

EVERYBODY'S MAKING IT

Diverse Artists, Styles, Labels Scramble 'Hot 100'

By REN GREVATT

NEW YORK — There is currently evident on the Hot 100 chart the wildest scramble of artists, labels and styles of repertoire seen in many years. Despite what many traders say regarding the fluctuating sales status and share of market of singles, it's clear that the field is still regarded as the one of excitement, where the bars are down and practically anything goes.

Whereas only a very few months ago, traders were noting the resurgence of the majors into chart dominance, today the four top majors and their subsidiaries occupy only 18 of the top 100 slots. Of these Decca is tops with five on the parent label, two on Brunswick and one on Coral making a total of eight. Victor is second with five.

One of many interesting points this week is the fact that 24 separate labels occupy the top 25 spots on the Hot 100 list, while 38 different labels are found in the top 50. In the entire chart, 60 labels are represented. Everybody is taking a crack at the elusive

singles hit and practically everybody, including thrushes, appear to be making it.

Distaff Upsurge

Girl singers, both straight, and of the more pallid and sickly variety, can be found on virtually 20 per cent of today's Hot 100 list. Interestingly enough, of these chick artists, seven are enjoying their first hits. These are Cathy Jean, Linda Scott, Carla Thomas, Rochelle (who works with the Candles), Mary Wells, Janie Grant and Audrey Arno (a Swiss import).

Beyond this, it may be noted that five of the first 10 disks feature artists with a hit their first time out. In fact the top three records this week—by the Marceles, Del Shannon and Ernie K-Doe—all fall into this category.

In the label derby, it has been said that only two, Decca and Victor have as many as five chart sides. Atlantic with three combined with its subsidiary Atco's two makes five for that firm this week. The next hottest of the week are Warwick and United Artists with four each. Liberty, Columbia, Mercury, MGM, Imperial and King

each have three, leaving 49 labels, and some of them rather big names, with no more than one or two records on the list.

Diverse Material

Repertoire-wide, traders with the longer memories can recall few times when so many types of material and performance have been so successful. The charts are generously dotted with instrumentals, featuring such diverse instruments as pianos, guitars and trumpets. This week, singles highlighting both massed trumpets and a chorus of trumpets were also released, though these are not now in chart contention.

Jazz, which had a mild pop single flurry several seasons back, has now two representatives on the charts (as was noted in last week's BMW) with Cannonball Adderley's "African Waltz," and Eddie Harris' "Exodus (In Jazz)." Another version of the British tune, "African Waltz," by Johnny Dankworth's band has also gotten some reaction.

Out-and-out rhythm and blues and country music continue to hold

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Decca Claims Huge Success For 'Brenda Lee Day' Promo

NEW YORK — Decca Records has just wrapped-up what its officials describe as one of the company's most successful promotions, "Brenda Lee Day." Claude Brennan, Decca sales chief, said that as a result of the nationwide one-day effort, 125,000 copies of Miss Lee's brand-new album, "Emotions," were sold within the 24-hour span of the special day.

Decca promotion head, Len Salidor, thanking stations for their part played in the gigantic push, said that activity was hot in many parts of the nation. In Boston, sound trucks cruised through the city playing the Lee disk of "Emotions," while stations proclaimed the day and spun the disk throughout the 24 hours.

In the gal's native State of Georgia, Gov. Ernest Vandiver officially declared March 29 as Brenda Lee Day and sent the thrush a wire congratulating her for her efforts as a native daughter. In Buffalo, Mayor Frank Sedita, accepting a copy of the album, proclaimed the thrush as "the embodiment of teen-age spirit and an example to the city's youth worth emulating." In New York four top stations programmed cuts from the Lee album on each show throughout the day.

In Los Angeles, Miss Lee, filming her first picture, took time out to take over the mike at KFVB for two hours to answer calls, do commercials and announce records, both her own and those of others. Program chief, Jim Hawthorne, said that more than 1,000 mailed requests for the gal's photo were received in a one-day period.

The singer is now on a tour of Alaska and Western Canada, accompanied by her manager, Dob Albritton. She will soon leave for an extended series of personal and TV appearances in Europe.

Mathews Heads Up Sales for Musicor

NEW YORK — Eddie Mathews has been appointed to handle sales activities of Musicor Records. He will continue as national promotion director of United Artists Records, Musicor is distributed by UA Records.

Mathews is scheduled to spend most of his time in the immediate future on the road visiting with distributors in his dual capacity with both labels. In his new Musicor post, Mathews reports to UA national sales manager Andy Miele.

Radio Trails on Quality Sound

By CHARLES SINCLAIR

PITTSBURGH — The music-minded and stereo-futured radio stations could well take lessons these days from the recording industry when it comes to providing listeners with high-quality sound. Broadcast audio standards haven't kept pace with the trend to home hi-fi equipment, and the station which refuses to do anything about it may wind up losing an increasing slice of its audience.

This provocative challenge was issued here last week by Stephen F. Temmer, president of New York's Gotham Audio Development Corporation, during a special conference on local-level radio-TV programming staged by Westinghouse Broadcasting Company, and attended by over 400 broadcasters, station execs, program planners and leading public figures.

"Victor and Columbia used to make records at NBC and CBS radio studios, but it's been 10 years since any real music recording has been done in a New York radio studio. It's time broadcasting caught up with the recording industry—they're far ahead of you," Temmer told a conference panel

audience April 11. "Broadcast standards have not kept up with hi-fi equipment," he added, pointing out that this factor has to be reckoned with by radio outlets today because "quality in electronics is within the reach of everyone."

Harsh Sound Menace

Listeners, Temmer warned, will "turn away from a station that offends their ears with bad, overloaded, harsh sound." He recommended that radio station managers make a "dial test" whereby they don a blindfold, twist a radio tuning dial, and "try to pick out your own station from the quality of its sound, not just the music that's being played." Audio broadcast standards, as set by the FCC, he said, "are the bare minimum" for quality, and should never be used as the ultimate.

Mercury Extends Spring Sale Plan Extra Two Weeks

CHICAGO — Mercury has extended its giant spring sales plan another 15 days to May 1, Irwin H. Steinberg, executive vice-president of the firm, announced last week.

Steinberg termed the plan highly successful to date. He noted that the "existence of the discount plan has permitted Mercury to acquire more than its expected share of the record market for this time of the year."

Mercury plans to resume its regular schedule of new releases in May—immediately following the end of the "Spring Sale-A-Rama." The firm's last scheduled new releases came out in March but were interrupted in April when the giant discount offer came out.

The plan offers the entire Mercury catalog, excluding only its Perfect Presence Sound Series and Living Presence Sound Series, on a four-for-three basis. The PPSS and LPSS lines are on a buy-five-get-six deal. Full 100 per cent return applies on both the PPSS and LPSS lines.

Also included in the plan, besides the Mercury line, is the firm's Wing catalog and its EP line.

Radio station engineers, Temmer declared, are partly responsible for the problem. Apart from special maintenance engineers to keep the station in good working order, it isn't necessary for the man at the control board to have "a full knowledge of what's inside it" so much as it's necessary for him to have "a working knowledge of music." Temmer contrasted the poor sound of many U. S. radio stations with the high quality of radio sound he'd heard during recent trips to West Germany. "There," he said, "such engineers are called Tone Maestros, and go to school to study music production and some engineering basics." He cited the case of Telefunken's top stereo mixer, who, according to Temmer, "has a Doctor's degree in music, not engineering." Non-musical engineers can, however, do a lot to improve broadcast sound (in addition to study of current record - industry techniques) by "joining various standards committees to give the point of view of the man in the field as against opinions from representatives of manufacturers."

Best Equipment Urged

Equipment purchased for radio stations should be "the very best,"

RIVERSIDE SETS DISPLAY CONTEST

NEW YORK — Riverside Records, with the co-operation of its distributors, is sponsoring a nation-wide window display contest. The firm's latest \$1.98 jazz sampler's "The Soul of Jazz" on Riverside and "Stars of Jazz 1961" on the Jazzland subsidiary are involved.

Dealers are invited to take pictures of their window displays of either line and then submit them to the company through their distributors. Dealers entering will receive 10 free albums as a reward, while the nation-wide winner selected from the entries will receive 50 free LP's as first prize. The distributor servicing the winning contestant will also receive 50 jazz LP's. Contest ends June 15.

Temmer urged. "You should audition equipment," he said. "You should try announcers on different brands of mikes—you'd be surprised at the results." As a parting shot, Temmer told the broadcasters that "it's doubtful that the radio industry will ever catch up with the recording industry." When stations start broadcasting in stereo, "it will be even worse," he said.

Engineer Key Man

Temmer's opinion was shared on the panel, to a large extent by John Wentworth, educational electronics manager of RCA. He would, Wentworth said, "like to see the engineer restored to full stature," adding: "The decline of the chief engineer is discouraging."

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Shopping Centers Focus for MGM Grass-Roots Push

NEW YORK — MGM Records is stepping up its grass-roots promotion efforts via artist personal appearances in large shopping centers, by dint of the efforts of Sol Handwerker, promotion, publicity and exploitation chief of the firm.

Tommy Edwards appears today (17) at Modell's Shoppers World, Lodi, N. J., where he'll host at the record department for two hours to autograph albums and singles. The event is being advertised on radio, TV, newspapers and through in-store displays. The label hopes to kick off Edwards new single of "That's the Way With Love," in this way.

In a similar deal last week, Conway Twitty was shuttled between the Korvette stores in Springfield, N. J., and Philadelphia Wednesday (12) for appearances in both outlets the same day. Twitty arrived at the Springfield store in a large motorcade. The Philadelphia appearance was highly touted in local papers and stations.

Handwerker has issued an instruction manual for distributors and field men, outlining steps in detail on carrying off such exploitations.

SEC to Rehear Roulette's Stock Offer Suspension

WASHINGTON — Roulette Records will be given a hearing by the Securities and Exchange Commission here next week (25) on the suspension of the record firm's stock offering. SEC suspended the Roulette offering partly because the company's prospectus failed to disclose a pending payola complaint against it at the Federal Trade Commission. SEC also said Roulette hadn't given them clear and sufficient account of its business practices, in its proposed public offering of 100,000 shares of common at \$3 per share.

Roulette asked dismissal of the FTC payola charges which were made against the company in January 1960.

Everest Plans Playboy Tie

NEW YORK — Everest Records is planning a special tie-in promotion with Playboy magazine that will revolve around the company's new "Playboy's Penthouse" LP featuring Cy Coleman. The set has been introduced and displayed in the magazine's key club bistro in Chicago.

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DEALER CAN CALL TUNE ON VINTAGE R.&R. REISSUES

NEW YORK—The current revival in rock and roll oldies has made some dealers who specialize in such platters a source of inspiration and guidance for record manufacturers.

One such case is Irving Rose, owner of the Times Record Shop in Times Square here. As has been reported in these pages before (December 26 issue), Rose's store is the Manhattan center for collectors of old r.&r. hits. By watching customer reaction to old disks he is in a perfect position to determine which old sides bear reissuing.

Rose is directly responsible for the recirculation of any number of past r.&r. titles and also can be credited with stimulating transactions which have seen masters of oldies go from one label to another for reissue.

Among the more recent disks that Rose has promoted out of mothballs are "Chapel Bells" by the Fascinators on Capitol, and "Bells of Rosa Rita" by the Admirations on Mercury. He has also worked closely with King Records and is responsible for recommending a score of rejuvenations of that label.

Rose was also the man behind the scenes who saw to it that "Baby, Oh Baby" by the Shells once more saw the light of day. This was done through Johnson's buying of the master from Shell. London Records' purchase of "Ankle Bracelet" by the Pyramids from Shell was also done at the Times shop owner's instigation.

Commenting on his co-operation with diskeries, Rose says that companies are co-operating very nicely now, but that a year ago it was not that way. "I had to go all the way to President Irving Green to get one Mercury side reissued," he commented.

This is in a way reminiscent of the weight given to Abner Levin's recommendations at the manufacturer level about LP merchandise during his tenure with the Sam Goody operation. Both give credence to former Billboard staffer and now distributor Joe Martin's comment that "Every dealer is an a.&r. man."

FTC May Dismiss Payola Complaint Against Dot Firm

WASHINGTON—Dot Records of Hollywood has joined the ranks of Columbia Records Sales of New York and Capitol Records Distributing of Hollywood with prospects of having the Federal Trade Commission withdraw payola complaint issued against the firm. The FTC announced last week that complaints against the three record companies were subject to a motion to dismiss by FTC hearing examiner Abner Lipscomb on recommendation from agency counsels. FTC emphasizes that final decision must come from the full commission.

Although the FTC does not spell out details, it appears evident that Dot Records, like the Columbia and Capitol distributing firms, was snared on a payola charge before Sec. 317 of the Communications Act was amended to permit sending of free records to TV and radio stations. Complaint against Dot Records was made in July, 1960, and the law was changed in September, 1960.

The law itself does not spell out the exemption of free records from the payola stigma, under the sponsorship requirements of Sec. 317, but statements from both the Harris (D., Ark.) House Commerce Committee and the Federal Communications Commission have done so. FCC has promised rule-making to set up complete guidelines for broadcasters as to what constitutes payola under the amended Sec. 317. (Billboard Music Week, April 10, 1961.)

Glover Named A.&R. Chief for Gee Label

NEW YORK—Henry Glover, at one time with King Records, has been appointed artist and repertoire chief for Gee Records, which Roulette President Morris Levy is reactivating this month.

The label's first release, "Heart and Soul" by the Cletones is a Billboard Music Week "Spotlight" this week. Glover plans to sign new artists for Gee, and said he will keep the label in the groove in which it was so successful a few years ago—namely rhythm and blues and rock and roll.

VICTOR DISK CLUB TALKS CONTINUE

PLEASANTVILLE, N. Y.

—Talks are continuing concerning the possible take-over from the Book of the Month Club by Readers Digest of the RCA Victor Record Club. Negotiations on this matter were first reported several weeks ago in Billboard Music Week.

Asked for comment this week, Readers Digest general manager, Al Coles, told BMW: "We are continuing to talk but nothing is settled yet. I expect, however, that a definite decision will be reached on the matter sometime within the next 30 to 60 days."

ARMADA Meet To Get UA Pic Sneak Preview

NEW YORK—A major United Artists motion picture, never before seen in the United States, will be sneak-previewed at the 1961 ARMADA Convention to be held at the Diplomat Hotel, Miami Beach, Fla., June 26-27. The movie, according to ARMADA proxy Art Talmadge, UA Records veepee, should be one of the big sound track sellers in the disk field this year.

Meanwhile, plans are being finalized for the Miami meet. Reservations are now being accepted by executive secretary Jordon Ross, and scheduling of eight individual manufacturer-distrib sessions is being completed by Talmadge.

The Group Life Insurance plan for members (suggested by ARMADA's counsel Steinberg, Balder and Steinbrook) has now been officially adopted and will be handled by the Philadelphia Life Insurance Company. Owners, partners and officers of firms who are actively employed may obtain up to \$20,000 coverage through age 60, employees up to \$5,000. During the open enrollment period everyone applying will be insured without medical examination and regardless of medical background.

British Ears Cocked for Taxation Changes in '61 Government Budget

Rumored Switch to Comprehensive Sales Tax Could Be Vital Benefit to Disk Industry

By DON WEDGE

LONDON — The ears of Britain will be listening avidly to the BBC's newscasts late this afternoon (17). Eager hands will snatch at extra editions of the evening papers. The object of the interest will be the annual budget statement of the Chancellor of the Exchequer (currently Selwyn Lloyd). Most particularly it will center on changes, if any, being made in taxation.

The future of the disk industry is vitally tied up in whatever decisions the government has made. With the most successful year ever behind it, and 1961 shaping up to exceed 1960, the British record scene can be still further improved.

The budget, and, particularly taxation changes, are the most closely guarded secrets in British politics. Nevertheless, some indications of official thinking leak

out. Obviously being seriously considered this year is a radical change in taxing consumer goods. A comprehensive sales tax may be introduced. It would replace the present "purchase tax" which is only levied on classified "luxury" goods. Among these are disks as well as record players, radio and television sets and musical instruments.

Tax Reduction

Disks bear a burden of 50 per cent of the wholesale price, reduced three years ago from 60 per cent. A general sales tax would mean a great reduction. It is expected to be considerably less than 10 per cent of the retail price. A big reduction could be passed to the consumer, probably with increased margins to the trade, too.

Alternatively, the government might decide to reduce the purchase tax or even abolish it. This would have a mixed effect. The record companies would welcome

it as a chance to lower prices and increase turnover. So would distributors. Dealers would not be so happy. They have to pay the purchase tax to the distributor (who collects for the government) and in many cases it represents a substantial part of their capital. Eventually it is borne by the consumer. If purchase tax were reduced or abolished it would apply overnight to fresh supplies, if precedent were followed, with dealers having to write-off as a business loss tax paid on existing stock or risk putting the burden on the consumer who might be able to obtain the same item with tax reduction elsewhere.

Annual Bugbear

This fear of a tax reduction is an annual one and helps depress sales in the weeks before the budget statement. Manufacturers report the trend has not been so noticeable this year. Partly this must be due to the changed strategy of the disk industry in seeking a tax reduction. In recent years, the lobbying has been done with maximum publicity in an effort to gain public sympathy and support. This year, it was more than a month before anyone beyond a close circle realized that a deputation representing the disk industry had called at the Treasury. It appears to have been a wise move, particularly as the public's support had not appeared to have been exactly overwhelming previously.

Some dealers, it should be noted, have actually opposed any tax reduction. Generally this has been on the grounds that much less capital would be required to set up shop and this would encourage short-term operators anxious to cash in on the boom. Most dealers seek a series of small annual reductions, eventually ending in the elimination of the tax. A few only want its abrupt end. The manufacturers' case largely revolves around two points—recording classical material is gravely handicapped at present and there is no reason why music should be burdened by taxation when literature is not. Tax concessions in the past have usually gone to struggling industries. This can hardly apply to the main British firms at present, though some smaller operations are in difficulties.

1960 Big Year

Official government sales figures for 1960 show that in turnover the disk industry exceeded the previous high of 1957. Total value of manufacturers' sales (which does not include tax) was \$41.9 million. Of this, \$32.9 million was domestic, with the remainder made up by exports. In 1957, the respective figures were \$39.4 and \$29.3 million. In 1959, they were \$38.1 and \$28.2. It is apparent that ex-sales—a trend which accelerated in 1960.

The new peak was reached by increased sales of LP's and EP's. Unit production was down from 78.29 million in 1957 to 72.67 million in 1960, but this was higher than any other year. Production of 78 r.p.m. disks fell from 51.36 million to 3.80 million, most of which were for export, in the same period.

The only official figures available for 1961 are those for January. Manufacturers' sales were valued at \$4.6 million (\$4.0 domestic) which was 20 per cent more than the same month last year. January figures can be misleading and it is too early to predict the year's pattern, but trade sources indicate that there has been an upswing in demand.

Carlton Snares Parker Material in Jazz Coup

NEW YORK — Joe Carlton, Carlton Records president, has concluded negotiations with the estate of the late Charlie Parker whereby Carlton becomes sole selling agent for a series of albums featuring Parker, Lester Young and Billie Holiday. Deal is regarded as a major coup in the jazz world. In addition to being sole selling agent in the United States, Carlton has also wrapped up the rights whereby he will control the licensing of this product to overseas affiliates.

Parker (The Bird—after whom Birdland was named) was, of course, the fabulous giant of modern jazz, of whom Jerry Wexler once said: "Who could blow like Charley Parker?"

Old 'Horse' Farce To Get New Dress

WASHINGTON — Another Broadway musical, "Let It Ride," based on the comedy, "Three Men on a Horse," will go to the public for angels. The "Let It Ride" Company of New York has filed a statement with the Securities and Exchange Commission seeking to register \$400,000 in limited partnership shares, to be sold in \$7,000 units.

Producer-promoter Joel Spector, organizer of the company, told the SEC that he expects the \$400,000 to cover expenses of a first-class Broadway production and an out-of-town tryout. Production target date is for September, 1961. Jay Livingston and Ray Evans have completed the music and lyrics, and the book is by Abrams S. Ginnes.

Spector told the SEC that the new show will be based both on the original comedy and on the subsequent musical, "Banjo Eyes," for which Eddie Cantor doubled as a contributor to the book by Joe Quillan and Izzy Elinson. Music for that one was by Vernon Duke, with lyrics writers John LaTouch and Harold Adamson. Spector says he has cleared the new work with original "Three Men" authors, John Cecil Holm and George Abbott, and others concerned. Warner Bros. also made a film of the comedy.

The negotiations covered a period of two months, and were handled for the estate by Mrs. Doris Parker, the late altoist's wife, Aubrey Mayhew, his manager and attorney Florence R. Kennedy. Details of the deal will implement the creation of the Charlie Parker Record company, which is owned by the estate. The records will carry both logos—that of Carlton Records and the Charlie Parker Record Company.

Carlton will distribute the material as a de luxe line, with each album containing double-fold packaging, priced at \$5.98. It is estimated that the Parker material alone is sufficient for approximately 25 albums. Considerable material by Young and Holiday is also available. All of this has been heretofore unreleased. The estate acquired the tapes from various sources, including friends of Parker and relatives. Some were recorded at parties, etc.

Carlton will issue the first three packages about May 1. These will include: 1. "A New Series of Modern Jazz Masterpieces by the Immortal Charlie Parker (subtitled 'Bird Is Free'); 2. "A New Series of Modern Jazz Masterpieces by Lester Young — Prez"; 3. "Cecil Payne Performs Charlie Parker."

The last-named album is new product, recently cut by the baritone saxist, and will be available on both mono and stereo. The inclusion of Payne also indicates that Carlton intends to add to the line a group of packages by choice contemporary jazz artists.

In the first year, some 25 packages are expected to be released. In addition to those named, there will likely be packages by Billie Holiday and perhaps by Gene Krupa and Joe Carroll. The first year's total will include a total of six by Parker and six by Young.

Payne, incidentally, has just been signed to a long-term pact by the Charlie Parker Record Corporation.

NARM Honoring Mitch

NEW YORK — The National Association of Retail Merchandisers (NARM) will honor Mitch Miller at a special dinner today (17) at the Eden Roc Hotel, Miami Beach. The rack group is feting Columbia's hottest LP artist for his top-selling sing-along albums.

Fitzgerald, Charles, Newhart Take Winners' Spotlight in NARAS Awards

Victor Captures Top Label Honors

By JUNE BUNDY

NEW YORK — Ella Fitzgerald, Ray Charles, Bob Newhart, Henry Mancini, and Laurindo Almeida dominated the winners' spotlight last week at the 1960 NARAS Awards Presentation. RCA Victor walked off with top label honors with nine awards, Columbia and Capitol tied with six each. Warner Bros. took four; Verve, three; ABC-Paramount and Atlantic, two each, and Liberty, Roulette, Contemporary and Washington, one each. (For complete list of winners see chart on this page.)

The most interesting awards were those made to comedian Bob Newhart, who not only took top spoken-word comedy album honors but also walked off with the "Album of the Year" and "Best New Artist of 1960" awards—heretofore reserved for musical performances. It was a striking illustration of the impact of comedy albums during 1960.

The Newhart award also pointed up one of the more ironic aspects of the recording industry. When the comedian was presented with the award he stressed his gratitude to George Avakian, who received NARAS' a.&r. award for cutting "Button-Down Mind" with Newhart, but who has since moved to RCA Victor as pop a.&r. topper. Newhart praised Avakian for keeping "the dirty parts out"; then cracked, "And he lost his job! That's the amazing thing."

Pic Themes Score

Movie and TV themes also

played a prominent role in the awards picture this year, another reflection of a big 1960 trend. "Exodus" was voted "Song of the Year." "A Summer Place" by Percy Faith took "Record of the Year" honors. Henry Mancini's "Mr. Lucky" disk was acclaimed as "Best Dance Orchestra" and "Best Arrangement."

Several awards went to artists who have since moved to other labels. For example, Eydie Gorme and Steve Lawrence, who won as "best vocal group" for their ABC-Paramount album "We Got Us," are now with United Artists. Jo Stafford (Darlene Edwards—best comedy performance—musical) left Columbia to join Capitol. Norman Luboff (best performance by large chorus) moved from Columbia to RCA Victor. Ray Charles, who left Atlantic to join ABC-Paramount, won his awards for performances on both labels.

One of the most surprised winners was Bob Bialek, a Washington record retailer, and manufacturer of Off Beat and Washington Records, which produced the documentary-spoken world winner "Franklin D. Roosevelt — FDR Speaks." The album was up against some strong competition from the majors in this category.

New York Program

The New York Chapter of NARAS held its awards dinner in the Grand Ballroom of the Astor Hotel this year, and most traders agreed that the affair went more smoothly than it did last year. However, those sitting in the back of the ballroom complained that the proceedings were practically inaudible at times.

Entertainment at last Wednesday's (12) dinner included Paul

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Accolading Runs Slick as Paint

By LEE ZBITO

HOLLYWOOD — More than 500 music industry figures here attended the third annual awards banquet of the National Academy of Recording Arts and Sciences held Wednesday (12) evening in the Crystal Room of the Beverly Hills Hotel, Hollywood, birthplace of such award affairs as the movie Oscars and television's Emmies, rarely if ever had witnessed as smooth and tightly knit a presentation event as this year's "Grammy" awards.

It went off unmarred by lengthy acceptance speeches, winners' tears of joy and the loser's obvious discontent which tend to plague all awards events. Thirteen sets of presenters, all foremost names in the music and show business realm, added luster to the occasion. They handled their duties with ease and dispatch, never permitting the affair to lose its up-tempo pace.

Mort Sahl served as emcee, keeping his "sahly" political quips to a minimum, and leaning more on his hi-fi routines and impromptu trade gags. He was in rare form, adding immeasurably to the evening's enjoyment.

Particularly noteworthy in the evening's array of presenters was the appearance of Rudy Vallee who teamed with Gogi Grant to hand out awards for the best comedy performance (musical), best spoken word (other than comedy), and the best show album. Vallee, the dean of the disk sellers, introduced himself to the crowd as "the Pat Boone of the Stone Age."

Louella Parsons and Jimmy McHugh teamed as presenters for the best sound-track album. The presence of Miss Parsons added a touch of filmland importance to the event.

Benny Carter and Peggy Lee handed out the awards for the best engineering on a popular recording. Miklos Rozsa and Sally Terri presented awards for the best musical choral recording, the best classical opera, and the best classical orchestral album. Andre Previn and his wife, Dory Langdon, handed out Grammys for the best original-cast album (movie or TV), best novelty engineering, and the best performance by a chorus. Lawrence Welk and Margie Rayburn shared in presenting Grammys for the best folk performance, spoken word comedy, and orchestral recording (not for dancing).

Roger Wagner and Marni Nixon presented classical awards (for concerto engineering a classical disk, and classical chamber music). Jo Stafford and Paul Weston handled the best female vocalist single, jazz solo or small group, and the song of the year awards.

Margaret Whiting, teaming with Elmer Bernstein, took the loughair jawbreakers in easy stride as she read the nominations in awarding Grammys for the best classical solo, best contemporary classical composition, the best classical vocal soloist, Mickey Katz and Sara Berner filled in for Spike Jones and Helen Graco (eleventh hour cancellations), honoring the best male vocal single, jazz (large groups), and best new artists' awards.

Neal Hefti and Frances Wayne appeared to honor the best female vocalist, best rhythm and blues, and best pop single artist performance. Bobby Darin and Giselle MacKenzie honored the best ar-

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MUSIC AS WRITTEN

New York

Don Costa left for the West Coast last week to wax new singles and albums with United Artists names Eydie Gorme, Steve Lawrence and Ferrante and Teicher. . . . New Cincinnati distributor for Candid is Cosnat Distributors. . . . Warbler Bill Darner has started his own label with Jules Miron called Portrait. First release features through Angela Martin. . . . Darnell and Miron also have a management firm and are handling Brooks Arthur and Judy Scott. . . . Cleffers Buddy Kaye and Phil Springer have written, produced and arranged record sessions for Sam Harkness on Colpix and Jerry Jackson on Kapp. . . . American Music Guild of Washington has started its own label, Guild. Firm is a subsidiary of Space Tone Electronics and also operates a subscription club for phonos and records.

Colbert-La Berge Management has signed Dietrich Fischer-Dieskau. . . . Leonard Bernstein has established the endowment for a full tuition scholarship to be awarded annually to a music student at Brandeis University. . . . The Cantor's Assembly of America is starting an annual program of commissions to composers of synagogue music. Mills Music will publish the works. Mills Music chief Jack Mills has secured the rights to the tune, "The Song of the Rain," which is featured in the new French flick, "The Cow and I." It will be waxed by Roger Williams. English lyrics to the tune are being written by Mitchell Parish. . . . Bob Rolontz

Chicago

The record industry was well-represented at the National Premium Buyers' Exposition at Navy Pier last week (10-13) with active participation from RCA Victor, Capitol, Columbia and Tops. Tradespeople attending were: Robert J. Clarkson, Irwin Tarr, C. K. Crumpacker and Don Burkheimer, RCA Victor; Herbert I. Sachs and Bud Hardin, Capitol; Al Shulman, Dick Hatter, George Kling and Norman Dolph, Columbia, and Sam (Gordon) Strenger and Larry Finley, Top Records. . . . The Ermine and Witch labels of the Erman Record Company, headed by William Erman, have been revitalized and will now be distributed nationally, with M.S. Distributing handling both labels out of Chicago.

Jack Barthel, personal promo man, heads a newly formed record company here, Deer Records, Inc., with Martin Zajak and Frank R. Novy acting as vice-president and secretary. The firm's first release was penned by Ron Romay and Henry Olympia, and recorded by Len and Judy Strolling, local brother and sister duo. Barthel has named Arnold Distributing, headed by Morris Price and Jerry Yablon, as Deer's Chicago distributor. He'll soon visit Detroit, Philadelphia, Minneapolis, New York, Cincinnati, Houston, Pittsburgh and the West Coast to line up distributors in those areas.

Sig Sakowicz presents a "Salute to Roger Williams" on his WGN show (11:05-12 midnight) tonight (17). The pianist is set for a concert at Mundelein College Friday (21) with proceeds from the show, sponsored by the Chicago Catholic U. Club, going to assorted charities for blind and deaf children. The booking of Williams is quite a coup for Chicagoan Marilyn Tarson, who's handling publicity for the event. . . . Stan Pat, RCA Victor's Midwest promo head, hits the road this week with pianist Peter Nero. They'll be doing the radio and TV circuit in Chicago, Milwaukee and Minneapolis. Pat's next junket is with Al Hirt, trumpeter, beginning April 23.

Nick Biro

Cincinnati

Jack Pierce has left C. C. Records here, where he headed up the firm's one-stop operation, to join Joe Westerhaus's Royal Distributing Company, where he will set up a new one-stop department. He will work under the guidance of Royal's general manager, Harold Hoffman. Pierce's duties at C. C. Records are being split between Sam Davis, who returns to C. C. after a brief absence, and Wray Williamson, a newcomer to the firm. Latter has been sales manager in the Pittsburgh and Cleveland sectors for Mobile Records of Ohio. Before joining C. C., Davis was with Harry Carlson's Fraternity Records here.

Bob Braun, WLW deejay and a regular member of Ruth Lyons' "50-50 Club," heard Monday through Friday, 12 noon to 1:30 p.m., over the Crosley Broadcasting's four-city TV network via WLW-T here, has a release coming up late this week on Miss Lyons' own Candee label. The A side is "Til Tomorrow," from "Fiorello"; flip is a ballad, "There's No Place Like Home," written by Miss Lyons. Also skedded for early release on Candee is "I'm Coming Home, My Baby," a Miss Lyons original as done by Bonnie Lou, another Crosley Broadcasting personality. . . . Lee Fogel, who until recently had his own comedy show on WCPO-TV here, has joined Cosnat Distributing here to handle publicity and promotion.

Jerry Weiner, RCA Victor record chief, and his Gal Friday, Julie Godsey, are putting in most of this week squiring three of the label's artists about the local radio and TV stations. Van Cliburn comes in Monday (17) for the Artist Series; Al Hirt arrives Wednesday (19), and pianist Peter Nero, new on the RCA Victor books, stops off Thursday. All are skedded for guest shots on the Ruth Lyons "50-50 Club" TV-er. Weiner and Miss Godsey report the three most active tunes on their books at the moment as "A Dollar Down, a Dollar a Week," by the Limerickers; "Buttons and Bows," by Don Robertson, and "Wooden Heart," by Elvis Presley.

Harold L. Hays, president of K&H Records, Columbus, Ohio, is employing a four-stage, promotional-mailing campaign, covering approximately 1,900 deejays, program directors and radio stations in 19 markets, to launch his label and its initial

NARAS WINNERS

- Record of the Year—"Theme From A Summer Place," Percy Faith (Columbia)
 Record of the Year A.&R. Award—"Theme From A Summer Place," Ernest Altschuler
 Album of the Year—"Button-Down Mind" Bob Newhart (Warner Bros.)
 Album of the Year A.&R. Award—"Button-Down Mind," George Avakian
 Song of the Year—"Theme From Exodus," Ernest Gold
 Best Vocal Performance, Single Record or Track, Female—Ella Fitzgerald, "Mack the Knife" (Verve)
 Best Vocal Performance, Album, Female—Ella Fitzgerald, "Ella in Berlin-Mack the Knife" (Verve)
 Best Vocal Performance, Single Record or Track, Male—Ray Charles, "Georgia on My Mind" (ABC-Paramount)
 Best Vocal Performance, Album, Male—Ray Charles, "Genius of Ray Charles" (Atlantic)
 Best Arrangement—Henry Mancini, "Mr. Lucky" (Victor)
 Best Performance by a Band for Dancing—Count Basie, "Dance Along With Basie" (Roulette)
 Best Performance by an Orchestra (Other Than for Dancing)—Henry Mancini, "Mr. Lucky" (Victor)
 Best Performance by a Vocal Group (A vocal group is defined as one that contains from two to six people)—Eydie Gorme-Steve Lawrence, "We Got Us" (ABC-Paramount)
 Best Performance by a Chorus (Seven or more persons)—Norman Luboff Chorus, "Songs of the Cowboy" (Columbia)
 Best Jazz Performance Solo or Small Group—Andre Previn, "West Side Story" (Contemporary)
 Best Jazz Performance Large Group—Henry Mancini, "Blues and the Beat" (Victor)
 Best Classical Performance Orchestra—Reiner-Chicago Symphony, Baritone: "Music for Strings, Percussion and Celeste" (Victor)
 Best Classical Performance, Vocal or Instrumental, Chamber Music—Laurindo Almeida, "Conversations With Terri, Ruderman, Lurie" (Capitol)
 Best Classical Performance, Concerto or Instrumental Soloist—Richter-Leinsdorf, "Brahms Piano Concerto No. 2" (Victor)
 Best Classical Performance, Instrumental Soloist or Duo (Other Than with Orchestral Accompaniment)—Laurindo Almeida, "The Spanish Guitars of Laurindo Almeida" (Capitol)
 Best Classical Performance, Vocal Soloist—Leontyne Price, "Leontyne Price Recital" (Victor)
 Best Classical Opera Production—"Turandot" (Capitol)
 Best Classical Performance, Choral (Including Oratorio)—Sir Thomas Bateham, "The Messiah" (Victor)
 Best Contemporary Classical Composition (First released from September 1, 1959, to November 30, 1960)—Copland: "Tender Land Suite"
 Best Sound-Track Album or Recording of Music Score From Motion Picture or Television—"Exodus" (Sound Tracks) (Victor)
 Best Sound-Track Album or Recording of Original Cast From Motion Picture or Television—"Can-Can," Frank Sinatra (Original Cast) (Capitol)
 Best Show Album (Original Cast)—"Sound of Music" (Columbia)
 Best Comedy Performance (Spoken Word)—Bob Newhart, "Button-Down Mind Strikes Back" (Warner Bros.)
 Best Comedy Performance (Musical)—Jonathan and Darlene Edwards, "Jonathan and Darlene Edwards in Paris" (Columbia)
 Best Performance, Documentary or Spoken Word (Other Than Comedy)—"Franklin D. Roosevelt—FDR Speaks" (Washington)
 Best Performance by a Pop Single Artist—Ray Charles, "Georgia on My Mind" (ABC-Paramount)
 Best Country and Western Performance—Marty Robbins, "El Paso" (Columbia)
 Best Rhythm and Blues Performance—Ray Charles, "Let the Good Times Roll" (ABC-Paramount)
 Best Performance, Folk—Harry Belafonte, "Swing Dat Hammer" (Victor)
 Best Album Created for Children—"Let's All Sing With the Chipmunks" (Liberty)
 Best Engineering Contribution, Classical Recording—"Spanish Guitars of Laurindo Almeida," Hugh Davies (Capitol)
 Best Engineering Contribution, Popular Recording—"The Greenwich Song Book" (Ella Fitzgerald, Louis P. Valentin) (Verve)
 Best Engineering Contribution, Novelty—"Psycho Blues," John Krums (Capitol)
 Best Album Cover—"Latin a la Lee" (Peggy Lee, Marvin Schwartz) (Capitol)
 Best New Artist of 1960 (A release under own name prior to September 1, 1959)—Bob Newhart (Warner Bros.)
 Best Jazz Composition of More Than Five Minutes Duration—"Sketches of Spain," Miles Davis-Gil Evans

NIGHT CLUB REVIEW

Newhart Puts on Fine Show

Bob Newhart tried out some very promising new material for a forthcoming album release during his concert in Chicago last week, but in the main the more familiar routines from past albums comprised the bulk of the program and drew the most laughs.

Such old favorites as "The Retirement Party," "Abe Lincoln's Press Agent," "The Wright Brothers," and "The Griper in the Revolutionary Army," seemed as popular last week as they were when originally introduced—some as long as two years ago.

One of the funniest of the new bits consists of a professor's running commentary on a travelog. The "film," opening in the Harbor of Sevastopol (where the professor's wife develops dysentery), takes him through a series of seven "lost cities"—the custom in one of which is for the natives to offer the travelers a wife for the evening. The professor explains: "This isn't the custom in our country—but when in Rome . . ." and the trip doesn't get much farther.

Other new bits which were well-received included a welcome address to new employees given by the personnel director of a large corporation, and some twisted endings to popular TV commercials:

Dentist to patient: "You have a lot of cavities, you should brush your teeth after every meal."

Patient: "But, Doctor, I can't carry a toothbrush around all day."

Dentist reflects. Replies: "Oh hell, that's right."

The show, throughout, is very well done. Newhart retains the excellent timing, droll humor, and almost remarkable ability to completely underplay a scene. His relaxation and freshness is perhaps even more remarkable in view of the fact that his current concert tour, which winds up in May, covers some 68 appearances in 16 weeks.

The performance runs about two hours (with a short intermission) and moves surprisingly fast.

Part of the credit must go to local deejay Dan Sorokin for his very able emceeing. Sorokin, who penned the liner notes on both Newhart albums and is said to have discovered the comic, shows a great deal of empathy and understanding for him, besides being a pretty funny guy in his own right.

An even bigger part of the plaudits goes to the Chad Mitchell Trio Plus 1, who break up the program with some excellent folk-singing. Despite the plethora of the folk music around today, they manage to sound fresh and interesting. This group does some traditional Russian and Irish material, some humorous bits like "Lizzie Borden," and "Dr. Freud," and some of the more familiar folk stand-bys that are always good. The trio even does a bit with Newhart whistling that should be taped.

In the main, however, the show belongs to the little guy, slightly balding, who says he could never make it as an accountant because his theory was if you came within a couple of bucks, it's fine. And most of the Newhart fans say thank goodness for that.

Nick Biro.

talent group, Bill Maxted's Manhattan Jazz Band. The promotion highlights a slew of novel attention-getters.

Bill Sachs

Hollywood

Dorothy Freeman's Buckeye Record Distributors (she was formerly with Cleveland's Benart Distributors) has been assigned to handle the Canadian-American label in this area. The six-month-old firm also handles the Hickory, Caprice, Shasta and Nomar lines. . . . Neal Hefti has returned from Las Vegas where he conferred with Harry James, now appearing at the gaming spa's Flamingo Hotel. Hefti will pen a dozen original tunes for James' forthcoming MGM album. In addition, Hefti will arrange his own originals for the James aggregation and supervise the recording sessions. . . . Randy Wood and Irving Townsend had a run-in, thereby marking the first meeting of the Dot Records' president and Columbia Records' Coast artist and repertoire chief. It all happened when Dot's Wood stopped his newly delivered car at an intersection and was rammed by the vehicle behind him, Columbia's Townsend was its driver. There are approximately one-and-a-half million cars on L. A.'s streets in case you're wondering what the odds were on that run-in.

Three-time Academy Award winner Miklos Rza (latest for the "Ben Hur" score) was presented a bronze plaque by the Audio Engineering Society for his "work as an outstanding composer-conductor devoted to creating the finest music as a dramatic element in motion pictures." Award was made during the joint Institute of High Fidelity Manufacturers-Audio Engineering Society banquet at the Coconut Grove.

RCA Victor's Neely Plumb produced a Jerry Holmes session (third for the 24-year-old singer in a month) with Jimmie Haskell conducting the accompaniment. . . . Three first's were racked up during a Frankie Avalon Chancellor recording session here last week: it was Avalon's first disk session on the Coast, his first with a big orchestral backing (40-piece aggregation), and it was Russ Faith's first a.&r. assignment since he succeeded Peter De Angelis as Chancellor's a.&r. head.

Stereomonic process, touted as a successful means of producing a compatible stereo and monaural disk, was acquired as part of the assets of Sound Enterprises, Inc., when the newly formed International Sound, Inc., purchased the firm. International's owners include Motion Picture Producer's Association Vice-President Charles A. Boren, serving as the recording studio firm's board chairman, and Microsound, Inc., President Richard A. Livingston as International's president. Lee Zhitto.

Boston

Steve Allison, former Boston deejay, is running for AGVA national convention delegate from the Washington area. Boston candidates are Charlie Brett, Kenny Carroll, Norm Crosby, Bob

(Continued on page 8)

TALENT TOPICS

NEW YORK

Ray Charles will be heard in concert at Carnegie Hall, New York, April 30. He will perform with a 16-piece orchestra. . . . Ertha Kitt is in the Persian Room of the Plaza Hotel, New York. . . . Johnny Smith is opening a guitar center in Colorado Springs, Colo. He will continue to record for the Roulette label. . . . Dion opens at the Casino Royal, Washington, April 17.

Ella Fitzgerald is at the Basin Street East, New York, to remain through April 30. . . . A new series of outdoor jazz concerts will be held at Old Forge in New York's Adirondacks this summer. First concert will take place July 1 and will star George Shearing. On July 2 Cannonball Adderley and his combo will be featured. Michael Damsky is handling the concerts for Upstate Artists of Utica, N. Y.

Erroll Garner to play a concert at the Philadelphia Academy Friday (21) for the benefit of the Philadelphia Inquiries charities. . . . Concert organist Richard Ellasser has signed a long-term pact with Kapp Records. . . . Italian Song Festival to be held at Carnegie Hall to mark the Italian Unity Centennial will star singer Claudio Villa. . . . Gloria Lynne and the Earl May Trio will top the bill at the Academy of Music in Philadelphia Sunday (30). The Modern Jazz Quartet plays two concerts, one in M. I. T. in Boston (22).

Bob Rolontz

HOLLYWOOD

Rudy Vallee joined the local NARAS chapter. . . . Holland's pianist-singer Pia Beck debuts at Hollywood's Le Crazy Horse. . . . The Eligibles and the Bud Shank Quintet, packaged as "Jazz and Voices," returned from an Arizona University date to appear here in a Saturday (15) concert. . . . Liberae's booking include Freddie's Cafe in Minneapolis (April 20-29), Blinsturb's in Boston (May 1-7), St. Louis' Chase Hotel (11-20), the Los Angeles Home Show (June 1-

4), the Salisbury Beach (Mass.) Frolics Club (June 30-July 8), Lake Tahoe Harrah's Club (July 20-August 2), The Clay (N. Y.) Three Rivers Inn (11-19).

Dimitri Tiomkin will conduct before England's Queen Elizabeth and the royal household on Thursday (27) as part of a Columbia Pictures command screening of its "The Guns of Navarone" film at London's Odeon Theater. . . . RCA Victor's Limelights are booked for solo concert appearances in Berkeley, Calif. (May 5), San Francisco (6), Sacramento (7), and San Jose, Calif. (9). Victor will record the comedy and folk-singing trio live during their San Francisco and Berkeley performances. . . . Bob Grossman completed a four-week Eastern trip promoting his Eureka LP, "Cosmo Alley Presents Bob Grossman." He returns to Hollywood to play a two-week stand at Sunset Strip's The Unicorn.

Decca's Brenda Lee has extended her Northwest tour into Canada and Alaska, hitting Spokane (April 17), Anchorage (19), Fairbanks (20), Elmendorf Air Base (21), Juneau (22), Ketchikan (23), Prince Rupert (24), and Prince George (25).

Lee Zhitto.

CHICAGO

Songstress Helen O'Connell bows at Mister Kelly's tonight (17) for a three-week engagement. This is her first night club date since returning from her Australian tour. Also on the bill is Barbara Gilbert, singing comedienne who made her club debut at New York's Blue Angel just a few months ago. . . . Pianist Harold Quinn brings his trio to the London House Tuesday (18) for three weeks. . . . Ernestine Anderson (Mercury) has a one-week stint set for the Regal Theater beginning Friday (21). . . . The Plattners are currently appearing at Pittsburgh's Town House. Booking was handled by Bert Block, International Talent Association, who handles the

college dates for the Kingston Trio and the Brothers Four.

Oscar Brown Jr., who opened at the Birdhouse here last week (12), terms his forthcoming Broadway musical "Kicks & Co.," a "morality play with a sense of humor." Brown, who started his singing career at New York's Village Vanguard and Apollo Theater, is set to appear at San Francisco's hungry i in May. He's now at work on an opera, tentatively titled "Slave Chant" in which he'll use one of his tunes from his Columbia LP ("Sin and Soul").

Comedian Del Close, on the bill with Brown at the Birdhouse, is scheduled to cut a Mercury LP at the Gate of Horn. Close, who's also recorded on Columbia, Hanover and Offbeat, will be in the cast of Jules Pfeiffer's satirical musical comedy "The Explainers," set to open the Playwrights Theater May 9. This latest addition to Chicago's night scene is "sister" to the famed Second City and will be located next to that boîte. . . . Folk singer Bob Grossman, who recently returned to the West Coast from a four-week Eastern promo trip, opened last week at the Buddha Club, Oklahoma City. From there he'll go to Hollywood's Unicorn for a two-week return engagement May 2. . . . The Voyagers (Ensign), folk-singing duo, recently appeared on Jack Hilton's WGN-TV "Spin Time" and are working local clubs nightly.

Ray Charles met with a swingin' SRO response to his two-night concert at the McCormick Place last week. He lauded the Windy City as the "home of jazz," adding that he decided to initiate his tour from here for that reason. . . . Organist Dan Johnson Kandy opens at the Wells Fargo Lounge, Moline, Ill., tonight (17).

Gloria Manlong

PITTSBURGH

Pianist Peter Nero, a newcomer to RCA Victor, will visit Pittsburgh

(Continued on page 48)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Jerry Cope winds up a six-month hitch with the Marines April 24 and resumes with his Trailblazers under the personal management of Jim Gemmill, Richmond, Va., booker. Jerry and his group, with Barbara Allen, launch their outdoor season at the Willow Street, Pa., Carnival June 3. The Cooke & Rose office, Lancaster, Pa., also has them set for the Tazewell, Va., Fair; the Brookfield, N. Y., Fair, and the Surry County Fair, Mount Airy, N. C. . . . Shirlee Hunter, absent from the country music scene for several months, is back in operation and working out of the Jim Gemmill office. . . . Ray Priece and His Cherokee Cowboys and the Green Valley Quartet are set for Carlton Haney's "New Dominion Barn Dance" at the WRVA Theater, Richmond, Va., Saturday and Sunday, April 29-30.

The Wilburn Brothers, Ted and Doyle, have just completed a 10-day tour through the Southern States for Martha White Mills and the Pet Milk Company and are set for next Sunday (23) in Lima, Ohio, in a show sponsored by the Lima

Jaycees. On May 8 the lads open at the Flame Club, Minneapolis, for a six-day stand. Their newest on the Decca label is "The Legend of the Big River Train." . . . Within three weeks, Betty Sue Perry, songwriter with Sure-Fire Music Company, Nashville, has had three of her tunes released by three different labels, namely "Our Timing's Wrong," by Tom Tall on Decca; "Touch of Heaven," by Jimmy Strickland on Davco, and "All in the Name of Love," by Jenny Jamison on Gateway.

Friday, April 28, marks something of a homecoming for fancy guitarist Les Paul when he hops into Springfield, Mo., for a guest appearance on NBC-TV's "Five-Star Jubilee," along with frau Mary Ford. Thirty years ago this month, Les applied for a job at a Springfield radio station operated by pioneer broadcaster Ralph Foster and was entered on the station's payroll as Rhubarb Red. This Friday's (21) "Five-Star Jubilee" is captained by Snooky Lanson, with guests Fran Allison, Pee Wee King and Redd Stewart. . . . Deanna Wakely,

daughter of country singer Jimmy Wakely, was married in Burbank, Calif., April 15, to CBS-TV publicity man George Vescio.

Faron Young made a guest shot on the Dick Clark TV-er April 10 to plug his new Capitol release, "Hello, Walls." . . . Line-up of Jim Reeves' Blue Boys comprises Dean Manuel, piano; Leo Jackson, electric guitar; Mel Rogers, drums, and James Kirkland, bass. . . . Hank Snow, who was originally slated to kick off a trans-Canada tour May 15, has delayed the take-off until June 15, with Halifax, N. S., the starting point. Hank is also carded for an overseas appearance this year. . . . The Jim Denny Artist Bureau, Nashville, announces the signing of Billy Walker to an exclusive management pact. The firm also reports that Wilma Lee and Stoney Cooper are now clearing all dates through that office.

"Cowtown Hoedown," which formerly originated from the stage of the Majestic Theater, Fort

(Continued on page 48)



DON COSTA

AND HIS ORCHESTRA
HITS THE BULLS EYE



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THE WAY
WITH LOVE"**

**MAGNIFICENT RECORDING!
HAUNTING MELODY!
FANTASTIC ARRANGEMENT!**

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INTERNATIONAL MUSIC CALENDAR GOES ON SALE

WASHINGTON—The international music calendar for 1961, just released by the President's Music Committee of the People-to-People Program, lists over 10,400 musical events taking place in over 1,000 world cities in 98 countries. Mrs. Jouett Shouse, committee chairman, notes that this is the only comprehensive compilation of world music and dance activity, and includes everything from jazz to opera performances, competitions and festivals.

The 228-page international music calendar for 1961, and the separate calendar of music activities in the U. S., may be obtained for \$2 a copy post-paid from the President's Music Committee, 734 Jackson Place, N.W., Washington 6, D. C.

RHODE ISLAND PHOENIX

Newport Jazz Fiesta Set for 1961 Flight

NEW YORK—Contracts were signed here last week insuring the revival of the Newport Jazz Festival. Contrary to earlier reports, the Festival will not be handled by a Boston combine but rather by a New York producing team consisting of Sid Bernstein, John Drew and Abe Margolies.

The three-man group signed a contract with an independent group of Newport businessmen who recently formed Music at Newport Inc., sponsoring group to be known simply as MAN. This was regarded as fitting nomenclature in view of the nature of the event.

A spokesman for MAN noted that the event will feature four evenings and three afternoon performances June 30 through July 3. The producing firm last week turned over a check for \$10,000 to MAN, which in turn indorsed it over to the city of Newport. The sum was earmarked for extra police protection to avoid any possible recurrence of last year's disastrous riots.

It was also stressed, that in this year's operation, ticket booths will

British Decca Balks at Adding New Disk Labels

Townsley Cites General Trade Dealer Resistance to Unproven Firm Brands

LONDON — British Decca has set a firm face against sponsoring any new labels in this country. The firm is unperturbed at losing the United Artists affiliation for this reason, although Decca claims a split label credit, double logo, deal was offered similar to that apparently forthcoming from EMI. Not all British firms feel the same way, however, and at least two—Pye and Philips—are planning new labels.

"Americans seem quite uneducable on this point," stated Decca executive W. W. Townsley. "We are wondering if they are in the record business to sell disks or a name. They cannot understand the resistance in the trade, particularly by the dealer, to new labels. After

one hit, some U. S. firms seem to think they are ready for their own logo. It does not work like that here.

"There are enough labels already. We have worked hard for many years to establish a sound, thriving record industry. Potentially unstable concerns can only do harm. We cannot encourage anyone to set up here until they are thoroughly proven. This would obviously apply to a major label established for a long time.

"Dealers have the haunting fear of purchase tax, which they have to pay and it inhibits their buying. We are in their hands. Each new label means an increased stock and they are reluctant to accept the additional burden. New American disks can be integrated on the established London line. We understand a U. S. label wanting its own trade-mark, particularly if connected with a film company which has already created a public image. On the other hand, launching a new label involves considerable expense. Such contracts are often limited to three or five years and the loss of that initial period can be considerable."

Townsley pointed out that Decca closed down its Felsted label here last year although it is maintained in the U. S. Disks are released through London, which handles most of Decca's business with U. S. indie labels. "We feel that both trade and consumers, both here and in Europe have come to regard London as a hit label," he added.

United Artists, Townsley said, had been offered a split logo deal when the contract came up for renewal. Decca has a similar arrangement with Atlantic—the label appears as London-Atlantic. "We were under the impression that the split logo arrangement was acceptable to UA," he went on. "We had not been told officially that it was moving to EMI when we read it in BMW. We had represented UA in Britain from its inception three years ago and spent a lot of money in promoting its artists and material—as is essential with any new label. It seemed a strange way of ending the contract—certainly not our way of doing things."

The Decca - United Artists pact ended Friday (14). The contract apparently allows the British firm to market disks pressed prior to that date for a further six months.

EMI is currently planning its first release under the new pact. The deal had been concluded at such short notice that there may be delay while a new schedule is set up. The disks will be released as part of the HMV series with the UA and HMV logos side-by-side. Verve also gets a similar credit.

Official comment from EMI executives was not forthcoming on the future implications of the move. However, it is obvious that some existing affiliations will at some stage seek similar credit. The general view was that each case would be treated on its merits.

Quite independent of the UA switch, Pye Records launched a new label, called Piccadilly, for English artists. Such releases have been confined to the main Pye label in the past but it was felt that the roster had now outgrown itself. Piccadilly will concentrate on lease-tape deals at first, but then develop its own contract artists. Manager of the new label is Ian Ralfini, who also administers

be located some distance from Freebody Park as will parking lots, to avoid the possibility of ganging up at the admission gates. There will also be a clamp down on drinking on the streets and all beaches will be lighted at night. All possible precautions will be taken to insure an orderly event.

The Bernstein-Drew-Margolies producing team will contact all performers and pay all the bills. Net profit will be split between the producers and the MAN sponsoring group with the largest share going to the producers. The share received by MAN, a non-profit Rhode Island corporation, will be turned over to charity. Beneficiaries of the money will be the youth of Rhode Island, who will be eligible for sums of the money for the furtherance of their training.

Considerable thought is being given to TV and radio coverage of the event but no final decisions have yet been made on this score. "One thing is certain, however," the spokesman said, "that Newport jazz will rise like a phoenix from the ashes, greater than ever."

RIVERSIDE STORY SPELLS PLANNED DIVERSIFICATION

NEW YORK—The emergence of Riverside Records into the ranks of pop singles with the appearance of "African Waltz" by Cannonball Adderley at No. 64 on the "Hot 100" is the result of some calculated diversification on the part of the firm's President Bill Grauer and his right-hand man Orrin Keepnews.

The company has a projected goal of \$2 million volume for this year. And reports have it that the firm will offer 25 percent of its stock for public sale in the near future. This is a far cry from its original \$1,500 investment in 1952 when it was set up by Grauer and Keepnews, who published a traditional jazz periodical, The Record Changer. At that time they took on a project of reissuing RCA Victor vault sides. This program was finally called Victor's Label "X." At the same time the pair acquired the old Paramount catalog and began issuing sides on their own Riverside banner—the name came from the telephone exchange of the company.

The label, however, really got going in 1956, for that was the year it acquired Thelonious Monk and this started the whole modern jazz catalog. This was the beginning of the diversity that has marked the line's success. Sports car disks, a humor album by Peter Ustinov, and a high-intensity promotion program to build artists' names as identified with the label have all built the company in a slow but strong way.

The core of the Riverside story still remains with jazz. And the company's power in that field has been augmented in the last two years by the selling power of Cannonball Adderley, now on the top artist on the label, and its concentration on the so-called "soul" type of playing. This has been calculated, too, for Grauer feels public interest in gospel and blues music would bring back interest in big bands.

