

BILLBOARD MUSIC WEEK

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

JUKE BOX ALTERING SINGLES A&R

Col, Decca-Coral, Vassar, UA Gear Singles to Ops

By PAUL ACKERMAN and AARON STERNFIELD

NEW YORK—Three major labels, one independent and two German diskeries almost simultaneously disclosed that they were gear- ing a substantial part of their singles output for the juke box market. Five separate announcements add up to an increasing awareness on the part of the record companies toward juke box operators. The nation's 500,000 automatic phonographs account for nearly 45 per cent of the singles market.

Domestic companies involved are Columbia (see separate box), Decca-Coral, United Artists and Vassar. Their concept is that special programming is required for juke box locations, and their execution of the release of special packages for the operator. The German actions (see separate box) follow the same line of reasoning.

Juke box operators have long complained—with some justification—that singles are released with store sales in mind and with the operator's afterthought. They charge that the record companies have taken them for granted, reasoning that once a single hits on the retail market, the operator must buy the product.

As teen-agers buy most singles sold in retail record outlets, a high percentage of new singles product is rock and roll, suitable for soda- water locations, but hardly appropriate for taverns, where the patrons are adults.

Collections Off

One result of this programming for the teen-age market has been that albums—purchased by adults—have been dominating the total disk market. Another has been that juke box collections have been way down, with 58 per cent of the nation's automatic phonographs grossing less than \$15 per week before commissions.

And while many factors have been responsible for the decline in juke box sales, the lack of suitable product—especially in stereo—has played an important role in this decline.

Three major labels, one independent and two German diskeries (see separate box) are attempting to move into the breach and record single releases exclusively or primarily for juke box consumption.

The independent is Vassar Records, which this week released eight titles arranged for tavern locations (which account for slightly more than half of the domestic juke boxes) and set for initial distribution through juke box operators. The majors are Decca, United Artists and Columbia.

At press time it was learned that United Artists will soon release a silver spotlight series designed primarily for juke box play.

(Continued on page 66)

33 Jingle Due By Col Distribs

NEW YORK—Columbia Records distributors will offer dealers co-op advertising spots for both TV and radio plugging the firm's seven-inch 33 singles. The 20-second singing commercial explains how the small 33's are easier to stack and handle on players than the 45 r.p.m. disks. Commercials were shown and played at Columbia's four regional sales meets held last week.

At the meetings the firm also previewed its new in-store merchandising material, including wire display racks, divider-card headers, brochures, a Johnny Mathis display and a special Mitch Miller merchandiser. The firm introduced a novel idea in packaging with a Johnny Mathis album including a gold-framed brush-stroked oil painting reproduction of the cover portrait.

Columbia Records this year will (Continued on page 64)

Poll Shows Dealers Want Permanent LP Price Cut

SORD Survey Says Most Favor \$2.98 List; Many Would Take Slice in Mark-Up

By LEE ZHITO

HOLLYWOOD—The majority of record dealers want a permanent LP price cut, most of them favoring the \$2.98 list level, with many of them willing to take a cut in their mark-up to achieve the

price reduction. This was learned in a spot survey conducted by the Society of Record Dealers President Howard Judkins Sr. among SORD's membership, the complete membership meeting Tuesday (16) (Continued on page 44)

CAP & REPRIS WAGING BATTLE OF 'SWING' LP'S

HOLLYWOOD—Another head-on collision between two Frank Sinatra album releases — one by Capitol and the other by the sing-

er's own Reprise label—last week sparked a new flare-up between the two firms. Both LP's are uncomfortably similar in title (Reprises' "Swing Along With Me" vs. Capitol's "Come Swing With Me") and equally similar in musical style and flavor since both feature the same arranger-conductor (Billy May). (Continued on page 65)

U. S. Report Asks Major Change in Copyright Law

By MILDRED HALL

WASHINGTON—The Copyright Office has come out foursquare for an end to statutory compulsory licensing, which permits anyone to record music after a first recording, simply by notice and payment of 2 cents mechanical royalty per record.

This blockbuster to the record

industry is only part of a remarkably clear and readable report from the Library of Congress recommending sweeping revision of the antique 1909 Copyright law, from damages to renewals. It also hopes for early knockout or modification of the juke performance royalty exemption by legislative action, and suggests a thorough investigation. (Continued on page 48)

JUKE BOX WAX BY GERMAN CO.

FRANKFURT—A new record company specializing in the production of juke box records has been established in Frankfurt—the Globus Musikverlags KKG. It is affiliated with the Globus juke box equipment distribution company here, one of Frankfurt's largest such organizations. Globus executives are Marianne Karthal, business manager of Globus-Automaten GmbH and Hans R. Beierlein, proprietor of the Montana-Musikverlag in Munich and co-publisher of Musikmarkt, the trade publication. The Globus label will select and adapt top pop for juke box playing, and with especial attention to the German market. At Hagen, Westphalia, meanwhile, a similar competing diskery has been founded—Helia, the German affiliate of the Belgian label of the same name. Helia will produce international dance and entertainment music for juke box play, with emphasis on Belgian and Dutch compositions. Fred ten Bergh will write German lyrics for the Belgian and Dutch tunes.

COLUMBIA INTO JUKE BOX PUSH

NEW YORK—Columbia Records this week joined the roster of record companies producing packages specifically for juke box operators. Others who also announced similar plans this week are Decca-Coral, United Artists, Vassar and two German diskeries. The Columbia series, labeled "Playtime," will be available in both 45 and 33 singles, including some stereo recordings. The package of pop standards includes "My Gal Sal," "Stardust," "After the Ball" and "Tavern in the Town."

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KAPLAN AND HANDELMAN MEET—OUTLOOK IS GRIM

By HAROLD F. REYES

DETROIT—The decision for what will apparently be a war to the death in the record discount field was made here last week following a precedent-making conference between the biggies on both sides of the controversy. John Kaplan, head of Jay Kay Record Distributing Company, who has spearheaded the now-famous "Detroit Plan" of a 10 per cent across-the-board discount to dealers to protect their own business, and David Handelman, recognized as the big gun of rack operators, met for a lengthy conference with no results.

The most typical reaction was Kaplan's comment to BMW that "if it is necessary to protect my business, I will go into the rack business in order to remain as a distributor." The two leaders, meeting under a virtual flag of truce, got nowhere.

Kaplan's comment was that "it is a one-way street"—meaning that Handelman, typifying the rack business, has determined to go after the regular distributors' accounts, and action in retaliation is naturally in order.

Kaplan has decided that the only satisfactory answer for the independent distributor will probably be to go into the rack business on his own, in order to remain in the distribution field itself.

"If I can't beat it, I'll join it," Kaplan said, stressing that it is "not open warfare." It is a matter of meeting the trend of the times, and he stressed that Handelman feels that "I'm riding the crest, and you distributors are on the way down."

Let's Return to Old Dealer Franchises, Says Kenny Sihler

DETROIT—A sweeping reorganization of record retailing, by eliminating the present dealer system and returning to the old system of franchised dealerships, was vigorously advocated this week by Kenny Sihler, owner of Sihler's, leading Detroit record shop, as the only solution for the ills of the industry.

"It is up to the manufacturers—they can put anything they want into a franchise," Sihler stressed, pointing out that "one dealer could have as many franchises as he could negotiate or wanted."

"But this franchise system has been dropped by the manufacturers for some reason, and they have left it up to the salesman—and a salesman on commission naturally doesn't care whom he sells to. The manufacturer now feels the same way—he doesn't care whom he sells his records to. He is only interested in whether he sells."

"But with a franchise system, there is nothing to stop a manufacturer from selling or not selling to a particular dealer."

"The manufacturer needs to do this for his own protection—he can't exist on what he makes from supermarkets and discounters."

Col. Debuts Lingo Series & Special Juke Op Pack

NEW YORK—Columbia Records introduced a new language series and a special package for juke box operators at the four regional sales conventions held by the firm last week. In addition, the diskery unveiled its local radio and TV co-op advertising plans for dealers, as well as its national newspaper, magazine and TV advertising plans. (See separate story.)

The firm's new modern language courses in French, German, Italian and Spanish were prepared by Dr. Howard Harvey of Rochester University. Each set, which is book size, contains 12 seven-inch LP's. The set also includes a 52-page lesson book and a 700-page dictionary. List price for each set is \$12.98, and the firm intends to add more languages to the series soon.

Columbia's special juke box package contains performances of pop standards, such as "My Gal Sal," "Stardust," "After the Ball," "Tavern in the Town," etc. It is called the "Playtime" series, and it will be available both in 45 and seven-inch 33, including some stereo recordings.

At the meeting Columbia chief Goddard Lieberman, Executive Vice-President Norman Adler, and sales chief Bill Gallagher talked

about the company's projected future growth. New album lines for the fall were announced. New sets from Columbia, issued in August include the Johnny Mathis, Mitch Miller, Day, Percy Faith, Mathis, son, Miles Davis, Ray Charles, Andre Previn, and Marty Paich. Releases by New Columbia, Pete Seeger, the Clancy Brothers and Tommy Makem, Sotgiu, Varel and Bailey, and Pleis were also shown. Classical side the firm shows Masterworks product by Pat Farrell, plus a pop album by Metopora star, and L.P.s Leonard Bernstein and the York Philharmonic, Egon Mandly and the Philadelphia Orchestra, the Mormon Tabernacle Choir, E. Power Biggs, and Gould.

Decca Brass Op For 5 Regions

NEW YORK—Decca Marketing Corporation's Vice-President Syd Goldberg left last night for a series of five regional visits with Decca brass and strings force on the company's program. Accompanying him were home office sales chief Claude Brennan and Lou Lee.

During the tour, the program will be presented to more than 250 field representatives. Task force will helm meetings in Los Angeles, Mexico, New Orleans, Wednesday, Chicago, Thursday (20), Friday (21) and New York, Saturday (24). A series of dealerships have been scheduled in dozen different cities for the July 19 to 28.

Piracy in Asian Areas Hurting Trade—Weiss

LONDON—The American music industry is losing hundreds of thousands of dollars annually in South-East Asia through piracy. The trade in other countries is suffering to lesser extent, probably. This is the view of Warner Bros. Records' international director, Bobby Weiss, who has resumed his regular visits here following a 10-week tour through the area while returning to his Paris base after discussions with Warner executives in Los Angeles.

In Hong Kong, Weiss said, he bought an EP which contained tracks by Elvis Presley (RCA), Pete King (Kapp), Billy Vaughn (ABC) and Paul Anka (ABC-Paramount). The disk's label, printed in English, lists the titles and artists openly. Not so blatant was an LP, also bought in Hong Kong. This album's label listed only titles—recent U. S. hits. However, it had tracks by Connie Francis (MGM), Neil Sedaka, Presley (RCA), Anka (ABC-Paramount), Nat Cole (Capitol) and Dottie Stevens (Dot).

Both records, and many others like them, were pressed in Formosa, although the organization behind them was mainly centered in Hong Kong. This city, a free port unencumbered by import duties, re-exported their right copies, the whole area. There were similar businesses in the Philippines and Singapore (also a free port), but they did not act on the same scale.

Japan was a notable exception, but pirating seemed widespread almost throughout South East Asia, Weiss added.

The result was a huge loss for the originators. There was no revenue for the composer, publisher, artist or recording company. Dealers trying to operate legitimately were being damaged. There was also a loss of prestige from the poor quality of the product. In such poor lands, price was more important than quality. That the disks had a short life was unimportant. The masters were poor, probably made from dubs of U. S. manufactured disks.

Formosa Plants
According to Weiss, there were at least five plants in Formosa producing pirate disks. It was a sort of custom-pressing operation, with disks made to order and only the best names involved. Formosa, not being a signatory of the Bern Convention, little could be done directly, but the Warner executive called on the American industry to press for government action in a country where the U. S. was heavily committed.

"However, the dealer in Hong Kong is more responsible for the situation than the Formosa manufacturer," Weiss said. "He provides the work and probably supplies the original disks for dubbing. It's high time action was taken. The U. S. government should be pressed into it."

(Continued on page 52)

Tony Williams Due Pact With Reprise; First Sessions Set

NEW YORK—Tony Williams, the former lead of the Platters, was expected to sign a long-term exclusive pact with Frank Sinatra's Reprise label late last week. Williams and his manager, cleveland-disk producer Buck Ram, arrived here last week for the first Reprise recording sessions.

Williams, who was involved in extensive litigation with Mercury Records earlier this year, involving his ties with the label through his connection with the Platters, was due to leave to a 15-city promotion tour following the disk date.

Ram told BMW that Williams will shortly embark on a concert and night club tour as the feature of a package which will also include the Platters as the vocal background group. Blinky Allen as emcee, and Earl Warren as musical director.

The package will soon open a date in Las Vegas and deals are also in the works for Mexico, Spain and the West Indies. In addition, a number of college dates in this country are being set up.

TV License Group Hashes Prospects Of ASCAP Talks

WASHINGTON—The All-Industry Television Station Music License Negotiating Committee conferred in New York yesterday on "problems expected to arise" in forthcoming negotiations with the American Society of Composers, Authors and Publishers. Present TV contract with ASCAP expires December 31, 1961.

The All-Industry group, headed by Hamilton Shea, president and general manager of WSYA-TV, Harrisburg, Va., heard a report by Andrew J. Murtha, chairman of a subcommittee which analyzes provisions of the existing contract for TV music. Murtha is business manager of the Time-Life Broadcasting Company, New York.

Shea appointed Dan W. Shields, of the NAB, as secretary of the All-Industry Committee. Shields succeeds Charles H. Tower, former NAB vice-president for television, who remains on the committee. Tower is presently a v. p. of the Carinthian Broadcasting Corporation of New York.

Top Grand Award LP's Repackaged

NEW YORK—Grand Award Records the Enoch Light-ABC-Paramount label has repackaged 11 of its best selling albums in a move to provide the LP's with "their own distinctive new graphic approach."

Each of Grand Award's eight "Roaring 50's" LP's has been re-titled to the others through a design pattern. Neil Follet designed the new cover for "I Want to Be Happy Cha Cha." Charles Murphy designed Paul Whiteman's "Hawaiian Hits." Also repackaged was "The Glenn Miller Song Book."

In addition to the Grand Award packages, Light is redesigning the cover of the Conzomato album, "Million Dollar Sound of the World's Most Precious Violins" (side 1 and 2). "To bring it in line with the modernistic style."

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BIG MULE' DISK
DANCE ANSWER

NEW YORK — Roulette Records has come up with a new angle on "answer song" disks. The label is issuing a new disk by Joe Jones tagged "The Mule," which is a "dance answer" to Chubby Checker's "Mule." The record is "The Mule" reads, "The pony had come to town, the pony had come to town."

The plaster, sliced by Roulette's artist and repertoire man, Henry Glover, features a new dance craze by Shirley Horn who invented the Watusi. Jones' Deejays around the dance country will shortly receive instructions on how to dance The Mule.

RIAA to Fight
Disk Duplicates

NEW YORK—The Record Industry Association of America will seek to halt the spread of unauthorized duplication of sound recordings, according to Henry Brief, RIAA executive secretary. Such unauthorized use is an infringement upon disk manufacturers' property rights and an evasion of the rights of publishers, writers, composers, etc.

Unauthorized duplication entails not only counterfeiting — which RIAA has been and is fighting — but also the transfer of recorded performances to tapes which are sold or broadcast for the profit of the duplicator. RIAA says the practice is a problem not only domestically and abroad.

RIAA uncovered instances of illegal duplication during its investigation of counterfeiting. This practice is being made available to the public for appropriate action. RIAA, too, will seek corrective legislation.

SINATRA FLICK
ON SWING ERA

NEW YORK—Frank Sinatra will produce a movie based on the swing band era, and he will star with the Tommy Doney orchestra.

Sinatra wrote the story outline himself. It centers about two musicians whose friendship is broken up by the head's gal singer. The musical will be tagged "Swing Along With Me," after Sinatra's new album.

LATE POP SPOTLIGHTS

SINGLES

BOBBY WILLIAMS



CLAIR DE LUNE (Moonlight Love) (BEM) (2:51)—Here's a lovely and lush version of the Debussy melody, aided by large orchestra and choral backing. Williams' warm piano work could help this be a big one. Flip is "Riviera Concerto" (Witmark, ASCAP) (2:37). **Kapp 413**

HVERN BAKER



BURTON INSIDE (Eden, BMI) (2:06) — I DIDN'T KNOW I WAS CRYING (Merks, BMI) (2:34)—Two fine sides by the vivacious burlesque. "Hurra Inside" is handed a rock, shoutin' performance. The flip, an attractive ballad, is sung with deep feeling. **Athletic 2109**

SING

ALONG WITH ME



Frank Sinatra, Reprise R 1002—Sinatra's second album on his own label spotlights the star in his usual swinging vocal form on a group of rock standards with solid backing by Billy May. Capitol is also bringing out a Sinatra LP, tagged, "Come Swing With Me" (see story in this issue), but with Sinatra's powerful sales pull, there's foot enough for all.

'PM' TV Show Big With Artists

By JUNE BUNDY

NEW YORK — Westinghouse Broadcasting Company's new syndicated (on tape) TV show "PM East and PM West" has opened up what may be an unprecedented amount of video exposure in 15 prime markets for musical talent of all types—pop, folk, jazz, international, and classical. Music and musical performers occupy almost one half of the 90-minute program, which is aired against Jack Parr's network TV show Monday through Friday.

Parr, of course, is seen in many more markets. However, his format features very little music—most of it musical comedy material and standards. Dick Clark's ABC-TV daily afternoons "American Bandstand" is almost exclusively devoted to music, but it's all on records and primarily spotlights young rock and roll talent. Although the networks have scheduled several one-shot TV specials featuring musical talent, there will be less regularly scheduled music shows on network TV this coming season than in the history of the medium.

Consequently, "PM East and PM West," which debuted June 12, is rapidly becoming a major target for record companies in search of exposure for artists, both new and established. The program also serves as a valuable audition showcase, since the series frequently spotlights new talent as yet undiscovered by the record industry.

Like Allen Show

In many ways, "PM East and PM West" resembles Steve Allen's NBC-TV late night show, in that Allen was one of the first to feature jazz talent and give new musical personalities a break. However, the Westinghouse series allots more time on a regular basis

to such projects than Allen did, and covers a wider range of musical categories.

In some cases the program also affords musical stars a unique opportunity to demonstrate their versatility, by permitting them to participate in extensive interview sessions and/or panel discussions in addition to displaying their usual vocal or instrumental talents.

Since the series started, entire programs have been turned over to delving into the lives and careers of Sam Cooke, Gerry Mulligan, Cannonball Adderley, Earl Grant, Buddy Greco and Red Nichols. The Nichols story occupied two full shows. The veteran or leader traced his career from the Twenties to the present time, and played

with his Five Pennies many of his old hits. On Sam Cooke's show, RCA Victor's artist and repertoire staffers Hugo Peretti and Luigi Creatore appeared to discuss the singer's recording career, while Grant — on his hour — introduced his "discovery," canary Phyllis Branch.

Anka Forecasts

Paul Anka was given an opportunity to demonstrate his analytical ability June 20 when he participated on a "PM East" panel discussion of rock and roll, along with WIZ-TV Baltimore deejay Buddy Deane and "Bye Bye Birdie" composers Charles Strouse and Lee Adams.

Each week the series features an hour tagged "Jazz for Squares,"

Dave Kapp Attacks Industry's
Big Deals as 'Profitless Prosperity'

NEW YORK—The concepts of "profitless prosperity" was attacked by veteran disk man Dave Kapp at a distributor convention here Saturday (15). "We must sell our records at a profit," Kapp told his audience. "Too many manufacturers and distributors are more concerned with deals and volume than in profits."

"Too many cannot see through the big deal smoke screen. A bigger deal does not mean bigger profit," Kapp continued. The Kapp concept, he said, involves analyzing the cost of everything in all departments at Kapp Records and looking into the problems of distributors. "After all," he noted, "the basis of distributor and dealer business is how much money you can make per dollar invested per label." Citing the words of the late Franklin D. Roosevelt, Kapp said,

"I believe one thing to do is to fix our minds on what our ultimate objectives are." Then he asked the distributors: "What kind of record business do we want? Do we know? Are we on the way towards it? If not, how do we all get on the right road?"

"As far as Kapp is concerned, we are on the right road," he asserted. "Now, as we did, each distributor must study the whole picture and get his house in order. You can't get where you want to go unless you sell a good product at a profit."

Kapp indicated he did not think other companies could continue to do what they have been doing for the past number of years. "They may destroy themselves, but I don't want to see them take you along for the ride," Kapp told the assemblage.

wherein leading jazz stars not only play but try to explain to viewers exactly what their individual style is, how it developed, and which artists—if any—influenced them. In the fall, classical musicians and operatic artists will receive similar treatment.

In addition to the above named performers, artists who have appeared on the program include Ernestine Anderson, Joe Bushkin, Chubby Jackson, Marty Napoleon, Chris Connor, Roy Eldridge, Beverly Wright, Marian McPartland, Zoot Sims, Herbie Mann, Matt Dennis, jazz critic Ralph Gleason, Andy Williams, Mr. Boogoo, Freddy Paris, Oscar Brown Jr., Clancy Brothers, Katie Lee, Susanne Nicole, Grandison Singers, Anita Sheer, Stan Wilson, Oscar Brand, Aila Moore, Roth Gray, Frank D'Rone, Janice Marr, Barbara Dane, Smoothers Brothers, Will Holt, Monica Boyar, Joris Kernus, Steve DePass, and others.

Upcoming stanzas will spotlight Peggy Lee, Ann-Margaret, the Dukes of Dixieland, Richard Dyer-Bennet, Lambert Hendricks and Ross, Ike & Isaac Trio, Carole Sloane and Leon Bibb.

International talent exposed on the program to date includes Japan.

(Continued on page 48)

UA Will Register
Million \$ Month;
Sales Deals Cited

NEW YORK — United Artists Records will chalk up its first \$1 million billing month in July, according to Art Talmadge, vice-president and general manager. The label currently has four sides on the "Hot 100" and one on " Bubbling."

Talmadge attributes the record sales month to the label's "Carousel of Stars" program, featuring 15 new packages and special during the new "Album of the Month" dealer merchandise rack, wherein dealers receive two free LP's for each 10 purchases; and the new Silver Spotlight Series — specially designed singles primarily for use by juke box operators. (See Page 1 story.)

Talmadge notes that the Silver Spotlight Series has also sparked "a most amazing and gratifying response from our overseas affiliates. Most countries," the executive says, "now feature the two-track, two-sided EP's, and this new series is tailor-made to their production and output. They can take any two Spotlight Series disks and make up their EP's for release in their respective territories."

Reprise in Promotions
On 'Swing Along' LP's

HOLLYWOOD — Reprise Records has announced a fall promotion under the title "Swing Along With Reprise." The program encompasses eight new album releases, leading off with one by the label's head man, Frank Sinatra, titled, "Swing Along With Me." Other product includes sets by Al Hibbler, Lou Monte, Leo Diamond, Thurston Knudsen and Jack Sheldon.

Window and store display material, showing Sinatra swinging at a golf ball, have been designed for dealer and rack use. Consumer advertising has been set for Playboy and the New Yorker.

SORD-NAMM Meet
Underway in Chicago

By REN GREVATT

CHICAGO—Stereo FM, an increased emphasis on the hard sell and a series of vital meetings involving the board of directors as well as the general membership of the Society of Record Dealers of America (SORD) are expected to highlight the twin conventions here this week of the National Association of Music Merchants (NAMM) and SORD.

In barely three months since the okay by the Federal Communications Commission of stereo multiplex broadcast systems developed

by Zenith and General Electric, the industry has been dominated by talk of FM multiplex stereo.

A highlight of the NAMM affair here will be exhibits by numerous manufacturers of FM stereo receiving equipment. Adaptors for existing FM sets enabling them to receive the two-channel signal will also be prominently on display.

Beyond this, a special FM stereo kickoff presentation will be staged in co-operation with NAMM by the Electronics Industry Association at 2 p.m. Wednesday (19) in the grand ballroom of the Palmer House. Featured speaker at this event will be FCC Commissioner Robert E. Lee. He will be introduced by Edward R. Taylor, EIA consumer products division chairman.

During this program, to be titled, "The Facts About FM Stereo—A New World of Broadcast Sound," the EIA will distribute a booklet with the same title to dealers and distributors. Spoken for by both GE and Zenith will be present to explain the technical aspects of the new broadcast system. Both will present demonstrations.

John J. Meagher, vice-president for radio of the National Association of Broadcasters, will report on "What the FM Broadcasters are Doing About FM Stereo." Then a panel of receiver manufacturers, including chairman Luther M. Sandwick and Orville Bridges of the EIA photo and radio sections, will answer questions from the floor regarding new FM stereo receivers.

The show, which marks the 60th anniversary celebration of the NAMM, and which is expected to

(Continued on page 9)

EDITORIAL

A Flourishing Evil

Counterfeiting and other forms of unauthorized use of American disk and song product is now flourishing in many countries overseas. The evil is becoming world-wide. Bobby Weiss' recounting of its spread in Asiatic areas is an unpleasant eye-opener. (See separate story.)

Unauthorized duplication—either from disks to tapes or in its more common forms—has long been the dark continent of the music-record business. At least, it is now being brought out into the open. This is the first step toward possible control.

It is timely, therefore, that RIAA should appraise the trade of its intention to seek protective measures to control illegal use of tapes as well as any other unauthorized forms of duplication. ARMADA, too, has been active in the general sphere. These moves will have the full support of publishers, writers, manufacturers, artists, etc. Let us hope that this support is not merely moral—but that a measure of implementation may be achieved.

As the music-record industry becomes more truly international, such protection is necessary not only on a domestic level, but also on the international plane. This should be the ultimate goal. Reciprocal protection of disk and copyright properties through international conventions and agreements, so as to ensure the unimpeded flow and marketing of legitimate product.

Indie Labels With Album Specialty Lines Picking Up Sales; Others Find It Tough

Well-Established Lines of R.&B., Spirituals, Classics, Folk, Jazz, Percussions, Humor All Enjoying Steady Marketing

NEW YORK—While many of the indie record firms have been struggling with album sales over the summer, a number of indie labels have been enjoying fairly steady sales on LP's. These are the labels that have built a specialty line of one sort or another for themselves, in any field but pop. They include such labels as Vee Jay, with its strong r.&b. and spiritual lines; Vanguard, with its connoisseur classical and folk lines; Atlantic, with its potent jazz line; Elektra, with its folk sets; Command, with its best-selling percussion sets; Jubilee, with its saucy Rusty Warren and Blosser series. These are prime examples.

Carve Niche

What these labels have done is to carve out a niche for themselves in fields that the majors, or the large indies have either neglected or not paid a lot of attention to. And in doing so, they have built up a fairly steady clientele that stays with them even when times are rather rough, usually because they cannot get similar product elsewhere.

The majors, Columbia, Victor, Capitol Decca, and the large indies such as MGM, London, Mercury, ABC-Paramount, Dot and a few others, have locked up much of the pop and classical fields due to the artists they have on the labels. Occasionally a Cameo comes along with Bobby Rydell, or an Atlantic with Bobby Darin, and manages to sell a lot of pop albums. And after an artist or a group gets hot with one or two pop singles, a label finds it can move LP's too, with the same artist. But generally, the indie

labels have had a rough time bucking the large firms in the pop and/or classical areas.

Labels that have built specialty lines have done it with the type of names that receive less in royalties and cost less to record than many of the big names in the pop field. Thus, their basic costs are lower, and their sales can be less to turn a profit.

In some cases they have become very strong in one area of the business. Vanguard, for instance, has a very potent line-up of folk

artists, including the Weavers, Odette and Joan Baez, Caedman's spoken-word disks sell in steady fashion. Enoch Light's percussion sets are the biggest sellers of all the percussion albums on the market, with every release to date over 100,000 and some of the releases over 300,000. Light's Command label, which is widely imitated, is running 10 per cent ahead of last year in gross business. Colpix has done well with its kiddie LP's, Atlantic, Riverside, Contemporary, Blue Note, Prestige and Fantasy have probably discovered and initially recorded more new jazz artists than all of the majors.

Pop Problems

The indie labels that have had the toughest sledding in the current market are those who have concentrated almost exclusively on pop items rather than specialty areas. Without potent name artists some have had hard times staying afloat in the bitterly competitive pop field. But those who have built a strong specialty line have found that they can command a loyalty not always found in the pop field.

There is less glamour, of course, in having a specialty line as against having a string of best selling pop disks. As one very successful specialty record man put it one day, "When I walk into a restaurant no one knows me. I do not receive the same attention as the heads of some of our large companies. But I'm usually consoled by the fact that I make more money than they do." Companies with strong specialty lines have found that they are very consoling when times are hard on regular pop product.

Mercury Intros 'Summer Spec'

CHICAGO—Mercury Corporation is introducing a new "Summer Spectacular" sales plan along with the firm's July 15 release of two classical, one jazz and 10 pop albums.

The "Summer Spectacular" plan runs from July 15 through August 31. It includes a one-for-six offer on all new releases, a one-for-five offer on selected Country and Western LP's and EP's, a one-for-five offer on Perfect Presence Sound albums, and a 30 for 100 offer on the firm's Celebrity Series. The latter is a carry-over from Mercury's Summer Sale-A-Rama.

Some 19 albums and five EP's are eligible in the Country and Western category under the plan. The "Summer Spectacular" will contain the usual exchange privileges and will be backed with merchandising aids, including die-cut jacket easels, browser box index cards and special order forms for the Country and Western product, and browser cards for the Celebrity series.

New albums in the July 15 release are:

"Try a Little Tenderness," Frank D'Rone; "Swing Softly Red," Red Prysock; "The World's Great Waltzes," Cleoborn Strings; "Movin' Easy," Jazz Renaissance Quintet; "My Heart Sings," Sarah Vaughan; "Someone's Watching Over You," The Platinums; "Tales of the Bayou," Cajun Peter; "Broadway, Hongos and Mister B.," Billy Eckstine; "Dance With Damita Jo," Damita Jo; "Harmoonically Yours," Jerry Murad's Harmonians; "Golden Hits," Tiny Hill.

Liszt, Les Prestides, Smotna, The Moldau, Musorgsky, Bald Mountain, Sibelius, Valse Triste with the London Symphony Orchestra and Antal Dorati.

Loeffler, Rogers, Barlow and McCauley with Howard Hanson and the Eastman-Rochester Orchestra.

Scott, Davis Move Into New MGM Positions

NEW YORK—Howard Scott and Jim Davis have been named to new posts with the MGM organization. The label's chief, Arnold Maxin, announced last week that Scott would take over as MGM pop album a.&r. director, while Davis will handle artist relations and some record projects for the Verve label.

Scott will be responsible for album planning and a.&r. work, and will report to Maxin. Scott served for 15 years in a.&r. at Columbia Records. Davis is a veteran with Verve, having served as field man on both the West Coast and in the Midwest.

Mercury, RCA Neck and Neck For Top Spot in Hot 100 Chart

CHICAGO—Mercury Record Corporation is tied with RCA Victor for first place for most tunes on the Hot 100 chart with six each. Mercury's subsidiary label, Smash, has three more on the chart, giving the Mercury family a total of nine.

Mercury's executive vice-president, Irwin H. Steinberg, noted the good chart representation attested to the success of the reorganization program which the firm has been undergoing during the past several months.

Number two spot for most tunes on the chart goes to Decca with four. A crowd of labels tie for third place with three tunes on the chart, including Dot, Imperial, A&O, Gee, Warwick, Argo and Capitol.

Reorganization

Included in the recent Mercury reorganization: (1) Decentralization of the a.&r. department. A.&r. directors are no longer confined to a specific artist or a specific territory.

(2) Organization of the firm's special products division to handle its subsidiary label, Smash, and to

Purchase of WMGM By Crowell-Collier Off

NEW YORK—The sale of radio Station WMGM here by Loew's Theaters Broadcasting Corporation to Crowell - Collier Broadcasting Corporation has been called off because the time limit set in the agreement for approval by the FCC of the assignment of the license to Crowell-Collier expired July 10.

The FCC had failed to approve the transaction without a formal hearing. The FCC, which has been critical of programming on other Crowell-Collier stations, said that it was unable to determine at this time that the assignment of the WMGM license to Crowell-Collier would be in the public interest.

handle the acquisition of other labels for sale through Mercury channels.

(3) Formation of a creative division to oversee recording, consumer advertising and advertising.

Steinberg added the firming forward to a substantial in fall business in all categories in all products.

Columbia Intros Masters Tapes

NEW YORK—As part of drive for strong single wax, Columbia Records has signed a producing team of Nevin and Ner to produce masters. Nevin-Kirshner have been one of the successful of the indie teams, and now have packed records for RCA Victor, Paramount and Epic. First under the Columbia banner, N-K features thrash Dorothy

The N-K pact with Col will be similar to contracts to produce masters with other labels. The duo will bring in as many new names to Columbia as with the option to bring in as many as five new names. They will do the songs and make the masters, which point Columbia will do the distribution etc. through regular Columbia distributors. Columbia will have options to the artists to the label, and N-K will continue to make artist's recordings.

N-K will draw down a line on recordings sold, with Col paying, as well, the artist and publisher royalty. N-K will name the royalty they receive record, but it is understood that the royalties received by indie producers who get 10 cents to 3 cents per disk will

Bob Thiele Leaves Roulette A&R Post

NEW YORK—Bob Thiele, who for some months has acted as a.&r. chief for Roulette Records, exited that firm last week. Most recently, Thiele had been responsible for acquiring the Regents' hit master of "Barbara Ann," and cutting the group's follow-up, "Run Around." He also had worked out a reciprocal arrangement with Columbia on Count Basie and Duke Ellington.

Thiele first came to Roulette last year, when the firm acquired an option to purchase the stock of his own company, Hanover-Signature Record Corporation. At this time, the Hanover-Signature offices were moved into the Roulette office. After an extended inactive period, Thiele commenced recording for Roulette early this year.

Thiele, admitting that it had been a "tough year," called his severance from Roulette an "amicable" one. "Like Garraway, I just want to think for awhile," he noted—adding that he would announce his plans at a later date.

PHONO SALES \$ IN MAY CLIMB

WASHINGTON—Phonograph sales climbed during May, and cumulative sales for the first five months of this year moved closer to those of the same period in 1960, according to figures from the Electronics Industries Association. Monaural set sales at the factory level remained even, while stereo movement dropped off slightly. Retail sales and production totals for radios were also up in May, according to EIA.

Weiss' World Trip for WB is Fruitful

LONDON—Licensees in five new territories, repertoire from three countries and closest co-operation between the Warner Bros. film and disk firms were among the achievements of the recent round-the-world visit by Warner Records' international director, Bobby Weiss. Including a four-and-one-half-month stop-over in Warner's Los Angeles home office, he had been away from his Paris base for seven months.

On the second part of the trip Weiss visited Japan, Hong Kong, the Philippines, South Vietnam, Thailand, Singapore, Ceylon, India, Israel and Greece.

In Tokyo, Weiss discussed problems and future releases with the Warner licensee, Nitchiku Industrial, a division of Nippon-Columbia. He also arranged for Nitchiku to record Japanese talent for issue on the local Warner label. The disks will then be made available for release throughout the world.

Manila Deal

During his stay in Manila, Weiss arranged a deal with the Mareco firm to become the Warner licensee for the Philippines. Local talent will also be included on the label and made available world-wide. One coupling—of a folk song set to an "off-beat cha-cha" rhythm Weiss found predominant throughout the Orient—has already been scheduled for release in Scandinavia.

Warner's international film-disk association received a further boost in Bangkok, when he completed a deal for the Black and White Record Company, a subsidiary of

Thailand's biggest movie distributor, to be the label's licensee. In Singapore, the Warner licensed distributor is now the F. S. Isaac Company. No local pressing is envisaged and disks will be shipped in from the Philippines and the U. S. Although not yet contracted, Weiss negotiated a deal while in Tel Aviv for his label to be represented in Israel.

Athens Stop

In Athens, his final stop-off, he completed negotiations with Giorgos Orphanidis of the Greek Record House to be the Warner licensee in Greece. A launching date of September 1 is planned. Again, local artists will record for the label and their disks will be issued elsewhere.

In the other countries visited, deals were not possible. In Hong

Kong, Weiss felt, local artists reached no great volume, and would probably have to be exported, thus undermining licensees in other territories. In Manila with the communists, the economy in Vietnam and imports were impossible.

Economic troubles in Ceylon, ruled out a possible deal. Ports were cut to an absolute minimum. In Bombay, Weiss closed a deal with executive EMJ, which has the only plant in the sub-continent in India, but no decision was made.

In U. S.

During his spell in Los Angeles, Weiss spent a considerable time with Warner President Jim Young and other executives, discussing product and the best of formal agreements already in and operating during the first months of his appointment as international director.

Weiss returned to his Paris June 24. Next day he flew to London for a 10-day spell with executives of British Decca, discussing album releases for September through February. He left Paris with visits to Teldeburg, Radio Free Berlin, Musikvertriebs (Zorich), and the four Scandinavian countries and to Italy, Belgium and France planned by the end of the month.

In Berlin, Weiss was also with the broadcasting authority proposed visit of Connie Smith to take part in the special August 26 from the Berlin Exhibition.

IFPI IN CONFAB IN COPENHAGEN

OSLO, Norway—The International Federation of the Phonographic Industry—which represents 300 phonograph companies throughout the world—has their annual meeting in Copenhagen this week.

Prime topic for discussion will be the problems in connection with copying disks on tape, which seems to have become more and more popular. This is of course illegal, except for private purposes, and many see in this practice a substantial reason for the decline in sales of records.

ARTISTS' BIOGRAPHIES

For more programming use, here are pertinent facts about hot disk artists. If clipped and saved as a file or cards, these biographies will help you build a convenient file of such data.



CURTIS LEE
Born in Yuma, Ariz., October 28, 1941, Curtis Lee began accompanying himself on the guitar at an early age. During high school he played and sang at many local functions and social gatherings. Upon graduation from high school Lee was determined to make a career in show business with confidence in his ability to sing and play the guitar and piano.

record companies without success. He played only infrequent dates at local clubs. Near the end of that year Ray Peterson and his manager, Sinn Schulman, were traveling through the Tucson area and decided to stop at the club where Curtis was appearing. They were impressed enough with Curtis to bring him to New York and sign him to the Dunes label.

Lee had little success his first year when record demos went to local clubs. Near the end of that year Ray Peterson and his manager, Sinn Schulman, were traveling through the Tucson area and decided to stop at the club where Curtis was appearing. They were impressed enough with Curtis to bring him to New York and sign him to the Dunes label.

Curtis Lee's debut disk "Fudge of Love" garnered some action and currently Lee's waxing of "Pretty Little Angel Eyes" is moving up smartly on the "Hot 100."

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THE CASTELLS

Hanging in age from 17 to 21, the Castells are comprised of Bob Usary, Tom Hicks, Joe Kelly and Chuck Girard. Bob, Tom and Chuck are from Santa Rosa, Calif., and Joe Kelly's home town is Petaluma, Calif. Starting with three members in November of 1958, Bob Usary was added three months later, and Joe Kelly joined during the summer of 1959 after the loss of a member.



The group began playing local dates in and around the Santa Rosa area until they met Dan Dillon. Dillon was a disk jockey at that time and convinced the boys to cut a demo record. The disk was submitted to Herb Newman of Era Records who signed the Castells to a recording contract. Their first era waxing "Little Sad Eyes" gained local recognition for them and the boys now have a national hit on the era label with "Sacred."

