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Top 200 Albums

Hot 100 Singles

Programming Guide

Coin Price

BILLBOARD MUSIC WEEK

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

DEALERS NOTE MILD TRAFFIC INCREASE

BMW CHARTS DESIGNED FOR READY REFERENCE

NEW YORK—Beginning with this issue, Billboard Music Week begins publication of several well-known chart features in the new format. The innovation is the result of many months of planning and research to determine the best physical form for the maximum use by our readers.

These charts henceforth will be printed on a heavy board stock for more convenient use, bound into each week's issue.

One section of the insert contains the Hot 100 singles chart and a new Top LP chart. Another portion of the insert contains the Programming Guide for singles by category and the Coin Machine Price Index.

The Top LP chart provides weekly lists of the nation's best selling albums in rank order, featuring the 150 best selling mono albums and the 50 best selling stereo LP's. This chart also preserves the benefits of the former "Action Album" feature, now discontinued, by emphasizing newer LP's on the charts nine weeks or less by use of bold-face numerals in the column showing weeks on chart.

The top LP's Category chart, widely accepted as a major programming and inventory aid since its inception in the January 9 issue, continues in a streamlined format. To it has been added the rank order of each album according to its position on the Top LP mono and stereo charts.

The Hot 100 page has been slightly revised to accommodate the popular Hot 100 A to Z alphabetical listings on the same page as the chart itself for easy reference by title.

The Programming Guide of singles by category of music has been commended by broadcast and juke box executives as a valuable aid in selecting singles for specific audiences. Its inclusion as part of the new hard board insert in an indication of its widespread use. Similarly, the Coin Machine Price Index, as the most respected guide of its kind, now takes on additional value by its new method of presentation.

UA Switches Four Key Foreign Market Distributors

NEW YORK—In a move to set up label identification for United Artists Records on a global basis, UA vice-president general manager Art Talmadge has changed distributors in four key foreign markets—England, Italy, France, and Israel.

Heretofore UA Records have been released under various European labels, but when Talmadge left here for Europe last month he said he would insist on label identification for UA "even if it means switching distributors."

True to his word, Talmadge refused to renew UA's contract with British Decca in England and Italy. He also severed ties with Pathe Marconi in France, and Sinfonia in Israel for the same reason.

The four new foreign affiliates with whom Talmadge signed agreements are as follows: England, EMI; France, Barclay Records; Italy, CGD, and Israel, Hed Arzi. In each case, Talmadge said, the

UA logo will prevail on all UA releases in the respective countries, and in each instance guarantee re- (Continued on page 39)

Disk Labels' Spring Drive Stimulates Dealers' Action

NEW YORK—The spring sales push on by RCA Victor, Capitol, Mercury and a few other labels have helped to stimulate traffic in record stores in many areas of the country. This is more true of large stores than small, and more true of stores that aggressively merchandized the sale records—or all LP labels—than of stores that did not, but a majority of dealers checked by Billboard Music Week across the nation felt that it helped bring in more customers. Some dealers were disappointed that the sales did not send customers stampeding to their stores; others felt that the sales stimulated business during what is usually a rather dull record period. (The sales started in mid-March and will continue through mid-April). According to most of the dealers checked, the best way to describe consumer reaction to the spring LP sales is "mildly stimulating."

Dealers noted that customers lured into record shops bought

non-sale as well as sale merchandise. But the dealers who stressed the Victor-Capitol-Mercury LP's at a sale price, and kept other labels at list, apparently moved the sale merchandise the most.

Three interesting things about the sale came out of the dealer comment. One was that many customers who entered record shops to buy records were unaware of the sales. Victor Records was the only label of the three who advertised its records to consumers in magazines and newspapers, with their own advertising as well as co-operative ads. As of last week the Victor "Buy One, Get One for Half-Price" message had not yet gotten over to the consumer. Secondly, most of the shops checked were not selling the Victor disks, or other records with the "buy-one-get-one-for-half-price" method. The dealers were generally selling them at 25 per cent off list or better.

The other important point is that (Continued on page 3)

ROYAL ACQUIRES SOUTHERN AUTO. CINCY BUSINESS

CINCINNATI—Royal Distributors, Inc., local outlet for Bally, Chicago Coin, Games, Inc., Fischer and Midway, has purchased the Cincinnati distributorship of Southern Automatic Music Company. Southern represents AMI, United and Gottlieb. The Southern Automatic distributorships in Indianapolis, Louisville and Lexington, Ky., are not affected by the purchase, and the firm will continue to service operators in Kentucky and Indiana. The acquisition became effective Saturday. Royal now has one of the most complete lines of any distributor in the country. Details of the acquisition will appear in the next issue of BMW.

The move is the latest in a nationwide shake-up of distributors, with Seeburg picking up Midwest Distributing in Denver this week to replace Thompson Distributing, which was acquired by AMI.

Canteen Plays Down Distributors' Operating

CHICAGO — Automatic Canteen Company of America remained in the coin machine news spotlight last week with the not-too-surprising disclosure that it had established a new division to supervise its entry into juke boxes, games and other forms of service vending. The news was revealed in a

by-lined story by Edwin Darby, (Chicago) Sun - Times financial editor, who quoted Frederick L. Schuster, Canteen board chairman, as saying its Automatic Service Vending Corporation was formed six weeks ago.

(The move was first disclosed in Billboard Music Week, February 27, at which time it was

noted that Canteen had set up a "special services division headed by Joe Kleinman," to handle service vending. The term had previously been defined by Schuster as meaning juke boxes, background music, kiddie rides, bill changers, coin-operated laundries and dry cleaners.)

Defends Acquisitions In other developments, Schuster issued a statement defending Canteen's recent acquisition of several major coin machine distributorships.

Schuster commented, "I wish to state as categorically as possible that Automatic Canteen is not planning to change the pattern of the distributorships it has acquired in the coin-operated phonograph field. None of these firms have in the past operated any significant number of phonographs, nor do we plan to have them do so in the month or years ahead."

Schuster noted that Canteen had "turned down the purchase of many phonograph routes," which had been offered to them, and that this was "proof we (Canteen) have no intention of competing

(Continued on page 61)

Index to Contents

Table with 3 columns: General, Music Pop Charts, Programming Guide, Reviews, Radio-TV Programming, Coin Machine Operating. Includes sub-sections like International Music, Best Buys in Records, LP Reviews, etc.

THE REPRISE STORY

The how, who, what and why of the nation's newest label see pages 14-15

INDIE FIRMS PREP OWN OUTLETS IN SOME CITIES IN JOINT ACTION

4 to 5 Labels Set Branches in Select Cities; Reasons for Shift From Distributors Complex

NEW YORK — A group of key indie record labels, including those with strong singles and album lines, are now jointly preparing to set up their own distributorships in a number of cities throughout the country. It is understood that the plans for these distributorships, to be commonly owned by the four or five labels involved, are already beyond the planning stage.

Most indie labels today operate through indie distributors, with the rare exception of a King Records, which has owned 32 of its 40-odd distribution outlets for many years. Kapp Records recently set up its own distributorship in New York. Columbia and Victor work through both company-owned and indie distributors, as does Capitol and Decca, but the latter labels own a majority of their own outlets. Mercury Records, on the other hand, has given up most, if not all, of its company-owned branches.

The reasons the four or five indie firms are readying their own branches in selected markets are complex. But mainly they are due to a combination of circumstances

that have developed in record distribution over the past two years. First, there are still many markets in the U. S., these indies feel, where distributors don't swing. They point out that in some cities the old sedate way of doing business still holds. In these cities distributors not only fail to start records, but won't jump on a hit when it takes off. They also claim that with distributors handling scores of labels they are unable to get a fair shake on radio and TV plays, since a jockey will rarely play more than a specified number of records from any one distributor.

Another reason for starting their own distributorships, claim these indies, is that too many distributors are now record manufacturers, with their own label. "How can I expect to get a fair shake on my records when a distributor who handles my line has three or four releases on his own label to work on? Every time a distributor gets his own label aired, he pre-empts plays that could be given to one of the lines he represents."

The indie labels who are getting
(Continued on page 38)

Big Sales Harvest for Dot Fall Catalog Plan

HOLLYWOOD — Dot Records' six-month Fall Catalog Program reaped nearly a \$3,000,000 sales harvest, which, said Dot President Randy Wood, proves that proper in-store exposure, rather than discounts, will move merchandise. Wood has long contended that "our product will sell if the dealers will stock it and carry it long enough."

To achieve the desired in-store product exposure, Wood offered dealers a plum whereby they were given six weeks to stock up from Dot's complete monaural and stereo

LP and EP catalog. Rather than offering retailers an incentive discount, Wood supported the Dot drive with a 100 per cent cash refund on returns and six months dated billing on all products purchased from September 1 to October 15. Thus, all merchandise ordered during the six-week period was guaranteed for full return (not exchange), and dealers had six full months in which to pay.

This meant retailers would have to keep the Dot stock for the six-month period after which it could be returned for a cash refund. As a result, Wood was able to achieve his desired purpose of gaining extended exposure for the product at the retail level.

On March 15, the six-month period ended, at which time Dot accepted returns on unsold merchandise and closed its books on the fall program. According to Wood, less than 5 per cent of what was originally shipped came back in returns, due to six months exposure.

Wood told Billboard Music Week that after deducting cash refunds for returned merchandise, the fall program's sales amounted to exactly \$2,841,512.00.

Dot sales vice-president Chris Hamilton added: "If we hadn't carried the plan over a six-month period, we probably would have gotten 20 per cent of merchandise returned. This way the returns were less than 5 per cent."

Wood further disclosed to Billboard Music Week that Dot's unprecedented six-month fall program gave the label a more than 50 per cent boost in LP sales for 1960 over the previous year, and a more than 90 per cent jump in stereo sales for the year.

VICTOR ISSUES 7 APRIL TAPES

NEW YORK — Seven of RCA Victor's album product items are listed in the re-recorded, four-track stereo tape release for April. Al Hirt's first album on the label, Hank Mancini's "Mr. Lucky Goes Latin" and sets by Marty Gold and Perez Prado make up the pop segment of the release.

The Red Seal classical portion includes Beethoven's "Appassionata" and "Funeral March" sonatas by Sviatoslav Richter, Morton Gould's reading of the Beethoven "Moonlight Sonata" and Verdi's "La Traviata." The opera selection stars Richard Tucker and Robert Merrill and comes in two reels.

NEXT STOP TOKYO

Weiss to Far East On Global WB Trek

HOLLYWOOD — Bobby Weiss, Warner Bros. Records' globe-trotting international director, strikes out for the Far East on Saturday (8) on the final leg of an around-the-world tour of duty to call on existing affiliates and establish additional licensees for the WB label. En route to the Far East, Weiss will stop over at Honolulu for a week's rest, his first since joining the firm two years ago.

Weiss will be in Tokyo on April 16th and in Hong Kong the following week. Other ports of call include Manila, Saigon, Bangkok, Rangoon, Singapore, Colombo, Bombay, Karachi, Tel-Aviv, Athens, and then back to his Paris headquarters.

Warners' international director will review the label's immediate plans with the firm's licensees in Tokyo and Manila, and continue negotiations with prospective affiliates in other areas. While in Tokyo, Weiss will be closeted with the directors of Nitchiku Industrial Company, Ltd., and in the Philippines he has scheduled meetings with L. Villar and the Mareco Company, Inc., staff. Of primary interest during these meetings will be the local distribution by these firms of Japanese and Philippine artists' recordings in their native tongues under the Warner label. This would be a continuation of the local language releasing program launched earlier by the label in Sweden and Norway.

Weiss also will confer with executives of Israel's Hed-Arzi firm with whom contract negotiations currently are under way. He will seek to finalize discussions for record distribution with Singapore's E. S. Isaacs & Company.

Weiss will be on the look-out for unusual recordings for possible distribution in this country. He expects to call on the Armed Forces' Far East Network radio stations and the press in the key markets on his route.

The Far East swing is expected to take four weeks, bringing him back home to Paris sometime in

May. Soon after that, he has scheduled meetings in London with WB's licensee, English Decca, to undertake immediate plans for an accelerated promotion of new singles releases plus a review of upcoming LP and EP product to be issued in the fall.

The international chief leaves Warners' Burbank headquarters following an extended stay devoted to a series of meetings with the label's president, Jim Conkling, reviewing Warners' continued expansion in the world-wide market.

SORD Prexy To Head East For Meetings

HOLLYWOOD — Howard Judkins Sr., president of the Society of Record Dealers, will attend two regional dealer meetings in the East this week as part of SORD's new program of functioning in concert with local retailer groups. Judkins, who had just returned to his Garden Grove, Calif., home from the SORD board of directors' meetings at Coral Gables, Fla., takes to the road again to be present on Tuesday (4) at a meeting of the Associated Record Dealers of Cleveland.

The dinner meeting will be held at 7:30 p.m. at Cleveland's Hotel Manger, and will be open to all record dealers in the area, whether or not they belong to the local retailer group.

Principal speaker will be William Shipley, president of Cleveland's Main Line Distributors, who

(Continued on page 43)

Cap Extends Discount Offer

HOLLYWOOD — Capitol Records is extending its March discount program through April. Dealers eligible for the March sale will continue receiving a free album for every three purchased. Discount program now will expire April 30. Price cut applies to the entire Capitol and Angel package catalogs, including all LP's and EP's. It does not cover four-track stereo tapes, compact 33 doubles, or its first album aimed at the educational market being released this month (see separate story). Discount will apply to the "2000 Years With Carl Reiner & Mel Brooks" LP which Capitol recently purchased from World Pacific Records and will issue under the Capitol banner Monday (10).

Capitol Records Distributing Corporation President Mike Maitland hailed the program as "the most successful in the company's history" (see Billboard Music Week, March 20) and said it was achieving its intended purpose of "bringing the customers back into the nation's record stores."

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FTC to Dismiss Complaint Vs. Col

NEW YORK — The Federal Trade Commission has moved to dismiss its complaint against the Columbia Record Sales Corporation which was filed last June. The move to dismiss the complaint was made on March 22 by Harold A. Kennedy and Arthur Wolter Jr., for the government, to the FTC. Columbia distribution branches and the Columbia Sales Corporation were served with the complaint. This is one of the few times that the FTC has withdrawn a complaint against a label to date, although both Capitol and Dot Records have asked that complaints against them, also made at

(Continued on page 39)

R&R Show Breaks House Record at Newark Paramount

NEWARK, N. J.—George Hudson, WNJR deejay here, broke a house record with a rock and roll show staged at the Newark Paramount Theater last week. Show was put on Saturday (25) and in one day (six shows) the gross hit \$14,000. On the bill for the one-day show were the Shirelles, the Olympics, Moms Mabley, Shep and the Limelites, the Echoes, Lenny Miles and the Big Al Sears ork.

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19
Vol. 73 No. 18

Disk Labels' Spring Drive Stimulates Dealers' Action

• Continued from page 1

with price-cutting general in large city stores of all sizes, all that has happened with the sales is that the Victor-Capitol-Mercury LP's were being sold at a deeper discount than other labels. In New York City for instance, Goody, Korvette and S. Klein were selling the Victor, Capitol, Mercury and Roulette labels at 50 per cent, 53 per cent and 54 per cent off list respectively. Other firm's LP's were selling for only 30 per cent to 40 per cent discounts.

Victor and Capitol Records were grabbing a great deal of the sale business, with Capitol and Angel's strong sales attributed to the fact that Capitol has never held a sale of this depth before. Dealer's reported that among non-sale merchandise, Mitch Miller's "Sing Along" had picked up tremendously, due to his popular TV show, and Command Records continued its hot sales pace.

New York

By BOB ROLONTZ

The large New York dealers, who have long been the most aggressive discounters among stores throughout the country, report that they are doing good business with the spring-sale LP merchandise of Victor, Capitol, Mercury and other sale-priced labels. The smaller New York dealers are not as enthusiastic. Many of the larger stores here used the discount deals of the three firms, plus the smaller labels that also slashed prices to dealers by 25 per cent, to make even deeper cuts in the price of merchandise offered to consumers. Few dealers checked offered Victor goods under the Victor plan of "Buy One-Get One at Half-Price."

A spokesman for the Korvette chain, considered by many manufacturers to be the largest record dealers in the U. S., said prices for Victor, Capitol, Mercury and Roulette disks were slashed by as much as 53 per cent, cutting the price of a \$3.98 disk to \$1.87. The \$4.98 list records were selling for \$2.34, the \$5.98 disks for \$2.79. Since these were the labels emphasized in ads the Korvette spokesman stated that they were doing well with the sale lines. The spokesman noted that the sales had acted as a real stimulus, especially the Capitol, Angel and Victor merchandise. "When you can buy Sinatra, the Kingston Trio, Stokowski, Rubinstein and Richter at these prices, why shouldn't they sell?" However, the Korvette exec also pointed out that non-sale merchandise was also doing well. He said that Mitch Miller "Sing Along" had increased greatly sales-wise since the Miller TV show started. Korvette was running a sale on all Mitch Miller wax, selling \$3.98 mono "Sing Along" for \$1.99 and stereo "Sing Along" for \$2.49.

However, some of the smaller dealers were not as enthusiastic. Harry Sultan's store on East 23d Street noted that sales were helped a little by the sale, but not sensationally. A Sultan executive noted "We always discount anyway, so our prices for the Victor, Capitol and Mercury merchandise is not much different than usual." He characterized the current state of the business as "quiet."

Sy Bondy of Bondy's Record Shop in the downtown New York area, said that he wasn't selling records much more cheaply because of the sale. He said business has not increased very much because of the Victor, Capitol, Mercury sales, although he did note that dealers who made a big promotion on the sale had helped their business. He said that his business was currently a little slow. He said that because

of the special sale prices on the three labels he had cut the price he charged consumers from \$2.98 to \$2.85 for a \$3.98 list item.

Boston

By CAMERON DEWAR

The important point that comes out of a survey of dealers in the Boston area is that the RCA Victor, Capitol and Mercury sales program has given the retailer a chance to replenish his inventory with a little more chance than usual of doing better profit-wise. The pre-Easter period is normally a slow one and several have found that sales merchandise is responsible for giving them a slightly better than normal period at this time when they are competing against clothes buying. Angel appears to have run away with top honors by experiencing the greatest sales boost of any label percentage-wise.

There is a general feeling that record manufacturers have run so many special sales months that when they have a really big program the consumer hardly notices it. Every dealer reported that not a single customer asked about or was aware of any special sale. Although one dealer said he was taking time to explain it and had met with some success because of this. He was in process of placing an attractive window display on the subject.

At Stereo Sound and Music Corporation, Bob Kelly found strong sales on merchandise on which the firm was passing on a healthy discount to the consumer. Non-sales merchandise was showing practically no action at all. Angel had shown the biggest spurt of the sales records although business was somewhat down to a normal pre-Easter level. "The LP sales merchandise has saved us this week," said Kelly.

The Harvard Co-Op in Cambridge notes business holding up particularly well considering the period. Sale merchandise was going especially well, but sales were holding up well on other records since they had instituted a sales plan of their own, according to Mark Cross. Albums normally selling for \$5.98 were priced at \$3.47, the \$4.98 line was \$2.77 and the \$3.98 merchandise for \$2.17. This was the price structure at Krey's three discount stores in Boston and at Jordan-Marsh department store in Boston, where business was at a good level for such a week. Angel also was out in front at Harvard Co-Op, which relies largely on Harvard students for business. Mosher Music in Boston was still selling at list price, but had taken advantage of the LP sales plan to stock up on inventory. Pete McDermott reported Mosher was using its own special plan with customer getting an album free with every \$24 in purchases. No one had inquired about the sales program, and business was about normal for the period.

At Book Clearing House in Boston, the city's first record discount store, Ed Stevens said they had put signs in the window announcing new prices on Angel, Capitol, RCA Victor and Mercury, and the response was gratifying. He said customers weren't interested in sales or gimmicks, but just wanted to know "What's your price?" Book Clearing's plan was two \$4.98 albums for \$7.40. The customer paid \$4.98 for the first and received the second for \$2.49. Business, normally slow at this time, picked up because of the sales program, mostly on sales merchandise, Stevens said.

The Music Tent in Dedham is

getting good reaction and moving mostly the sales merchandise. Charles Gavrilles found customers not too much aware of the sale, but he was getting response with a display in the window. Most purchases were on the sales albums with a normally slow action on non-sales merchandise.

Chicago

By NICK BIRO

Customer reaction here to the giant discount plans launched by RCA Victor, Capitol and Mercury recently, ranges from mild to luke warm.

A spot check of dealers last week shows that although virtually all are passing the deal on in some form or another to their customers, few note any spectacular increase in sales.

Most feel the big advantage of the deals is to get more people into the stores and this is to the good. Most of the dealers, too, are using considerable point-of-sale merchandising and advertising plus local newspaper advertising to plug the lines.

Little Better

Generally, however, dealers seem to feel that all their merchandise is holding up well, and that the discounted lines are selling only a little bit better.

Bernie Strickler, who heads a chain of five Harmony House retail outlets throughout Chicago, says he's been passing on all the deals to customers and that it has helped sales, but not phenomenally.

Big effect of the sale, he notes, is to bring people into the store. But once they're in, they may not necessarily buy the sale merchandise. "Customers still buy on preference rather than sale price," he said.

All Helped

Strickler added, however, that although all the labels have been helped by the deal, the three sale-labels (RCA Victor, Capitol and Mercury) were helped the most.

Strickler is using a straight 25 per cent discount from list for the three labels rather than a buy-one, get-another-at-half deal.

He said he found the straight price discount preferable since he'd found from past experience that it was difficult to get people to buy extra records just to get the one they wanted.

Minimum Order

Henry Elsnic, head of Vitak-Elsnic, another retail outlet here, said he was offering the deal with RCA Victor and Mercury merchandise, but that he wasn't using the Capitol deal because of the large minimum order required. (Capitol has a 100-disk minimum order, with the dealer getting 33 more disks free. Mercury has no minimum and RCA's is only \$50 worth of merchandise.)

Elsnic said sales had increased only slightly. The sale-merchandise was up a little and the non-sale merchandise was about even.

Elsnic noted that a lot of people would come into the store, attracted by the sale advertising, but would leave without buying when told the item they wanted wasn't on sale.

Passing On

Elsnic, like Strickler, was passing on the deal with a straight 25 per cent discount, rather than any buy-one, get-one-for-half package. He said he'd found customers preferred it and that in the past he'd found a customer would come in to buy one record, but would leave when told he had to buy two to get the discount.

Dale Shonrock, manager of Alexander Records, large South Side outlet, said the sale was going well, but that he had had to extend the discount to all labels in the store to have any appreciable effect.

He said he tried the sale the first week with just RCA Victor, Capitol and Mercury merchandise, and the effect was negligible. He noted customers didn't care to be told

what to buy. When all lines were put on sale, however, business picked up materially.

Little Up

Fred Sipiora, Singer One Stop, who sells to a large number of retail outlets, said that a lot of dealers weren't passing on the deal to their customers. He noted, however, that sales of the discounted labels were a little up, while the other labels were about even. Sipiora said the labels with hits were selling well, whether on sale or not. He questioned, however, whether the sales were getting more people into the stores.

Perhaps the most optimistic about the sales was Miss Pat Connolly, manager of Polk Brothers, giant discount-outlet here. She noted that Polk's was doing very well with the sales, and was offering the deal interchangeably with any of the three sale labels on a buy-one, get-one-for-half basis.

She noted, however, that the sale labels were the "cream of the crop" anyway, and it wasn't unusual for them to sell well—whether the merchandise was on sale or not.

Classical Helped

She noted that Polk was "maybe moving some merchandise it wouldn't move otherwise, and that the sales were bringing a lot of people into the stores."

She added that the sales were a big boost for a lot of the higher priced classical lines where a 50 per cent saving was substantial.

Hollywood

By LEE ZHITO

The major labels' discount programs are reaping only a little appreciable sales results here, according to a spot check of Los Angeles area dealers. Almost unanimous feeling among dealers is that the consumer has become caloused to discount deals. Price slashes, dealers say, no longer impress customers. Record buyers, once eager to take advantage of a price break before a sale ends, now feel there'll be another sale later, so why rush to this one? This explanation for the lethargic reaction to the major label discount programs was shared by both discounters and full-price retailers alike.

Furthermore, all dealers checked agreed that customers bought only sale items, feeling that merchandise not on sale most likely will be cut in price later on. Thus, the slight increase in store traffic generated by the RCA Victor-Capitol-Mercury discount drive failed to pay off in full-price sales.

Said Howard Judkins of Garden Grove's Judkins Music, and the current president of the Society of Record Dealers: "I wouldn't say this has been the most successful promotion we've ever had because it's getting to the point where price means nothing any more. Store traffic has increased some, but customers stick to the sale-priced merchandise. The price situation has deteriorated so much that we need a new realistic price that will mean something to the customer. We've moved quite a few RCA Victor and Capitol albums, but we've done this at the cost of losing sales on non-discount lines."

According to Denel's Music's manager Mary Vaughn: "People have become used to these deals, so it really doesn't mean too much. I don't see that it has increased much to speak of. We're holding our own, because we're selling a few more people, but ending up with less money per sale so that in the end we're just breaking even. If you have what the customers want, take the original cast album of "Camelot" for example, they'll pay full price for it. Something else is going to have to happen in this business besides deals, because they're not paying off any more. Furthermore, the discounters are advertising 50 per cent off, so what does our 25 per cent off mean to the customer?"

Beverly Hills Music (formerly

Crawford's of Beverly Hills) who sold the RCA Victor, Capitol and Mercury lines at 50 per cent off, reported: "Unfortunately, the people are getting educated to discounts and they are starting to wait for them before they'll buy. We sold the three manufacturer sale lines at 50 off and all the other lines at 40 off. The customers stuck pretty much to the 50 off merchandise. Business was good, but what does that mean if they'll buy only that merchandise that's cut to the bone." Statement was made by record store owner Joel Miller

House of Sight & Sound's Jerry Johnson said: "Business was up around 5 per cent, and the sales helped a lot to increase store traffic, but almost all the business was done with RCA Victor, Capitol and Mercury. Very little of the non-discount product moved."

Tectron, a discounter who normally sells at 25 off, dropped the price of all lines to 40 per cent off on all lines. Tectron owner Stanley Cherubin explained: "Since the Victor, Mercury, Capitol, and Angel lines represent a good portion of our dollar volume, we decided to cut the other lines as well and make it a straight 40 off across the board. It payed off. Actually, we were forced by competition since some of the other discount dealers offered the three sale lines at 50 off. The majors' discount plan increased business over-all but has created problems for all of us which cuts into the profit margin. You can expect a stereo-monaural price equalization this summer which will help us all. If the record companies can afford to cut price on their stereo lines, giving far better deals on stereo than on monaural, then this means it doesn't cost them more to make a stereo record than a monaural record. Why not charge the same for both? Sure, we're going along with the sale, but when we're buying we're buying front stock and we're not going in for heavy back stock. That's because we're banking on a price adjustment (possibly the stereo monaural price equalization I mentioned) this summer."

Milwaukee

By BENN OLLMAN

Best results with special LP sale merchandise are being racked up by dealers who tag their own advertising ideas and efforts to the promotion. General opinion is that the LP sale has benefited retail activity at a time when aid is badly needed.

Broadway show tunes are coping most action and very little price cutting noted. Distributors claim the market here is very clean.

Carol Murphy, Ray Haasch Radio and Record Shop, lists "fairly good" results. Reliance on manufacturers and store advertising alone is not enough, she claims.

"Most of special price LP sales are due to personal selling efforts. We talk it up to everyone who comes in this store. It is surprising how most people are unaware of the sale, in spite of heavy newspaper and radio advertising."

Downtown Radio Doctors outlet reports enthusiasm over the promotion's traffic draw. "We are seeing people who haven't been in the store for a long time" says buyer Stu Glassman. "We plan to keep this promotion rolling for at least another month, to get full benefits from it."

Radio Doctors is not using diskery-furnished display material to attract attention to specific label offerings. "We have our own signs made and are wrapping the sale merchandise of all labels into one big store promotion," says Glassman.

With few exceptions, LP prices are being handled at suggested

(Continued on page 39)

Sound and Fury Spark Annual ASCAP Meet

By REN GREVATT

NEW YORK—One of the bitterest public attacks yet made on the ASCAP board of directors and a series of equally stormy responses by members of the board, characterized the regular general meeting of the Society, held Tuesday afternoon (28) in the Empire Room of the Hotel Waldorf Astoria here.

In his opening statement, ASCAP president, Stanley Adams, said that the annual ASCAP dinner had been discontinued this year because of space and financial consideration and because "Richard Rodgers and others wanted to

see that money go to the membership." He mentioned, too, that Herman Finkelstein was absent from the meeting because "he is in Washington taking care of the Society's interests before the Supreme Court."

Adams said that Paul Cunningham's death had been a great blow to the Society's public relations efforts, and that he (Adams) along with Jack Yellen and Howard Dietz, were doing their best to fill the void.

ASCAP treasurer, Frank Connor, noted that receipts from all licensees in 1960 totaled \$31,983,789, as against \$30,030,967 for 1959. Total costs including salaries and compensation for 1960 were \$6,131,445 for 1960. These costs ran just under 19 per cent of total revenue received.

Another statement came from
(Continued on page 6)

Greenberg Named MGM Sales Head

NEW YORK — Sol Greenberg has been appointed national sales manager for MGM Records, according to Vice-President Sid Brandt. Greenberg succeeds Leon Schachere who recently ankleed the MGM scene.

Both Greenberg and Harry Hostler, who will act as his assistant, have come up through the MGM ranks. Greenberg has been a retailer, a distributor salesman and for two years has been singles sales manager for the label. Before joining MGM, Hostler had been an independent distributor in New Orleans. The move does not affect Bernie Silverman, who will continue to handle MGM and Verve sales for 11 western States from his Los Angeles headquarters.