Diversification is further borne out through the company's \$1.98

(Continued on page 10)

A POP HIT SINGLE ON



TOP MARKET BREAKOUTS

CHICAGO

EXODUS (In Jazz)

Eddie Harris, VeeJay #378

PHILADELPHIA

EXODUS (In Jazz)

Eddie Harris, VeeJay #378

BALTIMORE-WASHINGTON

EXODUS (In Jazz)

Eddie Harris, VeeJay #378

BILLBOARD MUSIC WEEK

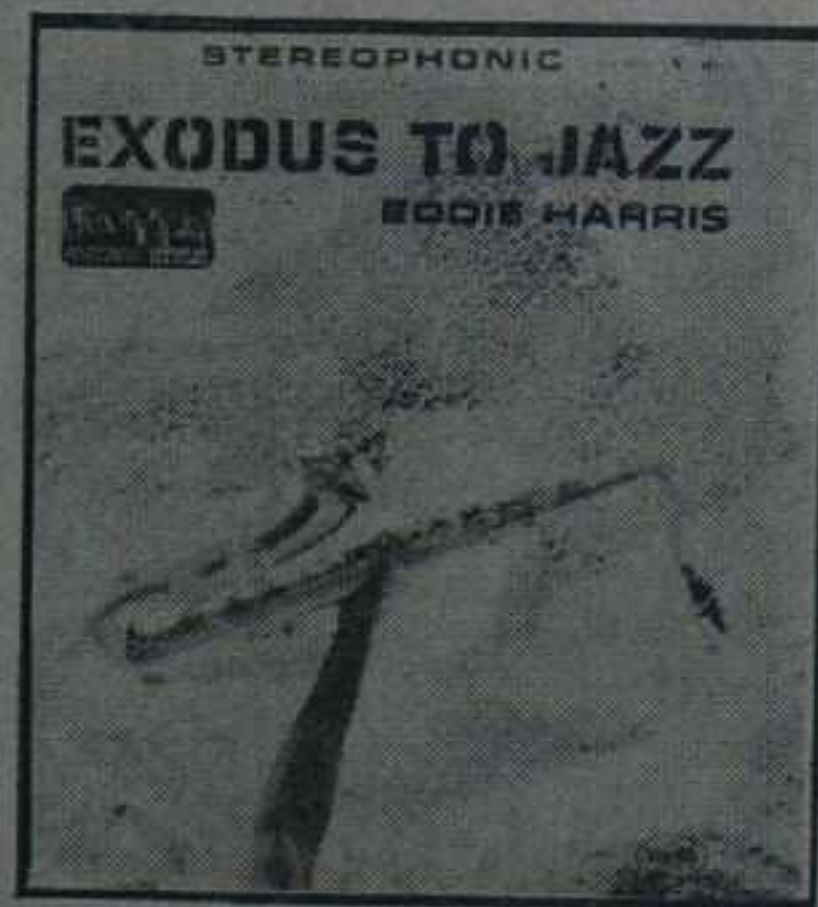
HOT 100

73

EXODUS (In Jazz) .. 1

Eddie Harris, VeeJay #378

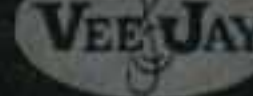
And a great Eddie Harris VeeJay LP:



EXODUS TO JAZZ-VEEJAY LP 3016

And Eddie Harris is currently at the Show Boat, Philadelphia, until May 1, with two weeks at the Birdhouse, Chicago, starting May 24. Exclusive booking by Shaw Artists Corp.

DJ'S: WRITE FOR FREE SAMPLES TO:
RECORDS, DEPT. B.



1449 S. Michigan, Chicago 5, Ill.

Radio, Charts, Juke Fields Reflect Trend to Vintage Disk Popularity

• Continued from page 1

a lengthy "spectacular" was programmed by a station.

Station KVIL, Dallas, started a "Golden Age of Swing" show recently as an "experimental 30-minute airer," but the program—spotlighting big band wax from the 1930's and early '40's—was so successful that it has been expanded to an hour, from 6 to 7 p.m. daily. The show has drawn so much mail that KVIL for the first time is honoring "written requests" for records.

Another new oldie program was started this month by Stanley Green, author of "The World of Musical Comedy," on WBAI, New York. Titled after his book, the show features guest interviews and rare old original cast Broadway musical albums from Green's collection plus more current show LP items.

Station KBIG, Catalina, Calif., recently revived Carl Bailey's "Biscuit Barrel," a four-hour parade of the top 78 r.p.m. pop disks of the last 40 years. The program, which has been off the air for several years, is now aired on Sundays from 10 a.m. to 2 p.m.

One of the oldest oldie record shows is "The Old Timers Show," on WDOK, Cleveland, Saturdays, from 10:30 a.m. to 1 p.m. Specializing in the big band era of the 1930's and '40's, the program was started in 1953, and, reports program director Norman Wain, "has been on the air with heavy sponsorship ever since." Bill Reid—now an advertising exec—was the original emcee. Howie Lund handles the show today. Wain notes that the program "was one of the few shows that remained on the air when we switched to 'good music' programming back in 1957—simply because of its large following."

"More and More"

Commenting on Billboard Music Week's earlier stories on the "oldie trend," Richard D. Heist, program director of WNPV, Lansdale, Pa., writes: "All I can say is more, more and more." Station WNPV, which went on the air in October, 1960, features a "basically big bands" music policy, notes Heist, "interspersed with only good pop vocals—absolutely no rock and roll." A few new bands, such

as Bill Holman, are featured along with orks of the "Goodman, Shaw and Basie idiom."

"The Wax Museum" on WNPV specifically dedicated to "vintage sounds" from the '30's and '40's—both vocal and bands. "We find, surprisingly enough," writes Heist, "that our sales are soaring, particularly for a new station. The general feeling from competitive stations here in the suburban Philadelphia area, prior to air time, was that we would either change format within a month, or go out of business. Within six months we were in the 'blue' and sales are getting better all the time."

Listeners to WRCV, Philadelphia, recently endorsed the station's "Big Band" programming policy, with 11,624 cards and letters in an eight-day period. The mail was sent in response to the station's request for listener reaction to the format, which was adopted by WRCV in January, 1960. No prizes or other incentives were offered. Some listeners, reports manager Dick Paisley, even enclosed checks to insure continuance of the "sane music" programs. All such monies have been returned. A surprisingly large amount of the mail, said Paisley, "is from teen-agers who have abandoned rock and roll and are 'discovering' big band music."

Victor Captures

• Continued from page 4

Anka, the Modern Jazz Quartet, Bill Dana, Manny Alban's ork, the Hank Jones Quartet and Count Basie. Dana registered the strongest with a hilarious tradey take-off on a Swedish sound engineer.

Presenters of awards included Nat King Cole, Diahann Carroll, Dorothy Collins, John Hammond, Henry Fonda, Jill Hayworth, Anna Moffo, Bob Newhart, Peter Ustinov, Ben Selvin, John Stevenson. Ustinov scored highest here with a funny German accent-intro routine. Veteran record executive Ted Wallerstein added a historical note as toastmaster, while NARAS Executive Secretary Lillian Tookman easily won as "hardest behind-the-scenes worker."

MUSIC AS WRITTEN

• Continued from page 5

Haley, Billy Kelly, Bill Kincaide, Eddie LaVerne, and one young lady—Virginia Haner. . . Kincaide finished a strong fourth in a recent Winthrop election for selectmen. . . Jerry Scher of London Records reports an unusual song going over big here. It's "Clap 'n' Sing" by Edmundo Rox. . . Another good seller is Warner Bros. "Girl Machine" with Johnny Walsh.

Pearl Bailey told a Bostonian that she dropped \$80,000 of her savings in a revue promoting new talent. . . The Boston Show Toppers, who have held forth at the Statler Hilton here, have not only made the grade at the Edgewater Beach Hotel in Chicago, but are being held over. . . Jack Sager of Disk Distributors is throwing a party to push Larry Marvin's new record, "When I Get You Alone Tonight" at the Madison Hotel. They say the record label, TNT, fits Larry's rendition. Cameron Dewar.

Toronto

Arc Sound opened office and warehouse at 1645 Ed Laurin Blvd., Montreal, with Don Stevens as manager. . . RCA was the only record company exhibiting at the Ontario Educational Association convention. Manager Jack Feeney was in attendance to answer educators' questions. . . Columbia Record artist Isaac Stern caused a wild storm when he addressed a luncheon group at the Royal Conservatory of Music. He made comments on the lack of teaching facilities between New York and Moscow.

Columbia Records tied in heavily with window displays on Sound of Music when the show opened at the O'Keefe Center for the Performing Arts. . . Dealers in the London area played heavy displays on the Cleveland Orchestra which is participating in the Spring Festival. . . Tommy Common, who is also noted as a prominent record dealer, is to record his first album for Columbia. . . Lou Smider has done an album for Chateau Records. Harvey Allen Jr.

Kennedy to Be Guest At NAB Meet Opening

WASHINGTON — President Kennedy will participate in ceremonies opening the 39th Annual Convention of the National Association of Broadcasters here Monday, May 8, barring unforeseen emergencies. NAB President Leroy Collins will introduce the President at the general assembly of NAB delegates from 50 States. Attendance of over 2,000 is expected at the convention to be held at two hotels here—the Sheraton Park and the Shoreham.

Collins will keynote the convention, and the new Federal Communications Commission chairman, Newton N. Minow, will speak at the owner-management luncheon Tuesday, May 9. Abraham Ribicoff, Secretary of Health, Education and Welfare, will address a luncheon Wednesday, May 10, and a final banquet that night will be programmed by Broadcast Music, Inc. Separate sessions and luncheons have been set for the 15th Annual Broadcast Engineering Conference, which is being held as part of the convention.

Before the opening of the NAB sessions, the National Association of FM Broadcasters will meet Saturday, May 6, to discuss, among other things, the hoped-for decision on standards for FM multiplex stereo broadcasts. The FCC is reportedly going to try to make its choice from among the competing systems by the opening of the convention. A new president of NAFM will be elected to succeed retiring Fred Rabell (KITT-FM, San Diego, Calif.).

There will be panel discussions of FM progress and problems, May 7, with talks by Everett L. Dillard (WASH-FM), chairman of the NAB FM radio committee and

Slick as Paint

• Continued from page 4

rangement, album of the year and record of the year.

Walt Heebner, treasurer of the NARAS Los Angeles branch, served as program chairman and was in charge of the production. He acted as an off-stage announcer, naming the presenters, and repeating names of the winners for clarity's sake.

FCC general counsel, Max Paglin. Discussion will range from multiplexing to the "acute shortage of available facilities" for FM.

The convention will leave one afternoon free for all to examine the exhibits of broadcast and related equipment Tuesday, May 9.

Exhibits this year are said to exceed all previous convention displays in quantity and quality.

Preceding, and undoubtedly overlapping the NAB convention, will be the 10th annual national get-together of the American Women in Radio and Television to be held here, May 4-7, at the Statler Hilton Hotel. NAB President Collins will be guest speaker at the formal opening of the AWRT convention's May 7 banquet.

Ward Sets Frisco Distributor for Standard, Colonial

HOLLYWOOD — Guy Ward, head of DCS-W Associates, the western representatives for Standard Phone, appointed Field Music Sales, San Francisco, as the Bay area's distributors for the Standard and Colonial lines. DCS-W (Distributor Contact Service of the West) is currently lining up additional distributors for the lines in market areas not covered by Standard and Colonial.

The move, Ward said, is part of a market expansion program aimed at providing a greater sales penetration for the labels in the Western States. New distribution outlets in market areas here not now covered will be disclosed in the near future, Ward said.

The SONG of the RAIN

By PAUL DURAND, Composer of "Mademoiselle De Paris"

Theme from the new film "THE COW AND I"

ROGER WILLIAMS on KAPP

MILLS MUSIC, 1619 B'dway., N. Y. 19

on 20th FOX

ALL YOU HEAR IS BEAUTY

TOP MIDWEST RECORD PROMOTION ARTISTS

INDEPENDENT RECORD COMPANIES

PUBLISHERS

Contact Mary Clinton & Jack Ferris CLINTON & FERRIS ASSOCIATES 7757 So. Aviston Ave., Chicago 19, Ill. Regent 4-8724

NEED SONG THEMES!

Will send 7 to 12 song themes monthly for \$50 to limited membership. Send in one-hour tape of your work, including background and type of themes you are interested in.

MUSIC THEMES 10712 E. Ridgeway Chicago 55, Ill.

presenting

MORTY CRAFT'S NEW LABEL

SEVEN ARTS RECORDS



See Page 32 for New Releases...



DECCA[®]
 CONTINUES ITS
PARADE
OF HITS!

LIKE A FOOL

31239

Bob Beckham

and currently moving up the charts...

SINCERELY, YOUR FRIEND	BENNY JOY 31199
----------------------------------	--------------------

I FALL TO PIECES	PATSY CLINE 31205
----------------------------	----------------------

WELCOME HOME	SAMMY KAYE 31204
------------------------	---------------------

THREE HEARTS IN A TANGLE	ROY DRUSKY 31193
------------------------------------	---------------------

LA PACHANGA	AUDREY ARNO 31238
-----------------------	----------------------

DECCA[®] RECORDS

**ATLANTIC'S NEW
JAZZ SINGLES
A BIG HIT!**

**John Coltrane
"MY FAVORITE
THINGS"**

(PARTS 1 & 2)
5012



Milt Jackson

(Orchestra Conducted by Quincy Jones)

"THE CYLINDER"

b/w

"MAKIN' WHOOPEE"

5011



Herbie Mann

& His Afro Jazz

"WALKIN'"

(PARTS 1 & 2)

5010

ATLANTIC RECORDS

1841 Broadway, New York 23, N. Y.

NEW TEENAGE ROCK 'N ROLL STAR



**RAY
PHILLIPS**

singing

"LOVE TO LAST"

STARTING TO MOVE!

b/w **"SAY NOW"**

BOYD 3039

BIG ACTION ON ALL THE COUNTRY CHARTS

SONNY MILLER

singing

"THROUGH THAT DOOR"

b/w **"LONESOME OLD CLOCK"**

BOYD 3297

Boyd® Records

1408 N.W. 128th St., Oklahoma City, Okla.

A GREAT NEW INSTRUMENTAL
TRUMPET IN PARIS

ABBY HOFFER'S TRUMPETS

AMY #819

AMY RECORDS • 1650 Broadway, New York, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

**Capitol Hill
Toasts Radio**

WASHINGTON — Radio, no longer the Cinderella of broadcast entertainment, is being deluged with compliments from Capitol Hill and from national organizations who will participate in celebrating National Radio Month in May. Sen. Warren Magnuson (D., Wash.), chairman of the Senate Interstate and Foreign Commerce Committee, congratulated the National Association of Broadcasters for sponsoring and promoting the annual radio month. "Radio, like an old friend, too often is taken for granted, but it is always at the elbow when needed," said Magnuson.

A long way from the harangues of last year on payola scandals in radio are the heartfelt thanks of organizations like CARE, Inc., and Veterans of Foreign Wars, for daily service rendered by radio. Saluting radio's expanding role in the national economy, the National Association of Manufacturers, and the National Association of Real Estate Boards plan to promote Radio Month among their membership, as will Kiwanis International. The Fraternal Order of Eagles says it is posting special bulletins at all of its 1,600 aeries, according to report by NAB vice-president for radio, John F. Meagher.

**Bill to Amend
Cabaret Tax**

WASHINGTON — A bill that would exempt food and non-alcoholic beverages served at a roof garden or cabaret from the cabaret tax was introduced in the House last week by Rep. Charles S. Gubser (R., Calif.).

The bill (H.R. 6186) provides, however, that if such non-alcoholic beverage is "served for the purpose of being combined or consumed" with an alcoholic beverage, the tax will apply.

Measure was sent to the House Ways and Means Committee for study and comment.

**Liberty to Distribute
Robbie 'Ronnie' Disk**

HOLLYWOOD — Liberty Records last week acquired national distribution rights to the Robbie Records release of "Ronnie," featuring vocalist March Jo. Single showed hit potential in its initial market reaction, prompting Liberty to take on its distribution.

Liberty will press and distribute the single in all markets with the exception of Pittsburgh, home base of the Robbie firm. Robbie retains its label identity, with Liberty receiving label credit as distributor.

Robinson Sets Up Own Firm

NEW YORK — Wally Robinson has formed his own public relations firm to be called Walter H. Robinson, Inc. The comedy team of Mike Nichols and Elaine May are the first clients to sign up with the former BMI staffer.

Riverside Story

• Continued from page 7

Wonderland Children's line, a Jazzland subsid, and a new Fortissimo sound line that features a new super-fidelity material Polymax. The sound of airplanes has been added to the sports cars for aeronautical fans.

On the foreign scene, the company is closely tied to an independent distribution set up called Interdisc which carries Riverside, among other labels, to overseas countries.

**THE BEST SELLING VERSION!
HANK BALLARD'S
CONTINENTAL
WALK**

KING 5491

and riding the charts!

29 35 45 53 HIDEAWAY
Freddie King, Federal 12491

40 40 49 59 BEWILDERED
James Brown, King 5442

64 61 73 83 VERY THOUGHT OF YOU
Little Willie John, King 5458

and **KING** is proudly distributing

these **BELTONE** HITS!

"TOSSIN' AND TURNIN'"

by BOBBY LEWIS **BELTONE** 1002

"MR. PRIDE"

by CHUCK JOHNSON **BELTONE** 1005

Dealers:

KING-BETHLEHEM'S LP PROGRAM
1 FREE FOR EVERY 3 YOU BUY
EXTENDED THRU APRIL 30, 1961

1540 Brewster **KING** Cincinnati 7, Ohio

"The Most Versatile Band for the Young at Heart"
Now on BECE Records!

The Princetons Five

"GOIN' NOWHERE" b/w "I'VE BEEN WAITING"

br #1001

"DREAMS IN BLUE" b/w "AT THE DANCE LAST NIGHT"

br #1202

D.J.'s, Write for Samples • Distr. Areas Available
BECE RECORDS P. O. Box 748
Benton Harbor, Michigan

the NEW **VIBRATIONS**

"JUNKERNOO"

checker #974

chess prod. corp., chicago 16, ill.

when answering ads . . .

Say You Saw It in Billboard Music Week

this
Jack
is wild!



and you've got a winner!

It's **JACK SCOTT**'s latest release...

A LITTLE FEELING (Called Love)

b/w

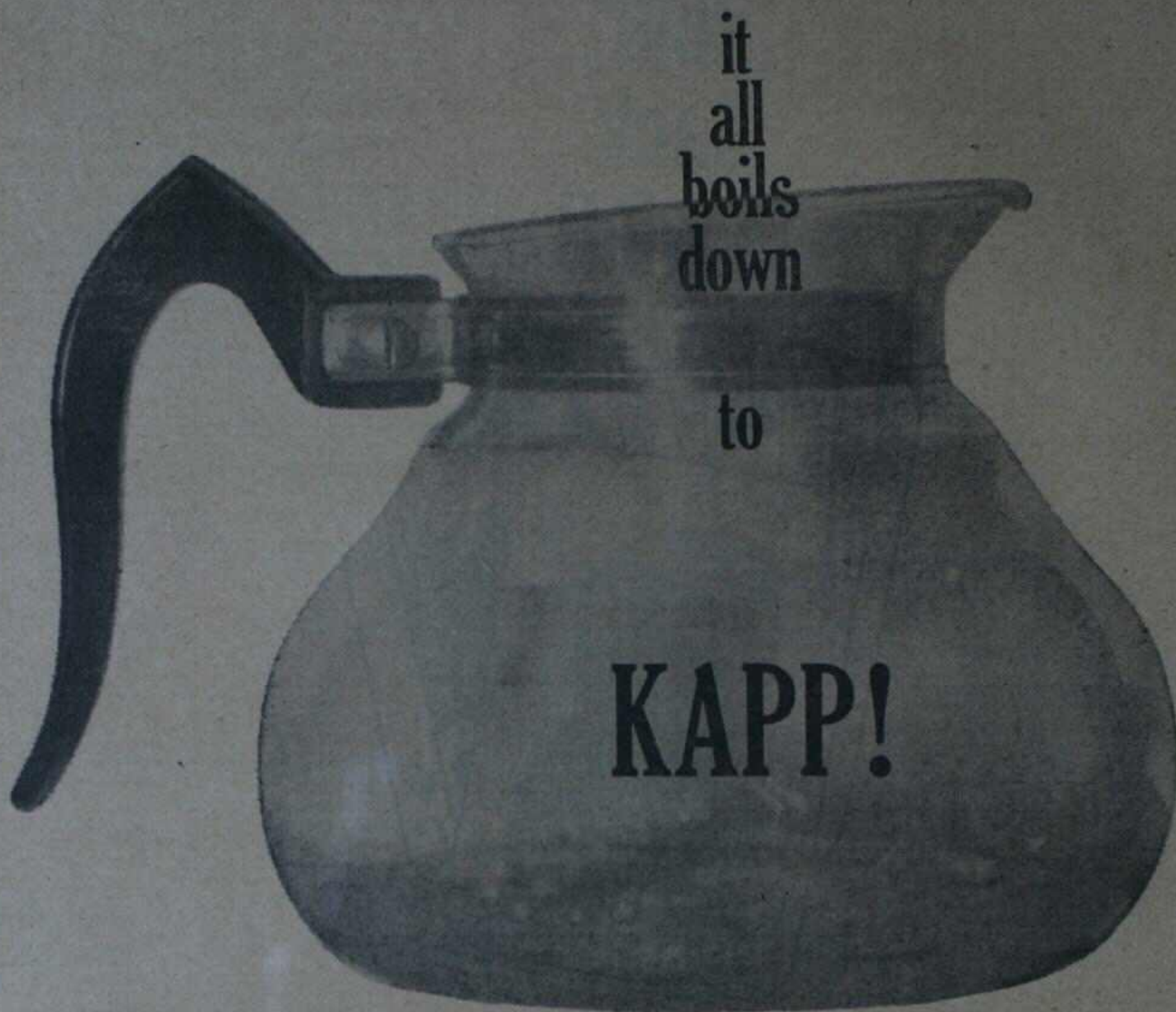
NOW THAT I

#4554

... and now he's on **Capitol**

Get ready to pick up the chips with this one, 'cause Jack's hot.
Don't hold back on this deal...bet the house limit!





There's only one real deal

RECORDS THAT SELL!



KL-1239 KS-3239



KL-1240 KS-3240



KL-1229 KS-3229



KL-1236 KS-3236



ML-7519 MS-7519



KCL-9057-(S)



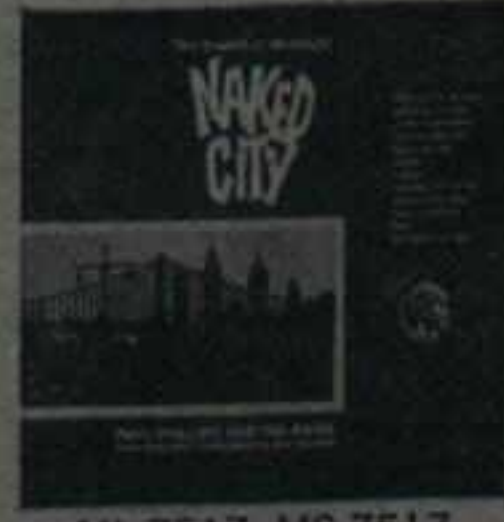
KCL-9058-(S)



KL-1222 KS-3222



ML-7516 MS-7516



ML-7517 MS-7517



See your Kapp Records distributor for complete details of our Spring program!

BILLBOARD MUSIC WEEK

HITS OF THE WORLD



GERMANY

Week ending April 14, 1961

(Courtesy Automaten-Markt, Braunschweig)

- 1 1 PEPE-Dalida (Ariola); Caterina Valente (Decca); Jorgen Ingmann (Metronome); Willy Hagara (Philips)
2 2 DER ROTE TANGO-Die Regenpfeifer (Philips)
3 4 SURRENDER-Elvis Presley (RCA)
4 3 SALOME-Das Lucas Quartett (Polydor)
5 6 MISSOURI COWBOY (MULE SKINNER BLUES)-Peter Alexander-Bill Ramsey (Polydor)
6 5 SUCU SUCU-Ping Ping (Ariola)
7 8 WHEELS-String-A-Longs (London); Billy Vaughn (London)
8 7 ALS ICH NOCH EIN KLEINER JUNGE WAR-Peter Steffen (Polydor)
9 9 ANNEMARIE-Willy Brandes (Electrola)
10 10 PIGALLE-Bill Ramsey (Polydor)
11 1 ER SAH AUS WIE EIN LORD-Corry Brokken (Philips)
12 11 ADIEU-LEBEWOHL-GOODBYE-Gerd Boeticher (Decca)
13 12 BIST DU EINSAM HEUT NACHT-(ARE YOU LONESOME TONIGHT)-Wyn Hoop (Decca); Peter Alexander (Polydor); Helmut Zacharias (Polydor); Elvis Presley (RCA)
14 13 DENN SIE FAHREN HINAUS AUF DAS MEER-Peggy Brown (Telefunken)
15 13 MIT SIEBZEHN FANGT DAS LEBEN ERST AN (SAVE THE LAST DANCE FOR ME)-Drifters (Atlantic); Ivo Robic (Polydor)
16 17 DREI WEISSE BIRKEN-Monika and Peter (Philips)
17 19 MATROSEN AUS PYRAUS-Caterina Valente (Decca); Lale Andersen (Electrola)
18 20 O SO SWEET-Ted Herold (Polydor)
19 16 WENN DU HEIMKOMMST-Lale Andersen (Electrola)
20 21 SOUVENIR D'AMOUR-Lolita (Polydor)
21 26 BABY SITTIN' BOOGIE-Buzz Clifford (Philips)
22 22 LIEBE MICH (ALL OF ME)-Blue Diamonds (Fontana)
23 24 WEIT WEIT UBERS MEER-Western Trio (Polydor)
24 27 ICH MUSS DICH IMMER WIEDER KUSSEN (MILA RACI)-Ralf Bendix (Electrola)
25 29 WENN ICH TRAUME (WHERE THE BOYS ARE)-Connie Francis (MGM)
26 27 SARINA-Rex Gildo (Electrola)
27 28 BIN VERLIEBT (D IN LOVE)-Cliff Richard (Columbia)
28 30 JENNY-Udo Jurgens (Polydor); Roy Eves (Jupiter Record)
29 - GEISTERREITER (GHOST RIDERS IN THE SKY)-Ramrods (London)
30 - BUM-BUDI-BUM (GOODNESS GRACIOUS ME)-Bibi Johns-John Ward (Polydor); Lanny Kellner-Peter Frankfeld (Telefunken)

AUSTRALIA

(Courtesy Music Maker, Sydney)

- 1 1 EXODUS-Ferrante and Teicher (London)
2 2 WOODEN HEART-Elvis Presley (RCA)
3 3 SURRENDER-Elvis Presley (RCA)
4 4 ONE LAST KISS-Crash Craddock (Carnot)
5 5 WHEELS-String-A-Longs (London)
6 6 NEVER ON SUNDAY-Dan Costa (London)
7 7 YOU CAN HAVE HER-Roy Hamilton (Philips)
8 8 LAZY RIVER-Bobby Darin (London)
9 9 GOOD TIME BARY-Bobby Rydell (HM.V.)
10 10 GOODNESS GRACIOUS ME-Sellers and Loran (Parlophone)
11 11 RAM-BUNK-SHUSH-Ventures (Top Rank)
12 12 JOHNNY GUITAR-Lerman (London)
13 13 EBONY EYES-Everly Brothers (Warner Bros.)
14 14 SAILOR-Lolita (Polydor)
15 15 THEME FROM THE APARTMENT-Ferrante and Teicher (London)
16 16 GHOST RIDERS IN THE SKY-Ramrods (London)
17 17 CALCUTTA-Lawrence Welk (London)
18 18 RUBBER BALL-Bobby Vee (London)
19 19 AS LONG AS HE NEEDS ME-Shirley Bassey (Columbia)
20 20 WINGS OF A DOVE-Felicia Huxy (Columbia)

BRITAIN

Week ending April 14, 1961

(Courtesy New Musical Express, London)

- 1 2 WOODEN HEART-Elvis Presley (RCA)
2 1 ARE YOU SURE?-Allisons (Fontana)
3 4 WALK RIGHT BACK-Everly Brothers (Warner Bros.)
4 3 THEME FOR A DREAM-Cliff Richard (Columbia)
5 7 EXODUS-Ferrante and Teicher (London)
6 5 LAZY RIVER-Bobby Darin (London)
7 13 YOU'RE DRIVING ME CRAZY-Temperance Seven (Parlophone)
8 8 AND THE HEAVENS CRIED-Anthony Newley (Decca)
9 10 WHERE THE BOYS ARE-Connie Francis (MGM)
10 11 F.B.I.-Shadows (Columbia)
11 6 MY KIND OF GIRL-Matt Monro (Parlophone)
12 9 WILL YOU LOVE ME TOMORROW?-Shirley (Top Rank)
13 12 SAMANTHA-Kenny Ball (Pye)
14 26 BLUE MOON-Marcels (Pye)
15 14 BABY SITTIN' BOOGIE-Buzz Clifford (Fontana)
16 20 WARPAINT-Brook Brothers (Pye)
17 17 WHO AM I?-Adam Faith (Parlophone)
18 19 GEE WHIZ, IT'S YOU-Cliff Richard (Columbia)
19 18 AFRICAN WALTZ-Johnny Dankworth (Columbia)
20 23 DONT TREAT ME LIKE A CHILD-Helen Shapiro (Columbia)
21 16 WHEELS-String-A-Longs (London)
22 - MUSKRAT RAMBLE-Freddy Cannon (Top Rank)
23 - LOVE MY LIFE AWAY-Gene Pitney (London)
24 15 RIDERS IN THE SKY-Ramrods (London)
25 21 SEVENTY-SIX TROMBONES-King Brothers (Parlophone)
26 22 MARRY ME-Mike Preston (Decca)
27 28 GOOD TIME BARY-Bobby Rydell (Columbia)
28 29 JA-DA-Johnny and the Hurricanes (London)
29 24 CALENDAR GIRL-Neil Sedaka (RCA)
30 - A HUNDRED POUNDS OF CLAY-Craig Douglas (Top Rank)

RADIO LUXEMBOURG

This Last Week Week

- 1 7 HAFEN BALLADE-Peggy Brown (Telefunken)
2 6 BIN VERLIEBT-Cliff Richard (Columbia)
3 9 POETRY IN MOTION-Gerd Boeticher (Decca)
4 10 ZARINA-Rex Gildo (Electrola)
5 2 SAVE THE LAST DANCE FOR ME-Ivo Robic (Polydor)
6 - DANKE FUR DIE BLUMEN-Siv Malmkvist (Metronome)
7 4 MISSOURI COWBOY-Alexander & Ramsey (Polydor)
8 1 DI DI O DAY-Peter Steffen (Polydor)
9 3 ARE YOU LONESOME TO-NIGHT-Peter Alexander (Polydor)
10 11 DER ALTE HAUPTLING-Gus Backus (Polydor)
11 - SUCU SUCU-The New Nawa Girl (Electrola)
12 - TENNESSEE BOYS-Rene & Chris (Ariola)
13 12 WENN DU HEIMKOMMST-Lale Andersen (Electrola)
14 - NIMM DAS GLUCK BEI DER HAND-Harry Gluck (Polydor)
15 5 HELLO, BLONDIE-Kessler Twins & Peter Kraus (Polydor)
16 - ITALIANO-Inez Taddio (Polydor)
17 - SAG BEIM ABSCHIED LEISE SERVUS-Flores (Polydor)
18 15 GOODNESS GRACIOUS ME-John & Ward (Polydor)
19 - TUM BALALAIKA-Lee Leandros (Philips)
20 - DIE MUTTER IST IMMER DAREI-Chris Howland (Electrola)

PERU

Month of April, 1961

(Courtesy, Discomania, Madrid)

- 1 ADIOS-Libertad Lamarque
2 ANSIAS-Los Trovadores del Peru
3 ERES DIFERENTE-Los Cinco Latinos
4 OJITOS TRAIADORES-Carmen Sevilla
5 ADAN Y EVA-Hermanas Vicary
6 TODO ES NUEVO-Los Cinco Latinos
7 ACUERDATE DE MI-Los Panchos
8 DE CORAZON-Hermanos Silva
9 TU CULPA-Marta y Pablo
10 COMUNICANDO-Los Santos

SPAIN

Week ending April 14, 1961

(Courtesy Discomania, Madrid)

- 1 2 GREENLEAVES OF SUMMER-Brothers Four (Philips)
2 2 15 ANOS TIENE MI AMOR-Duo Dinamico (Voz Amo)
3 3 MY HOME TOWN-Paul Anka (ABC Hispanox)
4 11 LA MONTANA DE IMITIOS-5 Latinos (Philips)
5 16 SURRENDER-Elvis Presley (RCA)
6 5 ARE YOU LONESOME TO-NIGHT-Elvis Presley (RCA)
7 12 POETRY IN MOTION-Johnny Tillotson; Dinamico (ABC Hispanox Amo)
8 - WOODEN HEART-Elvis Presley (RCA)
9 20 PEPE-Shirley Jones-Russ Conway (Discophon Voz Amo)
10 4 GREENFIELDS-Brothers Four (Philips)
11 8 AL DI LA-Lucho Gatica (Odeon)
12 5 24,000 BESOS-Adriano Celentano (Zafiro)
13 - LA PLAGA-Teen Tops (Philips)
14 - APACHE-Shadows; Russ Conway (Voz Amo)
15 9 IT'S NOW OR NEVER-Elvis Presley (RCA)
16 - CALENDAR GIRL-Neil Sedaka (RCA)
17 - SUMMER'S GONE-Paul Anka (ABC Hispanox)
18 - PASEANDO CON PAPA-Nella Colombo (Zafiro)
19 - SAILOR (Seaman)-Retula Clark (Hispanox)
20 - JE NE REGRETTE TIEN-Edith Piaf (Pathe)

NORWAY

Week ending April 14, 1961

(Courtesy, Verdens Gang, Oslo)

- 1 1 ROMANTICA-Robertino (Triola)
2 2 AH MARIE, JEG VIL HJEM-Moon-Keys (Triola)
3 3 O SOLE MIO (It's Now or Never)-Robertino (Triola)
4 4 SEEMAN (Sailor, Your Home Is In The Sea)-Lolita (Polydor)
5 7 WOODEN HEART-Elvis Presley (RCA)
6 6 HAN ER ENDERLIG, ENDERLIG MIN-Inger Jacobsen (Columbia)
7 5 ARE YOU LONESOME TO-NIGHT-Elvis Presley (RCA)
8 8 WHEELS-String-A-Longs (London)
9 10 LES ENFANTS DU PIREE-(Never on Sunday)-Melina Mercouri (London)
10 - RAMONA-Blue Diamonds (London)

INDIA

Month of April, 1961

(Courtesy, The Voice, Calcutta)

- 1 - TRUE LOVER-Platters (AMT)
2 1 NEVER ON SUNDAY-Lyn Cornell (F)
3 - WHEELS-Billy Vaughn Ork (HLD)
4 - MILK COW BLUES-Ricky Nelson (HLP)
5 - THE STORY OF MY LOVE-Paul Anka (DB)
6 - RUBBER BALL-Bobby Vee (HILG)
7 - IT'S NOW OR NEVER-Shirley Churcher (PB)
8 - THEME FROM A SUMMER PLACE-Billy Vaughn Ork (HLD)
9 - TOO MUCH TEQUILA-Champs (HLH)
10 - LOVE THEME-Cambridge Strings & Singers (F)

MEXICO

Week ending April 8, 1961

(Courtesy Audiomusica, Mexico)

- 1 MI PUEBLO ("My Home Town")-Cesar Costa (Orfeon)
2 CREI-Juan Mendoza (Peerless)
3 NUNCA EN DOMINGO (Never On Sunday)-Los Diamantes (RCA Victor)
4 CHICA ALBOROTADA-Los Locos del Ritmo (Dimita)
5 POR TU AMOR-Los Galantes (Muzart)
6 LA FLAUTA MAGICA-Acerina (Orfeon)
7 OJITOS TRAIADORES-Javier Solis (Columbia)
8 EL FUTBOLISTA-Sergio Corona (RCA Victor)
9 AY, MEXICANITA-Julio Jaramilla (Peerless)
10 EL PESCADO NADADOR-Roberto Romano (Muzart)

CHILE

Month of April, 1961

(Courtesy, Discomania, Madrid)

- 1 9 SUMMER IS GONE-Paul Anka
2 8 WOODEN HEART-Elvis Presley
3 - (WILL YOU LOVE ME) TOMORROW-The Shirelles
4 - SURRENDER-Elvis Presley
5 - SIN TU AMOR-Los 4 Durandes; Nadia Milton
6 - POETRY IN MOTION-Johnny Tillotson
7 - CALENDAR GIRL-Neil Sedaka
8 - COULDN'T REMEMBER-Freddie Fender
9 - LA PLAGA-Los Teen Tops; Ritmo Y Juventud
10 - NUESTRO CONCIERTO-Luciano Tajoli; Umberto Bindi; Helmut Zacharias; 4 Saints
11 1 ARE YOU LONESOME TO-NIGHT-Elvis Presley
12 2 LA NOVIA-Antonio Prieto

ITALY

Week ending April 14, 1961

(Courtesy Musica e Dischi, Milan)

- 1 2 JEALOUS OF YOU-Connie Francis (MGM)
2 1 COME SINFONIA-Pino Donaggio (Columbia)
3 3 FLAMENCO ROCK-Milva (Cetra)
4 12 IL MONDO DI SUZIE WONG-Nico Fidenco (RCA)
5 5 24,000 BACI-Adriano Celentano (Jolly); Little Tony (Durium)
6 6 JUST THE SAME OLD LINE-Nico Fidenco (RCA)
7 8 AL DI LA-Luciano Tajoli (Juke Box); Betty Curtis (CGD)
8 4 IL PULLOVER-Gianni Meccia (RCA Camden)
9 14 C'EST ECRIT DANS LE CIEL-Bob Azzam (Barclay); Marini (Durium)
10 7 UN UOMO VIVO-Gino Paoli (Ricordi)
11 9 DARK AT THE TOP OF THE STAIRS-Eddie Calvert (Columbia); Ernie Freeman (Imperial)
12 10 ARE YOU LONESOME TO-NIGHT-Elvis Presley (RCA)
13 18 THE GREEN LEAVES OF SUMMER-Nelson Riddle (Capitol)
14 17 GIOVANE AMORE-Domenico Modugno (Fonti)
15 16 CALCUTTA-Lawrence Welk (London)
16 - NON, JE NE REGRETTE RIEN-Edith Piaf (Columbia)
17 13 LES ENFANTS DU PIREE-Dalida (Barclay); Katyna Ranieri (MGM)
18 - APRILE A NAPOLI-Peppino Di Capri (Carisch)
19 19 NON ARROSSIRE-Giorgio Gaber (Ricordi)
20 - TRACY'S THEME-Spencer Ross (Philips)

HOLLAND

Week ending April 14, 1961

(Courtesy Foun Plataan, Amsterdam)

- 1 3 NON, JE NE REGRETTE RIEN-Edith Piaf (Columbia)
2 - WOODEN HEART (MUS I DENN)-Elvis Presley (RCA)
3 7 WALK RIGHT BACK/EBONY EYES-Everly Brothers (Warner Bros.)
4 2 SUCU, SUCU-Ping Ping (Triola)
5 6 CORRINE, CORRINA-Ray Peterson (London)
6 - BABY SITTIN' BOOGIE-Buzz Clifford (Philips)
7 4 SAVE THE LAST DANCE FOR ME-Drifters (London)
8 5 ROCKING BILLY-Ria Valk (Fontana)
9 17 WHEELS-String-A-Longs (London)
10 8 AFSCHIED VAN EEN SOLDAAT (WOODEN HEART)-Ria Valk (Fontana)
11 19 CALENDAR GIRL-Neil Sedaka (RCA)
12 - IN A LITTLE SPANISH TOWN-Blue Diamonds (Decca)
13 11 HAVE I TOLD YOU LATELY?-Blue Diamonds (Decca)
14 13 SEEMAN-Lolita (Polydor)
15 10 I LOVE YOU-Cliff Richard (Columbia)
16 9 ARE YOU LONESOME TO-NIGHT-Elvis Presley (RCA)
17 14 KILI-WATCH-Cousins (Palette)
18 - THEME FOR A DREAM-Cliff Richard (Columbia)
19 16 BARCELONA-De Wilmary's (Fontana)
20 - VAN 1, 2, 3-Butterflies (Philips)

FLEMISH BELGIUM

Month ending March, 1961

(Courtesy Juke Box, Mechelen)

- 1 1 WOODEN HEART-Elvis Presley
2 5 SAVE THE LAST DANCE FOR ME-Drifters
3 3 KILI WATCH-Cousins
4 20 DER ROTE TANGO/DE RODE TANGO-Die Regenpfeifer; Enny Deulta
5 2 ARE YOU LONESOME TO-NIGHT-Elvis Presley
6 11 EMOTIONS-Brenda Lee
7 - CALENDAR GIRL-Neil Sedaka
8 12 WEIT IST DER WEG/LA GUITARRA BRASILIANA-Freddy
9 - NON, JE NE REGRETTE RIEN-Edith Piaf
10 6 MY GIRL JOSEPHINE-Fats Domino
11 - SURRENDER-Elvis Presley
12 - SEEMAN/SAILOR-Lolita; Petula Clark
13 - CORINNA, CORINNA-Ray Peterson
14 17 I LOVE YOU-Cliff Richard
15 4 SUCU, SUCU-Alberio Cortez; Ping Ping
16 7 RAMONA-Blue Diamonds
17 9 -POETRY IN MOTION-Johnny Tillotson
18 15 THE STORY OF MY LOVE-Paul Anka
19 - EBONY EYES/WALK RIGHT BACK-Everly Brothers
20 - WHAT A PRICE-Fats Domino

JAPANESE NEWSNOTES

Artists Return With Prestige

By JOHN LUCKWEST Tokyo Correspondent

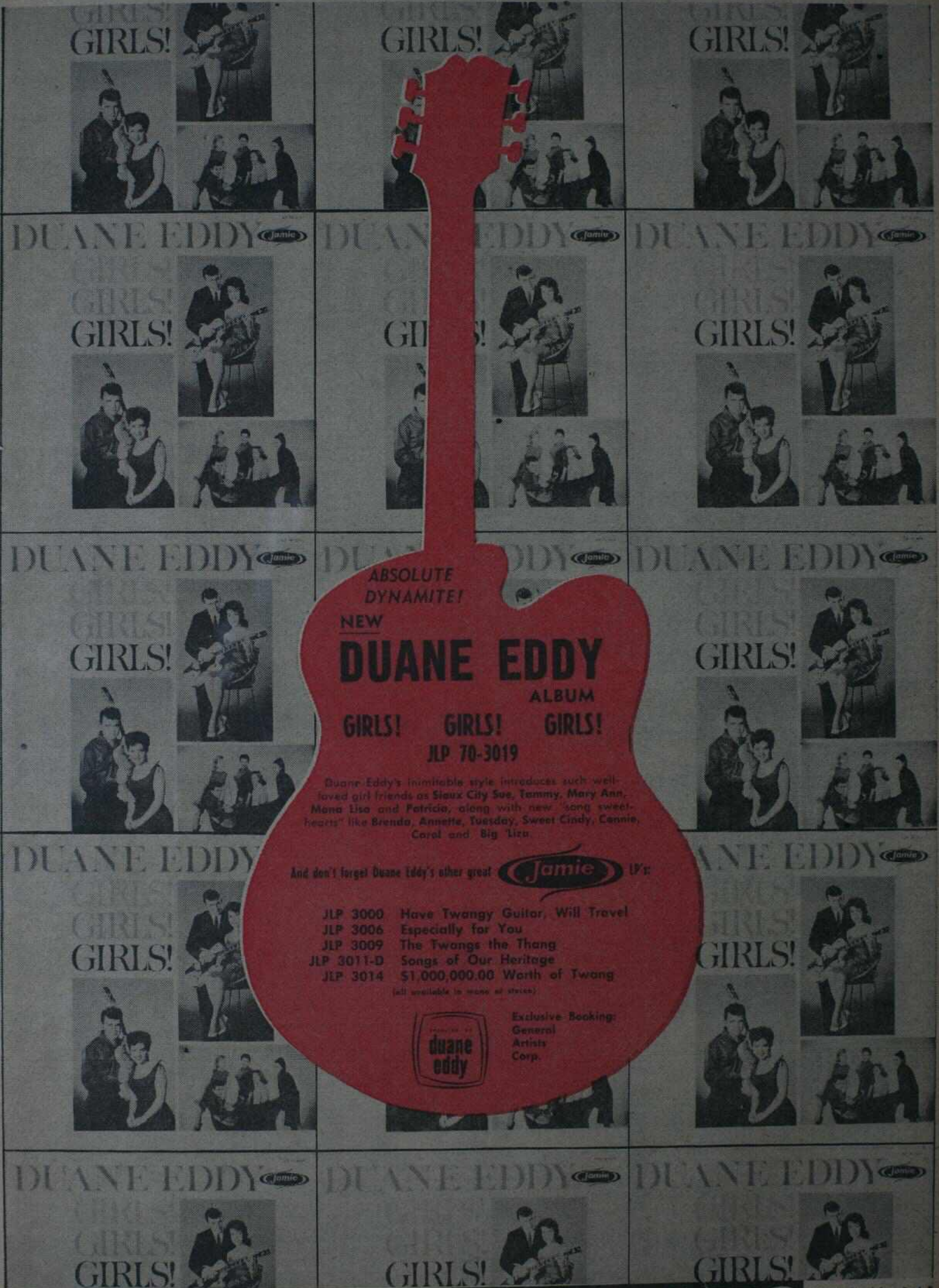
Pablo Casals arrived in Tokyo on April 6 accompanied by protegee T. Hirai. Hirai studied four years with Casals, and is to make his debut in his homeland with Casals directing Tokyo Symphony Orchestra.

M. Ozawa, newly appointed Japanese assistant conductor of the New York Philharmonic Society is coming back to Japan accompanying Leonard Bernstein and the orchestra which are scheduled to play at the International Music Festival in Tokyo.

Recording Activities

King Records, affiliate of Mercury and other labels is going to celebrate its 30th anniversary May

20. The diskery's business during 1960 indicates an increase of 30 per cent over the preceding year. Nippon Columbia Records' expected sales during the latter half of fiscal 1960 (October 1960 to March 1961 inclusive) will exceed \$20 million including records, radios, stereo phonographs, TV sets, tape recorders and other various products. Record sales will presumably come close to \$4 million. Columbia Nakavision, a newly invented magnetic sheet recorder will be put on the domestic market in May. The board of directors approved the issue of \$1.9 million debentures, and its first lot of \$555,000 was issued. The fund collected is to be used for the improvement of equipment and electronic research work.



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AUSTRALIAN NEWSNOTES

New Albums Spot Folk & Fun

By **GEORGE HILDER**
19 Todman Avenue, Sydney

Folk singer Lionel Long has just completed his latest LP for Australian Columbia Records. It's called "Waltzing Matilda." EMI states that it will have a worldwide release shortly.

EMI is also raving over Peter Sellers and Sophia Loren LP from the English Parlophone Studios and released in America on Angel Records. The record was made in London and Rome. Sellers and Sophia sing a number of songs and Sellers gives some satiric monologs including an interview with a Sieric Goodness.

Hot Wax
The new Chubby Checker hit

single "Pony Time" backed with "Oh Susannah", which has rocketed into No. 1 position in the overseas charts, is being released this week in Australia on the HMV label.

Another interesting single release this week on the Columbia label is by the English instrumental group, the Shadows, entitled "F. B. I." and "Midnight." They should prove to be as popular as their earlier releases, "Apache" and "The Stranger."

Michelle Myers, 11-year-old pop vocalist, has recorded her first 45 r.p.m. single on the HMV label, entitled "Joey, Jump Jump." This single is to be issued in an illustrated cover giving the words of the tune.

GERMAN NEWSNOTES

German Diskeries Begin Year-End Record Sales

By **BRIGITTE KEEB**
Music Editor

German record manufacturers, except Electrola, started their yearly sale in shops and warehouses to empty their stocks of records no longer in demand. While regular single price is DM 4 (\$1) each and EP price is DM 7.50 (\$1.88), these records are sold at DM 1.50 a single and 2.95 DM an EP.

New Groove
With their latest records Philips is introducing a high grooved edge around the label. This protects records from scratching when stapled and guarantees trouble-free use with record changers. Other record firms, too, are going to introduce this new method.

Helmuth Schmidt is the second artist of Ariola's young talent competition of last year to be moved from the low-price label Baccarola to their parent label Ariola. He is considered to have an excellent start with German version of French oldie "J'attendrai" (entitled "Komme Zurück" (Come back) very successful here a couple of years ago. Ariola is the only firm here to arrange young talent competitions on a regular base. Autumn this year they will start the third Newcomer Festival.

Young songstress Celine, formerly on Philips, changed over to Ariola.

The Blue Diamonds new titles on Fontana: "Wie Damals in Paris" (Like then in Paris) based on "In a Little Spanish Town" and "Sieben Musikanten" (Seven Musicians). . . . Jan and Kjeld new waxings on Ariola are entitled "Viele Bunte Lichter" (Many Coloured Lights) (composed by "Banjo-Boy" writer Charly Niessen,

By **JIMMY JUNGERMANN**
102, Ismaninger Str., Munich

The Italian style of music sung by U. S. stars is very popular now here in Germany. After Elvis Presley and his "O Sole Mio," it's his "Surrender" ("Torna A Surriento") is the hit. Teldec got 200,000 orders within a week for their RCA release of "Surrender." Another Italian standard, "Ciri-biribin," has been recorded by Hazy Osterwald and his band on Polydor, with new German lyrics by Kurt Feltz. And "Funiculi, Funicula" is a big success again, in Connie Francis' version on the MGM label.

Vico Torriani will be in the States at the invitation by radio and TV stations, and in August he will star in a German film musical "Robert and Bertram" in Berlin.

Some 18,000 orders came in during the first week for Buzz Clifford and the Philips release, "Baby Sittin' Boogie." . . . Rika Zarai sings the German version on Telefunken. . . . "Pergola" is the new label being issued by Philips. The first number "Red Tango" is in the Top 50 already.

U. S. and German Sedaka
RCA offers an EP "Calendar Girl" with Neil Sedaka; Telefunken announces the start of the "German Sedaka" Bert Berger with the German version "Warum Liebe Ich Gerade Dich" of U. S. hit "You Talk Too Much."

No West Side Story in Munich.
The scheduled Munich trip of the "West Side Story" company, at the moment in Paris, has been canceled. The reason: price is too high for Germany.

lyrics by AMBAS) and "Hilly Billy Banjo," also composed by Niessen.

Dot to Launch 2d Summer Sale

Continued from page 1

cards clearly spells out the savings to the buyers. It shows stereo LP's regularly priced at \$4.98 will be cut to \$3.98, \$3.98 monaural albums will be reduced to \$3.29, and \$1.29 EP's will sell for 98 cents. Ad offers "for 40-page full-color complete catalog, send 10 cents to . . ." with a keyed department number to test the comparative pulling power of the various publications to be used.

Dot will blanket 13,000 retail outlets with kits containing complete information on the sale, reprints of the ads to appear in above named media, streamers for use in displays, plus order pads specially printed for the sale.

Distributors Briefed
Dot's sales reps are currently briefing the label's distributors on the coming all-out sales push, following a meeting here of the label's

field sales force during which the summer sale program was unveiled. Those attending included Don Zimmer (New York), Don Colberg (Philadelphia), Jay Jacobs (Boston), Dick Rakovan (Detroit), Don Zach (St. Louis), Hugh Owens (Chicago-Minneapolis), Sandy Harbin (Baltimore, Washington, Richmond), George Cooper (Nashville), Don Sanders (West Coast), Bob Greeson (Buffalo, Cleveland, Pittsburgh), and Southern States' promotion representative Lucille Van Arsdale.

Dot's Hollywood execs attending included President Randy Wood, Sales Vice - President Christine Hamilton, Assistant Sales Chief Mary Brewer, Marketing Director George Urey, Promotion Representative Dorothy Vance, export and tape sales head Jim Bailey, and controller and administrative head Robert Vartan.

SPANISH NEWSNOTES

'Pepe' Gets Top Flight Promotion

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

Unprecedented promotion for the musical album of "Pepe" has been displayed in Spain. Cantinflas—in person—came to the preview of his film, "Discophon," the Spanish label which launched the original "Col-Pix" album, has distributed thousands of leaflets promoting its release. Shirley Jones singing the theme song in English and Spanish jumped from the 20th place to ninth, and the Russ Conway disk is also doing well among fans.

New Records
"Sin Tu Amor" the winner of the Chilean Festival (Vina Del Mar) was recorded in Buenos Aires by RCA with Arturo Millan "Mr. Comunicando." Exodus has a new European release. Edith Piaf the famous French star made the disk . . . The music of "Five Pennies" is on the market now with the previews of Danny Kaye and Louis Armstrong film. . . . Los Cinco Latinos singing "Greenleaves of Summer" in Spanish. "Kili Watch" the big hit in France has been recorded by Bob (Mustafa) Azzam. . . . Tommy Steele (English Presley) sings "Little Darling" on his new Decca side. . . . Korafas, from Greece, has done a new version of "Fugitive" of Tiomkin. The theme from "Suzie Wong" recorded by Tommy Edwards (MGM) and Joe Reisman (Roulette) has also been released.

Disk Shorts
The Spanish version of Tillotson's hit "Poetry in Motion" done by the Duo Dinamico is selling well. . . . RCA is pressing and releasing Telefunken material from Germany. . . . Bebo Valdes is playing "La Dolce Vita" and "Never on Sunday." . . . "Gamma" label from Mexico launched by Hispavox in Spain. . . . Phenomenal welcome of the Spanish fans to the new four hits by Elvis Presley. . . . Tele-records (songs filmed or videotaped) is the latest fad in the European television.

BELGIAN NEWSNOTES

Teen-agers Beef Nets Own Show

By **JAN TORFS**
Juke Box Magazine, Mechelen

At last, Belgian teen-agers will have their own program on the radio. Up to now, they haven't had one single minute of light music of their own choice on national Belgian broadcasting. Their several thousand letters of protest finally got a result. Now, every Saturday afternoon, they are able to hear the latest hits and sleepers from home and abroad.

Record Sales
"Baby Sitting Boogie" by Buzz Clifford is doing very well since it has been released. The record is climbing very fast on the Belgian hit parade.

New Releases
Columbia introduced Chubby Checker's "Pony Time" and ABC-Paramount brought us Paul Anka's "Tonight, My Love, Tonight." Capitol released in one week some 15 new singles. Among these newcomers were "Goodnight, Mrs. Flintstone" by the Piltown Men, "Sometimes, I'm Happy" by June Christy and the Jonah Jones Quartet. Last but not least was the No. 1 record of the States: "Blue Moon" by the Marcels on Colpix, distributed here by Moonglow Records.

BRITISH NEWSNOTES

BBC Contemplates Entry In Belgian Song Festival

By **DON WEDGE**
News Editor,
New Musical Express

Britain is one of eight European countries invited to compete in the Knokke Song Contest, being staged as usual in the Belgian coastal resort during the last week of July. Various radio organizations are being asked to nominate national teams. The BBC is investigating the proposal and likely to announce a decision soon. Other invited nations include France, Germany, Spain, Italy, Greece, Austria and Switzerland.

Visitors Here
Tony Bennett was arriving for his opening at the Pigalle Sunday (16) for a month. . . . Audio-Fidelity Prexy Sidney Frey due in next week.

To the U. S.
Noel Rogers, managing director of the British end of Dominion Music, planed to New York April 9 for a three-week states-side visit. He is having conferences with Michael Stewart and Sid Parnes of Dominion as well as with execs of United Artists Music and other firms whose catalog he controls here.

Disk Biz
King Records has acquired U. S. rights from its British affiliate, EMI-Parlophone, to the John Barry Seven's "Black Stockings. . ." King has just released another Parlophone disk, "Time Machine" by Don Lang. . . . British Decca has signed Garry Mills. He will record under Dick Rowe, who directed his sessions at Ranks. Since Top Rank became an EMI label, Mills has been recording under Norman Newell's direction. . . . French ARTECO (Art, Technique et Commerce) has secured rights to ma-

ITALIAN NEWSNOTES

Florence Sets U. S. Musical

By **SAMUEL STEINMAN**
Piazza S. Anselmo 1, Rome

The American musical, "West Side Story," has won the unusual distinction of being included in the 1961 program of the 24th Florentine musical season. Five performances are set for June 6-10 at the Teatro Comunale, Florence opera house.

The musical will also play Turin during the World's Fair which opens in May to celebrate the centennial of Italian unity as a nation. It will be the first American musical seen here since the 1955-1956 tours of "Porgy and Bess" and "Oklahoma!" No other U. S. musicals have played Italy during the postwar years.

Disk Business
CGD, and not its affiliate, Galleria del Corso, will handle UA records in Italy in the future. Papers were signed in Milan by Sydney Shemel and Art Talmage with Giuseppe Giannini. Latter also handles MGM records and recently promoted the tour by Connie Francis.

Decca Italiana is promoting Cornell MacNeil of the Met, who lives in Italy, with the new issue of "I Pagliacci" and "Cavalleria Rusticana." Also big on the Decca list is Liberty's "The Silver Screen" in stereo by Martin Denny. "Lady Fortuna" will be the new midweek musical show with Milva—now billed as the "Panther of Goro" to compete with Mina who is called the "Tiger of Cremona." The "Volubile" show given up by Mina will be headlined late this month by Annamaria Ferrero who was the lead in the Italian version of "Irma La Douce."

terial from Philharmonic Records' catalog.

Films
"Where the Boys Are" gets a general release May 21; it will have a West End showing but theater and date are not yet known. The title song is already a hit via Connie Francis' waxing.

Personals
Sir Edward Lewis, chairman of British Decca, has been hospitalized for an internal operation. He is recovering rapidly and is reportedly in excellent spirits, and is expected to be out by the end of the month. . . . Leslie Conn, general manager of the British Marty Melcher-Arwin interests, father of a daughter.

