

BILLBOARD MUSIC WEEK

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

Weiss-Barry Buy Expands Autry's Pubber Interests

HOLLYWOOD — Gene Autry continued his expansion into the pop music publishing field with his purchase last week of Weiss-Barry, Inc. (BMI), for an estimated \$150,000.

With this acquisition, Autry will open a New York office with W-B's Paul Barry as its general manager.

The newly established New York office is addition to existing offices in Nashville (headed by Troy Martin) and Hollywood (Joe Johnson), executive vice-president and general manager, with Dave Bruggess as professional manager, Bernie Solomon is treasurer.

The Autry music firms will now

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Seeburg Chooses Non-Musical LP For 'Artist of Wk.'

NEW YORK — The Seeburg artist-of-the-week album program will shortly make its first non-musical selection available through an arrangement completed last week with Ember Records.

The item chosen is the hot new comedy album, "The Humorous World of Justin Wilson," now reportedly getting heavy action in several markets. Executives of the firm are viewing the selection with considerable interest for several

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WELK GETS TAG 'KING OF CORN'

NEW YORK — Guy Lombardo welcomed the New Year by passing on his long-time tag "King of Corn" to Lawrence Welk. In an interview with Ron Cochran on CBS Radio, New Year's Eve, Lombardo said he first knew that he had "lost the crown" a couple of years ago, adding "I'm trying to get back to the No. 1 spot."

Lombardo said he recently played the Aragon Ballroom, Welk's old dancing ground in Ocean Park, Calif., and that Welk then told him, "I just resent the fact that they call me corny here." "Lawrence," advised Lombardo, "That's the best compliment you can have!"

Disk Jockeys Spell Out Needs To Distributors, Manufacturers

Jocks Complain About Subscription Services, Want Hits, Not Junk, Less Hard-Selling Promo

By JUNE BUNDY

NEW YORK—In response to a recent survey by Billboard Music Week, disk jockeys across the country laid it on the line to distributors and manufacturers—spelling out their needs and raising a repeated cry for more and better record service.

The study shows that some jocks are dissatisfied with subscription services currently offered by labels; and, although most singles now

show the playing time of a waxing on their labels, deejays would like all companies to adopt this practice—for LP's as well as singles.

A few jocks make the interesting suggestion that manufacturers should screen their product and only send disks they think have hit potential; and some spinners register approval of audition-LP's featuring sample sides of several albums. Some of the more interesting comments by jocks follows:

Jimmy Deer, WDAK, Columbus, Ga., writes: "Rather than ship so much junk, all concerned would be better served if companies would send stations at least two copies of 'push records.' Actually we wear them out and by the time we can get a replacement (if the outlets are sold out) it's a dead issue. We could do a better job if

companies would send their best instead of their hopes.

"Companies should include precise timings on all release—albums as well as singles; make 'shorties' for heavily commercial periods so jocks can get in more variety. I suggest that every six months or so companies make albums of 'shorties', containing only digests of hits. Even on a co-op basis this would assure broader exposure for firms and better listening for stations."

Phil Lad, program director of WOND, Atlantic City, N. J., suggests: "Distributors should streamline their method of mailing. Duplication of mailing lists tend to get six to eight copies of records to one station, while another station receives none. There seems to be no concentrated effort on a particular

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Comeback Seen for Coin Industry After Slow '60

By AARON STERNFIELD

NEW YORK—Virtually every economic indicator points to a comeback this year for the nation's juke box and coin game operators.

The automatic phonograph and amusement game industries have just gone through their worst year in at least a decade. Operator collections have dipped, distributor sales have fallen off, and manufacturer production has slowed down. Yet nobody is thinking of throwing in the sponge.

Like most other industries, the coin machine industry does not adjust immediately and automatically to change. But the period of adjustment is now under way, and the industry has no place to go but up.

And the three major adjustments—the wider range of programming to be made available by 33-single programming, the

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Music of Major Interest To Active Congressmen

Solons Find Music Field a Many-Splendored Thing, as They Pour in Bills on Wide Front

WASHINGTON — New bills pouring into the congressional hopper last week showed plenty of interest in the nation's entertainment—particularly its musical entertainment, from juke box play to national cultural development. Even in the rash of crises affecting the country, congressmen remembered legislation to reduce or abolish crippling excises on cabaret (which is for the most part, live music with dining), and on admissions to live performances of music, drama, et al.

Representative Celler (D., N. Y.) reintroduced his last-session bill to collect juke box royalty for songwriters by ending performance exemption from juke box play (see separate story). Rep. Oren Harris (D., Ark.) went after larger enter-

tainment game, with a bill to regulate the networks, thereby keeping an eye on programming, musical or otherwise. The bill would bring the networks under the new anti-payola provisions of the Communications Act, as well as the individual stations and program suppliers now covered.

Regulatory Bill

Another Harris Bill would improve performance or regulatory agencies in line with the Legislative Oversight Subcommittee suggestions (The Billboard, December 31, 1960). The latter suggested

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Opening Gun Sounds for Annual Battle Over Song Royalties on Juke Box Play

By MILDRED HALL

WASHINGTON — Rep. Emanuel Celler has fired the opening gun in the perennial battle for performance royalty for songwriters on juke box play. Celler (D., N. Y.) has reintroduced his legislation to knock out performance royalty exemption which has been part of the U. S. Copyright Law since 1909.

The new bill, H.R. 70, introduced by the chairman of the

House Judiciary Committee, is identical to H. R. 5921, on which hearings were held by Copyrights Subcommittee Chairman Edward Willis (D., La.) in the 86th Congress, in June, 1959. The bill makes provision for protecting the location owner from royalty responsibility, unless he also has "ownership or primary control" of the juke boxes on the premises.

The new bill does not put any ceiling on royalties to be collected, once the performance exemption is removed. However, Celler has indicated a readiness at any time to effect compromise arrangements if operators and songwriters could agree. In 1959, he proposed a trusteeship for collection of royalty, and put limits on the amount

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LISTENERS GIVE PATTI ANSWERS

WINSTON-SALEM, N. C. — Ted Arnold, WTOB, here, and his fellow jocks are conducting a contest on Patti Page's new record "Don't Read the Letter," designed to answer-song-writers.

Diners are asked to write answer-lyrics to Miss Page's disk. The WTOB spinners will record the winning lyrics themselves and present the winner with a waxing of their vocal, plus a phonograph. In addition, the winning lyrics will be submitted to Mercury Records for possible diskings. It's interesting to note that Patti Page has been listed as one of the 10 favorite female vocalists on Billboard Music Week's disk jockey popularity poll for the past 12 years.

Darin Leads the UST Release of New Tape Packs

HOLLYWOOD — United Stereo tapes kick off the new year with the release of 37 four-track stereo tape packages representing the product of 10 labels. Release is highlighted by two Bobby Darin albums from Atco; and Atlantic's "Genius of Ray Charles."

From the London catalog, UST takes seven releases comprised of one Mantovani and six classical

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Record Circles Discuss Trade-In Idea: Consumer Would Get 'Credit' for Oldies

Suggest Allowance of 25c on 45 Single Turn-In Toward Purchase of 98-Cent Disk

By REN GREVATT

NEW YORK — A single record sales scheme embodying the concept of a credit for old disk merchandise brought in by a customer to be applied against the purchase of a new single disk, has been discussed at some length in various disk circles here.

Most prominently discussed is an allowance of 25 cents to be extended on an old 45 r.p.m. single toward the purchase of a new 98-cent single. This would have the effect of cutting the price of a single to 73 cents.

Proponents of the idea point out that the record business is not unlike the auto business, in the sense that both are in a way, luxury items. One observer noted that "The automobile business thrives on obsolescence and trade-ins. To sell a new car, an auto dealer has

to get the customer's old car "off the street," as it were.

Same Logic

"The same idea is just as logical in the record business. You give the consumer a reason to want something new by giving a certain value to the old product he now owns. Give him a chance to trade it in and he will come running to his record store. And while he's there, the chances are he'll buy some other items, too."

Another trader, commenting on the idea, declared: "There are always deals on singles, what with freebies and the 300 free for 1,000 bought, but seldom do the benefits of these deals filter down to the consumer. The trade-in idea is one way of giving the customer a break,

and maybe selling him more records.

"We're also faced with a lot of competition from various premium houses and other channels that deal in records that have been returned. This kind of a system, properly used, could help eliminate the problem by giving the buyer more for his money. I would recommend, too, that every record turned in on the trade deal be destroyed, so they never get into the cheap premium channels."

Finfer Likes Idea

Harry Finfer, well-known Philadelphia record distributor who also operates Jamie and Guyden Records, said this week, "It's a sensational idea. The industry needs a

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Over-Counter, Low-Price Albums Behind '60 Pace

Other Albums Show Higher Returns Last Yr.; Low-Price Mono Sales Rose, Stereo Dropped

NEW YORK — The low-price album field during 1960 failed to match the gains made by the total album business with regard to over-the-counter sales during 1960, according to Billboard Music Week market research analysis.

It is true that low-price mono sales at the retail level increased 21.5 per cent during the first 48 weeks of 1960, accounting for a dollar volume of \$5,390,741, as against the same period in 1959.

Low-priced stereo, however, showed a drop of 11.4 per cent in the first 48 weeks of 1960, and accounted for a retail dollar volume of \$2,306,288. (These figures are based on manufacturers' list price.)

Thus, the total low-price dollar volume at the retail level, at suggested list prices, totaled \$7,697,029 for 1960, as compared to \$7,037,448 during 1959 in the first 48 weeks.

Although many firms in the low-price field (\$2.99 or less for stereo; \$1.99 or less for mono) substantially cut down their schedule of releases in keeping with declining sales, some leading firms, nevertheless did very well and even increased their dealer business substantially in 1960.

Traders note that widespread discounting of major labels has

(Continued on page 12)

Greer Resigns Dot Advertising Post

HOLLYWOOD—Norman Greer, for the past year and a half Dot Records' advertising and sales promotion director, last week resigned his post to go into business for himself. Greer will return to public relations, the field from whence he came when he joined Dot. He will reopen his independent P.R. firm and will add sales merchandising to its functions.

Greer will retain Dot as an account, and will perform almost the identical duties he had when he served the firm as a staff man. Greer will continue to attend Dot's promotional meetings and will function as a consultant in advertising and special sales promotional campaigns. Wade Advertising will continue to handle the Dot account. Carol Kaitshuk, Greer's girl Friday at Dot, will leave with him to join his new office.

The Queen Awards Knighthood to Brit. Decca's E. R. Lewis

LONDON — Highlights of the Annual New Year's Honours was the award of a knighthood to E. R. Lewis, the chairman of British Decca. He will be made a Knight Bachelor. Lewis was in New York, visiting the Decca-owned London Records, on the last lap of a round-the-world tour, when the award was published in The London Gazette December 31.

Arrangements will be made for him to receive the accolade, probably from the Queen, after his return to London, scheduled for tomorrow (10). He will then be known as either Sir Edward or Sir E. R. Lewis.

Lewis entered the record industry in 1929 and saved British Decca Records when it was foundering. He has provided the inspiration and driving force behind the firm ever since. By 1934 it was healthy enough for him to start American Decca, which quickly became one of America's most powerful labels.

The British holding had to be sold by war-time government order, but as soon as the restrictions were ended—in 1946—British Decca again launched a U. S. subsidiary, London Records.

Throughout most of this period, Lewis was an unpaid director of the firm. He only became chairman in 1958, and still draws no salary from it. He has served on many public bodies, including a current government committee on consumer protection, and has been—usually anonymously—a generous donor to many charitable causes.

RCA Compact 33 Shipments Reach Dealers

NEW YORK — The first compact 33 singles from RCA Victor have been shipped to dealers throughout the country. First singles on the 33 speed include records by Della Reese, Andy and the Bey Sisters, the Ames Brothers, Boots Randolph, and Barry Martin. These records are also available on 45.

Victor is sending these records to disk jockeys in both speeds. The firm will send out most of its singles to jocks in both speeds for the present.

House Committee Approves Report On Investigations

WASHINGTON — A majority of the House Legislative Oversight Subcommittee has approved the earlier and lengthier report of its investigative staff, in a document which is substantially a condensation of the staff memo (The Billboard, December 31, 1960). The majority report reviews the activities of the now defunct Legislative Oversight Subcommittee which investigated regulatory agencies and held hearings on payola and TV quiz frauds.

The report recommends additional strengthening of commissions to improve their effectiveness in dealing with the industries they regulate. It also agrees with the staff recommendation that a permanent subcommittee of the Harris (D., Ark.) Commerce Committee be set up to maintain liaison between the full committee and the various problems besetting the regulatory agencies.

In its brief reference to the payola hearings, the report of the subcommittee notes that its sharp criticism of both the Federal Communications Commission and the Federal Trade Commission for "laxity" in dealing with payola and quiz-show rigging apparently had a "salutory" effect. The subcommittee expects that the more vigorous and "awakened" commissions together with the new Anti-Payola and Broadcast Reform Laws,

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Stations Irked by 'Help Me' Letter From DeeJay Bostic

NEW YORK — A letter sent out last November by WLIB deejay, Joe Bostic, seeking help from "fellow disk jockeys," has created something of a stir here and has brought a sharp crackdown on activities of this nature by WLIB management.

In the letter, Bostic pointed out to other deejays that "the whole 'payola' controversy has made it impossible to indulge in anything but legitimate business enterprises to supplement one's income. Because of this, I bought a partnership in the Holy Hour label."

Pointing out that "I am writing you this friendly letter in desperation because I need some help and need it badly," Bostic then went on to describe several new gospel releases of the record label, on which point he suggested "you won't harm your program by playing the records." Bostic asked the deejays to arrange for a distributor for him in their territory. "On every order that I receive from the distributor you recommend," noted Bostic, "I will give you 2 cents. For every record you yourself sell to your listeners, I will give you 5 cents."

Dolly Banks, station executive at

WHAT in Philadelphia, said, "When this was brought to my attention, I was amazed. It flaunts all the existing rulings. It definitely is under-the-table payola and if any of our jockeys did this, they would be fired."

Meanwhile, WLIB executive, Harry Novick, declared, "This was done by Bostic entirely without station approval or even knowledge. We found out about it only when copies of the letters were sent to us. We objected most strenuously to the fact that he openly used our station call letters in a completely unauthorized manner. Nobody is permitted to do this. We got Bostic in the office fast when we learned about it and laid down the law to him."

"Here at WLIB we have in effect a plan whereby every jockey has to file a program schedule three days in advance. All selections are played on the air by the engineer, not the jockey. Believe me, we've been watching the program content of these shows like hawks, particularly since this happened, to make sure none of our people might be returning favors received on their part from other jocks."

UA Launches Deal on LP's

NEW YORK — United Artists Records has set up a special restocking deal for distributors, whereby when they buy five copies of the same LP, they will receive one free. The plan will run through to the end of this month.

The new sales program applies to the entire UA catalog, including its current two albums by Ferrante and Teicher and two sound-track packages, "The Apartment" and "Never on Sunday." However, the new plan does not apply to UA's Sound Series, Ultra Audio, which will continue to be offered on a one-for-six program, through January 31.

A special deferred payment plan is offered by UA on the new program, with billing for distributors split into a two-month period. Meanwhile, Art Talmadge, UA's vice-president - general manager, said, "We have held up new releases in order for our distributors to replenish their stock as advantageously as possible." Talmadge noted that December was the biggest sales month in UA's history and that the sales are carrying over into January. "We want distributors to get full advantage of those albums which are continuing to climb in sales before we bring out our new releases," commented Talmadge.

Clifford L. Carter Sets 60-Day Area Tours

NEW YORK — Clifford L. Carter, vice-president of Carl Fischer, Inc., leaves this month on a two-month tour of music dealers in Southern and Western United States.

Carter has scheduled the trip in the interest of publisher - dealer relations. The trip will also enable him to make a first-hand survey of current trends in the music market, and to discuss with dealers their views of industry activities and problems.

BILLBOARD MUSIC WEEK

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EDITORIAL

The 'New' Billboard

With this issue, we don new dress. We have modernized many of our typographical styles and we have added many new features. And, not least, our name now becomes Billboard Music Week.

The change in our title reflects the most basic aspect of the alteration in our format. With the transfer of the old Billboard departments covering Outdoor show business to our new sister weekly, "Amusement Business," our new name more accurately reflects our sphere of coverage. For the first time, Billboard is no longer a general show business publication, but a weekly business journal for the professional user of music, with the emphasis on recordings, and of music playback equipment.

Thus, Billboard Music Week is written primarily for those same readers who looked to the "old" Billboard's Music and Coin Machine sections; that is, for disk jockeys and other personnel concerned with the programming of music on the broadcast level; for the dealer who retails music, records, playback equipment and associated accessories; and for the juke box operator whose machines will be as profitable as his judicious selection of records.

We believe that, in serving these primary readers, we will also provide much of interest and value to readers in related fields, such as manufacturers and publishers.

However, the interests of these three basic types of readers remain paramount in our editing now, as in the past. We shall continue to fight for their interests, whenever the support of the conscientious business press is called for.

Besides our typographical appearance, the basic major change in the format of the new Billboard Music Week is the establishment of separate departments to serve the specialized needs of radio-TV programming people and retail dealers, just as we have for years maintained a coin machine department for the juke box operator and bulk merchandise executive.

Each of these new departments contains features designed to be of most help in solving the weekly problems of its readers. Thus, the Radio-TV Programming department provides new record charts in formats which can be integrated directly into existing programs. Other new features offer information vital to stations which program LP's, and to TV stations using recorded music formats—both features new to any business paper.

The Music-Phonograph Merchandising department, written for the dealer, embraces many features formerly in the old Billboard's Audio department and adds several new ones. The latter include the first chart of best-selling phonographs by price category, certainly a vital matter for the inventory-conscious dealer. Latest information summarizing special price deals on records for retailers also is a matter of more than passing interest.

Opinion panels on vital, provocative questions are highlights of both of the above departments, as is spot news of particular interest to readers of these sections.

The Coin Machines Operating department offers two new features of major importance to its readers. The Double Play Disk chart points up two-sided records that offer alert operators the top potential payoffs. The Programming Guide, breaking down current top singles by type of music, enables operators to program their locations more intelligently by clarifying the greatest potential audience for each record.

Of course, since the basic commodity of Billboard Music Week is information about music—with the emphasis on recordings—the interests of all of our readers are certain to cross. Thus, broadcasters and DJ's also will find that the above-mentioned singles Programming Guide is a simplified reference source for preparing balanced listening fare. And certainly all our readers will be interested in other new chart features which begin this issue including Best-Selling LP's by Category, a major innovation which provides must information for dealer inventory and broadcaster programming; and a new singles chart now appearing opposite the Hot 100 called Top Market Breakouts.

It would be wrong to say that everything about the "new" Billboard is new. There is no change, for example, in that indefinable asset that long was the proudest boast of the "old" Billboard: editorial integrity in our news columns, our reviews and our charts. This, we promise, remains our policy.

Nor will there be any change in our editorial staff's aggressive pursuit of news stories in the interests of our basic readership, no matter how delicate the subject nor how powerful the interests involved.

And so we usher in the first issue of the new Billboard Music Week, containing many new features to help serve you better, but basically unchanged in policy and approach. We hope you will like us.

LATE BILLBOARD SPOTLIGHTS:

(Earlier Spotlights are contained in the chart and review section.)

FATS DOMINO: WHAT A PRICE (Travis, BMI) (2:30)—AIN'T THAT JUST LIKE A WOMAN (Cherio, BMI) (2:22)—Fats Domino should continue his lengthy hit string with these two fine sides. Top side is a listenable stroll effort, in which the singer tells of his troubles, over gospel support. Flip is an uptempo boogie woogie item. **Imperial 2837.**

MAURICE WILLIAMS: I REMEMBER (Windsong, BMI) (2:05)—ALWAYS (Windsong, BMI) (2:00)—Maurice Williams follows up his smash hit "Stay" with two sock performances here. "Remember" features the singer in a winning vocal on a rhythm tune; "Always" is an attractive ballad sold with feeling. **Herald 556.**

Transshipping Still Hurts Disk Jobbers, Though Bootlegging, Counterfeiting Fades

Distributors in Many Sections of Country Faced With Cut-Price Competition by Transshippers

NEW YORK — The recent crackdown on bootlegging and counterfeit recording has helped distributors in many sections of the country, but record jobbers are still plagued by the transshipping problem.

Up until little less than a year ago many tradesters were convinced that counterfeit records were siphoning off 20 to 25 per cent of the sales of hit records in almost all of the large city markets. They estimated this by lower-than-usual sales of hit disks when measured against previous figures. The crackdown on the counterfeit rings, spearheaded by the Association of Record Manufacturers and Distributors (ARMADA), appears to have cleaned up the biggest majority of them. Distributors checked in the East, for instance, claim that sales of their biggest hits are now reaching higher figures.

Vigorous prosecution of counterfeiters appears to have had — to

date—excellent results in stopping the flow of illegal records to market.

Distributors Bothered

But distributors, especially the established independents and those affiliated with the major labels, are becoming more and more distressed with the transshippers. Since the record industry is faced with the governmental interpretation that a distributor or a jobber is not limited to any territory or region in selling his records, transshipping has spread into many sections of the country. And transshippers are operating over large areas.

It is not the fact of transshipping itself to which distributors object. Rather it is the prices for which many of the transshippers are willing to sell their merchandise. According to a number of New York distributors, for instance, transshippers from various areas of New York, New Jersey and Pennsylvania have been offering both

singles and LP's far below the usual dealer cost. These distributors note that they have to shave prices down so low to meet this competition that they have a hard time making a reasonable profit.

Because of the prices at which out-of-town jobbers are offering LP's, there are dealers who buy part or even a majority of their goods from afar. One store in New York City, for example, is now buying 80 to 90 per cent of its cream merchandise from out-of-State, using local distributors only for ones and twos of needed product.

The transshipping problem is one of the reasons that stores, usually department stores or out-and-out discount houses, are able to offer records at such incredible prices as \$1.66 and \$1.98 an LP. These stores don't offer many of the cream items at this price. But even if they only offer a dozen or so, it is enough to hurt many dealers; make the public think that all rec-

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Best-Selling Themes Boost Hollywood B.O.

NEW YORK — Hollywood chalked up a prosperous box-office year in 1960, and the new trend toward best-selling movie themes in the record business—with the extensive radio-TV exposure for the tunes — was undoubtedly a contributing factor.

In 1960, 22 pictures each attained a gross of \$4 million or more in the United States and Canada. All 22 of the films were represented by recorded versions of their themes, and at least nine of the movie tunes were best sellers on Billboard Music Week charts, either as singles or albums.

For example, Elvis Presley's "GI Blues" is No. 1 on the Stereo Action chart this week. The "Ben-Hur" sound track has been on the album charts for 37 weeks; Billy Vaughn's "Theme From A Summer Place" LP, 37 weeks. Percy Faith's single waxing of "Theme From A

Summer Place" was the No. 1 record of the year, "Theme From The Apartment" is No. 18 on the Monophonic Action album chart this week and single versions of the theme were on the "Hot 100" for many weeks.

Johnny Horton's "North to Alaska," has been in the top 10 on the "Hot 100" for some time. Earlier this year Frank Chacksfield's waxing of "On the Beach" was a chart-maker. The "South Pacific" sound-track album has been on the charts for 146 weeks. "Can-Can" has been on the Stereo Action chart 25 weeks. Adam Wade's "Gloria's Theme" from "Butterfield 8" has also been on the "Hot 100" in recent weeks.

Top Grosses

Also among the top-grossing 22 movies last year—and represented by theme waxings—were: "The Bellboy," "Elmer Gantry," "From the Terrace," "Home From the Hill," "Journey to the Center of

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'Bonus' Plan For Singles

NEW YORK — Columbia Records is expanding its "Bonus to Sell" program to include singles as well as albums starting this week. The "Bonus to Sell" program, which Columbia introduced two years ago for albums, allows distributors to offer dealers either a 10 per cent return or a 5 per cent dollar credit plan based on dealers' net purchases.

This plan now also applies to dealer purchases of new or active 45's and 33 singles. Columbia has also expanded its "Bonus to Sell" on package product, limiting its dollar exchange privilege to stereo for stereo and mono for mono.

Columbia is also offering special discounts during January to its distributors for dealers. All Columbia mono sets (except Broadway show albums and multiple LP show sets) feature a 10 per cent discount, and all stereo albums (except show sets) feature a 20 per cent discount. Two and four-track tape also qualify for this discount. Harmony Records is featuring a discount of 15 per cent. All EP disks, both mono and stereo, also feature a 15 per cent discount.

Elektra Distributors In Anniversary Special Contest

NEW YORK—Elektra Records has announced a special 10th Anniversary sales contest for distributors, the winner to get an all-expenses-paid two weeks in Acapulco for two.

For each distributor, his sales record for January of 1960 becomes the base. The distributor who increases January, 1961, sales by the biggest percentage over his own sales for the same month a year ago, wins the contest. For newer distributors, September of 1960 becomes the base month. A feature of the contest to stimulate extra buying and stocking is a special 1-for-10 deal, in which a dealer gets one LP free for every 10 purchased (excluding samplers and current new releases).

Every salesman and the counter and promotion men in the winning distributorship win a precision 35-mm. camera. Each of the personnel in the second place distributorship receives a transistor radio. The entire program is backed with heavy ad and promotion efforts.

Capitol Discounts Pop & Classical In Jan. Program

HOLLYWOOD — Capitol's January dealer program offers a 10 per cent discount on its complete pop and classical catalog, plus 90-day deferred billing on a limited 100 per cent exchange privilege. A similar plan covers the top hundred Angel LP's. The limit on exchange is placed at five copies per album with the exception of Frank Sinatra's new album ("Sinatra's Swingin' Session"), which Capitol will back up with a full exchange up to 25 copies purchased.

The plan covers only LP's bought between January 3 through January 27, and does not apply to tapes, singles or EP's. To qualify for the program's benefits, a dealer must buy a minimum of 50 packages, including no less than two copies of 16 different albums on the January release. Exchanges will be accepted on or before June 30.

Deferred billing allows dealers a 90-day period, but requires payment to be made in two equal installments on the 10th of March and April. The same deal applies to Angel's top hundred albums with the exception of the 10 per cent discount.

DJ'S: HOW TO PLAY POLITICS

NEW YORK — Deejays in search of topical wax for the forthcoming Presidential Inauguration period will be interested in society pianist Cliff Hall's report on the favorite pop songs of President-Elect Jack Kennedy and First-Lady Jackie.

Hall, who played at the Kennedy's Christmas Day party in Palm Beach, Fla., said Mrs. Kennedy likes Rodgers and Hart's "Wait Till You See Her," and "One for My Baby"; Cole Porter's "Down in the Depths (on the 90th Floor)"; Jule Styne's "Everything's Coming Up Roses" from "Gypsy," and "If I Could Ever Leave You" from Lerner and Loewe's "Camelot." President-Elect Kennedy prefers Kurt Weill's "September Song" and "Greensleeves."

Judgment Order Favors Williams in Contract Suit

CHICAGO—A judgment order in favor of Tony Williams, lead singer of the Platters, in his contract suit against Mercury Record Corporation, was handed down in U. S. District Court here last week.

The ruling, however, is subject to further appeal by Mercury, either in the district or a higher federal court. A hearing will be held next week, at which time Mercury will present further argument.

In last week's order, the court ruled, in essence, that an individual member of a recording group is not bound by the group's exclusive recording contract.

Standard Pact

Williams, who had signed a standard 5 per cent recording contract with Mercury, as a member of the Platters, thus is now free to appear as a soloist or with another group, without violating his Mercury pact.

The decision, if upheld, will undoubtedly lead to sweeping changes in the general field of artist-diskery recording contracts.

Trial date was originally set for February 1, 1961, but Williams' attorney, Richard Shelton, asked for a judgment last week on the basis of a memorandum opinion previously handed down by Federal Judge Michael Igoe (The Billboard, December 19 and 26). Judgment was awarded on the basis of the opinion.

Court Order

Said the court: "It is ordered and declared: 1. That the contract of February 19, 1959 (date of Williams' pact with Mercury), entered into by the plaintiff, Tony Williams, and the defendant, Mercury Record Corporation, is not restrictive as to the individual services of the plaintiff.

"2. That the plaintiff, Tony Williams, is bound by the said contract only as to his performance as a member of the singing group, 'the Platters'."

Background of the case is complicated. It developed when Irving Green, Mercury president, wrote all five members of the Platters, referring to a story in The Billboard, (June 6) stating that Williams was leaving the Platters and would be replaced by Sonny Turner.

Legal Question

Williams was told that he could not perform with any other group during the existence of the Mercury pact. Williams had agreed to con-

M-G-M Salutes '61 With 21 Packages

NEW YORK — M-G-M Records has fired a "21-gun Starpower album salute to 1961," with an initial album release of 21 packages, all but two of which are available in both stereo and monaural form.

Connie Francis leads off the release with two sets, including the recently recorded "Connie at the Copa," and "Songs to a Swinging Band." There are also packages by Joni James, Tommy Edwards, Conway Twitty, David Rose, Leroy Holmes, Andre Previn, Sheb Wooley, the Gateway Singers, Vera Lynn, the Berlin Promenade Orchestra, Ornadel, Manuel and his guitars and orchestra, and Art Mooney.

Others include "More Music From Ben Hur," a set starring various writers of million-sellers, titled, "We Wrote 'Em and We Sing 'Em," and monaural-only packages by the late Hank Williams and the late Carson Robison. A saturation promotion and advertising campaign is in the works.

tinue recording with the Platters for Mercury, so the only legal question was whether he was free to perform individually with another company.

Williams went to court asking for court interpretation of the contract in the form of a declaratory judgment. No damages were sought or involved.

After Williams filed his original suit, Mercury answered with a motion for judgment on the pleadings, with Williams following with a motion to strike Mercury's motion.

Memo Opinion

The court granted Williams' motion to strike, with Judge Igoe discussing the case in detail in a memorandum opinion delivered in conjunction with his order. It was this opinion, quoted extensively in The Billboard (December 19) that was the basis for the court's latest judgment order in favor of Williams last week.

3 Musical Instrument Producers In Giant Merger; RMC New Firm

ELKHART, Ind. — One of the largest mergers in the history of musical instrument manufacturers was consummated last week with the formation of the Richards Music Corporation (RMC). The firms involved in the merger are the E. K. Blessing Band Instrument Company, the Martin Band Instrument Company and Musicade of Elkhart, and the F. A. Reynolds Company of Cleveland.

The new firm will be headed by Paul E. Richards, former general sales manager for the Conn Corporation of Elkhart. As a result of the merger, RMC will be the manufacturer of a line of brass and woodwind instruments, and distributors of string instruments and accordions. Products to be added under the new firm's expansion plans include percussion and fretted instruments, pianos, organs and related musical merchandise.

All of the merged firms will retain their brand names, and manufacturing will continue in each factory under the existing management and personnel. The Martin Company will operate as a wholly owned subsidiary, with Robert Stahr, former president, serving as general manager. The E. K. Blessing Company will become the Blessing division, with E. K. Blessing as general manager. The Reynolds Company will become the Reynolds division, under the direction of Heinrich Roth. Fred Blessing will serve as director of purchases for RMC. RMC will also be exclusive distributors for Roth violins, and of the Panacordian and Crucianelli accordions.

According to Richards, future plans call for establishment of a

Col. Names Grady Vice-Pres. of Mfg.

NEW YORK — Bill Grady has been named vice-president of manufacturing at Columbia Records by Goddard Lieberman, head of the diskery. In his newly created vice-presidency Grady will direct the operation of Columbia's record manufacturing facilities and capacities.

Grady's former title was director of manufacturing, responsible for manufacturing, engineering and purchasing in all of the company's domestic plant and foreign subsidiary locations. The Columbia facilities are now located in Bridgeport, Conn.; Terre Haute, Ind.; Los Angeles; Pitman, N. J.; Canada, Australia, Mexico and Argentina.

Columbia Expands Custom Disk Div.; Specializes Sales

NEW YORK — Columbia Records has renamed and expanded the custom record division of the company, formerly called Columbia Transcriptions. The new name of the custom division is Columbia Record Productions (CRP).

CRP will operate in two specialized sales areas. Custom Records will promote sales and provide services to private labels and produce recorded material for federal agencies of the U. S. Government. The Special Products Division will promote sales of varied products and services, including electrical transcriptions, studio services, premium services for industrial accounts, Auravision (paper disks), tape and slide film.

Cal Roberts, chief of Columbia Transcriptions, will head the custom records operation, and Al Shulman, former head of Epic Records, will be the director of the special products division.

wholly owned subsidiary financing corporation to provide financing services to retail dealers. Richards noted that, "In the distribution of musical instruments, as in other consumer products, the most important link in the chain is the retail dealer. Our sales organization will be directed toward helping the dealer make that sale. All of the company's product will be sold directly to retail music dealers by trained field sales managers."

Angel Records Without Agency, Eyes 'Long-Hairs'

HOLLYWOOD — Angel Records, Capitol's long-haired sister label, is without an ad agency although the \$100,000 annual account was assigned last month to Grant Advertising. At that time, Capitol had decided to split its \$600,000 annual ad billing (previously handled by Young & Rubicam) between two ad agencies.

It shifted its own half-million-dollar yearly budget to Beverly Hill's Carson-Roberts, with Angel's smaller share going to Grant. One of the primary reasons for awarding Angel to Grant was the ad agency's recently appointed vice-president in charge of its creative department, Dave Fenwick. Last week, the five-month-old agency merger which brought Fenwick into the Grant agency was dissolved. With Fenwick out of the Grant set-up, Capitol will seek a new ad berth for its Angel account.

Reason: Capitol had felt that Fenwick's knowledge of the record business, with particular emphasis on the classical field, made him ideally suited to handle Angel's advertising. Fenwick is no newcomer to record advertising in general, and Capitol's in particular. More than a decade ago, the Dunn-Fenwick Advertising Agency placed Capitol's ads. The agency was dissolved when partner Lloyd Dunn joined Capitol in an executive capacity, where he serves today as its marketing vice-president. Since that time, Fenwick has been associated with almost every agency which handled the Capitol account with the exception of its most recent, Young & Rubicam.

Who will get Angel's account? An agency that knows the long-haired disk field, and one with facilities in both Los Angeles and classical-heavy New York.

MUSIC AS WRITTEN

New York

MANUFACTURER NEWS: Harry Finfer of Universal Distributors in Philadelphia is excited over the sales reaction to the **Jordan Brothers** waxing of "It Ain't What They Say." He thinks the boys have a solid hit... Tri-State Distributors, **Cliff Ostermeyer's** organization in Fort Wayne, has moved to new and more elaborate quarters in that town... Wye Records is issuing the second disk by the **Mark II** duo this week. First waxing by the boys (**Wayne Cogswell** and **Ray Peterson**), "Night Theme," was a big hit... There will be a total of four records on the tune "Cimarron" from the flick of the same name. Labels issuing the tune penned by **Franz Waxman** and **Paul Francis Webster** are RCA Victor, M-G-M, Capitol and Decca... **George Lee** is flipping over the reaction to German thrush **Marlene Stolz'** record of "Good Night, Johnny Boy" on Palette... The "A" label has signed warbler **Ray Artis**.

Artia Records has appointed the newly formed **Circuit Records Distributing Company** of New York as distributor of the **Artia** and **Parliament** labels in the metropolitan area. Firm will also handle the **NK** line of Russian imports, and **Supraphon**, the Czech-made disks. **Norma Dorfman** will head the new distribution operation. She was formerly a sales exec at **Capitol** and **Everest**... **Peacock Records** has signed the folk duo, **Abner and Linda**... **Danny Winchell** has joined the **Colpix** label as pop singles manager... **Myers Records** of Philadelphia has signed rocker **Lloyd Arnold**. **Bob Rolnitz**.

KEMPER NEW Y.&R. VEEPEE . . .

Haps Kemper, at one time general manager of the music division of The Billboard, has been made a vice-president and account supervisor of the **Young & Rubicam Advertising Agency** in New York.

Hollywood

MANUFACTURER NEWS: "Ogden Nash Reads Ogden Nash" is the first album recorded by the poet for **Capitol Records** under his new exclusive contract with the label. Nash, who had previously appeared on the **Caedmon** label, reads his satirical poems from his anthology, "Verses from 1920 On" against an off-beat musical setting arranged and conducted by **Glenn Osser**. Poet-satirist is best known on the contemporary scene for his contributions to the **New Yorker** magazine. The album, recorded by **Capitol New York** producer **Andy Wiswell**, is scheduled for release later this year.

Liberty Records is taking over distribution of three singles produced by two independent labels: the **Hollywood Argyles'** "You've Been Torturing Me" b-w "The Grubble" and **Richard Berry's** "Give It Up" b-w "I Want You to Be My Girl," both disks on the **Paxley** label; and **Dizzy Dixon** and the **Deacons'** "The Hapsburg Serenade Twist" on **Sparkle**. Distribution deals were made with **Paxley's** **Kim Fowley** and **Gary Paxton**, and **Sparkle's** **John Brandon**.

Dot Records named **Hugh Owen** as regional representative in the upper Midwestern market area with headquarters in Minneapolis. Owen has been sales manager for **Harold N. Lieberman**, Dot's distributor in Minneapolis. Appointment was made personally by **Dot President Randy Wood**.

Challenge will rush-release a **Jerry Wallace** "There She Goes" LP and EP to cash in on its chart-climbing single of the same name. In two weeks on the "Hot 100" chart, "Goes" went to the 61st rung of the hit ladder. It first entered the chart a week ago as No. 98, shooting up 37 places in one week.

Bob Weiss, Warner Bros.' Paris-based international director, arrived at the label's Burbank headquarters for six weeks of meetings with label President **Jim Conkling** and the firm's other executives. Since his appointment to the international post a year and a half ago, WB is now represented in all the major record markets of the world, and is one of the few firms to retain its own trademark in all countries where it is sold.

At the **Capitol Tower:** **Dakota Staton** is covering "All in My Mind," the **Maxine Brown** chart-rider on **Nomar**. It's being rushed to market a little more than a week after it was recorded in **Capitol's Gotham** studios. It's backed by "Hey, Lawdy, Mam" with **Benny Carter** providing the orchestral accompaniment for both sides. **Lee Zhito**.

Chicago

MANUFACTURER NEWS. . . **Ted Sipiora**, Singer One Stop, leaves for a short vacation in California with his wife, **Marilyn**. . . **Brother Fred**, an avid skier, just returned from a New Year's weekend skiing vacation in the **Houghton-Hancock** ski area in upper Michigan. Fred just joined the **Berkeley Ski Club**—a swinging social-athletic group headed by **Pete Riley**. . . The third **Sipiora** brother, **Joe**, became engaged last month to **Joan McCabe**, Park Ridge, Ill. Wedding bells are set for April 29.

Vee Jay's three promotion men—**Randy Wood**, **Red Schwartz** and **Steve Clark**—are on the road this week working on five new **Vee Jay** releases, due January 25. . . **Calvin Carter**, Vee Jay's a.&r. chief, cut a session last week with **John Lee Hooker**. . . Another session is slated this week with **Wade Flemons**. . . **Earl Glickin**, **Donna** and **Del Fi**, return from a New York trip. The label is planning three new releases in late January. . . It's a boy for **Max** and **Bonnie Cooperstein** (he's sales manager for **Chess** and **Checker**). **Robert Mark Cooperstein** arrived Tuesday (3). Mother and baby are doing beautifully. . . **Phil Chess**

(Continued on page 53)



Thanks
Disc Jockeys
for voting
these
Instrumental
Albums . . .

①
"Mr.
Lucky"

⑥
"The Blues &
The Beat"

Henry Mancini

Releasing Soon—Single . . .
"The Great Imposter"/"Love Music"

Both from the Universal-International Picture
"THE GREAT IMPOSTER"

Album . . .
"Mr. Lucky Goes Latin"

All on **RCA VICTOR**, of course

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TALENT TOPICS

NEW YORK

Tony Bennett is now starring at the Copa in New York. He is using a chorus of voices as part of his musical arrangements and has the vocalists sitting on the bandstand with the orchestra. . . . Musicians **Freddie Field**, **Jackie McLean**, **Larry Ritchie** and **Mike Mattos** are recreating their original stage roles and musical roles in the film version of the off-Broadway show "The Connection." . . . **Herbie Mann** and his Afro-Jazz Sextet are now at the Roundtable in New York. . . . **Thrush Gloria Lynne** opened at New York's Birdland last week. . . . **Mark Murphy** signed a long term personal management contract with Vito Promotions of Buffalo last week.

Frankie Avalon opens at the Sands Hotel in Las Vegas January 11 for three weeks. . . . The **Mark II** will be on the **Bob Clayton TV** show in Boston January 14 and with **Buddy Deane** in Baltimore January 21. . . . Jazz pianist **Randy Weston** appeared on the **Dave Garraway morning TV** stint last Tuesday (3). . . . **Dick Foley** of the **Brothers Four** married socialite **Janice Eisenger** of Seattle last week (6). **Bob Rolontz**.

HOLLYWOOD

Challenge's chart-climbing **Jerry Wallace** is booked in Hollywood's Cloisters for 10 days starting January 19. . . . **Jeanne Black**, Capitol's "Answer Girl," returns from a two-week, seven-city plugging tour on behalf of her "Oh, How I Miss You Tonight" (currently on the "Hot 100") on Friday (13). Tour covers Atlanta, Nashville, Chicago, St. Louis, Philadelphia, Washington and Charlotte.

Liberty's Johnny Burnette will headline a crippled children's benefit in Cleveland on Friday (13). The affair is being sponsored by all the radio stations in the area. On the following Sunday he will appear on **Dick Clark's network TV** show to sing his "You're Sixteen," currently riding the crest of the "Hot 100."

Sam Cooke will play three of the country's remaining personal appearance theaters, going into New York's Apollo on February 24, Washington's Howard March 3, and Baltimore's Royal March (10).

Each booking is for a week's run.

Francis Faye was signed by **Verve Records**. She opened last week at Las Vegas' Flamingo Hotel. . . . **Frankie Avalon** shares the bill with comic **Joey Bishop** at Las Vegas' Sands Hotel for a three-week run starting Wednesday (11). . . . He'll also move into San Francisco's Fairmont for three weeks, starting February 16.

RCA Victor's youngest recording artist, 13-year-old **Linda Green**, has been booked for personals in New York, Baltimore, Philadelphia, Cleveland, St. Louis and Kansas City. The **Jerry Lewis** and **Ray Bolger** protege hits the road on Monday (9). **Lee Zhitto**.

NASHVILLE

Mercury Records' **Shelby Singleton** was in town last week to record **Linda Brannon**, **Margie Singleton**, **Lawton Williams** and **LeRoy Van Dyke** at Bradley Studio. **George Jones** is due in January 16 for sessions for the label. . . . **Darrell McCall** was in Bradley Studio for Capitol Records Wednesday (4). . . . **Faron Young** was skedded for a Capitol session at Bradley Studio Saturday (7). . . . **Lynne Jagger** of Indianapolis was due in Bradley Studio Sunday (8) for a session to be directed by **Harold Bradley**.

RCA Victor's **Floyd Robinson** has been out on club dates promoting his current release, "Magic Lamp" b-w "Out of Gas." . . . The Town's laughing over **Simon Crum's** latest Capitol release, "Cuzz Yore So Sweet" b-w "Enormity in Motion," with reports indicating both sides are looking good. . . . **Wilburn Brothers'** new Decca album, "The Big Heartbreak" looks to be their best to date. . . . **Justin Tubb's** first release on the Starday label has just come out. It's "I'd Know You Anywhere" b-w "One Eyed Red."

Jim Reeves bagged two deer while holidaying in Texas with wife, **Mary**. . . . **Fred Foster** directed a Monument session at RCA Victor Studio for sessions for Skyline label Wednesday (4), and **Hickory's Joe Melson** was in for a session Thursday (5). . . . **June Valli's** Mercury release, "Guess Things Happen That Way," looks to be headed for hitdom, according to publisher **Kelso Herston**. . . . Mer-

cury's **Patli Page** is due in town for sessions very soon. **Pat Twitty**.

PITTSBURGH

RCA Victor is touting the forthcoming personal appearance here of **Jan Peerce**, who will sing with the Pittsburgh Opera Company in "The Masked Ball," January 19 and 21 at Syria Mosque, and pianist **Malcolm Frager**, making his local debut with the Pittsburgh Symphony at the Mosque, January 27 and 29. . . . **Skeeter Davis** spent January 6-8 plugging her "Late Date" single. . . . Columbia's **Lambert, Hendricks** and **Ross** added on to the **Nina Simone** show January 14, sponsored by Jazz Horizons. . . . The **La-Rells**, a vocal quintet of local lads, clicking with "Everybody Knew," their first for **Lenny Martin's** Robbee Records. **Len Mendlowitz**.

TORONTO

Columbia recording artists, the **Harmonicats**, are playing a week at the Prince George Hotel Pyramid Room. **Frank Jones**, ad chief of Columbia in Canada, is introducing them to the various deejays in the city. But because of musician union rules they cannot be interviewed on the air. . . . **Archie Cunningham**, known for his ragtime piano playing through the Thirties and Forties in the local area, died recently. He is survived by his widow, two daughters and two sons. . . . **Mary Frances**, vocalist on CBC-TV's "Country Hoedown," will record several original Western songs written specially for her by **Les Pouliot**, musical arranger of the show. . . . **Soprano Patrice Munsel** and vibraphonist **Peter Appleyard** were guests of **Wally Koster** on "The World of Music" TV show. . . . **Glenn Gould**, Columbia artist, appeared on a 10-minute telecast beamed to school children to talk about his career. . . . **Los Chicanos** wound up a six-week appearance at the El Mocambo and were followed by the **Sons of the Saddle**. . . . **Charlie Shavers** took top billing at the Town Tavern for a week. . . . **Van King** joins **Moxie Whitney's** crew at the Royal York Hotel. She also appears with **Cliff McKay** on his Holiday Ranch TV show out of Hamilton. **Harry Allen Jr.**

FOLK TALENT & TUNES

Around the Horn

A Herb Weinhaus-produced country and western package, booked by **Gene Johnson**, of **Wheeling, W. Va.**, suffered at the box-office at **Emery Auditorium, Cincinnati, New Year's Eve**, when a heavy snowstorm struck two hours before show time and carried on through the night. The same storm also sabotaged business at **Dayton, Ohio**, the following night (1). At **Columbus, Ohio**, Friday night (30), show attracted good business. Comprising the package were **Ernest Tubb** and **His Texas Troubadours**, **Stoney Cooper** and **Wilma Lee** and the **Clinch Mountain Clan**, **Grandpa Jones**, **Johnny Johnson** and **George McCormick**. On the **Cincy stand**, the unit did two shows to some 800 people, with ducats scaled at 50 cents for children and \$1.50 and \$2 for adults.

"The Radio Bermuda Country Show," of **ZBM, Hamilton, Bermuda**, has just entered its third year on the air by adding another

hour on Saturday to its weekly programming sked. According to **Travellin' Dave Cartner**, the show has been beamed a half hour nightly, except Thursdays, for the last two years. It started originally as a 15-minute, once-a-week seg. Besides the show's regular disk-spinning format, personal touches are provided by artists with voice intros and short interviews. The show has also paved the way for importing talent from the U. S., **Cartner** says, with **Johnny Humbird**, Columbia artist, the first to break the ice. Two members of show are native Bermudians—12-year-old **Valerie Soares** and **Norman Dawson**, the Singin' Fisherman. Recently **Cartner** had a visit from **Bobby Brenner**, of **MCA**, who, **Cartner** says, came up with a flock of solid ideas on how to promote c.&w. music in Bermuda and down through the West Indies. Over the holidays, **Cartner** enjoyed a visit from **Chuck Bernard**. **Cartner** says he is getting ready to import talent for live shows. He also urges artists and diskeries to get him samples of their latest product. Otherwise he'd have to wait months for the stuff to reach him. Last Saturday (7), members of "The

Radio Bermuda Country Show" did a special dinner show at the Old Colony Club, Hamilton, as a tribute to the late **Hank Williams**.

Jerry Cope and the **Trailblazers**, with Decca artist **Barbara Allen**, will be the floor-show attraction at fair managers' conventions in **Durham, N. C.**, January 13; **Richmond, Va.**, 14; **Reading, Pa.**, 19, and **Albany, N. Y.**, 24. Billed as the "Dominion Barn Dance Road Show," and managed by **Jim Gemmill**, the unit will make the appearances for the **Cooke & Rose Theatrical Enterprises, Inc.**, Lancaster, Pa., who will again handle the "Dominion Barn Dance" acts for the 1961 fair season. . . . A New Year's Eve visitor to **Dallas** was **Mae Boren ("Heartbreak Hotel") Axton**, who took time out from a record promotion to discuss new song material for **Davco Records'** artists with **Charles Wright**, Dallas agent. . . . **Roy Drusky**, whose new release on **Decca** is titled "I'd Rather Loan You Out," is set for an (Continued on page 53)

NIGHT CLUB REVIEWS

Chris Connor Shows Real Taste

One of jazz' most consistent LP record sellers, **Chris Connor**, is showing her distinguished style and fine taste for musical material at Greenwich Village's **Village Vanguard** these nights.

Chris has always been a distinctive singer of ballads, and her versions of "Black Coffee," and **John Benson Brooks'** "Where the Flamingos Fly" have that tortured kind of eloquence that hits directly at the meaning and the mood of the lyric. The latter tune, a moving piece of material, has been recorded and will be released on "A Portrait of Chris," due this month from **Atlantic**. Singing at faster tempos, however, **Chris** has a tendency to become over-experimental, sometimes distorting the time, melody and lyric sense of her material.

A fine trio supported **Miss Connor** with **Ronnie Ball** on piano, ex-**Gerry Mulligan** drummer **Dave Bailey** and **Ben Tucker**, bass.

The musically unusual is also a feature of the alternate half of the **Vanguard** program. **Guitarist Charlie Byrd** changes pace easily, playing jazz standards and blues and then switching into classical pieces by **Bach**. **Byrd** plays his unamplified guitar, jazz and classical, with a sharp-edged sensitivity and in the classical manner, using his fingers rather than a pick. He is soundly supported by drummer **Bud Seppenschmidt** and bassist **Ketter Betts**. **Jack Maher**.

★ ★ ★

Sarah Stresses Jazz at Basin St.

Sarah Vaughan has two singing styles, jazz and pop, and in both of these she is very good. But when caught by this reviewer at New York's **Basin Street East** last Tuesday (4), the "Divine **Sarah**" only stressed her jazz side, featuring very few of the pop songs that have brought her a resurgence in the record market over the past year. She did sing "Misty," but she left out "Broken-Hearted Melody," "Eternally," "Smooth Operator," etc., for swinging versions of "Just One of Those Things," "Cherokee," some ballads and a good dose of scat singing.

She did all of her songs well, and in her own special style. Yet, it would seem to this reviewer that the thrush might have built to a stronger finish if she had included some of the tunes that she turned into hits, as well as the jazz items. Perhaps the fact that **Sarah** was only backed by a four-piece quartet inhibited her, but it also left the audience a little less than satisfied.

Alternating with **Sarah Vaughan** on one of their frequent visits to the East Side boite was the **Dave Brubeck Quartet**. The **Brubeck** group has rarely sounded better. **Brubeck** himself played in a light, swinging fashion, avoiding some of his baroque affectations, and **Paul Demond** handled his solos with his usual skill. **Joe Morello** and **Gene Wright** kept the rhythm section moving. The crowd dug every bit of the group's performance. **Bob Rolontz**.

RUNS THREE NIGHTS

Bob Newhart Canada's 1st Live Telemeter Attraction

TORONTO — Warner Bros. recording artist **Bob Newhart** became the first major live attraction of **Telemeter** last week. **Newhart's** show, the same as he presents in his night club routine, plus one new routine never before presented in public, ran three nights.

The show was taped January 5 before an invited live audience of 100. It was re-broadcast Friday and Saturday. The show was planned to run more than one hour. **Newhart** was assisted by **Leon Bibb**, **Vanguard Records** balladeer.

Telemeter, now in its ninth month of pay-TV, charged watchers \$1.25 to watch **Newhart**. It is estimated that better than 90 per cent of those with **Telemeter** units will watch **Newhart**. Results, however, won't be known for at least two months, because collectors make their trips only every two months. There are almost 6,000 **Telemeter** installations operating in **Etobicoke**, a suburb of **Toronto**.

Newhart is believed to have been paid more than \$4,000 for his appearance.

Chris Connor Teams With Ferguson Band

NEW YORK — **Chris Connor** and the **Maynard Ferguson** big band will be teamed on two individual albums to be released at the end of February. The two LP's, one on **Roulette** and one on **Atlantic**, which will feature the jazz soagstress backed by the powerful jazz interpretations of the **Ferguson** band, are due for exposure simultaneously. The teaming is the result of an agreement between **Miss Connor's Atlantic** label and **Ferguson's Roulette**.

JAPAN'S JAZZ FEST SUCCESS

NEW YORK — Japan's first modern American jazz festival has been an immense success, according to reports cabled to **Billboard Music Week** by producer **Monte Kaye**. The modern jazz package opened January 2 in **Tokyo** with **Art Blakey** and the **Jazz Messengers**, **Lee Morgan**, **Bobby Timmons**, and **Wayne Shorter**, plus vocalist **Bill Henderson**.

Kaye says that the Japanese jazz fans dug the show and that attendance was SRO. The jazz unit will play **Osaka**, **Kobe**, and **Nagoya** after **Tokyo**, ending its run January 15.

"the BIG ONE for '61"

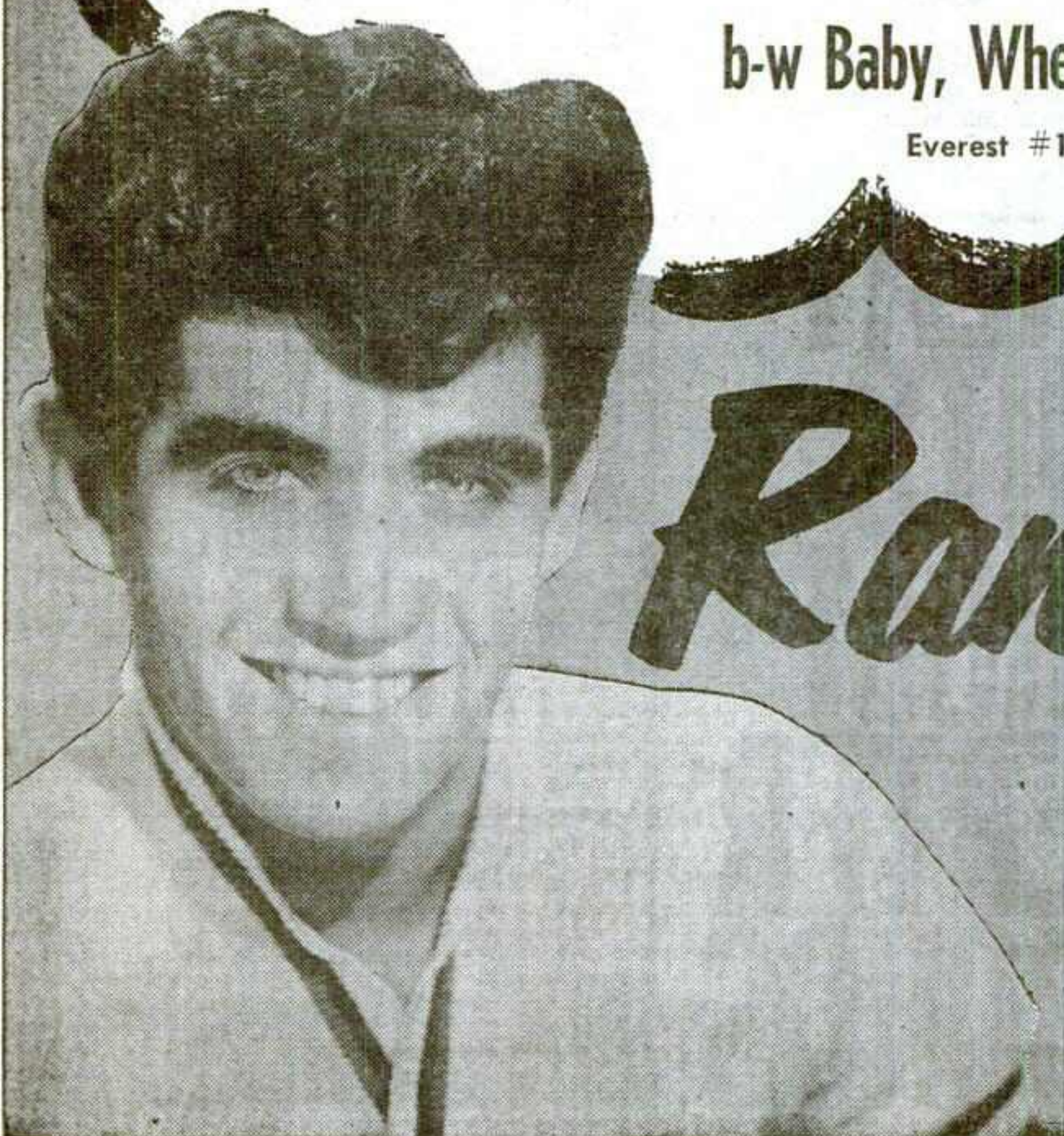
DID YOU
EVER SEE
A DREAM
WALKING



b-w Baby, Where You Are

Everest #19398

Randy Lee



EVEREST



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Roulette Toasts Anniversary Date With Album Bonus Deal

NEW YORK—Roulette Records will celebrate its fifth anniversary this month with a special half-price bonus sales program for distributors and dealers, which offers any Roulette album in the catalog at half price when the buyer purchases one at full price.

Effective throughout January, the half-price sale includes the catalogs of Roulette, Tico and Roost, plus all new January album releases on those labels. At the same time, Roulette is allowing a 10 per cent discount on all purchases of its low-priced Forum LP line. Applying only to Forum, the discount will run simultaneously with the half-price bonus sale.

An extensive merchandising and advertising campaign will back the new sales program, including a series of consumer ads in the rotogravure section of 30 top-circulation newspapers across the country. Included in a full window display kit is a large wire motion display which rotates 48 album covers.

Roulette's Executive Vice-President Joe Kolsky, Eastern Sales

Sonny Lester Opens Own Firm, Gold Eagle

NEW YORK — Sonny Lester, former a.&r. operator with Coral, Dot and Top Rank Records, has opened his own record firm, Gold Eagle Records. This is a subsidiary of Lester's Bald Eagle Productions, a commercial jingle-producing firm. Gold Eagle plans to release 24 singles and six albums this year. National distribution will be handled by Jerry Blaine's JayGee Records firm.

Manager Solly Solomon, Midwestern Sales Manager Marv Helfer and Western Sales Manager Abe Glaser are on the road this week visiting some 30 distributors to plug the new sales program.

New Roulette albums for January include packages by the Playmates, Joe Jones (his first LP), Tyree Glenn, William Kealoha, Kenny Bass and Wanda Stafford. The new Birdland Jazz series LP's spotlight packages by Count Basie, Sarah Vaughan, Billy Eckstine, Joe Williams and saxophonist John Handy. Johnny Smith has a new Roost LP, and Tico has a new Machito album.

Houston Gains As Disk Town

HOUSTON—Recording studios in this city, growing in popularity and reputation, are making the area well known nationally as a recording center.

The local studios work with M-G-M, Capitol, Mercury, Warner Bros., and Columbia, as well as many independents.

The outlook in the city is bright. With more and more recording artists coming to local night clubs to entertain, more and more records are being cut in Houston.

An official of one of the studios estimated income for 1959 at \$70,000 for Houston's "big three": A.C.A., Star Recording Company and Southwestern Recording Company.

Recordings are being made in night clubs, where entertainers are appearing; in studios, or any other

Producer to Pay Roulette Damages In 'Murder' Suit

NEW YORK—In the settlement of a suit lodged by Roulette Records against Canadian-American Records, it was noted in a Billboard story last week that Canadian-American was directed to pay damages of \$8,600 plus costs. The suit was filed by Roulette because of Canadian-American's use of a photo of Sarah Vaughan on the sound track album for "Murder, Inc.," a picture in which the singer was featured. Miss Vaughan is under contract to Roulette.

In the decision, Canadian-American was ordered to cease and desist on further production and sale of the recordings. The judgment of \$8,600 was directed solely against the picture's producer, Princess Production Corporation and Burt Balaban, and not the recording firm. The diskery was given permission to sell those albums released prior to the entry of the judgment, in an amount not to exceed 7,667 copies, of which 1,273 were for promotional purposes only.

location required for the job. Many small record companies, with local or regional labels, are coming to Houston to have records manufactured. One of the studios handles 30 of these local labels, located throughout the South.

Recording companies in the city also do much commercial work. They record sound tracks for films, radio jingles, sound for radio-TV advertisements, or any other legitimate recording job. Local recording executives feel that commercial talent exists here and they are trying to find those with talent and develop them.

Diners' Record Club Trys FM Radio Ads in Membership Bid

HOLLYWOOD — Diners' Record Club is testing the powers of FM radio as a means of recruiting members here with the understanding that should the test prove favorable, the club will harness the media on its behalf in all the major markets throughout the land. Diners' is buying spot announcements on Station KRHM (FM) offering any album the listener hears played on the station at \$1 for either stereo or monaural as a means of introducing him to "the benefits of the club."

When the requested album is shipped to the FM-listening prospect, it is accompanied by a pitch aimed at selling them on joining the club. According to inside sources at Diners', the test is paying off with a heavy deluge of inquiries. Club Chief Bernard Solomon is known to be studying the results carefully to see what part FM will play in the organization's ad future.

Key to the test, however, is not the number of inquiries the club receives, for these are spurred by the lure of getting LP's which sell

from \$3.98 to \$5.98 for a mere buck. Diners' decision to move into FM will depend upon how many of these inquiries can be converted into members. The test is still too new for Diners' to have crystallized a conversion rate. In all its other advertising, the club has avoided calling for inquiries. Ads have been so framed that any one who sends in a coupon automatically applies for membership. Record clubs have been one of the heavy advertisers in the printed media. If FM can deliver club membership at a cost-per-thousand rate on a par with publications, it may well come in for a share of the multimillion-dollar annual record club ad budget.