Decca Puts Focus On Burnett Album

NEW YORK—Decca's "promotion around the clock" program of specific product promotion will be focused this week on the album, "Carol Burnett Remembers How They Stopped the Show." The album has been plugged heavily on the Garry Moore TV show, on which the singer-comedienne is a regular. Special dealer display material and other sales aids are being made available in addition to a week-long dealer incentive plan.

ORENSTEIN ADDRESS ON PUBBER OVERSEAS LAWS

NEW YORK—In an address before the copyright section of the Federal Bar Association held in NBC Studio 6A recently, Attorney Harold Orenstein outlined the hazards and means of publisher protection on the international scene. Orenstein, legal consultant for many of the publishers and record manufacturers, spelled out the need for serious study on the part of newcomer publishers concerning their overseas commitments and agreements.

Generally speaking, he mentioned these three factors as the most important problem facing publishers, 1. To find the proper channel for exploitation outside of the United States. 2. To contract for all rights and royalties under the "laws and customs of trade" of the sub-publication country. 3. To collect all money due, and analyze accounting in terms of U. S. dollars and make payments to the author and composer.

According to Orenstein, trouble can develop when an inexperienced publisher starts to get a Stateside hit. Often, said the attorney, the publisher is so busy capitalizing on his American business that he turns to his closest friend and hands him the foreign rights. Often the closest friend may turn out to be the friend with the fattest check book because the publisher needs the immediate cash to continue exploiting the new hit in America, said Orenstein. "What he must watch, said Orenstein, "is the size of the territory being covered by the foreign company handling his tune, and how well equipped that publisher is to exploit his tune on foreign shores.

"One of the most important facets of this dealing is that the publisher have a guarantee of release in the foreign country of the same record that started the original action in the U. S. and that it be the first record of the tune to be released overseas."

As far as terms for foreign deals, Orenstein pointed out that the American publisher must carefully weight the local problems in performance payments, which can differ from one country to another. He advised publishers to take these up with the foreign relations department of either ASCAP or BMI. He also warned publishers to report their agreements to their respective performing rights society. The sub-publisher must also make the same kind of statement to his own society.

Mechanical rights, according to Orenstein, are not as cut and dried as performance rights. Because of the dissatisfaction on the part of some European publishers with the terms of a recently negotiated standard license, BIEM, (Bureau International Editions Mecanique), has lost a number of affiliates in Europe. The German society has been handicapped by a new anti-trust law which forbids its membership in BIEM because it has been termed a cartel, said Orenstein. Complications have set in Switzerland, noted the attorney, where very little original production takes place and most records and songs are imports. Thus publishers there pay German, Italian and French publishers, who may be sub-publishers of U. S. material.

The legal consultant covered musical, television and theatrical and motion picture production rights, among other copyright subjects.

Columbia Heralds 20-Album Release For April Issue

NEW YORK — The 20 albums that Columbia is releasing for April reflect a spread of 8 popular 4 classical, 5 Latin-American and 3 albums in the jazz groove.

The popular issue is led by albums by Johnny Mathis and Doris Day. Others include sets by Frankie Laine, Les Paul and Mary Ford, and a hit sampler entitled "12 Big Hits" starring recent biggies by Buzz Clifford, the Harmonicats and Mitch Miller among others.

"Humor in Music" is one of the leading classical selections. This features Leonard Bernstein and the New York Philharmonic. There are also two new LP's with the Philadelphia Orchestra in the month's longhair program.

The Latin-American "Ex" series has five new packages led by Hermanos Huerta and Norman Maine. The jazz albums are by Big Bill Miller, blues singer; Jon Hendrick's "Evolution of the Blues," which was introduced at the Monterey Jazz Festival last year, and an album entitled "Bird Watching" by the Nutty Squirrels. Men behind the Squirrels, of course, are Don Elliot and Sascha Burland.

Munch, Montoux Head Up Victor April Red Seals

NEW YORK — Six new Red Seal releases are being readied by the RCA Victor company for issue in April. The artists represented in this listing of new recordings are Charles Munch and the Boston Symphony, Pierre Montoux and the Vienna Philharmonic, Morton Gould, and pianist Byron Janis playing with the Chicago Symphony under the baton of Fritz Reiner.

In addition to these established names, Victor has also recorded and is now releasing the first waxing of Elliot Carter's "String Quartet No. 2," performed by the Juillard String Quartet. This composition earned Carter the Pulitzer Music Prize for 1960.

RCA has also announced that it plans a series of recording sessions this month with Fritz Reiner and the Chicago Symphony playing Debussy's "La Mer," and "Don Juan" by Richard Strauss.

Two LP's for musical education in the primary grades one and two have been added to the "Adventures in Music" series being released by the record company.

King Makes Globe Expansion Move

LONDON—An extension of the international distribution of King Records by EMI was clinched here last week. The British group was already distributing King product in the Commonwealth and many European countries. The arrangement has now been extended to cover Argentine, Chile and Brazil.

It is understood the new pact covers three years, previous King-EMI deals have been subject to annual renewal.

The deal was finalized during the annual spring European visit by King executives. This year the party included President Syd Nathan, general counsel and Vice-President Jack Pearl, General Manager Hal Neely and station relations executive Saul Halper.

During an 11-day stop-over in Paris, the King execs had conferences with Odeon, the label's French distributor. Neely also
(Continued on page 6)

MUSIC AS WRITTEN

New York

Image Records, the Kenny Marlowe label out of Nashville, is now being distributed by London... The Wye label from Warwick, R. I., has signed the Tony Abbott ork... Huffibe Distributing in Seattle, and Onandaga Supply in Syracuse, are new distributors for Audio Fidelity... Dave Garroway spotlighted excerpts from singer Oscar Brown Jr.'s new musical "Kicks and Co." last week, six months before the show opens on Broadway... Vic Damone will sing an Oscar Hammerstein medley on the "Oscar" show April 17... Lou Stallman and Sid Jacobson, indie producing team, have signed to cut sides for the Amy, Mala labels.

Luther Dixon, Scepter a.&r. chief, flew to Chicago last week to cut the Shirelles and Chuck Jackson on Wand... Free-lance arranger Joe Reisman flew to Dallas last week to cut sides for Roulette with Jimmy Rodgers... Dick Ceresoli, of the Nancy label, has named Argus as the firm's New York distributor... Baker Knight has taken over the a.&r. chores for the new Hollywood label, Fifo... Harry Tobias celebrates his 50th anniversary as a songwriter this month.

Tico Records has signed organist Vin Strong... Portem in New York, Mangold in Baltimore, and A. & L. in Philadelphia are now distributing Amy, Mala records... Madison Records, Larry Uttal's label, has promoted Norman Gilman to promotion manager, and Jack Rosenfeld is the firm's new credit manager... Dick Linke has moved his office from New York to Hollywood to concentrate on handling Andy Griffith and his work as associate producer of the "Andy Griffith Show." Linke is still managing Margaret Ann and Robin Clark, and actor Bob McQuain as well as Griffith... Sam Gordon formerly with Frank Music here, has opened his own music firm, Pogo Music... Artie Mogull has joined the Warner Bros. publishing firm... National distributors for Beach Records is Lewco Records here. First disk features thrush Berbadette. Bob Rolontz.

Hollywood

Don't be surprised if the Diners' Record Club is sold soon. Several deals long have been simmering and, according to insiders, two are coming to a boil. Two of the hottest contenders for the club operation are record labels. Both call for club founder-owner Bernie Solomon to remain at its helm. Although the record club bears the Diners' Club name, the credit card firm owns no part of the disk club.

Dot's new Tab Hunter single, "My Devotion," hit the market last week... Liberty Records board chairman, artists and repertoire chief Si Waronker, fresh from a Hawaiian vacation, produced a Martin Denny single and a Felix Slatkin album in one night recently... Mickey Goldsen's Criterion Music has acquired selling rights for sheet music of Jackie Barnett's "Mistapha," recorded last week by Louis Prima on Dot. Deal was made with Jaybar Music Company. Goldsen's firm also got the sheet music sales rights to "The Theme From the Andy Griffith TV Show (The Fishin' Hole)" from Larabee Music. The Earle Hagen-Herb Spencer-Everett Sloane tune was issued by Capitol in an Earle Hagen recording. Lee Zhitto.

Chicago

Neil Feeley, head of newly-formed International Records here, has just signed pop singer Don Hart, a local lad, age 20. Hart, formerly with the Roulette label, cuts his first single later this month... Dan Driscoll recently joined Mercury Records as national field promotion manager for the firm's new subsidiary label, Smash. Driscoll had earlier worked as Mercury's Chicago promo man before going to Roulette Records and later, Warwick Records where he was national sales manager. Driscoll, who will headquarter in Chicago, leaves soon for an eight-city tour of the Northeast for Smash... Franz Jackson, head of Pinnacle Records and leader of the Original "Jass" A-Stars, guested on the Ray Dowell and Studs Turkel radio shows last week to discuss his favorite field of music—jazz. Dowell and Turkel illustrated Jackson's style by playing selections from his latest LP, "A Night at Red Arrow" (Pinnacle).

Lou Riezner, Nero Records veep, reports that his firm has just signed the Bloomfield Sisters, pop vocalists from West Virginia, who are set to cut a single at the Nero Studios in the near future. The young Bloomfields, Billie Jo, Sandra, and Neevy, sang at President Kennedy's Inauguration Ball... Russ Vestee, another Nero vocalist, will entertain at various local schools April 6 through April 11, as part of a Coca-Cola sponsored variety show. Appearing with him will be Buzz Clifford (Columbia), Dorsey Burnette and others. Vestee's first Nero single, "People Been Sayin'", is soon to be released nationally. Nick Biro.

Boston

Mercury Records has a new home here with Herb Dale Enterprises in Cambridge. It now becomes the Mercury Division of Herb Dale Enterprises. New sales manager for the division is J. Frank Falanga who held the position as sales and promotion manager for the Warner Bros. section of the Dale firm and was previously with Capitol Records in various capacities.

Another appointment is that of Bruce Hinton to be sales and promotion manager for Dale. He returns to the firm after a spell with Record Source, Inc., where he was Eastern sales representative. He had also been with Warner Bros... Johnny Walsh making friends around town for the Warner Bros. "Girl Machine"... The Limelitters doing the college circuit in the area and RCA Victor making hay with promotion with emphasis on two-night stand at Norumbega Park's Totem Pole Ballroom, April 8 and 9. Cameron Dewar.

NEWPORT LIVES

Summer Jazz Curtain Lifted by City Council

NEWPORT, R. I.—Freebody Park here will, after all, echo to the sound of jazz this summer. Following long argument and discussion, the city council last week (23) granted a license to allow a jazz festival to four Newport and one Providence businessmen. The festival will be held June 30 through July 3 at the site of the embattled affair of last year, which broke up in a riot.

The new group, going by the name of Music at Newport, Inc., will include former festival president, Louis L. Lorrillard, who only a few weeks ago predicted that the Newport Jazz Festival would never be staged again. George Wein, former director at Newport, will not be involved in the new set-up. Wein, who is planning a star-studded festival

of jazz, concert and theater at Castle Hill in Ipswich, Mass., was surprised at the news that there would be a festival. He is in Europe setting up a tour for Thelonius Monk and the Storyville all-stars.

Count Basie, who with his band, is playing this week at Storyville in Boston, was also quite baffled by the announcement since as a long-time performer at Newport he had believed the event dead. Talent for the five-day festival, comprising nine performances, will be booked by B. and M. Inc., of Boston. John Miller, president of the agency, said that adequate policing already has been arranged to avoid any possibility of a repeat of last year's fracas.

Jerry Blaine Buys Monarch Plant

HOLLYWOOD — Monarch Record Manufacturing Company, largest independent record pressing facility on the Coast, was purchased last week by Jerry Blaine's Cosnat Distributing Corporation. Acquisition adds an important manufacturing wing to Cosnat's dozen outlet coast-to-coast distribution chain. Purchase, according to Monarch owner Nat Du Roff, was "in excess of \$1,000,000" to be paid

both in cash and Cosnat stock.

Under terms of the sale, Du Roff and his partner, Nate Rothstein, will continue to run Monarch as before on a five-year employment contract. Du Roff told Billboard Music Week that the Monarch operation will be completely autonomous, functioning as a separate entity of the Cosnat Corporation. Du Roff said there will be no change in Monarch's business operations. Du Roff will remain as president of the Monarch Corporation and will be in complete charge of its operation and policies. Despite the new ownership, Du Roff said, Blaine's labels (Jubilee, etc.) will be treated by Monarch as any other customers.

Monarch-Cosnat deal marks the second major sale by Du Roff and Rothstein in as many years. Two years ago, they sold Bel Canto Stereophonic Recordings to the Johnson - Ramo - Woolridge combine. The Monarch sale culminates months of trade rumors that the pressing plant would be purchased by Cosnat.

Tokyo 'Teahouses' Featuring Music, Coffee Relaxation

TOKYO—There are more than 30 "music tea houses" in Tokyo where one can enjoy off-concert hall relaxation with a cup of coffee. One of the Tokyo "music coffee shops" which was a movie house before being reconstructed has a capacity of 600 customers. The shop is proud of having discovered a number of current record names.

Four bands continue playing jazz and teen-beat music through the day and evening, and unknown teen singers keep singing day by day, dreaming of stardom tomorrow. Another downtown music tea shop is known as Meikyoku (masterpieces) and Coffee Shop and has classical music record programs. It is interesting to note that the Beethoven Symphony Nos. 3 and 7 are the most requested records followed by chamber music LP's. This shop caters mostly to professional people. The "classical" mood gives this shop a notable contrast with other shops featuring teen-beat or jazz music.

In Ginza, the busiest street in Tokyo, there is another tea house featuring live performance of chanson music. Female singers performing in this house are graduates of Tokyo universities, and each is a French language major. Customers in this shop are young couples and middle-aged people, and they are all quiet.

Supreme Court Probes Intervention Aspects of ASCAP Consent Decree

WASHINGTON—The highly paradoxical aspects of consent decrees, and the rights of parties affected to intervene, underwent what could be an historical probing by the Supreme Court last week. The fact that the decree in question was the much-litigated and controversial 1960 consent negotiated between Justice Department and the American Society of Composers, Authors & Publishers, complicated the problem still further.

The high court heard pleas by a group of ASCAP publishers, Sam Fox Publishing Company, Pleasant Music and Jefferson Music, for the right to intervene in the latest version of the 20-year-old decree under which ASCAP operates. The right to intervene as parties in interest had been denied them both orally and in a written statement by Judge Sylvester Ryan of the New York District Court, who signed the disputed terms into effect in January of 1960. (Details of briefs submitted to the Supreme Court by Fox, ASCAP and Justice Department on the issues are found in Billboard Music Week; issues of February 13 and March 20.)

The major question threshed out during the hearing was on the right of intervention, while the familiar issues of whether the 1960 consent failed to establish competitive fairness and failed to curb dominant publisher control in the Society were subordinated to the question of principle.

Three-Way Duel

Argument by appellants' attorney Charles A. Harsky, Justice attorney Daniel M. Friedman, and ASCAP spokesman John F. Dooling Jr. became a three-way duel over the fundamental concept that the government can never be "overturned" when it reaches terms in a consent settlement, regardless of any considerations of merit.

Some very blunt questioning was directed at Justice Department's stand by Chief Justice Warren and by Associate Justices Frankfurter and Black during the hearing. Justice Frankfurter started by taking issue with a statement in the district court's denial of appellant's plea to intervene. Judge Ryan had given as one reason the fact that Fox et al. had "permitted" this case, in which they were not named as parties, "to proceed to judgment."

Justice Frankfurter agreed with appellants' attorney Horsky that it was a "puzzling" proviso, to say the least. The appellants had been denied the right to intervene as parties before, during and after oral hearing on the decree. Previous to that time, Horsky pointed out, Justice Department had allowed them only to present their side to the department but had never permitted them a role in the negotiations. Justice Frankfurter said he could see no time in which the intervenors ever had a chance to keep matters from "proceeding to judgment."

Justice Frankfurter was caustic when the Justice Department attorney Friedman later pointed out that Judge Ryan had allowed appellants to introduce the record of the Roosevelt (D., Calif.), subcommittee hearings of dissident small-business publishers, and had "listened" to Fox et al. present their side at the oral hearing. Frankfurter said it was futile for a court to "listen" to appellant claims without permitting them to present evidence as parties.

"There is no use in 'listening' unless you have the underpinning of facts and cross examination," Frankfurter pointed out, to make a true finding.

The Justice attorney offered that

this was a "particular case," since negotiations for the Society had promised to withdraw if Fox et al. were given the right to intervene as parties in interest. Also, "in this particular case," Friedman said, dissolution of the whole Society "could have resulted" from intervenors' rejecting the decree terms and forcing a government litigation.

Appellant attorney Horsky argued that the possibility of dissolution was publicly acknowledged by Judge Ryan and was "put to good use" in getting ASCAP members to accept the decree on a "take it or leave it ballot."

Horsky scored Judge Ryan's reliance on the yes-or-no vote among ASCAP members, to make his decision on accepting the decree. The voting did not prove that the board of directors had truly represented the interests of the appellants, or of smaller business members, Horsky said. Also, the "fatal deficiency" of the ballot paralleled the deficiency of the Ryan hearing: In both cases, all of the facts were not laid before the voting membership because appellants had not been allowed to enter documentary evidence and call witnesses, to get all the facts before the court.

Rough Questioning

The roughest questioning by the Justices landed on young Daniel Friedman, the Justice attorney. Friedman played one note throughout: That appellants had no right in this or any other case, no matter what their claims, to intervene when the government was party to the consent. Nor did they have such right even when the action was litigated, to try to "go beyond" government relief made in the public interest.

This cut very little ice with Justice Black, who pointed out that Judge Ryan's decision to accept the decree was not made on the basis of its merit, but only on the basis of the government's right in consent judgments. Justice Frankfurter then went even further to note that "at no time" did the district court judge ever say he was rejecting the intervenors because he felt they had not made a sufficient showing.

Chief Justice Warren demanded of the Justice attorney: "If we accept as true, appellants' claims (of competitive unfairness under the decree)—do you still say they have no right to intervene? Even if the decree provides no aid to this group, or no matter how badly injured they may be under the decree—they still have no right to intervene?"

Friedman, obviously somewhat shaken by the barrage of question and comment, made his point one more time: "They (the appellants) cannot attack the validity of government terms in a consent action."

Justice Frankfurter suggested that even if the district court had permitted intervention by the appellants, it could be assumed that they "could not tear down the rest of the good accomplished."

Friedman retreated from a re-statement of policy, to the hard facts in what he constantly referred to as "this particular case." He again warned that "dire results" to ASCAP would result if the decree were rejected. He made a plea for the "practical necessity" of a licensing association such as ASCAP to the country's songwriters and publishers, in collection of performance royalty. By inference, he reminded the Justices of the possibility that ASCAP's top earners would not only pull out of negotiations, but out of ASCAP, if the intervention were allowed.

In contrast to the Friedman presentation, ASCAP spokesman

John Dooling's argument concentrated only on legal precedent for Judge Ryan's action. Dooling had only brief questioning by the Justices. The ASCAP attorney said Judge Ryan was a "seasoned and experienced" judge, a man of wisdom, who was correct in stating that he could not alter the terms of consents.

Dooling said Ryan's only duty was to decide if the decree terms would "further the purpose" of the two previous decrees, and having decided, he very properly signed the decree into effect.

Horsky Rebuttal

In a brief rebuttal period allowed ASCAP attorney Horsky, he made three main points: First, that neither ASCAP nor Justice Department attorneys took serious issue with the claim that the dominant publisher group remains in control of vote, distribution and survey under the 1960 decree. This in itself proves that the original purpose of antitrust decree, to establish competitive equality among the members, has not been effected.

Second, the Fox plea for intervention contemplated only a district court hearing on modifications to improve the decree. Horsky cited precedent for this procedure in cases ruled on by the high court itself.

Chief Justice Warren put the final question in the proceedings. He asked Horsky what if the intervention were permitted, and the district court judge again rejected their claims, after hearing the evidence, and again accepted the decree in its original form. What then?

Appellants' attorney granted the possibility that "ASCAP and the Justice Department might persuade the district court to reject the intervenors' plea." However, said the Fox attorney, "we are only asking for the opportunity to try to persuade the court." On that declaration, the hearing ended.

Epic Schedules Six April Sets

NEW YORK — The Epic Records release string includes some six albums for April—2 in the classical category, 3 in the popular idiom and 1 jazz set.

An unusual novelty comedy album kicks off the pop release: "Sounds Funny" by Earl Doud. This is a set of gags and stereo sound effects worked into sketches. Bobby Vinton comes into the limelight, too, with a set and the charanga-pachanga dance sensation is exploited on a Hector Rivera ork disk.

Tenor saxist Charlie Rouse is the only jazz instrumentalist spotlighted, while two new albums by the Concertgebouw Orchestra of Amsterdam celebrate that fine organization's forthcoming American tour this summer.

Sixty Named Veepee By United Recording

HOLLYWOOD—Dick Sixty, for many years sales head of Radio-Universal Records, last week was named vice-president in charge of sales at United Recording Corporation. Appointment was made by United President M. T. Putnam. Concurrent with this move, Bowen David was named United's production control manager. Putnam told Billboard Music Week these appointments were made to beef up United's management.

Oil Sheiks Order Arab Wax to Hike Morale in Harems

GENEVA — European music producers are receiving orders from Middle East oil sheiks for the recording of original Arab music.

The sheiks want the pressings, it develops, for the juke boxes they have installed in their harems. The Emir of Qatar was the first of the Arab oil potentates to install music boxes, and the idea caught on rapidly.

Arab sources here estimate that there are now 2,500 juke boxes in the Middle East, of which 800 are in harems. Some of the gaudier of the oil sheiks are reported to

(Continued on page 48)

Starpower Sales Prizes Awarded

NEW YORK — Three 1961 Volkswagens have been awarded distributors who competed in the recently concluded Starpower sales drive. The winners are Bob Hausfater of Roberts Distributors, St. Louis; Tony Valero, Melody Sales, San Francisco; and Johnny Vincent, Record Sales, New Orleans.

Sid Brandt, vice-president in charge of operations at MGM, said the contest stimulated considerable extra sales and that other contests of this kind will be a steady format of the sales department. Brandt said the cars will be distributed to the winners shortly with appropriate ceremony.

Alpha Distrib Bows to FTC

WASHINGTON — John Holonka and Harry Apostoleris, copartners trading as Alpha Distributing Company of New York, have consented to a Federal Trade Commission order forbidding payment of payola to get their records aired, the FTC announced last week. The agreement does not constitute admission of guilt.

Sound and Fury Spark Annual ASCAP Meet

• Continued from page 4

Ned Washington, who discussed the activities of the ASCAP executive committee. He noted ASCAP's continuing effort to maintain "the image of supporting culture," a reference to the Society's support of symphonic music creativity.

Washington also gave an elaborate explanation of why members cannot be "closely informed on high powered negotiation with the Justice Department's Anti-Trust Division." In his concluding remarks, he told members: "Everyone of you better take a long look at your stake in the music business. I believe that in time, we'll recapture it from the thieves, con men and used car men who have captured it today."

Following this, Gerald Marks made a brief plea on behalf of an amendment, which could change the current system of voting for any amendment to the bylaws so that failure of a member to vote would no longer be considered a vote against an amendment.

Another speaker was Arthur Hauser, of Theodore Presser, who reported on numerous items of interest to publishers of serious music.

Redd Speaks Up

At this point, the meeting took on a more lively tone, as Redd Evans began extensive remarks on behalf of himself, Fred Fox, Hans Lengsfelder and others of the group which has been pressing continually for changes in the ASCAP distribution formula and voting procedures.

Addressing himself to the writers, Evans declared that "the publishers on the board with a few hired mercenaries among the writers are destroying your Society." The failure of ASCAP to encourage new, young publishers, according to Evans, had resulted in BMI becoming a dominant factor in both radio and TV with regard to pop song hits. This, he said, was because of the board's insistence on

"taking what they want out of the Society." This condition, according to Evans, would mitigate against ASCAP in its upcoming TV negotiations.

"If tomorrow a government directive were issued and ASCAP began to pay publishers equal money for equal performances," Evans said, "There would be 30 vigorous young ASCAP publishers in the morning. Money must be given to those who work for performances. This is your future." Evans took issue with the hiring of a parade of high-priced legal talent by ASCAP. "Let's take the millions of dollars that are being spent for political lawyers, public relations and lobbyists and pay our members whose works are performed and ASCAP will grow," Evans pleaded.

Many of Evans remarks were then refuted by Adams. Judge Pecora also took issue with Evans in his citation of an ASCAP case in 1945 in which Pecora rendered the decision. The judge claimed Evans was not dishonest but simply "uninformed."

Herman Starr then disagreed with Pecora in noting that: "Redd Evans deliberately, maliciously, and connivingly brought out all these misstatements of fact." Starr continued: "I personally have no stake in ASCAP. I'm at the whim of a corporation and I have worked longer and harder for writers than any writer member of the board. But I don't work for rabble-rousers and people who want something for nothing."

Hans Lengsfelder referring to denials from Starr of Evans' remarks regarding writer "satellites" on the board, said: "There is today a writer on the board who gets 90 per cent of his income from a publisher board member. Is this a satellite?" Lengsfelder asked.

Writer Lew Bellin then suggested that ASCAP throw out its meetings and retain only the dinner. "The meetings are the maximum yawn of the year," he said. Sherman Edwards, the concluding speaker, discussed what he called "the monstrous injustice of the 30 per cent recognized works formula. We are simply losing 30 cents of every dollar due us on this basis," Edwards noted.

Four April Packages On Monitor Agenda

NEW YORK — Monitor is releasing four new albums this month. In the issue are two stereo-mono releases, "Switzerland" by the Heiri Meir and Jost orks, and the Branko Krsmanovic Chorus at Carnegie Hall. The two mono sets are "Rus-

Deejay Poaching Irks Prom Booker

PITTSBURGH — Booker Zeke Nicholas, who initiated post-prom parties in this area six years ago, with unusual success, is bitter about deejays who have entered the same lucrative business who promise to deliver record names to the hops they host.

Along with Hal Davis, president of the Musician's Union; Nat Nazarro, head of AGVA, and Harry Bigley, investigator of theatrical agencies, Nicholas has protested the entry of deejays into the prom business to Don Hirsch, local head of American Federation of Radio and Television Artists (AFRTA).

Nicholas declared:

"We do not intend to sit idly by while the deejays take over. They are taking the livelihood from scores of legitimate performers and variety acts. They force record names to accompany them on these prom dates by using their power as a subtle blackjack."

He cited one instance of a deejay promising a district high school principal not only his services but also 10 record acts—all for \$250. Nicholas charged that unlike agents, the deejays are "not licensed, bonded or franchised" to provide such entertainment.

Nicholas added that during the night of May 5 alone he will have hired 62 musicians and 30 performers for high school proms, and that he can't compete on the same financial terms as deejays and record names. He refused to single out any of the offending deejays but said the practice is becoming more widespread every week.

King Expansion

• Continued from page 4

visited the German affiliate, Electrola in Frankfurt.

In London, the King party had conferences with top EMI brass including Chairman Sir Joseph Lockwood and L. G. Wood (managing director, EMI Records—the British operation). A conference was also arranged with representatives of the various EMI operations on the Continent. Those present included Hank Stibbe (Holland), Ivan Nordstrom (Sweden), John Poole (Denmark) and Emile Gavin (Belgium).

During the trip, the King executives also acquired U. S. rights to several masters. They include sides by the Tommy Watt ork, singer Dennis Lotis and the Big Ben Banjo Band from Britain, and some tracks by Yves Montand and Gilbert Beaud from France.

sian Folk Songs" featuring Piantanitsky, and highlights from the Ukrainian Opera "Natalka Poltavka," featuring the Kiev Shevko Theater Chorus and soloists Ivan Kozlovsky, Zoya Haidai among others.

SOUVENIRS FOR HOME

PX Platters Feature U. S. Pop Hits Done Up German

NUREMBERG, West Germany—The U. S. military's post exchange merchandising systems are experimenting with the production of U. S. pop disks in German format.

The conception is a souvenir disk line for mailing home as mementoes, and the result is both striking and startling. Typical of the PX's venture into "Hochpops" is "Mexicali Rose."

The album jacket has a German conception of "Mexicali Rose"—bosomy and blonde, sitting on a donkey with a red rose dangling from a beer mug showing the HB (for Hofbraeuhaus) emblem.

The albums feature all-time top pop sung in German by some of Europe's top recording artists.

Music the Same

"Hochpops" have been released so far in two volumes, and the second volume, just issued, includes many recent U. S. hits. In general, the "Hochpop" remains faithful to the original American musical and vocal arrangements, with only the lyrics translated into German.

For example, the distinctive background lines of "Come Softly to Me" (Komm Zu Mir Darling) remain the same. The German words are so similar to the English that it takes only a slight knowledge of German to follow the words.

"Hochpops" is aimed at the vast military disk market, a market encompassing the 250,000 U. S. families on the Continent, in England and scattered about the Mediterranean and Middle East.

In fact, the military market for such souvenir disks is far vaster than the absolute number of families stationed on this side of the Atlantic; there is a constant shifting of families which amounts to a complete turnover every three years.

Mail Gimmick

Moreover, the point to "Hochpops" is their "mail to the folks back home" format. PX disk moguls estimate that three records are mailed home for everyone purchased for home-playing here.

The PX platter play with beer

Special Elektra Deal On Limelites Album

NEW YORK — Elektra Records is featuring a special price deal on its album by the Limelites for the month of April only. During the month, the set will be pegged at \$3.69 for monaural and \$4.40 for stereo. The group, which recorded its first album for Elektra, is now on RCA Victor.

and pretzel-style U. S. pop is the outgrowth of its successful production of "Memories of Germany." Recorded for the PX by Telefunken, "Memories of Germany" is a potpourri of German stein songs and ballads. They have sold several hundred thousand copies and, because their clientele is steady and unending, their market, if modest, is inexhaustible.

