

February 27, 1961

BILLBOARD MUSIC WEEK

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

TRENDS REFLECT U. S.

Aussie Disk Jockeys Potent Trade Influence

By JUNE BUNDY

NEW YORK — Australian disk jockeys and pop record shows are as potent an influence in the Aussie disk field as their U. S. counterparts are here, according to Johnny O'Keefe, one of Australia's top rock and roll artists, who is visiting New York this month.

Practically every U. S. programming trend is reflected Down - Under, said O'Keefe. "Top 40" operations have been strong now for the past few years, but in recent months some stations have started to switch to good music formats, while others are searching for ways to spark basic "Top 40" programming with unusual gimmicks such as comedy LP segs and nostalgic "oldie" disk shows.

Programming Shift

Still another reflection of U. S. radio trends, said O'Keefe, is seen in the recent move by several Australian stations to take programming out of the hands of the deejays and place it under the control of management. According to O'Keefe, many stations—particularly Sydney outlets—now refuse to play some of the wilder r.&r. disks—terming them "too loud" and raucous.

O'Keefe claims his own disks (released on Festival's Leedon label) have suffered from this ban in recent months. However, the young singer garners extensive exposure for his platters anyway, since he has his own rock and roll TV show, "Six o'Clock Rock" on Saturday nights (5-6 p.m.) on the government-owned Australian Broadcasting Commission, which is seen in all States (on tape) with an estimated audience, according to the A.B.C., of more than 500,000.

In this respect, it would ap-

pear that Australia is even more wholeheartedly pro-rock and roll than the U. S., since it's difficult to imagine this country's government actively participating in the production of an r.&r. show.

Aussie Artists Rise

U. S. record artists are big sellers in Australia, but during the last couple of years Aussie artists have won more and more acceptance, particular O'Keefe (the first big home-grown rock and roll star), Festival's Col Joye, and Lonnie Lee. Last fall, for example, these three artists had the top three records in the country, marking the first time in the history of Australian hit parades that three local artists led the "Top 40" lists.

Two years ago, when O'Keefe started his TV show, local r.&r. artists were practically non-existent. Consequently, O'Keefe and promoter Lee Gordon set up their own label, Leedon Records, and cut r.&r. disks with local performers, thereby providing O'Keefe with ample local talent for the TV show, and — at the same time — building sales for the Aussie wax with repeated video exposure. From 10 to 11 artists are featured on O'Keefe's show each week.

In addition to O'Keefe, Australia has another successful TV rock and roll show, Brian Hen-

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DIGEST TALKS TO BOM ABOUT VICTOR CLUBS

NEW YORK — Reports that the Reader's Digest has been talking to the Book-of-the-Month Club about the possibility of taking over the operation of the RCA Victor Record Clubs grew stronger last week. Executives of the Reader's Digest and the Book-of-the-Month, which operates the Victor Clubs, would not deny that discussions had taken place. Harry S. Scherman, chairman of the board of the BOM, said, "The rumors have been around for a long time. I have no comment to make on it. You can call the Reader's Digest about it."

Al Coles, vice-president and general manager of the Reader's Digest, also had little comment. He said, "A year ago there was some discussion as to when the Book-of-the-Month contract with Victor to handle the clubs ran out. But there is still nothing definite. It is still something that may or may not happen."

The Reader's Digest is now offering its second 12-LP package of records to subscribers. Its first set of 12 disks was produced and manufactured by RCA Victor Custom, as is the second set. (See separate story.) This experience in marketing records appears to have given the Reader's Digest executives a hankering for more record business activity.

Hot Artists' Fat Contracts Upsetting Diskery Peace?

Fickle Tastes of Young Disk Purchasers
Make Many Long-Term Pacts Unwieldy

NEW YORK—Many traders are wondering if the large record companies aren't letting themselves in for a lot of future trouble with some of the long-term, big-money pacts being offered to hot artists these days. It doesn't take a veteran in the music business to remember the number of "lame duck" artists back in the 40's and early 50's who continued to pick up large guarantees long after their records had stopped selling to the public.

Many of these "lame ducks" were caused by the shift in taste from ballad singers to rock and rollers. Veteran observers don't believe that there will be a sudden switch to ballad singers again, but that the fickle taste of the kids buying the records makes many long-term pacts unrealistic.

At the present time, two pop artists with big-money and long-term contracts have held up sensationally. These are Elvis, of course, on RCA Victor, and the Everly Brothers on Warner's. Their success over the past four years has helped stimulate sizable offers to other currently hot artists seeking new pacts, and has helped spur the artist's desire for long-term, high guarantee contracts. The tax structure today is another reason why artists themselves are

so anxious for the long-term feature in a new contract.

It is no secret that one of the hottest of the younger artists is now "shopping around" for a new pact with a major label. And it has been rumored that two or three more young artists who have a good track record are being sought after with potent inducements.

Diskery executives at the larger firms specifically, and occasionally at the medium-sized labels, say that there is less risk today in signing a hot pop artist to a strong guarantee in that album sales and foreign sales will make up for any slump that an artist might have on the singles side in the domestic market. This, however, is not as true as it once was. U. S. artists have a harder time with their records abroad than they used to, as European and South American home-grown talent gets stronger in their native lands.

Where the risk comes in is when the hot pop artist gets cold on wax, even though he appears to be singing the same type of song with the same enthusiasm as when he used to be hot. There are many singers who have faced this over the past years.

Some of the old contracts, in the days when there were many less records released, called for a single record every month, but in those days, too, there were few albums issued. These contracts often ran for five or 10 years, especially back in the days of the name acts.

In a way, the big money, long-term contract places the disk industry in a curious dilemma. When a hot artist is signed to an extraordinary contract, other artists on the label who have hits but are laboring under a much less lucrative deal, get rather disturbed about the situation. Oftentimes a diskery finds it has created morale problems with the other artists on the roster, and has to make costly adjustments to keep them happy.

Cap to Launch Push on Sinatra Albums As Singer's Own Label Bows First Set

By LEE ZHITO

HOLLYWOOD—Is Capitol Records acting in reprisal of Frank Sinatra's Reprise label?

Both sides preferred to find that it was mere coincidence that Capitol will special-release a Sinatra LP and launch a Sinatra album bonus

plan at the same that the singer's own Reprise label will issue its first Sinatra package. On March 13, one week after Capitol's regular March release, the label will hit the market with "All the Way," a package comprised of some of Sinatra's top singles.

This will be Capitol's second Sinatra album release in a little more than as many months. Last month, Capitol released Sinatra's "Swingin' Session," which has already climbed to the No. 6 position

(Continued on page 10)

IRS Oct.-Dec. Collections Up

WASHINGTON — Excise tax collected by Uncle Sam on admissions to theaters and concerts and on musical instruments, bowling lanes, pool tables and coin-operated amusement devices increased the last quarter of 1960 over the final quarter of the previous year, according to a report issued last week (23) by the Internal Revenue Service.

For the same quarter, however, excises collected on phonograph records, phonographs, radio and television sets and components, coin-operated gaming devices, and on admissions to cabarets showed a drop from the last quarter of 1959.

This is the second quarter in a row that the excise on phonograph records has dropped from a corresponding quarter a year earlier.

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Paper Co. Holding LP Cover Exhibit

NEW YORK — Mead Papers, Inc., leading printing paper producer here, will hold a special exhibition of record album covers at its offices here from Monday (27) to March 17. The show will be open from 9 a.m. to 5:30 p.m. every day.

Artists and photographers to be represented include Federico Castellon, Sid Maurer, Carl Fischer, Marvin Schwartz, Robert Cato, the Walt Disney Studios, Jay Maisel, Paul Bacon and Sy Friedman. The exhibit will include several covers which are candidates for this year's NARAS awards. Disk firms whose covers are being shown include RCA Victor, Capitol, Decca, Mercury, MGM, Roulette, Warner Bros. and Dot.

(Continued on page 61)

S. Calif. Dealers Unanimous in Approval Of Forming Buying Co-Op; 20 Sign Up

Assembled Dealers Hear Committee's Report; Slate Another Meeting to Shape Organization

HOLLYWOOD—Southern California record dealers unanimously approved the formation of a buying co-operative at a meeting held here Thursday (24), and 20 dealers signed to join the combine. Charter membership rolls will be kept open until March 21 to give others an opportunity to decide whether they want to come aboard. After that date, a joining fee will be charged those dealers accepted for membership.

Thursday's meeting was open to all record dealers in the area, whether or not they had attended previous sessions held to study the co-op question. Meeting attracted 35 of the area's music merchants. While 20 signed up on the spot, among those who did not join at the meeting were dealers who expressed the desire to come aboard but wanted to await the completion of the combine's organizational structure.

The dealers assembled to hear the report of a committee ap-

pointed to study the formation of a co-op. As predicted by Billboard Music Week (February 20 issue), the report favored organizing the buying combine.

Next step will be another meeting to be held Tuesday, March 7, at the Roger Young Auditorium here, at which organizational by-laws will be drafted and a committee to operate the co-op will be elected. The co-op's participants will also determine the amount each should place on deposit with the combine against which they will be able to make their purchases. The forthcoming meeting, as all others in the past, will be open to all record retailers in this area.

The co-op's founding fathers feel

that the 20-dealer combine packs a sufficient amount of purchasing power as is, even if no other dealers were to come aboard. However, they anticipate another 10 to 20 retailers will join its ranks.

The committee that was appointed to study the co-op issue and whose report prompted the formation of the combine will remain in force as an interim body until the operating committee is elected at the March 7 meeting. The present committee consists of Howard Judkins Sr., of Garden Grove's Judkins Music, chairman; Del Lear, Bixby Knolls Music Center, Long Beach; Oliver Glas, Sally's Record Shop, Northridge; Harry Martin, Martin's Music, Culver City.

ARD Meets, Sets Protest To Col. on Co-Op Ad Cash

Discount Copy in Local Papers Springs Dealer Resolution; Mull SORD Affiliation

NEW YORK—A resolution to protest to Columbia Records on the matter of co-op advertising funds for dealers who advertise discount prices was passed unanimously at the regular monthly membership meeting of The Association of Record Dealers of New York and New Jersey here Tuesday evening (21).

The move was the result of recent ads in the local press placed by E. J. Korvette and Klein's in which the local Columbia distributor was reported to have made co-op funds available. The ads carried heavy discount listings on various albums, a fact which was seen as a change of established policy on the part of the distributor.

On another front, the meeting

took up the question of possible future affiliation with the Society of Record Dealers of America. There was considerable sentiment in favor of this move. A decision, however, was delayed, pending further communication from SORD as to how this plan could be best implemented. Also, regarding the national dealer body, a resolution was made and passed to contribute \$500 immediately to the SORD War Chest.

There was also some discussion on possible advertising approaches to be employed by the Association. One proposal was to start the ad series in the big local dailies with a sort of "open letter" to the record buying public, which would extol the advantages of buying records from ARD members. The subject was tabled without decision and will be taken up again at a meeting of the ARD board this week.

ARD Prexy, Sy Bondy, discussed the problems and the importance of gaining new members for the group. He attacked the many dealers "who do the most complaining about conditions, yet refuse to join ARD." According to Bondy, "These dealers ask what ARD has done for them. I ask what have they done for ARD and the united cause. They should stop sitting on their hands and join up. It only costs \$15 a year."

One of the highlights of the meeting was the presence of Jonathan Winters, who put on an off-the-cuff performance for the gathering. Winters had been unable to be present at last November's annual dinner-dance of the group to receive his award as the "record comedian of the year." The award was presented during last week's meeting.

Eastman Group Eying Korwin

NEW YORK—Lee Eastman, the music business attorney, and a group of unnamed businessmen have taken an option to purchase Korwin Music, the Bob Allen-Mike Stewart publishing firm. The option was taken very recently and runs until September, at which time it is expected that Eastman and group will purchase the firm for a sum reputed to be in a substantial six-figure bracket.

At the present time, Korwin is being run by International Korwin, operating through the Eastman office. Eastman, a participant with the group that has the option, owns a number of music publishing firms, including Cherio and Rytvoc Music, and a few years ago purchased the hit tune, "Young at Heart" from Sunbeam Music.

Korwin Music contains a large number of the hits penned by Bob Allen over the past few years. Among the tunes in the firm's catalogue are "Chances Are," "Moments to Remember" and "It's Not For Me to Say."

Many of the hits by the Four Lads, who are managed by Mike Stewart, are in Korwin Music.

Distortion Blasted Again

HARRISON, Ark. — Over-modulation, resulting in increasing distortion of single records, has been attacked here by Hugh Ashley of the Ashley Music Store, as a major source of complaints from customers. Ashley added his voice to the matter in the wake of sentiments expressed a few weeks ago by Gordon Hinkley, pop music supervisor of WTMJ, Milwaukee. (BMW, Jan. 23.)

"High level recordings have been a constant source of trouble," said Ashley, "but during the past year, we have had so much trouble, we are playing down hits. If a record will distort on a radio station turntable, it's a sure bet it will be a groove jumper on 75 per cent of low-end phonographs."

"We spend a lot of time trying to explain to customers what's wrong. When trying to explain why the needle won't stay in the groove, it's difficult to know where to place the blame—on the phonograph or the record. We can play a groove jumper on a \$400 set and prove it's the fault of the record, or we can play the same record on a \$29.95 machine and prove the phonograph is no good."

"I doubt if any of the major manufacturers realize how much patience the kid with the \$29.95 phono and a dollar a week for a record, has. It's a wonder they continue to buy the phono or the record. It's also surprising that dealers still handle low end pho-

nos. Frankly, beginning this year, we will not handle a phono under \$100. This means 75 per cent of our unit sales will stop but we'll be dumping 75 per cent of our headaches."

"Now if a customer complains about a record that distorts or jumps we can blame it on the

Capitol Extends Angel Sales Plan Through March

HOLLYWOOD—Capitol is extending its Angel Records sales program through March 31. Plan extends to dealers a 10 per cent discount on all current and catalog Angel packages issued through February. Not included in this are Angel tapes and LP's already exchanged under last December's 100 per cent exchange program on the top 550 titles in the Angel catalog.

The 10 per cent discount is accompanied by the usual 2 per cent discount for prompt payment. Plan also carries a delayed billing benefit, allowing dealers to pay half the amount due May 10 and the remainder June 10. Any dealer who qualified for the February Angel program can take advantage of the extension period through March. To qualify a dealer must place an initial order of 50 Angel records.

Nick La Rocca, Jazz Name, Dies

NEW ORLEANS — Nick La Rocca, jazz cornetist and leader of the Original Dixieland Jazz Band, died here last Wednesday (22) at the age of 71 of a heart ailment.

La Rocca, a somewhat controversial figure in jazz history, was highly outspoken on the subject of "white" jazz. He claimed that his Original Dixieland Jazz Band was the first organization to bear the title "jazz band." It is also claimed that the O.D.J.B. was the first such jazz band to make a recording—in 1917.

La Rocca, who hadn't played professionally since 1937, also claimed to be the author of a number of famous jazz compositions; among the more significant are "Tiger Rag," "Fidgety Feet" and "Jazz Band Ball."

phono and send him screaming back to where he bought it. To compound the groove-jumping problem, pressing companies often try to get too much mileage out of their plates and they get worn and dirty and the grooves become shallow.

"In our small town in a low income area, most phonos sold are of the low price variety. In a small town we face our customers nearly every day. Most of them can come down and pick up their favorite record and be home again in 10 minutes. And if the record doesn't play like it should, they will be back in 10 minutes telling you the record is no good, used, scratched, cracked or what have you."

"The fact that record companies are still in the singles business and the phono companies are still selling low-end models is certainly no credit to their management or their product. They survive only because of the great patience and understanding of the kid with a buck, and his need for the emotional kick that only a certain tune in a groove can give. So for heaven's sake, why not (for a change) give him his money's worth?"

RIAA QUALIFIES 16 ALBUMS AS '60 GOLD DISKS

NEW YORK — Record Industry of America, Inc. has qualified 16 albums for Gold Record awards predicated upon 1960 sales. To qualify, an album must have a minimum audited sale of 500,000 units.

Columbia topped all by capturing seven awards; Capitol garnered five; RCA Victor, three and Dot, one.

The Columbia albums included three of Mitch Miller's Singalongs, Johnny Mathis' "Heavenly," "Warm" and "Merry Christmas," the original cast "Sound of Music." Capitol's included four by the Kingston Trio and Nat King Cole's "Love Is the Thing." RCA Victor's were Mario Lanza's "Student Price," "60 Years of Music" and Presley's "Elvis." Dot's package was Pat Boone's "Pat's Greatest Hits."

RIAA noted that this is the largest number of awards certified under RIAA since it began auditing record sales in 1958.

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SUBSCRIPTION ORDER FORM

The Billboard Music Week is essential to us. We never place orders for new releases without the Billboard Music Week on the desk. Here in N. Z. where disc stockists do not have the benefit of a return privilege, we have to try and be "spot on" with our selection to avoid giving our profits away in deletion bins.

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Reader's Digest Mails Second LP Disk Offer

NEW YORK — The Reader's Digest circularized its huge subscription list last month with its second package offer of 12 LP mono records for the price of 16.95. (Price for 12 stereo records is \$18.96). This new package, offered first to Reader's Digest subscribers, and called a "pre-release" offer, features light classical music. The first 12-record LP package, of more serious classical music, was offered about six months ago.

Like the first package, this new one, called "Festival of Light Classical Music," includes the 12 disks, a 40-page booklet called "Adventures in Light Classical Music," and an album box to hold the 12 LP's. The records, which were produced by the Custom Record Division of RCA Victor in Europe, are available on trial for five days to Reader's Digest subscribers, and can be paid for in four installments. The cost of the disks breaks down to \$1.41½ per mono record, or \$1.58 per stereo

record, plus a slight postage and handling charge.

The first Reader's Digest offer is understood to have sold many millions of records. The first package was not only offered in the United States, but in many countries throughout the world.

Fine Continentals

The light classical package features "fine European Orchestras—conducted by some of the most celebrated conductors of the Continent" according to the Reader's Digest brochure. Conductors include Sir Adrian Boult, Rene Leibowitz and Josef Leo Gruber. There are 70 compositions on the 12 records, including "Artist's Life Waltz," "Carmen Suite," "Grand March" from "Aida," "Liebestraum," "Nutcracker Suite," etc., or what is considered the cream of the light classics. Reader's Digest notes in the brochure, "The Editors invited RCA to select the 100 musical works that they considered most enduring and most universal in their appeal." It is also noted that "These recordings have never before been released; they are new performances made only for these records."

Rumors in the trade are that Reader's Digest has two more packages in production. One is supposed to be a show score package, the other a pop music set. Each would contain 12 records.

Stores are mentioned in the Reader's Digest brochure a number of times in explaining that the Reader's Digest record package of 12 LP's is worth from \$35.76 to \$59.76 in stores, with the addenda that "Records of comparable quality sell in stores for as much as \$4.98 each." Customers who purchased the package in five days from the time they received the offer received a free Cadie Record Cleaning Cloth.

Simultaneous 33, 45 Debut

HOLLYWOOD—Capitol's first simultaneous "compact 33" and 45 r.p.m. single release will be made Monday (27) when it issues Tennessee Ernie Ford's "Dark as a Dungeon" b/w "His Love Makes the World Go Around."

It will be launched with a dual network plug. Ernie performed it on his TV show last week (23) and will sing it again on NBC's "Grand Ole Opry" March 4.

FLYING PINCUS GIVES A RATE

NEW YORK—During the strike of airline engineers last week publisher George Pincus obtained a reservation to fly to Hollywood via United Air Lines.

Folks wondered how he got the round-trip ticket.

"Are You kidding? I gave them a rate," Pincus explained.

Victor Pacts, Re-Ups Talent

NEW YORK—RCA Victor has signed several new talents and has re-pacted a number of others to the label. Sonny James, recently with NRC and prior to that with Capitol, has been signed. Chet Atkins, RCA Victor a.&r. chief in Nashville, has already recorded James and issued his first sides, "Apache" and "Magnetism."

RCA Victor has also signed Anita Kerr as an assistant to Chet Atkins.

Bob Yorke, division vice-president, Commercial Records Department of RCA Victor, announced two important contract renewals. These are Hugo Winterhalter, re-signed for the fourth time, and the Three Suns, who have signed their fifth pact with the label.

Top Rank Records Halts Disk Output & Distribution

Rank Records International, Inc., Activity 'Not Affected'; Artist Pacts in Discussion

NEW YORK — Top Rank Records of America has decided to "discontinue the production and distribution of phonograph records," according to an official announcement of the board of directors last week. "All Top Rank distributors have already been informed," the announcement said.

It was noted that "contractual arrangements with individual artists are now in discussion," although there was no amplification of this statement. Such artists as Jack Scott, Ted Taylor and Dorothy Collins are affected.

Controller Herbert Restmeyer will remain in the Rank offices here to wind up the firm's disk activity. It was pointed out that the decision to fold the Top Rank Records operation "in no way affects the continued activity of Rank Records International, Inc.," the international disk co-op, headed by attorney Paul Marshall. Many of the contracts involved in the co-op were originally for three years. These still have about 18 months to run. These were believed subject to negotiation, however,

should Rank brass decide to discontinue the overseas set-up.

One omission in the announcement was any notation of the firm's affiliated publishing firms, or the motion picture music involved therein.

British Operations

The decision to discontinue operations came only eight months after the cessation of British operations and the take-over there of Rank's catalog by EMI. Late last summer, a special press conference was held here to reaffirm the intention to carry on the American wing of the firm indefinitely.

Until Friday, February 17, there was hope of selling out the company to another firm as a tax loss. An offer of \$130,000 made by Elliot Wexler was scheduled to be accepted Friday afternoon. Four hours before the deadline, the offer was declined. The Rank people had asked \$250,000.

So ended a \$2 million debacle. At week's end, it was noted that former Top Rank head, Harold Friedman would continue to operate the Rank Audio Plastics wing under a different name, in conjunction with Bud Quinn, former sales manager of this end of the company. Prior to reactivating this operation, Friedman was in Florida. Meanwhile, Bernard Ness, over-all Rank record set-up, was reported ready to accept an assignment as manager of the RCA Victor operation in Madrid, Spain.

Play Ball!

Ness, who had conducted a number of negotiations in recent weeks with various companies in an attempt to arrange a buyout of the firm, was ready to leave for London at press time to catch some important rugby matches.

Deutch Quits Post At Southern Music For Starfire Job

NEW YORK—Murray Deutch has ankle his post of general professional manager of the Southern Music axis. The six-and-a-half-year Deutch-Southern association was dissolved by mutual consent.

Deutch announced last week that he has accepted a post as vice-president of Starfire Music, in association with Attorney Milton Summerfield. Deutch is a half owner of the firm. He has already closed publishing deals with Ivory Joe Hunter, Brother Dave Gardner and the Crickets.

During his tenure with the Peer-Southern axis, Deutch was responsible for such hits as "Sugartime," "Peggy Sue," "Return to Me," "Petticoats of Portugal," and revivals of "Fascination," "Georgia on My Mind" and "Up a Lazy River."

NARAS to Pick Eastern Director

NEW YORK — The Eastern wing of the National Academy of Recording Arts and Sciences (NARAS) will meet this week to select an executive director. The job will be a paid position, and will encompass publicity, membership drives, TV exposure for the organization, use of premium records, setting up scholarships for young musicians, etc.

Doubleday Will Offer Records

NEW YORK — Doubleday Books, one of the country's largest book publishing firms, will offer a double LP record to subscribers to its various book clubs within the next few weeks. The double LP set, of Academy Award winning songs, features Jane Wilson and Stuart Foster, with a large ork. The set, including the packaging, etc., was produced by Project Records, the Bing Crosby label, under the helm of executive Si Rady.

This is the first record package to be offered to subscribers to its various book clubs (Doubleday has almost a score of Book Clubs), and there may be more record offers to come. It is understood that the firm is ordering about 100,000 copies of the two LP set.

The record to be issued will be a compatible disk, made by Columbia Records custom division. Rady feels that the compatible disk, which can be played on either a monaural or a stereo machine, will be the most-wanted record that could be offered.

Project Records has another major item on its hands with a new disk to be offered by Life Magazine. Life is getting ready to issue a book titled, "The Years of Change," and with it will issue a Project record called "The Sounds of Change." The disk will only be available with the book, at first; later on it will be made available to dealers.

PERFORMANCE MOVE

World Governments Shape Copyright Laws Expansion

WASHINGTON—The wheels of international copyright are grinding slowly toward setting up international protection of performers, recorders and broadcasters in the so-called "neighboring rights" area. Draft of an international convention to protect performance, adopted by the Hague Committee of copyright experts in May 1960, is expected to get consideration this fall during a diplomatic conference to be held in Rome.

The developments were reported by Walter J. Derenberg, president of the U. S. Copyright Society, out of a meeting between the inter-governmental copyright committee (UNESCO) and the permanent

Committee of the International (Berne) Union for the protection of literary and artistic works during London sessions of November 1960. At the time of the meeting, representatives of the U. S. and France had not promised participation in the Rome conference pending advice from their governments.

The inter-government committee and the Berne group also had joint discussion of better ways to effect criminal prosecution of infringement. The UNESCO Committee brought up the subject of copyright protection in the newly independent nations in Africa, whose troubles at this point have not yet included the knotty problem of copyright.

Foreign Scene Rougher On U. S. Pubs., Diskeries

By REN GREVATT

NEW YORK—American record firms, faced with a substantial decline in domestic sales of single disks, have brought up all of their big guns in their attempts to generate increased overseas sales. This occurs at a time when some qualified observers point out that it may be tougher than ever to get exposure for both American disks and copyrights in foreign territories.

It is no secret that over the past few years, some American

copyrights and records have achieved as much as half of their total revenue from overseas sales. Liberty Records, just last week noted the success it has enjoyed in foreign marts with much of its product. (See separate story.) Representatives of other major companies have frankly noted past successes in these fields and their current stepped-up efforts to grab more foreign sales as a compensation for decreases here.

Yet, some tradesters have noted that music, in terms of copyrights and records, which for some time has been responsible for a healthy flow of gold credits into this country from overseas, may be losing some of its dollar-producing capacity, keynoting an ever-increasing intensity of the struggle to get exposure in foreign areas.

The trend itself is not new. It is recalled that last year, British Decca head, E. R. Lewis, remarked in a communication to American indie diskier, Joe Carlton, that the palmy days for American material in Britain were over. According to Walter Hofer, New York attorney with a number of foreign music business clients, Lewis was right, not only in terms of Britain, but for other important overseas markets as well.

"I predict," said Hofer, "that some American firms will find they have lost up to 60 per cent of their overseas income when 1960 final figures are available for comparison with those of 1959."

Part of Hofer's business is the assigning of overseas representation rights for American songs and records. Speaking of this phase of the activity, Hofer remarked, "A year ago, the European music men made sure they got the lists of all the new American pick records and those making charts for the first time rushed to them by airmail. It's safe to say, in fact, that a year ago, when a record hit the charts in the States, practically all foreign rights were already grabbed off and signed up."

"Today, I can tell you of some records that have gone as high as

(Continued on page 40)

Merc & Bel Canto Four-Track Team

CHICAGO — The Mercury Record Corporation and the Bel Canto Stereophonic Recording Company have undertaken joint development of the prerecorded four-track tape market as a result of an exclusive agreement signed last week by the two firms.

The agreement granted Bel Canto, a Ramo Thompson Woolridge subsidiary, exclusive tape distribution rights to the entire Mercury catalog in the United States, utilizing Bel Canto's three way distribution — camera shops, audio parts dealers and retail record dealers—as well as current Mercury distributorships.

Mercury considers the arrangement most advantageous as Bel Canto works through channels other than those normally used by record firms and maintains a field sales force of 29 independent and factory representatives.

The agreement, which will run for a specified time, was made between Mercury's President Irving B. Green, and Irwin H. Steinberg, executive vice president, and Bel Canto's head, Russ Molloy, and Peter Fabri, marketing director.

The same multi-color design and artwork will be used for both album and the prerecorded tape product.

OVERTURE.

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AMERICAN

113 SONGS FROM 67 SHOWS

MUSICAL

70-PIECE ORCHESTRA
conducted by **HUGO MONTENEGRO**

THEATER

**SOLID HITS OF THE
BROADWAY STAGE IN
THE SOLID SOUND OF
Stereo and Monaural**

TIME
SERIES 2000

VOLUME I—1924-1935 ■

SONGS: Lady Be Good; Man I Love; Who?; Tea For Two; Hallelujah; Thou Swell; Lucky in Love; Varsity Drag; Best Things in Life are Free; Ol' Man River; Make Believe; Why Do I Love You; Can't Help Lovin' Dat Man; Why Was I Born; I Got Rhythm; Dancing in the Dark; She Didn't Say 'Yes'; Song is You; Told Ev'ry Little Star; Night and Day; Yesterdays; Smoke Gets in Your Eyes; Easter Parade; Begin the Beguine; My Romance; The Girl Friend; Of Thee I Sing; Anything Goes. **SHOWS:** Lady Be Good; Sunny; No, No, Nanette; Hit the Deck; Connecticut Yankee; Good News; Show Boat; Sweet Adeline; Girl Crazy; Band Wagon; Cat and the Fiddle; Music in the Air; Gay Divorcee; Roberta; As Thousands Cheer; Jubilee; Jumbo.

VOLUME II—1935-1945 ■

SONGS: Summertime; Plenty O' Nuttin'; Ain't Necessarily So; There's A Boat That's Leavin' Soon For New York; De-Lovely; Small Hotel; Can't Get Started; Funny Valentine; Johnny One Note; Lady Is A Tramp; September Song; This Can't Be Love; I Can Dream Can't I; Heart Belongs to Daddy; All the Things You Are; Could Write A Book; My Ship; Buckle Down Winssocki; This is the Army; Oklahoma!; Surrey with the Fringe on Top; People Will Say We're in Love; Speak Low; I Love You; Close as Pages of a Book; If I Loved You; You'll Never Walk Alone. **SHOWS:** Porgy and Bess; Red, Hot and Blue; On Your Toes; Ziegfeld Follies, 1936; Babes in Arms; Knickerbocker Holiday; Boys from Syracuse; Right This Way; Leave it to Me; Very Warm For May; Pal Joey; Lady in the Dark; Best Foot Forward; Oklahoma!; One Touch of Venus; Mexican Hayride; Up in Central Park; Carousel.

VOLUME III—1946-1952 ■

SONGS: Girl That I Marry; Got the Sun in the Morning; They Say It's Wonderful; No Business Like Show Business; Come Rain or Come Shine; Almost Like Being in Love; Glocca Morra; Old Devil Moon; Look to the Rainbow; So In Love; Wunderbar; True to You in My Fashion; Once in Love with Amy; Let's Take an Old Fashioned Walk; Lost in the Stars; Some Enchanted Evening; A Wonderful Guy; Bali Ha'i; Younger Than Springtime; Guys and Dolls; If I Were a Bell; Never Been in Love Before; Fugue For Tinhorns; It's a Lovely Day Today; You're Just in Love; I Talk to the Trees; Hello Young Lovers; Whistle a Happy Tune; March of the Siamese Children. **SHOWS:** Annie Get Your Gun; St. Louis Woman; Brigadoon; Finian's Rainbow; Kiss Me Kate; Where's Charley?; Miss Liberty; South Pacific; Guys and Dolls; Call Me Madam; Paint Your Wagon; King and I.

VOLUME IV—1953-1960 ■

SONGS: And This Is My Beloved; Baubles, Bangles and Beads; Stranger in Paradise; I Love Paris; It's All Right With Me; C'est Magnifique; Hernando's Hideaway; Hey There; Heart; All of You; Young and Foolish; Just in Time; Standing on the Corner; Joey; Warm All Over; Could Have Danced All Night; Accustomed to her Face; On the Street Where You Live; Loverly; Till There Was You; 76 Trombones; Tonight; Let Me Entertain You; Everything's Coming Up Roses; Do-Re-Mi; How to Handle a Woman; Cry Like the Wind; If I Knew; Ain't Down Yet. **SHOWS:** Kismet; Can-Can; Pajama Game; Damn Yankees; Silk Stockings; Plain and Fancy; Bells are Ringing; Most Happy Fella; My Fair Lady; Music Man; West Side Story; Gypsy; Sound of Music; Camelot; Do Re Mi; Unsinkable Molly Brown.

MUSIC AS WRITTEN

New York

Steve Blaine, head of the Josie and Jubilee labels, has assigned Mickey Eichler as a.&r. and for both firms. . . . Hilltop Records of Ashland, Ohio, has signed "Little" Dickie Chaffin, c.&w. vocalist. . . . Music Makers Records, a new label, has signed Bob Schwaid as general manager of the firm, and he is already looking for new talent. . . . Marty Weiss, ad executive at Everest Records, became the father of a girl, Jill Sharon, last week. . . . Bea Gordon, formerly of Panarama Records, has joined Morty Wax' promotion firm.

Charles Barbero has been named national promotion man for Square Records (yes, there is such a label in New York). . . . Hal Drayson of Caedmon Records is flipping over the sales of the firm's Robert Frost LP. Set sold thousands of copies the last month, claims the sales chief, partly due to the publicity the poet received on Inauguration Day. . . . Acme and Janet, new labels in Kentucky, now have new studios in Manchester, Ky., according to President Steve Keith. . . . Russ Miller is the new promotion manager for Laurie Records. . . . Al Neiburg and Fred Coots clefted the tune, "Why Let a Lie Break Your Heart," now out on the Da-Mar label with Dick Rogers. Tune is published by Neiburg's own firm. . . . The Modern Jazz Quartet has appointed Gunther Schuler as editor of their publishing firm. . . . Dave Krenzel's daughter Marilyn was married last week. Krenzel manages the Sammy Kaye crew. . . . Ray Passman has joined Robert Mellin Music. . . . Leland Rogers and Irv Trencher have joined Gold Eagle Records. . . . Sonny Lester's label.

Bob Rolontz.

Hollywood

Capitol Records Distributing Corporation vice-president Stan Gortikov has been interviewing applicants for the key CRDC national merchandising manager's post since Bill Mikels abandoned it to become album sales manager. After two months of looking, the search ended last week with the appointment of Lloyd Settle, independent management consultant in development of recreation centers in North and Central America and former Disneyland and Pacific Ocean Park director.

Liberty will revive its house organ, The Liberty Record, next month, bringing back a publication the label first introduced during the 1958 disk jockey convention in Miami. Label will circulate the sheet among broadcasters, dealers and distributors. . . . Candix's Bill Silva has signed Theola Jilgore to a long-term contract. When it came to the 11th hour in finding suitable titles for the Swingin' label's new Big Jim McNeely single, Allied's Mike Elliot is credited with providing the solution: "Before Midnight" b/w "After Midnight."

Capitol will reap a double plug on Dinah Shore's Sunday (5) telecast when Meredith Willson joins the songstress on a duet of "I Ain't Down Yet," from Willson's "Molly Brown" score. Miss Shore recorded the tune for the label. Capitol also has the original Broadway cast LP. . . . Hub Robinson concluded a deal with the Time label for an LP featuring a dozen original tunes written by Pete Rugolo for the NBC-TV "Thriller" show. Rugolo created the "Thriller" theme as well as themes for "Thin Man" and "Richard Diamond." Lee Zhito.

Chicago

It was a busy time for disking activity in the Windy City last week. Cutting tapes at Universal Studios were Stan Getz, with piano and bass accompaniment, last Monday and Tuesday; Vee Jay Records' gospel singing star, Robert Anderson; Word Records' gospel artist, Thurlo Spurr; and Earl Washington, Gold Records, taping some jazz piano work. . . . Morry Goldman, sales manager for J. H. Martin, is slated to return tonight from a Florida and Bahamas vacation. . . . Jim Martin, incidentally, just returned from a vacation spent with Howard Miller at the well-known Rex Ranch, Amado, Ariz. . . . Title for Playboy's new show business consumer book is Show Business Illustrated. It'll carry listings and reviews of records.

Capitol's executive staff from Hollywood is due in town shortly for a meeting with district managers. Expected are Mike Maitland, president, and Bill Tallant, vice-president. . . . Mercury has signed Billy (Crash) Craddock to a recording pact. He was snared by the label's Southern a.&r. head, Shelby

(Continued on page 45)

TELEVISION REVIEW

'Ragtime Era' Rare Documentary

The new "Ragtime Era" series on WOR-TV, New York, (Saturdays, 10:30-11 p.m. EST) is a striking illustration of that video rarity—a solid educational show which is also good entertainment.

Produced by KRMA-TV, Denver, for the National Educational Television and Radio Center, the video-taped series reviews America's musical history from 1890 to 1920, with pianist-singer Max Morath as host and narrator. Deservedly dubbed, "a ragtime Leonard Bernstein, Morath is an erudite yet unpretentious historian. His cheerful piano and vocal interpretations of Gay '90's songs on the first show (February 11) were skillfully integrated with consistently interesting commentary on musical manners and mores of the period.

Among the more fascinating items were references to Edward B. Marks, Paul Dresser, and authentic slide illustrations of an 1893 tear-jerker, "Little Lost Child," about a man on a train who asks fellow travelers to forgive his baby for crying because his mother lies dead "in a coffin in the car up ahead."

June Bundy.

Gal Singers Make the 'Sick' Scene

By REN GREVATT

NEW YORK—Sales are by no means the only aspect of the singles business currently being described this week. Those who make it their business to keep noses buried in the charts, now say that the era of the "sick" disk artist is with us. In a word, they're calling it the sick scene.

A little bit of history may be in order here. It was only a few years ago, in the first heyday of rhythm-and-blues-gone-pop that the high-pitched male vocal solo came into great vogue. This was variously categorized as the "celestial," "ethereal," or "mixed hormonal" sound. The teenagers of the time would have thought of it as the "crazy" sound.

During that earlier floodtide of rock and roll, by the same token, the popularity of girl singers was at a nadir; or, put another way, rock bottom. During this period, too, another form of vocal expression, perhaps not quite as basically crazy, came to be known as the "pimply" sound. This was identified with a sort of semi-mature male vocal quality often also tagged as the "high school" sound.

As has been said, most of this period was a rather arid one for girl singers. In 1959, it was noted, the distaffs finally began to make a comeback in a sort of subordinate role—that of furnishing choral effects behind a male vocalist. This came to be known as the "yeah, yeah" sound and became very popular.

Chicks Make It

Later, Connie Francis became a solidly established artist and helped to open the doors to the acceptance of girl singers again in a primary role of soloist. Now, the girls have taken yet another interesting turn, to what some have called the "sick" sound. This monicker has been appended to

this type of artist in the wake of the success of the so-called sick comics.

The sound can best be described as not necessarily true to the pitch. All of these factors notwithstanding, "it's the kid with the 98 cents in his pocket who decides," as has been said, and this interesting new kind of artist has reached the teeners in a solid fashion.

A Passel of Them

Perhaps in the vanguard of this detachment of singers would be Kathy Young, who, with the Innocents, reached well up in the Top 10 with "A Thousand Stars" on the Indigo label. Now Miss Young again is scoring with "Happy Birthday Blues," Number 58 this week on the Hot 100.

Second in line in this new group would be 15-year-old Rosie, of San Diego, Calif., who scored equally well with "Angel Baby," on Highland. This success caused Rosie to be snapped up quickly by Brunswick, who flew her to New York from the West Coast on overnight notice to rush out a new disk. This one, "Lonely Blue Nights," shows at Number 6 in the Bubbling chart this week.

A third entry in this group is Cathy Jean, who sings with the Roomates on Valmor Records. This disk of "Please Love Me Forever," broke in the Hot 100 at 71 this week.

With a flourish of informality, these thrushes may also set a new pattern in using only their first names, as in Cathy Jean, Rosie, and now one who calls herself simply, Connie. Connie and the Cones are out this week with "No Time for Tears" and "Take All the Kisses," on Roulette.

Still another in this new group of singers is a group known by the unusually spelled title, the Chreshendoes. The girl lead here on the coupling of "My Heart's Desire" and "Take My Heart," on Gone, is so far unbilled, but in the current furor for this kind of performance, tradesters feel she cannot long remain anonymous.

International Sales Soar By One-Third for Liberty

HOLLYWOOD — Liberty Records' international sales have made giant strides during the past 18 months and are continuing to climb at an accelerated pace. This was revealed by Dick Annaticco, head of the label's international sales department. According to him, Liberty's export business has tripled

during the past year and has increased tenfold during the past 18 months. Label's foreign licensing royalties took a 200 per cent leap during the past 12 months.

Its international sales department was formed in April, 1959. Prior to that, sales abroad were included as a function of its regular sales department and did not enjoy the full-time attention of any individual within the firm.

Its export business includes the sale of Liberty product to overseas military post exchanges, to domestically based exporters who sell to foreign buyers, and its direct sale to overseas importers of U. S. manufactured disks. Military share of the sales is by far the largest, and, as such, has shown the greatest rate of increase.

From April, 1959, to December of that year (or the first nine months that the department was established), Liberty's overseas military sales showed approximately a 300 per cent jump over the full previous year's sales. This boost was quadrupled again during the past year.

Sales to domestic exporters during the department's first nine months equaled the amount sold during the full year previous. The past year's sale to exporters almost doubled that amount.

London (Decca) is Liberty's foreign licensee in England, Canada, on the Continent, Australia, Asia and Africa. Liberty's licensing collections during 1960 more than doubled the previous year's take.

Label's foreign sales head is banking on a highly intensified sales and sales promotional drive into the foreign markets. Also, Liberty will expand its activities in the world market in making its bid for a greater share of its sales.

In 1959, Liberty's foreign sales represented 7 per cent of its domestic sales. The following year, total foreign revenues jumped to 14 per cent of its U. S. sales. This year, projected figures point to international sales representing better than a fourth of the firm's sales in this country.

Columbia Sets 26-LP Debut

NEW YORK — Columbia Records will have 26 new LP releases heading the dealers' way in March. Nine are new pop sets, four are jazz, nine are classical and four are in the Latin-American "EX" series. Three of the firm's young pop singers will have their first albums issued on the label, Aretha Franklin, Buzz Clifford and Diana Trask.

Other pop sets include Johnny Williams' original music for "Checkmate," the TV show, a new Tony Bennett album, two collection sets, one with hits of Arthur Godfrey and another with hits of Gene Autry, an album of Lerner & Loewe tunes played by Les Brown, and an album of Ferrante and Teicher containing material cut

(Continued on page 39)

Roulette Release: 12 Album Packs

NEW YORK—Roulette Records released 12 new albums this month—six pop packages, four jazz, one classical and one Latin American.

The new pop LP's feature Pearl Bailey, Richard Maltby, Jimmy Durante (recorded live here at the Copacabana), Spade Cooley, Tony Osborne, and "Grimm's Hip Fairy Tales" narrated by Don Morrow with backing by the Don Lindsey band.

The new Birdland Series jazz packages spotlight Count Basie's first LP with Sarah Vaughan; Maynard Ferguson and his ork; "Sentimental and Melancholy" by Joe Williams; and English band-leader Johnny Dankworth teamed with the London Philharmonic ork.

The new classical package in Roulette's Gold Classic Series is "Grieg-Piano Concerto in A Minor, Op. 16," with British pianist Joyce Hatto as featured soloists. Rosendo Rosell and his Cuban ork are featured in a new album on Roulette's Latin American label, Tico. Slated for release shortly is Roulette's first original cast album, "Show Girl" starring Carol Channing.

Gordon Gray Cuts Morty Craft Ties

NEW YORK — Gordon Gray has severed his ties with Morty Craft's Seven Artis Productions (Warwick Records) to become custom sales director for MGM Records' Bloomfield (N. J.) pressing plant.

Gray formerly served in sales and promotion activities with MGM Records and at one time handled exclusively the disk promotion for Joni James. He vacates the post of national sales manager of the Craft firm Monday (27) to take over the new post.

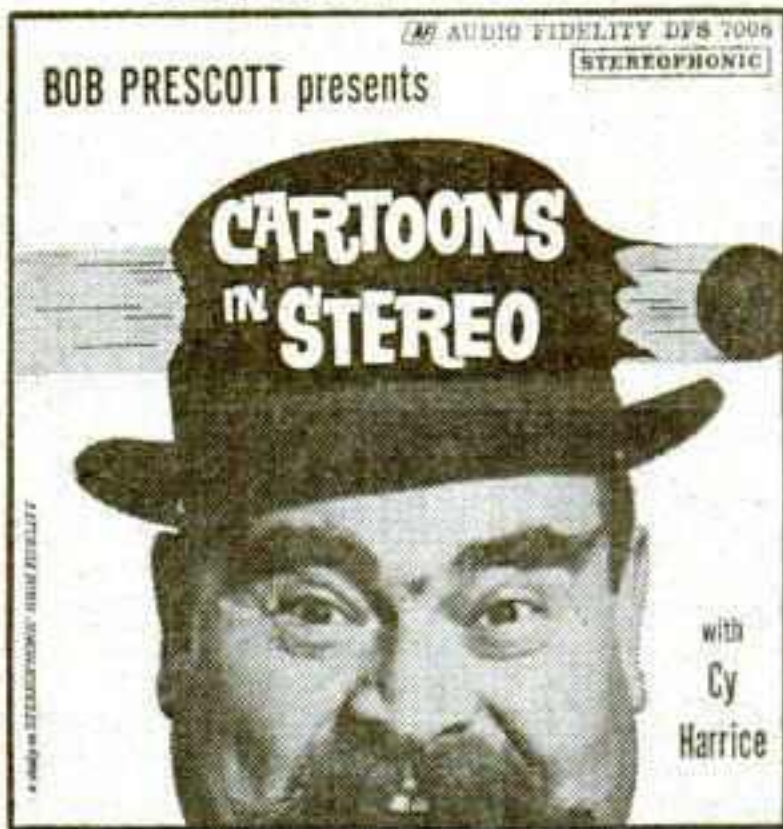
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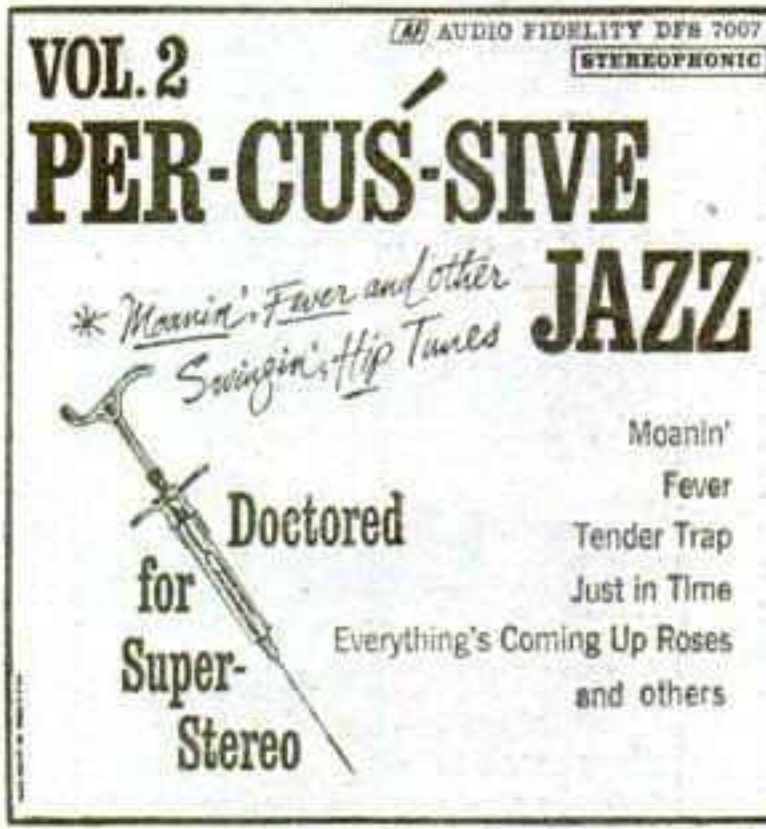
NEW, ZANY, ORIGINAL!



DFM 3008
DFS 7008

An hilarious first for Audio Fidelity in sound effects recording. Bob Prescott, with the versatile vocal assistance of Cy Harrice, produces an adventure in sound comedy with an O. Henry twist. Here is superb professional proficiency, humor and high fidelity engineering excellence.

DYNAMIC, UNEXCELLED!



DFM 3007
DFS 7007

A swinging, modern jazz performance unequalled for dynamic engineering and brilliant sound reproduction on any label! Stimulating arrangements by Sid Cooper performed by outstanding recording musicians include: Moanin', Fever, Just In Time, Lullaby of Birdland, 8 others.

College-bred ribaldry rampant! Gleaned from erudite campus repertoire, Oscar Brand perpetuates the spiciest best of Frat house, beer-inspired favorites as: The Girls From Campus Hall, Four-Letter Words, The More Vulgar Minded, 11 others.

AFLP 1952
AFSD 5952

Harmonica virtuoso, Johnny Puleo and his Gang turn their interpretive magic to a rich musical area. The gaiety and charm of historical, Jewish music are represented in selections such as: Tzena, Tzena, Hava Nagila, Frailach, and others.

AFLP 1950
AFSD 5950

America's foremost trumpet artist, Al Hirt, displays his distinctive talent in swingin' Dixie tempos. Tunes include: Ain't Misbehavin', Moonglow, After You've Gone, Lonesome Road and others.

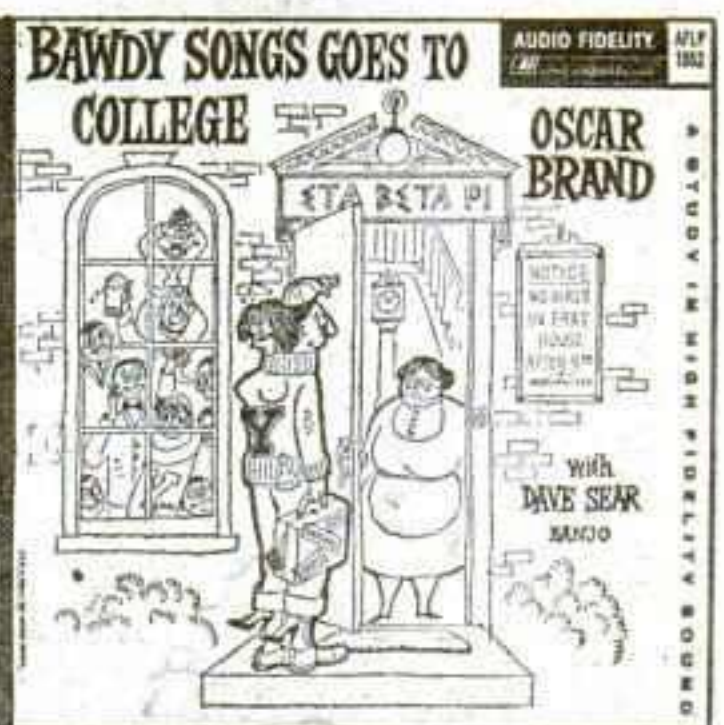
AFLP 1927
AFSD 5927

Music truly representative of the beauty, gaiety and romance of unforgettable Rio de Janeiro. Unsurpassed accordionist, Jo Basile enhances his well-earned reputation for interpretive and technical artistry playing: Delicado, A Felicidade, Bahia, others.

AFLP 1939
AFSD 5939

Legendary in his own time, Al Melgard's organ magic combines inventive and musical genius in this resounding rendition of dynamic, inspired march music. Included are: National Emblem, Washington Post, Semper Fidelis, others.

AFLP 1908
AFSD 5908



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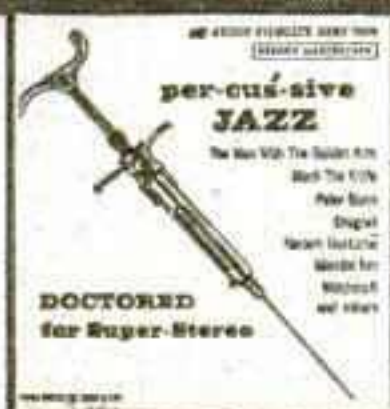
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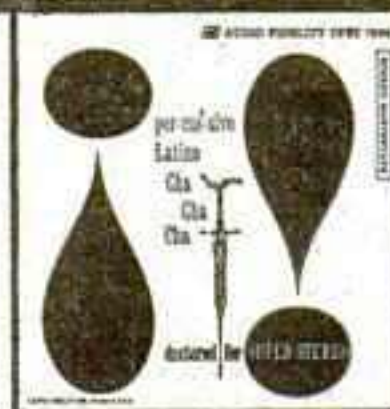
◀AFST 1924
LOUIE AND THE DUKES OF DIXIELAND



◀DFST 7001
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◀DFST 7003
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Leslie Raises Offer to Creditors To Two-Thirds of Indebtedness

NEW YORK — Leslie Distributors, which called a creditors' meeting Monday (13) to advise of a severe financial situation resulting from \$50,000 worth of inventory shortage, had upped its settlement offer at week's end to 66 2/3% of its total indebtedness.

Sources close to the scene said that the 66 2/3 per cent represented an actual amount of about \$125,000. The same sources said that a number of the creditors had

informally agreed to the amount but that a disagreement still existed as to the terms of payment.

There was reported to be general acceptance of an amount of 16 2/3 per cent down. Beyond that Leslie offered a payment plan of \$14,000 per year for six years with the balance to be retired the seventh year. Creditors were believed holding out for equal payments to be made over five years.

If the parties can finally agree on the points still in dispute, the matter can be settled on what is known as a "composition basis"; that is, by contract. If not, the situation would probably devolve into a Chapter II proceeding under the bankruptcy laws. Already requested by the creditors and rejected by the Leslie interests was a proviso for an assignment for benefit of creditors as a form of security. Under this arrangement, were Leslie to miss a payment, the creditors would have the right to take over the business.

At press time, no final meeting of Leslie and creditor attorneys had been arranged to iron out differences. Leslie's attorney is Sam Kaufman of 507 Fifth Avenue.

Sam Goody Drops Antitrust Suit Against Columbia

NEW YORK — The antitrust action brought by Sam Goody against Columbia Records and Caedmon Records, instituted last summer, has been dropped. The action followed the earlier granting of a motion by Columbia that Goody had full knowledge of the antitrust action at the time of the acceptance of his Chapter II bankruptcy arrangement, yet failed to list the damages sought as an asset.

Columbia had moved, in view of this, to set aside Goody's bankruptcy settlement plan of 48 cents on the dollar over a period of years. When Goody agreed to drop the suit, Columbia in turn agreed to drop its action seeking a setting aside of the settlement plan. A part of this arrangement between attorneys, later signed by referee Herbert Loewenthal, is Goody's agreement that he cannot in the future reinstitute such action against the Columbia Club.