Mafalda Hunter has left Jeff Kruger's Ember Records to head promotion of Audio Enterprise, Michael Barclay's indie production firm.

Commie Cats Dig Billboard

Continued from page 1

believe the list supplied here is identical with that being circulated simultaneously in America. The top tune list is still theoretically proscribed by Communist orthodoxy as "decadent," but in practice officials take the view that since the bars have been lifted on the playing of Western pop it is silly to bar top tune lists.

Since there is no possibility of establishing a formal top tune list, BMW's overseas edition fills the gap.

Informants explained that the Communist top tune evaluators accept the BMW charts as basic with all pop music fans and then adapt the lists to local preferences as established by telephone calls, mail and boulevard comment.

Since it is considered frivolous and "too capitalistic" to write or telephone the state radio stations, the top tune pictures have to rely mainly on random interviewing.

Theoretically, there is no need for a top tune list in East Germany, as the radio stations are state-owned-and-operated and carry no advertising. But a source explained: "The man who spins the records (we can't call him a disk jockey as that would be aping you capitalists) likes to know that people are listening to him. Even a captive audience has the option of switching off their dials."

Officials apparently feel, too, that the top tune list will come in handy as juke boxes multiply in East Germany.

Contemporary & GT Issue New Jazz LP's

HOLLYWOOD — Contemporary Records is issuing four albums on its combined labels, with fare ranging from Dixieland to modern jazz to contemporary classical. Release consists of a two-pocket album devoted to Kid Ory's best known selections under the Good Time Jazz label. A second album on the same label is a Don Ewell. Shelly Manne and his men treat Manne's original film score for "The Proper Time" under the Contemporary banner. Fourth album is in the Contemporary Composer Series and couples two chamber works by Pulitzer prize-winning Ernest Toch, both recorded under the composer's supervision: The American Art Quartet's performance of his Opus 28, and the Roth String Quartet's interpretation of his Opus 74.

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

Title (Label)	Mono (Stereo)	Top LP Rank
Male Vocalists		
ALL THE WAY (Cap)	16	(38)
PAUL ANKA SINGS HIS BIG 15 (ABC)	42	
BELAFONTE AT CARNEGIE HALL (RCA)	22	(34)
BELAFONTE RETURNS TO CARNEGIE HALL (RCA)	45	
BOBBY'S BIGGEST HITS (Cameo)	67	
CALYPSO (RCA)	73	
RAY CHARLES IN PERSON (A&I)	107	
COME DANCE WITH ME (Cap)	103	(46)
DARIN AT THE COPA (Atco)	78	
DEDICATED TO YOU (ABC)	38	
ELVIS IS BACK (RCA)	76	
FAITHFULLY (Col)	113	
GENIUS HITS THE ROAD (ABC)	125	
GENIUS PLUS SOUL EQUALS JAZZ (Imp)	32	
GUNFIGHTER BALLADS AND TRAIL SONGS (Col)	146	
HEAVENLY (Col)	59	
HIS HAND IN MINE (RCA)	104	
BUDDY HOLLY STORY (Cap)	48	
JOHNNY HORTON'S GREATEST HITS (Col)	35	
HYMNS (Cap)	30	
JOHNNY'S GREATEST HITS (Col)	20	
JOHNNY'S MOODS (Col)	52	
LOVE IS THE THING (Cap)	118	
MORE OF JOHNNY'S GREATEST HITS (Col)	139	
NEARER THE CROSS (Cap)	100	
NICE 'N' EASY (Cap)	21	(17)
ONLY THE LONELY (Cap)	68	
OPEN FIRE, TWO GUITARS (Col)	150	
SINATRA'S SWINGIN' SESSION (Cap)	9	(10)
SPIRITUALS (Cap)	119	
TWIST (Park)	63	
BOBBY VEE (Lib)	71	
WARM (Col)	122	
Female Vocalists		
CONNIE'S GREATEST HITS (MGM)	81	
ITALIAN FAVORITES (MGM)	88	
I'VE GOT A RIGHT TO SING THE BLUES (Col)	115	
LATIN A LA LEE (Cap)	149	
BRENDA LEE (Dec)	87	
MACK THE KNIFE—ELLA IN BERLIN (Ver)	140	
MORE ITALIAN FAVORITES (MGM)	131	
THIS IS BRENDA (Dec)	70	
Duo and Groups		
BEST MUSIC ON/OFF CAMPUS (Col)	84	
DATE WITH THE EVERLY BROTHERS (WB)	109	
ENCORE OF GOLDEN HITS (Mer)	25	
FROM THE HUNGRY 1 (Cap)	58	
HERE WE GO AGAIN (Cap)	66	(48)
KINGSTON TRIO (Cap)	28	
KINGSTON TRIO AT LARGE (Cap)	40	
MAKE WAY (Cap)	6	(18)
MORE ENCORE OF GOLDEN HITS (Mer)	136	
SOLD OUT (Cap)	29	
STRING ALONG (Cap)	36	(49)
TONIGHT IN PERSON (RCA)	18	(43)
WEAVERS AT CARNEGIE HALL, Vol. 2 (Vang)	126	
Choruses		
FIRESIDE SING ALONG WITH MITCH (Col)	69	
FOLK SONG SING ALONG WITH MITCH (Col)	89	
HAPPY TIMES SING ALONG WITH MITCH (Col)	12	(9)
MEMORIES SING ALONG WITH MITCH (Col)	41	(19)
MITCH'S GREATEST HITS (Col)	47	
MORE SING ALONG WITH MITCH (Col)	24	(44)
PARTY SING ALONG WITH MITCH (Col)	31	(25)
SATURDAY NIGHT SING ALONG WITH MITCH (Col)	53	(37)
SENTIMENTAL SING ALONG WITH MITCH (Col)	49	(45)
SING ALONG WITH MITCH (Col)	15	(22)
STILL MORE SING ALONG WITH MITCH (Col)	37	(35)
Mixed Vocals		
OLDIES BUT GOODIES (OS)	94	
12 PLUS 3 EQUALS 15 HITS (End)	116	

INSTRUMENTAL LP'S

Title (Label)	Mono (Stereo)	Top LP Rank
Mood and Dance		
CHEF ATKINS' WORKSHOP (RCA)	42	
CALCUTTA (Dot)	1	(1)
CONCERT IN RHYTHM, Vol. I (Col)	145	
IT'S THE TALK OF THE TOWN (Col)	142	
LAST DATE (Dot)	61	(29)
MEMORIES ARE MADE OF THIS (Col)	17	(15)
MUSIC FOR LOVERS ONLY (Cap)	95	
SAY IT WITH MUSIC (Col)	96	(27)
SONGS TO REMEMBER (Lon)	128	
TEMPTATION (Kapp)	120	
THEME FROM "THE SUNDOWNERS" (Dot)	99	
WONDERLAND BY NIGHT (Dec)	8	(8)
YOUNG AT HEART (Col)	137	
Jazz		
BUT NOT FOR ME (Argo)	141	
PETE FOUNTAIN'S NEW ORLEANS (Cor)	133	
LIKE LOVE (Col)	112	
TIME OUT (Col)	144	
Teen Beat		
ENCORE (CA)	102	
HAVE TWANGY GUITAR, WILL TRAVEL (Jam)	135	
MILLION DOLLARS' WORTH OF TWANG (Jam)	127	
WALK, DON'T RUN (Dot)	110	
Percussion and Sound		
BONGOS (Com)	31	
BONGOS, FLUTES AND GUITARS (Com)	41	
PERSUASIVE PERCUSSION, Vol. I (Com)	148	(7)
PERSUASIVE PERCUSSION, Vol. II (Com)	30	
PROVOCATIVE PERCUSSION, Vol. I (Com)	20	
PROVOCATIVE PERCUSSION, Vol. II (Com)	26	
QUIET VILLAGE (Lib)	123	

SHOW MUSIC

Original Cast		
BYE BYE BIRDIE (Col)	143	
CAMELOT (Col)	5	(5)
DO RE MI (RCA)	75	
FIORILLO (Cap)	91	
FLOWER DRUM SONG (Col)	82	
GYPSY (Col)	138	
MUSIC MAN (Cap)	62	
MY FAIR LADY (Col)	46	(16)
THE SOUND OF MUSIC (Col)	13	(6)
SOUTH PACIFIC (Col)	44	
TENDERLOIN (Cap)	90	
UNSINKABLE MOLLY BROWN (Cap)	50	(36)
WEST SIDE STORY (Col)	57	
WILDCAT (RCA)	19	(50)
Sound Track		
THE ALAMO (Col)	39	
BEN-HUR (MGM)	51	(47)
CAN CAN (Cap)	60	
EXODUS (RCA)	3	(2)
G. I. BLUES (RCA)	2	(14)
GIGI (MGM)	64	
KING AND I (Cap)	93	(28)
NEVER ON SUNDAY (UA)	27	
OKLAHOMA! (Cap)	54	(33)
FORGY AND BESS (Col)	108	
SOUTH PACIFIC (RCA)	23	(12)
STUDENT PRINCE (RCA)	111	
Music From Musical Films and TV		
EXODUS (UA)	134	
FILM ENCORES, Vol. I (Lon)	129	
GREAT MOTION PICTURE THEMES (UA)	4	(4)
MUSIC FROM EXODUS AND OTHER GREAT THEMES (Lon)	10	(3)
PETER GUNN (RCA)	74	
THEME FROM A SUMMER PLACE (Dot)	79	

COMEDY LP'S

AN EVENING WITH MIKE NICHOLS AND ELAINE (MAY) (Mer)	43	
BUTTON-DOWN MIND OF BOB NEWHART (WB)	7	
BUTTON-DOWN MIND STRIKES BACK (WB)	11	
EDGE OF SHELLEY BERMAN (Ver)	92	
INSIDE SHELLEY BERMAN (Ver)	26	
KICK THINE OWN SELF (RCA)	124	
KNOCKERS UP (Jub)	14	
LAUGHING ROOM (Steread)	65	
OUTSIDE SHELLEY BERMAN (Ver)	83	
REJOICE DEAR HEARTS (RCA)	98	
WONDERFUL WORLD OF JONATHAN WINTERS (Ver)	117	
WOODY WOODBURY LOOKS AT LOVE AND LIFE (Steread)	72	

LOW PRICE LP'S

GOOD HOUSEKEEPING REDUCING OFF THE RECORD (Mer)	97	
101 STRINGS PLAY THE BLUES (SF)	130	
SOUL OF SPAIN, Vol. I (SF)	53	(13)
SOUL OF SPAIN, Vol. II (SF)	105	(23)

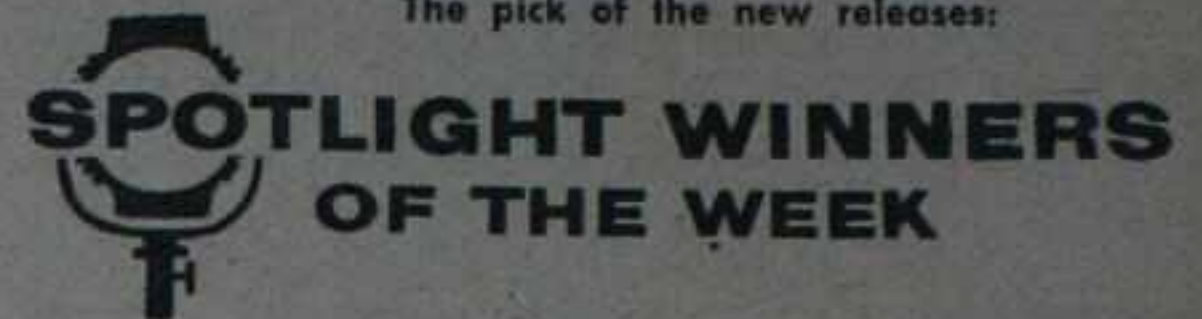
CLASSICAL & SEMI-CLASSICAL LP'S

BRAMHMS: PIANO CONCERTO NO. 2 (RCA)	33	(11)
GROFE: GRAND CANYON SUITE (RCA)	121	
HEART OF THE PIANO CONCERTO (RCA)	106	
LANZA SINGS CARUSO—CARUSO FAVORITES (RCA)	80	
THE LORD'S PRAYER (Col)	101	
RACHMANINOFF: CONCERTO NO. 3 (RCA)	132	
RODGERS: VICTORY AT SEA, Vol. I (RCA)	114	(40)
RODGERS: VICTORY AT SEA, Vol. II (RCA)	39	
SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. I (RCA)	86	
SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. II (RCA)	86	
STRAUSS WALTZES (Lon)	147	
TCHAIKOVSKY: 1812 OVERTURE (Mer)	85	(21)
TCHAIKOVSKY: 1812 OVERTURE; RAVEL: BOLERO (RCA)	77	(24)
TCHAIKOVSKY: PIANO CONCERTO NO. 1 (RCA)	34	(32)

REVIEWS OF

THIS WEEK'S LP'S

The pick of the new releases:



Strongest sales potential of all albums reviewed this week.

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STRAVINSKY: LE SACRE DU PRINTEMPS & PETROUSHKA

Columbia Symphony Orchestra, Columbia D35 614 (Stereo & Monaural)—Two magnificent LP's in this set. Igor Stravinsky conducts the Columbia Symphonic Orchestra in new recordings of two of his most famous compositions, "Le Sacre De Printemps" and "Petroushka." The readings are brilliant and, in addition, there is a one-sided 12-inch disk on which Stravinsky comments on the creation of and reaction to his work. Of special note in these comments are the words spoken about "Le Sacre." Set is specially packaged in a plastic case.

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Fred MacMurray, Disneyland ST 1911—Here's a terrific buy that can't help but stir up a lot of activity. The new Disney picture of the same name, with Fred MacMurray as the professor, is a smash with children of literally all ages and here Sterling Holloway, who has a notable way of storytelling, does a wonderful job of narrating. Side Two also contains a couple of the tunes from the track of the film, including the "Flubber Song," as sung by MacMurray himself. A natural buy for kids.



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

★★★★ WINE, WOMEN AND WALTZES—Eric Vaughan, The Medallion Strings and Percussion, Medallion ML 7519

(Continued on page 22)



5 STAR SUMMIT of HITS

THE
STARS
ARE ON
LIBERTY

THE
HITS
ARE ON
LIBERTY

PICK HIT! BILLBOARD / CASH BOX JOHNNY BURNETTE

"BIG
BIG
WORLD"

b/w
"Ballad of the
ONE EYED JACKS"

#55318

THE
HITS
ARE ON
LIBERTY



ALL-OUT SMASH! GENE McDANIELS

"A
HUNDRED
POUNDS
OF
CLAY"

#55308

THE
HITS
ARE ON
LIBERTY



BRAND NEW! BOBBY VEE

"HOW
MANY
TEARS"

"BABY
FACE"

#55325

THE
STARS
ARE ON
LIBERTY



SMASHING! THE FLEETWOODS

"TRAGEDY"

DOLTON #40

b/w
"LITTLE MISS
SAD ONE"

THE
STARS
ARE ON
LIBERTY



BRAND NEW! THE VENTURES

"LULLABY
OF
THE
LEAVES"

b/w
"GINCHY"

DOLTON #41

THE
HITS
ARE ON
LIBERTY



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

Title (Label)	Mono (Stereo) Top LP Rank
Male Vocalists	
ALL THE WAY (Cap)	16 (38)
PAUL ANKA SINGS HIS BIG 15 (ABC)	42
BELAFONTE AT CARNEGIE HALL (RCA)	22 (34)
BELAFONTE RETURNS TO CARNEGIE HALL (RCA)	45
BOBBY'S BIGGEST HITS (Cameo)	67
CALYPSO (RCA)	73
RAY CHARLES IN PERSON (Atl)	107
COME DANCE WITH ME (Cap)	103 (46)
DARIN AT THE COPA (Atco)	78
DEDICATED TO YOU (ABC)	38
ELVIS IS BACK (RCA)	76
FAITHFULLY (Col)	113
GENIUS HITS THE ROAD (ABC)	125
GENIUS PLUS SOUL EQUALS JAZZ (Imp)	32
GUNFIGHTER BALLADS AND TRAIL SONGS (Col)	146
HEAVENLY (Col)	59
HIS HAND IN MINE (RCA)	104
BUDDY HOLLY STORY (Cap)	48
JOHNNY HORTON'S GREATEST HITS (Col)	35
HYMNS (Cap)	30
JOHNNY'S GREATEST HITS (Col)	20
JOHNNY'S MOODS (Col)	52
LOVE IS THE THING (Cap)	118
MORE OF JOHNNY'S GREATEST HITS (Col)	139
NEARER THE CROSS (Cap)	100
NICE 'N' EASY (Cap)	21 (17)
ONLY THE LONELY (Cap)	68
OPEN FIRE, TWO GUITARS (Col)	150
SINATRA'S SWINGIN' SESSION (Cap)	9 (10)
SPIRITUALS (Cap)	119
TWIST (Park)	63
BOBBY VEE (Lib)	71
WARM (Col)	122
Female Vocalists	
CONNIE'S GREATEST HITS (MGM)	81
ITALIAN FAVORITES (MGM)	88
I'VE GOT A RIGHT TO SING THE BLUES (Col)	115
LATIN A LA LEE (Cap)	149
BRENDA LEE (Dec)	87
MACK THE KNIFE—ELLA IN BERLIN (Ver)	140
MORE ITALIAN FAVORITES (MGM)	131
THIS IS BRENDA (Dec)	70
Duos and Groups	
BEST MUSIC ON/OFF CAMPUS (Col)	84
DATE WITH THE EVERLY BROTHERS (WB)	109
ENCORE OF GOLDEN HITS (Mer)	25
FROM THE HUNGRY 1 (Cap)	58
HERE WE GO AGAIN (Cap)	66 (48)
KINGSTON TRIO (Cap)	28
KINGSTON TRIO AT LARGE (Cap)	40
MAKE WAY (Cap)	6 (18)
MORE ENCORE OF GOLDEN HITS (Mer)	136
SOLD OUT (Cap)	29
STRING ALONG (Cap)	36 (49)
TONIGHT IN PERSON (RCA)	18 (43)
WEAVERS AT CARNEGIE HALL, Vol. 2 (Vang)	126
Choruses	
FIRESIDE SING ALONG WITH MITCH (Col)	69
FOLK SONG SING ALONG WITH MITCH (Col)	89
HAPPY TIMES SING ALONG WITH MITCH (Col)	12 (9)
MEMORIES SING ALONG WITH MITCH (Col)	41 (19)
MITCH'S GREATEST HITS (Col)	47
MORE SING ALONG WITH MITCH (Col)	24 (44)
PARTY SING ALONG WITH MITCH (Col)	31 (25)
SATURDAY NIGHT SING ALONG WITH MITCH (Col)	53 (37)
SENTIMENTAL SING ALONG WITH MITCH (Col)	49 (45)
SING ALONG WITH MITCH (Col)	15 (22)
STILL MORE SING ALONG WITH MITCH (Col)	37 (35)
Mixed Vocals	
OLDIES BUT GOODIES (OS)	94
12 PLUS 3 EQUALS 15 HITS (End)	116

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CLASSICAL & SEMI-CLASSICAL LP's

BRAHMS: PIANO CONCERTO NO. 2 (RCA)	33 (11)
GROFE: GRAND CANYON SUITE (RCA)	121
HEART OF THE PIANO CONCERTO (RCA)	106
LANZA SINGS CARUSO—CARUSO FAVORITES (RCA)	80
THE LORD'S PRAYER (Col)	101
RACHMANINOFF: CONCERTO NO. 3 (RCA)	102
RODGERS: VICTORY AT SEA, Vol. I (RCA)	114 (40)
RODGERS: VICTORY AT SEA, Vol. II (RCA)	39
SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. I (RCA)	86
SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. II (RCA)	86
STRAUSS WALTZES (Lon)	147
TCHAIKOVSKY: 1812 OVERTURE (Mer)	85 (21)
TCHAIKOVSKY: 1812 OVERTURE: RAVEL: BOLERO (RCA)	77 (24)
TCHAIKOVSKY: PIANO CONCERTO NO. 1 (RCA)	34 (32)

INSTRUMENTAL LP's

Title (Label)	Mono (Stereo) Top LP Rank
Mood and Dance	
CHET ATKINS' WORKSHOP (RCA)	42
CALCUTTA (Dot)	1 (1)
CONCERT IN RHYTHM, Vol. I (Col)	145
IT'S THE TALK OF THE TOWN (Col)	142
LAST DATE (Dot)	61 (29)
MEMORIES ARE MADE OF THIS (Col)	17 (15)
MUSIC FOR LOVERS ONLY (Cap)	95
SAY IT WITH MUSIC (Col)	96 (27)
SONGS TO REMEMBER (Lon)	128
TEMPTATION (Kapp)	120
THEME FROM "THE SUNDOWNERS" (Dot)	99
WONDERLAND BY NIGHT (Dec)	8 (8)
YOUNG AT HEART (Col)	137
Jazz	
BUT NOT FOR ME (Argo)	141
PETE FOUNTAIN'S NEW ORLEANS (Cor)	133
LIKE LOVE (Col)	112
TIME OUT (Col)	144
Teen Beat	
ENCORE (CA)	102
HAVE TWANGY GUITAR, WILL TRAVEL (Jam)	135
MILLION DOLLARS' WORTH OF TWANG (Jam)	127
WALK, DON'T RUN (Dot)	110
Percussion and Sound	
BONGOS (Com)	31
BONGOS, FLUTES AND GUITARS (Com)	43
PERSUASIVE PERCUSSION, Vol. I (Com)	148 (7)
PERSUASIVE PERCUSSION, Vol. II (Com)	30
PROVOCATIVE PERCUSSION, Vol. I (Com)	20
PROVOCATIVE PERCUSSION, Vol. II (Com)	26
QUIET VILLAGE (Lib)	123

SHOW MUSIC

Original Cast	
BYE BYE BIRDIE (Col)	143
CAMELOT (Col)	5 (5)
DO RE MI (RCA)	75
FIORILLO (Cap)	91
FLOWER DRUM SONG (Col)	82
GYPSY (Col)	138
MUSIC MAN (Cap)	62
MY FAIR LADY (Col)	46 (16)
THE SOUND OF MUSIC (Col)	13 (6)
SOUTH PACIFIC (Col)	44
TENDERLOIN (Cap)	90
UNSINKABLE MOLLY BROWN (Cap)	50 (36)
WEST SIDE STORY (Col)	57
WILDCAT (RCA)	19 (50)
Sound Track	
THE ALAMO (Col)	39
BEN-HUR (MGM)	51 (47)
CAN CAN (Cap)	60
EXODUS (RCA)	3 (2)
G. I. BLUES (RCA)	2 (14)
GIGI (MGM)	64
KING AND I (Cap)	93 (28)
NEVER ON SUNDAY (UA)	27
OKLAHOMA! (Cap)	54 (33)
FORGY AND BESS (Col)	108
SOUTH PACIFIC (RCA)	23 (12)
STUDENT PRINCE (RCA)	111
Music From Musical Films and TV	
EXODUS (UA)	134
FILM ENCORES, Vol. I (Lon)	129
GREAT MOTION PICTURE THEMES (UA)	4 (4)
MUSIC FROM EXODUS AND OTHER GREAT THEMES (Lon)	10 (3)
PETER GUNN (RCA)	74
THEME FROM A SUMMER PLACE (Dot)	79

COMEDY LP's

AN EVENING WITH MIKE NICHOLS AND ELAINE (MAY) (Mer)	43
BUTTON-DOWN MIND OF BOB NEUWHART (WB)	7
BUTTON-DOWN MIND STRIKES BACK (WB)	11
EDGE OF SHELLEY BERMAN (Ver)	92
INSIDE SHELLEY BERMAN (Ver)	26
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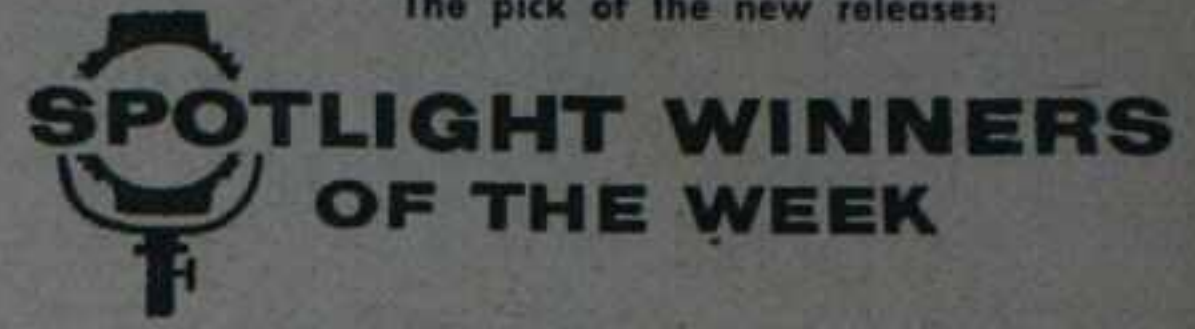
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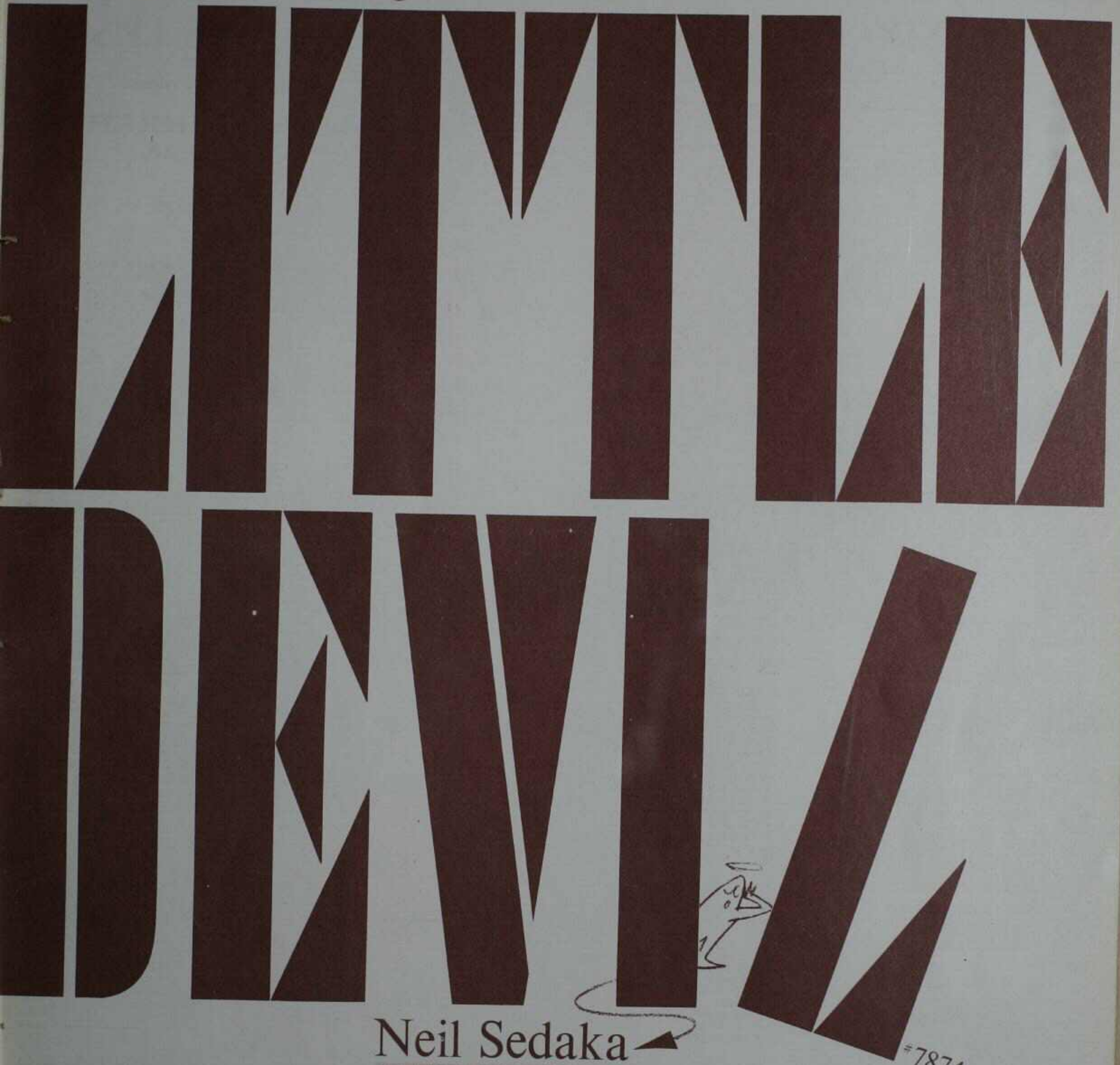
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(Continued on page 22)

big, big, big, big, big!



Neil Sedaka

LITTLE DEVIL COMPACT 33 SINGLE
I MUST BE DREAMING
RCA VICTOR



Produced by Nevins-Kirshner
Also available on 45 rpm

RCA VICTOR
RADIO CORPORATION OF AMERICA

150 Best Selling

MONO LP's

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	CALCUTTA Lawrence Welk, Dot DLP 3359	12
2	2	G. I. BLUES Elvis Presley, RCA Victor LPM 2256	25
3	3	EXODUS Sound Track, RCA Victor LOC 1058	14
4	4	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAL 3122	12
5	5	CAMELOT Original Cast, Columbia KOL 3620	12
6	7	MAKE WAY Kingston Trio, Capitol T 1474	8
7	6	BUTTON-DOWN MIND OF BOB NEWHART Warner Bros. 1279	49
8	9	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL 4101	16
9	10	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol W 1491	10
10	11	MUSIC FROM EXODUS AND OTHER GREAT THEMES Mantovani, London LL 3231	18
11	8	BUTTON-DOWN MIND STRIKES BACK Warner Bros. 1393	23
12	17	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1548	6
13	12	THE SOUND OF MUSIC Original Cast, Columbia KOL 3450	70
14	14	KNOCKERS UP Rusty Warren, Jubilee JLP 3029	24
15	13	SING ALONG WITH MITCH Mitch Miller, Columbia CL 1160	144
16	27	ALL THE WAY Frank Sinatra, Capitol W 1538	2
17	16	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CL 1574	10
18	18	TONIGHT IN PERSON Limelighters, RCA Victor LPM 3272	8
19	23	WILDCAT Original Cast, RCA Victor LOC 1060	13
20	19	JOHNNY'S GREATEST HITS Johnny Mathis, Columbia CL 1123	155
21	15	NICE 'N' EASY Frank Sinatra, Capitol W 1417	35
22	20	BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LOC 6006	76
23	26	SOUTH PACIFIC Sound Track, RCA Victor LOC 1032	160
24	25	MORE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1243	113
25	24	ENCORE OF GOLDEN HITS Platters, Mercury MG 20472	38
26	33	INSIDE SHELLEY BERMAN Verve MG 15003	104
27	22	NEVER ON SUNDAY Sound Track, United Artists UAL 4070	13
28	28	KINGSTON TRIO Capitol T 996	96
29	31	SOLD OUT Kingston Trio, Capitol T 1352	52
30	49	HYMNS Tennessee Ernie Ford, Capitol T 756	187
31	30	PARTY SING ALONG WITH MITCH Mitch Miller, Columbia CL 1331	68
32	34	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse A-2	8
33	21	BRAHMS: PIANO CONCERTO NO. 2 Sviatoslav Richter, RCA Victor LM 2466	17
34	29	TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, RCA Victor LM 3251	90
35	52	JOHNNY HORTON'S GREATEST HITS Columbia CL 1596	8
36	36	STRING ALONG Kingston Trio, Capitol T 1407	26
37	40	STILL MORE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1283	87
38	50	DEDICATED TO YOU Ray Charles, ABC-Paramount 335	7
39	32	THE ALAMO Sound Track, Columbia CL 1538	19
40	39	KINGSTON TRIO AT LARGE Capitol T 1199	94
41	41	MEMORIES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1542	23
42	54	PAUL ANKA SINGS HIS BIG 15 ABC-Paramount LP 222	42
43	44	AN EVENING WITH MIKE NICHOLS AND ELAINE MAY Mercury OCM 2200	13
44	51	SOUTH PACIFIC Original Cast, Columbia OL 4180	358
45	53	BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LOC 6007	16
46	57	MY FAIR LADY Original Cast, Columbia OL 5090	263
47	69	MITCH'S GREATEST HITS Mitch Miller, Columbia CL 1544	7
48	67	BUDDY HOLLY STORY Coral CRL 5-7226	15
49	86	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller, Columbia CL 1457	41
50	37	UNINKABLE MOLLY BROWN Original Cast, Capitol WAD 1509	17
51	45	BEN-HUR Rome Symphony Orchestra (Savinal), MGM 151	51

★ STAR PERFORMERS—strongest sales gains in the past week by newer LP's, on Chart 9 weeks or less.

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52	46	JOHNNY'S MOODS Johnny Mathis, Columbia CL 1538	17
53	47	SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller, Columbia CL 1414	25
54	58	OKLAHOMA! Sound Track, Capitol WAO 595	233
55	90	SOUL OF SPAIN, VOL. I 101 Strings, Somerset P 6600	15
56	78	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. I Various Artists, RCA Victor LM 6074	72
57	38	WEST SIDE STORY Original Cast, Columbia OL 5230	24
58	55	FROM THE HUNGRY I Kingston Trio, Capitol T 1107	114
59	56	HEAVENLY Johnny Mathis, Columbia CL 1251	83
60	63	CAN CAN Sound Track, Capitol W 1321	48
61	60	LAST DATE Lawrence Welk, Dot DLP 3350	17
62	62	MUSIC MAN Original Cast, Capitol WAO 990	164
63	48	TWIST Chubby Checker, Parkway P 7001	24
64	59	GIGI Sound Track, MGM E 3641	146
65	65	LAUGHING ROOM Woody Woodbury, Stereodiscs MW 2	41
66	66	HERE WE GO AGAIN Kingston Trio, Capitol T 1258	70
67	74	BOBBY'S BIGGEST HITS Bobby Rydell, Cameo C 1009	8
68	77	ONLY THE LONELY Frank Sinatra, Capitol W 1053	100
69	80	FIRESIDE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1389	46
70	83	THIS IS BRENDA Brenda Lee, Decca DL 4082	22
71	—	BOBBY VEE Liberty LRP 3181	4
72	70	WOODY WOODBURY LOOKS AT LOVE AND LIFE Woody Woodbury, Stereodiscs MW 1	58
73	84	CALYPSO Harry Belafonte, RCA Victor LPM 1248	15
74	—	PETER GUNN Henry Mancini, RCA Victor LPM 1956	87
75	—	DO RE MI Original Cast, RCA Victor LOC 2002 *Inadvertently omitted.	7
76	93	ELVIS IS BACK Elvis Presley, RCA Victor LPM 2321	43
77	42	TCHAIKOVSKY: 1812 OVERTURE; BAVEL: BOLERO Morton Gould, RCA Victor LM 2345	28
78	68	DARIN AT THE COPA Bobby Darin, Atco 112	27
79	76	THEME FROM A SUMMER PLACE Billy Vaughn, Dot DLP 3274	51
80	79	LANTA SINGS CARUSO—CARUSO FAVORITES Mario Lanza, Enrico Caruso, RCA Victor LM 2392	41
81	81	CONNIE'S GREATEST HITS Connie Francis, MGM E 3793	40
82	89	FLOWER DRUM SONG Original Cast, Columbia OL 5350	94
83	—	OUTSIDE SHELLEY BERMAN Verve MG 15007	67
84	102	BEST MUSIC ON/OFF CAMPUS Brothers Four, Columbia CL 1578	10
85	43	TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIAN Minneapolis Symphony Orchestra (Dorati), Mercury MG 50054	15
86	35	SIXTY YEARS OF MUSIC AMERICA LOVES BEST, VOL. II Various Artists, RCA Victor LM 6088	35
87	61	BRENDA LEE Decca DL 4039	25
88	72	ITALIAN FAVORITES Connie Francis, MGM E 3791	63
89	75	FOLK SONG SING ALONG WITH MITCH Mitch Miller, Columbia CL 1316	49
90	97	TENDERLOIN Original Cast, Capitol WAD 1492	15
91	111	FIORIELLO Original Cast, Capitol WAO 1021	37
92	82	EDGE OF SHELLEY BERMAN Verve MG 15013	39
93	96	KING AND I Sound Track, Capitol W 740	224
94	98	OLDIES BUT GOODIES Assorted Artists, Original Sound 3001	81
95	101	MUSIC FOR LOVERS ONLY Jackie Gleason Orch., Bobby Hackett, Capitol W 252	12
96	71	SAY IT WITH MUSIC Ray Conniff, Columbia CL 1490	28
97	73	GOOD HOUSEKEEPING REDUCING OFF THE RECORD Harmony 7143	15
98	95	REJOICE DEAR HEARTS Brother Dave Gardner, RCA Victor LPM 2082	43
99	100	THEME FROM THE "SUNOWNERS" Billy Vaughn, Dot DLP 3349	15
100	105	WEARER THE CROSS Tennessee Ernie Ford, Capitol T 1005	27

9 NEWER LP's designated by Boldface numerals showing weeks on chart.

This Week	Last Week	Title, Artist, Label	Wks. on Chart
101	115	THE LORD'S PRAYER Mormon Tabernacle Choir, Columbia ML 5386	55
102	122	ENCORE Santo and Johnny, Canadian-American CALP 1002	24
103	64	COME DANCE WITH ME Frank Sinatra, Capitol W 1069	100
104	87	HIS HAND IN MINE Elvis Presley, RCA Victor LPM 2328	15
105	91	SOUL OF SPAIN, VOL. II 101 Strings, Somerset P 9900	15
106	92	HEART OF THE PIANO CONCERTO Arthur Rubinstein, RCA Victor LM 2495	10
107	104	RAY CHARLES IN PERSON Atlantic 8029	15
108	106	PORGY AND BESS Sound Track, Columbia OL 5410	71
109	114	DATE WITH THE EVERLY BROTHERS Warner Bros. WB 1295	18
110	117	WALK, DON'T RUN The Ventures, Duffen DLP 2002	16
111	120	STUDENT PRINCE Mario Lanza, RCA Victor LM 1837	20
112	123	LIKE LOVE Andre Previn, Columbia CL 1437	18
113	88	FAITHFULLY Johnny Mathis, Columbia CL 1422	44
114	85	RODGERS: VICTORY AT SEA, VOL. I RCA Victor Symphony Orchestra (Bennett), RCA Victor LM 2335	14
115	109	I'VE GOT A RIGHT TO SING THE BLUES Eileen Farrell, Columbia CL 1465	15
116	121	12 PLUS 3 EQUALS 15 HITS Assorted Artists, End LP 310	8
117	129	WONDERFUL WORLD OF JONATHAN WINTERS Verve MG 15009	43
118	133	LOVE IS THE THING Nat King Cole, Capitol W 824	22
119	137	SPIRITUALS Tennessee Ernie Ford, Capitol T 818	29
120	94	TEMPTATION Roger Williams, Kapp KL 1217	15
121	108	GROFE: GRAND CANYON SUITE Morton Gould, RCA Victor LM 2433	25
122	119	WARM Johnny Mathis, Columbia CL 1078	89
123	128	QUIET VILLAGE Martin Denny, Liberty LP 3122	38
124	130	KICK THY OWN SELF Brother Dave Gardner, RCA Victor LM 2229	34
125	132	GENIUS HITS THE ROAD Ray Charles, ABC-Paramount ABC 325	38
126	139	WEAVERS AT CARNEGIE HALL, VOL. 2 Vanguard VRS 9075	13
127	140	MILLION DOLLARS' WORTH OF TWANG Duane Eddy, Jamie J 3014	16
128	107	SONGS TO REMEMBER Mantovani, London LL 3149	23
129	116	FILM ENCORES, VOL. I Mantovani, London LL 1700	144
130	126	101 STRINGS PLAY THE BLUES 101 Strings, Somerset P 5800	15
131	127	MORE ITALIAN FAVORITES Connie Francis, MGM E 3871	14
132	131	RACHMANINOFF: CONCERTO NO. 3 Van Cliburn, RCA Victor LM 3355	15
133	138	PETE FOUNTAIN'S NEW ORLEANS Coral CRL 57282	15
134	142	EXODUS Hollywood Studio Orchestra, United Artists, UAL 2123	12
135	150	HAVE TWANGY GUITAR, WILL TRAVEL Duane Eddy, Jamie J 3000	73
136	—	MORE ENCORES OF GOLDEN HITS Platters, Mercury MG 20591	17
137	103	YOUNG AT HEART Ray Conniff, Columbia CL 1489	25
138	110	GYPSY Original Cast, Columbia OL 3420	72
139	112	MORE OF JOHNNY'S GREATEST HITS Johnny Mathis, Columbia CL 1244	79
140	124	MAK' THE KNIFE—ELLA IN BERLIN Ella Fitzgerald, Verve MG 4041	31
141	125	BUT NOT FOR ME Ahmad Jamal, Argo 626	101
142	134	IT'S THE TALK OF THE TOWN Ray Conniff, Columbia CL 1334	15
143	135	BYE BYE BIRDIE Original Cast, Columbia KOL 3510	25
144	136	TIME OUT Dave Brubeck, Columbia CL 1297	16
145	144	CONCERT IN RHYTHM, VOL. II Ray Conniff, Columbia CL 1415	31
146	148	GUNFIGHTER BALLADS AND TRAIL SONGS Marty Robbins, Columbia CL 1349	43
147	149	STRAUSS WALTZES Mantovani, London LL 605	14
148	—	PERSUASIVE PERCUSSION, VOL. I Terry Snyder, Command LP 800	41
149	—	LATIN A LA LEE Peggy Lee, Capitol T 1290	33
150	—	OPEN FIRE, TWO GUITARS Johnny Mathis, Columbia CL 1270	81

50 Best Selling

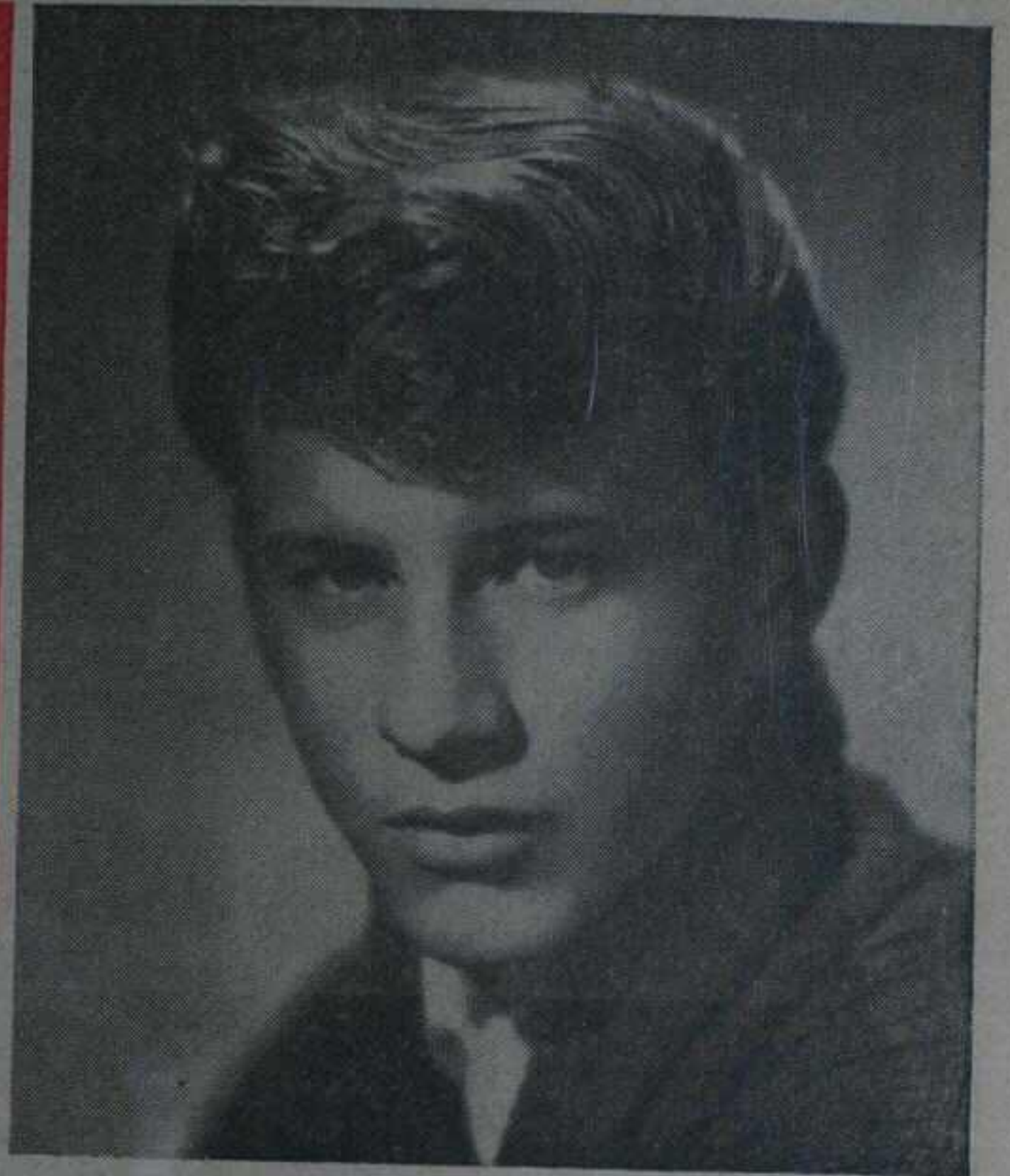
STEREO LP's

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	CALCUTTA Lawrence Welk, Dot DLP 3359	12
2	2	EXODUS Sound Track, RCA Victor LSO 1058	14
3	4	MUSIC FROM EXODUS AND OTHER GREAT THEMES Mantovani, London PS 224	19
4	3	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAS 3122	13
5	7	CAMELOT Original Cast, Columbia KOS 2031	13
6	5	THE SOUND OF MUSIC Original Cast, Columbia KOS 2020	67
7	8	PERSUASIVE PERCUSSION, VOL. I Terry Snyder, Command RS 800 SD	60
8	10	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL 7-4101	15
9	14	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CS 8348	46
10	13	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol SW 1491	10
11	6	BRAHMS: PIANO CONCERTO NO. 2 Sviatoslav Richter, RCA Victor LSC 3466	19
12	9	SOUTH PACIFIC Sound Track, RCA Victor LSO 1032	100
13	16	SOUL OF SPAIN, VOL. I 101 Strings, Stereo Fidelity SF 6600	37
14	11	G. I. BLUES Elvis Presley, RCA Victor LSP 2256	22
15	19	MEMORIES ARE MADE OF THIS Ray Conniff, Columbia CS 8374	10
16	12	MY FAIR LADY Original Cast, Columbia OS 2015	95
17	20	NICE 'N' EASY Frank Sinatra, Capitol SW 1417	34
18	25	MAKE WAY Kingston Trio, Capitol ST 1474	8
19	36	MEMORIES SING ALONG WITH MITCH Mitch Miller, Columbia CS 8342	24
20	18	PROVOCATIVE PERCUSSION, VOL. I Enoch Light and the Light Brigade, Command RS 806 SD	63
21	15	TCHAIKOVSKY: 1812 OVERTURE; CAPRICCIO ITALIAN Minneapolis Symphony Orchestra (Dorati), Mercury SR 90054	42
22	24	SING ALONG WITH MITCH Mitch Miller, Columbia CS 8004	45
23	33	SOUL OF SPAIN, VOL. II 101 Strings, Stereo Fidelity SF 9900	15
24	22	TCHAIKOVSKY: 1812 OVERTURE; BAVEL: BOLERO Morton Gould, RCA Victor LSC 2345	47
25	34	PARTY SING ALONG WITH MITCH Mitch Miller, Columbia CS 8138	48
26	17	PROVOCATIVE PERCUSSION, VOL. II Enoch Light and the Light Brigade, Command RS 810 SD	31
27	26	SAY IT WITH MUSIC Ray Conniff, Columbia CS 8282	24
28	48	KING AND I Sound Track, Capitol SW 740	84
29	28	LAST DATE Lawrence Welk, Dot DLP 3350	18
30	21	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars, Command RS 808 SD	25
31	29	BONGOS Les Admadores, Command RS 809 SD	24
32	30	TCHAIKOVSKY: PIANO CONCERTO NO. 1 Van Cliburn, RCA Victor LSC 3251	74
33	37	OKLAHOMA! Sound Track, Capitol SWAO 595	78
34	38	BELAFONTE AT CARNEGIE HALL Harry Belafonte, RCA Victor LSO 6006	73
35	35	STILL MORE SING ALONG WITH MITCH Mitch Miller, Columbia CS 8099	50
36	39	UNINKABLE MOLLY BROWN Original Cast, Capitol SWAO 1509	15
37	40	SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller, Columbia CS 8211	15
38	—	ALL THE WAY Frank Sinatra, Capitol SW 1538	1
39	23	RODGERS: VICTORY AT SEA, VOL. II RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2336	43
40	27	RODGERS: VICTORY AT SEA, VOL. I RCA Victor Symphony Orchestra (Bennett), RCA Victor LSC 2335	15
41	42	BONGOS, FLUTES AND GUITARS Les Admadores, Command RS 812 SD	14
42	43	CHET ATKINS' WORKSHOP RCA Victor LSP 2222	19
43	45	TONIGHT IN PERSON Limelighters, RCA Victor LSP 2272	7
44	—	MORE SING ALONG WITH MITCH Mitch Miller, Columbia CS 8043	115
45	—	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller, Columbia CS 8251	37
46	32	COME DANCE WITH ME Frank Sinatra, Capitol SW 1069	94
47	47	BEN-HUR Rome Symphony Orchestra (Savinal), MGM 151	47
48	—	HERE WE GO AGAIN Kingston Trio, Capitol ST 1258	73
49	31	STRING ALONG Kingston Trio, Capitol ST 1407	35
50	—	WILDCAT Original Cast, RCA Victor LSO 1060	11

KISSIN' TIME • WE GOT LOVE • WILD ONE •
SWINGIN' SCHOOL • VOLARE • SWAY • GOOD TIME BABY

... AND NOW

BOBBY RYDELL



again rings the bell with ...

The Ballad You Have All Asked For ...

