

BILLBOARD MUSIC WEEK

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

DOT RECORDS SHOOTS FOR ALL-TIME GROSS IN 1961

HOLLYWOOD—Dot Records' 1961 gross sales will hit a projected \$15,000,000, label President Randy Wood revealed exclusively to *BMW*. According to Wood, the projection is based on a more than \$13,000,000 sales gross as of October 31, with Dot having two more months in which to attain the predicted \$15,000,000 all-time high for the firm.

By the end of October, Dot already had surpassed its previous year's total sales gross of \$11,009,440. Wood is forwarding the above sales projection to the board of directors of Paramount Pictures, Dot's parent firm.

It is interesting to note that the projected \$15,000,000 sales gross amounts to two and a half times the sales the label reaped during its first year under Paramount's ownership five years ago. The following (taken from Dot's U. S. income tax returns) shows Dot's gross sales and net profits since it had been acquired by Paramount.

Year	Gross	Net Profit
1957	\$ 6,105,136	\$664,102
1958	7,547,247	456,901
1959	8,765,510	615,057
1960	11,009,440	799,440
1961	15,000,000 (Projected)	800,000

Including the projected net profit for 1961, this shows Dot has delivered a total profit of \$3,335,000 during the five-year period. It is interesting to note that the total net profits show that Paramount, after five years, has more than recouped its initial investment in buying Dot. The picture company reportedly paid a little under \$3,000,000 for the label.

At the time Paramount acquired Dot, the record company, basically a hot singles firm, had only 25 LP's in its catalog. Today Dot's album catalog contains more than 600 LP's (counting monaural and stereo). Album sales alone will total more than \$10,000,000 during 1961. Approximately 75 per cent of Dot's LP catalog was recorded personally by Wood.

In addition to building the catalog to its present size during the five-year period, Dot has built its artist roster to its present-day stature plus a chain of 14 company-owned sales branches.

U. S. Reps Mull Internat'l Copyri't Protect'n Treaty

WASHINGTON—U. S. representatives of government and industry looked but did not leap at the first international treaty to give copyright protection to phonograph records (or tapes), broadcasts and performances. The treaty was drafted in Rome last month by three international organizations and was signed by delegates from 18 out of the 40 countries participating. Terms will go into effect for member-nations three months after six countries have ratified the treaty.

Although the U. S. delegation, headed by Abraham Kaminstein, Register of Copyrights, was not empowered to sign for this country at the October 10-26 conference, general belief is that certain highly controversial aspects of the treaty would have prevented signing in any case. Heaviest argument at the conference was over the principle of making broadcasters pay royalty to record producers, to be shared with record talent, for use of disks on the air.

In view of the controversy, the treaty provides that any member-nation can reject the disputed requirement (Article 12) of broadcast record royalty in whole or in part. Nevertheless, the U. S. government delegates and advisory legalists from the fields of recording, broadcasting and performing were leary of the effect the treaty might have "on the delicate balance of con-

tract arrangements" between Americans and foreign counterparts in these fields.

Copying of Disks a Violation

The copying of disks, whether directly or off the air, would be a violation of the treaty and is one of its hard and fast minimum guarantees. This country would have to pass legislation against disk copying before signing or adapting the International Convention for the Protection of Performers, Producers of Phonograms and Broad-

(Continued on page 10)

Many Top Radio Outlets Moving Toward Moderate Music, News

WERE, WMCA, WCBI, KALL, WFIL and WNEB All Modify Formats, Soft-Pedaling Top 40, R.&R. Sounds

NEW YORK — The Twist notwithstanding, a definite trend is shaping up in local radio toward a more moderate music programming policy, which soft-pedals the more raucous rock and roll sounds and features more LP selections.



At the same time, stations are stepping up their news coverage with emphasis on personalizing local news reports.

The swing toward "better music" programming by AM outlets is also supported by the growth of FM stations in 1961 and the advent of FM multiplex stereo broadcasting, which necessarily features album product exclusively.

Among the stations which have modified their formats recently toward a softer sound are WERE, Cleveland; WMCA, New York;

KALL, Salt Lake City; WFIL, Philadelphia and WNEB, Worcester, Mass.

Station WERE, Cleveland, has dropped its Top 40 programming in favor of a format tagged "The Solid Gold Sound." The switch was made on the basis of a study "of the patterns and trends of the entertainment and information requirements of Clevelanders." The new format stresses up-dated, swinging big band wax, jazz and instrumental music, "backed with

intensive on-the-spot news coverage." Dick Conrad is WERE's new production co-ordinator for music.

Less Irritation

The change at WMCA, New York, is less drastic. The station, heretofore a Top 40 outlet, is trying to filter out "anything that might irritate a listener," according to librarian Joe Bogart. "Our programming remains much the same," explained Bogart. The com-

(Continued on page 16)

ARTHUR ROSETT NAMED BMW EUROPEAN CHIEF

LONDON — Arthur Rosett has been named European Director for *Billboard Music Week*, effective immediately, and has established a London office for this publication from which he will cover the entire Continent.

The new *Billboard* office is located at 31 Devonshire Place, London W.1; telephone is WELbeck 0356.

Rosett is a veteran journalist who has been publisher of the *Mediterranean Courier* in Casablanca for the past several years. About a decade ago he wrote the weekly Paris column for *The Billboard*.

In his new function as European Director, Rosett will travel the Continent for *Billboard Music Week* to provide whatever assistance and information can be rendered toward tightening the ties between the music-record industries of the various nations.

Don Wedge continues as London correspondent, just as in the past.

Tangle Over Cast Albums

NEW YORK — A price battle was shaping up here last week between the Korvette chain and Sam Goody on RCA Victor's original-cast album, "How to Succeed in Business Without Really Trying," acclaimed as Broadway's biggest hit since "My Fair Lady."

Korvette ran an ad in *The New York Times* last Sunday (5), offering the \$4.98 LP for \$2.37 monaural and \$2.87, stereo. Goody's ad in the same issue offered the album for \$3.69, monaural and \$4.29, stereo.

The Goody ad offered two other RCA Victor original-cast LP's ("Milk and Honey" and "Let It Ride") at the same price, and Capitol's new "Sail Away" original-cast Broadway show package for \$4.29, monaural and \$4.89, stereo.

TELLING ALL

RIAA Widens Disk Trade Info Drive

NEW YORK—The Record Industry of America is quietly and effectively stepping up its campaign to give the record business proper recognition as a major cultural force in American life.

The campaign involves more than publicity in the usual sense;

for implicit in the planning is the creation of a true industry image to replace the one which it now obtains among some segments of the population. The current image, in some quarters, is that of an industry tainted with payola and eccentricity. The fact that these aspects of the record business are representative of only a small part of the whole, is often overlooked.

Information Drive

Henry Brief, RIAA executive secretary who is spearheading the drive with the aid of the RIAA board, is broadening the industry's lines of communication with daily newspapers, educational and cultural groups, etc. A mass of correspondence and newspaper clippings, testifying to the acceptance of the RIAA's institutional message, is already flowing into the RIAA headquarters here.

The general campaign includes numerous small ones. In recent months, for instance, RIAA has kicked off stories noting the extent of Shakespearean works on records. Another campaign had a travel tie-in, "Around the World

(Continued on page 13)

Beginning next week
you'll see

**a dramatic
new cover**

on your

**BILLBOARD
MUSIC WEEK**

- ★ with cover-position locations for the industry's most used buying and programming features:
HOT 100 (including Bubbling . . .)
TOP LP's (Monaural and Stereo)
- ★ and heralding new, exciting advertising programs featuring the best from . . .
COLUMBIA . . . DOT . . . MERCURY . . .
RCA VICTOR . . . UNITED ARTISTS

YOU WON'T HAVE TO WATCH FOR IT! You can count on it to be SEEN . . . READ . . . and USED by all buyers and programmers of records all over the world.

Paid Circulation This Issue 21,232

New Rack Operation Will Push Sales of Hot Singles

Southern Jobbers Interested in Selling Beauty, Shoe Shops and Gas Stations

By REN GREVATT

NASHVILLE — A large-scale new rack-jobbing operation to cover locations throughout the

South, is now in the process of organization. The new firm will focus exclusively on single records and will concern itself only with 10 hit titles at any given moment.

Five operators currently outside the record industry will be active partners in the set up. Also active will be Southern Record Distributors in this city. Each of the member partners of the set-up will operate depots with full staffs for servicing the racks. Depots are already established here and in New Orleans and Miami.

The combine expects to operate a minimum of 5,000 racks in all types of locations, and primarily those not currently involved in any kind of record sales. Such outlets are expected to include beauty shops, gas stations, shoe stores and other types of retail locations.

Specifically designed racks will hold 10 each of 10 separate single titles. Top selling pop hits only
(Continued on page 20)

Maine Station Feels FCC Ire Over Programs

WASHINGTON — A Sanford, Me., radio station which switched to an all music-news format was hauled on the carpet by the Federal Communications Commission last week and given a short-term renewal. Station WSME, one of a spate of stations getting the business for alleged failure to match programming with promises, was the first to be singled out on the music-news format issue.

The FCC said that after considering the various reasons given by the licensee for changing its original program proposals to a music-news format, the FCC decided that the performance falls too short of the degree of responsibility which the Commission has a "right to expect"—particularly since WSME is Sanford's only radio station and one of two in York County.

Vogue French Distrib for WB

HOLLYWOOD—Warner Bros. Records' International Director Bobby Weiss last week concluded a manufacturing and distributing arrangement with France's Vogue Records whereby the Warner line will be distributed under the WB label. The WB label will be introduced for the first time to the French disk-buying public December 1 with an array of LP's.

Initial WB product will include "Fanny," "Parish" and packages featuring the Everly Brothers, George Greeley, Bob Luman and Connie Stevens. Weiss will stage a "premiere" for the label, pulling in all communications media plus a full-dress promotional drive at the dealer level.

Atlantic Firms Switch to Merit

HOLLYWOOD — Atlantic and Atco lines last week switched to Jack Lewerke's newly formed Merit Distributing Corporation, BMW learned last week. The lines had been distributed in this market for the past four years by Sid Talmadge's Record Merchandising. Lewerke, owner and general manager of Merit, also owns California Record Distributing, and is one of the founders of the Interdisc manufacturing and distributing combine in Europe (Lugano, Switzerland; Milan, Paris and London).

As previously revealed by BMW, Lewerke has retired his interest in the Swiss-based Interdisc firm, but retains ownership of London's Interdisc, Ltd. He returned recently from abroad, where he had been living for the past two years, to establish the Merit Distributing operations, with Atlantic as its flagship line. Other lines handled by Merit include Barclay, Contemporary, Good Time Jazz, New Jazz, Musart, Prestige-International, Riverside, Bluesville, Swingsville, Stax, Trey, SFW and Volt. (Most of the labels were moved over from Lewerke's California Record Distributing firm to beef up the new Merit firm.)

Merit's staff includes William Peiper as sales manager, with salesmen Bill Metz, Bill Neal and Sam Ben Susan; will-call sales are being handled by Glenn Armpriest and Mike Carcano. Red Baldwin, previously in charge of promotion here for the Atlantic and Atco lines, will continue the same function, operating out of Merit (2800 W. Pico Avenue) as his new headquarters.

In making the switch in distributors, Atlantic took back from Talmadge's Record Merchandising some \$90,000 in inventory.

RCA Phila. Distrib Disputes Retailer

NEW YORK — Paul Knowles, manager of the record division at RCA Victor's Philadelphia distributor, Raymond Rosen & Company, stated last week that his firm carries all Victor pop singles in depth. This was in reference to a story in BMW last week in which a Philadelphia dealer complained that he couldn't obtain the Henry Mancini recording of "Moon River" from the Rosen company.

According to Knowles, "Moon River" is currently the distributorship's top-selling record, and "ever since its release we have carried a very healthy inventory of this number. At no time have we ever been out of it.

"Possibly," said Knowles, "what might explain this remark (by the
(Continued on page 10)

Movie Theme Wax Adds Spark to Disk-Flick Ties

By JUNE BUNDY

NEW YORK—The impact of best selling movie title themes—both as singles and LP's—on the



film theater box office has sparked an increased move by motion picture companies to tie-up with local radio stations and disk jockeys on joint promotions.

Local radio has always been included in advertising - promotional budgets on films, but in recent months it has become a major promotional factor in kicking off new pictures. The fact that so many motion picture companies are now actively involved in the record manufacturing field, of course, also has a bearing on the swing towards bigger and better promotion on the local radio level.

Warner Bros.' new horror film, "The Mask" opened here October 27 at the Warner Theater with considerable hoopla, involving the participation of local Station WINS and giveaways at the theater box office of 100 Warner Bros. albums. For 13 hours, four WINS deejays (Jack Lacey, Murray Kaufman, Stan Burns, and Lonnie Starr) broadcast their respective record shows from the lobby of the theater.

'Devil' Debuts

ABC's flagship here, WABC, recently tied in with Columbia Pictures on the opening of Columbia's "The Devil at 4 o'Clock," starring Spencer Tracy and Frank Sinatra, here October 18 at the Criterion Theater. In addition to having its deejays (Scott Muni and Bruce Morrow) broadcast from the theater, the station held a special write-in contest. Listeners were asked to describe their most "devilish" ideas for use by the station in its broadcasting.

Paramount's "Breakfast at Tiffany's" was launched at the Chinese Theater in Hollywood recently by a seven-day contest conducted by Station KBIG. Dialers were asked to write, in 25 words or less, why they would like "Breakfast at Tiffany's." First prize was an all-expense vacation in Las Vegas. "Breakfast at Tiffany's" has benefited strongly from radio exposure across the country of its theme "Moon River." Two versions of the tune are on the "Hot 100" this week (Henry Mancini, No. 36, and Jerry Butler, No. 26), and Man-

cini's sound track album from the film is No. 57 on BMW's Best Selling Monaural Album chart).

Universal and its parent company, Decca Records, are readying an all-out joint promotional effort on the new movie version of "Flower Drum Song" and Decca's sound track version of the film. The movie opens here Thursday (9) at Radio City Music Hall, and will be screened nationally starting December 22. In New York and key cities across the country, "Flower Drum Song" girls will deliver the Decca sound track package to deejays, librarians and program directors. Prior to the opening of the film in each city, local exhibitors will hold special preview showings for deejays and dealers.

'Moon River' Hot

In addition to the "Moon River" disks, other movie theme platters on the "Hot 100" this week include "Town Without Pity" by Gene Pitney, No. 72; "Tonight" from "West Side Story" by Ferrante and Teicher, No. 29, and by Eddie Fisher, No. 71, and "Theme From Come September" by Billy Vaughn, No. 79. The first three movies opened nationally within the last couple of weeks. The last picture is currently making the rounds of neighborhood houses.

There are 11 sound track packages on BMW's Best Selling Monaural chart this week, and six featuring current movie themes. At the same time, the sound track album of "King of Kings" is on the stereo chart.

BILLBOARD MUSIC WEEK

Published by
The Billboard Publishing Company
2160 Patterson St., Cincinnati 14, Ohio
Publisher
Roger S. Littleford Jr. ... New York Office
Editorial Office
1564 Broadway, New York 36, N. Y.
PLAZA 7-2800
Sam Chase ... Editorial Director
Paul Ackerman ... Music Editor
Aaron Sternfeld ... Coin Machine Editor
Robert Rolontz ... Assoc. Music Editor
June Bundy ... Radio-TV Programming Ed.
Ren Greavatt ... Merchandising Editor
Wm. J. Sachs, Exec. News Editor, Cincinnati
Nicholas Biro, Midwest News Editor, Chicago
Lee Zhitto ... West Coast Editor, Hollywood
Mildred Hall ... Chief Washington Bureau
General Advertising Office
1564 Broadway, New York 36, N. Y.
PLAZA 7-2800
Andrew Csida ... Advertising Co-Ordinator
Dan Collins ... Sales
Robert O'Brien ... LP and Equipment Sales
Frank Luppino ... International Sales
Richard Wilson ... Midwest Music Sales
R. McCluskey ... West Coast Music Sales
Coin Machine Advertising
188 W. Randolph St., Chicago 1, Ill.
Central 6-9818
Richard Wilson ... Coin Machine Ad Mgr.
Circulation Sales
1564 Broadway, New York 36, N. Y.
C. J. O'Connor ... Circulation Manager
Subscription Fulfillment
Send Form 3579 to
2160 Patterson St., Cincinnati 14, Ohio
Joseph Pace ... Fulfillment Manager
Branch Offices
Chicago 1, 188 W Randolph St.
Central 6-9818
Hollywood 28, 1520 North Gower
Hollywood 9-5831
St. Louis 1, 812 Olive St.
Central 1-0443
Washington 5, 1426 G St., N.W.
National 8-4748
Cable Address:
MUSICWEEK NEWYORK
Subscription rates payable in advance. One year \$15 in U.S.A., Canada and Europe. Rates in other foreign countries on request. Subscribers when requesting change of address should give old as well as new address. Published weekly. Second-class postage paid at Cincinnati and at additional entry office.
Copyright 1961 by The Billboard Publishing Company. The company also publishes Vend, the bi-monthly magazine of automatic reading; one year, \$5 in U. S. A. and Canada; Amusement Business, the weekly magazine of amusement management; one year, \$5, and High Fidelity, the magazine for music listeners; one year, \$6.
Vel. 73 No. 45

Geo. Hamid Jr. Is Freedomland Vice-President

NEW YORK — George Hamid Jr., whose father operates Steel Peer in Atlantic City, will act as executive vice-president of Freedomland, when the New York amusement center resumes operation next spring.

Under Hamid Jr.'s direction Freedomland will expand its presentation of big-name recording talent. Negotiations are under way to bring back Benny Goodman, Paul Anka, Louis Armstrong and others who chalked up impressive attendance records at Freedomland this summer.

The Moon Bowl dance area and the policy of signing big name bands and singers for nightly shows were instigated at Freedomland this summer. Next year, Hamid Jr., plans to feature the same top-flight show policy during the day as well as at night.

HERE'S YOUR ACTION...IN ADVANCE!

—FAST AND TRUE—
BILLBOARD MUSIC WEEK'S
"Hit Records of the Week"
and Local Market "BREAKOUTS"

Pick your money-makers from BMW's accurate sales-performance charts. You'll spot the long-shots by subscribing today!

Just mail request order today
BILLBOARD MUSIC WEEK, 2160 Patterson Street, Cincinnati 22, Ohio
Please enter my subscription to BILLBOARD MUSIC WEEK for
 1 YEAR \$15 3 YEARS \$35 New Renew
 Payment enclosed 2 EXTRA issues for cash Bill me later
Above subscription rates are for U. S., Canada and Europe.
Other overseas rates on request. 705

Company _____
Name _____
Address _____
City _____ Zone _____ State _____
Type of Business _____ Title _____

14 BIG CHARTS Including—

- Hot 100
- Top LP's
- Hot C. & W. Sides
- Hot R. & B. Sides
- Hits of the World
- Best Record Buys
- Double Play Disks
- Local Breakouts
- Bubbling Under the Hot 100



New York the Twist Disk Capital, With Strong Sales of Checker, Dee

NEW YORK — They are not only doing the Twist all over New York, but they are buying Twist records. Chubby Checker, who originated the Twist a while back, is getting the major share of dealer's attention, with his re-released Cameo single of "The Twist" selling solidly in New York City. (It jumped to the No. 55 slot on the "Hot 100" this week.) Close behind Checker is Joey Dee's recording of "The Peppermint Twist" on Roulette, which is also enjoying good dealer sale here. Dee is the leader of the combo at the Peppermint Lounge, where the Twist was picked up by adults from the Cafe Society and the theatrical crowd, and where all the noise started.

There are also good sales being racked up on another recording of "Tonight" on the United Artists label. This one is by Jay and the Americans, and according to dealers it appeals more to the young rock and roll crowd than either the

Eddie Fisher record of "Tonight" (No. 71 on the "Hot 100" this week) or the best selling Ferrante and Teicher version (No. 29 this week).

Last week's break-out by the Crystals, "There's No Other" on the Phillie label, is continuing to enjoy strong sales here according to dealers checked. And Linda Scott's "I Don't Know Why," which zoomed to No. 66 on BMW's "Hot 100" chart is also grabbing powerful sales action in this city. Timo Yuro's "Smile" on Liberty which jumped to 63 this week, was also called a powerful seller by New York dealers.

Although dealers were not exceptionally happy with single record sales, one Brooklyn dealer said that a live show by WINS deejay Murry Kaufman had helped spark single sales for him last week. Ira Rothstein of the Record Rendezvous also said that the new "Run-around Sue" album by Dion was selling well.

(Continued on page 42)

Anka to Leave Am-Par Label

NEW YORK—Paul Anka's long-rumored parting from ABC-Paramount Records was officially confirmed last week. Although the singer's pact doesn't expire until May, 1962, Am-Par President Sam Clark has agreed to terminate it next Friday (18).

Although, as far as is known, no contract has yet been signed, rumors have persisted for months that Anka would go with RCA Victor at the termination of his pact with Am-Par.

Am-Par still has four more singles by Anka in the can and will release the first one this week. In addition, Anka will slice an additional album for the label. By agreement between Clark and Anka's personal manager, Irvin Feld, no Anka album will be released by any other label before January 1, 1962, and no singles (on any other label) will appear prior to January 25, 1962.

Commenting on contributions Anka has made to Am-Par over the past years, Clark said he was most reluctant to part with any artist who had contributed to the label's own rate of progress so greatly. "However," he added, "I wouldn't wish to hold any artist to the strict terms of our contract if he felt that other offers would advance his career more appreciably."

Disks by Crystals, Dreamlovers Sell On Philly Scene

PHILADELPHIA — Two new records broke out strongly in Philadelphia last week. "There's No Other" by the Crystals on Phillie and "Let Them Love" by the Dreamlovers on Heritage.

James Ray's dinking "If You Gotta Make a Fool of Somebody," on Caprice, a BMW breakout two weeks ago, continues to build momentum here as does Linda Scott with "I Don't Know Why," on Canadian-American. This disk has jumped to No. 66 on the "Hot 100" this week. Neil Sedaka, too, has stepped out smartly with "Happy Birthday, Sweet Sixteen," at No. 62 on the "Hot 100." Maureen Grey's "I Don't Want to Know," on the Chancellor label, is also getting some action and play here.

Sedaka's 'Birthday,' Scott Single Help Boost Chicago Business

CHICAGO — The singles business picked up here last week with two tunes emerging as hits in the local market: "Happy Birthday, Sweet Sixteen" by Neil Sedaka, and "It's All Because" by Linda Scott. Sedaka jumped into No. 62 on the Hot 100. One new break-out here is Brian Hyland's "I'll Never Stop Wanting You" on Am-Par.

The Scott tune has all the makings of a two-sided hit. The flip side, "I Don't Know Why" has been on BMW's national chart for some three weeks and is climbing. The "It's All Because" side was at position 101 in the "Bubbling Under" category last week and now appears to be taking off here.

Both the Neil Sedaka and Linda Scott disks have been getting good

air play throughout the Windy City.

Milwaukee

The good burghers of Milwaukee have apparently taken to "The Twist." Both the Danny Peppermint version and a new release by the Royaltones are starting to get action. The Royaltones' version on Gold Disk is a break-out. In addition, there are two more break-outs. They are the Groove 49-cent disks, "What Are You Some Kind of Nut?" by Barry Richards and Sonny James' "Young Love."

"Little Altar Boy" with Vic Dana, already a strong seller in Minneapolis, is also starting to go in Milwaukee as is "Garden of Eden" by Bobby Comstock.

New Releases

A pair of new releases appear to have strong potential according to Jim Lounsberry at Chicago's big hit-playing outlet, WJJD, "What a Walk" by Bobby Lewis and "Never, Never" with the Jive Five. Lounsberry also noted action on "Turn Around, Look at Me" by Gene Campbell.

Hot Albums Rising to Top Of Chart in Record Time

NEW YORK — Although comparatively few new albums showed strong sales potential last week, a few LP's already on BMW's best selling album chart moved up the list in record time.

For example, Elvis Presley's "Blue Hawaii" is No. 3 this week after only four weeks on the chart. "Behind the Button-Down Mind of Bob Newhart" is No. 20 after three weeks on the chart. Connie Francis' "Never on Sunday" is No. 26 after three weeks on the chart. "Moms Mabley at the Playboy Club" is No. 42 after three weeks. Shelley Berman's "A Personal Appearance" is No. 47 after two weeks; and "I Remember Tommy" is No. 50 after only two weeks.

Other mono albums getting pre-chart action last week were: "Sad Movies" by the Lennon Sisters; Ferrante and Teicher's "West Side Story" on United Artists; "If You Go" by Peggy Lee, Tony Orland "Bless You," "The Nat King Cole Story," Jerry Butler's "Aware of Love," "By Special Request" by Jackie Wilson and "Big Band Percussion" by Ted Heath.

Still hovering on the edge of the monaural chart (as reported in BMW last week) are Anita Bryant's "Kisses Sweeter Than Wine," Billy Vaughn's "Berlin Melody," Glenn Miller Time" by Ray McKinley; Sam Cooke's "My Kind of Blues"; "Lena at the Sands" by Lena Horne, and the Norman Luboff Choir's "You're My Girl."

Just Out of Reach

New "bubblers" on the rim of the stereo chart include Frank Sinatra's "I Remember Tommy" and Pete Fountain's "I Love Paris." Still bubbling, as reported by BMW last week, are Henry Jerome's "Brazen Brass," Edmundo Ros' "Bongos From the South" and "The Guns of Navarone" sound track.

Although they haven't shown up as potential chart contenders yet, dealers across the country last week reported considerable consumer interest in the new Twist albums by Chubby Checker on Parkway and Joey Dee on Roulette. The sales impact of Checker was pointed up by the appearance of his recently re-released "Twist" single in the No. 55 slot on BMW's "Hot 100" this week, marking the first time on the chart since it was a hit last year.

EVERYBODY'S DOIN' IT

N.Y. Becomes Twistin' Town U.S.A. as Dance Fad Grows

NEW YORK — This city has turned into a twistin' town. The latest dance fad has become such an excitement factor that clubs, hotels and even dime-a-dance palaces are featuring the twist.

In line with the trend, The Roundtable, swank boite on the town's East Side, is going twistin' all the way.

After Belle Barth's engagement ends next week, the club is switching to an all-twist policy. According to Morris Levy, head of the nitery, the twist policy starts on November 20, when Bill Black's combo and the Orchids come into the club as alternating combo twist groups. Club has been running Sunday afternoon twist sessions for the past few weeks and claims they have been most successful.

Meanwhile, Alan Freed has returned to New York, scene of his greatest triumphs, and is opening a new club on the site of the defunct Camelot. Club will be called Alan Freed's East Side Twist. Operations begin on November 16, when a Philadelphia group headed by Georgie Young will start the twist festivities. Young's combo has backed record talent in the Quaker City at hops and dances and is reportedly a hot twist group.

As an indication of the intensity of the twist publicity in New York, the venerable Honeymoon Lane, one of Broadway's better known dime-a-dance halls, now has a sign on the outside of the entrance explaining that you can do the twist there every night. The group that

plays the music is called the Twisters.

Revival Time

Twist records appear to be doing rather well during the twist revival. Chubby Checker's release, which was issued last week, jumped way up into the No. 55 slot on BMW's "Hot 100" chart this week. And records by Joey Dee, the Royal-Tones and Danny Peppermint are getting sales in various parts of the country. There are few companies now who do not have twist albums on the market — many by society bands.

There are music veterans who think that the twist craze is merely a short-lived fad. Buddy Deane, for one, of station WJZ in Baltimore, claims that "the twist is about as up-to-date as the Charleston." He claims the dance has all but faded from the Baltimore teen scene. But last Wednesday in Dempsey's restaurant in New York, where many music men gather, one lively promotion man was seen demonstrating the twist next to the crowded luncheon tables, and explaining how it was nothing more than the Lindy hop of years ago. The twist will also be featured in a movie now going into production called "It's Trad Dad," which will feature a flock of traditional jazz musicians and rock and roll acts, including Chubby Checker, U. S. Bonds, Del Shannon and the Dukes of Dixieland, as well as English artists Chris Barber, Acker Bilk, Kenny Ball and Helen Shapiro.

Index to Contents

General

International Music 22
 Manufacturer News 4
 Talent News 8

Music Pop Charts

Best Buys in Records 35
 Best Selling Phonographs & Tape Recorders 20
 Bubbling Under the Hot 100..... 32
 Double-Play Disks 52
 Hits of the World 22
 Honor Roll of Hits 38
 Hot 100 32
 Hot C.&W. Sides 33

Hot R.&B. Sides 33
 Programming Guide—Singles by Category 33
 Top LP's 30
 Top LP's by Category 28
 Top Market Breakouts 35
 Yesteryear's Hits 19

Reviews

LP Reviews 28
 Single Record Reviews 35

Radio-TV Programming 19

Artists' Biographies 19
 Programming Panel 19
 Yesteryear's Hits 19
 Vox Jox 19

Music-Phonograph

Merchandising 20
 Album Cover of the Week 20
 Best Buys in Records 35
 Best Selling Phonographs & Tape Recorders 20
 Disk Deals for Dealers 20

Coin Machine Operating .. 47

Bulk Vending 48
 Coin Machine News 47
 Coin Machine Price Index 34
 Double-Play Disks 52
 Programming Guide—Singles by Category 33

No New Singles In Wash.; 'Lion' Still Roaring

WASHINGTON—No new singles broke in Washington-Baltimore last week. The Tokens' "Lion" on RCA roared through both cities scoring sales described by one dealer as "huge" and another as "tremendous!" It jumped to No. 70 on the "Hot 100" this week. Barbara George's "I Know" on AFO, in both cities, was a runner-up. This is on the "Hot 100" in No. 99 spot.

Toppers on the charts — "Big Bad John," "Runaround Sue," "Hit the Road Jack," Sue Thompson's "Sad Movies," and "Please, Mr. Postman" were still going strong in both cities, and "Moon River" was everybody's sweetheart, both the Jerry Butler vocal, and the Mancini instrumental.

In Washington, a suburban dealer reported a rising tide of kids aged 8 to 10 as being among the heaviest singles buyers. This same store, Music Time, located in a large shopping center, charges full price for singles and list price for albums.

Other strange things are happening. Glen Music, a downtown store, which had dropped its singles in favor of an all-LP policy, went back to singles — and in depth, but not to make money on them: "We lose 5 cents on every single we sell," said Martha Kruglak, who helps out in this department. "But we found that customers often want to buy a single when they buy an album, and it's not good business to send him around the corner for a single."

Other Washington dealer comment on LP's: kids increasingly tend to buy LP's in preference to the single when the number they wanted is in an album collection—such as the Chubby Checker "Twist" and Floyd Cramer's "Your Last Good-Bye."

Newer LP Sellers

Newer albums selling in Washington last week included the new LP's by the Mar Keys and Zi Zentner's collection, including "Up a Lazy River," on Liberty. Distribution snags prevented Glen Music from getting a recently heavily requested tune called "Lovebound," by the Universals; and "Take It Like It Comes," on the Atlantic label. "Pushin' Your Luck" by Sleepy King on Joy didn't make the shelves either.

Capitol Puts Its LP's on View in Novel Packaging

HOLLYWOOD — Capitol Records today (13) will unveil its new "Stated for Stereo" LP series in a five-album release, and with it introduces a radical departure in LP packaging. This consists of all all-plastic (polypropylene) containers with clear styrene front and back sides to allow a full view of the disk as it rests on a plastic spindle in a circular receptacle.

The sides of the thin box-like package open on plastic hinges, and are held closed for storage by plastic hinged snaps. The polypropylene hinges have passed durability tests of more than a million flexings.

The package was designed by Fred Rice, Capitol's national merchandising development manager, and is being manufactured by Diamond Plastics Industries, Inc., Roanoke, Va. Capitol holds two patents in its development.

Maximum Protection

On the functional side, it provides maximum protection for the record. The box is dust-proof, and protects the disk against abrasion and scratches. The record is placed on the spindle within the package, thereby eliminating rubbing the disk surface through sliding the record in and out of the album sleeve. Also, in resting on the spindle, the record does not touch either side of the package. By using the styrene front and back sides, the record is visible from both sides, thereby eliminating opening the package to examine the disk.

The same package is designed to house two LP's for use in double-disk releases. It is estimated that Capitol is spending approximately 60 cents per plastic con-

Riverside Issues 'Kean' Jazz Album

NEW YORK — Riverside Records is leaping into the Broadway score race with a rush release of a jazz version of the music from the musical "Kean" which stars Alfred Drake.

Riverside a.&r. chief Orrin Keepnews produced the date which uses the Bobby Timmons Trio, trumpeter Blue Mitchell and tenorman Jimmy Heath performing the score. Arrangements for the disk have been penned by Heath, Ernie Wilkins and Melba Liston.

DEEJAY VIEWS LOCAL SCENE

HOUSTON — "The record buyer has become more independent than ever," according to Program Director Ken Grant, KNUZ, here, who writes "I can't remember a year when so many records in the Top 10 nationally haven't scratched the Top 50 here."

"The biggest record of the past summer in the Houston area," continues Grant, "was the backside of an old hit, Buzz Clifford's 'Driftwood' (flipside of 'Baby Sittin' Boogie'). Local artists have been comprising about 10 per cent of the hit makers. None of these locals has gone on to hit nationally."

"The kids frequently prefer flips to the side preferred nationally. Ray Orbison's 'Candy Man' became No. 1 here faster than any record this year, including 'Big Bad John,' 'Cryin' (flip of 'Candy Man') has been strong, but it will never make the top here."

Bar Radio Plays On Controversial Strong Pop Disks

NEW YORK—Record manufacturers are running into censorship problems these days in trying to get certain records played.

New York stations WINS and WMCA were among those outlets which stopped spinning "God, Country and My Baby" after receiving telephone complaints that the disk was a "sacrilege." The Johnny Burnette waxing is currently No. 24 on BMW's "Hot 100" chart.

Also on the won't-play lists of some stations are Sam Cooke's "Feel It," Art and Dotty Todd's "Cha Cha Chariot" and Fabian's "Made You." The Fabian disk has since been taken off the market. Even the No. 1 record of the country, "Big Bad John" by Jimmy Dean, has encountered difficulties in some station quarters. Objection is to the use of the word "hell" in the lyric.

CHANGES MADE

Livingston Sees Promo, Sales Power as Key Disk Biz Turn

HOLLYWOOD—It's the sales and promotional push—rather than artist and repertoire creativity—that mostly determines what will be a best seller in today's record business. That was the opinion expressed to BMW last week by Alan Livingston, vice-president of Capitol Records' Creative Services. Livingston was comparing the disk industry of today with the record business as he knew it some five years ago when he had resigned his position as chief of Capitol's a.&r. activities to join NBC-TV's programming department.

In the past, he recalled, an a.&r. department could call the turn by creating a hit series of albums. Livingston cited as an example Capitol's top-selling string of background music packages. Similarly, in the singles field, the a.&r. producer would know (with a reasonable amount of certainty) after a

recording session whether he had a hit on his hands.

Today, Livingston said, the great number of album-producing firms hit the market with an avalanche of product, and make it impossible for a label to initiate a hit-selling series as before. As soon as one firm introduces a novel concept, numerous other labels are driven under the keen edge of competition, to siphon away sales with similar material. A firm under these market conditions cannot record product with an eye to building its catalog.

According to Livingston, the album today must be startling and unique to grab the buyer's attention, or it will be lost in the wave of product which regularly covers the market. Even if the product is outstanding, it takes extraordinary sales and promotional efforts to convince retailers to stock it ("there's so much being released no one dealer can possibly take everything").

Livingston finds artistic creativity similarly blocked in the singles field where promotion rather than a disk's content determines sales. "When stations played everything, the consumer could make his choice," he explained, "and a record's sales depended on its merits. Now, many hit potential singles never make it because the public doesn't get to hear them merely because that record is not on the stations' 'Top 40' list."

Returning to the package field, Livingston said that deals and discounting are usurping the hit-maker role once held by diskdom's creative forces. Evidence that the public is still more interested in product rather than price was cited by Livingston in Capitol's "Judy at Carnegie Hall" album as a case in point. The double-LP package is able to hold the No. 1 rung in BMW's "Top LP's" list despite the fact that it costs twice as much as other albums.

Okay Transfer of 'Friendly' Outlets

WASHINGTON — Okay of a transfer of 12 stations of the "Friendly" group of TV's, AM's and FM's in seven cities, from Jack N. Berkman et al. to the United Printers and Publishers, constitutes the "largest number of broadcast stations ever transferred between two parties at the same time," the FCC said last week.

The buy of WPIT, AM and FM, Pittsburgh; WSOL, Tampa, and WRDW-TV, Augusta, Ga., involved a tab of \$1,350,000. Other properties transferred on the basis of an exchange of stock in the complicated deal between members Jack and Louis of the Berkman family, include: AM, FM and TV station WSTV in Steubenville, Ohio, and TV stations WBOY, Clarksburg, W. Va.; KODE, Joplin, Mo.; and WRGP, Chattanooga. Commissioner Bartley dissented.

Deejay Jack Gibson In Disk Promos, PR

CLEVELAND — "Jockey Jack" Gibson, WABQ, here has set up his own disk promotion and public relations firm, J. J. Enterprises, and will henceforth double between deejaying and promoting records in the Midwest.

Gibson will handle single releases or full lines and will also work on personal artist promotions. A pioneer rhythm and blues deejay, Gibson previously worked in Atlanta and Chicago. His current WABQ show "The Jockey Club," is aired from 2:30 to 7 p.m. daily.

Restlessness at ASCAP Meet

NEW YORK—Hints of a growing restlessness within ASCAP ranks at the fact that "competitors do not have to observe the terms of a government consent decree under which ASCAP now operates," and an unexpected denunciation of certain past and present Society administrative personnel, characterized the annual membership meeting, held here Wednesday (8) at the Roosevelt Hotel.

Judge John E. McGeehan, who was appointed advisor to the Society by Federal Judge Sylvester Ryan at the time of the entering of the consent order last year, told the membership: "Until your competitors are made to observe the rules of the game, ASCAP is at a disadvantage and penalized for observing the law. You can't have a double standard of conduct. The spirit of fair play should reign. I've looked into your adversary and I warn you to act and bring this to the attention of the lawmakers."

Earlier, ASCAP President, Stanley Adams, voiced an urgent plea for the closing of ranks in the face of upcoming negotiations of a new contract with the TV industry. Referring to continuing evidence of dissatisfaction within the ranks at distribution formulae, Adams said, "Distribution becomes academic if our income is cut."

Improved Logging

Adams also discussed various suggestions for improving logging procedures, including the substitution of complete station logs for tapes. The opinion was voiced that a station should never be notified in advance as to when its logs will be required since this introduces "a bias factor." Judge McGeehan noted that "one of your competitors does it this way."

In many ways, the meeting was like a broken record, with endless repeats of past performances on the speaker's podium by various members. Irving Caesar, chairman of the executive committee, in giving a report on that committee's work and accomplishments, ranged far and wide from his subject in a lengthy account of the growth of "Mother ASCAP," and the part taken by various "little helpers."

There was promise of another reprise of a similar type when Herman (Pinky Herman) Pincus took the floor. Herman's speech took a sudden and unexpected turn, however, which startled the audience, when he launched a vigorous attack on the late President of ASCAP, Paul Cunningham, and ASCAP counsel, Herman Finkelstein.

Herman asserted that the so-

called dissident leadership, composed of Redd Evans, Fred Fox and Hans Lengsfelder, was joined, because of the alleged failure of Cunningham and Finkelstein to listen to their difficulties and try to do something about it.

Herman declared that "Whenever there is a crisis, our own legal department hires expensive outsiders like Polletti, Judge Pecora and Arthur Dean to carry on the fight. Why do we have to spend this money? We are paying plenty for our own legal help and what do we get for it? It is time to ask for Finkelstein's resignation."

Disk Plays Up Radio Profits

WASHINGTON—Platter spinning spiraled profits for radio in 1960 to the tune of \$45,900,000 before taxes, an increase of 8.3 per cent over 1959 profits. Radio's revenue rose 6.7 per cent above last year to total \$597,700,000, the Federal Communications Commission reports.

The nation's 3,669 independent stations, AM, AM-FM, and FM-only, reported total revenues for calendar 1960 of \$534,700,000, an increase of 7 per cent over 1959. However, radio networks (including 19 owned-and-operated stations) reported a loss of \$3 million on revenue of \$63 million. Even the radio networks, however, pulled up somewhat from the 1959 loss, which was \$4,500,000.

Out of 3,381 AM stations in operation last year, 2,303 reported profits, the median (midpoint in the scale) profit being \$10,800. Median loss for the 1,078 losing stations was \$8,500. Both profits and losses were higher in 1960 than in 1959. Technical and program expenses together accounted for 42.9 per cent of total annual costs of \$148,568 on average AM station. Average AM revenue per station in 1960 was \$165,164.

Some 218 independent FM stations trying to go it alone had hard sledding: Total revenue was \$5.8 million, while expenses totaled \$8.2 million, leaving over-all loss of \$2.4 million for this group. Only Chicago, of all metropolitan areas with three or more FM's, reported profit for its independent FM stations.

FM stations operated by AM licensees reported FM revenues of \$3,600,000 but could not break out the FM expense to show if their FM operation was making a profit, and if so, how much.



Look what's

"Drake is more than a star; he is a galaxy."—Time Magazine

"The performance of his life!"—N.Y. Mirror

"An exciting musical... imaginative, touching and gallant."—N.Y. Times

coming out of the



hit show "Kean"!

"The top singing actor of his time."—N.Y. Journal-American

"Non-pareil of musical performers."—N.Y. Times

"A colorful, flavorsome, tuneful and stirring musical."—N.Y. Mirror

The hit album on



Columbia Records

KOL 5720/KOS 2120*

This One



T4G9-FH1-NB4S

FOLK TALENT & TUNES

By BILL SACHS

A new one-stop operation pushing country music hard in the New Mexico area is Lois' One-Stop, 512 Delores S.W., Albuquerque, headed by Lois and Dale Kelly. . . . Vi Muszynski, of Bandera Enterprises, Chicago, has just completed negotiations with Esquire Records, Ltd., London, whereby the latter will release four of her masters in England and on the Continent. Bandera Records' new artist, Lloyd Brooks, of Alabama, has just cut his first two sides for the label, "Silverton Train" and "Your Road of Love." He reportedly plays the Martin with a sorta Cashy sound. . . . Jimmy Simpson, of Radio Alaska, Anchorage, Alaska, reports that Lefty Frizzell and Texas Bill Strength are scoring handsomely on personals in the Anchorage area. Jimmy had them as recent visitors on his air show.

Barbara Allen is spotted each Thursday night on

"Hometown Hoedown" on WVEC-TV, Norfolk, Va., the tab being picked up by the Home Furniture Company, that city. The new TV-er features c.&w. talent from the area. . . . Jim Gemmill Promotions, Richmond, Va., last week contracted to furnish the grandstand attraction at the Wilson, N. C., County Fair for the third consecutive year. The 1962 dates are September 25-29. On its recent engagement there, a "Dominion Barn Dance" unit, with Barbara Allen, broke all attendance marks, Gemmill reports. . . . Folk singer Peggy Seeger is set for concert appearances at University of Pittsburgh November 16, and Institute of Arts, Detroit, 17.

Johnny Finch, special promotion man on occasion for Tim Spencer, the Sons of the Pioneers, Stuart Hamblen, Pee Wee King and others in the c.&w. music field, made the WSM Country Music Festival in Nashville, armed with several new

ballads of his own penning with which he hoped to garner the attention of material-seeking artists. His first recorded song, "Lonely," co-written with Pee Wee King, with dual vocal by Redd Stewart, came in for a heap of attention at last year's Nashville gathering. . . . Wayne Davis, owner of the newly formed T-D Records, marked his entry into the music field by cutting a number of masters in Nashville during the country music festival there recently. Material for the initial session, which featured vocalist Ike Robey, of Grand Rapids, Mich., included songs from the pens of Johnny Finch, Pee Wee King and Redd Stewart.

Country singers Frankie Miller, Lawton Williams and Johnny Mathis headed up a benefit show at the Majestic Theater, Fort Worth, recently for Parker Willson, erstwhile jockey on KCUL-Dallas-Fort Worth, who has been forced to abandon all activity since he was taken seriously ill several months ago. A packed house took in the three-hour festival, which also paraded numerous c.&w. acts from the area. . . . Eddie Zack and Dick Richards have just recorded an album of their top 10 records, which included "You Knew Me When You Were Lonely," published by Peer-International. Album is slated for early release. . . . Molly O'Day has a new record on the Rem label, "Living the Right Life Now" b.w. "I'd Like to Talk It Over With Him," her first release in 11 years, at which time she had the hit, "Tramp on the Street." Molly also has a new sacred album titled "Molly O'Day Sings Again." . . . Esco Hankins, of Station WAXU, Lexington, Ky., also has a new record coming out on the Rem label this week.

Lester Flatt and Earl Scruggs, recently featured on Frank McGee's "Here and Now" on the NBC television network, make their first West Coast appearance in November. The itinerary includes San Diego, Calif., November 10-12, followed by a two-week booking at a Los Angeles folk music club. Lester and Earl are also set for return concert bookings at Jordan Hall, Boston, December 1, and

NIGHT CLUB REVIEW

First-Class Jazz in the Vanguard

Perhaps the year's best jazz nightclub show debuted here this past week (7) when Max Gordon presented the Thelonious Monk Quartet and the Bob Brookmeyer Quintet on the stand at his Village Vanguard nitery in Greenwich Village. Vitality, excitement and humor filled the club as each of the units played its highly individual style of modern jazz; each group in sharp contrast to the other.

The Monk aggregation, a top seller for Riverside Records, breathes through the unique compositional skill of its leader-pianist, who was in a memory mood on the night caught. Monk pulled out many of his old favorites for the first night audience: "Bemsha Swing," "Straight No Chaser" and "Well, You Needn't" were typical.

The pianist's solo style, which is easily as colorful as his original tune titles, was in jubilant form.

The Brookmeyer Quintet took no second seat to Monk's men, however. The leader's punching valve trombone work was eclipsed only by some new writing efforts which bemused and delighted ringsiders. As a soloist, Brookmeyer who records for Verve, is well on the way to becoming to modern fans what the consistent and highly tasteful Jack Teagarden is to a former generation.

Contributing largely to the homogeneous sound of the group were Art Davis and O. C. Johnson, an imperturbable and swinging bass-drums team. Explicit and dramatic solos came from pianist Eddie Costa and trumpeter Clark Terry. Terry also added some full, warm statements on flugelhorn.

Jack Maher.

Ethical Culture Hall, New York, December 2. . . . Jimmie Dale, formerly heard on Decca, has his unit working New Jersey clubs six nights a week for the Smokey Warren office, Linden, N. J. . . . Dottie Mae has cut an album for Yale Records, with release slated for around the first of the year, at which time she plans a six-week tour of Nevada. . . . The Vandergrift Brothers, regulars on Station WWVA, Wheeling, Va., and recently signed by King Records, began a four-week engagement in Rockland, Me., October 23, set by Smokey Warren Promotions. The Warren office also has the Rhythm Queens, headed by Betty Amos, working one-nighters through New Jersey. The group recently finished a string of club dates in Maine for Warren.