Veejay & Chess Set Jan. Releases

CHICAGO — Two Chicago manufacturers, Vee Jay and Chess, are planning sizeable release schedules for mid-January. Chess is scheduling releases January 15 on all three of its labels, Chess, Checker and Argo. Releases on the Argo label will be in both the jazz and pop lines. Details will be available shortly.

VeeJay is planning five new albums: (1) Jimmy Reed with a blues album; (2) Lou Hayes (he's drummer for the Cannonball Adderley outfit) album; (3) Modern Jazz Trio plus 3 album; (4) Sarah McLawler and Richard Otto; (5) and a spiritual LP with the Harmonizing Four.

Officials of both labels have indicated there is no immediate plan to go into the new percussive sound field.

Epic's Berniker Assoc. Producer

NEW YORK — Mike Berniker has been named an associate producer for Epic Records. He was named to the slot by Bill Levy, head of a.&r. and merchandising for the firm. In his new post, Berniker will handle Epic's pop and jazz artists. Berniker has been active in establishing the label's new jazz series catalog.

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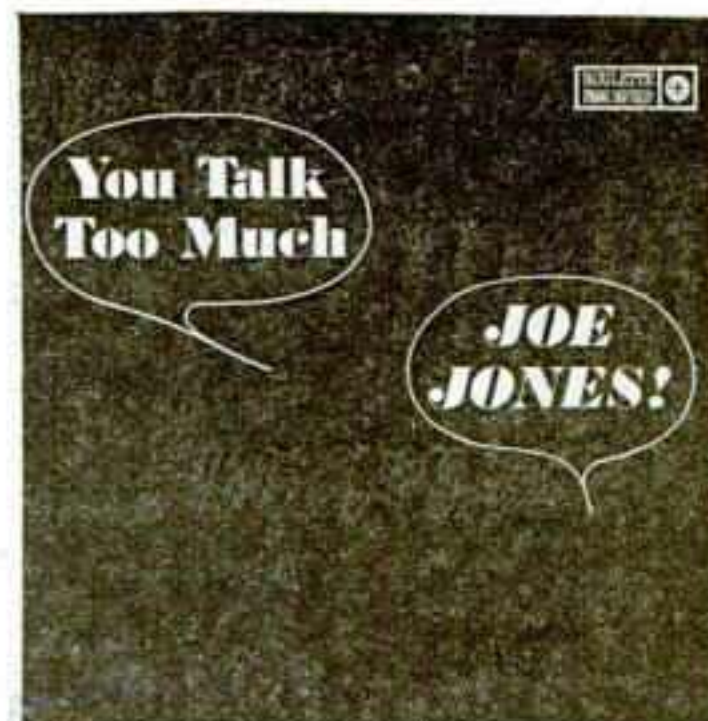
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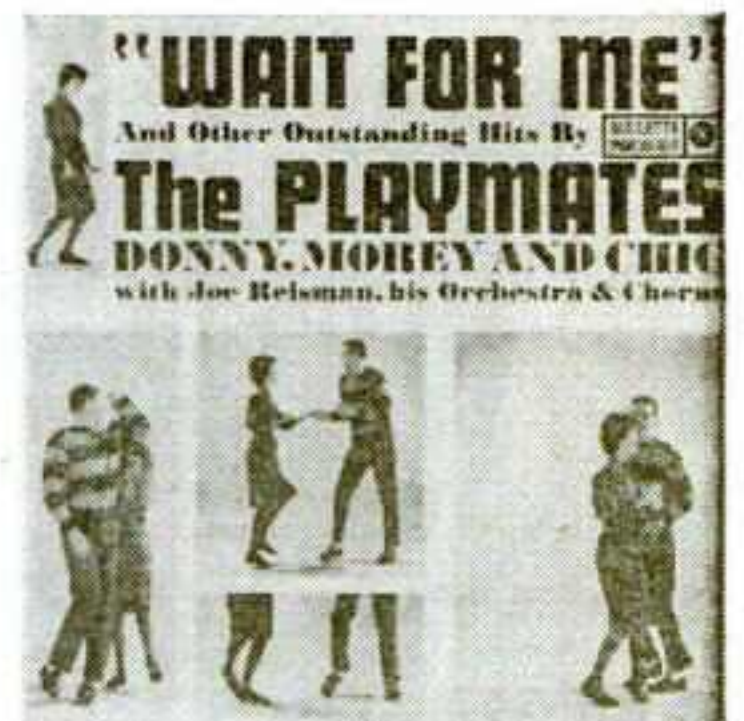
Kansas City Suite. Count Basie & His Orch. (S)R-52056



The Divine One. Sarah Vaughan. (S)R-52060



You Talk Too Much. Joe Jones. (S)R-25143



Wait for Me. The Playmates. (S)R-25139

MR. DEALER:

This Roulette sales program* is available ONLY in your store. No mail-order "clubs", no direct sales, no gimmicks to siphon off your profits! Quantities are unlimited. Call your Roulette Distributor today. *Qualified Dealers Only.

Roulette Advertising Sends Customers to Your Store for Profits Galore!

17-MILLION CIRCULATION...the cream of the record-buying audience will see BIG-BIG Roulette ads in Playboy...Downbeat...Schwann Catalog...plus the SUNDAY ROTO MAGAZINE SECTIONS OF 30 TOP CIRCULATION MAJOR MARKET NEWSPAPERS.

Roulette In-Store Promotion Creates Plenty of Sales Action!

NEW GIANT MOTION DISPLAY...Revolves 48 L.P. Covers; plus hanging pennants, colorful streamers and new complete consumer catalog...ALL FREE!

Plenty of coop advertising and publicity too! EVERYTHING to build more store traffic and fast-turnover profits!

the **NEW SOUND** in your favorite music is on



ROULETTE

the Home of the Stars

Shea Heads TV's New Licensing Committee to Deal With ASCAP

WASHINGTON — Hamilton Shea, president of WSVA-TV, Harrisonburg, Va., has been named chairman of a newly formed all-industry committee to negotiate a new television licensing agreement with the American Society of Composers, Authors and Publishers.

The chairmanship of this committee is "one of the most important assignments in broadcasting during the next 12 months," said Clair R. McCollough, chairman of the Policy Committee of the National Association of Broadcasters.

The all-industry committee represents NAB and non-NAB members in negotiating new contracts with ASCAP, to license its music to the TV stations. Both per-program and blanket contracts will be negotiated, with individual stations having their choice of methods of payment. Current contracts with ASCAP expire December 31, 1961.

Music Committee Chairman Shea, who also served in 1957, will head up a committee composed of these broadcasters:

Campbell Arnoux, chairman of

the board, WTAR, Inc., Norfolk, Va.; J. B. Fugua, president and general manager, WJBF, Augusta, Ga.; William Grant, president and general manager, KOA-TV, Denver; Payson Hall, president, Meredith Broadcasting, Des Moines; Alan J. Hartnick, assistant general counsel and assistant secretary, Metropolitan Broadcasting Corporation, New York.

Also serving are, Clifford M. Kirtland Jr., treasurer, Transcontinent Television Corporation, New York; Nathan Lord, general manager, WAVE-TV, Louisville; John E. McCoy, vice-president and secretary, Storer Broadcasting Company, Miami Beach, Fla.; John J. Murphy, vice-president, television, Crosley Broadcasting Corporation, Cincinnati; W. D. (Dub) Rogers, president and general manager, KDUB-TV, Lubbock, Tex.; Robert H. Smith, president and general manager, WCYB-TV, Bristol, Va.; Raymond W. Welpott, vice-president and general manager, WRCV-TV, Philadelphia; Charles C. Woodward Jr., vice-president, Westinghouse Broadcasting Company, New York, and Mathew E. Vieracker, general manager, WBKB, Chicago.

BB STAFFERS PROMOTED TO NEW POSITIONS

NEW YORK — Several promotions of editorial staffers of Billboard Music Week have gone into effect this week, resulting in several title changes.

June Bundy has been appointed Radio-TV Programming Editor, and Ren Grevatt has been named Music-Phonograph Merchandising Editor. Both continue to report to Music Editor Paul Ackerman.

Nick Biro, headquartering in Chicago, becomes Midwest News Editor. Ken Knauf has become Copy Editor, in the New York office. Niki Kalish Sachs has been elevated to Editorial Assistant in New York.

Other key editorial personnel retain their present functions, with Bob Rolontz continuing as Associate Music Editor, Aaron Sternfield as Coin Machine Operating Editor, Lee Zhito as West Coast News Editor, and Mildred Hall as Chief of the Washington Bureau.

Cap Boosts Engemann To Administrative Job

HOLLYWOOD — Capitol promoted Associate Artist & Repertoire Producer Karl Engemann to administrative assistant to Album Director Francis Scott. Engemann came to Capitol last March from Warner Bros. Records. Paul Wyatt was promoted from his editing supervisor's position to replace Engemann as associate producer to Executive Producer Ken Nelson.

of dance dates, with the exception of Southern Ontario where Knox is set for 15 theater engagements. Knox's "Lovey Dovey" on the Liberty label is currently selling well in Canada.

Buddy Knox Slates 1961 Canada Tour

HOLLYWOOD — Liberty Records' artist Buddy Knox has been set for an 18-week tour in Canada during 1961. The string of 84 one-nighters starts January 16 in St. John, New Brunswick and takes in all major cities in 10 provinces and the Yukon Territory. The tour winds up April 22 in British Columbia.

The dates, which are with Canada-Wide Attractions, were set by the Nellis Booking Agency of Moose Jaw, Saskatchewan.

The tour is made up primarily

San Remo Festival Reprised: Italian Govt. Ok's Song Pool

ROME — The difficulties with the San Remo Festival have been ironed out. A complete reversal in policy by the Ministry of Finance has approved the proposed song pool to be sponsored by Enalotta. The Enalotta committee supervises the public vote on the songs and guarantees prizes of \$32,000 to be awarded to winners. Each of the voters will stake 16 cents for each choice. The Festival will take place

January 26-28 and the public will vote between January 29 and February 4. Results will be published on February 6.

A brass ork and a string ork will perform the 24 tunes in competition; the former under the direction of Bruno Canfora, the latter conducted by Carlo Intra. Each of the songs will be performed twice and finalists will be chosen by vote—six on each night.

These are the 24 songs which have been chosen to be presented at the 11th Festival of San Remo taking place the end of January.

Title	Author	Publisher
A.A.A. Adorable Cercasi (AAAAA Love Wanted)	Martino-Brightenti	Alfredo Rossi-Ariston
Al Di La (Flow From There)	Donida-Rapetti	Ricordi
Benzina & Ceriale (Gasoline and Matches)	Gaber	Ricordi
Carolina Dai (Carolina, Give!)	Pance-Panzeri	Panzeri Messagerie
Che Freddo (How Cold)	Vianello Rossi	Leonardi
Come Sinfonia (Like a Symphony)	Donaggio	Curci
Febbre Di Musica (Music Fever)	Mascheroni-Biri	Sugar-Messagerie
Il Mare Nel Cassetto (The Sea Is a Drawer)	Lavalle Rolia	Guerrini
Io Amo, Tu Ami (I Love, You Love)	Redi-Bonagura	De Laurentis
Lady Luna	Trovati-Verde	Titanus
Lei (She)	Sentieri-Pazzaglia	Ricordi
Le Mille Bolle Blu (A Thousand Blue Bubbles)	Rossi-Pallavicini	C. A. Rossi
Libellule (Dragon Flies)	Viezoli-Testa	Leonardi
Mandolino, Mandolino (Mandolin, Mandolin)	Vian-Pugliese	Curci
Mare Di Dicembre (December Seas)	Libano-Beretta	Chiappo-Nazionale
Non Mi Dire Che Sei (Don't Tell Me Who You Are)	Bindi-Calabrese	Alfredo Rossi-Ariston
Notturmo Senza Luna (Moonless Night)	D'Anzi	Curci
Patatina (Little Potato)	Meccia-Migliacci	Alfredo Rossi-Ariston
Pozzanghere (Puddles)	Renis-Orfelli	Curci
Qualcuno Me Ama (Someone Loves Me)	Soffici-Darena	Italcarrisch
Tu Con Me (You With Me)	Ballotta-Galano	Sugar-Messagerie
Un Goccia Di Cielo (A Drop of Heaven)	Negri	Sugar-Messagerie
Un Uomo Vivo (A Living Man)	Paoli	Ricordi
24 Mille Baci (24,000 Kisses)	Celentano-Vivarelli	La Nazionale

Canadian Airlines Feel Background Music Copy't Fees Going 'Sky High'

By HARRY ALLEN JR.

TORONTO — The Copyright Appeal Board, headed by Justice Thorson of the Exchequer Court, is expected to hand down its ruling on tariff submissions by Composers, Authors and Publishers Association of Canada and BMI Canada, Ltd., sometime this month. CAPAC's submission was handled by William St. Clair Low, general manager, and John V. Mills, staff solicitor.

Strongest opposition came from Trans-Canada Airlines which would have to pay on the basis of a \$1 a seat a year for each plane, with a minimum of \$50 a year.

Verve Releasing Nine New Albums In '61 Prep Plan

HOLLYWOOD — Verve Records will issue nine new albums to be included in its "'61 Prep Plan." The program's across-the-board 15 per cent discount on all merchandise purchased during January will apply to the new LP release as well.

Albums include a vocal duo package devoted to "Broadway Right Now," featuring Margaret Whiting and Mel Torme; an Anita O'Day blues album; LP of folk songs featuring Stan Wilson; a double-LP package featuring Stan Getz recorded by Norman Granz in Copenhagen; a Gerry Mulligan-Johnny Hodges album; an Oscar Peterson playing "Porgy & Bess" LP; Herb Ellis plays Charlie Christian; Ray Brown playing jazz cello, and a Buddy De Franco Sextet LP.

The new release will be issued in mid January.

Low, said the proposed tariff would place a levy on jet-borne music, which he said has become an accepted and customary adjunct to the service provided. The levy, paid in the United States by the supplier of tapes used aboard the airliners, would have to be paid in this country by the user.

The reason CAPAC asked for the levy on the user is because Muzak tapes suppliers in this country are franchise holders.

Counsel for the airlines attempted to bring in the United situation. He said that his company would have 10 jets in service, each with 127 seats, and 20 turbo-prop Vanguard, each with 96 seats. Recorded music would be played in all these planes.

Under the old tariff, TCA would have paid \$900, while under the new tariff proposed by CAPAC, it was seeking \$3,190.

The TCA counsel offered to pay CAPAC at the same rate it pays BMI Canada, Ltd. The latter company collected a \$1 a month a plane last year and this year the payment will be \$2.50 a month if CAPAC would accept the same rate it used for 1960.

Low said that the form of this year's tariff was designed to be "as uniform and easily understood as possible for the user."

The CAPAC take in 1959 was \$2,050,000, with \$1,070,000 distributed among the members of the association.

A meeting of the board members will be held this week and it is expected that the income from all sources will go up by some \$400,000.



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"Glib arrangements...ticked off with professional precision" —SAN FRANCISCO EXAMINER

"The Limelimiters...stop the show at Hollywood Bowl!" —RICHARD D. SAUNDERS, HOLLYWOOD CITIZEN-NEWS

"One of the most unusual vocal trios operating in today's world" —ROBERT TAYLOR, BOSTON HERALD

"Group therapy for unashamed eggheads" —UNITED PRESS INTERNATIONAL

"A great group that manages to make folk songs sound like real music" —HERB CAEN, SAN FRANCISCO CHRONICLE

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RCA VICTOR
TRADE MARK RADIO CORPORATION OF AMERICA

BRITISH NEWSNOTES

News Poll Shows English Homes Short on Record Player Machines

By DON WEDGE
 News Editor, New Musical Express
 Americans who look with disappointment upon the British disk market had their thoughts explained and crystallized by the publication of a survey on the industry in the Financial Times here. The report noted that only one English home in every three is equipped with some sort of recording reproducer; this despite an estimated production figure of some 600,000 units. Most of this total

DANISH NEWSNOTES

Danes Choose 10 Top Jazz LP's

By TED WOLFRAM
 Care of American Express, Copenhagen
 The Copenhagen paper, "Berlingske Tidende," rated these jazz albums as "The 10 Best of the Year": Cannonball Adderley's "Somethin' Else" (Blue Note); Art Blakey, "The Big Beat" (Blue Note); John Coltrane, "Giant Steps" (Atlantic); Miles Davis, "Sketches of Spain" (Fontana-Columbia); Duke Ellington-Johnny Hodges, "Back to Back" (Verve); Bill Evans, "Portrait in Jazz" (Riverside); the late Oscar Pettiford, "My Little Cello" (Debut); "The Amazing Bud Powell, Vol. 5" (Blue Note); George Russell, "New York, N. Y. (Brunswick).
 A number of the same albums (Coltrane, Ellington-Hodges, Pettiford), were selected as best by the Politiken journal with the addition of Miles Davis' "Kind of Blue" (Polyphon-Columbia); Louis Armstrong's "Satchmo the Great" (Philips); and Papa Bue's "Beware the Viking's Are Over Us," on Dansk Grammofon.

IN PERSON: A show of top pop artists from Swedish TV, was presented in the Tivoli Concert Hall on Monday (26) and pleased the teen-age set since it presented top Danish singer Otto Brandenburg, Papa Bue's Viking Jazz Band, and Sweden's pop singers Mona Grain, Bertil Enguland, and Carlos Mirando... Some 200 West Berlin youngsters, visiting Copenhagen, invited local jazz devotees to their quarters to hear the Kansas City Stompers, a highly regarded amateur jazz band from Germany.

VISITORS: Mezz Mezzrow to tour Denmark, with the Kardinal amateur jazz band, during January... Sweden greets American vocalist, Mattiwilda Dobbs, as soloist with Stockholm's Philharmonic, in Radio concert of popular opera arias.

OBITUARIES: C. G. Wallman, 62, former RKO-Radio Pictures (New York office) manager of foreign sales, 1926-1930, died in Stockholm end of December. He served here as ad director of TKO-Radio Films office and headed its activities in Scandinavia... Lurs Boes, 78, Danish opera singer, died in Hjerning, end of December... Raymond Charpentier, 80, well-known French composer and music critic, died suddenly, night of December 19, in Paris. He was an "officer" of the Legion of Honor.

House Committee

Continued from page 2
 will go far toward remedying the evils disclosed by the subcommittee hearing of last session. Dissenting Congressmen Bennett (R., Mich.), Springer (R., Ill.), Derouian (R., N. Y.), and Devine (R., Ohio), object to earlier release of the Oversight Subcommittee staff report, prepared under its counsel Robert Lishman, and to all phases of the report of the subcommittee itself on matters not threshed out in committee hearings.

was sold in the home market, with only some 44,000 exported in the first 10 months of 1960. The Times survey also noted that restrictions on consumer capital, which hit the nation's television industry badly, did not seem to undermine record-playing equipment with the same devastating effect. The report also suggested that the phono makers might well step up their promotion methods, since advertising budgets for the whole industry have most likely not exceeded \$200,000.

RANK LP'S: The first Top Rank LP's since EMI took over the label last August are scheduled for February. They will be confined to British artists, however — Craig Douglas, Bert Weedon and the Eric Winstone ork. This month EMI releases a Jack Scott EP on Top Rank as well as one by Garry Miles, the latter unusual in containing six numbers instead of the conventional four.

MOVIE MUSIC: "Pepe" gets its British premiere February 13 at the Columbia Theater, London, but Kassners released the score January 1. By the weekend, six singles of the theme were available — by Russ Conway (Columbia), Ronnie Aldrich (Decca), Les Baxter (Capitol), Duane Eddy (London from Jamie), Jack Pleis (Brunswick) and Monte Kelly (Columbia). The Colpix sound-track album is due for Pye release January 14 and the label may also issue Shirley Jones' title theme later as a single. The versions by Eddy and Conway, the most consistent British instrumentalists, are favored to take most sales.

Kassners are also busy with a classy British ballad, "Portrait of My Love," which seems to be breaking big. **By Cyril Orndel**
 (Continued on page 14)

BELGIAN NEWSNOTES

New Elvis Disk Hits No. 1 Spot

By JAN TORFS
 Juke Box Magazine
 Mechelen, Belgium

While "It's Now or Never" is still riding high in the charts, Elvis Presley's newest effort, "Are You Lonesome Tonight," jumped out of nowhere to the No. 1 spot. Inelco, RCA Victor representative in Belgium, reported 200,000 copies sold on "It's Now or Never" in Benelux (Belgium, Holland and Luxembourg). "Wooden Heart," a hit in Germany, is already in heavy demand here, but it has not been

Over-Counter

Continued from page 2

removed some of the sales appeal of the low-priced lines. Too, a number of those low-priced lines which are doing well have access to strong catalog product and big name artists which cannot be matched by the majority of the manufacturers in the field. Another factor which makes it rougher for low-price operators is the quantity of major label cut-outs offered at reduced prices.

The office of Harry Fox, publishers' agent and trustee, concurs in the opinion that over-all, the low-priced lines did not maintain their share of the business in 1960. Al Berman, Fox office executive, points out that competition in the field sharply increased during 1960, and that the number of labels mushroomed. He also noted that several low-priced labels continued as important factors in the record industry.

These latter labels, he pointed out, "are aggressively merchandised; they fight for royalty rates."

Best Selling Pop Records in BRITAIN

For Week ending January 6, 1961 (Courtesy New Musical Express, London)

Last This Week	Week	Rank	Record	Artist
3	1	1	POETRY IN MOTION	Johnny Tillotson (London)
2	2	2	SAVE THE LAST DANCE FOR ME	Drifters (London)
4	3	3	I LOVE YOU	Cliff Richard (Columbia)
1	4	4	IT'S NOW OR NEVER	Elvis Presley (RCA)
4	5	5	LONELY PUP	Adam Faith (Parlophone)
10	6	6	ROCKING GOOSE	Johnny and the Hurricanes (London)
8	7	7	GOODNESS GRACIOUS ME	Peter Sellers and Sophia Loren (Parlophone)
12	8	8	PERFIDIA	Ventures (London)
9	9	9	MAN OF MYSTERY	Shadows (Columbia)
7	10	10	STRAWBERRY FAIR	Anthony Newley (Decca)
19	11	11	BLUE ANGEL	Roy Orbison (London)
16	12	12	PORTRAIT OF MY LOVE	Matt Monro (Parlophone)
24	13	13	LITTLE GIRL	Marty Wilde (Philips)
15	14	14	STRAWBERRY BLONDE	Frank D'Rone (Mercury)
22	15	15	BUONA SERA	Acker Bilk (Columbia)
17	16	16	SWAY	Bobby Rydell (Columbia)
11	17	17	GURNEY SLADE	Max Harris (Fontana)
14	17	17	COUNTING TEARDROPS	Emile Ford (Pye)
-	19	19	STAY	Maurice Williams and the Zodiacs (Top Rank)
13	20	20	AS LONG AS HE NEEDS ME	Shirley Bassey (Columbia)
6	21	21	LITTLE DONKEY	Nina and Frederik (Columbia)
28	22	22	TILL	Tony Bennett (Philips)
21	23	23	MY HEART HAS A MIND OF ITS OWN	Connie Francis (M-G-M)
25	24	24	LIKE STRANGERS	Everly Brothers (London)
27	25	25	G. I. BLUES (LP)	Elvis Presley (RCA)
-	26	26	CHARIOT	Rhet Stoller (Decca)
19	27	27	MY LOVE FOR YOU	Johnny Mathis (Fontana)
-	28	28	BLACK STOCKING	John Barry Seven (Columbia)
30	29	29	DREAMIN'	Johnny Burnette (London)
28	30	30	IT'S YOU THAT I LOVE	Marion Ryan (Columbia)

GERMAN NEWSNOTES

5 'Pepe' Disks in Germany

By JIMMY JUNGEMANN
 Producer, Bayerischer Rundfunk, Munich

Although the picture "Pepe" has yet to arrive in this country, there are five recorded versions of the film's theme on the German market already: Paul Wurses on Ariola, Duane Eddy on London, Otto Weiss on the Jupiter label, Fritz Schulz - Reichel on Polydor and Jack Pleis on Brunswick.

MONACO IN MUNICH: The Decca label issued the first records from the sound track of German musical "Schluss-Akkord," produced in Munich, starring Mario Del Monaco. It's the first time Monaco sings a hit tune in German ("Bella Linda"), and it's the first time he stars in a German film musical. Music from the pic is published by Karl Heinz Busse in Munich.

NEW RELEASES: The M-G-M label, handled in Germany by Polydor, issues an LP, "Bing and Satchmo" featuring Bing Crosby and Louis Armstrong, backed by the orchestra conducted by Billy May... Gitta Lind and Christa Williams sing two U. S. standards on a new Telefunken disk: "Vaya Con Dios" and "Blueberry Hill" with German lyrics by Kurt Feltz and Werner Cyprys.

Both tunes are published by August Seith and Chappell in Munich... Elvis Presley's hit tune "Are You Lonesome Tonight?" has been released here. At the

same time, Telefunken issues the German version "Bist Du Einsam Heut' Nacht?" with lyrics by Kurt Feltz, sung by Wyn Hoop, backed by Rudi Bohn and his ork... "Della By Starlight" is the title of a new RCA EP featuring Della Reese and the Glenn Osser ork.

HOT WAX: Fred Alstone's new hit "Cafe Oriental" has been recorded with German lyrics by Kurt Schwabach with Vico Torriani on Decca, and by Nino Robic on Electrola... Hans Bradtke wrote the German lyrics for "Chi Chi Meringue" and "Calypso Island." Both tunes are recorded by the Club Jamaica (Caterina Valente and Silvio Francesco) on the Decca label.

PUBBER ROW: Publisher Rolf Budde reissued themes from "Rhapsody in Blue," blues from "An American in Paris," and "La Cumparsita." All arrangements are written by Walter Dobschinski... One of the happiest publishers in Germany at the moment is Lutz Templin as a result of his "Wonderland by Night" success in the States.

INDIAN DEPT.: Gerhard Mendelson, clever Polydor producer for South Germany and Austria, who has a success with "Seaman" with Lolita, started the Indian hit song. His star Gus Backus, a former G. I., has a best seller with the German version of "Running Bear," "Brauner Baer Und Weisse Taube." Now he sings the story of "Big Chief."

ITALIAN NEWSNOTES

San Remo Festival Slates Three Possible Performers in Vocal Dept.

By SAM'L STEINMAN
 Piazza San Anselmo 1, Rome

Despite the nonparticipation of Domenico Modugno and Renato Rascel at the San Remo Festival because of the ban on songs by composer-singers who perform their own tunes, three works entered have been composed by likely participants — Bruno Martino (Brighetti), Joe Sentieri and Adriano Celentano.

Publishers Messagerie Music and Ricordi are represented by four numbers, while Ariston and Curci have three each and Leonardi and Nazionale two each. Thus only 12 publishers are represented in all. Two of them are movie producers, Titanus and De Laurentiis, the former having published the winners of both San Remo and Naples in 1960.

OTHER FESTIVALS: Ischia will be the scene of a Sea Songs event April 6, 7 and 8... "Voices of Tomorrow" will be the theme of an event at Viareggio, April 10, 11 and 12... Milan's Olympia Music Hall continues its parade of French names with Sascha Distel and Gilbert Beaud.

TV: With "Romantica" and "Farewell Dreams of Yesterday" almost the certain winners in the Canzonissima series which ended Saturday (7), a new program featuring pop singers is now being aired under the title of "Moderato Swing"... "Music Time," a four-part revue of pop music in Italy from 1935-1960, will be presented in late February by Daniele D'Anza and Lucio Ardenzi... TV is still seeking a big weekend musical show.

VISIT OUT: Maria Callas has been invited by Callas, France, to the dedication of the Plaza Maria Callas in the center of that town... Paolo Carline leaves February 12 to fulfill a new five-year Hollywood contract.

PERSONALS: Dino Sarti has translated his name for the American market into Dean Taylor... Graz, lots!

By MARIO DE LUIGI
 Musica e Dischi, Milano

HOT WAX: The "317" recording by Piero Trombetta (SCMQ), is likely to place on the best-seller list. The song tells the story of a condemned man separated from his beloved wife. This is similar to the "Kriminal Tango" which is still going strong here.

NEW RELEASES: His Master's Voice will release the complete opera of "Don Giovanni" in mono and stereo. Among the principal singers will be the Australian soprano Joan Sutherland, who is appearing at La Scala this season, and the baritone Eberhard Wachter.

Best-Selling Pop Records in ITALY.

Week ending January 6, 1961 (Courtesy Musica e Dischi, Milan)

Last This Week	Week	Rank	Record	Artist
1	1	1	IL CIELO IN UNA STANZA	Mina (Italdisc)
2	2	2	WHAT A SKY	Nico Fidenco (RCA)
7	3	3	ASSI	Gino Paoli (Ricordi)
4	4	4	DOVE SEI—SUMMER'S GONE	Paul Anka (Columbia)
3	5	5	LES FANTAS DU PIRE	Dilida (Barclay)
9	6	6	DUE NOTE	Mina (Italdisc)
5	7	7	SE CI SEI	Umberto Bindi (Ricordi)
6	8	8	IT'S NOW OR NEVER	Elvis Presley (RCA)
8	9	9	NOTTE DI LUNA CALANTE	Domenico Modugno (Font)
18	10	10	I' TE VURRIA VASA	Peppino Di Capri (Carisch)
10	11	11	LIEBELEI	Rolf Bauer (Voce del Padrone)
11	12	12	TELL LAURA I LOVE HER	Ricky Valance (Columbia)
12	13	13	MILORD	Edith Piaf (Columbia)
15	14	14	LOOK FOR A STAR	Garry Miller (Top Rank)
19	15	15	APACHE	The Shadows (Columbia)
13	16	16	NESSUN AL MONDO	Peppino Di Capri (Carisch)
14	17	17	L NOSTRO CONCERTO	Umberto Bindi (Ricordi)
17	18	18	MULE SKINNER BLUES	The Endermen (Top Rank)
16	19	19	IL BARATTOLO	Gianni Meccia (RCA Camden)
20	20	20	ERA SCRITTO NEL CIELO	Marino Marini (Durium)

the
VERSION
of



**YES, I'M
LONESOME
TONIGHT**

**THELMA
CARPENTER**

CHORUS & ORCHESTRA DIRECTED BY HENRY JEROME
CORAL 62241

Hitting all charts . . . and going up



BRITISH Newsnotes

Continued from page 12

and Norman Newell, it has a hit version by Matt Monro (Parlophone) which moved up to No. 12 last week.

CUTTING SESSION: The Andrews Sisters recorded in Britain for the first time December 29. In a one-shot deal with Decca—that might well be extended—they cut a version of the German hit "Sailor." This is also multi-covered—by Petula Clark (Pye) and Anne Shelton (Philips), with an HMV version to come and also an English version by the original German artist, Lolita (Polydor).

NEW RELEASES: The Knightsbridge Strings, dormant since EMI took over Top Rank, re-emerged with the theme from the film "The Singer, Not the Song"—a disk made through the auspices of the Rank publishing firm, Filmusic. Another Top Rank release was Indigo's U. S. hit, "A Thousand Stars," by Kathy Young, covered by British Decca's promising Billy Fury. Also covered—by Bill Forbes (Columbia)—is Johnny Burnette's "You're Sixteen," issued by London (from Liberty).

Other U. S. chart disks issued last weekend included Connie Francis' "My Heart Has a Mind of Its Own" and Joni James' "My Last Date" (both M-G-M); "We Have Love" by Dinah Washington (Mercury) and Ray Conniff's "Midnight Lace" themes (Philips from U. S. Columbia). EMI also greeted the New Year with the announcement of no less than 1,157 deletions on its eight labels to take effect from February 28.

ALBUMS: The activity in the singles field was more than matched by album releases—nearly 200 LP's and EP's on all labels in the first scheduled issues of the year. The Philips group had 66, many classical, like the other firm. Pop LP's included Eileen Farrell's "I've Got a Right to Sing the Blues" and a three-volume set, "Les Grandes Chansons" by three French stars (Yves Montand, Patachou and Juliette Greco) all on the main Philips label; Marty Robbins' "More Gun-

fighter Ballads and Trail Songs," on Fontana. . . . The EMI group is issuing 62 albums, including (all LP's)—"Hello, Love" by Ella Fitzgerald (HMV from Verve); the second of Vera Lynn's M-G-M album "Yours"; Nat Cole's "Wild Is Love" and Frank Sinatra's "Nice 'n' Easy" (Capitol) and Shirley Bassey's second Columbia album, "Shirley." . . . The Pye group had eight, including an unusual LP of 1960 sports highlights taken from tapes of BBC radio commentaries. . . . Polydor's vast output included the Kurt Edelhagen ork's "Come On and Dance" and Caterina Valente's "Caterina Cherie."

TALENT TOURS: Nina and Frederik, probably the Continent's hottest act in British eyes, return for a six-week variety tour starting in September. Movie producer Anatole De Grunwald has offered the duo starring roles with Sophia Loren in a film he is planning. . . . There are discussions, not yet past the financial stage, for Paul Anka to return to Europe at the end of February. . . . An offer for a tour by Brian Hyland foundered. . . . Efforts are being made to get a young Australian, Col Foye, launched here where his disks are issued on Top Rank.

IN FRANCE: After the critical illness which threatened to end her career, Edith Piaf recovered sufficiently to make a storming comeback on the Paris music hall stage at Christmas.

HOME FRONT: Pye issued its second stereo single, "Coral Reef," a specially commissioned composition for stereo, by the Ed White ork. . . . Mecca, already the biggest dance hall chain in the world, is taking over London's most famous ballroom, Hammersmith Palaias, leaving a mere handful of major British ballrooms outside either its own or the Rank circuit control. . . . The Audio Fair will be held at the Hotel Russell, London, April 6 through 9.

RECORD SALES: The charts show the New Year upheaval as expected, although there are few new sides. After two months at No. 1, Elvis Presley's "It's Now or Never" (RCA) has moved down to No. 4, being replaced by Johnny

Tillotson's "Poetry in Motion" (London). . . . Johnny and the Hurricanes' "Rocking Goose" (London) moved up to No. 6, higher by four places, as was the Ventures' "Perfidia" (London) at No. 8. Other notable jumps were eight places for Roy Orbison's "Blue Angel" (London), now at No. 11; 11 places for Marty Wilde's New York-recorded "Little Girl" (Philips) at No. 13; seven places for Acker Bilk's revival of "Buona Sera" (Columbia) at No. 15 and six places for "Till" by Tony Bennet (Philips). . . . New disks were Maurice Williams' "Stay" (Top Rank) at No. 19 and two British instrumentals, "Chariot" by Rhet Stoller (Decca) and "Black Stockings" by John Barry (Columbia) at No. 28.

VISITORS HERE: Home for the Christmas holiday was Ray Noble. . . . Dimitri Tiomkin is in London as a prelude to the premiere of "The Sundowners" later this month.

TO THE U. S.: EMI recording manager Norman Newell—he is in charge of M-G-M as part of his duties—visits New York, January 10. With him go two of his British artists—singer Marion Ryan and pianist Russ Conway. Conway has an M-G-M contract. Newell will also go out to Hollywood.

Agent-impresario Harold Davison will also be visiting New York next week. . . . Brendan O'Dowda, an Irish singer who is one of EMI's strongest British LP sellers, makes his U. S. debut on the "Ed Sullivan Show," March 13.

TALENT TOURS: A new project to get the Ted Heath ork to the U. S. for its fifth tour is being discussed for April with the suggestion of Ray Conniff doing concerts here as the reciprocal exchange unit required by both countries' musicians' unions. . . . Because he did not like the long hours required, Heath turned down an offer by Joe Glaser to play a Las Vegas hotel lounge in April. . . . Capitol's Gene Vincent returns to Britain to start a five-week dance hall tour January 23, according to booker Don Arden. . . . The Andrews Sisters plan concerts in Britain and on the Continent after their current stay at the Talk-of-the-Town.

TV-WISE: BBC-TV switched the Perry Como Music Hall transmissions to Tuesday from January 3 when a tele-recording involving guests Della Reese and Ginger Rogers is scheduled. Connie Francis is scheduled for the January 10 showing. BBC-Como co-operation is very close. . . . The Andrews Sisters headlined the "Sunday Night at the London Palladium" show January 1. . . . Frankie Vaughan has the top spot in the series January 22.

HOME FRONT: Saga Records has been taken over by Children's Records. . . . Lionel Bart is still discussing a film deal with 20th Century-Fox, on his hit musical "Oliver," but insists on British production and wants a say in casting and a financial participation. . . . Peter Knight got the musical directorship for the ITV song contest during February 13 week.

LEGIT: Harold Fielding's stage version of the "Cinderella" Rodgers and Hammerstein originally wrote for U. S. television, has been revived at the Adelphi Theater. Two years ago it was at the Coliseum (which had no Christmas show this year) and was staged last year at Bristol. The new cast includes no Americans. . . . Eartha Kitt opened December 23 at Glasgow Empire as headliner in the revue, "Stars in Your Eyes," which played the London Palladium for the latter half of last year.

NEW RELEASES: Only label scheduling issues last weekend was Philips. They brought out a colored-jacket release for the Kayes Sisters' "Come to Me." . . . Also from Philips was the first side by Tommy Reilly, of the theme music from "The Sundowners." . . . Sides of the theme are scheduled next week by Felix Slatkin (Warner), Billy Vaughn (London), and Jack Pleis (Brunswick).

ON THE BILLBOARD CHARTS

HOOCHI COOCHI COO

HANK BALLARD
and the Midnighters
KING 5430

LET'S GO, LET'S GO, LET'S GO

HANK BALLARD
and the Midnighters
KING 5400

WALK SLOW

LITTLE WILLIE JOHN
KING 5428

BRAND NEW JAMES BROWN

'BEWILDERED'

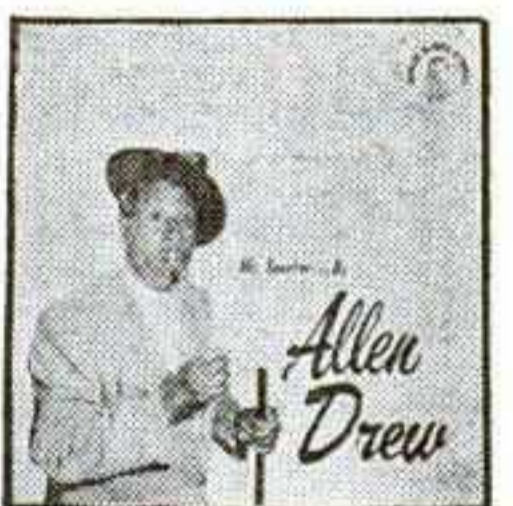
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'IF YOU WANT ME'

KING #5442

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ALLEN DREW STYLE



MR. SPEAKER . . . Giggles LP-Vol. 1

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BLUE TANGO
Bill Black's Combo—Hi
Lester Lanin—Epic

CORRINA, CORRINA
Ray Peterson—Dunes

LITTLE DRUMMER BOY
Harry Simeone—20th Fox

Hits of Yesterday
Joining Hits of Today

WHEN MY SUGAR WALKS DOWN THE STREET
Mary Kaye Trio—Verve

I CAN'T GIVE YOU ANYTHING BUT LOVE
Joni James—MGM

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1619 Broadway New York 19

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1564 Broadway New York 36, N. Y.

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from WILDCAT

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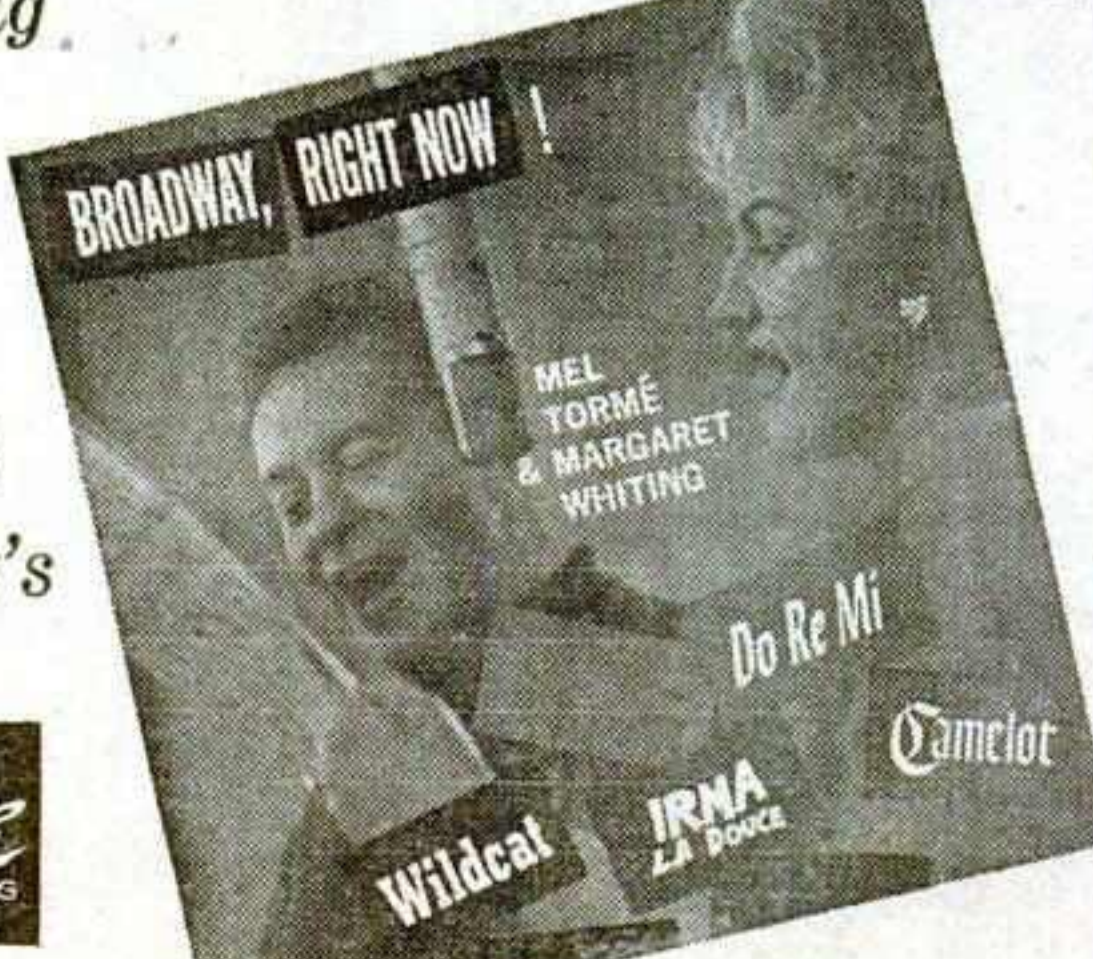
from DO RE MI

WHAT'S NEW AT THE ZOO?

... A perfect pairing of music's most distinctive stylists!

Mel and Margaret belting Broadway's current best—

on **Verve RECORDS**



The Original!!!

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 ✓ **THE ONE THAT'S ON THE CHARTS**
 ...and That's the **EMES** (here's the proof)

See "BEST SELLING SINGLES" Charts in the following Trade Publications:



THE CASH BOX
BILLBOARD
MUSIC REPORTER
MUSIC VENDOR

- 7. WHEELS . . . STRING-A-LONGS (Top Tunes of Greater Chicago)
 - 28. WHEELS . . . STRING-A-LONGS (WHK, Cleveland)
- "... WHEELS, String-A-Longs. Smash action in Cleveland and Chicago, taking off in N. Y. I strongly urge all stations to get on this one. . . ."
 BILL GAVIN RECORD REPORT. (Dec. 28th)

"WHEELS"

by
The String-A-Longs

WARWICK M-603

MORE FAST-BREAKING WARWICK HITS!

THE JOKER

by

CARL MADURI

WARWICK M-604

23... THE JOKER.....CARL MADURI (WHK, Cleveland)

DADDY COOL, DADDY COOL

(Daddy Cool, Cool, Cool, Cool)

by

GUY (Daddy Cool) DARRELL

WARWICK M-614

71... Daddy Cool.....GUY "Daddy Cool" DARRELL (WIBG, Phila.)

A DIVISION OF

Seven Arts Record Productions, Inc.

MORTY CRAFT, PRESIDENT 701 SEVENTH AVENUE • NEW YORK 26

BILLBOARD MUSIC WEEK

BEST SELLING

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

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

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

BEST SELLING

POP VOCAL LP'S

Listed Alphabetically

MALE VOCALISTS

- Anka at the Copa (M)
Paul Anka...ABC-Paramount ABC 353
- Paul Anka Sings His Big 15 (M)
...ABC-Paramount LP 323
- Belafonte at Carnegie Hall (M-S)
Harry Belafonte...RCA Victor LOC 6006
- Belafonte Returns to Carnegie Hall (M-S)
Harry Belafonte...RCA Victor LSO 6007
- Calyпсо (M)
Harry Belafonte...RCA Victor LPM 1248
- Come Dance With Me (M-S)
Frank Sinatra...Capitol SW 1069
- Come Fly With Me (M)
Frank Sinatra...Capitol W 920
- Darin at the Copa (M-S)
Bobby Darin...Atco 122
- Elvis Is Back (M-S)
Elvis Presley...RCA Victor LSP 2231
- Faithfully (M-S)
Johnny Mathis...Columbia CL 1422
- Gunfighter Ballads and Trail Songs (S)
Marty Robbins...Columbia CS 8158
- Heavenly (M-S)
Johnny Mathis...Columbia CL 1351
- Buddy Holly Story (M)
...Coral CRL 5-7326
- Johnny's Greatest Hits (M)
Johnny Mathis...Columbia CL 1133
- Johnny's Moods (M-S)
Johnny Mathis...Columbia CS 8326
- More Gunfighter Ballads and Trail Songs (M)
Marty Robbins...Columbia CL 1481
- More of Johnny's Greatest Hits (M-S)
Johnny Mathis...Columbia CS 8150
- More Songs by Ricky (M)
Ricky Nelson...Imperial 9122
- Nice 'n' Easy (M-S)
Frank Sinatra...Capitol W 1417
- No One Cares (M-S)
Frank Sinatra...Capitol W 1221
- Only the Lonely (M-S)
Frank Sinatra...Capitol W 1053
- Open Fire, Two Guitars (M-S)
Johnny Mathis...Columbia CL 1270
- That's All (M)
Bobby Darin...Atco 104
- This Is Darin (M-S)
Bobby Darin...Atco 115
- Warm (M)
Johnny Mathis...Columbia CL 1078
- Wild Is Love (M-S)
Nat King Cole...Capitol WAK 1392

FEMALE VOCALISTS

- Annette Sings Anka (M)
...Vista BV 3302
- Brenda Lee (M)
...Decca DL 4039
- Connie's Greatest Hits (M)
Connie Francis...M-G-M E 3793
- Italian Favorites (M)
Connie Francis...M-G-M E 3791

- I've Got a Right to Sing the Blues (M)
Eileen Farrell...Columbia CS 8256
- Latin a la Lee (M-S)
Peggy Lee...Capitol T 1290
- Mack the Knife—Ella in Berlin (M-S)
Ella Fitzgerald...Verve MG V 4041
- More Italian Favorites (M-S)
Connie Francis...M-G-M E 3871
- This Is Brenda (M)
Brenda Lee...Decca DL 4082
- What a Difference a Day Makes (M)
Dinah Washington...Mercury MG 20479

DUOS AND GROUPS

- Date With the Everly Brothers (M)
...Warner Bros. WB 1395
- Encores of Golden Hits (M)
Platters...Mercury MG 20472
- Fabulous Style of the Everly Brothers (M)
...Cadenca 3040
- From the hungry I (M)
Kingston Trio...Capitol T 1107
- Here We Go Again (M-S)
Kingston Trio...Capitol T 1258
- Kingston Trio (M-S)
...Capitol T 996
- Kingston Trio at Large (M-S)
...Capitol T 1199
- More Encores of Golden Hits (M)
Platters...Mercury MG 20591
- Sold Out (M-S)
Kingston Trio...Capitol T 1352
- Stereo Concert (S)
Kingston Trio...Capitol ST 1183
- String Along (M-S)
Kingston Trio...Capitol T 1407

CHORUSES

- Fireside Sing Along With Mitch (M)
Mitch Miller...Columbia CL 1389
- Folk Song Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1316
- March Along With Mitch (M)
Mitch Miller...Columbia CL 1475
- Memories Sing Along With Mitch (M-S)
Mitch Miller...Columbia CS 8342
- More Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1423
- Party Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1331
- Saturday Night Sing Along With Mitch (M)
Mitch Miller...Columbia CL 1414
- Sentimental Sing Along With Mitch (M-S)
Mitch Miller...Columbia CS 8251
- Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1160
- Still More Sing Along With Mitch (M-S)
Mitch Miller...Columbia CL 1283

BEST SELLING

COMEDY LP'S

Listed Alphabetically

- Button-Down Mind of Bob Newhart (M)
Bob Newhart...Warner Bros. 1379
- Button-Down Mind of Bob Newhart Strikes Back (M)
Bob Newhart...Warner Bros. 1393

- Down to Earth (M)
Jonathan Winters...Verve MG V 15011

- Edge of Shelley Berman (M)
Shelley Berman...Verve MG V 15013

- Inside Shelley Berman (M)
Shelley Berman...Verve MG V 15003

- Kick Thine Own Self (M)
Brother Dave Gardner...RCA Victor LSP 2239

- Knockers Up (M)
Rusty Warren...Jubilee JLP 2029

- Laughing Room (M)
Woody Woodbury...Stereoditties MW 2

- Mort Sahl at the hungry I (M)
Mort Sahl...Verve MG V 15012

- My Name Is Jose Jimenez (M)
Bill Dana...Signature SM 1013

- Outside Shelley Berman (M)
Shelley Berman...Verve MG V 15007

- Rejoice Dear Hearts (M)
Brother Dave Gardner...RCA Victor LPM 2083

- Wonderful World of Jonathan Winters (M)
Jonathan Winters...Verve MG V 15009

- Woody Woodbury Looks at Love and Life (M)
Woody Woodbury...Stereoditties MW 1

BEST SELLING

SHOW MUSIC LP'S

Listed Alphabetically

ORIGINAL CAST

- Bye Bye Birdie (M-S)
Original Cast...Columbia KOS 2025
- Fiorello (M-S)
Original Cast...Capitol WAO 1321
- Flower Drum Song (M-S)
Original Cast...Columbia OS 2009
- Gypsy (M-S)
Original Cast...Columbia OL 5420
- Irma La Douce (M)
Original Cast...Columbia OL 5560
- Music Man (M-S)
Original Cast...Capitol WAO 990
- My Fair Lady (M-S)
Original Cast...Columbia OL 5090
- The Sound of Music (M-S)
Original Cast...Columbia KOL 5450
- South Pacific (M)
Original Cast...Columbia OL 4180
- Tenderloin (M)
Original Cast...Capitol SWAO 1492
- Unsinkable Molly Brown (M-S)
Original Cast...Capitol WAO 1509
- West Side Story (M-S)
Original Cast...Columbia OS 2001

SOUND TRACK

- The Alamo (M)
Sound Track...Columbia CL 1558
- Ben-Hur (M-S)
Rome Symphony Orchestra (Savina)...M-G-M 1E1
- Can Can (M-S)
Sound Track...Capitol SW 1321
- G. I. Blues (M-S)
Elvis Presley...RCA Victor LPM 2256
- Gigi (M-S)
Sound Track...M-G-M 3641 ST
- King and I (M-S)
Sound Track...Capitol W 740
- Oklahoma! (M-S)
Sound Track...Capitol SAO 595
- Porgy and Bess (M-S)
Sound Track...Columbia OL 5410

- South Pacific (M-S)
Sound Track...RCA Victor LOC 1032

- Student Prince (M)
Mario Lanza...RCA Victor LM 1837

- Theme From The Apartment (M)
Sound Track...United Artists 3105

MUSIC FROM MUSICALS, FILMS AND TV

- Ballads and Rhythms of Broadway (M-S)
Johnny Mathis...Columbia CZL 17

- Broadway (M-S)
Ray Conniff...Columbia CL 1252

- Camelot (Music From) (M)
Percy Faith...Columbia CL 1570

- Film Encores, Vol. 1 (M-S)
Mantovani...London LL 1700

- Mr. Lucky (M-S)
Henry Mancini...RCA Victor LPM 2198

- Music From Exodus (M-S)
Mantovani...London LL 3231

- Operetta Memories (M)
Mantovani...London LL 3181

- Peter Gunn (M-S)
Henry Mancini...RCA Victor LPM-LSP 1956

- Theme From A Summer Place (M-S)
Billy Vaughn...Dot DLP 3276

BEST SELLING PERCUSSION, SOUND LP'S

Listed Alphabetically

- Bongos (M-S)
Los Admiradores...Command RS 809
- Bongos, Flutes and Guitars (M-S)
Los Admiradores...Command RS 812
- Persuasive Percussion, Vol. II (M-S)
Terry Snyder and the All Stars...Command RS 808
- Provocative Percussion, Vol. I (M-S)
Enoch Light and the Light Brigade...Command SD 806

ACTION

On the Charts

MONOPHONIC

This Week

Title, Artist, Label and Number

- 1 **BUTTON-DOWN MIND STRIKES BACK**
Bob Newhart, Warner Bros. W 1393
- 2 **MUSIC FROM EXODUS, AND OTHER GREAT TUNES**
Mantovani, London LL 3231
- 3 **WONDERLAND BY NIGHT**
Berk Kaempfert, Decca DL 4101
- 4 **THIS IS BRENDA**
Brenda Lee, Decca DL 4082
- 5 **TEMPTATION**
Roger Williams, Kapp KL 1217
- 6 **LAST DATE**
Lawrence Welk, Dot DLP 3350
- 7 **THE ALAMO**
Sound Track, Columbia CL 1558
- 8 **BELAFONTE RETURNS TO CARNEGIE HALL**
Harry Belafonte, RCA Victor LOC 6007
- 9 **IRMA LA DOUCE**
Original Cast, Columbia OL 5560
- 10 **MEMORIES SING ALONG WITH MITCH**
Mitch Miller, Columbia CL 1542
- 11 **MILLION DOLLARS' WORTH OF TWANG**
Deane Eddy, Jamie J 3014
- 12 **UNSinkable MOLLY BROWN**
Original Cast/Tammy Grimes, Capitol WAO 1509
- 13 **DATE WITH THE EVERLY BROTHERS**
Warner Bros. W 1395
- 14 **MORE ITALIAN FAVORITES**
Connie Francis, M-G-M E 3871
- 15 **BRAHMS CONCERTO**
Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf, RCA Victor LM 2466
- 16 **CAMELOT (MUSIC FROM)**
Percy Faith Ork, Columbia CL 1570
- 17 **WALK, DON'T RUN**
Ventures, Dolton BLP 2063
- 18 **THEME FROM THE APARTMENT**
Sound Track, United Artists 3105
- 19 **ALICE IN WONDERLAND**
Cyril Ritchard, Riverside 1406
- 20 **STRAUSS WALTZES**
Mantovani, London LL 685

LP'S by CATEGORY

FOR WEEK ENDING
JANUARY 15

Provocative Percussion, Vol. II (M-S)
Enoch Light and the Light Brigade
.....Command RS 810 SD

Taboo (S)
Arthur LymanHi Fi SR 806

**BEST SELLING
INSTRUMENTAL &
MOOD LP'S**

Listed Alphabetically

Always (M)
Roger WilliamsKapp KL 1172

Blue Hawaii (M-S)
Billy VaughnDot 3165

Concert in Rhythm, Vol. II (M)
Ray ConniffColumbia CL 116

Continental Encores (S)
MantovaniLondon 3095

Gems Forever (M-S)
MantovaniLondon PS 106

It's the Talk of the Town (M-S)
Ray ConniffColumbia CL 1334

Jealousy (S)
Percy FaithColumbia CS 8292

Last Date (M)
Lawrence WelkDot DLP 3350

Let's Dance Again (S)
David CarrollMercury MS 20470

Look for a Star (M-S)
Billy VaughnDot DLP 25322

Near You (M-S)
Roger WilliamsKapp KL 1112

The Other Chef Atkins (M)
.....RCA Victor LPM 2175

'S Awful Nice (S)
Ray ConniffColumbia CL 1137

'S Marvelous (M)
Ray ConniffColumbia CL 1074

'S Wonderful (M)
Ray ConniffColumbia CL 925

Sail Along Silvery Moon (M)
Billy VaughnDot DLP 3100

Say It With Music (M-S)
Ray ConniffColumbia CL 1490

Songs to Remember (M)
MantovaniLondon PS 193

Strauss Waltzes (M-S)
MantovaniLondon PS 15016

Temptation (M-S)
Roger WilliamsKapp KL 1217

Theme From "The Sundowners" (M-S)
Billy VaughnDot DLP 3349

Till (M-S)
Roger WilliamsKapp KL 1081

Wonderland by Night (M-S)
Bert KaempfertDecca DL 4104

Young at Heart (M)
Ray ConniffColumbia CL 1489

Puccini: Turandot (M-S)
Tebaldi, Nilsson, Bjoerling, Tozzi. Rome
Opera House Orchestra (Leinsdorf)...
...RCA Victor (3-12") (LM-LSC 6149)

Rachmaninoff: Piano Concerto No. 2 (M-S)
Artur RubinsteinRCA Victor LM-LSC 2068

Rachmaninoff: Concerto No. 3 (M-S)
Van Cliburn.....RCA Victor LM 2355

Ravel: Bolero (M-S)
Morton Gould...RCA Victor LM 2345

Respighi: Pines of Rome (S)
Phila. Orchestra (Ormandy)
.....Columbia MS 6001

Rodgers: Victory at Sea, Vol. I (M-S)
RCA Victor Symphony Orchestra (Ben-
nett)...RCA Victor LM 2335

Rodgers: Victory at Sea, Vol. II (M-S)
RCA Victor Symphony Orchestra (Ben-
nett)...RCA Victor LSC 2226

Schumann: Concerto in A Minor (M-S)
Van Cliburn.....RCA Victor LM 2455

**Sixty Years of Music America Loves Best,
Vol. I (M)**
Various Artists...RCA Victor LM 6074

**Sixty Years of Music America Loves Best,
Vol. II (M)**
Various Artists...RCA Victor LM 6088

**Tchaikovsky: 1812 Overture; Capriccio
Italiano (M-S)**
Minneapolis Symphony Orchestra
(Dorati)...Mercury 50054; 90054

**Tchaikovsky: 1812 Overture; Ravel: Bolero
(M-S)** Morton Gould
.....RCA Victor LM-LSC 2345

**Tchaikovsky: 1812 Overture; Romeo &
Juliet; Marche Slav (M)**
Phila. Symphony Orchestra (Ormandy)
.....Columbia ML 4997

Tchaikovsky: Nutcracker Suite (M-S)
Boston Pops Orchestra (Fiedler).....
.....RCA Victor LM-LSC 6803

Tchaikovsky: Piano Concerto No. 1 (M-S)
Van Cliburn...RCA Victor LM-LSC 2251

COUNTRY & WESTERN

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

**RELIGIOUS, SACRED &
SPIRITUAL**

His Hand in Mine (M)
Elvis Presley...RCA Victor LPM 2328

Hymns (M)
Tennessee Ernie Ford...Capitol T 756

The Lord's Prayer (M-S)
Mormon Tabernacle Choir.....
.....Columbia ML 5386

Nearer the Cross (M)
Tennessee Ernie Ford...Capitol ST 1005

Sing a Hymn With Me (M)
Tennessee Ernie Ford...Capitol TAO 1332

Spirituals (M)
Tennessee Ernie Ford...Capitol T 818

KIDDIE

Alice in Wonderland (M)
Cyril RitchardRiverside 1406

Huckleberry Hound (S)
SoundtrackColpix 202

**BEST SELLING
LOW PRICE LP'S**

(List Price \$2.98 or less)

Listed Alphabetically

LOW PRICE POP

Back Street Symphony (S)
101 Strings...Stereo Fidelity SF 11500

B. B. King Wails (M)
B. B. KingCrown 5115

Concerto Under the Stars (S)
101 Strings...Stereo Fidelity 6700

East of Suez (S)
101 Strings...Stereo Fidelity 11200

Ebb Tide (M-S)
Frank Chacksfield...Richmond 20078

Hawaii in Hi Fi or Hawaii in Stereo (M-S)
Leo Addeo.....Camden CAS 510

John J. McCormack Sings Irish Songs (M)
John J. McCormack...Camden CAL 407

Mario (M)
Mario Lanza.....Camden LM 2331

Music Man (S)
Various Artists.....Lion 70091

101 Strings Play the Blues (M-S)
101 Strings...Stereo Fidelity 5800

Opera Without Words (S)
101 Strings...Stereo Fidelity 8700

Perry Como Sings Just for You (M)
Perry ComoCamden 440

Quiet Hours (S)
101 Strings...Stereo Fidelity SF 10200

Silver Screen (S)
101 Strings...Stereo Fidelity SF 7000

Soul of Spain, Vol. I (S)
101 Strings...Stereo Fidelity SF 6600

Soul of Spain, Vol. II (S)
101 Strings...Stereo Fidelity SF 9900

Symphony for Lovers (S)
101 Strings...Stereo Fidelity SF 4500

You Do Something to Me (M)
Mario LanzaCamden 450

LOW PRICE SPECIALTY

**Good Housekeeping Reducing Off
the Record (M).....Harmony 7143**

ALBUMS

Nine Weeks or Less

- (21) **MORE GUNFIGHTER BALLADS (AND TRAIL SONGS)**
Marty Robbins, Columbia CL 1481
- (22) **HIS HAND IN MINE**
Elvis Presley, RCA Victor LPM 2328
- (23) **ANKA AT THE COPA**
Paul Anka, ABC-Paramount ABC 353
- (24) **TIME OUT**
Dave Brubeck Quartet, Columbia CL 1397
- (25) **BERNSTEIN PLAYS BRUBECK, BRUBECK PLAYS BERNSTEIN**
New York Philharmonic, Dave Brubeck Quartet/Bernstein,
Columbia CL 1466

STEREOPHONIC

- | This Week | Title, Artist, Label and Number |
|-----------|---|
| 1 | G. I. BLUES
Elvis Presley, RCA Victor LSP 2256 |
| 2 | MUSIC FROM EXODUS, AND OTHER GREAT THEMES
Mantovani, London PS 224 |
| 3 | BELAFONTE RETURNS TO CARNEGIE HALL
Harry Belafonte, RCA Victor LSO 6007 |
| 4 | LAST DATE
Lawrence Welk, Dot DLP 25350 |
| 5 | THEME FROM "THE SUNDOWNERS"
Billy Vaughn, Dot DLP 25349 |
| 6 | WEST SIDE STORY
Original Cast, Columbia OS 2001 |
| 7 | JEALOUSY
Percy Faith, Columbia CS 8292 |
| 8 | TEMPTATION
Roger Williams, Kapp KS 3217 |
| 9 | MORE ITALIAN FAVORITES
Connie Francis, M-G-M SE 3871 |
| 10 | WONDERLAND BY NIGHT
Bert Kaempfert, Decca DL 7-4101 |
| 11 | BRAHMS CONCERTO
Sviatoslav Richter; Chicago Symphony Orch./Leinsdorf,
RCA Victor LSC 2466 |
| 12 | MACK THE KNIFE—ELLA IN BERLIN
Ella Fitzgerald, Verve MGVS 6163 |
| 13 | BYE BYE BIRDIE
Original Cast, Columbia KOS 2025 |
| 14 | BERNSTEIN PLAYS BRUBECK, BRUBECK PLAYS BERNSTEIN
New York Philharmonic, Dave Brubeck Quartet/Bernstein,
Columbia CS 8257 |
| 15 | BONGOS, FLUTES & GUITARS
Los Admiradores, Command RS 812 |

**BEST SELLING
JAZZ LP'S**

Listed Alphabetically

- Bernstein Plays Brubeck, Brubeck Plays
Bernstein (M-S)**
N. Y. Philharmonic, Dave Brubeck
Quartet-Leonard Bernstein
.....Columbia CL 1466
- But Not for Me (M)**
Ahmad JamalArgo 628
- Ray Charles in Person (M)**
.....Atlantic 8039
- Pete Fountain's New Orleans (M-S)**
.....Coral CRL7-57282
- Genius of Ray Charles (M)**
.....Atlantic 1312
- Like Love (M)**
Andre PrevinColumbia CL 1437
- Time Out (M)**
Dave BrubeckColumbia CL 1397
- White Satin (M-S)**
George ShearingCapitol ST 1334

**BEST SELLING
CLASSICAL &
SEMI-CLASSICAL LP'S**

Listed Alphabetically

- Arthur Fiedler Conducts a Boston Pops
Concert (Everything But the Beer) (M-S)**
Boston Pops Orchestra (Fiedler).....
.....RCA Victor LM 6082
- Brahms: Piano Concerto No. 2 (M-S)**
S. Richter.....RCA Victor LM 2466
- Concerto Under the Stars (M-S)**
Leonard Pennario.....Capitol P-8326
- Gershwin: Rhapsody in Blue (M-S)**
Leonard Bernstein...Columbia ML 5413
- Gershwin: Rhapsody in Blue (M-S)**
Leonard Pennario.....Capitol P-8343
- Grofe: Grand Canyon Suite (M-S)**
Morton Gould...RCA Victor LM 2433
- Grofe: Grand Canyon Suite (M-S)**
Philadelphia Orchestra (Ormandy).....
.....Columbia ML 5286
- Lanza Sings Caruso—Caruso Favorites
(M-S)** Mario Lanza, Enrico Caruso....
.....RCA Victor LM 2393
- Messiah (M-S)**
Leonard BernsteinColumbia

**BEST SELLING
TEEN BEAT LP'S**

Listed Alphabetically

- A Million Dollars Worth of Twang (M)**
Duane EddyJamie JLP 70-3014
- Bongo, Bongo, Bongo (M)**
Preston EppsOriginal Sound 5002
- Encore (M)**
Santo and Johnny...Canadian-American
CALP 1002
- Especially for You (M)**
Duane EddyJamie JLP 3006
- Oldies But Goodies (M)**
Assorted Artists...Original Sound 5001
- Santo and Johnny (M)**
.....Canadian-American SCALP 1001
- Solid and Raunchy (M)**
Bill Black's ComboHi HL 12002
- Twang's the Thang (M)**
Duane EddyJamie JLP 3009
- Twist (M)**
Chubby CheckerParkway P 7001
- Walk, Don't Run (M)**
The VenturesDotcom BST 8003

**BEST SELLING
MISCELLANEOUS LP'S**

Listed Alphabetically

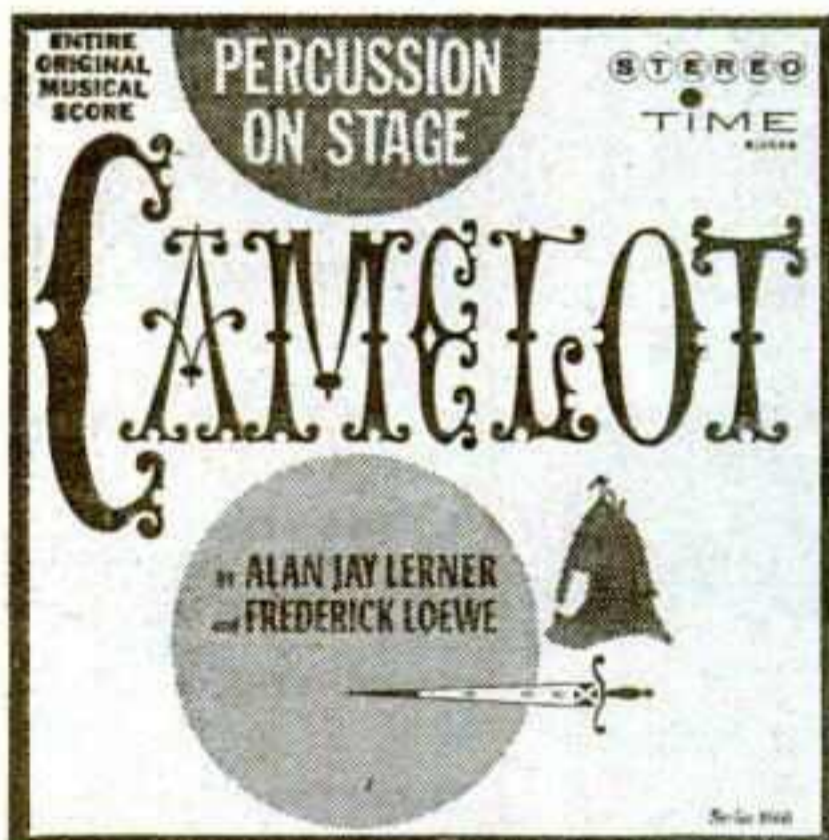
- RHYTHM & BLUES**
- Genius Hits the Road (M)**
Ray Charles...ABC-Paramount ABC 335

NOW'S THE TIME FOR

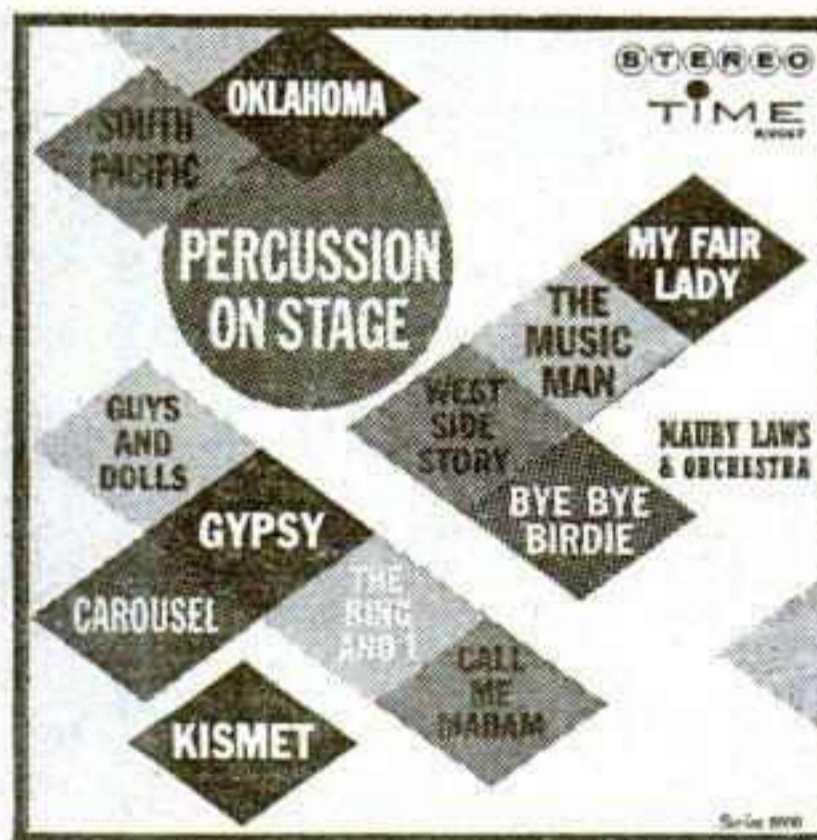


ANOTHER ADVANCE MUSICAL COMEDY HIT FROM TIME!

