

BILLBOARD MUSIC WEEK

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

Wallichs Sets Ticket Agency

HOLLYWOOD — Clyde Wallichs is adding a ticket agency to his three Music City stores to serve as a traffic builder. The actual "hard tickets" will be handled as opposed to the prevalent system of giving the buyer a redemption slip which has to be exchanged at the box office for ducats. There are only two places in this area where hard tickets to the Dodger baseball games can be purchased. Music City's ticket windows are kicking off their operation with the sales of Dodger ducats. They will handle tickets to other sporting events, theatrical and musical performances. Ducats will be sold at actual box-office price since Music City won't be functioning as a

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HARMONY ON CAPITOL HILL

WASHINGTON — This is National Barbershop Harmony Week, and the Nation's Capitol began celebrating Sunday (9) with a concert on the main Senate steps of the Capitol. Prime movers in the Capitol songfest were devoted barbershoppers Sen. Oren Long of Hawaii and Sen. A. Willis Robertson of Virginia, both Democrats.

Scheduled for the get-together on the Capitol steps concert were 400 voices of the Chorus of the Potomac, made up of barbershop quartet singers from the surrounding areas and all members of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America (SPEBSQSA).

Coinmen Thumb Noses at Recession, As Juke Box, Game Collections Rise

By AARON STERNFIELD

NEW YORK—Flying in the face of all economic logic, the nation's juke box and amusement machine operators seemed determined to make money in 1961. While the unemployment rolls continue to swell, and economic experts talk hopefully about the recession "bottoming out" sometime this summer, operators of coin music and amusement devices are right now on the verge of what may prove to be their own little private boom.

Reports from such BMW correspondents from such diverse points as Boston, Memphis, Denver and Los Angeles—and a half dozen other market areas in between—are vir-

tually unanimous in their theme: Collections have picked up sharply since the first of the year, and they will keep rising for the next few months.

While nobody really seems to know why operator collections and distributor sales have made such a marked comeback after one of the worst of all post-war years, the phenomenon has provided a field day for traders who fancy themselves economic experts.

Depression Theory

Most commonly held theory is that the coin machine business—a depression baby—thrives during rough times. This theory, carried one step further, is that when money is tight, people will eschew the more expensive forms of entertainment in favor of the local tavern, with its juke boxes, pin games and shuffle alleys.

The nice part about that theory is that nobody can disprove it. But nobody can prove it either.

The facts simply don't add up to increased operator collections and distributor sales. While the game manufacturers are coming out with their fair share of new models, no real hot piece of equipment has been introduced this year.

Old Reliables

In fact, California operators report that vintage shuffleboards,

pool tables, and eight-foot shuffle alleys are often outgrossing newer pieces.

And there is little in the juke box field which would account for the increased collections. Eventually, the 33-single record may make possible the sort of programming which will recapture the adult market—but right now this programming is in its infancy.

By all economic yardsticks, collections in the Detroit area should be off. Unemployment has reached dangerous proportions in the one-industry town, and retail business is suffering. But BMW correspondent Hal Reves reports that while coin machine collections are still below normal, they have been going upward steadily ever since the first of the year, and operators are meeting their notes on equipment.

Memphis Mystery

Elton Whisenhunt, BMW's Memphis correspondent, heard this statement from a local operator: "The mystery is this: with many out of work, where do they get the money to play the machines?"

The answer may well be that the \$2 or \$3 they spend on beer and the juke box on a Saturday night last year may have been cocktails and dinner and a \$10 bill.

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Hot Bidding for Top Disk Names Recalls Long-Term '40 Pacts

By BOB ROLONTZ

NEW YORK — Some of the most intense bidding in recent record business history for top rock and roll, pop and even jazz names, is now going on. The firms doing the bidding are the larger ones. The contracts they are offering

bring to mind the long-term, lucrative record artist pacts of the 1940's. Right now Paul Anka is considering offers from a number of record labels, to take effect after his pact with ABC-Paramount ends in the spring of 1962. It is understood that RCA Victor has

offered young Anka the most intriguing pact, with a \$40,000 a year guarantee for 10 years and a royalty of at least 5 per cent plus 2 cents a side mechanical royalty on his own songs. This in effect amounts to a 9-cent royalty since Anka usually writes and publishes the songs he records. Anka has also reportedly been offered a number of TV spectaculars.

Meanwhile ABC-Paramount is not standing idly by. With the possible loss of Anka impending in 1961, ABC-Paramount, who snagged Ray Charles from Atlantic a little over a year ago via a \$50,000 a year guarantee for five years, and has been eminently successful with Charles both on singles and albums, is now bidding for two well known pianists. One is Erroll Garner, whose pact with Columbia runs out in June

of this year, and the other is a veteran record name, whose piano work and vocalizing have kept him on the charts for the past 10 years.

Bids Abound

This is only part of the maneuvering that is now going on for the big names. A top singer on a strong indie label, has to brush off the constant bids that reach him every time he has another record hit. Nina Simone, while she was having contractual difficulties with Colpix, was offered as much as \$50,000 as an advance if and when she was no longer under contract to the label. Colpix also came through with a \$25,000 advance to Dick Gregory, the new comic who burst on the entertainment scene only a few months ago via his stint at Chicago's Playboy Club. Gregory

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Calif. Cats Debut Real, Grass Roots Blue Disk Club

LOS GATOS, Calif.—A bunch of down-home cats in this city have started a blues record club, with all releases on the Arhoolie label. The firm offers blues shouters who sing "real, low-down, uncorrupted blues." At the moment the firm has six albums available featuring Mance Lipscomb, Big Joe Williams, the Black Ace, Lil' Son Jackson, Delta Blues, and Mercy Dee.

Club offers three LP's for \$12, or all six for \$23. For neophyte blues fans the club offers a blues sampler record to new members for \$3, called "Blues and Trouble" which features all of the artists who are on the Arhoolie label, as well as Lowell Fulson, Sam Chatman, Jasper Love, Robert Curtis Smith, Butch Cage, Willie Thomas, and Whistling Alex Moore.

Nippon Jock Outlines Need for U. S. Singles

By JUNE BUNDY

NEW YORK — Many indie manufacturers of current hit singles are missing out on a bonanza of potential sales in Japan because their disks aren't available to Japanese radio stations and

dealers, according to disk jockey-producer Fumio Suzuki of Radio KANTO, Tokyo.

Suzuki arrived in New York last week with K. Wakamiya, managing director of KANTO, who was invited to tour the U. S. by the State Department to survey the radio and TV operations here. In addition to his deejay duties, Suzuki is also executive assistant to Wakamiya.

The Japanese broadcasting executives are stopping off here as part of a three-month global trip, during which they will be the guests of governments in Canada, the United Kingdom, France, Denmark, Germany, the Netherlands, Switzerland, Belgium, Italy, Spain, Greece, the United Arab Republic, Singapore, Hong Kong, Sweden, Austria and Thailand.

Radio KANTO, which covers the entire country of Japan, devotes 85 per cent of its programming to U. S. records, with special emphasis on American pop singles. Suzuki produces six record shows for the station (three of which he emcees himself).

The programs include "The American Juke Box," which features disks listed on BMW's Hot

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AMERICA'S GREATEST Music Makers are on DECCA-CORAL RECORDS!

SEE PAGES 4-5

SORD Steps Up Campaign to Establish More Local Dealer Group Affiliates

Buffalo Retailers Follow Cleveland Lead In Climb on Prexy Judkins' Bandwagon

By REN GREVATT

SYRACUSE — The Society of Record Dealers of America, thru the person of its traveling president, Howard Judkins, of Garden Grove, Calif., has moved swiftly to implement the establishment of local dealer group affiliates, on the heels of resolutions passed at the group's recent board meeting in Coral Gables, Fla. This week, the Record Dealers of Greater Buffalo and the Associated Record Dealers of Cleveland, became the first and second local groups to pledge affiliation.

At a dinner meeting of more than 40 up-State New York dealers at the John Milton Hotel here Wednesday (5), Buffalo Association president, Lou Dell, said his group was joining hands with SORD immediately. SORD president Judkins, in a speech, revealed that at a meeting of the Cleveland dealers at which he was present

TV Series, Pic Set as Latest Newhart Deals

CHICAGO—Bob Newhart, already one of the hottest items on wax, is adding a regular network television show and a motion picture to his seeming daily-widening sphere of activity.

"Button-Down" Bob has signed with Paramount to do a picture, "Hell Is for Heroes," starting May 14. His television show will start in October, aired on NBC, Wednesday evening, 9:00 EST, following the Perry Como show.

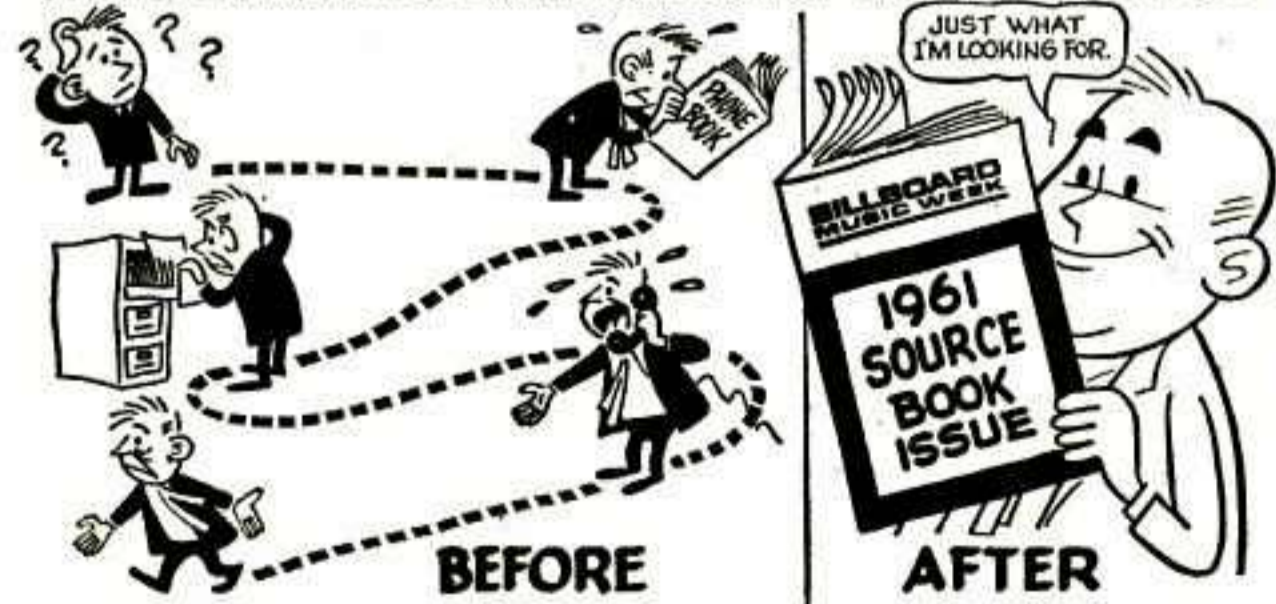
In addition he's just finished a series of 68 individual concerts throughout the country, which started last January. His current tour, through the East, winds up May 7 in Montreal, and covers no less than 18 consecutive performances in as many days.

Film

He starts filming his Paramount movie May 14, spending three weeks in Fort Knox, Ky., then going to the Coast for nine weeks. Co-starring will be Bobby Darin, Steve McQueen and Fess Parker. Newhart plays an army efficiency expert who finds himself on the

(Continued on page 45)

A MUSIC-COIN MAN LOOKING FOR SUPPLY-SERVICE SOURCES:—



See Last Page Card Insert For SPECIAL

Cut Price Introductory Offer "SOURCE BOOK" Order Form

Send Order to Billboard Music Week 2160 Patterson Street Cincinnati 22, Ohio

Tuesday (4), a majority of members voted for SORD affiliation.

Cites Improvements

Judkins, who was the principal speaker, discussed at length the accomplishments and goals of SORD. He told the dealers that the principal headaches of clubs and price discrimination remain but that major companies have begun to "clean house," by discontinuing extra discounts to rack jobbers and one-stops. He pointed out that indie companies are the major problems in these areas at the moment.

Judkins referred to a full page color ad he had seen in a magazine recently on Florsheim shoes. "It was an appealing ad and I needed a new pair of shoes so I went to a store and bought a pair," he noted. "But if the ad had offered a free pair of shoes if I bought two pair, I probably would have sent in a mail order and never would have gone to the store. Our record business is the only business where this can happen. It's the only business where our bread and butter product is given away as premiums by banks, building and loan associations and all kinds of groups.

"It's also the only business where you find a one-stop distributor also selling at retail. The only thing we

can really do about these ills is to organize ourselves and be strong."

Discrimination

Referring to the matter of alleged price discrimination on the part of manufacturers, Judkins pointed to a recent action in which the Federal Trade Commission ruled that the Thomasville Chair Company, of Thomasville, N. C., unlawfully extended extra discounts to most favored dealers (big quantity purchasers). The FTC rejected arguments by the firm that its quantity discount schedule of 5 per cent to purchasers of over \$50,000 worth of merchandise a year was justified by lower costs of supplying larger customers. Judkins saw in this decision a potentially favorable application to the situation in the record field.

Reflecting his optimism on this point, Judkins noted that "Every dealer should have the same prices, terms and allowances and sooner or later this will come to pass." He saw in the Thomasville situation hope for a change in price practices exercised currently by some companies with regard to rack jobbers. "We have no quarrel with racks per se," he asserted, "We just feel that they should not get the extra price break."

Club Outlook

By the same token, Judkins said (Continued on page 48)

Radio Promos Go Al Fresco for Spring

NEW YORK—Radio stations are taking their promotions outdoors these days now that it's spring. Station WMGM, here, staged the first in a series of music festivals at Palisades Amusement Park, N. J., last weekend (8-9); Station WHEB of Portsmouth, N. H., celebrated with a "Spring Hay Ride" for more than 200 listeners April 4, and outdoor Easter egg hunts were sponsored by KOIL, Omaha, and WILS, St. Louis, over the holidays.

Projecting the outdoor promotion idea into the summer, deejay Glen Farrington, WTAX, Springfield, Ill., recently named superintendent of radio for the Illinois State Fair, is planning a deejay cavalcade for teen-agers August 12-19. More than 20 disk jockeys throughout the State have agreed to appear, according to Farrington,

who also plans to have record stars and bands on hand to entertain the youngsters.

Farrington is currently contacting distributors throughout Chicago in an effort to line up talent for the show, which will be held in the roof garden on top of the Illi-

DETROIT DISC'T HASSLE STIRS PROBE BY FTC

DETROIT — Dissatisfaction of dealers with current discount practices in the Motor City area, aired in an article in the March 27 issue of Billboard Music Week headed "Too Many Detroit Rack Operators," has "stirred up a hornet's nest" in the words of one dealer—and is resulting in governmental investigation here. Calls have been received by dealers from Federal Trade Commission offices in New York, and an attorney plans to come here Wednesday (12) to interview dealers.

Kenny Sihler, owner of Sihler's, a leading record dealer who sounded off in the article which led to the FTC action, plans to have a representative group of leading dealers in his store for a joint interview with the FTC representative.

Calls were also received by Grinnell's, long recognized as the leading music house in Michigan, and perhaps others preparatory to the local on-the-spot check-up.

A principal source of complaint were the low prices charged the public by discount operations, and how these operators can get records apparently at a much lower figure than other established retailers.

NARM MEETING DRAWS MAJOR INDIE BRASS

NEW YORK—Record executives from majors and indies are flocking to the forthcoming National Association of Record Merchandisers (NARM) to give out with opinions at the organization's forthcoming meet in Miami starting April 25. To date, Irwin Tarr of Victor, Mike Maitland of Capitol, Bill Gallagher of Columbia, Claude Brennan of Decca, Randy Wood of Dot, Leon Hartstone of London, Al Bennett of Liberty, and Dave Miller of Stereo Fidelity, are set to attend. They will speak on two "Sound Off" panels, set up by NARM executive secretary, Jules Malamud.

The NARM rack representatives on the panels are: Harold Goldman, Glen Becker, Ed Snider, Ed Jay, Bob Baker, John Billinis, Larry Rosmarin and Ken Sachs.

Seven record firms have recently joined NARM as associate members. They include MGM, Kapp, Reprise, Cameo, Colpix, Vee Jay, and Treasure. This boosts the NARM associate membership to 35.

Social events are planned at the NARM convention as well as business functions. There will be a dinner dance, and awards will be presented to key record artists, as selected by the rack jobbers.

Indie Labels Alerted as Jazz Crashes 'Hot 100'

NEW YORK — Independent jazz record manufacturers, who for years have been relatively unaffected by the hectic pop scene, are taking a new and long look at Billboard Music Week's "Hot 100" this week. Strong sales action on three jazz instrumentals is the reason. Two of the sides crashed onto the chart proper while another is on the Bubbling list.

One tune, "African Waltz," is responsible for two-thirds of the action. The Riverside Record ver-

sion by Cannonball Adderley broke into the "Hot 100" at No. 69, while Johnny Dankworth's original from Great Britain on Roulette occupies a slot on the Bubbling chart. Eddie Harris' "Exodus (in Jazz)" on Vee Jay is the other disk creating excitement. The tenor saxist's instrumental rendering of the "Exodus" theme came winging into the "Hot 100" at the No. 73 slot.

Quite a battle is developing between the two "African Waltz" disks. Both are wild, big band instrumentals, with the two alto sax-playing leaders featured. The original Dankworth cutting took off on the English chart where it now stands near the top 10. The State-side-made Adderley version was rushed out and hit the stores first here.

Two other jazz indies, Prestige and Argo, have done exceedingly (Continued on page 49)

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Europeans In Own Music Bid

MUNICH—The banning of the Elvis Presley hit tune from his movie "G.I. Blues" by the semi-state radio station in West Berlin and Bavaria has stimulated agitation for restrictions on the playing of foreign music generally.

The radio stations banned the Presley pop, "Must I Leave," on the ground that it represented a corruption of a German folk tune. The stations charged that corruption of German folk music was becoming general and producing a sort of musical "Gresham's Law," with the corrupted tunes driving out the genuine.

Now German songwriters have become interested in the demands of the British Songwriters' Guild for a quota system, limited to 10 per cent for pop disks, governing the broadcasting of foreign music.

German songwriters, furthermore, are looking into the stand of the provincial government of Lower Austria, where a pending law would levy a surtax on juke boxes to finance the "fertilization" (Continued on page 51)

Disk Club Deadbeats Burgeon Says Report

NEW YORK —An interesting item about record club deadbeats was brought to light by Forbes Magazine last month (March 15). The business publication commented on the stockholders report of Book-of-the-Month Club, which handles the RCA Victor Record Clubs, for the first six months of fiscal 1961 (ending June 30). The report noted that on BOMC record-breaking sales and commissions of \$15.1 million, net was down to \$289,000, or 73 per cent under a year ago.

According to BOMC president Axel Rosin, in addition to high advertising and promotion costs, BOMC was faced with a high number of mail-order deadbeats, customers who ordered BOMC wares by mail but didn't pay their bills. And the report went on to say that most of these were not book customers or classical music fans, but buyers of pop albums.

The BOMC president noted that the incidence of bad debts in the Victor pop record club was three times as high as in the classical

club and the firm's book club. In fiscal 1958, when the pop disk club started, BOMC's reserve fund for "doubtful accounts" came to about \$500,000. By last June 30, this reserve was built up out of what would have otherwise been operating profits, to about \$2 million. Sales in this period were up only 64 per cent. Forbes comments that if not for the abnormally high bad debts last year, earnings at BOMC might have been \$2.04 a share, instead of the reported \$1.73.

Rosin stated that the bad debt situation had stabilized so far this year. He doubted tho that BOMC's earning this year would equal last year's because of high promotion costs.

The BOMC report on record club deadbeats is borne out by a number of stories from college campuses. Many students at fraternity houses have told how one of their members would join a record club under an assumed name, and when the time came for pay-

(Continued on page 48)

TOP TALENT SET TO ENTERTAIN NARAS GUESTS

NEW YORK—A top array of talent has been assembled to entertain guests at the annual dinner and dance of the National Academy of Recording Arts and Sciences next Wednesday (12) at the Hotel Astor here.

Among the headliners will be Count Basie, Dave Brubeck, the Modern Jazz Quartet, Paul Anka; Lambert, Hendricks and Ross and others to be announced. Manny Albam has also put together a big band of well-known studio men for the affair. Ted Wallerstein has been named toastmaster. A host of big name personalities, some of them previous NARAS award winners, will make the award presentations.

Ram Opens Chi Office in New Production Program

CHICAGO — Personality Productions, well-known personal management firm headed by Buck Ram, is opening a Chicago office—first step in a new program for independent production of record masters being launched by the firm.

Ram said he intends to enlarge on screening of disk talent and will record most of his own material. He plans to distribute through two Ram-owned labels, Ensign and Antler, or lease masters to other recording companies.

In line with the move, Ram named Summit Distributing Company here to handle his two firm's lines. Additional distributors for New York and other parts of the country will be named shortly.

Jean Bennett, associated with Ram for some eight years, will handle all public relations, promotion and publicity for the Ram enterprises. Miss Bennett's independently owned firm, Personality Promotions, has already been set up for this. Headquarters will be in New York. In time, she plans to handle additional talent accounts.

The Chicago office will be the third for Personality Productions. Ram already has offices in New York and Hollywood.

The firm is currently best known for its handling of the Platters (Mercury) and the group's lead singer, Tony Williams. About 15 other artists are also in the fold, and Ram said the number will be further expanded.

The Chicago office is being set up to screen more Midwestern talent and to improve promotional facilities for television, radio and live performances.

Ram said he was realigning his firm's concentration into recording of masters because the "whole success of an artist's musical career now hinges on his success in records."

Miss Bennett said she would try to get exposure for their artists by a series of personal performances—primarily touring the college circuit.

She noted that artists today can no longer depend solely on deejay promotion. She said many deejays had their hands tied with a station policy of top-40 programming and were unable to try new talent. She said the number of new records jockeys received each week also made promotion of talent difficult.

She said she's found from past experience that personal appearances directly affected the artist's sale of disks—that especially after a college tour the sale of that artist's disks in campus stores went up materially.

(Continued on page 8)

Boosey Back to Britain After U. S. Discussions

By BOB ROLONTZ

NEW YORK—Leslie Boosey, head of Boosey and Hawkes, and chairman of the executive board of PRS, the British Performing Rights Society, returned to London this week after his annual month-long visit to the U. S. Boosey was in the U. S. to visit ASCAP executives here and to discuss mutual problems with the Society as well as with BMI executives.

In an interview with Billboard Music Week, Boosey covered a number of both domestic

and foreign topics concerning the British and American music scenes. He said he believed the music business in Great Britain today was just about as frantic as in the U. S., especially on the pop level, with performances being of great import to music publishing business faced with declining sheet music sales.

The British executive, speaking on the serious music level, said that he felt serious American composers were handicapped in the U. S. due to lack of performance payments when a work was performed for a non-profit function. He noted that in Britain or on the Continent, serious composers were always paid when their works were performed unless it was a charitable affair, and "none of the artists were paid."

Commenting on the great growth of educational catalogs on the part of such publishers as Mills, The Big Three, etc., Boosey said that there was not the same rapid growth of this segment of the publishing business in Britain. He noted that the large number of marching bands and brass bands, that have mushroomed up in schools and colleges in the U. S., do not exist in Britain. However, he

(Continued on page 44)

FCC Legalities To Aid Grant

WASHINGTON — Deejay Milt Grant will have the Federal Communications Bar Association in his corner when the Commission takes action on the disputed \$10,000 reimbursement Grant asked in withdrawing his application for a Laurel, Md., radio station (Billboard Music Week, March 27).

The FCC notified the bar association last week that it could file comments on the controversial and fairly new requirement that applicant expenses in drop-out cases must be proved "legitimate and prudent." FCC Chief Examiner Cunningham had disallowed the \$10,000 reimbursement to Grant, although the deejay listed over \$23,000 in legal and engineering fees billed to him.

However, the fees in the Grant case fade to insignificance beside those in another pending contest over a new Massachusetts TV outlet in which one applicant claims even entertainment expenses in his \$43,000 reimbursement for withdrawal. An earlier drop-out in the same case was permitted \$25,000 reimbursement by the FCC's chief examiner in 1960 "without questioning its propriety," according to attorneys' statement of facts to the Commission.

Does Not Apply to Mergers

In the Massachusetts contest, Washington attorneys Cottone and Scheiner, whose fees to one applicant are listed as \$35,000, point out that the statute's new requirement does not apply to merger cases. In this instance, applicants New England TV Company, claiming the \$43,000 tab, including entertainment costs and \$35,000 lawyer fees, and Eastern States Broadcasting, claiming \$27,000 in fees, are "merging" via a stock

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FTC Complaint Against CRDC Declared Void

NEW YORK — The Federal Trade Commission last week moved to dismiss its complaint against Capitol Records Distributing Corporation. The week previous the FTC made the same move in its complaint filed last June against Columbia Records Sales Corporation. In the Capitol case, as in the Columbia, the FTC noted that since the complaint was issued, Section 317 of the Communications Act was amended so that record companies can send free records to radio and TV stations.

Capitol maintained when the complaint was issued against the firm last summer that it had never paid disk jockeys to play its records. CRDC President Mike Maitland said that the charge against Capitol was dropped because the FTC now agrees that free disk distribution to radio stations is no violation of federal law. He said it was unfortunate that CRDC had been placed in ill light by the FTC charge.

Disk Industry Aids Inter-American Music Festival

WASHINGTON—The Recording Industries Music Performance Trust Fund is helping to underwrite the second Inter-American Music Festival to be held here the week of April 22-30. Twelve concerts have been scheduled, with five major orchestras participating. World premiers of 24 commissioned works by outstanding composers of the Western Hemisphere will be performed, with high-ranking soloists performing. Tickets are available on request by April 14 to the Music Division of the Pan American Union, Washington 6.

Mrs. Kennedy is honorary chairman of the festival. John W. Hanes Jr. is chairman of the sponsoring committee which includes among its members Mrs. Jouett Shouse, chairman of the President's Music Committee of the People-to-People Program, and Donald M. Wilson, deputy director of the United States Information Agency. Mrs. Marjorie Post May, first vice-president of the National Symphony Orchestra Association, is honorary chairman of the committee, and Ralph E. Becker, of the Washington Board of Trade, is vice-chairman. Representing the Hill are Sen. Wayne Morse (D., Ore.) and Rep. Armistead I. Selden Jr. (D., Ala.), both chairmen of Latin American subcommittees in their respective houses.

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

LATE SINGLES SPOTLIGHTS

Pop

THE SHIRELLES

MAMA SAID (Ludix, BMI) (2:10)—BLUE HOLIDAY (Ludix, BMI) (2:20)—The girls are back again with two more hot sides. "Mama Said" is a bright, swinging tune, handed a powerful performance by the lead thrush; "Holiday" is a slow rockaballad with a sincere, persuasive lead vocal. Sceptor 1217

THE VIBRATIONS

THE JUNKERNOO (Arc, BMI) (2:26)—CONTINENTAL WITH ME BABY (Arc, BMI) (2:09)—On the "Pony Time" kick is this pair of teen-beat sides by the Vibrations, following up their "Watusi" hit. The boys swing "The Junkernoo" from the opening bar, while "Continental With Me Baby" features a wild vocal lead. Both are disks in the groove for teen dancers. Checkers 974

ANGELA MARTIN

GUAGLIONE (Fred Raphael, ASCAP) (2:36)—Young thrush Angel Martin bows on the new label with a winning performance of the Italian folk song with new lyrics. Lass has a striking quality and the backing is cheery. Flip is "My Locket Lost a Picture" (Darnel, BMI). Portrait 101

Rhythm & Blues

JOHN LEE HOOKER

I'M GOING UPSTAIRS (Conrad, BMI) (2:56)—The great blues chanter turns out an exciting shout on a solid up-rhythm, down-home effort. His background guitar has a strongly persuasive quality, too. Side should do business. Flip is "I'm Mad Again" (Conrad, BMI) (2:39). Vee Jay 379

LATE ALBUM SPOTLIGHTS

GIRLS! GIRLS! GIRLS!

Duane Eddy, Jamie JLP 70 3019—Duane Eddy and his swingin' little band salutes a flock of girl friends, both real and those who are only a song. "Brenda," which has touches of "Sweet Nuthin's," "Emotions," etc., is for Brenda Lee and "Tuesday" is for Tuesday Weld. On the other hand, there is "Mona Lisa" and "Tammy." All are done with the great Eddy guitar, the fancy saxophone and in some cases, a chorus. Smart, programmable wax. (For other single and album reviews see regular review section.)

LATE SPECIAL MERIT SPOTLIGHTS

Pop Disk Jockey Programming

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★★★★ (JURA) I SWEAR I LOVE YOU (Iris-Trogan, BMI) (2:16)

★★★★ IT'S BEEN A LONG, LONG TIME (Morris, ASCAP) (2:45) Columbia 41994



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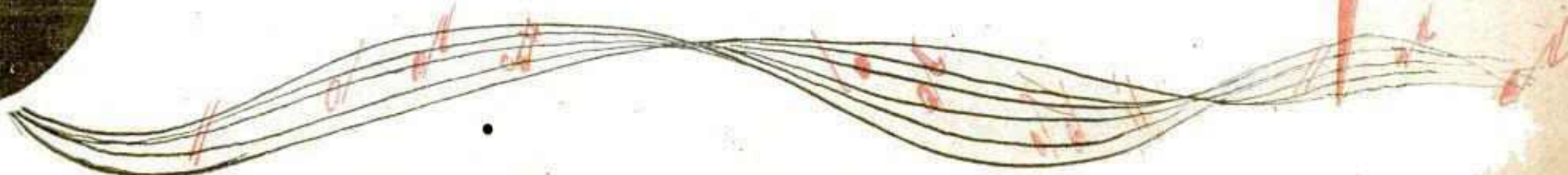
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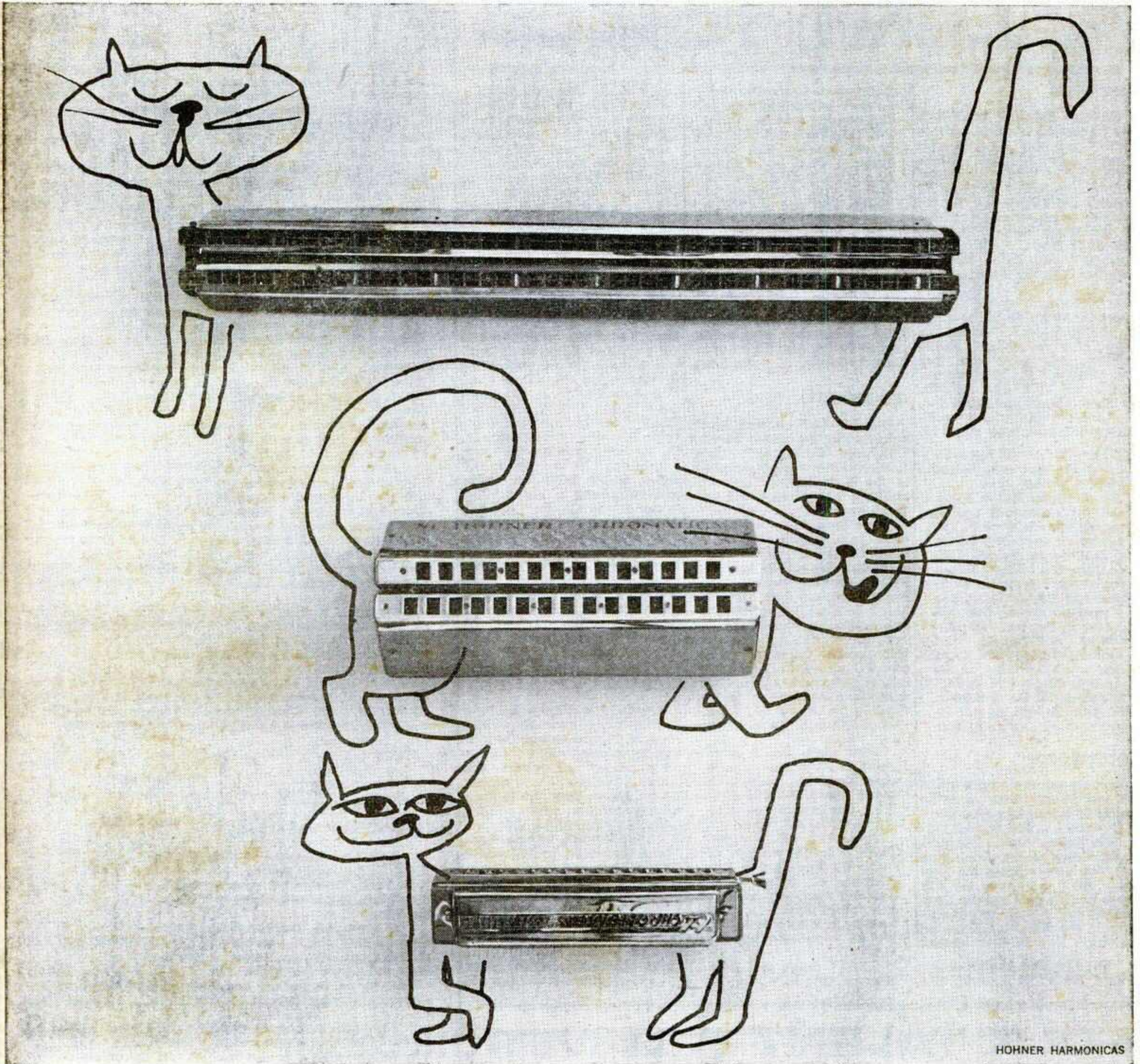
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This One



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TALENT TOPICS

NEW YORK

Violinist Ruggiero Ricci will give 12 concerts in Russia between April 20 and May 14, making his Moscow debut April 20. . . . Gene Malis, head of Valmor has started another label called Empress. . . . Ferrante and Teicher head for the Coast this week for an appearance on the Dinah Shore TV show. Meanwhile Don Costa flies to the Coast this week for a series of recording dates for United Artists. . . . Jerry Vale opens at the Mardi Gras in Baltimore on April 17. . . . Ewart G. Abner, general manager of VeeJay Records, became the father of a second son, Arthur Sheridan, two weeks ago. Boy was named for Art Sheridan, one time owner of Chance Records, for whom Abner originally worked. . . . Cannonball Adderley opens his European concert tour April 23.

Jorge Bolet will make his initial appearance in Poland May 26 through June 19. . . . The Fireballs, Buddy Knox, and the Fendermen are all playing tours in Canada. The Gaylords open at Lake Tahoe's (Nev.) Wagon Wheel Club on June 1. . . . Lionel Hampton returned from his European tour Sunday (9). . . . The Warren Covington Ork will appear at the Fort Hill Restaurant in Scarsdale, New York, April 12. . . . Paul Evans start a six-day stand at the Arameta Auditorium in Manila April 20. He then heads for Australia for a series of engagements. Bob Rolontz

HOLLYWOOD

Arranger-conductor Jimmie Haskell was named to the American Society of Music Arrangers' Board of Directors. . . . Bud Dashiell (formerly of Bud and Travis) is currently headlining at the Ash Grove here with his new group, the Kinsmen. After completing the Ash Grove run, Dashiell and the Kinsmen will start a two-month engagement in the Mandalay Room of Honolulu's Don the Beachcomber.

The Limelites headed eastward for an engagement at

Kansas State University, April 6, to be followed by stops at Auburndale, Mass.'s, Totem Pole (13), Vanderbilt University at Nashville (14), Dean Junior College at Franklin, Mass. (15), Ford Auditorium, Detroit (22), University of Florida (28) and a Chicago concert (29).

Johnny Burnette leaves for Melbourne, Australia, April 22, for a Down-Under one-nighter tour running through May 1. He will fly from Melbourne to Louisville, Ky., for a May 3 appearance on the Philip Morris show at the Fairgrounds Coliseum on the eve of the Kentucky Derby. Lee Zhitto.

CINCINNATI

Bob Newhart (Warner Bros.), supported by the Chadd Mitchell Trio, folk singers, pulled some 1,300 paid in a single performance at the Taft Theater Wednesday night (5), with ducats scaled from \$1.50 to \$3.50. . . . Comedian Clarence Loos, who made his disk debut in a song session on the Fraternity label several months ago, opens Saturday (15) in Lexington, Ky., for the three-week racing season at Keeneland Race Track. On May 3, he moves to the Spa, suburban watering place here, for a four-week engagement. . . . Lawrence Welk makes a return trek to Cincinnati Gardens June 12 for a single concert performance. He holds the record for a one-nighter at the local Gardens, in excess of \$40,000 chalked little more than a year ago.

Dick Clark due in town April 29-30 to participate in the celebration of WKRC-TV's switch from CBS-TV to ABC-TV. Due in on the same assignment May 6-7 will be Bud Collyer, star of "Number, Please"; Johnny Carson, of "Who Do You Trust?"; Don Morrow, of "Camouflage," and Jack Narz, of ABC-TV's new "Seven Keys." . . . Jay Fanning in town Saturday (1) for an appearance on Bob Smith's TV hop, beamed via WCPO-TV from the Hotel Sheraton Gibson, to plug his

new Acme Records release, "Won't You Be My Sweetheart" b.w. "It's Love." On Monday (3), Jay filmed a take for Bob Braun's TV hop which was aired Sunday (9) via WLW-T. Fanning departed Tuesday (4) for Manchester, Ky., for a parley with Acme label chief, Steve Keith, before flying East for more promotion work in the Philadelphia-New York sector.

Little Dickie Chaffin, currently plugging his new Hilltop Records release, "Lost Love" b.w. "Crying Heart," continues on personals in the Ohio and Pennsylvania territory along with his combo, the Cheyennes, and singer Janet Lane. Unit plays Millersburg, O., Saturday (15), and April 22 appears on "Sandy Lake Jamboree" at Sandy Lake, Pa. Carl Day, Coshocton, O., booker is plotting the route. . . . In line with its "good music" policy, Station WZIP has set up hi-fi equipment in the SkyChef Room of the Greater Cincinnati Airport, where Rex Dale tapes two hours of music and interviews from 5-7 p.m. daily for playback on the new segment of "The Rex Dale Show," heard daily in the 12 noon to 2 p.m. bracket. Show is sponsored by the SkyChef Restaurants, the various airlines and travel services and the new Barkley House Airport Hotel. Bill Sachs.

CHICAGO

The Gateway Singers head the Playboy Club's new bill starting April 21. Appearing with the folk-singing quartet will be George Kirby, singer and mimic; Ann Henry, vocalist - comedienne; Mickey Onate, song stylist; Mark Russell, political satirist - pianist; Chris Rayburn, vocalist; and Romer & Howard, comedy team. Joining the cast on April 28 will be Duke Marvin and Carolyn Gray, vocal-comedy duo. . . . Bobby Christian (Audio-Fidelity) and his 16-piece band begin their Midwest college concert tour this week. The college stomp, extending into May, takes the group to Bowling Green, Drake University, Ohio State, (Continued on page 50)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Gene Johnson, of the Gene Johnson Agency, has just returned to his Wheeling, W. Va., headquarters from a Western booking trip which carried him to Las Vegas, Reno, Lake Tahoe and San Francisco. The Johnson office currently has two attractions in Las Vegas—Abbie Neal and the Ranch Girls at the Showboat and the Sunshine Boys (Dot) at the Golden Nugget. In the East, Johnson currently has Stoney Cooper and Wilma Lee and Their Clinch Mountain Clan plus Jimmy Martin and the Sunny Mountain Boys on a string of one-nighters in Pennsylvania, New Jersey, New York and New England. . . . Beverly Mae Wilson, recovered from a long siege of illness, got back into action with a string of personals in the Los Angeles sector over the Easter weekend.

Liberty Records is hot in the country field with five current singles — Warren Smith's "Odds and Ends," Ray Sanders' "Lonelyville," Billy Strange's "Where Your Arms Used to Be," Doye O'Dell's "Two Sides to Every Story" and Bob Wills and Tommy

Duncan's "It May Be Too Late" b.w. "After All." This week Liberty is rushing to deejays two new singles by Shirley Collie and Floyd Tillman. . . . Capitol Records has set April 10 as the release date for the Buck Owens-Rose Maddox duet release, "Loose Talk" and "Mental Cruelty." Jimmy Brogdon, Oceanside, Calif., is handling the bookings on Miss Maddox, with Claude Cavinness, Pico Rivers, Calif., agenting for Buck. . . . "Sweet Lips," Webb Pierce's new Decca platter, is slated for release April 20.

Tommy Sosebee, Coral artist, has joined the cast of "Big D Jamboree," Dallas. . . . Floyd Tillman is back in Fort Worth after cutting another session for Liberty Records. . . . Frankie Miller has returned to his native Arlington, Tex., after a p.a. swing through the Midwest. . . . "Grand Ole Opry's" Hawkshaw Hawkins and Jean Shepard head westward for California this week. . . . The Jordanaires left Nashville last week for Hollywood, where they'll do a week of picture work at Paramount before flying on to Hawaii for the filming of the

flicker, "Blue Hawaii." Making the trip to the Coast with them were Bobby More, Hank Garland and Floyd Cramer.

Country singer Claude Gray appeared with Chill Wills, Connie Stevens, Martha Hyer, Sherry Jackson, of the Danny Thomas show, and singer Kiki Paige on "Cavalcade of Stars" presented at City Auditorium, Houston, March 30, by oil man Johnnie Mitchell on behalf of Jim Wright, one of a record-breaking 72 candidates in the race to fill the Senate post vacated by Vice-President Lyndon B. Johnson at last Tuesday's (4) election.

Bill and Bette Anderson announce their first release on the Anderson label in the form of a daughter, Terri Lee, born March 31 at Baptist Hospital, Nashville. . . . Johnny Henderson, who since 1946 has been shifting his activity from California to Texas and back, recently joined Wildcat Records, San Antonio, to form a subsidiary label, Hacienda, for which Rex Allen has cut 16 sides. Johnny reports a sudden influx of country (Continued on page 50)

THEATER REVIEW

Offenbach Wins 'Happiest Girl'

Nearly a quarter century ago, Jay Gorney and Henry Myers, along with Edward Eliscu, wrote Hollywood's most sprightly musical revue, "Meet the People," in which one lyric went: "Let's steal a tune from Offenbach—Put June and Moon to Offenbach . . . Offenbach is dead, dead and buried—Offenbach is dead, cemeteried—Offenbach is dead, he won't sue you—Offenbach is dead, can't get to you."

Myers and Fred Saidy, with musical research by Gorney, joined lyricist E. Y. (Yip) Harburg and took their own advice, in collaborating on a musical in which not one but all the tunes were taken from Offenbach. "The Happiest Girl in the World" also features, royalty-free, the ancient Lysistrata tale liberally adapted by Harburg from Aristophanes and Bulfinch. Among the tunes in the show is the very melody, equipped with new lyrics, which was used for the song quoted above from the pre-war effort, now re-titled "Oh Moon, How Soon."

It must be admitted that many of Offenbach's tunes are as sprightly and bouncy now as they were nearly a century ago. And they'll probably continue to be played a century hence. However, the musical theater has developed considerably since Offenbach's time and today's Broadway musical has its tunes tailor-made in mood and style to fit the content. A weakness of "Happiest Girl" is that this wasn't so back in Offenbach's time, and as perky as the tunes still may be, there is a sameness to their feeling which rubs off some of the charm by the end of the evening. Too, they do not graciously accept lyrics, even those as carefully wrought as Harburg's. And the much-told story, with all the changes is hardly fresh.

Despite these negatives, certainly big ones, the production wields a good deal of charm and Cyril Ritchard's broad direction certainly roused a favorable response from the audience. Paramount reasons are Ritchard and Janice Rule, the former constantly on-stage as Pluto, a saucy personification of evil, and Miss Rule perhaps the nicest thing to happen to Broadway this season. Her dancing, singing, and nymph-like spirit were thoroughly captivating. Add some fine efforts by Dran Seitz as Lysistrata and by Bruce Yarnell as Kinesias and there is reason for enthusiasm.

Columbia is releasing the original cast LP. Perhaps the strongest commercial efforts on it will be the title song, the ballad "Five Minutes of Spring," and "Adrift On a Star," the latter a reworking of the old "Barcarolle." Several other songs feature lyrics that are too blue, risqué or far out to rate important air play. If not a tremendous smash, the show nevertheless should do respectably enough to mean sales for the LP. As for the latter, it should prove the wisdom of stealing a bracket of tunes from a pretty good tunesmith named Offenbach. Sam Chase.

★ ★ ★

CONCERT REVIEW

San Remo Artists Score Here

American audiences had their first listen to the 1961 San Remo Festival songs and performers recently in Chicago and New York. The show, a power-packed line-up of top Italian disk talent, played two nights at Carnegie Hall and once in the Windy City.

A non-Italian, but nonetheless interested listener, at the Carnegie Hall stint had to come away with three distinct and divergent opinions: one, Italian singers have fine, strong, and controlled voices; two, Italian tunesmiths—especially on ballads—tend to be repetitious; and three, Italian-Americans are demonstrative supporters of the music and the singers from the land of their forefathers.

The enthusiastic audiences gave its biggest ovation to Lucian Tajoli who sang the winning festival song, "Al Di La." The vocalist, with a huge voice, affected the audience emotionally with each of his selections, second only to Tajoli, was the tumultuous greeting given to Tony Dallara. His Johnnie Ray-like interpretations have enormous popularity among Italians. Then, too, Teddy Reno, Italy's Perry Como and organizer of the San Remo world tour, scored with the near-packed house.

Fantasticchio, the one rock and roller on the bill sang one of Italy's hottest current items, "24,000 Baci." This placed No. 2 at the Festival. Sentimental favorite Aurielo Fierro was also called on again and again for encores.

The female performers were fine advertisements for the Italian way of life, both in voice and looks, but somehow the material they were given to sing fell far short of their physical and vocal endowments. As a matter of fact, aside from the winning "Al Di La," and one or two other tunes, much of the San Remo output this year was undistinguished.

Jack Maher.

Buck Ram Opens Chicago Office

• Continued from page 3

In addition to recording other talent, Ram intends to produce a series of LP's himself. These will be mainly instrumentals, and will be on his Ensign label. He'll feature music from different countries, such as "Buck Ram in Mexico," "Buck Ram in Belgium," and similar titles.

Ram and Miss Bennett said they were also looking for artists with "foreign language ability."

They noted the European market had become "tremendously important," to the point of becoming the "recorded musical center of the world."

She said Personality Productions currently had representatives in Belgium, England and France for screening of European talent and for purchasing of masters for release in this country.

Ram is a 25-year veteran of the music business as a composer, arranger and artist. Some of his better known compositions are "Only You," "Twilight Time" and the "Great Pretender." One of his first talent discoveries was the Three Suns.

His two labels, Antler and Ensign, have been primarily for production purposes up to now.

PROOF OF WARWICK'S SIGHT and SOUND PERCUSSION SALES SUCCESS FROM AN OUTSTANDING AMERICAN RETAILER



MUSIC CITY HIT LIST

The Top Sellers based on actual record sales at Wallichs Music City Hollywood, Lakewood Center and Downtown stores, as well as over 500 Music City Record Racks in Southern California supermarkets.

HIT LIST # 463 FOR THE WEEK ENDING 3/27/61

- # 3 Morty Craft and his Singing Strings Warwick-5004
in Percussion
- # 5 Concerto in Percussion Warwick-5005
- # 9 Glenn Miller meets the Dorsey Brothers Warwick-5007
- #11 The Soul of Jazz in Percussion Warwick-5003
- #14 The World of Percussion Warwick-5002
- #16 Percussion in Hollywood, B'way & TV Warwick-5000



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FREE
STEREO
SAMPLER!

4 SIZZLING SINGLE SELLERS ON THE NATIONAL TRADE CHARTS!

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2. BRASS BUTTONS . . THE STRING-A-LONGS . . Warwick M 625
3. A SCOTTISH SOLDIER . . ANDY STEWART . . Warwick M 627
4. WHEELS THE STRING-A-LONGS Warwick M 603



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... and 5 MORE COMING UP STRONG!

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MATT MONRO . . . MY KIND OF GIRL . . . Warwick M 636
2. Busting out all over!
THE FIREBALLS RIK-A-TIK Warwick M 630
b/w Yacky Doo
3. DON BACH CHEYENNE Warwick M 632
b/w Early in the Morning
4. SKIP & THE ECHOTONES . . BORN TO LOVE . . Warwick M 634
b/w Oh La La
5. Novelty Hit from Germany
FRITZ JOOL GLADIATOREN Warwick M 635
b/w Dixie

The **BIG** ones
are coming from
EUROPE...

"Never On Sunday"...
"Calcutta"...
and **NOW...**

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ORIENTAL

2 SMASH VERSIONS

The
ORIGINAL
with
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INSTRUMENTAL

**WERNER
MULLER**

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NEWS REVIEW

Warwick Series Sound Fan Bait

NEW YORK — Morty Craft's Warwick Records has unveiled a new "Sight and Sound" 5000 series of audio albums with the accent on percussion. Three of the initial seven sets contain a large string complement in center stage abetted by a vast array of percussion. In another case, there is a Ralph Burns big band set, again with the spotlight on percussion.

In other sets we find "The Soul of Jazz Percussion," "Concertos in Percussion" and "Glenn Miller Meets the Dorsey Brothers," again in the inevitable percussion. All of these have been obviously well-engineered and there is a great attempt to show movement of instrumentation, as though back and forth across a stage. Sound buffs will find a lot of what they like, and there is much that is danceable, including such wide-ranging items as "Concertos" by the Warwick Symphony and an all modern jazz presentation.

What strikes a reviewer here is the actual value of the use of the overworked word percussion, when in fact a bank of percussion may serve only to introduce an arrangement in the first 10 seconds or so, with the scoring then proceeding along more conventional lines. This appears a tendency today in many areas and a firm might be better off taking a less obvious merchandising approach.

The sets are: "Percussion in Hollywood, Broadway and TV," Craft and Singing Strings W5000ST; "Where There's Burns There's Fire," Ralph Burns W5001ST; "World of Percussion," Craft and Singing Strings, W5002ST; "The Soul of Jazz Percussions," various jazz artists W5003ST; "Percussion," Craft and Singing Strings, W5004ST; "Concertos in Percussion," Warwick Symphony Ork W5005ST; "Glenn Miller Meets the Dorsey Brothers in Percussion," W5007ST.

