, the route has about 440 machines on 275 locations. She says that about 30 locations have been breached. The version given by Harry

Travis, local attorney representing both Mrs. Charles and Buckley and DiRado, in arranging the sale of the route, is as follows:

According to Travis, the deal was in final negotiations, when, on March 2, the employees of Binghamton Amusements were introduced to Mrs. McCarthy and a Mr. Hodes of New York as "your new bosses."

Travis claims that Mrs. Charles asked both Buckley and DiRado to stay on after Bob Charles' death a year ago. The understanding, he continued, was that both men would buy the operation as soon as terms and financing could be arranged, and as soon as the value of the route could be ascertained.

Just before the deal was to be consummated, Travis said, Mrs. Charles announced the new management, and both Buckley and DiRado resigned. At the same time, the other employees said they did not want to work for the new management, and they, too, resigned, he added.

Travis said that Buckley and DiRado did not violate one contract. He maintains that in every case where a location had been approached, the contract had either expired, or there had been no contract.

He further charged that while Judge McAvoy of the New York State Supreme Court had granted a stay to the plaintiffs, the stay was vacated after the defendants had answered the charges.

Wertheimer Version

Henry Wertheimer of Davis Distributing said that his company played two roles in the affair—to represent both parties while negotiations were taking place, and to sell equipment to Buckley and DiRado when they began operating on their own. He pointed out that he is compelled by law to sell equipment to anyone who wants to buy it.

Travis said that while Mrs. McCarthy and Hodes were purported to be the owners of the operation on March 2, the complaint, filed on March 16, was signed by Mrs. Charles.

He further charged, with regard to the employees who allegedly resigned as a result of conspiracy, that two never did go to work for Buckley and DiRado. The other three are working for the two men.

Representing the plaintiff is James Barber, a Binghamton attorney.

NEVER AGAIN WILL YOU SEE KIDDIE RIDE EQUIPMENT AT THESE GIVE-AWAY PRICES!!

Make Your Selection Now—While They Last
Special Offer Ends 4-15-'61

PONIES	
Pony Express (Exhibit)	\$ 60.00
Lancer Pony (Capitol)	100.00
Pony Boy (Meteor)	125.00
Palomino Pony (B & R)	125.00
BOATS	
Liner (Scientific)	\$100.00
SPACE SHIPS	
Space Ship (Bally)	\$100.00
Atomic Jet (Meteor)	80.00
Space Patrol (Exhibit)	100.00
AUTOS	
Austin (Capitol)	\$125.00
MISC.	
Locomotive (Lee)	\$ 75.00
See Saws (Allen Haves)	60.00
Flying Saucers (Meteor)	100.00
Mother Goose (Deco)	80.00
Reindeer (B & R)	80.00
Rabbit (B & R)	80.00
Bull (B & R)	80.00

CONDITION: As is condition—IN WORKING ORDER — all parts complete.
TERMS: Payment in full—or 1/3 down, balance C.O.D. or sight draft.
POINTS OF SHIPMENT: Boston, Chicago, Los Angeles.

WRITE! WIRE! PHONE!

KIDDIE RIDES, INC.

2557 W. North Ave., Chicago 47, Ill.
Phone: ARmitage 6-8180

THERE'S A CARGO OF PROFITS FOR YOU IN SHOW BOAT

A NEW SINGLE PLAYER by GOTTLIEB

- New Cabinet—Tomorrow's Design Today!
- Novel Colored Rollunder!
- Sequence Lights Bottom Rollover for Super and Special Scores!
- A-B-C Sequence Lights 2 Numbers at End of Game for New DUO-MATCH Feature!
- Super-Powered Flippers Give Player Control Across Entire Bottom of Play-field!

Order Today!

WANT TO BUY—

HIGHEST PRICES PAID!
GOTTLIEB GONDOLIER—PICNIC—TEXAN—AROUND THE WORLD—SILVER—MADEMOISELLE—WAGON TRAIN—KEWPIE DOLL—SPOT-A-CARD—CAPT. KIDD—ATLAS—LITE-A-CARD—MERRY-GO-ROUND—MELODY LANE—ROTO POOL—MISS ANNABELLE—FLIPPER—SUNSHINE—WORLD BEAUTIES.
Rush Your List!

SPECIAL OF THE WEEK!
Gottlieb 2-Player
RACE TIME\$225
Completely Reconditioned

NATIONAL COIN MACHINE EXCHANGE
1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-8211

GIVE TO DAMON RUNYON CANCER FUND

Acacia Has Big Hits!
LOW FACTORY PRICES

- Tab Style Tickets for Lucky Horoscope Machine (Stars or Numbers)
- Lucky Horoscope Vendors (10¢ or 25¢ Play)

SALESBOARDS TIP BOOKS
JAR TICKETS MATCH PAKS
PELLET REFILLS

Free Catalog—Wholesale Only.
Acacia Printing Corp.
2855 N. Halsted St., Chicago 14, Ill.
Phone: WELLington 5-2344

America's Largest and Oldest
ONE-STOP RECORD SERVICE!

45 RPM 60c

All LP's—Regular Distributor. Wholesale—Nothing Over.

SAME DAY SERVICE

THE MUSICAL SALES CO.
The Musical Sales Bldg.
Baltimore 1, Maryland

SPRING CLEARANCE!

Chicago Coin Rocket Shuffle\$ 60.00
United Regulation Shuffle Alley 150.00
United Handicap Shuffle Alley 175.00
Bally Strike Bowling Alley 165.00
Williams King O Swaf. 110.00
Rock-Ola, Mdl. 1438 Phono 175.00
Games, Inc., Hunter. 75.00
Games, Inc., Skeel Shoot. 75.00
Games, Inc., Double Shot. 95.00

Write—Wire—Phone
SCOTT CROSSE CO.
1641 No. Broad St., Philadelphia, Pa.
Center 6-4444

McMurdie, LaRue To R. F. Jones Co.

SAN FRANCISCO—Dean McMurdie, Seeburg West Coast district manager, has left the firm to join the R. F. Jones Company. McMurdie was district manager for Jones before joining Seeburg a year ago.

Also joining the Jones organization is Jack LaRue, formerly Seeburg West Coast sales engineer.

Jones, which was purchased last week by Automatic Canteen Company of America, is in the process of setting up parts, service and sales facilities to handle the Rowe and AMI lines, both of which are Canteen subsidiaries.

Hymie & Ed Zorinsky Back 25 Charities, All on Omaha Scene

OMAHA—The H. Z. Vending & Sales Company, local Rock-Ola outlet, believes that public relations begin at home. So partners Hymie Zorinsky and Ed Zorinsky last year supported the following drives:

Jewish Philanthropies, Heart Fund, National Conference of Christians and Jews, A.L.S.A.C., St. Mary's Orphanage, Phoenician, Beth Israel Synagogue, Omaha Hearing School, Children's Memorial Hospital, Father Flanagan's Boys Home, Jewish Guild for the Blind, United Community Chest, Hadassah and Unico National.

Also, the Salvation Army, Red Cross, Shriners' Crippled Children Hospital, Cancer Fund, March of Dimes, Omaha Police Welfare Fund, Twin Brooks Bible Camp Youth Center, Jewish Labor Circle, Nebraska Tuberculosis Association, St. James Orphanage and the Open Door Mission.

Hoss Laffs By Roy



"GOOD THINGS HAPPEN WHEN YOU HELP!"

(Courtesy Nat'l Cartoonists Society)

Seeburg Names Struve

Continued from page 42

and timely that you should know exactly how Seeburg stands today." Struve

Seeburg's new distributor in Salt Lake City will be known as the Struve Distributing Company. Its president, P. D. Struve, has spent some 11 years as a salesman of Seeburg products. He was formerly branch manager for R. F. Jones in Seattle, and has been in Salt Lake City for the past year as manager of the Thompson offices.

His personnel will include Dorothy Leonard, office manager; Vern Johnson, service manager, and Larry Telford, parts manager.

LUCKY HOROSCOPE
5c, 10c, or 25c Play

- ✓ National Coin Rejector in each chute
- ✓ Two Coin Returns
- ✓ Easy to Load—Holds approx. 1,000 tickets

Size: 18" x 8" x 6" Wgt.: 20 lbs.

MID-STATE CO. 2371 Milwaukee Avenue
Phone: Dickens 2-3444 Chicago 47, Illinois

Joe Ash says . . .
CONTACT ACTIVE FOR **PINBALLS**

THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!

Exclusive Gottlieb Distributor for Eastern Pennsylvania, South Jersey and Delaware.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa.
POplar 9-4495
Write or wire for prices

You can ALWAYS depend on ACTIVE ALL WAYS

NVA Convention Rated Success

CHICAGO — Last week's National Vendors' Association Convention here was one of the most successful in the group's history. Nearly 500 operators, distributors, manufacturers and guests registered for the conclave.

Exhibits totaled 30, one of the largest and most diversified since the group's inception. Business sessions were in most instances informative and productive.

Buying Heavy

One of the most significant yardsticks, at least from the exhibitors' point of view, was the amount of business transacted at the show, which was very good.

Roger Folz, New York, was elected president, heading a new slate of officers that includes Bert Fraga, Oakland, Calif., vice-president; Harry Bell, Chicago, treas-

urer, and Paul Crisman, Chicago, secretary.

Vote Pay for Secretary

Jane Mason, recently elected executive secretary, was voted an annual cash remuneration for her work and was honored with a plaque for her outstanding contribution to the organization.

Others to receive awards by the association were Bob Guggenheim, Rolfe Lobell, Mike Sparacino, Richard Rollins, Richard Gibbs and Everett Graff.

In other decisions, the association voted to enlarge its board of directors to include at least 50 per cent operators, and voted to hold its 1962 convention at the Deauville Hotel, Miami, and the 1963 conclave in Chicago.

Welcome Trade

Everett Graff, outgoing president, and Rolfe Lobell, convention

chairman, welcomed the trade to the Friday morning business session that included a talk on buying-motivation by Bob Guggenheim; an address by Milton T. Raynor, NVA counsel, and a panel discussion on a wide variety of controversial bulk vending problems presided over by Aaron Sternfield, Billboard Music Week's coin machine editor.

At Saturday's session, committee chairmen gave their reports, and addresses by Don Mitchell, counsel, and Ben Rogers, Chicago public relations executive, followed. Dick Rollins, membership committee chairman, noted that the association was initiating several new ideas for raising membership, including mailings as well as personal appearances by current members. NVA is also offering a paid-up convention deal for the operator and distributor who sign up the largest number of new members for the coming year.

Going into the motivation that spurs buying by youngsters, Bob Guggenheim told the audience that his own studies showed that kids prefer assorted colors in charms unless the charm is a novelty item. Also, he said, kids seem to prefer plated charms.

Kids Love Charms

Guggenheim added that its wise to put sufficient charms in the bottom of the machine to let the first customers get them. Guggenheim's conclusion: "You must increase frequency of charms. Kids would rather have more less costly charms than a few of the larger charm types."

The panel discussion, presided over by Sternfield, covered a wide diversity of subjects, including diversification, promotion of bulk vending in large locations, point-of-sale material, taxation, the use of imported charms, written contracts and commissions.

Diversification was generally favored by operators, though several voices from the floor pointed out that the average bulk operator is ill-advised to haphazardly jump into such major pieces of equipment as drink and food machines. Those in favor, however, pointed out that the operator stood a chance of losing a location unless he could fulfill all the location's requirements for vending service.

To Suburbs

The panel noted that the small grocery store is becoming less and less a factor to the bulk vending industry and is being replaced by the high-volume supermarkets, discount stores and chains. Suburbs, too, are attracting more bulk vending coin than ever before.

How do you promote bulk vending in the big chains and supers? Jane Mason suggested mass displays, multiple machines and point-of-sale display cards.

Other panelists noted that bulk vending machines should be set up in areas of "compatible interest," in big market locations. For example, set up the bulk machines near a rack of comic books or toys rather than near adult-interest items.

Everett Graff said many of his

King & Co. Names McPhail Distrib

CHICAGO—King & Company has named McPhail Vending Service, Toronto, its distributor for King's line of vacuum-packed pistachio nuts.

King began marketing its full line of vacuum-packed nuts under the Everfresh label last year. The firm's products are handled by distributors throughout the country.