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Reviews for Time's scoring have been fabulous—ALL-TIME RAVES! Rich and magnificent scoring by Hugo Montenegro for full 44-piece orchestra. S/2022, Mono 52022.

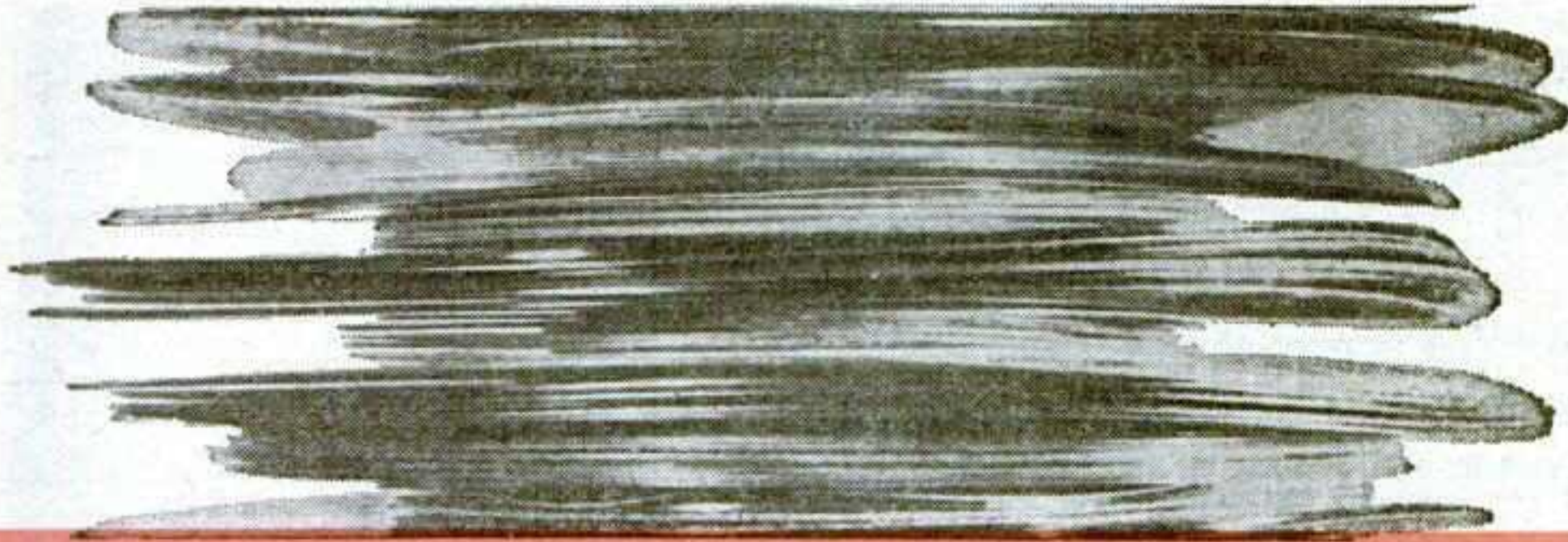


12 great songs from 12 great Broadway shows. Maury Laws' exquisite dancing arrangements: percussion, brass and woodwinds with the exclusive Time sound. S/2027, Mono 52027.

Plus these fabulous NEW series 2000 releases:

PERCUSSION ESPANOL VOL. 2 Al Caiola S/2026, M 52026. Demand encore for a winner!
ARRIBA! Hugo Montenegro S/2030, M 52030. Captures the power, passion, beauty of Spain.
ITALIAN GUITARS Al Caiola S/2023, M 52023. Rich festival of eternal Italian favorites.
SEDUCTIVE STRINGS BY SIRAVO George Siravo S/2019, M 52019. Lush strings, great sound.
GYPSY STRINGS & PERCUSSION Kermit Leslie S/2031, M 52031. World's great gypsy music.
ACCORDION Dominic Cortese S/2029, M 52029. Inspired magnificent accordionist.
IMPACT BRASS! Jim Tyler S/2028, M 52028. Unforgettable, exciting excursion into sound.
SHOW BOAT—JEROME KERN Kenny Dorham S/2024, M 52024. Tremendous jazz trumpet.
BENNIE GREEN S/2021, M 52021. A great jazz trombonist and his exciting new group.
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 A new classic. First recording of brilliant compositions for the modern concert percussion orchestra. S, EC00, M 58000

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the pick of the new releases:

**SPOTLIGHT WINNER
OF THE WEEK**

ALBUMS

Strongest sales potential of all albums reviewed this week.

Pop

THE UNSINKABLE JONAH JONES SWINGS "THE UNSINKABLE MOLLY BROWN"



Capitol ST 1532 (Stereo & Monaural)—Jonah Jones is heard here in bright performances of the tunes from the Broadway musical "The Unsinkable Molly Brown." Jones infuses the songs with his own spirited style and the whole set is a swiny, foot-tapping affair, for either listening or dancing. "I Ain't Down Yet," "Belly Up to the Bar, Boys," and "Are You Sure" all come out with the special Jonah Jones touch, which means strong sales. Cover is eye-catching and should spur sales as well.

JOHNNY HORTON'S GREATEST HITS



Columbia CL 1596—Here is a collection of smash hits by the late Johnny Horton, ranging from "The Battle of New Orleans" to "North to Alaska," "When It's Springtime in Alaska," etc. The set also contains a full color photo of the singer. An album that should have a strong sale.

DO RE MI



Ork conducted by Jim Tyler and Maury Laws. Time 52032 (Stereo & Monaural)—The score for the new Phil Silvers legit hit is one of Jule Styne's best, and the instrumental treatment in this LP proves that the music can stand on its own. Imaginative arrangements by Jim Tyler and Maury Laws help, however. They treat "Adventure" with sweeping waltz rhythms, lend a touch of Near-East mystery to "Cry Like the Wind," give a swinging big-band attack to "Make Someone Happy," and even add a bit of Dixieland for "It's Legitimate." The Time label's reputation for good engineering also is maintained. Musicians include some of the top sidemen in the field, and the total should be one of the season's top LP's.

Jazz

TOO MUCH



Ann Richards and the Stan Kenton Orchestra. Capitol ST 1495 (Stereo & Monaural)—The Stan Kenton crew has given a number of top jazz singers to the world, including Anita O'Day, June Christy, and Chris Connor. Thrush Ann Richards could join these outstanding thrushes through her remarkable performance on this new album. She shows off an exciting style and a warm manner of handling a tune that is all her own, yet in the jazz tradition, even down to her scat singing. And she is backed solidly by the Kenton crew all the way. Tunes include "It's a Wonderful World," "No Moon at All" and "All or Nothing at All."

AN EVENING AT HOME WITH THE BIRDS



Charlie Parker. Savoy MG 12152—These performances by the Bird were taken in his home, during a party. A home tape machine was used. Savoy engineers reprocessed the tapes, leaving in the chatter of guests. It goes without saying that jazzophiles will find the sides fascinating. Unfortunately, there is some doubt as to Bird's colleagues at the jam session. It is believed tenorman Wardell Gray was one. The sides are "There's a Small Hotel," "These Foolish Things," "Fine and Dandy" and "Hot House."

Classical

BEETHOVEN: WELLINGTON'S VICTORY, LEONORE OVERTURE NO. 3, OPUS 72 A, PROMETHEUS OVERTURE, OPUS 43



London Symphony-Antal Dorati. Mercury LPS 9000—Here's a solid follow-up to Mercury's long-time best-selling LP "1812 Overture" by Dorati and the Minneapolis Symphony. The handsome double-fold package again features gun-fire—even more spectacularly this time—with three different cannons and a flock of muskets. Musically, the performances are top-notch. A standout package for "sound" bugs, with an effective added gimmick—die-cut French and British flags for twin stereo speakers.

SCHUMANN RECITAL: DIETRICH FISCHER-DIESKAU; LIEDER FRIN THE SPANISH AND FROM "MYRTLE"



Jorg Demus (piano). Deutsche Grammophon St 138655 (Stereo & Monaural)—Collectors of outstanding vocal performances will want this disk. Fischer-Dieskau is superb in his performances of this material, and the sides add emphasis to the opinion of many that here is one of the most notable voices of our era. The back cover contains an English translation of the songs.

Latin American

TAMBO



Tito Puente. RCA Victor LPM 2257—Drums and bongos provide an exciting tempo for Puente's exuberant ork treatments of dramatic jungle-flavored themes. The exotic line-up includes "Witch Doctor's Nightmare," "Voodoo Dance at Midnight," "Call of the Jungle Birds" and "Dance of the Headhunters." Album should appeal to pop sound-LP fans, as well as Puente's loyal Latin-American buyers.

HIMNO AL AMOR



Los Cinco Latinos. Columbia EX 5022—The Five Latinos are one of the top pop groups in South America, and they recently wowed 'em in Spain as well. They have had smash hits in Brazil, Chile, Mexico, etc., and it is no wonder. They sing their tunes with a lot of spirit, in what could be called a pop-rock and roll style, backed usually by a big ork. This new album contains two of their most recent hits, "Himno El Amor" and "Los Dulce 16 Anos," as well as "Afios Muchachas," "Mi Madre Querida" ("My Yiddishe Momma") and other favorites. Good wax that could sell to Latin markets as well as pop fans, too.

Folk

JOAN BAEZ



Vanguard VRS 9078—Joan Baez is a young, comely folk balladeer, with a lovely soprano voice that can express a wide range of emotion. And she does it touchingly here over simple guitar backing, on a group of Anglo-American and Negro folk songs. She will add to her fast-growing following with her fine interpretations of "Fare Thee Well," "Wildwood Flower," "All My Trials," "Rake and Rambling Boy" and "Little Moses." Watch this girl.

NEWPORT FOLK FESTIVAL 1960



Theodore Bikel, Oscar Brand, Will Holt and the Oranium Zabar Israeli Troupe featuring Geula Gill. Elektra EKL 189—This program, featuring a group of the label's most important disk sellers in the folk field, was captured live at last summer's Newport Folk Festival. Bikel offers five numbers accompanied by himself on guitar, while the other performers do three songs each. The live atmosphere is well-caught here and the performances have a lot of infectious spontaneity about them. A must for collectors of this genre.

Polka

FRIENDLY TAVERN POLKAS



Frankie Yankovic and His Yanks. Columbia CL 1551—Among the top exponents of the Americanized polka, Frankie Yankovic and His Yanks are in top form on their newest release. It includes such favorites as "Friendly Tavern Polka," "Too Fat Polka," "Woodpecker Song" and "Jolly Lumberjacks." A must for polka dealers.

Country

BUCK OWENS



HIGH AS THE MOUNTAINS (Blue Book, BMI) (2:21)—FOOLIN' AROUND (Central Songs, BMI) (2:37)—Owens has been active on country charts for quite a spell and these stylish sides can continue the string. Top side is a strong weeper ballad while the flip is still in the weeper groove, though more on the upbeat side. Two sock efforts. Capitol 4496

Children's

DANNY KAYE TELLS SIX STORIES FROM FARAWAY PLACES



Golden LP 62—Kaye is in his great story-telling form in this production, as he takes a half dozen unfamiliar stories from the lore of other lands and makes real live adventures out of them. He narrates with great persuasiveness here to the accompaniment of good musical backgrounds and sound effects as provided by Jimmy Carroll. The titles and their origins: "Nail Broth" (Sweden); "The Big Oven" (Russia); "The Most Remarkable Cat," (Vietnam); "Master of All Masters" (Scotland); "The Farmer of Babbia" (Ethiopia) and the Bantu story, "The Tale of the Name of the Tree."

International

LES GRANDES CHANSONS (VOL. 4)



Jacqueline Francois. Columbia WL 178—The popular French canary is in expressive vocal form here on a group of newly recorded interpretations of some well-known French songs of the past three decades. French texts and English translations are featured on the inner album sleeve. The nostalgic tune line-up (fine off-beat jockey wax) includes "La Mer," "J'ai Deux Amors" and "C'Est Mon Gigolo."

SPECIAL MERIT SPOTLIGHTS

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

Pop

★★★★ **ON THE SWINGIN' SIDE**—Vic Damone, Columbia CL 1573
Add to Special Merit Album Spotlights—

★★★★ **BANJOS BACK IN TOWN**—The Banjo Barons, Columbia CL 1581

★★★★ **SWEET AND DRY**—Frank Cordell Ork, Capitol ST 10262

Classical

★★★★ **SURINACH: CONCERTO FOR ORCHESTRA**
ALBENIZ-ARBOS: Navarra
GRANADOS-GRIGNON: Oriental, Andaluza, Ronalla L'Orchestra
Radio-Symphonique de Paris (Surinach)—Montilla FMS-2063

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION

TELEGRAM

W. P. MARSHALL, PRESIDENT


1201 (4-00)

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NL	= Night Letter
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victoria de los angeles..many others.*

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POP LP'S

STRONG SALES POTENTIAL

★★★★ **I'M ROD LAUREN**
RCA Victor LPM 2176—This is a well-produced disk, with Lauren's vocal individualism showcased by arrangements of freshness and charm. Material includes "If I Had a Girl," "Body and Soul," "Too Young," "My Reverie," etc. Back cover is of more than ordinary interest, showing various aspects of Lauren's creative talents in art, gymnastics, etc.

★★★★ **DAKOTA**
Dakota Staton, Capitol ST 1490 (Stereo & Monaural)—Some ultra-smart waxings for Miss Staton, with fine, jazz-based backings contributed by Benny Carter. The gal has choice material, including "The Masquerade Is Over," "I'll Close My Eyes," "If I Love Again," and a pair of delightful tunes by Jeanne Burns; "Weak for the Man" and "Trapped." Numerous moods are captured here in a production that has much warmth and charm. Jocks, especially, will like the set.

★★★★ **SEEMS LIKE OLD TIMES**
Freddie Martin, Capitol ST 1486. (Stereo & Monaural)—Here's a package of wonderful nostalgia, recreating the familiar sound of the sweet bands of the late 1930's. It features maestro Martin playing tenor, alto and soprano sax in dual and triple-track style against rhythm and strings. Especially tasty is the repertoire, consisting of the title tune plus "Linger Awhile," "Peg O' My Heart," "Sleepy Time Gal," "Charmaine. Great material for the dreamy set—either dancers or listeners.

★★★★ **HI... WE'RE THE MIRACLES**
Tania 220—The group is strong in the singles field, and this album should appeal to their fans. In addition to their best-

selling "Shop Around," the package includes attractive r.&r.-styled readings of "Way Over There" (also released as a single), "After All" and "Money."

★★★★ **BROADWAY '61**
Les Baxter, Capitol ST 1480 (Stereo & Monaural)—Top tunes from the big musicals of the 1961 season are featured in this new album by Les Baxter and his orchestra. Songs are from "Camelot," "The Unsinkable Molly Brown," "Wildcat" and "Tenderloin." They are all played by the Baxter crew, dressed up in bright, danceable arrangements, and the whole album adds up to mighty enjoyable listening.

★★★★ **BANJOS BACK IN TOWN**
The Banjo Barons, Columbia CL 1581—Here's an exuberant instrumental package with sure-fire deejay appeal. Under the direction of Jimmy Carroll, the Banjo Barons provide zingy, infectious treatments of 36 banjo favorites. The bright, happy tune collection includes such great oldies as "Shine On, Harvest Moon," "Billy Boy," "Peg o' My Heart" and "After the Ball."

★★★★ **SWEET AND DRY**
Frank Cordell Orch. Capitol ST 10262 (Stereo & Monaural)—Versatile is the word for England's Frank Cordell, whose arrangements for his band should hit the spot both for those who go for big band jazz and those who like their strings lush. Cordell manages to incorporate both without violating either, a remarkable feat. Some fine d.j. tracks here, too, including "Get Happy," "Summertime," "April in Paris," "The Moon Was Yellow" and "Gone With the Wind." Rates very high as a mood and easy listening album.

The Smash Answer To THE SHIRELL'S Great Hit!

YES I WILL LOVE YOU TOMORROW

b/w

TILL THE END OF TIME

JON E. HOLIDAY

ATLANTIC 2091

Produced by Ross -Wecht

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By THE RAMRODS #813

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

GOOD SALES POTENTIAL

★★★ **ON THE HAPPY SIDE**
Ken Griffin (Organ), Columbia CL 1518—Ken Griffin displays a great sense of humor in his latest organ collection, making joyous noises and smiling effects in his treatment of a brace of standards such as "Shine," "Ain't She Sweet," "The Dipsy Doodle," "Louise," "The Syncopated Clock" and "Little Brown Jug." Happy mood music for fun listening, which will be welcomed by Griffin fans.

★★★ **THE PASTORS CUT UP TENDERLOIN**
Tony, Guy and Tony Jr. Capitol ST 1534 (Stereo & Monaural)—The three singing Pastors: father Tony, and sons Tony Jr., and Guy, dig right into these special interpretations of the "Tenderloin" score. Ably backed and enhanced by the arrangements and orchestra under Billy May's direction, the set swings nicely and has its lovely ballad moments—especially "My Gentle Young Johnny"—sung by Guy. Much of the presentation is in the style of music of the period of the show, but others, like "Tommy, Tommy" and "Artificial Flowers" have a decidedly modern jazz tint.

★★★ **SUNSHINE GUITAR**
Guy Mitchell, Columbia CL 1552—Bright, swiny vocalizing by Guy Mitchell on a collection of happy ditties ranging from the title song to "My Shoes Keep Walking Back to You" and "Everybody Loves a Lover." The arrangements retain the bright and cheerful mood, and the Monty Kelly orchestra, with a guitar choir, and a vocal chorus, adds a lot of gaiety to the entire proceedings. Happy wax for parties and fun occasions.

★★★ **BEWITCHED, BOTHERED AND BEA KALMUS**
Bea Kalmus, Klp KLP 2217—Miss Kalmus is better known for late night deejay-interview segs from the DeLido in Miami Beach and more recently from the International Club in New York, than for singing, but here she reverts to an earlier page in her career when vocalizing was her forte.

CLASSICAL LP'S

STRONG SALES POTENTIAL

★★★★ **EINE KLEINE NACHTMUSIK-EGMONT OVERTURE MOLDAU (MY FATHERLAND II)-LES PRELUDES**
Berlin Philharmonic Orchestra Radio Symphony Orchestra (Fricsay), Deutsche Grammophon ST 136226 (Stereo & Monaural)—Four familiar works are played with taste here by the Berlin Philharmonic and the Radio Symphony Orchestra of Berlin, both under the direction of Ferenc Fricsay. As is usual with the label, the recording is excellent and the stereo is first-rate, too. Set should have appeal to the serious collector. In spite of the fact that there are many other recordings of these works this set stands up well on its own.

★★★★ **RIEGGER: TRIO FOR PIANO, VIOLIN & CELLO; STRING QUARTET NO. 2**
Covelli, Kroll, Douguell, The Kroll Quartet, Columbia MS 6189 (Stereo & Monaural)—Two of Wallingford Riegger's better known compositions are performed here both sympathetically and satisfactorily by the Kroll Quartet, and a trio consisting of John Covelli, William Kroll and Alexander Kouguell. The Trio for Piano, Violin and Cello is a first recording, and an excellent one. This tribute to the dean of American composers, on his 75th birthday, is sure to appeal to many collectors, and to introduce the composer to an even wider audience.

★★★★ **LALO: SYMPHONIE ESPAGNOLE**
Henryk Szeryng, Violinist; Chicago Symphony Ork (Walter Hendl), RCA Victor LM 2456 (Stereo & Monaural)—Lalo's "Symphonie Espagnole" is a familiar war-horse, recorded many times, but this performance featuring Henryk Szeryng and the Chicago Symphony, is one of the better waxings of the work. The violinist handles his role with warmth and excitement and the orchestra is at its best. The recording is fine, too. Set will appeal to the new collector as well as advanced collectors looking for a strong version of this composition.

★★★★ **BETHOVEN: STRING QUARTETS OP. 59 NOS. 1-3, OP. 74, OP. 95**
Amadeus String Quartet, Deutsche Grammophon ST 138534-536 (Stereo & Monaural)—The three "Rasoumovsky" Quartets and the "Harp" and F Minor, Op. 95 (sometimes considered as Beethoven's Quartet 7 to 11), are given an exquisite reading on this imported three disk set by the Amadeus string ensemble. The music of Beethoven is painstakingly interpreted with many nuances and shadings of color coming vividly to life. The recording is excellent and should appeal to collectors of Beethoven and chamber music. The higher price of these fine German recordings should be of minor consideration to those interested connoisseurs buying them.

To simple, rather thin piano and rhythm backing she offers "It Had to Be You," "You Belong to My Heart," etc. The album will have to buck superior vocal material on the market, but her broadcast fans may favor it. She can certainly be expected to plug it on her current show.

★★★ **TENDERLOIN DIXIELAND**
Phil Napoleon and His Memphis Five, Capitol ST 1535 (Stereo & Monaural)—Rousing two-beat fare by one of the noted practitioners of the genre. Napoleon plays the melodies from the Broadway show, including "Artificial Flowers," "The Army of the Just," and "How the Money Changes Hands." For those who like the rollicking style, here it is.

★★★ **FROM THE GAY 90'S TO THE ROARING 20'S**
Dick Sinclair, Capitol ST 1478 (Stereo & Monaural)—An interesting and imaginative package of tunes closely identified with the periods denoted in the title. There are military marching band numbers and others featuring a rollicking sing-along chorus. In still other cases, there's a tasty tenor voice to be heard. Songs run the gamut from "Hot Time in the Old Town Tonight" and "Can't You Hear Me Calling, Caroline," to a medley of World War I items to two sets of roaring '20's tunes. A lot of happy, nostalgic fare here.

★★★ **STRATUSPHUNK**
George Russell Sextet, Riverside RLP 9341 (Stereo & Monaural)—What must be considered avant-garde jazz is the subject matter of this album by George Russell. The composer-arranger makes his debut playing piano on the date and leading his own sextet. It is the same group that appeared at the Five Spot in New York some months ago. There is much definitive character to the jazz and, while it will undoubtedly be called far out by some, it still should prove listenable to most devotees. Deejay play can be expected on a number of the six tracks, but especially "Kentucky Oysters" and "Bent Eagle."

CLASSICAL LP'S

STRONG SALES POTENTIAL

★★★★ **OFFENBACH: TALES OF HOFFMANN (EXCERPTS)**
Radio Symphony Orchestra, Berlin (Kraus), Deutsche Grammophon ST 136230 (Stereo & Monaural)—A fine cast, headed by Rita Streich singing of "Olympia's" mechanical doll aria do an exceptional job on the melody-jammed excerpts from this most popular of Offenbach's musicals. The tuneful score moves from one famed song to another, with William McAlpine and Randolph Symonette also in excellent voice. Should be one of the favorite disks of the season in its class.

★★★★ **JOHANN CHRISTIAN BACH: SINFONIA IN B FLAT MAJOR, SINFONIA IN D MAJOR; HANDEL: WATER MUSIC SUITE**
Concertgebouw Ork of Amsterdam (Edward Van Beinum), Epic BC 1112 (Stereo & Monaural)—The Concertgebouw of Amsterdam, under the direction of the late Edward Van Beinum does a precise and workmanlike reading of the two J. C. Bach Sinfonias here moving strongly through the quicker sections of the pieces and striking a stateliness in the slower movements. The often-heard "Water Music" contains eight of the first 11 movements which include the familiar "Bourée," "Hornpipe" and "Alla Hornpipe."

CLASSICAL LP'S

MODERATE SALES POTENTIAL

★★★ **KODALY: HARY JANOS SUITE; LISZT: HUNGARIAN RHAPSODIES NOS. 1 AND 2**
Vienna Symphony Ork, Tibor Paul, Epic BC 1114—A disk full of exciting and colorful music, performed with dash. Kodaly's gay and witty "Hary Janos Suite" and the gypsy fervor of Liszt's "Hungarian Rhapsodies" are played with all stops out by the Vienna Symphony, under the apt direction of Tibor Paul. Despite heavy competition on the Liszt works, the attractive coupling of these popular offerings give this disk a good chance.

(Continued on page 24)

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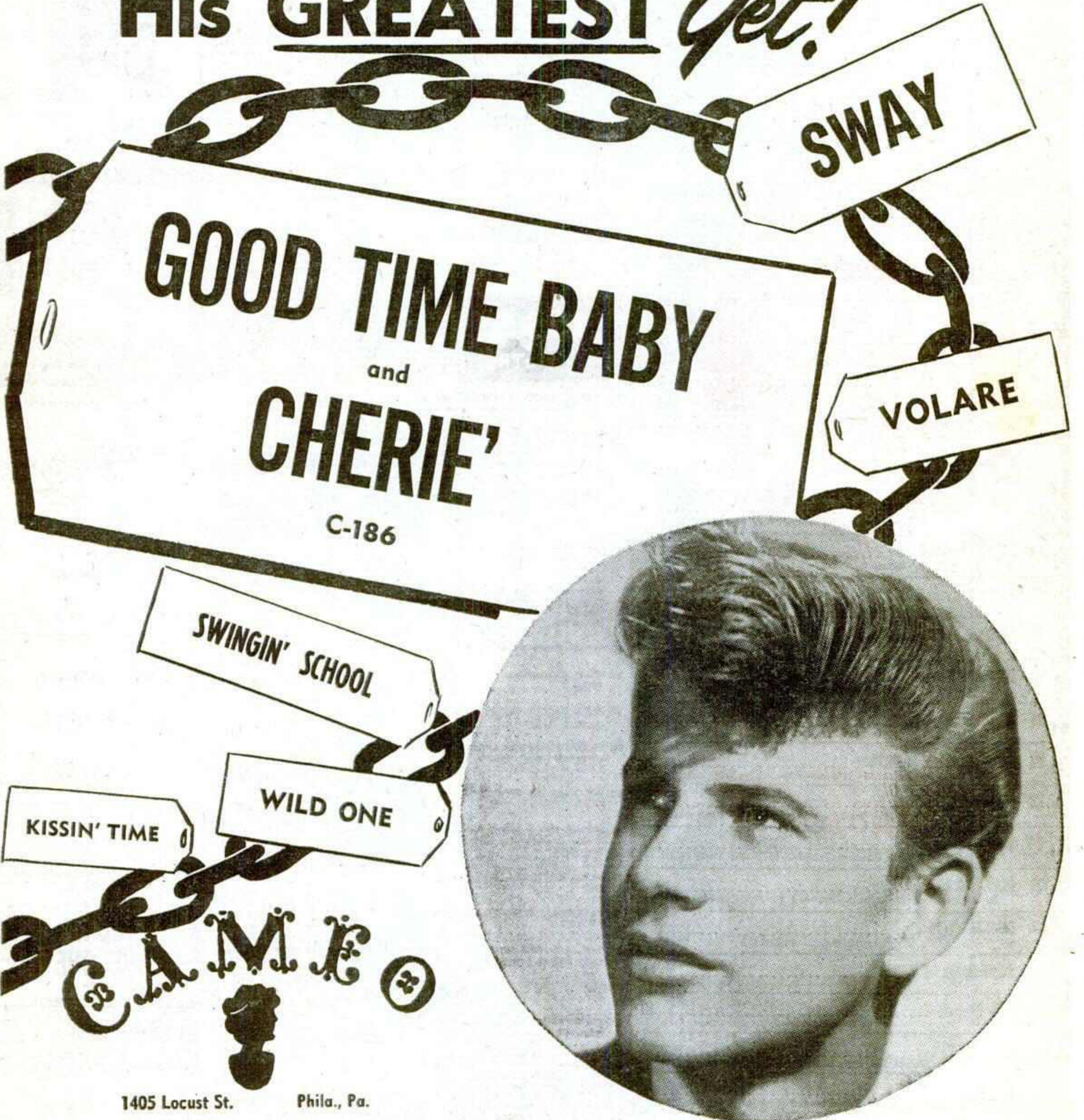
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THE NATION'S TOP TUNES

HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JANUARY 15

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.

Table with columns: This Week, Last Week, Tune, Composer-Publisher, Weeks on Chart. Lists top hits like 'Wonderland by Night', 'Are You Lonesome Tonight', 'Exodus', etc.

RECORDING AVAILABLE (Best Selling Record Listed in Bold Face)

- List of new recordings available, including 'Wonderland by Night', 'Are You Lonesome Tonight', 'Exodus', etc.

Reviews and Ratings of New Albums

Continued from page 22

JAZZ LP's MODERATE SALES POTENTIAL

SEN AND SOUL - Oscar Brown Jr. Columbia CL 1577. Oscar Brown Jr. is a young man with a lot of natural talent...

LATINSVILLE - Victor Feldman. Contemporary M 5005. A group of jazz cats adapt themselves to the Latin idiom with interesting, listenable and danceable results...

TEDDY'S READY - The Teddy Edwards Quartet. Contemporary M 3583. West Coast tenor saxophonist, Teddy Edwards, jumps nicely through a set of standards...

A NIGHT AT RED ARROW - Franz Jackson and the Original Jazz All-Stars. Pinnacle PLP 103M. Recorded on location at this old Chicago club...

R&B LP's STRONG SALES POTENTIAL

BLUES, CANDY AND BIG MAYBELLE - Savoy MG 14011. Technically the quality of this recording isn't the best, but Big Maybelle's sock performance more than makes up for the LP's sound deficiencies...

GOOD SALES POTENTIAL

THE FABULOUS SONGS OF JIMMY SCOTT - Savoy MG 12150. The veteran chanter sings with warmth and feeling on a group of effective ballads...

SPECIALTY LP's STRONG SALES POTENTIAL

FOLK

GOIN' PLACES - Casey Anderson. Elektra EKL 192. Elektra has uncovered quite a find in this talented and virile-voiced folk chanter...

SPECIALTY

NAMES FROM THE WAR; THE CARL SANDBURG SUITE - Dave Garroway, narrator; New York Windwood Quintette, New York Brass Quintette, Walter Ehret Chorale. Golden Crest CR 4026...

SPOKEN WORD

ROGER AND OVER - Roger Price. AA AR-1. Roger Price does a fine job with some funny satirical material in this package which should appeal to fans who like the odd-ball school of comedy...

INTERNATIONAL

FIESTA ESPANOLA - Los Churumbeles de Espana. Capitol ST 1484. This is the first recording by "The Boys From Spain," who have earned an international reputation...

RELIGIOUS

ELEANOR STEBER SINGS SACRED SONGS - Edwin Biltcliffe, Organist. Stand Records 404. The great soprano star of the Metropolitan Opera applies herself to a different field from the expected aria...

GOOD SALES POTENTIAL

FOLK

SONGS OF RUSSIA OLD & NEW - Theodore Bikel. Elektra EKL 185. Bikel, one of the hotter folk artists of the day, and currently featured in Rodgers and Hammerstein's hit...

INTERNATIONAL

SERENATA SENSACIONAL (THE ONE HUNDRED GUITARS) - Orquesta Popular De Madrid De La O.N.C.E. Columbia WL 179. Recorded in Spain, this album is one of Columbia's "Adventures in Sound" series...

CHILDRENS

MUSICAL MOTHER GOOSE - London Rhymers and Players. Golden LP 65. Ork and vocal chorus play and sing a string of 36 nursery rhymes in pleasant fashion...

(Continued on page 31)

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by Billboard Music Week...

CAMELOT'S THE MOST FROM COAST TO COAST

MUSIC CITY HIT LIST The Top Sellers based on actual record sales of Wallich's Music City Hollywood, Lakewood Center, and Downtown Stores, as well as over 500 Music City Record Racks in Southern California supermarkets.

THE WEST'S ONLY AUTHENTIC POPULAR RECORD AND ALBUM HIT LIST

HIT LIST #449 FOR THE WEEK ENDING 12/12/60

MUSIC CITY TOP TEN BEST SELLING LP ALBUMS

1. Button Down Mind Strikes Back	Bob Newhart	Warner Bros.
2. Button Down Mind	Bob Newhart	Warner Bros.
3. An Evening with Mike Nichols and Elaine May	Mike Nichols & Elaine May	Mercury
4. Camelot	OBC	Columbia
5. Exodus	MST	RCA Victor

CAMELOT opened on Broadway on December 3, 1960 to Smash Reviews. Before it was even recorded, Columbia's Original Cast Album of CAMELOT is the 4th best-selling Lp on Music City's Hit list.

MUSIC CITY HIT LIST The Top Sellers based on actual record sales of Wallich's Music City Hollywood, Lakewood Center, and Downtown Stores, as well as over 500 Music City Record Racks in Southern California supermarkets.

THE WEST'S ONLY AUTHENTIC POPULAR RECORD AND ALBUM HIT LIST

HIT LIST #450 FOR THE WEEK ENDING 12/19/60

MUSIC CITY TOP TEN LP ALBUMS

1. Button Down Mind	Bob Newhart	Warner Bros.
2. GI Blues	Elvis Presley	RCA Victor
3. Camelot	OBC	Columbia
4. Button Down Mind Strikes Back	Bob Newhart	Warner Bros.

Before it was shipped to Columbia's Distributors nationally, CAMELOT reaches the No. 3 best-selling position.

MUSIC CITY HIT LIST The Top Sellers based on actual record sales of Wallich's Music City Hollywood, Lakewood Center, and Downtown Stores, as well as over 500 Music City Record Racks in Southern California supermarkets.

THE WEST'S ONLY AUTHENTIC POPULAR RECORD AND ALBUM HIT LIST

HIT LIST #451 FOR THE WEEK ENDING 12/26/60

MUSIC CITY TOP TEN LP ALBUMS

1. Camelot	OBC	Columbia
2. Button Down Mind	Bob Newhart	Warner Bros.
3. Button Down Mind Strikes Back	Bob Newhart	Warner Bros.
4. Memories of El Monte	Various	Starla
5. G.I. Blues	Elvis Presley	RCA VICTOR

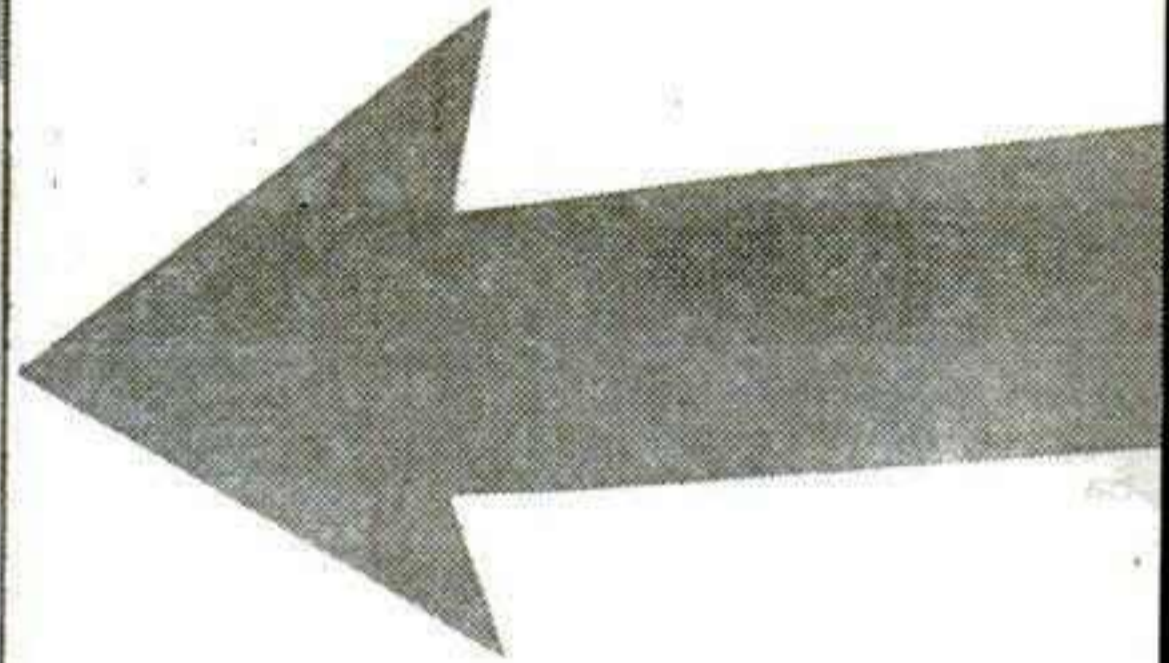
Available at retail less than ten days, and Columbia's Original Cast Recording of CAMELOT is the No. 1 best-selling Lp at Music City.

From Coast to Coast—from Sunset and Vine to Portland, Maine—Columbia's Original Cast recording of CAMELOT is a best seller!

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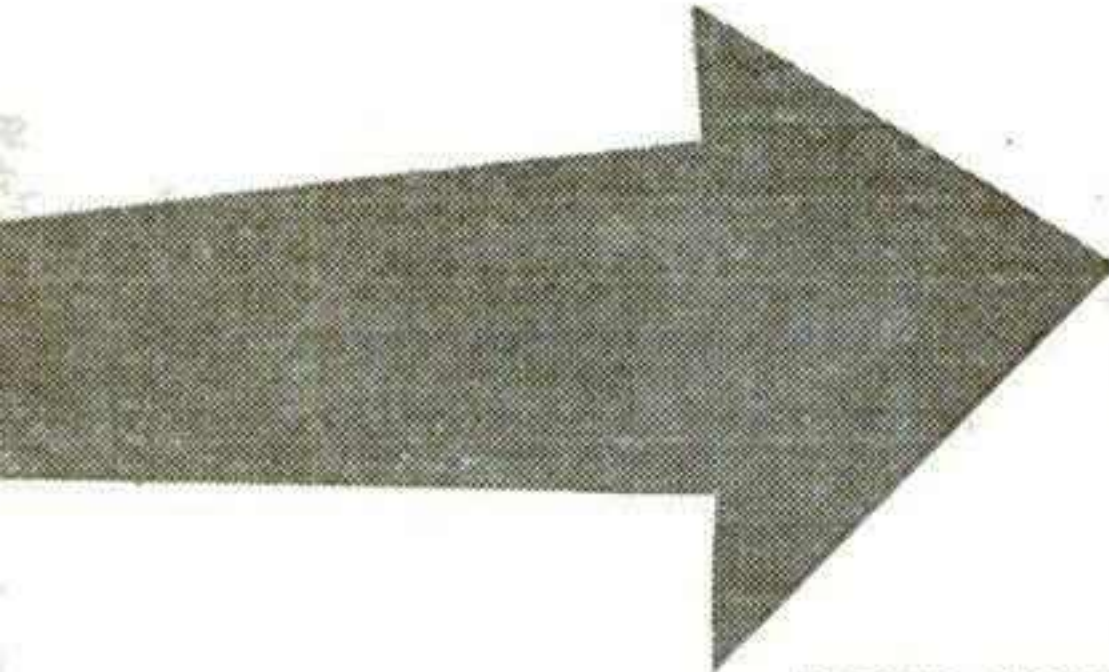
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Lucky Ones, and
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FOR WEEK ENDING JANUARY 15

BILLBOARD MUSIC WEEK

HOT 100

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Includes songs like 'Wonderland by Night', 'Are You Lonesome Tonight', 'Exodus'.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Includes songs like 'Gee Whiz', 'Stay', 'Lovey Dovey', 'Doll House'.

Table with columns: THIS WEEK, ONE WEEK AGO, TWO WEEKS AGO, THREE WEEKS AGO, TITLE, Artist, Company, Record No., STEREO, WEEKS ON CHART. Includes songs like 'How to Handle a Woman', '(Let's Do) The Hully Gully', 'Angel on My Shoulder'.

TOMORROW'S TOPS

BUBBLING UNDER THE HOT 100

- | | |
|---|--|
| 1. I GOTTA GO..... Brian Hyland, Kapp 363 | 10. BECAUSE I LOVE YOU.. Dee Clark, Vee-Jay 372 |
| 2. I REMEMBER (In the Still of the Night)
..... Crests, Coed 543 | 11. DON'T SAY YOU'RE SORRY
..... Paul Anka, ABC-Paramount 10168 |
| 3. I AIN'T DOWN YET.. Dinah Shore, Capitol 4476 | 12. WHEN I FALL IN LOVE.. Etta Jones, King 5424 |
| 4. YEAH, BABY
..... Dante & the Evergreens, Madison 143 | 13. FLAMINGO EXPRESS.. Royaltones, Goldisc 3011 |
| 5. LOOK OUT..... Ted Taylor, Top Rank 2076 | 14. GIFT OF LOVE..... Van Dykes, Donna 1333 |
| 6. AT LAST..... Etta James, Argo 5380 | 15. DON'T WORRY
..... Marty Robbins, Columbia 41922 |
| 7. STORY OF MY LOVE
..... Paul Anka, ABC-Paramount 10168 | 16. MISFITS..... Don Costa, United Artists 286 |
| 8. I AIN'T DOWN YET
..... Art Mooney, M-G-M 12957 | 17. CLOSE TOGETHER... Jimmy Reed, Vee-Jay 373 |
| 9. SOUND OFF..... Titus Turner, Jamie 1174 | 18. THERE'S MORE PRETTY GIRLS
..... Webb Pierce, Decca 31197 |

TOP MARKET BREAKOUTS

- NEW YORK**
 —UTOPIA, Frank Gari, Crusade
 —AT LAST, Etta James, Argo
 —THERE'S A MOON OUT TONIGHT, Capris, Old Town
 —YES, I'M LONESOME TONIGHT, Thelma Carpenter, Coral
 —YOU GOTTA LOVE HER WITH A FEELING, Freddy King, Federal
- CHICAGO**
 —UTOPIA, Frank Gari, Crusade
 —WHEELS, String-A-Longs, Warwick
 —CHILLS AND FEVER, Ronnie Love, Dot
- LOS ANGELES**
 —(LET'S DO) THE HULLY GULLY, Bill Doggett, Warner Bros.
- DETROIT**
 —UTOPIA, Frank Gari, Crusade
 —DON'T BELIEVE HIM DONNA, Lenny Miles, Scepter
- PITTSBURGH**
 —OH, HOW I MISS YOU TONIGHT, Jeanne Black, Capitol
 —WHAT WOULD I DO, Mickey & Sylvia, RCA Victor
- IF I KNEW, Nat King Cole, Capitol**
—STORY OF MY LOVE, Paul Anka, ABC-Paramount
- CLEVELAND**
 —UTOPIA, Frank Gari, Crusade
 —OH, HOW I MISS YOU TONIGHT, Jeanne Black, Capitol
 —WHEELS, String-A-Longs, Warwick
 —WHAT WOULD I DO, Mickey & Sylvia, RCA Victor
 —SPOONFUL, Etta Harvey, Chess
- BALTIMORE-WASHINGTON**
 —THERE'S A MOON OUT TONIGHT, Capris, Old Town
- SEATTLE**
 —YES, I'M LONESOME TONIGHT, Dodie Stevens, Dot
 —SPOONFUL, Etta & Harvey, Chess
 —PUPPET SONG, Frankie Avalon, Chancellor
- MILWAUKEE**
 —YES, I'M LONESOME TONIGHT, Dodie Stevens, Dot
 —WHEELS, String-A-Longs, Warwick
 —IF I DIDN'T CARE, Platters, Mercury
 —OH, LONESOME ME, Johnny Cash, Sun
 —CHILLS & FEVER, Ronnie Love, Dot

NOTE: BEST BUYS, WHICH FORMERLY APPEARED IN THIS SPACE, CAN NOW BE FOUND ON THE FIRST PAGE OF THE MUSIC-PHONOGRAPH MERCHANDISING DEPARTMENT.

HOT 100: A TO Z

A Perfect Love.....	47
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I Count the Tears.....	30
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Your Other Love.....	54
You're Sixteen.....	10

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

CONNIE FRANCIS



NO ONE (Efsee, BMI) (2:45)—WHERE THE BOYS ARE (Aldon, BMI) (2:37)—The gal wails her way through the weeper, "No One," in great style. Flip is the appealing title tune from her first movie. "No One" is standout side, but flip should also draw on strength of film's box-office potential. M-G-M 12971

BOBBY RYDELL



GOODTIME BABY (Lowe, ASCAP) (2:09)—CHEERIE (Lowe, ASCAP) (2:14)—Rydell brings his usual sock delivery to the catchy r.&r. ditty, "Goodtime Baby," with cute femme chorus on backing. Flip is a strong follow-up to his current smash single—a dramatic reading of an attractive theme. Both sides are potent. Cameo 180

THE FOUR PREPS



CALCUTTA (Pincus-Symphony House, ASCAP) (2:08)—The Four Preps turn in a bright vocal reading of the current instrumental hit, backed solidly by a band with a real beat. Flip is "Gone Are the Days" (Lar-Bell, BMI) (2:21). Capitol 4508

THE COASTERS



WAIT A MINUTE (Progressive, BMI) (2:39)—THUMB-IN' A RIDE (Progressive, BMI) (2:22)—The boys wrap up "Wait a Minute" (a solid novelty co-cleffed by Bobby Darin in the "Alley-Oop" groove) in a top-notch vocal. Flip is another amusing r.&r. novelty sung with solid showmanship by group. Watch both sides. Atco 6186

LAVERN BAKER AND JIMMY RICKS



YOU'RE THE BOSS (Progressive-Trio, BMI) (2:19)—I'LL NEVER BE FREE (Valando, ASCAP) (2:15)—The blending of vocal styles by LaVern and Jimmy Ricks is wild on this new record as the duo sings about who's the boss, on the swinging top side. Flip is the oldie, all dolled up in a bright new arrangement. Sock sides from a strong duo. Atlantic 2090

CLINT BALLARD JR.



THE SECRET (Sheldon, BMI) (2:10)—An interesting instrumental by cleffer-turned-maestro, Clint Richard. The piece is styled closely on the lines of Floyd Cramer's "Last Date." Use of chorus and fiddles is very effective, too. Side can create excitement. Flip is "Stompin'" (Springfield, BMI) (1:55). Guyden 2047

RAY CHARLES



THEM THAT GOT (Ray Charles, BMI) (2:47) — I WONDER (Leeds, ASCAP) (2:31)—"Them That Got" features a fine, saucy beat on a bluesy theme with Charles contributing his usual sock vocal. Flip is an interesting gospel-based item, with effective femme chorus on backing. Both sides could move. ABC-Paramount 10141

JOHNNY PRESTON



LEAVE MY KITTEN ALONE (Medal, BMI) (2:27)—TOKEN OF LOVE (Big Bopper-Aladdin, BMI) (1:47)—Johnny Preston could get back on the hit lists with this solid two-sided disk. Top side is the driving Little Willie John hit of a year ago, and the flip is a warm rockaballad. Preston is in good voice and the sides are well-arranged. Mercury 71761

DAMITA JO



KEEP YOUR HANDS OFF OF HIM (Conrad, BMI) (2:30)—HUSH, SOMEBODY'S CALLING MY NAME (Lily, BMI) (2:20)—Damita Jo proves here again that she's one of the best singers around today. She handles the old Priscilla Bowman hit with rocking fervor, and she turns in a tender performance on the flip, a warm ballad. Strong wax here. Mercury 71760

DAVID ROSE



CIMARRON (Robbins, ASCAP) (3:24)—SPELLBOUND (Chappell, ASCAP) (2:27)—Maestro Rose presents the stirring, Westernish theme music from the new film version of "Cimarron." It's a colorful instrumental production that can step out. The flip is a handsome revival of the familiar theme from the Ingrid Bergman picture. This can pull plenty of spins though the top side is the one to watch. M-G-M 12974

CARL BELEW



ANOTHER LONELY NIGHT (Fowler, BMI)—I CAN'T LOSE SOMETHING (THAT I'VE NEVER HAD) (Fowler, BMI) (2:48)—Until now, Belew has been active principally in country marts. Here, however, he can easily go pop. Top side is a fine upbeat with catchy chorus and rhythm. Flip is a strong ballad with a "Last Date" piano figure. Both have a solid chance. Decca 31200

CHUCK WOOD



WEARING BLACK (Venice, BMI) (2:42)—The fine artist has a most infectious quality as he interprets a moving rock-styled hunk of material with a mournful feel. This side can grab a lot of action. Flip is a revival of "Rock and Roll Waltz" (Sheldon, BMI) (2:01). Warner Bros. 5193

(Continued on page 31)

Dot® RECORDS PROUDLY PRESENTS

PAT BOONE

SINGING HIS OWN LYRIC* —
THE ONLY VOCAL VERSION OF

“THE EXODUS SONG”

(THIS LAND IS MINE)

“THERE’S A MOON
OUT TONIGHT”

16176



* The only official lyric to Ernest Gold's sound track music approved by Otto Preminger, producer-director of the motion picture "Exodus" and published by Chappell & Co., Inc.



“ THE NATION'S BEST SELLING RECORDS ”

• Reviews and Ratings of New Albums

• Continued from page 24

LIMITED SALES POTENTIAL

POPULAR

THE FIVE CHORDS
Bedlia Brown — I Need Your Loving. SOMA 1151

BIGGIE McFADDEN
Burning Leaves—Blue Mountain. MONT-CLARE 010.

ELMO RODGERS
Singing—After All. NU-STAR 100L.

BOB GUTMAN
Never Make a Promise in Vain—We Three (My Echo, My Shadow, and Me). JAY 45

BOB GUTMAN
Rock and Roll Grandma—If I Can't Have You—I'm Going Away—Leave My Heart Alone. JAY 2118.

SPIRITUAL

THE RHYTHM MASTERS
Holding My Savior's Hand—The Devil and His Old Suitcase. ACE 610.

COUNTRY & WESTERN ★★★

DENA SHELK
I Missed You Too—Stop Your Lying. SWEETHEART 101.
NANCY SHERMAN
Ev'ry Little Echo—Since My Baby Started to Roam. PLEDGE 101.

RHYTHM & BLUES

JUANITA ROGERS
I'm So Glad You Love Me—Teen-Ager's Letter of Promises. PINK CLOUDS 333.

GAYLE FORTUNE AND THE TERRY-TONES
I Cry the Blues—Teen-Age Night Theme. WYE 5-1003.

THE CORNELIANS
The Girl Next Door—The Chapel by the Sea. OCEANIC 101.