Harry (Hap) Peebles' 12th annual Thanksgiving country music package, featuring Ernest Tubb and His Texas Troubadours, Bob Wills and His Texas Playboys, Martha Carson, Kathy Perry, Johnny Johnson, Tommy Duncan, Autry Inman and Dick Flood, kicks off a Midwestern tour November 18 at the Coliseum, Sioux Falls, S. D. Other stops are Kansas City, Kan., November 19; Omaha, Neb., 21; Sioux City, Ia., 22; Lincoln, Neb., 23; Topeka, Kan.,

24; Wichita, Kan., 25, and Leon McAuliff's Cimarron Theater, Tulsa, Okla., 26. . . . Jerry Hammons, deejay at KCUL, Dallas-Fort Worth, has framed a new combo comprising Chuck Jones, steel guitar; Roy Wilson, bass, and himself on lead guitar, to appear as a regular feature on "Cowtown Jubilee," presented each Saturday night from the stage of the Majestic Theater, Fort Worth. Jack Robbins is "Cowtown" producer.

The Sportatorium, Dallas, home of "Big D Jamboree," was the scene of another benefit show for Parker Willson, erstwhile KCUL (Dallas-Fort Worth) deejay, Sunday afternoon, October 29, the second such performance in recent weeks. Willson was forced to quit his post at KCUL recently, due to a serious illness which will keep him inactive for a long time. Donating their services for the latest benefit were Hank Thompson and His Brazos Valley Boys, with Billy Gray, Lawton Williams, Claude Gray, Jerry Hammons, George Kent, Horace Logan and Joe Paul Nichols. Thurston Moore postals from Denver that his new c.&w. scrapbook, the 11th edition, will be ready around December 1 and will again carry the \$1 postpaid price tag, with 40 per cent going to the station pitching them.

A New Weekly Service for the **WORLD-WIDE MUSIC INDUSTRY** begins this week SEE THE INTERNATIONAL BUYERS & SELLERS EXCHANGE on page 24

Kennedy Message Caps C.&W. News

NASHVILLE — Country music continued to make news last week on two separate fronts. WSM's 10th annual country music festival was climaxed by a message of greeting from the White House. The President's message was directed to Louisiana Gov. Jimmie Davis and was read by BMI's Bob Burton at the Country Music Association's banquet Friday (3) at the Hill Wood Country Club here. The message stated: "I hope you will extend my personal greetings and best wishes to the national country music convention, Senator Kefauver, Congressmen Bass and Losser, Governor Ellington and everyone participating in the meeting with you. I commend the public service and international friendships which you point out the meeting is stressing as well as the entertainment provided for millions of Americans. My best regards on your support of my 'Pray for Peace' program as per the record, 'I'm Praying for the Day That Peace Will Come.'" The wire was signed John F. Kennedy, President.

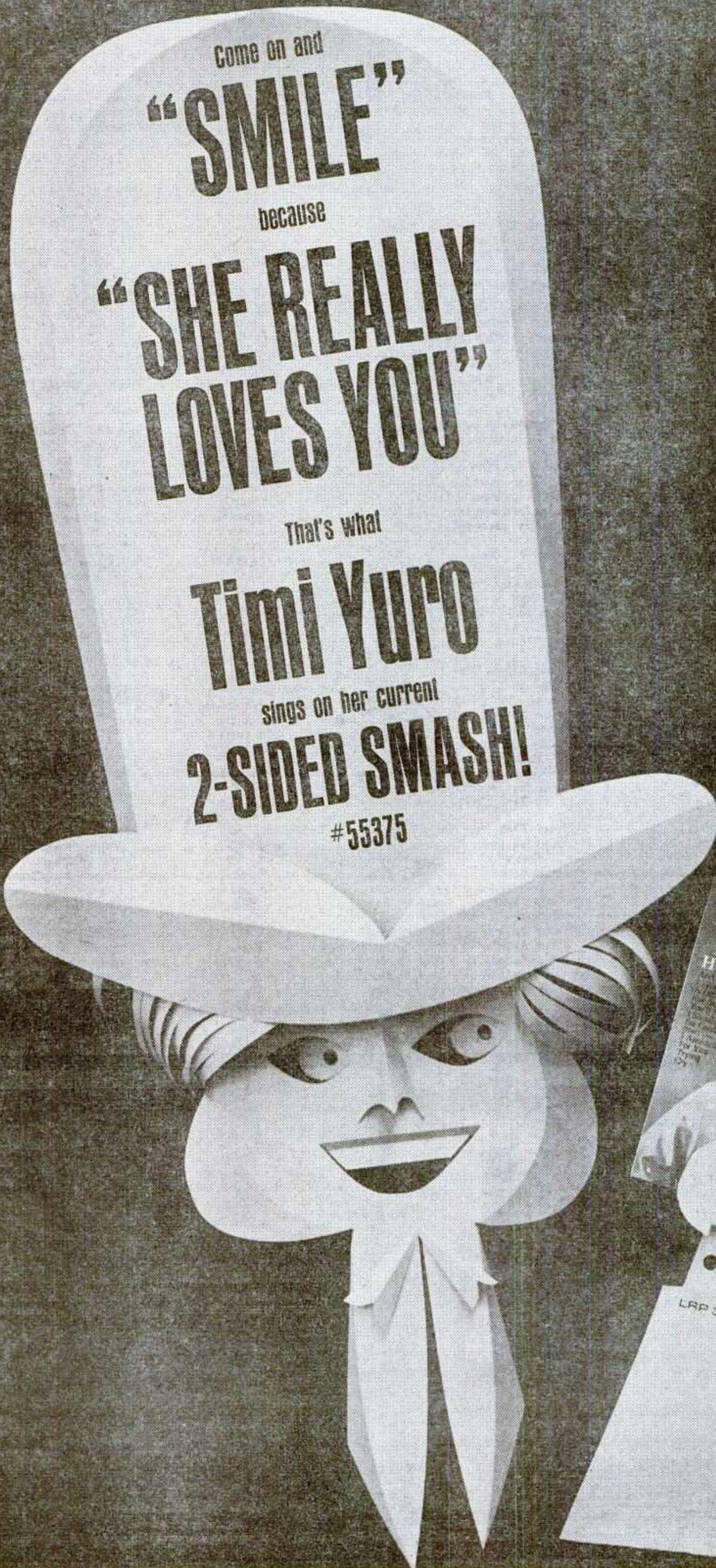
There'll always be a...

WINTER WONDERLAND

...and always

...those Great Recordings

BREGMAN, VOCCO and CONN, inc. — New York • Hollywood • Toronto



Come on and
"SMILE"

because

**"SHE REALLY
 LOVES YOU"**

That's what

Timi Yuro

sings on her current

2-SIDED SMASH!

#55375

And, here's Timi's big-selling LP—a "natural" for every Timi Yuro fan! It contains "Hurt"—as well as 11 superb standards.



LRP 3208 / LST 7208



FIRST IN THE FOREGROUND OF SOUND

GIVE YOUR SALES AN ADDED TWIST WITH A TWIST OF LANIN



Available now, a great new album
by society's dance leader

LESTER LANIN

and his Orchestra

TWISTIN' IN HIGH SOCIETY

LN 3825 / BN 620

And from the LP... a hit single

ORGAN TWIST

SWEET GEORGIA BROWN-TWIST

5-9482



© "Epic", MCA Inc. "CBS" T. M. Printed in U. S. A.

MUSIC AS WRITTEN

New York

Verve Records in Florida are still being distributed by Record Distributors, Inc., of Miami, not by Bold Records, as erroneously stated in this column last week. . . . **Bernie Lawrence** has signed with United Artists. . . . **Jackie Wilson**, according to manager **Nat Tarnopol**, broke all records at the Apollo Theater in New York last week. Show was emceed by **Reggie Lavong** of Station WWRL. . . . Time Records Promotion director **Pete Spargo** became the father of a daughter, **Adrienne**, last week. . . . **Buddy Morrow's** son **Steve** is a member of the Explorers, new group on Decca. . . . German flick star **Heide Bruhl** makes her first visit to New York on November 20. . . . Gramercy Records has signed the **Concords**. . . . Paragon Records of Buffalo is now handling the MGM and Cub labels. . . . **Nat Fontanetta** is the new associate account executive at Columbia Records special products division.

Page Morton has been signed by MGM Records. . . . Coast distributor **George Hartstone** was named Mayor of Hidden Hills in California last week. . . . **Bill Walsh** is the new promotion chief for Bay State Record Distributors in Boston. . . . **D. Kilpatrick** marries **Wesley Rose's** secretary, **Mary Jane Adams** on November 21 in Nashville. . . . A stag party was thrown for **Stanley Mills** last week by his many music business friends for his forthcoming marriage this month. . . . **Joe Kolsky's** Diamond label has picked up the master of "What's Up" by the **Destinys** on Alta. . . . **Brook Benton** opens at the Town Hill in Brooklyn on November 17. . . . **Duke Ellington** and ork will appear at Town Hall, New York, November 22. . . . **Don** and **Phil Everly** enter the Marine Corps on November 25. . . . **Jerry Blaine's** Monarch Record manufacturing company in Los Angeles will manufacture toys and plastics. . . . **Sonny Rollins** and **Ray Bryant** open at the Jazz Gallery in New York November 14. On Monday, November 13, the club is holding a benefit for **Booker Little**. . . . **Chimes** member **Pat McGuire** was killed last week in an accident in Brooklyn. . . . **Herb Metz**, Miami Decca salesman for Brooks Distributors, became the father of a girl, **Tracey**, last week. . . . The **Marathons** have been signed to a managerial contract by **Jerry Guild**. . . . **Clara Ward** opens at the Village Vanguard in New York, November 21.

Bob Rolontz.

Hollywood

Capitol Records Club is considering taking on product issued by other labels. Heretofore, Capitol (along with the RCA Victor Club), has limited its offerings only to its own wares, while the Columbia Record Club has lured aboard a healthy array of other labels.

Skyla Records' **Starla Kaye** claims sales passing the 80,000 mark on "The Roach," currently enjoying its strongest sales in the Midwest. It started off to crawl here, and was crowded off the air by later entries, but in view of its Midwestern take-off, is being returned to station play-lists in this area.

Christine Farnon was named executive director of NARAS' Los Angeles chapter, a post previously held by **Stan Richardson** who recently resigned. . . . Producer **Frank Capra** signed **Sammy Kahn** and **Jimmy Van Heusen** to pen a little tune for his "Pocketful of Miracles" and will be entered in the upcoming Oscar Awards.

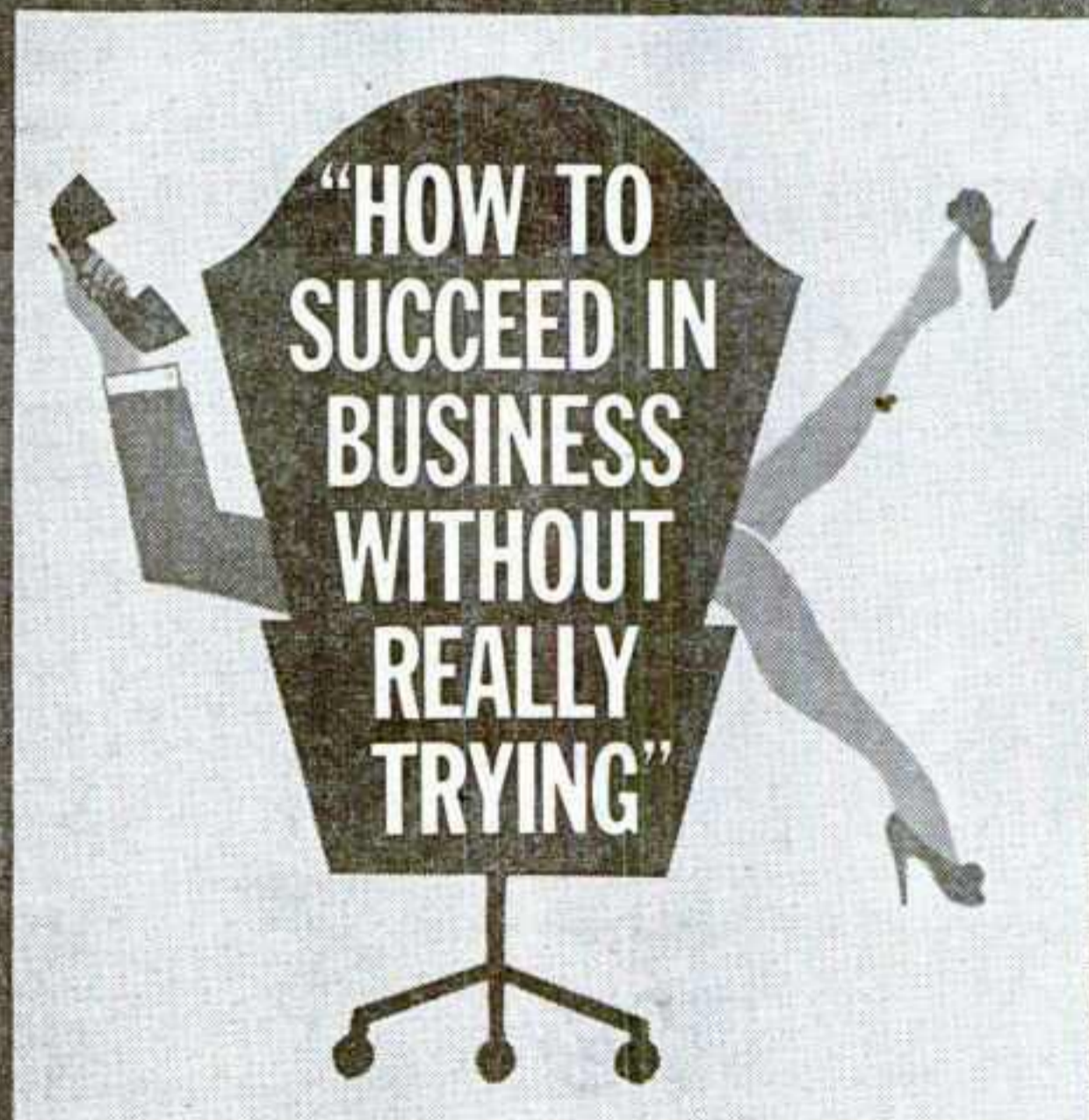
Dootsie Williams claims counterfeiters cost him a \$1,000,000 in Redd Fox LP sales during the past two years as a result of some 300,000 bogus copies pressed and sold in the Midwest.
Lee Zhito

Chicago

Ralph Cox, formerly with Arnold Distributing Company, is new promo and sales head for Dot Records here. He'll work out of **James H. Martin's** (Dot's Chicago distributor) office. **Bud Miller**, Martin's promotion man, will continue to handle the distributorship's other lines. . . . **Hugh Barrett**, formerly with Madison Records, signed a pact with Lucky Four Records here. Madison folded last week. Lucky Four, owned by **Lennie LaCour**, is releasing Barrett's first disk, a & r. 'd by **Chuck Baker**, of the Crash label. . . . Columbia threw a huge bash for **Tony Bennett** at plush Maison Lafite to introduce his latest single. Bennett is appearing at the Living Room here and leaves in a week to Freddi's in Minneapolis. He'll have a new album, "Tony's Greatest Broadway Hits," in February. . . . Columbia's **Paul Cook** made the radio station rounds with Bennett and the folk-singing **Clancy Brothers** (opening at the Gate of Horn). He'll do the same with **Chico Hamilton** next week.

Nichelle Nichols, of Kicks & Company fame, guested on this reporter's Saturday evening "Showcase of Sound" program on WSBC-FM. Chicago Sun-Times jazz columnist **Gabe Favolino** held the spotlight the previous week. . . . RCA's **Stan Pat** pulled out all stops promoting **Dick Schory's** coming McCormick Place Thanksgiving concert here. It's dubbed "Music in Motion"—themed after the RCA Stereo Action "floating music" sound package aimed at the juke market. First release, "Auld Lang Syne," on the Jay Jay label. . . . German folk singer **Willie Schneider** got feature coverage from the dailies on his recent tour here. It's his 26th recording year, the last 25 of which have been on Polydor, distributed by Decca here. . . . Vee Jay's **E. G. Abner**, and impresario **Art Sheridan** hosted the record trade to the opening of their new Sutherland Hotel jazz lounge. **Joe Williams** (former Count Basie vocalist) and **Harry (Sweets) Edison** opened the bill.
Nick Biro

Undoubtedly one of the biggest original cast albums in history.



UNANIMOUS CRITICAL RAVES! It's the new smash hit musical with music and lyrics by Frank Loesser and book by Abe Burrows, Jack Weinstock and Willie Gilbert, starring Robert Morse and Rudy Vallee. Exclusively on RCA Victor, in Living Stereo and Monaural Hi-Fi. LOC/LSO-1066. Stock up now! **RCA VICTOR** 

The most trusted name in sound

"POWERHOUSE CHART APPEAL"

CASH BOX—POPULAR PICKS OF THE WEEK



Mantovani
Songs of
Praise

*"The sweet singing strings of Mantovani
soar delicately through a collection
of famed religious hymns"*

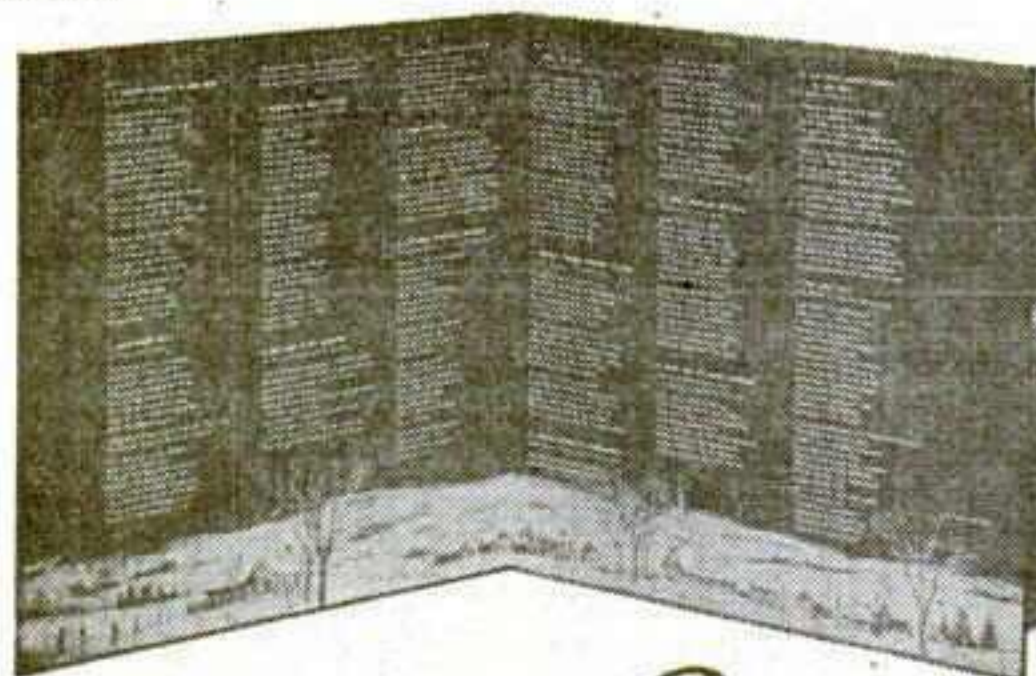
The Cash Box

INCLUDED ARE THESE TRADITIONAL HYMNS

A Mighty Fortress Is Our God; Whispering Hope; Nearer, My God, To Thee; The Lord Is My Shepherd; Abide With Me; Onward, Christian Soldiers; Rock Of Ages; Eternal Father, Strong To Save; Beautiful Isle Of Somewhere; Jesus, Lover Of My Soul; Jesu, Joy Of Man's Desiring; The Little Brown Church; The Holy City.

Stereo: PS 245

Mono: LL 3251



Words for all
13 hymns printed
on inside of jacket

LONDON
RECORDS
830 W. 29th St., N. Y. 1, N. Y.

U. S. Reps Mull International Copyright Protection Treaty

• Continued from page 1

casting Organizations, to give it its proper title.

Copyright Office chief Kaminstein points out that this government has not yet had time to decide on participating. Copyright spokesmen predict that it will be quite a long while before anything is decided. Experts in government and in the industries involved want to take a long look at all the possibilities stemming from the international treaty. If the vote is "yes," Senate consent must precede ratification.

The treaty in no way affects domestic recording, broadcast and performance laws, rights or contracts. It concerns only international relationships in the field of "neighboring rights," which are those rights bordering on copyright. Each member-nation guarantees the same protection for disks, broadcasts and performances of foreign origin, as it does for its domestic product. Also any existing contracts between citizens of member-nations in these areas would not be disturbed. The term of protection would be at "at least 20 years."

The treaty marks a dramatic milestone in achieving protection, however modest, for records, broadcasts, and performances. The document, sponsored by the Italian government, the International Labor Organization, UNESCO, and the Berne Copyright Union climaxes two decades of discussion and meetings. To international observers, it is an astonishing achievement that the Rome conference succeeded in getting the "principle" of payment of royalty for aired records written into the treaty, even though the members need not subscribe to it. To some, it indicates a trend to the ultimate grant of copyright to recordings.

Countries whose delegates signed were England, Germany, Argentina, Austria, Belgium, Brazil, Cambodia, Chile, Denmark, Spain, France, India, Iceland, Italy, Mexico, the Holy See, Sweden and Yugoslavia. The document remains open for signing until June of 1962. The U. S. and other countries can ratify at any time in the future.

Very few countries have "neigh-

boring rights" protection for records, broadcasts and performances in their copyright law. The U. S. protects only the originally copyrighted work, from which the record or performance is made. All performance royalty arrangements are made by licensing groups, or contract, both domestically and internationally.

If the U. S. were to ratify the treaty, any broadcast here of a disk of foreign origin (determined by location of manufacturer, and/or first release in a member-nation), would incur royalty payments by the broadcaster. This could be done by contract between the American broadcaster and the foreign record-producer, or it could be covered by domestic law as to minimum payment.

Royalty Would be Shared

The record royalty would have to be shared between manufacturer and talent on the disk, by arrangement between them or by law deciding what percentage each would get. U. S. records broadcast (or publicly played for profit) abroad, would get the same royalty deal from the foreign broadcaster in a treaty country.

This would hold true only if both countries involved had decided to adhere to the principle of payment as set down in the treaty. But one or both countries might reject this particular clause in the agreement, automatically relieving broadcasters of any need to pay record royalty.

An imposing advisory group accompanied the U. S. delegation of government representatives. These included Ernest S. Meyers, general counsel for the Record Industry Association of America, Inc.; Sidney Kaye, board chairman and counsel for Broadcast Music, Inc.; Sidney A. Diamond, counsel for London Records; Herman Finkelstein, counsel for the American Society of Composers, Authors & Publishers; Robert V. Evans, for Columbia Broadcasting; Herman D. Kenin, president, American Federation of Musicians; Henry Kaiser, AFM attorney, and others from motion picture and talent fields.

For the government, under leadership of Kaminstein, were Dr. Arpad Bogsch, Copyright Office Attorney Adviser; Harvey J. Winter and Richard B. Bilder, for State Department; Vincent D. Travaglini for the Commerce Department, and Leonard R. Linsenmayer, for the Labor Department. Congressional adviser was Rep. Roland Libonati (D., Ill.).

No Separate AM, FM Programming

WASHINGTON—The National Association of Broadcasters last week told the FCC that it is hoped the agency would not require separate programming for FM outlets which are run simultaneously with an AM. Separate programming was suggested in the Commission's proposed rule-making to overhaul the FM service.

NAB also approved the FCC's proposal to adopt mileage separations between the new FM's, to assure an orderly growth of the service and speed up processing of new outlets.

RCA Philly Distrib

• Continued from page 2

dealer)... is the fact that many dealers purchase their single records from sources other than their authorized distributors. Therefore, in many instances, they are never exposed to a record until it becomes a hit, since these suppliers are the ones who make it a practice of carrying only the established records. Then, many times, these outlets, supplying dealers, are not in a position to buy these records from the authorized distributor... I would venture to say that the dealer, quoted in BMW, is a customer of this type of operation and that is the only reason he was unable to obtain Henry Mancini's 'Moon River.'

*This and
every week
you'll find
new
WORLD-WIDE
PROFIT
OPPORTUNITIES*

by reading

THE
INTERNATIONAL
BUYERS & SELLERS
EXCHANGE

see page 24

THE TWIST, AMERICA'S NEWEST ADULT DANCE RAGE, IS HERE!! WITH THE KING of TWIST

CHUBBY CHECKER

ORDERS FOR OVER 100,000 ALBUMS IN THE FIRST 3 DAYS!

DANCE!
YOUR TWIST PARTY WITH THE KING OF TWIST CHUBBY CHECKER

AS FEATURED ON THE ED SULLIVAN SHOW
AS FEATURED IN TIME MAGAZINE

SPECIAL LIMITED OFFER!

15%

CASH DISCOUNT

THIS ALBUM ONLY TIE-IN WITH TREMENDOUS NATIONAL PROMOTIONS!

Available through distributors: Window Streamers, Mats, Easel Back Dummy Covers, Life Size (57") "Chubby Checkers" picture for windows or in-store display.



It Happened Last Night

VARIETY
NEW TWIST IN CAFE SOCIETY
ADULTS NOW DIG JUVES' NEW BEAT

P-7007

In Time for XMAS Buying and the TWIST Rage

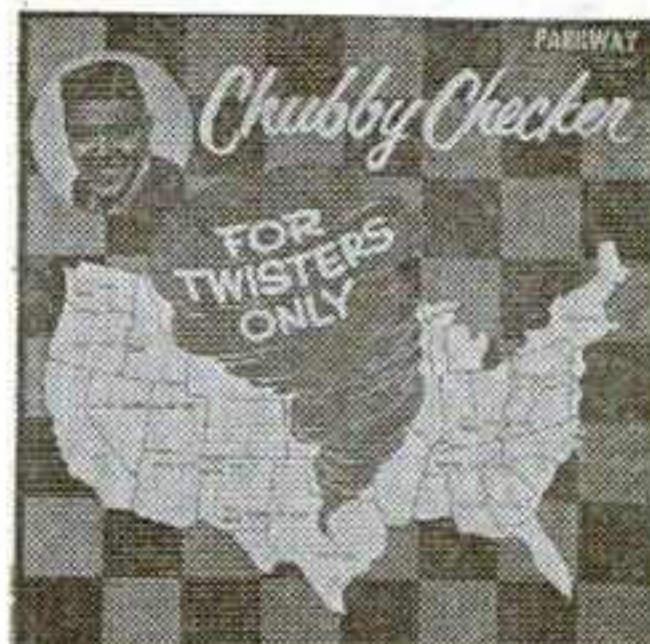
THESE "TWIST" ALBUMS AVAILABLE NOW!

as seen in...
Dick Clark's "AMERICAN BANDSTAND"
TIME
the "Ed Sullivan Show"
VARIETY

CAMEO/PARKWAY RECORDS
1405 Locust St., Philadelphia, Pa.



7001



7002



7004

4 BIG YEAR-END BLASTS FROM MERCURY

THE PLATTERS

"Song For The Lonely"

MERCURY 71904

BROOK BENTON

"Revenge"

AND

"Really, Really"

MERCURY 71903

CLEBANOFF and his orchestra

"Maria" from West Side Story

MERCURY 71905

THE GAYLORDS

"American 100%"

MERCURY 71902



RIAA Widens Trade Info Drive

• Continued from page 1

With Records." Earlier in the year, RIAA published a booklet, "Your Wonderful World of Records," designed for educational use—such as helping pupils on writing assignments. There are constant calls for the booklet.

A current campaign, titled

"Opera on Records," is timed with the Met Opera season and is designed to acquaint the public with the extensive amount of opera on records—this at a time when interest in opera is at a peak.

Many other projects are in the works, subject to board approval. One entails the establishment of a traveling museum wherein exhibits would depict the history of the phonograph record from the days of the Edison cylinder on up to the modern stereo disk. This museum would go on tour, stopping at suitable lobbies, auditoriums, etc.

Also in the planning stage is the designing of an attractive award for gold records produced by manufacturers. The intent is to promote this in such a way that the award would have meaning beyond its trade aspects—that is, it should take on the consumer import of the film industry's "Oscar."

On TV

In its over-all campaign RIAA intends to use as many media as possible. Television, for instance, will be the vehicle for an upcoming venture. This will be a dramatization of the counterfeiting of records, telling of its effects on artists, manufacturers, publishers, the government and ultimately, the consumer. This show will take place December 6 on the Armstrong Circle Theater.

The tracking down of counterfeiting, incidentally, is moving far afield. A month ago the RIAA wrote to the Nationalist Chinese and Iranian ambassadors in Washington apprising them of the counterfeiting of American disks in those countries. The Chinese ambassador subsequently assured RIAA that his government was taking steps to curb unauthorized reproduction of disks.

NEWS REVIEW

Fine Art Work Covers Music

In terms of lush cover art, the new, colorfully packaged Continental Records line can hold its own with most. Unfortunately the product in the grooves does not carry out the tone of quality set by the covers.

In an initial batch of six book-fold packaged items, the primary drawback lies with the rather routine selection of material and its failure to rise above the good quality level of much of the product now on the market from most other labels, super-sound or otherwise. Of some moderate interest will be a set featuring the folk singers of Washington Square, a group of six who feature a style of Bluegrass, hill sound in their music; and an album featuring the fine flamenco guitar work and vocal chants of Carlos Montoya. Other than these two, there are sets featuring polka, Hawaiian, gypsy and steel band music, all of which will find stout competition.

As display pieces, the albums would satisfy any disk merchant thanks to Bert Steinhauser's covers. Other than this, the music is well enough performed and recorded, but it simply does not measure up to the \$6.95 price. The release includes:

- The Folk Singers of Washington Square, CST 2010;
- Gypsy Music, Markoff and his Romany Strings, CLP 4005;
- Hawaii, the Hawaiian Serenaders, CLP 4008;
- Carlos Montoya Flamenco, CST 2009;
- U. S. Navy Steel Band, Admiral Dan's Pandemoniacs, CLP 4003;
- Let's Polka, the Polka Kings, CLP 4006.

Ren Grevatt.

Committee Hears Music Industry

WASHINGTON — Schuyler Chapin, of Columbia Records, will join the ranks of top names in symphonic and operatic music appearing before a special House Labor and Education Subcommittee when it holds hearings in New York's Foley Square court house this week (15-17). The sessions were called by Rep. Frank Thompson (D., N. J.) to explore ways to assure year-round, rather than seasonal, employment for musicians and singers.

Spokesmen for the American Federation of Musicians are expected to launch broadsides against the cheap foreign sound track which they claim is robbing American musicians of a livelihood and fooling the American public by posing as domestic product.

Dot Freeman Takes Dot Records Line

HOLLYWOOD — Dot Records last week moved its line from George Hartstone's Hart Distributors to a newly formed firm owned and headed by Dorothy Freeman, to be known as Dot Records Distributor of Los Angeles. Mrs. Freeman formerly has handled Dot sales in the Cleveland area for eight years when she was with Art Freeman's Benart Distributors in the Ohio market.

She has been here for the past year and a half, heading her Buckeye Distributors. According to plans at press time, Buckeye's lines will continue to be handled by Mrs. Freeman's newly named distribution firm. Hart has had the Dot line here for approximately six years.

Mills
HIT REMINDERS

ROCK-A-BYE YOUR BABY
WITH A DIXIE MELODY
JUDY GARLAND • Capitol
ARETHA FRANKLIN • Columbia

FOR ME AND MY GAL
FREDDY CANNON • Swan

SHOES b/w LA FEMME
LENNIE MARTIN & His Orch. Robbs

MILLS MUSIC, INC., 1619 B'way, N.Y.C.

"JOCKEY JACK" GIBSON

(Formerly of WABQ, Cleveland)

"The Rhythm & Blues Disc Jockey" now available for record promotion—we can take on a single record or a whole line!

MR. RECORD MANUFACTURER:

If you want hits—you should use a promotion man who has strong personal contacts with the hit-making disc jockeys.

Contact us immediately!

Jack Gibson, Director

J. J. ENTERPRISES

6502 Hedge Avenue
Cincinnati 13, Ohio
TWeed 1-7826

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

RECORD STORES

Increase Selling Efficiency

The original and most convenient record catalog service. Listings of the latest popular records by titles and artists rushed three times a month by first-class mail. Big Books of over 200 pages of current and older numbers by titles and artists sent monthly—each month complete in itself with no need to refer to previous issues.

Three months' trial, \$10.00 or economical yearly, \$35.00. Information and samples sent on request.

RECORDAID, INC.

P. O. Box 5765, Philadelphia 20, Pa.

COCKTAIL HOSTESSES (3)

Attractive, shapely, 25 to 35 yrs., for "Gay Nineties" lounge in Metropolitan Washington area. Costumes furnished. Hours: 8 to 12:30 p.m., 6 nights weekly. Top salary. Write and send photograph to: MRS. ANN HENDERSON, GOLD NUGGETT, P. O. Box 263, Silver Spring, Maryland.

Have you seen

BALLROOM DANCE MAGAZINE

Send for free sample copy
Box B 231 W 58 St NY 19, NY



MEN WHO READ
BUSINESS PAPERS
MEAN BUSINESS

BIGGER Than 50-MEGATONS of T-N-T!!!

Bobby Bland's
"TURN ON YOUR LOVE LIGHT"
b/w
"YOU'RE THE ONE"
Duke 344

Junior Parker's
NEW RELEASE
"ANNIE GET YOUR YO! YO!"
b/w
"MARY JO"
Duke 345

JAMES BOOKER'S
"TUBBY"
(Parts 1 and 2)
Peacock 1908

JACKIE VERDELL'S
"YOU OUGHT TO KNOW HIM"
b/w
"BYE BYE BLACKBIRDS"
Peacock 1905

THE REBELS
"DONKEY STEP"
b/w
"JUST GIVE ME YOUR HAND"
Peacock 1909

JOE HINTON'S
"THE GIRLS IN MY LIFE"
b/w
"COME ON BABY"
Beckbeat 535

AL "TNT" BRAGG'S
"WE BELONG TOGETHER"
b/w
"CIGARETTES AND COFFEE"
Peacock 1907

DUKE-PEACOCK RECORDS, INC.

2809 Erastus St., Houston 26, Texas
OR 3-2611



NEW RELEASES

MARV JOHNSON

IMMEDIATE ACTION IN ALL AREAS

"JOHNNY ONE STOP"

BACKED WITH "EASIER SAID THAN DONE"

UNITED ARTISTS RECORD 386

A NEWCOMER TO UA

ANNIE WILLIAMS

WITH A RAY CHARLES SONG HIT

"I'VE GOT A MAN"

AND

"PLAYBOY"

UNITED ARTISTS RECORD 374

A GREAT SWINGING DUET

JOYCE DAVIS

WITH

NELSON DUPREE

"I WANT TO

MARRY YOU"

UNITED ARTISTS RECORD 323

1ST RELEASE SINCE

"YOU CAN'T SIT DOWN PART TWO"

PHIL UPCHURCH

"THE HOG"

AND

"THAT'S WHERE IT IS"

UNITED ARTISTS RECORD 385

BERNIE LAWRENCE

IN HIS RECORD DEBUT

"COLLECTING GIRLS"

UNITED ARTISTS RECORD 388

THE PROUDEST NAME



IN ENTERTAINMENT

UNITED ARTISTS RECORDS • 729 SEVENTH AVE. • NEW YORK 19, N.Y.

THE VOCAL VERSION DESIGNED FOR TEENS*

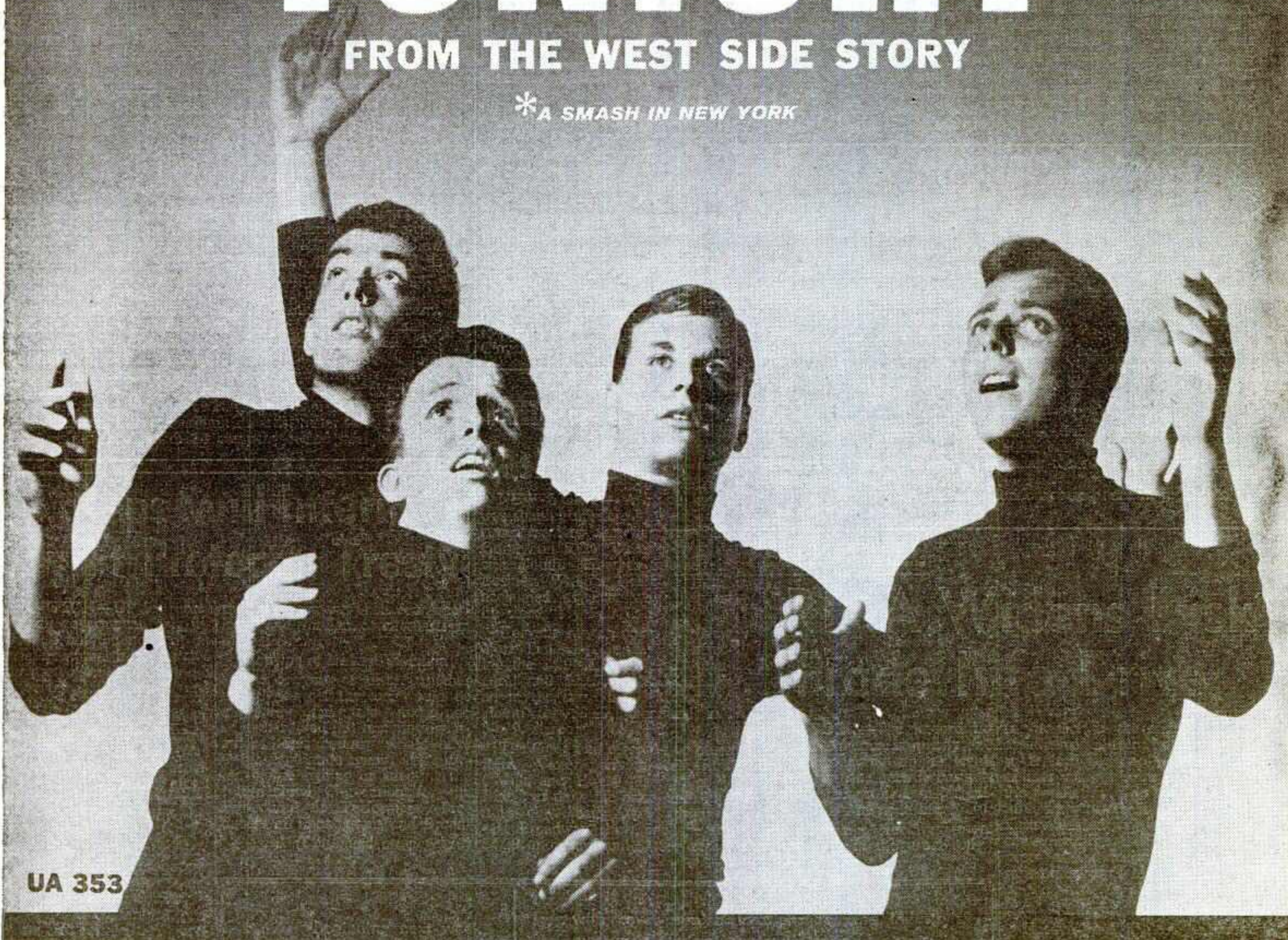
JAY AND THE AMERICANS

SING

"TONIGHT"

FROM THE WEST SIDE STORY

*A SMASH IN NEW YORK



UA 353

SKYROCKETING ON THE BILLBOARD CHARTS



"TONIGHT"

INSTRUMENTAL SINGLE BY

FERRANTE AND TEICHER

POPPING RIGHT ONTO THE CHARTS...

"TONY"
NEWLEY

WEASEL
GOES THE
POP
WEASEL

9501

London
RECORDS

ENGLISH COURT FINDS FOR DOMINION VS. KASSNER

LONDON—Judgment for Dominion Music Company, Ltd., London, for \$15,400, and costs, against Edward Kassner, of Toronto, Can., and Kassner Associated Publishers, Ltd., of London, in a royalty accounting dispute, was entered by an Official Referee Judge Sir Brett Cloutman, V.C., in the High Court here October 25. It was stated that an appeal would be considered.

The parties in the case were all music publishers. One of the witnesses was Michael Stewart, president of a New York group of music publishing companies which was referred to as the "consortium."

Giving judgment, the judge explained that this group had catalogs of songs available, in the form of recordings and sheet music, to exploit. Edward Kassner, managing director of the defendant company, had a close association with music publishing company in Italy, Belgium, Holland, Sweden, Germany and Canada. In December, 1956, the "consortium," through Stewart, agreed with Kassner to exploit the American catalogs on the Continent and in Canada through the latter's associated companies on the Continent and in Canada through the latter's associated companies. Dominion Music was formed for this purpose.

By an agreement of December 20, 1956, the "consortium" assigned to Dominion Music publishing rights for an extensive territory, including a large part of Europe and Canada. Dominion was to pay to the "consortium" royalties amounting to 10 per cent for sheet music and 50 per cent of its receipts by way of royalties from sub-publishers abroad.

The new company (Dominion) subsequently entered into royalty agreement with its sub-publishers. But the "consortium" was to receive money, on account of their anticipated receipts by way of advance royalties, from Dominion amounting to \$1,000 a month for the first year, and \$1,500 a month for subsequent years. The company was to recoup these advances from the money it received from sub-publishers in the licensed territories.

By a further agreement of the same date, Kassner Associated Publishers, became Dominion Music, selling and managing agent and was entitled to retain 15 per cent of the new company's gross receipts after discharging specified obligations.

Kassner Associated Publishers advanced royalties to the "consortium" through 1957 and 1958 totaling \$26,540, but the relationship between Stewart and Kassner did not develop happily and was ended by an agreement of December 31, 1958, between the parties and the "consortium," the judge continued.

The agreement called for certain accounts and it was on the structure of these accounts that the main issue turned. One of the provisions of the 1958 agreement was that Dominion Music agreed to repay to Kassner Associated Publishers three-quarters of the un-recouped royalty advances by the Kassner firm on its behalf. Dominion Music was to pay over one-half of its gross receipts "until such time as the amount determined to be three-quarters of the un-recouped advance was repaid to Kassner Associated Publishers."

The judge said Dominion Music alleged that Kassner Associated Publishers' account was prepared on a completely wrong basis. Secondly, it was said by Kassner that Dominion's account was not balanced on general account. A third issue was raised by the defense contention that Kassner was entitled to its management fee on 15 per cent of the gross receipts of Dominion Music and not merely to 15 per cent on those receipts after certain expenses had been deducted.

Deciding these issues in favor of Dominion Music, the judge said, one of that company's contentions was that Kassner's accounts might purport to show the accounting position between Dominion and the "consortium" but certainly not between Dominion and Kassner's.

Sir Brett Cloutman commented: "The amounts of the funds advanced to Dominion Music by Kassner's and the amounts of the royalty advances to the "consortium" by Dominion are undoubtedly the same. But the distinction between the rival accounts is important."

As to the term "un-recouped royalty advances," the judge said he had no doubt that Dominion's argument was right—that those advances were to be ascertained from one account only as described in the agreement. That the account included the expenses properly chargeable and was to be credited with the royalties received from the sub-publishers.

"The whole situation has been bedevilled from the point of plain royalty accounting by the creation of this entirely artificial entity. Dominion Music, standing between the "consortium" and the Continental sub-publishers," the judge added.

Another question in the case concerned the sum to be included in respect of Canadian royalties.

The judge held that Dominion Music was entitled to the whole of admitted receipts of \$8,922, but the account should be credited as earned during the currency of the agreement so that Kassner's could get their 15 per cent management charge and no more.

Dominion Music's counsel, Leonard Caplan, Q.C., asked for judgment for \$15,400, judgment in respect of \$1,010 of the amount to be suspended for 90 days to enable the defendant to vouch the Canadian expenses to the satisfaction of the court.

The court directed accordingly and, also awarded interest at 5 per cent on \$15,400 from March 1, 1960. A counter claim was dismissed.

Defending counsel J. C. Tatham said his client had paid \$10,000 into court which would be applied in part satisfaction of the judgment.

A stay of execution was granted.

Many Top Radio Outlets Move Away From Rock 'n' Roll

• Continued from page 1

mittee (execs and deejays) still listens to everything released, but rejects all disks—even if they are best sellers—which are deemed irritating or tasteless. Bogart said this doesn't necessarily mean rock and roll records, but any type of disk—novelty, etc.—which, by repetition, might get on dialers' nerves.

Station KALL, which pioneered Top 40 in Salt Lake City, has switched to "Swing-Along Sounds," featuring "big bands and big band vocalists — big bright sounds." However, "lush ballads and sweet strings" are just as taboo on KALL as rock and roll.

Station WCBI, Williamsburg, Va., has a new format which—according to operations manager Roy M. Aycock Jr.—swings "but with taste and without rock, chart tunes, 'sensational' news and screaming deejays."

Big bands, sweet strings and show music keynote the new format at WFIL, Philadelphia, which features a "Wonderful World of Music" theme from 8 p.m. to 1 a.m.

The use of LP material doesn't apply only to pop stations. For example, veteran country and western disk jockey Clarence Kneeland, WICH, Norwich, Conn., reports: "I find myself using more and more LP material in my programming. There is so much good music on the new c.&w. LP's. The material is of better quality and a more lasting nature than most of the single material. In addition, most of the big hits which are released as singles are eventually included in an LP release, often as the title or lead tune."

News the Thing

Practically all top local radio outlets have placed increased emphasis on news coverage during recent months, including WNEW, New York; WLS, Chicago; KTLN, Denver; WYRE, Pittsburgh, and WINS, New York. Station WYRE programs a news item after each record.

Commenting on the situation, Joe Finan, program director of KTLN, said: "News is beginning to assume equal importance with music. It seems to direct relationship to the softness of the singles market for the last two years, and, with the return to the airwaves

(Continued on page 19)

**Profitable
Music-Industry
Contacts all Over
The World**

are to be
found in the

INTERNATIONAL
BUYERS & SELLERS
EXCHANGE

see Page

24

In this Issue

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



The Showmanship Label

YOU CAN CASH IN ON THE MASSIVE PRE-RELEASE PROMOTION-



Also Available in Stereo Ster 4022

ANNETTE'S 'DREAMIN' ABOUT YOU' HITTING THE CHARTS VISTA F388

Walt Disney's 'BABES IN TOYLAND'

Backed by the most intensive **BIGGEST** campaign ever!

ANNETTE IN PERSON!

12 CITY PA TOUR

plus A MILLION DOLLAR TV SPOT SATURATION

plus MILLIONS OF BOOKS-RECORDS-TOYS

BABES IN TOYLAND PREMIERE EARLY DECEMBER
 RADIO CITY MUSIC HALL, NEW YORK
 The CHRISTMAS Attraction at Leading Theatres Everywhere

Dot[®]

RECORDS proudly presents

BILLY VAUGHN



WITH ANOTHER GOLD RECORD

EVERYBODY'S TWISTING DOWN IN MEXICO

b/w

MELODY IN THE NIGHT

#16295

ALBUMS BY BILLY VAUGHN

DLP 3396 Berlin Melody
DLP 3366 Orange Blossom Special and
Wheels
DLP 3349 Theme From The Sundowners
DLP 3322 Look for a Star

DLP 3288 Great Golden Hits
DLP 3276 Theme From A Summer Place
DLP 3275 Linger Awhile
DLP 3260 Billy Vaughn Plays Stephen
Foster
DLP 10500 The Big 100
DLP 3205 Golden Saxophones
DLP 3201 Golden Hits
DLP 3165 Blue Hawaii
DLP 3156 Billy Vaughn Plays

DLP 3148 Christmas Carols
DLP 3140 La Paloma
DLP 3119 Billy Vaughn Plays the Million
Sellers
DLP 3100 Sail Along Silv'ry Moon
DLP 3086 Music for the Golden Hours
DLP 3064 Melodies in Gold
DLP 3045 Instrumental Souvenirs
DLP 3016 The Golden Instrumentals
DLP 3001 Sweet Music and Memories



"THE NATION'S BEST SELLING RECORDS"

VOX JOX

By JUNE BUNDY

CHANGE OF THEME: Hy Lit, formerly with WCAM, Camden, N. J., has joined WDAS, Philadelphia, in the 10 p.m. time slot across the board. Lit, who has three Saturday shows, notes that "WDAS is one of the few stations left in Philly playing rock and roll." ... Pat Delso, WCAM, has a new 9 p.m.-midnight show, plus his regular 12:30-6 p.m. Saturday afternoon ainer. Delso also has a new son, David Michael, who was born October 9. ... Jean Michel, French-accented deejay, has left WNEW, New York, and joined WFTM, New York. Bob Howard has taken over his 11 p.m.-1 a.m. nightly seg.