DON'T BE AFRAID

and

OLD BLACK MAGIC

(BY DEMAND FROM HIS ALBUM "THE GREAT ONES" C #1010)

C #190



C #190

1405 Locust St., Philadelphia, Pa.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
1	1	1	6	BLUE MOON	Marcelo, Colpix 186			7
2	4	9	21	RUNAWAY	Del Shannon, Big Top 3067			7
3	9	23	55	MOTHER-IN-LAW	Ernie K. Doe, Mini 623			4
4	5	7	11	ON THE REBOUND	Floyd Cramer, RCA Victor 7840			7
5	6	10	17	BUT I DO	Clarence (Frogman) Henry, Argo 5378			9
6	2	2	4	APACHE	Jorgen Ingmann, Aco 6184			13
7	3	5	3	DEDICATED TO THE ONE I LOVE	Shirley, Scepter 1203			13
8	12	13	15	ASIA MINOR	Kokomo, Felsted 8612			9
9	20	26	71	ONE HUNDRED POUNDS OF CLAY	Gene McDaniels, Liberty 55308			5
10	7	3	1	SURRENDER	Elvis Presley, RCA Victor 7850			9
11	13	18	24	TAKE GOOD CARE OF HER	Adam Wade, Coed 546			6
12	8	6	5	DON'T WORRY (LIKE ALL THE OTHER TIMES)	Marty Robbins, Columbia 41922		S	12
13	14	16	22	PLEASE LOVE ME FOREVER	Cathy Jean and Roomates, Valmor 007			8
14	16	21	32	ONE MINT JULEP	Ray Charles, Impulse 200			7
15	11	4	2	PONY TIME	Chubby Checker, Parkway 818			13
16	19	29	62	YOU CAN DEPEND ON ME	Brenda Lee, Decca 31231			4
17	18	19	27	BABY BLUE	Echoes, Segway 103			7
18	23	25	46	I'VE TOLD EVERY LITTLE STAR	Linda Scott, Canadian-American 123			6
19	28	22	34	TONIGHT MY LOVE, TONIGHT	Paul Anka, ABC-Paramount 10194			6
20	22	27	33	PLEASE TELL ME WHY	Jackie Wilson, Brunswick 55208			6
21	10	8	7	WALK RIGHT BACK	Everly Brothers, Warner Bros. 5199			11
22	15	11	12	THINK TWICE	Brook Benton, Mercury 71774			10
23	24	37	48	PORTRAIT OF MY LOVE	Steve Lawrence, United Artists 291			6
24	17	14	10	GEE WHIZ (LOOK AT HIS EYES)	Carla Thomas, Atlantic 2086			12
25	41	54	78	JUST FOR OLD TIME'S SAKE	McGuire Sisters, Coral 62249			6
26	21	12	8	WHEELS	String-A-Longs, Warwick 603			15
27	37	60	88	DADDY'S HOME	Shep and the Limettes, Hull 740			4
28	26	30	35	ONCE UPON A TIME	Rochell and the Candles, Swingin' 623			11
29	25	15	9	WHERE THE BOYS ARE	Connie Francis, MGM 12971			14
30	32	38	43	TRUST IN ME	Etta James, Argo 5385			6
31	30	34	56	FIND ANOTHER GIRL	Jerry Butler, Vee Jay 375			7
32	35	59	87	TENDERLY	Bert Kaempfert, Decca 31236			4
33	29	35	45	HIDEAWAY	Freddy King, Federal 12401			7
34	42	47	54	SHU RAH	Fats Domino, Imperial 5734			5
35	49	64	80	BRASS BUTTONS	String-A-Longs, Warwick 625			4
36	36	46	64	SOME KIND OF WONDERFUL	Drifters, Atlantic 2096			5
37	43	57	61	ONE-EYED JACKS	Ferrante and Teicher, United Artists 300			5

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
38	48	83	94	LIKE LONG HAIR	Paul Revere and the Raiders, Gardenia 116			4
39	46	53	77	THEME FROM DIXIE	Duane Eddy, Jamie 1183			5
40	27	20	20	MODEL GIRL	Johnny Maestro, Coed 545			11
41	31	17	13	EBONY EYES	Everly Brothers, Warner Bros. 5199			12
42	57	84	90	BUMBLE BOOGIE	B. Bumble and the Stingers, Rendezvous 140			4
43	33	32	41	FELL IN LOVE ON MONDAY	Fats Domino, Imperial 5734			5
44	47	56	76	TONIGHT I FELL IN LOVE	Tokens, Warwick 615			7
45	53	75	92	I'M IN THE MOOD FOR LOVE	Chimes, Tag 445			4
46	52	66	83	FUNNY	Maxine Brown, Nomar 106			4
47	62	—	—	FROGG	Brothers Four, Columbia 41958			2
48	50	52	86	TO BE LOVED (FOREVER)	Pentagons, Donna 1337			9
49	39	31	31	THAT'S IT—I QUIT—I'M MOVIN' ON	Sam Cooke, RCA Victor 7853			7
50	38	55	51	GINNIE BELL	Paul Dino, Promo 2180			12
51	59	73	—	CONTINENTAL WALK	Hank Ballard and the Midnighters, King 5491			3
52	54	68	85	AIN'T IT BABY	Miracles, Tamla 54034			4
53	79	89	—	WHAT'D I SAY	Jerry Lee Lewis, Sun 356			3
54	71	—	—	RUNNING SCARED	Roy Orbison, Monument 328			2
55	56	58	66	MY THREE SONS	Lawrence Welk, Dot 16198			5
56	—	—	—	BREAKIN' IN A BRAND NEW HEART	Connie Francis, MGM 12995			1
57	34	33	37	HAPPY BIRTHDAY BLUES	Kathy Young and the Innocents, Indigo 115			9
58	63	71	89	SLEEPY-EYED JOHN	Johnny Horton, Columbia 41963			4
59	45	65	75	BYE BYE BABY	Mary Wells, Motown 1003			11
60	66	74	81	FOOLIN' AROUND	Kay Starr, Capitol 4542			5
61	44	24	16	SPANISH HARLEM	Ben E. King, Aco 6185			16
62	70	82	—	TREES	Platters, Mercury 71791			2
63	83	97	—	BONANZA	Al Caiola, United Artists 302			3
64	69	—	—	AFRICAN WALTZ	Cannonball Adderley, Riverside 45457			2
65	40	40	49	BEWILDERED	James Brown, King 5442			8
66	61	67	84	MERRY-GO-ROUND	Mary Johnson, United Artists 294			6
67	75	—	—	(IT NEVER HAPPENS) IN REAL LIFE	Chuck Jackson, Wand 108			2
68	73	—	—	EXODUS (In Jazz)	Eddie Harris, Vee Jay 378			2
69	—	—	—	GOOD, GOOD LOVIN'	Chubby Checker, Parkway 812			1
70	51	50	65	SECOND TIME AROUND	Frank Sinatra, Reprise 20001			7
71	78	—	—	THE CHARANGA	Merv Griffin, Carlton 545			2
72	82	99	—	THE NEXT KISS (IS THE LAST GOODBYE)	Conway Twitty, MGM 12998			3
73	81	87	96	TRIANGLE	Janie Grant, Caprice 104			4
74	84	93	—	UNDERWATER	Frogman, Candix 314			3

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE	Artist, Company	Record No.	STEREO	WEEKS ON CHART
75	89	—	—	LULLABY OF LOVE	Frank Earl, Crusade 1021			2
76	80	—	—	GLORY OF LOVE	Roomates, Valmor 608			2
77	97	—	—	HELLO WALLS	Faron Young, Capitol 4533			2
78	—	—	—	MAMA SAID	Shirley, Scepter 1217			1
79	95	—	—	SAVED	LaVern Baker, Atlantic 2099			2
80	85	—	—	CONTINENTAL WALK	Rollers, Liberty 55320			2
81	72	80	91	SEVENTEEN	Frankie Ford, Imperial #735			5
82	—	—	—	GIRL OF MY BEST FRIEND	Ral Donner, Gone 5102			1
83	87	—	—	COME ALONG	Maurice Williams and the Zodiacs, Herald 559			2
84	86	—	—	I'LL JUST HAVE ANOTHER CUP OF COFFEE	Claude Gray, Mercury 71732			2
85	—	—	—	FLAMING STAR	Elvis Presley, RCA Victor LPC 128 (33 compact)			1
86	64	61	73	VERY THOUGHT OF YOU	Little Willie John, King 5458			6
87	88	—	—	LA PACHANGA	Audrey Arno and the Hazy Osterwald Sextet, Decca 31238			2
88	92	94	—	SCOTTISH SOLDIER	Andy Stewart, Warwick 627			3
89	96	98	—	CALIFORNIA SUN	Joe Jones, Roulette 4344			3
90	65	69	70	LING TING TONG	Buddy Knox, Liberty 55305			7
91	94	—	—	COME ON OVER	Strollers, Carlton 546			2
92	68	72	—	WELCOME HOME	Sammy Kaye Ork, Decca 31204			3
93	98	—	—	THREE HEARTS IN A TANGLE	Roy Drusky, Decca 31193			2
94	60	44	40	YOUR ONE AND ONLY LOVE	Jackie Wilson, Brunswick 55208			6
95	—	—	—	MESS AROUND	Hobby Freeman, Josie 887			1
96	—	—	—	HOP SCOTCH	Santo and Johnny, Canadian-American 124			1
97	100	—	—	GROUND HOG	Browns, RCA Victor 7866			2
98	74	81	97	WHERE I FELL IN LOVE	Capels, Old Town 1099			4
99	—	—	—	TRAGEDY	Fleetwoods, Dolton 40			1
100	76	76	98	LITTLE PEDRO	Olympics, Arcee 5023			4

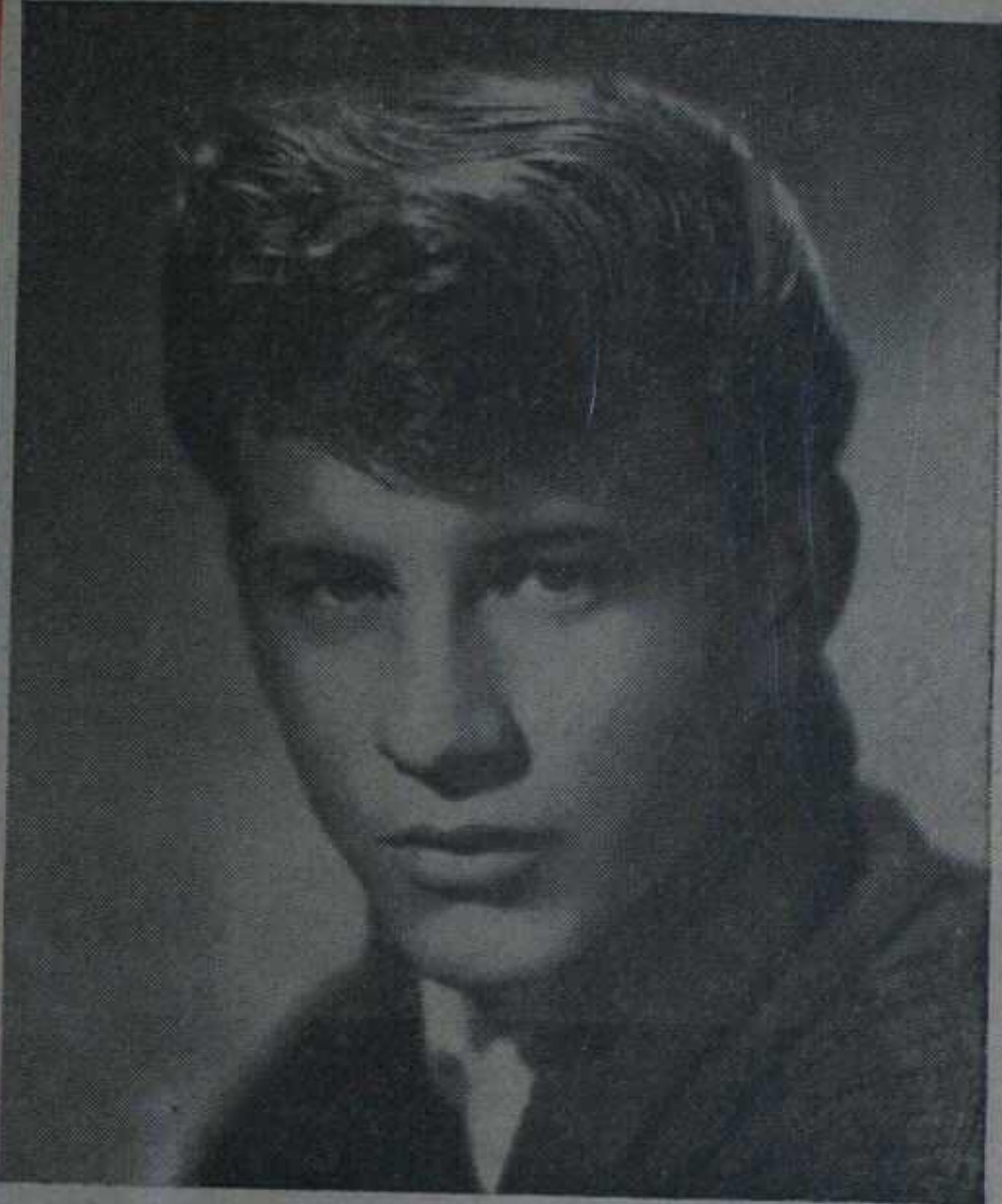
HOT 100 - A to Z

African Waltz	64	Mama Said	78
Ain't It Baby	52	Merry-Go-Round	66
Apache	6	Mess Around	80
Asia Minor	9	Model Girl	3
Baby Blue	62	Mother-in-Law	3
Bewildered	65	My Three Sons	82
Blue Moon	1	Next Kiss, The	72
Bonanza	63	On the Rebound	2
Brass Buttons	35	Once Upon a Time	27
Breakin' in a Brand New Heart	54	One-Eyed John	9
Bumble Boogie	3	One Hundred Pounds of Clay	5
But I Do	1	One Mint Julep	14
Bye Bye Baby	59	Please Love Me Forever	12
California Sun	89	Please Tell Me Why	15
Charanga, The	41	Pony Time	26
Come Along	83	Portrait of My Love	27
Come on Over	91	Runaway	2
Continental Walk (Ballard)	51	Running Scared	79
Continental Walk (Rollers)	80	Saved	79
Daddy's Home	37	Scottish Soldier	88
Dedicated to the One I Love	7	Second Time Around	70
Don't Worry (Like All the Other Times)	12	Seventeen	24
Ebony Eyes	41	Shu Rah	28
Exodus (In Jazz)	68	Sleepy-Eyed John	58
Fall in Love on Monday	43	Some Kind of Wonderful	24
Find Another Girl	31	Spanish Harlem	61
Flaming Star	85	Surrender	11
Foolin' Around	23	Take Good Care of Her	23
Froggy	47	Tenderly	12
Gee Whiz (Look at His Eyes)	24	Theme From Dixie	25
Ginnie Bell	50	Think Twice	92
Girl of My Best Friend	30	Three Hearts in a Tangle	29
Glory of Love	25	To Be Loved (Forever)	48
Good, Good Lovin'	74	Tonight I Fell in Love	44
Ground Hog	97	Tonight, My Love, Tonight	99
Happy Birthday Blues	57	Tragedy	63
Hideaway	33	Trees	81
Hop Scotch	92	Triangle	73
I'll Just Have Another Cup of Coffee	84	Trust in Me	74
I'm in the Mood for Love	45	Underwater	46
(It Never Happens) in Real Life	67	Very Thought of You	86
I've Told Every Little Star	18	Walk Right Back	21
Just for Old Time's Sake	27	Welcome Home	93
La Pachanga	87	What'd I Say	26
Like Long Hair	38	Wheels	29
Ling Ting Tong	90	Where I Fell in Love	98
Little Pedro	100	You Can Depend on Me	16
		Your One and Only Love	94
		Lullaby of Love	75

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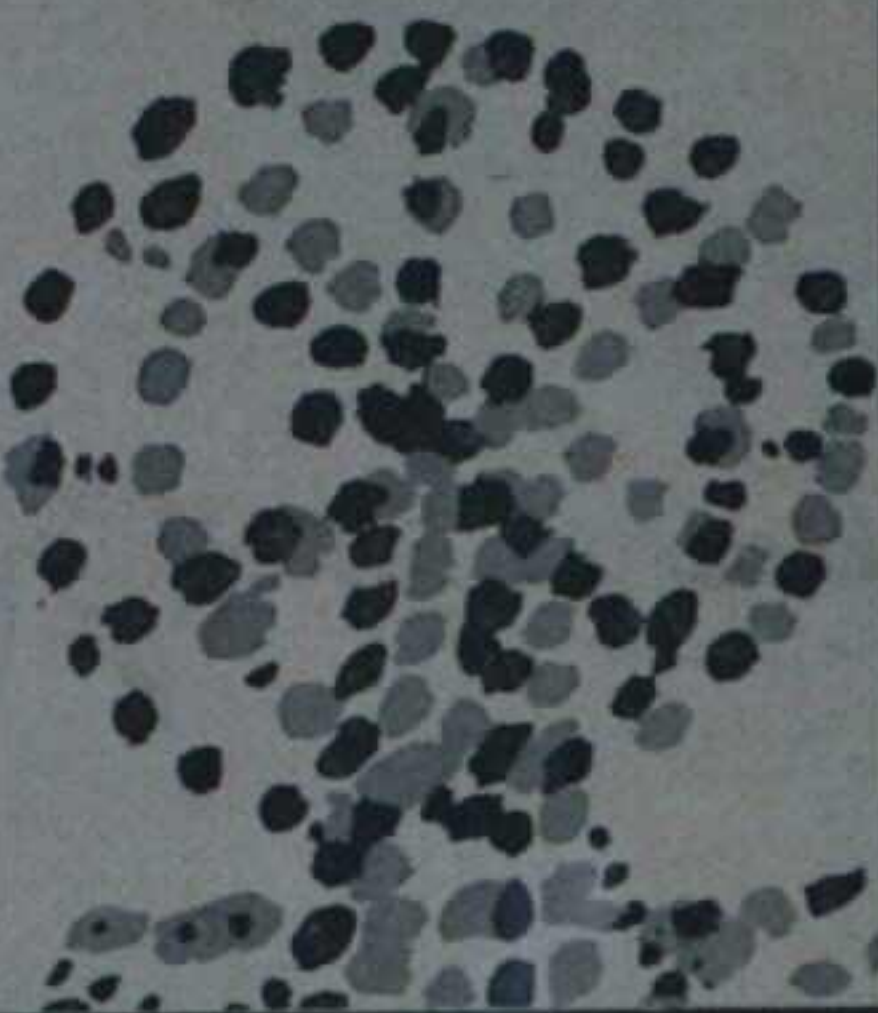
C #190

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**Reviews and Ratings of
 New Albums**

★★★★
STRONG SALES POTENTIAL

★★★★ **BOBBY VINTON (A YOUNG MAN WITH A BIG BAND) PLAYS FOR HIS LITTLE DARLIN'S**

Epic LN 3780, BN 597 (Stereo & Monaural)—Vinton wraps up a group of teen favorites—all with a girl's name in the title—in a delightful blend of big band swing and bouncy r.&B. flavor. It all adds up to a danceable instrumental package with family appeal. Selections include "Peggy Sue," "JoAnn," "Doona," "Oh Carol" and "Tammy."

★★★★ **WINE, WOMEN AND WALTZES**

Eric Vaughn-The Medallion Strings and Percussion, Medallion ML 7519—This is an exceptionally fine sound-package of Viennese waltzes. The addition of modern percussion instruments (chimes, triangles, woodblocks, etc.) to the traditional sweet strings gives the album added appeal to sound fans, while the lovely melodies and liting arrangements provide danceable, romantic wax for mood sets. A worthy addition to Kapp's sound album catalog.

★★★★ **EYDIE AND STEVE-COZY**

Eydie Gorme, Steve Lawrence, United Artists WWS 3509 (Stereo & Monaural)—The Mr. and Mrs. team blend with their usual smooth exuberance and sock vocal showmanship on a group of standards. Selections—all great jockey wax—include "Wouldn't It Be Lovely," "A Fine Romance," "Two Sleepy People." This is a monaural single-jacket version retailing at \$3.98, taken from UA's Ultra-Audio stereo sound original. A solid sales item for their fans.

★★★★ **AMERICA'S GREATEST MUSIC MAKERS**

Various Artists, Decca DL 74126 (Stereo & Monaural)—Here's a package of tracks from some of the label's hot current, big band packages. There are tracks by Carmen Cavallaro, Warren Covington, Ralph Flanagan, Pete Fountain, Irving Fields, Jan Garber, Sammy Kaye, Wayne King, Liberace, (Big) Tiny Little, Guy Lombardo and Henry Jerome's "Brazen Brass." Fine, listenable sides here and the set should do business as well as create jock interest.

★★★★ **THE SWEETEST PIANOS THIS SIDE OF HEAVEN**

Guy Lombardo and His Royal Canadian Decca DL 74123 (Stereo & Monaural)—Lombardo recently returned to his old Decca fold and here's one of the first results of that reunion. It's the famous Lombardo twin pianos, familiar to any radio listener's ear, and they are heard in deft, stereo readings of such oldies as "Narcissus" and "Sorrento," along with more recent tunes like "Gigi" and "Etoiles." Fine sound and the fans of the Royal Canadians are sure to want the package.

★★★★ **THE SECOND TIME AROUND**

Jane Morgan, Kapp KL 1238—Taking her cue from the title song, currently in the running for an Academy Award, Miss Morgan sings a host of love songs with much warmth and feeling. Her backings, too, are tasteful and meaningful. Her repertoire includes "The Twilight Waltz," "The Angry Sea," and "Love Is a Simple Thing." Delightful, moody wax.

★★★★ **SONGS YOU WILL NEVER FORGET**

Lolita, Kapp KL 1228—The "Sailor" girl has her second album since her big singles hit a few months back. As before, the Viennese thrush sings her songs all in German in her husky, schmaltzy style. Many of the tunes are European classics, taken from movie and night club repertoire commonly heard in Continental bistros. There's a lot of character and flavor to these performances and fans will surely go for them.

★★★★ **THE SHAPE OF SOUNDS TO COME**

Larry Elgart, MGM E 3896—The Larry Elgart band comes through with fresh, sparkling performances here of a group of standards that should interest the ork's many followers. The arrangements are modern and stylish, and the dancing beat comes through on every tune. Songs include "I've Got You Under My Skin," "Get Out of Town," "Tony's Wife" and "All the Things You Are." Arrangements are by John Murtagh, Marty Holmes, Bill Finegan, Bobby Scott and Lew Gluckin.

★★★★ **RETURN OF THE DOODLETOWN FIFERS**

Sauter and Finegan, United Artists WWS 7511 (Stereo & Monaural)—The new "sound" era should help turn this Sauter-Finegan set into a good seller. The band that used orchestral color and percussion long before hi-fi became a household word, and before stereo recording was more than a thought, comes over with spirit on this recording of the well-known Sauter-Finegan tunes. Sides include "Doodletown Fifers," "April in Paris," "Moonlight Sleighride," "The Gangs" and "Doodletown Races." Bright wax.

★★★★ **MOTION PICTURE THEMES**

Cha Cha Cha
 Tito Rodriguez Orchestra, United Artists WWS 7507 (Stereo & Monaural)—A crop of currently popular film themes gets the additional fillip of cha-cha arrangements and smartly played danceable performances by the Tito Rodriguez orchestra. Could be a big one for UA, including as it does such well-known themes as "Exodus," "Ruby," "Never on Sunday," "The Apartment," "Summer Place," and half a dozen more.

★★★ **MODERATE SALES POTENTIAL**

POPULAR

★★★ **RAYMOND SHELLEY**

Columbia CL 1593, CS 8393—Shelley displays a solid, artful technique at the giant Wurliizer theatre organ of the Fox Theater in Detroit. Organ solo fans should be highly satisfied with his skillful treatments of such nostalgic standards as "I Got Rhythm," "Both of the Blues," "Brazil," etc.

★★★★ **STRONG SALES POTENTIAL**

JAZZ

★★★★ **THE TROMBONES, INC.**

Warner Bros. 1272—This powerful trombone ensemble album was first released about two years ago and earned solid reviews at the time. Side One, known as the East, was cut in New York by George Avakian with a cast including Renak, Cleveland, Bert Powell, Brookmeyer, Linton, Coker and Green. The West section (Side Two) has Roberts, Howard, Harper, Rosolino, Nash, Shroyer, Kosby, Pederson and McEachern on the horns and was r.&B'd by Alvin Rey. There's a lot of fine swinging ensemble work here with plenty of soloing by the virtuosi, and like two years ago, it's still worth an honorable mention. Cover recreates one of the more lyrical earlier reviews.

★★★ **MODERATE SALES POTENTIAL**

JAZZ

★★★ **DEVIL MAY CARE**

Teri Thornton, Riverside RLP 9352 (Stereo)—The thrush has a rich, deep vocal quality which is displayed effectively here on a group of standards. An interesting new jazz talent. Selections include a feelingful reading of "Lullaby of the Leaves," "Blue Skies" and "What's New."

★★★ **THE SAL SALVADOR QUARTET**

Jazz Unlimited JAS 1001 (Stereo & Monaural)—A swinging combo, with Salvador on guitar, Fred Calabrese on bass, Ray Starling on piano and flugelhorn and Moseley Alexander, drums. The material includes tunes which are built around the concept of "happy," as exemplified in such titles as "Then I'll Be Happy," "Sometimes I'm Happy," "Happy Days Are Here Again," etc.

★★★ **THE JOHN GLASEL BRASSIET**

Jazz Unlimited JAS 1002 (Stereo & Monaural)—Some fine spunky playing and extremely fluid jazz writing are found on this set by Johnny Glasel's Brassiet. The far underestimated arranging of Dick Cary, along with works by Bill Russo and Johnny Carisi, as well as the leader himself, is performed by a band of highly competent and swinging musicians led by trumpeter Glasel, which includes among others drummer Ed Shaugnessy, trumpeter Louis Mucci and Jim Buffington on French horn. This set can teach connoisseurs of the modern scene and is produced by Golden Crest.

★★★ **THE CARMEN LEGGIO GROUP**

Jazz Unlimited JAS 1000 (Stereo & Monaural)—Tenorman Carmen Leggio, accompanied by Ray Mosca on drums, Henry Grimes on bass and John Bunch on piano, turns in some listenable modern jazz here. Tunes include both standards and originals, with the best sides including "Swing With SML," "Okay Boy" and "What a Difference a Day Made." Side swings neatly and will interest the younger set.

★★★ **THE BOBBY DONALDSON GROUP**

Jazz Unlimited JAS 1003 (Stereo & Monaural)—A new group with the focal point on drummer Bobby Donaldson. The lad sets down a neat beat, with occasional colorful breaks. He's featured in most every track, with the balance of the combo lending him a healthy assist. Nine of the 12 tunes are Donaldson originals with a group of three standards filling out. A nice background jazz set, along fairly modern lines that's also good for dancing.

★★★★ **STRONG SALES POTENTIAL**

CLASSICAL

★★★★ **CARTER: SECOND QUARTET; SCHUMAN: QUARTET NO. 3**
 Julliard String Quartet, RCA Victor LM 2481—The Julliard String Quartet performs the Carter composition with a highly meaningful brilliance. The composition won the 1960 Pulitzer Prize in music and for that reason should be of interest to classical devotees with modern leanings. The warmth and the spellbinding drama of the Schu-

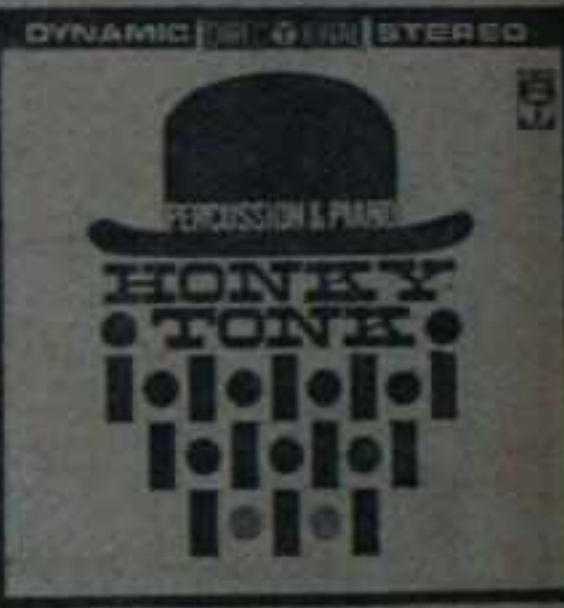
(Continued on page 24)

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Reviews and Ratings of New Albums

Continued from page 23

man work is beautifully painted by the Quartet on the reverse side.

★★★★ SCHUMANN: SPRING SYMPHONY & MANFRED OVERTURE

Boston Symphony (Munch) RCA Victor LM 2474—Charles Munch and the Boston Symphony do an impeccable job on interpreting the strident joy and exultation of the Schumann Spring Symphony. In like manner the orchestra is beautifully led through the tension-filled incidental music for "Manfred." In both works the orchestra is at its highest powers, molded and directed by Munch to the fullest impact of the Schumann works.

★★★★ MENDELSSOHN: SCOTCH SYMPHONY; SCHERZO FROM OCTET IN E FLAT

Boston Symphony Orchestra (Munch) RCA Victor LM 2526—An excellent performance of the "Symphony No. 3 in A Minor" by the Boston Symphony Orchestra under the able direction of Charles Munch. In addition, the orchestra comes through with a good reading of Mendelssohn's youthful Scherzo From the E Flat Octet. The sound is first-rate too. Boston Symphony followers should enjoy this set.

★★★★ STRONG
SALES POTENTIAL

LOW PRICED CHILDREN'S

★★★★ BEST STORIES OF AESOP

Sterling Holloway, Disneyland DQ 1214—Sterling Holloway tells these familiar stories by Aesop in his own pleasant way, aided by a group of children who listen to the stories and make comments. Tales include "The Tortoise and the Hare," "The Dog in the Manger," etc. Good item for the four to eight year old set.

INTERNATIONAL

★★★★ THE HEART OF MEXICO

Musica Tiplea, G.N.P. 53—Here's another in the growing number of albums featuring Mexican material and this is a

fine one. There are numerous examples here of the various types of native Mexican repertoire, some featuring vocal choruses, some the exciting mariachi sound and some devoted to romantic, small group serenades. The recording is tops and the liner notes give an intelligible explanation of the derivation of the styles represented. Recommended especially for border areas.

★★★ MODERATE
SALES POTENTIAL

INTERNATIONAL

★★★ ISRAELI HIT PARADE

Nico Feldman, A&O A 118—Nico Feldman has a powerful lyric tenor of genuine operatic power. He is heard in 14 Israeli songs, mostly vital and gay but occasionally reflective, in which his voice lends new emphasis to the music. Songs include such old favorites as "Tazina-Tazina," "Hava Nagila," and others of similar flavor.

★★★★ STRONG
SALES POTENTIAL

SPOKEN WORD

★★★★ CHRISTIAN POETRY AND PROSE

Alec Guinness, Folkways FLJ 9893—Poetic and prose selections from a dozen different sources concerned with man's belief in Christianity and reflections thereon are dramatically read by Alec Guinness on this set. T. S. Eliot's "Journey of the Magi" and works by Hilary Belloc, Edith Sitwell and St. Francis De Sales are among the tracks included in this highly distinguished LP.

★★★★ CURTAIN TIME

Arthur Blake, Star-Crest CT 1001—Veteran master mimic, Blake displays his remarkable ability as both a male and female impersonator on this—his first album. A week sales package for his strong personal following. His take-offs include impressions of everybody from Raymond Burr (in his

pre-Mason gangster days) and Edward G. Robinson to Marilyn Monroe and Eleanor Roosevelt.

FOLK

★★★★ LITTLE BROTHER MONTGOMERY

Folkways FG 3527—There is much in the blues singing and playing of Little Brother Montgomery here that is in the folk blues tradition, but the work is performed with such simple perfection, that the set does not have the rough edges usually found in this style. More than half of the tracks are sung by Montgomery while others are piano solos by the man. All should be of interest to folk and jazz collectors concerned with the investigation of roots.

★★★ STRONG
SALES POTENTIAL

★★★ JESSE FULLER

Good Time Jazz M 12034—Fuller, the non-man band, has been singing for 60 years. His instrumental rig includes guitar, harmonica for harmonica and kazoo, a bona fide gaiter played by the right foot, and

Continued on page 26

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TAX TIPS . . . how the operator can cut taxes . . . prepared by Leo Kauer, MOA accountant.

JUKE BOX PICTURE SECTION . . . photos and description of all current juke boxes in production.
THE PUBLIC RELATIONS STORY . . . citing the growth of the Coin Machine Council, emphasizing the part played by the MOA . . . the PR problem of the industry . . . steps taken to help solve the problem . . . plans of the Council for PR . . . Public Relations at the "Grass-roots" level.
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CONVENTION PROGRAM . . . featuring a list of exhibits and booth numbers.

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THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING APRIL 23

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	BLUE MOON	By Rodgers-Hart—Published by Robbins (ASCAP)	5
2	2	APACHE	By Lound—Published by Regent (BMI)	9
3	6	RUNAWAY	By Max Crook-C. Westover—Published by Vickie (BMI)	4
4	8	ON THE REBOUND	By Floyd Cramer—Published by Cigma (BMI)	6
5	11	MOTHER-IN-LAW	By Allan Toussaint—Published by Minit (BMI)	3
6	10	ASIA MINOR	By J. Wiener—Published by Barbro (ASCAP)	4
7	4	SURRENDER	By Ponus and Schuman—Published by Presley (BMI)	9
8	3	DEDICATED TO THE ONE I LOVE	By Pauling Bass—Published by Arno (BMI)	11
9	12	BUT I DO	By Robert Gouder-Paul Gayten—Published by Arc (BMI)	4
10	9	WHEELS	By Torres-Stephens—Published by Dundee (BMI)	10
11	5	PONY TIME	By D. Corvay-J. Berry—Published by Alan K. (BMI)	12
12	14	PLEASE LOVE ME FOREVER	By Malme-Blanchard—Published by Ricky (BMI)	6
13	7	DON'T WORRY (LIKE ALL THE OTHER TIMES)	By Marty Robbins—Published by Marty's (BMI)	10
14	22	ONE HUNDRED POUNDS OF CLAY	By Elgin-Dixon-Rogers—Published by Gil (BMI)	3
15	18	ONE MINT JULEP	By Rudolph Toomba—Published by Progressive & Regent (BMI)	3
16	15	WHERE THE BOYS ARE	By Greenfield-Sedaka—Published by Aldon (BMI)	12
17	17	CALCUTTA	By Gazz-Bradtko—Published by Pincus-Symphony House (ASCAP)	16
18	27	I'VE TOLD EVERY LITTLE STAR	By Jerome Kern-Oscar Hammerstein II—Published by Harms (ASCAP)	3
19	13	WALK RIGHT BACK	By Sonny Curtis—Published by Cricket (BMI)	7
20	19	TAKE GOOD CARE OF HER	By Kent-Warren—Published by Recherche-Paxton (ASCAP)	4
21	26	YOU CAN DEPEND ON ME	By Charles Carpenter-Louis Dunlap-Earl Hines—Published by Peer International (BMI)	2
22	20	EXODUS THE EXODUS SONG (This Land Is Mine)	By Gold—Published by Chappell (ASCAP) By Gold-Pat Boone—Published by Chappell (ASCAP)	20
23	23	BABY BLUE	By Guino-Laguere—Published by Greia (BMI)	4
24	21	GEE WHIZ (LOOK AT HIS EYES)	By Thomas—Published by East (BMI)	8
25	24	PORTRAIT OF MY LOVE	By Cyril Ornadel-David West—Published by Piccadilly (BMI)	2
26	28	PLEASE TELL ME WHY	By Joyce Lee—Published by Lens (SESAC)	3
27	30	TONIGHT MY LOVE, TONIGHT	By Paul Anka—Published by Spanka (BMI)	3
28	16	THINK TWICE	By Jon Shapiro-Jimmy Williams-Clyde Otis—Published by Flax (BMI)	7
29	—	JUST FOR OLD TIME'S SAKE	By Hank Hunter-Jack Keller—Published by Aldon (BMI)	1
30	—	DADDY'S HOME	By James Sheppard-Claudine Bassett-Charles Baker—Published by Keel (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- 1. BLUE MOON**—Bet-Aire Girls, Everest 1933; Tony Bennett, Col 41298; Jimmy Bowen, Roulette 4102; Classics, Promo 1010; Buck Clayton/M. Morris Trio, Okeh 6968; Sam Cooke, Keen 86101; Emanoes, Jodie 801; Julie London, Liberty 55157; Marcell, Colpix 186; Naturals, Hunt 425; Elvis Presley, Vic 0613; Jimmy Smith, Blue Note 1685; Dante Varata, Kern 2719.
- 2. APACHE**—Jorgen Ingmann, Aro 6184; Sonny James, Vic 7858; Shadows, ABC-Paramount 10138.
- 3. RUNAWAY**—Del Shannon, Big Top 3467.
- 4. ON THE REBOUND**—Floyd Cramer, Vic 7840.
- 5. MOTHER-IN-LAW**—Ernie K. Doe, Minit 623; Four Spottamen, Sunnysbrook 2.
- 6. ASIA MINOR**—Kokomo, Felsted 8612; Johnny Maddox, Dot 16185; Roger King Motion, MGM K12921.
- 7. SURRENDER**—Elvis Presley, Vic 7858.
- 8. DEDICATED TO THE ONE I LOVE**—Five Royales, King 5453; June and Joy, Dot 16134; Shirelles, Scepter 1283.
- 9. BUT I DO**—Clarence (Frogman) Henry, Argo 5378.
- 10. WHEELS**—Johnny Duncan, Leader 814; Johnnie Stavin, Yale 250; Strings-A-Long, Warwick 603; Billy Vaughn, Dot 16174.
- 11. PONY TIME**—Chubby Checker, Parkway 118; Don Corvay & the Goodtimers, Arnold 1002; Twi-Lites, King 5461.
- 12. PLEASE LOVE ME FOREVER**—Cathy Jean and Roommates, Valmor 007; Sunny Gale, Warwick 626.
- 13. DON'T WORRY (LIKE ALL THE OTHER TIMES)**—Tony Martin, Dot 16181; Marty Robbins, Col 41922.
- 14. ONE HUNDRED POUNDS OF CLAY**—Gene McDaniels, Liberty 55308.
- 15. ONE MINT JULEP**—Chat Atkins, Vic 47; Ray Charles, Impulse 200; Clovers, Atlantic 963 & United Artists 209; Buddy Morrow, Mar 30042 & Vic 0205; Mac Wiseman, Dot 15497 & 16045.
- 16. WHERE THE BOYS ARE**—Connie Francis, MGM 12791.
- 17. CALCUTTA**—Four Preps, Cap 4508; Werner Muller, Dec 31189; Vico Torriani, London 1965; Valiant, Col 41931; Lawrence Welk, Dot 16161.
- 18. I'VE TOLD EVERY LITTLE STAR**—Bing Crosby, Dec 23679; Robert Maxwell, MGM 12546; Linda Scott, Canadian-American 123.
- 19. WALK RIGHT BACK**—Everly Brothers, Warner Bros. 5199.
- 20. TAKE GOOD CARE OF HER**—Adam Wade, Coed 546.
- 21. YOU CAN DEPEND ON ME**—Brenda Lee, Dec 31231.
- 22. EXODUS**—Pat Boone, Dot 16176; Ferrante and Teicher, United Artists 274; Legends, Col 41949; Montovani, London 1953; Medallion Strings, Medallion 602.
- 23. BABY BLUE**—Echols, Seaway 103; Goldie Hill, Dec 31172.
- 24. GEE WHIZ (LOOK AT HIS EYES)**—Carla Thomas, Atlantic 2086.
- 25. PORTRAIT OF MY LOVE**—Steve Lawrence, United Artists 291; Matt Monro, Warwick 624; Bob Wilson, Dec 31212.
- 26. PLEASE TELL ME WHY**—Jackie Wilson, Brunswick 55208.
- 27. TONIGHT MY LOVE, TONIGHT**—Paul Anka, ABC-Paramount 10194.
- 28. THINK TWICE**—Brook Benton, Mer 71774.
- 29. JUST FOR OLD TIME'S SAKE**—McGuire Sisters, Coral 62249; Joan Proctor, Vic 47-7802.
- 30. DADDY'S HOME**—Shep and the Linclites, Hull 746.

Reviews and Ratings of New Albums

Continued from page 24

a high cymbal for the left. His singing reflects the post-reconstruction South, as is ably noted by C. H. Garrigues in the notes. The material includes jazz (including blues), folk and spirituals. An interesting package for devotees of authentic root music.

artists in American baritone Lawrence Winfers and soprano Norma Giusti, plus Italian tenor Giuseppe Savio and German Contralto Erika Wien. Many opera fans will be interested.

★★★ MODERATE SALES POTENTIAL

★★★ HOMER: SELECTIONS FROM THE ILIAD AND THE ODYSSEY
John F. C. Richards, Folkways FI 9985
—This high prestige item contains selected readings from both "The Iliad" and "The Odyssey" as read by John F. Richards in classical Greek. The readings are done in a clear, easily understood voice and an accompanying brochure not only has the original Greek text, but English translations of the selections. Set can have appeal for students and scholars of the ancient language and of literature.

★★★★ STRONG SALES POTENTIAL

SOUND

★★★★ M STRINGS
Ralph Marterie and His Orchestra, United Artists WWS 7505—Lush orchestra and moving strings are featured on this handsomely packaged sound-album, with creamy trumpet solos by Marterie. Backed by 88 strings and wordless vocal effects, Marterie produces a rich, listenable sound, ideal for mood segs on jockey shows. Selections include "Try a Little Tenderness" and "Sweet and Lovely." The double-fold sound package retails at \$4.98 (monaural) and \$5.98 (stereo).

LATIN AMERICAN

★★★★ CHARANGA AND PACHANGA
Hector Rivera and His Orchestra, Epic BN 299 (Stereo & Monaural)—The colorful package that has swept the New York area in recent weeks, and now is spreading its message to terpsiters elsewhere, is ably illustrated in these well orchestrated, authentic-sounding tracks. The tunes are a mixture of familiar airs along with some of the more truly native pachanga offerings. The set will have competition and the sound is bright and lively here and during the life of the craze it can certainly do business.

COMEDY

★★★★ ILL WILL
Jubilee JGM 2032 — A striking cover gives this package sock shock-display value. The comic (actually a well-known artist on the club circuit but working incognito here) has a likeable, easy manner, and some of his material is very funny indeed. Should appeal to comedy LP fans who like the satirical school. Routines include an amusing, albeit biting, spoof tagged "like on Television," and a take-off on British war movies.

★★★ MODERATE SALES POTENTIAL

CLASSICAL

★★★ VERDI: NABUCCO (HIGHLIGHTS)
Winters, Giusti, Savio, Wien, Symphony Orchestra of Hamburg and Hamburg Radio Chorus (Singer), Asco A 106—This youthful opera, written when Verdi was 29, contains some impressive dramatic writing. Infrequently heard, it is currently available on disk only in an imported three-LP set. This single disk of highlights, therefore, should find a place in the market. Altho it features no top stars, it has competent

★★★ GIUSEPPE DE LUCA: GOLDEN JUBILEE CONCERT, TOWN HALL, NOVEMBER 1947

Asco A 124—Disregarding the obvious defects in sound, this remains a fascinating recording and one which will interest collectors of vocal music. Already over 70 at the time of this "farewell" concert, DeLuca nevertheless sang each selection with integrity and the emphasis on interpretation. The concert, dubbed from acetates, includes selections from Berlioz, Verdi, Monteverdi, Handel and Mozart among others, as well as several short concert selections and encores.

★★★ CARMEN

Orchestra and Chorus of the Maggio Musicale Fiorentino (Gigliola), Asco A 101 (Stereo & Monaural)—Washburne selections from "Carmen" are contained in this well-performed set. The singers are Frank Valenzolo, baritone; William Hotter, tenor; Frances Yeend and Ira Peltz, Ermano Ghiglia conducts the orchestra of the Maggio Musicale Fiorentino. The set was recorded in Florence, Italy.

LIMITED SALES POTENTIAL

POPULAR

- JOE DANTE
Truly—Then You'll Know, FERNCREST 1201
- TOMMY BARNES WITH ORK
Faithfully Yours—The Old Year, RONNIE 1017
- GLORIA LYNNE
The Lamp Is Low — He Needs Me, EVEREST 19409
- LEE THOMAS
That's Me—I Give You My Love, DEE 103
- MIKE LARSEN
Why Am I the Way I Am—Gibson Guitar, TOM TOM 104
- DAVE PASSERELLO AND THE FOUR ESCORTS
Baby, Where Are You—By the Fire, BEMI 102

COUNTRY & WESTERN

- CENITH OPKIS
Funny, Honey! — It's Springtime, I'm Crying for You, HEARTBREAK 620
- EDDIE DEAN
Smoke Signals—Rocket to Heaven, SAGE 238
- DON EPPERSON
You're Gone Again—The Clock on the Mantle, EXCEL 132
- VERN GOSNELL
Your Memories—I Didn't Have Them, KANGAROO 20

INTERNATIONAL

- POLYNA SAVRIDI SINGS OF GREECE
Stand SLP 405.

RELIGIOUS

- LAVERN COX
When Children Pray—One Step, SIGNATURE 1500-1

Best Selling Sheet Music in U. S.

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

This Week	Last Week	Chart	Weeks
1.	1.	EXODUS (Chappell)	21
2.	2.	CALCUTTA (Pincus-Symphony House)	16
3.	3.	ASIA MINOR (Barbro)	4
4.	4.	WHERE THE BOYS ARE (Aldon)	8
5.	5.	APACHE (Regent)	6
6.	6.	ANGEL ON MY SHOULDER (Sherman-De Vorzon)	6
7.	7.	THEME FROM THE APARTMENT (Mills)	39
8.	8.	WHEELS (Dundee)	9
9.	9.	HEY, LOOK ME OVER (Morris)	13
10.	10.	MISTY (Oclave)	43
11.	11.	NORTH TO ALASKA (Robbins)	17
12.	12.	SECOND TIME AROUND (Miller)	7
13.	13.	ON THE REBOUND (Cigma)	1
14.	14.	GREEN LEAVES OF SUMMER (Feist)	17
15.	15.	LAST DATE (Acuff-Rose)	23

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Dot RECORDS

PROUDLY PRESENTS

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MOODY RIVER

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A THOUSAND YEARS

#16209

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"ALL HANDS ON DECK"



"THE NATION'S BEST SELLING RECORDS"

SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

NEW YORK

- MAMA SAID
Shirelles, Scepter
- GOOD, GOOD LOVIN'
Chubby Checker, Parkway
- SAVED
La Vern Baker, Atlantic
- (IT NEVER HAPPENS) IN REAL LIFE
Chuck Jackson, Wand
- THE CHARANGA
Merv Griffin, Carlton

CHICAGO

- BONANZA
Al Caiola, United Artists
- SLEEPY-EYED JOHN
Johnny Horton, Columbia
- EXODUS
Eddie Harris, Vee Jay

LOS ANGELES

- AFRICAN WALTZ
Cannonball Adderley, Riverside
- UNDERWATER
Frogmen, Candix
- CALIFORNIA SUN
Joe Jones, Roulette
- BONANZA
Al Caiola, United Artists

PHILADELPHIA

- GOOD, GOOD LOVIN'
Chubby Checker, Parkway
- AFRICAN WALTZ
Cannonball Adderley, Riverside
- EXODUS
Eddie Harris, Vee Jay
- MAMA SAID
Shirelles, Scepter
- SAVED
La Vern Baker, Atlantic

DETROIT

- GIRL OF MY BEST FRIEND
Ral Donner, Gane
- MAMA SAID
Shirelles, Scepter
- AFRICAN WALTZ
Cannonball Adderley, Riverside

BOSTON

- GOOD, GOOD LOVIN'
Chubby Checker, Parkway
- HELLO WALLS
Faron Young, Capitol

PITTSBURGH

- BONANZA
Al Caiola, United Artists

- GIRL OF MY BEST FRIEND
Ral Donner, Gane
- GLORY OF LOVE
Roomates, Valmor
- BUZZ BUZZ A-DIDDLE-IT
Freddie Cannon, Swan
- CALIFORNIA SUN
Joe Jones, Roulette

BUFFALO

- HOP SCOTCH
Santo and Johnny,
Canadian-American

BALTIMORE-WASHINGTON

- HELLO WALLS
Faron Young, Capitol
- (IT NEVER HAPPENS) IN REAL LIFE
Chuck Jackson, Wand
- SLEEPY-EYED JOHN
Johnny Horton, Columbia
- THREE HEARTS IN A TANGLE
Roy Drusky, Decca
- FOOLIN' AROUND
Kay Starr, Capitol

SEATTLE

- SLEEPY-EYED JOHN
Johnny Horton, Columbia
- CALIFORNIA SUN
Joe Jones, Roulette
- UNDERWATER
Frogmen, Candix

MILWAUKEE

- BONANZA
Al Caiola, United Artists
- FOOLIN' AROUND
Kay Starr, Capitol
- HELLO WALLS
Faron Young, Capitol
- BILBAO SONG
Andy Williams, Cadence

MIAMI

- MAMA SAID
Shirelles, Scepter
- SLEEPY-EYED JOHN
Johnny Horton, Columbia
- SAVED
La Vern Baker, Atlantic
- GOOD, GOOD LOVIN'
Chubby Checker, Parkway
- MESS AROUND
Bobby Freeman, Josie

BUBBLING UNDER THE HOT 100

- *1. AFRICAN WALTZ Johnny Dankworth, Roulette 4353
- *1. (DANCE THE) MESS AROUND Chubby Checker, Parkway 822
2. ARE YOU SURE? Allison's, London 1977
3. BE MY BOY Paris Sisters, Gregmark 2
4. WHAT A SURPRISE Johnny Maestro, Coed 549
5. THREE LITTLE FISHES Buzz Clifford, Columbia 41979
6. TOSSIN' AND TURNIN' Bobby Lewis, Beltone 1002
7. YOU SET MY HEART TO MUSIC Johnny Mathis, Columbia 41980
8. TRAVELIN' MAN Ricky Nelson, Imperial 5741
9. NOBODY CARES Jeanette (Baby) Washington, Neptune 122
10. MR. PRIDE Chuck Jackson, Beltone 1005
11. WAYWARD WIND Gogi Grant, Era 1013
12. IT'S BEEN A LONG, LONG TIME Les Paul and Mary Ford, Columbia 41994
13. BUZZ BUZZ A-DIDDLE-IT Freddy Cannon, Swan 4071
14. WHEN YOU DANCE Turbans, Parkway 820
15. HALFWAY TO PARADISE Tony Orlando, Epic 9431
16. JURA (I SWEAR I LOVE YOU) Les Paul and Mary Ford, Columbia 41994
17. HELLO, MARY LOU Ricky Nelson, Imperial 5741
18. MY KIND OF GIRL Matt Monro, Warwick 636
19. BETTER TELL HIM NO Starlets, Pam 1003
20. LULLABY OF THE BELLS Deltairs, Ivy 101

*TIE

REVIEWS OF THIS WEEK'S SINGLES

the pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

DION



KISSIN' GAME (TRIO, BMI) (2:36)—HEAVEN HELP ME (Just, BMI) (2:01)—The chanter has been singularly successful on his own and these sides should keep things going. On top is a Latinized rhythm effort with singing fiddles and a femme chorus backing the solid vocal. Flip is a rocker with the same basic arranging style evident. Two hot ones. **Laurie 3090**

NEIL SEDAKA



LITTLE DEVIL (Aldon, BMI) (2:37)—I MUST BE DREAMING (Aldon, BMI) (2:10)—Sedaka has another pair of winners. First side is a rhythmic effort styled much along the lines of "Calendar Girl," his recent click. Flip is a romantic job with chorus and strings offering good support. Both sides have the power to go. **RCA Victor 7874**

THE VENTURES



LULLABY OF THE LEAVES (Bourne, ASCAP) (1:55)—GINCHY (January, BMI) (1:50)—The instrumental group has been hot of late and here is another sparkling coupling. The standard on top is given a swinging guitar reading in rocking rhythm. The flip is a fast-paced effort with gypsy overtones. Watch both. **Dolton 41**

ROY HAMILTON



YOU'RE GONNA NEED MAGIC (We Three, BMI) (2:42)—TO THE ONE I LOVE (Saxon, BMI) (2:24)—Hamilton has had a fine revival and these two can keep him on the charts. Top side is a real swinger with a fine chorus with strings worked into the arrangement. The flip is a lovely ballad tune, ably rendered against Latin rhythm. Both can move up. **Epic 9443**

THE UNFORGETTABLES



WAS IT ALL RIGHT (Daywin, ASCAP) (2:03)—The label is very hot right now with "Blue Moon," and this new, rocking, pounding thrush vocal group can create new excitement. They have a solid, gospel-styled effort here that can make noise. Flip is "It Hurts," (Daywin, ASCAP) (2:18). **Colpix 192**

PAT BOONE



MOODY RIVER (Keva, BMI) (2:38)—A THOUSAND YEARS (Cooga, BMI) (2:46)—Boone is in strong form on these two fetching tunes. First is rhythmic with a sombre lyric line well done by Boone against a piano and chorus backing. "Years" has a strong country flavor and it's done with equal effect. Both have a chance. **Dot 16209**

JOHNNY PRESTON



WILLY WALK (Big Bopper-Tree, BMI) (2:43)—I FEEL GOOD (Big Bopper-Aladdin, BMI) (1:55)—The "Running Bear" man has his best effort since that smash with two potentially hot efforts. "Willy Walk" is a fine rockin' blues penned by the late Big Bopper while the flip is a neat, upbeat shout with horns, strings and chorus. Both have a sound. **Mercury 71803**

THE PASSIONS



YOU DON'T LOVE ME ANYMORE (Audicon, BMI) (2:30)—The lads have been chart contenders of late and here's another strong coupling for the group. Top side is a ballad done in slow, aching, heartbreak tones against fancy fiddles and triplet piano. Flip is a bright tune done in Latin tempo. Two potent efforts. **Audicon 112**

BOB JENNINGS



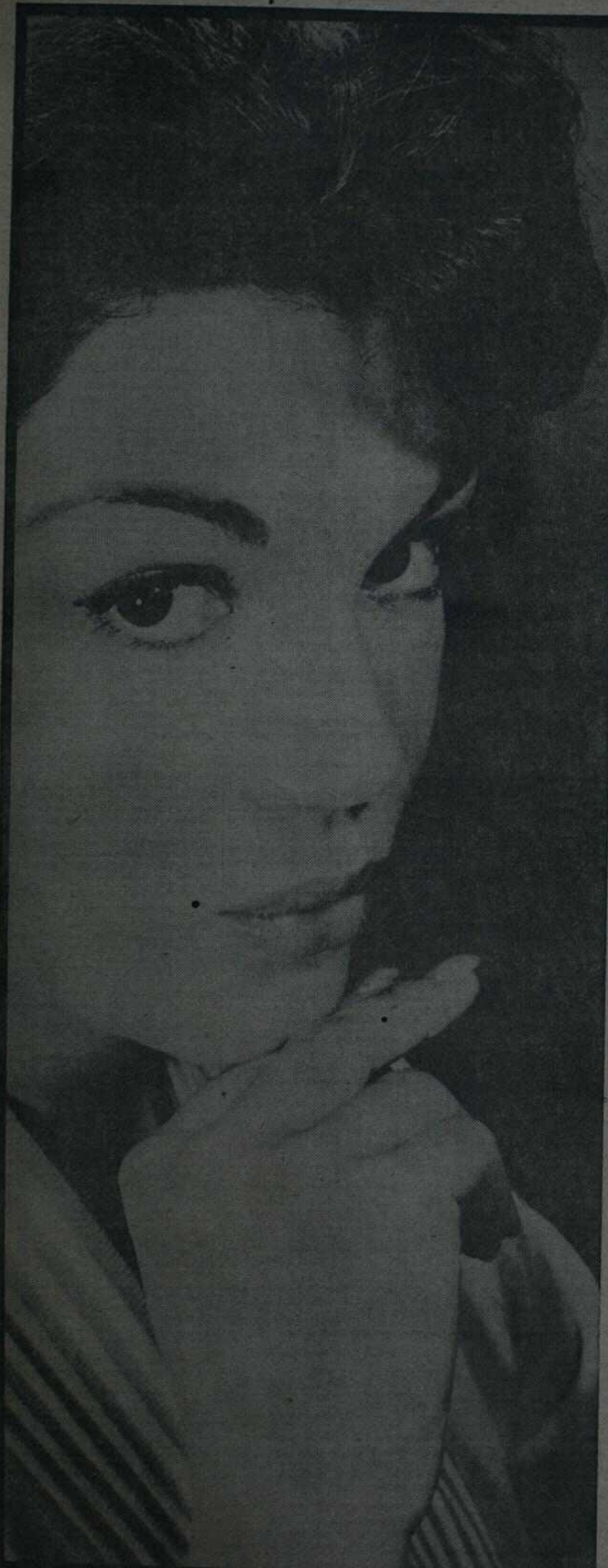
THE GLORYLAND MARCH (Peer Int'l, BMI) (2:11)—The Republic label once had a big one with "Hot Rod Lincoln," and here's another offbeat side that could easily go. It's a strong sacred theme done to a rousing Salvation Army type marching rhythm and it has a lot of excitement. Flip is "That's What Children Are For" (Golden West, BMI) (2:47). **Republic 2015**

JERRY JACKSON



SE HABLA ESPANOL (Morris, ASCAP) (2:27)—Here's a bright new novelty ditty that's reminiscent of "Itsy Bitsy Bikini," including catchy femme group breaks between phrases. Jackson sells it all the way and it has the power to step out. Watch it. Flip is "Time" (Morris, ASCAP) (2:46). **Kapp 387**

(Continued on page 30)



CONNIE FRANCIS... breakin' in a big hit!

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MGM RECORDS



THE STARPOWER LABEL

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

• Continued from page 28

CLYDE McPHATTER

WHOLE HEAP OF LOVE (Edison, BMI) (2:15)—**YOU'RE MOVIN' ME** (Eden-Progressive, BMI) (2:25)—Two fine sides and either could bring the chanter back to the charts. Top side is a happy rhythm tune with a neat scoring for background fiddles. The flip is an easy-swingin' rendition of a Clyde Otis, Brook Benton tune that also gets a standout vocal. Either way here.

Mercury 71809

TOMMY EDWARDS

THE GOLDEN CHAIN (Summit, ASCAP) (2:32)—Edwards could move back into the chart picture quickly with this fine chanting job. Tune is all about love and it's in the country vein with a catchy rhythm figure and a good arrangement. Worth watching. Flip is "That's the Way With Love" (Southern, ASCAP).

MGM 13002

THE CLEFTONES

HEART AND SOUL (Famous, ASCAP) (1:52)—This was a hit group a few seasons back and this rendition could bring them back into the action. It's the standard tune and it's done in rocking, teen-slanted fashion with a swinging beat. This could happen. Flip is "How Do You Feel" (Tyrol, BMI) (2:00).

Gee 1064

LALE ANDERSON

EIN SCHIFF WIRD KOMMEN (A SHIP WILL COME) (BIEM) (2:57)—**MANCHMAL TRAUM ICH VOM KORNFELD (SOMETIMES I DREAM ABOUT THE CORNFIELD)** (BIEM) (2:42)—King has latched on to a German thrush with a solid sound here. Both sides are introduced by a whispery male voice speaking in English, followed by the thrush's warm, cozy, German-language performance of the lilting melodies. Top side employing the melody to "Never on Sunday," may have an edge but both are good.

King 5478

THE BLOSSOMS

SON-IN-LAW (Golden West Melodies, BMI) (2:05)—Here's an answer to the current "Mother-in-Law" hit by Ernie K. Doe. The gals have a salable sound, not unlike the Shirelles and they put this novelty over with smart and telling effect. It can move. Flip is "I'll Wait" (Branca, BMI) (2:29).

Challenge 9109

DON COSTA

THAT'S THE WAY WITH LOVE (Southern, ASCAP) (2:59)—**HOW IN THE WORLD** (United Artists, ASCAP) (2:59)—Maestro-arranger Costa has two smooth, restful instrumentals. Top side bears marked traces of Percy Faith's "Summer Place" hit while the flip is another soft, listenable, string-filled arrangement. Solid sales and programming fodder both ways.

United Artists 318

BOBBY RYDELL

THAT OLD BLACK MAGIC (Famous, ASCAP) (2:28)—**DON'T BE AFRAID (TO FALL IN LOVE)** (Kalmann-Lowe, ASCAP) (2:18)—Two potent sides for Bobby Rydell. First up is the oldie, done up in a smart, updating with a gingerly, rockin' beat. Flip is another catchy, bouncy effort with almost equal appeal. Watch both.

Cameo 190

Country & Western

GORDON TERRY

AND THEN I HEARD THE BAD NEWS (Trickle, BMI) (2:48)—**I HAD A TALK WITH ME** (Trickle, BMI) (2:26)—Here's a powerful country chanter, in the style of Jim Reeves, with his best dishing to date. Top side is a powerful weeper full of pathos and tears done against effective piano and choral backing. Flip is another strong weeper much in the traditional vein. Top side gets the nod here but both are strong.

RCA Victor 7875

MOON MULLICAN

RAGGED BUT RIGHT (Starday, BMI) (2:15)—**BOTTOM OF THE GLASS** (Starday, BMI) (2:25)—The country chanter has two solid efforts both built along traditional lines. Top side is a bouncy treatment of the oldie while the flip is a weeper done with cryin' fiddles. Watch these.

Starday 545

Novelty

DICKIE GOODMAN

THE TOUCHABLES IN BROOKLYN (Kali, ASCAP) (2:01)—The Touchables were a smash in Chicago on their recent offering and now they move to Brooklyn in a similar effort that's full of chuckles. This one, too, should find a lot of flavor, with its spiced in segs of current record hits built into the narrative. Flip is "Mystery" (Rori, BMI) (1:56).

Mark-X 8010

Rhythm & Blues

SUGAR PIE DeSANTO

CAN'T LET YOU GO (Arc, BMI) (2:30)—**IT WON'T BE LONG** (Arc, BMI) (2:07)—A strong coupling that can continue the string of success for Sugar Pie DeSanto. Top side is an effective dual-track job on a Latin rhythm ditty, while the flip is a bouncy rhythm effort also done multi-track style. Both can go.