Cadence Sets Ala.-Ga. Outlet

NEW YORK — Don Sanders, sales chief of Cadence Records, has appointed the new Godwin distributor firm in Atlanta to handle the label for the Alabama-Georgia territory. In commenting on the appointment, Sanders said, "Godwin's policy of balanced label selection will afford us a more competitive position in an area where too few distributors handle too many lines with a lot of good records going completely by the boards."

2d U. S. Richter Disk Tops Victor 22-Release Sets

NEW YORK — The second made-in-America recording by Sviatoslav Richter tops categories that show that nine new sets, including the Richter, appear on the classical Red Seal label while nine new pop albums and four sacred make up the rest of the issuance.

The new Richter LP has the famous pianist playing Beethoven's "Appassionata" and "Funeral March" Sonatas. Sets by Mario Lanza and Leontyne Price, and Victor's first stereo recording of the three-disk set of "La Traviata" also are in the Red Seal Release.

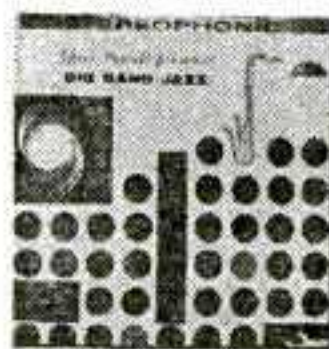
Sam Cooke, new trumpeter Al Hirt, and Hank Mancini's "Mr. Lucky Goes Latin" leads the way in the March line-up of pop albums. Sets by Perez Prado, Homer and Jethro, and Andy and the Bey Sisters are also among those being released.

George Beverley Shea, Tony Fontane, the Reverend Fred Jordan and the Blackwood Brothers are the artists being released in the sacred category.

Rabinowitz Joining Epic as Producer

NEW YORK—Sol Rabinowitz, veteran record man and former head of Baton Records, has joined Epic Records as a producer. Bill Levy, director of a.&r. for the label, appointed Rabinowitz to the firm's recording staff. Prior to forming Baton, Rabinowitz was associated with Malverne Distributors and Young People's Records.

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Cleveland—Dunkin Sales
Denver—Pan American

Detroit—S. & S.
Hartford—Seaboard
Los Angeles—Pacific
Memphis—Music Sales
Miami—Tone

Minneapolis—D. & G.
Nashville—Southern
Newark—Apex Martin
New York—Yankee
Philadelphia—Chips

Pittsburgh—Astor
Richmond—Allen
Salt Lake City—Great Western
San Francisco—New Sound
Seattle—Stanley

That "16 Tons" Combination Hits Again!

"DARK AS A DUNGEON"

#4531

written by MERLE TRAVIS

arranger-conductor JACK FASCIANATO

TENNESSEE ERNIE FORD

As seen on THE FORD SHOW
NBC-TV last Thurs., Feb. 23

To be performed by Ernie on
THE GRAND OL' OPRY Sat., March 4

Exclusive



Recording Artist • Public Relations: Freeman Assoc.



FCC Wants Tighter Tab On Top-40 Air Formats

By MILDRED HALL

WASHINGTON — Radio stations specializing in the Top 40 format would have to account for the "specialized" programming and show that it is in community interest if the FCC's proposed rule-making on program reports goes on the books.

The Federal Communications Commission last week proposed detailed program reports for broadcast applications and renewals, and even transfers. Dissenting Commissioner Rosel Hyde believes the move may create an "impossible position" for the FCC in what amounts to program supervision. Hyde foresees more formula and sameness under FCC guide lines, whereas the real need is for diversity and creative leeway in programming.

Pincus Swings Along West Coast, Chatting With Pic Companies

NEW YORK — Swinging publishing veteran, George Pincus, was on the West Coast this week, conversing with motion picture companies on background and theme music.

Pincus, already the proud possessor of two No. 1 singles hits this year in "Itsy Bitsy Bikini" and "Calcutta," has as his next project publishing the musical score of the upcoming picture, "Hippodrome," now set for April 1 release. Diskings of "Theme From Hippodrome" are now being set.

Pincus is also busy promoting such of his songs as "100 Pounds of Clay" (Gene McDaniels on Liberty); "Holiday in Heidelberg" (Charley Tabor on London); and "Ring of Gold Forevermore" (Heidi Bruhl on Epic). The latter disk has sold a million copies in Europe.

In general, the new program section in the broadcast application forms would require a description of the area served, its special needs and interests. Broadcasters would be asked what provision is made for community expression and local talent, and what are his reasons for specializing in music-news format, popular, classical or any other particular type of programming. The new form would require accounting on time given for commercials, whether applicant subscribes to a broadcast code of ethics, and how

(Continued on page 39)

Merc Ups Sound Lines to 13 Sets

CHICAGO—The March release of packaged goods by Mercury Records features expansion of the firm's two "sound" lines, the Perfect Presence Sound Series and the Living Presence Sound Series, bringing the total number of these albums in the firm's line to 13.

With this release, Mercury repeats its special offer of "Buy 10 LP's, get 1 free" for dealers on the firm's general catalog, and "Buy 12 LP's, get 3 free" on its entire Wing Label catalog.

The five new PPS albums are: "Fennell conducts Gershwin," Frederick Fennell; "Dixieland Left and Right," the two bands of Johnny Best and Dick Cathcart; "Guitar Galaxies," George Barnes; "Exciting Sounds," the Clebanoff Strings and percussion; and "Woodwinds and Percussion," Hal Mooney and his Orchestra. These will retail at \$4.98, monaural and \$5.98, stereo.

International

Also included in this month's package is "Paris Night Life," featuring Tony Murena and His Musette Orchestra—an addition to Mercury's International Series.

The firm's \$3.98 line includes "Eddie Howard's Golden Hits," "Jazz Is a Kick," with Bob Brookmeyer, and "Skatin' With Layton," featuring organist Eddie Layton.

Four classical releases in Mercury's package are Rossini's "La Cambiale Di Matrimonio," Wagner's "Flying Dutchman," "Rienzi" overtures by Paul Paray and the Detroit Symphony and an album of "Lucia" excerpts from La Scala.

As in the January release, Mercury is promoting its items with a merchandising program which includes window counter four-color displays, a new four-color PPS "Sound" consumer catalog, an opera folder, and a 12-inch demonstration disk for dealer use.

Revamp Special Markets Wing

NEW YORK—The RCA Victor Division's Special Markets Organization, directed by Irwin Tarr, has been reorganized. Chief angle is to broaden the division's activities and to consider new areas of operations. Tarr made the following promotions and reassignments:

W. H. O'Dell has been appointed manager, rack merchandiser and syndicate sales. Reporting to O'Dell will be the following special markets regional representatives: Paul Sklar, Eastern Division; Charlie Hall, Western-Central and Southwest division; Allan Clark, Western division and Bill Graham, Southern division.

Ray Sacher has been named manager, educational sales. His functions include the exploration of new methods to extend the record market for educational sources and the development of new products. Anne O'Keefe, Educational Services Assistant, will report to Sacher.

R. J. Clarkson, formerly with the RCA Custom Records Department, has been named manager, Premium records. Chick Crumpacker, special markets a.&r. director, reports to Clarkson.

O'Dell, Sacher and Clarkson report directly to Tarr.

Rose on Three New MGM LP's

NEW YORK — MGM Records was active on a number of fronts this week with new album releases, new artist pactings and new plans for singles and albums from the score of the upcoming David Merrick musical, "Carnival."

In a move to cash in on the current interest in film music, the label is rushing out three David Rose LP's with music from "Exodus," "Cimarron," and "Butterfield 8." These are all listed as part of the diskery's current "21 Gun Salute" merchandising plan which includes merchandise bonus. In the case of "Cimarron" and "Butterfield 8," both MGM pictures, arrangements have been made to insert mentions of the Rose albums in local theater movie ads.

On the "Carnival" front, the label will release the original cast album, an instrumental package by Ornadel and a jazz set by Oscar Peterson on Verve. Five singles are also planned, including one by Mel Torme on Verve.

Meanwhile, MGM has signed new artists Marty DeRose and Felton Jarvis. On the subsidiary Cub label, new pactings include Charlie Partee, Nancy Thomas and Barry Darvel.

DISCOUNTERS AXE PRICES ON WASHINGTON HOLIDAY

NEW YORK—Top-selling record albums at heavily discounted prices figured prominently in the annual George Washington holiday sales at two major cut-price stores here last week. For instance, the Masters chain advertised many chart-toppers among its list of specially-priced LP's.

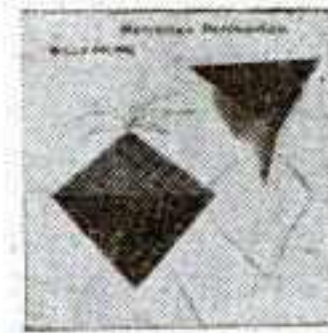
Prominent among the sets on sale were three albums by Mitch Miller on Columbia, Johnny Mathis' "Moods" and packages by Chubby Checker, Paul Anka, "Inside Shelly Berman" and "Sold Out," by the Kingston Trio. These were just a few of the albums selling at \$1.97.

It was noted, however, that the ad appearing in the New York Daily News stated: "Some numbers in limited supply." Price cuts were also advertised in Webcor stereo hi-fi equipment for the one-day sale.

E. J. Korvette advertised in the same paper a 60 per cent George Washington holiday price slash on its entire inventory of Verve LP's. Among the artists represented were Shelly Berman, Mort Sahl, Ella Fitzgerald and Jonathan Winters as well as many well-known jazz names. A 50 per cent reduction was announced on many RCA Victor, Am-Par and Audio Fidelity albums. Among the artists listed there were Van Cliburn, Perry Como, Ray Charles, Mario Lanza and Harry Bellafonte.



IT'S **STRAND**
FOR COMEDY!
At the **LOWEST Stereo Introductory Price Ever!**
\$2.98
(Regularly \$5.98)



HAWAIIAN PERCUSSION—BILLY MURE blends great guitar with superb rhythmic percussion on "Hawaiian War Chant," "Song of the Islands," "Blue Hawaii," plus! SLS 1010



LATIN PERCUSSION—JOSEPH MATTERA in pulsating, exciting percussion on "Jungle Drums," "Amapola," "Malaguena," and more. SLS 1017



AROUND THE WORLD IN PERCUSSION—BILLY MURE girds the globe on wings of thrilling percussion via "Around the World," "In a Persian Market," "Petticoats of Portugal," etc. SLS 1021

STRAND RECORDS



IT'S **STRAND**
FOR COMEDY!
Sick—Healthy—Sexessfull!



SICK ALONG WITH US. THE GROUP THERAPISTS right in the groove with humor that is sick and funny. SL 1009



PAUL DOOLEY BOOKED SOLID. PAUL DOOLEY, who has delighted Jack Paar and Playboy Penthouse TV audiences, proves why he is so solidly booked in outstanding niteries, too. SL 1018



BRYCE BOND'S BACHELOR APARTMENT. BRYCE BOND, Bachelor AWOL—A Wolf On The Loose. He scores in a lesson on how to get the girl to say "yes." May not get airplay, but will be worn thin at gatherings of all who enjoy sex with humor. SL 1019

(Division of Consolidated Frybrook Industries, Ltd.)
157 W. 57th St., New York City 19

ANDY WILLIAMS
YOU DON'T WANT MY LOVE
CADENCE 1389

on **20th FOX**
ALL YOU HEAR IS BEAUTY

Coming in the **MARCH 27 ISSUE...**
... a brand-new low-cost **CLASSIFIED MART!**

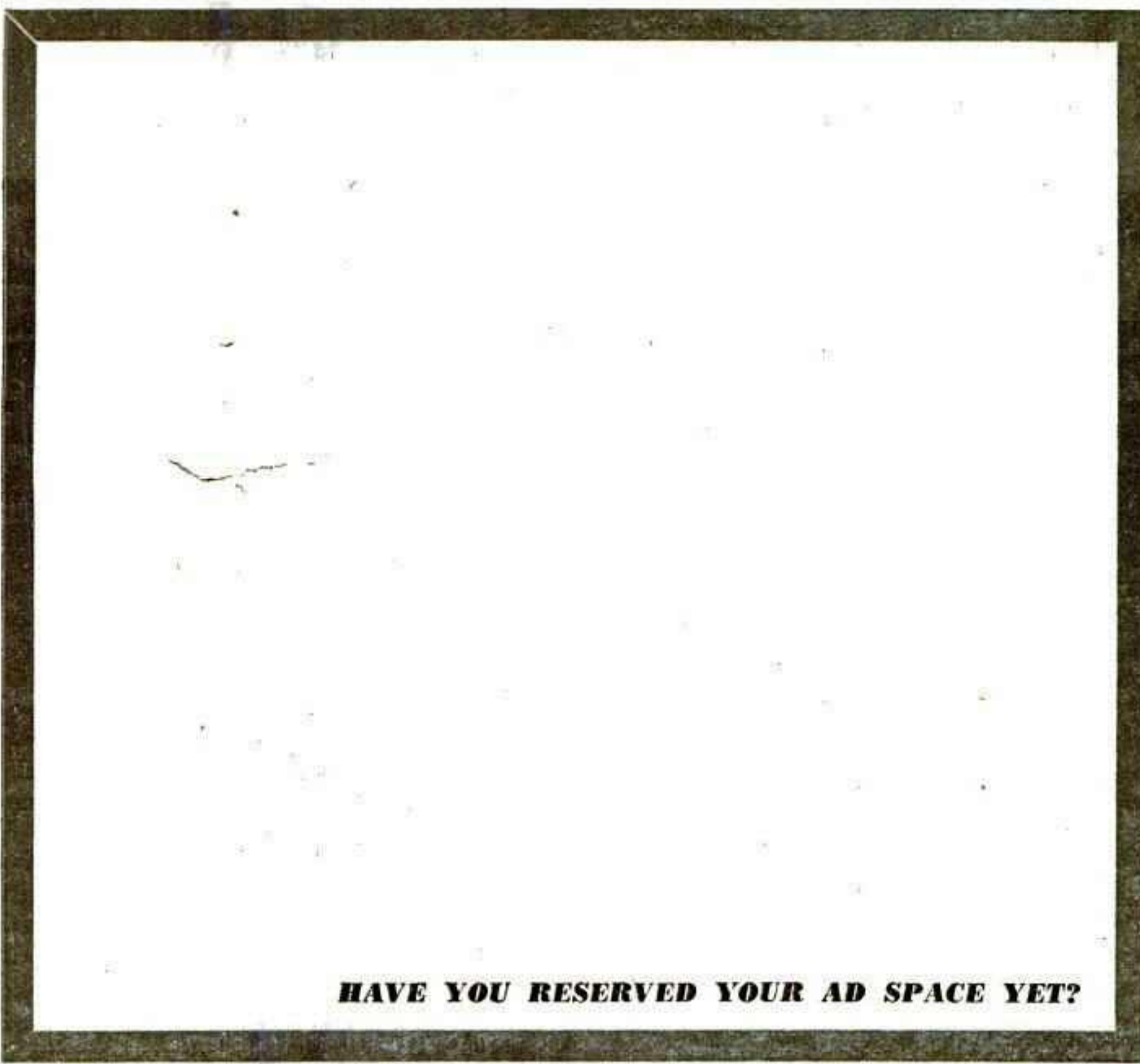
RAY CHARLES
ON ATLANTIC
the way you like to hear him!

EARLY IN THE MORNIN'

A BIT OF SOUL
2094
...and by popular demand!
COME SOFTLY TO ME
Raymond Lefevre and his Orch. 2093
MY MOTHER-IN-LAW
Champion Jack DuPree 2095

ATLANTIC RECORDS

GIVE TO DAMON RUNYON CANCER FUND



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BILLBOARD MUSIC WEEK
Spotlight on
record programming
featuring
today's top record talent

The famous slick-stock 8 1/2 x 11 issue that features the handy and much-used Artist Biography Section—the unique guide to biographical, record and talent-buying data on each of more than 200 top-selling recording artists—used for better than nine weeks by disk jockeys and talent buyers for TV, movies and personal appearances . . . as well as dealers, distributors, rack merchandisers, one-stops, juke box operators . . . in fact, people in every phase of the record-entertainment industry.

Reserve your space today!

Issue Date: March 20

Advertising Deadline: March 10

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NEW YORK
 1564 Broadway
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 CEntral 6-9818

HOLLYWOOD
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FOR WORLDWIDE RHYTHMS!



AFRICANA
 HORST WENDE conducts the orchestra in a breath-taking presentation of African music. Tremendous stereo.
 SL 1024 (M)
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MEDITERRANEAN CRUISE
 LOS ESPANOLES, internationally popular singers-instrumentalists, in unusual and intriguing renditions of old and new songs. A ticket to listening pleasure.
 SL 1025 (M)
 SLS 1025 (S)



TANGO MAGIC
 JAY JEROME and his orchestra in tango rhythms that won't let you rest. Tastefully scored and beautifully played, the tango lives in a highly danceable pattern.
 SL 1026 (M)
 SLS 1026 (S)

JUERGA FLAMENCA
 THE FLYING SORCERERS in authentic Flamenco as Spanish as Spain itself. The staccato rhythm provides irresistible listening.
 SL 1014 (M)
 SLS 1014 (S)



IT'S STRAND
FOR FAITH

FAITH OF LINCOLN
 MARTIN JAMES, JO GRAHAM AND THE WANDERING MINSTRELS in a musical narrative depicting the greatness of Abraham Lincoln the Man.
 SL 1008 (M)
 SLS 1008 (S)



ANGLICAN HYMNS
 ST. PAUL'S CATHEDRAL CHOIR, conducted by LANCE HARDY, in 16 hymns that are all-time favorites.
 SL 1012 (M)

METHODIST HYMNS
 THE MITCHAM CHORAL SOCIETY, conducted by FRED WATSFORD, in 19 of the finest hymns of Methodism.
 SL-1011 (M)



MY GOD AND I
 THE AVONDALE SYMPHONIC CHOIR conducted by ALAN G. THRIFT, in an inspiring sacred concert.
 SL-1013

STRAND RECORDS (A Division of Consolidated Frybrook Industries, Ltd.) 157 W. 57th St., New York City 19

3 NEW SMASH RELEASES ON OLD TOWN!

"LONESOME LOVER" THE SOLITAIRES Old Town #1096	"IF I DIE BEFORE I LOVE" GENE KENNEDY Old Town #1097
---	---

Watch for BILLY BLAND'S Newest Blockbuster!

I CROSSED MY HEART Old Town #1098	STEADY KIND
---	--------------------

OLD TOWN RECORDS 1697 Broadway, New York, N. Y.

The Hits Roll From "HILLTOP"

"CRYING HEART"
 b/w
"LOST LOVE"
LITTLE DICKIE CHAFFIN
 DJ Copies & Dist. Info From
HILLTOP RECORDS, 509 W. Main, Ashland, Ohio
 Good Music from B-W Music, Inc. (BMI)

SONGWRITERS

We'll Listen
RUSS MILLER

1733 B'WAY, N. Y. C.
 Judson 2-2975

JUST MUSIC

Mills HIT REMINDERS

CORRINA, CORRINA
 Ray Peterson (Dunes)

MOOD INDIGO
 Floyd Cramer (RCA-Victor)

GIRL OF MY DREAMS
 Marty DeRose (MGM)

Mills Music, 1619 Bway., New York 19

GIVE TO DAMON RUNYON CANCER FUND

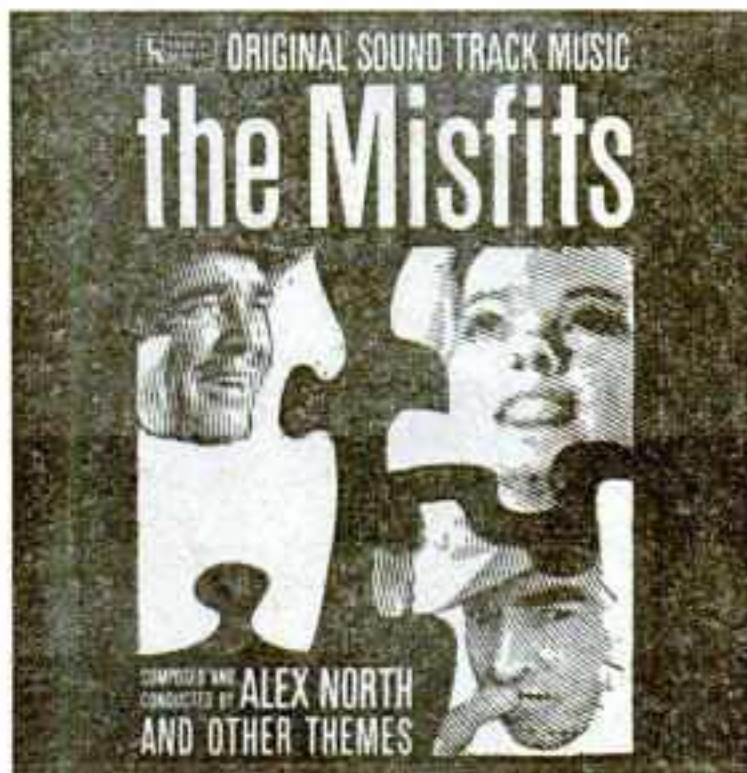


MID-WINTER ALBUM CARNIVAL

HERE'S A SOCK PACKAGE RELEASE! RED HOT FERRANTE & TEICHER! TWO SMASH SOUND TRACK ALBUMS, "THE MISFITS"! ...AND "TUNES OF GLORY"! DON COSTA - MOTION PICTURE THEMES! NEW FACES, PLUS THE BIGGEST NAMES IN JAZZ!



LATIN PIANOS
Ferrante and Teicher
UAL 3135 (Mono.) UAS 6135 (Stereo)



Original Sound Track
THE MISFITS • ALEX NORTH
UAL 4087 (Mono.) UAS 5087 (Stereo)

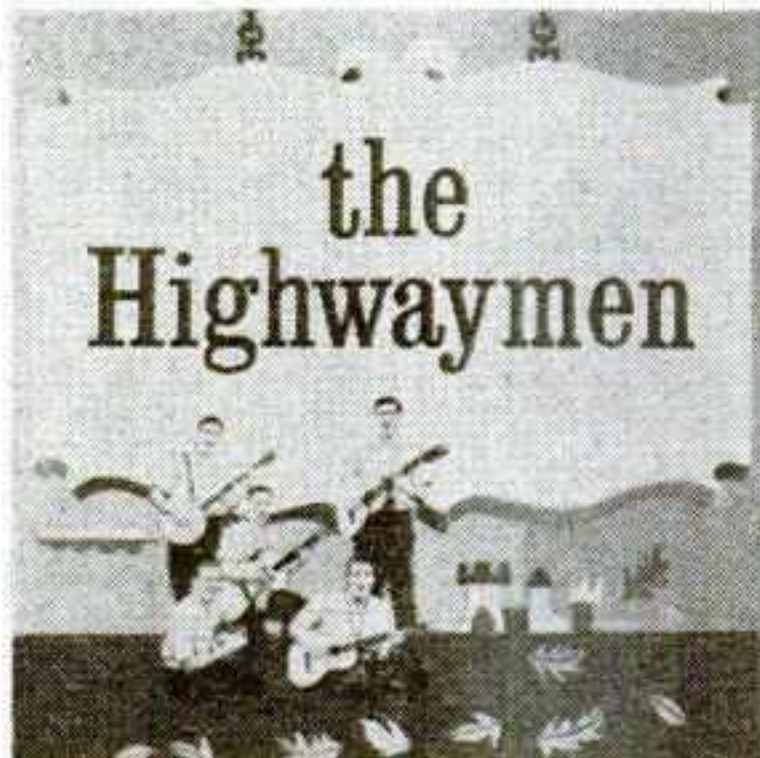


Original Sound Track Music
TUNES OF GLORY
UAL 4086 (Mono.) UAS 5086 (Stereo)

MAGNIFICENT MOTION PICTURE MUSIC
DON COSTA VOICES AND ORCHESTRA

NEVER ON SUNDAY LAURA	MUSIC FROM THE MISFITS
THEME FROM THE UNFORGIVEN	SONG FROM MOULIN ROUGE PICNIC
THIRD MAN THEME	FROM HERE TO ETERNITY INVITATION AN AFFAIR TO REMEMBER
SMILE STELLA BY STARLIGHT	

MAGNIFICENT MOTION PICTURE MUSIC
Don Costa and His Orchestra
UAL 3134 (Mono.) UAS 6134 (Stereo)



New Folk Song Singers
THE HIGHWAYMEN
UAL 3125 (Mono.) UAS 6125 (Stereo)

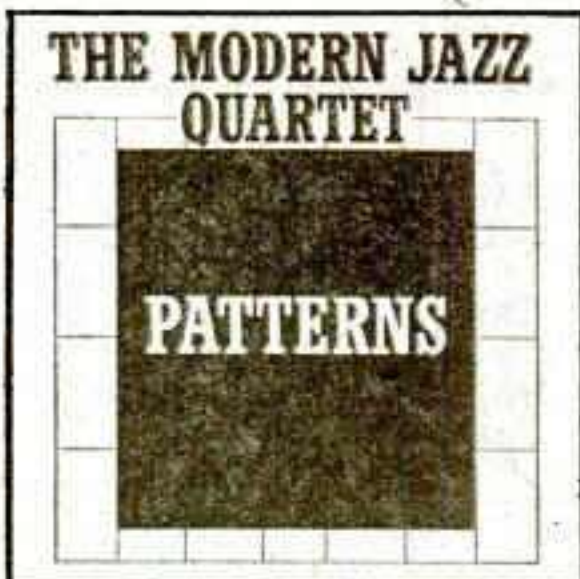


GREAT MUSIC FOR COCKTAILS
Til Dieterle and Her Combo
UAL 3113 (Mono.) UAS 6113 (Stereo)



GREAT WALTZES FOR PIANO
Walter Hautzig
UAL 7008 (Mono.) UAS 8008 (Stereo)

BIG NAME JAZZ



PATTERNS
Modern Jazz Quartet
UAL 4072 (Mono.) UAS 5072 (Stereo)



BENNY GOLSON
and the **PHILADELPHIANS**
with LEE MORGAN
PERCY HEATE
PHILLY JOE JONES
RAY BRYANT
UAL 4076 (Mono.) UAS 5076 (Stereo)



JAZZ CALENDAR
Benny Carter and His Orchestra
UAL 4080 (Mono.) UAS 5080 (Stereo)



PAUL QUINICHETTE
Various Artists
UAL 4077 (Mono.) UAS 5077 (Stereo)



DOWN HOME REUNION
Various Artists
UAL 4084 (Mono.) UAS 5084 (Stereo)

IT'S



ALL THE WAY!

729 SEVENTH AVE. • NEW YORK 19, N.Y.

RECIPE FOR A HIT RECORD

CORAL RECIPE #62253

Start with a great song...

"WHIP-POOR-WILL"

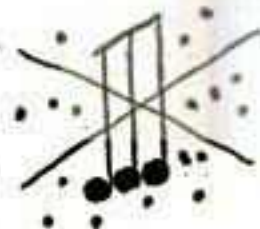
add the style and sales appeal of...

TERESA BREWER

*spice with orchestra and chorus
directed by ...*

DICK JACOBS

CORAL #62253



Serve on the HOT



LABEL

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
- Calypso (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
- Elvis Is Back (M-S)
Elvis Presley...RCA Victor LPM 2231;
LSP 2231
- Faithfully (M-S)
Johnny Mathis...Columbia CL 1422;
CS 8219
- Gunfighter Ballads and Trail Songs (M-S)
Marty Robbins...Columbia CL-1349;
CS 8158
- Heavenly (M-S)
Johnny Mathis...Columbia CL 1351;
CS 8152
- Buddy Holly Story (M)
.....Coral CRL 5-7326
- Johnny Horton's Greatest Hits (M-S)
.....Columbia CL 1596; CS 8396
- 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
- More Songs by Ricky (M)
Ricky Nelson...Imperial 9122
- 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
- This Is Darin (M-S)
Bobby Darin...Atco 115; SD 115
- Warm (M)
Johnny Mathis...Columbia CL 1078
- Wild Is Love (M-S)
Nat King Cole...Capitol WAK 1392;
SWAK 1392

FEMALE VOCALISTS

- Annetta Sings Anka (M)
.....Vista BV 3302

- Brenda Lee (M)
.....Decca DL 4039
- Connie's Greatest Hits (M)
Connie Francis...M-G-M E 3793
- Italian Favorites (M-S)
Connie Francis...M-G-M 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
- Mack the Knife—Ella in Berlin (M-S)
Ella Fitzgerald...Verve MG 4041;
MGV 64041
- More Italian Favorites (M-S)
Connie Francis...M-G-M 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
- Fabulous Style of the Everly Brothers (M)
.....Cadence 3040
- 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)
Kingston Trio...Capitol T 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 (S)
Limelites...RCA Victor LPM 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
- March Along With Mitch Miller (M)
.....Columbia CL 1475
- Memories Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1542;
CS 8342
- 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)
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...Stereodiffies MW 2
- Mort Sahl at the hungry I (M)
Mort Sahl...Verve MG 15012
- 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...Stereodiffies MW 1

BEST SELLING SHOW MUSIC LP'S

Listed Alphabetically

- Bye Bye Birdie (M-S)
Original Cast...Columbia KOL 5510;
KOS 2025
- Camelot (M-S)
Original Cast...Columbia KOL 5620;
KOS 2031
- 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)
Original Cast...RCA Victor LOC 1060

SOUND TRACK

- The Alamo (M)
Sound Track...Columbia CL 1558
- Ben-Hur (M-S)
Rome Symphony Orchestra (Savina)...
.....M-G-M 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...M-G-M 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 C2L 17;
C2S 803
- Broadway in Rhythm (M-S)
Ray Conniff...Columbia CL 1252;
CS 8064
- Camelot (Music From) (M-S)
Percy Faith...Columbia CL 1570;
CS 8370
- Exodus (M-S)
Hollywood Studio Orchestra...
..United Artists UAL 3123; UAS 6123
- 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

ACTION

On the Charts

MONOPHONIC

This Week	Last Week	Title, Artist, Label and Number	Weeks on Charts
1	2	EXODUS Sound Track, RCA Victor LOC 1058	7
2	3	CALCUTTA Lawrence Welk, Dot DLP 3359	5
3	1	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL 4101	9
4	4	CAMELOT Original Cast, Columbia KOL 5620	6
5	9	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAL 3122	6
6	6	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol W 1491	3
7	7	BELAFONTE RETURNS TO CARNEGIE HALL Harry Belafonte, RCA Victor LOC 6007	9
8	10	CAMELOT (MUSIC FROM) Percy Faith Orch., Columbia CL 1570	8
9	11	WONDERLAND BY NIGHT Louis Prima, Dot DLP 3352	6
10	16	WILDCAT Original Cast, RCA Victor LOC 1060	5
11	—	TONIGHT IN PERSON Limelites, RCA Victor LPM 2272	1
12	8	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CL 1574	3
13	15	WALK, DON'T RUN Ventures, Dolton BLP 2003	9
14	19	AN EVENING WITH MIKE NICHOLS & ELAINE MAY Mercury OCM 2200	4
15	—	JOHNNY HORTON'S GREATEST HITS Columbia CL 1596	1
16	13	HIS HAND IN MINE Elvis Presley, RCA Victor LPM 2328	8
17	20	TEMPTATION Roger Williams, Kapp KL 1217	8
18	—	TENDERLOIN Original Cast, Capitol WAO 1492	4
19	—	BOBBY'S BIGGEST HITS Bobby Rydell, Cameo C 1009	1
20	24	NEVER ON SUNDAY Sound Track, United Artists UAL 4070	5

LP'S by CATEGORY

FOR WEEK ENDING
MARCH 4

Music From Exodus and Other Great Themes (M-S)
Mantovani...London LL 3231; PS 224
Opereffa 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 PERCUSSION, SOUND LP'S

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. 1 (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

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)
Martin Denny...Liberty LRP 3122
Taboo (S)
Arthur Lyman...Hi Fi SR 806

BEST SELLING INSTRUMENTAL & MOOD LP'S

Listed Alphabetically

Always (M)
Roger Williams...Kapp KL 1172
Chef 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
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
Jealousy (S)
Percy Faith...Columbia CS 8292
Last Date (M-S)
Lawrence Welk...Dot DLP 3350; DLP 25350

Let's Dance Again (S)
David Carroll...Mercury MS 20470
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

The Other Chet Atkins (M)
RCA Victor LPM 2175
'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
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

BEST SELLING JAZZ LP'S

Listed Alphabetically

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
Pete Fountain's New Orleans (M-S)
Coral CRL 57282; CRL 7-57282
Genius of Ray Charles (M)
Atlantic 1312
Like Love (M)
Andre Previn...Columbia CL 1437
Time Out (M)
Dave Brubeck...Columbia CL 1397
White Saffin (M-S)
George Shearing...Capitol P-8326; SP 8326

BEST SELLING CLASSICAL & SEMI-CLASSICAL LP'S

Listed Alphabetically

Brahms: Piano Concerto No. 2 (M-S)
Sviatoslav Richter, Chicago Ork...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
Grofe: Grand Canyon Suite (M-S)
Morton Gould...RCA Victor LM 2433; LSC 2433

Grofe: Grand Canyon Suite (M-S)
Philadelphia Orchestra (Ormandy)...Columbia ML 5286; MS 6003
Heart of the Piano Concerto (S)
Artur Rubenstein, Krips and Wallenstein, RCA Victor Sym. Ork., Chicago Sym. Ork. (Reiner), RCA Victor LSC 2495
Lanza Sings Caruso - Caruso Favorites (M-S)
Mario Lanza, Enrico Caruso...RCA Victor LM 2393; LSC 2393

Mario (M)
Mario Lanza...RCA Victor LM 2331
Mussorgsky: Pictures at an Exhibition (M)
Philadelphia Orchestra (Ormandy)...Columbia ML 4700
Puccini: Turandot (M-S)
Tebaldi, Nilsson, Bjoerling, Tozzi, Rome Opera House Orchestra (Leinsdorf)...RCA Victor LM 6149; LSC 6149

Rachmaninoff: Piano Concerto No. 2 (M-S)
Artur Rubinstein...RCA Victor LM 2068; LSC 2068
Rachmaninoff: Concerto No. 3 (M-S)
Van Cliburn...RCA Victor LM 2355; LSC 2355
Ravel: Bolero (M-S)
Morton Gould...RCA Victor LM 2345; LSC 2345

Respighi: Pines of Rome (S)
Phila. Orchestra (Ormandy)...Columbia MS 6001
Rodgers: Victory at Sea, Vol. I (M-S)
RCA Victor Symphony Orchestra (Ben-nett)...RCA Victor LM 2335; LSC 2335
Rodgers: Victory at Sea, Vol. II (M-S)
RCA Victor Symphony Orchestra (Ben-nett)...RCA Victor LM 2226; LSC 2226

Schumann: Concerto in A Minor (M-S)
Van Cliburn...RCA Victor LM 2455; LSC 2455
Sixty Years of Music America Loves Best, Vol. I (M)
Various Artists...RCA Victor LM 6074
Sixty Years of Music America Loves Best, Vol. II (M)
Various Artists...RCA Victor LM 6088

Tchaikovsky: 1812 Overture; Capriccio Italian (M-S)
Minneapolis Symphony Orchestra (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. Symphony Orchestra (Ormandy)...Columbia ML 4997

Tchaikovsky: Nutcracker Suite (M-S)
Boston Pops Orchestra (Fiedler)...RCA Victor LM 6803; LSC 6803
Tchaikovsky: Piano Concerto No. 1 (M-S)
Van Cliburn...RCA Victor LM 2251; LSC 2251
Wellington Victory, Leonore Overture No. 3, Opus 72A, Prometheus Overture, Opus 43 (S)
London Symphony Orchestra (Dorati)...Mercury LPS 9000

BEST SELLING TEEN BEAT LP'S

Listed Alphabetically

Encore (M)
Santo and Johnny...Canadian-American CALP 1002
Have Twangy Guitar, Will Travel (M)
Duane Eddy...Jamie J 3000
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
Twang's the Thang (M)
Duane Eddy...Jamie J 3009

Twist (M)
Chubby Checker...Parkway P 7001
Walk, Don't Run (M)
The Ventures...Dolton BLP 2003

BEST SELLING MISCELLANEOUS LP'S

Listed Alphabetically

RHYTHM & BLUES

Genius Hits the Road (M)
Ray Charles, ABC-Paramount ABC 335
12 Plus 3 Equals 15 Hits (M)
Assorted Artists...End LP 310

COUNTRY & WESTERN

He'll Have to Go (M)
Jim Reeves...RCA Victor LPM 2223

RELIGIOUS, SACRED & SPIRITUAL

His Hand in Mine (M)
Elvis Presley...RCA Victor LPM 2328
Hymns (M)
Tennessee Ernie Ford...Capitol T 756
The Lord's Prayer (M-S)
Mormon Tabernacle Choir...Columbia ML 5386; MS 6068
Nearer the Cross (M)
Tennessee Ernie Ford...Capitol T 1005
Sing a Hymn With Me (M)
Tennessee Ernie Ford...Capitol TAO 1332
Spirituals (M)
Tennessee Ernie Ford...Capitol T 818

KIDDIE

Alice in Wonderland (M)
Cyril Ritchard...Riverside 1406
Huckleberry Hound (M)
Sound Track...Colpix CP 202

BEST SELLING LOW PRICE LP'S

(List Price \$2.98 or less)

Listed Alphabetically

LOW PRICE POP

Back Street 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
Perry Como Sings Just for You (M)
Perry Como...Camden 440
Concerto Under the Stars (S)
101 Strings...Stereo Fidelity SF 6700
East of Suez (S)
101 Strings...Stereo Fidelity SF 11200
Ebb Tide (M-S)
Frank Chacksfield...Richmond 20078; S 30078
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 (S)
Camden 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 (S)
101 Strings...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

LOW PRICE SPECIALTY

Good Housekeeping Reducing Off the Record (M)
Harmony 7143

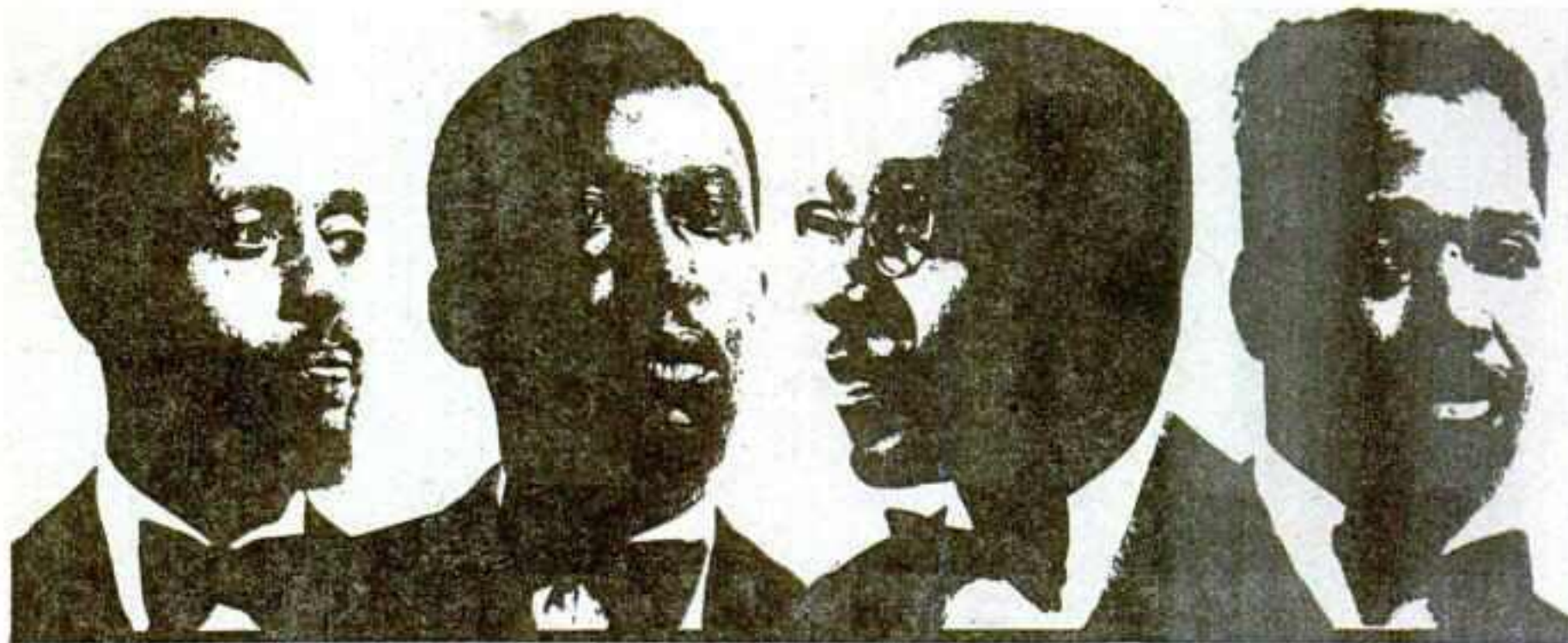
ALBUMS

Nine Weeks or Less

- 21 23 **BEST MUSIC ON/OFF CAMPUS** 3
Brothers Four, Columbia CL 1578
- 22 — **MAKE WAY** 1
Kingston Trio, Capitol T 1474
- 23 14 **THEME FROM "THE SUNDOWNERS"** 7
Billy Vaughn, Dot DLP 3349
- 24 — **CHET ATKINS' WORKSHOP** 1
RCA Victor LPM 2232
- 25 25 **I'VE GOT A RIGHT TO SING THE BLUES** 3
Eileen Farrell, Columbia CL 1465

STEREOPHONIC

This Week	Last Week	Title, Artist, Label and Number	Weeks on Charts
1	1	EXODUS Sound Track, RCA Victor LSO 1058	7
2	3	CALCUTTA Lawrence Welk, Dot DLP 25359	4
3	2	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL 7-4101	8
4	5	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAS 6122	6
5	4	CAMELOT Original Cast, Columbia KOS 2031	5
6	8	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol SW 1491	2
7	12	CHET ATKINS' WORKSHOP RCA Victor LSP 2232	3
8	7	UNSINKABLE MOLLY BROWN Original Cast, Capitol SWAO 1509	7
9	6	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CS 8374	2
10	10	SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller, Columbia CS 8211	6
11	—	TEMPTATION Roger Williams, Kapp KS 3217	5
12	14	CAMELOT (MUSIC FROM) Percy Faith Orch., Columbia CS 8370	4
13	15	ITALIAN FAVORITES Connie Francis, MGM SE 3791	7
14	11	MORE ITALIAN FAVORITES Connie Francis, MGM SE 3871	8
15	13	UNFORGETTABLE Dinah Washington, Mercury SR 60232	5



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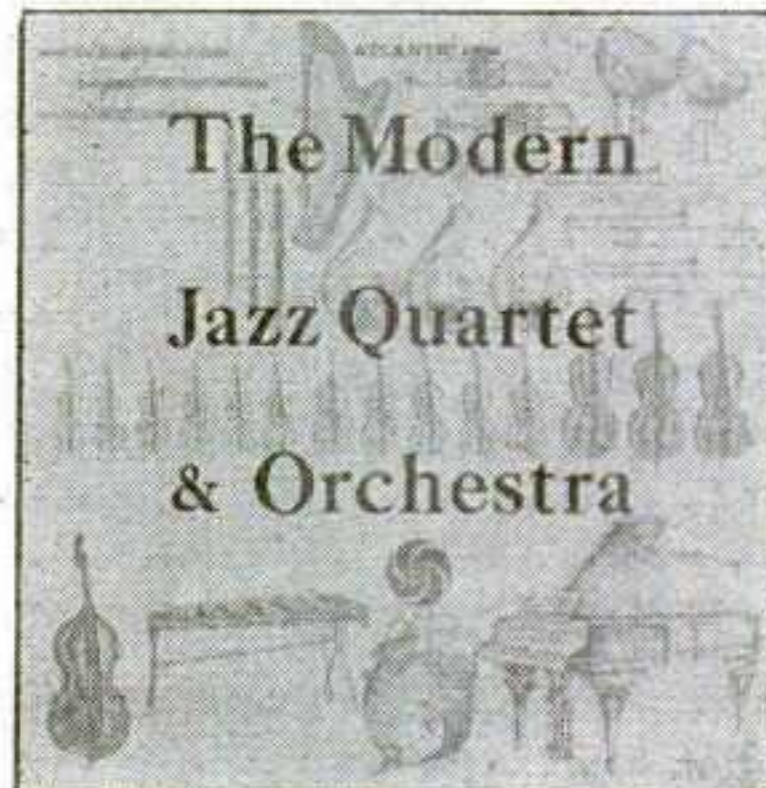
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ATLANTIC RECORDS

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SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

Pop

MR. LUCKY GOES LATIN



Henry Mancini. RCA Victor PM 2360—This should be another smash album for Henry Mancini, the composer of the "Mr. Lucky" TV music, as well as the "Peter Gunn" hit musical albums. On this new set Mancini puts the accent on the Latin beat, using "Mr. Lucky" tunes, for a rhythmic, sophisticated musical set, in the groove for either listening or dancing. Tunes include "Mr. Lucky," "Rain Drops in Rio," "Cow Bells and Coffee Beans" and "Speedy Gonzales." Mighty attractive wax, well recorded and bearing the suave Mancini touch.

A MARIO LANZA PROGRAM



RCA Victor LM 2454—The posthumous recordings of Mario Lanza are selling strongly and this should be no exception. Recorded in London at a concert in January 1958, the disk retains audience reaction during and after each number, and includes some of Lanza's spoken comments. The program includes several Italian opera arias and miniatures, but Lanza is most effective with such items as Victor Herbert's "Falling in Love With Someone," and two songs from Lanza films: "Because You're Mine" and "Seven Hills of Rome." Will sell strongly if displayed.

SAM COOKE



RCA Victor LPM 2293—The fine "Chain Gang" hit-maker scores with a highly diversified and exciting album on this set. Tunes take in many different facets of both the folk and the pop medium, what with such scintillating items as "Swing Low, Sweet Chariot," "Goin' Home," "Grandfather's Clock" and "They Call the Wind Maria." Besides these unusual sides, Cooke's chart-topping "Chain Gang" is also included.

LATIN PIANOS



Ferrante and Teicher with orchestra conducted by Don Costa, United Artists UAL 135—The duo piano team is hot right now in both singles and LP fields, and their latest album should enjoy similar success. The duo's tasteful piano work is spotlighted on a group of lushly arranged Latin tunes—"Amor," "La Cucachacha," "Tico Tico," etc.

Jazz

ART



Art Farmer. Argo LP 678—This solo trumpet performance by Jazztet co-leader Art Farmer, should prove to be a very potent item among the jazz buying public. Trumpeter Farmer does an amazingly intimate and feelingful job on a set of seven out-of-the-ordinary standards and one Golson original. With support from just a rhythm section, interpretations of "Goodbye Old Girl," "Younger Than Springtime" and "I'm a Fool to Want You" are exceedingly moving. This could be a big one for Farmer.

Classical

WAGNER: THE FLYING DUTCHMAN



German State Opera Berlin (Konwitschny). Angel 3616 CL (Stereo & Monaural)—This outstanding package has been available before only in monaural form. From the European Electrola catalog, via Angel, the splendid cast of Wunderlich, Schock, Frick, Sieglinde Wagner, Marianne Schech and the great Fischer-Dieskau now performs the legendary fable of the ship that could never come to port, in stirring, colorful style. Strong addition to the Wagner stereo catalog.

Novelties

SONGS MY MOTHER NEVER SANG



Homer and Jethro. RCA Victor LPM 2286—The zany pair turn out a whole new helping of their typical nonsense, with the help of a mixed vocal group. There are a couple of parodies, including "Among My Souvenirs," and the more current "Please Help Me, I'm Falling." Otherwise the titles range from "She Was Bitten on the Udder by an Adder," to "Don't Jump Off the Roof, Dad." Material is up to par for the duo and the package is set off by a caricature-styled cover.

POP LP'S

★★★★
STRONG SALES POTENTIAL

★★★★ **PARIS NIGHTLIFE**
Tony Murena and His Musette Orch. Mercury SRI 601 (Stereo & Monaural)—A de luxe book-fold package, with an eye-catching cover of an apache dance couple in action. This sets the tone on tasteful fashion for the music contained inside. The weeping, nostalgic accordion sound breathes the spirit of Paris and the Continent on tunes with such titles as "Comment Voulez Vous," "Je Te Tendrai Les Bras," etc. A handsome recording with plenty of mood.

★★★★ **A PORTRAIT OF CHRIS**
Atlantic 8046—A lovely new album by

Chris Connor, featuring the jazz thrush on a fine collection of tunes ranging from "Follow Me" (from Lerner & Loewe's "Camelot"), to "Alone Together," "Day in Day Out," "I'm Glad There Is You" and "Harlequin." Miss Connor sings them with her usual feeling and attractive style, aided much by arrangements by Jimmy Jones and Ronnie Ball. Another good album for her many fans. Album cover, a striking portrait of the thrush, should help sales.

(Continued on page 20)

WE'RE CHART-HAPPY!!*

LITTLE BOY SAD #55298

Johnny Burnette

BILLBOARD #25
CASHBOX #36

MUSIC REPORTER #23
MUSIC VENDOR #35

STAYIN' IN/MORE THAN I CAN SAY #55296

Bobby Vee

BILLBOARD #45
CASHBOX #40

MUSIC REPORTER #29
MUSIC VENDOR #24

RAM-BUNK-SHUSH DOLTON #32

The Ventures

BILLBOARD #32
CASHBOX #61

MUSIC REPORTER #25
MUSIC VENDOR #40

C & W ODDS AND ENDS #55302

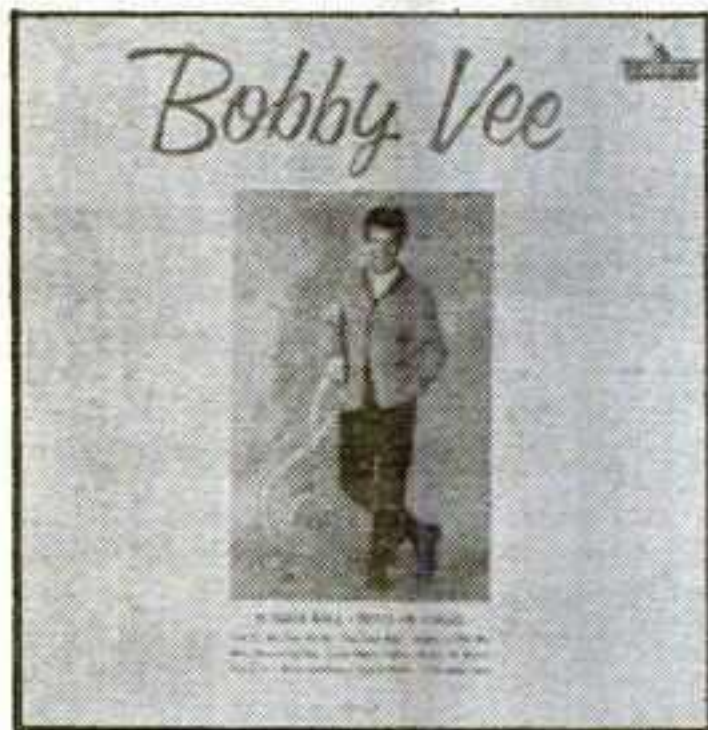
Warren Smith

BILLBOARD #18
CASHBOX #20

MUSIC REPORTER #41
MUSIC VENDOR #27

PLUS THESE PICKS: LING-TING-TONG Buddy Knox #55305...BILLBOARD, CASHBOX
100 LBS. OF CLAY Gene McDaniels #55308...CASHBOX C & W: SADNESS DONE COME Billy Strange #55307...MUSIC REPORTER

Hot sales...ready to hit charts!



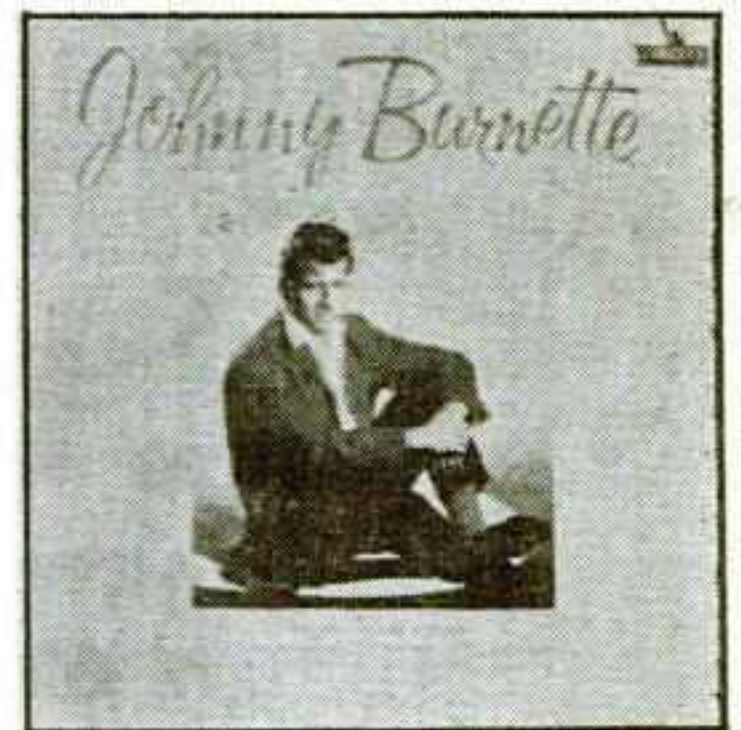
BOBBY VEE
LRP-3181/LST-7181
CASHBOX #47
MUSIC REPORTER #61
MUSIC VENDOR #58



WALK-DON'T RUN The Ventures
DOLTON BLP-2003/BST-8003
BILLBOARD #15
CASHBOX #34
MUSIC REPORTER #21
MUSIC VENDOR #20



THE VENTURES
DOLTON BLP-2004/BST-8004
CASHBOX #50
MUSIC REPORTER #63



JOHNNY BURNETTE
LRP-3183/LST-7183

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Matt Monro

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**• Reviews and Ratings of
New Albums**

• Continued from page 18

★★★★ ROCKAMBO
Perez Prado. RCA Victor LPM 2308—The newest Perez Prado collection is hitched to the Rockambo beat, which emphasizes the second and fourth counts. The result is a swinging brand of Latin music that is eminently danceable. Arrangements are superior and thus also make for good listening as well, as in the treatment of the old favorite, "Guadalajara," which becomes a showpiece for the percussion section. It should be a strong seller among Latin dance sets.