Ren Grevatt.

Atlantic Releases 2 New Packages

NEW YORK—Atlantic Records this week released two new LP's—"Double Exposure" by Chris Connor and the Maynard Ferguson ork, and Bobby Scott's "The Compleat Musician."

At the same time, Atlantic launched a special LP sales incentive plan, which the label's distributors will make available to dealers through May 15. "Double Exposure" is the result of an exchange deal Atlantic made with Roulette Records, whereby Chris Connor and Ferguson, a Roulette artist, would record together for both labels.

The agreement called for both albums to be released simultaneously April 10.

Vista 33 Single Due; Distributing Aurora

NEW YORK—The Vista label wing of Walt Disney Productions has joined the swing to a 33 pop single. The company has picked its current "101 Dalmatians" and "Cruella De Ville" disk to be the first titles released on the new speed. The two tunes, from "101 Dalmatians" film, are sung by a group called the K-Nines.

In another business area, Vista will handle national distribution of a new Aurora disk "Closer Than Kisses" by singer Wayne Sherwood. The tune is the first vocal version of the smash instrumental "Asia Minor."

ARDC Woos Key Dealers With Free Intro Disks

NEW YORK—In a move to spotlight dealer attention on its first two album releases, Records Producers Corporation (Allied Record Distributing Company label) is sending the two packages gratis to 700 key record dealers in 16 areas through the country.

The albums are "The Wonderful Teens" by Dick Powell, and "By the Fireside" by Walter Brennan. There are no strings (no billing, no consignment) on the free albums, which list at \$4.98, monaural, and \$5.98, stereo. In a letter to dealers—enclosing list of distributors — Mike Elliot, ARDC's general manager, explains that "Operations Bullseye" is designed to by-pass the distributor or one-stop, but to expedite availability of product at the inception of a release.

In line with this, Elliot urges dealers to purchase future albums in the series from their distributor or one-stop. However, he adds, if the LP's are not available from those sources, ARDC will supply them from Hollywood, c.o.d. in units of two or more at one-stop prices, with ARDC absorbing the c.o.d. and air-mail costs.

Dealers may put the two free LP's in stock and pocket the purchase price. However, a "bull's-eye" is stamped on the album's liner to avoid "inadvertent" return to distributor for credit or exchange.

The new album series is produced by Joe Leahy, who says the operation will concentrate on "name artists, and all-out exploitation."

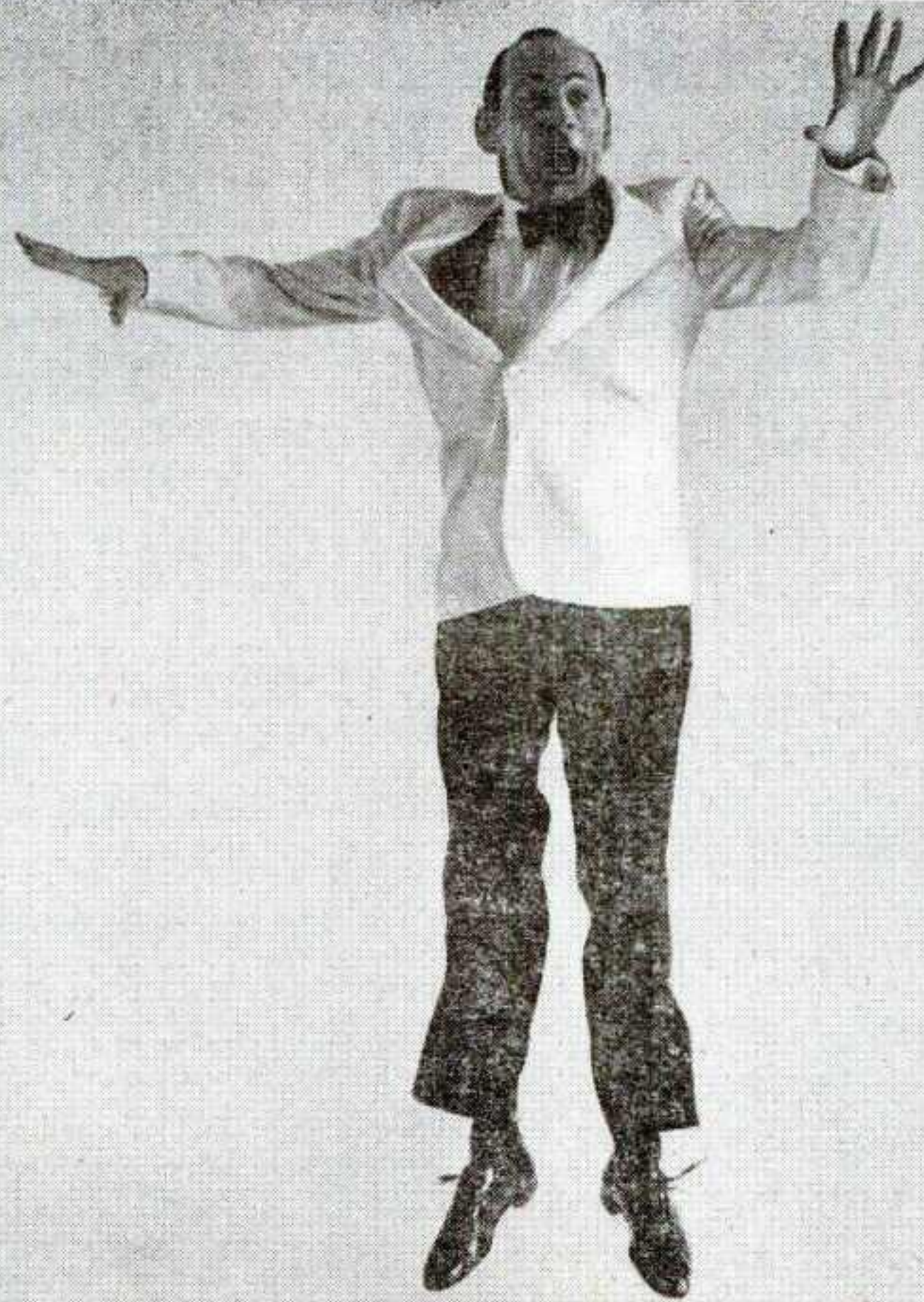
Nordisk to Distrib Philips, Heliodor Labels in Denmark

COPENHAGEN — An unusual and important deal, in re-distribution of records, was announced by the Philips A-S and the Nordisk Polyphon A-S firms recently, by which the latter firm will take over the distribution of the Philips and Heliodor labels, in Denmark, in conjunction with the labels it is now handling — Decca, Deutsche Grammophon, London, Polydor and Polyphon. This arrangement, which will become effective about July 1, will not affect other activities of the two firms, such as the waxing of platters, which will continue to be handled independently.

It was reported that the Dansk Gramofon record firm has expended a large sum in the purchasing of the Danish Karusell record firm, and will add the Karusell, and some other labels, to its own Storyville Sonand and Debut labels. As Anders Dyrup, of Dansk Gramofon records, is currently on a business trip in the U. S. A., more news can be expected upon his return.

GOLFING CATS SET CLASH DATE

HOLLYWOOD — The second annual West Coast industry golf tournament will be held on October 6, 7 and 8 at the Indian Wells Country Club in Palm Springs. A \$5 registration fee will be charged. Pat Boone is chairman of the committee which includes publisher Sid Goldstein (Buddy Morris), publisher Dave Jacobs (Chappell), publicist Norman Green, and Billboard Music Week's Bob McCluskey.



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"BELLS"

**"BOW &
ARROW"**

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BIGGEST YET
CARNIVAL**

ORIGINAL
CAST
ALBUM

MGM RECORDS THE STARPOWER LABEL

**TV FILM SERIES
FOR MAHALIA**

HOLLYWOOD — Mahalia Jackson will be featured in a half-hour TV film series, "Mahalia Jackson Sings" to be made by Television Enterprises Corporation. Columbia Records Coast a.&r. chief Irving Townsend will serve as executive producer of the show. The series calls for each program to spotlight a name guest star.

The first lady of the gospel singing realm will be backed by a 25-voice choral group. Miss Jackson will turn over her share of the show's take to the Mahalia Jackson Temple, now under construction in Chicago.

**Decca-Coral Set
April Promotion**

NEW YORK — Decca and Coral Records embarked on a month-long promotion today (10) on 13 new releases and 88 catalog items, under the general slogan, "America's Greatest Music Makers Are on Decca-Coral." The program ends May 5.

The music makers referred to include Carmen Cavallaro, Warren Covington, Irving Fields, Ralph Flanagan, Pete Fountain, Jan Garber, Henry Jerome, Sammy Kaye, Wayne King, Liberace, Guy Lombardo and Big Tiny Little. The merchandise covers one new album by each of these, a 13th set which has one track from each of the other 12, and all catalog material by the artists involved.

According to Decca-Coral national sales manager, Claude Brennan, an incentive program is open to qualified dealers. Display material and other sales aids are also available. Artists involved, many of whom are on concert and prom tours, will be making local deejay visits and store appearances.

**Rydell Would Add
To Act Personnel**

PHILADELPHIA — Bobby Rydell, teen-age record artist, once again had to turn to the local courts for permission to spend money. He petitioned the Orphans Court here for permission to hire and pay a musical director and drummer. The 18-year-old singer, acting through the guardian of his court-appointed estate, Judith J. Jamieson, declared that the proposed additions to his entourage, costing the estate \$550 a week, would be in his "best interest."

Judge Harold D. Saylor received the petition and took the matter under advisement. Rydell has been singing in night clubs throughout the country recently at salaries upwards of \$3,500 a week.

The prospective musical director, Joe Zito, would get \$300 a week plus expenses. The drummer, Raymond Deeley, would receive \$250 a week, without expenses.

**Versailles Album Due
On 20th-Fox Label**

NEW YORK — An agreement between the French Versailles label and 20th-Fox Records here will bring two LP's from the European diskery per year and a number of singles. First of the two albums to be released under the 20th-Fox banner is "Carvelli and His Magic Violins." It is due to bow in April.

Carvelli is the young arranger-conductor discovered by Ray Ventura, Versailles chief, and has been the recipient of the Saint Germain Award for arranging and conducting.

**Sims Quits Post
At Bourne Music**

NEW YORK — Lester Sims anklebited his post as general professional manager of Bourne Music after four and a half years with the Bourne firms. While at Bourne Sims was responsible for creating a large number of hits for the firm, including "Are You Lonesome Tonight," "Dance Everyone Dance," "Gold Mine in the Sky," "Love Letters in the Sand" and "Armen's Theme."

Sims, a veteran music man, had been with the Big Three as general professional manager of Miller Music for 15 years prior to joining Bourne. At Miller the tunes he helped get on the charts included "Ruby," "Be My Love," "I Need You Now" and many others. In addition to his activities as professional manager of music companies, Sims is also an accomplished musician and a lawyer. His future plans will be disclosed shortly.

**Kapp Sales Brass
Set Spring Pitch**

NEW YORK — "Operation Exposure," has been tagged as the slogan for the new spring sales program for Kapp and Medallion Records, according to Phil Skaff, recently named national sales manager. Skaff and each of the key sales and promotion operatives of the firm are on the road this week introducing the program.

Moe Preskell is on the East Coast, covering singles. Preskell recently joined the promotion wing. From the sales end, Chris Saner will cover distributors, also in the East. Macey Lipman hits the South and Southwest, Joe Cerami will be on the West Coast and Skaff himself will cover the Midwest. Emphasis on the trips being made will be on singles by Roger Williams, the Grasshoppers, Jerry Jackson, Lorenzo, Jack Jones and Joe Sherman.

**Indigo to Deb New
Jazz Album Series**

HOLLYWOOD — Indigo Records will launch its "Gold Band" album series aimed at the \$4.98 price level with the kick-off release to be a Cy Coleman treatment of the "Wildcat" score, and a Bob Rogers Orchestra LP. "Gold Band" series will be devoted primarily to jazz fare.

Indigo acquired the Coleman master from Sid Goldsten. Label also purchased the master to Pat Zill's "Pick Me Up On the Way Down" single. Part of the purchase deal brings the artist into the Indigo roster.

**NAMM MUSIC
WEEK MAY 7**

CHICAGO — The National Association of Music Merchants (NAMM) has designated the week of May 7 through 14 as National Music Week. The celebration this year, the 38th annual observance, will follow a theme of "Let's Make Music — Around the World."

The NAMM is mailing booklets to their dealer members on how they can best make use of the worldwide idea. Members are also urged to work closely with their local NAMM organization and music societies for musical festivities.

Musicor Inks Two New Acts

NEW YORK — Musicor Records has signed two new disk acts — Ernie Tucker and the Operators and Jesse James. At the same time the firm scheduled its first album release "Bass, Drums and Vibes" by Frankie Brown and his trio.

The artists' first singles will be released this week, along with a waxing by the Darby Sisters. Musicor is distributed by United Artists Records.



**"LITTLE
EGYPT"
(YING-YANG)**



**The Coasters'
NEW SMASH!**

b/w KEEP ON ROLLING

A Lieber-Stoller Production
ATCO 6192

the long-awaited record by

JAMES RICKS

one of the greatest voices in the industry!

"YOUNG AT HEART"

b/w HI-LILI HI-LO
ATCO 6193

Arr. & Cond. by Stan Applebaum
A Lieber-Stoller Production



ATCO RECORDS

JOINING "TOP 40" IN OMAHA & DES MOINES!
"WILD DESIRE" by ANDY DOLL

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RECORD DEALERS

Any Complaints?

The Association of Record Dealers of N. Y. and N. J. realizes the chaotic conditions that exist in the retailing of records. Such as: Price Discrimination, Special Deals, Record Clubs and many schemes.

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Record Dealers are invited to voice their ideas at our next meeting Tuesday evening, 8:30, April 25, at the Park Sheraton Hotel 55th St. & 7th Ave., N. Y. C.

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MESS
AROUND"**

and

**"GOOD GOOD
LOVIN'"**

P # 822



2 ROCKIN' SIDES BY

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THE CONTINENTAL WALK

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Including such all-time hits as the *Coffee Grind*, *Look at Little Sister*, *Finger Poppin' Time*, etc.

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KING

RECORDS, 1540 BREWSTER AVE. CINCINNATI 7, OHIO

MUSIC AS WRITTEN

• Continued from page 6

Columbia Records will issue a **Mitch Miller** recording of his own title tune, Eddy will record it for the **Jamie** label, and **MGM Records** will issue the sound-track album. . . . From the same label you can expect a **David Rose** LP treatment of "Cimarron," featuring **Franz Waxman's** title tune. . . . **Morris Stoloff** has finished scoring **Josh Logan's** "Fanny" score for **Warners**. . . . **George Duning** is doing six scores per year for **Columbia**; his latest is **John Ford's** "Two Rode Together. . . . **Slim Gaillard** will introduce "Something Like That," **David Saksin's** original tune, in **Paramount's** "Too Late Blues," the jazz-flavored film starring **Bobby Darin**. **Lee Zhitto**.

Boston

Joe Broderick is the new sales manager at **Columbia Records**, replacing **Ed Masterton**, who has moved back to **Philadelphia** to take the same position there. **Broderick** was formerly with the **Columbia distributor** in **Hartford, Conn.** Promotion manager **Sal Imgeme** reports **Columbia Mitch Miller** month hit bonanza heights for the label and **Mitch**. . . . **Bert Johnson** of **Dumont Distributors** gave **Tony Orlando**, **Epic** artist, plenty of exposure on **Bob Clayton's** TV show and **Artie Ginsberg's** seven-hour talkathon for charity. **Bert** says this is the first time they've gone so big on a new artist. He also had **Santo** and **Johnny**, **Canadian-American** record artists on the **Clayton** show and with **Dave Sennet** at **Providence, R. I.**, station **WPRO**.

Capitol's Bob Taylor finds dealers' interest sparked by **Billboard Music Week** stories on discounts and **Angel's** discount program helping dealer sales. He increased the sale of **Obenkirchen** Choir album by getting the children on the "Bozo the Clown" TV show on **WHDH**. Choir came in for appearance at **Symphony Hall** and **Bob** made the most of it. **Kiddie** viewers plagued parents to buy record. Result—sales zoomed.

Cameron Dewar.

Philadelphia

Eddie Heller, album a.&r. chief for **MGM**, in town to do a time check on the new musical, "Carnival," with the original cast album to be cut in **New York**. . . . **American Music Guild, Inc.**, filed for an application of incorporation to carry on its business in **Pennsylvania** for the sale of stereo and hi-fi equipment. . . . **National Record Club** was organized here by **Irvin Rubin** and **Alvin Gassel**, setting up a plan that provides a free player with memberships. . . . **Record Tree, Inc.**, is the newest record shop to set up shop in town. . . . **Morris Feldenkreis**, known as **Mark Field**, introduces his own **Marpel Records** label. . . . **The Williams Company**, for many years the leading one-stop record shop and largest music machine supplier, has added for the first time a sideline of appliances, TV receivers and refrigerators. . . . **S. H. March** is successor to the center-city **Discount Record Shop**. **Maurie H. Orodener**.

Cincinnati

Bill Downer, of **Northern Music Corporation**, **New York**, in town last Wednesday and Thursday (5-6) to plug his firm's new product, "Sincerely Your Friend," which **Benny Joy** has waxed on the **Decca** label. Flip is "New York Hey-Hey." This was **Downer's** first visit to **Cincy** since 1939, when he had the **Charley Spivak** orchestra here. Accompanying **Bill** on the round of radio station here was **Harry Silverstein**, of the **Nashville Decca** forces, who was in for a huddle with the label's local distrib and to visit his numerous deejay and music contacts around the town. **Downer**, who has been on the road two weeks through the **East** and **Midwest**, departed **Friday (7)** for **Pittsburgh**, after which he'll spend several days in **Nashville** before returning to **New York** headquarters this weekend.

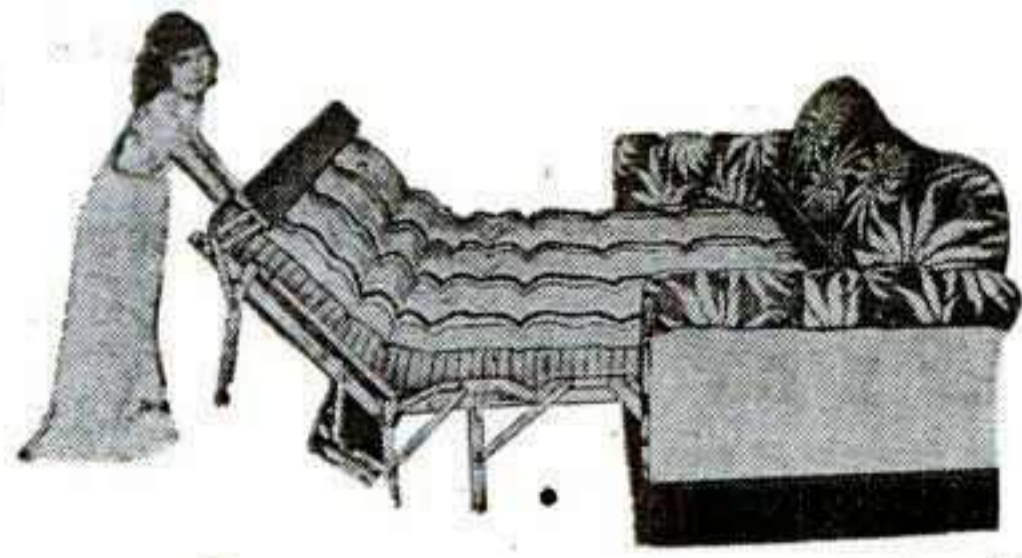
Fraternity Records bossman **Harry Carlson** last week made another hurry-up swing through the **East** to plug **Bobby Bare's** new **Frat** release, "Book of Love," which **Harry** claims is catching on like a house afire in various sections. **Carlson** spent two days in **New York** on business concerning his label's artist, **Jack Larson**, who is slated to sign a pact soon that will net him some important movie and TV work. . . . **Tom Dever**, who has been covering the **Kentucky** area on promotions for **Decca**, has joined **Decca Distributing Corporation** here in the same capacity, succeeding **Tom Moore**, who recently joined **Is Nathan's** Hit Records Distributing Company here. . . . **Johnny Carterelli**, who formerly labored as deejay-performer under the name of **Johnny Paris**, is quitting his promotion post at **Columbia Records** Distributors here to move to **Hollywood** for TV work in the series which **Guy Mitchell** and **Audie Murphy** will debut there in the fall. **Bill Sachs**.

Milwaukee

Local No. 8's Annual Musician's Ball at the **George Levine's** **Million Dollar Ballroom** drew big turnout **April 5**. **Bandstand** featured 22 local bands and combos, al for a \$1 admission fee. . . . **Henry Aubuchon**, **Columbia Records** salesman for wholesaler **Morely-Murphy Company**, was stricken by a heart attack. He is at **St. Joseph Hospital**. . . . **New Mercury** promotion man at **Garmisa Distributing Company**, **Ben Wood**, is making plans to move his family here from **Dayton, Ohio**. . . . **Danny Driscoll**, handling promotion chores for the new "Smash" label, was a business visitor here. . . . **Art Aaronson**, working out of **Green Bay**, is the new northern territory salesman for **Garmisa Distributing Company**.

Record artists slated for quick promotional visits include **Nick Noble**, to plug his new **Coral** waxing and two **RCA Victor** stablemates, **Al Hirt** and pianist **Peter Nero**. . . . **Milwaukee** audiences will also be able to take in two traveling **Broadway** musicals in **April**, "Fiorello" and "Flower Drum Song." . . . A world premiere is slated for **April 25** at the **Fred Miller** Theater when the original musical "Adam the Creator" by **Sam Lawent** and **Ray Boyle** makes its debut. **Benn Ollman**.

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YOU'VE SEEN HER—
NOW HEAR HER**



Bernadette

AND HER SWINGIN' BEARS

For the last 12 years, since the age of 4, Bernadette has chalked up a reputation as the nation's most televised little girl! Now hear the teenager that all America has taken to its heart—with two of the most exciting new hit songs ever recorded!



LISTEN TO THESE GREAT NEW RECORDS, SUNG BY BERNADETTE, BACKED BY THE SWINGIN' BEARS... THEY ADD UP TO THE NEWEST SINGING SENSATION!

The Cash Box: Newcomer's Pick of the Week
Billboard Music Week: ★★★

CRAZY YOGI

B 1001B

AND

**WHEN YOU'RE
DANCIN' WITH ME**

B 1001A

ON

BEACH RECORDS**

FOR COMPLIMENTARY RECORD
AND/OR COMPLETE INFORMATION, CONTACT

LEWCO RECORDS INC.

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ALBUM PROGRAMMING & BUYING GUIDE

TOP LP's BY CATEGORY

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

VOCAL LP's

Title (Label) Mono (Stereo) Top LP Rank

Male Vocalists

ALL THE WAY (Cap)	27
PAUL ANKA SINGS HIS BIG 15 (ABC)	54
BALLADS AND RHYTHMS OF BROADWAY (Col)	145
BELAFONTE AT CARNEGIE HALL (RCA)	20 (38)
BELAFONTE RETURNS TO CARNEGIE HALL (RCA)	53
BOBBY'S BIGGEST HITS (Cameo)	74
CALYPSO (RCA)	84
RAY CHARLES IN PERSON (Ail)	104
COME DANCE WITH ME (Cap)	64 (32)
DARIN AT THE COPA (Atco)	68
DEDICATED TO YOU (ABC)	50
ELVIS IS BACK (RCA)	93
FAITHFULLY (Col)	88
GENIUS HITS THE ROAD (ABC)	132
GENIUS OF RAY CHARLES (Ail)	118
GENIUS PLUS SOUL EQUALS JAZZ (Imp)	34
GUNFIGHTER BALLADS AND TRAIL SONGS (Col)	148
HEAVENLY (Col)	56 (49)
HIS HAND IN MINE (RCA)	87
BUDDY HOLLY STORY (Cor)	67
JOHNNY HORTON'S GREATEST HITS (Col)	52
HYMNS (Cap)	49
JOHNNY'S GREATEST HITS (Col)	19
JOHNNY'S MOODS (Col)	46
LOVE IS THE THING (Cap)	133
MORE OF JOHNNY'S GREATEST HITS (Col)	112
NEARER THE CROSS (Cap)	105
NICE 'N' EASY (Cap)	15 (20)
ONLY THE LONELY (Cap)	77
SINATRA'S SWINGIN' SESSION (Cap)	10 (13)
SPIRITUALS (Cap)	137
TWIST (Park)	48
WARM (Col)	119

Female Vocalists

CONNIE'S GREATEST HITS (MGM)	81
ITALIAN FAVORITES (MGM)	72
I'VE GOT A RIGHT TO SING THE BLUES (Col)	109
BRENDA LEE (Dec)	61
MACK THE KNIFE—ELLA IN BERLIN (Ver)	124
MORE ITALIAN FAVORITES (MGM)	127
THIS IS BRENDA (Dec)	83

Duos and Groups

BEST MUSIC ON/OFF CAMPUS (Col)	102
DATE WITH THE EVERLY BROTHERS (WB)	114
ENCORE OF GOLDEN HITS (Mer)	24
FROM THE HUNGRY I (Cap)	55
HERE WE GO AGAIN (Cap)	66
KINGSTON TRIO (Cap)	28
KINGSTON TRIO AT LARGE (Cap)	39
MAKE WAY (Cap)	7 (25)
SOLD OUT (Cap)	31
STRING ALONG (Cap)	36 (31)
TONIGHT IN PERSON (RCA)	18 (45)
WEAVERS AT CARNEGIE HALL, Vol. 2 (Vang)	139

Choruses

FIRESIDE SING ALONG WITH MITCH (Col)	80
FOLK SONGS SING ALONG WITH MITCH (Col)	75
HAPPY TIMES SING ALONG WITH MITCH (Col)	17 (14)
MARCH ALONG WITH MITCH (Col)	141
MEMORIES SING ALONG WITH MITCH (Col)	41 (36)
MITCH'S GREATEST HITS (Col)	69
MORE SING ALONG WITH MITCH (Col)	25
PARTY SING ALONG WITH MITCH (Col)	30 (34)
SATURDAY NIGHT SING ALONG WITH MITCH (Col)	47 (40)
SENTIMENTAL SING ALONG WITH MITCH (Col)	86
SING ALONG WITH MITCH (Col)	13 (24)
STILL MORE SING ALONG WITH MITCH (Col)	40 (35)

Mixed Vocals

OLDIES BUT GOODIES (OS)	98
12 PLUS 3 EQUALS 15 HITS (End)	121

CLASSICAL & SEMI-CLASSICAL LP's

BEETHOVEN: WELLINGTON VICTORY (Mer)	44
BRAHMS: PIANO CONCERTO NO. 2 (RCA)	21 (6)
GROFE: GRAND CANYON SUITE (RCA)	108
HEART OF THE PIANO CONCERTO (RCA)	92 (50)
LANZA SINGS CARUSO—CARUSO FAVORITES (RCA)	79
THE LORD'S PRAYER (Col)	115
RACHMANINOFF: CONCERTO NO. 3 (RCA)	131
RODGERS: VICTORY AT SEA, Vol. I (RCA)	85 (27)
RODGERS: VICTORY AT SEA, Vol. II (RCA)	23
SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. I (RCA)	78
SIXTY YEARS OF MUSIC AMERICA LOVES BEST, Vol. II (RCA)	35
STRAUSS WALTZES (Lon)	149
TCHAIKOVSKY: 1812 OVERTURE (Mer)	43 (15)
TCHAIKOVSKY: 1812 OVERTURE: RAVEL: BOLERO (RCA)	42 (22)
TCHAIKOVSKY: PIANO CONCERTO NO. 1 (RCA)	29 (30)

INSTRUMENTAL LP's

Title (Label) Mono (Stereo) Top LP Rank

Mood and Dance

CHET ATKINS' WORKSHOP (RCA)	43
CALCUTTA (Dot)	1 (1)
CONCERT IN RHYTHM, Vol. II (Col)	144
IT'S THE TALK OF THE TOWN (Col)	134
LAST DATE (Dot)	60 (28)
MEMORIES ARE MADE OF THIS (Col)	16 (19)
MUSIC FOR LOVERS ONLY (Cap)	101
SAY IT WITH MUSIC (Col)	71 (26)
SONGS TO REMEMBER (Lon)	107
TEMPTATION (Kapp)	94
THEME FROM "THE SUNDOWNERS" (Dot)	100
WONDERLAND BY NIGHT (Dec)	9 (10)
YOUNG AT HEART (Col)	103

Jazz

BUT NOT FOR ME (Argo)	125
PETE FOUNTAIN'S NEW ORLEANS (Cor)	138
LIKE LOVE (Col)	123
TIME OUT (Col)	136

Teen Beat

ENCORE (CA)	122
HAVE TWANGY GUITAR, WILL TRAVEL (Jam)	150
MILLION DOLLARS' WORTH OF TWANG (Jam)	140
WALK; DON'T RUN (Dot)	117

Percussion and Sound

BONGOS (Com)	29
BONGOS, FLUTES AND GUITARS (Com)	42
PERSUASIVE PERCUSSION, Vol. I (Com)	8
PERSUASIVE PERCUSSION, Vol. II (Com)	21
PROVOCATIVE PERCUSSION, Vol. I (Com)	18
PROVOCATIVE PERCUSSION, Vol. II (Com)	17
QUIET VILLAGE (Lib)	128

SHOW MUSIC

Original Cast

BYE BYE BIRDIE (Col)	135
CAMELOT (Col)	5 (7)
FIORIELLO (Cap)	111
FLOWER DRUM SONG (Col)	89
GYPSY (Col)	110
IRMA LA DOUCE (Col)	99
MUSIC MAN (Cap)	62
MY FAIR LADY (Col)	57 (12)
THE SOUND OF MUSIC (Col)	12 (5)
SOUTH PACIFIC (Col)	51
TENDERLOIN (Cap)	97
UNSINKABLE MOLLY BROWN (Cap)	37 (39)
WEST SIDE STORY (Col)	38
WILDCAT (RCA)	23

Sound Track

THE ALAMO (Col)	32
BEN-HUR (MGM)	45 (47)
CAN CAN (Cap)	63
CAROUSEL (Cap)	146
EXODUS (RCA)	3 (2)
G. I. BLUES (RCA)	2 (11)
GIGI (MGM)	59
KING AND I (Cap)	96 (48)
NEVER ON SUNDAY (UA)	22
OKLAHOMA! (Cap)	58 (37)
PORGY AND BESS (Col)	106
SOUTH PACIFIC (RCA)	26 (9)
STUDENT PRINCE (RCA)	120
THEME FROM THE APARTMENT (UA)	147

Music From Musical Films and TV

EXODUS (UA)	142
FILM ENCORES, Vol. I (Lon)	116
GREAT MOTION PICTURE THEMES (UA)	4 (3)
MUSIC FROM EXODUS AND OTHER GREAT THEMES (Lon)	11 (4)
THEME FROM A SUMMER PLACE (Dot)	76 (46)

COMEDY LP's

AN EVENING WITH MIKE NICHOLS AND ELAINE (MAY Mer)	44
BUTTON-DOWN MIND OF BOB NEUHART (WB)	6
BUTTON-DOWN MIND STRIKES BACK (WB)	8
EDGE OF SHELLEY BERMAN (Ver)	82
INSIDE SHELLEY BERMAN (Ver)	33
KICK THINE OWN SELF (RCA)	130
KNOCKERS UP (Jub)	14
LAUGHING ROOM (Stereo)	65
REJOICE DEAR HEARTS (RCA)	95
WONDERFUL WORLD OF JONATHAN WINTERS (Ver)	129
WOODY WOODBURY LOOKS AT LOVE AND LIFE (Stereo)	70

LOW PRICE LP's

EBB TIDE (Ric)	113 (41)
GOOD HOUSEKEEPING REDUCING OFF THE RECORD (Har)	73
HAWAII IN HI FI (Camd)	143
101 STRINGS PLAY THE BLUES (SF)	126
SOUL OF SPAIN, Vol. I (SF)	90 (16)
SOUL OF SPAIN, Vol. II (SF)	91 (33)

REVIEWS OF

THIS WEEK'S LP'S

The pick of the new releases:



SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

GOLDEN PIANO HITS



Ferrante and Teicher. Ultra Audio WWS 7505 (Stereo & Monaural)—United Artists' top-selling piano duo is in top-notch form on their second Ultra Audio album. The sound quality of the pack is a standout. The showmanly duo-piano team recreate their best-selling single "Exodus," complete with alternating pianos. Also featured are "Canadian Sunset," "Begin the Beguine," and other standards and oldies. Fine jockey wax with strong appeal for both pop and sound fans.

DICK GREGORY IN LIVE BLACK AND WHITE



Colpix CP 417—The new comedian, who pulled raves on the Jack Paar show recently and in Time Magazine, has a sock comedy package. His material is first-rate and his delivery is easy, yet showmanly. Although much of his material centers about racial issues, Gregory manages to be wryly humorous yet avoids bitterness.

BLUE MOON



The Marceles. Colpix CP 416—The Marceles' recording of "Blue Moon" has turned into one of the hottest records of the 1961 spring season, and this album could be just as strong. It features the boys on their hit, plus a collection of other tunes that show they are not merely a one-record act. "Sweet Was the Wine," "Over the Rainbow," "I'll Be Forever Loving You" and the old hits "Most of All," "Sunday King of Love" and "Crazy Bells," could all get strong action as singles. Lads have a sound and that sound is well shown on this enthusiastic and uninhibited disk for the teen crowd.

RING A DING DING



Frank Sinatra. Reprise R 1001—Sinatra fans who have long awaited his first album on his own label are going to be swinging when this one hits the stalls. In front of the jumping big band arrangements by Johnny Mandel, Sinatra boots home a hard-hitting string of standards. After the opening title tune penned by Sammy Cahn and Jimmy Van Heusen, he solidly sells "Let's Fall in Love," "The Coffee Song," "A Foggy Day" and nine other standards at a variety of up-tempos.

Jazz

DO-RE-MI



June Christy and Bob Cooper. Capitol ST 1586 (Stereo & Mono)—Surrounded by a group of star jazz men from the West Coast, June Christy sings and her husband, Bob Cooper, plays the score from the hit Broadway musical "Do-Re-Mi." The vocals by Miss Christy are full of their usual throaty appeal, while Bob on tenor sax, Bud Shank, Shelly Manne and the other jazz stars swing with method and precision. A fine interpretation of the score.

Classical

PUCCINI: TOSCA HIGHLIGHTS



Tebaldi, Del Monaco, London, London OS 25218—A brilliant production. Three of the truly great vocal performers of the day combine their talents in this masterfully recorded performance of one of the favorites of opera repertoire. The selections here are taken from the London full treatment of "Tosca" on package number OSA 1210. Combination of names and quality of performance can sell this one.

International

1961 ITALIAN SONG HITS FROM SAN REMO FESTIVAL



London TW 91255—A number of Italy's hottest tunes are included in this LP of the San Remo songs. The song festival winner, "Al Di La," is sung by Flo Sandons, not by the San Remo performer Luciano Tajoli. This hit, however, is selling second to the second place tune "24 Mila Baci" sung by one of the original performers, Little Tony. Album should do well in areas where there is a big play for hit music from the Continent. Three tracks by Aurelio Fierro make it a potent item for Italian disk buyers.

(Continued on page 26)

(Have you heard about this traveling salesman?)



© Columbia • Gramm Reg. Printed in U.S.A.

- TONY SINGS FOR TWO CS 8242/CL 1446*
- TONY BENNETT SINGS A STRING OF HAROLD ARLEN CS 8359/CL 1559*
- MORE TONY'S GREATEST HITS CS 8335/CL 1535*
- ALONE TOGETHER CS 8262/CL 1471*
- TO MY WONDERFUL ONE CS 8226/CL 1429*
- HOMETOWN, MY TOWN CS 8107/CL 1301*
- IN PERSON! CS 8104/CL 1294*
- BLUE VELVET CL 1292*
- TONY'S GREATEST HITS CL 1229*
- LONG AGO AND FAR AWAY CL 1186*
- THE BEAT OF MY HEART CL 1079*
- TONY CL 938*

He's **TONY BENNETT**, America's great entertainer, who has fractured capacity crowds from coast to coast with his special brand of showmanship. But showmanship really adds up to salesmanship...and Tony's night club, T.V., and disc-jockey exposure add up to profits for you! Just display his great Columbia albums. Tony'll do the rest...

ON COLUMBIA RECORDS



BILLBOARD MUSIC WEEK

HITS OF THE WORLD



GERMANY

Week ending April 7, 1961

(Courtesy Automaten-Markt, Braunschweig)

Last Week	This Week	Title	Artist
1	1	PEPE	Dalida (Ariola); Caterina Valente (Decca); Jorgen Ingmann (Metronome); Willy Hagara (Philips)
2	2	DER ROTE TANGO	Die Regenpfeifer (Pergola)
3	3	SALOME	Das Lucas-Quartett (Polydor)
5	4	SURRENDER	Elvis Presley (RCA)
4	5	SUCU SUCU	Ping Ping (Ariola)
6	6	MISSOURI COWBOY	Mule Skinner Blues—Peter Alexander-Bill Ramsey (Polydor)
11	7	ALS ICH NOCH EIN KLEINER JUNGE WAR	Peter Steffen (Polydor)
14	8	WHEELS	String-A-Longs (London); Billy Vaughn (London)
12	9	ANNEMARIE	Will Brandes (Electrola)
7	10	PIGALLE	Bill Ramsey (Polydor)
8	11	ADIEU, LEBEWohl, GOOD-BYE	Gerd Bottcher (Decca)
9	12	BIST DU EINSAM HEUT NACHT	(Are You Lonesome Tonight)—Wyn Hoop (Decca); Peter Alexander (Polydor); Helmut Zacharias (Polydor); Elvis Presley (RCA)
10	13	MIT SIEBZEHN FANGT DAS LEBEN ERST AN	(Save the Last Dance for Me)—The Drifters (Atlantic); Ivo Robic (Polydor)
16	14	ER SAH AUS WIE EIN LORD	Corry Brokken (Philips)
21	15	DENN SIE FAHREN HINAUS AUF DAS MEER	Peggy Brown (Telefunken)
15	16	WENN DU HEIMKOMMST	Lale Andersen (Electrola)
18	17	DREI WEISSE BIRKEN	Monika und Peter (Philips)
17	18	APACHE	Jorgen Ingmann (Metronome); The Shadows (Columbia)
19	19	MATROSEN AUS PYRAUS	Caterina Valente (Decca); Lale Andersen (Electrola)
22	20	O SO SWEET	Ted Herold (Polydor)
20	21	DA SPRACH DER ALTE HAUPTLING	Gus Backus (Polydor)
23	22	LIEBE MICH	(All of Me)—Blue Diamonds (Fontana)
25	23	SOUVENIR D'AMOUR	Lolita (Polydor)
28	24	WEIT, WEIT UBERS MEER	Western Trio (Polydor)
33	25	ICH MUSS DICH IMMER WIEDER KUSSEN	(24 Mila Baci)—Ralf Bendix (Columbia)
44	26	BABY SITTING BOOGIE	Buzz Clifford (Philips)
38	27	SARINA	Rex Gildo (Electrola)
39	28	BIN VERLIEBT	(D in Love)—Cliff Richard (Columbia)
41	29	WENN ICH TRAUME	(Where the Boys Are)—Connie Francis (MGM)
36	30	JENNY	Udo Jurgens (Polydor); "Roy" Etzel (Jupiter Record)

ITALY

Week ending April 7, 1961

(Courtesy Musica e Dischi, Milan)

Last Week	This Week	Title	Artist
1	1	COME SINFONIA	Pino Donaggio (Columbia)
2	7	JEALOUS OF YOU	Connie Francis (MGM)
3	6	FLAMENCO ROCK	Milva (Cetra)
4	2	IL PULLOVER	Gianni Meccia (RCA)
5	3	24,000 BACI	Adriano Celentano (Jolly); Little Tony (Durium)
6	5	JUST THE SAME OLD LINE	Nico Fidenco (RCA)
7	4	UN UOMO VIVO	Gino Paoli (Ricordi); Tony Dallara (Music)
8	8	AL DI LA	Luciano Tajoli (Juke Box); Betty Curtis (CGD)
9	12	DARK AT THE TOP OF THE STAIRS	Eddie Calvert (Columbia); Ernie Freeman (Imperial)
10	13	ARE YOU LONESOME TONIGHT	Elvis Presley (RCA)
11	9	IL MARE NEL CASSETTO	Milva (Cetra)
12	18	IL MONDO DI SUZIE WONG	Nico Fidenco (RCA)
13	15	LES ENFANTS DU PIREE	Dalida (Barclay); Katyna Ranieri (MGM)
14	19	C'EST ECRIT DANS LE CIEL	Bob Azzam (Barclay); Marino Marini (Durium)
15	10	PER UN ATTIMO	Peppino Di Capri (Carisch)
16	—	CALCUTTA	Lawrence Welk (London)
17	—	GIOVANE AMORE	Domenico Modugno (Fonit)
18	11	THE GREENLEAVES OF SUMMER	Nelson Riddle (Capitol)
19	—	NON ARROSSIRE	Giorgio Gaber (Ricordi)
20	14	CAROLINA DAI	Sergio Bruni (Voce del Padrone); Rocco Granata (Bluebell)

MEXICO

For week ending April 8, 1961
(Courtesy Audiomusica, Mexico)

Last Week	This Week	Title	Artist
1	1	MI PUEBLO	(My Home Town)—Cesar Costa (Orfeon)
2	2	CREI	Juan Mendoza (Peerless)
3	3	NUNCA EN DOMINGO	(Never on Sunday)—Los Diamantes (RCA Victor); Melina Mercouri (Barclay); Helmut Zacharias (Polydor)
4	4	CHICA ALBOROTADA	Los Locos del Ritmo (Dimsa)
5	5	POR TU AMOR	Los Galantes (Musart)
6	6	LA FLAUTA MAGICA	Acerina (Orfeon)
7	7	OJITOS TRAIADORES	Javier Solis (Columbia)
8	8	EL FUTBOLISTA	Sergio Corona (RCA Victor)
9	9	AY, MECANITA	Julio Jaramillo (Peerless)
10	10	EL PESCADO NADADOR	Roberto Romano (Musart)

AUSTRALIA

Week ending March 31, 1961
(Courtesy Music Maker, Sydney)

Last Week	This Week	Title	Artist
1	12	EXODUS	Ferrante & Teicher (London)
2	2	WOODEN HEART	Elvis Presley (RCA)
3	—	SURRENDER	Elvis Presley (RCA)
4	2	ONE LAST KISS	Crash Craddock (Coronet)
5	3	WHEELS	String-A-Longs (London)
6	7	NEVER ON SUNDAY	Don Costa (London)
7	—	YOU CAN HAVE HER	Roy Hamilton (Philips)
8	5	LAZY RIVER	Bobby Darin (London)
9	14	GOOD TIME BABY	Bobby Rydell (HMV)
10	—	GOODNESS GRACIOUS ME	Sellers & Loren (Parlophone)
11	—	RAM-BUNK-SHUSH	The Ventures (Top Rank)
12	10	JOHNNY GUITAR	Leemen (Leedon)
13	15	EBONY EYES	Everly Brothers (Warner Bros.)
14	19	SAILOR	Loita (Polydor)
15	—	THEME FROM THE APARTMENT	Ferrante & Teicher (London)
16	20	(GHOST) RIDERS IN THE SKY	Ramrods (London)
17	11	CALCUTTA	Lawrence Welk (London)
18	—	RUBBER BALL	Bobby Vee (London)
19	4	AS LONG AS HE NEEDS ME	Shirley Bassey (Columbia)
20	6	WINGS OF A DOVE	Ferlin Husky (Columbia)

SPAIN

Week ending April 7, 1961
(Courtesy Discomania, Madrid)

Last Week	This Week	Title	Artist
1	1	GREENLEAVES OF SUMMER	Brothers Four (Philips)
2	2	QUINCE ANOS TIENE MI AMOR	Duo Dinamico (Voz Amo)
3	4	MY HOME TOWN	Paul Anka (Hispavox)
4	5	GREENFIELDS	Brothers Four (Hispavox)
5	6	24,000 BESOS	Celentano (Zafiro)
6	7	ARE YOU LONESOME TONIGHT	Elvis Presley (RCA)
7	3	ERES DIFERENTE	Carmen Sevilla (Philips)
8	8	AL DI LA	Luciano Tajoli (Discophon)
9	9	IT'S NOW OR NEVER	Elvis Presley (RCA)
10	10	LE MILLE BOLLE BLU	Mina (Discophon)
11	13	LA MONTANA DE IMITOS	Cinco Latinos (Philips)
12	12	POETRY IN MOTION	Johnny Tillotson (Hispavox)
13	11	ADAM AND EVE	Paul Anka (Hispavox)
14	14	EL PAJARO CHOGUI	Hermanos Silva (RCA)
15	15	ESTANDO CONTIGO	Marisol (Montilla)
16	16	SURRENDER	Elvis Presley (RCA)
17	18	YOU MEAN EVERYTHING	Sedaka (RCA)
18	17	PIDE	Elia Fleta (RCA)
19	19	EXODUS	Pat Boone (Dot)
20	—	PEPE	Shirley Jones (Col-Pix) (Discophon)

BRITAIN

Week ending April 7, 1961
(Courtesy "New Musical Express," London)

Last Week	This Week	Title	Artist
3	1	ARE YOU SURE?	Allisons (Fontana)
1	2	WOODEN HEART	Elvis Presley (RCA)
2	3	THEME FOR A DREAM	Cliff Richard (Columbia)
4	4	WALK RIGHT BACK	Everly Brothers (Warner Bros.)
7	5	LAZY RIVER	Bobby Darin (London)
5	6	MY KIND OF GIRL	Matt Monro (Parlophone)
6	7	EXODUS	Ferrante and Teicher (London)
9	8	AND THE HEAVENS CRIED	Anthony Newley (Decca)
8	9	WILL YOU LOVE ME TOMORROW?	Shirelles (Top Rank)
10	10	WHERE THE BOYS ARE	Connie Francis (MGM)
11	11	F.B.I.	Shadows (Columbia)
13	12	SAMANTHA	Kenny Ball (Pye)
20	13	YOU'RE DRIVING ME CRAZY	Temperance Seven (Parlophone)
16	14	BABY SITTING BOOGIE	Buzz Clifford (Fontana)
12	15	RIDERS IN THE SKY	Ramrods (London)
14	16	WHEELS	String-A-Longs (London)
18	17	WHO AM I?	Adam Faith (Parlophone)
21	18	AFRICAN WALTZ	Johnny Dankworth (Columbia)
—	19	GEE WHIZ, IT'S YOU	Cliff Richard (Columbia)
23	20	WARPAINT	Brook Brothers (Pye)
26	21	SEVENTY-SIX TROMBONES	King Brothers (Parlophone)
15	22	MARRY ME	Mike Preston (Decca)
19	23	DON'T TREAT ME LIKE A CHILD	Helen Shapiro (Columbia)
17	24	CALENDAR GIRL	Neil Sedaka (RCA)
22	25	GOODNIGHT, MR. FLINTSTONE	Pitdown Men (Capitol)
—	26	BLUE MOON	Marcel (Pye)
26	27	ARE YOU LONESOME TONIGHT?	Elvis Presley (RCA)
—	28	GOOD TIME BABY	Bobby Rydell (Columbia)
24	29	JA-DA	Johnny and the Hurricanes (London)
28	30	SAILOR	Petula Clark (Pye)

BRITISH NEWSNOTES

EMI Personnel Changes Mark New Artist Drive

By DON WEDGE
News Editor, New Musical Express

EMI Records (the British operation) is stepping up its efforts to launch new artists. Promotion manager Arthur Muxlow has announced a series of personnel changes in his department. A former Australian, deejay Jerry Corbett, has joined to handle Capitol; Harry Norton moves from MGM to HMV being replaced by John Evans; Alma Warren—EMI's first female plugger—has taken over the Top Rank label. A new position filled by Victor Labati, a former singer-musician, has been set up to handle new artists. Muxlow

plans to give more assistance to newcomers, foreign as well as British, including advice on stage, TV and radio dates and feels Labati's past experience will fit him to do this. The move is independent of the projected EMI agency, which is aimed as a world-wide operation.

Original Cast Sets

Philips Records will have two original cast albums of "Bye Bye Birdie." The Broadway cast LP is available to the firm through its tie with U. S. Columbia and will be issued on the Fontana label. The main Philips label will issue the British cast album. Among the London leads for the show are Chita Rivera, a Columbia artist, and Marty Wilde, a British Philips patee. . . . EMI was similarly placed with "The Music Man." The American LP is being issued on Capitol, while the British cast rights were acquired for the HMV label.

Visitors Here

As part of her European jaunt, Mahalia Jackson was presented for one London concert April 7 by Harold Davison and Norman Granz. She subsequently videotaped a Granada-TV "Variety Show" with the Chris Barber Band.

To the U. S.

Decca singer-comedian Max Bygraves and his manager Jock Jacobsen, were flying to New York April 5 on a look-see trip. It has been known for some time that Bygraves has been anxious to star in a London production of a major Broadway musical and this is expected to figure on his agenda.

Disk Biz

EMI has issued a series of 15 singles of sound effects on HMV. They range from an air-raid on London to more conventional sounds like various breeds of dogs barking. Unusual for disks, they carry permission to re-record for private use, although a license is called for before public performance. . . . Pye Records have secured British release rights of Etta James' "At Last" for issue on the Pye-International label.