Basically there is no difference. Canada is probably the most-American country in the world. The deejay here is more or less a carbon copy of the American deejay. Radio is the same here, too. There is only one difference. Because the number of radio stations per market is lower than in the U. S., the listening audience is greater and Canadians are more radio conscious—at least that is my observation after having lived in both countries. If anything, the Canadian deejay is more active in community affairs.

The Castells indulge in a variety of hobbies during their leisure time, including bowling, tennis, cars, swimming and basketball.

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YESTERYEAR'S HITS

Change of pop programming from your library's shelves, featuring the disks that were the hottest in the last five years ago and 10 years ago this week. Here's how they ranked on Billboard's charts then:

POP—5 Years Ago

- JULY 21, 1956**
1. Bernard King, Cool Breeze, RCA
 2. Elmore Gentry, My Mind, Pat Boone, Dot
 3. Billie Holiday, I Need You, I Love You, RCA Victor
 4. The Platters, The Shoop, Shoop, Mercury
 5. The Platters, Mashed Potatoes, Mercury
 6. The Platters, Mashed Potatoes, Mercury
 7. The Platters, Mashed Potatoes, Mercury
 8. The Platters, Mashed Potatoes, Mercury
 9. The Platters, Mashed Potatoes, Mercury
 10. The Platters, Mashed Potatoes, Mercury

POP—10 Years Ago

- JULY 21, 1951**
1. The Young, Red Hot Chili, Capitol
 2. The Young, Red Hot Chili, Capitol
 3. The Young, Red Hot Chili, Capitol
 4. The Young, Red Hot Chili, Capitol
 5. The Young, Red Hot Chili, Capitol
 6. The Young, Red Hot Chili, Capitol
 7. The Young, Red Hot Chili, Capitol
 8. The Young, Red Hot Chili, Capitol
 9. The Young, Red Hot Chili, Capitol
 10. The Young, Red Hot Chili, Capitol

RHYTHM & BLUES—5 Years Ago—JULY 21, 1956

1. Little Willie John, Sing
2. Little Willie John, Sing
3. Little Willie John, Sing
4. Little Willie John, Sing
5. Little Willie John, Sing
6. Little Willie John, Sing
7. Little Willie John, Sing
8. Little Willie John, Sing
9. Little Willie John, Sing
10. Little Willie John, Sing

1. The Young, Red Hot Chili, Capitol
2. The Young, Red Hot Chili, Capitol
3. The Young, Red Hot Chili, Capitol
4. The Young, Red Hot Chili, Capitol
5. The Young, Red Hot Chili, Capitol
6. The Young, Red Hot Chili, Capitol
7. The Young, Red Hot Chili, Capitol
8. The Young, Red Hot Chili, Capitol
9. The Young, Red Hot Chili, Capitol
10. The Young, Red Hot Chili, Capitol

Dynamics Has FM Converter

NEW YORK — The Dynamics Corporation of America has started production on equipment which—according to the firm—can convert FM radio station to stereo broadcasting without down-

The equipment is said to convert two sound signals originating at a station into a single signal for transmission over the outlet's regular broadcast band.

Thus homes equipped with FM sets adapted to stereo will receive the station through dual speakers, while non-adapted FM sets will hear it as a normal monaural broadcast.

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
In what way—if any—does the Canadian Disk Jockey's role differ from that of a U. S. deejay?

THE ANSWERS
RED ROBINSON
CKWX, Vancouver, B. C., Canada

Basically there is no difference. Canada is probably the most-American country in the world. The deejay here is more or less a carbon copy of the American deejay. Radio is the same here, too. There is only one difference. Because the number of radio stations per market is lower than in the U. S., the listening audience is greater and Canadians are more radio conscious—at least that is my observation after having lived in both countries. If anything, the Canadian deejay is more active in community affairs.

GEORGE BALCAN
CKOC, Hamilton, Ont., Canada

I see no great difference in the role played by Canadian deejays. I think the big job that faces every disk jockey (whether he be Canadian or American makes no difference) is selling.



Selling his music and information in the most entertaining way possible, selling himself, selling his sponsor's product. This is the basic idea of commercial broadcasting. Sometimes we lose sight of it. Speaking of selling—what am I offered for this slightly used soap box?

RUSS SIMPSON
CKPT, Petersburg, Ont., Canada

Canada has 18 million people, the U. S. 116 million. With the exception of major centers, stations in most parts of Canada cannot afford to fully staff their operations. As a result, a deejay must be extremely versatile and double as a news-caster, public relations man, and sometimes, salesman.



Big money is scarce and good opportunities rare. Specialty shows (e.g. rhythm and blues, jazz, etc.) are few and far between, once again due to the lack of people.

VOX JOX

JOCK ANSWERS DISTRIBS: Commenting on a recent BMW story wherein manufacturers and distributors complained about the difficulties they are encountering in exposing new releases on radio, John Wrisley, WIS, Columbia, S. C., writes, "In 16 years as a deejay I have observed the tremendous growth of the record industry and have lived through the decline and resurrection of the radio industry. In devising new, flexible programming methods, radio stations dropped old concepts and built their programming structures around recorded music. Knowing that teen-agers are the most vocal and loyal audience, many outlets reaped the rewards of ratings by beaming their music in that direction—creating a tremendous avenue of exposure for the singles manufacturers. Record manufacturers could not have found a more efficient method of exposing their products to the consumer and, except for the cost of production and occasional gratuities, the exposure was free.

"Now," continues Wrisley, "the radio industry is changing its ways again, and the record people are quite chagrined. Radio people owe a responsibility to their communities and their listeners, not to the record industry. Radio management, in too many cases, forget this, and the industry now finds itself under the close scrutiny of the FCC. Management is now required to exercise more direct control over its programming, and this has closed the door to much direct communication by record promoters with disk jockeys.

"This quite obviously, is hurting the record people in their attempt to expose their new releases to an audience. But can radio continue to operate at the shallow 'juka box' level at the expense of losing the right to broadcast just so that another industry can profit? The current FCC scrutiny," concludes Wrisley, "is a healthy thing. Individual stations must now lean on unique creativity in setting and entertaining listeners. The radio industry is solving its problems as best it can. And, in light of the changes and the problems they create for the record industry, it may be time for that group to commence trying on new, creative techniques as well."

(Continued on page 44)

LABEL-DEEJAY PROMOTIONS

By NIKI KALESH

MONSTERS AT LARGE: The group known as the Castle Kings broke up the crowd at a local bargain store on Long Island, N. Y., last week, with their new Atlantic record, "You Can Get Him, Frankenstein." They appeared on deejay Jim Harriott's show, WMCA, New York, airing on location. A well-known listener from "Tennessee," Frankenstein, himself, was on hand with his friend Count Dracula.

SEEN AROUND THE STATIONS: RCA Victor Records recently had two of their artists out on tour meeting the local deejays. Chet Atkins, guitarist and Nashville-based RCA Victor producer, hit six of the major markets with Pat Kelleher, the label's national promotion manager. Both enjoyed plugging and celebrating "Chet Atkins Moods" with the jockeys. Ann-Margret, RCA's new vocalist, recently ran the gamut of meeting local deejays in Chicago, Cleveland, Pittsburgh, New York, Philadelphia and Baltimore, and plugged her debut disk tagged, "I Just Don't Understand." Also a starlet, Ann-Margret just completed her first flick for 20th Century-Fox titled, "Pickled of Miracles," a remake of "Lady for a Day." Traveling with her was Han Greer, manager, pop advertising and display.

JOCKEY PLUGS OWN LP: WINS New York deejay Paul Sherman is visiting around the town this week. Sherman is plugging his Strand LP, "Kinder Lummia Reddin Yiddish" (Children Let Us Speak Yiddish). Known locally for his usage of Yiddish expressions and stories, Sherman on this wax teaches the language to children.

LAURELS FOR WARNER: A Canadian jockey, George Balcan, CKOC, Hamilton, Ont., writes that the Warner Bros. Records promo piece tagged "Transmitter Aids" is a lot of fun putting captions on the latest Warner disks.

Sight & Sound Quality Needed By TV Music

WASHINGTON—A new "sight-and-sound" type of quality music programming is needed to sell network TV on hour-long music shows. Up to now it has always been the "personality" who makes good music presentation succeed on TV from Toscanini and the NBC symphony to Leonard Bernstein, whose "marvelous" quality music programs have even "garnered a sponsor."

So said Quintance Eaton, the audio-visual chairman of the National Federation of Music Clubs, during a recent meeting of the National Music Council.

Although Eaton was talking principally of long-hair TV music shows, the popular, standard and show-tune music hours are in the same situation. Who would "sing-along" without Mitch? When would a sponsor showcase an hour-long stretch of mostly music without a pivotal Sinatra, a Crosby, a Darin, a Garland or a Merman?

Looking back over the few landmarks of quality musical programs.

(Continued on page 64)

JOCKS' PHOTOS NOT FOR REAL

NEW YORK — Lightning struck twice in BMW's typesetting department last week, and the captions running under the programming panel photos of New York deejays Bill Williams (WNEW) and Jerry Marshall (WMBG) were switched for the second time.

Since the greenlines are evidently entrenched too deeply at BMW, we can only suggest that Williams and Marshall be good sports and in the interest of accurate reporting consider exchanging names.

A PRESENTATION OF
 FREDDIE FIELDS AND
 DAVID HESSELMAN



"TWO HOURS OF JUST POW!"

In Carnegie Hall on Sunday Evening, April 23, 1961, Judy Garland walked on stage and sang 26 numbers in a special one-night-only concert.

It was perhaps the most memorable evening in show-business history. The audience was composed of 3,165 people who had fought, begged, pulled strings, and paid astronomical sums for the precious tickets. The 3,165 people roared, applauded, cheered, laughed, cried, stomped, whistled and shouted. The ovation was unprecedented and overwhelming. The press exhausted all the superlatives.

The evening lives. Capitol recorded it in its entirety, live.

This exciting two-record set is the biggest smash of the year! We're breaking with the heaviest advertising push in our history. And the advance publicity on this release has already exceeded any album ever recorded! For the millions of Garland fans all over the country, "Judy at Carnegie Hall" is a *must* buy! In all honesty... we think this is a great, exciting album—"Two hours of just pow!"

ORDER AGAIN FROM YOUR CRDC REPRESENTATIVE... NOW!

EXCLUSIVE MANAGEMENT FREDDIE FIELDS ASSOCIATES LTD., 410 PARK AVENUE, NEW YORK 22, NEW YORK, F/B PRODUCTIONS, INC.



Two 12" Record Set

©CAPITOL RECORDS, INC.

LABELS PAY RENT

**Broadway Store Ups
Unique Disk Displays**

NEW YORK — Tin Pan Alley Records, a swinging Broadway disk company near the corner of West 42nd Street, and one of the few on the main stem not featuring a wild assortment of hawdy party records, has turned instead to a unique window device, allowing for orderly display of albums from newly different companies.

Under the new plan, each company or label gets recognition of identification for itself and its product through a series of equal size cubicles. The cubicles, of which there are nine, resemble telephone booths with an open side facing the street. Each of eight cubicles is dedicated to a separate disk firm's product, while one is occupied by a radio manufacturer, in this case, Motorola.

The display space is actually (Continued on page 64)

NEW DEALER PRODUCTS

Record Mitt Keeps Disks Clean

The Menick-Sadler Associates of Washington, are marketing a record mitt which protects, lubricates and keeps records dust free. The glove set is reported to be state fine and sells for \$1.50.



Store Display for Audio Controls



Audiotex of Rockford, Ill., has a new in-store audio control demonstrator which, the firm says, will give individual dealers a comprehensive self-service audio-stereo accessory department. Speaker volume controls, drawer slides and tape recorder accessories are featured along with cable and connector lines. Further information is available from the company direct.

Sophisticate Stereo Consoles

Another member of the General Electric line is the on-the-wall high fidelity stereo model that again features the drop-down turntable. Titled the Sophisticate. The set is 30 inches wide, 29 inches high and 16 inches deep. There are optional removable legs and a wall bracket is available. There is provision for an AM-FM tuner and the set sells, without tuner, for \$239.



ALBUM COVER OF THE WEEK

RAHMES



WHIZ—Cork Thomas, Atlantic 1370. Very attractive cover in red, blue and beige with a striking illustration of the artist. Photo by (Continued) Gordon, Lester. (Continued) Atlantic Jazz Records label.

ORIGINAL SIN



ORIGINAL SIN—John Lewis, Atlantic 1370. Unusual design in the art done with a drawing of Eve in the Garden. Cover illustration by Bill Johnson. In the states, people will miss. Fine display material.

**CLAIRTONE WILL
HANDLE BRAUN**

NEW YORK — Clairtone Sound Corporation of Toronto, manufacturer of stereo console phonos, has completed arrangements to market the German Braun line of transistorized portable radios and table model AM/FM radio stereo record players in America. The line will be sold under the logo, "Clairtone-Braun." Clairtone, a relative newcomer in the phono business, introduced its first line of phonographs in the Canadian market last year and since then has moved into the U. S. market. The complete line of Clairtone and Clairtone-Braun products will be on display at the Music Merchants Trade Show in Chicago next week.

**Granco Marketing
One of 1st Stereo-
FM Radio Lines**

NEW YORK—Granco Products has become one of the first firms to market a line of stereo-FM radio sets, with the introduction last week of a line of six models, five of them two-piece units and the other a one-piece set with pull-out speakers.

The two-piece units consist of a master unit and a companion, which may be purchased separately. Thus, in areas where multiplex service is not available, the master unit will provide regular FM reception. Later, upon the advent of multiplex broadcasts in the area, the companion unit is simply plugged in to add the second stereo channel.

The Granco FM-stereo line has a low-end price of \$55. The one-piece, 19-inch stereo unit retails at \$99. The set has two matched amplifiers and a phono jack. Granco products are now marketed through Dumont-Emerson.

**W'house to Up
Stereo Models**

CHICAGO — Westinghouse Electric Corporation will introduce 14 new stereo console units at the Music Merchants Trade Show here this week. The stereo line will be available in four distinct furniture periods, with special attention given to styling for each period.

The M-1700 series, starting at \$199.95, features an AM-FM radio and four speakers. The M-1800 series, starting at \$249.95, contains the AM-FM unit plus five speakers and a disk storage section. The M-1900 series features a new 54-inch cabinet, five speakers and disk storage compartment. This group starts at \$319.95. FM multiplexing will be available as a plug-in accessory in the AM-FM series. A new M-1420 series with built-in FM multiplexing will be available in September.

The company also introduced two compact stereo models, with detachable speakers, at \$79.95 and \$99.95, in addition to an extensive line of radios.

**FTC Drops Charges
Against Roulette Firm**

NEW YORK — The Federal Trade Commission has dismissed complaint charges against Roulette Records. The decision affects both Roulette as a corporation as well as the individual officers of the corporation.

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

These are the nation's best sellers by manufacturer, based on results of a month-long study using personal interviews with a representative national cross-section of record-shop 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 2% or more of the total dealer points are listed below.

PHONOS LISTING BETWEEN \$31 AND \$60

Position This Week	Position 4/17/61	Brand	% of Total Points
1	2	Voice of Music (V-M)	20.4
2	1	Decca	18.1
3	3	Webcor	8.8
3	4	Columbia	8.8
3	6	Magnavox	8.8
6	5	Capitol	4.8
7	—	Emerson	4.4
8	—	Symphonic	4.2
		Others	21.7

DISK DEALERS FOR DEALERS

A summary of promotional opportunities for dealers by manufacturers and distributors currently offering records at special terms. Shows 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.

CONCERT-DISC—Limited time only. Started June 23, 1961. Dealer is offered 120 LPs for the price of one. Five new releases at packaged "buy-back" price.

RCA VICTOR—Limited time only. Started May 29, 1961. "Best of the Symphonies" LP by Fritz Reiner and Chicago Symphony Orchestra, is specially priced to the consumer at a "Save \$2" introductory price off the nationally advertised price.

AUDIO FIDELITY—Expires July 21, 1961. Started June 21, 1961. Ten per cent discount on two LPs: "Sound Effects, Vol. 2," and "Banner Hobbies," with 10 cents.

CANDID—Expires July 31, 1961. Started June 22, 1961. "Summer Jazz Star Program." Label is offering 20% per cent discount on complete catalog including five new releases.

PARLIAMENT—Expires July 31, 1961. Started June 19, 1961. One free album for every three purchased. See page 45, June 24 issue, for details.

LIBERTY—Expires July 31, 1961. Started June 19, 1961. Dealers are offered five-months billing, 20 per cent discount and a 100 per cent rebate, out of a special program supporting the President LP series. Additional order is 20 percent bonus of the same series in the first six months. See page 2, June 19 issue, for details.

VERVE—Expires July 31, 1961. Started June 20, 1961. "Orchestra Early Bird." Dealers are offered one album free for every three purchased. Program covers entire catalog plus seven new releases. See page 4, June 24 issue, for details.

CAPITOL—Expires August 4, 1961. Started July 10, 1961. For each new Roger Wagner and Eric Ford release purchased at regular price, dealers may buy another 12-inch LP for the same artist at catalog for half price. Dealers must qualify for mono and stereo separately. Only exception is the Roger Wagner multiple-artist sets.

ATLANTIC-ATCO—Expires August 31, 1961. Started June 26, 1961. "Summer LP Sale Incentive Program." Available through dealers, the label offers a 15 per cent discount on the entire LP catalogs of both labels, including new LP releases. See page 4, June 24 issue, for details.

KING—Extended through August 31, 1961. Started May 18, 1961. Special consumer plan. Two regular priced LPs for the price of one. Dealers make regular purchase. Program covers 18 specified LPs. See page 3, May 29 issue, for details.

M-G-M—Expires August 31, 1961. Started July 1, 1961. Label is offering one album free for every five purchased. Plan covers complete catalog. Also, 100 per cent exchange privilege on the label's 50 best-selling LPs.

RICHMOND-TELEFUNKEN—Expires August 31, 1961. Started July 1, 1961. A suggested 20 per cent discount offered to dealers through distributor. Program covers complete Richmond-Telefunken LP catalog including new releases.

UNITED ARTISTS—Expires September 1, 1961. Started July 1, 1961. "Carroll of Stars." Two parts. Special deferred payment sales program offered to states wherein they receive five free copies of an LP when they purchase 25 copies of the same package. Program covers all new UA and UFA Audio product, plus entire Ultra Audio catalog. Sales incentive plan on "Album of the Month" offers 20% off album of the month free for every 10 purchased. Dealers must meet identical benefits to dealers. See pages 6 and 8, July 8 issue, for details.

ABC-PARAMOUNT—Expires October 20, 1961. Started July 17, 1961. "Fall LP Program." Dealers are offered \$25 per cent discount on all LP purchases. Program covers complete catalog and new releases on ABC Paramount, Inhouse and Chancellor labels. See page 8, July 8 issue, for details.

INDIGO—No expiration date. Started July 10, 1961. Entire LP catalog is offered on a buy-free-for-every-10-purchased plan.

ROVERSIDE—No expiration date. Started February 6, 1961. Dealers buying the Riverside Pro-Pak, a program set containing 100 jazz singles, will receive a bonus of four albums from the LP catalog. See page 10, February 6 issue, for details.

TIME—No expiration date. Started April 1, 1961. Dealer is offered one LP free for every six purchased. Program covers complete catalog.



With my best
to NAMM
dealers

perry como

RCA VICTOR



Director
GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO
BEVERLY HILLS • CINCINNATI • DALLAS • LONDON

BILLBOARD MUSIC WEEK

MUSIC MERCHANTS SURVEY

1961 EDITION

published in conjunction with the annual conventions of the

NATIONAL ASSOCIATION OF MUSIC MERCHANTS and SOCIETY OF RECORD DEALERS OF AMERICA

Phono Sales Hit Slump; Pricing, Recession Cited

Results of Billboard Music Week's annual survey of phonograph sales by music and record stores strongly confirm industry figures released by such industry groups as the Electronics Industry Association regarding a lackluster pace of volume during the first months of 1961. Nearly two-thirds of many dealers reported phono sales worse than last year, and more than two-thirds had improved.

Why are business conditions the way they are? Oddly enough, the issue of discount pricing entered prominently from dealers indicating that sales were both better and worse, the implication here being that some, the ability to sell at a lower price acted as a sales stimulant, while for others undercutting from discount houses meant a loss of volume.

Of those reporting business down, nearly 45 per cent blamed the fact on a combination of high unemployment, shortage of money and poor economic conditions. The most prominent reason given was price competition from discount houses. Nearly 30 per cent of the dealers gave this as the prime reason. Some dealers also reported the growth of shopping centers as a deterrent to their own sales.

A number of other reasons were advanced by small groups of dealers. These included the lack of a truly low price phono line, limited taking space, poor weather conditions, the fact that the bulk of sales were achieved in periods other than those covered by the survey, insufficient promotion of stereo by manufacturers, the fact that sales during the same period in 1960 were unusually good, and customer interest in large cabinets. Over 70 per cent of the dealers gave no reason for poor business levels.

Of the 13 per cent of reporting dealers reporting improved busi-

ness, the leading reason given for the upturn was the fact that more people are music conscious today. Other assorted reasons given included more attractive merchandise, better demonstration techniques, increased employment, the fact that sales were held earlier than usual, and better national advertising by manufacturers.

BILLBOARD MUSIC WEEK 1961 DEALER SURVEY	
PHONO SALES IN RECORD SELLING OUTLETS	
For 19 Weeks, 1961 vs. 1960	
	Per Cent of Dealer Replies
Better	13.1
About Same	35.9
Worse	48.5
Don't Know	1.7
No Answer	.8

About 36 per cent of the dealers indicated business about the same as a year ago. Reasons given in this category indicated that the situation was regarded as a blessing by some and as unfavorable by others. Ten per cent of these replies gave general business conditions as a reason. This, of course, could be an indication of why sales were not worse or not better, depending on the particular point of view. The reason next most prominently given was the selling of a better product at a lower cost, indicating that in this grouping at least, the fact that sales held even to a year ago, was seen as a healthy situation.

DIVERSIFICATION KICK

Dealers Bolster Sales With Paint, Toys, Coins

Record and phono dealers taking part in Billboard Music Week's annual sales survey have displayed increased tendency toward diversification among products being sold.

A sort of "what's the sauce for the goose is sauce for the gander" type dealers, faced with sales in-activity by retailers of all kinds of goods taking on records, have added lines of products completely

unrelated to records and phonographs. Nearly 50 per cent of all dealers replying on the survey indicated that they have taken on new lines of products to take up the slack in record sales.

Of the 28.5 per cent of respondents who stated they have taken on new products, 27 per cent said they were now selling musical instruments. This is not unexpected since instruments have always been

(Continued on page 24)

Level of Equipment, Accessory Sales Shown by Survey

NEW YORK—Billboard Music Week's annual survey of record-selling dealers, selling phonographs, radios, tape recorders and record accessories which appears in these pages was conducted via special questionnaire in May, 1961. The sales period covered a 19-week span (January 2 through May 19, 1961).

Dealers were scientifically selected in proportion both to total U. S. dollar sales and to number of different size outlets selling these items in each section of the U. S.

The Phonograph and Radio chart, appearing in this section, reflects the number of dealers reporting each brand as a "best seller" in each category as well as the average number of units sold of that brand in the subject category. This same chart presents projected figures of the number of record-selling dealers who carry each type of equipment, their average sales of each and the total number of units sold of each type in the 19-week period (January 2 through May 19, 1961).

The Tape Recorder and Accessory chart also reports the number of record-selling dealers reporting each brand as a "best seller." It should be noted that record-selling dealers constitute the prime market in this survey, and all other outlets selling these items but which do not sell records are not included in this survey.

SORD-NAMM Meetings Open

Continued from page 3

attract an attendance of over 11,000, will be spaced up with other important symposiums, generally having to do with selling. "A Good Old Fashioned Sales Revival," is the topic for consideration at a forum meeting at 3 p.m. Monday (17) in the State Ballroom of the Palmer House. "The National Economy and Its Influence on the Music Market," will be discussed Tuesday (18) at 2:30 p.m. in the grand ballroom, at a session sponsored by the American Music Conference.

In addition to these sessions, a final banquet scheduled for Thursday evening (20) in the Palmer House will feature the presentation of new officers and directors of NAMM, plus the 1961 music queen, 19-year-old Donna Holmes, a secretary at Page Music Company, Minneapolis. Entertainment at the banquet will be provided by Les Paul and Mary Ford, comic Alan King, and Frankie Chavez.

(Continued on page 25)

FM, Transistor Sets Gain; Other Types Seen Shaky

Transistor portable and FM-only radios showed the most significant sales strides during the first months of this year, according to results of Billboard Music Week's annual survey of equipment sales among record dealers.

According to participating dealers, non-transistor portables are in the shakiest position of all, with over 40 per cent of dealers reporting declining sales are down this year compared to the same period a year ago. Less than 1 per cent reported better sales in this group.

listed by some dealers as a deterrent to sales. Those dealers handling these lines, however, gave this as a reason for increased activity.

On the positive side, most favorable comments were reserved for the transistor and FM fields. A number of dealers noted that national advertising and promotion has brought a substantial increase in interest in FM equipment. The opening of many new FM stations in a number of markets, some not previously well serviced with FM programming, was also a factor. Introduction of less expensive models

BILLBOARD MUSIC WEEK 1961 DEALER SURVEY					
RADIO SALES IN RECORD SELLING OUTLETS					
First 19 Weeks, 1961 vs. 1960					
	Best Seller	Per Cent Sales	Avg. Units Sold	No. Dealers	
TRANSISTORS	31.1	33.7	29.5	.6	5.1
NON-TRANSISTOR PORTABLES	.6	11.4	40.3	34.1	44.3
CLOCK RADIOS	5.7	35.8	35.2	1.1	22.2
TABLE MODELS	8.0	34.1	34.7	1.1	22.2
FM (ONLY) RADIOS	20.1	17.6	17.0	5.7	39.2

In the clock radio category, about 35 per cent of dealers indicated sales were about the same as last year, with a similar number stating that sales were lower. Roughly the same figures apply in the case of table models.

Among those dealers reporting generally decreased sales, the most prominently advanced reason was listed as "economic trends," that is to say, the depressed nature of the national economy. Another important reason given was the influence of discount pricing tactics. Yet another reason for poor sales was bad weather, according to reporting dealers.

The increasing presence of Japanese-made transistor radios was

by domestic manufacturers was another cause of increased sales of FM and transistor portables, dealers said.

Many miscellaneous reasons were given by dealers replying on the survey. Among those given for better business were the availability of only poor TV shows, the teen craze for small radios, baseball broadcasts, the fact that buyers want to take transistor sets to sports events, the growing replacement market, the sales approach that customers can get a new radio cheaper than the cost of getting an old one repaired, and the fact that interstation tension makes more people want to listen to radio news coverage.

Full-Line Catalog Disk Sales Seen on Way Out by Dealers

NEW YORK—A virtual end to catalog sales is predicted by a number of record dealers who participated in Billboard Music Week's annual record phono survey, results of which appear elsewhere in these pages.

In a series of informal comments received from participating dealers, the prediction was made that with dwindling store traffic, occasioned by powerful competition from other mediums of disk sales, full-line retailers, dealing

only in records and related product, will no longer be able to afford the luxury of stocking catalog. Manufacturer and distributor relationships with racks and one-stop, who deal only in "cream" hit merchandise, are decreasing activity in the only full-line catalog stores left, say the dealers.

One dealer feels that since buyers automatically seek out cream hit merchandise anyway, manufacturers would lose little by selling only in record stores. This dealer's

(Continued on page 24)

THE LUSTY
**RUSTY
WARREN**

SAYS

*Thanks, record dealers, for
all your wonderful help*



BATTING 1000

3 HIT ALBUM
 3 ALBUMS ON
 THE CHARTS



"SONGS FOR SINNERS"
 JGM 2024



"KNOCKERS UP!"
 JGM 2029



"SIN-SATIONAL RUSTY WARREN"
 JGM 2-34

Coming Soon

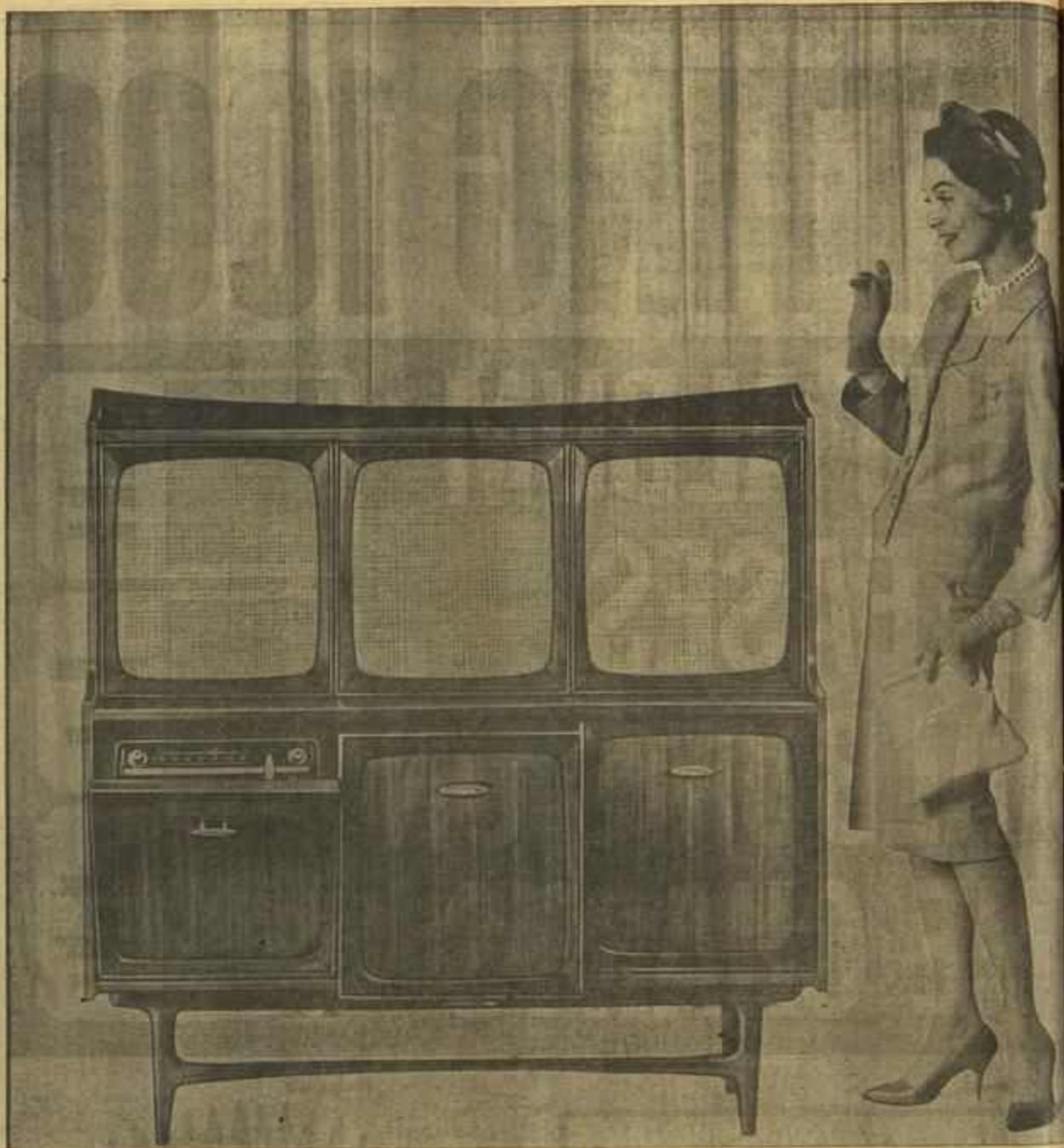
**MY 4th
 SMASH HIT
 ALBUM!**

Exclusively



Opening July 31st
THE ROUNDTABLE
 New York, N. Y.

Management:
STANFORD ZUCKER
 and ASSOCIATES
 Beverly Hills, Calif.



THE EXCITING NEW SHAPE OF TOTAL-SOUND STEREO!

RCA VICTOR makes the new

Here are two exclusive new reasons why RCA Victor Total Sound Stereo has all the features that make the sales. Total Sound Stereo in magnificent new hutch cabinets that would add a touch of splendor to any home . . . and Total Sound Stereo in fine-furniture consoles at the history-making, sales-making price of only \$159.95! And these are just two models in RCA Victor's great new line . . . See them all at the RCA Exhibit, Private Dining Room 14, Palmer House.

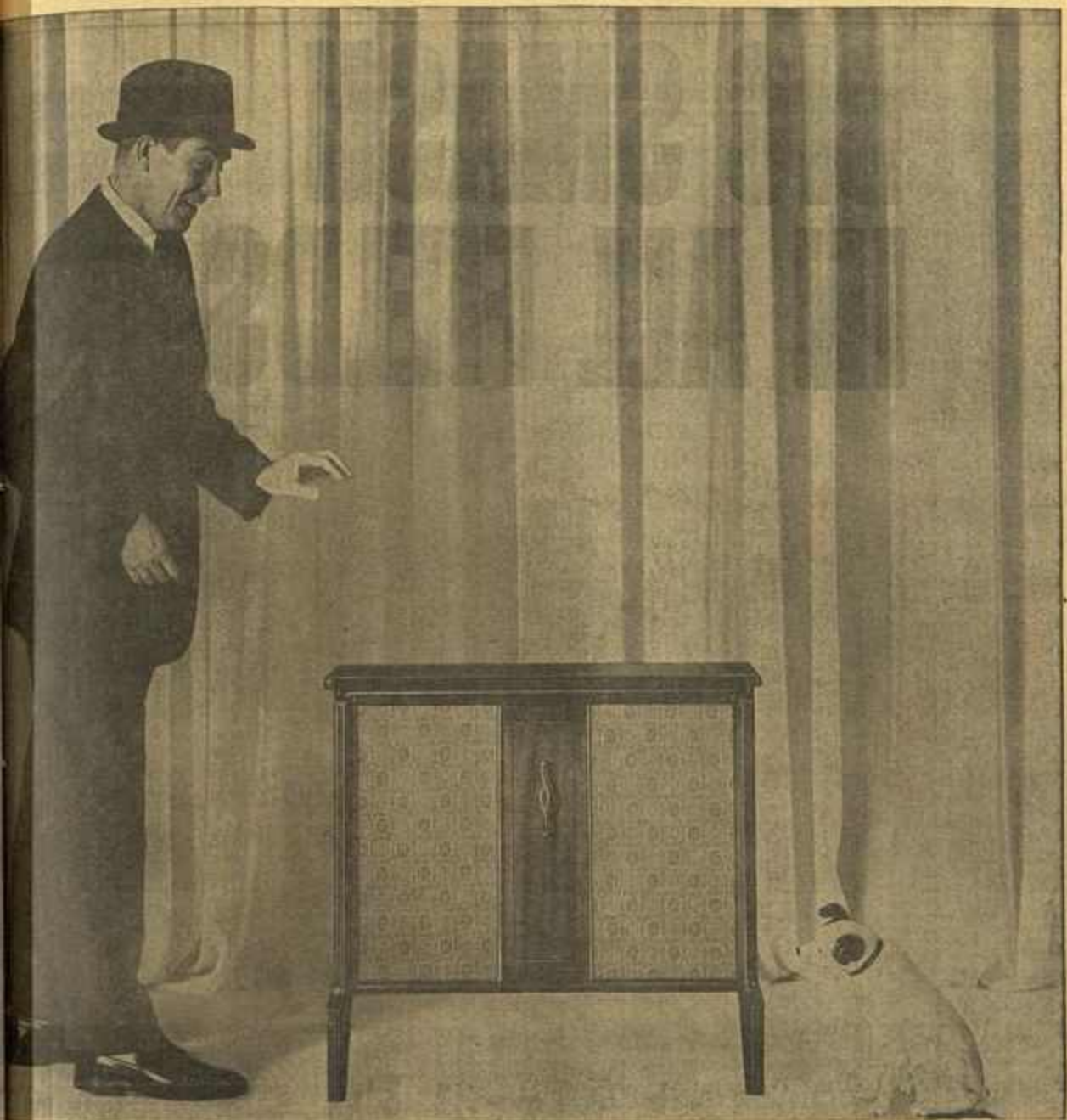
EXCLUSIVE NEW TWO-TIER HUTCH CABINETS!

This magnificent Danish Modern cabinet offers your customers stereo in truly beautiful furniture. The Mark I has everything your cus-

tomers want: Deluxe AM-FM tuner with AFC. Deluxe record ch-



with near-perfect pitch. The "Floating Action" mechanism safeguard records and styling—outstanding performance from records, at all speeds. Ear level ing from 6 expertly matched spo. And, of course, the finest Hi-Fi quality components. No else has this combination of fidelity stereo and design.



THE EXCITING NEW PRICE OF TOTAL-SOUND STEREO, FROM \$159.95!

that makes the sales in stereo!

**FINE-FURNITURE TOTAL-SOUND STEREO
AT A PRICE!**

Total-Sound Stereo in tastefully designed Contemporary cabinets of mahogany veneers and selected hardwoods. This is fine-furniture stereo—never before offered at such a low price! RCA Victor Hi-Fi audio components... precision-engineered Dual Channel Amplifier... acoustically balanced four-speaker system and the famous "Floating Record" Automatic Record Changer. Here, beyond any doubt, is the most attractive value in Stereo today, for there's nothing to compare with the Mark XVIII at the price. Only \$159.95!



The Most Trusted Name in Sound
RADIO CORPORATION OF AMERICA

Nationally advertised list price shown reduced with dealer, slightly higher South and West. TMK03

BIG SMASH IN ALL FIELDS

BIG RIVER BIG MAN

COLUMBIA 4-42043

*Thanks, Dealers, for your tremendous help on
my first Columbia Records. CLAUDE KING*

COLUMBIA  RECORDS

CLAUDE KING



Exclusive Management:

TILLMAN FRANKS

c/o Tillman Franks Enterprises
604 Commercial Bldg.
Shreveport, Louisiana

MR MUSIC BUSINESS'S FATS DOMINO

AND HIS ORCHESTRA

JUST COMPLETED

ANOTHER SENSATIONAL TOP-GROSSING TOUR:

June 19	Austin, Texas	\$ 3,837.00
June 20	San Angelo, Texas	\$ 4,125.50
June 21	Odessa, Texas	\$ 3,952.50
June 22	Lubbock, Texas	\$ 3,555.00
June 23	Roswell, New Mexico	\$ 3,480.00
June 24	El Paso, Texas	\$ 7,840.50
June 25	Sante Fe, New Mexico	\$ 5,078.50
June 26	Farmington, New Mexico	\$ 4,906.50
June 27	Pueblo, Colorado	\$ 2,110.10
June 28	Cheyenne, Wyoming	\$ 3,263.50
June 29	Laramie, Wyoming	\$ 2,072.50
June 30	Casper, Wyoming	\$ 3,387.00
July 1	Denver, Colorado	\$ 6,220.00
July 3	Los Alamos, New Mexico	\$ 2,080.50
July 4	Albuquerque, New Mexico	\$11,932.00
July 5	Phoenix, Arizona	\$ 4,628.40
July 6	Las Vegas, Nevada	\$ 4,751.00
July 7-8	Salt Lake City, Utah	\$ 5,871.40

**TOTAL GROSS BUSINESS
IN 19 WORKING DAYS.. \$83,091.90**



My sincere thanks to everyone who made it possible and especially to Sam Feldman, Charles Sullivan, and Robert Freed . . .

Fats

Latest money-making singles
from America's No. 1
Record Salesman!