**★★★★ TALL TALES AND SHORT
TEMPERS**
Jim Reeves. RCA Victor LPM 2284—Reeves brings deep sincerity and feelingful phrasing to this collection of nostalgic folk tunes. The selections, many of which would make fine change-of-pace programming for pop jocks, include "Danny Boy," "The Wreck of the Number Nine," "The Streets of Laredo" and "That Silver-Haired Daddy of Mine."

**★★★★ MAGNIFICENT MOTION
PICTURE MUSIC**
Don Costa—Voices and Orchestra. United Artists UAL 3134—Don Costa's best-selling single, "Never on Sunday," is included in this spinnable package, along with his current single, "The Misfits," plus such poignant movie themes as "Third Man Theme," "Smile," "Moulin Rouge," etc. Lush, listenable mood music.

LOW PRICED POPULAR

★★★★ SO NICE
Johnny Desmond. Venice 1001 (Stereo & Monaural)—Desmond has seldom sounded better than on this new grouping of standards. He swings here with the help of some

top-notch swingin' band arrangements by Bill Holman and Johnny Richards. The tunes include, "All of You," "I Can't Get Started," "That Old Devil Moon" and "Small Hotel." The stereo, too, is well done on this excellent low price buy.

**★★★★ VENICE IN A SYMPHONY OF
STRINGS**
Symphony of Strings Orchestra (Verity) Venice 10010 (Stereo & Monaural)—A delightful mood recording, well cut for stereo. The set, which focuses on the sounds of Venice, is part of the new label's "Romantic Cities" series, and features "O Sole Mio," "Santa Lucia," "O Marie," "Isle of Capri," and others. James Verity is the conductor of the big, string-filled ork. Excellent mood fare for the \$2.98 tag.

★★★★ EXCURSIONS IN STEREO
Venise 10000 (Stereo & Monaural)—This new low-price stereo label gets off the ground with a sampler of assorted fine performances. "Exodus," by the Grieg McRitchie ork, and other tracks by the likes of Ginny Simms, Mel Torme, Johnny Desmond and June Hutton, along with a number of large string orks make for a varied package.

**★★★★ VIENNA IN A SYMPHONY OF
STRINGS**
The Symphony of Strings Orchestra (Verity). Venice 10008 (Stereo & Monaural)—A fine album from the new label that will appeal to the general music lover who enjoys the light classics. The tunes include all time favorites, from "Blue Danube" and "Artist's Life," to "Tales From the Vienna Woods," and the "Merry Widow Waltz." They are played sonorously by the Symphony of Strings, under James Verity, and the sound is good, too. Salable low price wax, especially for the racks.

★ ★ ★
MODERATE SALES POTENTIAL

LOW PRICED POPULAR

**★★★ WAIKIKI IN A SYMPHONY OF
STRINGS**
Symphony of Strings Orchestra (Verity). Venice 10011 (Stereo & Monaural)—Here's a melodic instrumental picture of Hawaii, featuring lush sweet-stringed arrangements of familiar Hawaiian tunes. Selections include "Aloha Ohe," "Hawaiian Wedding Song" and "Now Is the Hour." Fine wax for dreamy jock segs.

**★★★ THEME FROM EXODUS AND
OTHER GREAT FILMS**
Greig McRitchie Orchestra. Venice 10012 (Stereo & Monaural)—With the exception of the title tune, all of the themes in this package are from relatively old movies—"The Mood Is Blue," "Spellbound," "The Bells of Saint Mary's," etc. McRitchie's ork accords each item rich, full treatments.

**★★★ MADRID IN A SYMPHONY OF
STRINGS**
Symphony of Strings Orchestra (Verity). Venice 10006 (Stereo & Monaural)—Romantic Spanish themes are wrapped up in vividly expressive instrumental treatments by James Verity and the ork. The nostalgic tune line-up includes "La Paloma," "Estrellita," "Andalucia," and "Malguena." Nice jockey set for mood segs.

**★★★ DUBLIN IN A SYMPHONY OF
STRINGS**
The Symphony of Strings Orchestra. Venice 10009 (Stereo & Monaural)—A large ork under the direction of James Verity plays 14 Bill Holman arrangements of familiar Irish melodies on this LP. The wide range of strings, horns and woodwinds do a fine romantic job on the likes of "Sweet Rosie O'Grady," "Irish Washerwoman," "Londonderry Air," and "Molly Malone" to name just a few.

JAZZ LP'S

★ ★ ★ ★
STRONG SALES POTENTIAL

★★★★ SWINGA BILLYTY
Billy Maxted and His Manhattan Jazz Band. K & K KT 101—Billy Maxted's group, when it played at Nick's in Greenwich Village up to a couple of years ago, was strictly traditional. Some recent personnel changes have enabled Maxted to change styles, too, and his six piece combo now swings out with a variety of modern and original approaches, that will convince many that at least 20 musicians are required for the arrangements. A contemporary approach to jazz and blues is very effective and the Dixie beat is also used on occasion. Fine tracks are "Runnin' Wild," "Just a Closer Walk With Thee," "Milenberg Joys" and "Song of the Wanderer."

★★★★ JAZZ IS A KICK
Bob Brookmeyer. Mercury SR 60600 (Stereo & Monaural)—Brookmeyer's solid valve trombone solo technique is spotlighted in this listenable jazz package, featuring oldies ("Exactly Like You," "This Can't Be Love," etc.) and a few originals, including two penned by Brookmeyer. Brookmeyer also arranged all the sides. A tasteful package.

★★★★ AT THE BREAK OF DAY
Richard Otto and Sarah McLawler. Vee Jay LP 1030—The unusual jazz blend of

violin (Otto) and organ (Miss McLawler) is spotlighted here in a package of tastefully arranged and artfully performed standards, and originals. Tunes include "What's New," "Take the 'A' Train," and "Love Is Here to Stay."


★★★★ MJT PLUS 3
Various Artists. Vee Jay LP 3014—The MJT Plus 3, has been on the ascendancy since their emergence a bit more than a year ago. This latest LP should ensconce them even more solidly in modern jazz minds. Unusual but swingy originals and provocative arrangements of standards like "Love For Sale" should get them much jazz air play.

**LOW PRICED
JAZZ**

★★★★ SOUNDS OF NEW ORLEANS
Dixielands' Sixteen Top Stars. Venice 10014 (Stereo & Monaural)—Some top-flight jazz men are featured in this bouncy instrumental package of fine Dixieland. Selections include "Jazz Me Blues," "Farewell Blues," and "Alexander's Ragtime Band." Musicians include Eddie Miller, Nick Fatool, Bobby Hammack, George Van Eps, and Al Hendrickson.

(Continued on page 22)

**JOHNNY
TILLOTSON**
JIMMY'S GIRL
CADENCE 1391



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& THE IMPERIALS**
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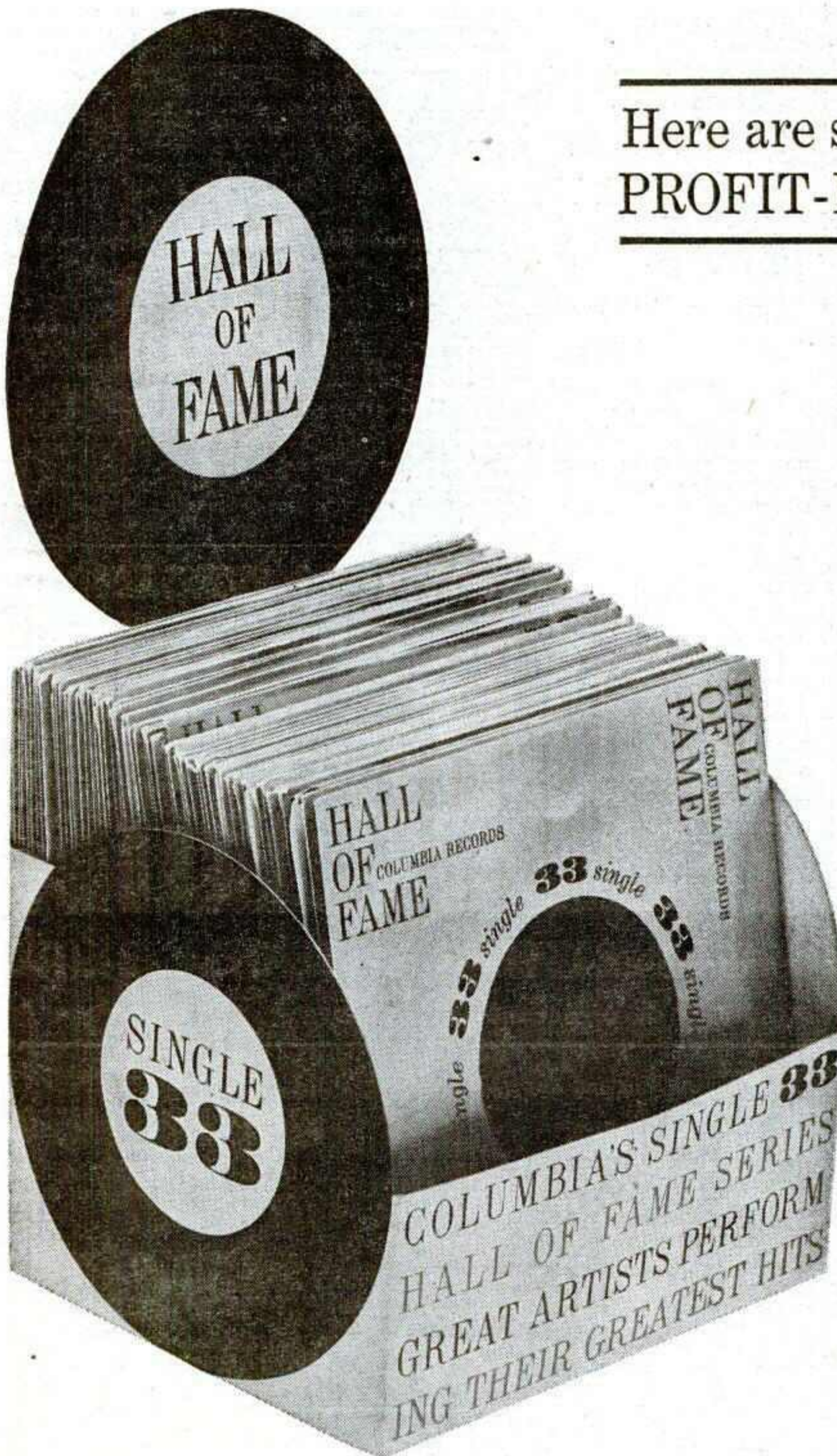
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Percy Faith

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The Theme from "A Summer Place"

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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING MARCH 5

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	1	CALCUTTA	By Gaze-Bradtko—Published by Pincus-Symphony House (ASCAP)	9
2	2	EXODUS THE EXODUS SONG (This Land Is Mine)	By Gold—Published by Chappell (ASCAP) By Gold-Pat Boone—Published by Chappell (ASCAP)	13
3	7	PONY TIME	By D. Corvay-J. Berry—Published by Alan K (BMI)	5
4	10	WHEELS	By Torres-Stephens—Published by Dundee (BMI)	3
5	3	(WILL YOU LOVE ME) TOMORROW	By Carol King-Jerry Goeffin—Published by Aldon (BMI)	11
6	6	THERE'S A MOON OUT TONIGHT	By Striano-Luccisano-Gentile—Published by Rob-Ann (BMI)	5
7	15	DON'T WORRY (LIKE ALL THE OTHER TIMES)	By Marty Robbins—Published by Marty's (BMI)	3
8	4	SHOP AROUND	By Gordy-Robinson—Published by Jobbett (BMI)	9
9	13	WHERE THE BOYS ARE	By Greenfield-Sedaka—Published by Aldon (BMI)	5
10	12	DEDICATED TO THE ONE I LOVE	By Pauling-Bass—Published by Armo (BMI)	4
11	26	EBONY EYES	By J. D. Loudermilk—Published by Acuff-Rose (BMI)	2
12	14	BABY SITTIN' BOOGIE	By J. Parker—Published by Reis (BMI)	4
13	30	SURRENDER	By Pomus and Shuman—Published by Presley (BMI)	2
14	5	CALENDAR GIRL	By Greenfield-Sedaka—Published by Aldon (BMI)	8
15	16	GOOD TIME BABY	By Mann-Lowe-Appel—Published by Lowe (ASCAP)	2
16	11	WINGS OF A DOVE	By Bob Ferguson—Published by B Gee Music (BMI)	9
17	19	APACHE	By Lordan—Published by Regent (BMI)	2
18	8	WONDERLAND BY NIGHT	By Klaus Guenter Neumann-Lincoln Chase— Published by Roosevelt (BMI)	14
19	21	ANGEL ON MY SHOULDER	By Shelby Flint—Published by Sherman-DeVorzon (BMI)	2
20	9	EMOTIONS	By Mel Tillis and Ramsey Kearney—Published by Cedarwood (BMI)	7
21	23	SPANISH HARLEM	By Jerry Lieber Phil Spector—Published by Progressive-Trio (BMI)	2
22	—	YOU CAN HAVE HER	By Cook—Published by Big Billy (BMI)	1
23	22	ALL IN MY MIND	By Brown—Published by Figure (BMI)	5
24	17	ANGEL BABY	By Rose Hamlin—Published by Figure (BMI)	11
25	24	JIMMY'S GIRL	By Vance-Pockriss—Published by Skidmore (ASCAP)	2
26	20	THE STORY OF MY LOVE	By Paul Anka—Published by Spanka (BMI)	4
27	18	ARE YOU LONESOME TONIGHT	By Roy Turk-Lou Handman—Published by Bourne-Cromwell (ASCAP)	15
28	—	LITTLE BOY SAD	By Wayne Walker—Published by Cedarwood (BMI)	1
29	—	GEE WHIZ (LOOK AT HIS EYES)	By Thomas—Published by East (BMI)	1
30	—	WHAT A PRICE	By Maddux-Jessup-Domino—Published by Travis (BMI)	1

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- CALCUTTA** — Four Preps, Cap 4508; Werner Muller, Dec 31189; Vico Torriani, London 1965; Valiants, Col 41931; Lawrence Welk, Dot 16161.
- EXODUS**—Pat Boone, Dot 16176; Ferrante and Teicher, United Artists 274; Legends, Col 41949; Mantovani, London 1953; Medallion Strings, Medallion 602.
- PONY TIME** — Chubby Checker, Parkway 818; Don Corvay & the Goodtimers, Arnold 1002; Twi-Lites, King 5461.
- WHEELS**—Johnny Duncan, Leader 814; String-A-Longs, Warwick 603; Billy Vaughn, Dot 16174.
- (WILL YOU LOVE ME) TOMORROW**—Shirelles, Scepter 1211.
- THERE'S A MOON OUT TONIGHT**—Pat Boone, Dot 16176; Capris, Old Town 1094.
- DON'T WORRY (LIKE ALL THE OTHER TIMES)**—Tony Martin, Dot 16181; Marty Robbins, Col 41922.
- SHOP AROUND**—Miracles, Tamla 5403.
- WHERE THE BOYS ARE**—Connie Francis, MGM 12971.
- DEDICATED TO THE ONE I LOVE**—Five Royales, King 5453; June and Joy, Dot 16134; Shirelles, Scepter 1203.
- EBONY EYES**—Everly Brothers, Warner Bros. 5199.
- BABY SITTIN' BOGGIE** — Buzz Clifford, Col 41876.
- SURRENDER**—Elvis Presley, Vic 7850.
- CALENDAR GIRL**—Neil Sedaka, Vic 7829.
- GOOD TIME BABY**—Bobby Rydell, Cameo 186.
- WINGS OF A DOVE**—Paul Clayton, Monument 432; Ferlin Husky, Cap 4406; Kitty White, Dot 16157.
- APACHE**—Jorgen Ingmann, Ato 6184; Shadows, ABC-Paramount 10138.
- WONDERLAND BY NIGHT** — Anita Bryant, Carlton 537; Bert Kaempfert, Dec 31141; Louis Prima, Dot 16151.
- ANGEL ON MY SHOULDER**—Shelby Flint, Valiant WB 6001; Jerry Wallace, Challenge 59098.
- EMOTIONS** — Brenda Lee, Dec 31195; Don Reno/Red Smiley, King 579.
- SPANISH HARLEM**—Ben E. King, Ato 6185.
- YOU CAN HAVE HER** — Roy Hamilton, Epic 9434.
- ALL IN MY MIND**—Terri Anders, Chief 7027; Maxine Brown, Nomar 103; Linda Hopkins, Brunswick 55202; Bobby Marchan, Fire 1035; Dakota Staton, Cap 4512.
- ANGEL BABY**—Charles Brown, King 5439; Rosie and the Originals, Highland 500; Sandra Teen, Impact 4.
- JIMMY'S GIRL**—Johnny Tillotson, Cadence 1391; Mat Stevens, Cameo 172.
- THE STORY OF MY LOVE** — Paul Anka, ABC-Paramount 10168; Conway Twitty, MGM 12748.
- ARE YOU LONESOME TONIGHT**—Homer and Jethro, Vic 7825; Al Jolson, Dec 27043; Linda Lee, Shasta 146; Jaye P. Morgan, MGM 12752; Elvis Presley, Vic 7810; Mr. Saks, Le Camp 1900.
- LITTLE BOY SAD**—Johnny Burnette, Liberty 55298.
- GEE WHIZ (LOOK AT HIS EYES)** —Carla Thomas, Atlantic 2086.
- WHAT A PRICE**—Fats Domino, Imperial 5723.

Reviews and Ratings of New Albums

Continued from page 20

★ ★ ★
MODERATE SALES POTENTIAL

JAZZ

★★★ **THE BUD FREEMAN ALL-STARS FEATURING SHORTY BAKER**
Prestige - Swingville 2012—Two of the better swing era players, tenor saxist Bud Freeman and trumpeter Shorty Baker make an easy swinging team in front of a strong rhythm section on this set. It should appeal to swing-oriented jazz buyers. Both show a trap-like grasp of melodies and the improvisations that are to be done on them. Among the best are "S'posin'," "But Not for Me," "Love Me or Leave Me," and "Shorty's Blues."

★★★ **JAZZ IN THE GARDEN**
Teddy Charles Quartet, Warwick W 2033 ST—The final number of last summer's weekly jazz concerts co-sponsored by Metronome magazine and the Museum of Modern Art in New York, appears on

this LP by Teddy Charles. Unlike the first swing-Dixie album on Bethlehem, the Charles group is of the modern approach. Besides vibes player Charles, there's some fine Mal Waldron piano and tenor playing by Booker Ervin. Drummer Eddie Shaughnessy comes in for a bow too for his playing and composition: "Blues De Tambour."

★★★ **SMOOTH SAILING**
Arnett Cobb, Prestige 7184—Breathy and warm tenor solos by Arnett Cobb spark this album of soulful jazz. Featured, along with Cobb, are Buster Cooper on trombone, Austin Mitchell on organ, George Duvivier, bass, and Oslie Johnson on drums. It's a tasteful, tender and enjoyable brand of jazz they play here, in a return to the gospel influence and jazz roots. Tunes include the title song, an original, plus "Charmaine," and "I Don't Stand a Ghost of a Chance With You." Good wax here for the "soul" school.

CLASSICAL LP'S

★ ★ ★ ★
STRONG SALES POTENTIAL

★★★★ **BEETHOVEN: SONATA NO. 10 IN G MAJOR, OP. 96; VITALI: CHACONNE; BRAHMS: LULLABY; BRAHMS: HUNGARIAN DANCE NO. 11 IN D MINOR; MENDELSSOHN: ON WINGS OF SONG**
David Oistrakh (Violin), Monitor MC 204? — Oistrakh's performances of these works were available on a Columbia disk, deleted some time back. Their renewed availability will be welcomed. The violinist's mastery is shown in this recital of chamber and small-scaled works, with his beauty of tone emphasized in the Mendelssohn and Brahms. The familiar Vitali "Chaconne" and Beethoven's final violin sonata call for greater emotional and technical demands, to which Oistrakh proves fully equal.

LOW PRICED CLASSICAL
★★★★ **MUSSORGSKY: PICTURES AT AN EXHIBITION—A NIGHT ON BALD MOUNTAIN**
Vienna State Opera Orchestra (Golschmann), Vanguard SRV 117 SD (Stereo & Monaural)—This is another fine album in the label's low price Stereolab series. And it's a mighty good buy as performed here by the Vienna State Opera Orchestra under the direction of Valdimir Golschmann. The well-known works receive brisk interpretations and the stereo sound is excellent. Dealers and racks can move this item.

SPECIALTY LP'S

★ ★ ★ ★
STRONG SALES POTENTIAL

SOUND

★★★★ **NEW SHOWS IN TOWN—1961**
Medallion ML 7515 — This handsomely packaged, double-told LP should appeal to both sound bugs and show music fans. Good stereo sound and a wide assortment of percussion instruments (xylophones, marimba, bongos, triangle, chimes, etc.) are utilized effectively on melodic ork treatments of tunes from seven current (or recent) Broadway Shows — "Tenderloin," "Irma La Douce," "Do Re Mi," "The Unsinkable Molly Brown," "Wildcat," "Camelot" and "The Conquering Hero."

member You," "Varsity Drag," and "Harlem Nocturne." They are arranged to take full advantage of stereo sound. They are played forcefully by the orchestra, which should enable stereo fans to have a ball.

★★★★ **NAKED CITY**
Paul Phillips and his Band, Medallion ML 7517—This is a noteworthy new album in the label's "sound" series and one that will interest stereo and hi-fi fans. The music is arranged brightly for stereo and the orchestra shows off the rhythmic Joe Harnell arrangements via strong performances of the tunes. The songs include "Tenderly," "Harlem Nocturne," "Fever," and "Route 66," all arranged to show off sounds of the instruments and to test the stereo fan's equipment. Another set made to appeal to the many "sound" record buyers.

INTERNATIONAL
★★★★ **ONE WORLD IN SONG**
The Grail Singers, Spire SP 1001 — Folk songs from around the world are splendidly sung by this fine chorus of female voices. Included are representations of Israeli, Austrian, Chinese, French and Uganda, among other folk songs. The LP comes with a booklet that gives the lyrics of the songs, with English translation where called for. Appropriate accompaniment is also used for the songs.

★★★★ **MY FAIR LADY ON FIRE**
Medallion ML 7514 — This is one of the most unusual of the many "sound" albums released by the label, and one that should have solid appeal. It features the hit score of "My Fair Lady," arranged percussively for modern recording techniques. The interpretations of such well-known tunes as "Get Me to the Church on Time," "I Could Have Danced All Night," "With a Little Bit of Luck," etc., are bright and breezy and the performances are bubbly. The set is, of course, made for hi-fi bugs. A solid waxing could give the "Lady" score new attention.

★★★★ **BEHOLD THOU ART FAIR AND OTHER SONGS OF ISRAEL**
Netania Davrath, Vanguard VRS 9077—Netania Davrath is an Israeli singer with a lovely, clear and expressive voice, and she performs this collection of melodic Israeli song with warmth and tenderness. The songs are not the usual rousing Israeli tunes, but sincere and touching folk items, and they are perfect for the singer's expressive style. An album that will appeal to many Israeli music fanciers and folk fans as well. There is a translation into English of the tunes on the back liner.

★★★★ **IMPACT: BRASS**
Jim Tyler and Orchestra, Time S 2028 (Stereo & Monaural)—This is the second album in the series started by Jim Tyler a few months ago, and entitled "Pin Point Percussion." It is a fine follow-up, featuring vibrant, swinging arrangements of standard tunes played by a full ork. The tunes include "I'll Take Romance," "I Re-

★ ★ ★
MODERATE SALES POTENTIAL

SOUND

★★★★ **PERCUSSIVE PINEAPPLES**
Lani Royal with Diamond Head Band, Medallion ML 7516 (Stereo & Monaural)—The percussion principle has been applied to Hawaiian tunes with interesting results. Tuned bongo drums, conga drums and the usual Island-styled guitar playing are featured to good effect in arrangements on such tracks as "Beyond the Sea," "Hawaiian War Chant" and "Harbor Lights." Good liner notes for the stereo edition

(Continued on page 28)

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.

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Distributed in Canada by London Records

FOR WEEK ENDING MARCH 5

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 PONY TIME, CALCUTTA, THERE'S A MOON OUT TONIGHT, SURRENDER, DON'T WORRY (LIKE ALL THE OTHER TIMES), DEDICATED TO THE ONE I LOVE, WHERE THE BOYS ARE, SHOP AROUND, EBONY EYES, WHEELS, (WILL YOU LOVE ME) TOMORROW, BABY SITTING BOOGIE, GOOD TIME BABY, EXODUS, CALENDAR GIRL, EMOTIONS, WINGS OF A DOVE, SPANISH HARLEM, ALL IN MY MIND, APACHE, LITTLE BOY SAD, ANGEL ON MY SHOULDER, THE STORY OF MY LOVE, YOU CAN HAVE HER, JIMMY'S GIRL, GEE WHIZ (LOOK AT HIS EYES), WHAT A PRICE, WALK RIGHT BACK, THINK TWICE, ANGEL BABY, RAM-BUNK-SHUSH, UTOPIA, AIN'T THAT JUST LIKE A WOMAN.

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 NO ONE, LAZY RIVER, WONDERLAND BY NIGHT, WAIT A MINUTE, STAYIN' IN, (I WANNA) LOVE MY LIFE AWAY, PEPE, MY EMPTY ARMS, YOUR FRIENDS, WHEELS, HEARTS OF STONE, RUBBER BALL, ASIA MINOR, ONCE IN A WHILE, GHOST RIDERS IN THE SKY, HAVIN' FUN, FOR MY BABY, AT LAST, TEAR OF THE YEAR, I COUNT THE TEARS, CHERIE, C'EST SI BON, THERE SHE GOES, ONCE UPON A TIME, HAPPY BIRTHDAY BLUES, AGE FOR LOVE, WATUSI, I DON'T WANT TO CRY, ARE YOU LONESOME TONIGHT, PONY EXPRESS, WHAT WOULD I DO, WHEN I FALL IN LOVE, CORINNA, CORINNA, MOST BEAUTIFUL WORDS.

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 MODEL GIRL, GINNIE BELL, BYE, BYE, BABY, PLEASE LOVE ME FOREVER, TOUCHABLES, PONY TIME, TUNES OF GLORY, KEEP YOUR HANDS OFF OF HIM, TO BE LOVED (FOREVER), I DON'T KNOW WHY, LEAVE MY KITTEN ALONE, I PITY THE FOOL, HONKY TONK, PART II, YOU'RE THE BOSS, LET'S GO AGAIN (WHERE WE WENT LAST NIGHT), ORANGE BLOSSOM SPECIAL, LONELY MAN, A TEXAN AND A GIRL FROM MEXICO, JA-DA, DREAM BOY, IF I DIDN'T CARE, CERVEZA, TOP FORTY, NEWS, WEATHER & SPORTS, ALL OF EVERYTHING, LEAVE MY KITTEN ALONE, EXODUS SONG (THIS LAND IS MINE), BEWILDERED, WON'T BE LONG, MORE THAN I CAN SAY, TUNES OF GLORY, A LOVER'S QUESTION, CHERRY BERRY WINE, BATTLE OF GETTYSBURG.

& TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

1. LITTLE SAD EYES.....Castells, Era 3038
2. LITTLE MISS STUCKUP.....Playmates, Roulette 4322
3. TOMORROW IS A-COMIN'
.....Clyde McPhatter, Mercury 71783
4. SOME OF YOUR LOVIN'
.....Johnny Nash, ABC-Paramount 10181
5. I'M TIRED.....Ray Peterson, RCA Victor 7845
6. LONELY BLUE NIGHTS.....Rosie, Brunswick 55205
7. PORTRAIT OF MY LOVE
.....Steve Lawrence, United Artists 291
8. BUMBLE BOOGIE
.....B. Bumble and the Stingers, Rendezvous 140
9. HIDEAWAY.....Freddy King, Federal 12401
10. PLEDGE OF LOVE.....Curtis Lee, Dunes 2003
11. A NIGHT WITH DADDY G
.....Church Street Five, LeGrand 1004
12. HOLD IT.....James Brown's Band, King 5438
13. HEY, LOOK ME OVER.....Pete King Chorale, Kapp 367
14. WHAT ABOUT ME.....Don Gibson, RCA Victor 7841
15. COWBOY JIMMY JOE.....Lolita, Kapp 370
16. BANNED IN BOSTON.....Merv Griffin, Carlton 540
17. I'M JEALOUS.....Ike and Tina Turner, Sue 740
18. GREEN GRASS OF TEXAS.....The Texans, Infinity 001

TOP MARKET BREAKOUTS

NEW YORK

- YOU'RE THE BOSS
La Verna Baker and Jimmy Ricks, Atlantic
- PLEASE LOVE ME FOREVER,
Cathy Jean and the Roomates, Valmor
- WATUSI, Vibrations, Checker
- ONCE UPON A TIME,
Rochell and the Candles, Swingin'
- TUNES OF GLORY,
Cambridge Strings, London

CHICAGO

- WATUSI, Vibrations, Checker

LOS ANGELES

- I PITY THE FOOL,
Bobby Bland, Duke
- ONCE UPON A TIME,
Rochell and the Candles, Swingin'
- WON'T BE LONG,
Aretha Franklin, Columbia
- BYE, BYE, BABY, Mary Wells, Motown

PHILADELPHIA

- TUNES OF GLORY,
Cambridge Strings, London

DETROIT

- LITTLE MISS STUCKUP,
Playmates, Roulette
- BUMBLE BOOGIE,
B. Bumble and the Stingers, Rendezvous
- I DON'T WANT TO CRY,
Chuck Jackson, Wand
- PLEASE LOVE ME FOREVER,
Cathy Jean and the Roomates, Valmor

- TO BE LOVED (FOREVER),
Pentagons, Donna

BOSTON

- TUNES OF GLORY,
Cambridge Strings, London
- DREAM BOY, Annette, Vista

CLEVELAND

- TUNES OF GLORY,
Cambridge Strings, London
- A TEXAN AND A GIRL FROM MEXICO, Anita Bryant, Carlton

BUFFALO

- HEY, LOOK ME OVER,
Pete King Chorale, Kapp
- PONY EXPRESS,
Danny and the Juniors, Swan
- HAPPY BIRTHDAY BLUES,
Kathy Young and the Innocents, Indigo
- ORANGE BLOSSOM SPECIAL
Billy Vaughn, Dot

SEATTLE

- DREAM BOY, Annette, Vista
- TUNES OF GLORY,
Mitch Miller, Columbia
- A TEXAN AND A GIRL FROM MEXICO, Anita Bryant, Carlton
- CERVEZA, Bert Kaempfert, Decca
- TOP FORTY, NEWS, WEATHER AND SPORTS, Mark Dinning, MGM

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the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

JIM REEVES



THE BLIZZARD (Red River, BMI) (3:24)—**DANNY BOY** (Boosey & Hawkes, ASCAP) (2:50)—Two fine sides by Jim Reeves that show off some soulful chanting. "The Blizzard" is a tale about a terrible blizzard delivered solidly by Reeves; second side is a folksy version of the standard done with great heart. **RCA Victor 7855**

PAUL ANKA



I'M JUST A FOOL ANYWAY (Spanka, BMI) (2:17)—**TONIGHT, MY LOYE, TONIGHT** (Spanka, BMI) (2:10) Here are two of Paul Anka's best sides in recent months. First is a bright new tune, and Anka is backed by a swinging arrangement. Second side is based on a classical melody, and lad sells it well. **ABC-Paramount 10194**

ERNE FREEMAN



SWAMP MEETING (Post, ASCAP) (2:35)—A wonderfully rhythmic, ragtime-ish effort is handed a sock performance by Freeman on piano, and the rousing side could become a real smash. Flip is "That's All" (Travis, BMI) (2:30). **Imperial 5732**

TENNESSEE ERNIE FORD



DARK AS A DUNGEON (American, BMI) (3:02)—Here's an impressive piece of material on the order of Ford's big smash "16 Tons." He sells the tale of a miner's life with feeling, and the backing is tasteful. Flip is "His Love (Makes the World Go Round)" (Central, BMI) (2:01) **Capitol 4531**

SONNY JAMES



APACHE (Regent, BMI) (2:47)—James scores here with the first vocal version of the current instrumental hit. It's also his initial outing for Victor. His personable warbling is excitingly abetted by propulsive tom-tom drumming. Flip is "Magnetism" (Sonny James, BMI) (2:11). **RCA Victor 7858**

THE ROLLERS



GOT MY EYE ON YOU (Westfield-Podolor, BMI) (2:25) **BONNEVILLE** (Airefield, Podolor, BMI) (1:45) — The Rollers are in the fine tradition of the Drifters and Coasters, and this catchy novelty might take them chartward. Horn-filled backing is a definite asset. Flip is a cute swingy rocker that has to do with autos and it also could move. **Liberty 55303**

JERRY LANDIS



PLAY ME A SAD SONG (Selma & R&S, BMI) (2:08)—Landis' wistful singing on this tune could have strong teen appeal. The pretty femme choral work in the background rounds out the fine side. Flip is "It Means a Lot to Them" (Selma & R&S, BMI) (2:11) **Warwick 619**

TITUS TURNER



WAY DOWN YONDER (Jay and Cee, BMI) (2:30)—Turner is hot on another label right now but here's a side from his earlier affiliation that can also go. It's a happy, rocking effort that packs plenty of excitement. Watch it. Flip is "Miss Rubberneck Jones" (Jay and Cee, BMI) (2:20). **King 5465**

JAMEE KER



SMACKSIE (Lion, BMI) (2:30)—A swinging happy organ waxing by James Booker that should be a solid follow-up to his recent hit "Gonzo." Flip is another instrumental, "Kinda Happy" (Lion, BMI) (2:13). **Peacock 1900**

RAY CHARLES



A BIT OF SOUL (Progressive, BMI) (2:16)—Here's a fine after-hours blues that features some of that soulful Ray Charles piano. This could be a good seller. Flip is "Early in the Mornin'" (Cherio, BMI) (2:43). **Atlantic 2094**

Country

FARON YOUNG



HELLO WALLS (Pamper, BMI) (2:22)—**CONGRATULATIONS** (Pamper, BMI) (2:25)—Two of Young's very best sides. In the first he weepingly sings of the four walls in his lonely room. Flip is a catchy rhythm number that's also a weeper. Two powerful sides and they both can go. Good pop potential as well. **Capitol 4533**

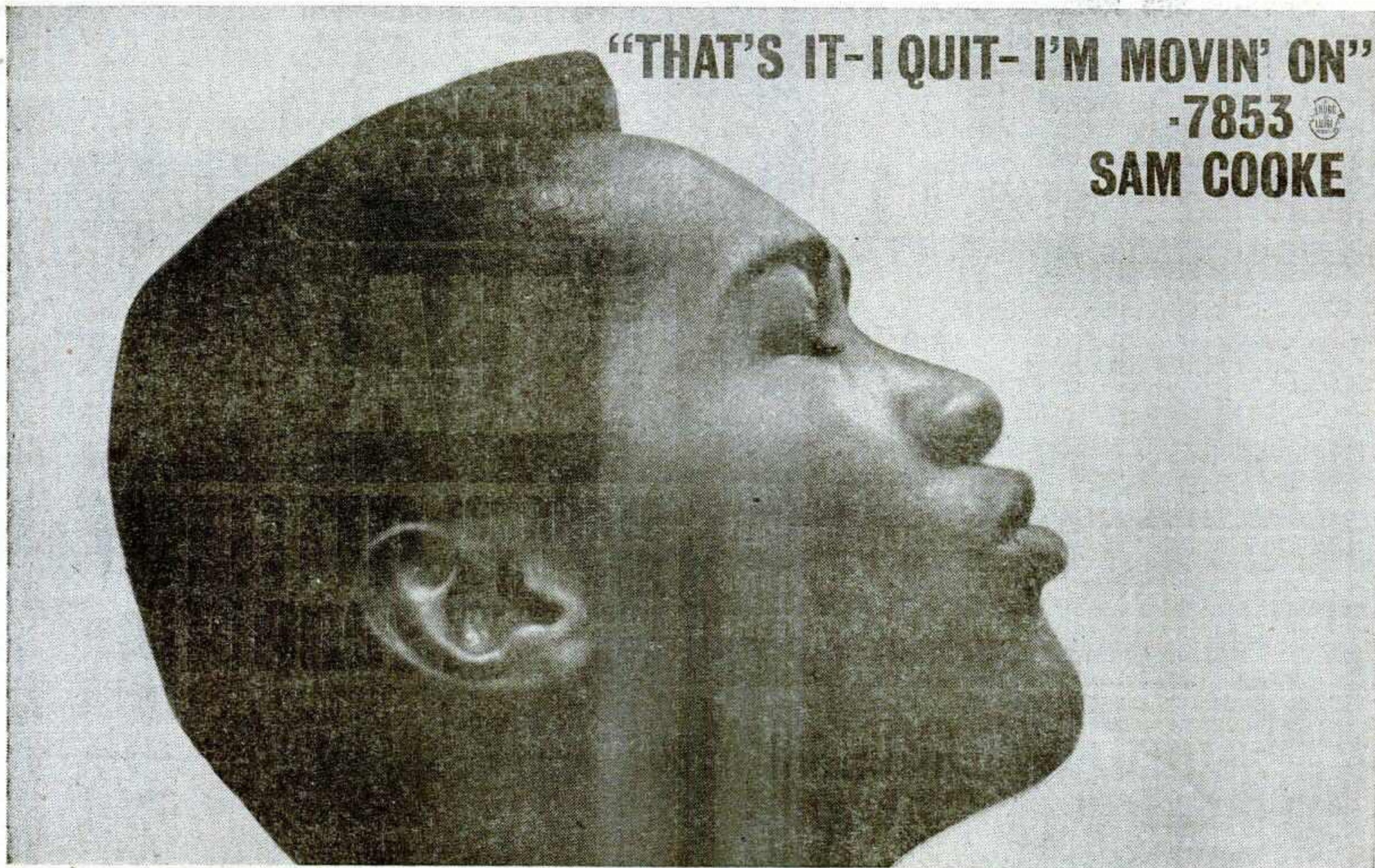
Rhythm & Blues

SONNY TERRY



DUPRE (Pru, BMI) (2:35)—Here's the fine back country harmonica blues specialist in a neat blues instrumental, built along the same lines as Chuck Willis' well-known "Betty and Dupre." It's relaxed and satisfying and it could go in both r.&b. and pop marts. Flip is "Hottin'" (Pru, BMI) (2:05). **Choice 15**

(Continued on page 27)



"THAT'S IT-I QUIT- I'M MOVIN' ON"

-7853



SAM COOKE

2 new ones from a couple of chart toppers



"ON THE REBOUND"

-7840

FLOYD CRAMER

RCA VICTOR
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**Ask your distributor
about Compact 33, the
newest idea in records!**

Reviews and Ratings of New Records

★★★★★
STRONG SALES POTENTIAL

Continued from page 25

POPULAR

BILLY STRANGE

★★★★★ **Where Your Arms Used to Be—LIBERTY 55307**—A powerful country weeper ballad side. Fine chanting by Strange in front of a "Last Date" piano figure and chorus. This can go. (Tree, BMI)

★★★★★ **Sadness Done Come**—A happy, bright, gospel-inspired side by Strange. Good material and an exciting piano and chorus pattern behind the good solo performance. Side has a chance. (Central, BMI)

EARL GRANT

★★★★★ **Ebb Tide**—DECCA 31222—Expressive organ and sax solo treatment of the dramatic old hit. Strong side. (Robbins, ASCAP) (2:20)

★★★★★ **Next Time**—Poignant ballad is handed a tender reading by Grant. Both sides are worth exposing. (Dov, ASCAP) (2:45)

GOLDIE HILL

★★★★★ **Loved and Lost**—DECCA 31221—Canary sings with heart and feeling on a plaintive weeper. Side has strong dual market appeal. (Cedarwood, BMI) (2:22)

★★★★★ **It's a Lovely, Lovely World**—A personable thrashing effort by the country canary on a bouncy pop-styled theme. This, too, is worth a hearing. (Acuff-Rose, BMI) (2:15)

BERNARD BYARS

★★★★★ **Sitting by the River**—END 1087—Bernard Byars sings the Lloyd Price tune in Lloyd Price style and he really goes, while the ork supports him in sock fashion. Side could be a big one if exposed. (Lloyd & Logan, BMI) (2:32)

★★★★★ **You're Gonna Miss Me**—The chanter sells another Lloyd Price swinger with a lot of charm, again aided by a sock ork backing. It, too, has a strong sound although the flip may have a slight edge. (Lloyd & Logan, BMI) (2:05)

SAM (THE MAN) TAYLOR

★★★★★ **Deacon's Hop**—SAVOY 1597—Tenor sax man Taylor rips through this blues with r.&b. authority. Side is in a medium tempo rock rhythm with group scat singing in the background. (Savoy, BMI)

★★★★★ **Deliver Me**—Slow tune opens with group singing. Taylor comes in for pungent solo work on this gospel-tinged side. (Time, BMI)

ETTA JONES

★★★★★ **That's All There Is to That—PRESTIGE 191**—Etta should get good action on this bluesy, rhythmic ballad on the chart performance of her "Don't Go to Strangers." Small combo assists. She handles it with ease. (2:05)

★★★★★ **Canadian Sunset**—The standard is taken at an easy-riding medium-tempo. The songstress gets a good rhythm feel to this swiager. Two strong sides here. (2:25)

KEELY SMITH

★★★★★ **La-Bou-Lay-A**—DOT 16182—Dramatic theme is wrapped up in rich thrashing stint with lush ork backing. (Newman, ASCAP) (3:15)

★★★★★ **Young in Years**—Pretty tune with teen-appeal lyrics is sung with feeling and flavor by gal. Both sides should pull plenty of play. (Sapphire, ASCAP) (2:50)

RAY CHARLES

★★★★★ **Let's Go**—IMPULSE 200—From Ray Charles' new jazz album comes this bright side featuring Charles on organ in a swinging Ralph Burns arrangement. Good wax for both the pop and jazz markets. (Tangerine, BMI) (2:39)

★★★★★ **One Mint Julep**—The old r.&b. hit is handed a strong performance here by Charles over sock big band support. Sparkling instrumental wax. (Progressive & Regent, BMI) (3:02)

DORSEY BURNETTE

★★★★★ **(It's No) Sin**—ERA 3041—This was once quite a hit for the Four Aces, and Burnette hands it sincere performance in this updating. Good chanting and arrangement could bring the tune back to hitdom. (Algonquin) (2:16)

★★★★★ **Hard Rock Mine**—A rockin' arrangement with good fiddle licks. Burnette gives it a lot of authority and the material is good. Side can get spins, too. (Bamboo, BMI) (2:29)

NICKEY DeMATTEO

★★★★★ **Right Now**—ABC-PARAMOUNT 10186—Personable chanting by lad on vitality-packed r.&r. item. Strong side. (Pamco, BMI) (2:27)

★★★★★ **Mirror, Mirror on the Wall**—Vervel rendition by youthful-sounding warbler and fem chorus on bouncy teen-appeal ditty. (Pamco, BMI) (2:13)

TONY BENNETT

★★★★★ **The Best Is Yet to Come**—COLUMBIA 41965 (33)—Another first-rate hunk of material is sung with zest by the chanter over sock support from the ork. A side that will have Bennett on deejay turntables from coast to coast for many months

★★★★★ **Marry Young**—Lovely tune by Carolyn Leigh and Cy Coleman receives a tender and meaningful performance from Bennett with Coleman conducting the ork. A side worth many, many spins.

THE VISIONS

★★★★★ **There'll Be No Next Time**—BRUNSWICK 55206—The Visions open this rockaballad with a talking intro, and then come through with a very pleasant performance of an attractive ballad. A good side for the market. (Merrimac, BMI)

★★★★★ **So Close**—The lads turn in another good reading here, this time of a medium tempo rocker. The lead singer on both sides has a good style. Flip is a bit stronger, however. (Merrimac, BMI)

MINA

★★★★★ **This World We Live In (Il Dieo In Una Stanza)**—TIME 1030—Italian thrush Mina sells this attractive ballad in warm style, over a big band backing that is most attractive. Disk could grab a lot of air play and could break out. (Leeds, ASCAP) (2:20)

★★★★★ **You're Tired of Me (Mi Vuoi Lasciar)**—The lass again turns in a warm and tender performance of a moving ballad, and the ork support is fine, too. Two listenable sides. (Leeds, ASCAP) (2:32)

THE ELEGANTS

★★★★★ **Spiral**—UNITED ARTISTS 295—Attractive rocker about a new dance in the current groove receives a first-rate vocal from the boys here, with the group backing the lead with cute expressions. Side has a lift that could carry it far. Watch it. (Atlantic, BMI) (2:25)

PHIL & HARV

★★★★★ **Darling (Please Bring Your Love)**—RAMPART 611—The duo sells a melodic rockaballad with style over triplet support from the band. Side is in the groove of some of the new rock and roll hits and this side could happen. It's worth watching. (Faro, BMI) (2:30)

★★★★★ **Friendship**—Phil and Harv have an unusual side here, a rocking reading of the Cole Porter hit of years ago, over a driving beat. Interesting wax. (Chappell, ASCAP) (2:21)

DEL SHANNON

★★★★★ **Runaway**—BIG TOP 3067—A folksy air is set to an interesting Latinish rocker beat. Shannon, a new chanter, hands it an exciting go. This has a sound and it could move. (Vicki-McLaughlin, BMI)

★★★★★ **Jody**—A slow "girl's name" ballad, done to a rippling piano and alto sax backing. Shannon again offers a good performance. (Vicki-McLaughlin, BMI)

CHARLEY TABOR

★★★★★ **Holiday in Heidelberg**—LONDON 1969—Charly Tabor, the "Wonderland By Night" trumpeter, expressively performs this new tune by the writer of "Wonderland By Night" Klaus Newmann. Tune is very attractive and style is so similar to the hit

LES BAXTER AND ORCHESTRA

★★★★★ **Follow Me**—CAPITOL 4523—One of the prettiest tunes from Lerner & Loewe's "Camelot" is played in mighty attractive fashion here by the Les Baxter crew, even to the triplets in the backing. A side that is worth spins and spins. (Chappell, ASCAP) (2:00)

★★★★★ **You're Far Away From Home and Angelina**—From the Broadway musical "Wildcat" come these two bright songs,

that this could get action. (Gil-Rex, BMI) (3:05)

★★★★★ **Angel Blues**—This tune was also penned by Newmann, and Tabor comes through with another impressive trumpet solo here, over rhythm and string support. Both sides have a chance in the market. (Peer, Int'l, BMI) (2:38)

BILLY AND LILLIE

★★★★★ **Aln't Comin' Back to You**—SWAN 4069—The couple rock along in merry style on this rhythm tune. The side is well arranged and the duo turn out a solid performance. Should be watched. It moves. (Claridge, ASCAP) (2:17)

★★★★★ **Bananas**—Here's a Latinish tune, about hungry Hanna from Havana. Flip has a better chance. (Conley, ASCAP) (2:07)

MITCH MANNING & HIS ORK

★★★★★ **Happy Motor Scooter**—EPIC 9436—Happy little theme is handed a jaunty instrumental treatment with an infectious tempo. Nice jockey side. (Dickson, ASCAP) (1:50)

★★★★★ **O Dio Mio**—Melodic instrumental treatment of a romantic theme. Spinnable. (Topper, ASCAP) (2:10)

AL KASHA

★★★★★ **Where There's a Will There's a Way**—BRUNSWICK 55207—Snappy rocker receives a very listenable vocal from Kasha on this spirited side. It has a beat and the chanter sells it with excitement. Side has a chance. (Merrimac, BMI) (2:03)

★★★★★ **My Arms, My Lips, My Heart**—Al Kasha sings his heart out on this sad tale of a rich young lady and her poor suitor. He can only give her love but it isn't enough. Strong performance. (Merrimac, BMI) (1:55)

BILL SNYDER AND DICK MANNING

★★★★★ **Cimarron**—ABC-PARAMOUNT 10196—Stirring ork treatment of an impressive title theme from new movie. Should pull plenty of play. (Robbins, ASCAP) (2:50)

★★★★★ **Hidden Valley**—Dramatic instrumental treatment of a pretty theme with non-lyric chorus on backing, and effective piano work. Merit's deejay exposure. (Topper, ASCAP) (2:40)

JIMMY DEAN

★★★★★ **Give Me Back My Heart**—COLUMBIA 41956 (33)—A neat hunk of chanting by Dean against a heavily accented rhythm, almost in martial tempo. He gets a good backing by the chorus. Spinnable wax for pop and country marts. Tune was written by Paul Anka.

★★★★★ **It's Been a Long, Long Time**—The memorable wartime ballad by Jule Styne and Sammy Cahn is given a sincere warbling job by the chanter against choral support. Good wax for jocks.

JULIUS La ROSA

★★★★★ **Let Your Lips Tell Me**—In front of a Latin beat La Rosa sings this bright plea for love. Chorus and fine ork backing embellish the side. (Wood, ASCAP) (2:55)

★★★★★ **Seventeen**—La Rosa swings into this new teen-age femme fatale with much zest. Vocal group does the backing. (Schaeffers, ASCAP) (2:37)

PING-PING

★★★★★ **Sucu Sucu**—KAPP 377—This European import sung in Spanish and with a Latin rhythm has had some success on the Continent and could do some scoring here. Ping-Ping does an infectious job on the vocal. (1:29)

★★★★★ **Maria Della Montana**—Flip is a Latin ballad that swings along nicely. Singer turns in a pleasing job while a small combo and vocal group liven the background. (Garland, ASCAP) (2:12)

BOB MOORE AND HIS ORK

★★★★★ **(Theme From) My Three Sons—MONUMENT 437**—From the TV show of the same name, comes this bouncy, bubbly instrumental, which bears some traces of "Calcutta." Non-lyric chorus is blended in neatly and the side merits plenty of play. Should be watched. (Don-Michael, BMI) (2:09)

★★★★★ **Mais Oui!**—Here's a pleasant Gallic-oriented tune, cut some time back in vocal form by Bob Beckham on Decca. This one is a nice, happy instrumental, that is also worthy of spins. (Leeds, ASCAP) (2:02)

★★★★★
MODERATE SALES POTENTIAL

played side by side here by the Les Baxter ork. This side, too, makes a fine one for good music programs. (Morris, ASCAP) (2:34)

BOB CREWE

★★★★★ **She's Only Wonderful**—WARWICK 616—Tender theme is sung with sincerity and poignance by Crewe. Both sides are from his LP "Crazy in the Heart." (Chappell, ASCAP)

★★★★★ **On the Street Where You Live**—Swinging backing on the great Lerner-Loewe standard with tasteful warbling by Crewe. Good jockey disk. (Chappell, ASCAP)

THE ROYALTONES

★★★★★ **Dixie Rock**—GOLDISC 3017—A fast-moving instrumental arrangement of "Dixie," done in rock-styled form. Piano, guitar and tenor take turns here. Side can grab spins. (Real Gone, BMI) (1:33)

★★★★★ **Royal Whirl**—The instrumental combo turns out a rhythmic piece, built on a duo-sax riff. Good rhythm side for the dancers. (Real Gone, BMI) (2:11)

THE CRESCENDOS

★★★★★ **Take My Heart**—GONE 5100—Another high-pitched femme voice makes its appearance here. The gal, in the style of Rosie and Kathy Young, offers a heartfelt ballad reading, which may get spins. (Gation, BMI) (2:25)

★★★★★ **My Heart's Desire**—The gal resorts to the crazy, high-pitched vocal gimmicks popular right now on this slow pleader ballad. The rest of the group lends choral support. (Gation, BMI)

JIMMY STEPHENS

★★★★★ **Love Dreams**—ELDO 112—A smart rhythm ditty, chanted in listenable style by Stephens. Tenor sax is used to answer the vocal phrases, with the rhythm in the guitar. (Eldorado-Kags, BMI) (1:55)

★★★★★ **Congratulations**—A slow and heavily accented rhythm is featured with Stephens getting a back-up assist by a thrush group. Piano triplets back the chanting job. Two spinnable sides. (Eldorado, BMI) (2:14)

THE LYDELLS

★★★★★ **There Goes the Boy**—PAM 103—Another boy loves his girl and she prefers the other boy more than the lad singing the song here. A good record with a good lead singer that could get action if exposed. (Robbins, ASCAP) (2:07)

★★★★★ **Talking to Myself**—Interesting hunk of material, in the Ivory Joe Hunter groove, receives a fair performance from the boys over strong backing by the large ork. (Maggie, BMI) (2:03)

THE DIALS

★★★★★ **No Hard Feelings**—HILL TOP 219—Feelingful reading lead singer and group on plaintive rockaballad. (Arnold, BMI) (2:28)

★★★★★ **Win Yourself a Lover**—Fervent chanting by lead singer on bouncy r.&r. ditty. Both sides are dual market wax. (Arnold, BMI) (2:30)

BOB AND SHIRLEY

★★★★★ **Your True Love**—BAND BOX 225—Lively rendition by Bob on bouncy Carl Perkins tune.

★★★★★ **Consideration**—Gentle theme is sung pleasantly by Bob with relaxed tempo.