Joe Finan, KTLN, Denver, has given up his deejay duties to devote full time to his program director chores. Jack Diamond has taken over his air time. Steve Risien, formerly with KTSA, San Antonio, Tex., has moved to KTLN in the 10 a.m.-2 p.m. time slot. Johnny Row is now in charge of music at KTLN, but the policy remains under Finan's control.

Station KSYD, Wichita Falls, Tex., has changed its call letters to KNIN. Jockey line-up at KNIN is as follows: Bill Thomas, Big Mike Hoey (also p.d.), Bobby Dean, Ken Grant, Bob Taylor and Bob Walker as manager. ... Jimmy Witter, formerly with WIST, Charlotte, N. C., has moved to WROV, Roanoke, Va. ... Audie Ashworth has moved from the all-night show at WKDA, Nashville, to the "Big Sound" show from noon to 4 p.m. ... Holmes (Daddy-O) Daylie, WAAF, Chicago, was honored at the Chicago Packers-Big "O," Cincinnati, professional basketball game November 11 for his sponsorship of the Daddy-O Fun Leagues, Inc.

Jack Sterling, WCBS, New York, was honored last week with a luncheon in the CBS Radio Executives dining room to celebrate his 13th anniversary with the station. Sterling owns two radio stations, four 24-hour-a-day laundromats and is negotiating to buy a nitery in Connecticut. ... New music director at KRMD, Shreveport, La., is Bud Lowry, who also emcees KRMD's 8 p.m.-midnight time period, will emcee a Ray Charles one-nighter, when the artist makes his appearance in Shreveport later this month.

Paul James has taken over the 2-7 p.m. time slot at WICE, Providence, R. I. ... Ray Durkee, formerly with KTLN, Denver, has succeeded Michael D'Arcy as program director at KRIZ, Phoenix. ... Rusty Page has taken over the 8-11 p.m. Monday through Saturday time slot at WGIV, Charlotte, N. C.; while (Hot Scott) Hubbs, who formerly occupied that time period, has moved into the 5-7 p.m. slot. Pete (Houndawg) Toomey, who formerly held down that period, has left the air to become program and news director of the outlet.

Ken Capurso has resigned as librarian at WHYN, Springfield, Mass., to take a similar post at WMEY, Boston. Ray Simone has taken over Capurso chores at WHYN. ... Jules Henry has returned to WEEL, Fairfax, Va., with a five-hour show Monday through Saturday, and "could use added disk service." Henry was with WEEL for five and half years. He left the outlet last December to join WEER, Warrenton, Va.

Mac McGarry has taken over the 4-6 p.m. time period at WRC, Washington. He also has a new TV show, "It's Academic," a quiz for local high school students, on WRC-TV Saturdays. ... Dan Weining has joined WPAT, Patterson, N. J., as assistant to President Dickens J. Wright. Weining has been vice-president and general manager of WPRO, Providence, R. I., for the past two years. Both stations are owned by Capital Cities Broadcasting.

YESTERYEAR'S HITS

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

POP-5 Years Ago NOVEMBER 17, 1956

1. Love Me Tender, E. Presley, RCA Victor
2. Green Door, J. Lowe, Dot
3. Just Walking in the Rain, J. Ray, Columbia
4. Singing the Blues, G. Mitchell, Columbia
5. Don't Be Cruel/Hound Dog, E. Presley, RCA Victor
6. Blueberry Hill, F. Domino, Imperial
7. True Love, B. Crosby-G. Kelly, Capitol
8. Honky Tonk (Parts I & II), B. Doggett, King
9. Friendly Persuasion, P. Boone, Dot
10. Canadian Sunset, H. Winterhalter, RCA Victor

POP-10 Years Ago NOVEMBER 17, 1951

1. Cold, Cold Heart, T. Bennett, Columbia
2. Because of You, T. Bennett, Columbia
3. Sin, E. Howard, Mercury
4. Sin, Four Aces-A. Alberts, Victoria
5. I Got Ideas, T. Martin, RCA Victor
6. Undecided, Ames Brothers-L. Brown
7. Jealousie, F. Laine
8. Down Yonder, Del Wood, Tennessee
9. Sin, S. Churchill, RCA Victor
10. World Is Waiting for the Sunrise, L. Paul-M. Ford, Capitol

RHYTHM & BLUES-5 Years Ago-NOVEMBER 17, 1956

- Blueberry Hill, F. Domino, Imperial
Love Me Tender, E. Presley, RCA Victor
Oh, What a Night, Dols, Vee Jay
Slow Walk, S. Austin, Vee Jay
Slow Walk, S. Austin, Mercury

- Let the Good Times Roll, Shirley & Lee, Aladdin
In the Still of the Night, Satins, Ember
It Isn't Right, Platters, Mercury
Thousand Miles Away, Heartbeats, Hull
On My Word of Honor, B. B. King, RPM

PROGRAMMING PANEL

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

THE QUESTION When do you first start playing Christmas records?

THE ANSWERS JIMMY (EARLY) BYRD WILD, Boston

Station WILD programs Christmas music from December 10 through New Year's Day. To start before the 10th would mean a full month of Christmas music and the management feels this would be taking advantage of the public and deliberately attempting to elongate and commercialize, what, in essence, is a serious religious holiday. This is my favorite seasonal music, and I play it long after the holiday. Ramsey Lewis' LP is a good example.



JOHN STONE KOL, Seattle

Too much concentration on Christmas music before December 15 tends to take away from the effectiveness of traditional holiday music when it is played closer to December 25. We begin programming seasonal music December 15 or shortly thereafter. I would compare it the same way I would compare advertising and commercialism being ballyhooed and overemphasized. During Christmas week and gradually building up to Christmas Eve and day should be the heaviest concentration time. On Christmas Eve and day we program 100 per cent Christmas music.



FRED C. GALLAGHER KWTC, Barstow, Calif.

I first start playing Christmas music December 12. I feel that two weeks prior to Christmas is sufficient time to create the holiday spirit, yet not oversaturate the airways. It is an obligation for a radio station not to commercialize the holiday season. Many of my friends agree it is already too commercial in other areas. However, a good Christmas novelty song has its place properly integrated with the seasonal standards.



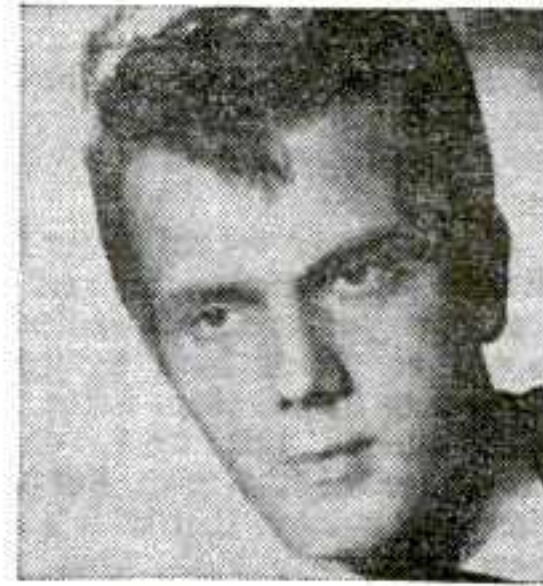
VARNER PAULSEN, P.D. WIP, Philadelphia

About three weeks prior to Christmas. But no block programming. Christmas music is like pumpkin pie at Thanksgiving. Wonderful, but only part of the meal. Yule tunes will be carefully selected. How it sounds — not how it sells. Our basic music policy always prevails. Did I hear someone say they're coming out with: "Whistler's Mother's Christmas Rock-A-Long?"



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.



KENNY DINO

The Musicor label, distributed by United Artists Records, comes up with another hot single's artist in a young lad named Kenny Dino. Dino's debut disk, "Your Ma Said You Cried in Your Sleep Last Night," is currently making great strides up the Hot 100.

Born in New York, February 12, 1942, Dino displayed a deep interest in creative areas from his early boyhood, especially in the piano and took art lessons. As time allows, he now continues his art studies in New York.

The second of five children, Dino finished his high school education in New York, and in 1958 joined the Navy where he served for two years as an aircraft mechanic. After his discharge in October, 1960, Dino decided to concentrate on a singing career, and early in 1961 was signed with Musicor Records.

LEROY VAN DYKE



Mercury recording artist Leroy Van Dyke is the latest country artist to score well on both the country & western and pop charts. Van Dyke's current hit disk, "Walk On By," has held the No. 1 slot on the C&W. chart for a number of weeks, and now is also scoring well on the Hot 100. The versatile vocalist recently showed his widespread popularity with the nation's country & western disk jockeys by capturing two honors on BMW C&W. D.J. Poll. Van Dyke came in as No. 3 on the Most Promising Male Artist chart, and his "Walk On By" was won a spot in the 10 "Favorite C&W. Records" category.

This farm-raised lad from Spring Fork, Mo., started singing and playing guitar while serving his two-year stint with the U. S. Army in Korea. After the Army, Van Dyke attempted business careers in livestock auctioning and the promotion business, but soon realized that singing was the only career for him. His first break came when a tune he penned tagged "The Auctioneer," inspired by his cousin's performance as an expert livestock auctioneer, became a best seller. Van Dyke then joined ABC-TV's "Jubilee, U.S.A.," headed by Red Foley, and found fame via television. He began to make personal appearances at fairs and rodeos all over the nation and won many fans.

Many Top Radio Outlets Move Away From R.&R.

Continued from page 16

of the 'oldies,' the news segments have grown. The excitement of the new record is little, if anything. The concern of people for record stars and their careers is anemic compared to the late 1950's. Perhaps in these more serious days, people are concerned less with the froth and the frivolous and more with what is happening to their city, county, State, nation and the world."

Hot Top 40 Time

Not all broadcasters concur with the swing toward "better music" and away from Top 40. For example, Station WQOK, Greenville, S. C., recently switched to "a tight top 40 formula," and is very happy with the results. "The change," notes Wayne Seal, "has not only set the jocks on fire, but has warmed up the audience considerably."

Also on a new Top 40 kick is KEES, Gladwater, Tex., heretofore a country and western outlet. New program director Dub Murray, who joined the station to supervise the format switch, describes the new format as a million-dollar sound in the middle of a billion-dollar oil field."

Vice-President

Lionel F. Baxter, for radio of the Storer Broadcasting Company, opines, "It matters little whether

the format is music and news, Top 40, beautiful music or all talk. The chain," says Baxter, "has a theme of 'never freezing a format'. When we went into Philadelphia, our studies showed that a good, alive modern music station was needed. We programmed accordingly (Top 40), and today WIBG is the strong No. 1 outlet in that market. By the same token, Miami, our home base, showed it could use a 'Sound of Music With News in depth' approach. The town was crowded with modern music outlets."

The format changes at both stations, said Baxter, were "based on depth studies of the market, the people and the existing competition. Such studies should be continuous, warned the exec, and changes made while a station is successful, not as a desperation measure after a property 'falls off the page' in the rating books."

Storer plans to use such a depth study to determine what format changes — if any — to make at WMGM, New York (currently Top 40), when the chain's purchase of that outlet is approved by the FCC.

Next week's "Programming Panel" will feature more comments by broadcasters on their reasons for changing formats.

New Rack Operation Will Push Sales of Hot Singles

Continued from page 2

will be offered. At least one disk will be knocked out each week and no record will be offered more than five weeks.

30 Cents Per

The records are expected to be bought direct from manufacturers at a price of 30 cents per record—16 cents less than the normal price to distributors.

Capitol Cast LP's in Deal

HOLLYWOOD — Capitol has wrapped up 18 of its original Broadway cast and movie sound track albums into a special sales program, offering dealers up to two free LP's for each 10 purchased.

In addition, dealers are given a choice between accepting a flat 10 per cent exchange on their order, or buying under terms of Capitol's "controlled 100 per cent exchange" plan.

The product is divided into two groups. For dealers to qualify, they must purchase a minimum of 10 LP's from either group.

Selections included in the program are:

Group 1: "Oklahoma!" "Music Man," "West Side Story," "King and I" and "Sail Away." Group 2: "Carousel," "Pal Joey," "Fiorello," "Tenderloin," "Giant," "Kiss Me Kate," "Plain and Fancy," "High Society," "Candide," "Bells Are Ringing," "The Unsinkable Molly Brown," "Little Mary Sunshine," and "Annie Get Your Gun."

ALBUM COVER OF THE WEEK



MINGUS—Charles Mingus and Various Artists, Candid 8021-9021. Striking cover in deep blue, black and white, designed by Frank Gauna.



RACHMANINOFF: SYMPHONY NO. 2 in E, Op. 27—Pittsburgh Symphony Orchestra (Steinberg), Command CC 11006 SD. A flashy cover, modern in design, utilizing bright shades of red, fuchsia and orange.

Getting Hung Up Speakers

MINNEAPOLIS—Stereo speakers, concealed in decorative framed wall pictures or in lamps of various styles are the latest development introduced by Mo-Zay Industries, Inc., here.

The framed wall pictures are constructed of three-quarter inch walnut, selected for fine sound transmitting qualities, and are offered in two sizes, 16 by 32 inches and 21 by 61 inches.

Art work is done in paper-thin wood veneer, secured to a background of "Moslem cloth," a coarse-woven tan fabric.

Sixteen different scenes or subjects are offered in the smaller of the two models with a broad choice of veneer views provided for the larger model.

The larger framed model contains four coaxial speakers divided to function as a self-contained stereo speaker system.

Lamp speakers, available in both pole, tree and hanging styles, incorporate horn-type enclosures ranging from 18 to 48 inches in length and utilizing six-inch coaxial drivers.

Ariola Builds New Disk Import Links

GUETERSLOH, Westphalia — Ariola has formed an import subsidiary, Ariola World Import (AWI), which will forge business links with leading world diskeries.

Among concerns with which AWI is negotiating agreements are Fonit - Cetra (Italy), Barclay (France), and Hispa-Vox (Spain).

Ariola soon will offer albums of Cetra operas as one of the first products of AWI.

Ariola has just appointed Hans Roth, program director of the Hessian State radio, as its chief producer.

ARD Meet Set For Nov. 21

NEW YORK — The Association of Record Dealers of New York and New Jersey chapter of SORD, has set its next meeting for Tuesday evening (21) at the Park Sheraton Hotel here.

Lou Shapiro, who is secretary-treasurer of both ARD and the national body of SORD, made a vigorous appeal last week for the attendance of all record dealers in the area.

This will be the first meeting of the association under the helm of newly elected President, Mickey Gensler. It is expected that there will be considerable discussion on the 49-cent single recently announced by RCA Victor to appear on the Groove label.

'Biscuits' Passed by Atco

NEW YORK — Atco Records (Atlantic's subsidiary label) has taken over national distribution of "Burnt Biscuits" by the Triumphs on Volt Records—Atco feeling that the disk is getting action in the South.

Volt is owned by Jim Stewart of Memphis. "Burnt Biscuits," will remain on the Volt label although distributed by Atco.

BEST SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers, based on results of a month-long study using personal interviews with a representative national cross-section of record-phono dealers.

The percentage figure shown for each brand is its share of the total number of weighted points derived from all dealer responses.

PHONOS LISTINGS BETWEEN \$151 & \$200

Table with 4 columns: Position This Issue, Position 8/14/61 Issue, Brand, % of Total Points. Lists brands like Magnavox, RCA Victor, Motorola, Voice of Music, Curtis-Mathes, Zenith, Stromberg-Carlson, Webcor, and Others.

DISK DEALS FOR DEALERS

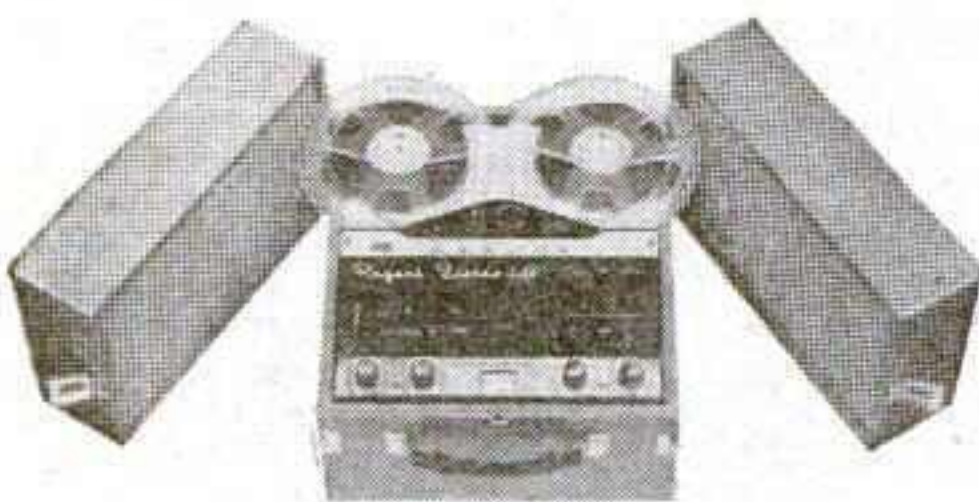
A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms.

- List of promotional deals including COLOSSEUM, PACIFIC JAZZ-WORLD PACIFIC, ATLANTIC-ATCO, KAPP, LIBERTY, WONDERLAND, ABC-PARAMOUNT, ARGO, PRESTIGE, CAPITOL-ANGEL, CAPITOL, MERCURY, PETER PAN, TIME, MONITOR, and CONCERT-DISC.



this little black box is money in your bank!

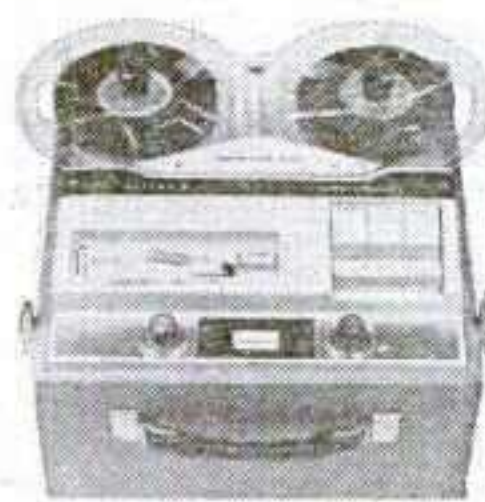
Webcor's new Slide Synchronizer—the brain that synchronizes voice and vision—advances slides on most remote control slide projectors—in sync with any of these 1962 Webcor tape recorders:



REGENT STEREO-LITE—2208
Stereo tape playback



ROYALITE III—2201
Stereo-equipped



REGENT II—2205
Hi-Fi feature-loaded



Even the new \$99.95 COMPACT DE LUXE 2202 is equipped with a slide synchronizer jack.

WEBCOR IS BUILT with an ear to your future



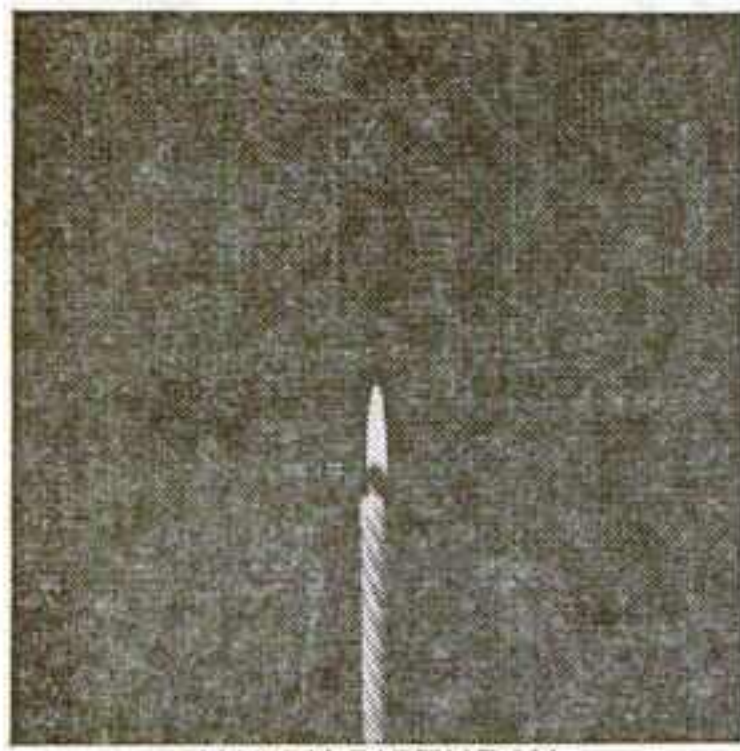
VISCOUNT—2203
Hi-Fi record-playback



REGENT CORONET—2207
Stereo record/playback

CALL YOUR WEBCOR DISTRIBUTOR TODAY!

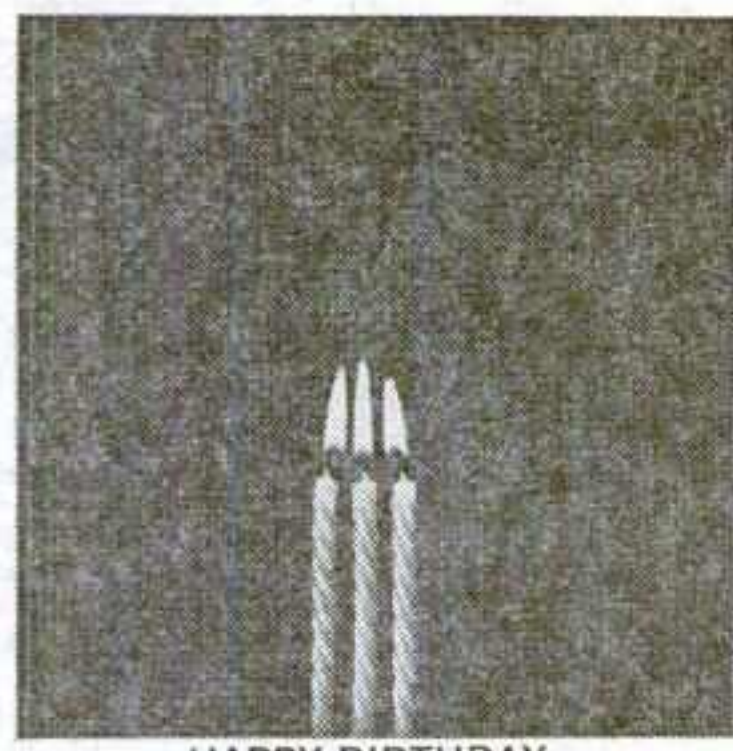
WEBCOR, INC., CHICAGO, ILL. TAPE RECORDERS, PORTABLE AND CONSOLE FONOGRAPHS, RADIOS, COMPONENTS, DORMEYER APPLIANCES AND POWER TOOLS.



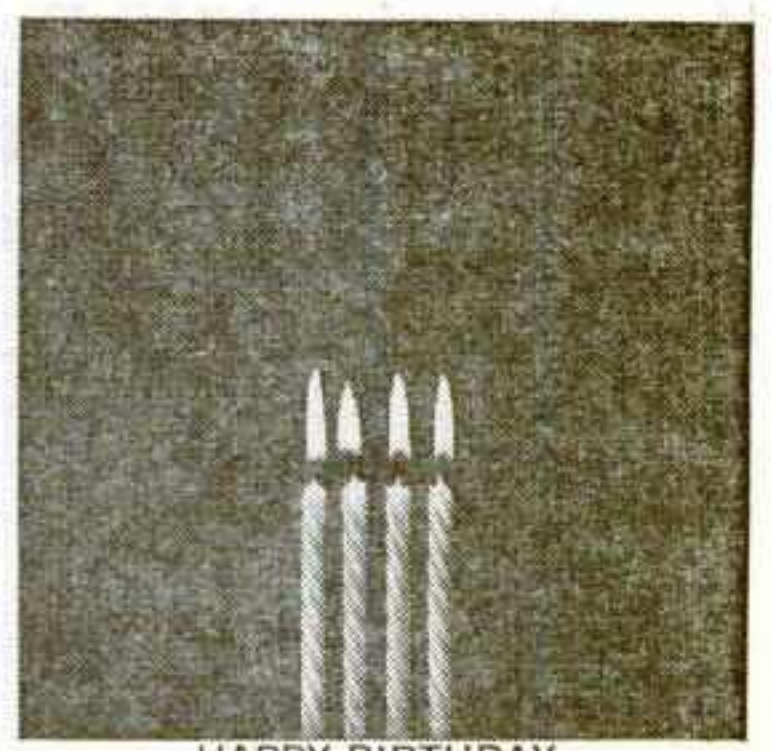
HAPPY BIRTHDAY



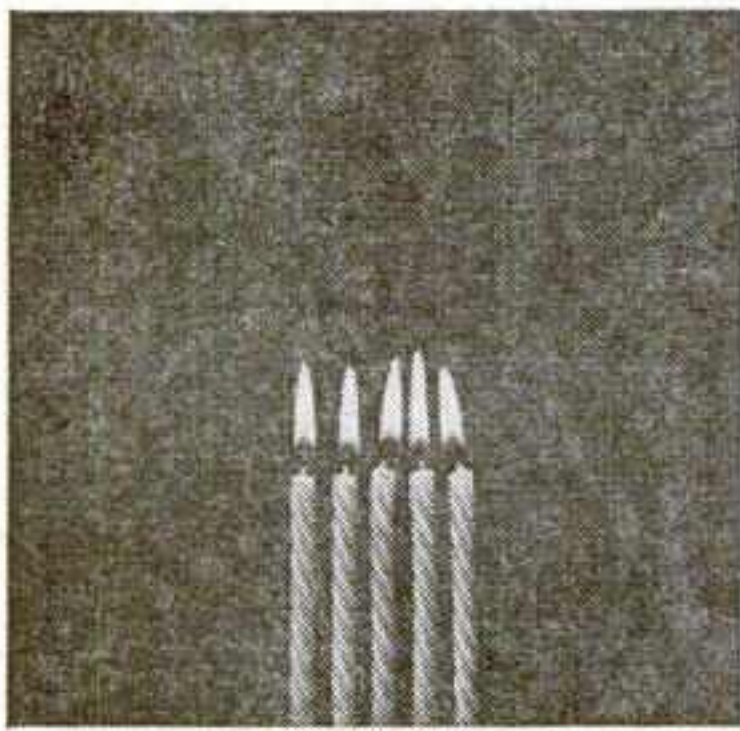
HAPPY BIRTHDAY



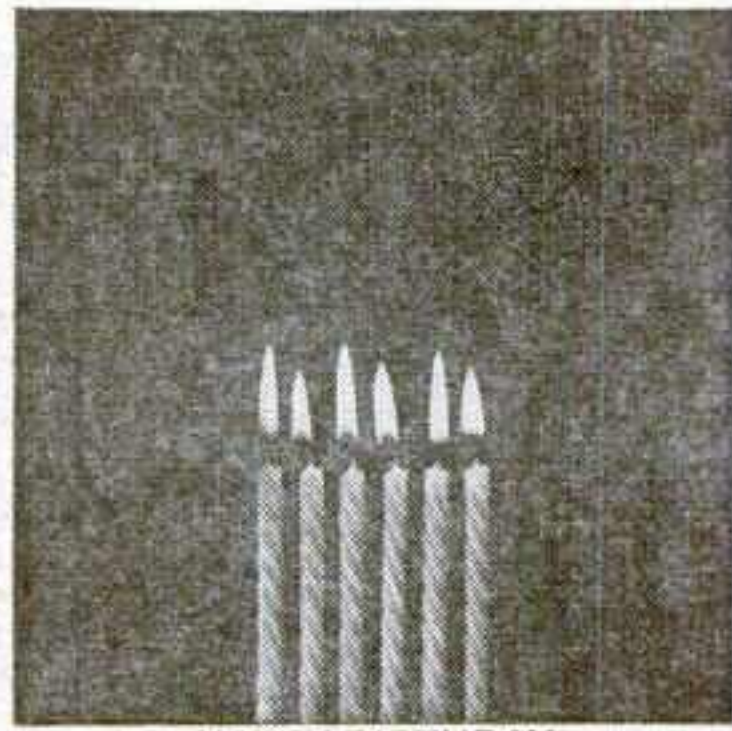
HAPPY BIRTHDAY



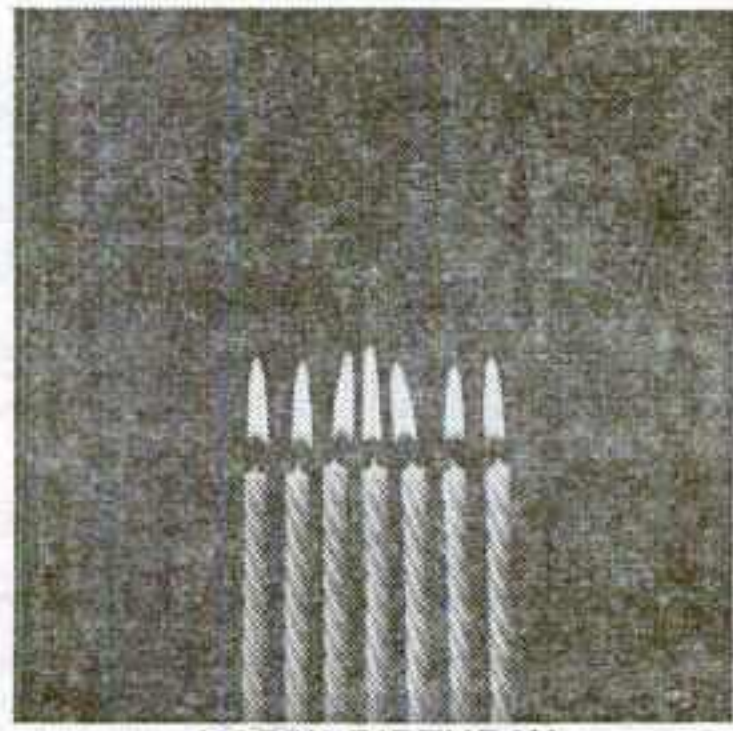
HAPPY BIRTHDAY



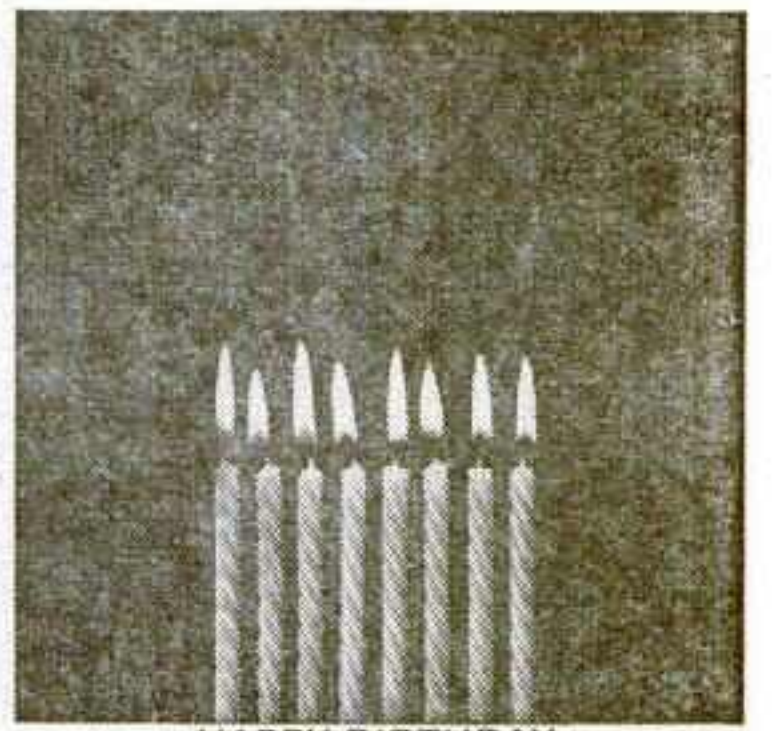
HAPPY BIRTHDAY



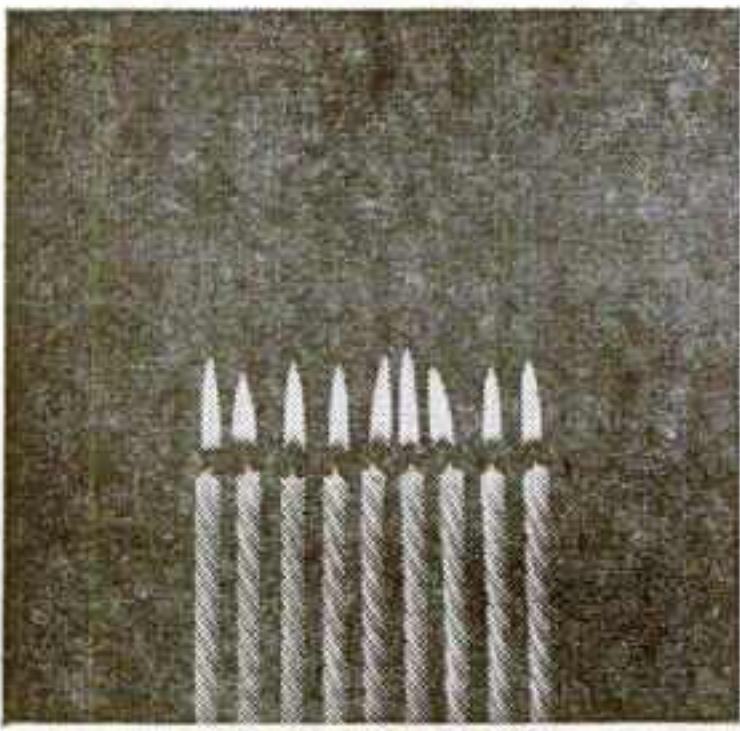
HAPPY BIRTHDAY



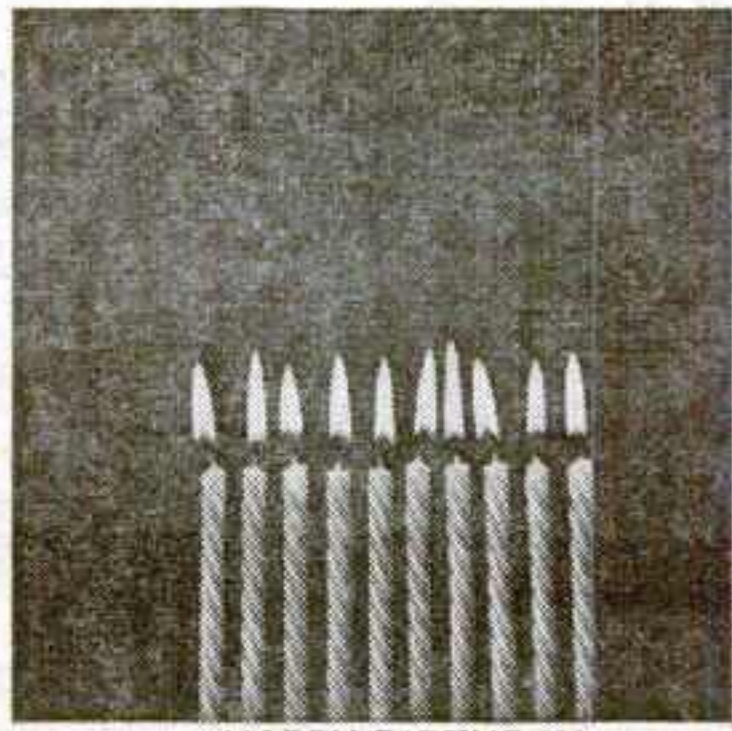
HAPPY BIRTHDAY



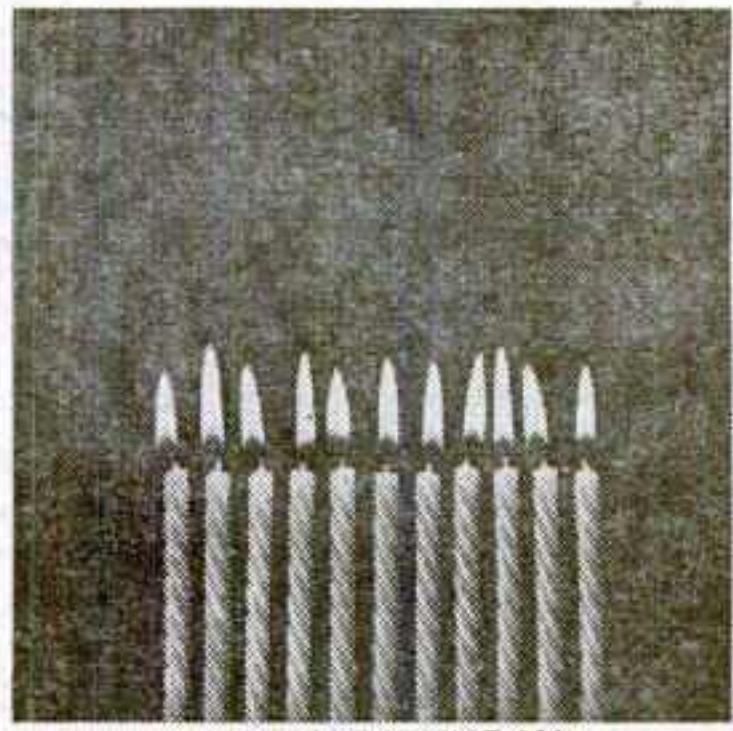
HAPPY BIRTHDAY



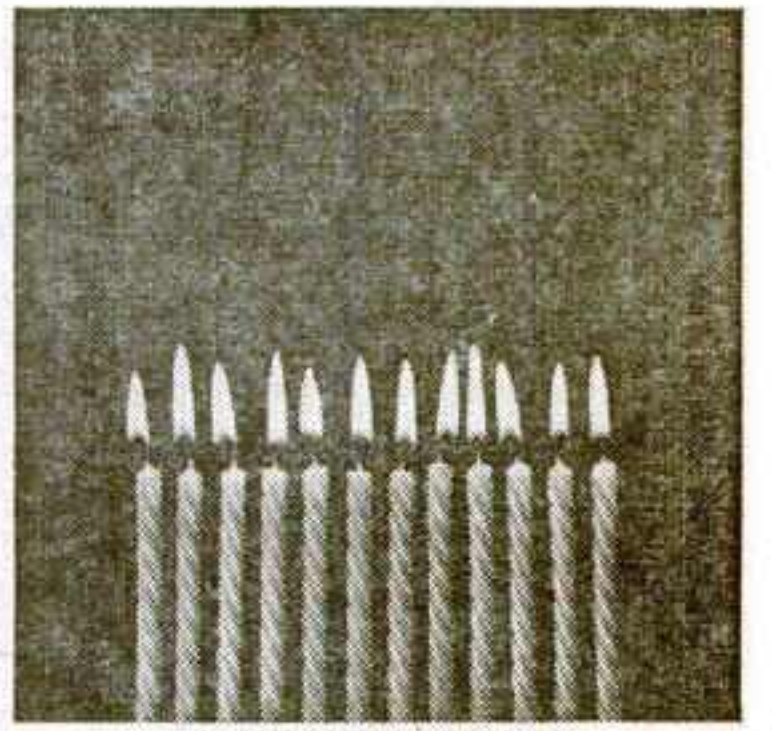
HAPPY BIRTHDAY



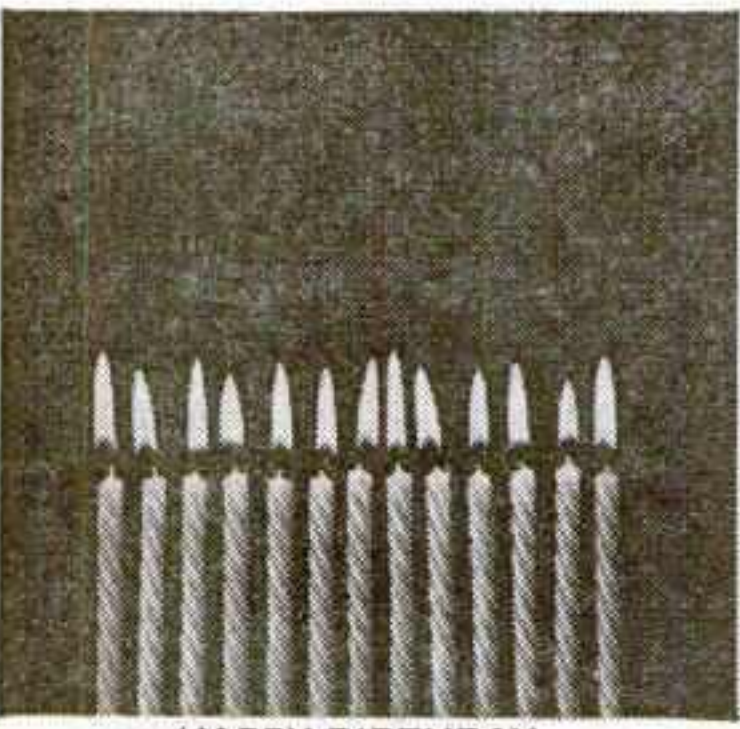
HAPPY BIRTHDAY



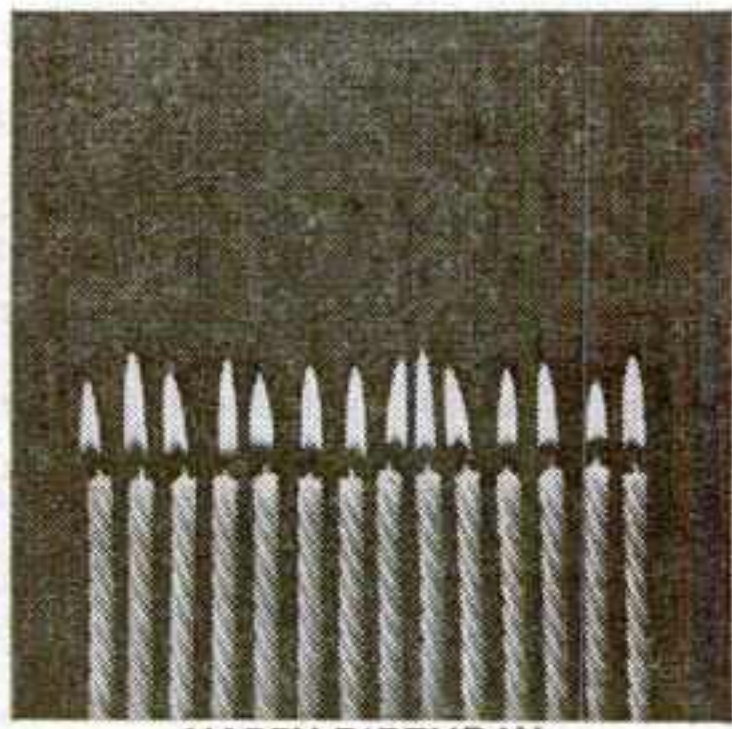
HAPPY BIRTHDAY



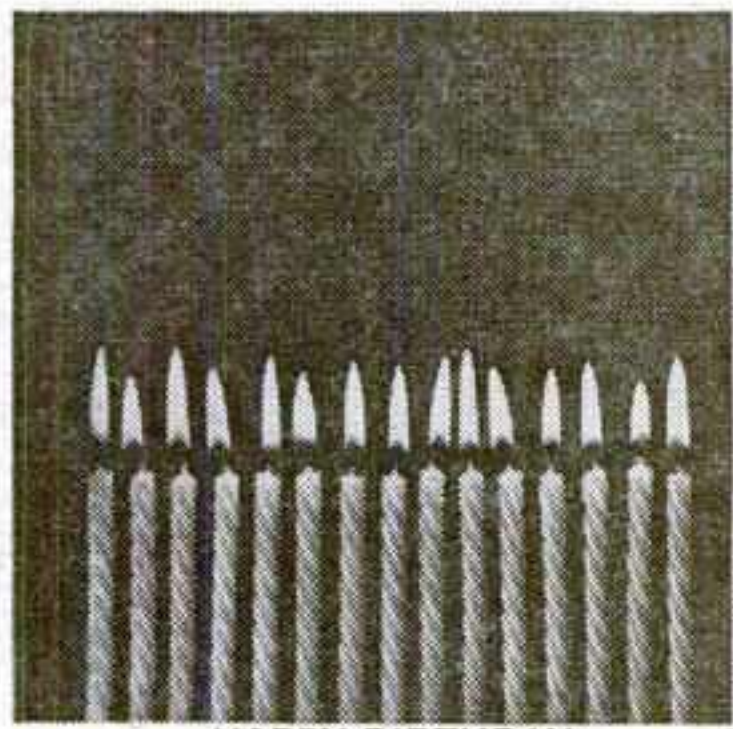
HAPPY BIRTHDAY



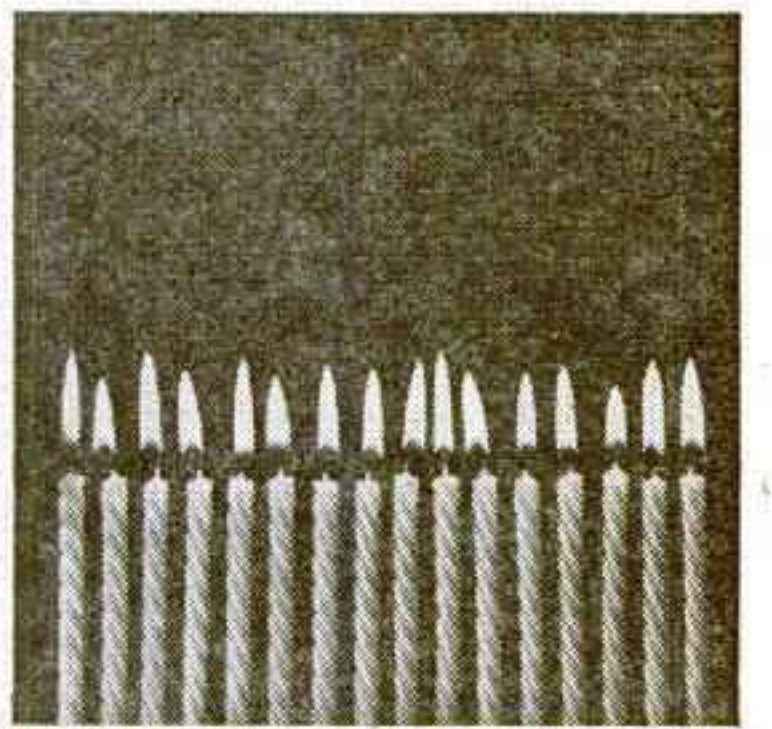
HAPPY BIRTHDAY



HAPPY BIRTHDAY



HAPPY BIRTHDAY



"HAPPY BIRTHDAY SWEET SIXTEEN"

NO. 7957

NEIL SEDAKA

PRODUCED BY NEVINS-KIRSHNER

STOCK UP NOW



RCA VICTOR
THE MOST TRUSTED NAME IN SOUND

ITALY

San Remo Festival Receives New Face

By SAM'L STEINMAN
Piazza San Anselmo 1, Rome

A new face has been given to the 12th San Remo Festival which will take place February 8, 9 and 10, with winners to be announced on February 18 after a repetition of the nationwide lottery-pool known as Votofestival.