***** Teen Fever—Here's "O Solo Mio" back in yet another form. This time it's an instrumental with flute lead. Flip rates an edge here. (Trinity, BMI) (2:10)**

BOTTS RANDOLPH
***** Big Daddy—RCA VICTOR 7835**
—Bouncy country ditty is sung with verve and vitality by Randolph. Dual market side. Infectious banjo backing. (Acuff-Rose, BMI) (2:30)

***** Bongo Band—Catchy tune is accorded showmanly ork and group vocal treatment. (Delmore, ASCAP) (2:00)**

VICO TORRIANI
***** Calcutta — LONDON 1865** — The chanter from Italy offers one of several new lyric versions of the current Lawrence Welk instrumental hit. The artist has much of the style of Maurice Chevalier, and he gets a neat femme chorus assist. This can get plenty of play. (House, ASCAP) (2:05)

***** The Ladies—A classy Continental-styled song done cleverly by Torriani. An exuberant chanter who should make his mark. (Conquest, ASCAP) (2:15)**

JACK WEIGAND
***** Sixteen Candles—CAMEO 185**— An instrumental version of the hit of several seasons ago. Hammond organ is featured with a big string sound. Side can get play. (January, BMI) (2:38)

***** Prisoner of Love—The old hit song for Russ Columbo and Perry Como is done up in instrumental form with organ and strings. Has an interesting burlesque theater quality in the rhythm. (Mayfair, ASCAP) (2:06)**

one has a Spike Jones quality about it. (Bourne-Cromwell, ASCAP) (2:47)

LIBBY AND SUE
***** (He Had) Pretty Eyes—ERA 3036**— A folk-styled effort by the femme duo. Gals turn out a pretty brand of harmony and they sing with sincerity. Side has an echoey guitar backing. (Jaf. Mus., BMI) (2:44)

***** Bye, Bye, Bye—Gals offer a pleasant rhythmic ditty again with the guitar accompaniment nicely spotted. (Jaf. Mus., BMI) (2:04)**

TOM AND JERRY
***** Golden Wildwood Flower — MERCURY 71753**—Tom and Jerry turn in a smart and lively instrumental reading here of a snappy hunk of material with guitars in the lead and the large ork offering solid support. Listenable wax. (Bayou, BMI) (2:08)

***** South—The fine Benny Moten oldie receives a sock instrumental performance from the guitar duo over a pounding beat. This bright side has a chance for juke coins. (Peer Int'l, BMI) (2:32)**

CHRISTY CUMMINS
***** Come to Me, Darling—ROULETTE 4319**—The lass sells a rockaballad in warm fashion here over simple ork and chorus support. Pleasant side could get coins. (Gale & Gayles, BMI) (2:58)

***** Till Then—On this side the lass comes thru with a strong performance on a pretty ballad. Both sides are worth plays. (Pickwick, ASCAP) (2:43)**

RONNIE DEAUVILLE
***** Day In, Day Out—KAYBO 615**—Deauville sings the standard in a style derivative of Frank Sinatra and does a pleasant enough job. (Bregman, Vocco & Con., ASCAP) (2:05)

***** April Sings—Same comment as above. (Herbert Music, ASCAP) (2:40)**

TOMMY REED
***** Young, Dumb and Full of Gum—KIP 222**—Reed offers a tribute to his girl, who is just what the title suggests. Chanter has good teen-age approach. He works with a chick chorus here. (Ascot-Jolon, ASCAP) (2:05)

***** Everyone Knows But You—The new artist handles a ballad in fair style. (Ascot-Jolon, ASCAP) (2:41)**

ARTHUR LEE SIMPKINS
***** I Believe—MIRANDA 91961**—The oldie is done to a turn by Simpkins here aided by almost classical type support by ork and chorus. Worth spins. (Cromwell, ASCAP) (2:18)

***** Shine, Miss Liberty, Shine—This tribute to the Statue of Liberty is sung with vigor by the chanter over big-styled backing. (Miranda, ASCAP) (2:48)**

THE SENATORS
***** There's a New Man in the White House—ABC-PARAMOUNT 10178**—This is the story of the election of Jack Kennedy and the lads sing it brightly here over a bright march style backing. May get spin. (Leeds, ASCAP) (2:25)

***** A Sing Along Song—The Senators sell this old-fashioned effort in neat style, with banjo plucking adding to the ork effect. Good jock wax. (Leeds, ASCAP) (2:25)**

• Reviews of New Pop Records

★★★★★

VERY STRONG SALES POTENTIAL

• Continued from page 29

POPULAR ★★★★★

JIMMIE RODGERS
***** When Love Is Young—ROULETTE 4318**—Jimmie Rodgers tells a tender story here, as he sings about the meaning of young love. The big ork backing is tasteful as is the chorus work. Side has a chance. (Planetary, ASCAP) (2:18)

***** The Little Shepherd of Kingdom Come—From the film of the same name comes this tune, handled warmly here by Rodgers aided by a listenable arrangement. Side will get a lot of activity due to flick and could break loose. (Planetary, ASCAP) (2:28)**

LLOYD PRICE
***** (Boo Hoo) I Made You Cry — ABC-PARAMOUNT 10177**—A cryin' blues by Price with the familiar femme chorale backing and pounding band. A wild vocal packs a good bit of excitement. Side should be watched. (Roosevelt-Lloyd Logan, BMI) (2:10)

***** I Made You Cry—A bluesy ballad gets a solid vocal from Price. More of the same rockin' stuff for which Price is well known and this side could move, too. (Pri-Gan, BMI) (2:29)**

DAKOTA STATION
***** All in My Mind—CAPITOL 4512**—Maxine Brown has a version of this slow rhythmic tune on the charts now and Miss Station makes a strong bid to put her version there, too. She pounds this one out in real style and it could go. (Figure, BMI) (2:10)

***** Hey Lawdy Mama — The gal thrushes in handy style on this upbeat swinger. Side can also find exposure altho the flip may have an early edge. (Northern, ASCAP) (2:23)**

SOLOMON BURKE
***** Keep the Magic Working — ATLANTIC 2089** — Expressive chanting by Burke on a catchy theme with cheerful tempo. One of his best efforts and it's worth watching. (Balto, ASCAP) (2:06)

***** How Many Times—An infectious r.&r. ditty is sung with verve and zing by Burke. Another side to watch. (Tideland, BMI) (2:20)**

RANDY LEE
***** Did You Ever See a Dream Walking—EVEREST 19398**—Randy Lee has a pleasant style in this reading of the familiar oldie. He's got a deep-voiced approach and he gets good femme group support. A side that could move out. (Henderson, ASCAP) (2:23)

***** Baby, Where Are You?—A happy, rousing rocker with touches of the gospel styl' in the material and the performance.**

Good chorus backing, too. Two nice sides. (Cedarwood, BMI) (2:08)

TOBIN MATTHEWS
***** Steel Guitar Rag—CHIEF 7024**—The "Ruby Doby Doo," man is back with a nice, satisfying rhythm reading. Good guitar and horn work can create a good bit of excitement. Watch this one. (Bourne, ASCAP) (2:15)

***** The Irish Washerwoman—The familiar oldie melody is done to a rockin' rhythm with a good horn and guitar coupling showing the way. (2:08)**

THE AMES BROTHERS
***** Asking for You—RCA VICTOR 7836** — Attractive theme from the new Broadway hit, "Do Re Mi," is wrapped up in melodic vocal treatment. (Stratford, ASCAP) (2:05)

***** A Kiss From Cora—Interesting arrangement marks this personable vocal treatment of a catchy tune. (Planetary, ASCAP) (2:05)**

THE MASCOTS
***** Lonely Rain—KING 5435** — Fervent chanting by lead singer and group on moving Latin tempo r.&r. item. Strong effort has a chance. (Wisto, BMI) (2:40)

***** That's the Way I Feel—Exuberant reading by lead warbler and group on bouncy r.&r. rhythm tune. Another dual market side. (Lois, BMI) (2:25)**

THE COGNAC'S
***** Charlena — ROULETTE 4340**—A slow and saucy rhythm tune in the blues groove. This has strong r.&b. roots. Group has a sound and they get a good, persistent backing. (Robin Hood, BMI) (2:22)

***** Heaven Only Knows—A rockaballad with a tender and touching lead performance by the cat. Flip, however, has more interest. (Tyrol, BMI) (2:23)**

THE ESCORTS
***** Mala Drag—SOMA 1144**—The label that made hits with the Fendermen has another group in this tender guitar groove. The side is a blues featuring the sound of the down guitars. Good rocking stuff. (Celann, BMI) (2:20)

***** Judy or Jo Ann—This side features an impassioned vocal from one of the boys in the group. It's all about a romantic dilemma and he sings it with feeling. This, too, could pull spins. (Celann, BMI) (2:40)**

THE CAVALIERS
***** Funky—CORAL 62245**—An interesting rhythm version of "O Susanna," done with a flute and tenor sax lead. Side can get exposure. (Trinity, BMI) (1:46)

POPULAR ★★★

THE VALIANTS
***** Calcutta—COLUMBIA 41931 (33)**—The big instrumental hit now has a Vance and Pockris lyric and it's neatly done here by the vocal group. The background arrangement resembles the current instrumental hit version. (Pincus, ASCAP) (1:42)

***** Honky-Tonk Joe — A happy, honky-tonk tune with a cute, sing-along lyric handled by a big choral group. Interesting side. (Vanno, ASCAP) (1:48)**

GRADY LEWIS
***** Sad Story — COLONIAL 7010** — Lewis sings his heart out on this interesting, minor-keyed ballad. A good performance. (Bentley, BMI) (2:34)

***** Runaway Lover—A Tex.-Mex. style side with an interesting mandolin backing. Has a mariachi quality. Flip has more impact. (Bentley, BMI) (1:44)**

BOBBY SANDERS
***** I'm on My Way—KAYBO 618**—High-pitched lead spurs this swinging rocker to wild excitement and it moves all the way A disk that could break loose. (Lansdowne-Winstone, ASCAP) (1:50)

***** It Was You—Pleasant rockaballad is sung nicely here. Flip has the power, however. (Lansdowne-Winstone, ASCAP) (2:07)**

★★★★★ GOOD SALES POTENTIAL

MARY SMALL
***** Oh, How I Miss You Tonight—SEECO 6072**—A bouncy version of this hit from more than 20 years ago gets a bright reading from La Small while a chorus and ork swing lightly and politely in the background. (Bourne-World, ASCAP) (2:02)

***** To Know—Ballad, which has an old-time quality, is sung prettily by Mary Small, who is in strong voice. Extra dose of nostalgia comes from chorus and ork. (Benjamin, ASCAP) (2:15)**

DOW PATTERSON
***** Out of My Mind—WINSTON 1051**—Bouncy rockabilly-styled ditty is sung with verve by Patterson. (Slim Willett, BMI) (2:05)

***** Gena—Pretty Latin-styled tune is accorded okay reading by Patterson. (Slim Willett, BMI) (2:17)**

LITTLE DANE AND MASON
***** Gonna Get a Girl — MERCURY 71752**—Little, Dane and Mason are the comedy team now appearing in night clubs. They play it straight here singing a nice bouncy version of the oldie in a style somewhat like the Four Lads. (Miller-Sherwin, ASCAP) (2:12)

***** Call Me Darling—The comedy threesome sing this oldie with a lift. Backing is by a small combo. (Joy, ASCAP) (2:15)**

ARLENE DeMARCO
***** You Can't Get Away From Me—MERCURY 71739**—Arlene of the DeMarco sisters rips right into this jumping rocker and does a strong job with an able assist from conductor Belford Hendricks. (Eden, BMI) (2:20)

***** I Wanna Be Loved—The ballad hit from some years ago gets a warm reading from the thrush while strings and vocal group does well in the background.**

LENNY STONE
***** Enormity in Motion—TRIODEX 105**—Here's a cat who can't pronounce his "r," which is the basis of this parody of the recent "Poetry in Motion" hit. Arrangement is close to the original with the difference in the vocal delivery. Might get some novelty spins. (Meridian-December, BMI) (2:05)

***** Are You Wonesome Tonight—Another version of the Presley hit of the moment, this time with the accent on novelty values, sound effects, etc. Novelty-minded jocks may give this a whirl. This**

LINDA PADGETT
***** Along Came Love—TOPPA 1033**—Linda Padgett has a warm voice and she uses it to advantage on this attractive tune. The backing is attractive and the thrush vocal could help it get some action. (Mixer, BMI) (2:30)

***** Kiss Him for Me—This is the story of a broken love affair. The thrush explains how she will still love her ex-boy friend although he now belongs to another. (Mixer, BMI) (2:30)**

SONNY KNIGHT
***** Cold, Cold Night—FIF0 102**—Personable chanting by Knight on attractive theme with catchy Latin tempo to backing. (Rhombus, BMI) (2:15)

***** Saving My Love—Pretty r.&r. ditty is sung pleasantly by Knight. (Lion, BMI) (1:54)**

RUTH BROWN
***** Here He Comes—ATLANTIC 2088**—Lively reading by the canary on an infectious rhythm tune with amusing lyric. Good side. (Progressive-Trio, BMI) (2:13)

***** Sure 'Nuff—Thrush packs plenty of bounce and showmanship into catchy rhythm theme with bluesy flavor. Has dual market appeal. (Progressive-Trio, BMI) (2:25)**

THE YOUNG LIONS
***** Little Girl—DOT 16172**—Exuberant chanting by the group on a bouncy teen-appeal rocker. (Ace Cee Mmm, BMI) (1:55)

***** It Would Be—Wistful solo stint by lead warbler on a moving rockaballad. (Ace Cee Mmm, BMI) (2:20)**

THE FABOUS FOUR
***** Precious Moments—CHANCELLOR 1068**—Fervent reading by lead singer and group on an emotion-packed r.&r. item. (Rambled, BMI) (2:13)

***** Let's Try Again—Feelingful vocal stint by lead chanter on an appealing rockaballad. (Rambled, BMI) (2:24)**

JOHNNY RIVERS
***** Call Me—ERA 3037**—A pretty ballad, set to light triplet piano backing. Pleasant vocal by Rivers is worth a hearing. (Faire, BMI) (2:15)

***** Andersonville—A colorful presentation of an important bit of historical lore. Arrangement features sweeping strings. (Faire, BMI) (2:29)**

THE DAUPHIN TRIO
***** The Ballad of Jean La Flite—EPIC 9432**—The Louisiana base group bows with a strong fol-flavored ballad. The boys accompany themselves with guitars much in the style of other popular folk groups. This can get play. (Allied, ASCAP) (2:07)

***** Moonlit Sea — A pretty love ballad, neatly chanted by the boys. Side is worth a hearing. (Allied, ASCAP) (2:08)**

CAB CALLOWAY
***** Dancing Man—CORAL 62244**—The Cab returns to the record scene with a heftily belted rocker assisted by a fem group. It's a neat effort that could pull spins. (Merrimac, BMI) (1:58)

***** I'll Follow You—A ballad, set to triplet rhythm and fiddle backing. Calloway offers a stylized reading that his fans will like. (Cromwell-Robbins, ASCAP) (2:46)**

JEANNIE THOMAS
***** My Heart Has Told Me What to Do—STRAND 25026**—Pretty thrushing stint by the canary on a plaintive country-flavored item. Spinnable. (Aldon, BMI) (2:18)

***** Say Something Sweet to Me—Exuberant reading of the gal on an okay r.&r. ditty. (Wemar, BMI) (2:07)**

NAPPY BROWN
***** Coal Miner—SAVOY 1594**—Fervent

(Continued on page 33)



4 BIG

NEW ALBUMS

SELLING

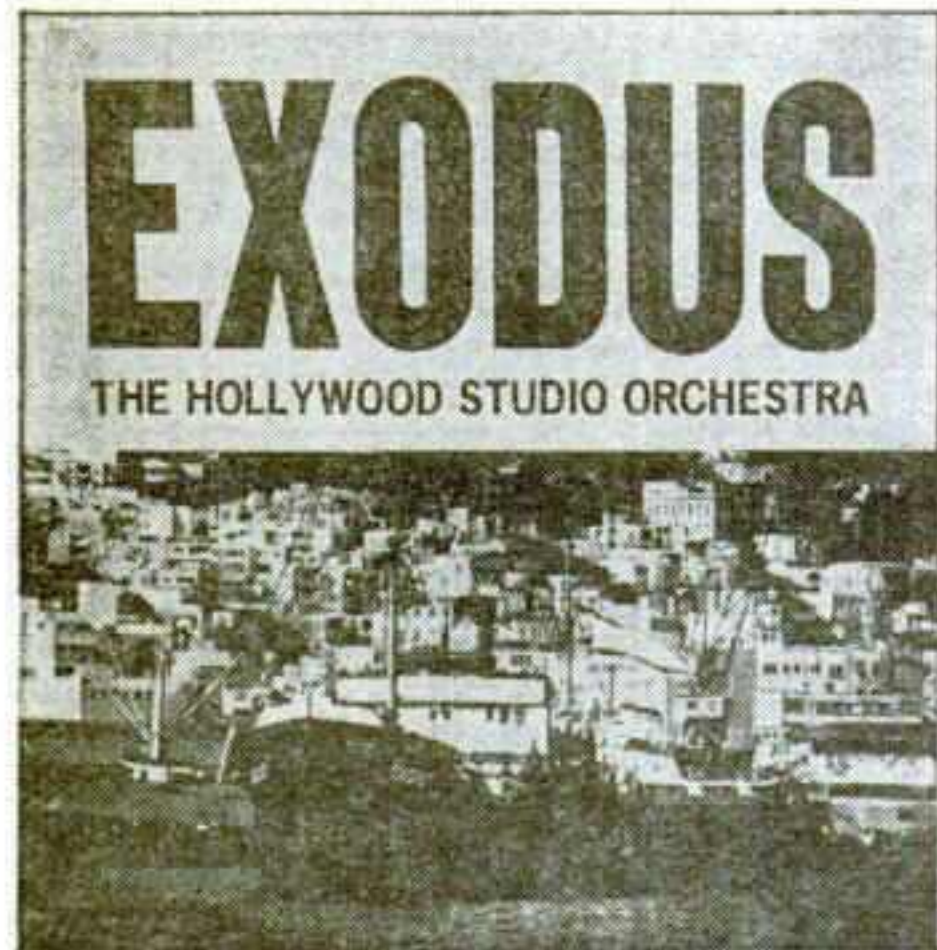
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NEVER ON SUNDAY DON COSTA
 THEME FROM **THE APARTMENT** FERRANTE & TEICHER
THE MAGNIFICENT SEVEN AL CALOLA
 THE GREEN LEAVES OF SUMMER FROM
THE ALAMO NICK PERITO
THE BIG COUNTRY
I WANT TO LIVE CERRY MULLIGAN
 SHELLY HANNE
THE VIKINGS THE UNFORGIVEN DON COSTA
ON THE BEACH
 SOME LIKE IT HOT GOD'S LITTLE ACRE
 SOLOMON & SHEBA THE HORSE SOLDIERS
 THE WONDERFUL COUNTRY
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BILLBOARD MUSIC WEEK

HOT C & W SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING JANUARY 15		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	2	2	2	NORTH TO ALASKA, Johnny Horton, Columbia 41782	9	
2	1	1	1	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406	19	
3	3	4	4	I MISSED ME, Jim Reeves, RCA Victor 7800	11	
4	5	3	3	EXCUSE ME, Buck Owens, Capitol 4412	17	
5	4	5	5	FALLEN ANGEL, Webb Pierce, Decca 31165	9	
6	10	13	11	WINDOW UP ABOVE, George Jones, Mercury 71700	10	
7	9	12	12	SWEET DREAMS, Don Gibson, RCA Victor 7805	7	
8	11	8	9	AM I LOSING YOU, Jim Reeves, RCA Victor 7800	8	
9	7	10	10	I THINK I KNOW, Marion Worth, Columbia 41799	9	
10	6	6	6	ALABAM, Cowboy Copas, Starday 501	28	
11	12	14	15	LAST DATE, Floyd Cramer, RCA Victor 7775	10	
12	21	—	—	MY LAST DATE, Skeeter Davis, RCA Victor 7825	2	
13	13	15	14	POLKA ON A BANJO, Lester & Earl Scruggs, Columbia 41786	6	
14	15	18	20	YOU DON'T WANT MY LOVE, Roger Miller, RCA Victor 7776	10	
15	8	9	13	YOU CAN'T PICK A ROSE IN DECEMBER, Ernest Ashworth, Decca 31156	12	
16	16	16	16	HERE I AM DRUNK AGAIN, Clyde Beaver, Decca 31173	12	
17	20	23	28	LOVING YOU, Bob Gallion, Hickory 1130	7	
18	18	17	19	WANTING YOU, Jimmy Newman, M-G-M 12945	10	
19	17	19	22	THE MOON IS CRYING, Allan Riddle, Plaid 1001	10	
20	19	7	7	I WISH I COULD FALL IN LOVE TODAY, Ray Price, Columbia 41767	15	
21	25	20	17	LITTLE GUY NAMED JOE, Stonewall Jackson, Columbia 41785	10	
22	24	24	23	ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810	5	
23	23	—	—	SEND ME THE PILLOW YOU DREAM ON, Browns, RCA Victor 7864	2	
24	—	—	—	BEFORE THIS DAY ENDS, Eddy Arnold, RCA Victor 7794	1	
25	30	29	—	WALK OUT BACKWARD, Bill Anderson, Decca 31168	3	
26	14	11	8	BEFORE THIS DAY ENDS, George Hamilton IV, ABC-Paramount 10125	14	
27	22	—	—	ONE STEP AHEAD OF MY PAST, Hank Locklin, RCA Victor 7813	2	
28	—	—	—	LYING AGAIN, Freddie Hart, Columbia 41805	1	
29	26	21	18	WORLD SO FULL OF LOVE, Ray Sanders, Liberty 55267	8	
30	—	—	—	I'LL JUST HAVE A CUP OF COFFEE, Claude Gray, Mercury 71732	1	

• Reviews of New Pop Records

• Continued from page 31

chanting by Brown on a folk-flavored ditty with feelingful lyrics. (Planemar, BMI)

★★★ **Hoonie-Boonie**—Frantic vocal stint by Brown on a vevrelful novelty with chick chorus and solid tempo. Has r.&b. appeal as well as pop. (Crossroads, BMI)

★★★★
VERY STRONG SALES POTENTIAL

JAZZ ★★★★★

GEORGE RUSSELL SEXTET
★★★★ **Kentucky Oysters (Parts 1 & 2)—RIVERSIDE 443**—Hard-driving up-tempo disk here is in the three-quarter blues-funky groove that's so much in vogue nowadays. Solos are by Dave Young, tenor; Dave Baker, trombone; Al Kiger, trumpet; and Russell, piano. Tune is from the "Strat-uphunk" LP and might be expected to get good deejay and jazz juke play.

★★★
GOOD SALES POTENTIAL

JAZZ ★★★★★

JUNIOR MANCE TRIO
★★★★ **The Uptown—JAZZLAND 702**—Unusual three-quarter-time blues is performed nicely and simply by pianist Mance and his rhythm section. Might get some deejay play. (Jazz-Standard, BMI) (4:02)

★★★ **Sweet and Lovely**—Standard is handled lightly but with a good beat by the trio. Both sides are from the "Soulful Piano" LP. (3:35)

JOHNNY GRIFFIN & EDDIE (LOCK-JAW) DAVIS QUINTET

★★★ **Flunky Fluke, Parts 1 & 2**—Hard swinging tenor sax solos by Lockjaw and Griffin are out front on this up-tempo blues. After single choruses on Part 1 the two tenors cause a great deal of excitement in a chase series of choruses in the old tradition. Both sides are from the "Tough Tenors" LP. (Jazz-Standard, BMI)

CAL TJADER & ORK

★★★ **Marla—FANTASY 552**—An intriguing arrangement of the tune from "West Side Story," with strings and vibes featured. Delightful harmonies are introduced here. Listenable mood side. From Tjader's LP of the show score. (2:46)

★★★ **Cool**—Another tune from "West Side Story," this time much more in a driving framework. Another good arrangement. (2:49)

★★★★
VERY STRONG SALES POTENTIAL

COUNTRY & WESTERN ★★★★★

JOHNNY AND JONIE MOSBY
★★★★ **I'll Have Another Cup of Coffee (Then I'll Go)—TOPPA 1034**—This is the story of a divorce and it's a sad one indeed. The singer sells it with much charm and the record could turn into a strong country seller. (Mixer-tree, BMI) (2:36)

★★★★ **Unreceived, Address Unknown**—He wrote a letter to his girl and the letter came back "address unknown," sing Johnny and Jonie Mosby on this attractive dinking. Should help this get off the ground. (Mixer-Loring, BMI) (2:38)

★★★
GOOD SALES POTENTIAL

COUNTRY & WESTERN ★★★★★

RUTY AND DOUG
★★★ **Louisiana Man—HICKORY 1137**—Showmanly reading on bouncy, country hoe-down-styled ditty. Could get spins. (Acuff-Rose, BMI) (2:33)

★★★ **Make Me Realize**—Plaintive duo warbling on wistful country ballad. Also has a chance. (Acuff-Rose, BMI) (2:26)

BUCK FLOYD
★★★ **No Love For Me—KING 5436**—Heartfelt vocalizing by Floyd on moving weeper. (Lois, BMI) (2:42)

★★★ **I'm Gonna Show You All Someday**—Same comment. (Lois, BMI) (2:21)

PETE PIKE

★★★ **I Can See an Angel—REBEL 229**—Peter Pike turns in a strong performance on a listenable rockaballad here as he sings of the girl he lost. It's a well-produced disk with possibilities in both the country and pop fields. (Four Star, BMI) (2:16)

★★★ **On Top of the Hill**—A moody, philosophical ballad about a woman who has passed on and her lover's sorrow, is the theme sung with appropriate feeling here by Pike aided by oik and chorus backing. Unusual, but flip is stronger. (Zap, BMI) (2:05)

NORM OWENS

★★★ **Lately—TOPPA 1032**—Norm Owens comes thru with a solid vocal on this listenable country weeper. It's about a guy who wonders where his girl of long ago is today. Good wax with a chance in the field. (Mixer, BMI) (2:25)

★★★ **Love's What Makes the World Go 'Round**—Attractive novelty is handled with style here by the country singer on this disk, which has a chance for pop coins, too. Two good sides by Owens. (Mixer, BMI) (2:06)

RHYTHM & BLUES ★★★★★

VAN BROUSSARD

★★★ **I Can't Complain — REX 1016**—Rockin' blues sung by the boy here gets a good swing. Vocal chorus, some strings and and small group assist. (Ace, BMI)

★★ **Winter Wind**—Nice ballad gets a good reading from the boy while group and combo do the backing. (Ace, BMI)

EARL KING

★★★ **Dearling Honey Angel Child—REX 1015**—King shouts out the lyric of this blues-oriented tune in fetching style. Lots of instrumental fills on this medium-tempo rocker. (Ace, BMI)

★★ **I Can't Help Myself**—Lyric on this side tells the story of a boy who just can't help himself. Tempo is medium rock. (Ace,

Roulette Picks Up New Comedy LP

NEW YORK — In a move to cash in on the current comedy album trend, Roulette Records has purchased a new comedy LP, "The Tall Tales of Cyprienne Robespierre" by Bud Fletcher—from the La Louisiane label in Louisiana.

Roulette hopes to kick off a demand for Cajun humor. The album heretofore has only been released in the Louisiana-Texas area, and Pappy Daily, of H. W. Daily, Houston, and Henry Hildebrand, of All South Distributing, New Orleans, both report the package is outselling any current album they are handling on all their lines.

Roulette is currently setting up national distribution for the album, which will remain on the La Louisiane label. Special 45 samples, featuring sides suitable for air play, will be made available to deejays shortly. The deal was set by Roulette's Executive Vice-President Joe Kolsky and Carol J. Rachou, of Music Mart Recording, Lafayette, La.

Breaking for the Top 10!

JIMMY CHARLES

AGE FOR LOVE

Follow the Swallow

Promo #1003

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Buck Owens

"FOOLIN' AROUND"

Cap. 4496

GENERAL SONGS INC.

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DUKE 330

MAKING ALL THE CHARTS THE ORIGINAL "YOU BEEN TORTURING ME" Featuring The Four Young Men Crest #1076

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Alfred Record Distribution Co. 1043 N. La Palms Ave. Hollywood 28, Calif.

Tommy Collins "MY LAST CHANCE WITH YOU" b/w "BLACK CAT" Cap. 4445

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ON MY KNEES and STAY Charlie Rich Phillips International #3562 639 Madison Memphis, Tenn.

Phillips International Records

LATEST RELEASE LLOYD PRICE Sings BOO HOO #10177

ABC-PARAMOUNT FULL COLOR FIDELITY

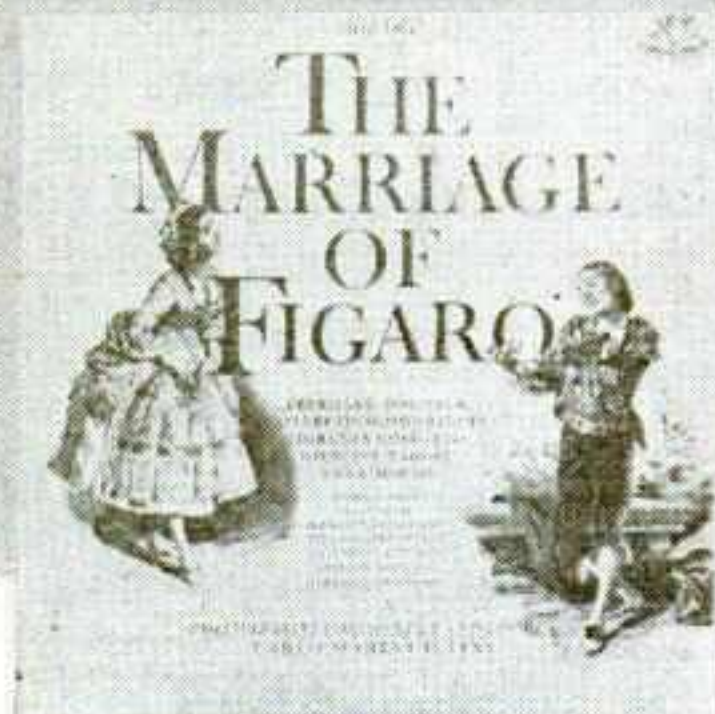


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Included are albums by Maria Callas, Elisabeth Schwarzkopf, Otto Klemperer, Peter Sellers and three brand new January releases:



(S) 3608 D/L The complete Marriage Of Figaro with Giuseppe Taddei, Elisabeth Schwarzkopf, and Anna Moffo

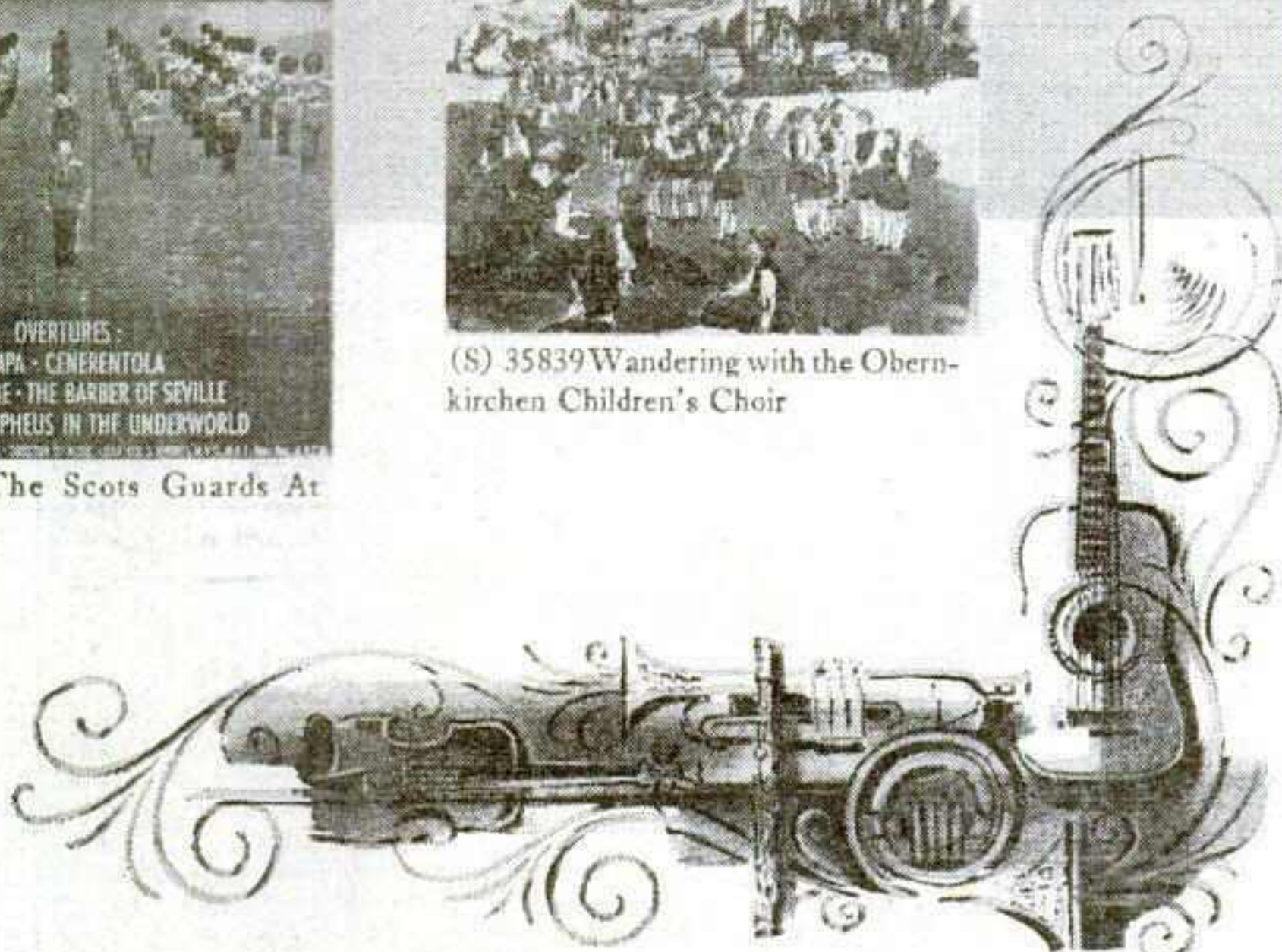


(S) 35789 The Scots Guards At The Opera



(S) 35839 Wandering with the Obernkirchen Children's Choir

See your Angel representative for complete details.



BILLBOARD MUSIC WEEK HOT R & B SIDES

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	FOR WEEK ENDING JANUARY 15		WEEKS ON CHART
				TITLE, Artist, Company, Record No.		
1	1	1	1	HE WILL BREAK YOUR HEART, Jerry Butler, Vee Jay 354	12	
2	2	3	4	SHOP AROUND, Miracles, Tamla 54034	5	
3	3	21	15	LAST DATE, Floyd Cramer, RCA Victor 7775	12	
4	4	13	6	ARE YOU LONESOME TONIGHT, Elvis Presley, RCA Victor 7810	7	
5	8	15	12	FOOLS RUSH IN, Brook Benton, Mercury 71722	7	
6	16	—	18	A THOUSAND STARS, Kathy Young, Indigo 108	8	
7	5	22	26	WONDERLAND BY NIGHT, Bert Kaempfert, Decca 31141	5	
8	9	9	8	GONZO, James Booker, Peacock 1697	7	
9	14	4	3	STAY, Maurice Williams, Herald 552	16	
10	19	—	21	NORTH TO ALASKA, Johnny Horton, Columbia 41782	7	
11	10	8	9	MY GIRL JOSEPHINE, Fats Domino, Imperial 5704	9	
12	15	14	13	CRY, CRY, CRY, Bobby (Blue) Bland, Duke 327	14	
13	20	11	16	RUBY, Ray Charles, ABC-Paramount 10164	5	
14	6	2	2	LET'S GO, LET'S GO, LET'S GO, Hank Ballard and the Midnighters, King 5400	14	
15	11	7	7	GEORGIA ON MY MIND, Ray Charles, ABC-Paramount 10135	16	
16	12	6	5	NEW ORLEANS, U. S. Bonds, Legrand 819	11	
17	17	17	25	I IDOLIZE YOU, Ike & Tina Turner, Sue 735	4	
18	25	30	—	EXODUS, Ferrante & Teicher, United Artists 274	3	
19	7	12	24	SAVE THE LAST DANCE FOR ME, The Drifters, Atlantic 2071	15	
20	13	5	10	DON'T GO TO STRANGERS, Etta Jones, Prestige 180	8	
21	18	—	—	(WILL YOU LOVE ME) TOMORROW, Shirelles, Scepter 1211	2	
22	26	—	22	ALONE AT LAST, Jackie Wilson, Brunswick 55170	7	
23	27	20	19	AM I THE MAN, Jackie Wilson, Brunswick 55170	8	
24	—	24	23	SAD MOOD, Sam Cooke, RCA Victor 7816	3	
25	28	—	—	THE SLIDE, Googie Rene, Reed 134	2	
26	23	18	17	HAPPY DAYS, Mary Johnson, United Artists 273	5	
27	29	28	29	BYE BYE BABY, Mary Wells, Motown 1003	4	
28	—	—	—	NATURAL BORN LOVER, Fats Domino, Imperial 5704	1	
29	—	—	—	TROUBLE IN MIND, Nina Simone, Colpix 175	1	
30	—	23	—	SPOONFUL, Etta and Harvey, Chess 1771	2	

Deejays Spell Out Needs to Mfrs., Distribs

Continued from page 1

record. A haphazard promotion begins with the duplicated mailings and different sources plugging different sides of the releases. Newsletters are trite and dull. The personal call is infrequent.

The last complaint is also echoed by Carroll Sexton, WCRS, Greenwood, S. C., who writes: "They (distribs, artists, label reps) never visit us." In a similar vein, Paul Drew, WGST, Atlanta, asks: "What happened to the day when labels sent artists out on three-week promotion tours — not just 'Nobodys' but their top names? Also there are too many releases. Hats off to RCA Victor, two records a week this year, and about half of them have sold, and many hit very big."

Too Many Releases?

The "too many releases" lament was registered by many jocks. Ted Street, program director of WHAP, Hopewell, Va., comments: "Speaking from a program director's standpoint, I spend about three to five hours weekly auditioning new record releases, of which perhaps 20 will eventually reach the public. Roughly about 75 per cent of all the records received here are not in line with our programming policies. We play the current pop tunes, along with many standards, the older pop records, and many album selections. The fewer records that are released, the better the chance for those that are released to be played on air."

Boots Bell, WHOT, Youngstown, O., asks: "Why the 'hard sell' from a few diehard promoters who haven't yet learned to let a record sell itself? Those boys don't realize that too much hype can alienate not only a deejay but his superiors."

Also opposed to the "big hype" is Bob Knight, WNOP, Newport, Ky., who writes: "All of this wasted malarkey could be avoided if test-area soundings were done with something resembling stable business control of the sample. Leave off the hype and see if the thing is worth your effort. If you've really got something, go all out and promote; if it's a dog, forget it. Sooner or later everybody, even the most conscientious jockeys, has to get tired of wading through new releases, and intentionally or unintentionally, he has to turn—in self-survival practically—to the tried and true names and tunes and sort of dog his responsibility to hear 'em all. And unheard has got to mean unplayed. Many a hit lies in many a studio, never heard by anybody there!"

Dropped Subscriptions

Regarding subscription services, Freeman Hover, KEYZ, Williston, N. D., comments: "We were subscribing to services of a couple of companies, but so many stations get them gratis, we dropped all subscriptions and rely on the label offices, promoters and publishers."

John Callarman, KTUE, Tulsa, (Continued on page 50)

Weiss-Barry

Continued from page 1

total approximately 8,000 copyrights. Companies include Golden West Music, Gene Autry Music Publishing, Western Music, Four Star Sales Company, and Weiss-Barry. All are BMI firms with the exception of ASCAP's Western Music. Autry also owns Hollywood's station KMPC, San Francisco's KSFO, Seattle's KVI, Phoenix's KOOL (Radio-TV) and Tucson's KOLD (Radio-TV). He also recently bought the franchise for the Los Angeles Angels Baseball Club, assuring his local station the broadcast rights to its games.

Solons Like Music

Continued from page 1

that agencies could better control payola, discriminatory trade practices, et al, with a better congressional liaison. Recent proposals by President-Elect Kennedy's advisor, James M. Landis, for an executive-based "czar" over the regulatory agencies, cuts very little ice with congressmen, who feel it's their place to set up such a continuing supervision, not the White House.

Other bills to strengthen the Federal Trade Commission, and to give it cease-and-desist powers, pending final outcome of cases, encouraged those in the music industry who hope for better competitive conditions when the agency finishes its current study of tices and set-ups complained of by retail record dealers. The usual spate of fair-trade bills to outlaw discounting were also introduced.

A bill to require reporting and payment of federal taxes on any money earned through criminal or illegal practices could provide a new snare for record pirates. At the federal level, they can only be attacked through the archaic Copyright Law, at present.

A Johnny - come - lately bill to outlaw toll TV is on the books, although the Federal Communications Commission is expected to okay its first on-the-air trial for the pay service shortly.

Bills to improve the country's cultural prospects through a top-level advisory group have again showed up. Also legislation to enlarge the grounds for the proposed National Cultural Center was introduced in the mounting tide of bills pouring into the House hopper. House bills are already reaching the 3,000 figure, with the Senate yet to begin their avalanche.

Bobby Darin

Continued from page 1

items. Latter includes a "twin-pak" (two LP's on a single tape, combining the Wilhelm Backaus recording of Beethoven's "Emperor" piano concerto with his recordings of the Beethoven "Pathetique" and "Moonlight" sonatas.

Release includes five from Verve highlighted by a Mel Torme "twin-pak." Also, four "twin-paks" from Roulette spotlights the double-LP Count Basie package plus a brochure telling the Basie Story. Four items are taken from the Warner Bros. catalog, including the latest Bob Newhart "Button-Down Mind" album, plus two twin-paks featuring "Guitars, Inc." and Buddy Cole.

Release is rounded out by three from Westminster, three from Vanguard (including "Odetta at Carnegie"), and five from United Artists, featuring UA's Ultra-Audio line, Terry Snyder's percussion and a Don Costa package.

Seeburg Chooses

Continued from page 1

reasons, according to Seeburg Vice-President Jack Gordon.

"In the first place," Gordon told Billboard Music Week, "it's comedy, certainly our first departure from strictly music. We feel this, in effect, serves to broaden the entertainment potential of the coin phonograph. Secondly, this is one selection which we have acquired at a time very soon after the album's release. It is not yet a national hit, but merely a regional one. Thus, we'll have a very good chance to determine the effect of the juke box in 1961 of breaking a hit recording. We believe that early programming of this album will show up in increased demand at the record dealer level and we'll be watching the reports closely for these indications."

A SOLID GOLD HIT

JIMMY BELL'S SHE WEARS MY RING

HICKORY 1136

LATEST RELEASE

RAY CHARLES

Sings
Them That Got
b/w
I Wonder
#10141

ABC-PARAMOUNT
FULL COLOR FIDELITY

2 GREAT INSTRUMENTALS
by **IVAN WARD**

"66 ROCK"
"CONGO GLIDE"

Savoy 1591

SAVOY RECORD CO.
NEWARK, N.J.

"TALK TO ME BABY"
b/w
"I Love You Baby"
F-369
FROM
"ANNETTE SINGS ANKA"
BV-3302

Vista RECORDS

America's Largest and Oldest

ONE-STOP RECORD SERVICE!

45 RPM 60c

ALL LP'S—REGULAR DISTRIBUTOR
WHOLESALE—NOTHING OVER

SAME DAY SERVICE

The MUSICAL SALES COMPANY
The Musical Sales Bldg.
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"CLOSE TOGETHER"

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VEE JAY #373

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Qualified plating and pressing expert will get top salary, stock bonuses, management status. Not "just a job."

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JIMMY CLANTON

ACE RECORDS
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New R & B Release

I JUST DON'T KNOW
b/w
SOMEBODY KNOCKIN'
by
LIGHTNIN' SLIM
Excllo #2195
NASHBORO RECORDS, Nashville, Tenn.

Non Stop to the Top!

FLAMINGO EXPRESS
by
The Royaltones

Goldisc #3011

GOLDISC RECORDS
1650 Broadway New York, N. Y.

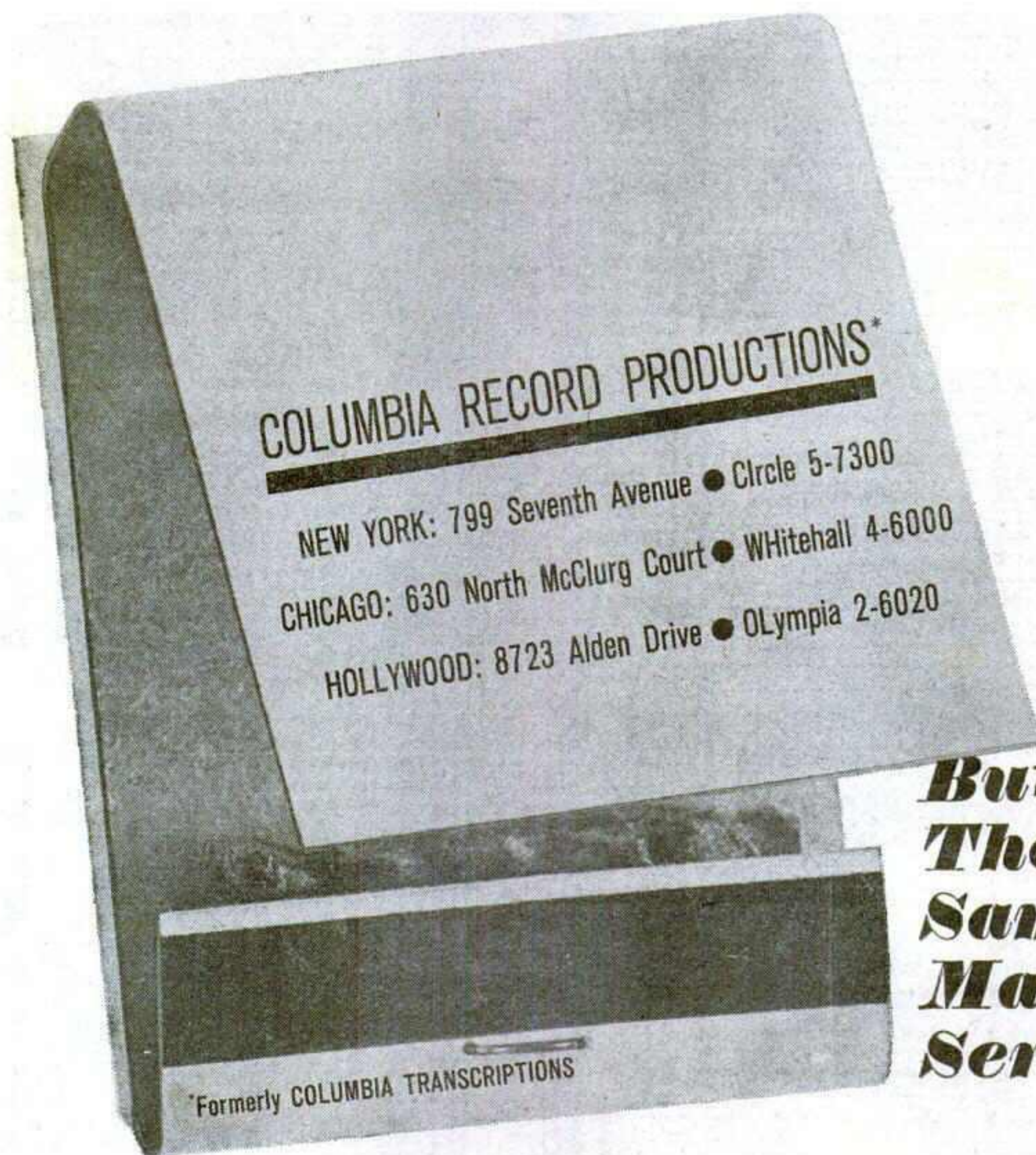
CONWAY TWITTY

Sings
"C'EST SI BON"
(It's So Good)

MGM 12969

MGM Records

A New Year... A New Name...



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The
Same
Matchless
Service***

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Saturday Review

THE NEW YORKER

Esquire

high fidelity

HiFi/Stereo review

PLAYBOY

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Get Sales started with a BANG!

Take advantage of free, colorful associated point of purchase displays which tie in with Mercury's fabulous advertising . . . to help move these fast turnover Mercury albums.



A



B



D



E



F

A. Window display—four color, featuring all seven Perfect Presence Sound Series Albums.

B. Window Display—four color, featuring Wellington's Victory as first release in new Living Presence Sound Series. Also spotlights Mercury's "top-of-the-chart" best-seller, Tchaikovsky 1812 Festival Overture.

C. Four-color moulded plastic sign with words "Sound Series" spotlighted so you can focus attention on your "Sound" albums.

D. Eye-catching counter/display merchandiser to push extra sales of Wellington's Victory.

E. Consumer catalog of Perfect Presence Sound Series albums in four color.

F. Free Demonstration records—(A) 7 inch 33 1/2 rpm disc with excerpts from all seven Perfect Presence Sound albums. One given with each Perfect Presence Sound Album purchased. A real sales-builder. (B) 12 inch Long Play album featuring Mercury's entire January release—available so you can demonstrate for your customers.

G. Counter card—front page and center spread of this insert mounted and scored to form eye-stopping display piece. (Not shown.)



C

SPECIAL OFFER!

Buy 10 Albums—Get 1 Free in the same price category. Offer covers all albums shown in this folder and applies to all orders placed during January and up to February 15. (Same offer applies to all regular Mercury albums in catalog . . . ask about details.)

ORDER FROM YOUR MERCURY DISTRIBUTOR NOW!

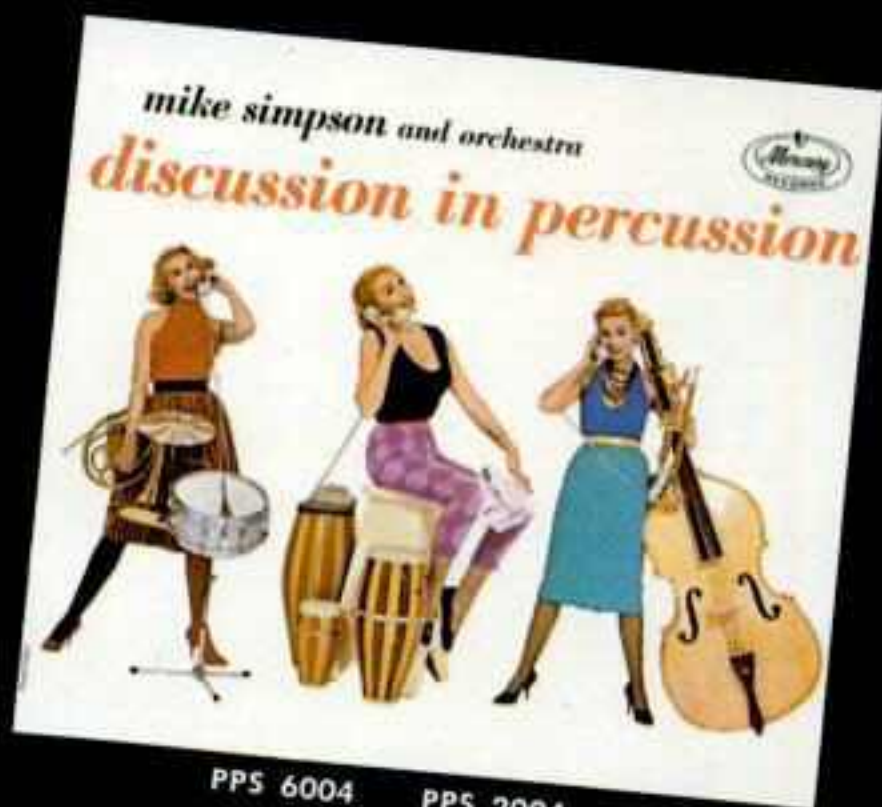
SOUND IS HERE!

CE SOUND SERIES

...an
outstanding recording
achievement!



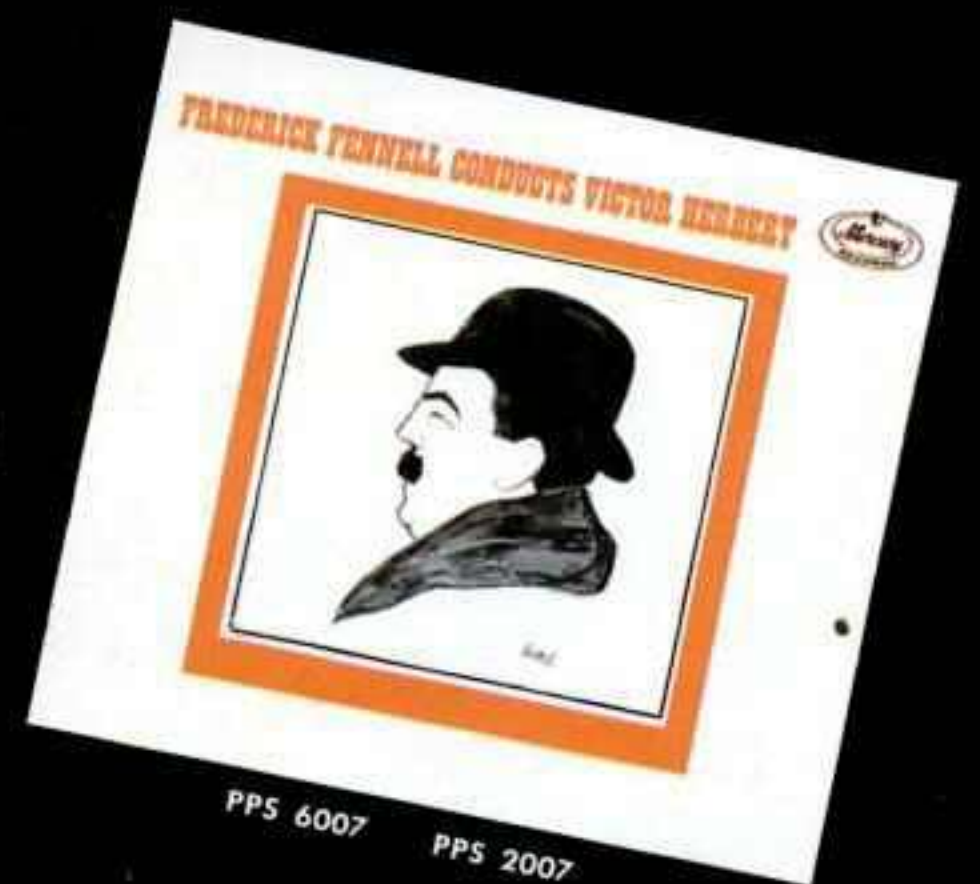
S 2003



PPS 6004 PPS 2004



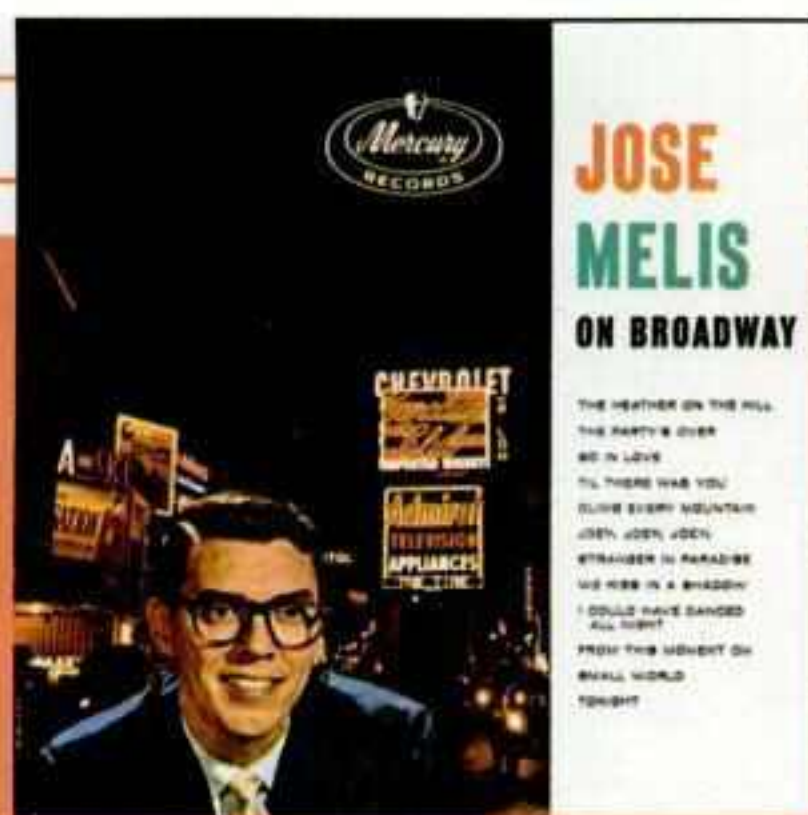
PPS 6005 PPS 2005



PPS 6007 PPS 2007

bowling
MATTERS

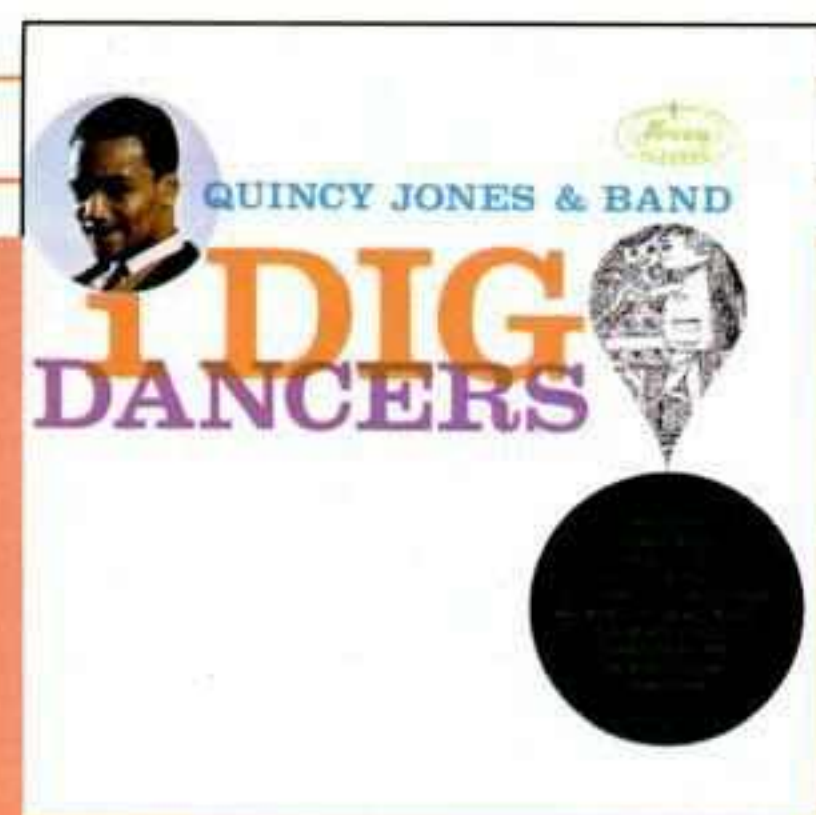
◀ America's No. 1 singing group has chosen 12 of the best standards and dished them up just the way you like them. Including such favorites as "Trees," and "Jeannine."



SR 60610 MG 20610

JOSE
MELIS
ON BROADWAY

THE HEATHER ON THE HILL
THE PARTY'S OVER
NO IN LOVE
TIL THERE WAS YOU
GIVE EVERY VILLAGER
JOHN JOHN JOHN
STRANGER IN PARADISE
LET HER IN A BANGIN'
I COULD HAVE DANCED
ALL NIGHT
FROM THE MOVIE ON
SMALL WORLD
TODAY



SR 60612 MG 20612

QUINCY JONES & BAND
I DIG
DANCERS

◀ You see him Tonight and every night on TV. He is the musical voice of Broadway. Here he does Jack Paar's favorite show tunes such as "I Could Have Danced All Night," "Til There Was You," etc.

◀ The best new big band in America today is Quincy Jones, the "new Duke." His fame has spread around the globe. An example of chosen tunes for the album are "Love Is Here To Stay" and "Moonglow."

G 20589



SR 60215 MG 20539

max
ROACH
+ 4
moon
faced
starry
eyed

ABNEY LINCOLN SINGS
you're mine you + some
rain, some shine + wild in
the wind + speak low
I concentrate so you
moon-faced and starry-
eyed + never let me go
nobody you + never leaving

◀ This is authenticity. Raimundo Nunez and the greatest musicians in Mexico comprise the official band which plays in the Plaza Mexico, Mexico City's famed bullring.

◀ Master musician Max Roach lends a subtle background with his drums in this tasty and intimate serving of top tunes. Hear "You're Mine You", and other greats.



SR 60606 MG 20606

THE AL COHN-
ZOOT SIMS QUINTET

YOU IN ME

◀ A free-swinging modern jazz repertoire by two of the greatest sax stylists in the world.

