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November 6, 1961

# BILLBOARD MUSIC WEEK

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

## W. Berlin Coinmen Seek American Aid

By OMER ANDERSON

BERLIN — Coin machine manufacturers and operators in this communist-beleaguered city are seeking closer contact with their U. S. counterparts.

Berlin manufacturers would like tangible assistance from the American trade, and the operators are badly in need of moral support, nothing else.

A mere show of interest by the U. S. trade in the problems and plight of West Berlin's coinmen would hearten the trade here. It is being suggested that an invitation be issued for a visit to West Berlin by a committee representing the U. S. trade—manufacturers, distributors and operators.

### Technical Advice

Manufacturers would like to enlist support from their American counterparts in getting credits and U. S. orders. There seems to be a considerable amount of technical advice and assistance U. S. producers could give to Berlin producers.

Operators would like support of the American trade in pressing the West Berlin city government for tax relief and the relaxation of certain restrictive legislation.

West Berlin operators also feel they should receive special concessions from GEMA, the German copyright society, and from diskeries.

(Continued on page 56)

## SOUND FAIR SEEKS REPRESENTATION FROM MUSIC INDUSTRY SEGMENTS

### Invite Tape, Phono, Component, Design, Accessory Firms And Publications to Exhibit for Both Trade & Consumers

NEW YORK—The first International Sound Fair, a combination business conference and trade and public exhibit of products, is now being projected to bring together all facets of the record business, with special emphasis on the retailer.

The fair will be under the active management of James O. Rice Associates, specialists in the field of convention program development and management. The International Sound Fair Corporation will be headed by Coleman Finkel as president. Finkel is a vice-president of the Rice firm. Hal B. Cook, who is active currently on the disk scene with Record Source,

Inc., will be vice-president and executive co-ordinator of the fair. Cobo Hall, Detroit, has been selected as the locale for the first of the annual fairs, with dates already set for next July 25 through 29.

### Broad Representations

There will be 11 different categories of exhibitors according to current plans. These include records and record merchandising, phonos, components, tape units, blank and pre-recorded tape, display fixtures and merchandising units, business machines for retailers, interior design of sound systems, decorators and decor, accessories and publications.

According to the principals of the fair, the need has long existed for an all-encompassing record industry convention and consumer public relations effort. The fair, a gathering for the whole disk industry—distributors, dealers, manufacturers and juke box elements—will fill this need, say the spokesmen.

As presently envisaged, the trade part of the fair would open on Wednesday July 25 with educational business sessions and forums occupying the morning. The exhibits would be open to the trade in the afternoon. Additional forum sessions would occur Wednesday

(Continued on page 2)

## Dealers Join SORD Group

HOLLYWOOD—The Southern California Record Dealers Association last week joined the Society of Record Dealers (SORD) to become the eighth regional dealers' group in the nation to climb aboard the national Society's band wagon. The group changed its name to SORD-California, and elected Harold Martin (Martin Music) as its president.

At the same meeting, discussion was centered around the future of the local dealer group's buying cooperative which has experienced difficulty in getting under way.

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## WSM, CMA Hold Annual Events

### Politicos Active on Nashville Scene

By REN GREVATT

NASHVILLE—A number of high political figures lent a colorful note to the 10th annual WSM Country Music Festival here last week, as country deejays from the United States and Canada flooded into convention headquarters in the Andrew Jackson Hotel. Among those extending their unqualified endorsement of country music were Louisiana Gov. Jimmie Davis,

Sen. Estes Kefauver (D., Tenn.), Gov. Buford C. Ellington, former Gov. Frank Clement, Sixth District Congressman Ross Bass and Nashville Mayor Ben West.

Beyond this, the annual round of hand-shaking, back-slapping and thanks from artists to jockeys was highlighted by new evidences of the broadened base of country music. Friday morning (3) guests attending the WSM welcome breakfast were told that a troupe of the leading performers of "Grand Ole Opry" would appear in a concert at New York's Carnegie Hall Wednesday evening (29). In addition, it was noted that this 10th annual country

bash was being covered in depth by The New York Times, The Wall Street Journal, and the magazine, Showbusiness Illustrated.

The Carnegie Hall affair will be conducted as a benefit for a newly formed organization known as the Musicians Aid Society, Inc., dedicated to building a relief fund for aging musicians. Dr. Gregory Brooks, an executive of the group, said the Society has already put a deposit on a hotel on the New Jersey shore which will be used as a home and rehabilitation center for musicians.

Featured speaker at the WSM (Continued on page 52)

### Association Lists Gains, New Plans

NASHVILLE — Country Music Association members attending the group's annual meeting here Thursday (2) were told by Treasurer Bill Denny that the organization now has \$10,900 in its coffers, \$3,000 more than at any other time, and that there is a possibility for the addition of a donation of \$25,000 more during the coming year.

It was also brought out that there are now more than 700 organizational and individual memberships in CMA. During the meetings here, Columbia Records joined Capitol and RCA Victor among the major diskeries holding membership.

## Deejay Program Service Merger Covers All Music

NEW YORK — A 24-hour, seven-day-a-week disk jockey programming service is now available to stations as the result of a merger between Jim Ameche Productions and Worldwide Programming Service, Inc.

The two companies supply taped deejay shows to stations, and currently provide programming for 13 outlets across the country—supplying more than eight hours a day in some cases. Programming covers every type of music—classical

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EDITORIAL

# May Unite Trade

A long hoped-for development in the record and allied industries appears to be nearing fruition. This is the First International Sound Fair, scheduled to be held at Cobo Hall, Detroit, July 25-29 (see separate story).

The concept of such a fair is a challenging one, and the need for such an all-encompassing effort has long been recognized. Given the support of manufacturers and other segments of the record and sound industries, the benefits accruing would be tremendous. Implicit in the planning is a public relations effort which would bring to our industry very real values.

The record dealer organization, SORD, is already enthusiastically supporting the project, which will be under the management of James O. Rice Associates, an experienced firm in this field.

We urge record manufacturers, distributors, dealers, as well as the equipment facets of the business, to grasp the opportunity and participate in the forthcoming venture at Cobo Hall. The Fair, with its consumer and trade aspects, could easily be a milestone in the developing maturity of our industry.

## Giving the Industry the Business

By J. PIERPONT FRUMMP  
President, Glopp Records

How to Succeed in the Record Business Without Really Trying? Simple! You do it with failures. Big, loud "bombs." Bloopers. We did not become a billion-dollar industry overnight, you know. We, as an industry, had to unlearn so much!

Tried and tested formulas? Out the window, Charlie! Research? Ha! When I think back to The Good Old Days—the chances we missed, the idiocies we perpetrated! A.&R. men with Ph.D.'s in Music! Can you imagine our naivete? Studio musicians from Juilliard! Arrangers! Great song writers! All right, so we were insane. But, we never quit; we at Glopp Records groped from the darkness, overcame our glaring inadequacies, to lead

How?

By groping, that's how! Boy, was I lucky when I discovered the importance of hair! Of course, it is only today that this seemingly simple education is regarded as a milestone paralleled only by the invention of the phonograph, itself.

Remember how they howled when we hit 'em with the Hairdoos? It wasn't until the Permanent Pompadour cut "Crazy, Crazy, Crazy" that they started to cop Glopp ideas and profit from Glopp initiative! Ask yourselves: Where would the Curliers, the Pony Tails, the Dandruffs, the Wild Roots, the Scissor Cuts, the Bouffants, the Crew Cuts and the Duck's A's be NOW, without Si DeBurns?

Slowly, we mastered the art of groping. We took our microphones out of the studios! "Lunacy!" they all cried as we recorded wrestler's groans, the sounds of wrestlers (angry, hungry and at play), marital quarrels, a cell-block riot. Who

but Glopp would have ever conceived of the all-time recording masterpiece: "The Autobiography of Roger Maris," a 28-disk collection in a Limited Edition of 61 copies!

In closing, to get back to answering the BIG question: How to Succeed in the Record Business Without Really Trying? The real answer is: Try everything—then, if you don't succeed, try MUSIC!

## UPSTAIRS AT CARNEGIE

# Intriguing Backstage Negotiations Surround Columbia-Richter Issue

By BOB ROLONTZ

NEW YORK — Columbia Records this week will release the first of five individual two-album sets by Sviatoslav Richter. The sets, the first of which is titled "Sviatoslav Richter at Carnegie Hall" are the tapes of his five widely acclaimed Beethoven concerts held in New York in the fall of 1960. These mark the first U. S.-made LP's by Richter to be released by Columbia. And thereby hangs a remarkable tale, even for the record business, classical or otherwise.

When the tapes of the Russian pianist's concerts were made at Carnegie Hall last fall, Sol Hurok, who presented the concerts, was unaware that they were being made. It is understood they were recorded by Ramco Trading Corporation, the company headed by J. J. Frankel. Ramco has an arrangement with the Russian Cultural Ministry to issue Russian tapes on the Artia label, as well as to release Russian-made recordings on the MK label. It is not known whether they were recorded in the concert hall itself, or by a guy in the first row with a button mike pinned to his suitcoat and the tape machines two blocks away.

Be that as it may, Ramco began

offering the tapes to prospective purchasers. Columbia, anxious to have Richter tapes, both for the sale value and for the cultural value — since these five Carnegie Hall concerts were considered an epochal event—put in the highest bid, \$60,000, as an advance for the entire set. Ramco sold the tapes to Columbia for this sum, and at the same time offered Columbia indemnification against a possible lawsuit.

Up to this time, only RCA Victor had issued any American-made Richter tapes, through an arrangement with Hurok.

### Split With Russians

Since Russian artists do not negotiate their own recording pacts, Ramco Trading Corporation made its agreement with the Russian ministry as to the split of the \$60,000 from Columbia for the tapes.

Columbia, after buying the tapes, decided that it should have a contract with the Russians themselves saying that it was okay to release them. And so it went to the Russian Trade Ministry for an agreement. Weeks of negotiations followed between Schuyler Chapin, Columbia classical a.&r. chief, and the Russians.

During this time, Hurok was ap-

prised of the fact that Richter Beethoven concert had been recorded. Meanwhile, those close to the situation indicated that Carnegie Hall people, whose permission for the use of the Carnegie name had not been obtained, were insisting upon the usual fee for such a use.

At the same time Columbia was going ahead with mastering the tapes, and pressing the first LP with the pianist.

By October the firm had a ready to be shipped out to distributors, and had even placed an ad in a consumer magazine to advertise the albums. Two weeks ago Columbia put the set on its regular release list — but still without shipment of the albums.

### Comes to a Head

Then, a week ago, everything came to a head. The Russian Trade Ministry came through with an agreement that satisfied Columbia Records. Hurok held talks with Ramco Trading Corporation. At it is understood, the Carnegie Hall board is making its peace with Ramco as well. As to the disposition of the \$60,000 advance, it is understood that the Russians will receive well over \$40,000 of the \$60,000 laid out by Columbia, almost \$4,000 per record for the 10 LP's. How much Richter will receive is not known.

Meanwhile, Columbia is issuing its first U. S. Richter albums this week. They will probably sell like hotcakes, but the recording engineer will never receive any credit.

# SOUND FAIR SEEKS REPRESENTATION FROM MUSIC INDUSTRY SEGMENTS

Continued from page 1

evening. The same general sequence would take place on Thursday. A Friday morning business seminar capped by a final luncheon would close out the trade part of the fair.

On Saturday and Sunday, all exhibits would be thrown open to the public. And, assuring a substantial public turnout, would be a series of top talent public concerts in such classification as "teen beat," country, pop and classical. Four

important but separate markets would thus be attracted.

### Attendance Target

An attendance target of between 2,000 and 4,000 dealers is projected with 40,000 to 50,000 consumers expected. On the dealer front, Howard Judkins, president of the Society of Record Dealers of

## S. F. Warm for Tokens and Greco

SAN FRANCISCO — An array of strong starters here last week included "The Lion Sleeps Tonight" by the Tokens (RCA Victor) and "Hallelujah, I Love Her" by Buddy Greco (Epic). Barbara Dane's "I'm on My Way" (Rey) enjoyed brisk sales following her appearance at a nightspot here. Fabian's "Wild Party" is also enjoying a healthy reception, while Silvio Silvera's "Bridgitte Bardot" is continuing to win impressive attention.

## McCraklin Hits In Dallas Region

DALLAS — Hottest newcomer to go into sales orbit here is Jimmy McCraklin's "Just Got to Know" (Art-Tone). Another impressive seller in Dallas-Fort Worth market area is the McGuire Sisters' "I Do, I Do" (Coral). Singles sales here are retaining their brisk pace.

America (SORD) has already pledged his organization's co-operation in the event. A number of other industry trade organizations may also participate in the all-industry affair. An advisory board consisting of important executives at all levels of the industry is now in the formative stage. Membership of this body is expected to be announced shortly.

The Rice firm recently staged a successful national discount store management congress at the Hotel Astor here. Other organizations for which such affairs have been operated, include the American Society of Industrial Engineers, the National Paint and Varnish Association, the International Management Congress and others.

Both Rice and Finkel have had lengthy associations with the American Management Association, while Cook has been active over the past 12 years with Capitol Records, Columbia Records and Warner Bros. Records, prior to starting his own firm, Record Source, Inc.

## RECALL FABIAN 'MADE YOU'

NEW YORK — Chancellor Records is calling back Fabian's new record "Made You" because of unfavorable comments concerning the title on radio stations and disc jockeys.

The record was replaced by "The Way You Look Tonight" and will be re-released to disc jockeys.

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## HERE'S YOUR ACTION... IN ADVANCE!

AND TRUE—  
MUSIC WEEK'S



## ALBUM PRICE BATTLE IN PHILADELPHIA; SOME DEALERS GIVING UP SINGLE DISKS

Gimbel's and Korvette's Stage Battle Royal Over LP  
Prices; Record Shop, Sanders Ditch 45 Recordings

PHILADELPHIA—A major LP price war between Gimbel Brothers and Korvette's was the highlight of the disk scene here this week, with other smaller disk dealers flooding into both stores to buy as many of the hotter items as possible for their own stores. In another development, it was learned that a number of smaller Quaker City disk outlets are arranging for their singles business to be handled by rack jobbers.

In the middle of the week, Gimbel's was advertising all \$3.98 LP's at \$1.54, a price which dwarfs cuts in New York, formerly the leader in the discount picture. At the same time, Gimbel's pegged \$4.98 albums at \$2.14, and \$5.98 sets for \$2.44. In a later development, Gimbel's further slashed \$3.98's to \$1.49.

### Legal Action

One disenchanted local retailer and rack jobber noted that he has discussed the matter with his attorney. "There is supposed to be a law in this State that you must sell for a minimum of 4 per cent over your own cost," this dealer asserted, "But nobody seems of a mind to test the law. Our lawyer said he is trying to figure out if they can be stopped but he doesn't know yet. Frankly, I'm a discount myself but within certain bounds. This is getting completely out of hand. It's ridiculous."

Another dealer noted: "Man, it's crazy what they're doing. Gimbel's and Korvette's are really murdering us with their advertised and unadvertised sales. Gimbel's is now holding back on quantities a little because the dealers have been killing them by buying up their stocks. Now they ask people, 'Are you a dealer?' The good part about buying stuff there is that you get a much better price than the distributor gives you, and you can charge it. I say, charge the stuff and then let 'em wait. The distributor salesman will cut you off on credit much faster than a department store will on a charge account."

"The only trouble is that Gimbel's doesn't have too good a selection. I'd rather buy my stuff at Korvette's because they have everything you could want. But man, those prices are too much, aren't they? Somebody's pencil must have slipped on that last Gimbel's ad. How do you like that \$1.49 price?"

### Give Up On Singles

Meanwhile, there were interesting reports on the changing status of the singles picture. The Record Shop, in the central city sector, reported, "We're giving singles up because we are losing money on

them. There are too many of them and we get stuck with too many."

Another store, Allan Radio, in the Chestnut Hill section of the city, reported, "We gave singles up 10 months ago. Now we're getting back in, but we have a rack jobber handling them for us. We are just too small to force the distributor to take anything back. We get sick of eating them. But the rack is big enough so he can throw his weight around and force the distributors into honoring his commitments."

Allan is being served by Rondell Records, a firm in rack jobbing, manufacturing (with its own label) and retailing, with several stores in nearby New Jersey suburbs. Ronnie Schaff of Allan reported that he has picked up a number of smaller retailers lately as singles accounts. Meanwhile, two more retail casualties came to light. Sanders Modern Music Shop threw in the towel several months ago. Lerten's folded last week.

Al Miller, at Levin's Record store, sounded one bright note on the picture. "Singles picked up well for us this week," said Miller. "That's because the store across the street didn't get in its supplies of records in time. We're selling at 86 cents regularly, but each week we run a special of three of the hottest singles at 65 cents. It has been paying off for us."

Eddie Fisher, a local light these many years after his initial successes, was getting action on two different records here this week. There were good reports on his "Tonight," on Seven Arts and on "Milk and Honey," on ABC-Paramount. Another new one getting spins is "The Slide," by the Lavenders being distributed by Cameo. Eugene Church is generating some action with "Mind Your Own Business," on King. Three thrushes, Patsy Cline, Linda Scott and Timi Yuro were all reported doing well with their newest efforts.

## Berlin Ct. Rules for GEMA Vs. Tape Recorder Owners

BERLIN — GEMA has won a significant, perhaps decisive, legal victory in its campaign to exact royalty payments from owners of tape recorders.

The West Berlin Superior Court has just ruled that the mere fact of tape recorder ownership is prima facie evidence of "intent to tape music."

Therefore, according to the court's decision, GEMA is justified in demanding annual royalty payment from each tape recorder owner on the premise he is taping music controlled by the German copyright society.

If the tape recorder's owner refuses the GEMA payment, he must furnish proof, according to the court decision, that he is not taping music and will not tape music for the rest of the calendar year.

In effect, the Berlin court's decision shifts the burden of "taping proof" from GEMA to the recorder owner.

The court's ruling thus bears out the recent warning of Dr. Erich Schulze, in a statement to the Billboard Music Week, that GEMA is determined to press the tape recorder issue to a successful finish.

When GEMA lodged the tape recorder suit with the Berlin court, the German society stated its intention of levying annual royalty fee

of 10 Deutschemarks (\$2.50) per recorder. Presumably, GEMA would obtain master lists of tape recorder purchasers from producers and then dun the owners on an annual basis.

It was GEMA's idea that the tape recorder manufacturers would keep a list of all domestic purchasers of tape recorders, through instructions to distributors and retailers. These lists would be turned over to GEMA.

Now GEMA has the apparent authority to demand the royalty payment, but it has still no practical way of enforcing the decision. Trade sources say it would be "patently absurd" for GEMA to establish a sleuthing arm dedicated to ferreting out and dunning tape recorder owners.

Trade sources estimate it would cost GEMA more money than would be derived in collections to compile meaningful lists of all the estimated 1,200,000 recorder owners (Dr. Schulze says this estimate includes dictation machines).

Thus, the West Berlin court's decision has presented GEMA with an elusive victory. Trade sources say the copyright organization now has the choice of (1) continuing its legal fight against Grundig and other manufacturers to compel the keeping of purchaser lists, these lists to be supplied to GEMA; or (2) ignoring the purchaser as an individual and focusing entirely on manufacturers.

Prior to the Berlin court's ruling, Dr. Schulze indicated in his statement to BMW that GEMA had decided on the latter course.

GEMA proposed, Dr. Schulze explained, to levy a fixed royalty fee against each tape recorder sold, this fee to be included in the price to be paid by the

## LEGIT REVIEW

### 'Kwamina' Slightly Out of Balance

As a vehicle for the musical theater, "Kwamina," which opened at the 54th Street Theater September 23, is less than adequate. The show suffers badly from a lack of balance. Some of the music by Richard Adler has lilt and life, the dance and musical staging by Agnes de Mille is almost always engaging and exciting, the settings by Will Steven Armstrong dazzle the eye with their mood, brightness and invention; but all the aforementioned go for nothing because Robert Alan Arthur's book founders in a sea of message.

In essence, the play is about the emergence of a new nation, an African nation, which has lived under British rule, and which finds a multiplication of problems in its birth as an independent State. It is a play of conflict; a musical, in fact, of too many conflicts. Interwoven into the action are the conflicts between black and white, Colonial Britain, and her subjects, tradition and progress, superstition and enlightenment, not to mention problems between boys and girls. The sheer weight of all these conflicts plus some embarrassing torpid dialog blunts what should have been an energetic and vital production.

All the action in "Kwamina" takes place in West Africa, a land moving from darkness and Colonialism to freedom. Kwamina, played by Terry Carter, returns to his native village with a degree in medicine in hand and some very democratic Western ideas in his head. He is the chief's son to his own people, and a professional man to the white settlers; a female physician Eve, played by Sally Ann Howes, and the British Mandate Blair, played by Norman Barrs. Miss Howes readily accepts the young Negro doctor, but Barrs immediately gets into a battle with him about the proper place of the blacks in regard to exits and entrances.

What follows is a compounding of conflicts with the young English bred doctor running afoul of his own people's traditions in the person of the voodoo man Obetsebi, brilliantly and believably played by Brock Peters (the only really believable part in the entire book), his own father, when he refuses to marry a village girl to whom he became betrothed in childhood, and society in general when he and Miss Howes realize they are in love.

The culmination of all this, of course, comes when the chief dies and Kwamina becomes leader of the village. His betrothed is killed along with her lover in a wild but brilliant Halloween scene. The final episode is filled with songs and spirits of hope, but for the audience there is little more than hope—there is little that is believable.

The music, like the dance and staging, carries the show through an elongated first act. (There are two acts: the first running an overlong one hour and 40 minutes, and the second runs half that.) The brightest numbers are the leading "Cocoa Bean Song," a wild dance and sing rendition of "Welcome Home," and a third in which the children of the cast steal the show, "The Sun Is Beginning to Crow." Miss Howes tour de force, "You're As English As," has strong dramatic impact and humor, but, somehow, the listener has difficulty as he does in other numbers by Miss Howes, in getting Liza Doolittle out of his ears. The accent is so perfectly similar.

The players can hardly be blamed for the stiff and cumbersome dialog they are asked to recite throughout "Kwamina," for they are only speaking lines that are lacking in naturalness and flow. This, coupled with the burdensome conflicts of plot, makes "Kwamina" a show out of balance which carries its head above water through the long first act on the buoyancy of staging, choreography and music, but which suffers a quick drowning in the rapid climax of the implausible second act.

Jack Maher.

## Singles Get N.Y.C. Boro Action; Crystals on Phillie Break Out

NEW YORK—One new record broke loose on the New York dealer scene last week. Disk featured the Crystals, a rock and roll group, on the Phillie label (a brand new one) with a tune called "There's No Other (Like My Baby)." The record, a Billboard Music Week Spotlight, in the October 30 issue, was getting good to excellent sales reaction in Manhattan, Brooklyn and Queens.

Among other fairly new records getting good action in New York are Linda Scott's record of "I Don't Know Why" on Canadian-American; Bobby Rydell's "I Want to Thank You" and "Door to Paradise" on Cameo and the Magnificent Four's rendering of "The

"Are" on Whale. A num-

were anxiously

James Ray's

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business was still holding up. A spokesman for Tri-Boro Records in Queens stated that the large stores selling single records at discount were grabbing off a lot of the singles trade. "I don't blame the kids for buying cheaper," he stated, "but it's pretty tough to compete."

### County Breaks

Breaking records in the New York area appears to have become a regional task right within the city. A record shop in Harlem for instance, will have a record that is selling mighty well, and getting no action downtown at all. Another store in Brooklyn, for example, will have a smash seller with a local group in the neighborhood, and yet the record will have a tough time getting off the ground in Queens or the Bronx. And oftentimes the label is unable to get the record moving in more than one section of the city even over a long period of time. It illustrates the difficulty of breaking a record across the country when it is hard to get a record started throughout the city.

## Short Disk Stocks Hurt Detroit Outlets; Doe, James, Sims Strong

DETROIT — New records get a week to get records into the store—in this case they come from a shipping point in the East, rather than from a local distributor.

a week to get records into the store—in this case they come from a shipping point in the East, rather than from a local distributor.

# Tokens, Barbara George Hot in Balt. & Washington

WASHINGTON — Two breakthrough singles interested the Baltimore-Washington area dealers last week: "I Know" by Barbara George on AFO, was No. 1 in the Capital, and "The Tokens Sleeps Tonight" by the Tokens on AFA, sold well in Baltimore. In Washington, last week, other chart climbers getting sales "A Certain Girl," by Ernie Maresca on Mint; "Greetings," by the Madladers on Miracle; "Every-Gotta Pay Some Dues," by the Madladers on Tamla; "Gypsy in the Rain," by the Impressions on Mercury; "Your Ma Said You Cried in Your Sleep Last Night," by Kenny Rogers on Musicor, and "Three Steps to the Altar" by Shep and the Sheps on Hull.

Following a large spurt was "Moon River" by Mancini on RCA. Mancini's "Breakfast at Tiffany's" was outstripping everything else in newer album sales.

### More Hot Ones

Other newer singles coming up "Walk on By," by Leroy Van Dyke on Mercury; "The Way I Feel About the Way You Are" by Jackie Wilson on Brunswick; "Young Boy Blues," by E. King on Atco. Gene Vincent's "Town Without Pity" on Musicor made sales the first-run showing of the week, which included a performance by Gene. Hapner and the nearby dealers, the dealer ran out of disks and had to rush out to buy more to get the autograph.

The dealer reported good action on Zentner's "Up a Lazy River" on Liberty, and on "Little Man," by Annie Francis on MGM. "Let There Be Drums," by Sandy Nelson on Imperial was beginning to do even better in Baltimore and Bobby Rydell's "Door to Paradise" on Cameo was coming out of a slow start to make sales.

### Loss of Thousands

Distribution was blamed anew for sales "that would total in the thousands, if they were all up," said Milton Swiller, who does a brisk business in Rectory, one of several stores massed by this dealer. However, he thinks too much blame is being hitting the distributor, it's the manufacturers who are failing to get the records out on the road.

Some of the hard-core, hip recorders who patronize Record come in with BMW under their arm. "They scare us by asking numbers they've seen advertised by the manufacturer, and we haven't even had time to get it yet." These knowing customers will keep after what they want—but the average teen-ager in to buy a record, unable to get it, will "take his dollar to the movie or a bowling alley, that dollar is lost to record sales."

Milton Swiller is frankly a disbeliever in the record line. "To do this business, you have to have a fight," he believes. Few can argue.

In contrast to this heavily populated location in the heart of downtown Washington, a neighborhood store uptown, the Audrey Fichter, is pruning its pop singles "down to the top 50, or perhaps the top 25," says salesman Willard Chastain. "With today's troubles in getting the 45's, this is about the only answer for a neighborhood dealer who sells only records."

Other area dealers dropping full lines of 45's are in agreement with Chastain that the "fast buck, quick turnover" of today's music business has made it susceptible to bootlegging and racketeering.

"One rack jobber in this area even tried to browbeat us into setting up one of his racks in the store," said one dealer.

# Ladies' Day on BMW Hot Album Chart Shows Strong Distaff Side Sales Bid

NEW YORK — Female singers are breaking through strongly in the album market. Although Judy Garland is the only femme in the top 20 of BMW's best selling monaural chart this week, albums by six other thrushes are on the verge of moving on to the LP chart. There are eight canaries in the lower 50.

Just off the chart this week are "Kisses Sweeter Than Wine," Anita Bryant's first Columbia package; "I Feel So Spanish" by Eydie Gorme on United Artists; Ella Fitzgerald's "Ella in Hollywood" on Verve; "Roaring Twenties, Vol. II," by Dorothy Provine on Warner Bros.; Dinah Washington's "September in the Rain," Mercury, and Julie London's "Whatever Julie Wants" on Liberty.

Also "bubbling" just off the monaural chart this week are Roy Hamilton's "Only You," Epic; Sam Cooke's "My Kind of Blues," and "You're My Kind of Girl" by the Norman Luboff Choir, RCA Victor.

Still on the verge of making the monaural chart (as reported in BMW last week) are Bobby Lewis' "Tossin' and Turnin'" on Beltone; David Carroll's "Mexico and 11 Other Great Hits" on Mercury; Billy Vaughn's "Berlin Melody," Dot; Bob Moore's "Mexico," Monument; Ray Charles' "The Genius

Sings the Blues," Atlantic, and "Drumsville," by Earl Palmer on Liberty.

### Mitch Christmas Score

Mitch Miller's phenomenal, long-time success with his "Sing Along" albums was pointed up this week, when his latest album, "Holiday Sing Along With Mitch" moved onto BMW's best selling monaural chart in the No. 135 slot. It is particularly unusual for a Christmas album to make the chart the first week of November.

Miller, whose NBC-TV show gives his "Sing Along" packages unprecedented exposure, currently has 11 "Sing Along" albums on the monaural chart—three of them in the top 20. His original "Sing Along With Mitch" LP (No. 13 this week) has been on the chart for 175 weeks.

The durability of another long-time best selling artist—Frank Sinatra—is also highlighted on this week's monaural chart. Sinatra's latest Reprise album, "I Remember Tommy" moved on the chart this week as No. 147. Sinatra now has six albums on the monaural chart including both the star's previous two LP's for his own label, Reprise.

E. J. Korvette's helped spark sales for Sinatra's "I Remember Tommy" in the October 22 Sunday edition of The New York Times.

(Continued on page 22)

# Twin Cities Becomes Powerful Breakout Center for Hot Midwest Single Disks

## Nelson, Dino Make Strong Bid in Chi

CHICAGO—A pair of Minneapolis hits are starting to break strong in the Windy City and Milwaukee, following what appears to be a break-out pattern for hot new material in the Midwest.

"Let There Be Drums" by Sandy Nelson (hitting BMW's chart for the first time last week) and "You're Ma Said You Cried in Your Sleep Last Night" by Kenny Dino (BMW's "Bubbling Under" last week) are the tunes and both are getting excellent first reactions from retail outlets, one-stops and radio stations.

For the past month or so, Chicago has trailed its Twin Cities market to the north by at least a couple of weeks. On numerous occasions hits have broken in the iron-ore belt, have drifted down to the Twin Cities, cut across to Milwaukee and ended up in Chicago. This week's two tunes by Nelson and Dino are following the pattern.

### Milwaukee

Two other tunes are starting to break the Milwaukee hit barrier: "Turn Around, Look At Me" with Glen Campbell (on BMW's chart for the first time last week) and "Losing Your Love" by Jim Reeves (not yet on the charts).

The new Mercury release, "Walk On By" with Le Roy Van Dyke, is getting considerable airplay in Chicago and could show up soon in store sales. The tune is just starting to break out in the Minneapolis-St. Paul area, and is an excellent example of a big country tune going pop.

An interesting duel might be in the making over a ditty called "Peppermint Twist." A version by Danny Peppermint came out about a week or so ago and is being picked up by Ron Clark of KXGO, Fargo, N. D. (one of the big hit-breaking outlets up there), and Morrie Streitmatter, WIND, Chicago, one of the top rock and roll stations here.

### Covered

This week, a version by Dee Dee, who has the best Peppermint Louie and the Dees, Jim Lor, big hit...

Another big deejay picked "Little Altar Boy," a new disk by Vic Danna, a semi-religious type tune that he felt should do very well this time of the year.

### WIND

At WIND, Morrie Streitmatter had several tunes that he felt had possibilities: Gene Campbell's "Turn Around, Look At Me" (breaking in Milwaukee but still not a factor in Chicago sales) was the hottest. Others: "I Don't Know Why" with Linda Scott (hit BMW's chart last week); "Miracle of St. Marie" with Four Coins (no chart action); "It Do Me So Good" with Ann-Margret and "Johnny Will" with Pat Boone (both without any chart action).

## Parents Rap Cooke Single

BALTIMORE — In Baltimore last week, Sam Cooke's "Feel It" was rapped by one dealer for its suggestive title and words. A dealer who has to make the scene with upward of 30 teen-group dances fostered by churches and schools and apartment-house groups say that the same good rock tune by any other name would have done a lot better in that area than "Feel It."

"The teeners like the rhythm and the beat, but the parents listen to the words, and they won't have the record in the house."

This point was made by Mrs. Roberson in the Music Mart. By way of contrast, she pointed out that "Big Bad John," still selling strong, "had something for everybody—even the parents liked it." And similarly, there is Mancini's "Moon River." Teeners who couldn't get the single, shelled out for the Mancini album last week—"making a nice bit of music on the cash register."

### Radio Play Hit

Music Mart is disillusioned with heavy radio play of pop singles as an aid to sales. The dealer says that...

## Healthy Economy Ups Minn. Sales

MINNEAPOLIS — This Twin Cities iron ore region appears to be emerging as the hit-making barometer for the Middle West. Dealers have consistently reported several breaking tunes, while other Midwestern dealers have had a comparatively slower singles sales situation. Only answer to date is a generally healthy economic picture in the area.

Iron ore strikes of several months back are over and workers are back on their jobs. Unemployment appears to be down. The buying mood has in general picked up, and the record business has gone with the tide.

### Distrib

Distributors generally appear to be optimistic. They report their accounts receivable high, but this is natural for this time of the year because of the fall and Christmas programs involving delayed billing.

The big thing, said one distributor, "we're moving merchandise. Most of the bigger distributors are set up to handle the delayed billing, and many of the bigger manufacturers help out as well. We don't start worrying about bills until January—then if they (the dealers) don't pay, we start running into trouble."

Break-out tunes in the Twin Cities area — according to dealers and one-stops—are "Run to Him" by Bobby Vee, "The Lion Sleeps at Night," with the Tokens, and "Little Altar Boy," by Vic Danna.

The big seller up here is still Henry Mancini's "Moon River," but this has long been on the national charts and appears to be still climbing. Other chart tunes showing strong Minneapolis-St. Paul sales are "Blue Moon" by the Ventures, and "Walk On By" with Leroy Van Dyke.

Up in Fargo, N. D., Ron Clark at Station KXGO (one of the area's big break-out spots) is...

## UA Ties Original Cast Package of 'A Family Affair'

NEW YORK — United Artists Records has landed the original-cast album rights to the forthcoming Shelley Berman musical, "A Family Affair," and its parent movie firm, United Artists, is picking up a sizable amount of the show's \$350,000 backing.

UA's move into the Broadway show scene marks the first entry by a smaller label into the original-cast market, since Kapp lost more than \$70,000 on "Donnybrook" and ABC-Paramount dropped \$25,000 when "13 Daughters" folded after its Broadway opening.

Although Berman is under contract to Verve, the label only has him pacted for comedy performances and "solo songs." "A Family Affair" opens on Broadway February 3, with score (published by Tommy Valando's Sunbeam Music) by John Kadner and William Goldman. UA reportedly has also lined up movie rights to the show, thereby giving UA Records the sound-track package as well.

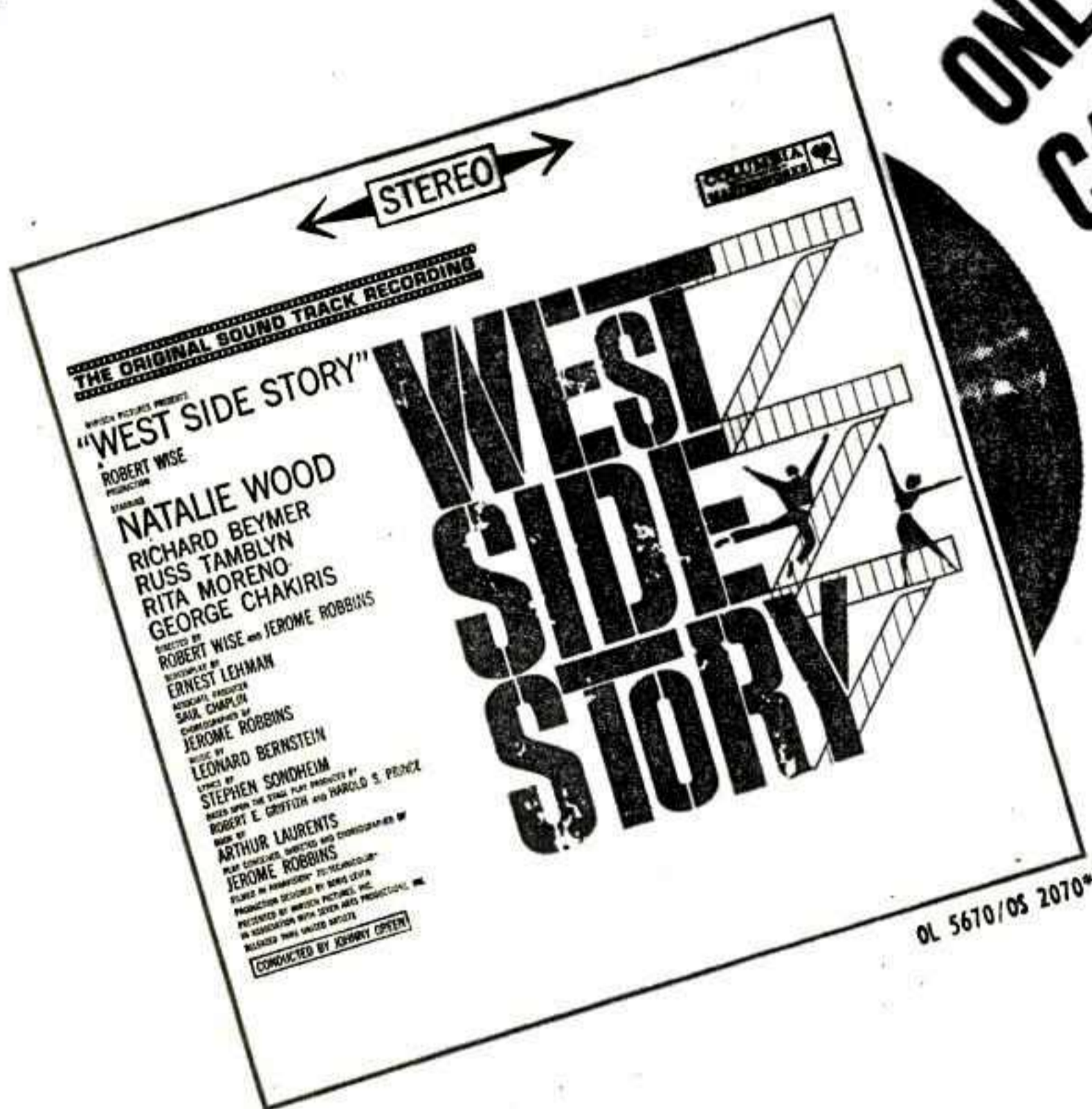
## BMW NOTES ARTISTS' TIES

NEW YORK — In last week's Country and Western Special in Billboard Music...

### Vis Tour Columbia Plant

NEW YORK — Columbia Records had a full tour of its new N. J., plant last week. Campana, manager of art departments and promotions for the label, took a group of radio executives to the plant, showing off its pressing machinery, with manager Joe Massimino acting as guide. Among the guests were Lonny Starr and Stu Walker of WNSD; Ruth Meyers, Joe B. O'Brien and Frank Cosentino of WCA, and Joe Marino...