NVA Audience Hears Rogers' Advice on P-R

CHICAGO — Ben Rogers, account executive with The Public Relations Board, Saturday (18) told delegates to the annual convention of the National Vendors Association that "to build public confidence, your association must be strong enough to speak authoritatively for your industry and honest enough to speak factually about the bad things, if necessary, as well as the good."

Rogers, who works closely with the Coin Machine Council, which represents the coin machine industry, said the story of public relations agencies spending thousands of dollars to buy off editors is pure myth.

He pointed out that "you can't get favorable publicity unless you have a favorable story to tell" and that "no editor will print a favorable story unless he has confidence in you who are telling the story."

Rogers advised the operators to enforce their code of ethics and to "expose those fringe elements that cast the shadow of fraud on all of you from time to time."

Written Contract Favored

Written contracts were generally favored by most of the operators in larger chains, but one panelist, Roger Folz, sounded a note of caution. He said often, when a written contract comes up for renewal, locations will tend to negotiate for a higher commission, whereas this is not the case with verbal agreements. Folz said good service and merchandise were often preferable to any written agreement.

Milton T. Raynor's address to the group dealt mostly with the history and goals of NVA. After first expressing his disappointment at not seeing a larger turnout for the Friday morning session (there were about 80 present) he warned against internal conflicts in the organization, noting "they are more insidious than external crises."

Raynor said that ball gum and charms are now accepted in virtually all cities and States of the U. S. He noted that bulk vending

Cramer Ups New Ball Gum at NVA

CHICAGO — Three new ball gum types were displayed for the first time at the annual convention of the National Vendors Association here last week by the Cramer Gum Company.

Button-shaped ball gum made to vend at a two-for-a-cent rate, a 5-cent bongo ball and personalized ball gum—with a name or design of the operator's choice—were shown by Wellington, president; and Dick Rollins, sales manager.

is now a going, respected business and "you (the operator) don't have to wake up each morning wondering if you've been legislated out of business."

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c
Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial projects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.S. N.Y. Distributors, Write for Prices.

J. SCHOENBACH

Factory Distributors of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp Vendors, Folders, Cigarette and Candy Machines, Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y. President 2-2900

NCWA Slates Confab in July

CHICAGO — The National Candy Wholesalers Association will hold its 16th annual convention under the theme, Candy's New Frontiers, July 23-26 at the Palmer House here.

NCWA President Gene Green, of Clemens & Green Company, Paola, Kan., said the purpose of the convention this year is "to give wholesalers greater insight into the challenges they face as well as methods to meet the challenges and make the most of them." He went on to say that thousands of products would be featured at the convention's candy show to illustrate the New Frontiers theme in relation to the growing areas of confectionery marketing.

The NCWA board at a recent meeting in New Orleans decided to limit this year's convention to three days, leaving the last day for various post-convention activities, including a meeting of the NCWA board of directors and visits to local candy manufacturing plants.

BULK VENDING SUPPLY HDQRS.

exclusive distributor for

VICTOR • NORTHWESTERN
OAK • COLUMBUS & AMCO

ALWAYS A FULL LINE OF PARTS

CHARMS (you name it; we've got it!)

GUM . . . All Types—ball gum, chicle-type (tablet form) and packaged (special wrapping for vending machines)

NUTS . . . cashews, mixed nuts, blanched peanuts, Spanish, and red jumbo pistachios

CAPSULES . . . empty, loaded, also extra large (empty or loaded)

CANDY . . . for bulk vendors

BALL POINT PEN VENDORS AND BALL POINT PENS

STAMP VENDORS AND STAMP FOLDERS

STANDS AND WALL BRACKETS

SANITARY VENDORS AND SUPPLIES

PACKAGED INSTANT COFFEE, CHOCOLATE AND SOUP MIXES

TELL US YOUR NEEDS. WE'LL FILL 'EM PRONTO!

H. B. HUTCHINSON JR.

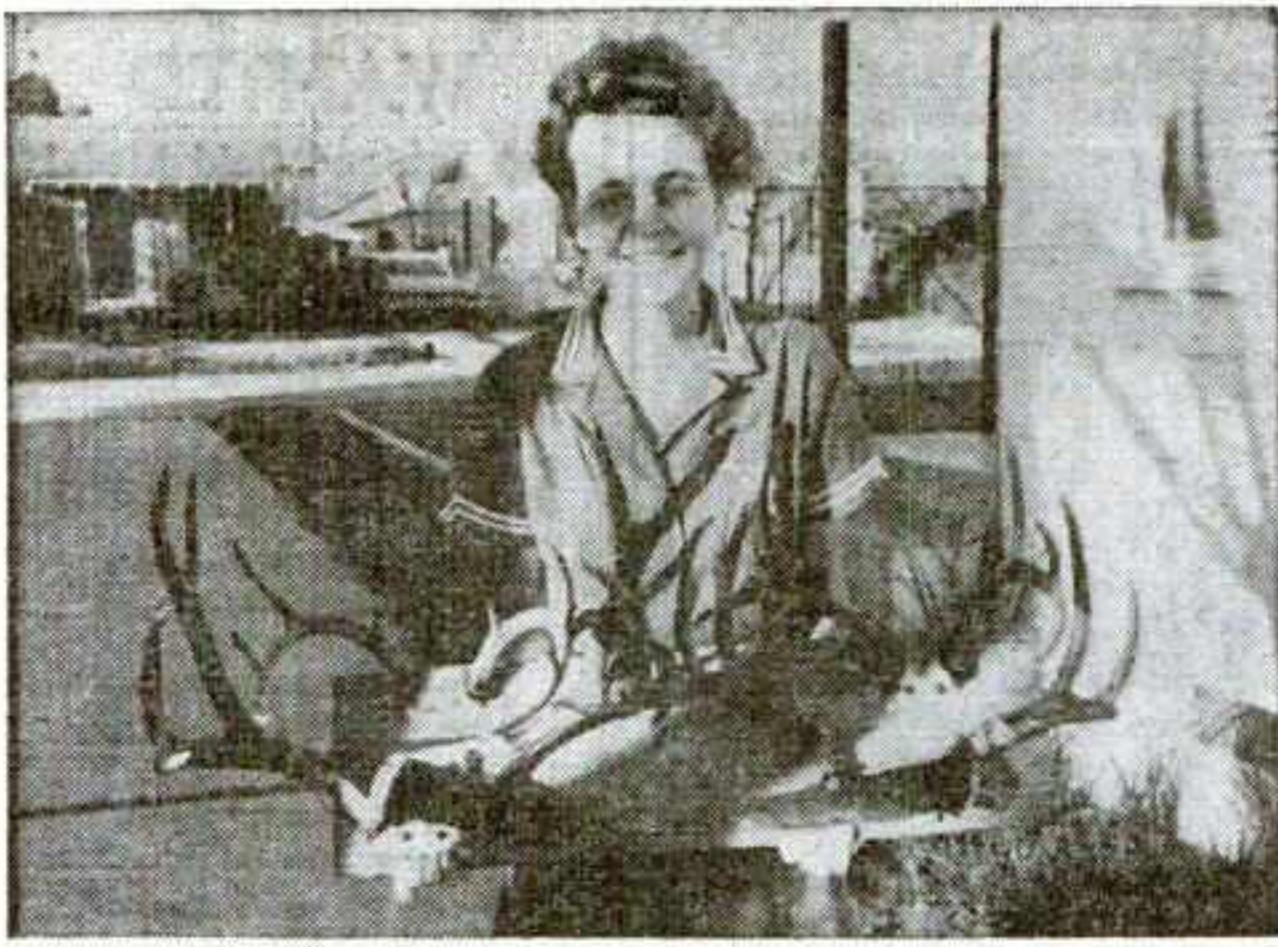
1784 N. Decatur Rd., N.E.

Atlanta 7, Ga.

Phone: DRake 7-4300



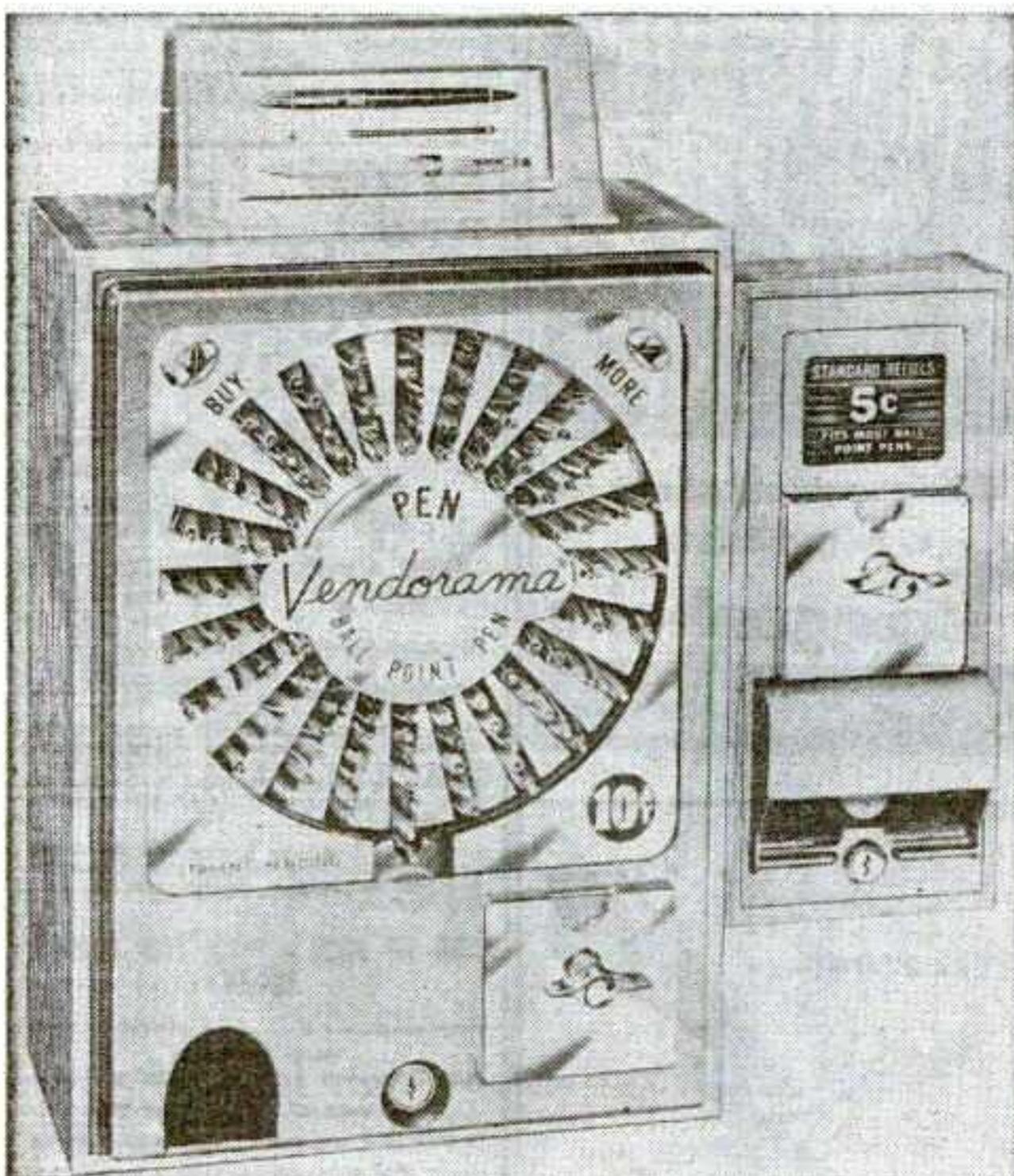
SHOWN AT THE RECENT NVA convention in Chicago was the three-column card-vending machine of the Abby Finishing Company, Brooklyn. Each column holds 220 cards. The customer can produce a flicker image by sliding the picture back and forth under the viewer.



MARGARET WICK proudly shows off the trophy board representing a season of hunting for her husband, Dalton. The San Antonio bulk vending operator bagged a pair of Colorado deer, 9 and 10 points respectively; two Texas deer, six and eight points, and a pair of Texas turkeys, 10 and 12 pounds. Both the Wicks are avid sportsmen and may be found either hunting or fishing whenever the season permits.