Talent Tours

There are negotiations for a fall

MEXICAN NEWSNOTES

Sinatra Plays Mexican Benefit

By MAYER-SERRA
Editor, Audiomusica
Apartado 8688, Mexico City

The arrival in Mexico of Frank Sinatra, scheduled for April 19, is expected to be one of the most exciting events of recent years. On April 20 he will appear at a charity ball sponsored by Mexico's First Lady, at which 12 society debutantes will be presented. During the following two days Sinatra will give several shows at the Cine Internacional (capacity 4,000). This movie house was chosen for the appearance of Sinatra and his group because of its good acoustics. All money collected through Sinatra's efforts will go to the National Institute of Rehabilitation. He himself is giving all his appearances free, and has even paid the traveling expenses of his troupe. All arrangements have been made by Jean-Pierre Piequet, manager of the Continental Hilton Hotel, where the ball will be held.

Pubber Row

Editorial Brambila, representative of Morrow Music, acquired the rights to 19 song hits of the last San Remo Festival (excepting

"Al Di La" and "24,000 Baci") and is pushing hard to have them recorded.

Visitors

Agnes De Mille and her husband Walter Prud to study the Mexican National Folk Ballet and the possibilities of presenting it to American audiences, and to report on it to the Hurok office. Igor Stravinsky is here to conduct his "Rites of Spring" with the National Symphony Orchestra. Back to New York: George R. Marek, vice-president and general manager of RCA Victor Records, who spent several days with his Mexican outfit in order to become acquainted with the organization. To Italy: Juan Campo, vice-president of Pan Americana de Discos (Capitol-Angel), strictly on a sight-seeing trip, though when passing through Milan no doubt he will greet the Italian EMI people. Back from Colombia: Manuel Villarreal, the new manager general of "Discos Columbia de Mexico," is working hard to reorganize the company. Expected from Buenos Aires: Peter De Rougemont, vice-president of Columbia Records, in charge of Latin America. Just ar-

In Person

Dot's Dodie Stevens was not too lucky during her two-day engagement at the National Auditorium, after having been introduced in Acapulco. Only half the capacity of the Auditorium (over 10,000) was sold. It was not a good idea to present her during Easter week, when more than half of Mexico City takes official vacations at the shore. She appeared with several groups of "wild" rock, still exceedingly popular among our youngsters, and with Cesar Costa, who for eight weeks has held top sales with "Mi Pueblo," an exact copy in Spanish of Paul Anka's "My Home Town."

Disk Biz

Musart ordered from HMV the tapes of Peter Sellers and Sophia Loren's single with Goodness Gracious" for release in their catalog. . . . After the spectacular success of the trio Los Panchos in Japan, many other pop artists, headed by Lola Beltran, Mexico's first lady of ranchero song, will take engagements there. . . . Columbia just recorded an LP with Adilia Castillo, Venezuela's folk singer, scheduled also for release in the U. S. Adilia fears that she might be in trouble when she goes back to Caracas, as she is still under contract with another company in her own country.

Anglo-U. S. exchange involving the Maynard Ferguson and Johnny Dankworth orks. . . . Dankworth has been booked for a concert tour with Anita O'Day at the end of July.

New Albums

Among the Decca group's issues this month is Roger Williams' "Rock-a-Hits" with tracks by the Everly Brothers, Andy Williams and others, Don Costa: "Echoing Voices and Trombones," Ferrante and Teicher: "Dynamic Twin Pianos" (all on London), Bob Newhart: "The Button-down Mind" (Continued on page 51)

SPANISH NEWSNOTES

Movies Moving Spanish Disks

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

After the Holy Week, out of 13, 10 movies are American. "Ben Hur" has been playing for months; "Pepe," "El Alamo," "Midnight Lace," "Cimarron," "The Apartment," and many others are now helping to sell thousands of records. MGM's Dave Rose, with "Alamo," "Ben Hur," "Exodus" and "Cimarron" can top sales. Now playing in Madrid and Barcelona is "King Creole" with Presley and its records were simultaneously launched by RCA.

Since "High Noon" (Tiomkin's tremendous hit here) the movie industry has tried always to have a formula of "picture and song."

Disk Shorts

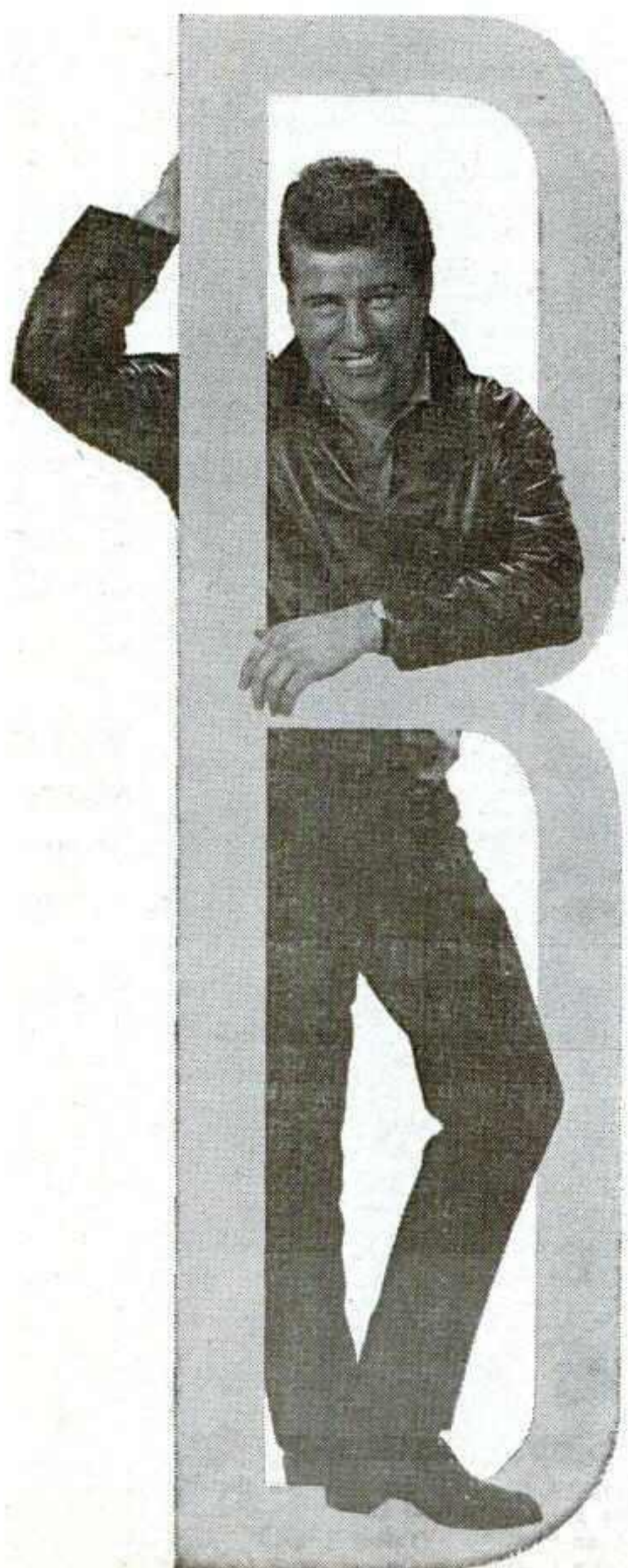
Everybody is waiting the "Reprise" label here in Spain. . . . "Kill Watch," "Roly Poly," "Banjo Boy," are new titles coming up in Spain.

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The Chimes

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DANISH NEWSNOTES

'Giants' Draw Critics Praise

By TED WOLFRAM
 Hotel Osterport, Copenhagen

The tour of Duke Ellington's "Giants" drew good reviews from the Scandinavian scribes, but lack of advance build-ups resulted in low attendances at some spots. In Gothenburg, where the tour started, the rather small Concert House was less than half full at two concerts. Wind-up in the 2,000-capacity Falkoner Centret Theater, Copenhagen, Friday (17), drew near-capacity at both concerts, and the unit scored solidly with the audiences and the press.

Norman Granz is already publicizing a concert by Mahalia Jackson, at the Falkoner Centret, April 18. Although this gospel singer will work solo the ducat prices are double those charged for the concerts of the Ellington Giants. Mahalia Jackson is practically unknown here and will have to draw her audience from a special segment of the public that is apt to find such high prices prohibitive. Granz is also skedded to present the Cannonball Adderley Quintet at the Falkoner Centret April 13, but this has not, as yet, been confirmed.

Platter build-ups via films and concerts are rife. Dansk Gramofon Platter firm, and its Sonet label are plugging platter sales in conjunction with run of the Columbia film, "Pepe," at the World Cinema, and via a concert by Lionel Hampton and his 20-piece band, at the KB Hall, on Thursday (6).

The same record firm is also promoting tours of the Papa Bue's Viking Jazz Band and of the American sax player, Eric Dolphy, who is waxing a series of platters for the firm's Debut label. . . . Nordisk Polyphon was represented by the American singer, Bill Ramsey, on the TV show, "TV in Tivoli."

Morten Reesen, 32, Danish composer and conductor of theater orchestras, died in Copenhagen March 23.

Upswing in activity got underway on Thursday (6) when Sonet Records presents Lionel Hampton and his 20-piece band in two concerts in the big KB Hall. These concerts are being heavily publicized here and in near-by Malmo, Sweden, where ticket offices have been operated.

Cannonball Adderley Quintet set for two concerts, in Stockholm's Concert House on Monday (10); and for two concerts, in Gothenburg's Concert House, on Friday (14). Mahalia Jackson set for one concert, on Thursday (20), in Stockholm's Concert House. Presented by Norman Granz; arranged by Karusell concert bureau.

DUTCH NEWSNOTES

Interest Spur For Classics

By FRITS VERSTEEG
 P.O. Box 26, Amersfoort

Philips' Classical Library is the title of an extremely heavily advertised record series containing 15 war horses in the classical field. This well-known music is played by I Musici, Concertgebouw Orchestra, Philadelphia Orchestra and Columbia Symphony Orchestra. Each record (designed to stimulate the collecting of classical music) has a free catalog containing an EP record which features excerpts from the 15 records.

New Album Debts

A well planned follow-up for the Blue Diamonds' record of "Ramona" is their first 12-inch album called "Till We Meet Again" and featuring evergreens. Decca made a de luxe presentation for it with a full-color photograph twice the size of the album.

Pete Felleman, a former success-

GERMAN NEWSNOTES

Everybody's Dancing Pachanga

By BRIGITTE KEEB

Music Editor, Automaten-Markt,
 Braunschweig

Elvis Presley won fourth place in the yearly survey of the most popular recording artists in Germany compiled by fan magazine Bravo. On top was Freddy, No. 2 was Peter Kraus, No. 3 Rex Gildo. Among others placing were ex-G. I. Gus Backus, listed No. 8; Pat Boone No. 12, Paul Anka No. 14, Frank Sinatra No. 18, Dean Martin No. 22, ex-G. I. Bill Ramsey No. 23, and Harry Belafonte at No. 25.

To the States

Dr. Gerig, proprietor of Gerig Music Publishing House, Cologne, flew to the States just after the Easter holidays to contact his New York partners Essex Music as well as the Big Three in order to buy a number of American titles for release in Germany. Gerig is the German publisher of "North to Alaska," "Let's Go, Let's Go," "Where the Boys Are" and "Goodness Gracious Me," all current hits here. He is also publisher of "Tango Bombastico" by Hazy Osterwald Sextette, recently published in the U. S. A. entitled "Schlabbalabb" by Mitch Miller.

Juke Box Service

For juke box operators, Ariola, Teldec and Polydor have introduced a special service by printing juke box programming sheets on the back of their colored record covers. The sheets indicate the record titles as well as artists' names.

Personals

Oliviera Marcovicz, famous Yugoslavian film actress and recording artist, has waxed the slow tune "Troika" on Ariola. It broke best-selling marks in her homeland.

Hot Wax

"Wheels" by Billy Vaughn turns out to become one of the most successful instrumentals of the last months, according to juke box plays and radio.

New Singles

Metronome issued an instrumental of Bobby Darin's "Lazy River" played by Papa Bue's Viking Jazz Band. In addition, Polydor is preparing a German vocal version sung by Jorg Maria Berg. . . . C. U. Blecher, who also wrote the lyric for "Charlie Brown," has finished German lyrics of Presley's "Surrender," hot item currently here. Teldec will release the tune sung by Gerd Bottcher, who already has made a German version of Presley's "O Sole Mio" a hit here. Also, Philips is interested to start "Surrender" with Peter Bell.

Blecher also wrote German lyrics on Ben E. King's "Spanish Harlem" entitled "Der Joe Hat Mir Das Herz g Estohlen" (Joe Has Stolen My Heart) to be recorded by Dalida on Ariola soon. . . . Britt Hagen sings the first vocal version of late Sidney Bechet's "Petite Fleur." Lyrics written by Loose.

Teldec will issue a vocal version of "Exodus" entitled "Ein Land Ist Mein" (A Land Is Mine) by Rika Zarai and the Raymond Lefevre ork. . . . Ralf Bendix sings the German version of Buzz Clifford's "Baby-Sittin' Boogie" with Werner Twardy and ork to be released soon.

ful D.J. over here, now heads Artone Funckler where he manages labels like Riverside and Roulette. Best sellers are: "The Cannonball Adderley Quintet in San Francisco," "Monk's Music," while Roulette's Barry Sisters records gain much popularity.

Bill Slinger, Artone's president, back from a successful trip to America, reports that his company has been appointed by Aristocrat as sole distributor of the Argo, Checker and Chess labels for Benelux and German-speaking countries.

By JIMMY JUNGERMANN

The new dance craze, the pachanga, brought to Germany by Peer's Theo O. Seeger, finds world wide interest. After the first German pachanga record on Polydor, Brunswick and Capitol, rushed versions onto the German market.

The pachanga will be featured in Constantin's film musical "Hazy Osterwald Story" and Brigitte Bardot will dance it in her new pic. Edmundo Ros recorded it for Decca, while Wim Koning in Essen, Micaele Guarino in Dusseldorf, Rose Petosy in Duisburg feature the pachanga in their programs.

The pachanga will be at the top of the next carnival season in Cologne and Munich, with the Charleston and the cha cha cha. Leading German newspapers and Sunday tabloids like the Welt Am Sonntag cover the pachanga story and teen-age mags feature lessons of the dance.

Talent Tour

Lolita ("Sailor") and Ivo ("Morning") Robic tour Switzerland this month.

Jubilee

Music producer, music publisher and filmogul Peter Schaeffers celebrates the 20-year-jubilee of his publishing firms.

Festival

For the German Song Festival, scheduled in Baden-Baden, German composers sent 732 songs to the jury. Only 20 are due for entry in the contest.

GERMAN CLERICS FIND 'SCHNAPS' NOT SO FUNNY

MAINZ, Germany—Clerical leaders have protested against a juke box tune stemming from the carnival season—"Schnaps, Das War Sein Letztes Wort" (Schnaps, That Was His Last Word). The record is a novelty number about the fellow who collapses in utter happiness after too much carnival.

But the Protestant Church in West Germany doesn't find the tune amusing. The church is protesting against the diskery (Ariola) and the composer Guenther Schwenn of Munich and the producer, comic Willowitsch.

Produced for the carnival season, the platter sold 500,000 copies and is still going strong.

But the church leaders, headed by Pastor Carl Zeiss and Deacon Heinrich Seeseman, claim the song is profane and dangerous. What the producer and diskery consider innocent fun the church leaders condemn as making light of heaven and implying that the man dead drunk is happier than the virtuous upright burger.

Ariola contends in rebuttal that the tune is in strict keeping with many similar such carnival tunes and, within this context, cannot be regarded as offensive.

But the riposte that hurt came from the composer; Schwenn observed that there would be no carnival—and hence no controversial platter—without liquor. And that liquor, at least in Europe, was originated by the monks at the various cloisters who specialize in secret formulas for their fine brandies, liqueurs and beer.

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- DOWN BY THE RIVER ZION TRAVELERS 807
- BLAME IT ON THE BLUES WILLIE HAYDEN 293

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- RACY TALES REDD FOXX 275
- SONGS THRU A KEYHOLE JOEL COWAN 285
- REDD FOXX FUNN REDD FOXX 290
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- LAFF OF THE PARTY, Vol. 5 .. SLOPPY DANIELS 232
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SPOTLIGHT WINNERS OF THE WEEK

The pick of the new releases:

Strongest sales potential of all albums reviewed this week.

• Continued from page 16

Educational

ADVENTURES IN MUSIC—GRAND I & II



National Symphony Orchestra (Mitchell). RCA Victor LE 1000, 1001—Tere's an intriguing couple of sets, each sporting a colorful box-top packaging with color covers of children. The first is designed for first graders while the second is aimed at the grade two age level. Each package contains an LP with numerous excerpts of classical pieces together with a booklet of approximately 70 pages packed with teaching suggestions and detailed annotations of the various pieces. Both are highly attractive in their presentation and both should find a ready reception among teachers and young students. Editor Gladys Tipton has done a fine job.

SPECIAL MERIT SPOTLIGHTS

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

Jazz

★★★★ JUNK—Various Artists, Argo LP 4006

POP LP'S

★★★★
STRONG SALES POTENTIAL

★★★★ SIXTY SING ALONG FAVORITES
Voices from the Harry Simeone Choral. 20th Fox TCF 106-2—Here's a package that cannot help but be compared to the many successful sing-alongs turned out by Mitch Miller. There are 60 vintage tunes done here on the two-LP set by a mixed group with delightful combo backing. The singing tools are here too, with complete lyrics running across the inside spread of the book-fold package in addition to two separate complete copies for passing around the living room. A set that's well put together with a colorful cover and it can be sold.

★★★★ SPECTACULAR STRINGS
David Rose and His Orchestra. M-G-M E 3895—The soaring strings of David Rose are ably abetted by woodwinds on this lush compilation of standards. Variety and pace are achieved through changes in tempo and rhythm. Besides standards such as "Small Hotel" and "Hora Staccato," themes from "Bonanza" (TV), "Carnival" (theater) and "Kismet" (movie) make for a delightful offering.

★★★★ LONELY BLUE NIGHTS
Rosie. Brunswick BL 754102 (Stereo & Monaural)—Here's the "Angel Baby" girl with her first album issued by the label with which she recently signed. The young miss sings a flock of tunes written by herself plus several co-authored by Noah Ta Folla. Most of these have a strong resemblance to her initial hit, with the thrush delivering the tunes in her distinctive style. Various of these tracks can qualify as singles. Her fans can be expected to give the set a good play.

★★★★ LOVERS' LUAU
Les Paul and Mary Ford. Columbia CS 8086 (Stereo & Monaural)—A brace of some of the most popular Hawaiian tunes are given the Les Paul-Mary Ford treatment. Their guitar techniques have made the transition to the Island stylings in tasteful manner, and stereo gives added dimension to their teamwork. They are heard to best advantage in such favorites as "Blue Hawaii," "Sweet Leilani," "Song of the Island," "Drifting and Dreaming" and "Aloha Oe." A collection of basic Island music, played in a manner to have wide appeal.

★★★★ OVERTURE: AMERICAN MUSICAL THEATER, VOL. I, II, III, IV
Hugo Montenegro Ork. Time 2035-36-37-38 (Stereo & Monaural)—This four-LP set (also sold singly) is practically a musical history of the great years of American musical comedy, starting in 1924 and extending to 1960. Volume 1 covers the years from 1924 to 1935; Volume 2 from 1935 to 1945; Volume 3 from 1945 to 1952, and Volume 4 from 1952 to 1960. Practically every tune you have every whistled from Broadway musicals is here, from "Sunny" to "Camelot." Each album contains 25 or more songs, with a total of 113 songs from 67 shows in the four albums. And they are

all played expressively by the multi-stringed Hugo Montenegro Orchestra. Young fans and veteran musical comedy goers; lads and lassies, will all go for this musical biography of the American theater. A big project, well handled, that should sell steadily for a long time to come.

★★★★ PIANO FORTE
Peter Nero. RCA Victor LSP 2334—Backed by Marty Gold's ork, pianist Nero displays an admirable versatility and polished technique on a group of standards. His style blends classical, jazz and pop schmaltz in one listenable whole. Selections include "Over the Rainbow," "Night and Day," "Cherokee" and "That's All." Fine deejay package.

JAZZ LP'S

★★★★ STRONG SALES POTENTIAL

★★★★ JUNK
Various Artists. Argo LP 4006—Insiders to the jazz scene (and that includes fans as well as those in the trade) should get a genuine boot out of this exceedingly funny album. The set caricatures some of jazz's top stars like Miles Davis, Erroll Garner and Cannonball Adderley in hilarious fashion. The take-offs are amazingly accurate in some cases and added effects in the Gene Blopper solo and the Ornette Morris tune add just that many more laughs.

★★★★ DIS HEAH
Wild Bill Davis and His Orch. Everest LPBR 5125—Here's a solid, swinging album of standout organ solos by Davis and equally effective tenor sax solo work. The line-up includes some rock originals and standards—"Cherokee," "Like Young," "St. Louis Blues," etc. The package has appeal for hip pop and r.&b. buyers as well as jazz fans.

★★★★ LIKE CHARLIE
Charlie Shavers and His Orch. Everest LPBR 5127—Charlie Shavers' exciting, inventive trumpet solo work is spotlighted here on a group of nostalgic standards and originals. Backed by piano, bass and drums, Shavers achieves unusual sound effects via an additional "tape echo" built into the final drum track. Selections include "Taking a Chance on Love," "You're My Everything" and "In the Still of the Night."

★★★★ REVELATIONS & THE BLUES
"Big" Miller. Columbia CL 1611; CS 8411 (Stereo & Monaural)—"Big" Miller is a fine blues singer. He has touches of the greatest—Rushing, Joe Williams and Joe Turner—
(Continued on page 30)



BARBARA

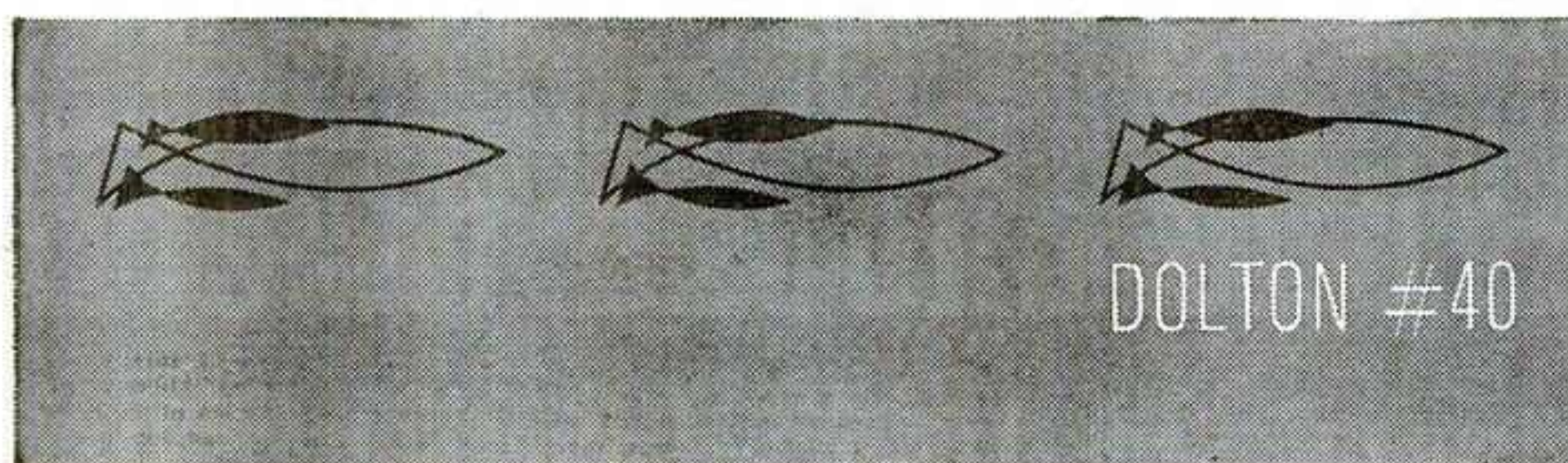
GARY

GRETCHEN

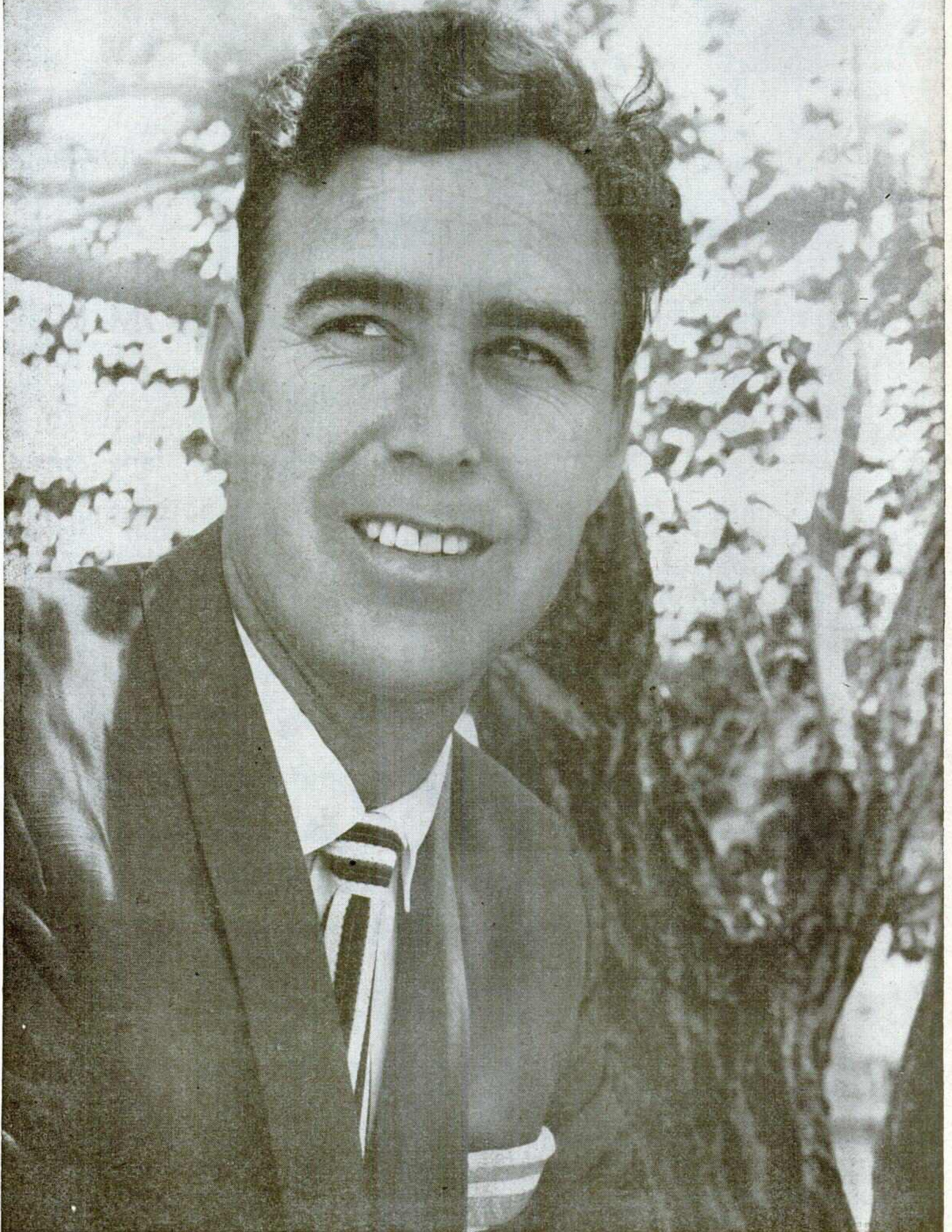
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the NEW VIBRATIONS

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b/w
"JUNKERNOO" checker #974
chess prod. corp., chicago 16, ill.

THE SMASH
"The Exodus of Pepe from The Misfits"
Summer Place Amy #818
STAN ROBINSON
AMY RECORDS, 1650 Broadway, N. Y. C.

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

Reviews and Ratings of New Albums

Continued from page 26

but he also has a certain flamboyance and vitality of style all his own. The chanter wrote all the tunes in this set just before the recording session, thus showing another of his bright talents. There are fast and slow, soulful blues and all are backed in a sheer swinging way by a combo featuring such as Ben Webster, Jim Hall, Plas Johnson, Red Mitchell, etc. This set has a lot of life for the true blues aficionado.

***** MOODY WITH STRINGS**
James Moody. Argo LP 679—Reed man James Moody shows himself in a variety of moods and emotions here as he performs on tenor, alto and flute, from track to track, written by Torrie Zito, in a manner which effectively showcases both Moody's lyrical and his swinging side. A listenable product, with backing ranging from lush strings to woodwinds and horns to a brass complement. The tunes were arranged and in five cases,

CLASSICAL LP'S
***** STRONG SALES POTENTIAL**

***** BEETHOVEN OVERTURES**
Concertgebouw Orchestra of Amsterdam (Jochum). Epic BC 1128 (Stereo & Monaural)—Here is one of the finest orchestral groups on wax performing some of the best-known overtures from the Beethoven repertoire. Included are the "Egmont," "Consecration of the House," "Leonore," "Coriolanus" and "Namensfeier." All are done with force and vigor to please any connoisseur. A highly salable production.

***** WORKS OF SAMUEL BARBER**
Robert DeCormier Chorale Symphony of the Air (Golschmann). Vanguard VRS 1065—This new album, another in the label's "Landmark of American Music" series, contains five compositions by contemporary composer Samuel Barber—"Second Essay for Orchestra," "Music From a Scene From Shelley," "A Stop Watch and Ordinance Map," "A Hand of Bridge" and "Serenade for Strings." The works range from 1929 "Serenade for Strings" to "A Hand of Bridge," which was written with Gian Carlo Menotti in the late 1950's. They are performed very satisfactorily. Soloists include Patricia Neway, William Lewis, Eunice Alberts and Philip Maero.

***** BARTOK: CONCERTO FOR ORCHESTRA; DANCE SUITE**
Concertgebouw Orchestra of Amsterdam (Haitink). Epic BC 1129 (Stereo & Monaural)—Two important compositions are performed here in excellent fashion. These include Bartok's "Concerto for Orchestra" and his folksy-styled "Dance Suite" with its Arabic, Hungarian and Roumanian overtones. Although there are many recordings of these works this new set should have strong appeal to Bartok fanciers.

***** HARRIS: FOLK SONG SYMPHONY (1940)**
American Festival Chorus & Orchestra (Golschmann). Vanguard VRS 1064—Roy Harris' "Folksong Symphony" is a compendium of American folk songs, incorporating "The Girl I Left Behind Me," "Bury Me Not on the Lone Prairie," "The Old Chisholm Trail," "Little Boy Named David" and "Johnny Comes Marching Home" among others. This collection of Americana is played with thoughtfulness, warmth and vigor. A set that should interest fans of contemporary American music.

***** CAPRICE VIENNOIS & OTHER KREISLER FAVORITES**
Elman, violin; Selger, piano. Vanguard VRS 1066—Viennese warmth and charm are replete in this collection of a dozen short selections written by or associated with Fritz Kreisler. Most were Kreisler works with which he hoaxed the critics for about 25 years, pretending they were arrangements from early composers. They are played by Mischa Elman with elan, tone and technique that do honor to his older colleague. Elman is an ideal interpreter of these works, and his version should rank high among the several available. Will sell for sentimental as well as musical reasons.

***** GRADUATION BALL BALLET**
Willi Boskovsky & the Vienna Philharmonic Orchestra. London CS 6199 (Stereo & Monaural)—The famous Johann Strauss ballet gets a light and sweeping reading from the Vienna ork. "Le Spectre De La Rose," Vienna ork. "Le Spectre De La Rose," by Weber, as orchestrated by Berlioz, fills the remainder of side two. Both compositions in their romantic tradition should appeal strongly to collectors of this grandiose music.

LOW PRICED CLASSICAL
***** BERLIOZ: SYMPHONIE FANTASTIQUE**
Vienna State Opera Orchestra (Golschmann). Vanguard SRV 120; SRV 120 SD (Stereo & Monaural)—Vanguard has selected a very brilliantly contrasted composition as its demonstration record for its new stereo-lab series. The Berlioz "Symphony Fantastique" is performed with grand and majestic romanticism by the Vienna State Opera Orchestra. At \$2.98 stereo, and \$1.98 mono, this set is a fine buy.

***** MODERATE SALES POTENTIAL**
***** DAVID OISTRAKH PLAYS SZYMANOWSKI: VIOLIN CONCERTO NO. 1**
Bruno BR 14043—The Debussy-influenced impressionism by Szymanowski is given an intense performance by the Soviet violinist Oistrakh on this LP. Besides the wide and sweeping mysticism of the concerto, which is performed by the violinist with the Lenin-

grad Philharmonic under Kurt Sanderling's baton, the composer's Violin Sonata in D, and "Fountains of Arhusa" are also included. The final two are played to the accompaniment of Vladimir Yampolsky at the piano.

***** DELER'S CHOICE**
Alfred Deller, counter tenor. Vanguard BG 612—Counter-tenor Alfred Deller turns his startling vocal equipment to a concert of rare songs from the 17th and 18th centuries with extraordinary effect. While his ultra-high frequency may not be to everyone's liking, his devoted fans will find this among his most satisfying efforts. Composers represented include Bach, Handel, Purcell, Schutz, Humfrey and Viadana.

***** BLOCH: THREE JEWISH POEMS FOR ORCHESTRA; COPLAND: FANFARE FOR THE COMMON MAN; VARIATIONS—1957**
Harford Symphony (Mahler). Vanguard VRS 1067 (Stereo & Monaural)—Twentieth century compositions that are original in feeling yet not so strange in technique that they offend the average listener. The Copland works are excitingly orchestrated and are more immediately striking. The Bloch works are moving and personal, of the type that become more impressive with repeated hearings. An unusual and interesting release.

***** GABRIELI: SACRAE SYMPHONIAE AND CANZONI**
Gabrieli Festival Ensemble, Heller, organ (Gillesberger) Vanguard BG 611—Dating mostly from the late 16th and early 17th cen-

(Continued on page 51)

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BROKE IN LOS ANGELES AND MEMPHIS!

FOR YOU

by **NICK CHARLES**

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S-1702

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It's the original. It's a SMASH!



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THE PARAMOURS

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Houston, Texas

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119 Northeast 54th Street
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3725 Woodward
Detroit, Michigan

California Mercury Record Co.
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Los Angeles, California

Metro Record Dist. Corp.
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Buffalo, New York

Mercury Record Sales Corp.
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New York, New York

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213 Third Street
Des Moines, Iowa

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Music Sales Company
1117 Union Avenue
Memphis, Tennessee

Music Service
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Great Falls, Montana

Hopkins Equipment Co.
418 Peachtree Street
Atlanta 8, Georgia

Oklahoma Record & Supply
18 Northeast 48th Street
Oklahoma City, Oklahoma

Supreme Dist. Company
Court & Broadway
Cincinnati, Ohio

Western Appliance Corp.
201 South Cherokee
Denver 23, Colorado

Wemar Sales
3010 N. 16th Street
Phoenix 16, Arizona

Joseph M. Zamoiski
1101 Desoto Road
Baltimore, Maryland

Apex-Martin Record Sales, Inc.
351 Washington Street
Newark, New Jersey

O'Brien Distributors
2830 W. Vliet Street
Milwaukee, Wisconsin

Seaboard Distributors
313 Park Avenue
E. Hartford, Connecticut

Norman Distributing Co.
1914 Washington Avenue
St. Louis 3, Missouri

**Standard Distributing Co.
of Pittsburgh**
1705 Fifth Avenue
Pittsburgh 19, Pa.

Universal Record Distributors
1330 W. Girard Street
Philadelphia, Pa.

Dumont Record Dist. Co.
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Boston 20, Mass.

Melody Sales Company
444 Sixth Street
San Francisco, California

M. S. Dist. Co. of Ohio
725 West St. Clair
Cleveland 13, Ohio

 **SMASH**

RECORDS

THE NATION'S TOP TUNES HONOR ROLL OF HITS

FOR WEEK ENDING APRIL 16

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

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	BLUE MOON	By Rodgers-Hart—Published by Robbins (ASCAP)	4
2	2	APACHE	By Lordan—Published by Regent (BMI)	8
3	7	DEDICATED TO THE ONE I LOVE	By Pauling Bass—Published by Armo (BMI)	10
4	3	SURRENDER	By Pomus and Schuman—Published by Presley (BMI)	8
5	4	PONY TIME	By D. Corvay-J. Berry—Published by Alan K (BMI)	11
6	12	RUNAWAY	By Max Crook-C. Westover—Published by Vickig (BMI)	3
7	6	DON'T WORRY (LIKE ALL THE OTHER TIMES)	By Marty Robbins—Published by Marty's (BMI)	9
8	15	ON THE REBOUND	By Floyd Cramer—Published by Cigma (BMI)	5
9	5	WHEELS	By Torres-Stephens—Published by Dundee (BMI)	9
10	9	ASIA MINOR	By J. Wisner—Published by Barbro (ASCAP)	3
11	22	MOTHER-IN-LAW	By Allan Toussaint—Published by Minit (BMI)	2
12	11	BUT I DO	By Robert Guidry-Paul Gayten—Published by Arc (BMI)	3
13	14	WALK RIGHT BACK	By Sonny Curtis—Published by Cricket (BMI)	6
14	20	PLEASE LOVE ME FOREVER	By Malone-Blanchard—Published by Ricky (BMI)	5
15	8	WHERE THE BOYS ARE	By Greenfield-Sedaka—Published by Aldon (BMI)	11
16	10	THINK TWICE	By Joe Shapiro-Jimmy Williams-Clyde Otis—Published by Play (BMI)	6
17	13	CALCUTTA	By Gaze-Bradike—Published by Pincus-Symphony House (ASCAP)	15
18	26	ONE MINT JULEP	By Rudolph Toombs—Published by Progressive & Regent (BMI)	2
19	24	TAKE GOOD CARE OF HER	By Kent-Warren—Published by Recherche-Paxton	3
20	18	EXODUS THE EXODUS SONG (This Land Is Mine)	By Gold—Published by Chappell (ASCAP) By Gold-Pat Boone—Published by Chappell (ASCAP)	19
21	17	GEE WHIZ (LOOK AT HIS EYES)	By Thomas—Published by East (BMI)	7
22	23	ONE HUNDRED POUNDS OF CLAY	By Elgin-Dixon-Rogers—Published by Gil (BMI)	2
23	21	BABY BLUE	By Gulino-Lagueux—Published by Greta (BMI)	3
24	—	PORTRAIT OF MY LOVE	By Cyril Ornadel-David West—Published by Piccadilly (BMI)	1
25	16	EBONY EYES	By J. D. Loudermilk—Published by Acuff-Rose (BMI)	8
26	—	YOU CAN DEPEND ON ME	By Charles Carpenter-Louis Dunlap-Earl Hines—Published by Peer International (BMI)	1
27	29	I'VE TOLD EVERY LITTLE STAR	By Jerome Kern-Oscar Hammerstein II—Published by Harms (ASCAP)	2
28	30	PLEASE TELL ME WHY	By Joyce Lee—Published by Lena (SESAC)	2
29	25	MODEL GIRL	By Ollie Jones-Lockie Edwards Jr.—Published by Alan K (BMI)	3
30	28	TONIGHT, MY LOVE, TONIGHT	By Paul Anka—Published by Spanka (BMI)	2

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by Billboard Music Week. Use of either may not be made without Billboard Music Week's consent. Requests for such consent should be submitted in writing to the publishers of Billboard Music Week at 1564 Broadway, New York 36, N. Y.

ITALIAN NEWSNOTES

San Remo Offers Some Sales Disappointments

By SAM'L STEINMAN
Piazza S. Anselmo 1, Rome

Publishers and diskeries are adding up the results of the 1961 San Remo event and looking askance at the results. Sales were far below that of the last three years and it is now obvious that the exclusion of artists like Domenico Modugno worked to the detriment of all artists. It reduced interest in the event despite the national betting pool.

One example, *Mina*, the hit of 1960, appears well on the way to becoming the disappointment of 1961, as interest swerves to *Milva* on the Cetra label. Her much-heralded festival song, "I Love, You Love," which was unplaced, is no longer in the film which it was meant to serve as theme song. A surprise that came with the Easter release of the production.

Other festival troubles are bothering the directors of the Naples event scheduled for June 11-13. Some 50 songwriters have asked that modern songs be added to the traditional-style tunes, but the Neapolitan Tourist Office has

turned thumbs down and indicated it would back a Neapolitan May Musical Month in the future in preference to the song festival if the traditional song-form were abandoned.

The newest note in festivals is the new rock 'n' roll event which will take place at Rome's Olympic Sport Palace April 25. The Golden Disk event is taking place at Diano Marina April 15 and 16, while Velletri, whose festival has rated high in the past as a secondary event, will be held May 26-28. Milan's Six Days of Song will take place at the Teatro Lirico May 4-9, and the Golden Nuts prizes will be offered at Varese June 10.

Disk Biz

Gianni Meccia's "Little Potato," picked up by RCA Victor, is the only San Remo song sure of U. S. distribution so far. . . . Capitol is now represented here by two new LP's, "The Country's Best," featuring hillbilly artists, and "Sinatra's Swingin' Session." . . . RCA Italiana has brought forth LP's featuring Neil Sedaka and the "Suzie Wong" sound track.

AUSSIE NEWSNOTES

BBC, Col Joye Mull Tour Deal

By GEORGE HILDER
19 Todman Avenue, Sydney

In the event of Col Joye going to England the B.B.C. has made an offer for an exclusive contract. His brother-manager Kevin Jacobson states that they have not finalized anything yet in the way of a trip as Col has plenty of work and has just signed a TV contract to do at least four spectacular shows over a period of the next six months.

The singer last week recorded his first disk since his tonsils operation six months ago. Col's last hit parader was "Yes, Sir, That's My Baby" which outsold Ricky Nelson's version, even though Ricky was touring this country when both numbers were released.

Col has just collaborated with Cliff Richards, and the Shadows with a number entitled "Naughty

Girl." The new record will be released in about two weeks on the Festival label.

Hot Wax

The Crescents recently signed an exclusive contract with Leedon Records, coming up with a strong contender for the local charts, "The Stars Will Remember," a sentimental ballad.

New Releases

Another interesting release on London is theme from "My Three Sons" and "Out of a Clear Blue Sky" played by Lawrence Welk and his orchestra.

Visitors

English entertainer Max Bygraves arrived here April 4 for a four weeks' season on TV. To coincide with his visit, HMV is releasing Max's latest disk, "Fings Ain't Wot They Used to Be."

JAPANESE NEWSNOTES

Vocal Kimono for Nat Cole?

By JOHN LUCKWEST
Tokyo Correspondent

Toshiba Records, Capitol's affiliate, has a plan to ask Nat King Cole to record some Japanese hit numbers in original Japanese language at Capitol's Hollywood Studio on his return to the States.

Teichiku Records is the first to release the winning songs at 1961 San Remo Song Festival on 2 LP's embodying "Al Di La," "24,000 Baci," "Il Mare nel Cassetto" and others from Italian Fonit.

Recording Business

Nippon Victor Records envisages to achieve the sales of 24 million dollars for the latter half of fiscal 1960 (October to March inclusive). The original estimate for this period had been set at 22 million dollars, but an unexpected upsurge in sales of television receivers and stereo phonographs as well as sales of records will eventually realize the target of 24 million dollars with a profit of 1.8 million dollars.

Record sales up to February from October reached 3.3 million dollars and up to March 3.9 million dollars. The diskery's total sales for the first half of 1960 (April to September) were 19 million dollars with a net profit of 1.4 million dollars.

"Poetry in Motion," titled here "Oh, Oh, M'n Roosje."

Considering the great success of the Eurovision Song Festival, Peter Kreuder, the famous Austrian pianist, made an LP with 10 of the best songs on Palette Records. On Philips, we received "Don't Worry" by Marty Robbins and "You Can Have Her" by Roy Hamilton.

BELGIAN NEWSNOTES

Elvis on First RCA 'Compact'

By JAN TORFS
Editor, Juke Box, Mechelen

RCA Victor offered its first 33-single compact record to dealers this week. It's Elvis' latest hit "Surrender." In a few weeks, Capitol will do the same with double compact records at the price of 90 fr. instead of 99 fr. which is the usual price of an LP. Among these releases are Nat King Cole, Frank Sinatra, the Kingston Trio and Ray Anthony.

Record Sales

Two famous American hits are now climbing on the Belgian charts, "Surrender" and "Wheels."

New Releases

Decca released another French version of "Pepe" sung by French vocal artist Dalida. Freddy Sunder made the first Dutch version of



HEARTS OF STONE
 Bill Black
 #1
 45-2028
 MONUMENT RECORDS

THAT LUCKY OLD SUN
 The Velvets
 Featuring Virgil Johnson
 45-435
 MONUMENT RECORDS

MY THREE SONS
 Bob Moore
 and his orchestra
 45-437
 MONUMENT RECORDS

DON'T HEAR YOU CALLING BABY
 The Trend-els
 45-779
 TILT

HIGH NOON
 SALT 'n PEPPER
 and The Shakers
 Come Softly To Me
 45-8617
 FEELGOOD RECORDS

LADY OF SPAIN
 Jim Eanes
 Blue Ridge
 45-510

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 from the
LONDON GROUP

LP's that are growing, growing, GROWING

THAT WONDERFUL FEELING
 BY BILL BLACK

ROY ORBISON
 LONELY AND BLUE

KOKOMO
 ASIA MINOR

Nobody Knows: Dry Bones, Do Lord, This Ole House, It Is No Secret, That Old Time Religion, Down By The River side, Swirl Low, Sweet Chart, Just A Closer Walk With Thee, When The Saints Go Marching In, others
 Stereo: SHL 3200A
 Mono: HL 1200A

Only The Lonely (Know The Way I Feel), Blue Angel, I'm Hurtin', Bye-Bye Love, Cry, I Can't Stop Loving You, (I'd Be) A Legend In My Time, Blue Avenue, Raindrops, Twenty Two Days, If I Say It's My Fault, Come Back To Me, My Love
 Stereo: SM 14002
 Mono: M 4002

Asia Minor: Exotic Dance, Sweet Memories, For Lovers Only, Moonlight Madness, Twentieth Century Drawing Room, Theme From A Silent Movie, Evening Concerto, Piano Rhapsody, King Of Hearts, Asia Minor-Humorous
 Stereo: FS 17513
 Mono: TL 7513

BUDDING CHART HITS
 from the
LONDON GROUP

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SINGLES PROGRAMMING & BUYING GUIDE

TOP MARKET BREAKOUTS

NEW YORK

- CHARANGA
Merv Griffin, Carlton
- (IT NEVER HAPPENS) IN REAL LIFE
Chuck Jackson, Wand
- GOOD GOODBYE
Bob Knight Four, Laurel
- NOBODY CARES
Jeanette (Baby) Washington, Neptune

CHICAGO

- EXODUS (In Jazz)
Eddie Harris, Vee Jay
- GIRL OF MY BEST FRIEND
Ral Donner, Gone
- FOOLIN' AROUND
Kay Starr, Capitol
- THE WATER WAS RED
Johnny Cymbal, MGM

LOS ANGELES

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

PHILADELPHIA

- EXODUS (In Jazz)
Eddie Harris, Vee Jay

DETROIT

- COME ALONG
Maurice Williams and the Zodiacs, Herald

BOSTON

- I TOLD YOU SO
Jimmy Jones, Cub

SAN FRANCISCO

- BONANZA
Al Caiola, United Artists
- TRIANGLE
Janie Grant, Caprice

PITTSBURGH

- MERRY-GO-ROUND
Marv Johnson, United Artists
- VERY THOUGHT OF YOU
Little Willie John, King
- LITTLE PEDRO
Olympics, Arvee

CLEVELAND

- GLORY OF LOVE
Roomates, Valmor
- BONANZA
Al Caiola, United Artists
- SCOTTISH SOLDIER
Andy Stewart, Warwick

BALTIMORE-WASHINGTON

- EXODUS (IN JAZZ)
Eddie Harris, Vee Jay
- AFRICAN WALTZ
Cannonball Adderley, Riverside
- MR. PRIDE
Chuck Jackson, Beltone
- WELCOME HOME
Sammy Kaye Ork, Decca
- THREE HEARTS IN A TANGLE
Roy Drusky, Decca

CINCINNATI

- BONANZA
Al Caiola, United Artists

SEATTLE

- I'LL JUST HAVE ANOTHER CUP OF COFFEE
Claude Gray, Mercury
- TREES
Platters, Mercury

MILWAUKEE

- WHAT'D I SAY
Jerry Lee Lewis, Sun
- I'LL JUST HAVE ANOTHER CUP OF COFFEE
Claude Gray, Mercury
- BONANZA
Al Caiola, United Artists
- ARE YOU SURE?
Allisons, London
- SLEEPY-EYED JOHN
Johnny Horton, Columbia

NEW ORLEANS

- AFRICAN WALTZ
Cannonball Adderley, Riverside

ATLANTA

- THE WATER WAS RED
Johnny Cymbal, MGM
- SLEEPY-EYED JOHN
Johnny Horton, Columbia
- YOU SET MY HEART TO MUSIC
Johnny Mathis, Columbia

BUBBLING UNDER THE HOT 100

1. GIDGET GOES HAWAIIAN Duane Eddy, Jamie 1183
2. ARE YOU SURE? Allisons, London 1977
3. THEME FROM THE GREAT IMPOSTER... Henry Mancini, RCA Victor 7830
4. LITTLE TURTLE DOVE Otis Williams and the Charms, King 5455
5. BE MY BOY Paris Sisters, Gregmark 2
6. YOUR GOODNIGHT KISS Guy Mitchell, Columbia 41970
7. LOVE OR MONEY Blackwells, Jamie 1179
8. THE WATER WAS RED Johnny Cymbal, MGM 12978
9. YOU SET MY HEART TO MUSIC Johnny Mathis, Columbia 41980
10. NOBODY CARES Jeanette (Baby) Washington, Neptune 122
11. AFRICAN WALTZ Johnny Dankworth, Roulette 4353
12. HOP SCOTCH Santo and Johnny, Canadian-American 124
13. THREE LITTLE FISHES Buzz Clifford, Columbia 41979
14. LITTLE GIRL, LITTLE BOY Al Martino, 20th Fox 237
15. PONY TRAIN Titus Turner, Jamie 1177
16. GIRL OF MY BEST FRIEND Ral Donner, Gone 5102
17. TRAGEDY Fleetwoods, Dolton 40
18. JENNY Johnny Mathis, Columbia 41980
19. HALFWAY TO PARADISE Tony Orlando, Epic 9431
20. MY KIND OF GIRL Matt Monro, Warwick 636

REVIEWS OF

THIS WEEK'S SINGLES

the pick of the new releases:



Strongest sales potential of all records reviewed this week.