THE BLUE FALCONS

★★★★★ **When You Were Sweet Sixteen**—BELMONT 4005—Gentle rocker-styled instrumental treatment of the oldie. Should pull play. (Alphan, ASCAP) (1:34)

★★★★★ **Run Like the Wind**—Catchy Latin theme is wrapped up in pleasant instrumental treatment. (Hit & Alphan, ASCAP) (2:09)

THE HI BROWS

★★★★★ **Rockin' the Boat**—WREN 111—The familiar "Row, Row, Row Your Boat" gets a rocking touch with a blues feel by the tenor sax, organ, guitar combo. (1:50)

★★★★★ **Get Along**—With a barreling tenor sax out front and a pumping electric in back the Brows work over an instrumental blues in medium tempo. (Myra) (2:15)

(NAT) LOVE

★★★★★ **I'm Lonely and Blue**—ALKI 161—Ordinary rockaballad is lifted out of the ordinary by a strong vocal by the chanter, over typical triplet and rhythm support. (Alki, BMI) (2:00)

★★★★★ **Deliver Me**—Nat Love performs this rocker with spirit aided by a bright rhythm combo. Good new artist here. (Alki, BMI) (2:12)

EARL BOSTIC

★★★★★ **That Old Black Magic**—KING 5454—With a Latin touch, the fine alto sax man, leans into a strong instrumental reading of the standard. (Famous, ASCAP) (2:47)

★★★★★ **Full Moon and Empty Arms**—An unusual disk for Bostic here. The usually fiery altoist plays the ballad soft and straight. A small ork accompanies his instrumental playing. (Barton, ASCAP) (2:28)

ANDY ROSE

★★★★★ **I'm Right Behind You**—CORAL 62254—Andy Rose comes through with a strong performance on a bright rocker, aided by a stylish arrangement with rhythms and strings. Side could pull some coins. (Starfire, BMI) (2:14)

★★★★★ **I Can't Forget You**—The chanter turns in a good vocal hear on a tearful rockaballad that has a good lyric and a listenable melody. Both sides are impressive. (Starfire, BMI) (2:43)

LENNY AND THE THUNDERTONES

★★★★★ **Street Beat**—DOT 16177—Guitar is out front on this slow instrumental blues by Lenny and the group. (Bridgeport, BMI) (2:23)

★★★★★ **Happy Little Jug**—"Little Brown Jug" gets a slow start, then goes to a medium-tempo swinging instrumental by the group. (Brideport, BMI) (2:10)

JESS CONRAD

★★★★★ **Mystery Girl**—LONDON 1967—The American debut for this English lad is a bouncy little tune about the lass he hasn't met. Fiddles and chorus embellish the background. (Brakenbury, BMI) (2:21)

★★★★★ **Just the Two of Us**—Quick-stepping rocker is given the whisper treatment on the flip by Jess. Jumping combo and vocal chorus assist. (Brakenbury, BMI) (2:02)

DAVE ROMAIN

★★★★★ **I Only Want a Buddy (Not a Sweetheart)**—DANLIN 7323—Happy instrumental performance of the old hit by Dave Romain and his golden violins. (M. M. Cole, BMI) (2:10)

★★★★★ **Teasin' Melody**—This familiar tune is also performed nicely by the instrumental group with the violins taking the lead almost throughout. Two very tasty sides. (Windy City, ASCAP) (2:17)

CLU GULAGER

★★★★★ **Billy's Love Song**—CAPITOL 4524—Clu Gulager, Billy the Kid on the TV series, "The Tall Man," debuts on wax with a dramatic reading of a story about Billy the Kid. Side could pull spins due to Gulager's TV tie-up. (Central Songs, BMI) (2:49)

★★★★★ **Chiquita Min**—On this side the actor comes through with a warm performance of the familiar "Cielito Linda," with a rocking beat behind him. Flip is stronger. (Central Songs, BMI) (2:29)

A RAM IN MEXICO

★★★★★ **Twilight Time**—ENSIGN 5001—Buck Ram, one of the composers of "Twilight Time" leads the swing-styled ork on this pretty version of the hit tune, with a pretty trumpet lead carrying the melody. A mighty spinnable side. (Porgie, BMI) (2:40)

★★★★★ **Josh-Ico**—This is a dressed version of "Joshua Fought the Battle of Jericho" and the swing crew plays it with a lift on the instrumental side. (Argo, BMI) (2:30)

CONNIE & THE CONES

★★★★★ **Take All the Kisses**—ROULETTE 4313—The juvenile thrush and the group do a nice job wrapping up this pledge of love in rockaballad form. (Queensberry & Conmar, BMI) (2:04)

★★★★★ **No Time for Tears**—The stiff-upper-lip advice is nicely read by young songstress in soft and sweet terms. (Queensberry & Conmar, BMI) (2:28)

ERROL VICTOR AND THE MEDALLION ORK

★★★★★ **Theme From "The Grass Is Greener"**—MEDALLION 603—This Coward theme gets a big string and ork sound from the Victor ork. Tune has a nice lift that should get it some play, especially on easy-listening programming. (Chappell, ASCAP) (2:37)

★★★★★ **Sundown**—The strings are joined by a large vocal group for this rolling ballad. (Southern, ASCAP) (2:29)

ORLIE

★★★★★ **New York Twist and Freeze**—BAND BOX 253—This starts with an interesting boogie blues figure in the piano with hand-clapping rhythm. The chanter has a high-pitched style as he details the dance variation on the Twist. (Band Box, ASCAP) (3:00)

★★★★★ **King Kong**—Country blues wax by Orlie with a nice roving Yancey bass figure in the guitar. Fine rhythm side with a novelty lyric. (Band Box, ASCAP) (3:00)

CHARLIE PARTEE

★★★★★ **Put Yourself in My Place**—CUB 9086—Partee pounds out this rocker in interesting style. He has the traits of a rocking Tommy Edwards. Side could get some interest. (Shalimar, BMI) (2:00)


★★★★★ **How Come**—An upbeat ballad is sung in handy style by the chanter with a fem chorus assist. (Shalimar, BMI) (2:29)

GRADY CHAPMAN

★★★★★ **I'll Never Question Your Love**—MERCURY 71771—A soft and devoted ballad is sung in a highly stylized manner by Chapman against a floating femme chorus. Nice arrangement. (Teri-Tulip, ASCAP) (2:08)

(Continued on page 37)

CHARLIE McCOY
CHERRY BERRY
WINE
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• **Reviews and Ratings of New Albums**

• *Continued from page 22*

also are used for mono, and could confuse the uninitiated with references to what should come out of each speaker.

*** **BOB PRESCOTT PRESENTS CARTOONS IN STEREO**
 Audio DFS 7008 (Stereo & Monaural)—This LP should appeal to comedy LP fans as well as sound bugs. Twenty-two different brief gags are featured, each one with a sound-type gimmick as the pay-off. For example, there are artillery range shots with the last shot boomeranging back to explode on the speaker where it originated, etc.

*** **CONCERT PERCUSSION FOR ORCHESTRA**
 Conducted by John Cage and Paul Price. Time S 8000 (Stereo & Monaural)—This album features percussion music composed by adventurous American and Cuban composers back in the 1930's and 1940's and most of them were pioneers in this type of work. The compositions here are by John Cage, Lou Harrison, William Russell, Henry Cowell, and Almado Roldan. Their works, even the composed two and three decades ago, are admirably suited for modern recording techniques, and the set is certain to appeal to many "sound" fans who can take this unusual music, and serious fans as well. Set is produced by composer Earle Brown, and conducted by Cage and Paul Price.

*** **ITALIAN GUITARS**
 Arranged and Conducted by Al Calola. Time S 2023 (Stereo & Monaural)—The alternately swinging and exotic sound of guitars, mandolins and accordion fill the stereo air of this new sound-type LP. Besides accordion and rhythm, four electric guitars, four Spanish guitars, and eight mandolins give a large and fulsome sound that's very effectively carried through the stereo speaker set-up. Tunes are varied to include the likes of "The Woodpecker Song," "Volare," "Toro," "Only Love Me," and "Arrivederci Roma."

LOW PRICED SOUND

*** **VANGUARD STEREO LAB TEST RECORD**
 Vanguard VSD 100 (Stereo & Monaural)—This is one of the better buys in a test record for checking the alignment and balance of a stereo sound system. One outstanding aspect provides spoken instructions for each test, in easy-to-understand language, so that even the least technical listener can use the record. Both sides are identical, presumably to permit recurring tests without necessity of replacing the disk.

INTERNATIONAL

*** **AN EVENING WITH THE RUMANIAN GYPSIES**
 Rumanian & Gypsy Ensembles of Bucharest. Bruno BR 50159—This is a gypsy album with a touch of Rumanian folk music with its Oriental flavor. But it is

mainly gypsy, with the type of violin work that has spread gypsy music around the world. In addition to the violin solos there are orchestral selections with members of the orchestra playing native instruments, and doing tender vocals. Recording is good and the set will appeal to lovers of gypsy music.

*** **THIS IS UKRAINE**
 National Ukrainian Ensemble of Bandura Players of Kiev. Bruno BR 50162—The folk songs of the Ukraine are played and sung by assorted native singers, choruses and musicians. The set should be of interest to dealers handling records in middle-European neighborhoods.

*** **MUSIC OF CHILE**
 Maria Luisa Buchino and Her Llameros. Monitor MFS 342 (Stereo & Monaural)—Here is material taken from the new world, by a label best known for its authentic European cultural contributions. There is still, however, much European influence in this song material from Chile. Guitars and the sound of the harp dominate the instrumentation, along with occasional flutes. Senorita Buchino sings the songs in a warm and devoted manner with occasional choral support. A colorful kind of music is given an invigorating treatment by the ensemble.

*** **MUSIC OF ARGENTINA**
 Maria Luisa Buchino and Her Llameros. Monitor MFS 343 (Stereo & Monaural)—These are not songs for dancing, but rather authentic Argentine popular and folk songs, sung by Maria Luisa Buchino with a small male group backing her. Local stringed instruments also are used and deliver the music in an attractive manner. The songs, in turn, are sad, humorous or romantic. Complete Spanish texts are enclosed. Fans of Latin-American music looking for something different will find this a unique package.

*** **MONTMARTRE LA NUIT**
 Germaine Montero with Orchestra conducted by Philippe-Gerard. Vanguard VRS 9082—These have the cynical yet romantic approach of the Parisian streets. They are sung with appropriate feeling by Germaine Montero, whose following here has taken on the semblance of a cult in recent years. Not possessed of a large or grand voice, the chanteuse yet injects considerable depths of emotion. The very Gallic repertoire should have appeal to many. There are a couple of surprises, too, such as a blues approach to "Sad Story of Jack the Ripper."

FOLK

*** **COMPATIBLE CALYPSO**
 Lord Melody. Cook 927—Infectious calypso sound here features a big unit with guitars, steel drums and horns. Lord Melody sings a flock of interesting calypso songs of the kind designed to entertain the American tourist in the Islands. He handles the material in good style but there are spots when the recording is on the muddy side, not up to the usual Cook standards.

*** **CALYPSO PARTY**
 Outstanding Calypso Artists. Art AIP & A—A bevy of the better known entertainers from Nassau, Bahamas, are to be heard in this authentic collection. Listeners can start by doing the energetic "limbo" dance and settle down later to relaxed hearing of such performers as Frankie Anderson, Mighty Panther, Calypso Mama and Lord Composer. Solid specialty merchandise, well recorded in Nassau.

SLOVAK FOLK SONGS AND DANCES

Slovak National Radio Folk Ensembles of Bratislava. Bruno BR 10167—A good recording, which captures much of the folk feeling of the colorful Slovaks. There are neatly programmed dances, instrumentals and vocal performances, both solo and choral in content. Another in the Bruno "Around the World" disk series, which can have appeal for collectors.

LATIN AMERICAN

*** **LET'S CHA CHA CHA**
 Ben, His Tumba and Orchestra. Mercury SR 60187 (Stereo & Monaural)—The European maestro serves up a danceable batch of Latin wax, which should appeal to terp fans. Selections include "Tea for Two Cha Cha," "Proque No," and "I Talk to the Trees Cha Cha." Quality Latin-tempo wax for jocks.

SACRED

*** **MORE GOSPEL QUARTET FAVORITES**
 Carl Story and His Rambling Mountaineers. Mercury MG 20584—There's much of the down-to-earth, grass roots revival feeling in this fine collection. The Carolinian Carl Story sings with his quartet such tunes as Hank Williams' "Are You Walking and A-Talking With the Lord," an original, "God Had a Son in Service," and "God Saved My Soul," by the Louvin Brothers, among others. Strong performances with the traditional five-string banjo backing. This can grab its share of the attention in competition with another new set, just issued.

BILLBOARD MUSIC WEEK
HOT C & W SIDES

FOR WEEK ENDING MARCH 5

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	5	5	8	DON'T WORRY (LIKE ALL THE OTHER TIMES), Marty Robbins, Columbia 41922	4
2	1	1	2	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	26
3	3	4	3	I MISSED ME, Jim Reeves, RCA Victor 7800	18
4	2	3	4	WINDOW UP ABOVE, George Jones, Mercury 71700	17
5	4	2	1	NORTH TO ALASKA, Johnny Horton, Columbia 41782	16
6	8	9	11	FOOLIN' AROUND, Buck Owens, Capitol 4496	5
7	10	8	10	LOVING YOU, Bob Gallion, Hickory 1130	14
8	6	6	5	MY LAST DATE (WITH YOU), Skeeter Davis, RCA Victor 7825	9
9	11	14	17	WALK OUT BACKWARD, Bill Anderson, Decca 31168	10
10	9	12	14	I'LL HAVE ANOTHER CUP OF COFFEE, Claude Gray, Mercury 71732	8
11	7	7	6	FALLEN ANGEL, Webb Pierce, Decca 31165	16
12	12	10	7	SWEET DREAMS, Don Gibson, RCA Victor 7805	14
13	13	11	9	I THINK I KNOW, Marion Worth, Columbia 41799	16
14	26	—	—	LET FORGIVENESS IN, Webb Pierce, Decca 31197	2
15	14	19	19	ONE STEP AHEAD OF MY PAST, Hank Locklin, RCA Victor 7813	9
16	17	22	26	OH LONESOME ME, Johnny Cash, Sun 355	4
17	15	13	15	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	19
18	18	—	—	ODDS & ENDS, Warren Smith, Liberty 55302	2
19	25	—	29	LOUISIANA MAN, Rusty & Doug, Hickory 1137	3
20	20	18	16	WANTING YOU, Jimmy Newman, MGM 12945	17
21	24	24	20	LAST DATE, Floyd Cramer, RCA Victor 7775	17
22	19	17	18	POLKA ON A BANJO, Lester Flatt & Earl Scruggs, Columbia 41786	13
23	22	—	—	I'D RATHER LOAN YOU OUT, Roy Drusky, Decca 31193	2
24	21	23	—	I WANT TO LIVE AGAIN, Rose Maddox, Capitol 4487	3
25	—	—	30	FACING THE WALL, Charlie Walker, Columbia 41820	2
26	16	15	13	EXCUSE ME, Buck Owens, Capitol 4412	24
27	—	—	27	KISSING MY PILLOW, Rose Maddox, Capitol 4487	3
28	23	27	—	IN MEMORY OF JOHNNY HORTON, Johnny Hardy, J&J 003	3
29	30	—	—	YOU MAKE ME LIVE AGAIN, Carl Smith, Columbia 41819	2
30	—	21	21	ALABAM, Cowboy Copas, Starday 501	34

Country and Western Hit Makers!

LOUVIN BROTHERS



"SCARED OF THE BLUES"
 b/w
"I LOVE YOU BEST OF ALL"

Allbritten-Sucher
 TALENT ASSOC.
 1717 West End Bldg.
 Nashville 1, Tenn.

Capitol RECORDS 4506

"SAD NEWS"
 by **BOBBY SHERIDAN**

S.A.M.C.
 Philips International
 Records

639 Madison
 Memphis, Tenn.

Wanda Jackson
"LITTLE CHARM BRACELET"
 Cap. 4520

CENTRAL SONGS, INC.
 6308 Sunset Blvd., Hollywood 28, Calif.
 Phone: Hollywood 1-9347

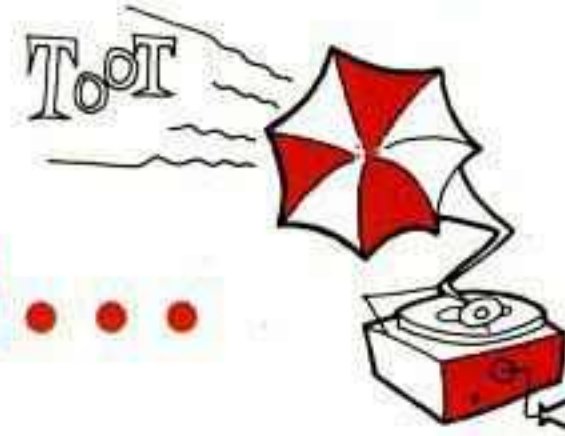
LATEST RELEASE
 Theme From
"CIMARRON"
 Featuring
 Bill Snyder and
 Dick Manning
 #10196

ABC-PARAMOUNT
 FULL COLOR FIDELITY

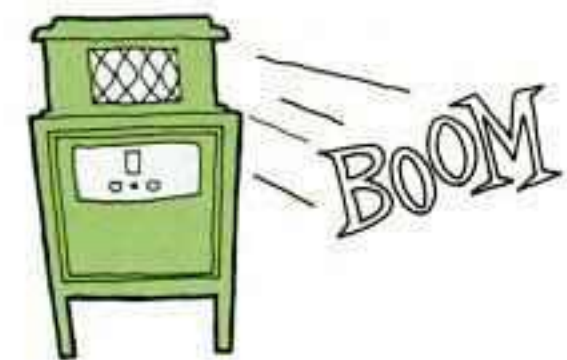
"TAKE ALL MY KISSES"
 by
CONNIE AND THE CONES
 R-4313
Roulette Records

1

st there was this...



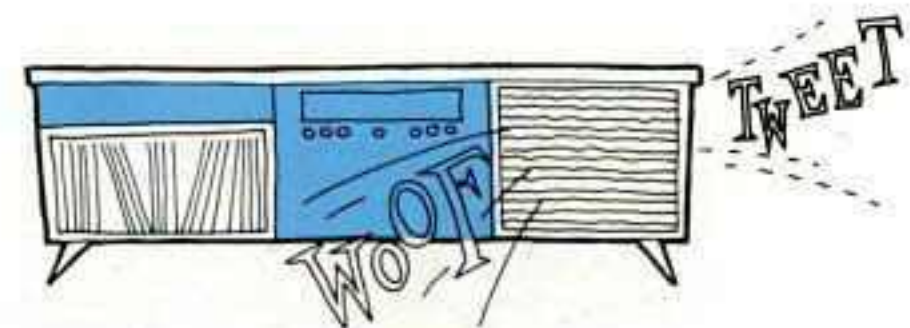
then this...



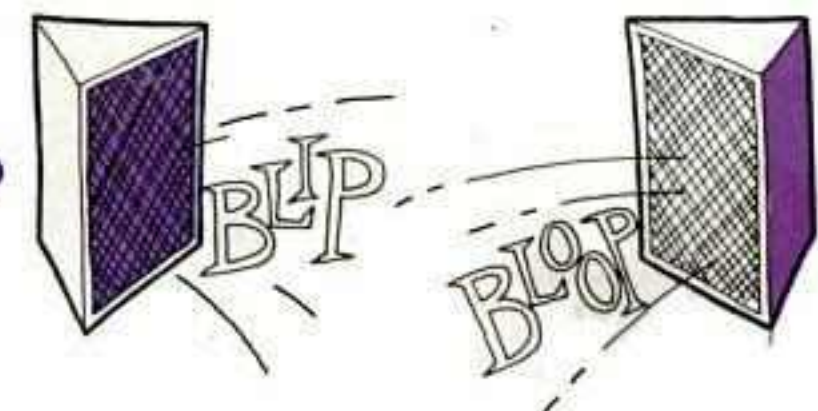
then this...



then this...



then this...



THEN
CAME
THE
REVOLUTION





the most significant achievement *in recording history*

Time marches on. And Mercury marches with it. There's been nothing like Perfect in recorded or recording history. With it, Mercury captures the whole, wide, wonderful and reproduces it with dazzling fidelity across the full orchestral range . . . from of the tuba to the uppermost sound plateaus of the strings. Lend an ear innovation in recording technique. It's a rich and new

NOW A GROWING library . . . all of

BIG SOUND
BIG NAMES
BIG LIBRARY

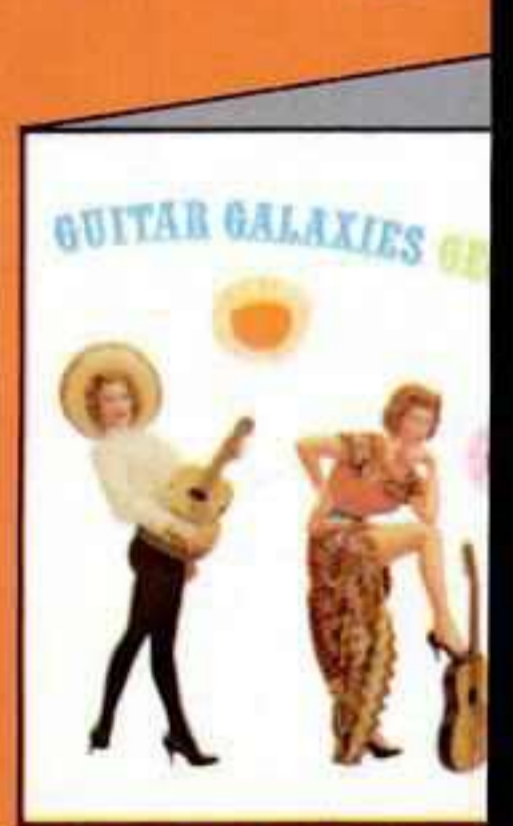
no one but MERCURY
has all three



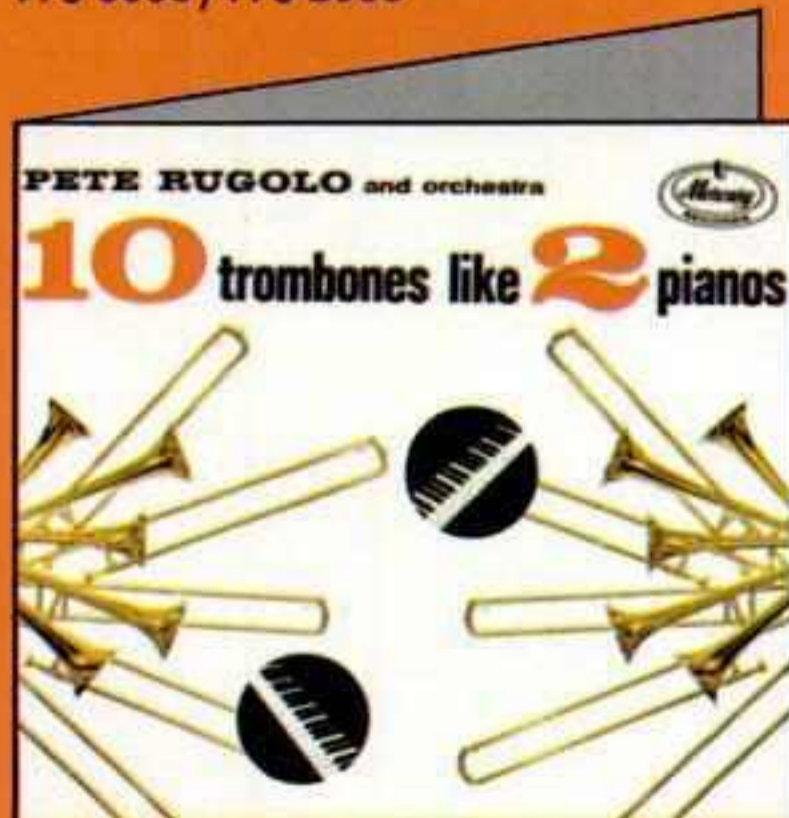
FREDERICK FENNEL*
PPS 6006 / PPS 2006



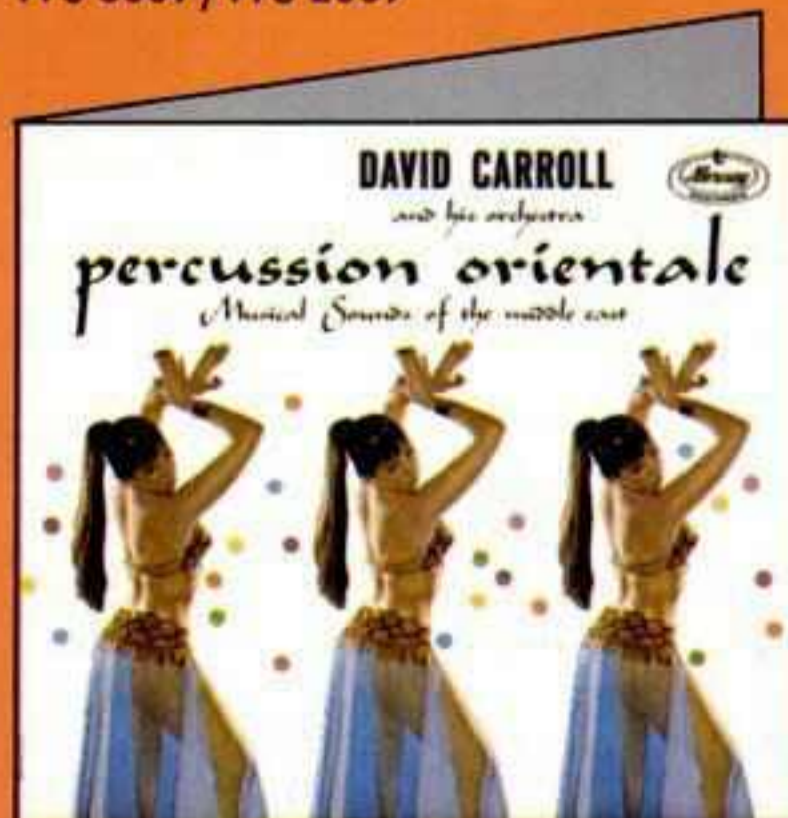
DIXIELAND LEFT AND RIGHT*
PPS 6009 / PPS 2009



GEORGE BARNES*
PPS 6011 / PPS 2011



PETE RUGOLO
PPS 6001 / PPS 2001



DAVID CARROLL
PPS 6002 / PPS 2002



XAVIER CUGAT
PPS 6003 / PPS 2003

PPS 6000 SERIES — STEREO
PPS 2000 SERIES — MONAURAL



VICTORY OF VITORIA, AFTER PAINTING BY J. M. WRIGHT



ment story

Presence Sound
world of sound
the deepest tones
this remarkable
ing experience.

WELLINGTON RIDES AGAIN! *and you can almost smell the gunpowder*

"Wellington's Victory" is so diabolically realistic that several people have suffered a mild case of shell shock on first hearing it.

The thunder of cannons, the clarion voice of bugles, the staccato of musket fire . . . all cascade off the surface of this superb Mercury record to fill the room with the stirring sounds of the holocaust that was Vitoria.

Listen to "Wellington's Victory" at your own risk. And stay under cover.

LPS 9000 / LPS 5000

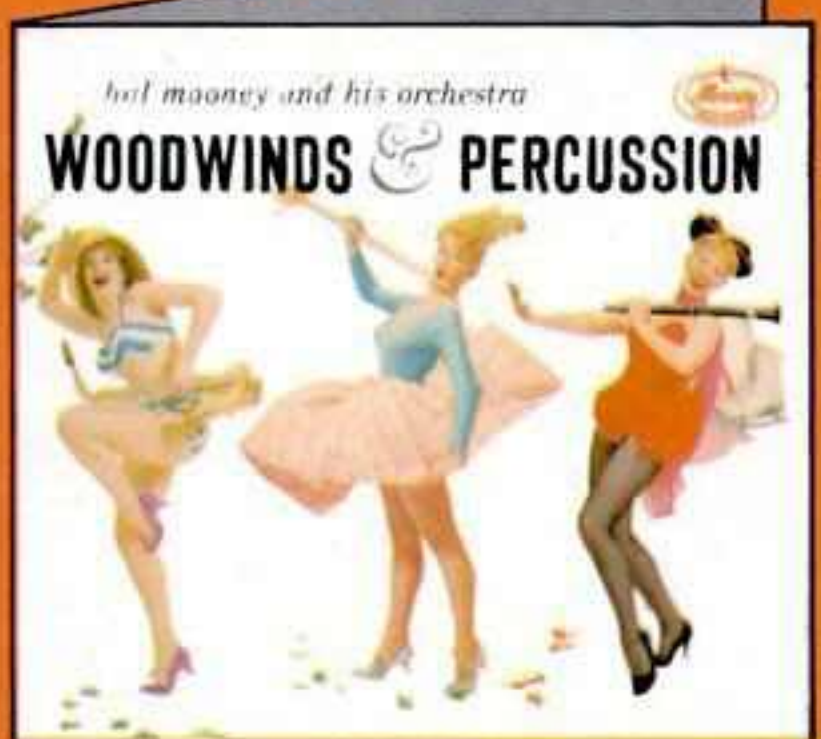
BEETHOVEN
WELLINGTON'S VICTORY

LEONORE OVERTURE NO. 3, OPUS 72A / PROMETHEUS OVERTURE, OPUS 43
ANTAL DORATI, LONDON SYMPHONY ORCHESTRA
TWO 8-POUND SMOOTH-BORE BRONZE CANNONS & 12-POUND HOWITZER,
FRENCH CHARLEVILLE-PATTERN MUSKETS & BRITISH BROWN BESS
MUSKETS, COURTESY U.S. MILITARY ACADEMY, WEST POINT, NEW YORK
CANNON & MUSKET FIRING UNDER THE DIRECTION OF GERALD C. STOWE BY THE
REACTIVATED CIVIL WAR UNIT, BATTERY B, 2ND NEW JERSEY LIGHT ARTILLERY
SPOKEN COMMENTARY BY DEEMS TAYLOR

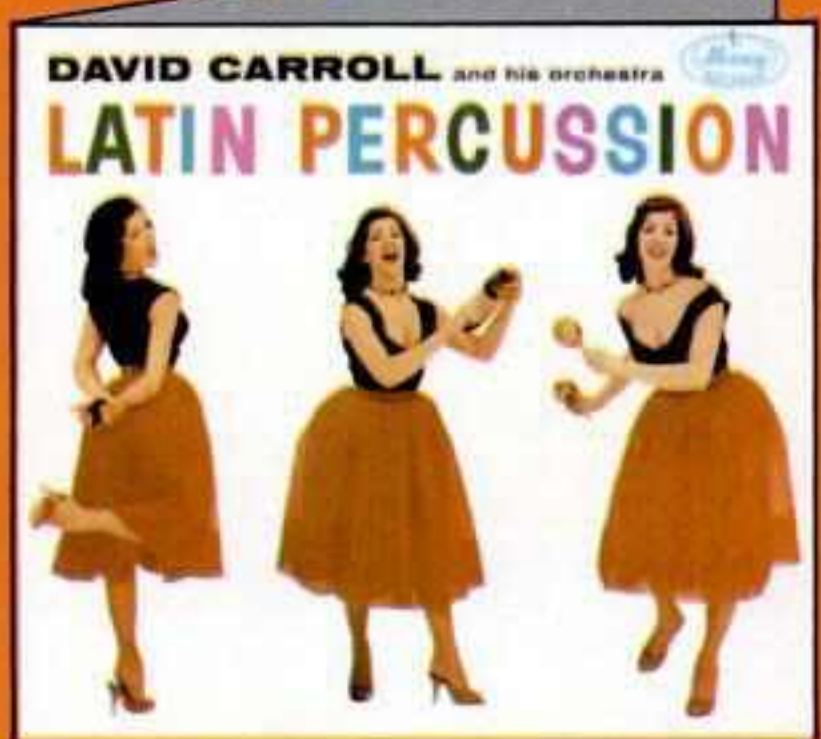
PERFECT PRESENCE SOUND!



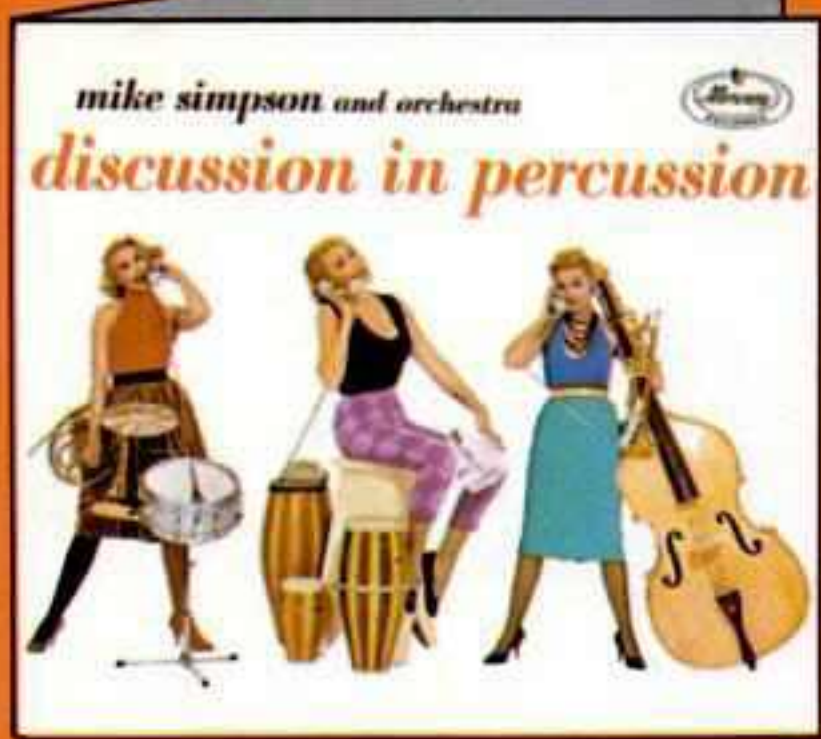
THE CLEBANOFF STRINGS*
PPS 6012 / PPS 2012



HAL MOONEY*
PPS 6013 / PPS 2013



DAVID CARROLL
PPS 6000 / PPS 2000



MIKE SIMPSON
PPS 6004 / PPS 2004



RICHARD HAYMAN
PPS 6005 / PPS 2005



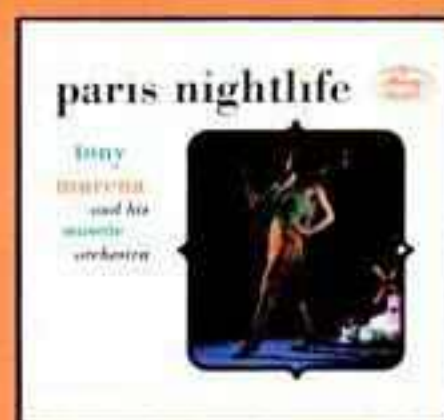
FREDERICK FENNEL
PPS 6007 / PPS 2007

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from ROCK to ROACH to RIGOLETTO

Talk about variety! Mercury's got it. And Mercury has the names, the sound and the packaging to go with it. Names like Roach and Jones and Benton. Sound like you've never heard before. Packaging like the striking album covers shown here. Whatever you want, Mercury's got it. So, get it!

Authentic Recording
from Paris, France



PARIS NIGHT LIFE
Tony Murena*
SRI 601 / MGI 201

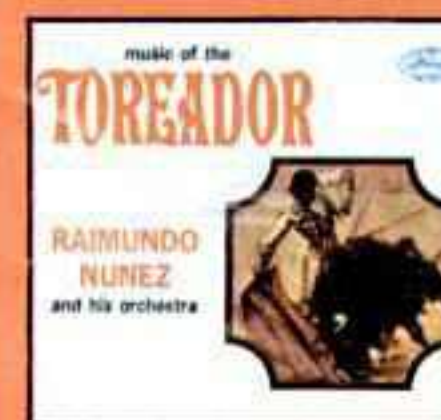


LET'S CHA CHA CHA*
SR 60187 / MG 20510



JAZZ IS A KICK
Bob Brookmeyer*
SR 60600 / MG 20600

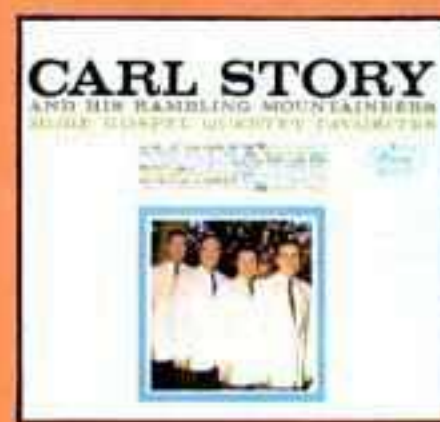
Authentic Recording
from Mexico



MUSIC OF THE TOREADOR
Raimundo Nunez
SRI 600 / MGI 200



**EDDY HOWARD'S
GOLDEN HITS*** MG 20562



**MORE GOSPEL QUARTET
FAVORITES** Carl Story*
MG 20584



SKATIN' WITH LAYTON
Eddie Layton*
SR 60258 / MG 20498



WAGNER Rienzi & Flying
Dutchman Overtures—Detroit
Sym., Paray *
SR 90232 / MG 50232



LUCIA EXCERPTS Scoto;
DiStefano; Bastianini*
SR 90261 / MG 50261



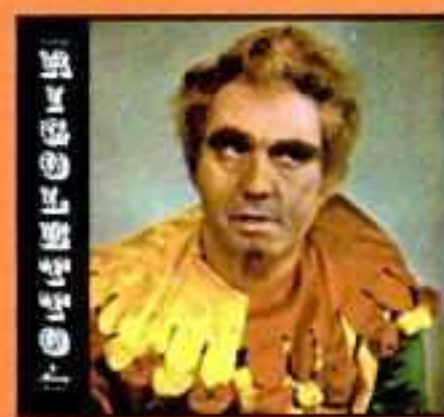
**THE COMPOSER AND HIS
ORCHESTRA VOL. 2** Eastman-
Rochester Orchestra, Hanson *
SR 90267 / MG 50267



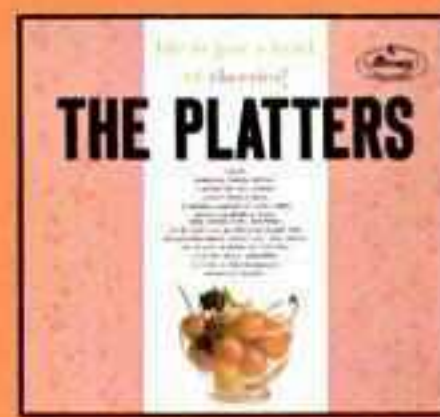
**ROSSINI: LA CAMBIALE DI
MATRIMONIO** Soloists,
Virtuosi di Roma, Fasano *
SR 2-9009 / OL2-109



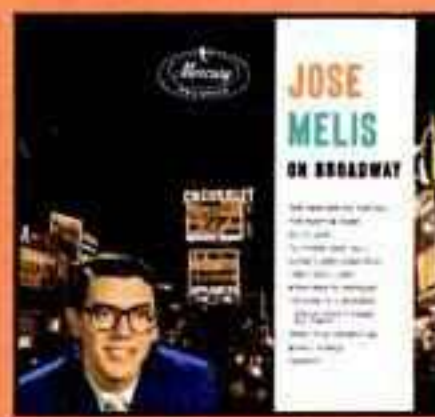
GOLDEN HITS Brook Benton
SR 60607 / MG 20607



RIGOLETTO Kraus, Bastianini,
Scoto, Vinco, Cossolto
SR 3-9012 / OL 3-112



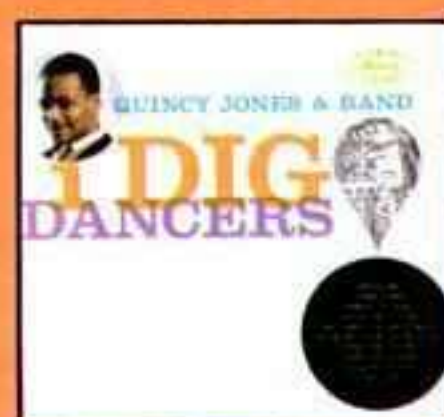
**LIFE IS JUST A BOWL OF
CHERRIES** The Platters
SR 60245 / MG 20589



JOSE MELIS ON BROADWAY
Jose Melis
SR 60610 / MG 20610



**MOON FACED AND STARRY
EYED** Max Roach Plus Four
SR 60215 / MG 20539



I DIG DANCERS Quincy Jones
SR 60612 / MG 20612



YOU 'N ME The Al Cohn-Zoot
Sims Quintet
SR 60606 / MG 20606



SR—STEREO
MG—MONAURAL *LATEST RELEASES

PRINTED IN U.S.A.

BILLBOARD MUSIC WEEK

HOT R & B SIDES

FOR WEEK ENDING MARCH 5

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1		SHOP AROUND, Miracles, Tamla 54034	12
2	2	3	3	ALL IN MY MIND, Maxine Brown, Nomar 102	6
3	4	16	29	PONY TIME, Chubby Checker, Parkway 818	4
4	3	2	2	(WILL YOU LOVE ME) TOMORROW, Shirelles, Scepter 1211	9
5	9	30		I DON'T WANT TO CRY, Chuck Jackson, Wand 106	3
6	5	4	4	AT LAST, Etta James, Argo 4003	7
7	13			WHAT A PRICE, Fats Domino, Imperial 5723	2
8	11			FOR MY BABY, Brook Benton, Mercury 71774	2
9	19	19	27	GEE WHIZ (LOOK AT HIS EYES), Carla Thomas, Atlantic 2086	4
10	20	20	17	CALCUTTA, Lawrence Welk, Dot 16161	5
11	18			THINK TWICE, Brook Benton, Mercury 71774	2
12	6	7	14	YOU CAN HAVE HER, Roy Hamilton, Epic 9434	4
13	8	18		BYE, BYE, BABY, Mary Wells, Motown 1003	8
14	7	27		WON'T BE LONG, Aretha Franklin, Columbia 41923	3
15	14	8	10	I PITY THE FOOL, Bobby Bland, Duke 332	4
16	26	5	6	ANGEL BABY, Rosie & the Originals, Highland 1011	7
17	16	6	8	EXODUS, Ferrante & Teicher, United Artists 274	10
18	12	11	20	THERE'S A MOON OUT TONIGHT, Capris, Old Town 1094	4
19	22	24		AIN'T THAT JUST LIKE A WOMAN, Fats Domino, Imperial 5723	3
20				DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203	1
21	17	10	13	THEM THAT GOT, Ray Charles, ABC-Paramount 10141	4
22	28			CALENDAR GIRL, Neil Sedaka, RCA Victor 7829	2
23	10	22		TEAR OF THE YEAR, Jackie Wilson, Brunswick 55201	3
24	27			MAGNIFICENT SEVEN, Al Caiola, United Artists 261	2
25	21	13	5	HOOCHIE COOCHIE COO, Hank Ballard and the Midnighters, King 5430	7
26	23	15	16	SPANISH HARLEM, Ben E. King, Atco 6185	6
27				APACHE, Jorgen Ingmann, Atco 6184	1
28	15	9	7	I COUNT THE TEARS, Drifters, Atlantic 2087	6
29	30			GEE WHIZ, Innocents, Indigo 111	4
30		12	11	WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141	11

Reviews and Ratings of New Records

Continued from page 27

★★★ *This, That 'n' the Other*—An up-beater which features sweeping fiddle licks against Chapman's spirited vocal. Listenable. (Lily, BMI) (2:05)

THE KALIN TWINS

★★★ *Momma-Poppa* — DECCA 31220 — The twins turn in a medium-beat ditty that has a rocking framework. It's a tribute to their chick and the side has fiddles and a hefty drum beat sound. Can get spins. (Aldon, BMI)

★★★ *You Mean Everything to Me*—Here's a ballad with a strongly accented beat which the boys handle for moderate effects. (Herb Reis, BMI) (2:10)

AL HIRT

★★★ *Elegie*—RCA VICTOR 7854—Romantic instrumental treatment of a dreamy p.d. theme with standout trumpet solo by Hirt. Both sides are prime jockey wax. (P.D.) (2:23)

★★★ *Janine*—Creamy trumpet work by Hirt on an interesting instrumental treatment of a lilting theme. Non-lyric chorus is heard on backing. (Hollis, BMI) (2:32)

JOHNNY WALSH

★★★ *Girl Machine* — WARNER BROS. 5196—He's gonna make himself a girl machine, a real live doll that will treat him better than all the live girls he knows. Pleasant item, with a good idea. (Olin, ASCAP) (2:02)

★★★ *Beautiful Obsession*—Big-styled ballad is sung with warmth by the chanter over large ork support from the Don Ralke crew. Flip is stronger. (Aut, ASCAP) (2:03)

SUE EVANS

★★★ *I Returned the Ring*—MADISON 148—Heartfelt thrushing on a plaintive rockballad. (Bayville, BMI) (2:09)

★★★ *Give Me Your Arm, Papa*—Emotion-packed rendition by the canary on a pleasant ballad. (Knollwood, ASCAP) (2:34)

BUDDY LAMP

★★★ *What More Can I Do*—GONE 5104 —A tender chanting stint on a feelingful rockballad. Both sides have dual market appeal. (Pri-Gan, BMI) (2:27)

★★★ *Good News*—Fervid warbling by Lamp on a catchy rhythm-rocker with gospel flavor. (Lloyd & Logan, BMI) (2:30)

BILL TORRIE

★★★ *Everything's Gonna Be All Right*—ABC - PARAMOUNT 10188 — Showmanly warbling by Torrie and chorus on a bouncy tune. (Draxon, BMI) (2:17)

★★★ *If You Let Me*—Exuberant chanting by the lad on an okay blues-styled tune. (Draxon, BMI) (2:39)

THE TRAIL BLAZERS

★★★ *Deserted Streets* — ABC - PARAMOUNT 10187—A relaxed instrumental side with bluesy flavor. Attractive jockey wax. (Samdix, BMI) (2:18)

★★★ *The Big Pony Express*—Solid piano solo work marks this raunchy-type instrumental side. Another spinnable item. (Pamco-Draxon, BMI) (2:33)

BOBBY D'FANO

★★★ *Rock'n Roll Skaters' Waltz* — PALLETTE 5073—Teen-appeal lyrics are paired with the old melody on an appealing vocal by D'Fano and young chorus. (Zodiac, BMI) (2:12)

★★★ *Little Lost Puppy*—Wistful chanting by the singer on an okay novelty-type ditty. (Zodiac, BMI) (1:58)

TOM O'NEIL

★★★ *Who's Sorry Now*—COLONIAL 7012 —The great standard receives an okay performance from the combo here with the harmonica lead playing the tune plaintively. (Mills, ASCAP) (2:32)

★★★ *Goergia on My Mind*—Same comment. (Peer Int'l, BMI) (2:38)

THE IVY THREE

★★★ *Nine Out of Ten*—SHELL 302—The Ivy Three turn in a very cute reading here of a piece of special material which tells about the boys versus the girls, with the girl's chorus answering the lads. (Saxon, BMI) (2:05)

★★★ *I Cried Enough for You*—Listenable rockballad is sung with feeling by the Trio on this heart-rending weeper about a broken love affair. Both sides are good and have a chance. (Saxon, BMI) (2:26)

THE FOUR COQUETTES

★★★ *Sparkle and Shine*—CAPITOL 4534 —A femme rhythm and blues group which has something of the sound of the Shirelles. The gals develop a personable harmony sound on the medium-beat rocker. (Lar-Bell, BMI) (1:51)

★★★ *In This World*—A slow and pensive r.&b. ballad by the gals, as they reflect at their luck at having their guy. Fair wax. (Lar-Bell, BMI) (2:40)

THE DERRINGERS

★★★ *True Love, True Love*—CAPITOL 4532—An older rock hit is revived for okay effects by the duo. The pair turn in some listenable harmony efforts against a piano background figure. (Brittany, BMI) (2:05)

★★★ *Sheree*—A tribute to a chick. It's a ballad in slow tempo by the duo and it's sung in fair fashion. (Tomm, BMI) (2:03)

DON JOHNSON

★★★ *They Had Love*—KING 5457—Johnson has some of the quality of Marty Robbins in this interesting material. It has a certain folkish quality with an answering femme chorus. Side has appeal and could get spins. (Tannen, BMI) (2:16)

★★★ *Initials in the Tree*—A ballad in which the chanter is looking back to happier times as he strolls past the tree with the lovers' initials. He sings it with feeling. (Tannen, BMI) (2:03)

BILL PHILLIPS

★★★ *Blues Are Settin' In* — COLUMBIA 41954 (33)—The chanter turns in a medium-rhythm weeper ballad. He's got a pleasant style with a lot of heart as he works in front of choral support. (Cedarwood, BMI) (2:41)

★★★ *Walk With Me, Baby*—A pleader is sung in good fashion by Phillips. Nice arrangement of the upbeater. (Cedarwood, BMI) (2:30)

BUDDY GRECO

★★★ *They Took John Away*—EPIC 9439—Folk-like tune has Greco singing the saga story of John's unfaithful wife. Tune follows the "Frankie and Johnny" format. (January, BMI) (2:25)

★★★ *I Could Write a Book*—The Rogers and Hart standard gets a hip medium-tempo reading from Greco with a swinging ork backing him up. Greco also plays some nice piano. (Chappell, ASCAP) (2:33)

CLYDE OTIS

★★★ *The Peanut Vendor*—MERCURY 71776—The old Latin item gets a lively instrumental interpretation from the Otis ork and chorus. Tune moves along nicely in a medium groove. (Marks, BMI) (2:30)

★★★ *Jungle Drums*—Flip could also add variety to easy-listening fare. Large ork and chorus Latinize the old standard instrumentally. (Marks, BMI) (2:05)

JOHNNY LOVE

★★★ *It's Too Early in the Game*—MERCURY 71756—Quick-moving Latin rocker has the boy out front singing nicely in something of a Sam Cooke style. Large ork and chorus assist fully. (Actual, BMI) (2:28)

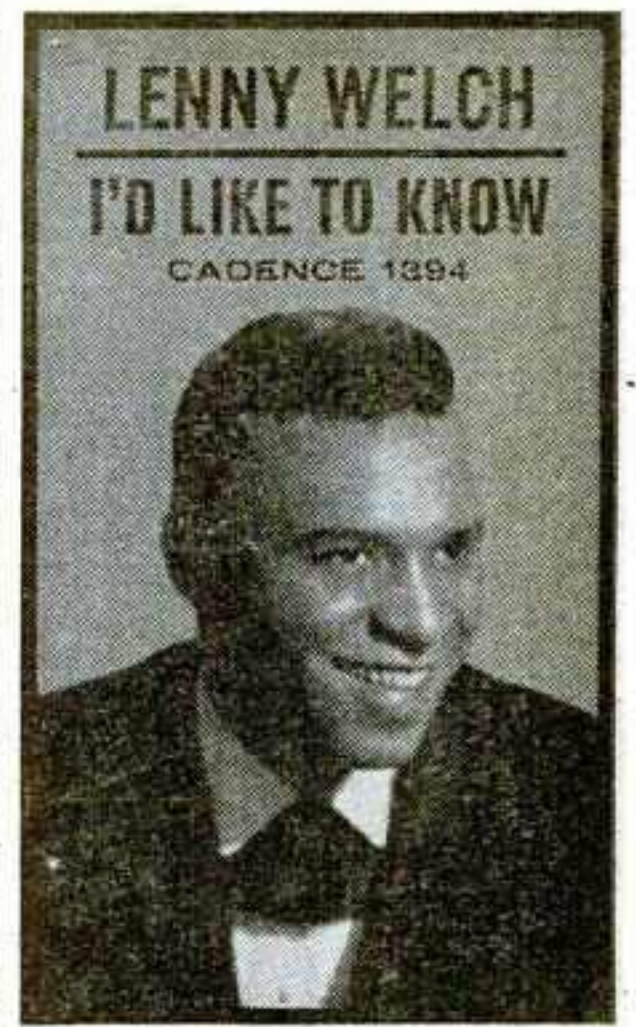
★★★ *Time and Time Again*—Ballad has a nice bounce, with Love handling the vocal authoritatively. Strings, ork and chorus add charm to the backing. (Brenda, BMI) (2:34)

BILLY WARD AND HIS DOMINOES

★★★ *That's How You Know You're Growing Old*—KING 5463—All about the perils of advancing age when it comes to love. Old-style stuff by the group which can find some favor among their fans. (Ward, BMI) (2:26)

★★★ *Lay It on the Line*—A blues by the boys is done in okay fashion. Has a dated sound in the arrangement. (Ward, BMI) (2:19)

(Continued on page 38)



LENNY WELCH
I'D LIKE TO KNOW
CADENCE 1294

Breaking for a National Hit!

"MY MIND'S MADE UP"

by THE RENOWNS
Everest 19396

EVEREST RECORDS
360 Lexington Ave., New York 17, N. Y.

Breaking for a Hit!

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RONNIE SAVOY

"AND THE HEAVENS CRIED"

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HEADING FOR A MILLION!

Fats Domino

AIN'T THAT JUST LIKE A WOMAN

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"EXODUS"

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EDDIE HARRIS

VeeJay #375

REDD FOX RELEASE

"WILD PARTY"

Redd Foxx

LP 804
EP 805—EP 806

REG. U.S. PAT. OFF.

"SOMEBODY'S GONNA MISS ME"

b/w

"Darlin', Dear"

LATTIMORE BROWN
excello 2196

"Petrol Blues"

b/w

"You Got Me Where You Want Me"

Lazy Lester
excello 2197

Little Jr. Parker's

"STAND BY ME"

Duke #330

from AMY . . . ANOTHER ORIGINAL SMASH!

"STAR-CROSSED LOVERS"

EDDY & TEDDY
Mala #430

AMY RECORDS • 1650 Broadway, N.Y.C.