Now the PX is applying the successful format of "Memories of Germany" to "Hochpops," each album of which is accompanied by a genuine Hofbraeuhaus beer mug emblazoned "HB."

While retaining the U. S. musical and lyrical treatment, the PX borrows European techniques whenever applicable. For example, "Mr. Blue" emerges in "Hochpop" with the same nostalgic "ballad with a beat" background of the U. S. version. "Red River Rock" (Komm Zuru-eck in Das Tal Unserer Traeume) also sticks closely to the U. S. style, which is leavened slightly, however, with schmalz and sauerkraut German musical effects.

However, in direct opposition to the U. S. trend of fading out every instrumental, European disks—and "hochpops"—end on a distinctive note, leaving the listener hanging in the air.

Other songs in the PX Hochpops album include "Sleepwalk," "Why Should I Cry Over You?" "There's a Leak in the Boat," "My Happiness," "Love Letters in the Sand," "Love Is With Me Tonight" and "Frenesie."

European singing stars have been recruited for the vocals, including Caterina Valente, Ria Solar, Gitta Lind, Susi Astor, Vico Torriani, and Christa Williams.

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From England

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WALTZ**

Johnny Dankworth

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Roulette Records

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

JOHNNY BURNETTE

BALLAD OF THE ONE-EYED JACKS (Famous, ASCAP) (3:15)—**BIG BIG WORLD** (Studio, BMI) (2:18)—Johnny Burnette has a two-sided disk here, both of which could easily land on the charts. Top side is the first lyric version of the hit tune from the flick of the same name, and "Big Big World" is one of a Burnette-styled ballad which finds him in fine voice. **Liberty 55318**

LENNY MILES

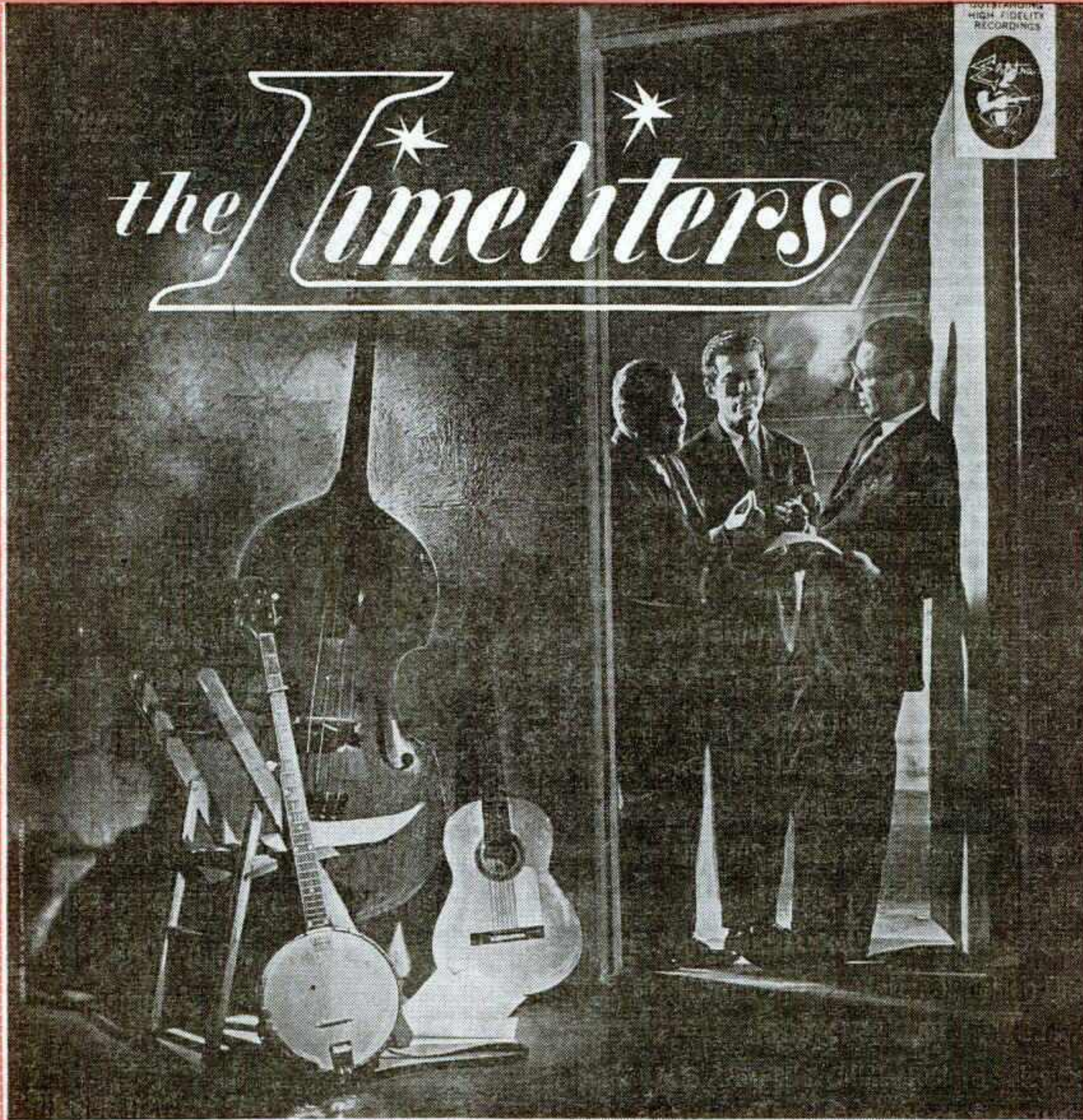
IN BETWEEN TEARS (Ludix, BMI) (2:13) — A sock reading of a powerful ballad by Lenny Miles should prove to be another winner for the chanter. And the arrangement is sock too. Flip is "I Know Love," (Lloyd & Logan-Ludix, BMI) (2:40). **Scepter 1218**

As of November, 1961 . . .

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MY HEART"**

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MUSIC CORP.**



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This One



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TALENT TOPICS

NEW YORK

Shirley and Lee are now with Mercury Records, where they have completed their first session for the label. . . . Renee Taylor has signed with London Records. . . . New on the Victor label is Gary Clarke, a West Coast lad. . . . ABC-Paramount has signed composer-singer-a.&r. man Bob Crewe. . . . Jack Kane, the arranger, composer and recording star, died in New York last week at the age of 37. . . . Archie Bleyer has pacted young actor-singer Eddie Hodges. . . . The Modern Jazz Quartet has set dates in Dallas, April 8, and Seawance, Tenn., April 9. . . . Erroll Garner, who opened at New York's Basin Street East last Thursday (30), is set for a summer date at Tri-City Musical Tent in Albany, N. Y., June 25.

Russ Carlyle and his ork are on a Midwest one-nighter tour and will open May 29 at the Peabody Hotel in Memphis. . . . Don Glasser and his crew will be at New York's Rose-land starting April 25. . . . Miltz Mason has signed with Strand Records. . . . Joyce Heath is visiting Eastern deejays to plug her Dragon waxing of "I Wouldn't Dream of It." . . . Gene Pitney is on the road promoting his waxing of

"Take Me Tonight" on Musicor. . . . Horace Silver and his combo are now playing the Zebra Lounge in Los Angeles. . . . Connie Francis opens at the New York Copacabana May 18. . . . The Barry Sisters headline at Scollia's in Philadelphia starting April 10. . . . The Gaylords are performing their singing and comedy act at the New York Latin Quarter. Bob Rolontz.

CHICAGO

The Playboy Club, fast becoming one of the top talent show-cases in the city, bowed its new show last week. Featured in the four-floor Penthouse Club were Burns and Carlin, Meg Myles, the Wanderers Three, Jorie Remus and the Kirk Stuart Trio. In the third-floor Library were Phyllis Branch, Don Sherman, Bobby Short the Eddy Higgins Trio and the Billy Wallace Trio. . . . Oscar Brown, Jr. and the Floyd Morris Trio follow Dizzy Gillespie into the Birdhouse April 12. Brown (Columbia), who has reaped plaudits as a vocalist from such stars as Lena Horn and Sammy Davis Jr., penned the book, music and lyrics to "Kicks and Co.," new musical scheduled for a Broadway opening come fall.

Charles Lewsen, British satirist, is currently at the Gate of Horn for a three-week stand. Lewsen, an Oxford graduate, has been in the States for two years, during which time he has worked summer stock, toured with the Canadian Players, and acted in off-Broadway productions. . . . Ed Schultz and Fred Filipiak of the Marksmen (International), instrumental group, take leave of their combo to join Venita, singer and dancer, for a week's stint (4-9) at the NCO Club, Fort Elsworth Army Air Force Base, Rapid City, S. D. . . . Carmen Cavallaro opens at the Camellia House of the Drake Hotel Wednesday (5). . . . Vocalist Tani Jones is holding forth at the Downstage Room of the Happy Medium.

Lil' Wally, Chicago's polka maestro, takes his band on the road for 27 straight one-night stands in main ballrooms throughout the Midwest and on into the New England area. Wally's home base here is the Polonia Ballroom where he is featured every Sunday. . . . Jack Teagarden, appearing at the London House till April 16, next moves to the Village Vanguard, New York, for a two-week stand. Gloria Manlong.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

George Brady, 19-year-old country singer, plays a return date at Monroe, Mich., April 7, to introduce his new release on the Happy Hearts label, "Tell Me Why" b/w "Within My Heart." Recent additions to the Happy Hearts recording stable are Jimmy Williams and Red Ellis. Due out soon is Williams' "I Tell My Feet" b/w "Orphan Boy." . . . Band leader Andy Doll spent last week in the Hot Springs sector and the Ozarks on a combined vacation and promotion jaunt. He visited most of the jockeys in the territory to pitch the merits of his new release, "Wild Desire." . . . George Jones (Mercury) headlined "Dixie Jubilee" at East Point, Ga., Saturday night (1) and the following night showed his stuff at Magnolia Gardens, Houston. Early this week he swings northward for appearances in Decatur, Ill., and Columbus, Ohio. His new Mercury release, "Tender Years" b/w "Battle of Love," is due out in a few days.

Jack Howard, of Arcade Records, Philadelphia, announces the signing of Jesse Rogers, a feature on the former "Hayloft Hoedown" on the ABC network, to a recording contract. Rogers also formerly portrayed Ranger Joe for the Honey Popped Wheat Cereal Company. His most recent recordings were for RCA Victor and MGM. His first release for Arcade, set for April 15, couples "Night Wind," written by Jesse Rogers, Lucky Taylor and Rex Zario, and "Say It Again," penned by Eddie Khoury and Jack Amway. . . . The Rocky and Hal Duo (Rocky Rauch, vocalist, and Hal Clampitt, console steel guitar) is currently playing dance-lounge and show-bar engagements through the Pacific Northwest. . . . Cowboy Howard Vokes and His Country Boys are spotted Thursdays and Saturdays, 6-10 p.m., at Sam-

my Frank's Furniture Company, New Kensington, Pa.

April bookings for Ray Price and His Cherokee Cowboys stack up as follows: Lincoln, Neb., April 3; Sioux City, Ia., 4; Omaha, 5; Topeka, Kan., 6; Lawrence, Kan., 7; Wichita, Kan., 8; Tulsa, Okla., 9; East Point, Ga., 15; Montgomery, Ala., 21; Pensacola, Fla., 22, and Winchester, Va., 28. . . . Among those who cut sessions recently at the new Starday Sound Studios in Madison, Tenn., were the Willis Brothers, Jimmy Richardson and his swingin' Hammond organ, Paul Wayne, Dottie West, Bill Clifton, Lonzo and Oscar and Whitey (Duke of Paducah) Ford. The last named waxed a comedy-party routine for an LP that is being rushed into production for release in May. It will be titled "Button Shoes, Belly Laughs and Monkey Business." . . . Rudy Thacker reports continued good business for his jamboree-type show presented each Saturday night from the stage of the Dennison Theater, Cleveland. He is booking exclusively with Herb Shucher, Nashville. Part of the Thacker show is broadcast live over WADC, Akron.

Tom Reeder, general manager and deejay at WYAL Radio, Scotland Neck, N. C., reports that he chalked up a winner with the appearance of Jimmy Martin and His Sunny Mountain Boys at the local high school auditorium Saturday night (25). He says that Jimmy and his crew packed the place. Jocks needing a copy of Martin's new record, "Hi-De Diddle," are asked to drop Reeder a line at P. O. Box 9, Scotland Neck. Reeder claims he's getting lots of action on the tune on both his country and pop segs. . . . Gene Crawford, star of "Gold Coast Jubilee," beamed each Sunday over KTRK-TV, Houston, has been signed to a two-year recording pact by Circle Records, with his first session skedded for Nashville

late this month. In addition to his TV stint, Gene does a two-hour platter show each Saturday from the new KRCT studio in downtown Houston.

Chuck Nary, of International Telethon Corporation, has a country package lined up to appear in Beckley, W. Va., April 15-16, for the Cancer Foundation, with two West Virginia TV stations carrying the proceedings. Talent brigade will include Jimmie Skinner, Connie Hall, Carol Jean, Eddie Hagen, Rattlesnake Hogan, and Cowboy Howard Vokes and His Country Boys. . . . Paul Simpkins, of WBAM, Montgomery, Ala., will emcee a "Grand Ole Opry" show featuring Roy Acuff and His Smoky Mountain Boys, Don Gibson and Skeeter Davis at the State Coliseum, Montgomery, Ala., April 21, with the local Fraternal Order of Police sponsoring. Simpkins reports that all-night gospel sings are becoming increasingly popular in the Deep South. He appeared on a sing in Dothan, Ala., March 24 with the Blackwood Brothers' Quartet, Hovie Lister and the Statesmen, and the Florida Boys, of Pensacola, Fla.

Kenny Roberts, since winding up his TV activity in Cadillac, Mich., in December after four years of daily shows, has been appearing as a guest on "WWVA Jamboree," Wheeling, W. Va., where he has shifted from his "jumping cowboy" billing to that of "king of the yodelers." Next Saturday (8) Kenny appears on Bill Long's country music over CHCH-TV, Hamilton, Ont., via a film to be shot this Thursday (6). On personals, Kenny is working out of the Gene Johnson office, Wheeling. . . . Warren Smith's itinerary for April carries him to Austin, Tex., April 6; Corpus Christi, Tex., 7; San Angelo, Tex., 8; San Antonio, Tex., 9; Phoenix, Ariz., 13;

(Continued on page 44)

NIGHT CLUB REVIEW

Garner Tops at Basin Street

It was s.r.o. at Basin Street East in New York on Thursday night (30) when Erroll Garner opened at the East Side club to mark his first Gotham night club appearance in five years. And this is the way it should have been, for Erroll's performance that night was one of the most outstanding of his long career. At the second show Garner came on at 1 a.m. and stayed on stage until 2:30, playing song after song to the rapt attention and enthusiastic bravos of the packed room. He played ballads and blues, uptempo items and dreamy songs, all in his own striking style which has grown more engaging and more meaningful over the years.

All the Garner trademarks are still present, the attention-getting intros to songs, the pixie-ish diminuendos when the tunes start, the grunts and the crashing chords, but withal there is more depth to what Garner is playing now than ever before. His spring medley of "It Might as Well Be Spring," and "Spring Is Here" was delightful, and so were his readings of "Dreamy" and "Misty" and almost everything else he played. This concert should have been recorded.

Speaking of recordings, there were so many label execs present at the Garner opening that it is easy to see he can have his pick of labels after his Columbia pact is over in June. Not only were Columbia execs present, but so were presidents and vice-presidents from Victor, Mercury and ABC-Paramount. Right now, the smart money is on the latter firm to pact Erroll.

On the bill with Garner was the Kenny Burrell combo, which in addition to featuring the fine Burrell guitar also spotlighted pleasant singing by Kenny; and the Red Norvo band with Norvo playing solid vibes as usual. Ralph Watkins should rack up solid grosses at Basin Street with the two-week Garner booking. Bob Rolontz.

TO THOSE OF US IN
UNIFORM THE RED CROSS
IS THE DIRECT LINK WITH
HOME!...WE KNOW IT
QUICKLY WHEN YOU
HELP!



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**HE
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* Gloria Lynne's appearance on the Belafonte TV
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BILLBOARD MUSIC WEEK

HITS OF THE WORLD



GERMANY

Week ending March 31, 1961

(Courtesy Automaten-Markt, Braunschweig)

Table of hits for Germany. Includes songs like 'PEPE-Dalida', 'DER ROE TANGO', 'SALOME', 'SUCU-SUCU', etc.

ITALY

Week ending March 31, 1961

(Courtesy Musica e Dischi, Milan)

Table of hits for Italy. Includes songs like 'COME SINFONIA', 'IL PULLOVER', '24,000 BACI', etc.

BRITAIN

For the week ending March 31, 1961

(Courtesy New Musical Express, London)

Table of hits for Britain. Includes songs like 'WOODEN HEART', 'THEME FOR A DREAM', 'ARE YOU SURE?', etc.

SPAIN

For the week ending March 31, 1961

(Courtesy Discomania, Madrid)

Table of hits for Spain. Includes songs like 'THE GREENLEAVES OF SUMMER', 'QUINCE ANOS TIENE MI AMOR', etc.

INDIA

For March, 1961

(Courtesy The Voice, Calcutta)

Table of hits for India. Includes songs like 'NEVER ON SUNDAY', 'I LOVE YOU', 'TELL LAURA I LOVE HER', etc.

HOLLAND

For the week ending March 31, 1961

(Courtesy Foon-Plateau, Amersfoort)

Table of hits for Holland. Includes songs like 'WOODEN HEART', 'SUCU, SUCU', 'NON, JE NE REGRETTE RIEN', etc.

JAPAN

For the week ending March 31, 1961

(Courtesy Nippon Columbia, Tokyo)

Table of hits for Japan. Includes songs like 'G. I. BLUES', 'ARE YOU LONESOME TONIGHT', 'TOKYO DODONPA MUSUME', etc.

NORWAY

For the week ending March 31, 1961

(Courtesy Verdens Gang, Oslo)

Table of hits for Norway. Includes songs like 'ROMANTICA', 'AH MARIE, JEG VIL HJEM', 'O SOLE MIO', etc.

GERMAN NEWSNOTES

'Pepe' Gets Big German Push From Picture, Singles & LP's

By BRIGITTE KEEB Music Editor, Automaten-Markt, Braunschweig

Chancellor Dr. Konrad Adenauer has recorded two LP's for Electrola's documentary series...

Bernard Mikulski, proprietor of the firm Schallplatten-Importdienst B Mikulski, Frankfurt, will fly to the States to visit Verve, Columbia and Blue Note...

Merit Award

Rudolf Schock received the "Electrola - Ring" in Cologne, March 17. He is the first artist to get this new award...

Jazz Festival

On April 14 and 15 the Essener Jazz-Tage (Essen Jazz Days) will take place in the Gruga-Hall of Essen.

Disk Biz

At the German Song Festival arranged by Radio Luxemburg, September 18-23 the German record firms will introduce their artists and new releases...

Pubber Row

Dr. Kalmus has bought the rights of "Marry Me," winner of the I.T.V. (Independent Television) Song Contest in London for Dr. Busse Publishing House, Munich...

New Singles

Boyd Bachmann, star humorist of German TV, has started his recording career with two titles from the Twenties...

AFN Chart

These were the most-aired tunes of the last two weeks in the American Forces Network:

- 1. Wheels (String-A-Longs)

RECORD SALES FOR AUSTRIA

Table showing record sales for Austria in 1959 and 1960. Columns: Singles, EP, LP 10", LP 12", Total.

ITALIAN NEWSNOTES

Connie's Triumph Prophecies Follow-Ups by Yank Artists

By SAMUEL STEINMAN Piazza S. Anselmo 1, Rome

More personal exposure of American recording artists in Italy is a likely sequel to the triumphal tour of Rome and Milan...

By JIMMY JUNGERMANN 102, Ismaninger St., Munich

Munich has had its gala premiere of "Pepe." The "Pepe" sound track on Colpix gets good airing...

Of the 25 "Pepe" singles in Germany, these are tops: Caterina Valente on Decca, Dalida on Ariola, Willy Hagara on Philips...

Travel Notes

Oscar Peterson has been invited by the City of Geislingen-Steige to play a concert April 16.

Jazz, Made in Germany

The jazz clubs of Bamberg, Bayreuth, Coburg, Hof, Stein, Nuremberg, Erlangen and Wurzburg formed the "Federation of North Bavarian Jazz Clubs..."

New

Polydor introduced a new duet, Gina & Tina. The first record, is the German versions of U. S. hits, "A Girl's Work Is Never Done," and "Like Strangers..."

New Releases

Evelyn Kunneke recorded two songs for the Bella Musica label—"Loreley" and "Ahoy, Ahoy, Hooray, the Ship Is in the Port at Last..."

- 2. Apache (Jorgen Ingmann) ...
3. Last Date (Floyd Cramer)
4. Emotions (Brenda Lee)
5. Calendar Girl (Neil Sedaka)
6. Are You Lonesome Tonight (Elvis Presley)
7. The Story of My Life (Paul Anka)
8. Ebony Eyes (Everly Brothers)
9. Wings of a Dove (Ferlin Husky)
10. There's a Moon Out Tonight (Pat Boone)

Table showing record sales for Austria in 1959 and 1960.

ITALIAN NEWSNOTES

Connie's Triumph Prophecies Follow-Ups by Yank Artists

the forthcoming "Breaking in a Brand New Heart" and "Someone Else's Boy." In addition to appearing on the top-lined "Giardino d'Inverno..."


Shop Talk

UA legal lights here for transfer of record label from Decca Italiana to Galleria del Corso...

Top singers, including Bologna's (Continued on page 12)


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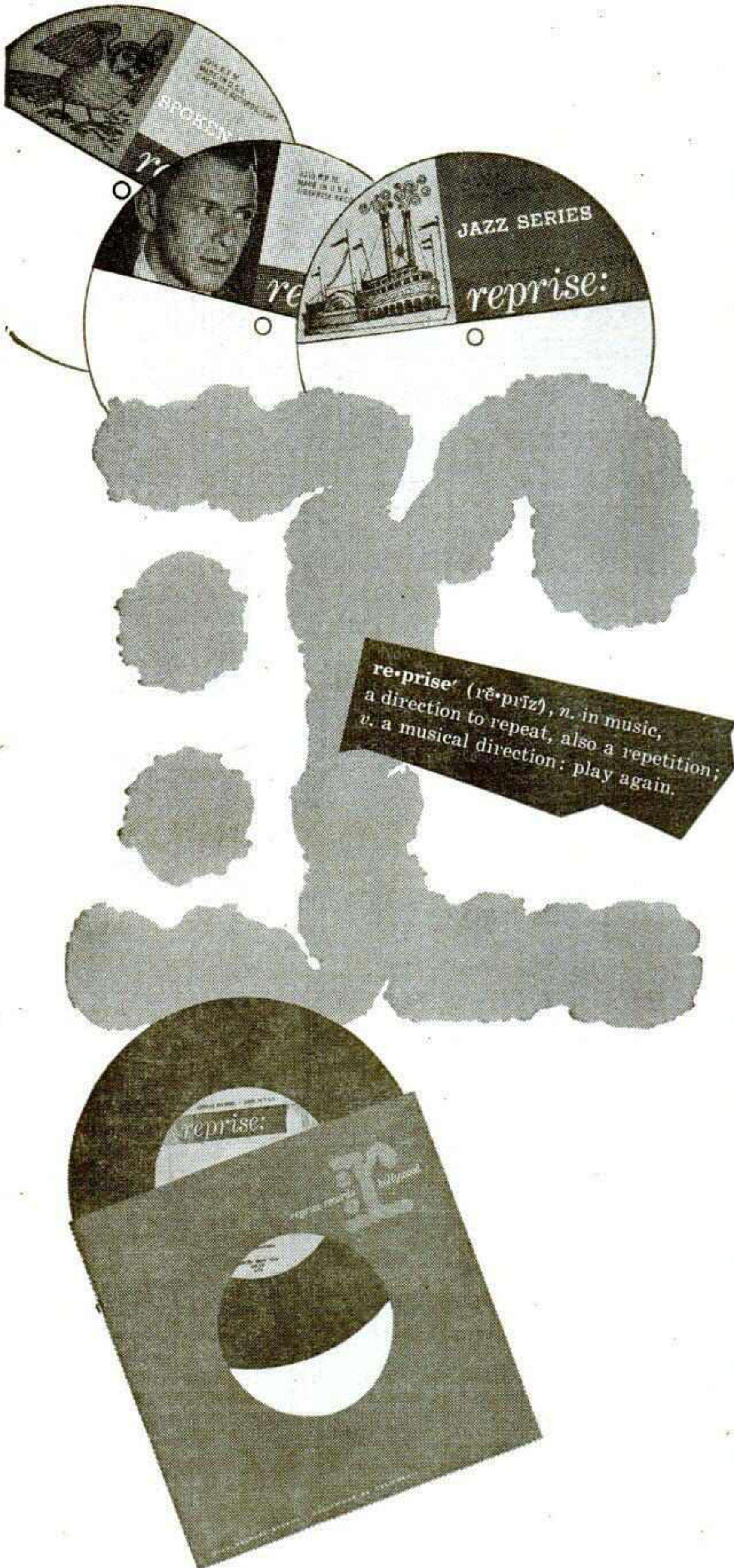
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Ring-a-ding ding! How else,
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style—insiders'
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- DENVER, COLORADO Davis Sales Co.
- DETROIT, MICHIGAN Arc Dist. Co.
- E. HARTFORD, CONN. Eastern Record Dist., Inc.
- HONOLULU, HAWAII Polynesian Dist. Ltd.
- HOUSTON, TEXAS H.W. Daily, Inc.
- LOS ANGELES, CALIF. Record Sales Co.
- MEMPHIS, TENN. S.W. Dist. Co.
- MIAMI, FLORIDA Record Distributors, Inc.
- MILWAUKEE, WISCONSIN Garmisa Inc. of Wis.
- MINNEAPOLIS, MINN. Jather Dist. Corp.
- NASHVILLE, TENN. Music City Records Dist., Inc.
- NEWARK, NEW JERSEY Wendy Dists., Inc.
- NEW ORLEANS, LA. All South Dist. Corp.
- NEW YORK, N.Y. Action Records, Inc.
- OKLAHOMA CITY, OKLA. B & K Dist. Co.
- PHILADELPHIA, PA. David Rosen Inc.
- PHOENIX, ARIZONA Phoenix Record Sales Co.
- PITTSBURGH, PA. Standard Dist. Co.
- ST. LOUIS, MO. Roberts Records Dist. Co.
- SAN FRANCISCO, CALIF. Melody Sales Co.
- SEATTLE, WASHINGTON Music Dists.
- WASHINGTON, D.C. Schwartz Bros.



ALBUM PROGRAMMING & BUYING GUIDE

TOP LP's BY CATEGORY

These LP's, all on this week's Top LP charts, are here broken down by type of material and then listed alphabetically along with their rank order in the current Top LP charts. Positions in parentheses are for the Stereo chart.

VOCAL LP's

Table with columns: Title (Label), Mono (Stereo), Top LP Rank. Sub-sections: Male Vocalists, Female Vocalists, Duos and Groups, Choruses, Mixed Vocals.

INSTRUMENTAL LP's

Table with columns: Title (Label), Mono (Stereo), Top LP Rank. Sub-sections: Mood and Dance, Jazz, Teen Beat, Percussion and Sound, SHOW MUSIC (Original Cast, Sound Track, Music From Musical Films and TV), COMEDY LP's, LOW PRICE LP's.

REVIEWS OF THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

Pop

THE TOUCH OF YOUR LIPS

Nat King Cole. Capitol SW 1574 (Stereo & Monaural)—Another soft, lush, tender production of ballads, sung with great warmth by Nat Cole.



SIN-SATIONAL

Rusty Warren. Jubilee JGM 2034—The lusty Miss Warren, well known as a mainstay at the Golden Falcon Club, Pompano Beach, Fla., journeys to the Club Alamo in Detroit for this live club performance of more of her earthy observations on live and love.



DORIS DAY-BRIGHT AND SHINY

Columbia CL 1614—The effervescent star is in her usual sunny vocal form here on a group of happy songs, including the title tune, which is also out as a single.



EMOTIONS

Brenda Lee. Decca DL 4104—Young Miss Lee continues the string with another fine album effort. The set leads off, of course, with the title tune, a big recent single hit for her.



PROVOCATIVE PERCUSSION, VOLUME III

Enoch Light and the Light Brigade, Command RS 821 SD (Stereo & Monaural)—The third volume in the best-selling series "Provocative Percussion" is another gas. It spotlights fine arrangements by Lew Davies.



I'LL BUY YOU A STAR

Johnny Mathis. Columbia CL 1623, CS 8423 (Stereo & Monaural)—A striking color photo of Mathis gives this package solid display value, and the contents, of course, are sock sales material.