CONNIE FRANCIS



BREAKIN' IN A NEW BROKEN HEART (Aldon, BMI) (2:53)—**SOMEONE ELSE'S BOY** (Aldon, BMI) (2:59)—Two more sides bound to perpetuate Connie's chart-topping habit. The first is a smart dual-track job on a piece of material that has a strong country touch. Powerful flip is a bouncy rock-oriented side that swings. **MGM 12995**

RICKY NELSON



HELLO MARY LOU (January, BMI) (2:17)—**TRAVELIN' MAN** (Four Star, BMI) (2:12)—Nelson comes through with a powerful vocal on a bright Latin tune penned by Gene Pitney. Side II is an easy-moving ditty about a lover with many flames. Both have a chance. **Imperial 5741**

THE COASTERS



LITTLE EGYPT (Progressive, BMI) (2:51)—**KEEP ON ROLLING** (Progressive, BMI) (2:19)—The boys come through with two sensational performances here. Top side is an item about a fabled belly dancer that really rocks. Hard-hitting blues in the train groove makes the flip potent, too. Both sides are in the best Leiber-Stoller tradition. **Atco 6192**

JOHNNY MAESTRO



WHAT A SURPRISE (Jimskip-Alan K., BMI) (2:44)—Johnny Maestro, the lead voice with the old Crests, has a strong ballad here with a teen-slanted lyric that's loaded with surprises. Flip is "The Warning Voice" (Winneton, BMI) (2:53). **Coed 549**

WANDA JACKSON



RIGHT OR WRONG (Combine, BMI) (2:36)—The thrush's strong vocal sells this rockaballad in tender, moving style. Fine ork backing and choral effects add mightily. Flip is "Funnel of Love" (Cedarwood, BMI) (2:08). **Capitol 4553**

JAMES RICKS



HI-LILLI, HI-LO (Robbins, ASCAP) (2:33)—The pretty oldie gets a unique treatment from Ricks' deep voice. An unusually smart arrangement for the accompanying ork does much to enhance the proceedings. Flip is "Young at Heart" (Cheerio, BMI) (2:28). **Atco 6193**

CHUBBY CHECKER



GOOD GOOD LOVIN' (Lois, BMI) (2:25)—**DANCE THE MESS AROUND** (Kahlmann, ASCAP) (2:20)—Another gasser of a coupling for the wild chanter. On top is a reprise of an old hit for James Brown and the Famous Flames, while the flip is another rip-roaring rocker, also out by Bobby Freeman. Both these sides should be watched. **Parkway 822**

ARETHA FRANKLIN



ARE YOU SURE (Frank-Rinimer, ASCAP) (2:38)—From the musical "The Unsinkable Molly Brown" comes this swinging gospel item which the thrush sings with fervor and feeling over a driving beat. Strong wax. Flip is "Maybe I'm a Fool" (Omell, ASCAP) (3:15). **Columbia 41985**

THE NEW YORKERS



MISS FINE (Figure, BMI) (2:25)—A rhythmic little rocker is handed a swinging go by the vocal group over bright percussion backing on the new label. Flip is "Dream A Little Dream" (Figure, BMI) (2:26). **Wall 547**

ANDY AND THE LIVE WIRES



YOU'VE DONE IT AGAIN (Peter Jan, BMI) (2:12)—The new chanter bows on the label with a smart performance of a novelty item aided by a rolling rhythm figure in the arrangement. Flip is "Maggie" (Peter Jan, BMI) (3:04). **Liberty 55321**

BOBBY BARE



BOOK OF LOVE (Sherman-DeVorzen, BMI) (2:05)—A big, big ballad gets a mighty convincing vocal from Bare over a soaring string and choral group accompaniment. Flip is "Lorena" (Sage and Sand, SESAC) (2:06). **Fraternity 878**

(Continued on page 38)

BUSTIN' WIDE OPEN

"IN MY HEART"

THE TIMETONES

b/w

"MY LOVE"

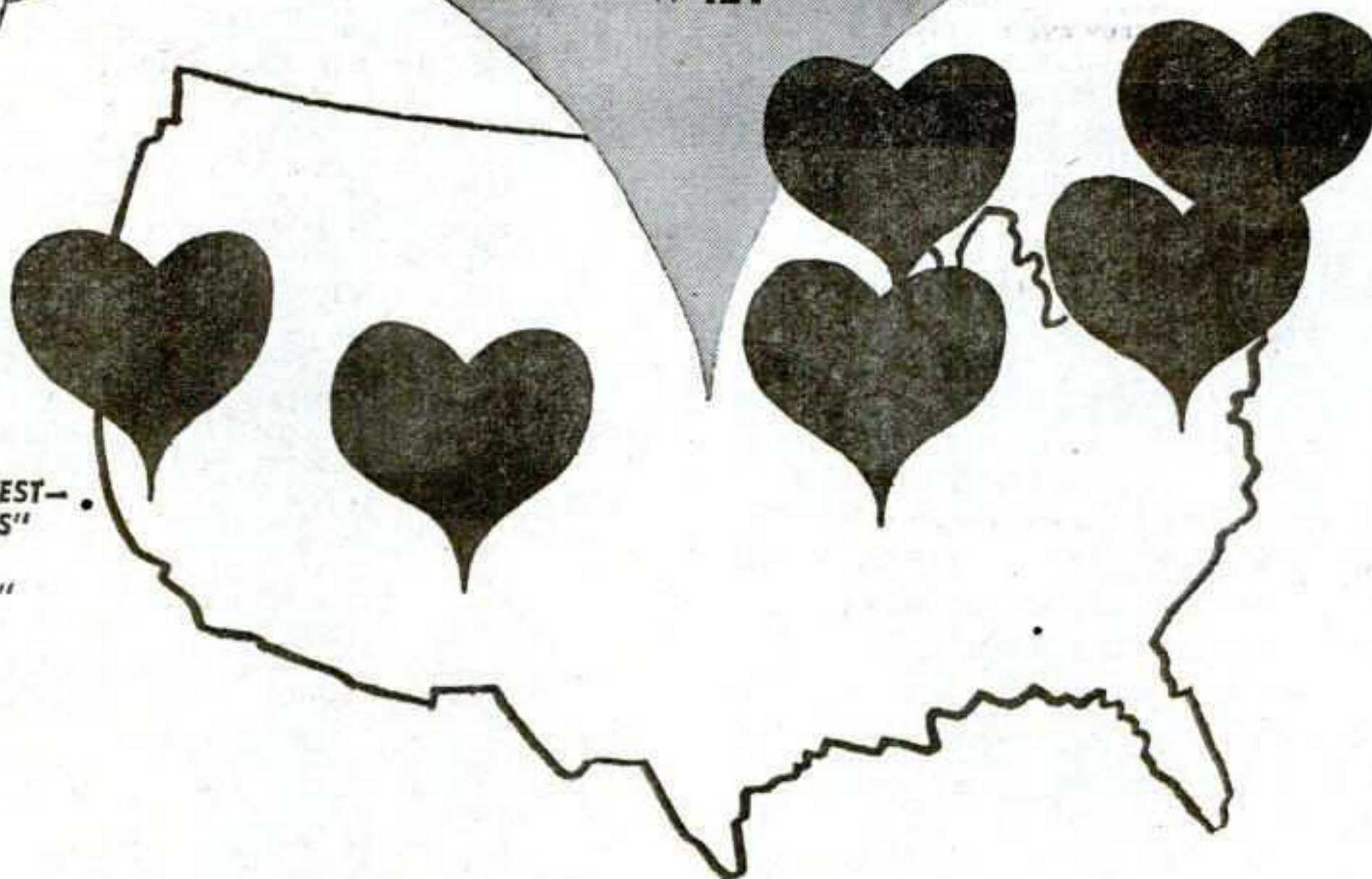
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Pittsburgh says
"GOING LIKE MAD"
Newark says
"NOTHING LIKE IT"
Los Angeles says
"IT'S HITS-VILLE"
Detroit says
"GOING AWAY
FAST"



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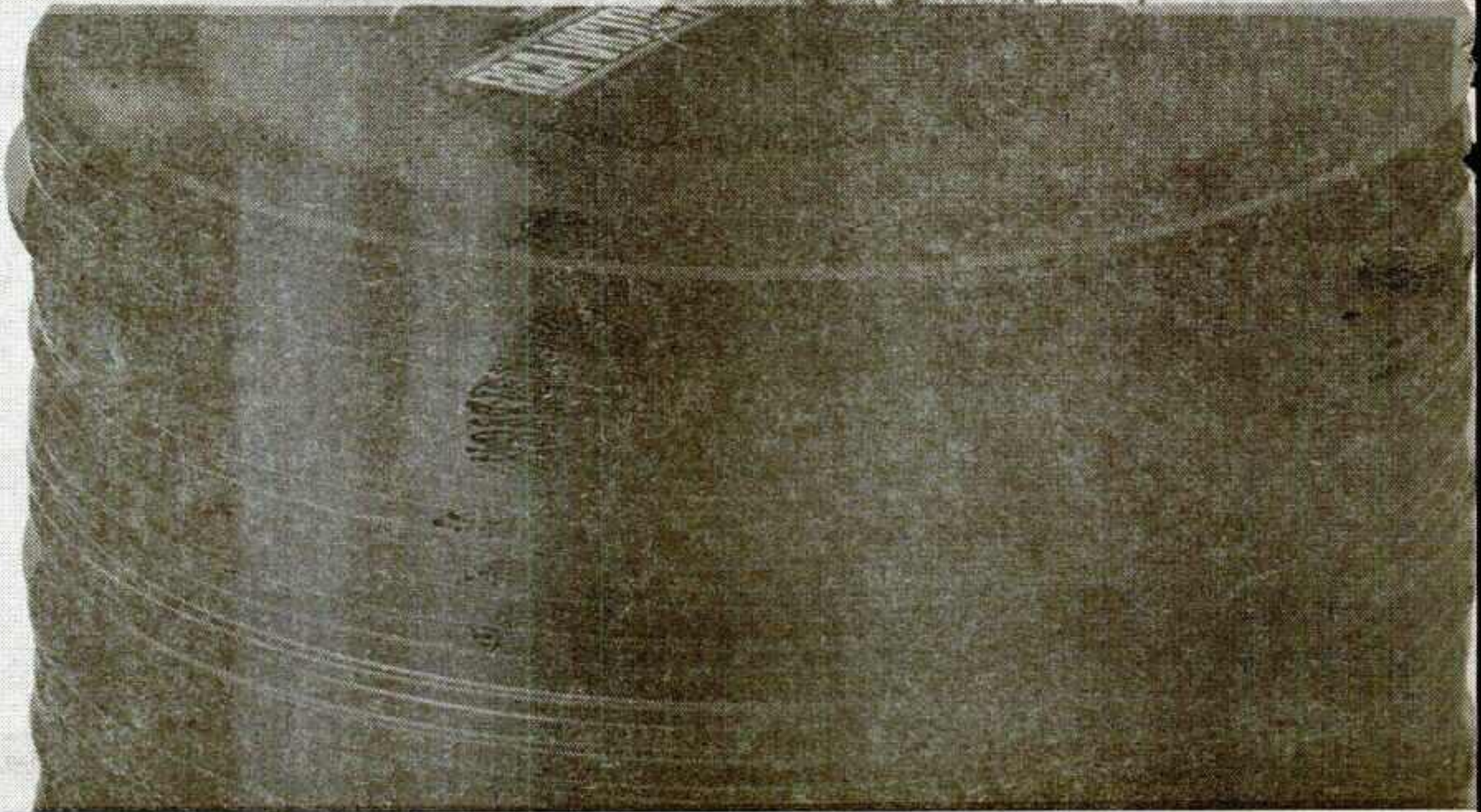
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HENRY MANCINI SHOWCASE—Henry Mancini Orch.—Peter Gunn; Moon Talk; Mr. Lucky; Sing, Sing, Sing. **LPC-104**

NEIL'S BEST—Neil Sedaka—Oh! Carol; Stairway to Heaven; The Diary; Run Samson Run. **LPC-105**

THE GOLDEN TOUCH—Frankie Carle Piano and Orch.—Penthouse Serenade; Deep Purple; Sunrise Serenade; Falling Leaves. **LPC-106**

OLD TIMERS' NIGHT AT THE POPS—Fiedler, Boston Pops Orch.—Jalousie; Ritual Fire Dance; Old Timers' Night at the Pops. **LPC-107**

TILL THE END OF TIME—Perry Como—Till the End of Time; When You Were Sweet Sixteen; You'll Never Walk Alone; No Other Love. **LPC-109**

TWILIGHT TIME—The Three Suns—Twilight Time; Don't Take Your Love from Me; Peg O' My Heart; Arrivederci Roma. **LPC-110**

AND NOW PRESENTING DELLA REESE—Someday; Not One Minute More; And Now; Daddy. **LPC-111**

THE AMES BROTHERS SING THE BEST OF THE BANDS—Moonlight Serenade; And the Angels Sing; Heartaches; It's the Talk of the Town. **LPC-112**

JEANETTE MacDONALD AND NELSON EDDY FAVORITES—Will You Remember; Indian Love Call; Ah, Sweet Mystery of Life; Wanting You. **LPC-113**

BIG HITS BY PRADO—Perez Prado Orch.—Cherry Pink and Apple Blossom White; Mambo No. 5; In a Little Spanish Town. **LPC-114**

EDDY ARNOLD SINGS THEM AGAIN—Bouquet of Roses; I'll Hold You in My Heart; Anytime; It's a Sin. **LPC-115**

HANK LOCKLIN'S GREATEST HITS—Please Help Me; I'm Falling; It's a Little More Like Heaven; Sand Me the Pillow You Dream On; Geisha Girl. **LPC-116**

HIGHLIGHTS FROM "THE STUDENT PRINCE"—Mario Lanza—Deep in My Heart; Gaudeamus Igitur; Serenade; Drink, Drink, Drink. **LPC-117**

MORTON GOULD AND HIS SYMPHONIC BAND PLAY SOUSA—Stars and Stripes Forever; Semper Fidelis; Washington Post; El Capitan. **LPC-118**

NIGHT TRAIN—Buddy Morrow Orch.—Night Train; Quarter to Twelve; One Mint Julep; Got You on My Mind. **LPC-119**

INSPIRATIONAL SONGS—George Beverly Shea—In the Garden; Sweet Little Jesus Boy; How Great Thou Art; Old Time Religion. **LPC-120**

HIGHLIGHTS FROM "VICTORY AT SEA," Vol. 1—Bennett, RCA Victor Symph. Orch.—Guadalcanal March; Beneath the Southern Cross; The Pacific Boils Over. **LPC-121**

HIGHLIGHTS FROM "REJOICE, DEAR HEARTS!"—Dave Gardner—The Motorcycle Story; David and the Giant. **LPC-122**

CHET ATKINS PLAYS GREAT MOVIE THEMES—Theme from "The Dark at the Top of the Stairs"; Theme from "Picnic"; Limelight; Meet Mister Callaghan. **LPC-124**

SAM COOKE SINGS—Chain Gang; If You Were the Only Girl; Teenage Sonata; You Understand Me. **LPC-126**

HIGHLIGHTS FROM "BELAFONTE AT CARNEGIE HALL"—Harry Belafonte—Day-O; Jamaica Farewell; Man Smart, Shenandoah. **LPC-127**

A JOB WELL DONE! RCA Victor and its family of Stars, its Distributors, and Dealers join with the millions of Americans in congratulating Elvis and the Colonel for their unselfish contributions in raising over \$51,000 for the Memphis Charities, February 25, and over \$53,000 for the U.S.S. Arizona Memorial Fund at Pearl Harbor, March 25 (both 100% Benefit Shows).

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 34

Novelty

DAVE GARDNER

COWARD AT THE ALAMO (Film & T. V. Music-Johnstone-Monte, BMI) (1:35)—In the vein of "Mr. Custer" is this very funny take-off about the Battle of the Alamo, with the comic explaining his reasons for not digging the fighting. Could be big. Flip is "You Are My Love" (Milgard, ASCAP) (2:22). RCA Victor 7876

FRITZ JOOL

GLADIATOREN-DIXIE (Piccadilly, BMI) (2:30)—This is one of the funniest imports yet, spotlighting Fritz Jool singing in German to "Entrance of the Gladiators," the familiar circus melody. Dixieland backing adds to the humor. Flip is "Das Lied Von Der Glatze" (Town & Country, BMI) (2:12). Warwick 635

Rhythm & Blues

LITTLE JUNIOR PARKER

DRIVING WHEEL (Lion, BMI) (2:34)—**SEVEN DAYS** (Lion, BMI) (2:15)—Parker is in great form on this fine coupling. Top side features some great blues wailing against classy guitar work, while the flip is an upbeat, Latin-tinged blues effort which also swings. Disk can go either way. Duke 335

Country & Western

HANK LOCKLIN

THIS SONG IS JUST FOR YOU (Central Songs, BMI) (2:38)—**FROM HERE TO THERE TO YOU** (Coldwater, BMI) (2:30)—Two strong ballad efforts by the fine chanter. Simple piano and choral backing is neatly worked in on top side. "Last Date" styled piano is also well employed with a chorus on the flip. Two solid performances. RCA Victor 7871

BUCK OWENS AND ROSE MADDOX

LOOSE TALK (Central Songs, BMI) (2:29)—**MENTAL CRUELTY** (Les Kangas, BMI) (2:25)—Two fine country artists are teamed here in what appears a dual-threat disk. Top side is the great Carl Smith hit of some time back while the flip is another solid reading of an old hit. Watch these. Capitol 4550

ERNEST TUBB

THOUGHTS OF A FOOL (Cedarwood, BMI) (2:57)—**DON'T JUST STAND THERE** (Ernest Tubb, BMI) (2:06)—Two fine traditional sides by Tubb. On top is a weeper with effective string and honky tonk piano support, while the flip is another effective side with a cute lyric. Chanter is in fine form here and he can score either way. Decca 31241

STRONG SALES POTENTIAL

ANITA BRYANT

★★★★ **An Angel Cried**—CARLTON 547—A strong multi-track vocal by the canary on an appealing ballad. Side is a potent one that could break out. (Mellin, BMI) (2:55)

★★★★ **I Can't Do It By Myself**—Effective multi-track thrashing stint on a country-flavored ditty, with good lyrics. Side has a chance for action. (Sheldon, BMI) (2:27)

GOGI GRANT

★★★★ **That One Kiss**—LIBERTY 55316—Miss Grant goes a-rocking on this swifty, fast-moving side. The bright tune was penned by John Loudermilk. Attractive string sounds and strong vocal work could turn this into a hit for the thrush. (Acuff-Rose, BMI) (2:07)

★★★★ **Adrift on a Star**—Soft vocal by the gal hits pay dirt on this three-quarter-time version of the tune from "The Happiest Girl in the World." Tune is based on "Barcarolle" and sports good use of strings and chorus effects. (Chappell, ASCAP) (2:35)

THE FIVE SATINS

★★★★ **Golden Earrings**—CUB 9090—The oldie is done in slow, soulful fashion by the lead with a solid back-up by the boys. Smart arrangement uses violins, too. Good wax that has a chance. (Paramount, ASCAP) (2:40)

★★★★ **Can I Come Over Tonight**—Here is a rockaballad that was a hit for the Velours several seasons back. The boys do it in good style against triplets and this side, too, has potential. (Figure, BMI) (2:05)

THE SHELLS

★★★★ **Better Forget Him**—JOHNSON 109—A heart-rending reading by the lead

singer on a moving rockaballad. Tune is a familiar one and could happen. Watch it. (Joli-Figure, BMI)

★★★★ **Can't Take It**—An exuberant chanting job by the group on an infectious r.&r. ditty. Side also merits exposure. (Joli-Figure, BMI)

THE SKYLINERS

★★★★ **The Door Is Still Open**—COLPIX 185—The slow and pulsing rockaballad, once a hit by Chuck Willis, is sold well by the group. Big string sound is heard behind the effective lead performance. Side should be watched. (Berkshire, BMI) (2:45)

★★★★ **I'll Close My Eyes**—The strong oldie tune is given a healthy ride by the group, against triplet backing. Big ork accompaniment is featured too. This side also merits a listen. (Peter Maurice, ASCAP) (2:20)

THE SARATOGAS

★★★★ **I'll Be Loving You**—IMPERIAL 5738—Heartfelt reading by the lead and group on a plaintive rockaballad. (Travis, BMI) (2:35)

★★★★ **Get It in a Minute**—Showmanly warbling by lead chanter and group on a hard-driving r.&r. ditty. Both sides could step out. (Podlor, BMI) (2:02)

SAM FLETCHER

★★★★ **Hold Me**—RCA VICTOR 7872—The fine oldie receives a warm and listenable reading by Fletcher over strong support by the ork and chorus. Fletcher's vocal could help this one go. Watch it. (Jungnickel, ASCAP) (2:28)

★★★★ **You Did It**—Bright, rhythm tune receives a meaningful reading from Fletcher aided strongly by the driving arrangement. There's a solid blues feeling here the effort has a chance. Two sides with possibilities. (Roosevelt, BMI) (2:26)

LINDA CARR AND THE IMPOSSIBLES

★★★★ **I'll Never Get Married**—SKYLAR 1111—A Latin-styled rocker is handled for listenable effects by the thrush. She has a sound here, too. (Lastar, BMI) (2:15)

★★★★ **Happy Teen-Ager**—Here's a bouncy rocker which employs the technique of the deep-down male boom-boom voice gimmick against the gal's enthused delivery. Has a chance. (Bloor-Hoffman House, BMI) (1:56)

LINDA HOPKINS

★★★★ **Happiness**—BRUNSWICK 55211—Gal has a huge voice and isn't afraid to use it on this jumping medium tempo rocker. Punching strings, vocal choral work and strong rhythm make this side go. (East-West, ASCAP) (2:06)

★★★ **I Don't Know You Anymore**—Rockaballad gets a strong and meaningful reading from the thrush. Trombone choir and flowing strings make the backing extremely effective. (East-West, ASCAP) (2:30)

BILLY MITCHELL

★★★★ **You Know I Do**—JUBILEE 5400—A rocker in medium rhythm with trick vocal backing by the group behind the spirited job by Mitchell. This one moves nicely. (Trinity, BMI) (2:20)

★★★ **Short Skirts**—Another cute tune on the apparel kick. He loves to see his baby's knees, hence his love for the short skirts. Mitchell is assisted by a femme chorus. (Trinity, BMI) (2:14)

LES PAUL AND MARY FORD

★★★★ **Jura (I Swear I Love You)**—COLUMBIA 41994—A very attractive hunk of material with a movie theme flavor is played in bright, rollicking style by the Les Paul-Mary Ford duo. Miss Ford sings the title word now and then. A side that should get mucho spins. (Iris-Trojan, BMI) (2:16)

★★★ **It's Been a Long, Long Time**—The fine oldie is done to a neat turn by Mary Ford who sings in soft, persuasive style over quiet guitar support by Les Paul. Two sides for jock programming. (Morris, ASCAP) (2:45)

THE PATHFINDERS

★★★★ **Ponderosa**—ABC-PARAMOUNT 10207—Interesting instrumental material is handed a very attractive performance by the Pathfinders combo. It has a steady and catchy beat and the melody itself is listenable. A disk worth watching. (Skidmore) (2:31)

★★★ **Swiss Yodler's Waltz**—Bright and cheery Swiss-styled waltz effort is played neatly by the combo with occasional yodels, plus good piano harmonica work. (Skidmore) (1:39)

STU PHILLIPS

★★★★ **Black Stockings**—COLPIX 191—Billy Mure's guitars are featured here along with the Stu Phillips ork in a medium paced piece of instrumental wax. Theme has a tentative quality and the side has appeal. (Wood, ASCAP) (2:15)

★★★ **Like Hungarian**—This is based on the "Hungarian Fantasy" by Franz Liszt and a colorful piece of orking it is. There's a lot of flavor here and the side can find favor with some jocks. (Col. Pict. Music, ASCAP) (1:55)

THE DUNES

★★★★ **Lonely Sands**—MADISON 156—Haunting melody on this is played by the group instrumentally with fine piano out front. Tempo is in the slower groove. This could be a sleeper. (Phillips-Monument, BMI) (2:20)

★★★ **Sloppy Jalopy**—Medium-tempo instrumental by the group features a catchy tune and an amusing side noise by auto horn. (Phillips-Monument, BMI) (1:45)

JOHNNY STEWART

★★★★ **Come On and Love Me**—SHELLEY 128—Here's a very strong performance by Johnny Stewart on a listenable rockaballad with a message about love. Stewart sells the tune in a semi-Sam Cooke fashion, and with a lot of feeling as well. Lad could go far, and so could the record. (CFG, BMI) (2:29)

★★★ **A Whole Lot of Lovin'**—Johnny Stewart comes through with a very good reading of a bright little novelty over snappy backing by the ork. He works mighty hard on the disk and it has a chance. (CFG-Claiborne, BMI) (2:07)

TOM TALL

★★★★ **Our Timing's Wrong**—DECCA 31240—Soft and beautiful weeper is sung by Tall here with much feeling. Fine vocal effects and guitar work in supporting combo makes this a good country side. (Sure-Fire, BMI)

★★★ **You Call Everybody Darlin'**—The fine oldie gets a bright reading from Tom on this side. Mixed choral effects in the backing and strong rhythm are effective.

JIMMY MITCHELL

★★★★ **Each Time We Kiss**—MERCURY 71770—Attractive ballad is sung with taste

and tenderness by Mitchell. Spinnable. (Brenda, BMI) (2:40)

★★★ **Wish I Could Be the One**—Expressive chanting by Mitchell on melodic ballad. Pleasant jockey side. (Brenda, BMI) (2:37)

JAY DANIEL

★★★★ **Lonely Little Girl**—MERCURY 71755—Heartrending reading by Daniel on feelingful rockabilly-styled ballad. Merits exposure. (Glad, BMI) (2:08)

★★★ **Kittiwake**—Effective warbling stint by Daniel on pretty folk-flavored theme. (Gil, BMI) (2:33)

THE PLAYBOYS

★★★★ **Boston Hop**—CHANCELLOR 1074—Exciting hand-clapping instrumental with infectious tempo and solid sax solo work. Both sides are from "Wild-Wildwood" LP. (Rambed, BMI) (2:12)

THE COUSINS

★★★ **What'd I Say**—Wild rocking side with showmanly reading of Ray Charles tune. Dual market wax. (Progressive, BMI) (2:48)

LEFTY FRIZZELL

★★★★ **Heaven's Plan**—COLUMBIA 41984—A bright novelty effort is sung well here by Frizzell and the side has a chance to

grab some coins, with its touches of rock and roll. Side is one of Frizzell's rare pop disks and it's a good one. (Cedarwood, BMI) (2:31)

★★★ **Looking for You**—Lefty Frizzell tells this story of love which has vanished, with appropriate paths over traditional country backing, which also features a male chorus. This side will appeal to his c.w. fans. (Heartline, BMI) (2:48)

RICHARD BERRY

★★★★ **Louie Louie**—FLIP 321—Berry and the group backing him sing this medium-tempo rocker pleasantly over so-so backing. Side could happen if exposed. Watch it. (Limax, BMI) (2:10)

★★★ **Rock Rock Rock**—The boys sell this wild rocker with a lot of spirit aided by a combo supporting them with a solid beat. Side has a chance. (Limax, BMI) (1:43)

GOGI GRANT

★★★★ **The Wayward Wind**—ERA 1013—There are a couple of r.&r. versions out on Gogi Grant's old hit, so Era is re-releasing the original. Could break out again. (Hilary-Bamboo, BMI) (2:55)

★★ **When the Tide Is High**—Pretty theme is sung attractively by the gal. Attention will be on the flip, however. (Thunderbird, ASCAP) (2:40)

MODERATE SALES POTENTIAL

THE FIVE FLEETS

★★★ **Pitter Patter**—SEVILLE 112—Heartfelt chanting by the lead warbler and group on a feelingful rockaballad. (Tide-land, BMI) (2:30)

★★★ **Cheer Up**—Jaunty r.&r. ditty is sung with verve by lead warbler and the group. (Pinelawn, BMI) (2:24)

KENNY PRESTON

★★★ **Somewhere Along the Way**—CAPITOL 4549—Ray Ellis' lush string backing makes a most effective setting for this boy's debut on the label. He has picked Nat Cole's big hit of many years ago as his material. (United Music, ASCAP) (2:37)

★★★ **The Greatest Thing on Earth**—The young man does a fine job on the ballad here. Interesting backing is by Stanley Applebaum. (Source, BMI) (2:26)

JERRY WALLACE

★★★ **Life's a Holiday**—CHALLENGE 9107—Bouncy ditty is wrapped up in bright vocal stint by Wallace. (Jat, BMI) (2:30)

★★★ **I Can See an Angel Walking**—Wallace warbles pleasantly on a catchy tune with attractive backing. Both sides merit attention. (4-Star Sales, BMI) (2:32)

PAT EDWARDS

★★★ **Before Long (I'll Have You Back Again)**—COLONIAL 7013—Presentable ballad receives a fair performance from the thrush over country-ish and rock and roll support. (Bentley, BMI) (1:59)

★★★ **Only One Love**—The chantress tells of her loyalty to her one and only love. It's a pretty song, well handled and the backing is listenable. Worth spins. (Bentley, BMI) (2:20)

MARY BEE

★★★ **Teen-Age Tears**—CHALLENGE 9108—The old story of teen-age love and non-understanding adults is given the full treatment here by the lass, and a good effort it is. Nice wax. (Ashna, BMI) (2:10)

★★★ **Dear Soldier**—On this side the thrush writes to her soldier boy and asks him to come home or at least write to her. Flip is stronger. (Ashna, BMI) (2:32)

DARLA HOOD

★★★ **Anytime, Anywhere**—ACAMA 124—Here's another young lass with the ethereal sound. In that style she does a good reading of this rockaballad. Side has a chance. (Granson, BMI) (2:29)

★★★ **Hurt, Hurt, Hurt**—The little lass sings of her hurt to the Latin rocker rhythm of a small combo on this side. Chorus effects and semi-bright rhythm are a help. (Granson, BMI) (2:15)

BOBBY KEENE

★★★ **Move Over Angels**—CORAL 62260—This bright rocker with a Latin touch extolls the praises of the singer's girl who is compared to celestial bodies. The boy sings it out with strings and chorus assisting. (Darnel, BMI) (2:22)

★★★ **Listen, Little Girl**—Bobby does a pleasant job on the vocal of this Latin-styled ballad as he pleads for love from the girl. Chorus and strings again assist. (Saxon, BMI) (2:26)

SUPREMES

★★★ **I Lost My Job**—SARA 1032—The blues flavor takes over on this swinging

rocker with an ingeniously devised lyric idea. (Kirchstein, BMI) (2:35)

★★★ **I Love You, Patricia**—The boys swing into this slow ballad with much feeling. Small combo backing is just right. (Kirchstein, BMI) (2:43)

BILLY LYNN

★★★ **Only One for Me**—AMY 820—The boy sings one of the teen-age type rockaballads on this possible action side. Cute use of a lass answering the lyric and the boys' spoken chorus are effective. (Myers, ASCAP) (2:15)

★★★ **Little Pony Tail**—The plight of the between-teenager is defined on this bright, easy rocking side. The boy sings nicely and chorus and combo work well in the background. (Myers, ASCAP) (2:20)

THE INTERNATIONAL POP ORCHESTRA

★★★ **Theme From Carmen**—CAMEL 188—Unusual instrumental treatment of Bizet's exciting "Harbarara." Stirring deejay wax. Both sides are from LP. (Lowe, ASCAP) (2:01)

★★★ **If You Love Me (Really Love Me)**—Lush ork treatment of dreamy instrumental theme. Pretty mood wax. (Duchess, BMI) (2:30)

HANGNAILS HENNESSEY AND WINGY BRUBECK

★★★ **Silents, Please**—LIBERTY 55317—Amusing spoof of silent movie piano accompaniment spotlights some fancy keyboarding on fast-moving chase theme. Both sides are from LP, sliced by Spike Jones. Funny off-beat jockey wax. (Morella, ASCAP) (2:40)

★★★ **Keystone Kapers**—Same comment. (Lindley, ASCAP) (2:35)

BILL AND DOREE POST

★★★ **The Lonely Wind**—CREST 1079—Haunting theme is wrapped up in tasteful piano solo. Nice jockey side. (American, BMI) (2:39)

★★★ **Haw, Jack**—Folksy narration by Bill Post on okay country ditty with appeal. For country and pop fans. (American, BMI) (2:42)

THE SALEMS

★★★ **I'll Still Go On Loving You**—MERCURY 71754—A slow rockaballad with strings and a concerto type piano filling in behind the soft and crooning lead performance. A good job that can appeal to teens. (MRC, BMI) (2:25)

★★★ **My Precious Love**—A ballad of love and devotion is sung handily by the lead against a fem choral backing. Effective wax that could pull plays. (MRC, BMI) (2:16)

ELTON ANDERSON

★★★ **Please Accept My Love**—MERCURY 71777—The chanter turns in a pleasant teen-styled vocal on this medium-paced ballad. Chanting is set against a good string background. (Kamar, BMI) (2:33)

★★★ **I Love You, Cheri**—A good, down-to-earth rocker side by Anderson. He sings the tune with spirit. Side is worth a hearing. (Bayou State-Shuler, BMI) (1:47)

THE SENTIMENTS

★★★ **Wedding in September**—NIECE 101—Here's a slow ballad that should appeal to

(Continued on page 40)

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Magenta-A03

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"I STOLE YOU AWAY"

Vicki Lynn

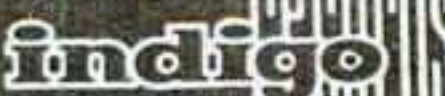
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• **Reviews and Ratings of New Records**

• *Continued from page 38*

teens, especially with vacation time coming up. The lead has a good high school sound that should register. Nice harmony backing is provided by the group. (Samovar, ASCAP) (2:50)

★★★ *Figures Never Lie*—A slow rock rhythm number that's in the blues format. Good danceable beat here. (Marionette) (2:25)

MARTY VINE
★★★ *Rosemary*—MASTERMADE 1501—

Here's a girl's name ballad set to the melody of "To a Wild Rose." It's sung with a good touch by Vine. Has appeal. (Republic, BMI) (2:00)

★★★ *Cheryl*—Vine is assisted by a fem chorus here on a slow rockballad. The lad has a good sound. (Vinnar, BMI) (2:10)

ABBY HOFFER'S TRUMPETS
★★★ *Trumpet in Paris*—AMY 819—Exciting instrumental voicing features a la la chorus and a wailing, muted trumpet solo against a fine Latin mambo-styled trumpet chorus. This could generate a lot of action. (Gil, BMI) (2:12)

★★★ *Fire in the Flesh*—A colorful Latin theme is accorded a bright instrumental treatment with non-lyric voices and exciting trumpet solo and group work. A listenable side worthy of plays. (Reynolds, ASCAP) (2:14)

JACK BAILEY
★★★ *Life Is Like the River*—MALA 432—Bailey offers a dual-track version of a smart piece of material in the country vein. Song also has the feeling of earlier Johnny Cash material. This can garner good spin action. (Ardo, BMI) (1:52)

★★★ *Memories of You*—Bailey turns in a dual-track chanting effort of an attractive country-styled weeper. The lad has a good feeling for the material. (Ardo, BMI) (2:55)

JORGE MOREL
★★★ *Romanoff and Juliet*—DECCA 31242—This attractive item is from the forthcoming film of the same name and it features the ork and chorus in a lyrical version of the Russian-oriented ditty. (Northern, ASCAP)

★★★ *Venus*—Listenable tune is performed smoothly by the large ork here with the chorus occasionally singing words. Two good jock sides. (Rambled-Lansdale, BMI)

MEL TILLIS
★★★ *Hearts of Stone*—COLUMBIA 41986—The old r.&b. hit, recently updated by the Bill Black Combo, is offered in a vocal version by Tillis. A neatly swingin' arrangement that can grab plays.

★★★ *That's Where the Hurt Comes In*—A slow weeper is sung with feeling by Mel Tillis. He's supported by a nice chorus sound. Tune is in waltz tempo. Good traditional country theme here.

SID COOPER AND ORK
★★★ *Fever*—AUDIO FIDELITY 080—The Sid Cooper ork performs the Little Willie John hit of years ago in bright instrumental style here, featuring attractive guitar and drum work, as well as interesting percussion. Good deejay wax. (Jay & Cee, BMI) (2:30)

★★★ *Moanin'*—The Bobby Timmons ditty, which is on the way to becoming a jazz classic, receives a driving instrumental performance from the ork here. Two strong sides for programming. (Totem, ASCAP) (2:37)

JAN ARLEN
★★★ *Certainly Love*—BRUNSWICK 55210—Thrush sounds off cheerily on this rocking effort as she tells her boy friend that he's the living end. Bright side. (Merrimac, BMI) (1:44)

★★★ *Just Out of Reach*—Interesting ballad is handled skillfully by the lass on this side and the backing spotlights chorus and ork with a beat. (East-West, ASCAP) (2:40)

DORIS DAY
★★★ *Twinkle and Shine*—COLUMBIA 41993—From her new picture of the same name comes this bright, bobbly item featuring Dodo in a happy vocal stint. Wax that should pull spins and spins. (Artists, ASCAP) (2:15)

★★★ *Gotta Feelin'*—This side is from Dodo's new album called "Bright and Shiny," and again the lass handles a bright tune with sparkle. Both sides are worth spins. (Daywin, BMI) (2:13)

GARY (SPIDER) WEBB
★★★ *The Cave (Parts I and II)*—BAM-BOO 504—Mysterious sound of Side I sets the story of a boy and a girl lost in a cave. Interesting instrumental effects from tomtomming to weird guitar figures. Boy and girl exchange calls and are still lost as records end. Both sides are very similar. (Pattern, ASCAP) (2:25, 2:28)

GEORGE SCOTT
★★★ *Twilight*—MARGO 001—A smart huik of guitar instrumental work with a band moving in later. Has something of a polka band quality. Good for jukes in polka marts. (Lowery, BMI) (2:20)

(Continued on page 42)

BILLBOARD MUSIC WEEK
HOT C&W SIDES

FOR WEEK ENDING APRIL 15

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	WEEKS ON CHART	TITLE, Artist, Company, Record No.
1	1	1	1	10	DON'T WORRY (LIKE ALL THE OTHER TIMES), Marly Robbins, Columbia 41922
2	2	2	2	11	FOOLIN' AROUND, Buck Owens, Capitol 4496
3	3	3	3	23	WINDOW UP ABOVE, George Jones, Mercury 71700
4	5	6	7	14	I'LL JUST HAVE ANOTHER CUP OF COFFEE, Claude Gray, Mercury 71732
5	6	5	5	8	LET FORGIVENESS IN, Webb Pierce, Decca 31197
6	8	14	30	4	HELLO WALLS, Faron Young, Capitol 4533
7	7	8	9	8	ODDS & ENDS, Warren Smith, Liberty 55302
8	4	4	4	32	ON THE WINGS OF A DOVE, Ferlin Husky, Capitol 4406
9	14	23	—	3	THE BLIZZARD, Jim Reeves, RCA Victor 7855
10	9	13	25	4	HEART OVER MIND, Ray Price, Columbia 41947
11	11	11	18	9	LOUISIANA MAN, Rusty and Doug, Hickory 1137
12	12	10	13	6	YOUR OLD LOVE LETTERS, Porter Wagoner, RCA Victor 7827
13	13	18	23	5	THREE HEARTS IN A TANGLE, Roy Drusky, Decca 31193
14	16	12	10	8	I'D RATHER LOAN YOU OUT, Roy Drusky, Decca 31193
15	10	7	6	24	I MISSED ME, Jim Reeves, RCA Victor 7800
16	26	—	—	2	CRAZY BULLFROG, Lewis Pruitt, Decca 31201
17	29	—	—	2	PLEASE, MR. KENNEDY, Jim Nesbit and 'Lasses Sopper, Country Jubilee 549
18	17	16	16	9	KISSING MY PILLOW, Rose Maddox, Capitol 4487
19	18	17	17	5	I LOVE YOU BEST-OF ALL, Louvin Brothers, Capitol 4506
20	19	21	21	6	THE OTHER CHEEK, Kitty Wells, Decca 31192
21	20	19	14	22	I THINK I KNOW, Marion Worth, Columbia 41799
22	25	—	—	2	I FALL TO PIECES, Patsy Cline, Decca 31205
23	28	—	—	2	LONELYVILLE, Ray Sangers, Liberty 55304
24	15	9	8	20	LOVING YOU, Bab Gallion, Hickory 1130
25	23	24	22	5	WHAT ABOUT ME, Don Gibson, RCA Victor 7841
26	—	—	—	2	SHORTY, Jimmy Smart, Plaid 1004
27	22	20	12	22	WORTH TO ALASKA, Johnny Horton, Columbia 41782
28	27	—	—	3	GREENER PASTURES, Stonewall Jackson, Columbia 41932
29	21	25	—	3	THE TWENTY-FOURTH HOUR, Ray Price, Columbia 41947
30	—	—	29	2	FICKLE FUN, Kitty Wells, Decca 31192

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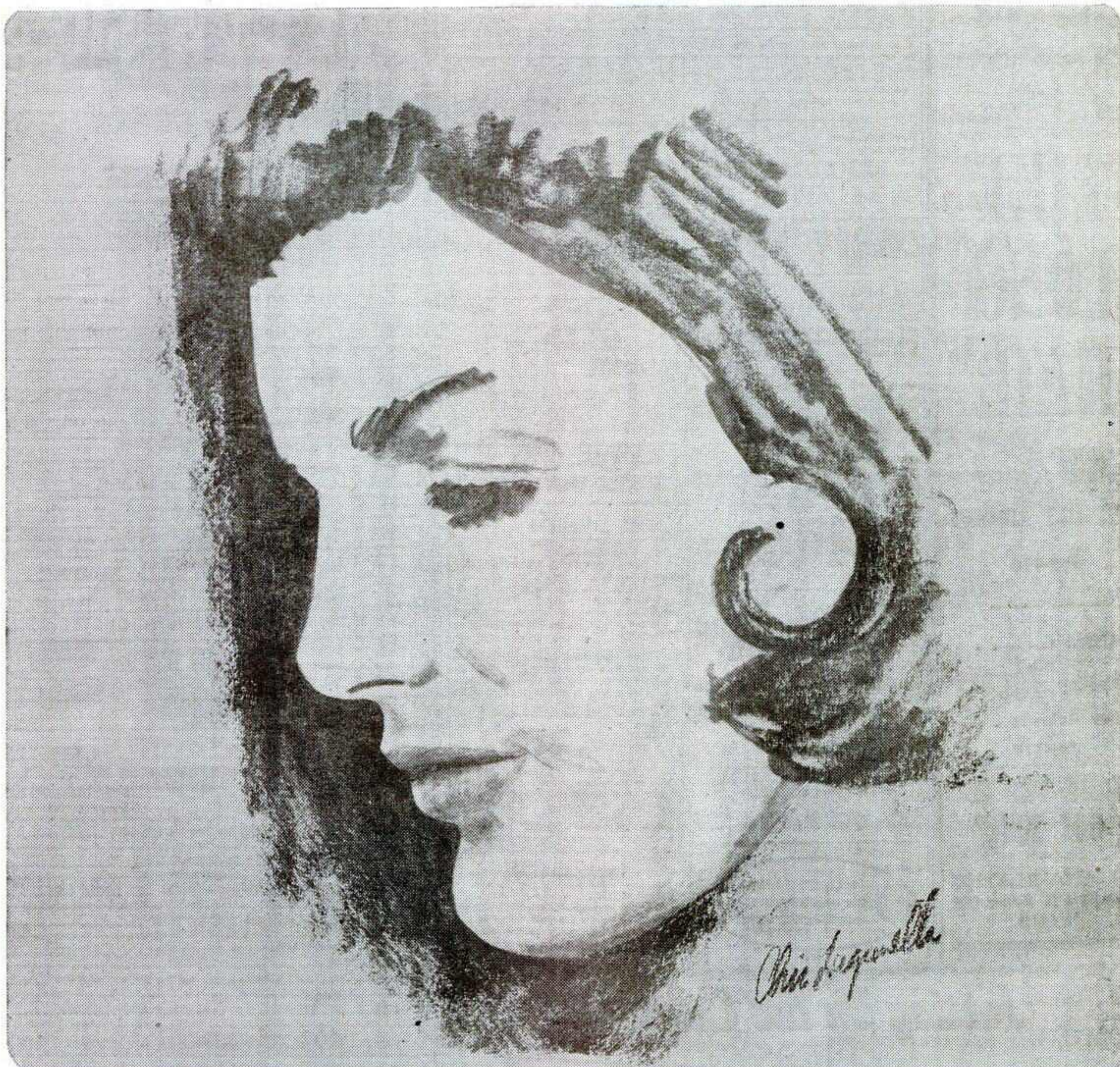
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Reviews and Ratings of New Records

Continued from page 40

★★ The Matador—Here's a bit of slower-paced fare again much in the polka tradition. There's also a touch of flamenco about the horns here. (Lowery, BMI) (2:14)

LEE TALBOYS

★★★ Ladder of Love—PALLADIUM 609—Lee Talboys turns in a fair performance on this slight novelty while the combo supports him with a neat beat. Side could get spins. (Suffolk, BMI) (2:29)

★★ In a Little Spanish Town—Latin-styled arrangement of the oldie is sung in so-so fashion here by the chanter. (Feist-Warock, ASCAP) (1:59)

BOB CONRAD

★★★ Ballin the Jack—WARNER BROS. 5211—Conrad bows on the label with an occasionally enthusiastic reading of the oldie aided by a girl's group and strong ork support. Could get spins. (E. B. Marks, BMI) (1:50)

★★ I Want You (Pretty Baby)—Chanter sells this medium tempo lament in okay style again over good support. Flip is stronger. (Monorco, ASCAP) (2:05)

GAY JAMISON

★★★ A Friendly Hand—SPARK 901—A good rhythm tune with organ and horns backing Jamison's enthused vocal delivery. There's a bit of sage philosophy here. (O-Gee, ASCAP) (3:03)

★★ Balmy Breezes—A medium-rhythm tune features an okay vocal by Jamison, abetted by a male group. (O-Gee, ASCAP) (1:57)

NAT RUSSELL

★★★ My Foolish Heart—KING 5484—A soft and thoughtful vocal by Russell on the fine tune by Victor Young and Ned Washington. Pleasant side. (Santly Joy, ASCAP) (3:32)

★★ The House Next Door—A jazz-styled backing accompanies the vocal by Russell here. Flip has a better chance. (Lois, BMI) (3:27)

JIM HOLLAND

★★★ Journey—SAM 104—Haunting folk saga is sung with feeling and sincerity by Holland. (Leivas, BMI) (2:15)

★★ My Love—Pretty ballad is warbled pleasantly by Holland. (Leivas, BMI) (2:15)

MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

STRONG SALES POTENTIAL

COUNTRY & WESTERN

LESTER FLATT AND EARL SCRUGGS
★★★★ I Ain't Going to Work Tomorrow—COLUMBIA 41983—Effective chanting on catchy country item with solid banjo solo work. (Peer Intl., BMI) (2:03)

★★★★ If I Should Wander Back Tonight—Bright, bouncy ditty is sung with good-natured showmanship. (Peer Intl., BMI) (2:07)

BOB GALLIO

★★★★ Six Pallbearers—HICKORY 1145—This country weeper gets a mournfully powerful reading from the boy. Most effective backing adds much to the side. (Acuff-Rose, BMI) (2:20)

★★ One Way Street—The lost love theme gets an intriguing twist on this side. Strong country flavor should make it move in that market. (Acuff-Rose, BMI) (2:13)

MODERATE SALES POTENTIAL

COUNTRY & WESTERN

DIXIELAND DRIFTERS

★★★ Bongos and Uncle John—HAP 1009—Interesting down-home country blues wax by the group. The tune has a ranchera effect with its sustained phrases. Good sound and a fine performance by the group, and it can get country plays. (Mountain City, BMI) (2:30)

★★★ How Big a Foot—A weeper with that lonesome feeling expressed well by the lead. It's done in three-quarter time and there's a good hill quality in evidence. (Tree, BMI) (2:50)

COWBOY COPAS

★★★ You Walked Right Out of My Dreams—KING 5479—A nice, old-styled country vocal by Copas, against weepin' fiddles and steel guitar with rhythm. Easy listening wax for the rural market. (Lois, BMI) (2:51)

★★★ It's a Shame—Another weeper by the Cowboy, in medium tempo. It has similar potential to the flip. (Acuff-Rose, BMI) (2:51)

FERLIN HUSKY

★★★ Guilty Feeling—KING 5476—Husky has been active on the pop charts lately, but this effort is strictly in the old-time
(Continued on page 43)

BILLBOARD MUSIC WEEK HOT R&B SIDES

FOR WEEK ENDING APRIL 15

TITLE, Artist, Company, Record No.