NORTHWESTERN'S GIANT new six-foot rocket vender, introduced at last week's National Vendors Association Convention in Chicago, holds up to 7,200 pieces of 100-count gum, and features several novelty action ideas for tots. The unit has nickel and cent action. Upon insertion of a nickel, a light flashes on the side of the rocket "counting down" toward "launching time." On the fifth turn, the moon in the center panel lights up and a miniature rocket is shot toward it. Price is under \$150.



VICTOR'S NEW PEN-REFILL VENDER is made to attach to the firm's dime or quarter Pen Vendorama. It holds 300 refills, vends at 5 cents, and takes in \$15. Unit sells for \$14.95. Also new is Victor's new display cabinet on the top of its Vendorama. The green-plastic cabinet holds two pens and a refill, displayed through a clear plastic window. It sells for \$3, or \$2.50 with machine.

Ohio Vendors Meet in Chi, Raise Funds To Battle Pending Adverse Legislation

CHICAGO—Members of the Ohio Vendors' Association met here last week and managed to raise some \$1,500 from nationwide contributions to fight adverse legislation pending in the State.

The meeting followed one of the regularly scheduled business sessions during the National Vendors' Association conclave at the Sheraton Towers (see separate story). Leonard Quinn, vice-president of the association, presided over the fund-raising.

Contributions came from the Ohio operators themselves, plus distributors, manufacturers, other operators and various trade sources from throughout the country.

Machine Design

The Ohio group is attempting to fight legislation that would permit the State health department to pass on the types of bulk vending machines to be used in the State.

Most traders regard the Ohio situation as critical in that it could serve as a dangerous precedent.

The Ohio group is currently working closely with counsel for National Vendors' Association, Milton T. Raynor and Don Mitchell, plus local counsel that the group has retained, Creighton Miller and Ken Weinberg.

Trouble

Trouble in the State dates back to last spring when a health department ruling threatened to entirely abolish bulk vending in the State. Only a last-minute crash appearance by Ohio operators, NVA

counsels Raynor and Mitchell, plus numerous State legislators, prevented passage.

The fracas became the main impetus for the formation of the Ohio Vendors' Association, which elected Herman Eisenberg its president and Leonard Quinn, vice-president.

The health department finally permitted the operation of bulk machines pending an opinion from the State attorney general.

Legislation

In an effort to obtain solid legislative approval for the operation of bulk machines, operators sponsored a bill (S. 12) at the first meeting of the Legislature this year that would have exempted bulk machines entirely from the provisions of the State health code.

The bill called for exemption of "chewing gum in pre-packaged

or ball form, pan confections or nuts." It also would have exempted the operators' commissaries from regulation.

Following hearings, the bill was amended requiring licensing of commissaries for \$5, a provision not actively opposed by the bulk industry.

Amendment

Following a later request by the health department, however, an amendment was added to the bill that would authorize the health department to approve the design of all bulk vending machines after January, 1963.

Currently, the Ohio group is attempting to get the taxation committee to delete the health department request for approval of machine design.

Main concern stems from the fact that the Ohio director of health has previously indicated he is opposed to bulk vending in any form and Ohio operators see the machine approval amendment as a way for bulk machines to be prohibited entirely.

Leaf Brands Bows 3 New Ball Gums

CHICAGO—Leaf Brands, Inc., showed its full line of ball gum, including three new items, at the National Vendors Association convention here last week.

In time for the Easter season was the Bird Egg gum, speckled and shaped like an Easter egg. Also new was the Screwball line — ball gum with witticisms imprinted. The new Likrich is a licorice confection which vends like ball gum.

CAPSULE SAMPLE CARDS UP 25-CENT ITEM SALES

PHOENIX, Ariz.—The use of in-the-globe point-of-sale cards, which sample the items being vended, is very helpful where 25-cent capsules are concerned. That's the opinion of the city's bulk operators who have gone into this big unit sale item.

Walter Gray, of Best West Specialty Company, has been highly successful with the point-of-purchase demonstration along these lines. His 25-cent capsules, mounted on common multiple heads along with the usual fills, all contain neatly blocked signs which point out "Samples of Merchandise Vended by This Machine."

Included are tiny cigaret lighters, some of them covered with simulated reptile and animal leathers, telescopes, elaborate earrings, rings and other costumer jewelry items, tiny mechanical pencils and ball pens, magnifying glasses and miniatures.

The signs do a lot to overcome the surprise which many people undergo on finding a supposedly 1-cent vending machine is a 25-cent machine. Almost invariably, the location visitor takes a second look at the line-up of items being vended, and is likely to succumb to the novelty appeal of many of them.

Other operators have found it wise to give a sample or two to the location owner, such as the tiny cigaret lighters which actually operate, asking them to show the little items to their own customers, and thus create a demand. This has worked out well for at least one operator who specializes in drugstore and smaller grocery store spots.

oak

PROFIT MAKER!

25¢ OR 50¢
SANITARY VENDOR

The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26½" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Available with a 25¢ or 50¢ coin mechanism. Wall hinge (pat. pend.) simplifies servicing.

oak
MANUFACTURING COMPANY, INC.
19411 Kightbridge Ave., Culver City, California

**GIVE TO DAMON RUNYON
CANCER FUND**

HOTTEST ITEMS EVER!
Assorted DISGUISES
(Copyrighted PAPCO)

BLACK EYE
(Shiner)

SIDE BURNS

MUSTACHE

BEARD

SPIT CURL

(They adhere)

ONLY \$10.00 per M (Ass'd)

Labels Available.
Be Wise—Disguise . . . Order from your distributor or:

paul a. PRICE co. inc.
55 Leonard St., N.Y. 13, N.Y. COrtlandt 7-5147-B

TARZAN Flicker Ring®

Ask the kids who is the **BIG TV** hero!

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

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

Penny-Nickel ATLAS MASTER Vendors

The PENNY KING Company

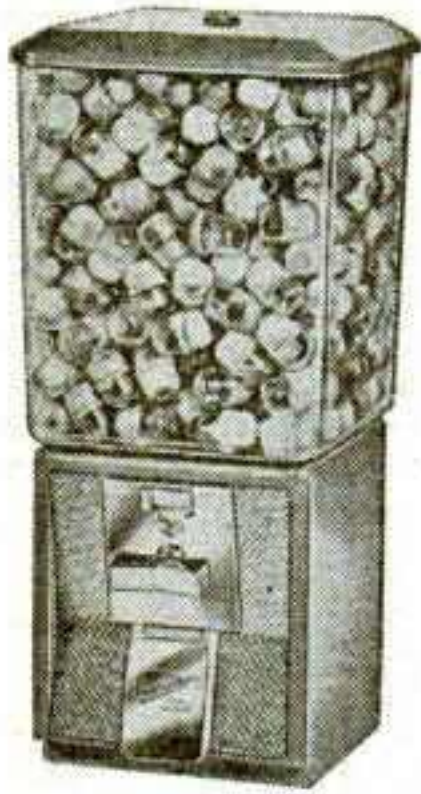
2536 Mission Street, Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

GIVE TO DAMON RUNYON CANCER FUND

Northwestern

OPERATORS HEADQUARTERS
For the BEST in Bulk Vending



WIRE, WRITE OR PHONE
FOR COMPLETE DETAILS

Northwestern

2514 E. Armstrong St. Morris, Ill.
Phone: WHitney 2-1300

MANDELL GUARANTEED USED MACHINES

- N.W. Model 49, 1¢ or 5¢ \$14.50
- N.W. DeLux 1¢ or 5¢ Comb. 12.00
- N.W. 15-Col. 1¢ Tab Gum Machine. 18.00
- N.W. Model 253, 1¢ Perc. Com. 6.50
- verted for 100 ct. B.G. 6.50
- Silver King 1¢ B.G. or Mdse. 8.50
- ABT Guns 30.00
- Mills 1¢ Tab Gum 12.00
- Acorns 1¢ or 5¢ B.G. or Mdse. 10.00

MERCHANDISE & SUPPLIES

- Pistachio Nuts, Jumbo Queen, Red, 5075
- Pistachio Nuts, Jumbo Queen, White, 5070
- Pistachio Nuts, Large Tulip, 5072
- Pistachio Nuts, Vendor's Mix, 5063
- Pistachio Nuts, Sheik, Red, 5079
- Cashew, Whole, 5060
- Cashew, Butts, 5060
- Peanuts, Jumbo, 5043
- Spanish, 5032
- Mixed Nuts, 5057
- Baby Chicks, 5036
- Rainbow Peanuts, 5032
- Boston Baked Beans, 5032
- Jelly Beans, 5032
- Licorice Gems, 5032
- M & M, 550 ct.47
- Hershey's, 5047

Minimum order, 25 boxes, assorted.
Completes line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the Operator.

One-Third Deposit, Balance C.O.D.

There Are
Big Profits In
NUTS
GET YOUR SHARE WITH
Northwestern

49 NUT VENDOR

Interchangeable SANI-CARRY globe for faster servicing.
Displays merchandise to best advantage.
Also available in Hot Nut.

STAMP FOLDERS, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN
SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N.Y.
LONGacre 4-6467

COINMEN in the news

South

MEMPHIS MEMOS

Frank Berretta, Poplar Tunes Record Shop, a one-stop, says operators have been buying heavy on Brook Benton's "For My Baby" and Elvis Presley's "Surrender." . . . Operators were saddened recently by the sudden death of Jimmy Rutledge, a route manager for Drew Canale's Ace Amusement Company. He died of a heart attack at age 44 while on a trip to Galveston, Tex.



Good spring weather came early to the area (the ground hog was right!), and operators reporting an upsurge in collections on their routes include Eugene Bullard, City Music Company; Luther Dickens, Dickens Music Service; E. T. Lockett, Lockett Music Company; Carl Cannon, Cannon Music Company; Jake Kahn and Charles Kahn, Tri-State Amusement Company; Robert Harbin and Billy Harbin, Harbin Amusement Company; Henry Trigg, Rebel Hi-Fi Music Company, and Herbert Bridges, Bridges Music Company.

Allen Y. Keller, Central Music Company, putting out some new stereos. . . . George Sammons, president of Sammons-Pennington Company, was on a sales swing through Arkansas and Mississippi calling on operators last week. . . . Edward H. Newell, Ormatt Amusement Company, on scout outing in good weather on a recent weekend. . . . Parker Henderson, Rainbow Amusement Company, says he's had a good pick-up in business on his sideline of selling packaged surplus hit records he buys in large lots from record pressers.

Joe Coughi, partner in Poplar Tunes Record Company, has been successful on a sideline of producing masters for record companies, selling them and letting them do the distributing. Some of his hits have been by Bill Black and his combo. . . . Clarence A. Camp, Southern Amusement Company, week ending at his Lake in nearby Arkansas for fishing and boating.

MISSISSIPPI MEANDERINGS

John H. Haley, Haley Music Company, Jackson, still expanding his growing enterprises in the music, game and vending fields. Some years ago he started mighty small, but you'd never know it today. He has some widespread routes and a big warehouse operation. . . . Richard A. Kelso, Kelso Music Company, Cleveland, reports plantation activity is starting up big now with cotton planting and likewise increased activity on his route has begun.

Spring weather has brought reports of increased collections from these operators: Henry C. Smith, Smith Music Company, Greenville; Eugene Jones, Jones Amusement Company, Belzoni; Carlton Collins, Crystal Amusement Company, Grenada; W. W. Crosby, Crosby Amusement Company, Hattiesburg; Sam Hutson, Hutson Music Company, Hattiesburg; Ham Nelson, Nelson Music Company, Natchez; C. M. Moseley, Moseley Music Company, Pascagoula; Henry O. James, James Amusement Company, Rosedale.

W. D. Ferris, Ferris Music Company, Shaw, added two stereos to his route last week. . . . A. H. Gibbs, Sunflower Music Company, Sunflower, seen on a shopping trip in New Orleans recently. . . . Dee Brasell, Brasell Music Company, Water Valley, was in Memphis last week to take two games back for his route. . . . Abe Malouf, LeFlore Music Company, Greenwood, extending his route further south in the lush Mississippi Delta where cotton is king. . . . Paul Maucelli, Paul's Novelty Company, Greenville, has completed the two brick buildings which he constructed to rent out to businesses. It is a good sideline, he reports. He adds that his two-way radio system for service vehicles is saving him much money, cutting overhead at least 30 per cent. . . . A check with another Mississippi operator who has two-way radio, A. B. Ford, Ford Novelty Company, Columbus, brings the same answer: much savings and he wouldn't go back to the old system.