"IT KEEPS RAININ'"

Imperial 5753

"SHU RAH"

C/W

"FELL IN LOVE ON MONDAY"

Imperial 5734

**JUST RELEASED—ANOTHER
HEADED FOR A MILLION!**

FATS DOMINO

LET THE FOUR WINDS BLOW (Commodore, BMI)
(256)—GOOD HEARTED MAN (Frank, BMI) (213)—
Fats Domino continues his lappy way on both of these
very satisfying sides. Topper is a swinging up-tempo effort
handled brightly by the pianist. Flip is a tender ballad,
sung with soul by Domino. Imperial 5764

Currently on tour Northwest Territory—
and headed for Honolulu!

Direction:



SHAW ARTISTS CORPORATION

MILT SHAW, President

563 Fifth Ave.
New York 17, N. Y.
OXford 7-7744

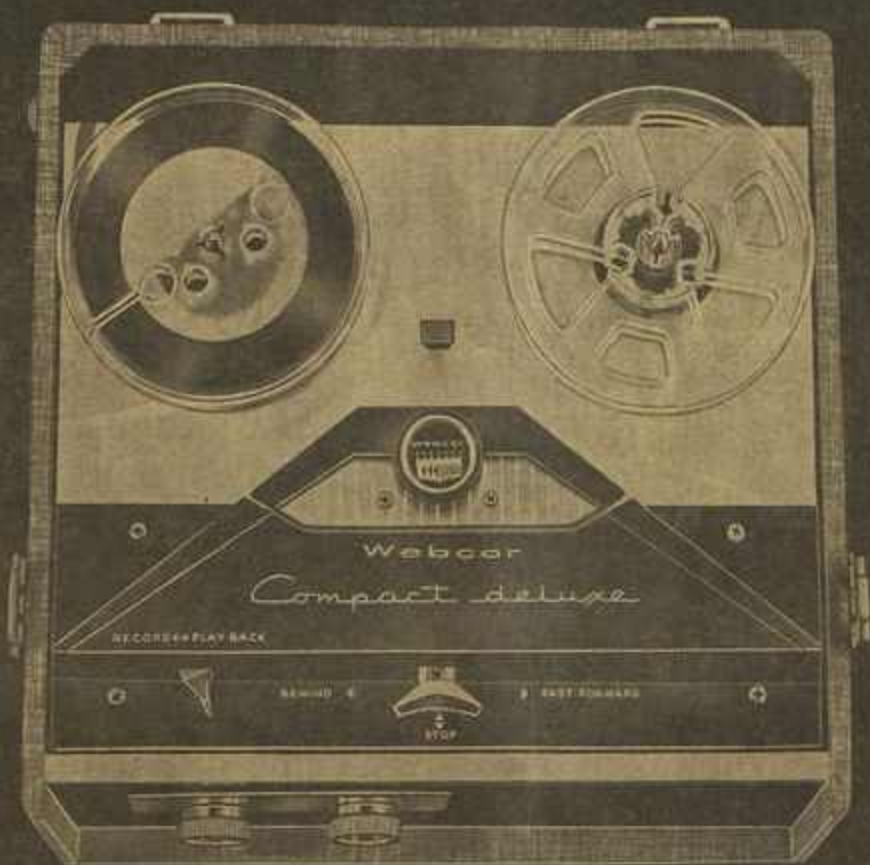
803 N. Webash Ave.
Chicago 1, Ill.
RAndolph 6-0130

Exclusively

IMPERIAL RECORDS

6425 Hollywood Blvd.
Hollywood, California

DON'T LOOK ANY FARTHER!



WEBCOR ANNOUNCES a new American-made quality tape recorder UNDER \$100

Meet the new Webcor Compact DeLuxe—and you'll look no more at sub-standard models. Webcor has finally smashed the \$100 barrier on quality American-made tape recorders—long considered the breakthrough price for mass movement. This Webcor is built to record and play back at two speeds— $3\frac{1}{2}$ and $7\frac{1}{2}$ ips—on all size

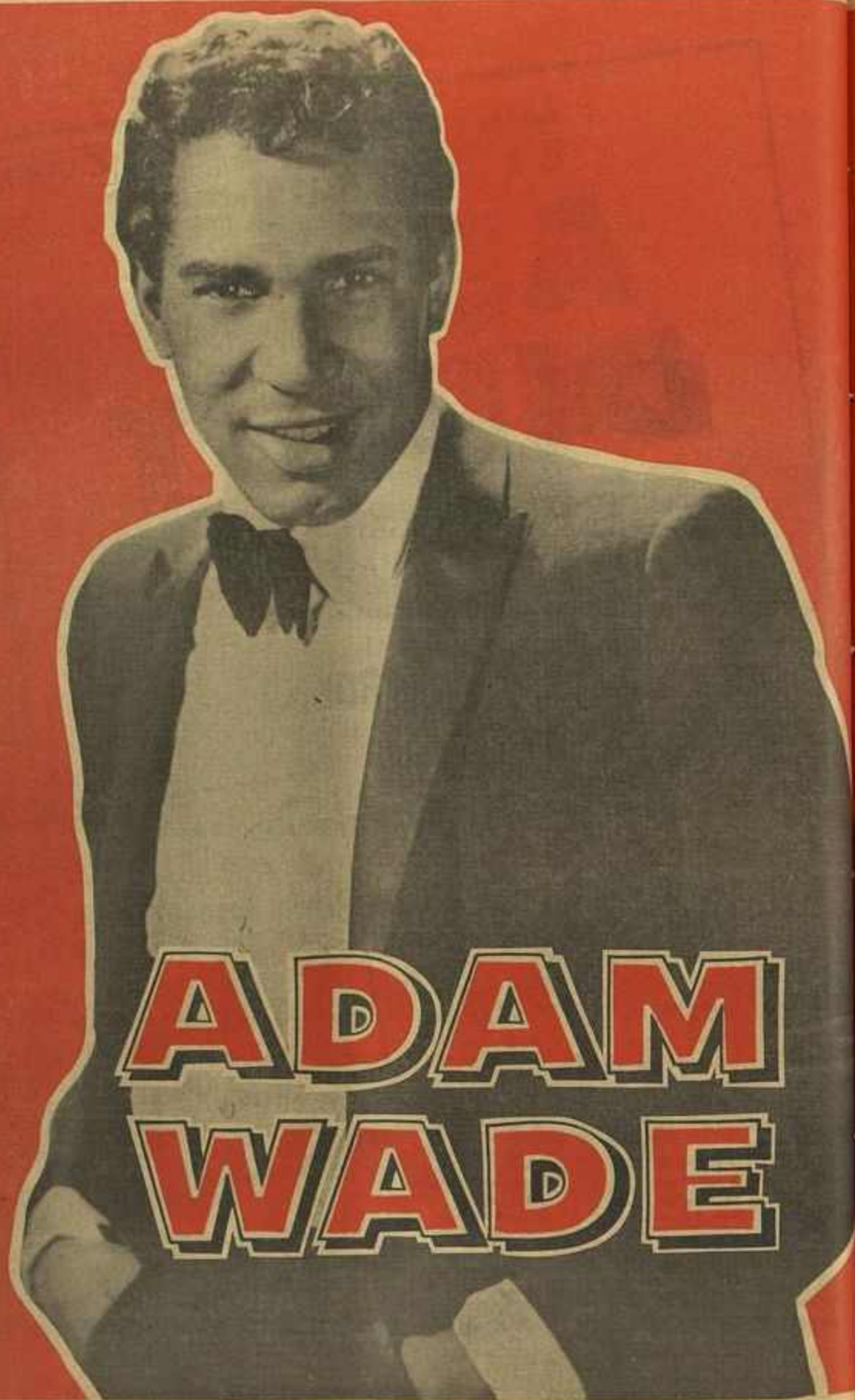
tape reels. Complete with full fidelity dual track recording head, monitor-tone control, record safety lock, volume control with record level scale, high fidelity speaker, wide-range ceramic mike, and multi-purpose input and output jacks, including one for slide projector synchronizer. 'Nuff said?

**WEBCOR
IS BUILT**



CALL YOUR WEBCOR DISTRIBUTOR TODAY!

with an ear to the future



**ADAM
WADE**

ADAM'S NEW HEARTBREAKER
IS A TOP TEN CHARTMAKER!

COED
RECORDS

AS IF I DIDN'T KNOW

b/w PLAYIN' AROUND

Coed #553

PERSONAL APPEARANCES:

- Aug. 4—Rainbow Room, Wildwood, N. J.
Aug. 18—The Albion Hotel, Asbury Park, N. J.
Aug. 21—Holiday House, Pittsburgh, Pa.

—and hops to see you at the
Copacabana, New York City,
opening September 7 for 5 weeks.
—Adam

BEST SELLING ALBUMS

**ADAM &
EVENING**

Coed LPC 903
(Mono & Stereo)

**AND THEN
CAME ADAM**

Coed LPC 902
(Mono & Stereo)

Exclusively

Management:
CAPAX MGT. CORP.

COED
RECORDS

Direction:
XXX
WILLIAM MORRIS AGENCY

AW

*Thanks, Music Dealers for your
continued support... and Best
Wishes for a successful
convention.*

Adam

*P.S. My sincere "thanks" to the
DJ's, program directors,
and record librarians.*

HIT
NO. 1

NEW ORLEANS

HIT
NO. 2

QUARTER TO THREE

HIT
NO. 3

SCHOOL IS OUT

LeGrand 1009

GARY

(U.S.)

BONDS

AND HIS NEW, SMASH ALBUM!

Thanks, Dealers, DJ's and Operators everywhere, for clocking Quarter To Three into the No. 1 record in the nation. I'm tremendously grateful for all your help. Appreciatively, Gary.

P.S.: Hope you like my new single and album as well!

Personal Management
FRANK GUIDA
9239 Macomber Road
Norfolk, Virginia

Exclusively
LeGrand Records
Norfolk, Va.
Distributed Nationally By
RUST RECORDS, N.Y.C.



DANCE 'TIL QUARTER TO THREE
WITH U. S. BONDS
LeGrand LLP 3005





Come up and see our etchings . . .

and other engineering advances and style innovations in the new Westinghouse Radio-Portable Phonograph line at the Music Show. It's a big line, a strong line, a saleable line, with powerful transistor portables, new AM/FM table models, push-button clock radios, low end portable phonos and portable stereo with console sound. See them all at the Music Show, Palmer House, 400 Room, July 16 to 20.



You can be sure, if it's

Westinghouse



Thanks Everybody!

FOR YOUR WONDERFUL
RECEPTION TO MY
FIRST RELEASE...

**"DON'T
TAKE YOUR
LOVE FROM
ME"**

62279

now
exclusively
on



Little Linda

Personal Management
Jerry Teifer

Heard about PHILCO?

To meet overwhelming distributor demand Philco production schedules have been increased, speeded up! Radio, Stereo orders up substantially...TV orders up 44% over 1960! See the most-talked about new lines in electronics from PHILCO!



TABLE RADIOS

FULL-SIZED MODELS PRICED FOR VOLUME

• Full features • Sparkling Styling • Fully Guaranteed

\$14⁹⁵
AND UP

SUGGESTED LIST PRICE



CLOCK RADIOS

MOST WANTED COLORS AND STYLES

• New cabinetry • Sparkle Styled • New value features

\$19⁹⁵
AND UP

SUGGESTED LIST PRICE



MODEL 914

FM and AM-FM RADIOS

EXCITING NEW STYLES AND FEATURES

• Component Styling • Transistorized FM-AFC • Wide range speakers

\$34⁹⁵
AND UP

SUGGESTED LIST PRICE

MODEL 910



MODEL 1424

PORTABLE PHONOGRAPHS STEREOPHONIC-MONOPHONIC

• NEW STYLES • NEW COLORS • NEW DEALS

• Features Stereo Party Ensemble—Cart and Record Package

FROM

\$49⁹⁵
MODEL 1414

SUGGESTED LIST PRICE



MODEL 1721

NEW STEREO HIGH FIDELITY

BACKGROUND LISTENING CONTROL

• Authentic Cabinetry • New Stereo Amplifiers

• Built-in AM-FM tuners • Transistorized FM-AFC • Ready for Multiplexer

FROM

\$149⁹⁵
MODEL 1628

SUGGESTED LIST PRICE



MODEL 4908

NEW VIVID VISION TV

COMPACTS, CONSOLES, HI-FI COMBOS

• Black level control • New Intensi-Tube • Proven Cool Chassis

FROM

\$169⁹⁵
MODEL 3720

SUGGESTED LIST PRICE

See PHILCO at the
NAMM SHOW
SPACE 411-412
"400 ROOM"
PALMER HOUSE • CHICAGO

Philco's on the move! GO WITH
PHILCO.

Full-Line Catalog Disk Sales Seen on Way Out by Dealers

Continued from page 9

recipe for improvement of the over-all business includes lower album prices, no racks, no special discounts to one-stops and less merchandise. "Over 80 per cent of the current releases are pure junk," he says. "And with this volume, good releases are lost in the mire."

Another dealer states simply, "Unless manufacturers take steps to eliminate rack jobbing and discount operations, they will have no outlet for their vast catalog merchandise. The independent record dealer cannot continue to carry extensive catalog in the face of dwindling store traffic."

Another dealer frankly recommends that manufacturers should employ fair trading practices if they consider their product any good.

In another case, the statement is made that "it is impossible to carry big inventories and complete selections. You must specialize in the items that turn over and cut out everything else to exist. In other words, you specialize only where you get a half-way decent turnover."

Continuing on the theme of cata-

log, a Midwest dealer declares, "The days of stocking deep catalog are at an end. Due to chain stores, racks and discounters, the outlook for survival of regular music stores is dim." Referring to the matter of dealer diversification, one dealer believes this would not be necessary if a policy of "uniform pricing to all, regardless of volume, were adopted."

In another instance, a dealer claims that "filling stations, dime stores, penny stores, dry goods stores and food stores who handle records but do not know records and artists, have gotten things in a real mess." He asks, "What has the manufacturer gotten out of it but a miserable jumble?"

Complaints regarding record clubs received from dealers are as bitter as ever.

Other suggestions include an expression of hope for a compatible LP so that dealers do not have the problem of double inventory. Another declares that too many imports (in the phonograph and radio field) will continue to injure the economy.

Home Recording Feature Seen Taking Key Role in Tape Field

Monaural tape recorder sales continue to occupy an important segment of the total market, according to dealers taking part in Billboard Music Week's annual survey of equipment sales at the record dealer level. The fact would indicate that prerecorded stereo tape has not yet become the dominant factor in the tape business once predicted and that tape equipment continues to be sold on the basis of its appeal as a home re-

recording rather than a playback medium.

Despite this fact, better than half of the dealers reporting (about 57 per cent) are now handling prerecorded stereo tape. Of these, nearly 75 per cent handle four-track, reel-to-reel tape, while only a small minority (about 3 per cent) handle cartridge stereo tape.

Of those replying to Billboard's survey, over 57 per cent said that monaural tape recorder sales were

either better than or as good as those of a year ago. By the same token, almost the same number (a little over 55 per cent) indicated that stereo equipment sales were equal to or better than last year. Many reasons were given for the general condition of the business as seen by reporting dealers. Interestingly enough, one of the reasons stated for better sales was the advent of youngsters taping records off the air. This confirms suspicions held in many circles of the disk industry.

Other reasons advanced to explain a better state of the business included the availability of better prerecorded tape, the advent of four-track tape, lower price models of players available and the fact that tape was the obvious next step for many customers who already had amplifiers and speakers.

Of those reporting business about the same as in the corresponding period a year ago, some by their answers, indicated this was almost as good as an increase, while others declared their failure to write more business. In the former group, the most important reason appeared to be the generally lower prices of tape equipment. Another factor was what was regarded as a bigger variety of tape equipment from which to choose.

Among those regarding a similar level in last year as in effect a decrease, competitive pricing of the

(Continued on page 34)

BILLBOARD MUSIC WEEK 1961 DEALER SURVEY

TAPE AND TAPE EQUIPMENT SALES IN RECORD SELLING OUTLETS

TAPE EQUIPMENT SALES for 26 Weeks, 1961 vs. 1960	1961		PRE-RECORDED TAPE SALES Since January 1, 1961
	mono	stereo	
Better	15.5	24.5	27.1
About Same	41.7	30.9	18.0
Worse	27.3	17.3	13.5
Don't Know or No Response	15.5	27.3	41.4

BILLBOARD MUSIC WEEK 1961 Survey of Phonographs and Radio

NUMBER OF RECORD-SELLING DEALERS HANDLING PHONOGRAPHS & RADIOS FROM JAN. 2 THRU MAY 15, 1961	UNIT SALES BY RECORD-SELLING DEALERS FROM JAN. 2 THRU MAY 15, 1961	AVERAGE UNITS SOLD PER RECORD-SELLING DEALER FROM JAN. 2 THRU MAY 15, 1961	TYPE OF PHONOGRAPH EQUIPMENT & RADIOS SOLD BY RECORD-SELLING DEALERS FROM JAN. 2 THRU MAY 15, 1961	BRANDS	ADMIRAL	ARVIN	BIRCH	BULOVA	CALIFONE	CAPITOL	CHANNEL MASTER	COLUMBIA	CREST	CURTIS MATHES	DEAN	DECCA	DELMONICO
PHONOGRAPHS																	
5,000	56,100	11.2	PORTABLE MONAURAL PHONOGRAPHS BOTH MANUAL & AUTOMATIC	Percent Reported as "Best Selling Line"	*	*	1.7%	*	5.3%	7.2%	*	*	27.9%				
				Average Number Units Sold			7.6		7.2	11.6			6.6				
3,100	18,100	5.8	PORTABLE STEREO PHONOGRAPHS MANUAL	Percent Reported as "Best Selling Line"	*	*	*		6.3%	5.9%			6.3%				
				Average Number Units Sold					5.5	7.0			3.2				
4,900	66,200	13.4	PORTABLE STEREO OR TABLE MODEL AUTOMATIC PHONOGRAPHS	Percent Reported as "Best Selling Line"	*	*	*		2.5%	9.7%			10.1%				
				Average Number Units Sold					3.5	7.2			9.0				
3,600	29,700	8.2	STEREO CONSOLES OR CONSOLETTES WITHOUT AM/FM RADIO OR TV	Percent Reported as "Best Selling Line"	*				*	7.2%			2.5%				
				Average Number Units Sold						5.5			3.0				
3,200	52,000	16.3	STEREO CONSOLES OR CONSOLETTES WITH AM/FM RADIO	Percent Reported as "Best Selling Line"	*				*	3.4%			1.7%				
				Average Number Units Sold						1.5			6.0				
1,800	14,700	8.3	STEREO CONSOLES (THEATRES) WITH AM/FM RADIO AND TELEVISION	Percent Reported as "Best Selling Line"	*								1.7%				
				Average Number Units Sold									3.0				
RADIOS																	
5,300	126,200	23.6	TRANSISTOR RADIOS	Percent Reported as "Best Selling Line"	*		*			6.8%	1.1%						
				Average Number Units Sold						5.2	2.0						
1,400	6,000	4.2	NON-TRANSISTOR PORTABLE RADIOS	Percent Reported as "Best Selling Line"	*												
				Average Number Units Sold													
4,300	30,000	7.0	CLOCK RADIOS	Percent Reported as "Best Selling Line"	2.3%												
				Average Number Units Sold	1.0												
4,600	40,600	8.8	TABLE MODEL RADIOS	Percent Reported as "Best Selling Line"								1.1%					
				Average Number Units Sold								4.0					
3,400	20,600	6.1	FM-ONLY RADIOS	Percent Reported as "Best Selling Line"	*	*						*					
				Average Number Units Sold													

*INDICATES BRANDS ALSO SOLD BY RECORD-SELLING DEALER

Accessory Sales Holding Own; Raw Tape Activity in Spurt

Accessory sales for the first months of 1961 held close to levels of the same period a year ago, according to Billboard Music Week's annual survey of accessory activity among record dealers.

The survey is made up of five different categories: phono needles, carrying cases, record changers, cartridges and raw tape. In only the raw tape category did dealers report business for this year substantially better than that of last year.

Dealers reporting an increase in sales of phono needles and car-

tridges, said this was a result of an awareness on the part of the consumer of the fragile nature of stereo disks. These same dealers also felt that a broader and more obvious display of accessory merchandise made a difference in their ultimate sales.

In all areas of accessory sales, many dealers said that one of the keys to moving accessory products is to stock a wide variety and quantity of merchandise. Many dealers found that in their areas there was little or no price-cutting in acces-

sories. One dealer, in fact, chastised himself for not having done a better job in buying his stock. He added that he felt "accessories are a lucrative business."

Those dealers who found business worse or the same as last year, offered many of the more or less standard reasons. General business conditions, the recession and inclement weather explained numerous problems associated with diminished accessory profit. Discount house competition, and the loss of record-buying traffic through the activity of record clubs and rack operations were also cited as reasons for the lessening in sales of these items.

The increase of interest in home taping appears the most prominent reason for the upswing in raw tape sales. Youngsters purchasing low-priced tape units and adults buying the more expensive models have stimulated sales of blank recording tape. Another reason given for the increase in popularity of the cheaper Japanese units which have flooded the market in recent years.

SORD-NAMM Meetings Open

Continued from page 9

held as "the 11-year-old percussion prodigy."

Meanwhile, perhaps the most dramatic developments were expected to occur during meetings of SORD. The nation-wide dealer association, which passed a resolution at its meeting here last year that an all-industry "summit conference" for the record business be held, will see that idea partially realized here at its general membership meeting Tuesday evening at 8 p.m. in the Crystal Room of the Palmer House.

This meeting will feature talks by Art Talmadge, president of ARMADA and general manager of United Artists Records, and Kandy Wood, president of Dot Records, and a member of RIAA. Both are expected to remain for a question period following their talks.

Meanwhile, several board meetings of SORD were expected to take place. The first of these was planned for Sunday afternoon (16), with a second set for Monday morning, to include an informal discussion with board members of ARMADA. The dealer association meetings are also expected to be up-dated on the progress of the Chicago dealer suit against the three major record clubs, and that

of the FTC investigation into alleged price discrimination and other evils in the record business. A number of colorful sessions were in the offing in any event, with the possibility of several unannounced late starters in the works among the speaker contingent for the general membership meeting.

There will also be speeches by Howard Judkins and Louis Shapiro, president and secretary-treasurer of the SORD organization.

Additional Dealer Survey Charts Listed

Billboard Music Week's annual dealer survey of phonograph and radio sales appears below on these pages. A companion feature, detailing latest sales information on tape equipment and record and tape accessories will be found complete on page 45 of this issue. Another series of charts listing manufacturers who lead in point of merchandising and promotion service to dealers will be found on page 34.

BILLBOARD MUSIC WEEK 1961 DEALER SURVEY

ACCESSORY SALES

First 18 Weeks, 1961 vs. 1960

	1961	1960	1961	1960	% Change
PHONO NEEDLES	37.0	52.9	8.1	.8	1.3
CARRYING CASES	11.8	47.6	33.7	1.2	5.7
RECORD CLEANERS	19.9	56.2	15.0	1.2	7.7
PHONO CARTRIDGES	16.7	40.6	13.0	5.3	24.4
RAW TAPE	40.7	32.8	10.2	4.1	12.2



Sales in Record Selling Outlets

DU MONT	EMERSON	FISHER	GENERAL ELECTRIC	GRANCO	HITACHI	MAGNAVOX	MOTOROLA	OLYMPIC	PHILCO	PHONOOLA	PILOT	RCA VICTOR	ROLAND	SARKIS TAZJIAN	SONY	STROMBERG CARLSON	SYLVANIA	SYMPHONIC	TELETONE	TOSHIBA	TROUBADOR	VISCOUNT	VOICE OF MUSIC	WEBCOR	WESTINGHOUSE	ZENITH	ZEPHYR	PRIVATE BRANDS	VARIOUS JAPAN EYE MODELS	ALL OTHER	NO RESPONSE
	*					5.1%	*	*	*			3.0%						1.7%	*				6.8%	4.0%	*	3.8%	*		8.9%	23.9%	
						8.5						5.6						9.6					6.3	7.5	10.8						
		1.7%				2.1%	*	*				4.2%						1.3%					2.1%	3.0%	2.1%	*		4.5%	50.8%		
		2.7				3.0						7.5						4.0					1.5	2.6	7.7						
	*	1.3%				15.2%	5.1%	*	1.3%	*	4.9%							*	*				6.8%	7.0%	*	3.4%	*		6.8%	25.7%	
		6.0				15.3	5.3			6.0	6.5												7.6	5.9	10.1						
	*	*				16.0%	2.5%	*	*	1.7%	5.9%					2.1%							5.9%	3.0%	1.7%				4.2%	47.8%	
						4.8	2.5			5.0	3.3				1.6								2.1	5.0	4.0						
*	1.3%	2.5%				15.6%	1.7%		*	4.6%					1.7%	*							1.3%	1.7%	3.8%			4.6%	54.0%		
	1.0	13.2				15.1	4.0			6.2					3.0								5.0	4.3	6.6						
*	*	*				16.0%	1.3%			2.1%																3.4%			2.1%	73.4%	
						8.7	1.0			1.0															3.2						

1.1%	6.8%	2.8%	13.1%	4.0%	2.3%	6.3%		1.7%		4.0%	1.1%	*	12.5%	1.1%	4.5%	5.8%	25.0%
4.5	10.1	7.3	22.9	5.0	2.0	5.7	6.0		8.1	9.0			23.1	2.0	11.8		
	1.7%		2.3%			1.7%							*	1.7%		1.7%	90.9%
	2.0		1.0			5.5								24.0			
2.3%	10.8%		8.5%	1.7%	13.1%	*			*					13.1%		1.1%	47.1%
8.0	8.2		4.1	2.0	5.8									9.9			
2.3%	7.4%		3.4%	5.7%	*	*	14.8%							14.2%	*	3.9%	47.2%
4.0	13.8		2.3	6.5		5.7								11.3			
	1.1%	16.8%	5.1%	2.3%	*	*	3.4%	1.7%						8.5%		4.5%	52.9%
	3.0	5.5	6.8	4.6		2.5	15.6							8.5			

* NOT REGISTERED LESS THAN ONE PERCENT AND IS INCLUDED IN "ALL OTHERS" COLUMN.

HIT "MY LAST DATE"

after ■■■■■■

HIT "ON THE REBOUND"

after ■■■■■■

HIT "SAN ANTONIO ROSE"

RCA Victor 7893

**FLOYD
CRAMER**

Exclusively



RCA VICTOR
RADIO CORPORATION OF AMERICA

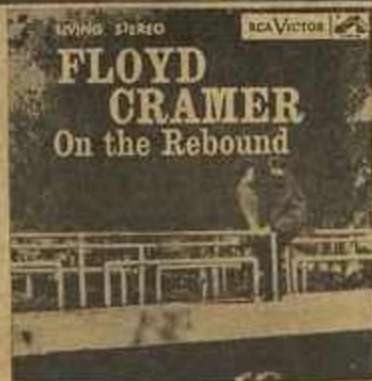




**THANKS, DEALERS,
FOR SELLING
MY RECORDS,
FLOYD.**

LATEST HIT ALBUM:

RCA Victor
LPM/LSP 2359



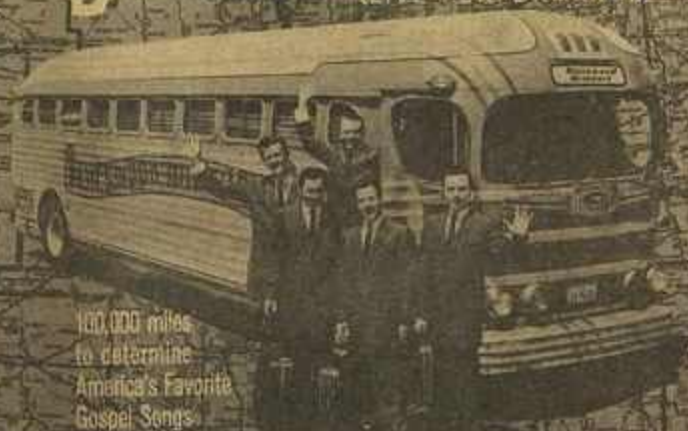
AMERICA'S TOP-SELLING RELIGIOUS ALBUMS

**28,000 SOLD
IN 7 WEEKS**

Recorded live at Municipal Auditorium, Long Beach, Calif., the Blackwood Bros. in a stirring concert of all-time top favorites, including their biggest—THE OLD COUNTRY CHURCH. Available mono and stereo (LPM 2300).

The Blackwood Brothers... ON TOUR

(LIVE PERFORMANCES)



100,000 miles
to determine
America's Favorite
Gospel Songs

LPM-2300

THE BLACKWOOD BROTHERS IN CONCERT
LPM-2137 (Available mono & stereo)

PARADISE ISLAND
LPM-2033 (Available mono & stereo)

BEAUTIFUL ISLE OF SOMEWHERE
LPM-2248 (Available mono & stereo)



HYMN SING
LPM-1255 (mono only)



I'M BOUND FOR THAT CITY
LPM-1488 (mono only)



HIS HANDS
LPM-1705 (mono only)



FAVORITE GOSPEL SONGS &
SPIRITUALS LPM-1351 (mono only)



THE STRANGER OF GALILEE
LPM-1892 (mono only)

Thanks to all our dealer friends for making our RCA Victor albums available to all our many friends everywhere. Hope we'll be seeing you during our forthcoming tour-dates including:

July 28—Charleston, W. Va.
29—Parkersburg, W. Va.
31—Washington, W. Va.
18—Baltimore, Tenn.
24—Greenville, S. C.
31—Spartanburg, S. C.
Aug. 1—Cincinnati, O.
2—Florence, S.

3—Galt, W. Va.
4—Nashville, Tenn.
8—Paducah, Ky.
7—Columbiana, Ky.
9—McKeesport, Pa.
10—Greenville, S. C.
11—Cincinnati, O.
12—Atlanta, Ga.

13—Terry, Va.
17—Nashville, Tenn.
18—Cincinnati, O.
19—Birmingham, Ala.
25—Tampa, Fla.
26—Waycross, Ga.
31—Florence, Ala.

Sept. 1—Nashville, Tenn.
2—Waco, Ga.
3—Houston, Texas, N. C.
3—Houston, Tex.
5—Fort Worth, Tex.
10—Tulsa, Okla.
11—Merida, Wis.
12—Springfield, Mo.

10—Hartsville, N. C.
10—Charlotte, N. C.
21—Washington, D. C.
25—Alton, Ill.
25—Detroit, Mich.
26—Oklahoma City, Okla.

27—Big Springs, Tex.
28—Florence, Ala.
29-30—Long Beach, Calif.
Oct. 2—Albany, N. Y.
3—Lubbock, Tex.
8—South Bend, Ind.
7—Chicago, Ill.

Available for concert
and TV appearances thru:

**THE BLACKWOOD
BROTHERS**

209 N. Lauderdale, Memphis 5, Tenn.

FATS DOMINO

A
REAL
SMASH!!



**"LET THE
FOUR
WINDS
BLOW"**

**"GOOD
HEARTED
MAN"**

#5764



IMPERIAL RECORDS

6425 Hollywood Blvd., Hollywood, Calif.

IN CANADA • LONDON RECORDS, Ltd.

NOW...
A NEWER, HAPPIER,
EMANCIPATED
SINATRA

(ALBUM PORTRAIT
OF A MAN ENJOYING HIS WORK)



UNTRAMMELED,
UNFETTERED,
UNCONFINED

...ON

reprise



...TO PLAY AND PLAY AGAIN

THE YEAR'S MOST EXCITING NEW SOUND!

THE TOKENS

MANAGED BY SEYMOUR BARASH



MITCH

HANK

JAY

PHIL

The Tokens would like to publicly thank:

Hugo and Luigi,

RCA Victor,

D. J.'s

and the Nation's Dealers

for making our latest record a smash hit!

Current hit single:

DRY YOUR EYES

C / W

WHEN I GO TO SLEEP AT NIGHT

7896



Exclusively

Personal Management:
SEYMOUR BARASH

One Hanson Place,
Brooklyn, New York
Sterling 9-8588



RCA VICTOR
RADIO CORPORATION OF AMERICA



CONNIE FRANCIS

current hit single

TOGETHER TOO MANY RULES

M-G-M 13019

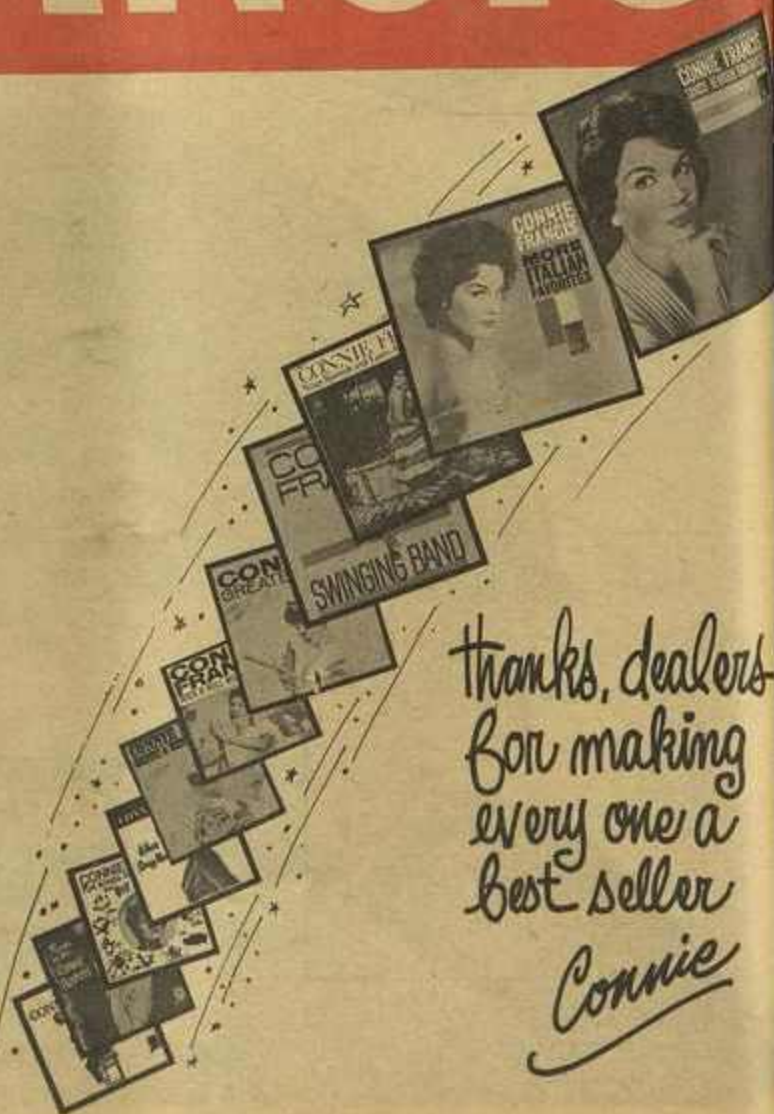
exclusively

MGM RECORDS

personal management

GEORGE SCHECK

161 W. 54th St., N. Y. C.



thanks, dealers
for making
every one a
best seller
Connie

Home Recording

Continued from page 24

counters appeared a prime factor. In the group reporting lower sales of both monaural and stereo equipment, the general business slump, discount selling, consumer confusion as to reel-to-reel and cartridge tapes, and an apparent predilection of customers in favor of records rather than tapes, were all

listed as causes for the decline in business.

On the prerecorded tape front, about twice as many dealers reported better sales since January 1 as reported decreased sales. The conclusion, in view of the over-all tape survey results, would be that there remains substantial interest in both the playback and record features of the tape space, with the whole market in a somewhat fluid condition.

Diversification

Continued from page 8

a factor in disk store over-all sales.

Of perhaps more interest, however, is the fact that 21.6 per cent of the replying dealers said they are now selling greeting cards, a commodity which, though it has a low unit profit, has nevertheless not been hit so far by the discount fever.

Approximately 18 per cent of the dealers are now selling cameras and film as a sideline. It's interesting to note, in this connection, that many camera stores have had at least a foot in the music business door through tape recorder sales, while some even carry records. The Peerless camera stores in New York are a good example of the latter.

About the same percentage of dealers replying are also stocking books today. Another 5 per cent of the dealers replied that they are selling such items as appliances, chord organs, audio components, sheet music and gift items. In the case of gift items, it is known that some dealers have taken on the aspect of a gift shop in order to lure the housewife trade, since women are regarded as an increasingly important factor in sales, particularly of phonographs.

Over 16 per cent of the dealers reporting diversification moves fell into the "miscellaneous" category, offering for sale such incidentals as paint, party supplies and toys, among others. Still others reported carrying such unique items (for disk and phono-radio stores) as rare coins and stamps for collectors, and office supplies.

About 10 per cent of those replying answered "no" to the diversification question. Yet more than half of these indicated they were already selling either cameras and film, greeting cards or books. This indicates that their sales of these products were not new, but rather, were established parts of their operation.

BILLBOARD 1961 DEALER SURVEY

QUESTION: Which Tape manufacturer provided the best merchandising, promotion and service to help you?

Manufacturer	Percentage of Dealers Voting	Resume of Reasons for Dealers' Choice
WEBCOR	26.1%	Good service; good advertising; single line; more public attention; value; ease for customer contact; good publicity; good product; reasonably priced.
VOICE OF MUSIC	21.4%	Good service; good advertising; good publicity; ease for customer contact; good publicity; good product; reasonably priced.
AMPEX	2.7%	Good quality for the money.
SONY	2.7%	Good advertising; good product; good service.
REVERE	1.8%	Good product; low cost; good service.
TELECTRO	1.8%	Fast delivery; good price.
WOLLENSACK	1.8%	Good advertising; easy to contact; low prices.
ALL OTHERS	6.4%	Note: Following manufacturers were mentioned by less than 1% of the replies: Bell, Tascam, Columbia, General, Ampex, Star Line, Bestsound and Traxon.

QUESTION: Which Radio manufacturer provided the best merchandising, promotion and service to help you?

Manufacturer	Percentage of Dealers Voting	Resume of Reasons for Dealers' Choice
ZENITH	14.3%	Best quality merchandise; good advertising; national advertising; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
MAGNAYOX	11.4%	Best quality merchandise; good advertising; national advertising; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
BEA VICTOR	10.9%	National advertising; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
GENERAL ELECTRIC	9.7%	Good advertising; good product; ease for customer contact; good publicity; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
MOTOROLA	6.9%	Good product; good price; good service; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
CHANNEL MASTER	4.0%	Good advertising; good product; ease for customer contact; good publicity; good price; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.

BILLBOARD 1961 DEALER SURVEY

QUESTION: Which Phono manufacturer provided the best merchandising, promotion and service help to you?

Manufacturer	Percentage of Dealers Voting	Resume of Reasons for Dealers' Choice
MAGNAYOX	19.4%	Good advertising; excellent merchandise; good promotion; well organized company; high quality merchandise; good service; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
BECCA	12.2%	Customer is always right policy; good advertising; good product; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
VOICE OF MUSIC	10.1%	Good service; good advertising; good publicity; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
COLUMBIA	4.3%	Product and merchandising; service; excellent and generous; better delivery; better and satisfactory; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
WEBCOR	5.5%	Dependable; good service; single line; good service; low cost; good service.
BEA VICTOR	5.5%	Good advertising; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
ZENITH	3.1%	Good advertising; better public attention; good service; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
CAPITOL	4.2%	Fast service; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.
MOTOROLA	3.4%	Good advertising; service; ease for customer contact; good publicity; good product; reasonably priced; good service; single line; good service; low cost; good service.

DYNAMITTE!

FREDDIE CANNON



Swinging his Newest 2-Sided Hit!