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FIRST IN THE FOREGROUND OF SOUND



# FOLK TALENT & TUNES

By BILL SACHS

Disk spinner Lawton Williams, who also heads up the program department of KCUL, Dallas-Fort Worth, reports that the station is enjoying the highest rating in its history. The 50,000-watt, all-country and western outlet features top-rated country deejays with local news and weather seven days a week. A thorough sprinkling of sports is thrown in to keep up with the trend of the sports-minded listeners served by KCUL, Williams says. He has been making personals in the Dallas-Fort Worth area in recent weeks to plug his new Mercury platter, "Anywhere There's People." . . . R.E.F. Recording Company, P. O. Box 448, Indiana, Pa., has three new releases in "Francine," by Bob Scott; "Thunder, Lightnin'," by Steve Shuma, and "Just One Step Too Many" b.w. "I Won't Believe My Eyes," by Ron Castle, a newcomer to country music. A request on your station letterhead will fetch you sample copies.

Tom Reeder has returned to WARI Radio, Abbeville, Ala., as deejay and general manager, after spending two weeks in Richmond, Va., winding up last-minute preparations on WDYL Radio, which hit the airwaves last weekend, with Bob Cobbins as general manager. In addition to his managerial duties at WARI, Reeder is programming eight hours of country music, six days a week. His most requested tunes at the moment, he reports, are Hank Locklin's "Happy Birthday to Me," Jimmy Dean's "Big, Bad John," Bill Phillips' "The Outsider," Bill Anderson's "Po' Folks" and Clyde Beaver's "Ain't Gonna Drink No

More." . . . If you've been missed in the mailing of Jimmy Simpson's new Nashville release, "Life Goes On (I wonder Why)," shoot an airmail request to Jimmy at Radio Alaska, Box 1960, Anchorage, Alaska, where he spins the c.&w. melodies.

Copies of the new Columbia release, "Diesel Train" b.w. "Beautiful Moon of Kentucky," by Jim and Jesse, may be obtained by writing to the lads, on your station letterhead, at P. O. Box 801, Lynn Haven, Fla. . . . WCNG, Cannonsburg, Pa., has changed its call letters to WARO. Artists, distributors, publishing firms and diskeries are asked to change their lists accordingly. . . . Requests for record service on c.&w. and gospel disks have been received from Joe Ray, WWYN, Erie, Pa.; Harold Showman, WVSC, Somerset, Pa.; Jerry Woodring, WTRN, Tyrone, Pa.; Gilbert Carney, WPME, Punxsutawney, Pa.; Dean Sharpless, WPHB, Sandy Ridge, Pa.; Howard Vokes, WAVL, Apollo, Pa.; Tom Conners, WCPA, Clearfield, Pa., and Virge Brown, WGRP, Greenville, Pa.

Little Joe Penny, for the past year with WNNT, Warsaw, Va., has joined WYAL, Scotland Neck, N. C., to fill the spot recently vacated by Tom Reeder. Little Joe is pushing six hours of country wax daily. He says he is working toward building a better c.&w. library for the new 5,000-watter and will try anything that has grooves. . . . Lynn Stanton, who has her own "Lynn Stanton Show" daily over WREM, Remsen-Utica, N. Y., appeared re-

cently with Johnny Cash on WREM's "Radio Jamboree" at Utica Civic Auditorium. Lynn is a former nitery thrush. . . . Slat's Jackson, c.&w. deejay at Station WMVG, Mill-edgeville, Ga., says he'd love hearing from all c.&w. artists who have records they'd like played.

Charlie Grant has recently shifted from Woodward, Okla., to Station WLIL, Lenoir City, Tenn., where he airs the country melodies six days a week. He invites c.&w. acts working the area to drop in for a visit. WLIL covers all of East Tennessee and reaches well into surrounding States, Charlie claims. . . . Lee Moore, the old Coffee-Drinkin' Night Hawk, as he has billed himself in the past, has joined WSIG Radio, Mount Jackson, Va., to do a daily platter program of country and gospel music. Moore was formerly for 12 years on WWVA, Wheeling, W. Va. . . . Deejay copies are available on Raven Records' new release, "That's a Joke, Son" b.w. "I Should Know Better," by Jerry Venable. Address your request to M. M. Henderson, Raven Records, 15 1/2 South Walker, Oklahoma City.

George (Pop) Popkins, who left the business two years ago to engage in commercial lines, is back in the business as production manager, program director and c.&w. deejay at Station WXGI, Richmond, Va. Zag Pennell recently left the station. . . . Don L. Smith, program director at Station WEYE Radio, Sanford, N. C., typewrites, to wit: "It is depressing to check the country charts each week in Billboard Music week—we use nothing else—and find that we have maybe 10 out of the Top 50. The Big Eye is programming about 20 hours a week of country music. The top artists are the ones neglecting to send their records. I've written their

# BATTLE OF SOUND LINES GROWS MORE INTENSE

NEW YORK—The competition for the consumer's ear in the sound field is growing more intense. Command Records, which at one time had the field almost entirely to itself, is now being given a nudge by other sound labels, especially by London's new Phase Four stereo line. At the same time Command itself is moving into other fields, such as classical, and is recording on 35-mm. film tape to stay ahead of the field.

London's Phase Four line appears to be one of the hottest of the many new sound lines on the market. Of the first group of Phase Four sets released, just two months ago, three have already jumped on Billboard Music Week's Best Selling Stereo Chart, including "Pass in Review" by the Bob Sharples ork, "Big Band Percussion" by the Ted Heath ork, and "Melody and Percussion for Two Pianos" with Ronnie Aldrich.

### Columbia and Victor

Victor reports that its Stereo Action line is growing in appeal, and Columbia is toying with a sound line of its own via the five special sound albums released a month ago by Jack Pleis, Si Rady, Johnny Williams, Jose Greco, and Andre Kostelanetz. Meanwhile, Capitol will take the wraps off its new sound line come November 15.

The number of labels in the sound disk business has jumped to over a dozen now, including Mercury, MGM, Time, Audio-Fidelity, Riverside, Liberty (Premier), Direction Sound, Continental, Warwick, Decca, Medallion and Columbia, Victor and Command.

Command, in addition to moving into the classical field, has come up with new packaging on its classical line, and art work without dots and dashes. At the same time the firm is making the most of its 35-mm. tape process. Command now has one of the biggest-selling new stereo LP's in the country with its "Stereo-35-mm." album.

managers, promotion men—and even to the artists themselves—but, alas, to no avail. We do not have a budget for buying records. Any artist who sends us records can be assured of spins. Our market is hungry for real down-to-earth country and gospel music."

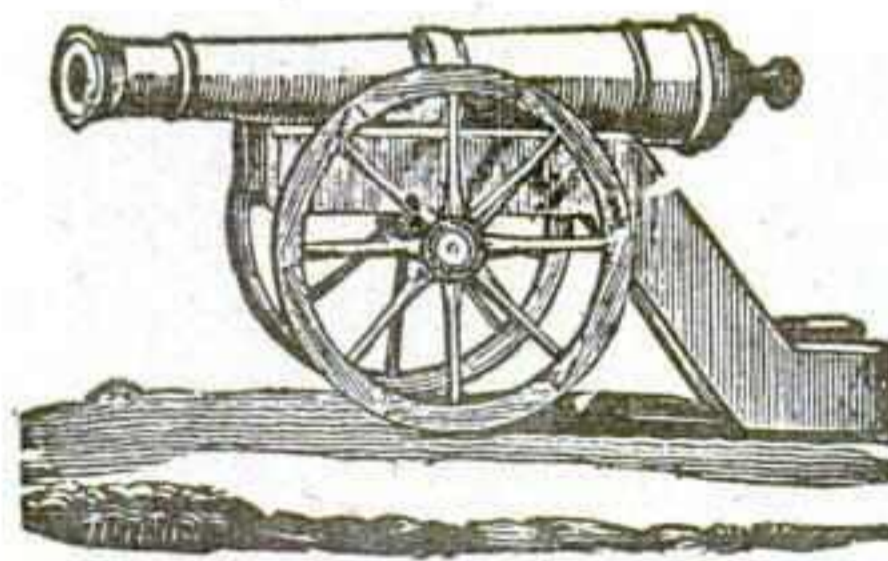
George A. Crumb, president of WCMS Radio, Norfolk, Va., reports that platter spinner Sheriff Bill Davis, long a champion of country music in the Tidewater section of Virginia, returned to WCMS November 1 after several years' absence. Davis introduced

country music to the area in late '40's on WLOW. He later had Tidewater's only TV country music show on the now-defunct WTA-TV. Davis first joined WCMS 1954. . . . Kisky Records' two new releases, "Chapel in the Moonlight" b.w. "Guitar Boogie," by the Fauner Brothers, and "I've Lost You Forever" b.w. "Actions Speak Louder Than Words," by Jack Cartright, may be obtained by writing to the firm's promotion manager, Mabelene Baker, at 523 Bu Street, Vandergrift, Pa. Put your request on your station's letterhead. (Continued on page 5)

Heading for the charts!  
Heading for the charts!  
Heading for the charts!

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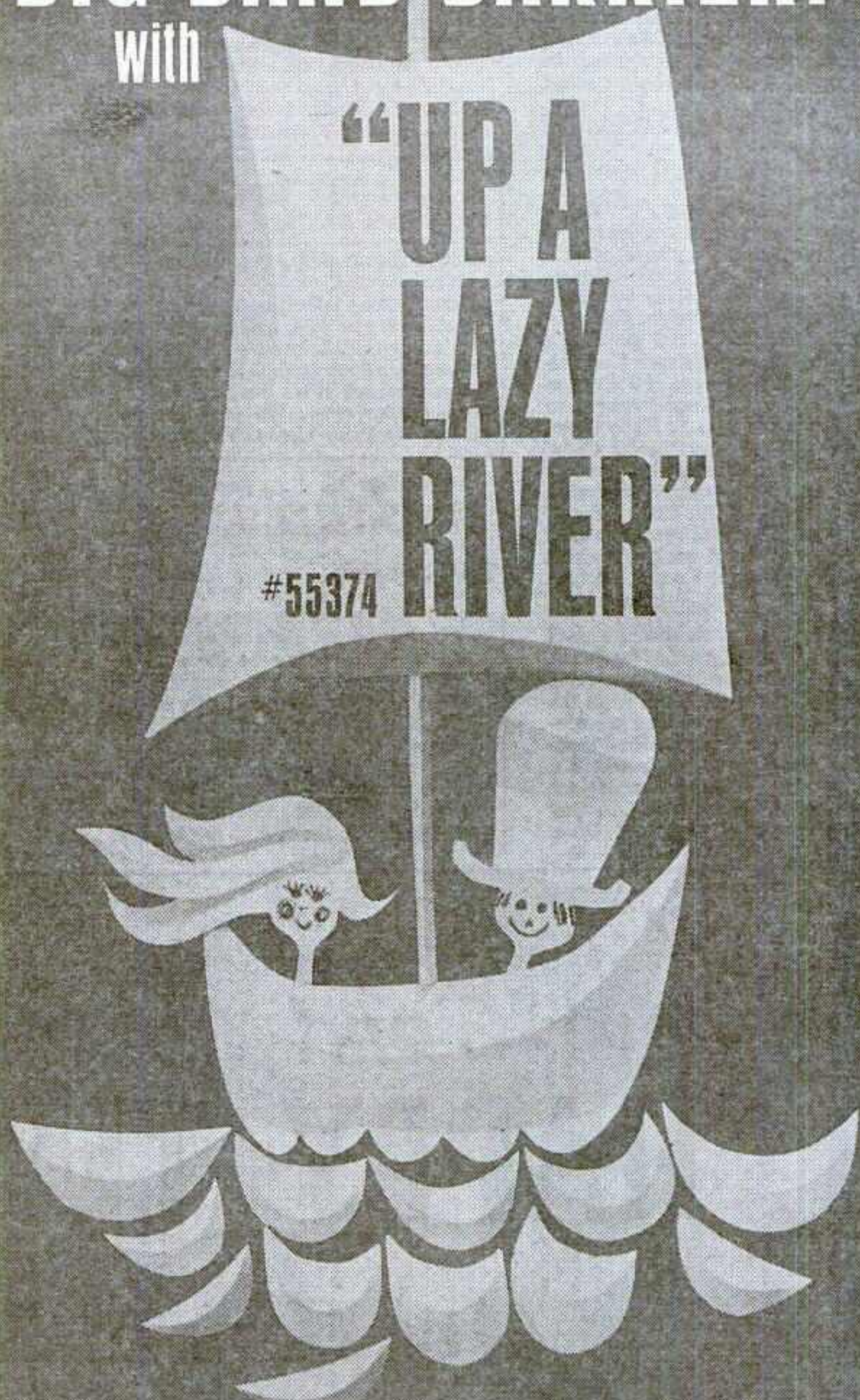
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For Thanksgiving Programs

**LENNON SISTERS**

**"THANK THE LORD FOR THIS THANKSGIVING DAY"**

Dot

Thanks,  
**JIMMY McHUGH**

**MUSIC AS WRITTEN**

• Continued from page 8

Capitol's national sales promotion manager for singles, **Jay Swint**, toured the area with **Mauri Lathowers**, local promo mahoff for the branch. Nick Biro

**Philadelphia**

**Ed Cotlar**, local record exploiter, has been set as Philadelphia area promotion representative for Acuff-Rose and Hickory Records. . . . **Marshall Verbit**, son of **Nelson Verbit**, head of Marnel Record Distributors, and **Lynda Balin** have announced their engagement. . . . **Clarence Fuhrman** has been renamed musical director for the dance and pop concert sessions staged during the summer of 1962 in Ocean City, N. J., at the resort's Municipal Music Pier. . . . **Earl Denny** band back on the stand at Frank Palumbo's for the eighth year.

Maurie H. Orodener.

**Cincinnati**

There was a pilgrimage out of here last week for WSM's Country Music Festival in Nashville, held over the weekend. **Jerry Weiner**, local RCA Victor Records nabob, planed out for the country music capital Wednesday (1). **Ray Scott**, former c.&w. deejay here and now an exec at WNOP, Newport, Ky., accompanied by **Mrs. Scott**, motored to Nashville Thursday (2), along with Ray's songwriting brother, **Walter**, and the latter's wife. Also making the trip Thursday (2) was **Weiner's Gal** Friday, **Julie Godsey**, accompanied by **Emily Asbury**, of Jeffersonville, Ind., former Louisville newspaperwoman now engaged in publicity and promotion work in the latter city. . . . The **Lime-lites** made an appearance on the **Ruth Lyons "50-50 Club"** Thursday noon (2) via WLW-T and the **Crosley Broadcasting** radio-TV network, and in the afternoon did an autograph session at **Shilito's** record department. Friday night (10) finds them at **Music Hall** here for a concert session. They will meet the local deejays and trade press Thursday night at a cocktail session hosted by **Jerry Weiner** and **Julie Godsey** at the **Carousel**, swank suburban spot.

Local band leader **Charlie Kehrer** has just finished a second album for **King Records**, with release set for mid-November. Titled "House Party," the package comprises 28 tunes. King exec **Hal G. Neeley** has plans to take one of the songs from the album, "Hot Lips," a la the late **Henry Busse**, to release as a single. Kehrer used his previous King album as a promotional mailing piece, the gimmick netting him a number of dates within a 300-mile range of Cincy. . . . **Liberace**, on his recent one-nighter at **Music Hall** here, pulled a disappointing \$6,000 gross. . . . **Guy Lombardo** set for a one-nighter at **Memorial Hall**, Dayton, Ohio,

**Rap Cooke Single**

• Continued from page 3

bottom of the charts as well as the top sellers. He said folk music sells well for them, and "Mexico," by **Bob Moore** on **Monument**, is currently selling fine.

**'Turn Around' Hot**

Very strong in Baltimore last week, in addition to the rocketing "Moon River" by **Mancini**, were "Turn Around, Look at Me" by **Glen Campbell** on **Crest**; "Your Ma Said You Cried in Your Sleep Last Night," by **Kenny Dino**, and the new breakout, "The Lion Sleeps Tonight," by the **Tokens** on **RCA**.

Also catching on were "The Roach," by **Gene and Wendell**, **R. S.**, and **Sandy Nelson's** "Let There Be Drums," on **Imperial**.

**Short Disk Stocks**

• Continued from page 4

result of distribution problems, but may be resumed.

"Discounting is hurting bad," an East Side dealer said, and noted—"We are open 12 hours—the discounters are open from 8-12 hours, and we can tell it by the business when they're open. We only get Young" by **Perry Como**. The sta-

November 26. . . . **Barney Rapp's** band resumed its regular Saturday night dance sessions at the **Sheraton-Gibson Hotel's** **Rathskeller** Saturday (4). **Bill Sachs**

**Pittsburgh**

**Pat Boone** has been signed by booker **Joe Hiller** to make his **Pittsburgh** night club debut at **Rose Calderone's** **Twin Coaches** November 24 for nine days. . . . **Neil Sedaka** spent a day here promoting his new **RCA Victor** platter, "Happy Birthday," and **Hugo Winterhalter** also arrived to plug his waxing of "I Believe in You." . . . The **Jive Five**, whose "Never Never" has taken off fast here, will be among the record names to appear at a **Syria Mosque** concert November 22 under auspices of **Porky Chedwick**, the **WAMO** deejay. Others signed include **Shep** and the **Lime-lites**, the **Five Satins**, the **Spinners**, **Little Caesar** and the **Romans**, the **Shells**, the **Skyliners** and **Jerry Butler**.



is on the move . . . and

"HAPPY TIMES

(Are Here to Stay)

D.J.'s all over the country have unleashed a smash new single from a smash album

**TONY ORLANDO**

has his **THIRD** straight Epic hit

"HAPPY TIMES (Are Here to Stay)"

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**TONY ORLANDO** / *Bless You*  
AND ELEVEN OTHER GREAT HITS

A NEVINS-KIRSHNER PRODUCTION

# ARGO STOCKING PLAN

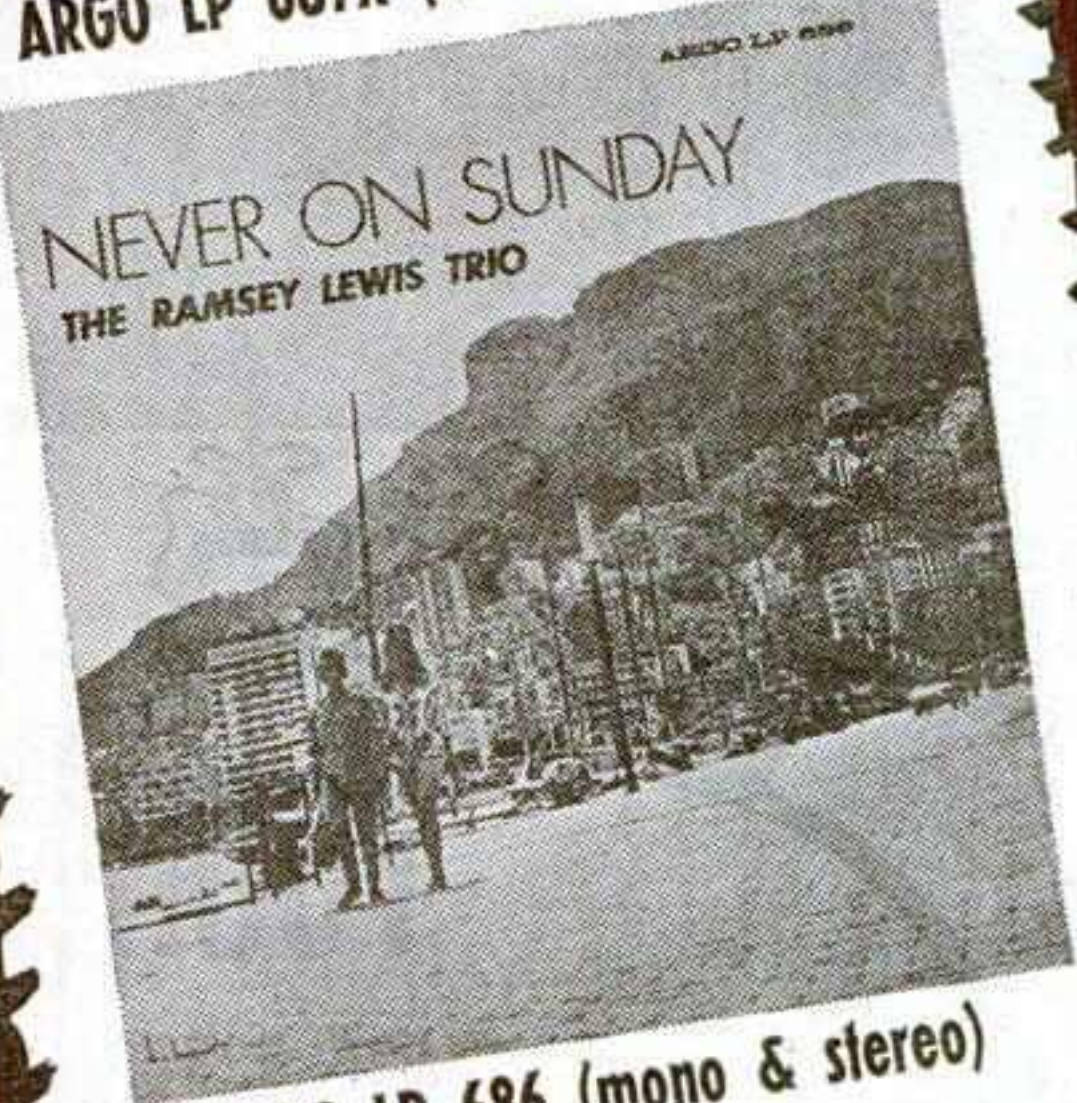
## Pay For Six, Get Seven!



2 Brand-New Albums



ARGO LP 687X (mono & stereo)

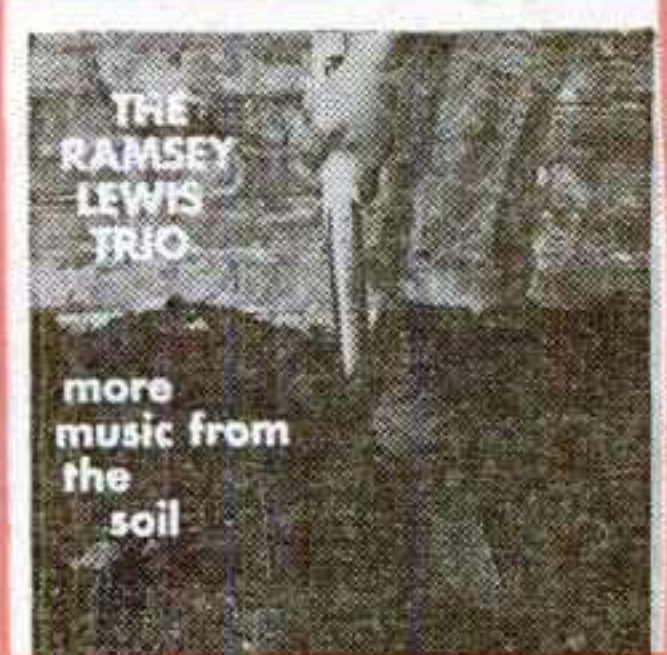


ARGO LP 686 (mono & stereo)

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Until Dec. 15, you get one free with every six purchased on the entire ARGO Long Play Catalog. CONTACT YOUR ARGO DISTRIBUTOR TODAY!

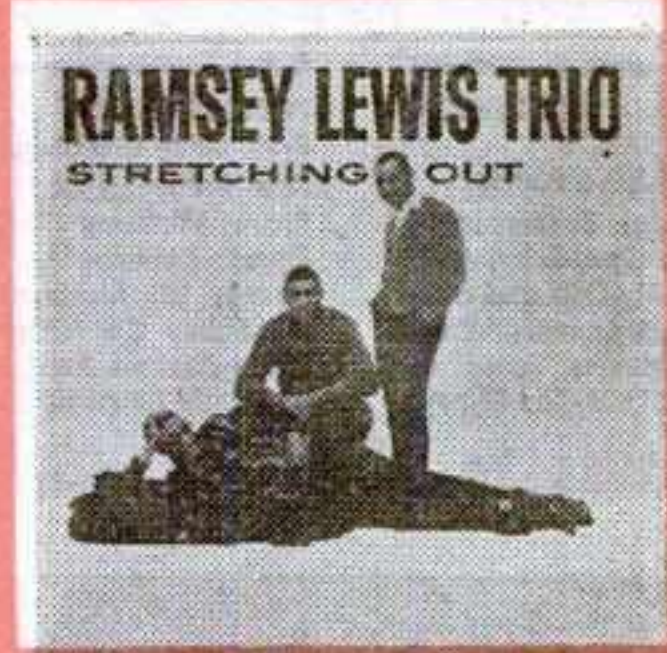
### 7 PROVEN BEST-SELLERS



Argo LP 680 (mono & stereo)



Argo LP 671 (mono & stereo)



Argo LP 665 (mono & stereo)



Argo LP 645 (mono & stereo)



Argo LP 611 (mono only)



Argo LP 642 (mono & stereo)



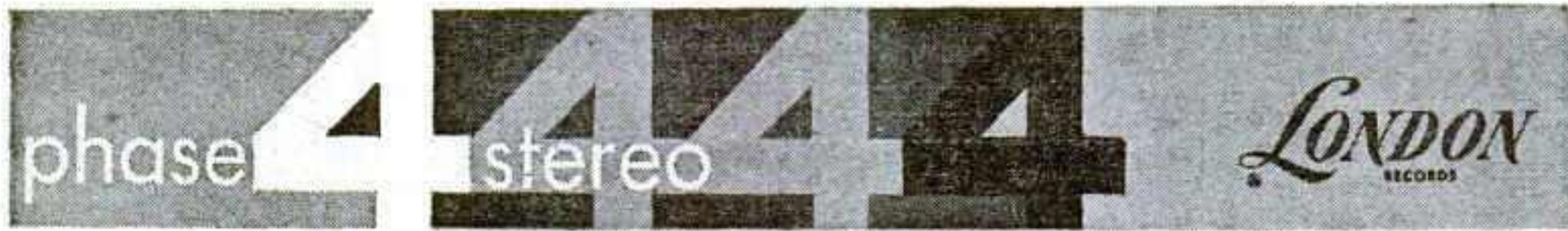
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all other stereo obsolete”*

John David Griffin, New York Mirror



**ALREADY ON THE BEST SELLING CHARTS**



**PERCUSSIVE OOMPAH**  
Rudi Bohn and his Band  
Beer Barrel Polka; Liechtensteiner Polka; Pennsylvania Polka; Too Fat Polka; Good-Bye, Trink, trink, Bruderlein, trink, O du lieber Augustin; The Happy Wanderer; Auf Wiederseh'n, Sweetheart; Mack the Knife; others.



**MELODY AND PERCUSSION FOR TWO PIANOS**  
Ronnie Aldrich & 2 Pianos  
Unforgettable; Secret Love; To Each His Own; Ruby; April in Portugal; My One and Only Love; Autumn Leaves; Misty; Golden Earrings; Young at Heart; April Love; The Gypsy. others.



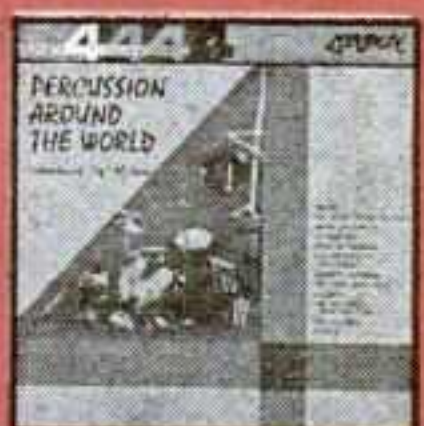
**PASS IN REVIEW**  
Prod. dir by Bob Sharples  
Rule Britannia; Scotland the Brave; Waltzing Matilda; La Ritirata Italiano; Mexican Hat Dance; Lili Marlene; When the Saints Go Marching In; Dixie; Anchors Aweigh; Meadowland; Stars and Stripes; others.



**BIG BAND PERCUSSION**  
Ted Heath and his Music  
Johnny One Note; Blues in the Night; Peanut Vendor; More Than You Know; Polka; Drum Crazy; Taking a Chance on Love; It Ain't Necessarily So; Daddy; Mood Indigo; Thou Swell; But Not For Me.



**EXOTIC PERCUSSION**  
Stanley Black and Orch.  
Temptation; By the Waters of Minnetonka; Adieu Tristesse; Jungle Drums; Hymn to the Sun; Babalu; Old Devil Moon; Bala; Moon of Manakora; Misirlou; Flamingo; Caravan.



**PERCUSSION AROUND THE WORLD**-Int'l "Pop" All Stars  
Volare; Poor People of Paris; Never On Sunday; La Mantona; April in Portugal; Auf Wiederseh'n, Sweetheart; Japanese Sandman; Third Man Theme; Calcutta; Children's Marching Song; Cielito Linda; Frenesi.

**AND THESE ARE BUBBLING UNDER**



**BONGOS FROM THE SOUTH**  
Edmundo Ros and Orch.  
Lisbon Antigua; Deep in the Heart of Texas; In a Little Spanish Town; Roses From the South; Taboo; La Comparsa; Moon Over Miami; Lady of Spain; El Cumbanchero; When the Saints Go Marching In; Brazil; others.



**PERCUSSION IN THE SKY**  
Werner Müller and Orch.  
You Are My Lucky Star; The High and the Mighty; Don't Let the Stars Get In Your Eyes; I've Got the Sun in the Morning; Blue Moon; Look for a Star; Moonlight Becomes You; Over the Rainbow; I'm Sitting on Top of the World; others.



**PERCUSSIVE MOODS**  
Johnny Keating's Kombo  
Colonel Bogey; In the Still of the Night; Mountain Greenery; Do Nothin' Till You Hear From Me; Headin' North; The Donkey Serenade; The Trolley Song; Dallah; Ball Ho'ly; Don't Get Around Much Anymore; others.



**TWELVE STAR PERCUSSION**  
Int'l "Pop" All Stars  
La Mer; Why Don't You Do Right; Three Blind Mice; Green Eyes; Lover; I Got Rhythm; Button Up Your Overcoat; Just A Gigolo; We'll Be Together Again; Pennies From Heaven; Nice Work If You Can Get It; Adios Muchachos.



**PERCUSSIVE LATIN TRIO**  
Los Machucambos  
La Cucaracha; Parfidia; La Bamba; Pepito; Adios; La Palomita; Amor Amor; Fajaro Compa; Otorino Laringala; Granada; Cascada; Subo Subo.



**THE PERCUSSIVE 20's**  
Eric Rogers and his Orch.  
Tiger Rag; Whispering; Black Bottom; Tea for Two; Ain't She Sweet; Fascinating Rhythm; Chicago; Me and My Shadow; Who?; The Birth of the Blues; Charleston; She's Funny That Way.

**Attention Radio Stations:**

You may purchase one complete set of 12 (mono or stereo) for \$12 (postage prepaid)

Please submit station check made out to London Records, Inc.

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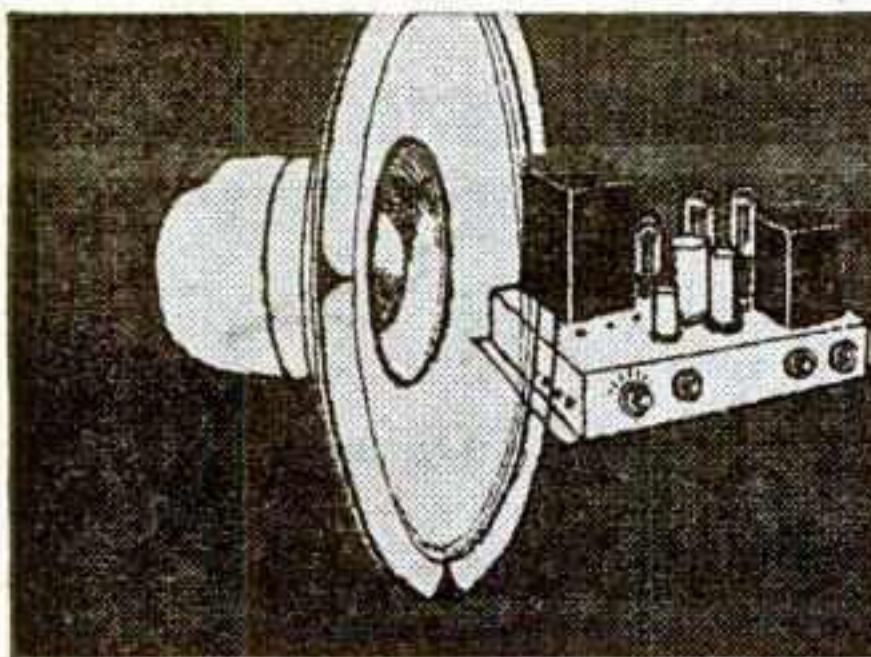


**YOUR  
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FOR CHRISTMAS**

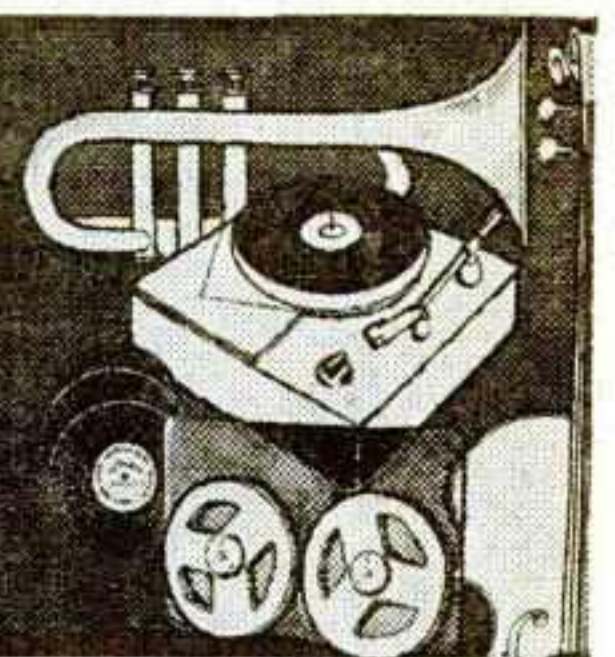
...and for the big January sales to "new set" owners

**LONDON**  
RECORDS

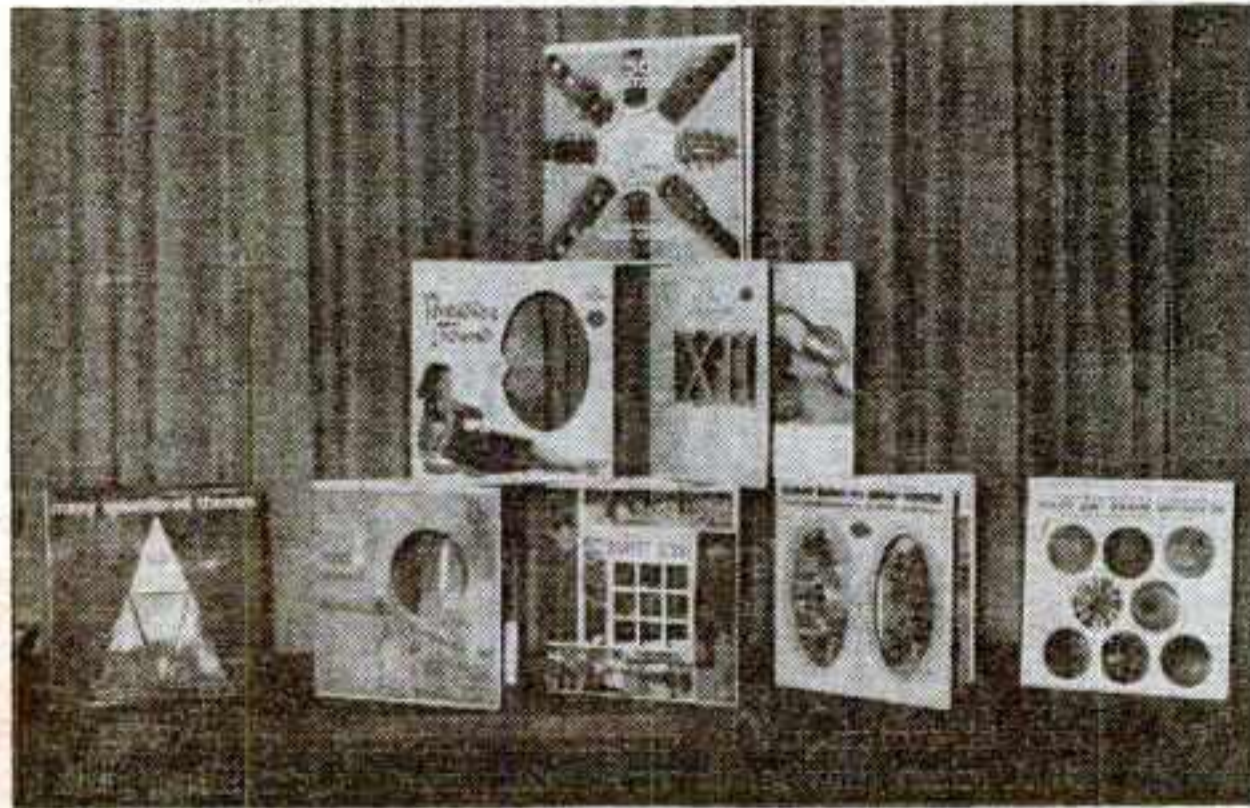
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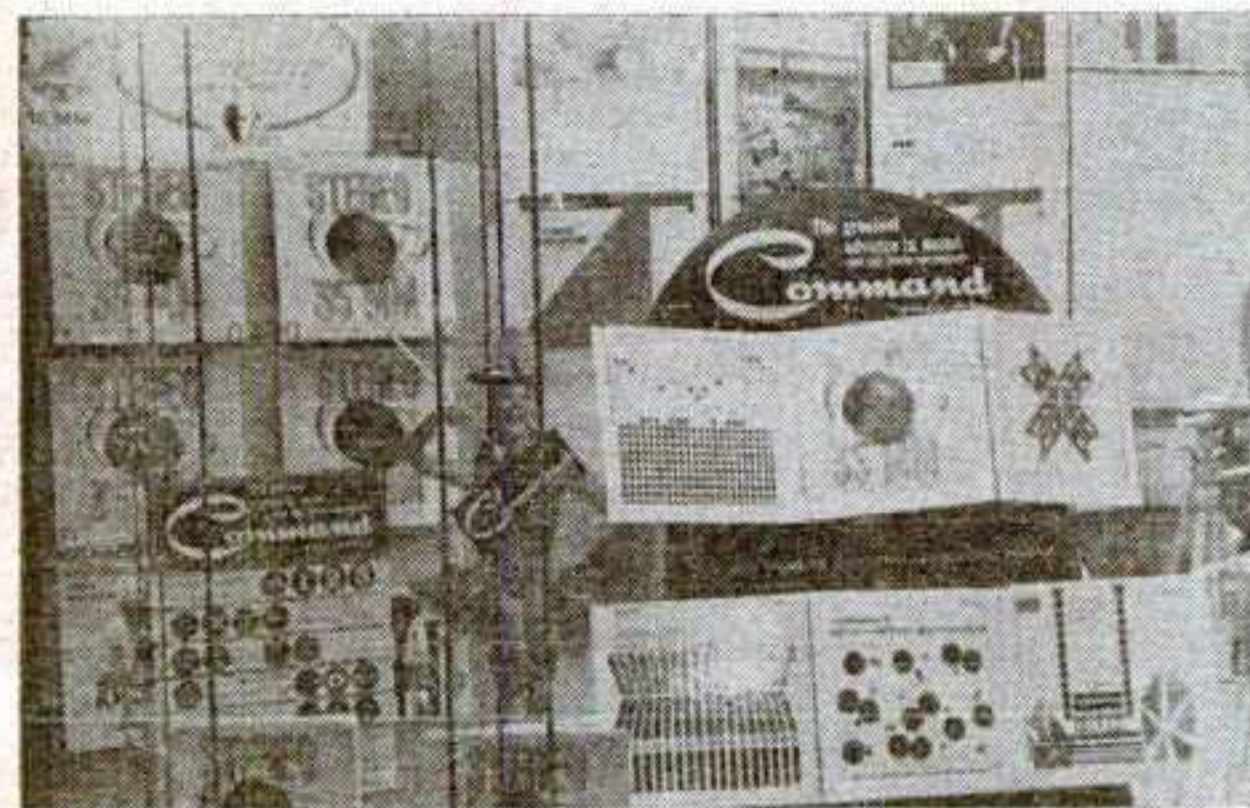
# BILLBOARD MUSIC WEEK SPOTLIGHT ON SOUND



## EYE-CATCHING SOUND WINDOW DISPLAYS



Liberty



Command



Mercury

## Sound Record Sales Boom After 3 Years of Stereo

### Command Records Sparked Percussive Trend, Everyone in It Now; Future Looks Bright

By BOB ROLONTZ

NEW YORK—A whole new world of recorded sound was opened up when the stereo record became a practicality in the summer of 1958. Up to that time many manufacturers had been placing their stereo hopes on tape, but when Audio-Fidelity rushed the first stereo record to market in the spring of that year, other manufacturers quickly followed.