WHAT DO YOU NEED IN VENDING?
VICTOR HAS IT!
Write for Detailed Information on
VICTOR'S Complete Line
Everything You Could Possibly Need in Vending.
VICTOR VENDING CORPORATION
5703 W. Grand Ave. Chicago 39, Ill.

when answering ads . . .
Say You Saw It in Billboard Music Week



WICHMAN'S NEW 160-selection greeting card vender was unveiled to the bulk vending trade at last week's National Vendors' Association Convention in Chicago. The large console-model unit holds 960 cards, six per design. The customer selects his card from a file at the top and presses a pair of buttons to make his choice.

Gotham UJA Group Meets

NEW YORK—Committee members of the United Jewish Appeal's Coin Machine Division held a dinner meeting at UJA headquarters Thursday night (23), with Al Denver, president of the Music Operators of New York, presiding. To date, \$12,275 for the general fund and \$435 for the special fund has been raised, and 118 banquet tickets have been sold. The drive ends on May 3, when Coin Machine Division members and their guests honor Irving Holzman, local United and Rock-Ola distributor, at the grand ballroom of the Hotel Plaza. Guest speaker at the affair will be Joseph Carlino, majority speaker of the New York General Assembly. The group hopes to raise \$30,000 for the general fund and another \$6,000 for the special project fund.

HIT of the NVA Show



Write for samples and price list . . . or see your distributor
Guggenheim
33 UNION SQUARE
N.Y.C. 3, N.Y. • AL. 5-8393

Travel

NAVY
... the world over while learning a profitable trade in the new modern Navy . . . See your local Navy recruiter—now.

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

5c ROCKET VENDING
Now Possible & Profitable with the NEW Gold & Pearl

STONE SET RINGS
Eight (8) Assorted Styles, one nicer than the other, featuring the newly invented

"CRADLE GROOVE"
that securely hold a 3/8" Ball of Gum or Marble. Samples on Request

5c ROCKET VENDING IS BACK
SAMUEL EPPY & CO., INC.
91-15 144 Place, Jamaica 35, N. Y.

OAK'S
25¢ SANITARY VENDOR

CAPACITY: 144 flat pack products.
DIMENSIONS: 26 1/2" high, 6" wide, 4" deep.
Refuses coin when empty.
Equipped with Ace Lock and a lock protector.
\$29.50
Sanitary Products \$3.50 per fill.
1/3 deposit required, bal. C. O. D.
Write for complete catalog of new and used machines, bulk merchandise and charms.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. WALnut 5-2676

HELP YOURSELF TO MORE VENDING PROFITS

Get VENDOR Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.
Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine
2160 Patterson St., Cincinnati 22, Ohio
 1 year \$3 3 years \$11
 Payment enclosed Please bill me (Foreign rate, one year \$10) 809

Name
Address
City Zone... State.....
Occupation

German Mfrs. Get Help

NEU ISENBURG, West Germany — While the United States and Canada battle record unemployment, West Germany is struggling against a severe labor shortage that has coin machine producers dependent on "imported personnel from Italy and Spain.

One of the German industry's boldest foreign-labor utilization programs is being conducted here in this Frankfurt suburb by Canteen Automatenbau GmbH, the German subsidiary of Automatic Canteen Company of America.

Eighteen months ago Canteen purchased Tonomat, a juke box producer, and began expansion of the Tonomat plant at Neu Isenburg as a base for its projected operations in the European Common Market.

Canteen Program

Canteen unveiled this colossal (by German standards) program for Tonomat:

1. Continued production of the

Gottlieb Showboat

• Continued from page 43

playfield decorated with brightly colored riverboat characters and, of course, the showboat itself.

Showboat is a single-player model, has two-coin insertion, and features Gottlieb's newly designed cabinet with tapered light-box, stainless steel molding, plated legs and front door panel and chrome-finish corner castings. A "hardcote" finish is used on the playfield.

Tonomat juke box for the Continental market.

2. Assembly of Canteen's AMI boxes.

3. Assembly of Rowe vending equipment.

4. Development and eventual production of vending equipment tailored for the European market.

5. Servicing and reconditioning of coin machine equipment for Canteen's European operating affiliates.

This ambitious program has involved the tripling of plant capacity at Neu Isenburg. The requirement for additional plant capacity became so urgent, in fact, that Canteen had to rent 15,000 square feet of floor space near the Tonomat plant here for the reconditioning of vending machines.

Labor Shortage

At the same time Canteen expanded personnel and at once encountered the labor shortage. German technicians, it developed, were impossible to find.

Canteen's new construction here features club room facilities for employees, including showers. An executive, referring to the facilities, explained:

"You can't imagine how hard it is to keep workers in Germany today. The employer has to cater to his employees, as all it takes is a few words and the worker says, 'I quit.' And he does — he leaves you cold, and walks down the road to the next plant, where they are waiting with open arms to hire him."

Because of the additional administrative and other problems involved in dealing with multiple nationalities, Canteen decided to hire a single nationality. It's choice was Spaniards.

Canteen has 40 Spaniards among its force of 360 workers at Neu Isenburg. Most of the 40 are technicians trained under Spanish government programs.

Canteen officials report that the Spaniards are proficient technicians who are doing well in their jobs here. A majority of the Spanish technicians are employed in servicing and reconditioning vending machines.

Canteen provides housing for the Spaniards under dormitory-type arrangements. Foreign workers are brought to Germany without their families, although once they are established and have housing they may send for their families.

The success of the Spanish labor experiment has encouraged visions at Canteen of solving the labor problem through the further hiring of skilled Spaniards, possibly by a selective on-the-spot canvassing in Spain.

But the Spanish government is becoming restive over the outflow of skilled labor, especially technicians trained at government expense. It is unlikely that a great many more qualified technicians can be obtained from Spain.

The only alternative, therefore, is to hire Italians or other technicians of another nationality, and Canteen is now probing the possibilities.

SPECIAL SALE

Reconditioned-Guaranteed
BALLY BEAUTY CONTEST\$145

UPRIGHTS

- Games Inc. Wildcat\$195
- Keeney Criss Cross Diamond.... 195
- Games Inc. Hunter 85
- Games Inc. Skool Shoot 115
- Games Inc. Double Shot 115
- Games Inc. Trail Blazer... Call or write
- Games Inc. Twin Trail Blazer.Call or write
- Keeney Little Buckaroo 225
- Keeney Big Three 325
- Keeney Red Arrow 395
- Bally Skill Score (new) 145
- Bally Skill Derby (new) 245
- Auto Bell Circus Play Ball 95
- Auto Bell Galloping Dominoes 115
- Auto Bell Mermaid 125
- Auto Bell Horoscopes (Fl. samp.) .. 95
- Auto Bell Deluxe Hiatah... Call or write

MUSIC

- Rock-Ola 1432 (45 rpm)\$ 75
- Wurlitzer 2000, 200 sel. 325
- Wurlitzer 2200, 200 sel. 425
- AMI C-40 (45 rpm) 65

BOWLERS & ARCADES

- Bally Lucky Alley, 11'\$345
- Bally Champion Bowler, 11' & 14'.. 295
- Bally Strike Bowler, 14' 175
- Bally Champion Shuffle Bowler, 8 1/2' 75
- Bally Jet Shuffle Bowler, 8 1/2' 65
- Bally Speed Bowler, 8 1/2' 295
- Bally Deluxe Club Bowler, 8 1/2' ... 395
- Bally Official Jumbo Bowler, 8 1/2' .. 465
- Baly Golf Champ 95
- Keeney True Score Bowler, 14' 125
- Bally Twin Pony (floor sample) 425

Rush deposit to:



SUPPORT
Red Cross

Fischer POOL TABLES
STANDARD OF QUALITY
IMPERIAL, "B" & DELUXE 6-POCKETS & BUMPER BILLIARDS
At your distributor or call Bill Welkel.
FISCHER Sales & Mfg. Co.
Ridge Rd., Box 223, McHenry 4, Illinois

SEND FOR
SPRING PRICE LIST

ARCADES—GAMES—
BINGOS—RIDES—
MUSIC, ETC.

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: CENTER 2-2903

PUCKS! PUCKS!
PRECISION NOVELTY COMPANY
formerly Precision Puck & Novelty Co.
Announces Its New Location at
5432 W. 111th St., Oaklawn, Illinois.
Phones: NE 6-3525 or direct from Chicago 581-2131.
Nels Malmgren says: "We will continue to manufacture PUCKS of all sizes. Special quantity prices on request. Immediate shipment on all orders. Let us know your needs."

PRICES SLASHED FOR QUICK SALE!
Top Quality—Lowest Prices

SEEBURG 222 SH	\$725.00	SEEBURG C	\$225.00
SEEBURG 161 DH	695.00	AMI J120	495.00
SEEBURG 201 DH	695.00	AMI I-200 M	445.00
SEEBURG HFR	375.00	AMI J 200 M	545.00
SEEBURG	275.00	AMI K 200 E	795.00

1/4 DN. BAL. SDBL

LIEBERMAN MUSIC CO.
257 PLYMOUTH AVE. N., MINNEAPOLIS 11, MINN. • Federal 9-0031

NEW TARGET DATE...

STARTING **MAY 15**

... for the **BIG... BUSTLING**
... **BRAND-NEW**

BILLBOARD MUSIC WEEK

BUYERS' & SELLERS'
CLASSIFIED MART

... the new, convenient, easy-to-use market place—designed to serve Billboard Music Week's 20,000 buyers, sellers and users of music, records, tapes, home entertainment equipment, coin machines and related products.

"Profit-Makers" From
chicago coin

- RAY GUN
- DUCHESS BOWLER
- DUKE BOWLER
- PRO BOWLER

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

PLASTI-VEND'R... LETS EVERYONE BECOME A "DO-IT-YOURSELF" EXPERT IN THE LAMINATING FIELD

THOROUGHLY TESTED Field tested for months in bus and train terminals, variety and neighborhood stores. Weekly earnings from \$8.00 to \$18.00, depending on location.

HUNDREDS OF USES Preserves and protects photos, driver's license, cards, newspaper clippings, identification cards, locks of hair, 4-leaf clovers, etc.

HERE'S HOW IT WORKS
Customer drops quarter into handsome vending unit and gets two strips of plastic in card folder.

THREE SIMPLE STEPS:

1. Customer flips perforated corner of plastic with finger to remove paper backing.
2. Customer places sticky side of plastic over article to be laminated. Same process is repeated with second sheet.
3. Customer presses firmly together with hand and uses cutter on machine to trim. **THAT'S ALL.**

OPERATOR MAKES 20c PROFIT ON EVERY SALE less commission to location.

PLASTI-VEND'R holds 250 folders, which, dispensed at 25c each, returns to operator a total of \$62.50.

IMMEDIATE DELIVERY. Call, wire or phone today for a PLASTI-VEND'R. You'll reorder by the dozen when you realize the profit potential.

DISTRIBUTORSHIPS AVAILABLE IN SOME TERRITORIES.

INTERNATIONAL MUTOSCOPE CORP.
4402 11th Street, L. I. City 1, N. Y. Phone: Larry Galante, President, at ST 4-3800

PLASTI-VEND'R SPECIFICATIONS
Width 17"
Height 15 1/2" (with sign 25")
Depth 9"
All Metal—16 gauge steel Stand 31" (included with each Vender)
Capacity: 250 Folders, 125 on each side
Finish—Silk screen on baked enamel, Red, white and blue
Base—Navy grey
Coin Chutes (2) 25c ABT
Double Lock
Waste receptacle attached to side
Chrome steel safety trimmer. Makes an excellent trim
Interlocking edges—Tamper proof
Empty lock Feature. Returns money if empty.