"TRANSISTOR SISTER"

b/w

"WALK TO THE MOON"

SWAN #4078

His Newest Smash LP!



SOLID GOLD HITS
SWAN LP-505

Thanks, Music Merchants,
and Best Wishes for a
Successful Convention

—Freddie

Management:
BERNEGAT ENTERPRISES, INC.

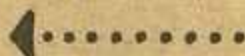
Bookings:
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Exclusively:
SWAN RECORDS

ARTHUR LYMAN



Big Selling Album



And a Big Selling Single



LP SL1004

Many thanks to all NAMM men who helped



#H-5024

HIFIRECORDS

Hollywood, Calif.

ALBUM PROGRAMMING & BUYING GUIDE

TOP LP's BY CATEGORY

To help dealers buy and control and properly display inventory, and to help broadcasters program, the 200 Best Selling LP's are herewith listed by type of material and arranged alphabetically. The same 200 LP's are listed in order of sales strength on the cardboard insert.

VOCAL LP's

Title (Label)	(Stereos)	Week Top LP Rank
Male Vocalists		
ALL THE WAY (Cap)	(7)	18
ANNA AT THE COPA (ASC)		60
PAUL ANKA SINGS HIS BIG 15 (ASC)		47
CHIT ANKA'S WORKSHOP (ASC)		129
RELAUNCH AT CARNEGIE HALL (RCA)	(2)	32
BRADFORD RETURNS TO CARNEGIE HALL (RCA)		78
BROOK BENTON GOLDEN HITS (Mer)		53
BOBBY'S BIGGEST HITS (Came)		103
COME DANCE WITH ME (Cap)		125
BORIS BEARM STAY (Aton)		21
DEDICATED TO YOU (ASC)		38
GENIUS HITS THE ROAD (ASC)		120
GENIUS PLUS SOUL EQUALS JAZZ (Imp)	(4)	110
HEAVENLY (Cap)		104
RUGBY HOLLY STORY (Cap)		121
JOHNNY HOYTON'S GREATEST HITS (Cap)		56
NYMINS (Cap)		65
IT'S BUY YOU A STAR (Cap)		38
IT'S PONY TIME (Folk)		114
JOHNNY'S GREATEST HITS (Cap)		25
JOHNNY'S MOODS (Cap)		79
LOVE IS THE THING (Cap)		148
MOODY RIVER (Dell)		148
MOST POPULAR GUITAR (RCA)		152
NEARLY THE CROSS (Cap)		110
NICE 'N' EASY (Cap)	(3)	17
NO ONE CARES (Cap)		73
RICK IS IT (Imp)		144
SING-A-DING DING (Mer)		116
SINATRA'S SWINGIN' SESSION (Cap)		148
SOMETHING FOR EVERYBODY (RCA)		91
TOUCH OF YOUR LIFE (Cap)		155
TRIST (Folk)		104
WARM (Cap)		48

Title (Label)	(Stereos)	Week Top LP Rank
Female Vocalists		
CONNIE'S GREATEST HITS (Mer)		142
CONNIE FRIENDS AT THE COPA (Mer)		62
DAVIDS (Dell)		21
ITALIAN FAVORITES (Mer)		29
LATIN A LA LEE (Cap)		127
BRENDA LEE (Mer)		53
MAKING THE WHITE (Vee)		67
MORE GREATEST HITS (Mer)		151
ROBIN 30's (Vee)		41

Title (Label)	(Stereos)	Week Top LP Rank
Blues and Gospel		
ANOTHER SMASH (Dell)		75
BEST MUSIC ON/OFF CAMPUS (Cap)		112
ENCORE OF GOLDEN HITS (Mer)		40
FROM THE HUNGARY 1 (Cap)		111
ODE PLACES (Cap)	(6)	28
HAWAII (Cap)		63
HERE WE GO AGAIN (Cap)		74
KINGSTON TRO (Cap)		30
KINGSTON TRO AT LARGE (Cap)		105
MAKING WAY (Cap)		14
SOLD OUT (Cap)		81
SOLID AND LAUNCHY (Mer)		91
STRING ALONG (Cap)		90
TONIGHT IN PERSON (RCA)		147

Title (Label)	(Stereos)	Week Top LP Rank	
Classical			
FOUR SING ALONG WITH MITCH (Cap)		72	
FOLK SING ALONG WITH MITCH (Cap)		137	
HAPPY TIMES SING ALONG WITH MITCH (Cap)	(1)	41	
MEMORIES SING ALONG WITH MITCH (Cap)		28	
MITCH'S GREATEST HITS (Cap)		88	
MORE SING ALONG WITH MITCH (Cap)		43	
PARTY SING ALONG WITH MITCH (Cap)	(2)	35	
SATURDAY NIGHT SING ALONG WITH MITCH (Cap)		37	
INSTRUMENTAL SING ALONG WITH MITCH (Cap)		113	
SING ALONG WITH MITCH (Cap)		(3)	30
STILL MORE SING ALONG WITH MITCH (Cap)		44	
TV SING ALONG WITH MITCH (Cap)		8	

Title (Label)	(Stereos)	Week Top LP Rank
Mixed Voices		
ORDERS BUY BOOBIES (Cap)		64
12 PLUS 3 EQUALS 18 HITS (Mer)		122

CLASSICAL & SEMI-CLASSICAL LP's

BETHOVEN, WELINGTON VICTORY (Mer)	(2)	118
BREATHING PIANO CONCERTO NO. 2 (RCA)		117
THE LORD'S PRAYER (Cap)		81
SIXTY YEARS OF MUSIC AMERICA (SOVIS BOST, VOL. 2) (RCA)		121

INSTRUMENTAL LP's

Title (Label)	(Stereos)	Week Top LP Rank	
Rock and Dance			
BEST OF THE POPULAR PIANO CONCERTOS (Mer)	(2)	36	
BLUE HAWAII (Dell)		(2)	55
CALIFORNIA (Mer)		13	
ITALIA MIA (Mer)		(1)	28
MEMORIES ARE MADE OF THIS (Cap)		50	
MR. LUCKY DOES LATIN (RCA)		(1)	71
ORANGE BLOSSOM SPECIAL & WHEELS (Cap)		(2)	34
PIANO FORTÉ (RCA)		100	
SAIL ALONG SILVER MOON (Dell)		153	
SAV IT WITH RUSSIC (Cap)		(4)	82
SOMEONE TO REMEMBER (Mer)		89	
SOUL OF SPAIN, VOL. 1 (Sav)		134	
STARS FOR A SUMMER NIGHT (Cap)		(1)	3
TEMPTATION (Cap)		76	
TOT (Mer)		119	
WONDERLAND BY NIGHT (Dell)		(2)	39
Jazz			
DREAMWALKER (ASC)		(4)	116
EXODUS TO JAZZ (Vee)		(4)	21
PETE ECHOUNTAIN'S NEW ORLEANS (Cap)		144	
AL HIRT, THE GREATEST HORN IN THE WORLD (RCA)		142	
TIME OUT (Cap)		143	
Teen Beat			
GIRL, GIRL, GIRL (Mer)		149	
HAVE THANGY GUITAR, WILL TRAVEL (Mer)		197	
WALK, DON'T RUN (Dell)		97	
Personas and Sound			
BOOGIES (Cap)		(4)	1
PERSUASIVE PERCUSSION, VOL. 1 (Came)		(3)	1
PERSUASIVE PERCUSSION, VOL. 2 (Came)		(2)	84
PERSUASIVE PERCUSSION, VOL. 3 (Came)		(7)	148
PERSUASIVE PERCUSSION, VOL. 4 (Came)		(9)	191
PERSUASIVE PERCUSSION, VOL. 5 (Came)		(14)	241

SHOW MUSIC

Title (Label)	(Stereos)	Week Top LP Rank	
Original Cast			
BYE BYE BIRDIE (Cap)		144	
CAROLET (Cap)		(7)	2
CAROLINA (Mer)		(1)	1
DO BE ME (Cap)		(3)	50
HEARTLO (Cap)		143	
FLOWER BRUSH SONG (Cap)		99	
GYPSY (Cap)		101	
HAPPIEST GIRL IN THE WORLD (Cap)		100	
INNA LA DODICE (Cap)		133	
MUSIC MAN (Cap)		118	
MY FAIR LADY (Cap)		(1)	27
THE SOUND OF MUSIC (Cap)		(4)	8
SOUTH PACIFIC (Cap)		87	
TENDERLOIN (Cap)		44	
UNSHAKABLE MILDRED BROWN (Cap)		(4)	82
WEST SIDE STORY (Cap)		(7)	83
WILDCAT (RCA)		(3)	72
Sound Tracks			
THE ALIANO (Cap)		82	
BEA-HAIR (Mer)		(1)	44
CAN CAN (Cap)		(2)	4
EXODUS (RCA)		(2)	4
G.I. BLUES (RCA)		(1)	8
GIG WIGWAG		117	
ONE WITH THE WIND (Cap)		(3)	56
SHRIMP AND I (Cap)		85	
NEVER ON SUNDAY (Mer)		(4)	6
OHIAIOWAI (Cap)		(3)	98
POREY AND BESS (Cap)		(1)	87
SOUTH PACIFIC (RCA)		(7)	43
STUDENT PRINCE (RCA)		44	
Musical From Musical Films and TV			
CARAMEL (Cap)		108	
FUN INCENSE (Mer)		98	
ONE WITH THE WIND (Mer)		89	
GREAT MOTION PICTURE THEMES (Mer)		(1)	7
MR. LUCKY (RCA)		106	
MUSIC FROM EXODUS AND OTHER GREAT THEMES			
(Mer)		(4)	14
PETE QUINN (RCA)		72	

COMEDY LP's

AN EVENING WITH MIKE NICHOLS AND		
BLAINE BAY (Mer)		77
BUTTON-DOWN MIND OF BOB NEWHART (Mer)		34
BUTTON-DOWN MIND STRIKES BACK (Mer)		24
EDGIE OF SHELLEY BERMAN (Vee)		145
STAN FREBERG PRESENTS THE UNITED STATES OF AMERICA, VOL. 1		
HERE'S JONATHAN (Mer)		19
INSIDE SHELLEY BERMAN (Vee)		34
JOSE JIMENEZ AT THE HUNGARY 1		140
KICK THE OWN SELF (RCA)		122
KNOCKERS UP (Dell)		12
LAUGHING ROOM (Mer)		110
MOMS MARLEY AT THE U.N. (Cap)		23
MOMS MARLEY ON STAGE (Cap)		128
SIMULATIONS (Dell)		27
WOODY WOODSLEY LOOKS AT LOVE AND LIFE (Stereos)		182
IN LIVING BLACK & WHITE (Cap)		49

The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

Pop

RAY CHARLES AND BETTY CARTER



ABC-Paramount ABC 385 (Stereo & Monaural)—Ray Charles and Betty Carter join together on this new set for some smooth, pretty readings of a fine group of standards. The songs include such favorites as "Goodbye," "Sole to Sole," "Baby It's Cold Outside" and "Take Two to Tango." Charles and Miss Carter sell them with ease over fine arrangements by Marty Paich. Very good listening and a very salable set for the many Ray Charles fans.

PAUL ANKA SINGS HIS BIG 15 (VOL. 2)



ABC-Paramount ABC 390 (Stereo & Mono)—Here's a colorful new packaging of the singer's big recent hit sides, with backings by both Sid Feller and Don Costa. Contained here are "My Home Town," "Summer's Gonna Dance On Little Girl," "The Story of My Love," and a flock of others. Solid, salable wax with heavy retail potential.

JUDY AT CARNEGIE HALL (2:12)



Judy Garland, Capitol SWBO 1569 (Stereo & Mono)—All the magic of Garland at her best is captured on this exciting two-LP set done in book-fold packaging. It's the complete concert done last April 23 at the famous showplace, a concert that had critics raving. All her greatest numbers are here and the wild acclaim of the big audience only adds additional color. The set is already very big in several markets and it can be expected to spread its happy message fast. It's also packed with jockey folders.

DANCE THE QUARTER TO THREE WITH THE U.S. BONDS



LaGrand LLP 3001—Here's a sock package by the not best selling singles artist. In addition to the title tune—Bonds' smash singles hit—the album includes solid swinging interpretations of "Cecilia," "Minnie the Moochuk and "Don't Go to Strangers." A strong dual-market LP with special appeal for teen-aged buyers.

RUNAWAY WITH DEL SHANNON



Big Top 1362—Del Shannon, who made a name in the world of pop music with "Runaway," could continue to hot pace with this bright new LP. It contains his hit, of course, but in addition the set includes a flock of original items that show off the singer's vocal style, and his heartfelt approach to a song. The best sides are "Misty," "His Latest Flame" and "I Wake Up Crying." Although oriented toward the teen trade, some of the sides will interest adults as well.

THE GENIUS AFTER HOURS



Ray Charles, Atlantic 1369—Ray Charles, still one of the hottest album artists around, has a strong new set here that should also be a solid seller. The sides are mainly in the blues vein, with a mixture of standards and originals, most of the latter penned by Charles himself. Included in the set are the title song, "Joy Ride," "The Man I Love," "Music, Music, Music" and "Ain't No Misbehavin'." Charles' piano work is as delightful as ever, in all of these listenable waxings.

THE WORLD'S GREAT WALTZES



Cleburnoff Strings, Mercury SR 66237 (Stereo & Mono)—Lovely, filling, string-filled arrangements are featured in this new Cleburnoff production. Scoring is fine for either dancing or listening and the stereo is top. Tunes include such evergreens as "Marcheta," "Apple Blossom Time," "At Dawning" and "I Love You Truly." Sold wax for stores and jockeys.

SNOW WHITE AND THE THREE STOOGES



Sound Track, Columbia CS 8450 (Stereo & Mono)—Strong album merchandising here with the old Snow White story retold, this time featuring the cavorting TV favorites, the Three Stooges, along with Olympic skating champion Carol Heiss as Snow White. A good narrative of the story is built into the track along with several songs featuring the Stooges. Most likely hit song is the pretty tune, "A Place Called Happiness." Kids particularly will dig this.

THE LIMELITERS' NEW SINGLE...



"Paco Peco" #7913

Not since "Ferdinand the Bull" has there been anything as funny in full-blooded Spanish as Paco Peco, c/w a mighty, Limelited ballad commemorating the Civil War Centennial: "A Hundred Years Ago."



RCA VICTOR
AUDIO CORPORATION OF AMERICA

(DEALERS: TEAR OFF ALONG DOTTED LINE AND USE PAGE AS WINDOW STREAMER!)

ASK YOUR DISTRIBUTOR ABOUT THE COMPACT 33, THE NEWEST IDEA IN RECORDS

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

① indicates first LP's on the charts 9 weeks or less (see weeks on chart column).

150 Best Selling MONAURAL LP's

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	2	CARNIVAL Original Cast, MGM 2 2094	9
2	1	CAMELOT Original Cast, Columbia 602 8439	28
3	4	STARS FOR A SUMMER NIGHT Various Artists, Columbia PM 1	9
4	3	ERDUS Sound Track, RCA Victor LSC 1008	27
5	5	NEVER ON SUNDAY Sound Track, United Artists UAS 3072	26
10	7	TV SING ALONG WITH MITCH Mitch Miller, Columbia CL 1428	9
7	8	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAS 3122	25
8	7	G. I. BLUES Elvis Presley, RCA Victor LPM 2254	38
9	12	THE SOUND OF MUSIC Original Cast, Columbia 602 8430	81
9	9	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse A-1	17
11	11	SING-A-SONG DING Frank Sinatra, Capitol SW 1001	12
12	15	KNOCKERS UP Rusty Warren, Jubilee JLP 3039	37
13	8	CALCUTTA Lawrence Welk, Dot DCP 3259	25
14	10	MUSIC FROM ERDUS AND OTHER GREAT THEMES Manhattan, London LL 3331	31
15	21	RICK IS 21 Bobby Darin, Imperial LP 9123	9
16	16	TONIGHT IN PERSON Lincolnton, RCA Victor LPM 2272	21
17	14	MAKE WAY Kingston Trio, Capitol T 1474	21
18	13	ALL THE WAY Frank Sinatra, Capitol W 1333	14
22	HERET JONATHAN Jonathan Winters, Verve MVY 10003	9	
17	17	SING ALONG WITH MITCH Mitch Miller, Columbia CL 1148	157
21	25	ERDUS TO JAZZ Eddie Harris, Vee Jay 3014	9
19	19	WILDCAT Original Cast, RCA Victor LSC 1040	24
23	23	MONS MARLEY AT THE U. R. Chas 1402	12
18	18	BUTTON-DOWN MIND OF BOB NEWHART Warner Bros. 1379	47
30	30	JONNY'S GREATEST HITS Johnny Mathis, Columbia CL 1123	168
31	31	BUTTON-DOWN MIND STRIKES BACK Bob Newhart, Warner Bros. 1393	36
36	36	MY FAIR LADY Original Cast, Columbia 60 8086	276
53	53	NEW PLACES Kingston Trio, Capitol T 1184	9
33	33	ITALIA MIA Manhattan, London LL 3329	9
34	34	KINGSTON TRIO Capitol T 984	139
35	35	EMOTIONAL Brenda Lee, Decca DL 4154	11
32	32	BELAFONTE AT CARNegie HALL Harry Belafonte, RCA Victor LSC 4004	89
33	33	BOBBY DARIN STORY Atco 127	9
24	24	ORANGE BLOSSOM SPECIAL AND WHEELS 12 Bitty Faith, Dot DCP 3264	17
38	38	MEMORIES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1040	36
43	43	BEST OF THE POPULAR PIANO CONCERTOS George Shearing, Warner Bros. S 1418	9
26	26	IMAGINATIONAL Rusty Warren, Jubilee JSM 2024	9
41	41	ILL BOY 900 A STAR Johnny Mathis, Columbia CL 1423	10
38	38	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL 4181	29
40	40	ENIGMS OF GOLDEN HITS Flatters, Mercury MG 28473	71
41	41	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1548	19
42	42	MORE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1543	126
43	43	BYE BYE BIRDIE Original Cast, Columbia 602 8516	38
44	44	STILL MORE SING ALONG WITH MITCH Mitch Miller, Columbia CL 1223	100
45	45	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol W 1491	18
46	46	TENDERLOIN Original Cast, Capitol WAD 1482	28
47	47	PAUL ANKA SINGS HIS 510 15 ABC-Paramount LP 323	55
48	48	29 SOUTH PACIFIC Sound Track, RCA Victor LSC 1003	173
41	41	IN LIVING BLACK AND WHITE Bob Gregory, Capla CP 417	9
50	50	MEMORIES ARE MADE OF THIS Ray Charles, Columbia CL 1374	21
75	75	STAR FRISING PRESENTS THE UNITED STATES OF AMERICA, VOL. 1 Capitol W 1273	9

This Week	Last Week	Title, Artist, Label	Wks. on Chart
44	44	UNSHAKEABLE MOLLY BROWN Original Cast, Capitol WAD 1509	30
53	53	BEWDA LEE Decca DL 4029	48
54	54	SHEDDING SHELLEY BERMAN Verve MVY 10023	117
55	55	BLUE HAWAII Billy Vaughn, Dot DCP 3148	65
56	56	JOHNNY HORTON'S GREATEST HITS Columbia CL 1394	21
57	57	SATURDAY NIGHT SING ALONG WITH MITCH Mitch Miller, Columbia CL 1414	48
54	54	DEDICATED TO YOU Ray Charles, ABC-Paramount 323	20
57	57	FILM ENCORE, VOL. 1 Manhattan, London LL 1700	48
81	81	AREA AT THE COPA Fats Domino, ABC-Paramount 323	9
50	50	BOARING TWENTIES Barbara Frawley, Warner Bros. W 1394	10
52	52	WEST SIDE STORY Original Cast, Columbia 60 8230	41
58	58	THE ALAMO Sound Track, Columbia CL 1338	32
47	47	STUDENT PRINCE Marla Lena, RCA Victor LM 1837	33
59	59	HYMNS Tommye Bruns Ford, Capitol T 734	700
70	70	OLDIES BUT GOODIES Various Artists, Original Sound 3001	94
71	71	MAKE THE KNIFE—ELLA IN BERLIN Ella Fitzgerald, Verve MVY 4043	40
74	74	WARM Johnny Mathis, Columbia CL 1079	102
76	76	GONE WITH THE WIND London Columbia, Manhattan, Warner Bros. 1323	9
83	83	ITALIAN FAVORITES Carmen Franke, MGM S 2791	76
96	96	MR. LUCKY GOES LATIN Henry Mancini, RCA Victor LPM 2348	11
77	77	PIRELLA SING ALONG WITH MITCH Mitch Miller, Columbia CL 1389	59
79	79	PETER GORN Henry Mancini, RCA Victor LPM 1924	100
80	80	HERE WE GO AGAIN Kingston Trio, Capitol T 1224	83
94	94	ANOTHER SMASH The Ventures, Decca S 2006	9
40	40	TEMPTATION Ray Williams, Kapp KL 1217	78
64	64	NICE 'N' EASY Frank Sinatra, Capitol W 1417	48
56	56	BELAFONTE RETURNS TO CARNegie HALL 29 Harry Belafonte, RCA Victor LSC 4007	29
37	37	AN EVENING WITH MIKE NICHOLS AND ELAINE MAY Mercury SCM 3200	24
83	83	DO BE ME Original Cast, RCA Victor LSC 3000	19
72	72	SOUL OUT Kingston Trio, Capitol T 1333	65
73	73	SAY IT WITH MUSIC Ray Charles, Columbia CL 1490	62
104	104	HAWAII Sato & Johnny, Canadian American CASP 1004	9
106	106	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars, Command KS 808	9
90	90	RING AND I Sound Track, Capitol W 740	237
76	76	MITCH'S GREATEST HITS Mitch Miller, Columbia CL 1344	28
84	84	SOUTH PACIFIC Original Cast, Columbia 60 4180	371
87	87	OKLAHOMA! Sound Track, Capitol WAD 595	246
91	91	SONGS TO REMEMBER Manhattan, London LL 3149	44
92	92	STING ALONG Kingston Trio, Capitol T 1407	49
93	93	THE LOOTY PRAYER Marlene Frazier Columbia ML 3398	66
82	82	CONNIE FRANCIS AT THE COPA MGM S 2913	10
89	89	BOON BENTON GOLDEN HITS Mercury MG 29007	9
85	85	BEACH HITS Sound Track, MGM 101	64
84	84	PARTY SING ALONG WITH MITCH Mitch Miller, Columbia CL 1381	81
109	109	GONE WITH THE WIND Sound Track, Columbia CL 426	9
84	84	WALK, DON'T RUN The Ventures, Kapp KL 2003	77
139	139	SOMETHING FOR EVERYBODY Elvis Presley, RCA Victor LPM 2270	9
105	105	FLOWER-DRUM SOLO Original Cast, Columbia 60 8280	107
123	123	RAPPIEST GUY IN THE WORLD Original Cast, Columbia 602 3030	9
98	98	BYE BYE Original Cast, Columbia 60 8429	85

This Week	Last Week	Title, Artist, Label	Wks. on Chart
102	102	WOODY WOODBURY LOOKS AT LOVE AND LIFE StereoDiscs MW 1	71
103	103	BOBBY'S BIGGEST HITS Bobby Darin, Conno C 1009	21
104	104	BOBBY HOLLY STORY Coral CML 3723A	28
105	105	KINGSTON TRIO AT LARGE Capitol T 1399	107
114	114	MR. LUCKY Henry Mancini, RCA Victor LPM 2198	59
103	103	POGGY AND BESS Sound Track, Columbia CL 3410	64
108	108	CAMELOT Perry Faith, Columbia CL 1370	9
107	107	CAN CAN Sound Track, Capitol W 1391	61
95	95	LAUGHING BOOM Woody Woodbury, StereoDiscs MW 2	54
97	97	FROM THE HONEY I Kingston Trio, Capitol T 1147	127
96	96	BEST MUSIC ON/OFF CAMPUS Brothers Four, Columbia CL 1378	23
99	99	SENTIMENTAL SING ALONG WITH MITCH Mitch Miller, Columbia CL 1437	54
116	116	IT'S BOY TIME Chubby Checker, Parkway P 7003	9
124	124	SAIL ALONG SILVER MOON Billy Vaughn, Dot DCP 3100	39
132	132	DREAMSTREET Suzi Garner, ABC-Paramount 323	9
120	120	GOO! Sound Track, MGM S 2441	159
110	110	MUSIC MAN Original Cast, Capitol WAD 990	177
129	129	THE Ray Williams, Kapp KL 1081	21
118	118	GENIUS HITS THE ROAD Ray Charles, ABC-Paramount ABC 338	41
112	112	75 YEARS OF MUSIC AMERICA LOVES BEST, VOL. 12 Various Artists, RCA Victor LM 4088	38
115	115	12 PLUS 3 EQUALS 15 HITS Various Artists, End LP 210	21
127	127	KECK TRY OWN SELF Brother Dave Gordon, RCA Victor LPM 2329	47
128	128	EMIST Chubby Checker, Parkway P 7001	37
131	131	COME DANCE WITH ME Frank Sinatra, Capitol W 1349	113
138	138	HEAVENLY Johnny Mathis, Columbia CL 1301	96
117	117	LATIN A LA LEE Peggy Lee, Capitol T 1390	43
148	148	MONS MARLEY ON STAGE Chas 1447	9
113	113	CHET ATOM'S WORKSHOP RCA Victor LPM 2325	14
149	149	PIANO PORTE Patsy Cline, RCA Victor LPM 2324	9
146	146	MORE GREATEST HITS Conno C 3942	9
150	150	MOST POPULAR GUITAR Chet Atkins, RCA Victor LPM 2294	9
119	119	IMMA LA DOUCE Original Cast, Columbia 60 5540	32
121	121	SOUL OF SPAIN, VOL. 1 100 Strings, Everest P-4000	24
122	122	TOUCH OF YOUR LIPS Bill King Cole, Capitol W 1374	9
125	125	NO ONE CARES Frank Sinatra, Capitol W 1221	54
124	124	FOLK SONG SING ALONG WITH MITCH Mitch Miller, Columbia CL 1318	62
145	145	BETHOVEN: WELLINGTON VICTORY London Symphony Orchestra (Royal) Mercury LP 9000	9
140	140	JONNY'S MOODS Johnny Mathis, Columbia CL 1334	104
—	—	JOE JIMENEZ AT THE HONEY I Dot Decca, Kapp KL 3338	9
130	130	PIRELLA Original Cast, Capitol WAD 1301	50
135	135	AL HURT, THE GREATEST HOOR IN THE WORLD RCA Victor LPM 2344	10
136	136	TUNE OUT Beverly Sills, Columbia CL 1397	29
143	143	PETE FONTAINE'S NEW ORLEANS Coral CML 3723B	27
—	—	EDGE OF SHELLEY BERMAN Verve MVY 10015	51
147	147	PERSUASIVE PERCUSSION, VOL. III Command All Stars, Command KS 817	9
—	—	CONNIE'S GREATEST HITS Connie Francis, MGM S 3793	50
—	—	MOODY RIVER Bob Dylan, Dot DCP 3384	9
—	—	GIRL, GIRL, GIRL Doris Day, Jinx 2010	9
141	141	SOLID AND BAUCONNY Bill Black's Combo, MHL 10002	27

50 Best Selling

STEREO LP's

This Week	Last Week	Title, Artist, Label	Wks. on Chart
1	1	STARS FOR A SUMMER NIGHT Various Artists, Columbia PM 1	9
2	4	CALCUTTA Lawrence Welk, Dot DCP 3259	25
3	1	ERDUS Sound Track, RCA Victor LSC 1008	27
4	5	THE SOUND OF MUSIC Original Cast, Columbia 602 8020	71
5	4	GREAT MOTION PICTURE THEMES Various Artists, United Artists UAS 4122	24
6	8	MUSIC FROM ERDUS AND OTHER GREAT THEMES Manhattan, London PE 224	32
7	2	CAMELOT Original Cast, Columbia 602 8031	34
12	12	TV SING ALONG WITH MITCH Mitch Miller, Columbia CL 8428	9
13	13	PROVOCATIVE PERCUSSION, VOL. I Chuck Light and the Light Brigade Command KS 808 30	74
11	11	SING-A-SONG DING Frank Sinatra, Capitol SW 1001	9
7	7	CARNIVAL Original Cast, MGM 2C 2946	9
9	9	ALL THE WAY Frank Sinatra, Capitol SW 1208	14
14	14	ITALIA MIA Manhattan, London PE 223	9
15	15	MAKE WAY Kingston Trio, Capitol T 1474	21
18	18	MY FAIR LADY Original Cast, Columbia 60 3015	100
22	22	NEVER ON SUNDAY Sound Track, United Artists UAS 3070	9
17	17	SOUTH PACIFIC Sound Track, RCA Victor LSC 1003	104
19	19	HAPPY TIMES SING ALONG WITH MITCH Mitch Miller, Columbia CL 1548	19
10	10	PERSUASIVE PERCUSSION, VOL. III Command All Stars, Command KS 817 30	12
31	31	BETHOVEN: WELLINGTON VICTORY London Symphony Orchestra (Royal) Mercury LPM 9000	10
27	27	BELAFONTE AT CARNegie HALL Harry Belafonte, RCA Victor LSC 4004	84
20	20	ORANGE BLOSSOM SPECIAL AND WHEELS 12 Bitty Faith, Dot DCP 3264	12
22	22	SING ALONG WITH MITCH Mitch Miller, Columbia CL 884	58
24	24	BEHOLD Sound Track, MGM 1281	60
28	28	PERSUASIVE PERCUSSION, VOL. II Terry Snyder and the All Stars, Command KS 808 30	48
33	33	BLUE HAWAII Billy Vaughn, Dot DCP 3101A	83
37	37	WEST SIDE STORY Original Cast, Columbia 60-3001	9
17	17	WONDERLAND BY NIGHT Bert Kaempfert, Decca DL F-4101	27
16	16	PARTY SING ALONG WITH MITCH Mitch Miller, Columbia CL 8194	58
43	43	GOIN' PLACES Kingston Trio, Capitol T 1484	9
35	35	PERSUASIVE PERCUSSION, VOL. I Terry Snyder and the All Stars, Command KS 808 30	70
29	29	BEST OF THE POPULAR PIANO CONCERTOS George Shearing, Warner Bros. KS 1410	9
38	38	DELARMAI Sound Track, Capitol WAD 395	90
44	44	PROVOCATIVE PERCUSSION, VOL. II Chuck Light and the Light Brigade Command KS 817 30	44
24	24	WILDCAT Original Cast, RCA Victor LSC 1040	24
26	26	G. I. BLUES Elvis Presley, RCA Victor LSP 2254	35
30	30	MR. LUCKY GOES LATIN Henry Mancini, RCA Victor LPM 2348	9
25	25	DO BE ME Original Cast, RCA Victor LSC 3000	13
41	41	NICE 'N' EASY Frank Sinatra, Capitol SW 1417	47
40	40	47 SAY IT WITH MUSIC Ray Charles, Columbia CL 8290	34
41	41	TONIGHT IN PERSON Lincolnton, RCA Victor LSP 2272	20
42	42	BONGOS Los Administradores, Columbia 60 808 30	37
—	—	GENIUS PLUS SOUL EQUALS JAZZ Ray Charles, Impulse AS 2	9
50	50	RICK IS 21 Bobby Darin, Imperial 12071	9
—	—	DREAMSTREET Suzi Garner, ABC-Paramount ABCS-365	9
—	—	BYE BYE BIRDIE Original Cast, Columbia 602 3028	18
47	47	UNSHAKEABLE MOLLY BROWN Original Cast, Capitol WAD 1509	27
34	34	SINATRA'S SWINGIN' SESSION Frank Sinatra, Capitol SW 1491	21
48	48	ERDUS TO JAZZ Eddie Harris, Vee Jay 3014	9
—	—	GONE WITH THE WIND Sound Track, Columbia CL 426	9

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greatest album of the year...
HEADING TOWARD A QUARTER
OF A MILLION SALES!**

ORIGINAL SOUND TRACK MUSIC

**NEVER
ON
SUNDAY**

FROM JULES DASSIN'S MOTION PICTURE
"NEVER ON SUNDAY"
Starring MELINA MERCOURI



**MOTION PICTURE ACADEMY AWARD
WINNER FOR THE BEST SONG**

UNITED ARTIST ALBUM
UAS 5070 (STEREO)
UAL 4070 (MONO.)

IT'S

**UNITED
ARTISTS
RECORDS**

ALL THE WAY!

729 SEVENTH AVENUE • NEW YORK 18, NEW YORK

EASY LISTENING

From this week's Hot 100

This Week	Last Week	Title, Artist, Label	Wks on Chart
1		BOLL WEEVIL SONG Brook Benton, Mercury 71870	
2		YELLOW BIRD Arthur Lyman, MCA 5024	
3		SAN ANTONIO ROSE Floyd Cramer, RCA Victor 7893	
4		MOODY RIVER Pat Boone, Dot 16209	
5		THE WRITING ON THE WALL Adam Wade, Coed 550	
6		TOGETHER Coco Francis, MGM 13019	
7		NEVER ON SUNDAY Charlottes, Cadence 1402	
8		MY KIND OF GIRL Matt Monro, Warwick 626	
9		WOODEN HEART (Must I Do) Joe Dowell, Smash 1708	
10		SHOULD I String-A-Longs, Warwick 654	
11		YOU'LL ANSWER TO ME Patti Page, Mercury 71823	
12		DON'T BET MONEY HONEY Lena Scott, Canadian-American 127	
13		HELLO WALLS Faron Young, Capitol 4555	
14		MOM AND DAD'S WALTZ Patti Page, Mercury 71823	
15		GRANADA Frank Sinatra, Reprise 20010	
16		NEVER ON SUNDAY Don Costa, United Artists 234	
17		TAKE A FOOL'S ADVICE Nat King Cole, Capitol 4582	
18		LA DOLCE VITA Ray Ellis, RCA Victor 7888	
19		WATER BOY Den Safirley Trio, Cadence 1392	
20		MY CLAIRE DE LUNE Steve Lawrence, United Artists 335	

HOT C & W SIDES

By special survey for week ending 7/23

This Week	Last Week	Title, Artist, Label	Wks on Chart
1	1	HEARTBREAK U. S. A. Kitty Wells, Decca 31244	8
2	3	I FALL TO PIECES Patsy Cline, Decca 31205	16
3	5	THREE HEARTS IN A TANGLE Roy Drusky, Decca 31193	19
4	2	HELLO WALLS Faron Young, Capitol 4553	18
5	4	SWEET LIPS Webb Pierce, Decca 31249	7
6	7	TENDER YEARS George Jones, Mercury 71804	5
7	6	LOOSE TALK Tuck Owens & Rose Maddox, Capitol 4550	9
8	9	OKLAHOMA HILLS Mank Thompson, Capitol 4556	8
9	11	SAN ANTONIO ROSE Floyd Cramer, RCA Victor 7893	5
10	16	WHEN TWO WORLDS COLLIDE Roger Miller, RCA Victor 7878	7
11	8	HILLBILLY HEAVEN Tex Ritter, Capitol 4587	5
12	15	BEGGAR TO A KING Mank Snow, RCA Victor 7869	10
13	13	SEA OF HEARTBREAK Don Gibson, RCA Victor 7890	5
14	10	FOOLIN' AROUND Rock Owens, Capitol 4496	25
15	14	HEART OVER MIND Ray Price, Columbia 61947	18
16	18	MY EARS SHOULD BURN Claude Gray, Mercury 71826	4
17	22	DON'T LET YOUR SWEET LOVE DIE Don Reno & Red Smiley, King 5460	8
18	21	MENTAL CRUELTY Buck Owens & Rose Maddox, Capitol 4550	10
19	23	BIG RIVER, BIG MAN Claude King, Columbia 42043	3
20	17	THOUGHTS OF A FOOL Ernest Tubb, Decca 31241	7
21	12	WRECK ON THE HIGHWAY Wilma Lee & Stony Cooper, Hickory 1147	6
22	20	THERE MUST BE A BETTER WAY TO LIVE Kitty Wells, Decca 31244	4
23	27	KISSES NEVER LIE Carl Smith, Columbia 42042	2
24	28	THREE STEPS TO A PHONE George Hamilton IV, RCA Victor 7881	5
25	19	FROM HERE TO THERE TO YOU Mank Licklin, RCA Victor 7871	7
26	26	TOO MANY TIMES Dee Winters, Decca 31253	3
27		MOM AND DAD'S WALTZ Patti Page, Mercury 71823	1
28		BLACKLAND FARMER Frankie Miller, Slurday 424	1
29		SHAKE HANDS WITH A LOSER Don Winters, Decca 31253	1
30		WHAT WOULD YOU DO Jim Reeves, RCA Victor 7905	1

TEEN BEAT

From this week's Hot 100

This Week	Last Week	Title, Artist, Label	Wks on Chart
1		TOSSIN' AND TURNIN' Bobby Lewis, Balladeer 1002	
2		QUARTER TO THREE U. S. Bonds, LeGrand 1008	
3		RAINDROPS Dee Clark, Vee Jay 383	
4		HATS OFF TO LARRY Del Shannon, Big Top 3075	
5		EVERY BEAT OF MY HEART Pips, Vee Jay 386	
6		I LIKE IT LIKE THAT Chris Kenner, Instant 3229	
7		DUM DUM Drenda Lee, Decca 31272	
8		DANCE ON LITTLE GIRL Paul Anka, ABC-Paramount 10220	
9		LET'S TWIST AGAIN Chubby Checker, Parkway 824	
10		PLEASE STAY Drifters, Atlantic 2105	
11		TRAVELIN' MAN Ricky Nelson, Imperial 5741	
12		TELL ME WHY Belmonts, Sabinae 500	
13		THOSE OLDIES BUT GOODIES Little Caesar and the Romans, Del Fi 4830	
14		I'M COMIN' ON BACK TO YOU Jackie Wilson, Brunswick 55216	
15		STAND BY ME Ben E. King, Alice 6194	
16		BURNING SCARED Ray Drabson, Monument 438	
17		HELLO MARY LOU Ricky Nelson, Imperial 5741	
18		TONIGHT (COULD BE THE NIGHT) Fetters, Monument 441	
19		CUPID Sam Cooke, RCA Victor 7883	
20		IT KEEPS RAININ' Fats Domino, Imperial 5755	

HOT R & B SIDES

By special survey for week ending 7/23

This Week	Last Week	Title, Artist, Label	Wks on Chart
1	1	TOSSIN' AND TURNIN' Bobby Lewis, Balladeer 1002	8
2	2	BOLL WEEVIL SONG Brook Benton, Mercury 71870	8
3	4	QUARTER TO THREE U. S. Bonds, LeGrand 1008	8
4	6	I DON'T MIND James Brown, King 5466	8
5	3	EVERY BEAT OF MY HEART Pips, Vee Jay 386	8
6	9	I LIKE IT LIKE THAT Chris Kenner, Instant 3229	7
7	5	RAINDROPS Dee Clark, Vee Jay 383	9
8	8	PEACE OF MIND B. B. King, Kent 360	5
9	11	DRIVING WHEEL Little Junior Parker, Duke 335	10
10	7	STAND BY ME Ben E. King, Alice 6194	10
11	10	I'M COMIN' ON BACK TO YOU Jackie Wilson, Brunswick 55216	4
12	12	LONESOME WHISTLE BLUES Freddie King, Federal 12415	8
13	14	PLEASE STAY Drifters, Atlantic 2105	4
14	17	THAT'S WHAT GIRLS ARE MADE FOR Splinters, Tri-Phi 1001	5
15	15	I'VE GOT NEWS FOR YOU Ray Charles, Impulse 207	4
16	18	HO, HO, HO Chatters, DeLuxe 8191	5
17	13	THE FLOAT Mank Ballard & the Midnighters, King 5510	4
18	19	IT KEEPS RAININ' Fats Domino, Imperial 5755	4
19	16	HIDEAWAY Freddie King, Federal 12401	19
20	24	RAININ' IN MY HEART Slim Harpo, Excelsa 2194	5
21		THE WRITING ON THE WALL Adam Wade, Coed 550	1
22	25	MY TRUE STORY Jiva Five, Ectane 1006	4
23	20	CUPID Sam Cooke, RCA Victor 7883	5
24	21	TE-TA-TE-TA Erola X-Oer, Minot 627	3
25	28	LAST NIGHT Mar-Keys, Satellite 107	2
26		I'LL BE THERE Dimita Jo, Mercury 71840	1
27		I NEVER KNEW Clyde McPhatter, Mercury 71841	1
28	30	THOSE OLDIES BUT GOODIES Little Caesar and the Romans, Del Fi 4830	2
29	23	MOTHER-IN-LAW Erola X-Oer, Minot 623	16
30	26	I'M SO YOUNG Students, Argo 5386	8

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

- IF
Paragon, Top
- BIG RIVER, BIG MAN
Claude King, Columbia

CHICAGO

- BLACKLAND FARMER
Frankie Miller, Starday

LOS ANGELES

- I JUST DON'T UNDERSTAND
Ann Margaret, RCA Victor
- WATER BOY
Dan-Shirley Trio, Cadence
- HURT
Tim Yers, Liberty

PHILADELPHIA

- PITTER-FATTER
Four Sportsmen, Sunnysbrook
- ST. LOUIS BLUES
Cousins, Parkway
- BIG RIVER, BIG MAN
Claude King, Columbia

DETROIT

- BACK BEAT NO. 1
Rondels, Amy

BOSTON

- DOES YOUR CHEWING-GUM LOSE ITS FLAVOR (ON THE BED POST OVERNIGHT)
Lennie Donagan, Dot

CLEVELAND

- ALL I HAVE TO DO IS DREAM
Everly Brothers, Cadence
- SHOULD I
String-A-Longs, Warwick

BALTIMORE-WASHINGTON

- HERE IN MY HEART
Al Martino, Capitol
- I DON'T WANT TO TAKE A CHANCE
Mory Wells, Motown

CINCINNATI

- BLACKLAND FARMER
Frankie Miller, Starday

SEATTLE

- THEME FROM COME SEPTEMBER
Bobby Derin & His Ork, Atco

NEWARK

- BACK BEAT NO. 1
Rondels, Amy
- I DON'T WANT TO TAKE A CHANCE
Mary Wells, Motown

MIAMI

- NOW YOU KNOW
Little Willie John, King

DALLAS-FORT WORTH

- I JUST DON'T UNDERSTAND
Ann Margaret, RCA Victor

DENVER

- THE ASTRONAUT
Jose Jimenez, Kopp

BEST BUYS IN RECORDS

These records, of all those on the Hot 100, Hot C&W and Hot R&B lists 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

- *WOODEN HEART (Muss I Denn), JOE DOWELL. . . (Gladys, ASCAP) Smash 1708
- *PRETTY LITTLE ANGEL EYES, CURTIS LEE. (E.P.R., BMI) Dunes 3007
- THAT'S WHAT GIRLS ARE MADE FOR, SPINNERS. (Paves, BMI) Tri-Phi 1001
- *I'LL BE THERE, DAMITA JO. (Trio-Progressive, BMI) Mercury 27840

C&W

- *MY EARS SHOULD BURN, CLAUDE GRAY. (Cres, BMI) Mercury 71824
- BIG RIVER, BIG MAN, CLAUDE KING. (Bubble, ASCAP) Columbia 42042

R&B

- THAT'S WHAT GIRLS ARE MADE FOR, SPINNERS. (Paves, BMI) Tri-Phi 1001
- NO, NO, NO, CHANTERS. (Cantant, BMI) DeLuxe 6191

the pick of the new releases:

SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.