There were many hurdles to overcome in getting the public to accept and to enthusiastically welcome stereo disks. First of all, the early stereo records were not all they could be. It took the a.&r. men, the musicians, the arrangers, the engineers and the pressing plants many months before they mastered stereo recording and pressing techniques. In addition there were few phonographs available to play stereo records on, and sales lagged until manufacturers rushed stereo players to market. By the beginning of 1959 there were enough stereo phonos in dealer's hands to enable them to try to sell stereo phonos and records to the adventurous consumer.

Then came the arduous process of converting the hi-fidelity bug, the average LP buyer, the classical fan and the pop, folk, and off-beat buff, to stereo. Stereo displays in dealer's stores, advertisements in magazines and newspapers, home demonstrations, and many other techniques and methods gradually made their dent, and by late 1959 and early 1960, a large number of record buyers were aware of stereo and knew how it worked.

There was still a big dispute within the trade as to how stereo records should be recorded—a dispute that still goes on today. Some companies advocated the ping-pong effect, others felt that the two bands should not be widely separated, and certainly not separated in any such way as to distort the music. It was the classical buyer who appeared to want stereo more than the pop buyer at that time,

with a larger percentage of classical fans buying stereo versions of the classics than pop fans did of pop stereo albums.

It was just about this time that Enoch Light introduced his Command label. The Command records were available both in stereo and monaural. They were a step ahead of most other recordings in the field at the time. They concentrated on sound, on giving the listener as close an approximation to a live sound as possible, which meant not rolling off the top, and considerable inspection and care in the transference from tape to disk. In a sense the Command line was hand-crafted. The records were not only superior in mono to other records from a sound standpoint, but in stereo they were far ahead of the pack. The arrangements on the Command disks were written to utilize the two speakers in a stereo set, and yet the arrangements were handled musically so that they were not merely ping-pong effects. To add icing to the cake, the repertoire was made up of familiar standards, and what is more, they were danceable. Light also came up with an attractive package, loaded with information for the sound fan, and he started a whole new cover trend with dots and dashes.

Light concentrated on selling the Command disks through audio shops as well as regular record dealers, and he made a lot of arrangements with phono manufacturers to use his records to demonstrate their stereo machines. In less than six months Command's "Persuasive Percussion," and "Provocative Percussion" sets broke as LP hits, and they have been selling ever since. What is even more noteworthy, the stereo records sell at a ratio of three to one over the mono Command disks, even though the stereo LP's on the label list for \$5.98.

Light had created a new record category, the sound series. Other manufacturers, seeing Light's success, soon followed with sound

lines of their own. Kapp Records, in the summer of 1960, introduced the Medallion line, featuring brilliant sound and de luxe packaging. Time Records soon came out with a new sound line. Audio-Fidelity, one of the pioneers of sound recordings in the mono hi-fidelity days, came out with its sound line. RCA Victor started the Stereo Action label, and created yet another new de luxe package for it. Liberty Records issued a special sound line under the name Premier, also with special packaging. Decca Records came out with its Brazen Brass series. United Artists initiated its Ultra Audio sound line. Mercury Records brought out an extensive sound line under the name of Perfect Presence Sound. MGM Records issued a flock of records in its Spectacular series for the sound buffs. Warwick began a percussion series. New labels such as Directional Sound and Continental sprang up. And just recently London introduced its Phase 4 stereo line. Capitol is due to introduce its sound line later this month, and Columbia has just released five special sound records.

All of these labels, like the Command line, are issuing mostly pop sound disks, aimed at the large active pop market. They have found that a large percentage of this market is interested in quality recordings, with dazzling sound and smart packaging, even if they have to pay more for them. Now new techniques have been added to sound recordings. Instead of recording on magnetic tape, Command is recording many of its new pop and classical albums on 35 MM film tape, a process originally used by Everest, and has developed it to a point where the label's "Stereo/35MM" has turned into a smash stereo seller. Mercury Records is also using 35 MM film tape for some of its recordings. It all adds up to a bright future for sound buffs and stereo fans, and a strong selling point for dealers who specialize in sound albums.

## N. Y., Chi Stores Push Sound Sets Via Eye and Ear Appeal

### Little Al Nets Extra Sales

By NICK BIRO

CHICAGO—"There's a knack to selling sound albums—we use the same technique on any merchandise that we want to push—it's a little unique from what other stores do, but it works wonders for us. Here's how it goes. . . ."

The man talking is Al Temaner, better known in the trade as Little

(Continued on page 40)



AL (LITTLE AL) TEMANER

### Record Hunter Displays Sell

By REN GREVATT

NEW YORK—The Record Hunter, Fifth Avenue retail disk landmark long known as one of the city's prime classical record outlets, has lately become a prime mover of an entirely different field of merchandise, the so-called "sound" recordings.

Since the arrival on the scene

of Command Records, some two and a half years ago, the store has done a brisk business with this granddaddy of the audio field and has attempted to do so with varying degrees of success with other sound lines that have come along in the meantime.

The Record Hunter has turned a neat profit with sound product, with merchandising limited almost completely to highly visual store display. Beyond this, the store has sold the product at less discount than most any other outlet in the midtown area. "We sell the \$5.98 Command stereo for \$4.98 and the \$4.98 monaural for \$4.49," says Curt Schott, buyer for Record Hunter. "I'm sure that Korvette and Goody sell for a lot less than that and they may sell more than we do, but there is a good profit to be made in this kind of product and we prefer to make it rather than throw it away. What's more, we have, I think, considerably more

good will from the manufacturer because we sell without schlack and devaluing the product."

Whenever a new release of sound albums comes along from any label, it will get the full treatment in the Record Hunter's window, even if, as is often the case with Command, the release consists of one recording. "We feel speed in telling the public the message is important and we get it over right away."

"We also do a lot of in-store display of the sound material. We have many displays going at the same time in the store and we constantly move them around. Our traffic is big, of course, but we have many customers who come in regularly. If you leave one display in one spot too long, it loses its attention value. We move them around often enough so that from one week to the next the layout never looks the same. This is the only effective way of handling displays."

(Continued on page 40)

# Blossoming!

## THE LIBERTY PREMIER SERIES

**50 GUITARS GO SOUTH OF THE BORDER**  
The 50 Guitars of Tommy Garrett  
13005/14005  
Frenesi; Adios; Besame Mucho; Granada, etc.

**GREAT BAND WITH GREAT VOICES**  
Si Zentner Band and Johnny Mann Singers  
13009/14009  
Serenade in Blue; Flamingo; Deep Purple; Dream, etc.

**STREET SCENE**  
The Fantastic Strings of Felix Slatkin  
13008/14008  
Street Scene; Lullaby of Broadway; Standing on the Corner; Lonesome Road, etc.

**THE MAGNIFICENT XII**  
The Fantastic Strings of Felix Slatkin  
13004/14004  
Song from Moulin Rouge; Laura; Never on Sunday; Exodus, etc.

**PARADISE FOUND**  
The Fantastic Strings of Felix Slatkin  
13001/14001  
Moon of Manakoa; Hawaiian Wedding Song; Beyond the Reef; Aloha Oe, etc.

**MANY SPLENDORED THEMES**  
The Fantastic Strings of Felix Slatkin  
13011/14011  
Golden Earrings; Three Coins in the Fountain; Peter Gunn, etc.

**THE MAGIC BEAT**  
The Unique Rhythms of Richard Marino  
13003/14003  
High Noon; Lover; The Trolley Song; Poor People of Paris, etc.

**OUT OF THIS WORLD**  
The Unique Sounds of Richard Marino  
13007/14007  
Gone with the Wind; Stars in My Eyes; The Moon was Yellow, etc.



FIRST IN THE FOREGROUND OF SOUND

**BRAND NEW!**  
FOR CHRISTMAS SALES



available on Liberty's Christmas program!

**SEASON'S GREETINGS**  
The Fantastic Strings of Felix Slatkin  
13013/14013  
White Christmas; God Rest Ye Merry, Gentlemen; Silent Night, etc.

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...THE LINE WITH THE FINEST SOUND!  
...THE LINE WITH THE BEST PACKAGING!  
...THE LINE WITH THE MUSICAL SURPRISES!  
*is blossoming forth as a*  
**VOLUME LINE!**

## Stock up now and watch sales GROW!



# SOUND ALBUMS

Here is a list of Sound Albums released by key labels through October, 1961.

## COLUMBIA

STAGE LEFT-STAGE RIGHT—Jack Pleis, CS 8462  
 VOICES IN MOTION—Simon Rady, CS 8465  
 RHYTHM IN MOTION—Johnny Williams, CS 8467  
 SPANISH SONGS AND DANCES IN MOTION—Jose Greco, MS 6265  
 WONDERLAND IN SOUND—Andre Kostelanetz, CS 8457

## COMMAND

PERSUASIVE PERCUSSION, VOL. 1—33/SD 800  
 THE DIXIE REBELS WITH TRUE DIXIELAND SOUND—33/SD 801  
 THE MILLION DOLLAR SOUND, VOL. 1—33/SD 802  
 THE MILLION DOLLAR SOUND, VOL. 2—33/SD 804  
 THE PRIVATE LIFE OF A PRIVATE EYE—33/SD 805  
 PROVOCATIVE PERCUSSION, VOL. 1—33/SD 806  
 MR. BIG—Tony Mottola, 33/SD 807  
 PERSUASIVE PERCUSSION, VOL. 2—33/SD 808  
 BONGOS—33/SD 809  
 PROVOCATIVE PERCUSSION, VOL. 2—33/SD 810  
 PROVOCATIVE PIANO—Dick Hyman, 33/SD 811  
 BONGOS/FLUTES/GUITARS—33/SD 812  
 TWO PIANOS AND TWENTY VOICES—33/SD 813  
 PERTINENT PERCUSSION CHA CHAS—33/SD 814  
 THE PERSUASIVE TROMBONE OF URBIE GREEN—33/SD 815  
 ROMAN GUITAR—Tony Mottola, 33/SD 816  
 PERSUASIVE PERCUSSION, VOL. 3—The Command All Stars, 33/SD 817  
 BIG, BOLD AND BRASSY—Enoch Light, 33/SD 818  
 TEMPESTOUS TRUMPET—Doc Severinsen, 33/SD 819  
 REEDS AND PERCUSSION—33/SD 820  
 PROVOCATIVE PERCUSSION, VOL. 3—33/SD 821  
 FAR AWAY PLACES—Enoch Light, 33/SD 822  
 FOLK SONGS—Tony Mottola, 33/SD 823  
 PROVOCATIVE PIANO, VOL. 2—Dick Hyman, 33/SD 824  
 THE DIXIE REBELS, VOL. 2—33/SD 825  
 STEREO/35 MM—SOUND/35 MM—Enoch Light, 33/SD 826  
 BRAHMS—SYMPHONY NO. 2 IN D, OP. 73—The Pittsburgh Symphony (Steinberg), CC-33/SD 11002  
 PICTURES AT AN EXHIBITION—MUSSORGSKY-RAVEL—l'Orchestre de la Societe des Concerts du Conservatoire (Vandernoot), CC-33/SD 11003  
 CAPRICCIO ESPAGNOL/RIMSKY-KORSAKOV—l'Orchestra de la Societe des Concerts du Conservatoire (Vandernoot), CC-33/SD 11004  
 CAPRICCIO ITALIEN/TCHAIKOVSKY—l'Orchestre des Concerts Colonne (Derieux), CC-33/SD 11004  
 RAVEL—DAPHNIS ET CHLOE, SUITE NO. 2—l'Orchestre des Concerts Colonne (Derieux), CC-33/SD 11005  
 RACHMANINOFF—SYMPHONY NO. 2 IN E, OP. 27—The Pittsburgh Symphony (Steinberg) CC-33/SD 11006

## CONTINENTAL

THE FOLK SINGERS OF WASHINGTON SQUARE—CST 2010  
 GYPSY MUSIC—Markoff and His Romany Strings, CLP 4005  
 HAWAII—The Hawaiian Serenaders, CLP 4008  
 CARLOS MONTOYA FLAMENCO—CST 2009  
 U. S. NAVY STEEL BAND—Admiral Dan's Pandemoniacs, CLP 4003  
 LET'S POLKA—The Polka Kings, CLP 4006

## LIBERTY

### Premier Series

PARADISE FOUND—Felix Slatkin, LSS-14001, LMM-13001  
 PORTRAITS IN BRONZE—Bessie Griffen & The Gospel Pearls, LSS-14002, LMM-13002  
 THE MAGIC BEAT—Richard Marino, LSS-14003, LMM-13003  
 THE MAGNIFICENT XII—Felix Slatkin, LSS-14004, LMM-13004  
 50 GUITARS GO SOUTH OF THE BORDER—Tommy Garrett, LSS-14005, LMM-13005  
 OUT OF THIS WORLD—Richard Marino, LSS-14007, LMM-13007  
 STREET SCENE—Felix Slatkin, LSS-14008, LMM-13008  
 GREAT BAND WITH GREAT VOICES—Si Zentner, LSS-14009, LMM-13009  
 MANY SPLENDORED THEMES—Felix Slatkin, LSS-14011, LMM-13011

## LONDON

### Phase 4 Stereo

PASS IN REVIEW—Bob Sharples, SR 44001  
 BIG BAND PERCUSSION—Ted Heath, SP 44002  
 BONGOS FROM THE SOUTH—Edmundo Ros, SP 44003  
 EXOTIC PERCUSSION—Stanley Black, SP 44004  
 PERCUSSION MOODS—Johnny Keating's Kombo, SP 44005  
 THE PERCUSSION TWENTIES—Eric Rogers, SP 44006  
 MELODY AND PERCUSSION FOR TWO PIANOS—Ronnie Aldrich, SP 44007  
 PERCUSSION IN THE SKY—Werner Muller, SP 44008  
 PERCUSSION OOMPAAH—Rudi Bohn, SP 44009

PERCUSSION AROUND THE WORLD—International "Pop" All Stars, SP 44010  
 TWELVE STAR PERCUSSION—International "Pop" All Stars, SP 44011  
 PERCUSSIVE LATIN TRIO—Los Machucambos, SP 44012

## MGM

### Spectacular Sound Series

THE SPECTACULAR SOUND OF SOUSA—Paul Lavelle, E3976 (SE3976)  
 SPECTACULAR PERCUSSION GOES LATIN—Roger King Mozian, E3921 (SE3921)  
 SPECTACULAR BRASS GOES CHA CHA—Roger King Mozian, E3920 (SE3920)  
 SPECTACULAR GUITAR & STRINGS—Leroy Holmes, E3919 (SE3919)  
 SPECTACULAR VOICES WITH BANJOS—Art Mooney, E3899 (SE3899)  
 THE SPECTACULAR SOUND OF HARRY JAMES—Harry James, E3897 (SE3897)  
 THE SHAPE OF SOUNDS TO COME—Larry Elgart, E3896 (SE3896)  
 SPECTACULAR STRINGS—David Rose & Orch., E3895 (SE3895)  
 (Continued on page 20)

## CARS, ETC.

# Odd Sounds Sell on Wax

NEW YORK — Once the sole property of radio engineers and a handful of assorted audio buffs the non-musical, non-spoken speciality record has, in the past two or three years, become a highly lucrative sales area for a number of the recording companies.

As time progresses, a once small number of sound effect records has grown to quite a lengthy list. Just about everything conceivable that makes some audible noise has been recorded on one of the "sound of sound" LP's. Such diverse inanimates as railroad trains, sports cars, aircraft (both jet and prop driven), the international Morse Code, (Continued on page 22)

# The Quality Counts, Not The Ping-Pong

By JUNE BUNDY

NEW YORK—The quality of performance and material—rather than ping-pong-type gimmicks—determines how many plays a "sound" album gets from radio stations around the country today, according to a BMW survey of the field.

With the exception of FM stereo multiplex broadcasts, which, of course, make excellent use of stereo "sound" packages, stations today are more interested in an album's performance values than its degree of "maximum separation." Since air exposure practically

always pays off at the sales level in some measure, it would appear that the performance quality of a "sound" album contributes more to its sales appeal than some gimmick-minded manufacturers are willing to admit.

In line with this, David Gordon, musical director of WPAT, Paterson, N. J., veteran "good music" station, notes, "WPAT's audience has always been a sensitive barometer for measuring the tempers that the recording industry has whipped up from time to time. From every report that reaches me, our listeners are buying the sound revolution, and (Continued on page 22)

**DEALERS...**  
**DISK**  
**JOCKEYS...**  
**RACK**  
**JOBBER!**

**SPECIAL NOTE TO MANUFACTURERS:**  
 Why not supplement the editorial emphasis this issue with strong advertisements featuring your records, your merchandising, your special offers.  
**Advertising deadline:**  
**SPOTLIGHT ON COMEDY AND SPOKEN WORD ALBUMS: NOV. 15**

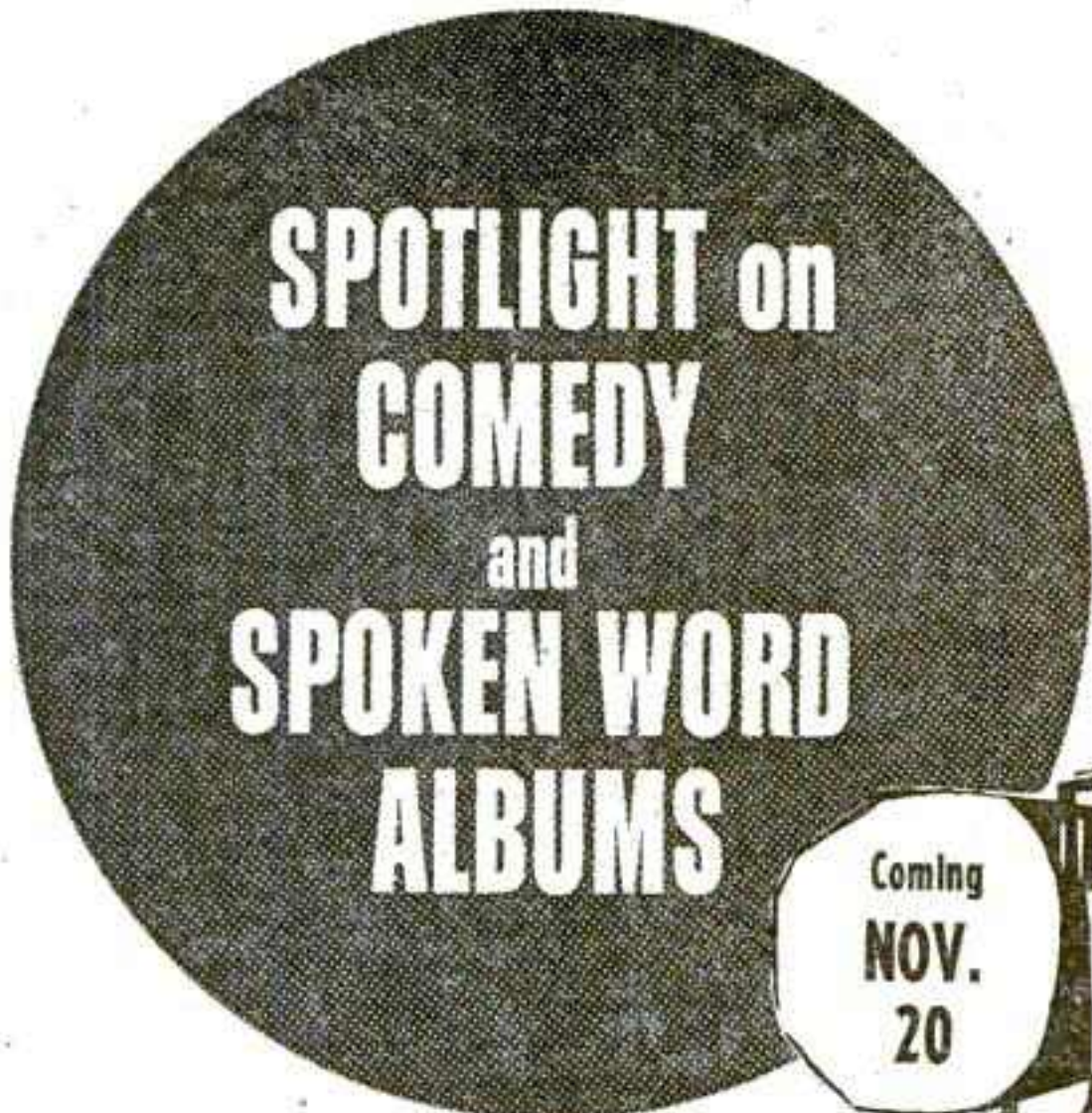
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**HOLLYWOOD** 1520 N. Gower HO 9-5831

# THE WORD'S IN!

... Concerning  
 Billboard Music Week's



Featuring items on how dealers, rack jobbers and DJ's can take advantage of the current boom in Comedy and Spoken Word Albums.

**This solid line-up of sales and programming aids blankets all facets of the field including:**

"Selling Comedy and Spoken Word Disks"—How successful dealers have built up solid sales in this product.  
**Words on Wax**—Covering Drama, Poetry, Documentary, Language and Educational records—stressing the top sellers.

**Comedy & Spoken Word Disks on the Air**—FM & AM programming around the country; how much air-play these records get; promotional efforts and programming aids by record manufacturers.

**Hot Comedy Albums**—A detailed listing of the best selling comedy albums in 1961.

**Spoken Word Spotlights**—A compilation of the Spotlights among 1961 releases.

**Display Material**—Dealer aids, racks, window streamers, counter boxes, etc., available to distributors and dealers.

**Plus many, many more articles and features designed to help you sell and program these LP's successfully.**

**Why would any company go to this much trouble to package a stereo recording?**



STAC 1635



When you have heard one of these new records, you will understand. This phenomenal new series of albums is called "Staged for Stereo." The stereo sound is totally electrifying. These new recordings will provide excitement in sound never before achieved in the medium, perhaps the ultimate in directional stereo. They are *that* uncommon.

That is why this revolutionary packaging has been created. Each

record is enclosed in a sturdy transparent plastic box. Each box is hinged and locked to keep the record dust-free and fully protected. No disc has ever received such regal treatment. These "Staged for Stereo" albums deserve it.

Here are the first five albums in this astonishing new series. Hear them, and be prepared for an amazing experience.



*See your CRDC representative now.* RELEASE DATE NOVEMBER 13



STAC 1636



STAC 1637



STAC 1638



STAC 1639

**These albums are priced to sell at \$5.98\***

\*Optional with dealer

# EXPLODING ALL OVER THE CHARTS!

from the creative world of stan kenton comes...

## Kenton's West Side Story



ALBUM #(S)T 1609

## STAN KENTON'S HOLIDAY HIT PACKAGE!



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### RE-ORDER NOW FROM YOUR CRDC REPRESENTATIVE!



ALBUM #S(T) 1621

# SOUND ALBUMS

Continued from page 17

**SPECTACULAR IS THE SOUND FOR IT**—Various Instrumental Artists, E3883 (SE3883)

**SPECTACULAR HARPS**—Robert Maxwell, E3836 (SE3836)

**SPECTACULAR HARMONICS**—Various Artists, E3846 (SE3846)

**SPECTACULAR PERCUSSION**—Roger Mozzian, E3845 (SE3845)

**SPECTACULAR ACCORDIONS**—Charles Camilleri, E3856 (SE3856)

**SPECTACULAR BRASS**—Roger King Mozzian, E3844 (SE3844)

**SUPERSONIC GUITARS (Vol. 1)**—Billy Mure, E3780 (SE3780)

**SUPERSONIC GUITARS (Vol. 2)**—Billy Mure, E3807 (SE3807)

## RIVERSIDE Sports Car Series

**SOUNDS OF SEBRING**—RLP 5001

**SPORTS CARS IN HI FI**—RLP 5002

**PIT STOP**—RLP 5003

**STIRLING MOSS**—RLP 5004

**PHILL HILL**—RLP 5005

**CARROLL SHEBY**—RLP 5006

**THE MARQUIS DE PORTAGO: A MEMORIAL**—RLP 5007

**SEBRING 1957**—RLP 5008/9

**CUBAN CORNERS**—RLP 5010

**SEBRING 1958**—RLP 5011

**MERCEDES-BENZ**—RLP 50012

**VINTAGE SPORTS CARS IN HI FI**—RLP 5013 & 1115

**SOUNDS OF SEBRING 1959**—RLP 5014 & 1146

**SPORTS CARS AT SEBRING IN HI FI**—RLP 5015 & 1165

**THE GRAND PRIX OF THE UNITED STATES: SEBRING 1959**—RLP 5016 & 1165

**GRAND PRIX CARS IN ACTION AT SEBRING**—RLP 5017 & 1166

**SOUNDS OF SEBRING 1960**—RLP 5018 & 1173

**SING A SONG OF SPORTS CARS**—RLP 5019 & 1181

**THE RACE: MERCEDES-BENZ: 1937-1955**—RLP 5020 & XK 8003

**PETER USTINOV: THE GRAND PRIX OF GIBRALTAR**—RLP 12-833 & 1127

**HOT RODS AND DRAGSTERS IN HI FI**—RLP 5502 & 1154

**HOT RODS IN ACTION**—RLP 5503

**ON THE DRAG STRIP**—RLP 5504 & 1184

**SPORTS CARS IN STEREO**—RLP 1101

**BONNEVILLE 1960: SOUNDS OF THE SALT FLATS**—RLP 5506 & 95506

**KARTS IN ACTION**—RLP 5507 & 95507

**THE GRAND PRIX OF THE UNITED STATES: 1960**—RLP 5021

**FAREWELL TO A FORMULA**—RLP 5022 & 95502

**SOUNDS OF SEBRING: 1961**—RLP 5023 & 95023

**SEBRING CORNERS**—RLP 5024 & 95024

## RIVERSIDE Fortissimo XK 8000 Series

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**FORTISSIMO: PIPE ORGAN**—SK 8002

**FORTISSIMO: RACING CARS**—XK 8003

**FORTISSIMO: BANJO/POLKA**—XK 8004

**FORTISSIMO: THUNDERSTORM**—XK 8005

**FORTISSIMO: BRASSES AND STRINGS**—XK 8006

**FORTISSIMO: PACHANGA IN PERCUSSION**—XK 8007

**FORTISSIMO: 585 KEYS, 57 PEDALS, AND 1,054 PIPES**—XK 8008

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**SOUND EFFECTS LIBRARY VOL. 1**—5701/95701

**SOUND EFFECTS LIBRARY VOL. 2**—5702/95702

## TIME

**PERCUSSION AND GUITARS**—Al Caiola, 2000

**FLUTES AND PERCUSSION**—Hal Mooney, 2001

**MURDER, INC.**—Irving Joseph, 2002

**PERCUSSION ESPANOL**—Al Caiola, 2006

**VOICES IN SONG AND PERCUSSION**—Hal Mooney, 2008

**COLE PORTER IN PERCUSSION**—Irving Joseph, 2009

**GERSHWIN AND GUITARS**—Al Caiola, 2010

**JEROME KERN FLUTES AND PERCUSSION**—Hal Mooney, 2012

**BONGOS AND BRASS**—Hugo Montenegro, 2014

**RODGERS AND HART PERCUSSION AND STRINGS**—George Siravo, 2015

**PIN POINT PERCUSSION**—Jim Tyler, 2016

**MARCHES BRASS AND PERCUSSION**—Kermit Leslie, 2017

**LIKE BONGOS**—Bob Rosengarden, 2025

**PERCUSSION ESPANOL (Vol. 2)**—Al Caiola, 2026

**PERCUSSION ON STAGE**—Maury Laws, 2027

**IMPACT! BRASS**—Jim Tyler, 2028

**GYPSY STRINGS AND PERCUSSION**—Kermit Leslie, 2031

**THRILLER**—Pete Rugolo, 2034

## TIME Contemporary Sound Series

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**STOCKHAUSEN: ZYKLUS; KAGEL: TRANSICION 2**—8001

**NONO: POLIFONICA, MONODIA, RITMICA; MADERNA: SERENATA #2; BERIO: DIFFERENCES**—Chamber Orchestra, (MADERNA & BERIO); 8002

**BERIO, E. E. CUMMINGS: CIRCLES; BUSSOTTI: FRAMMENTO; CAGE: FONTANA MIX**—8003

**TOSHIRO MAYUZUMI**—NHK Symphony Orchestra (Schuchter), 8004

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**UNIQUE PERCUSSION**—Terry Snyder, WWS8500

**ECHOING VOICES AND TROMBONES**—Don Costa, WWS8501

**BLAZING LATIN BRASS**—Nick Perito, WWS8502

**GUITARS, WOODWINDS AND BONGOS**—Al Caiola, WWS8503

**DYNAMIC TWIN PIANOS**—Ferrante & Teicher, WWS8504

**GOLDEN PIANO HITS**—Ferrante & Teicher, WWS8505

**88 STRINGS**—Ralph Marterie, WWS8506

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## AUDIO FIDELITY DFM Series

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**PERCUSSIVE JAZZ**—DFM 3002

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**PERCUSSIVE BIG BAND JAZZ**—Bobby Christian, DFM 3005

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**BRAZEN BRASS PLAYS SONGS EVERYBODY KNOWS**—Henry Jerome, DL 74106 & 4106

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**HOLLYWOOD SOUND STAGE PERCUSSION AND SOUND**—Rosengarden-Krause Orchestra, DL 74184 & 4184

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**10 TROMBONES LIKE 2 PIANOS**—Pete Rugolo, PPS 6001/PPS 2001

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**EXOTIC PERCUSSION AND BRILLIANT BRASS**—John Evans, DM/DS 5006

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## Earphone Doubles Music City Sales

By LEE ZHITO

HOLLYWOOD—Clyde Wallich's Music City found it was able to double its "sound" album sales by demonstrating them on an earphone listening device. In addition to this appreciable boost in LP sales, the demonstrations proved sufficiently impressive to help move a number of earphone units.

Six months ago, during a Warwick album push, Music City set up an earphone unit on the counter marked with an appropriate sign calling customers' attention to the demonstration. The listening device used was Sargent-Rayment's Bina-Phone, a self-contained unit with two sets of earphones, and stereo playback. (It lists at \$149.50 with the double earphone set, or \$129.50 when equipped with a single head-set.)

A clerk, who supervised the demonstration, would play the LP requested by the customer, and "sound" albums experienced a sudden sales surge. Directional sound is far more clearly defined through earphones than when heard through a stereo loudspeaker system. The fact that earphones were used, first attracted the customer's interest by offering him a different way to hear records than to which he has been accustomed; then, the earphones helped dramatize the stereo interest in the albums. This, coupled with the fact that "sound" albums by their nature tend to emphasize stereophonic effects, resulted in a demonstration that clinched sales.

According to Music City, earphones provide the best way to sell "sound" product. The impressive sales results prompted it to leave its earphone demonstrator on its counter where it is today. An additional benefit to this arrangement is the fact that each time a customer uses the earphone playback

unit at the counter, it frees a listening booth he otherwise would be occupying.

In addition to the counter unit, Music City has found it advantageous to equip some of its listening booths with earphones for the benefit of the more serious stereophiles.

## Quality Counts, Not Ping-Pong

• Continued from page 17

most especially now that the sound men have discovered music."

Al Trilling, music programming chief of WNEW, New York, says that the outlet utilizes many "sound" albums, but the selection is based entirely on quality of performance. Some "sound" packages are "too brassy" for WNEW, comments Trilling. The sound packages of Enoch Light (Command), Ted Heath (London's Phase 4 series), Terry Snyder (Command and Ultra-Audio) and Al Caiola (Ultra-Audio) are among those garnering air play on WNEW. Trilling opines that the strong air play radio stations gave Light's first Command package, "Provocative Percussion Vol. 1" by Terry Snyder, made that LP a best seller. "Perhaps, Perhaps, Perhaps" was the side from the LP which pulled the most spins.

Chester Santon, who has emceed "Adventures in Sound" on WQXR, New York, since 1953, also decries the "ping-pong" school of sound, and hopes it doesn't spread to the classical field. He admits that sponsors of stereo broadcasts sometime want the "dramatic effect" of maximum sound separation, but he himself believes the "advanced audiophiles" who listen to WQXR prefer a rich, full integrated sound. The success of London's new

## L. A. Moving Dale, Eldridge Singles

HOLLYWOOD — Strong newcomers in the Los Angeles singles market last week were led by "Let's Go Trippin'" with Dick Dale and the Deltones on the Deltone label, and Jimmy Eldridge's "It's Funny How the Time Slips Away." Others showing a healthy kick-off included Jimmy McCracklin's "Just Got to Know" (Art Tone), "Run to Him" by Bobby Vee (Liberty), and Fabian's "Wild Party."

## Hot Album Chart

• Continued from page 3

The chain ran an ad offering a cash refund if buyers didn't like the album. Customers could return the album within three days and get their money back. Korvette's last week was also in the middle of a price war on LP's with Gimbels in Philadelphia. (See separate story.)

Also new to the chart is Shelley Berman's "A Personal Appearance," on Verve (reported as "Bubbling" last week) which moved into the No. 90 slot this week. "Inside Shelley Berman" has been on BMW's chart for 133 weeks, making him the most durable of all the comedy LP artists.

### Promotional Boost

The only new album breaking into BMW's best selling stereo chart this week is "King of Kings," by Miklos Rozsa on MGM. The LP moved in fast and high (No. 30), sparked by the all-out exploitation campaign behind the film spectacular, which opened in theaters across the country two weeks ago. Rozsa composed the movie score, but his album is not a sound track package.

The impact of two other movie exploitation campaigns is seen in the fact that Columbia's sound track LP's "West Side Story" and "Guns of Navarone" are on the verge of making the stereo chart. The "West Side Story" sound track album jumped from 80 to 58 on the monaural chart this week.

Also "Bubbling" just off the stereo chart this week are several "sound" packages—Henry Jerome's "Brazen Brass in Hollywood," on Decca, and London's "Phase 4" LP's — Edmundo Ros' "Bongos From the South," "Exotic Percussion" by Stanley Black, "Percussion Around the World," and "Percussion Twenties" by Chico Roger.

### UA Pacts Marv Johnson

NEW YORK — United Artists Records has signed Marv Johnson to a new three year contract. Deal was negotiated by UA prexy Art Talmadge and Johnson's manager Berry Gordy Jr. Johnson has been with UA since shortly after its inception, and made the label's first hit, "Come to Me."

## Odd Sounds Sell on Wax

• Continued from page 17

space, speed, forest, jungle and storms have already been put on wax. In addition there are a variety of albums available that detail the sounds of animals of all shapes and sizes, birds and even the human heart.

Two of the leading companies in this race to capture the sounds of the world we live in are Riverside Records and Folkways. The Riverside sound catalog is centered more upon engines than anything else, and the company's listing of automobile race car and aircraft engine waxings is formidable. There are 24 albums of sports cars including on-the-spot diskings of races at the Bonneville Salt Flats and eight LP's devoted to the Sebring tournaments. In addition there are special sets depicting the sound of hot rods, drag races, and vintage sports cars. Mercury Records also has a sports car set which covers the Indianapolis 500-mile race.

In addition to its sports car sounds, Riverside has a set reproducing the sound of current jet fighters and another that deals with the sound of World War I aircraft.

The importance Riverside places on its specialty records can be noted by the fact that the company has introduced a new label specifically meant to deal with these audio oddities called Fortissimo. (The company is also specially producing the albums with a particularly sensitive surface material called polymax.)

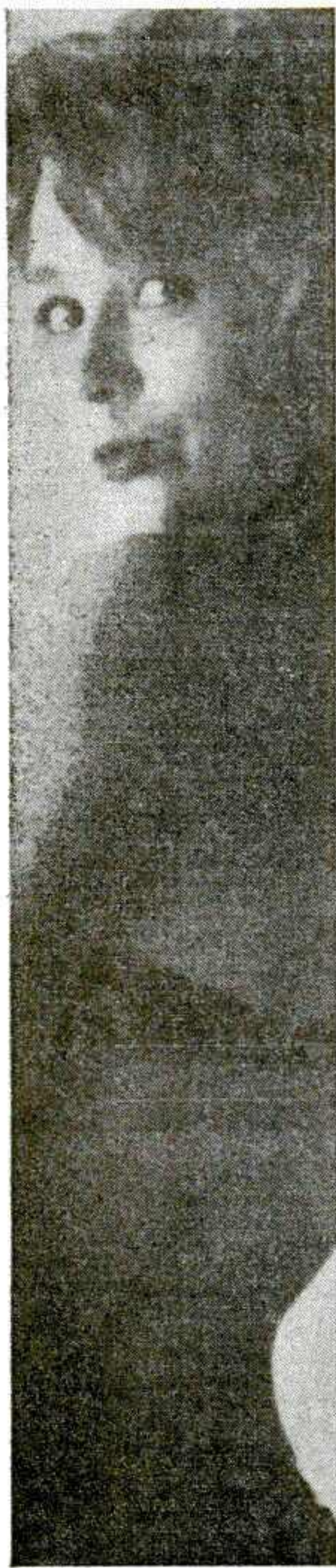
Folkways Records has some unique material in its catalog which can be classed in the "sound of sound" category. A series of some 13 albums covers such diverse subjects as animals, carnivals, the

South American Rain Forest, Jerusalem, sea animals, self-hypnosis, the camp and the sea. In addition there is an album produced by the Lion label which has recorded space stories and sounds.