Jazz

EVOLUTION OF THE BLUES SONG

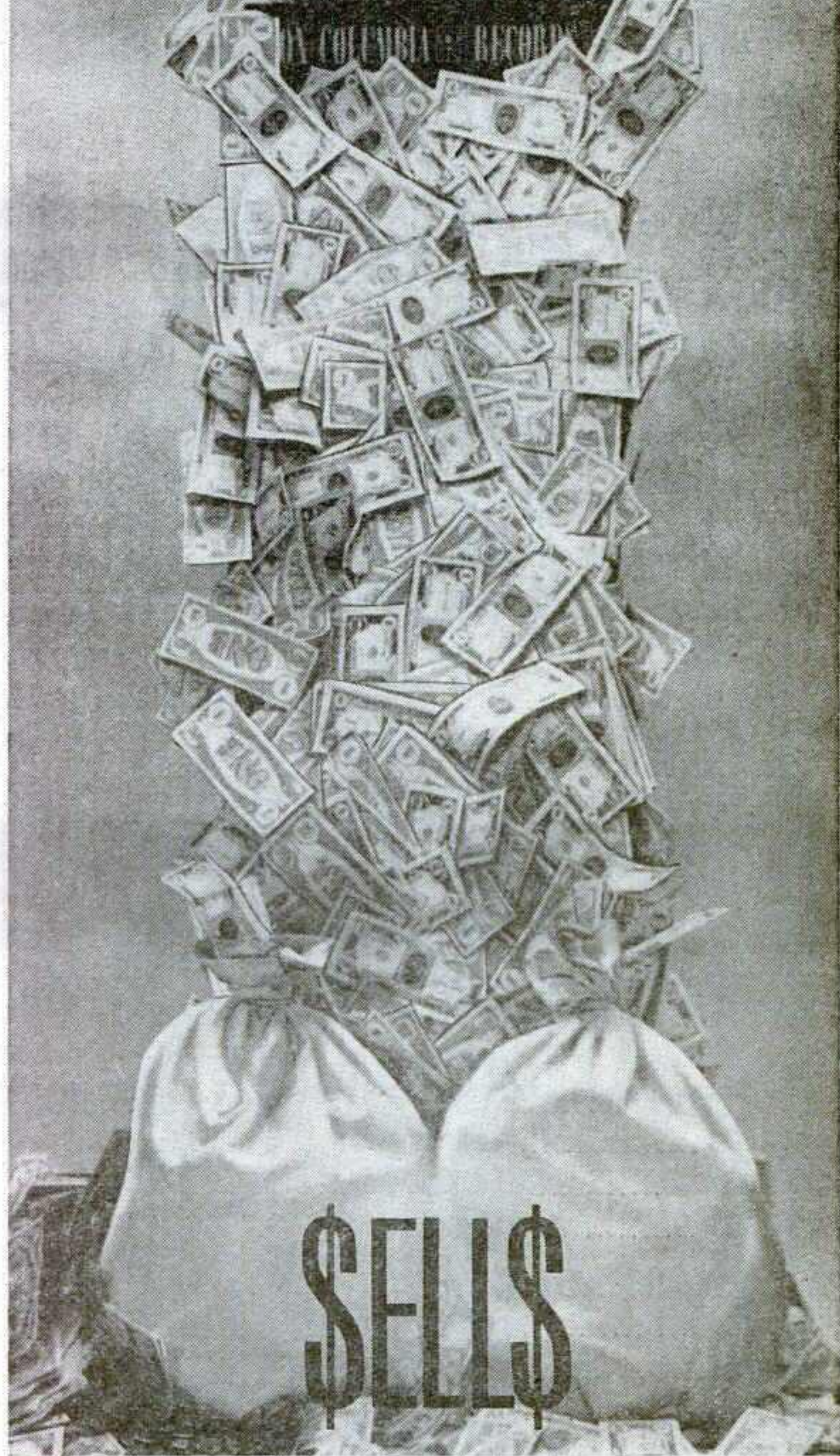
Jon Hendricks with other artists. Columbia CL 1583, CS 8383 (Stereo & Monaural)—As narrated by Jon Hendricks, this story of how the blues came to be is a touching and heart-warming experience.



(Continued on page 22)



MATHIS

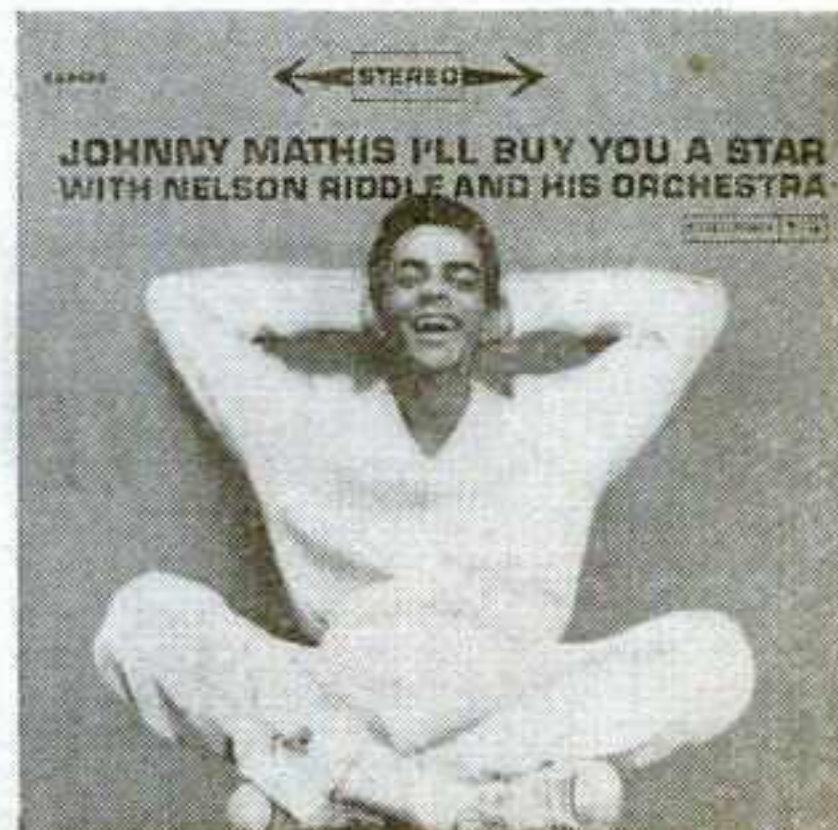


SELLS

- THE RHYTHMS AND BALLADS OF BROADWAY C2L 17/C2S 803*
- JOHNNY'S MOOD CL 1526/CS 8326*
- FAITHFULLY CL 1422/CS 8219*
- HEAVENLY CL 1351/CS 8152*
- MORE JOHNNY'S GREATEST HITS CL 1344/CS 8150*
- OPEN FIRE, TWO GUITARS CL 1270/CS 8056*
- SWING SOFTLY CL 1165/CS 8023*
- JOHNNY'S GREATEST HITS CL 1133
- GOOD NIGHT, DEAR LORD CL 1119/CS 8012*
- WARM CL 1078/CS 8039*
- WONDERFUL, WONDERFUL CL 1028
- JOHNNY MATHIS CL 887

Johnny Mathis is typical of the artists in the great Columbia catalog. Each Mathis album is a money-maker. Four have won Gold Awards. Remember, you only profit from what you sell. Pile up the Mathis albums in your displays and let Mathis Magic work for you.

ON COLUMBIA RECORDS

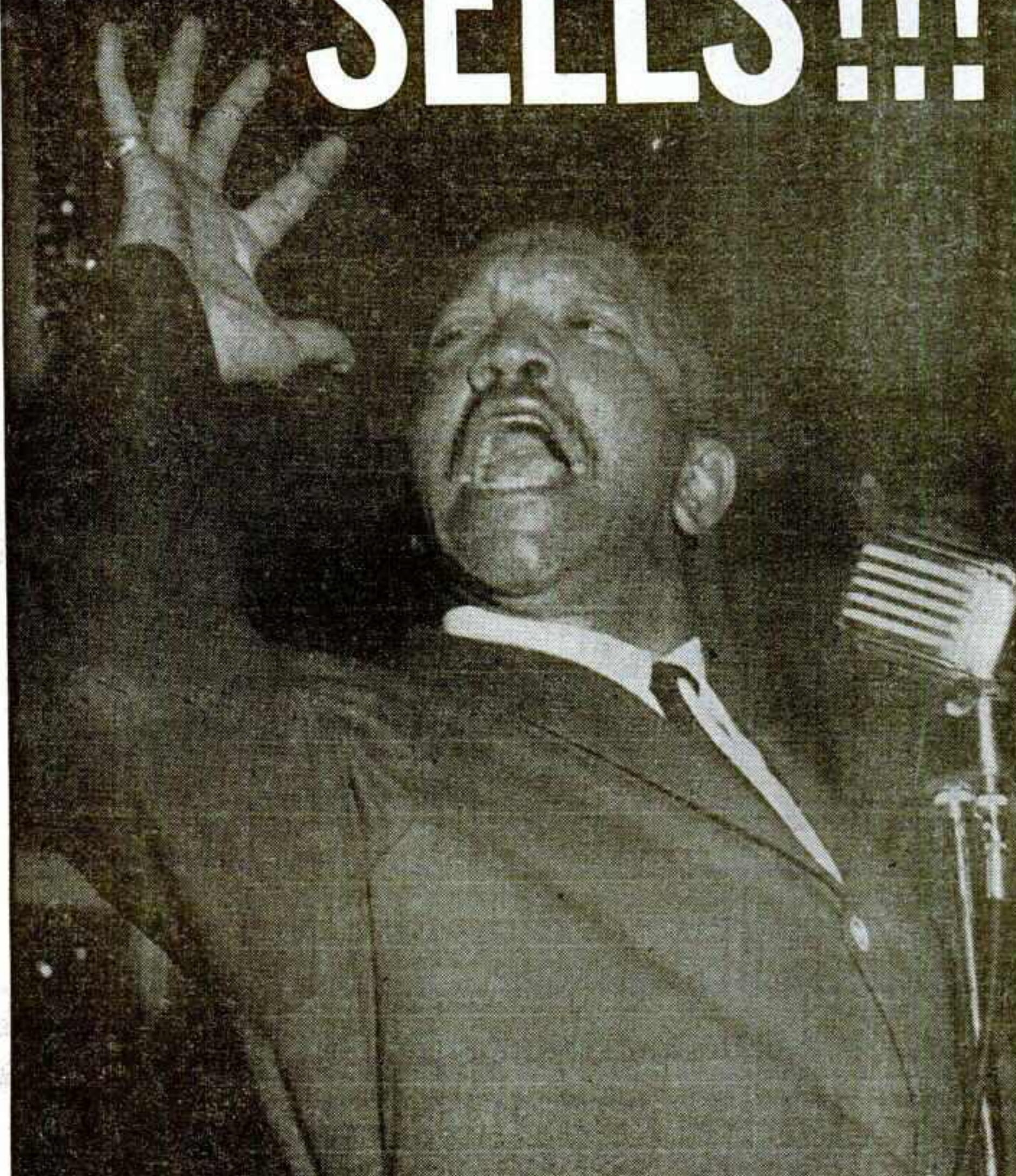


CL 1623/CS 8423*

*Columbia, © Marcus Reg. Printed in U.S.A.

*stereo

REDD FOXX SELLS!!!



NEW APRIL RELEASES

- THIS IS FOXX REDD FOXX 809
- BELOW THE BELT RUDY MOORE 808
- FOR A PIECE ROSCOE HOLLAND 812

CURRENT SELLERS

- WILD PARTY REDD FOXX 804
- LAFFARAMA REDD FOXX 801
- HAVE ONE ON ME REDD FOXX 298
- PILLOW PARTY FUN BARON HARRIS 294
- DOWN BY THE RIVER ZION TRAVELERS 807
- BLAME IT ON THE BLUES WILLIE HAYDEN 293

BEST SELLERS

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

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SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

Continued from page 16

Country & Western

FRANKIE MILLER



Starday SLP 134—Frankie Miller is one of the new stars in the country and western field and this album of 14 of his important records should please his many fans. The sides include "Black Land Farmer," "Family Man," "Baby Rocked Her Dolly," "Richest Poor Boys" and "Losing Again." With Miller continuing to turn out hits this album should be a strong seller in country and even some pop areas.

Classical

BEETHOVEN: SYMPHONY NO. 5 IN C MINOR; OVERTURE, "KING STEPHEN"



Philharmonia Orchestra (Klemperer). Angel S 35843 (Stereo & Monaural)—Klemperer's new re-recording in stereo of Beethoven's Fifth is a massive, impressive architectural achievement. It all but completes the conductor's cycle of the Beethoven symphonies in stereo and will surely rank among the biggest sellers of this most popular of symphonies. This is must merchandise for any dealer carrying classical inventory.

Sound

ESQUIVEL AND HIS ORCHESTRA, VOLUME 2



RCA Victor LSP 2296 (Stereo & Monaural)—Esquivel's swinging arrangements and unusual sound effects are as striking as ever in this package, which should register solidly with sound fans. Selections include "Jalousie," "Time on My Hands," "Lullaby of Birdland," and "Limehouse Blues." This can make a noise.

Latin American

PACHECO Y SU CHARANGA



Elliot Romero. Alegre LPA 801—Johnny Pacheco's flute is featured on gay hip-swinging ork and vocal interpretations of Latin themes mainly styled in the new charanga tempo. Danceable selections include "La Melodia," and "La Malanga." Sly label copy line reads "Produced in the Bronx, the birthplace of the charanga dance."

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

Pop Special Merit

★★★★ JOIN IN THE CHORUS—Stanley Holloway, Vanguard VRS 9086

POP LP'S

★★★★ STRONG SALES POTENTIAL

★★★★ JOIN IN THE CHORUS

Stanley Holloway, Vanguard VRS 9086—Stanley Holloway is best known in the U. S. for his role as Doolittle in "My Fair Lady," but he has long been one of England's best-loved musical hall favorites, as well as an actor. On this new set, which could be called an English sing along, the vet music man sings songs that have lived through three wars, in his inimitable style, aided by a fine chorus. Songs include "Lily of Laguna," "While Strolling in the Park," "Where Did You Get That Hat?" and "Down at the Old Bull and Bush." Holloway is a consummate artist, and he shows his skill on these fun songs and the sentimental one as well. Good set for his fans throughout the world.

★★★★ TWELVE BIG HITS

Johnny Horton; Marty Robbins; Buzz Clifford & Others. Columbia CL 1617, CS 8417 (Stereo & Monaural)—Here's just what the title implies, which is reason enough for the set to gain plenty of quick, over-the-counter impulse sales. There are recent hits here by Mitch Miller, the Harmonicats, Norman Luboff Choir, Stonewall Jackson and the Valiants, as well as those mentioned in the title credits. Good, salable merchandise that can sell itself, thanks to the boldly displayed titles on the cover.

★★★★ SPECTACULAR BRASS GOES CHA-CHA-CHA

Roger King Mozian and his Ork. MGM E 3920

SPECTACULAR PERCUSSION GOES LATIN

Roger King Mozian and his Ork. MGM E 3921—The Mozian band scored solidly with its "Spectacular Brass" LP for MGM recently. Now Mozian is back with these two new entries, both with a south of the border twist. The cha cha album uses that popular rhythm on tunes such as "My Man," "Louis" and "Begin the Beguine," and even combines boogie with cha cha to good effect. "Spectacular Percussion Goes Latin" mixes a variety of Latin beats on several selections from current Broadway musicals, plus some regulation Latin are such as a fine arrangement of "Cumana." Both rank among better percussion LP's and should reach a wide audience.

★★★★ HELL BENT FOR LEATHER

Frankie Laine. Columbia CL 1615, CS 8415 (Stereo & Monaural)—Frankie Laine is in exciting vocal form on this collection of virile Western theme. The lineup includes Laine's old hit "The Cry of the Wild Goose," "Mule Train," "High Noon," "Rawhide," "Gunfight at O.K. Corral," etc. Fine jockey wax.

★★★★ THINKING OF YOU

Andre Previn. Columbia CL 1595, CS 8395 (Stereo & Monaural)—Previn's tasteful, expressive piano solo work is spotlighted here with lush backing on a group of tender standards and originals. Any of the bands is eminently spinable. Lineup includes "I," (Continued on page 24)



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APRIL**
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All Time Standards
In Today's Sound

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MONO C-1010

CAMEO- CASH

Bobby RydellSALUTES
the "Great Ones"

MAMMY
RAINBOW 'ROUND MY SHOULDERS
EVERYTHING'S COMIN' UP ROSES
WRAP YOUR TROUBLES IN DREAMS

THAT OLD BLACK MAGIC
BIRTH OF THE BLUES
APRIL SHOWERS
SO RARE
..... AND OTHERS

CAMEO
CASH

"What time is it.....?"

CHUBBY CHECKER

"IT'S PONY TIME"

CHUBBY CHECKER

The Strid
Past Time
The Market Potatoes
The Wally Guller
The Shimmy
The Watusi
Charleston
And Others

Chubby Checker

"MR. DANCIN' MAN"
12 Rockin' Sensations
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TEEN-AGER**
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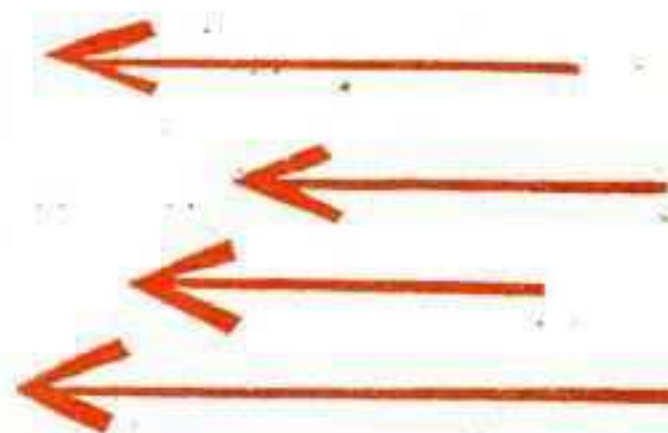
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MISERLOU	IF YOU LOVE ME	MELODIE PURDUE

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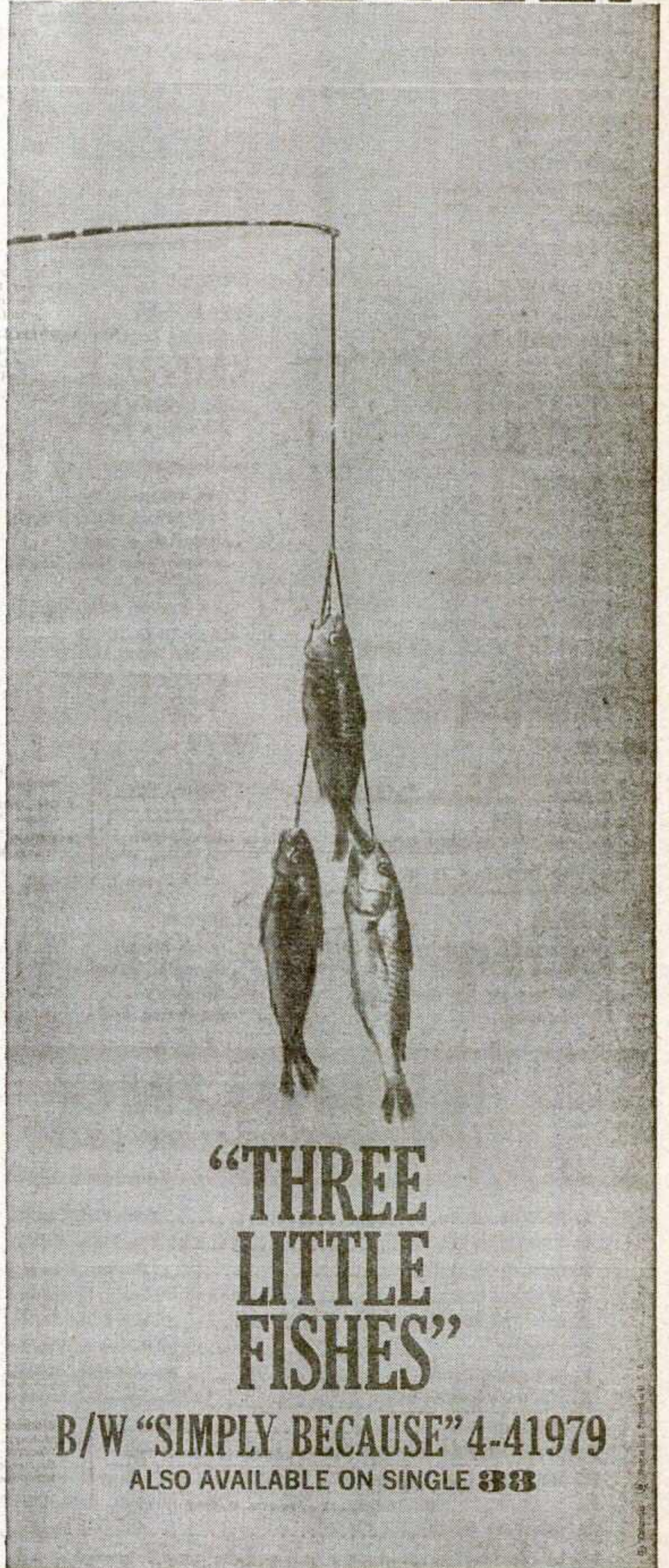
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SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

NEW YORK

- FUNNY
Maxine Brown, Nomar
- LIKE LONG HAIR
Paul Revere and the Raiders, Gardena
- I'M IN THE MOOD FOR LOVE
Chimes, Tag
- WHAT'D I SAY
Jerry Lee Lewis, Sun

CHICAGO

- BUMBLE BOOGIE
B. Bumble and the Stingers, Rendezvous
- I'M IN THE MOOD FOR LOVE
Chimes, Tag
- LIKE LONG HAIR
Paul Revere and the Raiders, Gardena
- THE WATER WAS RED
Johnny Cymbal, MGM
- WHAT'D I SAY
Jerry Lee Lewis, Sun

LOS ANGELES

- LITTLE PEDRO
Olympics, Arvee
- FOOLIN' AROUND
Buck Owens, Capitol
- FUNNY
Maxine Brown, Nomar
- I'M IN THE MOOD FOR LOVE
Chimes, Tag
- LITTLE TURTLE DOVE
Otis Williams and the Charms, King

DETROIT

- BUMBLE BOOGIE
B. Bumble and the Stingers, Rendezvous
- COME ALONG
Maurice Williams, Herald
- Scottish Soldier
Andy Stewart, Warwick

PHILADELPHIA

- EVERYBODY'S DOIN' THE PONY
Fay Simmons, Senca
- I'M IN THE MOOD FOR LOVE
Chimes, Tag

- VERY THOUGHT OF YOU
Little Willie John, King

BOSTON

- SLEEPY-EYED JOHN
Johnny Horton, Columbia
- I TOLD YOU SO
Jimmy Jones, Cub

CLEVELAND

- LIKE LONG HAIR
Paul Revere and the Raiders, Gardena
- BRASS BUTTONS
String-A-Longs, Warwick
- SEVENTEEN
Frankie Ford, Imperial
- MERRY-GO-ROUND
Marv Johnson, United Artists
- CALIFORNIA SUN
Joe Jones, Roulette

BALTIMORE-WASHINGTON

- LIKE LONG HAIR
Paul Revere and the Raiders, Gardena
- WELCOME HOME
Sammy Kaye Ork, Decca
- THE BLIZZARD
Jim Reeves, RCA Victor
- LING TING TONG
Buddy Knox, Liberty
- SLEEPY-EYED JOHN
Johnny Horton, Columbia

BUFFALO

- WELCOME HOME
Sammy Kaye Ork, Decca
- THE BLIZZARD
Jim Reeves, RCA Victor
- SCOTTISH SOLDIER
Andy Stewart, Warwick

PITTSBURGH

- LITTLE PEDRO
Olympics, Arvee
- KOKOMO
Flamingos, End

BUBBLING UNDER THE HOT 100

1. MILORD Edith Piaf, Capitol 4493
2. CANADIAN SUNSET Etta Jones, Prestige 191
3. CONTINENTAL WALK Rollers, Liberty 55320
4. AFRICAN WALK Cannonball Adderley, Riverside 45457
5. GIDGET GOES HAWAIIAN Duane Eddy, Jamie 1183
6. EXODUS Eddie Harris, Vee Jay 378
7. THE CHARANGA Merv Griffin, Carlton 545
8. THE WATER WAS RED Johnny Cymbal, MGM 12978
9. LITTLE GIRL, LITTLE BOY Al Martino, 20th Fox 237
10. EVERYBODY'S DOIN' THE PONY Fay Simmons, Senca 125
11. I'LL JUST HAVE ANOTHER CUP OF COFFEE Claude Gray, Mercury 71732
12. YOUR GOODNIGHT KISS Guy Mitchell, Columbia 41970
13. ARE YOU SURE? Allisons, London 1977
14. LA PACHANGA Audrey Arno and the Hazy Osterwald
..... Sextet, Decca 31238
15. SWEETHEARTS ON PARADE Etta Jones, King 5443
16. BOUNTY HUNTER Nomads, Rust 5028
17. A CITY GIRL STOLE MY COUNTRY BOY Patti Page, Mercury 71792
18. FROGG Brothers Four, Columbia 41958

REVIEWS OF

THIS WEEK'S SINGLES

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

LA VERN BAKER



SAVED (Progressive-Trio, BMI) (2:37) — **DON JUAN** (Progressive-Trio, BMI) (2:20)—This should be a smash dual-market hit for the canary. "Saved" is a driving gospel item with sock lyric, an exciting beat, and a solid showmanly vocal. The flip is a bright ditty with good lyrics. Both sides (produced by Leiber and Stoller) are strong, but "Saved" has a definite edge. **Atlantic 2099**

ANDY WILLIAMS



THE BILBAO SONG (Harms, ASCAP) (2:09)—**HOW WONDERFUL TO KNOW** (Leeds, ASCAP) (2:15)—The wonderful old Kurt Weill tune, "The Bilbao Song"—with English lyrics by Johnny Mercer—is sung with infectious verve and charm by Williams. It's the first vocal version and should grab off plenty of play. Flip is a lyrical ballad with lush backing and a tender warbling job. Both sides have solid potential. **Cadence 1398**

FREDDY CANNON



BUZZ BUZZ A-DIDDLE-IT (Conley, ASCAP) (2:29)—**OPPORTUNITY** (Cannon Point, BMI) (2:10)—Cannon is in sock vocal form on both sides of this platter. "Buzz Buzz A-Diddle-It" is a swinging novelty-rhythm item with effective banjo work on the backing. Flip, similar in mood and tempo to Lloyd Price's old "Personality" hit, has a fine rocking beat. **Swan 4071**

TAB HUNTER



WILD SIDE OF LIFE (Travis, BMI) (2:20) — Hank Thompson's country hit of a few years ago gets a feelingful performance by the movie star. Simple backing and spoken sections make it highly listenable. Flip is "My Devotion" (Joy, ASCAP) (2:28). **Dot 16205**

THE FLEETWOODS



TRAGEDY (Bluff City, BMI) (2:40)—Lead singer comes through with a gentle ballad on the lost-love theme. The fine work of the rest of the group in support and excellent ork effects make this a strong item. Flip is "Little Miss Sad One" (Camarillo, BMI) (2:40). **Dolton 40**

FRANK GARI



LULLABY OF LOVE (Harvest-Recherche, ASCAP) (2:10)—Gari has a strong item here for a follow-up to his "Utopia" smash. He does a whale of a job on the up-tempo novelty with good teen lyrics. Side should move. Flip is "Tonight Is Our Last Night" (Harvest-Recherche, ASCAP) (2:02). **Crusade 1021**

DAMITA JO



DO WHAT YOU WANT (Benjamin, ASCAP) (2:20)—Damita Jo has a very happy song here and she sells it with spirit aided by a fine arrangement and strong choral work. Flip is "Sweet Georgia Brown" (Remick, ASCAP) (2:17). **Mercury 71793**

JOE BARRY



I'M A FOOL TO CARE (Peer, BMI)—The old tune is handed a first-rate reading here by Joe Barry and the side could make it both pop and r.&b. Backing is mighty strong, too. Flip is "I Got a Feeling" (Flat Town-Crazy Cajun, BMI). **Smash 144**

Country & Western

HANK SNOW



BEGGAR TO A KING (Starrite, BMI) (2:45)—Here's an attractive ballad warbled with feeling and care by Hank Snow over good support. Could be big. Flip is "Poor Little Jimmie" (Arc, BMI) (2:14). **RCA Victor 7869**

SPECIAL MERIT SPOTLIGHTS

The following records have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

Pop Disk Jockey Programming

CATERINA VALENTE

★★★★ **PERSONALITA** (Lloyd & Logan, BMI) (2:25) London 1968
(Continued on page 32)

A WINNING COMBINATION!