A REVOLUTION IN

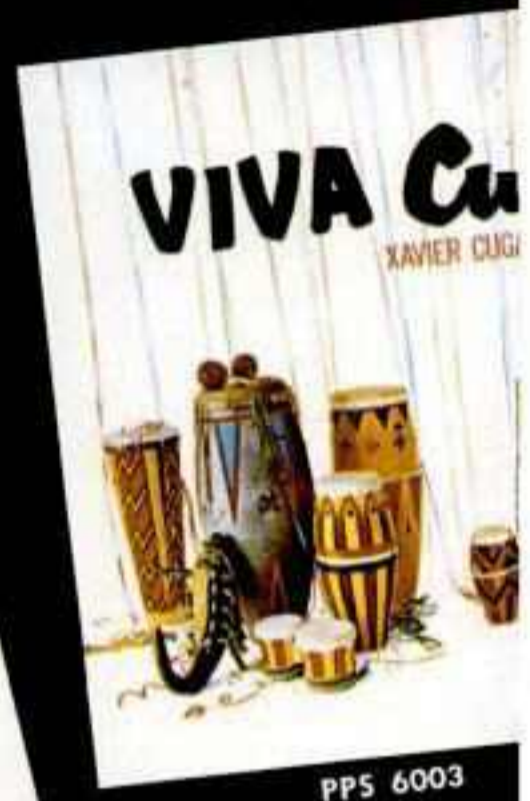
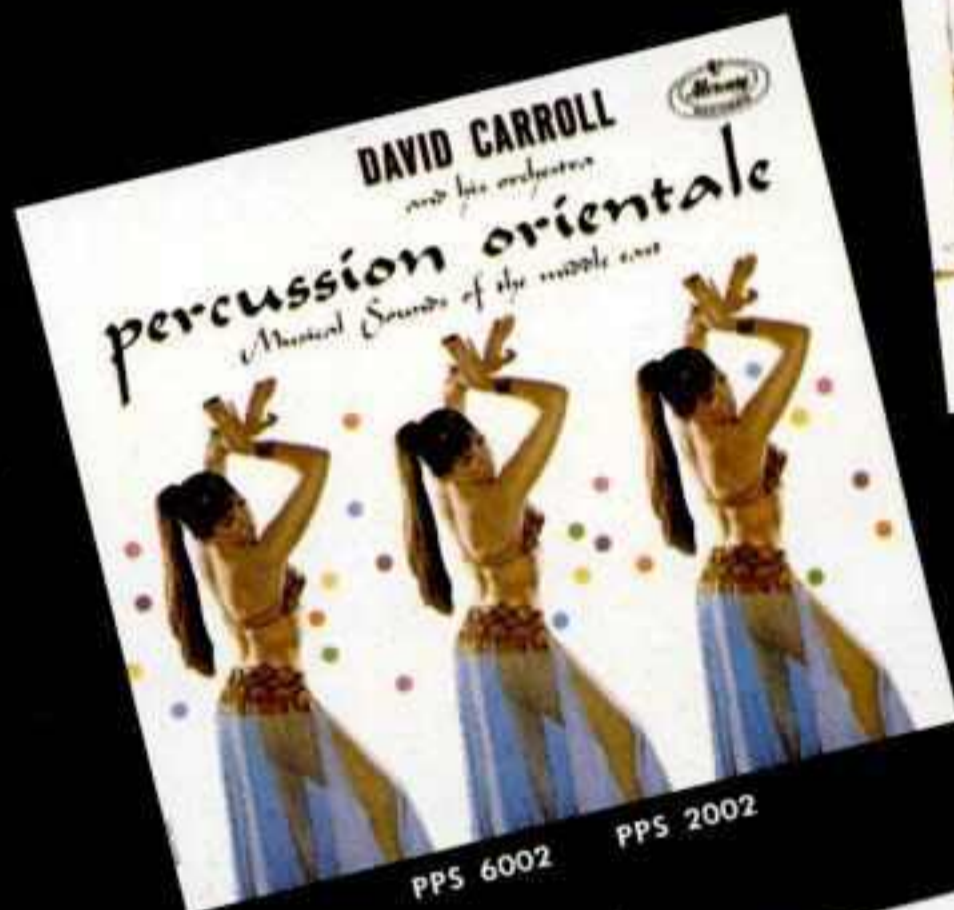
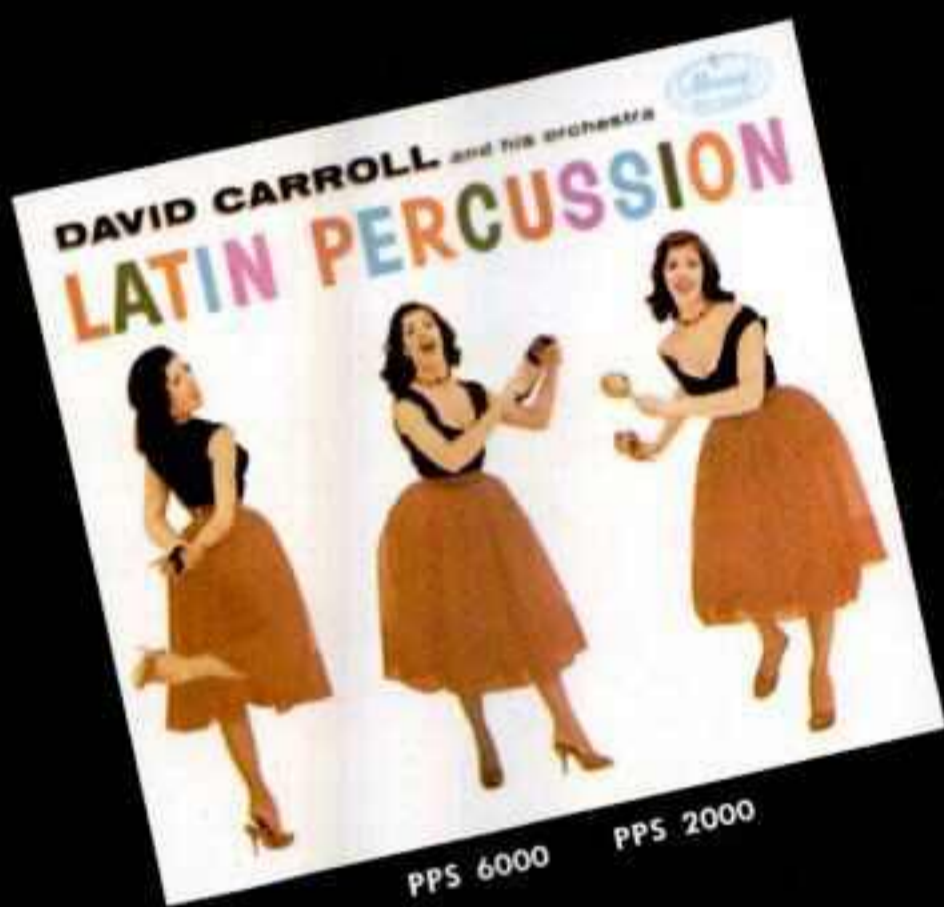


PERFECT PRESEN

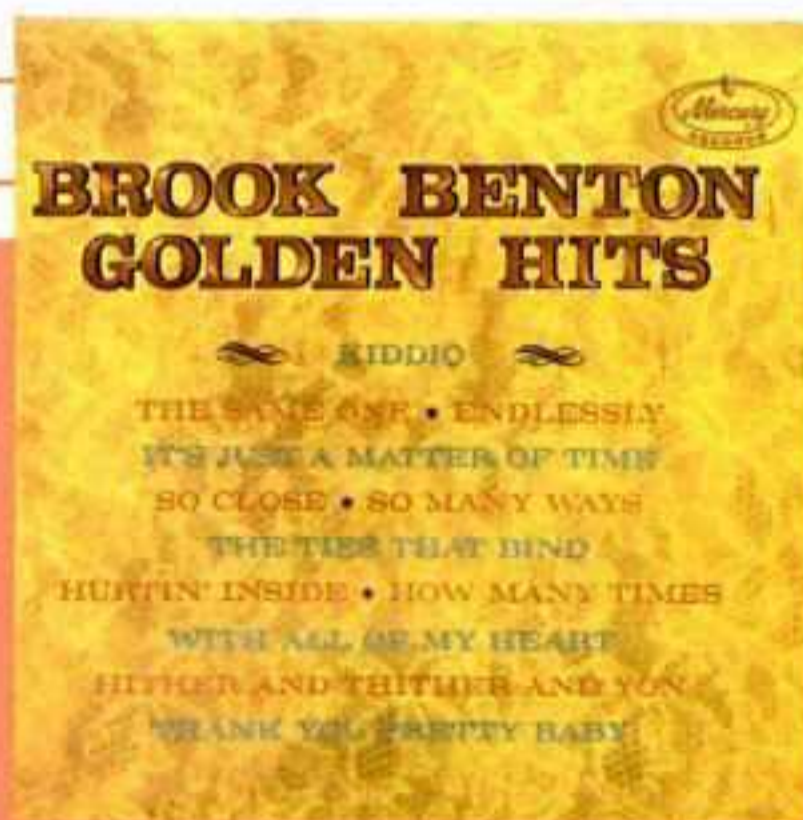
★ Brilliant performances

★ World's finest artists

★ Dazzling new sound



And Just
RELEASED...
a whole world
of
musical
entertainment

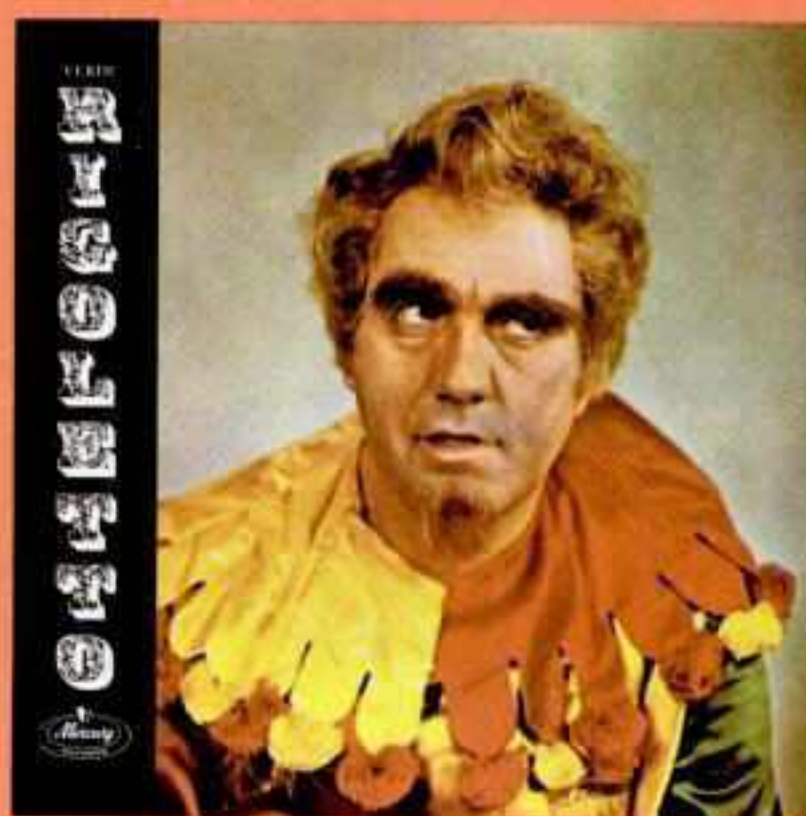


Brook Benton, acclaimed the No. 1 vocalist of 1960, is the find of the decade. He has had nothing but hits, —here are 12 hits all in 1 package — including "Kiddio" and "It's Just A Matter Of Time."

life is ju
of the
THE PL

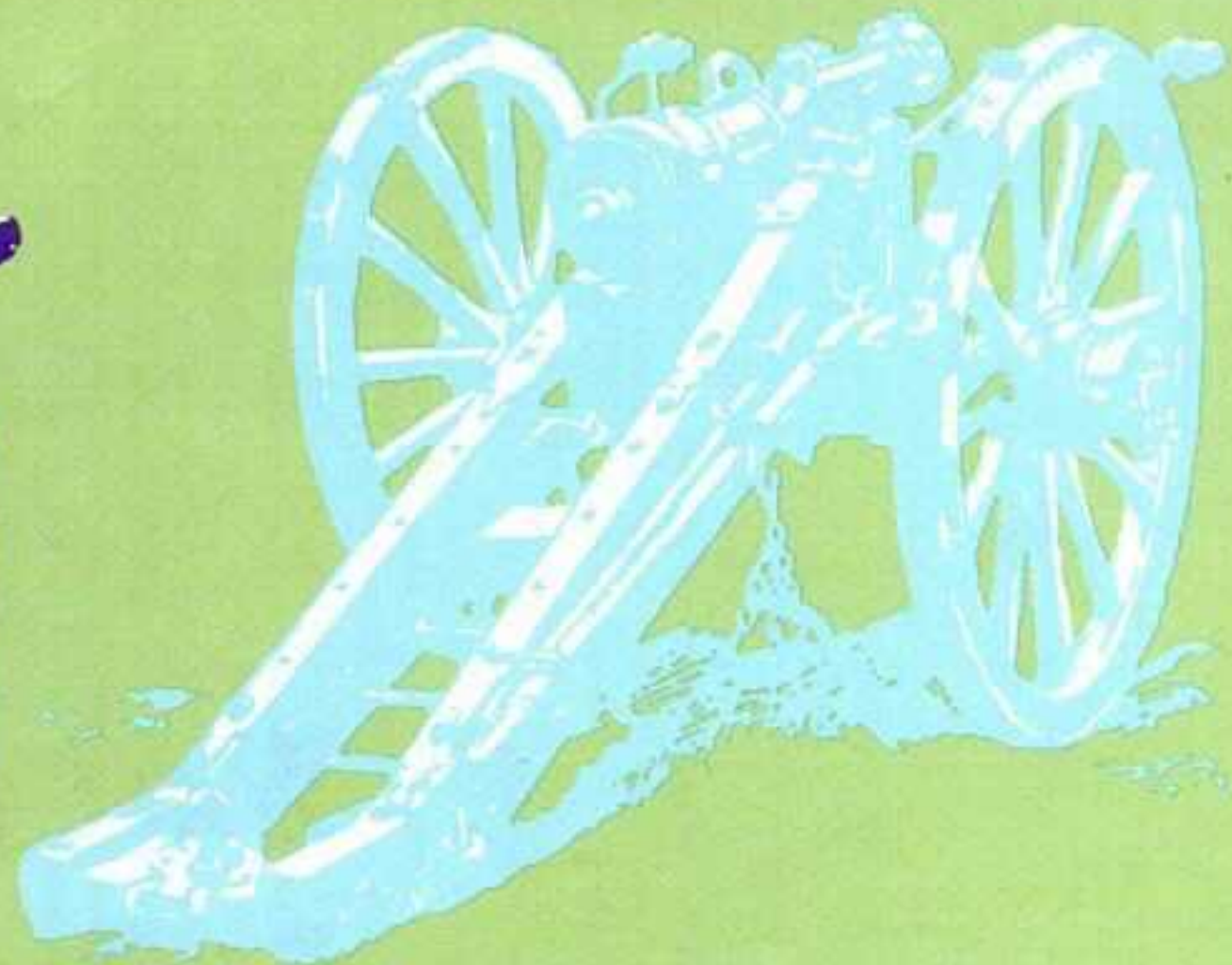
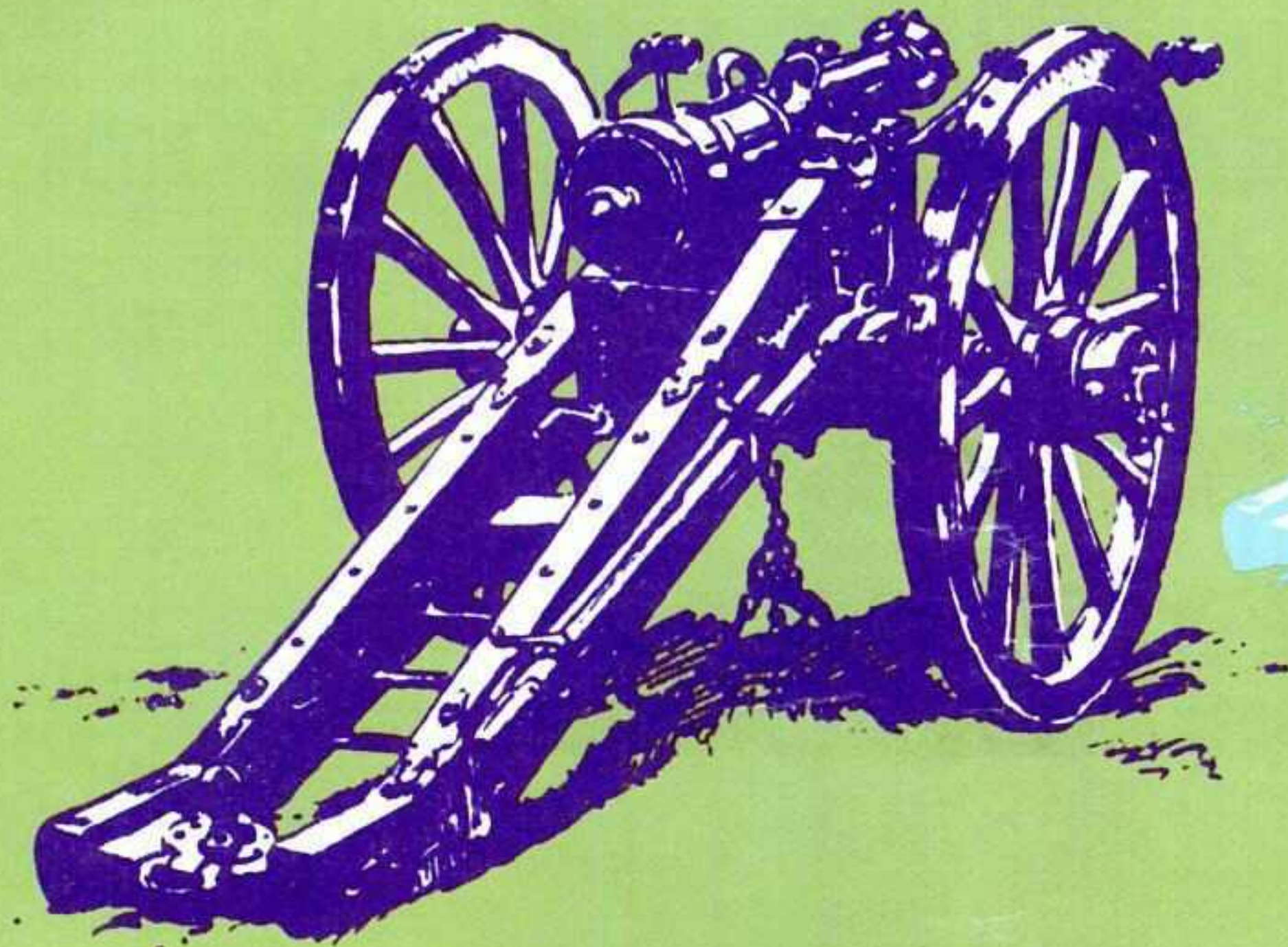


SR 60245



The complete opera performance of Verdi's Rigoletto is yours to enjoy. Singing the lead roles are Alfredo Kraus, Ettore Bastianini, Renata Scotti, Ivo Vinco, and Fiorenza Cossotto, Italy's leading opera stars.





A RECORDING REVOLUTION IS HERE!

The first magnificent classic in the new
Living Presence Sound Series

You've never heard anything like Mercury's new Living Presence Sound Series! You are surrounded by sound as the battle rages. Thundering cannons . . . blaring tumpets . . . firing muskets . . . clashing combat . . . it's all there in the electrifying Wellington's Victory. The perfect companion to Mercury's best-selling "1812 Overture" —the best in history.



LPS 9000 LPS 5000



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	5	(Will You Love Me) Tomorrow, Shirelles, Scepter
2	6	Rubber Ball, Bobby Vee, Liberty
3	13	Calcutta, Lawrence Welk, Dot
4	19	Shop Around, Miracles, Tamla
5	23	Calendar Girl, Neil Sedaka, RCA Victor
6	25	You Are the Only One, Ricky Nelson, Imperial
7	27	I'm Hurfin', Roy Orbison, Monument
8	34	Gee Whiz, Innocents, Indigo
9	36	Lovey Dovey, Buddy Knox, Liberty
10	40	There She Goes, Jerry Wallace, Challenge
11	42	Pope, Duane Eddy, Jamie
12	43	Hoochie Coochie Coo, Hank Ballard & Midnighters, King
13	44	Magnificent Seven, Al Caiola, U-A
14	45	My Last Date (With You), Skeeter Davis, RCA Victor
15	48	Emotions, Brenda Lee, Decca
16	55	My Last Date (With You), Joni James, M-G-M
17	56	Cherry Pink and Apple Blossom White, Jerry Murad's Harmoncats, Columbia
18	57	C'est Si Bon, Conway Twitty, M-G-M
19	59	Walk Slow, Little Willie John, King
20	60	My Empty Arms, Jackie Wilson, Brunswick
21	63	Utopia, Frank Gari, Crusade
22	65	Oh, How I Miss You Tonight, Jeanne Black, Capitol
23	66	All in My Mind, Maxine Brown, Nomar
24	67	Don't Believe Him, Donna, Lenny Miles, Scepter
25	73	There's a Moon Out Tonight, Capris, Old Town
26	75	First Taste of Love, Ben E. King, Atco
27	76	Don't Read the Letter, Patti Page, Mercury
28	78	Yes I'm Lonesome Tonight, Dodie Stevens, Dot
29	80	Lost Love, H. B. Barnum, Eldo
30	81	Wheels, String-A-Longs, Warwick
31	82	Ago for Love, Jimmy Charles, Promo
32	84	And the Heavens Cried, Ronnie Savoy, M-G-M
33	87	If I Didn't Care, Platters, Mercury
34	88	What Am I Gonna Do, Jimmy Charles, Promo
35	89	Is There Something on Your Mind, Jack Scott, Top Rank

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
60	My Empty Arms (Merrimac, BMI)—Jackie Wilson, Brunswick
80	Lost Love (Eldorado, BMI)—H. B. Barnum, Eldo
81	Wheels (Dundee, BMI)—String-A-Longs, Warwick
84	And the Heavens Cried (Rags, BMI)—Ronnie Savoy, M-G-M
87	If I Didn't Care (Chappell, ASCAP)—Platters, Mercury
88	What Am I Gonna Do. (Aidon, BMI)—Jimmy Clanton, Ace
89	Is There Something on Your Mind! (Wolfpack, SESAC)—Jack Scott, Top Rank
92	(Ghost) Riders In the Sky (Morris, ASCAP)—Ramrods, Amy
94	Chills and Fever (Hermes, BMI)—Ronnie Love, Dot
95	Jimmy's Girl (Skidmore, ASCAP)—Johnny Tillotson, Cadence
96	Baby Sittin' Boogie (Reis, BMI)—Buzz Clifford, Columbia
97	You Gotta Love Her With a Feeling (Lois, BMI)—Freddie King, Federal
98	Muskrat Ramble (Simon, ASCAP)—Freddy Cannon, Swan

PICK HITS

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

- CONNIE FRANCIS:** No One (Eusee, BMI) (2:45)—Where the Boys Are (Aidon, BMI) (2:37) M-G-M
- BOBBY RYDELL:** Goodtime Baby (Lowe, ASCAP) (2:09)—Cherie (Lowe, ASCAP) (2:14) Cameo
- RAY CHARLES:** Them That Got (Charles, BMI) (2:47)—I Wonder (Leads, ASCAP) (2:31) ABC-Paramount
- COASTERS:** Wait a Minute (Progressive-Trio, BMI) (2:39)—Thumbin' a Ride (Progressive-Trio, BMI) (2:22) Atco
- LAVERN BAKER AND JIMMY RICKS:** You're the Boss (Progressive-Trio, BMI) (2:19)—I'll Never Be Free (Vorlando, ASCAP) (2:15) Atlantic
- JOHNNY PRESTON:** Leave My Kitten Alone (Medal, BMI) (2:27)—Token of Love (Big Bopper-Aladdin, BMI) (1:47) Mercury
- DAMITA JO:** Keep Your Hands Off of Him (Conrad, BMI) (2:30)—Hush, Somebody's Calling My Name (Lily, BMI) (2:20) Mercury
- FOUR PREPS:** Calcutta (Pincus-Symphony House, ASCAP) (2:08)—Gone Are the Days (Lar-Bel, BMI) (2:21) Capitol
- DAVID ROSE:** Cimarron (Robbins, ASCAP) (3:24) M-G-M
- CARL BELEW:** Another Lonely Night (Fowler, BMI) (2:48)—I Can't Lose Something (That I've Never Had) (Fowler, BMI) (2:48) Decca
- CLINT BALLARD JR.:** The Secret (Sheldon, BMI) (2:10)—Stompin' (Springfield, BMI) (1:55) Gudyden
- CHUCK WOOD:** Wearing Black (Venice, BMI) (2:42) Warner Bros.

PROGRAMMING TIP OF THE WEEK

Here's a programming promotion idea — submitted by WLOL, St. Paul-Minneapolis — designed to sell the "sound" of a station and increase its listenership around the clock. Tagged "The Sound of the Cities," the promotion was engineered by Jim Scanlon, new promotion director of the Midcontinental Broadcasting Group. Its purpose, as described by WLOL program manager Dan Allan, was "to sell the sound of WLOL — music primarily, but sports and news, too."

Listeners were asked to identify taped sounds of the Twin Cities by day and by night. "Sounds" ranged from the closing of air locks in supermarket doors to the sifting of flour. Mystery tune contests and other games also figured in the promotion. A "sound" interrupted a record every hour and a mystery tune was played. The first listener to correctly identify the mystery tune won a Helbros watch. Some of the "mystery" items included "Supertime," "This Is It," "Pennsylvania Turnpike" and "You Leave Me Breathless."

Free tickets to a local Cinema Theater and record albums were also given away during the 10-day promotion. The grand prize — to the listener who first correctly identified 20 different taped sounds — was a trip and tickets to the Rose Bowl football game in Pasadena, Calif., January 2. This was a particularly exciting prize since the Minnesota Golden Gophers were playing in the Rose Bowl for the first time in 34 years. Grand prizes in other areas, of course, could be pegged on special values of each community.

The promotion, one of the most successful in WLOL's history, paid off strongly in terms of increased listenership. For example, WLOL's all-night deejay Jerry Telser noted, "Groups called to say they were staying up all night to guess the mystery songs. Reaction continued great all morning — even during the usually quiet 3-5 a.m. hours. . . . A call came from a lady at 2:20 a.m. saying thanks for playing the sound she needed on the contest. She had been listening since yesterday afternoon."

Canada Runs Classic Fare

TORONTO — Recorded music of the serious composers has provided the Canadian Broadcasting Corporation with one of its longest-running program series. Each week, since April, 1952, the network has been offering the complete recorded music of Mozart, Beethoven, Berlioz and Mahler. A complete discography of the recorded music of each of the composers has been compiled by Allan Sangster, free-lance writer.

Mozart was the first composer examined, offering all the music available on recordings when the program made its debut. Currently the music of Haydn is being examined. This series is expected to run longer than any of the other composers because of his enormous musical output and the popularity of his works with the recording
(Continued on page 50)

Stars International Serves Radio With 'Sound Images'

System Boasts 300 Station Subscribers; Answers Need for Programming Individuality

HOLLYWOOD — The radio station's unceasing search for a "sound image" of its own is reflected in the rapid growth of Stars International, Inc., a firm devoted to the production of programming aids (utilizing various devices including tapes by top disk talent) aimed at giving an outlet an individual personality.

This syndicated service was started two years ago. It now boasts more than 300 subscribing stations in the U. S., Canada, and Australia. The service is sold under the name of "The Big Sound" exclusively to one station in a market, and provides its subscriber with a total of 8,886 programming and production aids. These consist of everything from specially arranged station-break cues ("Big Sound" users receive a station theme of their own) to star interviews, celebrities reading time signals and weather, holiday and birthday greetings, and many other features.

Of particular interest to the receding exposure of disks and ord industry is the promotional avenue afforded by the service in en-artists in the "Big Sound" markets. Stars International records disk artists making intros to albums and single disks. These name performers also are used in saluting the "Big Sound" station during station breaks. These provide natural

lead-ins to recordings by the artists, and also serve as on-the-air spotlights for the disk personalities.

This arrangement is mutually beneficial to the artists and the radio stations. The performers enjoy a plug for their new recordings while the station reaps the prestige benefits of offering top-name celebrities in exclusive salutations and announcements. The service boasts a roster of some 1,200 stars of show business.

The star tracks include top names from motion pictures, TV and the stage, in addition to the disk realm. They are designed to cloak the station in a mantle of glamor and thereby make the "Big Sound" outlet stand out in its market area. This spoken word material along with all the other elements included in the "Big Sound" package is so produced as to allow the subscribing station flexibility in incorporating it into its own format.

'Big Sound' Package

The "Big Sound" package consists of more than 20 programming and production aids. Newly produced additions to these are shipped to subscribers each month. The various aids include an unusual treatment of weather—celebrities present the temperature (stars make the readings at various thermometer intervals with the station
(Continued on page 50)

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.



BUDDY KNOX

Born in Happy, Tex., Buddy Knox attended West Texas State College and received degrees in psychology and business administration.

During his college days Knox organized a small band and played dances in the area. With two members of that band, Jimmy Bowen and Dickey Doo, Knox formed a group called "The Rhythm Orchids." They recorded for the Roulette label

and had great successes in "Party Doll," "I'm Sticking With You," "Rock Your Little Baby to Sleep" and "Hula Love."

At the peak of this disk success Knox was drafted into the Army where he managed to keep in the limelight with personal appearances.

Recently Buddy Knox signed with the Liberty label, and his initial release for them, "Lovey Dovey," is rapidly rising on the "Hot 100."

ETTA JONES



Etta Jones, currently waxing on the Prestige label, started singing professionally in the mid-40's just after she got into the finals of one of the New York's Apollo Theater's amateur programs. She lost the final decision in that contest, but won a job with the Buddy Johnson orchestra as band vocalist. She worked with Johnson for a year and then began to establish herself as a single, working clubs and theaters. In 1948 Miss Jones traveled with J. C. Heard's group and in 1949 she joined Earl (Fatha) Hines orchestra with whom she remained until 1952 when the talented jazz vocalist got back on the single circuit, making a few records for Decca, King and the Black and White labels.

Recently Etta Jones had a hit on the "Hot 100" called "Don't Go to Strangers" which is also the title of her latest LP.

LP PROGRAMMING

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

WNEW has long been considered the standard of the country in the programming of popular music, playing only the very best of all types. Over the past year the percentage of LP's, as against singles, ran to around 45 per cent of the total. Mark Olds, WNEW's program director, notes: "We do not maintain a rigid policy spelling out precisely how much of any one kind of record, or any one kind of music must be played. Rather, through the general policy laid down by the station, and as specifically implemented by our highly skilled music librarians and talent, we emphasize the qualitative aspects of all music. At the present moment, we have one show, the "Dick Partridge Show," which is all-LP, scheduled from 8 to 10 p.m. across-the-board.

"We assume our basic audience to be between 19 and 44 years of age—with some representation in younger and older age groups, of course. The objective of the 8-10 p.m. show is, obviously, to attract and hold as much audience as possible, and to present yet another aspect of the station's multi-faceted musical appeal.

"Essentially, we feel that we are a popular music station. Hence, we play what we consider to be the best popular music available on LP's in this show. We do not go to the extremes (semi-classical and classical music, country and western, heavy back-seat). The balance we work for is a general one; while we spread the music carefully over all periods, standard to brand new, the main criterion for playing any record is its quality as a record."

When instrumentals are used on the Partridge show, Olds reports, "We prefer to use either a familiar artist or a familiar song—or both. Using the image of average age (20-40 years old) and having a good idea, through research, of the preferences of this group, we build the show. Complementary contrast, currency blended with occasional nostalgic in proper proportion, is our theme for the building of a program."

Here is a segment of programming from a recent airing of WNEW's all-LP show, "The Dick Partridge Show," on December 16, 1960, 8-10 p.m. Comments are by WNEW program chief, Mark Olds.

1. "The Nearness of You"—Les Elgart, from "Designs for Dancing," Columbia CL 1500.

The opener of the show always is bright tempoed and current.

2. "Sleigh Ride"—Pete King Chorale, from "Christmas Time," Kapp KL 1214.

The feature album this evening with seasonal music. This tune offers a favorable change of tempo and is, of course, vocal—necessary after an instrumental.

3. "I Would Do Anything for You"—Nat King Cole, from "Tell Me All About Yourself," Capitol W 1331.

Here we need a vocalist for change. Nat King Cole is our typical quality-type vocalist. We also need the change up in tempo.

4. "Greenleaves of Summer"—Mantovani, from "Mantovani Plays Music From Exodus and Other Great Themes," London LL 3321.

Change down in tempo. This is a spot for an instrumental. We try to use instrumentals every third record or so, to offer proper variance. It is also current, having to do with a recent hit film—also a nice contrast in seasons—talking point for deejay.

5. "You and the Night and the Music"—Julie London, from "Around Midnight," Liberty LRP 3164.

Here a female vocal obviously is due. She is our "quality" type vocalist. Change up in tempo necessary here.

6. "Adeste Fidelis"—Pete King Chorale, from "Christmas Time," Kapp KL 1214.

For obvious reasons and also feature album. Feature album is utilized three times in one-hour period as a rule—twice in this half hour.

7. "Dry Bones"—Delta Rhythm Boys, from "Swinging Spirituals," Coral CRL 57358.

Complete change in tempo and type of music—offers good contrast.

8. "Wonderland by Night"—Bert Kaempfert, from "Wonderland by Night," Decca DL 4101.

Instrumental necessary for back-timing and is appropos of the season. Instrumentals necessary at closing of half-hour period so that talk over music is possible. We never talk over vocalists.

BREAK FOR FIVE-MINUTE NEWSCAST, FOLLOWED BY:

1. "Woodchoppers' Ball"—Woody Herman, from "The Original Hit Performances Into the 40's," Decca DL 4001.

Snappy tempo necessary after five minutes of talk. Old standard necessary about here for contrast.

2. "Blue Christmas"—Keely Smith, from "Keely Christmas," Dot DLP 3345.

Our type vocalist. Change down in tempo. Seasonal tune.

3. "I'll Bring You a Rainbow"—Tony Bennett, from "More of Tony's Greatest Hits," Columbia CL 1535.

Hit of not long ago. We spot hits (not standards) of recent vintage for reminiscence of younger set.

4. "Amapola"—Pete Fountain, from "Salutes the Great Clarinetists," Coral CRL 57333.

Due for an instrumental here. Good bright tempo also due. Familiar artist, familiar song to all.

5. "My Favorite Things"—Pete King Chorale, from "Christmas Time," Kapp KL 1214.

Feature album—seasonal tune—tempo change.

6. "When My Dreamboat Comes Home"—Yank Lawson & Bobby Haggart, from "Junior Prom With the Lawson-Haggart Sextet," Everest LPBR 5743.

Closing segment, therefore instrumental is used. This is a familiar song—Dixie—which is a nice change, both in tempo and type of music.

PROGRAMMING PANEL

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

THE QUESTION

Which is the most effective contest you have ever conducted on your show?

THE ANSWERS

WILLIAM B. WILLIAMS
WNEW, New York

My most effective contest was one I conducted last August when Frank Sinatra appeared at the 500 Club in Atlantic City. Three couples (chosen by lot from names submitted by mail) were the guests of Sinatra and myself at his closing performance.



The two-day affair included a trip to the resort via chauffeured Rolls Royce, overnight stay at a local hotel and a backstage visit with Sinatra. The contest pulled more mail for WNEW than any other stunt conducted by one deejay, and upheld my reputation as "the last of the red-hot spenders!"

REGE CORDIC
KDKA, Pittsburgh

The most effective contest we've ever conducted on Cordic and Company was the competition to select Miss Brick Throw. The judging was fun! The response was very good, particularly since there was no specific requirement in entering. A capacity crowd of 3,000-plus descended upon Syria Mosque, hallowed hall of the Pittsburgh Symphony, to see the finals and the coronation of Miss Brick Throw. At a dollar a head, the whole affair paid for itself and a fine time was had by all.



JERRY MARSHALL
WJZ-TV, New York

The Tongue Twisters Funtest drew most response and was most fun for all. Listeners sent in Tongue Twisters. For each one used, the listener received an album. If I was stumped, five albums were sent, with a doubling of the prize if the WMGM call letters were used.



CHUCK DAUGHERTY
WQTE, Detroit

The most effective contest I have ever run in terms of publicity as well as response was held in conjunction with a record hop I did last summer. The hop was held at Walled Lake, some 15 miles from Detroit. The problem was to get the kids to come all the way out there. So I announced on my show that if 2,000 kids came to the hop I would dye my hair green . . . and the 2,000th person to walk in the door would be the one to do the job . . . right there on the stage in front of everybody.



VOX JOX

COFFEEHEAD'S CONTEST: Although it arrived too late for inclusion in our first panel-opinion feature, we would like to include Bob (Coffeehead) Larsen's (WEMP, Milwaukee) answer here in the column. Larsen described his "most effective contest" as follows: "One of the biggest and best contests of all is the election contest. I got involved in this through a news director who asked listeners to cast a vote in my name for Surveyor of Milwaukee County. This happened on the morning of election day, and by 7 p.m. that night, I was swept into office with over 700 write-in votes. This created a lot of excitement, conversation and publicity coast to coast."

GAB BAG: Bill Blough, WKDD, Aurora, Ill., needs more "Top 40" records for his hops. He is now doing at least one hop each month with "more in the offing." . . . Barney Vinson, KURV, Edinburg, Tex., writes, "Any personalized station breaks by recording artists will be appreciated." . . . Dave Nixon, KMNS, Sioux City, Ia., has a fine press agent—his mother, Mrs. Joy K. Nixon. Her son, she writes, "is a deejay on the 6 to midnight trick at KMNS. Has a request show that is aired once a week from 7 to 10 p.m. that draws as many as 1,000 postcard requests." Nixon, she adds, also does record hops along with another KMNS deejay, "Smilin' Sam. With pardonable pride, Mrs. Nixon comments, 'He graduated from high school in May 1957, and we feel he has accomplished a lot in just three years. 'Dave,' notes Mrs. Nixon, 'set his goal of radio and TV work when he was a sophomore in Dakota City High School.'"

Bill Wagner, personal manager of the Four Freshmen, writes regarding the boys' winning Billboard's deejay poll again this year as the spinners' favorite vocal group: "Although they have won this poll a number of times in the past, the particular significance this year is that they won despite the fact that they had no runaway sellers either in albums or single records." . . . Flack Buddy Basch writes, "When Warren Covington and the Tommy Dorsey ork play the Southern areas these next two months, Warren is planning to see as many deejays as he can along the route—Columbus, Ga.; Knoxville, Charlotte, N. C."

CHANGE OF THEME: Marty Lacker, formerly program director of WJZ-TV, Knoxville, has joined WDXB, Chattanooga, in the 8 to midnight time slot. . . . Bill Garrett, formerly with WWNY, Watertown, N. Y., has moved to WGLI, Babylon, N. Y., in the 3 to 7 p.m. time period. . . . Dub Murray, ex-KLUE, Longview, Tex., has joined KDOK, Tyler, Tex., replacing Don Couser. . . . Rege Cordic, KDKA, Pittsburgh, appeared with the Pittsburgh Symphony Orchestra in its Syria Mosque concerts December 30 and January 1. He narrated the concert version of Strauss' "Die Fledermaus," which he and conductor William Steinberg rewrote for the occasion.

Chris Martin, WABY, Albany, N. Y., who celebrates his fifth year with the station January 15, has started a new show, "Sinatra and Jazz" a 90-minute Sunday night seg. He needs jazz wax for the new program. . . . Another new jazz jock is Hank Murray, WWIL, Fort Lauderdale, Fla., who has taken over that outlet's "Cool Corner," 9 to 11 p.m., Monday through Saturday—the only South Florida jazz show dedicated solely to the sounds of modern jazz."

Buddy Deane, WJZ-TV, Baltimore, has purchased an interest in Radio Station KOTN, Pinebluff, Ark. The TV jock, who originally came from that area, will not participate actively in the management of the outlet. . . . Danny Romano has moved from CKEY, Toronto, to CKOY, Ottawa; while Bob Bell, known on the air as Captain Bligh, has switched from CKOY to CKEY. . . . John Vincent Lawless Hogan, 71, died at his home in Queens, N. Y., December 29. He was the co-founder of The New York Times Station, WQXR, New York, and inventor of single-dial radio tuning.

Dave Davis, former Cleveland deejay, has joined WWIL, Fort Lauderdale, Fla. Three hours of "Dave's Cave" are aired daily in the afternoon and evening. . . . Ron Thompson, formerly with KONO, Oklahoma City, and WVKO, Columbus, Ohio, has joined KFJZ, Fort Worth, as program director. He will also handle the afternoon shift from 2 to 5 p.m. . . . Mark Olds, program director of WNEW, New York, participated in a seminar on "Radio Programming Today and in the Future" at the monthly meeting of the TV-Radio Advertising Club of Philadelphia, Thursday (5).

FINAL POST YULE: Here are some final notes on holiday promotions and then we'll close the book on yule gimmicks: Station WABC, New York, aired a Christmas Eve Sound Spectacular, featuring "Music to Trim a Tree By." Starting at 7 p.m. and running through 10 p.m., December 24, deejay Chuck Dunaway played all-time Christmas disk favorites. For a week prior to Christmas Eve, Dunaway had asked his listeners to send in names of their favorite yule platters. His December 24 program was made up from mail returns on the poll.

Station KROD, El Paso, Tex. celebrated the Christmas season by billing itself as a "Christmas Card in Sound." A music box played carols constantly in the background—under KROD deejay comments and all commercials. . . . For the fourth year, WERE, Cleveland, sent out more than 5,000 Christmas tray cards to brighten the meal trays of patients in 23 local hospitals. The tray cards were designed with holiday sketches and listed all of WERE's seasonal programs.

Station WGLI, Babylon, Long Island, N. Y., collected toys for needy children by offering a free single record to every listener who brought a usable toy to the studios. The toys, well over 2,000, were distributed to underprivileged children through the Loyal Order of Moose. The station also taped Christmas greetings from Suffolk County residents to servicemen and women overseas, and sent them abroad in co-operation with the Armed Forces Radio Services.

His first LP... a smash!

ROY ORBISON SINGS LONELY AND BLUE

LONG PLAYING
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- I'M HURTIN'
- BLUE ANGEL
- ONLY THE LONELY

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ONLY THE LONELY (KNOW THE WAY I FEEL) • BLUE ANGEL • I'M HURTIN' • BYE-BYE LOVE
 • CRY • I CAN'T STOP LOVING YOU
 • I'LL SAY IT'S MY FAULT • COME BACK TO ME (MY LOVE)
 • I'D BE A LEGEND IN MY TIME • BLUE AVENUE • RAINDROPS • TWENTY-TWO DAYS

ORBISON'S LATEST SINGLE...

climbing... climbing... climbing...

I'M HURTIN'

B/W

I Can't Stop Loving You #433



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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 BUDDY DEANE SHOW

Starring Buddy Deane

WJZ-TV, Baltimore

Monday thru Friday

3:30-5 p.m.

Saturday.2-4:30 p.m



BUDDY DEANE

One of the highest rated daytime programs in its area—local or network—the Buddy Deane show started in September 1957. Format follows the usual dance party . . . dancing on camera by youngsters, contests, demonstrations of new steps, etc. Marvin Lippman is producer-director and "teen assistant"—Buzzy Bennett—is in direct charge of teenagers appearing on the show.

Prior to going with WJZ-TV, Deane was one of Baltimore's top-rated disk jockeys on radio station WITH. Strongly promotion-minded, Deane has the following informative comments to make on TV dance party-type shows in general and his own program in particular:

"Originally, the show was not easy to sell. The attitude was that teenagers don't buy; but the tide has more than turned. Sponsors using the show are wide and varied, from out and out teen appeal merchandise, such as records and soft drinks to more adult items like carpets, sewing machines, and home improvements. It has been surprising to some sponsors (not to me), that we have had so much success in moving strictly adult items.

"One sponsor, Ameche's Drive-ins, named for and owned by Alan Ameche of our famed Baltimore Colts, has been on our show every day since its inception two years ago. Coca-Cola has also been a consistent sponsor from the beginning. The Etta Gown Shop (women's apparel and formal dress) has also had a regular slot since our earliest days. Candies, toys, ice cream, and motion pictures have all been important regular time buyers.

"Clients with more adult level advertising include cosmetics, frozen foods, home freezers, refrigerators, vacuum cleaners, and yes, even automobiles. In the clothing field we might mention that one of our current clients is Lee's Men's Clothing. The show is sold out and I am happy to say we have a waiting list.

"We work with all of the record distributors in the Baltimore-Washington area. Some are probably happier with me than others; but I sincerely try to be fair to all of them. "Items used in deciding the records selected on my program include: A. Trade papers; B. Distributor reports; C. Retailer reports; D. Requests; E. My own judgment; F. The kids (their opinions, likes and dislikes, must be taken into careful consideration). Disk selection, of course, is in consultation with Westinghouse program execs.

"We use guests that are offered us through the record distributors. Their appearance is arranged exclusively through these people. We don't like to have more than three guests per day.

"Ratings are dependent on many factors; especially the seasons of the year. We find ours varies tremendously with the weather. Consistently pretty weather deflates the ratings while cold winter weather inflates them. However, the range in ratings on my show has been very broad since its inception. The highest rating I ever pulled was during this past year and it read 26.0, against the opposition's 5.1 and 4.7. The lowest I ever pulled was about a 7.0. Regardless, the show has always been first in its time segment. Many times our audience will double the combined audiences of the two competing stations (network).

"We do record hops all over our coverage area. I would say that during the fall and winter season we average four a week. They are conducted as much as possible like the show itself.

"We take a number of the teenagers who appear regularly on the show with us to these affairs. The teenagers who are regulars on the program often attract followings of their own and become quite popular and well known.

"A successful dance type show depends on many vague nebulous things. Often, attempts at producing them fail, because the would-be producers don't see the forest for the trees. Simplicity is the secret. Music, mass appeal music, unprejudiced by personal taste, is the second most important consideration. I feel a man trained in radio, with its heavy dependence on popular music, is a much better candidate for this kind of show than a TV personality. The program must also be lengthy; 30-minute once-a-week formats just do not work. Consistency of presentation apparently is of great importance."

YESTERYEAR'S HITS

JANUARY 14, 1956

- Memories Are Made of This, Dean Martin, Capitol
- Sixteen Tons, Tennessee Ernie Ford, Capitol
- Great Pretender, Platters, Mercury
- I Hear You Knockin', Gale Storm, Dot
- Band of Gold, Don Cherry, Columbia
- Love and Marriage, Frank Sinatra, Capitol
- He, Al Hibbler, Decca
- Moments to Remember, Four Lads, Columbia
- Rock and Roll Waltz, Kay Starr, RCA Victor
- Only You, Platters, Mercury

JANUARY 13, 1951

- Tennessee Waltz, Patti Page, Mercury
- The Thing, Phil Harris, RCA Victor
- My Heart Cries for You, Guy Mitchell, Columbia
- Rudolph, the Red-Nosed Reindeer, Gene Autry, Columbia
- Be My Love, Mario Lanza, RCA Victor
- Harbor Lights, Sammy Kaye, Columbia
- A Bushel and a Peck, Betty Hutton and Perry Como, RCA Victor
- Harbor Lights, Guy Lombardo, Decca
- Thinking of You, Don Cherry, Decca
- So Long, Gordon Jenkins and the Weavers, Decca

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.

BILLBOARD MUSIC WEEK: You are now reading the "New" Billboard . . . an improved Billboard that offers broadcasters new features and charts that will be invaluable in your programming. This is a new format for the publication that has been the amusement industry's leading news-weekly over the past sixty-six years.

HARRY BELAFONTE opens tonight at the Donnelly Memorial Theater, Boston, for a four-day engagement. Included in his performance will be selections from his latest album, Harry Belafonte Returns To Carnegie Hall. This opening is part of an extensive tour that began in November and will continue with an appearance at the Music Hall, Cleveland, January 18-20; Eden Roc, Miami Beach, Fla., February 9-18, and wind up at the Latic Casino, Merchantsville, N. J., March 9-22.

ANITA BRYANT, one of the strongest of the newer female vocalists on the scene, and the month of January go together with the declaration by Carlton Records that January is Anita Bryant Month! To celebrate the occasion, Carlton has two new album releases by the former Miss Oklahoma: In My Little Corner Of The World and Hear Anita Bryant. They contain her hits, Paper Roses, Wonderland By Night, etc.

FRANKIE CARLE, a classic artist at the piano, is being heard on a new RCA Victor album, Top Of The Mark, an easy-listening musical treat by Carle, his ork and vocalist Darryl Stevens. Included are a happy medley of standards, including Blue Tango, Anything, Sweet Lorraine and Oh! What It Seemed To Be. Born in Providence, R. I., his musical edition began as soon as he was big enough to sit on a piano bench and led to playing in many prominent bands. Shortly after he joined Horace Heidt's organization in 1939, he persuaded the bandleader to play a song he had written, Sunrise Serenade, which became a classic in its field.

BIRTHDAYS OF THE WEEK: Jan. 9, Gracie Fields, Dick Jurgens, Mary Kaye (Mary Kaye Trio). Jan. 10, Ray Bolger, Judy Garland, Giselle MacKenzie, Sal Mineo, Johnnie Ray. Jan. 11, Don Cherry, Wilbur DeParis. Jan. 12, Ray Price, Tex Ritter. Jan. 13, Sophie Tucker. Jan. 14, Jack Benny, Billy Butterfield. Jan. 15, Chuck Berry, Gene Krupa.

JOHNNY CASH is getting added mileage out of the old Don Gibson hit, Oh, Lonesome Me, a climber on Billboard's Hot 100. Both sides of this new Sun Records' release (flip is Life Goes On) are two solid sides with strong potential in the c.&w. and pop fields. Latest Cash album is Columbia's Ride This Train.

BUZZ CLIFFORD, a new name on the teen-age record scene, turns up on Billboard's Hot 100 this week with his Columbia single, Baby Sittin' Boogie. The 18-year-old chanter from Mountain Lakes, N. J., sings this rhythm effort neatly, aided by sounds made by the baby at the house where he is baby sitting. It's a cute side. Flip is Driftwood.

The FOUR PREPS: Capitol Records last week rushed out the Four Preps new release, the first vocal rendition of the current hit instrumental, Calcutta. It's a pleasant blend of the young hit-makers engaged in a lyric which is a romantic 'round-the-world tour, ending with the desirable Ladies Of Calcutta. A plinky background instrumentation of harpsichord, guitar, and electric bass adds a continental touch. Flip is Gone Are The Days, a danceable folk-love song, reminiscent of the Preps hit, Down By The Station.

ROY HAMILTON has one of his finest in a good while, You Can Have Her, an exciting, gospel-styled song with solid chorus and ork coupled with Hamilton's fine voice. Folks in the area of St. Petersburg, Fla. can catch him at the Ali-Baba Club January 23 through February 5.

LESTER LANIN: Epic Records has announced a special promotion campaign during January centered around Lester Lanin's 12th LP for the label, Lester Lanin Plays Latin, and his 5th Anniversary on Epic. The famous dance-band-man also has a single working for him, Blue Tango Rock.

RANDY LEE: LeRoy Holmes, general manager of Everest Records, is beaming with joy over the enthusiastic acceptance of one of their new artists and his latest release. The artist is Randy Lee, a 20-year-old guitar-playing singer from Chattanooga, and the song is a swingin' rendition of the standard, Did You Ever See A Dream Walking. The session was cut at the Bradley Studios in Nashville. Recently released from a tenure in the U. S. Army, Randy's career is under the guidance of Jim Denny.

DELLA REESE, whose hit singles Don't You Know and Not One Minute More put her into the public eye more than ever in recent months, applies her usual verve to a new RCA Victor single, You Mean All The World To Me, based on the classical theme Traumerel. Currently at the Riverside Hotel in Reno until the 18th, Della heads for South America February 3 on tour. Her latest album, Della Della Cha Cha Cha, is a collection of 12 favorite standards in the catchy cha-cha rhythm.

JIM REEVES wraps his warm pipes about a pair of ballads and turns out two fine sides on his latest from RCA, Am I Losing You b-w I Missed Me. Jim, whose big ambition was to be a major league baseball player, has teamed with New York Yankees' star Mickey Mantle to open a new bowling alley in Henderson, Texas. Jim and wife Mary spent the holidays with home folks in Texas, where Jim managed a little time for hunting on the King Ranch in the Lone Star State.

BOBBY RYDELL, represented on Billboard's Hot 100 with Sway, has an extensive personal appearance schedule

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

set up that will take him to Australia January 20; Hawaii, January 30. He returns to the U. S. A. February 6 and February 21 he leaves for London, Paris, Milan, Rome, Brussels, Austria, Stockholm, Luxembourg and England . . . quite an exhausting schedule for the 18-year-old recording star. Cameo just released an album of his biggest records titled Bobby's Biggest Hits, Vol. 1. And, just pressed and in the mails is his new single, Cherie b-w Good Time Baby.

BILLY VAUGHN, musical director for Dot Records, is on the scene with a new single, Wheels b-w Orange Blossom Special. Billy was recently selected Most Played Band in Billboard's 1960 Deejay Poll.

MAURICE WILLIAMS' follow-up to Stay is I Remember b-w Always. Pianist and singer Williams and his Zodiacs are the subject of a new album, Stay, including Stay, Always, I Remember, I Got A Woman, But Not For Me and nine others. All the boys hail from South Carolina. The label is Herald Records.

PROMOTION DAYS & WEEKS: January 9 through 21 is Large Economy Size Days. January 15 is World Religion Day and the beginning of National YMCA Week.

Have a great week.

Tom Rollo

THIS WEEK'S NEW

Money Records

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

SINGLES

- DID YOU EVER SEE A DREAM WALKING—**
Randy Lee Everest
- CHERIE—**Bobby Rydell Cameo
- EXODUS—**Pat Boone Dot
- GOOD TIME BABY—**Bobby Rydell Cameo
- THERE SHE GOES—**Jerry Wallace Challenge
- WHEELS—**The String-A-Longs Warwick
- YES, I'M LONESOME TONIGHT—**Thelma Carpenter Coral

ALBUMS

- CAMELOT—**Original Cast Columbia
- HEAR ANITA BRYANT—**Anita Bryant Carlton
- IN MY LITTLE CORNER OF THE WORLD—**
Anita Bryant Carlton
- SINGS LONELY AND BLUE—**Roy Orbison Monument

According to statistics maintained over a period covering thousands of releases . . .

7 out of 10 will reach Billboard Music Week's "Hot 100" in the weeks ahead!

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

THIS MONTH

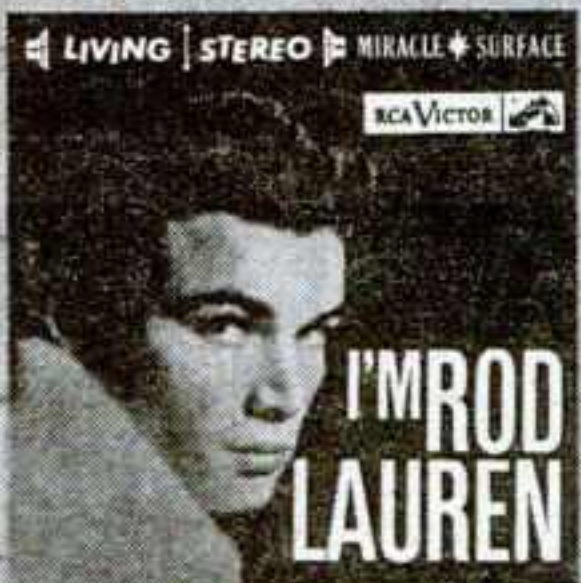
NEXT MONTH

JANUARY						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY 1961

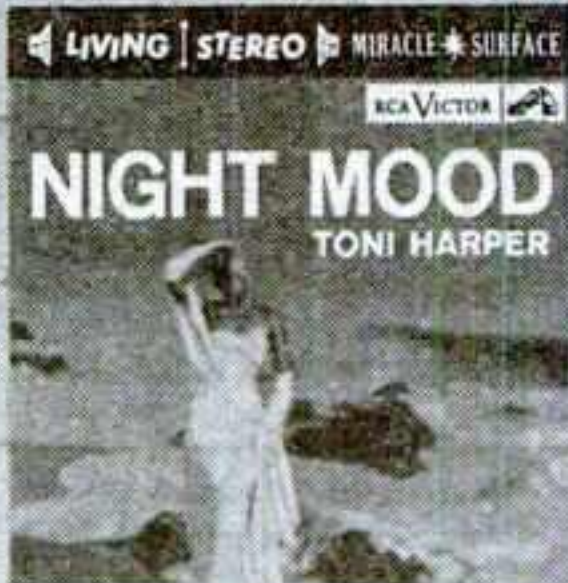
FEBRUARY						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

*Album premiere
by new teen-age
idol! LPM/LSP-2176*



*Marie, Whispering,
ten more, by Mr. Guitar!
LPM/LSP-2232*

*Tender moods like
"In the Still of the Night," by
Toni Harper LPM/LSP-2253*

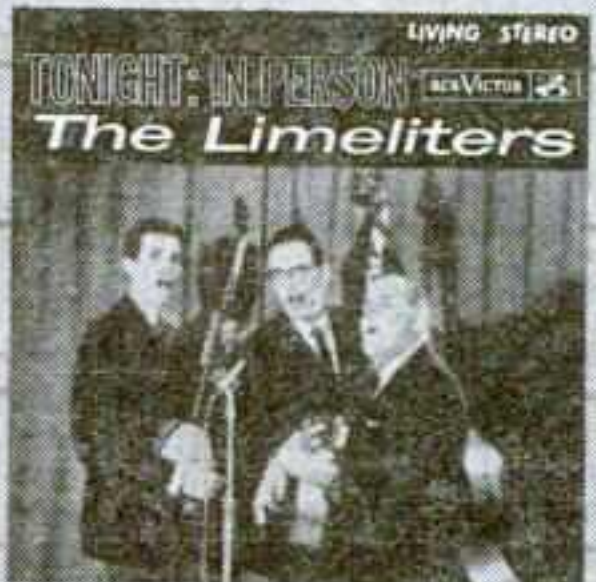


*Wild tropical sounds in
a smash percussion
album! LPM/LSP-2257*



*Rosemary Clooney meets
Nelson Riddle! April in Paris,
Limehouse Blues, others.
LPM/LSP-2265*

*Actual concert, recorded
live, by a phenomenal new
folk trio!
LPM/LSP-2272*



*Super value for
home dancers!
41 favorites.
LPM/LSP-2307*

*All the Way, Angel Eyes,
others! LPM/LSP-2317*

FIRST WITH THE MOST FOR '61!

In Living Stereo and Monaural Hi-Fi. Place Your Order Now! RCA VICTOR

Record Hunter Offers Unusual LP Trade-In

NEW YORK — A unique LP trade-in exchange has been instituted at the Record Hunter Shop on Fifth Avenue here. The deal is unique in the sense that it is sponsored by a retail outlet. LP trade-ins on new merchandise have been sponsored by disk companies in the past and some are now contemplat-

ing singles trade-ins as well. (See separate story.)

The trade-in plan, which was kicked off with an advertisement in The New York Times Sunday (1), works on a one-for-one basis. Each old LP brought in by a customer is appraised by a member of the store's staff. This appraisal value is then subtracted from the prevailing store price (often discounted) of any new mono or stereo album. Value of the old disk is governed by condition of the record, and the popularity of the artist and/or label.

A representative of the Record Hunter said that there was no set appraisal price for any disk, but that they varied from LP to LP. "From 0 to \$100," was the way he phrased it. It was discovered, however, that trade-in ran from 50 cents to \$1.

No clear-cut plan has been established as yet concerning the eventual disposal of the old albums, but the store spokesman said that the best of them might be put up for sale at some later date at their appraisal price.

No time limit has been put on the exchange period, and it will be continued as long as it builds traffic and hypos sales. The store spokesman said that it had certainly done that since its inception.

Radio Retail Sales, Production Totals Continue Drop-Off

WASHINGTON—All phases of radio retail sales and production showed a continuing downward trend in November 1960, as recorded in Electronic Industries Association statistics released last week.

Retail sales of radios dropped below the one million mark, but still racked up a 941,521 figure which is the third highest monthly total for 1960. The year-to-date totals continued ahead of 1959.

A decline in radio production for November was also registered when compared against September and October, but as in the retail sales instance, the November statistic was the third highest in 1960 for total radio production and the fourth highest in FM. Again, all year-to-date production statistics were running ahead of 1959.

Philco Announces Special New Line

PHILADELPHIA — The Philco Corporation has announced a special interim line consisting of one new stereo high-fidelity phono, two new transistor portable radios and a series of new table and clock radios.

The model 1632 phono, dubbed the Sonata, features a 42-inch-wide, horizontal console, with prices starting at \$199.95. Other models employing different cabinet woods go for slightly higher prices.

The new transistor radios include model T-77, a seven-transistor unit which retails at \$34.95, and model T-71, also employing seven transistors, at the list price of \$39.95. Table radios include models 849 and 850, the former with a tag of \$17.95 and the latter with an open price. Clock radio models 777 and 778, with prices of \$19.95 and \$24.95, respectively, were also introduced.

Audio News Briefs

Harold J. Seigle has been named director of marketing for the consumer products wing of Arvin Industries. . . . Two new appointments have been announced by Sylvania Home Products: **Ralph L. Bloom** is the district sales manager for Los Angeles and **Gerald P. Goetten** has been named as his assistant. . . . Handling intercommunication systems for Stromberg-Carlson these days is **David D. Bulkeley**. He previously worked with the research and development administration at International Telephone & Telegraph.

J. G. Sullivan & Company is now the advertising and sales promotion outfit handling press and public relations for the Electro-Voice Company. . . . The Serrick Corporation has taken over the stock of Utah Radio & Electric.

Zenith Unveils Dealer Bonus

NEW YORK—Zenith Sales Corporation, in conjunction with the introduction of its 1961 models, has revealed a bonus incentive plan for individual dealers.

The plan is factory-sponsored and involves individual dealers selling the firm's new line of stereo and TV sets. According to the New York version, the dealer is given a bonus based on the amount of merchandise he sells during the six-month period of the program. The bonus may come in the form of a cash rebate or credit toward future purchases at the end of the period.

A system has been devised by which a dealer is given a certain number of points per set (or so-called "family" of sets) during a 60-day period ending March 4. These points can be used during the rest of that month. Particular models or group of models—which make up the so-called "family"—have been designated as being worth more points than others.

Merchandise bought during the first 60-day period enrolls the dealer in the new plan—he gets a certificate testifying to this fact—and at the end of the period, the points he has accumulated by selling the equipment can be turned in toward further purchases during the remaining time on the six-month program.

Audio Dealers Offered Six-Wk. Mail Course in Sale Technique

NEW YORK — Audio dealers and their salespeople can now learn the latest sales techniques in a six-week correspondence course. The course, created by High Fidelity magazine in consultation with Miller and Associates, is tagged at \$10. The first of six installments is ready for mailing and dealers are urged to register for the course before the end of January. (Registration can be made by writing: Sales Course, High Fidelity Magazine, Great Barrington, Mass.)

Written in simple, non-technical language, the course is geared to dealers' everyday sales problems. It covers most sales situations, such as: 1. guiding the prospect who has no knowledge of high fidelity, 2. gearing the sales to the prospect's budget, 3. sales faults and customer confusion, 4. importance and use of furniture in component sales and, 5. store-tested paths to profits.

In announcing the sales course Warren Syer, general manager of High Fidelity, said that the project

could reasonably be expected to have a healthy effect on the entire components industry.

"Everybody talks about reaching a broader market," Syer stated. "We believe this six-week correspondence course to be a big step in that direction."

High Fidelity aimed, in preparing the sales course, at giving strong, effective sales pointers without long-winded and unimportant verbiage. The publication believes dealers want good ideas rather than fancy language.

The six-week course, the first ever offered by any magazine in the industry, is not limited only to store owners. Dealers can place orders for key salespeople to receive it. In urging dealers to sign up as many of their salespeople as possible, Syer pointed out that "the course should pay for itself many times over in increased sales." Manufacturer's sales representatives and advertising people are also invited to register for it.

DEALER INVENTORY CHARTS

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

BEST-SELLING PHONOGRAPHS

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

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

PHONOS LISTING UNDER \$30

RANK	BRAND	% OF TOTAL POINTS
1	Decca	37.0
2	Columbia	18.2
3	Capitol	12.3
4	Webcor	4.2
5	RCA Victor	3.3
5	Ambassador	3.3
7	Fanon	3.1
	Others	18.6

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

THERE SHE GOES Jerry Wallace
(Four Star, BMI) Challenge 59098

PEPE Duane Eddy
(Shapiro-Bernstein, ASCAP) Jamie 1175

CHERRY PINK & APPLE BLOSSOM WHITE
Jerry Murad's Harmonicals
(Chappell, ASCAP) Columbia 41816

C'EST SI BON Conway Twitty
(Leeds, ASCAP) M-G-M 12969

MY EMPTY ARMS Jackie Wilson
(Merrimac, BMI) Brunswick 9-55201

C&W

—No selections this week.

R&B

—No selections this week.

STORE-TESTED PROFIT POINTERS FOR DEALERS

Special Promotions Spur Radio Selling

By CAMERON DEWAR

"Radios cannot be regarded as the stepchild of television and hi-fi sets if they are to be promoted intelligently," says Norman Cohen, merchandising manager of Lechmere Sales, one of Greater Boston's largest radio and general appliance and home furnishings stores.