• **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
1. EXODUS (Chappell)	1	14
2. CALCUTTA (Pincus-Symphony House)	2	9
3. WONDERLAND BY NIGHT (Roosevelt)	3	12
4. THEME FROM THE APARTMENT (Mills)	4	32
5. ARE YOU LONESOME TONIGHT (Bourne-Cromwell)	6	13
6. LAST DATE (Acuff-Rose)	5	16
7. NORTH TO ALASKA (Robbins)	7	10
8. HEY, LOOK ME OVER (Morris)	8	5
9. CALENDAR GIRL (Aldon)	9	4
10. WHEELS (Dundee)	10	2
11. WINGS OF A DOVE (Gee Music)	—	1
12. MISTY (Octave)	13	37
13. SECOND TIME AROUND (Miller)	—	1
14. A THOUSAND STARS (Bryden)	15	9
15. WHERE THE BOYS ARE (Aldon)	—	1

• **Reviews and Ratings of New Records**

• *Continued from page 37*

SYLVIA SAYNT

★★★ *It's So Wonderful* — COLUMBIA 41961 (33)—Here's a gal who is much in the style of Dinah Washington as she sings this thoughtful ballad. Nicely handled vocal performance. (Wood, ASCAP) (2:09)

★★ *You've Got an Awful Lot to Learn About Love*—A rousing rocker in upbeat tempo which finds the gal belting all the way. (Ablene, ASCAP) (2:14)

JOHNNY BROWN

★★★ *Sundown*—COLUMBIA 41959 (33)—Brown essays the crooning style here against okay femme group and fiddle support. Soft and tender wax. (Southern, ASCAP) (2:47)

★★ *Walkin', Talkin', Kissin' Doll* — A pleasant rocker in which Brown has much the style of the British chanter, Frankie Vaughan. (Kryder, BMI) (1:57)

TIPPY HUBBARD

★★★ *Our Winter Romance* — FRANDY 607—Slow ballad is sung by Hubbard with vocal group and small combo assisting. Boy has a nice voice. (Ellen-Caliborne, BMI) (2:05)

★★ *Nobody*—Flip is an even slower rockaballad that the boy sings with some warmth. (Ellen-Claiborne, BMI) (2:18)

THE CANADIAN SWEETHEARTS

★★★ *The Flirtin' Kind*—SOMA 1156—Infectious rhythm swings this side with a bit of a Latin touch as the boy and girl sweethearts tell the flirtin' story. (Danamos, ASCAP) (1:57)

★★ *No Help Wanted* — Cute tune chugs along on a rocking beat with the girl out front singing about how he takes care of things alone. (Acuff-Rose, BMI) (1:47)

TEDDY AND THE CONTINENTALS

★★★ *Everybody Pony*—RICHIE 1001—Here's one inspired by "Pony Time." Like the original, this rocks along in blues tempo as the cat tells why he has to learn the "Pony" dance. Okay r.&b. slanted wax. (Vince Rago, BMI) (2:10)

★★ *Tick Tick Tock* — Old-styled r.&b. rhythm side Flip has the edge here. (Vince Rago, BMI) (2:05)

JACK LOWELL

★★★ *One Dream* — CITATION 1101—Lowell sings this smartly turned ballad in easygoing style, somewhat reminiscent of Johnny Cash. Side has an interesting plucked guitar figure in the backing. (Borgelin, BMI) (2:23)

★★ *Tennessee Saturday Night*—A familiar tune is done for fair effects by Lowell. Flip side is better, however. (Hill & Range, BMI) (2:03)

ALLEN SWIFT

★★★ *Are You Lonesome Tonight*—LEADER 815—Allen Swift starts out singing the current hit in normal fashion then breaks down into tears by the middle of the disk. It's a funny side and a cute parody that could get some spins. (Bourne, ASCAP) (2:32)

★★ *Look Out Below*—Folk-oriented item is handed a fair reading here by Swift. The material deals with a work crew ripping down a building in a big city. (Brighton, ASCAP) (2:13)

NEIL STEVENS & THE TEMPTATIONS

★★★ *Tonight My Heart She Is Crying*—GOLDISC 3019—Neil Stevens handles this swiny little ditty with charm, over routine support by the group. A rockaballad that may get spins. (Patricia, BMI) (2:05)

★★ *Ballad of Love*—A slow rockaballad is sung in tearful fashion by the lead, aided by a mixed vocal group. Flip is stronger. (Real Gone, BMI) (2:22)

JOHNNY BARNES

★★★ *Tell Me Why (That's What I Want to Know)* — FLIPPIN' 105 — The chanter comes through with a good vocal on a sprightly tune, aided here by a femme chorus in the backing. A side that moves and could get the singer some attention. (Village, BMI) (2:32)

★★ *(There Is) No Love for Me*—Johnny Barnes bows on the label with an okay vocal on a fair hunk of ballad material. (Village, BMI) (2:50)

THE LANCERS

★★★ *Lonesome Town* — MONTCLARE 6003—A strong piece of material receives a forthright reading here from the Lancers over a smart arrangement. Story tells of broken love affair. (Montclare, BMI) (2:43)

★★ *Young in Love*—The Lancers handle this slight effort in their own usually pleasant fashion. (Montclare, BMI) (2:11)

THE DUNHILLS

★★★ *Ricochet*—ROYAL 110—The blues get a highly interesting performance on this instrumental which rocks along nicely at a middle tempo. (Nat Berman, BMI)

★★ *Sound of the Wind*—Lead singer and group do a passable job on a Latin-sized rocker.

THE VOYAGERS

★★★ *Sock Hop*—ENSIGN 5002—An okay rhythm tune in moderate, bouncy tempo by the group. It's done in a sort of square dance style to a very familiar, old melody. Listenable wax. (Argo, BMI)

★★ *Little Fly Song*—A folksy kind of tune about a fly that buzzes about the grocery store. Only moderate appeal except for the possible confusion about what the fly is doing. (Gleam, ASCAP) (2:22)

RONNIE CAZAD

★★★ *Echo Valley*—FERN 809—Nice pop-country sound on this weeper in jogging tempo. Might see some action. (Burchett, BMI) (2:45)

★ *Pledging Allegiance*—The love-pledge is rather drawn out on this ballad by Cazad. (Burchett, BMI) (2:59)

(Continued on page 42)

ANDY WILLIAMS
DON'T GO TO STRANGERS
CADENCE 1389



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BOB HELLER and GENE CANTER

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"OUR FLYING PHILLY DISTRS"
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"I'VE GOT IT BAD"

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"Sweet Lorraine"
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CAMEO RECORDS

Two new smashes!

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Promo 1003

"GINNY BELL"

by **PAUL DINO**
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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 Rank	Hot 100 Rank	Title, Artist, Label
1	4	Surrender, Elvis Presley, RCA Victor 7850
2	5	Don't Worry (Like All the Other Times), Marty Robbins, Columbia 41922
3	9	Ebony Eyes, Evert Brothers, Warner Bros. 5199
4	20	Apache, Jorgen Ingmann, Alco 6184
5	26	Gee Whiz (Look at His Eyes), Carla Thomas, Atlantic 2086
6	28	Walk Right Back, Evert Brothers, Warner Bros. 5199
7	29	Think Twice, Brook Benton, Mercury 71774
8	42	Your Friends, Dee Clark, Vee Jay 372
9	43	Wheels, Billy Vaughn, Dot 16174
10	44	Hearts of Stone, Bill Black's Combo, HI 2028
11	46	Asia Minor, Kokomo, Felsted 8612
12	50	For My Baby, Brook Benton, Mercury 71774
13	51	At Last, Etta James, Argo 5380
14	57	Once Upon a Time, Rochell and the Candies, Swingin' 623
15	58	Happy Birthday Blues, Kathy Young and the Innocents, Indigo 115
16	60	Wafusi, Vibrations, Checker 969
17	61	I Don't Want to Cry, Chuck Jackson, Wand 106
18	63	Pony Express, Danny and the Juniors, Swan 468
19	71	Please Love Me Forever, Cathy Jean and the Roomates, Valmor 007
20	74	Tunes of Glory, Cambridge Strings, London 1960
21	79	I Pity the Fool, Bobby Bland, Duke 332
22	84	Lonely Man, Elvis Presley, RCA Victor 7850
23	86	Ja-Da, Johnny and the Hurricanes, Big Top 3063

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
71	Please Love Me Forever (Ricki, BMI)—Cathy Jean and the Roomates, Valmor
84	Lonely Man (Gladys, ASCAP)—Elvis Presley, RCA Victor
86	Ja-Da (Feist, ASCAP)—Johnny and the Hurricanes, Big Top
91	All of Everything (Roosevelt, BMI)—Frankie Avalon, Chancellor
94	Bewildered (Miller, ASCAP)—James Brown, King
95	Won't Be Long (Omell, ASCAP)—Aretha Franklin, Columbia
96	More Than I Can Say (Crickett-Jackson, BMI)—Bobby Vee, Liberty
97	Tunes of Glory (Unart-Sidmore, BMI)—Mitch Miller, Columbia
98	A Lover's Question (Eden-Progressive, BMI)—Ernestine Anderson, Mercury
99	Cherry Berry Wine (Cedarwood, BMI)—Charley McCoy, Cadence
100	Battle of Gettysburg (Balladeer, ASCAP)—Fred Darian, J.A.F.

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

- JIM REEVES: The Blizzard (Red River, BMI) (3:24)—Danny Boy (Boosey & Hawkes, ASCAP) (2:50) RCA Victor
- PAUL ANKA: I'm Just a Fool Anyway (Spanka, BMI) (2:17)—Tonight My Love, Tonight (Spanka, BMI) (2:10) ABC-Paramount
- ERNIE FREEMAN: Swamp Meeting (Post, ASCAP) (2:35) Imperial
- TENNESSEE ERNIE FORD: Dark as a Dungeon (American, BMI) (3:02) Capitol
- SONNY JAMES: Apache (Regent, BMI) (2:47) RCA Victor
- THE ROLLERS: Got My Eye on You (Westfield-Podolor, BMI) (2:25) Liberty
- JERRY LANDIS: Play Me a Sad Song (Selma & R.B.S., BMI) (2:08) Warwick
- TITUS TURNER: Way Down Yonder (Jay & Cee, BMI) (2:30) King
- JAMES BOOKER: Smacksie (Lion, BMI) (2:30) Peacock
- RAY CHARLES: A Bit of Soul (Progressive, BMI) (2:16) Atlantic

COUNTRY AND WESTERN

- FARON YOUNG: Hello Walls (Pamper, BMI) (2:22)—Congratulations (Pamper, BMI) (2:25) Capitol

RHYTHM AND BLUES

- SONNY TERRY: Dupre' (Pru, BMI) (2:35) Choice

INTERNATIONAL PROGRAMMING

- PING-PING: Sucu Sucu (—) (1:29)—Maria Della Montana (Garland, ASCAP) (2:12) Kepp

FCC Would Have Top-40 Format Stations Show 'Community Interest'

• Continued from page 9

much preview he can give to programs supplied by networks. Commissioner Hyde believes that setting down such detailed guide lines in effect robs the licensee of his responsibility, and may put the FCC in the untenable position of deciding matters of taste and opinion. Also, Hyde wonders if the estimate of loyal tastes and needs is to be based on some "definitive" study of the area, or if the broadcast applicant's judgment on area needs would suffice. If the latter, Hyde cannot see how the agency can approve or disapprove of program formula, if, for example, the

broadcaster believes his community should have more pop or more classical programming. In one of his last actions as chairman of the FCC, outgoing Frederick Ford commends the suggested program queries and would make the accounting even more explicit. He would prefer an exact tally on amount of time given to news, recreation, religion, et al., rather than an "average" in the applicant's programming proposals. Comment on the proposed programming questions must be in by April 3, and reply comments on or before April 17.

C&W ACTION ON CANADIAN RADIO

NEW YORK — Canadian radio stations are increasingly country - and - western-minded these days. One station — CFCW, Alberta — recently launched a 24-hour-a-day c.&w. format, playing only the "Top 79" country disks and "Country Corner" LP's.

According to Program Director Ron Anderson, CFCW is the first all-c.&w. station in Western Canada. Its deejay roster includes Ross Arthur, Curley Gurlock, Rick Sims, Lorne Chunningham, Jim Watt and Anderson himself, who does a morning show.

Also active in the c.&w. field is Station CJRH, Richmond Hill, a suburb of Toronto. The outlet features c.&w. disks exclusively on six all-night shows emceed by Gordon Chesson, Monday through Saturday, and an hour (midnight-1 a.m.) airtel on Sundays. The Sunday show features country hymn wax.

An hour c.&w. show was also recently introduced by CKFH, Toronto, in its 5-6 a.m. time period; while Bill Bessy emcees a mid-morning c.&w. program on Saturdays over CJBC, Toronto.

Columbia Debut

• Continued from page 5

when they were on the label a while back.

Jazz sets include a new Duke Ellington LP, a Bobby Hackett set, another with the Charles Bell Quartet, and an album containing sides by the firm's top jazz names called "Jazz Poll Winners."

The Latin-American albums feature the Rafael Carrion Mariachi ork, another with Antonio Bribiesca, and one with Cucho Sanchez.

On the classical front, there is a new album with the New York Philharmonic and Bob Merrill, on the latter's first appearance on the label, of Bloch's "Sacred Service." Pianist Ivan Davis makes his debut on Columbia with an all-Liszt program. And there are albums with the Philadelphia Woodwind Ensemble, The Philadelphia Orchestra, Philippe Entremont, Frank Asper playing the Mormon Tabernacle organ, and two LP's with the Columbia Symphony Orchestra, one conducted by Robert Craft and containing works by Webern and Schoenberg, and the other Brahms' Third conducted by Bruno Walter.

WWDC CONTEST RUN ON COL. LP

WASHINGTON — Deejay Fred Fiske, WWDC, here, is running a contest on Columbia's new album, "This Is Broadway's Best," which features show-stopping excerpts from the label's original-cast Broadway show albums.

Listeners are asked to identify the singer, song and show when Fiske features a side from the LP. Names are drawn from correct entries, and copies of the album are awarded daily to those whose names are drawn.

Grand prize will be two tickets to any show highlighted in the album which is still playing on Broadway. This would include "Camelot," "Irma La Douce," "Bye Bye Birdie," "Gypsy," and "My Fair Lady." Winner will also receive an all-expenses-paid trip to New York, including accommodations at "the best hotel."

Sing-Along Programming Next Hot Stations Trend?

NEW YORK — "Sing-along" programming may be the next big programming trend. The latest stations to hop on the sing-along wagon are WCUE, Akron; KQV, Pittsburgh, and WWRL, New York.

Station WCUE is currently conducting a unique beard-growing contest—an outgrowth of its "Sing Along Spectacular" (an all-day salute to Mitch Miller, featuring only Miller's sing-along LP's), last month. As a result of audience response, WCUE is readying another "Sing-Along-Athon" featuring Miller LP's all day, in the near future.

Meanwhile, the beard-growing contest — presided over by Mitch (The Beard) Miller, of course — ranks as somewhat unique, in that contestants need not grow a beard to enter. They simply submit novel reasons why any specific person should grow a beard. President Kennedy is a particularly popular candidate for the hirsute adornment.

Finalists are named each day and each daily winner receives a "Sing Along With Mitch" album. Grand prize will be a year's subscription to all Columbia pop albums and a hi-fi phonograph.

Although listener - contestants are not required to grow beards, deejays at WCUE are doing so in an intra-station competition to see which jock can raise the greatest facial growth.

A 13-hour sing-along program

WITH THE COUNTRY JOCKEYS

Paul (Mississippi) Simpkins, platter spinner on WBAM, 50,000-watter at Montgomery, Ala., continues to keep busy on extra curricular ventures in the territory. Last Wednesday (22), Paul hopped to Dothan, Ala., to participate in the Brenda Lee show, along with the Casuals, Bob Beckham, Larry Verne ("Mr. Custer"), Donnie Brooks and Garry Miles. During March, Simpkins will emcee all-night gospel concerts in Brewton, Mobile and Dothan, Ala. He has been signed by the William Lyon Agency to appear as guest with the ice show at the Alabama State Coliseum in Montgomery in April. He appeared at the Coliseum Saturday (25) with the Gene Johnson-Lou Platt-booked show featuring Ernest Tubb and the Texas Troubadours and Wilma Lee and Stony Cooper and Their Clinch Mountain Gang.

Glory Belle puts in a plea for sample releases for her c.&w. platter show heard 4-6 a.m. daily over KPOK, 5,000-watter at Scottsdale, Ariz. . . . Nelson King, former king bee of c.&w. jocks during his long tenure at WCKY in Cincinnati, is now engaged in the real estate business in that city. . . . B-W Records, Wooster, Ohio, notes that the follow-up record by Jack and His Drifters will be available to deejays this weekend. Address sample requests to the label at Box 337, Wooster. . . . Chet Good, of WWST, Wooster, invites c.&w. jocks to write for samples of the disk, featuring two of his original tunes, which he just cut on his own Pro Records label.

was presented by KQV, February 12, to launch its new sing-along station jingles. The show, featuring only sing-along disks, ran from 12 noon until 1 a.m. the following day. General Manager John Gibbs and Program Director Dick Drury report an enthusiastic response — phone and mail — from listeners to the promotion.

Deejay Fred Barr, WWRL, New York, has worked out his own sing-along programming tailored to suit his daily "Gospel Time" program, 10:30 a.m.-12:30 p.m. He spins gospel records most likely to inspire dialers to "sing along," basing his choice on phone requests from his audience.

Jockey Milt Grant May Get Another Chance With FCC

WASHINGTON — Deejay Milt Grant may get another chance to recover some of the money he lost in a recent venture into station buying here. The Broadcast Bureau of the Federal Communications Commission has sided with the deejay against a recent decision of the agency's chief hearing examiner, which dismissed Grant's claim to \$10,000 in dropping out of a local station application contest. The bureau, which represents the public at the FCC, has appealed to the commissioners to review and reverse Examiner Cunningham's decision as exceeding his authority. (Billboard Music Week, January 30.)

Examiner Cunningham had turned down an arrangement between Grant, trading with partner James Bonfils as Laurel Broadcasting, and competing applicant, Interurban Broadcasting. The latter was to reimburse Grant \$10,000 in partial payment for legal and engineering fees incurred by the jockey before he decided to drop out of the broadcast contest for a Laurel, Md., station. Bonfils was to have received a token payment of \$10 in the withdrawal.

Although Grant showed expenditures involving over \$23,000, Cunningham dismissed the withdrawal application "with prejudice." Cunningham based his rejection on the new reform provisions of the broadcast statute, which requires that payoff deals must show fees were "legitimate and prudent." Cunningham felt the fees in question did not meet these requirements.

The Broadcast Bureau says legal and engineering fees charged meet the requirements of the law, and asks the FCC to uphold the \$10,000 reimbursement originally agreed upon by Interurban and Milt Grant.

POP MUSIC DUE ON BERLIN'S TV

BERLIN — A pop music TV show, "Schlagt's Ein?" ("Will It Be a Hit?") is one of the programs in preparation by the Berlin TV production outfit, TV-Union, for the so-called Second TV program, which is expected to start after the final hearings and decision of the Federal Constitutional Court of Germany. The new show, similar in format to the U. S. program, "Juke Box Jury," will feature a teen studio audience and a show business panel, which will judge new record releases.

TV JOCKEY PROFILE

THE LARRY KANE SHOW

and Club 13

Starring Larry Kane

KTRK-TV, Houston



Larry Kane

Larry Kane's teen-ager record hop show has been carried on Saturdays, 3-5 p.m., by KTRK-TV since January 1, 1959. Kane also produces the program with Perry Blankenship as director.

The format follows the usual TV record hop pattern—teen-agers dance on camera to current hit records; recording artists appear as guests; new dance steps are illustrated; and a teen panel reviews new releases.

Kane no longer uses film clips on his show, but frequently video tapes recording artists when they are in the area during the week, and then plays the tape back on his Saturday program. All records used on the show are selected by Kane. These usually include 20 disks from the "Top 50," 8 new releases and 2 LP selections.

Sponsors on the Saturday show include Royal Crown Cola, O. J. Beauty Lotion, Poll Parrot Shoes, Latex and Iceland Skating Rinks. Kane works closely with his sponsors and frequently attends openings of new stores and addresses dealer meetings.

In addition to his two TV shows, Kane has a daily radio show on KTHH from 2 to 6 p.m., and also emcees a weekly record hop at a local dance hall for 500 teen-agers, plus regular school hops and auditorium shows.

For the last six months, Kane has also emceed "Club 13," a Friday night show—11:30 p.m.—12:30 a.m.—with an "adult" dance party format. Between 20 and 30 adult couples dance on camera in an intimate, ritzy setting. Visiting recording stars perform "live" on the program. Some of the recent guests have been Tony Bennett, Cathy Carr and movie actor Jack Carson.

"Club 13" is sponsored by John Whorton Dance Studio, Van's Night Club and Sonny Look's Sirloin House. "Many of my guests," notes Kane, "appear on both 'Club 13' and my Saturday show if they happen to be artists that appeal to both teens and adults. My dance director on both shows is Jerry Roe, a top dancer, teacher and choreographer in Houston. Jerry carefully screens both the teens and the adults to be certain we always have a nice looking and good dancing crowd. Jerry has been with me since I have been with KTRK-TV."

"Club 13" has a very good rating for a late-night show, according to Kane, and the Saturday show's latest ratings are considerably higher than opposition programs in the same time period. Station KTRK-TV reaches about 2,500,000 people in a 110-mile radius.

Foreign Scene Rougher on U. S. Pubs

• Continued from page 3

the 20's in the top charts here and foreign rights for the record and the song would be still wide open.

"Beyond that," continued Hofer, "my clients in other countries provide me with an annual budget for use in posting advances and paying guarantees when American material is acquired for them in their various countries. A year ago, my total budget from all countries, was over \$250,000. In 1960, the total budgets from the same companies was down to about \$150,000, a decrease of something like 40 per cent."

Perhaps the most important single factor in all of this, in Hofer's view, is the growing feeling of nationalism in countries throughout the world. "This filters down to many levels of a nation's life," he said, "including its music. For some time in Britain, the English writers have had a hard time getting records of their own songs. Now they are doing much better. So are British artists, who today occupy almost half of their own charts, whereas 18 months ago, the same charts were 90 per cent American.

"Today, rather than bring out an American-made record, many Eu-

ropean companies will get a copy of the State-side disk and will make a direct copy of it with a local artist."

This, of course, makes the situation extremely difficult for American disk men. Faced with what appears to be a dwindling domestic singles market, Americans are known to be struggling harder than ever to do everything possible to build foreign disk sales.

True, some American disk artists are still virtually automatic when it comes to sales overseas. Such performers as Connie Francis and Paul Anka are among these. Yet it is more difficult than ever to break a new artist through.

In Hofer's view, another cause for this difficulty lies in the fact that American disk men have been slow to realize the value of promotion and publicity on an artist overseas. "Those who had overseas rights to American records would beg for pictures of the artists but the requests would be ignored," Hofer said. "I have seen disks of top American male artists come out in Europe with photos of local girl models on the jackets because they didn't have a single picture of the artist. The lack of co-operation has discouraged them.

"Also, a lot of the American artists seem reluctant to go overseas to promote themselves. They ask too high a price and forget the long-term record sales value of personal appearances there. Again, the foreign people get annoyed."

PROGRAMMING PANEL

THE QUESTION

As a late-hour deejay, what are the outstanding programming requisites for an all-night disk jockey?

THE ANSWERS

JACK LAZARE
WNEW, New York

Because of the general length of air time and time (late hour) on the air of most night deejays, necessary prerequisites should include: 1. A broader musical background and taste than our daytime counterparts, since more diversification in programming is possible and often necessary. 2. Programming ability: to conscientiously build and sustain a mood, whether swinging or romantic. 3. Don't put your audience to sleep. 4. Shut up and play the music.



DUFF ROMAN
CKEY, Toronto

More flexibility within the formula concept is the most outstanding requisite. Excepting weekends, music and patter should be tailored primarily to a young adult audience that is more hip and more fun-loving than daytime listeners. Slightly extended chatter with pertinent humor builds tremendous atmosphere. People still enjoy being talked to, and because of the diversity of the night "breed" the opportunity of promoting station good will is at a peak.



JACK McDERMOTT
WINZ, Miami

Night people are different than day people. There seems to be a closer bridge of communication. They have more opportunity to listen to what the deejay is saying. When he does talk, it should be entertaining. There are always thousands of show people in Miami, and mine is a showbiz-type show with a good selection of hip jazz sides and a smattering of tasty pops. The all-night deejay should know his music and talk directly to each listener.



LONNY STARR
WINS, New York

The all-night WINS man has to deliver a program that stays within the framework of the same sound the station delivers during the day—with a few modifications to satisfy nighttime listeners, who tend to have more extreme feelings toward everything they hear. Music a daytime listener would like, a nighttime listener is ecstatic over, and conversely when a night owl doesn't like something—beware—he's ready to come up and wrap the microphone stand around you.



VOX JOX

By JUNE BUNDY

Lyda Wendorf: F. M. Cholly Wendorf, radio-TV lecturer and songwriter of Lakeland, Fla., writes: "The music world lost another ardent supporter for good songs and music when my wife, Lyda Wendorf, passed away in her sleep at 4 a.m., February 12, 1961. She devoted three score years in every facet of the musical arts and was a top-ranking music teacher, piano-accompanist, church organist, melody-writer, composer and choir leader for a number of years. She was the music and vocal director at the Wendorf Youth Talent Center in Clarksdale, Miss., for five years."

STARR'S COMEDY SEG: Lonny Starr, all-night jock at WINS, New York, writes: "In all night listening in New York, I feel we have pioneered the presentation of comedy LP's. When I joined WINS, October 1, I started including several of the albums each night—frequently playing whole sides. They are not limited to a particular half hour but rather spread through the entire night. All comedy material is used. That which might be considered 'blue' or risqué, I edit, and use (from tapes) the air-able portions. This means many hours spent in listening and editing but the end result has created widespread excellent comment to the point where other all night shows are following the trend toward wider use of comedy material."

GAB BAG: In line with the recent trend toward the use of comedy LP's by deejays, Sherman Thomas, WIBM, Jackson, Mich., writes: "Just how can a disk jockey air comedy albums (which go over in a big way here) when none are sent for us to air? I read of this comedienne putting out this top album, or this top single or that artist with a big hit. All is good reading, but gives me poor airing on my station if I never get it." In a similar vein, Mike Shapiro, KMRX, Purdue University, H-e Box R, West LaFayette, Ind., reports that his campus station is badly in need of wax.

Al Trilling, music manager of WNEW, New York, pens, "We're extremely proud of having received the Brotherhood Award of the National Conference of Christians and Jews for the second consecutive year. Other things going for us now include a "Snow Job" write-in contest conducted by Gene Klavan and Dee Finch—the winner to get a snow plow; "Teen-Age Grape Vine"—info about teeners and high school activities throughout the day. We also have evolved a telephone technique of asking listeners for questions they would ask President Kennedy on his press conferences. We then pass them to our man in Washington. So far, the batting average of our listeners in asking good and important questions has been very high."

THIS 'N' THAT: Don Costa's U.A. disk, "Never on Sunday" was selected as the best song of 1960 by WPAT, Trenton, N. J., which picks the most popular tune each year on the basis of listener reaction to its strictly-instrumental nightly show, "Gaslight Review." . . . Deejays at WQAM, Miami (Jim Howell, Jack Purrington, Don Armstrong and Bob Gordon), donned Civil War uniforms (grey, of course) and handed out Confederate money on a downtown street corner last month on Robert E. Lee's birthday, January 19. Some of the bills, specially marked, were redeemable for regular U. S. currency at the WQAM studios.

CHANGE OF THEME: Abe Voron, general manager of WKAL-FM, Philadelphia, has been appointed national chairman of the Background Music Committee of the National Association of FM Broadcasters. Committeemen from each of the eight regions will meet under the aegis of the NAFMB to develop methods and techniques for providing better background music service to the public, to disseminate information about the progress of the industry. Fred Rabell, KITT, San Diego, Calif., is president of the NAFMB.

Dave Davis, WWIL deejay, Fort Lauderdale, Fla., has been named production manager of that outlet, in charge of all WWIL program and commercial product. He will continue his afternoon show, "Dave's Cave." . . . Lee Fondren, station manager and sales director of KLZ, Denver, was named "Advertising Man of the Year" by the Advertising Club of Denver, the Colorado Press Association and Delta Sigma Chi, professional news fraternity. . . . Scott Petere, who played the part of John Dillinger in the Warner Bros. movie, "The FBI Story," recently visited Toronto. Peters formerly toiled as a deejay himself at CKEY, Winnipeg, where he worked with Brian Skinner, now promotion manager of CKEY.

Carl Henry and Jim Mendes, jazz deejays on "Week-end of Jazz," WPFM-FM, Providence, are starting their seventh year on that program. Both jocks have conducted jazz seminars at local colleges and for youth groups and church councils. The jocks—who can be reached at Henry's record store, "House of Jazz"—report a need for "more complete and quicker service" on jazz LP's.

Clay Cole, WNTA-TV, Newark, N. J., introduced rock and roll to the Catskill's famous Concord Hotel February 21-24, when he presented an r.&r. stagemat at the resort. The bill featured Danny and the Juniors, Johnny and the Hurricanes, Rosalie Mann and Gerry Grannahan. . . . Station WMCA, New York, is making up a master list of past employees. The outlet has been broadcasting since 1925. Each ex-WMCA staffer will be presented with a charter membership in the new club. These include Dean Martin, Ella Fitzgerald, Betty Hutton, Rudy Vallee, and Henry Morgan.

**MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS**

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 Zhitto, Billboard Music Week, 1520 N. Gower St., Hollywood 28, Calif.

By LEE ZHITTO

Los Angeles—the nation's No. 2 retail market—is one of the most keenly competitive centers on the broadcast map. This far-flung megopolis has seven television stations, 30 AM and 24 FM operations, each vying for the attention of a populace that has tripled in a mere two decades and continues to mushroom at an accelerated rate.

The radio station operator here, as in other large metropolitan areas, has been forced by competition to set his sights on a segment of the vast listening audience, and then lay claim to his share of the advertising dollars as a result of this specialization. The only way the broadcaster can hope to deliver his target audience is by offering the type of programming that would attract the level of listeners he seeks.

In 1953, when Station KPOL invaded the Los Angeles market area, it decided to concentrate its programming efforts on the adult segment of its potential audience. To build a listener following among the mature portion of the populace, the station chose the "good music" approach as the basis of its programming, a policy it has followed successfully to this day.

As Station Program Director Robertson C. Scott explains it: "KPOL's objective is to program to an adult audience the most commercially successful music of all time . . . the real hit songs, not the ones which fade into obscurity after a few weeks on the best-sellers lists."

According to KPOL's "good music" yardstick, this in no way would rule out new song material. The music the station will use, Scott continues, "Can be music like the great theme from 'Exodus', or it can be Fred Waring's arrangement of 'Smoke Gets in Your Eyes.' Both are beautiful, and both possess that certain enduring quality which makes standards."

Today, all of Station KPOL's music programming is from albums. Scott recalls that at the time KPOL inaugurated its "good music programming policy" in 1953, "it was necessary to augment the LP library with a transcription library, for on albums there were only Mantovani, Kostelanetz, Gould, Rose, and a few others from which to make programming selections."

In contrast to the situation then, Scott feels that "album programming today is a cinch, even within KPOL's music restrictions. The KPOL library offers the listening audience an almost limitless variety among the full, rich orchestrations of Percy Faith, Frank Chacksfield, Norrie Paramor, George Greeley, Melachrino, Cyril Ornadel, Carmen Dragon's arrangements for the Hollywood Bowl Symphony Orchestra, and Arthur Fiedler conducting the Boston 'Pops', to name but a few."

A careful formula has been fashioned in the presentation of this music. First of all, the emphasis is on instrumental music. Vocals are used sparingly on KPOL, approximately twice during each hour. These usually are choral selections, groups or solo performances by concert artists or musical comedy singers.

Station KPOL prefers to present its music in 15-minute blocks without the interruption of commercial announcements. Commercials are scheduled at the quarter-hour breaks. These are presented in clusters of not more than three at a time. Newscasts are broadcast on the hour for five minutes. The exception to this is three quarter-hour news programs brought at 8 a.m., noon and 6 p.m.

Virtually all the commercials are encased in an accompaniment of appropriate background music. This helps to preserve the feeling of music without interruption. It also has a tendency to sugar-coat the advertising announcement and make it far more acceptable to the listener.

Program Director Scott as well as the individual announcers take part in selecting the music that is to be broadcast. Here is how it works: All albums admitted for programming must first be approved by Scott before they can be added to KPOL's library. Once the album itself is in the library, the announcers are free to make individual selections from the LP's. Basically, KPOL throws its greatest emphasis on standards and strings.

Scott's outline of KPOL's programming day is as follows: "During the day, KPOL is programmed in three-hour blocks. From 6 to 9 a.m. Paul Snider is the announcer on 'Morning Magic.' Bob Harris is scheduled from 9 a.m. to noon with 'Rhapsody.' After the noon news, Paul Snider returns to 'Cloud 9' which lasts till 3 p.m. when Bob Harris winds up his day on 'Commuter's Carousel.' The 6 p.m. news is followed by 'Music a la Carte' with George Crofford. He also is the announcer from 10 p.m. till midnight on 'The String Shift.' Mid-evening programs include 'Pop Concert' from 7:30 to 8, 'Stereo' from 8:15 to 9, 'Voices in the Night' from 9 till 9:30, and 'Musical Comedy Theater' from 9:30 to 10.

"On Sunday, KPOL presents a day-long program of music called 'Holiday in Hi Fi.' Sunday announcers are Joe Corgrove, Rod Farrell, and Clyde Cadwell. 'The Big Show' is heard each morning (across the board) from midnight to 6 a.m. Al Malli-coat is the announcer."

Here is Scott's thumbnail analysis of some of these programs:

"Morning Magic" features bright, cheerful music. 'Rhapsody' calls for full orchestras—a big sound. 'Cloud 9' is scheduled during siesta time, and music of a drifting cloud-like feeling is programmed in this show. 'Commuter's Carousel,' aimed at the car radio audience as it drives home, is a bit brighter, but the accent remains on beautiful music.

As Scott sums it up: "Regardless of program or time of day, the rule is, 'if it's not beautiful, don't play it.'"

Typical of the music programmed, is the following list of selections performed on the January 30 "Rhapsody" show:
Street of Dreams—Hamburg Philharmonic. Somerset.

(Continued on page 46)

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.

LITTLE ANTHONY AND THE IMPERIALS, who sold a million copies of *Tears On My Pillow* are in Billboard Music Week's Spotlight Winners Circle with their newest for End Records, *Please Say You Want Me b-w So Near Yet So Far*.

Kaye has been a national favorite since his first important booking, New York's Hotel Commodore in 1938.

SAM COOKE is presently singing his new RCA Victor sides, *That's It—I Quit—I'm Movin' On b-w What Do You Say?*, at the Apollo Theater in N.Y.C. this week. Born in Chicago, Sam's early singing experience was with a gospel singing group called the Soul Stirrers. He started stirring with the release of what turned out to be a million seller, *You Send Me*.

DEAN MARTIN's new one for Capitol, *Sparklin' Eyes*, is a colorful rhythm number reminiscent of his big hit, *Memories Are Made Of This*. Flip is *Tu Sei Bella Signorina*. Other big hits for the Martin man include *That's Amore*, *Volare* and *Return to Me*.

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

BOBBY DARIN is packing them in the Copa, N.Y.C., with his winning song style and showmanship. Chosen King of Hearts during the Heart Fund drive, Bobby teams up with Johnny Mercer on a new Atco Records album, *Two Of A Kind*. This Darin-Mercer tie is reminiscent of the sides Mercer cut with Bing Crosby more than 20 year ago. One of the tunes, *Bob White*, was a hit for the Mercer-Crosby team then. Both artists create a high-swinging and easygoing atmosphere with special lyrics and much ad-lib chatter on this album picked by Billboard Music Week.

CLYDE McPHATTER recently switched to the Mercury label. Clyde's new platter is *I'll Love You Till The Cows Come Home b-w Tomorrow Is A-Comin'*. Clyde started his career as lead singer with Billy Ward and the Dominoes. He left Ward in 1953 to form his own group, the Drifters. He went out as a single act in 1956.

Johnny's big break came when Lee Rosenberg, owner of Southern Belle Music, heard him sing on a Pet Milk Show talent contest in Nashville and arranged an audition for him with Archie Bleyer, which resulted in his smash hit, *Poetry In Motion*.

BIRTHDAYS OF THE WEEK: Feb. 29, Frerich Christop (The Fleetwoods), Jimmy Dorsey (deceased). March 1, Harry Belafonte, Glenn Miller (deceased), Dinah Shore. March 2, Desi Arnez. March 4, Fran Warren. March 5, Dolores Hawkins.

JANE MORGAN comes thru with a sock performance of a moving tune with a religious lyric theme, *In Jerusalem*. Jane sings the song in both English and French. Joe Sherman directed the orchestra and chorus for the Kapp Records release.

WANDEROBO is a new name on the scene with two ballads, *Voice Of The Wind b-w Reachless*. Wanderobo is a nickname given to the young singer at an early age because of his free spirit and love of adventure. He was born 21 years ago in a small Georgia town and found his way to the RCA label.

ELVIS PRESLEY is running true to form on the music charts. His newest, *Surrender*, which made its first appearance on Billboard Music Week's Hot 100 last week in the number 24 position, jumped to number 4 this week. This is probably the fastest climb to the top of any record. The flip side, *Lonely Man*, showed up on the Hot 100 this week. *Lonely Man* is from Elvis' new movie, *Wild In The Country*.

PROMOTION DAYS & WEEKS: Feb. 27 begins National Retail Bakers Week and Pencil Week. Feb. 28 is Bachelors Day, to promote the sale of merchandise as gifts to men. March is Red Cross Month, Children's Art Month, Lenten Cheese Month, National Divide and Conquer Month, National Egg Month, National Please Be Seated Month and Spring Clean-Up Time. It's also the beginning of National Weights and Measures Week and Return the Borrowed Books Week. March 2 is Texas Independence Day and the beginning of the 1961 Easter Seal Campaign. March 14 is President's Day and National 4-H Club Week. March 6 starts National Peanut Week and Save Your Vision Week.

FERRANTE & TEICHER should have another smash with their newest, *One-Eyed Jacks Love Theme*, a fine theme from the new film, *One-Eyed Jacks*. Arthur Ferrante and Louis Teicher scored with *Theme From The Apartment* and *Theme From Exodus*, on United Artists.

JIMMIE RODGERS, Roulette Records singing star, begins a two-week engagement at the Statler-Hilton Hotel in Dallas, Texas, on March 9. Jimmie is currently completing a two-week stay at the Metropole Hotel in Windsor, Canada where he is performing his new single, *The Little Shepherd Of Kingdom Come*, title of his new motion picture.

CATHY JEAN and The ROOMATES are getting chart action on their Valmor Records release, *Please Love Me Forever*, a fast-climbing Star Performer on Billboard Music Week's Hot 100 this week. Fifteen-year-old Cathy achieves a unique sound with backing from four teen-age lads, The Roomates. Cathy and the boys are native New Yorkers.

JOHNNY TILLOTSON is spinning on the Cadence label via his newest, *Jimmy's Girl*. Born in Jackson, Fla.,

Tom Rollo.

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

- 100 POUNDS OF CLAY—Gene McDanielLiberty
- DARK AS A DUNGEON—Tennessee Ernie FordCapitol
- WHIP-POOR-WILL—Teresa BrewerCoral

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!

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

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.



ROY HAMILTON

The child of religious parents, Roy Hamilton sang in the church choir at the age of six. When he was 14 his family moved to Jersey City, N. J., where he majored in commercial art and planned a career as an artist. Before finally making music a career, Hamilton was an amateur heavyweight fighter and also worked in electronics.

However, he never lost his love for music. He won several amateur vocal contests and did an occasional singing job in local clubs, where he was heard

by disk jockey Bill Cook, who brought him to the attention of Epic Records executives.

His string of hits for the label include "Unchained Melody," "You'll Never Walk Alone," "I Believe" and "Ebb Tide." Hamilton's latest hit disk to make the chart climb is "You Can Have Her."

JORGEN INGMAANN

A native of Copenhagen, Denmark, Jorgen Ingmann, still short of his 30th birthday, has been heard with a popular combo led by Svend Asmussen. Ingmann is well known in his own right from his many solo-guitar disks on the Metronome label released in many countries.



Apart from working four years in the office of a publishing firm, Ingmann has played the guitar all his life and has made many experiments, using fresh and different recording techniques with the instrument.

With his knowledge of electronics and sound engineering, Ingmann has set up his own studio in which all his special-effect recordings are made. A prime example of his talents is his current chart-maker, "Apache," on the Atco label, on which the talented artist uses the multiple recording technique, adding extra parts to his solos by rerecording himself several times on the same tape.

YESTERYEAR'S HITS

Change-of-pace programming featuring the hottest disks in the land five and 10 years ago this week, from Billboard's charts.

5 Years Ago

MARCH 3, 1956

1. Lisbon Antigua, Nelson Riddle, Capitol
2. Rock and Roll Waltz, Kay Starr, RCA Victor
3. Great Pretender, Platters, Mercury
4. No, Not Much, Four Lads, Columbia
5. Poor People of Paris, Les Baxter, Capitol
6. Memories Are Made of This, Dean Martin, Capitol
7. See You Later, Alligator, Bill Haley & Comets, Decca
8. I'll Be Home, Pat Boone, Dot
9. Band of Gold, Don Cherry, Columbia
10. Theme From the Threepenny Opera (Mack the Knife), Dick Hyman, MGM

10 Years Ago

MARCH 3, 1951

1. If, Perry Como, RCA Victor
2. Tennessee Waltz, Patti Page, Mercury
3. Be My Love, Mario Lanza, RCA Victor
4. Roving Kind, Guy Mitchell-Mitch Miller, Columbia
5. My Heart Cries for You, Guy Mitchell-Mitch Miller, Columbia
6. So Long, Gordon Jenkins & The Weavers, Decca
7. You're Just in Love, Perry Como & the Fontane Sisters, RCA Victor
8. Aba Daba Honeydew, Debbie Reynolds & Carlton Carpenter, MGM
9. Would I Love You, Patti Page, Mercury
10. Mockin' Bird Hill, Les Paul & Mary Ford, Capitol

Reviews and Ratings of New Records

Continued from page 38

*** MODERATE SALES POTENTIAL

JAZZ

THE JOHN WRIGHT TRIO

*** Sin Corner—PRESTIGE 188—John Wright and his trio turn in a happy reading of a funky item that is taken from his album "South Side Soul." (Prestige, BMI) (3:00)

*** Amen Corner—Another "preachin'" type of jazz tune is played smartly here by the trio. Two nice jazz juke sides. Prestige, BMI) (2:35)

BILLY MAXTED & HIS MANHATTAN JAZZ BAND

*** How Long Has This Been Going On?—K&H 501—The fine tenor sax work of Danny Tracey gets the nod on this danceable disk by the Dixieland veteran Billy Maxted. Ballad could be a nice easy-listening change of pace. (New World) (2:45)

*** Satin Doll—Bouncy tempo to the Ellington standard gives Maxted a spot at the piano. (Tempo Music) (4:27)

EDDIE HARRIS

*** Exodus—VEE JAY 378—This side is from the album, "Exodus to Jazz," hit, played in modern jazz style. Good spinnable wax for hip jocks. (Chappell, ASCAP) (2:01)

*** Alicia—On this side the Harris crew turns to a pretty item that is played with feeling and taste. Also a solid item for jocks. (Conrad, BMI) (2:49)

COUNTRY & WESTERN

DAVE AND DON

*** Over My Broken Heart—LIBERTY BELL 9033—The boys contribute a lively reading of this weeper ballad, done in Western style. Nice fiddling, too. (Renda, BMI) (2:01)

*** I'm Back—He couldn't stay away from the chick and here's his plea to be taken back. Weeper material with an okay sound. (Renda, BMI) (2:12)

PROGRAMMING TIP OF THE WEEK

Station WWOM, New Orleans, recently gave a nostalgic twist to the old mystery-voice contest gimmick. Listeners were asked to identify the voices of great performers of the past—Harry Lauder, Will Rogers, Fanny Brice, Ben Bernie, Jones and Hare and others.

As prizes for correct identifications, WWOM awarded its own brand of "Pick Hits"—original recordings pressed from 1920-1930. Among these collectors' items were such vintage wax as Cliff Edwards' "Who Takes Care of the Caretaker's Daughter When the Caretaker's Busy Takin' Care"; "What Did I Tell Ya," by Whispering Jack Smith; "Behind the Clouds" by Gene Austin; "Tie Me to Your Apron Strings Again," by Fred and Glenn, and "She Don't Wanna" by the California Hummingbirds.

BILL MONROE

*** Put My Rubber Doll Away—DECCA 31218—Spirited vocalizing by Monroe on bouncy country ditty with weeper-styled lyrics about dying little girl. (Acuff-Rose, BMI)

*** Linda Lou—Sincere warbling by Monroe on pleasant country theme. (Acuff-Rose, BMI) (2:07)

BOB WILLS

*** A Spanish Fandango—MGM 12985—Bob Wills and the Texas Playboys had a strong disk with this many years ago, and this reissue will bring back a lot of memories. Good wax for the current market and useful for jock programming. (Bob Wills, BMI) (2:39)

*** Faded Love—The old Bob Wills tune has been revived and the side is still a good one for the current market. Worth country spins. (Bob Wills, BMI) (2:49)

RON WILLIAMS

*** On Top of Old Smokey—IMPERIAL 5729—A double-time arrangement of the traditional tune. Williams gives it an enthused reading. Backing pounds along in fine form behind the vocal. (2:04)

*** If I Could Stay Away From You—A country-style weeper by Williams, with femme group support. (Travis, BMI) (2:31)

LOU SMITH

*** I'm Wondering—SALVO 2862—Smith, with traditional accompaniment, sings of his wondering about why the girl left him. (Beau-Tex, BMI) (2:23)

*** Aching Breaking Heart—"Last Date" piano opens this side, and then Smith sings the woeful lyric. (Big Bopper, BMI) (2:33)

HERSCHEL PARKER

*** I Can't Go Home Tonight—URC 1023—Parker sings this lost love weeper with authority. Country combo assists. (Debbie, BMI) (2:36)

*** I Can't Forget—Parker does a quick-stepping weeper with authority. (Debbie, BMI) (1:51)

*** STRONG SALES POTENTIAL

RHYTHM & BLUES

C. JAMPION JACK DUPREE

*** Two Below Zero—FEDERAL 12408—Champion Jack Dupree talks and sings the blues in his inimitable style on this wailing side. (Jay & Cee, BMI) (2:56)

*** Sharp Harp—Champion Jack takes the walkin' piano tempo as harmonica spells out the blues feeling on this fine instrumental. (R-T, BMI) (2:30)

BIG MAYBELLE

*** I Ain't Got Nobody—SAVOY 1595—Showmanly thrashing stint by veteran canary on the great oldie. (Mayfair, ASCAP)

*** Going Home Baby—Expressive thrashing by gal on bluesy theme. (Savoy, BMI)

*** MODERATE SALES POTENTIAL

RHYTHM & BLUES

KITTY AND CLAY

*** (I Shouldn't Love You) But I Do—KING 5450—Kitty and Clay tell each other of their love on this slow rockaballad side that could get listener response. (Stebrita, BMI) (2:40)

*** Whoa-Ho (Let's Get Together)—The boy and girl team sing of how much they dig each other in fine romping tempo. Rhythm section accompanies. (R-T, BMI) (2:15)

OSCAR BOYD

*** Cheese All Week Long—HIMI 3004—The funny lyric on this blues cites a complaint by Oscar. High-swinging tenor sax and stomping combo pull for the side. Could get some action. (Kram, BMI) (2:30)

*** What Makes You So Cruel—Oscar Boyd has a big-voiced blues shout on this bewailing side. Side has a good rockaballad sound. (Kram, BMI) (2:40)

BILL BEASLEY

*** A Million Teardrops—DEE CAL 500—A lot of shouting back and forth here between Beasley and a femme colleague. It's slow, triplet-backed material, and it has a sound. (Metric, BMI) (2:00)

*** Too Long—A blues is shouted neatly by Beasley. Material is moderate in its appeal, but the chanter has a listenable style. (Ric-O-Lac, BMI) (2:00)

BUDDY SKIPPER

*** The Clock—FURRY 1044—A rockaballad with an imaginative lyric is handled with feeling here by Skipper and the backing is in the usual groove. Side has a good sound and could bet attention both in r.&b. and pop. (Lion, BMI) (2:05)

*** No More Doggin'—Buddy Skipper socks over the lyrics to this bluesy effort aided by a chorus and strong comb backing. It's a side that could pick up some Southern juke coins. (Modern, BMI) (2:17)

CASEY HART

*** Blues for My Baby—CHOICE 14—Plaintive harmonica backing on heartfelt reading of effective blues. (Prü, BMI) (3:15)

*** Call Today—Same comment. (Prü, BMI) (2:50)

WILLIE MITCHELL

*** One Mint Julep—HOME OF THE BLUES 119—The big hit of the early days of rock and roll is played with some spirit by the gang with the sax leading throughout. Both sides could pull some coins. (Progressive, BMI) (2:30)

*** I've Got a Right to Cry—Willie Mitchell and his combo turn out a nice instrumental reading here of a Joe Higgins tune in Bill Black Combo style. (Recordo, BMI) (2:45)

EARL KING

*** Love Me Now—IMPERIAL 5730—The boy sings the blues on this plea for lovin' with much directness. Side is enhanced by infectious rhythm figure. Combo assists. (Travis, BMI) (1:59)

*** The Things That I Used to Do—Slow blues ballad gets a good reading by the boy. (Venice, BMI) (2:46)

*** STRONG SALES POTENTIAL

SPIRITUAL

*** Hold Me—SAVOY 4155—A slow and soulful expression from the lead with organ and piano support. The group comes in later and scores with heavy effect. (Martin Studio, BMI)

*** Hold the Light—This starts with the entire group in a fervent plea to the Lord. A fine thrush then takes up the chant in a wonderful and warm solo. A lot of spirit here (Martin Studio, BMI)

VOICES OF JORDAN

*** A Child Crying to His Father—GOSPEL 1049—A persistent drum roll is established here behind the strong male lead performance. This lad knows how to shout (Savoy, BMI)

*** Shake My Mother's Hand—An exciting, medium-rhythm chant by the group, again with a solid lead job. Two top efforts. (Volunteer, BMI)

THE FIVE BLIND BOYS OF ALABAMA
*** Something Got Hold of Me—GOSPEL 1047—A rip-roaring gospel blues by the famous group. This is a real shouter done in pounding upbeat rhythm. A lot of excitement here that fans will go for in a big way (Savoy, BMI)

(Continued on page 46)

"TAKE GOOD CARE OF HER"

By The Year's Most Promising New Star
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CHANCELLOR RECORDS, INC.
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ACCURATE REPORTING SERVICE
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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!
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FOR SALE

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

Coming in the
MARCH 27 ISSUE...
... a brand new low-cost
CLASSIFIED MART!

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

These are the nation's best selling phonographs by manufacturer, based upon results of a month-long study using personal interviews with a representative national cross-section of record-phonograph dealers. A different price group of phonos will be published in this chart each week.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses. Point tabulations are based upon the rank order of manufacturers' phono sales at each dealer, and weighted by size of dealer. Only manufacturers earning 3% or more of the total dealer points are listed below.

**PHONOS LISTING BETWEEN
\$301 AND \$400**

RANK	BRAND	% OF TOTAL POINTS
1	Magnavox	51.3
2	Motorola	8.9
3	Mathis	7.4
4	Webcor	6.9
5	RCA Victor	5.9
6	Pilot	4.9
6	Fisher	4.9
6	Nordmende	4.9
6	Necomb	4.9

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

***THINK TWICE**

(Play, BMI)

***FOR MY BABY** **Brook Benton**
(Play, BMI) Mercury 71774

***YOUR FRIENDS** **Dee Clark**
(Conrad, BMI) Vee Jay 372

***HEARTS OF STONE** **Bill Black's Combo**
(Regent, BMI) Hi 2028

ASIA MINOR **Kokomo**
(Barbrob, ASCAP) Felsted 8612

C&W

***LET FORGIVENESS IN** **Webb Pierce**
(Cedarwood, BMI) Decca 31197

R&B

GEE WHIZ (LOOK AT HIS EYES) . . . **Carla Thomas**
(East, BMI) Atlantic 2086

**Sonic Industries Ups
Service Nationwide**

NEW YORK—Sonic Industries, phono equipment producer, has established a nation-wide network of franchised service facilities. Over-all, more than 450 such service stations have been set up. Each outlet will stock all parts required for normal servicing operations and will employ servicemen qualified to handle the line. Sonic sales chief, Raymond Clevens, noted, "this move will improve the salability of Sonic equipment by eliminating from dealers and

**Duotone Offers Needle Chart,
Includes Prices, Illustrations**

KEYPORT, N. J. — A new replacement needle wall chart is now available to distributors and their dealers from Duotone. The 1961 wall reference chart lists replacement needles by manufacturers' cartridge number, provides illustrations of needle replacement and indicates needle numbers in either diamond, jewel or osmium. List price is also shown for each needle.

distributors the cost of shipping units back to the factory for repair.

PRECIPITATION

**When Rain Falls,
Prices Drop, Too**

KANSAS CITY, Mo. — As soon as rain or snow begins to fall, one enterprising dealer here unwraps and places in each of his windows signs offering a 5 per cent "rain discount." Copy points out that any item in the store may be bought for 5 per cent off its quoted price, as long as the rain or snow keeps up.

In addition to the signs, the store uses an ad every week in neighborhood newspapers which forecasts the weather for the coming week. Inserted under the forecast for each is a reminder that the 5 per cent discount will take effect when the first rain drop splashes on the street.

After two years of such an offer, the discount has become so well known that many housewives wait for the rain, put on their raincoats and sally up to the store to make a savings. Among the oddest aspects of this promotion is the fact that more than 100 umbrellas have been left in the store.

**Merc Tapes
Now on BC**

COLUMBUS, Ohio — Bel Canto's Dick Allen, audio and engineering chief, is in New York City for a week, personally mastering 15 Mercury Living Presence Sound and Perfect Presence Sound albums for March 15 release on four-track tape.

First Mercury release on BC tape marks the Columbus firm's biggest expansion in its five-year history, with the consummation of a deal last week between Russ Molloy, BC chief, and Irving B. Green, Mercury president. Mercury, which previously had a distribution deal with United Stereo Tapes, has a manufacturing and sales agreement with BC. In making the agreement with Mercury, BC agreed to take over the existing inventory on 18 four-track Mercury releases which UST had been selling.

Pete Fabri, marketing chief of BC, held a meeting the past week with 30 indie and factory reps regarding the acquisition and sales planning behind the Mercury deal. Fabri stressed that special emphasis will be placed on audio and classical packages in the Mercury line.

**FAST QUESTION,
SILLY QUESTION,
SPEEDY REPLIES**

CLEVELAND — Betty Elkin, record manager for Higbee Company's downtown department store, one of the top disk dealers here, goes into a spin every time she tells these two:

It concerns a recent request from an elderly woman patron for a recording of Beethoven's "Ninth."

"What speed do you want — 33 or 45?" Miss Elkin inquired.

"Oh, the speed Beethoven wrote it in," the woman replied.

Another woman asked for a 33-speed record and then proceeded to play it in a booth at 45 r.p.m.

Betty asked if she knew she was playing the record at a faster speed. The customer quickly replied:

"Oh, yes—I'm in a hurry." Amen.

**Winning Ticket Scheme
Pulls Phono Prospects**

DENVER — Traffic is an absolute essential in the merchandising of phonograph records, phonographs, and stereo equipment, according to Nesses Nides, head of the big Nides Appliance Company here.

That's the reason Mrs. Nides, who has frequently been No. 1 in the Denver area on stereo phonograph sales, developed a clever ticket-stub system which "provides us with more stereo prospects than we need."

The system consists of automatically registering every customer who enters the door of either of two Nides stores, for a continuous drawing which goes on through the year.

As the plan operates, every customer coming is invited to simply write his or her name and address on a two-part ticket stub, books of which are carried by each Nides salesman. The customer retains half the ticket, which bears a number, and the opposite half with the same number is deposited in a box in the center of the store.

Customers are told to keep their eyes on Nides' newspaper ads, since at regular intervals, the numbers which have been deposited in the box will be pulled, a winning number drawn, and printed without identification in the newspaper ad. Thus,

it is up to the customer to scan each Nides ad carefully, if only to check the numbers, which are posted inconspicuously somewhere in the ad.

On finding the same number which shows on their tickets, the winners come in, receive record accessories, a record or some other such useful item.

Simple as this plan seems, it has been responsible for adding no less than a thousand names per month to Nides' prospect list, all of them, the store can be sure, carefully poring over each Nides' ad in the hope of finding their lucky number.