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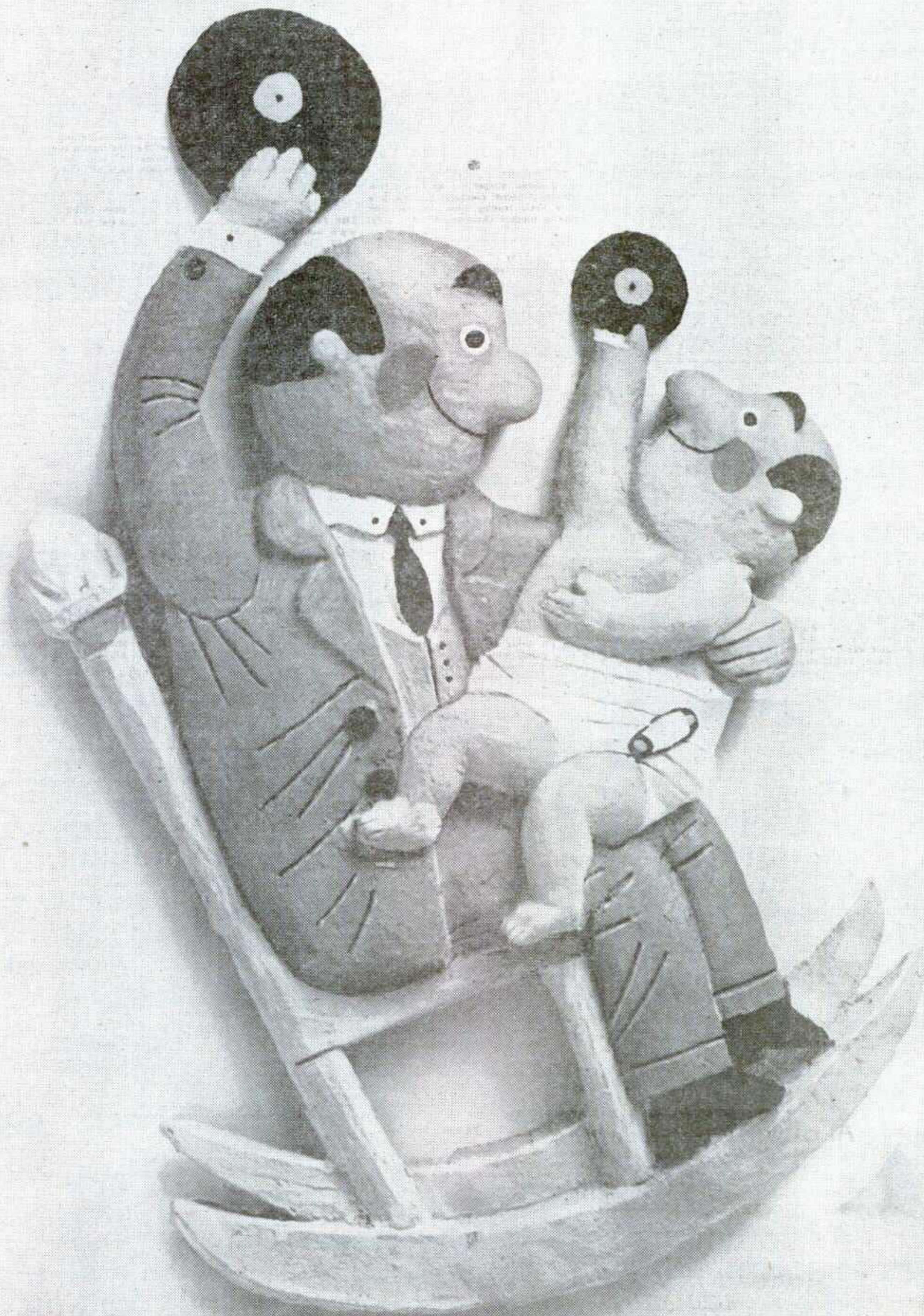
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RALPH ADANO
 *** **God and I**—MERLE 1003—Rich chanting by Adano on reverent theme with inspirational-styled lyrics. (LaPalm, BMI) (2:45)

*** **So in Love**—The great Cole Porter standard is sung with virile effectiveness. (Chappell, ASCAP) (2:20)

FED HOUSTON
 *** **Nightingale**—MERLE 1001—Folksy theme with haunting melody is warbled nicely by lad and fem chorus. (Aldon, BMI) (2:15)

*** **Loneliness**—Feelingful vocal by Houston on moving country-flavored theme. Both sides have appeal. (Conmar-Backwoods, BMI) (2:27)

RUSSELL BYRD
 *** **You'd Better**—WAND 107—"Come Home Right Now, Honey" shouts the chanter here aided by unusual string and calypso rhythm. Record is unique enough to get spins. (Ludix-Russber, BMI) (2:20)

*** **Let's Tell Him All About It**—A calypsoish tune that deals with romantic triangle is sung here with a lack of spirit by the chanter aided by unusual string support. (Ludix, BMI) (1:54)

THE VICEROYS
 *** **Dreamy Eyes**—ORIGINAL SOUND 15—The Viceroy's sing this rock and roll effort, a hit back in 1955, with occasional feeling, sparged by a pleasant lead singer, with the combo backing featuring a piano playing triplet. (Taurus, ASCAP) (2:00)

*** **Ball 'n' Chain**—A rhythmic item is sung in nice fashion by the boys but the song goes nowhere. (Drive-In, BMI) (2:05)

THE REVELS
 *** **Oh How I Love You**—PALETTE 5074—The Revels bow on the label with a bright, and rhythmic reading of an up-tempo rocker supported by a routine ork arrangement. (Compton-Calvert, ASCAP) (2:01)

*** **I Met My Lost Love**—Lads try hard on this ballady effort but they can't overcome the arrangement. (Compton-Calvert, ASCAP) (2:23)

GARY CROSBY
 *** **Baby, Won't You Please Come Home**—WARNER BROS. 5208—Gary Crosby makes like Bobby Darin here, but

he lacks the enthusiasm that Darin gives a tune. It's a good outing for the chanter and the ork support is smooth. On the second chorus the tempo picks up. (Pickwick, ASCAP) (2:25)

*** **You're Nobody 'Til Somebody Loves You**—Same comment. (Southern, ASCAP) (2:36)

BLUE NOTES
 *** **Blue Star**—20TH CENTURY 1213—Expressing reading by lead warbler on moving rockballad. (Victor Young, ASCAP)

*** **Pucker Your Lips**—Okay vocal stint by lead on catchy r.&r. ditty. (Curtim & Nedro, BMI)

RAY GREFF
 *** **I Would If I Could**—RAY 100—Fervent chanting by Greff on okay r.&r. item. (Dot, BMI)

*** **The Racing King**—Nice reading on fast-moving novelty with teen-styled lyrics. (Dot, BMI)

MATYS BROS.
 *** **Mixed Up**—PALACE 103—Bright vocal by duo on bouncy r.&r. ditty. Team has a chance for coins. (Palace, BMI) (2:23)

*** **Gold Will Melt**—Okay reading on catchy novelty tune. (Malvern, ASCAP) (2:12)

GUY (DADDY COOL) DARRALL
 *** **You I Got to Know**—DEE 102—Strong vocal performance by Darrall and fem chorus on bluesy theme. Merits exposure. (Dino, BMI) (2:32)

*** **Dynamite**—Fast-moving rocker is sung with verve by Darrall and fem group. (Dino, BMI) (2:16)

SUZANNE
 *** **You May Never Know**—LIBERTY 55313—Suzanne, a lass with a folk-country flavor, handles this novelty weeper in unusual fashion supported by backing with a wild beat by the ork. A kookie disk. (Blue Grass-Big M, BMI) (1:50)

*** **Unchained But Unforgotten**—Lass turns her unusual soprano on this rather wordy weeper to so-so results. She is in the tradition of the current crop of high-voiced fem vocalists. (Blue Grass-Big M, BMI) (2:20)

***** MODERATE SALES POTENTIAL**

JAZZ

THE LAVALIERES
 *** **Cool Down**—DECORA AMPHORA 1002—Tasteful vibes solo stint on an attractive instrumental theme. Spinnable wax for jazz jocks. (Amphora, BMI) (3:00)

*** **Clip Time**—Pleasant vibes solo work on catchy instrumental side. (Amphora, BMI) (3:12)

***** MODERATE SALES POTENTIAL**

COUNTRY & WESTERN

JIMMY WORK
 *** **I Dreamed Last Night**—ALL 503—Effective multi-track vocalizing by Work on plaintive weeper. Merits spins. (Work, BMI) (2:05)

*** **I Never Thought I Have the Blues**—Same comment. (Work, BMI) (2:35)

****** STRONG SALES POTENTIAL**

RHYTHM & BLUES

HANK MARR
 *** **Travellin' Heavy**—FEDERAL 12412—Hank Marr and the combo swing on this bright rocker smartly with the horns wailing away in the lead and the organ backing them neatly. Wax with a chance for a lot of juke coins. Good item for teen dancing. (Avenue, BMI) (2:37)

*** **Mexican Vodka**—Here's an invigorating, insinuating side with a touch of the below-the-border flavor. It rocks via the horn work and the organ is punching, too. Two solid instrumentals. (Lois, BMI) (3:00)

THE CASINOS
 *** **I Like It Like That**—ALTO 2002—The boys turn in a bright and spirited performance on the exciting rock and roll evergreen, handing a wild reading aided by backing that moves. Side could catch on if exposed, in both r.&b. and pop markets. (Bess, BMI) (1:53)

*** **Baby Don't Do It**—The Casinos sell this oldie with a lot of enthusiasm over a pounding beat by the combo. Tune is the same one that was a hit back in the mid-fifties by the Five Royales, and it has a chance. Watch it. (Bess, BMI) (2:38)

***** MODERATE SALES POTENTIAL**

RHYTHM & BLUES

LARRY BIRDSONG
 *** **Continental Walk**—HOME OF THE BLUES 231—A new dance is explained by Birdsong on this blues effort. Needless to say, it's not the old "Continental" he's talking about. The side moves well and it could grab spins. (Hara, BMI) (2:25)

*** **Little School Girl**—Birdsong chants this rhythm number with considerable feeling. Message is attuned to teens and the beat is strictly for dancing. (Katrina, BMI) (2:07)

H-BOMB FERGUSON
 *** **Mary Little Mary**—FEDERAL 12411—A blues in medium beat rhythm. Chanter pleads with the gal to be his steady. Fair sound. (Lois, BMI) (2:30)

*** **I'm So Lonely**—Ferguson delivers a weeper in the traditional r.&b. vein. The chanter has an okay sound but the material is a bit on the ordinary side. (Visto, BMI) (2:23)

THE EBONAIRES
 *** **Somewhere in My Heart**—LENA 1091—A slow and plodding ballad chant by the lead is featured in front of the slow, triplet rhythm. Side lacks a fresh sound. (Earl, BMI)

*** **Love Call**—Another slow ballad by the group, with a high pitched lead here contrasting with the deep toned inflections of another member of the group. (Earl, BMI)

SONNY FULTON
 *** **Locked Up**—BIG DADDY 67511-12—Fulton sings this medium beat blues with a lot of spirit. It's a sad story of a fight with the chick and the subsequent windup in the clink. Good rhythm and horn work. (Gold, BMI) (2:37)

*** **Try, Try, Try**—A slow ballad done to triplet rhythm in the piano. (Gold, BMI) (2:34)

WEE WILLIE WAYNE
 *** **I Got to Be Careful**—IMPERIAL 5737—Wayne has a Deep South style on this slow-moving blues. Horns and guitar lend an adequate accompaniment. (Travis, BMI) (3:00)

(Continued on page 36)

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Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. EXODUS (Chappel)	1	19
2. CALCUTTA (Pincus-Symphony House)	2	14
3. APACHE (Regent)	9	4
4. WHERE THE BOYS ARE (Aldon)	5	6
5. WHEELS (Dundee)	10	7
6. HEY, LOOK ME OVER (Morris)	3	10
7. ANGEL ON MY SHOULDER (Sherman-De Vorzon) ..	7	4
8. ASIA MINOR (Barbro)	15	2
9. NORTH TO ALASKA (Robbins)	4	15
10. THEME FROM THE APARTMENT (Mills)	8	37
11. WONDERLAND BY NIGHT (Roosevelt)	6	17
12. CALENDAR GIRL (Aldon)	11	9
13. LAST DATE (Acuff-Rose)	13	21
14. SECOND TIME AROUND (Miller)	12	5
15. MISTY (Octave)	—	41

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on the **HOT 100!**

"BUT I DO" by CLARENCE HENRY

Argo #5378

The Cash Box —April 1, 1961

Pick of the Week

Newcomers

In an effort to call D.J. attention to Pick records by "Newcomers" artists never before on the Top 100! the editorial staff of The Cash Box will list such records under this special heading.

"AN INVITATION" (2:50) [Village BMI—Prosen, Fountain]
"THE DANCIN' LADY" (2:40) [Village BMI—Prosen]
THE DREAM-TIMERS (Flippin' 107)

Here's one that's right up the teeners alley. It's a striking ballad-with-a-beat romancer, tagged "An Invitation," that the Dream-Timers (with a stand out femme lead) put across with loads of feeling. Splendid ork support supplied by the Flippin' Teens crew. Pairing's a sock-rock re-make of last year's noise-maker, "The Rockin' Lady." The kids are gonna dig this two-sider.

MARCH 27, 1961

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

THE DREAM TIMERS

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

Flippin' 107

THE SOLID SMASH THE INDUSTRY NEEDED...

"An Invitation" b/w "The Dancin' Lady"

by **THE DREAM-TIMERS**

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NORSE NEWSNOTES

'Can Can' Show Hikes Sale of LP

By ESPEN ERIKSEN
Editor, Verdens Gang
Akersgaten 34, Oslo

Cole Porter's musical, "Can Can" was premiered in Oslo last week at the Colosseum Theater, the only one in Norway that can show the Todd-AO system. The LP record is subsequently becoming one of the fastest-selling on the market, but can't beat "South Pacific" (1) and "G.I. Blues" (2).

Elvis Presley, with two records on the Norwegian Hit Parade ("Wooden Heart" and "Are You Lonesome Tonight"), is still Norway's favorite artist, and last week his latest recording, "Surrender" was issued on the Norwegian market. It's expected that it will make rapid progress on the Norwegian charts.

The Norwegian vocal quartet, the Monn Keys (named after its founder, Egil Monn - Iversen), which has two-LP records issued in the U. S., took over first place in the Norwegian Hit Parade this week with their rendition of the tune that was best-selling in Denmark last year: "Ah Marie Jeg Vil Hjem Til Deg" (Oh Marie, I Want to Come Home to You). Sharing the first position with the Norwegian group is the Italian boy,

Indie Firms Prep

Continued from page 2

ready to start their own distribution have also taken a long look at the set-up that King has managed to use successfully over many years. When King was not nearly as hot as it is now, it made out on many records that sold scantily because it owned its distribution outlets. A company that owns its own distribution outlets has a much larger spread between its costs and the price to the dealer than the firm that sells its product to a distributor. In addition, with company-owned distribution outlets, returns are lower, and a company can keep its inventory under better control.

It is understood that the indies contemplating jointly owned distribution outlets are also thinking of hiring top men to handle the distributor set-ups for them. They are thinking of cutting the managers of the distributorships in on a piece of the business in order to provide a proper incentive.

If these four or five indie firms go ahead with their plans the first places that they will open distributorships in will be the dead towns, where sales are low and slow. They will not attempt to spread across the country quickly but to open one at a time. The first one could be started in the fall.

Naturally, with four or five indies arrayed together in one distributorship, all having two or more labels, the question might arise as to which firm has priority with their releases. But it is expected that they will try to work on their strongest records, and not to hype each other about the potential of their releases.

Robertino, with his record, "Romantica."

Lolita and her record, "Sailor," (Seemann) had to give up the first position in the Norwegian pop charts as compiled by the Capital newspaper, "VG" last week after riding on top nine weeks. . . . Philips in Norway (Columbia in the U.S.A.) is selling big on the Ray Conniff records issued in Norway. Last week they issued "Rhapsody in Blue," "Someone to Watch Over Me" and "Cheek to Cheek" on two EP records, and together with a series of LP and EP records issued earlier, it seems like this "new sound" makes Ray Conniff one of the best-selling American artists in Norway.

The Billy Vaughn orchestra has been a smash on Dot in Norway the last couple of years, and "Sail Along Silvery Moon," "Morgen" and "Blue Hawaii" have been on top ("Sail Along") or runners-up on the Norwegian hit parade week after week.

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The Fireballs
Warwick M-630

NEW RELEASES!

MY KIND OF GIRL

Matt Monro
Warwick M-636

BORN TO LOVE

Skip and the Echotones
Warwick M-634

SOMEDAY

Ted Taylor
Warwick M-628

CHEYENNE

Don Bach
Warwick M-632

TODAY

The Eternals
Warwick M-611



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Milwaukee

• Continued from page 3

manufacturer levels. The local Sears' outlets, however, have been offering sale LP's at two for \$5.

Barbara Byron, the Coach Light Store buyer, claims non-sales goods have dipped during the special LP drive. But total volume is showing a sharp boost. The main action is from Broadway show tunes, Exodus and Sinatra albums, she claims.

Some impact was lost, claims Duane Wright, of Active TV store, because his store held its own clearance sale just prior to the special LP promotion. Confusion also exists among consumers he claims, because only three labels are involved in a special price set-up. But the sale has lured new traffic to his store.

Al Hartel, Midwest Radio store, also reports good results from both sale and non-sale LP merchandise. Main benefit? “New customers coming into the store to check the sale goods,” he says.

UA Makes Switch

• Continued from page 1

quirements were met in full, “running considerably above expectations.” The contracts, all long term deals, are effective April 15.

Talmadge pointed out that the EMI contract is particularly notable since it marks the first time in about five years that EMI has agreed to this type (logo) of firm identification for labels it handles abroad. However, the policy apparently doesn't apply to all EMI firms, since Pathe Marconi, EMI's French - affiliated label, was dropped by UA because it refused to go along with the logo identification plan.

UA will continue to insist on logo identification in all foreign countries, said Talmadge, who returned here from Europe last week. In line with this, Sidney Shemel, UA's foreign operations director (who accompanied Talmadge on his trip) remained abroad to complete similar contractual arrangements for UA in Switzerland, the Scandinavian countries, Holland, Australia and New Zealand. “In each of the current negotiations,” said Talmadge, “We will continue to insist upon our own logo identification.”

UA Records, is currently represented on Britain's best-selling record charts on British Decca's London label with Ferrante and and Teicher's “Exodus,” No. 7 last week. Other U. S. disks now on the English chart also on British Decca's London label last week were the Ramrods' “Riders in the Sky,” Bobby Darin's “Lazy River,” the String-A-Longs' “Wheels” and Johnny and the Hurricanes' “Ja-Da”

FTC to Dismiss

• Continued from page 2

the height of the payola probes, be withdrawn.

The motion to dismiss the complaint notes that since the complaint was issued, Section 317 of the Communications Act has been amended so that record companies can send free records to radio and TV stations. According to Columbia general attorney Harvey Schein, this indicates that the reason for the complaint against the Columbia Sales Corporation was due to its sending records to stations.

Columbia has long maintained that it has never been involved in any form of payola. Spokesmen for the firm say that its record sales were hurt because it never did give gratuities to jockeys, back in the years when payola was rampant. The motion to dismiss the complaint indicates that it will shortly be withdrawn.

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STATION PICKS FROM COAST TO COAST—TREMENDOUS
INITIAL SALES ACTIVITY NATIONWIDE!

VALMOR RECORDS

VOX JOX

By JUNE BUNDY

BLUE MOON "GAG": The Marceles' rock and roll version of the great Rodgers and Hart oldie "Blue Moon" (No. 1 on the "Hot 100" chart this week) is taking quite a bit of ribbing from "good-music"-minded deejays. "Orben's Current Comedy," a chatter service for spinners, offers the following gag for "Blue Moon" intros: "Play the first 10 seconds of the stuttering-type rhythm introduction to 'Blue Moon' by the Marceles. Stop the record and say: 'Now calm down, speak slowly and distinctly, and tell us what our problem is.' Let the record go as the vocal comes in." Robert Orben, Orben Publications chief, writes, "This is the second full year of our monthly topical comedy service in bound form." His subscription list now includes 400 deejays in the U. S., Canada, England and Australia.

GIMMIX: Jocks at WABC, New York, are saluting secretaries throughout the area. Three times a day the station features a "77 Secretarial Salute," and sends a twin orchid corsage to the lucky girls at their offices. The names are sent in by the winners' co-workers. . . . Bob Adkins, KNEW, Spokane, recently finished "March Winds" contest whereby listeners were asked to select the KNEW jockey they would like to have "Go Fly a Kite." Winners received a new album, and the designated deejay received KNEW kites.

Jack Lacy, Murray Kaufman, Lonny Starr and Stan Z. Burns, all WINS, New York, deejays, appeared in person in the lobby of the famed Palace Theater last week in conjunction with the station's contest tie-up with the theater's current movie "The Great Imposter." For the past few weeks the station has been asking listeners who think they look like famous people—past or present—to mail in snapshots. The best likeness will win a weekend at Grossinger's in the Catskills; while the six runner-ups will win dinners for two at an elegant Manhattan restaurant. Entries have included photos from everybody from Jimmy Durante and Sister Kenny to Shelley Winters, and Debbie Reynolds. The majority of femme entries, reports WINS, modestly, "claim a resemblance to Elizabeth Taylor!"

NEW DEEJAY PAPAS: Bob Bryon, KRC, Houston, and his wife welcomed a girl this month. . . . Joe Walker, KNUZ, Houston, and frau Meanie, are parents of a boy Joshua David. . . . It's a girl for the Red Joneses, KILT, Houston. . . . Tom Johnson and his Mrs. named their new daughter—their firstborn—Charwyn Dee. . . . Jack Rattigan, WRC, Philadelphia, and wife, Adelaide, named their fourth child and first daughter, Maria. . . . Dub Murray, KDOK, Tyler, Tex., was set to emcee a show starring Marty Robbins March 24, but the show went on without him when his second son, Audie Joe, was born the same night.

CHANGE OF THEME: Video star Steve Allen has returned to local radio with a daily hour-long series on WFBM-FM, Indianapolis, at 10 a.m. and 8 p.m., Monday through Friday. Latter will be a rerun of the morning program. The show will feature both musical and spoken-word wax, including, of course, Allen's own compositions. . . . Christie Barter, music editor of Cue magazine, will emcee a new record show, "The New disks," on WRFM, New York, on Tuesday nights, from 9 to 10, starting this week. The show will feature new releases, mostly classical and jazz.

Jim Tucker has been named program director of WFUN, Miami. . . . Bruce Parsons, formerly with WCTC, New Brunswick, N. J., has joined WBOF, Norfolk, Va. . . . Reb Foster, formerly program director-deejay at KICN. . . . New Staffer at KIXZ, Amarillo, Tex., is Leon Tatham. . . . George Bowes, WWSW, Pittsburgh, was named one of Pittsburgh's 10 best dressed men by the Golden Triangle Association, a group of local businessmen.

Ken Albridge, WPOR, Portland, Me., has changed his air time from a late afternoon time period (4:30-6:30) to the 10:30 a.m.-2 p.m. time slot. . . . Arthur Cornwall, known professionally as "Carolina's Lyric Tenor," is emceeing a show, "Memory Time," on WGCD, Chester, S. C. The program is aimed specially at "shut-ins and their friends." . . . John C. Butler promoted to commercial manager post at KIXL and KIXL-FM, Dallas. . . . New manager of KEEZ-FM, San Antonio, is Roy Roger.

CHICAGO: Station WLS, here, reported that the January local Pulse rated the outlet No. 1 on weekends, with an 18.5 average share of audience and No. 2 weekdays, with a 16.7 average share of audience. The outlet ranked No. 7 when it went on the air last May 2. Milliard Hanson, staff announcer at WCFL, will be married this month. . . . Mike Rapchak's all-night stint on WCFL is being taken over by Jess Barker, former husband of actress Susan Hayward. Barker was formerly at WAIT here. Rapchak moves to a daytime program. . . . Jack Karey, another WCFL-er, has been named toastmaster for the Notre Dame alumni of Chicagoland dinner in April.

INTERNATIONAL DEPT.: Dave Lyman, program development director of WLEE, Richmond, Va., reports that the outlet has sparked considerable audience interest recently by programming foreign label disks. U. S. "exclusives" (played for the first time by WLEE, according to Lyman) include Gracie Fields' British hit "In Jerusalem," Andy Stewart's "A Scottish Soldier," and WLEE's latest import "Oh, Lucky Me," by Jerry Palmer on the Canadian label, Gaiety.

PROGRAMMING PANEL

THE QUESTION

As one of the country's top disk jockeys, what advice would you give young people who want to break into the disk jockey field today? (Submitted by Ricky Robins, 16, Norwalk, Calif.)

THE ANSWERS

HOWARD MILLER WIND, Chicago



It must be remembered that a disk jockey is basically a radio announcer who becomes a featured performer. In order to achieve success as a deejay the aspirant must first be a good announcer. This means he must be a polished salesman and, in a sense, a psychologist, to analyze his market. Also he must be proficient on all topics which may be of interest to his listener. Therefore, he should consider that his is a continually self-educating field of endeavor.

JACK LACY WINS, New York

A successful disk jockey is primarily a top-notch salesman—not of records—but of his sponsors' products.



His worth to a station is determined in the long run by his ability to perform within the general concept of their stated operating procedures. If an aspiring deejay is willing to accept this, then I would tell him to develop his command of the language and get a job with a station small enough to teach him the techniques that only experience can offer.

DICK MARTIN WWL, New Orleans



First, it is desirable to have a sound foundation in English (pronunciation, grammar, usage) the better to express one's self. If possible, take a course in "Effective Speaking." The broader one's knowledge of and love for music the more enjoyable the work should be—provided, of course, one seeks out a station which allows its deejays to think for themselves and utilize their own knowledge, good taste, and individuality in programming the music.

ALAN FREED KDAY, Hollywood



He should know the music business and try to learn as much as he can about the field, including programming and sales. Many radio stations, especially in smaller cities, require personnel to have a first-class license. The best way to obtain it is to enroll in an accredited school for radio announcers and technicians. Above all, the aspiring deejay must be prepared to accept gradual promotion.

TV JOCKEY PROFILE

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

TODAY IN TENNESSEE

Starring Bob Jennings and Bill Sanders

WRGP-TV, Chattanooga, Tenn.

WATE-TV, Knoxville, Tenn.

WJHL-TV, Johnson City, Tenn.

Saturday, 7:30-9 p.m.

"Today in Tennessee" started as a strictly country and western show in August, 1960, with c.&w. jockey Bob Jennings as emcee. When producer-director Gene Goforth (Gene Goforth Productions) realized that more and more c.&w. record artists were invading the best selling pop market he brought in pop deejay Bill Sanders last September as co-emcee on alternate Saturdays.

Originating from WRGP-TV, the program is the top-rated show in its time period. Leeds Homes, local builders, sponsors the show and Decca c.&w. warbler Bill Anderson is a regular on the telecast, except when he's on tour. Sanders describes the program as "The Dave Garroway Show of Tennessee." News, weather and time reports are made on the half hour, and in between Jennings and Sanders chat with guests, utilizing a "coffee klatch" approach.

About 10 records (both c.&w. and pop) are played on each show, and live music is also provided by Ray Wiggins and his orchestra. Recent guests have included Brenda Lee, Floyd Cramer, George Morgan, the Four Freshmen, Johnny Tillotson and Charlie Rich.

Name Legal Eagle Howze To Succeed Robert Lishman

WASHINGTON — Youth was again the order of the day in Washington last week when youthful attorney Charles Howze was appointed to succeed retired Robert Lishman as chief counsel of the new permanent Subcommittee on Regulatory Agencies, which made headlines last year in TV quiz and payola hearings. It was then known as the Committee on Legislative Oversight.

Chairman Oren Harris (D., Ark.), who heads the full house committee, has also retained chairmanship of this link of continuing liaison between Congress and the regulatory agencies. In picking Howze for the job of chief counsel to succeed Lishman, the chairman selected a staff member who participated in the quiz and payola investigations and was one of the strongest contributors to the subcommittee's staff memo explaining the workings of the popular music industry for the benefit of the congressmen.

Powel Crosley Jr., Radio Pioneer, Dies in Cincy

CINCINNATI—Powel Crosley Jr., 74, founder of Station WLW here and former president of the Crosley Corporation, died of a heart attack at his home here Tuesday (28). A radio pioneer who became one of the leaders of the industry, Crosley was also president and leading stockholder of the Cincinnati Baseball Club Company, owner of the Cincinnati Reds.

In 1921, Crosley began the manufacture of low-price radio sets, and in 1922 built a transmitter in his home here which was the beginning of WLW. He followed with the manufacture of Crosley electric refrigerators and radios, and in 1939 he pioneered in the American manufacture of small cars with the pint-size Crosley. In 1934, he bought the Cincinnati Reds baseball club from a banking syndicate.

Crosley sold his interests in the manufacturing and broadcasting companies to Avco Corporation in 1946, retaining only his auto manufacturing business. In 1952, after 13 years of experimentation with the small car, Crosley gave up and sold his equipment to the General Tire & Rubber Company, Akron.

Funeral services were held Thursday (30), with interment in Spring Grove Cemetery here. Surviving are a brother, Lewis M. Crosley; a sister, Mrs. Albert Chatfield; a daughter, Mrs. Page Crosley Kess; five grandchildren and five great-grandchildren.

The new subcommittee's chief counsel said he hopes the staff will be able to work out solid suggestions for improved operations within the regulatory agencies and between members of Congress and the agencies, with the approval of the full committee. Howze worked with former counsel Lishman on a staff memo of recommendations for studies needed in this area—the recent study of ratings by the American Statistics Association being one of their suggested projects. (Music Week, March 27.)

It was in the same subcommittee memo drawn up under Lishman that ownership of music and other programming interests by networks and motion picture firms came under question. If legislation to regulate networks is passed in this Congress, it would be up to this subcommittee to keep an eye on the way the Federal Communications Commission handles its supervision of network business practices, including possibilities for abuse in alleged network-publisher deals for music on TV firm and TV network programming. Latter possibility was suggested as needing further study in the staff memo of the previous legislative oversight subcommittee.

Other staffers familiar to those involved in last year's payola hearings, also retained, are Rex Sparger, who co-authored with Bill Martin a statistical study on playing of "interest" and "non-interest" tunes by Dick Clark on his network show. (Martin is no longer with the subcommittee.) Also on deck is George Perry, who worked in the Cleveland area of the payola investigation. Herman Beasley remains as chief clerk of the subcommittee.

DEALER INVENTORY CHARTS

Dealers will find these charts a reliable weekly guide to more profitable inventory and display of records, playback equipment and related merchandise.

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

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

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

AM-ONLY TABLE RADIOS

RANK	BRAND	% OF TOTAL POINTS
1	RCA Victor	21.2
2	Zenith	20.4
3	General Electric	11.6
4	Motorola	7.9
5	Admiral	6.6
6	Philco	5.6
7	Westinghouse	3.9
	Others	22.8

AM-FM TABLE RADIOS

RANK	BRAND	% OF TOTAL POINTS
1	Zenith	23.7
2	Magnavox	19.2
3	Granco	11.7
4	RCA Victor	11.5
5	Admiral	5.0
6	Delmonico	3.7
6	Grundig-Majestic	3.7
	Others	21.5

BEST BUYS IN RECORDS

These records, of all those on the Hot 100, have begun to show NATIONAL sales breakout action this week for the first time. They are recommended to dealers and all other readers as having the greatest potential to go all the way. Previous Billboard Spotlight Picks are marked (*).