Cohen was not satisfied to drift along on the wave of an increase in customers and a large general advertising campaign that followed an expansion of the store. The merchandising of radios was

studied carefully and success in the department came after a specific formula was worked out and applied.

"Many stores have failed to earn the highest dollar from radio sales because they have been apparently satisfied to regard them as poor relations of television," says Cohen. "People buy radios and will continue to do so, but they must be given the proper inducement."

Four years ago he set up a system with a separate radio buyer and sales force with its own display area, semi-enclosed. He erected

a large backdrop of yellow with "Radios" inscribed in black and embossed with sequins. The section is in the line of vision as the customer proceeds down the main aisle from the entrance.

Staggered Shifts

A properly trained sales force, a good display and a complete line of brands is Cohen's basic formula for healthy returns from the department. Personnel at the department are on a staggered hour system, which means that two persons are constantly on duty.

Cohen maintains that there has been a resurgence in radio listening and believes that if a store is in tune with public trends in leisure, relaxation and entertainment that it

can capitalize by promoting the particular merchandise to fit the trend.

He also is alert to the seasonal advantages of pushing the various types of radios—transistors in the summer for beach and outdoor listening, clock radios for Christmas and gift-giving times—all the while keeping a close watch on how the consumer trends are shifting.

Many stores were inclined to give up on radios when television held sway, he believes. Television was commanding the public's attention and they figured radio was done. Cohen felt that this period of watching television out of a sense of novelty would pass and the

(Continued on page 50)

BREAK-THROUGH!

NOW...

You can offer LUXURIOUS V-M QUALITY To the Big Price-Conscious Market!



V-M makes price-conscious prospects a big, additional-profit market for you!



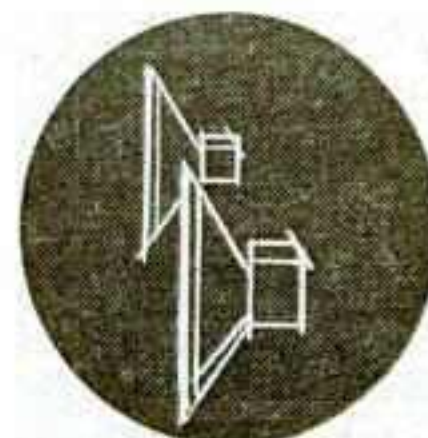
Genuine Diamond Needle!
(Big V-M Value)



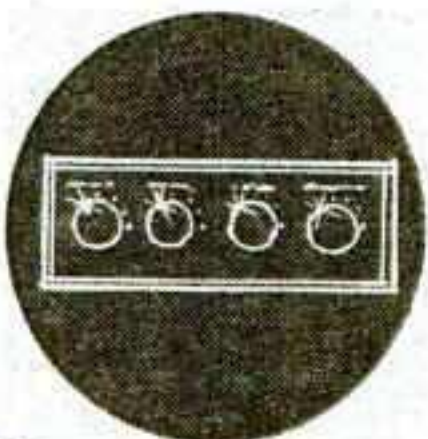
Certified Genuine Hardwood Walnut Finish!
(Big V-M Value)



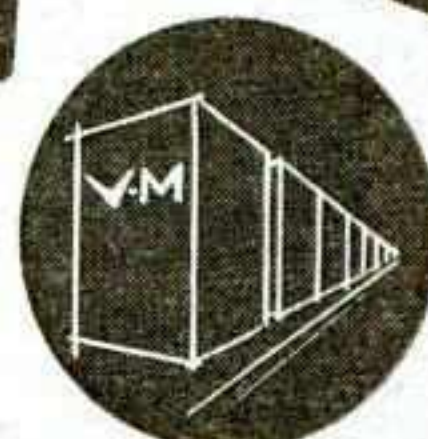
**Smart Stereo Styling
Perfect for Apartments,
Smaller Homes!**
(Big V-M Value)



Quality Stereo Speaker System! Includes two, heavy-duty 8" speakers
(Big V-M Value)



Astonishing Performance Characteristics!
(Big V-M Value)



Now In Production!
(Profit Immediately from this Big V-M Value)

NEW V-M Model 806

Stereophonic High-Fidelity Phonograph Console with Diamond Needle!

Only **\$159⁹⁵** List*

V-M OFFERS INCOMPARABLE QUALITY For The Low-Priced Console Market!



MODEL 803

V-M Stereophonic High-Fidelity Phonograph Console
Genuine DIAMOND NEEDLE!
Beautiful Certified Mahogany Hardwood Cabinet

List* **\$199⁹⁵**



MODEL 805

V-M Stereophonic High-Fidelity Phonograph Console
Genuine DIAMOND NEEDLE!
Magnificent Certified Walnut Hardwood Cabinet

List* **\$229⁹⁵**

*Slightly Higher West.



V-M CORPORATION · BENTON HARBOR, MICHIGAN

ALBUM COVER OF THE WEEK



JESUS BE A FENCE AROUND ME—Soul Stirrers, Sar LPM-501. Attractive cover in pale colors with violet and black titles. Good pic of the group and solid display item for the spiritual counter.

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.

LONDON—Expires January 31, 1961. Started January 1, 1961. Two separate plans: 1. "Surplus Stereo Stock Program," includes 66 specially selected stereo LP's at 50% of the normal cost. 2. "SP-61 Program," 10% extra discount on general London catalog. Includes special dated billing plan and local newspaper advertising allowances. See page 8, December 31 issue for details.

ROULETTE—Expires January 31, 1961. Started January 1, 1961. Special fifth anniversary half-price bonus sales program. One album from the catalog at half-price with one purchased at full price. Includes all LP's on Roulette, Tico and Roost, plus all new January releases on each label. Also there is an extra 10% discount allowed on purchases of low-price Forum line. See page 3, December 31 issue for details.

VERVE—Expires January 31, 1961. Started January 1, 1961. Known as "61 Prep Plan." Extra 15% discount on entire catalog of 800 LP's (stereo and mono). See page 6, December 31 issue for details.

WARNER BROS.—Expires January 31, 1961. Started January 1, 1961. Dealers can turn in obsolete merchandise on any label in exchange for W. B. product ordered. For every \$5 worth of W. B. product ordered, dealer can turn in \$1 worth of old disks. Price schedule figured on dealer cost. Applies to all Warner Bros. catalog except the two Newhart LP's. In these cases the ratio is 10 to 1 instead of 5 to 1. See page 3, December 31 issue for details.

EPIC—Expires January 31, 1961. Started January 1, 1961. "Epic January Sales Program." Offers distributors a 10% discount on all classical and popular monaural LP's and a 20% discount on all stereo classical and popular LP's. Also 10% discount offered distributors on all 4 track tapes. Deal also applies to all Perfect LP's. The "Lanin Plays Latin" album is being offered to consumers at \$2.98 stereo or monaural as part of this program. Dealers will receive full list markup. Dealer aids and extensive promotions included. See page 2, December 31 issue for details.

CARLTON—Expires February 10, 1961. Starts January 10, 1961. "Anita Bryant Month." Two new Anita Bryant LP's: "In My Little Corner of the World," Carlton LP 132 (also Stereo), and "Hear Anita Bryant In Your Home Tonight," Carlton LP 127 (also Stereo). 50% bonus in free goods for 30 days; buy two, get one free. See current issue for details.

LIBERTY—Expires February 13, 1961. Starts January 9, 1961. 10% extra discount all items ordered during period, including new releases. 100% exchange, plus deferred billing 90 days, equal payments due 10th of March, April and May. Dealers must order minimum of seven of eight new releases in any combination of stereo and mono to qualify. See page 3, December 31 issue for details.

RETAILING PANEL

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

THE QUESTION

Do you favor a singles price cut?

THE ANSWERS

AARON APPLEBAUM
Bergenfield Music,
Bergenfield, N. J.

Yes, I'd love to see a price cut. I'd like to see them cut right down to, say, 49 or 59 cents. We would sell three times as many records. When they reduced LP's from \$5.95 to \$3.98 some years back, business zoomed. Doing it now with singles would give us another big boost. Singles and LP's are overpriced to begin with. The price structure is criminal the way it is today.



CLYDE WALLICHS, president,
Music City Stores (three store chain), Los Angeles.

No. Price isn't what sells a record. If somebody wants a record, he'll buy it, whether it costs a little more or less. We'll sell more records if the price is reduced, but we won't sell enough more to make up for the price cut. The solution to bringing back the singles business lies in bringing the industry back to one speed. This might encourage the adult buyer to get back to singles.



MARK RUBINSTEIN
M-P Shop
Paoli Shopping Center
Paoli, Pa.

We do favor a price cut. We've been offering singles, in effect, at about 10 per cent off with the special club card bonus system we have in effect already. Singles have an unusually high markup, which makes possible a lot of the maneuvering we have through freebies. It's hard to justify the high price to conform more closely to mark-up patterns in other industries.



DAVE KAVITCH, Manager
Record Department
Hospe Piano Co.
Omaha.

No, we don't really want a price reduction. I don't think price has anything to do with the problem. The singles business has become primarily a teen-age business, and this is because of the quality of the music. When you get right down to it, people will buy what they want—regardless of the price. If the music is good, it'll go; if not, it won't.



NEW DEALER PRODUCTS

Matching Disk Cabinet

A record cabinet designed and decorated to match its line of high-fidelity equipment cabinets and speaker enclosures has been introduced by the Rockford Special Furniture Company of Rockford, Ill.



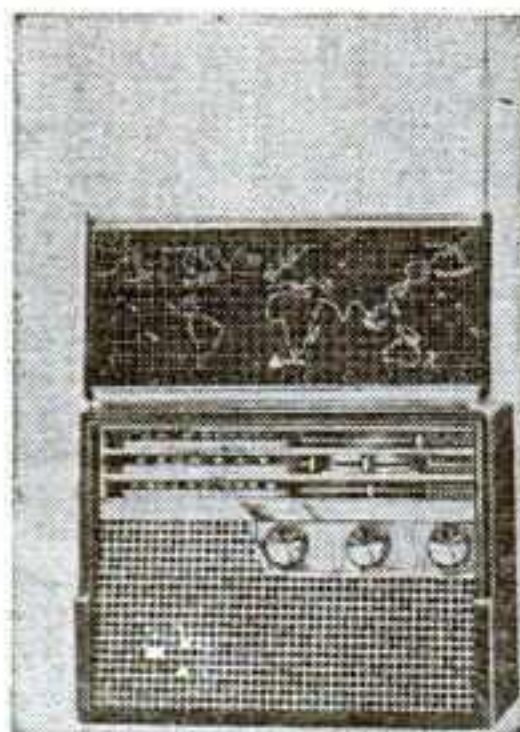
The new unit has been designated as Model 16 and holds a good many 12-inch single jacket albums. The unit comes in natural walnut, hand-rubbed mahogany, blond or ebony.

The over-all size is 20 by 32 by 18 inches and it has removable base or legs.

Further information may be obtained from the firm's

Chicago office by asking for bulletin R-18.

3-Band Portable Radio



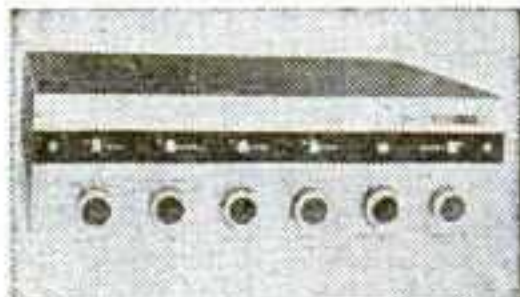
Arvin Industries, Columbus, Ind., has announced the addition of an advanced model three-band portable radio to its 1961 line. The set, which carries a \$100 retail price tag, has 19 new features, among them a built-in international map and a radio log book. The set also has as one of its features a telescoping antenna that improves reception. The recently announced price reductions on a number of the Arvin portables does not apply to the three-band set.

Famous Name Console

One of the stereo FM-AM consoles introduced to dealers by the Zenith Sales Corporation is this Brahms unit. The new machine contains the new Stereo Professional record changer with 45 r.p.m. spindle that folds into the turntable. The unit has twin 12-inch woofers, two 5-inch and two 3 1/2-inch cone-type tweeters. The set also has provision for Zenith sound reverberation and remote radial speakers.



Stereo Amp in Debut



The Electronic Instrument Company of Long Island City, N. Y. (EICO), has introduced two new stereo amplifiers to the audio market. Both units are built to handle any normal stereo program source, FM-AM, mul-

tiplexed FM, cartridge, or tape.

One of the new pieces, the ST70, has a reported 70 watts, 35 watts for each channel. In addition, the ST70 has a tape speed equalizer and a speaker phase reversal switch. It sells for \$94.95 in kit form, and \$144.95 wired.

The other unit is the ST40, which has a combined power output of 40 watts and sells for \$79.95 in kit form and \$124.95 wired. Prices on both the amplifiers include a metal cover.

4-Speed Strobe Disk

Robins Industries has a new four-speed strobe disk that provides phono owners with a precise speed check on 45, 33 1/3, 78, and 16 r.p.m. turntables. It is called the SD-4, and can be had for a retail price of 50 cents.

Raymond Clevens Assoc. Buy Into Sonic Industries

NEW YORK—Raymond Clevens Associates has acquired a substantial interest in Sonic Industries of Lynbrook, Long Island. Raymond Clevens has taken over responsibility for design, promotion and merchandising of Sonic products. His organization will act as national sales representative for Sonic, and the company's new line will be debuted at the Chicago Housewares Show Saturday (14).

R. Burden to Address AES on Multiplexing

NEW YORK—The Audio Engineering Society will hold a meeting Tuesday evening (17) at Olmstead Studios here. Guest speaker will be Richard W. Burden of Burden Associates, Mount Kisco, N. Y. Burden will discuss multiplex broadcasting and will give a demonstration of the Phentodyne Stereo Matrix which is utilized by the NRC multiplex system. Question-and-answer period will follow the lecture.

BEST SELLING! LOWEST PRICES HIGHEST QUALITY BIGGER PROFITS



GENUINE DIAMOND NEEDLES

TRANSCRIBER CO., INC.
WRITE DEPT. C,
P.O. BOX 478, ATTLEBORO, MASS.,
FOR ORDERING INFORMATION

BANISH CARDS, AID CHARITY

LONDON—Electrical and Musical Industries (EMI) was among the growing number of British firms which have decided not to send out Christmas cards. None were sent out last year for the first time.

The money normally set aside for the purpose will be used to endow a university scholarship. It will be for research in a field closely associated with EMI work.

Final details have still to be arranged, but it is expected the scholarship will be offered to graduates enabling them to continue for a higher degree.

Col. Gives Curry New Post

NEW YORK—Columbia Records has appointed Dave Curry as manager of radio station service for the label. He will expedite the traffic of single records to radio stations, as well as dealers and salesmen. Curry's last post was assistant manager of radio station services.

HEADED
STRAIGHT For
#1



JERRY WALLACE

Singing-

“**THERE SHE GOES**”

#59098

Her first Challenge Hit!

Margie
(I'm Available)
RAYBURN

“**TRY ME**”
#59100



CHALLENGE



Consumer Trade-In Idea Discussed by Disk Men

• Continued from page 2

shot in the arm and this could be it. This passes savings along to a consumer, savings that are possible under the present price structure of singles."

Finfer feels that the idea can only work if sufficient consumer advertising and promotion is put behind it. He also believes that the more companies that get on this kind of merchandising bandwagon, the better the chances for success. He also recommends that if it's tried at all, each label should offer the consumer discount only in return for old disks of its own label. "This can force others to follow suit," he noted. (Others, however, believe the trade offer should apply on any single, regardless of label.)

A problem arises in the matter of who takes the rap in the chain of distribution as far as the initial loss of profit is concerned. Acknowledging that the dealer alone cannot be asked to do this, Finfer indicated that perhaps the best method would be for manufacturer, distributor and dealer alike to share the modest loss of mark-up involved. Despite these obvious problems, Finfer stated, "I'm all for it and I plan to definitely try it on a test basis."

Clark Agrees

ABC-Paramount's Sam Clark agrees that the idea may have some merit, although his enthusiasm is on the modest side. "In the area of cleaning house as far as the kids' record collections are concerned," said Clark, "I believe it may have some merit. I think those who originally proposed the idea were thinking in terms of knocking

out the heavy discounters and giving the small dealer a chance to compete better. I doubt if the discounters can ever be controlled in that way."

"Besides," continued Clark, "'Are You Lonesome Tonight' didn't need any kind of trade-in deal. Probably the kids who buy Elvis records wouldn't even want to give the old ones up. On the other hand, if you have a bad record, you can't give it away, let alone offer it in a trade-in deal. Still, the idea has enough merit to be worth talking about and I intend to discuss it with my distributors when we have a meeting this weekend (17)."

Arnold Maxin, president of M-G-M Records, stated flatly, "I don't think it can work. We've discussed it, but I don't really see how we, as manufacturers, can do it. It means asking the dealer to go to approximately 70 cents instead of 98, which, in effect, means reducing his mark-up from 38 to 20 per cent. There's a lot of merit to this price break idea only if we can really increase volume, and who is to say that this would do it. I have a lot of reservations about it."

The idea of a trade-in is not entirely new in the disk business. Several key labels have tried it with varying degrees of success with albums, and only a year ago one major company was running spot tests on a singles trade deal in selected markets. Still, traders are believed considerably more interested in the idea now, in view of the continuing generally soft nature of the singles business.

Special Promotions Spur Selling

• Continued from page 46

public would become more discriminating.

He is mindful of the vast market among young people, who, as he says, are almost total listeners, even playing the radio while studying.

The housewife is another big source of sales as she lightens her housework and other duties with radio listening. All of these groups command Cohen's special attention when he plans his advertising.

FM for Students

The area in which he operates is also a fortunate one for Cohen, and he feels it gives him a decided advantage. The Boston area's preponderance of educational facilities brings legions of college students here, more so than perhaps in any other part of the country.

He has taken full advantage of this situation by promoting AM and FM sets among students, teachers and professors as well as among the more adult type of listeners in these parts who are looking for good music on FM.

But whether or not a dealer has the advantages of a cultural area such as Greater Boston to assist the sales picture, Cohen believes that there is a new and healthier picture in the field of radios. To prove that his system works, he says that his radio business has doubled over the last four years and shows indications of going even higher.

Cohen's role as the father of young children helps him business-wise. As an example, he observed his young son with a transistor set strapped to the handlebars of his bicycle. His sales force used this

as a gimmick with parents looking for gifts for the kids.

The firm's support of Little League Baseball also has been found excellent in customer relationship. And to prove Lechmere's success in the radio and general appliance field it was designated as outstanding Brand Names Award winner of last year.

With Cohen, the radio department is no stepchild to any other. In fact, it is practically his favorite "child."

Canada Classics

• Continued from page 41

companies. He will eclipse Mozart (152 hours), Beethoven (120), Berlioz (27), and Mahler (28). Sangster estimates that he has programmed about a third of Haydn's recorded music thus far, and at this rate the series should continue well into 1962.

Sangster began preparations for the Haydn series as long ago as 1957. That's when he started buying and timing the records being heard now. He began just in time, as it turned out, for he was able to obtain many Haydn disks which were discontinued shortly thereafter when some recording companies went out of business.

The series is believed to be unique in broadcasting. It presents both the good and bad music of the composers. And thus far it has elicited complaints from the listeners because of this very fact. Sangster auditions and times all the recordings he can obtain of Haydn's music. He arranges the works in more or less chronological order, taking into account the factors of available program time and balance. Most of the disks are from Sangster's own record library, although a few come from the CBC's library.

Deejays Spell Out Needs to Mfrs., Distribs

• Continued from page 35

Tex., writes: "We have discovered, through the major companies' subscription services, we receive a great deal of material we can't use. Subsequently, we have dropped our sub services and have decided instead to purchase our needs (those we can't pick up from the majors and distributors from the one stops."

Tom Rea, record librarian at KBYG, Big Spring, Tex., and Dean Wetherly, program director of the same outlet, complain: "This station is very bitter toward those record companies who ask the smaller stations to pay for records when the same companies give the same records free to the larger market stations from one to three weeks ahead of time." The executives opine that many smaller stations feel so bitter about this that "they would play another version of a song or would leave it off their play list altogether."

Rick F. Knapp, KPPC, Pasadena, Calif., writes: "I have seen the music library of KRLA, Los Angeles, and many times the distributors send up to 10 or 15 copies of one record where five at least would suffice. The majority of these promotionals sent to the big stations are never aired. Why not send a few of those duplications to us—the smaller stations—at least one each?"

Johnnie Rowe, KTLN, Denver, pens: "I have for some time been amused at how some of the labels and artists in the record business have ignored the so-called 'small time' deejay. They seem to forget that some of these deejays don't always stay in the smaller markets. The record companies I used to write and call while in a small South Dakota market seem to be more than happy to serve me now. But past memories of how they neglected me don't erase very easy."

Dick Thomas, KBUR, Burlington, Ia., "would like to see a central distribution system that would be universal for all stations. All records would have to go through a central distributor (possibly governmental) and sent to the station from there. I believe that such a system probably would eliminate any further payola as such."

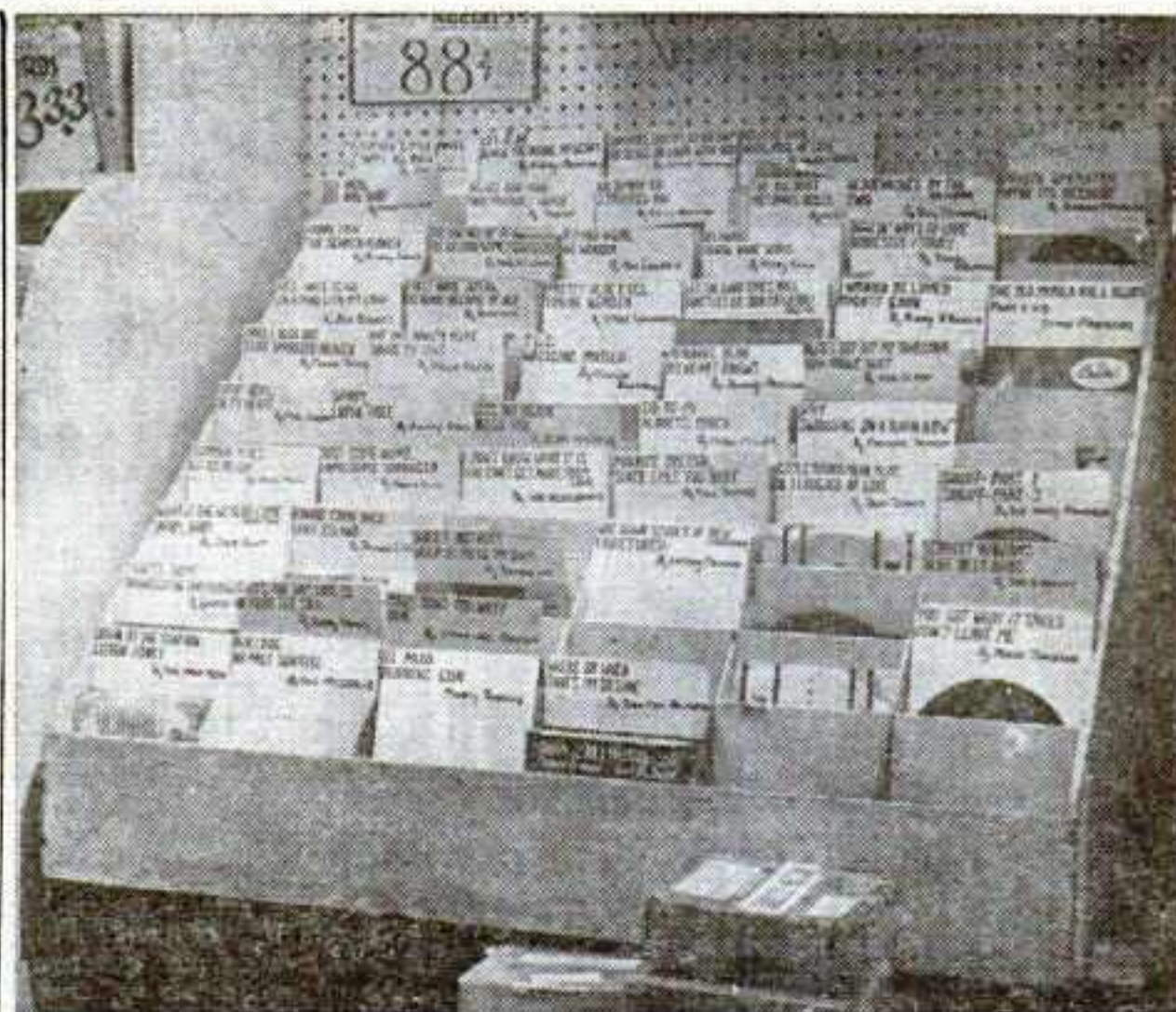
Better Use

"Now that payola has been exposed," writes Dave Hull, WQTE, Detroit, "I believe that record companies, distributors and manufacturers could use the thousands of dollars that they put into this venture to better use in promoting their materials legitimately. I also believe distributors should all get together around the country and push more of the tunes that are big in one particular area. Jockeys in major markets would like to get more phone calls from distributors in the other top cities to find out exactly what is happening on the record front. Send written material if phone calls cost too much."

Devern Perry, KOVO, Provo, Utah, has a simple complaint: "We make a weekly list. It would surely be helpful to listeners if the distributors could get the records to the record stores faster so the public can buy them."

New WSM Newscast

NASHVILLE—The daily activities of the Tennessee State Legislature will form the backbone of a new WSM radio newscast to be heard each afternoon, Monday through Friday, at 3:05. It will bring to the microphone several new features in local news coverage. Heading the list is a daily



STORE-TESTED PROFIT POINTERS FOR DEALERS

Eye-Catching Cards Catch Impulse Bucks

By ROBERT LATIMER

Willingness to spend a few extra minutes with each newly received single record, in lettering its title on display dividers, has sharply increased sales at Lewis' record dealership in Sioux Falls, S. D.

Mrs. Lorraine Mudder, record department head, used the separator (as shown) in a self-service 45 r.p.m. display against a pegboard wall to the right of the department. Here, the wedge-shaped fixture, instead of merely classifying newly received records by the artists, identifies them with eight by eight-inch cards on which the titles are lettered in India ink. One inch high, the letters make selection titles easily readable from 25 feet away and do a far more effective job of impulse selling than the mere listing of records by the artist's name.

Using a simple lettering set, Mrs.

Mudder spends only a few minutes in lettering out the title of both sides of each disk and usually adds the name of the artist as well, in smaller letters. There are usually 40 to 50 titles on display at a time, which always mean more to the record shopper than a mere listing of artists. Impulse sales, which stem from a customer being intrigued by a title, artist or reminded of a new hit which he has heard on a radio broadcast, have increased considerably the unit sales in the record department. As many as six out of every 10 record shoppers stop momentarily in front of the well-identified 45 r.p.m. display and add at least one additional record to their original purchase. The cards, kept clean and bright, are stacked away for later use if desired after the initial impact of the disk's popularity has passed.

UNIQUE RADIO SERVICE SELLS 'SOUND IMAGES'

• Continued from page 41

selecting the suitable tracks), recorded versions of asking the temperature, various weathercast intros, weather commentaries, and requests for the weather.

Similar treatment is provided for time signals, with the time asked and various stars giving the correct time. These are recorded at five-minute intervals. There are sportscast intros and sportscast promos. Also available are various musical program themes in addition to the aforementioned star intros for single records and albums.

Service includes specially produced "big Sound" promos featuring stars reading the subscribing station's call letters. The personalities also are featured in comedy vignettes, special holiday greetings for all major holidays, public service announcements (auto safety, civil defense, Fourth of July safety, American Red Cross, etc.) open-end birthday greetings by stars, two-minute interviews with celebrities, stork reports (i. e. birth announcements), "thoughts for the day" by stars, top names reading "one liners" among others.

Music Tracks

In addition, the service includes

report on the State Legislature, compiled and read on the air by WSM radio newsman Dave White. Don Russell, long associated with the NBC radio network, will join Dave to round out the newscast with a resume of top news events in Nashville and the Mid-South.

an array of music tracks (eight to 10 seconds) for use as commercial separators, underscorers, bridges and cues, as musical station breaks and frames, newscast intros, headline backgrounds, attention getters, "space age" (i. e. up-beat) musical production cues, and tags. "Big Sound's" space-age series includes newscast openers and closers, news headlines, a three-tone news effect, single tone, hurried, and drum oscillator news effects. Among sound effects included in the service is a comedy series designed to add a light touch to disk jockey shows.

"Big Sound" subscribers also receive three program features: "Your Hollywood Reporter," current movieland news air-shipped twice monthly to stations; "Memo From Mary," solutions to personal problems aimed at women; "Terry's Kitchen," a helpful hints series produced so that they can be programmed from 10 seconds to half an hour. At no additional cost to the station, Stars International will customize these features to include the sponsor's identification.

Bonus packages are included each month timed for the upcoming month's calendar from fresh holiday greetings recorded by stars to public service announcements made by name personalities.

The service is produced by Stars International, Inc., and is sold by Richard H. Ulman, Inc. Both are divisions of the Peter Frank Organization, Inc. Frank is its president and Will Scott is Star International's executive vice-president in charge of production.



REGISTERING ALL OVER THE COUNTRY!

ol' mac donald

Frank Sinatra #4466
Starting its 11th big chart week!

wings of a dove

Ferlin Husky #4406
A smash hit!

oh, how i miss you tonight

Jeanne Black #4492
Jeanne's biggest yet!

if i knew

Nat King Cole #4481
Another hit from "Molly Brown!"

i ain't down yet

Dinah Shore #4476
"Molly Brown" single now "Bubbling Under Hot 100"



LETTER LIST

Letters and packages addressed to persons in care of The Billboard Publishing Company will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. To be listed in following week's issue, mail must reach Cincinnati office by Tuesday morning.

PARCEL POST
Regan, Joe; pkg., 23c

Adams, Mike
Adams, Tom
(Roll-a-Ball)

A. & J. Shows
Alberta, Albert
Aldrich, Gordon
Alexander, Sam
Allen, Juanita
Allen, Robert E.
Anaya, Edna
Anderson, Alyce
Anderson, Bert
Anin, Ralph J.
Anthony, Milo
Asel, John
Austin, Lola
Avery, Billy
Babcock, Barbara
(Bobby)

Baker, Tom L.
Balke, Donald F.
Barchinger, Linn
Barker, Floyd
Barkow, Dick Wain
Bates Jr., Charles E.
Bauman, Bob
Baxter, Sam (Bolo)

Bays, Dick
Bell, Bobby A.
Bell, Bonnie
Bell, Chas.

Bishop, Brownie & Mrs.
Bly, Edward
Boatwright, B. E.
Boatwright, Whitey
Bolenbarker, Fred
Boyer, Louise
Braden, Frank W.
Bradley, Lee
Briggs, Bernice & Mrs.
Brofel, Sonny
Brown, Mrs. Hope
Brown, Mrs. Ray
Brown, Hubert E.
Brown, R. W.
Buchannon, Tom
Burkhart, Carl
Burn, Charles
Burgess, Lloyd & Mrs.
Bush, Willie A.
Butts, James Lowell
Carlisle, George
Carpenter, Charlie
& Hannah
Carpenter, Walter E.
Carter, T. J.
Carter, Mrs. Vonnice
Caudill, Johnny
Chambers, Ingram E.
Chapman, E. A.
(Hoppy)
Christophel, Carolyn

Chastian, Bill & Mrs.
Clark, G. L. & Mrs.
Clark, Jack
Coco, Robert & Mrs.
Cole, Mrs. Daisy
Concello, Art
Condron, Jim & Mrs.
Conerty, Pat & Mrs.
Conklin, Lola
Conkling, Shirley
Cooper, Hymie & Mrs.
Cooper, Mrs. Jaon
Corlew, Richard G.
Corter, Edgar L.
Counter, Virginia
Cox, Do-Boy
(Bonnie)
Crawford, Jack
Crocker, Roy
Crowe, L. G.
Cristiani, Antoinette
Crowe, Thomas
Cummins, Phyllis
Cundiff, A. B. (Red)
& Mrs.
Cunningfox
Curran, Cliff & Mrs.
Darlington, Cyrus W.
Davenport, Daniel K.
Davis, Herbert O.
Davis, Ken E.
Davis, Linda

Day, Andy
DeBell, Linda
Winchester
Decker, R. M.
Dempsey Jr., John
Dennis, Harry & Mrs.
Dent, Charles Roger
Deutsch, George P.
Diavollo, Julian A.
Diavolo, Dare Devil
Diaz, Mrs. Kathleen
Dietch, Robert
Dignam, J. Pat
Dixie, John
Dixon, John (Dixie)
Donnelly, Russell
Doolittle, H.
Rushmore
Downing, Wilbur E.
Dover, J. M.
Duffy, Frank
Duggan, Francis
(Bobo)
Dunbar, Roy
Duval, Sylvia
Eagles, Nate
Earle, Beatrice
Edsall, Roy
Heath, Ralph
Hebron, James
Henderson, George
Henderson, Grabo & Mrs.
Hendrick, Cecil
Hensley, Archie
Hess, J. A.

Field, Clifton E.
Fineman, Dave
Finley, Evelyn
Fisher, George
Fitzsimmons Show
Fleming, Tom
Fletcher, Lennie
Fondenberger, Charles Leo
Forsythe, Fred
Fowler, Ann (Patti Page)

Garcy, Ralph Lee
Garfield, Larry
Gattis, Jimmie
Gerlich, Jacky
Goodman, Geo. & Mrs.
Gory, Johnny L. & Mrs.

Grabs, Louis
Graham & Orlando
Gray, Stash
Green, Edward
(Alabama Skylarks)
Green, J. O.
Green, Ralph E. or Mary C.

Grish, John
Grossman, Marie
Gupitil, Ralph
Gutis Troupe

Haffards, Albert M.
Hagen, Benny
Hall, Robert
Hamrick, Howard
Harmon, Mrs. Wm. Lenora

Harr, George & Mrs.
Havilan, Hal
Heath, Ralph
Hebron, James
Henderson, George
Henderson, Grabo & Mrs.

Hendrick, Cecil
Hensley, Archie
Hess, J. A.

Hibbler, Joseph T.
Hill, Forrest & Mrs.
Hill, O. H.
Hines or Himes, Mrs. Vera

Hodges, Joy
Hong, Anna Mae
Horner, Mrs. Marie
Horowitz, Eddie
Houghton, Ross L. & Mrs.

Howells, Red
Hoyt, Clyde
Huggens, Bobbie
Humphrey, James J.
Hutton, Betty
(Boots)

Ingram, Albert E.
Inhurt, Frank & Mrs.
Inman, Maurice Earl
James, Toni
Johnson, Mable & Swede
Johnson, John E.
Johnston, Albert S.
Johnson, Sharon
Jolley, Mrs. Betty
Joseph, Frank
Juliano, J.
Katz, Mrs. Hazel
Keeler, Bob
Keeler, Charles & Mrs.

Kelley, C. O.
Kelley, Joseph G.
Kelly, Jack Morrison
Kerner, June
Keshen, Albert S.
Keys, Henry
Kinder, William C.
King Auto Thrift
Circus
(or Kline)

Kingsley, Patricia
Klein, Jerry
(or Kline)

Kleiner, R. E.
Knapp, James
Knotits, Mrs. C. A.
Kunat, Stanley

La Londa, Lawrence (Builder)
La May, Peaches
La Touche, Galen & Ruth
Lacci, Dolores
Lalli, Vincent
Laroy, Harry & Mrs.
Lear, Ken
Leaver, George B.
Lea, Mrs. Beth
(Organist)
Lefebure, Mrs. J. E.
Lehman & Beckwith
Lewis, Sammy
Logston, Ray & Mrs.
Love, Lester Ronald
Lynch, Jeremiah
Lyrener
(c/o Sonny Levine)

McAskill, Mrs. May
McCabe, Bill
McClain, O. C.
(Heavy)
McCoy, Peggy Ann
McDermott, William
McFarlin, John & Mrs.

McGary, K. C.
McHugh, Bill & Mrs.
McIntosh, Gracie
McKelvey, Ed
McManus, T. J.
McPherson, Ralph & Mrs.

Main, Don
Mallman, Manny
Mari, Elia
Martene, Alma
Marr, Roy & Mrs.
Martin, Mrs. Bessie
Martin Jr., J. W.
Martin, Terry
Mary Lou
(Skating Cartons)
Mason, Tommy & Mrs.

Maynard, Gaylord & Mrs.

Meador, James
Patrick

Mehl, Harry
Mertz, Werner
Metlow, Dinal
Miller, Allen D.
Miller, Mrs. Charles H.
Miller, Wm. & Mrs.

Mitchell, Mitch
Mitzner, Checkers & Ruth
Montana, Babe
Moore, Dwayne
Linley
Moore, Eddie
Moore, Mrs. Mabel
Moran, Billy
Moran, Sailor
Morgan, James N.
Morgan, L. & Mrs.
Morris, Bill
(Elephant Man)
Morris, E. C. & B.
Moore, Frankie
Moore, Harvey
(Frenchy)
Mott, C. W.
Myers, Bob & Mrs.
Myers, Wm.
Naramore, Dolly
Nelson, Jim
Newman, Mr.
Nix, C. L. & Mrs.
Noel Jr., Walter G.
O'Hara, Bill
Orth, Joe
Pannebaker, George D.

Park, Franklin Leroy
Parker, Tom
(Theatrical Ent.)
Pasco, Betty
Pearson, Lee (Benny Red)

Peek, Richard
Pendelton, Mickey
Pennington, Charles
Penney, Peter J.
Penny, Pauline
Pepper, P.
Peterson, Hazel
Pfening Jr., Fred
Phillips, Bill & Mrs.
Phillips, Connie
Wayne

Pierce, Raymond E.
Pomeroy, Coy
Poole, Charles
Poole, F. O.
Poole, William L.
Poore, Kenneth
Price, Art
Price, Mrs. Lita
Price, Tina
Proper, F. C. & Mrs.
Pruitt, Mrs. Elsa
Pugh, Carl

Quarick, Paul James
Rawings, Pete
Ray, James
Reed, Walter
Reynolds, Billy
(Wolf)
Richards, Arthur
Richards, Dick
(Elmer) & Mrs.
Riding, Bill
Rinehart, R. E.
Ristic, James E.
Roberts, Deatra
Roberts, John Bruce
Rollo, Alfred
Roney, Keneth
Rowland, Ralph
Ruth, Ted & Mrs.
Sabella, Janet
Sakobie, Shirl & Mrs.
Schaffer, Anthony & Mrs.
Schayer, Harry & Mrs.

Schneider, C. E.
Schneider, Whitey
Schuch, Pete & Mrs.
Schwab, Vernon
Scnelrich, Sid
Scott, Bill & Mrs.
Scruggs, Troy
Seitzer, Robert
Settle, T. D. (Jack)
Shaffer, James Earl
Shane, Michael
Shahan, Robert J.
Shamrock, Mr.
Sherman, James
Troupe

Shinners, John
Shipley, Leonard & Mrs.

Shufelt, Fred
Siegel, L. J.
Siegel, Louis
Silk, William
Silverberg, W. & S.
Simmons, Mrs.
Ginger

Simons, Charles
Simpson, Joe H.
Simpson, John
Sittger, Mrs. Loretta
Smith, David
Smith, G. & E.
Smith, Rex P. & Mrs.
Smith, Russell
Sonner, Robert

Stark, Mable
Starr, Belle
Steinhart, Barney
Stevens, Emmitt
Stevens, Grant
Stutz, Jack & Helen
Swain, G.
Sward, Maynard & Mrs.
Switleshnow Esq., William
Sylvin, William
Tammant, John
Francis
Tatty, Albert W.
Taylor, Connie
Taylor, Jacob
Therit, Bernie
Thomas, Nick
Thomas, Roy & Joy
Thompson, Hope
Tucker, Gus & Mrs.
Tufts, Stan
Turner, Gerri
Villemarie, Joseph R.
Voght, Don
Vogt, Robert
Vonderheide, George
Wagner, Harry
Waite, Kenneth
Wald, Buddy
Walls, Thomas P.
Walsh, Raymond
Warner, Frank
Weatherby, Marla
Webb, Clifton
Weinberg, David
(Marvel)

Welch, John
Welch, P. J. or J.
Whalea
Wells, Elisha J.
Whiteley, Clifton N.
Wilburn, D. H. & Mrs.
Wilburn, Houston & Mrs.
Wiles, Dave & Mrs.
Williams, Fat Head
Williams, Jack
Williams, Joseph
Wilsack, Raymond
Wiltse, Cash
Winters, Calara
Winters, James Allen
Wray, Bob & Betty
Wright, Joe & Mrs.
Young, Cary
Young, Roger

We Hope You Didn't Forget...

Beginning with this issue, Billboard's Show News Division and Funspot have been merged into one publication covering EVERY PHASE OF THE AMUSEMENT MARKET....

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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. EXODUS (Chappel).....	1	7
2. LAST DATE (Acuff-Rose).....	3	9
3. THEME FROM THE APARTMENT (Mills).....	2	25
4. WONDERLAND BY NIGHT (Roosevelt).....	4	5
5. ARE YOU LONESOME TONIGHT (Bourne-Cromwell).....	—	6
6. CALCUTTA (Pincus-Symphony House).....	6	2
7. GREEN LEAVES OF SUMMER (Feist).....	5	10
8. NORTH TO ALASKA (Robbins).....	8	3
9. SAILOR (YOUR HOME IS IN THE SEA) (Garland Music).....	14	4
10. CLIMB EVERY MOUNTAIN (Williamson).....	13	47
11. MANY TEARS AGO, (Roosevelt).....	12	2
12. POETRY IN MOTION (Meridian).....	15	5
13. RUBY DUBY DU (Robbins).....	—	2
14. A THOUSAND STARS (Bryden).....	—	2
15. BALLAD OF THE ALAMO (Feist).....	—	4

Merc Debuts Album Promo

CHICAGO — Mercury Records debuted an ambitious, full-scale promotion plan last week to kick off the new album sales year. The plan offers a special deal for distributors of one free LP for every 10 purchased in the same category. The 1-for-10 deal is in effect through February 15.

A hefty push has been planned to back up the company's new "Perfect Presence Sound" series, which includes several special promotion features for dealers. Among the dealer items is a four-color window display featuring all seven new releases in the PPS series. Dealers are also being provided with a window display based on the new living presence release, "Wellington Victory."

Dealers will receive a four-color, molded plastic sign labeled, "Sound Series," which can be employed with displays of any line of packages. Counter cards, catalogs and other handout literature is also in the works for dealers.

Finally, dealers will receive special seven-inch 33 r.p.m. disks with excerpts from the seven PPS releases. These will be given away to customers with each purchase of a

Big Three Ups Promo Activity

NEW YORK — The Big Three music firm (Robbins - Feist - Miller), is supplementing its promotion and exploitation activities as an aid to TV and radio program producers. Al Rickey and Al Kohn, under the direction of general professional manager of the Big Three, Norm Foley, will provide music program needs for producers from the firm's catalogs. Both Rickey and Kohn are veterans in the production of feature and background music for network programs.

Meanwhile, David Day, special music representative in the U. S. for British music publishers Francis Day & Hunter and B. Feldman and Company, is now making his office at the Big Three offices on Broadway. Day, who will sojourn in the U. S. for a year, will handle exchange of music and acquiring American tunes for overseas use for the FD&H firms as well as their affiliates in Germany, Italy and Holland.

PPS album. A special 12-inch LP of excerpts from the entire seven set release is also being sent to dealers for demonstration purposes.

Candid Completes Jazz Recordings

NEW YORK—Candid Records, recently organized jazz subsidiary label of Cadence Records, has completed recording a number of albums and is ready to start 1961 with a hefty initial release schedule.

Already set for market is a package recently cut by Japanese pianist Toshiko and her husband, altoist Charlie Mariano and their group. The label has also signed such acts as Otis Spann, Canadian pianist Paul Bley, Pee Wee Russell, Phil Woods, Buell Neidlinger and Danny Parker.

Candid has set in motion a program of cutting original sets in Europe. This has been kicked off with a set including Lucky Thompson, Martial Solal, Kenny Clarke and Peter Trunk. Also in the works is the release of a British series known as "Treasury of Field Recordings."

Transshipping Hurts

ords should be priced this low and effectively put another nail into the so-called established list price.

The stores that sell records at these kinds of prices do not often obtain records (even old ones) at this price, but they obtain them at a low-enough price to use them as loss leaders without taking very much of a loss. There are many distributors who would like to see records fair-traded again, as they once were before the advent of discounting. However, few of these distributors feel that this will come about in the light of the nationwide trend to discounting of all sorts of items, from appliances to automobiles.

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DOUBLES: \$10-13

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The most convenient location in New York

modern comfortable but not costly



HOTEL PARAMOUNT

"CURTAIN CALL" COCKTAIL LOUNGE coffee shop

In TIMES SQUARE

the center of everything
46th STREET JUST WEST OF BROADWAY

MUSIC AS WRITTEN

Continued from page 4

returns this week from a brief Miami vacation. . . . The label meanwhile is shooting for six new albums February 1: Ahmad Jamal, Art Farmer, Sam Lazar, Buddy Rich, The Vibrations and Moms Mabley.

TALENT TATTLES. . . . Buddy Rich brings his sextet to the Cloister tonight (9) for his second visit in less than six months. He'll stay through January 22. . . . The Rich group includes Sam Most, flute, and Mike Mainieri, Jr., vibes. Rich advises he's completely recovered from a heart attack that slowed him down some time ago. . . . The Sig Sakowicz show, heard Monday nights on WGN, has been purchased by Milo-Brooke Ford, the latter a participating subscriber on Sig's Saturday evening airing.

Two new acts bow at The Playboy Club, January 26, for six weeks: Will Holt and Dolly Jonah, a husband-and-wife folk song team, and Nino Nanni, pianist-satirist. . . . Jack E. Leonard and vocalist Nancy Wilson open at Mister Kelly's January 23. . . . They follow thrush Margaret Whiting and comedian Dave Barry. . . . Jonah Jones brings his quartet into the London House, February 7, following Dorothy Donegan and her group. . . . The Blue Angel opens with a new review, Calypso Carnival, January 12, commemorating the boite's ninth year.

Pittsburgh

MANUFACTURER NEWS: Opus One, Nick Lomakin and the National Record Marts are among the sponsors of WAZZ-FM, Pittsburgh's latest radio station, dedicated only to the playing of jazz and Dixieland. The 5,000-watter opened January 1, and is on the air seven days per week from 5 p.m. to midnight. Press agent Zane Knauss selects the material and tapes the commentary for WAZZ-FM which is an affiliate of Leonard Walk's Homestead AM station, WAMO.

The new year opened auspiciously for the local Capitol Records' branch as sales manager Nick Albarano copped the first prize of \$500 in the company's December sales contest for the region including Buffalo, Philadelphia, Baltimore and Pittsburgh. Other winners included operations manager Dick McMorrow, who won \$250; Mel Luteran, \$500, as top salesman; salesman Tom Kennedy, \$100, as the fourth top salesman, and \$10 to all employees of the Pittsburgh branch.

Columbia's Bob Murphy expects a busy week taking Hal Holbrook around January 9 and newcomer Mike Clifford January 11. Holbrook will be playing Carnegie Music Hall with his "Mark Twain Tonight" which he has waxed for Columbia along with a sequel, "More Mark Twain Tonight," and Clifford will be here plugging "Poor Little Girl."

Jack Craig, formerly with Columbia in Hartford, Conn., is the new district manager for the Pittsburgh-Baltimore-Richmond territory with headquarters in Baltimore.

Len Mendlowitz.

Toronto

MANUFACTURER NEWS: Apex Records, headed in Ontario by George Offer, shared cost of cocktail party for Bob Newhart, Warner Bros. recording artist, in the city for a Telemeter session. . . . Quality Record salesmen here were on the phone to every dealer in the province concerning the new Lawrence Welk album, "Calcutta." Fred Clayton, local manager, averred it is the biggest of the winter. . . . Ralph Harding has joined BMI Canada, Ltd., in an executive capacity, working with Harold Moon, assistant general manager. Harding temporarily maintains his interest in Raleigh Records, Ltd., independent distributor for a number of lines in Canada.

London Records has introduced for the first time what it calls its "Two-Way Refreshment Plan." Max Zimmerman, local London distributor, said this is the first time London has offered a deal of this type. It includes 10 per cent immediate return and 10 per cent discount on catalog items. . . . Columbia recording artists in Canada, including the Travelers, Bill Butler, Moxie Whitney, Carl Tapscott and Jimmy Namaro met with the Columbia Record salesmen during their meeting here at a cocktail party hosted by company executives. . . . Compo of Canada is handling Canadian distribution of United Artists Records. Harry Allen Jr.

Nashville

MANUFACTURER NEWS: Fred Estes, curator of the Tennessee State Museum here, is seeking the gift or loan of million-seller gold records from artists to go on display in the museum. . . . Jim Denny Artists Bureau recently signed Margie Bowes with a new recording contract for the thrush to be announced in a few weeks. . . . Jim Denny and Lucky Moeller recently made arrangements with Earl McDaniel for handling Johnny Burnette's personal appearances in the Southeast. . . . Sam Phillips's plush new recording studio in downtown Nashville will be open for business right away. . . . A major change in recording studio personnel will take place here within a week or so. . . . Chet Atkins entertained Victor artists and local deejays Thursday (29) at the Carousel. . . . Decca Records recently signed Jimmie Newman and Gerald Nelson. . . . RCA Victor Records here has added George Hamilton IV, John Loudermilk and Edwin Bruce to its roster of artists. . . . Sure Fire Music's Vivian Keith has just been elected treasurer of Democratic Women's Club of Davidson County. . . . Teddy and Doyle Wilburn and Don Helms returned recently from a Midwestern tour and will leave January 30 for a 10-day Canadian tour. Pat Twitty.

Best-Selling Theme Boosts B.O.

Continued from page 3

the Earth" (with Pat Boone), "Ocean's 11," "Operation Petticoat," "Please Don't Eat the Daisies," "Portrait in Black," "Psycho," "The Rat Race," "Solomon and Sheba," and "Suddenly Last Summer."

Meanwhile, theme recordings from new movies which should move into the top-grossing category this year are also moving up on the charts. "Exodus" by Ferrante and Teicher is No. 3 on the "Hot 100" this week, while Mantovani's version is No. 53. Duane Eddy's "Pepe" is No. 42; Al Caiola's "Magnificent Seven," No. 44; Marty Robbins "Ballad of the Alamo," No. 16, and Don Costa's "Misfits" theme (from the new Clark Gable-Marilyn Monroe movie, which won't even be released until February) is "bubbling" just off the chart. Mantovani's "Music From Exodus" is No. 2 on the Monophonic Action Chart; "The Alamo" sound track is No. 7. On the Stereo Action chart, Billy Vaughn's "Theme From The Sun-downers" is No. 5.

Movie Strength

The strength of movie albums on the charts is indicated by the presence of "The King and I" sound track, 210 weeks; "Gigi," 132; Mantovani's "Film Encores, Vol. 1," 130; "Oklahoma!" sound track, 219. In the singles field, "Never on Sunday," "Dark at the Top of the Stairs," "Sink the Bismarck," "Because They're Young" are among movie themes which made the "Hot 100" in 1960.

Hollywood is becoming more and more conscious of the box-office appeal of hot young record talent. In addition to disk stars who have already made it on film—Presley, Boone, Ricky Nelson, Harry Belafonte, Frankie Avalon, Fabian—movies are in the 1961 future of the following disk names: Bobby Darin, "Come September"; Bobby Rydell, "That Hill Girl"; Brenda Lee; Tommy Sands, "Love in a Fish Bowl" and "Babes in Toyland"; Jimmie Rodgers, star of "Little Shepherd of Kingdom Come"; Perry Como, "The St. Bernard Story" (his first movie in 13

years); Paul Anka, "Look in Any Window"; Patti Page, "Dondi"; Connie Francis, "Where the Boys Are"; Bob Newhart, Mort Sahl, Joyce Taylor, "Atlantis"; the Everly Brothers, Vic Damone, Connie Stevens, Conway Twitty, Harry James, "Ladies Man"; Count Basie and Joe Williams, "Cinderella"; and Joni James.

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FOLK TALENT AND TUNES

Continued from page 6

extended tour through Texas, New Mexico, Arizona and the West Coast during January and February. Deejays needing a copy of Roy's new platter may write to his manager, Hubert Long, at 616 Exchange Building, Nashville 3.

Tommy Tomlinson, seriously injured in the auto crash which took the life of Johnny Horton in Texas early in November, is still in Schumpert Sanitarium, Shreveport, La., and is showing good progress, according to Tillman Franks, president and general manager of Horton Enterprises, that city. The doctors have succeeded in saving Tommy's smashed leg but he will be confined to the hospital for at least two more months, says Franks. Tomlinson this week has a new release coming up on Mercury which he recorded with Jerry Kennedy. Sides are "The New Wildwood Flower" and "South," both instrumentals, and the artists are listed as Tom and Jerry. Billy Jean Horton recently cut her first wax for 20th-Fox Records, with release due any day now.

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COIN MACHINE COMEBACK SEEN FOR 1961

33's, New Games, Better Terms Brighten Outlook

• *Continued from page 1*

new amusement game types, and the more realistic financial arrangements with locations—are now or soon will be operational.

The obvious reason for falling collections—and the attendant drop in equipment sales—has been the general economic recession. When unemployment is high and overtime is rare, the middle and lower income groups who are the backbone of coin machine patronage simply lack the nickels, dimes and quarters needed to keep the coin machine economy rolling.

But this general economic condition would hardly explain why the coin machine industry has fared worse than other industries operating under the same set of economic conditions.

IRS Action

There are more specific causes for the fiasco of 1960, and the most specific of all has been the actions of the Internal Revenue Service with regard to the \$250 gaming tax stamp.

Vigorous IRS enforcement and broad interpretations of the tax stamp regulations have caused a chain reaction in the industry. From a standpoint of per-machine collections, the in-line game has been the best earner in the industry. Often earnings from the in-line game have helped the operator upgrade his phonograph equipment, thereby helping both juke box distributor and manufacturer.

And while games which must have the \$250 tax stamp affixed are not illegal by federal standards, the practical result of placing these stamps on machines has been to make them illegal by State and municipal standards.

Local Action

It works this way: a legal game carrying a \$250 tax stamp is placed in a local tavern. The stamp proclaims that the game is considered as a gambling device per se by the federal government. Local authorities, using the federal yardstick, decide they want no part of that game in their community.

Result of this action are far-reaching. The operator pulls the game. He may replace it with a slower-earning device and he may fail to buy a new juke box to compensate for the revenue loss. Juke box play as well as game play falls off. And everyone down the line—operator, distributor and manufacturer—is in a bind.

Of course, this is not the end of the economic world for the coin machine operator. Amusement and novelty devices earn good money in themselves. A late-model juke box, properly serviced and programmed, is a profitable investment. The location is still economically profitable.

Immediate Effect

The operator sees an immediate decrease in revenue, often without realizing that the long-range picture is far from bleak, and that earnings can be maintained with current equipment and with intelligent servicing.

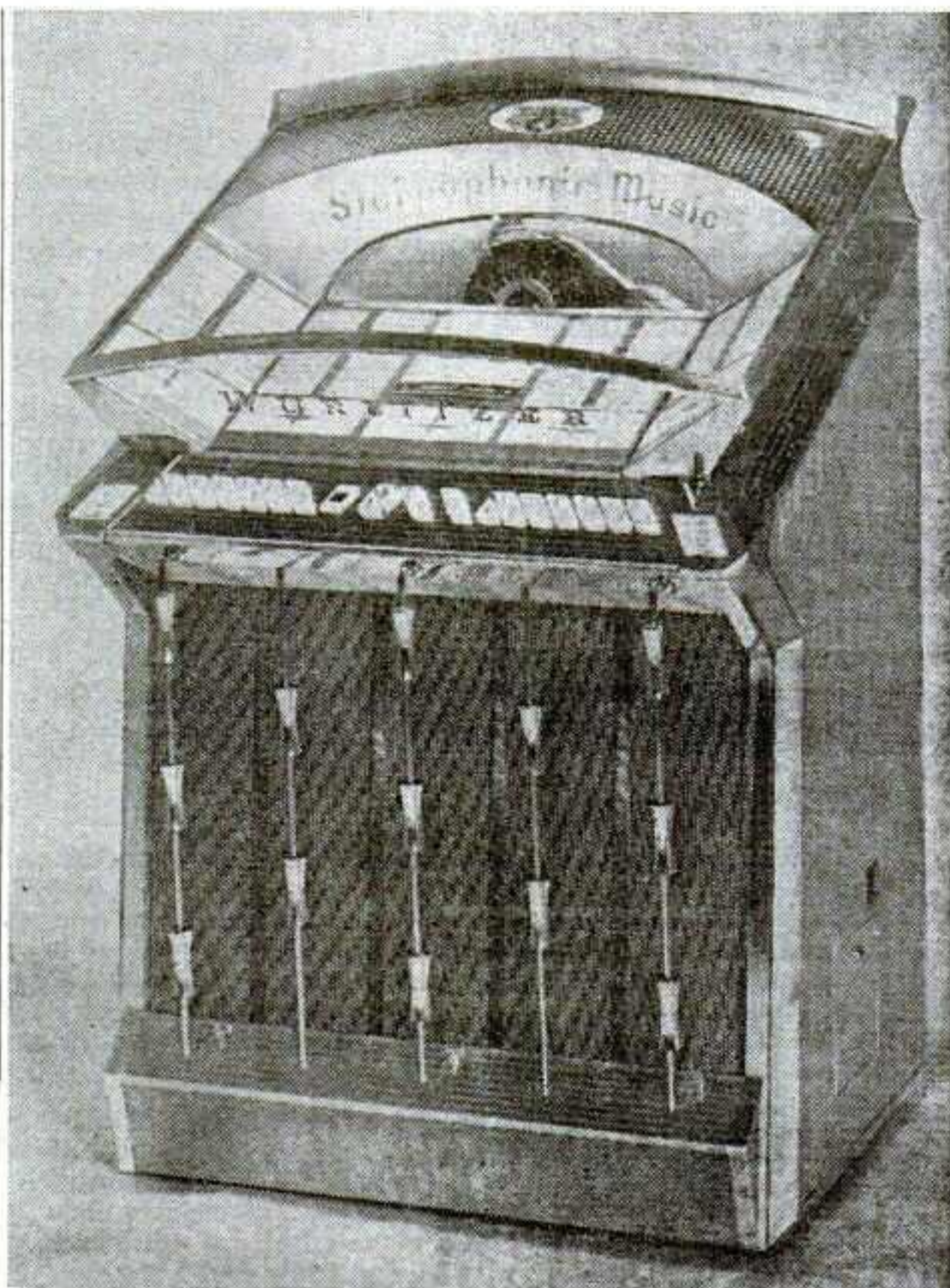
The major problem has been that the manufacturers have failed to come up with sufficient ideas to compensate for the withdrawal of in-line and upright games in various sections throughout the country.

For example, only 77 new game models were introduced last year compared with the 100-and-over totals that have been common in the last decade (The Billboard, December 31). And if there ever was a year when new game ideas were desperately needed—1960 was that year.

Bally Outlook

An indication of how major coin machine manufacturers are thinking is hinted at by Joseph Flesch, president of the

(Continued on page 55)



WURLITZER MODEL 2500, a 200-selection machine with sono-type stylus and stereophonic amplifier.

New Wurlitzer Can Play 33's & 45's Intermixed

NORTH TONAWANDA, N. Y.—The Wurlitzer Company took the wraps off its 1961 automatic phonograph line this week, with showings scheduled for distributor outlets throughout the nation Monday (9) through Friday (13).

The three new models are the 2500 (with 200 selections), the 2510 (with 100 selections), and the 2504 (with 104 selections). Each of the three models is offered with a choice of stereophonic or monophonic sound systems, and each is supplemented with a complete line of remote equipment, including wall boxes and floor, wall or corner auxiliary speakers.

Dual-speed play is a feature of the Model 2500; it can play 33 and 45 r.p.m. records interchangeably. This device, which may be installed on any of the three Wurlitzer 1961 models, was pioneered by Wurlitzer in 1951 when operators were making the transition from 78's to 45's.

According to the company announcement, "whenever there are sufficient 33 records being produced to be an important factor in our industry, the two-speed record player assembly may be installed."

The same spindle and same pick-up arm and stylus are used for

(Continued on page 61)

Fight Resumes On Juke Box Royalty Levies

• *Continued from page 1*

that could be collected from each box. The Music Operators of America, speaking through the association president, George Miller, flatly rejected the compromise offer, which had been satisfactory to the music licensing groups.

Also, after 1959, hearings on the juke bill had come to a standstill, with no action taken by the frankly reluctant Willis Subcommittee. Celler offered to consider any other compromise terms the juke box operators could suggest, to settle the dispute over juke box performance royalty which has dragged through over a dozen Congresses.

The juke box people stood pat on their time-honored exemption. They rejected the Celler proposals to include a tentative ceiling of \$5 per box per year, which would cover all performance royalty fees of all licensing groups. Celler had proposed three trustees to collect the fund, representing the office of the attorney general, the operators, and the songwriters. It was hoped that this would counter the operators' rejection of their traditional enemy, the American Society of Composers, Authors and Publishers, as collector agent.

The operators were also unmoved by the Celler proposal to have a survey of juke box play conducted by government agencies,

(Continued on page 73)

BULK VENDING IN NEW SPOT

NEW YORK—The Bulk Vending section of the new Billboard Music Week appears on pages 70 and 71 of this issue. In subsequent issues, the section will appear as a separate department contained in the Coin Machine Operating part of Billboard Music Week. This position change was put into effect so that operators of other types of coin machines will become more familiar with bulk vending—and so that bulk vending operators will become more familiar with cigaret, automatic phonograph and amusement game operations.

U. S. Circuit Court Backs IRS Pin Ruling

By **ELTON WHISENHUNT**

ST. LOUIS—A test case brought by an Arkansas operator and cafe owner seeking overturn of the Internal Revenue Service ruling that certain pin games are gambling per se and require the federal \$250 gaming stamp failed in the 8th U. S. Circuit Court of Appeals.