Checker 971

STRONG SALES POTENTIAL

THE ALTECS

**** **Recess—FELSTED 8618**—This instrumental disk features a deep trombone choir which forms the background for a hoked-up piano. Jumping Latin-rocket rhythm could make this a disk to watch. (Murel, BMI) (2:30)

**** **Easy—Trombones are very much in evidence on this walking tempo tune. Fine piano is featured out front as the tune moves along easily. (Murel, BMI) (2:25)**

WILBERT HARRISON

**** **Happy to Love—FURY 1647**—Interesting blues theme is wrapped up in a solid vocal by Harrison, who had a smash with "Kansas City" sometime back. (Wilbert-Fast, BMI) (2:05)

**** **Calyso Dance—A catchy Island ditty is sung with brightness and verve by Harrison with an effective harmonica solo work on backing. Two interesting sides. (Wilbert-Fast, BMI) (2:37)**

JIMMY AND JOHNNY

**** **Let Me Be the One—REPUBLIC 2914**—Sincere duo vocalizing on an attractive country theme with a pretty melody. Boys have an interesting sound. (4-Star Sales, BMI) (2:14)

**** **Knock On Wood—Here's an amusing vocal by the pair on a bouncy novelty tune. This, too, has appeal. (Golden West Melodies, BMI) (2:39)**

LESTER LANIN AND HIS ORCHESTRA

**** **How and Arrow—EPIC 9444**—Here's the "William Tell" overture done in a rocking, pounding instrumental job by the Lanin band. A lot of wild tenor sax and rock rhythm effects can make this one to watch, too. (Joli, BMI) (2:00)

**** **Bells—Society dancers won't recognize the Lanin crew on this cute "Calcutta"-styled effort by the maestro and company. Bells are heard with a la-la chorus in a most catchy effort. Side bears watching. (Peer Int'l, BMI) (2:08)**

JACK SCOTT

**** **A Little Feeling—CAPITOL 4554**—A slow, slow ballad effort done with great heart and sincerity by Scott. Side is not unlike several of his past hits on other labels. A good effort that has a real chance. (Wolfpack, SESAC) (2:40)

**** **Now That I—Scott turns in a nice, relaxed rhythm tune, written by himself. It's his debut on the label and he sounds in good form, which can bring plenty of play. (Wolfpack, SESAC) (2:25)**

MOE KOFFMAN

**** **Whibbons—GOLD EAGLE 1804**—A blues, with something of the calypso style. The flute is neatly applied here and the side could gain a lot of spins. Dancers will like it, too. (Woodbine, BMI) (2:10)

**** **Keep Walkin', Little Flock—The Canadian flute man once had a hit with "Swinging Shepherd Blues," and here's his debut on the new label with another listenable job with the flute on a Latinish rhythm tune. Good sound here. (Woodbine, BMI) (2:06)**

LLOYD PRICE ORK

**** **String of Pearls—ABC-PARAMOUNT 10206**—Here's an interesting instrumental by the Lloyd Price big ork with the old Glenn Miller hit getting the brass, rockin' treatment. Kids will find this one highly danceable. (Mutual Music, ASCAP)

**** **Chauntilly Lace—The tune was written and sung as a disk hit by the late Big Bopper and here the Price band plows into it with a big, driving rendition. Two good terp sides. (Glad, BMI)**

JOHNNY CASH

**** **Forty Shades of Green—COLUMBIA 41995**—A pretty Irish-flavored theme is warbled solidly by Cash. This one can grab coins for the chanter. (Johnny Cash, BMI) (2:52)

**** **The Rebel—Johnny Yuma—An effective Western theme of the TV show "The Rebel," is sung with virility and vitality by Cash. Both sides have a chance. (Witmark, ASCAP) (1:50)**

SIL AUSTIN

**** **The Continental Stroll (Parts I & II)—MERCURY 71808**—Here's an interesting blending of two dances, one of several

seasons back and one of the moment. It's done in slow, stroll blues fashion with harmonica, growling tenor sax and bluesy piano. Later on, an organ and gullat creep into the picture. Side Two contains some additional fancy solo and pounding sound. This can grab plenty of juke and juke play. (Meridian, BMI) (2:30 and 2:35)

BURL IVES

**** **Forty Hour Week—DECCA 31248**—A powerful piece of material, done in dramatic fashion by the great folksinger. There's a fine backing, including an arresting piano rhythm figure. This could easily break loose. (Wallace Fowler, BMI) (2:30)

**** **The Long Black Veil—Another powerful side, with Ives and a choir doing it to perfection. Two fine efforts. (Cedarwood, BMI) (3:02)**

JOHNNY NASH

**** **I Need Someone to Stand by Me—ABC-PARAMOUNT 10212**—An inspirational side, with Nash displaying a true knowledge and facility for a church-styled vocal. Side is very well made, meriting strong play. (J & E, ASCAP) (2:55)

**** **A Thousand Miles Away—An inspirational rockabilly, well sung and arranged; aho material is not as strong as the flip. (Kahl, BMI) (2:09)**

RAY FABUS AND THE STRIKES

**** **Camel Walk—SOMA 1158**—A wild, rocking instrumental side with a solid beat and standout sax solo work. Good hip side that could move out. (Danamos, ASCAP) (2:04)

**** **Please—Okay rhythm-rocker vocal side, but flip is one to watch. (Danamos, ASCAP) (2:08)**

DARRY SISTERS

**** **Ya' Gotta'—MUSICOR 1007**—Cute chirping by the gal on a bouncy r.&b. ditty with blithesome tempo. (January, BMI) (1:53)

**** **Don't Let It End—An off-beat effect by the canaries on a pretty theme. (January, BMI) (2:26)**

ANNETTE

**** **Indian Giver—VISTA 375**—Here is romance stirred in the Indian scene. It's a cute, bouncy rocker by the gal, assisted by her female chorus chums. Side can get a lot of play. (Arch, ASCAP) (2:10)

**** **Mama, Mama Rosa—A cute, Italian-tinged ditty about Mama Rosa and her great cooking. A novelty that could grab attention. (Cello, ASCAP) (2:12)**

THE SENIORS

**** **Baby, Say the Word—DECCA 31244**—A rocker, uptempo, and in standard blues format. The boys do some good group chanting here. Merits strong play. (Champion, BMI) (2:10)

**** **When Will I Fall in Love—The romantic question is asked in a rockabilly, with the lead belting the lyric with sincerity. (Champion, BMI) (2:19)**

THE FRONTIERS

**** **Why Pretend?—KING 5481**—A slow rockabilly with an interesting piano figure and a who-whoing chorus heard in the background. The lead delivers the message with a fervent, celestial quality. Good wax. (R-T, BMI) (2:20)

**** **Ding Dong Doo—A lot of the echo feeling pervades this r.&b.-based side. The boys sing it in unison with a low-down female chorus in support. Good beat and sound here. (R-T, BMI) (3:15)**

CORNBREAD AND JERRY

**** **Li' Ole Me—LIBERTY 55322**—Here's a bright styling, not unlike the recent hit, "Last Date," with a similarly employed piano, beating out the melody. Good, rhythmic dance wax in the honky-tonk manner. (Tuneville, BMI) (2:02)

**** **Lucy Mofo—A blues with a train quality. Piano man gets on a clinking, boogie woogie kick. Interesting wax for juke. (Jackson, BMI) (2:05)**

THE DELACARDOS

**** **Hold Back the Tears—UNITED ARTISTS 110**—Here's a good new group with a solid lead man. The tune is a rockabilly and the cat gives it a lot of soul. Side is worth watching. (Saxon, BMI) (2:00)

**** **Mr. Dillon—A wild novelty about Mr. Dillon (of "Gunsmoke" fame). It's a blues and the boys have a lot of fun with it. Side has good potential. (Saxon, BMI) (2:35)**

DON AND EDDIE

**** **Hey—DECCA 21245**—An intriguing melodic concept is exhibited on this quick-stepping rockabilly by the boys. Strong background and fetching rhythms make the disk go. (Acuff-Rose, BMI) (2:20)

**** **You Fool You—Nice vocal work by the boys on this slow rockabilly. Small string ork and vocal chorists add striking background. (Acuff-Rose, BMI) (2:12)**

WARREN COVINGTON AND THE TOMMY DORSEY ORK

**** **Parlay—DECCA 31247**—A vocal group calls out the one-word title as Covington blows trombone and the ork punches away on this swinging big band rocker at a medium tempo. A side to watch. (Wakabe, BMI) (2:55)

**** **The Him De Doo—Vocal group and the maestro call out this new dance side tune. The up-tempo side rocks along nicely. (Bob Abbott, BMI) (1:55)**

THE INTERLUDES

**** **Number One in the Nation—ABC-PARAMOUNT 10213**—A musical treatment of a blues-derived theme. It's in march tempo, with an arresting drum figure and a chick chorus. Horns take over midway to introduce a rocking quality. (Famous, ASCAP) (2:27)

**** **Beautiful, Wonderful, Heavenly You—A ballad with an unusual staccato reading by the group, backed by a girl chorus. Well done. (Moorpark, ASCAP) (2:30)**

ROGER WILLIAMS

**** **A Lover's Symphony—KAPP 536**—A pleasing, relaxing theme done in simple, tasteful fashion by Williams, largely in a one-finger style, against lush orchestrated backing. A lot of warmth here and it can garner spins. (Lynch, BMI) (3:14)

**** **The Song of the Rain—This is the theme from the picture "The Cow and I," and it finds Williams on a harpsichord kick, then a move to the piano with swirling fiddles in the backing. It's done at a pleasant, medium clip. (Milk, ASCAP) (2:12)**

THE CLASSMATES

**** **Here Comes Suzy—SEG-WAY 104**—A rocker, up-tempo, with the lads working well together. A lot of heat and excitement here. Watch it. (Glad, BMI) (1:45)

**** **Homework—He wants to help the chick with her homework—like solid geometry, French, etc., all leading to a kiss. This is done as a ballad for the teen set. (Aidon, BMI) (1:56)**

NICK NOBLE

**** **Cry Some Tears—CORAL 62262**—A blues, belted out powerfully to an uncommon backing. Sure to get attention. Watch it. (Robert Mellin, BMI) (2:31)

**** **They Call Me the Fool—The big ballad gets that kind of treatment, with violins and rippling piano work. A contrast to the flip, though not as effective. (Darnel, BMI) (2:46)**

SID BASS ORCHESTRA

**** **The Giggling Girls of Greece—CARLTON 549—Sil Basso' first Carlton single spotlights an effective single-effect on a lilting up-tempo instrumental theme. Spinable. (Mansion, ASCAP)**

**** **Funny Bone—Another solid gimmick—laughing muted trumpet this time—is highlighted on this bright, happy side. Both sides are solid programming items. (Painhill, ASCAP)**

BETSY JONES

**** **Beyond the Reef—WARNER BROS. 5214**—A very pretty version of this lovely melody. Miss Jones sings it sweetly and employs some effective dual-track spots. It's her first for Warners and it's an effective side that can grab plays. (Laurel, ASCAP)

**** **I Love You—A nice oldie is sung with a lot of flavor. The gal is backed simply but effectively by the ork. This, too, can win spins. (Leo Feist, ASCAP)**

DICK DIA AND ORCH

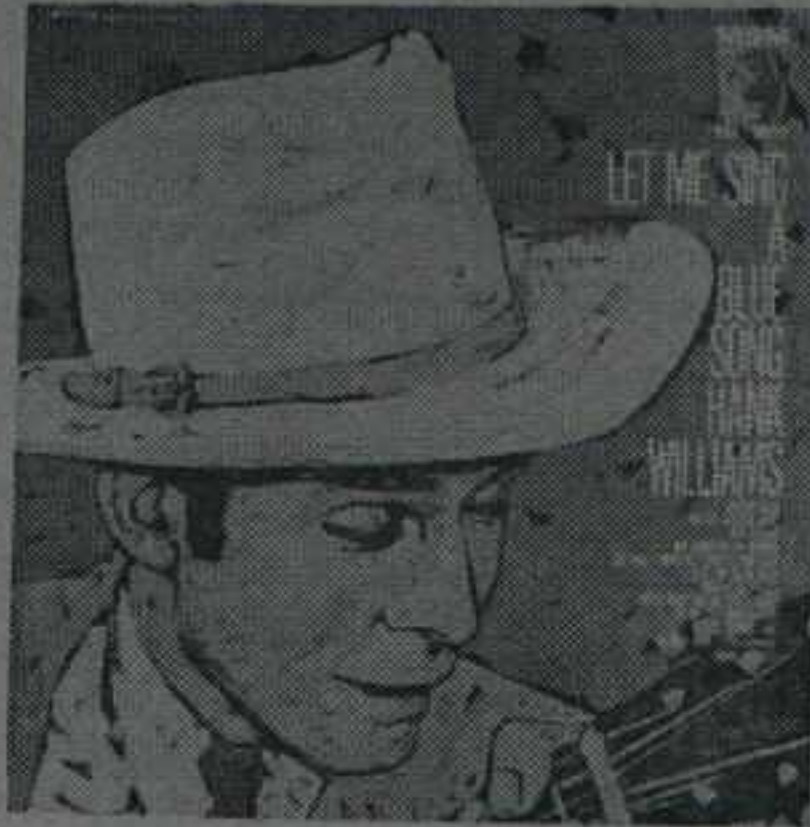
**** **Guaglione—AUDIO FIDELITY 081**—Here's a bright and bubbly rendition of the familiar melody, highlighting Neapolitan-styled strings with accordion and organ. There is current interest in this form and this can get a share. (Accordino, ASCAP) (2:37)

**** **Non Dimenticare—The fine melody, once a great hit for Nat Cole, is done up in a neat instrumental setting by the combo. Side again features bright guitar, and mandolin sounds along with organ and accordion. (Holla, BMI) (2:44)**

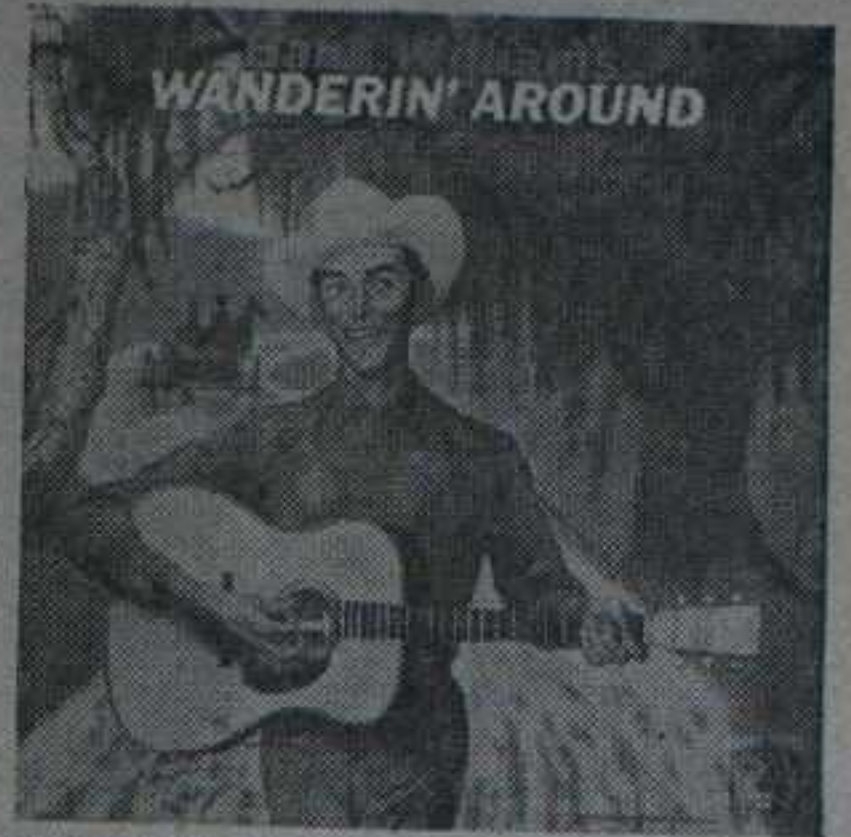
(Continued on page 32)



HANK WILLIAMS LIVES AGAINE3923



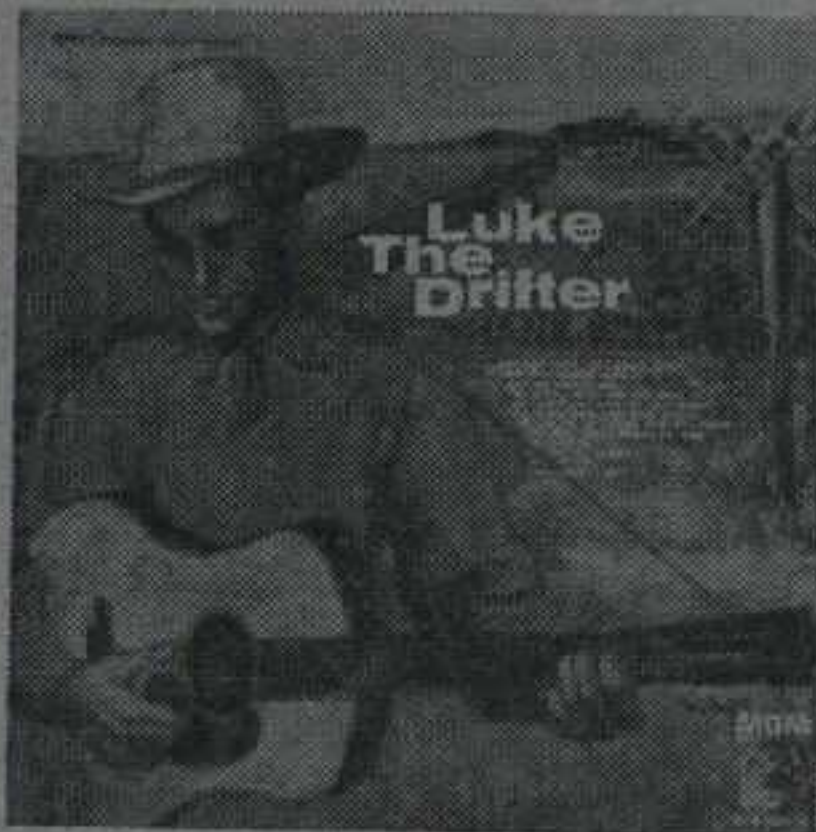
LET ME SING A BLUE SONGE3924



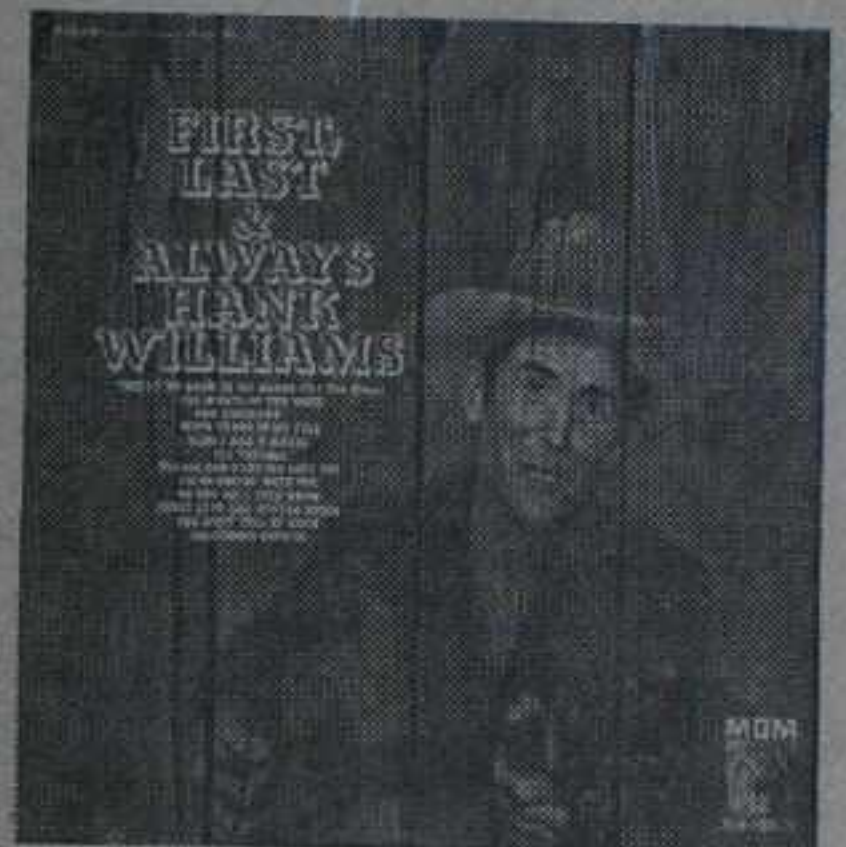
WANDERIN' AROUNDE3925



I'M BLUE INSIDEE3926

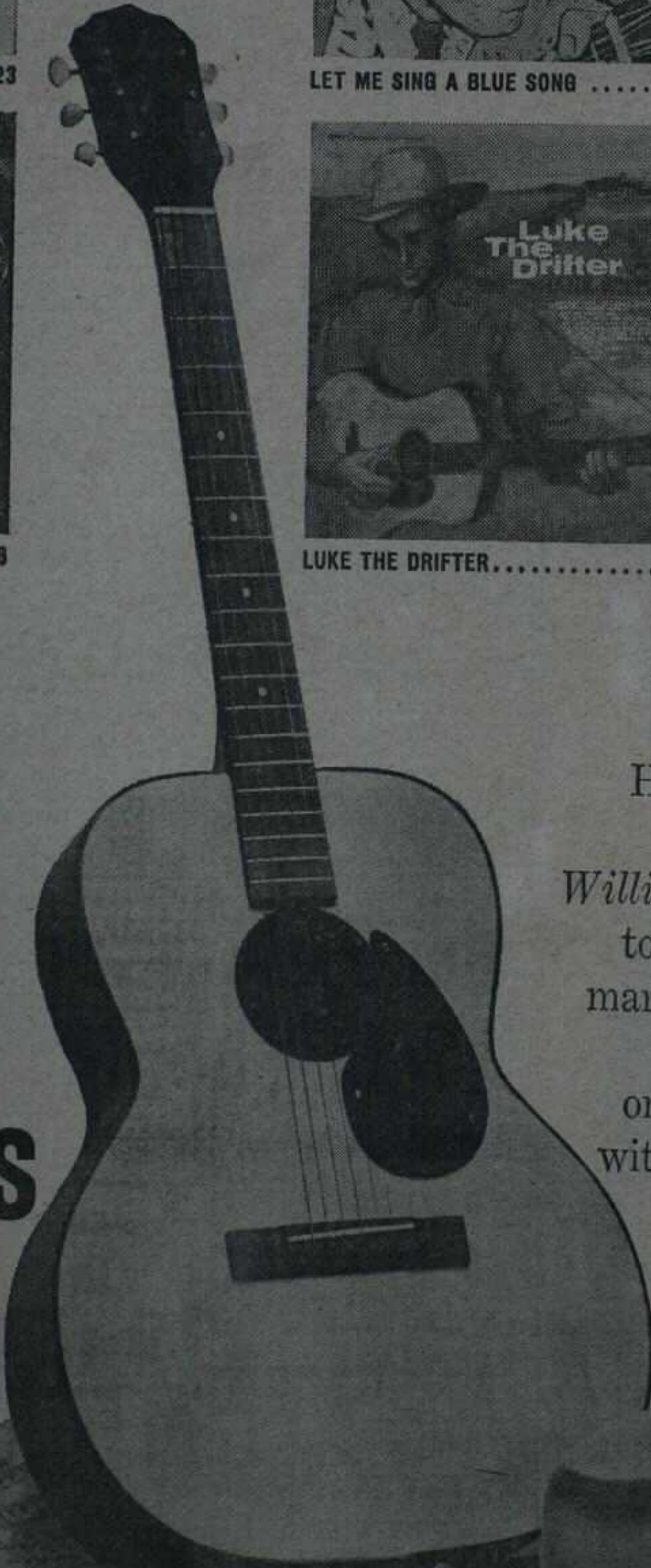


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MGM RECORDS

 THE STARPOWER LABEL

● **Reviews and Ratings of New Records**

● *Continued from page 30*

★ ★ ★
MODERATE SALES POTENTIAL

KING PHAROAH AND THE EGYPTIANS

★★★ **Shimmy Sham**—FEDERAL 32413—This is about the women in the tropic land who look so grand. It's a slow, persistent rocker by the boys in solid r.&b. bluesy fashion. Good sound and a catchy beat.

★★★ **By the Candle Lite**—A slow, slow rockaballad done for fair results by the boys. (Sonic, BMI) (2:30)

ANGELE DURAND

★★★ **Oh, Oh Antonio**—KING 5488—A waltz import from Europe with the girl singing with warmth against accordion and glockenspiel backing. Has a nostalgic and sometimes humorous quality. (Leeds, ASCAP) (2:45)

★★★ **Math Out (But Yes)**—A spoken voice sets the scene here with a fervent vocal of the familiar Patisan tune following, against a swinging band. (Leeds, ASCAP) (2:26)

THE CRESCENDOS

★★★ **I'm So Ashamed**—SCARLET 4069—The lead singer with the group does a nice job selling the lyric of this medium-tempo rocker. The boys fill out the background nicely. (Commar, BMI) (2:30)

★★★ **Angel Face**—The lead singer pleads for understanding on this rockaballad. The rest of the group makes the slide go with some nice backing. (Commar, BMI) (2:42)

RENEE TAYLOR

★★★ **I'm In Love With Jack**—FEELSTED 8620—Singing in soft tones, the chorus sings a cute novelty tune about how she's in love with President Jack Kennedy. Latin background in the accompanying combo and female chorus add to the effectiveness of the disk. Could get some action. (LeeVan, ASCAP) (2:55)

★★★ **His Pies**—The girl sings a cute novelty that has to do with how much trouble her husband makes for her. (LeeVan, ASCAP) (2:15)

THE HEIGHTS HIGH MEN'S CHORUS

★★★ **They Called the Wind Maria**—DECCA 3124—The drum gifts and French horns create an impressive showcase for the pretty Lerner-Lowe composition. (Chappell, ASCAP) (2:06)

★★★ **Sound of the Recruits**—A martial theme is underscored by the march tempo and brisk instrumentation. Chorus gains in volume as the side goes along. (Northcott, ASCAP) (2:06)

JAY DARROW

★★★ **Girl in My Dreams**—KEEN 82124—Darrow wails plaintively on a heartfelt rockaballad. (Sled-Hermosa, BMI) (2:10)

★★★ **I Love That Girl**—A bouncy r.&b. ditty is sung in okay fashion by Darrow. (Sled-Hermosa, BMI) (1:51)

TED TAYLOR

★★★ **My Darling**—GOLD EAGLE 1805—Taylor has his first side with the new label. It's a rocking chanting job in front of a solid beat by the band. Good terp rhythm. (Wian, BMI) (2:25)

★★★ **She's a Winner**—A slow chant in the Southern tradition, Taylor wails the blues with effect in a high, plaintive voice. (Wian, BMI) (2:55)

THE LEMMEN

★★★ **Johnny Guitar**—ABC-PARAMOUNT 10210—A soft, sad minor-flavored instrumental version of the oldie featuring a fine guitar solo. Interesting percussion effects back the lead sound. Wax also features a non-lyric chorus. Worth watching. (Victor Young, ASCAP) (2:13)

★★★ **Hucklebuck**—A solid, rocking rendition of the well-known tune with a funky horn sound up front. A fine dance side by the combo. Two good efforts. (United, ASCAP) (2:18)

BOBBI MARTIN

★★★ **I Need Your Love**—CORAL 62263—The girl sings this plea for love at a fast tempo. Besides good string writing and effective vocal work, side also shows good solo spots by piano. (David, BMI) (2:04)

★★★ **Cry, Cry, Cry**—This ballad gets a Latin rhythm touch as the girl sings of her anguish. Good use of vocal chorus and string augmentations. Miss Martin's impassioned singing. (David, BMI) (2:05)

JAN MOORE

★★★ **Head Over Heels in Love**—BOYD 3271—The girl sings this cute novelty with much appeal. Fast-stepping side features strong vocal group work and good tenor spots. (Cotar, BMI) (2:08)

★★★ **Deep Water**—Against an infectious rhythm figure, Jan sings with a bright flair about love being "Deep Water." Good vocal group backing is evident. (Knob Hill, BMI) (2:06)

LUGEE AND THE LIONS

★★★ **The Jury**—ROBBEE 132—The boy is guilty only of loving the girl on this slow rockaballad side. Courtroom motif gets backing by a young vocal group as the boy sings in high-pitched voice. (Starfire, BMI) (Jeff-Paul, BMI) (2:20)

★★★ **Little Did I Know**—This Latin-styled rockaballad is sung in soft tones by the boy. Vocal group assists. (Starfire, BMI) (Jeff-Paul, BMI) (2:27)

THE IMPACTS

★★★ **Help Me Somebody**—CARLTON 548—The lead singer with the group half talks, half sings the amusing lyric in this medium Latin-tempo rocker. Fine tenor figures and strong singing by the rest of the boys get the side off winging. (Atlantic, BMI) (1:55)

★★★ **Darling, Now You're Mine**—The group sings this sweet rockaballad in a soft style that is appealing. (David James-Porgie, BMI) (2:39)

JENNY JAMISON

★★★ **If I Can Stay Away Long Enough**—GATEWAY 1003—Ballad, with a triplet-figured arrangement and a chorus. Song is a good one, country-oriented in theme altho the disk is pop-styled. (Tier, BMI) (2:22)

★★★ **All in the Name of Love**—A gang-busting rocker with a novelty lyric of considerable charm. May catch on with a number of jocks. (Sure Fire, BMI) (1:49)

BOB JENNINGS

★★★ **That's What Children Are For**—REPUBLIC 2015—Jennings sings with heart and sincerity on a moving country saga. (Golden West Melodies, BMI) (2:47)

★★★ **Glorious March**—Jennings packs vitality into a bouncy sacred theme with bright, bracing tempo and happy piano work on backing. (Peer Int'l, BMI) (2:11)

THE SPIRITS

★★★ **Kill Watch**—UNITED ARTISTS 306—An upbeat, novelty rocker with a lot of trick lyrics. Side was produced by Buck Ram. Tune has had action overseas. (Glean, ASCAP) (2:35)

★★★ **Spook Ship**—A blues done in relaxed tempo with the boys doing a largely instrumental style of chanting. Good, slow rhythm tempo, almost in the stroll beat. (Glean, ASCAP) (2:40)

SCOTTY AND BOBO

★★★ **For the Rest of My Life**—BAND BOX 238—Heartfelt duo warbling sim on a plaintive rockaballad. (Monument, BMI) (2:52)

BILLBOARD MUSIC WEEK
HOT C&W SIDES

FOR WEEK ENDING APRIL 23

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	1	1	1	DON'T WORRY (LIKE ALL THE OTHER TIMES), Marty Robbins, Columbia 41922	11
2	2	2	2	FOOLIN' AROUND, Buck Owens, Capitol 4496	12
3	6	8	14	HELLO WALLS, Faron Young, Capitol 4533	5
4	3	3	3	WINDOW UP ABOVE, George Jones, Mercury 71700	24
5	9	14	23	THE BLIZZARD, Jim Reeves, RCA Victor 7855	4
6	4	5	6	I'LL JUST HAVE ANOTHER CUP OF COFFEE, Claude Gray, Mercury 71732	15
7	7	7	8	ODDS & ENDS, Warren Smith, Liberty 55302	9
8	5	6	5	LET FORGIVENESS IN, Webb Pierce, Decca 31197	9
9	10	9	13	HEART OVER MIND, Ray Price, Columbia 41947	5
10	11	11	11	LOUISIANA MAN, Rusty & Doug, Hickory 1137	10
11	12	12	10	YOUR OLD LOVE LETTERS, Porter Wagoner, RCA Victor 7827	7
12	8	4	4	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	33
13	13	13	18	THREE HEARTS IN A TANGLE, Roy Drusky, Decca 31193	6
14	19	18	17	I LOVE YOU BEST OF ALL, Louvin Brothers, Capitol 4506	6
15	22	25	—	I FALL TO PIECES, Patsy Cline, Decca 31205	3
16	17	29	—	PLEASE MR. KENNEDY, Jim Nesbit and Lasses Sopper, Ace 621	3
17	16	26	—	CRAZY BULLFROG, Lewis Pruitt, Decca 31201	3
18	14	16	12	I'D RATHER LOAN YOU OUT, Roy Drusky, Decca 31193	9
19	26	—	—	SHORTY, Jimmy Smart, Plaid 1004	3
20	—	—	—	IN MEMORY OF JOHNNY HORTON, Johnny Hardy, J&J 003	6
21	18	17	16	KISSING MY PILLOW, Rose Maddox, Capitol 4487	10
22	23	28	—	LOVELYVILLE, Ray Sanders, Liberty 55304	3
23	15	10	7	I MISSED ME, Jim Reeves, RCA Victor 7800	25
24	29	21	25	THE TWENTY-FOURTH HOUR, Ray Price, Columbia 41947	4
25	21	20	19	I THINK I KNOW, Marion Worth, Columbia 41799	23
26	24	15	9	LOVING YOU, Bob Giffon, Hickory 1130	21
27	—	—	—	EVERYBODY'S DYIN' FOR LOVE, Jimmy Newman, Decca 31217	1
28	—	—	—	I'M WONDERING, Lou Smith, Salvo 2862	1
29	—	—	28	HOUSE OF BLUE LOVERS, James O'Gwynn, Mercury 71731	6
30	25	23	24	WHAT ABOUT ME, Don Gibson, RCA Victor 7841	6

Smash New Releases
on
Seven Arts Records...

TRUE LOVE'S UNTRUE

b/w

WHAT SHOULD I DO?

by

Pat Carter

S-702

THAT'S THE WAY THAT YOU ARE

b/w

LONESOME SUMMERTIME

by

Albert Nelson

S-703



BUCK OWENS
and
ROSE MADDOX
"Loose Talk"
Capitol #4550
CENTRAL GONGS INC.
4308 Sunset Blvd., Hollywood 28, Calif.
Phone: Hollywood 1-8347

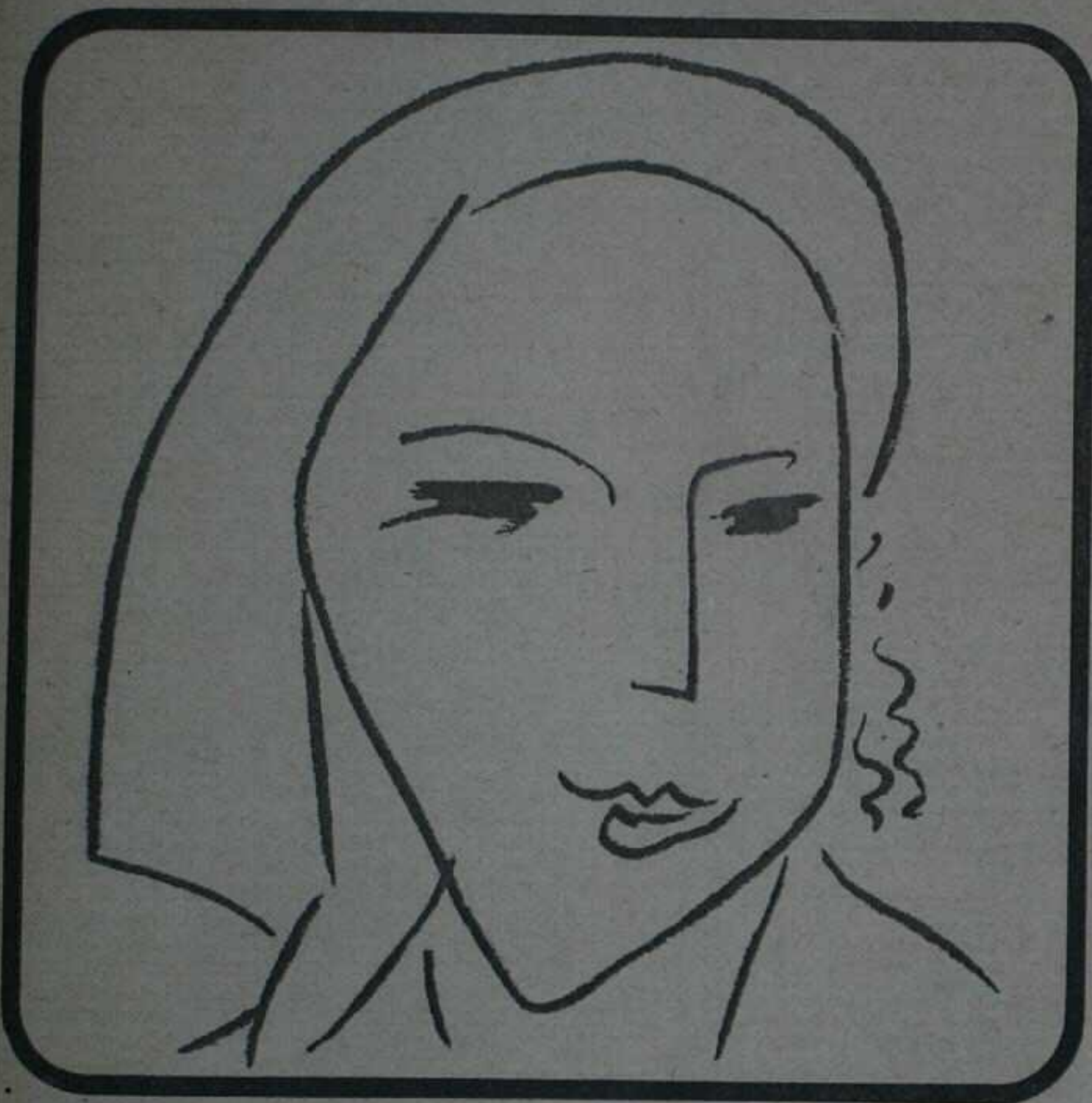
A NATURAL—
WATCH FOR IT!
'Lovers Island'
b/w
'You're Gonna Cry'
The Blue Jays
Milestone #5008
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"DANCE ANNETTE"
BV 3305
Vista

(Continued on page 34)

What does a page full of **MONEY** look like?



It looks just like a Matisse drawing ... which is the remarkable cover illustration for Verve's newest, biggest, plushiest "money" album—

ELLA FITZGERALD SINGS THE HAROLD ARLEN SONGBOOK, including two "Ella-gant" records, deluxe bound-in booklet in color and 24 money-in-the-bank swingin' Arlen tunes sung the fabulous Fitzgerald way. Dressed to sell, this new Ella is racking up sensational big-ticket sales after only a few days of exposure.

V/V6-4046-2



You, too, will laugh all the way to the bank—and the reason for it will be this utterly fabulous group portrait of the Winters family. Jonathan Winters, that is. For here is the hilarious cover photo of

HERE'S JONATHAN,

proving that a) there's nothing funny about the business of humor, and b) that it pays pretty well to laugh. The unveiling to Verve Distributors' produced a standing ovation, matched only by the briskest across-the-counter dealer activity seen in many moons. That's no joke, son!

V/V6-15025

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Have Brought To Bear,
The People's Choice
IT'S . . .

"LIKE LONG HAIR"

Paul Revere
and The Raiders

#G-116

Listen For . . .
Johnny Angel's
New Release . . .

#G-117

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DUKE RECORD 335

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Reviews and Ratings of New Records

Continued from page 32

★★ **Mamela Mia** — Exotic theme is wrapped up in a melodic Latin instrumental treatment. (Band Box, BMI) (3:10)

NANCY STEVENS
★★★ **Mister Love**—CHANCELLOR 1073—The thrush sings in a simple, sincere manner. The tune is a ballad set to a gently rocking beat with strings, harp and chorus. Listenable wax. (Leeds, ASCAP) (2:09)

★★ **My First Love Letter**—The gal sings of one of the thrills of growing up. Pleasant rendition, attuned to the teen scene. (Joy, ASCAP) (2:10)

ROB BRISTOL
★★★ **Humpty Dumpty** — RIDER 105 — A bouncy rocker in blues style. Bristol gives it a good whirl with help from a "yeh yeh" girls' chorus. Good sound here and it's worth a listen. (Amshel-Teckay, BMI) (2:10)

★★ **Love Flew Away**—A ballad of a broken love. Okay wax with a nod to the flip. (Daywin, BMI) (2:10)

RONNIE KEITH
★★★ **Struttin'** — EL MONTE 003 — Blues-oriented rhythmic side; arrangement is out of the common groove and will appeal to some jocks. (Sound, BMI) (1:37)

★★ **Mad Cat Boogie**—Blues with a boogie beat and an unusual lyric. Merit play. (Sound, BMI) (1:59)

DON DELL WITH THE UPSTARTS
★★★ **Time**—EAST COAST 101—Soulful chanting by Dell and the group on a feelingful rockabilly. Dual-market wax. (Bido, BMI) (2:00)

★★★ **May It Be My Fortune**—Young Dell sings with feeling and heart on a plaintive rockabilly. (Wonder, BMI) (2:05)

WERNER MULLER
★★★ **Bliss**—LONDON 1980—Gay European folkay item, penned by "Never on Sunday" composer Hadjidakis, is handed a bright, happy treatment by Muller's oak. Spinable. (BIEM) (2:25)

★★★ **Cafe Oriental** — Exotic theme is wrapped up in an effective oak and wordless chorus treatment. (Witmark, ASCAP) (2:00)

EMILIO PERICOLI
★★★ **Al Di La'**—WARNER BROS 5205 —Dramatic warbling aint in Italian on a romantic 1961 prize winner of the San Remo Festival. (Witmark, ASCAP) (2:32)

GINO PAOLI
★★★ **Sassi**—Haunting theme is sung in Italian by Paoli in mournful fashion. (Witmark, ASCAP) (2:30)

ERNIE TUCKER AND HIS OPERATORS
★★★ **Betty and Bobby**—MUSICOR 1005 —Exuberant chanting by Tucker on a hard-driving I.A.T. ditty. Good sound here. (Matawan & Hot, BMI) (2:31)

★★★ **Telephone Me Some Lovin'** — An emotion-packed phone dialing by Tucker on solid rockabilly. Has r.&b. potential, too. (Matawan & Hot, BMI) (2:39)

ROSS ANDERSON ORK
★★★ **Blues Train** — CHANNEL 7901 — A swingy instrumental theme is wrapped up in a hip oak treatment. (E.M.S., ASCAP) (3:05)

★★★ **Topaz**—Romantic theme is handed a melodic oak and wordless chorus treatment. Nice jockey side. (E.M.S., ASCAP) (2:20)

THE SEVILLES
★★★ **Salt Mines**—J. C. 118—The boys do an excellent job selling this medium tempo rocker. Tune has an infectious Latin figure in its rhythm. (Robin, BMI) (2:30)

★★★ **Louella**—The boys made an exciting plea for love to Louella on this rocker with a Latin touch. Rhythm combo keeps the side moving. (Lach, BMI) (2:20)

WINDIE LYNN
★★★ **My Boyfriend** — LACONIC 500 — A pretty teen-styled piping export by the thrush on an appealing ballad. (Bachelor-Gigantic, BMI) (2:30)

★★★ **Because I Trust in You** — Attractive thrashing is featured here on a catchy teen-appeal ditty with chorus on backing. (Bachelor-Gigantic, BMI) (2:20)

ROCKIN ROBIN ROBERTS
★★★ **Louie Louie** — ETOUETTE 1 — A bluesy chant by Roberts against an inter-

esting rhythmic figure set up by the guitar and saxes. Good bit of shouting by the cat with group vocal support. (Linax, BMI) (2:40)

★★★ **Maryann**—Ray Charles is the writer of this one and it's a fine blues, sung in spirited, down-home style by Roberts. Good, satisfying wax. (Progressive, BMI) (1:55)

GONZALES BONAPARTE
★★★ **Wonderful Precious Me**—INSTANT 3230—Novely, with a flavor of old vaudeville. Chanter's booney lyric is backed by lively piano and a chick chorus. (Time-Kel, BMI) (1:36)

★★★ **Fee-Dee**—In march tempo and in dialect, this tells of the Cubans' disenchantment with Fidel Castro. A novelty lyric, with irrelevant words. (Time-Kel, BMI) (1:13)

★★★★ STRONG SALES POTENTIAL

JAZZ

HERBIE MANN & HIS AERO JAZZ
★★★ **Wakin' (Parts I & II)**—ATLANTIC 5010—The Herbie Mann Afro-Jazz group, which has become something of a jazz juke favorite, figures to score again with this disk. Besides Mann's fine flute work, a trumpet choir punches away in the background. (Prestige, BMI) (2:48 and 2:33)

MILT JACKSON
★★★★ **The Cylinder**—ATLANTIC 5011—The vibist gets in a swinging medium tempo groove for his improvisation on this blues. Lush background swings well, too. (M.J.Q., BMI) (2:46)

★★★★ **Makin' Whoopee**—Jackson's fine vibes work is set against a lush string and woodwind background for this jazz interpretation of the ballad standard. (Bregman, Voces & Conn-Gut-Kahn) (ASCAP) (3:02)

JOHN COLTRANE
★★★★ **My Favorite Things (Parts I & II)** —ATLANTIC 5012—This medium-tempo title tune from Coltrane's latest album should prove strong wax for jazz juke and jocks. Coltrane's wide-ranging improvisations are taken at length and on soprano sax. Fine piano and rhythm section are also featured. (Williamson, ASCAP) (2:42 and 3:01)

★★★ MODERATE SALES POTENTIAL

RAMSEY LEWIS TRIO
★★★ **Blues for the Night Owl**—ARGO 5387—Ramsey takes the solo spotlight on this slow blues in a rather traditional style. Side continues to build throughout. Should get good jazz juke and deejay play. (Lois, BMI) (3:26)

★★★ **Hello, Cello**—Bassist Eldee Young is featured on this medium-tempo blues swinger, playing cello. Both sides are from the trio's LP "More Music From the Soul." (Newroad, BMI) (3:17)

★★★ MODERATE SALES POTENTIAL

COUNTRY & WESTERN

THE COUNTRY BOYS
★★★ **On the Mountain**—REPUBLIC 2013 —Pleasing chanting by the lads on an attractive up-tempo country tune with solid guitar work on backing. (Golden West Melodies, BMI) (2:10)

★★★ **The Valley Below**—Plaintive Wailing on an okay country ditty. (Golden West Melodies, BMI) (2:47)

HARDROCK GUNTHER AND THE SUNSHINE BOYS
★★★ **Spring Has Sprung**—GEE GEE 104 —A country novelty with an infectious rhythm to it. Deejays looking for a timely novelty (as the title indicates) have it here. (BMI) (3:06)

★★★ **The Summer**—Gunter sings a ballad here, with triplet backing and chorus. Simple and heartfelt. (Gunter, BMI) (3:20)

JERRY VENABLE
★★★ **Heartsches to Burn**—RAVEN 918—A weeper, done with heart. A fem chorus backs the chanter. Good piano part aids the instrumentation. (Tonic, BMI) (2:27)

★ **Pretty Girls**—Chanter, with chick chorus, just doesn't make it on this one. (Red River Songs, BMI) (2:21)

BILLBOARD MUSIC WEEK HOT R&B SIDES

FOR WEEK ENDING APRIL 23

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	
				1	2
1	2	3	11	ONE MINT JULEP, Ray Charles, Impulse 200	5
2	1	1	10	BLUE MOON, Marcell, Colpix 186	6
3	4	29	—	MOTHER-IN-LAW, Ernie K. Doe, Mini 623	3
4	6	14	—	TRUST IN ME, Ella James, Argo 5385	3
5	3	2	5	FOR MY BABY, Brook Benton, Mercury 71774	9
6	5	5	1	PITY THE POOR FOOL, Bobby Bland, Duke 332	11
7	7	7	9	HIDEAWAY, Freddie King, Federal 12401	6
8	8	11	7	THINK TWICE, Brook Benton, Mercury 71774	9
9	19	—	—	SOME KIND OF WONDERFUL, Drifters, Atlantic 2096	2
10	23	21	15	APACHE, Jorgen Ingmann, Alco 6184	8
11	14	12	16	FIND ANOTHER GIRL, Jerry Butler, Vee Jay 375	6
12	16	15	2	DEDICATED TO THE ONE I LOVE, Shirley, Scepter 1203	8
13	—	—	—	BURAWAY, Del Shannon, Big Top 3067	1
14	13	16	—	DADDY'S HOME, Shep and the Limelifers, Hull 740	3
15	17	26	—	BUT I DO, Clarence (Frogman) Henry, Argo 5378	6
16	10	8	14	I DON'T WANT TO CRY, Chuck Jackson, Wand 106	10
17	9	9	6	GEE WHIZ (LOOK AT HIS EYES), Carle Thomas, Atlantic 2086	11
18	22	17	8	BEWILDERED, James Brown, King 5442	6
19	15	19	23	SPANISH HARLEM, Ben E. King, Alco 6185	13
20	25	—	29	WHEELS, String-A-Longs, Warwick 603	4
21	18	23	—	WO'NT BE LONG, Aretha Franklin, Columbia 41923	7
22	11	6	4	PONY TIME, Chubby Checker, Parkway 818	11
23	27	24	19	BYE, BYE, BABY, Mary Wells, Motown 1003	14
24	—	—	—	PLEASE TELL ME WHY, Jackie Wilson, Brunswick 55208	1
25	12	4	3	ALL IN MY MIND, Maxine Brown, Nomar 102	13
26	21	10	13	YOU CAN HAVE HER, Roy Hamilton, Epic 9434	11
27	24	—	—	CALCUTTA, Lawrence Welk, Dol 16161	9
28	29	30	—	THAT'S IT—I QUIT—I'M MOVIN' ON, Sam Cooke, RCA Victor 7853	3
29	—	—	—	FUNNY, Maxine Brown, Nomar 106	1
30	—	—	—	AIN'T IT BABY, Miracles, Tamla 54034	1

The Big Hits
Are On
Today's Hit
Trademark



Just Released
and Breaking Big!

"HIS EYES"

by
JOHNNY DOLLAR

End #1088

END RECORDS, 1650 Broadway, N.Y.C.

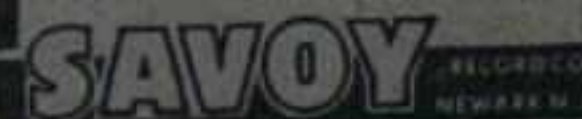
THE BEST VERSION

"I'm a Fool to Care"

b/w "I GOT A FEELING"

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CENITH OPKIS
 *** Please Don't Talk About Me
 —KAY BANK 1518—Through wails with
 emotional impact on an okay weeper.

** Tonight Dear I'll Be Waiting—Same
 comment.

STRONG SALES POTENTIAL

RHYTHM & BLUES

IRMA THOMAS
 **** Cry On — MINIT 625 — Thomas
 sings this simple ballad with much conviction.
 Tone has something of the slow gospel
 feeling with its unornamented organ
 and rhythm backing. (Minit, BMI) (2:30)*

** Girl Needs Boy—A rather unexciting
 tune on this side is sung well by the girl,
 organ, tenor and rhythm backdrop.
 (Minit, BMI) (1:58)

THE CAMEOS
 **** Wait Up — JOHNSON 504 —
 Energetic vocalizing by lead singer and
 group on a fast-moving rhythm rocker.
 Side also has pop appeal. (Joli-Figure,
 BMI) (2:17)

*** Last Lover—Heartfelt wailing by the
 lead singer and group on a plaintive rock-
 ballad. (Joli-Figure, BMI) (2:15)

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The BIG version
"LITTLE LONELY ONE"
THE JARMELS
 Laurie 3085

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 by BOB THORN—Castle #100
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 582 Williams St. Mobile, Alabama

MODERATE SALES POTENTIAL

RHYTHM & BLUES

GAY POPPERS
 **** You Got Me Up Tight—FIRE 1037
 —Strong blues feeling on this tune. Side
 features good singing by the lead man with
 strong support from the boys. (Fast, BMI)
 (1:54)

*** Please Mister Cupid—Mournful ballad
 on this is excellently done by the lead
 singer. Mysterious mood is created by the
 boys and accompanying combo. (Fast, BMI)
 (2:18)

JIMMY WILSON
 **** Easy Easy Baby—DUKE 7056—Relaxed
 chanting by Wilson on a feelingful
 blues item. (Lion, BMI) (2:35)

*** My Heart Cries Out for You—Lively
 warbling by Wilson on an okay
 up-tempo blues tune. (Lion, BMI) (2:20)

AL GARNER
 **** You Must Be Crazy —EXCELLO
 2199—Showmanly vocalizing by Garner on
 a rhythmic blues-flavored r.&b. tune. (Excellorec,
 BMI) (2:15)

*** I Wonder—An emotion-packed rendition
 of a wistful blues-ballad. (Excellorec,
 BMI) (2:13)

ROSCOW SHELTON
 *** I Was Wrong, Played With Love—
 EXCELLO 2198—A heartfelt reading by
 Shelton on a haunting theme with deliberate
 pacing. (Excellorec, BMI) (2:03)

*** Baby, It's True Love — Exuberant
 chanting on a verveful blues-styled ditty.
 (Excellorec, BMI) (1:56)

STRONG SALES POTENTIAL

SPIRITUAL

TRAVELIN' KINGS
 **** Shake Me Jesus — NASHBORO
 689—There's some powerful preaching by
 the lead singer of the Kings on this
 medium-tempo gospel side. The rest of the
 group ably accompanies him. (Excellorec,
 BMI) (2:15)

*** Down Here Lord Waiting On You
 —A plea for salvation is the theme of
 this exciting gospel tune which is done at
 a quick-stepping tempo. (Excellorec, BMI)
 (2:13)

BROTHER JOE MAY
 **** I'm on the Battlefield — NASHBORO
 688—Brother Joe really sings out
 the strong gospel tune in medium-tempo.
 Organ, piano and drums make for a thrilling
 background. (Excellorec, BMI) (2:33)

*** Free at Last—The singer does a
 powerful job on this moving gospel side.
 Chorus answers May in exciting style. (Excellorec,
 BMI) (3:06)

AIRS OF HARMONY
 **** I Can't Feel at Home—CHOICE 16
 —Satisfying and relaxed is the mood here.
 Lead chanter lies out the phrases, with the
 congregation answering; and the tempo
 increases as the disk goes along. (Fru, BMI)
 (2:45)

*** God Walked With Moses—Similar in
 style to the first, altho not quite as full of
 impact. (Fru, BMI) (2:35)

THE SUNSET TRAVELERS
 **** My Testimony—CHOICE 12—The
 lead singer states the religious theme with
 intensity, and is joined with a revival-like
 effort by the entire group. Powerful. (Fru,
 BMI) (3:45)

*** Mother Won't Be Back—This contrasts
 with the flip in its slower tempo,
 lead chanter is answered by the chorus.
 Maintains spiritual intensity. (Fru, BMI)
 (3:20)

MODERATE SALES POTENTIAL

THE CONSOLERS
 *** After the Clouds Roll Away—NASHBORO
 690—The boy and girl sing with
 much conviction on this moving gospel
 record. Fine guitar work backs them up.
 (Excellorec, BMI) (2:37)

*** I Know What It Means—Another
 inspirational side that's movingly performed
 by the twosome. The consolation of faith
 is the theme. (Excellorec, BMI) (2:41)

Everybody's Making It on Hot 100

Continued from page 2

important positions on the charts. In the former grouping are such as the Shirelles, Chubby Checker, Etta James, Jerry Butler, Fat Domino, Hank Ballard and James Brown, to mention a few. In the country vein, Marty Robbins is close to the top and Johnny Horton, Roy Drusky and the colorful Jerry Lee Lewis are all moving up. The last-named is making his first appearance on the charts in three years.

Dance Influence

At least three different dance crazes are at the base of a number of chart makers or contenders. Merv Griffin has "The Charanga," a disk of a new Latin dance; Hank Ballard has "Continental Walk," as do the Rollers; Audrey Arno and the Hazy Osterwald Sextet have

STRONG SALES POTENTIAL

SACRED

SOUTHERN BELLS
 **** Walk Around My Bedside, Lord—
 O.E.R. 208—Fervent reading by the lead
 singer and group on an emotion-packed
 gospel theme. (Lowery, BMI) (2:00)

*** They Tells Me — Same comment.
 (Lowery, BMI) (2:04)

LATIN AMERICAN

LOS MUCHUCAMBROS
 **** Dimelo En Septiembre—LONDON
 1979—Romantic theme is sung with feeling
 and heart (in Spanish). Pretty jockey wax.
 (BIEM) (3:05)

*** Pepito—Vivacious vocal (in Spanish)
 on an infectious, Latin theme with hip-
 swinging tempo. (Raleigh, BMI) (3:05)

MODERATE SALES POTENTIAL

FOLK

THE PRINCETONS
 *** Aye—SKYLARK 104 — Jocks looking
 for folk-flavored material have an interesting
 side here. Lyric is pegged on Revolutionary
 War incidents at the time of Paul Revere.
 A snare drum beat is effective. (Bachelor, BMI)
 (2:35)

*** Yes, I'm in Trouble — A bouncy
 lyric, touched with folk flavor. Performance
 has a brisk rhythm. (Bachelor, BMI)
 (1:50)

NOVELTY

AL (JAZZBO) COLLINS
 *** Little Red Riding Hood—CORAL
 65531—This side is a reissue of a Steve
 Allen-written version of the old fairy tale
 in hip jargon. Collins does the amusing
 reading. (Rosemeadow, ASCAP) (3:20)

*** Three Little Pigs — Same comment.
 (Rosemeadow, ASCAP) (4:01)

LIMITED SALES POTENTIAL

POPULAR

DANCING PANTHER DANCE BAND
 Cement Mixer (Put-Ti Put-Ti)—Topic Love.
 WARNER BROS. 5215.

TONY ABBOTT AND HIS ORCHESTRA
 Surrender—Sidewalks of New York (Cha
 Cha), WYE 1005.

RHYTHM & BLUES

THE BARONS
 Money Don't Grow on Trees—I Miss You
 So. SPARTAN 402.

TONY CRANE
 It Was Only a Game—Baby, Good Luck—
 Baby, Goodbye. OAK 104.

GENE SMITH
 Just the Same—Worried, Lonesome and
 Blue. PLAID 1006.

"La Pachanga," another version of the Charanga, and in a more basic approach, Chubby Checker has "Dance the Mess Around."

'La La' Sound

For a long time now, many rocking pop disks have been noted for what has been called the "yeah yeah" girl's chorus chant, usually backing up a male vocal. This has also been called the hormonal sound. Now, thanks to Lawrence Welk, the sweeter, purer "la la" sound has also come into vogue as on "Calcutta," and just this week in a new release by the Werner Mueller Ork. Some feel the "la la" sound is more in the traditional—or bel canto—groove.


In a word, when newcomers by the top three artists of the week can share the chart with such veteran hitmaker names as the McGuire Sisters and Kay Starr (see separate story) and when Cannonball Adderley and Sammy Kaye can appear just a few positions apart, tradesters throw up their hands in confusion. The only certain element today is that there is a whole lot going on on those charts.

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The Music Reporter
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"WHAT'D I SAY?"

SUN
356

Radio Should Follow Up Recording Sound Lead

• Continued from page 2

Once the operation is installed, the engineer declines until the station goes off the air. It would be a lot better if the engineer were accepted as a key man."

Temmer's talk was just one of the highlights of the three-day Westinghouse - sponsored conference held at the Pittsburgh Hilton, with Westinghouse - owned KDKA Radio and KDKA-TV as local hosts. In panel sessions, radio-TV workshops, luncheon and dinner speeches, broadcasters had plenty of opportunity to re-examine not only their basic techniques in news-casting, public-affairs programming and educational broadcasting but the basic purposes of of broadcasting as well.

The main "trend" evident in nearly all of the meetings was a growing feeling, on the part of many segments of the broadcasting industry as well as its critics, that station executives must get out of their comfortable desk chairs

and pitch in to help set the general style and pace of the industry.