The tickets, then, become the basis for a telephone and personal follow-up sales program. Since the customer has already been in the store, the Nides salesman can anticipate a certain amount of good will, and capitalize upon it.

Among other outcomes of this plan has been a sales level of at least \$10,000 per month, most of it directly traceable to the fact that Nides' people are making the most of the leads which ticket registrations have provided. In one instance, a few hours of concentrated telephone calls sold four of the most expensive stereo combinations which the store had in stock.

**'Disk Industry Sales Corp.' Formed
To Aid U. S. Indies Set Outlets**

NEW YORK — Disk Industry Sales Corporation, a new firm designed to help indie U. S. record firms set up distribution deals for their singles in foreign markets, has been formed here, with the worldwide Electric and Musical Industries, Ltd., as one of its first clients.

The new firm is headed by President Dora Richman, formerly with Capitol Records International Department here, and Mortimer Edelstein as counsel. Edelstein, one of the founders of the Record Industry Association of America, recently returned from Europe, where he made a special study of problems connected with the licensing of European producers to handle U. S. disks abroad.

The new firm, reports Miss Richman, is "in constant touch by cable and phone with manufacturers and distributors throughout the world who are anxious to obtain new material with good sales potential in their geographic area. Our main objective," said Miss Richman, "is to serve as a link between American record companies and foreign manufacturers." The executive who wants fast foreign exploitation on a hot single.

The new company will offer service in practically every corner of the globe including Australia, (Continued on page 44)

**A-F Disk, Tape
Discount Plans**

NEW YORK — A special discount bonus plan of one free LP for every six ordered on new releases, plus a 10 per cent dealer discount on four-track stereo master tapes, are features of Audio Fidelity's spring merchandising plan, announced last week.

At the same time, the label has introduced two new sets in its "doctored for sound" series, titled, "Cartoons in Sound," with sound effects expert, Bob Prescott, and "Percussive Jazz, Volume II."

Other new AF packages released are by Oscar Brand, Johnny Puleo, trumpeter Al Hirt, Joe Basso and organist Al Melgard. The record discount offer also applies to the six previously released "doctored for sound" sets. In the tape field, there are new releases titled "Percussive Vaudeville," "Percussive Jazz," "Percussive Latino (Cha Cha)," and "Louis and the Dukes of Dixieland." The program is effective March 31 and is being backed by a heavy ad and merchandising campaign.

**Indiana House to
Decide Disk Fair
Trade Law Fate**

INDIANAPOLIS—Sale of records would be subject to "fair trade" controls in Indiana again if a bill now in the House of Representatives becomes law.

Approved by an overwhelming vote in the Senate, Monday night (20), the measure would legalize price-maintenance contracts between distributors and retailers.

Injunctive powers would be available to enforce prescribed minimum retail prices under the provisions of the bill.

The bill provides further that sale below such price levels would constitute unfair competition, with violators subject to civil actions for damages.

Sen. Joel Rhodes (R., Center-ville) and Merrett R. Monks (D., Winchester) are the authors of the bill.

A "fair trade" bill enacted in 1937 was invalidated by the Indiana Supreme Court in 1955.

The unconstitutional features of the 1937 laws are corrected in the pending bill, according to Senators Rhodes and Monks.

NEW DEALER PRODUCTS

Clock-Radio Let's You Sleep

Something called the "snooz-alarm" on the new General Electric C433 clock-radio, permits the inevitable sleepyhead to catch an extra seven minutes of shut-eye without oversleeping completely. The new set has a control bar at the top of the radio that, with a gentle tap, gives the sleeper and extra seven minutes before the alarm rings again. This can be repeated up to five times. The radio also has presetting levers that activate and automatically turn off the set. It comes in two colors, antique white or rose beige, has four tubes and sells for \$36.95.

Powerful Stereo Receiver

The Crosby Electronics Company boasts a powerful stereo receiver in the R80, a new push-button set that they've recently marketed. The unit has two-channel indicator for tuning and program level, variable mono-stereo blend lights, speaker-headset selector on front panel, a special volume control for a third speaker, and a multiplex dimension control and powering facilities for a non-powered accessory multiplex adaptor. The list price for the R80 will be \$375.

Stereo Console Is Low-Boy

A new 37-inch-long lowboy stereo console is the new equipment pride and joy of the Olympic Radio & Television Company. The model 9700, as the unit is referred to, has dual amplifiers and sound systems. Three wood finishes vary the price from: \$129.95 for the mahogany, \$139.95 for the oak, and \$149.95 for the walnut cabinet.

BILLBOARD MUSIC WEEK

RECORD INDUSTRY

Source Book

& DIRECTORY ISSUE

REVISIONS OF APRIL 25, 1960, ISSUE

The following data should be clipped and entered in your Source Book to keep it up to date pending the next edition. We invite submission of all corrections and additions as they occur. Please address Billboard Music Week Source Book, 1564 Broadway, New York 36.

RECORD MANUFACTURERS

AB5 Records, Inc.
P. O. Box 934
Harrisburg, Pa.

Astral Music Sales
44 Danforth Rd.
Toronto-Scarboro, Ontario
Canada

Dune Records
1619 Broadway
New York, N. Y.

High Life Records
72 San Benito Way
San Francisco, Calif.

Moonglow Records
801 N. Bush St.
Santa Ana, Calif.

Reprise Records
8380 Melrose Ave.
Los Angeles, Calif.

Triodex, Inc.
1697 Broadway
New York 19, N. Y.

Use this form to place your order for copies of Billboard Music Week Record Industry Source Book:

Billboard Music Week Record Industry Source Book & Directory
2160 Patterson Street
Cincinnati 22, Ohio 790

Please send me by return mail and postage prepaid _____ copyright of the 108-page Billboard Music Week 1960 Record Industry Source Book & Directory. Payment (50c a copy) in the amount of \$ _____ is enclosed (payment must accompany order).

Mail to:
Individual's Name _____
Address _____
Company _____
City _____ Zone _____ State _____

GIVE TO DAMON RUNYON CANCER FUND

RETAILING 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.

QUESTION

What is your most successful form of advertising?

THE ANSWERS

ESTHER (KELLY) HARTWELL

Hebert's

Pomona, Calif.

Direct mail most of the time. We use postcards to keep our regular customers informed of specials or sales we have coming up. At times, we use the local paper. When we run a newspaper ad, we find it pays to run the department manager's picture. Today, we're running a



phonograph ad and the phono department manager's picture is being used. It gives the ad a more personal touch.

MICKEY GENSLER

The Spinning Disc

Yonkers, N. Y.

Our best medium is our Top-30 sheet, listing records as we sell them in the store. We also include album specials of the week, like Connie Francis' greatest hits for \$2.29, or Neil Sedaka for \$1.98. We have a list of 5,000 names but we use the big list only occasionally for equipment advertising. We mail 50 to 100 of the Top-30 list each week. It's fast, inexpensive and it works.

AL PRICE

Booth's

Bakersfield, Calif.

You can't beat radio when it comes to building a steady flow of customers. We buy around 200 spots on the local stations. We've also worked a trade deal with one station. We provide the records for a show called "New York and Broadway" in return for sponsor identification. Ads in school papers are not expensive and they pay in building a loyal following among the kids. But radio is best of all.

GRAY GORLIN

Graymat

Morristown, N. J.

We don't have any method we could call most successful. We used to get out an elaborate booklet with new release and catalog information, but now it costs 25 cents a copy to get those into a home. It used to cost 7 cents. We are planning now on a self-mailer where we'll promote our service and what we offer that racks and discounters don't have; that is, things like heavy catalog stocks of Archive Series, Deutsche Grammophon and Angel.



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.

ANGEL—Expires February 28, 1961. Started January 30, 1961.

Program offers a 10% discount on complete catalog including January release. 90-day deferred billing on a limited 100% exchange privilege. Exchange deal available on 100 best selling LP's plus all February releases up to five copies of any specific album. Exchanges will be accepted between April 1 and June 30. Payments must be made in two equal installments on 10th of April and May. Minimum order of 50 Angel disks is required to qualify.

BETHLEHEM—Expires February 28, 1961. Started February 1, 1961.

Buy four, get one free. Plan applies to complete LP (M & S) catalog. See current issue for details.

CAPITOL—Expires February 28, 1961. Started January 30, 1961.

Program offers a 10% discount on complete pop and classical catalog, plus 90-day deferred billing. Also includes limited 100% exchange privilege. Limit on exchange is placed at five copies of any specific album with the exception of the new Kingston Trio and Frank Sinatra albums ("Sinatra's Swinging Session" and "Make Way"), which Capitol will back up with a full exchange up to 25 copies purchased. Plan covers only purchases between January 30 and February 28. Exchanges will be accepted between April and June 30. Payments must be made in two equal installments on 10th of April and May. See page 60-61, January 30 issue.

CHESS & CHECKER—Expires February 28, 1961. Started February 1, 1961.

Special discounts for dealers. Details available from label's distributors.

COLUMBIA—Expires February 28, 1961. Started February 1, 1961.

All Columbia mono sets feature a 10 per cent discount, and all stereo albums (except show sets) feature a 20 per cent discount. Two and four-track tape also qualify. Harmony Records is featuring a discount of 15 per cent. All EP disks, both mono and stereo, also feature a 15 per cent discount. Also, extra 10 per cent discount on label's complete catalog of Broadway show albums and multiple LP show sets. This plan features two LP's for the price of one on new "Broadway's Best" album.

MGM—Expires February 28, 1961. Started January 16, 1961.

Distributors are being offered 20% bonus in merchandise (buy 100, get 20 free). Deferred billing: 30-60-90 days, provided account is current. Discount with dating: 2% cash discount with each payment, in accordance with above dating plan. 100% exchange privilege within the January "Twenty-One Gun Salute" release. Terms also apply to all purchases of LP's in the new MGM, Metrojazz and Cub label catalogs. See last page of insert, January 16 issue, for details.

ROULETTE—Expires March 25, 1961. Started February 15, 1961.

Plan covers entire catalog. Details available from label's distributors.

ABC-PARAMOUNT—Expires March 31, 1961. Started January 16, 1961.

Winter merchandising plan offers straight 12 1/2% 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.

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.

DECCA—No expiration date. Started January 1, 1961.

An incentive plan, details of which are available from Decca factory branches. Also, a new 10% exchange privilege for dealers, effective with album purchases on or after January 1 of this year. Plan applies to all Decca, Coral or Brunswick product on a dollar-for-dollar basis. Complete details of new plan will be sent dealers when the exchange becomes available next July 1. See page 16, January 23 issue for details.

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.

CAPITOL—No expiration date. Started February 20, 1961.

Special dealer incentive plan on label's new compact 33 singles. The 18 compact doubles of initial release offered on 100% exchange, starting 60 days after release (February 20). After two-month exposure period, dealers permitted to exchange compact doubles for other 33 doubles. After June 30, entire compact double release accepted in exchange for any Capitol product. The 10 compact singles in initial release come under label's controlled 100% exchange privilege covering all new Capitol singles. See page 2, February 20 issue, for further details.

DUO—Offer for "Limited time only." Effective immediately. Buy one LP, get one free. Introductory offer to dealers and distributors covers all comedy LP's.

Aid to U. S. Indies

• Continued from page 43

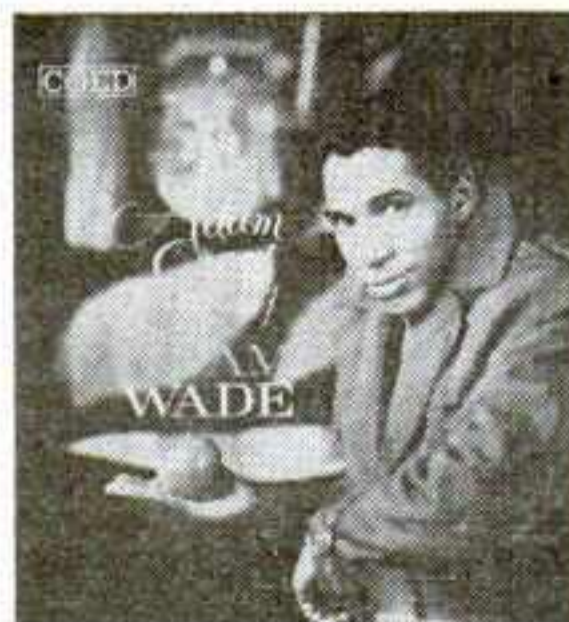
British Isle, Europe, Africa, the Orient and South America.

U. S. disks, though not as strong as a year ago, continue to be a major factor in European record marts. Last week in Britain, 17 of the top-selling 30 pop records there were cut by American artists. Five of the top seven disks were by U. S. performers, with Elvis Presley's "Are You Lonesome Tonight?" No. 1, and Bobby Vee's "Rubber Ball," No. 3.

Morris Hastings Dead

NEW YORK—Morris Hastings, senior copy editor of Columbia Records, died last week (21) of a heart attack at the age of 54. In his job at Columbia he edited promotion copy and liner notes for the firm's albums. Hastings was a well-known musicologist, having attended the Eastman School of Music in Rochester and at various times worked as a music critic, drama critic and movie critic. He worked as a radio promotion writer for the Columbia Broadcasting Company before joining Columbia Records. Surviving is a brother Arthur Hastings, of South Yarmouth, Mass.

ALBUM COVER OF THE WEEK



ADAM AND EVENING—Adam Wade, Coed LPC-903. Album has clever title and pic tie-in with a handsome full-color photo of the artist. Hot display item for counters or windows.



WILD WOMEN DON'T HAVE THE BLUES—Nancy Harrow, Candid 8008. Vivid cover in bright red, black and blue with sharp pic of the thrush. Photo and design: Frank Gauna.

TALENT TOPICS

• Continued from page 10

lads who scored successfully in the Midwest area with their "Tomahawk" on the Tilt label, have just cut a follow-up platter for the same firm. Their "Tomahawk" has been placed in national release. . . . Comedy singer-pianist **Larry Vincent**, now in his eighth year in the cocktail stube of Beverly Hills Country Club, Southgate, Ky., has placed his new tune, "Why Not (Tell Me That You Love Me?)" in the hands of **Fran Warren** and **Carmel Quinn** for possible early waxing. Vincent heads up his own platter works, Pearl Records, with headquarters in Covington, Ky.

Lambert, Hendricks and Ross and pianist **George Shearing** stop off at Miami University, Oxford, Ohio, for a jazz concert April 27. . . . The **Limelighters**, their jump west crabbed by the plane strike, missed their guest shot on the **Ruth Lyons "50-50 Club"** TV-er over WLW-T and affiliate stations Monday (20). They made it in here in time for a Wednesday (22) appearance on the show. On Saturday (25), the novelty folk trio showed **Milt Magel's Castle Farm** here. They're set for a spot on "The Chevy Show" April 2. . . . The **Modern Jazz Disciples**, local group comprising **Curt Peagler, Hickey Kelly, Lee Tucker, Champ Childress, Billy Brown** and **Ron McCurdy**, return to **Mother's**, local suburban spot, March 4. **Count Basie** is reported to have taken the **Disciples** under his managerial wing.

Bill Sachs

PITTSBURGH

The airplane strike kept pianist **Van Cliburn** from his sellout concert February 20 at Syria Mosque, so **Fay Olmsted**, head of the Music Guild has rescheduled the Cliburn concert to March 14. Olmsted, who also books the "Music for Mt. Lebanon" series, has set **Rise Stevens** for the February 28 date when the originally scheduled **Simeonietta** of La Scala canceled.

Lloyd Price was a last-minute replacement for **Jackie Wilson** at the **Town House** one-nighter booked by **Sir Walter Raleigh**, the **WEEP** deejay. . . . The **Mills Brothers** move into **Holiday House** April 3, to be followed by such record names as the **Dukes of Dixieland**, the **Four Lads**, the **Four Preps**, **Paul Anka**, **Neil Sedaka**, **Lillian Briggs** and **Jonah Jones**.

RCA Victor hosted a cocktail party February 26 at the **Carlton House** for **Morman Luboff** who recently waxed his first LP for that label. . . . **Ray Charles** will head an "in person" record name show April 22 at Syria Mosque. . . . **Chubby Jackson** spent the weekend here for a club date in nearby **Latrobe** and appearances on the **Clark Race** and **Dick Blanchard** TV shows.

PHILADELPHIA


Promoters of the **Newport Jazz Festival** are trying to get the **Robin Hood Dell**, city-owned al fresco amphitheater, to stage their festival

next summer following the city-sponsored outdoor concert season there. . . . **Daino Music Enterprises, Inc.**, set up by the recording artist of that name to handle distribution and production of records and sheet music among other theatrical activities. . . . **Pete McCloud**, who penned "Show Me" for **Bobby Bennett** on **Len Records** has written "What's the Reason" for **Howard Tae** who will wax it for **Buddy Caldwell's** V-Tone label. . . . **Maestro Lenny Herman**, joining with **Charles Shaw** and **Alfred H. Shurr**, have set up their own record label to be known as **Jeweltone Recordings**. . . . **Frankie Brent** and **Jay Price** and their unit, making their first appearance at **Bill Miller's Riverside** in **Reno** this week, signed before leaving town for a third straight summer at **The Hurricane** in **Wildwood, N. J.**, resort spot. . . . The **Wood Brothers Sextet** disbanded and two of the brothers, **Tommy and Donny Day**, are working up a comedy act. They have also been signed to a two-year contract by **Chancellor Records**. . . . **Eddy DeLuca**, maestro at **Drexelbrook Inn**, branches out into the concert field February 28 at **Town Hall** with a pop concert, sharing the platform with singers **Wilbur Evans** and **Victoria Sherry**.
Maurie H. Orodener

NASHVILLE

(Big Daddy) **Burl Ives**, who left town Sunday (19) after recording a **Decca** album at **Bradley Studio** here, was a smash hit with all the local trade who worked with him. Ives left town saying he pretty well liked Nashville, too, especially its Southern-cooked turnip greens. . . . **Jim Ed, Maxine and Bonnie Brown** were in town last week to cut a session for **RCA Victor** at the label's studio here. . . . **Chet Atkins** joined **Ben Rosner** and **Steve Sholes** in **Memphis** for the **big Elvis Presley** benefit Saturday (25), with the three following with a promo junket to **New Orleans** and **Miami**. **Bill Denny** and wife **June** have a son, **Kevin Scott**. . . . **Ray Presley**, **WTJA**, **East Point, Ga.**, is scouting for talent for "Dixie Jubilee" originating from **East Point** each Saturday night. . . . **Skeeter Davis** was guest on **Eddy Arnold's** **NBC-TV "Today on the Farm"** Saturday (25). . . . Among guests appearing on the **Elvis Presley** benefit appearance in **Memphis** Saturday (25) were **George Jessel**, **Dave Gardner**, **Boots Randolph** and **Floyd Cramer**. . . . **Bill Hall** was in town last week with **Mercury's Johnny Preston**.
Pat Twitty

JOHNNY TILLOTSON
JIMMY'S GIRL
CADENCE 1391



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

GIVE TO DAMON RUNYON CANCER FUND

MUSIC AS WRITTEN

• Continued from page 5

Singleton. . . . **Jim Kirchstein** just signed the **Five Chords** for **Cuca Records**, **Sauk City, Wis.** The instrumental group includes **H. Kellett**, leader; **J. Woodward**, **J. Price**, **J. Lewis**, and **R. Decks**. . . . **Lenny Garmisa's** wife **Sylvia** is recuperating nicely after minor surgery in **Michael Reese Hospital** last week. . . . Latest **Chicagoan** to be honored with membership in **ASCAP** is **Hal Tate**. His 1958 best seller was "Peyton Place." Tate will be signed under his legal name, **Alex Teitelman**.
Nick Biro

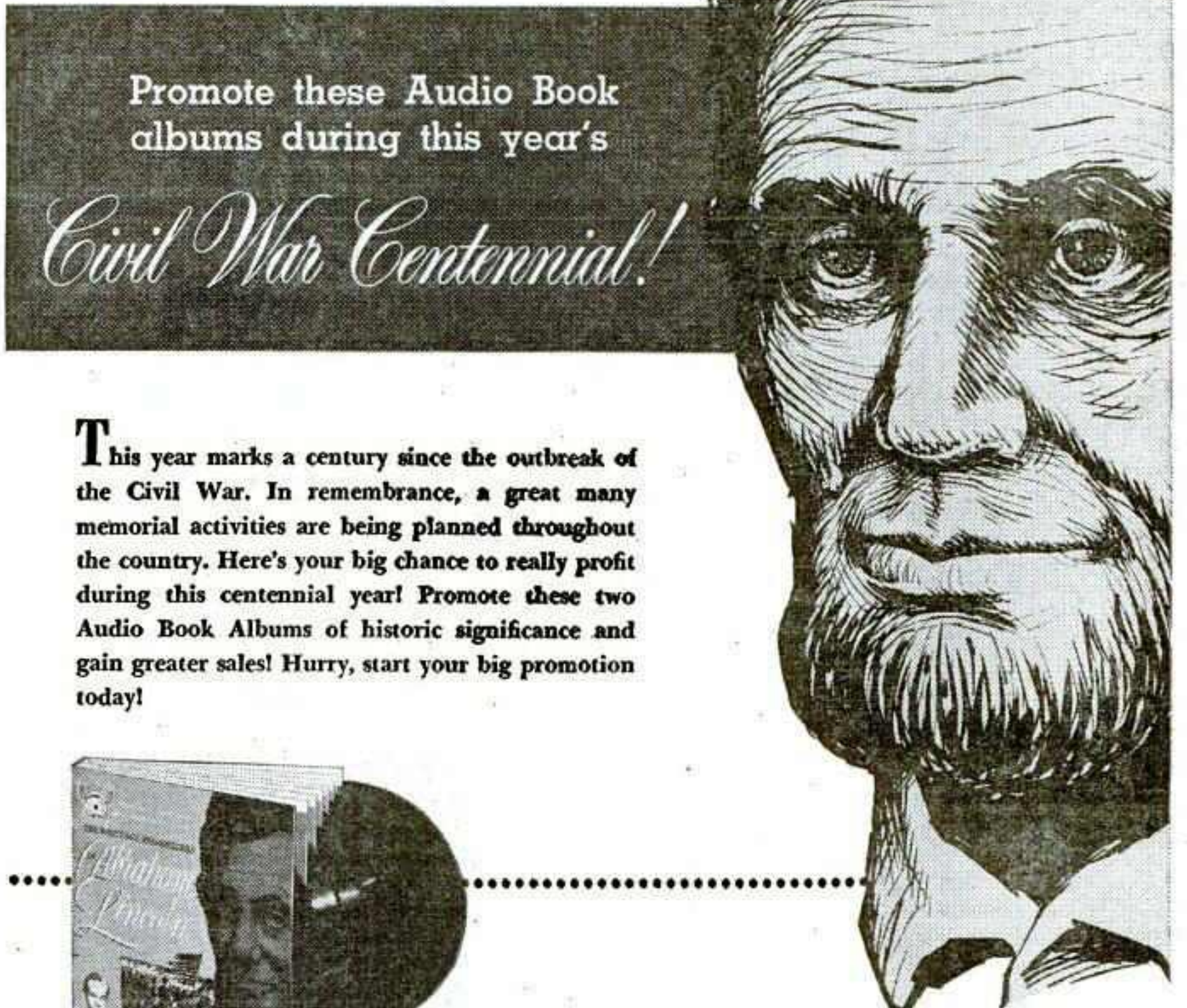
Cincinnati

Is **Nathan**, head of **Hit Record Distributing Company** of **Cincinnati**, and his bride of a month, the former **Rosalee Shapiro**, leave here April 3 on a two-month trip that will take them to **Israel, Italy, Austria, Switzerland, France** and **England**. They will go by boat from **New York** to **Israel**, arriving there April 18 to remain through May 3. Their trip through Europe will be made by plane. They will spend May 5-9 in **Rome** and then will visit **Florence** and **Venice, Italy; Osnabrueck, Austria; Luzerne** and **Zurich, Switzerland; Paris** and **London**. They will return here around June 1. **Nathan** and **Miss Shapiro**, childhood sweethearts, were married here February 1 and spent a brief honeymoon in **Florida**. In **Israel** at the same time as the **Nathans** will be **Johnny Kaplan**, of **J. K. Distributors, Detroit**; **Amos Heilacher**, of the **Minneapolis** distributing firm bearing his name, and **Sam Davis**, of **Davis Distributing, Denver**. The trio reportedly has an interest in a new hotel nearing completion in **Tel-Aviv**. . . . To promote the **Mercury** platter, "I'll Have Another Cup of Coffee," which reportedly is moving into the pop field after several months on the c.&w. charts, **Alan Mink**, **Mercury** promotion man in the **Cleveland** area, last week mailed territorial jocks and librarians a jar of instant coffee and copies of the disk. According to **Mink**, a national coffee account is interested in tying in with a national promotional program.
Bill Sachs.

Nashville

Mercury's Shelby Singleton in town last week. . . . **Bradley Studio** has been booked solid recently, with sessions by **Jamie's Duane Eddy**, **Mercury's Johnny Preston**, **Jivin' Gene**, **James O'Gwynn**, **Crash Craddock** and the **Wayfarers Trio**; **Monument's Grandpa Jones** and **Bob Wilson**, **Jan Moore** for **Boyd Records**, and **Decca's Roy Drusky**. . . . **Sam Phillip's** new studio has had recent sessions by **Jerry Lee Lewis** for **Sun** and **Charlie Rich** for **Phillips International**. **Harold Dorman** is skedded for a **Sun** session at the **Phillips** studio right away, as is **Elvis Presley's** friend, **Anita Wood**, who has been signed by **Sun**. . . . **Noel Ball** was booked into **RCA Victor Studio** last week for **Dot** sessions, **Boyd Records** recorded **Pamela Law** and **Ray Phillips** at **Victor Studio** last week.
Pat Twitty

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• Reviews and Ratings of New Records

• Continued from page 42

★★★★ Hop, Skip and Jump — Another snappy, rhythmic chant by the boys with a lot of fine shouting going on. Two big sides. (Savoy, BMI)

JAMES CLEVELAND

★★★★ I Need Jesus on My Journey—SAVOY 4157—Latin-styled backing on this exuberant gospel side, with fervent lead warbling by Cleveland. (Crossroads, BMI)

★★★★ Love of God — Emotion-packed vocal by Cleveland on moving sacred tune. (Venice, BMI)

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★★★ MODERATE SALES POTENTIAL

LATIN AMERICAN

RAY VASQUEZ

★★★★ Maria Dolores—TROPICANA 7004—This side is from the chanter's new album and shows off listenable vocalizing by Vasquez in Spanish. Okay programming material. (Peer Int'l, BMI) (1:57)

★★ In the Still of the Night—Chanter sells this side, also from his album, in English. Flip is stronger. (Chappell, ASCAP) (2:18)

SACRED

BILL FRANKLIN

★★★ There's More for You Ahead—LOYAL 103—Gospel writer and singer Bill Franklin handles this inspiration ditty pleasantly on this country-oriented gospel tune. (Wal-Fran, BMI) (2:45)

★★ Mr. K and Mr. D.—Bill Franklin can sell a tune and if he had a stronger piece of material he could happen in the country field. (Wal-Fran, BMI) (3:00)

LIMITED SALES POTENTIAL

POPULAR

DICK ROGERS

Misty—Why Let a Lie Break Your Heart. DA-MAR 2002.

BO BREED

Then You Came Back — They Don't Know. CREATIONS 1226.

MURRY KELLUM-ALTON LOTT & THE RAMBLERS

Brand New Baby—Love Wagon. K&M 501.

THE SUPERIORS

What Is Love?—Flee the Scene. FAL 301.

CARA STEWART

At the End of a Dream—If I Told You. ROXIE 246.

TOMMY BARNES

Love Rules the World — The Precious Little Things. RONNIE 1013.

TOMMY BARNES

A Waltz in Blue—It's You I've Loved. RONNIE 1012.

RONNIE KEITH

The Little Dog Laughed — My Little Susie. EL MONTE 002.

RAY ARTIS

That's All I Want From You — Art of Love. A 111.

ROLAND BENNETT

Ala' Gonna Tell You — Money Crazy. SHELLEY 125.

JIMMY WALLACE

I'll Think of Something — If I Were Free. DON-EL 109.

RON BENNETT

Dingle Dangle Doll — My Only Girl. TA-RAH 1.

THE NIGHT PEOPLE

So Deep — Nothing. BERMA 1311.

BILLY ADAMS

Born to Be a Loser — Tattle Tale. FERN 808.

BUDDY WHITE

Unlucky Man — Betty Jean. MILESTONE 2006.

JOHNNY HALO

Baby Face — It Hurts Me. ANGLE-TONE 541.

COUNTRY & WESTERN

ELI POSSUMTROT

El's Blue — My Past Is My Future. SIMS 118.

DAVE BRYAN

Let's Make It Real — Please Forgive Me. Don't Forget Me. SPECK 103.

TONY ROGERS

Sin Duda—Fickle Baby. STAR-CREST 1.

GLORIA HICKS

I've Never Stopped Loving You

JOHN HARNES

Come on Hime, Darling. BROSH 200.

CARA STEWART

Yearning—Blue Memories. BROSH 100.

ROLLIE GNAGY

Heartaches & Tears—Only Lies. TOM-TOM 103.

TOMMY THRASHER

My Baby Knows—Teen-Age Queen. TOM-TOM 102.

STU SKILLETT

God's Country Show—Blue Rain. LANCE 001.

LITTLE DICKIE CHAFFIN

Crying Heart—Lost Love. HILL TOP 1869.

VON BRADY

Let Me Fill His Shoes—You'll Think of Me. VON 654.

RONNIE KOLE

St. Louis Blues — Black Swan. RONKO 6988

LULA REED

I Know — I'm a Woman (But I Don't Talk Too Much). FEDERAL 12407.

JIM NESBIT AND 'LASSES SOPPER

The Horse Race — Please Mr. Kennedy. COUNTRY JUBILEE 549.

BLANE AND THE JULIANS

Don't Say No No — Go On. JULIAN 100

RAMON MAUPIN

Tomorrow We'll Know — Hey Rena. MEMPHIS 101.

LP PROGRAMMING

• Continued from page 41

Theme From "La Strada"—George Greeley. Warner Bros.

That Old Black Magic—Percy Faith. Columbia.

I've Got You Under My Skin—Irving Jasper. Time.

Sweet Lelani—Felix Slatkin. Liberty.

"Gigi" Overture—Andre Previn. MGM.

Tara's Theme—London Simponia. Warner Bros.

Blow, Gabriel, Blow—Andre Kostelanetz. Columbia.

Memories of You—Werner Muller. Decca.

Love Is a Many-Splendored Thing—David Rose. MGM.

September Song—Fred Waring. Capitol.

Jealousy—Percy Faith. Columbia.

Slaughter On 10th Avenue—Andre Kostelanetz. Columbia.

Tchaikovsky's Waltz for Strings—Michael Collins. Capitol.

Seboney—Carmen Dragon. Capitol.

You're the Top—Andre Kostelanetz. Columbia.

I Get a Kick Out of You—Andre Kostelanetz. Columbia.

Friendly Persuasion—David Rose. MGM.

Time On My Hands—Kathryn Grayson; Ray Heindorf. RCA Victor.

The Continental—Frank Chacksfield. London.

Tico Tico—Carmen Dragon. Capitol.

Body and Soul—Fred Waring. Capitol.

Temptation—Percy Faith. Columbia.

Helen of Troy Theme—Leroy Holmes. MGM.

Great Day—Robt. Farron-Geo. Mitael. London.

Theme From "La Boheme"—George Greeley—Warner Bros.

Orchids in the Moonlight—Werner Muller. Decca.

This Earth Is Mine—Liberace. Coral.

Dance of the Hours—Boston Pops. RCA Victor.

On the Trail—Morton Gould. RCA Victor.

Theme From The Apartment—Ferrante & Teicher. U.A.

Theme From "Exodus"—Ferrante & Teicher. U.A.

Green Leaves of Summer—Medallion Strings. Medallion.

Fascination—Liberace. Coral.

The Carousel Waltz—Mantovani. London.

Old Devil Moon—George Greeley. Warner Bros.

Be My Love—George Greeley. Warner Bros.

Lee Zhitto.

FOLK TALENT & TUNES

• Continued from page 10

on a number of old standards. . . . Entertainer-deejay Buddy Wright, who spins an hour of country music six days a week on WSIV, Pekin, Ill., has a new Bandera release in "Lily of the Field" b/w "Just for Today," both penned by Buddy and Marvin Ringenberg.

Charles E. (Slim) Mims, of Station WJMX, Florence, S. C., is handling the talent booking and production on "Pee Dee Opry," presented each Saturday night from the stage of the Ole Opry House in downtown Darlington, S. C. Weekly seg runs three hours, with an hour-long broadcast over WJMX, Florence, and WBSC, Bennettsville, S. C. Show is taped and aired later on other stations throuout the State. The talent, some 30 strong, hails from all over Eastern Carolina. Comedy is supplied by Uncle Ugly and Aunt Pretty, with Slim Mims and the Dream Ranch Boys setting the pace.

Hank Snow, following his tour of California March 9-19, takes his Rainbow Ranch Boys into the Flame Club, Minneapolis, for the March 27-April 1 period. . . . The Willburn Brothers are inked for Columbus, Ga., March 16; Birmingham, 17; Jackson, Miss., 18; Bristol, Tenn., March 30, and Pensacola, Fla., April 1. . . . George Morgan is routed for Hattiesburg, Miss., February 28; Laurel, Miss., March 1; Baton Rouge, La., 2; Shreveport, La., 4; Jackson, Tenn., 10, and winding up with a six-day stand at the Flame Club, Minneapolis, starting March 13.

Chet Good, who has had a live c.w. show over Station WWST, Wooster, Ohio, for a number of years, will soon etch two of his original tunes on his own Pro label. Chet has had several releases on B-W Records label, Wooster, and is still publishing thru B-W Music, Inc.

FCC Makes First Pay-TV Approval

WASHINGTON — The Federal Communications Commission last week finally, definitely and positively okayed the final trial subscription-TV grant. The historic grant was made to Hartford Phone-Station Company, licensee of TV Station WHCT-TV (Channel 18), Hartford, Conn. The long-awaited pay-TV trial will become a reality in a year's time, WHCT expects. The action is one of the last to be put through under outgoing Chairman Frederick Ford.

Cost to parent company, RKO General, Inc., is expected to run to \$10,000,000 in the three-year period, and no cost-recovery is expected. Participating firms, Zenith Radio, patent holder of the Phone-Station subscription system to be used, and Television Entertainment Company, Inc. (TECO), the patent licensee, hope to spread new entertainment riches before the viewing public, including Broadway musicals, opera and drama, in adaptations suitable for the brand-new medium.

The brand-new, box-office prices to subscribers, who do not have to buy decoding or other equipment, will range from 25 cents to \$3.50, depending on cost factors of the program, with most falling with a 75 cents to \$1.50 price range, the FCC reports. Only additional charge to subscriber will be for installation and rental of the decoder, with price ceilings of \$10 per installation and \$28 per year in rental for the three-year trial period.

WHCT says it expects to commence operation when 2,000 decoders have been installed in the area, possibly within six months, with expectation of 10,000 installations at the end of the historic first year of the new service.

The pay-TV programming on WHCT will have no commercials and will average about 40 hours a week, of which some 17 hours will be regular free TV fare. First-run films are the contemplated mainstay, with stage, music, education and sports as added attractions.

NMG to Air Hot Topic

OMAHA — The location sales problem has become a real headache here, with operators reporting locations paying more than double the market price for juke boxes, games and vending machines, and glad to get them.

The problem is expected to be a hot topic of discussion as members of the Nebraska Music Guild hold their quarterly meeting in Omaha's Sheraton-Fontenelle Hotel March 4-5.

Howard Ellis, prominent operator and distributor here, speaking for the association, noted that sales were being made by a firm identified as Lakeland Distributing Company, Minneapolis.

The procedure is simple. The firm reportedly sells the location the machine and agrees to offer service.

Promises Not Always Kept

According to local operators, however, the service promises haven't always been kept and a few locations claim to have been slightly stung.

Operators report the sales are going at well over double the market price and all types of equipment are offered. In one reported transaction, and 1800 Wurlitzer juke box was sold to a location for \$700. BMW's price index lists the machine at \$320-\$395.

In another deal, a new AMI Model J machine was sold for \$1,000; BMW's price index lists a used model at \$535-\$760. No prices are available for a new model.

In still another deal, a new Irving Kaye jumbo-size pool table was allegedly sold for \$600.

Ellis claims he has already lost three stops, and that figure appears to represent a broad average for other operators in the Nebraska area.

Dickering With One-Stops

Latest move, according to local operators, is that the firm (Lakeland) is reported to be dickering with local one-stops in an effort to get the one-stops to furnish the locations with records. To date no deals have been made.

Other moves are being made in the servicing vein.

Lakeland is reported to have attempted to line up local servicemen to service the Lakeland-sold locations, and at one point the firm even went to the point of contacting local juke box and game operators to get them to supply service on a contract basis.

One such operator, Ellis, turned the offer down.

The problem is not particularly a new one, since Lakeland as well as other firms have been making location sales in the area for several months. Lately, however, the operators feel the problem has seriously started to affect their business.

High on the agenda at the forthcoming Nebraska Music Guild meeting will be ways and means of countering the location sales argument. Ellis indicated that several

promotional ideas have been discussed but to date operators are undecided.

Toughest thing, operators note, is that the prospect of buying a machine is generally an appealing one to the average location. Until he has tried to operate a machine, buy and program records, and cure servicing problems, the average location owner feels the juke box, game or vending machine will be a pure gravy train for him. His thinking is simple: "I get all the take instead of splitting 50 per cent with the operator."

What he overlooks are the cost of records, problems of servicing, problems of programming and, perhaps the most important, the depreciation problem that he is unable to take full advantage of. The average operator is able to add a great deal to the economics of his route with the stepping-down of machines, constantly moving machines from location to location, giving each location in essence a "new" machine and thereby spurring interest and play.

The location, of course, is unable to do this, is stuck with the machine once it gets one, and often finds that customers after a year or two get tired of looking at the same phonograph, game or vender. At a time like this, the regular operator would move some machines around, or just step some down. The location can't. He can't afford to trade the machine in either as it hasn't fully been depreciated. So he keeps it.

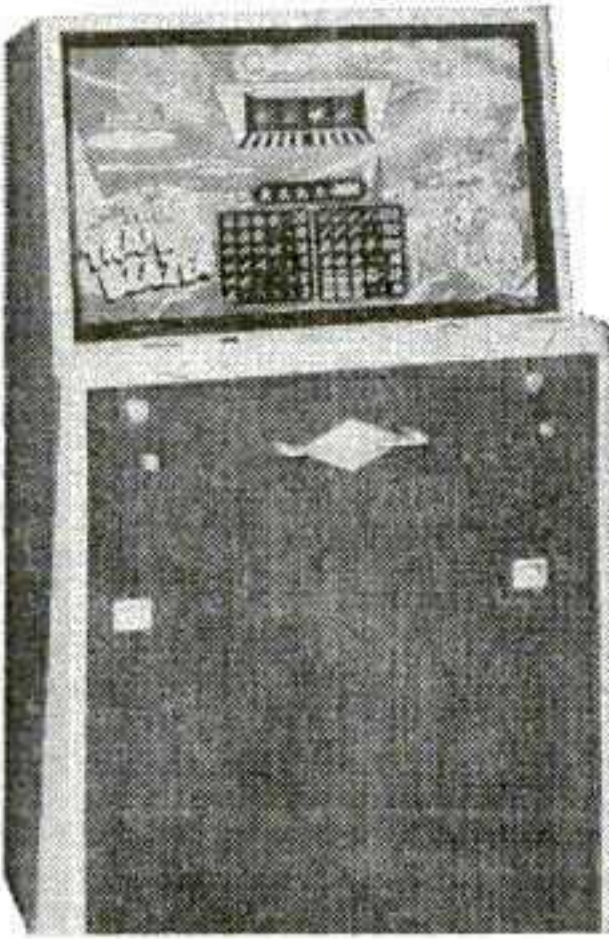
What happens? Play tends to go down. The location loses interest, (Continued on page 60)



CARAVELLE

Williams Ships New 4-Player Caravelle Game

CHICAGO—Williams last week began shipping its new four-player pinball game, Caravelle. The game has three or five-ball play, with a two-way double-match feature, and (Continued on page 60)



TWIN TRAIL BLAZER

Games, Inc., Bows Twin Trail Blazer

CHICAGO—Games, Inc., last week began shipping Twin Trail Blazer, its new dual-player upright game. The game is modeled after the firm's single-player Trail Blazer. (Continued on page 60)

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
WHERE THE BOYS ARE AND NO ONE	CONNIE FRANCIS MGM 12971
EBONY EYES AND WALK RIGHT BACK	EVERLY BROTHERS Warner Bros. 5199
GOOD TIME BABY AND CHERIE	BOBBY RYDELL Cameo 186
EMOTIONS AND I'M LEARNING ABOUT LOVE	BRENDA LEE Decca 31195
SPANISH HARLEM AND FIRST TASTE OF LOVE	BEN E. KING Atco 6185
WHAT A PRICE AND AIN'T THAT JUST LIKE A WOMAN	FATS DOMINO Imperial 5723
THINK TWICE AND FOR MY BABY	BROOK BENTON Mercury 71774
STAYIN' IN and MORE THAN I CAN SAY	BOBBY VEE Liberty 55296
MY EMPTY ARMS AND TEAR OF THE YEAR	JACKIE WILSON Brunswick 55201
WHEELS AND ORANGE BLOSSOM SPECIAL	BILLY VAUGHN Dot 16174

Canteen Acquires Atlas As Rowe-AMI Distributor

By NICK BIRO

CHICAGO — Automatic Canteen Company of America last week bought its second major coin machine distributor with the acquisition of Atlas Music Company here. Atlas was formerly the Seeburg distributor in Chicago and is considered one of the major juke box outlets in the Midwest.

SALAZAR EASES CENSORSHIP OF JUKE BOX WAX

LISBON — For the first time ever, juke boxes in Portugal are beginning to offer disks spoofing—and even pillorying—the regime of Premier Antonio de Oliveira Salazar. One such disk is a parody of the Pirates of Penzance spoofing the Santa Maria pirates. This disk already has landed on the top tune list in Lisbon. After years of close scrutiny of disk lyrics, Portuguese authorities have suddenly relaxed their vigilance. The "pirate" platter appears to be in the clear. Record distributors attribute the easing up to the general liberalization which seems to be taking place within the Salazar regime. Also for the first time Portuguese newspapers are being permitted to criticize Salazar openly. Observers say Salazar is permitting criticism and spoofing over the pirate incident as an escape valve for the tension surrounding the Santa Maria incident.

Unlike Canteen's purchase of Trimount Automatic Sales Company in Boston three weeks ago, however (BMW, February 6), the Atlas purchase reportedly does not involve any juke box or game routes. The purchase is of the Atlas distributorship only.

Seeburg, meanwhile, has made no announcement regarding its distribution plans for the Chicago area.

The move is a shocker as far as the coin machine trade here is concerned and is generally looked upon as one of the major distributorship shake-ups in recent years. Atlas has long been one of the strongest distributors for Seeburg and its name has been virtually synonymous with the parent factory.

Atlas immediately began selling the Canteen line of AMI juke boxes, background music and Rowe venders last week. The firm is also holding nightly meetings with Windy City operators to acquaint them with the move.

Edward A. Ginsburg, president

CMC Supplies Student Counsel

CHICAGO—The Coin Machine Council has supplied information on opportunities in the industry for an occupational brief which will be used to advise high school students seeking vocational guidance.

Russell J. Fornwalt, a New York vocational counselor, requested the material and will prepare the brief outlining business opportunities in the operating segment of the coin machine industry.

of Atlas, said there would be no changes in management or personnel of the distributorship as a result of the acquisition.

"Atlas intends to maintain the (Continued on page 60)

4 Coin Games In Production At Bally Plant

CHICAGO — The Bally Manufacturing Company, known one time as a specialist in the manufacture of bingo-type equipment, currently has four major games in production, including a gun game and a bowler.

Bally's diversification would indicate a trend away from production runs on a single game. The standard procedure would be to stay with one game until the demand slackened off, then come up with another one. Runs on two or more games simultaneously were the exception.

Two of the four Bally games now in production are bingos. They are Circus Queen and Lite-A-Line. The former has more features than the latter and is the more expensive of the two.

According to Bill O'Donnell, Bally general sales manager, Sharpshooter, the pistol-target game, is being placed in locations ranging from taverns to arcades. O'Donnell added that the De Luxe Jumbo Bowler still enjoys a steady demand, and that the firm's kiddie ride line is starting to move as spring approaches.

EUROPEAN NEWS BRIEFS

Phono Mfrs. Study 'Echo Unit'

MUNICH—German juke box producers are eyeing intently the development of a so-called "echo unit" by a number of electronics manufacturers. It could be the gimmick to give German music box makers an edge in the export trade at a time when competition is tightening on world markets. The "re-echo" effect is also under development in the U. S., and a race appears shaping up as to which manufacturers will be successful in first adapting the split-sound principal to juke boxes. The Germans claim world leadership in electronics development, and producers here admit to no doubts that they will be first on the market, assuming further developments confirms the suitability of "re-echo" for juke boxes. German firms engaged in "re-echo" development include Blaupunkt and Grundig. It is based on the principal of an electronic delaying circuit. The original signal is picked up and fed through the electronic network, which delays the output for a fraction of a second. The resultant signal is then injected back into the main output along with the original signal, resulting in what the Germans call a "Sputnik" effect, a weird, outer-space signal. However, the sound effect is no joke. On the contrary, its fans will claim it duplicates concert hall sound, especially when teamed with stereo. German juke box experts see "re-echo" as giving the juke box a snobbish character—that "something extra" which the operator can promote.

EFTA Nations Cutting Tariffs

GENEVA — Britain's coin machine industry will benefit significantly from the decision of the European Free Trade Association (EFTA) to accelerate the elimination of tariffs among its seven member countries. The next reduction of 10 per cent has been advanced to July 1, 1961, instead of January 1, 1962, as originally planned. The cut will bring the tariff cuts among EFTA members to 30 per cent—the same level as that of the six-nation European Economic Community (Common Market). In the case of Britain, the EFTA speed-up will bestow substantial competitive advantage on British producers as against their principal rivals, the U. S., West Germany and France. The U. S. is on the outside of both trade blocs, and the Germans and French belong to the Common Market. For the British, it is a case of everything to win and very little to lose. Britain's industry has been unable to make headway against the strong U. S. and Continental competition. But now the U. K. producers' strongest competitors are locked out of the EFTA trading club, which becomes, at least in theory, a British coin machine preserve.

Tito Imports U. S. Phonographs

BELGRADE—The juke box is firmly entrenched as part of the Communist—Tito-style—way of life. The State board of trade has just announced plans to import 35 American boxes and 15 European makes (most of them German) for the country's hotels and night clubs. Yugoslavia handles juke box imports as a routine commercial transaction, and nobody here is exercised at the idea of spending foreign exchange in this manner. It is reported that Marshal Tito has set any doubts at rest by installing a juke box at his vacation retreat of Bled. The Marshal is said to enjoy stocking his box with Yugoslav folk tunes. The rule of thumb in this respect seems to be that it is quite permissible to import U. S. juke boxes (or other makes), provided at least 25 per cent of the music played is of Yugoslav origin. Yugoslavia has been having difficulty with its tourist trade, and the go-ahead for importation of the U. S. boxes is more or less a concession to the U. S. gold gap. Yugoslavia is not so much interested in trying to help bridge the gap through the music box spending as in catering to U. S. tourists.

Music Ops Watching Decibels

ESSEN, West Germany—Juke box operators throughout Germany are being asked to co-operate in a nation-wide anti-noise campaign. Bonn's burghers, after nearly 15 years of feverish reconstruction of their war-shattered country, are complaining of "nervous exhaustion." Every municipality is charged with suppressing noise, and the campaign is especially stringent here in the industrial Ruhr. At this stage, the campaign is on a voluntary basis. But the operators of persistently strident juke boxes have been put on notice to expect "decibel checks." Police armed with decibel counters are being trained and equipped to take the field in a crackdown on noisome noise-makers. Many cities are drafting legislation to suppress noise. It is prohibited to play radios anywhere in residential areas after 10 at night and before 6 in the morning. Even carpet-beating is banned. However, police generally are resisting agitation to make the juke box operators the whipping boy for the drive. Police state that noise is a many-octaved problem, and that juke box operators are not particularly blameworthy.

Juke Boxes in Priest's Plans

PARIS—A juke box market is being created for Catholic convents and monasteries by an American Roman Catholic priest. The Reverend Ronald Gray, a Chicago-born Carmelite priest, is the prime mover behind a plan to distribute inspirational disks to convents and monasteries all over the world. Records would be designed for playing in juke boxes located in the convents and monasteries. Reverend Gray, who already has begun distribution of his disks, explains, "There is no reason

(Continued on page 59)

PROGRAMMING GUIDE

Record sides in the chart below are broken down into basic categories for easy programming. They are derived from this week's "Hot 100" and "Bubbling" charts. When a side falls into more than one category, it will have a multiple listing.