THIS WEEK	ONE WEEK AGO	TWO WEEKS AGO	THREE WEEKS AGO	TITLE, Artist, Company, Record No.	WEEKS ON CHART
1	10	15		BLUE MOON, Marcell, Colpix 186	5
2	3	11	22	ONE MINT JULEP, Ray Charles, Impulse 200	4
3	2	5	7	FOR MY BABY, Brook Benton, Mercury 71774	8
4	29	—	—	MOTHER-IN-LAW, Ernie K. Doe, Minit 623	2
5	5	1	3	I PITY THE FOOL, Bobby Bland, Duke 332	10
6	14	—	—	TRUST IN ME, Etta James, Argo 5385	2
7	7	9	14	HIDEAWAY, Freddie King, Federal 12401	5
8	11	7	6	THINK TWICE, Brook Benton, Mercury 71774	8
9	9	6	5	GEE WHIZ (LOOK AT HIS EYES), Carla Thomas, Atlantic 2086	10
10	8	14	13	I DON'T WANT TO CRY, Chuck Jackson, Wand 106	9
11	6	4	1	PONY TIME, Chubby Checker, Parkway 818	10
12	4	3	4	ALL IN MY MIND, Maxine Brown, Nomar 102	12
13	16	—	—	DADDY'S HOME, Shep and the Limelites, Hull 740	2
14	12	16	17	FIND ANOTHER GIRL, Jerry Butler, Vee Jay 375	5
15	19	23	24	SPANISH HARLEM, Ben E. King, Atco 6185	12
16	15	2	2	DEDICATED TO THE ONE I LOVE, Shirelles, Scepter 1203	7
17	26	—	30	BUT I DO, Clarence (Frogman) Henry, Argo 5378	5
18	23	—	—	WON'T BE LONG, Aretha Franklin, Columbia 41923	6
19	—	—	—	SOME KIND OF WONDERFUL, Drifters, Atlantic 2096	1
20	13	18	19	WATUSI, Vibrations, Checker 969	5
21	10	13	11	YOU CAN HAVE HER, Roy Hamilton, Epic 9434	10
22	17	8	9	BEWILDERED, James Brown, King 5442	5
23	21	15	16	APACHE, Jorgen Ingmann, Atco 6184	7
24	—	—	—	CALCUTTA, Lawrence Welk, Dot 16161	8
25	—	29	27	WHEELS, String-A-Longs, Warwick 603	3
26	20	26	—	ONCE UPON A TIME, Rochell and the Candles, Swingin' 623	3
27	24	19	26	BYE, BYE, BABY, Mary Wells, Motown 1003	13
28	—	—	—	I'VE TOLD EVERY LITTLE STAR, Linda Scott, Canadian-American 123	1
29	30	—	—	THAT'S IT—I QUIT—I'M MOVIN' ON, Sam Cooke, RCA Victor 7853	2
30	18	12	8	AT LAST, Etta James, Argo 4003	13

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Reviews and Ratings of New Records

Continued from page 42

country vein. It's in the medium rhythm and it features some wobbly vocal gimmicks by Husky. Possible action in c.&w. marts. (4 Star Sales, BMI) (2:30)

★★ **Electrified Donkey**—A novelty country effort by Husky. Again it's old-style stuff. Might appeal to strictly rural fans. (4 Star Sales, BMI) (2:15)

CHARLIE BROOME

★★★ **Let Your Arms Speak for Your Lips**—O.E.K. 206—Fast track voices a la the Chipmunks does the cute backing behind Broome on this bouncy side with a

touch of the Latin in its rhythm. (Lowery, BMI) (2:04)

★★ **Sandy** — Broome sings this pleasant medium-tempo tune in celebration of the girl with competence. (Lowery, BMI) (2:05)

THE WRIGHT BROTHERS

★★★ **Darlin' I'm So Blue**—ARK 618—Weeper material on this disk is handled at a very quick tempo by the two boys. Side also spots good guitar and fiddle work. (Polaris, BMI) (2:42)

★★ **I Hate to See It End This Way**—Another fast weeper in the country groove. Flip is better. (Polaris, BMI) (2:10)

★★★★
STRONG SALES POTENTIAL

RHYTHM & BLUES

AMOS MILBURN

★★★★ **My Sweet Baby's Love**—KING 5483—The exultation of love has Milburn joyously swinging this bright rocker. Besides a jumping rhythm section the supporting combo also shows off some fine tenor sax work. (Avenue, BMI) (2:40)

★★★★ **Heartaches That Make You Cry**—Milburn shouts out this sad blues, which is taken at a non-sad, quick tempo. The

rocking side also spots fine guitar and sax work. Watch it. (R-T, BMI) (2:44)

JOHN LEE HOOKER

★★★★ **Mojo Hand**—LAUREN 361—The wonderfully mournful tones of this slow blues are powerfully sung by Hooker. Side also features great guitar work. Good wax here. (Freda, BMI) (2:49)

★★★ **Ballad to Abraham Lincoln**—The story of tensions of Civil War time and Abraham Lincoln's place in it, is outlined on this slow, story blues. (Freda, BMI) (2:52)

★★★
MODERATE SALES POTENTIAL

RHYTHM & BLUES

JIMMY WILSON

★★★ **Easy, Easy, Baby**—DUKE 331—Wilson has an impressive vocal quality on this minor-based blues in the Southern tradition. Good, persistent backing by the band. The lad has talent. (Lion, BMI) (2:35)

★★★ **My Heart Cries Out for You**—The upbeat, rockin' blues side. Wilson again gives his material a good ride. (Lion, BMI) (2:20)

AL (TNT) BRAGGS

★★★ **An Angel (You Belong to Me)**—PEACOCK 1699—A good blues-styled shout by Braggs with a good group behind him. Side is much in the gospel-blues tradition. (Lion, BMI) (2:24)

★★ **I Don't Think I Can Make It**—A slow, triplet-backed r.&b. ballad effort. Okay effort with an edge to the flip on material. (Lion, BMI) (2:28)

★★★★ **STRONG SALES POTENTIAL**

CHILDREN'S

THE K-NINE

★★★★ **Cruella De VE**—VISTA 801—The "femme fatale" from Walt Disney's "101 Dalmatians" is the subject of this slight rocker sung by male chorus. (Walt Disney, ASCAP) (1:15)

★★★ **101 Dalmatians**—The title tune of the picture is sung by a chorus in happy terms on this side. Bright dog yips and banjo backing add to the happy side. (Wonderland, BMI) (1:47)

★★★ **MODERATE SALES POTENTIAL**

LATIN AMERICAN

LOS MEDINA Y SU CONJUNTO

★★★ **La Pachanga**—DIMSA 4206—Mexico comes through with this latest version of the La Pachanga. Male trio does a fine singing job on the lyric and the band gives the dance rhythm a rousing reading. (2:43)

★★★ **Imagenes**—Beautiful trumpeting gets this bolero ballad off. The singing is nicely done by the male trio to fine backing. (2:25)

PACHECO Y SU CHARANGA

★★★ **El Chivo** — ALEGRE 3049 — Bright, vivacious Latin wax with a catchy tempo and Pachanga beat.

★★★ **La Malanga** — Sprightly Charanga tempo sacred theme. (BMI) (3:00)

BI'L MATTE

★★★ **Parlez-Vous L'Francais** — LANUR 503—Spoken in a French dialect, this song and its instrumental accompaniment make for an unusual disk. (Jon, BMI) (2:05)

★★ **Cher P'Tit Coeur**—This pretty country-fied tune gets a happy reading with good violin and guitar work. (Jon, BMI) (2:35)

CARLOS ARGENTINO WITH SONORA MATANCERA

★★★ **Dance the Charanga**—SEECO 6075—Authentic-sounding version of the new dance fad with lively Spanish lyric vocal. Interesting deejay wax.

★★★ **Cuban Pete**—The oldie is handed pleasing ork treatment with danceable Latin beat.

(Continued on page 44)

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This Week	Last Week	Weeks on Chart
1. EXODUS (Chappel)	1	20
2. CALCUTTA (Pincus-Symphony House)	2	15
3. APACHE (Regent)	3	5
4. ASIA MINOR (Barbro)	8	3
5. WHERE THE BOYS ARE (Aldon)	4	7
6. WHEELS (Dundee)	5	8
7. THEME FROM THE APARTMENT (Mills)	10	38
8. ANGEL ON MY SHOULDER (Sherman-De Vorzon)...	7	5
9. NORTH TO ALASKA (Robbins)	9	16
10. SECOND TIME AROUND (Miller)	14	6
11. LAST DATE (Acuff-Rose)	13	22
12. MISTY (Octave)	15	42
13. HEY, LOOK ME OVER (Morris)	6	11
14. WONDERLAND BY NIGHT (Roosevelt)	11	18
15. CALENDAR GIRL (Aldon)	12	10

Reviews and Ratings of New Records

Continued from page 43

PACHECO Y SU CHARANGA
★★★ Pyeme Mulata—ALEGRE 3045—Exuberant chanting on catchy Latin theme with Charanga tempo.

★★★ El Guiro De Maçorina—Same comment.

LAZARO AND HIS ORK
★★★ Caramba Mulata—MASTER 1—This new label bows in with a fine Latin ballad sung by Chico Alonso. The tune moves along nicely and should make for fine dancing in the Latin-American groove. (Ryan, BMI)

★★ Al Animo—Alonso sings the flip also. It's a fast moving merengue. (Ryan, BMI)

★★★ MODERATE SALES POTENTIAL

SACRED

RICHARD (RED) MARTIN
★★★ Thankful — GOSPEL TIME 103 — Feelingful reading by Martin on sincere up-tempo sacred theme. (BMI) (3:00)

★★★ I'm a Millionaire—Same comment. (BMI) (3:07)

MILLARD HOOKER AND THE BOYD BROTHERS
★★★ Mother's Gone to Glory—COUNTRY

GOSPEL 138—Mother's death and rise to heaven is the subject of this moving side. (BMI) (2:10)

★★★ Don't Forget to Pray—Inspirational message in the back-country terms gets a feelingful reading by the Brothers with Miss Hooker. (BMI) (2:03)

SISTER ADA ALLEN
★★★ The Path of Sin—GOSPEL TIME 104—Seeing the light of salvation is the theme of this convincing country religious disk. Simple guitar backing assists. (BMI) (2:50)

★★ Get Ready for That Gospel Train—Sister Allen warns sinners to straighten out their lives for the judgment day on this side. (BMI) (2:48)

LIMITED SALES POTENTIAL

POPULAR

RICHIE MARSH
Half Angel—Baby, Baby, Baby. ACAMA 125.

JOHNNY FLAMINGO
This Was Really Love—If You Say Please Go Now. DIADON 103.

TOMMY BARNES
Smile—Teen-Age Rockers. RONNIE 1015.

THE FIVE CHORDS
Red Wine—Jeannie. CUCA 1031.

DICK HOYT
Wonder Why—Who Made the Morning. JO-DI 001.

JAN STARKS
Let Me Hear It From You — There'll Always Be the Blues. PICO 526.

THE STARFIRES
These Foolish Things — Let's Do the Pony. D & H 200.

RICK KELLIS
Lonely Echo — Ev'ry Jack Needs a Jill. MALA 429.

GRADY O'NEAL
Too Many Chiefs Not Enough Indians — Ballad of Joaquin Murrieta. JAN-ELL 7.

THE BIG ROCKER
No Privacy — Have I Stayed Away Too Long. LUCKY FOUR 1002.

DAVID DILLER
Maybe Baby Maybe—Chi-Baba Chi-Baba. WEBER 391.

BETTY FOSTER
What Will I Do?—Somebody's Crying. CREST 1078.

COUNTRY & WESTERN

LEON BROWN
All Because of You — Darling. ABNER 100.

PERRY BRICE
Southern Hospitality — One Year Love. PLAID 1005.

JOHNNY MONTANA
If I Could—Miss Me a Little. ARCADE 161.

SACRED

REV. MARSHALL BACHELOR WITH THE FAITH CONTENDERS BAND
Let Me Be Worthy—You'll Meet God. GOSPEL TIME 102.

POLKA

JOHNNIE STAVINS & ORK
Wheels — Melo - Dee Polka. YALE 250.

RHYTHM & BLUES

THE BELVEDERES
Wage Assignment Blues — He's a Square. LUCKY FOUR 1003.

NOVELTY

JOE SUBWAY
How to Sell Stereo—Mudder Goose. MAD 1201.

Frey Gets Brazil Good-Will Award

LOS ANGELES — Sid Frey, chief of Audio Fidelity Records, was presented the Brazilian Good-Will Ambassador Award here Friday (8) by Brazilian Consul Raul Smandek. Senor Smandek flew here from New York especially to make the presentation at the Ambassador Hotel where Frey is staying while he visits the Los Angeles High Fidelity Show.

Frey operates a Brazilian subsidiary firm, Audio Fidelity of Brazil. He returned from Rio only last week where he completed recording two new albums of Brazilian music for the United States market. Such American artists as Joe Basile, Johnny Puleo and Mohammed ("Port Said") El Bakkar, all on Audio Fidelity, have also proved good sellers in the South American nation.

Former Era Partners Sign Consent Order

WASHINGTON—Three Hollywood businessmen, formerly co-partners in Era Records but now separately manufacturing disks, have signed a payola consent order with the Federal Trade Commission, promising not to make undercover payments to broadcast personnel for record push.

The FTC order is against Herbert Newman, Louis J. Bedell and Max Newman, who traded as Era Records until May, 1959. Complaint was issued November, 1960.

Three New Crosley Veepees

CINCINNATI—Three new vice-presidents were elected into the Crosley Broadcasting Corporation at a meeting of the board of directors here last week. All three new v.-p.'s have been general managers of their respective Crosley television stations for some time. They are John B. Babcock, vice-president-general manager of WLW-I, Indianapolis; Walter Bartlett, vice-president-general manager of WLW-C, Columbus, Ohio, and George J. Gray, vice-president-general manager, WLW-D, Dayton, Ohio.

Heller Adds 3 New Labels

PHILADELPHIA—Bob Heller, head of Bob Heller Record Distributing Company, announced the addition of three new labels which made their bow in recent weeks. Added to the Heller line are Kip Records from New York City, Allegro Records which originate in Los Angeles, formed by Dunlap Cawthron, and Gene Gladson's Acts Records from Indianapolis, Ind.

Boosey Back

Continued from page 3

pointed out that there were many, many orchestras at British schools and universities and that they were creating a growing market for scores, etc.

When asked for his opinion of the current American music scene, Boosey said that he and PRS did their best to stay aloof from U. S. domestic disputes. He did add, wryly, that it was a shame that there had to be two performing rights societies in the U. S. Concerning the current split between GEMA, the German Performing Rights Society, and BIEM, the French-based mechanical rights society, he said that he felt things would eventually sort themselves out.

ANDY WILLIAMS

THE BILBAO SONG

CADENCE 1398



A MONEY IN-THE-BANK-HIT!



Rusty & Doug

LOUISIANA MAN

HICKORY #1137

Just Released

"DRIVING WHEEL"

b/w
"Seven Days"

LITTLE JR. PARKER
Duke Record 335

The Hot New R & B Hit
on Everest

"JAY WALK"

by
KING CURTIS
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HERALD

Heading for the Charts
COME ALONG

by **MAURICE WILLIAMS**
Herald 559

150 WEST 55 ST., N. Y., N. Y.

The Original Smash
-From England

AFRICAN WALTZ

Johnny Dankworth
R 4353

Roulette Records

ABP

MEN WHO READ BUSINESS PAPERS MEAN BUSINESS

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

GIVE TO DAMON RUNYON CANCER FUND

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	4	Runaway, Del Shannon, Big Top
2	9	Mother-in-Law, Ernie K-Doe, Minif
3	13	Take Good Care of Her, Adam Wade, Coed
4	16	One Mint Julep, Ray Charles, Impulse
5	19	You Can Depend on Me, Brenda Lee, Decca
6	20	One Hundred Pounds of Clay, Gene McDaniels, Liberty
7	24	Portrait of My Love, Steve Lawrence, United Artists
8	35	Tenderly, Bert Kaempfert, Decca
9	36	Some Kind of Wonderful, Drifters, Atlantic
10	37	Daddy's Home, Shep and the Limelites, Hull
11	38	Ginnie Bell, Paul Dino, Promo
12	41	Just for Old Time's Sake, McGuire Sisters, Coral
13	43	One-Eyed Jacks, Ferrante & Teicher, United Artists
14	45	Bye Bye, Baby, Mary Wells, Motown
15	48	Like Long Hair, Paul Revere and the Raiders, Gardena
16	49	Brass Buttons, String-A-Longs, Warwick
17	52	Funny, Maxine Brown, Nomar
18	53	I'm in the Mood for Love, Chimes, Tag
19	54	Ain't It Baby, Miracles, Tamla
20	57	Bumble Boogie, B. Bumble and the Stingers, Rendezvous
21	59	Continental Walk, Hank Ballard and the Midnighters, King
22	62	Frogg, Brothers Four, Columbia
23	69	African Waltz, Cannonball Adderly, Riverside
24	71	Running Scared, Roy Orbison, Monument
25	73	Exodus (In Jazz), Eddie Harris, Vee Jay
26	75	(If Never Happens) In Real Life, Chuck Jackson, Wand
27	78	Charanga, Merv Griffin, Carlton
28	80	Glory of Love, Roomates, Valmor
29	82	The Next Kiss (Is the Last Goodbye), Conway Twitty, MGM
30	85	Continental Walk, Rollers, Liberty
31	86	I'll Just Have Another Cup of Coffee, Claude Gray, Mercury
32	87	Come Along, Maurice Williams and the Zodiacs, Herald
33	88	La Pachanga, Audrey Arno and the Hazy Osterwald Sextet, Decca
34	89	Lullabye of Love, Frank Gari, Crusade
35	90	A City Girl Stole My Country Boy, Patti Page, Mercury

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
62	Frogg (Ludlow, BMI)—Brothers Four, Columbia
69	African Waltz (Jazz Standard, BMI)—Cannonball Adderly, Riverside
71	Running Scared (Acuff-Rose, BMI)—Roy Orbison, Monument
73	Exodus (In Jazz) (Chappell, ASCAP)—Eddie Harris, Vee Jay
75	(If Never Happens) In Real Life (Ludix, BMI)—Chuck Jackson, Wand
78	Charanga (Manson, ASCAP)—Merv Griffin, Carlton
80	Glory of Love (Shapiro-Bernstein, ASCAP)—Roomates, Valmor
85	Continental Walk (Roosevelt, BMI)—Rollers, Liberty
86	I'll Just Have Another Cup of Coffee (Tree-Mixer, BMI)—Claude Gray, Mercury
87	Come Along (Windsong, BMI)—Maurice Williams and the Zodiacs, Herald
88	La Pachanga (Peer International, BMI)—Audrey Arno and the Hazy Osterwald Sextet, Decca
89	Lullabye of Love (Recherche-Harvest, ASCAP)—Frank Gari, Crusade
90	A City Girl Stole My Country Boy (Gil, BMI)—Patti Page, Mercury
91	Mr. Pride (Dorothy-Fee-Boe, BMI)—Chuck Jackson, Beltone
94	Come on Over (Jones, BMI)—Strollers, Carlton
95	Saved (Trio-Progressive, BMI)—La Vern Baker, Atlantic
97	Hello Walls (Pamper, BMI)—Faron Young, Capitol
98	Three Hearts in a Tangle (Sonic, BMI)—Roy Drusky, Decca
100	Ground Hog (Lois, BMI)—Browns, RCA Victor

PICK HITS

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

POP

- CONNIE FRANCIS: Breakin' in a Brand New Broken Heart (Aldon, BMI) (2:35)—Someone Else's Boy (Francon, ASCAP) (2:59) MGM
- RICKY NELSON: Hello, Mary Lou (January, BMI) (2:17)—Travelin' Man (Four Star, BMI) (2:12) Imperial
- THE COASTERS: Little Egypt (Progressive, BMI) (2:51)—Keep on Rolling (Progressive, BMI) (2:19) Alco
- JOHNNY MAESTRO: What a Surprise (Jimskip-Alan K., BMI) (2:44) Coed
- JAMES RICKS: Hi-Lilli, Hi-Lo (Robbins, ASCAP) (2:33) Alco
- WANDA JACKSON: Right or Wrong (Combine, BMI) (2:36) Capitol
- ARETHA FRANKLIN: Are You Sure? (Frank & Rinimer, ASCAP) (2:38) Columbia
- THE NEW YORKERS: Miss Fine (Figure, BMI) (2:25) Wall
- ANDY AND THE LIVE WIRES: You've Done It Again (Peter Jan, BMI) (2:12) Liberty
- BOBBY BARE: Book of Love (Sherman-DeVorzon, BMI) (2:05) Fraternity
- SHIRELLES: Mama Said (Ludix, BMI) (2:10)—Blue Holiday (Ludix, BMI) (2:20) Scepter
- VIBRATIONS: Junkernoo (Arch, BMI) (2:26)—Continental With Me Baby (Arc, BMI) (2:09) Checker
- ANGELA MARTIN: Guaglione (Raphael, ASCAP) (2:36) Portrait

COUNTRY AND WESTERN

- HANK LOCKLIN: This Song Is Just for You (Central Songs, BMI) (2:38)—From Here to There to You (Coldwater, BMI) (2:30) RCA Victor
- BUCK OWENS AND ROSE MADDOX: Loose Talk (Central Songs, BMI) (2:29)—Mental Cruelty (Les Kangas, BMI) (2:24) Capitol
- ERNEST TUBB: Thoughts of a Fool (Cedarwood, BMI) (2:57)—Don't Just Stand There (Ernest Tubb, BMI) (2:06) Decca

RHYTHM AND BLUES

- JOHN LEE BOOKER: I'm Going Upstairs (Conrad, BMI) (2:39) Vee-Jay

NOVELTY

- DAVE GARDNER: Coward at the Alamo (Johnstone-Monteil, BMI) (2:22) RCA Victor
- FRITZ JOOL: Gladiatoren-Dixie (Piccadilly, BMI) (2:30) Warwick

DISK JOCKEY PROGRAMMING

- LES PAUL AND MARY FORD: Jura (I Swear I Love You) (Iris-Trojan, BMI) (2:16)—It's Been a Long, Long Time (Morris, ASCAP) (2:45) Columbia

Nippon Stations Want Indie Hits

• Continued from page 1

100 chart; "Western Jamboree," a daily show featuring U. S. country and western disks; "Top 20," a weekly program featuring the top 20 favorite U. S. disks, based on a poll of KANTO listeners; "Test-the-Disk," which spotlights new American records prior to their release in Japan; and "Port Yokohama," an international hit parade, featuring discussion in both English and Japanese of records from various countries.

Fans Dig Indie Hits

Although many current indie label hits aren't available in Japan, Japanese disk fans frequently request such records anyway, because they hear them on the Far East Network, a U. S.-sponsored radio operation beamed at U. S. Army personnel stationed in the Orient. Even though the average Japanese record fan doesn't understand English, Suzuki said, they tune in the Far East Network to listen to the "Top 20" U. S. disks, as listed by Billboard Music Week. Then they call Radio KANTO and request the same disks, many of which are not available to Japanese stations or dealers.

Heretofore Suzuki has obtained some of them by persuading U. S. Army friends to purchase them in PX record departments. It is impossible, explained Suzuki, for Radio KANTO to import the disks from the U. S., since an inscrutable government regulation decrees that Japanese radio station may import LP's, but not 45's.

In line with this, Suzuki is visiting indie record firms during his stay here to request that these companies start servicing Radio KANTO. If the disks are sent to the station—rather than imported by the outlet—it is permissible for KANTO to receive them. Suzuki reported that 15 of the top 30 disk's on BMW's Hot 100 last week were not available in Japan. The unavailable labels included Scepter, Colpix, Warwick, Felsted, Argo, Liberty, Coed, Big Top, Valmor, Cameo, Hi, Segway, Old Town, and Checker.

During his stay here, Suzuki has taped interviews with several U. S. disk stars—Nat King Cole, Perry Como, and Perez Prado. When the tapes are played back on KANTO, Suzuki will ask the questions in Japanese and then translate the artist's answers. Japanese record fans are intensely interested in American disk stars, said Suzuki, and they like to hear the actual sound of their voices, even if they don't understand them.

Presley Hot Favorite

Elvis Presley is the No. 1 favorite in Japan, reported Suzuki, who opined Col. Tom Parker may not know that Japan has three Presley fan clubs. Also strong with young

New Treatment for National Radio Month Promo Jingles

WASHINGTON — Recorded promotional jingles for the celebration of National Radio Month will feature a shuffle rhythm, according to the National Association of Broadcasters. "An entirely new treatment of music and lyrics was introduced to the jingles by Fail-lace Productions, Inc., producer of the 1961 series," NAB reports. Theme of the double-faced, 12-inch recording of jingles is "Radio—the Best Sound Around." Flip side of the disk is an arrangement in show-tune style called "Keep in Touch."

NAB says five well-known vocalists are featured, and the 14 musicians in the orchestra include Urbie Green, Tony Mattola, Bob Haggart, Toots Mondello and Ed Shaughnessy.

Japanese record fans, said Suzuki, are Ricky Nelson, Connie Francis, Paul Anka, Bob Luman, the Everly Brothers, Annette, Frankie Avalon, Fabian, and Bobby Darin.

Suzuki is anxious to work out a programming exchange with U. S. radio stations, whereby they will send him tapes by their deejays and he will send them tapes of KANTO shows and new Japanese records. American broadcasters don't understand Japanese music, pointed out Suzuki, who said he heard a commercial on a San Francisco station which pur-

ported to feature Japanese music which actually was Chinese.

The Japanese jockey has already made his debut in the U. S. In an off-beat piece of casting, he emceed an hour show on WSM, Nashville, during a brief visit he paid to the country and western music center. An avid c.&w. fan (he has 3,000 c.&w. disks in his personal record library), Suzuki brought along some tapes of Japanese country and western artists which he played on the WSM show.

C.&W. Strong

Country and western music has a solid following in Japan, according to Suzuki, who noted on May 29, the anniversary of Jimmy Rodgers' death, Tokyo held a festival of hillbilly bands (all Japanese) in honor of his memory. The late Hank Williams is also a favorite, as is Marty Robbins.

Suzuki, who writes a regular music-record column for the Hochi Newspaper, (largest entertainment publication in Japan) is staying at the Great Northern Hotel here until Wednesday (12) when he and Wakamiya leave on the next lap of their global tour.

Spring Gives Rodeo Promos Outdoor Pitch

• Continued from page 2

shows on weekends, with WMGM deejays emceeding the programs. Spinner Ted Brown was emcee at the first show, April 8, and Mike Laurence took over April 9. Admission to the shows—presented in the park's outdoor amphitheater—is free, and seats are on a first-come-first-served basis.

The Brown show spotlighted Frankie Lyman, Titus Turner, Bob Knight Four, Kathy Jean and the Roomates, Billy Bland, the Ivy Three, Frank Gari, Adam Wade, Santo and Johnny and the Royal Teens. The Laurence bill featured Freddy Cannon, Linda Scott, the Viscounts, and most of the above artists.

Station WHEB, Portsmouth, N. H., staged its "Spring Hay Ride" promotion for the local Heart Fund. Listeners and WHEB deejays were transported in hay wagons and a surry to the Skyline Ballroom for an evening of square dancing. Contributions from those attending were given to the Heart Fund.

All of KOIL's jocks turned out for two Easter egg hunts at Omaha's Elmwood Park, April 1. The jocks awarded over 2,000 prizes to youngsters who found the eggs.

The WIL, St. Louis, Easter Bunny arrived March 31 at the St. Louis Arena by helicopter. The Bunny dropped 5,000 various colored ping-pong balls and the children gathered them up and exchanged the lucky balls for Easter eggs containing a variety of gifts, ranging from jelly beans to \$5 bills.

Promotion Jingles for Air Stations Released

DALLAS — Commercial Recording Corporation, Dallas, Tex., producers of musical commercials and station promotion jingles, has released a new set of identification jingles for radio stations featuring their frequency only. There are 10 different jingles in the set, varying in length from 5 to 10 seconds. Sample lyrics are: "We're the Best Address in Sound . . . Radio 1-5-0." Each jingle has different lyrics, but always ends with the station's frequency. A short musical "pad" follows the frequency, allowing individual stations to announce their own call letters and city over the music, creating a customized effect.

The jingles have been produced for every frequency on the North American commercial AM radio spectrum. Only one set will be sold to a city, protecting the station who purchases them from any duplication within their own market.

TV Series, Pic Set as Latest Newhart Deals

• Continued from page 2

Belgian front lines during World War II.

His television activities will begin in August, rehearsing for the October show. Thirty-five half-hour shows are on tap. Sealtest will sponsor in the East, Hills Bros. on the West. The producer is Armanco Enterprises, owned by Newhart, and his manager, Frank J. Hogan.

Format has not been decided but Roland Kibbee, former writer for Fred Allen, has been signed.

Personals Off

His movie and television activities will end all personal appearances for at least a year, Newhart's publicity chief, Sam Honigsberg, said.

His current Eastern tour will cover Newark, New York, White Plains, N. Y.; Worcester, Mass.; Hartford, Conn.; Boston, North Hampton, Mass.; Bridgeport, Conn.; Richmond, Va.; Philadelphia, Baltimore, Washington; Rochester, N. Y.; Buffalo; Toronto; Ottawa; Syracuse, and Montreal.

CKLW HONORS ENOCH LIGHT

WINDSOR, Ont. — Station CKLW, here, will devote its entire broadcasting day (7 a.m. - midnight) to Enoch Light's Command and Grand Award albums this Wednesday (12).

Light himself will be present during the 17-hour spectacular to chat with CKLW's six deejays. The 50,000-watt outlet, which services the Midwestern area of the U. S. as well as Canada, has staged an extensive 10-day campaign to spark listener interest in the Light spec.

Station CKLW has honored only six other performers with the 17-hour salute. Its selection of Light, pioneer producer of percussion sound albums, reflects the growing popularity of sound packages as deejay programming material.

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.

Station WINA, Charlottesville, Va., does not have any LP shows as such. It relies on LP music for about 75 per cent of its broadcast day, on all its personality shows, "The Ed Desmond Show," "The Bob Grant Show," "The Ray Rushton Show," "John Moran Your Music Man" and "The Dick Israel Show." WINA's music policy is "adult oriented variety." Also, under the title of the "Sparkling Sound" it requires all music from sign-on through 10 p.m. to be up-tempo and of strong melody. This is necessary because of a broadcast formula that includes a considerable amount of talk and news.

WINA began its adult music policy on a formula basis in August of 1959 and found, through audience research, that within three months its acceptance was widespread. In October of 1960, the "Sparkling Sound" was initiated and preliminary judgment indicates an additional substantial degree of acceptance. WINA continues to be first in its area.

WINA's image is one of news and public service aiming towards an audience that is interested in what is going on. In the daytime hours its programming is blocked into informal five-minute segments, including a musical selection, commercials and a news feature or weather report and making full use of the NBC News and Emphasis shows. Evening segments are similarly blocked but on a seven-minute formula. Emphasis is on instrumental arrangements.

Specifically banned from its music pattern are: rock and roll, rhythm and blues, progressive sounds and heavy classical. An hour and a half of classical music is scheduled on Sunday nights and there are, from time to time, special music presentations. Each WINA personality selects his own music to be played on his programs. Management control is exercised by periodic aircheck tapings with review by the program director.

All its newspaper ads are geared to "The Sparkling Sound" and station breaks identify it in the same manner. It distributes some 400 copies of a program listing to persons who request them.

On the mechanics of handling its LP records, it files by categories: dance bands, pop concert, vocal male, with numerical subgroupings by artists. No attempt is made to keep a card file. It receives service from Capitol, RCA Victor, Columbia, London and makes selections from special catalog offers. On an average it gets 50 LP's a month. It also has the SESAC LP service.

"I think distributors and companies could help us in making catalog purchases easier and by including a few lines of honest description of the music on albums and in the catalog listings," said Ed Desmond, operations manager.

Here are comments and a sample disk listing by Ray Rushton, who currently is doing a daytime show on WINA. He writes: "I am working with 'NBC News on the Hour', and 'NBC Emphasis' on the half hour—lending an effective bridge to each complete 25-minute pattern. Below I have listed a 25-minute pattern as an example of my programming.

"1. 'Let's Dance' by Benny Goodman Orch. (Cap.) (T 15-14) (Star Line Series). Always a bright instrumental to open, usually brass. The opener sets the pace—creating the tempo, establishing the mood.

"2. 'Come Fly With Me' by Frank Sinatra (Cap.) (U 920). Always a swinging vocal here, usually with big band backing. In this case by Nelson Riddle Orch.

"3. 'When My Dream Boat Comes Home' by Kay Starr (Cap.) (T 1467) (Star Line Series). Here's another vocal that really moves. This vocal is always female if No. 2 is male.

"4. 'The Syncopated Clock' by Ken Griffin at the organ (Col.) (CL 1518). Always instrumental and always medium to fast tempo, but never brass. Strings or perhaps distinctive organ or piano sound.

"5. 'Tall Hope' by Pete King Chorale and Orch. From Broadway musical, 'Wildcat'. (Kapp) (367X). Quite often I use a vocal group or chorus here, with the tempo not quite as wild but still bright.

"2. 'Zip-A-Dee-Doo-Dah' by Joe Reisman Orch. (RCA Victor) (CPM 1119). Always instrumental of medium to fast tempo completing the 25-minute pattern to network. May be brass or strings but always with a light, gay, happy sound.

"I have a feature I Call—'What's New in Comedy on Record'—featuring the monolog routines of the likes of Bob Newhart, Shelley Berman, Paul Lyne, and Mike Nichols and Elaine May, plus others.

Lee Zhitto.

FCC Legalities to Aid Milt Grant

Continued from page 3

deal with a third company, Anthony & Sons, in applying.

The statute's "legitimate and prudent" section did apply to the \$25,000 in expenses allowed to an earlier withdrawal by Wilson Broadcasting, since the latter did not join the merger. Attorneys' brief to the Commission say there is "evidence" to prove that all fees and expenses of all applicants are legitimate, but merger cases preclude the questioning of the reimbursement in the new wording of the statute's Sec. 311.

Petitions Dismissed

In the Grant appeal, the FCC has dismissed petitions by both applicants, Laurel Broadcasting (Grant

and partner Bonfils) and Interurban, for a review of Examiner Cunningham's ruling, and also dismissed a similar plea by the broadcast bureau. Latter took Grant's side, criticized Cunningham's questioning of fees billed to Grant, and protested the dismissal "with prejudice."

Deejay Grant, in addition to these woes, is losing his five-year-old TV record hop show which he aired daily over Washington Station WTTG. Although sponsorship is solid, the station management has decided that the local live teen show, featuring popular record stars, does not fit in with the station's changing policy.

PROGRAMMING PANEL

THE QUESTION

How important is it in a disk jockey's over-all job for him to participate in off-mike promotional activities for sponsors?

THE ANSWERS

HI LIT

WCAM, Camden, N. J.

The most important thing to a station is revenue and ratings. Revenue only comes with a happy sponsor. A deejay cannot be an asset to his station unless he co-operates with his sponsors. Off-mike promotional activities must be planned well. The best thing a deejay can do for his sponsor is to sell his product with pride and take a strong interest in his sales. The result: revenue and a sponsor that will stay because he is getting his money's worth.



DUB MURRAY
KDOK, Tyler, Tex.

Most important, but with reservations. To associate or contribute to the promotion of a sponsor off-mike is an added service of radio, with the understanding that competitive sponsors will receive the same co-operation. The average businessman in a medium size market handles his own promotions, and welcomes this assistance. The deejay who stays behind the mike in these highly competitive times is like a policeman directing traffic on a one-way street closed for repairs.



JACK REYNOLDS
WSAI, Cincinnati

The most successful disk jockeys are those who merchandise themselves to their best advantage. If by making an appearance a deejay can pull people into a store who ordinarily wouldn't be there, then he has done a service for the sponsor, and thereby given his station a great selling point for other prospective sponsors. There are reservations as to how often these appearances should be made, but over all it is important that a jockey know his sponsors, their product and sell them to the best of his ability.



HARVEY KAYE
WJBK, Detroit

In some cases these promotions prove to be successful not only to the deejay, but also to the station and sponsor. In too many cases, though, they're just a complete waste of time. It shouldn't be pushed off on the deejay just to make a sale. It should be carefully planned to benefit the sales department, but should also coincide with the deejay's personality and the show.



VOX JOX

By JUNE BUNDY

TIME EDICT: If record manufacturers want to make any play-time with deejay Dick Price, WKRC, Mobile, Ala., they'll have to keep their stop-watches in perfect running order. The jockey last week stated that henceforth all records listing incorrect playing-times on their labels will be discarded by the outlet. When a disk's label lists an incorrect playing-time it can throw a station's entire programming schedule off, particularly if intro is taped (by a jock) in advance to fit a specific time period.

GAB BAG: Red Jones, program director of KILT, Houston, writes: "In reference to the article, headed 'WLEE Turns Up New Gimmick; Disk Hops for Private Parties,' which appeared in Billboard Music Week, March 27, I would like to say that we here at KILT have been conducting disk hops for private parties for three-and-a-half years now. So, it is no new thing at all—as WLEE stated." (Editor's note: WLEE did not claim its private disk parties were new. "The adjective 'new' was erroneously introduced by BMW's head writer.)

Anyway, P. D. Jones continues: "We have the same type package offered by each deejay at the station, and each jock is busy two and three nights a week. These range from parties to social groups in various schools all under a private sponsorship basis. . . . It is an excellent way to spotlight a station's personalities to its teen audience. And, I myself even conduct adult record hops for private parties. So it can reach all age groups. Then, too, the fact that 95 per cent of all private hops conducted in this area are hosted by KILT deejays makes us proud—with 11 AM stations in this immediate market."

CHANGE OF THEME: Bob Bassett has left WVRM, Rochester, N. Y., to join WLKW, Providence, R. I. The jock is currently winding up his 10th year as a "jazz programmer." Bassett notes that he also "emphasizes good music on his non-jazz programs." . . . Jim Harriott has taken over Bob Callan's 7-10:30 p.m. Monday through Saturday time slot at WMCA, New York. Harriott joined WMCA last July as a relief announcer-newsman. He formerly served as all-night jock at WTSP, St. Petersburg, Fla.

Stan Martin, formerly with WARK, Hagerstown, Md., has joined WBAB, Babylon, Long Island, N. Y., in the 3 to 6 p.m. time period. . . . Dave Shaw, ex-KRAC, Alamogordo, N. M., has moved to KOBE, Las Cruces, N. M., as deejay-music director. . . . Personnel changes at WHEB, Portsmouth, N. H., are as follows: Afternoon deejay Ray Dunphy has replaced Guy Andrews as program director. Andrews has moved into the news director post. At the same time, Dick Ring has also joined WHEB as host for late afternoon and early evening shows.

Johnny Canton, formerly program director at WZIX, Fort Collins, Colo., is now holding down an afternoon slot at WNOW, York, Pa. . . . Rex Dale, WZIP, Cincinnati, is currently taping two hours in the SkyChef Room at Greater Cincinnati Airport during the hours of 5-7 p.m. for playback the next day on his daily noon-2 p.m. show. The segment features records and interviews, and is sponsored by SkyChef Restaurants, various airlines, a travel service, and the Barkley House Airport Hotel. . . . Richard C. Shepard, formerly general manager of WHAM, Rochester, N. Y., has replaced William P. Dix as manager of WGR Radio, Buffalo, N. Y.

Starting this week, station WPRO-FM, Providence, R. I., will operate as an entirely separate unit (from WPRO-AM) and will feature semi-classical, standards and show music, plus a special nightly symphonic program. . . . Station WISH-FM, Indianapolis, is now under construction and plans to begin operations sometime in late summer or early fall with a varied musical format, featuring both classical and pop music. . . . Construction is now under way on new headquarters and studios for KSYD, Wichita Falls, Tex. Station WRVA, Richmond, Va., recently celebrated its 35th birthday.

Edith Hingley, switchboard operator and receptionist at KDKA, Pittsburgh, radio and TV since January 29, 1930, retired last month. . . . Morton Downey Jr., son of the famous tenor, is in tune with the current times as a deejay at WONE, Dayton, Ohio. He hosts an evening show for teen-agers—"Dr. Dee"—from 8 p.m. to midnight, and makes numerous hop appearances throughout Ohio, Indiana, and Kentucky. Selected in January by Radio Review as one of the nation's 20 outstanding deejays, Downey Jr., 28, was elected to the Democratic Executive Committee in West Texas, the same month. Last month, he was nominated by Texas Senator Ralph Yarborough for a position on the Federal Communications Commission.

Dick Landfield, ex-KTHS, Little Rock, Ark., has joined WSPD, Toledo, Ohio. Station WSPD celebrates its 40th anniversary this year, April 15. . . . Bert Burdeen, WCLM-FM, Chicago, as added another day to his "Jazz Personified" show. Heretofore heard from 10 p.m. to midnight Monday through Friday, the all-jazz program is now also aired on Saturdays from 8 to 10 p.m. . . . Glenn Gilbert has been appointed manager of the Detroit office of AM Radio Sales, Westinghouse Broadcasting's radio rep firm.

PHILADELPHIA: After a 10-year spell with the station, Dan Curtis bows out of WIP. Station brings in two new spinners in Jim Tate and Bobby Lyons. . . . It's a girl for Jack Rattigan, who has been handing out the cigars between platter turns at WRCV. . . . WHAT-FM goes folksy for an hour late Sunday evenings with Barry Magarick the ethnic host.

ARTISTS' BIOGRAPHIES

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

THE CHIMES



"I'm in the Mood for Love" is the follow-up hit disk on Tag for the Chimes. Recently their first Tag waxing, "Once in Awhile," became a prime chart item on the Hot 100.

The group, comprised of Leonard Cocco, leader; Patrick DePrisco, first tenor; Richard Mercado, second tenor; Joseph Croce, baritone, and Patrick McGuire, bass, was formed two years ago in Brooklyn. They rehearsed twice a week for a year

and a half, developing their repertoire and style. During this period they supported themselves with outside jobs to help pay for arrangements and other expenses.

Andy Leonetti, Tag records prexy, signed the Chimes when he heard them making a demo record in a local recording studio.

The boys are managed by Berger, Ross & Steinman, New York.

DEL SHANNON

Bigtop recording artist, Del Shannon, was born in Grand Rapids, Mich., December 30, 1939. Although his family had no musical background, he started singing and playing the guitar at the age of 14. After graduating from high school in 1957, Shannon entered the Army, where he auditioned as a guitarist and appeared in one of the 7th Army's musical productions.



After discharge, he appeared at local clubs and dances in the Michigan sector and came to the attention of deejay Ollie McLaughlin, of Station WHRV, Ann Arbor, Mich., who had Shannon audition for Harry Balk and Irving Micahnik, of Embee Productions, Detroit. A record session was set up, with Shannon's hot disk hit, "Runaway," the result. The versatile young man wrote both the lyrics and music of his debut disk.

Del Shannon is managed by Artists, Inc., Detroit, and booked through General Artists Corporation.

YESTERYEAR'S HITS

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

POP—5 Years Ago

APRIL 14, 1956

1. Poor People of Paris, Les Baxter, Capitol
2. Heartbreak Hotel, Elvis Presley, RCA Victor
3. Hot Diggity/Juke Box Baby, Perry Como, RCA Victor
4. Blue Suede Shoes, Carl Perkins, Sun
5. Lisbon Antigua, Nelson Riddle, Capitol
6. Why Do Fools Fall in Love, Frankie Lyman and Teenagers, Gee
7. I'll Be Home/Tutti Frutti, Pat Boone, Dot
8. Rock & Roll Waltz, Kay Starr, RCA Victor
9. No, Not Much, Four Lads, Columbia
10. A Tear Fell/Bo Weevil, Teresa Brewer, Coral

POP—10 Years Ago

APRIL 14, 1951

1. If, Perry Como, RCA Victor
2. Be My Love, Mario Lanza, RCA Victor
3. Mockin' Bird Hill, Les Paul and Mary Ford, Capitol
4. How High the Moon, Les Paul and Mary Ford, Capitol
5. Mockin' Bird Hill, Patti Page, Mercury
6. Aha, Daba Honeymoon, Debbie Reynolds and Carleton Carpenter, MGM
7. On Top of Old Smoky, Terry Gilkyson and the Weavers, Decca
8. Would I Love You, Patti Page, Mercury
9. Sparrow in the Tree-Tops, Guy Mitchell, Columbia
10. I Apologize, Billy Eckstine, MGM

ROCK & ROLL—5 Years Ago — APRIL 14, 1956

- Long Tall Sally/Slippin' & Slidin', Little Richard, Specialty
 Drown in My Own Tears, Ray Charles, Specialty
 Eddie My Love, Teen Queens, RPM
 Bo Weevil, Fats Domino, Imperial
 Down in Mexico, Coasters, Atco

- Speedo, Cadillacs, Josie
 Ivory Tower, Otis Williams and the Charms, DeLuxe
 I'll Be Home, Flamingos, End
 Tutti Frutti, Little Richard, Specialty
 Devil or Angel, Clovers, Atlantic

WITH THE COUNTRY JOCKEYS

Slats Jackson, deejay at Station WMVG, Milledgeville, Ga., who bills himself as the last of the Spratleaux Boys, pipes in to say that flood waters recently hit the station's library, damaging many of the records. He says he needs c.&w. samples of all kinds—old and new. . . . Deejays in need of a copy of Jimmy Smart's new one, "In My Dreams," are asked to write to Charles Rush, owner of Plaid Records, 4 Column Street, Greenville, S. C. . . . Gene Johnson, 324 Hawley Building, Wheeling, W. Va., has copies available of Jimmy Martin's new Decca release, "Hi-

De Diddle." Drop him a line on your station's letterhead.

George Hamilton IV, who last week finished an album for RCA Victor under the direction of Chet Atkins, reveals that his first RCA Victor single will be released next week. One side is a Hanlon Howard ballad, and the flip is a novelty by John D. Loudermilk. Both are country. George says that if country jocks will send him a postcard in care of Station WSM, Nashville, he will

(Continued on page 50)

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.

LAVERN BAKER hits the Hot 100 this week with Saved, a driving gospel tune—her newest Atlantic release. LaVern, who was born in Chicago, made her professional debut when she was 17 years old via a six-month hold-over engagement at the Windy City's Club DeLisa. Her tenure there brought her to the attention of many show business personalities, among them Fletcher Henderson, who wrote a song for her. She subsequently appeared in Detroit's Flame Club after which she joined the Todd Rhodes Orch. LaVern cut her first recordings with the Rhodes group—among them: Trying, Pig Latin Blues and Must I Cry Again. Deciding to try it as a single once again, she left the band and did club work before going to Europe for a series of appearances. Returning to the States in 1954, she signed an exclusive recording contract with Atlantic. She has had three million-sellers to date, I Cried A Tear, Tweedle Dee, and Jim Dandy.

linguist—he speaks fluent French, Portuguese, Spanish and Russian. The trio is currently on a tour of colleges across the country.

GLORIA LYNNE performs two fine old-timers in her newest Everest single—He Needs Me and The Lamp Is Low. Gloria, one of those rare performers who is at home in classical, gospel, jazz or popular music, hails from New York City. She won a competition at the famed Apollo Theatre in that city which launched her on her professional career. As a member of several vocal groups, Gloria perfected her singing style, while at the same time getting the experience so necessary to a performer. Since then she has gone on to success as a single—appearing in clubs and theatres all over the country. She signed an Everest recording contract several years ago.

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

Philadelphia neighborhood that has produced Frankie Avalon, Fabian and James Darren, is currently on a series of personal appearances in Canada. From there, the 18-year-old singer heads for Chicago to headline an All-Star Record Hop at the Aragon Ballroom. On May 1 he begins an engagement at Sciolla's in Philadelphia.

BUZZ CLIFFORD whose newest Columbia single, Three Little Fishes, is based on the novelty hit of a couple of decades ago, is currently on a personal appearance tour around the country. He has just completed a Miami appearance for the Heart Fund and is in Chicago doing the Coca-Cola high school variety show with several other top recording artists. After that, he's off to the Northwest for appearances in Washington and California before attending the Academy Awards presentations.

JOHNNY MATHIS, Columbia's smooth-as-silk vocalist, comes up with both a new single and a new LP. The single, a haunting ballad titled Jenny, is given the magic Mathis treatment that makes for real easy listening. The flip side is You Set My Heart To Music. The new album release, I'll Buy You A Star, features a set of soft, smooth numbers interspersed with a couple of light swingers. Johnny has just recently completed a sell-out cross-country tour in which he sang and danced as the star of his own review. Last week he did a one-day stand at the Brooklyn Paramount's blockbuster Rock 'n' Roll-Variety Show.

FRANK SINATRA, whose first Reprise single, The Second Time Around, is currently on the Hot 100, has just released his first album—Ring-A-Ding-Ding—for the label which he owns. The master-singer of Hoboken also has recently announced new additions to the Reprise roster, among them: Joe E. Lewis, Mavis Rivers, tenor sax man Ben Webster, Sammy Davis Jr. and Mort Sahl. Later this month, Frank heads for Mexico City for a benefit appearance and a short vacation.

ARTISTS BIRTHDAYS: April 10: Chuck Connors, Martin Denny, Sigmund Spaeth. April 12: Lionel Hampton, Ann Miller, Lily Pons. April 13: Howard Keel. April 14: Buddy Knox, Shorty Rogers. April 15: Marty Wilde. April 16: Roy Hamilton, Henry Mancini, Peter Ustinov.

THE ROOMATES have jumped on to the Hot 100 list this week with their first solo effort . . . The Glory of Love. The Valmor Records' quartet first attracted attention for their superb backing of Cathy Jean in her chart-climbing debut release, Please Love Me Forever. The result of this attention was this recording of the standard, by the boys. The Roomates, incidentally, are all college students who have been singing for the past two years for their own pleasure. Via this release, they are sharing that pleasure with fans across the country.

CONWAY TWITTY has another Hot 100 item in his fast-rising single of The Next Kiss (Is The Last Goodbye). The MGM artist is currently winding up a series of appearances in the mid-west, and is set for the Dick Clark Show April 13. He then goes out on a series of one-nighters in New England for the remainder of April before heading for Hollywood and a movie with Jo Ann Campbell. Following this, he opens at the Club Royale in Washington, D. C., on Decoration Day and later goes on to the Town Casino in Buffalo. Before going back to Hollywood for two more movies late in June, Conway will be making a series of one-nighters in Canada.

BOBBY RYDELL, currently on the Hot 100 with his version of Good Time Baby, comes up with a new album release for Cameo in Bobby Rydell Salutes The Great Ones. The album highlights some of the greatest songs of the past fifty years, done originally by such artists as Frank Sinatra, Al Jolson and Bing Crosby. Bobby, who hails from the same

PROMOTION DAYS & WEEKS: National Boys' Club Week, Pan American Week, American Comedy Week, National Sunday School Week.