The appellate court ruled last week that the decision made by the IRS in Washington, September 9, 1959, was constitutional and valid.

Bringing the test case were Charles A. Stewart of Lonoke, Ark., operator, and J. W. Singleton, cafe owner of Little Rock.

Stewart is also executive secretary of the Arkansas Music Operators Association, with offices in Little Rock.

Attorney for Stewart and Singleton, Leonard L. Scott of Little Rock, after a conference with his clients, told The Billboard correspondent the ruling would not be appealed to the U. S. Supreme Court.

It is quite expensive to appeal a case to the U. S. Supreme Court. This one would have had to be by certiorari, and the high tribunal grants only about 2 to 3 per cent of the cases on certiorari which come before it.

The case went to the U. S. Court of Appeals here from Federal Court in Little Rock, where U. S. District

Judge Smith Henley held with the U. S. government lawyers.

Judge Henley's ruling was that on procedural grounds, the federal government cannot be enjoined from collecting any tax levied because of certain express federal laws prohibiting it. His decision was that the tax has to be paid, and the way for relief is to sue the government for a refund of the tax.

Judge Henley said such suits can be brought in the U. S. Tax Court or Federal Court, depending on the tax. In this case, because it is an excise tax, suit could not be brought in U. S. Tax Court, but only Federal Court.

The contention of Stewart and Singleton in their suit was: The IRS ruling was predicated on a pin game with certain mechanical characteristics, such as a meter to compute free plays or a slot for provision for multiple coin insertions to increase the odds, being in effect, a gambling device, even though the machine owner and location owner advertise to the public that the machine is for amusement only and there was no evidence of gambling.

Injunction Sought

Stewart and Singleton contended that under U. S. statutes, if a machine is manufactured for amusement only and is so used, it could not be a gambling device and

would not require the federal \$250 gaming stamp. They sought an injunction against the U. S. to restrain it from assessing and collecting the \$250 tax on the type machines the IRS had classified as gaming devices per se (in itself).

The government attorneys had contended that the Federal Court in Little Rock had no jurisdiction in the matter because by certain federal laws an injunction cannot be issued against the U. S. to restrain it from levying and collecting taxes.

The government lawyers predicated their case mainly on those U. S. statutes dealing with this. Federal Judge Henley at Little Rock ruled with the government, and the U. S. Circuit Court of Appeals also upheld this contention.

End of Case

That ends this case. It is not known whether other possible test suits in federal courts or U. S. district courts about the country, if any, will be taken to the U. S. Supreme Court.

This case was not tried on its merits—that is, neither of the courts were asked to go into the facts of the case to determine what constitutes a gaming device per se.

Scott said Stewart and Singleton will not bring another suit in Federal Court seeking refund of tax money paid under the IRS ruling, and this ends the Arkansas case.

Coin Machine Comeback for '61

Continued from page 54

Bally Manufacturing Company, the nation's largest producer of in-line games.

"Sociological factors, such as the decline of the neighborhood tavern as a working man's club have reduced the economic importance of pinball games," he said.

Flesch added that "the coin-operated recreation areas in supermarkets, department stores and discount houses are gaining in importance."

To reach this market, Bally will introduce a new bowling game, a miniature target range and a baseball game. And Bally expects increased volume in its kiddie ride line.

Other manufacturers, too, are thinking of locations beyond the conventional tavern, and the crop of new game introductions during 1961 may be a bumper one.

33 Single

There is little question that the 33 1/2 single will be available in greater numbers and selectivity during 1961. There is also little question that the 45 will remain the basic juke box single record during the year.

The consensus seems to be that the industry will go one speed—33—and that the process will take anywhere from two to five years. Here are the economic reasons:

1. The existing 45 single market is largely a teen-age market. The juke box operator is limited somewhat when he programs for an adult location. Most record purchases made by adults are 33 albums.

2. With the advent of the 33 single, adults are more apt to buy singles (which may be played interchangeably with albums) and the economic incentive for record manufacturers to press adult singles will be strong.

3. With the availability of adult singles, the juke box in a tavern or cocktail lounge will have more to offer the mature listener. Plays should pick up.

Of course, like any other line of economic reasoning, it isn't quite that simple. The adult listener does have some selectivity with 45's, and the mere substitution of one speed for another won't change the collection picture overnight.

But, over the long haul, the gradual development of a one-speed industry will help the juke box operator, despite the initial costs for conversion units and machines capable of playing both 45 and 33 records.

Commission Changes

Substantial change is seen in the historic 50-50 straight split pattern between operator and location. With the cost of equipment expected to continue rising, and with collections failing to keep pace with increased equipment and service costs, something will have to give. That something will be the contractual agreement between operator and location.

The 60-40 split, with the operator getting the long end, will be an economic necessity on new equipment. As an alternative, front money and minimum guarantees will increase in frequency. The need for these new arrangements has passed the debating stage. Operators will be forced to change their fiscal relationships with locations in order to stay in business.

Diversification

The trend toward diversification will be accelerated, according to Arthur F. Silbert, vice-president of the Standard Financial Corporation, a publicly held firm specializing in coin machine paper.

Silbert cited the widely publicized movement of juke box operators into cigaret vending, and he pointed out that the movement is also going the other way, with large cigarette operators placing juke boxes on their locations.

According to Silbert, cigaret paper is excellent, as is paper on kiddie rides. Slowest collections have been from juke box operators in major cities—particularly Chicago, Los Angeles, New York and Philadelphia. Oddly enough, game paper in these cities hasn't presented too much of a problem.

Silbert feels that there will be a shakedown of the smaller juke box operators who have failed to diversify, but that the staple operators, with music, games and cigarettes, will remain excellent credit risks.

The following reports, compiled by regional correspondents

Ohio Coinmen Heads Bloodied, But Not Bowed; Have Hopes for '61

By BOB SUDYK

CLEVELAND—The coin machine operator who claimed he could not predict business conditions in 1961 because he sold his crystal ball to cut overhead unwittingly put his finger on two pressing problems in the industry:

COST-PROFIT SQUEEZE that is wringing much of the life from area business in general sees higher equipment costs and rising operating expenses swallowing up 1961 gross incomes in the coin machine industry.

ECONOMIC SLOWDOWN, manifest in steel-producing Northern Ohio, has swept spare coin for amusement devices out of circulation. Nothing more than an over-all upturn in the economy is needed to solve all problems.

With or without a crystal ball, operators and distributors here feel that 1961 will halt the downward slide of collections began in 1958 and show an upward movement during the second half.

GROSS INCOME for music and game operators in 1960 has run from 10 per cent to 25 per cent below the previous year. Nearly all operators expect 1961 to wipe out this deficit, at least.

Distributors report a 25 per cent to 30 per cent increase in sales in 1960 and look for a similar rise this year. Unit sales of new and used equipment are about equal for Shaffer Music Company, but Cleveland Coin Machine Exchange reports a 60-40 ratio of unit sales weighted in favor of used pieces.

"As long as equipment sales hold up, the coin machine

(Continued on page 56)

SPECIAL OPS' CHARTS BEGIN

NEW YORK — Two new record programming charts, designed specifically for juke box operators, will be regular features of the new Billboard Music Week. The Programming Guide will break down about 100 active sides by category, so that the operator will have some indication as to which type location the individual records are suited.

The Double Play Disk Chart will list singles on which there is action on both sides, so that the operator will be able to use his available record space for greatest effectiveness. While these charts are calculated to assist the operator in profitable programming, they are most effective when used in conjunction with the Hot 100 and other charts in the front of the issue.

It's Big Year for Legislation— And Coin Trade to Get Share

By NICK BIRO

CHICAGO — Forty-seven State Legislatures and the U. S. Congress will meet in regular sessions during 1961 in what promises to be another troubled year for the coin machine industry from the legislative standpoint.

A special warning to members went out last week from the National Automatic Merchandising Association pointing out that "vending figures are to be in the legislative limelight as States, desperate to solve growing financial problems, grope for new sources of revenue."

Of the 47 State Legislatures, 42 will convene by the end of January. NAMA added that cities, counties and townships are also heavily in debt and seeking new income sources.

NAMA goes on to point out that automatic retailing has re-

2d Atlantic Op Session Airs Protection on Loans

By REN GREVATT

NEW YORK—A suggested answer to the problem of operator protection on loans to tavern locations in the event of a sale of the property, was the highlight of the second in a series of operator forums sponsored by Atlantic New York here last week. The idea, which was advanced by guest speaker A. Albert Fein, an attorney formerly associated with the State Liquor Authority, generated considerable discussion.

Briefly, the Fein proposal calls for the filing of all contract agreements with tavern locations with the New York City Register. In order to do this, the contract agreement must be notarized or "acknowledged" prior to filing with the register. When the contract is filed

with the register "for the world to see," as Fein expressed it, the operator then automatically becomes a creditor in the event of a sale of the property, under terms of the Bulk Sales Act. In the event of a sale, all creditors must be notified of an intent to sell at least 10 days in advance of the sale, according to Fein. This would, he said, eliminate the headache of an operator finding out about a location sale after it has transpired, when the new owner customarily writes the operator demanding that the equipment be removed forthwith.

Deploras Situation

Beyond this point, Fein deplored the whole situation with regard to tavern owners, pointing out that none of them ever report the existence of loans from juke box operators, even though the State Liquor Authority license application form specifically asks for this information. The operators are in a bad position in general, too, because of the fact that the SLA has apparently refused any juke box or game operator the opportunity of opening a tavern himself. The SLA does not look in a kindly manner on the operator, in the words of Fein, and he suggested that some effort be

(Continued on page 72)

ceived an unprecedented amount of attention from the general public during 1960. "Advance reports indicate a possible barrage of cigaret, sales and beverage tax increases and proposals to enable cities to levy more taxes, in addition to the always present per-machine tax threats."

What goes for vending can usually be doubled in spades for other segments of the coin machine industry; namely, music and games.

The vending industry has made a strong pitch during the last decade to establish itself as a purveyor of merchandise—not unlike the retailer who sells over the counter.

Music and Games

Coin-operated games and music, offering a service, have often been less successful. Traditionally the industry is very prone to revenue-hungry governmental bodies, at all levels of government — federal, State and local.

In an effort to combat adverse legislation, NAMA offered three pointers to vending members—equally applicable to music and

(Continued on page 61)

AMI Turntable Permits Mixing 33, 45 Disks

CHICAGO—AMI is joining the 33-single bandwagon with the introduction of a new turntable mechanism to permit random intermixing of 33 1/2 and 45 r.p.m. records.

The mechanism is available as optional equipment on current AMI models and as a kit for use on recent K, J, I or H models. The model G can also be adapted with minor modifications.

Called Automix, the unit senses the size of the hole on the record, as it is lowered upon the turntable. All record sensing components are located in the turntable mechanism.

Selling for \$35, the unit consists basically, of a turntable, motor, solenoid and decorative trim disk, pre-assembled into a unit that bolts on the turntable base.

In announcing its Automix unit, AMI noted that the "announcement by RCA Victor (The Billboard, November 21) of their 'Compact 33' record makes it evident that the small hole, 33 1/2 r.p.m. record will become a standard for retail singles sales and eventually for coin-operated use.

For the past year, AMI has had a kit that permitted playing of both 45 and 33 1/2 disks—though not inter-mixed.

Adaption

To adapt AMI juke boxes already in the field, only replacement

(Continued on page 61)

United Ships Ball Bowler, Shuffle Game

CHICAGO—Two new games—Line-Up, a shuffle alley, and Dixie, a bowling alley—are being introduced by United Manufacturing Company, according to an announcement last week by Bill De Selm, executive vice-president.

Scoring on both is identical. Both have a standard scoring system plus a high-score feature.

Line-Up is available in customary 8 1/2-foot lengths. Dixie comes in either 13 or 16-foot lengths, with extensions.

Top Score

Under the high-score feature, a player can score up to 9,600 on four scoring reels. Each frame can net up to 800 points. There is also a traveling light or time-control feature allowing the player to time his shots.

Lining up two numbers in line in the high-score feature gives a player 200 points. Three in line nets 300 points. A strike scores 500 and a spare is 250. Thus a player can score a maximum of 800 points per frame by getting a strike plus three numbers in line.

Sample models have been sent to distributors, with shipments expected shortly.

Gottlieb Bows Foto Finish 5-Ball Game



FOTO FINISH

CHICAGO — Gottlieb's newest pin game, Foto Finish, features a four-horse race, with top rollovers advancing the horses to the finish line. Bringing in all four horses scores special.

While the scoring is reset after each game, the horse race positions carry over from game to game. Thus, the player can continue the race through successive games, until he wins.

Foto Finish has the new cabinet design recently introduced by Gottlieb with Flipper. A tapered light box rests on raised pedestals at the rear of the game. Cabinet has stainless steel moldings, plated legs and front door panel, chrome finish corner castings and a coin box with locking cover.

The four horses in the race are also advanced by a center hole spotting feature which likewise scores 100 points. Four A, B, C, and D targets and a rollover feature light the center hole for special and super scores.

Foto Finish also has a match feature and a score-to-beat panel, showing in large visible numbers, the score needed to win free games. Gottlieb's new Hard-Cote finish is used on the playfield.

Lew Jones Holding Wurlitzer Showings

CINCINNATI—Lew Jones Distributing Company is holding showings of the new Wurlitzer line in its showrooms here, January 8-9. The firm will follow with showings in its home office in Indianapolis, Ind., January 15-16. Jones' entire staff along with Wurlitzer representatives will be on hand for both events.



Night school sessions for instruction in music equipment will be held monthly at Shaffer Music Company. The first meeting last month attracted more than 50 operators.

Shaffer Service School Series Set

CLEVELAND — Shaffer Music Company's first music service school in a new series of monthly meetings attracted more than 50 operators from Northern Ohio, some from as far away as 60 miles.

"We will hold one vending school and one music school each month from now on," said Larry Hornbeck, head of Shaffer Music's Cleveland branch.

Conducting the sessions for Shaffer Music are Larry Hornbeck, manager; Joe Stone, Verne Greene, Clarence Sorber, Walter Demeduk, John Rothman and Tom Elliott.

Attending were Carl and Dick Bidlack, James Arp, Joseph Panzarella and Keith Lampman of Roy George Music Company; Jack Sweeney of Holland Music; Robert and Richard Taylor, William Taylor Jr., Robert Logan and John

Geidner of Acme Music Systems.

Louis Sunier and Garry Morrow of Ohio Vending Company; George Toy and Joseph Kapeluch of Consumers Vending Company; Jerry Zalin of Excel Phonograph; John W. Lentz of Canal Amusement; John Painaby and Bud Bell of Bells Amusement; Joe D. Silvester of Ohio Vending; Howard L. Barnes of Cigarette Sales Company.

Joe Scott of O & O Company; Eddie Sakowski of Ohio Vending Company; D. Cummings and Bill Miller of J. B. Music Company; Glenn Weber and Bill Williams of Canal Amusement; David F. Myers and William F. Flansek of Universal Music; Joe Cipolla, Joseph L. Poltrone and Tony Schiaivoni of Lorain Music Company; Charles M. Sealt of Kenyon Company; William Witalis of Western Music Company.

Tony Tartaglio, Gaspar Campipi, E. E. and Willis A. Wilson of Elum Music Company; Perry Hachbert of Monroe Coin Machine Exchange Company; Claude Palmer of Lescock Amusement, Inc.; J. F. Thompson of American Music; Jim White and Elewood Cheuening of Madison Music Company; James Hobb and Anthony Young of Advance Music Company and Philip Elulich of Metro Music.

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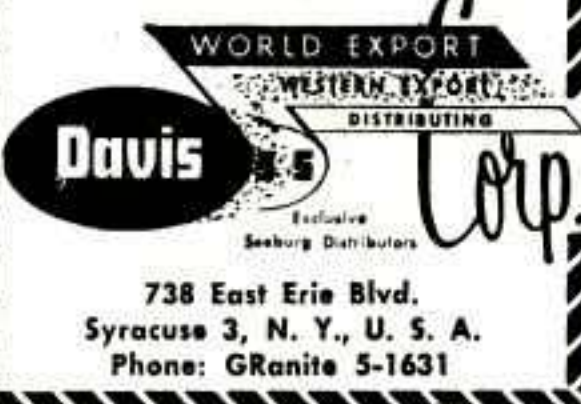
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Coin Machine Comeback for '61

Continued from page 55

business here is basically healthy," said Mel Shone of Shaffer Music.

Stereo records are in solid and 33 play music will begin to make its impact in Cleveland this year, nearly all operators and distributors agree.

"It's difficult to tell why stereo is popular when we find most customers in our locations can't distinguish between stereo and hi-fi disks," said Edward Curry of Edward J. Curry Music.

Norman Goldstein, vice-president of Monroe Coin Machine Exchange Company, added:

"The obvious advantage in the switch from 78 r.p.m. to 45 r.p.m. records is missing in the change today to 33. The disk size, quality and wearability of 45's and 33's are virtually the same. Maybe this is slowing enthusiastic acceptance of 33's."

Albert Liggins of A & I Music suggests that the release of single 33's instead of the record package deals would encourage operators to switch over to the new speed with more vigor.

The drop-off in tavern traffic and resulting fall in coin-operated play has caused locations owners to pressure operators for a cut in commissions.

"Commissions are holding at about \$15 a week for new equipment in a lucrative location," said Albert Liggins of A & I Music Company. "They should not change this year."

Most operators feel that although new games might help in 1961, the industry most needs a general pick up in over-all business conditions.

However, James Ross, head of J. R. Music and 25-year veteran in the field, said he believes that hockey games are being neglected. He insists that a good hockey unit would really pay off.

Most operators report gains and losses of locations holding about even.

"Many of us are losing stops because small store owners are going out of business in increasing numbers," said Jack Cohen of J. C. Music Company.

The best way to keep existing locations is rotation, cleaning and repairing of equipment, stated Sidney Amder of Metro Music, Inc. and Arnold Lief of Lief Music Distributors.

Hy Silverstein of Excel Phonograph urges sales promotion, advertising and prominent display of equipment in the locations as a proved way to keep action high on music and games in 1961.

Pa. Operators Cite 33's as Reason For Improved Collections in 1961

By GEORGE METZGER

PHILADELPHIA—Optimism. That in a nut shell is the watchword for 1961 among coinmen in Pennsylvania.

According to sources in the Keystone State, 1961 will be the year when 33 stereo records captures the entire industry, when operators will have to face the problem of some music distributors trying to by-pass the operator, when the factories will have to come up with some good games, when the export business will continue to grow, and when long-term financing will become important.

At least this is what coinmen predict.

Bill Adair, of Eastern Music Systems, the Seeburg distributor in several States, saw stereo 33 coming on strong. "more rapidly than we expected and maybe even more rapidly than we want."

One of the reasons he cited was the announcement by RCA that it was going to start making this type of record. "And many of the other companies will follow suit," he said. "As a result, the coin machine business will start using a lot of this kind of records. After all we have to play what they make."

Adair said that anyone who buys a machine this year that cannot play 33 stereo is buying an obsolete machine.

"This year should be a very good one for the progressive operator," he concluded. "The one that is on the ball should be the one on top."

Several sources warned of a "definite threat" to operators by the distributors who plan to place music machine on location themselves on a rental or fee basis.

Even one operator admitted, although the plan might put him out of business, that any location owner that doesn't go for the idea "is a damn fool."

Another coinman pointed out that the location owner could get a new machine put in his place and handed the key to the coin box. "Then all he would have to do is turn over about \$15 or so a week and keep everything else that is in the box," he said.

Yes, this plan to "eliminate the middle man" will no doubt be the major problem for operators in 1961.

Bill Witsen of Scott-Crosse was one of the several persons along Coin Row who warned that "things will get worse before they get better" after saying he thought 1961 would be a good year.

"I don't think we will hit an upswing, though, until April or so," he said. "The first few months should be off. But once the spring comes, things should start getting rosy."

Albert M. Rodstein, president of Banner Specialty Company, went along on this thinking.

"By next fall," he ventured, "the business should be going a lot better than it did in 1960."

It was Rodstein who brought out the long-term financing as a possible answer to a lot of operators' problems.

"Most of the machines nowadays require a good deal of money," he said. "As a result, an operator paying cash is almost unheard of. He has to take a little longer to pay off. Long-term financing could be the answer."

Marty Brownstein, sales manager for Joe Ash at Active Amusement, hoped that the factories could come up with some new games. "I know they are trying their best to do it," he said, "And I'm hoping they do."

Jack Palmer, of International Amusement Company, one of the country's leading exporters, said he was confident his firm

Arrest Five Men In Grand Larceny Complaint in N. Y.

MINEOLA, N. Y. — Five men were arrested here last week on the basis of a complaint lodged by Bernard Levine, of Cedarhurst, N. Y. Charged with grand larceny, the men were arraigned in First District Court, Nassau County, and were released in \$1,000 bail each pending a felony hearing Monday (16).

Those arrested were: Sanford J. Moore, Sherwood Schwach, Harry J. Kay, Jacob Cohen and Alvin Needelman. The complainant, Levine, charged that he had advanced the men the sum of \$20,000 for the purchase of juke box equipment. Levine charged that the juke units could not be found in the locations where they were supposed to have been placed. Assistant district attorney, Arthur Randall, of the Nassau County district attorney's office, handled the case.

Hatboro, Pa., Weighs Coin Machine Taxes

HATBORO, Pa.—The borough council in this community located about 15 miles north of Philadelphia has introduced a \$15 amusement and vending machine tax as one of three new levies proposed in an effort to increase revenue.

The Council pointed out cigaret, pinball and soft drink machines as examples of the kind that will be taxed. The pennyball machines will be exempted despite the protests of Burgess R. W. Williams.

The councilmen said they expect this tax to raise \$1,500 in 1961.

was going to do more exporting in the new year. "But, of course," he added, "I'm not saying we are going to double our 1960 record."

As for any change in front money, no one expected it. "At least not in the metropolitan areas," one man said. "Of course, they might be some up in the hinterlands."

Joe Silverman, business manager of the Amusement Machine Operators of Philadelphia, said there was no kind of legislation expected in the coming term of the Pennsylvania Legislature.

So, to sum up, 1961 should be one of the best years ever for coinmen should their expectations be realized. Then they would be faced with a new problem this time next year. It would be how to better business in 1962.

Boston Operators See Background Music as Bright Spot on Dull Scene

By CAMERON DEWAR

BOSTON—Predictions for the coming year in the music machine business in and around the Greater Boston area can be divided into two classes: those of the distributors and of the operators. They have in the past, been somewhat apart and this year the same tendency is in evidence.

The consensus of operators is 1961 will mean a period of more challenge. Perhaps the reason for this is mainly that 1960 was not a bad year and was close to 1959 grosses. Both previous years were fair, and to exceed them by very much would mean phenomenal growth as far as most operators are concerned.

But there is every indication that those operators who spend more time planning routes and programming will reap a better total than they did last year.

The reason for added attention to business in the coming year was voiced by quite a few operators. They pointed out that expansion is virtually at the saturation point. Biggest incursion into the automatic phonograph business is being made by background music. Many new developments are mushrooming in these parts and they aren't building the type of locations that will use juke boxes. The operator who is geared for background music can therefore fill in his losses by diverting into this field.

Some operators look with trepidation at the coming "battle of speed." While they admit that conversion kits undoubtedly will be increasingly available, they already have so much tied up in 45 equipment that they can only see more expense in the coming swing to 33. But they do concede that when a universal speed is in vogue it will benefit business all around. This, however, they do not see being straightened out this year.

The impact of stereo has been found disappointing so far, but with the coming of more 33's it should have better acceptance. However, it is felt that even RCA's venture into 33's won't make much difference for some time. A tortuous period is seen until the 33-45 conflict is resolved.

Front money and commissions is a sore question with many operators here. The report generally is that neither of these will change much in the coming year. Competition is too keen and most say that getting front money is almost impossible today chiefly because those coming into the business spoil the locations by cutting prices. This is one of the prime targets of the local association, and while it has fought hard, the feeling is that it is lucky to keep about the same level.

Boston and Massachusetts legislation affecting the music industry is not a pleasant situation for the operator, since taxes and levies were greatly increased two years ago. While the music association has by no means given up on bettering conditions, there is little hope at the present time that conditions from the legislative viewpoint will improve for the operator.

The outlook for games is spotty in the Bay State which has many communities which frown on their use. Shuffle alleys appear to earn most and there is an optimistic attitude toward a few new games, chiefly Chicago Coin's new Ray Gun. But operators are generally a bit despondent about any new game appearing this year that will have the effect of bailing them out.

Distributors, traditionally more optimistic than operators, seem to be sure that 1961 will see a general upturn for the business, and particularly those with 33 machines are confident that bigger grosses and better location co-operation will result from the greater acceptance of the universal speed. They point out that it will force the operator to program correctly, which should in turn bring better financial results.

Distributors also felt that the operators is coming into an era of increased revenues because of stereo's demand by the public, the stereophonic system and the fact that phonographs of the last two years especially are requiring less service. It may take the operator a little time to realize this, they say, but effects should show up as the coming year gets under way.

Higher sales volume in the showrooms and particularly at recent showings make distributors feel sure that operators are planning ahead with better equipment than in any previous year. They point out that showroom activity has been unusually good and cannot but reflect in higher earnings for the operator.

But despite any misgivings on the part of either distributor or operator, there is more hope around that 1961 will see an upturn with generally higher earnings than last year. The spirit is a little stronger to keep trying, and as one operator says, since the trend is to more and more expensive equipment the only thing to do is to keep it moving around more locations and keep it out longer.

Denver Operators Plan Expansion; Juke Game Harassment Will Ease

By BOB LATIMAR

DENVER—An optimistic note prevails among both operators and distributors here.

Although operators by and large complained that profits were lower for 1960, each likewise found over-all collection

(Continued on page 60)

PROGRAMMING GUIDE

Record sides in the chart below are broken down into basic categories for easy programming. They are derived from this week's "Hot 100" and "Bubbling" charts. When a side falls into more than one category, it will have a multiple listing.

EASY LISTENING:

- ALONE AT LAST Jackie Wilson
Brunswick 55170
- ARE YOU LONESOME TONIGHT Elvis Presley
RCA Victor 7810
- BLUE TANGO Bill Black's Combo
Hi 2027
- CALCUTTA Lawrence Welk
Dot 16161
- CHERRY PINK AND APPLE BLOSSOM WHITE
Jerry Murad's Harmonicals
Columbia 41816
- CORRINNA, CORINNA Ray Peterson
Dunes 2002
- EXODUS Ferrante & Teicher
United Artists 274
- EXODUS Mantovani, London 1953
London 1953
- FOOLS RUSH IN Brook Benton
Mercury 71722
- HOW TO HANDLE A WOMAN Johnny Mathis
Columbia 41866
- IF I DIDN'T CARE Platters
Mercury 71749
- IF I KNEW Nat King Cole
Capitol 4481
- LAST DATE Floyd Cramer
RCA Victor 7775
- LAST DATE Lawrence Welk
Dot 16145
- MAGNIFICENT SEVEN Al Caiola
United Artists 261
- MY EMPTY ARMS Jackie Wilson
Brunswick 9-55201
- MY LAST DATE (WITH YOU) Skeeter Davis
RCA Victor 7825
- MY LAST DATE (WITH YOU) Joni James
M-G-M 12933
- OH, HOW I MISS YOU TONIGHT Jeanne Black
Capitol 4492
- PUPPET SONG Frankie Avalon
Chancellor 1065
- RUBY Ray Charles
ABC-Paramount 10164
- SAD MOOD Sam Cooke
RCA Victor 7816
- SAILOR (YOUR HOME IS IN THE SEA) Lolita
Kapp 349
- WHEELS String-A-Longs
Warwick 603
- WONDERLAND BY NIGHT Bert Kaempfert
Decca 31141
- WONDERLAND BY NIGHT Louis Prima
Dot 16151
- WONDERLAND BY NIGHT Anita Bryant
Cariton 537

TEEN BEAT:

- A PERFECT LOVE Frankie Avalon
Chancellor 1065
- A THOUSAND STARS Kathy Young and the Innocents
Indigo 108
- AND THE HEAVENS CRIED Ronnie Savoy
M-G-M 12950
- ANGEL BABY Rosie and the Originals
Highland 1011
- ANGEL ON MY SHOULDER Shelby Flint
Valiant WR 6001
- BABY, O', BABY Shells
Johnson 104
- BABY SITTING BOOGIE Buzz Clifford
Columbia 41876
- CALENDAR GIRL Neil Sedaka
RCA Victor 7829
- C'EST SI BON Conway Twitty
M-G-M 12969
- DANCE BY THE LIGHT OF THE MOON Olympics
Arvee 5020
- DOLL HOUSE Donnie Brooks
Era 3028
- DON'T READ THE LETTER Patti Page
Mercury 71745
- EMOTIONS Brenda Lee
Decca 31195
- GEE WHIZ Innocents
Indigo 111
- GHOST RIDERS IN THE SKY Ramrods
Amy 813
- HE WILL BREAK YOUR HEART Jerry Butler
Vee Jay 354
- HOOCHIE COOCHIE COO
Hank Ballard and the Midnighters
King 5430
- I COUNT THE TEARS Drifters
Atlantic 2087
- I GOTTA KNOW Elvis Presley
RCA Victor 7810
- I'M HURTIN' Roy Orbison
Monument 433
- IS THERE SOMETHING ON YOUR MIND Jack Scott
Top Rank 2093

- JIMMY'S GIRL Johnny Tillotson
Cadence 1391
- LAST DATE Floyd Cramer
RCA Victor 7775
- LONELY TEENAGER Dion
Lanrie 3070
- LOST LOVE H. B. Barnum
Eldo 111
- LOVEY DOVEY Buddy Knox
Liberty 55290
- MANY TEARS AGO Connie Francis
M-G-M 12964
- MILK COW BLUES Ricky Nelson
Imperial 5707
- MUSKRAT RAMBLE Freddy Cannon
Swan 4066
- ONCE IN A WHILE Chimes
Tae 444
- PEPE Duane Eddy
Jamie 1175
- PERFIDIA Ventures
Dotson 28
- POETRY IN MOTION Johnny Tillotson
Cadence 1384
- RUBBER BALL Bobby Vee
Liberty 55287
- STAY Maurice Williams and the Zodiacs
Herald 552
- SUGAR BEE Cleveland Crochet
Goldband 1106
- SWAY Bobby Rydell
Cameo 182
- THERE SHE GOES Jerry Wallace
Challenge 59098
- UTOPIA Frank Carl
Crescent 1020
- WABASH BLUES Viscounts
Madison 140
- WHAT AM I GONNA DO Jimmy Clanton
Ace 607
- YES, I'M LONESOME TONIGHT Thelma Carpenter
Coral 62241
- YES, I'M LONESOME TONIGHT Dodie Stevens
Dot 16167
- YOU ARE THE ONLY ONE Ricky Nelson
Imperial 5707
- YOU DON'T WANT MY LOVE Andy Williams
Cadence 1398
- YOU'RE SIXTEEN Johnny Burnette
Liberty 55285
- YOUR OTHER LOVE Flamingos
End 1081

C.&W.:

- ARE YOU LONESOME TONIGHT Elvis Presley
RCA Victor 7810
- BALLAD OF THE ALAMO Marty Robbins
Columbia 41809
- LAST DATE Floyd Cramer
RCA Victor 7775
- MY LAST DATE (WITH YOU) Skeeter Davis
RCA Victor 7825
- NORTH TO ALASKA Johnny Horton
Columbia 41782
- OH, LONESOME ME Johnny Cash
Sun 355
- ROCKIN', ROLLIN' OCEAN Hank Snow
RCA Victor 7702
- WINGS OF A DOVE Ferlin Husky
Capitol 4406

R.&B.:

- A THOUSAND STARS Kathy Young & Innocents
Indigo 108
- AGE FOR LOVE Jimmy Charles
Promo 1003
- ALL IN MY MIND Maxine Brown
Nomar 102
- ALONE AT LAST Jackie Wilson
Brunswick 55170
- ANGEL BABY Rosie and the Originals
Highland 1011
- ARE YOU LONESOME TONIGHT Elvis Presley
RCA Victor 7810
- BABY, O', BABY Shells
Johnson 104
- BLUE TANGO Bill Black's Combo
Hi 2027
- BUMBLE BEE LaVern Baker
Atlantic 2077
- CHILLS AND FEVER Ronnie Love
Dot 16144
- DANCE BY THE LIGHT OF THE MOON Olympics
Arvee 5020
- DON'T BELIEVE HIM, DONNA Lenny Miles
Scepter 1212
- FIRST TASTE OF LOVE Ben E. King
A&O 7185
- FOOLS RUSH IN Brook Benton
Mercury 71722

(Continued on page 72)

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- 1 Twenty-nine record manufacturers are today releasing 33 1/3 stereo 7" singles from best-selling albums—and more are coming.
- 2 Record sales to the public—45 vs. 33 1/3: today, 85 per cent of all record sales are 33 1/3's. In dollar volume, 33 1/3 album records outsell singles 7 to 1.
- 3 Records: Many of today's greatest sellers are available—for coin-phonograph use—only as 33 1/3 album singles.
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- 5 Only Seeburg gives you full automatic intermix with *no extra gadgets, no center-hole plugs, no conversion kits.*
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- 7 Through this ARTIST OF THE WEEK program, only the Seeburg operator can give a location its choice, every week of *ten new selections*, all by the same artist, from that artist's top 33 1/3 stereo album.

- 8 Seeburg also gives you the newest and best in location sales aids—including the portable, attention-getting "Sales-Mate" film strip that *shows* the location owner what you can do for his business.
- 9 Seeburg keeps you out in front with, *1st*, the means to attract to the location more of the post-teenage public—more substantial "music customers." And *2nd*, Seeburg gives you the phonograph and the merchandising plans that—whatever the trend in the public's music preferences—will insure the profits of both operator and location alike.

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(GRAND AWARD)

the ARTIST OF THE WEEK

PHONOGRAPH THAT'S PERSONALIZED FOR YOUR LOCATIONS

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.

ARE YOU LONESOME TONIGHT

Elvis Presley, RCA Victor 7810

I GOTTA KNOW

RUBBER BALL

Bobby Vee, Liberty 55287

EVERYDAY

BLUE TANGO

Bill Black's Combo, Hi 2027

WILLIE

YOU ARE THE ONLY ONE

Ricky Nelson, Imperial 5707

MILK COW BLUES

SWAY

Bobby Rydell, Cameo 182

GROOVY TONIGHT

RUBY

Ray Charles, ABC-Paramount 10164

HARD HEARTED HANNAH

A PERFECT LOVE

Frankie Avalon, Chancellor 1065

PUPPET SONG

WALK SLOW

Little Willie John, King 5428

YOU HURT ME

SPANISH HARLEM

Ben E. King, Atco 6185

FIRST TASTE OF LOVE

YES, I'M LONESOME TONIGHT

Dodie Stevens, Dot 46167

TOO YOUNG

Coin Machine Comeback for '61

Continued from page 57

volume greater, enough to offset the ever-narrowing spread between cost and gross. Ten of the Mile High city's largest phonograph operating firms checked were planning expansion of one kind or another, primarily addition of more games and amusement machines, or venturing into vending for the first time.

Typically, the big Continental Music Company, heretofore operating exclusively stereo juke installations, signed a contract just before Christmas to operate bulk vending units in 33 supermarkets, six machines to a store. All are planning to add more games at every phonograph location, confident that the confused pattern of legislation against amusement machines which started with bingos some six years ago, will relax.

No operators reported plans to go into cigaret vending, however; most agreeing that this is a highly specialized field which requires to great an investment in time and money.

Operators to a man feel that stereo is adequate, but expect that 1961 will bring easier to maintain electronics. The average operator is pleased with 33 singles and expects to use more of them during 1961, depending on the choice of music available.

Front money has just about disappeared in the Denver area, replaced by the operator's single worst operating problem—loans and gifts. Denver operators agree that excessively large loans to secure a location, or outright gifts, will be the chief headache in 1961, with every indication that demands will increase.

A typical operator reports that he has passed up a dozen locations because of such demands, and given up three or four "important spots" because the size of the loan requested was out of the question. Other problems, of course, include the constantly increasing costs of doing business, high cost of new machines, demands by location owners for brand new equipment in borderline locations, and a probable shortage of good mechanics as the city's juke box industry spreads out into new suburbs. "The loan question overshadows all other problems, however" a veteran operator said.

Local legislation is almost nonexistent, except for the perennial \$250 gaming license problem. This has been met by the Colorado Music Merchants, Inc.'s legal representatives effectively. The result has been a far healthier market for new games.

New location prospects were never better in Colorado's larger cities, sparked by steady expansion everywhere. There are dozens of new restaurants, bars, cocktail lounges and similar spots springing up throughout the State. Operators are being careful to estimate collections carefully before going overboard with complex stereo installations.

Opportunities for increasing revenue in existing locations are somewhat limited by individual cases. Operators who do a lot of shilling, and who ask co-operation from location owners in suggesting music, keep the juke box going, are showing good results, while those who have taken no steps in this direction report slow-up collections. Most Denver operators are resigned to spending more time out on the route, to rally interest and co-operation at every location.

Distributors in Denver are all busily planning for a better year, adding more service facilities and technicians; spending more time out in the hinterlands where the equipment market is best. Every Denver distributor, for example, has found Wyoming operators his best customer during 1960, because new industry in the sister State has expanded route operation there tremendously. Most look for some relief in the initial cost of equipment, and better, easier-serviced stereo.

The four largest distributors agree solemnly that location loans are a serious problem for which there is no immediate solution, and that high costs of financing equipment are another. Lower interest rates are sure to be available in 1961 through pooling of funds, and the entry of several Denver financial institutions into juke box and game financing for the first time.

West Coast Attention Focused on 33 Singles; Game Outlook Bright

By SAM ABBOTT

LOS ANGELES—Music machine distributors are in complete agreement that 1961 will be a banner year but are divided as to what will make it that way.

The advent of the 33 single is claiming a lot of attention with the Seeburg Distributing crediting this type of record with giving the business the needed shot in the arm as 1960 closed. The distributors for Rock-Ola and United Phonographs believe the change to 33 is evident, but those handling Wurlitzer and AMI lines do not believe the switch has had any effect.

John Ruggiero, Seeburg Distributing manager and a veteran in the phonograph business said: "December was the greatest month Seeburg ever had in Los Angeles. The 'Artist of the Week' program is reaching the adult market—now hitting the market for 85 per cent of the money. We have a good line, and Seeburg definitely will have a great 1961."

Hank Tronick of C. A. Robinson Company, United Distributors, looked at the prospects for a good year and the 33 single situation this way: "If the record companies will produce the records, we will give them something to play them on. I think there will be a gradual changeover. We are looking forward to a good year with the economy to reflect in the music business. As 1960 closed, the operators were beginning to find new outlets for music, and these, such as shopping areas in addition to the established locations, should help to put the year in an outstanding category."

Distributor for the Rock-Ola line, Ed Wilkes, manager of Paul A. Laymon, Inc., feels that the 33 single is slow but coming into its own. "The operator is now serving locations larger than ever before and large installations, including phonograph and games, are affording a new commission structure with a man on the job to take care of the machines."

Ray Barry, manager of Wurlitzer Distributing Company, is (Continued on page 61)

Ed Holyfield Named To Business Board

NEW ORLEANS—Ed Holyfield, vice-president, The Coin Mart, here, and a director of the Coin Machine Council, has been named to the national board of directors of the American Association of Small Business. This will be his second successive four-year term. The AASBI has been aligned on the side of the coin machine industry in copyright questions coming before Congress for many years.

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Wurlitzer—All Models Make Best Offer

ANGOTT DISTRIBUTING CO.
2616 Puritan Ave.
Detroit 38, Mich.

Coin Machine Comeback for '61 New Wurlitzer Intermixes 33's, 45's

Continued from page 60

looking forward to 1961 as a great year on the basis that the December business was one of the biggest sales months for his firm. "The 33 single is not making the difference in the outlook," Barry said. "There are new types of locations. The operator will have to merchandise his music. I know of one operator who is increasing his revenue with kiddie records. There are others who have hit upon some similar idea to hike the takes."

"Thirty-three is nothing," said Marshall Ames, sales director at Badger Sales Company, AMI distributor. "Stereo has established itself and good music is here to grow."

Checking with Leuenhagen's Record Service, Mary Solle said that 33 singles were selling "very slow" with the operators preferring the stereos and 45's. She looks for a big 1961 with much of the music to be sold to be on the sweet side.

Jack Gutshall attributes the boost in music machine revenue during December in the Corona area to 33 singles. In Glendale, Merele Holmes has added the new records but feels that they did only so-so for him.

This was the picture in this area at the close of the year. These operators, both veterans, are looking forward to a big 1961, however.

"My gross was affected by the industrial picture in 1961 and I am anticipating a good year. The problem right now is the fact that there has been too little rain and not enough snow to draw people to the Big Bear Mountain resort area.

"Several years ago, I started using the 45 jackets on my machines and this boosted the take. Now Seeburg is using the 'Artist of the Week' and doing well with it. Next year, operators, including myself will have to really go heavy on merchandising music. Operating costs are entirely too high but you can't cut the personnel or on records. The coming year will be a tough one but we will do better, I think."

Holmes, who has the Valley Vendors in Glendale, looks for a fairly slow first six months with the last half of the year coming through with top grosses. "We try to hold a certain volume. When it drops, we go looking for new business. I have bought several of the 33 single machines and they are giving me a little added revenue. My main reason to purchase them was for protection—33 is coming."

Both Holmes and Gutshall voiced the need for "something new" in games. Gutshall said the manufacturers "change the back glass, call it another name and think they have a new machine." He has found that some old equipment is pulling well and has recently installed several 22-foot shuffle alleys. Holmes is also using the shuffle alleys "but only when the location demands them."

Amusement games will be big in the West in 1961—if the manufacturers come out with a device that has plenty of appeal.

This is the consensus of Los Angeles distributors, who serve Southern California, parts of Arizona and Nevada.

Ed Wilkes, manager of Paul A. Laymon, Inc., said that new types of locations are opening to operators, pointing out that one food supermarket recently installed five bowling games to keep the kids busy while the mother shopped.

At C. A. Robinson, Hank Tronick said that the future of games was bright "because of a certain amount of diversification of locations along with the old type of spots."

Marshall Ames, Badger Sales Company sales manager, declared that he is confident "that manufacturers will produce the type of game" needed in 1961—which will account for increased sales.

Continued from page 54

both 33 and 45. The device is made operative by the installation of a company-furnished frequency changer. It allows 33's and 45's to be mixed in any sequence.

Another Wurlitzer feature — to be disclosed at the distributor showings — is a rapid-record-selecting device called the "Music Bargain," which Wurlitzer says will stimulate play in fast-moving locations.

Still another new feature is the reverberation unit which may be installed on any of the new models. The device is designed for quick plug-in attachment and gives depth and full-bodied tone to the record.

According to Robert H. Bear, sales manager, a unique "floating dome" cradles the title strips in specific programmed sections, immediately visible for customer selection. Selector buttons are edge-lighted and accessible at finger-tip height.

It's Big Year

Continued from page 55

games operators: 1. Read the newspapers; 2. Get to know and keep in touch with your representatives and councilmen; 3. Follow your Chamber of Commerce and other business organization bulletins.

A rundown of States and their Legislature meeting dates compiled by NAMA, follows: Alabama, May 2, also meets in limited session on the second Tuesday in January for organization purposes only. Alaska, January 23. Arizona, January 9. Arkansas, January 9. California, January 2. Colorado, January 4. Connecticut, January 4. Delaware, January 3. Florida, April 4. Georgia, January 9. Hawaii, February 15. Idaho, January 2. Illinois, January 4.

Indiana, January 5. Iowa, January 9. Kansas, January 10. Kentucky, no regular session scheduled. Louisiana, May 8, session limited to 30 days and restricted to budgetary and fiscal matters. No new tax-legislation may be introduced. Maine, January 4. Maryland, January 4. Massachusetts, January 4. Michigan, January 11. Minnesota, January 3. Missouri, January 3. Montana, January 2. Nebraska, January 3. Nevada, January 16. New Hampshire, January 4. New Jersey, January 10. New Mexico, January 10. New York, January 4. North Carolina, February 8. North Dakota, January 3. Ohio, January 2. Oklahoma, January 3. Oregon, January 9. Pennsylvania, January 3. Rhode Island, January 3. South Carolina, January 10. South Dakota, January 3. Tennessee, January 2. Texas, January 10. Utah, January 9. Vermont, January 4. Washington, January 9. West Virginia, January 11. Wisconsin, January 11. Wyoming, January 10. U. S. Congress, January 3.

AMI Turntable

Continued from page 55

of the turntable assembly is required.

The unit is available through Rowe-AMI Sales Company, new firm, headquartered in Chicago, formed last summer to handle all domestic sales for both AMI and Rowe Manufacturing Company.

Jackson Dunwoody heads phonograph sales for Rowe-AMI Sales Company (The Billboard, December 26), a post formerly held by E. R. Ratajack, who leaves in February for an executive post with Music Operators of America.

In announcing Automix, Rowe-AMI Sales said that the "resolution of the record speed problem is an indication of the growing maturity and unified vitality of the music industry of which we are proud to be a part. We feel confident that it will do much to stimulate public interest in juke box music."

The grille has a rod-and-bell pattern which provides a three-dimensional effect against chrome steel background. This reflective grille is designed to be color-styled for individual locations. The illumination, soft-rose, can be varied to gold or blue by changing the color shields.

Cabinet sides are of wood, with soft-grain finish. Coupled to these is a full-width sounding board which houses the speakers.

For service, the dome lifts to a high position on a single latch, allowing quick adjustments for tone arm and turntable. From the rear, stamped steel panels permit access to all interior areas.

Wall boxes have been specifically designed for each of the three new models. Also available is a full line of speakers which include a floor console Model 5122, Wurlitzer Stereo Extender Speaker Model 5125 and Wurlitzer Stereo Directional Speaker Model 5126 which are sold only in pairs.

Other speakers include a heavy-duty wall speaker Model 5123 and a wide-range corner speaker Model 5124 which contain specially-engineered tone chambers.

MUSIC SPECIALS

SEE. SH-222 (50c)	\$825
SEE. 100-R	425
SEE. KD 200	475
SEE. V-200	245
SEE. 100-C	235
AMI K-100 (New)	795
AMI I-200M	525
AMI J-200M	595
AMI G-200	245
AMI G-120	365
AMI H-120	475
ROC. 1455	425
ROC. 1454	395
WURL. 2150	495
WURL. 2100	450
WURL. 2000	395
WURL. 1800	325

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CORRECTION

Inadvertently the Redd Distributing Company ad (December 26, 1960, page 61), listed Bob Slifer as President of the NCMMA. Actually, he is Executive Director of the NCMMA.

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PHONOGRAPHS

AMI-E-120	\$125.00
AMI-G-200 (w/conv.)	285.00
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Genco Motorama	195.00
Bally Strike Bowler	165.00
Un. Deluxe Bonus Gun	145.00
Undersea Raider	95.00
Speedway Bomb Sight	95.00
Bally Magic Shuffle	85.00
Williams Safari	165.00
C.C. Playland Gallery	325.00
Genco Big Top	165.00

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GIVE TO DAMON RUNYON CANCER FUND

Climbing Overhead, Location Loans Big Headaches for Wis. Operators

By BENN OLLMAN

MILWAUKEE — Declining profit margins and stronger pressure for location loans looms as major problems facing Milwaukee operators during 1961.

Most commonly heard complaint centers about the continued climb in route overhead costs. According to Sam Hastings, Hastings Distributing Company, one of the major music and games operating firms here: "Our collections and the commissions paid to locations have held at about the same level in the past few years. But the cost of doing business keeps climbing. It is getting to the point where operating juke boxes is becoming a losing proposition. Wages, phonograph records and equipment costs continue to go upward. But, what about our location receipts? Collections have failed to show a corresponding climb."

According to Hastings, a recent check of his firm's route records for 1948 reveal that location takes were "the same then as they are today—and in 1948 we were using 24 record players for which we paid \$450-\$600. Today, juke boxes cost cost us around \$1,000."

The solution, believes Hastings, is to press locations for front money agreements during 1961. "There is nothing else we can do," he says. "We will start a drive to get front money arrangements with all of our locations in the year ahead."

Jerome (Red) Jacomet, West Allis Novelty Company, noted: "We have been battling for more realistic commission set-ups for a long time. The average commission in this area is 50-50. But, our motto for 1961 is going to be: "60-40 or front money."

Increasing pressure from locations for cash loans during 1961 is anticipated by most operators. Reports one veteran coinman: "Out of 29 locations that I solicited in the past few months, 23 of them asked for loans. It makes me sick. They expect me to set them up in business, and most of them are poor risks for any kind of a loan."

Despite somewhat bleak reports from operators, music and games distributors here expect improved conditions in 1961. They base their optimism on these factors: (1) Most operators have held back on equipment purchases in the past year, buying only what they absolutely required. The new year is expected to find a greater need among these operators to "refresh" their

(Continued on page 67)

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Miss America	115.00	5-25c play	495.00
Sun Valley	125.00	Big Dipper	595.00
Cypress Garden	165.00	Deluxe Big Tent	245.00

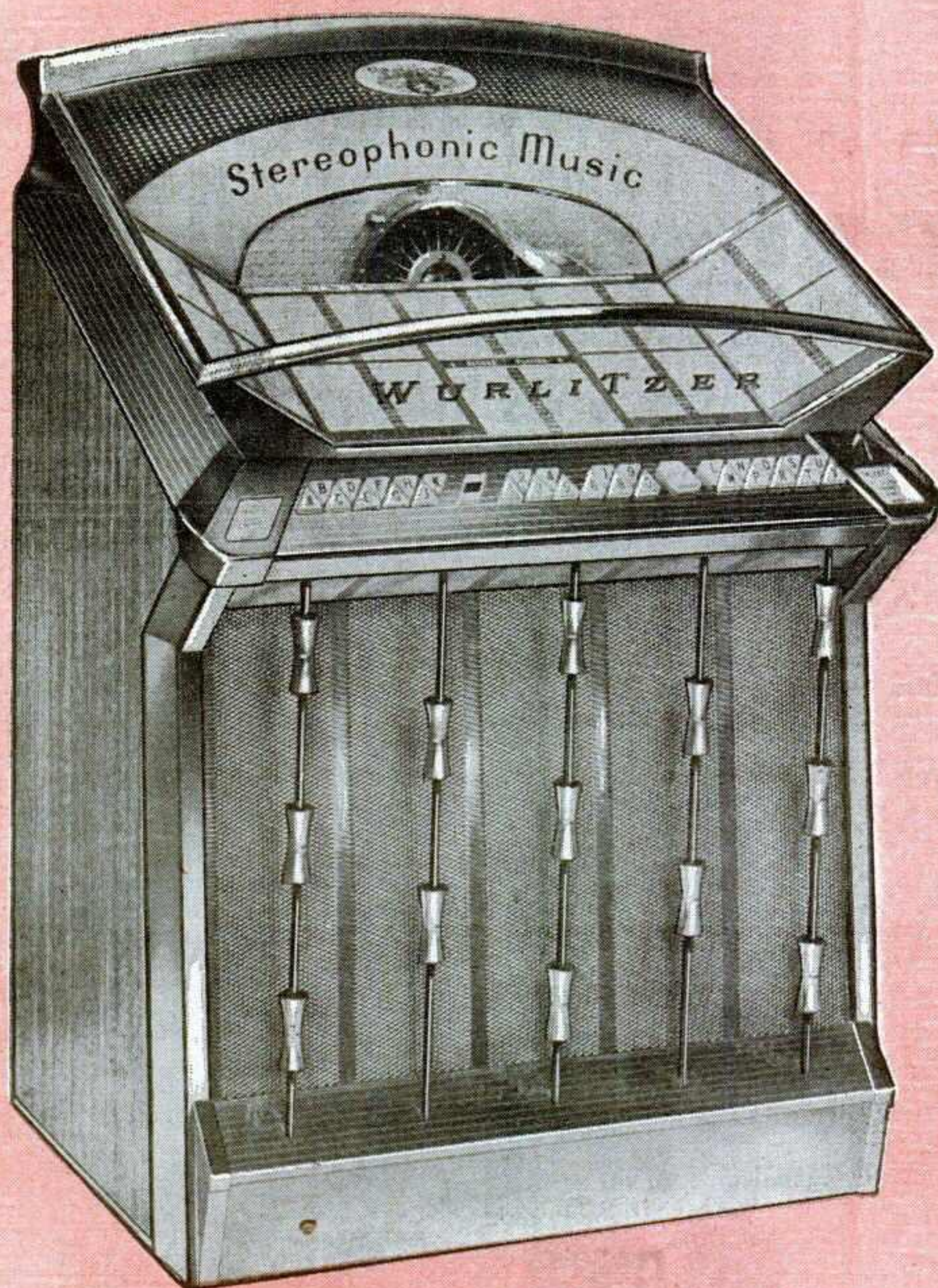
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Congress to Ponder SB Ops

WASHINGTON — Legislation that would make operators of amusement machines and arcades eligible for financial assistance from the Small Business Administration was introduced early in the 87th Congress by Rep. Abraham J. Multer (D., N. Y.).

Multer's bill, H. R. 823, would amend the Small Business Act to provide that a "small-business concern may not be denied assistance thereunder solely because of the type of business in which it is engaged, if such business is lawful in the community where such concern is located."

Under present law, SBA will not make loans to arcade operators. It will make loans to qualified operators of amusement machines only if the amusement machines are a minor part of the operation, with juke boxes, for example, predominating.

Were Ineligible

For years, SBA considered coin machine operators ineligible for financial assistance. The reason was that the agency was primarily

set up to help small manufacturers, not distributors or operators. Some SBA officials also felt it was not in the public interest to lend public funds to amusement operations.

Nearly two years ago, however, SBA broadened its loan policy in recreational fields because of the efforts put forth by the President's Council on Youth Fitness to make the public aware of the need to improve the fitness of youth and provide recreation for them.

As a result, amusement parks, swimming pools, bowling lanes and similar facilities became eligible for assistance. SBA attorneys contended that juke box operators and operators of amusement machines were not eligible.

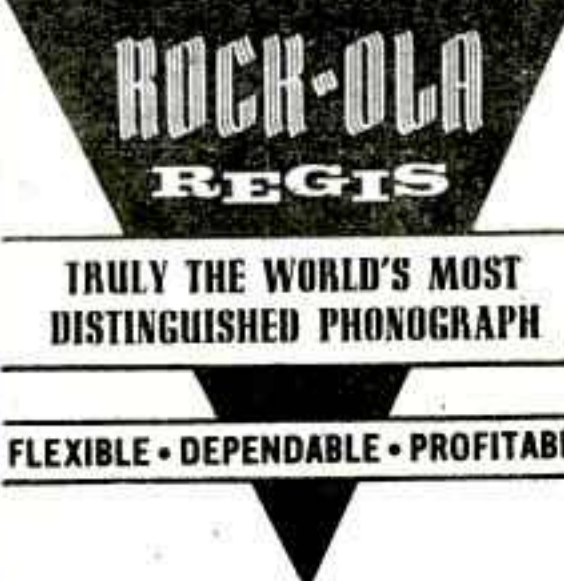
Policy Changed

Gradually, the policy changed. In November, of last year, a loan of \$80,000 was granted to an operator of juke boxes, kiddie rides and pinballs. Assistant Deputy Administrator Robert Maxwell told The Billboard at that time that in

nearly every case, the determining factor in granting a loan is whether or not it would be in the "public interest." He felt that arcades would not be eligible, nor would operators of games if they were the major part of the operation.

Should Rep. Multer's bill be enacted into law, SBA would be required to make loans to qualified applicants who operated arcades or games. The measure has been referred to the House Banking and Currency Committee for study and comment.

Similar legislation was introduced last session by Rep. James Roosevelt (D., Calif.), but died without congressional action.



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BARGAINS FOR THE WEEK

United Handicap Shuffle	\$250.00
Capital DeLux	170.00
Clipper DeLux	125.00
Regulation	195.00
Regulation DeLux	210.00
Lightning	145.00
Lightning DeLux	165.00
Top-Notch	175.00
Banner	75.00
Mercury	90.00
Aco	75.00
Congress	195.00
Congress DeLux	225.00
ABC	145.00
ABC DeLux	245.00
C. C. Bowling Team	125.00
C. C. Rocket (2 Player)	100.00
C. C. Rocket (1 Player)	75.00
United Advance (16 Ft. Bowler)	645.00
United League (16 Ft. Bowler)	695.00
United Handicap Bowler	745.00

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Games Inc. Double Shot	145
Games Inc. Wild Cat	275
Games Inc. Super Wildcat	395
Games Inc. Twin Super Wildcat	465
Keoney Criss Cross Diamond	275
Keoney Red Arrow	395
Bally Skill Score (new)	195
Bally Skill Derby (fs)	295
Bally Jamboree (fl. samp.)	495
Auto Bell Circus Play Ball	125
Auto Bell Circus Wagon Wheel	125
Auto Bell Galloping Dominoes	145
Auto Bell Mermaid	175
Auto Bell Horoscopes (fl. samp.)	145
Buckley Point Maker (late model)	445

MUSIC

Rock-Ola 1432 (45 rpm)	\$ 75
Rock-Ola 1485, 200 sol. (new)	845
AMI C-40 (45 rpm)	65
Seeburg V-200 (conv. to VL with speed read program holder)	275

ARCADES

Bally Lucky Alley, 11' & 14'	\$395
Bally Trophy Bowler, 14'	345
Bally Strike Bowler, 14'	225
Bally Jot Shuffle Bowler, 8 1/2'	65
Bally Golf Champ	95
Wms. Super World Series	45
Bally Twin Pony (floor sample)	445

Rush deposit to:

Mickey Anderson
AMUSEMENT CO.

314 East 11th St. Erie, Pa.
Phone: Glendale 2-3207

Coin Machine Comeback for '61

Continued from page 61

equipment inventories; (2) distributors, without exception, are enthusiastic over the salability of the 1961 juke box models turned out by their factories, and (3) distributors also report that their warehouse stocks are lean, with very few 1960 models being carried over into the new year.

Another note concerning the Milwaukee coin business outlook for 1961: Look for the move of distributors into the operating phase of the business to be sharply accelerated. An increasing number of small and medium-sized operations are expected to come under the direct control of distributors because of the profit squeeze.

Mid-South Coinmen Harbor High Hopes for '61; Bank on Stereos

By ELTON WHISENHUNT

MEMPHIS—Distributors and operators foresee 1961 as a better business year than 1960 although the building of expressways in this "Capital of the Mid-South" has already torn down some locations with the loss of more expected this year.

Operators are generally optimistic about increased play on present locations, though fewer in number, offsetting those lost.

A check of several distributors and operators brought the prediction that "all indications are for a better year in 1961 than in 1960."

Several interviewed predicated their forecast on a Democratic administration taking office January 20. As Drew Canale, Canale Distributing Company and president of the Memphis Music Association, put it:

"From what I've heard, President Kennedy is going to put this country on the move."

George Sammons, president of Sammons-Pennington Company, took a more guarded view with this remark:

"I think 1961 will bring a lot of changes. Whether for better or worse, I can't say yet. But there will be a lot of changes starting in Washington, and working right on down. They will either be real good or real bad."

Sammons foresees that 95 per cent of all juke boxes purchased by operators in 1961 will be stereos. He also predicts a big spurt forward for 33 singles, since "RCA and other big record companies are hitting the market with them this month. Others will follow and it will be a factor in the business."

Sammons thinks there will be some new games on the market. "There is a demand for something new and different," he said. "They are bound to come."

Parker Henderson, Rainbow Amusement Company, emphasized this. He said pins and bowling are off and something is needed to re-create interest. Something new is "bound to come," he said. Canale said Memphis was a poor game town.

There will be no changes in the commission arrangement (50-50), operators say; nor the front money situation. Operators here discourage it on the theory that the equipment and record programming is sufficient to get play, and they don't want to start a bad precedent that would increase into a serious drain.

"Also, I want to give my machines a rest sometimes," said Canale. Too much play will mean wear and tear and service calls.

Canale, as head of the operators' association and chairman of a committee which opposed a 1-cent per pack tax on cigarettes, does not think there will be additional taxes imposed on juke boxes, cigarette machines and amusement games by the 1961 Legislature, which convened Tuesday (2).

He thinks taxes are as high as they can go now. He anticipates that some bills to raise taxes will be introduced in the Legislature, and will be defeated.

With some locations lost by most operators (Canale has lost six, for example, Southern Amusement Company has lost 9), and with more to be lost in 1961, Henderson said the aim for this year will be to keep collections increasing with better equipment, better service and better records.

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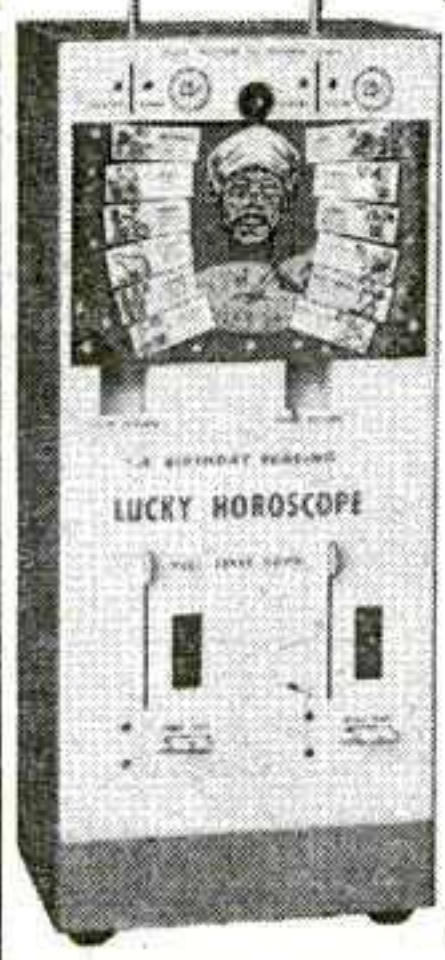
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National 11 ML	Un. Sky Raider	295
National 113 ML	Capitol Panorams	325
Eastern 8 Col.	Wms. Crane	125
Eastern 10 Col.	Wms. Peppy the Clown	195
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BINGOS	100 Atlantic City	\$80
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	15 Gayety	60
	15 Gaytime	60
	20 Hi-Fi	60
	10 Pixie	65
	15 Miami Beach	65
	5 Starlet	65
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BILLBOARD MUSIC WEEK

COIN MACHINE PRICE INDEX

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

Table listing various music machines such as AMI D-40, E-40, F-40, G-40, H-40, I-40, J-40, K-40, L-40, M-40, N-40, O-40, P-40, Q-40, R-40, S-40, T-40, U-40, V-40, W-40, X-40, Y-40, Z-40.