EASY LISTENING

A TEXAN AND A GIRL FROM MEXICO, Anifa Bryant, Carlton 538
 ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810
 ASIA MINOR, Kokomo, Felsted 8612
 CALCUTTA, Lawrence Welk, Dot 16161
 CERVEZA, Bert Kaempfert, Decca 30866
 CORINNA, CORINNA, Ray Peterson, Dunes 2002
 EXODUS, Ferrante and Teicher, United Artists 274
 EXODUS SONG (THIS LAND IS MINE), Pat Boone, Dot 16176
 IF I DIDN'T CARE, Platters, Mercury 71749
 LAZY RIVER, Bobby Darin, Atco 6188
 MOST BEAUTIFUL WORDS, Della Reese, RCA Victor 7833
 MY EMPTY ARMS, Jackie Wilson, Brunswick 9-55201
 ORANGE BLOSSOM SPECIAL, Billy Vaughn, Dot 16174
 SURRENDER, Elvis Presley, RCA Victor 7850
 THINK TWICE, Brook Benton, Mercury 71774
 TUNES OF GLORY, Cambridge Strings, London 1960
 TUNES OF GLORY, Mitch Miller, Columbia 41941
 WHEELS, Billy Vaughn, Dot 16174
 WHEELS, String-A-Longs, Warwick 603
 WHEN I FALL IN LOVE, Etta Jones, King 5424
 WHERE THE BOYS ARE, Connie Francis, MGM 12871
 WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141

TEEN BEAT

ALL OF EVERYTHING, Frankie Avalon, Chancellor 1071
 APACHE, Jorgen Ingmann, Atco 6184
 ANGEL BABY, Rosie and the Originals, Highland 1011
 ANGEL ON MY SHOULDER, Shelby Flint, Valiant WB 6001
 BABY SITTIN' BOOGIE, Buzz Clifford, Columbia 41876
 BATTLE OF GETTYSBURG, Fred Darian, J.A.F. 2020
 CALENDAR GIRL, Neil Sedaka, RCA Victor 7829
 C'EST SI BON, Conway Twitty, MGM 12969
 CHEERIE, Bobby Rydell, Cameo 186
 CHERIE, Bobby Rydell, Cameo 186
 DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203
 DREAM BOY, Annette Vista 374
 EBONY EYES, Everly Brothers, Warner Bros. 5199
 EMOTIONS, Brenda Lee, Decca 31195
 FOR MY BABY, Brook Benton, Mercury 71774
 GEE WHIZ, Carla Thomas, Atlantic 2086
 GHOST RIDERS IN THE SKY, Ramrods, Amy 813
 GINNIE BELL, Paul Dino, Promo 2180
 GOODTIME BABY, Bobby Rydell, Cameo 186
 HAPPY BIRTHDAY BLUES
 Kathy Young and the Innocents, Indigo 115
 HAVIN' FUN, Dion, Laurie 3081
 HEARTS OF STONE, Bill Black's Combo, Hi 2028
 HONKY TONK, Part II, Bill Doggett, King 5444
 I COUNT THE TEARS, Drifters, Atlantic 2087
 (I WANNA) LOVE MY LIFE AWAY, Gene Pitney, Musicor 1002
 JA-DA, Johnny and the Hurricanes, Big Top 3063
 JIMMY'S GIRL, Johnny Tillotson, Cadence 1391
 LAZY RIVER, Bobby Darin, Atco 6188
 LEAVE MY KITTEN ALONE, Little Willie John, King 5452
 LEAVE MY KITTEN ALONE, Johnny Preston, Mercury 71761
 LET'S GO AGAIN (Where We Went Last Night)
 Hank Ballard and the Midnighters, King 5459
 LITTLE BOY SAD, Johnny Burnette, Liberty 55298
 LONELY MAN, Elvis Presley, RCA Victor 7850
 MODEL GIRL, Johnny Mastro, Coed 545
 MORE THAN I CAN SAY, Bobby Vee, Liberty 55296
 NO ONE, Connie Francis, MGM 12971
 ONCE IN A WHILE, Chimes, Tag 444
 ONCE UPON A TIME, Rochell and the Candles, Swingin' 623
 PEPE, Duane Eddy, Jamie 1175
 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
 STAY, Maurice Williams and the Zodiacs, Herald 552
 SURRENDER, Elvis Presley, RCA Victor 7850
 THE STORY OF MY LOVE, Paul Anka, ABC-Paramount 10168
 STAYIN' IN, Bobby Vee, Liberty 55296
 PONY TIME, Don Corvey & Goodtimers, Arnold 1002
 RAM-BUNK-SHUSH, Ventures, Dolton 32
 RUBBER BALL, Bobby Vee, Liberty 55287

THERE SHE GOES, Jerry Wallace, Challenge 59098
 TO BE LOVED (Forever), Pentagons, Donna 1337
 UTOPIA, Frank Gari, Crusade 1020
 WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199
 WHAT A PRICE, Fats Domino, Imperial 5723
 WAIT A MINUTE, Coasters, Atco 6186
 YOUR FRIENDS, Dee Clark, Vee Jay 372
 YOU'RE THE BOSS, La Vern Baker and Jimmy Ricks, Atlantic 2090

COUNTRY & WESTERN

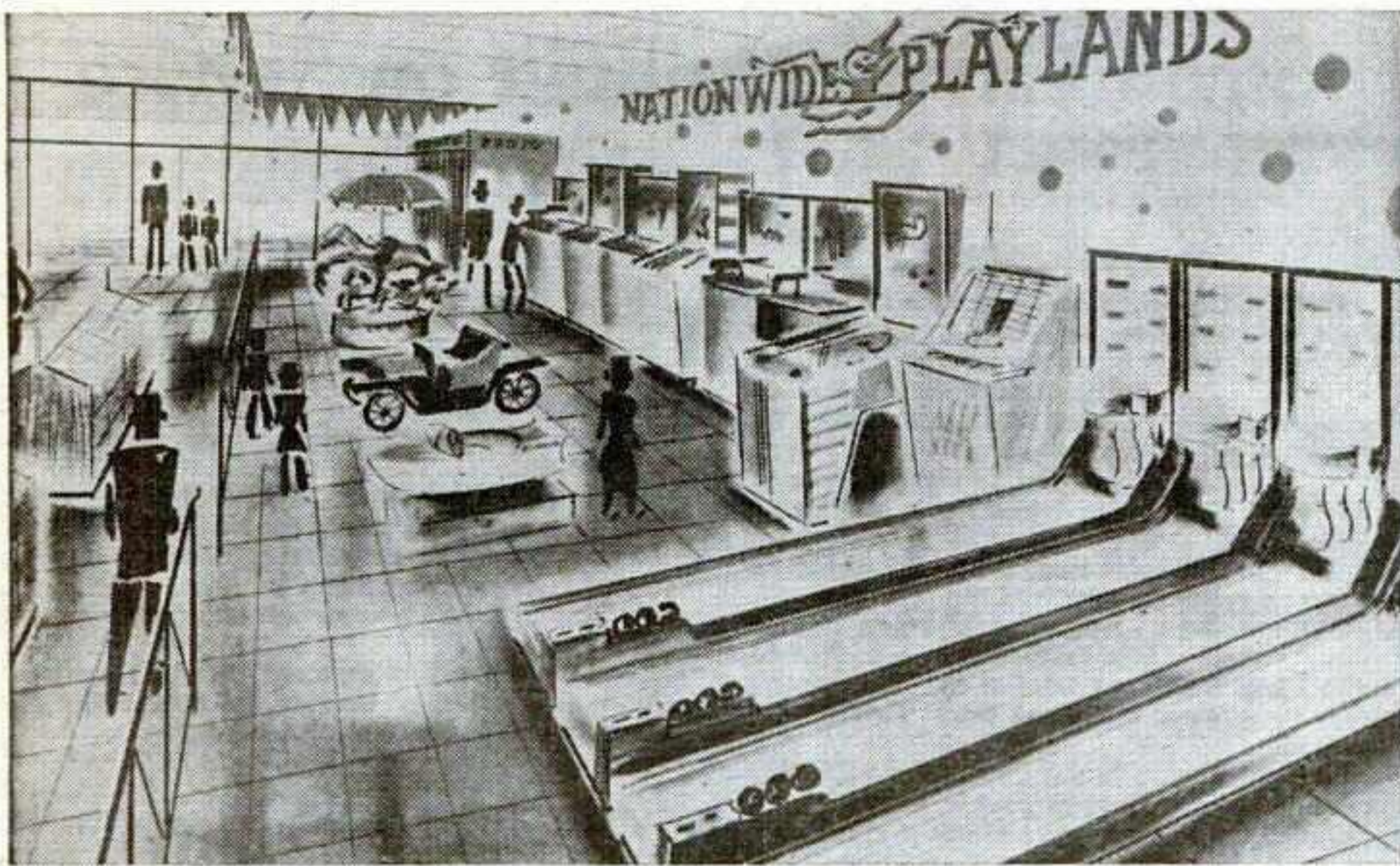
ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810
 DON'T WORRY (LIKE ALL THE OTHER TIMES)
 Marty Robbins, Columbia 41922
 EBONY EYES, Everly Brothers, Warner Bros. 5199
 LONELY MAN, Elvis Presley, RCA Victor 7850
 SURRENDER, Elvis Presley, RCA Victor 7850
 WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199
 WINGS OF A DOVE, Ferlin Husky, Capitol 4406

RHYTHM & BLUES

AGE FOR LOVE, Jimmy Charles, Promo 1003
 AIN'T THAT JUST LIKE A WOMAN, Fats Domino, Imperial 5423
 ALL IN MY MIND, Maxine Brown, Nomar 102
 A LOVER'S QUESTION, Ernestine Anderson, Mercury 71772
 ANGEL BABY, Rosie and the Originals, Highland 1011
 ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810
 AT LAST, Etta James, Argo 5380
 BYE, BYE, BABY, Mary Wells, Motown 1003
 DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203
 BEWILDERED, James Brown, King 5442
 FOR MY BABY, Brook Benton, Mercury 71774
 GEE WHIZ, Carla Thomas, Atlantic 2086
 HAPPY BIRTHDAY BLUES
 Kathy Young and the Innocents, Indigo 115
 HEARTS OF STONE, Bill Black's Combo, Hi 2028
 HONKY TONK, Part II, Bill Doggett, King 5444
 I COUNT THE TEARS, Drifters, Atlantic 2087
 I DON'T KNOW WHY, Clarence (Frogman) Henry, Argo 5378
 I DON'T WANT TO CRY, Chuck Jackson, Wand 106
 I PITY THE FOOL, Bobby Bland, Duke 332
 IF I DIDN'T CARE, Platters, Mercury 71749
 KEEP YOUR HANDS OFF OF HIM, Damita Jo, Mercury 71760
 LEAVE MY KITTEN ALONE, Little Willie John, King 5452
 LET'S GO AGAIN (Where We Went Last Night)
 Hank Ballard and the Midnighters, King 5459
 LONELY MAN, Elvis Presley, RCA Victor 7850
 MOST BEAUTIFUL WORDS, Della Reese, RCA Victor 7833
 MY EMPTY ARMS, Jackie Wilson, Brunswick 9-55201
 ONCE IN A WHILE, Chimes, Tag 444
 ONCE UPON A TIME, Rochell and the Candles, Swingin' 623
 PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates,
 Valmor 007
 PONY TIME, Chubby Checker, Parkway 818
 PONY TIME, Don Corvey & Goodtimers, Arnold 1002
 RAM-BUNK-SHUSH, Ventures, Dolton 32
 SHOP AROUND, Miracles, Tamla 54034
 SPANISH HARLEM, Ben E. King, Atco 6185
 SURRENDER, Elvis Presley, RCA Victor 7850
 TEAR OF THE YEAR, Jackie Wilson, Brunswick 55201
 THERE'S A MOON OUT TONIGHT, Capris, Old Town 1094
 THINK TWICE, Brook Benton, Mercury 71774
 TO BE LOVED (Forever), Pentagons, Donna 1337
 (WILL YOU LOVE ME) TOMORROW, Shirelles, Scepter 1211
 WAIT A MINUTE, Coasters, Atco 6186
 WATUSI, Vibrations, Checker 969
 WHAT WOULD I DO, Mickey and Sylvia, RCA Victor 7811
 WHEN I FALL IN LOVE, Etta Jones, King 5424
 WHAT A PRICE, Fats Domino, Imperial 5423
 PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates,
 YOUR FRIENDS, Dee Clark, Vee Jay 372
 YOU'RE THE BOSS, La Vern Baker and Jimmy Ricks, Atlantic 2090

NOVELTY

TOP FORTY, NEWS, WEATHER & SPORTS
 Mark Dinning, MGM 12986
 TOUCHABLES, Dickie Goodman, Mark X 8009



DIFFICULT AT FIRST, BUT—

Playland Operations in Big Stores Snowball for Walbox Distrib. Firm

By O. R. ALLEN

DALLAS—Phil Weinberg of Walbox Distributing Company admits that landing spots for his Playlands venture in discount houses and in large shopping centers was somewhat difficult at first; but, he points out, once a few locations incorporating the idea were put in and once the owners saw the advantages of the venture, it was smooth sailing from then on.

And, he goes on to point out, because of the increased business which his operation brought to the discount houses and to the shopping centers, he is now faced with the certainty of more locations in the future.

As a result of his present expansion in this field and because of the bright outlook which the future holds, he has recently opened an office in Chicago to handle the nation-wide planning from the business angle. Stuart Herst has been named business manager for the Illinois office. The operational side itself will continue to be in Dallas.

To give some idea of the magnitude of some of these Playland locations, Weinberg explained that his company has recently installed one of the indoor amusement arcades in a large shopping center in South Oak Cliff, a suburb of Dallas. The area covered by this installation is approximately 5,000 square feet, and this is not counting the space for the snack bar. This set-up includes bowlers, games and kiddie rides.

Plans for the immediate future include a scheduled Playland opening in a discount house in Atlanta.

How does one go about getting these locations in the discount houses and in the shopping centers? The way Weinberg explains the procedure it sounds easy. He says, "We contact the national chains or the local owners any way we can. And we simply explain it to them."

Talking with him, one thing which seems obvious is that the installations have by now so proven their financial success that the difficulty of convincing location owners is not nearly so great as it was in the past. In other words, the operation seems to have spoken for itself and to be still speaking for itself. The executives of chain discount houses, the independents and the shopping center owners have learned through observation that such a set up as Weinberg offers is to their financial advantage.

At the present time the Dallas-based distributor has 11 Playland locations in operation. This is counting those in both the discount houses and in the shopping centers. These consist of one in Richmond, Va. (installed for another owner); Fort Wayne, Ind.; York, Pa.; Detroit; Milwaukee; Kansas City, Mo.; Amarillo, Odessa, El Paso, Houston and Dallas, Tex.

Boost Store Trade

Reason for the success of the Playland ventures is, as has been pointed out, the fact that they increase business in the discount houses and the shopping centers. After a tryout period they always seem to become an idea which the location owners like.

One example of their being an asset from the financial point of view: location owners have discovered, after an intricate series of checking, that these game devices in their spots keep customers shopping on an average of 12 minutes longer than in the pre-Playland period. And, they admit, 12

minutes extra spent shopping can account for a greatly increased profit.

As Weinberg says, "The executives who have checked on our operations are favorable to our installations."

His observation on the best place in the discount house or shopping center for the Playlands is obvious: "Get a location near the front entrance," adding that one of his recent installations in Houston has been given a favorable up-front spot.

Part of his firm's job when getting ready to set up one of the Playland's is to confer with the location owner of either the discount house or the shopping center and to recommend the type machine which in their experience would go best in that particular place.

Machine Types

On the subject of types of machines, Weinberg recommends bowlers, kiddie rides, Auto-Tests, baseball games and amusement machines in general. In the snack-bar which goes along with the Playland he has a phonograph.

Weinberg and his Walbox company have been in the Playland business since last September; and, he admits, the profits have been "very good since the beginning."

Questioned about the problem of vandalism, he said that the very nature of the locations keeps that worry minor. In some of the larger places, however, where the volume warrants, there is a full-time attendant in charge.

Arrangements for commissions with the location owners vary with the spots, Weinberg explained. In some places it depends upon the volume of business, he pointed out, while in others it is based on a percentage of the take from the machines; while in still other cases the commission is computed from the volume of floor space which the installation uses.

Floor Space

Speaking of floor space for the enterprise, he estimated that between 80,000 and 100,000 square feet is needed.

To give an idea of how the Playlands are catching on with the owners of the discount houses and shopping centers, Weinberg said that his company has at the present time 16 more installations under contract, two of which, he added are scheduled for cities in Arizona. He also expressed confidence that there will be a lot more contracts signed in the future.

From experience, he has learned that the Playland type venture is best suited for cities of 100,000 population and up, the smaller towns being unable to support such a large endeavor.

Promotion for the amusement spots does not seem to present much of a problem. They seem to catch on without too much help. On the score of promotions, though, the Dallas distributor said that in some of his new locations his concern has whetted public interest by holding tournaments on the bowling machines, with prizes going to the top scorers.

The over-all picture for the future of Playlands is good, Weinberg said, admitting that the past few winter months have seen a slight natural dip in the business. He looks forward with confidence, though, to a marked pickup in business with the coming of spring.



Midwest

MILWAUKEE MENTIONS

A sure sign of approaching spring: Ken Kulow and Eddie Tarman were seen getting in a round of golf, in winter yet! . . . According to Harry Jacobs Jr., "January was the best month we've ever had." . . . Erv Hoeth and Harold Stark, United, Inc., sales staffers, are now making their calls in the territory with new station wagons. A couple of new Wurlitzers are loaded in each wagon for immediate delivery, they say.

Vic Kobylarz is leaving his route work at Wisconsin Novelty Company and going to Hilltop Refrigeration, Inc., owned by the same parent firm. Arnie Cutter is back on the Wisconsin Novelty Company route staff after a number of months in the building business. . . . Doug Opitz, Wisconsin Novelty Company, is making plans for a short Easter vacation trip to Washington with his wife and daughter.



Ken Kulow

Monday morning stop-ins at Radio Doctors for a supply of new records included these operators, according to one-stopper Stu Glassman: George Kurek, Kurek & Son, South Milwaukee; Tony Hirt, Sheboygan; Jack Zimmerman, Watertown, and Bert Liesch, Milwaukee. . . . Avenue Arcade takes have dipped in recent weeks, reports Joe Pelligrino, P. & P. Distributing Company, but music route receipts are holding up. "Front money arrangements are our salvation right now," he adds. Joe is planning to take off to Miami Beach, Fla., for a couple of weeks of vacationing soon.



Doug Opitz

Dick Weber, P. & P. Distributing Company route collector, left recently for military service. . . . George Klammer, veteran salesman for Badger Novelty Company, reports a fine reaction to the new Rock-Ola juke box among up-State operators. Meanwhile, Klammer's boss, Carl Happel, reports that plenty of work remains to be done in Badger's new headquarters. "If we ever get settled in this new place, we'll have a grand opening celebration," says Carl Happel.

Sam Hastings, Hastings Distributing Company, notes that used games are moving faster than juke boxes. "I'm having a tough time finding enough good, used shuffle alleys to keep up with the demand," says Hastings. . . . Les Reder, Casper Reda and Benn Ollman, conductor of this column, bowled a game on the United Bowl-A-Rama floor model at the Paster Distributing Company showroom. Casper came from behind to eke out a victory by a two-point margin.

Benn Ollman

ST. LOUIS LOG

Lou Morris of Morris Novelty Company missed the heaviest snow of the season in the St. Louis area February 3 by leaving on a winter vacation February 1. The eight-inch snowfall, which hampered traffic and almost disrupted city services, posed no problem for the veteran coinman, who is spending the month in Florida. Morris is expected to return to St. Louis at the end of the month. Meanwhile, Ben Axelrod of the Morris firm has returned to his desk after recuperating from an operation.



Jerry Nissenbaum

Another vacationing coinman is Ely Nissenbaum of Wonder Novelty Company. Nissenbaum left for Tucson, Ariz., the middle of December and will remain there until mid-May. Since his illness about five years ago, the operator and his wife spend four or five months in the West—generally during the winter and early spring. In Nissenbaum absence, the business is run by his sons, Marvin, Alvin and Jerry, all members of the firm.

CLEVELAND CAPERS

Morris Gisser, president of Cleveland Coin Machine Company, reports increasing interest in shipping music and game machines by air. However, the Cleveland distributor adds that the best air rates available are still three times water freight costs. "If air rates were only about one-half more than water shipping rates, we would definitely be interested," said Gisser. He deplores deliveries that take three or four weeks.



Morris Gisser

Josephine Abraham, wife of Joseph Abraham, president of Lake City Amusement Company, is local chairman of a drive to earn \$100,000 for the St. Jude Leukemia Hospital in Memphis. . . . Lake City Amusement expects to hold a Bally service school at the end of February.

Among the members of the executive board of the Phonograph Merchants Association are Alexander Witalis of Western Music Company, Edward Kenney of Kenney's Amusement Company, Arnold Lief of Lief Music Distributing Company, Hyman Silver

(Continued on page 50)

CORRECTION!
ROYAL DISTRIBUTING, INC.
 Ad Page 55 of last week's issue incorrectly read:
 "We are not selling," etc.
SHOULD HAVE READ: "We are NOW selling"

COINMEN in the news

Continued from page 49

stein of Excel Phonograph Company and Nate Pearlman of L. & N. Music Company.

Hyman Silverstein of Excel Phonograph Company reports background music making quick forward strides here. . . . "If we in the industry are going to survive, we will have to follow the population to the suburbs. Within the next decade many top downtown and inner-city locations will not exist," said Sam Solomon of Samco Amusement Company.

Modern Music Company is run by James W. Burke, who is also president of Modern Records Company. . . . Alexander Vitalis of Western Music Company says the oldest but still the best methods to keep collections up are keeping equipment shined and in good repair. . . . Alfred Attewell of Attewell Music Company reports 1960 as one of the firm's worst years for more reasons than one. He spent about eight months in the hospital, after a severe auto accident early in 1960.

Sanford Levine and Robert Levine, partners in Atlas Music Company, celebrate their 20th year in the business in 1961. . . . Helen Dugan and Fred Witt, of Dugan Music Company, and Bob Sledz, tavern owner, are basking in the sunshine in Acapulco, Mexico. Helen is visiting her son, Bill Gribbons, professional skin diver, there.

Attending a recent service school at Shaffer Music Company were W. P. Whete and C. A. Thackwell of Whites Amusement and Music Company from Jefferson, Ohio; James Aop, Gilmore Regtocil, Harvey Gager and Dick Budlack of Roy George Music Company of Painesville, Ohio, and George Gifford of Town Music Company of Geneva, Ohio.



Sam Solomon

West

LOS ANGELES ANGLES

Jack Barabash, service representative for the Rock-Ola Company in Chicago, wound up a tour of the Paul A. Laymon, Inc., territory.

He made the trip to visit operators in Santa Maria, San Bernardino, Bakersfield and other Southern California cities with Jimmy Wilkins of the Laymon Company. . . . Carl Cline made the coin-operated installation at the new bowling alley opening in Indio, Calif. . . . Walter Cook leaves late in July for Alaska, making his second trip in three years to visit his daughter and son-in-law in Anchorage. While there, he plans to make flights to Fairbanks, Nome and other cities in the new State.

G. F. Cooper and Jack Neel of the G. F. Cooper Music Company in Riverside are again participating in the DeAnza trail ride from Riverside to the Mexican Border. Cooper and Neel are accomplished horsemen. Cooper has made the trek each of 21 years and Neel has missed only a couple. . . . Mel Teixeira

(Continued on page 57)



Jimmy Wilkins

Small City Route Built on Service Rapport With Location, Customers

By HAL R. REVES

PORT HURON, Mich.—The Irwin and Murray Music Company here is not the largest operation in Michigan, and it is not the most profitable one.

But it has one diction that few juke box routes in the nation can match — Irwin and Murray hasn't lost a location since it began operating in 1952. And every one of the firm's original nine locations is still a good account.

Irwin and Murray's formula is a fairly simple one. According to Louis E. Murray, one of the two partners, it may be summed up in one word. That word is "service."

Record-changing is the focal point of routine service. When the operator goes in to change records, he cleans the machine and oils it at the same time and takes care of any little problems encountered.

Records are changed on the average every three weeks at each location. Seven new records are placed on the average call. This route includes machines with 160, 100, and 104 records.

This is a two-man operation, with 37 juke boxes all in St. Clair County, fanning out around the city. The route is staggered for the regular service calls so that one third of the machines can be handled each Wednesday—thus the whole route is covered in three weeks. Collections are handled at the same time.

Team Operation

An almost unique policy is that the two partners go around together, working as a team. "We find it a lot faster. I'm changing records, while Cliff (Irwin) takes care of the money. It cuts down time on each location by half," Murray says.

"The location owner wants to see the operator, and he wants to know that you are interested. When we both go in together, it works out beautifully. The location owner is happy. It is an important piece of good-will-building."

If a machine has to be moved around, the two men can handle it easily together.

This teamwork cuts down the investment required and increases operating efficiency in another way. Only one service truck is required, with a complete stock of parts and equipment. If the two partners worked separately, two cars would be required, and one might be a passenger car which could not carry the spare parts required out on a stop.

The "rule of seven" holds without exception in changing records—a formula they have found is right for their business. The seven lowest records, as shown by the meter records, are taken off on each call—every three weeks. Some records may thus stay on the machine indefinitely, like "Mack the Knife," which is still found on every machine and is still going good in this territory.

Location Tastes

Irwin and Murray believe in buying records to meet the tastes of any special locations. Usually they will place three specialty numbers and four pop numbers in the seven new ones—the specialties may include hillbilly and Polish locations up this way. The Poles like polkas, and some machines may have as many as 30 or 40 polkas on them as a result of this policy.

Four of their tavern locations have licenses for dancing. In these, all kinds of good dance records are specified—Guy Lombardo pieces, old Glenn Millers — "anything instrumental with a good rhythm, that is good to dance to." These places draw older people—ages 21 to 60—who like to dance.

One interesting location is Sunny Knoll, on the Gratiot Turnpike, which is operated by a German—but the patronage is largely Polish. On Friday, Saturday, and Sunday nights, the owner adds his own four-piece orchestra, playing the drums himself, and adding color to the location by dressing up in his own native costume. His practice is to keep the juke box going—and to have his orchestra play the same tunes, juke-accompanied. "This works out terrifically, and they love it," Murray says.

He feels record manufacturers aren't paying enough attention to the demands of this segment of the industry. The result is "the trouble we have in buying decent records for the bar locations. The record industry has so much rock and roll, they seem to be catering entirely to the kids, and don't care about the juke boxes, it seems."

Customer Requests

The partners encourage each location to make out a list of customer requests for records—because each location manager can learn what his customers prefer. The result—"We only get in there when we have a service call or change records—we don't know what they like. . . . We have never had a squawk on records from any of our locations."

The location owner simply places a pad of paper upon the bar, and the customers are encouraged to write down their requests. They soon get in the habit of doing so. Murray finds this is the easiest way to plan the buying of records, through a customer-written purchase order list—"and we have nobody jumping on us for the tunes we put on."

This used to be a mixed route, but "we found that juke boxes and games don't mix. You have to be in either one or the other. We found that when we were in games we didn't have time to take care of the music boxes—and the latter were slipping as a result."

"True, there is more money per unit per week in games—but they have to be changed so fast that you are in the moving business."

Game Locations

Today they operate only two games locations—three games in all, including two bowling games and a pool table. The rest of their game route was sold, after years of operation, to Carson Nicols, who specializes in games. One of the stops was retained because it was a very good game location. In the other case, a bowling game helps very effectively to bolster returns at a location where the juke box return in itself is not too good.

Immediate response to service calls is a cardinal policy. They cite a horrible example where a competing operator let a service call go unattended for a whole week—today they have this location. The farthest stop on their route is not more than an hour away. When one of the partners is out on a service call, he phones in before returning, so that he can take care of any other service calls that may have come in in the meantime. The longest down period for any machine in their experience was overnight.

Murray takes the service calls at night, Irwin in the daytime. The switchover is usually made about 6 p.m. Both men have full-time jobs as bartenders, in addition to their route operation—so each takes the service duties during the period he is not working at his regular job.

Service Paramount

Reliability is critically important, Murray believes. "Service is the one thing you've got to give. If you tell a man you're going to be there on Wednesday, be there."

"If your location owner gets used to your coming on a certain date, he is waiting for you. You don't have to deal with a bartender or waitress. I like to deal directly with the owner."

An incidental policy in this connection that proves useful is to have the location owner sit right at the table while the collector counts out the money from the machine. "This assures them they are getting an honest count, and a fair split."

Merchandising is not a major part of this policy, with its strong accent on service. Most new locations come as the result of reference by locations already serviced. The word gets around the trade that they are getting good service and a fair return, and another tavern owner down the road will call up, "How about giving me a machine?"

New Locations

But Irwin and Murray to keep an eye peeled for new places opening—restaurants, drive-ins, "kid spots" which might prove good locations. They look up the owner of the new spot and talk to him.

The sales talk is simple—and seems to work—they tell the prospect they will give him a good machine and change records every three weeks—and that is about it. And it is effective.

They make no attempt to solicit an existing location already being serviced by another operator. Occasionally a location being inadequately serviced will call in for a machine. One such location owner told them the former operator had not changed records for five months.

Drink Buying

A form of social merchandising may be performed on location. About once a week, Murray, who is free to go out evenings, visits some of their stops, enjoys a few drinks himself and buys a few for patrons. The bartender usually tells them that the drinks are on the juke box operator. "People appreciate it, and don't forget."

When the two partners walk into a location, they will likely know half the people in it — and this, too, is a form of merchandising that pays off.

Incidentally, they never buy drinks when they make their regular collection and service calls—only in the evening when they make a social call at a time of relaxation.

They don't use signs, pictures and the like at the point of sale, as some industry leaders recommend. They feel it boils down to service again; as Murray put it—"I don't feel it's necessary. You have your juke box sitting there—people will go up and look at it. If you have a good selection of records, they are going to play it."

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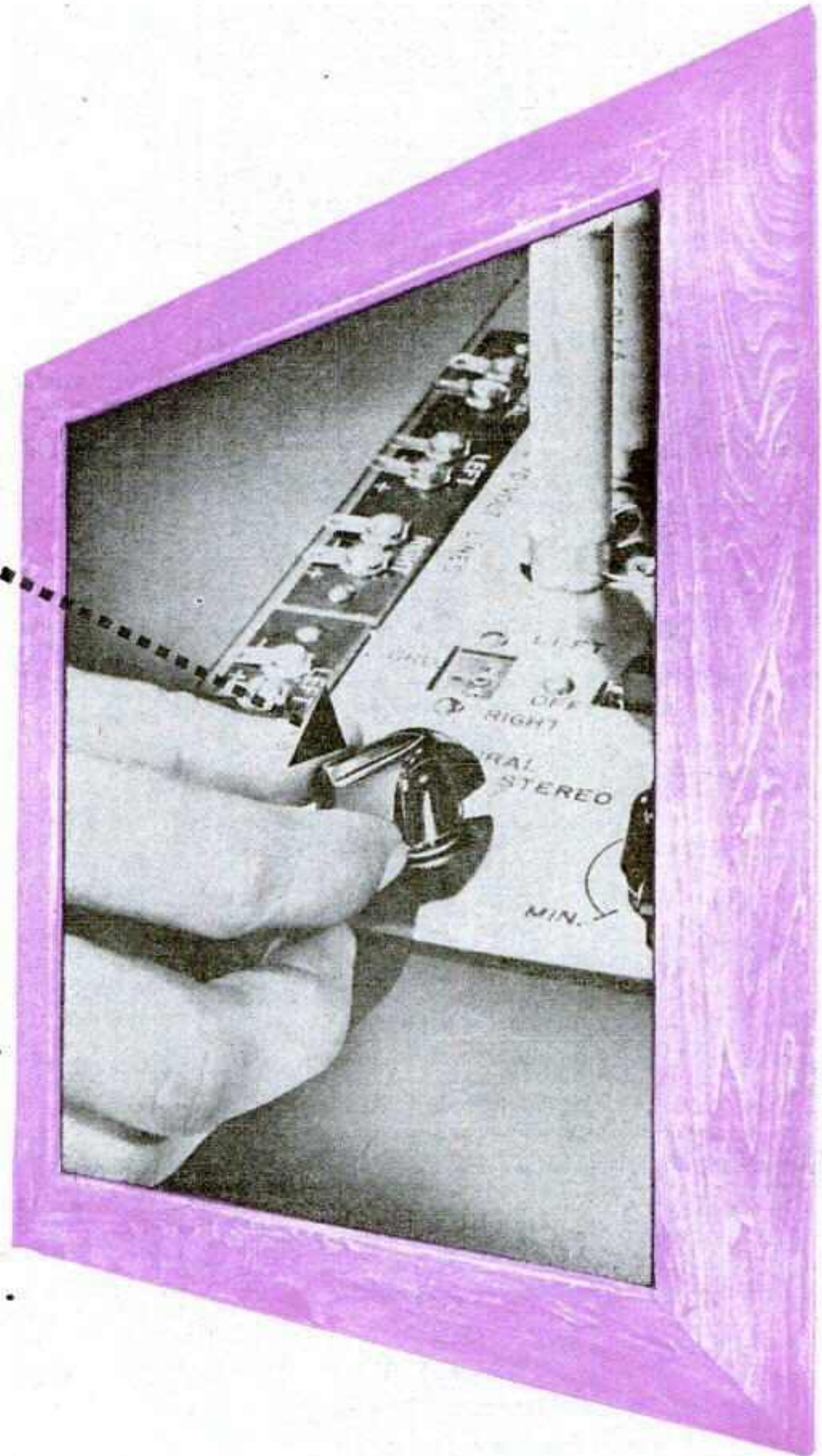
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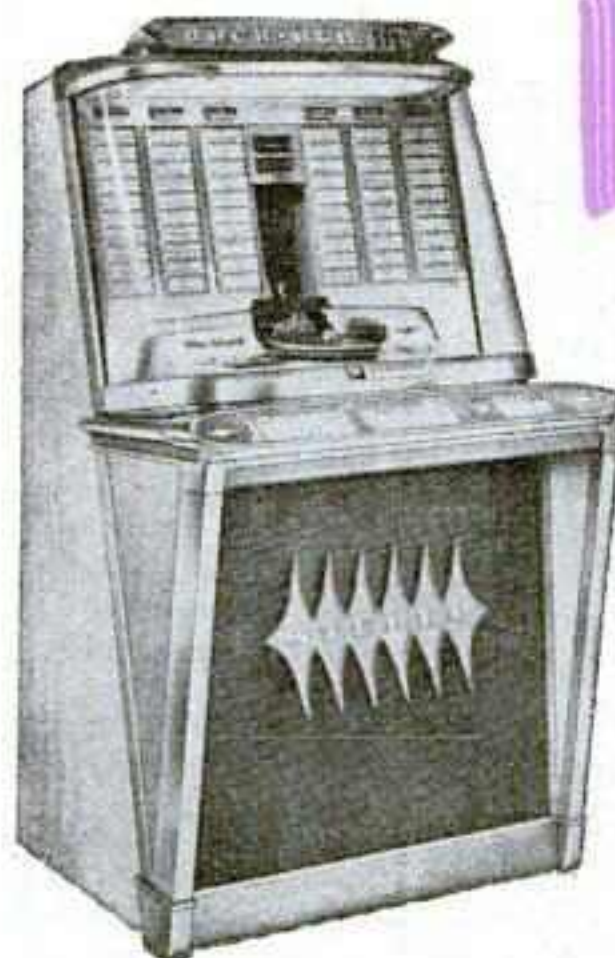
The Rock-Ola built dual-speed changer permits complete intermix of 33 1/2 and 45 RPM records in any sequence in any bank of records. No matter the speed or whether it's stereo or monaural records, they can all be played on the Regis, the one truly flexible phonograph. Only the flexibility of the Regis gives you complete protection for future location needs.

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Plus (((REVERBA-SOUND))) for "Wall to Wall" Music

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ROCK-OLA

REGIS



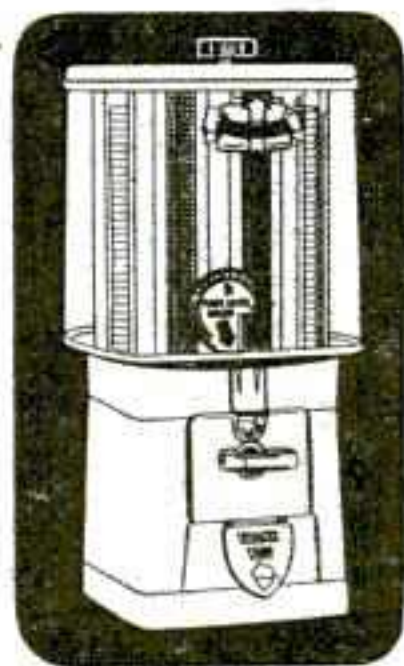
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chanisms or a combination
1c - 5c coin me-
chanism, and optional
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Tab Gum Selector

Vends all popular tab gum. The
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**BILLBOARD
MUSIC WEEK**

**BULK
VENDING**

**Two Big Blasts Planned
For NVA's Chi Conclave**



MRS. VIVIAN FRAGA



MRS. MAPLE GRAFF

CHICAGO — Bulk vending tradesters should have a ball, both literally and otherwise, with the social program planned at National Vendors Association's spring conclave to be held at the Sheraton Towers Hotel here March 16-19.

Two big blasts are planned for the entire membership as well as a pair of events for the ladies only.

Leaf Brands will hold its traditional dinner-dance, or ball if you please, winding up the convention social life, Saturday night (18). Called Riverboat Jamboree, the event will feature a buffet dinner, entertainment, dance music and decorations consisting of show-boats, plantations, outside cafes, and according to Leaf, a liberal sprinkling of Southern belles.

St. Pats
On St. Patrick's Day night (17),

a pair of Irish leprechauns with borscht-belt accents, Sam and George Eppy, are throwing a winging to celebrate St. Pat's driving the snakes out of the Emerald Isle.

The ladies are being feted, courtesy of Mrs. Vivian Fraga, chairman of the ladies festivities, and Mrs. Maple Graff, co-chairman. On Friday, the gals will be guests of the Cramer Gum Company and will be treated to a style show and tea at the Sheraton-Towers Roman-style pool.

On Saturday morning, Karl Guggenheim, Inc., will serve the girls a continental breakfast while they learn the art of making professional floral center-pieces. A special surprise is also planned.

**Record Number
Of Exhibitors
For NVA Show**

CHICAGO — National Vendors' Association has signed a record total of 27 exhibitors to date for its March 16-19 convention at the Sheraton Towers here. The number already exceeds by five, last year's total of 22, and registrations still have some two weeks to go.

Besides the usual line-up of bulk machine manufacturers and suppliers, several new faces, for NVA conventions at least, will be on hand.

The Volkswagen Company is planning to show a completely out-fitted Volkswagen truck especially adapted for the bulk vending operator servicing his route.

Drink Units

Abbey Finishing Company, New York, will show a line of bulk stands, stamp machines and card machines. Cole Products, Chicago, will show a line of drink venders, one of the first firms in the coffee and drink field to crack the NVA conclave.

Confection Sales, Cleveland, headed by Herman Eisenberg, is the latest newcomer to the charm manufacturing field. Eisenberg, one of Cleveland's biggest operators, is president of the Ohio Vendors' Association, and is one of the more respected veterans in the vending industry. He will exhibit a complete line of his new charms.

Commercial Equipment Company, Chicago, will show coin changers and counters, and Robco Company, Patchogue, N. Y., will exhibit 1-cent and 5-cent stick gum machines. Last of the newcomers is Albert Fischer, Newport, Ky., not really a newcomer, since he exhibited at last year's meet but new in the the sense that he will show kiddie rides for the first time. At last year's meet he showed charms.

A full line-up of NVA exhibitors will appear in the special NVA convention issue dated March 13.

**The Famous and Popular
VARIETY MIX
OVER 400
VARIETIES**

Only \$4 per 1,000
in 10,000 lots & up.

Consists of 34 different Gimmicks and Series, mostly Gimmicks, mostly Vacuum-Plated, the mostest for your money.

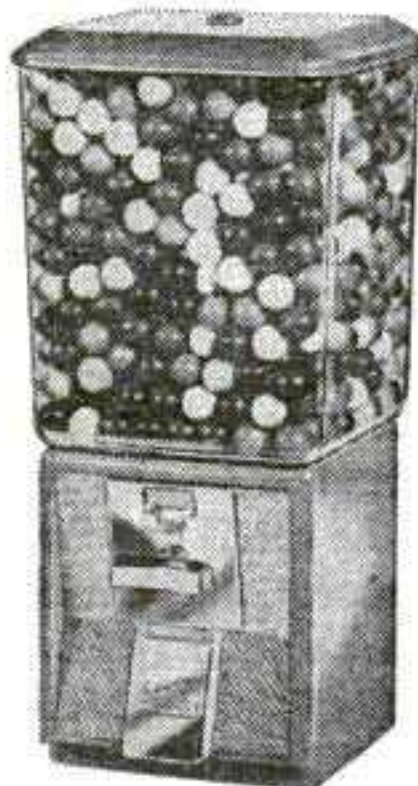
In 5,000 to 9,000 lots—
\$4.50 per 1,000

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**Colorado Op Firm
In Safeway Stores**

DENVER—Bob Rothberg and Don Akins, Continental Music Company, have begun installing the first of several hundred bulk vending machines to be placed in local Safeway Stores (a chain of super-markets).

Most of the stores will have six machine batteries, although the smaller outlets will have three units.

BONGOS!

HOT! HOT! HOT!

Kids, Teens, Adults,
they all want BONGOS!

2-color plastic
1 to 4m \$8.75 per thou.
5m and up 7.75 per thou.
vacuum plated with white heads!
1 to 4m \$12.50 per thou.
5m and up 11.00 per thou.

at your distributor

See us at Booth 133
at NVA Show

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INC.

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**MANDELL GUARANTEED
USED MACHINES**

N.W. Model 49, 1c or 5c \$14.50
N.W. DeLuxe 1c or 5c Comb. 12.00
N.W. 10-Col. 1c Tab Gum Machine. 18.00
N.W. Model #33, 1c Porc. Con-
verted for 100 ct. B.G. 6.50
Silver King 1c B.G. or Mdse. 8.50
ABT Guns 30.00
Mills 1c Tab Gum 12.00
Acorns 1c or 5, B.G. or Mdse. 10.00

MERCHANDISE & SUPPLIES

Golden Non-Pareil Almonds, 5-lb.
vac. pack tins, per lb. \$.85
Pistachio Nuts, Jumbo Queen, Red.75
Pistachio Nuts, Jumbo Queen, White70
Pistachio Nuts, Large Tulip72
Pistachio Nuts, Vendor's Mix63
Pistachio Nuts, Shell, Red57
Cashew, Whole72
Cashew, Butts66
Indian Nuts75
Peanuts, Jumbo42
Spanish42
Mixed Nuts57
Baby Chicks30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans38
Licorice Gums47
M & M, 550 ct.28
Hershey-ets47

Rain-Bo Gum, 72 ct. \$.30
Malt-ette, 100 ct., per 10035
Rain-Bo Ball Gum, 140 ct., 170 ct.,
210 ct.36
Rain-Bo Ball Gum, 100 ct.32
300 lb. minimum prepaid on all
Rain-Bo Ball Gum.

Adams Gum, all flavors, 100 ct. \$.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.30
Minimum order, 25 Boxes, assorted.

Complete line of Parts, Supplies, Stands,
Globes, Brackets, Charms. Everything
for the Operator.
One-Third Deposit, Balance C.O.D.

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GOLDEN 60



This "all product"
vender is truly the
most versatile on
the market. Hand-
les ball gum,
charms, capsules,
all nuts and any
small bulk prod-
ucts without break-
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Gold decorative
front panel. Mam-
moth capacity.

Available with
1c, 5c, 10c
or 25c
Mechanisms

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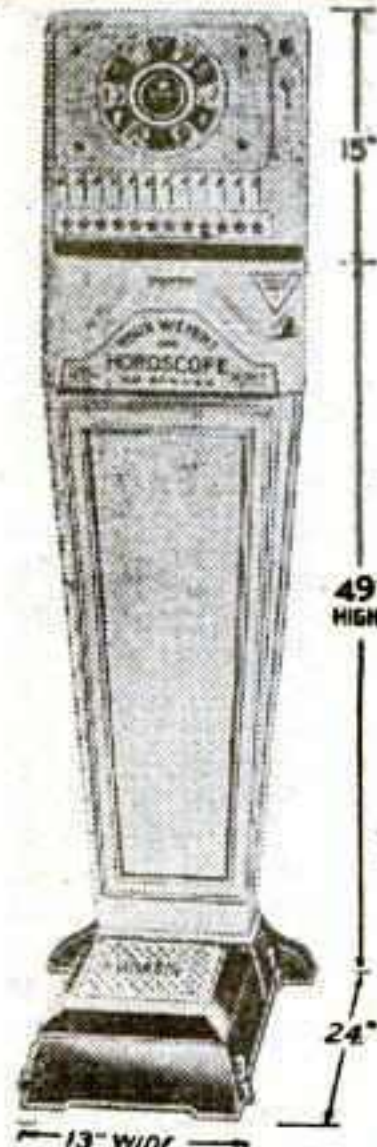
**WHERE: Sheraton Towers Hotel
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WHEN: March 16th through March 19th

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Nate Rake Is RCME Head

PHILADELPHIA — A story in last week's issue of Billboard Music Week incorrectly identified the head of the Rake Coin Machine Exchange. President of the bulk vending distributorship is Nate Rake. His brother, Mannie Rake, is an independent operator and is not connected with the distributorship.

STEP UP TO 10¢ VENDING



with A NEW COMBINATION! **ACORN 10c VENDOR** with our

NEW CONNOISSEUR'S PISTACHIO NUTS and HERSHEY'S BITE SIZE CHOCOLATE ALMONDS

The ACORN Vendor with the 10c mechanism will vend both items accurately and profitably.

INTRODUCTORY DEAL #1

One 10c ACORN Vendor with 5 lbs. of Connoisseur's Pistachio Nuts, \$22.75.

INTRODUCTORY DEAL #2

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

1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa.

WAlnut 5-2676

GIVE TO DAVID RUNYON CANCER FUND

Trend to Multiple Stands Sweeps Albuquerque, N. M.

ALBUQUERQUE, N. M. — Sharp changes are taking place in the bulk-vending industry here, according to Harry Snodgrass, of Border-Sunshine Novelty Company, distributor of bulk vending machines.

Until late 1960, he said, most bulk-vending routes in the New Mexico capital were "mom and pop" operations, seldom amounting to more than 25 machines or so, and run as sidelines by people who were otherwise employed. There were at least 25 such operators in Albuquerque and suburbs, most of them vending only ball gum.

A recent change, however, came about when one large Texas operating firm installed more than 200 machines on multiple stands throughout the city, and a Denver firm followed suit. In a few months emphasis has swung from single machines on individual stands to big, multiple-head installations on attractive wrought iron on blond-hardwood stands, blossoming out in supermarkets, drugstores, variety stores, service stations, hotel lobbies and theaters.

"This was almost virgin territory for the full-time professional bulk vendor," Snodgrass indicated, "and the full potential hasn't been scratched."

Most of the new multiple-head vendors are offering wide variety, such as Graff Distributing Company's fruit drops, cinnamon and grape ball gum, rings, charms, bridge mix. Surprisingly, card vendors, which have met with poor success in other Rocky Mountain cities, have been a standby in Albuquerque, so that in many multiple-head locations, a card vendor is being added as an extra.

Commission arrangements with retailers seem to vary sharply, with some notable instances in which the big, modern six-head installa-



HARRY SNODGRASS

tions have been made with a flat guarantee to location owners on a test basis.

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Vends flat packs up to 1/8" x 2" x 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

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Only \$10.00 per M

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(Patent Pending)

They're hot—they'll empty machines like mad. Kids can apply them to cheeks, foreheads, shirts, etc., and they'll become the most popular lovers in their groups.

Labels Vends well in all machines. FOR YOUR SWEETHEART. Plastic Jeweled Heart . . . \$2.50 per M Vacuum-Plated Heart . . . \$16.50 per M Order from your distributor or:

paul a. PRICE co. inc.

55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-B

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AND ALL OTHER FIRMS IN THE BULK VENDING INDUSTRY

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The N.V.A. Convention will be held at Sheraton Towers Hotel, Chicago, March 16-19.

BILLBOARD MUSIC WEEK'S N.V.A. CONVENTION ISSUE WILL BE DATED

MARCH 13

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Promote YOUR Convention by using hard-selling advertising copy on your product in N.V.A. Convention Issue. Copies will be distributed free to all who attend the Convention in Chicago.

Complete information and advertising rates can be obtained from The Billboard office nearest you. Why not do it now?

LOOK FOR YOUR SURVEY FORMS, DUE TO ARRIVE

NEW YORK—During the next two weeks, bulk vending operators throughout the country will receive questionnaires for the 1961 Bulk Vending Survey, to be published in April by Billboard Music Week. The survey, under the direction of Professor Thomas L. Davidson, marketing expert from the University of Connecticut, will draw a profile of the average operator, telling how many machines and which type he operates, what he gets for commission, how he services, etc. By filling out the questionnaire immediately and sending it back in the return envelope, you will be providing needed information for yourself and for your fellow operator. If you get more than one questionnaire, just fill out the first one. As some operators names will appear on more than one list, there will be some duplications.

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

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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.

The PENNY KING Company

2536 Mission Street, Pittsburgh 3, Pa. World's Largest Selection of Miniature Charms Penny-Nickel ATLAS MASTER Vendors

German 33 Singles Drive Gains

By OMER ANDERSON

FRANKFURT — The Seeburg-sprurred drive for the 33 single is gaining ground in West Germany after a soggy start.

There is talk in the industry that the band wagon is rolling, and the question now seems to be not whether but when to hop aboard.

When Seeburg broached the 33 heresy the silence here was deafening. But now the ice cloaking the proposal here is beginning to melt. Seeburg's most piercing argument for the 33 is standardization of speed—the "one-speed" industry slogan.

Wait and See

Some German experts like the 33 single to stereo: it's good and desirable and no doubt will take over — when there is demand. Until then, it is wait and see, with more and more producers and distributors disquieted by what they are witnessing in the U. S.

Comes now, of all organizations, a German mail order house, Quelle, to force the pace. The South German mail order firm is producing its own 33 singles and selling them like hot cakes.

Conventional platter producers are disquieted. They fear that while they are ponderously pondering their next move Quelle may make a killing.

Seeburg Promotion

At the same time Seeburg is forcing the operator issue by the bugle-call promotion of its new juke boxes tailored for the 33 single trade.

It had been the fervent wish of the German industry to ignore the U. S. one-speed clamor and hope it would die out in deference to some new technology spectacular.

But now industry leaders concede that this won't happen, and that the single-speed single issue has to be faced. West Germany's bellwether appears to be Electrola, which while moving cautiously already has committed itself to the Seeburg thesis.

Not all industry pundits agree that German labels can wait with 33 until the market is there. The critical factor, in their view, is not the juke box and record player switchover, but the attitude of U. S. platter potentates.

The official of a major German label in Hamburg told me, "It is all very well for our industry to talk of 'waiting and seeing,' but the fact is this attitude is nonsense: all the important U. S. producers are marketing 33 singles

and we must follow suit—and soon."

Although industry sages like to compare the 33 single issue to stereo, many knowledgeable figures in the industry dissent vigorously. They reason:

1. Logic and economics speak for the 33 single — ultimately if not now. Not so with stereo, which is a matter of luxury sound and more a connoisseur item than an issue of pocketbook economics.

2. The 33 single is there and ready to play, while stereo, even with technical refinements, still remains something of a technical as well as artistic challenge.

Columbia Series

Meantime, the German diskeries' worst fears are being realized. Columbia records has come out with a special "Hall of Fame" series on the 33 speed which has made a big splash in the German market.

Columbia started releasing 33 singles on a regular basis a year ago, but the "Hall of Fame" gambit takes the diskery past the point of no-return in the speed battle. The diskery's bid for domination of the 33 singles market is packaged into two "Hall of Fame" prepacks containing 50 33 singles of all-time hits in the pop and country fields.

The German market has been promised the "Hall of Fame" series at once, and checks indicate great retailer and consumer interest. As one distributor remarked, "This could be the offering which decided the issue as far as the German market is concerned. Give us the merchandise, and the speed controversy will become academic."

An Electrola executive authorized this full dress treatment of the big German presser's views:

Simplify Operation

"As we see it, the 33 question is now up to the manufacturers of the machines. For we share the opinion that a single speed would simplify operation of the industry and, ultimately, would be a boon to the consumer. There is no argument on this point, it seems to us.

"Conversion would pose no problem for us. We can switch production overnight — literally."

Electrola contends that the real problem in getting the industry onto the single-speed track is the technical problem of juke boxes and record players which take only 45's. Therefore, the problem is one of gradual conversion to 33 singles.

Although Electrola didn't mention it, another approach would be a "crash" program of buying up 45-restricted equipment through generous trade-in allowances. It would be necessary to raise an industry kitty for this purpose, but some executives feel the "crash" program, while costly at the moment, might be less painful over the long haul.

It would reduce the period of production chaos and the clamor from distributors, retailers and consumers alike that they had been "conned again" by an obsolescence-happy industry.

But whatever their misgivings and doubts, all major German music makers are committed to the Seeburg thesis. The label Bella Musica already is producing 33 single, although it lacks Quelle's mass market.

Jupiter label states the crux of the 33 problem, arguing that juke box makers will have to lead the parade, and that until a mass switchover of music boxes materializes the pressing industry can mark time.

But a Jupiter executive adds, "My personal opinion is that in a few years we will have only 33 singles."

Four-Speed Units

There is talk within the German electronics industry of co-operation on a wide front to usher in the 33 speed exclusively. The industry at present is producing for the most part four-speed phonograph record players. Manufacturers would like to take advantage of the one-speed campaign to revamp their models and eliminate the three speeds—78, 45 and 16.

Production could be rationalized in disk as well as electronics industries and considerable savings effected. One major electronics producer commented, "Seeburg has given us the opportunity to effect a big saving in production costs—just like a healthy price boost. Let's take it."

Some industry strategists are urging a co-ordinated 33 switchover among labels, record player and juke box producers and the combined industries in the U. S. and Europe.

Too Complicated

This undertaking seems too complicated to be practical at the moment, but the possibility is receiving serious study.

The 33 campaign coincides with a broad-based drive on the part of German industry to lower

production costs by rationalization, which means, primarily, concentrating on productions of fewer models in fewer styles and colors and simplifying to the utmost their production.

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of the
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Joker Ball 195.00
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Bally Strike Bowler, 14' 150.00
ABC Shuffle 135.00

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45 RPM 60c

All LP's—Regular Distributor. Wholesale—Nothing Over.

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Salesman for Europe

Leading Coin Machine distributor wants a top-flight salesman to travel European Countries. Keen knowledge of music and amusement games a must. Integrity foremost. Supply complete references.

Write Box 330,
Billboard Music Week,
1564 Broadway,
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Ark. Coin Law Closes Fort Smith Teen Club

FORT SMITH, Ark. — Police last week closed The Teen Club, a non-profit youth recreation center, because it is against the law for anyone other than a licensed operator to own and operate a juke box or any coin-operated amusement machine in Arkansas.

The law in question is the controversial act passed by the Legislature during the 1959 session which put rigid restrictions on the operation of all coin machines.

That law, which is under attack

by some operators and is on appeal in a test case in the Arkansas Supreme Court, requires the following:

Provisions

That all operators be a resident of Arkansas and must have been for one year; that each operator have a license to operate; that \$250 be paid the State with the issuance of each license; that he make a \$3,000 bond to insure "faithful performance"; in addition, a 3 per cent State sales tax on gross revenue must be paid from the machines.

In addition, the operator must pay the city, county and State tax of \$5 each on each machine and the \$10 federal tax on each machine.

Director of the youth center, Mrs. Kermit Keifer, said city police told her it was against the law for minors to operate any type of coin machines and the center was closed.

She said the center used revenue from the machines to meet expenses. She expressed hope that the State Legislature, which is now in session, would amend the law

to allow such youth centers to operate.

"In the meantime, we don't want to be involved in any violation of the law so the center is closed," she said.

Aids JD Fight

The Teen Club was opened three years ago in a warehouse donated and remodeled by a banker. Civic leaders liked the idea because it was a good, wholesome plan to combat juvenile delinquency.

The center was open six nights a week during the summer when school was out and on Friday and Saturday nights during the school term.

The restrictive Arkansas law is under attack in the courts on grounds it prohibits free trade and is a violation of both the Arkansas and the U. S. Constitutions.

The law, with its high tax take, has been responsible in the past two years for running a number of small operators out of business. Closest estimate to the number who had to sell as a result of the law is about two dozen.

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POOL TABLES by VALLEY

Count on Valley Quality to Protect Your Profit!

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333 MORTON ST. BAY CITY, MICH.

Acacia Has Big Hits!
LOW FACTORY PRICES

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Buyers and sellers in the music-coin industry will find this a convenient market place for the best sources of equipment, supplies, services and personnel — serving more than 20,000 buyers, sellers and users of music, records, tape and home entertainment equipment.

FOR SALE Available Immediately BALLY

Island Queen Tournament	Jet Victory
Strike Trophy	Mystic
Lucky	Blue Ribbon
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Derby Gun

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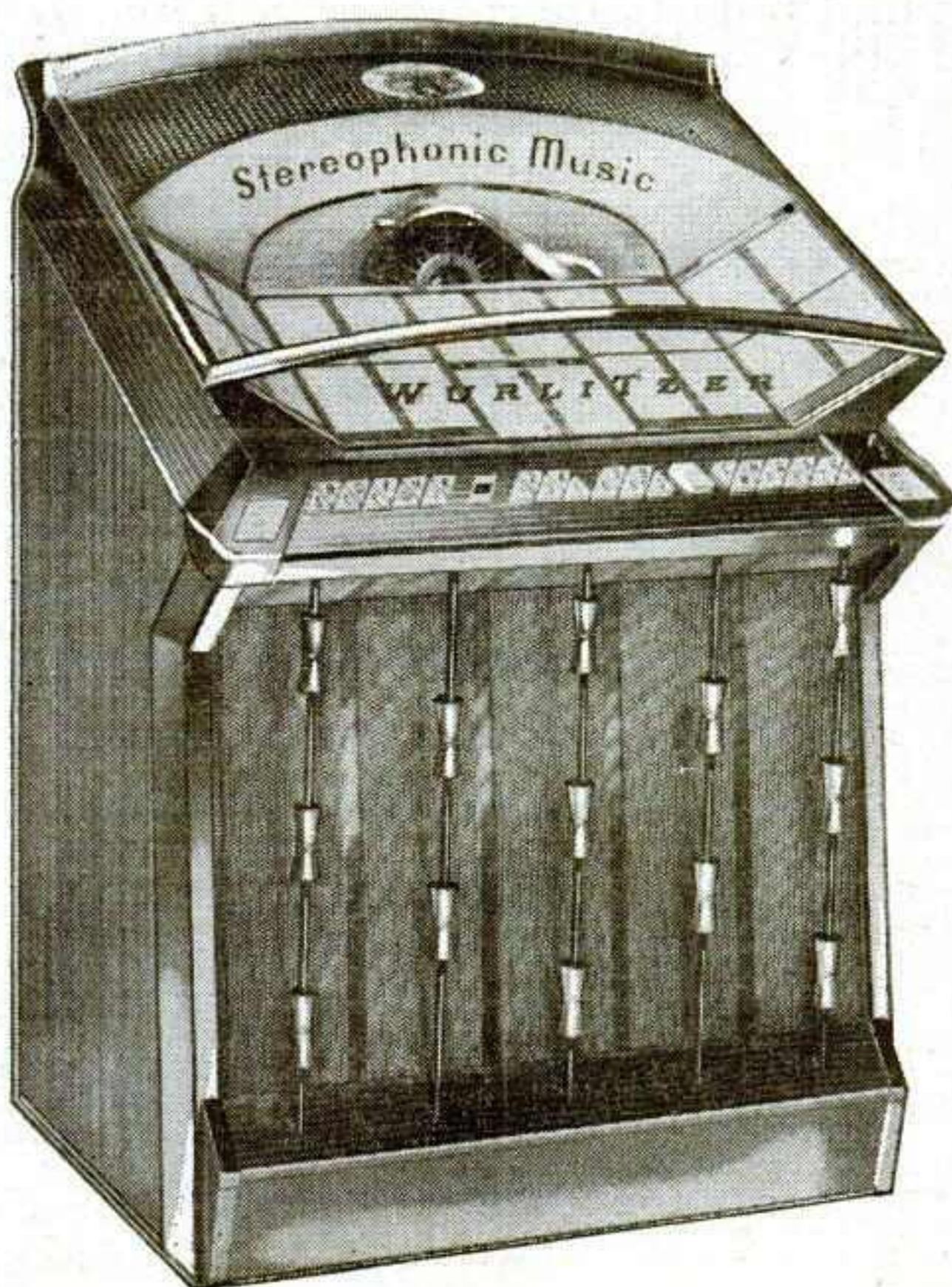
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Continued from page 50

and his wife have moved into their new home in Santa Maria. They designed it like they wanted it.