The sounds of the railroad in action seems to rank on an even par with those of sports cars in popularity. No less than 24 albums have been devoted to this mode of transportation covering everything from diesel and steam locomotives to whistles, wheels and switches. A myriad of companies have produced these sets with Audio Fidelity, Cook, Folkways among the better known.

Cook Laboratories has a series that more or less covers the natural phenomena. In the firm's catalog are albums documenting the sounds of sea, storm, sky and satellites. Nature sounds have been put on wax by many recording companies. Cornell University has a series cataloging the songs of birds and insects, as does the Ficker label. Folkways has one whole album devoted to North American frogs.

It is pretty well acknowledged that, despite the volume and diversity of the material on "sound of sound" records, the leading diskeries concentrating on these specialty records are ever on the watch for untouched areas to which they can bring their microphones. It is known, for instance, that one such company is readying contracts with Civil War Centennial authorities to record re-enactments of such famous battles as Manassas, Gettysburg and the burning of Atlanta.



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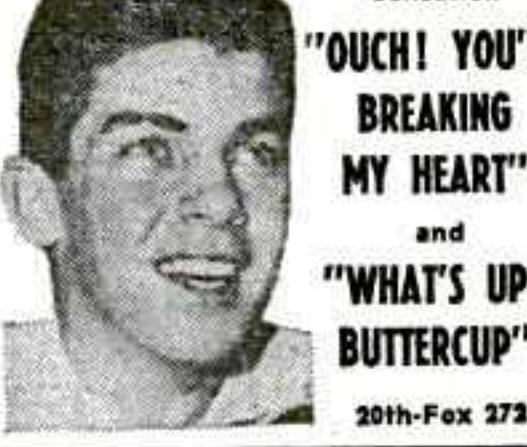
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Karl Reiner and the Hamburg Philharmonic in fantastic wide-range reproduction of the two most famous classical percussion compositions.

**DIRECTIONAL RECORDS** issues this open statement as a blast against those in the record industry who do not care about effective in-store promotion after their 'sound' records hit the counter.

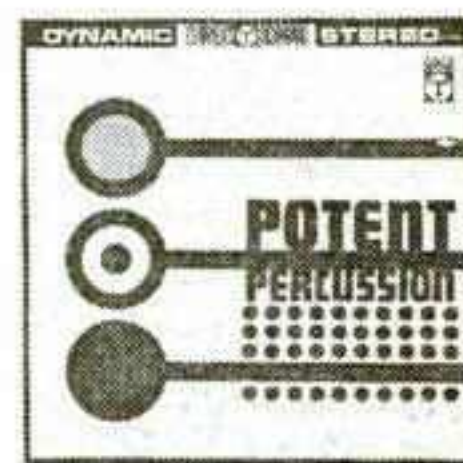
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# DIRECTIONAL RECORDS

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**VOX JOX**

By JUNE BUNDY

**THIS 'N' THAT:** New York radio fan Judy Lee's query as to the whereabouts of some of her favorite Manhattan deejays was partially answered last week. Ernie Stone called to say he's been at WNTA, Newark, N. J. for the past two years, and is currently doing a "talk show" with Elizabeth Morgan from 2 to 3 p.m. Burt Sherwood, formerly with WMCA, New York, also contacted Vox Jox to report he's currently "at home in Connecticut." Sherwood added, "I must say that it's nice to be remembered by somebody."

**FANATICS WITHOUT A CAUSE:** Buddy Morris, KDAN, Eureka, Calif., writes, "Since the popularity of 'Johnny Willow,' I've organized the John Willow Society—not to be confused with the John Birch Society. Its membership consists mainly of little old ladies with high-heeled tennis shoes, who carry green umbrellas and play git-fiddles. We are fanatics without a cause, and, believe it or not, people write in every day for membership. As you can see, we have a large segment of nuts hereabouts. Also have instigated the 'Save Our Bears' Society. After all bears are friendly folk. Listeners send their cards and letters to the S.O.B. Society." On a serious plane, Morris reports he recently received a special certificate and plaque of appreciation from the U. S. Air Force for "untiring and outstanding efforts in support of the Air Force Recruiting activities."

**WILD DISK BREAKOUTS:** Nelson Noble, owner-manager of WILD, Boston, writes, "WILD (a 100 per cent independent Negro programming station) has the most unique music format in existence, which combines jazz and rhythm and blues in such a manner that lovers of both find it easy to listen all day long. It took me eight months to work it out and I attribute the success of this format to the fact that I have the right men handling it on the air. (Jimmy Byrd, Wildman Steve, Rev. Melvin Massey and Mark Grimes.) Ten weeks after we hit the air with it, WILD was sold out and is presently sold out through the first of the year. In the past three months WILD has broken 37 hits in both the jazz and r.&b. music fields. We know which ones break, because no other station in the area is playing the records referred to. All this can be documented if necessary."

**THIS 'N' THAT:** Arch Yancey, formerly with WERE, Cleveland, returns to KNUZ, Houston, November 8 in the morning traffic slot, and KNUZ program director Kent Grant would like brief tapes by recording artists welcoming Yancey back to Houston. "Yancey's return," notes Grant, "does not coincide with a departure. We are revising the schedule so that we have five deejays each pulling three hour shows. The jockey staff includes Paul Williams, Joe Ford, Chuck Adams, Paul Berlin, Jerry Rice and Joe Walker."

**COMEDY WAX WANTED:** Mike Jordan, KMAC, San Antonio, needs comedy LP wax for his two programs, a "sweet sound" morning show on KMAC and a jazz airer on KISS-FM at night. He "uses comedy exclusively" on both programs. We'll carry more info on Jordan's usage of comedy albums in BMW's forthcoming "Comedy and Spoken Word" special, November 20. Meanwhile, if you're playing comedy or spoken word packages on a regular basis, we hope you'll send details on such programming.

**CHANGE OF THEME:** Paul Brenner is back at WNTA, Newark, N. J., and is already "sold out" sponsor-wise. . . . The all-fem station, WHER, Memphis, has started a new program service, "Girl on the Go," which features 90 second interviews with local people in all activities—sports, fashions, medicine, civic events, etc. Dotty Abbott, co-ordinator of the program, reports on entertainment, society business and industry. Also reporting on various themes are Marge Thrasher, and Janie Joplin. Miss Abbott notes, "Sunday WHER was six years old. Wonder what happened to those fellows who told me that it wouldn't last six months? On Friday and Saturday of last week we were completely sold out and could not have put on another spot!"

Dick Summers, WISH and WISH-TV, Indianapolis, is syndicating his "Summertime Story of the Week," which satirizes the biggest news stories of the week, via the use of wild tracks from comedy LP's, bits of current pop hits, etc. The package includes a custom opening, the story, commercial and closing. Station WABY, Albany, N. Y., is the first station (other than WISH and WISH-TV) to use it.

Bob Eubanks has replaced Wink Martindale as host-emcee on the weekly record hop "POP Dance Party," which originates from Pacific Ocean Park on KTLA, Hollywood, every Saturday. Martindale is leaving the show to concentrate on his career as a Dot Records artist.

**CHANGE OF THEME:** Bob Barnett has taken over the 5-9 p.m. time seg on KALL, Salt Lake City. . . . Here's a father and son deejay team. Roger Gallagher, for nine years a member of the Gallagher-Joe O'Brien early-morning team on WMCA, New York, is currently with KNX, Hollywood. His 24-year-old son Fred is spinning 'em at KWTC, Barstow, Calif. . . . Jimmy Byrd has joined WILD, Boston, in the morning time slot. The outlet—which specializes in jazz, rhythm and blues, gospel and pop platters—now has the following personnel line-up: Nelson Noble, owner-general manager, and deejays "Wildman" Steve, Mark Grimes, Hank McFarland and Rev. Melvin Massey.

**PROGRAMMING  
PANEL**

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

**THE QUESTION**

**Do you think the move of country and western artists into the pop market is good or bad for the c.&w. field?**

**THE ANSWERS**

**C. V. (Red) JONES  
KWKH, Shreveport, La.**

Good. Strong lines once kept a "country" singer's talents from being heard in the pop field. Lines were erased, however, and the country field recognized as a fantastic draw for excellent talent and material. In 1961, there is a very thin division between ALL fields of music. On a pop deejay show you'll hear Domino, Reeves, and Winterhalter, in that order. If it's good and people want to hear it, I play it—regardless of its field.



**RALPH EMERY  
WSM, Nashville**

Good. It proves that c.&w. records have as much impact as those from the pop field. C.&w. has often been assailed as "that old hillbilly music," and as a result, labors under an inferiority complex. Its people feel they have to prove something. Many dual market hits have been produced by the field. Songs like "He'll Have to Go," "Don't Worry," and "Big Bad John" have given c.&w. music greater popularity.



**CLARENCE KNEELAND  
WICH, Norwich, Conn.**

When a c.&w. artist hits in the pop field with a pop-flavored song, it proves only the versatility of the artist. Examples of country artists turned pop: Patti Page, Ernie Ford, Tommy Sands, Sonny James. If, however, a country artist hits pop charts with a country tune in c.&w. style, it's a definite boost to the country field. Examples: Jim Reeves, Eddy Arnold, Johnny Cash, Stonewall Jackson, and two late greats, Hank Williams and Johnny Horton.



**Al Madison's Twist Title**

NEW YORK—Due to a typo, the name of Al Madison's new Golden Crest record was omitted from BMW's story about the Twist last week. The disk is tagged "The Society Twist," backed by the "Madison Avenue Twist."

**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.

**SUE THOMPSON**



This comely thrush is currently represented on the Hot 100 with the top-selling single version of "Sad Movies (Make Me Cry)" spinning on the Hickory label. Sue Thompson was born an only child to Vurl and Pearl McKee and spent most of her first 11 years on a farm near Nevada, Mo. Her real name is Eva Sue McKee.

At the age of 7, Miss Thompson began singing and playing the guitar and entertaining at school and church functions. After the family moved to Seridan, Calif., the ambitious vocalist managed to keep singing every chance she got in addition to going to high school and working at summer jobs.

Her first professional appearance came when she entered a contest at a vaudeville theater and won a two-week engagement there plus a movie role. Soon after she was appearing on a local radio show and recording for Mercury Records under direction of Murray Nash and later Dee Kilpatrick. Miss Thompson then went on to make numerous successful club and TV appearances, mostly in Las Vegas, where she and her artist husband, Hank Penny, made their home. Since leaving Mercury Records, Sue Thompson has recorded for Decca and Columbia and now has signed a contract with the Hickory label. The last move looks like a good one, as her Hickory waxing is the singer's first chart topper.

**PARIS SISTERS**

This new femme vocal group from San Francisco called the Paris Sisters are named Albeth, Sherrell and Priscilla. They began singing together as children, and not unexpectedly, as both parents had varied and extensive musical backgrounds. The girls began performing professionally as a unit when they were 13, 11 and 9 respectively. They performed for USO camp shows and did more dancing than singing. When their vocalizing caused great reaction, they decided to concentrate on the vocal end of the business.



During the past few years they have made personal appearances at various clubs and TV shows. Lester Sill, Gregmark record chief, caught their act and signed the girls to a long-term recording contract. Their initial release, "Be My Boy," became a solid chart item and their current disk, "I Love How You Love Me," has also scored well.

Albeth is the spokesman for the group and does the emceeing on stage. Her hobbies include painting, poetry and water-skiing. Sherrell is the sports enthusiast and excels in tennis. She also has a flair for songwriting. Priscilla sings lead and her hobbies are bowling and horseback riding.

**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 10 years ago this week. Here's how they ranked on Billboard's charts then:

**POP—5 Years Ago  
NOVEMBER 10, 1956**

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

**POP—10 Years Ago  
NOVEMBER 10, 1951**

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

**RHYTHM & BLUES—5 Years Ago—NOVEMBER 10, 1956**

- Blueberry Hill, F. Domino, Imperial  
Let the Good Times Roll, Shirley and Lee, Aladdin  
Love Me Tender, E. Presley, RCA Victor  
Oh, What a Night, Dels, Vee Jay  
In the Still of the Night, Satins, Ember

- It Isn't Right, Platters, Mercury  
Lonely Avenue, R. Charles, Atlantic  
I Can't Quit You Now, O. Rush, Cobra  
ABC's of Love, Teen-Agers, Geo  
She's Got It, Little Richard, Specialty



*We got letters...*



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Polkas • DLP 3302  
Sweet And Lovely • DLP 3296  
To Mother • DLP 3284  
Strictly For Dancing • DLP 3274  
Songs Of The Islands • DLP 3251

I'm Forever Blowing Bubbles • DLP 3248  
The Great Overtures In Dance Time • DLP 3247  
Great American Composers • DLP 3238  
Dance With Lawrence Welk • DLP 3224  
Lawrence Welk Glee Club • DLP 3218  
Voices And Strings Of Lawrence Welk • DLP 3200  
Mr. Music Maker • DLP 3164



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BARRY RICHARDS

"WHAT ARE YOU,  
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arranged and conducted by RAY ELLIS

c/w

"LAST NIGHT A  
HEART WAS BROKEN"

Groove G4-2



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- ☆ HAWAIIAN SUNSET
- ☆ BEACH BOY BLUES
- ☆ ISLAND OF LOVE
- ☆ HAWAIIAN WEDDING SONG

STAR PERFORMERS—Selections registering greatest upward progress this week. S Indicates that 45 r.p.m. stereo single version is available. A Indicates that 33 1/3 r.p.m. mono single version is available. B Indicates that 33 1/3 r.p.m. stereo single version is available.

Table with columns: THIS WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs like 'BIG BAD JOHN', 'RUNAROUND SUE', 'BRISTOL STOMP'.

Table with columns: THIS WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs like 'SO LONG BABY', 'TAKE FIVE', 'MOON RIVER', 'SEPTEMBER IN THE RAIN'.

Table with columns: THIS WEEK, Wks. Ago, TITLE, Artist, Label & Number, Weeks On Chart. Contains songs like 'FEEL IT', 'BRIGHT LIGHTS, BIG CITY', 'MY HEART BELONGS TO ONLY YOU'.

HOT 100—A TO Z—(Publisher-Licensee)

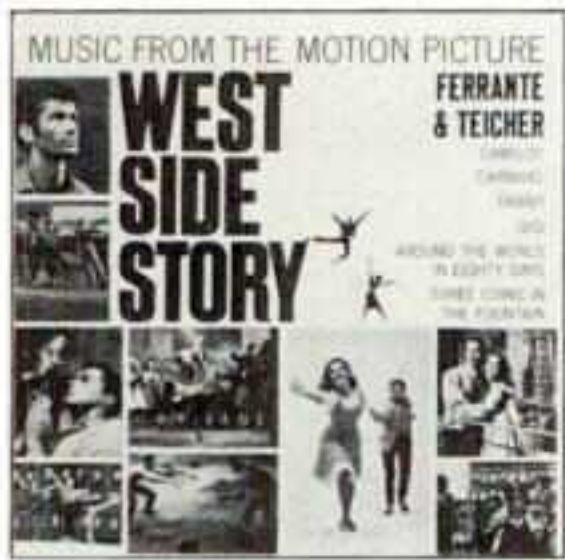
Large alphabetical list of songs and artists, including 'Anybody But Me', 'Berlin Melody', 'Big Bad John', etc.

BUBBLING UNDER THE HOT 100

List of songs that are bubbling under the Hot 100, including '101. IT'S ALL BECAUSE', '102. A CERTAIN GIRL', etc.



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**WEST SIDE STORY** — Ferrante and Teicher playing the score from "West Side Story" and other Broadway and Hollywood Hits.  
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**GREAT MOTION PICTURE THEMES** — One of the most important albums of film music ever produced for your pleasure.  
UAL 3122 UAS 6122 (Stereo)



**I FEEL SO SPANISH**—"Granada" and "My Heart" are two of the songs sung here by Eydie Gorme.  
UAL 3152 UAS 6152 (Stereo)



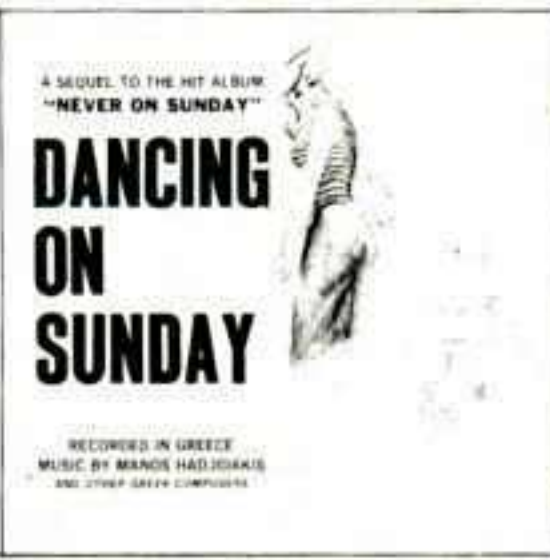
**HIT INSTRUMENTALS FROM TV WESTERN THEMES** — Al Caiola and Orchestra present themes from 12 leading TV Westerns.  
UAL 3161 UAS 6161 (Stereo)



**PARIS BLUES** — Original score by Duke Ellington with Louis Armstrong in true Jazz, including "A Train" and "Mood Indigo."  
UAL 4092 UAS 5092 (Stereo)



**DANCING ON SUNDAY** — Outstanding Greek composers contribute to this fine album.  
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WWR 3514 WWS 8514 (Stereo)



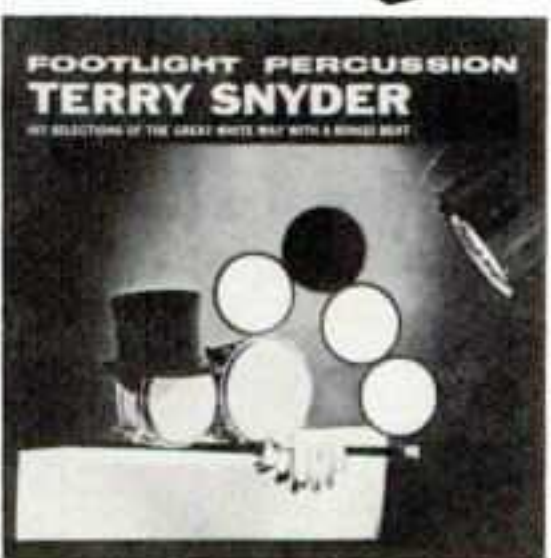
**PORTRAIT OF MY LOVE**—Steve Lawrence sings his big hit plus 11 of your favorite tunes.  
UAL 3150 UAS 6150 (Stereo)



**UNITED ARTISTS ULTRA AUDIO SEPARATED SOUND**  
**WALL TO WALL STEREO**



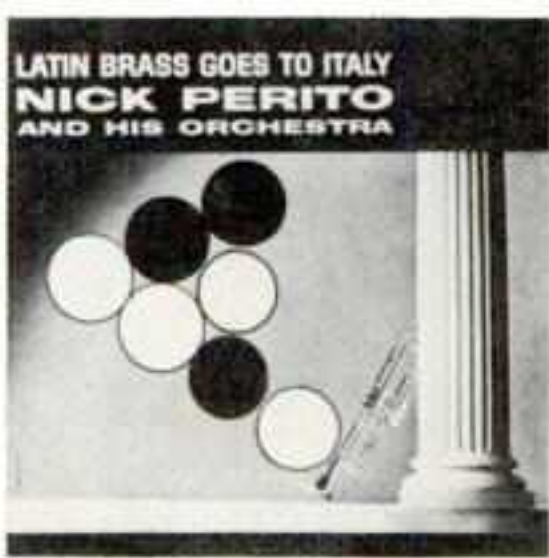
**GOLDEN PIANO HITS**—The million sellers in a new dimension played by Ferrante & Teicher.  
WWR 3505 WWS 8505 (Stereo)



**FOOTLIGHT PERCUSSION**—Terry Snyder, his drums, bongos and orchestra play the great Broadway hits.  
WWR 3508 WWS 8508 (Stereo)



**SOUND OF THE MILLION SELLERS** — Don Costa's lush Sound playing the big hits.  
WWR 3513 WWS 8513 (Stereo)



**LATIN BRASS GOES TO ITALY**—Nick Perito presents fiery renditions of famous Italian songs.  
WWR 3512 WWS 8512 (Stereo)



**88 STRINGS** — Lush strings, brass, reeds and the human voice with the golden horn of Ralph Marterie.  
WWR 3506 WWS 8506 (Stereo)

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150 Best Selling

MONAURAL LP's

★ STAR PERFORMERS—selections on Chart 9 weeks or less registering greatest upward progress this week.

LP's in black reverse are most recent additions and on chart 9 weeks or less.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists 150 monaural LPs including Judy at Carnegie Hall, Portrait of Johnny, Jump Up Calypso, Camelot, Blue Hawaii, The Sound of Music, Time Out, The Kingston Trio Close Up, Exodus, Sixty Years of Music America, TV Sing Along with Mitch, Yellow Bird, Sing Along with Mitch, Sixty Years of Music America, Your Request Sing Along with Mitch, Jose Jimenez at the Hungry, The Four Preps on Campus, Great Motion Picture Themes, Oldies but Goodies, Ain't That Weird!, Belafonte at Carnegie Hall, Sinatra Swings, Knockers Up, Carnival, Ebb Tide and Other Instrumental Favorites, Never on Sunday, Stars for a Summer Night, All the Way, The Slightly Fabulous Limelitters, Johnny's Greatest Hits, South Pacific, Tonight in Person, Paul Anka Sings His Big 15, Behind the Button-Down Mind of Bob Newhart, Something for Everybody, Calcutta, Somebody Loves Me, Goin' Places, My Fair Lady, Never on Sunday, G. I. Blues, Bobby Darin Story, Oldies but Goodies, Encore of Golden Hits, West Side Story, Connie's Greatest Hits, Dance Till a Quarter to Three, Fireside Sing Along with Mitch, Come Swing with Me, Limelitters, Moms Mabley at the UN.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists 150 monaural LPs including Ray Charles and Betty Carter, Breakfast at Tiffany's, Exodus to Jazz, Button-Down Mind of Bob Newhart, Sinsational, This Little Boy of Mine, West Side Story, Kingston Trio, Roaring 20's, Heavenly, Moms Mabley at the Playboy Club, He's the King, Memories Sing Along with Mitch, Rodgers: Victory at Sea, Saturday Night Sing Along with Mitch, I'm Glad There is You, Rick Is 21, More Sing Along with Mitch, Sixty Years of Music America, Ring-a-Ding Ding, New Piano in Town, Rydell at the Copa, Songs of the Soaring 60's, Button-Down Mind Strikes Back, Murray the 'K's' Sing Along with the Original Golden Gassers, Here's Jonathan, Stan Freberg Presents the United States of America, Music Man, Highwaysmen, Here We Go Again, Genius Plus Soul Equals Jazz, Sentimental Sing Along with Mitch, Whole Lotta Frankie, Hits of the Rockin' 50's, Dreamstreet, My Kind of Girl, Let's Twist Again, Satin Affair, Jimmy Reed at Carnegie Hall, Fiorello, Paul Anka Sings His Big 15, Yellow Bird, Songs for Sinners, Hell Bent for Leather, Inside Shelley Berman, What'd I Say, Miles Davis in Person Friday Night at the Blackhawk, A Personal Appearance, Rejoice Dear Hearts.

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists 150 monaural LPs including He Needs Me, Genius of Ray Charles, Ben-Hur, Buddy Holly Story, Music from Exodus and Other Great Themes, The Guns of Navarone, Make Way, All the Way, Moody River, Basin St. East Proudly Presents Miss Peggy Lee, Say It with Music, South Pacific, Folk Song Sing Along with Mitch, Happy Times Sing Along with Mitch, I Have Dreamed, West Side Story, Love Swings, Golden Waltzes, Parent Trap, Timi Yuro, Melody and Percussion for Two Pianos, Special Delivery, Pete Fountain's New Orleans, Gypsy, Unsinkable Molly Brown, Nice 'n' Easy, In Living Black and White, Boll Weevil Song and 11 Other Great Hits, Sing to Me, Mr. C, Mack the Knife—Ella in Berlin, Hymns, Film Encores, Piano Forte, Mr. Lucky Goes Latin, Holiday Sing Along with Mitch, Al Hirt, Greatest Horn in the World, Emotions, On the Rebound, Johnny's Moods, From the Hungry I, Parrish, Italia Mia, The Ventures, Orange Blossom Special and Wheels, Fanny, At Last, I Remember Tommy, Yellow Bird, A Touch of Elegance, The Colorful Ventures.

50 Best Selling

STEREO LP's

Table with columns: This Week, Last Week, Title, Artist, Label, Wks. on Chart. Lists 50 stereo LPs including Judy at Carnegie Hall, Stereo 35/MM, The Sound of Music, Camelot, Stars for a Summer Night, Never on Sunday, Your Request Sing Along with Mitch, Yellow Bird, Sinatra Swings, Jump Up Calypso, Rodgers: Victory at Sea, Persuasive Percussion, Calcutta, Portrait of Johnny, Exodus to Jazz, Belafonte at Carnegie Hall, Pass in Review, Sing Along with Mitch, Time Out, Music from Exodus and Other Great Themes, Exodus, TV Sing Along with Mitch, Somebody Loves Me, My Fair Lady, Big Band Percussion, Great Motion Picture Themes, Goin' Places, The Four Preps on Campus, Kingston Trio Close Up, King of Kings, Something for Everybody, Yellow Bird (Percussion Spectacular), West Side Story, Melody and Percussion for Two Pianos, Blue Hawaii, Ebb Tide and Other Instrumental Favorites, Provocative Percussion, Mucko Gusto!, Carnival, South Pacific, Limelitters, G. I. Blues, Al Hirt, Greatest Horn in the World, Golden Waltzes, Breakfast at Tiffany's, Slightly Fabulous Limelitters, Percussion Oom Pah, Come Swing with Me, Songs of the Soaring 60's, Sing to Me, Mr. C.



*Cheerful as a Hoedown!*

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## NEW CONTINENTAL 2 STEREO ROUND

Now there's something entirely new, totally different in the stereo jukebox field! It's the self-contained Continental 2 Stereo Round with an exclusive sound system that needs no remote speakers. AMI encloses this new marvel of stereo realism in a cabinet of superb eye-appeal—glittering, glamorous and aglow with rich color. Designed to play 33 $\frac{1}{3}$  RPM stereo and 45 RPM monaural records interchangeably, the compact Continental 2 fits any location. Only AMI offers you these advanced features today in standard equipment (no extras to buy)—plus simplified programming that saves time and trips. Find out about the Big Challenge operator program that offers \$200,000 in easy-to-win prizes.

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# SINGLES PROGRAMMING & BUYING GUIDE

## TOP MARKET BREAKOUTS

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

### NEW YORK

- THERE'S NO OTHER  
Crystals, Philles
- IT'S TOO SOON TO KNOW  
Etta James, Argo

### CHICAGO

- LET THEM LOVE  
Dreamlovers, Heritage

### LOS ANGELES

- IT WILL STAND  
Showmen, Minit
- LANGUAGE OF LOVE  
John D. Loudermilk, RCA Victor
- I CRIED MY LAST TEAR  
Ernie K-Doe, Minit
- EV'RYBODY'S CRYIN'  
Jimmie Beaumont, May
- FUNNY HOW TIME SLIPS AWAY  
Jimmy Elledge, RCA Victor
- LET'S GO TRIPPIN'  
Del Tones, De Horn

### PHILADELPHIA

- PUSHIN' YOUR LUCK  
Sleepy King, Joy

### SAN FRANCISCO

- I CRIED MY LAST TEAR  
Ernie K-Doe, Minit
- IT WILL STAND  
Showmen, Minit

### BOSTON

- I WONDER  
Pentagons, Jamie
- BE BOP GRANDMA  
Solomon Burke, Atlantic
- POP GOES THE WEASEL  
Anthony Newley, London

### PITTSBURGH

- EV'RYBODY'S CRYIN'  
Jimmie Beaumont, May
- GREETINGS (This Is Uncle Sam)  
Valadiers, Miracle

### WASHINGTON

- A CERTAIN GIRL  
Ernie K-Doe, Minit

### MILWAUKEE

- HAPPY BIRTHDAY, SWEET SIXTEEN  
Neil Sedaka, RCA Victor
- LOSING YOUR LOVE  
Jim Reeves, RCA Victor
- GARDEN OF EDEN  
Bobby Comstock, Festival
- LITTLE LONELY  
Chad Allen, Smash

### ATLANTA

- A CERTAIN GIRL  
Ernie K-Doe, Minit

### HOUSTON

- LANGUAGE OF LOVE  
John D. Loudermilk, RCA Victor

### DALLAS-FORT WORTH

- COMMANCHEROS  
Claude King, Columbia

### MINNEAPOLIS-ST. PAUL

- THE LION SLEEPS TONIGHT  
Tokens, RCA Victor
- LITTLE ALTAR BOY  
Vic Dana, Dolton
- JUST LET ME DREAM  
Pat Boone, Dot

### NASHVILLE-MEMPHIS

- FUNNY HOW TIME SLIPS AWAY  
Jimmy Elledge, RCA Victor

## BEST BUYS IN RECORDS

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

### POP

I WANT TO THANK YOU, BOBBY RYDELL . . . . (Lowe, ASCAP) Cameo 201

\*GOD, COUNTRY AND MY BABY, JOHNNY BURNETTE . . . . .  
(New Phoenix-Sarah, ASCAP) Liberty 55379

### COUNTRY & WESTERN

\*STAND AT YOUR WINDOW . . . . . (Tuckahoe, BMI)

\*WHAT WOULD YOU DO, JIM REEVES . . . . . (Tuckahoe, BMI) RCA Victor 7908

### RHYTHM & BLUES

I'M TORE DOWN, FREDDY KING . . . . . (Sonlo, BMI) Federal 12432

\*IMPOSSIBLE, GLORIA LYNNE . . . . . (Tippy, BMI) Everest 19418

## • Reviews of New Singles

The pick of the new releases:

## SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

### Pop

#### BOBBY VEE



WALKIN' WITH MY ANGEL (Aldon, BMI) (2:20)—  
RUN TO HIM (Aldon, BMI) (2:07)—Here's another two sided hit for chart-topper Bobby Vee. "Angel" is a catchy tune with an infectious beat sold solidly by the lad; flip is an interesting ballad about self sacrifices. Strong wax. Liberty 55388

#### TONY ORLANDO



HAPPY TIMES (ARE HERE TO STAY) (Aldon, BMI) (2:27)—A fine new Tony Orlando waxing, culled from his new album "Bless You." He sells the story of young love with emotional impact, over potent backing. Flip is "Lonely Am I" (Aldon, BMI) (2:45). Epic 9476

#### ADAM WADE



PREVIEW OF PARADISE (Paxton, ASCAP) (2:53)—  
COLD, COLD WINTER (Paxton, BMI) (2:30) — The warm-voiced chanter turns in two mighty attractive performances here. Top side is a big ballad handled with all stops out by Wade; flip is a bouncy tune done smartly by the singer. Coed 560

#### THE CHANTELS



WELL, I TOLD YOU (Barrett's Chantel, BMI) (2:27)—  
The Chantels have a solid follow-up to their current hit with this bright item, which is almost an answer to "Hit the Road, Jack." They sell it well and the unidentified male voice adds style. Flip is "Still" (Barrett's Chantel, BMI). Carlton 564

#### JERRY FULLER



POOR LITTLE HEART (Four Star, BMI) (1:55)—  
PLACE WHERE I CRY (Four-Star, BMI) (3:14)—Jerry Fuller sells these two songs with style and feeling. "Poor Little Heart" is a happy rock and roll item with good lyrics; flip is a moving ballad with a strong arrangement. Challenge 9128

#### BOB LUMAN



OLD FRIENDS (Acuff-Rose, BMI) (2:12) —   
BOSTON ROCKER (Acuff-Rose, BMI) (2:13)—Bob Luman can get back in the hit circle with this new disking. He sings "Old Friends" with a lot of passion, aided by a sock beat, and he comes through with a shouting vocal on "Boston Rocker." Warner Bros. 5506

#### SONNY JAMES



YOUNG LOVE (Lowery, BMI) (2:30) —   
BROKEN WINGS (Shapiro-Bernstein, ASCAP) (2:04)—James makes a solid debut on Victor's new 49-cent single line. Top side is a re-recording of his old hit and it's just as appealing today as before. The flip is another old side of James, stylishly updated. Either could happen. Groove 4-1

#### BARRY RICHARDS



WHAT ARE YOU, SOME KIND OF NUT? (Spanka, BMI) (2:30)—The young chanter has a winner in his debut on the low-price Victor subsidiary. It's a hard-driving and rocking side, full of the sound the kids want. Richards is also the writer. Watch this one. Flip is "Last Night a Heart Was Broken" (Spanka, BMI) (2:56). Groove 4-2

#### SHEB WOOLEY



THAT'S MY PA (Channel, ASCAP) (2:23)—  
MEET MR. LONELY (Channel, ASCAP) (2:21)—Wooley has a fine novelty on top here, his best since "Purple People Eater." It's bright and full of cute gimmicks. The flip features a good performance of a weeper ballad with Tex.-Mex.-style backing. Both can happen. MGM 13046

#### H. B. BARNUM



HOW MANY MORE TIMES (Hilde Film & TV, BMI) (2:06)—  
BABY, BABY, BABY (ALL THE TIME) (Aladdin, BMI) (2:18)—Barnum bows on Victor with a sock reading of a big, big ballad of a broken love affair. Fem group and string ork assist neatly. The flip is a solid after-hours blues with piano and soft strings in support. Either way here. RCA Victor 7960

(Continued on page 38)



**HELEN SHAPIRO "WALKIN' BACK TO HAPPINESS."  
ENGLAND'S NO. 1 RECORD. 325,000 SOLD FIRST TWO  
WEEKS. ORDER THE ORIGINAL ON CAPITOL NOW. #4662**



Little Al Nets Extra Sales

Continued from page 15

...and he must know what he's talking about. Little Al currently has some 11 retail outlets in the Chicago area plus a substantial one-stop operation. He's one of the leading singles movers in the city and he's credited by distributors as doing a whale of a job with albums—all types, especially sound and percussion.

And—perhaps most unique—Al is one of the few retail outlets in the city still selling at list—no discount. He's got a theory about this, but more about that later.

**Extra Sales**  
Al's ideas on pushing sound albums, have to do with "getting the extra sale."

"When a customer comes into the store," says Al, "we let the store merchandise the records—we believe in letting the customer take his time and browse around. All types and categories of merchandise are displayed. There's no special emphasis on any one thing."

"After the customer has made his selection and comes to the checkout counter (the last place I can make a sale), I say something like this: 'a new record concept has been made. Its sound cannot be duplicated or appreciated in the store area. Therefore, the must is, take it home on the house. If you don't buy me, please try me.'"

**Charge Account**

Al doesn't take cash from the customer—even customers he doesn't know. "We open a charge account for the one record," he says.

Only bookkeeping is to take the man's telephone number and ask for some simple identification.

Does it work? Al says his percentage of loss is less than one out of 100. His theory on this (and if you haven't gathered it by now, Al has a theory on just about everything and he states it in terms that would make even Casey Stengel flinch), "people who have a hobby are better than people."

**Percentage of Sales**

"Our percentage of sales," he goes on, "is just about half. Of the remaining 50 per cent who didn't buy and returned the merchandise, we have still built a desire for the merchandise, and the people eventually come in to buy when they get the money."

Al says one of the biggest advantages of his "take home" system is that it saves time. As Al phrases it more colorfully, "a man that's so stupid as to play (the record) to sell, loses money. How can you afford to talk to somebody for 15 minutes to make ONE sale? On an item that has a net profit of one or two dollars, you have to have a fast way to sell."

**Add Sales**

Another advantage of the system is that it adds sales and doesn't substitute one piece of merchandise for another.

Al believes that special merchandising displays don't add business and could hurt it.

"Let me give you an example," he says. "A man comes in to buy a Sinatra or Presley—you tell him about the wonderful new sound albums—or he sees a special display. He ends up buying the sound album and leaves the Sinatra or Presley in the store. And to make matters worse—if he doesn't like the sound album, I've made an enemy."

"With my way, the man comes in—buys what he came for and what he sees and picks out himself. Then when he's ready to check out, I tell him about the 'plug' item. He takes it home with the privilege of returning it. If he doesn't like it, no hard feelings. And besides, I've also sold the original merchandise the man came in for."

The only disadvantage to Al's system is that it requires him to keep a large inventory, and he feels the dealer has to have a good relationship with his supplier to do this.

Al believes the secret of record merchandising is variety. He feels this is one place where the discount stores, drug, grocery and department stores can't compete.

This brings him to his theories on selling at full list price or no discounting.

"First, you have to offer the finest variety of merchandise in the area. You'll note, I say "finest" variety—not biggest or most."

Al feels a store should have a large display of merchandise and

Attractive Space-Saving Racks for Sound Lines



MGM

Record Hunter Displays Sell

Continued from page 15

Another important aspect of good merchandising technique is manufacturing policy and co-operation. In this connection, Schott singled out Command, and more recently, London, as co-operative manufacturers. "Command makes it easy to merchandise because they turn out a solid product, one at a time. You can put all your push behind the one album. And their own advertising is well co-ordinated with dealer promotion."

"London has been able to make the grade with Phase 4 for several reasons. First, they've given us good, colorful product, a basic; but second, they have launched the new series with a guarantee program which makes a dealer more likely to give it a good try. We've given it a good try and it's going for us. They have made it too, where others haven't, because of the quality image of the name London. That's been very important to us."

Schott also feels that sound albums, per se, are a passing fancy, particularly in the current context of the percussion type of product. "Enoch Light started the percussion trend and many followed. He is still the most successful. Now he has de-emphasized percussion in favor of pure music, through the 35-mm. package and his new classical material and he has struck oil again. London again has made it with Phase 4 because they offer a lot of music."

Schott singled out various albums as exceptional items. "Time Records has turned out some fascinating sound items of modern classics. The Phase 4 "Pass in Review" is just the best, a terrific seller. The Victor Stereo-Action line has gotten a good reception too, again because of the quality association with Victor's name. Unfortunately, some of the others were simple bandwagon riders and didn't get there fast enough with the best."

that it should be well categorized. He's proud of the fact that his stores probably have the greatest number of record categories listed in the city. "No matter what the customer is interested in, he'll find it here," says Al.

BEST SELLING PHONOGRAPHS, RADIOS & TAPE RECORDERS

These are the nation's best sellers by manufacturers, based on results of a month-long study using personal interviews with a representative national cross-section of record-phono dealers. 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 on the rank order of manufacturers' sales at each dealer, and weighted by size of dealer. Only manufacturers earning 3% or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$101 & \$150

Position This Issue	Position 8/7/61 Issue	Brand	% of Total Points
1	1	Magnavox	16.9
2	4	Decca	13.9
3	8	Voice of Music (V-M)	11.6
4	5	Webcor	10.4
5	3	Motorola	9.5
6	—	Phonola	6.5
7	7	RCA Victor	5.3
8	—	Symphonic	3.2
Others			22.7

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.