Warnings

The warnings came from many directions — from White House Press Secretary Pierre Salinger (who warned radio-TV outlets not to drop coverage of President Kennedy's news conferences on the pretext of "over-exposure," and urged them to avoid "trivia" in White House reporting); from comedian Sam Levinson who told delegates that "either you will bring up the level of culture, or someone will bring it down"; from CBS producer Albert McCleery (who summed up current TV programming by saying "it used to be chic to belabor ad agencies, but now that we have the networks in control, we have even less taste evident"). There was even a thoughtful comment from an observer, Radio Moscow's U. S. correspondent, Oleg Kalugin, who told a news conference that he'd

DENVER DEEJAY NEEDLES DISTRIB

DENVER—Deejay Joe Finan, KTLN, Denver, reports that Slagle Distributing here has a new policy, whereby "They will deliver two copies of a record to the station, and if the record hits, and stations need more, they will send us only a deejay copy." If no deejay copies are available at Slagle's—and usually there aren't," notes Finan—the distrib will charge the stations for the records. In line with this, Finan says he hopes manufacturers will keep Slagle supplied with ample numbers of disks marked "Disk Jockey Copy."

dial a lot of U. S. radio and TV, found the "best examples of really good broadcasting in New York City," but was distracted from a lot of music enjoyment by "too much of a commercial element."

Kalugin's Soviet home base came for some chiding, too, however. During one of the afternoon panel sessions, Alan Newcomb, WBT Radio, Charlotte, N. C., commentator charged that Radio Moscow was a "formula" station, despite its claim to socialist enlightenment. Radio Moscow, Newcomb declared, is "devoted to serving an ideology." Its techniques, Newcomb added, might well be studied by American broadcasters because "we need a similar devotion to an ideology. Totalitarian radio has declared war on private radio."

A public service suggestion that station deejays have "something to talk about, rather than chatter about," was put forward at the conference by Jules Dundes, vice-president and general manager of KCBS, San Francisco. Dundes recommended what he called "short take" vignettes of people in the news and headline events, although he felt such radio featurettes were in "the sphere of the local station" rather than of a radio network.

Heywood Crosley V.-P.-Treas.

CINCINNATI — John J. Heywood has been named vice-president and treasurer of Crosley Broadcasting Corporation to fill the position left vacant by the death February 2 of Kieran T. Murphy. For the last 10 years Heywood has been a member of the top management team of the National Broadcasting Company television network.

BERNSTEIN PUTS ON WBC REVUE

PITTSBURGH — It wasn't a case of all-work, no-play for the 400 delegates attending Westinghouse's "Pittsburgh Conference on Local Public Service Programming." In addition to the station-group's usual lavish glad-handing for the press and special guests, delegates were treated to an April 11 original musical revue, "Improper Channels," by ex-BMW staffer Bob Bernstein, now Westinghouse Broadcasting's trade press p.r. chief, and clefter Nicholas Schachter.

Second half of the evening's bash, staged in the music Auditorium of Pittsburgh's handsome Carnegie Museum, was a concert by the Pittsburgh Pops, under the baton of Strini.

DJ PROGRAMMING CHARTS

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

CHART CLIMBERS

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

Chart Climber Rank	Hot 100 Rank	Title, Artist, Label
1	3	Mother-in-Law, Ernie K. Doe, Minil
2	9	One Hundred Pounds of Clay, Gene McDaniels, Liberty
3	18	I've Told Every Little Star, Linda Scott, Canadian-American
4	19	Tonight, My Love, Tonight, Paul Anka, ABC-Paramount
5	25	Just for Old Time's Sake, McGuire Sisters, Coral
6	27	Daddy's Home, Shep and the Limelites, Hull
7	35	Brass Bullons, String-A-Longs, Warwick
8	38	Like Long Hair, Paul Revere and the Raiders, Gardena
9	42	Bumble Boogie, B. Bumble and the Stingers, Rendezvous
10	47	Frogg, Brothers Four, Columbia
11	53	What'd I Say, Jerry Lee Lewis, Sun
12	54	Running Scared, Roy Orbison, Monument
13	56	Breakin' in a Brand New Broken Heart, Connie Francis, MGM
14	63	Bonanza, Al Calola, United Artists
15	69	Good, Good Lovin', Chubby Checker, Parkway
16	77	Hello Walls, Faron Young, Capitol
17	78	Mama Said, Shirelles, Scopler
18	79	Saved, LaVern Baker, Atlantic
19	82	Girl of My Best Friend, Ral Donner, Gone
20	85	Flaming Star, Elvis Presley, RCA Victor

DEBUT DISKS

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

Hot 100 Rank	Title (Publisher)—Artist, Label
56	Breakin' in a Brand New Broken Heart (Aldon, BMI)—Connie Francis, MGM
69	Good, Good Lovin' (Lois, BMI)—Chubby Checker, Parkway
78	Mama Said (Ludix, BMI)—Shirelles, Scopler
82	Girl of My Best Friend (Elvis Presley, BMI)—Ral Donner, Gone
85	Flaming Star (Gladys, ASCAP)—Elvis Presley, RCA Victor
95	Mess Around (Benell & Ed-Dar, BMI)—Bobby Freeman, Josie
96	Hop Scotch (Trinity, BMI)—Santo and Johnny, Canadian-American
100	Tragedy (Bluff City, BMI)—Fleetwoods, Dolton

PICK HITS

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

POP

- BOBBY RYDELL: That Old Black Magic (Famous, ASCAP) (2:28)—Don't Be Afraid (To Fall in Love) (Kalmann-Lowe, ASCAP) (2:18) Cameo
- DION: Kissin' Game (Trin, BMI) (2:36)—Heaven Help Me (Just, BMI) (2:01)
- NEIL SEDAKA: Little Devil (Aldon, BMI) (2:37)—I Must Be Dreaming (Aldon, BMI) (2:10) RCA Victor
- THE VENTURES: Lullaby of the Leaves (Bourne, ASCAP) (1:55)—Ginchy (January, BMI) (1:50) Dolton
- ROY HAMILTON: You're Gonna Need Magic (We Three, BMI) (2:42)—To the One I Love (Saxas, BMI) (2:24) Epic
- THE UNFORGETTABLES: Was It All Right (Daywin, ASCAP) (2:03) Colpix
- PAT BOONE: Moody River (Keva, BMI) (2:38)—A Thousand Years (Cooga, BMI) (2:46) Dot
- JOHNNY PRESTON: Willy Walk (Big Bopper & Tree, BMI) (2:43)—I Feel Good (Big Bopper & Aladdin, BMI) (1:55) Mercury
- THE PASSIONS: You Don't Love Me Anymore (Audicon, BMI) (2:37)—Made for Lovers (Audicon, BMI) (2:30) Audicon
- BOB JENNINGS: Gloryland March (Peer Int'l, BMI) (2:11) Republic
- JERRY JACKSON: Se Habla Espanol (Morris, ASCAP) (2:27) Kapp
- CLYDE McPHATTER: Whole Heap of Love (Edison, BMI) (2:15)—You're Movin' Me (Eden Progressive, BMI) (2:25) Mercury
- TOMMY EDWARDS: The Golden Chain (Summit, ASCAP) (2:32) MGM
- THE CLEFTONES: Heart and Soul (Famous, ASCAP) (1:52) Gee
- LALE ANDERSON: Ein Schiff Wird Kommen (A Ship Will Come) (BIEM 2:57)—Manchmal Traum Ich Vom Kornfeld (Sometimes I Dream About the Cornfield) (BIEM) (2:42) King
- THE BLOSSOMS: Son-in-Law (Golden West Melodies, BMI) (2:05) Challenge
- DON COSTA: That's the Way With Love (Southern, ASCAP) (2:59)—How In the World (United Artists, ASCAP) (2:59) United Artists

COUNTRY AND WESTERN

- GORDON TERRY: And Then I Heard the Bad News (Trickle, BMI) (2:48)—I Had a Talk With Me (Trickle, BMI) (2:26) RCA Victor
- MOON MULLICAN: Ragged But Right (Starday, BMI) (2:15)—Bottom of the Glass (Starday, BMI) (2:25) Starday

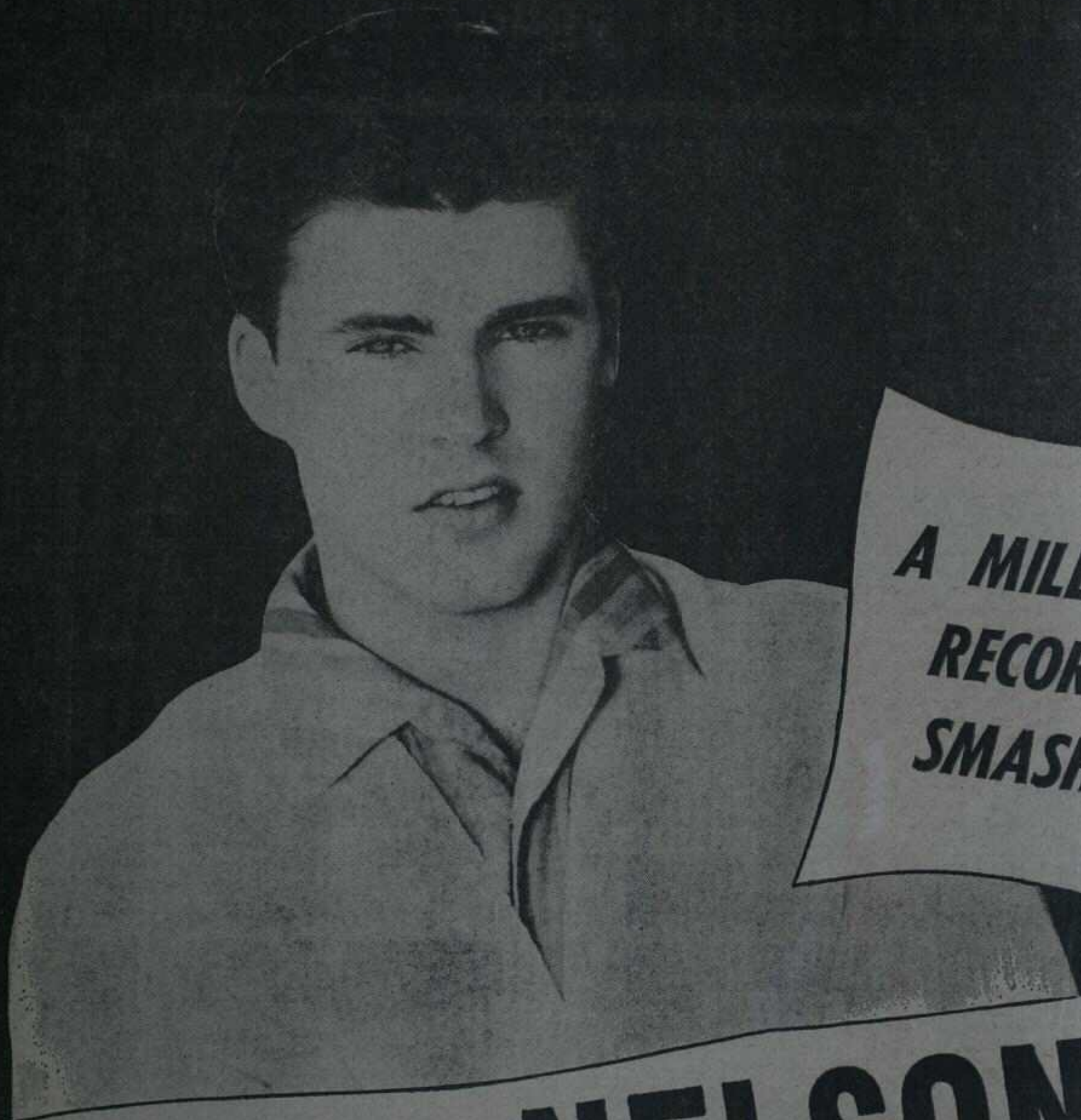
RHYTHM AND BLUES

- SUGAR PIE DESANTO: Can't Let You Go (Arc, BMI) (2:30)—It Won't Be Long (Arc, BMI) (2:07) Checker

NOVELTY

- DICKIE GOODMAN: The Touchables in Brooklyn (Kali, ASCAP) (2:01) Mark X

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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.

THE WINK MARTINDALE

P.O.P. DANCE PARTY

Starring Wink Martindale

KCOP-TV, Hollywood

Monday-Saturday 4-5 p.m.

Saturday 8-9 p.m.



Wink Martindale

"The Wink Martindale P.O.P. Dance Party," which emanates from Pacific Ocean Park, a de luxe amusement center in Santa Monica, Calif., was started in June 1960. The show regularly draws over 3,000 teen-agers. It features teen-agers dancing on camera to records, stunts, quizzes, and visiting guest stars.

Martindale also uses high school girl cheerleaders in front of the P.O.P. bandstand to lead his young audience in hand-clapping and other crowd-rousing activities. The jockey ties in strongly with high school and college groups in other areas of the show as well.

For example, Linda Mintz, UCLA sophomore and Dena Hollman, Polytechnic High School student, are listed as production assistants on the program. Al Burton is producer and Arnold Shapiro, another UCLA student, is listed as production co-ordinator.

Martindale says he programs his shows with "records that are selling." However, he refuses to play any song that he thinks is in poor taste. In line with this he comments, "Teens are not the only ones who listen to the rock 'n' roll programs. Even when the kids are in school these programs have the highest ratings." However, the jockeys adds: "Just about the time you think the prettier records are coming back, along comes a song that really rocks you."

In addition to his daily TV shows, Martindale has a radio deejay show on KRLA, Los Angeles, from 6 to 9 a.m., Monday through Saturday. He also has a thriving career as a Dot recording artist. One of his disks, "A Deck of Cards," was a million-seller.

In spite of his loyal and large teen-ager following, Martindale doesn't like to give advice to young people about their problems and doesn't consider himself "an authority on the exigencies of adolescence."

Nevertheless, the deejay is Chairman of Youth Activities for the National March of Dimes, and most of his record hops are staged for various charities. In addition to the benefit-hops, Martindale does an occasional hop in co-operation with one of his TV sponsors—Coca-Cola Bottling Company of Los Angeles, Thom McAn Shoes, 42 Products Hair-Oil, and others.

Martindale started his career as a deejay at WPIL, Jackson, Tenn., when he was 17 and fresh out of high school. In 1953 he took over the morning show at WHBQ, Memphis. In March 1959, he joined KHJ, Hollywood, and four months later, took on the added chore as emcee of an hour-long KHJ-TV Saturday night TV show. He is a graduate of Memphis State University, where he majored in speech and drama and minored in journalism.

WITH THE COUNTRY JOCKEYS

Leon Beaver, who spins the country wax at WRIP, Chattanooga, while operating his own small talent agency in his spare time, scribbles that Jimmy Martin's new platter, "Hi-De Diddle," is going great in the South. "Jimmy has created something new in blue grass," Leon opines. . . . If you've been missed in the mailing on Lefty Frizzell's newest Columbia issue, "Heaven's Plan" b/w "Looking for You," drop Lefty a line at Box 47, Woodland Hills, Calif. . . . Slim Williamson and Charlie Grant are the writers on "The Singer and the Angel," which Coleman O'Neil has recorded for Peach Records. Deejay copies are available by writing to Slim at Box 147, Louisville, Ga., or Grant at 1214½ 15th Street, Woodward, Okla.

In a repeat of his annual station-promotion gimmick, Cousin Ed Denkema, country music spinner at WGRD, Grand Rapids, Mich., leads his sixth excursion, made up of about 150 of his listeners, to "Grand Ole Opry" in Nashville May 6. All told, Denkema

has led nearly a thousand country music fans on the pilgrimage to Nashville over the period of years. . . . Jack Frost, head of sales and promotion at Aca Distributing, 2534 West Pico Boulevard, Los Angeles 6, says he'd like to hear from jockeys and stations who program c.&w. material and who are not now receiving service on such labels as Starday, "D," Toppa, Rebel, Hacienda, Wildcat and Fedora.

"We are bringing country music back in Eastern North Carolina," boasts Tom Reeder, manager and deejay at WYAL, Scotland Neck, N. C. "We bought WYAL in January of this year," Tom continues, "when there was no country music at all on the station or in the area. I'm programming eight hours of country music a day and feel sure the other station will follow suit. Country music is the answer for any station that's losing money, provided it's played properly. I'm featuring an artist each day on my

(Continued on page 43)

PROGRAMMING PANEL

THE QUESTION

As a top promotion man, what do you feel you owe the disk jockey, record librarian and program director? (Submitted by Buddy Basch.)

THE ANSWERS

BUDDY BASCH

Free Lance, New York

We owe them our livelihood, and the service of delivering promptly records they can use. Inform them about the record but don't read them the label! Tell them some news about the artist—something they can use on the air. Tell them the truth: Don't pass off a dog as "the next hit." Don't overstay your welcome. Give them promotional suggestions they can use. Show interest in them as people. What do they owe us? Only the courtesy of an unbiased audi-



BUDD HELLAWELL

Free Lance, New York

I owe them the following: 1. Act in a cheerful business like manner and give honest suggestions for better programming. 2. Interesting and useful information regarding established artists, new artists and anything that may help in the programming of a record. 3. Our opinion on what may be a potential hit or trend in the current market. 4. A continuous followup on all of our current material by way of personal contact, letters and telephone calls and the re-servicing of current hits.



LEONARD SALIDOR

Decca Records, New York

I don't believe that a promotion man "owes" anything to the above persons per se. Rather he has an obligation to fulfill by virtue of his position. He should provide the best, most efficient service possible; be able to contribute the necessary information on those of his releases that show the greatest promise and potential; be a reliable and trusted friend, a courteous and critical associate, and a first rate ambassador of good will.



JOSEPH C. MATHEWS

Capitol Records, New York

Radio exposure is, and has been for the past 15 years, the most important single factor in the promotion of a recording, whether it be a single record or an LP. Quite simply, then, the record manufacturers and dealers, too, must give considerable credit to the deejays, program directors and librarians for the vital part they have played in helping build the record industry into the \$500 million business it is today.



VOX JOX

By JUNE BUNDY

GAB BAG: Dave Lyman, WLEE, Richmond, Va., writes: "Billboard needn't apologize to KILT, Houston, for saying that WLEE was first with record hops for private parties. According to KILT, they began this service three and a half years ago. WLEE inaugurated its service on January 1, 1957, so it has now been available for nearly four and a half years. As far as we can determine, this was, indeed, a WLEE 'first'." . . . Bill Clark, WEEP, Pittsburgh, writes: "This is an emergency S. O. S. Perhaps you could give me some assistance in helping out a rather ridiculous situation. Yesterday, April 10, some hard-hearted thief broke into my automobile and took off with my entire record hop file. So here I stand naked in the wind with 12 hops in the month of April and no records." Clark issued a plea for record manufacturers to help "replenish my record hop file in this hour of crisis," and signs off with "yours for capital punishment."

Larry Gar, WLBG, Laurens, S. C., notes that Charlie Carpenter, stage manager for Irvin Feld's "Greatest Show of Stars" package, wrote Brenda Lee's current hit "You Can Depend on Me" back in 1928. . . . Joe Finan, KTLN, Denver, is looking for old Henry Busse records to use for a promotion saluting the veteran band leader's life. Henry Busse Jr. is morning man at KTLN. . . . Dick Reid, KXXX, Colby, Kan., notes: "I seem to be one of three Dick Reids. Anymore?"

THIS 'N' THAT: "Suggest a Name for a Mitch Miller Album" was the tag for a contest conducted by KXOK, St. Louis, last month. The game brought in over 5,000 entries, with \$50 worth of Columbia Miller albums awarded for the best suggestion. . . . Jocko Henderson, WDAS, Philadelphia, who features daily simulated flights to space on his disk jockey show, has cabled the first man in space, Yuri Gagarin, in Moscow. The wire read: "Congratulations on your flight in space. Signed Jocko Henderson, Rocket Ship Commander."

WQXR IS 25: The New York Times station WQXR, New York, is celebrating its 25th anniversary by conducting a contest asking listeners to tell in 50 words or less "Why I Enjoy Listening to WQXR." The contest, which is backed by an extensive advertising campaign and a mailing to approximately 100,000 persons will run through May 25. First prize will be an all-expense-paid three-week trip for two to Europe to visit London, Paris, Vienna and Milan. The cities were selected because they are "the Continent's music centers"—as befits the original "good music" station. Runnerup prizes include stereo hi-fi equipment, records, phonos, season tickets to the New York Philharmonic and the Met, and 250 albums.

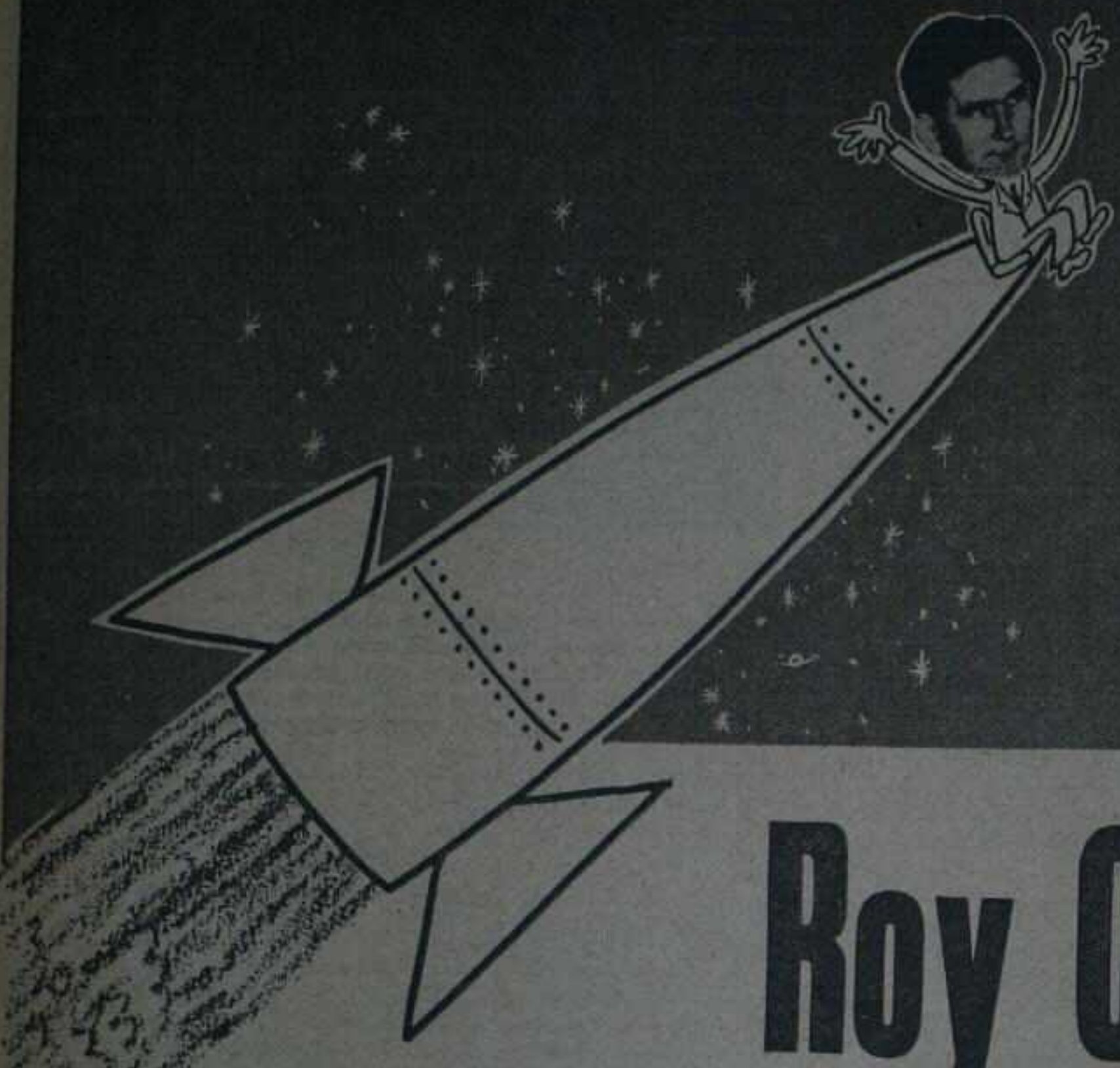
MANTOVANI IN STEREO: Stations WNTA-Radio and WNTA-TV, Newark, N.J., are presenting their new "Mantovani"-TV series as a simulcast. Listeners are urged to tune in the show on both radio and TV, and to obtain a "maximum hi-fi effect" by placing the sets against a wall about eight feet apart. The "Mantovani" show, starring the British ork leader, is hosted by John Conte. Dorothy Collins guested on the first program, Saturday (15). Other guests scheduled on the NTA series are Joni James, Vic Damone, Patachou, the Hi-Lo's and others.

George Storer Jr. was elected president of Storer Broadcasting Company last week. He succeeds his father who remains as chairman of the board. . . . Larry Alken has returned to the 9 p.m.-midnight segment of KQV, Pittsburgh. Chuck Brinkman continues on KQV's all-night show from midnight to 6 a.m. . . . George Nichols and George Bowes need new polka wax for their daily 40-minute "Polka Rhythms" show on WWSW, Pittsburgh. The polka program is 10 years old. . . . Bill Sanders has taken over the "Morning Watch" at KTHI, Houston.

CHANGE OF THEME: Dan Daniel has resigned from WDGY, Minneapolis, to join Olson-National importing and Distributing Corporation. . . . Thom Sherwood, program director of WCMW, Canton, O., will emcee a weekend record show at KYW, Cleveland, O., on Saturdays from 6 to 11 p.m. and on Sundays from 5 to 9 p.m. . . . Joe Robin, ex-KCRS, Midland, Tex., has joined KBUY, Amarillo, Tex., in the 3-7 p.m. time slot. The rest of KBUY's deejay personnel includes chief announcer Stan Skelton, program director-deejay Ray Knight, Tom Thacker and Guy Martin.

New program director at WRIB, Providence, R. I., is Jack Burns, who also has a daily 1:30-6:30 p.m. record show. Arthur Tacker, formerly with the Springfield Broadcasting Company, is new veepee-general manager of the outlet. . . . Chuck Benson has been named group program co-ordinator for the Balaban Stations. He will headquarter in Dallas and continue to act as program director for KBOX, Dallas. Johnny Borders, production director at KBOX, has taken over the program director post at Balaban's WIL, St. Louis. Jerry Clemmons has moved into Borders' old production post.

Bill Warren, formerly program director at KEEP, Twin Falls, Idaho, has joined KTLN, Denver, in the all-night deejay slot. . . . Lou Cole, oldest staff member of WWRL, New York, is retiring after 30 years with the station. Cole, 69, joined WWRL as an announcer and music director in 1931. WWRL celebrates its 35th anniversary this August. . . . Don Porter has resigned as program manager of KGW, Seattle, effective immediately.



ORBISON'S
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with his
smash ballad-
with-a-beat...

Roy Orbison

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SCARED

B/W

Love Hurts

45-438



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ACUFF-ROSE ARTISTS CORP.
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DISCOURSE

FROM BILLBOARD MUSIC WEEK SALES DEPARTMENT

A weekly column of lively chatter material on the hottest and most popular recording artists—those "Spotlighted" by Billboard Music Week's review staff, as well as those featured by the record companies in their major Billboard ad promotions.

ARTISTS' BIOGRAPHIES

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



THE TOKENS

Mitchell Margo, Philip Margo, Jay Siegal and Henry Medress comprise the Warwick recording group from Brooklyn known as the Tokens. They range in age from 13 to 21.

Mitchell Margo, the youngest member and in the eighth grade, sings first tenor and plays piano and drums. His older brother, Philip, is the baritone and plays piano, guitar and drums. Siegal is the group's lead singer and guitar player. Both Siegal and Medress, full-time student at Brooklyn College, is the second tenor and plays piano and drums.

The Tokens write their own material and work up their own arrangements. The big disk happening for this new group is "Tonight I Fell in Love" on the Warwick label. Seymour Barash of Brooklyn is the boys' personal manager.

GENE McDANIELS

Eugene B. McDaniels was born in Kansas City, Mo., February 12, 1935. His current style and repertoire reflect a direct influence from his father, Rev. B. T. McDaniels. Young McDaniels' earliest musical contact was with a professional gospel-singing group which he joined at the age of 13 and toured with them for three months.

In high school, McDaniels played sax in the school orchestra and pursued one of his favorite interests, basketball. Soon he formed his own quartet and later other vocal groups, singing everything from gospel to jazz.

Currently the Liberty Records artist has a hot disk in "A Hundred Pounds of Clay," No. 9 on this week's Hot 100. McDaniels has two previous singles on Liberty, "Green Door" and "In Times Like These," and two LP's, "In Times Like These" and "Sometimes I'm Happy, Sometimes I'm Blue."



YESTERYEAR'S HITS

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

- | POP-5 Years Ago
APRIL 21, 1956 | POP-10 Years Ago
APRIL 21, 1951 |
|--|--|
| 1. Heartbreak Hotel, Elvis Presley, RCA Victor | 1. How High the Moon, Les Paul & Mary Ford, Capitol |
| 2. Hot Diggity, Perry Como, RCA Victor | 2. If, Perry Como, RCA Victor |
| 3. Poor People of Paris, Les Baxter, Capitol | 3. Mockin' Bird Hill, Les Paul & Mary Ford, Capitol |
| 4. Blow Suede Shoes, Carl Perkins, Sun | 4. Do My Love, Maria Lanza, RCA Victor |
| 5. Lisbon Antigua, Nelson Riddle, Capitol | 5. Mockin' Bird Hill, Patti Page, Mercury |
| 6. Why Do Fools Fall in Love, Teenagers, Gee | 6. On Top of Old Smoky, Terry Gilkyson & Weavers, Decca |
| 7. I'll Be Home, Pat Boone, Dot | 7. Aha Daba Honeycomb, Debbie Reynolds & Carleton Carpenter, MGM |
| 8. Rock Island Line, Lonnie Donegan, London | 8. I Apologize, Billy Eckstine, MGM |
| 9. A Tear Fell, Teresa Brewer, Coral | 9. Would I Love You, Patti Page, Mercury |
| 10. Ms. Hot Much, Four Lads, Columbia | 10. Sparrow in the Treetops, Guy Mitchell, Columbia |

ROCK & ROLL-5 Years Ago-APRIL 21, 1956

- | | |
|---|---|
| Long Tall Sally/Slippin' & Slidin', Little Richard, Specialty | Ivory Tower, Otis Williams & The Charms, DeLuxe |
| Down in My Own Tears, Ray Charles, Atlantic | Be Woevil, Fats Domino, Imperial |
| Please, Please, Please, James Brown & Famous Flames, Federal | Head Your Love So Bad, Little Willie John, King |
| Eddie My Love, Teen-Queens, RPM | No Money Down, Chuck Berry, Chess |
| Down in Mexico, Coasters, Alco | Carrino, Carrino, Joe Turner, Atlantic |

WITH THE COUNTRY JOCKEYS

Continued from page 40

country music show. I need albums from all record companies. I will give them plenty of exposure on WYAL's 5,000 watts."

Slick Norris, Liberty Records promotion man, invites jockeys desiring to be put on Liberty's list for sample releases to write him at Highlands, Tex. Liberty's two latest country releases are Shirley Collie's "Dime a Dozen" b/w "Oh, Yes, Darling," and Floyd Tillman's "Whatever You Do" b/w "The Record Goes 'Round.'" . . . Johnny Bond last week launched his new 10-

hour-a-week syndicated deejay show for Jim Ameche Productions. The seg, which will soon be aired on a string of Texas stations, as well as one in Hong Kong, will follow the pattern set by Ameche, whose broadcasts are now heard all over the world. Armed Forces Radio is expected to join later with about 100 stations. Johnny invites artists and diskeries to send him records—new and old. Mail will reach him in care of Jim Ameche Productions, P. O. Box 2424, Sepulveda, Calif.

CANNONBALL ADDERLEY's Riverside single, African Waltz, has started to zoom in sales and is currently #64 on the Billboard Music Week Hot 100. The Cannonball, now on a European tour with his sextet, returns to the States shortly for a week's engagement at the Minor Key in Detroit. Once a member of the Miles Davis sextet, Adderley formed his own group in 1959. The sextet consists of Cannonball on alto sax, Nat Adderley on cornet; Lou Hayes, drums; Vic Feldman, piano; Sam Jones, cello, and Ron Carter, bass.

AMERICA'S GREATEST Music Makers is the name of a new Decca album containing tracks from each of twelve new Decca-Coral LP's. The albums feature such well-known orchestras as Ralph Flanagan, Jan Garber, Guy Lombardo, Wayne King, Sammy Kaye, Henry Jerome, Warren Covington (with the Dorsey Band) and Carmen Cavallaro. Also included are excerpts from new releases by The Irving Field Trio, Pete Fountain, Big Tiny Little and Liberace. In conjunction with this promotion many of the artists who are currently on tour across the country will be available for local d.j. and store appearances.

BIRTHDAYS OF THE WEEK:

April 17, William Holden; April 18, Leopold Stokowski; April 19, Don Barbour (Four Freshmen); April 20, Tito Puente, Johnny Tillotson; April 21, Anthony Quinn; April 22, Eddie Albert, Yehudi Menuhin, Charles Mingus; April 23, Sandra Dez, Roy Orbison, Shirley Temple, Harry Tobias, Arthur Cornwall.

TONY BENNETT has a new Columbia album release this month. The LP, entitled Tony Bennett Sings for Two, also features Tony's long-time accompanist-conductor, Ralph Sharon. The internationally celebrated singer opened in London's Pigalle last night (Sun.) for a four-week engagement. He leaves London on May 13 to begin a series of one-nighters throughout South America until May 22. Tony's current single is Marry Young.

JOHNNY BURNETTE introduces his new Liberty single, Big Big World c/w Ballad of the One-Eyed Jacks. Johnny, whose best selling disks include Little Boy Sad, Dreamin' and You're Sixteen, has also penned several best selling songs for other artists. Among them, Believe What You Say, Waitin' in School, Wait and Golden Idol. The talented singer-guitarist-writer is set for a tour of Australia commencing April 22. He returns to the U. S. early in May for an appearance at the Philip Morris show in the Fairgrounds Coliseum on the eve of the Kentucky Derby.

CHUBBY CHECKER, who seems to start a new dance craze with each new release, is at it again with Dance the Mess Around c/w Good, Good Lovin'. The Parkway recording star, whose Pony Time single is still riding the Hot 100, follow in the tradition of his earlier hits such as the Twist and Hucklebuck. The 18-year-old Philadelphian is currently touring the country until May 7, when he opens at the Casino Royale in Washington, D. C. From there he heads for an engagement at Sciolla's in Philadelphia.

RUSSELL FAITH—Chancellor Records' young composer-conductor-arranger and A&R Producer has a new single, Theme for Jacqueline. The Philadelphia-born Faith, who also plays guitar and piano, has written a host of songs, many of which have become best-selling disks for Fabian, Frankie Avalon, Jimi James, The Four Freshmen and June Valli. In addition he has done jazz combo work in Philadelphia night clubs. Russ has conducted, arranged and composed music for several motion pictures . . . and has penned the title tune for 20th Century Fox's forthcoming Voyage to the Bottom of the Sea. Another 20th Fox film, North to Alaska, featured one of his songs.

THE FLEETWOODS, a young trio from Olympia, Washington, have a strong single in their new Doton release, Tragedy c/w Little Miss Sad One. The group, consisting of Gretchen Christopher, Barbara Ellis and Gary Troxel, achieved national prominence with their million selling diskings of Come Softly to Me (which they wrote) and Mr. Blue. With the release of Tragedy, the Fleetwoods—who took their name from an Olympia telephone exchange—mark their first single since Gary entered the Navy.

JERRY MURAD's HARMONICATS follow up their best selling Columbia single, Cherry Pink and Apple Blossom Time, with a chart candidate from Germany, Theme From Hippodrome c/w Tuxedo Junction. The group, consisting of Jerry Murad, lead; Al Fiore, chord harmonica, and Don Les, bass, pioneered in making the harmonica the popular instrument it is today. The group originated in 1938 when Jerry and Al first combined as a harmonica duo. Feeling that they needed a bass to effect a fuller sound, they recruited Don Les. In 1941 they joined Morah Minnevitich's famed Harmonica Rascals and developed the comedy pantomime and stage techniques for which they are now noted. They left Minnevitich in 1944 to form the Harmonicats and became the first harmonica players ever to be accepted into the American Federation of Musicians. A highly successful night club and television attraction, the Harmonicats first gained record fame in 1947 with their immortal waxing of Peg of My Heart. Now, some fourteen years later, they find themselves once again best-selling recording artists.

JOHNNY HORTON, Columbia Records' hit-making star continues to be a best-seller some five months after his tragic death in an automobile. His recent single, North to Alaska, was on the Hot 100 for many months and his newest single, Sleepy-Eyed John, is currently #58. Flip side is They'll Never Take Her Love From Me.

ELVIS PRESLEY makes history once again with his first RCA Victor Compact 33 Double release—Elvis By Request. The disk, featuring Flaming Star, the title tune from his newest 20th Century-Fox film hits the Hot

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

100 this week at No. 85. Another brand-new release, Summer Kisses, and two of his recent best sellers, Are You Lonesome Tonight? and It's Now Or Never round out the release. Elvis received five NARAS nominations this year—three for Are You Lonesome and two for his sound-track recording of G. I. Blues.

ANDY STEWART, a newcomer to the Hot 100 has a fast-rising hit with his Warwick single, A Scottish Soldier. The Glasgow-born Stewart, in addition to his singing success, is equally famed in Great Britain as a variety performer, comedian, pantomimist and impressionist. As a student at the Glasgow College of Dramatic Art, he played several comic roles and determined to become a comedian. His success brought him many television and stage offers. Eventually he appeared on his own tv show and in addition toured with variety shows. In 1959 he signed a Top Rank recording contract and cut his first single—Scottish Soldier. It became an immediate best seller in Great Britain as did his followup disk, Donald, Where's Your Trousers. Andy has also written a number of songs, among them, Scottish Soldier.

THE TIMETONES, a new vocal group, make their recording debut on the Times Square label with In My Heart c/w My Love. The quartet, which hails from Glen Cove, Long Island, includes Rodgers La Rue, lead; Glenn Williams, first tenor; Thomas Glensk, second tenor; Thomas De George, baritone; and Claude Smith, bass. The boys currently are making a series of appearances at Record Hops in the Greater New York area and have been signed for a giant rock 'n' roll show late in May by Murray "The K" Kauffman.

PROMOTION WEEKS
Bike Safety Week; National Garden Week; National Library Week; Youth Temperance Education Week.

Denis Hyland

THIS WEEK'S NEW Money Records

. . . an alphabetical listing of the records manufacturers are backing with special feature treatment in big-space Billboard Music Week ads.

- SINGLES**
- A LITTLE FEELING (CALLED LOVE)/NOW THAT I—Jack ScottCapitol
- HELLO, MARY LOU/TRAVELIN' MAN—Ricky Nelson . . .Imperial
- MOODY RIVER—Pat BooneDot
- PONDEROSA—Patsy ClineABC-Paramount
- BRING BACK YOUR HEART—Del VikingsABC-Paramount
- RUNNING SCARED—Roy OrbisonMonument
- OLD BLACK MAGIC/ DON'T BE AFRAID—Bobby RydellCameo
- WHAT'S THE WAY WITH LOVE—Don CostaUnited Artists
- WHAT'D I SAY—Jerry Lee LewisSun
- FOOL—Bob BeckhamDecca
- BREAKIN' IN A BRAND NEW BROKEN HEART—Connie FrancisMGM
- YOU'RE GONNA NEED MAGIC—Roy HamiltonEpic
- ALBUMS**
- GIRLS, GIRLS, GIRLS!—Duane EddyJamie


According to statistics maintained over a period covering thousands of releases . . . 7 out of 10 will reach Billboard Music Week's "Hot 100" in the weeks ahead!



1961 NARAS AWARDS

Our sincere thanks to the National Academy of Recording Arts and Sciences for eleven great awards to RCA Victor Records.

BEST ARRANGEMENT	"MR. LUCKY"—HENRY MANCINI LPM/LSP-2198
BEST CONTEMPORARY CLASSICAL COMPOSITION	COPLAND: "THE TENDER LAND SUITE"—THE BOSTON SYMPHONY ORCHESTRA, COPLAND COND. LM/LSC-2401
BEST PERFORMANCE—FOLK	"SWING DAT HAMMER"—HARRY BELAFONTE LPM/LSP-2194
BEST CLASSICAL OPERA PRODUCTION	PUCCINI: "TURANDOT"—NILSSON, TEBALDI, BJOERLING, TOZZI, ROME OPERA HOUSE ORCHESTRA AND CHORUS, LEINSDORF COND. LM/LSC-6149
BEST JAZZ PERFORMANCE— LARGE GROUP	"THE BLUES AND THE BEAT"—HENRY MANCINI LPM/LSP-2147
BEST SOUND TRACK ALBUM OR RECORDING OF MUSIC SCORE FROM MOTION PICTURE OR TELEVISION	"EXODUS"—ORIGINAL SOUNDTRACK LOC/LSO-1058
BEST PERFORMANCE BY AN ORCHESTRA (Other than for dancing)	"MR LUCKY"—HENRY MANCINI LPM/LSP-2198
BEST CLASSICAL PERFORMANCE— ORCHESTRA	BARTOK: "MUSIC FOR STRINGS, PERCUSSION, AND CELESTE"—CHICAGO SYMPHONY ORCHESTRA, REINER COND. LM/LSC-2374
BEST CLASSICAL PERFORMANCE— CHORAL (INCLUDING ORATORIO)	HANDEL: "THE MESSIAH"—ROYAL PHILHARMONIC ORCHESTRA, SIR THOMAS BEECHAM COND. LD/LDS 6409
BEST CLASSICAL PERFORMANCE— VOCAL SOLOIST	"A PROGRAM OF SONG"—LEONTYNE PRICE LM/LSC-2279
BEST CLASSICAL PERFORMANCE— CONCERTO OR INSTRUMENTAL SOLOIST	BRAHMS: "PIANO CONCERTO #2"— RICHTER/CHICAGO SYMPHONY ORCHESTRA, LEINSDORF COND. LM/LSC-2466

The world's greatest artists are on **RCA VICTOR** 

Swiss Dealers' Store Sets a Good Pattern

Jecklins Discuss Homeland Problems; Determined Foes of Disk Discounting

By REN GREVATT

NEW YORK — Jecklin's Music Shop, the second largest retail record outlet in Zurich, Switzerland, has instituted a number of interesting merchandising devices which might well become the pattern for future American disk store operations. Peter and Hans Jecklin, cousins, who operate the store, are currently on a three-month business-pleasure junket of the States.

In addition to having their eyes open as far as the latest promotion, display and store layout ideas here are concerned, the two are looking over American disking operations from all angles "to learn how such evils as discounting and general devaluation of records and loss of profits happened here so we can try to avoid all that back home." The two are determined to keep discounting to a minimum in Switzerland.

The Jecklins, who also are Swiss distributors for EMI's Columbia label, Atlantic, Contemporary, Folkways, Good Time Jazz, Prestige, Verve and Vox, have the most modern type of store. The entire store front of the large building is composed of huge plate glass frames, enabling the passer-by to have a full view of the large interior of the store and the attractively displayed merchandise within.

Unique Fixtures

Inside, the store employs browsers and storage bins of no more than waist height, enabling salespeople to observe customers anywhere in the store. Perhaps the most unique aspect of the operation is the fact that virtually every fixture in the store is moveable. According to the two Jecklins, this permits a complete shuffle of the store layout overnight if desired. Changes are actually made about three times a year.

Four basic sections of the store are set up for jazz, classical, children's and light (pop) records. Within these divisions there are

many subdivisions according to style such as Dixieland, combo jazz, modern, etc., in the jazz category. These are further broken down by artists identified with each school, making self-service come into its own.

Regarding album product, the Jecklins noted that American material is strongest in the jazz category, where almost all important artists in terms of sales are Americans. The German material is not salable and the French only moderately so, they said. The British is the closest runner-up to the Americans.

On the pop singles front, the pair noted quite frankly, that touring foreign artists are taking a big risk by coming to Switzerland for personal appearances. "More than one has been hurt badly in this way," Peter Jecklin said, "because the fans have a certain idea about an artist and that idea is shattered or upset when they see and hear the singer. Maybe they are just tired when they get to our country, but usually they do not go over well and their sales go down."

Special Problems

It was also brought out that Switzerland, being a trilingual market, presents its own special problems. "We have German, French and Italian all spoken in Switzerland, yet our population is only 4,500,000, so we are limited," said Hans Jecklin. "A hit can sell as high as 50,000, but that's unusual because a hit in German may not

NAMM SHOW SET FOR CHI JULY 16 DATE

CHICAGO —The National Association of Music Merchants trade show, opening at the Palmer House July 16 here, celebrates the 60th anniversary of NAMM as well as the 50th anniversary of the show.

The original show, opened by President William Howard Taft at Chicago's Coliseum in 1911, had 80 exhibitors, featuring mostly pianos with limited display. In contrast, the 1961 show will have some 250 exhibitors, displays of many musical instruments and related products, with events ranging from discussions of important music industry business to the crowning of the music queen.

Taking part in the show will be seven of the original pioneers: the Everett Piano Company, Boston; Aeolian American Corporation, East Rochester, N. Y.; from New York, Kohler and Campbell, and Kranich and Bach (now part of Winter & Company), and from Chicago, Story and Clark Piano Company, W. W. Kimball Company, and the Gulbransen Company (then Gulbransen and Dickinson).

sell to the other two language groups." Biggest hits this year were Edith Piaf's "Milord," and "Marilyn" by Rocco Granata.

A large share of records sold in Switzerland are imports from other nations, including the United States. "Only if a record becomes a hit do we begin to press it in our country," it was noted. "We have

(Continued on page 47)

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.

PHONOS LISTING BETWEEN \$31 and \$60

RANK	BRAND	% OF TOTAL POINTS
1	Decca	20.5
2	Voice of Music (V-M)	18.9
3	Webcor	13.5
4	Columbia	10.6
5	Capitol	8.3
6	Magnavox	4.1
7	General Electric	3.3
	Others	20.8

BEST BUYS IN RECORDS

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

POP

- *WHAT'D I SAY Jerry Lee Lewis
(Progressive, BMI) Sun 356
- *BREAKIN' IN A BRAND NEW BROKEN HEART . . .
Connie Francis
(Aldon, BMI) MGM 12995
- *RUNNIN' SCARED Roy Orbison
(Acutt-Rose, BMI) Monument 328

C&W

- I FALL TO PIECES Patsy Cline
(Pamper, BMI) Decca 31205

R&B

- *SOME KIND OF WONDERFUL Drifters
(Aldon, BMI) Atlantic 2096

New Stromberg Console Line Makes Debut

NEW YORK—General Dynamics Electronics has introduced a new, medium-priced line of Stromberg-Carlson console stereo phonos to be known as the "Young America" series. The seven sets will list at prices ranging from \$200 to \$500, as compared to the firm's current "Integrity" line, which is pegged at prices up to \$1,100.

Arthur J. Hatch, vice-president and general manager of GD said that new developments in amplifier and speaker design made possible the lower priced series. The authentically designed cabinets are in contemporary, French provincial, and early American. Dual-speaker systems are aimed out the front of each unit rather than the sides to permit placing the set next to other furniture or walls without loss of sound.

The new series was introduced at a gala press luncheon at the Savoy Hilton Hotel here Tuesday (11). Earlier, a number of key dealers were alerted to the line at a three-day series of meetings at the home offices in Rochester. Units will be in showrooms in May.



Storefront of Jecklin Music Shop, Zurich, Switzerland. Ground floor and basement are devoted to disk sales. Front and sides are entirely glass, leaving an unobstructed view of promotions, displays and equipment for passers-by.



Interior scene of Jecklin's in Zurich, Switzerland. All fixtures shown, including listening booths in rear, are moveable, with the exception of the listening bar in left foreground. This allows for frequent complete changes in display emphasis, lending visual impact to the store.

ARD Prexy to Star in Local Musical Show

NEW YORK—Sy Bondy, well known in local dealer circles as president of the Association of Record Dealers of New York and New Jersey (ARD) has now focussed his attention on yet another pursuit—acting. It became known last week that Bondy has been rehearsing for six months for his lead role in an original musical, to be known as "The King and I."

The musical is being produced two consecutive weekends at the Marine Park High School in Brooklyn, and finds Bondy cast as Herman Kink, a big hotel owner, and swinger. Music is by Bernice Steinman, and Wally Schwartz is director of the epic. "It's a great part for me because I sing, dance and act and I'm out there just about all the time. It's the greatest." Bondy said a meeting of ARD has been scheduled for Tuesday (25) at the Park Sheraton Hotel here at which many problems of

UST Cuts Price on Omega 800 Series

SUNNYVALE, Calif. — United Stereo Tapes (UST) has dropped the price of the Omega 800 series of four-track tapes to \$4.95, effective May 1. New low dealer price for the product is \$3.30. Exchanges and returns of Omega's 800's are being credited at the new dealer price at once, although dealers can continue selling at \$6.05 or \$7.95 until May 1.

The recent lowering of the price of Richmond tapes to \$4.95 has met with substantial sales success, according to UST marketing manager, Bill Muster, hence the decision to drop the tag on the Omega material.

dealers will come in for discussion. He issued an invitation to all dealers, members or non-members, to attend. "Dealers who don't belong to our group still get the benefit of the good things we do, but we don't have their support. We need that support—from all the dealers in the area, and I hope they will turn out en masse, as they say," Bondy noted.

These listings, from this week's Hot 100, have been broken down by type of music for easy programming. Sides that fall into more than one category receive multiple listings.

EASY LISTENING

- AFRICAN WALTZ, Cannonball Adderly, Riverside 45457
- ASIA MINOR, Kokomo, Felsted 8612
- BOMANZA, Al Caiola, United Artists 302
- BRASS BUTTONS, String-A-Longs, Warwick 625
- FLAMING STAR, Elvis Presley, RCA Victor LPC 128
- FROGG, Brothers Four, Columbia 41958
- MY THREE SONS, Lawrence Welk, Dot 16198
- ON THE REBOUND, Floyd Cramer, RCA Victor 7840
- ONE-EYED JACKS, Ferrante & Teicher, United Artists 300
- SCOTTISH SOLDIER, Andy Stewart, Warwick 627
- SECOND TIME AROUND, Frank Sinatra, Reprise 116
- SURRENDER, Elvis Presley, RCA Victor 7850
- TAKE GOOD CARE OF HER, Adam Wade, Coed 546
- TENDERLY, Bert Kaempfert, Decca 31236
- THINK TWICE, Brook Benton, Mercury 71774
- TREES, Platters, Mercury 71791
- YOU CAN DEPEND ON ME, Brenda Lee, Decca 31231
- YOUR ONE AND ONLY LOVE, Jackie Wilson, Brunswick 55208
- WELCOME HOME, Sammy Kaye Ork, Decca 31204
- WHEELS, String-A-Longs, Warwick 603
- WHERE THE BOYS ARE, Connie Francis, MGM 12871

TEEN BEAT

- APACHE, Jorgen Ingmann, Atco 6184
- BABY BLUE, Echoes, Segway 103
- BLUE MOON, Marcell, Colpix 186
- BREAKIN' IN A BRAND NEW HEART, Connie Francis, MGM 12995
- BUMBLE BOOGIE, B. Bumble and the Stingers, Rendezvous 140
- BYE, BYE, BABY, Mary Wells, Motown 1003
- CALIFORNIA SUN, Joe Jones, Roulette 4344
- CHARANGA, Merv Griffin, Carlton 545
- COME ON OVER, Strollers, Carlton 546
- CONTINENTAL WALK, Hank Ballard and the Midnighters, King 5491
- CONTINENTAL WALK, Rollers, Liberty 55320
- DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203
- EBONY EYES, Everly Brothers, Warner Bros. 5199
- FELL IN LOVE ON MONDAY, Fats Domino, Imperial 5734
- FIND ANOTHER GIRL, Jerry Butler, Vee-Jay 375
- FLAMING STAR, Elvis Presley, RCA Victor LPC 128
- FOOLIN' AROUND, Kay Starr, Capitol 4542
- GEE WHIZ, Carla Thomas, Atlantic 2086
- GINNIE BELL, Paul Dino, Promo 2180

- GIRL OF MY BEST FRIEND, Ral Donner, Gone 5102
- GLORY OF LOVE, Roomates, Valmor 008
- GOOD, GOOD LOVIN', Chubby Checker, Parkway 822
- HAPPY BIRTHDAY BLUES, Kathy Young & the Innocents, Indigo 115
- HIDEAWAY, Freddy King, Federal 12401
- HOP SCOTCH, Santo and Johnny, Canadian-American 124
- I'M IN THE MOOD FOR LOVE, Chimes, Tag 445
- I'VE TOLD EVERY LITTLE STAR, Linda Scott, Canadian-American 123
- JUST FOR OLD TIME'S SAKE, McGuire Sisters, Coral 62249
- LA PACHANGA, Audrey Arno and the Hazy Osterwald Sextet, Decca 31238
- LIKE LONG HAIR, Paul Revere and the Raiders, Gardena 116
- LING TING TONG, Buddy Knox, Liberty 55305
- LITTLE PEDRO, Olympics, Arvee 5023
- LULLABY OF LOVE, Frank Earl, Crusade 1021
- MAMA SAID, Shirelles, Scepter 1217
- MESS AROUND, Bobby Freeman, Josie 887
- MODEL GIRL, Johnny Mastro, Coed 545
- ONCE UPON A TIME, Rochell and the Candies, Swingin' 623
- ON THE REBOUND, Floyd Cramer, RCA Victor 7840
- ONE HUNDRED POUNDS OF CLAY, Gene McDaniels, Liberty 55308
- PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates, Valmor 007
- PONY TIME, Chubby Checker, Parkway 818
- PORTRAIT OF MY LOVE, Steve Lawrence, United Artists 291
- RUNAWAY, Del Shannon, Big Top 3067
- RUNNING SCARED, Roy Orbison, Monument 328
- SAVED, La Vern Baker, Atlantic 2099
- SEVENTEEN, Frankie Ford, Imperial 5737
- SHU RAH, Fats Domino, Imperial 5734
- SLEEPY-EYED JOHN, Johnny Horton, Columbia 41963
- SOME KIND OF WONDERFUL, Drifters, Atlantic 2096
- SURRENDER, Elvis Presley, RCA Victor 7850
- THE NEXT KISS, Conway Twitty, MGM 12998
- THEME FROM DIXIE, Duane Eddy, Jamie 1183
- TONIGHT I FELL IN LOVE, Tokens, Warwick 615
- TONIGHT MY LOVE, TONIGHT, Paul Anka, ABC-Paramount 10194
- TO BE LOVED (FOREVER), Pentagons, Donna 1337
- TRAGEDY, Fleetwoods, Dolton 40
- TRIANGLE, Janie Grant, Caprice 104
- YOU CAN DEPEND ON ME, Brenda Lee, Decca 31231
- UNDERWATER, Frogmen, Candix 314
- VERY THOUGHT OF YOU, Little Willie John, King 5458
- WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199

- WAIT A MINUTE, Coasters, Atco 6186
- WHAT'D I SAY, Jerry Lee Lewis, Sun 356

COUNTRY & WESTERN

For C&W programming, please refer to this week's Hot C&W chart. The following, from the Hot 100, are recommended additional listings.

- FLAMING STAR, Elvis Presley, RCA Victor LPC 128
- FOOLIN' AROUND, Kay Starr, Capitol 4542
- GROUND HOG, Browns, RCA Victor 7866
- ON THE REBOUND, Floyd Cramer, RCA Victor 7840
- SLEEPY-EYED JOHN, Johnny Horton, Columbia 41963
- SURRENDER, Elvis Presley, RCA Victor 7850
- WALK RIGHT BACK, Everly Brothers, Warner Bros. 5199

RHYTHM & BLUES

For R&B programming, please refer to this week's Hot R&B chart. The following, from the Hot 100, are recommended additional listings.

- AFRICAN WALTZ, Cannonball Adderly, Riverside 45457
- CALIFORNIA SUN, Joe Jones, Roulette 4344
- COME ALONG, Maurice Williams and the Zodiacs, Herald 559
- CONTINENTAL WALK, Hank Ballard and the Midnighters, King 5491
- CONTINENTAL WALK, Rollers, Liberty 55320
- EXODUS (IN JAZZ), Eddie Harris, Vee Jay 378
- FELL IN LOVE ON MONDAY, Fats Domino, Imperial 5734
- GINNIE BELL, Paul Dino, Promo 2180
- GOOD, GOOD LOVIN', Chubby Checker, Parkway 822
- HAPPY BIRTHDAY BLUES, Kathy Young & the Innocents, Indigo 115
- I'M IN THE MOOD FOR LOVE, Chimes, Tag 445
- (IT NEVER HAPPENS) IN REAL LIFE, Chuck Jackson, Wand 108
- LITTLE PEDRO, Olympics, Arvee 5023
- MAMA SAID, Shirelles, Scepter 1217
- MESS AROUND, Bobby Freeman, Josie 887
- ON THE REBOUND, Floyd Cramer, RCA Victor 7840
- PLEASE LOVE ME FOREVER, Cathy Jean and the Roomates, Valmor 007
- SAVED, La Vern Baker, Atlantic 2099
- SHU RAH, Fats Domino, Imperial 5734
- SURRENDER, Elvis Presley, RCA Victor 7850
- TO BE LOVED (FOREVER), Pentagons, Donna 1337
- TONIGHT I FELL IN LOVE, Tokens, Warwick 615
- TREES, Platters, Mercury 71791
- VERY THOUGHT OF YOU, Little Willie John, King 5458
- WHERE I FELL IN LOVE, Capris, Old Town 1099
- YOUR ONE AND ONLY LOVE, Jackie Wilson, Brunswick 55208

Bellwether Phono Buys

has worked out. Brinton Electric Company watched its stereo sales go into five figures during the very first year, with little or no advertising as such, but plenty of personal demonstration. In most instances, it was a direct relay between the gift department and the stereo department which set up the sale.