Dean Brown is reported recovering from a recent eye operation. He is a Glendale music operator. . . . **Bill Yedlin**, Sherman Oaks, Calif., operator, enjoyed fishing in the ocean off Mexico. He is back on the route now and looking forward to other trips. . . . **Gene Wasson**, formerly Western sales and service representative for AMI, has joined Southland Engineering in Santa Monica as an electrical engineer. Firm makes the Western Trails mechanical horse.

Bill Fritz of Paul A. Laymon, Inc., parts department, was the guest of Wynn Edling in Ojai, Calif., over a recent weekend. They enjoyed fishing in the lakes in the area. . . . **S. L. Griffin** of Valley Coin Machine Company in Pomona continues to improve following a recent illness. Sam Abbott.

COLORADO AND WYOMING

The old adage, "It never rains but it pours," seems to apply to Mountain Distributors, AMI distributor here, where company heads **Pete Geritz** and **Jerry Harris** have both been having serious tussles with health. Geritz, who spent several weeks in the hospital following a serious kidney operation, had returned to full time at his desk when he suffered a relapse, and went into the hospital again, this time for a month. Meanwhile Harris came down with a serious illness of his own, and was likewise hospitalized. Geritz is putting in three hours per day at the North Denver juke box headquarters, alternating with Harris, still convalescing from his own ailment. Both are veterans of many years in all phases of operating and distributing.



Pete Geritz

Paul Scott, of Lander, Wyo., visited Denver distributors early last month and commented that while severe winter weather has slowed up his routes somewhat, collections are better than for the same period of last year.

Don Hammer, Yuma, Colo., has bought part of the phonograph routes formerly owned by **Stanley Bennett**, of Roundup Music Company in Sterling, Colo. Bennett, whose multiple operations include a large restaurant and tavern as well as Northeastern Colorado's biggest amusement and games routes, "Wanted some time for my family," as he put it.

Mike Savio and **Leo Negri**, partners in the Draco Sales Company here, took off on business-building trips simultaneously, Negri to Wyoming, Savio into Southern Colorado, last week. Both men believe in "keeping a finger on the operator's pulse right at the location." Negri has become one of the Mountain States' best-known consultants on stereo music installations.

Harry Deckerhoff, of Taos, N. M., has announced the sale of his phonograph and amusement machine routes to **Ralph Rivera**, of LaJara, Colo. Rivera, who formerly confined his operations to Southern Colorado, will now extend nearly 90 miles down into Northern New Mexico. Bob Latimer

South

TENNESSEE TALK

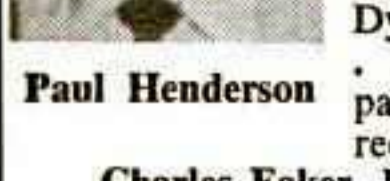
In Memphis: **Edward H. Newell**, Or-Matt Amusement Company, is getting congratulations from fellow operators after his recent election as president of Memphis Music Association. . . . **Charles E. Pugh**, Quality Vending Service, recently served three weeks of jury duty. . . . **Anthony Franco**, 28, pinball machine mechanic for Forsythe Amusement Company, was critically hurt recently in a highway collision a few miles out of town. One person was killed and three hurt in the mishap.

Jake Kahn, Tri-State Amusement Company, friendly veteran operator, seen setting up a new restaurant owner with two pin games and a shuffle. . . . **Drew Canale**, Canale Amusement Company and Canale Tobacco Distributors, Inc., is looking forward to an early summer, now that an early spring has dawned in the Mid-South, so he can fill his swimming pool for a summer of fun (when he gets time).

More Memphis Memos: **Parker Henderson**, Rainbow Amusement Company, who several months ago took on a new sideline business, Selecto Hits, Inc., reports it is going great. He buys up overproduced hit records from record companies at a bargain, packages them five to a package to retail for 99 cents a package. "It's getting better all the time," he reports. "Since Christmas, when a lot of people must have got record players, business has really picked up. We ship all over the U. S. and supply 100 record stores now."

Around Tennessee: Chattanooga cigaret vending operators are confronted with this problem: the Chattanooga legislative delegation is considering introducing a bill which would allow the City of Chattanooga to levy a 1-cent-per-pack tax on cigarets. **J. A. Butcher**, Butcher Amusement Company, Dyersburg, adding new stereos to his route. . . . **S. E. Scott**, Scotty Amusement Company, Jackson, has built up his route nicely in recent months.

Charles Eaker, P & N Music Company, Paris, readying his route for the big fishing season which lures many hundreds of outdoorsmen to this area in spring—fishing ground is the huge Kentucky Lake on nearby Tennessee River. . . . **Ford Caldwell**, Caldwell Music Company, Humboldt, likewise expects big crowds during the annual Strawberry Festival celebration which is just around the corner. . . . **Pete Smith**, (Continued on page 59)



Paul Henderson



Jake Kahn

Sandy Moore, 2 Others Charged With Conspiracy

BROOKLYN — Sanford J. (Sandy) Moore, Sherwood Schwach, a business associate, and Allen Kerner, a brother-in-law of Moore, were named defendants in a three-count indictment handed up in Brooklyn Federal Court, Friday (24). The three were charged with concealing \$100,000 worth of juke boxes from the trustee in the bankruptcy of Gibraltar Amusement Company Ltd., according to assistant U. S. attorney, Averill M. Williams.

Gibraltar, a juke box operating firm of Moore's on Long Island, was adjudicated in bankruptcy by a special referee last year. Assets of the firm are currently being liquidated for the benefit of credi-

tors. The trio is accused of concealing approximately 200 juke boxes which belonged to the Gibraltar firm.

The three are scheduled to plead to the indictments on March 9. If convicted on each of the three counts, they face a maximum sentence of five years in prison and/or \$5,000 in fines. Specifically, they are charged with conspiracy to violate the National Bankruptcy Act. The prosecutor said the violation occurred between March of 1960 and January of 1961.

The indictment was handed up by the Federal Grand Jury to Federal Judge Jacob Mishler here. Williams said the Grand Jury is continuing to investigate other phases of this case.

David Baker Sees Need Of New Operating Plan

ARLINGTON, Mass. — A whole new concept of music operating is vitally needed — and quickly — if the small music operator is to hold on to any kind of livelihood. This is the opinion of David J. Baker, president of Melo-Tone Vending Company, Inc., a firm that operates in the Greater Boston area.

"The little man today is caught in a squeeze play between stepped-up competition and rising operating costs," he believes, "and unless he is prepared to diversify, he will go to the wall as the big concerns move in with their efficiency and streamlined business methods."

Many of the small operators, Baker feels, think they are doing all right if they hold their own. But it is his firm conviction that in order to just stay even it is necessary to show an annual increase in gross of between 5 and 8 per cent.

Small Operator

He sees very little hope for the small man who runs his own

route and has his wife do the bookkeeping between household chores. Unless he expands — and this can only be in the right direction of diversification — he will be swallowed up by the large companies now entering the field of operating routes, says Baker.

He points to the present acquisition of one of Boston's largest distributing firms by the Canteen-Rowe group. This, he thinks is only the beginning, and this is the pattern that will be standard in the music business in a very few years. In line with this thinking, Melo-Tone has acquired a small food route as an experiment in diversification. The firm has been operating cigaret routes successfully for some time.

Baker sees two types of operators in the near future — the small, housewife-assisted, low-expense type and the large, well-managed firms of national and even international scope. Rounding out the picture he sees increasing costs and keener competition.

Seeburg Names Rousso Coast Vend-Div. Mgr.

CHICAGO—The Seeburg Corporation has named Stan Rousso West Coast vending division manager. Announcement came last

Ill. Bill Would Ban Free Plays

SPRINGFIELD, Ill. — A bill to outlaw pin games granting free plays has been introduced in the Legislature here by Sen. Robert McClory (R., Lake Bluff). The bill states that coin-operated machines played for amusement shall be gambling devices if the player is rewarded with money, credit, or free games. Former Gov. William Stratton vetoed a similar bill in 1959, contending it was unconstitutional. The Illinois Supreme Court, in a 5-4 decision, had so ruled in a similar case.

week from Leonard Gross, vice-president in charge of vending sales of the parent firm.

Rousso will have headquarters in Los Angeles. He is a veteran of the vending industry of some 15 years, having served with Stoner and most recently with Vendo. He'll be working with Seeburg West Coast distributors, R. F. Jones Company, San Francisco; Thompson Distributing Company, Salt Lake City; Michaels Distributing Company, Seattle; Minthorne Music Company, Phoenix, Ariz., and Seeburg Distributing Company (Seeburg's factory-owned outlet), Los Angeles.

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SEEBURG E-1	\$249.00
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Jake Kahn, Dean of Memphis Ops, Sees Coin Trade Community Boon

By ELTON WHISENHUNT

MEMPHIS—Jake Kahn, at 70, perhaps the oldest music game operator in Memphis and one of the veterans, has seen the ups and downs of the business here since 1934 and believes the industry is a great economic benefit to the community as a whole.

Not only are operators civic leaders in many instances, but "we put a lot of people in business," Kahn said. "Our industry accounts for a lot of other jobs, and this helps the city and our people as a whole."

Interviewed last week on the 27th anniversary of his start in the business, Kahn recalled some lean and tough days back in the 1930's and 1940's when the business wasn't as well ordered as it is now.

There were attempts by some, aided by police, to oust Kahn and other operators from various locations if they didn't kow-tow to what the men in authority wanted. Kahn didn't give in, fought for a clean city and won.

Juke Box Ban

Another time the juke box business was outlawed by city ordinance for two years. Kahn moved his equipment to Mississippi till the law was repealed, then came back in 1940 to operate.

Kahn and his son, Charles R. Kahn, jointly own and operate Tri-State Amusement Company. Jake Kahn is a friendly, likable man who is eager to please location owners and, in doing so, has earned their gratitude and friendship—and made his operation a thriving success.

An integral part of the business, Kahn said, was getting location owners started in business—in order to have a spot for his machines. He and his son

have some two dozen leases on cafes and restaurants.

Speaking of operators generally, Kahn said: "We put a lot of people in business in Memphis. It takes maybe \$700 to \$800 cash to buy or open a small cafe. We loan the location owner money. Sometimes we loan as much as \$2,000, sometimes \$1,500."

"We co-sign notes at the bank usually. Sometimes it is \$500 to \$600 to get started. We lease the building. This way we have no competition on a location for phonographs, pin games and shuffles."

"The foundation of the cafe business today in Memphis depends on the amusement businesses. The location owner gets 50 per cent from the machines. Some operators—as we do—also give them 5 per cent off the top to play the phonograph. Some operators don't give it."

"Average income from the average cafe on our 35 locations is \$35 a week for two pieces of equipment, a juke box and a shuffle. A good location will average \$50, but the over-all average is \$35."

This is \$1,225 a week gross for the Kahns, but, of course, from that comes:

Salary for a routeman, their own salaries, operating expense on truck, expense on office, records, maintenance upkeep, money set aside for purchase of new machines, payment on machines bought on time-pay plan, etc.

"Yes," Kahn reminisced, "we are in the best times in Memphis now the amusement industry ever had here. We are in a good period. We want to keep it that way. It has taken a long time for things to come to this."

"We have had a good, clean industry here for many years. We have public acceptance and are among the city's reputable businessmen, as it should be. We are a vital part of the community, the economy and the city's growth. We shall keep striving to maintain this."

Cleveland Shippers Note Seaway Hypo

By BOB SUDYK

CLEVELAND—Export of music and game machines through the Port of Cleveland and the St. Lawrence Seaway rose 50 per cent last year over 1959, a survey of Cleveland distributors indicated.

Trade sources predict another 50 per cent hike for the 1961 shipping season.

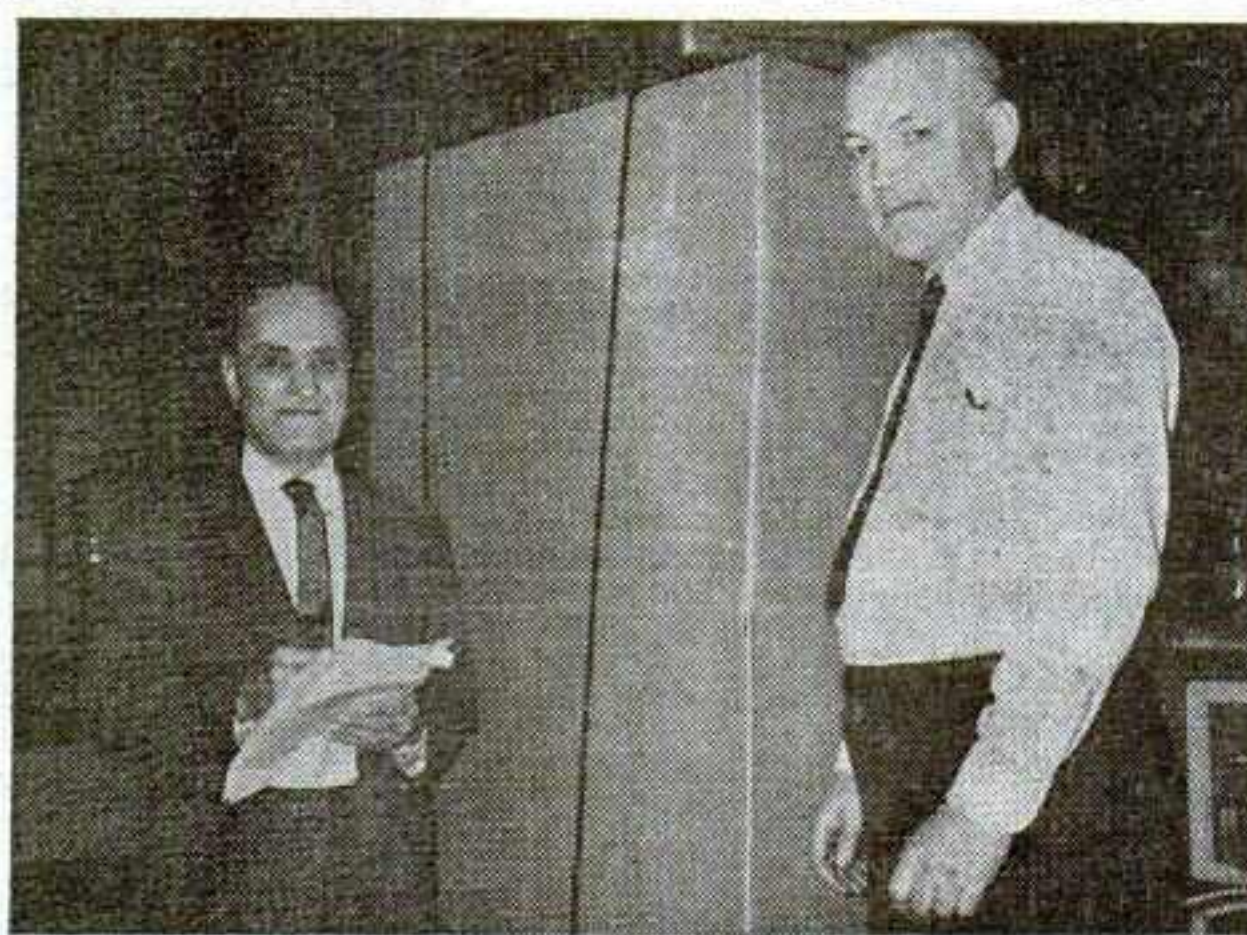
Major distributors here released these statistics:

Cleveland Coin Machine Exchange Company shipped more than 2,000 music and game devices through this port from April through November.

Lake City Amusement Company exported well in excess of 1,600 units.

Shaffer Music Company, Seeburg distributor, estimated shipments of about 500 machines.

About 10 to 15 per cent of these



BOUND FOR EUROPE is shipment of 50 bowlers to be delivered by Lake City Amusement Company of Cleveland. Here Joseph Abraham, president (left), checks over final details with Paul Case, district salesman for the firm. The order is being trucked to a New York port, now that ice locks the St. Lawrence Seaway.

export totals consisted of new equipment.

Port Strike

These gains were made despite a longshoremen's strike at the height of the shipping season last year. Cleveland and other major Great Lakes ports were idle for three weeks. Additional cargo was diverted for at least a week before and after the shutdown.

The opening season of the Seaway in 1959 found many bugs that had to be stamped out, particularly the bottleneck in the Welland Canal. Canadians have done an effective job of increasing the efficiency of the Welland.

With these obstacles hurdled, distributors here feel that 1961 exports could well exceed their predictions.

Gisser Statement

"The St. Lawrence Seaway has improved substantially the competitive position of U. S. distributors in the European market," said Morris Gisser, president of Cleveland Coin Machine Exchange. "It saves shippers an average of \$10 per juke box or coin game."

Shaffer Music Company, Lake City Amusement and Cleveland Coin Machine Exchange saved nearly \$50,000 in shipping costs last year during the eight months of the season.

Distributors here simply load coin machines into a truck and drive a few miles to the nearest port where stevedores stow the equipment directly into ocean-going vessels anchored there.

Old Routing

Equipment remains on board until the vessel arrives at its foreign destination. Prior to the opening of the Seaway these shipments were routed through such ports as New York, Baltimore and New Orleans, after being hauled several hundred miles by truck.

About 2,000 of the 8,000 ships using the Seaway each year fly foreign flags. For example, distributors here shipped directly to Hong Kong and Japan on Japanese vessels for the first time last year.

Both Shaffer Music and Lake City Amusement concentrate their

Keeney Ships Pin Game, Sets Illinois Distrib

CHICAGO—J. H. Keeney & Company last week began shipment of its new Old Plantation pin game and simultaneously named World Wide Distributing Company here its exclusive distributor for Illinois.

World Wide will handle the entire Keeney line, which besides Old Plantation, consists of the firm's current Red Arrow upright series: Red Arrow, Deluxe Red Arrow, Twin Red Arrow and Black Dragon; and Keeney's hot pop corn vender.

Announcement came last week from Paul Huebsch, Keeney vice-president and Clayton Nemeroff, manager of Keeney's sales department.

Old Plantation combines pin game features with Keeney's familiar "panascope" flasher unit, used on the firm's upright models. The game can be adjusted for one or two-ball play and has single coin operation with adjustable coin divider.

Upon insertion of the coin, the panascope flashes, and the player is then able to play the game. A set of winning combinations on the panascope gives a bonus score.

Players can also advance high-score values on the light box by scoring on the playfield.

Old Plantation features a newly designed Keeney cabinet with tapered legs, canted light box, and streamlined sides.

Philippines High Court Kills City \$300 Box Fee

MANILA, Philippines — The Supreme Court of the Philippines ruled null and void a municipal ordinance charging \$300 for juke box licenses.

Ruling that such fee was exorbitant and excessive, the court also said the city does not have the right to license machines for revenue purposes, although it does have a right to regulate their operation.

The high court thus upheld a ruling in the Manila court of first instance which likewise held the ordinance null and void.

Two separate cases had been brought to court by coin machine firms. One, by Morcoino Company and Suter, Inc., and one by a group of juke box operators headed by Juan P. Gerena.

export trade in the open months of the Seaway.

"We channeled more than 70 per cent of our total exports into the eight-month season," said Joseph Abraham, head of Lake City Amusement.

Bernie Flynn, of Shaffer Music, believes that the Seaway is only beginning to display its potentiality to the industry.

Lower Rates

Morris Gisser, of Cleveland Coin, sees more foreign shipping with so-called nonconference lines whose rates are 10 to 20 per cent below conference rates. He is also considering air line shipments. But best rates offered are still about three times water freight figures, however.

Cleveland will provide berths for three additional Seaway freighters along the downtown waterfront during the year. The facilities will be at the extension of the West Third Street Pier.

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COINMEN in the NEWS

Continued from page 57

Smith Music Company, Halls, reports collections going up with the coming of good weather.

W. E. Foote, Foote Amusement Company, Selmer, also reports many tourists passing through upped his business of late—a lot of them Illinois residents headed for Florida. . . . **Aubrey Webb**, Webb Music Company, Ripley, expanding his route. . . . **Bill Forsythe**, Forsythe Amusement Company, seen buying a lot of new records from **Frank Berretta** at Poplar Tunes Record Shop, which most of the operators in the area frequent. **Elton Whisenhunt**

East

PHILADELPHIA SCENE

Marty Brownstein, sales manager for **Joe Ash** at Active Amusement, reports not only is the firm expanding, but so is his family. His wife gave birth to a daughter, **Jamie**, February 2, at the Northern Division of the Albert Einstein Medical Center. They have one other child, a boy.



Joe Ash

Everyone along Coin Row was still moaning about the heavy amount of snow that fell this winter and curtailed business. **Al Rodstein**, of Banner Specialty Company, echoed the words of everyone else when he said "Everything is real quiet. Too quiet."

PENNSYLVANIA PICKUPS

Many coinmen took exception to the UPI calling slot machines "coin machines" in the lead of a story concerning their seizure in the Altoona, Blair County area. "We have enough troubles of our own without getting bad publicity we don't deserve," said one up-State operator.

George Metzger

Waitresses Tell Stereo Story, Build Phono Play

KANSAS CITY, Mo.—When the juke box is not visible to incoming patrons, it takes a good selling job by the restaurant's personnel to get decent play, according to **Mack McClure**, local operator.

McClure has many locations in busy small restaurants, and has probably installed more stereo phonographs in basements, closets, or otherwise where they are completely out of sight than any other operator in the Kansas City area. He relies heavily on location-owner co-operation, by asking every waitress to pitch in and "sell stereo" as part of her routine duties. Most of them do, fortunately, with the result that collections, even where the juke box and its stimulating effect is completely invisible to patrons, are good.

In one typical location on a Kansas City shopping street, Mc-

Clure installed six stereo speakers, including three No. 1's spaced 24 inches apart along the right wall, and three the same distance apart, along the opposite wall. Large, easily readable letters identify each as a "stereo speaker" and give the number.

Attached to the menu in each booth in the 80-seat restaurant is a mimeographed slip which explains that the restaurant has the most modern of sound reproduction systems, encourages the customer to "hear the best in stereo" and goes further with the suggestion, "Your waitress will explain further."

No matter how busy they may be, waitresses co-operate to the extent of taking a minute or two to tell the stereo story to their customers. With some 800 customers per day coming, stereo play has been excellent. McClure rewards his waitresses for their efforts by several gifts during the year.

SWEETER MUSIC MAKES DRIVE-IN ADULTS' HAUNT

WHEATRIDGE, Colo.—Deliberately doing away with the regular juke box menu in a prime location in favor of 100 instrumentals was a unique experiment which has been carried out by **Paul Hilst**, of Columbia Music Company here, at the **Frosted Scotchman Drive-In**, popular drive-in restaurant.

The drive-in, operated by **Carl Severny**, has made itself famous through "negative advertising." The restaurant advertises "Horrible Burgers," solemnly assures its patrons that stomach pumps are kept in readiness, and keeps wire receptacles around in which patrons throw old shoes, to be used for next season's cheeseburgers and hamburgers. Naturally, when Severny opened up, he thought that the drive-in would attract a lot of teen-agers. Consequently, when the location was given to **Columbine Music Company**, a lot of rock and roll as well as jazz, was programmed along with the top 40, novelty songs, and relatively few old favorites.

As the first year went by, Severny was surprised to find that the **Frosted Scotchman** was not attracting teen-agers as had been expected (due to a steady stream of them at another **Frosted Scotchman** location), instead, the restaurant was apparently pulling many adult customers, whole families, instead of the young crowd.

Severny was definitely in favor of this situation, inasmuch as family customers, representing a car-full of purchasers, rather than budget-pocketbook teen-agers, were spending much more money. It was equally obvious, as time went by, that programming rock and roll was no advantage at all. In fact, there were times when older customers, either eating in the dining room, or in their cars, were definitely annoyed.

Accordingly, Severny and **Hilst** took the unusual step of completely doing away with the regular programming, and substituting instead 100 sweet instrumentals, including a majority of old favorites. The instrumentals, with the emphasis on string instruments, were equivalent to dinner music, and as Severny put it, "mean just as much to the couple enjoying cheeseburgers as the couple eating pheasant under glass."

Now the exclusive instrumental program has broken all records for collections at the **Wheatridge** restaurant, and even more adult customers are being attracted than at any time in the past. "We only goofed on one record," **Hilst** said, "which got into the collection by accident. The first time this was played, a bit of calypso, it was so noticeable that I took it off at the next servicing."

Hilst is more than happy with the location, inasmuch as he can show a much better return from the machine without changing records more than once per month, and because the restaurant owner now pushes the phonograph more enthusiastically than he did before.

Md. Bills Would Boost Tax on Vending Sales

ANNAPOLIS, Md.—Two bills (S. No. 225 and H. No. 192) that would specifically hurt vending operators were recently introduced into the Legislature here.

These measures, in effect, call for payment of the tax in sales on which the vendor could not collect from the consumer, and erase sales tax exemptions by changing the bracket system employed in sales and use taxes.

The bills remove the present exemption for sales under 51 cents and levy a 1-cent tax on sales from 25 to 33 cents; 2 cents on sales of 34 to 66 cents; and 3 cents on sales from 67 cents to \$1. The tax on sales over \$1 would be 3 cents plus 1 cent for each 33 cents or fraction thereof.

Passage of these measures would eliminate present exemption for food and drink, exempting only food and drink for off-the-premises consumption and specifically taxing sales of food and beverages to be consumed on the premises.

Senate bill No. 225 and House bill No. 192 have been referred to the Finance Committee and the Ways and Means Committee, respectively.

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C.C. Steam Shovel .. \$ 95.00
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Genco Motorama 195.00
Bally Strike Bowler .. 165.00
Un. Deluxe Bonus Gun 145.00
Undersea Raider 95.00
Speedway Bomb Sight 95.00
Bally Magic Shuffle .. 85.00
Williams Safari 165.00
Genco Big Top 165.00

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Chicago Coin
Advanced Pool Table

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EUROPEAN NEWS BRIEFS

Continued from page 48

why juke boxes must be restricted to the playing of only music—and a certain type at that. I view the juke box as simply another type of phonograph, an extremely versatile instrument which should be used for spiritual and educational purposes and not restricted to entertainment." The priest's first disk, bearing two 25-minute talks designed for the spiritual guidance of nuns, went to 2,000 subscribers on these continents.

The priest's plan is to produce, in effect, a religious record label which would be distributed by subscription to Catholic organizations all over the world. The disks would be designed for juke box play.

In effect, the priest is trying to establish a "Hot 100" list of spiritual titles.

EXPERTS IN EXPORTS

GUNS	VENDORS	BINGOS
Ex. State Fair \$225	#210 Ice Cream... \$425.00	Beach Beauty \$ 75
Mid. Shooting Gallery... 450	Stoner Candy 6 col. 125.00	Big Time 65
Seeburg Coon Hunt 175	Stoner D-500 325.00	Starlet 65
United Bonus 225	MUSIC	South Seas 65
Wms. Vanguard 325	Wur. 2100 \$325.00	Mexico 65
Wms. Hercules 375	Wur. 2000 310.00	Broadway 75
Wms. Crusader 425	Seeburg V 200... 225.00	Caravan 75
KIDDIE RIDES	Seeburg KD 200... 425.00	Manhattan 75
Auto Test \$425	Seeburg Wallboxes.. 37.50	Nevada 65
Bally Champion 395	BINGOS	Nite Club 75
Bally Space Ship 250	TOUCHDOWNS, new Write	Rodeo 45
Driveyourself Mobile .. 375	TOUCHDOWNS,	Star Dust 65
Round World Trainer .. 395	used \$575.00	Tropic 65
Sandy Horse 395		Tahiti 65
Zoo Ride 210		Variety 65
Chuck Wagon (new) ... 550		Show Time 95
Twirley Bird (new) ... 995		Havana 65
Model T Ford 395		Hawaii 65

Distributors for WURLITZER, UNITED, GOTTLIEB & MIDWAY.

CLEVELAND COIN
MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

Coming in the **MARCH 27 ISSUE**
... a brand-new low-cost **CLASSIFIED MART!**

Buyers and sellers in the music-coin industry will find this a convenient market place for the best sources of equipment, supplies, services and personnel--serving more than 20,000 buyers, sellers and users of music, records, tape and home entertainment equipment.

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

Canteen Acquires Chi's Atlas Music

• Continued from page 47

same service, friendship, trust, and fine dealer relationships for which we have been noted for more than a quarter of a century," Ginsburg noted.

Canteen officials as a straight stock transaction. No figures were disclosed. Atlas was described as the new Midwest outlet for Rowe and AMI products.

The acquisition was described by AMI Sales Company, the facto-

ry-owned distributorship here, which formerly handled the AMI line, is being combined with Atlas. AMI sales manager, Mike Spagnol, plus all AMI sales personnel, are also expected to join the newly acquired distributorship.

Acquisition

The Atlas acquisition, coming as it does on the heels of the Trimount acquisition, underscores recent remarks by Frederick L. Schuster, Canteen board chairman, that the giant international vending machine operating company intends to operate juke boxes and amusement games in addition to its vending interests (BMW, January 30).

It also clears up recent comments by Schuster that Canteen was running a "test route" in Chicago and planned to enter the music operating field in a big way. Subsequently, the Canteen official indicated that the so-called test route had been "pulled back."

It now appears that the so-called "tests" were advance negotiations for a Chicago outlet that culminated in the purchase of Atlas.

More Planned

Canteen officials currently have no comment on whether additional acquisitions in the juke box and game operating or distributing vein are contemplated. However, based on the original Schuster statements, it would certainly come as no surprise if more acquisitions would be announced.

Adding credence to this theory is the establishment recently within the Canteen structure of a "special services" division headed by Joel Kleinman. Schuster had previously defined "service vending" as meaning juke boxes, background music, kiddie rides, bill changers, coin-operated laundries and coin-operated dry cleaners.

Under the complex Canteen structure, both Trimount and Atlas will administratively be directed by this division. Thus, management will come from the service division, although the firms will obtain Rowe and AMI products—as do all AMI and Rowe distributors—from Rowe-AMI Sales Company, the year-old sales arm formed to handle product sales, headed by Jackson Dunwoody.

In other Canteen developments last week, directors elected J. Arthur Friedlund, a Chicago attor-

ney, chairman of the executive committee to succeed Robert Z. Greene, committee chairman since 1955.

Green, board chairman of Rowe Manufacturing Company, another Canteen subsidiary, remains a member of the board, as well as a member of the executive committee and in addition assumes the role of special consultant to Canteen.

Friedlund is a partner in the Chicago law firm of Friedlund, Levin and Friedlund and is a director and one of the original stockholders of Canteen. He has been a member of the executive committee since 1952.

Directors also voted a regular quarterly cash dividend of 15 cents per share, payable April 1, 1961, to holders of record March 15, 1961.

Arthur S. Bowes was also named to membership in the executive committee and Henry M. Hubshman Jr., was elected a director of Automatic Canteen. Hubshman Factors Corporation, of which Hubshman is an executive officer, was recently acquired by Canteen through an exchange of stock. Bowes, also a Canteen director, is board chairman of H. M. Byllesby & Company, investment bankers.

NMG'S Hot Topic

• Continued from page 47

the machine becomes an eye-sore in the corner and everybody suffers—the location, the customers and the coin machine business.

This has always been the traditional argument for having operators, and it happens to be the cold, hard-business-headed reason why manufacturers and distributors prefer to do business with operators only.

The argument, however, is hard to sell to many locations unless they (the locations) have been at one time burned. Meanwhile, the burning is a costly process and the average operator is apt to lose a number of his stops and distributor sales in the area are apt to dip considerably.

Prospects therefore are good that a great deal of interest will be shown from all levels of the industry on the location-sales question at the next Nebraska Music Guild meeting.

Slifer Named to ASAE Membership

CHICAGO—O. L. (Bob) Slifer, executive director of the National Coin Machine Distributors Association and chairman of the public relations steering committee of the Coin Machine Council, has been named to membership in the American Society of Association Executives.

Williams Caravelle

• Continued from page 47

is housed in the new Williams cabinet recently introduced by the firm.

The Caravelle idea is imparted with a Parisian-styled light box complete with Eifel Tower, some high-styled Parisian femmes and a French Caravelle airliner cruising through the sky.

Scoring is built around a big center drum with a target and a pair of drop-holes, each scoring 10 times the side of value when lit. Hitting the side of the target advances the target value one point.

There are also a pair of red and green bumper advances on each side of the playfield, several side bumpers and kick-bumpers that multiply the scoring.

Twin Trail Blazers

• Continued from page 47

er, introduced earlier.

Twin Trail Blazer permits dual-play, with a separate coin chute on each side of the machine for each player. The game also has the firm's "magic-viewer" windows, a row of four windows for the flashing symbols signifying score.

In addition to the regular symbols, the game has stars, which are wild, and a row of four stars score 1,000 free plays. The cabinet measures 53 inches high, 30 inches wide and 18 inches deep.



Fischer POOL TABLES

STANDARD OF QUALITY
IMPERIAL, "B" & DELUXE 6-POCKETS & BUMPER BILLIARDS

At your distributor or call Bill Weikel.

FISCHER Sales & Mfg. Co.
Ridge Rd., Box 223, McHenry 4, Illinois

WANT TO BUY—

HIGHEST PRICES PAID!

GOTTLIEB GONDOLIER—PI—
TEXAN—AROUND THE W—
SILVER—MADEMOISELLE—WAGON
TRAIN—KEWPIE DOLL—SPOT-A-
CARD—CAPT. KIDD—ATLAS
LITE-A-CARD—MERRY-GO-ROUND
—MELODY LANE.

Rush Your List!

WEEKLY SPECIAL!

BALLY 8' ABC & CONGRESS \$165 EA.
Shuffle Alleys

Completely Reconditioned

N. ILLINOIS, N. INDIANA
and IOWA OPERATORS—

You'll Find Appeal—Action—Profits
Waiting In

OKLAHOMA

GOTTLIEB'S NEW 4-PLAYER

Twin Roto-Targets—Double Jet Shooters
... plus

Immediate Delivery! Order Now!

NATIONAL COIN MACHINE EXCHANGE

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Buckingham 1-8211

Jumbo BUMPER POOLS... \$75.00

Size 70 x 36 x 32

Refinished—new cloth, new balls, new cues

PURVEYOR
DISTRIBUTING CO.

Better Buys

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JUNIPER 8-1814

FIRST COIN... Exclusive Distributor*

NOW DELIVERING—

WESTERN TRAILS

The Hottest Hit at the M.O.A. Show!

Complete with Live-Action Horse, which actually travels down the trail in an authentic 17'x7' corral with fence and backdrop!

- First Kiddie Ride with 5¢-10¢-25¢ Coin Chute!
- A winner for promotions in carnivals; dept., drug and variety stores; shopping centers, super markets, auto agencies, etc.—Indoors or out!
- Exciting attraction on shopping center mall or parking area!

Write for full particulars

- All Chicago, Northern Illinois, Northern Indiana, Southern Wisconsin, Eastern Iowa.

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VALLEY
6-POCKET POOL TABLES
and KAYE'S
6-POCKET POOL TABLES
Brand New 1961 Models

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Send for Your
FREE
56-Page Illustrated
1961
CATALOG

FIRST

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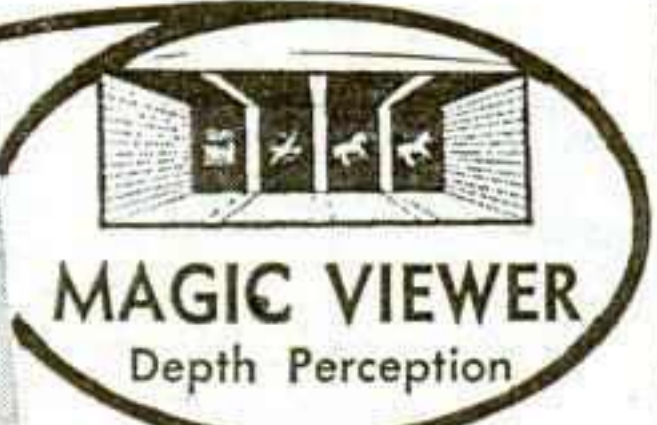
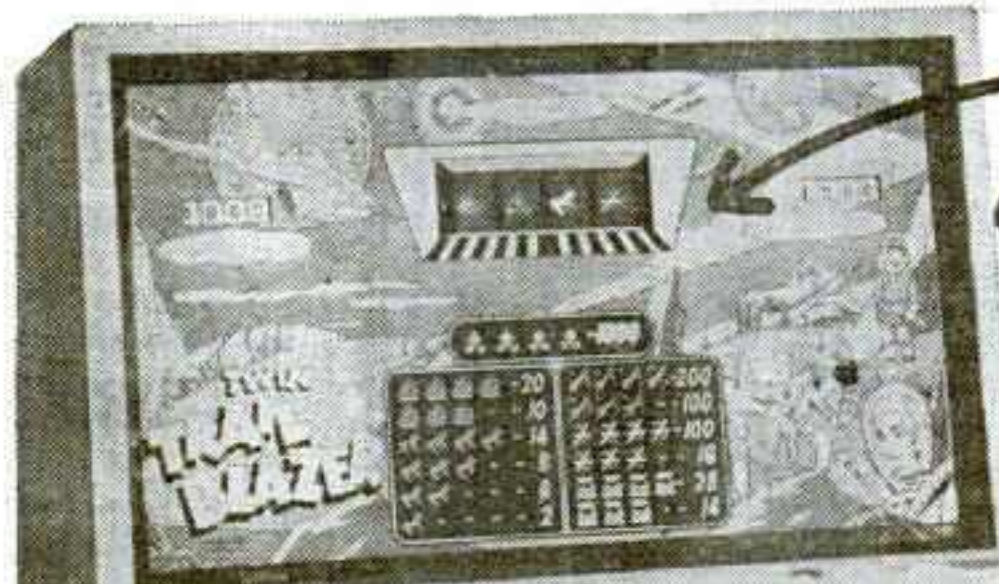
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1000 FEATURE

COMPACT CABINET
HEIGHT 53"
WIDTH 30"
DEPTH 18"



MAGIC VIEWER
Depth Perception

TWIN TRAIL BLAZER

DUAL
PLAYER

Manufacturers GAMES, INC.

2950 NORTH CAMPBELL AVENUE, CHICAGO 18, ILLINOIS
Phones: CORNELIA 7-8800

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ELECTRIC
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WILL TRADE

We have late model Seeburg and Continental cigarette vending machines to trade for late model bowlers, shuffles, pool tables, guns, arcade equipment, kiddie rides of equal value. Must be located in Midwest.

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MUSIC SPECIALS!

Reconditioned—Refinished—Guaranteed!

SEEBURG 200 SEL. WALLOMATICS

Reconditioned—LIKE NEW **\$69.50**

WURLITZER 2300-S..... \$595

SEEBURG 201 161 \$695 Ea.

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS.

MASTER LOCKS AVAILABLE FOR ALL PHONOGRAPHS AND CIG.

1/2 Dep., Bal. C.O.D. or Sight Draft F.O.B. Chicago



USED CIGARETTE VENDORS

- 11-Col. NATIONAL (Mod. III) ... \$185
- 9-Col. NATIONAL 95
- 22-Col. EASTERN 135
- 13-Col. NATIONAL 195
- 12-Col. EASTERN 115
- 10-Col. EASTERN 75
- CONTINENTAL CORSAIR "20" ... 195

Reconditioned

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A Quarter Century of Service

2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

IRS Oct.-Dec. Collections Up

Continued from page 1

For several quarters, the tax collected on records showed a steady climb. For the final quarter of 1960, amount collected was \$5,728,000, down \$488,000 from the last quarter of 1959.

Excise on phonographs, radio and television sets and components netted the federal coffer \$41,411,000 in the final fourth of 1960, a drop of \$4,350,000 from the same period a year earlier.

Levy on admissions to cabarets and roof gardens totaled \$8,473,000, a drop of \$4,428,000 from the last quarter of 1959. This is the second quarter in which the reduction of the cabaret tax from 20 to 10 per cent is reflected. Excise on coin-operated gaming devices added \$1,096,000 to the coffer, a decrease of \$336,000 from a year earlier.

Tax on admissions to theaters and concerts totaled \$10,615,000 in the final quarter of 1960, an increase of \$493,000 over the final fourth of 1959. Levy on musical instruments totaled \$4,917,000, up some \$306,000. The excise collected on bowling lanes and pool tables amounted to \$417,000, an increase of \$45,000. Excise on coin-operated amusement devices increased \$2,000 to a total for the final 1960 quarter of \$336,000.

PARKOFF SEES MOBILE SIGNS AS TRADE AID

NEW YORK—Oscar Parkoff, manager of the Newark, N. J., branch of Atlantic-New York, feels that the coin machine industry is overlooking a good bet in not using panel trucks and station wagons to promote the industry. Parkoff suggested that the hundreds of service vehicles in the New York area could carry industry promotion signs, reminding people that their favorite recorded music is available at their neighborhood taverns and restaurants. He pointed out that these mobile reminders, over a period of time, could help stimulate trade in taverns and restaurants, with the juke and amusement game operator benefiting.

SUPPORT Red Cross

The Road to Profit Is Paved With WORLD WIDE BUYS!

UPRIGHTS

Games Inc. TRAILBLAZER . WRITE	Games BIG HORN	\$125
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Games GUNSMOKE	Auto Bell COUNTY FAIR	95

Special! SEEBURG 3W1 WALL BOXES, \$37.50 EA.

SHUFFLE ALLEYS

BALLY	
CLUB	\$395
WHIZ	365
SPEED	325
STAR	325
Chi Coin HOLLYWOOD	\$145
United REGULATION	\$175
Keeney JEWEL	\$195
DELUXE CONGRESS	\$195
CONGRESS	175
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Chicago 47

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Another Sensational 4-Player Profit Maker!

Performs like a million! Styled like a million! OKLAHOMA is the ultimate in competitive play and will fill the Cash-Box like magic!

See your distributor for a demonstration of these terrific features:

- ★ Twin Roto-Targets score 10 times indicated value when matched
- ★ Double Jet Shooters fire ball up field at Roto-Targets
- ★ Jet Shooters spin Roto-Targets
- ★ Side rollovers spin Roto-Targets individually
- ★ Spotted lights indicate top triple rollover values

Tomorrow's Design Today!

- ★ High, wide and handsome canted light-box
- ★ STAINLESS STEEL moldings
- ★ Sparkling plated legs and front door panel
- ★ Hard chrome finish corner castings



New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!

D. Gottlieb & Co.

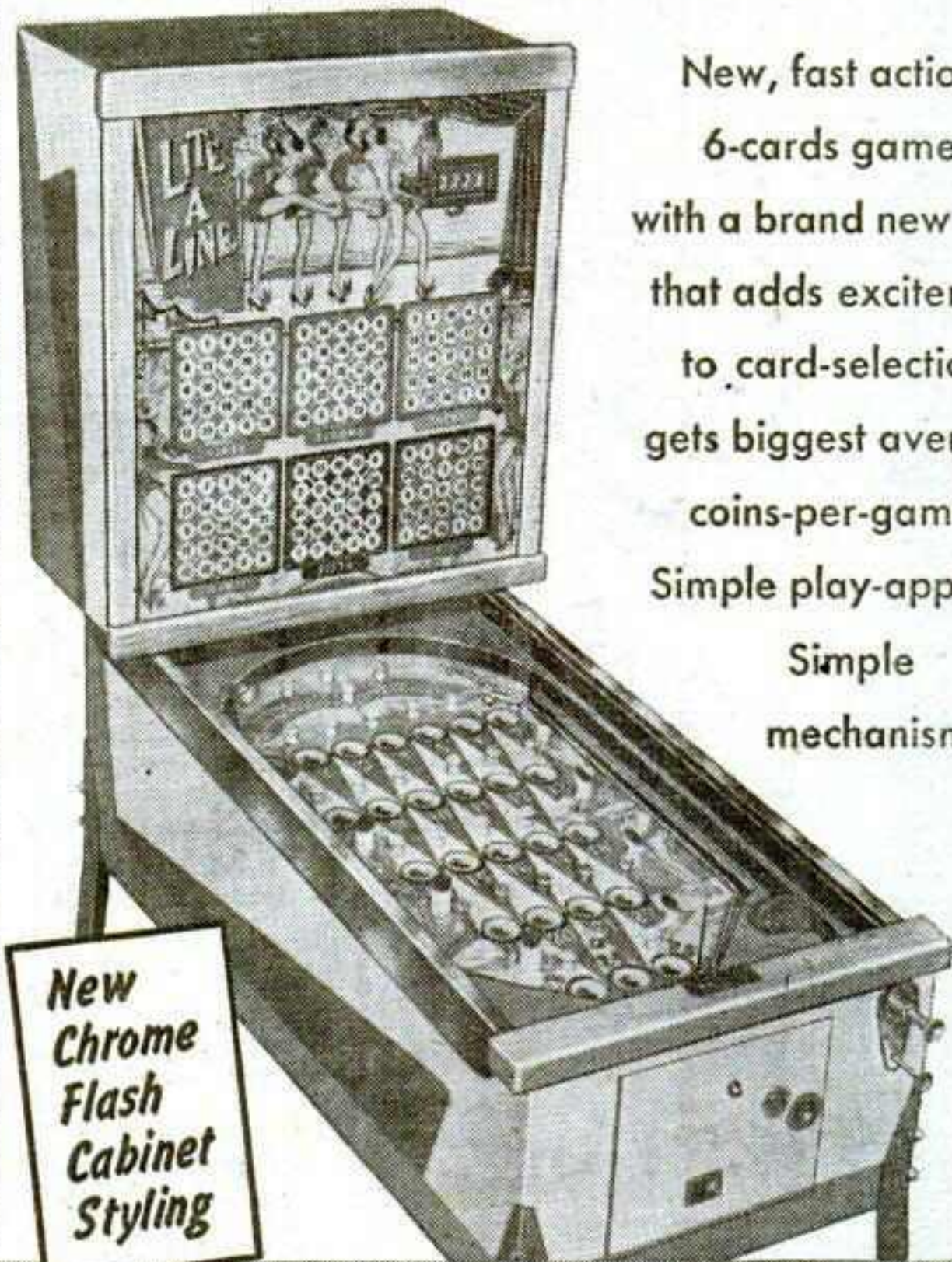
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New, fast action
6-cards game
with a brand new twist
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Simple play-appeal.
Simple
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New
Chrome
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SHARPSHOOTER

Real Gun Actually Shoots Plastic Balls



25 IN. BY 66 IN. 50 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
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TOP SCORE
6000

**Popular
SUPER
STRIKES**

**HIGH-SPEED
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1 TO 6 CAN PLAY
DIME-PLAY
8½ ft. by 25 in.

CIRCUS QUEEN

WITH NEW
BLUE BONUS

Popular OK feature
RED LETTER free games

Magic Screen
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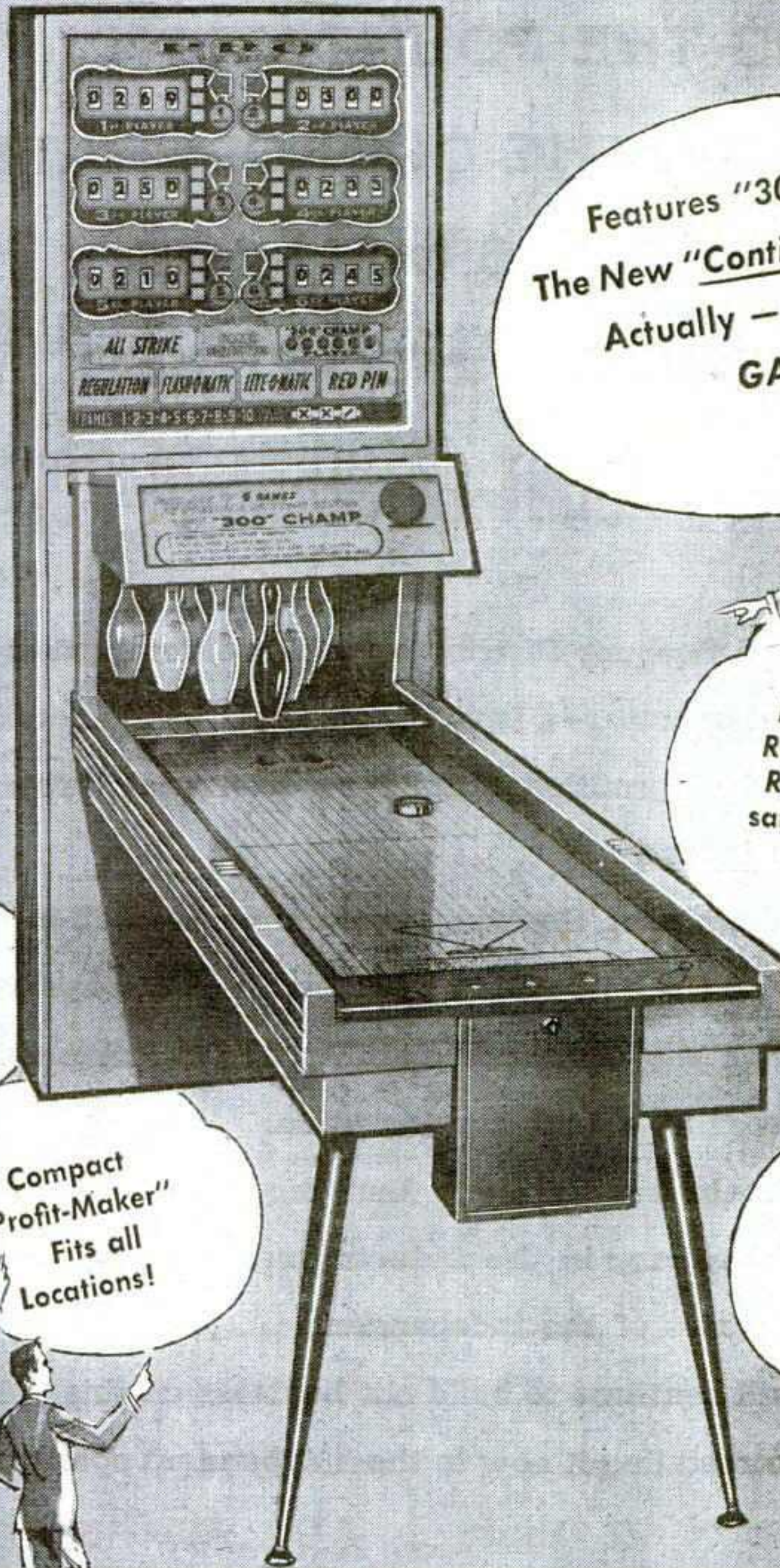
PICK-A-PLAY buttons
advancing scores
extra time,
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plus
famous
Roller
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See your distributor...or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

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Look!
Most
BEAUTIFUL,
MODERN
Cabinet Design
I've seen!

FAST PLAY
6-PLAYER
ACTION!

Push-Button
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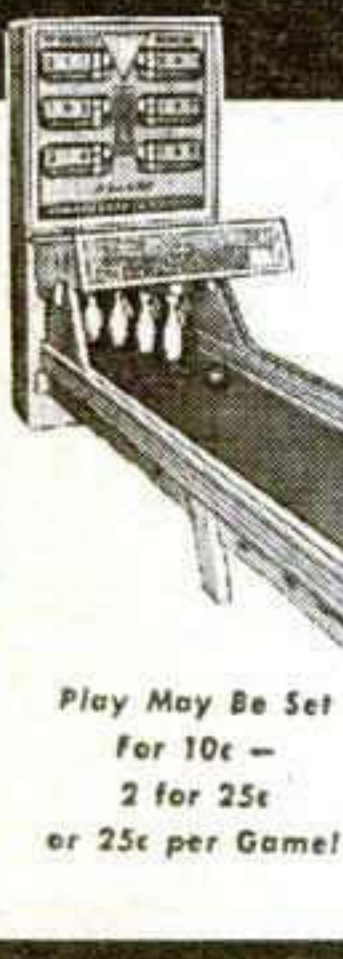
Compact
"Profit-Maker"
Fits all
Locations!

Features "300" Champ Bowling
The New "Continuous Strike" Sensation!
Actually - SIX PROFIT PROVEN
GAMES IN ONE!

Imagine - 300 Champ;
Flash-O-Matic; All-Strike;
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Regulation Scoring for the
same price as many 2-game
bowlers!

Look!
An All STEEL
CASH BOX!
ALL Steel Legs!

When You Think of Profits Think of Chicago Coin Games



DUCHESS BOWLER

Combines FLASH-O-MATIC, ALL-STRIKE
and REGULATION SCORING!

Play May Be Set
For 10c -
2 for 25c
or 25c per Game!

Also Available
Companion to DUCHESS -

DUKE BOWLER

with ALL-STRIKE and
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"ELECTRONIC-EYE"

RAY GUN

New-TRANSISTOR Type
PHOTO ELECTRIC CELLS!
New Modern Circuitry -
NO AMPLIFIER!!
FITS ALL LOCATIONS -
Minimum Space 6 Feet!
Maximum Space 15 Feet!
20 SHOTS 10c - POSSIBLE 100 BONUS SHOTS!!



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IS THE FOUNDATION
OF BOTH THE COIN-OPERATED
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Seeburg and Seeburg Distributors believe firmly that the independent operator—a local businessman who knows his territory and the profit opportunities it offers—is the foundation of the industry.

The design of Seeburg equipment, as well as the character of Seeburg sales policies, has always been devised with the economic stability of the independent local operator as a first consideration.

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We will continue to build our business on this policy, and we are restating it now to the independent operator.

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