**COLOSSEUM**—Expires November 15, 1961. Started August 15, 1961. "Half Price Victory Sale." \$3.98 LP's to retail for \$1.99. Dealer cost \$1.23, f.o.b., warehouse. Label is owned by Bruno Hi-Fi Records.

**PACIFIC JAZZ-WORLD PACIFIC**—Expires November 24, 1961. Started October 9, 1961. Two LP's free for every 10 LP's purchased with a minimum order of 100 mono or stereo LP's. Covers 11 new releases. One hundred per cent exchange privilege.

**ATLANTIC-ATCO**—Expires November 30, 1961. Started October 30, 1961. "The Right Deal at the Right Time." One LP given free with the purchase of eight LP's. Deal is available to dealers through distributors and covers entire catalogs of both labels and new releases. All qualifying dealers offered deferred billing and 100 per cent return privilege. See page 4, October 30 issue, for details.

**KAPP**—Expires November 30, 1961. Started October 10, 1961. October-November Program. Ten per cent discount on 12 new releases only. Dating available to qualified dealers.

**LIBERTY**—Expires November 30, 1961. Starts October 30, 1961. Ten per cent cash discount on the label's Christmas product, including its Robert Rheims catalog, plus a new Felix Slatkin Christmas release on the Premiere label. See page 2, October 16 issue, for details.

**ABC-PARAMOUNT**—Expires December 15, 1961. Started July 17, 1961. Fall-Winter LP Program. Distributors are offered 12 1/2 per cent discount on all LP purchases. Program covers complete catalogs and new releases, including Christmas packages, on ABC-Paramount, Impulse and Chancellor labels.

**CAPITOL-ANGEL**—Expires December 22, 1961. Started October 16, 1961. Christmas Package Program. Twelve and a half per cent cash discount on all Capitol and Angel new yuletide releases, catalog as well as new releases. See page 3, October 16 issue, for details.

**CAPITOL**—Expires December 22, 1961. Started October 30, 1961. Special sales program. Dealers are offered up to two free LP's for every 10 LP's purchased of 18 of the label's Original Broadway Cast and Movie Soundtrack albums. See separate story, current issue, for details.

**MERCURY**—Expires December 31, 1961. Started November 1, 1961. "Operation Gold Rush." Fifteen per cent merchandise bonus. Plan covers 22 new albums and also gives right to buy three catalog LP's in the same price group for every new LP release purchased on same 15-for-100 basis. One hundred per cent exchange privilege on entire November release and 10 per cent exchange privilege on catalog. Dealer must place initial order by November 21.

**PETER PAN**—Expires December 31, 1961. Started August 15, 1961. Label is offering all of the current seven inch singles to dealers six for \$1.

**TIME**—No expiration date. Started November 1, 1961. Entire Series 2000 catalog will be available on a buy six-get-one-free basis.

**MONITOR**—No expiration date. Started June 19, 1961. Five LP's are specially priced to the consumer at \$1.98. Soviet Army Chorus and Band, Vol. 4; Beethoven Piano Concerto No. 4 in G, Gilels, piano; Beethoven Piano Concerto No. 5 in E Flat Major, Gilels, piano; Bach Concerto No. 1 in D Minor; Leonid Kogan Plays Prokofiev, Tchaikovsky and Saint-Saens.

**WONDERLAND**—Expires November 30, 1961. Started August 23, 1961. Dealer gets 26 albums for the price of 24. Key numbers in catalog available in two pre-paks. Label is Riverside's children's line.

**CONCERT-DISC**—No expiration date. Started September 25, 1961. Complete catalog including new releases offered on a one-free-every-five-purchased basis. Label's "Success in Life" and "The Businessman's Record Club" series available at 10 per cent discount.

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**MGM**



**RECORDS**

# THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING NOVEMBER 5

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	4	<b>BIG BAD JOHN</b>	By J. Dean—Published by Cigma (BMI)	5
2	1	<b>RUNAROUND SUE</b>	By Ernie Maresca-Dion DiMucci—Published by Schwartz-Disal (ASCAP)	6
3	2	<b>BRISTOL STOMP</b>	By Mann-Appell—Published by Kalmann (ASCAP)	7
4	3	<b>HIT THE ROAD JACK</b>	By Percy Mayfield—Published by Tangerine (BMI)	8
5	5	<b>SAD MOVIES (Make Me Cry)</b>	By Loudermilk—Published by Acuff-Rose (BMI)	6
6	19	<b>FOOL #1</b>	By Kathryn Fulton—Published by Sure Fire (BMI)	3
7	7	<b>LET'S GET TOGETHER</b>	By Richard M. Sherman-Robert B. Sherman—Published by Wonderland (BMI)	6
8	10	<b>THIS TIME</b>	By Chips Moman—Published by Tree (BMI)	7
9	12	<b>THE FLY</b>	By Madara-White—Published by Woodcrest-Mured (BMI)	5
10	6	<b>I LOVE HOW YOU LOVE ME</b>	By Mann-Kolber—Published by Aldon (BMI)	5
11	13	<b>TOWER OF STRENGTH</b>	By Hilliard-Bachrach—Published by Famous (ASCAP)	4
12	8	<b>YA YA</b>	By Dorsey-Robinson—Published by Fast-Barich (BMI)	6
13	15	<b>THE WAY YOU LOOK TONIGHT</b>	By D. Fields-J. Kern—Published by Harms (ASCAP)	6
14	11	<b>CRYIN'</b>	By Roy Orbison-Joe Melson—Published by Acuff-Rose (BMI)	10
15	23	<b>A WONDER LIKE YOU</b>	By Jerry Fuller—Published by Four Star (BMI)	3
16	18	<b>YOU'RE THE REASON</b>	By Edwards-Imes-Henley-Fell—Published by American (BMI)	4
17	9	<b>MEXICO</b>	By Boudleaux Bryant—Published by Acuff-Rose (BMI)	7
18	16	<b>(He's My) DREAMBOAT</b>	By John D. Loudermilk—Published by Acuff-Rose (BMI)	4
19	17	<b>SWEETS FOR MY SWEET</b>	By Pomus-Shuman—Published by Brenner-Progressive-Trio (BMI)	5
20	26	<b>I UNDERSTAND (Just How You Feel)</b>	By Pat Best—Published by Jubilee (ASCAP)	3
21	—	<b>PLEASE MR. POSTMAN</b>	By Dobbins-Garrett-Brianbert—Published by Jobete (BMI)	1
22	24	<b>BIG JOHN</b>	By Patton-Summers—Published by Ludix (BMI)	2
23	14	<b>YOU MUST HAVE BEEN A BEAUTIFUL BABY</b>	By Warren-Mercer—Published by Remick (ASCAP)	8
24	27	<b>EVERLOVIN'</b>	By Dave Burgess—Published by Jat (BMI)	3
25	—	<b>WHAT A PARTY</b>	By A. Domino-P. King-D. Bartholomew—Published by Travis (BMI)	1
26	25	<b>DON'T BLAME ME</b>	By McHugh-Fields—Published by Robbins (ASCAP)	5
27	—	<b>CANDY MAN</b>	By Beverly Ross-Fred Neil—Published by January (BMI)	1
28	—	<b>CRAZY</b>	By Willie Nelson—Published by Pamper (BMI)	1
29	—	<b>GOODBYE CRUEL WORLD</b>	By Shayne—Published by Aldon (BMI)	1
30	—	<b>HEARTACHES</b>	By Kleener-Hoffman—Published by Leeds (ASCAP)	1

## RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

- BIG BAD JOHN**—Jimmy Dean, Columbia 42175.
- RUNAROUND SUE**—Dion, Laurie 3110.
- BRISTOL STOMP**—Dovells, Parkway 827.
- HIT THE ROAD JACK**—Ray Charles, ABC-Paramount 10244.
- SAD MOVIES (Make Me Cry)**—Lennon Sisters, Dot 16255; Sue Thompson, Hickory 1153.
- FOOL #1**—Brenda Lee, Decca 31309.
- LET'S GET TOGETHER**—Hayley Mills, Vista 385.
- THIS TIME**—Troy Shondell, Liberty 55353.
- THE FLY**—Chubby Checker, Parkway 830.
- I LOVE HOW YOU LOVE ME**—Paris Sisters, Gregmark 6.
- TOWER OF STRENGTH**—Gene McDaniels, Liberty 55371.
- YA YA**—Lee Dorsey, Fury 1053.
- THE WAY YOU LOOK TONIGHT**—Lettermen, Capitol 4586.
- CRYIN'**—Roy Orbison, Monument
- A WONDER LIKE YOU**—Rick Nelson, Imperial 5770.
- YOU'RE THE REASON**—Bobby Edwards, Crest 1075; Hank Locklin, RCA Victor 7921; Joe Smith, Fairlane 21006.
- MEXICO**—Bob Moore, Monument 446; Lili Wally and the Harmony Boys, Jay-Jay 250.
- (He's My) DREAMBOAT**—Connie Francis, MGM 13039.
- SWEETS FOR MY SWEET**—Drifters, Atlantic 21127.
- I UNDERSTAND (Just How You Feel)**—G-Clefs, Terrace 7500.
- PLEASE MR. POSTMAN**—Marvelettes, Tamla 54046.
- BIG JOHN**—Shirelles, Scepter 1223.
- YOU MUST HAVE BEEN A BEAUTIFUL BABY**—Bobby Darin, Atco 6206.
- EVERLOVIN'**—Rick Nelson, Imperial 5770.
- WHAT A PARTY**—Fats Domino, Imperial 5779.
- DON'T BLAME ME**—Everly Brothers, Warner Bros. 5501.
- CANDY MAN**—Roy Orbison, Monument 447.
- CRAZY**—Patsy Cline, Decca 31317.
- GOODBYE CRUEL WORLD**—James Darren, Colpix 609.
- HEARTACHES**—Marceels, Colpix 612.

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**Reviews of New Albums**

the pick of the new releases:



SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

• Continued from page 28

---

**Jazz**

**MINGUS**  
Various Artists. Candid 8021 (Stereo & Monaural)—The Charles Mingus Jazz Workshop is woodshedding again. On this three-track LP, Mingus has an all-star aggregation to captain. Besides the estimable composer-leader-bassist, trombonists Jimmy Knepper and Britt Woodman, tenor saxist Brooker Erwin, alto saxist Eric Dolphy and trumpeter Ted Curson contribute to the ever-moving and amazing Mingus moods. Top jazz wax.

---

**OLE COLTRANE**  
John Coltrane. Atlantic 1373 — The title tune of this album has the Spanish beat and Coltrane playing soprano sax in his most fluent style. The one tune takes up a full side of the LP. The flip is divided into two tunes: "Da-homey" and "Aisha," where Coltrane splits his solo efforts between tenor sax and soprano. Besides the full-bodied blowing by Trane, George Lane on flute, trumpeter Freddie Hubbard, and pianist McCot Tynes also supply ram-bunctious improvisations.

---

**Classical**

**MALAGUENA**  
Carlos Montoya. RCA Victor LPM 2380 (Stereo & Monaural)—Carlos Montoya, one of the outstanding Spanish guitarists of the era, has a wonderful new album here that should sell speedily to his many, many fans. The set was recorded in concert at RCA Victor's Webster Hall in New York, and it contains flamenco selections, folias, and campanilleros, including the title song, and the familiar "Andulucia." A truly fine recording.

---

**REVERIE FOR SPANISH GUITARS**  
Laurindo Almeida. Capitol SP 8571 (Stereo & Monaural)—Laurindo Almeida performs a collection of classical items with the skill and musicianship which have made him famous. He has transcribed works by Debussy, Tchaikovsky, Ravel, Chopin, etc., and at times has written second and even third parts, performing all the parts himself via multiple recording. A lovely new album for the many fans of the guitarist.

---

**MUSSORGSKY-RAVEL: PICTURES AT AN EXHIBITION**  
L'Orchestre De La Societe Des Concerts Du Conservatoire (Vandernoot). Command CC 11003 SD (Stereo)—This is an exceptional performance of "Pictures at an Exhibition" by the Paris Conservatory Orchestra under Andre Vandernoot. It is not only the performance on the record but also the extraordinary sound that should help turn it into a strong seller. The attractive cover and deluxe packaging add plus values, very strong wax.

---

**Country & Western**

**COUNTRY HITS—SONGS I HADN'T RECORDED TILL NOW**  
Hank Snow. RCA Victor LSP 2458 (Stereo & Monaural)—Hank Snow has another blockbuster country package of 12 hits that were chart-makers for other artists. The country chanter reads the lyrics on these tunes, all weepers, in mighty convincing style. He accompanies himself on guitar and is assisted by a male chorus and country combo. Some of the titles are "Address Unknown," "Mansion on the Hill," and a "Petal From a Faded Rose."

---

**HANK THOMPSON AT THE GOLDEN NUGGET**  
Capitol ST 1632 (Stereo & Monaural)—The Brazos Valley Boys turn in a swinging live performance at Las Vegas' Golden Nugget with Thompson rendering a standout selection of tunes. Two of these are "She's Just a Whole Lot Like You" and "A Six Pack to Go," a pair of his greatest hits. There's much excitement here and the package should keep the counters busy.

---

**COZY INN**  
Leon McAuliff. ABC-Paramount ABC 394 (Stereo & Monaural)—McAuliff, whose career traces back to the Western band of Bob Wills, has produced a very strong package here. It is Western—and it swings and rocks, with plenty of horn passages in the instrumentation. Material, which includes vocals by McAuliff, has some fine blues and rhythm material, and ballads. "Cozy Inn," "Kansas City," "Smack Deb in the Middle," are typical sides. With the group are the Jordanares, thru arrangement with Capitol.

(Continued on page 50)



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# BILLBOARD MUSIC WEEK

In Two Sections.....Section 1

*in this section ...*

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

*Spotlighting*

**RECORD LABELS**

-and Their Top Records Around the World

**MUSIC PUBLISHERS**

-and Their Song Hits Around the World

**RECORDING ARTISTS**

-and Their Record Winners Around the World

**JUKE BOXES**

-Products and Prospects Around the World

BILLBOARD MUSIC WEEK

HITS OF THE WORLD



Europe

BRITAIN

- WALKIN' BACK TO HAPPINESS—Helen Shapiro
HIS LATEST FLAME—Elvis Presley
GIRL IN YOUR ARMS—Cliff Richard

SWEDEN

- DEN SISTE MOHIKANEN/PETTER OCH FRIDA—Little Gerhard
HELLO MARY LOU—Ricky Nelson
PUTTI PUTTI—Jay Epae

ITALY

- LA NOVIA—Tony Dallara
PEPITO—Los Machucambos
EXODUS—Ferrante & Teicher

HOLLAND

- OCH, WAS IK MAAR—Johnny Hoes
HELLO, MARY LOU—Ricky Nelson
TEMPTATION—The Everly Brothers

NORWAY

- MICHAEL—Highwaymen
HELLO MARY LOU—Ricky Nelson
\*VIOLETTA—Ray Adams

FRENCH (Walloon) BELGIUM

- BRIGITTE BARDOT—Roberto Seto
ROMEO—Petula Clark
IL FAUT SAVOIR—Charles Aznavour

FRANCE

- BRIGITTE BARDOT—Roberto Seto
\*LET'S TWIST AGAIN—Johnny Halliday
\*WHEELS (Dans le coeur de ma blonde)—Marcel Amont

GERMANY

- WEISSE ROSEN AUS ATHEN—Nana Mouskouri
PEPITO—Yvonne Carre
DER MANN IN MOND—Gus Backus

- LA PALOMA—Freddy
SCHLAGER VON EINST—Die Rixdorfer Sanger
SAN ANTONIO ROSE—Die Continentals
AM MISSOURI/TOM O'HARA/EINES TAGES—Die Tramps

SPAIN

- LA NOVIA—Antonio Prieto
\*QUISERA SER—Duo Dinamico
TONIGHT, MY LOVE, TONIGHT—Paul Anka
LLORANDO ME DORMI—Hnos. Rigual

Asia & Pacific

HONG KONG

- A GIRL LIKE YOU—Cliff Richard
A WONDER LIKE YOU—Ricky Nelson
MICHAEL—The Highwaymen
CINDERELLA—Paul Anka

NEW ZEALAND

- YOU DON'T KNOW—Helen Shapiro
TAKE GOOD CARE OF MY BABY—Bobby Vee
JOHNNY, REMEMBER ME—John Leyton

AUSTRALIA

- I'M COUNTING ON YOU—Johnny O'Keefe
CRYING—Roy Orbison
FIVE FOOT TWO—Brian Davies
TIME—Craig Douglas

JAPAN

- KIMI KOISHI—Frank Nagai
MOLIENDO CAFE—Hugo Blanco
\*KOSHU—Katsushima Akira
BROKEN PROMISES—Kitamura Eiji

PHILIPPINES

- IN TIME—Steve Lawrence
Theme From BY LOVE POSSESSED—Vic Damone
CHERRY PINK & APPLE BLOSSOM WHITE—Pat Boone

ISRAEL

- JOHNNY REMEMBER ME—John Leyton
THE KISSING GAME—Dion
YOU DON'T KNOW—Helen Shapiro

The Americas

PERU

- MOCHITA—Sonora Sensacion
QUIERO AMANECER—Los Llopis
FINA ESTAMPA—Los Chamas
QUERIDA—Sergio Murillo

SOUTH AFRICA

- SEND ME THE PILLOW YOU DREAM ON—Pat Boone
A GIRL LIKE YOU—Cliff Richard
TAKE GOOD CARE OF HER—Adam Wade
LITTLE SISTER—Elvis Presley

ARGENTINA

- WHEELS—Billy Vaughn
RUNAWAY—Del Shannon
AND THE HEAVENS CRIED—Tony Villar
\*QUIERO AMANECER—Sarita Lascarro

MEXICO

- \*POPOTITOS—Los Teen Tops
ACAPULCO ROCK—Los Hooligans
\*ESCADALO—M. A. Muniz
\*EL LOCO—Javier Solis

GERMANY

# Teldec Jumps 50 Per Cent in Sales

By JIMMY JUNGERMANN  
102 Ismaninger Street, Munich 27

An increase of 50 per cent in the first seven months of this year for Teldec. Three hits helped the firm reach this point: "Wheels" by Billy Vaughn on Dot, and by the String-A-Longs on Warwick; "Hello, Mary Lou" by Ricky Nelson on Imperial, and "Pepito" by Los Machucambos on Decca.

Teldec is now the most successful rep of American firms in West Germany. Among the new hits to follow are: "La Le Lu," sung in German by Connie Stevens on Warner Bros.; "La Paloma" by Elvis Presley on RCA; "San Antonio Rose" by Floyd Cramer on London; "Mexico" by Bob Moore on Monument; "Angelina" by Harry Belafonte on RCA, and "Take Good Care of My Baby" by Bobby Vee on Liberty.

Lolita received the gold award sponsored by the Norwegian daily Arbeiderbladet for her "Sailor" disk. . . . Siw Malmkvist will play "Irma La Douce" in Stockholm. . . . Lotar Olias and Heinz Wunderlich wrote a musical—but the title is now known yet. . . . Hanne Wieder guest stars in Luzern, Switzerland, in Cole Porter's "Can Can."

ITALY

## Corelli Cuts for Columbia-Scala

By MARIO DE LUIGI  
Editor, Musica e Dischi, Milan  
Tenor Franco Corelli has just cut his first opera recording for Columbia-Scala: "I Pagliacci." Corelli also has in preparation two

other recordings of Neapolitan songs: arias from operas and love songs.

**Disk News**  
Nat King Cole has just made his first Italian song, "Cappuccina" by Massara - Nisa-Pallavicini-Sherman. On the other side of the record is "Let True Love Begin." . . . The Lettermen are being heard here for the first time on "That's My Desire" and "The Way You Look Tonight."

**Visitors**  
Ralf Bendix, the German singer-author of "Babysitter Boogie," was in Milan at the end of October. . . . The Four Saints, after their many successes this summer along the Italian Riviera, are appearing now at the Arilecchino in Milan. . . . Eddie Calvert, the English trumpeter, has just made "Seranta" and "Trumpeter's Lullaby."

ARGENTINA

## Mar Del Plata Site Of 1st Record Fest

By RUBEN MACHADO  
Lavalle 1783, Buenos Aires

The First Record Festival will be held in Argentina, from February 1 to 10 in Mar del plata, the most important seaside resort in the country. This will consist of a series of concerts, public shows and music parties for children. The programs will be provided by cultural enterprises of the National Embassies, recording companies and private record libraries.

**Disk Doings**  
Mr. Luis Calvo, manager Columbia in Argentina, has journeyed to Chile and Peru to promote the

BRITAIN

# Sales of Latest Presley Disk Hit by Labor Strife

By DON WEDGE  
News Editor, New Musical Express

Elvis Presley's RCA Victor coupling, "His Latest Flame" and "Little Sister," both of which hit the American Top 20, in normal circumstances would have been expected in last week's chart. Presley's form here has consistently gained a high placing the week following release. But this coupling got held up when British Decca's New Malden plant was hit by a labor dispute. The Presley disk, said to have an advance of "over 250,000," was not shipped until the order could be met completely. This made it five days late to the distributors. Consumer reaction was undimmed by the delay. "Flame" came in at No. 2 this week and "Sister" at No. 19.

**Visitors**  
Liberty's International Sales Manager Richard Annotico stayed in Europe after the negotiations with EMI had been completed. He is on a five to six-week trip to meet the various Continental EMI branches. Annotico plans calls in Germany, Scandinavia, France, Spain, Portugal and Italy before returning to London and then Los Angeles. . . . Liberty Vice-President and Treasurer Hal Lunik was visiting London last week after a Continental vacation. . . . One sidelight of the Liberty switch from Decca to EMI was the large amount of publicity the label's execs gained in the general press. Most of the space was institutional and centered on President Al Bennett, although in many cases Liberty artists were drawn in. Space mainly stemmed from efforts of the East-Hunt publicity firm. . . . Bing Crosby's manager George Rosenberg here to set up a taping of an ABC-TV special which will probably include Shirley Bassey and Dave King as guests. . . . Julie Andrews in London on vacation at the end of "Camelot's" first year. . . . Tony Galante, Angela Venturoli, Wolmer Beltrami, Marisa Rampin, Giovanni Giglio and Albertina Bosco are touring Britain in a "Festival of Italian Song" package. . . . British booker Lyn

publishing of Argentine, Brazilian and Mexican material.

Argentine Music is interested in new markets. M. Brenner, director of Ediciones Fermata Argentina, goes on tour through Latin America which will culminate in Mexico.

Dutton flew to Warsaw October 27 for the International Jazz Festival. . . . R.&b. exponent Howlin' Wolf due for a 15-day tour from November 25. . . . Tours being set for next year include returns by Ella Fitzgerald (late February) and the Count Basie band (April).

**Disk Business**  
Gene McDaniels (Liberty) is again getting covered for the British market. His "Tower of Strength" (on London here), is opposed by an EMI newcomer Paul Raven (Parlophone), and Frankie Vaughan (Philips), a more established artist (who could and did get Palladium TV bill-topping opportunity to expose his version) looking for his first hit in a long time. . . . Adam Wade (HMV from Co-Ed) has been covered on both his recent releases but not, so far, on his latest, "Tonight I Won't Be There."

Decca has the rights to release (on London) the two current hits from the indie U. S. Sue label: the Duals' "Stick Shift" and Ike and Tina Turner's "It's Gonna Work Out Fine." . . . With "The Roaring Twenties" TV series taking hold here, Warners issued Dorothy Provine's "Don't Bring Lulu" as a single. . . . Pye put out its second set of Nonsuch high price spoken word albums; it included the first of a "speaking personally" series—this one by Bertrand Russell.

From Danish Metronome, EMI (Columbia) took Nina and Frederick's bid for another Christmas hit, "Little Shepherd Boy." . . . Pye signed Laurie Johnson, arranger-composer, as a long-term artist through Denis Preston's indie production firm; Johnson is currently clicking with "Sucu, Sucu." . . . "The Twist" has begun to get publicity here, largely as a result of its success at the Peppermint Lounge, New York. Ahead of the press coverage EMI (Columbia) had scheduled Chubby Checker's "The Fly" (from Parkway). Side is also getting extra push from Cameo-Parkway's newly appointed European rep, Harry Walters.

Pye's Petula Clark waxed French versions of "Calendar Girl" and her recent British hit, "Romeo." Thrush is now a resident of Paris, has built a completely new career through her foreign language disks. According to Hartkopps Musikforlag, Denmark, her "Romeo" disk held off six Continental covers in the local market.

MEXICO

## Elvira Rios Performs For President's Ball

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

Before leaving Mexico, Judge Robert J. Burton, vice-president of BMI, revealed to BMW that famed Mexican bolero singer Elvira Rios will be the first non-U. S. performer to appear in the show of the annual President's Black Tie Ball at the National Press Club in Washington (November 18), along with Jack Benny, Robert Merrill, Nelson Eddy, Isaac Stern, Roberta Peters, Eddy Arnold and Lionel Hampton. The show is produced by BMI.

RCA starts a new series of semi-classical disks scored for strings and pianos, which will appear on the market at the beginning of 1962. Outstanding among this high-quality series are two LP's already recorded: "Glenn Miller With Strings" by Chucho Zarzosa and "Tenderly" by Mario Ruiz Armentgol. Some of these disks will come out in the U. S. on the Camden label.

Casa Riojas, representatives of Wurlitzer, are building a new plant, where they will manufacture for all Latin America, under a French license, three models of a portable Teppaz record player (mono and stereo), which will be the least expensive on the market. . . . Jose De Jesus Hinojosa resigned his post as one of Columbia's artistic directors and was appointed general manager of a new company, Discos Alegria.

NORWAY

## 35 LP's From WB Is Largest

By ESPENERIKSEN  
Verdens Gang, Hkersgaten

Warner Bros. Records' representatives in Norway, Egil Monn Iversen A-S, one of Norway's largest diskeries, issued the largest LP collection in its history when it released no less than 35 LP records at the one time.

Among the LP records is the sound track from the movie "Parish," and, since the film was premiered in Oslo this week, the single record of "Lucy's Theme" by George Greeley is also being issued.

**Monn Keys in Sweden**  
The Monn Keys recorded an EP for release in Sweden only. The Monn Keys recently had a tremendous success (topping the charts) with their rendition of Danish tune "Ah Marie jag vil hem," and one of the four titles on this new EP is especially written to follow the success.

**Change of Label**  
Young Norwegian actress Anita Thallaug (who dubbed the Norwegian singing for Walt Disney's cartoon "Alice in Wonderland"),  
(Continued on page 48)

HOLLAND

## Cut Sinatra LP Price on Capitol

By HEMMY J. S. WAPPEROM  
Editor Platennieuws  
Postbus 43, Amersfoort

The price of Sinatra LP's on the Capitol label has been lowered by about 30 cents. This comes as a result of the Reprise competition on the Dutch market.

The premiere of Samuel Bronstein's "King of Kings" production will take place mid-December in the three big cities of Holland. There will be much publicity in collaboration with Bovema's MGM  
(Continued on page 48)

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## FRANCE

## Classical Records Also Have Hits

By EDDIE ADAMIS

92 Quai du Marechal Joffre  
Seine (Courbevoie)

When we generally speak of hits we almost always think of pop tunes. However, there still is a

## Holland Notes

• Continued from page 47

label, which has the sound-track music, composed by Miklos Rosza. Bovema people just completed an extended business trip throughout the Netherlands, which successfully achieved a closer contact with many dealers all over the country.

One of the best TV productions over here, Teddy and Henk Scholten's "Zaterdagavondaccoorden," will have a German version in December from Berlin. This husband and wife team has made recordings of children's songs for the Philips label. Teddy Scholten won the Eurovision song contest some years ago.

## New Releases

New releases on the London label here are "Sad Movies" (Lennon Sisters), "Berlin Melody" (Billy Vaughn), "Sweets for My Sweet" (The Drifters) and "So Long, Baby" (Del Shannon).

While touring South America some weeks ago the Dutch Swing College band recorded "Kunea Blues." This record met with immense success over there and has now been rush released in Holland by Philips (L. C. Phonogram).

when answering ads . . .

Say You Saw It in  
Billboard Music Week

category which earns strong sales and that is the classical disk.

Vogue Records, for instance, claim that "Adagio per archi ed organo" (Tomaso Albinoni) has been their classical best seller for 10 years.

According to La Discographie Francaise the list of September's best sellers showed: 1. "Albinoni's Adagio" by J. Witold (Vogue); 2. Rachmaninoff's Piano Concerto, Opus 2, by S. Richter (DGG); 3. Liszt's Concerto by G. Cziffra (VSM); 4. Concerto de Aranjuez by N. Yepes (Decca); 5. Vivaldi's Quatre Saisons by I Musici (Philips); 6. Boieldieu's Concerto pour Harpe by Berlin's Orchestra (DGG); 7. "Rhapsody in Blue" by Kostelanetz (Philips).

In the pop field, Serge Beucler, commercial manager of Odeon Records, reports very hot sales of Hank Ballard's original version of "The Twist."

## Norway Notes

• Continued from page 47

this week signed a contract with Nor-Disc AS.

John Leyton will move from Top Rank to His Master's Voice, starting with his next record. Top Rank and HMV both belong to EMI in England, but in Norway, Nor-Disc A-S represents Top Rank while Iversen & Frogh take care of the HMV records.

## Campaign

Music dealers and record wholesalers this week started a campaign all over Norway to increase the sales of records. Billboards, newspaper advertising and—to some extent—special offers will be used to make Norwegian buyers more record-minded.

## BELGIUM

## RCA, Fonior Deb Classical Promos

By JAN TORFES

Stuivenbergvaart, 37-Mechelen

Big sales campaigns were opened this week by Fonior as well as by RCA. Both firms are trying, in different ways, to interest the eventual buyer for classical records. RCA has started a 24-record basic repertoire composed of mostly classical records. The campaign features big advertisements in nearly every newspaper in the country and in the most important weeklies. Fonior is concentrating on the Ace of Club series, which is composed of 140 records at 195 fr. All records are from the initial Decca repertoire which once were sold at the price of 375 fr. Free catalogs are being distributed to everyone who is interested in it.

Jackie Seven, a 17-year-old girl from Mons, made her first recordings for the Vogue label. Titles are: "Viens danser le twist," "Sa grande passion," "Le rythme du rock" and "Blue Jean's rock."

## New Releases

"Och, was ik maar" is the big hit in Flemish Belgium as well as in Holland. The answer to this record is out now sung by a young Dutch girl, Paula Dennis: "Ja, was jij maar."

Among the other new releases this week we notice: LP highlights from "Porgy and Bess" sung in French by June Richmond on Odeon. As new singles we welcome: "Rocking Bicycle" and "What a Party" by Fats Domino (Imperial), "Sad Movies" by Sue Thompson (Funckler), "You Must Have Been a Beautiful Baby" by Bobby Darin (Atlantic), "Exodus" by Billy Eckstine (Mercury), "Hollywood" and "Dreamboat" by Connie Francis (MGM) and two Dinah Washington's "September in the Rain" and "It's Magic" (both on Mercury).

## SPAIN

## Hispavox to Release Reprise

By RAUL MATAS

32 Av Jose Antonio, Madrid 13

Only a few days ago Jose Manuel Vidal of Hispavox signed in New York a deal with the Reprise label.

The same local company also put on the market the first series of Discoflex records through the affiliated Sonopresse Company. The plastic records with standard covers were welcomed by distributors all over Spain. As reported by BMW many weeks before, the price — 25 pesetas (little more than 40 cents) — means the novelty disks may reach a new market. Discoflex could start thousands of youngsters building their own record libraries exclusively on these plastic records.

Odeon has just launched the Gone label here. Ral Donner is the first artist singing "You Don't Know What You Have Until You Lose It" and "So Close to Heaven."

Lou Levy of Leeds Music, New York, came to Madrid and discussed with Augusto Alguero of Canciones del Mundo, the rights of "Enamorada," the song that won the Benidorm's festival this year.

The young Argentinian style, called the New Wave by RCA, has been launched in Spain. TNT, Marty Cossens, Raul Lavie, Johnny Tedesco, Lalo Fransen, Los Four de Lugo, and Los Four del Embers will try to conquer the Spanish market. Victor Buchino, Panchito Nole and Mario Consentino's arrangements are also of a style considered New Wave.

## EIRE

## 'Irish Patrol' a Top Seller

By KEN STEWART  
Dublin Evening Mail

"The Irish Patrol" (Patrick O'Hagan), on Beltona, is reputed to have sold 12,000 copies in the first week of release. Scottish sales have already topped 20,000. It is generally agreed that the Radio Luxembourg airings have been instrumental in making the disk a hit. Fred O'Donovan, part composer of the song, told BMW: "It was lined up for the influential BBC-TV program 'Juke Box Jury,' but for some unknown reason it was withdrawn at the last minute." The disk has now been released in Britain, America, Australia and New Zealand.

Karl Denver, the British singer who is currently scoring heavily with "Mexicali Rose," may be coming here early next year. In May, 1959, he visited Dublin and was auditioned by producer Bill O'Donovan, of the Eamonn Andrews Studios. At the time, 12 songs were taped, including "Three Lovely Lassies," "She Moved Through the Fair," "Danny Boy," "The Irish Soldier" and "The Minstrel Boy." Decca is now in possession of the tapes and it is believed that the company will release six of the titles.

The Eamonn Andrews Studios in Dublin claim to have waxed the most extensive collection of the works of William Shakespeare ever recorded anywhere. These were commissioned by Spoken Word Records, New York. . . . Under the direction of John Woods, Pye's record sales chief here, the company's van service will be extended to cover the country districts from November 1. . . . According to the sponsors, "Search for a Star"—a competition to find new talent—has so far uncovered at least three voices which will be heard on wax before long. . . . Although "Forty Shades of Green" (Johnny Cash) has now slipped from the charts, the disk is still going strong in the juke boxes.

## HONG KONG

## A Strong Year For Film Music

By CARL MYATT

44 Mount Kellett Road, The Peak

The popularity of film theme music in Hong Kong has been brought to the attention of dealers this year, as never before. In 1961 five of the biggest hits were "Look for a Star," "Where the Boys Are," "Never on Sunday," "The Guns of Navarone" and perhaps most surprising of all, "The Magnificent Seven." The popularity of Al Caiola's "Magnificent Seven" appeared to catch dealers on the hop. Instruments rarely catch fire here, so a modest number of disks were pressed initially. But then the demand got so great, machines were kept working overtime.

Careful planning and good promotional tie-ups with films boost sales. With this in mind, dealers are already preparing for the arrival of the film version of "Fanny" which is due for screening in a week or so.

## Disk Chatter

Reprise's catalog of new releases has drawn very favorable comment from dealers. It has been described as "well balanced and obviously carefully planned." One dealer expressed the wish that other companies give as much consideration and thought when mapping their plans for the new year. . . . Into town last week flew a man who salvaged his war-shattered business and rebuilt it into an enterprise employing more than 30,000 people. Max Grundig, sole proprietor of the vast Grundig enterprise

## Home of the Blues Being Distributed By Vee Jay Firm

CHICAGO — Vee Jay President Ewart Abner has worked out an agreement with Ruben Cherry's Home of the Blues label, to distribute the latter's records. Future Home of the Blues releases will be issued on Vee Jay with an additional emblem of Home of the Blues. The Cherry firm has Five Royales, Larry Birdsong, Roy Brown, Willie Cobb, and Willie Mitchell under contract.

Meanwhile, Abner has branched into the night club field. He is part owner of Chicago's Southland Lounge in Chicago with Art Sheridan. Sheridan is also owner of the Bird House Club in the Windy City.

Abner recently set up Vee Jay Records International overseas to handle the label's product abroad and record local talent overseas. There will be Vee Jay reps in Western Europe, as well as Australia, New Zealand, Japan, Africa and the West Indies.

## NEW ZEALAND

## Distribution Rights Changing Hands

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

Quite a few label changes and acquisitions this week. Peak Records announced that they now have sole distributing and pressing rights to the Cadence label (U. S.). HMV, which handled the label, had some hits from Cadence and this could be a shot in the arm for the local company. Octagon Records expect to distribute Vanguard Records here, and La Gloria has the much-publicized Reprise label.

The Popular Record Club has ceased activities in New Zealand, having packed up and gone back to Australia. . . . Philips Electrical Industries have imported a large selection of jazz records from the U. S. Columbia Company. Jazz records sell in such small quantities that it is not very profitable to press them here. Imported U. S. records in this medium sell above usual prices and in reasonable numbers.

A single record from the Davco (U. S.) label, featuring thrush Merlene Garner, is floating around the town and creating interest. A couple of companies are interested in it but can't trace the source.

## Single News

Gary (U. S.) Bonds on Top Rank has a potential hit in "School Is Out." This is catching on and, with airtime, might be a winner. . . . The English singers who had a hit in "Warpaint," the Brook Brothers, have a strong follow-up in "Ain't Gonna Wash for a Week" for Pye. . . . BMW chart topper by Ray Charles ("Hit the Road Jack") is out here on Impulse. . . . Festival re-releasing the old hit by Jackie Wilson, "Reet Petite," because of constant demand. . . . Peter Posa, a local guitarist, has another effort out for Zodiac, "Berlin Melody and Guitar Boogie." Unfortunately sales of Posa's last multi-guitar disk weren't up to expectations.

of Bavaria, West Germany, touched Hong Kong during the course of a world tour inspecting the company's agencies. He was met on his arrival by Dr. D. I. Bosanquet, director of Jardine, Matheson and Co., Ltd., agents for Grundig radios and tape recorders. Traveling with Mr. Grundig are the company's export director, Mr. C. Bussmann; the social director and chief medical advisor at the Grundig works, Dr. Triebel, and his personnel assistant, Mr. Lachner.

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FOLK TALENT & TUNES

Continued from page 10

Dusty Rose, who recently took over the early-morning "Sunrise Ranch" seg, six days a week on KTNT-AM, FM, Tacoma, Wash., puts in a plea for c.&w. platters from the artists and diskeries. Dusty penned one side of the new Johnny Western release on Columbia, "Echo of Your Voice." Dusty Rose is not to be confused with

Dusty Rhodes, who was at KTNT several years back with Buck Owens and the Bar K. Gang. . . . Station KAYE, Puyallup, Wash., is broadcasting a full-time schedule of religious and country gospel records. . . . Doc Watson, in addition to his c.&w. wax spinning chores on "Look or Listens," weekdays from 8-11 a.m., over KTVW-TV, Tacoma, Wash., has added "The Doc Watson Jamboree," dance and show each Saturday.

Bobby Boyd, president of Boyd Records, Oklahoma City, reports that his firm is going all out on country music, with its latest releases in that category, including Marvin McCullough's "Are You Still in Love With Me" b.w. "Pillow to My Right"; Bobby Barnett's "Wings of a Chance," from the motion picture of the same name starring Troy Donahue, b.w. "We're Headed Nowhere," and Bobbie Sill's "How Do You Explain a Broken Home?" Sills was formerly on the Top Rank label. McCullough, who spins the c.&w. wax on the 50,000-watt KRMG, Tulsa, Okla., is slated to do a series of personals in the Las Vegas and West Coast sectors shortly after the first of the year.