Denis Hyland

THIS WEEK'S NEW Money Records

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

SINGLES

- BIG, BIG WORLD**—Johnny Burnette . . . Liberty
- TRAGEDY**—The Fleetwoods . . . Liberty
- AFRICAN WALTZ**—Cannonball Adderley . . . Riverside
- SLEEPY-EYED JOHN/THEY'LL NEVER TAKE HER LOVE FROM ME**—Johnny Horton . . . Columbia
- BELLS/BOW AND ARROW**—Lester Lanin . . . Epic
- CRAZY YOGI/WHEN YOU'RE DANCING WITH ME**—Bernadette . . . Beach
- HIPPODROME**—Harmonicats . . . Columbia
- THEME FOR JACQUELINE**—Russell Faith . . . Chancellor
- DANCE THE MESS AROUND/GOOD, GOOD LOVIN'**—Chubby Checker . . . Parkway

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!

TURNAWAY TURNOUT

**Powerful Dealer Attendance
Makes IHFM Show Success**

By **LEE ZHITO**
HOLLYWOOD — The Los Angeles High Fidelity Music Show (April 5-9) attracted turnaway crowds and established success records on all counts. As of press time, attendance was double that of last year and the usually heavy weekend period still lay ahead. The show opened as a sellout to exhibitors, with all space sold, and latecomers turned away.

The show was presented by the Institute of High Fidelity Manufacturers in conjunction with the Audio Engineering Society, at the Los Angeles Ambassador Hotel. Its mid-town Wilshire Boulevard location placed the event within close proximity of the heaviest concentration of the area's population.

Of special benefit to exhibitors was the fact that the show was staged in a series of hotel bungalows. This proved far superior to the large auditorium in which separate booths were set up, as was the case last year at the Pan-Pacific here. This resulted in sound spilling over from one display area to the next, and exhibitors drowning out one another as they demonstrated equipment. Exhibitors this time appeared far more pleased with the individual bungalow system.

Dealer attendance was three times that of a year ago, according to IHFM President Ray Pepe. The dealer target has always been considered one of the most important by exhibitors, for it affords the manufacturers an opportunity to display their new wares. During past shows, dealer interest in the event had been lukewarm. This time, Pepe said, the dealer turnout was at a record high. In addition to pulling in the retailers from this market area, Pepe counted some 200 out-of-town dealers attending from throughout the West Coast, ranging from Seattle to San Diego.

The show's threefold success was the result of carefully mapped plans and intense promotion, utilizing bold and imaginative departures from the run-of-the-mill methods. Institute President Pepe's primary philosophy was to bring the dealer into the limelight. He started a program aimed at setting

the hi-fi dealer apart from the regular retailer who sells package equipment by labeling the component merchant as the "audio specialist."

Dealers throughout the Western States were circularized and invited to attend the show as the hi-fi industry's primary event of the year on the Coast. Money earned by the show here is being plowed back into promoting hi-fi in this area. This was in contrast to the practice previously followed whereby show admissions were used to help shoulder the Institute's financial burdens. Pepe has called for a revised dues structure which would place the Institute on a self-sustaining basis, and free funds collected by the shows to be invested in promoting the hi-fi components concept in the markets where the money was earned.

A radical departure in promoting hi-fi and the show itself was the Institute's first annual awards presented to leading lights within the music and audio fields. To pre-

sent the awards the Institute took over the Ambassador's Coconut Grove on Monday (3) night for an industry banquet. This was attended by 550, representing dealers, reps, manufacturers, disk executives, and artists.

To further publicize the event beyond healthy newspaper coverage, the Institute bought time on Station KTTV to televise the awards. Although the telecast did not directly pitch the hi-fi show, it paid off via its implied plug. A substantial share of the attendance was directly attributed to the telecast, according to exhibitors.

The awards spotlight fell on the dealer, manufacturer, and sales rep facets of the industry, in addition to recording artists and music industry celebrities. The award—a lyre-shaped statuette—was presented to dealer Rudy Weingarten of Weingarten Electronics, to rep Norm Marshan of the Marshan Company, and an AES award to Walter Stanton of Pickering for his contribution in design engineering.

**SORD Steps Up Drive
For Local Memberships**

• Continued from page 2

he felt that basically, record clubs are acceptable. "The clubs have made a lot of new customers," he remarked. "But why should they take buyers out of the stores by using the mails? Dealers should be brought into the club picture." In answer to a query on club philosophy in general, Judkins said he felt that a long step toward solution of the club problem would be achieved if the clubs were operated by outsiders rather than by record firms directly.

"In this way, the outside firm would be in the same position, actually, as a retailer and would have to buy their records just the way we do. The price differential would then be cut to the bone and the club would not be able to offer the kind of low prices as are now prevalent in their ads. Then we would have a chance to compete. Judkins, in this connection, termed as "interesting" rumors currently circulating regarding the possible acquisition by the Readers Digest of the RCA Victor record club.

Judkins also strongly urged that record companies effect a general

price reduction in LP lines. He argued that this "would take the water out of clubs, racks and discounters." Among specific accomplishments of SORD, Judkins listed the disk club suit launched by three Chicago dealer members of SORD and the current investigation into disk pricing practice being conducted by the Federal Trade Commission.

Prior to Judkins' speech Joe Waldhorn, a member of the board of SORD, who hosted the meeting, issued an eloquent appeal to all present to join SORD. Deploring "bootlegging, counterfeiting, bribery, payola and price discrimination," Waldhorn said, "We think it wrong for RCA to try to put in its special racks in Buffalo and Pittsburgh, we think it wrong for Columbia to sell door to door, we feel it wrong for the big companies to make special deals with the Goodys, Korvettes and Alexanders, we think it wrong for a company to load us up on a 10 per cent deal and then announce a 25 per cent deal and we feel it's wrong for distributors not to pass deals on to dealers. Until we band together, we will always face these Congo junglelike tactics."

Other speakers were Mickey Gensler, of Yonkers, N. Y., who spoke on behalf of the DISC buying co-op in Newark, N. J., and Lou Dell, president of the Buffalo dealer group (see separate story). Gensler gave an account of the operation of DISC and following the presentation, a number of dealers grabbed application forms, with such comments as "That's for me. I want in on that."

Disk Club Deadbeats

• Continued from page 3

ment the non-existent member could not be found.

The high mail-order promotion costs, for both book and record clubs is not a new situation these days. Last year (May 11, 1960) CBS noted in its stockholder's report that its net had dropped slightly due to an intensive campaign on the part of its Columbia Record Club to gain new members.

**Stereo Bringing
Diamond Tip Boom**

CHICAGO—Diamonds will be adopted uniformly for all phonograph needles by 1964, according to Karl Jensen, president of Jensen Industries, Forest Park, Ill.

Jensen said the growing trend toward stereo—with its greater demand for precision in sound reproduction—is the key to the new boom in diamond needles. A fine stereo diamond needle, engineered to seven-tenths of a millimeter in width, is better able to cope with the double contact required of a stereo record groove, as compared to one millimeter for an ordinary hi-fi needle of comparable quality.

An added attraction for consumers toward the diamond needle is its lowered price of today, from an average cost of \$30 five years ago to a present \$10 and below, made possible through the use of machine-cut needles and other new engineering advances.

**Clairtone Seeks
Stock Offer**

WASHINGTON — Clairtone Sound Corporation, Ltd., of Ontario, producer of stereo and hi-fi equipment, would like to offer 200,000 shares of common stock for public sale. Registration statement filed with the Securities and Exchange Commission says \$400,000 of the proceeds would go into research and development of new product, expanded marketing and inventory. Another \$200,000 would reduce accounts payable and be used to take advantage of cash discounts offered by suppliers. The rest would go to general corporate purposes.

Offering price is to be supplied to the SEC at a later date, and underwriters are Reiner, Linburn & Company. Clairtone has outstanding 516,000 shares of common stock, of which Peter Munk, president, and David Harrison Gilmour, vice-president, own 23.74 per cent and 23.41 per cent, respectively, according to prospectus. Some 116,000 shares of common stock were sold in May, 1960, at \$2.75 per share, of which 16,000 shares were sold by Munk and Gilmour, SEC reports.

DEALER INVENTORY CHARTS

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

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

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

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

PHONOS LISTINGS UNDER \$30

RANK	BRAND	% OF TOTAL POINTS
1	Decca	38.0
2	Capitol	14.7
3	Columbia	11.8
4	Voice of Music (V-M)	6.8
5	RCA Victor	6.0
6	Webcor	3.9
	Others	18.8

BEST BUYS IN RECORDS

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

POP

- BYE BYE, BABY** Mary Wells
(Jobete, BMI) Motown 1003
- LIKE LONG HAIR** Paul Revere and the Raiders
(Trinity-Maverick, BMI) Gardena 116
- ***BRASS BUTTONS** String-A-Longs
(Dundee, BMI) Warwick 625
- FUNNY** Maxine Brown
(Just-Jeneva, BMI) Nomar 106
- ***I'M IN THE MOOD FOR LOVE** Chimes
(Robbins, ASCAP) Tag 445
- ***AIN'T IT BABY** Miracles
(Jobete, BMI) Tamla 54034
- BUMBLE BOOGIE** B. Bumble and the Stingers
(Martin, ASCAP) Rendezvous 140
- ***CONTINENTAL WALK**
Hank Ballard and the Midnighters
(Roosevelt, BMI) King 5491
- ***FROGG** Brothers Four
(Ludlow, BMI) Columbia 41958

C&W

- CRAZY BULLFROG** Lewis Pruitt
(Yonah, BMI) Decca 31201
- PLEASE, MR. KENNEDY** Jim Nesbit and 'Lasses Sopper
(C-J, BMI) Country Jubilee 549

R&B

- ***MOTHER-IN-LAW** Ernie K-Doe
(Minit, BMI) Minit 623

**AF of M & AGVA
Holding Auditions
For USO Tours**

NEW YORK—The USO in cooperation with the American Federation of Musicians and American Guild of Variety Artists will hold auditions of professional artists at the Hotel Muehlebach in Kansas City; Tic Toc Club, St. Louis, and Sheraton Gibson Hotel, Cincinnati, on April 10, 12 and 13 respectively. USO's purpose is to line up talent for possible selection for overseas tours of military bases.

Executives heading up the talent scouting operation are Bert Wishnew, USO's Show Production Supervisor and Charles Burgess, USO Music Director. Wishnew states that the greatest need is for young female singers, solo dancers and comedienne. Burgess notes that accordions are much in demand, and is also interested in other musicians, either singles or combos up to five men. Pay for artists selected will be AFM scale and AGVA minimum, whichever is applicable, plus \$7 expense daily.

The tours envisioned are four weeks on the Iceland-Newfoundland-Greenland circuit and up to 12 weeks in the Far East.

DISK DEALS FOR DEALERS

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

- ALLIED RECORD DISTRIBUTING COMPANY**—Introductory offer. Firm offers its two initial LP releases free to selected dealers in 16 areas throughout the country. See separate story, current issue, for details.
- DANA**—Limited time only. Started April 1, 1961. "Half Price Bonus Plan." Buy one at regular price, get second one at half price. Offer covers complete catalog. See page 38, April 3 issue.
- RCA VICTOR**—Expires April 15, 1961. Started March 15, 1961. "Greatest Sale on Earth." Dealers can sell consumer any Victor LP at half price when they purchase one LP at full price in same price range. All stereo and mono sets are included. See page 1, March 6 issue, for details.
- MERCURY**—Expires April 15, 1961. Started March 3, 1961. Sales program offers one LP free for every three purchased (MGS), with the exception of the Sound Series. On that series, the label is offering one free for every five purchased. See page 1, March 6 issue, for details.
- WORLD PACIFIC-PACIFIC JAZZ**—Expires April 24, 1961. Started April 6, 1961. Label announces a 2-for-10 plan with a minimum order of 100 mono or stereo LP's. See separate story, current issue, for details.
- LONDON**—Expires April 28, 1961. Started March 15, 1961. Distributors are offered an extra 10% discount on label's international portion of catalog. This covers 99 LP's including 23 new releases. See page 16, March 20 issue, for details.
- CAMEO**—Expires April 30, 1961. Started April 1, 1961. Label is offering 15% discount on monaural and stereo versions of the label's first LP in their new album series featuring the "International Pop Orchestra." Label is also offering an extra 5% discount on all additional orders over the initial orders received in April. Deal is available through the label's distributors.
- CANADIAN-AMERICAN**—Expires April 30, 1961. Started April 1, 1961. "100% Pure Cream." Label offers two free LP's for every 10 Santo & Johnny albums purchased.
- CAPITOL-ANGEL**—Extended through April 30, 1961. Started April 1, 1961. "Discount Program." Dealers eligible for the March sales will continue receiving one free album for every three purchased. Minimum order of 100 Capitol albums and 50 Angel albums. Applies to the entire package catalogs of both labels including "2,000 Years With Carl Reiner & Mel Brooks" LP now on Capitol.
- ELEKTRA**—Expires April 30, 1961. Started April 1, 1961. Label's LP "The Limelinters" is specially priced at \$3.69, mono, and \$4.40, stereo.
- KING**—Expires April 30, 1961. Started March 1, 1961. Two-for-the-price-of-one-album deal on series of European-made LP's. See page 10, March 6 issue, for details.
- MGM**—Expires April 30, 1961. Started April 1, 1961. "Salute to Hank Williams Month." Label offers one free LP for every five purchased. Plan covers six repackaged Williams albums, plus entire Hank Williams catalog. See separate story, current issue, for details.
- STRAND**—Expires April 30, 1961. Started February 1, 1961. "Major LP Expansion Program." Plan applies to complete Strand line plus new Elite percussion series. Details available from Strand's distributors. 90-day deferred billing with normal 2% discount for prompt payment.
- UNITED ARTISTS**—Expires April 30, 1961. Started April 5, 1961. "Academy Award Sales Plan." Dealers are offered one LP free for every three purchased. Program covers five UA LP's: "Great Motion Picture Themes," Ferrante and Teicher's "Exodus" and "The Apartment," "The Magnificent Seven," "The Alamo" and "Never on Sunday." See separate story, current issue, for details.
- UNITED ARTISTS**—Expires April 30, 1961. Started March 27, 1961. Distributors are offered one free Ultra Audio album (mono or stereo) for every six purchased. See page 5, March 27 issue, for details.
- VERVE**—Expires May 1, 1961. Started April 1, 1961. "Verve April Shower of Sales." Label offers one free LP for every five purchased, providing the initial order covers seven of the 13 new Verve releases. Plan does not cover catalog. See separate story, current issue, for details.
- DECCA-CORAL**—Expires May 10, 1961. Started April 10, 1961. "America's Greatest Music Makers Are on Decca-Coral." An incentive program open to qualified dealers. Covers 13 new releases and 88 catalog items. See separate story, current issue, for details.
- ATCO**—Expires May 1, 1961. Started April 10, 1961. "Atco Sales Program." Dealers offered five free LP's for every 25 LP's purchased. Plan includes Atco's complete catalog plus its two new LP releases. See separate story, current issue, for details.
- RIVERSIDE**—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pre-Pack, a browser box containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 49, February 6 issue, for details.

Jazz Cracks Hot 100

Continued from page 2
well on the pop charts in recent months, but both have scored with vocal efforts. Argo hit with Etta James. Her "Trust in Me" has been a fine follow-up to "Don't Go to

Strangers." Prestige scored with Etta Jones singing the same song. While the vocal disks caused some comment among jazzophiles, the current crop of instrumental sides, which are closer to the hard core of jazz, have led to excitement and optimism among jazz record executives.

ALBUM COVER OF THE WEEK



SCHUMANN: SPRING SYMPHONY—Boston Symphony Orchestra (Munch), RCA Victor LM-2474. Attractive package in shades of green, white and yellow for this timely seasonal item. Good counter display. Photo by A. Meyers.



MENDELSSOHN: SCOTCH SYMPHONY—Boston Symphony Orchestra (Munch), RCA Victor LM-2520. Lovely scene in full color (mostly shades of green, mauve and rust) of Scotland's highlands. Prime display item for classical sections.

RETAILING PANEL

THE QUESTION:

Would a low-cost, 33-only player stimulate singles business?

THE ANSWERS

LEON ENSELBERG
Enselberg's Music Shop
Brooklyn

We have had several players like that in the past and they didn't do too well. I think a two-speed machine that's automatic is the real answer. It took 10 years to really sell 45's, at least in our area; so it's going to take some time to sell 33 singles as well. There is still confusion with some people who still feel that 78's have more music than 45's, and that 45's have more music than the compact 33's. Inexpensive players will help, but dealers will have to do a lot of educating of customers before the compact single is put over.

JERRY JOHNSON
House of Sight & Sound
Van Nuys, Calif.

I don't see any future in a one-speed player. The 45 r.p.m. player died on the market, and there's no reason to believe that the 33 player would do any better. People have been indoctrinated to want three or four-speed players, and I can't see how we can get away from it.



There would be no sales appeal to a 33-only machine, and I for one would not want to handle it. It is not necessary to have a 33-only machine to sell the compact 33's because there's 33-playing equipment in the customer's home now. Who needs it?

GARY LANDSMAN
Harmony House Record Shop
Yuma, Ariz.

The 45's definitely are on the way out. We don't have players to sell in the place of the old 45 machines. A low-cost, 33-only player, would help the dealer in two ways: (1) He would be able to move a lot more compact 33's if he had a machine made specially for this type of record, and (2) it would give the dealer a salable piece of equipment he could sell in quantity now that there are no 45 players. Sure, compact 33's can be played on present three-speed players, but teen-agers want their own player, and there's a big market building up for this type of equipment as more and more labels are starting to release the 33 singles.

LOU LANGE
The Music Bar
Brawley, Calif.

Something has to be done to stimulate singles sales today. I like the 33 compact concept, and I think it's the answer. As it stands now, we're not selling enough of the compact 33's to amount to anything. There's a definite need for a low-priced one-speed player that will help direct the buyer's attention to the advantages of the compact 33's.



'UNITED WE STAND'

20 Buffalo Dealers Solve Problems by Co-Operating

SYRACUSE — How a tightly knit local dealer group can function with great effect was brought out here Wednesday (5) by Lou Dell, president of the Record Dealers of Greater Buffalo. Dell was one of the speakers at a meeting of dealers of up-State New York, held at the John Milton Motel here.

Underscoring the need for joint dealer action in all areas, Dell noted the success of his group on various occasions in eliminating what he called threats to the well-being of the dealers in the Buffalo area.

Dell recalled an incident several years ago, "when RCA Victor tried to set up their own racks, with 140 albums each in a flock of non-music stores in our area. We went to the distributor and told him if this deal went through we would all stop selling Victor records—all 20 of the dealers in our group. The upshot was that they called off the whole deal and put the racks in our stores instead. Besides that, we got the extra 15 per cent off. In another case, another of the major distributors was all set to work some deal on racks in camera stores. We killed that one off too by the same tactic. We are strong and we act in a unified manner. That's why we can accomplish these things."

"Now they respect us as good, solid merchants and we get a lot of co-operation, especially in terms of advertising. And what's more, we all sell at list. When we have any kind of special, we all have it at the same time and stop it on the same day. We also buy heavy on any deal that comes along."

"When Victor was selling off a load of cut-outs last year, we bought a flock of them to keep them out of the hands of discounters. When it comes to coupons from various record companies on clubs and other sales deals, we either don't honor them at all or we charge a \$1 service charge."

"But we shouldn't blame the majors for all our troubles. An aggressive dealer can do a lot to help himself. All 20 of us got together last year and had a flock of cards printed up in different color combinations urging buyers to use records for gift giving. We have cards that say 'give records for Christmas,' 'give records for Easter,' and now our latest, 'give records for Mother's Day.' We put these cards all over our stores and they really work. This is something SORD could do for dealers all over the country."

Dell also announced that his group was affiliating with SORD at once, thus becoming the first local dealer group to do so. He urged that all local groups do this as soon as possible.

DISC Adds Tape Service For Members

SYRACUSE—Dealers in Sound Corporation, dealer-buying co-op in Newark, N. J., has expanded its services to include the supplying of reels of raw tape to dealer members, according to Mickey Gensler, an executive of the co-op. Gensler outlined the operation of the co-op to a meeting of up-State New York dealers here Wednesday (5).

Gensler said the initiation fee had been dropped from \$1,000 to \$500 as an advance against purchases. He told the co-op that the nonprofit operation works on a 7 per cent mark-up to cover expenses of administration and operation of the warehouse and that a \$300 minimum monthly purchase had been established. If the average purchase level falls below this figure—or a total of \$3,600 a year—the dealer is assessed an extra fee of about 7 per cent of the difference between his purchases and \$3,600.

Gensler noted that the co-op today is concentrating its buying on the top 200 albums, and that the Billboard Music Week best-selling album charts are used as the buying guide. He said that in the future there would be an attempt to stock catalog. There is no present plan to handle singles, however. The co-op is also making available its own line of diamond needles to dealers.

AUDIO NEWS BRIEFS

Qualitone Industries has named Kubrick and Yurman as its representative in metropolitan New York. H. H. Seay in Ohio, and J. Malcolm Flora in Michigan. . . . The new North-Central regional manager for Sonic Industries is Len Weber. . . . Two new appointments for Sylvania Home Electronics: Donald S. Morse is Denver district sales manager, and Edward G. Dietrich has been transferred to the company's Pittsburgh district.

Tagged as Consumer Products Midwest Regional Sales Manager for the Motorola Company is Thomas Fitzgerald. . . . Webster of Chicago has upped two of its employees. George R. Simkowski is the new marketing manager for Webcor Sales, and Edward C. Stern is the man taking over advertising and sales promotion management for Webcor and its subsidiary Dormeyer. . . . The Electronic Industries Association has named Earl Templeton to its Electronic Industries Show board of directors. Templeton is distribution sales manager at the P.R. Mallory Company.

Stromberg-Carlson is another company that has promoted one of its men to higher rank. The National Sales Managership of that firm is now the province of Roy Raymond. . . . The company has also given the nod of elevation to Norman M. Howden, who is now in charge of the firm's Rochester News Bureau.

Splash of 13 New LP's in Verve's 'April Shower' Plan

NEW YORK — A special 13-album release has been set for "April Shower of Sales," according to Sid Brandt, vice-president of the MGM parent label. Highlights of the release is the two-LP Ella Fitzgerald "Harold Arlen Song Book" package, featuring a 12-page brochure.

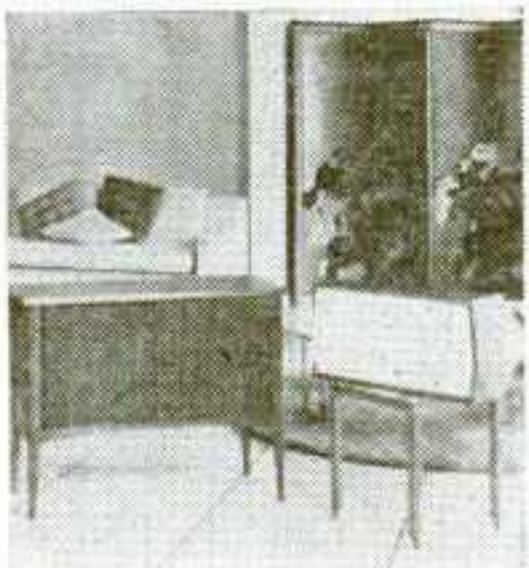
Other artists featured in the release include Jonathan Winters, Gerry Mulligan, Frances Faye, Paul Smith, Horacio Salgan and Ubaldo De Lio, Sonny Stitt, Herbie Mann, Katie Bell Nubin, Memphis Slim and Willie Dixon, Sonny Terry and Brownie McGhee, Red Allen and Dizzy Gillespie. The program offers one unit free for every five purchased (provided the initial order totals at least 50 per cent of the unit objective of the release) and deferred billing. A heavy ad, promotion and radio campaign has been lined up. Deal expires May 1.

NEW DEALER PRODUCTS

Speakers, Cabinets Added to Line

Available in either oiled or polished wood, the Claritone Company of Toronto has added three new cabinet-speaker units to its line. Two of the new pieces of merchandise are pictured here. They are the record storage cabinet (Model 2S) at left and the three-way speaker system (Model 3S). Also added to the company's line is a combination speaker and record storage piece (Model 4S).

A 13-inch woofer and two tweeters are contained in the speaker systems, while the record storage compartment can accommodate some 65 records. The combination

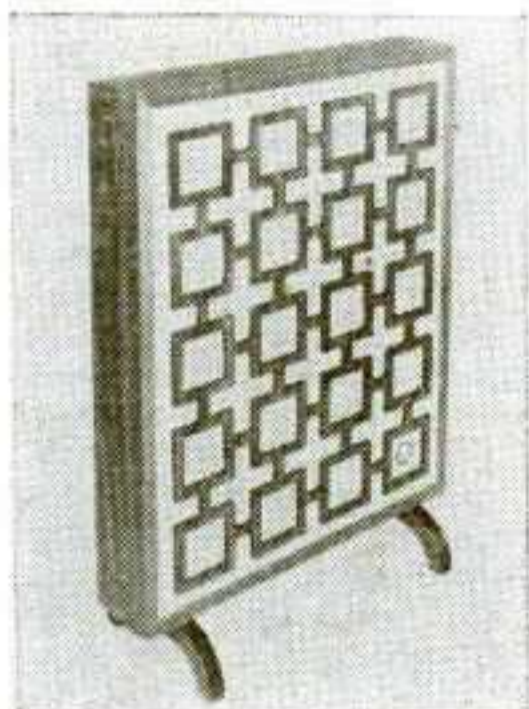


unit sells for \$125, the storage cabinet is \$89.50 and the three-way speaker system goes for \$75.

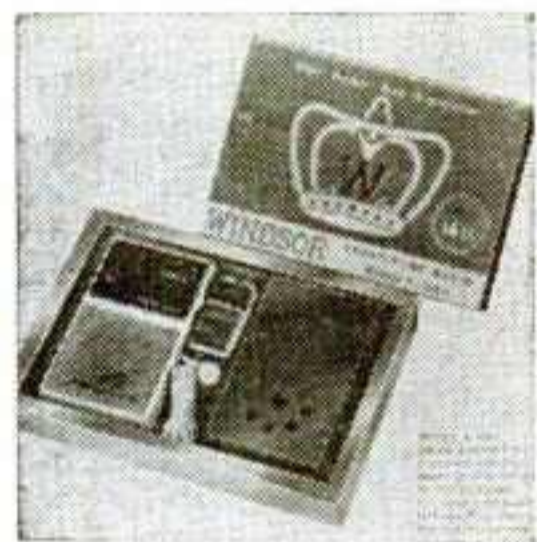
5 Speakers in 4-Inch Thin Cabinet

An ultra-thin speaker system has been introduced by the Audax branch of the Rek-O-Kut Company. The firm, which is based in Corona, N. Y., is calling the new unit the Sonoteer.

This new system measures four inches deep by 21 by 25 inches and contains five speakers. It is versatile in that it can be placed on the floor, in a corner, or hung from ceiling or wall. Cabinetry is of oiled walnut, with a beige speaker cloth. The system weighs 18 pounds and sells for \$79.95. Eventually the series will include cabinets in traditional, classic and provincial designs.



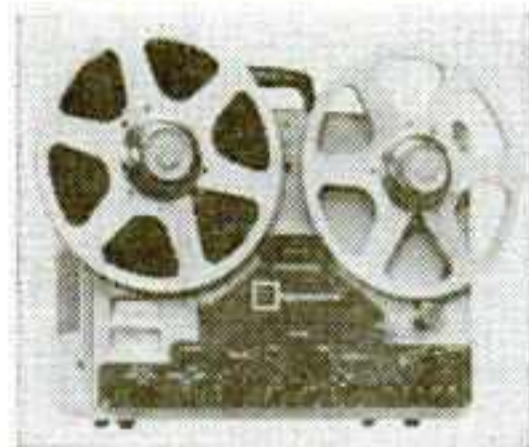
Shirt-Pocket Transistor Package



Neatly packaged in a gift box is this two-transistor, shirt-pocket-type portable radio being made by the Windsor Corporation. The radio pack comes as shown with dry-cell battery, ear-phone and case for \$14.95 retail.

Tape Conditioned to Pro Standards

The Midwest Industries Magnecord tape record/playback line has a new series of units labeled the 748. The machine operates at seven and one-half and three and three-quarter tape speeds. It is slated for the discriminating tape enthusiast who insists upon professional standards and convenience in his equipment. The tape is geared to play stereophonically and monaurally and to do sound-on-sound recording. Simplified operation is provided by the push-button controls and tapes handled gently even at 24-foot-per-second rewind



speed. The Magnecord 748-4 stereo-stereo, recorder-reproducer with case and half-track heads retails at \$924, while the 748-44, with a fourth head for quarter-track play sells at \$965.

One-Unit Speaker System in Bench



The Los Angeles High-Fidelity Show last week was the occasion for the Scott Company to unveil its latest innovation in stereo speaker systems. The new one-piece unit may be hidden under other furniture or mounted in decorator benches and cabinets.

The outfit pictured here is

the M-1200 which utilizes the M-100 dual woofer with M-200 de luxe mid and high frequency reproducers. It is mounted in a styled oriental bench finished in satin ebony, with design painted in Chinese red. The set is 14 inches high by 46 inches wide and 18 inches deep.

The M-1200 sells for \$289.95. Mounted in the bench, the price ranges from \$254.95 to \$394.95. The new one-piece unit is also available in storage cabinets from \$389.95 to \$519.95. Scott Laboratories are in Annapolis, Md.

WITH THE COUNTRY JOCKEYS

• Continued from page 47

be happy to put them on his personal mailing list. . . . Carl Heimback, who continues to spin the country records at WMLP, Milton, Pa., complains that record service isn't what he'd like it to be. . . . Dean McNett, former guitar man for Hank Williams, is now spinning the country sounds over WLYC, Williamsport, Pa.

"I need your help again," typewrites Cecil Keels, program director-deejay at Station WCSC, Charleston, S. C. "Several weeks ago you printed an appeal of mine for c.&w. records, and it helped. However, I'm still not getting service from several labels. I have written them but to no avail, and it looks as though my only hope is the publisher." . . . A long-time Kentuckiana favorite, Carl Shook's "Cornbread Matinee," returns to the air via WOWI, Louisville, Monday (10), to be heard from noon to 3 p.m., Monday through Friday. In the early 50's, Carl built "Cornbread" into one of the top-rated country shows in the area. Later he strayed over into the pop field but returned several months ago to serve as program and sales consultant to the Dee Rivers chain of country music stations affiliated with KWAM, Memphis. In addition to his "Cornbread" chores, Shook will serve as director of operations for WOWI. Nat Bailen is general manager of the station.

FOLK TALENT & TUNES

• Continued from page 8

music in the San Antonio area, what with 50,000-watt KENS turning country, and Jerry Wilder, on KMAC, now doing several hours of country music a day. In addition, A. V. Bamford, who long has promoted country music out of California, has moved to San Antonio, where he is slated to launch a new radio station soon. "We have a solid selection of country records coming up soon in addition to the new Rex Allen sides, which we will release over a two-year period," Henderson writes. "We have our own pressing facilities in San Antonio, and the Manco Records people in Fort Worth have built a new studio that is getting mighty close to the Nashville sound."

A Martha White-Pet Milk unit featuring Flatt and Scruggs, Stringbean, Minnie Pearl, Margie Bowes, the Wilburn Brothers, Don Helms and Jim Reeves and the Blue Boys plays the American Theater, Roanoke, Va., April 13, and Memorial Auditorium, Spartanburg, S. C., April 14. A second Martha White-Pet Milk package, with Jim and Jesse and the Virginia Boys, Grandpa Jones, Margie Bowes and Jim Reeves and his lads play for Martha White-Pet Milk at City Auditorium, Albany, Ga., Saturday night (15), and Flatt and Scruggs, the Wilburn Brothers, Don Helms and Minnie Pearl stop off on the same date at City Auditorium, Waycross, Ga.

Marijohn Wilkin, songwriter associated with Cedarwood Publishing, Nashville, has recorded a tune from her own pen, "Sparks," on the Decca label. . . . Bobby Wright, son of country music singer Johnnie Wright and Kitty Wells, has a rocker, "I Need Sleep," going for him on Decca. . . . Jim Denny office, Nashville, has set Webb

TALENT TOPICS

• Continued from page 8

Notre Dame and other campuses.

Latest of Chicago niteries to switch to satirical revue is Jimmy Purcell's Silver Cloud which reopens Thursday (13) with "Mere Bagatelles," featuring former members of the Goodman and Studebaker Theaters. . . . Comic Bob Newhart whose recent concert at Orchestra Hall met with a ticket demand that exceeded the supply, repeated his show verbatim at the Civic Opera House Friday (7). Appearing with him was the Chad Mitchell Trio. . . . Forthcoming Orchestra Hall concerts include Dave Brubeck April 14, the Limelites April 29, and the Weavers, May 10.

"Fantasticks," roadshow of the current off-Broadway hit, opened last week at the Hotel Del Prado under the sponsorship of the Greater Chicago chapter of the Mexican National Theater and Academy. Cast of this musical fable includes Mimi Turque, John McCleod, Tom Ayre, Skedje Miller and Michael Enserro. . . . Oscar Brown, opening Wednesday (12) at the Birdhouse, has nearly all of the \$400,000 for his play "Kicks & Co.," scheduled for a Broadway debut in October. Nick Biro.

PITTSBURGH

Brenda Lee's new Decca album, "Emotions," is getting the grand treatment here, thanks to an intensive promotion campaign in the Tri-State area by Vern Cupples, Pittsburgh branch manager, and his

publicity head, Jack Shook. It's the pick-of-the-week choice at WEEP and KQV, Pittsburgh, and got the same designation at radio stations in Altoona, Pa.; Johnstown, Pa.; Cumberland, Md., and Wheeling, W. Va. . . . The Brothers Four are hot in this area, having recently played at least six local and area college dates. They have been signed for a mid-April concert at the Clarion (Pa.) State Teachers College and will be featured at the Carnegie Institute of Technology May 5.

Jay Swint, national publicity head for Capitol Records in Hollywood, spent a week here with Pittsburgh branch manager Nick Albarano, looking over the local scene. . . . Robbee Records has just released another single featuring Elroy Face, the Pittsburgh Pirate's ace reliever. It pairs "Cross Your Heart (With Love)" and "Bells, Bells." . . . Fabian and his personal manager, Bob Martucci, spent a day here promoting Fabian's latest platter, "Grapevine." Bill Lawrence, ABC-Par distributor here, hosted Fabian during his stay.

Leonard Mendlowitz

BOSTON

Something new in entertainment will begin this week at the Bradford Roof, a dinner theater, in which a full-length musical comedy will be presented. The first show will be "Where's Charley?" starring Will Able. The routine is dinner and dancing, then the show. . . . Lawrence Welk's "Calcutta," the Dot LP, is the biggest seller Mutual Distributors have had in 14 years in these parts.

WHIL, Boston, will shift its format to go to album soft pops with no more rock 'n' roll. . . . Manny Greenhill reports a huge advance for folk-singer Theo Bikel, Electra Record artist, for his concert at Jordan Hall April 9. . . . Al Hirt's new album doing wonders for RCA Victor after his recent exposure on a Dinah Shore TV show. . . . The Allison's "Are You Sure" looks like a big one for London hereabouts.

A big four-show Celebrity Revue moves into the Donnelly Theater April 17-19, with Cathy Carr, Corbett Monica, the Mattison Trio, Charlene, Chop Chop and Billy Ward and His Dominoes. This is a new venture for this spot which recently changed from a movie theater. Bob Newhart, Charles Laugh-ton, Odette, George Shearing due in town soon at Symphony Hall and Storyville. . . . Stan Kenton's new album setting a good pace here for Capitol, and a surprise is Angel's Otto Klemperer's recording of "The Four Brahms Symphonies" which, despite a fairly steep price, is finding favor. Cameron Dewar

PHILADELPHIA

Marvin Mann takes his Latineers to the Hotel Chelsea in Atlantic City for the coming season. . . . Last weekend of the month will be a heavy one for local concertgoers, what with Bob Newhart coming in with the Chad Mitchell Trio Friday, April 28, at Irvine Auditorium on the University of Pennsylvania campus; Judy Garland at the Academy of Music Saturday, April 29, and Gloria Lynne heading up a "Cavalcade of Jazz" package, including Redd Foxx, Maynard Ferguson and others, at the Academy of Music Sunday, April 30.

Maurie H. Orodener.

Reviews and Ratings of New Albums

Continued from page 30

tures, this collection includes three instrumental works and nine antiphonal motets for double choir, brass and organ. The beauty of Renaissance composition is vividly reflected in these performances under the baton of choral director Hans Gillesberger. An attractive package for the connoisseur of early choral works.

★★★ MOZART: CONCERTO NO. 20 IN D MINOR, K. 466; CONCERTO NO. 23 IN A MAJOR, K. 488

Eric Heidsieck, piano; Orchestre De La Societe Des Concerts Du Conservatoire (Vandernoot). Capitol SC 7240 (Stereo & Monaural) — Eric Heidsieck, the young French pianist, who has made a good reputation for himself in Europe, turns in capable renditions here of two Mozart Concertos, No. 20 in D Minor and 23 in A Major. The orchestra supports him excellently. The recording is good and Heidsieck's performance is straightforward and assured. A set that will attract attention of piano fans.

SPECIALTY LP'S

★★★★
STRONG SALES POTENTIAL

INTERNATIONAL

★★★★ SONGS OF THE AUVERGNE
Netania Davrath, soprano. Vanguard VRS 9085 (Stereo & Monaural)—This famed cycle of romantic and pastoral French folk songs which were given their effective orchestral arrangements in the early 1920's by Canteloube, always has been associated with chanteuse Madeleine Grey, for whom they were scored. Her recording, from the three original 78's, is still available as an import. This version, with its fine sound, now fills the need for an updated waxing. Netania Davrath's beautiful voice and interpretations could make this a surprise seller as word gets around.

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COMEDY

★★★★ SOME LIKE IT HIP
Pat Harrington Jr. United Artists UAL 4088—Pat Harrington Jr., whose comic career received a new lease on life with his assumed name of Guido Panzini on the Jack Parr show, is now on wax, and this album shows off his many routines and many, many dialects. Some of Harrington's funniest stories are contained on this set, which was recorded while he was at the Blue Angel in New York. They range from "Abe and the Gorilla," to "Delegate From Muffin," and "Guido at Tanganyika." Although Harrington doesn't capture attention on record as well as he does in person, there is little doubt that a lot of comedy fans, and fans of the comic, will want this set.

FOLK

★★★★ SONGS OF TOMMY MAKEM
Tradition TLP 1044 — Tommy Makem who has appeared and recorded with the Clancy Brothers, sings his own version of a number of Irish folk songs. His vibrato singing is extremely appealing as it moves from gentle ballade to stirring fight song. The singer accompanies himself on penny whistle (via dual track) while Eric Weisberg plays guitar and banjo.

★★★ MODERATE
SALES POTENTIAL

INTERNATIONAL

★★★ SCOTLAND MY SCOTLAND
Allan Bruce. Epic LF 18008; BF 19008 (Stereo & Monaural)—Attractive singing by Allan Bruce, young Scottish chanter, marks this collection of Scottish tunes and ballads. The songs include "Scotland the Brave," "Skye Boat Song," "Annie Laurie" and "Marching Through the Heather." As an added attraction for Americans, the set also contains "I Dream of Jeannie With the Light Brown Hair." The songs are sung effortlessly and artfully by Bruce, and the backing is simple too. For fans of Scottish song.

LOW PRICED CHILDREN'S

★★★ SONG AND STORY TIME
Gene Kelly. Harmony HL 9529—Kelly offers a varied program of story and song that will have moderate appeal for kiddies. Side one is occupied by the telling of "The House That Wouldn't," an entrancing tale, while the flip contains eight stories and tunes taken from A. A. Milne's "When We Were Very Young." Unfortunately the sound quality doesn't hold up to current product, but Kelly's name may have some selling value here, just the same.

FOLK

★★★ CAROLYN HESTER
Tradition TLP 1043 — The fresh-voiced thrush sings attractively on a group of familiar folk tunes. Lineup includes "If I Had a Ribbon Bow," "She Moves Through the Fair," "The Water Is Wide," "Go Away From My Window." Pleasant new talent for folk fans.

COUNTRY & WESTERN

★★★ THE STANLEY BROTHERS
Harmony HL 7291—The boys—separately and together—warble with sincerity and plaintive emotion on these moving country tunes. Selections include "The White Dove," "We'll Be Sweethearts in Heaven," "The Drunkard's Hell."

SUPPORT
Red Cross

Hot Bidding for Top Disk Names

Continued from page 1

had simultaneous offers from at least three major firms, all offering big advances for his services.

Rockers Prosper

What is most interesting about the offers being made today by the large firms for disk names, is that they are trying to pact singers who have come up through the rock and roll ranks. A few years back, Victor and Columbia were the firms least liable to make bids for any rock and roll name. What appears to have happened is the realization on the part of the large firms that the most likely area for new pop singers to come from is the rock and roll ranks, since this is the area where most young singers break into the business.

It also is probable that the success of Warner Bros. with the Everly Brothers has impressed executives with most of the large disk firms. WB guaranteed the Everlys from \$600,000 to \$800,000 over a 10-year period, and to date the Everlys have come through splendidly sales-wise. It could even be that the success of Elvis, not only in the sense of his record sales—which is phenomenal enough—but also in his transformation from a rocker to a pop singer, has indicated the value of rock and rollers who can grow into pop stars. Ditto Bobby Darin.

More Staying Power

The quest for strong names by the large labels brings a number of things back into focus in the disk business. It indicates that a certain stability has been restored to the record business as far as names artists are concerned. In the early days of rock and roll new names popped up constantly, and few artists appeared to have any staying power. Today, a score of artists can come up with strong sellers on every release.

It also restores to the disk business, as has always been true of any aspect of the entertainment business, the power of a name artist. Big record names in the disk business—with a good track record—can command almost anything they choose. They (or their managers) can pick their label, their length of contract, and often their own terms.

And it restores to the smaller labels their long-respected position as a developer of talent. For years the smaller labels have started names in all fields, pop, rock and roll, jazz and even country music. Presley started on Sun, Brubeck on Fantasy, the Everly Brothers on Cadence, Ray Charles on Atlantic, Jim Reeves on Faber, Nina Simone on Bethlehem, etc.

The new long-term record pacts offered to name artists bring to mind the long-lasting, high-guarantee, contracts that the major labels signed with the vocalists and the swing bands years ago.

Europeans In Own Music Bid

Continued from page 2

(as the draft law phrases it) of Austrian folk music.

The Austrian authorities are especially incensed over what they claim is the operation of the musical Gresham's Law. They claim that pop threatens the so-called "Heimtsmuzik" with extinction.

All of which suggests to German songwriters and others in the music trade that nationalism in music is not dead, and, in fact, may be profitably exploited.

There are even suggestions current in this country that juke box operators be enrolled in an agreement to restrict the playing of foreign pop under a quota system similar to that governing the showing of foreign films in this country.

These pacts called for 26 records a year. Some of them worked out well, others did not. But about five years ago the large firms swore off this type of contract. However, times have changed, and they are back with them again. The new contracts call for high guarantees, payable over many years (due to tax reasons). They don't call for 52 sides a year, or 26 records. But they do call for two to four singles a year, and one or two LP's, and this adds up to just about the same thing.

Wallichs Sets Ticket Agency

Continued from page 1

ticket broker but serve its customers as a ticket agency.

Wallich says the system will prove to be a valuable service to the public, since tickets are not available in most parts of the far-flung Los Angeles area. He expects the Music City stores to reap a substantial benefit from the increased store traffic. In addition, Music City will enjoy free advertising each time an event announces where tickets can be obtained.

Ticket sales operation is being handled as a concession in the three stores run by Thomas L. Milana under the name of Liberty Ticket Agency. Thus, Wallichs will gain the store traffic and advertising, but will not have to shoulder either the responsibility or overhead of operating the agency.

British Newsnotes

Continued from page 22

Strikes Back," "Belafonte Returns to Carnegie Hall," Perry Como: "For the Young at Heart" (RCA) and the McGuire Sisters: "His and Hers" (Coral).

The EMI group's album output includes Wynton Kelly: "Kelly Great" (Top Rank), "Connie Francis Sings More Italian Favorites," Vera Lynn: "As Time Goes By" (MGM), Eddie Layton: "Caravan" (Mercury), "The Jazz Soul of Oscar Peterson," Gerry Mulligan: "The Concert Jazz Band," Fabian: "Young and Wonderful" (HMV), "Twist With Chubby Checker," the two-volume "The Count Basie Story" and "Chris Barber's American Jazz Band" (Columbia).

New Singles

Last weekend the EMI group's issues included Cathy Jean: "Please Love Me Forever" (Parlophone from King), The Kingston Trio: "Como Se Viene" (Capitol), Marty Deroose: "Girl of My Dreams" (MGM), Phil Phillips: "I Love to Love You" (Mercury) and two Top Rank issues "Dedicated to the One I Love" by The Shirelles (from Scepter) and "Happy Birthday Blues" by Kathy Young (from Indigo). Flipside of a new Craig Douglas release on Top Rank is "Hello Spring" written by Jerry Keller. . . Philips' issues included Jim Burgett: "Let's Investigate" and Johnny Brown: "Walkin', Talkin', Kissin' Doll."

Record Sales

The Allison's "Are You Sure?" (Fontana), the British Eurovision Song Contest entrant (it placed second), topped the chart for the first time this week. . . The Marcell's "Blue Moon" (Pye-International from Colpix) is expected to repeat its American success; it entered the chart in its first week at No. 26. . . After prolonged exploitation, Bobby Rydell's "Good Time Baby" (Columbia from Cameo) has broken through at No. 28. . . Only other new chart disk this week is Cliff Richard's "Gee Whiz It's You" (Columbia) at No. 19.

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NAMA Clears Up Attitude on Games

By NICK BIRO

CHICAGO — Automatic Canteen Company of America's membership in the National Automatic Merchandising Association will not be affected by Canteen's recent acquisition of juke box and game distributorships.

The point was officially cleared up last week by a letter to all NAMA members from Tom Hungerford, the association's executive director.

Hungerford said it had been the policy of NAMA "for the past 25 years to accept in membership eligible vending operations owned by companies that operate other types of coin-operated equipment, provided such operations were set up as separate companies and operated under different names than those of the parent companies."

Separate

Canteen's board chairman, Frederick Schuster, had previously indicated Canteen had formed its Automatic Service Vending Corporation some six weeks ago. It is presumed that Canteen's juke box and game interests will be set up under this corporation.

The Hungerford letter did not mention Canteen specifically by name, but referred to a question in the April issue of *Vend*, sister publication of *BMW*.

Vend had noted that NAMA "will begin taking in members who operate music machines (provided they are primarily in vending) come next January. But how about games?"

Clarify

The Hungerford letter was to clarify this "how about games" question.

Hungerford told *Billboard Music Week* that if Canteen did confine its amusement game interests to a separate corporation, as had been indicated by Schuster (*BMW*, April 3), Canteen's membership in NAMA would not be affected.

He noted that Canteen currently had a membership for its eligible manufacturing divisions — Rowe and ABT—and one for its operating companies. AMI, as a manufacturer of juke boxes and background music, is not now a member. Other independent franchised Canteen distributors have separate memberships.

New Policy

The Hungerford letter also went on to explain the new NAMA policy, adopted last fall by the board of directors and effective January 1, regarding firms that operate juke boxes.

"Eligible operating companies that are primarily merchandise vending operations, regardless of whether or not they also operate some music machines, will be admitted to (NAMA) membership. ("Eligible" means of "good business repute," and "primarily" means that the majority of the applicant's dollar volume is derived from merchandise vending and that the majority of the machines in the applicant's operation are merchandise machines.)

The letter notes that NAMA constitution and bylaws specifically excluded from membership those companies that in addition to merchandise vending "also operate coin-operated amusement or gambling devices, or charms used as chance incentives" in the same operation.

Hungerford noted the policy of (Continued on page 59)

Coinmen View Balance of '61 With Optimism

• Continued from page 1

The corner tavern and the juke box is still pretty inexpensive entertainment.

Cleveland Paradox

BMW's Bob Sudyk reports that in Cleveland—with 80,000 persons or 9.7 per cent of the work force unemployed — the downward trend in collections has been halted, and several operators have reported increases during the last two months.

From Milwaukee, Benn Ollman notes that juke box rentals to locations are becoming fairly common, and that the financial arrangements often net the operator more than front money.

In Boston, Cameron Dewar reports that collections have picked up for the first time since the fall. In St. Louis, John Hicks observes that while collections are just holding their own for coin machine operators, they are doing a lot worse in other businesses.

General Optimism

Collections reports alone don't tell the whole story. Coupled with the case histories of more money in the coin box are opinions that business is going to be still better. There are few coinmen who do not share this optimism. And coin machine people aren't generally pollyannas.

All it needs to turn the general upswing into a bonanza is a new hot game idea. The nation's operators and distributors are casting hopeful glances in the direction of the factories and waiting.

An area-by-area report from 10 of the nation's key markets follows.

DOUBLE-PLAY DISKS

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

SURRENDER AND LONELY MAN	ELVIS PRESLEY RCA Victor 7850
WALK RIGHT BACK AND EBONY EYES	EVERLY BROTHERS Warner Bros. 5199
THINK TWICE AND FOR MY BABY	BROOK BENTON Mercury 71774
PLEASE TELL ME WHY AND YOUR ONE AND ONLY LOVE	JACKIE WILSON Brunswick 55208
WHERE THE BOYS ARE AND NO ONE	CONNIE FRANCIS MGM 12971
FELL IN LOVE ON MONDAY AND SHU RAH	FATS DOMINO Imperial 5734
DIXIE AND GIDGET GOES HAWAIIAN	DUANE EDDY Jamie 1183
YOU SET MY HEART TO MUSIC AND JENNY	JOHNNY MATHIS Columbia 41980

Coin Collections on Upswing: Regional Reports

New England Collections Improving

By CAMERON DEWAR

BOSTON—Music operators in the Greater Boston area have come up with an almost unanimous verdict on business conditions throughout the territory: The general tone of business is improving and collections have moved upward for the first time since fall. Biggest factor in the slump is attributed to the toughest winter in years around New England.