POP

- *ONE HUNDRED POUNDS OF CLAY . . . Gene McDaniels
(Gil, BMI) Liberty 55308
- *SOME KIND OF WONDERFUL . . . Drifters
(Aldon, BMI) Atlantic 2096
- SECOND TIME AROUND . . . Frank Sinatra
(Maraville, ASCAP) Reprise 20001
- TO BE LOVED (FOREVER) . . . Pentagons
(Gele, BMI) Donna 1337
- *DIXIE . . . Duane Eddy
(Lunduan, BMI) Jamie 1183
- JUST FOR OLD TIME'S SAKE . . . McGuire Sisters
(Aldon, BMI) Coral 62249
- TONIGHT I FELL IN LOVE . . . Tokens
(Halkay, BMI) Warwick 615
- *MY THREE SONS . . . Lawrence Welk
(Don-Michael, BMI) Dot 16198
- TENDERLY . . . Bert Kaempfert
(Morris, ASCAP) Decca 31236
- DADDY'S HOME . . . Shep and the Limelites
(Keel, BMI) Hull 740

C&W

No selections this week.

R&B

- *TRUST IN ME . . . Etta James
(Advance, ASCAP) Argo 5385
- DADDY'S HOME . . . Shep and the Limelites
(Keel, BMI) Hull 740

**SORD Prexy
To Head East
For Meetings**

• Continued from page 2

will speak on "The Future of the Independent Record Dealer."

Following his address, an open forum discussion is scheduled, treating four topics: (1) Will the 33 revitalize your pop business? (2) What is the right price for an LP? (3) Are the record clubs gaining or losing? (4) Would you like to sell records at a profit again? Judkins will make a short address, reporting on the SORD board conclave and open the meeting for questions.

SYRACUSE — The John Milton Motel here will be the scene of a State-wide record dealer dinner meeting next Wednesday (5). Guest speaker of the evening will be Howard Judkins, president of the Society of Record Dealers of America. Others listed on the speaker docket at the session are Irving Randolph, Jack Seader and Mickey Gensler, all members of Dealers in Sound Corporation, dealer buying co-op in Newark, N. J.

The meeting was called by Joseph H. Waldhorn, a dealer of nearby Fulton, N. Y., who is a member of the SORD executive board. Waldhorn said that Judkins is expected to elaborate on steps being undertaken by SORD to improve unfavorable conditions now existing in the disk business. Randolph, Seader and Gensler will jointly present the working details of the DISC co-op.

In a letter sent to dealers throughout the entire State with the exception of metropolitan New York City, Waldhorn urged retailers to bring key employees, wives and fellow dealers to what he promised would be "the most important meeting ever held by New York State dealers."

**Macy Customers Go for
Westrex Tape Playbacks**

NEW YORK — Officials of Macy's department store here, and the Westrex Division of Litton Industries, expressed enthused satisfaction this week at the reception accorded by store customers to a series of three new Westrex tape cartridge playback devices introduced last week. Customers evinced much curiosity as the units were demonstrated in the store.

The device employs a nonmagnetic tape which actually is impressed with grooves and played by a regular phonograph cartridge pickup. All units are equipped with stereo cartridges though all current repertoire is monaural only. The units are a product of the German electronics firm known as Tefi, which first introduced them there six years ago. Tefi is making the units for Westrex to order under the Westrex name.

Tapes will contain from one to four hours of material. The one-hour tape will retail at \$7.95. All current repertoire, consisting of about 25 tapes, comes from Tefi's own German library. A spokesman for Westrex noted, however, that a contract has been concluded with "the No. 1 record company in America" for the rights to its catalog. Negotiations with other record firms were also going on, it was noted. All tapes will come out under the Westrex banner with no identification with the original source of the material.

There are three playback units currently being marketed. Cheapest of these is a \$69.95 playback deck which can be plugged into a phonograph, radio or TV set for playing. An \$89.95 unit contains its own amplifier. The high end of the line lists at \$189.95 and contains an AM-FM and short-wave radio in addition to the deck, all in a small, easily portable case. All units are transistorized and battery-operated.

A special version of the unit is being prepared for use in autos in association with the auto radio. An adaptor device will come with this unit for mounting the deck conveniently on the auto dashboard.

Each unit will carry a warranty card, which, when returned by the customer, will bring him a regular bulletin from Westrex, listing news about catalog and all new releases. This system has been followed for several years by the Tefi firm in Germany.

All tapes play at seven and a half inches per second. For playing, the tape is merely dropped into a slot and a button is pushed to engage the needle and the tape.

**Philly Hi-Fi
Show High'ts**

PHILADELPHIA — To help promote the proposed High Fidelity Music Show here next fall, the greatest priority will be given to store demonstrations of stereo and high-fidelity equipment during the week of September 25, climaxed by a show at the Adelphia Hotel on September 29-30 and October 1. A representative committee of dealers and distributors meeting at the Adelphia Hotel this week sponsored by the show directors, the Harry Bortnick Associates organization, formulated this program.

Purpose of the session was to lay the groundwork for co-operation of the dealers and the manufacturers of stereo and high fidelity Stereo-Record Music Show. The Roof Garden of the hotel will also be made available for institutional exhibitions by manufacturers, radio and TV stations and allied organizations.

The show will be held at the level of those previously sponsored here by the Institute of High Fidelity Manufacturers, with exhibits arranged by manufacturers. Local dealers and distributors will assign staff personnel for the demonstrations.

Daniel K. Greenfield of Danby Radio, and Larry Oebbecke of Almo Radio, were appointed as members of a co-ordinating committee who will work with the reps of manufacturers or organize all future activities for the 1961 Stereo Show.

**With the Blue
Ribbons on It**

CLEVELAND — An Easter bonnet promotion, sponsored by Bandstand Records, spearheaded an Easter parade of customers which shot sales 23 per cent above the previous week, according to Nathan Kulkin, general manager.

The Southgate Shopping Center store joined forces with a women's hat shop which provided the free headpieces. Any Bandstand customer's register tape which showed a red star was a winner and awarded a hat of his choice.

"We gave away 10 hats during the three-day promotion," said Kulkin. "One salesman from Pittsburgh who won, picked out a hat for his wife. A couple of days later he stopped in the store on his way west just to buy another record."

NEW ACCOLADES

**IHFMA, AES to Present
Own Awards to Industry**

HOLLYWOOD — The Institute of High Fidelity Manufacturers and the Audio Engineering Society, who jointly will stage this year's Los Angeles Hi-Fi Show (April 5-9), will present their first annual awards at an industry dinner and dance tonight (Monday) at the Cocoanut Grove here. The institute is buying time on station KTTV to televise the awards.

According to Institute President Ray Pepe, purpose of the awards and the telecast is threefold: (1) To present a new image of component hi-fi to the consumer; (2) To weld together the various sectors of the hi-fi industry (manufacturers, their reps and dealers) into a unified force; (3) To channel the profits of the L. A. show into promoting hi-fi within the market.

It is Pepe's contention that the hi-fi industry as a whole can no longer operate solely on the actions of the manufacturers alone but that the manufacturers, reps and deal-

ers must be brought together to work in concert with one another. Heretofore, Institute-sponsored shows were staged entirely according to the decisions of its manufacturer members. Under Pepe's helm, the L. A. show is being produced and guided with the advice of a committee composed of manufacturer, dealer, and manufacturer representatives.

Awards will be presented for extraordinary achievement in their respective fields to Nelson Riddle, Frank Sinatra, George Shearing, Billy Vaughn, the Jimmie Van Heusen-Sammy Cahn writing team, motion picture producer George Sidney, and, on the classical side, composer Ernst Goch and conductor, Bruno Walter. An award also will be presented to Mrs. Norman Chandler, wife of the publisher of The Los Angeles Times and the afternoon Mirror-News, for her contribution to building the Los Angeles music center. Various leaders within the high fidelity industry will present the awards. Composer-conductor Johnny Green will present the award to Mrs. Chandler and serve as announcer of the TV portion of the program.

Artists performing during the awards festivities at the Grove will include Joannie Sommers, comic Bob Belvin, the Jerry Gray orchestra, among other recording industry personalities.

Dana Tees-Off

NEW YORK — Dana Records, the polka line, is starting a special disk sale this week. For every record purchased at list price, a customer can buy another for half price. The discount sale applies to all polka disks as well as the label's international series.

STORE-TESTED PROFIT POINTERS FOR DEALERS

'Versatile' Is Word For Tape Recorder

By BOB LATIMER

ST. LOUIS — It's all too easy to lose sight of the fact that tape recorders are entertainment in its most versatile form, in "fighting the battle of prices," according to George Tomacek, of Pine Music Company, in suburban South St. Louis.

Six years ago, when he first began handling tape recorders, Tomacek sold only five in one year. The next year he sold 45, simply because he made it a practice to experiment with tape recorders in the store, and at home, to find various appeals

which could be passed on to his customers. The next year, his volume went over 200 recorders sold, and has stayed above that mark ever since, through merchandising recorders on the basis that "tape recorders are fun!"

The slogan appears in every Tomacek ad, on large billboard-type signs in the display room, and on tapes which Tomacek has recorded himself, and which he frequently allows to do the entire selling job, when a customer comes in and asks to look at a tape recorder.

Tomacek frequently displays five identical tape recorders of the same brand, side by side; each illustrating a different "fun" aspect. One may feature, a recording made at a children's party, another the exchange of party favors. A second offers popular music and another, Broadway show music. One lightweight recorder, with a foot switch attached, spools off business dictation. Operating a foot switch demonstrates how quickly the recorder can take care of dictating machine problems, and soak up much more dictation than the usual office machine. The fourth recorder beats out plain rhythm backgrounds for the benefit of the customer who plays piano, guitar, or any other instrument, and who wants to practice, with a fixed beat. The last model is made up of transcriptions of popular radio and television shows which every listener is bound to recognize.

Demonstrating the five different types of enjoyment the recorder furnishes makes a big impression on prospects, when it is pointed out that any one of the five machines will do all five of the "entertainment jobs" being exhibited.

Tomacek also shows how a tape recorder can be successfully operated in the family automobile, using an inverter for the power source, how battery-operated models can be taken along as business and entertainment assets on trips, etc.

Although Tomacek carries a complete price spread in tape recorders, including several economical rock-bottom price models, it isn't surprising that he sells the bulk of his recorder volume in top-bracket 4-track stereo tape recorders priced at an average of \$240 to \$325. A lot of his better-priced sets have been sold to people who frankly admitted that they had come in with the idea of purchasing the lowest-priced model possible. Pointing out that increasing the investment brings, many times, more elements of enjoyment into the picture is, of course, the factor which will sell 4-track stereo, in place of a monaural-type machine at minimum price.

Tomacek doesn't hesitate an instant to send a tape recorder home with a prospect who is well-identified, who listens intelligently to instructions on operating the machine, and who is a "family man" with youngsters who will enjoy the tape recorder, too.

Tomacek has also been on hand for scores of parties, at which a Tomacek tape recorder, on trial, was the star performer.

Net results have been a steady turnover of better-priced, full mark-up tape recorders, the creation of a profitable market for pre-recorded stereo music, and a reputation as a man who "really loves the tape recorder subject."

RETAILING PANEL

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

THE QUESTION:

What is your customer credit policy?

THE ANSWERS:

CLYDE WALLICHS, president, Music City Stores (Three-Store Chain), Los Angeles.

On March 1 we offered a charge account service (store credit card)



to established customers because we've found that a considerable portion of our high dollar-volume repeat business comes from professional people who prefer charging their purchases. Many of them like to place telephone orders which a charge service facilitates. In addition to our own credit card, we are continuing to honor the five public credit cards (Diners' Club, Carte Blanche, American Express, International, and BankAmericard). Store credit cards are issued to selected customers with well-established credit ratings whose Music City purchases have been averaging at least \$25 per month.

MIKE SPECTOR (Two Stores) Coral Gables and Fort Lauderdale, Fla.

With three distinct types of customers, we must follow a "yes" and "no" policy. We extend credit to any bona fide resident of South Florida who checks through the Merchant Credit Bureau. We cannot and do not extend credit to most winter residents or students at the University of Miami. Non-residents don't ask for credit, as a rule, and students would tend to overbuy. This would result in our losing the amount outstanding and also the customer.

SIDNEY CARSON (Joe's Music Stores (Three-Store Chain), St. Louis.

We deal strictly in cash on records because our business is small and we have no bookkeeping system. One of our stores offers credit on phonographs, TV and radios through a credit agent. The fact that financing winds up costing the customer more is another reason we have no time payment policy on records.

DON HUDSON (Record Bar, Clayton, Mo.

We have charge accounts and promote them among people we know are good accounts. Ours is a small business and we know our customers. We have a good clientele, and those we don't know are thoroughly investigated before a charge account is approved. There are two of us in the shop, so that we can do our own financing and bookkeeping. The charge accounts eliminate the problem of discounting.

DISK DEALS FOR DEALERS

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

DIRECTIONAL SOUND—Expires April 5, 1961. Started March 5, 1961. Introductory offer is 25% in free goods. 30-60-90 and 120-day billing available. One hundred per cent exchange on all merchandise. Co-op advertising available. See insert, March 6 issue for details.

ROULETTE—Expires April 10, 1961. Started March 10, 1961. Distributors and dealers receive 33 albums for every 100 LP's purchased with 100 per cent exchange privilege. Plan supercedes any Roulette sales programs currently offered by distributors and covers entire Roulette Roost and Tico album catalog. See page 10, March 10 issue, for details.

RCA VICTOR—Expires April 15, 1961. Started March 15, 1961. "Greatest Sale on Earth." Dealers can sell consumer any Victor LP at half price when they purchase one LP at full price in same price range. All stereo and mono sets are included. See page 1, March 6 issue, for details.

MERCURY—Expires April 15, 1961. Started March 3, 1961. Sales program offers one LP free for every three purchased (MG5), with the exception of the Sound Series. On that series, the label is offering one free for every five purchased. See page 1, March 6 issue, for details.

LONDON—Expires April 28, 1961. Started March 15, 1961. Distributors are offered an extra 10% discount on label's international portion of catalog. This covers 99 LP's including 23 new releases. See page 16, March 20 issue, for details.

KING—Expires April 30, 1961. Started March 1, 1961. Two-for-the-price-of-one-album deal on series of European-made LP's. See page 10, March 6 issue, for details.

STRAND—Expires April 30, 1961. Started February 1, 1961. "Major LP Expansion Program." Plan applies to complete Strand line plus new Elite percussion series. Details available from Strand's distributors. 90-day deferred billing with normal 2% discount for prompt payment.

UNITED ARTISTS—Expires April 30, 1961. Started March 27, 1961. Distributors are offered one free Ultra Audio album (mono or stereo) for every six purchased. See page 5, March 27 issue, for details.

RIVERSIDE—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pre-Pack, a browser box containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 49, February 6 issue, for details.

Capitol Debuts New Educational Series With Symphonic LP

HOLLYWOOD — Capitol is issuing its first album specially prepared for the educational market. The package, aimed for school use, is titled "Symphonic Movements" from eight different symphonies selected from the Capitol and Angel catalogs. The double-jacket package contains teaching guides, program notes, and a large wall chart showing the symphony orchestra's seating arrangement. Album, first in Capitol's announced educational series, is being made available for sale to educational institutions and systems.

Retail Phono Sales Take January Drop

WASHINGTON — Retail sales of both stereo and mono phonos on the retail level were off for the month of January as compared to similar figures for the month of December, 1960.

The retail figure was some 400,000 less in the stereo area, while about 129,000 fewer mono sets were sold by retailers in the first month of this year as compared to December of last year.

The factory stereo sales picture showed the same kind of downward trend. This year's first month total was registered at 211,383 as against the December total of 295,075. The mono factory figure for

FOLK TALENT & TUNES

Continued from page 8

Prescott, Ariz., 14; Tucson, Ariz., 15; Gardena, Calif., 16; Oxnard, Calif., 18; Colton, Calif., 19; Lancaster, Calif., 20; Santa Clara, Calif., 21; Napa, Calif., 22; San Diego, Calif., 23; El Monte, Calif., 26; Ventura, Calif., 27; Artesia, Calif., 28, and San Diego, Calif., 29.

A country music package comprising **Flatt and Scruggs and the Foggy Mountain Boys, Mother Maybelle Carter, Connie Hall, Esco Hankins, Jimmie Skinner, Bobby Bobo, Bill Lanham, Rusty York and the Kentucky Mountain Boys, and Zeke Turner and Kenny Price**, of WLW's "Midwestern Hayride," pulled a meager 1,200 paid in two performances at Taft Theater, Cincinnati, Sunday (26). Chief competition came from nigh-perfect weather, which kept people outdoors, and a last-minute victory rally at the University of Cincinnati Field House Sunday afternoon in honor of UC's NCAA national basketball champs. Splitting the loss on the date were **Lou Epstein and Jimmie Skinner**, of Skinner's Music Center in downtown Cincy, and **Ray Scott**, deejay at WNOP, Newport, Ky.

January was some 40,000 less than the total for the last month of last year.

ALBUM COVER OF THE WEEK



MORRIS GRANT'S PRESENT JUNK — Various Artists, Argo LP 4006. Eye-catching offbeat cover in bright colors on a black background. Good display item for jazz or specialty counters. Cover by Morris McBain.



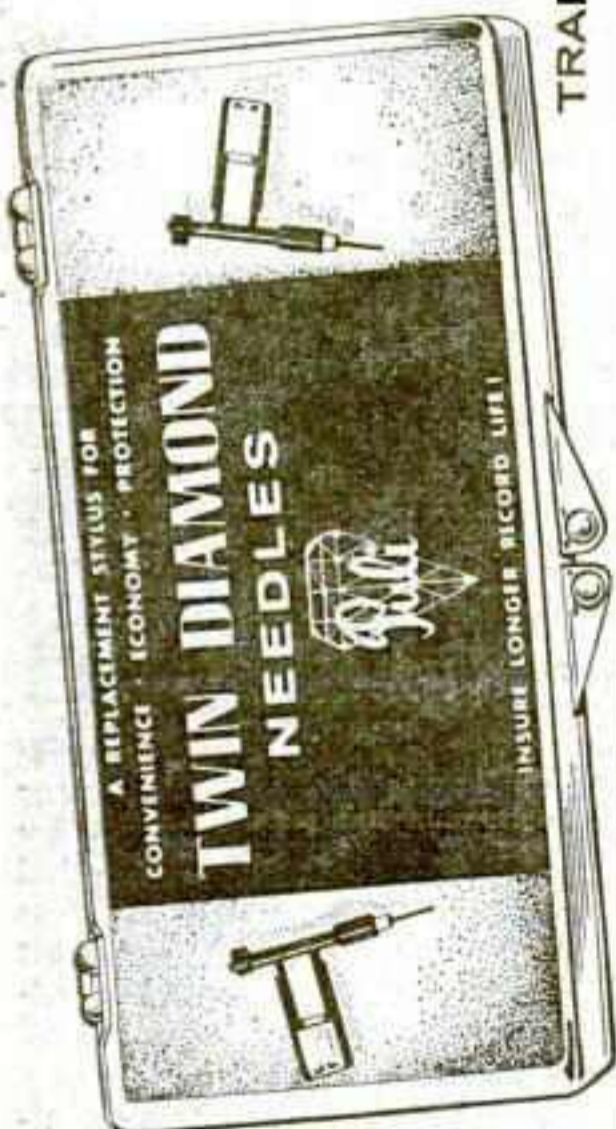
BRIGHT AND SHINY—Doris Day, Columbia CL 1614. Beautiful full-color photo of the artist taken by Bob Willoughby. Potent display item for windows and counters.

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

With the unique new Twin Diamond "package" Puli overcomes the tendency of record users (influenced by "lifetime" claims) to overplay their needles with damaging results. Complete instructions in every package tell your customers when to "replace" for unexcelled service and satisfaction.

With this new Twin Diamond Needle Package you have a "sensible" sales story that will convert every one of your diamond customers to Twin Diamonds... 2 sales for every one you now make!

TRANSCRIBER COMPANY INC., DEPT. C, BOX 478 ATTLEBORO, MASS.



NEW the fidelity and protection customers demand!

GIVE TO DAMON RUNYON CANCER FUND

**MOA BOASTS
MEMBERS IN
FIFTY STATES**

CHICAGO—Music Operators of America has expanded its membership to include operators in all 50 States of the U. S., thanks to a recent membership drive launched by the association.

The group is also having excellent results in its drive for exhibitors at the annual convention at Miami in May. Less than a dozen booths remain to be sold and prospects for a sellout by well before convention time are virtually assured. Although no figures were released on the membership drive (in keeping with past MOA policy), both MOA's Ed Ratajack and George Miller indicated the addition to the ranks was substantial. Ratajack pointed out that in recent months the association has concentrated on various areas where MOA has been notably weak—"a rifle approach instead of a shotgun approach"—with excellent results.

Direct Sales Looms as Problem

CHICAGO—The wave of location-selling that has had operators in Nebraska and most of the Midwest up in arms recently, has leveled off, but operators are wondering for how long.

Howard Ellis, speaking for the Nebraska Music Guild, noted that the problem is not as acute as it has been. Ellis said a few direct sales are still being made, but not to prime locations.

Ellis, however, added that operators have had location sales subside in the past, only to have them spring up anew, with even more vigor.

Underscoring the reason for Ellis' caution, a spokesman for Lakeland Distributing Company, Minneapolis, a firm admittedly selling directly to locations through the Midwest, says sales are continuing steadily and that he has no reason to expect otherwise in the future.

Lakeland is one of several firms reportedly selling direct in the area. Others include a firm identified as



HOWARD ELLIS

Coin Machines Unlimited, Colfax, Wis.; a firm spoken of as A. & W., also in Minneapolis; and several less-identifiable firms in the surrounding areas.

Ellis noted the location-sales problem was a hot topic of discussion during the recent Nebraska Music Guild meeting in Omaha, and operators then had agreed the only thing they could do to fight was to give better service and top equipment to their customers.

The degree to which some have succeeded is evident by the apparent slowing of direct sales in Omaha. However, confident comments from Lakeland regarding future sales potential, would seem to indicate that location sales will be with the operators for some time.

Lakeland, which appears to be giving the Nebraska group most of its headaches, has been in business some three years and sells throughout a five-State area—Nebraska, North and South Dakota, Wisconsin and Minnesota. The firm has salesmen in each State and handles juke boxes, cigarette machines, coffee venders, candy venders and ice-cube venders. The firm handles both new and used equipment, but reportedly does not deal in games.

According to Mell Gullickson, manager of the Minneapolis office, Lakeland has some 15 men, sales and service, connected with the firm.

Lakeland buys equipment from both operators and distributors, Gullickson said, though he declined to name any source of supply, the approximate price he pays for the equipment, or the approximate price for which he sells the equipment.

Not all lines of equipment are handled, but again no names were given by the firm.

After selling the location, Gullickson says Lakeland furnishes all necessary maintenance, plus in the case of juke boxes, a programming service.

The maintenance is given free for the first year, and after this, Lakeland plans to institute some form of service policy that the locations can buy.

Lakeland reportedly has servicemen in most major cities, and in the case of small rural areas, will even go to the point of flying a serviceman in by company plane.

Gullickson says locations can also subscribe to a record programming service whereby they are sent a list of new disks once a month and can pick what they want. Singles are sold for 68 cents each.

Gullickson said the service was furnished by a record distributor, "or maybe it's a dealer," but he again declined to name any names, feeling the dealer or distributor "might not like this."

**Council's P-R Arm
Welcomes German
Tradesters to U. S.**

NEW YORK — American coin machine executives are attempting to encourage a visit of German coinmen to the United States. The move had its start with the publication in BMW of a story indicating the interest of German coinmen in the Coin Machine Council, public relations arm of American coinmen.

The Public Relations Board, CMC's professional PR counsel, then went into action. Lou Casola, CMC president, was advised to invite West German coinmen to send a mission to the U. S.

This week the United States Department of Commerce said the invitation was forwarded to the commercial attache in Bonn. The attache replied that he is attempting to set up the trip.

EDITORIAL

Locations Need Facts

The Billboard Publishing Company has always supported the theory that the individual operator is the backbone of the coin machine business. With the wave of location-selling that is flourishing throughout the Midwest, it seems timely to restate some of the reasons.

Basically, they have to do with the welfare of the industry itself. The operator, being a specialist in coin-operated equipment, is felt to be the best qualified to handle the many needs of the equipment and to utilize it to its best advantage.

Being a specialist, the operator can service equipment more efficiently than a location owner who might have but one or two pieces. He can program music on a juke box expertly to get maximum play from customers, and he can constantly move equipment around to help stimulate location play.

In the past, when sales of equipment have been made direct to the location, the pattern has generally been the same. Service has been poor. Juke box programming has been amateurish and infrequent. With the same piece of equipment staying in the location (without benefit of stepping down or changing as operators are able to do) both the location owner and his customers soon lost interest.

Members of the Nebraska Music Guild have shown an awareness of the dangers of these problems. They're fighting with two of their best weapons, giving top service and top equipment to the location. They can go a step further by doing a little individual public relations and making the location owner aware of the many problems involved in operating. Only by seeing some black-and-white facts and hearing some actual figures can the location owner be convinced that owning equipment is more costly and more of a headache for him than the arrangement he now has with an operator.

Unless this is done, the location will often give in to the lure of "getting all the take, not just 50 per cent," and when this happens, the operator suffers, the location suffers, the location's customers suffer and in the not-too-long run the entire coin machine industry suffers.

**Oil Sheiks Order
Arab Wax to Hike
Morale in harems**

Continued from page 5

have as many as 20 juke boxes positioned about their palaces, although not all of them in the harem suites.

But the difficulty, as outlined by the Emir of Qatar's emissaries to the record companies here, is that of a shortage of genuine Arab music.

The sheiks complain that "foreign"—meaning U. S. pop—music has an "unsettling" effect on the girls.

A diskery representative here reported, "We are getting complaints that listening to foreign pop gives the gals ideas, like going to Hollywood or becoming hula dancers in Hawaii."

The sheiks generally are having an increasingly difficult time holding together their harems. This, in fact, is the reason for the modest juke box boom in the Arab lands.

The radio, films and now TV "tend to make the girls itchy and to feel maybe they're missing something in life," a diskery executive reported. Juke boxes have gained favor with the sheiks as a compromise to harem demands for livelier desert living.

**Memphis Area Coin Ops Face New Tax Bite:
'Personality' Levy on Books, Wasn't Enforced**

By ELTON WHISENHUNT

MEMPHIS—Music, game and vending operators in Memphis and Shelby County face another tax bite with announcement last week by County Tax Assessor George C. LaManna that he is going after the amusement industry on the personality tax.

The personality tax is paid at the rate set by the County Court on real property, which is \$1.84 per \$100 valuation.

But the assessment is made on a 60 per cent basis.

Here is an example:

Suppose an operator owns \$50,000 worth of phonographs, games or cigarette vending machines. The first \$1,000 is exempt, LaManna said. Then 60 per cent of \$49,000 is taxed, which is \$29,400.

The tax rate of \$1.84 per \$100 valuation means the tax in this case would be \$540.96—which isn't peanuts considering all the other taxes the operator pays.

But LaManna says, "All I am doing is what the law says. The Constitution says that all taxpayers shall be taxed equally throughout the State, except that \$1,000 shall be allowed as an exemption on personal property."

The personality tax is on all personal property used in a business or profession, farming or manufacturing. Some cities have it, some don't. Many cities have it and don't enforce it, which is pretty much the way Memphis has been for decades.

LaManna has said he doesn't want to prosecute anyone nor use the penalty of provision of the law

against persons who don't pay it, but nobody knows yet what is going to happen.

La Mana said he is going to Nashville, the State Capital, Monday (3) to find out what the State-wide situation is and what to do—meaning whether to enforce the laws on the books or not.

LaMana said:

"We have a statute on the books which specifically says that all properties shall be assessed at its actual cash value. Actual cash value means what the person would sell the property for and what a buyer is willing to pay for it, without compulsion on either person."

"By all properties I mean real, personal and mixed."

"This is the crux of it: the only personal property that we assess is

(Continued on page 59)

DOUBLE-PLAY DISKS

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

SURRENDER AND LONELY MAN	ELVIS PRESLEY RCA Victor 7850
WALK RIGHT BACK AND EBONY EYES	EVERLY BROTHERS Warner Bros. 5199
THINK TWICE AND FOR MY BABY	BROOK BENTON Mercury 71774
WHERE THE BOYS ARE AND NO ONE	CONNIE FRANCIS MGM 12971
PLEASE TELL ME WHY AND YOUR ONE AND ONLY LOVE	JACKIE WILSON Brunswick 55208
FELL IN LOVE ON MONDAY AND SHU RAH	FATS DOMINO Imperial 5734
DIXIE AND GIDGET GOES HAWAIIAN	DUANE EDDY Jamie 1188

Route Service With 2-Way Radio Gives Operators Competitive Edge

By BOB SUDYK

CLEVELAND—"This is base 19-A-9369, calling Unit 1, Unit 1. Do you read me?" A second voice then crackled over a radio, "This is Unit 1, this is Unit 1 to base 19-A-9369, go ahead, over ..."

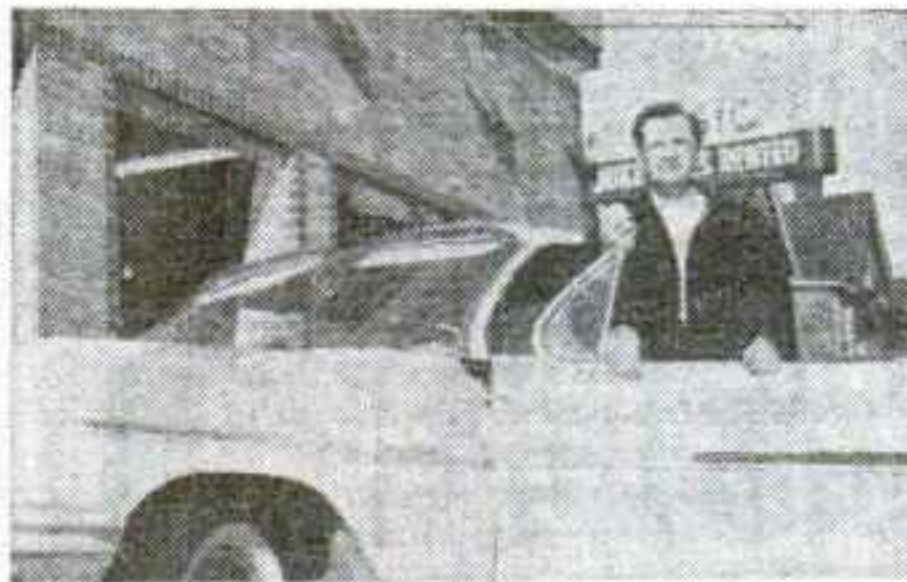
This gobbledegook in the office of Cadillac Music Company, not unlike an airport's communications tower, is being translated into the swiftest service available in Northern Ohio.