Pop

ADAM WADE



AS IF I DIDN'T KNOW (Winneton, BMI) (2:56) — Wade is in fine vocal form on a poignant ballad with strong choral backing. The side should keep the chanter battling in the top-seller class. Watch it. Flip is "Playin' Around" (Winneton, BMI) (2:25). **Code 853**

GARY (U. S.) BONDS



SCHOOL IS OUT (Pepe, BMI) (2:26) — ONE MILLION TEARS (Pepe, BMI) (2:14) — Bonds wraps up "School Is Out," a wild rocker, in his usual exciting, vital warbling style. He also chains with feeling on the flip, a moving rockaballad. Both sides are good, with "School Is Out," a hit stronger. **Legend 1009**

GLADYS KNIGHT AND THE PIPS



GUESS WHO (Michelle, BMI) — The gal and the group should have another hit with this attractive ballad which is sold with heart and feeling. Flip is "Stop Running Around" (East, BMI) (2:14). **Fury 1052**

TONY ORLANDO



BLESS YOU (Aldon, BMI) (2:16) — Orlando contributes a dramatic reading on a feisty ditty with effective backing by chorus and ork. Side has solid potential. Flip is "Am I the Guy" (Aldon, BMI) (2:25). **Epic 9482**

JACK SCOTT



STRANGE DESIRE (Wolfpack, SESAC) (2:17) — MY DREAM COME TRUE (Wolfpack, SESAC) (2:50) — Two fine sides by Jack Scott. Topper is a blues with a minor flavor sung with fire against a choral backing. Flip is a strong ballad, with touches of Scott's earlier hits. **Capitol 4597**

FERLIN HUSKY



TAKE A LOOK (Lowery, BMI) (1:55) — A bright novelty with a touch of gospel is chanted by Husky with verve, sparked by rhythmic backing that also features good guitar picking. Solid for both the pop and country fields. Flip is "Willow Tree" (Bee Gev, BMI) (2:22). **Capitol 4594**

BOB MOORE



MEXICO (Aaruff-Rose, BMI) (2:37) — HOT SPOT (Aaruff-Rose, BMI) (2:28) — The melodic instrumental sides by the Bob Moore crew, both penned by Boudreaux Bryant, "Mexico" is a swinger with a touch of Tex-Mex mariachi flavor. Flip is a lightly swinging item with a non-lyric vocal by chorus. **Monument 446**

THE SUPREMES



BUTTERED POPCORN (Jobete, BMI) (2:54) — The gals explain on this rhythmic novelty how their boy friend loves "Buttered Popcorn." It's bright and cute and it moves. Flip is "Who's Loving You" (Jobete, BMI) (2:44). **Tamla 54845**

MICKEY DENTON



NOW YOU CAN'T GIVE THEM AWAY (Star Fire, BMI) (2:36) — Denton could be a new Del Shannon-type hit maker for the label with this strong effort. It's all about a gal who broke too many hearts, who now can't even give her kisses away. Handled with warm feeling here. Flip is "Steady Kind" (Valley, BMI) (2:05). **Big Top 3078**

JOE SOUTH



JUKE BOX (Lowery, BMI) (2:26) — A very exciting hunk of material is sold in solid fashion here by Joe South over punchy backing by the ork. This could break loose. Flip is "You're the Reason." **Fairlane 21006**

EDDIE STEVENS



THE TEARS CAME ROLLIN' DOWN (Mayfair, ASCAP) (2:03) — Eddie Stevens hows on the label with an engaging performance of a bright new ditty, sparked by a very attractive band arrangement. It swings. Flip is "Teen Age Bachelor" (Mayfair, ASCAP). **Carlton 854**

(Continued on page 60)

1962 BIRCH PORTABLES



84—Excellent 4-speed 641, automatic changer, automatic shut-off in two-tone green and white portable.



83—Impressive 641 stereo portable with 4-speaker system, 4-speed automatic changer with automatic shut-off. In two-tone light gray and white.



85—Compact 5-speed manual portable with 4-speaker system, 4-speed automatic changer with automatic shut-off. In two-tone green and white.

Birch Phonographs by
BOETSCH BROS.
New Rochelle, N.Y.
NEW ROCHELLE 3-8500
MUSIC SHOW
Rooms 910, 911

VOX JOX

• Continued from page 5

THIS AND THAT: Station KOL, Seattle, recently conducted a contest which offered—as the main prize—a complete meal for 20 people, complete with a KOL deejay and music for dining. . . . "Deejay Laughs" section of the latest edition of Orben's "Current Comedy" contains the following gag: "I like Spike Jones' line about his intention to lecture on 'Why Is Mitch Miller Afraid to Sing Alone?'" . . . Station WHK, Cleveland, pulled more than 7,000 letters with its "Mother's Day" contest, whereby each WHK jock offered to salute each mother on the air whose name was submitted by mail. One card was selected (by a drawing) for the grand prize—the winner's choice of a washer, dryer, dishwasher or range.

CHANGE OF THEMES: Ken Allen, WHC, Hartford, Conn., plays the part of Lennie in the Troy Donahue-Claudette Colbert movie, "Pattish," which is currently showing around the country. Allen portrays a tobacco plantation foreman. The film was shot in Connecticut's Tobacco Valley last summer.

Monte DeVout has replaced Bob Dolph as manager of KIMA, Yakima, Wash. . . . Steve Malone, WYTH, Madison, Ga., needs waa—all kinds. . . . Jerry Bright, formerly with KNOX-TV, Grand Forks, N. D., has gone north of the border and is spinning 'em at CKY, Winnipeg.

Freeman Hoyer has left KEYZ, Williston, N. D., after two years "to seek a more temperate climate and major market." Prior to joining KEYZ, Hoyer was with KCSR, Chadron, Neb., for five years. During his stay with KEYZ, Hoyer acted as the outlet's promotion director as well as deejay and was responsible for setting up record hops for the station with Coca-Cola. In his farewell newsletter, Hoyer had some interesting items, including the following comment: "With Canada playing the Elvis Presley 'Wooden Heart,' we got on it via the LP." Hoyer also noted, "I've read where this happens—and actually found over store swaps disks for spots (not KEYZ). Charts published. Store fills in some slots with heavy inventory. Disturbing situation."

PHIL LADD, program director at WOND, Atlantic City, is currently taking at sister station WMMB, Melbourne, Fla., on a four-week consultant assignment. Jack Griger is acting p.d. at WOND in Ladd's absence. . . . Herb (Oscar) Anderson, WABC, New York, is the latest "honorary dog"—so designated by Lady Greyhound "in recognition of his efforts in bettering human-canine relationships." Anderson received a leash. . . . Johnny Carver, KYI, Seattle, is one of 16 finalists remaining from 80,000 original participants in the Toucanmaster International speech contest. . . . Station KNTV, San Jose, Calif., was cited by the San Jose Junior Chamber of Commerce for its

Dealers Want Permanent LP Price Cut

• Continued from page 1

evening in the Crystal Room of Chicago's Palmer House.

Out of 43 replies in the spot survey, 38 dealers voted for a price reduction, 39 wanted stereo prices cut to the monoaural LP level, 31 would like to see albums list at \$2.98, 22 dealers said they'd be willing to make less of mark-up if necessary to bring about an industry-wide album price cut. Eight dealers said they'd take 35 per cent, nine would go as low as 33 1/2, while five would go as low as a 30 per cent mark-up. Twenty-one dealers thought dealer mark-ups should stay at 38 per cent.

Answers to other queries: all dealers said they take and fill special orders. All who replied said they had listening facilities. In advertising, 34 said they use newspaper space, 25 favor radio, 22 use direct mail, and 3 use TV. Twenty-eight dealers have a store-operated "record club" with discounts averaging 12 per cent. Nine dealers said they follow a regular discount policy with the average discount at the 20 per cent-off level. Forty dealers said they al-

ways use window window displays and 41 always feature in-store displays.

Of the 43 dealers replying, 38 said they carried their own charge accounts, while 20 used public credit cards (Diners, etc.). Almost half the dealers supported SORD's call to arms in support of Ernest Garner by giving Garner a window display. Twenty-six dealers in the group responding featured store Garner displays. The dealers ordered an average of 12 Garner LP's at the time of SORD's call for support. The Society had called on its members to do all they could in launching Garner on his new label after he made a no-club distribution pact with Am-Par.

Judkins, in addressing the Society, will review for its members the progress the body made during the past year and the problems now faces. The Society's general meeting will be addressed by Dr. President Randy Wood, and Art Talmadge, United Artists Records vice-president and ARMADA president.

TV project, "Safe Driving for Teenagers," on Frank Darren's "Record Hop" show.

VITAL STATISTICS: Don Le Blanc, KHHM-FM, Houston, and his fiancée, Marianne, welcomed an eight-pound junior deejay this month, tagged Steven Eugene. "Kit" Lawson Kelly, KYOK, Houston, and his wife, Bonnie Ruth, also have a new son, Todd Dwayne. . . . Nats Reese WOCH, North Vernon, Ind., and the former Lha Marlene Blake, were married June 25. . . . Joe Williams, KDKA, Pittsburgh, and Pat Shamm, secretary in KDKA's promotion department, were married July 1. Williams' fellow KDKA deejays—Clark Race and Art Pallas—were sisters at the wedding.

GLENN BELL, who joined KIMN, Denver, three years ago as musical director, has replaced Roger Barkley as program director of that outlet. Barkley has taken over the p.d. post at KLAC, Hollywood. . . . Dotty Abbott has returned to the all-femur station, WHBR, Memphis, after a stint as manager of another all-femur outlet, KNDD, Honolulu.

JENSEN INDUSTRIES, INC.

takes great pride in announcing their association with

DECCA DISTRIBUTING CORPORATION

Both Decca and Jensen are pleased to join forces to bring to music dealers throughout the country top quality phonograph needles coupled with outstanding distribution service.

Effective immediately all orders for Jensen Phonograph Needles may be directed to your local Decca Distributors.

DECCA

Jensen®

A JAZZ PROFILE OF RAY CHARLES

EXCITING SOUNDS OF THE SOUTH SEAS

THE TRUMPET OF JACK SHELDON

X-15

THE OL' CALLOPE MAN

PRIMITIVE PERCUSSION

AFRICAN JUNGLE DRUMS

MONDAY EVERY DAY

leo monte sings the great italian-american hits

EXCITING SOUNDS OF THE SOUTH SEAS
Leo Diamond—His Harmonium and Orchestra, R-6002
Lovely Hula Hands • Beyond the Reef • Pagan Love Song • My Little Golden Dreams • (and others)

X-15 AND OTHER SOUNDS OF ROCKETS, MISSILES AND JETS—Narration by Johnny Magnus, R-6003

THE OL' CALLOPE MAN AT THE FAIR
The Ol' Calliope Man March • Come to the Fair • The Merry-Go-Round Broke Down • De Campdown Races • Man On the Flying Trapeze • (and others)

PRIMITIVE PERCUSSION—AFRICAN JUNGLE DRUMS—Thurston Knudson, R-6001
War Drums of the Egyptian Sudan • Watusi Wedding Dance • Exorcism of Demons • (and others)

MONDAY EVERY DAY
Al Hibbler Sings the Blues, R-2005
Baby, Won't You Please Come Home • Dinner for One, Please James • The Party's Over • When The Sun Comes Out • (and others)

LOU MONTE SINGS THE GREAT ITALIAN-AMERICAN HITS
Chitarra Romana • Sorrento • That's All • O Sole Mio • Volare • Luna, Luna Lu • (and others)



SWING ALONG WITH ME
 Frank Sinatra, R-1002
 Falling In Love with Love • Don't
 Cry Joe • Love Walked In •
 Granada • The Curse of an Aching
 Heart • (and others)

JAZZ PROFILE OF RAY CHARLES
 The Trumpet of Jack Sheldon, R-2004
 I Blue • Cherry • Georgia on my Mind •
 The Mint Julep • (and others)

ARE
 YOU
 READY?

ing along with



Arresting window and in-store displays;
 Radio, TV and newspaper co-op
 activity; merchandising discounts
 ...ASK YOUR DISTRIBUTOR!



NEVER ON SUNDAY
THE CHORISTERS
Cadence 1902

FM-GONNA KNOCK ON YOUR DOOR
EDDIE HODGLES
Cadence 1997

WATER BOY
DON SHURLEY 1910
Cadence 1991

MY CLAIR DE LUNE
GEORGE FEYER
Cadence 1901

STARTING ALL OVER AGAIN

ALL I HAVE TO DO IS DREAM
THE EVERLY BROTHERS
Cadence 1994

JUST ABOUT READY

WITHOUT YOU
JOHNNY TILLOTSON
Cadence 1911

When these are played,
they sell.
Bill Dufinger

CADENCE RECORDS INC., 179 West 27th Street, New York, N. Y.

MORE INFO ON COPYR'T COMING

NEW YORK—General aspects of the U. S. Copyright Office report for a revamping of the Copyright Act of 1909 are covered in this issue. Owing to the importance of the entire subject to all segments of the music-record business, additional facets of the recommendations will be published in upcoming issues.

'PM' TV Show Big

Continued from page 1

Japanese thrash Yuke Yalkut and Japanese instrumentalist Michiko Kimura, plus exponents of Gamenen, and Chinese musical art. Off-Broadway musicals have also been explored, one of them being the forthcoming "Beside Manner," with ex-Billboard staffer Bob Bernstein demonstrating his own score. Joel Chaseman functions as general manager of both shows, with Ben Park as executive producer and Molt Robinson as producer of "PM West," which is hosted by columnist Terrence O'Flaherty. Mike Wallace hosts "PM East." Both shows maintain full-time talent-finding staffs. Marilee Sanders heads up the Eastern talent department, and Enrico Banducci, owner of San Francisco's Hungry 1 eatery, the West Coast talent office. All talent performs for scale.

"PM East and PM West" is currently carried by WNEW-TV, New York; WGN-TV, Chicago; KTTV, Los Angeles; WFAX, Dallas; WTTG, Washington; KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPXN, San Francisco; WJZ-TV, Baltimore; KYW-TV, Cleveland; WHP-TV, Harrisburg, Pa.; W3BA-TV, York, Pa.

Schwartz Nat. Promo Man

CHICAGO—Martin (Red) Schwartz last week was appointed national promotion director for Veejay Records and not national sales manager as previously reported (BMW, July 10). E. G. Abner Jr., president of Veejay, reported that his office made a mistake in designating Schwartz's slot. Fred Perri, longtime New York retailer, joins Veejay next week as a New York sales and promotion aid.

FOLK TALENT & TUNES

By BILL SACHS

Harry Weger headlined the entertainment at Forest Park, Brazil, Ind., July 4, with his "Hoodlerland Hoop-down" troupe, comprising Mack McCormick, steel guitar; Rambda Red Richey, five-string banjo; Duell, the "Hoodlerland Sweetheart," bass; and Johnny Lafone, take-off guitar. Country McCollough does comedy with the unit. On the same bill were the Melody Boys Quartet and Bryant Wilson and His Kentucky Ramblers (Adair Records). The unit traveled to Fraintown, Ind., July 13, to open the Fireman's Fair, and will join Louisa and Oscar's "Grand Ole Opry" show for the 45th Annual Minors' Picnic at Memorial Stadium, Terre Haute, August 6.

Junie Lou and Her Pine Hedge Ranch Hands played the Fourth of July at the Corsica (Pa.) Homecoming. Other dates for Junie Lou include the Ohio State Round-Up in Columbus July 27, the Marshall Fair, Moonsville, W. Va., July 28; the Paw Paw County Fair, Riverdale, W. Va., August 10, and the Danison Men's Association Fair, Colchester, Ill., Labor Day, September 4. With Junie Lou on the road, her Saturday night jamboree at Penn Lake Thea-

U. S. Report Asks Major Change in Copyright Law

Continued from page 1

tion of performance rights societies.

Now in the hands of Congress, the report, if enacted into law, could change the face of American copyright, and revolutionize copyright dealings in music recording, publishing and royalty collection. Damages for record infringement, for example, would range from a minimum of \$250 to a new maximum of \$10,000 in the revised statute, instead of being tied to recovery of statutory "mechanical" royalties. New renewal provisions would junk the 1909 controversial order of succession for renewer applicants, and permit any interested party to renew without disturbing ownership or existing contractual arrangements. First copyright term would be 28 years, total duration 76 years, as against the present 56-year total.

Hot Subject
Registrar of Copyrights Abraham L. Kaminstein wants—and certainly can expect—plenty of pro and con opinion on many of the recommendations in the report, which is based on five years of study and consultation with copyright experts. The record industry has already formed battle lines on the proposal to end the compulsory licensing and mechanical royalty setup in the 1909 law, which will leave all licensing and royalty arrangements in the hands of the individual copyright owner. Failing this, the report would ask legislators to give copyright owners more statutory protection against record infringement, and adjust mechanical royalty rates upward.

Juke Box Phase
The report strongly urges that the juke box exemption from performance royalty be repealed or modified to require "reasonable license fees" from the boxes. The Copyright Office hopes this will be done before the general revision gets under way. Representative Celler, chairman of the House Judiciary Committee, and a new anti-exemption team of former Senator O'Mahoney and former Representative Chas. Brown will do all they can to bring this to pass. Hearings on the juke exemption can almost certainly be pre-

dicted for next year on the Celler anti-exemption bill (H.R. 70).

Other recommendations of interest to music publishing and recording are: to have statutory protection begin when a work is "publicly disseminated on records" or publicly performed, as well as when published or formally recorded; stronger protection of sound recordings against unauthorized duplication (the Celler bill spins counterfeiting of records would amend the law to incur both criminal and civil penalties, and would take care of this aspect). The report favors divisibility of copyright to permit separate assignment of various rights in the copyright, and separate suit by assignees.

In the fuzzy area of what constitutes a "public performance for profit," as basis for performance royalty, the report would specifically exempt broadcasts in hotels, when the public merely listens, and does not pay either admission or a fee to receive the broadcast. Performance license of the broadcaster would constitute "clearance at the source" for the hotels, as with the case of locations receiving "wired" music service, where "clearing has been" at the source.

New Penalties
A new approach to the damage provisions would leave the \$250 minimum for infringement, but permit courts to excuse the innocent infringer from statutory amounts of payment. Statutory damages could be awarded up to \$10,000 and beyond, in cases of willful and repeated violation. (See separate story.)

Internationally, the Library of Congress report would extend protection to foreign works without need for special proclamations or treaties—but would permit the President to restrict or withhold such protection.

In technicalities of registry and deposit—composers and authors would be safeguarded from being copyright because of technical lapses in registry. On the other hand, special remedies could not be recovered for infringements begun before registration. Also, deposit of copies wanted for the Library of Congress would be mandatory.

Thirty-four studies of various angles of copyright preceded the 227-page document entitled "Report of the Registrar of Copyright on the General Revision of the U. S. Copyright Law." Also, during the five years of preparation, all of the studies were reviewed by a panel of 29 copyright specialists from industry, education and government. Many hours of consultation, argument and compromise preceded the final report—many more will take place before a final bill is drafted.

Not Final Word
Copyright Registrar Kaminstein notes that this report speaks only for himself and his staff. He says the report is not meant to be the "final word," but is an attempt to draw attention to the copyright problems that need it. The ultimate aim is to strike a fair balance between protection for the creators, the welfare of the public, and the practical needs of industry based on copyright.

The report is now in the hands of Congress, where the final battles over copyright revision will be fought. General opinion among copyright attorneys and legislators close to the situation is that "This time it's going to go through. The old law of 1909 cannot cope any longer with new copyright problems in a new era of sight and sound."

When and if passed, the proposed revisions would blueprint U. S. Copyright for another half century.

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Say You Saw It in Billboard Music Week

(Continued on page 39)

Hey! There goes Dorothy Jones!!



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The Paragons
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MUSIC AS WRITTEN

New York

Johnny Mathis, now on a tour of the British Isles with the Ted Heath crew, is set for a string of college dates in the U. S. come October. Prior to the college swing, he will be at the Coconut Grove in Hollywood starting September 21. . . . **Handbun** label of Denver has signed **Jimmy DeKnight** and his combo. . . . The **Peter Nero Quartet** is now at the Embers in New York. . . . **DM Sales** in San Francisco is handling the Strand label. . . . **Buddy Robbins** left for England last week to headline with Chappell, Ltd., brass over the forthcoming London opening of "Do Re Mi" in October. The musical will star **Max Bygraves** in the **Phil Silvers** starring role in London. While there Robbins will meet with **Adolph Green**. . . . **Aram Avakian**, now involved in movie production, became the father of a boy, **Yrtan**, last week. Aram is the brother of Victor and executive **George Avakian**. . . . **Dick Malby** and his orchestra are now with GAC. . . . **E. B. Marks Music** has acquired the foreign rights to "Fossil" and "Turbin". . . . Also sax man **Earl Warren**. . . . **George E. Judd Jr.**, managing director of the New York Philharmonic since 1959, died last week at the age of 36. . . . **CHP Brinkley**, of the Philadelphia talent agency, has formed the Top Flight label. . . . **Morris Diamond** has joined Triolux Records as national sales manager. . . . **Erroll Garner** will give a concert at the Cape Cod tent in Hyannis, Mass., July 30. . . . The Fast label of Antwerp is handling the Redstone label in Belgium and Holland. Redstone is owned by **Onwey Burnett** and **Bob Holiday** of Detroit. . . . New York's Copacabana night club has offered **Bobby Rydell** a 20-year pact in view of his recent successful appearance there. . . . **Bob Roloutz**.

Cincinnati

The **Four Saints**, male recording group appearing at the Racquet Club, Dayton, Ohio, and recording for the Racquet Club's own label, RCR, guested on the Ruth Lyons "50-50 Club" TV-r Monday 110, A & I Recorded Distributors, Cincinnati, exclusive distributor for the RCR label, report the boys hot with "Buglers Call" and "Mountain Greenery." Racquet Club owners and managers of the group, **Bill Brennan** and **Bob Morrison**, threw a party for local area TV-Radio and Music folk at their Dayton, Ohio, Club after the broadcast. . . . **Dick Pike**, who formerly had his own personality show on WJW-TV, Cleveland, Ohio, joined WNOP, Newport, Ky., July 10, as general manager.

Philadelphia

Ed Cottler, record promotion agency head, now representing New York's Ricar Records for Little Linda's waxing for which the master went to Coral Records. . . . **Ben Krass** donating the proceeds of his Camelot recording of "Lu Lu's Back in Town" to the Leukemia Society for Cancer. . . . **Palace Records** has purchased the master of "Weekend" by the **Calenters**, local rock and roll combo. . . . **Dot Records** setting up its own distributing shop in town at 1507 Vine Street. . . . **Gertlin's Record Shop**, one of the pioneer retailers, celebrates its 18th anniversary this month with drawings for a variety of free prizes ranging from a four-speed record player to a record carrying case.

Maurice H. Orosdenker.

Pittsburgh

Amy-Margaret spent a day here plugging her RCA Victor matter, "I Just Don't Understand." . . . **Nell Sedaka**, who recently finished two weeks at the Holiday House night club, returned to this area for a day at Kenwood Amusement Park. . . . Both the sound track of "La Dolce Vita" and the **Ray Ellis** album featuring the theme song have zoomed into the best selling class since the Italian movie opened a roadshow engagement recently at the Nixons. . . . The Horizon Room has set **Rusty Warren** and **Earl Grant** for personal appearances this fall. . . . **Lenny Martin**, head of Robbco Records, signed Italian singer **Dino Di Prima**, who has waxed his first platter, "Theme From the Stars" b/w "My Song for You." . . . **Vern Coppers**, Decca branch manager, reports brisk sales for **Teresa Brewer's** "Little Miss Belong to No One," and "Again" by the **Demonstrators**. . . . **Leonard Mendelowitz**.

Hollywood

Capitol, which heretofore kept a respectable distance from the **Kingston Trio** hassle, is now actively engaged in trying to bring about a solution to the dispute. The label is anxious to help get the trio's internal bickering settled so that it can record the group in time for fall release. Since the hassle started, the trio has not been in for a recording session, and as one of the label's foremost sellers, Capitol wants to have the **Kingston** group back on the market with new wares. Legally, Capitol can force the old trio to stick together for recording purposes if it should so desire, since it holds individual contracts with all three members. However, if **Dave Gorb** leaves the group and an acceptable replacement is found for him, Capitol (who also has the exclusive disk rights to the **Kingston** name) will record the new group. . . . **United Recording** has expanded its operation by buying controlling interest of the 6000 Sunset Blvd. studios of Western Recorders. According to **United's** President **Bill Fontana**, it will invest \$250,000 in remodeling the 6000 Sunset facilities. **Bob Duherty**, former MGM Records chief engineer, will join **United** to serve as executive manager of the two recording studio operations. . . . **Kitty Dowell's** "Marchin' On In" b/w "Need Your Love," recorded on the Soul label, was purchased by **Bob Kenna's** Del-Fi label and will be issued on Del-Fi's subsidiary **Doona** label. **Dionisie Williams** Docta Records last week celebrated its 15th anniversary. . . . **Los Zito**.

FOLK TALENT & TUNES

Continued from page 48

Force bases along the West Coast. . . . **Mark Raymer** has opened an office in Portland, Ore., to handle promotion service for independent labels in Oregon, Washington and California.

Mae Wiseman (Dot) appeared as headliner July 2 in the first of a series of Sunday shows being presented by **Norman E. Messner**, of Chambersburg, Pa., and **Harry Gettle**, of Orristown, Pa., at Mountaineer, just west of Dry Run in Pate Valley, on the east slope of the Tuscaraora Mountain, near Chambersburg. Messner recently purchased an old homestead of some 29 acres at the location and along with Gettle developed it into a suitable site for country music shows. Some 20 performers will be used in each of the Sunday shows and it is planned to air the performances over WCBG, Chambersburg, within a few weeks. Gettle is in charge of the shows. Messner, a former disk jockey, is president and general manager of WCBG and has long been a promoter of country music. His wife is the former **Molly Durr**, "Grand Ole Opry" performer.

George Jones, **Stonewall Jackson** and **Georgia Riddle** suffered the loss of their uniforms, guitars, tape recorder and luggage when their train broke into their rental trailer at Rochester, N. Y., recently. . . . **Wiley Barkatall**, formerly of the **Busy and Dune** team on the Hickory label, had his first release on Allstar two weeks ago. Barkatall is now conducting his own "Sunday Jambers" on a Houston TV station. . . . New c.w. artists on the Allstar label are **Joe Rae** and **Cowboy Blair**. . . . **Roy Acuff** will be the July 22 guest on "New Dominion Barn Dance," Richmond, Va.

Jim Nesbitt and country music returned to WYMB, Manning, S. C., July 1. Anybody got any country records, old or new, and they want them played, send them on to Jim. . . . **Bobby Braddock** recently directed a session on country songstress **Dot Anderson** for D-I Records, 302 Lena Vista Boulevard, Auburndale, Fla. Sides are "Walkin' Papers," a honky-tonker, and a country blues number, "Jealous-Hearted Women." Drop a line to the above firm for your deejay sample. . . . **Dan Trifflett**, of Magnifico Records, 151 Gertrude Road, Mamaroneck, N. Y., has available deejay samples on the Wayfarer's new release, "Down the Trail of Tears," said to be stirring up considerable interest in the East and New England.

Slick Norris, promotion and publicity expert, with headquarters in Highsmith, Tex., is placating c.w. jockeys, via the mails, with a card reading: "You are a very important part of country music. Please take 15 minutes each week to complete your Top 10 country records. You must let the trade magazines know that country music is still alive. The addresses of the trade publications are on the reverse side of this card. Please keep it in a handy place for reference once a week to mail in your Top 10 list. Please accept this with the intention that it means." "For some time now," writes Slick, "I've been wanting to get a point across to the country deejays as to how important their listings are each week. I know I have several hundred on my list who never take the time to send their listings to the trade mags. However, I don't want even one deejay to get the wrong impression and think that I'm asking for listings on the tunes that I handle."



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I'LL NEVER SMILE AGAIN

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U. S. Office Recommends Study Of Performing Rights Societies

WASHINGTON — The Copyright Office recommends that Congress make a special comprehensive study of American performing rights societies. In its report on proposed revision of the 1909 Copyright law, the Library of Congress notes that the matter is outside the scope of the present copyright revision plans, but is one that has been subject of "much discussion and controversy in congressional hearings and in various proceedings." A special government agency to administer performance royalty is one suggestion made in the report.

"It has been seriously questioned whether the present procedure is the most appropriate or effective means of regulating their operations, and suggestions have been made that they should be regulated by an administrative agency under statutory provisions."

Mentioning the American So-

ciety of Composers, Authors and Publishers, and Broadcast Music, Inc., as the leading groups with SESAC licensing a relatively small catalog, the Copyright Office reports characteristics of their operation as "comparable to a public utility."

"Inherent in any organization of this sort is the potential danger of monopolistic control and discrimination, both as to users and copyright owners," Register of Copyrights Abraham Kaufman points out. In most foreign countries there is only one performing rights organization "operated under some form of government control."

For general consideration, the report mentions various foreign ways of keeping track of performance royalty collectors. They include government approval required for formation of the organization; royalty rate schedules required to be filed with government and applied non-discriminately; rates subject to review and adjustment by a tribunal on complaint; lists of works in the organization's catalog must be filed periodically with government; and finally, admission to membership, and distribution of revenue are made subject to government regulation and review.

The study points out that the American copyright law makes no provision for regulation of these societies—ASCAP with a gross 1960 revenue of \$33 million, BMI with about \$12 million, and SESAC's gross unknown. To Justice Department has fallen the job of partial supervision via consent decrees, but the report recommends that an extensive study be made to see if further regulation is needed, and how it could best be handled. The Copyright Office asks Congress to take over this chore.

Ralph Bass to Chess A&R Jazz Position

CHICAGO — Ralph Bass, pioneer A&R man with Chess Records here the past two years, steps into the vacant jazz slot created by the recent departure of Jack Tracy to Mercury Records (BMG). July 31, Bass, who had been doubling between single and album dates, will concentrate more heavily on all package goods A&R, according to Leonard Chess, president of Argo, the firm's album line.

Bass will cut a third Memon Mabley package (the first two are both on the BMG best selling mono chart) and has also inked Freddie and Flo; another comedy team for a new album.

AUSTRALIA UPS CLUB ACTIVITY

SYDNEY — Ground has been broken in the cooperative record club field here, with the Popular Record Club becoming the first to release an illustrated catalog. The 24-page publication lists the club's complete library of over 260 11 1/2-inch albums from every field of music. The latest move follows the amazing growth of record clubs here in the past few months.

Radio Corporation, which recently opened the Eclipse Record Club here, announced their release for August will include "Dancing in High Society" with Ben Ludlow and orchestra from the Vanguard label; Handel's "Water Music," also from Vanguard; and from the Mercury catalog, "Honky Tonk Piano" featuring Lou Stein; "Billy Eckstine and Sarah Vaughan Sing the Best of Irving Berlin"; and "Cleopatra Plays Songs From Great Operettas." The World Record Club release for July features a selection from "The Desert Song" produced by their own organization in London with the vocal by Gordon Boyd and Lisa Gray with the music supervised and conducted by Derek Hudson. The second release comes from Capitol, by Judy Garland—"Miss Show Business."

Fall Sports Scene Will Get Attention At Station WNEW

NEW YORK—Station WNEW here, generally recognized as the pioneer music and news outlet, is putting more emphasis on sports this year, and will carry pro football games this fall for two and a half hours every Sunday afternoon.

General Manager Jack Sullivan said the stepped-up emphasis on sports programming is just one more manifestation of the station's desire to "offer something extra" as more and more stations pattern their programming after WNEW.

However, Sullivan emphasized that music, news and strong celebrity personalities are still the basis for successful operation. He hopes that the addition of expanded sports features (heretofore limited to a maximum of two or three minutes) will bring the outlet additional listeners, but won't chase away any old dialers.

Sullivan also said that the FCC is pointing the way towards more varied programming for local radio outlets. In line with this, some traders have speculated that the FCC's current hassle with WENS and WMGM here could result in one or both outlets dropping their "Top 40" format and returning to WNEW-type disk programming format, thereby giving exposure to a greater number of releases. Sullivan notes that WNEW plays an average of 2,300 sides a week including from 1,000 to 2,300 different selections.

CORRECTION ON STEREO CHART

NEW YORK — Due to an inadvertent error, the Top LP's Stereo Chart in this issue contains an incorrect listing. "Come With Us Wind," sound-track recording on Candids, appears in position 30. This LP is not available in stereo and this listing should have specified "Come With the Wind," London-Sinclair (Matheson), on Warner Bros. WS 1322, making its first appearance on this 50-position chart.

Piracy in Asia Hurting Trade

Continued from page 2

least making the firm consider protest in an effort to stop it. I would also like to know what the Performing Rights Society is doing about it, as its members and affiliates have a great deal at stake."

Disk Dumping

Weiss also objected to the large amount of "dumping" taking place in the area from American export houses. "It is undermining the morale of locally appointed distributors of major labels," he said. "Any store or individual seems to be able to get disks direct from America even though there is a so-called exclusive distributor. It is not serving the best interests of the American industry."

In Manila, Weiss also found evidence of disk piracy. One artist, he noted, had the same number being sold on four different labels. There was a solution to the problem in the Philippines, however—arrange a licensee, who would have an equal interest in preventing unauthorized pressing and was able to secure court action.

An unusual case of piracy was described to Weiss in Singapore. It involved the product of a U. S. label that had once had its own license there. The contract terminated but not the supply of disks which continued unabated. There were other examples of piracy to be found, particularly of disks pressed in Formosa, and also of "dumping."

Throughout the area, Weiss noted the predominance of a rhythm called "doo-doo-oo"—a sort of off-beat cha-cha. It had spread north to Japan and west to the Asian mainland, being played in the night clubs of Hong Kong and Singapore and appearing on disks and radio everywhere. He also pointed out the growing influence of Western music in Asia.

"Elvis Presley is popular wherever his disks are issued," Weiss reported. "Cunnie Francis, the Eberly Brothers, Frank Sinatra and Paul Anka have substantial followings, too. Among the orchestra leaders, Mantovani and Percy Faith stand out. Warner's George Greedy was well known in Singapore. I was pleased and surprised to discover."

"American sound and packaging seems to appeal almost everywhere. The artists themselves have growing appeal. A combination of these and many other things leads me to feel very optimistic about the future of the disk business on a world scale. Jet transport of men, materials and tape has brought huge

Tim Gale's Agency Back in Business

NEW YORK—Tim Gale has re-activated his old firm, the Gale Agency, and is back in business at the old stand on West 48th Street in New York. Gale dissolved his agency and went with GAC-Feld three years ago as president of the firm, which was affiliated with General Artists Corporation. The Gale Agency helped develop many stars, including Ella Fitzgerald, Sarah Vaughan, LaVern Baker, Della Reese, Clyde McPhatter and others.

The Gale Agency will be closely associated with Circle Artists Corporation, which has offices in the same building. Gale will continue to promote touring units with star names and these units will travel throughout the U. S. and Canada.

distances down to a few hours. The demands of any market can be met as it is required."

Weiss, who has represented U. S. record firms abroad for nine years continuously, is making his first visit to the Far East countries.

MUSIC WRITERS GOOD 20 YEARS

WASHINGTON—Yes, it's tougher for creators of popular music than for the serious composers. This suspicion, long held by writers in the frenzied hit-time business, was confirmed by the recent Copyright Office report. The report finds that the average life span and creative period of writers of serious music is much longer than that of popular music writers—but does not say by how much.