The weather, coupled with a touch of recession in many lines of work has produced slimmer grosses than the music business has experienced in years, but spring seems to have brought a more optimistic feeling in operators who report that locations are bouncing back to a more normal level and beginning to reflect a demand by customers for new records and more play.

There seems to be no doubt that the long, cold winter is over in this area with a resultant trend among operators, locations and customers toward a healthier and firmer music business.

Getting down to figures it would appear to work out that business since the first of the year has been off about 10 per cent, but the so-called recession has put locations off by as much as 25 per cent, and when their business comes back the music business will also come back. But operators do not seem to be worried, since location business shows every sign of leveling off, and those who have not experienced a marked upturn are hopeful of one in the near future.

The status quo seems to be obtaining in these parts as far as new arrangements are concerned. As Dave Grop-

man of Beacon Hill Music Company of Boston puts it: "The locations still want to know 'How much will you advance me, or what's chances of an extra bonus.'" But Gropman is optimistic about the next few months and feels that business is definitely on the way up. But says he: "The primary interest around here is not service, equipment or anything else, but rather, 'how much.'"

Donald Foote of Major Music in Randolph reports that the past few weeks have shown an encouraging upturn and looks forward to better collections as the weather improves. He is, however, disturbed and worried over the influx of "big business" into the realm of the regular type of operator, but for the moment, the recessionary slackoff is over and the future looks as though it will produce a better income.

An optimistic note was sounded by David J. Baker of Melo-Tone Vending Company, Inc., of Arlington. Asserting that there was no recession apparent in the firm's collections, he attributed the fact that grosses had been below normal to bad weather and the seasonal situation of winter. But there were definite signs of a reawakening of interest on the part of customers and locations, he said, and an outlook that was as bright as any other year in the past few.

Baker pointed out that the main reason why his firm hadn't felt any real slump was that he insisted on a minimum return from his route. His average break-even point, he said, was \$6.75 per week. Unless a new machine can produce for him at least \$15 per week and a used piece a minimum of \$10, he pulls it out of the location. He is still sticking to a 50-50 split basis, but as costs

increase he feels that it will be necessary to increase his end.

Optimism was the order of the day among other operators questioned and there wasn't one who didn't see a brightening ahead for the next few months. This lift also was evident among distributors, all three of whom agreed that business was definitely on the upgrade.

At Trimount Automatic Sales Corporation (AMI), Marshall Caras reported himself amazed under the circumstances that business had held up as well as it had under the strain of rough weather, the Easter competition and some recessionary indications. He said there was a very positive feeling of good business ahead in the air and that Trimount had been heartened by the fact that everyone seemed to have been able to keep up with payments. His only complaint was of a shortage of good used equipment.

Bob Jones of Redd Distributing Company (Seeburg) said business had been no worse than in other years and that conditions were remarkably good for this period. He said he had heard many complaints from operators of a tough year, but that collections had kept up remarkably well. Jones expressed the feeling that the worst was over and that the next few weeks would see an upsurge.

At International Vending Corporation (Rock-Ola), Richard Mandell had a highly positive approach to conditions, reported that sales were considerably ahead of this period last year with the promise of even better business ahead. He said delinquent payments on machines were almost non-existent, chiefly due to the firm's policy of dealing largely with established operators who maintained good payment systems.

Money Situation Eases in Philadelphia

By GEORGE METZGER

PHILADELPHIA—Collections are up in this area and it looks like they are going to keep right on going that way. At least this is the opinion of most operators and distributors contacted.

Many reasons were given for this optimistic outlook. They ranged from what most coinmen term the usual spring pick-up to the feeling that the money picture is also going to get brighter.

Bill Adair, of Eastern Music Systems, summed it up

when he said, "I should have more months like the past three."

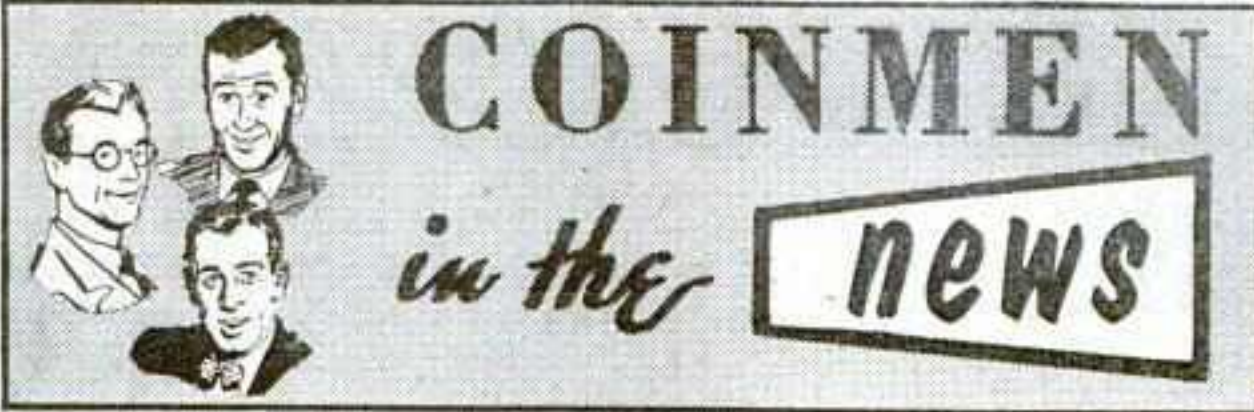
It was Bill Witsen of Scott Crosse who felt there was more money around now. He pointed out that when

(Continued on page 56)

CORRECTION

An error was made in the Sun Refinishing Company ad which appeared on page 54 of the April 3rd issue of Billboard Music Week. The copy read: "Glass Domes for Models B & C . . . \$19.50." The copy should have read: "Plastic Domes same thickness as original Glass for Models B & C . . . \$19.50."

SUN REFINISHING COMPANY
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Midwest

CLEVELAND CAPERS

Shaffer Music Company of Cleveland is planning to sponsor a service school on the new Seeburg ice maker, according to Mel C. Shone, Northeastern Ohio Representative for Shaffer Music. . . . Attending a recent Shaffer Music service school on juke boxes were A. Young of Advance Music Company; William A. Witalis of Western Music Company; Charles Metro and Charles Metro Jr. of C. M. Music Company; Frank J. Babich, J. Cipolla, Tony Schiajoni and J. L. Poltrone of Lorain Music Company and George Herman of Modern Music Company.



Mel Shone

Joseph Abraham, head of Lake City Amusement Company, and his wife Josephine Abraham, expect to leave on a European tour in July. . . . Charles Comella, who with his brother Mike Comella, operates Cadillac Music Company, reports that he will back baseball and softball teams in the city's sandlot leagues. The Comellas have sponsored ball teams since 1952; once was runner-up in a State amateur baseball tourney.

Helen Dugan, head of Dugan Music Company, has finally returned from a month's sojourn in Acapulco, Mex. Her return was delayed by a Mexican airlines strike. It delayed her three days and could have been longer, but she knew a few people who knew a few people. If that was not enough, Helen lost a valuable polaroid camera and most of the film of her vacation.

Landing a 250-pound shark in Acapulco waters was Fred Witt, associate of Helen Dugan. It took him two and a half hours to land the big one. He also hooked three sailfish there. . . . Mrs. Robert K. Williams, president of S L & L Clary, has run the business since her husband died seven years ago. The firm is one of the oldest operators in the area, she claims.

Collections, which have been falling for many months at Samco Amusement Company, have seemed to level off at last, reports Sam Soloman, president. . . . Monroe Coin Machine Exchange Company has sold its route and will concentrate on its equipment distribution activities, reports Norman Goldstein, vice-president. . . . James W.

(Continued on page 62)

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COIN MACHINE GLOSSARY . . . a definition of trade terms.
DIVERSIFICATION . . . what other fields are opening for the operator . . . methods of paying locations . . . income from juke boxes.
ROUTE MANAGEMENT . . . special articles on route management . . . how individual operators cope with their servicing problems.
TAX TIPS . . . how the operator can cut taxes . . . prepared by Leo Kaner, MOA accountant.

JUKE BOX PICTURE SECTION . . . photos and description of all current juke boxes in production.
THE PUBLIC RELATIONS STORY . . . citing the growth of the Coin Machine Council, emphasizing the part played by the MOA . . . the PR problem of the industry . . . steps taken to help solve the problem . . . plans of the Council for PR . . . Public Relations at the "Grass-roots" level.
COPYRIGHT OUTLOOK . . . tracing the history of the juke box performance royalty exemption . . . efforts to have it removed . . . current status of legislation.
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• Continued from page 52

people have more money they of course spend more for entertainment.

Sid Balin, of Model Distributing, agreed with this. He said he felt there was a general upswing starting in the national economy and reported that sales were starting to pick up.

Albert M. Rodstein, president of Banner Specialty Company, pointed out that this is the time of the year the outdoor locations start doing the business while collections drop off at the indoor spots.

As for the operators paying for their equipment, most

distributors thought everything was about the same. They said when collections are going good—like they have been lately—the operators are of course a little quicker to pay.

Rodstein thought a big factor in the operators making steady payments is the better repayment schedules. "Instead of just paying when ever they can get some cash like in years gone by," he said, "the operators now have a contract and must pay so much on a certain date." He likened it to an individual buying a car.

Witsen felt the finance people were tightening up. He

said they should reserve themselves and allow three to four year loan on equipment since the operators could use the extra time to pay off the equipment.

Adair differed on this point, claiming the interest costs would be too high and could ruin an operator.

Many operators were looking forward to the coming season at the Seashore. They seem to feel it will be the best in a few years. They pointed out an early Easter means a longer season.

This is only one of the factors that cause the boys along Coin Row to think they are in for a good year.

Cleveland Distributors Report Gains

By BOB SUDYK

CLEVELAND—The coin machine industry's year-long roller coaster ride downward, which saw collections skid as much as 40 per cent, has suddenly bottomed and, in the last two weeks, curled upward.

This quick turn of events has left operators breathless and wondering: Is this the long-awaited upswing or just a pause at another brink?

Clouding another bright outlook are the unemployment rolls in Greater Cleveland which show 80,000 out of work, or 9.7 per cent of the total work force.

Cleveland distributors' sales in the first three months of this year for Shaffer Music Company, Lake City Amusement Company and Monroe Coin Machine Exchange Company have shown slight gains as compared with 1960 increases of 20 to 35 per cent at this time.

Cleveland Coin Machine Exchange, however, has completed its best March in the last three years. Sales have rocketed up 35 per cent. "Our backlog has not been this large since 1958," said Morris Gisser, president. "The fiscal year ending in July will be one of the best in our 23-year history."

With stronger emphasis on vending lines this year, Shaffer Music's gross sales inched up 10 per cent in recent weeks.

Distributors heap praise on operators as being good

credit risks. Payments have been regular despite a slow-down in collections. "Coin machine customers (operators) are the best credit risks of any business," added Morris Gisser. Mel Shone of Shaffer Music reports the payment picture healthy with operators who need extensions showing legitimate cause.

Despite understandable caution, a majority of operators see a solid rise in music and game collections after Easter. Most encouraging report is from Mrs. Robert Williams whose S L & L Clary shows a 15 per cent hike, after tremendous activity in the last five weeks.

Within about 14 days of the BMW survey, Associated Enterprise, Atlas Music, Cadillac Music, Excel Phonograph and J. R. Music has seen increases for the first time in months.

Charles Comella of Cadillac Music reports a slight improvement in the last three weeks; the first good sign in the previous six months. Hyman Silverstein of Excel Phonograph was pleased to reveal a halt after a steady drop in collections for the past three years. James Ross of J. R. Music is very confident of a summer upturn despite a mediocre showing now.

Atlas Music's Robert Levine has reservations, however. "Before I get too excited about the future, I want to see the employment picture begin to improve, which it has not," he said.

Some pessimism exists. Sam Soloman of Samco Amusement says collections are still falling, Bob Mantarro of B. M. Music reports a 40 per cent drop and Helen Dugan of Dugan Music puts collections lowest since the depression of the 1930's.

Modern Music is not yet certain conditions will improve. It is 10 per cent below last year's 25 per cent drop. J. L. Music collections are off 30 per cent and J. B. Music is running about 20 per cent behind 1960's pace partly because of locations going out of business.

Ball and shuffle bowlers should continue to be top money-makers here. Customers are beginning to throw more coin into baseball games, as the sports season approaches, according to J. R. Music and J. L. Music. Pool tables, permitted outside Cleveland proper, are popular.

Tom Miller of Associated Enterprise reports that the never widely circulated habit of loaning money to locations is fading. Large outfits used to offer locations a \$1,000 advance in collections to get their foot in the door, he said.

Morris Gisser of Cleveland Coin perhaps summed up the business picture here best when he said the industry is healthy: "Operators are not complaining because business is bad, but because it is not as good as it was. There is a difference."

Detroit Coinmen Defy Recession

By HAL REVES

DETROIT—General business levels are down in this typically one-industry-city. Factory employment is notoriously off, the city and State are presented to the nation in periodical stories as centers of unemployment, and the general outside impression is one of crisis.

The actual drop in business appears to be actually minor. People are still spending for amusement in various forms, including coin-operated games and juke boxes. In fact, the outlook is fairly promising in these fields, contrary to a too widely circulated pessimism. People appear to be adjusting very well to actual conditions despite the current recession.

In games, for instance, collections were drastically down just prior to the first of the year, according to a spot-check of operators and distributors. But every month since the turn of the year has shown a marked improvement. The result in games is an encouraging one, but volume is not up to normal.

The new machine picture is a mixed one, like so much that is happening to the industry today. A distributor says, "To our knowledge there are no new games whatever—no new equipment coming in.

"Some operators are happy about this—they can get caught up with the bills they have acquired. There was a time, a year ago or so, when seven or eight new games came out right in succession and it rather strapped the operators."

However, at least one new game has been doing well here, reports confirm—the new 92-inch six-pocket pool table. This game, distributors say, "has given operators a lift."

No other new types of games appear to be coming out here. In fact, the general absence of new attractions is a condition of the trade in this locality—often welcome, but sometimes frustrating to a would-be promotion-minded operator.

The credit situation appears to be sound. "Payments by operators are okay," a distributor says. "I talked to a banker, and they have no bad accounts at all on contract paper, which is a good sign."

"Collections have been staying about the same for music machines," reports Dale Sauve, of A. P. Sauve and Son. "This field is going steadily here, but it is just mediocre—just enough to get by on.

"I'm confident this new Administration is putting in all its effort and spending money. With Cobo Hall in Detroit and the influx of new people coming into town for conventions and shows, it will mean a real improvement in our business."

This forward optimism appears to be fairly general. Thus, Mrs. Joseph Auton, of King Pin Equipment Company distributors, reports, "Looking ahead, I think conditions are going to improve some.

"We have had a little spurt—in pool tables mostly. I think the boys are getting ready for spring business. The weather is breaking.

"Our sales have been fair. Operator payments have been coming through fine. We have had no delinquents at the bank."

Yet realistically, looking at it from the operators' standpoint, Mrs. Auton says, "Our collections seem to be down—as a result of general conditions. "This latter applies largely to arcade and games routes, in which this firm specializes, and is a leader in Michigan territory.

An important development in Detroit is the disappearance of many small operations, some of them long established, offset to a small degree by the entry of a fair number of new operators. Casualties appear to be very high, however, among the smaller people. On the other hand, the big routes have been consolidating and taking on a number of small operations and the result is a concentration of ownership—more true in the music field than in games.

A disturbing situation is the trend toward locations to demand that operators act as bankers—particularly with games, more than with juke boxes. A leading operator phrased it, "I'm finding more and more percentage of requests for loans from locations—bars particularly. It's getting to the point where operators are finding they cannot loan out money to meet the requests coming in. They have to call a halt. The requests are far outnumbering the amount of money available to loan.

"To my understanding this is contrary to the Liquor Control Commission location regulations. However, many operators are doing it, and the bars are apparently expecting it. It's done on the Q. T.

"Now that the \$500 liquor license for bars is coming due May 1, they are asking for loans from operators. It is making quite a burden on operators."

Quietness of operation, lack of promotion, and a conservative policy of making the best of the situation in a difficult town have characterized Detroit operators for some time, and they are making a fair living at it. The big money days are long gone, and a careful conservative operation appears to be paying off satisfactorily, avoiding the problems of the more flamboyant days of perhaps half a generation ago.

Chi Coinmen See Signs of Recovery

By NICK BIRO

CHICAGO—Most operators here have had a poor year but there are promising signs of a recovery. Collections are either about even with last year or down a bit—as much as 15 per cent.

March, however, has been the strongest month in about a year and the general outlook for the remainder of 1961 is optimistic.

One thing stands out in a spot-check of juke box operators made by Billboard Music Week last week. The higher class or better-neighborhood spots were hardest hit. The so-called lower-class locations tended to hold their own and business remained fairly constant.

This seems ironic, as it is the lower-income worker who has been hardest hit by the recession. Operators note, however, that the white-collar or upper-income groups tend

to be more conservative. If they're short on cash, they'll stay home and watch television. The lower-income groups, on the other hand, have less of a variety of entertainment to choose from. If they've got any money at all, they'll go out and spend it.

M. J. Proffitt, head of South Central Novelty, large South Side juke box operation, said his collections were off as much as 15 per cent from last year and that December was the worst month of all.

He noted, however, that spring was picking up—"still under last year, but the latter part of March was much better than the beginning."

The general outlook, said Proffitt, was encouraging. He said lots of his spots were hard hit by local layoffs, but that summer employment, especially in construction, would help remedy this.

Proffitt said his biggest drop was in the higher-income bracket locations, especially the white-collar spots. The

so-called "mass trade" spots with high traffic were keeping level. He defined "mass trade" spots as those with both a low-price bar trade and a packaged-goods trade.

Frank Padula, Melody Music, operating throughout Northwest Chicago, noted business was about 5 per cent down but that he was sensing signs of a pickup.

Better employment and the end of Lent were two factors cited by Padula as pointing toward recovery. He also cited a recovery in the stock market as encouraging.

Padula is another operator who said business was hardest hit in the better neighborhoods, while the locations patronized by lower-income groups were holding up well.

Padula said his firm had lost a lot of spots—"at least 25 in the last six months"—mostly from business failures. With business picking up, however, he expected this to end.

Mrs. Mary Gillette, of Phonograph Service Corporation, was perhaps the most optimistic of all operators inter-

(Continued on page 60)

Ex-Southern Automatic Employees Not Affected by Royal Purchase

CINCINNATI—The recent acquisition by Royal Distributors of the local distributorship of Southern Automatic Music Company will mean little in the way of policy or personnel changes (BMW, April 4), with Southern employees being absorbed by Royal.

However, Joe Weinberger, who was in charge of Southern's Cincinnati office and who was associated with his brothers in Southern's offices here and in Indianapolis, Louisville and Lexington, Ky., for 32 years, is retiring from the business.

Harold Hoffman, Royal manager, remains in his post, and Clint Shockey, who has been with Royal for two years, becomes sales manager. Two Southern veterans, Paul Himburg and Matt Maley, join the Royal sales force.

In addition to his duties as manager, Hoffman will be in charge of export business.

With the acquisition of the local Southern distributorship, Royal takes on the following additional lines; Gottlieb, United, AMI and Smokeshop. Royal also represents Bally, Chicago Coin, Fischer, Midway, Williams, and Games, Inc.

Royal's territory is Southern Ohio and parts of Northern Kentucky and Eastern Indiana. The firm will continue to operate at its headquarters at East Third Street and at the former Southern quarters at 1000 Broadway. According to Hoffman, the company is looking for larger showrooms.

Southern's distributorships in Louisville, Indianapolis and Lexington have not been affected by the Cincinnati sale. Leo Weinberger and Jimmy Cheek remain in charge at Louisville; Sam Weinberger, George Burch and Fred Allen remain in Indianapolis, and Homer Sharp and Frank McMillan will hold forth in Lexington.

Gotham Trade Nears Goal on UJA Efforts

NEW YORK — With nearly a month to go before the deadline, the Coin Machine Division of the United Jewish Appeal last week approached its \$30,000 goal for 1961. To date, \$26,270 has been raised by the Gotham coinmen for UJA.

On the special fund, to help make an Israeli agricultural settlement self sufficient, the coinmen still have a way to go. Only \$2,605 of the \$6,000 special fund has been raised to date.

Operators' wives pitched in at UJA headquarters Wednesday (5) with telephone solicitations for pledges. The ladies remained for the dinner meeting—at which time their husbands showed up.

Irving Holzman, local distributor for the United Manufacturing Company, will be honored by the Coin Machine Division, May 3, at a Plaza Hotel Victory dinner.

Guest at the Wednesday meeting was Frank Mercuri, Southland Engineering Company, Los Angeles.

Inadvertently the following equipment carried incorrect prices in our ad on page 61 of the April 3 issue. Please write or phone for prices
Chicago Coin Pro Bowler
Chicago Coin Ray Gun
Chicago Coin Princess Bowler
Bally Circus Queen
Bally Sharpshooter
Midway Shooting Gallery
FRANCO DISTRIBUTING CO., INC.
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Phone: 263-6463

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IMPERIAL, "B" & DELUXE 6-POCKETS & BUMPER BILLIARDS
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ESPECIALLY GOOD ON SHUFFLE ALLEYS!
SPEED COAT SILICONE SHUFFLEBOARD CLEANER & FINISH makes a board faster while maintaining a smooth protective surface at all times.
INQUIRE TODAY...
Since 1932
The SLICK SHINE Company
207 Astor St., Newark 5, N. J.



Williams De Luxe Batting Champ

Williams Bows Batting Champ Baseball Game

CHICAGO — Williams Electronic Manufacturing Corporation is welcoming spring with its new DeLuxe Batting Champ baseball game. The unit has several replay and number-match features, and is also available in a novelty model without replays or matching.

Batting Champ features several bonus scoring ideas. Batting the ball into a special home run pocket gives the player 3, 5 or 10 replays. Replays can also be scored by high number of runs, beating the previous high score, spelling Batting Champ on the score panel, and a number match feature.

Regular scoring includes singles, doubles, triples, and home runs. Miniature players actually advance around the bases in the light-box. Both the replay and novelty models have multi-coin insertion. Cabinet is similar to Williams' new modernized pinball cabinet, trimmed with stainless steel, metal coin box, and canted light box.

Ark. Operators Look To Greener Pastures

By ELTON WHISENHUNT

LITTLE ROCK—A number of music and game operators about the State are diversifying, expanding their operation into the growing vending field or investing in various business enterprises, a good sign of the economic health of the industry.

Here at Little Rock, Robert J. Kirsipel, president of Kirsipel-Hollenberg Amusement Company, is continuing a major expansion into food vending at industrial plants begun some weeks ago.

J. D. Ashley, Globe Coin Machine Company, Little Rock, is completing a new, swank ultra modern 32-lane bowling alley in fashionable Pike Plaza Shopping Center. It has the latest of everything.

Buehl Wortham, North Little Rock Amusement Company, is expanding into cigarette vending.

At Lepanto, C. E. (Tuffy) Tolliver, Lepanto Novelty Company, is making plans to rebuild his Cotton Club, night spot near Trumann, Ark., which burned a few months ago with a \$50,000 loss, most of which was insured.

At Hot Springs: J. Earl Gill, Gill Amusement Company, has expanded into the food vending field. He is setting up equipment at

various factory sites to vend soups, sandwiches, pastry, cold drinks, milk, ice cream, coffee, candy, hot foods, chili, cigarets.

At Marked Tree, John Brunner Jr., John & Frank Inc., is completing a new motel, a pleasant, modern stopping-off place for the passing tourist trade.

Also at Marked Tree, Ruel Huddleston, Huddleston Amusement Company, is entering the vending field with some coffee machines.

At Stuttgart: Olan Jackson, Jackson Amusement Company, is making plans to enter the used car business. His route superintendent, William Simpson, will operate the music and game route.

Harry Teebes, Teebes Music Company, Crossett, former route manager for Morgan Music Company at Crossett, has gone into business for himself. He has music, games and a line of vending machines for cold drinks, coffee, candy, sandwiches, cigarets, milk.

And at DeWitt, Ernest Tolen, Tolen Amusement Company, has a rice plantation under cultivation in this section, one of the largest rice producing areas in the country.

Anti-Pin Measure Fails in Maryland

WASHINGTON — The Maryland General Assembly has adjourned without passing anti-pinball legislation requested by one State's attorney and without passing any legislation that would outlaw slots in various counties. The Senate did, however, give its approval to a bill amending Prince George County's anti-gambling laws by including remote-control pinballs.

William L. Kahler, State's attorney for Prince Georges County, had urged that pinballs be outlawed there. He has contended for some time that the presence of the machines gives the county a bad name. Kahler claimed that he did not have enough authority under the present Wheatley Law, which makes possession of a federal gaming stamp prima facie evidence that a machine is being used for gambling.

The county delegation to the general assembly turned thumbs down his proposal, and it died without action.



HOWARD KAYE

H. M. Kaye Named To Sales Post by Coin Pool Mfr.

BROOKLYN — Howard M. Kaye, a 22-year-old graduate of the New York University School of Business, has been named general sales manager of the Irving Kaye Company, manufacturer of pool tables and other coin games.

Kaye had worked for his father's concern part-time and during summer vacations. He will be in charge of sales and market development for the company's complete line and will also develop new market for the Irving Kaye Company subsidiary, Activaire Devices, Inc., manufacturer of sanitary equipment.

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Adventure, Travel Career Training
in the new Atomic Navy. See your local recruiter for full details now.
NAVY

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the new, convenient, easy-to-use market place—designed to serve Billboard Music Week's 20,000 buyers, sellers and users of music, records, tapes, home entertainment equipment, coin machines and related products.

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5c, 10c, or 25c Play
National Coin Rejector in each chute
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N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe 1¢ or 5¢ Comb.	12.00
N.W. 10-Col. 1¢ Tab Gum Machine	18.00
N.W. Model #33, 1¢ Porc. Con.	
verted for 100 ct. B.G.	6.50
Silver King 1¢ B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1¢ Tab Gum	12.00
Acorns 1¢ or 5¢, B.G. or Mdse.	10.00

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen, Red.	.75
Pistachio Nuts, Jumbo Queen, White	.70
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik, Red	.57
Cashew, Whole	.70
Cashew, Butts	.60
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Baby Chicks	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
M & M, 550 ct.	.47
Hershey-ets	.47

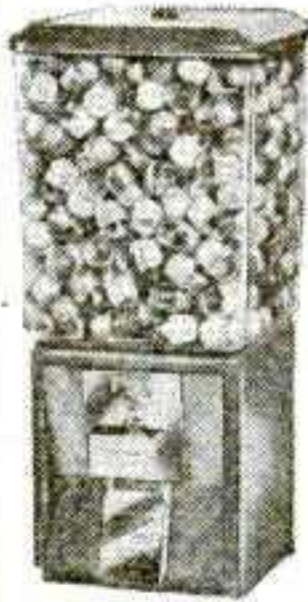
Rain-Bio Gum, 72 ct.	\$.30
Malt-ette, 100 ct., per 100	.35
Rain-Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain-Bio Ball Gum, 100 ct.	.32
300 lb. minimum prepaid on all Rain-Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.30

Minimum order, 25 Boxes, assorted.
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the Operator.
One-Third Deposit, Balance C.O.D.

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This capsule vendor is truly the most accurate on the market. Handles all size capsules without "skipping," breaking or crushing. Gold decorative front panel. Mammoth capacity.

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Missouri Bulk Ops to Form State Assn.

ST. LOUIS—The first step in forming a State-wide organization of bulk vending operators was taken recently when a group of St. Louis area operators decided unanimously to start the Missouri State Bulk Vendors Association.

The action was taken following a report by Jasor Koritz of Marjay Vending Company as to requirements necessary to form such an association, and a discussion by those present at the meeting. Koritz and his son, Mark, had been charged by the group to obtain the required information at the recent national convention of the National Vendors Association in Chicago.

After the vote to set up the MSBVA, the group elected temporary officers. They included the elder Koritz, president; Les Hubble, vice-president; Jules Leavitt, secretary, and Ted Mueller, treasurer.

Board Members

Elected temporary members of the board of directors were Sam Signorino, George Morrison Jr., Gifford Tiffany and the younger Koritz. Also attending the meeting was Ben Kessell, owner of the Mound City Nut Company and the major supplier of bulk vending operators in the St. Louis area. John Anselm, a bulk vendor, notified the group he would be unable to attend, but gave his approval for forming the association in advance.

Operators throughout the State

who are interested in joining the new organization, the group said, can obtain information about it from Jason Koritz, 562 North Mosley Road, Creve Coeur, Mo.; Jules Leavitt, 1355 Eighty-Second Street, University City, Mo., or the National Vendors Association, 134 North LaSalle Street, Chicago, Illinois.

The group previously had decided that an association of bulk operators in the St. Louis area "would be a good thing." They went further at the organizational meeting to expand to include Missouri operators in a State-wide organization at the request of the National Vendors Association.

In his report at the outset of the meeting, the elder Koritz told the group that it was necessary for members of a local association to be members of the NVA. He outlined the benefits provided by the national organization and dues for such membership, stating that dues can be paid annually or quarterly.

Koritz reported that dues for operators who have up to 1,000 machines are \$40 a year or \$10 a quarter. Other categories are: 1,000 to 2,500 machines, \$75 a year or \$18.75 a quarter, and operators with more than 2,500 machines, \$125 annually or \$31.15 quarterly. These sums include a \$1,000 free life insurance policy, and additional policies can be obtained for \$15 per \$1,000 policy a year.

Speaking specifically of the op-

erators with 1,000 or less machines, Koritz said the \$40 annual NVA dues can be dropped to \$28 if the operator does not want the life insurance policy. Similar reductions, he continued, probably would apply to other categories.

Among other points brought out by both Jason and Mark Koritz about the national association were that legal advice is provided to members, dues are tax deductible and the NVA is looking out for the welfare of bulk vending operators throughout the country.

Liability Insurance

The new association put off a discussion of dues for their group, but decided unanimously to underwrite the expense of formally setting up a corporation of the Missouri State Bulk Vendors Association. Each of the members also expressed interest in the product liability insurance available through membership in the NVA and requested that additional information about it be obtained. Koritz said he would contact the insurance representative for more information.

The group also left as unfinished business the setting up of bylaws and a constitution. The formal part of the meeting ended on this note: "The new association should be expanded to as many operators as possible in the State and the purpose of the organization should be along the original discussion line of creating peace and harmony among bulk vendors."

**Schwartz, Fitzpatrick, Haley
New Seeburg Vending Mgrs.**

CHICAGO—The Seeburg Corporation has named three new vending district managers as part of an expanded sales program being instituted by the firm, according to Leonard Gross, sales manager of the vending division.

The managers will work closely with Seeburg's coin machine distributors already in the respective areas.

William Schwartz, a veteran of 12 years with Stoner and two with Vendo, will be division manager in the East. Joseph Fitzpatrick has been named Southeast division manager. Lou Haley, another Stoner and Vendo veteran, has been named Midwest division manager.

East

Schwartz will work in the territory serviced by Atlantic Corpora-

tions in New York, Connecticut and New Jersey, and Eastern Distributing Company offices in Philadelphia and Baltimore.

Seeburg veteran Frank Finneran, who formerly covered those areas, will continue to service the areas covered by Redd Distributing Company, Boston; Atlas Music, Pittsburgh, and Davis Distributing Corporation, Syracuse, Buffalo, Albany, N. Y., and Rochester, N. Y.

Fitzpatrick, formerly an operator of vending equipment, and most recently sales manager of G. K. Gabrielson Distributing Company's vending division, will cover the territory handled by the following distributors: Wolfe Distributing

Company, Jacksonville, N. C., and New Orleans; G. K. Gabrielson & Company, Atlanta and Columbia, S. C.; H. & N. Distributing Company, Nashville, and Seeburg Distributing Company, Charlotte, N. C.

Haley's area is serviced by the following distributors: Lieberman Music, Minneapolis; S. L. London, Milwaukee; Wold Wide Distributors, Chicago; Philip Moss, Des Moines, and George Glass Distributing, St. Louis.

Donald Dick, who formerly handled the Haley area, will continue to handle the territory covered by Martin & Snyder, Detroit; Shaffer Music, Cleveland, Cincinnati and Columbus, Ohio; J. & J. Distributors, Indianapolis; Stiebel Distributing, Louisville, and Sammons-Pennington, Memphis.

Stan Rousson, another Seeburg veteran, continues to cover the West Coast for the firm.

**Vending Business Advisory
Group Formed by Grenier**

CULVER CITY, Calif.—A national association for the assistance and mutual benefit of small business vending machine operators engaged in retailing food, beverages, cigars and bulk merchandise is being formed by B. J. (Bob) Grenier, president of DeLuxe Vending Machine Service and founder of the California Automatic Vendors Association, of which he was president for three terms.

Grenier told Billboard Music Week in an exclusive interview that he had mailed nearly 500 letters and questionnaires to prospective members. He explained that while there will be no floor, there will be a ceiling as to the size of operations to be represented. The association, he added, will be governed by small business vending machine operators.

The association proposes: (1) to initiate measures, in co-operation with the House and Senate Small Business Committees, to assist

companies and augment their role in the general economy; (2) to co-operate with the national and local agencies of the federal government in its program of assisting small businesses; (3) to bring about a closer and more realistic relationship between operator, supplier and manufacturer pertaining to machine purchases and leases; (4) to hold business meetings and conventions, to develop better operating methods and, in general, help solve their problems of the individual small vending machine operator, and (5) to establish good public relations.

The questionnaire circulated asks if the recipient is in favor of the need at this time for a trade association of small operators, would he join, would he favor product suppliers and equipment manufacturers being associate members without voting power, and to set the standard for determining "small operator" by number of employees, or dollar volume. Dues to the association will be about \$25 per year.

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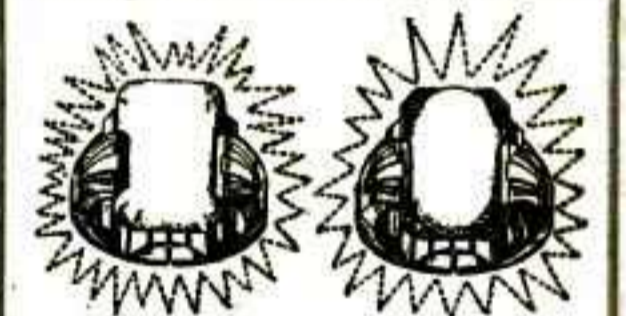
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Write for price list and full sample line.

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25c or 50c SANITARY VENDOR



The machine that will bring in extra profits for smart operators is this new Oak Vender. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 28 1/2" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Available with a 25¢ or 50¢ coin mechanism. Wall hinge (pat. pend.) simplifies servicing.
25¢ mechanism \$29.50
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Sanitary Products, \$3.50 per fill
1/2 deposit required, bal. C. O. D.

Write for complete catalog of new and used machines, bulk merchandise and charms.

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The Finest for Vending Flat Pack Products
1c, 5c, 10c, or 25c Operation

Vends flat packs up to 1/8" x 2" x 4 1/4". Advance coin detector with automatic coin return when machine is empty. Separate coin box.

For Details and Prices Write, Wire Phone Today.

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

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PResident 2-2900

Missouri Bulk Group Started

CHICAGO—A State bulk vending association was set up by operators in Missouri last week—the sixth such group to be started in the country.

Jason Koritz, Marjay Vending, Crevecoeur, Mo., is president of the association which lists seven members to date on its rolls.

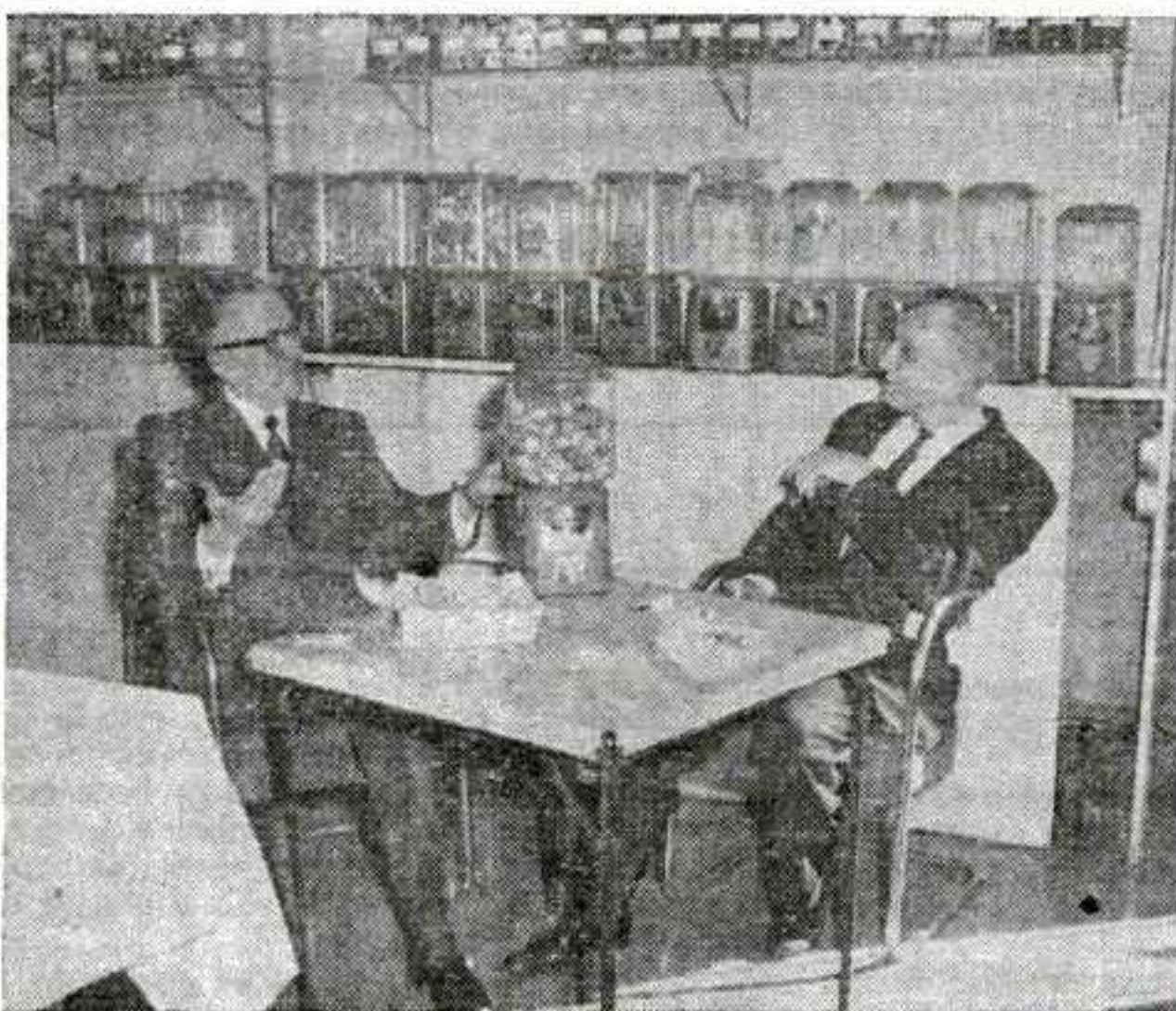
The association has actively affiliated with National Vendors Association, the national bulk vending group, according to Don Mitchell, NVA counsel. All members of the Missouri group are also members of NVA individually.

Other States

Besides Missouri, NVA has affiliate bulk associations in Ohio, New York, Florida, North and South Carolina, and California.

Officers of the Missouri group, besides Koritz, are Les Hubble, vice-president; Jules Leavitt, secretary; and Ted Mueller, treasurer.

The board of directors is made up of the four officers and Sam Signorino, George Morrison Jr., Gifford Tiffany and Mark Koritz.



NATE RAKE, right, of the Rake Coin Machine Exchange, Philadelphia, recently played host to Sid Bloom, of the Oak Manufacturing Company, at the showing of the new Oak line in Philadelphia. Local operators saw the new Oak 25-cent capsule machine and the new sanitary unit.

oak PROFIT MAKER!

25¢ OR 50¢ SANITARY VENDOR



The machine that will bring in extra profits for smart operators is this new Oak vendor. The machine holds 144 flat pack products. The Oak slip clutch handle is standard equipment on each machine. Measuring 26 1/2" high, 6" wide and 4" deep, this machine will refuse coins when empty and is equipped with an Ace lock and a lock protector. Available with a 25¢ or 50¢ coin mechanism. Wall hinge (pat. pend.) simplifies servicing.

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Address
City..... Zone... State.....
Occupation

N. Y. Bulk Assn. To Meet Wed.

NEW YORK — The New York Vendors Association will hold its regular monthly meeting Wednesday (12) at Stratton's Restaurant, Queens Boulevard, Forest Hills.

President Roger Folz said the group will discuss whether to hold its annual outing at the Concord, Catskill Mountain resort, June 2-4, in conjunction with the New York Automatic Retailers Association, or whether to hold an independent outing in September.

Northwestern to Hold Open House

CHICAGO — The Northwestern Corporation is holding an open house for townspeople and local operators at its newly rebuilt plant in Morris, Ill., April 19.

The celebration is being held exactly a year after Northwestern's big fire in 1960. The firm has since completely rebuilt its manufacturing facilities and is in full production on its vending line.

The all-day fest will include refreshments and tours of the new facilities.

Hosting the affair will be Waldo Bolen Jr., Northwestern's new president, and Ray Greiner, sales head.

Eppy Bows Boat Series

NEW YORK—Samuel Eppy & Company, local charm manufacturer, this week introduced a boat series in row boat, speed boat and cruiser variations.

NAMA Clears Up Games Attitude

Continued from page 52

admitting companies who also operate other types of coin machines (provided such operations are set up as a separate company) dates back to the founding of NAMA. One of the founding firms was Mills Automatic Merchandising Corporation, a wholly-owned subsidiary of the old Mills Novelty Company.

The letter goes on to state that "if a reputable music or amusement enterprise goes into merchandise vending, and sets up its vending operation as a separate company, under a different name, the vending company (not the parent company) is eligible under present policy for NAMA membership.

"By the same token, if a reputable vending company operates a coin-operated amusement business, and the amusement operation is set up as a separate company, under a different name, the vending operation (not the amusement company) is eligible."

Clarify

"If on the other hand, both vending and amusement are combined in the same operation, under the same company name, that company becomes ineligible for membership in NAMA."

Going on to clarify the association's thinking, Hungerford adds that "at times, when this distinction was mentioned, some members have felt that the policy was merely a subterfuge to permit ineligible companies to become members of the association. That this is not the case is shown by the fact that over the years, every board of directors has reaffirmed the policy—the last reaffirmation being on January 27, 1961.

The letter closes with the reminder that the "policy is based on the sound reasoning that NAMA's job is to represent the merchandise vending industry, and that to do so, all reputable merchandise vending operations should be included in its membership. It is where merchandise vending and other types of coin-operated equipment are lumped together as a 'coin-machine business' that the line is drawn."

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• Continued from page 58

viewed. She said business has been spotty, up one week, down the next, but the outlook for the rest of the year is excellent. She expects 1961 to easily surpass last year in total collections.

She said many of her stops had been hard hit by steel mill layoffs but that many of the spots that had had drops in collections were now picking up.

The most cautious note came from Bert Bondioli, of

B.&B. Novelty, who said collections were about even with last year but that he didn't expect the rest of the year to be too good. He felt business in general was down about 10 to 15 per cent (business in locations) and that it didn't seem to be getting better.

Bondioli also brought up the problem of new locations demanding outright gifts of between \$500 to \$1,000 from the juke box or game operator. He said this was keeping

his firm out of spots they would normally be willing to enter.

Bondioli added a lot of locations had gone out of business during the recent recession, giving him a net loss in locations of about 3 per cent.

Both Bondioli and Mary Gillette added that the lower-income locations were holding up best and the higher-class bistros were hardest hit by any drop in business.

March Collections Pick Up in Milwaukee

By BENN OLLMAN

MILWAUKEE—As the first quarter closed, an upswing in the economy provided heartening news for coin industry members here.

Automotive factories in this area have begun to recall workers laid off earlier in the winter. The regular seasonal pick-up in breweries and other major industries here as warm weather approaches has begun to make a dent in unemployment totals.

Beer City music and games operators and distributors admit that the first quarter of 1961 was a tough battle. Sharpest declines have been registered in the games department where legal uncertainties have forced operators to yank top coin earning machines from locations.

March collections showed a slight improvement, but total receipts remained under last year's figures, operators claim.

Coinmen have been concentrating on cost cutting. Route staffs have been trimmed by a number of local firms to keep payrolls in line with route receipts. Juke box purchases from distributors have been kept at a cautious level; good used equipment is constantly being sought by most operators anxious to save a buck where possible. A

steady demand exists for good, used bumper pool and shuffle alley games.

Distributors point to improvements in the past few weeks. Several note that operator payments on equipment have shown a healthier trend. Just back from a swing through the territory, one distributor reports, "Our receivables are low. We're in good shape. We expect the next six months to be good ones with a chance to make up the drop in the first quarter."

Juke box rentals to locations are on the increase. A growing number of operators claim locations have tended to view rental deals more favorably than front money arrangements.

"Whether it is a rental or guaranteed front money commission deal, we can't operate today without assurance of minimum receipts from each location," asserts Jerome (Red) Jacomet, Red's Novelty Company, of suburban West Allis. "An operator cannot see his way clear to service a location without a minimum of \$8 a week—even if the machine were a gift."

Juke box rental deals here average between \$15 and \$25 per week for new units. Rates generally call for \$15 weekly for machines one year old; \$12.50 for two-year-

old models and down to a basic rental fee of \$7.50 for older units.

Most rental set-ups call for changing of four to six records every two weeks. Some operators have been setting deals that do not include record service, with locations selecting and paying for their own disks.

In a number of instances, locations actually have a set of keys for the juke box and have complete control of receipts as long as the weekly rental fee is paid.

According to Harry Jacobs Jr., United, Inc., whose firm distributes Wurlitzers and also operates several routes: "Rental agreements are able to eliminate the uncertainties of this business for the average operator. Its biggest advantage is a guaranteed return for the operator's equipment investment."

Joe Pelligrino, P. & P. Distributing Company, reports that his firm has been using rental agreements for some time, "where necessary."

Says Pelligrino: "In the long-run rentals are beneficial to the operator. But we try first of all to sell the location on a realistic commission deal with a front money arrangement. If they don't go for that, then we offer a rental set-up."

Mid-South Business Steady

By ELTON WHISENHUNT

MEMPHIS—Tight money in recent months has slowed payments on equipment from operators to distributors, but operators' business in the Mid-South remains steady with neither increase nor decrease in collections.

Operators' gross revenue is about the same now as it was this time last year, several operators who were spot-checked for the trend reported. Distributors report payments lower from operators now compared to a year ago.

Edward H. Newell, Or-Matt Amusement Company, operator, reports a paradox with regard to collections:

"With pretty weather now and many people going back to work, particularly in farming and the construction industry, business should have a nice pick-up.

"Yet, with winter and some people out of work, they stay inside and my machines get good play. The mystery is this: with many out of work, where do they get the money to play the machines?"

"It is an interesting paradox. The winter—December,

January, February and even March are my best months. There is a slump in summer.

"In the Mid-South area generally, there is always a pick-up in business in spring cotton planting time and in the fall when it is chopped, and later when it is harvested."

Newell has a medium-sized phonograph and game route, reports average per phonograph weekly revenue of \$10, with \$8 to \$9 on shuffleboards and pins. Newell, Drew Canale, Canale Amusement Company, and Eddie Bodenheimer, Bodenheimer Amusement Company, report business the same now as this time last year with continued steadiness expected the next several months.

Newell reports a new game going for him—Pellet Gun.

Bodenheimer said: "For years I have been saying I don't see how business is going to hold up, but it always does. The location owners sing the blues about so many people being unemployed, but there's always money in the machines."

None saw any great demand for stereo phonographs; Bodenheimer has none. Canale and Newell have some,

but do not see any increased revenue from them.

From the distributor side, George Sammons, president of Sammons-Pennington Company, and Charles V. McDowell, general manager of Southern Amusement Company, says payments are slower from operators than a year ago.

Tight money in recent months, they said. Sammons says equipment payments are off 25 per cent. "I attribute it to the previous administration and the bad weather we've had this past winter," Sammons said.

He said sales remain as good as this time in 1960 and he foresees a pick-up in business. He has hopes for a new baseball game Seeburg is bringing out soon and improved economy with "opening up" by the new administration.

McDowell says contract payments are kept current, but open account payments are lagging behind what they were a year ago. Reason, he says, money is tighter, operators feel obligated to make contract payments, but with less money or higher operating costs, they can't keep open account payments up to date.

West Coast Operator Credit Good

By SAM ABBOTT

LOS ANGELES—Music and game operators are meeting their payments on conditional sales contracts and distributors and jobbers are confident that things are picking up in this area.

The supplying firms are in agreement that conditions are not bad in the credit line because most of them know their buyers and are able to work with them. This also works in the pre-sale stage when the agreement is set to fit the customer.

Those who handle the credit for these firms also point to another factor in selling in this area: The West is the last to feel a recession and the first to come out of one.

Jim Crosby, credit manager for the Seeburg Distributing Company, said that he was not experiencing any difficulty with payment. He added that the number of repossession was "nil."

William R. Happel at Badger Sales, distributor for AMI, declared that business was rolling along well. "We

have had a nice traffic of buyers," he explained. "This has brought good business with those who are in dire need of equipment yet to come in. They will be around and this will be 'plus' business. It looks good to me."

Ray Barry, manager of the Wurlitzer Company, said that sales at his time are far ahead of the same period last year. He added that he anticipated a good year.

At Paul Laymon, Inc., which handles the Rock-Ola phonograph, Ed Wilkes, manager, was in accord with the other distributors. His business, he added, had increased within the past two months, brightening the outlook for the near future.

"Collections are running the same," Hank Tronick of C. A. Robinson Company, United distributors, said. "We are conservative and issue credit cautiously. And, too, as we are small, all of us here keep the accounts receivable foremost in our minds. There is some improvement, I would say. I believe, too, the industry is showing more stability."