Twenty-six years on one radio station with a country music show is an achievement few have accomplished, but that's the record of the Doc Williams unit, features of "World's Original Jamboree" of WWVA, Wheeling, W. Va. . . . Damon F. Flanary, who formerly jockeyed disks over Southwestern Virginia and East Tennessee stations, is back in harness after two years with the Army Administration System at Fort Ord, Calif., and is now filling a full-time slot as news director at KPER Radio, Gilroy, Calif. "It was great to move into the Northern California market where so much is happening," typewrites Damon. "I was considering a c.&w. show here but found

GOLF TOURNEY BRINGS OUT 150 MUSIC DUFFERS

HOLLYWOOD — Approximately 150 men attended the second annual West Coast Music Industry Golf Tournament held at Desi Arnaz' Indian Wells Hotel in Palm Springs. The following were the winners:

Albie Pearson, Class "A" and low gross; Stewart Phanstiel, "Class A" runner-up, J. B. Morris, "Class B" with Dick Pierce, runner-up; Tony Valerio, Henry Hart, Class "C" and low net; Joe Johnson, Class "C" runner-up; Earl McDaniel, Class "D" with Eddie Shaw, runner-up; Shaggy Wolf, closest-to-pin; Steve Girard, longest drive; Joe Perry, putting; S. J. Smith, hacker.

Henry Hurt (of Pat Boone's office) won the matched clubs and bags donated by Buddy Morris as the door prize. Five \$100 bills donated as draw prizes by Frank Sinatra were won by Sal Alberti, Ben Barnett, Red Doff, Jimmy Henderson, and Sam Lutz. Winners' trophies were donated by the major labels and Coast-based independents. Sy Devore contributed a \$50 merchandise certificate as drawing prize for non-players.

The committee staging this year's affair was headed by Pat Boone, and included Sid Goldstein, Norman Greer, Bob McCluskey, Dave Jacobs, and Murry Wolfe. McCluskey also served as master of ceremonies of the tournament banquet.

that with our present variety format many of the country hits were already getting aired." As a final note, Flanary says that plans are under way in Southwest Virginia for a folk festival in August of 1962. Highlighted would be the blue grass banjo and folk music and songs. Damon says he would welcome suggestions mailed to his permanent address: Route 1, Box 4, Gate City, Va.

Politicos Active on Nashville Scene

Continued from page 1

breakfast was Governor Davis, who not only spoke eloquently of his love of folk music, but donated several hundred pounds of Louisiana sausages for the breakfast as well. Governor Davis told his audience that man's primary needs are "food, clothing, shelter and music." Beyond this, he singled out folk music as "the music of the heart, uncorrupted by scholarship, an indelible expression of the common lot." Davis, discussing his own colorful musical campaign junkets, said, "If we had a lot more singing in the world, we'd have a lot less fighting."

At the same affair, Tennessee Governor Ellington declared, "I love country music," and went on to say that country music brings about \$35,000,000 a year to Nashville and Tennessee. The meeting also featured the annual round of awards to country artists and an introduction by deejay T. Tommy Cutrer of the entire cast of "Grand Ole Opry."

Activities Thursday evening were highlighted by the annual country awards dinner of Broadcast Music, Inc., which found clefter Harlan Howard receiving 10 song awards, a new high for any one writer in a given year. The BMI dinner dance was also enlivened by the presence of Senator Kefauver and former Governor Clement, who were introduced by BMI's Bob Burton.

Speaking of the world crisis, the senator discussed the need for "a common denominator of music for the peoples of the world. If we can find this denominator," he asserted, "we have a chance of reaching free-

dom for everyone. A song can change the course of history. Keep it up. Your songs mean much to our happiness and our future."

On a lighter note, former Governor Clement stated: "I'm just plain glad to be here. I wouldn't have been governor at 32 without you folks behind me. I helped fight your fight because I thought you were right. If you decide you need someone again, I like a good fight. Just call on me." Many circles here regard Clement as a likely nominee to run for the governorship again next year. Meanwhile, Dot Records President Randy Wood denied any aspirations for the governorship, and declared he would never run, though there have been rumors that some local circles would like him as a candidate.

Final formal affair was a luncheon sponsored by Dot Records, at which Senator Kefauver was the speaker. The senator traced the evolution of "picking and singing" from the early "opry" days 36 years ago, through the period of the "Singing Brakeman" (Jimmy Rogers) to the country music of today. As a member of the Senate Subcommittee on Juvenile Delinquency, he stressed to the jockeys their responsibilities to youth. Finally, he paid tribute to Randy Wood, "a country boy who made good through perseverance and character."

Turnout for this year's WSM event compared favorably with that of recent years, and at press time visiting jockeys turned their attention to a full round of musical and social events.

Reviews of New Singles

Continued from page 51

\*\*\* I Just Gotta Make Her Mine. FEDERAL 12435.

CHARLES BROWN \*\*\* Without a Friend — \*\*\* If You Play With Cats. KING 5570.

LATIN AMERICAN

MONGO SANTAMARIA AND ORK \*\*\* Para-Ti — \*\*\* Mongo's Theme. FANTASY 557.

BOBBY MONTEZ ORK \*\*\* Guajira Josephina — \*\*\* Tremendo Cha-Cha. PACIFIC JAZZ 325.

LIMITED SALES POTENTIAL

POPULAR

JOHNNY MITCHELL Why?—Unanswered Letters. TACIT 6137.

B. B. JOHNSON TRIO The Hawk—Ebony. MEL-O-JUKE A-B.

COO COOS Coo Coo Baby—Coo Coo Baby (Instrumental). WYNNFIELD 350.

THE DEBS Muchacha Ca Cha — If Wishes Were Kisses. ECHO 1007.

AL GARNER Scout for General Lee—Disgusted. EXCELLO 2208.

BUDDY BALBO Ring, Ring Telephone—I Lost My Seat. BAY-UKE 2.

MICKEY BLAIR There Must Be a Way—You've Changed. HAR-GLO 511.

COUNTRY & WESTERN

ROY FISHER Pool Stick Window—Moon Powers. NEW ENGLAND 1004.

NEAL HART Kiss Me Once More—Do It Now. NEW ENGLAND 1003.

Ann Fulchino Freels New Coast Info Head Of Columbia Pictures

NEW YORK — Ann Fulchino Freels has joined Columbia Records as manager of West Coast information services. She will report to John Kurland, head of the information services department in New York. Mrs. Freels was most recently with her own artists' management firm, and prior to that was with RCA Victor and Columbia in the publicity departments.

Meanwhile, at Columbia Frank Jones has been named a producer in the country and western field, and will assist Don Law, executive producer for c.&w. in Nashville. In the firm's art department, John Berg and John C. Bradford have been named to new posts. Berg is the firm's new art director for packaging design, and Bradford is the new art director for advertising. Both men will report to Bob Cato, the firm's creative director.

Association Lists

Continued from page 1

Among achievements of the past year was the success of the radio survey, originally suggested by BMW's Johnny Sippel, a board member. CMA President Ken Nelson said the survey will be made annually and will be broadened to include TV as well as radio stations.

It was also announced that the CMA Hall of Fame had been established. Fred Rose, Jimmy Rogers and Hank Williams were named as the first entrants to the Hall of Fame and \$500 bronze likenesses of these men were to be enshrined in the hall.

A new all-industry event, to be known as the International Sound Fair (to be staged next year in Detroit), was approved in concept and CMA's co-operation was pledged. Congressman Ross Bass, meanwhile, let it be known that he would sponsor an act of Congress creating a national country music week next year.

New board members in various categories were elected as follows: Artists and musicians, Tex Ritter and Webb Pierce; deejays, Biff Collie, KFOX, Long Beach, Calif., and Grant Turner, WSM; publishers, Wesley Rose; radio and TV management, Chuck Bernard, Country Music Network, New York, and Ray Odum, KHAT, Phoenix, Ariz.; record firms, Don Pierce, Stardays; trade papers, Dick Steinberg, Music Vendor; at large, Bill Denny, Cedarwood Music, and Frances Williams, BMI.

Officers elected by the new and incumbent board members include: Steve Sholes, board chairman, and Ken Nelson, president, both re-elected; first vice-president, Owen

Dealers Join

Continued from page 1

The latest problem has been Gordon Wolf's Rosarck one-stop deciding not to sell to the co-op. Originally, Rosarck was to serve as the co-op's buying agent.

Wolf, in a letter to the co-op's membership, stated his reluctance at backing out of the arrangement, and explained he was forced to drop servicing the co-op because distributors refused to sell to him. According to Wolf, some distributors felt that Rosarck was competing with them if it sold to the dealer combine.

The dealers at last week's meeting appointed a committee to study the ways and means of establishing a new source of supply for the co-op. It will report its findings at the December meeting.

The group's newly elected president, Harold Martin, told BMW that the members are quite concerned by "the misapprehension distributors seem to have concerning our co-op." Martin went on to explain that "the purpose of the co-op is not to get preferential price treatment or to squeeze a better price out of distributors. All we want are prices comparable to those paid by our competitors (i.e., discounters) and which are allowed under existing federal trade laws." Dealers here long have complained that the greater volume purchases by the big discount dealers are squeezing them out of the record business. The co-op movement started earlier this year in an effort to form a buying combine which would benefit the individual participating retailer by allowing him to share in the savings of volume purchasing.

From all indications, the co-op will not be able to get under way until after the holiday season.

WJJD Changes

Continued from page 1

Lawrence is a product of Buffalo and Syracuse.

Station management indicated that WJJD would continue its present hit-playing format. Harold Krelstein, president of the Plough network, Memphis, which owns the station, previously said that the outlet had enjoyed tremendous rating improvement over the past several months and it would be "foolhardy to look at any other programming format."

Bradley; second vice-president, Jack Lutz; third vice-president, Cal Young; treasurer, Charlie Lamb; secretary, Harold Moon; assistant treasurer, Rich Richardson; assistant secretary, Dorothy Gable. Joe Walker, executive secretary, was given a vote of thanks and a raise in salary.

HERE'S A CHART MAKER FOR SURE PROFITS!! Bobby Bland's "TURN ON YOUR LOVE LIGHT" and "YOU'RE THE ONE (THAT I NEED)" Duke 344. NEW—HOT—RELEASE! IT'S DYNAMITE Al T.N.T. Bragg's "CIGARETTES AND COFFEE" b/w "WE BELONG TOGETHER" Peacock 1907. "A GREAT SPIRITUAL" The Gospel Consolators "TESTIMONIAL SERVICE" b/w "He Won't Let You Down" Peacock 1836. DUKE & PEACOCK RECORDS, INC. 2809 Erastus St., Houston 26, Texas OR 3-2611

NEW RELEASES WITHOUT A FRIEND IF YOU PLAY WITH CATS Charles Brown . . . . . KING 5570 SHE MADE MY BLOOD RUN COLD DO YOU THINK THAT I SHOULD CHANGE Ike Turner . . . . . KING 5553 COME-A, COME-A, BABY JUST LIKE BEFORE Tony Allen . . . . . BETHLEHEM 3002 I'M TIRED OF BEING TOSSED AROUND BOOK OF TEARS Danny Overbea . . . . . FEDERAL 12434 HOLIDAY RELIGION THAT MOON IS NO STOPPING PLACE Reno and Smiley . . . . . KING 5554



ATTENTION! DISTRIBUTORS • RACK JOBBERS ONE STOPS • RETAILERS DISCOUNT OPERATORS Major LP's & EP's, Singles (all labels, all artists). Accessories. Any quantity of factory new records (not used), 33 1/2's, 45's, 78's—available to you at cost of less than manufacturer's. Send for a free listing of prices and type records we can supply. SEND FOR FREE CATALOG OF ALL MERCHANDISE AVAILABLE HAM-MIL TRADING CORP. 1520 N. Broad St., Philadelphia 21, Pa. Phone: POplar 3-0585

# Loans to Locations Banned in Chicago

CHICAGO — An ordinance prohibiting taverns from accepting loans from coin machine operators was passed by the city council here last week.

The measure was welcomed by the local trade. Loans have long been a major headache in Chicago. Outrights gifts of up to \$500 and loans of several thousand dollars were not uncommon as competition for new locations grew. Operators complained they were forced to make the loans or gifts or lose their spots to other operators.

**National**

The ordinance has also drawn national interest as the location

loan problem is not unique to the Windy City. Operators are hopeful it might serve as a model for similar legislation throughout the country.

Members of Recorded Music Service Association, local juke box group, indicated they were in favor of the new measure. The association has scheduled a meeting November 16 to discuss implications of the ordinance.

Basically, the ordinance is aimed at "dealers in alcoholic liquor" and comes under chapter 147 of the municipal code dealing with "restrictions on receiving money or anything else of value."

**Code**

It states "No person licensed under this chapter shall accept, receive or borrow money, or anything else of value directly or indirectly from any person connected with or in any way representing any manufacturer or distributor of any coin-operated or amusement device who shall install or furnish such device for use on the licensed premises; provided that the provisions of this section shall not apply to commissions or rental fees arising out of the use of such coin-operated or amusement device on the licensed premises."

### Univend 'Plus 10' Plan

CHICAGO — American Univend unveiled its new "Plus 10" plan whereby operators can lease a variety of small mint and candy venders and merchandise from the firm.

Under the plan, the operator gets a two-column machine for \$10 a year. He also gets free, a quantity of merchandise, equal at retail to the annual rental. The lease calls for a certain minimum order a year.

# Johnson Intros Coin Handling Auditor Unit



**AUDIT-IN-ROUTE**

CHICAGO — Audit-in-Route, new coin handling auditor introduced recently by Johnson Fare Box Company, got its first public showing at last week's National Automatic Merchandising Association Convention here last week.

The unit was part of Johnson's full line of coin handling, sorting and counting equipment shown at the show.

The Audit-in-Route unit is in an upright console-type unit that is designed to fit into a routeman's truck. Features include sorting, counting and locking coins up while routeman is driving; printing revenue receipts for each location.

*(Continued on page 60)*

# SURVEY SHOWS NEED FOR JUKES WITH OWN POWER

DOUALA, Cameroons—Representatives of West German coin machine firms are conducting market surveys in the African States of Cameroons, Togo, and the Mali Confederation.

These surveys have established that the coin machine market in this area depends upon portable equipment, including a portable power supply.

It is understood that on the basis of the surveys one or more West German firms intend producing juke boxes and games with a gasoline electric generator, making the equipment independent of the local power supply—or lack of it.

Such equipment, according to the market survey made in this area, would find a wide market over Africa and presumably in many other areas of the underdeveloped countries in the Middle East, Asia, and Latin America.

Juke boxes and other coin-operated equipment depending on electricity are largely valueless in the underdeveloped areas unless they generate their own electricity.

# Seeburg Reveals Latest Vending Merchandisers in Modular Line

CHICAGO—The Seeburg Corporation took the wraps off its new full line of vending equipment at the NAMA show here last week as it bowed five new units in modular design.

Included in the line are a pastry and candy merchandiser, a new cold drink machine, a modified electric cigaret machine, a carton milk vender and the recently acquired Bally coffee machine.

The units have the same basic exterior design, with blue the predominant color. Each one may be used separately, or as part of a battery set-up without separators or adapters. Each machine has a brightly lighted display.

**Candy Machine**

The 12-selection candy-pastry vender, with a capacity of up to 800 units, can offer 6 candy and 4 pastry selections, 8 pastry or 12 candy choices.

First merchandise in is the first vend, eliminating the need for hand shifting of stock. The concept involves continuous spiral shelves.

The machine may vend at any of three prices, ranging from 5

cents to 50 cents. A coin change as standard equipment, accumulates nickels, dimes and quarters to 55 cents, with self-loading nickel and dime tubes returning change for any sale up to 50 cents.

The new gum and mint unit features dual pricing at 5 cents at 10 cents, and vends six selections of any standard size or shape.

**Cigaret Vender**

The cigaret machine is similar to the previous Seeburg model, except for the cabinet changes to the new modular series. Capacity is 825, with 22 selections.

The milk vender, with a capacity of from 288 to 384 units, vends either half-pints of 10-ounce containers, in three selections. Like the candy machine, it utilizes the first-in, first-out principle.

The coffee vender, recently acquired from Bally, brews one cup at a time and also vends two other hot drinks. Cup capacity is 450.

The Ice-O-Vend cold drink machine vends drinks with or without crushed ice. The seven-selective unit has a cup capacity of 2,900

# DOUBLE-PLAY DISKS

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

FOOL #1 AND ANYBODY BUT ME	BRENDA LEE Decca 31309
A WONDER LIKE YOU AND EVERLOVIN'	RICK NELSON Imperial 5770
(He's My) DREAMBOAT AND HOLLYWOOD	CONNIE FRANCIS MGM 13039
CRYING AND CANDY MAN	ROY ORBISON Monument 447
I WANT TO THANK YOU AND DOOR TO PARADISE	BOBBY RYDELL Cameo 201
LITTLE SISTER AND (Marie's the Name) HIS LATEST FLAME	ELVIS PRESLEY RCA Victor 7908
BERLIN MELODY AND THEME FROM COME SEPTEMBER	BILLY VAUGHN Dot 16119
THE WAY I AM AND MY HEART BELONGS TO ONLY YOU	JACKIE WILSON Brunswick 85220
DANNY BOY AND FLY BY NIGHT	ANDY WILLIAMS Columbia 42199
I DON'T KNOW WHY AND IT'S ALL BECAUSE	LINDA SCOTT Canadian-American 129
I CRIED MY LAST TEAR AND A CERTAIN GIRL	ERNIE K-DOE Minit 634

# Si Redd Heads Distrib Group

CHICAGO — William S. (Si) Redd, Boston, was elected president of the National Coin Machine Distributors Association during the group's national meeting held here last Wednesday (29).

The distributors also adopted a four-point program that includes: (1) a new code of ethics; (2) a broadened public relations program to be conducted nationally; (3) adoption of an insurance program; and (4) a membership drive whereby each distributor pledged that he would bring in one new member for the coming year.

Irvin Blumenfeld, Baltimore, was elected executive vice-president; Lou Wolcher, San Francisco, vice-president, and Ron Rood, Orlando, Fla., vice-president.

**Directors**

Joe Kline Chicago, is the group's new treasurer, and Jack Bess, Richmond, Va., is secretary.

A slate of 10 directors were also chosen: Harold Lieberman, Minneapolis; John Bilotta, Newark, N. Y.; Hy Bramson, Louisville; Phil Weinberg, Dallas; Gil Kitt, Chicago; Mickey Anderson, Erie, Pa.; Jake Friedman, Atlanta; Morris Gisser Cleveland; Ed Shaffer, Columbus, and George George, Cleveland.

Irving Blumenfeld was honored with a plaque as outgoing president, as was Lou Wolcher for his role as past president and founder of the organization.

Fischer Sales donated a pool table and Bally a Marksman target



**WILLIAM S. (SI) REDD**

gun that were both raffled off. Mickey Anderson won the pool game and Irv Blumenfeld walked off with the gun.

The association's code of ethics was termed a solid step ahead by the group's new president, Si Redd. Basically, members agreed to subscribe to only the highest business standards, co-operate with law enforcement officials and support a continuing program of public relations.

Following is the code reprinted in full as a service to NCMDA and prospective members:

"The members of National Coin Machine Distributors Association, privileged to be constituents of an

organization to be dedicated to the preservation of the highest ethical and moral standards in business and civil affairs, and ever mindful of their duties and obligations as members of a free society engaged in an honorable, useful and expanding industry, do hereby declare the following code of ethics, which individually and collectively we pledge to honor, maintain and preserve.

"1. To carry out the spirit and letter of all contracts and to otherwise so conduct our business affairs in such manner as to merit the confidence and respect of our fellow members, our customers and the manufacturers which we represent and the general public.

"2. To keep faith with our associates within the industry by promoting and preserving the highest standards of business conduct; elevate and maintain the industry to a position of eminence and prestige.

"3. To co-operate with the law enforcement agencies and regulatory commissions in the field of taxation and licensing in the manner that fair and non-discriminatory treatment and practices may be afforded to all segments of the industry in all regions of the country.

"4. To actively and continuously support a program of public relations by fostering, maintaining, preserving and improving the purpose and objectives for which the association was organized as stated in the bylaws. Dated this 29th day of October, 1961.

**AMCO  
SANITARY  
VENDOR**

The Finest for  
Vending Flat Pack  
Products

1c, 5c, 10c, or  
25c Operation

Vends flat packs up to  
1/8"x2"x4 1/4". Advance  
coin detector with auto-  
matic coin return when  
machine is empty. Sepa-  
rate coin box.

For Details and Prices  
Write, Wire, Phone Today.

**J. SCHOENBACH**

Factory Distributor of Bulk and Ball Gum  
Vendors, Merchandise, Parts, Globes, Stamp  
Vendors, Folders, Cigarette and Candy Ma-  
chines, Sanitary Vendors and Sanitary  
Merchandise. EVERYTHING THE OPERATOR  
REQUIRES.

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



DIRECTORS, OFFICERS AND MEMBERS of National Vendors Association stand for a group shot during the group's open directors meeting held in Chicago last weekend, simultaneously with the giant National Automatic Merchandising Association convention. NVA's next convention, a stepped up membership program and legislative activities were subjects on the agenda.

**NVA Charts Meet Plans;  
Urged to Pursue Members**

CHICAGO—Some 75 members and directors of National Vendors' Association met here last week and charted plans for the group's convention in Miami Beach, Fla., next spring.

Also on the agenda was a new medical plan introduced by Don Mitchell, NVA counsel, and reports from the various NVA committees.

members not to let up in their membership drive and to continue to work for a successful 1962 convention.

A previous convention committee report indicated that the association would probably have over 40 exhibitors at its next conclave, one of the highest figures in the association's history.

Last year's total was around 30. A more diversified representation of exhibitors was expected to account for the increase. The bulk operators' conclave is becoming increasingly attractive to exhibitors of candy, cigarette equipment and accessory equipment, as well as the traditional bulk machine and products people.

**Legislation Program**

Raynor called on the association to think about a more active business and legislative program. He said legislative representation is needed at not only federal but State and local levels to keep the bulk industry from being subject to discriminatory bills.

Raynor also urged members not to be careless about preparing for the next convention. "A lot of associations are lax, have a poor convention and end up blaming the site for their problems," he told the group. "We've had bad times; we're doing well now, but we've got to keep working," he urged.

Site of all the activity was the NVA directors' meeting held at the Congress Hotel last Sunday (29) evening, simultaneously with the National Automatic Merchandising

Association convention being held at McCormick Place here.

A large representation of bulk vending tradesters was on hand with numerous manufacturers holding exhibits in their hotel rooms. Two machine manufacturers, Victor and Northwestern, showed their full lines of equipment at the NAMA conclave.



**ROLFE LOBELL**

Milton T. Raynor, NVA's long-time legal counsel (the association is represented by Raynor & Mitchell), told the group that the association's drop-out percentage for members during the past six months was the lowest in the group's history.

**1962 Conclave Plans**

Raynor, however, urged the



**MILTON T. RAYNOR**

Rolfe Lobell, convention chairman, introduced a new package deal that will be offered for NVA's Miami Beach conclave.

Under the plan, to be priced at under \$100 per couple for the three-day show, members will receive an entire social program as part of their fee.

**NVA Auspices**

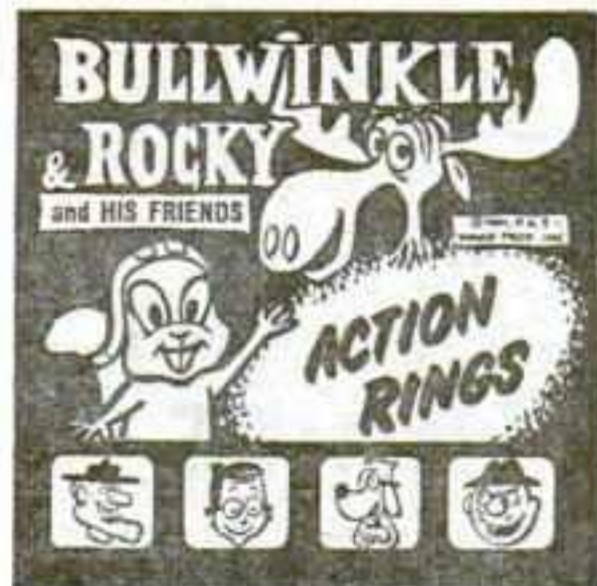
Individually sponsored parties, as previously held, are to be eliminated, with all entertainment to be under the auspices of NVA.

After brief discussion, Lobell's motion to adopt the package deal

*(Continued on page 60)*



**DON MITCHELL**



Write for price list and full sample line.

**Carl Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**MANDELL GUARANTEED  
USED MACHINES**

N.W. Model 49, 1c or 5c	\$14.50
N.W. Deluxe 1c or 5c Comb.	12.00
N.W. 10-Col. 1c Tab Gum Machine	18.00
N.W. Model #33, 1c Porc. Converter for 100 ct. B.G.	6.50
Silver King 1c B.G. or Mdse.	8.50
ABT Guns	30.00
Mills 1c Tab Gum	12.00
Model #33 Peanut, 1c	6.50

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen, Red	.72
Pistachio Nuts, Jumbo Queen, White	.65
Pistachio Nuts, Large Tulip	.69
Pistachio Nuts, Vendor's Mix	.60
Pistachio Nuts, Sheik, Red	.53
Cashew, Whole	.70
Cashew, Butts	.40
Peanuts, Jumbo	.45
Spanish	.35
Mixed Nuts	.57
Baby Chicks	.32
Rainbow Peanuts	.32
Bridge Mix	.32
Boston Baked Beans	.32
Jelly Beans	.38
Licorice Gems	.28
M & M, 500 ct.	.47
Hershey-ets	.47

Rain-Blo Gum, 72 ct.	\$.32
Malt-Ette, 100 ct., per 100	.35
Rain-Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.32
Rain-Blo Ball Gum, 100 ct.	.34
300 lb. minimum prepaid on all Rain-Blo 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.

**IMMEDIATE DELIVERY  
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**Northwestern  
SUPER SIXTY**



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.

Available with  
5c, 10c  
or 25c  
Mechanisms

**STAMP FOLDERS, Lowest Prices, Write**

**MEMBER NATIONAL VENDING  
MACHINE DISTRIBUTORS, Inc.**

**NORTHWESTERN  
SALES AND SERVICE CO.**

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446 W. 36th St., New York 18, N. Y.  
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Please rush complete information and prices on Northwestern SUPER SIXTY Ball Gum-Charms Vender (as illustrated) as well as other Northwestern machines.

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CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**KING & COMPANY**

2700 W. Lake St. Chicago 3, Ill.  
Phonet KE 5-3302

We handle complete line of machines, parts & supplies.

Also Ball Gum, all sizes; 1c Tab Gum, 5c Package Gum, Spanish Nuts, Virginia's Red Skin, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies; 1 Hershey's 180 count and 250 count Gandy Coated Baby Chicks; Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Sanitary Supplies, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write to King & Co. for prices and our new 12-page catalog.



**Northwestern  
HEADQUARTERS**

Whatever your bulk vending requirements might be, we can serve you.

Always a complete stock of outstanding Northwestern machines, parts and supplies.

Write today for complete information and price list.

**BIRMINGHAM VENDING CO.**

540 Second Avenue, North Birmingham, Alabama  
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**ATTENTION**  
 10c Capsule Vendors  
 Made in America  
**TIFFANY RINGS**  
 METAL ADJUSTABLE BANDS  
 SEMI-PRECIOUS STONES  
 TIFFANY SETTINGS  
 & PRONGING  
**AVAILABLE AT ONCE**  
 The BEST BUY in the WHOLE WORLD—  
 for Beauty and Value.  
 \$28.00 PER 1,000.  
 F.O.B. JAMAICA, N. Y.  
 SAMPLES ON REQUEST.

**SAMUEL EPPY & CO., INC.**  
 91-15 144th Pl., Jamaica 35, L. I., N. Y.

## NVDA Execs Re-Elected at Chicago Meet

CHICAGO—Officers of the National Vending Distributors Association were re-elected Sunday (29) at the Congress Hotel here. They are Moe Mandell, Northwestern Sales and Service, New York, president; Bernie Bitterman, Kansas City, Mo., treasurer, and Jack Nelson, Logan Distributing, Chicago, vice-president.

The first annual NVDA award, for industry leadership, was given to Harold Schaefer, president of the Victor Vending Corporation.

Mandell, in making the presentations, paid tribute to Schaefer for his untiring efforts on behalf of the industry.



HAROLD SCHAEFER (right), Victor Vending Corporation, accepts the first annual award for industry leadership given by the National Vending Distributors Association at the group's meeting held in Chicago last weekend. Bernie Bitterman, treasurer, and Moe Mandell, president, stand with Schaefer.

## Guggenheim Debts New Charm Items

CHICAGO—Karl Guggenheim, Inc., this week released three new charm items and displayed them here at the Congress Hotel during the convention committee meeting of the National Vendors Association.

The items are a Traffic Light, with red and green signals, a yo-yo and a compass ring. Bob Guggenheim was on hand to display the items.

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

**BULK MERCHANDISE**

	Pack Lbs.	Per Lb.
Cashews, 450 ct., whole	30	.45
Mixed Nuts	30	.55
Spanish Peanuts	30	.31
Virginia Splits Peanuts	30	.35
Rainbow Peanuts (Candy)	30	.28
Boston Baked Beans	30	.28
Licorice Lotenges	30	.28
Confection Mix	30	.28
Jumbo Pistachios, Red	30	.80
Medium Pistachios, Red	30	.70
Small Pistachios, Red	30	.60
Leaflets (M&M Style Candy)	25	.27
Teeny Jelly Beans	30	.25
Candy Corn	30	.25
Marsheyettes	25	.47
Chiclé Base Cub Chicks 520	30	.42
Chiclé Base Cub Chicks 320	30	.42
Rainbow Tabby-Lets 520	30	.32
Sugar Pops (Bulk Candy)	24	.49
Maltettes (Ball Style, 100 Ct.)	15	.35

	Pack Lbs.	Per Lb.
<b>BALL GUM VARIETIES</b>		
140-170-210 Rainbow Gum	25	.32
Rainbow 100's Centuries, Asstd.		
Colors—Grape, Cherry	18	.34
Rainbow Screwballs, 100's	15	.35
Rainbow 1/2 Chiclé 140	25	.41
Cherry 210 Count	25	.32
(ORDERS: 300 lbs. or more shipped prepaid from factory only. Full cash with order, no C.O.D.'s.)		
Adams, Wrigleys, Beech-Nut Brands, 1/2, 100's. Per Box	47	

**ACCESSORIES**

Single Floor Stand	5.50
Del. Cross Bars for Above	2.50
Triple Cross Bars for Above	2.25
4 Place Racks With Wheels	10.50
6 Place Rack With Wheels	12.50
3 Place Rack With Wheels	8.95
1/2 Coin Counting Scale	23.50
16-56 Coin Counting Scale	23.50
Stamp Folders, Per 10,000	6.50
Asstd. Trading Cards	3.25

**RECONDITIONED & REFINISHED VENDORS**

N.W. Model 49, 1/2 or 5/8 Bulk	13.50
N.W. Model 49, 1/2 Ball Gum	13.50
Silver King, 1/2 or 5/8 Bulk	8.50
Victor Universals, 5/8 Bulk	8.50
Victor Toppers, 1/2	11.00
Acorns, 1/2 or 5/8 Bulk	11.00
Silver King 5/8 Hot Nut	13.50
Ajax 5/8-10/8 3-Col. Bulk	39.50
Mills 1/2 Tab, 6 Col.	14.50
Premier 1/2 Card Vendors	14.50
3-Col. 5/8-10/8 Stamp (Folder)	15.00
Master 1/2-5/8 Bulk Vendor	10.00
Master 1/2 Bulk Vendor	7.50
Model V 1/2 Ball Gum	8.50
Schermack Roll Type 10/8 Stamp	49.50
Schermack 3-Col. Roll Stamp, 5-5-10	99.50

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

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

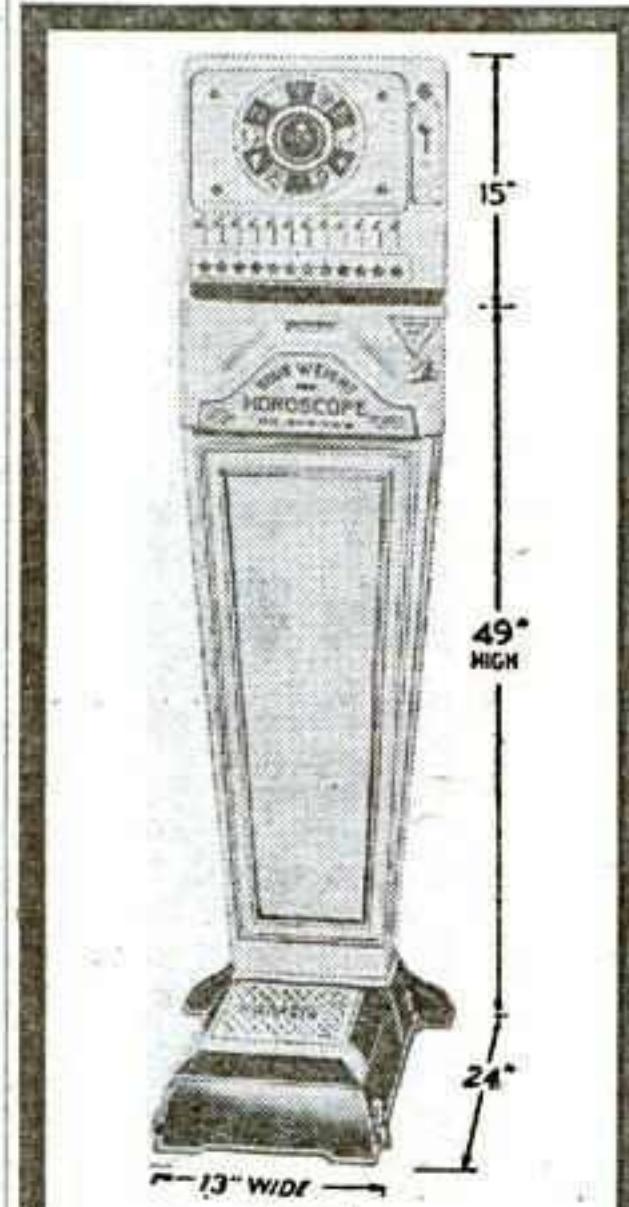
Say You Saw It in **Billboard Music Week**

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

NAME \_\_\_\_\_  
 COMPANY \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_

Fill in coupon, clip and mail to:  
**H. B. HUTCHINSON, JR.**  
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 TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.  
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## Jennings Co. Slide Vender Gets Showing

CHICAGO — A slide vender, suitable for resort and arcade locations, was displayed for the first time by Jennings & Company this week at the annual NAMA convention here.

The unit holds 800 35-mm. color slides, with eight selections of 100 each. The patron is able to view each slide before he buys, as a push button rotates the slides behind a viewing panel. The button also acts as a selection button.

According to the manufacturer, slides will cost the operator from 6 cents to 9 cents each, with the coin mechanism set for 25 cents. Price for the machine has not been set, but the manufacturer says it will be about \$300.

A Jennings spokesman said about 5,000 color slides are available to operators, with sources of supply furnished on request.

Dimensions of the machine are 19 by 19 by 61 inches. Weight is 86 pounds.

## Northwestern Unveils Bulk Vending Units

CHICAGO—Northwestern's full line of bulk vending equipment along with a new chrome Showcase stand accommodating four, six and eight machines was shown to major equipment operators and a good attendance of bulk machine traders at last week's National Automatic Merchandising Association conclave here.

The Showcase stand is made of heavy-gauge, chrome-plated steel tubing and is priced to sell at from \$10 to \$12.

Other Northwestern standards on display included the firm's Peppermint stands, "49" all-product vender, package gum vender, postage stamp machine, 10-column tab gum machine, Super 60 ball gum and capsule machines.

**BIGGEST PROFITS GUARANTEED VICTOR 2000**  
 Capacity 2,000 Balls of 100-Count Gum

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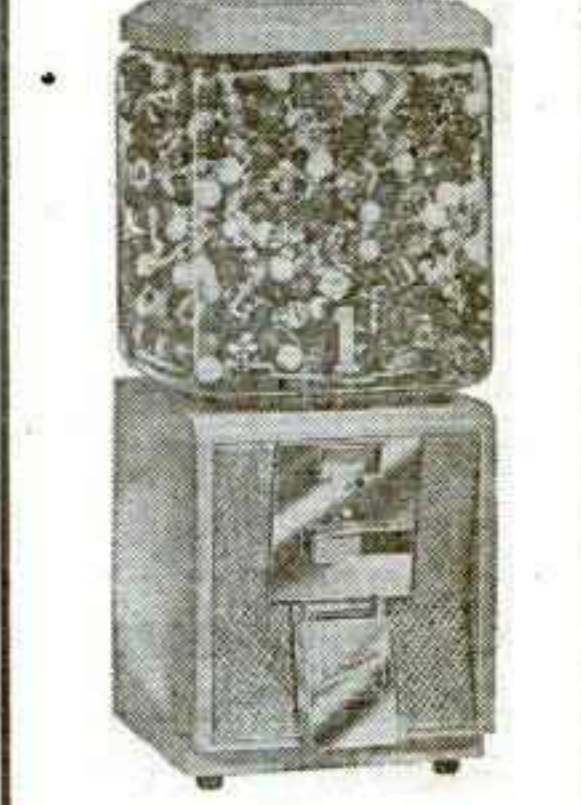
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 Put **OWL HEAD RINGS** in your machines  
 These rings are ideal for all types of vending. Brilliant detail and eyes that stare dress up your machines... empty your machines. Brilliantly vacuum plated in assorted gold and silver.  
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Try one! You'll quickly agree, it's the outstanding Bulk Vender.

Model 60 dispenses all small products from Spanish peanuts to capsules and jumbo ball gum.



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 WITH QUICK-TACH\*  
 IDEAL FOR YOUR BETTER LOCATIONS  
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 A complete bargain mix of 30% good feature items, balance bright gold and silver vacuum plated charms.  
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FREE Illustrated Sheets on all Feature Charms, Rings and Bulk Charms.

**The PENNY KING Company**  
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 World's Largest Selection of Miniature Charms

# W. Berlin Coinmen Seek U. S. Aid in Time of Trade Crisis

Continued from page 1

Even more than producers, West Berlin operators feel they could fit substantially from the U. S. aid's analysis and advice concerning the weird trade situation prevailing in this city behind the Iron Curtain.

A veteran West Berlin operator explained, "Self-pity rarely wins anybody friends, and none of us want to be accused of that. But this is in a bigger jam than hardly anybody in America realizes. We need moral as well as material support, and our trade especially requires support from our American friends."

West Berlin has become a major German coin machine manufacturing center, primarily because of the city's highly developed electronics industry (one of Europe's largest).

As the old German capital and one of the world's great cities, Berlin has always been an important coin machine operating as well as manufacturing center.

But now the manufacturers have been hit hard by Communist pressure on the city, which as aroused fears abroad that orders placed in West Berlin may not be filled, because of the Communist pressure, or may be held up by the Communists when shipped by land routes through East Germany.