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

MUSIC	
AMI	
D-40 (40), 1951.....	\$ 60
D-80 (80), 1951.....	105
K-40 (40), 1953.....	95
F-80 (80), 1953.....	125
E-120 (120), 1953.....	135
F-40 (40), 1954.....	150
F-80 (80), 1954.....	210
F-120 (120), 1954.....	250
G-40 (40), 1955.....	250
G-80 (80), 1955.....	275
G-120 (120), 1955.....	310
G-200-1 (200), 1956.....	310
G-200 (200), 1956.....	275
G-200-1 (200), 1956.....	275
G-200-2 (200), 1956.....	275
G-200-3 (200), 1956.....	275
G-200-4 (200), 1956.....	275
G-200-5 (200), 1956.....	275
H-200 (200), 1956.....	445
H-120 (120), 1956.....	435
H-100 (100), 1956.....	360
H-200M (100), 1957.....	385
I-200 (200), 1957.....	585
I-120 (120), 1957.....	535
I-100 (100), 1957.....	420
I-200M (200), 1958.....	445
J-200 (200), 1958.....	660
J-120 (120), 1958.....	625
J-100M (100), 1958.....	535
J-200M (200), 1959.....	535
J-120 (120), 1959.....	675
J-100 (100), 1959.....	575
J-200 (200), 1959.....	650
ROCK-OLA	
1438 (120), 1953.....	\$ 85
1438 (120), 1954.....	190
1442 (50), 1955.....	195
1446 (120), 1955.....	235
1448 (120), 1958.....	345
1450 (120), 1957.....	395
1452 (50), 1958.....	275
1454 (120), 1957.....	395
1455D (200), 1957.....	445
1455S (200), 1957.....	445
1458 (120), 1958.....	520
1462 (50), 1958.....	395
1465 (200), 1958.....	550
1468 (120), 1959.....	635
1468 Stereo (120), 1959.....	685
1475 (200), 1959.....	700
1475 Stereo (200), 1959.....	750
SEEBURG	
M100B (100), 1950.....	\$ 200
M100C (100), 1952.....	240
100W (100), 1953.....	325
HF100G (100), 1953.....	335
HF100R (100), 1954.....	400
V200 (200), 1955.....	300
100J (100), 1955.....	500
K200 (200), 1957.....	430
L100 (100), 1957.....	545
201 (200), 1958.....	750
161 (160), 1958.....	730
101 (100), 1958.....	620
220 (100), 1958.....	770
200S (100), 1959.....	770
200SR (100), 1959.....	795
222 (160), 1958.....	810
222DH (160), 1959.....	775
222DHR (160), 1959.....	835
WURLITZER	
1250 (48), 1950.....	\$ 55
1400 (48), 1951.....	70
1500 (104), 1952.....	85
1500A (104), 1953.....	110
1600A (48), 1954.....	130
1700 (104), 1954.....	215
1800 (104), 1955.....	310
1900 (104), 1956.....	390
2000 (200), 1958.....	385
2100 (200), 1957.....	435
2150 (200), 1957.....	465
2250 (200), 1958.....	545
2204 (104), 1958.....	575
2200 (200), 1958.....	615
2300-S (200), 1959.....	790
2300 (200), 1959.....	735
2304 (104), 1959.....	700
2304-S (104), 1959.....	760
2310 (100), 1959.....	700

BOWLERS & SHUFFLES	
BALLY	
ABC Bowler 7/55.....	\$ 195
ABC Bowling Lanes 12/58.....	200
ABC Champion 8/57.....	295
ABC Super-Deluxe Bowler 9/57.....	275
ABC Tournament 6/57.....	275
All-Star Bowler 12/57.....	115
All-Star Deluxe 2/58.....	115
Bally Shuffle 1/59.....	35
Blue Ribbon 4/55.....	125
Challenger 9/59.....	750
Club Bowler 2/59.....	395
Congress Bowler 7/55.....	195
Deluxe Club Bowler 3/59.....	475
Gold Medal 4/55.....	125
Jumbo Bowler 9/55.....	225
King-Pin Bowler 9/55.....	225
Lucky Alley 8/58.....	475
Lucky Shuffle 9/58.....	325
Monarch 11/59.....	350
Pan American 6/59.....	600
Speed Bowler 11/58.....	325
Star Shuffle 9/58.....	325
Strike-Bowler 11/57.....	200
Super Bowler 1/58.....	115
Trophy 4/58.....	375
CHICAGO COIN	
All Star Team Bowler 11/55.....	\$ 90
Blinker 8/55.....	170
Bonus Score 5/55.....	140
Bowl Master 7/59.....	390
Bowling Team 10/55.....	130
Bull's-Eye Bowler 7/55.....	150
Championship 11/56.....	240
Bowling League 7/57.....	125
Crisis Cross Target 1/55.....	60
Double Feature 12/58.....	380
Hollywood 4/55.....	155
King Bowler 3/59.....	695
Lucky Strike 1/58.....	330
Miami Shuffle 10/56.....	40
Monte Carlo 1/59.....	75
Player's Choice 9/58.....	545
Rebound Shuffle 11/58.....	45
Red Pin 3/59.....	435
Rocket Ball 2/59.....	125
Rocket Shuffle 2/58.....	95
Rocket Shuffle Two-Player 4/58.....	135
Score-A-Line 9/55.....	135
Shuffle Explorer 6/58.....	135
Skee Roll 1/57.....	95
Star Rocket 5/59.....	250
Tournament Ski Bowl 12/56.....	130
Triple Strike 1/55.....	125
TV Bowling League 11/57.....	290
Twin Bowler 10/58.....	390
UNITED	
Advance 6/59.....	\$ 575
Atlas Shuffle Alley 9/58.....	325
Bonus Bowling Alley 3/58.....	375
Bowling Alley 11/56.....	125
Build-Up 5/56.....	120
Capitol Shuffle Alley 6/55.....	95
Clipper 4/55.....	75
Cyclone 10/58.....	325
Deluxe Bowling Alley 7/57.....	245
Deluxe Flash 6/59.....	450
Deluxe Shooting Star 6/58.....	90
Dual Shuffle 1/59.....	375
Duplex 11/58.....	525
Eagle Shuffle Alley 5/58.....	295
Flash 6/59.....	425
4-Way 11/59.....	500

Handicap 9/56.....	\$ 225
Handicap 11/59.....	575
Hi-Score 6/57.....	195
Jumbo Bowling Alley 8/57.....	295
Jupiter Shuffle Alley 9/58.....	125
League Alley 8/59.....	550
Lightning 2/55.....	75
Midget Bowling Alley 3/58.....	75
Niagara 11/58.....	350
Pixie Bowler 7/58.....	75
Playtime 6/58.....	545
Regulation 11/55.....	195
Royal Bowling Alley 12/57.....	195
Select Play 8/58.....	75
Shooting Star 4/58.....	75
Shuffle Playmate 2/59.....	60
Simplex 4/59.....	400
Six Star 11/57.....	295
Super Bonus 9/55.....	150
Team Bowling Alley 4/57.....	220
Team-Mate 12/59.....	595
3-Way 8/59.....	465
Top Notch 11/55.....	195
Venus 4/55.....	125
Zenith 5/59.....	425

PINBALLS	
BALLY	
Ballerina 6/59.....	\$ 400
Balls-A-Poppin 10/56.....	50
Bally U.S.A. 7/58.....	75
Beach Beauty 11/55.....	65
Beach Time 9/58.....	250
Big Show 9/58.....	70
Broadway 12/55.....	50
Carnival 10/57.....	65
Carnival-Queen 11/58.....	275
Circus 8/57.....	65
County Fair 11/59.....	550
Crosswords 1/58.....	100
Cypress Gardens 5/58.....	195
Double Header 8/58.....	115
Fun-Way 9/59.....	375
Gay Time 6/55.....	50
Gayety 4/55.....	40
Key West 12/58.....	70
Lotta Fun 9/59.....	380
Miami Beach 9/55.....	55
Miss America 1/58.....	135
Night Club 3/58.....	60
Parade 6/56.....	60
Sea Island 2/59.....	335
Show-Time 4/57.....	75
Sun Valley 7/57.....	140
GOTTlieb	
Ace High 2/57.....	\$ 75
Add-A-Line 7/55.....	60
Annabelle 8/59.....	225
2 Around the World 7/59.....	295
2 Atlas 5/59.....	280
Auto Race 9/56.....	70
2 Brite Star 4/58.....	185
Classy Bowler 7/56.....	75
4 Contest 10/58.....	275
2 Continental Cave 7/57.....	145
Crisis Cross 3/58.....	155
Derby Day 5/56.....	65
2 Double Action 1/59.....	245
2 Duetto 3/55.....	75
Easy Aces 12/55.....	60
2 Fair Lady 11/56.....	110
4 Falstaff 11/57.....	245
2 Flag-Ship 1/57.....	135
Frontiersman 11/55.....	60
2 Gladiator 1/56.....	85
2 Gondolier 8/58.....	195
Gypsy Queen 2/55.....	60
Harbor Lites 3/56.....	65
Hi Diver 4/59.....	185
4 Jubilee 5/55.....	135
Lightning Ball 12/59.....	230
2 Mademoiselle 11/59.....	300
4 Majestic 4/57.....	230
2 Marathon.....	90
2 Picnic 6/58.....	195
Queen of Diamonds 6/59.....	210
2 Race Time 3/59.....	230

Rainbow 12/58.....	\$ 75
4 Register 10/58.....	105
Rocket Ship 5/58.....	135
Roto Pool 7/58.....	145
Royal Flush 5/57.....	100
4 Score-Board 4/58.....	75
2 Sea Belles 9/58.....	100
Silver 10/57.....	140
Sittin' Pretty 11/58.....	180
Sluggin' Champ 4/55.....	70
Southern Belle 6/55.....	60
Straight Flush 12/57.....	140
Straight Shooter 2/59.....	190
Sunshine 9/58.....	175
2 Super Circus 9/57.....	175
4 Sweet Sioux 9/59.....	360
2 Toreador 6/58.....	95
2 Tournament 8/55.....	95
Twin Bill 1/55.....	50
Universe 10/59.....	215
2 Whirlwind 2/58.....	185
Wishing Well 9/55.....	60
World Champ 8/57.....	95
WILLIAMS	
Arrow Head 7/57.....	\$ 50
Casino 8/58.....	125
2 Circus Wagon 10/55.....	75
Club House 10/59.....	185
Crossword 5/59.....	175
Cue Ball 4/57.....	50
2 Fiesta 12/59.....	285
4-Star 7/58.....	110
4 Fun House 10/56.....	55
4 Gay Pares 6/57.....	75
Golden Bells 9/59.....	160
Gusher 9/58.....	110
Hi-Hand 6/57.....	70
Hot Diggity 8/58.....	50
Jig Saw 12/57.....	75
Kings 8/57.....	70
2 Naples 9/57.....	125
Perky 11/56.....	50
Peter Pan 4/55.....	50
2 Piccadilly 5/58.....	50
4 Race-the-Clock 4/55.....	50
Regatta 10/55.....	50
Reno 10/57.....	65
Rocket 11/59.....	195
Satellite 6/58.....	115
Sea Wolf 7/59.....	150
2 Shamrock 1/57.....	70
Smoke Signal 9/55.....	60
Soccer Kick-Off 3/58.....	125
Spot Pool 6/59.....	175
Starfire 3/57.....	95
Steeple Chase 11/57.....	95
Super Score 9/56.....	75
4 Surf Rider 7/56.....	75
3-D 11/58.....	125
Three Deuces 8/55.....	60
Tic-Tac-Toe 1/59.....	160
Tim-Buc-Tu 1/58.....	60
Top Hat 2/58.....	110
Turf Champ 8/58.....	110
Wonderland 5/55.....	50

ARCADE & NOVELTIES	
All-Star Baseball (Wms.) 4/54.....	
	\$ 50
Aqua Duck (Cons) 2/55.....	155
Auto Photo Model 9.....	995
Auto Photo Model 11.....	1,845
Auto Test (with sound) (Cap) 9/58.....	295
Auto Test (without sound) (Cap) 9/56.....	245
Auto Test Turnpike Tournament (Cap) 9/56.....	1,295
Bally Targets (Bally) 10/59.....	295
Balloonmat (Cap) 12/54.....	50
Bang-O-Rama (Muto) 4/57.....	25
Bat-A-Score (Evans) 2/54.....	75
Batter Up (CC) 4/58.....	150
Batting Practice (Bally) 8/59.....	250
Big Inning (Bally) 5/58.....	175
Big League (Wms) 8/54.....	35
Big League Baseball (CC) 5/55.....	35
Big Top (Genc) 11/54.....	170

Bike Race (Munv) 5/58.....	\$ 450
Bing-O-Reno (Sci) 3/55.....	325
Bull's-Eye (Bally) 3/55.....	150
Burp Gun (Dale) 5/57.....	245
Carnival Gun (Un) 10/54.....	125
Champion Baseball (Genc) 7/55.....	50
Circus Rifle Gallery (Genc) 3/57.....	225
Coon Hunt (Seeb) 2/54.....	120
Crane (Wms) 3/58.....	75
Crisis Cross Hockey (CC) 9/58.....	195
Crossfire (Wms) 3/57.....	195
Davy Crockett (Genc) 10/56.....	150
Deco Grandma (Deco) 8/54.....	100
Deluxe Crusader (Wms) 5/59.....	345
Deluxe 4-Bagger (Wms) 5/56.....	135
Deluxe Ranger (Keen) 3/55.....	170
Deluxe Skill Parade (Bally) 1/59.....	125
Deluxe Vanguard (Wms) 10/58.....	285
Derby Roll (Un) 5/55.....	125
Deuces Wild (Kaye) 10/58.....	100
Dodge City (Fran) 12/58.....	100
Drivemobile (Muto) 6/54.....	135
5th Inning (Un) 6/55.....	75
Golf Champ (Bally) 8/58.....	95
Gun Club (Genc) 1/58.....	300
Gunsmoke (Bally) 4/59.....	