Two local operators who had anticipated tough sledding the first quarter of 1961 reported that collections were

considerably above anticipations. And while there cases may not be typical, they show an indication that business is on the upswing.

Jack Gutshall operates music and games in the Big Bear resort area—a skiers' haven in winter and good fishing country in spring and summer.

Despite the fact that the Big Bear country had little snow this year, business has actually picked up. And despite the fact that the water levels of the lakes are low, a restocking program should bring large numbers of fishermen to the area. Gutshall sees a good year.

Walter Hemple operates in the San Fernando Valley, which has been hit heavily by unemployment. But this hasn't affected collections, which are running ahead of 1960. Hemple's First National Music recently moved into larger quarters.

Both operators report that in recent weeks 22-foot shuffleboards, six-pocket pool tables and eight-foot shuffle alleys are being placed back in locations.

In some instances, they report these units are bringing in more revenue than newer equipment.

St. Louis Tradesters Holding Own

By JOHN HICKS

ST. LOUIS—Game and music operators in this area are optimistic about business conditions and collections in general in the next few months, specifically because construction and other outside workers will be back on the job when pleasant weather becomes the rule rather than the exception. Their thinking is that more jobs will mean more money in circulation, with the result that more will be spent on recreation and amusement by location customers.

Collections have been somewhat slow, but this does not mean that operators feel that they have been severely hard hit by the "recession" and characteristically sizable unemployment rolls in the St. Louis area. By and large, opera-

tors here agree that their business has held its own, but collections "are not setting the world on fire."

Alvin Nissenbaum, of Wonder Novelty Company, expressed the sentiments of several operators in comment on the games and music industries: "Our collections are holding steadily—they are about the same as a month ago, but they are not too bad in general."

Jack Gorelick, of J. Rosenfeld Company, and Kermit Neel, partner in Vending Machines Sales Company, were among those who think that spring and summer will spur on more activity.

Business is slow, says Sidney Morris, of J. S. Morris and Sons Company, but he also is optimistic. "There should be a little more activity once people get themselves reor-

ganized," he said. This reorganization, Morris explained, seems to be businesses changing hands and locations moving either to other areas within the city or from city to the county.

Despite the steadiness of business, both operators and distributors here report that business still is "spotty." The good locations are still good, operators contend. In others where collections are slow, they have exerted more time, money and imagination in an effort to build them up. Here they have simply worked harder to keep from slipping.

For some operators in the music field, the extra "effort" has taken the form of introducing 33 r.p.m. records into their line-up. Others hold that this does not help collec-

(Continued on page 65)

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**Press Invited
 To Milwaukee
 Assn. Meeting**

CHICAGO—Representatives of the daily press in Milwaukee, Wis., have been invited to learn the truth about the coin machine industry, at a special meeting of the Milwaukee coin machine operators association, tonight (10).

Lou Casola, president of the Coin Machine Council, public relations arm of the coin machine industry, will address the group.

Casola will outline the aims of CMC and it's effort to present an accurate picture of the coin machine industry to the general public.

Ink Bath

The coin machine industry recently took a beating in a series of "expose" articles done by one of the Milwaukee papers. Although giving most of the operators there now a clean bill of health, the articles were filled with innuendos about the industry being filled with questionable elements.

Tonight's invitation to the press was given by the Milwaukee association's president, Sam Hastings, who welcomed all questions. The meeting is slated for Milwaukee's Ambassador Hotel, 8 p.m.

The tour to Milwaukee by Casola is part of a general membership drive being conducted by CMC throughout the country. Casola, together with Earl Finberg, Public Relations Board (public relations counselors for CMC), recently completed a trip through the East that was termed very successful.

Itinerary

The current tour, starting with Milwaukee, will take the pair into Indianapolis, Ind., Tuesday (11); Louisville, Ky., and Cincinnati, Wednesday (12); and Columbus, O. and Toledo, O., Thursday (13).

Setting up the tour in each city are: Indianapolis, Sam Weinberger, Southern Automatic Music; Louisville, Leo Weinberger, same firm; Cincinnati, Joe Westerhaus, Royal Distributing Company; Columbus, C. L. Hopkins, Century Music; and Toledo, Rose M. Bennett, Toledo Coin Machine Exchange.

Operator's Daughter Cited

MEMPHIS—Linda Newell, 19, daughter of Mr. and Mrs. Edward H. Newell, was honored last week by being selected to represent the Duration Club as its lady-in-waiting during the Cotton Carnival in May. Newell owns Or-Matt Amusement Company, game and phonograph operators.

**GERITZ IN DARK
 ON HIS STATUS
 IN AMI PICTURE**

DENVER — Pete Geritz, veteran distributor here, is "sitting it out" while waiting to see what effect the recent Rowe-AMI changes will have on his Mountain Distributors. Continuing business as usual, Geritz has no knowledge to date as to whether the newly designated AMI distributor, formerly R. F. Jones Company, will buy him out, assign him to a territory, or otherwise. A busy one-stop with many other lines besides AMI, Mountain Distributors can operate indefinitely "as is," according to Geritz. Although he has been hospitalized twice in the last six months with serious operations, Geritz wants to keep active.

Mountain Distributors operates a large route in Wyoming along with distributing activities on phonographs, games, records and specialties. Geritz had been an AMI distributor for several years.

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- Bally Skill Derby (new) 245
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- Auto Bell Galloping Dominoes 115
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St. Louis Operator Is Robbery Victim

ST. LOUIS — A coinman was robbed and games and music machines were looted in separate incidents over a recent week-end in St. Louis.

Demetrie Kabbaz of A-1 Third Street Amusement Company reported to police his automobile was stolen between 10 and 1:30 o'clock on a Friday night while parked on a service station lot at 1200 South Twelfth Street. The car was recovered the following Sunday at 8:30 p.m. by police.

Missing were four canvas bags containing \$900 in coins, an accounting machine valued at \$100 and a spare tire. Police recovered the automobile in the 220 block of Osage Street after reports were received that someone has been tampering with it.

Later during the night that Kabbaz's car was found, three men took an undetermined sum from a juke box, bowler and cigarette machine and cash register in the Ridgeway Bar, 6114 Ridge Avenue. The men beat up bartender Leo M. Avetta, who has sleeping quarters in the rear of the tavern.

Avetta, brother of tavern owner Anthony A. Avetta, was awakened by the men beating him about the face. He was tied up with a belt, necktie and pillow case. Leo Avetta, who is hard of hearing, did not hear the men forcing the front door of the location. He freed himself about one and one-half hours after the attack and called police. The bartender suffered contusions of the head and eyes and a lacerated lip and was taken to Homer G. Phillips Hospital in serious condition.

The robbers also took a radio and electric shaver, and ransacked the establishment before fleeing.

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Say You Saw It in Billboard Music Week

COINMEN
in the **news**

Continued from page 55

Burke's Modern Music Company also operates a recording rack jobbing operation.

"Games need more promotion," said Joseph Soloman, head of J. B. Music Company. "Merchants who are induced to promote equipment means a heck of a lot more than minor developments in the game field." . . . Sal Lanza, who celebrated his 27th birthday yesterday (2), said that collections have begun to improve in the last two weeks. Sal is route manager for J. L. Music Company. Bob Sudyk

OUT MINNESTOTA WAY

The increasing number of vending machines which take coins was given by the Federal Reserve Bank in Minneapolis as one reason for the current shortage of coins in the territory. The bank ships coins to member banks in the Ninth Federal Reserve District several times during the year. In the normal course of circulation, the coins can be expected to return. Last year, however, shipments from the bank exceeded receipts by \$3,500,000. The reason: people need and are carrying more coins, especially pennies, than ever before.

Bob Crosby, who was in charge of Sandler Distributing Company's shop in Des Moines, has joined the firm's Minneapolis headquarters as a sales engineer. He will call on operators and assist them in their service problems, according to Irving Sandler, president. Sandler recently returned from a vacation in Miami Beach where he called on Ozzie Truppman, Wurlitzer distributor in Florida, and conferred with A. D. Palmer, Wurlitzer advertising and promotion director. Palmer and Sandler set up some new promotional plans for the year.

"Nibs" Peterson, operator at Osceola, Wis., is confined to a hospital in Osceola with pneumonia. . . . Out-State operators who have been in the Twin Cities recently include Julius Koers, Rapid City, S. D.; Leo Rau, St. Cloud, Minn.; Harry Anderson, Frederick, Wis., and Wes Buck, Mountain Lake, Minn. . . . Pot O'Neil is the new shipper at All-Record Sales, Minneapolis one-stop. . . . Erma Speidel, secretary at Sandler Distributing Company, was married April 1 in Lidgerwood, N. D.

Jack Karter of Midwest Novelty Company, St. Paul, bowled a 206 average for six games in the recent B'nai B'rith bowling tournament in Milwaukee. In the singles event he hit a 645 score. Karter recently completed his new shop in the rear of his building at 777 University Avenue, St. Paul. The shop includes a new spray booth, testing equipment and the latest tools and is comparable to facilities of the distributors, according to Karter.

With the advent of springier weather receipts have perked up a little, Twin Cities operators say. . . . Jay Jaffey Advertising, St. Paul, has been appointed to handle the advertising for Record Service Company, Minneapolis. . . . Harold Lieberman, president of Lieberman Music Company, Minneapolis, and his wife are continuing their tour of Africa. . . . Ted Lawn of L & M Sales, Minneapolis, is back at work part time after being hospitalized. Don Lyons

MILWAUKEE MENTIONS

It was a costly bowling game for Ken Kulow this week. While he was in a bowling alley, some thief broke into his car and made off with 180 cartons of cigarets needed for his route. . . . Herbert Geiger, Geiger Automatic Sales, will become the father of the bride in May. His daughter, Joyce Mary, an alumna of St. Mary's school of nursing, Rochester, Minn., will be wed on May 20.

A sure sign of spring, says Sam Hastings, Hastings Distributing Company, is when certain Northern Wisconsin operators stop around to look at used music and games equipment. This week Frank Young, Twin Lakes, Wis., operator of an amusement arcade in the resort area, checked in. Also making a shopping trip for summer equipment was Harry Chisholm, veteran Waldo, Wis., operator.

Joe Pelligrino, P & P Distributing Company, will celebrate the graduation of his son in June from the Marquette University School of Engineering. . . . Asher Rabin, Automatic Merchandising Corporation, has been named a captain in 1961 Jewish Welfare Fund Drive. . . . Badger Novelty Company has scheduled its Rock-Ola service school for Monday (10) and Tuesday (11) at the firm's new headquarters, according to Carl Happel. On hand will be Rock-Ola Service Engineer Jack Barabash and Sales Representative Les Reich, both of Chicago.

According to John Plimpton, Bay Music Center, the Music Industry Golf Outing will be held September 13 at the Port Washington Country Club. . . . Route receipts are at a low ebb, reports Glenn Geadtke, G & W Novelty Company. Baseball games, he adds, are showing some improvement. . . . Tex Hecht, H. & G. Amusement Company, became the father of a daughter recently, his first child.

South

AMBLING ABOUT ARKANSAS

Hot Springs: The boom season is in full swing, with people from all over the nation in town for the horse races at Oaklawn. Phil Marks, Phil Marks Coin Machine Company, says the two extra weeks of racing this year is making it a successful season for him. The Legislature passed a law extending racing days from 30 to 40, and counting a weekend it put folks in town an extra two weeks.

More on Hot Springs: J. Earl Gill, Gill Amusement Company, reports increased business, too. He is expanding. . . . W. E. Lewis, Lewis Novelty Company, reports top business, with folks from New York to California in town. "One of the best seasons we've ever had, if not the best," he said. . . . Daune Faull, Faull Amusement Company, (Continued on page 64)

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| C. C. Skill Ball DeLuxe | 89.50 |
| C. C. Rocket (1 Player) | 75.00 |
| United Team Mate (16 Ft. Bowler) | 700.00 |
| United Small Ball Bowler | 150.00 |
| United Advance (16 Ft. Bowler) | 595.00 |
| United League (16 Ft. Bowler) | 645.00 |
| United Handicap Bowler | 695.00 |
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EUROPEAN NEWS BRIEFS

France Lowers Coin Tariffs 5%

PARIS—France is lowering tariffs on U. S. coin machine equipment by a flat 5 per cent. At the same time the French have completed dismantling of restrictions on coin machine imports. The combination of the tariff reduction and ending of all import restrictions is expected to stimulate U. S. imports substantially. Industry sources explained that French operators are in the process of a mass replacement program which, in many instances, involves equipment dating back to the last war. The government's measures are expected to accelerate this program and gain a bigger share of the market for U. S. equipment. Most encouraging from the standpoint of the U. S. manufacturer is the fact that France appears to be veering away from her policy of extreme protectionism. In addition to slashing tariffs (some by as much as 10 per cent) the government also ended domestic price controls. The complex of measures was taken, the government said, to put French industry under pressure to halt rising price levels. Prices have been rising at a rate threatening France's export markets. The tariff cuts just announced, which became effective April 1, apply to France's five Common Market partners automatically. The Common Market countries—France, West Germany, Belgium, the Netherlands, Italy and Luxembourg—are scheduled by treaty to lower tariffs among themselves by 10 per cent on December 31, which will bring the total reduction since 1959 to 40 per cent.

Coinmen Set for Swiss Fair

BASEL, Switzerland—The 45th Swiss Industries Fair is expected to attract well over 100 coin machine and coin-operated equipment exhibitors from at least 12 countries. The coin machine exhibits are expected to include new electronic components, especially miniaturized production in keeping with the precision product theme of the fair. The fair will run from April 15 to 25. All told, 2,300 exhibitors will participate. Main attention will center on the great array of new vending machines and equipment being developed on the Continent. There is also considerable interest in new mechanisms for juke boxes.

Coin Units Aid Tourism

HEIDELBERG, West Germany—West Germany's labor shortage is stimulating the automation of the country's tourist industry through coin machines. Coin machine "guides," at the drop of a coin, reel off facts and figures of points of interest. By setting a dial, the patron has a choice of English, German, French, Dutch or Italian. The machines are spotted at each point of interest, and trials here so far this season indicate a potential market running into the tens of thousands. The machines are relatively simple to build and service, consisting of a tape recorder. Moreover, the machines have the advantage over a guide of reproducing songs and other sound material connected with the tourist fame of a particular locale. At battle sites, for example, the machines reproduce the thunder of cannon and cries of the wounded. Coin machine tourist automation also has produced a growing demand for coin-operated telescopes. Several hundred new coin telescope sites are being opened this season along the Iron Curtain. The most famous—and original—such site is at Travemuende, near Luebeck, where coin telescopes are trained on Communist troops and police patrolling the Curtain. The Communists are beginning to erect electrified barbed wire barricades along the frontier, and this construction activity has boomed the coin telescope trade.

Bulgars Order Juke Boxes

VIENNA—Communist Bulgaria has ordered 15 juke boxes from Viennese distributors for its campaign to lure Western tourists. Most of the boxes are to be placed in the new hotels built around Varne and Bourgas, on the Black Sea. Bulgarian tourist officials report that visitors to the Black Sea resorts have increased from 8,500 in 1956 to 200,000 last season. There are now juke boxes in all the leading Sofia tourist hotels, and Elvis Presley records are receiving top play, according to the Bulgarian purchasing mission just here to buy the 15 juke boxes. The mission took back a shipment of the latest Presley platters, remarking, "You're welcome to listen to anything you like in our juke boxes. We have nothing against Presley." Tourist visas enabling visitors to travel around Bulgaria are now freely available from Bulgaria's foreign embassies and legations.

Mich. Firm Has Service School

SAULT STE. MARIE, Mich. — A special Wurlitzer service school for employees of Lock City Music Company was held here recently. The music and games firm, a newcomer in the coin machine business here, was organized six months

ago by Anthony Rogers, who also attended the school sessions.

C. B. Ross, Wurlitzer field service engineer, conducted the classes. Also on hand were James Hunter, North Tonawanda, N. Y., Wurlitzer factory sales representative, and Harry Jacobs Jr., Milwaukee, United Inc., Wurlitzer distributor.

Students included Cecil M. Zenzer, service manager of the new firm, and routemen Gil Zenzen, Duane Bosley and Joseph Gray.

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"Joe is Going Fishing"



Joe Weinberger, who has been associated for 32 years with his brothers in the Southern Automatic Music Co., Inc., is retiring.

We are all sorry to see him leave

However, we are happy to announce that ROYAL DISTRIBUTING, INC., of Cincinnati will serve all operators in the same territory formerly served by Joe through his Cincinnati office of Southern Automatic Music Co., Inc. Moreover, Royal will do so with the same Southern Automatic Music Company, Sales, Office and Shop Personnel and also with the A.M.I., United, Gottlieb and Automatic Products lines, as well as their own.

We know that Royal will have a fine policy and will co-operate with you as Joe has.

SOUTHERN AUTOMATIC MUSIC AT LOUISVILLE, INDIANAPOLIS, AND LEXINGTON WILL REMAIN IN BUSINESS AND WILL CONTINUE TO SERVE THEIR CUSTOMERS IN THE SAME TERRITORY AS PREVIOUSLY HANDLED BY THEM.

AT LOUISVILLE, IT IS LEO WEINBERGER AND JIMMY CHEEK.
AT INDIANAPOLIS, IT IS SAM WEINBERGER, GEORGE BURCH AND FRED ALLEN.
AT LEXINGTON, IT IS HOMER SHARP AND FRANK McMILLAN.

May we at Southern express our thanks to all of our friends in the Cincinnati territory for the past splendid business relationship and extend our very best wishes for your continued success, through your future dealings with our friends at Royal Distributing, Inc.

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It is with pleasure that we wish to announce that we have bought the Cincinnati office of Southern Automatic Music Co., Inc., managed by Joe Weinberger.

We sincerely hope that we can serve all of you who have been customers of Southern in the same friendly way that they have served you during the past 32 years. They have a record to be proud of.

And to you, Joe Weinberger, who has managed Southern Automatic Music Co., Inc., so ably for all of these years, we wish you luck, happiness, and good health as you leave the business and the people you love for retirement.

We also want to thank our many faithful customers all over these United States, Canada, and the world for their continuous business, thus making this expansion possible.

WE HAVE THE LARGEST SELECTION OF COIN-OPERATED MACHINES IN SOUTHERN OHIO

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GAMES		PHONOS	
BALLY ABC Bowler S.A.	79	SEEBURG 1008	149
BALLY Mystic S.A.	79	SEEBURG 100C	189
BALLY Speed Bowler S.A.	199	SEEBURG 100G	259
BALLY Lucky Shuffle S.A.	229	SEEBURG 100R	369
UNITED Super Slugger B.B.	79	WURLITZER 2000	269
UNITED Mercury S.A.	79	WURLITZER 2200	379
UNITED Clipper S.A.	79	WURLITZER 2250	369
UNITED Regulation S.A.	89	WURLITZER 2300S	579
UNITED Handicap S.A.	149	ROCK-OLA 1438	149
UNITED Niagara S.A.	195	AMI E 120	129
UNITED 6 Star Regulation S.A.	195	AMI H 200	379
UNITED Atlas S.A.	249	AMI I 200M	889
UNITED Eagle S.A.	249	AMI J&J Stereo 200	499
SANDY MOORE Jumbo S.A.	79	EVANS 45RPM 100 Record	99
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COINMEN

in the news



Continued from page 62

and R. G. Jennings, R. G. Jennings Coin Machine Company, seen at the track. Both picked some winners.

Around Little Rock: The Legislature is over and operators are happy no new bills affecting the industry were passed. Cecil Hill, Hill Amusement Company, seen vacationing with his family in his cabin at Lake Hamilton at Hot Springs, enjoying fishing and boating. . . . H. G. Yancey, Arkansas Music Company, reports his business picked up, attributes to many tourists stopping overnight on their way to the races at Hot Springs.

Also Little Rock: C. W. Holmes, Western Sales Company, getting thanks from fellow operators for his active work at the recent legislative session, informing lawmakers on the industry. . . . H. L. Bryant, Deluxe Novelty Company, has his route cleaned and in shape for good spring business. . . . J. W. Singleton, route manager for Robert J. Kirspele, Kirspele-Hollenberg Music Company, back to work after being off several weeks with an injured back.

Around the State: Bobby Joe Adams, Service Amusement Company, Jonesboro, just moved into his new \$30,000 home. He reports city is expanding, Jonesboro's Chamber of Commerce is on the ball bringing in new industry and it is one of the fastest growing cities in Arkansas. . . . Billy Bledsoe, Chicot Amusement Company, Lake Village, says the winter season was rough on his business, but farmers are breaking ground for cotton planting and business is on the upswing.

C. E. (Tuffy) Tolliver, Lepanto Novelty Company, is planning to rebuild his Cotton Club near Trumann, Ark., which burned several months ago. Loss was about \$50,000 and most was insured. . . . Bill Poland, Poland Amusement Company, Forrest City, doing an excellent job managing the route of the widow of the late Fred Swann, who died last year. . . . Pete Adams, Adams Amusement Company, bulk oil distributor for Pure Oil Company, has built several truck stops and service stations in past two years, reports they are good locations for games and music.

Lloyd Barber and Wayne Cartiller, B & C Music Company, Forrest City, have route cleaned and in shape for big season, expects big peach crop to bring prosperity to the area. . . . Jack Ethridge, Ethridge Music Company, Hampton, gave his daughter, Fern, in marriage recently. . . . James Akers Jr., 21, doing fine job managing his father's route recently during his father's illness. Jimmy is a student at the University of Arkansas.

Arlie Turner, Turner Amusement Company, Harrison, was in Wichita, Kan., recently visiting his son, Gene Turner, an engineer at the Bowen Aircraft Company plant. . . . Leo Tanner, route manager for Helena Amusement Company, says business has been unusually good during construction of new bridge across Mississippi River from Helena to Friar's Point, Miss. Be another year or so before the bridge is finished. Elton Whisenhunt

West

DENVER DOINGS

Stan Bennett, who recently sold part of his route in Northeastern Colorado, visited Denver distributors last week. Bennett operates one of the largest restaurants in the Sterling area, where "business keeps growing so fast I don't have enough time for my route."

Passing through Denver on their way to a two weeks' vacation in Las Vegas, Nev., were Mr. and Mrs. Paul Scott, juke box operators from Lander, Wyo. A good 1960 collection fortified the Scotts for the trip.

Draco Sales Company's Mike Savio reported new Wurlitzer sales last week to both Johnny Knight of Skyland Music Company and Lee Wiscaver of Lee Music in Arvada, Colo. . . . Celebrating birthdays recently were Dan Keys, partner in Apollo Music Company; Chuck Morrison, Leadville operator, and Paul Scott, Lander, Wyo.

Herb Roggow, phonograph operator from Las Vegas, Nev., flew Western Service Supervisor Walt Peteet, of Wurlitzer, from Las Vegas to Denver over a recent weekend in March. Roggow, an experienced pilot and operator of a flying school in addition to maintaining full-size phonograph and game routes, flies on every business trip possible.

Bill Burbank has returned home for convalescence after nearly a month in a Denver hospital. On the critical list for quite some time, Burbank hopes to be back in harness soon.

The first few months of operation as Denver Rock-Ola distributor have worked out satisfactory, according to J. F. Cassell, of Atlas Sales Company, recently appointed Denver area Rock-Ola distributor. . . . Nick Alterie, Colorado Springs games operator, is vacationing in California. Bob Latimer

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KIDDIE RIDES	Caravan 210	Gen. Shooting Gallery . . . 150
Auto Test \$425	Cypress Garden 210	Stars Shooting Gallery . . . 125
Bally Champion 395	Havana 65	Midway Shoot'g Gallery . . 425
Bally Space Ship 250	Hawaii 65	Big Top 225
Driveyourself Mobile . . . 375	Key West 95	State Fair 225
Round World Trainer 295	Manhattan 75	Sky Gunner 125
Sandy Horse 395	Miss America 150	Mul. Sky Fighter 125
Zoo Ride 195	Nite Club 75	Sky Rocket 195
Chuck Wagon (new) 550	Parade 75	Glider, new 450
Twirley Bird (new) 995	Rodeo 65	Keeney Sportsman 195
Model T Ford 395	Starlet 65	Atomic Bomber 125
	South Seas 65	Bazooka 295
	Star Dust 65	Seeburg Bear Gun 185
	Show Time 95	Carnival Gun 185
	Sun Valley 150	Bonus Gun 225
	Tropic 65	Vanguard 295
	Tahiti 65	Hercules 350
	Variety 65	Crusader 350
		Titan 375

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Rowe-AMI to Set Record on Exhibit Space

CHICAGO — AMI and Rowe equipment will be shown in the largest booth ever taken by a single exhibitor at the forthcoming Music Operators of America convention, May 15, in Miami Beach. The

firm's line will take up the entire center aisle of the convention floor—a space equivalent to 26 regular-sized booths. Shown will be the AMI line of juke boxes and background music equipment, Rowe vending machines and ABT bill changer. Jack C. Dunwoody, Rowe-AMI Sales Company vice-president, said the firm wanted to have enough space to demonstrate its full line of equipment, and that the decision "represents a concrete expression of our company's continued strong support of the independent operator."

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Continued from page 60

ns because the customers do not care at what speed their selections are playing.

Wonder Novelty Company is one which has taken advantage of intermingling 33's and 45's on dual speed phonographs, the Artist of the Week feature and personalized mentioning of locations, bartenders and waitresses on music equipment. Nissenbaum said this is good public relations and gives the operator a slight edge because he offers more than his competitor.

"The future of the business," Nissenbaum said, "lies in expansion, especially since the dollar is getting smaller." He added that the Wonder Company is in the process of expanding and is in the market to buy out operators. When established routes are purchased, the firm strives to upgrade them.

The J. S. Morris & Sons Company also is putting out 33's on new boxes. Operator Morris said the 33's could be the beginning of a changeover from 45's, similar to the change from 78 r.p.m. records.

Joseph McCormick, owner of Musical Sales Company, thinks the business needs a "shot in the arm" because no new games are coming out. There are a few bingos in the St. Louis area and they will eventually help the business, he said. Five-ball, two-player games are scarce and presently

they are in demand, McCormick said. Good used phonographs also are moving, he stated.

Neel was not too optimistic because "operators have nothing to look forward to in view of the fact that nothing new is being offered to customers." What is needed, he said, is some type of new game to take into the taverns, the backbone of the business.

As far as the Morris Novelty Company is concerned, sales have been excellent and the company presently is out of all the new Gottlieb games, reports Ben Axelrod. Orders for shipments of new equipment, the first of which is due April 10, already have been placed, he said. Axelrod said the company also has been shipping the free-play games to Canada. From an operating standpoint, he continued, collections are just about as good as last year, although they have come up in the last couple of weeks. He mentioned that gun games go good for a while, but they have to be moved from time to time to different locations.

As a safeguard on sales, Peter Brandt, president of Brandt Distributing Company, said the firm does not give more credit than it feels the operators can handle. He has had more than 30 years of experience in the business and knows his customers. The operators that have been good tend to be better, but there are some who fall behind,

Brandt said. As the season of better weather progresses, their ability to pay also will be better, he declared. The bad risks, he added, are common to all businesses, but they are weeded out.

Brandt said with the improved weather picture, operators are beginning to show more life. He told of rush orders of phonographs in out-State Missouri to highway location owners who want to get set up for traveling motorists.

"We are very choosy when we sell games to operators and as a result of careful screening of their financial accounts, we get paid for our equipment," Axelrod stated. He said the Morris Novelty Company does not lease equipment.

Gorelick said that presently operators are just not buying too much because collections are off somewhat. McCormick said that he finds operators are a little slow in paying and are trying to get the best buy for the dollar. "If an operator has equipment to trade, he will haggle to get the best deal," McCormick said. "I noticed that good weather reflects on business conditions. During the recent period of sunny skies and mild temperatures, many out-of-town operators were in St. Louis and those here were moving around more."

Colorado Business Improves

By BOB LATIMER

DENVER—Collections have been surprisingly on the upgrade for phonograph operators here since the turn of the year, encouraging numerous operators to buy new equipment early instead of waiting for the peak summer season.

Such veteran operators as Johnny Knight, of Skyline Music Company, attribute the 10 per cent increase for early 1961 to a light winter, and the fact that the recession which hit the East has not made itself felt particularly in Denver. Lee Wycaver, of Lee Music Company, games specialist, reports collections up only around 5 per cent, a definitely encouraging situation for this time of year. No operator among a dozen queried reports collections down, and even in the industrial sections of the city the take isn't down over 1960.

The collection picture for the next few months looks rosy, according to such distributors as Mike Savio, of Draco Sales Company, and Pete Geritz, of Mountain Distributors. A good tourist year has been forecast by early hotel and motel registrations, advance sales of fishing licenses and similar barometers. There is always a drop after

June 15 when Denver's horse racing and greyhound racing tracks open, siphoning off much of the tourist market, but this is a problem now 10 years old.

While distributors report that operator equipment payments are a bit slow, all point to the fact that delinquencies are most evident in Pueblo, Colo., an industrial steel producing city which has suffered from long, protracted strikes through most of the past year, and in a few cases where operators have not diversified equipment or types of locations sufficiently.

"The operators' credit standing isn't affected by slow payments in such instances" one distributor indicated. "We know that things will pick up in industrial centers soon."

Phonograph sales are even with 1960 figures at this time, according to Denver's three top distributors. Games are selling better than at any time during the past five years, due to recent elections removing county pressure on games of all types.

"Business as usual" was the answer where new developments and trends are concerned. Operators through 1961 expect to fight the battle of location loans more intensively than ever, largely because many new taverns

and bars have been licensed. Front money, guarantees, space leasing and the other types of financial arrangements have just about disappeared from the scene.

At least half of the Denver juke operators who have never entered into the vending field are either planning to make the step, or already experimenting with it.

Probably the most radical example was the decision of Continental Music Company, headed by Bob Rothberg and Don Akins, to install hundreds of bulk machines in Safeway Stores, big supermarket chain in Northern Colorado. Formerly dealing exclusively in phonographs, Continental will now take on a large slice of the bulk vending market in 33 stores. Most phonograph operators are eyeing the cigarette vending market, with good will and locations already established through years of juke operations, and installing cigarette machines as well.

Colorado operators absorbed a serious punch when it was announced that Ramo-Wooldrige, huge prime contractor on government missile and electronic contracts, would close shortly through contract cutbacks. Along with the Martin Company, missile builders, the Ramo-Wooldrige plant had considerably upped the economy in South Denver and suburbs.

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Canteen Int. Plots European Expansion

By OMER ANDERSON

FRANKFURT — Automatic Canteen Company of America is laying the groundwork for a vast overseas operation aimed at dominating both the manufacturing and operating fields of the European market.

Europeans are almost awed by the scope and scale of Canteen's planning, which is altogether in the German tradition of *Grundlichkeit*—thoroughness.

Canteen's overseas subsidiary, Canteen International, is moving simultaneously in a number—it seems to Canteen's competitors all directions—of directions.

Canteen appears to be carrying out a carefully co-ordinated program aiming at entrenching the American coin machine giant in the Continental market before the competition materializes.

At any rate, this is the impression left by a visit to the Canteen plant at Neu Isenberg, which was acquired from a German concern, Tonomat, 18 months ago.

Expansion

Already, Canteen has tripled the floor space of the Tonomat plant, has rented an additional 15,000 square feet of space, and has acquired tracts of land adjacent to the Tonomat property sufficient for the tripling again of its production capacity.

Canteen now has the land to expand its production and servicing facilities here almost indefinitely, possibly to 500,000 square feet of space.

Neu Isenberg, a Frankfurt suburb, will become the main European Common Market production base for Canteen. The Tonomat plant is assembling AMI juke

boxes, continuing to build Tonomat boxes for the Continental market, and reconditioning vending equipment.

Vending Machines

It is planned, in addition, to manufacture Rowe vending equipment at Neu Isenberg and also another line of vending equipment tailored for the European market. Furthermore, there are plans to establish Neu Isenberg as the center of Canteen equipment research and development on the Continent.

Canteen's operation at Neu Isenberg is taking advantage of the reservoir of German scientists, engineers, technicians and skilled labor. German technical skills make this country a natural center of scientific research and development.

Wage scales are sufficiently less than those in the U. S. to make Continental manufacturing attractive to American industry on an ever-expanding scale.

In fact, experts at Neu Isenberg say U. S. and European production, as illustrated by the AMI operation here, tend to be complementary. AMI mechanisms and mass-produced stamped metal sections are sent here for blending with German-produced components.

The result is the "optimum cost factor" box, a juke box blending U. S. experience in mechanism production and U. S. mass production techniques with German handcrafting skills and generally lower labor costs.

Tonomat Profitable

Shrewdly, however, Canteen is striving to preserve the essential European character of the Tonomat operation. Therefore, production of the Tonomat juke box is being

continued (in fact, Tonomat is a money-making production enterprise), and vending equipment will be produced especially for the European market.

Canteen has hastened to plant a foot in each of the rival trading blocs—simultaneously, and Canteen is pressing the simultaneous expansion of manufacturing and operating.

In a single recent week Canteen International acquired firms in England, Germany and Sweden, and all large, well-established firms: in England, Canteen acquired full control of Rowe Automatic Merchandising, London; in Germany, Helmut Rehbock, Hamburg; and in Sweden, Automat-forsaljning - AB, Stockholm.

In West Germany, Canteen already has operations in Frankfurt, Wiesbaden and Mulheim, in the Ruhr. It is establishing operations in Cologne, Bochum, and Stuttgart and, in Hamburg, expanding the Rehbock operation to include a complete vending operation in the Hamburg area.

Canteen Benelux

Further illustrating the scope of Canteen's planning for a completely integrated European operation, the firm has just added "Canteen Benelux," in Antwerp, Belgium, the European coin machine shipping center.

Canteen Benelux will provide complete full-line vending services throughout Belgium and expand into Holland.

Canteen International expects its sales in England and on the Continent to top \$4 million this year, and this figure is regarded as only the beginning.

CLEVELAND COIN SETS NEW MARK FOR EXPORTING

CLEVELAND —Perusing the correspondence on the desk of Morris Gisser, president of Cleveland Coin Machine Exchange Company, one visitor wondered if he might be in the office of an official of the United Nations. Gisser was too busy conversing with a customer in Tokyo, to explain. Cleveland Coin Machine Exchange, which exports coin equipment everywhere in the world, last week notched a company record for the most countries to receive its shipments in a seven-day period. The firm sent 225 pieces to Greece, Holland, Belgium, Japan, South Africa, Venezuela, the Dominican Republic, Virgin Islands and Lebanon in one week. This included music boxes, games and arcade equipment.

United Names 2 New Distributors

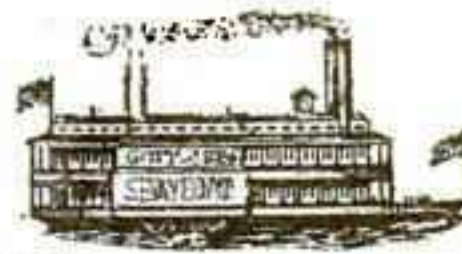
CHICAGO—United Music Corporation last week named Nathan Wall and Ollie Trauernicht, T & A Amusement Company, Nashville, distributor for the firm's phonograph line in Central Tennessee and Southern Kentucky.

At the same time, United Manufacturing Company appointed Royal Distributing Company, Cincinnati, its distributor in that territory. Royal, owned by Joe Westerhouse and Harold Hoffman, recently purchased Southern Automatic Music Company, United's former outlet in the area.

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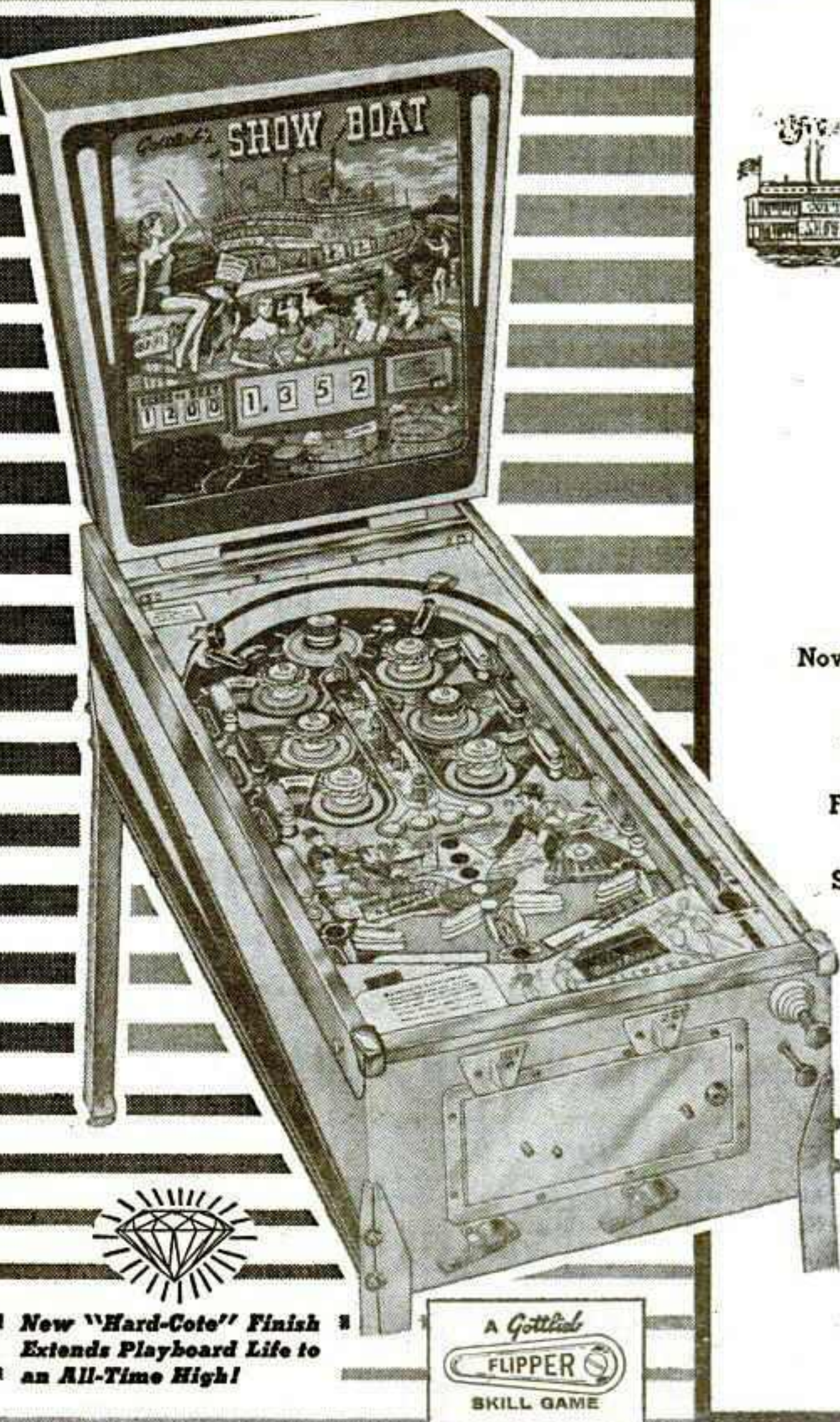
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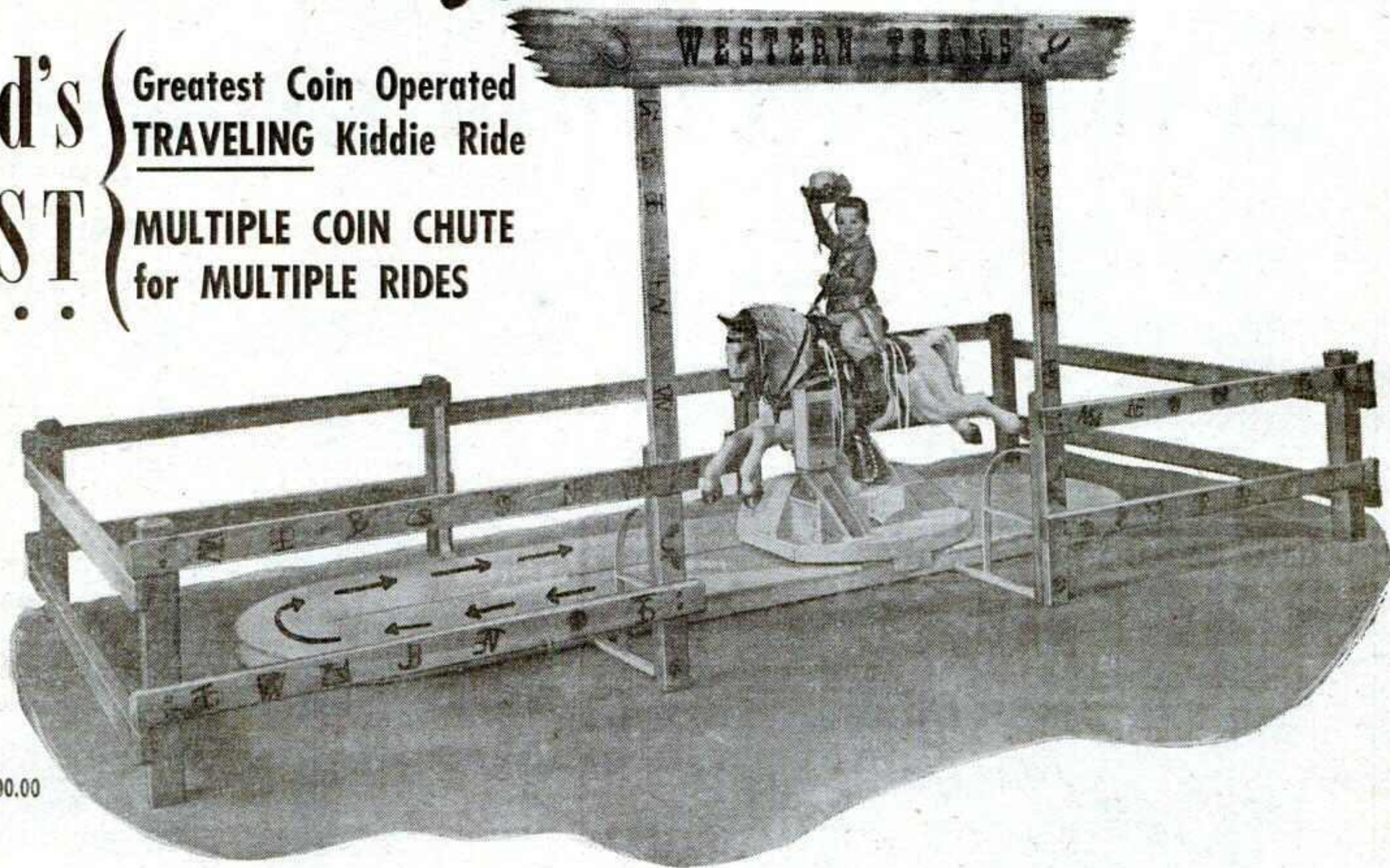
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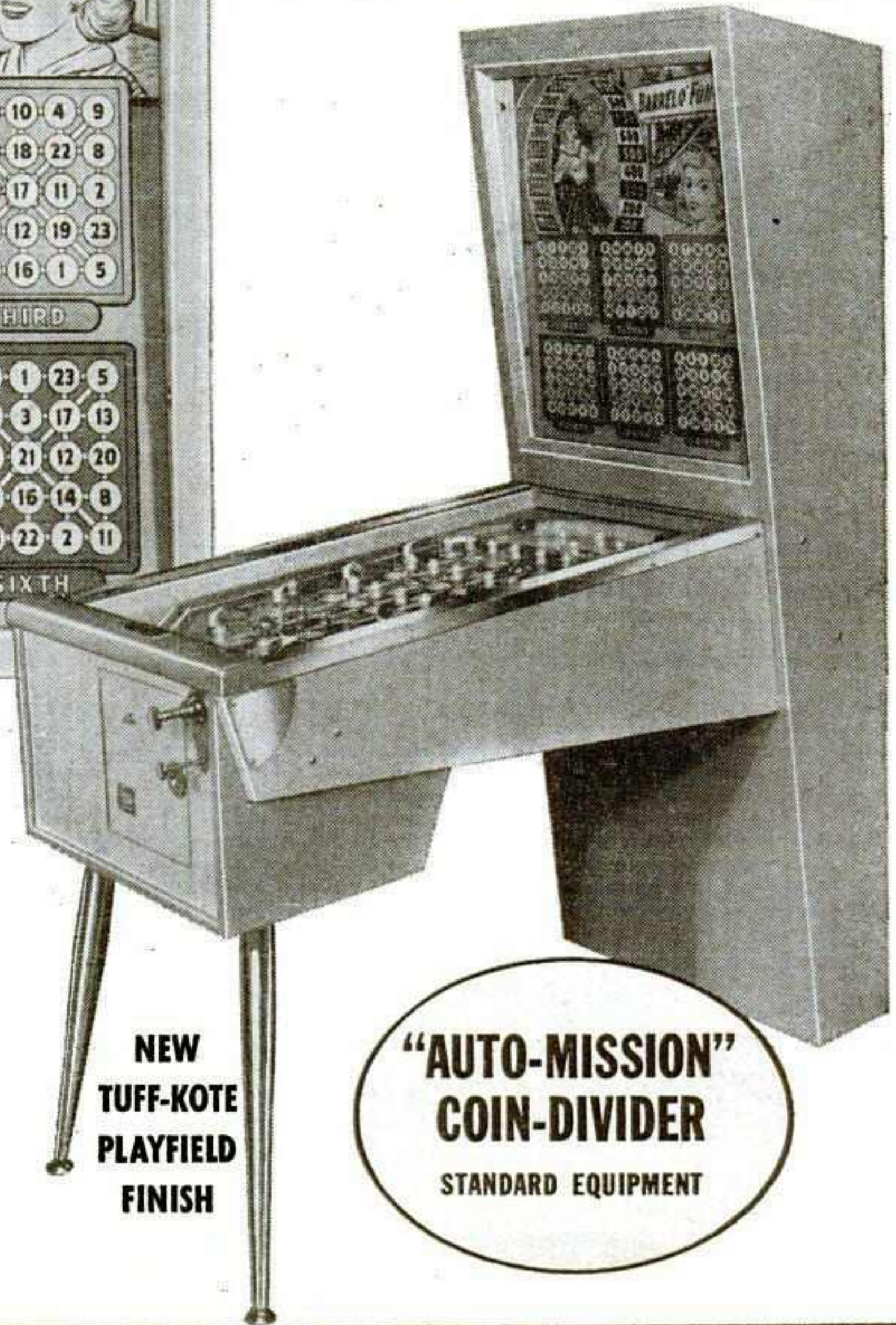
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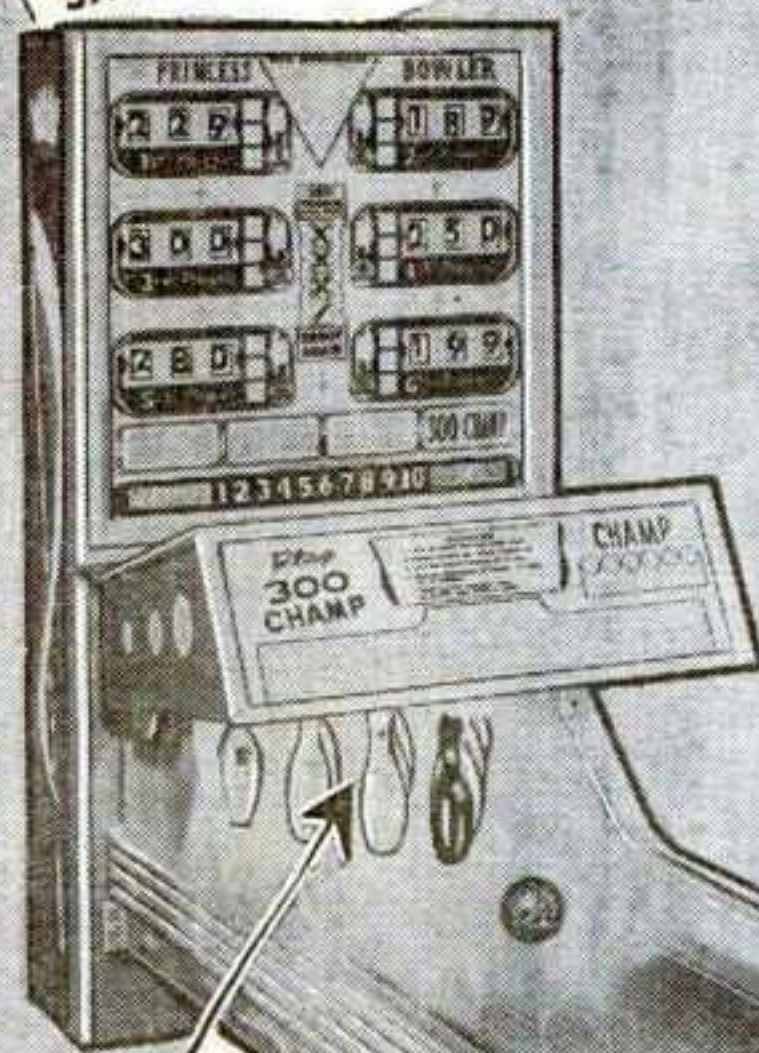
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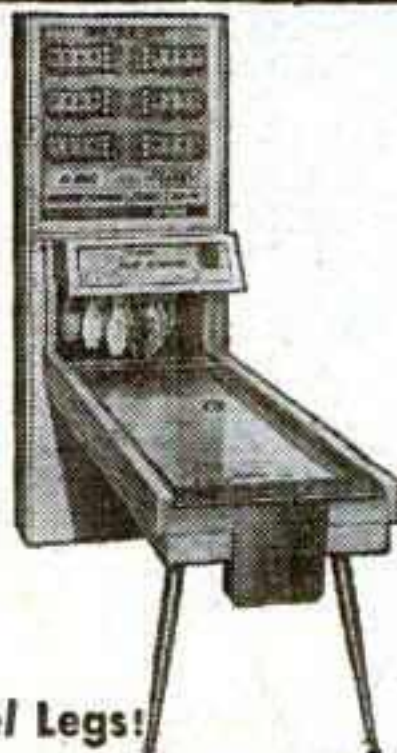
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