Songs may be submitted until November 30 with a remittance of

\$16 — instead of \$24—with each number. Two juries of eight men each will vote. All those receiving half of the nominations will be presented to two additional juries of eight, each of whom will make their choices on a 1 to 30 basis. The top 14 will enter the event along with 10 other songs by the six composers and four lyricists whose works have been most successful

in the past 11 editions of festival. Beginning in 1963, these 10 places will go to the top 10 of the previous year's event. Each entry admitted must pay an additional \$240. Each disk house is limited to one artist in the semi-finals, while those houses which have a multiplicity of labels will be limited to six names as a maximum. Because of a difference over the new rules, Ezio Raedelli, director in 1960 and 1961, has resigned.

While RAI has announced that it will only telecast the final night, a change in heart is possible because "Canzonissima," the RAI effort to establish a TV substitute for San Remo, has flopped more than any other program of past years.

RAI's Channel 2 on UHF is now
(Continued on page 42)

GERMANY

Dorothy Dandridge Show Making W. German Tour

By JIMMY JUNGERMANN
102 Ismaninger Street, Munich 27

The newly formed Dorothy Dandridge show will start in West Germany December 1. Scheduled are a TV performance, a tour of seven German towns (among them Munich, Berlin, Hamburg, Frankfurt and Wiesbaden). The show will be accompanied in Germany by Munich's Max Greger big band. After Germany the show will tour other cities in Europe.

Through a special request from Connie Francis, Polydor producer Gerhard Mendelson recorded the German version of her new hit "Too Many Rules" with the German lyrics "Das Ist Zu Viel." The flip side offers "Eine Insel Fur Zwei" by Charlie Niessen.

Publishing News
Peter Lach now runs the Capriccio firm. This publishing house has two hits in the charts: "Blue Sea" by the Blue Diamonds, and "My Bonny" with Ria Valk, a top star in Holland and Belgium. Maria Zamora offers a new version of the standard "La Cucaracha," another Capriccio tune, on the Philips label.

Covers
Radio Luxemburg's Silver Hit "Johnny, Nimm Das Heimweh Mit," published by Melodie Der Welt, has four versions on the market: Gina Dobra on Polydor, Lys Assia on Telefunken, Linda Corell on Ariola, and Hannelore Cremer on Polydor.

By BRIGITTE KEEB
Music Editor Automaten-Markt

Composer Manos Hadjidakis (Never on Sunday), who has his big follow-up hit with "Weiss Rosen aus Athen" by Nana Mouskouri on Philips here, visited his German publisher, Peter Schaeffers, in Berlin. Talks dealt with next year's record and film production.

Bob Weiss of Warner Bros. looked in at Rolf Budde's and other music publishers during his short German trip at the end of October. With Teldec, distributor of the label here, he discussed a special publicity campaign for Connie Stevens in connection with the motion picture "Fanny." Miss Stevens is supposed to appear for a second time on German TV in January next year.

New Label

As reported earlier, Tempo Records of Munich, a 30-year manufacturer, prepared a regular-priced label, sold at the usual German single price of DM 4. Deliver will be started November 15. The new label, named Osca, will open with five singles offering original compositions. Among the first recordings, are English songstress Maureen Rene, trumpeter Charly Tabor, and some of the most successful artists on the Tempo label. Two waxings with hit chances in Germany as well as internationally are "Dankeschon und Aufwiedersehen" by Maureen Rene and an outstanding instrumental, "Arizona Melodie," by Charly Tabor.

Reprise in Germany
Frank Sinatra's Reprise label is now available in Germany, on Ariola. Managing Director Luft Wellnitz signed a contract with Sinatra's representative, Morris Ostin, for distribution of Reprise by Ariola.

MEXICO

Conde Touring Latin Nations

By OTTO MAYER-SERRA

RCA's newly appointed Latin American a.&r. director Mariano Rivera Conde left last Wednesday (8) for Sao Paolo and Rio de Janeiro. On Tuesday (14) he will arrive in Buenos Aires. Beginning in January, he will explore for six months the artistic possibilities and the public taste in most of South American countries. One of his chief tasks will be to promote the leading artists of one country in all the others and help RCA's Latin American affiliates to exploit all the possibilities of their big Latin catalog.

On November 28 Rivera Conde will be back in New York, and December 2 he flies to Rome, where he has been invited by RCA Italiana to attend the opening of the new studios of the company. Before Christmas he returns to Mexico, where he holds his position as vice-president of RCA Mexicana.

NORWAY

Proton New Verve Distrib

By ESPEN ERIKSEN
Verdens Gang, Akersgaten 34, Oslo

Beginning this month, Proton A/S took over the rights of representing Verve in Norway. In Central Europe MGM is represented by Deutsche Grammophon Gesellschaft, and this German company had Verve rights for Germany and Scandinavia. Iversen & Frogg represents MGM in Norway. Verve was represented by Egil Monn Iversen.

Talent Record
The talent competition that Iversen & Frogg arranged with an Oslo newspaper has brought three new singers to the Norwegian platter market. The first of them has had his own record, "Ekteskapsvisa" (Song of Marriage) c/w "Hankatten Peder" (Peder the Male Cat), written and sung by Wilfred Aanerud on Columbia. Aanerud is by trade a bricklayer.

Another new singer, a young girl by the name of Else Marie Vetland, sings on Triola.

Biggest selling Norwegian record this week seems to be "Marianna" and "Fjerne land" by the Key Brothers on Triola. The tunes are translated from German.

The UA record "Michael" by the Highwaymen is selling miles ahead of any other record in Norway these days. The disk draws from two segments of the public, first the ordinary teen-ager buying the Radio Luxemburg hits, and second from the public that ordinary buys religious records.

AUSTRALIA

'Kissin' Time' Gets Australian Lyric

By GEORGE HILDER
19 Todman Ave., Sydney

E.M.I. are rush-releasing a new version of Bobby Rydell singing "Kissin' Time." References to the American cities in the song have been changed to the Australian scene—"They're Kissin' in Sydney, Perth and Melbourne too." As the original version was never released here, this new arrangement with an Australian flavor is sure to be a hit.

Publishing
Leeds Music has acquired from
(Continued on page 42)

INTERNATIONAL BUYERS & SELLERS EXCHANGE

A convenient international directory of companies now offering their experience, facilities and services for the sale, distribution, exploitation or manufacture of products in the music and phonograph record field.

ARGENTINA

SICAMERICANA S.A.
Is proud to announce it has been selected to distribute
REPRISE RECORDS
in
ARGENTINA
Santiago del Estero 1460
Buenos Aires

ENGLAND

1,000,000 Copies sold of this great French hit:
IF MY HEART WAS A SHIP
U.S.A. Contact: Sonny Cox,
Peter Maurice Music Co.
1619 Broadway, N. Y. 19
ENGLAND Contact: Jimmy Phillips,
KPM Music,
21 Denmark Street,
London, W.C.2.

UNITED STATES

CARILLON RECORDS
Specializing in Recordings
..... of
AMERICA'S FINEST COLLEGE SINGING GROUPS
..... and
THE YALE SERIES OF RECORDED POETS
.....
SEEKS DISTRIBUTION THROUGHOUT THE WORLD
FOR COMPLETE CATALOG AND DETAILS WRITE
CARILLON RECORDS
520 FIFTH AVENUE
NEW YORK 36, N. Y.

ENGLAND

SILVER DOLLAR (Strict Tempo) DISKS present
New EP Releases Used and Recommended by Dancing Teachers All Over The World • Ideal Dancing Tempo • World Famous Melodies • Crystal Clear Rhythm
SD 3911 LET YOURSELF GO (Selection of Quicksteps Includes: Fascinating Rhythm, Whispering)
SD 3912 DANCING WITH TEARS IN MY EYES (Selection of Waltzes includes Charmaine, Anniversary Waltz)
SD 3913 THE VERY THOUGHT OF YOU (Selection of Slow Fox Trots includes: Deep Purple, Fools Rush In)
SD 3914 THE "STANDARD" 4 (Liebesraum (Waltz); You'll Never Know, I'll Get By (Slow Fox Trot); Canto de la Punta (Tango); It's D'lovely (Quick Step). ERNEST WILSON with Bass & Drums
DISTRIBUTION: U.S.A.: Amesay Trading Co., Inc., 55 Broadway, New York City 6; DENMARK: Hartkops Musikforlag, Fredericiagade 16, Copenhagen; HOLLAND: Delta Record Co., Korte Prinsengracht 48, Amsterdam; BELGIUM: Sobedi, 20 Boulevard Maurice Lemonnier, Bruxelles; GREAT BRITAIN: Keith Prowse & Co., Ltd., 6 Woodstock St., London W. 1. (EXPORT)
SILVER DOLLAR RECORDS, LTD.
12 Sternhold Avenue
London S.W. 2, England

STRICT TEMPO NEWS STOP PRESS!!!

LONDON BALLROOM DANCING TIMES SELECTS SILVER DOLLAR DISK SD 3914 AS NOVEMBER "RECORD OF THE MONTH"—OFFICIAL.

BRITISH COMPANY REQUIRE
Master Tapes for Lease in England & Commonwealth
Guaranteed Promotion and Distribution.
ZODIAC RECORD ORG., LTD.
19 Gerrard St., London W. 1, England

ITALY

DECCA DISCHI ITALIA
Is proud of being the sole distributor for Italy of the great hits by
PAT BOONE
THE CHAMPS
DUANE EDDY
ROGER WILLIAMS
ROY ORBISON
LAWRENCE WELK
DEL SHANNON
Via Brisa, 3
MILAN, ITALY

SWEDEN

Experienced Publishers all over the world place their big hits with
GEHRMANS
Prominent Publishers of Pop Music in Scandinavia for over 50 years!
Carl Gehrman Musikforlag
Vasagatan 46—PO 505 B
Stockholm 1, Sweden

RECORDS FOR EXPORT
All American brands combined in one shipment.
ELTRON EXPORT COMPANY
122 Broadstreet, New York 4, New York

LEADING SPECIALIZED EXPORTER OF Records and Tape offers all brands at competitive prices. Fast delivery. Efficient service. Albert Schultz, Inc., 116 W. 14 St., New York 4, N. Y.

EXCLUSIVE DISTRIBUTOR LOW-PRICED LP lines anxious to develop sales with serious well-financed importers. Harbor Record Export, 8701 Shore Road, Brooklyn, New York.

You can reach the U. S. and World-Wide Music-Record Markets regularly, effectively and at very low cost in these columns. For information, contact:

- AUSTRALIA: Brian Nebenzahl P. O. Box 418, North Sydney
- BELGIUM: Jan Torfs Stuijvenbergvaart 37, Mechelen
- HONG KONG: Carl Myatt 44 Mt. Kellest Road, The Peak
- ITALY: Dr. Mario de Luigi Via Carducci 8, Milan
- MEXICO: Dr. Otto Mayer-Serra Apartado 8688, Mexico City
- PHILIPPINES: Luis Ma Trinidad 264 Escolta, Manila
- PUERTO RICO: Anthony Contreras 26 Gertrudis St., Santurce
- SPAIN: Jose Maya Cea Bermudez 74, Madrid or U. S. A.: Frank Luppino Jr. Billboard Music Week 1564 Broadway, N. Y. C. 36

IN ENGLAND Advertise in the NEW MUSICAL EXPRESS
to reach your best record buyers
For information, write
NEW MUSICAL EXPRESS
23 Denmark Street
London, W.C. 2, England

**"WHEN I FALL IN LOVE" AND "SMILE"
#4658 IS THE GREAT NEW RECORD
BY THE LETTERMEN. IT'S A SURE-FIRE
FOLLOW-UP TO THEIR FIRST-CLASS HIT
"THE WAY YOU LOOK TONIGHT."**



AUSTRALIA

Firms Seek Disk Slump Answer

By GEORGE HILDER
19 Todman Ave., Sydney

In common with the Northern States, record sales in Victoria and Tasmania have been depressed for the period of July, 1960 through to June, 1961. Caused undoubtedly by the Australian Government's fixed policy in the control of credit, the slump in sales of records has caused many problems for record companies.

Staff reductions and reduced release schedules have been the chief means used to reduce expenditure as turnover came down. Several new ideas have appeared—notably an attempt by Mercury Records to revitalize the singles market by introducing the low price Wing label which retails at approximately 33 1/3 per cent less than the singles of other companies, including their own Mercury label. It will be interesting to see whether this drastic price cut will help after a period of time has allowed the range to become accepted.

Perhaps the better idea was to provide the youngsters with 100 per cent more music on a single for the same price—this was done by W&G who released "4 On 1 Super Disc" in September. Initial response by teen-agers to Johnny Chester's "4 On 1" disk has been extremely encouraging according to W&G sales chief Marty Angus. Sales by record companies of

cut-out disks have been a feature in record stores this year, two periods—March and October have been set aside for this purpose and both dealers and record companies have made full use of these periods to clear their stocks of "slow moving" lines.

Disk Business

W&G announced that they are handling the distribution in Victoria of the famous Italian labels Cetra, Fonit and C.G.D. These disks are released in Australia by Minstrel Records Company of Sydney and the initial response to W&G's campaign has already been terrific; distribution commenced at the beginning of October.

Local recording of interest from Melbourne and perhaps the largest Australian recording project yet undertaken is the EMI diskings of the Australian Cast album of "Sound of Music," starring June Bronhill and Peter Graves. The W&G Custom Pressing and Recording Department is handling the on-location recording of this musical for EMI.

Business has commenced to pick up following the end-of-year period (30th June) and it is expected throughout the trade that the next few months through to Christmas should bring good sales to all companies.

The Coronet (Columbia) Record Club began earlier in the year, but was forced to soft pedal its activities pending the settlement of dealer problems—is now operating once again under the banner of the Australian Record Club.

The W&G group began activities in the music publishing field with its Woomera Music Pty. Ltd. Concentrating on Australian items, its initial sheet of "One Small Photograph" has developed into a promising standard.

New Records

The Australian Record Company have acquired the rights to release Musicor's "Your Ma Said You Cried in Your Sleep Last Night" sung by Kenny Dino. It will be released on the United Artists label in Australia. . . . Belinda Music announced that Aaron Schroeder is to write songs especially for Australian artists. . . . Copies of the work of Col Joye, Tony Brady, Johnny Devlin, Noelene Batley and Johnny O'Keefe were forwarded to Mr. Schroeder and he was so impressed by the records that he decided "to render a special service to Aussie artists." This promises to solve the problem of singers who have always found great difficulty in finding the right material to record.

DENMARK

Jazz & Pop At Radio Hall

By ARNE HANSEN
11 Malerbakken, Holte.

A commercial radio station here, Radio Mercur, is not impressed by the steps taken by the government to have it prohibited, but shows a lot of activity. On its second birthday in September the station bought the doomed Scala Theater in Copenhagen for studio and concert purpose and named it Radio Mercur City.

So far the Modern Jazz Quartet, teen-age idol Cliff Richard and the Dave Brubeck Quartet have appeared in the hall.

Danish State Radio shows activity on other grounds. In consequence of the frequent criticism in the press of the low standard of pop records played on the air, the State radio has requested the flower of Danish poets-authors and composers of serious music to participate in a pop melody contest. The finals will take place around Christmas. Whether this contest will set perceptible changes in common taste is a big question, but long hair contributions to the pop field is of course awaited with much curiosity by the Danish record companies.

Some days ago American teen-age idol Fabian was in Copenhagen, but the visit went somehow unnoticed. Offers from Danish radio and TV, which just can't afford large fees, had been turned down. If only top stars and their managers would try to realize that a reduction of normal fee might be prudent in small countries. Denmark has a population of only four and a half million people, but one-half million are teen-agers!

Mexican, Spanish Music Meet Topic

NEW YORK — The recording and music publishing business in Spain and Mexico will be the topic up for discussion at the International Record Men's Club's luncheon meet here Tuesday (28).

Speaker will be Fred J. Reiter, who represents Hispavox of Spain and Gamma of Mexico, and is also active in U. S. publishing.

A special advisory board is now being formed by the IRMC and members will be announced at the forthcoming meet. Reservations for the luncheon should be made through Chairman Walter Hofer or Vice-Chairman Sidney Shemel.

FRANCE

All of France Cries: 'Vive Le Twist'

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

The twist has completely conquered the French disk buyer and the record business. Twist records are getting strong play over the radio stations and every new record tries to display the twist label as if it were a sure media to sell the record.

Ricordi's Golden Guitars have come out with the 45th cover version.

The rock and roll craze is getting so big that Le Bal Tabarin, which in the old days was the temple of French Can Can, is now completely given up to rock and roll performers.

Tangos Too

But despite that rock and roll fad, Editions Tutti has successfully launched two tangos which are getting strong action.

Jean Pierard expects to have a

big success with the French version of Simeone's "The Song of the Promised Land" which is the object of a joint promotional campaign by Philips and Polydor Records. The tune already has five cover versions.

Distribution

Sinfonia, a record retail shop on the Champs Elysees, announces that they are the exclusive distributor for Candid Records.

Talent Tours

Norman Granz, in co-operation with Paris Jazz Concert and Europe No. 1, presents at the Olympia Theater, November 18, two concerts by Dizzy Gillespie and John Coltrane. For this occasion, Barclay released "My Favorite Things" by John Coltrane (from Atlantic) and "Gillespiana" by Dizzy Gillespie (from Verve).

NEW ZEALAND

Richard Misses Fans But Is SRO

By FRED GEBBIE
Box 5051, Auckland, N. Z.

What was possibly the biggest reception and welcome ever accorded an overseas visitor went unnoticed by visiting English pop singer Cliff Richard. Cliff was whisked away by the local police through the airport baggage room and missed not only 4,000 odd fans, but also welcoming parties from EMI, and a Maori Concert Party. All four concerts in Auckland were complete sellouts and drew good press notices. EMI staged a party for Cliff and his touring friends after his show on Monday night. All record retailers in the city were there including the biggest man in radio, Selwyn Toogood. . . . HMV's Reg Johanson flew up from Wellington to attend. Unlike Richard's success, Lonnie Donegan, also on tour here, has found it rather different from his last tour. Houses haven't been too good and record sales of his latest disks are below expectations.

Disk Shorts

Coronet will shortly release the original sound track of "The Sound of Music." Also new from Coronet are Wayne and Shuster's "Selected Short Subjects," the Brothers Four doing "Roamin'," and Doris Day's "Bright and Sunny."

HOLLAND

Argentinians Hot in Holland

By HEMMY J. S. WAPPEROM
Editor Platennieuws
P. O. Box 43, Amersfoort

The vocal instrumental quartet Los Fronterizos—one of the top names in records in Argentina—made a sensational debut at the Grand Gala Du Disque. At this event, and later for the second time on October 21, they were heard and seen on the Dutch TV. These boys, whose recordings come out on the Philips label, are getting more popular day by day. Their first Philips EP was released here a few days ago.

Los Cinco Latinos, also from Argentina, Fontana artists, were presented with a gold record by the managing director of Philips Records in Spain. Holland is hoping to welcome this ensemble before too long. . . . British Fontana singer Cleo Laine, wife of band leader Johnny Dankworth, made a successful second appearance on Dutch TV on October 27. Her recording of "You'll Answer Me" is high in the British charts. Cleo is Britain's "first lady of jazz" and this is her first pop success, just released in Holland on the Fontana label.

ARGENTINA

Spreading Brazilian Music

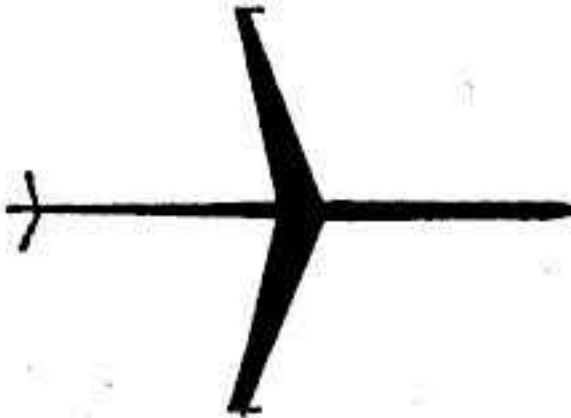
By RUBEN MACHADO
Lavelle 1/83, Buenos Aires

Booker Pittman, saxophonist who was in Count Basie's orchestra years ago, has performed with great success in Buenos Aires. Pittman's residence is now in Brazil.

A plan to spread Brazilian Music has been set by Jose Escatena, president of the Brazilian Recording Company, RGE, who stayed a week in Buenos Aires. Escatena intends to collaborate in the solution of problems between the Brazilian Recording Companies and the Argentina Society of Authors, whose repertory is not recorded by the labels of that country.

The "Concierto Espectacular," a digest of 10 LP's which include music of all kinds, have been released by RCA and is scoring good sales. . . . In a few days the most modern studio for stereo recording in South America by Columbia Records will be finished.

jet plane delivery



brings this complete issue of Billboard Music Week to Western Europe—and most other parts of the world—at the same time American readers are receiving their copies. Two and a half times more International readers are getting the vital news of world-wide music events from this issue than from all other U. S. music trade publications combined.

For full information how you can receive Billboard Music Week promptly each week—at new low cost—use coupon attached.

BILLBOARD THE INTERNATIONAL COMMUNICATIONS
MUSIC WEEK CENTER OF THE MUSIC INDUSTRY

Circulation Manager
Billboard Music Week
1564 Broadway
New York 36, N. Y.
U. S. A.

Please tell me the new, low-cost one (1) year subscription fee to Billboard Music Week for the next 52 weeks via jet air-mail. Include instructions how I easily can pay for my subscription—locally—in my own currency.

Name (please print)

home

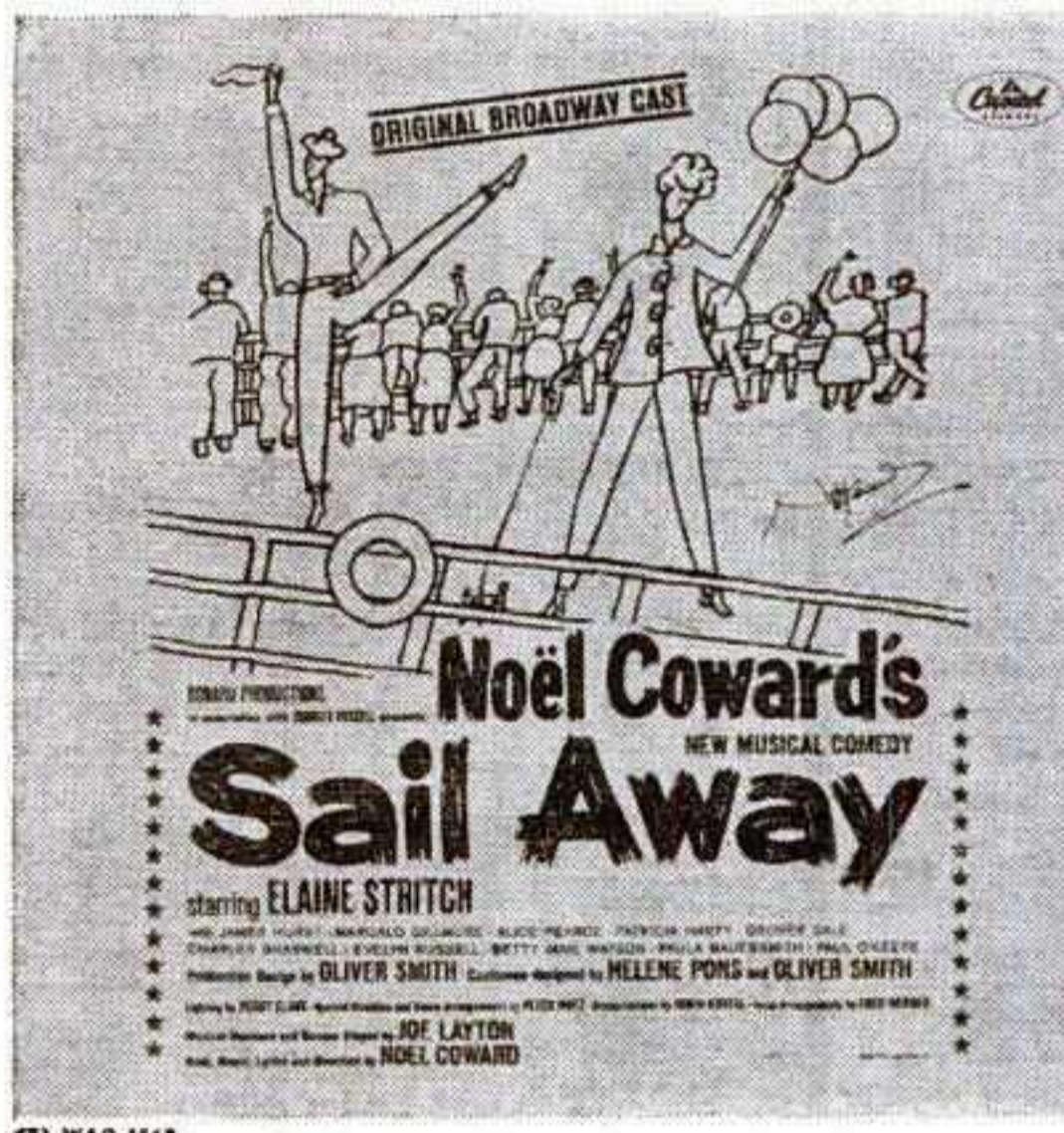
Address: business

City Country

My Business Is

CAPITOL RECORDS SHOW ALBUM PROGRAM

BUY TEN, GET ONE FREE!



(E) WAO-1643



(E) T-1608



(E) W-740

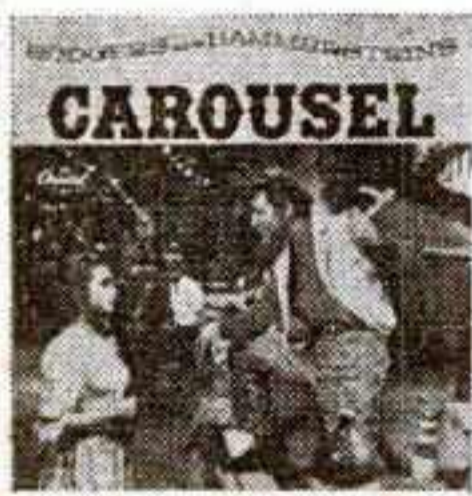


(E) WAO-999

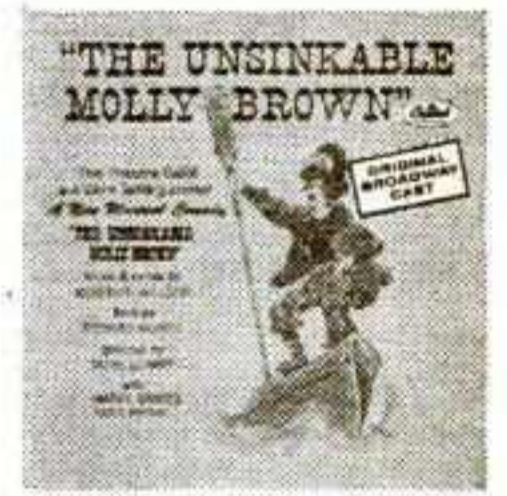


(E) WAO-595

BUY TEN, GET TWO FREE!



(E) W-894



(E) WAO-1509



(E) W-750



(D) W-812



(E) W-1301



(E) WAO-1321



(E) W-1435



(E) WAO-1492



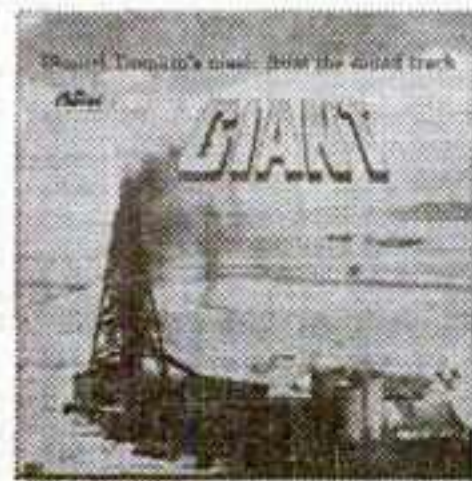
W-918



W-908



(E) WAO-1269



W-778



(E) TAO-1287



CAPITOL RECORDS, INC.

CONTROLLED 100% EXCHANGE. DEFERRED BILLING. SEE YOUR CRDC REPRESENTATIVE FOR DETAILS.

ALBUM PROGRAMMING & BUYING GUIDE

TOP LP's BY CATEGORY

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

VOCAL LP's		TITLE (Label)		(Stereo) Mono	Top LP Rank
Title (Label)	(Stereo) Mono	Title (Label)	(Stereo) Mono	Top LP Rank	Top LP Rank
Male Vocalists					
All the Way (Cap)	115	Mr. Lucky Goes Latin (RCA)			131
Paul Anka Sings His Big 15 (ABC)	38	● MUCHO GUSTO (COL)		(43)	
● PAUL ANKA SINGS HIS BIG 15, VOL. II (ABC)	107	● NEW PIANO IN TOWN (RCA)		(49)	61
Belafonte at Carnegie Hall (RCA)	(10) 21	Orange Blossom Special and Wheels (Dot)			142
● BOLL WEEVIL SONG AND 11 OTHER GREAT HITS (MER)	123	Piano Forte (RCA)			120
Come Swing With Me (Cap)	(42) 45	● SATIN AFFAIR (CAP)			89
Bobby Darin Story (Atco)	39	Say It With Music (Col)			139
Heavenly (Col)	67	Sixty Years of Music America Loves Best, Vol. III (Popular) (RCA)			13
● HELL BENT FOR LEATHER (COL)	87	Somebody Loves Me (Col)		(28)	53
● HITS OF THE ROCKIN' 50's (LIB)	83	● SONGS OF THE SOARING 60's (KAPP)			83
Buddy Holly Story (Cap)	111	Stars for a Summer Night (Col)		(6)	10
Hymns (Cap)	94	● TOUCH OF ELEGANCE, A (COL)			148
● I REMEMBER TOMMY (REPRISE)	50	Yellow Bird (Life)		(38)	103
Johnny's Greatest Hits (Col)	34	Yellow Bird (Dot)		(7)	17
Johnny's Moods (Col)	98	Yellow Bird (Kapp)			146
Jump Up Calypso (RCA)	(16) 5	Jazz			
Love Swings (Atco)	149	Ray Charles and Betty Carter (ABC)			58
Moody River (Dot)	108	● MILES DAVIS IN PERSON, FRIDAY NIGHT AT THE BLACKHAWK, SAN FRANCISCO, VOL. I (COL)			119
● MY KIND OF GIRL (WARWICK)	88	Dreamstreet (ABC)			105
Nice 'n' Easy (Cap)	117	Exodus to Jazz (Vee Jay)		(24)	81
Portrait of Johnny (Col)	(12) 4	Pete Fountain's New Orleans (Cap)			118
Rick Is 21 (Imp)	78	Genius of Ray Charles (A&J)			109
Ring-A-Ding Ding (Rep)	74	Genius Plus Soul Equals Jazz (Impulse)			70
● JIMMY REED AT CARNEGIE HALL (VEE JAY)	77	● GENIUS SINGS THE BLUES (ATL)			130
● RYDELL AT THE COPA (CAMEO)	73	● HE'S THE KING (RCA)			68
Sinatra Swings (Rep)	(9) 23	Al Hirt, Greatest Horn in the World (RCA)		(47)	144
● SING TO ME, MR. C (RCA)	133	Time Out (Col)		(22)	8
Something for Everybody (RCA)	(37) 41	What'd I Say (A&J)			92
● WHOLE LOTTA FRANKIE (CHANCELLOR)	84	Teen Beat			
Female Vocalists					
All the Way (Dec)	33	Dance Till a Quarter to Three (LeGrand)			64
Basin St. East Proudly Presents Miss Peggy Lee (Cap)	121	● LET'S TWIST AGAIN (PARK)			86
Connie's Greatest Hits (MGM)	49	On the Rebound (RCA)			147
● ELLA IN HOLLYWOOD (VERVE)	99	Percussion and Sound			
Emotions (Dec)	143	● BIG BAND PERCUSSION (LON)		(33)	
● HE NEEDS ME (EVEREST)	126	● MELODY AND PERCUSSION FOR TWO PIANOS (LON)		(34)	128
● I HAVE DREAMED (COL)	150	● PASS IN REVIEW (LON)		(17)	
● I'M GLAD THERE IS YOU (EVEREST)	72	● PERCUSSION OOM PAH (LON)		(50)	
Judy at Carnegie Hall (Cap)	(1) 1	Persuasive Percussion, Vol. I (Com)			(23)
● NEVER ON SUNDAY (MGM)	26	Provocative Percussion, Vol. I (Com)			(39)
Roarin' 20's (WB)	54	● STEREO 35/MM (COM)		(2)	
● SPECIAL DELIVERY (RCA)	113	SHOW MUSIC			
● THIS LITTLE BOY OF MINE (EVEREST)	66	Original Cast			
● TIMI YURO (LIB)	132	Camelot (Col)		(4)	2
Duos and Groups					
● COLORFUL VENTURES, THE (DOLT)	125	Carnival (MGM)		(40)	24
Encore of Golden Hits (Mer)	43	Fiorello (Cap)			106
Four Preps on Campus (Cap)	(41) 28	Gypsy (Col)			137
Goin' Places (Cap)	(26) 35	Music Man (Cap)			80
Here We Go Again (Cap)	63	My Fair Lady (Col)		(36)	6
● HIGHWAYMEN (UA)	96	The Sound of Music (Col)		(3)	6
Kingston Trio (Cap)	59	South Pacific (Col)			32
● KINGSTON TRIO CLOSE UP (CAP)	(8) 7	Unsinkable Molly Brown (Cap)			129
● LIMELITERS (ELEKTRA)	(48) 56	West Side Story (Col)		(35)	37
Make Way (Cap)	134	Sound Track			
● SLIGHTLY FABULOUS LIMELITERS (RCA)	(31) 22	Ben-Hur (MGM)			110
Tonight in Person (RCA)	31	● BLUE HAWAII (RCA)		(32)	3
● VENTURES, THE (DOLT)	135	Exodus (RCA)		(14)	9
Choruses					
Fireside Sing Along With Mitch (Col)	51	● FANNY (WB)			141
Folk Song Sing Along With Mitch (Col)	127	G. I. Blues (RCA)		(44)	55
Happy Times Sing Along With Mitch (Col)	136	● THE GUNS OF NAVARONE (COL)			100
● HOLIDAY SING ALONG WITH MITCH (COL)	124	● KING OF KINGS (MGM)		(29)	
Memories Sing Along With Mitch (Col)	60	Never on Sunday (UA)		(5)	30
More Sing Along With Mitch (Col)	79	● PARENT TRAP (VISTA)			114
Saturday Night Sing Along With Mitch (Col)	69	● PARRISH (WB)			140
Sentimental Sing Along With Mitch (Col)	71	South Pacific (RCA)		(27)	116
Sing Along With Mitch (Col)	(15) 11	● WEST SIDE STORY (COL)		(45)	48
TV Sing Along With Mitch (Col)	(25) 16	Music From Musicals, Films and TV			
● YOUR REQUEST SING ALONG WITH MITCH (COL)	(13) 25	● BREAKFAST AT TIFFANY'S (RCA)		(30)	57
Mixed Voices					
Oldies But Goodies (OS)	44	Film Encores (Lon)			118
Oldies But Goodies, Vol. III (OS)	12	Great Motion Picture Themes (UA)		(18)	15
CLASSICAL & SEMI-CLASSICAL LP's					
● RODGERS: VICTORY AT SEA, VOL. III (RCA)	(11) 82	Music From Exodus and Other Great Themes (Lon)		(19)	97
Sixty Years of Music America Loves Best, Vol. II (RCA)	101	● WEST SIDE STORY (CAP)			75
Sixty Years of Music America Loves Best, Vol. III (Classical) (RCA)	19	COMEDY LP's			
INSTRUMENTAL LP's					
Mood and Dance					
Calcutta (Dot)	(21) 40	● AIN'T THAT WEIRD? (RCA)			27
Ebb Tide and Other Instrumental Favorites (Dec)	(20) 29	● BEHIND THE BUTTON-DOWN MIND OF BOB NEWHART (WB)			20
● GOLDEN WALTZES (DOT)	(46) 122	Button-Down Mind of Bob Newhart (WB)			52
Italia Mia (Lon)	145	Button-Down Mind Strikes Back (WB)			62
● MEXICO (MON)	90	Stan Freberg Presents the U. S. A. (Cap)			102
		Here's Jonathan (Ver)			95
		In Living Black and White (Colpix)			138
		Inside Shelley Berman (Ver)			104
		Jose Jimenez at the Hungry I (Kapp)			14
		Knockers Up (Jub)			18
		● MOMS MABLEY AT THE PLAYBOY CLUB (CHESS)			42
		Moms Mabley at the UN (Chess)			46
		● MURRAY THE "K's" SING ALONG WITH THE ORIGINAL GOLDEN GASSERS (ROULETTE)			76
		● PERSONAL APPEARANCE, A (VERVE)			47
		Rejoice Dear Hearts (RCA)			93
		Sinational (Jub)			65
		Songs for Sinners (Jub)			91

() Positions in parenthesis indicate relative sales strength of stereo LP's

● Reviews of New Albums

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

Pop

THE HUSTLER



Sound Track, Kapp KL 1264—Kenyon Hopkins' expressive jazz score of the new Paul Newman-Jackie Gleason movie is spotlighted on this LP with dramatic impact. Gleason, a Capitol artist, isn't mentioned on LP cover copy, which lists only the name of the character he plays in the film—Minnesota Fats. The picture is doing all right at the box office, which should help sales on the package.

RICHARD RODGERS' WINSTON CHURCHILL THE VALIANT YEARS



Orchestra, Cond., Robert E. Dolan. ABC-Paramount ABCS 387 (Stereo & Monaural)—This package is made up of the thematic material Rodgers wrote for the Winston Churchill TV series, "The Valiant Years." Divided into four parts, the music conveys grandeur and nobility. Could be as big as Rodgers' "Victory at Sea."

YOUR TWIST PARTY



Chubby Checker, Parkway P 7007—With the revived interest in the Twist, the originator of the dance, Chubby Checker, should have a sock seller here. It includes his hit disks, from "The Twist" to "Twistin' U.S.A.," as well as a flock of others in twist style like "Let's Twist Again," "Rock Around the Clock" and "Hound Dog." Solid teen—

THE BROTHERS FOUR SONG BOOK



Brothers Four, Columbia CS 8497. (Stereo & Monaural)—This handsomely packaged, double-fold album has a sales plus in printed lyrics and music score for guitar accompaniment, which are bound into the LP. The boys are in fresh, verveful voice on a group of singable oldies—"Goodnight Irene," "Ole Smokey," "Lady Greenleaves," and "Rock Island Line." A strong sales item.

Classical

BACH: THE FOUR SUITES FOR ORCHESTRA (2-12")



Yehudi Menuhin and the Bath Festival Chamber Orchestra, Capitol GBR 7252—There can be nothing but the highest praise for this extraordinary reading of Bach's "Four Suites for Orchestra." In top quality stereo sound, the distinguished violinist Yehudi Menuhin and the Bath Festival Chamber Orchestra present a technically perfect performance of this work. This superb two-disk package is a must for every classical collector's library, and would certainly be a treasure to receive as a Christmas gift. Potent item for classical dealers.

HANDEL: MESSIAH (3-12")



Sutherland, Bumbry, McKellar, Ward. London Symphony Orchestra and Chorus (Boult), London OSA 1329 (Stereo)—This new recording of Handel's "Messiah" is one of the outstanding recordings of the year. It will probably remain, for a long time, the definitive "Messiah." Joan Sutherland is superb; American-born Grace Bumbry, and Kenneth McKellar and David Ward are all excellent. They are splendidly supported by the London Symphony Orchestra and Chorus under Sir Adrian Boult. A strong Christmas item.

RACHMANINOFF: SYMPHONY NO. 2 IN E, OP. 27



William Steinberg and the Pittsburgh Symphony Orchestra, Command CC 11006 SD (Stereo)—An excellent reading in superb stereo sound of the popular work. Sales attraction is three fold: the extraordinary stereo sound resulting from use of 35-mm. magnetic film; the popularity of the symphony itself, and the name value that Steinberg has developed, especially with the young adults beginning their classical collections. A potent package.

THE INCOMPARABLE BJOERLING



Jussi Bjoerling, RCA Victor LM 2570 (Stereo & Monaural)—Jussi Bjoerling was a giant among singers in his time and in this new packaging, Victor presents the great tenor in a colorful program of arias with which he was closely associated. Included in this memorial tribute are items from the pens of Puccini, Verdi, Mascagni, Ponchielli, Giordano and Cilea, among them some of the most familiar and beloved of all. Much action across the counter can be expected here.

(Continued on page 38)


NEW! GREAT ARTISTS RECORDED ON-LOCATION AROUND THE WORLD... BY

RCA VICTOR
INTERNATIONAL 

Glamorous, exotic, dramatic sounds of great singers and musicians recorded in France, Mexico, England and Italy... on the same label that also brings you the original soundtrack recordings of two prize-winning Italian film hits! Available in Living Stereo and Monaural Hi-Fi.

LIVING STEREO FPM/FSP-101
RECORDED IN PARIS
JOSEPHINE BAKER

CHANTE PARIS
LISTEN...THE SOUND OF THE SEINE...
THE MURMUR OF MONTMARTRE...THE HEARTBEAT
OF LES HALLES."PARIS, JE T'AIME,"
SHOUTS THE INCOMPARABLE JOSEPHINE BAKER,
AS SHE SINGS OF HER NEVER ENDING
LOVE AFFAIR WITH THE MOST BEAUTIFUL CITY IN
THE WORLD LOVERS EVERYWHERE,
LISTEN...AND DREAM. YOU ARE IN PARIS.

LIVING STEREO FPM/FSP-104
RECORDED IN LONDON
Ave a go wiv the Buskers
Listen
Cockney street singers and musicians after
quaffing a few pints of ale...Sentimental songs with
a wailing accordion...Bawdy songs with a
"spoon-basher's" beat...Drown your sorrows or laugh
your bloomin' ead off...you're in a man's town...
You're in London


LIVING STEREO FPM/FSP-103
RECORDED IN MEXICO
Magic Violins of Villa Fontana


Listen...one of the great string ensembles of the world
caresses you. Singing, soaring, shimmering sounds
of violins in the hands of proud Mexican artists. The
melodies are exquisite, the interpretation is passion-
ate, and the nights are unashamedly romantic.
You're at the famous Villa Fontana. You're in Mexico.

LIVING STEREO FPM/FSP-102
RECORDED IN EUROPE
LOS CHAKACHAS

LISTEN...Cha Cha Cha with a touch of Oh La La! Afro-Cuban witchery
on a continental kick! Los Chakachas—six European musicians, ignited by
a female firecracker from Cuba, kick, swing and scream the Cha Cha Cha
to positively uncivilized heights! Believe it or not...**YOU'RE IN EUROPE!**

LIVING STEREO FPM/FSP-100
RECORDED IN ITALY
NEAPOLITAN MANDOLINS
LISTEN ♡ PULSATING MANDOLINS IN
THE HANDS OF PASSIONATE ITALIANS.
THE MEN OF NAPLES SERENADE YOU.
SEE THE SHIMMERING BAY ♡ FEEL THE
EXQUISITE SILK ♡ TASTE PIZZA ALLA
NAPOLETANA. LIFE IS SENSUOUS HERE.
♡ YOU ARE IN NAPLES ♡


Original Sound-track Recording
Federico Fellini
LA DOLCE VITA
Music by Nino Rota.
The 'sweet life' of
Roman Café Society...
Haunting, seductive
music from a prize-
winning, shocking film
masterpiece... Damned
and praised in Italy,
England, France, Japan,
now sweeping America.


LIVING STEREO FOC/FSO-2
Original Sound Track Recorded in Italy
Nino Rota's hypnotic score of a tragic Odyssey. The earthy saga—
fervent hopes, crushing failures and lust-raw experiences—of an Italian
"Grapes of Wrath." Winner of twenty-two major Film Festival Awards.
ASTOR PICTURES presents Luchino Visconti's
ROCCO AND HIS BROTHERS


(DEALER: Cut along dotted line and use this ad as a SELF-SELLING window streamer!)

UNIQUE STORY-TELLING ALBUM COVERS SELL ON SIGHT!

Read 'em yourself, order, display 'em, profit!

RCA VICTOR
INTERNATIONAL 

STAR PERFORMERS—Selections registering greatest upward progress this week.

Indicates that 45 r.p.m. stereo single version is available.

Indicates that 33 1/3 r.p.m. mono single version is available.

Indicates that 33 1/3 r.p.m. stereo single version is available.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains top 34 songs.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs 35-65.

Table with columns: THIS WEEK, Wk. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs 66-100.

HOT 100—A TO Z—(Publisher-Licensee)

Large alphabetical list of songs and artists, including 'Anybody But Me', 'Big Bad John', 'I Love How You Love Me', etc.

BUBBLING UNDER THE HOT 100

List of songs that are bubbling under the Hot 100, including 'There's No Other', 'After All We've Been Through', etc.



33 $\frac{1}{3}$ Thousand Hours Ago

Nashville, Tennessee — August 21, 1958. Archie Bleyer records Johnny Tillotson's first Cadence release, DREAMY EYES. A fabulous new talent handled with the usual Cadence attention to quality that later produced such outstanding hits for Tillotson as JIMMY'S GIRL and POETRY IN MOTION. Now — almost 33 $\frac{1}{3}$ thousand hours later — another Cadence release looks like it will reach the point of great return. DREAMY EYES is back! It has just moved into number one spot in K-POI's (Hawaii) yearly Marathon of Hits tabulation. Last year it was number two and both years out-scored some of the nation's biggest selling singles by Presley, Anka, Avalon, etc. in a poll of over 61,000 listeners. DREAMY EYES even topped Tillotson's own POETRY IN MOTION (the number two record in the country — ran 298 in the K-POI poll.) This certainly proves sales appeal to us. For critical appeal, Bill Gavin says: "Hooray!" Dick Clark says:

"Tillotson's personal appeal plus the wonderful sound on DREAMY EYES could make this another top contender." Neil McIntyre, Music Director, WHK in Cleveland says: "Everything going for it to make it a winner even though it is the second time around." We like to think that a return engagement like this proves our point that the time and care we take to produce quality — not quantity — can pay off in listenable and saleable products for you. This same quality approach can make the new CADENCE LITTLE LP and those by other labels now in production, one of the hottest profit items in the industry — if you who are responsible for selling records — sell them. The profits are yours because the job is yours. DREAMY EYES proves to us again that the time and effort we put into producing fewer records can pay off in great return for you with the right selling effort. Now — or 33 $\frac{1}{3}$ thousand hours later!

SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

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

NEW YORK

- PEPPERMINT TWIST
Joey Dee, Roulette
- TONIGHT
Jay and the Americans, United Artists

LOS ANGELES

- IT'S TOO SOON TO KNOW
Etta James, Argo
- LITTLE ALTAR BOY
Vic Dana, Dolton

PHILADELPHIA

- THERE'S NO OTHER
Crystals, Philles
- LET THEM LOVE
Dreamlovers, Heritage

BOSTON

- EVERY LEAF THAT FALLS
Cathy Carroll, Triodex

DALLAS-FT. WORTH

- A CERTAIN GIRL/I CRIED MY LAST TEAR
Ernie K-Doe, Minit

MEMPHIS-NASHVILLE

- IT DO ME SO GOOD
Ann-Margret, RCA Victor

SAN FRANCISCO

- FUNNY HOW TIME SLIPS AWAY
Jimmy Elledge, RCA Victor
- LITTLE LONELY
Chad Allen, Smash
- GOD BLESS THE CHILD
Eddie Harris, Vee Jay
- DON'T WALK AWAY FROM ME
Dee Clark, Vee Jay
- EV'RYBODY'S CRYIN'
Jimmie Beaumont, May
- NEVER, NEVER
Jive Five, Beltone
- LITTLE ALTAR BOY
Vic Dana, Dolton

NEW ORLEANS

- IT'S TOO SOON TO KNOW
Etta James, Argo
- SOMETHIN' YOU'VE GOT
Chris Kenner, Instant

ATLANTA

- TENNESSEE FLAT-TOP BOX
Johnny Cash, Columbia
- PUSHIN' YOUR LUCK
Sleepy King, Joy

HOUSTON

- TENNESSEE FLAT-TOP BOX
Johnny Cash, Columbia

• Reviews of New Singles

The pick of the new releases:



SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

CONNIE FRANCIS



WHEN THE BOY IS IN YOUR ARMS (Pickwick, ASCAP) (2:40)—Miss Francis turns her warm style to a pretty, new romantic ballad and she handles it fine. The gal gets a pleasant ukulele and rhythm backing. This should score. Flip is "Baby's First Christmas" (Francon, ASCAP) (2:20). **MGM 13051**

DAVE BRUBECK QUARTET



UN SQUARE DANCE (Derry, BMI) (2:00) — **IT'S A RAGGY WALTZ** (Derry, BMI) (2:50)—The Brubeck crew has broken solidly into the pop field with "Take Five," and here are two potential repeaters. Top side gets a sharp, hand-clapping rhythm behind the Brubeck piano while the flip is a colorful blues with a fine rhythmic pattern. Watch both. **Columbia 42228**

THE LETTERMEN



WHEN I FALL IN LOVE (Northern, ASCAP) (2:25)—The group has scored heavily with "The Way You Look Tonight," and here's another solid standard rendition which could stretch the string. Familiar harmony style is mighty pleasing here. Watch it. Flip is "Smile" (Bourne, ASCAP) (2:04). **Capital 4658**

THE PLATTERS



SONG FOR THE LONELY (Joli-Tinker, ASCAP) (2:27) Sonny Turner, the Platter's new lead, does a strong warbling job on a good piece of ballad material, neatly arranged. Side can easily happen. Flip is "You'll Never Know" (Bregman, Vocco & Conn, ASCAP) (1:55). **Mercury 71904**

DUANE EDDY AND THE REBELS



THE AVENGER (Linduane, BMI) (2:15)—Duane Eddy has his best outing in quite a spell as he reverts to his old, down-to-earth sound. The solid guitar is applied to a hard-driving rhythm rocker which has a good chance. Watch it. Flip is "Londonderry Air" (Linduane, BMI) (2:30). **Jamie 1206**

JOSE JIMINEZ



SHINE ON HARVEST MOON (Remick-Vogel, ASCAP) (2:00)—The "Astronaut" kid is back again, this time with a hilarious, sing-along session. Jiminez will never take any singing honors but he certainly packs a lot of laughs into these grooves. Flip is "Jingle Bells" (Bill Dana, ASCAP) (2:22). **Kapp 434**

IKE AND TINA TURNER



YOU CAN'T BLAME ME (Saturn, BMI) (2:05)—The catchy rhythm-rocker is sung by the duo with sock showmanship and verve. A strong dual market side with r.&b. appeal as well as pop. Flip is "Poor Fool" (Saturn, BMI) (2:25). **Sue 753**

GLADYS KNIGHT AND THE PIPS



LETTER FULL OF TEARS (Bealbin) (2:45)—The thrush sings with feeling and heart on a moving rockaballad with bluesy flavor. Another dual market item. Cute backing by the Pips. Flip is "You Broke Your Promise" (Fast) (2:45). **Fury 1054**

LINDA LAURIE



STAY-AT-HOME SUE (Schwartz-Disal, ASCAP) (2:38)—Here's an answer waxing to Dion's current hit "Runaround Sue." Sue explains why she hasn't been a stay-at-home. Gal sells it with verve and sparkle. Watch it. Flip is "Lazy Love" (Just Music, BMI) (2:22). **Rust 5042**

DON COLE



BORN TO BE WITH YOU (Mayfair, ASCAP) (2:15)—The bluesy oldie, a hit by the Chordettes a few years ago, is wrapped up in an interesting vocal treatment and catchy tempo. Flip is "Lie Detector Machine" (Renda, BMI) (2:00). **Guyden 2059**

DELLA REESE



WHAT DO YOU THINK JOE? (Alexis, ASCAP) (2:18)—The canary gives a strong performance on an effective bluesy theme with good lyrics. A good deejay item which could step out. Flip is "Gone" (Alexis, ASCAP) (2:18). **RCA Victor 7961**

(Continued on page 36)

BEST BUYS IN RECORDS

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

POP

- *JUST OUT OF REACH (Of My Two Open Arms), SOLOMON BURKE..... (Four Star, BMI) Atlantic 2114
- *MOON RIVER, HENRY MANCINI..... (Famous, ASCAP) RCA Victor 7916
- LET THERE BE DRUMS, SANDY NELSON..... (Travis, BMI) Imperial 5775
- *WALK ON BY, LEROY VAN DYKE..... (Lowery, BMI) Mercury 71834
- GYPSY WOMAN, IMPRESSIONS..... (Curtam, BMI) ABC-Paramount 10241

COUNTRY & WESTERN

- BE QUIET MIND, DEL REEVES..... (Yonah, BMI) Decca 31307
- ONE GRAIN OF SAND, EDDY ARNOLD..... (Figure, BMI) RCA Victor 7926

RHYTHM & BLUES

- *BIG JOHN, SHIRELLES..... (Ludix, BMI) Scepter 1223
- IN THE DARK, LITTLE JUNIOR PARKER..... (Lion, BMI) Duke 341

**ONE OF THE FASTEST BREAKING
RECORDS IN YEARS!**

OUT ONLY A FEW DAYS AND ALREADY A SMASH!

DEL SHANNON

**HEY! LITTLE
GIRL**

an embee production

BIGTOP 3091



A NEW AND GREAT SOUND FOR SAMMY

SAMMY TURNER

singing

RAINCOAT IN THE RIVER

BIGTOP 3089

A SMASH INSTRUMENTAL!

JOHNNY GIBSON

playing

MIDNIGHT

BIGTOP 3088

an embee production

*An Unusual Blues Ballad Breaking in
Several Markets!*

BOBBIE SMITH

and THE DREAM GIRLS singing

WANTED

BIGTOP 3085

an embee production

BRAND NEW RELEASE OUT THIS WEEK!

JOHNNY AND THE HURRICANES
FAREWELL and TRAFFIC JAM

BIGTOP 3090

A KING-MACK PRODUCTION

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING NOVEMBER 12

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	BIG BAD JOHN	By J. Dean—Published by Cigma (BMI)	6
2	2	RUNAROUND SUE	By Ernie Maresca-Dion DiMucci—Published by Schwartz-Disal (ASCAP)	7
3	3	BRISTOL STOMP	By Mann-Appell—Published by Kalmann (ASCAP)	8
4	6	FOOL #1	By Kathryn Fulton—Published by Sure Fire (BMI)	4
5	4	HIT THE ROAD JACK	By Percy Mayfield—Published by Tangerine (BMI)	9
6	8	THIS TIME	By Chips Moman—Published by Tree (BMI)	8
7	5	SAD MOVIES (Make Me Cry)	By Loudermilk—Published by Acuff-Rose (BMI)	7
8	11	TOWER OF STRENGTH	By Hilliard-Bachrach—Published by Famous (ASCAP)	5
9	9	THE FLY	By Madara-White—Published by Woodcrest-Mured (BMI)	6
10	16	YOU'RE THE REASON	By Edwards-Imes-Henley-Fell—Published by American (BMI)	5
11	21	PLEASE MR. POSTMAN	By Dobbins-Garrett-Brianbert—Published by Jobets (BMI)	2
12	29	GOODBYE CRUEL WORLD	By Shayne—Published by Aldon (BMI)	2
13	7	LET'S GET TOGETHER	By Richard M. Sherman-Robert B. Sherman—Published by Wonderland (BMI)	7
14	15	A WONDER LIKE YOU	By Jerry Fuller—Published by Four Star (BMI)	4
15	10	I LOVE HOW YOU LOVE ME	By Mann-Kolber—Published by Aldon (BMI)	6
16	12	YA YA	By Dorsey-Robinson—Published by Fast-Barich (BMI)	7
17	14	CRYIN'	By Roy Orbison-Joe Melson—Published by Acuff-Rose (BMI)	11
18	13	THE WAY YOU LOOK TONIGHT	By D. Fields-J. Kern—Published by Harms (ASCAP)	7
19	24	EVERLOVIN'	By Dave Burgess—Published by Jat (BMI)	4
20	22	BIG JOHN	By Patten-Summers—Published by Ludix (BMI)	3
21	—	MOON RIVER	By Mancini-Mercer—Published by Famous (ASCAP)	1
22	20	I UNDERSTAND (Just How You Feel)	By Pat Best—Published by Jubilee (ASCAP)	4
23	28	CRAZY	By Willie Nelson—Published by Pamper (BMI)	2
24	19	SWEETS FOR MY SWEET	By Pomus-Shuman—Published by Brenner-Progressive-Trio (BMI)	6
25	30	HEARTACHES	By Klenner-Hoffman—Published by Leeds (ASCAP)	2
26	—	GOD, COUNTRY AND MY BABY	By Dolan-Holiday—Published by New Phoenix-Sarah (ASCAP)	1
27	—	SCHOOL IS IN	By Barge-Anderson—Published by Pepe (BMI)	1
28	—	TONIGHT	By Sondheim-Bernstein—Published by Schirmer (ASCAP)	1
29	27	CANDY MAN	By Beverly Ross-Fred Neil—Published by January (BMI)	2
30	17	MEXICO	By Boudleaux Bryant—Published by Acuff-Rose (BMI)	8

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- BIG BAD JOHN**—Jimmy Dean, Columbia 42175.
- RUNAROUND SUE**—Dion, Laurie 3118.
- BRISTOL STOMP**—Dovells, Parkway 827.
- FOOL #1**—Brenda Lee, Decca 31389.
- HIT THE ROAD JACK**—Ray Charles, ABC-Paramount 10244.
- THIS TIME**—Troy Shondell, Liberty 55353.
- SAD MOVIES (Make Me Cry)**—Lennon Sisters, Dot 16255; Sue Thompson, Hickory 1153.
- TOWER OF STRENGTH**—Gene McDaniels, Liberty 55371.
- THE FLY**—Chubby Checker, Parkway 838.
- YOU'RE THE REASON**—Bobby Edwards, Crest 1075; Hank Locklin, RCA Victor 7921; Joe Smith, Fairlane 21006.
- PLEASE MR. POSTMAN**—Marvlettes, Tamla 54046.
- GOODBYE CRUEL WORLD**—James Darren, Colpix 609.
- LET'S GET TOGETHER**—Hayley Mills, Vista 385.
- A WONDER LIKE YOU**—Rick Nelson, Imperial 5770.
- I LOVE HOW YOU LOVE ME**—Paris Sisters, Gregmark 6.
- YA YA**—Lee Dorsey, Fury 1053.
- CRYIN'**—Roy Orbison, Monument 447.
- THE WAY YOU LOOK TONIGHT**—Lettermen, Capitol 4586.
- EVERLOVIN'**—Rick Nelson, Imperial 5770.
- BIG JOHN**—Shrelles, Scepter 1223.
- MOON RIVER**—Jerry Butler, Vee Jay 405; Henry Mancini, RCA Victor 7916; Fuller Brothers, Challenge 9119; Carmen Cavallaro, Decca 31304; Calvin Jackson, Reprise 20022; Richard Hayman, Mercury 71869; Hollyridge Strings, Capitol 4631; Mantovani, London 2021; Jane Morgan, Kapp 431.
- I UNDERSTAND (Just How You Feel)**—G-Clefs, Terrace 7500.
- CRAZY**—Patsy Cline, Decca 31317.
- SWEETS FOR MY SWEET**—Drifters, Atlantic 21127.
- HEARTACHES**—Marcells, Colpix 612.
- GOD, COUNTRY AND MY BABY**—Johnny Burnette, Liberty 55379; Chico Holiday, Coral 62291.
- SCHOOL IS IN**—Gary (U. S.) Bonds, LeGrand 1012.
- TONIGHT**—Ferrante and Telcher, United Artists 373; Eddie Fisher, Seven Arts 719; Jay and the Americans, United Artists 353; Ralph Marterie, United Artists 352; Felicia Sanders, Decca 31335.
- CANDY MAN**—Roy Orbison, Monument 447.
- MEXICO**—Bob Moore, Monument 446; L'il Wally and the Harmony Boys, Jay-Jay 250.

Reviews of New Albums

The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Continued from page 28

Classical

TCHAIKOVSKY, THE SLEEPING BEAUTY

The Philadelphia Orch. Eugene Ormandy. Columbia MS 6279 (Stereo & Monaural)—Ormandy and the Philadelphia have another top selling classical item in this performance of the Tchaikovsky ballet suite. The stereo recording of the composition is filled with powerful drama of the score. Ormandy extracts from his musicians the flowing quality of the music and the Philadelphia is at its height. Strong sales fodder.

SONGS

Birgit Nilsson. RCA Victor LM 2578 (Stereo & Monaural)—The toast of the opera, Birgit Nilsson, turns to another milieu, the recital hall, in this program of songs. She proves every bit as adept in the new medium as in her better known field. Here, the soprano presents songs by Schubert, Wagner, Richard Strauss, Sibelius and Grieg in a most artful fashion. Leo Taubman accompanies at the piano. Set proves a rewarding experience for fanciers of fine vocal stylings.

ISAAC STERN-BARTOK: CONCERTO NO. 1 FOR VIOLIN & ORCH.

Op. Post. The Philadelphia Orchestra (Ormandy). Columbia MS 6277 (Stereo & Monaural)—This polished performance by Isaac Stern of the Bartok Concerto with the Philadelphia Orchestra under Eugene Ormandy should be of solid interest to classical buyers. The strong combination of Stern and the Philadelphians could make this package a prime item for Christmas giving. Attractive cover will help sales too.

BEETHOVEN MISSA SOLEMNIS

Eileen Farrell, Carol Smith, Richard Lewis, Kim Borg. New York Philharmonic (Bernstein). Columbia MS 2619 (Stereo & Monaural)—This is one of the most attractive albums of the season, both musically and from a package sense. The moving work is sung with meaning by soloists Eileen Farrell, Carol Smith, Richard Lewis and Kim Borg, accompanied by the Westminster Choir and the New York Philharmonic under Leonard Bernstein. The package itself is eye-catching, and the slip-in case is artful.

CHOPIN: CONCERTO NO. 1

Artur Schnabel; New Symphony Orch. of London (Szkrowaczewski). RCA Victor LM 2575 (Stereo & Monaural)—This album, released to coincide with the 10 Carnegie Hall concerts being given by Schnabel during November and December, should turn into a choice item for classical fans. Schnabel, still at the height of his powers, performs the concerto with the unerring musicianship that has made him the greatest of Chopin interpreters. An outstanding LP.

Jazz

THE INDISPENSIBLE DUKE ELLINGTON (2-12")

RCA Victor LPM 6009 — An extensive and invaluable package of reissues here for the jazz collector. The album is a two-LP set which contains some of the Duke's top recorded moments between the years 1940 and 1946. Besides such well-known compositions as "Don't Get Around Much Anymore," "Chelsea Bridge," "Carnegie Blues" and "I Didn't Know About You," there are previously unreleased versions of Ellington's "Just You, Just Me," "Mood Indigo" and two other compositions.

MIDNIGHT SPECIAL

Jimmy Smith. Blue Note 4078—Organist Jimmy Smith has another potential top jazz seller in this handsomely played and infectious rhythmic five-track set. The tempo is easy and in the bluesy groove and there are fine solos from guitarist Kenny Burrell and some of the best Stanley Turrentine tenor sax wax to date.

THE SOUL OF JAZZ PIANO

Various Artists. Riverside S-7—An exceptional introduction to some of today's finest jazz pianists—all on the Riverside label, of course. The high regard, both critically and as far as sales are concerned, for the likes of Thelonious Monk, Bill Evans, Wynton Kelly, Bobby Timmons and Billy Taylor should net this set many sales. Strong jazz wax.

TIME FURTHER OUT

Dave Brubeck Quartet. Columbia CS 8490 (Stereo & Monaural)—Taking a sales cue the success of his current "Time Out" LP Dave Brubeck's latest album on Columbia swings in unusual time signatures. The album spotlights each of the members of the quartet with Paul Desmond and drummer Joe Morrelo coming in for special kudos. Two sides have already been released as singles "Unsquare Dance" and "It's a Raggedy Waltz," but other tracks from the LP should get recognition—especially "Far More Blues" and "Maori Blues."

(Continued on page 40)

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 the publishers of Billboard Music Week at 1564 Broadway, New York 36, N. Y.



A NEW ALBUM BY
**HENRY
MANCINI**

MANCINI HAS CREATED A STUNNING, SEXY, SOPHISTICATED SCORE FOR THE NEW PARAMOUNT FILM,

**BREAKFAST
AT TIFFANY'S**

LIVING STEREO
A PARAMOUNT PICTURE
"Breakfast at Tiffany's"
MUSIC FROM THE MOTION PICTURE
SCORE COMPOSED AND CONDUCTED BY
HENRY MANCINI



HERE IT IS, IN TWELVE SHIMMERING SEGMENTS, AS ARRANGED AND CONDUCTED BY THE COMPOSER! IN LIVING STEREO AND MONAURAL HI-FI.

LPM/LSP-2362

ORDER THE ALBUM . . . AND THE PIPING-HOT NEW MANCINI SINGLE, WITH LYRICS BY JOHNNY MERCER,

**MOON
RIVER**
7916



THEY ARE BOTH GOING PLACES FAST! ORDER NOW!

RCA VICTOR
The most trusted name in sound

Breaking Big in 12 Major Markets!
"MISTER MAGOO"
 by
THE KODOKS
 Wink #1006
 Write or Phone:
WINK RECORDS
 1674 Broadway New York 19, N. Y.
 JUdson 2-7382

I DON'T WANT TO CRY
 b/w
COME ON AND DANCE
 by
MAUREEN GRAY
 C-1091


Chancellor
 Distributed by AM-FAR Record Corp.

A REAL BIG ONE!
SANDY NELSON
"LET THERE BE DRUMS"
 #5775
IMPERIAL RECORDS
 6425 Hollywood Blvd.
 Hollywood 28, Calif.

ATTENTION
ONE-STOPS--RACK JOBBERS--DEALERS!
 6,000 Christmas 10-inch LP's in beautiful Christmas card folder. While they last, 15c each, f.o.b. Kansas City, Mo. 65,000 new 78-speed records, mostly standards, 3c each, f.o.b. Kansas City. Send 50c for sample LP.
CASEY MUSIC CO.
 Box 205, Nashua, Mo.
 (REgent 4-2940)

Headed for Hittsville!
Charlie Rich
"A LITTLE BIT SWEET"

 Phillips Int. #3572
 639 Madison
 Memphis, Tenn.


DEAN MORGAN
 Canadian Teen Sensation

"OUCH! YOU'RE BREAKING MY HEART"
 and
"WHAT'S UP BUTTERCUP"
 20th-Fox 272

RELIABILITY—QUALITY RECORD PRESSING
 Originators of the Patented rim drive; thick-thin type record
RESEARCH CRAFT CO.
 1011 NORTH FULLER
 HOLLYWOOD 46, CALIF.

Reviews of New Albums
 the pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK
 Strongest sales potential of all albums reviewed this week.

Continued from page 38


Christmas
A CHRISTMAS OFFERING

 Leontyne Price; Vienna Philharmonic Orchestra and Chorus (Von Karajan). London OS 25280 (Stereo & Monaural)—This unusual holiday package presents Metopera star Leontyne Price singing familiar Christmas corals backed by the Vienna Philharmonic under the direction of Herbert von Karajan. Miss Price's rich and winning voice adds depth and warmth to the lovely carols, from Christmas packages of the year, and though it won't have a mass sale, it should sell well both classically and pop.

Christmas International
A CHRISTMAS SONG FESTIVAL

 Various Artists, Decca DL 4169—This album is a prime package for the Christmas season — especially in areas where there is a concentration of German-speaking population. Most of the traditional holiday melodies receive German language performances from a variety of artists including Lolita and Willy Schneider and choruses of one kind or another.

Comedy
JOSE JIMINEZ IN ORBIT

 Bill Dana on Earth. Kapp KL 1257 (Mono only)—Bill Dana, alias Jose Jimenez, has been singularly successful of late both with albums and more recently with his hit single, "The Astronaut." Here is another sampling of Dana's wild, but singularly clean humor, in a series of skits like "The Skin Diver," "The U. S. Senator" and "The Lion Tamer." Plenty of laughs with these and in "Shine on Harvest Moon," also released as a single this week. Watch it.

RUSTY WARREN BOUNCES BACK

 Jubilee JGM 2039—Rusty Warren, one of the best-selling artists in the sophisticated comedy vein, has another hot LP here that should join her others on the charts. The disk was waxed at the Club Alamo in Detroit and it features the thrush and comedienne in songs and chatter, aimed strictly at the adults. It's fast and funny and strong sales wax for dealers.



RSI RECORD ALBUM SERVICE INCLUDES ALL THE TOP LABELS!

Now, thanks to the complete cooperation of the record companies (including all the majors), there's an unmatched, one-stop record source for broadcasters!

Now, through RSI, you can get the hit record product (albums as well as the singles we've been delivering) of every top label in the business. You get the best of the new releases . . . the "Spotlight Winners" selected by the Record and Music Staff of The Billboard.

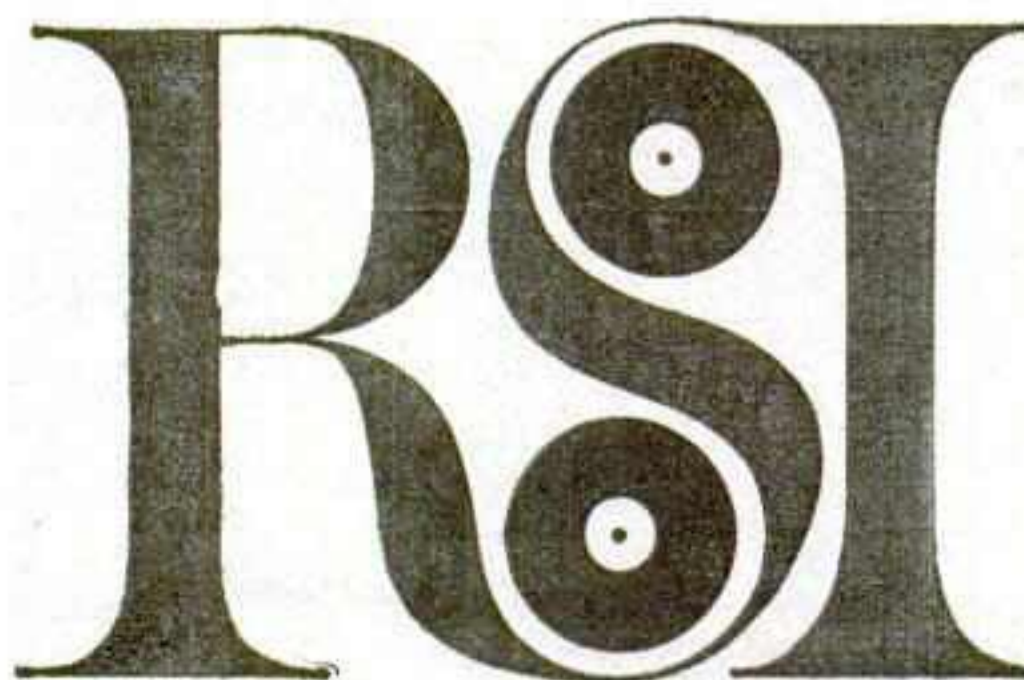
Six different record services available

They're services that fit your programming as neatly as they fit your budget. And each is sold with an unconditional guarantee of complete satisfaction!

	52 Weeks	12 Months	4 Months
"SPOTLIGHT" singles			
"Hot 100"		Rate effective March 1st (U.S.)*	
10 new records weekly	\$175.00	\$60.00	
"Easy Listening"***			
6 new records weekly	110.00	40.00	
"Country"			
5 new records every 2 weeks	50.00	(Not available)	
"SPOTLIGHT" albums			
"Popular"***			
10 new albums monthly	\$150.00	\$55.00	
"Classical"			
10 new albums monthly	150.00	55.00	
"Jazz"			
5 new albums monthly	75.00	30.00	

*Regular mail. Domestic air-mail and foreign shipping costs on request.
 **No rock 'n' roll

Already, over 600 satisfied stations subscribe to one or more RSI services. Make sure you, too, get the best of the new releases . . . faster than you could otherwise—through RSI. Fill out and mail the coupon below, today!



RECORD SOURCE, INC.

RSI, 333 East 46th Street, New York 17, New York
 Payment is enclosed for our subscription to the RSI services checked.

Singles	52 Wks.	12 Mos.	Albums	12 Mos.	4 Mos.
"Hot 100"	<input type="checkbox"/>	<input type="checkbox"/>	"Popular"	<input type="checkbox"/>	<input type="checkbox"/>
"Easy Listening"	<input type="checkbox"/>	<input type="checkbox"/>	"Classical"	<input type="checkbox"/>	<input type="checkbox"/>
"Country" Music	<input type="checkbox"/>	<input type="checkbox"/>	"Jazz"	<input type="checkbox"/>	<input type="checkbox"/>

Station Call Letters Attention

Company Name

Address City State

RSI grants and reserves the right to cancel subscription services on a pro rata basis.
 It is a condition of this subscription that records supplied by RSI will be used for broadcast purposes only.

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

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

SEND FOR FREE CATALOG OF ALL MERCHANDISE AVAILABLE

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

DIRECTIONAL

NEW NEW NEW

COOL PERCUSSION

III SOUND III

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

CUSTOM PRESSING
THE MOST COMPLETE SERVICE IN THE INDUSTRY

STUDIO • MASTERING • PROCESSING LABELS • PRESSINGS • 4 COLOR PRINTING • ALBUMS • FABRICATING • DROP SHIPPING • INVENTORY CONTROL MONAURAL & STEREO (All Sizes and Types) • COMPETITIVE PRICES • OVERNIGHT DELIVERY • WRITE FOR BROCHURE or CALL HAL NEELY.

ROYAL PLASTICS
 1540 BREWSTER AVE., CINCINNATI, O.
 PLaza 1-2211

AUDIO FIDELITY RECORDS
 New Releases—Entire Catalog
Buy 5... Get 1 FREE!
 THE BEST OF THE
DUKES OF DIXIELAND

\$2.98 Full dealer markup
 Mono or Stereo
 Suggested List
BONUS PRE-PACK DISPLAY!
 10 Mono—10 Stereo—2 Free Stereo.

TO RECORD DEALERS
 looking for
PLUS PROFITS

Looking for storage albums for LP's, 45's and 78's? Or for replacement sleeves for LP's? We have been supplying these direct to dealers at full dealer mark-ups for over 25 years. Send for our illustrated wholesale catalog "B." It's free; and it can point the way to plus profits for you.

H. ROYER SMITH CO.
 Established 1907
 Philadelphia 7, Pa.

International Buyers & Sellers find
AN EXCELLENT WORLD-WIDE MARKET PLACE
in their own weekly Exchange
 see page 24

Country & Western

GALAXY OF COUNTRY & WESTERN GOLDEN HITS
 Various Artists. Mercury SRD 12 (Stereo & Monaural)—Here's another sock collection of old country and western hits. This one features the current best-seller in the c.&w. market, Leroy Van Dyke's "Walk On By," plus sides by George Jones, Lawton Williams, Margie Bowes, Claude Gray, Jimmie Skinner, James O'Gwynn, Benny Barnes, Rex Allen, and Merle Kilgore. Solid wax.

Opera

DONIZETTI: LUCIA DI LAMMERMOOR (3:12")
 Various Artists. London OSA 1327 (Stereo)—Joan Sutherland's exquisite voice should score again on this magnificent three-record waxing of "Lucia Di Lammermoor" by Donizetti. A brilliant cast includes Renta Cioni, Robert Merrill and Cesare Siepi. The accompanying orchestra and chorus are affiliated with L'Accademia di Santa Cecilia in Rome. The passion and the anguish of the opera come across vividly in this fine recording.

Operetta

THE GONDOLIERS (3-12")
 The D'Oyle Carte Opera Company. London OSA 1323 (Stereo)—This new album presents the complete version of Gilbert and Sullivan's "The Gondoliers," recorded in stereo by the D'Oyle Carte Opera Company. As to be expected, it is excellent, with all of the performers turning in fine acting and singing roles, in the high style of the D'Oyle Carte. Along with G.&S.'s "Gondoliers" the set also contains the curtain-raiser, "Cox and Box." There is a complete libretto with the three-record set, and the packaging is eye catching. A wonderful Christmas item for G.&S. fans.

Spoken Word

SHAKESPEARE: A MID-SUMMER NIGHT'S DREAM (3-12")
SHAKESPEARE: THE MERCHANT OF VENICE (4-12")
 The Marlowe Society and Professional Players. London OSA 1321, 1412 (Stereo)—Two more expert performances by the Marlowe Society and Professional Players in the London series of Shakespeare plays. The rewarding quality of the stereo sound definitely enhances each presentation. Although there isn't a very large market for this type of recording, the two and three-disk packages should do well in college towns and wherever there are Shakespeare enthusiasts.

Oratorio

BERLIOZ: L'ENFANCE DU CHRIST (2-12")
 The St. Anthony Singers; the Goldsbrough Orchestra (Davis). London SOL 60032-3 (Stereo)—There are few recorded versions available of the complete version of this work and none at present in stereo. Thus, this new packaging from the L'Oiseau Lyre catalog can have an impact on the market. Perfectionist ears may find the sound not as sharp and brilliant as they might like, but it is certainly the equal of any now available. Beyond this, the vocal performances are splendid and the packaging is most attractive. Complete lyrics are furnished in a booklet.

POP LP'S

★★★★

STRONG SALES POTENTIAL

★★★★ **TRANE WHISTLE**
 Eddie (Lockjaw) Davis Big Band. Prestige PR 7206 — After successful teamings with organist Shirley Scott, and tenor saxist Johnny Griffin, Prestige has seen fit to wax Eddie (Lockjaw) Davis in front of a big band. The tenor saxist is not helped too much by the unwieldy brass section, but his full-of-vinegar sound stomps right through for another successful outing. Davis is in strong form on the set and his many fans should find much to be thankful for.

★★★★ **MAGGIE'S BACK IN TOWN**
 Howard McGhee. Contemporary M 3596 —Veteran trumpeter Howard McGhee is surrounded by some really top-flight West Coast musicians on this date, and his playing is so much the better for it. The indomitable rhythm section is made up of drummer Shelly Manne and bassist Leroy Vinnegar. The pianist, making one of his rare appearances is Phineas Newborn Jr. All four jell for strong improvisation and solo work at a variety of tempi.

★★★★ **NEAR-MYTH: BRUBECK-SMITH**
 Dave Brubeck, Bill Smith. Fantasy 3319—Another bright and tasteful set from a couple of old jazz buddies—clarinetist Bill Smith and Dave Brubeck. The latter's rhythm team of Gene Wright and Joe Morrello support the two principals in a 10-track set of tunes written by Smith, all of which have some association (no matter

how remote) with mythology. Light, loose swinging prevails on most of the tracks.

★★★★ **RUTH PRICE WITH SHELLY MANNE AND HIS MEN AT THE MANNE HOLE**
 Contemporary M 3590—Ruth Price is a young lady with a fine lilt in her voice, a style that swings and a warm tone. She is caught, on this LP, singing at the Shelly Manne-owned night club in L.A. with the drummer-leader-tavern keeper providing enthusiastic support. Besides Manne, the group also stars stellar jazzmen like Conti Candoli, Russ Freeman and Richi Kamuca. The material sung by the lass is in top taste with sophisticated versions of "I Love You," "Nobody Else But Me" and "Who Am I" tied to better known standards.

★★★★ **FUN IN THE SUN**
 The Three Suns. RCA Victor LSP 2437 (Stereo & Monaural)—Here's a pleasant package of melodic instrumentals, presented in the attractive style of the veteran Three Suns group. The spinnable line-up—keyed to the title theme—includes such nostalgic standards as "You Are My Sunshine," "On the Sunny Side of the Street" and "Blue Skies."

★★★★ **NEW YEAR'S EVE WITH GUY LOMBARDO AND HIS ROYAL CANADIANS**
 Decca DL 74177 (Stereo & Monaural)—This is a new recording by the perennial Guy Lombardo. The tunes include all of the
 (Continued on page 43)

THE CONCORDS
THE CONCORDS
THE CONCORDS
THE CONCORDS
THE CONCORDS

"CROSS MY HEART"

Gramercy Record #304

Now Exclusively on
GRAMERCY RECORDS
 1619 Broadway, New York 19, N. Y.

Distributed Nationally by
BIG TOP RECORDS, INC.

1946 **FIFTEEN YEARS OF EXPERIENCE—AT YOUR COMMAND** **1961**

Our reputation of integrity and service is known throughout the industry. You, the exporter, dealer and juke-box operator, are our only source of income. Let us help you so that we may be able to continue to be of service to you and the industry.

Promotional Merchandise for Plus and Xmas Business
 50 assorted Stereo and Monaural LP's (\$3.98-\$4.98 list) worth approximately \$150.00 to \$175.00—your cost \$49.00. (All poly-bagged.)
 100 assorted 45's, consisting of ABC, Coral, Decca, Brunswick and other labels—(new—unused)—\$10.00.
 Above also \$95.00 per 1,000.
 Our Memory Lane list consisting of 400 different "oldies but goodies" at special prices. List upon request.

Naturally we maintain a complete stock of latest pops, LP's, stereos, bags, needles, carrying cases at competitive prices. Inquiries invited.

OL 8-4012 **RAYMAR SALES CO.** 170-21 Jamaica Ave: Jamaica 32, N. Y.

SAR

Still Soaring Smoothly with . . . **"SOOTHE ME"** Sims Twins—Sar #117

This week introduces their next hit . . . **"YOU ARE MY SUNSHINE"** b/w **"YOUR HEART WILL SING"** Johnnie Morissette—Sar #121

SAR RECORDS, INC.
 6425 Hollywood Blvd., Hollywood 28, Calif.
 Phone: HOLlywood 2-6375

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

BRITAIN

CBS Label Launch Date Near; Lieberon Dispels Club Rumors

By DON WEDGE

News Editor, New Musical Express

The launching date of American Columbia's own British label should be settled this month. This was the forecast of Columbia President Goddard Lieberon who, with label executives, has been here for talks on the project. He said that negotiations were "in a delicate stage," but it was "likely" that it would be launched in association with Philips although it was not finally decided.

American Columbia repertoire, for many years released on EMI's Columbia label, has been issued

on Philips since the Dutch-owned label was launched here in 1954. The name has to be changed as Columbia is an EMI trade-mark here (and in many other countries) with CBS likely as used by U. S. Columbia elsewhere. Since Columbia's intentions became known, there have been growing rumors that it would start a British version of its American record club operation. With resale price maintenance regarded as a major factor behind the thriving British disk trade and the existing clubs making only minor inroads compared with total output, the rumor had caused some alarm. Lieberon was anxious to dispel them: "We plan no British club operation," he said.

N. Y. Twist Capital

• Continued from page 3

Four new records were getting particularly strong radio play here last week. The disks were "Unsquare Dance" and "It's a Raggedly Waltz" by Dave Brubeck on Columbia; "When I Fall in Love" by the Lettermen on Capitol; "Can't Help Falling in Love" by the Four Esquires on Terrace; and "When Johnny Comes Marching Home" by the Viscounts on Mr. Peacock. Both WNEW and WINS were strong for the Brubeck disk, although the former outlet preferred "Unsquare Dance"; while the latter was spinning "Raggedly Waltz."

Station librarian Joe Bogart, WMCA, here, reports that his outlet is also high on Jerry Jackson's "If I Had Only Known How to Keep Him" on Kapp, "Big, Big Change" by Guy Mitchell on Columbia, and Della Reese's "What Do You Think of Joe" on RCA Victor. The station, said Bogart, is the only local outlet playing the Kapp disk, in keeping with WMCA's policy of trying to break new singles here on an exclusive basis. (See box elsewhere in this issue for more about WMCA's "exclusive" policy.)

At WNEW, deejays were putting special play-emphasis on four other new releases last week—"Preview of Paradise" by Adam Wade on Coed; Jack Jones' "Lollypops and Roses" on Kapp, Mike Clifford's "Bombay" on Columbia, Perez Prado's "Molinda Cafe" on RCA Victor, Connie Francis' "When the Boy in Your Arms" on MGM and Jose Jimenez's "Shine On Harvest Moon." Other new singles getting a big play from WINS jocks were "Fireball Mail" by Warner Mack, on Kapp; "The Waltz You Saved for Me" by Ferlin Husky on Capitol; "Give Me a Little Kiss" by the Originals; "Burnt Biscuits" by the Triumphs; "Counting the Tears" by the Del Satins; "My Confession" by Neal Scott and "There's No Other (Like My Baby)" by Phyllies. The last disk is breaking out around the country now, and is on "Bubbling" this week, but White said Jack Lacy started playing it here first. White said WINS is playing all the "Twist" records.

SPAIN

Paul Anka Rated Top Foreign Disk Artist

By RAUL MATAS
32 Av Jose Antonio, Madrid 13

In the last 34 months Paul Anka has been on top of the Spanish charts for 16 months. From "Diana" to "Tonight My Love Tonight" the Canadian has remained the No. 1 "best foreign seller."

The Duo Dinamico, Los Cinco Latinos, Brother Four, Antonio Prieto, Jose Luis, Torrebruno, Dalida, Luisita Tenor, Jacqueline Boyer, Monna Bell and Arturo Testa are also among the nationally acclaimed hits for the last three years.

Disk Shorts

Barclay launched a new LP by Stephane Grappelly of Cole Porter's music. Hispavox released four songs of Benidorm recorded in Mexico by Monna Bell with Bebo Valdes and his ork. . . . The Blue Diamonds' new release is "Ramona" and "Mona Lisa." . . . Venezuelan Hector Cabrera sings "La Novia" on a new Cubalegre disk. . . . Tonio Areta's rendition of "Michael" is his first Hispavox disk here. He also recorded the Spanish version of "Wooden Heart." . . . Gonzalo Portillo of Spain singing in Germany. . . . Lolita Garrido, Lyna Mariani and Duo Dinamico simultaneously performing in Argentina. . . . Sam

ISRAEL

Eichman Trial Being Waxed

By AZARIA RAPOPORT
73 Ahad Haam St., Tel Aviv

A new LP, "Eichman's Echoes" or "Echoes of the Eichman Trial," is now being taped in Tel Aviv for pressing by the end of this month. Highlights of the trial, including four minutes devoted to the sentence given by the Special Court of Justice will be added immediately after pronouncement has been compiled for Hed Arzi by three of Kol Israel's broadcasting experts. Yehuda Lev is preparing the English version, while two others, who have covered the trial since it began, are preparing French and German versions.

No arrangements have been made as yet for distribution and releases abroad, but this correspondent learned that some of the American and European labels associated with Hed Arzi have already been approached. This LP will carry the most important parts from Eichman's own testimony, some of the moving instances in evidence of eye witnesses who survived the gas chambers and death camps, and the prosecution and defense counsel addresses.

Cooke singing "Under Paris Skies" and "Arrivederci Roma" on a new RCA disk. . . . Barry Mann's "Who Put the Bomp" was also released in Spain last week.

EIRE

Rock 'n' Roll Show Returns to Radio

By KEN STEWART
Dublin Evening Mail

Thousands of popular music enthusiasts were pleased to learn that the "Downbeat Club," emceed by Noel Andrews, the Republic's only "beat" show, will return to Radio Eireann early next year. This show provides the best radio exposure for new disks in the country.

Producer Bill O'Donovan told BMW: "When the show returns, naturally it will have some refinement, as we have already achieved our purpose in creating an impact—something we had to do, as it was the first series of all-out 'beat' music sessions broadcast from Radio Eireann. Among other things, we intend to tape recorded interviews with stars introducing their disks."

In response to many requests from the provinces, the "Downbeat Club" may tour the country soon.

Disk Shorts

Donal Donnelly, a leading Irish actor, has waxed a unique collection of native ballads. The material comprises songs he has collected, some of them in the Irish language. Consequently, many of these traditional tunes have been recorded for the first time.

Thomas Manahan, general manager of Irish Record Factors in Dublin, said last week: "As the success of "Forty Shades of Green" has shown, an Irish song sung by a fairly prominent American singer, will always have a very big sales potential in this country. It could also easily succeed in overseas areas populated by emigrants from Ireland."

It should be interesting to note the effect of Telefis Eireann (Irish Television) on disk sales here. The country's first TV service begins its programs on December 31.

New Face for San Remo Festival

• Continued from page 24

in operation, with two of the major evening events devoted to popular songs. The Sunday night program features Caterina Valente and the TV debut of Alberto Sordi, Italy's hottest cinema comedian. Another weekly feature will be the U. S. produced "Disneyland." Monthly opera productions will begin in December.

Voce del Padrone has inaugurated Club del Disco with offers of two LP's for \$5.20 plus 50 cents packing and mailing charge, local sales tax and additional points toward bonus records for those buying at least four others during the year. First major label to undertake this program in Italy. . . . "Brigit Bardot" has become a big Italian hit on Vogue by Roberto Seto and His Rumberos.

Disk Shorts

As "Canzonissima" goes into its midway point, vote leader is "Hold My Hand" sung by Miranda Martino (RCA). . . . Pietro Garinei and Sandro Giovannini have retitled their new musical "Enrico '61" instead of "The Centenarian." Renato Rascel is in the starring role and it opens in Milan November 20.

Meanwhile, their successful "Rinaldo on the Battlefield" with Domenico Modugno set a Rome record by grossing \$19,200 in three weekend performances. . . . Walter Chiari, now starring on Broadway in "The Gay Life," is being paged to do an Italian musical in 1962-1963 with Mina in co-starring role. . . . On stage as well as on TV, a big recording name seems to be a necessity. With the second channel on TV now in operation, major programs using pop artists can be seen on four nights of the week with minor ones on other nights.

A big market for p.a.'s by foreign names, particularly from the U. S., can be seen in the offing. . . . Dinah Shore has been here to discuss a forthcoming tour of Italy and other European countries.

RAI has guaranteed sending the winner of the San Remo Festival to Luxembourg as the Italian representative in the European Song Festival which is carried by Eurovision. . . . December will be the month of Turin's Festival of Love Songs. . . . Voce del Padrone has issued a sound track of "All in a Night's Work" here along with in-

dividual disks by Dean Martin on Capitol. . . . Rising TV salaries at RAI-TV can be seen in "Studio One" payroll which includes the following: Orchestra, \$2,000, with \$500 for director Bruno Canfora; Cetra Quartette, \$1,000; Mina, \$640; \$1,120 each for choreographer Don Lurio, the Kessler Twins and the Blackburn Twins, with \$1,000 to the Mattison Trio and to Marcel Amont, French singer. . . . Graz, lots!

'Kissin' Time' Lyric

• Continued from page 24

Kaye Music, England, a new novelty song entitled "My Boomerang Won't Come Back" recorded in London on the Parlophone label by comedian Charlie Drake. The number has not created much interest overseas but, when released in Australia early in November, disk jockeys are predicting that it will be the year's top selling platter.

The first record to be released for the newly formed publishing company Tu-Con Music is James Darin's "Goodbye Cruel World" from Colpix on Pye, and the Top Rank recording of Dion's "Run-around Sue" and "Runaway Girl." . . . George Misels, U. S. pop composer, forwarded to Jack Argent of Leeds Music a copy of his latest work, a number called "Suspense." Argent passed the music onto Festival Records who recorded it by Lucky Starr. At the moment the disk is racing up the local prediction charts.

After being two weeks in No. 1 position on the English charts, Helen Shapiro's latest for Columbia has been scheduled for release by E.M.I. The title is "Walkin' Back to Happiness."

RCA is having trouble with the release of Elvis Presley's latest album, "Blue Hawaii." Anxious to get the disk on the market for Christmas sales, both the publisher, Belinda Music, and RCA have been notified by Paramount films that they won't be releasing the film until Easter, 1962.

Both companies are now putting pressure on Paramount's Hollywood studios to lift the restriction so that the music and record can be released.

FLYING HIGH . . .

"BLUEBIRD OF HAPPINESS"

by TONY RACE AND THE OVERTONES
with TEDDY McRAE ORCH.

Racox #106

RAECOX RECORDS

1697 Broadway, New York, N. Y.

The Best
Comedy
is on

★
★
★

DOOTO

REG. U. S. PAT. OFF.

SHEP & THE LIMELITES "THREE STEPS FROM THE ALTAR"

HULL #747

Disk Jockeys: Write for Sample Copies.

HULL RECORDS 1595 Broadway
JU 6-5390
New York, N. Y.

ADAM WADE

Singing

"PREVIEW OF PARADISE"

Coed 560

COED

RECORDS

1619 Broadway
New York, N. Y.

WANTED IMMEDIATELY

Quantities of the Following Labels:
VICTOR · COLUMBIA · LONDON · CAPITOL

78's—45's—LP's

We don't care what's on them as long as price is low.
State quantity of each label, speed and price.

SAM GOODY 235 W. 49th Street, New York City 19
Circle 6-1708



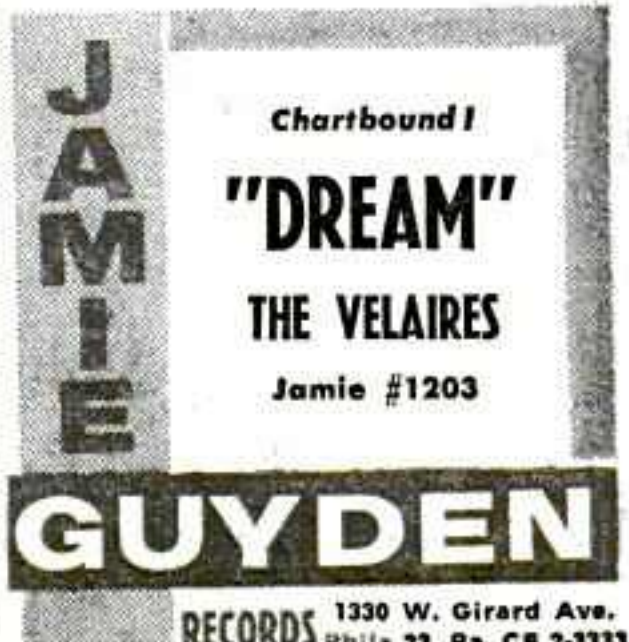
Just Released and Startling to Move!