The operators have been hit equally hard by the city's loss of contact with East Berlin after the August 13 seal-off of the Communist half of Berlin.

Five major Berlin operators polled on this question all agreed that East Berlin's patronage of the West Berlin trade had been substantially more important than even the trade realized.

One of the five pollees summarized, "There was a tremendous flow of East Berliners and East Germans back and forth between East and West Berlin. Most of them, of course, are very poor, and it never occurred fully to most of us how much money they were dropping in our machines."

"But now we know—from the business we're not getting. I estimate that the East Germans accounted for at least 20 per cent of our collections prior to August 13, on a city-wide average, and perhaps as high as 25 per cent."

Operators with machines concentrated close to Berlin's "little Iron Curtain" have been hit hardest, of course. For example, on streets like Bernauerstrasse (which is smack on the East-West Berlin demarcation line) collections have dropped up to 80 per cent at some locations.

West Berlin city authorities have just lifted the curtain on what heretofore was a tightly kept secret—West Berliners are abandoning the city at the rate of around 2,000 a month. This exodus could become a panic if Western support for the city ever wavered badly.

Already the city is being slowly sapped of its vitality, and this applies to the coin machine trade as well as other sectors of business and industry.

West Berlin's coin machine manufacturers are aware that their American competitors are hardly likely to assist in developing the producers here as powerful competition on the American market.

On the contrary, the Berlin manufacturers are developing proposals which they feel might work

out to the mutual advantage of the Berlin and U. S. manufacturers. They are prepared to propose:

1. That the possibility be explored of having West Berlin concerns do subcontracting for American firms, where this makes sense economically. Certain components can be produced cheaper abroad, and certain skills are present here which are too expensive or lacking in the U. S.

2. That U. S. firms might establish European subsidiaries in partnership with Berlin concerns.

3. That U. S. firms co-operate with West Berlin manufacturers in promoting the American sale of non-competing coin machine products.

4. That channels be created for the exchange of production and general trade data between the U. S. and West Berlin manufacturers.

The operators, of course, have more subtle problems in soliciting support from the American trade. But they feel that such backing could be decisive in the "battle for survival" the majority feel is inevitable.

Operators are considering these proposals to their American counterparts:

1. Assistance in campaigning for improved trade conditions, including lower taxes, lower GEMA payments, reduced prices for records and equipment.

2. Assistance in promoting the West Berlin coin machine trade.

3. Possible procurement of used American equipment at discount prices under some type of co-operative arrangement.

Most West Berlin operators feel they have been neglected in measures so far taken to alleviate general economic distress in the city resulting from the Communist pressure.

Operators complain along these lines: "Everybody in the United States talks about West Berlin—or so we read in our newspapers—and wants to help our city."

"We read that special monetary assistance been given West Berlin for this purpose, but our trade gets no help from the outside. We don't even get help from our own city officials. We have the same tax burdens, the same cost-price squeeze, the same trade restrictions that prevailed before August 13."

Most operators here feel the only practical solution to their problems is to generate more business through intensive promotion of the coin trade. Operators familiar with American trade practices feel that the West Berlin trade is a decade behind the times in promoting itself. American artists and American trade personalities could be invaluable in any West Berlin trade promotion program.

# EUROPEAN NEWS BRIEFS

## Coin Games Boom in France

PARIS—A boom in coin games is sweeping France, particularly American-manufactured games. It is estimated that there has been a nearly 20 per cent increase in the last year in the number of games being operated in Paris. Gottlieb, Williams, and Bally all find growing demand for their product in France and particularly in Paris. The bowling boom has overtaken France, and, along with introduction of U. S.-type bowling alleys with automatic pin-setting equipment, there is a boom in coin bowlers. Bally Bowlers are becoming so common in Paris that foreigners, hearing the word mentioned so often by the French, take it to be a new Parisian fashion salon.

## Common Market a Juke Boon

LONDON—British juke box manufacturers look for U.K. membership in the European Common Market to stimulate this country's retarded phonograph industry. The British market has been too small to stimulate domestic phonograph production, and Commonwealth markets have been too distant or otherwise difficult of penetration. But the Common Market, encompassing as it does the major juke box markets on the Continent, is beckoning for British producers. Many Continental trade experts believe that the British-developed Chantel box could do well in the Common Market. Chantel has been called one of the most eye-catching boxes ever designed. It has an authentic Common Market genesis. Its designer, Jean Foufoufon, is a Greek born in Marseilles. He has a French wife, for whom the box is named, and he developed the box in France, but produced it in England.

## German Ops Learning Servicing

MUNICH—West Germany's crippling labor shortage—which is growing worse—is spurring more and more operators in this country to attempt their own servicing and repair work. The small operator is finding that "do it yourself" is the only way he can remain in business, squeezed as he is by the shortage of technicians and the high wage scales they command. Most operators are finding it is possible for them to pick up sufficient technical knowledge to handle routine servicing and the simpler repair jobs. Some operators with large families are encouraging sons to specialize in electronics with a view to helping out in the family phonograph route. A surprising number of German operators have found that their wives can master juke box servicing and maintenance skills.

## Coin Quiz Game Hottest Item

BRUSSELS—Belgium's hottest new coin game is Quiz-O-Matic, the invention of a Dutch electronics engineer now employed in this country. J. A. Tuytel, the inventor, says he patterned his game after the U. S. radio-TV quiz shows. The machine operates with buttons, which are pressed to designate answers to questions. Questions are grouped into the fields of sports, music, science, and current affairs. The machine operates with movie film projecting questions and answers—true and false.

Contestants must answer five questions in 60 seconds, the machine having a built-in timer which automatically ends the contest at the end of 60 seconds. It is possible to regulate the Quiz-O-Matic to return coins deposited for correct answers and even to supply a payout to winners, provided local gaming laws allow. Otherwise, the machine is operated solely for amusement. Tuytel says he is preparing a large film library for the machine covering questions in the fields of sports, music, history, geography, current affairs, literature, films, theater, and culture. Each film contains 500 quiz games. Each player has five questions and 15 choices of answers.

## ZOA Urges Contract Caution

FRANKFURT—The Central Organization of German Coin Machine Operators (ZOA) is urging its membership to exercise greater care in negotiating contracts for locations. There have been a number of disputes recently between operators and locations, mainly involving the location's desire to terminate its agreement with the operator. A number of operators have lost their cases because of the lack of a binding contract with the location.

ZOA is counseling operators to have contracts drafted by attorneys specializing in coin machine problems. In some cases locations have ordered operators to remove equipment for no other reason than that the location's share of collections was lower than that promised by a rival operator. In other cases locations have installed juke boxes and games in competition on their premises to the equipment placed there by the original operator. If contracts are properly drafted, they can invariably be enforced by court action. Otherwise, the operator invariably loses out.

master, 510-pack capacity cigaret vender; (4) twenty-column Smoke-master cigaret vender, 672-pack capacity, three-price vending with mint and gum unit.

In the candy and pastry field, Du Grenier showed: KY series Candy Marts, 8-10 columns with mint and gum accessory units;

Theater Special candy machine, model KYNL-152, eight products, adjustable columns; Pastrymart model KP, six columns, from 72 to 114 items.

Also on hand were 8-10 column laundry supply venders, 19 shelves per column, capacity from 152 to 190 packages.

## Chevrolet Shows Op Pickup Truck

CHICAGO—Chevrolet showed its new Corvair 95 pick-up, especially suited for the vending and coin machine industry at the NAMA conclave here last week.

The truck comes in a variety of models—Corvan panel truck with side doors, 191 cubic feet of cargo space, 1,700-pound payload capacity, 4¼ feet of headroom, wide-opening double rear doors and optional left side doors.

The rampside pick-up model has a cargo ramp that swings down even with the floor of the deep-well-load compartment. It provides a gateway nearly four feet wide to allow loading. The floor is 16¼ inches off the ground, forming an easy slope.

The loadside pick-up model features a full-width pick-up box, 80 cubic feet of space. All optional three-section floor is available at extra cost.

## Du Grenier Shows Full Vending Line

CHICAGO—Du Grenier displayed its full line of cigaret, candy, cigar, pastry and laundry supply machines at last week's NAMA show with the emphasis on modernistic, modular design.

The units came in a variety of colors, attractively decorated with chrome, mirror fronts and merchandise display compartments.

In the cigaret and tobacco field, Du Grenier had: (1) M-20 manually operated, 20-brand, 720-pack capacity cigaret machine, featuring three-price vending; (2) KT series multi-pack cigar vender with four-column mint and gum accessory unit built into the front of the machine. Six columns of cigars with capacity from 114 to 150 packages are accommodated. (3) Fourteen column Smoke-

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**BARGAINS FOR THE WEEK GAMES GAMES GAMES 450 OF THEM.**

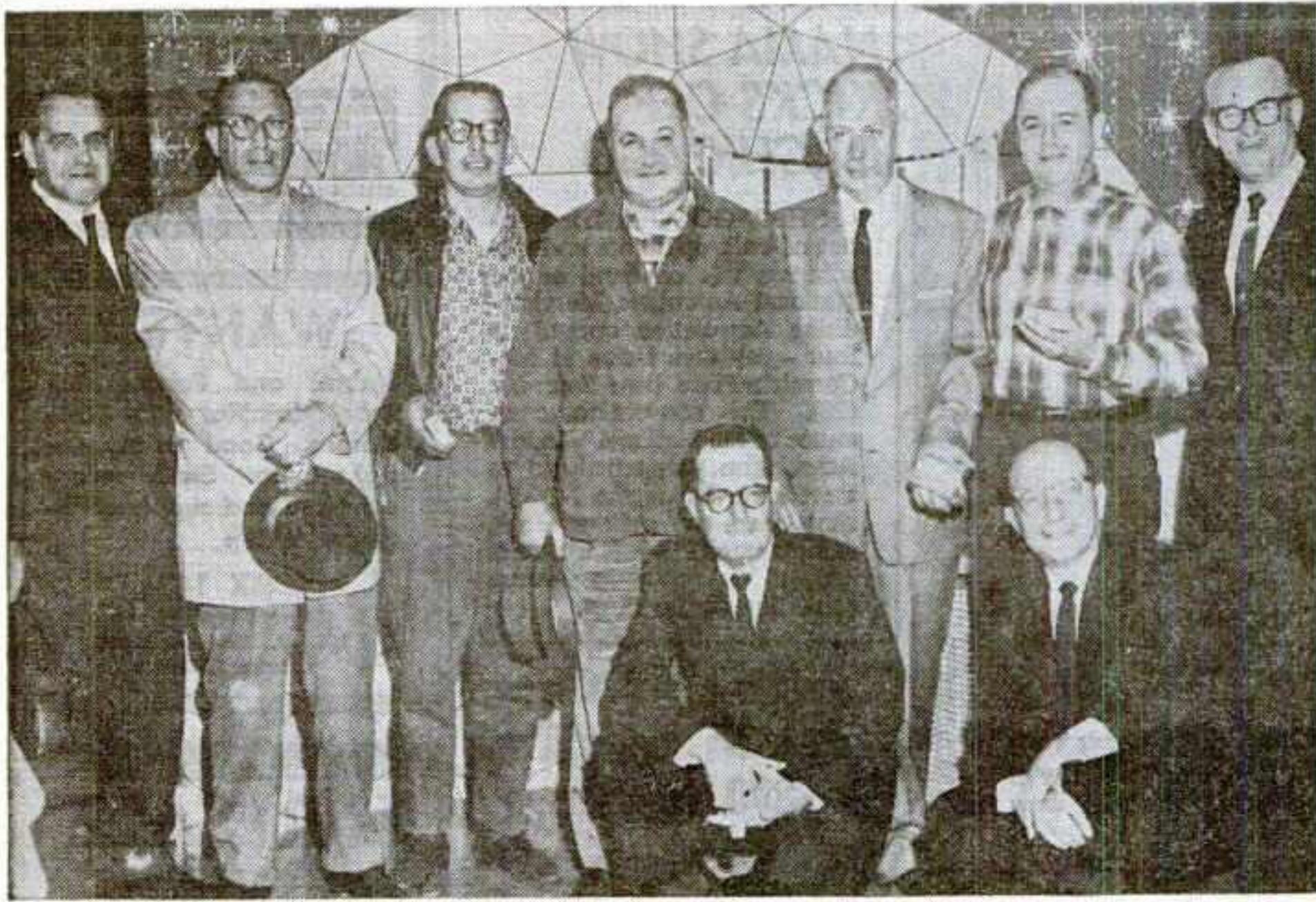
Received a Large Lot of Games in Trade, Including One Lot of 20 or 25 Low-Priced Shuffle Alleys.

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1 E-120 1 D-80  
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3 V-200 1 M-100G  
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**MONROE**  
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**HAPPY WINNERS** of a transistor radio at Atlas Music Company drawing last week stand with company officials. Eddie Ginsburg, Atlas head; an unidentified serviceman, and the four radio winners, Alex Del Giorno, Andrew Bruno, Andy Hesch and Louis Arpaia; Irving Ovitz, Atlas salesman. Kneeling, Nate Feinstein and Harold Schwartz, Atlas.

## Automatic 'General Store' Features Canteen Exhibit

CHICAGO — An automatic "general store"; a full line of modular vending machines in pastel colors; a unique "first-in first-out" candy vender; a new single-brew coffee machine, and a new "personalized" cigarette machine highlighted the display at the National Automatic Merchandising Association Convention here by AC Automatic Services, Inc., a subsidiary of Automatic Canteen Company of America.

Automart is a new automatic "general store" which accepts up to \$5 in bills and coins and sells 260 different items, including sundries, variety and sporting goods, hardware and toys, as well as hot or cold foods. Heart of the unit is the AC Automatic Bill Changer, which validates and accepts good money, but rejects foreign or counterfeit.

Vari-Fresh, is a new, high capacity "first-in first-out" candy vender which delivers the actual bar displayed.

Celebrity vending machines consist of a full line of modular vending units combining new exteriors in pastel shades with unitized construction. Two colors are available—white with orange trim, or light blue with dark blue trim. Units include the Vari - Fresh candy vender, machines for hot foods, hot drinks, sandwiches, pastries, cold foods, cold drinks, and cigarettes, plus a special condiment dispenser.

Personalized Riviera cigarette machine, a new 800 - pack unit, features a personalized display panel, with the name of the location. Special features include a new "sav-a-match" post - selection button and a choice of five front colors in vinyl-clad steel panels

which can be changed to fit surrounding decor.

Single-Brew coffee machine, new 750-cup capacity single - cup unit, is designed specifically for economical, one - cup brewing. Easily adaptable for vending hot soups, chocolate drinks and tea.

### Production Set on Vend'sal Disk Unit

CHICAGO — A 20-selection record vender to be manufactured and distributed by Vendiversal Manufacturing Corporation, Compton, Calif., will be in production by December 1, according to company officials.

The unit, first unveiled about a year ago, was showcased to the vending trade at last week's National Automatic Merchandising Association convention here.

Priced to sell at just under \$500, the machine vends seven-inch disks (45 or 33 1/3 r.p.m.) at \$1 each. The machine holds 300 records and can offer up to 20 selections.

**Showcase**  
At least five of the top hits can be showcased in a front display window.

Vendiversal is setting up a distribution network and is looking for interested distributors to handle the unit.

Suggested locations for the vender include drugstores, supermarkets, bowling alleys, theater lobbies and traditional coin machine locations in conjunction with a juke box and game set-up.

**Dimensions**  
The vender stands 58 inches high, 30 inches wide and 15 inches deep, weighing about 165 pounds. It's attractively decorated in black and green with white hammertone finish. Other color combinations are optional. The front display window is illuminated with flashing lights. Selection buttons are of colored plastic and also illuminated.

The machine is available for cash or lease. Under the lease agreement, the first and last month's rent is paid in advance and the operator pays \$12.50 per month for five years.

Under cash terms, a 2 per cent discount is given.

Terms are also available providing for a conditional sales contract with 20 per cent down, balance payable over a three-year period.

## BMW ERRS IN MOORE HEADLINE

NEW YORK — A headline in last week's issue of Billboard Music Week erroneously stated that Sanford J. Moore had been sentenced for attempted bribery of federal officials. Actually, Moore has neither been indicted nor convicted of this charge. He has been convicted, and is currently serving time, on another count — withholding assets in a bankruptcy case. The alleged bribery is being investigated by a Federal Grand Jury. And while this alleged bribery attempt involves the Moore case, the sentence itself had nothing to do with it.

## Victor Vendorama Pack Unit Leads Firm's New Equipment

CHICAGO—Victor's new Vendorama Pack Machine highlighted the firm's full-line display of bulk vending equipment at the National Automatic Merchandising Association convention here last week.

The vertical console-type machine vends a variety of packaged candies and nuts in cellophane bags. Unique feature of the machine is that the packaged merchandise is stored in a continuous cellophane belt and feeds up to the vending opening over a large wheel that is shown through a front display glass.

Upon insertion of a coin, a mechanical knife cuts the end bag loose and it drops down the vending chute.

The entire operation is lighted up and shown through the front glass. The belt of merchandise is stored in the bottom of the machine. The units are decorated in two-tone color and measure about five feet high, one foot wide and about a foot and a half deep. Price is just under \$150.

Victor also sells the merchandise in prepackaged cellophane belts. A wide assortment of nuts and candies is available. Price is to be announced later.

Victor also showed its full line of vending equipment that included Vendorama all-purpose bulk vender, Victor 2000 ball-gum vender, Pen Vendorama, Super 100 Con-

## Manufacturers Deb Wide Cigaret Machine Selection

CHICAGO—Coin machine operators in the market for cigaret machines had a wide selection to view at the recent NAMA convention here. And while the old-line cigaret machine manufacturers were on hand with their latest models, a couple of new entrants took the wraps off their first cigaret machines.

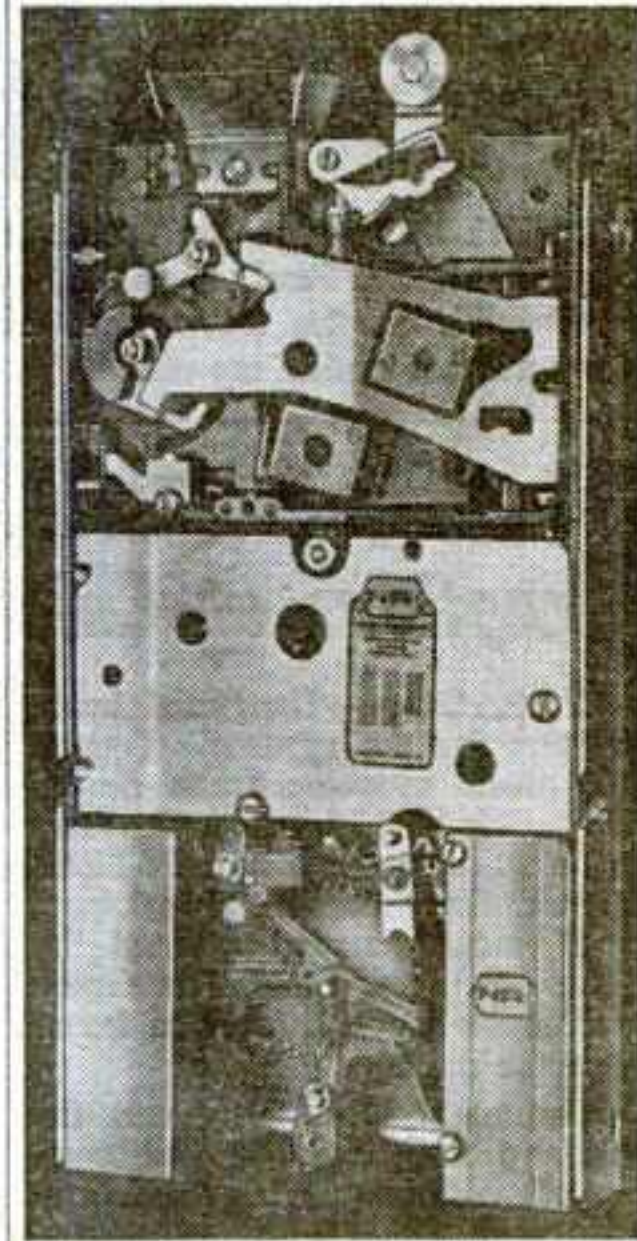
The Bally Manufacturing Com-

pany, known primarily as a game manufacturer, showed a 33-column 805. The unit has no-shift columns and operates on a first-in, first-out principal. The all-electric machine vends at any of three separate prices, with 30 columns for regulars or kings and three columns for boxes. Dimensions are 35 inches by 20 inches by 49 1/2 inches. Production is expected in about 60 days; price has not been set.

Cole Vending Industries introduced its first cigaret machine, a 20-column unit with a pack capacity of 672 packs. Price is expected to be announced shortly.

The machine will vend for up to 35 cents at any of three separate prices. Dimensions are 18 by 38 by 71 1/2 inches.

National showed its new 800 series, currently in production, while Rowe and Continental shows modifications of their existing lines. The new Vendo machine, not yet in production, will have 22 columns and vend at three separate prices. Smokeshop showed, as optional equipment, a half-dollar coin mechanism with a nickel changer and a penny changer.



A SMALL, inexpensive mechanical accumulator was introduced to the trade last week by National Rejectors. NRI says the new device has greater capacity and versatility than existing electrical accumulators and features thermoplastic gears, pawls and levers. The device can replace electrical accumulators and supplies either electrical or mechanical outputs.

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COLOR  
INSERT  
OPPOSITE  
HOT 100**



**JIM HUTTON**, emcee for Treasure Chest, daily show on KSTP-TV, Minneapolis-St. Paul, shows off the Chicago Coin ray gun that contestants on the show shot for prizes. The gun was on the show for an entire month.

**Coin Representatives Hold Swinging Receptions at Chicago NAMA Meet**

CHICAGO — Unofficial headquarters for the amusement game and music machine trade during last week's NAMA convention here was a suite in the Bismarck Hotel where Irving Kaye, New York pool table manufacturer, assisted by Barney Sugarman and Abe Green of Runyon Sales, held open house for three days.

Also at the Bismarck was the annual dinner, reception and meeting of Williams distributors Sunday night (29), with Sam Stern hosting distributors from every section of the country.

Visitors to the Kaye suite held informal business forums and were able to combine work with play, as the libations and food flowed freely.

The guest list reads like a who's who in the coin machine industry. Following is a partial list:

Gil Kitt, Dave Bond, Lou Wolscher, Bill Happel, Lou Dunis, John Michaels, Joe Auton, Norman Haas, George Happell, Ed Heath, Sam Taran, Joe Robbins, Dave Rosen, Al Rodstein, Joe Ash, Irving Morris, Moe Bloom, Phil Moss, Lou Rubin, Harold Lieberman, Tom Thompson, Frank Negri,

Ron Rood, Paul Heusch and Bud Nichols.

Also, Max and Harry Hurvich, Phil Weinberg, Cy Wolfe, Mickey Anderson, Leon Taksen, Jack Bess, George Sammons, Marshall McKee, Joe Klein, Fred Klein, Sam Kolber, Harry Silverman, Walter Waldman, Joe Westerhouse, Clint Sharkey, Sam Klein, Leo Cohen, Charles Robinson, Dave Weiss, George George, Norman Goldstein, John Bilotta, Bob Catlin, John Singer, Ray Williams, Shorty Culp, Sam Schwartz, Art Tipton, Ron Pepperle, Abe Witsen and Al Siegel.

**Acquit Seehorn of Counterfeit Cigaret Tax Stamp Allegation**

ELIZABETHTON, Tenn. — A Criminal Court jury acquitted John B. Seehorn, 24, former school teacher charged with counterfeiting cigaret tax stamps, after a trial in a strange case in which 32 cigaret vending machines were confiscated by authorities.

After the jury verdict, Revenue Commissioner Hilton Butler at Nashville began an investigation of the case because State Alcohol Tax Unit agents did not produce at the trial phony rubber stamps alleged to have been taken in a raid on Seehorn's home.

Seehorn was arrested in June by agents who, armed with a search warrant, took "about 10" phony rubber stamps which they charged were used to stamp cigaret packages to avoid payment of the State cigaret tax.

At the trial, the agents could not produce the stamps. They said they didn't know what happened to them—that they were appar-

**NAMA SHOW KICKS OFF IN CHICAGO**

CHICAGO — A fair turnout of bulk operators and distributors was on hand as the National Automatic Merchandising Association opened its four-day convention at McCormick Place here Saturday (28). The convention committee of the National Vendors Association was scheduled to meet here during the NAMA show, and two bulk machine manufacturers — Northwestern and Victor Vending—were exhibiting at the show.

**New Standard Change Maker Holds as Much As \$300 in Coinage**

CHICAGO — Standard Change Makers unveiled a new electric change center accommodating nickels, dimes, quarters and halves, part of the firm's full line of change making and coin handling equipment shown at the big NAMA vending exhibit at Chicago's McCormick Place last week.

Standard is billing it as the largest-capacity, all-purpose coin changer ever built. The unit holds from \$250 to over \$300 in change, has drawer action three-way loading and completely removable mechanism.

Also shown by Standard were its change-maker loading tubes, series 800, 900 and 1000 mechanical changers, single and double change-maker vaults. Standards three coin multi-changer, series 400 duo changer, and a variety of single changers.

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Good Mechanic who knows Shuffle Games and Phonos. Excellent salary for right man. Send past work history.  
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Pinball and Payout Mechanic familiar with Bally Games. Good salary for right man. State salary expected and supply references. Write:  
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Duet ..... 65.00

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AMI Continental Stereo 200. call or write  
AMI G 120 .....\$265.00  
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Seeburg V200 with VL Receiver 295.00  
Seeburg Wall Boxes, 3W2 ..... 39.50  
Seeburg Wall Boxes, 200 Set. 59.50  
AMI Wall Boxes, 120 & 80... 32.50

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201	..... 599
KD 200	..... 399
KS 200	..... 379
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HF 100 G	..... 299
100 W	..... 269
M 100 C	..... 199
M 100 B	..... 149

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2250	..... 369
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Continental 200, like new	..... Write or Call
Lyric 100, like new	.....\$599
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E 120	..... 119
H 200 Hideaway	..... 179

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5 Bally Skill Roll	..... 65
5 Bally Bike Kiddy Rides	.....395

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1 CC Shoot the Clown	.....\$200	League Leader	
1 Wms. Hercules	..... 260	Baseball	.....\$ 75
3 Shoot the Bear	..... 100	Motorama	..... 150
1 B. Derby Gun	..... 225	Bally Official Jumbo	.. 425
4 B. Moon Raider	..... 225	Bally Monarch	..... 375
1 Un Sky Raider	..... 150		
5 Mdwy. Shoot'g Gallery	..... 325		
2 Dodge City	..... 50		

**25 POOL TABLES WITH SLATE TOPS, \$75.00 & Up**

Send for our list of Vending Machines . . . Cold Drink . . . Hot Drink . . . Cigarette . . . Candy.

**WANTED IN TRADE**  
Bally Bingos and Bally Lottafuns.

**REDD DISTRIBUTING COMPANY, INC.**  
126 Lincoln St. Brighton 35, Mass.  
Algonquin 4-4040

**Brandt Company Debts Latest Coin Handlers**

CHICAGO—Brandt Automatic Cashier Company had a full line of coin handling equipment on display at the NAMA show here last week.

Included were several models of an electric automatic cashier, coin sorter, counter and packager (all table models), plus auxiliary attachments and stands for all the machines.

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

Chicago Area Headquarters for Parts and Accessories for all VALLEY POOL TABLES

**IMPORTERS SEND FOR FREE 56-PAGE ILLUSTRATED 1961 CATALOG**

**FIRST** COIN MACHINE EXCHANGE  
Joe Kline & Wally Finke  
1750 W. NORTH AVE • CHICAGO 22, ILLINOIS • DIckens 2-0500



## VINTAGE COIN MACHINES IN SUFFOLK, L. I., EXHIBIT

STONY BROOK, L. I., N. Y.—New York area residents are currently viewing part of the nation's most complete antique coin machine collection at the Suffolk County Museum here. The exhibit, consisting of nearly 60 pieces, is only a small part of the total collection of Frederick Fried, art director for a New York specialty store.

The display went on exhibition October 18, and will be shown up to December 23. Earliest pieces are two automatic tobacco boxes circa 1827, while the latest items were made in 1928.

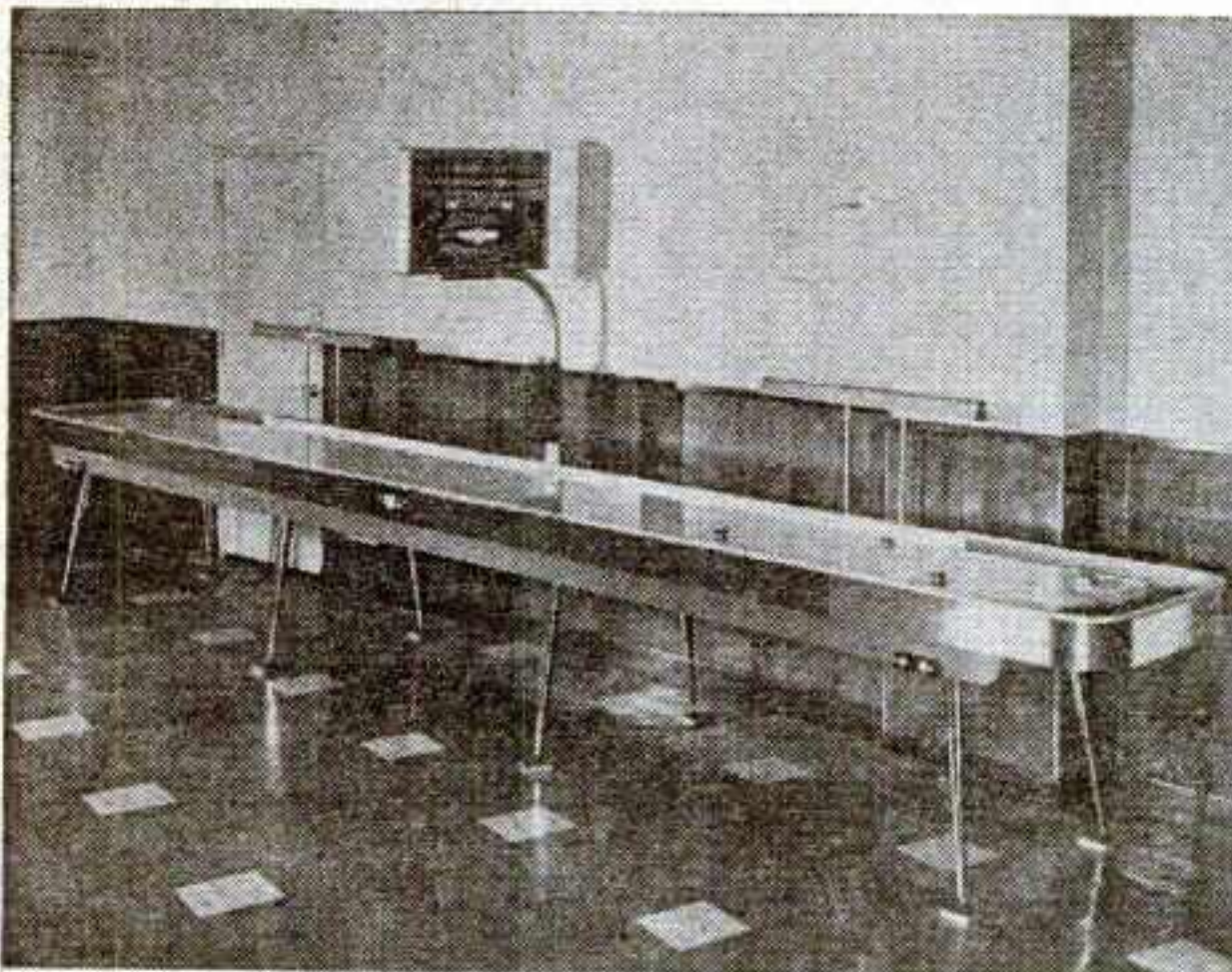
Eighteenth century pieces include the Star Pop-In Gun (1891), Zeno Gum Vender (1893), the Strong Boy strength tester and Fairest Wheel (1894), the Ogden Electric Tinger (1896), Pulver Yellow Kid gum machine and Wheel of Chance (1897), and the Hurdy-Gurdy, Caille Eclipse six slot, Caille Puck Musical Cabinet, Watling Sapho drop viewer and Mill Cricket Nickel Machine (all 1898).

Other vintage pieces on exhibit include the Mills Violano Virtuoso (1912), the Whiting Scultoscope Viewer (1913), the Little Puritan Slot (1918), Exhibit Supply's Little Gypsy Fortune Teller (1920), Iron Claw Junior (1928), and Mutoscope Shottoscope (1918).

In addition to the actual equipment, the display included posters, catalogs, engravings and slugs.

All types of coin machines—music, amusement, gambling and merchandising vending—are in the exhibit.

## Added Plant Facilities Produce New Astro-Lite Shuffleboard



NATIONAL SHUFFLEBOARD'S ASTRO-LITE Shuffleboard comes in 16, 18, 20 and 22-foot lengths.

EAST ORANGE, N. J. — National Shuffleboard here has added 10,000 square feet to its existing plant facilities for production on the firm's new Astro-Lite Shuffleboard.

Features of the new unit, currently in production, are brass-finished structural steel legs tapered down to heavy ferrules and long rubber adjusters, and charcoal-colored rail facings, with gold and silver glitter. The plastic facings are backed with vinyl and capped in gold aluminum.

Aprons are vinyl upholstered,

and metal-clad bumpers come in a green-gold finish.

Playing top is hard-rock maple, coated with a clear acrylic finish. Each playing top has a built-in level adjustment.

The new lightweight scoreboard has no moving parts and is visible from 75 feet. Play control is maintained with a new self-locking device.

The interchangeable and simplified scoring-coin control mechanism comes in a small metal-clad container. It can be removed and replaced in five minutes by unhooking the plug and socket connection and disconnecting the screws.

The unit is shipped, packaged in pre-assembled and pre-aligned form. The manufacturer says it can be put together in an hour with a screwdriver, wrench and level.

Models are available in 16, 18, 20 and 22-foot lengths. The unit is lighter and less bulky than the firm's previous models.

### Wurlitzer Flash Fire Misses Juke Boxes

NORTH TONAWANDA, N. Y. — A flash fire which destroyed a sealed section of the Wurlitzer plant did not effect any of the firm's juke box line. The fire was put out in 20 minutes.

Classified work was under way in the area, and the Atomic Energy Commission has begun an investigation. Some 23 workers were burned, but only one, Mrs. Marie Newhaus, was listed as critical.

## PRACTICAL PUBLIC RELATIONS

### Chicago Operator Named To High Boy Scout Berth

CHICAGO — In his own quiet way, Leonard Miska has been doing a public relations job for the coin machine industry for many years—but he never called it that. For him, it's just been the way he wanted to conduct his business, and his life.

Last week, the Chicago operator was appointed chairman of the 1962 Boy Scout Finance Campaign in the Stockyard district here. It's typical of the numerous civic and philanthropic offices he already holds and in which he is active.

Miska is president of Southtown Music Corporation, long-time operating firm here. His business life is as exemplary as his outside activities. In the words of Mike Spagnola, Atlas Music Company, "in addition to his many civic endeavors, Leonard maintains a beautiful office and shop which is a credit to the business." His reputation among fellow operators is likewise high.

The annual drive for the Chicago Boy Scout council gets underway early next year. Some 300 volunteers will be selected to work on the project.

Miska's other activities look like a "Who's Who" or more appropriately "What's What" of the business and civic world. He heads Hartford Finance Corporation, his own firm, is chairman of the Back of the Yards Home Improvement Committee (South Side civic group, active in urban improvement as well as politics), is vice-president of the 47th and Ashland Businessmen's Association, and a member of the advisory committee to the Tubercular Institute of Chicago.

He is a director for the South Side Planning Commission, Mercy Hospital, and St. Procopius College in Lisle, Ill. He formerly had charge of the Southwest Chicago Community Fund and the Red Cross appeal and was appointed by Mayor Daley as chairman of the recent Pan-American games.

If all this isn't enough, Miska still finds time to follow his own hobbies. He loves to travel and has visited more than 45 countries—calling on the rulers of many.

He was on the official guest list of Albert Cardinal Meyer's trip to Rome when the Prelate received his Red Hat in Vatican ceremonies.

Miska spent a summer with a Mexican explorers' group climbing the highest peaks of the Sierra Madras and has also been on numerous safaris in South and Central America on hunts and studies of anthropology.

The coin machine industry's "Man on the Go" attended Western State Teachers College, Kalamazoo, Mich., and the Inter-American College, Saltello, Mexico.

### Greentree Techno Publicist

NEW YORK — The Techno-Vending Corporation, manufacturer of kiddie rides and coin machine distributor and operator, has appointed the Greentree Company, Inc., as its advertising and public relations agent.

## WE'RE SHIPPING GOTTLIEB'S LATEST! FLIPPER FAIR

GREATEST OF THE ADD-A-BALL GAMES! SPECTACULAR LIGHT BOX ANIMATION! ORDER NOW!

### WANT TO BUY GOTTLIEB GAMES

—HIGHEST PRICES PAID!  
SHOWBOAT—OKLAHOMA  
FOTO FINISH—MERRY-GO-ROUND  
KEWPIE DOLL—CAPT. KIDD  
DANCING DOLLS—WAGON TRAIN  
LITE-A-CARD—MADEMOISELLE  
AROUND THE WORLD—ATLAS  
SUNSHINE—CONDOLIER  
ROCKET SHIP—ROTO POOL  
PICNIC—WHIRLWIND  
RUSH YOUR LIST—FAST ACTION!

### SPECIALS!

Completely Reconditioned  
6-Pocket POOLS .....\$150  
C. C. 14-Foot  
BOWLING LEAGUE ...\$100

### NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey, Chicago 14, Ill.  
BUckingham 1-8211

2 1/2 Times More Circulation Than the Next Magazine!

TOTAL PAID CIRCULATION

OF THIS ISSUE OF BILLBOARD MUSIC WEEK

21,273

THE WORLD-WIDE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

BILLBOARD MUSIC WEEK

## AVAILABLE NOW

AMERICAN'S

*Imperial*

with new, outstanding features!



▲ NEW BUILT-IN LIGHT — Spotlight is built into scoreboard, illuminating center of playing field. This unusual, dramatic effect increases the beauty and appeal of the IMPERIAL.

▲ NEW LAMPS ON EACH END OF IMPERIAL—Provides greater illumination at each end of shuffleboard.

▲ TOTALLY NEW SCOREBOARD—Cantilevered over center of shuffleboard for complete visibility from any angle.

American's IMPERIAL has been in operation for two years. Thousands of operators have praised its performance and beauty. It has completely revolutionized the shuffleboard business.

THESE ALL NEW FEATURES INCORPORATED INTO THE FLAWLESS IMPERIAL CONTINUE TO MAKE IT THE FINEST SHUFFLEBOARD ON THE MARKET TODAY.

It is available with or without exclusive Magno Play Control. See it at your distributors now or write for complete color brochure.