Cadillac Music several months ago installed a two-way radio network linking the firm's headquarters and three radio-equipped service cars. Vehicle within a 25-mile radius of the office are only as far away as the microphone.

"I don't know how we ever operated without radio contact," said Charles Comella, who with his brother, Mike, heads the firm. "In the past it has always seemed as though our service cars were coming when they should have been going and going when they should have been coming."

Old System

Before, a Cadillac serviceman called in by tele-



READY FOR ACTION is Tony Adamovicz, serviceman for Cadillac Music Company, who has just received a radio assignment while on his way to the office.

phone from the spot of a service call. If nothing was on the docket, he would drive back to the shop. Too often, however, a trouble call would come into the office just after he hung up the phone. As a result, the service car would travel perhaps 15 miles back to the shop only to have to retrace its tracks another 15 miles to within a few blocks of the first call.

"Sadly enough, this was not a rarity," recalls Mike Comella. "Not only did this cost the company a lot in transportation, but the location had to wait hours longer for service."

Charles Comella's favorite example of service supreme with radio-equipped cars is best told in his own words:

Minor Breakdown

"A location called us at 10 a.m. to report a minor equipment breakdown. We radioed a service car which happened to be driving past the trouble spot. Immediately, he pulled to the curb and entered the stop.

"The location owner, surprised to see our man three minutes after his telephone call to us, said, 'What a coincidence, I just phoned your office to report juke box trouble and you walk in. This must be my lucky day!'

"He was even more amazed when our service-

(Continued on page 57)



TELEPHONE-TO-MICROPHONE communication means lightning-fast handling of service calls for Cadillac Music's 300 accounts via radio-equipped vehicles. This added service also saves the firm money. Here, Charles Comella relays telephone service call to Betty Jones, dispatcher and secretary, who relays message to mobile unit.

EUROPEAN NEWS BRIEFS

Ops' Anti-Noise Drive Effective

ROME—An Italian juke box operators' survey shows that police complaints about juke box noise have dropped 35 per cent as a result of the Italian industry's anti-noise campaign. Success of the anti-noise drive has astonished the operators most of all. Few operators gave the idea a chance when *Apparecchi Musicali Italiani*, of Turin, the AMI general representative, launched the campaign in early 1960. *Apparecchi* contended that instead of hands-wringing and accusing the authorities of juke box bias, the industry should take a hard look at its frailties and then institute self-policing action. Noise struck *Apparecchi* as the great problem, although Italians are supposed to revel in decibels and to hate solitude. The AMI representative had thousands of posters printed with appeals for noise moderation under the pictures of popular Italian stars. "Moderate il volume del juke box" read the posters, which were placed over juke boxes in locations.

Inventors and Coin Mfrs. in Meet

BRUSSELS—Inventors and coin machine producers were brought together here at a unique trade fair this month. The occasion was the Tenth Annual International Inventors' Exhibition. There were 50 representatives from the international coin machine industry at the gathering in the International Hall of the Centre Rogier in downtown Brussels. The exhibition, which brings inventors and manufacturers together from the world over, was attended by inventors, major concerns and survey office representatives from 18 countries. Most of the inventions up for discussion in the coin machine field consisted of vending equipment and electronic mechanism for juke boxes and games. The fair aims at bringing inventor and manufacturer together and thus reduce the time lag before an invention is put to practical use.

Folk Music Quotas May Be Set

LINZ, Austria—Lower Austrian provincial authorities are considering legislation to compel the playing of "folk music" in this area's 11,500 juke boxes. It is proposed that at least 25 per cent of juke box selections should be so-called "Heimatsmuzik" or folk tunes. The measure is proposed as a substitute for the provincial government's controversial scheme to tax each juke box one shilling monthly per selection "to promote the music of our region"; i.e., "Heimatsmuzik." The local government estimated that its surtax would yield around \$80,000 yearly, which would be earmarked for propagation of regional music. However, the Austrian Coin Machine Operators Association has been battling the proposed law tooth and nail as a flagrant violation of the Austrian Constitution. Since the measure obviously violates constitutional guarantees of equality before the law, the coin machine operators claim the proposed measure discriminates against them as a group. Apparently provincial authorities now agree that the surtax would be thrown out by the Austrian high court. Instead, it is now proposed to require the playing of home-grown music on the juke boxes.

Customs Probes Pin Smuggling

PARIS—Customs authorities have opened investigation into the smuggling of pinball machines into France. It has long been known that the vast majority of pinball machines reaching France in the last decade arrived through contraband channels. But since import restrictions have now been removed, the authorities were disposed to forget the past. But they have been forced to reverse themselves as a result of the Peugeot kidnapping case and the arrest of Pierre Larcher, 38, one of the kidnapers. Larcher has admitted smuggling pinballs into France and is reported to have talked expansively of "knowing more than anybody else in France about this business." The French coin machine industry has disowned Larcher, whom the industry states never had a bona fide role in either operating or distributing. But customs authorities take the view that the Peugeot case inevitably will lead to a full airing of Larcher's past activity, and that the sooner investigation is conducted into the smuggling issue raised by his revelations, the less criticism will redound to them.

Chicago Dynamic Shipping Princess, New 4-Game-Selection Ball Bowler

CHICAGO—Chicago Dynamic Industries last week began shipments on its new Princess bowler, a follow-up to the firm's previously successful Duchess. Like its predecessor, Princess is a six-player game, but in addition to the three games on Duchess—Regulation, All-Strike and Flash-O-Matic—it features a new 300 Champ-With-Red-Pin game.

Princess also has a modernized cabinet, new flood-light illumination, with a pair of 60-watt bulbs lighting the pins beneath a hood fitted with steel reflector shades. The game has an all-steel cashbox

and is available in 16½, 13 and 21½-foot lengths.

Two or more players are needed to play 300 Champ-With-Red-Pin. There are no frames separations. Object is to strike or spare. First player to reach 300 wins. Strikes score 30, spares 20. When a player gets a strike, he shoots again. The red pin lights up every other time the player is up to bowl and scores double if a strike is made when it is lit.

In Regulation, scoring is according to standard ABC rules. In All-Strike, only strikes count; Flash-O-Matic features the flashing lights on the hood with bonus scores for properly timed shots.

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HERE'S WHY...

MORE READERS MEAN MORE BUYERS—The Source Book is included in every copy of the April 24 issue of Billboard Music Week—circulation 20,000. In addition, requests throughout the year total 2,000, and special distribution will be made at the MOA Convention in Miami, Fla., May 15.

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(Sam Abbott)

HIT of the NVA Show



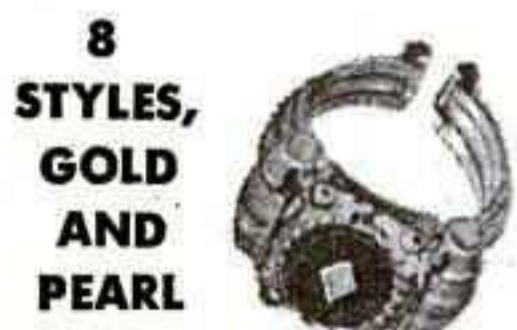
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5,000 to 9,000 .. 13.50 per 1,000
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Samples on Request

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Easily Maintained Formica Stands Overcome Cleaning Problem for Supermarket Locations

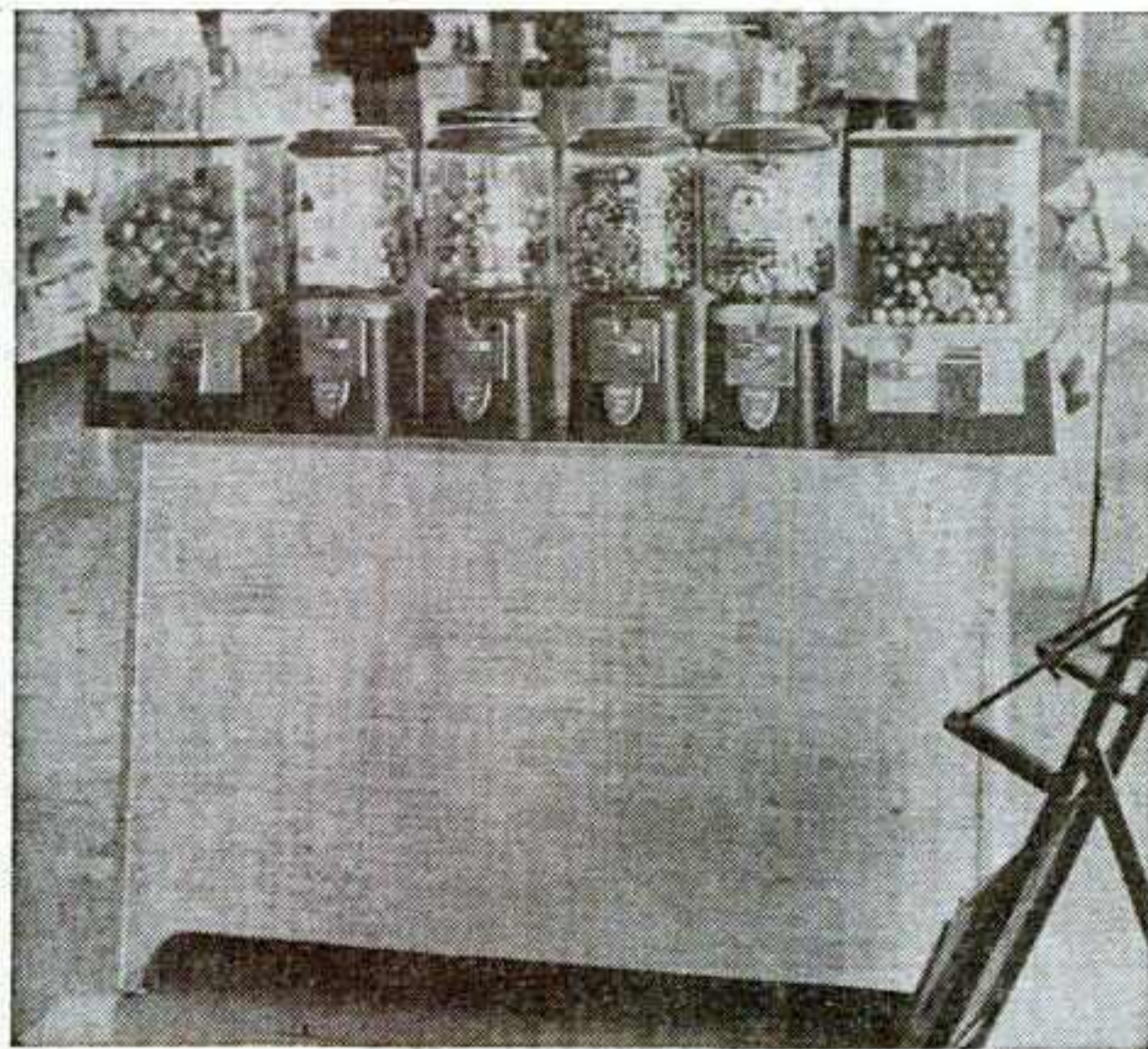
By **BOB LATIMER**

PHOENIX, Ariz.—There is little likelihood that location owners, particularly managers and employees in busy supermarkets, will pitch in and keep bulk vending machines clean if such cleaning represents a problem, according to Walter Gray, of Best West Specialties, bulk route operator in Phoenix.

Wooden stands with surfaces which mar easily and from which paint peels easily are always a serious drawback, according to Gray. Once the stand begins to look debilitated it isn't likely that it will get any further attention, since scaling paint, cracks in the wood and rough finish discourage cleaning efforts with ordinary material.

Similarly, even brand-new racks which are composed of two or more levels of shelving set on curving frames, chrome-plated or finished in black, require quite a bit of handwork to wipe around the corners and around the supports. Human nature being what it is, the usual location owner or store employee will give the equipment only a perfunctory cleaning if any.

Gray, who has many supermar-



FORMICA STAND in a Phoenix supermarket is easily cleaned.

ket locations in the Arizona desert city, has put a lot of thought into this subject, resulting in the development of simple stands which are probably the easiest to keep clean in the Western bulk vending industry.

Built for multiple vending with anywhere from six to eight heads, the stands resemble a wedge about 3 feet high, 8 inches wide at the top, and 24 inches wide at the bottom. Built of sturdy plywood, the stands are covered with either Formica or contemporary materials which will resist any sort of stain and which are hard and tough enough to resist blows which would dent metal sheet or crush into a wooden stand.

The stand pictured above, at the big El Rancho Supermarket in the Uptown Plaza Shopping Center in Phoenix, made an immediate and much-appreciated difference in location co-operation, Gray found. Because all surfaces can be easily wiped clean with a damp cloth, the two such stands used in this store have been wiped down along with

the store's own fixtures regularly as soon as they were put in—whereas a variety of machines on steel rod or iron post bases were likely to go right on accumulating dirt through the year.

The bases are finished in gray, and bright red is used for the bulk venders, which include ball gum in exotic flavors such as grape, cherry, etc., plastic "seeing eyes," 1-cent and 5-cent charm and gum mix, 1-cent capsules and 25-cent capsules, the last named a new venture which is getting excellent results.

Easily Moved

Easily moved on the floor of the store's vinyl or terrazzo floors, the

Formica-covered stands are light enough to be moved easily enough without arousing the ire of busy supermarket employees, and attractive enough to insure that they will remain in a first-class display point near the front entrance of the store.

Incidentally, stands such as these, which follow the modern supermarket theme of a minimum amount of cornices, and inaccessible points to be cleaned, aid substantially in "booking" good supermarket locations, Gray has found.

Vending in every sort of location, the veteran Phoenix operator-distributor has put a lot of time in designing the right base for the right vending machine in the right location.

Hurvich Brothers Prep Celebration

BIRMINGHAM — The 30th anniversary party of the Birmingham Vending Company, originally scheduled for April 16, will be held either April 23 or April 30. The Hurvich brothers, Max and Harry, will celebrate the occasion with an open house for operators, servicemen and their families, from 10 a.m. until 5 p.m.

The Hurvich brothers entered bulk vending in 1931 with the operation of nut machines. Today, they have 15 employees and are headquartered in a 17,000-square-foot office and warehouse.

Birmingham Vending is distributor for several leading bulk vending machine, charm, nut, gum, juke box and amusement game firms.

Bulk Banter

MINNEAPOLIS

Walter C. Lindahl is a new bulk vending operator in Minneapolis and its suburban area. He will have about 400 new Northwestern machines on his route, specializing in ball gum, charms and Boston beans. . . . Vendall Distributing Company has remodeled and redecorated its headquarters at 1820 East 38th Street. Don Lyons.

DETROIT

Mrs. Lottie M. Smith is taking over as sole owner of the Smith Vending Company, specialty bulk vending firm formerly operated as a partnership with her husband, William G. Smith. The business has been actively run by their son, William Jr., who is now dividing his time between another employment and school work, and his brother-in-law is now taking over route servicing. Mrs. Smith advises that they may sell out the business. Hal Reves.

MILWAUKEE

Bert Veldhuizen, Watertown, and Erwin Samp, Milwaukee, attended the Wisconsin State Cigarette Operator's Association-sponsored meeting March 20 at the Milwaukee Inn. Both vend bulk merchandise as well as cigarettes. Benn Ollman.

Electric Money Maker
Famous ACME
ELECTRIC
MACHINE

Time proven favorite for health and amusement. Electric vibratory current increased at will by player. One dry cell battery good for 1,500 to 3,000 plays.

Sample \$28.13
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ORDER TODAY
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Time payments available on Oak machines through all distributors.

WE HAVE oaks'

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.

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

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We handle complete line of machines, parts & supplies.

PENCIL TOP PUZZLE
Hit of the NVA, bright colored action puzzle which fits the top of any pencil!

SURE LOCK, the perfect capsule. Patent No. 2762411. Outstanding items. Send \$2.50 and receive 100 quality filled capsules. Contains our complete line.

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World's Largest Selection of Miniature Charms

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Lake County, Ind., Okays Some Pins For Operation Free of Interference

GARY, Ind.—A certain type of pinball machine may be operated in this populous steel-making area without the interference of law-enforcement agencies.

That was the decision announced last week (22) by Henry Kowalczyk, Chief Deputy Prosecutor of Lake County—a segment of Northern Indiana which contains the teeming industrial centers of

Gary, Hammond, East Chicago and Whiting.

Lake County Prosecutor Floyd Vance declared that he supports the position of his deputy who has made a long and exhaustive study of pinball construction.

Police Raids

The Kowalczyk pronouncement followed a raid on the American Polish Home in Gary's Glen Park section, where police found and seized two pinball machines.

Kowalczyk's ruling marked the first break in the "tough enforcement" of Indiana's tough anti-gaming law which has left the State virtually barren of pinball equipment.

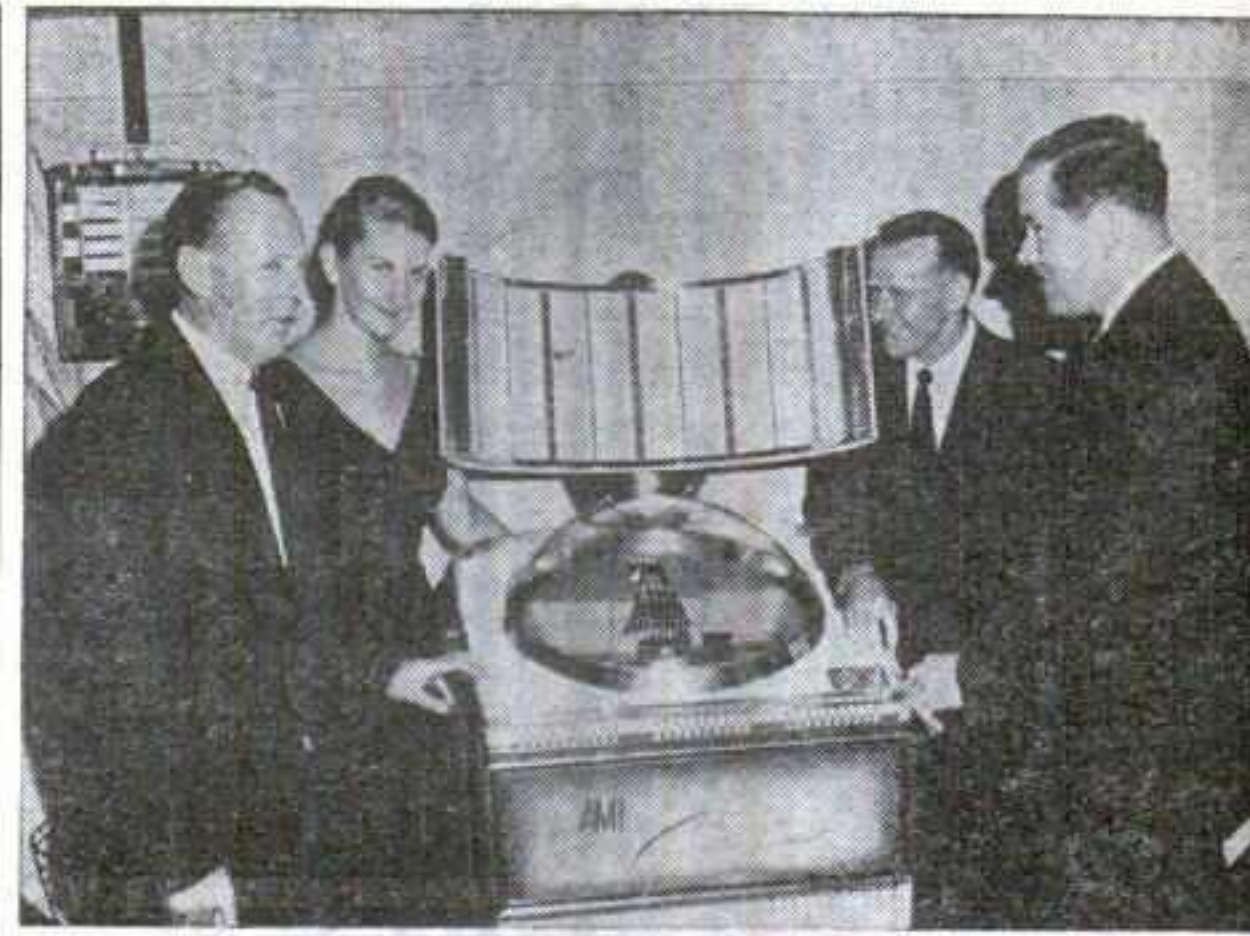
Pinball and other coin equipment operations in Lake County were brought under the scrutiny of the McClellan Committee in June 1959.

Following disclosures before the Committee, Vance fired three of his investigators while his chief deputy, Metro Holovachka, a former prosecutor, resigned.

Robert F. Kennedy, the Committee counsel and now Attorney General, lead the frequently heated questioning of Lake County witnesses.

John F. Kennedy, then a Senator and now President of the United States, also participated in the inquiry.

That the two Kennedys will continue to keep their eyes on Lake County was a hope voiced recently by local leaders of the Coin Operated Equipment and Owners Association of Indiana.



EXHIBITING AT THE AUSTRALIAN Hotel and Catering Exposition in Sydney, March 6-10, was the Australian manufacturer (under license) of AMI and AMI distributors. Left to right are J. Larkin, manufacturer; G. E. Davidson, distributor; Miss Y. Dorward, secretary, and R. L. Davidson, distributor. Both Davidsons are directors of Amusement Machine Distributors Pty., Ltd., Sydney.

NAMA to Hold Mid-Central 2-Day Meeting at Pittsburgh, April 14-15

CHICAGO—The National Automatic Merchandising Association holds its Mid-Central sectional conference at the Hilton Hotel, Pittsburgh, April 14-15, with two days of seminars, vending workshops and sales talks on the agenda. The affair is being sponsored by NAMA together with the Ohio Automatic Merchandising Association.

Registration begins Friday evening (14) followed by an employer-employee relation seminar that night. Dr. Ben Werne, NAMA's specialist in this field will head the session.

Workshop on sales, profit planning and maintenance and repair will be held Saturday morning. Luncheon will be at 12:30, with a surprise guest speaker slated to appear.

The afternoon session will include: "Hot Vending Serves the Public," a new color-slide presentation, and "Systematic Layout Planning," a how-to-do-it demonstration by John D. Wheeler. A cocktail reception hosted by manufacturers and suppliers will wind up the festivities.

The Pittsburgh meeting is the second in the series of sectional conferences begun by NAMA last month in New Orleans.

Additional meetings are slated for April 28-29, Boston; May 12-13, Chicago; May 26-27, Atlanta; City, and June 9-10, San Francisco.

Graff's Vice-Pres. One Of Bulk's Few CPA's

DALLAS — William Paul Guynes, recently named vice-president of the Graff Vending & Graff Specialties Corporation here is one of the few certified public accountants in the bulk vending industry.

Previous to his employment with the Graff firm in 1951, Guynes attended North Texas State College where he received his B.B.A. degree. After becoming a C.P.A. in 1950 he worked as intern auditor for a national soft drink concern, with the Internal Revenue Agency, and with a public accounting firm.

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NEWLY DESIGNED WITH YOU IN MIND—easy to follow DO-IT-YOURSELF kits are now available for the operators who are not in a position to take advantage of our factory service. These kits are designed to eliminate costly replacements of plastics, glass, etc. Anyone with a minimum of tools can transform the old cabinet into a modern, new-looking one such as the Model 100R in the photo.

Inquire how you can exchange your old B & G cabinet for one completely restyled.

DECAL Kits for all makes and models
GLASS DOMES FOR MODELS B & C.....\$19.50
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Seeburg 161	595.00	Wurl. 2000	350.00
Seeburg KD200	375.00	AMI G-200	245.00
Seeburg VL200	275.00	AMI I-120E	450.00
Seeburg V200	\$200.00	AMI I-120M	450.00
Seeburg HF100R	\$375.00	AMI I-120 Stereo	550.00
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C. C. KING	\$725.00
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Rock-Ola, 1468	665.00	Bally Beach Queens	\$375.00
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Rock-Ola, 1464	375.00	Bally Circus	85.00
Rock-Ola, 1462	425.00		
Rock-Ola, 1462	425.00		
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UPRIGHTS

Bally Jumbo '60	\$515.00
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GIVE TO DAMON RUNYON CANCER FUND

Bally Ships Pin In New Cabinet

CHICAGO—Bally Manufacturing Company has begun production on a modernized version of the firm's popular Barrel-O-Fun bingo game. The new model features the same scoring and action as the firm's previously successful model, but is housed in a more modern cabinet.

Bally is also introducing again its non-replay version of the same game called Fun-Spot. Both Barrel-O-Fun and Fun-Spot come equipped with Bally's auto-mission coin-divider that automatically divides the coins as they are inserted—a certain percentage for the location owner and a certain amount for the operator.

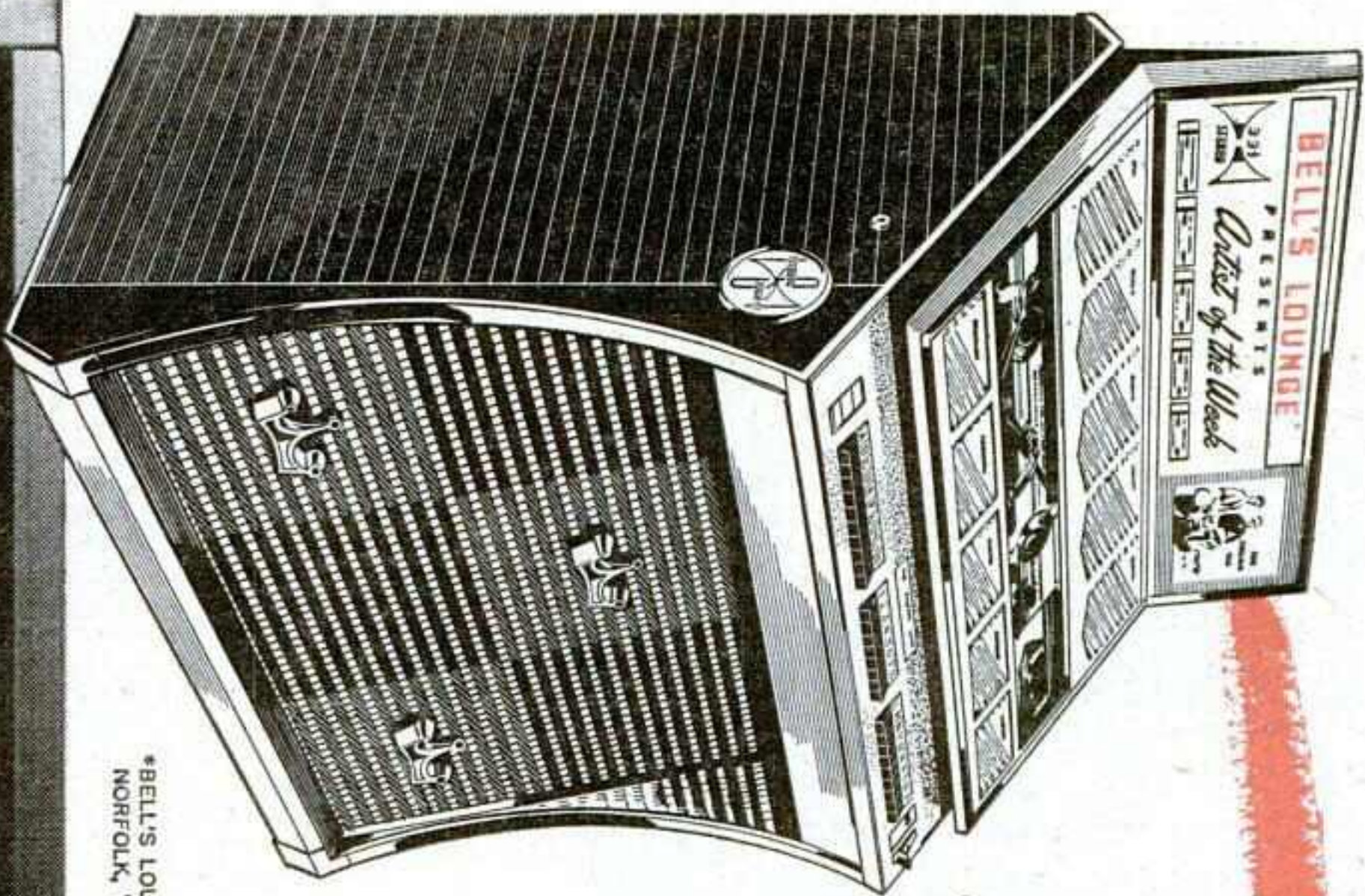
Redd Holds Its First Seeburg Service School

BOSTON — The first service school organized by Redd Distributing Company since the firm took over the Seeburg line will be held Monday (3) at the plant, 178 Lincoln Street, Brighton. Emphasis will be on Seeburg's program of "Keep It Simple" with liberal use of the Trouble Shooting Manual. A second school will be held at the Brighton plant April 7. Both schools will take up the entire day.