For selling women, many of whom don't have the mechanical turn of mind to grasp sound reproduction points, an oversimplified "introduction to stereo" was developed. The emphasis is on the fact that the sound is divided, and that true reproduction is made possible by the use of two or more speakers.

Almost immediately, Brinton found that while it can sell better-priced stereo, it cannot sell better-priced gifts. The average sale turned out to be between \$2.50 and \$5, somewhat of an unpleasant surprise, but inasmuch as the steady parade of gift-conscious women coming in has meant many big-ticket sales throughout the store, the gift department has been a decided success. More tea parties are planned from time to time, merely to make sure that Murray and South Salt Lake City women "keep acquainted with the gift shop."

Davis Sales Co. Named New Mercury Distrib

CHICAGO — Mercury Record Corporation has named Davis Sales Company its new distributor in the Denver area. The territory was formerly handled for Mercury by Western Appliances.

The announcement came last week jointly from Kenny Myers, vice-president of Mercury, and Don Thorn, general manager of Davis. Thorn was formerly Western regional sales manager for Mercury before joining Davis last summer.

The move becomes effective April 15. Davis is setting up a separate sales and promotion staff to handle Mercury. The sales force which handled Mercury for Western Appliances will join the Davis fold.

Telex Acquires Elco Electronics Plant

ST. PAUL—Telex, Inc., of this city, has purchased Elco Electronics, Inc., of Michigan City, Ind., which makes portable and console phonographs. The Indiana company had sales of \$2,500,000 last year.

Elco Electronics employs more than 100 persons in a new 30,000-square-foot plant in Michigan City, and has plans ready to add another 10,000 square feet to the plant.

The company, the fifth acquired by Telex since January, 1960, has estimated its 1961 fiscal year will bring sales of more than \$4,000,000. It produces phonographs for private labels and under its own trade name of "Mitchell."

Artia, Parliament Issue

NEW YORK—Artia Records is issuing five new LP's this month as well as five on its low price Parliament label. High spot of the release is the stereo waxing by the Moiseyev Dance Ensemble, "A Moiseyev Spectacular." This wax, recorded in Russia, is the first stereo set issued here from the Soviet Union. Other Artia LP's are a new "Stabat Mater," and two Dvorak works by the Czech Philharmonic. Parliament releases include Tchaikovsky's Fifth Symphony, Beethoven's "Emperor" Piano Concerto, and sets of light classics.

COIN MACHINE PRICE INDEX (continued from back page)

Spook Gun (Bally) 9-58 . \$175	Steam Shovel (CC) 5-56 . \$ 90	Super Star Baseball (Wms) 1-54 \$ 50	3-D Kiddie Theater (Rite) 3-54 \$125	Two-Player Basketball (Genc) 3-54 \$135
Sportland Shooting Gallery (Exhib) 11-54 95	Super Big Top (Genc) 12-55 185	Swami (Muto) 4-55 350	3-D Pix (Cap) 2-54 125	Vacuomatic Card Vendor (Exhib) 5-54 110
Squirts Water Polo (Aqua) 5-57 350	Super Home Run (CC) 3-54 75	Target Roll (Bally) 1-58 . 145	3-D Theater (Rite) 3-54 . . 145	Voice-O-Graph (Muto) 2-57 550
Sportsman (Keen) 11-54 . 125	Super Pennant Baseball (Wms) 1-54 75	10 Commandments (Muto) 12-57 195	Titan (Wms) 8-59 365	Voice-O-Graph (Muto) 11-54 290
Star Slugger (Un) 4-56 . . . 75	Super Slugger (Un) 7-55 . 55	Ten Pins (Wms) 12-57 . . 110	Treasure Cove (Exhibit) 7-55 140	Wild West (Genc) 2-55 . . 175
State Fair (Genc) 7-56 . . . 175		Ten Strike (Wms) 12-57 . 110	Twin Hockey (CC) 5-58 . . 175	Yankee Baseball (Un) 2-59 275
		Test Pilot (Cap) 12-57 . . 195		

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Swiss Dealers' Sets a Good P

Jecklins Discuss Home Determined Foes of D

By REN GREVATT

NEW YORK—Jecklin's Music Shop, the second largest retail record outlet in Zurich, Switzerland, has instituted a number of interesting merchandising devices which might well become the pattern for future American disk store operations. Peter and Hans Jecklin, cousins, who operate the store, are currently on a three-month business-pleasure junket of the States.

In addition to having their eyes open as far as the latest promotion, display and store layout ideas here are concerned, the two are looking over American disk operations from all angles "to learn how such evils as discounting and general devaluation of records and loss of profits happened here so we can try to avoid all that back home." The two are determined to keep discounting to a minimum in Switzerland.

The Jecklins, who also are Swiss distributors for EMI's Columbia label, Atlantic, Contemporary, Folkways, Good Time Jazz, Prestige, Verve and Vox, have the most modern type of store. The entire store front of the large building is composed of huge plate glass frames, enabling the passer-by to have a full view of the large interior of the store and the attractively displayed merchandise within.

Unique Fixtures

Inside, the store employs browsers and storage bins of no more than waist height, enabling salespeople to observe customers anywhere in the store. Perhaps the most unique aspect of the operation is the fact that virtually every fixture in the store is moveable. According to the two Jecklins, this permits a complete shuffle of the store layout overnight if desired. Changes are actually made about three times a year.

Four basic sections of the store are set up for jazz, classical, children's and light (pop) records. Within these divisions there are

New Stromberg Console Line Makes Debut

NEW YORK—General Dynamics Electronics has introduced a new, medium-priced line of Stromberg-Carlson console stereo phonos to be known as the "Young America" series. The seven sets will list at prices ranging from \$200 to \$500, as compared to the firm's current "Integrity" line, which is pegged at prices up to \$1,100.

Arthur J. Hatch, vice-president and general manager of GD said that new developments in amplifier and speaker design made possible the lower priced series. The authentically designed cabinets are in contemporary, French provincial, and early American. Dual-speaker systems are aimed out the front of each unit rather than the sides to permit placing the set next to other furniture or walls without loss of sound.

The new series was introduced at a gala press luncheon at the Savoy Hilton Hotel here Tuesday (11). Earlier, a number of key dealers were alerted to the line at a three-day series of meetings at the home offices in Rochester. Units will be in showrooms in May.

man style jazz gory dow scho into R Jecklins, who operate the store, are currently on a three-month business-pleasure junket of the States.

It Swiss ket, lems and land, 4.50 Han: high beca

Store based an ur

Interior listonk in left phasis.



Listings represent used machines in average condition introduced from 1954 thru mid-1959. Price quoted on each machine represents the average of quotes to operators by franchised distributors in three geographical

areas—East, West and Midwest. Quotes are received and averaged monthly. Listings should be used only as a general guide, since machines of identical type and condition may have considerably different values in different areas.

MUSIC		BOWLERS & SHUFFLES		PINBALLS		ARCADE & NOVELTIES	
AMI		BALLY		BALLY		BALLY	
D-40 (40), 1951	\$ 60	ABC Bowler 7-55	\$195	Ballerine 6-59	\$400	Balls-A-Poppin 10-56	50
D-80 (80), 1951	105	ABC Bowling Lanes		Bally U.S.A. 7-58	75	Bally U.S.A. 7-58	75
E-40 (40), 1953	95	12-56	200	Beach Beauty 11-55	65	Beach Time 9-58	250
E-80 (80), 1953	125	ABC Champion 9-57	295	Beach Time 9-58	250	Big Show 9-56	70
E-120 (120), 1953	135	ABC Super-Deluxe Bowler		Broadway 12-55	50	Carnival 10-57	65
F-40 (40), 1954	150	9-57	275	Carnival-Queen 11-58	275	Carnival-Queen 11-58	275
F-80 (80), 1954	210	ABC Tournament 6-57	275	Circus 8-57	65	Circus 8-57	65
F-120 (120), 1954	250	All-Star Bowler 12-57	115	County Fair 11-59	550	County Fair 11-59	550
G-40 (40), 1955	250	All-Star Deluxe 2-58	115	Crosswords 1-58	100	Crosswords 1-58	100
G-80 (80), 1955	275	Bally Shuffle 1-59	35	Cypress Gardens 5-58	195	Cypress Gardens 5-58	195
G-120 (120), 1955	310	Blue Ribbon 4-55	125	Double Header 8-58	115	Double Header 8-58	115
G-120-1 (120), 1956	310	Challenger 9-59	750	Fun-Way 9-59	375	Fun-Way 9-59	375
G-200 (200), 1956	275	Club Bowler 2-59	395	Gayety 4-55	40	Gayety 4-55	40
G-200-1 (200), 1956	275	Congress Bowler 7-55	195	Key West 12-58	70	Key West 12-58	70
G-200-2 (200), 1956	275	Deluxe Club Bowler 3-59	475	Lotta Fun 9-59	380	Lotta Fun 9-59	380
G-200-3 (200), 1956	275	Gold Medal 4-55	125	Miami Beach 9-55	55	Miami Beach 9-55	55
G-200-4 (200), 1956	275	Jumbo Bowler 9-55	225	Miss America 1-58	135	Miss America 1-58	135
G-220-5 (200), 1956	275	King-Pin Bowler 9-55	225	Night Club 3-58	60	Night Club 3-58	60
H-200 (200), 1956	445	Lucky Alley 8-58	475	Parade 6-56	60	Parade 6-56	60
H-120 (120), 1956	435	Lucky Shuffle 9-58	325	Sea Island 2-59	335	Sea Island 2-59	335
H-100 (100), 1956	360	Monarch 11-59	350	Show-Time 4-57	75	Show-Time 4-57	75
H-200M (100), 1957	385	Pan American 6-59	600	Sun Valley 7-57	140	Sun Valley 7-57	140
I-200 (200), 1957	585	Speed Bowler 11-58	325	GOTTlieb		Ace High 2-57	\$ 75
I-120 (120), 1957	535	Star Shuffle 9-58	325			Add-A-Line 7-55	60
I-100 (100), 1957	420	Star Shuffle 9-58	325			Annabelle 8-59	225
I-200M (200), 1958	445	Strike-Bowler 11-57	200			2 Around the World	295
J-200 (200), 1958	660	Super Bowler 1-58	115			2 Atlas 5-59	280
J-120 (120), 1958	625	Trophy 4-58	375			Auto Race 9-56	70
J-100M (100), 1958	535	CHICAGO COIN				2 Brite Star 4-58	185
J-200M (200), 1959	535	All Star Team Bowler				Classy Bowler 7-56	75
J-120 (120), 1959	675	11-55	\$ 90			4 Contest 10-58	275
J-100 (100), 1959	575	Blinker 8-55	170			2 Continental Cave	145
J-200 (200), 1959	650	Bonus Score 5-55	140			Crisis Cross 3-58	155
ROCK-OLA		Bowl Master 7-59	390			Derby Day 5-56	65
1436 (120), 1953	\$ 85	Bowling Team 10-55	130			2 Double Action 1-59	245
1438 (120), 1954	190	Bull's-Eye Bowler 7-55	150			2 Duette 3-55	75
1442 (50), 1955	195	Championship 11-56	240			Easy Aces 12-55	60
1446 (120), 1955	235	Bowling League 7-57	125			2 Fair Lady 11-56	110
1448 (120), 1958	345	Crisis Cross Target 1-55	60			4 Falstaff 11-57	245
1450 (120), 1957	395	Double Feature 12-58	380			2 Flag-Ship 1-57	135
1452 (50), 1956	275	Hollywood 4-55	155			Frontiersman 11-55	60
1454 (120), 1957	395	King Bowler 3-59	695			2 Gladiator 1-56	85
1455D (200), 1957	445	Lucky Strike 1-58	330			2 Gondolier 6-58	195
1455S (200), 1957	445	Miami Shuffle 10-58	40			Gypsy Queen 2-55	60
1458 (120), 1958	520	Monte Carlo 1-59	75			Harbor Lites 3-56	65
1462 (50), 1958	395	Player's Choice 9-58	545			Hi Diver 4-59	185
1465 (200), 1958	550	Rebound Shuffle 11-58	45			4 Jubilee 5-55	135
1468 (120), 1959	635	Red Pin 3-59	435			Lightning Ball 12-59	230
1468 Stereo (120), 1959	685	Rocket Ball 2-59	125			2 Mademoiselle 11-59	300
1475 (200), 1959	700	Rocket Shuffle 2-58	95			4 Majestic 4-57	230
1475 Stereo (200), 1959	750	Rocket Shuffle Two-Player				2 Marathon	90
SEEBURG		4-58	135			2 Picnic 6-58	195
M100B (100), 1950	\$200	Score-A-Line 9-55	135			Queen of Diamonds 6-59	210
M100C (100), 1952	240	Shuffle Explorer 6-58	135			2 Race Time 3-59	230
100W (100), 1953	325	Skee Roll 1-57	95			Rainbow 12-58	75
HF100G (100), 1953	335	Star Rocket 5-59	250			4 Register 10-56	105
HF100R (100), 1954	400	Tournament Ski Bowl				Rocket Ship 5-58	135
V200 (200), 1955	300	12-56	130			Roto Pool 7-58	145
100J (100), 1955	500	Triple Strike 1-55	125			Royal Flush 5-57	100
K200 (200), 1957	430	TV Bowling League				4 Score-Board 4-56	75
L100 (100), 1957	545	11-57	290			2 Sea Belles 9-56	100
201 (200), 1958	750	Twin Bowler 10-58	390				
161 (160), 1958	730	UNITED					
101 (100), 1958	620	Advance 6-59	\$575				
220 (100), 1958	770	Atlas Shuffle Alley 9-58	325				
2205 (100), 1959	770	Bonus Bowling Alley					
2005R (100), 1959	795	3-58	375				
222 (160), 1958	810	Bowling Alley 11-56	125				
222DH (160), 1959	775	Build-Up 5-56	120				
222DHR (160), 1959	835	Capitol Shuffle Alley					
WURLITZER		6-55	95				
1250 (48), 1950	\$ 55	Clipper 4-55	75				
1400 (48), 1951	70	Cyclone 10-58	325				
1500 (104), 1952	85	Deluxe Bowling Alley					
1500A (104), 1953	110	7-57	245				
1600A (48), 1954	130	Deluxe Flash 6-59	450				
1700 (104), 1954	215	Deluxe Shooting Star					
1800 (104), 1955	310	6-58	90				
1900 (104), 1956	390	Dual Shuffle 1-59	375				
2000 (200), 1958	385	Duplex 11-58	525				
2100 (200), 1957	435	Eagle Shuffle Alley 5-58	295				
2150 (200), 1957	465	Flash 6-59	425				
2250 (200), 1958	545	4-Way 11-59	500				
2204 (104), 1958	575	Handicap 9-56	225				
2200 (200), 1958	615	Handicap 11-59	575				
2300-5 (200), 1959	790	Hi-Score 6-57	195				
2300 (200), 1959	735	Jumbo Bowling Alley					
2304 (104), 1959	700	8-57	295				
2304-5 (104), 1959	760	Jupiter Shuffle Alley					
2310 (100), 1959	700	9-58	125				

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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.

ALLIED RECORD DISTRIBUTING COMPANY—Introductory offer.

Firm offers its two initial LP releases free to selected dealers in 16 areas throughout the country. See page 10, April 10 issue, for details.

DANA—Limited time only. Started April 1, 1961.

"Half Price Bonus Plan." Buy one at regular price, get second one at half price. Offer covers complete catalog. See page 38, April 3 issue.

WORLD PACIFIC-PACIFIC JAZZ—Expires April 24, 1961. Started April 6, 1961.

Label announces a 2-for-10 plan with a minimum order of 100 mono or stereo LP's. See separate story, current 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.

CAMEO—Expires April 30, 1961. Started April 1, 1961.

Label is offering 15% discount on monaural and stereo versions of the label's first LP in their new album series featuring the "International Pop Orchestra." Label is also offering an extra 5% discount on all additional orders over the initial orders received in April. Deal is available through the label's distributors.

CANADIAN-AMERICAN—Expires April 30, 1961. Started April 1, 1961.

"100% Pure Cream." Label offers two free LP's for every 10 Santo & Johnny albums purchased.

CAPITOL-ANGEL—Extended through April 30, 1961. Started April 1, 1961.

"Discount Program." Dealers eligible for the March sales will continue receiving one free album for every three purchased. Minimum order of 100 Capitol albums and 50 Angel albums. Applies to the entire package catalogs of both labels including "2,000 Years with Carl Reiner & Mel Brooks" LP now on Capitol.

ELETRA—Expires April 30, 1961. Started April 1, 1961.

Label's LP "The Limeliters" is specially priced at \$3.69, mono, and \$4.40, stereo.

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.

MGM—Expires April 30, 1961. Started April 1, 1961.

"Salute to Hank Williams Month." Label offers one free LP for every five purchased. Plan covers six repackaged Williams albums, plus entire Hank Williams catalog. See page 6, April 10 issue, for details.

UNITED ARTISTS—Expires April 30, 1961. Started April 5, 1961.

"Academy Award Sales Plan." Dealers are offered one LP free for every three purchased. Program covers five UA LP's: "Great Motion Picture Themes," Ferrante and Teicher's "Exodus" and "The Apartment," "The Magnificent Seven," "The Alamo" and "Never on Sunday." See page 6, April 10 issue, for details.

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.

MERCURY—Extended to May 1, 1961. Started March 3, 1961.

Sales program offers one LP free for every three purchased (MGS), with the exception of the Sound Series. On that series, the label is offering one free for every five purchased. See page 1, March 6 issue, for details.

VERVE—Expires May 1, 1961. Started April 1, 1961.

"Verve April Shower of Sales." Label offers one free LP for every five purchased, providing the initial order covers seven of the 13 new Verve releases. Plan does not cover catalog. See page 49, April 10 issue, for details.

ATCO—Expires May 1, 1961. Started April 10, 1961.

"Atco Sales Program." Dealers offered five free LP's for every 25 LP's purchased. Plan includes Atco's complete catalog plus its two new LP releases. See page 6, April 10 issue, for details.

DECCA-CORAL—Expires May 10, 1961. Started April 10, 1961.

"America's Greatest Music Makers Are on Decca-Coral." An incentive program open to qualified dealers. Covers 13 new releases and 88 catalog items. See page 12, April 10 issue, for details.

RIVERSIDE—No expiration date. Started February 6, 1961.

Dealers buying the Riverside Pre-Pak, 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.

STRAND—Extended through May 31, 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.

DOT—Expires June 30, 1961. Starts May 1, 1961.

"Second Summer Sale." Albums will be specially priced to the consumer: \$4.98 stereo LP's at \$3.98; \$3.98 monaural LP's at \$3.29 and \$1.29 EP's at 98¢. Dealers will receive 90-day billing benefit. Program covers complete catalog.

ALBUM COVER OF THE WEEK



GOSPEL, BLUES AND STREET SONGS—Rev. Gary Davis and Pink Anderson, Riverside RLP 148. Eye-catching cover in black and white. Good display item for folk or jazz counters.



THE BILL BROONZY STORY—Bill Broonzy, Verve MG V-3000-5. Impressive modernistic portrait of the artist in many brilliant colors. Cover credit, David Stone Martin. Art direction, Merle Shore.

AUDIO NEWS BRIEFS

The newly created advertising management at Vega Electronics has been filled by John A. Larson. . . . Sylvania has appointed three new distributors, Thompson & Hamilton Company, Columbus, Ohio; Fowler Distributing, Portland, Ore., and Midwest Sales & Service, Inc., South Bend, Ind. . . . The Electronics Industries Association has J. Frank Leach as a mem-

ber of its executive committee. He is vice-president of Amphenol-Borg Electronics Corporation.

Admiral Sales has realigned its 14 distributing branches under two division managers, Jacob L. Miller in the East and Richard M. Bamberg in the West. . . . Elevated to the post of vice-president and director at the Soundcraft Corporation is Arthur J. Seller.

RETAILING PANEL

THE QUESTION

Do You Allow Your Clerks to Accept "Spiffs"?

THE ANSWERS

BARRY WARE
Ware House of Music
Seattle, Wash.

Spiffs are great because they give the clerks an incentive to push merchandise and this means we do more business. I welcome them as a sales stimulant. They tend to make more of a game out of selling, and the clerks get a kick out of the competitive feeling they create. I'm not worried about the extra money they get



out of it, because it never results in any more than a little extra pocket change. We aren't getting enough spiff deals these days, and as a result, we're trying to build our own sales incentive program.

BILL DENEL
Denel's Music Company
Hollywood

I'm opposed to spiffs because they destroy the efficiency of our sales people and the store's stock structure. Furthermore, they permit an unfair advantage to one line over all the others. When a clerk knows he'll get paid extra for pushing a certain album, he'll lay on that album at the cost of others. This creates an unbalanced stock, since the clerk may be pushing an item we're low on while overstocked merchandise is ignored. Conditions being what they are today, any extra compensation should go to the store.

ROBERT RYBURN
Ryburn's
Elgin, Ill.



This is one of those down-the-middle situations that I hardly know how to handle. On the one hand, spiffs are good for the company making the offer and they help the dealer by increasing sales, which is what the dealer really is after. On the other hand, I would rather the company give the dealer some form of promotional allowance (instead of spiffs to employees) and allow the store to set up an incentive plan for its employees. This would enable the store to promote all its merchandise instead of just certain products. Spiffs seem to encourage the employees to do what they (the employees) want rather than what the store wants.

LOU DELL
Dell's Record Shop
Buffalo

With spiffs, it's strictly a matter of what the spiff consists of. Frankly, I'm against cash payments to any of my clerks. If they are given a prize over the long haul for their efforts, that's something else again. But cash on a per-unit-sold basis is no good. It tends to make a clerk have an attitude of favoritism for one product over another. If we handle both, we have to give them both a good shake. On a record deal, if a clerk is given an occasional record as a spiff that's okay, too, but no cash.

Gift Dept. Bellwether To Stereo Phono Buys

SALT LAKE CITY — Women control the purse strings where any such costly item as luxury stereo phonographs are concerned — but they know little about the subject, and are generally difficult to bring in for an explanation. Therefore, the best merchandising move possible is something which will keep women coming into the store as often as possible, according to David Brinton, of Brinton Electric Company, in suburban Murray, Utah.

Last year, when the store was remodeled, and a complete new stereo department installed on the mezzanine balcony, Mrs. Brinton sat down and began writing invitations. Instead of merely the usual stereotyped announcement that the stereo department was now open for business, she invited local housewives to a tea party.

The tea party, which drew over a hundred people for each two days, had still another gimmick — in that it was used to introduce Brinton Electric Company's big new gift department, which occupies the right front of the enlarged store, directly opposite the stereo section.

"It was our first entry into gift retailing," Mrs. Brinton said, "but we felt that ranging a field somewhat from an inventory standpoint would have the all-important point of appealing to women. With a complete inventory of gifts, ranging all the way from \$2 to \$25, and plenty of smart, sparkling gift suggestions, we felt we could bring women in several times per year, buying gifts for anniversaries, birthdays, and similar occasions."

And that's exactly the way it

has worked out. Brinton Electric Company watched its stereo sales go into five figures during the very first year, with little or no advertising as such, but plenty of personal demonstration. In most instances, it was a direct relay between the gift department and the stereo department which set up the sale.

For selling women, many of whom don't have the mechanical turn of mind to grasp sound reproduction points, an oversimplified "introduction to stereo" was developed. The emphasis is on the fact that the sound is divided, and that true reproduction is made possible by the use of two or more speakers.

Almost immediately, Brinton found that while it can sell better-priced stereo, it cannot sell better-priced gifts. The average sale turned out to be between \$2.50 and \$5, somewhat of an unpleasant surprise, but inasmuch as the steady parade of gift-conscious women coming in has meant many big-ticket sales throughout the store, the gift department has been a decided success. More tea parties are planned from time to time, merely to make sure that Murray and South Salt Lake City women "keep acquainted with the gift shop."

Davis Sales Co. Named New Mercury Distrib

CHICAGO — Mercury Record Corporation has named Davis Sales Company its new distributor in the Denver area. The territory was formerly handled for Mercury by Western Appliances.

The announcement came last week jointly from Kenny Myers, vice-president of Mercury, and Don Thorn, general manager of Davis. Thorn was formerly Western regional sales manager for Mercury before joining Davis last summer.

The move becomes effective April 15. Davis is setting up a separate sales and promotion staff to handle Mercury. The sales force which handled Mercury for Western Appliances will join the Davis fold.

Telex Acquires Elco Electronics Plant

ST. PAUL—Telex, Inc., of this city, has purchased Elco Electronics, Inc., of Michigan City, Ind., which makes portable and console phonographs. The Indiana company had sales of \$2,500,000 last year.

Elco Electronics employs more than 100 persons in a new 30,000-square-foot plant in Michigan City, and has plans ready to add another 10,000 square feet to the plant.

The company, the fifth acquired by Telex since January, 1960, has estimated its 1961 fiscal year will bring sales of more than \$4,000,000. It produces phonographs for private labels and under its own trade name of "Mitchell."

Artia, Parliament Issue

NEW YORK—Artia Records is issuing five new LP's this month as well as five on its low price Parliament label. High spot of the release is the stereo waxing by the Moiseyev Dance Ensemble, "A Moiseyev Spectacular." This wax, recorded in Russia, is the first stereo set issued here from the Soviet Union. Other Artia LP's are a new "Stabat Mater," and two Dvorak works by the Czech Philharmonic. Parliament releases include Tchaikovsky's Fifth Symphony, Beethoven's "Emperor" Piano Concerto, and sets of light classics.

British Decca

Continued from page 7

the Pye-International mark catering for foreign affiliations.

Also expected to be unveiled in future weeks is the British CBS label — the U. S. Columbia catalog — through Philips Records.

UA Version

NEW YORK — United Artists Records execs here denied that their arrangement with EMI calls for only a split-logo label identification. A spokesman for UA said that British Decca had offered them a split-logo (a line reading UA Records under the London tag), but EMI offered a full logo. Consequently, said that UA exec, UA dropped British Decca as its distributor in England and signed with EMI.

Swiss Dealer

Continued from page 44

to press in such limited quantities, even with a hit, that it's about the same cost to us to import the records."

One disturbing note, according to the Jecklins, is the operation of the American Armed Forces post exchanges nearby. The PX's sell at substantial discount prices. They are supposed to sell only to members of the Armed Forces but somehow the records get into regular retail channels at discount rates. This, they said, is causing headaches in retailer circles.

Exploitation of a new disk is not easy in Switzerland. Radio and television are government-operated and are noncommercial. Records must be sold to the stations, and even when they are purchased, there is no guarantee on play. The American Armed Forces network and Radio Luxembourg are the strongest radio outlets. "Playing the record right in the store for the customer is the only real answer to getting a record exposed," they asserted.

NEW DEALER PRODUCTS

New Cabinet Has Cane Weave Grill



The second of the new Word Record Series of Disk storage cabinet has an attractively styled cane weave front grill. The new unit has other features which include four removable dividers and reinforced joints. It comes in either blond oak, mahogany, walnut and ebony. They are retail priced from \$74.95 to \$99.95.

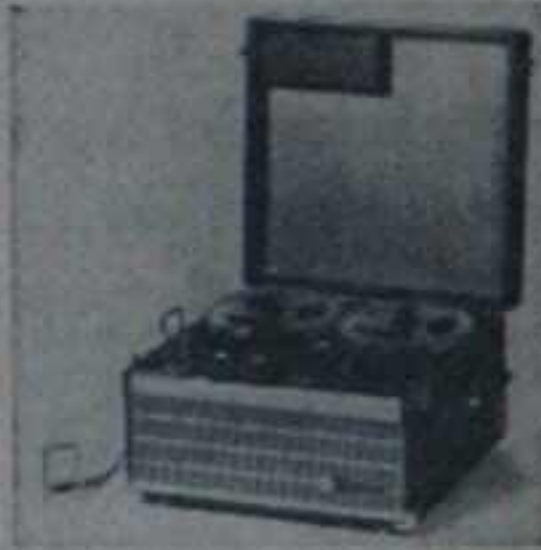
Jazz Singles in Pre-Pak Browser

Riverside Records, New York, is sending some of its jazz single product to distributors in this special browser box form. The pre-pak unit is packaged for handy counter use. The box also features Riverside's new 3 1/2 compact singles in the box along with standard 45 r.p.m. merchandise. Each pre-pak contains 100 Riverside singles—50 pieces at 45 r.p.m., 25 at the 33 1/2 speed in monaural and 25 at the 33 1/2 speed in stereo.



Dealers installing the pre-pak are being offered four Riverside \$4.98 jazz LP's as a bonus.

Monaural Tape Set in 3-Speeds



Majestic International Sales has put on the market a new three-speed tape recorder. Majestic is a division of the Wilcox-Gay Corporation and headquartered in Chicago. The set is the TK-35 and allows for superimposition of voice over music with the press of a button. The recorder can track at 1 1/2, 3 3/4 and 7 1/2 l.p.s. speeds.

5 Speakers in Portable Phono

One of the pace-setters in the new Phonolo line of portable phonographs being debuted by the Waters-Conley Company is this Model 2261. The set features a triple-source speaker system with five speakers. There is an eight-inch speaker in the main cabinet, while two six-inchers and two 1 3/4 whizzers are carried in the wings. The set comes in smoke gray and



silver tweed cabinet and retails at \$149.95.

Portable Tape to Stand Abuse



Metal corners, kick-proof grill and fool-proof, two-speed tape deck are some of the special features of the Comet 70-T, new monaural tape recorder being introduced by Rheem Califone Corporation, Hollywood. The set is being made available at the retail level for a price of \$199.50. This includes a high impedance microphone which is stored in the lid of the unit.

FOLK TALENT & TUNES

• Continued from page 5

Worth, resumes operation April 22 under the name of "Cowntown Jubilee," with Jack Robbins and Joe Poovey in charge. . . . Bill Carter, formerly heard on the Black Jack label, has signed a waxing contract with Pappy Daily's "D" Records, with his initial release on the latter coupling "Stranger, Shake Hands With a Fool," and "Shot Four Times and Dyin'." Bill invites deejays to write him for a sample copy. His address is P. O. Box 8271, Emeryville 8, Calif. . . . Lefty Frizzell winds up a 10-day tour of Northern California Saturday (22), with dates set by Steve Stebbins, of Americana Corporation, Woodland Hills, Calif. Rusty and Doug con-

cluded an 18-day trek for the same office last week and returned to the Louisiana country. On April 28, Frizzell joins Freddie Hart for an engagement at Salt Lake City, and the following day the pair plays the annual Moose show along with Rose Maddox and the Country Boys.

Bob Tubert commutes weekly between Springfield, Mo., where he assists in producing "Five-Star Jubilee," beamed each Friday via the NBC-TV network, and Nashville, where he oversees the song-publishing City Music, Nashville, was in Lexington, Ky., recently to

TALENT TOPICS

• Continued from page 5

for three days, April 20-22, to promote his first LP. Trumpeter Al Hirt, also from RCA Victor, will be here on April 26 to plug his new album, Dick Iezzi of Hamburg Bros., RCA Victor distributor in this area, will handle their visits here. . . . Jim Winston, local Columbia distributor, and Mrs. Rose Calderone, owner of the Twin Coaches night club, hosted a press party for Les Paul and Mary Ford at the Variety Club in the Penn-Sheraton Hotel prior to their opening at the Twin Coaches on April 14.

Red Schwarz of V-J Records and Pete Spargo of Time Records spent most of the week here looking over the local situation. Spargo took over the national distribution for Time of "One Little Kiss" by the Holidays, waxed by Nick Cenci for his local label, Nix Records. . . . The Pittsburgh Symphony Orchestra, recently signed to a Command Records pact, will wax its first album for the new label May 2 and 3 at Soldiers and Sailors' Memorial Hall in the Oakland section of Pittsburgh instead of Syria Mosque, where it plays all of its concerts. Command engineers claim the Memorial site has better recording acoustics.

The Town House night club resumed floorshows with the Platters currently starring. . . . A poor advance caused the promoters of Marian Anderson's concert to cancel her April 9 date in Syria Mosque. . . . Warren Covington and the Tommy Dorsey ork will play at the Penn-Sheraton Hotel on May 17 for benefit of WQED-TV's Educational Fund campaign. Leonard Mendlowitz.

PHILADELPHIA

Tommy Ferguson recorded his band for Shell Records in an on-the-spot session at the Drexelbrook Club. The LP will appear in May as "Danceable Dixieland." . . . Bob Marcucci, head of Chancellor Records, sending his ace star, Fabian, on a fast tour of disk jockeys to lend personal sales appeal to his new "Grapevine" platter. . . . Jerry Harrison, who was pianist with Gene Krupa, has teamed with bassist Andy Riccardi at Mallard Inn on the Jersey side of town. Maurie Orodener

ST. LOUIS

Comedian Dick Gregory, former St. Louisian will return to his home town to present his own Dick Gregory Show May 5 in Kiel Auditorium with the Dizzy Gillespie Ork also featured on the program. . . . The Kingston Trio, record stars and concert attractions, will appear in the auditorium April 28. The Australian Jazz Quintet will be on the same bill.

Pianist Roger Williams and his company are due here April 21. . . . Coming here April 22 will be the spring edition of "The Biggest Show of Stars of 1961," with headliners Fats Domino and his orchestra, the Drifters, Bo Diddley, the Shirelles, Chubby Checker and Paul Williams

confer with Pete Stamper regarding the latter's new Dot release, "Cheva-Kaiser-Olds-Mo-Laga-Stude-Uar-Linco Baker," which Pete penned and which the Capitol firm is publishing. Pete is heard each Saturday on John Lahr's "Renfro Valley Barn Dance" from Renfro Valley, Ky. Recent guests on the Lahr opny included Zeb Turner and Slim Miller.

and his Show of Stars Orchestra. Harold Cromer will handle the emcee chores. Shows will be presented at 8 and 11 p.m. . . . Les Brown and his Band of Renown are on tap for a performance here April 27. John Hicks

TORONTO

Johnny Maddox, Dot recording artist, who did so well in his six-week booking at the Club 76, is booked again for same spot August 27. . . . The branch operation of Quality Records has been moved from its downtown spot to the factory and head office on Birchmount Road. . . . Dot recording artist Eddie Peabody is booked in for a week at the Barclay Hotel. . . . Oscar Brown Jr. did a whole swing of programs through the area when he appeared on "Q for Quest" to discuss folk music, and another TV show, "Midnight Zone." Columnists did flips over his talent. . . . To kick off the new Brenda Lee album, "All Emotions," radio stations across the country declared a

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NEW
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...and now ready for reservations some of the loveliest and most comfortable

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HOTEL ROOMS
and SUITES
you ever laid eyes on.
Write for rates.

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In New York It's the
New HOTEL
PLYMOUTH

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400 ROOMS
Single from \$6 • Double from \$9
Also Weekly Rates
COMPLETELY REFURNISHED
AIR CONDITIONED. TELEVISION.
Walking Distance to Radio City TV
Center, Theaters and Restaurants.

SO CONVENIENT. . .
Just steps off Fifth Avenue
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12 West 44th St., N. Y. C.
Phone: MU 2-5140
Newly Decorated
1 & 2 Room Suites
AIR CONDITIONING • RADIO
TV AVAILABLE
Special Theatrical Rates.
Write for Booklet "S.S."

"Brenda Lee Day," using a special sound track provided them by Apex Distributors, who handle her records in this country. . . . Floyd Tuzo, former manager of the St. Clair-Yonge Street branch of Promenade Music Store, has joined Jack Denton's Don Mills Music Centre. Harry Allen Jr.

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NATIONAL OPERATION IN OFFING

Juke Box Commercials May Bring in Extra Operator Loot

Continued from page 1

income, over and above his normal juke box collections.

Handling advertising for the Audio Advertising Corporation is the New York agency of Galbraith, Hoffman & Rogers. Bailler said that the Gotham firm has completed a consumer motivation survey to determine which products lend themselves to juke box promotion. In brief, the survey indicated the strongest potential lies in the alcoholic beverage and tobacco markets.

The client or his advertising agency would supply Audio Advertising with a master disk of his message, copies of which would be made by AA for distribution

to operators. Commercials could be changed every 13 weeks.

The clock mechanism remains the property of Audio Advertising, with no equipment investment required of the operator.

In the venture with Bailler are Umberto Hernandez, former Cuban financier and currently advertising manager of the CBS-TV outlet in San Jose, Costa Rica, and J. Jerry Zeltzer, Miami attorney. Hernandez is treasurer and Zeltzer is secretary.

National sales manager, with offices in New York, is William Elwell, a veteran of 20 years in radio and television as a station manager and time salesman.

Similar experiments in the past have failed to materialize. One such attempt involved the use of leased telephone lines, with the patron inserting a coin and making his request to a special operator. This method involved F. C. C. regulation. Another, tried in cigarette machines, involved the placement of a tape in the unit, with a message delivered with each purchase.

However, neither of these two experiments were able to get adequate support from a national manufacturer. In the case of Audio Advertising, such support may be forthcoming.

AIBC Plans Mergers of Juke Box, Vending Routes

By CAMERON DEWAR

BOSTON — A national juke box-amusement machine vending operation is in the process of being formed. The operation will be a division of the American International Bowling Corporation, West Englewood, N. J., which claims to be the nation's largest operator of bowling alleys.

David J. Baker, Arlington, Mass., operator of juke boxes, amusement devices and vending machines, this week announced that his firm, Melo-Tone Vending Company, Inc., had merged with AIBC. Baker will head the coin machine division of the company.

In the vending field, AIBC has already bought out the Interstate Cigarette Service, Springfield, Mass.; Cloverleaf Caterers, Belmont, Mass.; General Automatic Venders, Waltham, Mass., and Coffee Break of Mass., Inc., Vincent Polo, Vincent Cellucci and Lawrence Cellucci have been designated as executives in the vending operation.

While large juke box and amusement machine operators have often diversified into full-line vending, and while cigaret operators have on occasion expanded into juke boxes, the move of AIBC marks the first full-scale attempt to acquire large juke box and vending routes and merge them into a single operating division, and it is certainly the first attempt to do so on a national scale.

Baker said that negotiations are now in progress with several other Massachusetts operating firms, and that overtures to other operating companies in various parts of the nation will be made in the near future.

Home Office

The new division plans to put up a building in the Boston area to serve as the home office for the coin machine operating division. Meanwhile, AIBC, which operates alleys throughout the United States and Canada, is negotiating for a chain of alleys in Europe and has broken ground in Tel Aviv, Israel, for a bowling plant.

The deal with Melo-Tone, and the vending machine operating firms, were effected by stock exchanges.

One natural source of locations for the coin machine division will be bowling alleys operated by AIBC. These installations are generally good locations for amusement machines and cigaret machines, with juke boxes suitable for the lounges.

Wis. Coinmen Hear CMC Truth Squad

By Benn Ollman

MILWAUKEE—The Coin Machine Council's "truth squad" meeting with the Milwaukee Coin Machine Operator's Association, Monday evening (10), was termed "a step in the right direction" by Sam Hastings, president of the local group.

Lou Casola, Rockford, Ill., CMC president, was the main speaker. He was accompanied by John Bilotta, Newark, N. J., first vice-president of the coin machine industry's public relations arm, and Earl Finberg, Chicago, account executive for Public Relations Board. Also at the head table was C. S. Pierce, Brodhead, Wis., MOA vice-president and head of the Wisconsin Phonograph Operators Association.

Milwaukee was selected as the kick-off point for the current CMC swing through the Midwest, according to Casola, because of the



LOU CASOLA

bad press the industry has been receiving here. A recent series of articles in The Milwaukee Journal implied that a segment of the industry here has been engaged in shady operations.

To counteract the unhealthy situation, the local newspapers

were invited to send their representatives to this meeting. Both daily papers responded by sending reporters. Newsman J. Paul O'Brien, co-author of the recent five-part Milwaukee Journal "expose," attended. But he arrived late, after most of the speeches and discussion had been heard.

"In every case where we have given the newspapers the true story about our industry, they have printed it," Casola asserted. "And all we want is the true story. We are not hoodlums. We are legitimate businessmen who pay for services; buy equipment and meet payrolls, just as any other group of business people."

He warned that hiring of a public relations firm cannot by itself build a better "public image" of the industry.

"We must work hard to earn the respect of the public," he said.

Casola stressed the need for [\(Continued on page 51\)](#)

Seeburg, With Two Other Manufacturers, Forms Australian Juke Box Vending Firm

CHICAGO—The Seeburg Corporation has formed a new firm to manufacture and distribute its juke box and vending line in Australia.

The firm, to be known as Seeburg Automatic Products Pty., Ltd., was formed jointly by Seeburg, the American Machine & Foundry Company, and the British Australian Tobacco Company.

The new firm is the first overseas manufacturing organization set up by Seeburg for its products. Up to now, all sales of Seeburg products overseas has been handled by Seeburg International, a subsidiary of the parent firm.

The agreement was acknowledged late last week by Seeburg, Bill Clark, Seeburg vice-president, made the final arrangements with principals in Australia.

Although details have not been settled, it is presumed that the over-

seas manufacturing will be done by American Machine & Foundry Company, which already has extensive manufacturing facilities in Australia.

AMF has numerous manufacturing interests, among them the production of automatic pin-setters, in use in bowling alleys.

Cigaretts

The British Australian Tobacco Company is a manufacturer and distributor of tobacco products. Its interest is expected to be primarily in the Seeburg cigaret machine.

Seeburg's background music unit is not involved in the deal. Seeburg is expected to make separate arrangements regarding its background line for Australia in the near future.

Seeburg officials indicated the Australian deal was made primarily because of the "growing market" for coin-operated equipment in that

area. Cigaret machines especially are said to be in big demand.

The setting up of a local firm in Australia to handle manufacturing is especially logical because of the high tariff restrictions currently existing.

The Australian move by Seeburg is still further evidence of the growing importance of the entire foreign market for coin-operated equipment.

Major vending equipment, juke box and game firms have long acknowledged this significance with exporting as well as independent licensing agreements.

Past

In the most part, however, past arrangements have consisted mainly of either outright exporting of entire machines, shipping of assembly parts, or licensing foreign firms to produce the American equipment.

The setting up of an American-owned company is the latest step in development of the overseas market and represents the strongest emphasis to date by firms in this area.

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 7650
WALK RIGHT BACK AND EBONY EYES	EVERLY BROTHERS Warner Bros. 5199
PLEASE TELL ME WHY AND YOUR ONE AND ONLY LOVE	JACKIE WILSON Brunswick 55208
THINK TWICE AND FOR MY BABY	BROOK BENTON Mercury 71774
FELL IN LOVE ON MONDAY AND SHU RAH	FATS DOMINGO Imperial 5734
WHERE THE BOYS ARE AND NO ONE	CONNIE FRANCIS MGM 12971
GOOD, GOOD LOVIN' AND (DANCE THE) MESS AROUND	CHUBBY CHECKER Parkway 822
FLAMING STAR SUMMER KISSES, WINTER TEARS AND ARE YOU LONESOME TONIGHT! IT'S NOW OR NEVER	ELVIS PRESLEY RCA Victor LPC 138 (33 Compact Double Disk Only)

PRICE INDEX: SEE PAGE 46

THE MARKET PLACE

OF THE COIN MACHINE INDUSTRY

EXHIBITORS

REPRESENTING
ALL SEGMENTS OF THE
COIN MACHINE INDUSTRY
MUSIC • GAMES
RIDES
SERVICE EQUIPMENT

PROGRAM

BUSINESS MEETINGS
M.O.A. MEMBERS
MEMBERSHIP
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PROGRAMMING FOR
PROFIT
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MUSIC OPERATORS OF AMERICA

ANNUAL CONVENTION

MAY 15-16-17, 1961

DEAUVILLE HOTEL, MIAMI BEACH

SPEAKERS

Well known coin machine personalities will speak on a variety of interesting and informative subjects. Unification within the industry, current trends, public relations, industry accounting.

ENTERTAINMENT

LUNCHEON
FOR THE LADIES
•
SIDE TRIPS
•
BANQUET AND FLOOR-SHOW FOR ALL
•
SPECIAL EVENTS

INVITATION

TO EXHIBITORS
A few choice booths are still available. You are invited to participate in this great 12th annual show.

TO OPERATORS
You cannot afford to miss this convention if you want to keep up to date on recent trends. Make up a convention group in your home town.

MUSIC OPERATORS OF AMERICA

GEORGE A. MILLER, President

128 E. 14th St.
Oakland, California
Twin Oaks 3-3634

E. R. RATAJACK, Managing Director

228 N. La Salle St.
Chicago, Illinois
Randolph 6-2810

Mo. Distributor Keeps Op in Mind



SIMULATED TAVERN AREA, right, includes stereo juke boxes, tables equipped with stereo headsets, a cigarette machine, and even pictures on the wall. Photo at left shows one-stop record service department.

ST. LOUIS—The George Glass Distributing Corporation basically is what the title of the firm implies, but the many innovations and services featured at its headquarters have made the company a one-stop center for music, vending machines and game operators of the St. Louis and surrounding areas.

The Glass corporation is the new Seeburg distributor in this area. It also handles new and used games, music and vending machines, a great deal of which is attractively displayed, which catches the operator's eye on entering the building.

Immediately to the left on coming into the company is a simulated, personalized-type of tavern which was set up to show operators what can be done with a little imagination. This arrangement includes tables equipped with wall boxes and stereophonic head sets for individual listening to stereophonic music, and pictures around the wall to give the simulated establishment a cozy atmosphere.

Also included in the 10,000-square foot headquarters are a large office area, a one-stop record service department, parts department and service shop. A warehouse adjoining the main area at the rear contains almost as much space as the other sections combined.

Operator in Mind

The company has been set up with the operator in mind, and this fact is obvious throughout the one-story, modern building. Two merchandising, vending machines—one which dispenses soft drinks with crushed ice and the other a coffee and hot chocolate machine—provide free beverages. Easy-listening background music is played throughout the day on a Seeburg Background Music System.



OFFICE AREA is shown at left. Drink machine in background dispenses free soft drinks, with crushed ice, to employees and visitors. Another free unit dispenses hot drinks. Outside view of building is shown at right.

The philosophy of the company was explained by Frank Schroeder, general manager. Says Schroeder: "If it isn't good for the operator, it isn't good." The entire organization is geared to help the independent operator make money. Helping operators to succeed automatically helps us."

One of the first moves by Glass was to reduce the cost of records to the operator. Records used to cost the St. Louis operator 65 cents.

Glass developed a unique merchandising plan in their One-Stop Record Department. Records still sell at 65 cents. With each purchase of records, the operator receives a Credi-Check of 6 per cent of the invoice. This brings his record cost down to almost 61 cents. These Credi-Checks are redeemed at the George Glass Distributing Corporation at any time for the purchase of parts, service or new or used equipment.

59-Cent Disks

If the operator elects to use the Credi-Checks for Seeburg equipment, the value is increased by 50 per cent. This brings the cost of records down to almost 59 cents each. The sole purpose of this plan is to increase profits for the operator, Schroeder says.

Glass, formerly Seeburg's vice-president, vending division, acquired the Seeburg franchise for the St. Louis area in October 1960.

General manager Schroeder formerly was sales manager of a phonograph distributing company. Pat Blunda, manager of the Record Department, has over 20 years of record distributing experience. His assistant, Jim Wyatt, has more than four years' experience. Norman Driemeyer is service manager and has two additional, trained service personnel, Phil Hauger and Bob Hunt. Mike Wilfinger is parts manager and Wil Fournie, Phonograph Sales, and Art Bender, Vending Machines Sales. The office is managed by Jerry Givens and her assistant Peggy Oswalt. Beano Tyler is in charge of shipping and receiving.

Wis. Coinmen Hear Truth Squad

Continued from page 49

maintaining clean, businesslike headquarters — "like other business people do."

Facts Needed

He also pointed out the importance of providing the public with the facts about the coin machine industry in order to dispel common misconceptions.

"The average man on the street thinks we are shoveling in money by the bushel. What hoodlum would work for the small amount of profit we make on our investment and the long hours we put in? The public will respect us more if we let them know the facts. We have nothing to hide," he said.

According to Casola, the CMC has sent out "fact sheets" to 420 newspapers. This informative material, he said, is intended to provide the nation's press with background data concerning the coin machine industry.

"The facts are now available for the first time. We hope they will be used by the papers to counteract the erroneous impressions that the public and newspaper editors have held about us for so long. How many people, for instance, know that the coin machine industry does approximately 1 per cent (\$4 billion) of the total economy's business? We directly affect the livelihoods of a big segment of the American population through the jobs we provide and the equipment and materials we buy."

Personal Level

Casola also pointed up the importance of improving public relations on a personal level. "Don't hide," he advised. "Get acquainted with your neighbors. Take an active role in your communities by joining clubs, lodges, church and synagogue groups."

Doug Opitz, Wisconsin Novelty Company, was named chairman of the committee to represent Milwaukee operators and distributors on the Coin Machine Council. His immediate task: to raise funds from local coinmen to help support the CMC.

Aiding Opitz on the committee are Harry Jacobs Jr., United, Inc.; Carl Happel, Badger Novelty Company; Nathan Victor, S. L. London Music Company, and Sam Cooper, Paster Distributing Company.

Out-of-town operators who attended the meeting, included: Cliff Bookmeier, Bookmeier Sales, Green Bay; Dewey Wright, Wausau; Herb Tonnell, Cigarette Service, Appleton, and C. S. Pierce and Roger Bernstein, Pierce Music, Brodhead.

Local coinmen on hand were: James Stecher, Novelty Service; Sam and Jack Hastings, Hastings

Novelty Company; Daniel Mattes, Erv and Joe Beck, Mitchell Novelty Company; Frank Bartnik, Banaco Music; Nathan Victor, S. L. London Music Company; Doug Opitz, Wisconsin Novelty Company; Clarence Smith, Milwaukee Amusement Company; Les Reder, L. R. Distributing Company; Sam Cooper, Paster Distributing Company; George Schroeder; Orville Carnitz, George Klamm and Carl Happel, Badger Novelty Company; Casey Karpinski, and John Gregorski, Kewpie Novelty Company; Frank Naumovitz, Franjo Novelty Company; Edwin Puzia, Triple A Novelty Company; Carl Betz and Joe Pelligrino, P. & P. Distributing Company.

Westchester Ops Banquet Set Tues.

YONKERS, N. Y.—Nearly 300 local operators and their guests are expected to attend the annual dinner dance of the Westchester Operators Guild at the Tropical Acres here Tuesday (25). Dance music will be supplied by Lester Lanin and his orchestra, and several recording artists will be on hand to provide the entertainment.

PHONOS SEEBURG

SEEBURG KD	\$425.00
SEEBURG V 200	225.00
SEEBURG R	395.00
SEEBURG G	345.00
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A.M.I.

A.M.I. H-120	\$450.00
A.M.I. G-200	250.00

ROCK-OLA

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ROCK-OLA 1446	230.00
ROCK-OLA 1438	185.00

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Say You Saw It in Billboard Music Week

Georgia Group Forms Assn.

COLUMBUS, Ga. — The Georgia Council of Automatic Merchandising was formed at a recent meeting of Georgia operators here.

William H. Martin, president of Automatic Candy Company, Columbus, was elected president of the board of governors. Other officers and members of the board are: Harry L. Slicer, Waycross Vending Company, Waycross, vice-president; George M. Couch, Southern Venders Company, East Point, secretary-treasurer; Cecil L. Huxford, Koffee Kup, Inc., Atlanta; and R. A. Culpepper, Culpepper Vending Company, Inc., Fort Benning, board members. Thomas E. McCarthy of the NAMA staff will serve as council secretary, ex-officio.

Pa. Operators to Plan Convention

HARRISBURG, Pa. — Leon Taksen, manager of the Pennsylvania Amusement Machine Operators Association, said that the group would start making plans for its first convention at the May meeting.

He added that there has been no final decision as yet as to just where the convention will be held. One thing is sure, however, and that is it will be held in September.

The new council, which will operate under a charter from the National Automatic Merchandising Association, is the fifth to be organized since NAMA started the council program several months ago. Other NAMA State councils are in New Jersey, Louisiana, Maryland and Connecticut.

Philadelphia Group Supports PR Drive

PHILADELPHIA — Joe Silverman, manager of the Philadelphia Amusement Machine Association, reported his group has endorsed the Coin Machine Council's public relations program 100 per cent.

He added that the local operators' group has sent one check to the council and more money is being collected.

Lebanon Bans Fruit Units

BEIRUT, Lebanon—The Lebanese Parliament has passed a law ordering the impounding of all mechanical gaming devices. The law was passed as a result of pressure from parents who claimed that fruit machines were claiming too much of their children's pocket money.

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SEEBURG
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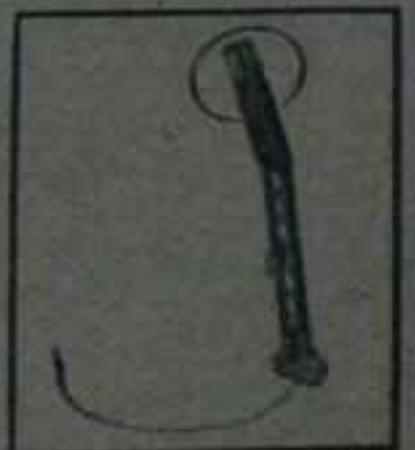
WEEK OF APRIL 17
GENIUS + SOUL - JAZZ
RAY CHARLES
(SOUL)
SONGS I LOVE TO SING
BROOK BENTON
(SOUL)

WEEK OF APRIL 24
THAT WONDERFULLY MUSICAL
DO-RE-MI TRIO
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LAWRENCE WELK
(SOUL)



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Sales Drive Set for Cinematic Juke Box

PARIS — Negotiations are in progress for the sale in West Germany, Britain and other European countries of a cinematic juke box named "Scopitone."

The box operates off 16-mm. with a magnetic sound track. There are 36 selections to a box with automatic pre-selection. Films run just over two minutes.

Scopitone is produced by the Paris company Compagnie d'Applications Mecaniques a l'Electronique au Cinema et a l'Atomistique (CAMECA). CAMECA, manufacturer of professional cinema projection equipment and scientific instruments, also produce films for Scopitone.

Films consist mainly of song and dance numbers with advertising inserted between numbers. The advertising helps reduce the cost of the film.

Film is projected on a 21-inch screen over the box.

CAMECA prices Scopitone at 25,000 new French francs in France. Company officials said export prices will be announced soon.

Production of Scopitone began last year and has increased to about 50 units a month. Sets are being exported at present to Belgium and Italy in small numbers. Scopitone is an Italian development.

New Management Directs N. S. M.

By OMER ANDERSON

BINGEN, West Germany—Reorganization of N. S. M., West Germany's largest coin machine manufacturer, has just been announced.

The firm is receiving a transfusion of capital from two banks and a new top management.

G. W. Schulze and Herbert Nack, who, with Wilhelm Menke founded N. S. M. (the firm getting its name from their initials) in 1952, are surrendering active management to a new top command of Dr. Karl Immendorf and Heinz Buder.

Immendorf will be in charge of production, and Buder, the firm's

longtime business manager, in charge of sales.

Nominal Owners

Schulze and Nack remain as the nominal owners, but management will be exercised by a committee (Beirat) with a membership including Schulze, Nack, Immendorf, Buder, and representatives of Deutsche Bank and the Bank fuer Gemeinwirtschaft Folge.

The amount of new capital provided the firm through the reorganization was not disclosed, but the N. S. M. statement said that "the share of the new co-owners lies under the 25 per cent border."

The announcement noted that there have been sweeping rumors

of late that N. S. M. was in financial difficulty and might be sold to outside interests (Seeburg has been rumored as a prospective purchaser). The announcement denied that the firm's sale is in prospect and attributed the reorganization to increased production costs necessitating a "rationalization" of production.

The N. S. M. statement paid high tribute to Schulze and Nack and said that inasmuch as they were "physically exhausted" after 10 years of "highly successful and hard-driving" management, it had been decided to give them a "well-deserved" respite from day-to-day direction of the concern.

The firm's announcement noted that despite extensive cost-cutting measures production costs have continued to rise, and it recently became necessary to raise prices on N. S. M. equipment by an average 6 per cent.

N. S. M. produces payout machines and the Fanfare juke box. It is also distributor for Seeburg products.

The plant has just produced the 12,000th Fanfare, a low-priced juke which Schulze likes to call the "Volkswagen of juke boxes."

Bingen Plant

The N. S. M. plant at Bingen is the largest and most modern in Europe, a gleaming expanse of glass and whitewashed concrete in a pleasant rural setting.

Schulze, the driving force be-

hind N. S. M., is a former trade journalist and wartime Luftwaffe officer who was among the first to produce a successful payout machine in Germany after the war, the first of N. S. M.'s "mint" series.

N. S. M. operates as its sales arm "Lowewen-Automaten," which has offices in major German cities and in Antwerp.

Trade circles regard the N. S. M. reorganization as evidence of the stiffening competition in the German coin machine industry.

A trade source summarized, "The boom is over, and the sales battle is now beginning. Competition is going to get a lot tougher, and it will be 'the weakest to the wall.'"

"Let's face it, American competition is tough, and it's going to get tougher. There's no longer enough business to go around. Somebody has to get hurt."

What precise rationalization measures the new N. S. M. team intends have not been disclosed.