Runyon Underscores Its School Program as Boon to Operators

NEW YORK — The Runyon Sales Company, New York, New Jersey and Connecticut distributor for AMI, Bally, J. H. Keeney and Irving Kaye, is placing increased emphasis on service

schools in a move to educate operators and their service personnel.

Myron Sugerman, sales manager of Runyon's Newark, N. J., outlet, explained that the purpose of the program is to train the serviceman to handle any mechanical problem in juke boxes, games or vending machines. He said that the average serviceman, after attending sessions for one year, should be competent to handle virtually any type problem.

A staff of Runyon service experts is retained, not only to conduct service schools but to assist operators in their day-to-day problems. This staff includes Wally Zucker, field engineer; Hans Vandendop, shop foreman; Marty Dumoff, service manager; Joey Buro, co-service manager, and Nat Gutkin, Connecticut service manager.

Eight Classes

To date this year, Runyon has held eight classes in New York, Newark and Hartford, with no less than 50 attending each class.

Next session, for example, to be held in Newark Monday (3), will have Wally Zucker, Runyon field engineer, explain the remote hookup for AMI equipment.

Classes begin at 7 p.m., following a buffet dinner at 6 p.m. The following week, the same session will be repeated at Runyon's New York office.

Study doesn't end with the classes. Operators and servicemen are given wiring diagrams and other material for home study.

According to Sugerman, "If the operator is successful in maintaining his equipment, the result is extra operating hours. When a machine remains out of order for 24 hours, the operator not only loses valuable income, but he antagonizes the location owner. And this is the situation we hope to avoid through the service schools."

FOR SALE

The entire contents of one of the largest Penny Arcades in America. Equipment includes guns, kiddie rides, games and all kinds of Arcade equipment.

For information and list, contact
NEW ORLEANS NOVELTY COMPANY
115 MAGAZINE STREET
NEW ORLEANS, LOUISIANA
Tel.: JACKSON 2-5306

La Rue Joins R. F. Jones

LOS ANGELES—Jack LaRue, sales engineer in the 11 Western States for the Seeburg Corporation, joined the R. F. Jones Company, San Francisco, Monday (20).

LaRue, who had been with Seeburg for around 15 years, is still in Los Angeles and making his headquarters at the R. F. Jones Company, background music division, which is soon to be Seeburg operated. He said that his new duties had not yet been fully outlined, but he expected to know them as well as his territory within the next few days.

He explained, however, that he expected his work to be similar to that done while with Seeburg.

Hy Sands to Appear At W'chester Dinner

WHITE PLAINS, N. Y. — Hy Sands, night club comic, will provide entertainment at the annual dinner of the Westchester Operators Guild, to be held at the Tropical Acres Restaurant, Yonkers, April 18.

Seymour Pollak, entertainment committee chairman, added that several recording artists have tentatively agreed to appear, and that their names will be announced in the next couple of weeks.

HOROSCOPE PELLETS

Nine different models; certain specifically designed for individual territories.

EAST

Black Jack Horoscope
Lucky Bucks Horoscope
Star Horoscope

MIDWEST

Star Horoscope
Hi-Han Horoscope
Lucky Bucks Horoscope

SOUTH

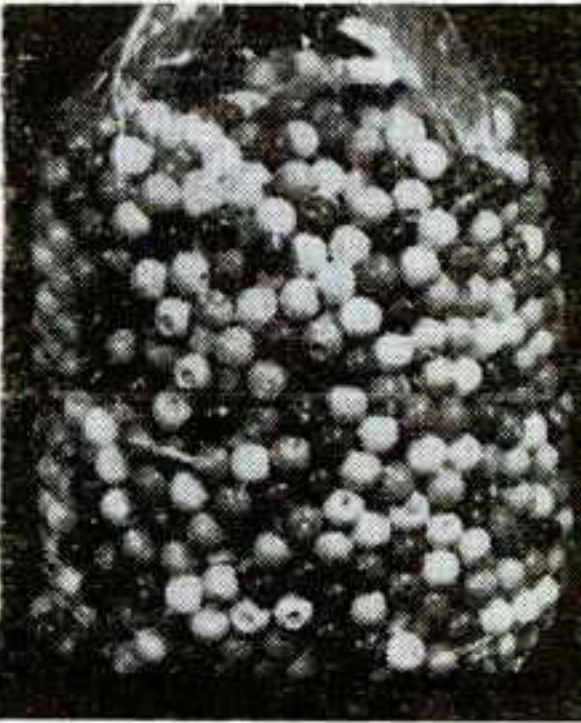
Bars & Bells Horoscope
Baseball Horoscope
Big Ben Bells Horoscope

FAR WEST

Lucky Seven Horoscope
Number Horoscope
Hi-Han Horoscope

NATIONWIDE

With different models for your specific territory. In this way you are assured of larger profits. All deals available in 10c or 25c play.



CLUB EQUIPMENT CORP.

1801 W. Irving Park Road
Chicago 13, Illinois
DI 8-5900

Available now—a few choice distributorships and sub-distributorships. Write for new low prices.

when answering ads . . .
Say You Saw It in Billboard Music Week

C. C. DUCHESS B/A.....	WRITE
C. C. QUEEN B/A.....	\$695.00
UN. LEAGUE B/A.....	625.00
UN. BONUS B/A.....	445.00
C. C. PLAYERS CHOICE B/A	495.00
UN. JUMBO B/A.....	325.00
BALLY BOWLING LANE B/A	125.00
C. C. BOWLING LEAGUE B/A	125.00
C. C. CLASSIC B/A.....	325.00
BALLY STRIKE B/A.....	195.00
BALLY LUCKY ALLEY B/A.	395.00
BALLY TROPHY B/A.....	295.00
BALLY ABC S/A.....	150.00
BALLY DELUXE ABC S/A..	175.00
UN. REGULATION.....	150.00
UN. HANDICAP.....	195.00

MONROE
COIN MACHINE EXCHANGE, INC.
2423 Payne Ave., Cleveland 14, Ohio
Phone: Superior 1-4600

BARGAINS FOR THE WEEK

Capital DeLuxe.....	\$170.00
Clipper DeLuxe.....	125.00
Lightning.....	125.00
Banner.....	75.00
Ace.....	75.00
Bull's-Eye Drop Ball.....	125.00
Genco Skill Ball.....	89.50
Wms. Roll-A-Ball.....	89.50
C. C. Rocket (2 Player).....	100.00
C. C. Skill Ball DeLuxe.....	89.50
C. C. Rocket (1 Player).....	75.00
United Team Mate (16 Ft. Bowler).....	700.00
United Small Ball Bowler.....	150.00
United Advance (16 Ft. Bowler).....	595.00
United League (16 Ft. Bowler).....	645.00
United Handicap Bowler.....	695.00
United Rebound Shuffle Alleys. Ea.....	75.00
Bally Trophy Bowler (As Is).....	175.00
2 Bally Strike 14-16 (As Is).....	150.00
AMI, J200M, Stereo (Brand New).....	650.00

The United Bowlers mentioned above reconditioned like new. Have been used very little.
All Equipment Subject Prior Sale.

Central
DISTRIBUTORS, INC.
2315 Olive Street, St. Louis 3, Mo.
Phone: MAIn 1-3511; Cable: "Cendlst"

MUSIC SPECIALS!

Reconditioned—Refinished—Guaranteed!

A.M.I. J-200.....	\$675
A.M.I. F-120.....	265
A.M.I. G-200.....	245
A.M.I. D-80.....	125
SEEBURG 161 SH.....	695
SEEBURG 201 SH.....	725
SEEBURG 100-J.....	495
SEEBURG 100-C.....	265
WURLITZER 2300-S.....	595
WURLITZER 2204.....	495
WURLITZER 2100.....	365

A. M. I. 45-33 AUTOMIX KIT
for Models K-J-I-H-G
Allows intermixing of 33 and 45 rpm records in any order! Simple to install in 20 minutes... **\$35**

When it comes to SERVICE and PARTS, ATLAS is Your Best Bet!

USED CIGARETTE VENDORS

SEEBURG 800 E-1.....	\$245
9-Col. NATIONAL.....	95
22-Col. EASTERN.....	135
13-Col. NATIONAL.....	195
DuGRENIER K-14 (Shadow Box).....	175
10-Col. EASTERN.....	75
CONTINENTAL CORSAIR "20".....	195

Reconditioned—Refinished

Distributors for
AMI—ROWE

1/2 Dep., Bal. C.O.D. or Sight Draft
F.O.B. Chicago



ATLAS MUSIC COMPANY
A Quarter Century of Service
2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

NOW...

KEENEY'S ORIGINAL PANASCOPE FEATURE

plus
FAST PLAYFIELD SCORING

Keeney's OLD PLANTATION

combines profit-proven scoring of
SKILL and SUSPENSE

A unique combination of features injects new play appeal to provide greater operating profits... fast. Keeney's Old Plantation comes to you thoroughly location-tested and enthusiastically accepted by all locations.

SINGLE COIN OPERATION
adjustable
COIN DIVIDER
for cash box receipts

total score depends solely on players skill



a real WINNER!
Actual Locations Reports will convince you that Keeney's OLD PLANTATION is the game you need

Order today!!

J. H. Keeney & CO., INC.
2400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Write • Wire
Phone HEmlock 4-5500

IMMEDIATE DELIVERY!

Red Arrow • Deluxe Red Arrow • Twin Red Arrow • Sweet Shawnee • Black Dragon
single player multiple 2-player Single n.d.g. entry the ultimate 3-way upright

SPRING SPECIALS

ARCADE SPECIALS

CHICAGO COIN RAY GUNS,
FLOOR SAMPLE PHONE
CANDID CAMERA
(NEW) \$125
BALLY BEACH QUEENS,
BRAND NEW 1-BALLS 295
INGO GRIP TESTER \$ 75
MILLS SCALES 35

NEW UPRIGHTS

BALLY JAMBOREE PHONE

USED MUSIC

AMI
1-200-E \$475
JAH-200 395
G-120 295
F-120 175
F-80 175
ROCK-OLA
1455D \$295
1448 285
WURLITZER
2310S \$650
2204 395
1900 295
2000 275
1700 195

BALL BOWLERS

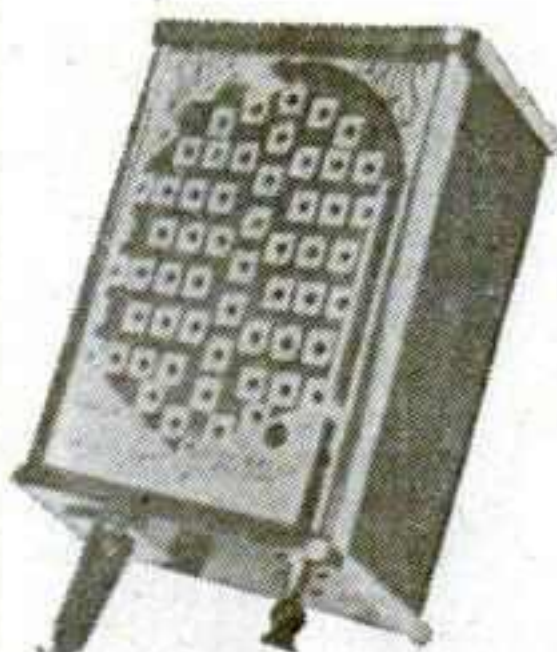
BALLY CHALLENGERS,
11' & 14', LIKE NEW, PHONE

WANTED
Bally Bingos
Lotta-Funs
Uprights

VENDERS

CIGARETTE
SEEBURG E-2 (LIKE NEW)
. PHONE
BALLY PHONE
EASTERN MARK II . . . \$125
SEEBURG E-1 175
COFFEE MACHINES
BONANZA \$700
BALLY 597 975
D-500 325

SKILL CARDS.
STILL THE FASTEST MOV-
ING, LOW-COST GAME
AROUND.