"RIVIERA" BILL HALEY & HIS COMETS

G-5116

GONE RECORDS

1650 Broadway, New York, N. Y.



1330 W. Girard Ave.
Phila 23, Pa. CE 2-3323

● **Reviews of New Albums**

● *Continued from page 41*

★★★★
STRONG SALES POTENTIAL

old favorites, for New Year's Eve, such as "Bye Bye Blues," "Beer Barrel Polka," "Auld Lang Syne," "Happy Days Are Here Again" and "Hall, Hall the Gang's All Here." The band sounds fine in stereo and the Lombardo Trio and Kenny Garner contribute pleasant vocals.

★★★★ **SO WARM**

Etta Jones. Prestige PR 7204—Miss Jones essays a group of familiar love tunes pleasantly enough, to a large background ork, using a heavy string complement. There seems to be a decided attempt on the gal's part here to emulate the Billie Holiday style, and this does not have the best results. Tracks include "Unchained Melody," "I Laughed at Love," etc.

★★★★ **MIGHTY DAY ON CAMPUS**

The Chad Mitchell Trio. Kapp KL 1262—The Mitchell group turns in a rousing performance, recorded live before a college audience which seemed unusually enthused. The group is much in the urbanized folk groove of the Kingston Trio, Limeliters, etc., and their material, too, is reminiscent of that of others. There are samples of spirituals, war songs, work songs, etc., all done with verve and vigor to their own guitar and banjo accompaniment.

★★★★ **MORE MUSIC FOR DINING**

Melachrino Strings and Ork. RCA Victor LSP 2412 (Stereo & Monaural)—The lush, mello Melachrino strings are joined here by brass and woodwinds in a delightful

program of familiar melodies from pop and classical repertoire. These include "Dream," "You Are Too Beautiful," plus "Melody in F" and "Musetta's Waltz," from "La Boheme." The songs are all set to a gentle beat, well-suited to dancing. Nice mood wax with a lot to offer deejays.

★★★ **MODERATE SALES POTENTIAL**

★★★ **GERSHWIN PLAYS "RHAPSODY IN BLUE"**
George Gershwin. Distinguished Recordings, Inc. DR 107.

ARTHUR MURRAY'S MUSIC FOR DANCING—PACHANGAS
Arthur Murray Ork. RCA Victor LSP 2428 (Stereo & Monaural).

★★★ **A CARLE-LOAD OF HITS**
Frankie Carle. RCA Victor LSP 2148 (Stereo & Monaural).

★★★ **PARIS!**
Jo Basile. Audio Fidelity AFSD 5955.

★★★ **PERCUSSION IN HOLLYWOOD, BROADWAY, TELEVISION**
Morty Craft and the Singing Strings. Warwick W 5000 St (Stereo).

★★★ **GLENN MILLER MEETS THE DORSEY BROTHERS IN PERCUSSION**
Warwick W 5007 ST (Stereo).

JAZZ LP'S

★★★★
STRONG SALES POTENTIAL

★★★★ **THE SOUL OF JAZZ PERCUSSION**

Various Artists. Riverside S-8—This album is a collection of drum tracks by some of the top drummers of the day, including Max Roach, Art Blakey, Philly Joe Jones, Kenny Clarke, Louis Hayes, Jimmy Cobb, Charlie Persip, Elvin Jones, Art Taylor, Al Heath, Billy Higgins and Ben Riley. Sides are taken from various albums recorded by the drummers and it adds up to a

potent album in these percussion days. Every style of drumming is here, and the set should sell well in jazz circles.

★★★★ **ON THE SPUR OF THE MOMENT**

Horace Parlan Quartet. Blue Note 4074—Horace Parlan and the Turrentine Brothers turn in some happy, swinging work on this new album. The tunes are all originals, and the group handles them brightly. Parlan on piano, T. Turrentine on trumpet and S. Turrentine on tenor, turn in some effective solos. Best tracks are the title tune and "Skoo Chee." Good item for the steady jazz set.

★★★★ **BLUE LIGHTS, VOL. 2**

Kenny Burrell. Blue Note 1597—Kenny Burrell is one of the best of the younger guitarists and he shows off both his stylish technique and his warmth on this new album, along with a collection of top names who get many chances to blow. His aids include Louis Smith, Junior Cook, Tina Brooks, Duke Jordan and Bobby Timmons, with Art Blakey on drums. Best tracks are "Yes Baby" and "Rock Salt" two blues, and "Autumn in New York" on which Burrell shows off his lyrical approach.

LP REVIEW POLICY

All albums received by Billboard Music Week are listened to and reviewed by the BMW Reviewing Panel. LP's are rated, within their respective categories, according to their commercial potential, based on such factors as performance, material, artist's name value, recording quality, etc.

SPOTLIGHT WINNERS are judged to have the strongest sales potential of all albums reviewed during the week and are picked to hit the Top LP chart. **FOUR-STAR** albums are those with strong sales potential. All Spotlights and Four-Star LP's have been evaluated by the full Reviewing Panel, and descriptive reviews are published for these.

THREE-STAR albums, having moderate sales potential, are listed thereafter; these frequently will be of particular interest to dealers with specialized clientele. Other LP's with limited sales potential, are listed following the Three-Star albums.

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

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

★★★ **MODERATE SALES POTENTIAL**

★★★ **THE BATTLE OF THE DIXIE-LAND BANDS**
The Saints and the Satans. Medallion ML 7520.

CLASSICAL LP'S

★★★★ **STRONG SALES POTENTIAL**

★★★★ **ROSSINI: OVERTURES**

London Symphony Orchestra (Gamba). London CS 6204 (Stereo & Monaural)—A package of popular overtures, done very well from the performance and engineering standpoints. Included are "The Thieving Magpie," "The Silken Ladder," "The Barber of Seville," "Semiramide" and "William Tell."

★★★★ **BERG: SUITES FROM WOZZECK AND LULU**

London Symphony (Dorati); Helga Pilarczyk, Soprano. Mercury SR 90278 (Stereo & Monaural)—Extracts from the two Alban Berg operas "Wozzeck" and "Lulu" fill the two sides of this LP. The still eerie-macabre music of Berg receives a highly dramatic reading by the London Symphony with its conductor, Antal Dorati, bringing forth much of the high tension of Berg's dodecahaphonic writing. As the principal voice, Helga Pilarczyk is both tender and chilling.

★★★★ **RAVEL: DAPHNIS ET CHLOE AND VARIOUS SELECTIONS**

L'Orchestre de la Suisse Romande (Ansermet). London CS 6210 (Stereo & Monaural)—Maestro Ernest Ansermet conducts the L'Orchestre de la Suisse Romande in a masterful and stimulating reading of several Ravel pieces. In addition to "Daphnis Et Chloe," M. Ansermet presents a spirited "Alborada Del Gracioso," "Le Tombeau de Couperin" and "Valse Nobles et Sentimentales." Ravel's works are popular concert pieces and although there are other fine recordings available, conductor Ansermet's reputation should give this package, in fine stereo sound, good sales stimulus.

★★★★ **RIMSKY-KORSAKOV: CAPRICCIO ESPAGNOLE; TCHAIKOVSKY: CAPRICCIO ITALIEN**

L'Orchestre de la Societe Des Concerts du Conservatoire (Vandernoot). Command CC 11004 SD (Stereo)—Excellent performances of the well-known "Capriccio Espagnole," and "Capriccio Italien" by the Paris Conservatory Orchestra under Andre Vandernoot, and the Colonne Orchestra under Pierre Dervaux. The sound on the album is exceptional, aided by the fact that it was recorded on 35-mm. film tape. Excellent packaging and cover art add sales value.

★★★★ **DEBUSSY: CHILDREN'S CORNER SUITE**

Daniel Ericourt, Piano. Kapp KCL 9095—A magnificent reading of the Debussy "Children's Corner Suite" from the solo pianist. The much-loved composition receives a warm and gentle treatment at the artist's hands. In addition to this work, "Suite Bergamasque," "Valse Romantique," "Mazurka" and "Le Petit Negre" are also handsomely performed.

★★★★ **A CHOPIN COLLECTION**

Abram Chasins. Kapp KCL 9063—This is Mr. Chasins' first recording in many years, and indeed it is a fine one. The versatile artist demonstrates his masterful musicianship as a pianist and his expert knowledge of Chopin's music. The five selections included are: "Scherzo in C Sharp Minor," "Impromptu in F Sharp Minor," "Ballade in A Flat Major," "Polainaise in A Flat Major" and "Fantaisie in F Minor." There is stiff competition in the way of available recordings of this program, but Mr. Chasins' excellent reputation as a pianist, composer, teacher, author and music director of Station WQXR in New York should assist this disk to capture sales.

★★★★ **BEETHOVEN: DIABELLI VARIATIONS**

Julius Katchen. London VS 6203 (Stereo & Monaural)—Julius Katchen offers a high caliber performance of these intricate variations. Although this work is not one of the most popular concert pieces, the selling point here would be that there are not many versions available and only one other stereo package. The sound on this LP is top quality, and Mr. Katchen should help draw the attention to this rendition, too.

★★★★ **FALLA: THREE-CORNERED HAT**

L'Orchestre de la Suisse Romande (Ansermet). London CS 6224 (Stereo & Monaural)—This complete performance of the fluttering, sprightly Spanish ballet jumps out of the speakers with a crisp, sparkling sound, and herein lies its biggest appeal. There are numerous good versions to choose from but the sound quality here can be a heavy sales factor. Beyond this, the name value of the conductor and ensemble provides extra counter impetus.

(Continued on page 44)

A "Soulsville"
Instrumental Smash
from Memphis!

Out two weeks and already
rocking the South!!!

BURNT BISCUITS

by

THE

TRIUMPHS

VOLT 100

Distributed Nationally by

ATCO RECORDS

1841 Broadway

New York

RECORD PRESSING

Quality Pressings Combined With Fast and Complete Services.

Pressing Prices:

Quantity	45 rpm	12" LP
100	\$ 53.00	\$125.00
200	65.00	165.00
300	74.00	185.00
500	95.00	230.00
1000	135.00	395.00

Above Prices Include Mastering, Processing, Label and Plain Sleeve.

Our Services Include:
Mastering • Processing • Pressing •
Drop Shipments • Album Covers

National Distribution

SEND US YOUR TAPE—WE DO THE REST

KAMA PRODUCTIONS

9 Meadow Street, New York Mills, N. Y.
Phone: RE 6-2411

PRESTIGE

Now Thru Dec. 15 THE ENTIRE 7000 SERIES
GET 1 FREE With Every 7 Purchased

Contact Your Local Distributor

PRESTIGE RECORDS, INC.

203 S. Washington Ave.

Bergenfield, New Jersey

You'll find it profitable to read the INTERNATIONAL BUYERS & SELLERS EXCHANGE

see page 24
in this issue

New Teenage Rage
With the Hit Sound!

RONNY DOUGLAS

YOU'LL COME BACK

EVEREST
19425



DAILY AIR PLAY CHECK

of Your Records and Tunes on TV Channels 2, 4, 5 and 7 and WNBC, WOR, WABC, WCBS Radio (N. Y.) Complete—Inexpensive

For Details, Call or Write

ACCURATE REPORTING SERVICE
(Monitors for the Industry Since 1930)

885 Flatbush Av., Brooklyn 26, N. Y.
BUckminster 4-7190

Breakin' Wide Open!

PEPPERMINT TWIST

PARTS 1 & 2

by **JOEY DEE**
and the **STARLITERS**

ROULETTE 4401

ROULETTE RECORDS
1631 Broadway N. Y. C., N. Y.

Breakin' Big!

"TEARDROP AVENUE"

SONNY HINES

Decca 31290

Coming in December: | **BILLBOARD MUSIC WEEK'S**
NEW... BIGGER... BETTER... BROADER
Special Year-End Edition Built on a theme of
SUCCESS In the World-Wide Music-Record-Automatic Industry

BILLBOARD MUSIC WEEK

In Two Sections.....Section 1

in this section ...

**1962
WHO'S
WHO IN THE
WORLD OF
MUSIC**

Spotlighting

- RECORD LABELS**
—and Their Top Records Around the World
- MUSIC PUBLISHERS**
... and Their Song Hits Around the World
- RECORDING ARTISTS**
and Their Record Winners Around the World
- JUKE BOXES**
—Products and Prospects Around the World

MOA Backs Strong PR Effort

Detroit Coinmen Avoid Press Limelight

By HAL REVES

DETROIT—The passing of the Coin Machine Council has created some regrets among operators here, but scarcely a ripple of activity. A round-up of operators indicates that very little is being done that can be called planned public relations, and little is being done about the situation.

The low level of interest in Detroit was evidenced some months ago when a representative of the Coin Machine Council arrived in town to meet with the industry for a luncheon session, to review the then upcoming Council plans. Only about eight operators bothered to show up for the entire metropolitan industry, to the disappointment of those actively concerned.

"These people are just digging their own graves," in the words of Erwin B. Moss, secretary-treasurer

of the Music Operators Incorporated. "Public relations is the greatest thing in the world but they don't seem to care."

The MOI, the official trade association, has been relatively quiescent for months. It received a severe blow in leadership when the president, Frank R. Fabiano, closed his Detroit business last winter and concentrated activities at his longtime home in New Buffalo, near Lake Michigan.

Later, Moss suffered a heart attack which has kept him inactive until a couple of weeks ago, and apparently nothing was done to keep the association formally active in the interim. Moss is now making plans to call the first meeting in perhaps seven months. Meanwhile any concerted public relations program must suffer from inevitable conditions.

Press treatment of the coin machine field here has been largely nil, except for a rare report of some official investigation perhaps. Even when there has been a local angle, the industry seems to have received less publicity than might be expected—a matter of news judgment with the editors of course.

The feeling in the industry appears to be in part that the industry is just as well off without formal public attention. Some years ago it figured here quite adversely in the public press because of court and other activities, and operators who recall those years have a natural reaction to keep out of the limelight, and a tendency to be pleased if the newspapers forget them.

An intensive public relations campaign for the juke box field was launched some years ago, and it achieved some worthwhile results, such as sponsorship of youth activities, but these efforts have just disappeared.

Operators are individually donating used boxes, for instance, to schools and youth centers—but doing it quietly and getting no real public recognition for it. An oper-

(Continued on page 58)

Ratajack Stresses Facts About Trade

CHICAGO—Despite the recent collapse of the Coin Machine Council, public relations here for the juke box operator is far from dead.

In fact, a surprisingly effective program has been slowly getting under way and prospects for it being in full swing by the end of the year are excellent.

The program is that of Music Operators of America and its direction is under the association's managing director, E. R. Ratajack.

Philosophy on P.R.

The Ratajack philosophy about public relations is simple and perhaps different from that of others in the industry. He doesn't feel that the industry's image can be helped by donating juke boxes or gifts to charitable organizations.

"We're too far gone for that." By too far gone Ratajack means that the coin machine industry's reputation is too far gone and he feels the industry might as well face up to it.



E. R. RATAJACK

What then is the answer? Ratajack feels it's facts—facts about the industry, the operator and (Continued on page 61)

Philadelphia Coinmen Fill Their Own Publicity Needs

By GEORGE METZGER

PHILADELPHIA — The Coin Machine Council might be dead but the operators and distributors around Pennsylvania won't miss it. In fact, some of them asked "what's that?"

Almost all of the coinmen contacted explained they carried on their own public relations programs and didn't think a nation-wide program was necessary.

One head of an operators' group told how his organization had its picture taken at a convention by CMC and the industry's public

relation's arm was to send it to a local newspaper. But a check at the paper revealed it was never submitted.

Press Co-Operation

However, without a single exception, the operators and distributors around Pennsylvania agreed that the local news media—press, radio and TV—were co-operating to the fullest.

As Joe Silverman, business manager for the Amusement Machine Operators of Philadelphia, put it, there is never any reason for the newspapers in this area to give the industry bad publicity.

"The news media never says anything derogatory about the industry around here," said David Rosen, head of the distribution firm that bears his name. "And when we have a story it is always used."

Fair Treatment

Leon Taksen, manager of the Pennsylvania Amusement Machine Operators Association, also agreed that the press of Pennsylvania has been "very fair."

As is the case in most places the public relations effort in Pennsylvania consists mainly of giving cash to charity fund drives and amusement machines to youth organizations and orphanages.

Most of the operators do their donating through their local or State associations while the distributors, for the most part, work independently.

"We have our own public relations man who handles all such (Continued on page 56)

Pinball Games Go to Denver Mental Cases

DENVER—No attempt has been made by Denver operators on an association basis to cultivate good will with gifts of equipment for several years. However, Pete Geritz of Mountain Distributors started a unique practice several years ago which has been continued with much newspaper attention ever since. He donates fully rejuvenated pin tables to mental hospitals, where ordinary five-ball pin games have proved of tremendous therapeutic value.

Even strongly disturbed cases appear to be calmed to the point of fascination by the action of the balls, and the combination of lights, balls, buzzes and similar activity.

Geritz, now Rock-Ola distributor for Denver, has donated half a dozen machines to mental institutions through the Denver area, always with much appreciation from the public. In one instance a photo of a machine plan in the darkroom of a Denver hospital appeared in The Denver Post.

The program was actually begun by old-timer Wolf Roberts, with whom Geritz was associated for many years.

CMC DEMISE HURTS TRADE

NEW YORK—With the disintegration of the Coin Machine Council, which had acted as the industry's public relations arm on a national scale, the public relations burden falls on local operators and groups. What these operators are doing to present the image of the industry to the public is the subject of a report published in the current issue of BMW. In general, the industry isn't faring too well in the mass media or in the local press. Reports from BMW correspondents indicate that local operators and groups are pretty inept in getting their story across to the general public.

Coin Machine Council: A Post Mortem

CHICAGO — Coin Machine Council, public relations arm of the coin machine industry, officially disbanded last week, ending a two-year program to uplift the industry's image.

Lack of funds accounted for the council's fall. Manufacturer support had dropped to three—United, Bally and Keeney. Distributor support dropped from over 80 to less than half the figure and operator memberships—never too high—were pegged at under 300.

Although achieving several solid

accomplishments, the council's strength was never too high.

The vote held last Monday (6) was entirely by proxy, and "decisively in favor of discontinuing the work of the council," according to Secretary Herb Jones. Such a move had been recommended by the executive committee October 10.

The council's hard-working president, Lou Casola, noted that "mindful of the loyal and generous support of those who wanted a public relations program, the ex-

ecutive committee sorrowfully and reluctantly recommended dissolution only after prolonged and strenuous effort to keep the council alive.

"Although enthusiasm was high in the early stages," said Casola, "by the first of this year manufacturing support had dwindled to three plants.

"Naturally," Casola continued, "support of distributors and operators weakened in view of the lack of interest on the part of the manufacturers.

"Convinced that widely representative membership is a basic requirement of any co-operative action of businessmen, we devoted a considerable part of our time, energy and funds to membership drives. This investment did not pay off."

Casola stressed, however, that the council's "investment in public relations did pay off, and although limited by a narrow budget, was a success of which "we are justly proud."

Casola noted the coin machine

industry "received more favorable mention in the press during the brief life of the council than during the entire previous existence of the industry."

"Specifically," he continued, "in Milwaukee and New York, unwarranted headline blasts at 'juke box hoodlums' and 'pinball racketeers' were erased from the public mind by fair and factual follow-up stories published as a result of prompt and vigorous council action."

(Continued on page 59)

Price Co. Debuts New Charm Line

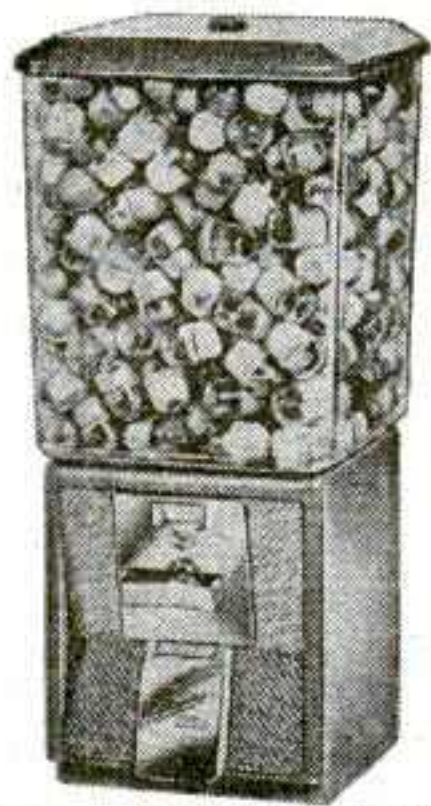
NEW YORK — Paul A. Price Company, local charm manufacturer, displayed his new line at the recent board meeting of the National Vendors Association at the Congress Hotel in Chicago.

Items included the Owl Head Ring, Lion Head Ring, Fascination Ring (featuring a stone of deep transparent colors and a diamond-like faceted center), Tiffany Ring, transparent plastic Yo-Yo and 15 assorted capsule puzzles.

Northwestern

SUPER 60

- NO BREAKING
- NO CRUSHING
- NO MISSING



Try one... Learn why other operators find the SUPER 60 their favorite capsule vander.

Getting the Northwestern? It's a newsy magazine. Ask to get on our mailing list. It's free!

WIRE, WRITE OR PHONE.



CORPORATION
21018 E. Armstrong St. Morris, Ill.
Phone: WHitney 2-1300

BILLBOARD MUSIC WEEK

BULK VENDING

NOVEMBER 13, 1961

Serving Mechanics What They Want Ups Denver Vendor's Take

DENVER — Making a frequent survey among mechanics in garages and large service stations as to their bulk vending tastes, has kept these locations particularly profitable for the Foster-Gibbons Company here.

Mrs. M. L. Foster of the Denver bulk vending firm believes that tastes change periodically, and thus, she makes a habit of checking the customer on the spot at least twice a year. This program has led to concentrating on nuts, in almost all garage markets, to the point that on triple-head machines, the customer often gets his choice of Spanish peanuts, ordinary peanuts, both at 1 cent, and cashews, in the center machine at 5 cents.

In many more locations where three-head machines are used, there will be a 1-cent peanut vander, one 5-cent cashew vander, and one confection unit, the latter because a check reveals that the customer has a sweet tooth, and wants some candy, along with nuts.

Invariably, whenever such changes are made, volume goes up, to the point that garage and super service locations have become the most profitable stops on the Foster-Gibbon routes.

Case in Point

A typical location which benefits from both this kind of planning, and from good machine positioning is Williams-Rambler, an automobile dealership, which maintains an exceptionally large service department through the length of the new-car showroom.

Here, there is one 1-cent machine for peanuts, one 5-cent vander for cashews, and bridge mix in a third machine at a penny. Observing that this garage prefers customers wait in a waiting room while repairs are carried out on their cars, Mrs. Foster asked for permission to spot the vending machine at the entrance to the waiting room, where they would be convenient to both car-owner customers, and to the 20-odd employes in the shop.

Even though the machines had been spotted primarily for the benefit of mechanics, who are all peanut lovers according to Mrs. Foster, the volume from waiting customers which was added by re-positioning the machines was enough to double the collections in a few weeks time.

Fresh Products

One point which is always observed by this feminine-operated vending organization in Denver is extreme freshness on all vended products. This is particularly important to mechanics, who habitually visit the vending machines as much as a dozen times per day.

Consequently, Foster-Gibbons calls for roasting of all peanuts, the night before they are actually distributed, to insure absolute freshness, uses airtight packaging, and in this way, has produced a reputation for permanently good flavor which has had a lot to do with the co-operative attitude of location owners.

New Bulk Vending Operation to Benefit The Florida Cardiac Children's Hospital

By JOHN HICKS

MIAMI — A new operator has joined the ranks in the bulk vending industry here. The recently started operation, which has a potential of about 5,000 bulk machines in the State, is run for the benefit of the National Children's Cardiac Hospital in Miami, the nation's only non-sectarian, 100 per cent charitable hospital devoted exclusively to the diagnosis and

treatment of rheumatic heart disease and congenital heart ailments in children.

Supported entirely by voluntary contributions, the hospital has treated children from all of the States in the United States and from foreign countries. The National Children's Cardiac Hospital's income from bulk vending operations fit into its plan for construction of a new hospital and expanded services to children on ground provided by the city of Miami and Dade County. Funds received from the machines will supplement contributions raised by other means.

As yet, only tab gum is vended in machines on locations but plans call for expanding into Chicklet, 100-count, ball gum and charms and Boston baked beans. Because of continuous warm weather in Florida, the vending operator is not considering going into cashews or nuts.

Koritz in Charge

Running the new venture for the benefit of the hospital is a tried and proven bulk vending operator. Jason Koritz of Marjay Vending Company, whose operations span six States, has been contracted as general supervisor.

The Florida operation is handled by Lawrence M. Woolfson. Woolfson has had prior experience in the bulk field. He is assisted by his wife, Ricci, and their two sons, Mark and Leonard Paul Woolfson.

(The eldest Woolfson is the brother of Koritz's wife, Ethel, and he also is a former St. Louis resident by way of Boston. Both Mark Woolfson and Mark Koritz, son of Mr. and Mrs. Jason Koritz, are named for the father of Mrs. Koritz and Woolfson.)

Jason Koritz, president of the Missouri State Bulk Vendors Association and a director of Northwestern bulk machines, related that he first learned about the National Children's Cardiac Hospital while attending the National Automatic Merchandising Association's convention last year in Miami. The St. Louis area-headquartered bulk vending operator - distributor inquired further into the children's institution for "cripples without

crutches," and as a result offered whatever further assistance could be given through bulk vending means.

"Enchanted Forest"

The key feature of the proposed new hospital, now under construction, is the relationship of the patients and school wings to an "Enchanted Forest," a garden about 100 by 100 feet which could serve as a fascinating environment to the patient through the duration of treatment. The "forest" would provide pleasant areas for young heart patients: story telling, wading, picnics, visiting with parents and other restful daily activities that would encourage the relief of tensions which are so necessary in this type of illness.

The National Children's Cardiac Hospital has auxiliary chapters in New York, Brooklyn, Queens and the Bronx in the New York area and an affiliate in Cleveland, in addition to chapter's throughout the Miami area. National chairman for the hospital's new building program is Fred MacMurray, radio, screen and television star. President of the charitable institution's Board of Governors is Leo Robinson, New York and Miami businessman. Members of its national advisory board include such

(Continued on page 49)

FANTASTIC PROFITS!

from

Victor's SUPER 100

VICTOR VENDING CORP.
5701-13 W. Grand Ave.
Chicago 39, Ill.

Great Time Saver COIN WEIGHING SCALE

1c or 1c & 5c Combination

Weights \$10.00 in pennies, \$30.00 in nickels. Springs are precision calibrated. Heavy metal base. Glass-covered dial protects pointer when in use.

\$22.00

Complete With Sturdy Carrying Case
ORDER TODAY
1/2 Dep., Bal. C.O.D., F.O.B. N.Y.
Distributors, Write for Prices.

J. SCHOENBACH

Factory Distributors of Bulk and Ball Gum Vendors, Merchandise, Parts, Globes, Stamp vendors, Folders, Cigarette and Candy Machines. Sanitary Vendors and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.

715 Lincoln Place, BROOKLYN 16, N. Y.
PResident 2-2900

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 533, 1c Porc. Converter for 100 ct. B.G.	6.50
Silver Kings 1c B.G. or Mds.	5.50
ABY Gums	35.00
Mills 1c Tab Gum	12.00
Model 533 Peanut, 1c	6.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red	.72
Pistachio Nuts, Jumbo Queen, White	.69
Pistachio Nuts, Large Tulip	.45
Pistachio Nuts, Vendor's Mix	.40
Cashew, Whole	.78
Cashew, Butts	.45
Peanuts, Jumbo	.45
Spanish	.37
Mixed Nuts	.35
Baby Chicks	.32
Rainbow Peanuts	.32
Bridge Mix	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey's	.47

Rain-Bio Gum, 72 ct.	.32
Malt-Ette, 100 ct., per 100	.38
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Bio Ball Gum, 100 ct.	.34
300 lb. minimum priced on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.48
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 300 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.

THERE ARE BIG PROFITS IN GUM

GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDOR

This amazing vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

STAMP FOLDERS, Lowest Prices, Write

MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

GOING STRONG!

OWL HEAD RINGS

These rings are ideal for all types of vending. Brilliant detail and eyes that stare dress up your machines... empty your machines.

Brilliantly vacuum plated in assorted gold and silver.

Only \$17.00 per M with jeweled eyes

Only \$10.00 per M with diamond-like faceted eyes

Vends well in all machines. Order from your distributor or:

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-8

Billboard Music Week Say You Saw It in

ATTENTION
10c Capsule Vendors
 Made in America
TIFFANY RINGS
 METAL ADJUSTABLE BANDS
 SEMI-PRECIOUS STONES
 TIFFANY SETTINGS
 & PRONGING
AVAILABLE AT ONCE
 The BEST BUY in the WHOLE WORLD—
 for Beauty and Value.
 \$28.00 PER 1,000.
 F.O.B. JAMAICA, N. Y.
 SAMPLES ON REQUEST.
SAMUEL EPPY & CO., INC.
 91-15 144th Pl., Jamaica 35, L. I., N. Y.

GUARANTEED USED VENDORS
 Ready for Location
 N.W. Model 49, 1c Nut \$12.50
 N.W. Model 49, 1c Ball Gum,
 vends 5¢ & 10¢ count 12.50
 N.W. TAB GUM, 1c 16.50
 N.W. =33 Peanut, 1c 6.00
 ACORN 1c or 5c Nut 11.00
 ACORN 1c, vends ball gum,
 charms 11.00
 VICTOR TOPPERS, 1c 11.00
 VICTOR MODEL V, nuts or
 ball gum 11.00
 VICTOR Baby Grand, 1c
 ball gum 11.00
 VICTOR Baby Grand, 5¢ capsule 11.00
 IRON STANDS, 1 machine
 (used) 3.95
 IRON STANDS, 1 machine
 (new) 5.50
 Cross Bars for 2 vendors 1.50
 1/4 deposit, balance C.O.D.
 Have over 500 of the above vendors.
HYLES SALES
 P. O. Box 9546, 4628 Surf Drive
 Dallas 14, Texas

BULLWINKLE & ROCKY
 and HIS FRIENDS
ACTION RINGS



Write for price list and full
 sample line.
Guggenheim
 33 UNION SQUARE
 N. Y. C. 3, N. Y. • AL 5-8393

BIG SAVINGS
ON BALL AND VENDING GUMS



SAME FINE FLAVORS CENTERS AND COATING

Direct Low Factory Prices

- Bubble Ball Gum, 140, 170 & 210 ct. & Giant Size... 28 1/2¢ lb.
- Chicle Ball Gum, 130 ct. ... 36 1/2¢ lb.
- Clor-o-Vend Ball Gum ... 41 1/2¢ lb.
- Clor-o-Vend Chicks, 320 ct. 41 1/2¢ lb.
- Chicle Chicks, 320 & 520 ct. 37 1/2¢ lb.
- Bubble Chicks, 320 & 520 ct. ... 29 1/2¢ lb.
- Tab (short stick), 100 ct. ... 38¢ box
- 5-Stick Gum, 100 packs ... \$1.90

F.O.B. Factory 150 lb. lots.
AMERICAN CHEWING PRODUCTS
 37 years of manufacturing experience
 4th & Mt Pleasant • Newark 4 N. J.

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Issue Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every issue—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine
 1160 Patterson St., Cincinnati 22, Ohio
 1 year \$5 3 years \$11
 Payment enclosed Please bill me
 (Foreign rate, one year \$18) 702

Name

Address

City Zone ... State

Occupation

Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.

H. B. HUTCHINSON, JR.
 1784 N. Decatur Rd., N.E. Atlanta 7, Ga.
 Phone: DRake 7-4300

We handle complete line of machines, parts & supplies.

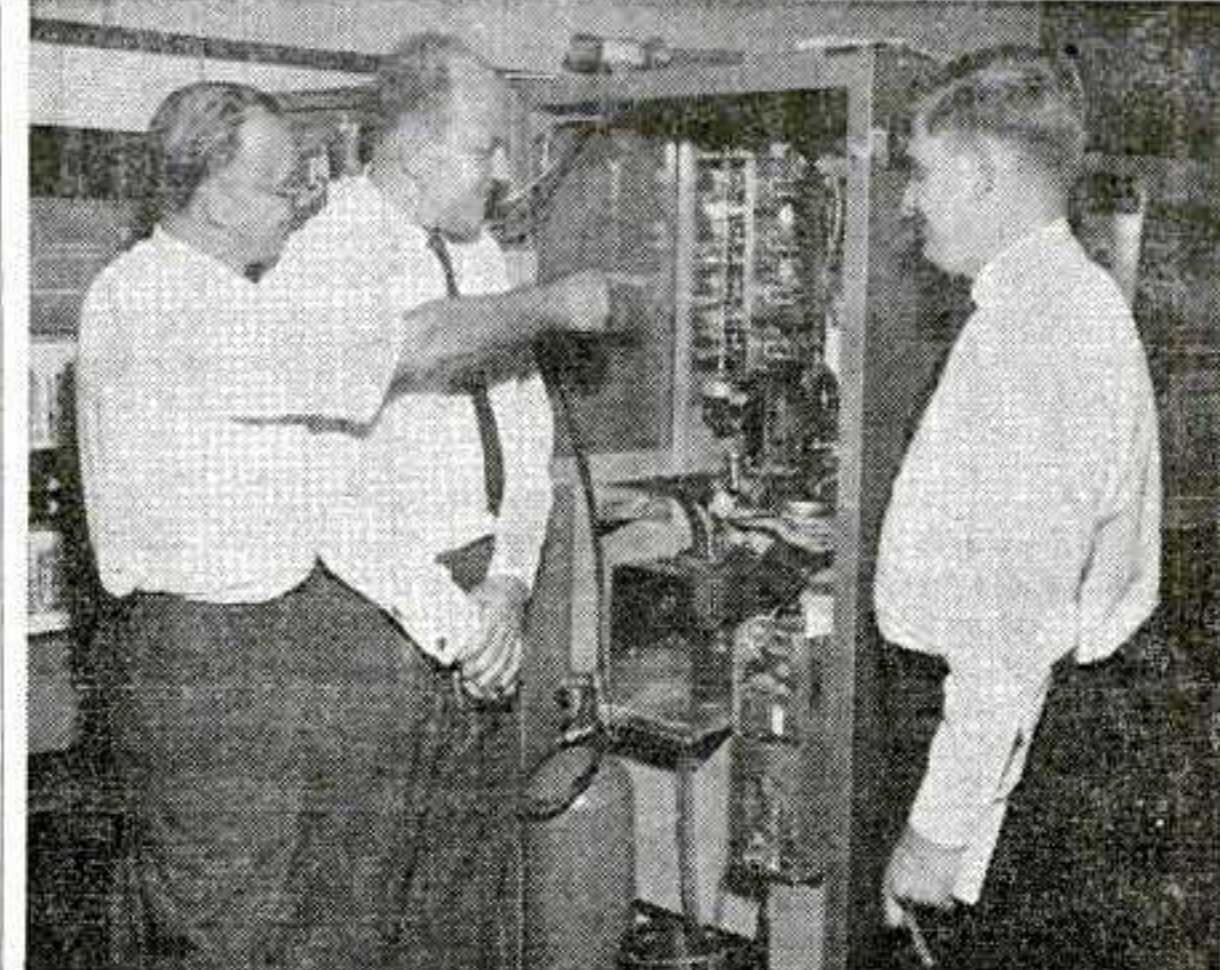
Holy Picture Flickers

In vacuum plated rings or lockets. Series of two in Cathedral colors. Also in ivory plastic lockets. An adult attraction all year round, particularly good for Christmas season.

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
 2534 Mission Street, Pittsburgh 3, Pa.
 World's Largest Selection of Miniature Charms

AL PANUZZO, ROWE FIELD ENGINEER, explains the workings of a drink machine to Charles Stassinios (center), Massasoit Vending Company, Plymouth, Mass., while Gil Schofield, service engineer for Servend of Boston looks on.

Impact of Blue Law Could Sting Indiana Bulk Machines

INDIANAPOLIS — Enforcement of Indiana's 56-year-old Sunday closing law could lead to a ban on vending machines on the Sabbath, some Hoosier businessmen asserted last week.

That warning was sounded in full-page ads in the leading newspapers of Indianapolis and South Bend, as law-enforcement agencies intensified their drive to shutter many operations under the provisions of a blue law passed in 1905.

"Under the 1905 law," the merchants declared in the ads, "coin machine sales of cigars, cigars, candy, gum and chewing tobacco could be prohibited."

Temporary Injunction
 The merchants sponsoring the ads have organized to resist the law. A temporary injunction against enforcement has been granted by an Indianapolis court. Petitions for restraining orders have been rejected in Gary, Hammond and South Bend. A Fort Wayne court has enjoined enforcement permanently.

Coin machine repairs and collections are also prohibited by the Sunday closing law.

With supermarkets the principal objectives of the Sunday closing enforcers, operators of bulk vending machines, and kiddie amusement devices are among the first to feel the economic impact of the Sabbath drive.

Sunday opening of taverns is not at issue. An Indiana law passed after the Prohibition era forbids Sabbath liquor sales.

"Suddenly our city government has been encouraged by a few self-interested people to restrain and dictate the way that we choose to live, relax and even shop with our families," the merchants declared in the ads. "Don't let this happen to our great State."

New Operation


Continued from page 48

names as Milton Berle, Joe Di-Maggio, Hank Greenberg, Mrs. Jennie Grossinger and Sophie Tucker.

All techniques of cardiac diagnosis are employed at the hospital, which also is renowned for its research work, examination and treatment. Just as important as medical skills is its tender, loving care of its charges.

Each of the institution's bulk vending machines carries a sticker which states: "This machine operated by the National Children's Cardiac Hospital. Miami, Fla., HI 8-6567."

Give TO CONQUER Cancer



AMERICAN CANCER SOCIETY

Send for Your **FREE** Copy of RAKE'S NEW CATALOG TODAY!
BULK MERCHANDISE

	Pack	Per
	Lbs.	Lb.
Cashews, 450 ct., whole	30	45
Mixed Nuts	30	58
Spanish Peanut	30	31
Virginia Splits Peanuts	30	35
Rainbow Peanuts (Candy)	30	28
Boston Baked Beans	30	28
Licorice Lozenges	30	28
Confection Mix	30	28
Jumbo Pistachios, Red	30	73
Medium Pistachios, Red	30	40
Small Pistachios, Red	30	53
Leaflets (M&M Style Candy)	25	37
Teeny Jelly Beans	33	27
Candy Corn	30	25
Hersheyettes	30	71
Chicle Base Cub Chicks 320	30	42
Chicle Base Cub Chicks 320	30	42
Rainbo Tabby-Lets 520	30	32
Sugar Peeps (Bulk Candy)	24	40
Maltettes (Ball Style, 100 Ct.)	15	35

	Pack	Per
	Lbs.	Lb.
140-170-210 Rainbo Gum	25	52
Rainbo 100's Centuries, Ass'd.		
Colors—Grape, Cherry	18	34
Rainbo Screwballs, 100's	18	36
Rainbo 5¢ Chicle 140	25	41
Cherry 210 Count	25	52
(ORDERS: 300 lbs. or more shipped prepaid from factory only. Full cash with order, no C.O.D.'s.)		
Adams, Wrigleys, Beech-Nut Brands, 1¢, 100's. Per Box		47

ACCESSORIES

Single Floor Stand		\$ 8.99
Db'l. Cross Bars for Above		2.00
Triple Cross Bars for Above		2.25
4 Place Racks With Wheels		10.50
6 Place Rack With Wheels		12.50
3 Place Rack With Wheels		8.95
1¢ Coin Counting Scale		22.50
1¢-5¢ Coin Counting Scale		23.50
Premier 1¢ Card Vendors		11.00
Asstd. Treading Cards		3.25

RECONDITIONED & REFINISHED VENDORS

- N.W. Model 49, 1¢ or 5¢ Bulk ... \$13.50
- N.W. Model 49, 1¢ Ball Gum ... 13.50
- Silver King, 1¢ or 5¢ Bulk ... 8.50
- Victor Universals, 5¢ Bulk ... 8.50
- Victor Toppers, 1c 11.00
- Acorns, 1c or 5c Bulk 11.00
- Silver King 5c Hot Nut 13.50
- Ajax 5¢-10¢ 3-Col. Bulk 39.50
- Mills 1¢ Tab, 6 Col. # 14.50
- Premier 1c Card Vendors 14.50
- 2-Col. 5¢-10¢ Stamp (Folder) 10.00
- Master 1c-5c Bulk Vendor 7.50
- Model V 1c Ball Gum 8.50
- Schermack Roll Type 10¢ Stamp 49.50
- Schermack 3-Col. Roll Stamp, 5-9-10 99.50

1/3 DEPOSIT ON ALL ORDERS. BALANCE C.O.D.
 SEND PAYMENT IN FULL ON ALL ORDERS UNDER \$20.00.

Rake Coin Machine Exchange
 609 A Spring Garden St.,
 Philadelphia 23 Pa. WAlnut 5-2676

Time payments available on Oak machines through all distributors.

WE HAVE oaks' HOBBY CARD VENDOR



All Oak machines are available with 1c, 5c, 10c and 25c coin mechanisms or a combination 1c - 5c coin mechanism, and optional slip clutch handle.

This new and improved 5c vendor has an exclusive mechanism that makes this machine a bulk vendor . . . vending 6 cards in bulk at one time. Eliminates wrapping or handling. Gross receipts on each fill is \$36.65. Made of drawn steel in a one-piece case, the machine measures 25" high by 14" wide and 7" deep. Machine lists at \$42.50 F.O.B. Factory. Brackets and flange for attaching machine to stands are available for \$4.

- AMERICAN NUT**
 1061 Tremont Street
 Boston 20, Massachusetts
- BIRMINGHAM VENDING**
 540 2nd Avenue, North
 Birmingham 4, Alabama
- BUYMORE SALES**
 16 W. Atlantic Ave.
 Baldwin, L I New York
- DALE DISTR. (B.C.) LTD.**
 1168 Seymour Street
 Vancouver 2, B.C., Canada
- GRAFF VENDING SUPPLY**
 2817 West Davis
 Dallas, Texas
- OAK SALES COMPANY**
 2033 Fifth Avenue
 Pittsburgh, Pennsylvania
- IMPRONTO VENDING**
 300 North Gay Street
 Baltimore 2, Maryland
- LOGAN DISTRIBUTING CO.**
 1850 West Division Street
 Chicago 22, Illinois
- H. B. HUTCHINSON CO.**
 1784 N. Decatur Road, N.E.
 Atlanta 7, Georgia
- OPERATORS VENDING**
 1023 South Grand Avenue
 Los Angeles 15, California
- factory authorized dealers.**
- RAKE COIN MACHINE EXCH.**
 609 Spring Garden Street
 Philadelphia, Pennsylvania
- SAMUEL J. PHILLIPS CO.**
 4372 Lindell Boulevard
 St. Louis 8, Missouri
- OAK SALES OF FLORIDA**
 1121 - 71st Street
 Miami Beach, Florida
- JACK SCHOENBACH**
 715 Lincoln Place
 Brooklyn, New York
- SIEGEL DISTR. CO. LTD.**
 637 Yonge St.
 Toronto, Ontario, Canada
- SOUTHERN ACORN SALES**
 526-30 Bruns Avenue
 Charlotte 8, N. C.
- STANDARD SPECIALTY CO.**
 1028 44th Avenue
 Oakland, California
- STAR VENDING SUPPLY CO.**
 6327 Calhoun Road
 Houston 21, Texas

OAK MANUFACTURING COMPANY, INC.
 11411 Knightsbridge Ave., Culver City, California

Memphis Ops Build Goodwill

By ELTON WHISENHUNT

MEMPHIS — Music and game operators here carrying on a vigorous, well-rounded public relations program which has resulted in a good public image, a good press and a good reputation in the business, civic and social life of their city.

The operators, since forming the Memphis Music Association eight years ago, have done many things from buying crutches for indigents who cannot afford them, to providing a scholarship for a deserving student who can't afford college.

Drew Canale, Canale Amusement Company, Canale National Tobacco Distributors, Inc. and other enterprises, has been chairman of Memphis Music Association's standing Public Relations Committee for several years.

Good Press

The association and operators have had a good press. Not all their good deeds have been written

about in the newspapers, but some of them have. Radio and TV ignore such news, and newspapers, unfortunately, tend to overlook good deeds as not newsworthy.

But several years ago when TV star Danny Thomas came to Memphis for one of his fund raising shows to build St. Jude Hospital here, Canale and some other operators came up with a very good idea to help the worthwhile cause.

It also resulted in a top-notch news feature story and picture in the Memphis Press-Scimitar.

This is what happened:

It was Danny Thomas' first trip to Memphis. He was taken on a tour of the city by the late Mayor Frank Tobey. The city had some years before adopted an ordinance making all streets running east and west avenues and all streets running north and south streets.

Thomas, with the famous "Beale Street Blues" in mind, wanted to see Beale Street. When he got there he was amazed and crestfallen to

see a big sign at an intersection reading "Beale Avenue."

Name Changed

He immediately undertook a personal campaign with aid of the Mayor and City Commission to get the name of the street changed back to "Beale Street."

He even wrote a song, in the nature of a plea to change Beale Avenue back to Beale Street, and recorded it.

Canale and Memphis Music Association picked up the ball from there. They got the record on their juke boxes and had decals printed up and pasted to each juke box.

Hospital Fund

The decal told the juke box playing public that all proceeds from play of the Danny Thomas record, counted by a popularity meter in the machine, would be donated to the St. Jude Foundation toward building of the hospital.

The public reaction was good, not only in playing the record but

(Continued on page 55)

Public Image of St. L. Ops Suffers for Deeds of Few

By JOHN HICKS

ST. LOUIS—The coin machine industry here, especially in recent weeks, has received a "black eye" despite the continuous group and individual charitable efforts of coinmen in the field. The good deeds of the legitimate businessmen who are operators and distributors are overshadowed by the reported ruthless competition of a few and a death.

One operator, John R. Stengele, was shot to death October 24 on an East St. Louis (Ill.) sidewalk. Before he died the operator told police he thought the shooting might be related to a juke box territorial dispute. Stengele, police said, had been trying to establish himself with one of two rival companies and had been boasting in recent weeks of having taken business away from the other firm. His killer has not been found.

The St. Louis Post-Dispatch reported that operators of two "hoodlum-owned" amusement games and music vending enterprises have offered their firms for sale. Police, the newspaper said, attributed the desired sale to conditions in the juke box and games business which are bad. Profits are not as large as they used to be.

The overwhelming majority of the operators and distributors in this area are businessmen who apply business principles. The newspaper accounts of the keen competition and character of the operators involved have been limited to the few in the news.

However, for the majority of citizens the tendency is to charge all with the deeds of the few.

Boston All Quiet On the PR Front

By CAMERON DEWAR

BOSTON—No organized public relations activity of any sort is being conducted by the coin machine industry here. Nothing was done when a local operator organization existed, and, now that the group has folded, the likelihood of action on the part of individual operators is remote.

More than five years ago, Boston traders supported the Cerebral Palsy campaign. There has been no group action since.