The schools will move around, and on Tuesday (4) will be at the Crown Hotel in Providence; Wednesday (5) at the Roger Smith Hotel in Holyoke, Mass., and Thursday (6) at the DeWitt Hotel in Lewiston, Me. All of the schools will be conducted by Bob Zeising, Seeburg service engineer, and Bob Green of the Redd servicing department. Subjects will cover phonograph and background music systems as well as the Seeburg cigaret vender.



THE VENDING INDUSTRY celebrates its 75th anniversary this spring, but any resemblance between current multi-selective machines and early models challenges the imagination. The above machine was introduced in 1896, vended note paper and stamps envelopes and, according to a then-written description, "the machine is easily operated and does not seem liable to get out of order." Vending's anniversary (marked by the first vending patent issued in 1886) will be celebrated in luncheons and open-houses throughout the country. The National Automatic Merchandising Association, itself 25 years old this year, is planning a series of regional meetings to celebrate the event.



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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 $\frac{1}{3}$ stereo (**INTERMIXED** with 45's). The Seeburg Sales Corporation, Chicago 22.



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Artist of the Week

33 $\frac{1}{3}$

STEREO

- 81
- 82
- 83
- 84
- 85
- 86
- 87
- 88
- 89
- 90

SEEBURG

ARTIST OF THE WEEK

TEN-SELECTION 33 $\frac{1}{3}$ STEREO ALBUM RECORD PACKAGES

WEEK OF APRIL 3

GREAT GOLDEN HITS

BILLY VAUGHN (MOT)

THE DAVE BRUBECK QUARTET

featuring **JIMMY RUSHING** (COLUMBIA)

WEEK OF APRIL 10

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 6 Star Regulation S.A. 195
 Atlas S.A. 249
 Eagle S.A. 249
 SANDY MOORE Jumbo S.A. 79
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SEEBURG 100B \$149
 100C 189
 100G 259
 100R 369
 WURLITZER 2000 269
 2200 379
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ALL STAR BOWLER	BOWLING LEAGUE, 14 FT.
ABC DELUXE BOWLER, 8 FT.	REBOUND SHUFFLE
TOURNAMENT, 12 1/2 FT.	United BOWLING ALLEY, 11 FT.
ROCKET, 8 FT.	Lohigh DRINK VENDOR
SPEED, 8 FT.	Bovo King DRINK VENDOR
Brand New SKILL SCORE	6 POCKET POOL TABLES
SKILL DERBY	

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 Offices: New York, N. Y. and Hartford, Connecticut
 Cable Address—RUNYONEX

St. Louis Op Credits Service for Success

Continued from page 52

was a routeman for J. S. Morris & Sons Novelty Company in St. Louis for 22 years. His job before starting with the novelty company was that of a wireman's helper with Ideal Electrical Contracting Company, where he worked for one season. When the seasonal electrical work ran out, Leavitt went back to high school for a short time.

Leavitt spent two years in the Navy during World War II, serving about 90 per cent of the time at sea aboard a heavy cruiser in the Pacific theater. He was an electrician's mate second-class on the U.S.S. Baltimore and most of his tour was combat duty. He was awarded 11 bronze stars on his Pacific theater ribbon. Each of the stars represented a major battle engagement.

The operator is active in volunteer work with the Boy Scouts and spends two or more nights a week with the youths (his older son is a Scout).

For the last five years, Leavitt has been a neighborhood commissioner in the Midland district of the Boy Scout Council of Greater St. Louis. In this position, his job is to see that the activities of the units go along smoothly. He is responsible for about 150 boys in two units which meet at the Daniel Boone School in University City.

Leavitt has been active in the Scouting movement for more than 20 years, and has been awarded a 20-year service card. He also is active in the Parent-Teachers Association at Daniel Boone School, and presently is a member of the executive board of the P.T.A. His other activities have included working with Council House, where he sponsored a young boy's club, and the Sea Scouts. For hobbies, he raises tropical fish and works with photography and anything that pertains to nature.

Route Service With Two-Way Radio

Continued from page 50

man explained that he received the assignment from the office.

"After all," Charles added, "We can only sell service. Every operator has equipment, but fast, efficient service earns and keeps locations."

The Comellas put themselves in the place of the location owner. When a music box or game will not work, there is only one machine in the city out of order as far as he is concerned—his own.

Cost Pared

The two-way radio equipment and installation would have cost Cadillac Music about \$3,000 under a lease-purchase plan which was to reach completion in three years. Utilizing the abilities of its repairmen and servicemen, the firm installed the equipment itself, slicing more than two-thirds from the original cost.

Installation in each vehicle took but a couple of hours. Covering more than 300 locations, Cadillac Music's three service cars travel about 75,000 miles a year. Estimates set total cost of operating a vehicle at about 10 cents a mile. Charles Comella estimates that efficient utilization of radio-equipped cars should pay for itself within 12 months.

"This does not take into account the new business we acquire using radio-equipped vehicles service as a selling point," he added.

Two Shifts

Cadillac Music supports two shifts of servicemen. The usual day trick is augmented by a second shift beginning at 5 p.m. and ending at 11 p.m.

Established in 1946, Cadillac Music operates juke boxes and games out of a 4,200-square-foot office and shop. In addition to three radio-equipped service cars, it has two installation trucks.

1,000 Daily Papers Get 'Fact' Story on Industry

CHICAGO — "The coin machine industry, long hampered by the stigma of gangster influence, is making strong new claims on respectability."

That's the lead paragraph of a United Press International story sent to more than 1,000 daily newspapers in the United States last week.

The UPI story dealt with the Coin Machine Council and its attempt to improve public relations for the industry.

"Coin machine stocks are rising," the story continues, "a spotless bankruptcy record has led banks to reduce loan rates to small coin machine operators, and other businesses are concluding that coin-operated games, juke boxes and vending machines are big sales boosters."

The article points out that the McClellan Committee hearings disclosed criminal influence was limited to a few areas and that most of the people in the coin machine industry were honest businessmen.

It added that CMC "seeks to correct the racketeer-hoodlum concept of the industry, solidify it into a single-minded body, and gather industry-wide business statistics for the first time. It does not engage in lobbying, legislative or law enforcement activities."

CMC membership, according to the article, includes about 50 per cent of the coin machine manufacturers, 90 per cent of the distributors, but only 10 per cent of the operators.

According to Lou Casola, CMC president, the country has 550,000 juke boxes and 300,000 coin games, with 15 per cent of these units being replaced each year for new models.

He said that the average machine of both types grosses \$10 a week, for an annual industry gross of about \$450 million. This figure does not include the \$3 billion a year grossed by merchandise machines.



South

Johnny Allegrazza, Ace Music Company, Shaw, reports the drive-in restaurant he operates on the side is doing well. It provided an extra location for a phonograph and games. . . . Seen cleaning their routes last week and getting them in shape for the spring pickup in business were: B. D. Sparks, Friendly Amusement Company, Columbus; Hardy Creekmore, Creekmore Music Company, Cleveland; James Andrews, Andrews Music Company, Columbus; Ted Combs, Taco Amusement Company, Oxford.

Mahon Jones, Jones Music Company, Holly Springs, seen talking recently to George Sammons, president of Sammons-Pennington Company, Memphis distributor, when Sammons was on a trip through Mississippi calling on operators. Elton Whisenhunt.

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AMI	
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Airplane Handy Asset for N. M. Op

LAS VEGAS, N. M.—An airplane is a definite asset where the operator's routes cover a huge area, according to Herb Roggow, New Mexico's flying operator, who has logged thousands of hours in the air carrying records, tools and electronic parts to locations throughout the State.

Roggow, a pilot for many years, has seldom been fortunate enough to find an airstrip close to an actual location, but in many instances he can land three miles or so from the spot and cajole the nearest location owner to come out and get him. In most cases, in plying the air over the rugged New Mexico country in all directions, he is merely carrying parts and records, which his collectors, who are out a week at a time, can use themselves.

The airplane also pays dividends in picking up badly needed parts and records from distributors. For example, "I can call Mike Savio at Draco Sales Company up in Denver and tell him to have the parts I need at the airport at 8 a.m.," Roggow said. "I land at 8—and then Mike doesn't get here until nearly 10!" Seriously, however, he has picked up parts, and even complete assemblies, from many distributors in exactly this way.

Roggow flies a Cessna Skylark, a four-place aircraft with more than a thousand miles' range.

At his home town of Las Vegas, a tiny community in Northern New Mexico, Roggow operates complete flying service, a flying school, aircraft engine and airframe repairs service. His flying school occupies only a small amount of his time, inasmuch as the New Mexico operator has delegated operations to instructors and managers, but

Roggow occasionally takes a turn at the controls with a student.

Because of the remoteness of many of his locations, the New Mexico juke box operator has frequently found it necessary to land on highways and back-country roads in order to reach the location at all. With spring gear on the aircraft, which, incidentally, has a tremendous carrying capacity for a single-engine airplane, he doesn't hesitate to do so, and in fact, waits his turn in traffic along the highway at some larger locations to set down.

A unique feature of Roggow's operation, one of the largest in New Mexico outside of Albuquerque, is the fact that he still has many 78 r.p.m. machines on location, in remote spots where customers are glad to have recorded music of any sort and could scarcely demand stereo equipment or even 100-play machines. Roggow has worked out an arrangement with the managers of taverns and bars in such remote locations whereby records are mailed at regular intervals, the location owner placing them on the spindles himself.

In the event of a breakdown, it is up to the location owner to bring the machine in on his next trip to Las Vegas, when it will be repaired in the Roggow shops. It takes an unusually co-operative type of location owner to go along with the New Mexico operator on this basis, but as pointed out above, Roggow is actually doing most of the location owners quite a favor in spotting the phonograph in the first place, and both parties know it.

Mrs. Roggow is extremely active in all phases of her husband's operations, keeping the books, programming music, selecting amusement machines and otherwise operating as "right-hand man."

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Mills Panorams	\$450.00	Miami Beach	\$ 45	Bally Bull's Eye	\$195
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Auto Photo #9	950.00	Big Show	65	Gun Patrol	125
Auto Photo #11	1,950.00	Broadway	75	Six Shooter	125
		Caravan	75	Gen. Shooting Gallery	150
		Cypress Garden	210	Stars Shooting Gallery	125
		Havana	45	Midway Shoot's Gallery	425
		Hawaii	45	Big Top	225
		Key West	95	State Fall	225
		Manhattan	75	Sky Gunner	125
		Miss America	150	Mut. Sky Fighter	125
		Nite Club	75	Sky Rocket	195
		Parade	75	Glider, new	450
		Rodeo	65	Keeney Sportsman	195
		Starlet	65	Atomic Bomber	125
		South Seas	65	Baseoka	295
		Star Dust	45	Seeburg Bear Gun	185
		Show Time	95	Carnival Gun	185
		Sun Valley	150	Bonus Gun	225
		Tropic	45	Vanguard	295
		Tahiti	45	Hercules	350
		Variety	65	Crusader	350
				Titan	375

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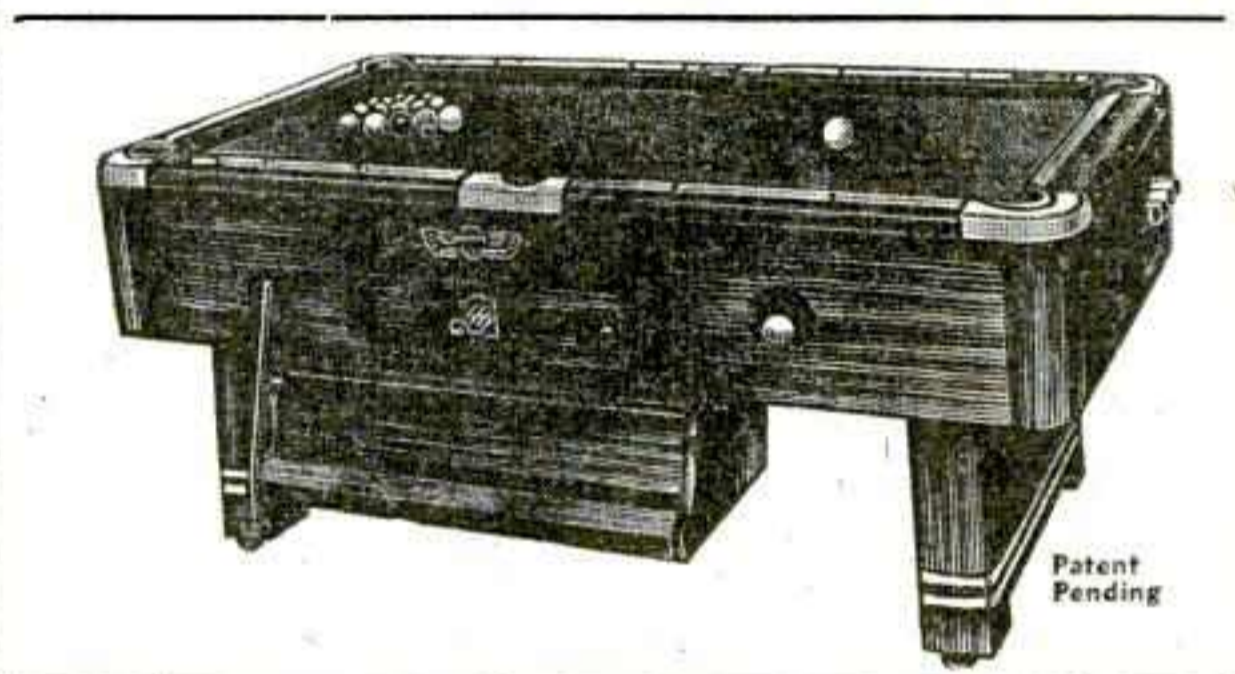
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GIVE TO DAMON RUNYON CANCER FUND

Seeburg Offices

Continued from page 49

Company of America and took on the AMI line.

In San Francisco, background sales will be headed by Stanley Dean, sales manager, and Carl Adams, service manger, from offices at 1424 Bush Street. Advance Automatic Sales Company, headed by Lou Wolcher, continues as Seeburg's juke box and vending distributor. Wolcher was named by Seeburg last week, when R. F. Jones, another long-time Seeburg distributor, was also bought by Seeburg.

In Hollywood, background sales will be handled by W. R. Traut, general manager, and John Malone, sales manager, assisted by Mort Mooton, assistant sales manager, and Mark Tutelman, sales representative. Offices will be at 1522 North Van Ness Avenue.

The New York office, already in operation, will be headed by William Emig Jr. and will be located at 680 Fifth Avenue.

Memphis Tax Bite

Continued from page 48

property that is used in the conduct of a business, profession, farms and manufacturing.

"This means that amusement devices such as phonographs, pinballs, shuffle alleys, other such coin-operated machines, and cigaret vending machines used in business will be assessed.

Cash Value
"I send the assessments to the County Trustee, who sends out the bills and collects the tax. On the amusement companies, we will first appraise the property at actual cash and then place assessment at 60 per cent of that value.

"We assess real estate at 40 per cent of value and business property and personal property at 60 per cent."

LaMana said his office is sending out form schedules to operators to fill in the number of juke boxes, games and other equipment they own and the value.

"I urge all operators to return this schedule," LaMana said. "Otherwise it will be expensive to the taxpayers for the county to send deputy assessors from my office out to make the assessments.

"The more valuations we have and the greater the valuations of both real and personal property, the less the tax rate is going to be. If everybody pays a little tax, a few won't have to pay a big tax."

But it all adds up to another tax on the already tax-burdened operator.

Seattle Ops Hoping To Avert Strike By Servicemen's Union

SEATTLE—Local operators are hopeful of averting a strike of amusement machine and juke box servicemen here in their wage dispute with Teamster Driver-Salesmen's Local 353.

The 167 men who service coin machines in King County are seeking weekly pay raises of \$7.50 this year and an additional \$7.50 in 1962. The present scale is \$120 a week. The operators have offered a \$3.60 a week raise.

Fred Klinefelter, the union secretary-treasurer, has asked for a strike sanction, but added he hoped the issue could be settled without a strike.

Klinefelter said the servicemen were "highly specialized people" who serve a three-year apprenticeship, service machines and make collections.

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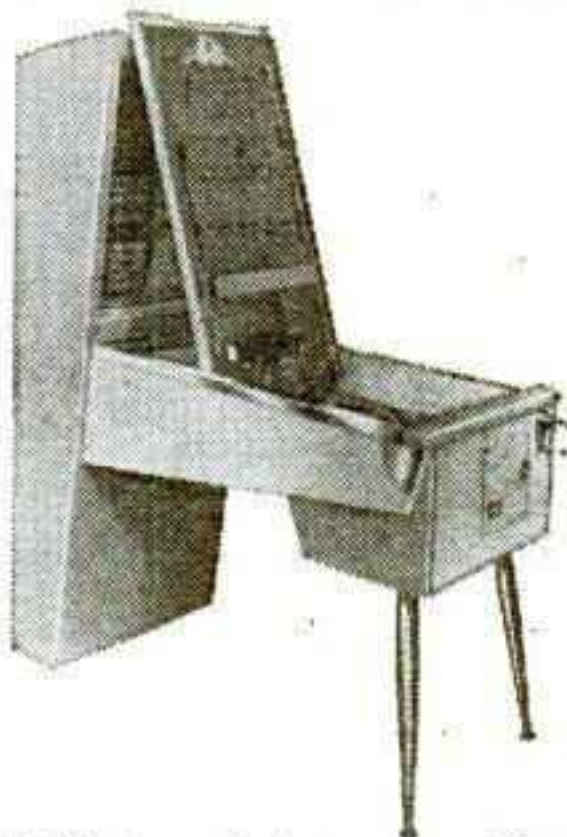
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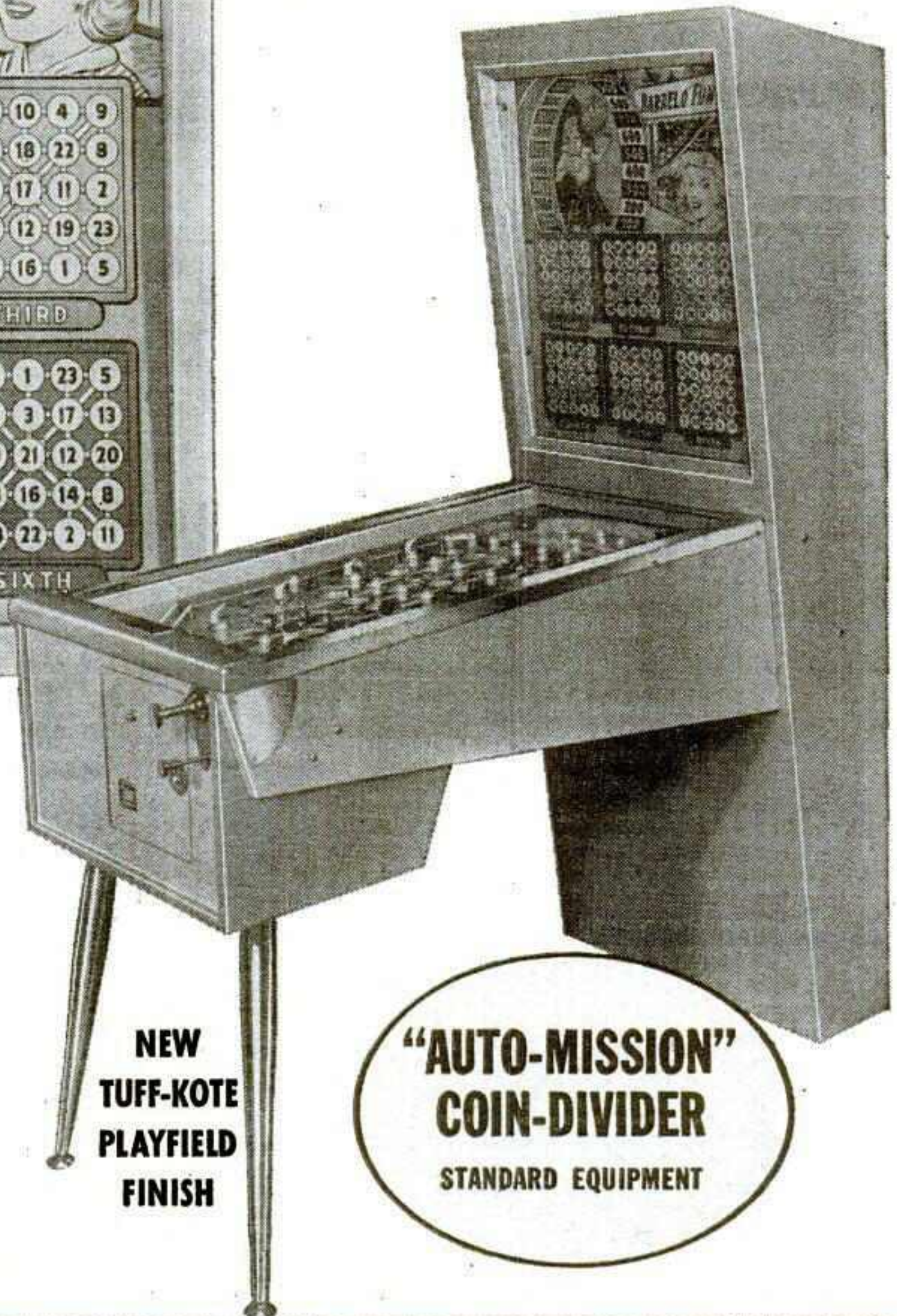
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Smartly styled but practical, new streamlined cabinet permits under-panel service without pulling game away from wall. Backglass is easily removed from front for convenient replacement of lamps.



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COIN-DIVIDER
STANDARD EQUIPMENT**

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Canteen Plays Down Distributors' Operating

Continued from page 1

the independent music operator who is our customer." The Canteen board chairman set up what was described as Canteen's interest in the music operator, by stating that in the foreseeable future, Canteen may develop programs to assist the independent music operator in the conduct of the "business" phase of operation, thus enabling him to operate at the optimum efficiency and profit from his venture.

In discussing Canteen's support for the coin machine industry, Schuster noted, "the continuing wholehearted support which our AMI affiliate, along with phonograph manufacturers, has given Music Operators of America and the Music Relations Council is further proof of our concern for the welfare of the phonograph operator, our belief in the industry as a whole." Schuster concluded by expressing Canteen's view toward what he described as "sophisticated games."

Schuster wished to make clear the fact that Automatic Canteen has no intention of becoming involved in any way with the operation of so-called "sophisticated" games. We have no plans now, or for the future, to either develop or acquire any organization associated primarily with such games."

The Canteen board chairman could not be reached for an opinion on any of his comments. The term "sophisticated games" was assumed to refer to illegal games or those of a questionable or border-line legality. The remainder of Schuster's comments is seen as an answer to criticism leveled at Canteen for its recent acquisitions in the juke box game distributorship field.

The Seeburg Corporation, in trade paper advertising and direct mailings, had emphasized it is wrong for a manufacturer to compete with his customers, an obvious reference to Canteen, which operates, distributes, and through Rowe and AMI, manufactures its own equipment.

Surprisingly, despite all the recent publicity, the Canteen moves into so-called service vending, are still somewhat unofficial. Canteen is expected to make some statements expressing its policy in this area within the next couple of weeks.

The setting up of the service division however, is certainly a significant step and tends to emphasize that Canteen plans to display substantial interest in this field.

Some additional clues to Canteen thinking can be had from other Schuster comments made to the Sun-Times' Edwin Darby last week.

Schuster noted that the Automatic Service Vending division was the seventh for Canteen.

Looking into the future he said, "At the moment, we have succeeded in rounding out the package we wanted. We are now the only integrated company in the vending business."

Not Through

Again in the interview: "But that does not mean we are through with acquisitions. We are now in the process of developing each of our six divisions, both by internal growth and by acquisitions."

Although Schuster does not elaborate on the function of the service vending division, Darby goes on to speculate it could mean "those miniature amusement centers you see around shopping

centers, supermarkets, drugstores," as well as "do-it-yourself laundries," "coin-operated dry-cleaning establishments," and those "take-your-own-picture-in-one-minute units."

Other divisions of Canteen are

listed as: (1) Food and vending, termed the big one; (2) Manufacturing, which would include Rowe and AMI; (3) Products, includes a growing list of private brand products sold through Canteen machines; (4) Finance, in-

cludes the recently acquired Commercial Discount Corporation and Hubshman Factors Corporation; (5) Overseas division, currently being expanded; (6) Electronics, includes the ABT bill changer and a "raft of electronic components."

SPRING CLEAN UP SPECIALS

NEW MUSIC

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- 1495 — 200 Sel. Hi-Fi Stereo All Purpose Rock-Ola 1 with 4
- 1484 — 100 Sel. Hi-Fi Stereo Console—All Pur. Rock-Ola 1 with 4

USED MUSIC

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120 Sel. W/Box \$ 34.50

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- 1436 45-120 \$ 89.50
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- 4-1434 50/45 129.50
- 2-1432 50/45 99.50
- 1455 200 Sel. 379.50

SEEBURG

- 100-M/C V/C \$249.50
- 100 Ch. W/Box 49.50

USED CIGARETTE VENDORS

- Du Grenier K14 \$309.50
- Rowe 20 Electric 379.50
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USED GAMES

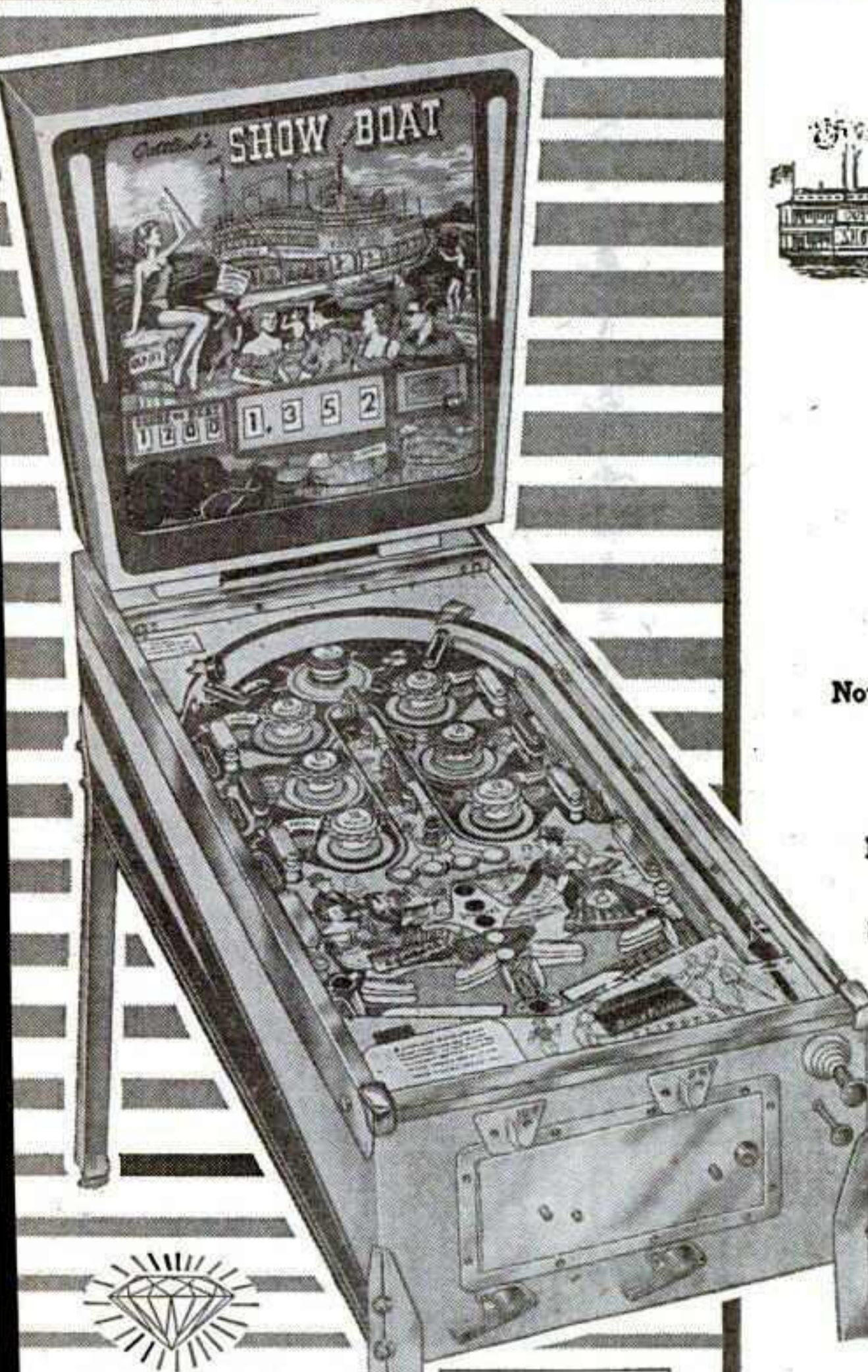
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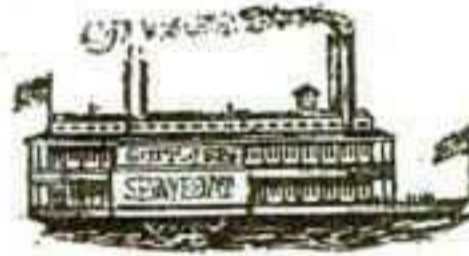
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The Regis plays 33 $\frac{1}{3}$ and 45 RPM records intermixed in any sequence for complete musical flexibility in all locations.

PLAYERS WANT... a phonograph which will play their favorite records with the truest fidelity and with clear, vibrant tones. The powerful amplification system of the Regis with its large bass speakers and high range tweeters provides customers with the finest reproduction in either stereo or monaural music.

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LOCATION OWNERS WANT... the most beautiful phonograph available to add to the decor of their establishment. In true phonograph beauty, the 1961 Rock-Ola Regis is the unmatched leader. Its classic lines, the harmony of its colors and its polished metal appointments all blend to an unmatched distinctiveness.

When customers gaze on the flowing beauty of the Regis and hear its glorious full tone, they will know that this is the truly modern phonograph which looks and sounds as a phonograph should.

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