However, for both groups, the average period of creativity from first publication to death, runs about 20 years, the study finds. These facts were brought out as partial basis for its decision to recommend a copyright term of 76 years, rather than the present span of 56 years.

"BEST BET"
Variety
"PICK OF THE WEEK"
CASHBOX

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Words by GLADYS SHELLEY
Music by BEE WALKER

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A PICK ON 75 STATIONS' LISTS!

"LOVE AND WAR" Jerry Reed

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SINGER ONE STOP

BILLY MAXTED'S

Satin Doll

... the single even we weren't sure the kids would buy! (but they did - over 13,000 in Detroit during a slow June; and this buying reaction is continuing as it is exposed in other cities.) Billy Maxted's distinctive version of this fine old Duke Ellington classic is already an established jukebox hit in San Francisco, Detroit and Columbus.

Satin Doll b/w How Long Has This Been Going On KT - 501 (from the SwingaBillyty LP)

SwingaBillyty — the LP which received this review in Billboard's 4-star pick:

"Maxted's six piece combo now swings out with a variety of modern and original approaches that will convince many that at least 20 musicians are required for the arrangements. A contemporary approach to Jazz and Blues is very effective and the Dixie Beat is also used on occasion. Fine tracks are "Runnin' Wild", "Just a Closer Walk" etc. etc."

SwingaBillyty is the LP, that because of "Satin Doll", is gaining both Jazz and Pop sales.

As the buyer of one of the country's most famous record stores wryly put it "It's selling a helluva lot better than some things that are supposed to."



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Globe Distributing Co.
Atlanta, Ga.
East Coast Distributors
Pittsburgh 22, Pa.
M. S. Distributing Co.
Chicago, Ill.
M. S. Distributing Co. of Ohio
Cleveland 13, O.
Mammi Dist. Inc.
Philadelphia, Pa.
Marcel of Maryland, Inc.
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Melody Sales Co.
San Francisco, Cal.
FSP Record Sales Co.
Los Angeles, Cal.
Plyd Record Co., Inc.
Greenville, S. Carolina
Superior Record Sales Co., Inc.
New York, New York
Tone Distributors, Inc.
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KT-101 MONAURAL

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"TAKE A FOOL'S ADVICE" Record No. 4582

Nat King Cole goes rock & roll to the top of every chart!





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CL 1615 / CS 3415

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HURON • QUEEN
FOUR STAR • BELTONE • FAIRLANE • KEM

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Dealer Inventory Protection!

King and the labels it distributes are red-hot
saleswise. We offer this exchange program at a time
when the dealer can make the most money with the
line. Look at these hits available from your King
branch or distributor:

- 1) "TOSSIN' AND TURNIN'"
by BOBBY LEWIS BELTONE 1002
- 2) "THE SWITCHAROO"
by HANK BALLARD KING 5510
- 3) "NO, NO, NO"
by THE CHANTERS DELUXE 6191
- 4) "MY TRUE STORY"
by the JIVE FIVE BELTONE 1006
- 5) "WISHIN' ON A RAINBOW"
by PHILL WILSON Huron 22000
- 6) "NOW YOU KNOW"
by LITTLE WILLIE JOHN KING 5516
- 7) "THE BELLS ARE RINGING"
by the VAN DYKES DELUXE 6193

and the new

JAMES BROWN
"BABY, YOU'RE RIGHT"

k/w

"I'LL NEVER LET YOU GO"
KING 5524

KING RECORDS

1540 Brevster Ave., Cincinnati 7, Ohio

THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING JULY 16

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

This Week	Last Week	Title	Composer-Publisher	Weeks on Chart
1	2	BOLL WEEVIL SONG	By Clyde Otis-Bruce Brown—Published by Poly (BMI)	7
2	1	TOSSIN' AND TURNIN'	By Adams-Ross—Published by Screen (BMI)	7
3	3	QUARTER TO THREE	By Borge-Golds-Anderson-Ryan—Published by Pope (BMI)	7
4	6	NEVER ON SUNDAY	By Moses Haskin—Published by Eason-Schwartz (BMI)	16
5	4	EVERY BEAT OF MY HEART	By Julius Otis—Published by Yale (BMI)	7
6	9	YELLOW BIRD	By Leland-Kain—Published by Frank (ASCAP)	6
7	10	SAN ANTONIO ROSE	By Bob Wells—Published by Screen (ASCAP)	4
8	8	RAINDROPS	By Doc Clark—Published by Concord (BMI)	8
9	7	MOODY RIVER	By Gary Bruce—Published by Egan (BMI)	8
10	13	HATS OFF TO LARRY	By Ted Stamos—Published by Vudu-McLaughlin (BMI)	4
11	16	HELLO MARY LOU	By Gene Phony—Published by January (BMI)	10
12	19	DUM DUM	By Simon Shady-Jackie DeLoach—Published by Martin (BMI)	3
13	17	I LIKE IT LIKE THAT	By Chris Kenner—Published by Tune-Go (BMI)	3
14	24	TOGETHER	By De Silva, Brown & Henderson—Published by De Silva, Brown & Henderson (ASCAP)	3
15	14	DANCE ON LITTLE GIRL	By Paul Anka—Published by Sonoma (BMI)	6
16	5	WRITING ON THE WALL	By Nathan Barso-Elio—Published by Winton-Gloria (BMI)	7
17	11	TRAVELIN' MAN	By Jerry Fuller—Published by Galtin West-Milgram (BMI)	11
18	21	PLEASE STAY	By Bert Russell-Bob Hilland—Published by The Floor-Groves-Walker (ASCAP)	3
19	15	STAND BY ME	By King-Gold—Published by Progressive-Two (BMI)	8
20	—	LET'S TWIST AGAIN	By Mann-Agostini—Published by Kalmus (ASCAP)	1
21	20	RUNNING SCARED	By Joe Gallo-Don Marlowe—Published by Acuff-Rose (BMI)	11
22	18	HEART AND SOUL	By Carriker-Lewis—Published by Warner (ASCAP)	5
23	23	TELL ME WHY	By Marshall Holland-Don Carter—Published by Lion (BMI)	4
24	25	I'M COMIN' ON BACK TO YOU	By Al Kasha-Bruce Olsh—Published by Paul (BMI)	3
25	12	THOSE OLDSIES BUT GOODIES	By Paul Pablo-Nick Castiglione—Published by Maxwilla (BMI)	6
26	—	MY KIND OF GIRL	By Leslie Branson—Published by Healy (ASCAP)	1
27	28	SACRED	By A. Ross-W. Larkin—Published by Random-Darwin (BMI)	2
28	30	CUPID	By Sam Cooke—Published by Kapp (BMI)	2
29	29	TONIGHT (COULD BE THE NIGHT)	By Virgil Johnson—Published by Columbia (BMI)	2
30	—	THE SWITCH-A-ROO	By Hank Ballard—Published by Hi-Fi (BMI)	1

RECORDINGS AVAILABLE

(Best Selling Record Listed in Bold Face)

1. BOLL WEEVIL SONG — **King** 5510
2. TOSSIN' AND TURNIN' — **King** 5510
3. QUARTER TO THREE — **King** 5510
4. NEVER ON SUNDAY — **King** 5510
5. EVERY BEAT OF MY HEART — **King** 5510
6. YELLOW BIRD — **King** 5510
7. SAN ANTONIO ROSE — **King** 5510
8. RAINDROPS — **King** 5510
9. MOODY RIVER — **King** 5510
10. HATS OFF TO LARRY — **King** 5510
11. HELLO MARY LOU — **King** 5510
12. DUM DUM — **King** 5510
13. I LIKE IT LIKE THAT — **King** 5510
14. TOGETHER — **King** 5510
15. DANCE ON LITTLE GIRL — **King** 5510
16. WRITING ON THE WALL — **King** 5510
17. TRAVELIN' MAN — **King** 5510
18. PLEASE STAY — **King** 5510
19. STAND BY ME — **King** 5510
20. LET'S TWIST AGAIN — **King** 5510
21. RUNNING SCARED — **King** 5510
22. HEART AND SOUL — **King** 5510
23. TELL ME WHY — **King** 5510
24. I'M COMIN' ON BACK TO YOU — **King** 5510
25. THOSE OLDSIES BUT GOODIES — **King** 5510
26. MY KIND OF GIRL — **King** 5510
27. SACRED — **King** 5510
28. CUPID — **King** 5510
29. TONIGHT (COULD BE THE NIGHT) — **King** 5510
30. THE SWITCH-A-ROO — **King** 5510

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NO VACATION FROM HITS

with the

LONDON GROUP

Janice Ward

**WHEN A GIRL
GIVES HER HEART
TO A BOY** #442

Monument

Bill Black

**OLE
BUTTERMILK
SKY**

#2036

HI RECORDS

The Velvets

TONIGHT

#441

Monument

The Village Voices

RED LIPS

#6000

Topix
RECORDS

The Rays

**MAGIC
MOON**

(CLAIRE DE LUNE)

#607

XYZ
RECORDS

Wayne Newton

**LITTLE WHITE
CLOUD THAT
CRIED**

#7777

GEORGE
RECORDS

The Indigos

**HO HUM
DEEDLE DUM**

#5001

Image
RECORDS

The Flairs

**FOOT STOMPIN'
PART I**

#8624

Charted

Boots Randolph

**HEY DADDY,
DADDY**

#443

Monument

BEST SELLING LP's



Memorable Wedding Song, First Of
Faded: Dennis in The Islands
Sensational Harmonic Performance
Get Ahold, Let Makereach (Top
Lovers) Beyond The West: Kall-
Towns Our Paradise: Serenade To
Hawaii: Slippy Serenade: Mole-
stating Kallian: Theme From Ad-
ventures In Paradise
Monument SM 1402 Mono 4003



Midway: Kismet: Big Bang: The
Conf: This Old Man: It Is No
Secret: The Old Time Religion:
Down By The Riverside: Swing
Low, Sweet Chariot: Just A
Closer Walk With Thee: When The
 Saints Go Marching In: 6666
Monument HC 2204



Only The Lonely (How The Way
I Feel) Blue Angel: I'm Hurtin':
One-Of-A-Kind: Cry: I Can't Stop
Loving You: I'll Get A Letter
In My Mail: Love American: San-
ctuary: Twenty-Two Days: I'll
Say It: My Feet: Come Back To
Me: My Love
Monument SM 1402 Mono 4003

4 NEW ATLANTIC SMASHES!

LaVern Baker
I DIDN'T KNOW I WAS CRYING

b/w Hurtin' Inside
2109

The Isley Brothers
WRITE TO ME

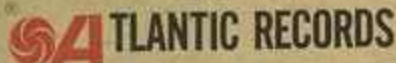
b/w Your Old Lady
2110

The Shadows
FRIGHTENED CITY

b/w FBI
2111

Billy Storm
A KISS FROM YOUR LIPS

b/w Honey Love
2112



HIGH FIDELITY now offers your customers broad coverage of new records and tapes, high fidelity equipment, exciting personalities in music.

And it offers you two important new areas of profit:

1—You buy copies for 35¢, sell them for 50¢ ... make a 43% profit on each sale. Unsold copies may be returned for full credit.

2—The editorial material and the advertisements in HIGH FIDELITY help bring your customers into your store again. HIGH FIDELITY stimulates them to buy what you sell.

A New Jersey dealer reported selling 3,000 worth of stereo equipment to a customer who came in for HIGH FIDELITY, took his copy home, read the HP Reports section and came back to buy three of the items requested. ... An Illinois dealer calls off nothing as HIGH FIDELITY buyers want new record releases mentioned in the magazine—before the customer left the store!

EXTRA PROFITS FOR RECORD AND COMPONENT DEALERS

For a few square inches of display space on your counter you can net hundreds of extra dollars.

So fill out the handy order form below and mail it today. The sooner you do it ... the sooner the profits begin.

high fidelity

To: HIGH FIDELITY, The Publishing House, Great Barrington, Mass.
Please send me, each month, _____ copies of HIGH FIDELITY.
(Extra! price, 60¢, 1 per 30¢; minimum order: 8 copies)
I will pay within 60 days of receipt of copies,
returning unsold copies for full credit.

Store _____

Address _____

Signature _____

The pick of the new releases:

SPOTLIGHT SINGLES OF THE WEEK

Strongest sales potential of all records reviewed this week.
• Continued from page 43.

Country & Western

ROSE MADDOX



CONSCIENCE, I'M GUILTY (Central Songs, BMI) (2-44)
—**LONELY STREET** (Four Star, BMI) (2-99)—The great Miss Maddox turns in two more vibrant, heartfelt sides. First is a tale of the agonies of conscience for one who is slipping around. Side two is a fine country-styled reprise of the Andy Williams hit of some time back. Either way here.
Capitol 4598

SPECIAL MERIT SINGLES

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

Pop Disk Jockey Programming

SAKARI VAUGHAN

★★★★ **THE HILLS OF ASSISI** (Robbins, ASCAP) (2-37)

★★★ **UNTOUCHABLE** (Foggy, BMI) (2-32) Roulette 4378.

★★★ STRONG SALES POTENTIAL

POPULAR

JOHNNY OLIVER

★★★★ **You're Gotta Be Real When You Love—LIBERTY 55505**—A good ballad and it's sung with plenty of feeling by Oliver. He gets a solid, big string backing. A respectable side that could move. (Twelve, BMI) (2-22)

★★★★ **Mid Air When My Check—A** recently arranged acoustic effort. Oliver tells of waiting for his old check from the State Employment Agency. Well done. (Twelve, BMI) (2-37)

MARGIE BOWEN

★★★★ **Butter Sweet, Kisses—MERCURY 11652**—A bright rhythm side with the gal joined by a solid brass chorus. This has a lot of appeal with a big sound. Watch it. (Atlantic, BMI) (2-36)

★★★★ **Little Miss Sailing to No One—Blue Bower 012** is a slow and quiet reading of this new Wayne Walker written ballad. Got his a generous sound here, but don't let his heavy competition from the Teresa Brewer version get the best of it. (Columbia, BMI) (2-41)

CARL PERKINS

★★★★ **The Unhappy Club—COLUMBIA 42861**—Perri really nailed delivery by Perkins on a lively r&b. Good item also. (Columbia, BMI) (2-38)

★★★★ **Answer to the Wild Blues—Personal** vocal interpretation by Perkins of an exciting, country-derived theme. (Columbia, BMI) (2-34)

THE BROWNS

★★★★ **Whispering Will—ECA VICTOR 7917**—A smart tune of material, done in rhythm and swing by the Browns. The more the know country. Harris, with Jim Edwards leading fellow vocalists, whips up an exciting reading that's one of the year. Watch this one. (Hannington, BMI) (2-11)

★★★★ **My Babe's Gave—Perry** harmony in the typical Brown style is turned to a medium-rhythm song here, with solo spots by Jim Edwards. Good, listenable side with a nod to the Hip. (Capitol, BMI) (2-25)

THE MARCELS

★★★★ **You Ain't Nothin'—COLFAX 605**—The Marceles, who started with an r&b version of "Blue Moon," give the same hip potential treatment to the r&b side with swirling riffs. Watch it. (Perc International, BMI) (2-6)

JOHNNY MILDEN

★★★★ **She's a Song—Columbia 1 & 2**—

ATCO 6613—This disk contains three songs on each side, each one a theme song. The lead plays the standards in style, wiper fashion that makes the disk fun—deliciously surprising. Tunes include "If You Know Me, Know as These Days," "I'm Rag," "I'm Gonna Get You Averting But Love," "Sweet Six" and "The Street Rag." Clever work. (Riviera, ASCAP) (2-30)

PETE FOUNTAIN
★★★★ **Back the Knobs—CORAL 63135**—Tantalous, lightly swinging instrumental treat. Most of the standard with standard charm and relaxed piano solo work. Splendid. (Mercury, ASCAP) (2-36)

★★★★ **When the Water Comes Marching—Back** instrumental of the lively recording with strong jazz feel. Solo by Fountain. (Capitol, BMI) (2-29)

BELLA KEESE

★★★★ **A Face Far Better Than—ECA VICTOR 7988**—An understated reading

SINGLES REVIEW POLICY

All single records reviewed by Billboard Music Week are listened to and reviewed by the BMW Reviewing Panel. Records are rated within their respective categories, according to their commercial potential, based on such factors as performance, material, artist's name value, recording quality, etc.

SPOTLIGHT WINNERS are judged to have the strongest sales potential of all singles reviewed during the week and are picked to hit the top 50 of the Hot 100 chart. **FOUR-STAR** singles are those with strong sales potential. All Spotlights and four-star records have been heard and evaluated by the full Reviewing Panel and descriptive reviews are published for them.

THREE-STAR records, having moderate sales potential, are listed therefore; these frequently will be of interest for disk jockey programming. Other records, with limited sales potential, are listed following the three-star records.

SPECIAL MERIT SPOTLIGHTS, in the opinion of the Reviewing Panel, have outstanding merit and deserve exposure.

All singles intended for review should be sent to the Billboard Music Week Reviewing Panel, P. O. Box 292, Times Square Station, New York 66, N. Y.

by Miss Rose of a playful theme. The side is set to a big, subtle-backed arrangement. Cut was spot. (Arist, ASCAP) (2-30)

★★★★ **I Guess—Locher** love song, with touching, understated "The Love" song. (Globe) figure in the backing and it holds with a big drum motive in the backing. Good max that could move. (Mercury, BMI) (2-45)

THE FOUR PREPS

★★★★ **More Money for You and Me—Mothé—CAPITOL 4398**—Here's a side that is different. It's from the very disk set in which they take off on a number of pop disk sets and their record here. It's recorded live and it's very catchy. A lot of rock may give into a whiff. (4-4)

★★★★ **Swing Down—Chelsio—Blue** from the group's live disk set in this side which has a spiritual flavor. From the album "The Four Preps on Campus." (2-25)

ROY CLARK

★★★★ **Under the Double Fanny—CAPITOL 4395**—Roy Clark, some on the side with a smoky guitar reading of the big tune, displaying some class also. (Capitol, BMI) (2-34)

★★★★ **Black Apple—** On his own Clark demonstrates again his fine guitar work. He's in the lead guitarist with King Jackson and has a chance to get in at attention with the disk. (Capitol, BMI) (2-30)

BEE BUCKHAM

★★★★ **I'm Wandering—DECCA 33281**—Bee Buckham sings this pretty ballad with feeling over simple support from the set. A side with a good sound and a satisfying feeling. Watch it. (Decca, BMI) (2-29)

★★★★ **How Good (Was I) the Spring You—** Another very attractive tune features a beautiful performance from Buckham and by a warm arrangement and chord support. You, great side. (Decca, ASCAP) (2-31)

MAURICE WILLIAMS

★★★★ **Come and Get It—HERALD 39**—Maurice Williams pounds out the love in this driving rocker over backing with a beat. It's a good one and it's a chance to catch the wave. (Windsong, BMI) (2-17)

★★★★ **Some Day—** Very interesting piece of material is sung sweetly here by a chance side by a former group in the backing. It could also catch love. (Vocal, BMI) (2-44)

SARAH VAUGHAN

★★★★ **The Hills of Assisi—ROULETTE 4378**—Attractive tune from a delightful movie about St. Francis of Assisi is backed by a fine performance from Sarah and by a warm arrangement. It deserves a lot of exposure and could get some. (Globe, ASCAP) (2-37)

★★★★ **Untouchable—** A really fine ballad features a tender and warm reading from Sarah Vaughan over good support. A fine disk that is worth again and some. (Perc, BMI) (2-32)

CURTIS AND DEL

★★★★ **I Want a Walk—SOUNDMENT 117**—Hearing them with much swing and catchy tempo, a song by folk with expressive sincerity. Watch it. (Arist, BMI) (2-3)

★★★★ **Botha Love—Duo** ideal with relative country flavored, attention in wild love with good lyrics written by the Brown. (Arist, BMI) (2-11)

CLYDE McPHATTER

★★★★ **I Never Knew—MERCURY 11641**—Clyde McPhatter comes through with a rock reading of a country love effort here, supported by solid backing featuring a harmonica. Some swing to Clyde makes this a really good one. (Mercury, BMI) (2-2)

★★★★ **Heaven—** A bright reading in which a powerful reading from McPhatter over strong backing by group set on side. (Atlantic, BMI) (2-0)

BERY KAMPFERT AND HIS ORK

★★★★ **Noe and Forever—DECCA 3173**—Aristotle they receive a very good performance from the Kamperfer over with the trumpet lead setting it with style. Side could get some and some. (Decca, BMI) (2-5)

★★★★ **Only One in Love—** Set Kamperfer and his trio in a good reading of a warm love ballad here, with a guitar accompaniment featured in the lead. Good. (Decca) instrumental read. (Decca, BMI) (2-11)

DUANE EDDY

★★★★ **Camera (Part 1 & 2)—DECCA 3173**—Interesting performance of the old Ellington tune, with strong guitar work by Eddy and by piano. (Decca) support. Could get some and some. (Decca, ASCAP) (2-8 & 2-9)



RECORD OF THE YEAR! · ARTIST OF THE DECADE!



TIMI YURO

Timi Yuro is a talent beyond description. With this record, her first, she becomes a giant name in the record industry.



FIRST IN THE FOREGROUND OF SOUND

The pick of the new releases:

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.
* Continued from page 36

Jazz

STEAMIN' WITH THE MILES DAVIS QUINTET

Prestige 7200—This is another wonderful recording of the Miles Davis Quintet, cut in 1956. This group, consisting of Miles, John Coltrane, Red Garland, Paul Chambers and Philly Joe Jones, made a series of recordings which have been issued under the titles "Cookin'", "Relaxin'" and "Workin'". This set, the last from those legendary sessions, is one of the best. Miles blows superbly, Coltrane's tenor work is exciting, and all the other men are in fine form as well. Best tracks are "Salt Peanuts" and "When I Fall in Love."

Classical

BEETHOVEN: SYMPHONY NO 7 IN A MAJOR, OP. 92

Otto Klemperer; Philharmonia Orchestra, Angel S 35945 (Stereo & Monaural)—This release completes Klemperer's cycle of the nine Beethoven symphonies in stereo. His still vibrant and majestic Seventh emphasizes the grandeur and power in a typical Klemperer reading. The conductor's eye with the great classical works is firmly established, so this should be one of the strong and consistent sellers of the symphonic repertoire. A must item for all dealers with classical inventory.

Polka

POLKAS: GREATEST HITS

Six Fat Dutchmen, Dot DLP 3358—A collection of a dozen of the most popular polkas of all time, played by the perennial favorites, the Six Fat Dutchmen of New Elm, Minn. Polka bugs will dig the sound this group makes in their old-time music renditions of such polkas as the Pennsylvania, Beer Barrel, Red Wing, Liechtensteiner, Clarinet and Red River. Should be a stickout seller among polka acts.

POP LP'S

★★★★

STRONG SALES POTENTIAL

★★★★ THE ROMANTIC APPROACH IN THE BALLAD STYLE OF STAN KENTON
Capitol ET 103 (Stereo & Monaural)—This is a Broadway-Kenton adaptation full of the familiar groove, deep bass sound, and gently weaving and smoothly ensembled, but with the addition of several new instrumental textures as well. These include four melodic lines in special brass parts having the quality of both a "lounge and lounge" and a "big band" sound, dramatic baritone sax with such hits as "White Your Love Now Comes," "Faint Hearted," "Misty Night in Vermont," etc. Real pocket stuff with good backing.

LP REVIEW POLICY
All albums received by *Billboard Music Week* are listened to and reviewed by the *BMW Reviewing Panel*. LP's are rated within their respective categories, according to their commercial potential, based upon such factors as performance, material, artist's name value, recording quality, etc.

SPOTLIGHT WINNERS are judged to have the strongest sales potential of all albums reviewed during the week and are picked to hit the Top LP chart. FOUR-STAR albums are those with strong sales potential. All Spotlights and Four-Star LP's have been evaluated by the full Reviewing Panel, and descriptive reviews are published for these.

THREE-STAR albums, having moderate sales potential, are listed thereafter; these frequently will be of particular interest to dealers with specialized clientele. Other LP's, with limited sales potential, are listed following the Three-Star album.

SPECIAL MERIT SPOTLIGHTS, in the opinion of the Reviewing Panel, have outstanding merit and deserve exposure. All LP's intended for review should be sent to the *Billboard Music Week Reviewing Panel*, P. O. Box 322, Times Square Station, New York 26, N. Y.

★★★★ SAVED
Ta Vee Baby, Atlantic 1818—Miss Baker again shows herself a solid artist in this new set of tender, convincing ballads. The wild, frantic 1954 tone, a trend which has been a major show business mistake of "Mopart," with a lot of pretentious, and "My Time Is Now," featuring an organ in the backing, among other fine stuff, all the way, full of life and fun. Shufflers grab a lot of interest.

★★★★ FAMILIA SPECIAL NO. 1
Various Artists, Tamla TM 124—A group of the top acts of the Motown-Tamla group are packaged here in a solid performance of J.A.N. record performance, including such hits as "Sneaky Snitch," by the Miracles; "We've Got a Feeling," by the Miracles; "We've Got a Feeling," by the Miracles; "We've Got a Feeling," by the Miracles; "We've Got a Feeling," by the Miracles.

★★★★ KEE WHEE
Celia Thomas, Atlantic 1817—The new block hit set well recently with her single, "Cia Whee," which is of course, included here. The balance of material is largely of a rocking variety, some slow and some faster, but with plenty of excitement for the young buyers. In addition to several original singles of her own, she sings "The 33rd Annual Grammy" and "Poodle in Love," A-Ton performance that can get attention.

★★★★ COBBIN'
Lloyd Price, ABC Paramount ABC 812 (Stereo & Monaural)—The enthusiastic crowd Pleas with the title, didn't miss one set a more litigious album including such singles as "Don't Let Me Be This Way," "I'll Be Home Again," and "Share-A-Like." It's Right," so sweet, have romantic offerings like "I Cried for You" and "It's Only a Paper Moon." A lot of top-notch new for the Price fans and for anybody who likes the new country kind of music.

★★★ MODERATE SALES POTENTIAL

★★★ ROCKIN' BEAT
The DeCrests, Capitol ST 180 (Stereo & Monaural)

★★★ THAT OLD SASS MUSIC
Low Quidling and the Southern Band, Capitol ST 183 (Stereo & Monaural)

JAZZ LP'S

**** STRONG SALES POTENTIAL

****** LIGHT FOOT**
Low Quidling, Blue Note 4832—A musician and very original Low Quidling from the south very attractive and exciting work on his new album. Aloud strongly by Herman Foster on piano, Pink Murrain on bass, Jimmy Woessner on drums and Ray Barone on conga. The disc also displays a native sound and a well-rounded attack on a group of standards and original first sides are "Little Foot," "Misty Moon" and "Green Eyes." An interesting new jazz set.

*** MODERATE SALES POTENTIAL

***** THE MARCHES I PLAYED ON THE OLD RAGGING PIANO**
Robin Datta, 10th. Fox 303.

***** THAT'S IT**
Rexha Erich, Capitol 1014 (Stereo & Monaural)

CLASSICAL LP'S

**** STRONG SALES POTENTIAL

****** LAZO SYMPHONIC ESPAGNESE, TCHAIKOVSKY, SERENADE MELANCOLOQUE**
Louise Kaplan; Philharmonia Orchestra (London), Angel S 3712 (Stereo & Monaural)—Good, the Lazo and Tchaikovsky pieces are given highly sensitive handling by Louise Kaplan, the former in particular. Kaplan's interpretations are to be admired for the excellent general, and the smooth, pure and solid. There are other good recordings of these works but this one gives you the best. Conducting the Philharmonia Orchestra should also have competition.

Moderate Sales Potential

***** LIKEY, BONATA IN 2 MINDER**
Annelle Adams, Road 11-P 407 (Stereo & Monaural)

SPECIALTY LP'S

**** STRONG SALES POTENTIAL

THE SINGLES . . . THE TRADE
DOUBLE "PACKED"
The Billboard Music Vendor "ST. JAMES INFIRMARY"

**** MODERATE SALES POTENTIAL

****** LIES, BOSATA IN 2 MINDER**
Annelle Adams, Road 11-P 407 (Stereo & Monaural)

SPECIALTY LP'S

**** STRONG SALES POTENTIAL

RHYTHM & BLUES

★★★★ LORING GAME
Loonie Johnson, Profile-Beverly 1221—Johnson is of course to have herself in addition to still being a good singer. Daxler or "Loring Game" with the girl—who can't resist the fact that it was important in the development of country and rock. "Loring Game" will interest buyers. Here Johnson sings "How Old Am I," "Loving Game," "Loring Game," etc. It's also added with delight.

CHILDREN'S

★★★★ FROM MORNING TIE NIGHT
Various Artists, RCA Victor LX-134—Here is a charming, beautifully produced package for small children. Simple phrases are repeated with gentle effectiveness by artists Kim Hester, who sings "Sweetie and I," and Shirley Temple who sings "Little Susie." There are some other cute songs appropriate for children, such as "Dressing," "Swimming," "I's Make a Big Boat," etc.

MIGHTY GOOD LOVIN'

THE MIRACLES
Tamla #54044
Tamla/Motown—2648 W. Grand, Detroit 8

The Original Hit Version!

"SINCE GARY WENT IN THE NAVY"

Robertia Wynn
Jubilee 5403

"THERE THEY GO"

HAROLD DORMAN
Sun #361

637 Madison Memphis, Tenn.

A Smasheroot!

THE WIZARD OF LOVE

The Ly-Dells
Master 251

Master Records are distributed nationally by Roulette Records

NEW WINNER!

ERNIE K-DOE
"TE-TA-TE-TA-TA"
w/ "REAL MAN"
Milot 1027

IMPERIAL RECORDS
6425 Hollywood Blvd.
Hollywood 28, Calif.

THE SINGLES . . . THE TRADE
DOUBLE "PACKED"
The Billboard Music Vendor
"ST. JAMES INFIRMARY"

I BID HITS BY BIG
BOBBY 'Blue' BLAND
The Cash Box Music Reporter
"DON'T CRY NO MORE"
Duke Record #340

A MONEY IN-THE-BANK-HIT!

Rusty & Doug LOUISIANA MAN

HICKORY #1137

RECORD PROCESSING AND PRESSING

SONGRAPE
1000 West Tennessee St. (at the exit)
SONGRAPE
1000 West Tennessee St. (at the exit)

SPOTLIGHT ALBUMS OF THE WEEK

Strongest sales potential of all albums reviewed this week.
* Continued from page 36

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***** THAT'S IT**
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CLASSICAL LP'S

**** STRONG SALES POTENTIAL

Pop LP's

★★★★

STRONG SALES POTENTIAL

**** MODERATE SALES POTENTIAL

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MIGHTY GOOD LOVIN'

THE MIRACLES
Tamla #54044
Tamla/Motown—2648 W. Grand, Detroit 8

Your Next Big Hit!

THE POP EYE TWIST
w/ **DEVIL-DOG ROCK**
by **Frankie and the Flips**
Ravey #1002

SAVOY
RECORDS
Incorporated

Taking Off!

"A LITTLE BIT OF SOAP"

The Jarmels
Laurie 3098

Her Newest!

CONNIE FRANCIS "TOGETHER" and "TOO MANY RULES"

M 12019

MGM Records

His Latest Smash!

"VOYAGE TO THE BOTTOM OF THE SEA"

FRANKIE AVALON
C-1001

Chancellor
RECORDS
Incorporated

Headed for the Charts!

—Singing in New Orleans, Miami, Philly, Baltimore & Washington, D.C.

JUST TO HOLD MY HAND

by **EARL CONNELLY**
ALTO RECORDS #3803
ATLAS/ANGELTONE RECORDS
1437 Broadway, New York, N. Y.
D.J.'s. Write for Sample Copies

Mastering—Processing—Pressing
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For full service, dial 523-5344

ADVERTISING IN BUSINESS PAPERS
MEANS BUSINESS

Reviews of New Singles

Continued from page 60

ROBERTY JONES
**** Take This Love With Me—COLUMBIA 45002—There's a certain look of longing in the old-time blues style of this record...

THE VENTURES
**** From Silver City—DOLBY 45002—There's a Western mood about this album...

THE BAMPONS
**** Salute Aaaa—DOLBY 16518—A poppy, contemporary instrumental in a poppy, contemporary instrumental in a poppy, contemporary instrumental...

THE DELIVERINGS
**** Come Go With Me—DOLBY 16136—The old Del Delivering has a new look with his bright, poppy style...

KATHY YOUNG AND THE INNOCENTS
**** High In The Night—INDIGO 123—The new look of this instrumental is in her distinctive style...

MANTOVANI
**** Theme From "Carnival"—LONDON 1799—The full orchestra Mantovani new single is a lovely piece of music...

JIMMY COOPER
**** Stranger In Paradise—DOLBY 45002—An effective pop single with a poppy style...

Best Selling Sheet Music in U. S.

Table with 4 columns: Title, Artist, Weeks on Chart, and Sales. Includes entries like NEVER ON SUNDAY, EXODUS, CALCUTTA, SAN ANTONIO ROSE, HELLO MARY LOU, etc.

THE DANIELS
**** Forever—EVEREST, 19412—A powerful ballad by lead singer on moving instrumental accompaniment...

SONNETS SMITH AND THE REDHEADS
**** With Me Again—MGM 12625—A pleasant side in song in a poppy style...

HARRY JAMES AND HIS ORCHESTRA
**** Sunday Morning—MGM 12625—The album "Harry James' Party Night"...

THE VAN DYKES
**** The Belle Are Back—DELICATE 45112—This is the old and new of the old-time instrumental...

ROXYA
**** My Kiss Is a Shadow—DOLBY 16225—The new look of this instrumental is in her distinctive style...

DICK AND DEEDER
**** The Moonlight High—LIBERTY 11500—The new look of this instrumental is in her distinctive style...

BOYLE O'DELL
**** Light In The Street—LIBERTY 11500—A powerful instrumental by Boyle O'Dell...

BURAN BAFEE
**** In Other Words—KAPP 161—Mrs. Bafee tells the romantic ballad which has become of a standard issue...

BEN LITTLE
**** In Other Words—KAPP 161—Mrs. Bafee tells the romantic ballad which has become of a standard issue...

THE SIKKOS
**** Please Come Back to Me—LIT 161—A soft, soulful ballad with a message of heartbreak...

CAROL CARLEE
**** I Want All Your Love—MERCURY 12123—Carol Carlee has a poppy style...

BOB KNIGHT FOUR
**** For Sale—LAUREY 161—The new look of this instrumental is in her distinctive style...

JIMMY WITHERSPON
**** I Don't Know—REDFINE 20012—The new look of this instrumental is in her distinctive style...

BEV ALLEN
**** Mashed Let's Go—MERCURY 12124—Cathy March-Deane has a poppy style...

THE HOLLYWIDGE STRINGS AND CHORUS
**** The Gaze of Narcissus—CAPITOL 4600—There's another version of the old-time instrumental...

LOLITA
**** Stranded In Love—KAPP 161—The new look of this instrumental is in her distinctive style...

DOC BAGBY
**** Little Creek—TALLEY HO 104—Doc Bagby has a poppy style...

ARON WELLS
**** The Only Name—FEDERAL 12412—A good ballad ball of heartbreak and sorrow...

SEAN YOUNG
**** Young Man—SAR 117—The new look of this instrumental is in her distinctive style...

MAX WEGMANS
**** The Fab Affair—From the Film "LONDON 1941—Max Wegmans, the English pianist, tells us a bright and happy melody...

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Reviews of New Singles

Moderate Sales Potential - Popular - The Peppers - The Travelers - Ripen Richies - Rank Ruff - Still Climbing 'Lovers' Island'

ardco - Still Climbing 'Lovers' Island'

Dean Christie's 'Oh, What a Love'

Redd Foxx 'He's Funny That Way'

Dootie

'I'm So Happy' by The Ducanes

Herald 'Come and Get It' Maurice Williams

RUDY BAUER - No One But You - Walkin' - Ray Cobben - The Whole Lotta Love - Ken Pepler - Little Eva - The Miras - The Hushwags - College Three - Will Savoy - Lewis Lyndon - Turstin Howard - Roland Stone - Elbie Wehay - Richie Doo - The Calendars - J. P. and His Turnpikes - Azie Mortimer - The Centuries - Gene Evans - Norman Warren - Raina English - Azie Mortimer

Moderate Sales Potential - Jazz - The George Gatsney Trio - C & W Moderate Potential Singles - Curly Herman - Bee Clark - The Hardeider Brothers - International - Spoken Word

Latin American - Folk - Polka - Sacred - Limited Sales Potential - Popular - Henry Hayes - Mary Norleen - Tiny Hill - Ashley Marshall - Wayne Stout - Terry Lee - The Bushwackers - I. Speeds - Andrew Fisher and The Marquis - Weylon Jennings

Country & Western - Ned Miller - Jimmy Newman - George Morgan - Jimmy Hill - Andy Delle - Waylon Jennings

STRONG SALES POTENTIAL

COUNTRY & WESTERN

Country & Western - Ned Miller - Jimmy Newman - George Morgan - Jimmy Hill - Andy Delle - Waylon Jennings - I. Speeds - Andrew Fisher and The Marquis - Weylon Jennings

STRONG SALES POTENTIAL

RHYTHM & BLUES - Moody Waters - The Miras

Moderate Sales Potential

Jazz - The George Gatsney Trio - C & W Moderate Potential Singles - Curly Herman - Bee Clark - The Hardeider Brothers - International - Spoken Word

INTERNATIONAL

Latin American - Folk - Polka - Sacred - Limited Sales Potential - Popular - Henry Hayes - Mary Norleen - Tiny Hill - Ashley Marshall - Wayne Stout - Terry Lee - The Bushwackers - I. Speeds - Andrew Fisher and The Marquis - Weylon Jennings

Latin American

Folk - Polka - Sacred - Limited Sales Potential - Popular - Henry Hayes - Mary Norleen - Tiny Hill - Ashley Marshall - Wayne Stout - Terry Lee - The Bushwackers - I. Speeds - Andrew Fisher and The Marquis - Weylon Jennings

Polka

Sacred - Limited Sales Potential - Popular - Henry Hayes - Mary Norleen - Tiny Hill - Ashley Marshall - Wayne Stout - Terry Lee - The Bushwackers - I. Speeds - Andrew Fisher and The Marquis - Weylon Jennings

LIMITED SALES POTENTIAL

POPULAR

Popular - Henry Hayes - Mary Norleen - Tiny Hill - Ashley Marshall - Wayne Stout - Terry Lee - The Bushwackers - I. Speeds - Andrew Fisher and The Marquis - Weylon Jennings

TV Needs Sight, Sound Quality

Continued from page 5. ... network TV. Eaton found nothing to report in... TV's prime appeal is to the eye... TV's programming will be legitimized...

Labels Pay Rent

Continued from page 7. ... companies, with the firms paying their rent at a currency composed of product... Labels pay rent... labels pay rent...

Jamal's Chicago Club Plans Extended Dates

CHICAGO—Ahmad Jamal, who recently became boniface of his own exotic nativity here, the Alhambra, continued last week that his South Michigan Avenue club, which stars the organist's trio nightly, has proved such a smash success that he is planning long engagements at the spot...

New Zealand News

Continued from page 56. ... to support the release of its local hit record, "Look Over the Hill... New Zealand News...

Mexican Newsnotes

Continued from page 56. ... will acquaint them with their Latin catalog. The two executives of Columbia of Mexico will say from July 17 to 19 at the Hollywood... Mexican Newsnotes...

Col. 33 Jingle Due

Continued from page 1. ... placed increased emphasis on local advertising, especially for new LP releases. The firm has signed an advertising and promotional firm for the coming months... Col. 33 Jingle Due...