SKILL CARDS

IS NOT A FREE-PLAY GAME

However, it's so loaded with player-appeal that the nickels form an almost continuous flow into the extra big cash-box.

We'll be pleased to supply names and addresses of satisfied customers throughout the U. S. That's how confident we are that SKILL CARDS will be a big money-maker for you. Phone now.

REDD DISTRIBUTING CO.
126 LINCOLN STREET BOSTON (BRIGHTON) MASSACHUSETTS

Cable Address: REDDING

CALL US TODAY!
ALsonquin
4-4949

Exclusive Distributors
SEEBURG FACTORY REPRESENTATIVES IN 5 STATES
Distributors for BALLY • CHICAGO • FISHER

HERE'S THE YEAR'S BEST ADVERTISING VALUE!

An Ad This Size Costs Any

**FRANCHISED COIN MACHINE DISTRIBUTOR
OR JOBBER only \$95.00**

In the coin-music industry's most widely used reference and buying guide . . . read and referred to for a full year . . . it's the



COMING: APRIL 24

. . . with rates priced to make this a low, low cost investment for coin machine distributors with any size franchised territory.

**ORDER YOUR SPACE NOW
ADVERTISING CLOSING
APRIL 12**



BOB ALEXANDER, who conducted the first vending machine school of the Seeburg Distributing Company in Los Angeles, makes a point on the blackboard.

Sixty Attend Seeburg Distributing's Vending Machine Service School

LOS ANGELES — Approximately 60 operators and servicemen attended the first vending machine school held by the local Seeburg Distributing Company in the Chariot Room of the Olympian Motor Hotel here Thursday night (16) under the direction of Bob Alexander, the firm's service manager.

Alexander emphasized the mechanics and design of the Seeburg Ice-O-Vender, the new crushed ice cold drink dispenser. Models of the Seeburg electric cigaret vender were on hand for discussions during the mid-time coffee break.

The school was under the direction of Stan Googins, vending sales director. He introduced members of the staff, including John Ruggeriero, branch manager; Ralph Cragan, general sales manager; Leo Simone, phonograph sales director, and Sherman Arps, head of the parts department. Stan Rousso, who recently joined the Seeburg Corporation to direct vending sales in the Western States, was also introduced as was Leonard Gross, Seeburg Corporation vice-president, vending division, who was in the city for the meeting.

Gross talked briefly on the location testing to which the machine had been submitted. He said that locations around the world had been used, including Switzerland as well as Los Angeles. It was later explained that the ice machine had undergone rigid location tests here with the Richardson Vending Serv-

ice working with the Seeburg engineers. Two of Richardson's men, Russ Hughes and Mike Smith, were on hand for the school.

The meeting followed the showing of a sound film in color produced by the Standard Oil Company of California on fishing in Alaska. The film was shown by Andy Jackson, a member of the Seeburg staff here.

Alexander used the Ice-O-Vender along with dismantled parts, operating manuals, circuit layouts, and even a blackboard.

SHAFFER SPRING SPECIALS

Refinished—Reconditioned

Phonographs

Seeburg 222 SH \$775.00
Seeburg M 100 C 295.00
Rock-Ola 1455 350.00
Wurlitzer 2410 S 695.00
AMI F-120 279.50

Wall Boxes

Seeburg D 3 WA (200) \$69.50
Seeburg 3 WI (100) 47.50

Vendors

Corsair, 30 col. \$225.00
Corsair, 20 col. 185.00

SHAFFER MUSIC COMPANY

849 North High Street, Columbus, Ohio
Phone: AX 4-4614

Keeney Flashback

Continued from page 42

of three Panoscope windows. If a player gets a winning combination, he can either press a button for regular score or choose the double-or-nothing button. With the latter, a series of "double" and "nothing" windows flash with the light stopping on either "double" or "nothing." Scoring also features red arrows, which are wild.

Flashback, a single-player model, has a redesigned cabinet, 30 inches wide, same size as Keeney's de luxe models. Playfield is on a modernistic canted panel and Panoscopes are inset. Coloring is light green.

WANTED TOP FLIGHT ARCADE MECHANIC

Must furnish best of references, be strictly sober and all-round mechanic. Season April 15 to September 30. Top salary to right man. Contact immediately.

VENICE AMUSEMENT CORPORATION

Seaside Heights, New Jersey
Phone: 5Wetbriar 8-6488

WANT

Seeburg
HF
100-R

Wurlitzer
1900

Gottlieb SUPER
JUMBO

Gottlieb HAWAIIAN
BEAUTY

Chl. Coin TWIN
HOCKEY

RUNYON SALES COMPANY

Factory Representatives for:

AMI Inc., Bally Mfg. Co., Irving Kaye Co.
221 FRELINGHUYSEN AVENUE
Newark 12, N. J. Bigelow 3-8777

Offices: New York, N. Y. and Hartford, Connecticut

Cable Address—RUNYONEX

Punch, Brit. Humor Mag, Offers Juke Box Views

LONDON — Punch, the British humor magazine, deals with the economics of operating juke boxes in its March 1 issue. The story, "Pop People's Music," is an analysis of the 45 single market in the United Kingdom. With regard to juke boxes, Punch has this to say:

"'It's Now or Never' (an Elvis Presley release) in one million homes is not the end of the story. The thing is heard on 16,000 juke boxes in British pubs, clubs, canteens, coffee bars and the like. Some of these boxes were manufactured here. The rest are from Germany or America.

"A new American model holding 200 disks (actually, 200 selections or 100 records) sells outright at 700 pounds (about \$1,960, including 50 per cent purchase tax.

"A juke box is apt to be obsolete after three or four years, not because it isn't working well but because the shape has changed and everybody wants the new look. Taking this into consideration, 700 pounds is a lot of money. So juke box users in general prefer to rent rather than buy.

"One firm I know hires out the 200-disk model at 10 pounds a week. (There is an older, 40-disk model which rents at six pounds.) Alternatively the firm charges a lower rent and pockets three-quarters of the takings. Takings are the sixpences which youngsters put in the box to play,

by press-button selection, the tunes they fancy.

"On either basis a busy coffee bar may make a profit of 10 pounds a week on its machine. But profit is not the point. The juke box stays because it is a statutory amenity.

"Whenever one of them breaks down, the bar manager concerned telephones the hire firm in panic and says, 'Hey, for heaven's sakes do something! My customers are walking out!'

"I refer above to sortings-out and scrappings of pops. Nowhere are these operations more implacable than in the juke box world. The spokesman of a leading hire firm said:

"We have regular listening sessions in our offices. Out of every 100 pop disks issued we seldom listen to more than 20. Those 20 are, mostly, the disks that carry Hit Parade names—the Elvis Presleys, the Cliff Richards, the Anthony Newleys, the Shirley Basseys. Out of the 20 we pick perhaps three or four. Some hits are ties-on. They carry names that simply can't go wrong."

The operator then went on to point out that in Britain, a pop hit can last from six weeks to a couple of months, but that some of the standards of the 1930's go on and on.

"A lenient thing about the juke box," the article continues, "is that it doesn't act until you prod it."

Question of Gaming Pin Operations In Maryland Counties Hotly Disputed

WASHINGTON — The battle over whether gaming pinballs and slot machines should be outlawed in several nearby Maryland counties flared hotly in Annapolis last week. Proponents of the devices said they are necessary to the local economy, while opponents said they should be banned on moral grounds.

Edgar Kalb, operator of Beverly Beach in Anne Arundel County, maintained that the gaming devices are necessary for economic survival of the many county beaches and other businesses. He said "certain political personages have undertaken to use" bills to outlaw the devices "in furtherance of their political aspirations."

Spokesmen for Charles County claimed that anti-gaming bills, if enacted into law, would put many people out of work. Spokesmen for other counties said such legislation would mean a rise in property taxes.

Two bills are pending before the general assembly. One would outlaw slots and gaming pinballs by referendum. The second would ban them gradually and then completely by 1964.

Internal Revenue Service has disclosed that the number of federal gaming stamps issued for pinballs in Prince Georges County has jumped by 50, and is now 275. Only last week, the Prince George delegation to the general assembly decided to kill a proposal to outlaw pinballs in the county. The proposal was pushed by States Attorney William L. Kahler, who contended that pinballs give the county a bad name. (BMW, March 20.)

Kahler said earlier that pay-offs were being made, but were difficult to detect. He wanted more authority than he has under the present Wheatley Law, which makes possession of a federal gaming stamp prima facie evidence that a pinball is used for gambling. The law was tested in court last December and ruled constitutional, but there have been no arrests since the decision was handed down.

POOL TABLES
by
VALLEY



DELUXE and "7450" 6-POCKET BUMPER POOL®

Count on Valley Quality to Protect Your Profit!

See your distributor or write:
VALLEY SALES CO.
333 MORTON ST. BAY CITY, MICH.

FIRST COIN

Exclusive Distributor



NOW DELIVERING

WESTERN TRAILS

- Live-Action Horse actually travels down the trail in authentic 17' x 7' Corral complete with fence & backdrop.
- 1st Kiddie Ride with 5c-10c-25c coin chute.
- Exciting attraction in shopping center mall or parking area.
- Top tie-in with promotions for all kinds of stores! Sure-fire money maker in any kiddie play area—indoors or out!

Write for Full Particulars


IMPORTERS!

Send for FREE 56-Page Illustrated 1961 CATALOG

FIRST

COIN MACHINE EXCHANGE

Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500




SHOW BOAT

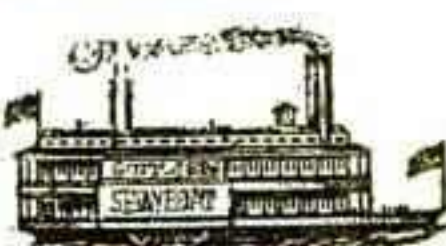
New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!

A Gottlieb FLIPPER SKILL GAME

ADVANCE NOTICE



GOTTLIEB



PRESENTS

SHOW BOAT

A Boatload of Profits for You!

- Novel Colored Roll-Under Sequence lights bottom rolover for super and special scores
- A-B-C Sequence lights two numbers at end of game for new Duo-Match Feature
- Four Super-Powered Flippers give player control across entire bottom of playfield
- Side rollovers light in rotation with corresponding colored pop bumpers for 100 points

TOMORROW'S DESIGN TODAY!

- High, wide and handsome tapered light-box
- STAINLESS STEEL mouldings
- Sparkling plated legs and front door panel
- Hard chrome finish corner castings

D. Gottlieb & Co. 1140 N. Kostner Avenue
Chicago 51, Illinois

Now more than ever...it's always profitable to operate Gottlieb games!

4 SENSATIONAL MONEY-MAKERS BY Bally

LITE-A-LINE



New, fast action
6-cards game
with a brand new twist
that adds excitement
to card-selection,
gets biggest average
coins-per-game.
Simple play-appeal.
Simple
mechanism.