ROCK-OLA

Table listing Rock-Ola machines such as 1438 (120), 1439 (120), 1442 (50), 1444 (120), 1448 (120), 1450 (120), 1452 (50), 1454 (120), 1455D (200), 1455S (200), 1458 (120), 1462 (50), 1465 (200), 1468 (120), 1468 Stereo (120), 1475 (200), 1475 Stereo (200).

SEEBURG

Table listing Seeburg machines such as M100B (100), M100C (100), 100W (100), HF100G (100), HF100R (100), V200 (200), 100J (100), K200 (200), L100 (100), 201 (200), 161 (160), 101 (100), 220 (100), 200S (100), 200SR (100), 222 (160), 222DH (160), 222DHR (160).

WURLITZER

Table listing Wurlitzer machines such as 1250 (48), 1400 (48).

UNITED

Table listing United machines such as 1500 (104), 1500A (104), 1600A (48), 1700 (104), 1800 (104), 1900 (104), 2000 (200), 2100 (200), 2150 (200), 2250 (200), 2204 (104), 2200 (200), 2300-S (200), 2300 (200), 2304 (104), 2304-S (104), 2310 (100).

BOWLERS & SHUFFLES

Table listing Bowling & Shuffles machines such as BALLY ABC Bowler, ABC Bowling Lanes, ABC Champion, ABC Super-Deluxe Bowler, ABC Tournament, All-Star Bowler, All-Star Deluxe, Bally Shuffle, Bally Speed Bowler, Blue Ribbon, Challenger, Club Bowler, Congress Bowler, Deluxe Club Bowler, Gold Medal, Jumbo Bowler, King-Pin Bowler, Lucky Alley, Lucky Shuffle, Monarch, Pan American, Speed Bowler, Star Shuffle, Strike-Bowler, Super Bowler, Trophy.

CHICAGO COIN

Table listing Chicago Coin machines such as All Star Team Bowler, Blinker, Bonus Score, Bowl Master, Bowling Team, Bull's-Eye Bowler, Championship, Bowling League, Criss Cross Target, Double Feature, Hollywood, King Bowler, Lucky Strike, Miami Shuffle, Monte Carlo, Player's Choice, Rebound Shuffle, Red Pin, Rocket Ball, Rocket Shuffle, Rocket Shuffle Two-Player, Score-A-Line, Shuffle Explorer, Skee Roll, Star Rocket, Tournament Ski Bowl, Triple Strike, TV Bowling League, Twin Bowler.

GOTTlieb

Table listing Gottlieb machines such as Ace High, Add-A-Line, Annabelle, 2 Around the World, 2 Atlas, Auto Race, 2 Brite Star, Classy Bowler, 4 Contest, 2 Continental Cave, Criss Cross, Derby Day, 2 Double Action, Easy Aces, 2 Fair Lady, 4 Falstaff, 2 Flag-Ship, Frontiersman, 2 Gladiator, 2 Gondolier, Gypsy Queen, Harbor Lites, Hi Diver, 4 Jubilee, Lightning Ball, 2 Mademoiselle, 4 Majestic, 2 Marathon, Queen of Diamonds, 2 Race Time, Rainbow, 4 Register, Rocket Ship, Roto Pool, Royal Flush, 2 Sea Belles, Silver, Sittin' Pretty, Sluggin' Champ, Southern Belle, Straight Flush, Straight Shooter, Sunshine, 4 Score-Board, 2 Super Circus, 4 Sweet Sioux, 2 Toreador, 2 Tournament, Twin Bill, Universe, 2 Whirlwind, Wishing Well, World Champ.

PINBALLS

Table listing Pinball machines such as BALLY Ballerina, Balls-A-Poppin, Bally U.S.A., Beach Beauty, Beach Time, Big Show, Broadway, Carnival, Carnival-Queen, Circus, County Fair, Crosswords, Cypress Gardens, Double Header, Fun-Way, Gay Time, Gayety, Key West, Lotta Fun, Miami Beach, Miss America, Night Club, Parade, Sea Island, Show Time, Sun Valley, WILLIAMS Arrow Head, Casino, 2 Circus Wagon, Club House, Crossword, Cue Ball, 2 Fiesta, 4-Star, 4 Fun House, 4 Gay Paree, Golden Bells, Gusher, Hi-Hand, Hot Diggity, Jig Saw, Kings, 2 Naples, Perky, Peter Pan, 2 Piccadilly, Race-the-Clock, Regatta.

RENO

Table listing Reno machines such as Reno 10/57, Rocket, Satellite, Sea Wolf, 2 Shamrock, Smoke Signal, Soccer Kick-Off, 3/58, Spot Pool, Starfire, Steeple Chase, Super Score, 4 Surf Rider, 3-D, Three Deuces, Tic-Tac-Toe, Tim Buc-Tu, Top Hat, Turf Champ, Wonderland.

DEUCES WILD

Table listing Deuces Wild machines such as Deuces Wild (Kaye), Dodge City, Drivemobile, 5th Inning, Golf Champ, Grandma Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Horoscope Fortune, Hydro Duck, Jet Fighter, Jet Pilot, Joker Ball, Jolly Joker, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jr. Auto Test, Kaye Hockey, King of Swat, Kiss-O-Meter, League Leader, Major League, Model 500 Shooting Gallery, Moon-Raider, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, Pinch Hitter, Pirate Gun, Playland Rifle Gallery, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock 'n' Roll, Safari.

ARCADE & NOVELTIES

Table listing Arcade & Novelties machines such as All-Star Baseball, Aqua Duck, Auto Photo Model, Auto Test (with sound), Auto Test (without sound), Auto Test Turnpike, Bally Targets, Balloonomat, Bang-O-Rama, Bat-A-Score, Batter Up, Batting Practice, Big Inning, Big League, Big League Baseball, Big Top, Bike Race, Bing-O-Reno, Bull's-Eye, Burp Gun, Carnival Gun, Champion Baseball, Circus Rifle Gallery, Coon Hunt, Crane, Criss Cross Hockey, Crossfire, Davy Crockett, Deco Grandma, Deluxe Crusader, Deluxe 4-Bagger, Deluxe Ranger, Deluxe Skill Parade, Deluxe Vanguard, Derby Roll, Deuces Wild, Dodge City, Drivemobile, 5th Inning, Golf Champ, Grandma Fortune, Gun Club, Gunsmoke, Heavy Hitter, Hercules, Hi-Fly, Horoscope Fortune, Hydro Duck, Jet Fighter, Jet Pilot, Joker Ball, Jolly Joker, Jumbo Ten Pins, Jumbo Ten Strike, Jungle Gun, Jr. Auto Test, Kaye Hockey, King of Swat, Kiss-O-Meter, League Leader, Major League, Model 500 Shooting Gallery, Moon-Raider, Motorama, 1957 Baseball, Pan-O-Rama, Peep Barrels, Peppy the Clown, Photomatic, Pinch Hitter, Pirate Gun, Playland Rifle Gallery, Polar Hunt, Quarterback, Ranger, Red Ball, Rifle Gallery, Rock 'n' Roll, Safari, St. Christopher, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Space Age, Space Gunner, Special Deluxe Baseball, Spook Gun, Sportman, Squolts Water Polo, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Swami, Target Roll, 10 Commandments, Ten Pins, Ten Strike, Test Pilot, Titan, 3-D Kiddie Theater, 3-D Pix, 3-D Theater, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card Vendor, Voice-O-Graph, Wild West, Yankee Baseball.

Table listing various other machines and their prices, including St. Christopher, Satellite Tracker, Scramball, Shooting Gallery, Shortstop, Sidewalk Engineer, Sky Raider, Sky Rocket, Space Age, Space Gunner, Special Deluxe Baseball, Spook Gun, Sportman, Squolts Water Polo, Sportsman, Star Slugger, State Fair, Steam Shovel, Super Big Top, Super Home Run, Super Pennant Baseball, Super Slugger, Super Star Baseball, Swami, Target Roll, 10 Commandments, Ten Pins, Ten Strike, Test Pilot, Titan, 3-D Kiddie Theater, 3-D Pix, 3-D Theater, Treasure Cove, Twin Hockey, Two-Player Basketball, United Deluxe Baseball, Vacuumatic Card Vendor, Voice-O-Graph, Wild West, Yankee Baseball.

what every operator should know about **AMi** AUTOMIX and the current 33 $\frac{1}{3}$ -45 record speed situation

The announcement by RCA Victor of their "Compact 33" record makes it evident that the small hole, 33 $\frac{1}{3}$ RPM record will become a standard for retail "singles" sales and eventually for coin-operated use. We at Rowe-AMI join the rest of the industry in congratulating RCA Victor upon this decision which eliminates any possibility of another record speed conflict.

Just one year ago when the first small hole 33 $\frac{1}{3}$ RPM records became available, AMI announced a kit which would enable operators to experiment with these records to determine their suitability for jukebox use. AMI Engineers are constantly working to anticipate your needs and to keep ahead of industry trends.

AMI has developed, tested, tooled and is now in production on a new and advanced turntable mechanism to serve your future dual record needs. This

mechanism senses, by the size of the hole, which spindle and speed is required and makes these adjustments automatically as the record is lowered upon the turntable. Since all of the record sensing components are located in the turntable mechanism, it allows you to intermix 33 and 45 RPM records at random without any restrictions or exceptions of any kind.

This new Automix turntable assembly is available, at your option, on all new AMI jukeboxes.

To adapt AMI jukeboxes already in the field, nothing more is required than replacement of the turntable assembly. In keeping with our long-standing policy of improving our products without obsoleting past models, this turntable mechanism has been engineered to provide the simplest kind of installation, on which no modifications are required, on the AMI Models Continental, Lyric,

K, J, I or H. Only a very minor modification is required for the G-200. Once installed, its operation is entirely automatic and requires no special attention of the operator while loading or of the patron while playing.

We at Rowe-AMI feel that this resolution of the record speed problem is an indication of the growing maturity and unified vitality of the music industry of which we are proud to be a part. We feel confident that it will do much to stimulate public interest in jukebox music.

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Rieck Visits Denver Ops

DENVER—Lester Rieck, Western sales manager for Rock-Ola, was visiting in Denver in mid-December in connection with a new distributorship to be announced for the Colorado capital. Rieck, on a quick flying trip, had time to call on several old-time operators in the Denver area.

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GROCERY STORE CHARMS

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Phoenix Operator Lands Dozen Top Locations in Giant Department Store

PHOENIX, Ariz. — In keeping with the over-all size of "the largest store in the Southwest under one roof" Best West Specialties Company here has put heavy emphasis on multiple-head bulk venders.

The site is the huge Totem department store, which covers more than three acres in a Phoenix suburb. The giant store includes a full-size department store, super drugstore, restaurant, supermarket, a huge hardware store, snack bar and similar features, all under one roof.

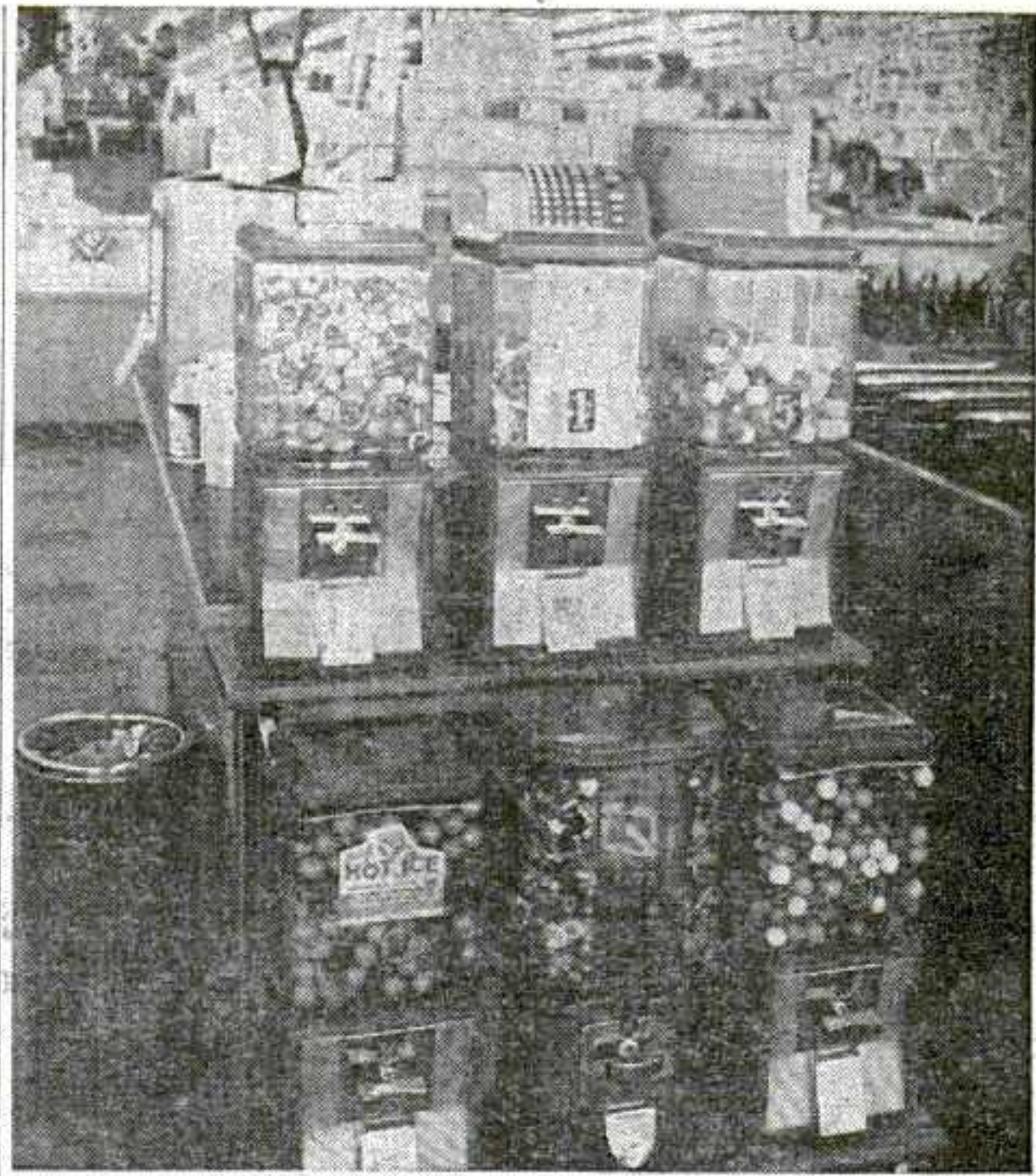
When news of the huge retail enterprise was circulated in the Phoenix area, Walter Gray, veteran Phoenix bulk operator, was quick to contact the management and to make arrangements for a dozen spots throughout the Totem.

Traffic Centers

Spotting several high-traffic centers in the store, Gray has installed six-machine stands in each. He concentrates on such points as a gateway between the supermarket and general department store area; a point near a children's amusement center which includes a bowlette, 12 kiddie rides, and a phonograph; and a spot opposite the checkstands at the front of the department store area.

In every instance, the Phoenix operator has combined 5-cent capsules with ordinary 1-cent machines, with usually two 5-cent capsule heads at eye level at either end of the top shelf, including one penny machine in the center.

To harmonize with the all-new atmosphere of the big single-story department store, Gray used handsome blond hardware step-back stands, with chrome-plated legs. At least one, and as many as all six of the machines use point-of-sale cards, to indicate the choice of



BEST WEST uses multiple-machine stands for top effectiveness.

items offered through the capsule machine, pointing up new, unusual developments which can be counted upon to attract both adults and children.

Attracts Thousands

Because of its one-stop nature for all shopping purposes, and because there are many other services in the area such as a huge cafeteria and the city's largest coin-operated self-service laundry, the

Totem attracts thousands of people daily.

Traffic, as Gray had anticipated, is made up primarily of "family types," which mean many children brought in by the parents. Because the vending machines provide a simple means of stilling youngsters' clamor for candy and because there is coin-operated entertainment for children, bulk venders have received a much higher play, according to Gray.

YAK YAK TEETH
with red tongue . . . firmly scotch taped for perfect vending.

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

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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, 8" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Machine lists at \$29.50 F.O.B. Factory—\$1.50 additional with 50c mechanism.



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Atlanta 7, Georgia

IMPROVED VENDING
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LOGAN DISTRIBUTING CO.
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Chicago 22, Illinois

SAMUEL J. PHILLIPS CO.
4372 Lindell Boulevard
St. Louis 8, Missouri

OAK SALES COMPANY
2033 Fifth Avenue
Pittsburgh, Pennsylvania

OAK SALES OF FLORIDA
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Miami Beach, Florida

OPERATORS VENDING
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RAKE COIN MACHINE EXCH.
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JACK SCHOENBACH
715 Lincoln Place
Brooklyn, New York

SIEGEL DISTR. CO. LTD.
753 Chatham St.
Montreal, Quebec, Canada

SOUTHERN ACORN SALES
526-30 Bruns Avenue
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STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, California

STAR VENDING SUPPLY CO
6327 Calhoun Road
Houston 21, Texas

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

Penny Shortage Hits Operators In N. Y. Section

NEW YORK — Bulk Vending operators here have been hampered by a penny shortage, with coin hoarding, the recent rush of Christmas shopping and the cigarette tax increase in New Jersey the culprits.

Ironically, penny production the last two years has been at a record high (1,968,569,000 the year ended November 1 and 1,889,475,000 the previous year). But penny shortages have hit various sections of the country during the last two years.

One of New York's largest banks said it is now getting only about \$4,000 a day in pennies from the Federal Reserve System, compared with its annual allotment of \$7,000 a day. Another bank reported that its penny quota has been cut in half.

The cigarette tax increase has caused New Jersey operators to stock up on pennies to insert in cigarette packs. One operator said he asked the Philadelphia mint for \$30,000 worth of pennies and he was turned down flatly.

Christmas shopping kept a lot of pennies in circulation, but out of the banks.

Rumors that certain kinds of pennies have become collectors' items has caused a hoarding by the bagful.

About 25 billion pennies are now in circulation, with production at the rate of 40 tons a day. About 145 pennies make a pound, and the cost to manufacture them is about 40 cents a pound.

The only operators not complaining about the penny shortage are those with 5-cent all-charm machines. So far, there has been no shortage of nickels.

N. J. Boosts Cig Tax Additional 1c

TRENTON, N. J.—The controversial one-penny increase in cigarettes which has been "on again, off again" for the past few months has been finally signed into law by Governor Meyner. It went into effect Friday (6). The revenue will be used for State institutions.

The voters will go to the polls in November to decide whether they want the tax to remain permanent. No matter what they decide, it will stay in effect for 18

months (July 6, 1962) as a result of the action in late December by the State Legislature.

Sources expect the State to raise \$12 million through the revenue. The penny increase now brings the State tax per pack to 6 cents, the same as neighboring New York and Pennsylvania.

Operators will also lose a cent a pack, since they were getting 30 cents for smokes sold over the counter for 28 cents.

BULK VENDER NEXT TO PHONO HAS ADVANTAGE

DENVER—Wherever a bulk operator can locate his machines near a juke box, sales are bound to increase for several reasons, according to Frank Thorwald, veteran Denver bulk operator.

Thorwald, who has many locations in restaurants and in the soda fountain and luncheonette areas of chain drugstores and supermarkets, is always happy to see a coin phonograph installed. As shown in the accompanying picture, his immediate next move, provided the location owner does not object, is to spot a multiple-head machine directly alongside the juke box, where both help to attract attention to each other.

Most important, Thorwald has found, is the use of 5-cent and 10-cent capsule venders at eye level alongside the juke box. Here, it is a certainty that everyone who approaches the phonograph will have the proper change to likewise make use of the bulk vender—particularly the 5-cent capsules.

Dime Play

The phonograph, of course, usually operates on dimes, and while fishing through his pocket change for a dime, the would-be phonograph player will quite frequently encounter a nickel or two right at the moment he is looking at the 5-cent capsule vender.

Curiosity, of course, will do the rest, particularly if the capsules contained in the vending machine's head are well-publicized with a display card or decal, or other advertising materials.

In long experience with vending every type of product in many locations, Thorwald has found that the phonograph-bulk combination is hard to beat.

NAMA Issues '60 Fact Book

CHICAGO — The National Automatic Merchandising Association has issued its current Directory of Automatic Merchandising — 1960 Convention issue. The volume contains facts, figures and trends about the vending industry in 264 illustrated pages.

Listed are vending machine manufacturers, suppliers of products, manufacturers of component parts and services and operating company members of NAMA. Each listing includes comprehensive information about the types of products manufactured or supplied and gives the names of key company executives.

There are also feature articles, statistical tables on vending shipments and excerpts from a Price Waterhouse & Company study of the industry. Cost is \$4.50 for a single copy, \$2.50 for each additional copy. Orders should be addressed to NAMA, Chicago.

FOLD-UP FRAME FOR PICTURES

Belgian Group Comes Up With New Ball Gum Merchandising Gimmick

ANTWERP — The first really new idea in many years for increasing ball gum sales has been perfected by OCAP, the Office Commercial d'Applications Publicitaires des matieres Plastiques in Antwerp.

The society, headed by H. Katz, has come up with a folding plastic "pocket" designed to first display a ball of gum, and second, act as a unique picture frame for youngsters who want to make collections of photos of their families, friends, athletic greats or movie figures. The folders are eight inches long by two inches wide, and fold three times to make a picture frame slightly larger than the average American match packet.

Lithographed across the front is the figure of an American Indian, with a cutout the size of a ball of gum where the face would be.

The folders are perfectly vendable in many types of vending machines currently in use in France, Belgium, Holland and Germany, according to H. Katz who sent along two samples of this unique sales - stimulating development. With a ball of gum slipped in place and the folders neatly packed for machine vending, children will be encouraged to drop in a coin, get folder and ball of gum for the equivalent of an American penny, then, after chewing the gum, paste pictures of their friends, cut from ordinary-size snapshots, in the face opening.

Test Program

Made up of a glossy plastic finish over white cardboard stock, the folders were introduced as "Lookatyou Gum," in a test program in Antwerp, where, vended through a machine originally built for 10-pack cigaret vending, they proved a swift success. The small gum folders, all identical and easily kept clean by simply wiping a damp cloth due to the waterproof plastic finish, are expected to pop up on mantels, bookshelves, tables, or wherever Belgian small-

fry care to keep their picture collections.

While the folders, of course, cannot be vended through standard ball gum machines either in Europe or the United States, many types of venders can easily be adapted to them, Katz said.

The Belgian office has put in ball gum picture frames, which rep-

resents the first time in the Belgian coin machine industry that any attempt has been made to present packaged ball gum in any form.

Robco Producing Superior Gum Unit



Robco Superior Vender

PATCHOGUE, N. Y. — The Robco Corporation here has gone into production on the 5-cent gum machine formerly made by Superior. The machine has not been manufactured for two years.

The Robco Superior unit is 19 by 11 by 6 inches and may either be attached to another vending machine by brackets, mounted on a wall, or put on a pedestal.

Using a five-pack, the capacity is 145; it holds 165 four-packs. Operation is by a pull mechanism. A slug rejector is standard equipment, and the front panel is locked on both top and sides.

Handles and trim are chrome plated, while the cabinet is finished in a green baked-on enamel. It lists for about \$50.

Ohio Operators Await Action of State Assembly

COLUMBUS, OHIO — The third meeting of the Ohio Venders Association which was scheduled for January 14 here has been postponed pending action of the Ohio General Assembly now in session on the proposed legislation concerning bulk food venders.

According to Kenneth G. Weinberg, attorney for the OVA, the legislators have been contacted to introduce an amendment exempting penny venders from an inspection fee which could virtually wipe out bulk vending in the State of Ohio.

This amendment drawn up at the second OVA meeting held in Columbus on October 8, if approved, would make the temporary injunction imposed by the Ohio Public Health Council a permanent act.

The OVA is seeking the same exemption as that obtained for pre-packaged confections requesting exemptions for "vending machines dispensing only nuts, gums and pan confections or the places of operation from which they are serviced."

The next meeting of the OVA will be held in Chicago, March 16 in conjunction with the National Venders Association.

TALK-TALK TEETH

Gets a Laugh Everytime OPEN

1-4 m \$15.00 per thous.
5 m and up 13.75 per thous.
CLOSED (with metal clip)
1-4 m \$16.85 per thous.
5 m and up 14.55 per thous.

at your distributor or
Guggenheim
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

BIG SAVINGS

on BALL AND VENDING GUMS

Same fine flavors, Centers and Coatings
Direct Low Factory Prices

Bubble Ball Gum, 140-170 G
210 ct. & Giant Size 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 500 ct. 36¢ lb.
Bubble Chicks, 320 & 500 ct. 28¢ lb.
Tab (short stick), 110 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90
F.O.B. Factory 150 lb. lots.

AMERICAN CHEWING PRODUCTS
36 years of manufacturing experience.
4th & Mt. Pleasant • Newark 4, N. J.

MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. DeLux 1¢ or 5¢ Cozen	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33, 1¢ Perc. Converter for 100 ct. B.G.	4.50
Silver King 1¢ B.G. or Mdse.	8.50
AST Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢ B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Golden Non-Parrel Almonds, 5-lb. vac. pack tins, per lb.	.88
Pistachio Nuts, Jumbo Queen, Red.	.75
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tullio	.72
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik, Red	.57
Cashew, Whole	.72
Cashew, Butts	.64
Indian Nuts	.75
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice, Beans	.28
M & M, 55¢ ct.	.47
Hershey-ets	.47

Rain-Bio Gum, 72 ct.	.30
Malt-ets, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.48
Ripley's Gum, all flavors, 100 ct.	.45
Beach-Nuts, 100 ct.	.45
Hershey's Chocolate, 300 ct.	1.30
Minimum order, 25 boxes, assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the Operator.
One-Third Deposit, Balance C.O.D.

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You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

STAMP FOLDERS, Lowest Prices. Write MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

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

when answering ads . . .
SAY YOU SAW IT IN BILLBOARD MUSIC WEEK

For Added Income

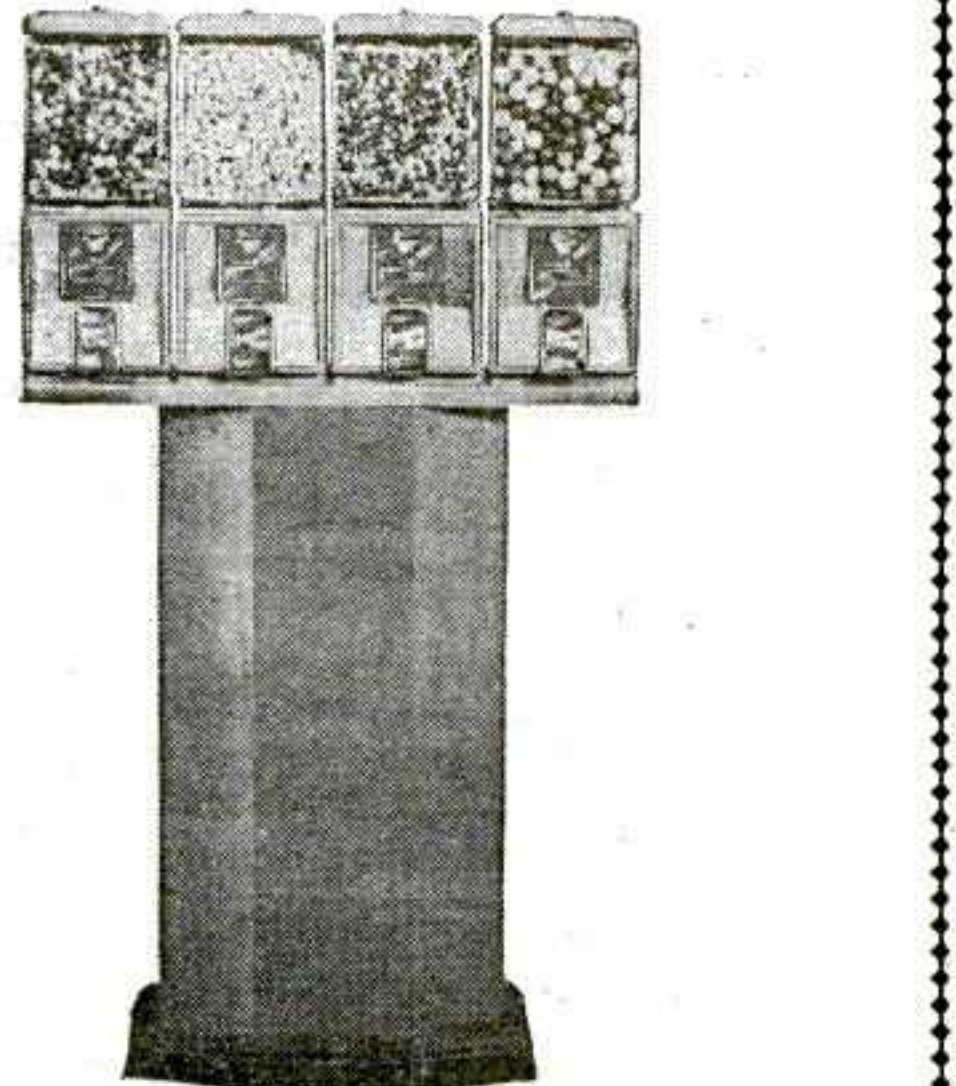
HARMON AMCO HANDY POCKET COMB VENDOR
Delivers a Quality Comb for 10c
Provides a needed service and fits in well on location with other venders.

PRICE OF MACHINE	10¢ Operation
1 to 2 machines	\$26.40
2 machines & up	21.40

PRICE OF COMBS	
1 to 24 gross	\$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

Prices quoted are net F.O.B. Brooklyn. Deposit required with order, balance C.O.D.

J. SCHOENBACH
Factory Distributor of Bulk and Ball Gum Venders, Merchandise, Parts, Globes, Stamp Venders, Folders, Cigarette and Candy Machines, Sanitary Venders and Sanitary Merchandise. EVERYTHING THE OPERATOR REQUIRES.
715 Lincoln Place, BROOKLYN 16, N. Y.
PResident 2-2900



If you pride yourself on being able to pick a winner — take a long, deep look at this new Northwestern Cabinet Stand with dazzling SIXTY'S outshining anything on the market. Here is merchandising at its best. Try a SIXTY 4-in-a-Row today. It's Hot!

See Your Northwestern Distributor or Write
THE NORTHWESTERN CORPORATION
2011 Armstrong Street Morris, Illinois

Prosperity Plan for 1961
WORLD WIDE
 SUPER QUALITY at
 LOW, LOW PRICES!



BINGOS

ROLLER DERBY	575
LAGUNA BEACH	695
COUNTY FAIR	625
BALLERINA	495
SEA ISLAND	345
CARNIVAL QUEEN	295
BEACHTIME	255
CYPRESS GARDENS	215

BASEBALLS

Wms. OFFICIAL	6395
Wms. PINCH HITTER	295
Bally HEAVY HITTER	245
Bally BIG INNING	195
Wms. SHORTSTOP	225
Wms. 1957 BASEBALL	195
Wms. 4 BAGGER	125
Genco HI-FLY	75

Bally BEAUTY CONTEST...\$195

UPRIGHTS

WILDCAT	6275
CRISS CROSS DIAMOND	295
LITTLE BUCKAROO	245
SHAWNEE	275
DELUXE BIG TENT	225
DOUBLE SHOT	145
SUPER HUNTER	125
SKET SHOOT	125
BIG HORN	125
GUNSMOKE	125
HUNTER	95
WAGON WHEEL	110
COUNTY FAIR	75

SHUFFLES

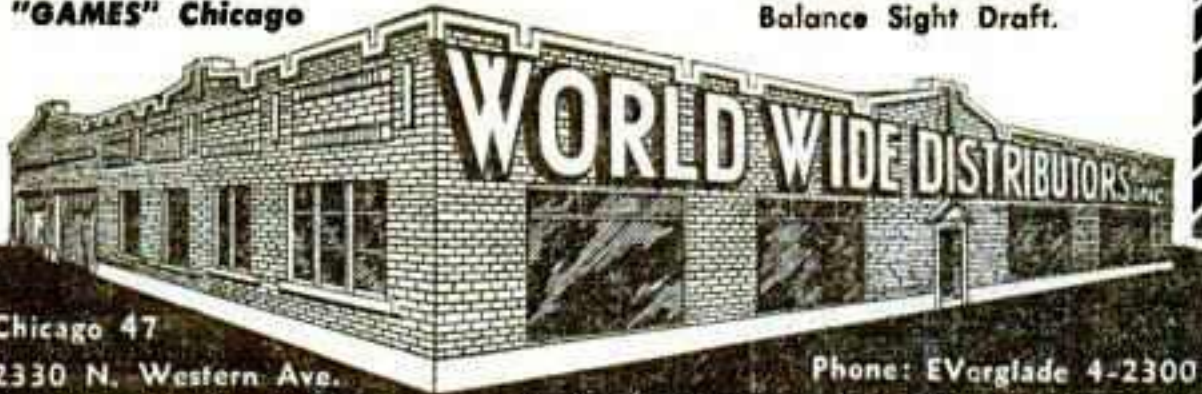
Bally OFFICIAL JUMBO	6445
Chi Coin RED PIN	425
United BIG BONUS	475
Bally LUCKY	375
Bally SPEED BOWLER	345
Un. 6-STAR SHUFFLE	275
Keeney JEWEL	195
C. C. CHAMPIONSHIP	195
Bally DELUXE CONGRESS	195
Bally CONGRESS	175
Bally GOLD MEDAL	145
Un. SUPER DLX. BONUS	125
Chi Coin FLASH	95

BALL BOWLERS

United 13' FALCON	6475	Bally 14' ABC CHAMPION	6245
United 13' BONUS	445	Bally 14' ABC TOURNAMENT	195
United 13' JUMBO	345	Bally 11' ABC BOWLER	175
Chi Coin 14' CLASSIC	325	C.C. 14' BOWL LEAGUE	175
Bally 14' TROPHY	295	United 13' SIMPLEX	445
Bally 14' STRIKE	175		

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 2330 N. Western Ave.

Phone: EVarglade 4-2300

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Say You Saw It in Billboard Music Week

PROGRAMMING GUIDE

Continued from page 57

GONZO	James Booker
HAPPY DAYS	Peacock 1697
HE WILL BREAK YOUR HEART	Mary Johnson
HOOCHIE COOCHIE COO	United Artists 273
(LET'S DO) THE HULLY GULLY	Jerry Butler
I COUNT THE TEARS	Vee Jay 354
I DON'T WANT NOBODY	Hank Ballard and the Midnighters
IF I DIDN'T CARE	King 5430
I'LL SAVE THE LAST DANCE FOR YOU	Bill Doggett
LAST DATE	Warnor Bros. 5181
LOST LOVE	Drifters
MY EMPTY ARMS	Atlantic 2087
MY GIRL JOSEPHINE	Ella Johnson and Buddy Johnson Ork
NEW ORLEANS	Mercury 71723
	Platters
	Mercury 71749
	Damita Jo
	Mercury 71690
	Floyd Cramer
	RCA Victor 7775
	H. B. Barnum
	Eldo 111
	Jackie Wilson
	Brunswick 9-55201
	Fats Domino
	Imperial 5704
	U. S. Bonds
	Legrand 819

ONCE IN A WHILE	Chimes
RUBY	Tag 444
SAD MOOD	Ray Charles
SHOP AROUND	ABC-Paramount 10164
SPANISH HARLEM	Sam Cooke
SPOONFUL	RCA Victor 7816
STAY	Miracle
THERE'S A MOON OUT TONIGHT	Tamla 5403
(WILL YOU LOVE ME) TOMORROW	Ben E. King
WALK SLOW	Atco 6185
WE HAVE LOVE	Etta and Harvey
WHAT WOULD I DO	Chess 1771
YES, I'M LONESOME TONIGHT	Maurice Williams and the Zodiacs
YOU GOTTA LOVE HER WITH A FEELING	Herald 552
YOUR OTHER LOVE	Capris
	Old Town 1094
	Shirelles
	Scepter 1211
	Little Willie John
	King 5428
	Dinah Washington
	Mercury 71744
	Mickey & Sylvia
	RCA Victor 7811
	Thelma Carpenter
	Coral 62241
	Freddy King
	Federal 12384
	Flamingos
	End 1081

Atlantic Op Session Airs Protection

Continued from page 55

made to create a better picture of the operator in the eyes of SLA members. At another point, Fein recommended that any bonus, loan or other deal entered into with a location, should always be reduced to writing. Beyond that, if the other party is a corporate entity, a personal endorsement should also be obtained. Another speaker was CPA Joseph Kelin, who outlined various problems of depreciation computations and money-saving methods of preparing tax returns. On the tax front, he said operators should consider putting more of their gross revenue back into the business.

Costs of business expansion provide good opportunity for tax savings and at the same time, expansion planning provides the chance for making a good showing with banks. Klein also noted that many individuals today become corporate entities for tax purposes. In this case they pay taxes at a much lower rate than they would as payers of personal income taxes. In like manner, individuals take out their insurance with the business entity paying the premiums. Beneficiaries are the biggest stockholders in such cases, who would in most small businesses be the same individuals as would be beneficiaries of individual insurance policies

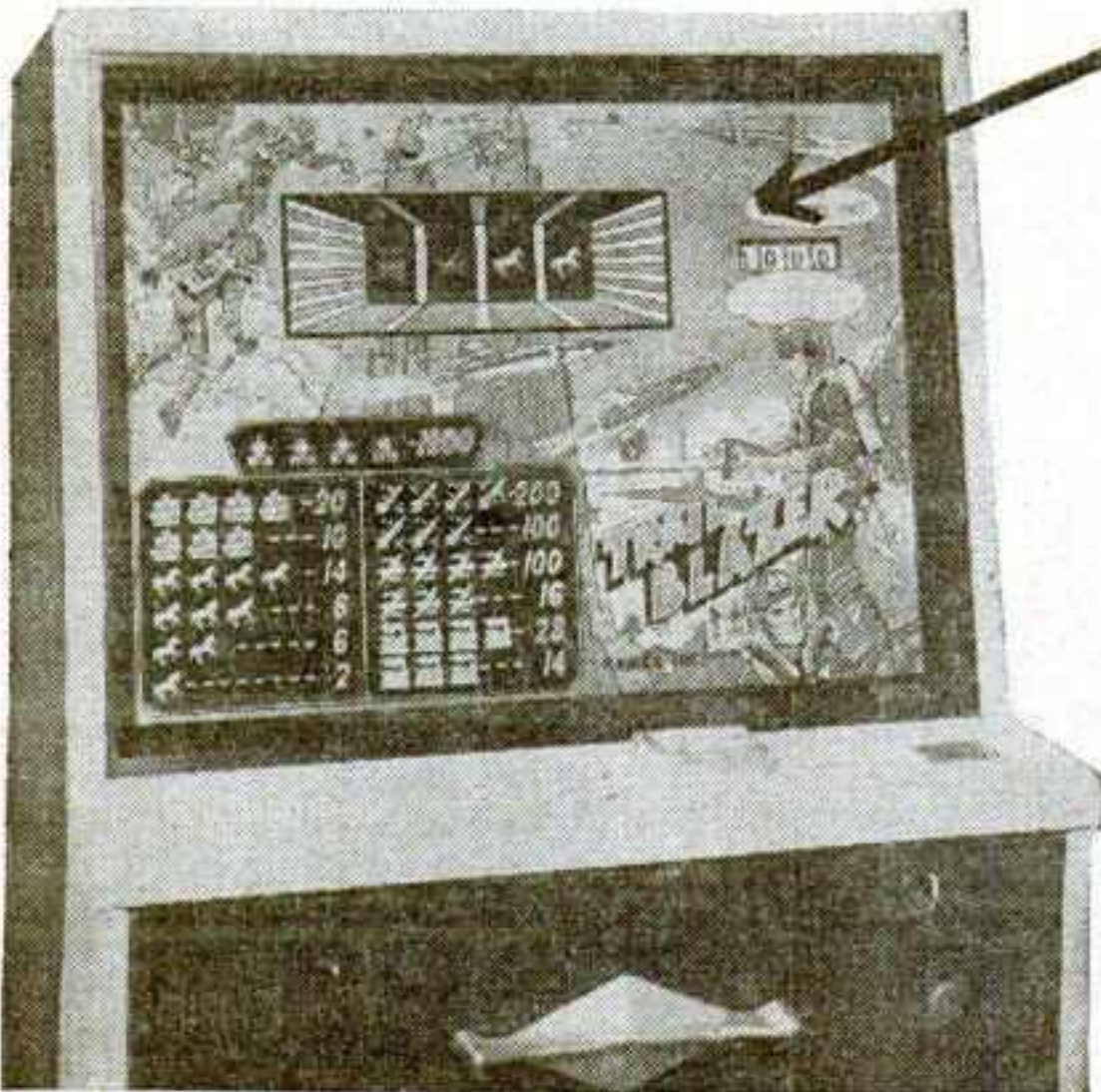
paid for by the individual. More than 50 operators turned out for the forum discussion and a number of well-known coin figures were present. Jack Gordon, Seeburg vice-president, sat in on the session and was impressed with the idea and the response of the operators. Also attending were Seeburg district sales manager, Bill Prutting; Arnold Silverman, head of Seeburg's record department; Bob Jones, head of Seeburg's Boston distributor outlet; Al Denver, president of the Music Operators of New York, and Mrs. Amelia (Millie) McCarthy, president of the New York State Coin Machine Association. Prior to Atlantic President Meyer Parkoff's opening remarks, the guests were treated to refreshments.

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ALL STARS WILD



TRAIL BLAZER



NEW PLAYER APPEAL



MAGIC VIEWER
 Depth Perception

HEIGHT 53"
 WIDTH 24"—DEPTH 16"
 SHIPPING WEIGHT 146 LBS.

New Compact Cabinet



TERRIFIC EARNING POWER

LOCATION TESTED

MANUFACTURED BY
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Originators of
 Electric Upright
 Free Play Games

START THE NEW YEAR RIGHT SEND FOR NEW LISTINGS TODAY

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Exclusive A M I Dist. Ea. Pa.
 855 N. BROAD STREET, PHILA. 23, PA.
 PHONE: CENTER 2-2903

BUY
Bally
FOR
TOP EARNINGS
IN
EVERY TYPE OF LOCATION
EVERYWHERE

PRICE LIST

*USED KIDDIE RIDE EQUIPMENT
PONIES

Capitol Pony	\$300.00
Big Bronco Pony	250.00
Champion Pony	350.00
Exhibit Pony Express	Special
Crusader Ponies	300.00
Pinto Pony	250.00
Lee Pony	225.00

MERRY-GO-ROUNDS

Lane Merry-Go-Round	\$275.00
Lee Merry-Go-Round	275.00
Capitol Merry-Go-Round	210.00
Deco Merry-Go-Round	225.00
Texas Kiddie Ride Merry-Go-Round	225.00

SPACE SHIPS

Bally Space Ships	\$150.00
Atomic Jet	125.00
Space Ranger	275.00
Space Patrol	125.00
Super Jet	240.00
Jet Jr.	100.00

VARIETY EQUIPMENT

Sea Skate	\$250.00
Duck	175.00
Bull-Rabbit-Dog	150.00
Austin Car	175.00
Hawes See Saw	100.00
Turtle	125.00
Old Smokey Train	240.00
King Choo Choo	175.00
Elsie the Cow	190.00
Dale Pistol Gallery	75.00
Exhibit Pistol Gallery	75.00
Exhibit Rifle Range	115.00
HVD Metal Typer	175.00

All Rides are offered in a used, as is condition, with all parts complete. (For reconditioned equipment add \$50.00 to the price indicated.) All equipment listed is subject to prior sale. DISCOUNT TO DISTRIBUTORS, VOLUME BUYERS.

KIDDIE RIDES, INC.

2557 W. North Ave., Chicago 47, Illinois
Phone: ARmitage 6-8180

LATE BULLETINS

NEW YORK—Arnold Silverman, Seeburg record department manager, leaves Sunday (22) for a business tour of Europe. The trip comes in the wake of highly favorable European response to Seeburg's 33-speed, artist of the week juke box program. Silverman expects to visit many disk labels throughout Western Europe in an effort to promote the 33 single speed. He feels that promotion of the 33 idea in Europe will be considerably easier than in the United States, since there have never been 45-only players there and that all singles are released with a small hole in the center. To make the disks playable with an American-type spindle, the center section of the disk has to be pushed out. "They are already oriented to the idea of 33 speed there," said Silverman, "and now that RCA has gone for it here it should be even easier to push."

Fight Resumes on Juke Box Royalties

Continued from page 54

including the Bureau of the Census. The Celler plan even offered the possibility of distribution to the individual copyright owners on a prorata basis, rather than at the discretion of a collecting agency, such as ASCAP, BMI, SESAC, et al. Any aggrieved songwriter could go to a U. S. district court for review of the distribution by the trustees.

The operators shuddered openly at the suggestion that the trustees review the royalty per box every five years, to redetermine the price. Unless changes in the popular music and the juke box industries themselves bring about some resolution of the traditional feud, or unless legislators reverse a time-worn trend, the 87th Congress appears likely to leave the problem where they found it.

It appears probable that Representative Willis will again be chairman of the Judiciary Subcommittee on Patents and Copyrights, and if so, his hostility to holding hearings on the anti-exemption legislation can be expected. Over the years,

the House Copyright Subcommittee has rejected juke box royalty proposals, while on the Senate side the climate has been more favorable to songwriters.

However, the Senate customarily gets around to the comparatively minor matter of songwriter royalty on juke box play toward the closing hours of a session, after weightier matters have been voted on. Also, the songwriters lost a prime champion last year in the retirement of Sen. Joseph O'Mahoney (D., Wyo.), author of the famous S. 1870, which would not only have ended the performance exemption, but would have doubled the mechanical royalty on disks used in juke boxes. This one got out of committee, but never saw voting action in the sultry August days of the outgoing 86th Congress.

Both songwriters and operators will be watching closely for O'Mahoney's successor as chairman of the Senate Copyright Subcommittee.

6 POCKET POOLS..\$150.00

14 Ft. Bowlers	\$165.00
American Bank Shot (12 Ft.)	195.00
Fluorescent Shuffle Board Lites. Pair	22.50

PURVEYOR
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814



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SEE US **FIRST** for the Most Complete Selection of all **NEW GAMES**

WANT TO BUY—

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 - **UNITED, C.C., BALLY 8' FLASHER SHUFFLE ALLEYS**
 - **ALL TYPES OF SHOOTING GALLERIES**
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Joe Kline & Wally Finke

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GIVE TO DAMQN RUNYON CANCER FUND

SHAFFER'S NEW YEAR SPECIALS
Ring-in BIGGER PROFITS!

You've money to win with one of these beauties in! And you've money to save... with Shaffer chopping as much as \$50 off the going price on some models! But whichever you pick—you're sure of getting a big, bright beauty... a sparkling eye-catcher that draws customers and turns your weekly collections into top-profit bonanzas. All are guaranteed in mint condition, gone over by Shaffer's experienced, factory-trained service specialists. The electrical system on every machine has been cleaned! Mechanism steam cleaned! Anything worn or defective replaced with new factory parts! Whenever needed, machines re-finished with new Sparkle-Tone finish. But hurry! Write, or phone:

SHAFFER MUSIC COMPANY

849 NORTH HIGH STREET

Columbus 8, Ohio. Phone AX 4-4614. Offices in Cincinnati and Cleveland.

SHAFFER SPOTLITE SPECIALS

10 Only **SEEBURG 222 SH** 10 Only
\$774.50

160 Sel. Stereo—1/2 dollar
Reconditioned—LIKE NEW!

10 Only **SEEBURG VL-200** 10 Only
\$294.50

Reconditioned—Refinished

10 Only **SEEBURG M100C** 10 Only
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Reconditioned—Refinished

SEEBURG D3WA WALL BOX

200 Selection, Excellent Chrome, New Buttons, Reconditioned... **\$69.50**

SHAFFER VALUES

SEEBURG

220 S (100)	\$775.00
201	695.00
KD 200	495.00
L-100	595.00
V-200	295.00
R	425.00
G	345.00
B	250.00

ROCK-OLA

1478 (Stereo)	\$725.00
1455	395.00
1446	250.00

HIDEAWAYS

Seeburg "R"	\$325.00
Seeburg "C"	245.00
Seeburg "HK"	350.00

SEEBURG "200" Library Unit... \$345.00

CIGARETTE VENDORS

Seeburg 800 E-1	\$249.50
Eastern 22-Col.	179.50
Eastern 12-Col.	99.50
Eastern 10-Col.	89.50
Eastern 8-Col.	49.50
National 11-Col.	149.50
National 9-Col.	99.50
Koonoy 22-Col.	99.50
Stoner 11-Col.	129.50
Corsair 20-Col.	189.50
Rowe Console 11-Col.	99.50
Rowe 10-Col.	49.50
DuGrenier 12-Col.	129.50

WURLITZER

2410 S	Write
2150	\$345.00
1650	135.00
AMI	
J-200	\$650.00
J-120	625.00
G-200	245.00
G-120	345.00
F-120	250.00
E-120	150.00
E-80	135.00
E-40	125.00
D-80	125.00

WALL BOXES

Seeburg 3WI (100)	\$47.50
AMI W-200	54.50
AMI W-120	39.50
AMI W-80	34.50

Get Free illustrated phono catalog

Tenn. Operators Will Probably Get Respite From New Taxes

By ELTON WHISENHUNT

NASHVILLE — The Legislature convened Tuesday (2), and early indications were that no new

legislation affecting the coin machine industry would be passed. That does not mean some legislators may not introduce some bills, but it is expected none will pass

which would increase taxes on phonographs, games or cigaret vending machines.

Reason? They're taxed about as much as they can be in Tennessee already, without running the little man completely out of business.

License Fees

The license fees on pinballs and other games are \$15 each for city, county and State and \$10 federal tax, for a big \$55 tax each year. In addition, the city gets a 25-cent recording fee, the State 50 cents and county 50 cents for an over-all total of \$56.25.

On phonographs it is a little lower. The tax is \$10 each for city, county and State and the U. S. government, for a \$40 total. In addition, the city, county and State recording fees bring it to \$41.25.

The privilege taxes on cigaret machines are small, and understandably so. By the time the cigarets get to the machine, about half the retail price of each pack has already been paid in taxes, State and federal. So the cigaret

machine operators get a break. The city, county and State tax is \$3 each, with no federal privilege tax.

The recording fees bring the total on each cigaret machine to \$10.25 per year.

Past Troubles

Tennessee operators have had trouble in the past with new bills introduced to increase the tax on various coin-operated machines. Always, the operators have had to band together, get up some money and do their best to beat the unfair legislation down.

But this year the operators will have some good friends in the Shelby County (Memphis) delegation who will not allow an unfair

imposition on coin machine operators.

Among the Shelby delegation are Sen. J. Lewis Taliaferro, attorney; Rep. Frank L. White, attorney; Rep. James B. Mitchell, insurance executive, and Sen. Albert C. Riskey, attorney.

Their views will be in accord with the operators, who are already burdened with enough taxes. Others on the 13-member delegation will also hold the line on taxes in view of what they already are.

The General Assembly will be in session 75 days. Some bills which would affect the industry will probably be introduced, as they are every two years in the Legislature, but this year is seen as one when none will pass.

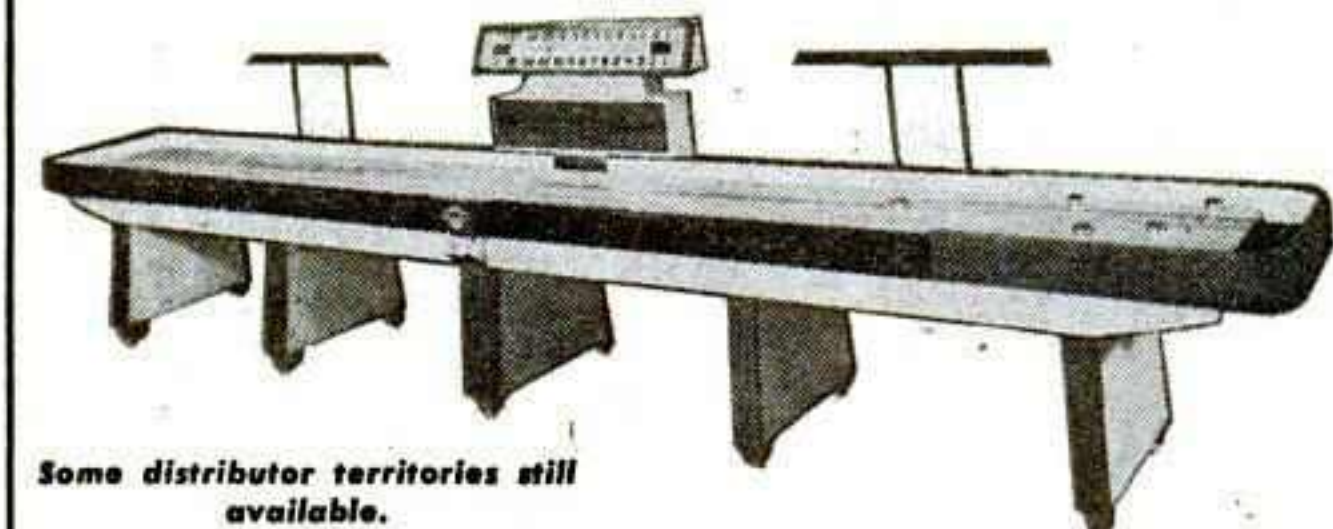
"Profit-Makers" From

chicago coin

- RAY GUN
- DUKE BOWLER
- DUCHESS BOWLER
- 6 GAME BOWLER

CHICAGO DYNAMIC INDUSTRIES, INC. 1725 W. DIVERSEY, CHICAGO 14

The Undisputed Champ— American's IMPERIAL



Some distributor territories still available. Write for complete details.

AMERICAN SHUFFLEBOARD COMPANY
210 Paterson Plank Road Union City, New Jersey. UNION 5-6633

American Shuffleboard's Imperial stands head and shoulders above all other coin-operated games.

- Its design is flawless!
- Its appeal universal!
- Its performance excellent!

With exclusive Magne Play control, which prohibits free play when game is over or when time expires, produces more coins for the operator.

From every point of view you operate the winner when you operate an Imperial.

ATLAS for Plus VALUE!

Reconditioned—MUSIC—Guaranteed

SEEBURG 222 SH.....\$865	WURLITZER 2200.....\$495
SEEBURG 201 SH..... 795	WURLITZER 1900..... 395
SEEBURG 161 SH..... 765	WURLITZER 2400-S..... 795
SEEBURG K-200..... 495	WURLITZER 2300-S..... 695
SEEBURG 100-R..... 450	A.M.I. 6-200..... 295
SEEBURG V-200..... 375	A.M.I. F-120..... 325
	A.M.I. J-200-S..... 695

Contact Us for PARTS for ALL BERT MILLS COFFEE VENDORS

MASTER LOCKS AVAILABLE FOR ALL PHONOGRAPHS AND CIG

1/2 Dep., Bal. C.O.D. or Sight Draft F.O.B. Chicago



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ATLAS MUSIC COMPANY
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USED CIGARETTE VENDORS

11-Col. NATIONAL (Med. III Slant).....	\$185
13-Col. NATIONAL.....	195
12-Col. EASTERN.....	115
10-Col. EASTERN.....	75
9-Col. DuGRENIER (Man.)....	75
SEEBURG 800E-1.....	245

Reconditioned

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Foto Finish

**NOW! You Get the Best of Both...
Player Appeal! Profit!**

Fascinating Carry-Over Feature Continues The Race From Game To Game

- Top rollovers advance horses to finish line • Bringing in all 4 horses scores special
- Center hole spotting feature advances 1, 2, 3 or 4 horses and scores 100 points
- A-B-C-D targets and rollover feature lights center hole for special and super score
- Score to Beat panel • Match feature • Coin-box with locking cover

TOMORROW'S DESIGN TODAY!

- High, wide and handsome tapered light-box
- STAINLESS STEEL moldings provide a new and clean appearance permanently
- Sparkling plated legs and front door panel
- Hard chrome finish corner castings

**New "Hard-Cote" Finish
Extends Playboard Life to
an All-Time High!**

A Gottlieb
FLIPPER
SKILL GAME

D. Gottlieb & Co.
1140-50 N. KOSTNER AVENUE • CHICAGO 51, ILLINOIS

Now more than ever... It's Always Profitable to Operate Gottlieb Games!

THE HOTTEST GAME IN YEARS!!!

It's 100% legal to operate • It's loaded with player-appeal

It's terrific for bringing in dollars... a coin at a time

BEST OF ALL, IT'S LOW PRICED...

SKILL CARDS



A new compact, non-electric coin-operated counter game with a sale price that can come out of the cash box within a week's time; or sooner. Only 7½ in. high, 12¼ in. wide and 17 in. long.

Full 52 card deck, plus wild cards, makes for all the exciting card hands that have made card playing the most universally accepted game in the world.

Operators find that big earnings from SKILL CARDS enable them to buy other higher ticketed equipment.

HERE ARE SOME TYPICAL COLLECTION REPORTS:

"...took in \$15.00 per day..."

"...send 10 more quick..."

"...the hottest game I've seen in years..."

(*names of locations available on request—call collect)

The entire country is talking about SKILL CARDS

Sturdy construction, Formica finish, perfect anti-tilt "ACE" ABT 5c coin chute. Mounts on light aluminum stand or fastens easily to wall with brackets. Stands and brackets available from us.

IMMEDIATE DELIVERY ORDER TODAY

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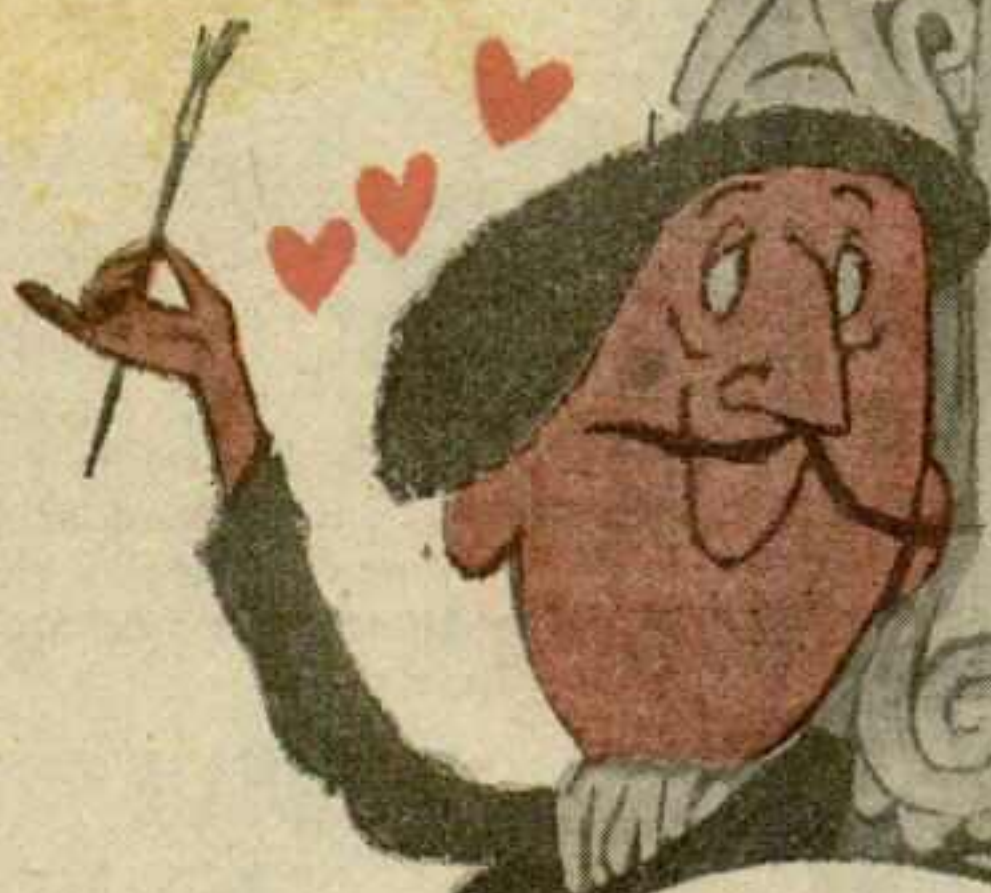
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**WORDS?
WHAT
CAN
THEY
SAY?**



WEEK OF
JAN. 9

SEEBURG

ARTIST OF THE WEEK

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

JUMPIN' WITH A SHUFFLE
JONAH JONES (CAPITOL)

THE MAGIC OF EARL GRANT
EARL GRANT (DECCA)

SING A SONG WITH
KNUCKLES O'TOOLE (GRAND AWARD)

Seeburg's fresh and alluringly modern beauty does speak for itself. But words can tell you *this*:

Never before was there a phonograph with a silhouette so sleek, so trim, so clean and uncluttered. And so beautifully right for *today*. Yes, and compact. Seeburg is the compactest. There's not a single useless dimension on it.

Like everything else built *into* Seeburg, all this style and beauty are there for just one purpose: To generate more profitable play. That means more in it for the location, more in it for the operator.

PERSONALIZED FOR YOUR LOCATIONS!



Count the 7"-Single 33 $\frac{1}{3}$ Labels! You'll be amazed how many there now are! See the special Seeburg advertisement in this issue's Music-Record Section.