Let Me Belong to You - b/w Let It Die - Song by - Brian Hyland - #1023A

Cap & Reprise Waging LP Battle

Continued from page 1

Early last week, Reprise issued Sinatra's "Swing Along" to spearhead its eight-LP fall program under the sales slogan of "Swing Along With Reprise." Capitol had scheduled Sinatra's "Come Swing With Me" for a July 31 release, but the major moved shrewdly to counter the Reprise release by rushing its Sinatra "Swing" LP to market a full 10 days ahead of schedule.

Cap Burns

Capitol executives were openly burned by the Sinatra "Swing" release. They said the singer had recorded their album late in March and had approved the "Come Swing With Me" title. The fact that Sinatra decided to have his own label issue "Come Swing Along With Me" a few weeks ahead of Capitol's scheduled release was purposely planned, they charged, to siphon away Capitol sales. Two new Sinatra albums, similar in title and musical style, they claimed, is bound to confuse the market and hamper sales for both.

Capitol moved with lightning speed in a sales counterattack. Within a day after the Reprise album appeared, Capitol's radio promotion force was handing out its LP to disk jockeys. The promotion man made a point of explaining to jockeys that Capitol's album was recorded well in advance of the Reprise LP. A similar message is being filtered down the ranks to its salesmen to be conveyed to dealers. Capitol felt it was important for the industry to know that it was not the aggressor in this clash.

Offers Discount

To sharpen its competitive edge, Capitol offered a 15 per cent discount on its Sinatra album plus a full exchange protection up to 100 copies ordered any time between July 11 and August 17. Reprise's discount, part of its fall program, offers dealers three free LP's for every 20 ordered from the label's entire catalog, or the equivalent of a 12 1/2 per cent discount.

The battle of the Sinatra "Swing" albums happened to come at an inopportune time for Capitol. The major's Scranton plant is now on its annual two-week summer vacation. Pressings, however, had been made in advance of the previously scheduled July 31 release date, and initial inventory was being shipped to its branches and distributors. Additional pressing is being handled by its Los Angeles plant.

It was apparent that this was a fight that Sinatra personally was enjoying with relish. His fledgling Reprise label pulled the major's tail in a trade ad reading, "Now... a newer, happier, emancipated Sinatra (album portrait of a man enjoying his work)... untrammelled, unfettered, unconfined on Reprise." The zest with which he enjoyed the fracas was also evident in a disk jockey-party tossed by him Thursday night at Beverly Hills' swanky Romanoff's. (The party was paid for personally by Sinatra, and was not charged to the Reprise budget.) Significant fact was that Sinatra was present at the shindig, mingling with the jockeys and station librarians. At a similar Reprise party heralding the appointment of Al Sherman's Rec-

ord Sales as local distributor, Sinatra was noticeable by his absence.

Reprise executives Mo Ostin and Jay Lasker claim the album had been planned some time ago, and that a complete fall program had been built around the LP, even to the point of developing the "Swing Along With Reprise" slogan. An extensive array of dealer displays and merchandising aids, and a heavy consumer ad campaign had been developed, they said. This, they claimed, was no last-minute decision spurred by any anti-Capitol feelings. Furthermore, they said, this was no different than Capitol's release of a Sinatra LP (complete with discount benefits) timed to coincide with the launching of the Reprise label and its "Ring-a-Ding-Ding" Sinatra album. (See *BMW*, February 27.)

MGM Catalog Promo Leads Out Fall Selling

NEW YORK — MGM Records has launched its fall selling season with a general catalog promotion tabbed "Operation Space Command." According to MGM Vice-President Sid Brandt, the plan, which expires August 31, makes the entire catalog available to distributors on a one-free-for-every-five-purchased* basis.

A dated billing program calls for one-third payments each in October, November and December, providing a distributor's account is current. A 2 per cent discount for prompt payments is also in effect. As a special bonus, a group of 50 Starover Satellite best seller albums have been set for a 100 per cent exchange deal through October 31. Heavy consumer and trade ad plans are in the works together with point-of-sale material and cop-top ad funds for dealers.

Atlantic Grabs Master To Timetones Waxing

NEW YORK — Atlantic Records has acquired the master of the latest disk by the Timetones, who enjoyed a hit recently on the Times label. The deal was set with Atlantic by Irving Rose, producer of the disk, and operator not only of the Times label, but of the Times Square Record shop here, as well.

Rose is credited in many circles with having generated the current trend toward programming and sale of old group rock and roll hits. The master involved couples "Pretty, Pretty Girl" and "I've Got a Feeling." The deal calls for a split of publishing rights between Clarone Music and Progressive Music. Atlantic gets an option on the next Timetones disk if a sale of 75,000 is reached. Rose was reported to have received a healthy advance against royalties.

Star-Crest Signs FTC Consent Order on Claims

WASHINGTON — Stephen F. Singer, trading as Star-Crest Recording Company, Los Angeles, has signed a consent order of the Federal Trade Commission, agreeing not to use false royalty claims and other deception to get fees from songwriters for recording their songs.

In a complaint issued last November, the FTC alleged that Singer does not pay royalties to those whose songs he records, nor does he have them recorded by "top Hollywood talent" to be included in albums of current hits, as claimed. Actually, the complaint stated, the Singer plan made songwriters pay a recording fee and all production costs, supposedly against royalties. But sales are so limited that songwriters never received their investments, FTC alleged.



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	5 new records every 2 weeks	50.00	(Not available)
	"SPOTLIGHT" albums		
	"Popular"***	<i>18 Months</i>	<i>1 Month</i>
	10 new albums monthly	\$150.00	\$55.00
	"Classical"		
	10 new albums monthly	150.00	55.00
	"Jazz"		
	5 new albums monthly	75.00	30.00

*Regular mail. Domestic airmail and foreign shipping costs on request
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Roulette Big Top Labels Due Payola Dismissal

WASHINGTON — Payola charges against Roulette Records and Bigtop Records, both of New York, are up for dismissal at the Federal Trade Commission. An FTC hearing examiner has recommended dismissal of the charges, which were made previous to legislation permitting donation of free records for use by broadcasters.



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Buying by Coin Operators Accounts for 45% Sales

• Continued from page 1

Art Talmadge, UA vice-president and general manager, said 35 releases will be in the package, and none of them has ever been issued before as a single as they are now coupled.

One coupling is "Never on Sunday," by Don Costa, and "Etodus," by Ferraris and Teicher, while another pairs "Thema From the Apartment," by Ferraris and Teicher, with "The Magnificent Seven," by Al Calet.

Steve Lawrence and Eydie Gorme sing on four disks. Other artists include Tito Rodriguez and his ork, the Sauter-Finnegan ork and Terry Snyder, an album seller getting his first major singles exposure.

Talmadge said all sides are standards and all have been selected with the juke box operator primarily in mind.

Decca Move

Decca is quietly but firmly moving ahead with plans to furnish operators with disk product designed to solve their program problems. Recently the diskery shipped to one-stop a package of 10 Decca and Coral singles by artists with considerable adult appeal. These included Guy Lombardo, Sammy Kaye, Mills Brothers, McGuire Sisters, etc. It was learned this week that another package of 10 will be shipped soon.

The Decca-Coral initial package of 10 followed shortly upon Decca's "Blue Book" drive—which was aimed basically at one-stops and operators and entailed promotion of some 300 Decca catalog singles considered program-worthy on the boxes.

A key Decca executive stated that the programming plight of the operator is a severe one; that this was indicated at the recent MOA convention in Florida. In years gone by, he pointed out, an operator could help solve his programming needs by taking 78 r.p.m. singles out of albums—such singles were always available. But this solution vanished with the growth of the LP, and the operators' need for adult-type single disks was increasingly aggravated by the manufacturers' focus on the teen market.

Vassar Program

The Vassar program is dedicated to the theory that stereo singles for the juke box market are in short supply, and that the sounds that sell well in the neighborhood tavern are not necessarily the sounds that sell well to the home buyer. All of the eight Vassar sides, scheduled for release this week, will first be available in stereo and later in monoaural. All are 45's.

Two disks will be sing-a-long featuring Norma Rivers, a male quartet, with the backing heavy on strings. All four sides are heavy on schmaltz, aimed at the beer drinker who is feeling good and wants to feel better.

One disk has "Whispering" backed with "My Heart Keeps Crying for You." The latter, a new tune, has a country beat and features Miss Rivers doing several double-voice bits.

The other sing-a-long couples "Till We Meet Again" with "The Bear Necessity Polka."

The third release has Shayne Hunter, and the fourth release is an instrumental, with "La Campanella" and "Ay, Ay, Ay."

Initial distribution will be 1,000 packages to 40 Wurlitzer distributors, after which primary distribution will be through one-stops.

Biotta's Role

Vassar's programming concept is the brainchild of John Biotta, New York State Wurlitzer distributor. Biotta had been attempting to arrange a liaison with a record manufacturer to produce stereo disks for operators. For two years his attempts met with failure.

Last month Biotta was discussing this programming concept with three other Wurlitzer distributors—Carl Angotti of Detroit, Ray Williams of Dallas and Myron Rosenberg of San Francisco—at the Chez Ami in Buffalo.

During the course of the conversation a female vocalist—Norma Smith—came on. All four distributors agreed that Miss Smith's voice—of the music hall variety—would sell on juke boxes.

Biotta then looked up Don Bruno, owner of the Three Rivers Inn, near Syracuse, where Miss Rivers had previously appeared. Bruno put Biotta in touch with Don Davilio, owner of Vassar Records, and an audition was set up. Davilio concurred with Biotta's opinion; Norma Smith was re-named Norma Rivers, and Biotta and Davilio drew up papers.

The arrangement calls for Biotta owning control of all Vassar's stereo releases, with Davilio in for a piece. Monoaural releases remain the property of Davilio.

Douglas Enters

Lou Douglas, veteran composer and arranger, then stepped into the picture. Douglas runs the recording sessions and writes the arrangements, with the emphasis always on how the disk will sound in a noisy tavern under actual operating conditions.

After the final take is made in a recording session, Douglas will run the tape through inferior speakers and amplifiers, reasoning that not all equipment on location compares with studio equipment, and that a recording should be heard under the worst as well as the best of conditions.

The pending changes in singles programming has long had support from various quarters, not all in the juke box field. One of Mitch Miller's favorite themes had been that radio stations and disk jockeys have overlooked the adult market in programming singles and that they are overzealously courting the teen-age listener.

Marek Theory

When RCA-Victor came out with the compact 33 single, George Marek hoped that the programming available on the new speed would help revive the adult singles market.

This market existed in the era of the 78's, when artists like Inez and her material like Chopin's "Polonaise" sold in the millions. It died with the rock and roll era.

The concept of an adult single—originally made for juke boxes.

(Continued on page 75)

MOA LAUNCHES ACTION PROGRAM: DIVIDES DUTIES OF EXECUTIVES

All Working Functions of Association to Centralize at Chi Under Ratajack; Miller Will Handle Legislation, Insurance



GEORGE MILLER

By NICK BIRD

CHICAGO—Music Operators of America has embarked on a broad program of expanded activities that includes a full-scale division of responsibility within the organization, it was learned here last week from E. R. Ratajack,



TEN SPOT

Moving Target Featured on Pin By Williams Co.

CHICAGO—A moving star—target that scores replays—is the big feature in Williams Electronic Manufacturing Company's new three or five-ball single-player pin game, Ten Spot.

The moving target builds up high scores, spots numbers and also scores replays when numbers one to 10 are made. Ten Spot also has two special lanes for replays. Other playing features include jet bumpers, power kickers and flippers.

Ten Spot has Williams' new Plastics playfield, is equipped with slug rejectors, locked cabinet, has two-coin play, and is housed in Williams' new modernized cabinet.

The moving target is located in the center of the playfield. Idea is to hit the moving target with a timed flipper shot.

managing director and co-ordinator of the group.

Under the new program, all working functions of MOA, including membership, accounting and convention activities, are being transferred to the Chicago office and will be under Ratajack's direction.

All national legislative representation and all insurance administration will be handled by MOA president and executive director George A. Miller in Oakland.

February Start

Ratajack described the program as a "careful step-by-step plan that has been in the works since February 1, when MOA's Chicago office was started."

Ratajack said the plan was originally talked about and approved by MOA officers and directors last October at which time it was agreed that the association's expansion of activities was necessary and desirable. It was also at this time that the managing director and co-ordinator post subsequently taken by Ratajack was originally contemplated.

Ratajack noted that "through necessity, over the years, MOA has been able to do little more than its work in the national legislative field—primarily because of limited staff and limited funds."

First Step

The new division of authority is



E. R. RATAJACK

the first step aimed at expanding activities for the association.

Asked if the split meant that MOA's President Miller was now resigning, Ratajack said "emphatically no," that the division came about in order to give Miller more time to operate in the field of national legislation and insurance, and that since February 1, the entire transition had been initiated upon and aided by Miller.

"This has not been any haphazard thing," said Ratajack, "but

(Continued on page 77)

COPYR'T OFFICE ASKS TO ALTER OP EXEMPTION

WASHINGTON—The U. S. Copyright Office has recommended that the juke box exemption from performance royalty fees be repealed or modified to require "reasonable license fees" from the phonographs (see separate story, page 1). Rep. Emanuel Celler, chairman of the House Judiciary Committee, said he will push for passage of this recommendation. It is a near certainty that hearings on the Celler anti-exemption bill will be held in 1962.

G. Miller III; Had Pneumonia

CHICAGO—George Miller, Music Operators of America president and executive director, has been critically ill with double pneumonia, but is now recovering, it was learned by Billboard Music Week, last week.

Miller has been confined to an Oakland, Calif., hospital for the past several weeks and is expected to spend about two more weeks recuperating in the hospital.

Sources close to Miller indicated he is now recovering nicely. The name of the hospital is being withheld by specific request to Miller.

(Continued on page 47)

IRS: ALL ONE-BALL PINS TO PAY \$250 TAX FEE

WASHINGTON—All one-ball pinball machines are subject to the \$250 tax as "gaming machines" regardless of whether there is any evidence of payoff in free play or anything else, Internal Revenue Service ruled last week. IRS has decided that one-ball pinballs, even without push-button, meter or multiple coin insert, are first cousin to the slot machine because they are "adaptable to use for gambling purposes."

Says IRS of the one-ball pinballs in the Bulletin of July 10: "Many of these machines have been altered by the removal of the push-button and meter, or the provision for multiple coin insertion for increasing the odds, and it is contended therefore that they do not fall within the scope" of IRS rulings instituting the \$250 tax.

Those who think this is living in a fool's paradise. IRS says that "The question of whether a coin-operated device is a gaming device is to be determined from the features, characteristics and functionalities of the device, and when it is peculiarly adaptable to use for gambling purposes, it is a coin-operated gaming device, notwithstanding the fact that evidence fails to disclose its actual use for gambling purposes."

Operation of one-ball pinball machines is considered to be "essentially comparable with that of slot machines of the lever type," which comes under the gaming tax of \$250, IRS says. "Pulling the handle, which causes the spinning of reels in a slot machine is comparable to shooting a single ball across the playing surface of a one-ball pinball machine." Therefore, such machines cannot get by on the \$10 amusement-device tax, but are liable for the \$250 tab.

EDITORIAL

Misguided Reformers

Operators and location owners often regard each other as adversaries—with the former seeking to pry as little as possible for the use of the location owner's premises, and the latter trying to squeeze as much as possible from the operator.

But that is as it should be. The natural inclination of every businessman is to get as big a share of the pie as he can.

However, operators and location owners have much more in common than they realize. They both share in the profits of juke boxes and games, and they both share the element that is the prime ingredient of all alliances—a common enemy.

The common enemy takes many shapes—that of a legislator trying to express a pressure group, that of an overzealous policeman who doesn't know a bell fruit from a shuffle shly, and that of a local newspaper looking for a crusade.

But in all cases, the aim is the same—to destroy the simple pleasures of the people. The following example is fairly typical. It could happen anywhere.

In the city of Memphis, a group of misguided reformers has urged that the number of licensed establishments to dispense beer at retail be reduced from the present 1,600 to 800, and:

"That no gambling devices, pinball machines, music machines or similar devices be permitted to operate on any premises on which alcoholic beverages, including beer, are sold."

The logic of this paragraph escapes us. Gambling devices, pinballs and juke boxes are lumped together in the proposed ban, and added to these three are "similar devices."

"Taking into account that gambling devices, pinball machines and juke boxes are as different as ap-

ples, oranges and pears, what is meant by "similar devices" is anybody's guess.

The arbitrary reduction in licensed establishments, of course, would reduce sharply the number of juke box and amusement machine locations. It would also throw about 800 legitimate businesses out of work.

Fortunately, crackpot measures so fuzzily drawn up have little chance of being enacted into law. It is distressing, though, that people who should know better persist in presenting them.

The full story, written by Elton Whisenbunt, *BMW's* Mid-South correspondent, appears elsewhere in this issue. 'Tis quotes which appear in the story are worth repeating.

Edward H. Newell, president of the Memphis Music Association, commented:

"The sale of whiskey and beer is legal in our city and properly regulated. We in the coin machine business are not violating any law. None of our operators have any gambling devices at all on location. Our industry has been kept clean."

And Drew Canale, past president of the MMA, had this to say: "You can't legislate drinking. They tried that on a national scale many years ago, and it resulted in catastrophe. Beer and liquor is legal in 98 per cent of the major cities in the U. S."

"In a free enterprise system, it is none of their business how many restaurants are in business."

"As for music, it is the international language. A juke box is a poor man's symphony. A man who cannot afford to belong to a fine club goes to his neighborhood restaurant or tavern. If he drinks one beer or two beers, that's his business and it is all right."

To which we add, "amen."

Memphis Industry Sounds Off on Anti-Tavern, Coin Machine Proposals by City's Reformers

By ELTON WHISENBUNT

MEMPHIS—A group of Baptist ministers appeared before the City Commission last week urging numerous and various police, regulatory and restrictive controls on the sale of whiskey and beer.

One of the recommendations, which would affect the coin machine industry, read as follows:

"That no gambling devices, pinball machines, music machines or similar devices be permitted to operate on any premises on which alcoholic beverages, including beer, are sold."

Coinmen Protest

Coin machine leaders immediately spoke out against the unreasonable recommendations, which would affect their businesses.

Mayor Henry Loeb was out of town on vacation. Acting Mayor Claude Arroyo told the ministers the City Commission would give their recommendations study.

Another proposal the ministers made was:

"That the number of establish-

ments licensed to retail beer, on premises and off premises, be limited to 800. This figure is based on a comparable limit in other cities and one which could afford a more effective police action."

There are now some 1,600 holders of beer licenses, most of them restaurants or small cafes, which make up the bulk of locations for coin machine operators.

Edward H. Newell, president of Memphis Music Association, had this to say about the proposal:

Newell Comment

"The sale of whiskey and beer is legal in our city and properly regulated. We in the coin machine business are not violating any law. None of our operators have any gambling devices at all on location. Our industry has been kept clean."

His opinion was that city officials would not give serious consideration to the numerous restrictive requests of the ministers, which he felt were inspired by the Women's Christian Temperance Union. (Actually, this is a nutcracker. The WCTU believes in total abstinence. Temperance means not too much and not too little—just the right amount.)

Drew Canale, past president of Memphis Music Association and

leading spokesman among local operators, said:

"If beer licenses are cut from 1,600 to 800 in an effort to reduce intoxication, it won't work. People can get just as drunk in the 800 as they can in the 1,600."

"You can't legislate drinking. They tried that on a national scale many years ago and it resulted in catastrophe. Beer and liquor are legal in 98 per cent of the major cities of the U. S."

"In a free enterprise system, it is none of their business how many restaurants are in business."

International Language
"As for music, it is the international language. A juke box is a poor man's symphony. A man who cannot afford to belong to a fine club goes to his neighborhood restaurant or tavern. If he drinks one beer or two beers, that's his business and it is all right."

"It's not the use in this case that counts, it's the abuse. There is also the question of discrimination. Beer licenses cannot be arbitrarily taken away from 800 persons just to reduce the number."

"Many things have been done to knock this city down. This is another attempt and it will fail."



JACK BAIGELMAN

Williams Plans Exporting Push With Baigelman

CHICAGO—A beefed up foreign sales department is in the works for Williams Electronic Manufacturing Company with the appointment last week of Jack Baigelman, sales manager for the firm.

Baigelman has a heavy background in the export field. Plans are currently being laid for Williams' stepped up activity in this area.

Baigelman replaces Sam Lewis, who resigned as head of Williams' sales department last year to enter another line.

Before joining Williams, Baigelman was national sales manager in the United States and Canada since 1958 for Nicholas International Company, Ltd., large international pharmaceutical house.

Before that he headed a number of firms engaged in importing and exporting to Central and South America. From 1949 to 1958, Baigelman was general manager and a partner in Global Trading Company of New York. He also headed Baigelman Distributing Company in Caracas, Venezuela, and was associated with Panama Export Company, with offices in New York and Panama City.

Baigelman is a graduate of New York University, with a degree in Business Administration. He is married and lives with his wife Elaine and three children in suburban Skokie.

Miller Ill

Continued from page 66

will not be bothered by calls or visitors.

Friends have asked that all communications be addressed either to Miller's home or the MOA office in Oakland.

The Miller illness was kept completely under wraps and but few close friends were informed. On checking MOA's Chicago office for the past two weeks, this reporter was informed that Miller was "on vacation."

From Oakland, the story was that Miller was "traveling." A hitch-check of Oakland hospitals revealed that Miller was ill.

The Miller illness is not expected to have any effect on his duties with either MOA or the California Music Merchants Association, of which he is also president. Close sources indicate his recovery going well and he is expected to resume his duties with both organizations within a few weeks.

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Son of Ohio's Lady Op Lives Adventurous Life

CLEVELAND — Wintering in Acapulco, summarizing in Cleveland and getting paid for the trouble is the unique adventurous life of Bill Gribbons of Dugan Music Company.

The son of Helen Dugan, president of Dugan Music, Gribbons serves as a professional skin diver six months and assists his mother here six months.

Bill, his pretty wife, Lou, and their Mexican-born dog, Pepin, returned this month in a pick-up truck lugging a 23-foot-long 1 1/2 ton a r d express cruiser. The 3,300-mile journey from Acapulco to Cleveland took seven days.

Fancy Wheeling

The trip was a harrowing experience. They were motoring through small Mexican towns at the time of the ill-fated Cuban invasion. Castro sympathizers were stopping and turning over every U. S. vehicle they could get their hands on, and Gribbons had to do some fancy wheeling to avoid trouble.

Gribbons has been skin diving for 12 years. He learned the sport in California. Here he was one of the leaders of the Lake County emergency diving team.

Mexican Route

He once considered launching a coin machine route in Acapulco, but has since given up the idea. The Mexican people are very friendly until we

begin a business in their homeland. This is another matter, said Gribbons.

"This smacks of Yankee imperialism even in a small way. But the coin machine business is really booming in Acapulco," he sighed.

The coin machine industry is free and wide open. There are no combination arrangements, and restaurant owners and shop keepers play the juke boxes at least as much as the patrons. Although there is some ancient equipment, the majority of the juke boxes are new.

Stereos Popular

Stereos are very popular, and 45 disks are used almost exclusively, Gribbons reports.

"One narrow dirt street I remember had 10 casinos in a row, each hardly bigger than the juke box it held. The entire front of each place of business opened onto the street. All were run down and dusty throughout except for the shiny new juke box, kept as clean as it was when it came out of the factory," Gribbons recalls.

"Each music box was playing the same tune about as loud as it could. But nobody seemed to mind the noise, and there was always somebody waiting in line to toss in 50 or 25 centavos (about 4 cents) into the machine."

Acapulco surely must be the Shangri-la that U. S. operators dream about.

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NCWA Confab to Map Candy Trade Future

CHICAGO—Members of the National Candy Wholesalers Association will explore the future of the candy industry, emphasizing its significance for wholesale distributors, at the general business sessions of NCWA's 16th annual meeting set for the Palmer House here July 23-25.

Subjects to be covered include merchandising, mass displays, seasonal display materials, fund raising, vending, bagging, servicing supermarkets, promotions for special occasions, public relations, legislation, governmental regulations and many other topics of concern to wholesalers.

Future of Industry

William H. Gove will address the first general session on the future of the candy industry. Gove, formerly sales development manager of Minnesota Mining & Manufacturing Company, now devotes full time to speaking engagements before conventions and other business groups.

Other speakers will cover a wide variety of subjects, open forum-type discussions and the presentation of a dramatic review of the new industry-wide public relations program are also scheduled.

During the three-day meet, various industry members will be honored, including the new deans of the Confectionery Manufacturing Industry, the new members of the Three Score and Ten Club and the

newly designated Candy Ambassadors.

A full entertainment program is on the agenda, including a party sponsored by the Ferrara Candy Company, the annual dinner dance and a social program for the ladies, teenagers and children in attendance.

Running concurrently with the convention will be the NCWA candy exposition, with 118 booths representing the leading candy lines and other confectionery as well as various allied products from the United States and many foreign countries.

The schedule for the three-day convention and exposition is as follows:

Program

Saturday, July 22:
9:00 a.m. Exhibitors set-up booths.
2:00 p.m. Advance registration desk opens for exhibitors and representatives.

Sunday, July 23:
9:00 a.m. Registration desk opens.
9:30 a.m. Meeting of NCWA board of directors.
Noon. Reception and luncheon for NCWA board, State councilmen and representatives of the trade press. Luncheon will be provided through courtesy of the American Chicle Company, Long Island City, N. Y.
1:00 p.m. Grand opening of exposition.
2:00 p.m. Ribbon-cutting ceremony.

Open house for ladies in Room 18 on Club Floor of Palmer House. Sponsor of this event is the Robert A. Johnson Company, Milwaukee. Terrace headquarters will also be open during the afternoon, as well as youth headquarters. The latter is for children between ages 6 and 12.

4:00 p.m. Get-acquainted party for the ladies, hosted by Mrs. Lillian Astum.

7:30 p.m. Reception for new NCWA members and members of the NCWA Ringers' Club.

9:00 p.m. Hospitality Hour: Manufacturers entertain their customers and friends in various salons.

Monday, July 24:
8:00 a.m. Continental Breakfast in Red Lacquer Room on fourth floor of Palmer House. Open to all registered convention delegates and guests through the compliments of Beech-Nut Life Savers, Inc., New York. During the breakfast, there will be a ceremony honoring members of NCWA's Three Score and Ten Club—wholesalers who have reached the age of 70 and are still actively engaged in business. Continental breakfast for ladies, compliments of L. S. Heath & Sons, Robinson, Ill. Breakfast for members of Western Confectionery Salesmen's Association.

9:00 a.m. First general session of convention. Fifty silver dollars will be given as promptness prizes, compliments of York Peppermint Patties, York, Pa.

12:00 noon. Reception and luncheon in Grand Ballroom honoring six of nation's leading candy manufacturers.

Night Dinner and floor-show at Chateau Royale night club for wholesalers, employees and their families and buyers.

Tuesday, July 25:
8:00 a.m. Breakfast in Red Lacquer Room in honor of new group of Candy Ambassadors.
9:00 a.m. Second general business session.

9:30 a.m. Ladies' breakfast.
12:00 noon. Annual ladies' luncheon in Mayfair Room of Blackstone Hotel, compliments of Mary, Inc., Chicago. Night. Kandy Knight Party and annual dinner and dance in the grand ballroom.

Wednesday, July 26—
Post-convention events

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8:00 a.m. Meeting of new NCWA board of directors. Morning Golf tournament sponsored by Junior Candy Executives, open to entire convention, and a cruise on Lake Michigan. For those interested, arrangements have been made for visits to some of the candy factories in Chicago.

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Blatt Sells Out Juke Box Route, After Twenty Years



WILLIE BLATT

MIAMI—Will Blatt, dean of the local juke box operators, this week sold his entire music route—which he ran for nearly 20 years—to Morris Marder and Saul Tabb, Marder and Tabb, former New York operators, began operating here a few years ago.

Blatt will continue to operate his cigarette, candy, scales and background music routes.

Listing the reasons for his move, Blatt has this advice to juke box operators:

"In the days gone by, 90 to 95 per cent of all existing coin machine operators operated games and music or music alone. For the past few years it has become almost impossible to make coin meet.

Alternatives

"I was faced with the problem of either starting to operate vending machines or selling out. So I began to operate cigarettes, candy and scales, and I first sold my game route, then my music route."

"You might as well face it. The novelty and music operator faces a very tough battle unless he begins to operate some vending right now and take an example from the manufacturers. With the exception of two or three manufacturers, they all make more money than music or games.

He added that "the fact remains that there are now many more operators interested in vending than there are music and novelty operators."

Suggests Merger

Blatt suggested that the Music Operators of America should consider merging with the park and bulk vending operators and that the combined organization should schedule its annual convention at the same time and in the same city as the National Automatic Merchandising Association.

With regard to public relations, Blatt said that a good job can be done "by the small operator who becomes part of his community.

and who is called upon every time there is a charitable undertaking.

"Nine times out of 10," Blatt added, "Some politician is socially at the head of such a drive."

He pointed out that the operator can make his problems known to these public servants through their association, in civic affairs, and that the result can well be that the operator will get fair treatment.

Blatt is a veteran board member of the Music Operators of America and a leader in the local Police Athletic League. He is now president of the Fraternal Order of Police Associations, Lodge No. 20 and is first vice-president of the North Shore Optimists Club.

BMW PRINTING MOA'S LETTER AS OP SERVICE

NEW YORK — The monthly newsletter of the Music Operators of America appears elsewhere on this page. It is being published as a service for juke box operators—both members and non-members of MOA. The publishers of BMW want to make one point clear: BMW and MOA are two separate organizations, each one retaining its independence. The publication of the MOA Newsletter in no way infringes on BMW's editorial prerogative to comment—either favorably or adversely—on the actions of the industry's trade associations. And while this statement goes without saying, we want it on the record.

Gottlieb Thanks Coinmen Who Gave \$35,000 to Hospital's Building Fund

CHICAGO—Completion of the new \$4,000,000 Gottlieb Memorial Hospital (BMW, July 3), was a point of pride not only for its founder, David Gottlieb, but for his many friends in the coin machine industry, some 23 of whom contributed \$35,000 to the building fund.

Among those who Gottlieb thanked in an open letter to the industry last week were: Lou Morris, Morris Novelty Company, St. Louis; Abe Swanson, State Music Distributors, Dallas; I. A. Schwartz, National Coin Machine Exchange, Chicago; Joseph Ash, Active Amusement Machines Company, Philadelphia; Walter Waldman, S. L. Fishel Company, Louisville; Suren Fesjian, Monfield Commercial Corp., New York.

Harold Lieberman, Lieberman Music Company, Minneapolis; Romeo Laniel and Jean Coult, Laniel Amusement Company,

Montreal; Sam London, S. L. London Music Company, Milwaukee; Joe Orlick, The Cashbox, New York; Meyer Parkoff, Seaboard New York Corporation, New York; B. D. Lalar and J. D. Lalar, B. D. Lalar Company, Pittsburgh; A. W. Adickes, Nova Apparate, Hamburg; John Watling, Watling Manufacturing Company, Chicago.

David Rockota, Rock-Ola Manufacturing Company, Chicago; Delbert Coleman, Seeburg Corporation, Chicago; Joseph Mangione, All Coin Amusements, Miami; Louis Wolfcher, Advance Automatic Sales Company, San Francisco; Albert Rodstein, Banner Specialty Company, Philadelphia; Hymie Zorinsky, H. Z. Vending & Sales Company, Omaha; Max and Harry Hurreich, Birmingham Vending Company, Birmingham; Irving Morris, Irving Morris, Inc., Newark; and Harry Silverberg, W. B. Music Company, Kansas City, Mo.

MACKELL BIDS FOR NYC'S TOP COUNCIL POST

NEW YORK—State Senator Thomas J. Mackell, who last week was named by the regular Democratic organization as its candidate for President of the City Council, is a long-time friend of the coin machine industry and an intimate of fellow Queens resident Al (Senator) Bodkin, veteran operator. Mackell spoke at the 1961 banquet of the Music Operators of New York and he was instrumental in defeating the Lermer Bill (which would have levied a per-machine juke box tax and impose several severe operating restrictions) in the New York State Legislature. Senator Mackell faces a primary contest for the nomination.

SERIES COMING ON RESORT OPS

NEW YORK — Next week BMW will publish the first in the progress of coin machine operators on resort locations this year. The report, compiled by BMW's corps of correspondents, will outline operating conditions in the nation's resort areas and will provide operating tips for this type of operation.

Greco Bros. Co. Buys Olsheim's Distrib'g Firm

ALBANY, N. Y. — The Greco Brothers Amusement Company, Inc., up-State New York Rock-Ola distributor, has bought out Jules Olsheim's Odeco Distributing Company here. Olsheim is a veteran Albany distributor. He will stay on as manager of the Greco Albany branch.

The distributorship will continue its main office at Glasco, N. Y., with the Albany branch moved to 1288 Broadway. The Odeco telephone number, Hubbard 5-0228, will be the number of the new branch.

In addition to Rock-Ola, Greco Brothers distributes All-Tech Industries' kiddie rides and Irving Kaye and Fischer Manufacturing pool tables. The firm also jobs United games.

MOA Newsletter

As a service to members of the Music Operators of America, BMW is publishing the second monthly MOA Newsletter. The Newsletter appears in BMW exclusively and is not being mailed to the membership. The views expressed are those of MOA.

A monthly newsletter has been started by Music Operators of America, part of an expanded program of service to members being inaugurated by the association. Following is the second such letter—the July issue—reprinted exclusively in Billboard Music Week, this letter will not be mailed to the membership.

"The current trend of merger, expansion and diversification tending to confuse the coin operated industry. The most significant factor in this confusion is that these big moves seem to contradict the fact that this industry, over a period of years, has been psychologically conditioned to being divided into two separate and distinct segments, product and service vending. The only similarity in the operators at these two segments is in the fact that both use a coin to perform a function. Because the separation was logical and natural, the operators in both segments are in a quandary trying to decide whether or not to follow the integrated pattern down to the operating level. This dilemma might be resolved with a knowledge of some facts.

"Let's start with the manufacturer. Every coin machine first sees the light of day at the plant of its manufacture. There were separately owned companies whose specialties were the building of cigarette machines or juke boxes or coffee machines or background music units, cold drink machines or pool tables or games, or, or, or, infinite. All of these manufacturers soon had one common problem—their factories, their manufacturing and development costs outstripped their sales potential. Research and development costs of \$250,000 and \$300,000 per model could not be absorbed in the limited sales potential production runs of 10,000 units per model. The logical step taken through mergers, acquisitions and diversification was to provide factories that produce cigarette machines and juke boxes and coffee machines and background music units and cold drink machines and pool tables and games. Production runs are spread among these units, permitting economical around-the-clock production. The products themselves, while diversified, are similar enough in the matter of components to allow an equitable spread of production and research and development charges.

"Does it follow that this diversification and economic saving is practical or feasible at the operating level?

"Again some facts.

"At the outset it was stated that the "coin operated" industry divided into two segments many years ago. One division, the product vending, sells tangible products using machines in the place of salesmen. The use of coin mechanisms to activate the selling device is used only as the best means of operation available at this time. Some experimentation work has been done in the area of a credit card device to supplement or supplant the coin-in-chute method. Basically, the operators within this group are retailers. Their methods of doing business are compatible with normal over-the-counter selling. They carry a merchandise inventory. For full line operators, this is quite a sizable investment. Thousands of dollars are tied up in inventories of cigarettes, candy, food, fruit and hot and cold drink ingredients. Added to this, of course, is the capital investment in machine equipment which is used to replace the human element in selling. This does not mean that the human element is entirely eliminated. Service and mechanical departments must be maintained. Special truck fleets, refrigeration and hot services for food preservation must also be provided. It is a complex business in that machines must not only be kept running, they must also conform with health laws. Inventory control is paramount. A few slow days create not only an income drop due to lack of sales, but income is further reduced through food spoilage. You can't see a ham sandwich for a better day. This is a capsule description of the product vending segment of the "coin operated" industry.

"The second segment of this business is rapidly assuming the name of "service vending." This segment covers juke box operation, background music (not coin operated), but compatible with coin-in-chute music), kiddie rides, games, bowling games, pool tables, amusement games, coin laundries and bill cleaners, scales, ice machines, auto insurance, pay turntables and lockers.

"Service vending, as a general rule, sells an intangible—a service. This service can be entertainment such as juke boxes, kiddie rides, game or arcade pieces. Lockers, trip insurance, coin laundries and dry cleaning, scales and turntables sell a service function. Contrary to product vending, the coin activating device is all important even though, again contrary to vending, coin and bill changers are rarely used as coin tools. This seeming paradox is explainable. Product vending machines are usually grouped in batteries. Coin and bill changers are provided to facilitate the sale of a necessities product. Service vending, on the other hand, exists on impulse, "change in the pocket" buying habit. Too, service equipment is rarely grouped in clusters. Coin and bill changing facilities, under these circumstances, are not economically sound. While the service operator does not carry a large-for-coin inventory, this requirement is counterbalanced by the fact that if he is to be successful, he must be an expert in the field of sales psychology. The art of catering to the tastes of hundreds of small locations with their multiples of customers calls for more than an elementary knowledge of human nature. This then is "Service Vending."

"We see here two different breeds, sellers of tangible products.

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and sellers of intangible services. It has long been recognized in general industry that tangible and intangible selling are separate arts. Both firms require specialists; some are expert, however, very few are proficient in trying to do both.

As stated previously, the manufacturer's decision to diversify the product line was based on a necessity for cutting costs. This same reason might hold true at the operating level. The operator, however, has a multiple choice, expand and diversify in the original field of endeavor, or push on to what seems to be the greener fields.

The vending section has plenty of room for expanding within the "product" field. More and more items are being machine vendored every day. The limitations of product lines are gone; in fact, the vending operator who fails to go beyond food, drink and cigarettes will soon be left far behind. This same operator who ventures into service vending with desire as his only experience will not succeed. If he studies the field and opens only small beginning operations, the chances will be in his favor.

This same caution is recommended to "service" operators as well. There is also opportunity for expansion within this segment of the industry. As an example, the juke box man has a natural aptitude for the background music field with his knowledge of programming and ability to make proper installations. Expansion in the service field can be accomplished through integrated operations handling music, games and amusement devices, coin laundries, dry cleaners, ice vendors, locker service, auto trip insurance. All are in his realm of service experience. If he prefers product vending, he, too, should gain experience with beginning small-scale operations.

"Remember, even the horse will trample the grass through the strands of a fence before leaving over."

E. K. Ratajack,
"Managing Director.

228 N. LaSalle Street
Chicago 1, Illinois



Midwest

DETROIT DOINGS

Larry Lodien Jr., has moved headquarters of the Lynn Amusement Company from Vernon Highway in downtown Detroit to the downtown suburb of Southgate. Lodien, who rates as one of the real live wire among younger operators in the field, took over the business of the long-established Lenore Coin Machine Exchange, with a resultant well-diversified route specializing in amusement games, arcade and retail operations. . . . **Louis S. Axelrod**, former operator in Pennsylvania, has re-registered title to Fax Vending Company, bulk operators specializing in pocket comb vending.

John P. Christy and Nicholas P. Christy are switching their business from Christy Music Company to Christy Vending Systems, marking their interest for the past 12 years in the cigarette vending field as well as the juke box business, but they plan to retain the old music firm name as well. The business was established by their father, Peter J. Christy.

Howard D. Burston, a newcomer to the field, has established a new mixed games and juke box route under the name of Howie Amusement Company. He is operating generally in the metropolitan area, with headquarters in the North End suburb of Huntington Woods.