New
Chrome
Flash
Cabinet
Styling

SHARPSHOOTER

Real Gun Actually Shoots Plastic Balls



25 IN. BY 66 IN. 58 IN. HIGH

FAST PLAY
AND EXCITING ACTION
INSURE TOP EARNINGS
LONG LIFE ON LOCATION
Time adjustable to 40 or 50

100% SKILL
WINS WELCOME
IN EVERY TYPE LOCATION
FROM TAVERN TO KIDDIE-LAND

De Luxe JUMBO BOWLER

Players' Push-Button Choice



**OFFICIAL
BOWLING**
TOP SCORE
300

**JUMBO
SPEED CONTROL
BOWLING**
TOP SCORE
6000

**Popular
SUPER
STRIKES**

**HIGH-SPEED
TOTALIZERS**
1 TO 6 CAN PLAY
DIME-PLAY
8 1/2 ft. by 25 in.

CIRCUS QUEEN

WITH NEW
BLUE BONUS

Popular OK feature
RED LETTER free games

Magic Screen
line & section scores

PICK-A-PLAY buttons
advancing scores

extra time,
extra balls

plus
famous
Roller
Derby
features



See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

POSITION WANTED

Young man with 14 years' experience in all phases of Juke and Game operation looking for position to operate or buy into route. Latin America and Caribbean included. Write

The Billboard, Box #342
1564 Broadway New York 36, N. Y.

CURRENT MARKET PRICES OF KIDDIE RIDE MODELS

Billboard Music Week, with the help of leading operators, has compiled below a thorough and up-to-date list of coin-operated kiddie rides and the buy-or-sell price of each model. Rides listed are all those currently active on the market.

This list, with changes in market prices as they occur, will be published monthly in these columns.

WHEEL VEHICLES

Austin Racer (Cap)	\$175
Fire Engine (Retail)	300
Fire Engine or Fire Fighter (All Tech)	350
Hot Rod (Meteor)	190
King Car (King)	150
1/4 Midget Racer (Paydun)	300
Model T (Bally)	400
Motorcycle (Bally)	375
Stutz Bearcat (Lane)	275
Toonerville Trolley (Bally)	325

BOATS

Miss America (Lane)	\$250
P.T. Boat (Meteor)	150
Scientific Boat (Scientific)	150
Sea Skate (Exhibit)	250
Speed Queen (Bally)	300
Tug Boat (King-Pin)	200

LOCOMOTIVES

Choo Choo (Lane)	\$250
Choo Choo (King)	225
'99' Express (Joy)	325
Old Smoky (Retail or Marvel)	250

MERRY-GO-ROUNDS

Large (Cap or Lane)	\$275
Centerpost-Coin Box-Small (Cap or Lane)	275
Small (Deco or Tex. Kiddie Rides)	235

PONIES

FULL SIZE:	
Big Beauty (Lee)	\$325
Big Bronco (Exhibit)	350
Bright Eyes (Cap)	300
Champion (Bally)	375
King (King)	300
Rainbow Crusader (Memphis Metal)	325
Range Rider (Range Rider Co.)	300
Mustang (Royal)	300
Thunderbolt (Thunderbolt)	300

MEDIUM SIZE:

Deco Medium (Deco)	300
Lancer (Lane)	325
Pony Boy (Carousel)	225
Rawhide (Exhibit)	275
Sandy (United Tool)	325

SMALL SIZE:

Cow Pony (All-Tech)	\$325
Palomino (Lee)	225
Pinto (Deco or Lane)	200
Twin Pony (Deco or Bally)	250
Pony Express (Exhibit)	125

AIR VEHICLES

Atomic Jet (Conat)	\$150
Flying Saucer (Meteor)	150
Junior Jet (Exhibit)	100
Rocket (Meteor)	150
Rocket (Nylco)	250
Space Patrol (Exhibit)	150
Space Ranger (Deco)	250
Space Ship (Bally)	200
Super Jet (Chi Coin)	225
Satellite Explorer Missile (All-Tech)	new
Twirlybird Helicopter (All-Tech)	new

ANIMALS

Dog (B&R)	\$125
Dopey Duck (Lee)	150
Elsie the Cow (Cap)	175
Mother Goose (Deco)	150
Pete the Rabbit (Exhibit)	150
Rudolph Reindeer (Exhibit or Lee)	185
Steer Ride (Lee or Exhibit)	150
Twin Rabbit (Exhibit)	150
Twin Zoo (Lane)	200

WESTERN MOTIF

Chuck Wagon (All-Tech)	\$400
Wells Fargo Stagecoach (All-Tech)	400
Western Express Stagecoach (Bally)	475

VARIETY

See-Saw (Hawes)	\$100
-----------------	-------

ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD



METAL TYPERS
Packed in rolls of 100 • Available with special imprint
Call our PARTS & SERVICE Dept. for all your Typer needs

STANDARD HARVARD METAL TYPER, INC.
1318 N. WESTERN AVE.
CHICAGO 22, ILL. • EV 4-3120

DAVIS FAMOUS GUARANTEE

- Payment's Home
- Guarantee
- Complete Check-out
- Parts Fully Insured
- Payable Immediately
- Best System
- Special Features

SEEBURG

222S	\$895.00
201DH	775.00
HF100G	365.00
100W	325.00
3W1 Wallbox	47.50

SEEBURG HIDEAWAYS

HK200	\$350.00
H100W	250.00
HM100A	75.00

WURLITZER

2200	\$475.00
------	----------

CIG VENDERS

SEEBURG E-1	\$249.00
EASTERN MARK II	
22 cols.	99.00

Terms: 1/2 deposit required.

WORLD EXPORT
DISTRIBUTING

Davis Corp.
Exclusive Seeburg Distributors

738 East Erie Blvd.
Syracuse 3, N. Y., U. S. A.
Phone: GRanite 5-1631

CHECKED OUT by EXPERTS for RELIABLE PROFITS and PERFORMANCE

... EQUIPMENT from **WORLD WIDE**

PHONOGRAPHS

SEEBURG 222 SH	\$845	ROCK-OLA 1468 St.-120	\$655
SEEBURG 220 SR	745	ROCK-OLA 1468-120	625
SEEBURG HF-201	725	ROCK-OLA 1458-120	475
SEEBURG HF-161	675	ROCK-OLA 1455-200	395
SEEBURG HF-101	645	ROCK-OLA 1454-120	425
SEEBURG HF-100L	475	ROCK-OLA 1465-200	445
SEEBURG KD-200	455	ROCK-OLA 1448-120	325
SEEBURG KS-200	445	ROCK-OLA 1438-120	225
SEEBURG HF-100J	445	A.M.I. K, 120 Stereo	775
SEEBURG V-200	225	A.M.I. J, 120 Stereo	625
SEEBURG HF-100R	395	A.M.I. H-200 Hideaway	345
SEEBURG HF-100G	295	A.M.I. G-200	275
SEEBURG M-100C	225	A.M.I. G-120	275
SEEBURG M-100B	175	A.M.I. F-120	225
ROCK-OLA 1478-120	745	A.M.I. E-120	145
ROCK-OLA 1475-200	675	A.M.I. D-80	110

Exclusive Distributors: SEEBURG-CHICAGO COIN-GAMES, INC.-KEENEY

Cable Address "GAMES" Chicago

Terms: 1/2 Deposit, Balance Sight Draft.

Chicago 47
2330 N. Western Ave.
Phone: EVerglade 4-2300

ROCK-OLA Manufacturing Corporation

Is Proud to Announce

the **APPOINTMENT** of

EMPIRE COIN MACHINE EXCHANGE

As Their Distributor for the Entire Michigan Area with the Exception of Berrien County for the

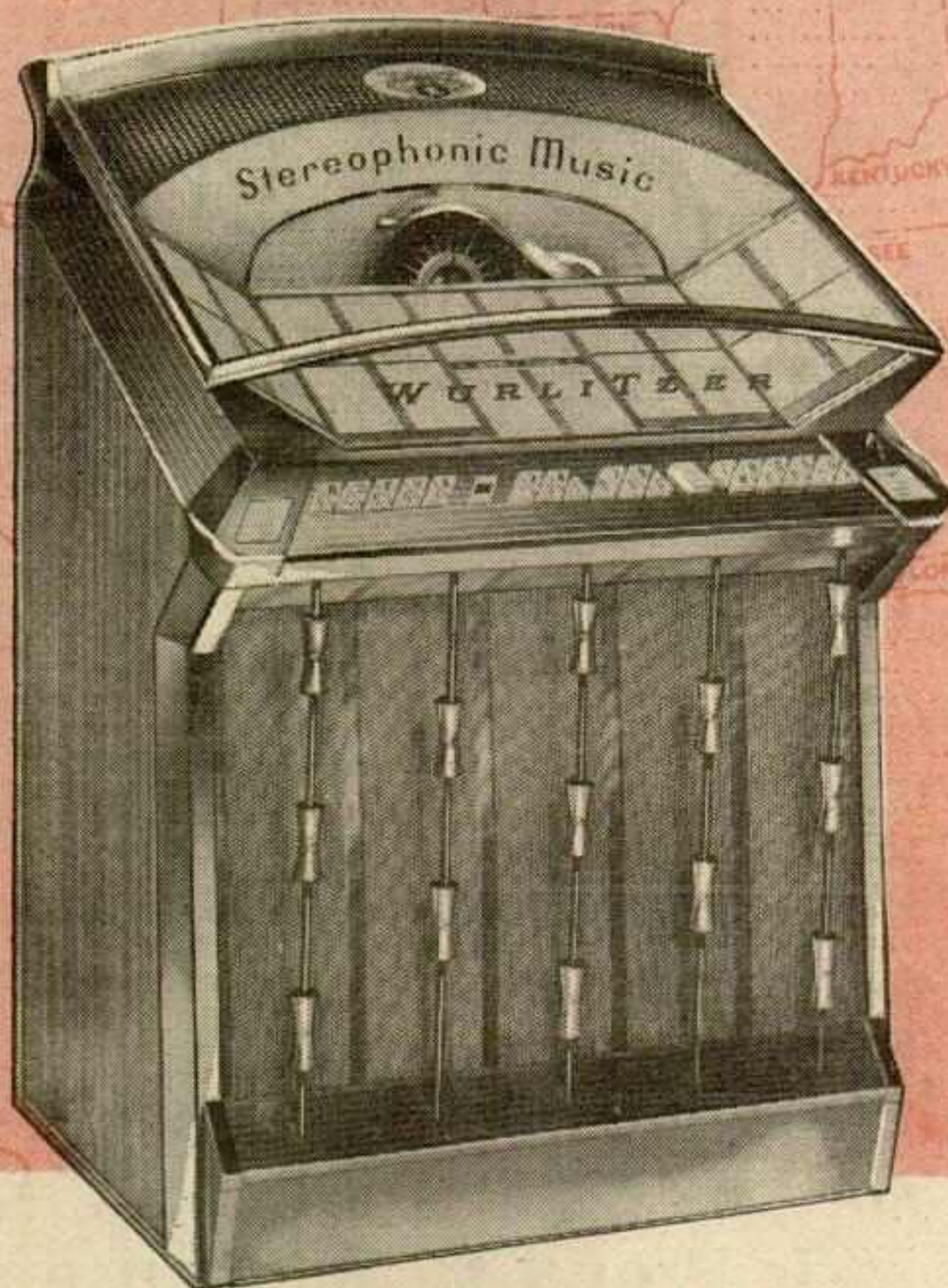
ROCK-OLA REGIS line

EMPIRE COIN MACHINE EXCHANGE

Extends a cordial invitation to all operators to visit their showrooms located at 7743 Puritan Ave., Detroit 38, Michigan. They will carry a complete line of phonographs, wall boxes, and parts. All service will be prompt and courteous. Phone: Diamond 1-5800.

THE TRULY DISTINGUISHED PHONOGRAPH

**MAKING A NAME FOR ITSELF
ALL OVER THE MAP**



**WURLITZER
2500**

**THE INDUSTRY'S
TOP EARNER**

All you have to do is look at it,
listen to it and you'll know why the
Wurlitzer 2500 is racking up new earnings
records. Couple maximum take with
minimum service and you've got the
Ultimate in Automatic Music.

THE WURLITZER COMPANY EST. 1856 NORTH TONAWANDA, N. Y.