Individual operators may be active in private charities, but, if they are, the secret is well kept. On the distributor level, Dave Bond of Trimount has been active in the United Jewish Appeal. But that's about it.

One of the chief methods of donating games and music machines to charitable institutions by coinmen here is through the Missouri Amusement Machines Association. "If the organization is legitimate, we try to help," said Louis Morris, president of Morris Novelty Company and association president. If the organization checks out, one of the members of the association supplies the requested machine and is reimbursed by the association.

A spot check of coinmen in the area also revealed that individual machine donations are made to worthwhile clubs and groups. The operators and distributors also contribute to annual United Fund drives, and some are identified with specific charities.

On a whole, neither the association nor individuals in the industry actively seek publicity for their acts of kindness, and their deeds go relatively unnoticed in communications media.

Coinmen Feel All's Well With Texas Publicity

DALLAS—Public relations in Dallas area, and in Texas generally, for that matter, consists mostly of complying with the law and in co-operating with law-enforcement officers.

Operators and distributors interviewed agreed that there is no urgent need to here to woo the good will of the public, because that good will has already been gained in the past.

As one distributor pointed out, "The coin machine industry in Texas is recognized in almost all communities as a legitimate business, and the workers in the industry have been accepted by their communities as legitimate businessmen."

Sussman Effort

It is true that there has been a concerted effort on behalf of the coin machine industry, an effort sparked by Abe Sussman, owner of State Music Distributors, Inc., but that effort was not to overcome any ill-will on the part of the public, but rather it was an effort to point out to State lawmakers inequalities in the coin machine tax structure. This effort has recently been successful.

No operators or distributors in the Dallas area had any complaint against local news media.

W. German Trade Shocked by U. S. Apathy in Coin Mach. Council Failure

By OMER ANDERSON

FRANKFURT — The untimely demise of the Coin Machine Council has produced shock in West Germany, where the coin machine trade has been encouraged to adopt the U. S. trade as the model for this country.

That the CMC should founder is especially baffling to the Germans in the light of the supposed American acumen and general infallibility where public relations is concerned.

A leading German operator inquired incredulously, "I never heard that Americans ever failed to support public relations. We have been taught to believe that public relations was as much a part of American business life as the profit incentive. What happened?"

International Links

The CMC's liquidation is all the more puzzling to the German trade because it had been in the process of establishing international links. Only this spring, for example, the CMC wrote Guenter Wulff, president of the German coin machine manufacturers' association inviting Wulff and other members of his organization to visit CMC headquarters.

West Germany's trade has been studying operation of the CMC with a view toward establishing a counterpart organization in West Germany. There is strong sentiment for continuing with these efforts despite the CMC's demise.

A poll of 15 operators in Hamburg, Cologne, West Berlin, and Frankfurt revealed great confidence in the basic soundness of the CMC concept.

"From what I have read about the American Coin Machine Council," commented an operator in Hamburg, "It accomplished a great amount of good for the entire American coin machine trade. It is precisely the sort of thing we should have in Germany, and I can't understand the failure of the American trade to support it."

The consensus of many German operators appears to be that failure of the CMC strikes at the root of what ails the coin machine trade. This conviction was pungently expressed by a veteran operator here in Frankfurt, who snorted:

Brothers Under Skin

"The example of the CMC merely proves that all operators, American, German or what have you, are brothers under the skin. We are all quick to complain about persecution and to charge the other fellow with trying to do us in, but we do little or nothing to improve our public image.

"We are long on talk and short on deeds, and what happened with the American organization has happened here in Germany many times since we built our trade after the war. As long as we are all so short-sighted we will continue to have public relations problems."

A great many German operators derive a sort of perverse satisfaction from the CMC's collapse. They are tired of being lectured about the infallibility of American business in general and the coin machine trade in particular. Now they feel better with this example of trade myopia.

More reflective German critics feel the CMC

(Continued on page 55)

CMC Folding Brings Keen Disappointment

By BENN OLLMAN

MILWAUKEE—Hopes are dim for creating a solid, fruitful public relations program on a local level, according to coinmen queried here. The apparent folding of the Coin Machine Council has brought keen disappointment to the area's industry leaders. Beer City operators and distributors have stood among the staunchest supporters of the CMC.

A "truth squad" meeting held here last May by the CMC with the Milwaukee Coin Machine Operators' Association hit back at loose charges of criminal connections among Milwaukee coinmen by a local newspaper. Information brought out at the meeting received favorable considerable coverage in the following day's newspapers.

The session was addressed by CMC president Lou Casola, Rockford, Ill.; John Bilotta, New York State distributor, and MOA director, C. S. Pierce, Brodhead, Wis.

Local Support

As a result of this meeting about 10 local operators and distributors pledged to support the CMC, claims Doug Opitz, Wisconsin Novelty Company, CMC representative for Milwaukee. Contributions to the CMC from these Milwaukee coin-

men ranged from \$10 to \$50 per firm.

"Personally," says Opitz, "I went along with the CMC largely because I was inspired by Lou Casola and those with him at the meeting. They were not getting paid for the time and unselfish efforts they put in to build a better image for our industry. So I volunteered to help along the cause and was named the Milwaukee contact for the CMC. I learned what a tough job these men had taken on themselves."

According to Sam Hastings, president of the Milwaukee Coin Machine Operators' Association, no plans are currently in the hopper for PR efforts on a local plane.

Few Ideas

"We sure need it though," he says. "But no one seems to have the time or desire to take on the assignment. In the first place, there are so few good ideas as to what we, as individuals, or as an association can do to better our public image."

Jerome (Red) Jacomet, Red's Novelty Company, has long pushed for a sound PR program under sponsorship of the Milwaukee trade group. A while back he won support for a proposal to present \$100 to the March of Dimes in behalf

of the Milwaukee Coin Machine Operators' Association. His plan won ready approval. Jacomet, as association treasurer, appeared on the local Dimes telethon and turned over the check to the drive officials.

"The next day I got more than a dozen phone calls," says Jacomet. "Most of the calls were from people who had no connection at all with the coin machine business. They all told me that they felt it was a wonderful thing our coin machine group had done by donating \$100 to the March of Dimes. Many business associations much larger than ours had given smaller amounts—many gave nothing at all. We earned a lot of good will with that \$100 check."

Need to Continue

Jacomet claims that despite the demise of the CMC, he is still convinced of the necessity to continue PR efforts at both local and national levels.

"No matter how difficult it seems at times, we shouldn't throw in the sponge," he says. "We've got to do something both here in Milwaukee and elsewhere in the country to convince the public that we are legitimate business people. We can't exist without the public's goodwill."

Volume-Down Drive Ups Italian Juke Take 22%

ROME—By helping juke box operators de-decibel their phonographs, Italian singing stars have helped themselves to increased record sales.

Singers taking part in the moderate - your - volume campaign sponsored by AMI's general distributor have scored an average 22 per cent hike in sales of their disks since their portraits began gracing Italian phonographs.

The main singers helping out with the "keep it soft and sweet" appeal are Tony Dallara, Domenico Modugno, Mina, and Joe Sentieri. Apparecchi Musicali Italiani, the AMI distributor, printed up huge wall portrait posters of the singing stars with the appeal "Moderate il volume del juke box."

Apparecchi invested a large

chunk of its own cash in the public relations effort, first of its kind on the Continent. The firm argued that it was time the trade stopped complaining about unfair adverse publicity and did something positive to balance the record.

The singing stars were promised nothing, but were merely invited to co-operate for the good of the trade, which they did unstintingly.

It has proved to be anything but a philanthropic gesture. The "keep it soft" posters have proved to be unusually effective advertising for the singers' disks.

Their disks have enjoyed top-tune play at the locations featuring their poster appeal, and the interest generated has carried over to disk shop purchasing.



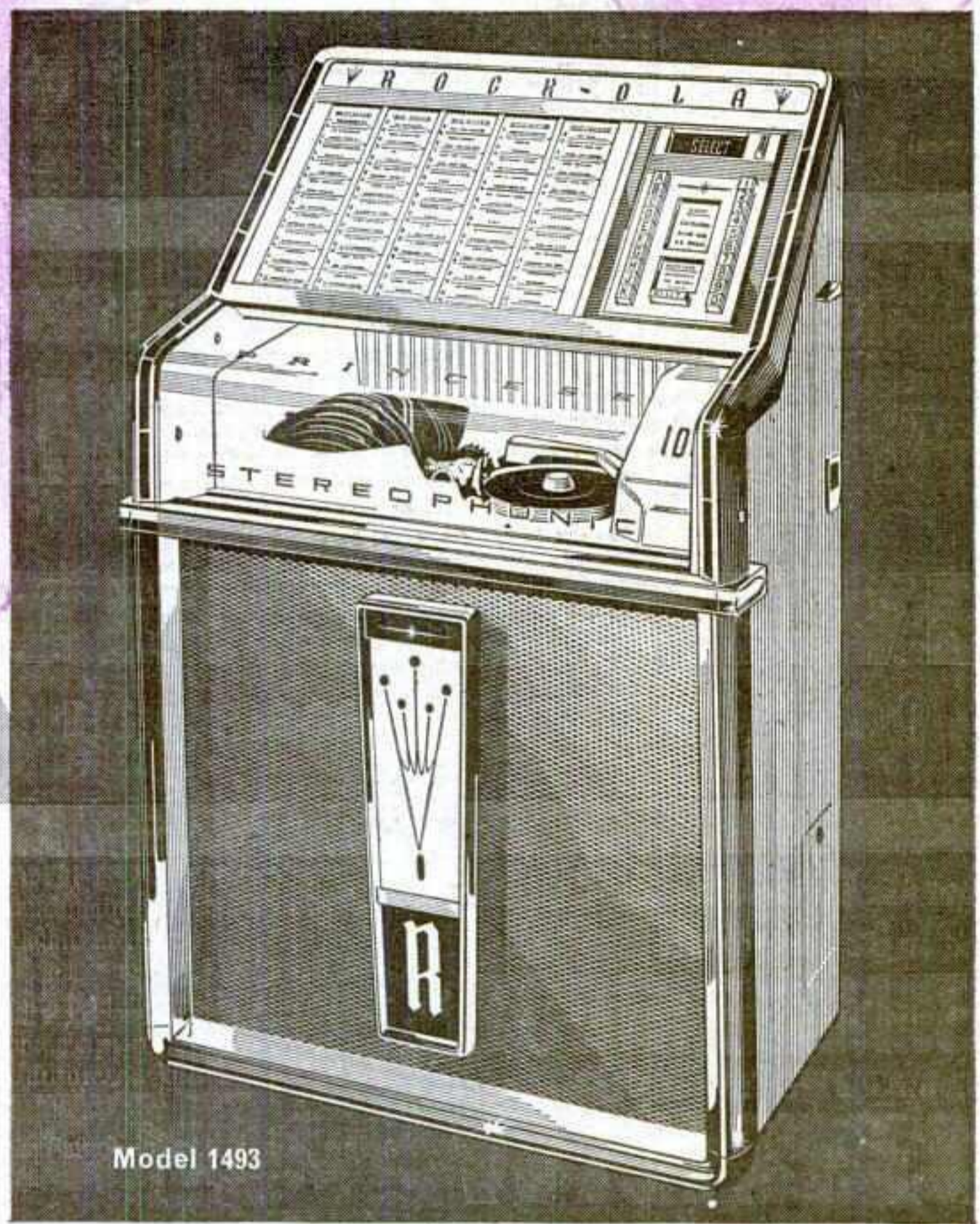
the new **ROCK-OLA**
Princess
ALL PURPOSE
MONAURAL · STEREOPHONIC
PHONOGRAPH · 100 SELECTIONS

a new concept in
compact design creates
greater location reception
...increased profits

The Princess—Compact—Versatile—Daring High Styling coupled with the World Famous ROCK-OLA Tradition of excellence in engineering, unexcelled dependability and quality convinces you at a glance that here is truly the World's Finest All Purpose Stereophonic—Monaural Compact Console Phonograph.

The Princess is truly a rhapsody of color... a symphony of high style with the sound of the future... today.

Maximum earnings and complete location satisfaction are assured.



NEW COMPACT DESIGN. A totally new concept in "compact design," measures only 48 $\frac{1}{4}$ " high and 29 $\frac{1}{4}$ " wide and 21 $\frac{1}{4}$ " deep. The Princess has an uncluttered, crisp appearance in any location.

COMPACT MECHANISM. Now for the first time in the history of Coin-Operated phonographs, Rock-Ola has produced an entirely new Compact Revolving Record Magazine designed specifically for use in a small phonograph. The NEW Rock-Ola compact mechanism has fewer moving parts for faster cycling and maximum ease of servicing, while preserving the traditional Rock-Ola Revolving mechanism design and operating dependability.



PERSONALIZED LOCATION PANEL. Now you can personalize the Princess Phonograph for each location, by quickly and easily snapping into place the Title bar letters provided. A full set of snap-in letters provides you with full Location, Personalization Flexibility.

look to **ROCK-OLA** for advanced products for profits!
ROCK-OLA MANUFACTURING CORPORATION, 800 N. KEDZIE AVE., CHICAGO, ILL.

DSA Prexy Offers Simplified License Plan

DETROIT—Proposal for basic amendment of the Detroit shuffleboard ordinance was presented to the Common Council this week by Barney Burke, president of the Detroit Shuffleboard Association. The proposal is basically for a simplification of the existing ordinance situation, which is governed by two separate laws. The DSA proposal is for:

1. Combination of fees so that operators who have both shuffleboards and other types of games will not have to pay double fees.
2. Rescheduling of payment dates so that all licenses will expire at one time, thereby simplifying operations for both officials and operators.

Only Legal Games

The Detroit situation grew out of the fact that shuffleboards were almost the only games legally recognized a number of years ago, and a special ordinance was passed to regulate them. In recent years a number of other types of games have been approved, and are governed by a separate ordinance.

Meanwhile shuffleboards declined in popularity, and it's the view of the industry that the present dual system, requiring an operator of a mixed route to pay twice as much as an operator who has only shuffleboards or only other games, is working a real hardship.

The whole situation was discussed at a luncheon meeting at the Hotel Statler-Hilton with Councilman William Rogell, Assistant Corporation Counsel Lawrence Eaton, Lt. James Cole of the Police Department General License Bureau, and other city officials.

The DSA was represented by President Burke, Executive Director Fred Chlopan, and Maurice J. Feldman, of the Central Coin Machine Exchange. They discussed the entire coin machine situation affecting games in particular in Detroit, as well as the projected ordinance.

Identification Disk

Related to the proposal is a provision for a metal identification disk to be attached to each machine. This is in line with steps taken in the past year to simplify

machine regulation and to have every machine properly registered on the tax rolls. Chlopan explained that "It is the hope of operators that every machine will be identified, and city officials are pleased to co-operate with operators on a progressive program whereby such identification will make it easy for the city assessor to recognize the owners of such equipment."

"This will eliminate the problem caused by the disappearance of the decals used at the present time, whether by wear and tear or by accident."



FLORENCE McCORMACK, R. F. Jones Company staffer, and Bill O'Donnell, general sales manager, Bally Manufacturing Company, officiate at a drawing for a new Bally Marksman gun game during the grand opening of the new R. F. Jones headquarters in Salt Lake City, Utah, October 15-16. A flock of dignitaries as well as coin machine traders was on hand.

S. Dakota Ops Hold Meet

BROOKINGS, S. D. — The South Dakota Phonograph Operators Association holds its next meeting December 3 and 4 at the Sawnee Hotel here.

EUROPEAN NEWS BRIEFS

North Africa Selling Emaphone

PARIS—An expanding North African market is reported for the Emaphone 140-selection juke box, which is full stereo. The Emaphone, which has a fully automatic selection mechanism, is being exported to every country in the area north of the Sahara, and to virtually all of the present and former members of the French community. Emaphone exports to this area have jumped 18 per cent in the last six months. The Emaphone pitches its sales promotion to its unusually rugged mechanism, which is simple and requires little maintenance. The "Grace A" model, in fact or fiction, is popularly supposed to be named for Princess Grace of Monaco, a juke box fan of long standing.

English Taking to Compact Juke

LONDON—Wurlitzer is pushing sale of its new compact box, the Lyric, on the British market. The promotion campaign for the Lyric, which is manufactured in West Germany, has been developed by Wurlitzer Overseas Corporation, with headquarters in Zug, Switzerland. Wurlitzer is lyrical about sales prospects for its new box on the basis of surveys showing that British operators are coming to favor the smaller compact boxes over the prestige 200-selection models. British surveys indicate that more and more operators are concluding that the increased cost of the 200-selection model and the greater operating expense are not justified by the collections. The Lyric is competing with Rock-Ola's Princess, also a compact box which is selling well on the European market.

Strong Swiss Juke Box Position

BERNE—A Swiss juke box operating company has just underlined the position of phonograph operation in Switzerland as a solid business proposition. The Swiss Coin Machine Corporation of Berne has declared a 6½ per cent dividend on its stock for the third quarter of 1961, the same amount paid for the first and second quarters and a dividend making the stock an attractive investment. Coin machine operation is traditionally regarded in Switzerland as a rewarding field for business interests, who ordinarily supply the capital and managerial direction, leaving servicing and music programming to distributors.

Hugk & Soltau's Anniversary

HAMBURG—The Hamburg juke box firm of Hugk & Soltau is observing the 10th anniversary of its founding. Willi Hugk, the proprietor, is honorary chairman of the Federation of the North German Coin Machine Trade. He has also held the chairmanship of the national German distributors' and operators' associations.

Juke Distrib Opens New Branch

WIESBADEN, W. Germany—Globus-Automaten GmbH, distributors of juke box operating supplies, has established a branch in Wiesbaden, which will provide the same service to operators in this area as does the main office in Frankfurt.

Kloewer to Dispose of Saxonia

COLOGNE—Guenther Kloewer has been appointed by the State Court of Bankruptcy as liquidator of Saxonia Coin Machine Company, which went into bankruptcy with debts totaling \$1,750,000. Kloewer, a Cologne bankruptcy liquidation expert, estimated that liquidation of assets, consisting almost entirely of repossessed juke boxes, will cover about \$1,250,000 of the debts, placing the net loss at \$500,000. Saxonia sold over 1,000 juke boxes to some 315 persons, most of them elderly pensioners and persons planning retirement. The Goslar firm arranged with banks to finance the purchase against a down payment and promissory note. In theory collections from the machines were supposed to be ample to amortize the debt. Oldsters flocked to invest in juke box operation under the impression that the mere ownership of a few juke boxes would guarantee them financial independence, so popular are juke boxes in Germany.

3 New Williams Games Debuted

HAMBURG—Erich Schneider is offering three new Williams games to German operators, Kismet, Double Barrel, and Sill Ball. Kismet is a four-player game; Double Barrel, two-players, and Sill Ball, a solo game.

New Fanfare Unit on the Way

BINGEN, W. Germany—NSM, West Germany's largest coin machine manufacturer, will introduce an entirely new model of its Fanfare juke box next month. Details were not announced, but trade sources have been predicting that NSM would bring out a prestige model phonograph to complement its present 120-selection "compact" Fanfare, of which around 12,000 have been manufactured and exported all over the world. The new box will be assessed by the trade for indications as to progress being made in the reorganization of the Bingen firm, which began last spring. A new top management was installed and plans announced to completely overhaul the production process in an effort to close the cost-price gap.

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.

FOOL #1 AND ANYBODY BUT ME	BRENDA LEE Decca 31309
A WONDER LIKE YOU AND EVERLOVIN'	RICK NELSON Imperial 5770
CRYING AND CANDY MAN	ROY ORBISON Monument 447
I WANT TO THANK YOU AND DOOR TO PARADISE	BOBBY RYDELL Cameo 201
THE WAY I AM AND MY HEART BELONGS TO ONLY YOU	JACKIE WILSON Brunswick 55220
DANNY BOY AND FLY BY NIGHT	ANDY WILLIAMS Columbia 42199
I DON'T KNOW WHY AND IT'S ALL BECAUSE	LINDA SCOTT Canadian-American 129
I CRIED MY LAST TEAR AND A CERTAIN GIRL	ERNIE K-DOE Minit 634
IT'S TOO SOON TO KNOW AND SEVEN DAY FOOL	ETTA JAMES Argo 5402
MY BUDDY AND GOD BLESS THE CHILD	EDDIE HARRIS Vee Jay 407

WURLITZER

2500

ULTIMATE IN
Automatic
MUSIC

BARGAINS FOR THE WEEK

GAMES
GAMES
GAMES
450 OF THEM.

Received a Large Lot of Games in Trade, Including One Lot of 20 or 25 Low-Priced Shuffle Alleys.

WHAT DO YOU NEED?
EXTRA SPECIAL This Week—
AMI C80, \$275.00

Write or Call Us Collect.
MAIn 1-3511

Write for Our Circular on Full Line of Coin-Operated Machines.

Central
DISTRIBUTORS, INC.

2315 Olive Street, St. Louis 3, Mo.
Phone: MAIn 1-3511; Cable: Condist

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

MOA Sets Awards For Disk Industry

CHICAGO —Music Operators of America will present a series of three awards to the record industry at the association's next annual convention at Chicago's Morrison Hotel.

Termed the "MOE" award, it will cover: (1) Most popular juke box record of the year; (2) Most popular artist on juke box records; (3) Record company with the most consistent juke box directed repertoire.

The awards were approved by MOA at a three-day directors meeting here October 31-November 1, and are seen as a positive step toward getting increased interest from record companies in the juke box industry.

MOA directors also discussed legislation, public relations, membership drives, insurance and plans for the next annual convention. Attendance and interest was high, with over 30 of the association's 47 directors in attendance for the full three-day—sometimes 12 hour-long—sessions.

Nominations for the three "MOA" awards will be made next January, by MOA members. Questionnaires will be mailed out by the association.

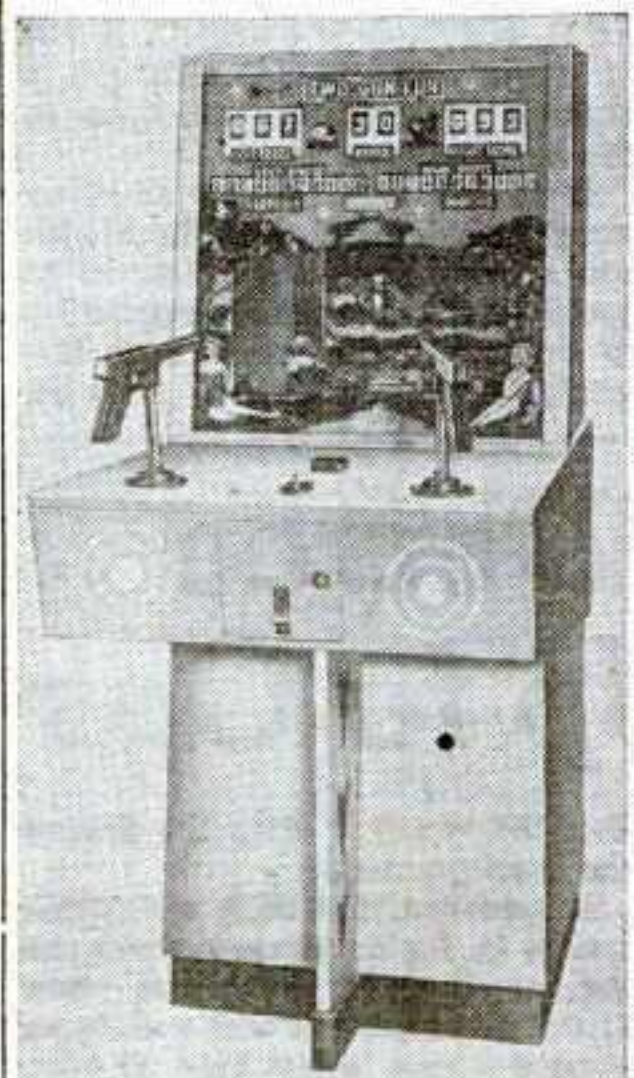
Nominations will be announced publicly and operators will then vote by mail to pick the top winner in each division.

Results will be announced at the convention, with presentation of awards at the traditional MOA banquet.

E. R. Ratajack, managing director of MOA, said the "MOE" name has no particular connotation. "Movies have their Oscar, television its Emmy. We believe these awards have been long deserved by the recording companies and their artists. Coming from juke box operators, we think the winners will truly point up the best efforts of the recording industry for any given year, for

these awards will represent the true public choice based on 'pay for play,'" Ratajack said.

Keeney Bows Two-Gun Fun



TWO GUN FUN

CHICAGO—Players can hold a simultaneous shooting match on Keeney's new two-player, two-gun target game—Two Gun Fun.

Pop-up and moving targets are featured. The player hitting the target first gets the score. Simultaneous hits gives points to both players. Targets are constituted of a variety of forest wildlife including squirrels, woodchucks, raccoons and foxes.

Players get 25 shots against time adjustment from 30, 40, 50 or 60 units. Two Gun Fun can be adjusted for one of two players for one coin, or two players with two coins.

The guns have regular pistol firing or machine gun firing. The gun is housed in a modernized cabinet, has ample shooting platform, and is attractively decorated in a multi-color scheme.

Bally Game 1962 Version Barrel-O-Fun



BARREL-O-FUN

CHICAGO—A 1962 version of Bally's popular Barrel-O-Fun inline game is being introduced by the firm. Action and scoring is the same as the original game combining high-score with bingo or light-a-line scoring plus super-line score boosters and the familiar "spottem" feature.

Full-length chrome rails have been added to the cabinet and Tuff-Kote finish is applied to the playfield.

Bill O'Donnell, Bally's general sales manager, said the firm's decision to go back into production of Barrel-O-Fun "was based on continued strong demand for the game that in some areas actually rivals the more elaborate bingo games in earning power" plus "the fact that the game is practically non-existent on the used market."

"Although play is limited to a maximum of six coins per game, to select six cards, the performance of the original Barrel-O-Fun is ample proof of the high earning power operators can expect from the new version," O'Donnell said.

Both replay and non-replay models are available, each equipped with "auto-mission coin dividers."



BILL RODSTEIN (center), former president of the Amusement Machine Operators of Philadelphia, receives a presentation of several hundred Sinatra records from Joe Silverman, AMOAP business manager, while Jimmy Durante looks on. At the right is Sam Stern, president of the Philadelphia group. Rodstein operates the Sinatrama Room, which features 685 different Sinatra selections on four juke boxes. The presentation was made at the Philadelphia group's annual dinner last week.

Flock to Philadelphia Coin Machine Assn. Banquet

PHILADELPHIA—The Amusement Machine Association of Philadelphia held its 32d anniversary banquet at the plush Latin Casino across the Delaware River in Camden Sunday (5) and 590 coinmen, their wives and friends attended.

The affair consisted of cocktails, dinner, dancing and entertainment headed by Jerry Lewis. Each woman attending received a gift worth \$17.

Joe Silverman, manager of the Philadelphia coin group, served as the master of ceremonies.

Many dignitaries attended the banquet, including bankers and judges. In addition there were representatives from such manufacturers as United, Williams, Gottlieb, Bally, Automatic Canteen and Seeburg.

The judges attending included President Judge Joseph Gold, Judge Victor Blanc and Judge Bernard Kelly. Representing the Broad Street Trust Company, the bank that handles most of the coinmen's

transactions in this area were:

Jim Henderson, vice-chairman of the board; Harrison Jones, president; Raymond J. Erfle, executive vice-president; and William Moore, Irving Udell, Roland Kushmore, Frank Caffrey, Jack Wagner and John Horan Jr., all vice-presidents.

From the United factory in Chicago, Herb Oettinger and Roy Kraehmer, put in an appearance, while Bill Prutting came in from New York to represent Seeburg. Irving Kaye, New York pool table manufacturer, was also a guest. Leon Taksen, president of the Amusement Machine Operators of Pennsylvania, drove in from Harrisburg.

Cleveland Trade Has No PR Plans

By RUSS MUSARRA

CLEVELAND — Public relations in the coin machine industry in Cleveland have been, are now and apparently will continue to be at a standstill.

This is the report from Charles Comella, head of the Cadillac Music and Amusement Company and vice-president of the Phonograph Merchants Association.

"We've never had any co-operation from the local newspapers," Comella said as spokesman for the association in place of the group's president, Jack Cohen of J. C. Music, who has been out of touch due to a month-long bout with low blood pressure.

Comella indicated that the association has not made any recent attempts to receive notice from Cleveland's press media either.

The association has no special committee or person working on the problem of public relations.

(Continued on page 55)

Good things happen when you



German Juke Op Drive Hits GEMA

FRANKFURT, W. Germany—West German juke box operators have opened a campaign to equalize the competitive position of the juke box with television as regards payments to GEMA, the German copyright organization.

Behind the rather ambiguous phrasing of the drive's goal is operator determination either to compel GEMA to levy royalties on all TV sets viewed by the public in juke-box locations, or to reduce juke box royalties.

TV Competition

Recent surveys show a sharp drop in collections from juke boxes in numerous tavern locations. The study shows that in some of these locations the proprietors have installed TV sets in competition to the juke boxes. In other areas, primarily working class districts, tavern patrons, who ordinarily would spend part of the evening regularly in the tavern, are now staying home to view TV.

Television is still a novelty in West Germany, and TV set ownership is only beginning to move into mass numbers. In many areas the TV set is still a curiosity, and tavern owners in these areas are purchasing de luxe sets for patron viewing.

The German operators' problem is magnified by the fact that not only is television still a novelty in this country, but it is programmed only evenings. This forces location patrons to choose between watching television, either at home or at the location, or playing the juke box.

Operators contend there is no more logic to GEMA's position on TV than there is to the copyright society's current demands that the operators pay royalties to the performing artists as well as composers and authors.

Direct Competition

An operator official summarized the trade's position on GEMA-free television: "TV sets are placed in taverns and other locations in direct competition with phonographs for the express purpose of luring patronage. Much of the program content of TV is music, including the same top tunes we are offering on our boxes."

"Yet these TV sets are immune for GEMA royalty payments. GEMA states that they are covered by royalty payments made by the stations. By the same token, we could argue that phonographs are covered by the royalties paid GEMA by the phonograph record producers."

"In our opinion, it is illogical—and highly unreasonable — for GEMA to ignore these TV sets while collecting royalty money not only from juke boxes but also from tape recorders, as is now their intention."

Collection System

GEMA's ignoring of the phonograph's TV competition has increased general trade dissatisfaction with the present system of collecting music copyright royalties.

In West Germany, GEMA levies royalties on a flat per-phonograph basis, which means that all juke

(Continued on page 56)

THE PRICE IS RIGHT

Guaranteed Like New

12 MIDWAY SHOOTING GALLERIES
\$345.00 Each

15 MIDWAY DELUXE SHOOTING GALLERIES
\$395.00 Each

All Prices Quoted Crated F.O.B. Phila.
WIRE—PHONE—WRITE TODAY

DAVID ROSEN
Exclusive A M I Dist. Ea. Pa.
855 N. BROAD STREET, PHILA. 23, PA.
PHONE: CENTER 2-2903

"Profit-Makers" From

chicago coin

- PRO HOCKEY
- PRO BASKETBALL

- TRIPLE GOLD PIN
- CONTINENTAL

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

SPECIALS
Make us an offer

AMI
4 CONTINENTAL 200 STEREO
1 LYRIC 100 STEREO
2 K 100A STEREO 1 H-200
1 J 120E STEREO 1 G-120
5 G-200 1 E-80
1 E-120 1 D-80

SEEBURG
3 V-200 1 M-100G
2 KD-200 5 M-100C

WURLITZER
1 2200 1 2000

ROCK-OLA
1 1438 1 1465

EXTRA SPECIAL
1 MUTOSCOPE VOICE-O-GRAPH (LATE MODEL).....\$495.00

MONROE
COIN MACHINE EXCHANGE, INC.
2423 Payne Ave., Cleveland 14, Ohio
Phone: SUperior 1-4600

Hands-Off Location Loan Policy in Detroit

DETROIT—Local operators are unlikely to find relief from pressure by location owners for loans through legal enactment at this time, it was learned officially this week. Such loans were banned by Chicago (BMW November 6), but there is no immediate prospect of such an ordinance in Detroit, and local operators may look at their colleagues across Lake Michigan in envy.

For the past year or two, operators have repeatedly complained that they are being forced into the financing business in order to hold their locations—by making loans of varying amounts—which sometimes seem to become regarded, ultimately, gifts rather than loans. The situation appears to be fairly widespread locally.

The issue has not become a subject of public complaint, however, and no new official action is presently contemplated. Lawrence Eaton, assistant corporation counsel of Detroit, pointed out that such

loans by operators appear to be strictly legal, and "This seems to be a normal exercise of free competition. If there were something in it that tended to corrupt the situation, then the Police Department would be interested, and it might be the proper subject of a Council ordinance."

Hands Off Attitude
Accordingly, operators cannot expect relief by ordinance from such location requests. Eaton pointed out that Michigan law prohibits a tavern owner from accepting a loan from a brewery or distillery, but this is quite different from a loan from the operator. The feeling of the Common Council is understood to be that it should have a hands-off attitude on this subject in the absence of some positive problem.

A spokesman for the Michigan Liquor Control Commission pointed out that many tavern owners get

loans from a number of suppliers, of equipment and the like—excluding alcoholic beverages and that operators seem to come within this freedom of trade.

Tavern owners may get a loan from anyone who is not a Commission licensee. One possible important complication would be in the case of an operator who also has a tavern or other license for alcoholic beverages—in such a case, the law would stop him from making a loan to another tavern owner.

A routine check is made on this point, which, it is assumed, is not of major importance, although a number of operators are also in the bar business.

It is felt that, if the situation were considered serious in Michigan at any time, the Commission could frame a suitable regulation to control loans, or a new law would be introduced to meet it.

WANTED
Good Mechanic who knows Shuffle Games and Phonos. Excellent salary for right man. Send past work history.
PURVEYOR DISTRIBUTING CO.
4322-24 N. Western Ave., Chicago, Ill.
JUNiper 8-1814

FOR SALE GAMES

Mermald\$110.00
Wagon Wheel 95.00
Hialeah 295.00
Barrel-O-Fun 495.00
Royal Flush 85.00
United Niagara 255.00
United Top-Notch 145.00
Chicago Coin Bonus Score 95.00
Chicago Championship Shuffle 145.00

PHONOGRAPH
AMI Continental Stereo 200 call or write
AMI G 120\$265.00
AMI Lyric Stereo 100 595.00
Seeburg V200 with VL Receiver 225.00
Seeburg 201 585.00
Seeburg KD 355.00
Seeburg V200 190.00
Seeburg L100 425.00
Seeburg Wall Boxes, 3W2 39.50
Seeburg Wall Boxes, 200 Set. 59.50
AMI Wall Boxes, 120 & 80. 32.50

Call, Write or Cable
Cable: LEWJO
Newly appointed distributor for Smokeshop in Indiana.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 N. Capitol Ave. 329 W. Ninth St.
Indianapolis, Ind. Covington, Ky.
Tel: MEIrose 5-1593 Greater Cincinnati
Tel: AX 1-6969

LUCKY HOROSCOPE
5c, 10c, or 25c Play

- ✓ National Coin Rejector in each chute
- ✓ Two Coin Returns
- ✓ Easy to Load—Holds approx. 1,000 tickets

Size: 18' x 8' x 6" Wgt. 20 lbs.

MID-STATE CO. 2371 Milwaukee Avenue
Chicago 47, Illinois
Phone: Dickens 2-3444

Anti-Loan Decree Strength Up to Ops

NEW YORK — The Chicago tavern owner who accepts a loan from a juke box or amusement machine operator is breaking the law, according to a city ordinance passed early this month (BMW, November 6). How effectively this measure will be enforced remains to be seen.

If the situation in New York State is any criterion, the enforcement will be as effective as the operators want it to be.

In the Empire State, the State Liquor Authority has virtual life-and-death authority over the tavern owner. And the SLA frowns on location loans.

License Threat
SLA policy is to refuse to grant a liquor license to any person who intends to borrow money from an operator, and to require that all

loans be reported once the license has been granted.

In practice, the SLA will often revoke a liquor license when an unreported loan of more than \$1,000 is made, but will not do so when the loan is less than \$1,000.

Coin machine operators are not the only offenders. Hat check concessionaires, linen suppliers and others doing business with taverns also give the tavern owner financial inducement to get their business.

Enforcement
SLA's position is that if it enforces the letter of the law for coin machine operators, it must do so for other parties doing business with taverns. This is considered unlikely.

The attitude of the State board is that operators should clean up their own house with regard to location loans and abandon their lustful pursuit of the licensee by the lure of illicit payments.

The situation is somewhat ironic in that by making loans to locations, the operator not only becomes a party to breaking the law, but he also acts against his best economic interests.

Nothing gives a tavern owner more pause to think than the threat of losing his liquor license. Once the license is revoked, he's through.

To date, few if any local operators have informed their locations that the payment of a loan or bonus jeopardizes their liquor licenses. And the SLA regulations with regard to loans are very loosely enforced. Whether or not this enforcement tightens up, is entirely up to the operators.

WANT TO BUY
GOTTLIEB 1-PLAYERS:
SHOWBOAT—FOTO FINISH—KEWPIE DOLL—DANCING DOLLS—WAGON TRAIN—SUNSHINE—ROCKET SHIP—ROTO POOL—QUEEN OF DIAMONDS

WANT TO BUY
GOTTLIEB 2-PLAYERS:
FLYING CIRCUS—MERRY-GO-ROUND—CAPT. KIDD—LITE-A-CARD—MADEMOISELLE—AROUND THE WORLD—ATLAS—RACE TIME—GONDOLIER—PICNIC—WHIRLWIND

WANT TO BUY
GOTTLIEB 4-PLAYERS:
SWEET SIOUX—TEXAN—CONTEST

Highest Prices Paid!
FOR SALE: C. C. 11' & 14' BOWLING LEAGUES, EA.\$100
Completely Reconditioned
NATIONAL
COIN MACHINE EXCHANGE
1411-13 Diversey, Chicago 14, Ill.
BUckingham 1-8211

Joe Ash says . . .
CONTACT ACTIVE FOR **PINBALLS**
THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!
Exclusive Gottlieb and Rock-Ola Distributor for Eastern Pennsylvania, South Jersey and Delaware.

ACTIVE AMUSEMENT MACHINES CO.
666 N. Broad St., Phila. 30, Pa.
POplar 9-4495
You can ALWAYS depend on ACTIVE ALL WAYS Write or wire for prices

Chicago Area Headquarters for Parts and Accessories for all **VALLEY POOL TABLES**

IMPORTERS
SEND FOR **FREE** 56-PAGE ILLUSTRATED 1961 CATALOG

FIRST COIN MACHINE EXCHANGE
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

Northern Awarded Airport Franchise

MINNEAPOLIS — Northern Cigaret Sales of St. Paul, headed by Frederick J. Eichinger, was awarded an exclusive franchise for operating all vending and amusement machines at the new airport terminal at Wold-Chamberlain field. The franchise, for a period of five years, was awarded by the metropolitan airports commission at a hearing last Monday (7) here.

Eichinger was high among nine bidders with an offer to pay the commission a total of \$211,000 for the concession during the first five years that the terminal is in operation. It is scheduled to be dedicated January 13.

Eichinger also operates Northern Coin Machine Company in St. Paul. He has been in business 26 years and operates 700 coin machines in 300 locations in the greater Twin Cities area.

Three other bids also were accepted by the metropolitan airports commission.

BUY WITH CONFIDENCE

SHUFFLES & BOWLERS	KIDDIE RIDES	GUNS
United 5 Way\$595	Bally Champion\$395	Exhibit Space Gun\$ 95
United Dolphin 645	Toonerville Trolley 475	Exhibit Gun Patrol 125
C. C. Red Pin 345	Boat Ride 250	Exhibit Six Shooter 125
United Six Star 275	Donald Duck 250	Exhibit Pop Gun Circus 275
Queen Bowler 625	Exhibit Big Bronco 325	Genco Big Top 195
Bonus Bowler 395	Elsie the Cow 195	Genco Super Big Top 225
Duplex Bowler 495	Ferdinand the Bull 195	Genco Sky Gunner 125
C.C. Classic 250	Fire Engine 395	Genco Nite Fitar 125
Bally Champion 250	Motor Cycle Ride 395	Keeney Sportsman 195
Bally Tournament 195	Junior Jet 175	Keeney Ranger 195
Rocket Shuffle 95	Red Nose Reindeer 225	Keeney Air Raider 150
	Round the World 295	Bangorams 125
	Trainer 295	Atomic Bomber 100
	Rocket Ride, new, w/sound Write	Sky Fitar 125
	Sandy Horse 375	Midway Bazooka 295
	Twirley Bird, new, w/sound Write	Midway Shooting Gallery 338
	Old Smokey 350	Midway DeL. Shooting Gallery 435
	Scientific Boat 295	United Sky Raider 225
	Twin Animal Ride 225	Wms. Safari 195
	Drive Yourself Mobile 325	Wms. Vanguard 295
	Auto Test Drivemobile 425	Wms. Hercules 325
	Turnpike Auto Test Deluxe 675	

Distributors for WURLITZER UNITED, GOTTLIEB & MIDWAY.

CLEVELAND COIN MACHINE EXCHANGE
2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones: Tower 1-6715

M. S. GISSER
Sales Manager

OPERATE **UNITED** Shuffle Alleys and Bowling Alleys WELCOME EVERYWHERE

★ UNITED MANUFACTURING CO.
3401 N. California Ave., Chicago 18, Ill.

2 1/2 Times More Circulation Than the Next Magazine!

TOTAL PAID CIRCULATION
OF THIS ISSUE OF BILLBOARD MUSIC WEEK
21,232

THE WORLD-WIDE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

BILLBOARD MUSIC WEEK

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

Eateries With Glass Walls Should Use Stand Boxes

PANAMA CITY, Fla.—Where circumstances are such that it is impossible to install a wall box on a wall, the back of a booth, or the table in a restaurant, there is a practical solution in the use of heavy metal stand supports, according to Gulf Music Company here.

At many points along the famous Northwestern Florida coast, which attracts better than 50,000 visitors every summer, architectural design was presenting this problem frequently. Many of the new restaurants are "glass boxes," with glass extending from sidewalk to ceiling on all four sides, in typical beach architecture.

While most such location owners were, of course, well aware that the phonograph and associated wall box would be a major help in maintaining profits, few of them were willing to allow wall boxes to be attached permanently to tables.

Pictured above is an example of the system which Gulf Music Company has used to install over a hundred wall boxes to such "glass box" restaurants which extend some 20 miles along the white-sand beach from Panama

City in both directions.

As shown, each wall box is mounted on a heavy two-inch pipe stand, with a steel disk bottom, which is nailed to the floor with ram-type explosive stud drivers.

With the stands cut individually to the correct height, to lift them slightly above the level of the table and interposed between the glass wall of the restaurant and the table, wall boxes are convenient to customers, and yet do not interfere with moving furniture or cleaning operations, and, of course, can easily be moved away.

In some instances the stands are not fastened down, particularly where the unwritten law requiring anything nailed down to be left when the tenant moves is concerned.

With wiring simply run down the metal stand on which the wall boxes are poised, and run along the baseboard to the juke box, these quickly removable, out-of-the-way wall box installations have made it possible to show full returns on phonograph locations in most restaurants where collections would otherwise be much smaller.

West Germans Shocked by American Apathy

Continued from page 50

founded because of a tandem of basic errors: (1) Failure to fuse the PR effort of the CMC with that of the Music Operators of America, (2) failure to organize financing on a systematic, compulsory basis.

"The trouble with the trade in Germany," an operator in Cologne ventured, "is that we are split into too many groups and factions. It is obvious that there is only a single trade and not a number of branches. I followed progress of the Coin Machine Council closely, because I believed in it and hoped we could get something like it here in West Germany."

"However, it became apparent to me some time ago that the American trade has the same problem that we have, a snobbish attitude. Vending machine operators look askance at juke box operators and the bulk vending man feels he is higher class than the fellow with pinballs and bowlers."

N.Y. Times Story

A number of German operators recalled, for example, that even the New York Times, which is respected in West Germany as America's leading newspaper, had printed CMC material.

An operator in West Berlin remarked, "I recall that the Times printed an editorial approving the pinball machine—flipper, we call it in Germany. To us, this was almost inconceivable, considering the hard time our daily press here gives our flippers."

The Germans believe that a successful PR program must be organized as an integral part of trade association activity, and supported from trade association funds. "Either PR is a vital trade association function or it is not worth attempting," a trade association official observed in Cologne. "PR

is just something you don't let George do—not if you want it to succeed."

Trying to profit from mistakes it believes is being committed by the U. S. trade, the German trade is working to amalgamate trade organizations into a single large organization which would have the resources to finance a series of essential trade programs, including PR, legislative, international cooperation and information exchange.

Whether this is possible in view of the stern attitude of the Federal Cartel Office, West Germany's trust-busting agency, is problematical. But the effort is being made to push amalgamation to the fullest extent compatible with the anti-cartel law.

This trend dictated the recent merger of the Verein Deutscher Faclute (VDA) and the Verband der Deutschen Automaten-Industrie (VDAl), representing coin machine experts and manufacturers, respectively. This amalgamation is regarded within the German trade as opening the way to further unification, the formula employed circumventing legal objections to such mergers.

Since the formal amalgamation of the two trade groups into a single organization was barred by the Federal Cartel Office, the organizations concerned simply decided to dissolve the VDA and ask its members to enter the VDAl, which is what occurred.

Significantly, this voluntary union merges vending and service machines and juke boxes, games and payouts. "We have finally succeeded in breaking down the petty snobbery which has always plagued our trade," an official said.

What has been accomplished in West Germany would be roughly tantamount to merging the Music Operators of America with the National Automatic Merchandising Association in the U. S.

Memphis Ops Build Goodwill

Continued from page 50

toward the amusement operators. Several thousand dollars went to the foundation.

(PS to this story is that the City Commission changed Beale Avenue back to Beale Street and the \$2.5 million St. Jude Hospital, after some 10 years of fund raising by Thomas, has been under construction in Memphis now for about a year.)

Cleveland Trade

Continued from page 53

the vice-president reported. The group's board simply considers as a unit any problems that may arise, he said.

Comella said that there would probably be no greater emphasis placed on public relations locally because of the recent failure of the Coin Machine Council, the national public relations agency for the industry.

The CMC was too short lived to have effected the situation to any great extent, Comella said.

While little mention of the industry is made in Cleveland's newspapers, radio and television, the situation is not found to be unsatisfactory by local coinmen, Comella reported.

For although Cleveland operators and distributors are often engaged in civic activities, they are not of such magnitude to rate specific notice.

As an example, Comella referred to last month's United Appeal drive in this city. The industry received no special publicity on its contributions, as did other organizations.

"These firms gave hundreds of thousands of dollars, while collectively we gave only about \$3,000," Comella concluded.

Several years ago the association had a program to give crutches and wheel chairs to indigents needing them. A number were given away. A story about this program appeared in the daily press.

There was also a story this summer about Canale being general chairman of the Bluff City Youth Guidance Commission. This is a commission serving in an advisory capacity to the city and county with the aim of furthering the progress of Negro youth of the city.

Main purpose of the program is the same as one undertaken by a

Youth Guidance Commission for white youths — to reduce juvenile delinquency and help youngsters become good citizens.

Canale has some outstanding citizens serving under him on the commission — one is an attorney, State Senator and member of the County Court. Another is a wealthy cotton man and the County Court member.