Lucien J. Mayrand has taken over sole ownership of the Mayrand Music Company, formerly operated in partnership with Mrs. Esther M. Mayrand, at one time owner of the former Detroit Amusement Company which was changed into this firm. Mrs. Mayrand reports business slow, and the company has added a few pool tables to its established juke box route to provide more diversification.

Bill Magel of Magel and Baker, Jackson operator, was host to Joseph Anton of Michigan Midget Movies, large Detroit diversified operator, for a week at Magel's summer home at Indian River. Magel had the best luck with the big walleyed pikes in their fishing expeditions on his cruiser, while Anton recuperated following 10 days in the hospital for pneumonia.

Fred Zemko, who operates a large juke box and games route in Ann Arbor, was a Detroit visitor on a business trip. . . . **Otto Wisner**, owner of Otto-Matic Music, of Mount Clemens, died suddenly of a heart attack at the age of 42. His widow will continue the operation of the route, which included some coin games as well as the major juke box operation, with the assistance of their son-in-law.

William Oliver, who heads the Pontiac Amusement Company, a game and juke box route out of Pontiac centering in Oakland County, Fla., reports, is leaving in a few days for a visit at Panama City, Fla., where his mother lives. His nephew and partner, **Edward Oliver**, will continue to operate the business during his absence. The senior partner continues to operate the business about three Florida trips a year now.

John N. Sullivan has re-registered title as sole owner of the Sullivan Music Company, West Side juke box route with headquarters on Military Street. . . . **Frank E. Schwein Jr.**, who operates a cigarette vending route as Frank Vending Company, is changing the firm name vending route to Vert-Best Vending Service. Headquarters are in the North End suburb of Madison Heights. Hal Reven

West

DALLAS NOTES

Tommie Chatten, sales manager for State Music Distributors, is optimistic over the steady overseas demand for used coin machines of all kinds. His company is getting the machines in trade from operators who are replacing them with new machines, especially the Chicago Coin and Pro Bowlers. "They're even setting up arcades over there," Chatten said, most of these being in Greece.

But he stressed that all types of used machines are easily sold. "They will take them as fast as we can supply them," he said, adding that his company tries to keep a full inventory of used machines all

(Continued on page 73)

Op Estimates 25% of Milwaukee Stops Have Bought Own Machines

By **BENN OLLMAN**

MILWAUKEE—What is the biggest evil confronting the juke box operator today? "The trend to location-owned equipment," claims Frank Bartnik, Banaco Music. "Operators are being squeezed out of locations almost every day," he says. "Not because these operators provide inferior service, or because their equipment isn't up to par. Spots are being lost by operators because someone peddles a juke box to a location just to make a fast profit on the sale."

Bartnik estimates that about 25 per cent of metropolitan Milwaukee locations have already shifted to self-owned music equipment. This figure,

if accurate, knocks a big hole in the potential of approximately 3,000 locations available here. An average of 5 per cent of Milwaukee's total number of locations each year winds up owning their own juke boxes, according to his study of the situation.

Lost Locations

He figures that each operator in business in Milwaukee has already been deprived of 10 or more locations as a result of the swing to location-owned equipment.

City tax coffers are also suffering as a result of this trend, claims Bartnik.

"We operators pay a distributor license of \$200 (Continued on page 72)

MARBLED-HALL BARGAINS

Austrian Bankers Mystified By Phono Business Cycles

VIENNA—Among the services offered by some of Vienna's most proper banks is the sale of coin machines.

Almost any of Vienna's gray marble institutions have juke boxes for sale—memorabilia from the Austrian juke box boom.

The bankers are understandably reluctant to discuss in detail their involuntary entry into the juke box sales business. But industry sources, who castigate the bankers for being imprudent, are more talkative.

When the Austrian juke boom blew up in 1956, the bankers, it now appears in retrospect, became goggle-eyed at this business phenomenon.

It seemed to them that the

juke box business, as they surveyed the rapidly multiplying boxes in the country's Espresso bars, was a gold-plated business destined long to endure.

Widened to this conviction, most banks adopted a policy of liberal loans for juke box purchasing. An industry source remembers, "I tried to warn them against granting credit to each and every person wanting to buy a juke box, but the bankers told me, 'We must treat everybody alike. We can't refuse loans to some and give them to others.'"

In 1958, when the Austrian boom tumbled suddenly, the banks were left holding the boxes, and three years later the banks still have a considerable supply of boxes up for disposal.

Nathan Wheelless Purchases Ark. Co. From His Partner, Bob Joe Adams

JONESBORO, Ark.—Nathan Wheelless, 42, veteran of 20 years in the music business, is sole owner now of Service Amusement Company after buying out his partner, Bobby Joe Adams, for a reported \$35,000.

Adams reportedly received \$20,000 cash, 14 acres of land worth \$1,000 an acre and an auto.

Wheelless, who started as a route man in 1940 in Hattiesburg, Miss., and made it on his own in the business, now operates 150 phonographs and 175 assorted games in eight counties in Northeast Arkansas.

The extended route—in Craighead, Lawrence, Randolph, Clay, Sharpe, Jackson, Poinsett, Fulton and Cross counties—covers a 60-mile radius.

Two-Way Radio

Wheelless said he would not be able to give the excellent service he is known for if he did not use two-way radio in his service vehicles.

Wheelless began as a young man in 1940 serving a route owned by Dave Levine of Hattiesburg, Miss. He worked there six years, decided he wanted to go to the "land of opportunity," Arkansas, and moved to Jonesboro.

He got a job there as route man for Walter Cole, Old Music Com-

pany, and held it four years, when Cole went out of business.

Started in 1949

Wheelless then started his own business—in 1949—and had to take on several partners for the needed operating capital. Over the years he bought out one after another of the partners, and for the past several years he and Adams, the last of the partners, operated the business.

By buying out Adams, Wheelless completed a success story, and fulfilled a dream; by working his way to owning his own business.

Wheelless is on the board of directors of Arkansas Music Operators Association and is active in civic affairs in Jonesboro.

Adams, after the transaction, took his family on a vacation in Florida, the first he has had in five years. He said he has not yet decided what he will do in the future.

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Cox Bowler 210	Che. Big Brown 212	Carney 21
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Esque 212	Fordham the Bull . . . 194	Harmony 21
Alice 213	Father Five Episodes . 195	Map 21
Edie Regulator . . . 214	Billy Butler Cow . . . 199	Party Booth 21
Crusader 215	Junior Jet 203	Pic 21
C. C. and Paul 216	Red Royal Redwood . . 205	Socialites 21
Yankee II 217	Round World Trolley . 206	Wanda 21
Lucifer Legend 218	Sandy March 207	Wanda Beach 21
	Old Smokey, new . . 211	Wanda 21
	Band Bino 212	Wanda 21
	Tenley Bird, new . . . Write	South Sea 21
	Wander Bird, new . . . Write	Wash 21
	Twin Five Stars . . . 213	Wash 21
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Colorado Op Dissolves Firm

COLORADO SPRINGS, Colo.—Veteran juke box operator Ray Bergen of E & M Music Company, Colorado Springs, has reported dissolution of the firm. Bergen has sold all of his routes and his shop downtown and will "take it easy for a while."

Belgian Phono Ops in Price Bid

By OMER ANDERSON

BRUSSELS — Belgium's 1,800 operators are campaigning for the hiking of the juke box play price to seven cents which will place the trade on a sound business footing.

Belgium is Western Europe's phonograph "never-ever" land of 1 and 4-cent play prices. The operators are seeking a general boost to 7 cents. Most operators feel they should have 10 cents but know they can't get it—not just now, in any event.

The operators are waging a triple-tiered campaign: manufacturers, distributors and locations, the locations holding the key to a price hike.

Belgium is Western Europe's prime example of location ownership of phonographs. As such, it is a bellwether for efforts in the U. S. and West Germany, the two great operator strongholds, to overturn the operator system and replace it with Belgian-style location ownership.

Belgium claims the world's greatest density of phonographs—40,000 in a country with a population of only 8.5 million. There is a juke box in every bistro, cafe, and coffee house, the bulk of the boxes location-owned.

In Belgium a phonograph is regarded as a "must" for bars and coffee houses. The location owns the phonograph as basic equipment and carries it on the books as such. Play prices have been kept low because of competition among locations for trade. Boxes, since they are carried on the establishment's books as operating equipment, are exempt from the normal economics of juke box operation.

Because of such subsidized competition from location boxes, most of Belgium's 1,800 operators are concentrated on games, their complex electrical character making them unattractive to locations for direct operation.

Trade Agreement

If the operators could get trade agreement for a per-play price hike to 7 cents, they could profitably operate phonographs. But a price hike depends on the locations.

Operator strategy is to try convincing manufacturers and distributors that despite the tremendous box "density," it is merely a case of "stagnation at a high level." More new boxes could be sold and antique phonographs retired if the operators were encouraged to take over from the locations.

At the location level the operators, armed with facts and figures, are trying to persuade proprietors that, where strict cost accounting is applied, it is cheaper and more

efficient to let the operator handle the boxes.

Dispute Economics

Operators hope dispute the economics of location operation. They argue that locations frequently go deep into the red operating phonographs, but don't realize it because they charge phonograph deficits to normal operating expense.

On the other hand, taking West Germany as an example, operators can show that locations not only do a corresponding level of business, but also make a profit from operator-owned boxes sited on their premises.

In the current campaign, Belgian operators hope for no wondrous in converting locations to their faith; they will be satisfied to get agreement on a general price hike and nothing more. With this achieved, the operators are confident they can prove their case.

Whatever the outcome of the campaign, Belgium is undoubtedly "Exhibit A" for what American operators will have to face if location ownership ever takes hold in the U. S.

Little Crusading

It is perhaps significant that despite the huge number of phonographs in play, nobody waxes lyrical here about the future of the phonograph trade. There is little crusading for the exporting of the Belgian juke box way of business to other countries.

Every Belgian bistro, coffee bar and cafe boasts a box, but its vintage may be impressive. And the location's music programming rarely matches that in operator-served locations.

Moreover, operators claim, with substantial justification, that Belgian locations lag on maintenance. Few locations have servicing arrangements comparing with those provided by operators in West Germany and the U. S. This despite the fact the Belgian's great quantity of vintage equipment requires sharp servicing.

Realistic Figure

Trade experts insist that even 7-cent play is too low and 10 cents barely sufficient. Fifteen cents, they say, would be a more realistic figure, but one which nobody hopes to get at the moment. This calculation is based on the fact that a new American box costs about 50 per cent more here than the same box would in the U. S.; what with the 30 per cent duty, the freight charges and taxes. Yet, despite their relatively high cost, American boxes dominate the Belgian market in competition with the Belgian-made Remotte box and West German and French boxes.

It is to the credit of U. S. phonograph distributors here that they display extraordinary resourcefulness in striving to prevent locations

from stagnating with vintage equipment.

Sales and financing methods can be termed extremely flexible. Distributors offer up to 36 months for payments on new boxes. There are long equipment trial periods, during which the location operates the machine with no commitment.

If, after the trial period, the location owner decides to keep the box, he retains the money in the coin box and signs a long-term note.

Operators Pessimistic

Most operators are pessimistic about the future of the trade in this country as long as locations lump phonographs with bar fixtures and kitchen appliances as basic operating equipment.

Interviews with numerous locations in this city established that most locations would be startled were their juke boxes to show a profit. They are even surprised when they break even.

A location near the Hotel Metropolitan has just installed a new American box, but the proprietor assured me, "We didn't rush to buy a new box. We bought it only because the old was out of order more than it was in play."

No Profits

"We have never made a profit from our phonograph yet, and we never expect to. You have to have a juke box in this country like you have to have bar stools. It's crazy—but true."

It is not difficult to find instances where location owners will even cut the play price below 2 cents to meet competition from another bar. Operators contend that Belgium's lack of a healthy operating trade is reflected through all rebellions of the phonograph business.

Programming is slack and there is no one-stop service. It is every location owner for himself.

And there is no orderly flow of new and used equipment permitting maximum efficiency of production and distribution, as well as operation.

Duplication

The operators complain bitterly, of course, about the wasteful duplication of basic effort in the siting of phonographs and games. Location ownership deprives the operator of the greater economy and efficiency which he could gain by consolidating juke boxes and games.

An operator summarized, "Our first task is to get rid of the senseless competition among locations for cheap juke box play. Nobody gains—not even the customer. Everybody loses. Most customers, we believe, would prefer to pay a few cents more per play for new boxes better serviced and with better music programming."

SHORT-SIGHTED CITY RED TAPE STIFLES TRADE

DETROIT—The amusement game industry can learn a lot from the automobile industry about the importance of new models, but it will take a new legislative outlook by municipal authorities to make such a beneficial change feasible, according to Donald J. Ruffley, salesman for the Miller-Neumark Distributing Company. The auto industry will give you a new car at least every couple of years,

Ruffley says, "But the game business can't—because of rules and regulations which are outdated."

"Every little community or suburb is an individual island as far as regulations are concerned. There is no one set rule you can follow, within 20 miles of a place. I think this has a lot to do with the business being down—operators just cannot give their customers something new."

Rock-Ola Holds Distrib Shows

CHICAGO — Rock-Ola Manufacturing Corporation is holding the first of a series of regional distributor showings of its new phonograph line tonight (17) in New York at the Park Lane Hotel.

The line will be similarly unveiled for distributors throughout the country in showings to be held later this month. Attending each unveiling will be F. G. Doris, executive vice-president; Frank Mitchell, sales manager; Ralph Wyckoff, advertising and sales promotion manager, and Jack Burbash, field service engineer.

Southern distributors will see the line in a show in New Orleans at the Roosevelt Hotel, July 20. On July 24, a distributor show will be held for the West Coast trade at San Francisco's Mark Hopkins Hotel.

The last of the distributor showings will be in Chicago, July 28-29, at the Pick-Congress Hotel. Operator showings will be shortly thereafter. Details of the line are still not available.

Ontario's Swedo Larson Dies

HAMILTON, Ont. — Swedo Larson, owner of the Dixie Music Company here, died Sunday (9) of a heart attack. He had been operating here for 20 years and had the largest operation in the area.

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Continued from page 71

each year in order to stay in business. In addition, we pay the 310 location and federal tax in each spot. As the number of available locations dwindles, obviously operators are going to be forced to leave the field, and this tax source will dry up.

The city should pass some law to cut down the number of location-owned machines in order to protect its own interests and that of tax-paying coin machine operators."

Reasons Listed

Bartnik points to these reasons why locations should not operate their own juke boxes:

1. They invariably fail to take good care of the equipment, from both appearance and maintenance standpoints. After all, juke box maintenance and repair work is highly involved and the specialized field of the trained operator.

2. Phonograph record service is never as good when the location owner must take charge as when the operator handles it. Few location owners are alert to record trends, artistes and the top hits, whereas the operator makes it his business to know which disks will pull patronage.

3. Few locations who own their own machines buy new models each year ("most of the machines stay on location till they fall apart," notes Bart-

nik). In contrast, an operator sees to it that his good locations are provided with the newest model juke boxes to keep receipts at peak levels.

Who gets the blame for this serious situation?

Distributors Blamed

According to Bartnik, much of the responsibility can be pinned on distributors selling directly to locations.

But, he also admits that operators themselves are not guiltless. "Too many operators are selling their own trucks," he says, "by selling equipment to locations."

Wildcat repair men also promote the situation, says Bartnik. "As long as some part-time repair man will fix a juke box for a few bucks, the locations will continue to take advantage of him."

Solution?

"We can work through our local association for some relief. The strongest wedge we've got is to point out to our members through the voice of our association that tax revenue is being lost as the trend continues."

"Our association must inform the aldermen that fewer locations for us means fewer people on our payrolls, too. Then maybe something will be done to reverse the tide," said Bartnik.

COINMEN

in the news

Continued from page 71

the time. He added that their overseas locations are for the most part the same type locations they occupied in the U. S.

Countries absorbing the greater number of these used machines are Belgium, Germany and the United Kingdom, although bowling is doing very good in all parts of Europe.

Chatten's company, which sells only to operators in the United States, will directly to the distributors in Europe. The machines are shipped in the country of their origin for the particular coins of that country.

He pointed out that pinball machines and bowling machines have rapidly become popular in English pubs, just as they are popular in taverns on this side of the Atlantic.

After sale of the used machines to the overseas distributor, the responsibility of Chatten's firm ends with its arrival at the nearest seaport.

David Weinstein, owner of Walbox Distributing Company, said that Walbox of Dallas and Pan-American Sales Company of San Antonio will hold a simultaneous party on a date yet to be announced in July to introduce the new Baller Bowler to operators. The bowlers will begin going on location sometime during July. The Dallas party, he said, will be held at 3909 Main, while the one in San Antonio will be 812 S. Preiss.

It was also announced by Weinstein that Muskrug and Grand Rapids, Mich., will be the next two sites of the Playland installations. Both of these to be located in Miracle Mart Discount stores in those cities. This makes about 18 of the Playlands his company has installed by the nation, and he said they planned between 20 and 30 more new installations in the next three months. Parts for the Playlands are shipped from Dallas on a 16-foot truck. With the truck's arrival at the location the Playland can be set up within one day, he said.

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Shaffer in Schools On Drink Machine

CLEVELAND — A complete, five-session series of courses in servicing ice-making cold drink vending machines is being launched July 18 by Shaffer Music Company for Northeastern Ohio operators, announced Larry Hornbeck, manager.

Shaffer Music, Northeastern Ohio distributor for Seeburg, will provide its facilities for a training school that will be held every two weeks on Tuesday at 7:30 p.m. Each session will last about 2 1/2 hours and refreshments will be served, said Hornbeck.

Shaffer Music has been very active in providing service training in the area. Last winter, the company launched a series of vending and music machine schools that attracted an average of 35 to 50 persons each night. This was followed by a series of courses on basic electricity in March.

Louis Kline, 72, Dies

CHICAGO — The many friends of Joe and Fred Kline, First Coin added by the death of their machine Exchange here, were father, Louis Kline, 72, last Tuesday morning (11). Burial was at West Lawn Cemetery. The elder Kline was survived by five sons and one daughter.

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EUROPEAN NEWS BRIEFS

Berlin Ops Protest New Taxes

WEST BERLIN — The Berlin Coin Machine Operators Association (BAV) has sent a resolution to the city Parliament protesting the levying of a new amusement tax on the trade. The new measure taxes juke boxes 15 marks (\$3.75) a month and payouts 20 marks (\$5) a month. Games will be taxed 5 marks (\$1.25). Originally, the city parliament had proposed taxing all machines a flat 30 marks (\$7.50). The BAV, however, negotiated the reduction with parliament, tax and economic affairs committees and with party leaders. The operators' association demonstrated that the trade is economically unable to pay a high amusement tax. Even the tax schedule announced is "intolerable," according to the association's resolution.

Lower Saxony Ops Elect Slate

HANOVER, West Germany — Inno Tauscher has been re-elected president of the Coin Machine Operators Association of Lower Saxony (AVN), along with Wolfgang Sens, vice-president. Heinz Ebert-Hamels was elected to the board of directors. The association voted to give full backing to the Central Organization of Operators (ZGA) in its showdown battle with GEMA, the author-composer group, and the GVL, the performing artists organization. The association is divided over the proposed introduction of 2-ozark (50-cent) payout machines in West Germany. At present the maximum is 25 cents. Many operators argued that it would be foolish to press for the new machines at a time when the operators are bothered with a heavy amusement tax and facing an uncertain future in the context with GEMA and the DVL. GEMA is demanding an increase in royalties and DVL the payment of royalties.

Hungarians Keep Credit Rating

VIENNA — There is great and sustained interest in juke boxes behind the Iron Curtain. It dates back to 1956 and beyond, and is far more sustained than is generally realized. The experience of John Merrill, the Wurlitzer distributor here, is an indication of the interest behind the Curtain in juke boxes and of the vagaries of this trade. Prior to the 1956 Hungarian revolt, Merrill shipped the Hungarians two reconditioned juke boxes. He did it with his eyes open, a flimsy ruse and simple. Along came the Hungarian uprising and Merrill wrote off his two boxes. For a very long time he heard nothing from the Hungarians. At long last one day he received notice from a Swiss bank that funds had been deposited in his account toward settlement of the Hungarian juke box bill.

Coin Engineers Plan U. S. Visit

HAMBURG — Hapag-Lloyd's business travel service is organizing a "study tour" to the United States for Verein Deutscher Automaten Fachleute, the organization of German coin machine engineers and technicians. The German experts will visit the U. S. from October 15 to 31, taking part in the meeting of the National Automatic Merchandising Association (NAMA) and studying production and servicing of U. S. phonographs, games and vending equipment. The trip is regarded in the trade here as the forerunner of a regular exchange of information between coin machine industries in the two countries on a person-to-person level.

U. S. Juke Boxes Thick in Italy

ROME — American phonographs are populating Italian sites in such rapidly increasing numbers that the trade is talking of a U. S. "monopoly" on the markets. Trade surveys show that roughly 78 per cent of all juke boxes on location in this country are boxes of U. S. origin, although most of them are produced in Europe. All four major American producers are competing strongly, and sales figures show successfully for the Italian market. AMI boxes are produced by an Italian concern under license at Turin; Wurlitzer is built by Nostal at Leghorn; and Rock-Ola is supplied to the Italian distributors from West Germany. Seeburg exports direct from its U. S. production in Italy. West Germany is the principal foreign competitor of the U. S. "big four." German sales boomed in the mid-1950's before U. S. dollar currency transactions were liberalized. But since it became possible to get U. S. equipment, and particularly since the production of licensed American equipment began in Italy, German sales have plummeted.

French Trade in Anniversary

PARIS — France's coin machine industry is observing the 10th anniversary of its reorganization coinciding with the Western European juke box boom. It was in 1951 that U. S. juke boxes began reaching this country in substantial numbers for the first time after the war. The trade organized a series of groups representing the spectrum of trade interests, the organizational work being completed just prior to the annual exodus of Parisians on summer holiday. Organizations which have expanded from this period into pillars of the French trade are: Federation Francaise des Exploitants et Commerçants de l'Automatique; Syndicat National des Fabricants d'Electro-Phonographes Automatiques; Syndicat National des Importateurs-Porteurs d'Appareils Automatiques. These are the lingua organization, moreover, in moves of the French industry to challenge the West Germans for domination of the European Common Market. Thanks to these organizations, the French industry has rapidly improved the quality and styling of its boxes.

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V 200 with VI Selection Receiver	295
V3WA-200 Sel. Wallbox	75
3W1-100 Sel. Wallbox	39

WURLITZER	
2250	\$395
2200	395
2000	245

ROCK-OLA	
1455	\$375
1448	315
1446	225

AMI	
Continental 200 Sel.	
like new	\$795

CIG. VENDORS	
Seeburg E-1	\$249
Corsair 30 Column	245
Corsair 20 Column	199
Eastern 22 Column	99

Terms: 10 deposit required

726 East Erie Blvd.
Evanston 2, N. Y. D. 1, A.
Phone: BR 6-1021

PUBLIC ADDRESS SYSTEM USED AS PHONO BUILDER

DENVER—Where a popular tavern has a long list of regular habitués whose names are known to the management, juke box collections can be easily stimulated by "dedications," according to Glenn Pierce and Frank Huber of Century-Supreme Music Company, here.

A typical example of how Pierce and Huber use this simple idea is the Barmaid Lounge, just outside of Denver's financial district. Here, featuring moderate prices, the big cocktail lounge operated by Joe Blend has at least 750 regulars who are known to Blend by their first names.

Having installed a 200-play phonograph in the lounge after a former owner had had luck with owning his own machine, Century-Supreme has put a lot of effort into making the location as profitable as possible, if for no other reason than to prove that operator ownership is better than location ownership.

Some of the merchandising methods used include a prominent location for the machine facing into the booth area, regular shilling by two to three waitresses on duty and constantly programming requests made by Barmaid customers.

Most effective, however, has been singling out a customer by name, using a phonograph record whose title fits the situation or has some humorous connotation, and then announcing over the bar restaurant's public address system that the next number will be played in honor of Walter Black, Harry Rogers, etc.

If a customer has stumbled over his own feet at sometime during the evening, such title favorites as "Your Feet's Too Big" will get a snafu from the audience. If a man customer has been gone overlong in the men's room, telephone booth, etc., of course, it is a simple matter to play "Lover Come Back to Me" with the same results.

Blend has been able to keep the phonograph taking in anywhere from \$100 to \$115 per week through this method, even during the slowest periods of the year.

DOUBLE-PLAY DISKS

Two-sided action may be expected from the following records. For the juke box operator limited to from 100 to 300 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.

BOLL WEEVIL SONG
AND
THOSE EYES

BOOGE BENTON
Mercury
71328

DUM DUM
AND
EVENTUALLY

BRUNDA LEE
Epic
61375

THE WRITING ON THE WALL
AND
POINT OF NO RETURN

JOHN WARD
Cap
836

TOGETHER
AND
TOO MANY RULES

EDDIE FRENCH
RCA
18019

TRAVELIN' MAN
AND
HELLO, MARY LOU

RICKY NELSON
Imperial
8741

I'M COMIN' ON BACK TO YOU
AND
LONELY LIFE

JACKIE WILSON
Brunswick
8274

IT KEEPS RAININ'
AND
I JUST CRY

BATE DOMING
Imperial
8753

THE SWITCH-A-ROO
AND
THE FLOAT

NAME SELLERS AND THE MISMISTERS
Epic
8219

YOU'LL ANSWER TO ME
AND
MOM AND DAD'S WALTZ

PATTI PAGE
Mercury
71327

I'VE GOT NEWS FOR YOU
AND
I'M GONNA MOVE TO THE
OUTSKIRTS OF TOWN

RAY CHARLES
Imperial
883

MY CLAIRE DE LUNE
AND
IN TIME

STEVE LAWRENCE
Vocalist Artists
855

Op Pens Note To Locations That Do Well

DENVER — When a phonograph is drawing better-than-average returns, it pays to let the location owner know about it, according to veteran operator Al Lucero, here.

Even though he may have sat in on the counting of the take, or received a check for his share of the proceeds, good location owners such as tavern keepers, for example, are likely to forget the juke box altogether just as soon as the money is in hand.

Lucero, recognizing this fact, makes it a habit to compare each week's revenue with that of the previous month's take, as well as the corresponding week in the year before, and if there has been a noticeable increase, he takes the trouble to write a short letter to the location owner, informing him of the facts. A typical letter reads: "Dear Ed, Collections are up in your phonograph, and may grow larger. I believe that the waitresses are increasing returns by doing a good job of suggesting phonograph music."

The result has been highly satisfying, according to the Denver operator. It isn't unusual to persuade the location owner who otherwise would have ignored the juke box almost entirely, to get out among his customers, suggest music and to actually shift the box itself to keep play up. "The idea is simply to keep them thinking about the phonograph and what they can do to increase their own returns," Lucero said. "It's an automatic reminder to every location owner that he is actually a partner with the operator."

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FOR
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IN
EVERY TYPE OF LOCATION
EVERYWHERE

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LOW FACTORY PRICES

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- State of Handicap
- Lucky Handicap Machine
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BOX D-175
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3100 Parkway St., Cincinnati 12, Ohio

Music Special

AMI 6-300E Stereo	\$795
AMI 6-100A Stereo	740
AMI 1-100E Stereo	640
AMI 1-1200 Stereo	625
AMI N-200E	410
AMI 6-200E	295
Seeburg 201	440
Seeburg 63700	390
Seeburg V100	295
Sashbury 1802	295
Wurlitzer 2700	295
Wurlitzer 2150	275
Wurlitzer 2000	265

Wanted to Buy

Daily Little Fun—Fanny—Band of Fun—Bally Blazer from Ray Wall—C. C. Big League—Basketball—Lala Hair Chicago Coin—United—Big Ball Game—Lala Guit.

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BUMPER POOL, Slate Top	\$ 90
14" C. C. BOWLING LEAGUE	105
14" Bally STRIKE BOWLER	125

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HIGHEST PRICES PAID!

Ask Your List!

COTTLES SWEET SLOUX—CORTNEY—CROCKIER—FICHI—TYLAK—AROUND THE WORLD—SILVER—MADISONVILLE—WAGON TRAIN—KEWEE SOLL—HOT-A-HEAD—CAPT. KIDD—ATLAS—LIT-A-CARD—MERRY CO. BOWLS—MELLOW LIPS—RO TO POOL—MIE ANNABELLE—SUNSHINE—WORLD BEAUTIFUL

NOW SHIPPING

GOTTLES' NEW 2-PLAYER

FLYING CIRCUS

WITH NEW

"Chain Reaction" Booster

A colorful player attraction

Ball Feature!

ORDER TODAY!

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804Ugham 1-8211

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50 BALL JAMBOREE NEW—ORIGINAL CARTONS

Will sell below Distributor's
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PHONE: ALphaville 4-6063 — CABLE "Reddis"

No Other Phonograph

Looks So Much Like a Phonograph or

Acts So Much Like a Phonograph

as the **ROCK-OLA**
REGIS

When you buy a phonograph, you want modern design to keep the machine up to date for years to come, but you also want a phonograph to look as a phonograph should look. With the Regis, you get both contemporary styling and that elegant customer pleasing phonograph look.

You expect your phonographs to act like a phonograph and of course the Regis does, for it is the most versatile phonograph available today!

You get Rock-Ola's exclusive "Tri-Fonic" flexibility to play either stereo or monaural music at the flip-of-a-switch.

You get Rock-Ola's 33 1/3 and 45 RPM Dual Speed Intermix Changer.

With a Rock-Ola, you are protected now and in the future against all possible changes.

Only Rock-Ola offers you this protection.

ROCK-OLA
MANUFACTURING
CORPORATION
410 N. ROCKWELL AVE.
CHICAGO 10, ILL.



Available in 120 and 200 Selections

ROCK-OLA'S "TRI-FONIC" FLEXIBILITY Gives either monaural, stereo or reinforced stereo at the flip-of-a-switch with no add-on parts needed.

POSITION #1 delivers the finest high fidelity monaural music through the three built-in main unit speakers. Extra speakers may be used.

POSITION #2 delivers two channel stereo music through the stereo extension speakers. No matter where the customer sits, he hears Rock-Ola's flawless stereo sound.

POSITION #3 combines the stereo extension speakers with the main unit speakers for reinforced stereo sound. In any location Rock-Ola provides the finest stereo sound.



ROCK-OLA ((REVERBA-SOUND)))

The new Rock-Ola Regis with the amazing ((REVERBA-SOUND))) literally places your customers in the center of a live orchestral or vocal performance. With sound reverberation the walls seem to roll back. Now every location, regardless of size or configuration, can have living presence "wall to wall" music in either stereo or monaural for real customer pleasing, profit making, concert hall quality music.

The Truly Distinguished Phonograph



Buying by Coin Operators

• Continued from page 66

then catching on in retail outlets—could receive the function of the operator as a maker of hits rather than a buyer of established sellers.

Also the stumbling blocks encountered by record labels in promoting a single at the broadcast level—where federal pressure and an impersonal selection committee make contact between deejay and record company difficult—make the juke box operator grow in stature as an exposure medium.

And while the actions of four record companies hardly constitute a trend, it's a safe bet that if Vassar, Decca-Coral and the two German dairies meet with any measure of success, the other majors and indies will re-examine seriously their entire singles programming concepts.

ATLAS . . . for MUSIC and ROWE VENDING MACHINES
COMPLETE STOCK OF PARTS—FAST SERVICE!

USED VENDORS		SPECIAL THIS WEEK!	
STOVER D-13 HOT DRINK, Coffee	5395	SEEDBURG CIGARETTE VENDORS	
Tax, Chocolate, 7 Sumps	5395	MODEL \$195	
SEEDBURG 800-E-2	275	800 E-1	
NATIONAL 113	195	23 Available—Reconditioned	
11 Co. NATIONAL (Small)	175		
CONTINENTAL COINAGE "28"	195		
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MUSIC

A.M.I. J-200	\$645	ROCK-OLA 1455	1425
A.M.I. J-170	625	ROCK-OLA 1454	395
A.M.I. G-120	325	ROCK-OLA 1448	250
A.M.I. G-200	225	ROCK-OLA 1446	245
SEEDBURG 201	675	WURLITZER 2700	445
SEEDBURG 1-100	495	WURLITZER 1900	375
SEEDBURG K-100	445	WURLITZER 2100	245
SEEDBURG Y-100	325	WURLITZER 2500	245

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FOR SERVICE AND PARTS ATLAS IS STILL YOUR BEST BET!

1/2 Dep., Sol. C.O.P. or Sight Draft



STROLLERS ALONG BOARDWALK in Atlantic City wait to get a chance to play the Bowl-Rama game which looks like it will be a big one at the resorts this season. Albert M. Rodstein, who heads Macks Vending's Amuse-a-mat Corporation in this area, placed five of the 24-foot Bowl-Ramas in a store on the Boardwalk and set the price at 20 cents a game. If a certain score is reached, cigarettes are awarded.

New Inks Seen as Pinball Circuit Aid

CHICAGO—Electricity conducting inks that the manufacturers say are ideal for painting circuits on low-current electrical applications, such as pinball machines, are being produced by the Advance Process Supply Company here.

Advance says the inks are ideal for plastics and porous boards. In case of plastics, the surface may be formed any way necessary after application of the ink without loss of conductivity.

There is also practically no build-up and once the ink is properly applied it will not flake or chip.

The ink is black and maintains per square inch screened through 8XX mesh; its approximate 400 ohms. This resistance can be varied by the user as desired. A sprayed, roller-coated or screened protective coating may be used. Operators can get further information by writing Advance Process Supply Company, Dept. CJC, 2515 West Hurst Street, Chicago.

Operate Williams 3 or 5 Ball

(adjustable)

TEN SPOT

with MOVING ★ TARGET



A REAL SKILL SHOT!

- ★ Builds Up High Scores
- ★ Spots Numbers
- ★ Scores Replays When Numbers 1 to 10 are made

- 2 Special Lanes for Replays
- Moving Target Scores Replays
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- Power Kickers
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TOPS IN QUALITY

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Every Piece Reconditioned and Guaranteed

BALLY BEAUTY CONTEST.....\$ 95
BALLY BEACH QUEEN.....145

UPRIGHTS

Samet Inc. Wildcat.....\$175
Samet Inc. Street Shot.....85
Samet Inc. Double Shot.....85
Samet Little Barbara.....165
Samet Gipsy Cross Diamond.....185
Samet Red Arrow.....265
John Ball Circus Fly Ball.....65
John Ball Salspiger Dominos.....75
John Ball Circus Wagon Wheel.....85

ARCADE

Wm. DeLuxe Polar Hunt Gun.....\$125
Bally Jet Shuffle Bowler, 8 1/2'.....45
Bally Lady Alley, 14'.....295
Bally DeLuxe Junior Bowler, 8 1/2'.....495
Bally All Bowling Lane, 14'.....325
DeLuxe Super Junior Bowler, 8'.....175
Samet True Lane Bowler, 14'.....75



See You Saw It in
Billboard Music Week

MOA Kicks Off Action Program

Continued from page 66

a carefully planned and thought out campaign.

More Mrs.

Asked how the new program would affect the prospects of getting new manufacturers to exhibit at the next MOA convention—notably the three juke box manufacturers that have abstained for the past two years—Ratajack said that he “can’t conceive how manufacturers could continue to ignore the industry that supports them.”

He added that the new program of expanding MOA’s activities was an accomplished fact and had already started.

Chicago Office

It includes: 1. Opening and making fully operative the Chicago office to “more productively serve the industry from this central location.”

2. Inaugurating a monthly newsletter for members. The July issue is being reproduced exclusively by Billboard Music Week and will not be sent in the regular MOA mailing. The newsletter is aimed at giving operating and sales tips to members.

Ratajack said that one of the big industry problems has been one of “lack of communication at the operator, distributor and manufacturer level, leading to a distrust of motives.”

Newsletter

He said all this can be straightened out by a clear statement of purpose. MOA’s newsletter will be an attempt to give our members an opportunity to assess facts—we’re not taking sides, but will present impartial views on various issues,” he noted.

3. Beginning a general “image uplifting” program aimed at acquainting the public with MOA, its aims and its purposes. The

program will include advertising in trade journals read by locations, such as beverage, tavern and restaurant papers, stressing the advantages of doing business with a member of MOA and calling attention to MOA’s code of ethics, to which each member operator must subscribe.

MOA has adopted a new slogan, “Representing a Sound Industry,” and has redesigned its stationery around the theme. The association is redesigning its membership cards to include the pledge that members subscribe to the code of good practice recommended by MOA: “This member pledged to sound entertainment, service courtesy and ethics.”

Tax Cards

The association has imprinted tent cards available to members at a nominal cost of \$1 for 50, which carry an MOA message as well as a general promotion plug for the juke box. The cards are specifically designed for placement in locations to stimulate play.

The association has also put out a fact sheet on MOA—a multi-paged folio of facts giving aims, purposes and background on the association, which will be used for dissemination to locations, daily papers, and other interested parties.

Ratajack said that all the foregoing were already a “reality.”

Tax & Legal

Looking ahead, he said that MOA was planning to expand its legal and tax service to the membership. The association currently has a tax council, headed by Leo Kaner, Chicago CPA, who is also tax counsel for the association, and a legal council headed by Nicholas Allen, Washington attorney.

Ratajack said he hoped that the

legal council services could be expanded to help represent operators’ interests in legislative and tax matters on a State and local level.

He said the accounting council also had great possibilities for helping operators.

Ultimate Objective

Summing up an “ultimate objective,” Ratajack said it was to “provide such services and aids as to increase income of the operator and to defend him from spending this income on excessive discriminatory taxes and payouts to special interests.

“We feel,” he continued, “that if we’re able to accomplish this end, the entire industry will take

Virginia Ops Schedule Convention in August

VIRGINIA BEACH, Va.—The annual convention of the Music Operators of Virginia will be held at the Cavalier Hotel here, August 11 and 12.

Operators and their families will make a long weekend of it. Distributors will maintain hospitality rooms.

on a more profitable aspect. Benefit should secure not only to operators, but to distributors and manufacturers as well.”

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CHAIN REACTION BOOSTER BALL feature contains five trapped balls in center of playfield. Chain reaction caused by hitting trapped balls with ball in play creates tremendous player appeal. Boosting all balls around the track to lighted side awards special. Moving one ball to either side scores 100 points.

Look at these location tested features:

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- On-Off cyclonic kickers light alternating pop bumpers
- Match feature
- 3 or 5 ball play

TOMORROW'S DESIGN TODAY!

- High, wide and handsome cont'd light-box
- STAINLESS STEEL moldings
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New "Hard-Cote" Finish Extends Playboard Life to an All-Time High!

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It's Always Profitable to Operate Gottlieb Games!

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Left to right: Mickey Anthony, Owner of Mickey's First Floor, 1900 Harborside Pike, Columbus, Ohio, with Keith Halber and Kenny Katsky of the Associated Coin Machine Co., Wurlitzer Operators.

**NEW WURLITZER WITH TEN TOP TUNES PLAY STIMULATOR
JUMPS WEEKLY TAKE FROM \$80 TO \$120**



Averaging \$60 a week in FIFTY-CENT COINS

Here is another example of the phenomenal earnings produced by Wurlitzer Phonographs offering the musical bargain of Ten Top Tunes for fifty cents. This one replaced a competitive model with rousing results. Install this fantastic money-maker on your Wurlitzer 2500 Phonographs. Fits all 100, 104 and 200-selection models. Takes only a few minutes to install. Works wonders the first week . . . and from then on!

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