SHUFFLEBOARD COMPANY

210 Paterson Plank Road Union City, New Jersey UNION 5-6633

American



HERE'S THE real Richard M. Prendergast. Last week's BMW story about the new AC Automatic Services, Inc., director of marketing was correct—but the photo of Prendergast was inadvertently switched.



Joe Ash says . . .

**CONTACT ACTIVE FOR PINBALLS**

THE LARGEST DISTRIBUTOR OF PINBALL GAMES IN THE WORLD!

Exclusive Gottlieb and Rock-Ola Distributor for Eastern Pennsylvania, South Jersey and Delaware.

**ACTIVE**

AMUSEMENT MACHINES CO.

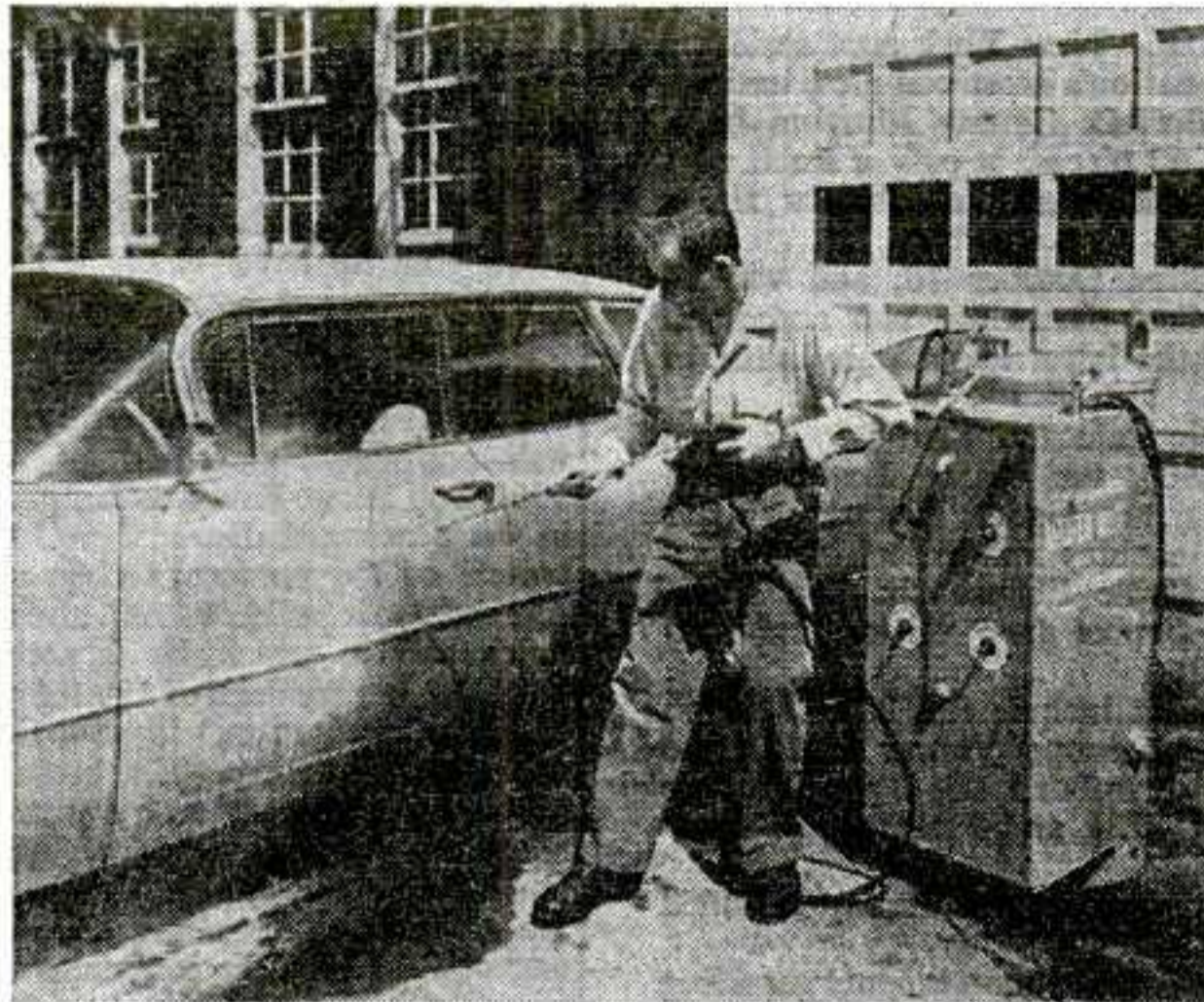
666 N. Broad St. Phila. 30, Pa.

POplar 9-4495

Write or wire for prices

You can ALWAYS depend on ACTIVE ALL WAYS

**Capitol Projectors Will Distribute Coin-Operated Auto Wash Machine**



THE FIRST STEP—spraying the car with detergent using new coin-operated car-washing unit being distributed nationally by Capitol Projectors. Car is then rinsed with high-pressure water spray and washing operation is completed.

CHICAGO—Capitol Projectors has taken on national distribution of a coin-operated car washing machine which it showed to the vending trade at last week's National Automatic Merchandising Association Convention here.

The unit is manufactured by Service Metal Fabricators, Inc., Chicago, pioneer manufacturers of professional automobile laundries.

Capitol will appoint distributors for the equipment throughout the country. The unit is a console-type device, rectangular, about four feet high and two feet wide and deep.

It is on wheels, and consists of a tank for heating and pressurizing water, detergent tanks and accessory equipment for the actual washing operation.

The complete car-washing operation should take 10 minutes. It consists of spraying the car with detergent, brushing the wheels with high pressure water, and then a final rinse.

According to Capitol, the device enables small garages to put their car-washing operation on a paying basis. Time and labor are cut and a garage need not have a car wash bay. No installation of the unit is needed.

**Johnson Intros**

Continued from page 53

printing revenue slip for entire route, providing en route check of vending machine revenue against inventory sales, detecting erratic vending machines for same-day repair.

The unit is fully automatic, operates off the truck battery and is available with self-locking vault. Johnson also showed its auditmaster sorter and counter, high-speed counter and packager, manual and motorized coin counters, coin sorters and coin wrappers.

**NVA Charts Meet**

Continued from page 54

program was overwhelmingly carried despite the strenuous objections of a charm manufacturer who argued the new idea prevented a manufacturer from entertaining the people he desired.

The Miami Beach convention program will include the usual schedule of business meetings, forums, speakers, plus a directors' meeting. Also on the agenda will be a meeting of the bulk vending distributors' association.

**50 Members Needed**

Don Mitchell told the group that 50 members are needed to adopt the group's new major medical health plan. The association's previously proposed program was not enacted because of insufficient membership.

The new program calls for 80/20 per cent coverage for all hospital and medical bills (including out-of-hospital care) after a \$300 deductible up to \$10,000. Members, wives, families and employees are eligible. Applications and requests for information are to be sent to NVA headquarters in Chicago.

Also proposed, and since approved, was a program whereby any new NVA applicant who applies through BMW, receives a BMW subscription for one year as part of his association dues. The BMW program will be started shortly.

**NEW**

**WORLDWIDE SERVICE COIN MACHINE PARTS AND SUPPLIES WICO**

**Did You Receive Yours? WICO'S New 1962 CATALOG 176 Pages!**

Contains the most complete selection of parts and supplies for coin-operated phonographs, shuffle alleys, bowling alleys, pin games, gun games, pool tables, etc.

We have just completed the mailing of our new 1962 Catalog as shown. If you haven't received your copy of this giant 176 page catalog . . . then WRITE TO US TODAY for your FREE catalog!

**New Section! VENDING Parts and Supplies**

Featuring

- ★ Music Conversion Units
- ★ New Speaker and Baffle Systems
- ★ Extensive Line of Pool Supplies

**WICO CORPORATION**

2901-13 NORTH PULASKI ROAD Chicago 41, Illinois MULberry 5-3000

Largest Coin Machine Parts and Supply House

**Use WAIKIKI BEACH a Royal Revamp**

ROYAL DISTRIBUTING CO., INC.

2070 Seymour Ave., Cincinnati 37, Ohio

**FOR SALE Telephone Music System**

20 stations (Singing Towers) 20-45's turntables—800 record circular record stand.

**VERN RAW**

P. O. Box 23 Seaside, Ore.

**SHAFFER MUSIC CO.**

849 N. High St. Columbus 8, Ohio

Cable: SHAFCO, Columbus, Ohio

You get more . . . you make more with Shaffer Music used equipment. Yes, when you buy from Shaffer you buy with confidence. Write today for listings.

**FOR SALE**

Gottlieb CLASSY BOWLER . . . . .	\$ 60.00
Gottlieb CONTINENTAL CAFE . . . . .	115.00
Gottlieb CRISS CROSS . . . . .	125.00
Gottlieb MISS ANNABELLE . . . . .	200.00
Gottlieb QUEEN OF DIAMONDS . . . . .	195.00
Gottlieb ROYAL FLUSH . . . . .	75.00
Gottlieb SILVER . . . . .	125.00
Gottlieb SITTING PRETTY . . . . .	160.00
Gottlieb SPOT-A-CARD . . . . .	275.00
Gottlieb SUNSHINE . . . . .	170.00
Gottlieb WHIRLWIND . . . . .	170.00
Williams CROSSROADS . . . . .	140.00
Williams DELUXE 4-BAGGER . . . . .	160.00
Williams GUSHER . . . . .	125.00
Williams KING-OF-SWAT . . . . .	90.00
Williams NAGS . . . . .	175.00

**MUSIC**

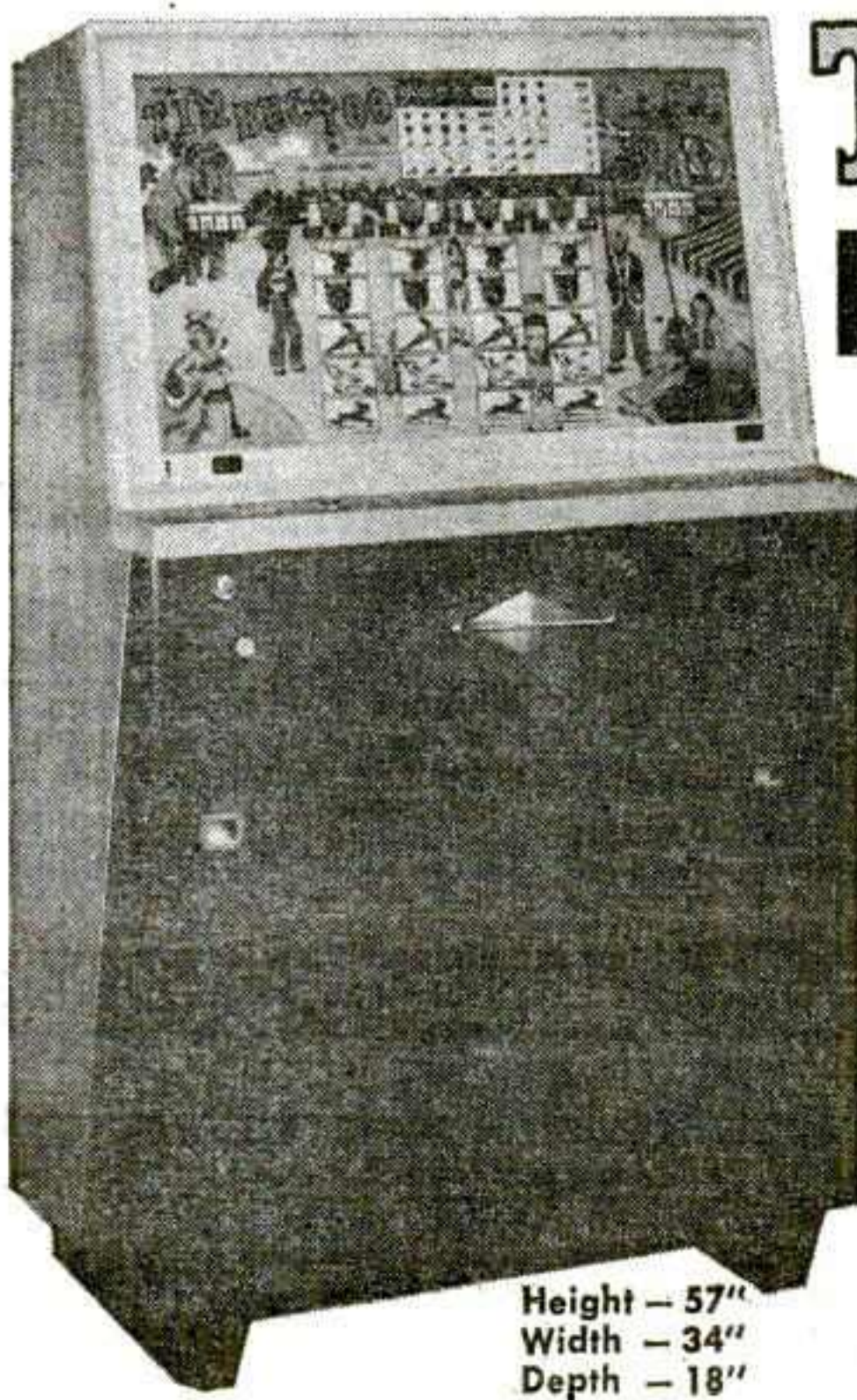
Seeburg KD-200 . . . . .	\$350.00
Seeburg JL-100 . . . . .	450.00
Seeburg R-100 . . . . .	350.00

**MARK COIN, INC.**

4540 Olive St. St. Louis 8, Mo.

Phone: FOrest 1-0888

*A new hit . . . by Games, Inc.*



**TWIN TWIN**

**116 WAYS TO SCORE**

**BUC TOO**

**LIGHT THE NAME FOR ADDITIONAL FREE PLAYS**



ORIGINATORS OF MODERN UPRIGHT ELECTRIC FREE PLAY SCORING GAMES

Height — 57"  
Width — 34"  
Depth — 18"

Distributed by **MICKEY ANDERSON AMUSEMENT CO.**  
314 E. 11th St., Erie, Pa. GLendale 2-3207

Say You Saw It in **Billboard Music Week**

SEE  
**AMI**  
**COLOR**  
**INSERT**  
OPPOSITE  
**HOT 100**



**Midwest**

Carl Happel, Orville Carnitz, and their wives are preparing for their trip early in November to the Caribbean with a group of other Rock-Ola distributors. According to Happel: "This year is ending up pretty good. I hope that next year is at least as good."... Music and games takes are in need of improvement, according to Glenn Geadtke, G. & W. Novelty Company, South Milwaukee. Geadtke and his crew have been kept busy changing over all of their cigaret vending machines to the new 35-cent price tag as the result of the added penny State tax.

"Operators are not going for the 33 singles," claims disk buyer Jim Mayer, Record City. Heavy demand among operators is for standards as the Ken Griffin organ and Mitch Miller sing-a-long packages. ... Gene Geier, formerly with Isle of Music, is now on the Record City staff. Operators stopping in at the Record City one-stop, this week, included John Jesinski, Sheboygan; George La Rose, Fond du Lac, and Andy Waterman, Wisconsin Dells.

To date, Sandler Distributing Company, Minneapolis-based distributor for the Wurlitzer line, has not set up a Milwaukee office. Reports are that the firm is scouting for a location near other major distributors here and is also dickering with several local coinmen for top spot in the new office.

Sam Hastings, Hastings Distributing Company, reports his firm is "getting its feet wet" in the cigaret vending field. In addition to building a cigaret vending route, Hastings is also doing some jobbing of new and used smokes equipment. Plans also call for carrying a few premium items for holiday selling, says Hastings. Mostly plush animals, watches and small appliances.

Phonograph record sales at the Paster Distributing Company, AMI wholesaler, have begun to show good results, claims Sam Cooper. A recent circularizing of State operators, informing them of the 35-r.p.m. singles on sale at Pastors stirred up interest. ... Jerry Glassman, counter man at the Third Street Radio Doctors one-stop, is recuperating nicely from abdominal surgery at Mount Sinai Hospital, October 23.

United, Inc., is now the State distributor for U-Mix-It coffee vending machines. According to Harry Jacobs Jr., the firm will operate as distribute the equipment. Plans call for a sales meeting of recently signed dealers next week at the United, Inc., headquarters.

Benn Ollman

ANOTHER  
REASON  
WHY THE  
**ROCK-OLA**  
Princess  
PHONOGRAPH  
**IS YOUR BEST BUY** SERVICEABILITY

look to **ROCK-OLA** for advanced products for profit

**THE PRICE IS RIGHT**

Guaranteed  
**Like New**

**12** MIDWAY  
SHOOTING GALLERIES  
**\$345.00**  
Each

**15** MIDWAY DELUXE  
SHOOTING GALLERIES  
**\$395.00**  
Each

All Prices Quoted Crated F.O.B. Phila.  
WIRE—PHONE—WRITE TODAY

**DAVID ROSEN**  
Exclusive A. M. I. Dist. Ea. Pa.  
855 N. BROAD STREET, PHILA. 23, PA.  
PHONE: CENTER 2-2903

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

**ATLAS . . . MUSIC . . . VENDING**

MUSIC—Reconditioned	
SEEBURG 220-SH.....	\$695
A.M.I. E-120 .....	145
A.M.I. F-120 .....	245
A.M.I. G-120 .....	275
A.M.I. H-200 .....	425
A.M.I. I-200E .....	\$525
A.M.I. J-200 .....	595
A.M.I. K-100/120 .....	595
SEEBURG L-100 .....	465
SEEBURG 222 .....	795
ROCK-OLA 1446 .....	195

VENDING—Reconditioned	
WITTENBERG REF., 24 SEL.....	\$795
STONER D-500 COFFEE .....	295
NATIONAL CANDY, 10-COL.—SLANT	260
SEEBURG 800 E-2 CIGARETTE .....	225
SEEBURG 800-E1 CIGARETTE ...	195
ROWE L-1000, 4 FLAVOR .....	\$ 595
APCO 6 FLAVOR, ICE .....	1145
APCO 4 FLAVOR, ICE .....	1095
NATIONAL CIGARETTE, "111"—Slant	175
CONTINENTAL CORSAIR "30" .....	195



Distributors for  
**AMI — ROWE**

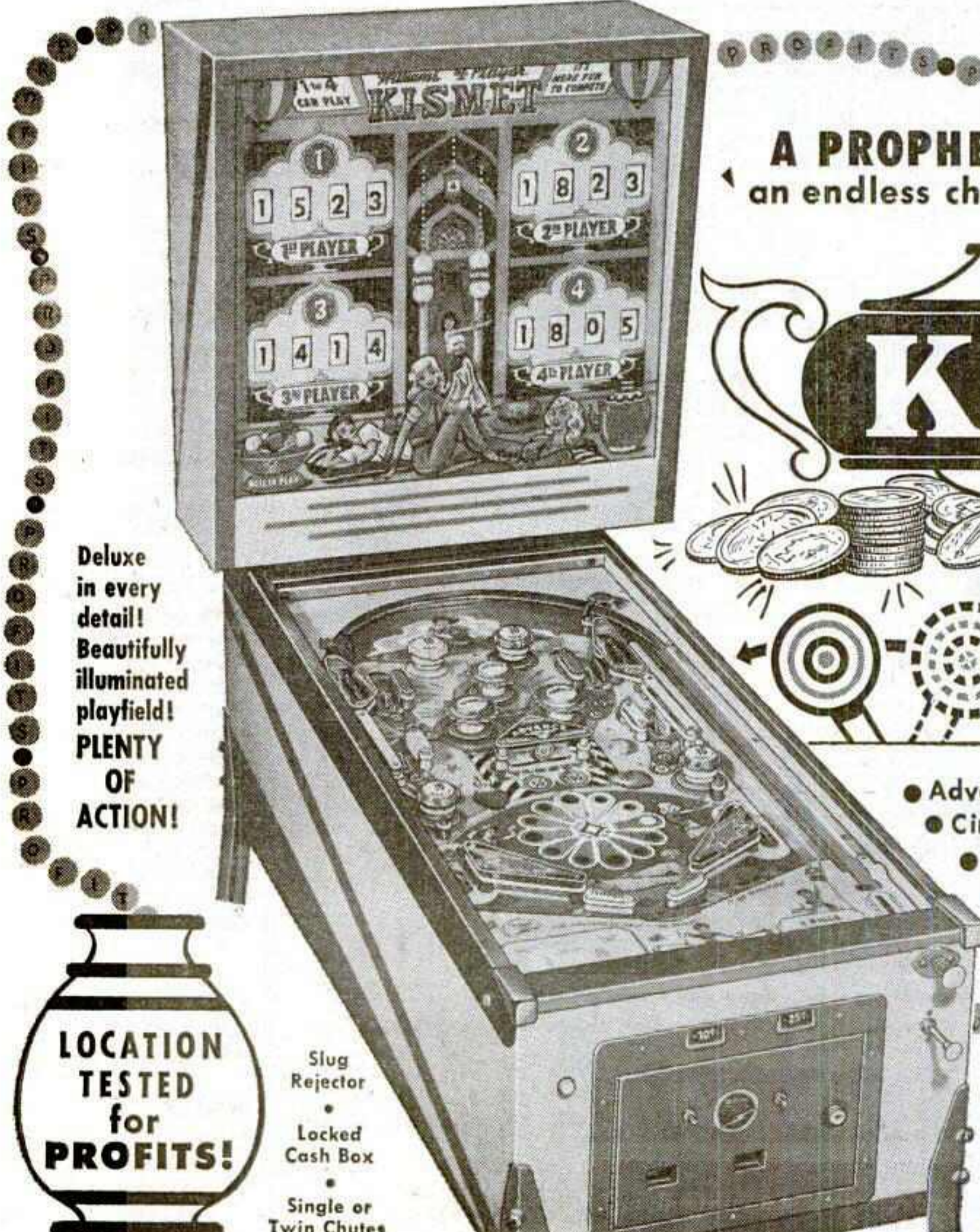
1/3 Dep., Bal. C.O.D. or Sight Draft

A Quarter Century  
of Service

**ATLAS MUSIC COMPANY**

DIV. OF AC AUTOMATIC SERVICES, INC.

2122 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005



Deluxe in every detail!  
Beautifully illuminated playfield!  
PLENTY OF ACTION!

**LOCATION TESTED for PROFITS!**

- Slug Rejector
- Locked Cash Box
- Single or Twin Chutes

PROFITS... PROFITS... PROFITS...

**A PROPHECY** an endless chain of  
**A PROMISE** profits shall be yours

**Williams KISMET**

**4 PLAYER**

with the **FABULOUS MOVING TARGET**  
"HIT" IT AND SCORE 50 OR 100 POINTS  
"MISS" IT AND SCORE 1 POINT  
**A REAL SKILL SHOT!**

- Advance lites in circle and high score potential advances.
- Circle of lites resets with each ball played.
- Two way match • Adjustable 3 or 5 ball
- Cyclonic Rebounds • Flipper Control
- Plasticote Finish on playfield.

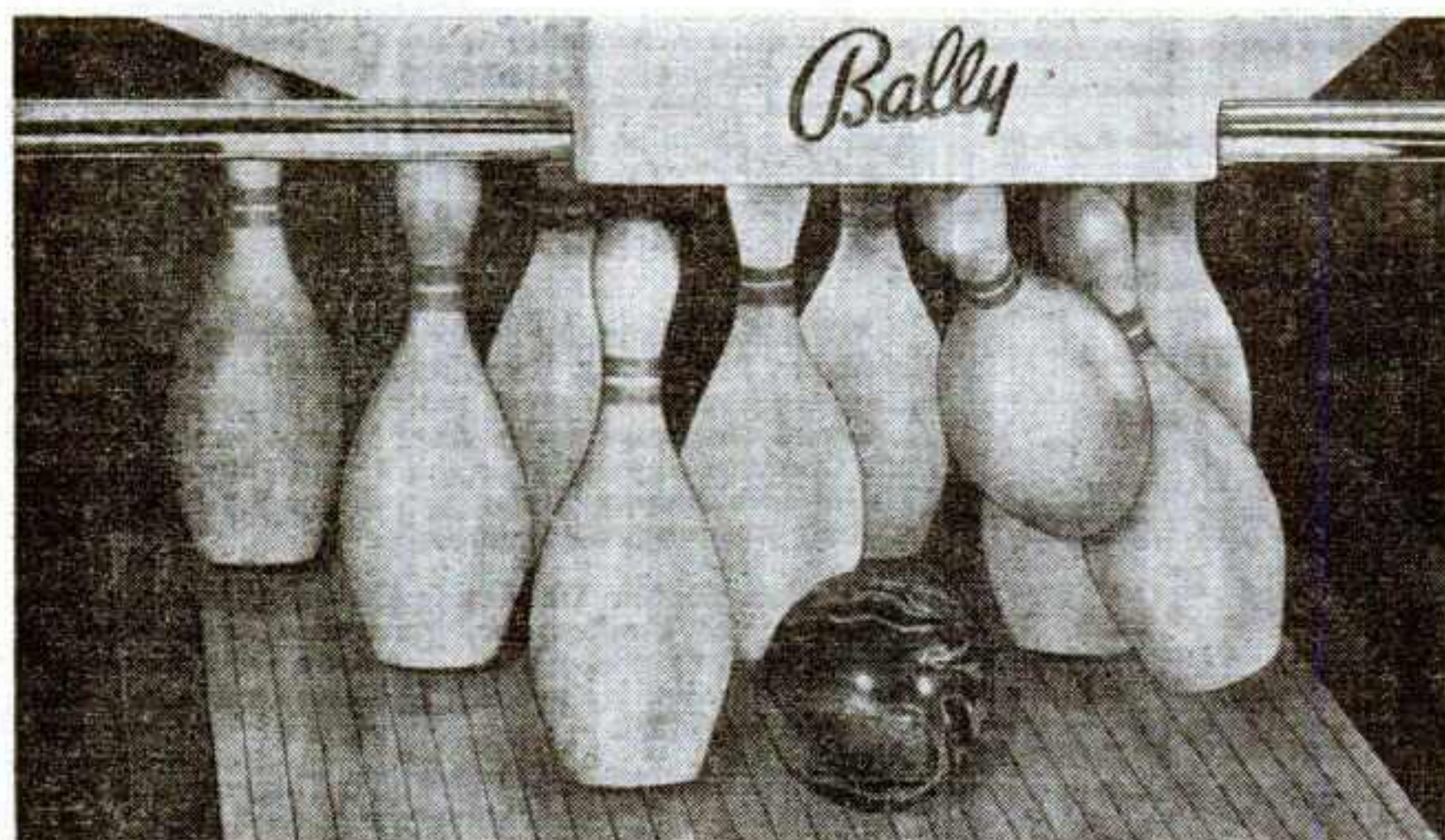
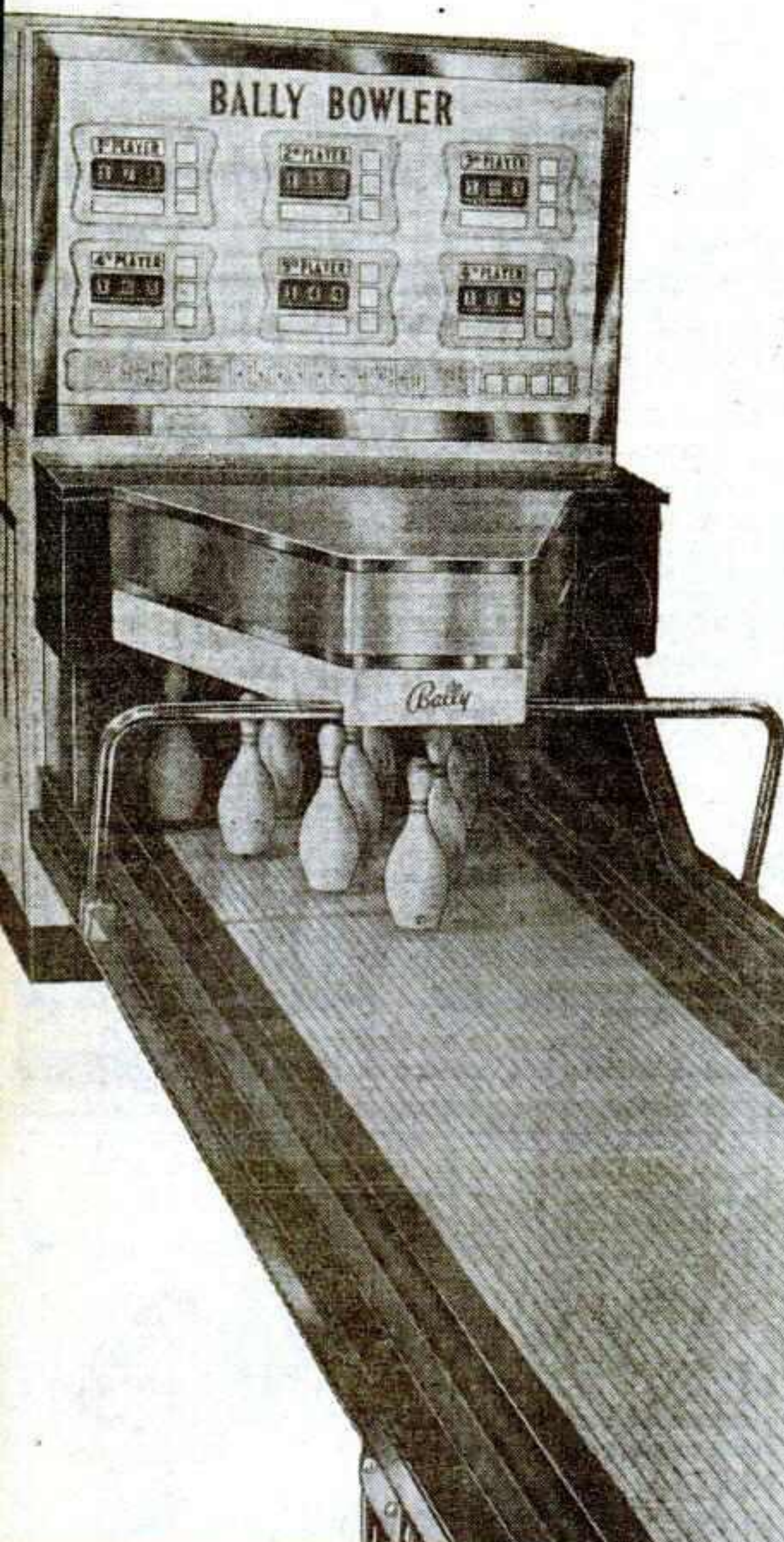


Order today from your  
**Williams DISTRIBUTOR!**

4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS

**BUY THE BEST—BUY WILLIAMS**

# Boost Bowling Profits!



Photograph shows true bowling performance of new Swivel-Action Pins. Ball drives No. 1 Pin sideways to hit No. 3 Pin, which in turn will take out No. 6 and No. 10 Pins. BALLY BOWLER full-round pins fly in any desired direction, depending on angle at which ball hits pins or pins hit pins, exactly as in real bowling. Action is one hundred per cent mechanical response to impact of ball against pin or pin against pin—without electrical roll-overs—without magnets—without dangling chains. Hit pins are cleared off the alley with the snappy speed of real pins on a real alley—resulting in fast play, fast earning-power.

SCORING is by official bowling rules.

BALLS (3 supplied with each bowler): hard rubber, 4½ in. diameter.

DIMENSIONS: 16 ft. long, 41 in. wide. Length may be increased to 21 ft. or 26 ft. with easily added 5 ft. alley sections.

STANDARD COIN MECHANISM is 15 cents a game, 2 games for a quarter, but is readily convertible to straight dime play.

HIGH-SPEED TOTALIZERS, proved perfect in thousands of Bally games, are standard equipment.

AUTOMATIC BALL-RETURN is fastest, smoothest ever built into a bowling game.

## BALLY BOWLER

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

# Rock-Ola Solidly in Vending Business

CHICAGO — Rock-Ola planted both feet solidly into the vending business with its line of four new hot drink machines displayed at the big National Merchandising Association Convention here last week.

Shown were a new single-cup, fresh-brew, hot-drink machine that also vends hot whipped chocolate and hot whipped soup; a single-cup, fresh-brew coffee and hot chocolate vender; a batch-brew coffee and hot chocolate vender and an instant coffee and whipped chocolate vender.

The single-cup, fresh-brew hot drink vender (Model 1400-S) vends coffee (four different ways), whipped chocolate and whipped hot soup.

It has a 420-cup capacity, contains all dry ingredients, positive displacement water and brew system and National or Coin Acceptors changer. Model 1400 is the same but without the hot soup feature.

Both have all metal construction, piano-hinged modular door, colorful illuminated panel and metal appointments.

The single-cup, fresh-brew coffee vender (Model 1300) serves coffee and hot chocolate. It dispenses fresh refrigerated cream on a first-in-first-out basis from dairy packaged containers (paper cartons and bottles). Also available is a Model 1400 that is the same as the 1300 but serves powdered cream and granulated sugar (no refrigeration).

### Features Outlined

The units have a 260-cup capacity, National coin changer, hermetically sealed refrigeration system than can be removed intact (Model 1300 only), positive displacement water system, and hold 5½ pounds of roasted coffee, 4 quarts of fresh cream, 6½ quarts sugar and 8 pounds chocolate.

The batch brew machine (Model TRLB-M) serves coffee four ways, dispenses whipped hot chocolate, hot soup and uses fresh refrigerated cream.

The machine holds 600 squat design cups or 750 slim taper cups, has gravity feed brew system, refrigeration, National or Coin Acceptors changer.

The instant hot-drink vender

(Model 3400) serves coffee (four ways) and hot whipped chocolate. It holds 205 slim tapered cups, has four commodity casters, each holding five pounds of dry ingredients. National coin changer is optional.

The instant coffee vender (3400) is put out under the Rock-Ola banner by the Fred Hebel Corporation, a subsidiary of Rock-Ola Manufacturing Corporation. The batch-brew vender and two single cup machines are put out under the IVI banner by the Rock-Ola IVI Corporation, also a Rock-Ola Manufacturing Corporation subsidiary.

## Universal Vender At NAMA Showing

CHICAGO — A multi-purpose merchandise vending unit that handles everything from frozen and hot foods to pins and umbrellas was shown by Universal Match Corporation here last week at the giant NAMA display.

The unit combines a series of Wittenborg "400" modular vending machines with a National Rejectors currency handling system that handles coins and paper money. Both Wittenborg and National are subsidiaries of Universal Match.

The Wittenborg venders have easily adjustable shelves and compartments and may be quickly changed to accommodate a variety of merchandise. The currency system can handle prices from 1 cent to \$9. Each selection can be differently priced.

The merchandise venders are available in heated, refrigerated, deep-freeze and standard models. Any combination of models can be used.



## LUCKY HOROSCOPE

5c, 10c, or 25c Play

- ✓ National Coin Rejector in each chute
  - ✓ Two Coin Returns
  - ✓ Easy to Load—Holds approx. 1,000 tickets
- Size: 18" x 8" x 6" Wgt. 20 lbs.

MID-STATE CO.

Phone: Dickens 2-3444

2371 Milwaukee Avenue  
Chicago 47, Illinois

## ALUMINUM DE-GREASED DISCS FOR STANDARD AND HARVARD



METAL TYPERS  
Packed in rolls of 100 • Available with special imprint  
Call our PARTS & SERVICE Dept. for all your Typewriter needs

STANDARD HARVARD  
METAL TYPER, Inc.

1318 N. WESTERN AVE.  
CHICAGO 22, ILL. • EV 4-3120

## 6-POCKET POOLS

SLATE TOP, LATE MODEL ..... \$150.00

### ARCADE

1960 Auto Test	\$525.00
Pollard Football	125.00
Field Goal	145.00
Set Shot Basketball	195.00
Drive Mobile	145.00
U.N. Skyraider	200.00

### BALLY

Monarch	\$395.00
ABC	175.00
Congress	195.00

### KEENEY

Speedlane	\$195.00
Bonus	95.00
United Handicap	225.00



4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

## BUY WITH CONFIDENCE

**WANT TO BUY**  
BALLY BINGOS  
Broadway, Beachtime, Bal-  
lerina, Carnival Queen,  
Cypress Garden, Key West,  
Miss America, Nile Club,  
Roller Derby, Sea Island,  
Show Time, Sun Valley,  
Laguna Beach. Complete—  
not shipped. Will pay top  
price. Send us your offers.

**WANT TO BUY**  
MUSIC—SEEBURGS  
Models C, L, R, V200,  
VL 200, KD 200 and up.

**WANT TO BUY**  
WILLIAMS FOUR BAG-  
GERS at \$75.00  
WILLIAMS HI-HANDS  
at \$75.00

### BUY WITH CONFIDENCE OUR RENEWED USED EQUIPMENT

Auto Foto #9	\$995
Auto Foto #11	1,895
Auto Foto #14	2,750
Mills Panorams with Peaks	\$495
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Nags	225
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Royal Flush	100
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See Wolf	125
Sea Bells	125
Scoreboard	125
Straight Shooter	185
Straight Flush	150
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Spot Pool, Wms.	175
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M. S. GISSER  
Sales Manager

CLEVELAND COIN  
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GOTTLIEB'S

# FLIPPER

## Latest and Greatest of the Add-A-Ball Games!

Spectacular light box animation draws players like a magnet. Score additional ball and the clown in the light box juggles large white ball. Add-A-Ball extended play feature holds players interest for continuous repeat play. Result: More and more coins in the cash box. And remember, our time-tested cabinet design incorporates stainless steel mouldings and chrome corners to provide a clean, "new game" appearance forever!

- Skillful play adds an unlimited number of balls to each game
- Each time 1 to 4 rollovers are made, player receives additional ball
- Each rollover lights corresponding pop bumper
- Target adds 1 ball when green and yellow spots are in line
- Scoring 2,000 points adds 1 ball
- New tilt feature penalty: 1 ball plus ball in play—then play continues

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It's Always Profitable to Operate Gottlieb Games!

New "Hard-Cote" Finish  
Extends Playboard Life to  
an All-Time High!



# Here is what the **WURLITZER** **TEN TOP TUNES** Musical Bargain

## did for us

**"Collections have more than doubled"**

Says Ted Foster, Owner



**From Washington State Fireside Tavern Reports:**

**Collections Doubled on Installation — still Holding 8 Months Later**

**80-95% of Take in Half-Dollars**

In February the Fireside Tavern on Highway 99 between Seattle and Tacoma, Washington, installed a Wurlitzer 2500 with Ten Top Tunes Play Stimulator.

Immediately collections more than doubled — and have stayed at that high level ever since.

The take has never run less than 80% half-dollars and some weeks up to 95% in fifty-cent pieces.

Needless to say, Ted Foster (owner) and his son Bob (manager) are delighted. So is the operator, Walt Merritt, Manager of Hit Parade Music Co.

How about you? Want to give your location a shot in the arm? A Wurlitzer 2500 with Ten Top Tunes Play Stimulator will do just that.

*See Your Wurlitzer Distributor*

**THE WURLITZER COMPANY**  
NORTH TONAWANDA, NEW YORK  
*105 Years of Musical Experience*

**LOOK TO WURLITZER FOR LEADERSHIP**

**"And have stayed at that level for 8 months"**

Adds Son Bob Foster, Manager