Here are some of the other public relation projects local operators have had:

1. Gifts by Canale. Southern Amusement Company and other companies of a juke box or game to Memphis Boy's Town, St. Peter's Orphanage and other charitable institutions.

2. A \$700 scholarship given by Memphis Music Association each year to Memphis State University for a deserving boy to attend college who could not otherwise afford to.

3. Contributed money to help build the swimming pool dressing room at Camp Courage near Holly Springs, Miss., 45 miles from Memphis, which is operated during summer months by the Youth Guidance Commission for boys who have been in trouble with the law and need guidance, counseling and friendship.

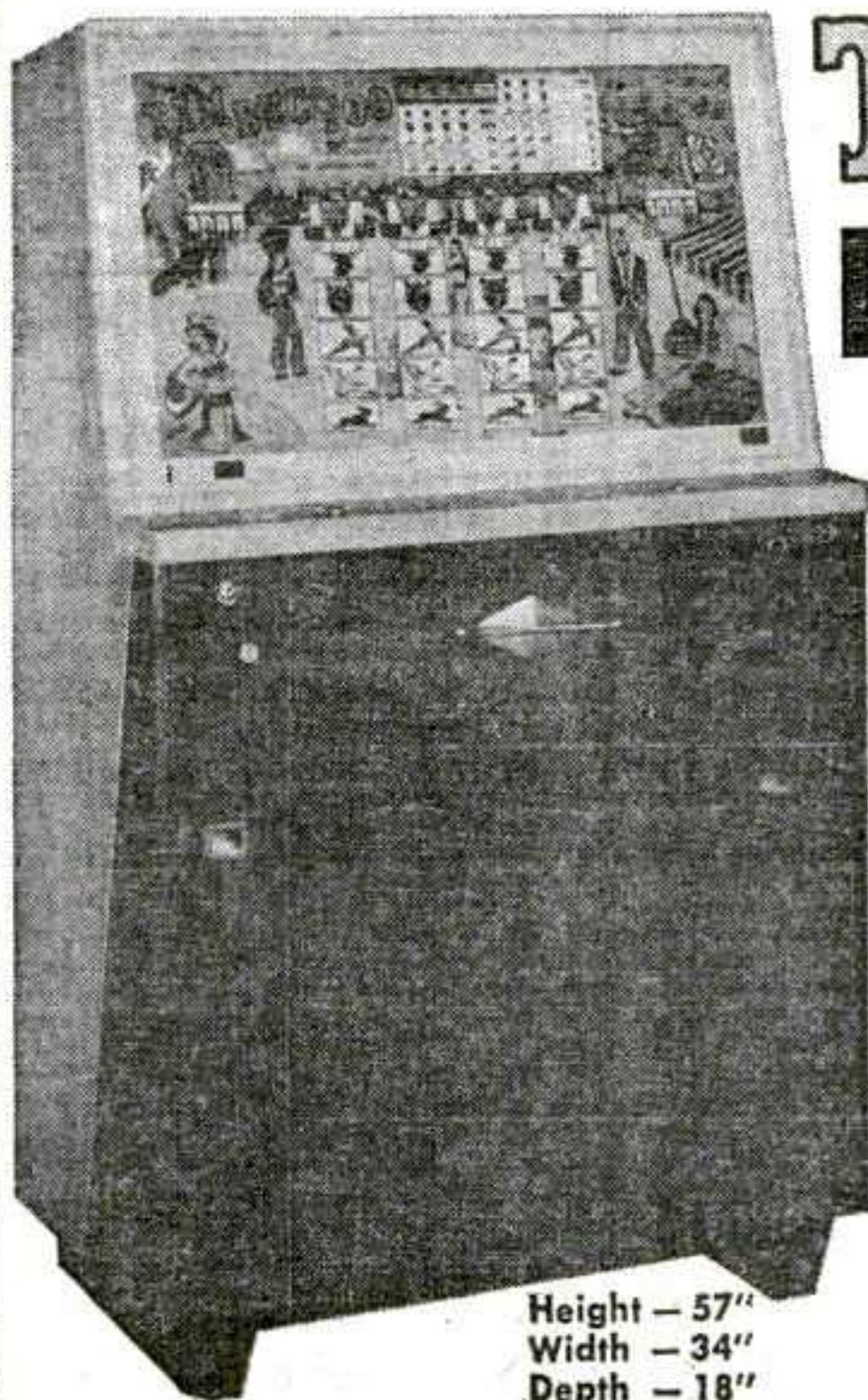
In addition, Canale, George Sammons, president of Sammons-Pennington Company, and Allen Y. Keller, Central Amusement

Company, all members of the Ser-toma Club, work each year at a carnival at Memphis Boy's Town to raise money to maintain the institution.

Edward H. Newell, owner of Or-Matt Amusement Company, and Alan Dixon, general manager of S & M Sales Company, are active in civic work in the Lions Club. Frank Smith, president of S & M, and Earl Montgomery, secretary and treasurer, are also active civic workers.

These things have brought good relations from the public to the amusement industry here. The operators realize the importance of such work and say they intend to keep it up.

A new hit... by Games, Inc.



TWIN

TIM

116 WAYS TO SCORE

BUC

A new feature!

TOO

LIGHT THE NAME

FOR ADDITIONAL FREE PLAYS



IT'S A TWIN LET'S BOTH PLAY



ORIGINATORS OF MODERN UPRIGHT ELECTRIC FREE PLAY SCORING GAMES

Manufactured by

GAMES, INC.

2950 NO. CAMPBELL AVE.

CHICAGO 18, ILLINOIS

PHONE CORNELIA 7-8800

ONLY ONE OF ITS KIND!

New Continental 2 with STEREO ROUND needs no remote speakers... plays 33 1/2 and 45 RPM records interchangeably—a money-maker in any location. See your AMI distributor, or write:

AMI sales office
5075 W. Lexington St.,
Chicago 44, Illinois

Height — 57"
Width — 34"
Depth — 18"

The Standard of the Coin Machine Industry

Self-Levelling Glide

LEG ADJUSTERS



- 1 1/2" Bolt
- 3/4" x 16 Thread
- Zinc Plated

Write for Quantity Prices with or without Hex. Nuts.

ADMIRAL TOOL & MFG. CO.

3702 N. Talman Ave. Chicago 18, Ill.
Phone: GRaceland 7-4300

Philly Publicity

• *Continued from page 47*

requests," Rosen said. "And all organizations that contact us are usually satisfied." He added that there is never any problem having the donation publicized.

PR Program

Silverman said the Philadelphia operators group has had its own public relations program for 25 years. He is in charge of it. Joe said all the groups in the city know they can come to him and the coinmen will respond.

One firm did feel sorry to see

CMC on its deathbed. That was the Banner Specialty Company. Jim Ginsberg, executive head of the Philadelphia office, said his company was a dues-paying member of the CMC.

"We felt that during the short time the council was in existence, it did an excellent job," Ginsberg said. "It served a very worthwhile purpose."

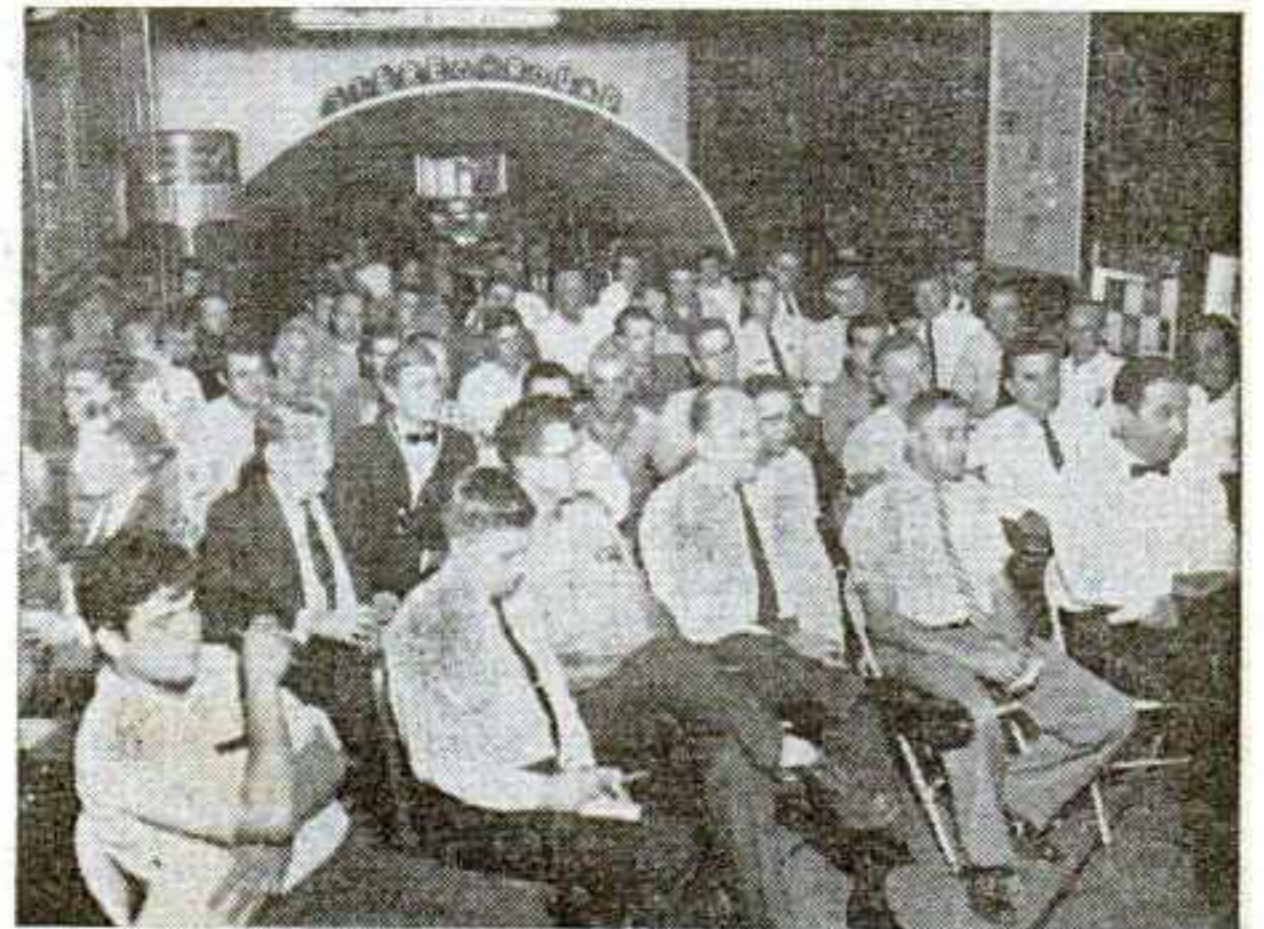
He cited stories that were placed in the nation's leading newspapers and on the wire services concerning the industry. "Apparently the rank and file just didn't realize the value of a public relations program and therefore didn't support it," Ginsberg continued.

BIG TURNOUT GREET'S NEW TRIMOUNT VENDING CLASS

BOSTON—More than 50 music operators and servicemen, all of whom have diversified into vending, attended a service school this week at Trimount Automatic Sales Corporation, distributor for Rowe vending equipment and AMI phonographs. Service managers and mechanics from as far as 150 miles away came to attend the school.

Trimount personnel are being trained both by attending authorized service schools at the Rowe factories in Michigan and New York and under the tutelage of Al Panuzzo on location in the New England area.

Schools already have been devoted to one type of equipment each night. Trimount has found that concentrating on one machine at a time results in a comprehensive and thorough session. The response was called the greatest in terms of interest and numbers ever seen in the coin machine field, according to C. Marshall Caras, general manager of Trimount.



SOME 50 OPERATORS AND SERVICEMEN attended the recent vending service school held by Trimount Automatic Sales in Boston.

THIS IS Valley for '62

The Ultimate in coin **POOL TABLE** QUALITY, DESIGN, EARNINGS!

DELUXE 6-POCKET MODELS

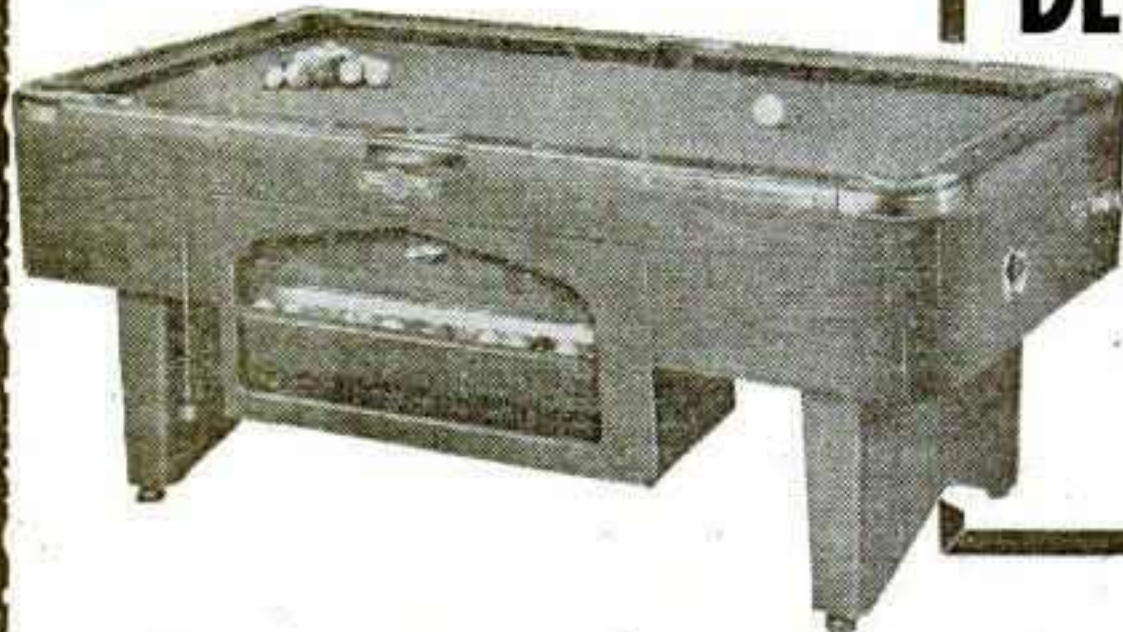
Mahogany and Blond

3 POPULAR SIZES:

MODEL 750A—75 x 42 x 31

MODEL 850A—84 x 47 x 31

MODEL 900A—90 x 50 x 31



the **SPECIAL**

MODEL 745A

75 X 42 X 31

MULTI-COLOR FINISH

Attractive, tough, long-wearing lacquer.



STILL TOP MONEY-MAKER!
NOW BETTER THAN EVER!

Regulation **BUMPER POOL**®

Completely New! Metal Bumpers!
Blond and Mahogany Finishes!

THIS IS VALLEY!

- Entirely New Cabinet Designs • Quality built by Valley master craftsmen • All New Operating Mechanisms • Recessed, easily removed Drawers • New Sturdiness with Tapered Slip-on and Bolted Legs • American Cured Slate Beds • 100% Moulded Billiard Cushions • Genuine Billiard Cloth • Pocket Entrance Gulleys for more silent, faster return • Formica Covered Rails • New Heavy Duty Leg Adjusters • Polished Aluminum Protector Rings on cue ball returns and cue stick holders... and many more dependable Valley features!

See your distributor for demonstration or write direct for complete information.

Valley SALES CO.
A Division of Valley Mfg. Co.
333 MORTON STREET, BAY CITY, MICHIGAN • TWINBROOK 5-8587

German Juke Drive

• *Continued from page 53*

boxes pay the same GEMA fee, irrespective of the type of phonograph, the type of location, or the amount of patronage.

"This is fantastic, we are now coming to realize," one of the largest operators in Munich commented. "It means that the phonograph in a small, out-of-the-way location is paying the same royalty as the prestige box in a prime location."

"If GEMA persists in ignoring our TV competition, we operators will have no other recourse but to demand that the whole present system of basing royalty payments be scrapped and that we negotiate a new system making allowance for individual factors such as the type of phonograph, the size and scale of location, and the existence of competition such as TV, background music, and so on."

Juke Box Gold

SEYMOUR

&
His Heartbeat Trumpet

"IF I HAD YOU"

b/w

"WHEN DAY IS DONE"

ONE STOPS

&
OP'S

GO—GO—GO

HEARTBEAT RECORDS

410 South Michigan Avenue
Chicago, Illinois

Juke Box Gold

**ATLAS...
Reconditioned—Guaranteed
MUSIC & VENDING**

- VENDING**
- APCO 6-FLAVOR—ICE... \$1,145
 - WITTENBERG REF., 24 SEL. 795
 - STONER D-500 COFFEE 295
 - NATIONAL CANDY, 10-COL.—SLANT. 260
 - ROWE L-1000, 4 FLAVOR..... 595
 - NATIONAL CIGARETTE, "111"—Slant. 175
 - CONTINENTAL CORSAIR "30" 195
 - DUGRENIER 20-COL., MANUAL 185

MUSIC

A.M.I. E-120	\$145
A.M.I. F-120	245
A.M.I. G-120	275
A.M.I. I-200E	525
A.M.I. J-200	595

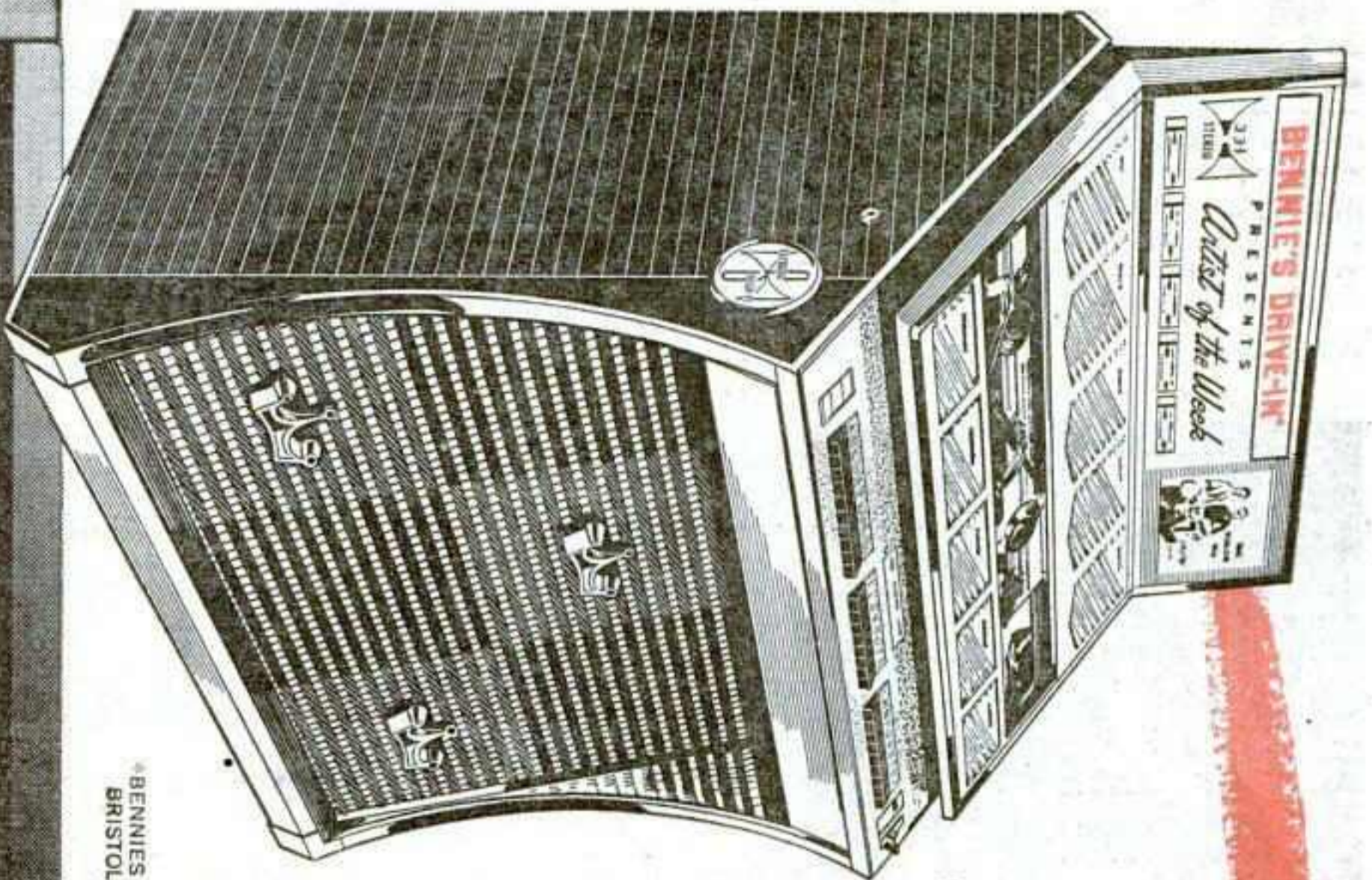
VENDING SPECIALS
Available in Quantity!
Seeburg E 1 and E 2 Cigarette Vendors
Write or call collect for quantity prices!

1/3 Deposit, Balance Sight Draft



Distributors for **AMI—ROWE**

ATLAS MUSIC COMPANY
A Quarter Century of Service
DIV. OF AC AUTOMATIC SERVICES, INC.
2122 N. Western Ave. Chicago 47, Ill.



*BENNIES DRIVE-IN
BRISTOL, TENN.

SEEBURG

Personalized for your locations!

THE SEEBURG location owner can present his great Seeburg music *personally*. . . because the location name, or his name, is brightly displayed on Seeburg's showcase top panel. He can even feature the name of his favorite customer or waitress as an occasional novelty!

Only Seeburg offers this popular new **PERSONALIZED** feature!

And only the Seeburg Artist of the Week phonograph makes it possible **FOR YOUR LOCATIONS** to offer a great *new show every week*—ten top album hits, by the same artist, in magnificent 33 1/3 stereo (**INTERMIXED** with 45's).
The Seeburg Sales Corporation, Chicago 22.

LOCATION NAME GOES HERE

P R E S E N T S

Artist of the Week



33 1/3
STEREO



SEEBURG
ARTIST OF THE WEEK
TEN-SELECTION 33 1/3 STEREO ALBUM RECORD PACKAGES

WEEK OF NOVEMBER 6
JUDY AT CARNEGIE HALL
JUDY GARLAND (CAPITOL)
HE'S THE KING
AL HIRT (RCA VICTOR)

WEEK OF NOVEMBER 13
JUMP UP CALYPSO
HARRY BELAFONTE (RCA VICTOR)
JUST A LITTLE SENTIMENTAL
MARTY ROBBINS (COLUMBIA)

Detroit Coinmen Avoid Press Limelight

• Continued from page 47.

ator who recently gave such a box received a nice letter of appreciation from the mayor, but no public attention was given. On the other hand, there was a report of an operator who had sold a used box to a youth leader for what a fellow

operator considered an outrageous price.

Game Situation

Similar conditions, as far as publicity is concerned, prevail in the games field. Older games are frequently being given by operators

to church and youth groups, but there is no concerted program to secure publicity for the donations.

The sentiment of some operators who take a modest view of their own good deeds was gracefully expressed by a veteran of the field, Maurice J. Feldman, of Central Coin Machine Exchange: "It isn't necessary to brag about it when you give something away. If the people who receive it appreciate it, they will probably tell someone else, and that is enough."

In a way this expresses a general operator attitude. Typically, operators have been giving away older equipment for a long time here, usually on an individual basis. This becomes casually apparent in store visits and conversation, but they aren't talking much about it.

Store of Goodwill

Operators have built up a store of goodwill to some degree by this practice, but they have not done much about exploiting it. There is evidence, gathered from some pointed questioning, that individual operators are active in various forms of public service.

For instance, Mrs. Mark Linkner, wife of a veteran operator, is a leader in the Gray Ladies, hospital service group. Operators contribute to sundry important charity and public funds, but do not tend to pool their contributions to make a big showing for the industry.

Multiple memberships in organizations active in the field—including trade, fraternal and social—further split up the industry's contributions.

Official Relations

In the all-important field of official relations, local games operators—and music people also to some extent—have enjoyed good relations for many years, meeting freely with civic officials to talk over problems and come up with workable solutions. This quiet behind-the-scenes activity has accounted in part for the desirable quiet on

the surface and has avoided developments that might have led to very adverse publicity.

A policy of actually discouraging publicity about service activities has actually been followed—the very reverse of publicity-seeking. Thus, many games, notably shuffleboards, pool tables and the like—have been donated to clubrooms of the YMCA, boys' clubs and the like.

Fred W. Chlopan, executive director of the Detroit Shuffleboard Association, explains that "these were contributed by DSA members with no selfish motives, and with the request that no publicity be given to the donation."

But there is one very important phase of public relations in which the DSA has led for a number of years—the system of player leagues supervised by DSA members. This is basically a shuffleboard program, extended to bowling games and other types as the games have changed also. Chlopan outlines the results:

Grass Roots

"Through our leagues we have been able to reach to the grass roots—the people who put the dimes in the machine. This has been a continuing activity.

"DSA members feel that by operating their equipment in taverns, which are the poor man's club, by their constant supervision of equipment in co-operation with the tavern owner, by reaching their patrons through the leagues, we have long maintained a public relations program which has been very effective. This is climaxed by having banquets at the end of the league season, where officials, operators, location owners and the players—the public—all meet together in a fine atmosphere."

It is at this grass roots level that the Detroit PR program may be expected to develop, now that the national program has folded.

Use WAIKIKI BEACH a Royal Revamp

ROYAL DISTRIBUTING CO., INC.
2070 Seymour Ave., Cincinnati 37, Ohio

FOR SALE

We have the below listed games, completely overhauled and ready for operation. We will make shipment same day order is received.

PINGAMES—SINGLE PLAYER

1 Gottlieb Coronation	\$ 30.00
1 Gottlieb Gold Star	40.00
1 Gottlieb Grand Slam	40.00
1 Gottlieb Mystic Marvel	40.00
2 Gottlieb Poker Face	40.00
1 Gottlieb Four Belles	50.00
1 Gottlieb Lady Luck	50.00
1 Gottlieb Shindig	50.00
1 Gottlieb Slugging Champ	50.00
1 Gottlieb Frontiersman	60.00
1 Gottlieb Rocket Ship	150.00
1 Gottlieb Hi Diver	215.00
1 Gottlieb Spot A Card	300.00
1 Williams Big Ben	50.00
1 Williams Perky	50.00
1 Williams Regatta	50.00
1 Williams Screamo	50.00
1 Williams Thunderbird	50.00
1 Williams Tim-Buc-Tu	50.00
1 Williams Super Pennant	75.00
1 Williams 3D	125.00
1 Williams Gusher	150.00
1 Williams Satellite	150.00
1 Williams Nags	225.00
2 Williams Jungle	275.00

PINGAMES—2 PLAYER

2 Gottlieb Toreadors	\$ 90.00
1 Gottlieb Fair Lady	100.00
1 Gottlieb Sea Belles	100.00
1 Gottlieb Flagship	120.00
1 Gottlieb Gondolier	210.00
1 Gottlieb Race Time	250.00
1 Gottlieb Double Action	275.00
1 Gottlieb Atlas	295.00
4 Williams Short Stop	180.00
2 Williams Pinch Hitter	275.00
2 Williams Deluxe Official Baseball	325.00

PINGAMES—4 PLAYER

2 Gottlieb Scoreboard	\$ 60.00
1 Gottlieb Majestic	195.00
4 Gottlieb Falstaff	225.00
4 Gottlieb Contest	250.00
4 Gottlieb Sweet Sioux	350.00
3 Gottlieb Texans	425.00
1 Williams Race the Clock	50.00
1 Williams Fun House	55.00
1 Williams Music Man	450.00

Modern Dist'g Co.

3222 Tejon Street, Denver 11, Colo.
Phone GRand 7-6834

PRICES REDUCED

BIG BALL BOWLERS

Bally Challenger	\$695
Pan American	595
CC King	445

MISCELLANEOUS

Candid Camera, new	\$ 60
Skill Cards	65
5 Bally Bikini, new	Phone
5 Bally Skill Roll	65
5 Bally Bike Kiddy Rides	395
Rock-Ola Model 1455	295

GUNS, ARCADES, SHUFFLES

1 CC Shoot the Clown	\$200	League Leader	
1 Wms. Hercules	260	Baseball	\$ 75
3 Shoot the Bear	100	Motorama	150
1 B. Derby Gun	225	Bally Official Jumbo	425
4 B. Moon Raider	225	Bally Monarch	375
1 Un Sky Raider	150		
5 Mdwy. Shoot'g Gallery	325		
2 Dodge City	50		

25 POOL TABLES WITH SLATE TOPS, \$75.00 & Up

Send for our list of Vending Machines . . . Cold Drink . . . Hot Drink . . . Cigarette . . . Candy.

WANTED IN TRADE

Bally Bingos and Bally Lottafuns.

REDD DISTRIBUTING COMPANY, INC.

126 Lincoln St. Algonquin 4-4040 Brighton 35, Mass.

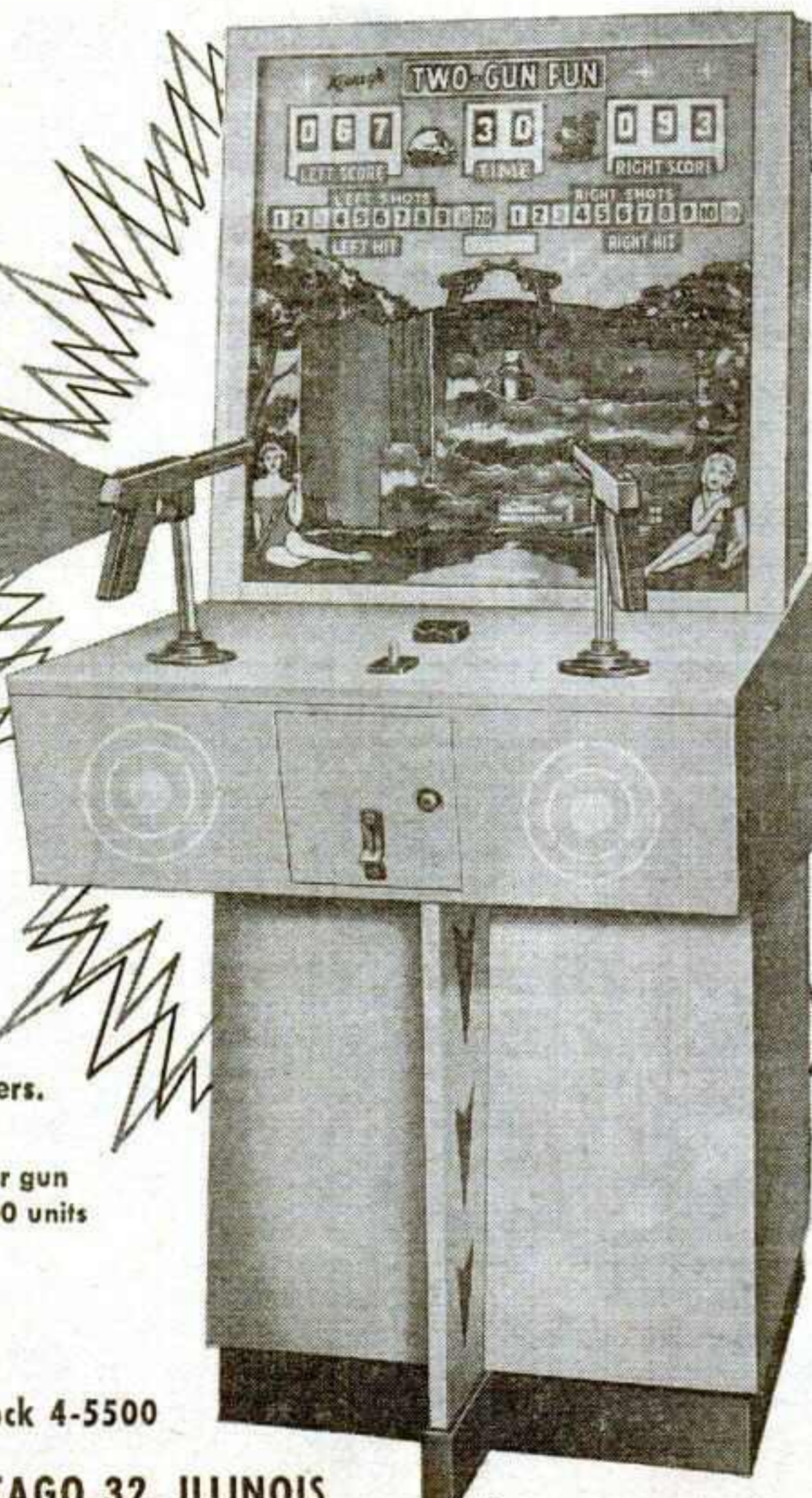


PRESENTS

THE WORLD'S FINEST
TWO-PLAYER 2-GUN
TARGET GAME...
ALIVE WITH ANIMATION:

TWO-GUN FUN

- Challenges players' shooting skill with pop-up and moving targets
- Builds up keen competition between players who try to beat one another to hit quick moving squirrels, woodchucks, raccoons and foxes...IT'S FAST!
- Player hitting target before opponent is awarded score.
- Simultaneous hits score for both players.



SIZE:
72" H.
30" W.
49 1/2" D.

for amusement only

Keeney's TWO-GUN FUN can be adjusted for—
• 1 or 2 player for 1 coin • 2 player 2 coins • 25 shots per gun
• 25 shots per gun against time adjustment from 30-40-50-60 units
• Regular pistol firing or machine gun firing

Order YOUR TWO-GUN FUN TODAY!
WRITE—WIRE—PHONE—Telephone HEMlock 4-5500

J. H. KEENEY & CO. INC., 2600 W. FIFTIETH ST., CHICAGO 32, ILLINOIS

Davis
 • Phonograph Sales
 • Guaranteed
 • Selections Guaranteed
 • Free Postage
 • Special Services
 • Special Delivery

DAVIS

GUARANTEED PHONOGRAPHS

AT NEW LOW PRICES

SEEBURG

222	\$699
201	599
KD 200	399
KS 200	379
VL 200	299
HF 100 G	299
100 W	269
M 100 C	199
M 100 B	149

WURLITZER

2304 (Stereo)	\$529
2250	369
2150	289
2100	289

AMI

Continental 200, like new	Write or Call
Lyric 100, like new	\$599
H 200	349
G 200	199
E 120	119
H 200 Hideaway	179

Terms: 1/2 deposit required

WORLD EXPORT
WESTERN EXPORT
 DISTRIBUTING

Davis Corp.
 Exclusive Seeburg Distributors

738 East Erie Blvd.
 Syracuse 3, N. Y., U. S. A.
 Phone: GRanite 5-1631

Coin Machine Council Post Mortem

• Continued from page 47

"On behalf of all the officers and directors of the council, I want to thank the hard core of men and women in the industry who believe in public relations and backed up their belief with dollars. We can only hope that their faith is not entirely in vain, that the work of the council may be to the enduring benefit of the industry."

The council first announced it was in trouble last August (BMW, Aug. 14) at which time it said it would be forced to disband if much needed financial support did not come within 90 days.

A giant membership mailing was launched but only a trickle of money was forthcoming.

CMC was founded July 27, 1959, to serve as the fact - disseminating body of the coin machine industry. A not-for-profit corporation, its membership was derived from all segments of the coin machine industry—operators, distributors, manufacturers and suppliers.

Founding Five

Five manufacturers immediately got behind the organization—contributing between \$200 and \$600 monthly—Bally, United, AMI, Chicago Dynamic Industries and Williams. As the program got under way, two more joined, Games, Inc., and Keeney.

These seven comprised the major portion of CMC's financial support. By the beginning of 1961, however, only Bally, United and Keeney were left, and the financial problems grew serious.

In the distributor category, CMC at one time had about 80 members, but because of a lack of renewals had less than 40 this year.

Operator memberships were perhaps the most encouraging. Starting with under 200, CMC had 244 on the rolls at the beginning of 1960 and 277 at the time the council died.

Operator memberships, however, were only \$0 each. Distributors paid \$200 yearly, with the manufacturers supplying the bulk of the money.

Ironically, at the time the council began fighting for its existence earlier this year, it aroused inter-



WITTENBORG'S NEW flower vending machine and its pretty customer attracted some admiring glances after the machine was installed in New York's Grand Central Station last week by George Spencer, Greenwich, Conn., operator.

FRIENDLY ATMOSPHERE

English Juke Stops Provide Goodwill Music for Soldiers

man army commanders as centers of Anglo-German friendship.

German commanders report that most of the German armored troops training on the British tank firing range here, prefer to spend their off-duty time listening to juke box music in Pembroke snack bars.

"We have had almost no incidents while our troops have been here training. Most of the men spent their off-duty time in snack bars listening to phonograph music, and it has been a very wholesome atmosphere," reported Lieutenant Colonel Walther von Kleist, commander of the Bundeswehr tank regiment training here.

At least three German soldiers became engaged to English girls they met at Pembroke phonograph locations.

"The juke box is universal, and that is why it appeals to our soldiers, as well as all soldiers," Colonel von Kleist remarked. "Our troops spend much of their free time listening to juke box music in Germany, and so it makes them feel at home to be able to do the same in England, where there are even German juke boxes."

est among German coin machine manufacturers in starting a similar group (BMW, Feb. 13, 1961).

At the time of CMC's last-ditch appeal in August, Herb Jones, secretary, voiced what has since become the council's epitaph: "What has been done in CMC's promotional program has been a great success. It's a tragedy we can't continue..."

WANTED

CASH OR TRADE

Late 5 Balls,
Guns, Bingos

Empire

 COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

DETROIT BRANCH—7743 Puritan, Detroit, Mich. Tel.: Diamond 1-5800

Williams Road Racer

REACTION INDICATOR

accepted by every type of location

LOW PRICED

A REALISTIC TEST OF TRUE DRIVING SKILL THAT GETS AND HOLDS FREE-SPENDING CROWDS!

Williams ROAD RACER

This is Williams Road Racer—the race driving unit that operators have urged us to build. It is offered at a fractional cost of others and will enable you to retire your investment in a hurry and start generous cash earnings coming your way . . . fast.

PACKED WITH ACTION!
 Words and pictures cannot describe the lively action, frenzied thrills and tantalizing suspense that generate steady, repeat patronage for Williams Road Racer. You must see it—try it—don't delay.

HOW IT OPERATES:
 The driver tries to assume complete mastery of the red racing car when he drops the coin and takes the wheel. He must steer the car parallel with and to the right of center line and hit every third contact point straightaway or around sweeping curves to qualify as a "perfect driver". Pointer classifies the driver and tells his score in one minute's time.

Order Today

from your *Williams* DISTRIBUTOR!

Williams
ELECTRONIC
MANUFACTURING
CORP.

WILLIAMS
ELECTRONIC CORP.

4242 W. FILLMORE ST. CHICAGO 24, ILL.

BY POPULAR DEMAND

Bally is back in production with

BARRELO'FUN '62



OHIO MODEL
FUN-SPOT '62

FAMOUS 6-CARDS PLAY

earns up to 6 coins a game

DOUBLE PLAY APPEAL

High-Score plus Light-A-Line

SUPER-LINES and MYSTERY SPOT

get continuous repeat play

**EQUIPPED WITH CONVENIENT
"AUTO-MISSION" COIN-DIVIDER**

Continued top earning power after 12 to 18 months on location . . . and coast-to-coast demand puts Bally back in production of the fastest money-making 5-balls game in years. Line up new locations, bring slow spots back to life. Get the flashy '62 model now at your Bally distributor.



**TUFF-KOTE
PLAYFIELD
FINISH**

**FULL LENGTH
CHROME
RAILS**

See your distributor . . . or write **BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS**

Ratajack Stresses Facts of Trade

Continued from page 47

Music Operators of America, the operators' association.

"Unless the newspapers, magazines and government officials are informed about the juke box industry and know its members for what they are—honest, hard-working, independent businessmen—the industry will continue to receive unfavorable publicity no matter how many juke boxes we give to churches and civic groups," the MOA managing director declared.

MOA's program, in effect some six months, is twofold. First, members of MOA have been furnished tent cards (at a nominal cost to cover the price of printing only) for placement in their individual locations.

Tent Cards

The cards—and MOA now has out over 10,000—carry a seven-paragraph message giving the customer a brief public relations pitch about the juke box and the music it offers and concludes with a statement that the operator is a "member of and subscribes to the code of good business ethics recommended by the Music Operators of America."

"In this way," says Ratajack, "the public is informed that there is a national juke box operator trade association and that it publishes a code of ethics to which its members subscribe."

"Second, we have a press package that was recently sent to the major metropolitan dailies, national news magazines, trade journals, members of Congress, State and local law enforcement officials and national press associations."

Package Deal

"This consists of three parts: (1) An explanation of MOA, its structure, purpose and work; (2) an ex-

planation of what is a juke box operator and what does he do; (3) an explanation of the industry and how it operates."

Has it been effective? Ratajack thinks it has, but just as a beginning. He has received acknowledgments from a wide variety of public sources. To mention only a few: This Week Magazine, The Chicago Tribune, Chicago Crime Commission, numerous U. S. Congressmen, the U. S. Attorney General's office and Chicago's Mayor Richard Daley.

This doesn't prove anything, he's quick to point out, "except that we have established there is a center for information about the juke box business."

Numerous Inquiries

So far inquiries have come in from numerous universities, and in one case, even an industrial firm, General Electric, interested in information for its marketing department.

MOA will soon send out its first press release aimed at getting feature-story coverage in the daily press about the juke box industry. The release will cover the recently approved MOE awards which MOA will present to the outstanding juke box record, juke box artist and record company most consistently producing juke box hits.

Ratajack feels that public relations must also focus on the unfair pieces of publicity that the industry receives. He feels that editors and reporters should have inaccuracies in stories called to their attention. He feels that these corrections should be followed up with truthful statements about the industry.

A Typical Letter

A typical letter, written Novem-

ber 6, to Robert Zullo, Chicago Tribune press service, with a copy to J. Howard Wood, Tribune publisher, calls attention to a story covering the Gallo brothers, a pair of Brooklyn hoodlums who had been linked by numerous dailies to the juke box industry.

(At the time, a BMW editorial headed Bitter Harvest, October 23, took issue with the New York dailies, pointing out that the brothers had nothing to do with the juke box industry except to set up a phony labor union and attempt to extort money from operators, and that it was in fact the juke box operator association which fought the brothers in court and co-operated with the McClellan Committee in publicizing their activities through the country.)

The Ratajack letter, with a clip of the BMW editorial attached, starts: "We were pleased to read your comments concerning the hoodlum element in New York City. We fully agree that this evil should be stamped out."

"We were distressed that you saw fit to follow the line in mentioning 'juke boxes and vending machines' very unfortunately, in almost the same breath, with the Gallo brothers. We say this is unfortunate in that the juke box industry is the one group that has resisted the infiltration of our business by people of their ilk. In fact, The Billboard editorial attached indicates quite clearly that our industry fights these people in the courts and in Congress. Yet, all we get in return is that these persons are 'juke box racketeers' creating a public impression that our business is in some way a hoodlum ridden enterprise."

"We feel that a lot of this bad press impression is due to a lack of information on our business. Music Operators of America, as a

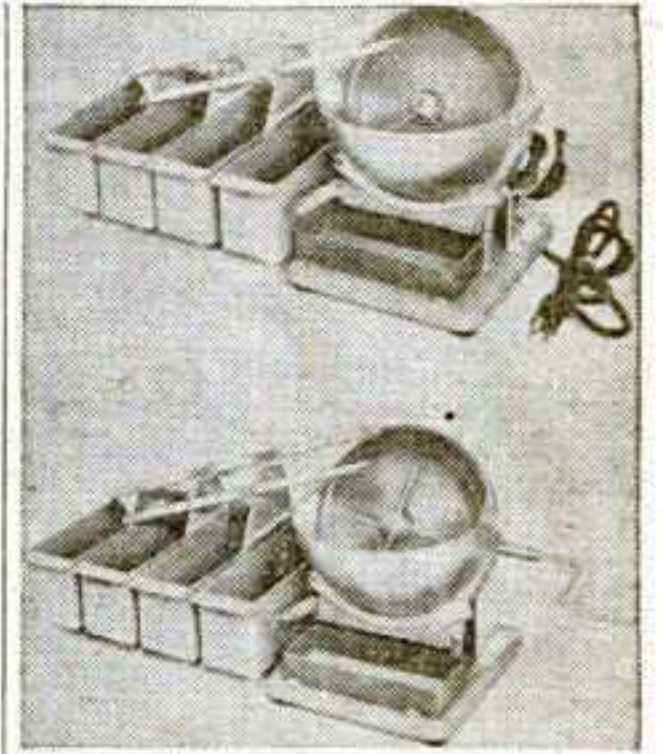
national organization representing the automatic music machine operator, is pleased to attach some factual data on the workings of our industry. We trust this will remove some of the 'mystery' feeling that prevails among news disseminating segments of our nation."

Letters like the above, Ratajack feels, should be sent out regularly or whenever a story appears carrying inaccuracies about the industry. Slowly the editors, publishers, reporters and government officials will begin to get an accurate picture about the industry and the people in it.

National Problems

Unfortunately, MOA's Chicago headquarters is unable to pick out all of the unfavorable publicity that appears throughout the country. The association, however, urges members to follow the lead of the Chicago office or refer any problems to MOA here.

Ratajack feels the press should be made to understand that there are persons interested in the industry reading these stories.



A PORTABLE coin sorter that sorts 1,000 coins a minute is now available from Major Metalfab, Inc., Chicago. Pennies, nickels, dimes, quarters and half dollars are separated into individual trays. Motor driven (top) 28-pound and hand-operated (bottom) 16-pound models are available.

MUSIC OPERATORS OF AMERICA

invites you to join

The One . . . the Only . . . the Oldest
National Organization
Representing Music Operators

FILL IN COUPON FOR DETAILS

Mail it to us at 228 N. LaSalle St., Chicago 1, Ill.

NAME _____

ADDRESS _____

CITY _____

STATE _____

M.O.A. Representing a Sound Industry



GOTTLIEB'S

FLIPPER FAIR

Latest and Greatest of the Add-A-Ball Games!

Spectacular light box animation draws players like a magnet. Score additional ball and the clown in the light box juggles large white ball. Add-A-Ball extended play feature holds players interest for continuous repeat play. Result: More and more coins in the cash box. And remember, our time-tested cabinet design incorporates stainless steel mouldings and chrome corners to provide a clean, "new game" appearance forever!

- Skillful play adds an unlimited number of balls to each game
- Each time 1 to 4 rollovers are made, player receives additional ball
- Each rollover lights corresponding pop bumper
- Target adds 1 ball when green and yellow spots are in line
- Scoring 2,000 points adds 1 ball
- New tilt feature penalty: 1 ball plus ball in play—then play continues

SEE YOUR DISTRIBUTOR FOR A DEMONSTRATION

D. Gottlieb & Co.

1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

It's Always Profitable to Operate Gottlieb Games!

New "Hard-Cote" Finish
Extends Playboard Life to
an All-Time High!



THOMAS D. SHERFICK

President, Sherfick, Inc.

Says:

“Billboard is just as essential to our operation as the 21 trucks used day in and day out by our routemen.”

Sherfick, Inc

MUSIC DIVISION

TELEPHONES 222 & 3421
SHOALS, INDIANA

Dear Mr. Wilson,

For many years our organization has been helped by Billboard's up-to-date programming information. We check it every week before we buy the records that will get us the most plays for our locations.

Cordially,

Thomas D. Sherfick

Thomas D. Sherfick