EUROPEAN NEWS BRIEFS

Celebrity Pin-Ups Aid Collections

BERNE, Switzerland—Swiss juke box operators are adopting a "prestige through association" device for boosting business. This device consists of posting enlargements of celebrities photographed with juke boxes over their own boxes. The juke box pin-ups started with glamor girls and male vocalists, but canny operators discovered that the public tends to take glamor for granted (although they still stare). What is better than glamor, it was learned, are prestige personalities. A current favorite is a photograph made of Britain's Queen Mother on a recent visit to a youth club. The Queen Mother was photographed playing a juke box in the club, and the photograph has had tremendous impact at locations here. An operator, pointing to the photograph, explained, "People may poke fun at the upper class, but they all secretly aspire to be high class themselves. If we can identify the juke box as 'high brow' entertainment, we will automatically boost patronage." Aside from the Queen Mother, one of the biggest prestige-builders with the Swiss trade has been publicity that Lady Dorothy Campbell, second wife of the late Sir Malcolm Campbell and mother of Donald Campbell, has a juke box in her cafe outside Cardiff.

Bow New German Payout Unit

WEST BERLIN—The West Berlin firm of Guenter Wulff has introduced a new version of its popular payout "Bingolett." The new model has improved mechanical figures, a revised payout plan, and a new housing. It is available on a trade-in basis with the old Bingolett model.

Coin-Operated Sun Lamp

OSTEND, Belgium—Sunbathing by sun lamp—coin operated—looms as the latest novelty at sun-shy European bathing beaches this season. Philips, the Dutch electrical producer, and other companies are marketing coin-operated sun lamps in booths at European bathing beaches. This promises to be a normal European summer, which means that sun will be scarce at English Channel and North Sea beaches. Suntans will be acquired, if at all, by sun lamp, according to advertising. Bathing beach sun lamps are touted as the answer to the problem of how to reap status from your visit to an expensive—but sunless—beach resort after you return home.

Dutch Juke Box Catches On

THE HAGUE — Holland's first home-grown juke box—OSCA—is proving a runaway success. Against strong U. S., West Germany, Belgian and French juke box competition, OSCA has won a leading position on the Dutch market, its sales accounting for about 20 per cent of domestic sales. OSCA is also developing a thriving export trade. It is now shipped to locations in 12 countries, where the box is acclaimed for its precision Dutch craftsmanship. A wall box of entirely Dutch manufacture, OSCA is produced by the firm of Jos van Osch. It is a 70-selection box, with the 35 disks stacked on a rotating vertical column. Four double-cone speakers are placed in a separate housing independent of the box, the housing being adjustable to acoustics of the location. The box is hailed in Holland as a Dutch technical success paralleling in the coin machine field the DAFA automobile and the Fokker Friendship turbojet. When the Osch company announced plans to produce OSCA, skeptics warned that the Dutch market, already dominated by U. S. equipment, would be too small to support a domestic box.

German Coinmen Re-Elect Wulff

WEST BERLIN—Guenter Wulff, proprietor of Wulff Coin Machine Manufacturing Company of West Berlin, has been re-elected chairman of the Association of the German Coin Machine Industry (Verband der Deutschen Automaten-Industrie eV). Gert Schulze, co-owner of N.S.M., Bingen, was re-elected vice-chairman, and Harro Koebeke, Wulff's export sales manager, treasurer. Dr. Heinz Kummer will continue as business manager. The VDI represents the manufacturers. It is one of the three main German coin machine industry organizations, the others being the German Coin Machine Wholesalers Association, and the Central Association of German Coin Machine Operators.

Gibraltar Trio Appeals Ruling

BROOKLYN — An appeal was lodged Tuesday (11) with the U. S. Circuit Court of Appeals for the Second Circuit on behalf of Sanford J. (Sandy) Moore, Allen Kerner and Sherwood Schwach, by Moore's attorney, George Becker. The three had been sentenced to prison terms last week by Federal Judge Leo F. Rayfiel, upon their convictions of conspiring to violate the federal bankruptcy laws.

Originally the trio had pleaded guilty to the charges of failing to turn over to the trustee in bankruptcy of Moore's Gibraltar Amusements firm, more than \$100,000 worth of juke box equipment. When it became evident that prison terms were in the offing, a last-minute attempt to change the pleas to not guilty was disallowed by Judge Rayfiel.

Becker argued that Judge Rayfiel had improperly exercised his discretion in refusing to permit a change of plea. The court has reserved decision but a ruling is expected within 10 days. Meanwhile, the stay of commitment to prison, granted last week, is automatically extended until such time as the court makes its ruling.

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Clipper Deluxe	125.00
Bull's-Eye Drop Ball	150.00
Genco Skill Ball	89.50
Wms. Roll-A-Ball	89.50
C. C. Rockal (2 Player) (As Is)	75.00
C. C. Skill Ball Deluxe	89.50
C. C. Rockal (1 Player) As Is	50.00
United Team Mate (16 Ft. Bowler)	685.00
United Small Ball Bowler	150.00
United Advance (16 Ft. Bowler)	595.00
United League (16 Ft. Bowler)	645.00
United Handicap Bowler	695.00
United Rebound Shuffle Alley	75.00
Bally ABC Shuffle Alley	125.00
Bally Trophy Bowler (As Is)	150.00
2 Bally Strika 14-16 (As Is)	150.00
United Deluxe Baseball (Used)	325.00
United Yankee Baseball	300.00
AMI, 2200M, Stereo (Brand New)	650.00

The United Bowlers mentioned above reconditioned like new. Have been used very little.
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N.W. 16-Col. 1/2 Tab Gum Machine	18.00
N.W. Model 232, 1/2 Perc. Con.	
varied for 100 ct. S.O.	4.50
Silver King 1/2 S.O. or Mds.	5.50
AST Gums	28.00
Mills 1/2 Tab Gum	12.00
Acorns 1/2 or 5/8, S.O. or Mds.	18.00

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Pistachio Nuts, Jumbo Queen, Red	\$.75
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tullie	.72
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Shell, Red	.57
Cashew, Whole	.70
Cashew, Butts	.40
Peanuts, Jumbo	.42
Spanish	.33
Mixed Nuts	.57
Baby Chicks	.38
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.32
Lionette Gems	.28
M & M, 510 ct.	.47
Hershey's	.47

Rain-Blo Gum, 72 ct.	\$.35
Malt-Itta, 100 ct., per 100	.35
Rain-Blo Ball Gum, 144 ct., 178 ct., 219 ct.	.30
Rain-Blo Ball Gum, 100 ct., 200 lb. minimum prepaid on all Rain-Blo Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Bass-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.20

Minimum order, 25 boxes, assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the Operator.

One-Third Deposit, Balance C.O.D.

THERE ARE BIG PROFITS IN GUM GET YOUR SHARE WITH



PACKAGE GUM VENDOR
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LFDagone 4-8467

Hot Nuts and Coin Laundries Are Winning Combination for Johnson

SALT LAKE CITY — Heated nuts and coin-operated laundries have been an ideal combination for E. Blaine Johnson, bulk operator here. Johnson, who is currently operating in a dozen of the city's big "wash it yourself" stores, has built an exceptionally profitable volume on mixed nuts, delivered on a heated basis, simply because he noticed that "that's what people want in nuts."

Before becoming a bulk operator, Johnson had, of course, seen the heated variety of nuts in candy stores, drugstores, etc., outsell the unheated variety something like 10 to 1. When coin-operated laundries began blossoming out in Salt Lake City more than a year ago (the Mormon capital was somewhat behind the rest of the country in this form of business), he scoured machine sources and found a vendor with a capacity of around five pounds of mixed nuts, with a low-voltage heating unit which would provide nuts at a pleasant temperature between warm and hot.

Since then, Johnson has introduced his 5-cent venders into a dozen top laundromats in the Salt Lake City suburbs, with extremely pleasant sales results. In fact, the heated mixed nuts at 5 cents outsell ordinary penny venders, vending

cold nuts, ball gum and charms, something like 15 to 1.

Signs Sell
Johnson's merchandising program to get his new 5-cent venders into the profit column swiftly was simply to post small signs on each machine which pointed out "Something New—Heated Nuts!" Done in red and white, on top of the bright red machine, the signs got immediate attention from women bringing in their laundry. Sales possibilities were excellent, of course, inasmuch as not only is it a surety that housewives using the laundromat will be spending at least a half an hour on the premises, but likewise, they make extensive use of coin changers that they will have the requisite nickles in their pocketbooks.

Sales in most of the coin-operated laundries have been anywhere at two and a half to five times as great as Johnson had anticipated, making it necessary to set up a much more active service schedule and to revise his mixed-nuts buying program. One point in supplying the machines which has helped substantially to increase profits is the fact that Johnson, instead of paying the much higher price expected for mixed nuts, simply buys many varieties of nuts and mixes them himself.

Wide Variety
He makes certain that there are plenty of Brazil nuts, pecans, almonds, chestnuts, filberts, etc.,

mixed in with the peanuts, since this is always a spark plug from an impulse sales standpoint.

Just about the only drawback to the program which the Utah operator has found is the fact that nuts exude an exceptionally large amount of natural oils in the heating process, bringing some complaints from customers who didn't enjoy coming up with greasy fingers after dropping a nickel in the slot.

Operator Johnson's answer to this dilemma was to spot the machines near the attendant's desk whenever someone is on duty in the coin laundry and spotting a supply of paper napkins where the attendant can hand them out. He has gotten excellent co-operation along these lines inasmuch as the heated nuts are so popular with coin laundry customers that owners and attendants alike thoroughly appreciate it.

Large Portions
Johnson's policy has been to be extremely generous with heated nuts, giving the customer a somewhat larger portion per 5-cent piece than they would find in a retail store, even in variety stores which sell huge amounts. This, he has found, is the most effective means of doing away with angry pounding on the machine, shaking it and otherwise exposing it to fall damage.

Johnson has "made it personal" by calling on each of the coin-operated laundry owners concerned and explaining his merchandising ideas and expressing appreciation for the spot. A few minutes spent with each owner in this way, as well as with the women who are on duty as part-time employees, pays off in spades where good will and machine appearance maintenance are concerned.

Bingo Chip Manufacturer Is For Impartial Enforcement

NEW YORK — The interest of the New York Bulk Vendors Association in thwarting the manufacture of bingo slugs the size and shape of pennies has started a chain reaction.

The local group has been plagued with penny-sized bingo chips, which have been turning up with increasing frequency in bulk machine coin boxes.

Local operators have been working closely with U. S. Treas-

ury agents in an attempt to convince manufacturers of these products that if they persist in making them the size and shape of pennies, they will be liable to prosecution.

So when Treasury Agent Smith, who had been working closely with the NYBVA, warned a bingo chip manufacturer that he must either alter the chips or discontinue making them, the manufacturer agreed to change his dies, but he couldn't resist making sure that his competitors would be saddled with the same costs.

"There are four other firms making bingo chips suitable for insertion in vending machines," the manufacturer told Agent Smith.

The names and addresses of these firms were given to the Treasury man, and these companies will be given the same choice as the first manufacturer.



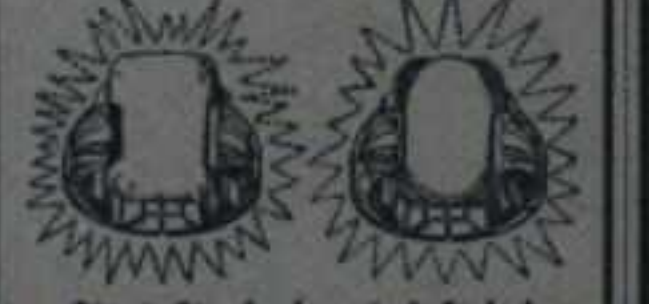
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The machine that will bring in extra profits for smart operators is this new Oak Vendor. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26 1/2" high, 6" wide and 6" deep, this machine will refuse coins when empty and is equipped with an Ace lock and lock protection. Available with a 25c or 50c coin mechanism. Wall hinged (pat. pend.) simplifies servicing.
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Sanitary Products, \$3.50 per fill
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World's Largest Selection of Miniature Charms

Penny-Nickel ATLAS MASTER Vendors

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N. Y. Bulk Group To Hold Outing

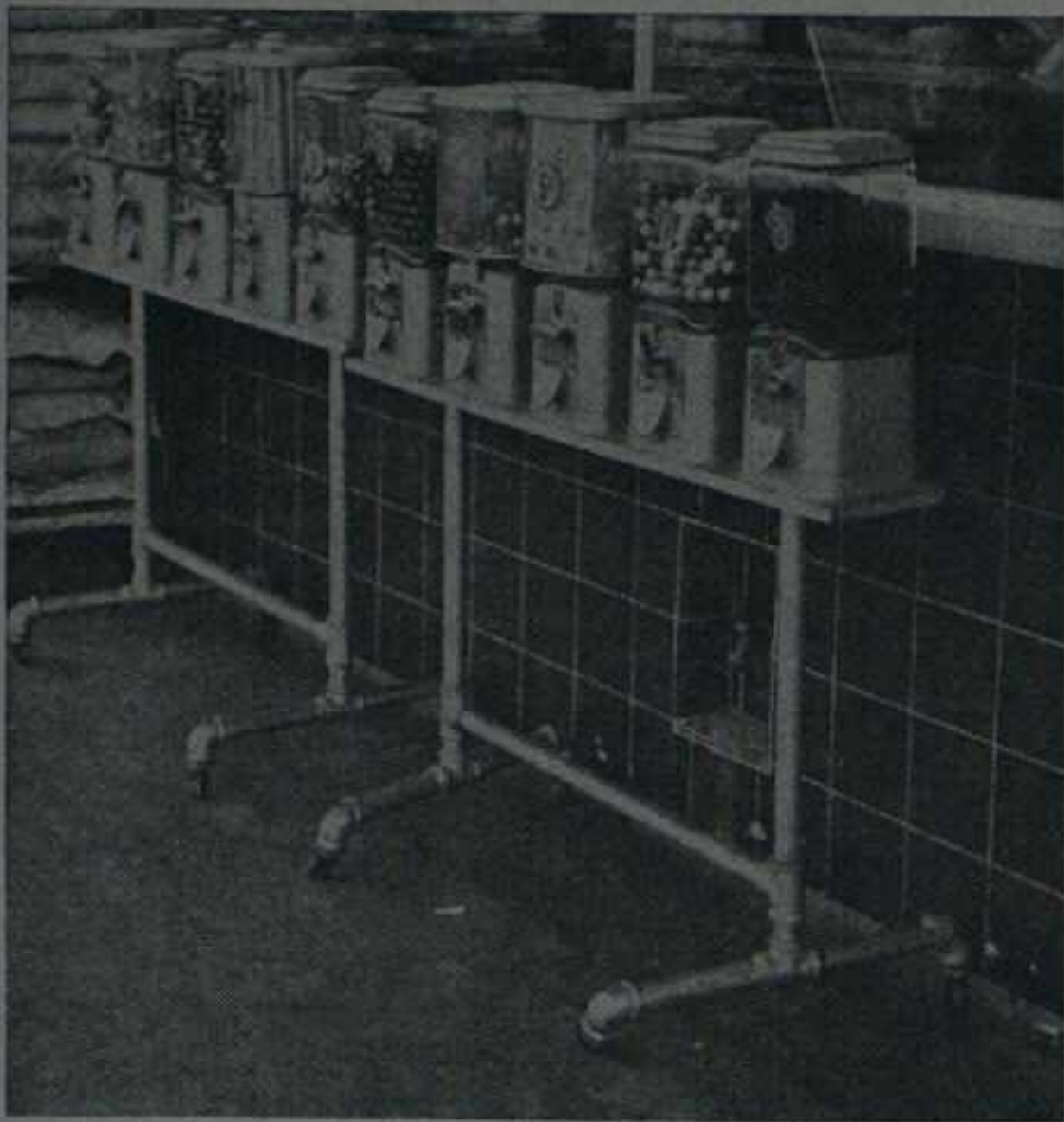
NEW YORK—The New York Bulk Vendors Association Wednesday night (12) voted to hold an annual outing this fall, with Sid Gollin named to head a committee charged with recommending a date and place.

Under consideration was a move to hold the outing together with members of the New York Automatic Retailers Association, when that group has its annual convention, June 1-4, at the Concord Hotel, Kiamesha Lake, N. Y.*

Several NYBVA members will attend the NYARA convention as individuals, but the bulk vending group plans to hold an affair of its own as well.

Attending the meeting, at Stratton's Restaurant, Forest Hills, were Roger Folz, Peter Irving, Hy Berman, Manny Greenberg, Art Bianco, Nat Gordon, Sid Gollin, Art Klein, Paul Price, Irv Booksin and Lou Ellis.

Arizona Operator Puts Bulk Stands on Wheels



ROLLING STOCK: This mobile bulk vending battery in front of a supermarket can be rolled into and out of the store.

PHOENIX, Ariz.—While multiple-machine stands increase a bulk operator's earning potential sharply, they immediately produce a serious problem in top-heavy weight where outside display is concerned, Jimmy Wilson, veteran bulk operator in Phoenix, has discovered.

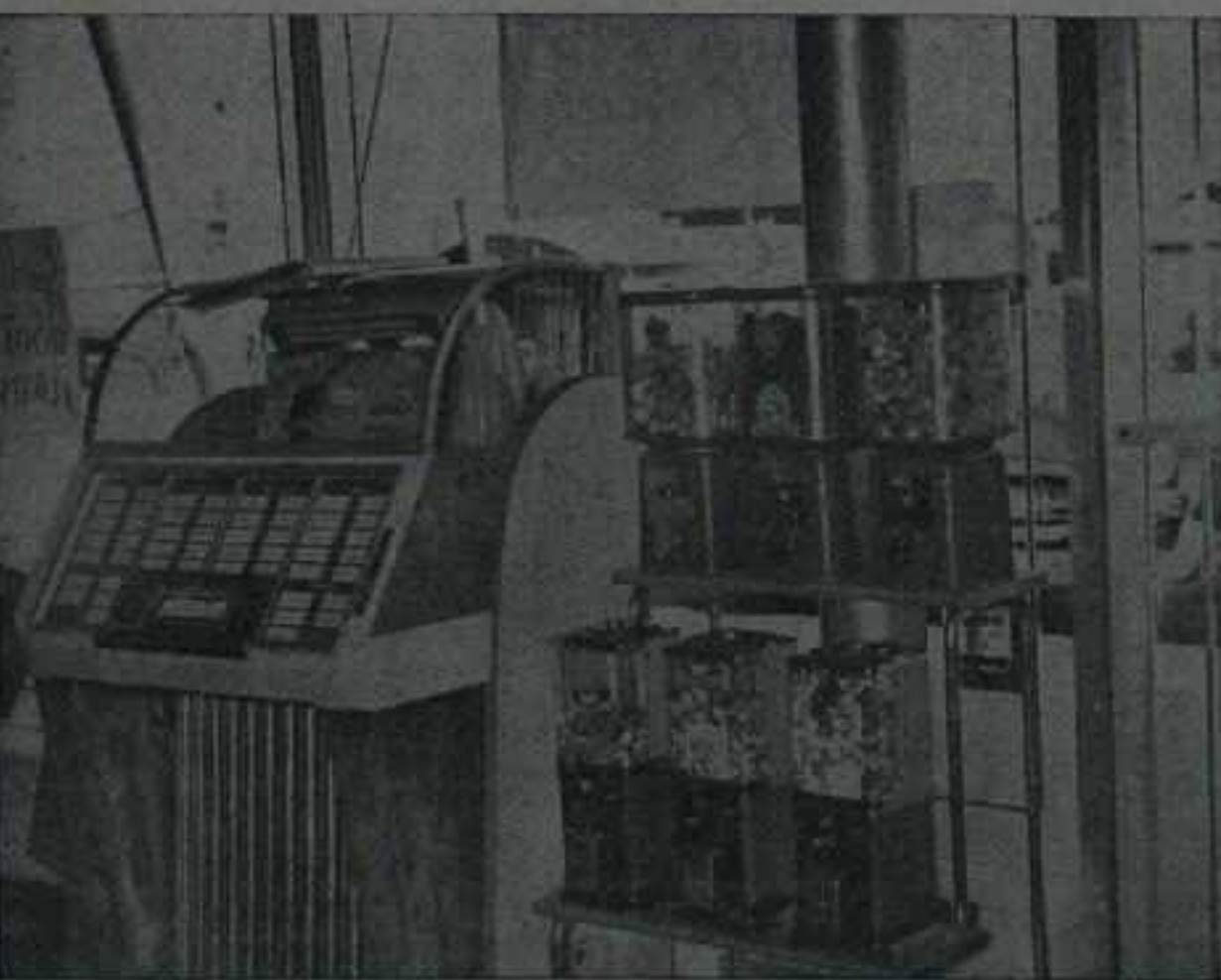
The problem is particularly serious with Wilson, inasmuch as many of his bulk venders are spotted on sidewalks, out in front of busy supermarkets and drugstores, in a shopping center at 35th and Indian School Road, in Northeast Phoenix. Here exterior display means almost twice the return which the same five and six-head stands would show inside the supermarket.

Sidewalk display is well and good, of course, until it comes to the matter of moving the machines inside, at store closing time, for protection against vandalism, weather and theft. This stumbling block began manifesting itself immediately after the first multiple-head stands were used and often led to some displeased comment on the part of store owners who were faced with the problem of

dragging what might well amount to 150 pounds or more of stand, machines and fill into the store.

Wilson's solution was to put the stands, which, incidentally, he constructed himself, on wheels—caster wheels not large enough to permit the stands to be easily moved around on the supermarket parking lot out front, but large enough that the stands can be rolled without strain down a short length of smooth concrete sidewalk and into the vinyl-tiled floor of the supermarket. Heavy U-bolts and two sections of 2x4 were used to provide the bases, the U-bolts used to clamp the heavy one-inch steel pipe used, onto the wooden platform. One 1 1/2 x 1-inch stringer runs across the rear to give additional rigidity.

While Wilson admits that these stands are "far from attractive" they do the all-important job of keeping the somewhat top-heavy stands upright and have canceled out complaints of store owners and employees, who, like anybody else, are weary at the end of the day and certainly not in the mood to lift heavy bulk venders inside.



THIS SCENE, a juke box next to a battery of bulk vending machines, is now a common sight in Denver. Don Atkins and Bob Rothberg, partners in Continental Music Company, a juke box route, are well along in their bulk-vending venture. It involves placing three to six-machine bulk batteries in Safeway Supermarkets, Colorado's largest food chain.

Denver Ruling Hits at 25c Vending Units

DENVER — Bulk and vending machine operators in nearby Littleton, Colo., are removing all machines which vend 25-cent items as the result of a decision by the town council to double the license fee on all such machines.

The new fee regulation calls for a fee of \$30 per year instead of \$15 on all vending machines selling items at more than 20 cents.

The result was the removal of around a dozen 25-cent machines selling such novelties as rings, lighters, expensive charms and gadgets by three bulk operators, complete removal of all ball pen venders in some 10 locations, and canceling of a few food vending location contracts.

Ohio Operator Group to Meet

MANSFIELD, O. — State tax problems, membership and the national convention of the Music Operators of America will be on the agenda for the general meeting of Ohio, to be held at the Mansfield-Leland Hotel here Tuesday (25).

All music and game operators in Ohio are invited to attend. The dinner gets under way at 6:30 p.m. with the meeting following.

Tuesday's meeting will be the first under the new officer slate. Roy George, Painesville, is president of the group. Other officers are Paul F. Saurer, Wooster, vice-president; William E. Hullinger, Delphos, secretary - treasurer, and Tony Castle, Akron, sergeant at arms.



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Direct Low

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- Chicle Ball Gum, 130 ct.35¢ lb.
- Chlor-o-Vend Ball Gum40¢ lb.
- Chlor-o-Vend Chicks, 320 ct.40¢ lb.
- Chicle Chicks, 320 & 520 ct.36¢ lb.
- Bubble Chicks, 320 & 520 ct.28¢ lb.
- Tab (short stick), 100 ct.38¢ box
- 5-Stick Gum, 100 packs\$1.90

F.O.B. Factory 150 lb. lots.

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- 9-COL. NATIONAL ML 80.00

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1c, 5c, 10c, or 25c Operation

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WE HAVE oaks' HOBBY CARD VENDOR



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Keeney Refines Old Plantation

CHICAGO—Several improvements on Keeney's current Old Plantation game were announced last week by Paul Huebsch, vice-president.

Included were a new all-steel front door to protect the coin box, and an extension of the flat metal area to completely cover the top of both side rails and also the complete frontal area around the coin drop.

Huebsch says Keeney is in full production on Old Plantation and is noting excellent operator response. He emphasizes the fact that the game is unique in that it combines Keeney's panoscope scoring with conventional play-field scoring in the firm's newly designed pin game-type cabinet.



COIN WOMEN OF UJA: Taking part in a Phone-a-Thon meeting to get contributions and reservations for Coin Machine Division of the United Jewish Appeal Annual Dinner May 3 at Hotel Plaza, New York, are the following: (left to right) Mrs. Irving Holzman, wife of the guest of honor; Mrs. Albert S. Denver, wife of the chairman; Mrs. Max Bloom, Mrs. Albert W. Bodkin and Mrs. Aaron Sternfield.

Runyon Takes on Rowe Vending Line

NEW YORK — Runyon Sales, AMI distributor for metropolitan New York, New Jersey and Connecticut, recently took on the Rowe vending machine line in its territories on a non-exclusive basis.

The move follows the pattern of AMI distributors handling Rowe products in areas formerly handled exclusively by direct factory salesmen. First AMI distributors to sell new Rowe products were those in areas too remote to be covered regularly by factory salesmen.

But the Runyon appointment gives the Rowe line to the largest of all AMI distributors. And the area covered by Runyon is the richest of all trade areas.

While no statement has been forthcoming by Automatic Canteen (parent company of AMI and

Rowe), a good possibility exists that AMI distributors may eventually replace the factory representative system of selling Rowe machines.

Runyon itself operates two going vending subsidiaries in Northern New Jersey. One is the Reliable Cigarette Company, Inc., organized five years ago as a cigarette operation. The other is Automatic Merchant, Inc., organized 18 months ago as a full-line, industrial vending operation.

While games and music are still Runyon's primary operations in North Jersey, the full-line vending venture is taking on increased importance.

Automatic Merchant now services some 20 locations, including such plants as Johnson & Johnson in New Brunswick, the Edison plant in West Orange and St. James Hospital in Newark, with hot and cold drinks, sandwiches, hot food, cigarettes and candy.

Western Trails
In the game field, Runyon, which is exclusive distributor for Bally, Keeney and Irving Kaye Company, has been named exclusive distributor for Southland Engineering's Western Trails, a horse rule which travels around a track.

According to Myron Sugarman, head of Runyon's New Jersey sales offices, the firm is already operating one Western Trails unit at Great Eastern Mills, a highway discount store, and grosses for the

first three weeks have been averaging more than \$125.

Sugarman also said that the firm's export division now ships to 125 customers in 45 countries, with mail answered every day in Spanish, German, Dutch, Flemish, Italian, French, Greek and Hebrew. The firm recently entered the parts business on a mail-order basis, operating domestically and overseas from a parts catalog are in the process of being added.

N. J. Newspaper Runs Feature on De Cepoli Waxes

BELLEVILLE, N. J.—Carmine De Cepoli, local manufacturer of shuffleboard waxes, was the subject of a feature story in a recent issue of The Newark (N. J.) News.

The article described De Cepoli's weight-launching rig which he uses to test new waxes. Weights are fired downrange on a standard shuffleboard table, and test waxes are rated according to the distances the pucks travel.

De Cepoli uses a physician's stethoscope, which he places on the surface of the table. The rumble of the wax particles indicates the speed of the wax—the softer the rumble, the faster the wax.

De Cepoli says his waxes are imported to 13 foreign countries and that he has 300 steady customers in the United States. The firm also makes shuffleboard pucks and scoreboards.

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	Lord's Prayer 175	State Fair 225
	Miniature Golf 95	Sky Gunner 125
	Miniature Football 95	Mut. Sky Fighter 125
	Phil. Toboggan Skis Alley 325	Sky Rocket 195
	Sci. Pitch'n & Bat'm 125	Glider, new 450
	Wms. Crane 125	Keeney Spurlman 195
	Set Shot Basketball 195	Atomic Bomber 295
	Telesquid 150	Seaburg Bear Gun 185
	Kay Team Hockey 175	Carnival Gun 185
	Bally All Star 150	Bonus Gun 225
	Stand. Metal Typewriter 210	Vanguard 295
	Harv. Metal Typewriter 210	Hercules 350
	Sidewalk Engineer 125	Crosser 310
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Location Contracts Face Test in Wis.

MILWAUKEE — Are location contracts enforceable? Lawsuits against two Milwaukee tavern operators were filed this week by Kedou, Inc., music, games and cigar operating firm, charging breach of contract. The complaint states that both locations have broken contracts under which Kedou, Inc., was to receive 50 per cent of the gross take of the 2½ cents per pack of cigarettes.

In one instance, the complainant is asking \$826, which it claims is due, plus a court order that the original two-year location agreement be complied with.

In the other suit, Kedou asked the court to order payment of \$1,200 and an order restraining the location from allowing other operators' machines on the premises.

Most coinmen here deplore the publicity these cases have received in the local press. But they agree that it may be necessary on occasion to use the courts to enforce location agreements.

This is not the first time coinmen here have headed for the courtroom to uphold the legality of location pacts. Recent court decisions have supported operator claims in similar litigation.

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St. Louis Supplier an Expert On Bulk Vending Shelled Nuts

By JOHN HICKS

ST. LOUIS—Bulk vending operators are Ben Kessell's business. Or, more precisely, operators are among the customers of his Mound City Nut Company, located on the fringe of downtown St. Louis.

Operators can be seen throughout the day or week visiting the company to place orders for products they sell retail in machines. The visits always include an exchange of pleasant conversation with Kessell, who has been in the business since 1929.

The company counts about 25 of the largest bulk operators in the St. Louis area among its regular customers. Although Mound City sells some confections during the holiday seasons, the business is basically shelled nut meat of practically all varieties. These include jumbo pecan halves, imported filberts, imported almonds, California almonds and imported jumbo cashews, all prepared in vegetable oils with salt added.

As a result of Kessell's process, operators could keep the nuts for a reasonable length of time without the loss of freshness and in such a condition that no oil or film is left inside a globe after they have been emptied by bulk vending customers. "The only thing about nuts," the company owner said, "is that if they are exposed to weather or are dampened, salt getting in will absorb moisture, regardless of the cost of the products."

About two and a half years ago, Jason Koritz of Marjay Vending Company showed what Kessell meant by a quality product and a process adapted to maintaining this quality.

Vender Koritz displayed a half-

filled cashew globe from a machine left in a service station that had been closed for nine months. The only sign the container had not been in constant use was a small accumulation of salt at the bottom. There was no oily film or grease anywhere from the nuts purchased from the Mound City Nut Company.

Kessell is extremely interested in bulk vending, which he said "just came into its own within the last 10 to 15 years." Before he became the major supplier of operators, a candy manufacturer company here was the forerunner. In the last couple years, that company has concentrated more on candy manufacturing.

Kessell also contributes his emergence as the major supplier to bulk vendors to the success of Koritz, whose operations span is extended over a five-State area and whose company is the distributor of Northwestern bulk machines in this area. (Koritz, primarily a 5-cent cashew operator, credits his success with using a quality product which he buys exclusively from Mound City Nut Company.)

The Mound City owner has never entertained the idea of going into the bulk vending field himself. "Operating is a different field entirely," he says. "In that business, a man has to be a fairly good-sized operator to apply all his time and talent to give the attention that is deserved. This involves keeping up the equipment and providing the service to both the equipment and to the location."

Larger Quarters
Kessell's company has been in its present location for about 12 years, but the owner is looking for larger quarters. The building at

the Cass Avenue address, the fourth home of Mound City Nut Company, is a one-story structure which consists of three large rooms and an office area. Supplies are displayed in attractive and inviting fashions on shelves in the spacious, clean quarters of the company.

In conducting his business, Kes-

sell applies the basic principles of wholesaling in the foods lines. This involves making purchases ahead of time and "keeping an eye on legislation" which might affect the business. The government, he said, will give parity on peanuts to farmers and the effect probably will increase the cost of the nuts.

He explained that the market for cashews, the principal seller

among salted nuts, has been upset in the last few years by purchases made by Russia and East Germany. Cashews would be noticeably cheaper if the Russians and East Germans were not in on the market, he added.

Kessell, 65 years old, and his wife live in the modern, recently completed Plaza Apartments in downtown St. Louis.

Disk & Distrib Execs Visit Tel Aviv Hotel

NEW YORK — Record executives, who are primary investors in the Sheraton Tel Aviv Hotel, left here Wednesday (12) via Air France for a first look at their hostelry, the most modern in Israel. They will remain in Israel 12 days, visiting with Israeli government dignitaries and inspecting various phases of Israeli life.

Included in the party are Mr. and Mrs. Amos Heilicher, distributor head with interests in Miami and Minneapolis and chief of Soma Records; Mr. and Mrs. Harry Schwartz, chief of Schwartz Bros., Washington distributors; Mr. and Mrs. John Kaplan, head of Jay Kay Distributing, Detroit.

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- BILLBOARD MUSIC WEEK'S 1961 JUKE BOX OPERATOR POLL . . . featuring a complete analysis of what and where they operate . . . a comparison of last year's survey showing the growth of the industry during the year . . . aids most important in record programming . . . how they buy most of their records . . . frequency of record changes . . . usage of 33 singles.
- PROGRAMMING TIPS FOR OPERATORS . . . vital facts produced by a special programming survey . . . use of seasonal and special events records . . . value of libraries . . . how to use Billboard Music Week Charts . . . pop music trends.
- THE 33 SINGLE PICTURE . . . an up-to-date report on the 33 single as it affects the juke box operator . . . a progress report on stereo play in juke boxes . . . a national roundup featuring regional reports by Billboard Music Week correspondents.
- COIN MACHINE GLOSSARY . . . a definition of trade terms.
- DIVERSIFICATION . . . what other fields are opening for the operator . . . methods of paying locations . . . income from juke boxes.
- ROUTE MANAGEMENT . . . special articles on route management . . . how individual operators cope with their servicing problems.
- TAX TIPS . . . how the operator can cut taxes . . . prepared by Leo Kaner, MOA accountant.
- JUKE BOX PICTURE SECTION . . . photos and description of all current juke boxes in production.
- THE PUBLIC RELATIONS STORY . . . citing the growth of the Coin Machine Council, emphasizing the part played by the MOA . . . the PR problem of the industry . . . steps taken to help solve the problem . . . plans of the Council for PR . . . Public Relations at the "Grass-roots" level.
- COPYRIGHT OUTLOOK . . . tracing the history of the juke box performance royalty exemption . . . efforts to have it removed . . . current status of legislation.
- CONVENTION PROGRAM . . . featuring a list of exhibits and booth numbers.

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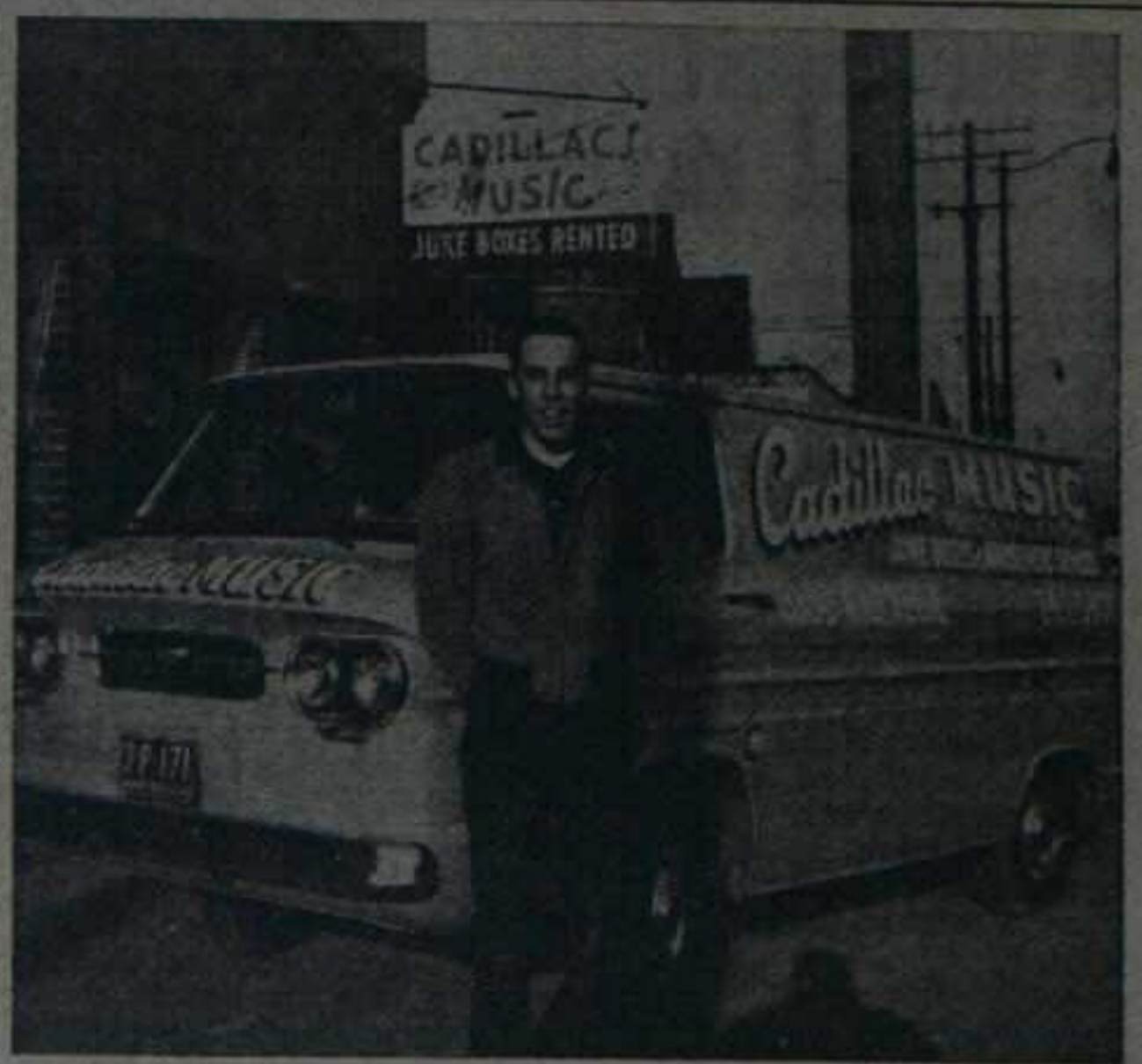
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NEW ADDITION TO THE FAMILY of three service cars and two installation trucks is this 1961 unit just purchased by Cadillac Music Company of Cleveland. The unit will serve as another installation vehicle. It is a tool room on wheels, according to Charles and Mike Comella, owners. Chuck Ruggles, service repairman (pictured), is responsible for maintenance of coin machines used at the firm's more than 300 locations. In many instances, the fully equipped vehicle will handle repairs at the location, instead of hauling the machine back to the repair shop.



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COINMEN

in the

NEWS

**Midwest
CLEVELAND CLOSE-UPS**

Ball bowlers are scoring the best collection averages for Bob Mantarro, boss of B M Music Company. . . . After Easter and income tax deadline time, music and game play will really begin to reflect a general economic upturn, according to Tom Miller of Associated Enterprise. . . . James W. Burke, president of Modern Music Company, reports more pressure from locations to up commissions. But increases are out of the question, he maintains.

Helen Dugan, head of Dugan Music Company, is pleased with the collections her pool tables are pocketing in locations outside Cleveland. The automatics are not allowed within city limits. . . . Monroe Coin Machine Exchange, strictly a distributor now, reports new vigor in equipment sales in recent weeks. Business began to pick up last month, according to Norman Goldstein, vice-president.

"As the weather warms and people begin to get out and look for recreation, today's hint of a business upturn will become tomorrow's bold reality," said James Ross of J. R. Music Company. . . . Ball bowlers and especially arcade equipment play is beginning to increase, according to Joseph Solomon, head of J. B. Music Company.

Baseball and gun games are beginning to receive added attention and they are as surely a sign of spring as any robin, spoke Sal Lanza, route manager for J. L. Music Company.

"It's difficult to predict a real upswing in activity because collections have become so erratic. One week they are up and the next they are down," said Hyman Silverstein of Excel Phonograph Company. "In the old days it was easy to figure what kind of a year you would have, after the first several months." . . . Joseph Abraham, president of Lake City Amusement Company, reports a shipment of 20 bowlers bound for Belgium this week.

Mrs. Robert K. Williams, head of S L & L Clary, credits Charles Pirich, manager, for much of the success of her operation, since her husband passed away several years ago. . . . Joe DiSilvester of Ohio Vending; Ed Sakowski of Cleveland-Chicago Amusement; Nile Jennings of Cigarette Vending; Dan and Al Jacober of Jet Amusement; Robert Logan and John Gardner of Acme Music and John Lentz of Canal Amusement attended a recent service school conducted by Shaffer Music Company.

Mrs. Margaret Ware Kahliff, head of Ware Vending Company, was featured in a story in The Cleveland Plain Dealer recently. The article included a two-column picture of Mrs. Kahliff and nearly 50 column inches of copy. . . . One week recently, Morris Gisser, president of Cleveland Coin Machine Exchange, had telephone calls from Japan, Switzerland, London and Paris, France. They all wanted to do business he reports with pride.

Bob Sudyk.

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Auto Ball Galloping Dominoes	115
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SKITS USED IN TRAINING PLAN

Music Route Makes Its Collectors Full-Time Good-Will Ambassadors

By BOB LATIMER

PHOENIX, Ariz.—There is no substitute for personal contact of the type which builds up warm, friendly co-operation with location owners, according to Bill Bryant, president of Arizona Stereo Music Systems, here.

"The best phonograph made won't show more than routine collections if either the operator or the collector is a blurred figure in the location owner's mind," Bryant said. "If, on the other hand, the location owner and all of his employees know and like the collector and want to see him get good results, there will be sharp improvements in the take."

Bryant, with two decades of phonograph operation behind him, has had plenty of experience to justify his opinion. For one thing, he has constantly drilled into his employees the fact that a collector is a salesman, not merely a collector. To keep the idea alive, he stages a sales meeting twice a month, on the 1st and 15th, at which all route employees not only sit in, but bring up successful methods of landing new spots, of tackling problems which occur on the route, and most of all the topic of location-owner relations.

"We use skits to demonstrate some of the ideas we are trying to put over," Bryant said. "For example, demonstrating the best way to show a location owner who is getting a new 200-record machine, how to handle the volume and how to meet emergencies. We will use skits to show methods of overcoming location-owner resistance, for getting a waitress to give some thought to the juke box as she goes about her daily chores, the best way to repair balky game and phonograph mechanisms."

Thus any good idea which comes up will be duplicated by others, even if it is so simple a thing as the proper way to roll dimes into a bank tube.

It is up to the route salesman, through personal contact, to stimulate interest in music. The only way the location owner can be induced to give more consideration to music is to "make it personal," according to Bryant, encouraging him to think in terms of the man rather than the machine.

The biggest boost which the Phoenix operator has been able to give his collector-salesmen took place a few months ago, when a revolutionary change in everyday operating techniques took place. Prior to that, a full-time record girl, operating from a large room at Arizona Stereophonic Music Systems' showroom had selected the records for every route, using a general music menu for the entire string. Because greater contact with the location owner would be established by letting him have more say in the programming, Bryant did away with this system, in favor of a system whereby each collector not only programs his own records, but likewise does all of the buying.

"Every man visits the one-stop every Saturday morning, buys his records, turns in the receipts and takes care of location owner and customer requests while they are fresh in his mind," Bryant said.

"At first, we were apprehensive that this system might increase costs where overenthusiastic location owners might ask for too many record changes. Actually, it worked out the other way. Costs are cut, because the requested records are showing a better return per record investment."

Incidentally, there is no such thing as a typical situation on Arizona Stereophonic's scattered routes. One route, for example, covers the Spanish-speaking section of the city, another through a mixed colored and white area, and the third an all-white string of locations. Naturally, it is almost impossible

to draw comparisons between them and to attempt to use the same music merchandising methods in each. It is up to the collector to operate as a "specialist" and to plan his own programs.

In instructing his collectors to act more as salesmen and good-will ambassadors for recorded music in general, Bryant is careful to see that they are not carried away with the idea. For one thing, none of the collectors accepts a drink while servicing a bar location. After hours, of course, it's a different story, when the collectors may be out fraternizing with their location owners and building good will. Most bar owners, it has been found, respect and appreciate the fact that collectors stick to business, rather than pleasure, during daytime working hours, and do not press the issue.

"We urge all of our collectors to take in all of the 'grand openings' on their route, which occur rather frequently as bars are remodeled, moved to new locations, and change otherwise," Bryant said. "The collectors will help a new spot get started by helping the bar owner find employees, helping him with individual problems such as bar refrigeration, even decor, and, of course, with music. We have never failed to get good results from this sort of co-operation."

Bryant's collectors are hard workers, all covering from eight to 12 spots per day and changing an average of five records at each. Bryant has not set a hard and fast rule on the number of records to be changed at each location, leaving that more or less up to the individual collector's judgment. "Our record changes are on the basis of five records per week at an average, however," he said.

One strong asset in building up personal contact and aiding the salesmanship of collectors is the fact that the big Phoenix route is made up largely of 200-play machines, instead of a division of each as is usually the case. Bryant believes in the best of modern equipment, makes sure that every location owner realizes that each is getting just that, and in this way, stays in his location owner's good graces. His 200-play machines are replete with a lot of extra features, such as the half-dollar "bargain" chute. Bryant made extensive use of the accumulator in appealing to extremely income-minded location owners, in the same way, and probably has the largest percentage of accumulator-equipped phonographs in the State.

An unfortunate but nevertheless omnipresent aspect of "personal contact" which makes buddies out of route collectors and the location owners is loan requests. Bryant subscribed to the old theory that "it is better to give than to lend—and it costs about the same." He has seen too many instances in which loans granted merely to open a new spot went into limbo, and others where the friction over unpaid loans was serious enough to make one or the other party break off relations.

Consequently, Bryant attempts to sidestep the loan issue wherever possible. If he does not feel that it is securely founded and if the location owner persists, he simply gives up the spot. With Phoenix' booming population, there are enough new spots opening up right along that Bryant feels that he doesn't have to throw money away on shaky loans to maintain spots in which he has no confidence.

Significant under this program is the fact that most collectors are now requested by their first names when location owners call in, the fact that there has been no complaints of poor service or poor record choice since the new system was devised, and finally, the fact that collections have continued to rise at a time when Phoenix, like many other large cities, was feeling the bite of recession.

over several counties with a radius of about 50 miles.

Collins said he put in the equipment to give better, faster service to outlying areas and save money on upkeep of vehicles and telephone bills.

Other operators in the area with two-way radio equipment are:

Paul Mauceli, Paul's Novelty Company, Greenville, Miss.; Nathan Wheelless, Service Amusement Company, Jonesboro, Ark.; A. B. Fort, Fairway Amusement Company, Columbus, Miss.; Robert Smith, Smith Brothers Music Company, Dyersburg, Tenn.; Wayne Cartiller and Lloyd Barber, B & C Amusement Company, Forrest City, Ark.

Edward Boyce, Boyce Amusement Company, Bald Knob, Ark.; Southern Amusement Company, Memphis; Ace Amusement Company, Memphis; Harold Young, Broadway Amusement Company, Caruthersville, Mo.; Robert Kirspel, Kirspel-Hollenberg Music Company, Little Rock, Ark.

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GRENADA, Miss.—Clinton U. Collins, Crystal Amusement Company, has installed a two-way radio system for his four service vehicles to provide better service and reduce high overhead costs. Collins' service equipment, a station wagon, two pickup trucks and a car, keep up a route spread

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KAYE WILL PAY FOR CRITICISM

BROOKLYN — Most operators have some gripes about manufacturers. The Irving Kaye Company, local pool table manufacturer, is willing to pay to bear these gripes, providing they are constructive ones. The Brooklyn firm is offering to all operators who send in constructive criticism a free saw set, consisting of three 12-inch high-carbon blades with an enamel safety-guard handle and a dual square, square marker and ruler. The set retails for \$2.98 and comes in handy for mechanics and maintenance men.



East

NEW ENGLAND NOTES

Rheo LaRocque, of South Hadley Falls, Mass., has a successful sideline, a prosperous cafe. Only trouble is that as soon as Rheo accumulates something in the till somebody makes off with it. Last week he suffered his fourth break-in at the cafe since he took over about two years ago. . . . Tossy Pometterz, another diversionist of Chicopee, Mass., recently completed a miniature golf course as an addition to his driving range. He picked an excellent location adjacent to Westover Field AF base.

The music industry was saddened by the death of Howard Lee of Providence last week. He had worked part time for the New England Telephone Company for 40 years and had just retired to devote his time to his music route. . . . Three operators encountered at Trimount Automatic Sales Corporation are happy about a new type of juke box. This is the AMI "Half Back," which can be switched to background music at will. Dino Donati, of Manchester, N. H.; Neil Glazier, of Bangor, Me., and Arthur Sturgis, of Boston, all claim this machine has saved locations for them.

Trimount's Marshall Caras reports Gottlieb's Show Boat going exceptionally well, with orders already booked ahead for Williams' latest, Battling Champ, which seems to have caught the fancy of game men. . . . Bob Jones, of Redd Distributing Company, Boston, went on tour with the firm's first Seeburg school. Boston, Providence, Lewiston, Me., and Springfield, Mass., were on the itinerary. He reports that more than 100 operators and mechanics attended the sessions. Redd's president, Si Redd, just back from Chicago where he sat in on a parley on Seeburg vending equipment.

Cyrus Jacobs, of Interstate Music Company, Roxbury, Mass., is a spark. It paid off recently for a whole congregation. Cy heard the alarm and dashed to the fire. It was at the Presbyterian church in Brookline, his home town. The church was burned out and Cy invited the minister to bring the whole congregation over to Temple Ohabei Shalom. It's a good arrangement, one group meets on Sunday and the other on Saturday. Just 25 years ago Cy, who is a town official, arranged the same thing for another Protestant church that was burned out.

David J. Baker, of Melo-Tone Vending Company, Inc., of Arlington, Mass., has really got the sports car bug. He doesn't compete but enjoys driving them. Recently Dave bought his son a Corvette, but ended up using it himself. This one he sold and has now bought himself a really hot one.

CONNECTICUT CAPERS

Looking hale and hearty, tanned and rested, Mr. and Mrs. Bernard Gaer of West Hartford flew back to Connecticut from a Florida honeymoon. The bride is the former Gail Perlman, daughter of Mac Perlman of Atlantic-New York Corporation, and Mrs. Perlman. Gaer is associated with Gaer Brothers, Inc., Hartford wholesale grocery firm.

West

DENVER DOINGS

Paul Scott, juke box operator from Lander, Wyo., took advantage of pleasant, warm weather in Denver, to stock up on parts and order new phonographs for his scattered route.

Although Elton Denis, former owner of Deines Music Company here, sold out to Ben DeGarmo, over a year ago, he is still just as familiar a figure, regularly visiting distributors, and other operators "in the same old way." Denis was a veteran of a quarter of a century in vending and juke box operations.

Frank Huber, partner with Glenn Pierce, in Century-Supreme Music Company in suburban Westminster, has been released from the hospital, following major surgery. Huber reports that he will eat his meals standing up for a week or so. . . . From Pueblo, Colo., 115 miles south, comes a report that Jim Hall of Rocky Mountain Coin Machine Company has likewise been under the surgeon's knife, and is convalescing in the same way.

Pete Geritz of Mountain Distributing Company is spending half a day on the job at his North Downing Street office, following two protracted stays in Denver hospitals, during which he had an operation.

Rumor has it that a Denver inventor will soon release 2,000 school supply vending machines for Denver high schools and junior high schools. Already past the pilot test program, the machines vend books, pencils, ballpoint pens, tablets, and can even handle high-unit-priced art sets, etc. . . . Herb Roggow, of Las Vegas, N. M., visited briefly this weekend. While Walt Petzet, Wurlitzer factory service representative was in the Denver area, Roggow flew him to several of the points at which he conducted service schools.

LOS ANGELES

Sonny Lomberg of Simon Distributing is busy with export orders but manages to get off to the mountains now and then. Jack Simon, head of the distributing company, and Henry Leyser of Associated Amusement Company, Inc., Oakland, are back from Chicago, where they visited friends at Chicago Coin and other manufacturers. . . . A. J. Hawkins of Peach State Distributing, Macon, Ga., visited friends along West Pico when in Los Angeles on a recent visit. . . . Gary Sinclair, Wurlitzer sales representative in the 11 Western States, and Clayton Ballard, sales manager of the local Wurlitzer branch, recently completed a swing through the territory. They visited operators in Bakersfield, El Centro and other cities.

Ben Simon and Al Goodman are negotiating for the Schlender Penny Arcade in Long Beach. It is located in Virginia Park. . . . Ernie Levine of Service Novelty in San Diego is back on the job following an illness. . . . Bill Glasser, also of San Diego, has returned to the job following an illness. . . . John and Jeanne Sconza of Sconza Candy Company in Berkeley were in town for a visit.

Sam Abbott

Joe Ash says . . .
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Florida Operators Re-Elect Mullins

MIAMI — James Mullins was re-elected president of the Miami Amusement Machine Operators Association at a recent meeting at the Davis Steak Lounge here.

The Florida operators also elected Saul Tabb vice-president and Al Miller treasurer. Leonard Baitler was re-elected business manager.

All five members of the executive board were re-elected. They are Bob Schwartz, Al Casorla, Willie Blatt, Lucky Skolnick and Leon Markowitz.

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German PR Drive Stresses Importance Of Coin Machine Industry to Economy

HAMBURG—West Germany's coin machine industry is pressing a public relations campaign hammering home the importance of coin machines to this country's economy.

The campaign aims at translating the economic importance of the trade into bread-and-butter terms easily comprehensible to the burgher at the Bierstube level.

The feeling in the trade here is that coin machine PR often tends to get too high-brow for the rank-and-file. It is also felt that more effort should be put into publicizing coin machines as a serious industry, and important branch of the electronics and machine construction industries.

Self-Criticism

There is self-criticism to the effect that the trade, unwittingly, has permitted itself to be publicized excessively as an amusement and novelty industry, only a step removed, so to speak, from gimmickery.

Now the new approach is concentrating on the more somber—but solid and more meaningful—aspects of the trade and manufacturing industry.

There are around 65,000 juke boxes in West Germany, which are operated, in the American manner, by around 4,000 operators, who, together with their families, number around 15,000 persons.

It is estimated that an additional 5,000 persons and perhaps as many as 7,000 are employed in servicing and related jobs. Counting their families, juke box servicing employees number some 35,000 persons directly dependent upon juke boxes for their living.

But this is only the juke box operating segment of the trade. There are several thousand distributors in West Germany, including employees, and there is the manufacturing industry. Juke box exports from West Germany last year totaled nearly \$4,000,000.

There are 15 coin machine manufacturing firms in West Germany and West Berlin employing a grand total of 15,000 persons.

Finally, there are around 5,000 persons employed in the operation and servicing of vending equipment and coin games. And there are many additional persons employed in the music and food service industries whose jobs are related to the operation of coin machines.

All told, it is estimated that perhaps as many as 200,000 persons in West Germany earn their living, directly or indirectly, from coin machines.

Growth Industry

But the industry's PR drive is not content to let its case rest there. Coin machines, the burgher in the Bierstube is being told, are a growth industry with staggering potentialities.

This is true for juke boxes and games, and particularly true for automatic merchandising equipment. The German juke box boom has sauced, but industry experts forecast the gradual expansion of the present replacement market to around 100,000 machines by 1967. Coin games are in their infancy in Germany, with the present 20,000 games expected to triple in the next six years.

Germans are finding that the

most effective PR is that co-ordinating the separate PR of the coin machine, music and allied industries. The juke box trade in this country spends well over \$2,000,000 a year for disks, making juke boxes a factor of incalculable importance to the music industry.

The German industry's PR approach borrows liberally from the forthright drive of the U. S. industry's Coin Machine Council. There is great respect in this country for the CMC's accomplishments, which are displayed in tangible form by the publication in the German press of an increasing flow of CMC-originated material.

German newspapers are served by the U. S. news agencies, which distribute their reports translated into German to individual newspapers as in the U. S. A recent such U. S. news agency story which received prominent display in this country (distributed to German newspapers in German by United Press International) dealt with the U. S. coin machine industry's prestige boom.

The figures of 550,000 juke boxes and 300,000 games for the U. S. are regarded as fantastic by the German public, and indicative of the coin machine economic potentialities for this country.

Rock-Ola Manual Enlarged

CHICAGO—Rock-Ola last week put out a loose-leaf addition to its service manual covering motors. The leaf deals with gripper motors, turntable motors and magazine motors, giving trouble-shooting and servicing tips on each.

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New "Hard-Cote" Finish
Extends Playboard Life to
an All-Time High!



No Other Phonograph

Looks So Much Like a Phonograph or

Acts So Much Like a Phonograph

as the **ROCK-OLA**
REGIS

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

You expect your phonographs to act like a phonograph and of course the Regis does, for it is the most versatile phonograph available today!

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

You get Rock-Ola's 33 $\frac{1}{3}$ and 45 RPM Dual Speed Intermix Changer.

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

Only Rock-Ola offers you this protection.

ROCK-OLA
MANUFACTURING
CORPORATION
800 N. Kedzie Ave.
Chicago 11, Ill.



Available in 120 and 200 Selections



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

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

The Truly Distinguished Phonograph

ROCK-OLA'S "TRI-FONIC" FLEXIBILITY

Gives either monaural, stereo or reinforced stereo at the flip-of-a-switch with no add-on parts needed.



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



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



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